Visit Sweden launches national API to boost global reach of Swedish tourism

Visit Sweden unveils a national API (Application Programming Interface), becoming one of the first countries in the world to consolidate its entire tourism offering into a single digital system. The initiative is designed to drive innovation, streamline collaboration, and enhance the international visibility of Sweden's tourism and hospitality sector

In a move that places Sweden at the forefront of tourism tech, Visit Sweden has launched a **national API**—an open-data platform designed to make the country's entire tourism offering accessible in a structured, digital format. With this initiative, Sweden becomes one of the first nations in the world to centralize its tourism data at a national level, aligning with global standards and creating new opportunities for innovation, international visibility, and sector growth.

The API (Application Programming Interface) consolidates content from all of Sweden's 21 regions and structures it using the global data standard schema.org. The result is a flexible, open system where **around 14,000 tourism-related data entries**—including destinations, accommodations, events, and experiences—can be freely accessed, reused, and integrated into digital services worldwide. And more are being added. Interested parties can join the initiative and find all the necessary information on Visit Sweden's corporate website.

"By bringing Sweden's tourism industry together under a shared digital standard, we're strengthening the country's international appeal and making it easier for travelers around the world to explore our unique destinations," says **Sara Modig**, State Secretary to Sweden's Minister for Energy and Business, **Ebba Busch**.

A Future-Proof Framework for Innovation

The API is more than just a tech tool—it's a strategic step toward **future-proofing Sweden's digital visibility**. The data can be used by developers, platforms, and businesses to build a wide range of digital services—from **AI-powered travel apps and smart recommendation engines** to **sustainability tracking tools** and hyper-local planning features. Data can also be combined with other sources, such as **weather information or public transport schedules**, enabling richer and more responsive travel experiences.

"We're incredibly proud to be among the first countries in the world to unify our tourism offering in line with schema.org. This positions Sweden as a competitive, digitally visible destination and opens the door to exciting innovation," says **Nils Persson**, Chief Marketing Officer at Visit Sweden.

Because the data is **open and license-free**, it is accessible to anyone—from global tech platforms to small, local tour operators. Importantly, each data contributor **retains ownership** of their content, updating it in one place and distributing it simultaneously across multiple digital channels—including their own. This ensures travelers always encounter **accurate, real-time information**, regardless of the platform they use.

A Nationwide Collaboration Across Sectors

The project was developed in close cooperation with Sweden's **regional tourism organizations, municipalities, industry bodies, and individual tourism companies**, ensuring a system that reflects the real needs of the market. That collaborative approach has helped speed up implementation and align the digital transformation with national policy.

"The strength lies not only in the scale of the data, but in the fact that it includes credible, quality content—from small independent businesses to major hotel chains—across the entire country," says **Susanne Andersson**, CEO of Visit Sweden. "And we've built this in collaboration with regions and industry stakeholders."

"It's very encouraging to see Sweden's tourism industry come together in a dedicated API that guarantees effective, long-term digital visibility," adds **Jonas Siljhammar**, CEO of **Visita**, Sweden's hospitality industry association.

This initiative aligns with the **Swedish government's national data strategy**, reinforcing the country's commitment to digitalization and innovation. It's also a concrete example of how open data and infrastructure can drive **economic growth, job creation, and global competitiveness**—all while improving the traveler experience.

Major Players Already Onboard

Several of Sweden's largest travel and hospitality companies are already contributing data or are in the process of doing so, including Scandic Hotels, Best Western Hotels & Resort, Strawberry, Svenska Turistföreningen (STF), Göta Kanal, SCR – Svensk Camping, Parks & Resorts, First Camp and Svenska Möten. More partners are being added on an ongoing basis.

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Visit Sweden Press & Media Center

About Visit Sweden
Visit Sweden is the Swedish government's official marketing organization for the destination Sweden. Its mission is to increase Sweden's visibility and appeal internationally, drive tourism consumption, and contribute to export earnings and job creation. Based in Stockholm, Visit Sweden works closely with the country's tourism and hospitality sector and maintains local representation in key international markets.

Additional assets available online: Photos (1)

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