Visit Sweden News Room

Stockholm’s Grand Hôtel Declared Scandinavia’s Best Hotel by Travel + Leisure

Grand Hôtel Stockholm has claimed the title of Best Hotel in Scandinavia in Travel + Leisure’s 2025 World’s Best Awards. Rising from second place last year, this accolade is based on votes from nearly 180,000 discerning global readers highlights the hotel’s consistent excellence in service, style, and guest experience and underlines the hotel’s excellence across rooms, service, food, location, and value.

Celebrating its 30th year, the World’s Best Awards remain one of the most respected barometers in the travel industry. CEO Pia Djupmark calls the award “an incredible honor” and credits the hotel’s team for their year-round dedication. “This recognition from such well-traveled readers is deeply meaningful,” she says.

Nordic Travel on the Rise
This win comes amid a growing U.S. interest in Nordic “coolcations”—luxury stays in cooler climates during summer. Bookings for Scandinavian escapes have surged by 71% as travelers seek stylish, sustainable retreats with cultural depth.

“Grand Hôtel’s recognition reinforces Scandinavia’s position in upscale, sustainable travel,” says Susanne Andersson, CEO at Visit Sweden. “American travelers are increasingly drawn to Nordic culture and lifestyle, wellness, and softer climates—just the kind of experiences Sweden offers.”

Sneak Peek: Sweden’s 2025-2026 Hotel Line-Up
Hot on the heels of Grand Hôtel’s win, several new Swedish properties are set to elevate luxury travel even further:

The full list of winners is featured in the August issue of Travel + Leisure and atravelandleisure.com

Sneak Peek: Sweden’s 2025 Hotel Line-Up
Hot on the heels of Grand Hôtel’s win, several new Swedish properties are set to elevate luxury travel even further focusing on nature, design, and sustainable luxury:

- **Hagastrand**, **Stockholm —** Opening Fall 2025 on Lake Brunnsviken in Hagaparken, just a short walk from Haga Palace, this wellness-focused destination hotel will feature several activities, a spa, conference facilities, outdoor activities, and lakeside elegance.

- **Kusthotellet Styrsö**, **West Coast** — Launching late summer 2025, this hotel blends natural spa experiences with the raw beauty of Gothenburg’s archipelago.
- **Season Hotel, Lake Mälaren (Stockholm)** — A boutique family-owned hotel designed to combine Scandinavian minimalism with Cape Cod elegance opened May 16, 2025, featuring marina views, a full spa, activities like yoga and watersports and a microbrewery just around the corner.
- **Sibbjäns Farmstay, Gotland** — Sweden’s first boutique farmstay opens its farm-to-fork restaurant in late June 2025. Hotel rooms debut in 2026, promising an immersive sustainable island experience.

Related links and press images

- Grand Hôtel Stockholm
- Grand Hôtel Stockholm Newsroom
- Grand Hôtel Stockholm Media library
- Visit Sweden.com - New and newly renovated hotels 2025

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