Visit Sweden News Room

With Black Friday Coming Up, Why Not Book a Trip to Sweden?

A recent study commissioned by Visit Sweden revealed that 50 percent of respondents in America were not sure what the difference is between Swedish and Swiss culture. So much so, that this has caused confusion (and sometimes even mistakes) while booking. In fact, 10 percent of respondents have booked (or nearly booked) a flight, tour, or activity for the wrong country!

While both countries have wonderful traditions, food, and culture to see, this Black Friday, Visit Sweden urges you to keep your eyes out for a trip to Sweden to experience luxury of a *different* nature* - leaving the alps, premium watches and yodeling for another time.

When it comes to natural wonders, some of the respondents even associate the Northern Lights with Switzerland, when the phenomenon is a Swedish claim to fame. This winter, the Northern Lights, or Aurora Borealis, is expected to be mighty as we enter the solar cycle's peak. Generally best seen in Sweden, and in Swedish Lapland in particular, don't miss a chance to see when the sky comes alive as pink, green and purple streaks dance high above.

Additionally, Sweden offers an array of exciting activities. A few to highlight are:

- Nobel Week Lights - Light Festival: A range of light installations all around the city of Stockholm welcome the Nobel laureates during Nobel week in December.
- Winter Lights of a different nature can be experienced at the popular tourist destination Skansen open-air museum. Featuring over a dozen large custom-made light installations, a bespoke soundscape and lighting effects, Winter Lights is a unique, full sensory experience.
- Not only the first ever Icehotel, but also home of ICEBAR Stockholm, the world's first permanent ice bar made from ice source from Torne River in Swedish Lapland.

"If people struggle to separate our two countries, we need to help them. We can't change the names of our nations, but we can become more distinct. Switzerland is often referred to as the pinnacle of luxury - however, Sweden offers luxury of a different nature, and these differences, in all of their beauty, are what we want to showcase," said **Susanne Andersson**, CEO at Visit Sweden.

So this Black Friday, when flight tickets are at an all-time low and the travel bug is at a high, book a trip to Sweden! Just triple check which country you are booking before hitting confirm.

For press kit and additional inspiration about a different kind of luxury

- visitsweden.com/sweden-not-switzerland
- Related media and press images

**Visit Sweden conducted this survey in partnership with first-party data platform Dynata to understand Americans' perceptions of Sweden and Switzerland's geography, culture, and tourism.*

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Visit Sweden has an official assignment from the Swedish government to market Sweden as a destination. Our vision is that Sweden by 2030 is the world's most sustainable and attractive destination built on innovation. Visit Sweden is a limited company with 50 employees across the world. The Company is based in Stockholm and the turnover 2022 was SEK 159,9 million. ***Welcome to Sweden, a destination of a different nature.***

Additional assets available online: Photos (1)

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