



Tourism Flows in Sweden

September 2026

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KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

INDUSTRY PERFORMANCE

Restored air links expand access to long-haul source markets

Nature and wellbeing become stronger drivers of travel demand

Climate comfort strengthens Sweden's appeal during the summer season

Chart 1 Tourism Flows Spending by Category: Value 2026

WHAT'S NEXT?

Travellers are expected to become more selective while demand remains resilient

Improved connectivity is set to broaden Sweden's visitor base

Regional and seasonal diversification is expected to create new growth opportunities

Chart 1 Forecast Tourism Flows Spending by Category: Value 2026-2031

PRODUCTS

Experiential and climate-responsive travel concepts reshape tourism development

Visit Sweden transforms destination marketing into an immersive travel experience

More differentiated travel offers support visitor growth and regional development

ECONOMIC CONTEXT

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Chart 2 Inflation 2021-2031

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Chart 1 Population 2021-2031

Chart 2 Population by Generation 2026

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