Visit Sweden News Room

Sweden 2025 – A Year Of Exciting Travel News Ahead

With Sweden continuing to capture the imagination of travelers worldwide, 2025 promises an array of new openings, events, and experiences. From innovative hotels and inspiring cultural attractions to exciting new restaurants, there has never been a better time to visit. Notably, more and more Americans are discovering Sweden's charm, with American guest nights* hitting record highs this year—a continuation of a long-term trend that was briefly paused during the pandemic. The country's travel calendar for 2025 is packed with highlights, offering something for everyone—whether you're seeking luxurious accommodation, exclusive culinary adventures, or unforgettable events.

According to recent target group analyses**, cultural and culinary experiences are two of the most compelling reasons to visit Sweden, alongside the allure of vibrant city life. This trend is reflected in this year's exciting developments, which range from world-class restaurants to immersive cultural attractions. Additionally, there is a growing preference for multi-star hotels, although budget-friendly options remain essential to accommodate a wide variety of travelers.

Here's a sneak peek at what's in store.

New hotel & restaurant openings:

West Sweden

- **EXO in Karlatornet:** Scandinavia's highest restaurant will open in spring 2025 in Gothenburg, located on the 69th floor of Karlatornet. EXO will offer dining and an observation deck 220 meters above sea level. Read more: goteborg.com. Press images to download.
- **Hjortviken**: Sweden's first country club, opening in January 2025 in West Sweden. This lakeside resort near Gothenburg features 150 rooms, two pools, and Spanish-Swedish cuisine, emphasising outdoor activities and an "offline" experience. Read more: hjortviken.se. Press images to download.
- **Hyatt Place Gothenburg Central**: This 300-room hotel, which will open Spring 2025 at Gothenburg's central station, includes suites, a restaurant, and a lobby bar. Press Images.

Central Sweden

- **Hernö Gin Hotel**: Opening in February 2025 in Härnösand, this hotel is dedicated to premium gin, offering 120 rooms, bars, and a restaurant. Read more: hernoginhotell.com
- **Hagastrand, Stockholm:** Opening fall 2025. This new destination hotel by Nobis Hospitality Group, located near Hagaparken in Stockholm, will seamlessly blend wellness, nature, and modern luxury. Housed in the historic Solna Kasernen building, the hotel boasts a 2,500 sqm spa, outdoor activity areas, and state-of-the-art meeting spaces. With stunning views of Brunnsviken and a prime location just steps from the Crown Princess's residence at Haga Palace, Hagastrand offers a distinctive combination of Nordic traditions and contemporary design, catering to both leisure and business travelers. Read more and press image to download.
- **Stockholm Stadshotell**: Sweden's first Relais & Châteaux hotel, opening 25 January 2025 in Stockholm. It combines historic architecture with modern luxury and includes a fine-dining restaurant and wellness area. Read more and press images to download: stockholmstadshotell.com
- **Waxholms Hotell**: This historic landmark in Vaxholm, a coastal town often referred to as the gateway to Stockholm Archipelago, has new owners—renowned restaurateurs Stefan Strömberg and Jesper Ahlbom. Their vision is to transform the 120-year-old hotel into a vibrant food and lifestyle destination with an international flair. Renovations begin immediately, aiming to create a dynamic, welcoming space filled with joy, warmth, and surprises. By late 2025, they plan to unveil a reimagined archipelago retreat where culinary experiences take center stage, honoring the site's 200-year history of serving food, just a 50-minute journey from Stockholm – by road or boat.

South Sweden

- **Pensionat Furuhem**: Michelin chef Magnus Nilsson's new restaurant and Bed & Breakfast opening in spring 2025 in Båstad, blending fine dining with cozy accommodations.
- **Vallens Säteri**: Reopening in May 2025 after a fire, this historic hotel near Båstad will feature 33 rooms and conference spaces. Read more: vallens-sateri.se

New cultural attractions:

- **"Ecstasy! The Swedish Diva" at Millesgården**: In February 2025, actor and drag artist Robert Fux curate a dazzling exhibition in Stockholm celebrating the power of Swedish divas to shine, inspire, and transform through original costumes, rare artifacts, and immersive installations. The exhibition showcases stage costumes and personal stories from around sixty Swedish divas, spanning from the past to the present —from opera, revue, and theater to the glamour of film and showbiz, including Greta Garbo, Leila K, and Birgit Nilsson to Camilla Henemark, Anita Ekberg, Git Gay, and Unna

Daj-Elecktra. Visitors can marvel at sacred diva relics such as Jenny Lind's bracelets, Zarah Leander's collected hair, makeup from John Lind (Sweden's first drag show star), and the death mask of opera legend Christina Nilsson. Read more: millesgarden.se/en/home. Press material to download.

- **Hilma af Klint Centre:** Opening in the summer of 2025 on the island of Adelsö, near Stockholm, the centre will focus on the legacy of Swedish artist Hilma af Klint and will offer an artist residency programme. It will be the first global centre dedicated to her work. Read more: hilmaafklintsatelje.org
- **Landskrona Kallbadhus**: In southern Sweden's Skåne region, Landskrona's long-awaited cold bathhouse opens in early 2025. Replacing two storm-lost predecessors, the new bathhouse, designed by local architects magazinA, offers separate male and female saunas with dedicated bathing stairs and a shared relaxation space. Visitors can enjoy stunning views of the Öresund Strait and Copenhagen through large glass walls. More than a bathhouse, it's a quintessential Swedish spa experience, blending wellness and adventure. Cold bath houses, inspired by 19th-century continental health resorts, began emerging in Sweden in the late 1800s, following the earlier use of stair-equipped outdoor pools from the 1850s, remain a cherished Swedish tradition today. Press image to download.

Events and anniversaries:

- **Dog Agility World Championship in Kalmar**: From September 17-21, 2025, Kalmar hosts the prestigious event, with 700 competitors from 55 countries. Read more: agilitywc2025.com
- **Hanseatic Days in Visby**: From 5-8 June 2025, Visby will host the Hanseatic Days, celebrating the historic Hanseatic League. The event brings together cities across Europe for a mix of culture, markets, seminars, and networking. Read more: hanse.org
- **Kattegattleden's 10-Year Anniversary:** Celebrate the 10th anniversary of Sweden's stunningcoastal cycling trail on 6 June 2025. Recognised as the 'Cycle Route of the Year in Europe' in 2018, this 390-kilometre trail stretches from Gothenburg to Helsingborg.
  Read more: kattegattleden.se. Press images to download.
- **Pippi Longstocking Turns 80!** In 2025, the world celebrates 80 years of Astrid Lindgren's beloved character, Pippi Longstocking. First published in 1945, Pippi—with her fiery red hair, mismatched stockings, and boundless imagination—captivated readers with her whimsical adventures and fearless independence. Pippi has since become one of our most beloved superheroes, a symbol of individuality and empowerment, inspiring generations worldwide. Translated into over 70 languages, her legacy continues through books, films, and cultural events, ensuring her place as one of literature's most cherished heroines. Here's to 80 years of Pippi's playful mischief and timeless charm! Astrid Lindgren Company celebrates with an anniversary campaign that encourages everyone to be more like Pippi, to use your own Pippi power, and make the world a little better. For everyone who wants to throw a real Pippi-party they present digital material for download. Stay tuned for more celebrations to be announced, honoring 80 years of Pippi's playful mischief and enduring charm! Press images to download.

For more information and inspiration of what to see and do in Sweden:visitsweden.com

** Source: Agency for Regional and Economic Growth*

***Source: Visit Sweden Target Group Analysis 2024*

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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