Sweden
Market snapshot
Visitor Profile

Annual visits (000s)*

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<tbody>
<tr>
<td>Value</td>
<td>793</td>
<td>777</td>
<td>746</td>
<td>745</td>
<td>822</td>
<td>819</td>
<td>816</td>
<td>745</td>
<td>789</td>
<td>630</td>
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Global ranking for inbound visits to the UK in 2022 #14

Annual visitor spend (£m)*

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<tbody>
<tr>
<td>Value</td>
<td>£411</td>
<td>£381</td>
<td>£419</td>
<td>£433</td>
<td>£505</td>
<td>£462</td>
<td>£419</td>
<td>£381</td>
<td>£411</td>
<td>£623</td>
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Global ranking for inbound spend in the UK in 2022 #17

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

- Scotland: 11%
- Northern Ireland: 2%
- Northern England: 2%
- Yorkshire & The Humber: 4%
- East Midlands: 46%
- London: 11%
- South West: 6%
- South East: 6%
- Wales: 8%
- East of England: 2%
- North East: 2%
- North West: 1%
- West Midlands: 1%
- Wales: 0.1%

% Share of nights
- High: 46%
- Medium: 32%
- Low: 22%

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%

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

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.

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Sweden

Market snapshot
Visitor Profile

Key demographics* (2022)

Visitors’ origin* (2022)

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**** (2023)
The UK ranks within the top 10 out of 60 nations for:

Vibrant Cities
Contemporary culture
Culture
Historic buildings
Tourism
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

Sources:
*International Passenger Survey (IPS) by ONS
*** VisitBritain/Kubi Kalloo MIDAS research project 2022
**** Anholt-Ipsos Nation Brands Index 2023
Sweden

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/attractions

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