

Dutch Travelers Are Going Cool for the Summer

As Europe heats up, Sweden rises as a top pick for 2025 getaways



Photo: Trumvallen Horse Ranch in Jämtland-Härjedalen, by Anna Sjödin

As rising global temperatures push summer travelers to rethink their favorite destinations, the trend toward "coolcations" is gaining serious momentum—and Sweden and the Nordics are quickly climbing the list. With its fresh air, mild temperatures, and access to unspoiled nature, Sweden is becoming the go-to destination for Dutch travelers seeking an active yet refreshing summer break

Cooler, Cleaner, Calmer—And on Trend

According to luxury travel network [Virtuoso](#), interest in cooler destinations is on the rise, driven by climate awareness, a renewed focus on wellness, and a growing appetite for outdoor adventure. Bookings to the Nordics are up **263% year-over-year for summer 2025**. Booking.com's ["Nine Predictions for Travel in 2025"](#) echoes this shift, reporting that 42% of global travelers now prefer cooler destinations, while 54% say they'll plan more evening activities to avoid the heat of the day.

Sweden Delivers—Naturally

Sweden hits the sweet spot: summer highs rarely top 25°C, daylight lasts well into the night, and crowds are a rarity. The country's varied landscapes—from quiet archipelagos to Arctic tundra—offer space to roam and reasons to return. Dutch travelers seem to agree.

In 2024, travelers from the Netherlands accounted for close to 900,000 overnight stays in Sweden, according to the [Swedish Agency for Economic and Regional Growth](#). A [Visit Sweden study](#) found that 6.5 million Dutch travelers are interested in visiting Sweden, with 81% finding the country appealing, 55% considering a first-time trip, and 26% planning a return.

Searches Say It All

Data from [Bloom Consulting's](#) *D2 Digital Demand © 2024 report confirms the trend: Dutch searches related to Sweden are climbing, especially in categories like tours (+15%), **family travel (+55%), hiking (+17%), and holiday villages (+16%)**. Other popular search terms include **kayaking, islands, and unique stays like treehouse hotels and the ICEHOTEL**.

What's Drawing the Dutch Northward?

The Netherlands may be flat, but Dutch travelers are showing a strong interest in elevation, space, and immersive nature. Key drivers include:

- **Nature & Wildlife:** Northern Lights, Midnight Sun, forests, mountains, archipelagos
- **Outdoor Adventure:** Hiking, kayaking, cycling, animal encounters
- **Culinary Curiosity:** Seasonal ingredients, foraged flavors, and new Nordic food traditions
- **Comfortable Climate:** Mild summer weather perfect for active exploration

14 Highlights from Sweden's Coolcation Playbook

- Cycle the [Göta Canal Trail](#), named [European Cycle Route of the Year 2025](#) by Dutch 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 [Njupesjär](#), 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: <https://visitsweden.nl/te-doen/natuur-buitenleven/coolcation/>

Press images: [ImagebankSweden](#)

<https://press.visitsweden.com/2025-04-08-Dutch-Travelers-Are-Going-Cool-for-the-Summer>