

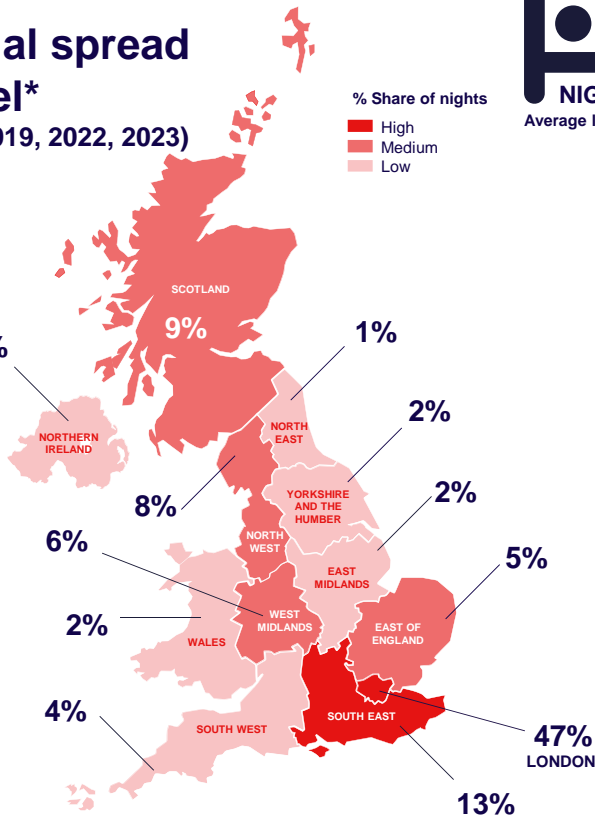


Sweden

Market snapshot Visitor Profile



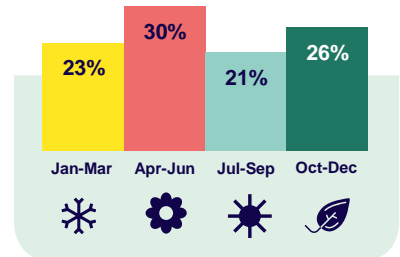
Regional spread of travel* (average 2019, 2022, 2023)



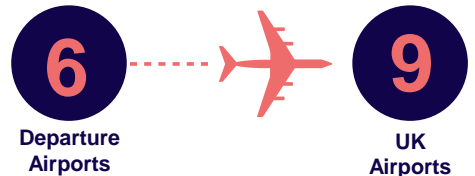
Swedish holiday visitors visit the UK on average **6 times** in a 10-year period, with their spending worth a total of **£3,271** over this time.*



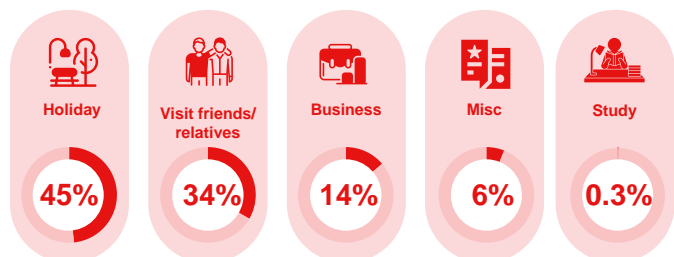
Seasonal spread of travel* (2023)



Departure & Destination Airports** (2023)



Purpose of travel* (2023)



Sources: *International Passenger Survey (IPS) by ONS, repeat visits stated exclude UK nationals, 2015. All spend is stated in nominal terms. **Apex as of May 2024.



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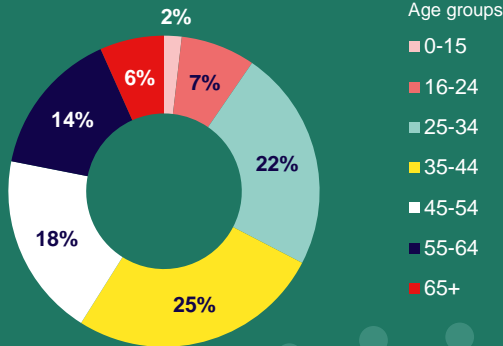
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Key demographics* (2023)

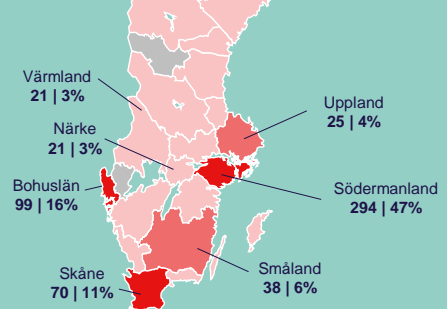


Visitors' origin* (2022)

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

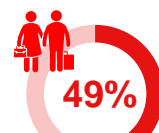


Social media of friends/ family

Travel companions*** (2022)



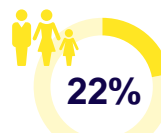
On their own



Spouse / Partner



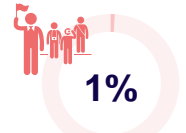
With adult friends



With children under 18



With other adult family members



Part of a tour group

Sources:

*International Passenger Survey (IPS) by ONS; age: share of 'don't know' not shown

*** 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

60%
state holidays benefit their wellbeing

Top 5 sustainable actions by visitors to Britain¹

- 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



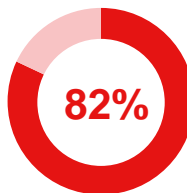
Combine a trip to Britain and other places in Europe



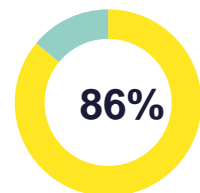
Undecided



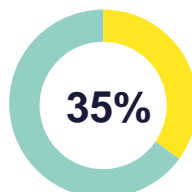
Share of Swedes interested in visiting UK film/TV locations in future**



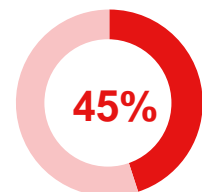
Share of Swedish visits which were repeat visits*



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; film/TV locations: base UK considerers, 2023

All other information on this page is resourced from VisitBritain/Kubi Kalloo MIDAS research project 2022 based on international leisure travellers ¹ based on previous visitors to Britain