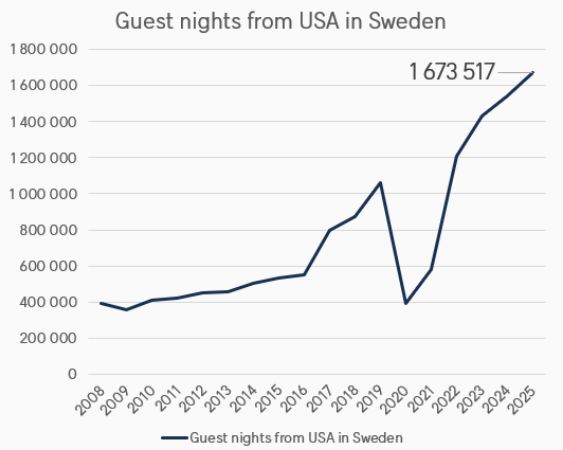
Visit Sweden News Room

US travel to Sweden up 58% since 2019

New data shows off-season travel driving continued growth

New figures released today by the Swedish Agency for Economic and Regional Growth show that travel from the United States to Sweden continues to surge, with guest nights up 58% in 2025 compared to pre-pandemic levels in 2019.



Source: The Swedish Agency for Economic and Regional Growth

The data confirms the US as one of Sweden's strongest long-haul markets, with a clear shift toward more consistent, year-round travel patterns.

The vast majority of American visitors - 96.5% - stay in hotels, underlining the importance of urban gateways and established accommodation infrastructure. Stockholm remains the primary entry point, accounting for over 50% of all US guest nights, followed by West Sweden (Gothenburg) and Skåne in southern Sweden, reflecting a steady spread across key regions.

While summer continues to dominate, representing around 40% of US guest nights between June and August, the most significant growth is taking place outside the peak season. Travel during the rest of the year increased by 64.6% compared to 2019, outpacing summer growth of 48.5%.

The figures point to a gradual shift in behavior, with American travelers increasingly drawn to Sweden beyond the traditional summer window - a pattern that aligns with growing interest in cooler climate destinations, as well as slower, more experience-driven travel.

This development is also visible geographically. Beyond Stockholm and other major regions, destinations such as Dalarna and Arctic northern Sweden are seeing rising interest, driven by demand for nature-based experiences, wellness-oriented travel, and access to open landscapes - as well as seasonal contrasts such as the midnight sun in summer and Northern Lights in the darker months.

The data reinforces Sweden's position as a destination where urban culture, nature, and seasonal contrast combine to support travel well beyond the peak summer months.

More information: tillvaxtverket.se (The Swedish Agency for Economic and Regional Growth)
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