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Sweden’s Stockholm Archipelago Makes National Geographic’s "Best of the World’’ List for 2025"

National Geographic today unveiled its annual list of the 25 awe-inspiring places to help travelers get a jump on planning for the year ahead. This year’s **BEST OF THE WORLD** list includes both surprising up-and-coming destinations and timeless locations that have something new and exciting to offer – such as Stockholm’s new island-hopping trail, which will officially be inaugurated in early November.

Sweden’s Stockholm Archipelago, known for its expansive landscape of approximately 30,000 islands and islets, was recognized for its new Stockholm Archipelago Trail. The 168-mile hiking trail allows travelers to explore 21 islands, offering an opportunity to experience both nature and local culture. Overnight stays are available in traditional inns, such as Utö Värdshus, which has a history of hosting notable guests, including Swedish actress Greta Garbo.

Marie Östblom, Manager of Stockholm Archipelago at Stockholm Business Region, commented:
"We are delighted and grateful to be included in National Geographic Traveler's list of the world's best destinations for 2025. As a destination, we have intentionally focused on attracting visitors who appreciate nature and seek to experience the Archipelago during our Magic Season. This recognition confirms that our strategy has been successful."

The "Magic Season" in the Archipelago refers to the period between late summer and early fall when the weather remains mild, and the area becomes more tranquil, offering an ideal time for visitors to explore without peak-season crowds.

“*I like to think of **BEST OF THE WORLD** as National Geographic’s annual invitation to get out and explore for yourself the incredible diversity of places and experiences around the world,”* said **Nathan Lump**, editor-in-chief of National Geographic. *“This year, at a time of uncertainty and difficult challenges, that feels more important than ever. My hope is that our 2025 list is a reminder that there’s still so much to be excited about, and that through travel, we can connect with joy and hope*.”

The BEST OF THE WORLD 2025 list is available online now at NatGeo.com/BestOfTheWorld. Visuals are available here. To follow the conversation on social, use #BestoftheWorld.

About National Geographic’s BEST OF THE WORLD List
Designed as a menu of options to inspire travelers, BEST OF THE WORLD 2025 includes something for everyone — families, foodies, animal lovers, adventurers and more. This year’s list features experiences that are beneficial for *both* locals and travelers, locations where visitors are welcomed and support the destination’s environment and community. The list is compiled annually by National Geographic Traveler editors, in collaboration with travel experts and explorers. The list features destinations that showcase cultural and natural diversity, offering travelers a range of unique experiences.

Following a robust nomination, researching and reporting process, Stockholm Archipelago was selected as one of the BEST OF THE WORLD for 2025 by National Geographic’s team of travel experts and Nat Geo Traveller‘s international editorial teams, which serve millions of readers through their magazines and websites around the world.

For more information, please contact Marie Östblom at Stockholm Archipelago, marie.ostblom@stockholm.se

For more inspiration, Stockholm archipelago, 10 reasons to visit Stockholm’s archipelago off-season and a selection of related images.

How to get there:
SAS (Scandinavian Airlines) that recently joined SkyTeam and signed a code share agreement with Delta Air Lines, offers non-stop service from New York and Miami to Stockholm Arlanda Airport. In addition, in May 2025, SAS will relaunch its route from Copenhagen to Seattle, bringing the total number of nonstop routes from Scandinavia to North America to 11. Around the

same time, Delta Air Lines will introduce a new nonstop service from Minneapolis to Copenhagen. Moreover, to accommodate the growing demand for the Nordic region among American travelers, Finnair present its largest US schedule ever in 2025. The Finnish carrier currently provides direct services to Helsinki from six US cities: Chicago, Dallas, Los Angeles, Miami, New York, and Seattle.

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.

Additional assets available online: Photos (1)

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