Why Sweden is the Perfect Destination for Solo Travellers

Sweden is the perfect destination for solo travellers who want to combine adventure and "me-time". With easily accessible nature, safe surroundings and warm-hearted locals, Sweden offers the ideal backdrop for individual discoveries and pure relaxation.

Solo travel is on the rise: searches for "solo travel" have increased by 761%(1) after the pandemic and according to a study by American Express (2), 69% of travellers plan to travel alone in 2024. Sweden, with its bustling cities, idyllic landscapes, and friendly locals, is the ideal destination for anyone who wants to travel independently and experience a trip entirely to their liking.

For 66% of solo travellers (2), the trip is an opportunity for self-care and self-love. If you travel alone, you determine the program yourself. Spend the whole day in a museum or hop from one cosy café to another for a fika (the typical Swedish coffee break)? No problem! The holiday soon becomes a wonderful break from the hectic daily grind – without obligations or compromises. It's the perfect opportunity to pursue your own preferences, discover new passions, and grow personally. The two types of destinations where solo travellers are most often found are in a new city (29%) or relaxing on a beach (2) or an island (22%) – of which Sweden has no less than 267,570. A real "me-time" adventure! According to a survey by Visit Sweden, almost a third of Britons who travelled to Sweden in recent years travelled solo. At the same time, 74% of Europeans(3) say they are adapting their travel behaviour to the climate crisis, especially by avoiding extreme temperatures (17%). The Dutch and Germans in particular opt for a so-called "coolcation" – a trip to cooler destinations (4), such as Sweden.

Solo travellers who like to leave the organisation of their trip to professionals can turn to travel companies such as ONE Traveller who offer packages to Stockholm for solo travellers. Here are just a few examples of other travel companies that know what is important for solo travellers and will create tailormade itineraries to Sweden upon request
- www.sunvil.co.uk, www.regent-holidays.co.uk, www.originaltravel.co.uk and www.audleytravel.com

Travelling in Sweden is easy and pleasant. The transportation system of buses, trains, and planes is efficient, and almost everyone speaks English. Sweden is also a pleasant country in terms of accommodation options with something for everyone. In cities such as Stockholm, Gothenburg and Malmö, you can enjoy a rich culture with historical sites, museums and a vibrant culinary scene. Discover the main attractions with a local guide or hop on a sightseeing bus or boat. Island hopping in the Stockholm archipelago or exploring the islands off Gothenburg by public transport ferries are excellent options for day trips.

For those who want to pamper themselves, luxurious spas such as Arctic Bath in the north of Sweden, Yasuragi in Stockholm and Ystad Saltsjöbad in the south of the country, offer ideal moments of gentle escapism. Who needs a spa partner when you can have the sauna all to yourself? In Sweden's traditional cold water baths, visitors can easily connect with the locals. For outdoor enthusiasts, Sweden offers plenty of hiking and biking trails. Thanks to "allemansrätten", the right of public access, it is possible to travel freely through the country´s impressive nature, whether through forests, meadows or along the coast. All waiting to be explored at your own pace. Sweden is also known for its high safety standards, which makes it an ideal destination for solo travellers. The country is among the happiest in the world and notable for its progressive values and inclusivity. Sweden is a safe place for everyone, including the LGBTQ+ community and women.

More information can be found at: https://visitsweden.com/what-to-do/lgbtq/

Press photos: https://imagebank.sweden.se/my-selections/k9kcq4vbd

Sources:

1.) Bloom Consulting, Digital Demand

2.) American Express https://www.americanexpress.com/en-us/travel/discover/get-inspired/global-travel-trends#going-solo

3.) ETC https://etc-corporate.org

4.) NBTC https://www.nbtc.nl/nl/site

Visit Sweden

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. Now more than ever, purposeful travel needs to be meaningful, conscious and creating lasting value with regard to our guests, the local community and our planet.

Welcome to Sweden, a destination of a different nature.

https://corporate.visitsweden.com/om-oss/en/

Additional assets available online: Photos (1)

https://press.visitsweden.com/2024-07-22-Why-Sweden-is-the-Perfect-Destination-for-Solo-Travellers