Inbound COVID-19 Sentiment Tracker

Market Snapshot – Sweden

Read the full report for Wave 3 here (PDF, 7.6MB)
Sweden Market Summary

**Travel intentions**

- **Intending to travel abroad for leisure**:
  - Wave 1: 55%
  - Wave 2: 67%
  - Wave 3: 75%

**Journey purpose**

- **Holiday**: 83%
- **Visit friends or relatives**:
  - Wave 1: 33%
  - Wave 2: 20%
  - Wave 3: 20%
- **Other leisure purposes**: 20%

**Planning stage**

- **Trip booked**:
  - Wave 1: 5%
  - Wave 2: 32%
  - Wave 3: 35%

- **Destination chosen**:
  - Wave 1: 32%
  - Wave 2: 34%
  - Wave 3: 34%

- **Trip planned**:
  - Wave 1: 32%
  - Wave 2: 34%
  - Wave 3: 34%

- **Intend to travel**:
  - Wave 1: 31%
  - Wave 2: 24%
  - Wave 3: 19%

**Among leisure trip intenders:**

- **74%** consider Europe
- **13%** consider Britain

**Among Britain intenders:**

- **46%** consider England
- **25%** consider Scotland
- **23%** consider London
- **6%** consider Wales

**Travel preferences**

**Top activities**

- **Dining out**: 58%
- **History and heritage**: 34%
- **Outdoor nature activities**: 34%
- **Experiencing local lifestyle**: 34%
- **Self-driving tours**: 32%

**Destination types**

- **Coastline**: 34%
- **Large city**: 43%
- **Small/mid-sized city/town**: 23%
- **Country/village**: 21%

**Top Travel Companions**

- **With your spouse/partner**: 70%
- **With friends**: 38%
- **With adult family members**: 33%
- **Alone**: 32%
- **With children (under 18)**
  - As part of a tour group: 7%

**Top Accommodation**

- **Hotel chain**: 77%
- **Bed and breakfast**: 47%
- **Self catered property**: 42%
- **Friend's/family house (free guest)**: 36%
- **Historic house/castle**: 35%

**Top modes of transport within Britain**

- **Public transport - Train**: 53%
- **Public transport - Tube/subway**: 52%
- **Taxi**: 47%

**Top modes of transport to Britain**

- **Plane – via nonstop flight**: 91%
- **Plane – via connecting flight**: 78%
- **Own/rented vehicle – via Channel Tunnel**: 47%

*(% definitely & probably) in the next 12 months"
Sweden Market Summary

Top travel drivers

...for any international trip

Money-back guarantee should I wish to cancel my trip 43%
Decrease in coronavirus cases at destination 35%
The introduction of a vaccine passport 29%
Insurance for COVID-19 related travel/regulations changes 28%
High proportion of destination population being vaccinated 28%

...for a trip to Britain

Money-back guarantee should I wish to cancel my trip 32%
Decrease in coronavirus cases at destination 27%
The high proportion of destination population being vaccinated 26%
The introduction of a vaccine passport 24%
Insurance for COVID-19 related travel/regulations changes 23%

Travel Concerns – for travel to Britain*

Other people not following COVID-19 policies/procedures 71%
Extra admin involved with new policy/rules during the trip 64%
Access to healthcare if I contract COVID-19 abroad 59%
Contracting COVID-19 during my journey/trip 57%
Change in quarantine requirements on my return home 53%
Limited / restricted experiences at destination 49%
Costs of mandatory COVID-19 tests 48%
Affordability of robust travel insurance 43%
Locals’ attitude towards international tourists 42%
Accessibility of affordable air fares 39%

Travel attitudes**

I would be happy to take a pre-trip covid-19 test should that be required 64% 7% 30%
I will look for less crowded places, even if I miss attractions 57% 9% 34%
I will think more about sustainability when planning future holidays 52% 8% 40%
I would be comfortable using public transport within the destination 51% 6% 44%
I will favour local destinations instead of traveling internationally 48% 9% 43%
I will favor destinations I have been before rather than new places 40% 12% 48%
Booking through a travel agent is a safer option at the moment 40% 19% 41%
I will travel internationally as soon as I can after I get the vaccine 40% 8% 52%
I will leave booking until later/last minute 35% 11% 54%
I will be intending to take fewer but longer holidays 30% 19% 51%
Due to covid-restrictions, I will have more annual leave to use 24% 22% 53%

*% very & somewhat concerned
**% completely & somewhat agree

Wave 1: 2nd-16th Dec 2020
Wave 2: 24th Mar – 6th Apr 2021
Wave 3: 23rd Aug – 6th Sept 2021
All data is from Wave 3, unless stated