Sweden – THE dream destination for sleep tourism

As far as travel trends go, wellness holidays are part of the current zeitgeist – and increasingly so. According to multiple reports, there's a definite global shift towards relaxation and self-care – two pillars of the wave centring on holistic health in travel.

Travel trends are changing, wellness holidays are becoming increasingly popular and part of the zeitgeist. Numerous reports point to a global shift towards relaxation and self-care, two central aspects of the growing focus on holistic health in the travel and tourism sector. As Condé Nast Traveller* points out: "Sleep tourism is the wellness trend we've all been waiting for," while ELLE magazine^ adds: "Forget sightseeing: sleep retreats are the new stress-busting wellness trend. Hilton's annual trends report¨ also supports this idea, naming 2024 as 'the year of the big recharge', with more and more travellers looking to prioritise restful sleep, in soothing environments.

Sweden, the ideal setting for a good night's sleep

Sweden stands out as a preferred destination for sleep retreats, offering a perfect setting for true rest, so much so that we've coined the term 'Swede dreams' Here's why:

- The long autumn and winter nights promote uninterrupted sleep.
- Peaceful natural surroundings, far from noise pollution, from forests to lakes, in both winter and summer, provide the tranquillity essential for relaxation.
- Clean air - Sweden is regularly ranked among the best countries for air quality - improves sleep quality.
- Cool outdoor temperatures create a perfect sleeping environment. Research shows that 18°C is the optimal bedroom temperature for a good night's sleep. In Sweden, the cooler weather naturally supports this, eliminating the need for fans or air conditioning and offering fresh air instead.

A 2017 study by the Karolinska Institute found that spending 72 hours in nature reduces stress by 70%, with blood pressure and heart rate also decreasing, making Sweden's natural environment an ideal setting for sound sleep. From a glass cabin in West Sweden to a treehouse in the north, Sweden offers a wealth of unique accommodations designed to promote relaxation and wellbeing. In short, 'Swede dreams' await wherever you lay your head.

The best nature accommodation for a good night's sleep in Sweden

A fundamental principle of Nordic wellbeing is to spend as much time as possible in nature, even when sleeping. Sweden offers a wide range of accommodation options that make the most of the country's beautiful, natural and peaceful landscapes. Here are just a few examples:

- 72-Hour Cabin. Glass cabins nestling on the edge of a lake in the forests of Dalsland, specially designed to promote relaxation. They relieve stress by immersing guests in nature for three days, offering proven wellness benefits.
- Sápmi Nature Camp. Located in the UNESCO World Heritage Site of Laponia, this camp offers accommodation in a

'lavvu' (a small tepee-like tent). Visitors are welcomed by Sami families and can immerse themselves in their traditional way of life.

- Granö Beckasin, near Umeå, is famed for its luxurious bird's nests, which will have you sleeping in the treetops. Should you prefer a more conventional, yet equally nature-based, option – consider the ground-level cabins, eco-hotel or campsite, all set in a peaceful northern landscape.

- Lotstornet Svedtiljas in Landsort on the small island of Öja, the southernmost outpost of the Stockholm Archipelago, offers a unique stay with dark skies. The historic former Pilot´s Tower has been fully renovated and enjoys stunning views that blend maritime history with contemporary comfort for an unforgettable escapist experience.

- Swedish Country Living in West Sweden, this eco-certified farm offers a range of accommodation with picturesque views over a lake on the edge of the forest. Their small off-grid wooden cabins, with their Scandinavian design interiors, are the perfect retreat for those seeking peace and quiet.

- Eriksberg Hotel & Nature Reserve. Set in the Blekinge archipelago in the south of the country, in the heart of a nature reserve, Eriksberg offers glamping in an architect-designed tent or rooms in the mirror-walled, glass-floored Illusion Villa, overlooking one of the reserve's wildlife dining areas.

For a full list of the best nature accommodation across Sweden,click here.

Nordic hotel chains such as Scandic are also focusing onsleep tourism. In some of theirproperties, they offer much more than 'Superior Sleep' rooms, specially designed for optimal sleep, late check-out, ultra-comfortable beds and pillows, and special attention to lighting and aesthetics. They have also recently innovated with a unique event: Sweden's biggest sleep concert, held in Gothenburg. These hotels also offer a TV programme, developed in collaboration with the Nordic fitness channel SATS, to help guests fall asleep. Guided meditations, focusing on breathing and inner harmony, promote relaxation. Yoga, meditation and dynamic Tabata sessions are also available. For even greater calm, the 'Scandic Sleep' playlist, available to all on Spotify, also invites guests to relax and unwind.

Additionally, in line with the growing 'sensory travel' movement, a cluster of so-called 'silent retreats' and 'dark retreats' have sprung up across Sweden. These retreats allow you to swap the distractions and noise of urban life for soul-soothing silence and quiet introspection.

That said, Sweden naturally ticks all the boxes in terms of achieving better sleep – 'Swede dreams' should fall into your lap. As the autumn and winter months bring serene stillness and cosy evenings, it's the ideal time to relax and rejuvenate. Why not organise your own 'sleep retreat' and discover the natural tranquillity that is found in Sweden?

To find out all about the secrets of restful nights in Sweden,click here.

Press images: https://imagebank.sweden.se/my-selections/2fpcx8if6g

Source:

* https://www.cntraveller.com/article/sleep-tourism

^ https://www.elle.de/lifestyle-sleep-retreats-wellness-trend-2024

¨ https://stories.hilton.com/releases/2024-trends-report

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Additional assets available online: Photos (1)

https://press.visitsweden.com/2024-10-15-Sweden-THE-dream-destination-for-sleep-tourism