Visit Sweden News Room

With most islands in the world, Sweden offers five to travelers

New initiative invites travelers to win one of Sweden's 267,000 islands for a year

With over 267,000 islands, Sweden has more islands than any other country on Earth. Islands defined by calm, rest, clean air and restorative nature—large or small, set in the sea or emerging from a lake. With a rethinking of what luxury means, Sweden is now offering five of them for free - not for sale, but to use and care for during a year.

Watch the video

The initiative, *Your Swedish Island*, redefines what many associate with luxury. In place of exclusivity or excess, it offers **simplicity, solitude, and space** - quality of life experiences that are increasingly resonating with travelers around the world.

"Sweden has more islands than any other country in the world and we would like to invite people to enjoy what may be the most genuine form of luxury: the peace and tranquility of nature on your own island," says **Susanne Andersson**, CEO at Visit Sweden.

Launched by Visit Sweden in collaboration with the National Property Board, the initiative invites travelers to apply for the chance to become **custodians** of one of five carefully selected islands. Each location is wonderfully secluded, yet close enough to a local community for essentials - whether it's picking up groceries, posting a letter, or joining a traditional Midsummer celebration.

For many, the idea of escaping to a private island has long symbolized the ultimate dream - not just as a luxury, but as a way to disconnect and breathe. A recent global YouGov survey* aligns with a shift in values: **44% of respondents say they would be happy to escape the crowds by going to their own island**. (In France and Germany, nearly one in five admit they'd appreciate time away from their life partner.)

The same survey found that people are increasingly drawn to silence, fresh air, and free access to nature. Global travelers actively avoid overcrowded destinations - not only for their own comfort, but to reduce their contribution to overtourism. Instead, they're seeking quiet, low-impact places: **coastal or lakeside sanctuaries** where they can truly unplug. For those that enjoy traveling with your partner and desire comfortable accommodations, Sweden's island landscape is both diverse and abundant — offering something for every version of what "getting away" might mean.

"If you don't get one of these islands, don't worry. Sweden has many more that everyone can enjoy," says **Susanne Andersson**. "From quiet lakes to open coastlines, there's space for everyone to slow down, breathe deeply and find their own version of happiness in our islands."

Applications open February 17, 2026, for international travelers. Submissions can be made via:

- visitsweden.com/your-swedish-island

A jury will select five successful applicants based on creativity and personal motivation. Successful candidates will be announced in June 2026.

What's included:

- A one-year right to use one of the five selected islands
- A diploma certifying the winner as official island custodian
- A travel voucher for a trip to Sweden
- A contract outlining basic stewardship responsibilities

View full terms and island profiles here.

For More Information on Your Swedish Island: visitsweden.com/your-swedish-island

- Press Imagery and Video
- Select Destination Images

About 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. visitsweden.com

***Survey methodology:**
This survey was conducted by the YouGov analysis institute during 24 June and 3 July 2025 through online panels with +9000 18+ year-old respondents in different markets: Denmark (1003 respondents), Finland (1016), France (1023), Germany (1016), Netherlands (1025), Norway (1021), Sweden (1012), UK (1037) and USA (1005).

Additional assets available online: Photos (1)

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