Visit Sweden News Room

Sweden Survey Reveals Craziest Travel Mishaps

8% of Travellers Admit Ending Up in the Wrong Destination

Much like the iconic mix-ups in the beloved Christmas film *Home Alone 2: Lost in New York*, where characters hilariously find themselves in the wrong places, some travellers have shared their own tales of finding themselves unintentionally at the wrong destination. As we approach the holiday season, these anecdotes serve as both cautionary and comical reminders to double-check those travel details!

According to a recent YouGov* survey carried out by Visit Sweden, 8% of people confessed to ending up in the wrong place while travelling. That's nearly 8 million of the 80 million travellers identified as dreaming of Sweden who could accidentally find themselves in a *different* Sweden—not the original one. Oops!

Watch how to distinguish the original Sweden here.

Here are some examples of the merry misadventures from the survey, when travel plans take a detour:

- **Kiruna… with a Twist!** One traveller dreaming of Lapland's snowy northern lights landed in tropical Kiruna, Uganda, trading reindeer for savannahs.
- **Venice Dreams, Vännäs Reality**: Hoping for gondolas in Venice, a couple from Asia went by train to Vännäs, Sweden. Instead of canals, they luckily found a helpful local to steer them right. On their return, they said: *"We loved every minute of it. We have never seen so much snow before. Umeå was better than Venice. we received an incredible welcome."*
- **Uppsala or Hoopsala?** A mix-up almost sent a friend to Upsala, USA, instead of Sweden's historic university city. Luckily, the Viking-less detour was avoided just in time.
- **Kil, Not Kiel**: A rail passenger bound for Kiel, Germany, ended up in Kil, Sweden—charming but with fewer maritime vibes.

Because sometimes, travel surprises make the best stories! And although these stories may not involve festive airport dashes or forgotten family members, they're a gentle reminder this Christmas: even Santa checks his route twice!

For those heading to the original Sweden this season, the festive spirit will be waiting to welcome you:

- The celebrations begin on **13 December with the feast day of Lucia**, or St. Lucy—a beloved tradition that lights up the long winter nights.
- Indulge in steaming cups of **glögg**, Sweden's iconic mulled wine (available with or without alcohol), paired perfectly with **pepparkakor** (ginger snap biscuits). Want to join the fun from home? Try baking your own with our recipe!
- No Swedish Christmas is complete without a wander through a charming **Julmarknad**, or Christmas market, where holiday magic is around every corner.
- And remember, in Sweden, **Christmas Eve on 24 December is the main event**, when the festive magic truly unfolds.

Let the twinkle of tradition guide you to an unforgettable Swedish Christmas!

To help avoid future travel mishaps, Sweden has, as the first country in the world applied to the European Union Intellectual Property Office (EUIPO) to trademark Sweden as a destination.

The mix-ups highlight the need to distinguish the original Sweden. Travellers who already signed an online petition to support the trademark application were asked if they felt any other original Swedish treasures should be trademarked. Their suggestions were delightful: *fika* (the cherished coffee break), *cinnamon buns* (arguably Sweden's sweetest treat), *friluftsliv* (embracing nature like a true Swede), and *midsommar* (flower crowns are a must).

More information on Sweden's application to trademark: https://visitsweden.com/visit-the-original-sweden/

Press imagery & Videos

*Survey source: Visit Sweden Survey Autumn 2024, Visit Sweden/YouGov 1,000 interviews per market (UK, US, DE, NL, FR,

FI, DK, NO, SE), via the internet, with men and women aged 20-70

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/

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