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A Swiftie’s guide to Stockholm

This spring marks a momentous occasion as Taylor Swift visits Sweden for the very first time on her highly anticipated "Eras Tour". As the exclusive destination in Northern Europe, Swift has a total of three consecutive performances in Stockholm in May. There’s been an astonishing surge in interest to visit the Swedish capital, with flight searches increasing by 473% for the period. As devoted fans from all over the world prepare to celebrate, we have curated a Stockholm guide to make the most out of their visit.

The anticipation is not exclusive to Tay Tay's Swedish fans. As with the Beyoncé concert of 2023, over 150000 devoted Swifties’s from more than 130 countries will experience Swift's three-concert stint on May 17-19. According to the Stockholm Chamber of Commerce and venue operator Stockholm Live, these jet-setting fans will bring nearly 500 million Swedish kronor (approx. 46 million USD) to Stockholm.

Flight searches increased five-fold year on year - Americans among top three nationalities
An analysis* conducted by online travel agency group eDreams ODIGEO reveals a remarkable surge in flight searches during the last half of 2023 to Stockholm and other European concert destinations. Stockholm tops the increase in number of searches with a whopping 473%, of which American searches are among the top three nationalities with an uptick of 333%.

Actual flight bookings to Stockholm increased by 122% during the concert dates, compared to previous year. Almost 60% of travelers stay for 3-4 days, and 40% for two days.

How Swifties can maximize their Stockholm experience

- **Secondhand shopping**: Anyone who want to gear up with a new outfit for the concert and in need of some last minute shopping, pay a visit to one of Stockholms many vintage and thrift stores, or sustainable shopping options, of which a large part is concentrated on trendy **Södermalm**.

- To make your own **friendship bracelets**, the go-to shops in the city center are Panduro, offering a selection of beads and pearls, and toy stores such as Lekia.

- To celebrate with other fans, Swiftie’s should definitely check out one of the many **pre- or post-concert parties and activities** across town such as

- Taylor Swift Eras Tour Brunch at restaurant Rummel on May 17, 18 and 19.
  The only dedicated Taylor Swift Brunch experience in Stockholm with ultimate pre-concert atmosphere within walking distance from the concert hall.
- Ready for it – A Taylor Swift Night Club at Debaser.
  Three separate parties; a pre-party + club May 16, an all-ages day party featuring a Taylor quiz on May 19, a big afterparty on May 20.
- Taylor Swift Tribute Dance Party at Marie Laveau / MYST Stockholm on May 17
- Taylor Swift Tribute Afterparty at Hyde Stockholm on May 17 and May 18
- Taylor Swift Preparty at Clarion Hotel Amaranten on May 18

- **Djurgården**: To stretch your legs before the six-hour concert, start the day with a walk around the island of Djurgården, one of the most visited areas in Stockholm. Find a wide selection of popular “must-sees”, museums and attractions, such as the Vasa Museum (among Scandinavia's most visited museums and ranked as one of the best museums in the world), ABBA the museum, the Viking Museum and Skansen Open-air Museum.

- Just 20 minutes outside the city, a world of 30 000 islands begins. Take a day to rewind and digest the impressions from the concert, jump on a boat and explore the **Stockholm archipelago**.

Where to eat, drink and sleep

- **Outdoor season at Stockholm's restaurants** officially starts May 1. Find a selection of rooftop bars, garden

cafées, and sunny open-air restaurants for dinner, drinks, or a coffee to wind down after the concert, or get your spirits up before.

- **A night at a spa** is a good option if you haven't booked a hotel, and some spas might even be a more affordable choice than an inner-city hotel.

- Ellery Beach House, located on the tip of Lidingö and Stockholm's only Beach Resort. (If you have time, pop in to Millesgården, located just across the island bridge, to enjoy the view and sculpture garden of Swedish artist Carl Milles)
- Yasuragi, a Japanese spa hotel in Nacka with a fantastic view.
- Or why not stay at a castle, manor or spa hotel in the Stockholm area.

For practical information such as how to get to Friends Arena, Stockholm highlights, Instagram spots and what's up in Stockholm during the week of Swift, see the Visit Stockholm guide to Swiftholm.

For Stockholm press images to download.

For other music events in Sweden in 2024, see a selection from Visit Sweden.

**Source: Opodo Reveals Top Destinations & how the "Taylor Swift Effect" is Shaping Travel in 2024 and Taylor Swift utlöser reseboom till Stockholm by Travellink 2024.*

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