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Sweden: Brits Can't Get Enough – 92% of UK Visitors Want to Return

London – 15th April 2025 - A twice-in-a-lifetime experience… Some places you visit once and cross off your bucket list. Sweden isn't one of them. This is a country of contrasts so vast that one trip simply isn't enough. Where else can you swim in a crystal-clear lake in summer and skate long distances across its frozen surface in winter? Or witness the Northern Lights one season and bask in 24-hour daylight under the Midnight Sun the next? Here are 5 reasons why you should visit Sweden at least twice in a lifetime.

Sweden – a Country of Contrasts

Sweden is a land of striking contrasts — where snowy forests meet fertile farmlands, where vast lakes give way to rugged archipelagos, and where cities coexist with remote wilderness. But it's the seasons that transform the country most dramatically. Each visit reveals a new side of Sweden, making it a place worth returning to time and again.

And the numbers prove it — travellers who have already been here are eager to return. In fact, **Sweden has captured the hearts of British travellers, with 92% of visitors* eager to return**.

5 Reasons Why You Should Visit Sweden Twice

- **Northern Lights and Midnight Sun**

If you've been captivated by the Northern Lights, wait until you experience the golden daylight of the Midnight Sun.

Swedish Lapland is home to some of the most spectacular natural wonders. In winter, the Northern Lights dance across the sky. Join a guided northern lights snowshoe tour whilst learning about local folklore and the science behind the aurora. Head out for a dog sledding tour far from city lights. Or combine the heavenly display with local flavours on a street food tour.

In summer, the sun never sets north of the Arctic Circle. Play midnight golf in Haparanda, join the world's most northernmost triathlon in Gällivare, or hike in the Laponia World Heritage Area where expansive nature and ancient Sami culture intertwine.

- **City Vibes and Seasonal *Mys***

From vibrant summers to soulful winters, every season reveals a new facet of Sweden's main cities: Stockholm, Gothenburg, and Malmö.

In spring and summer, dive into the energy of Swedish urban life, where nature and culture collide, and water is never far away. Stroll buzzing streets and hop between free summer festivals. Take your *fika* (the famous Swedish coffee break) under the cherry blossoms in Stockholm's Kungsträdgården or in one of the capital's nicest cafés. Feel the beat in Gothenburg's Slottsskogen Park during the iconic Way Out West festival. Cool off with a swim at Malmö's city beach, 'Ribban' (Ribersborgsstranden), just minutes from the Old Town, or paddle through its canals on a guided kayak tour.

When the chill returns, the cities transform. Streets glow with festive lights, and a slower, cosier pace takes hold — what Swedes lovingly call *mys*, a feeling of warmth, calm, and shared comfort. Snuggle into a candlelit café for a warm cinnamon bun. Wander through Nobel Week Lights in December as Stockholm is bathed in luminous art installations. Celebrate the festive season in Gothenburg's Julstaden – The Christmas City, where millions of twinkling lights and Sweden's largest Christmas market at Liseberg fill the air with wonder. In Malmö, retreat to serene parks like Pildammsparken or enjoy culture indoors.

- **Midsummer and Lucia: two celebrations of lights**

Celebrate the light twice a year, in two completely different ways. In Sweden, the calendar is framed by two luminous traditions: Midsummer and Lucia Day.

On Midsummer's Eve, Swedes gather outdoors to honour the longest day of the year with flower crowns, barefoot dancing around the maypole, and generous helpings of pickled herring, fresh potatoes and strawberry cake. Raise a glass of snaps and sing along—loudly—as the sun barely sets in the north. It's a celebration of life, fertility, and the arrival of summer magic. Whether in city parks, countryside meadows, or coastal archipelagos, come and join in the celebrations across Sweden.

Six months later, darkness reigns — and Sweden welcomes Lucia, the bearer of light. On 13th December, pre-dawn processions wind through churches, schools, and town halls, led by a calm, glowing figure in white: Lucia, crowned with candles. Her arrival brings soft song, saffron-scented *lussekatter* buns, and warming cups of *glögg*. Join locals as they hum *Sankta Lucia*, sip coffee by candlelight, and savour this deeply atmospheric **tradition.**

- **Sweden by train: two journeys, two rhythms**

In the Spring, embark on an exclusive train tour on Sweden's backcountry rail route with Wilderness Train (Vildmarkståget), which runs on select dates. In collaboration with the Railway Museum in Gävle, it offers first-class vintage carriages and a guided journey through stunning landscapes, from Stockholm, through Sweden's inland up to Kiruna, and then back to Stockholm via Luleå and Örnsköldsvik on the High Coast. It's a slow, scenic adventure through some of Sweden's most remote regions.

Come autumn, opt for a shorter journey that invites you to explore southern Sweden on day trips. Two rail routes that rank highly on Swedes' must-do lists are the Huskvarna–Jönköping–Bankeryd line in Småland and the Kinnekullebanan route between Mariestad and Lidköping in West Sweden. The former is only 17 minutes long, but it packs in some great scenery, hugging the shores of Lake Vättern (Sweden's deepest lake). Don't miss Jönköping – one of Sweden's hidden gems. The latter takes you along Lake Vänern (Sweden's largest lake) and past several charming 19th-century stations, with opportunities to hop off and explore the Kinnekulle Trail or Biosphere Trail.

- **Swedish waters – liquid & solid**

If you've dived into a tranquil Swedish lake in summer, imagine the thrill of walking across that same water when it's frozen solid in winter.

Sweden's landscape is home to over 100,000 lakes and a long, varied coastline – a paradise for outdoor adventures. Paddle through the rugged beauty of Bohuslän, cast a line in Skåne, or take the plunge with open water swimming in the world's first swimrun event, ÖtillÖ.

In winter, these waters freeze over and become a playground of ice. Glide across natural skating rinks, brave a traditional ice bath followed by a sauna, or enjoy the calm of ice fishing. At spots like Lake Tavelsjö in Västerbotten, groomed skating tracks make for a memorable winter excursion.

Need more reasons to visit Sweden?

Sweden's Indigenous Sami people, who have lived in harmony with nature for centuries, believe four seasons aren't enough to describe its changes. They use eight! Now you have even more reasons to visit Sweden more than twice!

More about Sweden: a twice-in-a-lifetime-experience here.

Free press images here and here.

**A survey conducted by Visit Sweden/YouGov between April and June 2024. The online interviews were conducted with 1,000 global travellers in selected regions of the United Kingdom and 1,000 global travellers in selected areas of the United States.*

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