Visit Sweden News Room

Sweden is the World´s most sustainable tourist destination

The global market research company Euromonitor International named Sweden the most sustainable holiday destination of 2021. The result was announced on March 12th at ITB, the world's largest travel fair in Berlin.

Euromonitor International compared the sustainability of 99 countries in terms of environmental, social and economic sustainability, transport, housing, risks and the demand for sustainable tourism. The survey also revealed that 66 percent of the world's consumers want to act more sustainably when it comes to travel.

"We are pleased that Sweden is at the top of the global sustainability rankings, especially as we know that more and more consumers and tourists in the world want to live, trade and travel more sustainably," said Susanne Andersson, CEO of Visit Sweden.

"Sweden's sustainability focus will be a strong and solid competitive advantage as global travel resumes."

"We see that more and more countries and destinations have realised the potential that more sustainable tourism brings and there are currently major investments and preparations underway around the world to bring more sustainable travel to the market, when the time is right." according to Susanne Andersson.

The international research agency Euromonitor International compared the results of 99 countries. Sweden came first, followed by Finland, Austria, Estonia and Norway. This puts Scandinavia at the top of a new global survey on which countries are the most sustainable tourist destinations in the world.

More about the survey conducted and published by Euromonitor International "Scandinavia Leads Ranking for Global Sustainable Tourism" via:
Business Wire: https://www.businesswire.com/news/home/20210312005006/en/Scandinavia-Leads-Ranking-for-Global-Sustainable-Tourism
AP News: https://apnews.com/press-release/business-wire/lifestyle-travel-europe-environment-environment-and-nature-fb5668866a6046dc8c91cd6549106594

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