

Sweden's Campsites Increasingly Loved by British Travellers: Here Are The 'Coolest'

Sweden is rapidly emerging as a leading destination for UK holidaymakers seeking outdoor adventures, with new figures revealing a surge in camping stays and an overwhelming desire among visitors to return. Amidst a growing trend of holidays in cooler, nature-rich destinations, Sweden offers a refreshing alternative, ensuring a more comfortable experience for outdoor activities like camping.

British campers increasingly choose Sweden

From January to May 2025, Sweden recorded a remarkable **120,189 camping guest nights**** from the United Kingdom. This represents an **increase of almost 10%** (9,599 guest nights, or 8.7%), compared to the same period in 2024. Interest in camping and cabin holidays in Sweden is particularly strong, with 14% of travellers in the UK expressing very high interest* in these types of breaks. Furthermore, over half of all British travellers interested in Sweden (*57%) cited outdoor activities as one of their top choices, an increase from 44% in 2021, showcasing a growing preference for embracing the outdoors comfortably. Online behaviour also supports this trend, with a 24% increase in Sweden-related travel and holiday searches from UK users compared to 2023, representing the second sharpest growth among all international markets (The [Bloom Consulting](#) *D2 Digital Demand © 2024 report).

The enduring appeal of Swedish camping also lies in its diverse offerings, welcoming atmosphere, and strong commitment to sustainability. Campers are increasingly opting for sites that provide a genuine sense of atmosphere and hospitality. A growing number of Swedish campsites are certified according to the [Green Key sustainability standard](#), aligning with the rising priority for eco-conscious holidaymakers. Additionally, major providers like [First Camp](#), operating approximately 50 locations, implement their own comprehensive [environmental concepts](#).

Swedish campsites offer a wide variety of accommodation options to cater to diverse preferences, including:

- Traditional pitches for tents or camper vans.
- Characteristic **Falun red holiday homes**.
- Family-friendly extras such as **glamping by a lake**.
- Experiences ranging from **Astrid Lindgren adventures** to quiet days nestled among the rocks and pine trees.

The hunt for cooler holidays

The appeal is clear: searches for "cooler holidays" have [surged by 300%](#) over the past year, and bookings to traditionally milder destinations like Scandinavia and the Baltics are up significantly. A substantial **42% of travellers** now prefer destinations with cooler temperatures, with **54% planning to shift activities** to later in the day to avoid heat, firmly positioning Sweden and the Nordic region as frontrunners for summer travel in 2025. This shift supports the robust expansion of outdoor holidays in Sweden.

Crucially, Sweden has truly captured the hearts of British travellers, with an astounding **92% of visitors eager to return*** after their initial trip. Broader appeal among UK travellers is also evident, with findings from [Visit Sweden's](#) 2024 study revealing that 90% find Sweden appealing and 60% are considering a first-time visit.

Sweden's Best Campsites, as voted for by their visitors

The "Campers' Choice Award," presented annually by the Swedish Camping Association (camping.se), highlights some of the nation's most outstanding sites, showcasing the rich diversity available for a camping holiday in Sweden.

These award-winning sites exemplify the exceptional experiences awaiting UK visitors:

Best Overall Experience

Dragsö Camping & Stugby: Located on its own island in the Blekinge archipelago, offering natural waterside pitches, modern holiday homes, and diverse leisure activities, including pike fishing safaris and proximity to the UNESCO city of Karlskrona.

Gullbrannagården: South of Halmstad (Halland), combining classic family camping with a vibrant holiday community, featuring a child-friendly sand beach, modern facilities, and a varied summer programme from adventure hikes to concerts.

Outstanding Hospitality

Vimmerby Camping: Known for its warm, personal service and family atmosphere by Lake Nossen, just a five-minute drive from Astrid Lindgren's World.

Daftö Resort: A five-star campsite on the West Coast, excelling in hospitality and thoughtful service, offering spacious pitches, extensive leisure activities, daily pirate shows, guided adventures, and its own amusement park, Daftöland.

Most Beautiful Location

Hafsten Resort: Boasting sea views from its pitches and holiday homes on a peninsula amidst the Bohuslän archipelagos, ideal for enjoying outdoor life among rocks, water, and forest.

Ramsvik Stugby & Camping: Set within the rocky landscape of the Ramsviksland nature reserve, surrounded by clear water, sand beaches, and warm cliffs, with offerings like shellfish evenings, boat tours, and crab rallies.

Best Family Holiday

Böda Sand Beach Resort: On Öland, providing everything for a family beach holiday directly on a kilometres-long sand beach with ample space for children to play, a games land, and swimming school, alongside amenities for parents like golf and sauna. It also features its own bakery, shops, and summer events, making it Sweden's largest campsite with 1,350 pitches.

Hultsfred Strandcamping: By a tranquil Småland lake, promising a relaxed holiday in nature, focusing on simple pleasures like swimming, playing, and grilling, with easy access to Astrid Lindgren's World or fishing spots.

Best for Peace and Quiet

Grebbestad Fjorden: Steps from the sea on the West Coast of Bohuslän, providing a relaxing retreat despite modern facilities and proximity to the lively harbour town. Its natural beach, sauna, and sea views foster easy relaxation, with quiet being the true luxury.

Överhörns Camping: Located directly on Själevadsfjärden, surrounded by water, forest, and the vastness of Northern Sweden, offering a peaceful base for excursions to the [High Coast](#) or the sea.

Favourite Site for International Guests

Camping Tiveden: On the shores of Lake Undensee between Stockholm and Gothenburg, framed by the dense forests of Tiveden National Park. It offers direct access to nature with a beach, jetty, private lakeside sauna, riding trails, and opportunities for hiking, paddling, and fishing.

Getnö – Lake Åsnen Resort: In Småland, situated on a private island group in Lake Åsnen and bordering the national park, appealing to those seeking experiences over animation. It offers early morning fishing, canoeing through silent coves, and sunset views from the jetty, combining tranquility, nature, and genuine Swedish hospitality.

For more information and inspiration on Sweden's best campsites and holiday options, please visit [camping.se](https://www.camping.se)

More information and inspiration can be found here: [Sweden's best campsites](#) [Camping in Sweden](#) [Camping in Sweden – Your perfect pitch](#)

Press photos: <https://imagebank.sweden.se/my-selections/pefc6w4yr>

Please contact: Steve Robertshaw - PR Manager, Visit Sweden UK, steve.robertshaw@visitsweden.com

Sources:

*Visit Sweden Target Group Survey April/May 2024, Visit Sweden/YouGov, 1,000 interviews per market (UK, US, DE, NL, FR, FI, DK, NO, SE), conducted online with men and women aged 20–70 years.

**Accommodation Statistics Sweden: [Tillväxtverket](https://www.tillvaxtverket.se) – Swedish Agency for Economic and Regional Development, statistics portal for tourism and regional development.

Visit Sweden

Visit Sweden is a marketing company owned by the Swedish government. It is a national tourism organization to promote the

destination Sweden to increase the country's attractiveness that contributes to tourism consumption, export earnings and employment. Visit Sweden works together with the Swedish tourism industry to effectively reach the most desired target groups for long-term sustainable tourism. Visit Sweden is based in Stockholm with local representation in several foreign markets.

www.visitsweden.com/corporate

Welcome to Sweden, a destination of a different nature

Additional assets available online:  [Photos \(1\)](#)

<https://press.visitsweden.com/2025-07-14-Swedens-Campsites-Increasingly-Loved-by-British-Travellers-Here-Are-The-Coolest>