Visit Sweden News Room

Sweden Becomes a Summer Refuge for Americans as Coolcation Trend Gains Ground

As global heatwaves push summer travelers to reconsider their go-to getaways,coolcations are on the rise—and all eyes are turning north. Choosing milder destinations over blazing heat, more travelers are seeking out temperate escapes, with Sweden and the Nordics fast emerging as a frontrunner for summer 2025.

According to luxury travel network Virtuoso, interest in cooler destinations continues to climb, driven by a surge in demand for outdoor adventure, climate-conscious travel, and wellness-focused getaways. The Nordics in particular have seen a **263% year-over-year increase** in bookings for summer 2025. The shift is reinforced by **Booking.com's "Nine Predictions for Travel in 2025"**, which notes that **42% of global travelers now prefer cooler destinations**, and **54% plan to increase evening activities** to avoid daytime heat.

With its mild temperatures, endless daylight, and abundant outdoor activities in uncrowded landscapes, Sweden is emerging as one of the most desirable destinations for 2025.

Sweden's Summer Allure Matches Climate-Savvy Curiosity
With pristine nature, sustainable experiences, and temperatures rarely breaching the 25°C mark, Sweden offers an appealing mix of calm and adventure. The country's varied landscapes—stretching from sunlit archipelagos to Arctic tundra—are a playground for hikers, cyclists, kayakers and culture-seekers alike. The draw is strong, especially for U.S. travelers.

Sweden Strikes a Chord with American Travelers
In 2024, overnight stays by American visitors to Sweden rose **8% compared to 2023**, making the U.S. **Sweden's fourth-largest international market**, after Germany and neighboring Norway and Denmark, according to Swedish Agency for Economic and Regional Growth. Interest keeps rising and online behavior supports the trend. The **Bloom Consulting Google Demand 2024 report** shows a **35% increase in Sweden-related searches from U.S. users—the sharpest growth among all international markets**, including a notable uptick in flight queries and travel planning during the spring and early summer months.

What's Driving the U.S. Interest in Sweden?

Findings from Visit Sweden's 2024 study reveal that:

- 88% of U.S. travelers find Sweden appealing
- 38% are considering a first-time visit
- 50% are planning to return

Top reasons include:

- **Nature**: Midnight Sun, Northern Lights, islands and archipelagos, forests and mountains offer prime conditions for hiking, kayaking, and wildlife spotting
- **Culture & Heritage**: From Viking history and medieval towns to world-class museums and design culture
- **Culinary Curiosity**: Seasonal, local, and foraged flavors
- **Comfort**: A cool climate that supports active adventures all day long

14 Highlights from Sweden's Coolcation Playbook

- **Cycle the Göta Canal Trail**, named **European Cycle Route of the Year 2025** by **Dutch Cycling Platform (Fiets en Wandelbeurs)**.
- **Join a cattle drive** in Jämtland-Härjedalen at **Trumvallen Horse Ranch**, offering horseback experiences tied to traditional mountain farming.
- **Snorkel Sweden's first marine national park**, **Kosterhavet**, following a marked underwater trail through rich marine biodiversity.
- **Climb Via Ferrata at Skuleberget** in the **High Coast UNESCO World Heritage Site**—one of several locations offering fixed-cable climbs.
- **Hike Sweden's mountain trails**, from classic long-distance routes like The King's Trail **(Kungsleden)** to short scenic walks above the treeline. Fresh air, vast views and a cool climate make it easy to stay active all day.
- **Hike with huskies** in summer with operators like **Explore the North**, **Yellow Snow Husky Tours**, and **Spruce Island Husky**.

- **Descend into history** at the **UNESCO-listed Falu Mine**, **Sala Silver Mine**, or the **Adventure Mine in Borlänge** (complete with underground sauna).
- **Cast a line** in salmon-rich rivers like **Klarälven** and **Torne River**—the latter being **Europe's last unregulated salmon river** (*Swedish Board of Agriculture*).
- **Island-hop across 260,000 islands**, from the **Stockholm Archipelago** to the **Bohuslän coast**, the most in any country (*Statistics Sweden*).
- **Forest bathe** in any of Sweden's **30 national parks** and thousands of nature reserves—part of a national focus on outdoor wellbeing.
- **Spot moose** at parks and **go on safari** in **Eriksberg Nature Reserve**, one of Northern Europe's largest wildlife parks.
- **Sea kayak** in calm waters along **Sweden's west coast** or **Stockholm's island-dotted bays**, ideal for beginners and pros alike.
- **Chase waterfalls** like **Tännforsen** and **Njupeskär**, the latter located in **Fulufjället National Park**.
- **Experience the Midnight Sun** in Sweden's Arctic north, where activities stretch around the clock in places like **Riksgränsen** and **Kebnekaise**.

For more information: visitsweden.com/what-to-do/nature-outdoors/coolcation
Press images: ImagebankSweden
Contact Information: Josefin Haraldsson, Head of PR US Visit Sweden,pressusa@visitsweden.com

---

Additional assets available online: Photos (1)

https://press.visitsweden.com/2025-04-03-Sweden-Becomes-a-Summer-Refuge-for-Americans-as-Coolcation-Trend-Gains-Ground