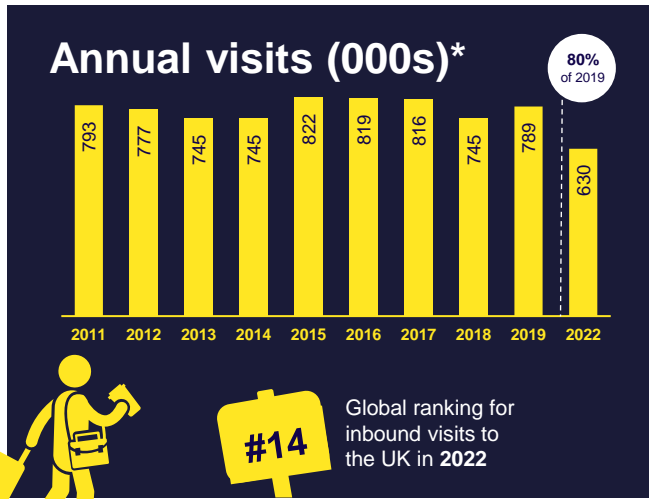


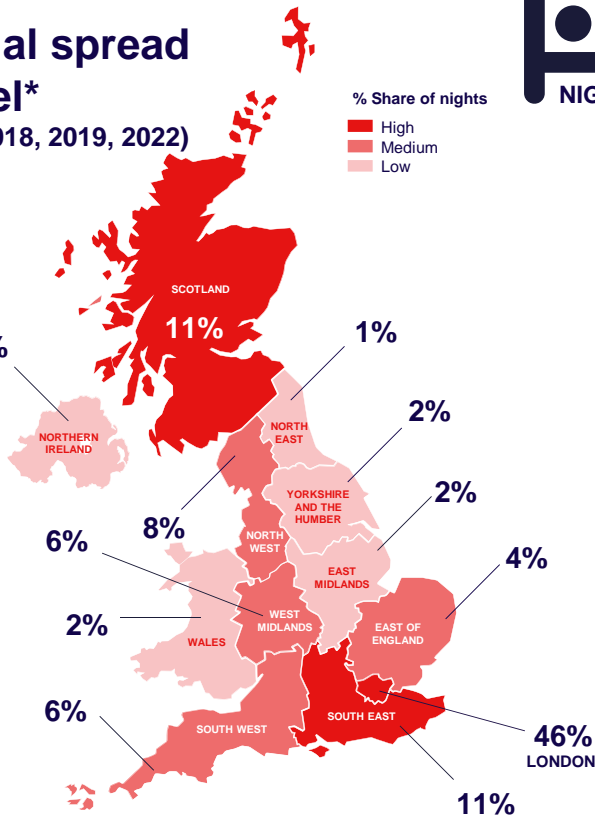


# Sweden

## Market snapshot Visitor Profile



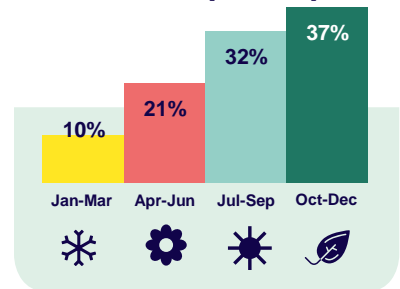
## Regional spread of travel\* (average 2018, 2019, 2022)



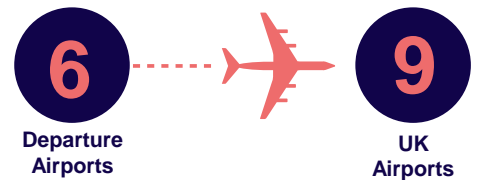
Swedish holiday visitors visit the UK on average **6 times** in a 10-year period, with their spending worth a total of **£3,271** over this time.



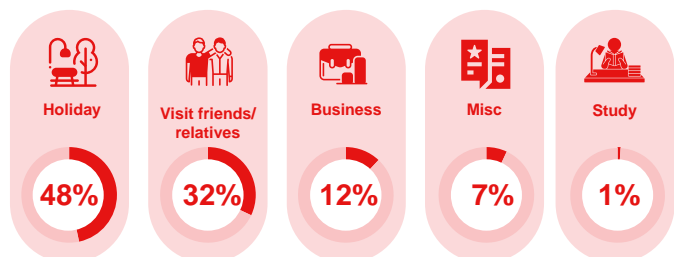
## Seasonal spread of travel\* (2022)



## Departure & Destination Airports\*\* (2022)



## Purpose of travel\* (2022)



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



Consumer website: [visitbritain.com](http://visitbritain.com)  
 Corporate website: [visitbritain.org](http://visitbritain.org)  
 Image Library: [assets.visitbritain.org](http://assets.visitbritain.org)  
 Trade website: [trade.visitbritain.com](http://trade.visitbritain.com)  
 Media centre: [media.visitbritain.com](http://media.visitbritain.com)

### VisitBritain

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 Skarpögatan 6-8  
 11593 Stockholm - Sweden

### Jessica Lithén

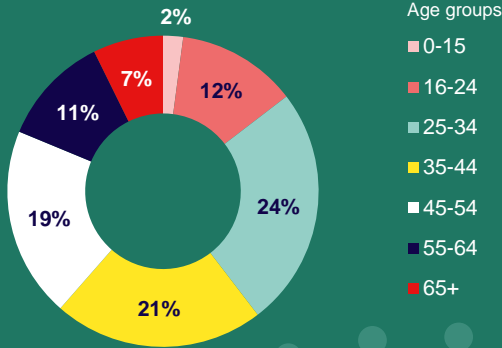
Travel Trade & Media Manager Nordics

Jessica.Lithen@visitbritain.org





### Key demographics\* (2022)

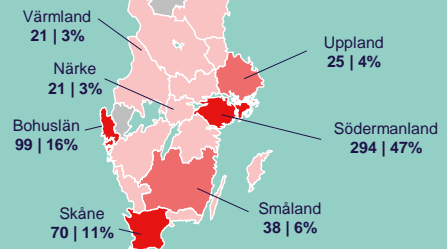


### Visitors' origin\* (2022)

Visits in 000s | % Share of visits

■ High  
■ Medium  
■ Low  
■ No data

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\*\*\*\* (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

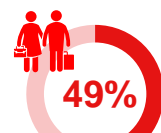


Social media of friends/ family

### Travel companions\*\*\* (2022)



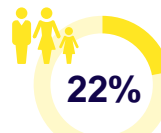
On their own



Spouse / Partner



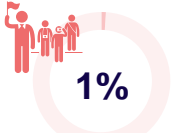
With adult friends



With children under 18



With other adult family members



Part of a tour group

#### Sources:

\*International Passenger Survey (IPS) by ONS

\*\*\* VisitBritain/Kubi Kalloo MIDAS research project 2022

\*\*\*\*Anholt-Ipsos Nation Brands Index 2023



### 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<sup>1</sup>

- 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



Travel only to Britain



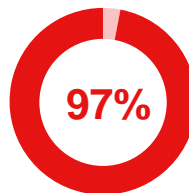
Combine a trip to Britain and other places in Europe



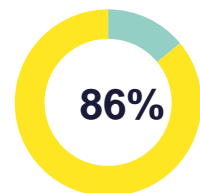
Undecided



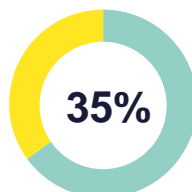
Share of Swedish visitors "likely" or "extremely likely" to recommend Britain\*



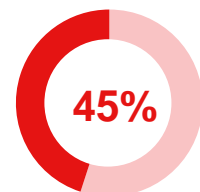
Share of Swedish visits which were repeat visits\*



Share of Swedish travellers with accessibility requirements



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



#### Sources:

\*International Passenger Survey: recommendation: 2017, repeat visits stated exclude UK nationals, 2015

\*\*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 <sup>1</sup> based on previous visitors to Britain