Sweden

Market snapshot
Visitor Profile

Annual visits (000s)*
- 2011: 793
- 2012: 777
- 2013: 745
- 2014: 822
- 2015: 819
- 2016: 816
- 2017: 745
- 2018: 789
- 2019: 630
- 2022: 800

Annual visitor spend (£m)*
- 2011: £411
- 2012: £381
- 2013: £419
- 2014: £433
- 2015: £505
- 2016: £462
- 2017: £419
- 2018: £445
- 2019: £399
- 2022: £623

Global ranking for inbound visits to the UK in 2022: #14
Global ranking for inbound spend in the UK in 2022: #17

Regional spread of travel*
(average 2018, 2019, 2022)

- Scotland: 11%
- Northern Ireland: 1%
- North West: 46%
- London: 46%
- South West: 6%
- Wales: 2%
- Yorkshire and the Humber: 2%
- East Midlands: 2%
- North East: 2%
- West Midlands: 8%
- Northern Ireland: 0.1%

% Share of nights
- High: 2%
- Medium: 8%
- Low: 32%

Seasonal spread of travel* (2022)
- Jan-Mar: 10%
- Apr-Jun: 21%
- Jul-Sep: 32%
- Oct-Dec: 37%

Departure & Destination
Airports** (2022)
- Departure Airports: 6
- UK Airports: 9

Purpose of travel* (2022)
- Holiday: 48%
- Visit friends/relatives: 32%
- Business: 12%
- Misc: 7%
- Study: 1%

Swedish holiday visitors visit the UK on average 6 times in a 10-year period, with their spending worth a total of £3,271 over this time.

Sources:
- *International Passenger Survey (IPS) by ONS, repeat visits stated exclude UK nationals, 2015.
- **Apex as of August 2023.

Consumer website: visitbritain.com
Corporate website: visitbritain.org
Image Library: assets.visitbritain.org
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Media centre: media.visitbritain.com

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Sweden

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Key demographics* (2022)

Age groups
- 0-15: 2%
- 16-24: 7%
- 25-34: 24%
- 35-44: 12%
- 45-54: 11%
- 55-64: 19%
- 65+: 2%

Visitors’ origin* (2022)

Visits in 000s | % Share of visits
- Gotland: 25 | 4%
- Uppland: 294 | 47%
- Södermanland: 21 | 3%
- Värmland: 70 | 11%
- Bohuslän: 99 | 16%
- Skåne: 70 | 11%
- Småland: 38 | 6%

Visitors' origin* (2022)

Labels designate areas which contributed a minimum of 3%.

Top drivers for destination choice*** (2022)

1. Offers good value for money
2. Is a welcoming place to visit
3. Good for relaxing, recharging
4. Good variety of food and drink
5. Easy to get around once there

Perceptions of the UK**** (2022)

The UK ranks within the top 5 out of 60 nations for:

- Vibrant Cities
- Culture generally
- Contemporary Culture
- Sports
- Historic Buildings
- People

Top sources of inspiration*** (2022)

#1 Bargain deals on airfares or tours
#2 Friends or family (in person)
#3 Social media of friends/family

Travel companions*** (2022)

- On their own: 14%
- Spouse/Partner: 49%
- With adult friends: 16%
- With children under 18: 22%
- With other adult family members: 22%
- Part of a tour group: 1%

Sources:
*International Passenger Survey (IPS) by ONS
*** VisitBritain/Kubi Kalloo MIDAS research project 2022
**** Anholt-Ipsos Nation Brands Index 2022

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Top 5 activities desired on a holiday/short break abroad

1. Enjoy fine dining experiences
2. Explore local food and beverage specialties
3. Experience coastal places and scenery
4. Experience city life
5. Visit famous/iconic tourist attractions and places

Share who state holidays benefit their wellbeing

60%

Top 5 sustainable actions by visitors to Britain

1. Buying local when I can
2. Using public / greener transport
3. Visiting places outside of peak season
4. Buying sustainable/responsible food and beverage offers
5. Visiting less well-known places/attractors

Likelihood to combine Britain with other destinations

- 56% Travel only to Britain
- 29% Combine a trip to Britain and other places in Europe
- 15% Undecided

Share of Swedish visitors “likely” or “extremely likely” to recommend Britain

97%

Share of Swedish visits which were repeat visits

86%

Share of Swedish travellers with accessibility requirements

35%

Share of Swedes who would return to the UK to see different sights

45%

Sources:
**Anholt-Ipsos Nation Brands Index: reasons to return to the UK, 2019
All other information on this page is resourced from VisitBritain/Kubi Kalloo MIDAS research project 2022 based on international leisure travellers * based on previous visitors to Britain