Visit Sweden News Room

Sweden’s end-of-year offer: Come and get bored!

Gazing at an open fire deep in the forest, watching the stars light up the sky, waiting for the Aurora, hoping for fish to bite while sitting on a frozen lake… for hours on end… In Sweden, boredom isn’t a problem – it’s the point. Introducing a travel concept that embraces an idea increasingly gaining ground: that boredom is good for you

“And then you also need some time to just sit and gaze,” world-famous author Astrid Lindgren wrote in her diary in 1964.

This quiet insight feels more relevant than ever. As the year winds down and to-do lists fill up, Lindgren’s home country of Sweden is offering experiences that are increasingly rare: the chance to disconnect, slow down, and do nothing. Well, almost nothing.

The travel concept embraces an idea that’s gaining ground: that boredom can be good for you.

Boredom to boost wellbeing

Scientists find that we increasingly struggle to process the amount and complexity of data that today’s world holds. Boredom, research shows, helps the brain rest and recover, and enables deeper thinking and self-reflection.

“You need to be bored,” said Harvard professor Arthur C. Brooks in an interview earlier this year.

And a recent study from the Swedish Agricultural University found that watching moose migrate across a river from winter to summer pastures contributes to calmness and restoration.

Sweden, the place to be bored

Sweden is just the place to be bored, not only thanks to its moose. It is one of Europe's most sparsely populated countries, with vast forests and thousands of lakes that everyone can access easily and at no cost.

The ‘lagom’ mindset encourages a balanced lifestyle, including making space for boredom. Natural darkness, crisp air and deep quiet make for the perfect setting for sleep and reflection.

“There are plenty of things to do in Sweden,” says Susanne Andersson, CEO of Visit Sweden.“But one of the best might be to come here, embrace the silence, and just be bored.”

Follow a global trend – to Sweden

Getting bored doesn’t mean doing nothing. It means doing less—and doing it slower. From digital detox retreats to “quiet luxury,” the value of slowness is being re-evaluated in wellness and travel circles. Wellness and nature holidays are very popular with travellers, as the recently released WTM Global Travel Report 2025 showed.

Sweden’s winter season offers a series of intentionally low-stimulation experiences that prioritise space, solitude, and silence close to nature.

Here are a few ways to get just the right amount of bored:

Going off-grid in a Swedish cabin:

- **Hop Farm Beach, Hälsingland** – Digital detox cabin where forest meets shore, two hours north of Stockholm Arlanda Airport.
- **Landet Stay, Sörmland** – Architect-designed cabins surrounded by archipelago nature, less than an hour south of Stockholm.
- **Hyssna Forest Resort, West Sweden** – Choose between treetop, cliffside or creekside cabins, all with private outdoor

spa. Less than an hour from Gothenburg.

Stargazing in Swedish Lapland:

- **Kiruna** – Sweden's northernmost city, with over 25 days of polar night, makes a great backdrop and basecamp for sky gazing.
- **Jukkasjärvi** – Home to the world's first Icehotel, this village with 800 locals and 1,000 dogs offers plenty of frozen charm.
- **Abisko** – Nestled between mountains and right by a national park, it's known as one of the world's best spots to see the Northern Lights.

Going nowhere fast, on snowshoes

- **Björkliden, Swedish Lapland** – A small ski resort with grand surroundings. Join a daytime hike up the mountain or a Northern Lights tour to a traditional lavvu.
- **Åre, Jämtland** – Skip the ski crowds and join a guided gastronomy walk with local flavours, or hike above the treeline to an igloo for lunch.
- **Dalarna** – Walk alongside a tame reindeer from Sweden's southernmost Sámi village, or hike to the Njupeskär waterfall and say hello to Old Tjikko, the world's oldest tree.

Slow driving (even though there's no traffic jam)

- **The Wilderness Road (Vildmarksvägen)** – Sweden's highest paved road, forming a remote circular route through forest, mountains and reindeer territory.
- **The Blue Highway (E12, Blå vägen)** – Winds from Norway to Finland through snowy, mountainous terrain.
- **The Northern Lights Road (Route 99)**– Said to be a dream road for aurora hunters, and anyone in need of a mental reset, follows the Torne River from Haparanda to Karesuando.

Ice fishing – a masterclass in doing nothing

- **Lake Storsjön, Östersund** – A local favourite for those heading out on their own. Perch, trout and whitefish hide beneath the ice, and local fishing shops can help you gear up with equipment and advice.
- **Sälen, Dalarna** – Join a guided tour to learn the basics, drill your own hole, and cook your catch over an open fire.

Slow food experiences

- **Tastes and tales of Sápmi** a Huuva Hideaway in Swedish Lapland
- **Traditional whitefish grilling** at Kukkolaforsen, right on the border with Finland
- **Slow dinner by the river** at Knystaforsen in Halland, home to a Michelin star and a Michelin green star, where the team prefers cooking outdoors over embers.

The slow art of cold bathing

- **Arctic Bath, Swedish Lapland** – A spa hotel floating on the Lule River, designed to honour the region's logging history.
- **Varberg, Halland** – An iconic wooden cold bath house dating back to the 1800s, perched above the Kattegat with sweeping sea views.
- **Helsingborg, Skåne** – Possibly Sweden's most dedicated cold bathing city, with three bath houses and an annual Cold Bath Week (which actually lasts 12 days) to celebrate the joy of freezing – sorry, bathing.

This winter, it's time to swap the chaos for calm in Sweden - where doing nothing feels just right.

Find out more: Treat yourself to a dose of boredom in Sweden
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