

Inbound COVID-19 Sentiment Tracker

Market Snapshot – Sweden

Read the full report for Wave 4 here (PDF, 8MB)



Sweden Market Summary

Wave 1: 2nd-16th Dec 2020

Wave 2: 24th Mar - 6th Apr 2021

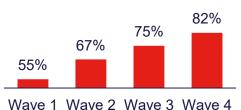
Wave 3: 23rd Aug - 6th Sept 2021 Wave 4: 10th-23rd Feb 2022

All data is from Wave 4, unless stated



Travel intentions

Intending to travel abroad for leisure*



Journey purpose



Travel preferences

Top activities



Destination types





49% Large city



24% Will roam around



26% Small/midsized city/town

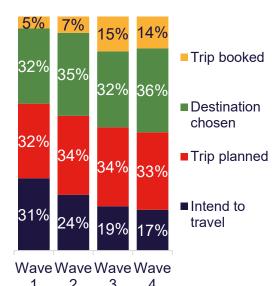
13% Mountains or hills



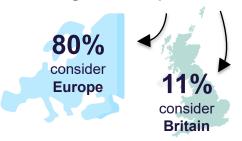


20% Country/ village

Planning stage



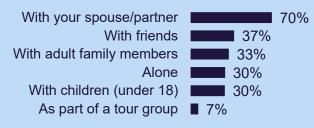
Among leisure trip intenders:



Among Britain intenders:

46% consider England 27% consider Scotland 24% consider London 8% consider Wales

Top Travel Companions



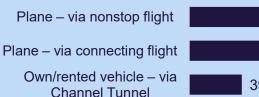
Top modes of transport within Britain



Top Accommodation



Top modes of transport to Britain













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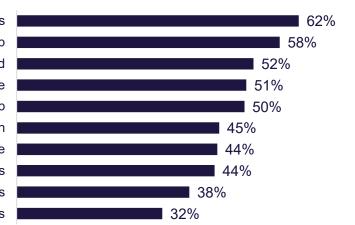
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Travel Concerns – for travel to Britain*

Other people not following COVID-19 policies/procedures
Extra admin involved with new policy/rules during the trip
Access to healthcare if I contract COVID-19 abroad
Change in quarantine requirements on my return home
Contracting COVID-19 during my journey/trip
Limited / restricted experiences at destination
Affordability of robust travel insurance
Costs of mandatory COVID-19 tests
Accessibility of affordable air fares
Locals' attitude towards international tourists



Travel attitudes**

I would be happy to take a pre-trip covid-19 test should that be required	60%	6°	% 34%
I would be comfortable using public transport within the destination	58%	• 6 <mark>%</mark>	36%
I will delay my next international trip until Omicron is under control	55%	<mark>6%</mark>	39%
l will think more about sustainability when planning future holidays	52%	<mark>10%</mark>	39%
I will look for less crowded places, even if I miss attractions	49%	9%	42%
Booking through a travel agent is a safer option at the moment	46%	13%	42%
I will favour international destinations closer to my home country	44%	9%	47%
I will favour local destinations instead of traveling internationally	43%	8%	48%
I will favour destinations I have been before rather than new places	42%	12%	46%
I will leave booking until later/last minute	40%	10%	50%
I will be intending to take fewer but longer holidays	34%	16%	50%
■ Agree ■ No opinion ■ Disagree			









^{*%} very & somewhat concerned

^{**%} completely & somewhat agree