Visit Sweden News Room

Sweden Defies Overtourism Trends with Open Arms and Open Spaces

While overtourism challenges many destinations worldwide, Sweden stands apart. Recent surveys by Visit Sweden reveal a nation that welcomes tourists and is eager for more. This sentiment is consistent across the country, from its vast countryside to its bustling capital.

Since 2021, Visit Sweden has been monitoring public attitudes toward tourism. The latest data, collected ahead of and during the 2024 summer season, indicates a consistently positive outlook. This open-mindedness is especially notable in Stockholm, Sweden's most visited city. Notably, a November 2024 survey by Origo Group found that nine out of ten Stockholm residents feel open and welcoming toward tourists.

Sweden's accommodation statistics also reflect this trend. While international visitors book more commercial accommodations, domestic travelers still account for approximately 75% of all overnight stays in hotels, hostels, and campgrounds. This balance underscores the country's capacity to host more guests without strain.

Overtourism or Undertourism?
Overtourism remains a subjective issue, often tied to specific negative experiences like crowding or litter rather than sheer numbers. It is not always easy to determine whether tourists or locals contribute more to the pressure on public spaces and services.

Significantly, about half of Sweden's commercial accommodation capacity goes unused over the course of a typical year. During the 2024 peak season (May–August), occupancy rates averaged:

- May: 58%
- June: 57%
- July: 68%
- August: 64%

"We have significant room for growth in Sweden's tourism sector," Susanne Andersson, CEO at Visit Sweden, says. "By spreading travel more evenly across the year and the country, we can unlock that potential together with the industry."

For more information and travel inspiration: visitsweden.com

Press images: ImagebankSweden.com

PR Contact: Josefin Haraldsson, Head of PR USApressusa@visitsweden.com

Sources:

- Visit Sweden's official website: visitsweden.com
- The Swedish Agency for Economic and Regional Growth (Tillväxtverket) tourism statistics
- Visit Sweden's corporate information: corporate.visitsweden.com

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