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Sweden Popular with Brits as Coolcation Trend Grows

Why not spend this summer where the air remains refreshingly mild, the daylight seems endless, and outdoor activities can be enjoyed without the oppressive heat? In Sweden, summer is all about the great outdoors—adventures are invigorating, nature is ever-present, and the days stretch on for what feels like forever. It's the perfect recipe for well-being, calm, and unforgettable moments.

Coolcation: A Fast-Growing Travel Trend

With extreme summer heatwaves becoming more frequent across southern Europe,**British travellers are increasingly opting for 'coolcations'—holidays in cooler, nature-rich destinations**. According to Explore Worldwide's2025 Travel Trends Report, searches for "**cooler holidays" have surged by 300%** over the past year, with bookings to traditionally colder destinations like Scandinavia and the Baltics up significantly. TTG Media also reports a notable upswing in demand for Scandinavian travel in 2025, particularly among those seeking active, nature-based itineraries.

According to Booking.com's *Nine Predictions for Travel in 2025*, **42% of travellers now prefer destinations with cooler temperatures**, and 54% plan to shift their activities to later in the day to avoid heat. Sweden and the Nordic region are now firmly emerging as frontrunners for summer travel in 2025.

Sweden Strikes a Chord with British Travellers

A 2024 *Target Audience Analysis* by Visit Sweden revealed that **more than half of all British travellers interested in Sweden cited outdoor activities as one of their top choices** (57%, up from 44% in 2021). Interest keeps rising, and online behavior supports the trend. The **Bloom Consulting** *D2 Digital Demand © 2024 report shows a **24% increase in Sweden-related travel and holiday searches from UK users compared to 2023** — **the 2nd sharpest growth among all international markets**, including a notable upturn in searches relating to**gastro-tourism (+286%), museums (+252%) and tours (+210%)**.

Findings from Visit Sweden's 2024 study reveal that:

- 90% of UK travellers find Sweden appealing
- 60% are considering a first-time visit
- 30% are planning to return

Sweden fits the bill perfectly for a 'coolcation', combining cool temperatures, endless natural light, pristine landscapes and a wide range of summer activities that invite you to embrace the outdoors. It's the ideal destination for those seeking a refreshing alternative to the heat.

Here are six top outdoor experiences to enjoy during the warmer months—without the discomfort of high temperatures:

Saddle Up for a Cowboy-Style Adventure in the Swedish Mountains

You don't need to long haul it all the way to a North American national park to live out long-held cowboy dreams. ATrumvallen Horse Ranch in the spectacular mountains of Jämtland Härjedalen, embark on a Nordic Western-style horseback adventure, helping to herd cattle, fully immersing yourself in authentic ranch life.

Hike or Ski Beneath the Midnight Sun

North of the Arctic Circle, the sun doesn't set in summer, creating endless opportunities for adventure — day or night. For

something truly unique, go skiing under the midnight sun at Riksgränsen on Midsummer's Day. Explore legendary hiking routes like the Kungsleden (King's Trail) in Abisko National Park or the trail fromGrövelsjön to Tänndalen. For the more daring, ascend the Kebnekaise glacier and bask in surreal golden summer light at Sweden's highest point.

Discover Sweden's Cool Archipelagos

With over 260,000 islands, Sweden is truly a country ofarchipelagos. From the pink granite islets along theBohuslän coast to the pine-covered, white-sand islands of the Stockholm archipelago (featured in National Geographic's *Best of the World 2025*), these serene islandscapes offer peaceful retreats in harmony with nature. Hop aboard small ferries for island-hopping, enjoy wild swims in crystal-clear waters, or hike coastal trails such as the Kuststigen (stretching from Gothenburg to Oslo) or the NEW 270 km Stockholm Archipelago Trail.

Pedal through Sweden

With over 2,000 kilometers of national cycle routes, Sweden is a haven for cycling enthusiasts. Whether pedaling through coastal scenery, dense forests, or quaint villages full of red & white painted cottages, there's something for every rider. Don't miss the Göta Canal Trail—recently voted *European Cycle Route of the Year 2025*— which runs on historic towpaths alongside the iconic canal. Dutch tour operator Naar het Noorden even offers a selection of packages, including their5-day 'Göta Canal from West to East' tour (€ 1099 pp) along this scenic route.

Paddle towards serenity

Drift gently across Sweden's waters in asea kayak or canoe—whether navigating along the coast or exploring its countless lakes. For a meditative twist, try *Kayoga* (a blend of kayaking and yoga) at Skärgårdsidyllen in the charming fishing village of Grebbestad. For a more urban take, try city kayaking in Gothenburg, Stockholm, or even Luleå in Swedish Lapland. Elsewhere, enjoy paddling in the archipelagos of Tjust in Västervik, Luleå and Piteå, or explore the lake-rich wilderness of Dalsland. With gentle weather and calm waters, kayaking and canoeing in Sweden are wonderfully accessible — even for beginners.

Explore Sweden's historic underground mines

Prefer staying on solid ground—or beneath it? Sweden's historic mines offer immersive experiences steeped in heritage. Wander the twisting tunnels of the Sala Silver Mine or delve into a millennium of history at the UNESCO-listedFalun Copper Mine in Dalarna, whose distinctive soil gave rise to the iconic red pigment found on Swedish*stugas* (cottages). For something truly special, head to the Adventure Mine near Borlänge, where you can unwind 80 meters underground with a sauna and a dip in crystal-clear waters.

Discover even more unique outdoor activities for the ultimate coolcation in Sweden
Coolcation in Sweden

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