Sweden

Inbound tourism overview

**Annual visits**

<table>
<thead>
<tr>
<th>Year</th>
<th>Visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>758,000</td>
</tr>
<tr>
<td>2011</td>
<td>794,000</td>
</tr>
<tr>
<td>2012</td>
<td>774,000</td>
</tr>
<tr>
<td>2013</td>
<td>764,000</td>
</tr>
<tr>
<td>2014</td>
<td>869,000</td>
</tr>
<tr>
<td>2015</td>
<td>859,000</td>
</tr>
<tr>
<td>2016</td>
<td>821,000</td>
</tr>
<tr>
<td>2017</td>
<td>831,000</td>
</tr>
<tr>
<td>2018</td>
<td>827,000</td>
</tr>
</tbody>
</table>

**Global ranking for inbound visits to the UK in 2018**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Country</th>
</tr>
</thead>
<tbody>
<tr>
<td>13</td>
<td>Sweden</td>
</tr>
</tbody>
</table>

**Seasonal spread of travel** (2018)

- Jan–Mar: 18%
- Apr–Jun: 27%
- Jul–Sep: 31%
- Oct–Dec: 24%

**Purpose of travel** (2018)

- Holiday: 52%
- VFR*: 22%
- Business: 20%
- Study: 1%
- Misc: 6%

**Regional spread of travel** (2016-2018)

- High: 51%
- Medium: 22%
- Low: 27%

**Departure & destination airports** (2018)

- Stockholm Arlanda
- Gothenburg
- Stockholm Skavsta
- Stockholm Vasteras/Hasslo

**Average flight seats per week** (2018)

8 UK airports

**Average length of stay** (2018)

34,178 nights

Sources: *International Passenger Survey (IPS), ***Apex (direct, non-stopping flights only, data excludes flights to Cambridge and from Malmo, Ostersund and Arvidsjaur).
Sweden
Visitor profile

Key demographics* (2018)

0-15 1%
16-24 12%
25-34 22%
35-44 24%
45-54 18%
55-64 9%
65+ 7%

Visitors' origin* (2016)

Visitor profile

Priority market segments & attributes

Buzzseekers
Dominance of singles, pre-family couples and young professionals.
Youthful and adventurous mind set. Active, look for new experiences and enjoy vibrant city life.

Explorers
Mainly singles, couples and empty nesters who are flexible travellers looking to unwind at relaxed pace. Mature and open-minded with high interest in culture, arts and history. Enjoy variety of holidays from seaside, lakes & mountains to spa & wellness to city breaks and themed group travel.

Top influences in visiting Britain** (2016)

1. Word of mouth
2. Price comparison websites
3. Friends/family on social media

Top three activities in the UK* (2007-2017)

Dining in restaurants
Shopping
Going to the pub

Travel companions* (2017)

Spouse/ Partner 30%
On their own 29%
With children under 18 14%
With other adult family members 14%
With adult friends 13%
With business colleague(s) 5%

Top motivations for choosing Britain for a holiday** (2016)

✓ Cultural attractions
✓ Vibrant cities
✓ Contemporary culture
✓ Ease of access
✓ Easy to get around

Perceptions of Britain*** (2018)

Britain is ranked highly (within the top 10 out of 50 countries) by the Swedish for:

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\text{Sources: *International Passenger Survey (IPS) by ONS, ** VisitBritain/Ipsos 'Decisions and Influences' research (Applicable to people who visited Britain), ***Anholt Nation Brands' Index powered by IPSOS.}
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