

# Market in snapshots – USA

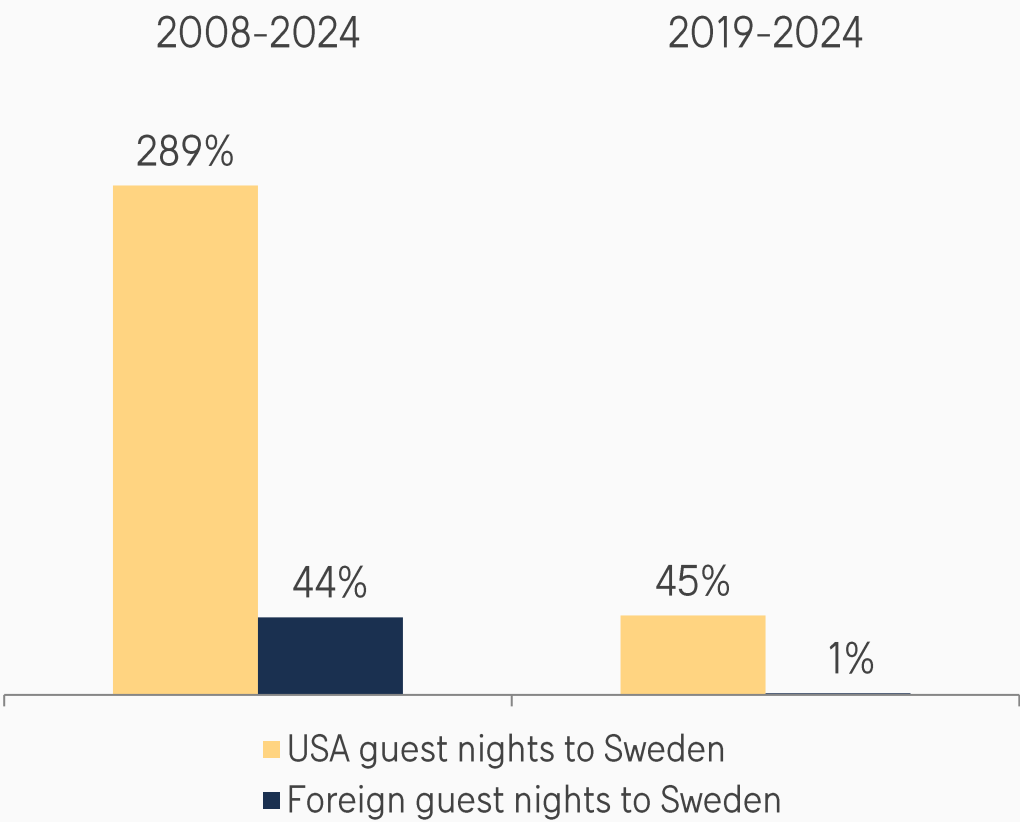


Visit Sweden

Conny Fridh/imagebank.sweden.se

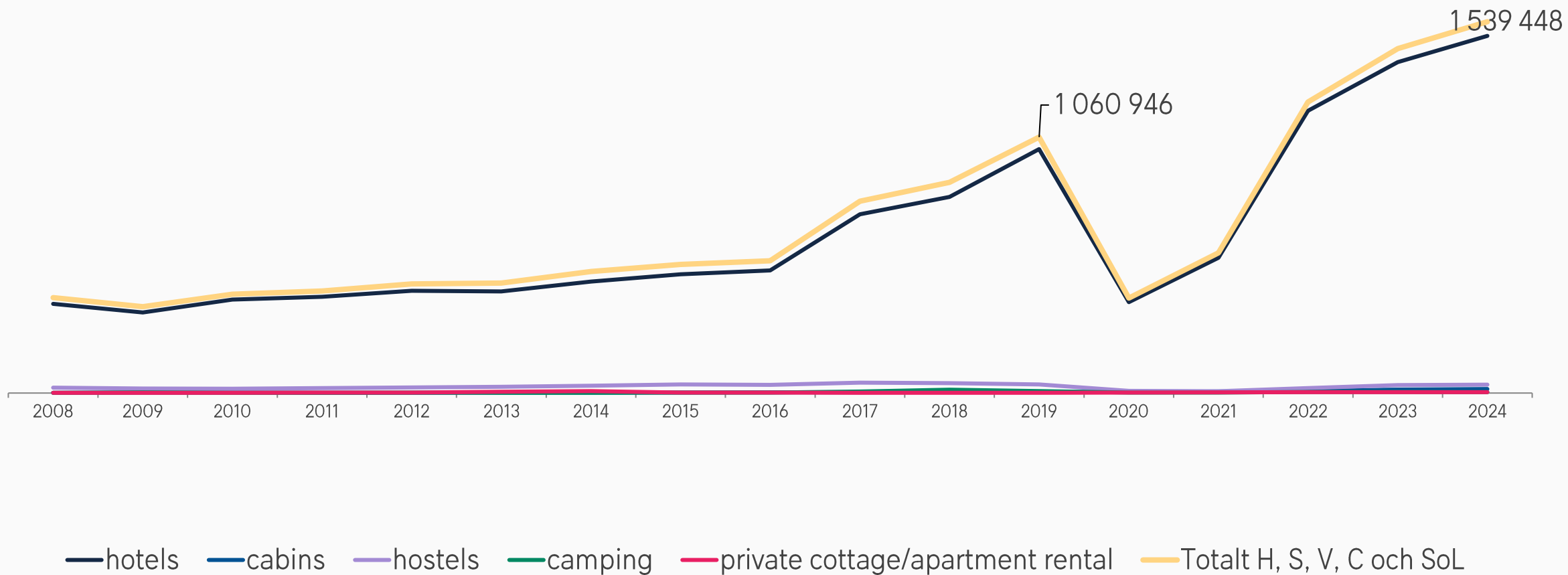
# The USA market – some facts and figures

BNP growth 2025 (prognosis)	2%
USA guest nights in Sweden 2024	1 539 448
Change of USA guest nights in Sweden 2008-2024	289%
Change of USA guest nights abroad (in general) 2008-2024	78%
Part of USA foreign guest nights to Sweden 2024 (was 0,1% in 2008)	0,23%



Källor: Tillväxtverket/SCB (2024), Global Travel Service, Oxford Economics (2025)

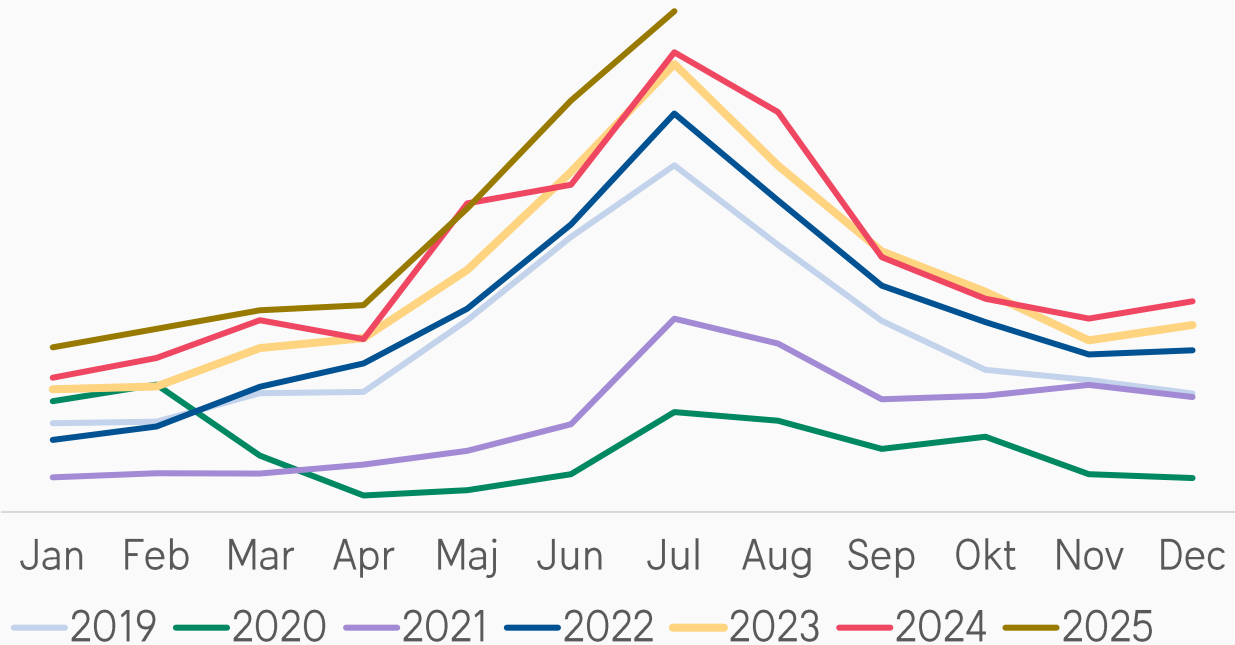
# Development of American overnight stays in various forms of accommodation



Källa: Tillväxtverket/SCB (2024), Antal gästnätter avser HSVCSOL: Hotell (H), stugbyar (S), vandrarhem (V), campingplatser (C) och förmedlade privata stugor och lägenheter (SoL).



# Travel patterns of the American visitors



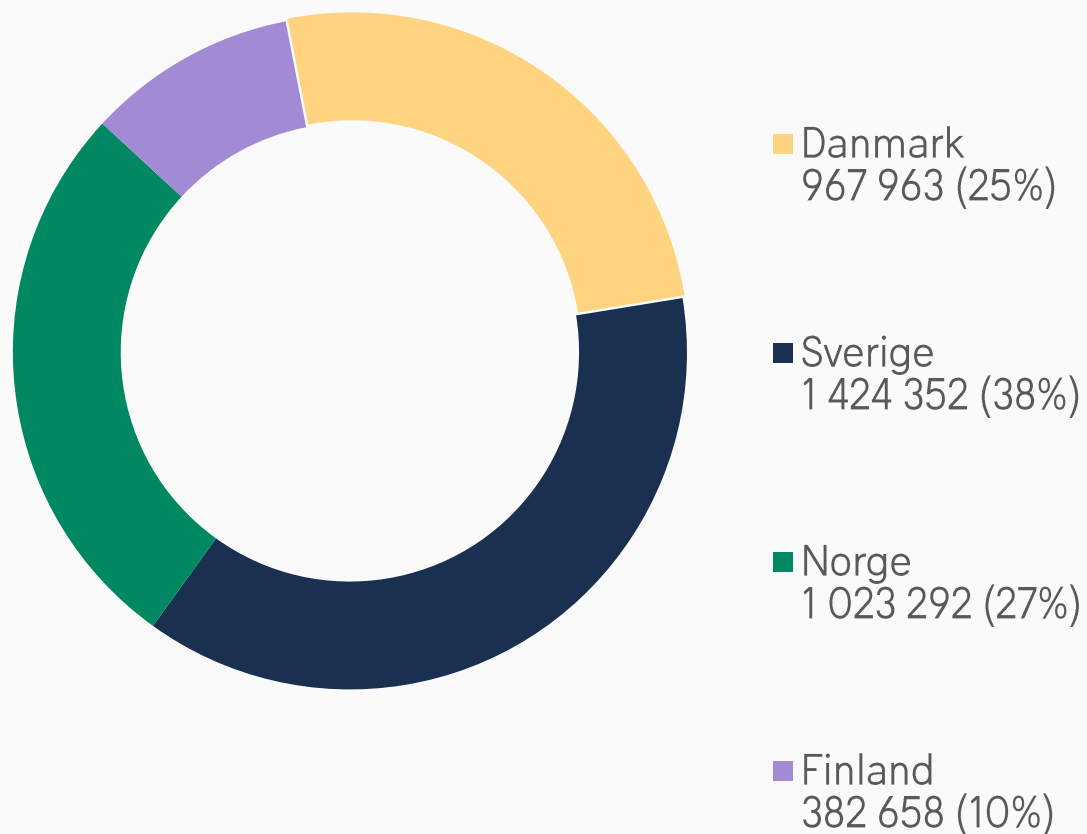
- 42% stay more than 5 nights
- 41% stay over a (long) weekend
- Rise in US-visitors during spring and autumn

Källa: Tillväxtverket/SCB (2024)  
Målgruppsanalys 2024, Visit Sweden/YouGov



Johan Willner/imagebank.sweden.se

# The USA top 5 destinations in Europe (2024) & division in the Nordics (2023)

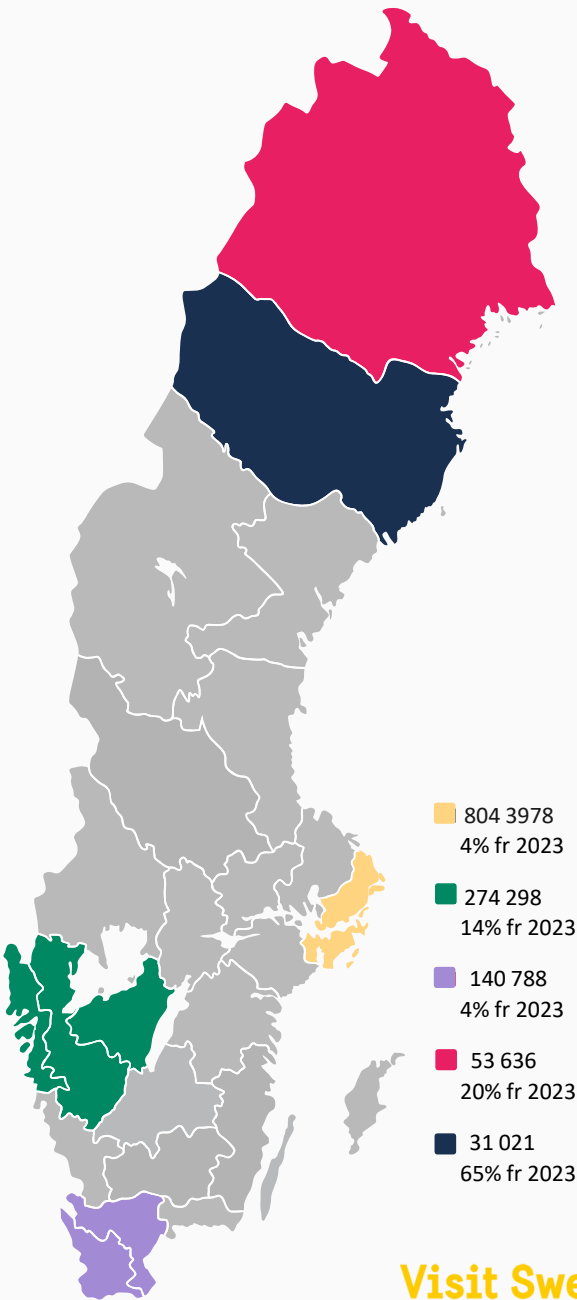


Källa: Global Travel Service, Oxford Economics (2024), \*Nordisk statistik utifrån Ländernas statistiska centralbyråer, Endast övernattningar på hotell, semesteranläggningar, vandrarhem och campingplatser.

# Counties with the most US overnight stays in 2024

Region	Guest Nights 2024	Guest Nights 2023	Change %	Change
Stockholm	804 398	773 992	4%	30 406
Västra Götaland	274 298	239 972	14%	34 326
Skåne	140 788	134 949	4%	5 839
Norrbottn	53 636	44 571	20%	9 065
Ostergötland	37 431	34 744	8%	2 687
Västerbotten	31 021	18 842	65%	12 179
Jönköping	21 927	16 305	34%	5 622
Uppsala	20 273	13 479	50%	6 794
Västernorrland	19 655	13 721	43%	5 934
Dalarna	15 840	12 737	24%	3 103
Jämtland	14 028	11 743	19%	2 285
Gävleborg	12 456	10 430	19%	2 026
Södermanland	12 182	15 205	-20%	-3 023
Halland	12 024	11 390	6%	634
Gotland	11 745	12 063	-3%	-318
Orebro	11 376	11 690	-3%	-314
Västmanland	11 198	12 688	-12%	-1 490
Värmland	10 572	9 943	6%	629
Kronoberg	10 249	11 985	-14%	-1 736
Kalmar	9 979	12 600	-21%	-2 621
Blekinge	4 372	5 019	-13%	-647

- Due to a change in booking systems, the statistics from summer 2024 and onwards are not completely reliable, since hotel nights are partly missing. AirBnB is not registered either.
- Stockholm, West Sweden and South Sweden as well as Swedish Lapland in top, mainly due to the flight connections.



Källa: Tillväxtverket/SCB (2025)



# Growth potential for the USA market

# 88%

**There are 23,8 million  
American Global  
Travellers with interest in  
Sweden as a destination**

of USA global travellers is interested in  
visiting Sweden on holiday (50% returning  
visitors, 38% first time visitors)



# Values, interests and motivations of the American Global Travellers



**Visit Sweden**

Johan Willner/imagebank.sweden.se



# Key values and interests of the USA Global Travellers

## Top 5 values

- My family is the most important for me
- To take care of the environment
- Everyone should have equal fair chances in life
- A healthy lifestyle
- To help others in my surroundings

## Top 5 interests

- Travel
- Eat at restaurants
- Culture
- Be in nature
- Health and well-being

# Most important motivations for a holiday in Sweden

- Experience new cities and places
- Enjoy good food & beverage
- Have fun with my travel company
- Relax, no routines
- Learn something new



Simon Paulin/imagebank.sweden.se

# Associations with Sweden

- A healthy lifestyle
- Beautiful (nature/surroundings)
- Openness & freedom - recognising differences and allowing people to express themselves freely
- Welcoming
- A safe and secure destination
- Interesting cultural destinations
- Value for money
- Offers interesting outdoor experiences during winter time

Marknad: USA  
Bas: Den globala resenären  
Källa: Visit Sweden Brand Tracking 2023, Visit Sweden/Ipsos



'Tina Stafren/imagebank.sweden.se'

**Visit Sweden**



# A potential tour to Sweden based on American preferences



**Visit Sweden**

Tina Axelsson/imagebank.sweden.se



# What kind of tour does the USA target group want to make to Sweden?

- Summer tours, focus on outdoor and nature experiences
- Round trip (with accommodation in different places)
- City break
- Winter tour, focus on outdoor activities
- Camping- or cabin holiday
- City life
- Experience Swedish culture, tradition and lifestyle
- Culinary experiences, try local food
- Cultural experiences
- Experience the countryside
- Nature experiences during winter

Målgruppsanalys 2024, Visit Sweden/YouGov



Niclas Vestefjell/imagebank.sweden.se

**Visit Sweden**

# What about sustainability?

74% think about sustainability when choosing a holiday destination

53% think it is easy to find sustainable alternatives when they plan their holiday

Mentioned sustainable actions:

- Avoid crowded places
- Local initiatives (activities, restaurants, accommodation, shops)
- Travel during shoulder season
- Eat locally produced, ecological food
- Stay in eco-labelled accommodation





# Planning and booking

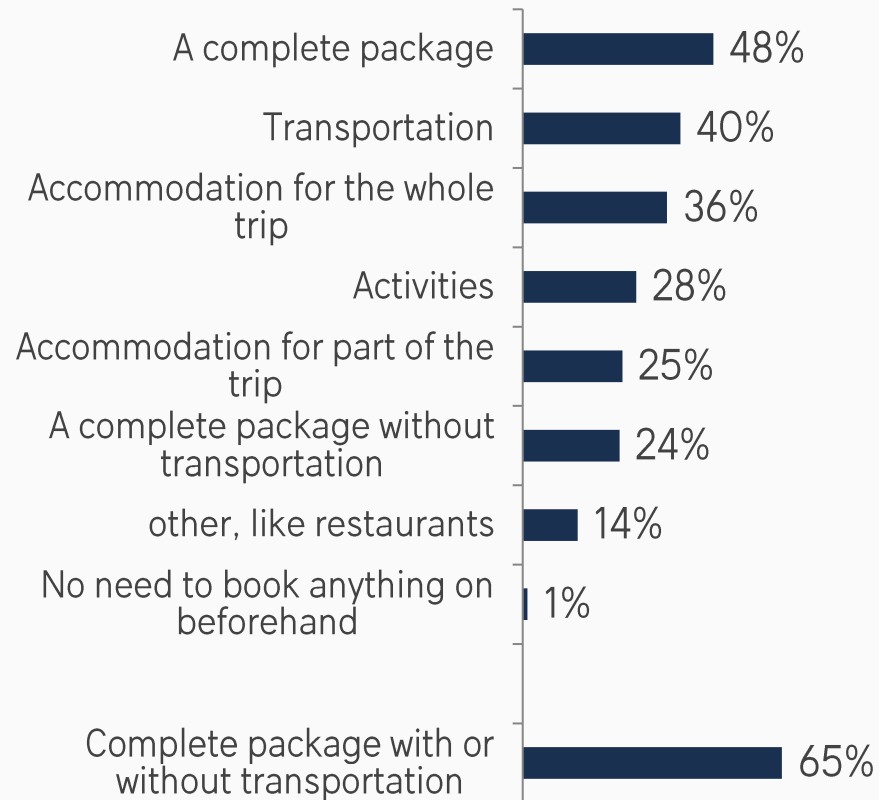


**Visit Sweden**

Ulf Lundin/imagebank.sweden.se

# Cooperation with Travel Trade is important

## What would you like to book?



- 69 % wants to book their Sweden tour through a travel agent / travel designer (which is higher than before the pandemic)
- 27 % wants to book their Sweden tour themselves, online (which is lower than before the pandemic)

### Reasons for booking a package:

- Convenient
- Feels good to rely on experts
- Increased insurance / guarantee for reimbursement
- Security during the trip
- To find sustainable options more easily
- To find the unique experiences that are hard to find otherwise



# Digital behaviour of the USA Global Traveller

- 1 473 280 tourism related Google searches for Sweden in 2024 (=31% more than 2019 and 35% more than 2023 )
- USA global travellers use recommendations from friends & family, films & Travel programmes on TV, as well as posts on social media to find inspiration about Sweden.
- They mainly use websites of Tour Operators and Travel Designers, websites from NTO's and websites from OTAs to find information about Sweden
- USA global travellers regularly check the internet for holiday tips, more than other markets
- 9 of 10 USA global travellers read reviews and more than 65% check online reviews before booking
- Publications on Youtube, Instagram and Facebook play a significant role in the choice of a travel destination. 34% has bought a trip through SoMe.

Källa: Digital Demand – Sweden's Touristic Demand, Bloom Consulting 2024 Marknad: USA  
Källa: Målgruppsanalys 2024, Visit Sweden / YouGov



Simon Paulin/imagebank.sweden.se

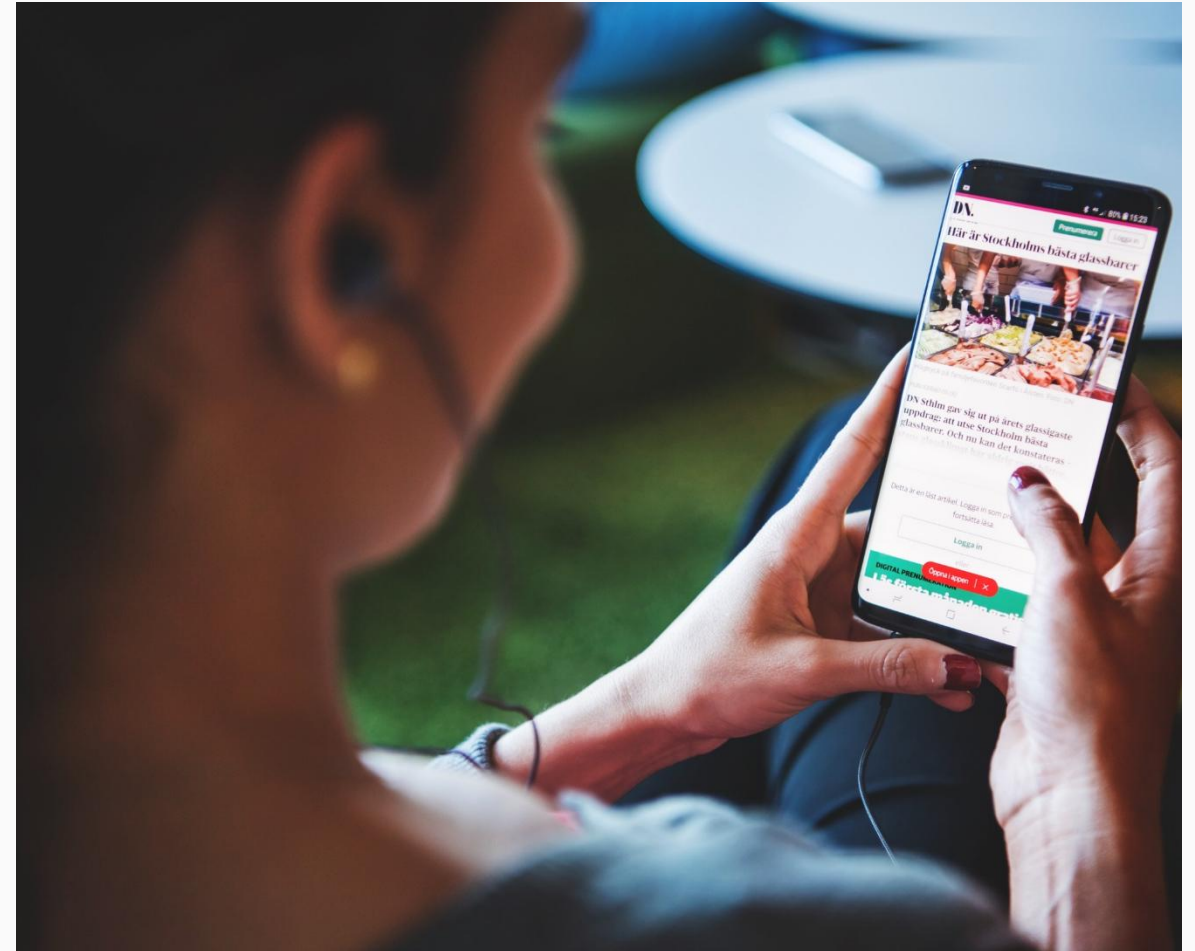


# Popular topics in the USA

Top 5 topics potential tourists look for in relationship to Sweden as a destination:

- Ice Hotel
- Cities
- Places to visit
- Fairs
- Natural phenomenon

Källa: Digital Demand – Sweden's Touristic Demand, Bloom Consulting 2024 Marknad: USA  
\*Underkategorier (micro brand tags)



Simon Paulin/imagebank.sweden.se

# Travel Trade: Contacts & Events

## Contact persons

### **Gabriel Dorch**

Senior Travel Trade Manager  
UK & USA  
[gabriel.dorch@visitsweden.com](mailto:gabriel.dorch@visitsweden.com)

### **Christina Steer**

Head of Travel Trade  
[christina.steer@visitsweden.com](mailto:christina.steer@visitsweden.com)

## Stay up-to-date

### **Travel Trade Website**

<https://traveltrade.visitsweden.com/>

### **Travel Trade Newsletter**

<https://subscribe.visitsweden.com/traveltrade-newsletter>

### **Visit Sweden Imagebank**

<https://imagebank.sweden.se/>

## Events

### **FAM-Trips**

<https://traveltrade.visitsweden.com/participate/fam-trips/>

### **Travel Trade Events**

<https://traveltrade.visitsweden.com/participate/travel-trade-events/>

A photograph of two women sitting at a wooden table outdoors. The woman on the left, with dark curly hair and a wide smile, is wearing a black and white striped shirt. She is holding a spoon and a small piece of food. The woman on the right, with long blonde hair, is leaning in and looking at the food. On the table are two white mugs, a vase with purple and pink flowers, and a plate of pastries. The background is a soft-focus garden with green foliage and purple flowers.

# Welcome to Sweden!