

# Europe's Heat Wave Puts Sweden's Summer Appeal Back in the Spotlight

As another summer of extreme heat grips southern Europe, travelers are once again looking north. Sweden is drawing renewed attention as a destination where milder temperatures, long daylight hours, and easy access to nature offer a different kind of European summer.



Hiking in Northern Sweden. Credits: Per Dahl/Johnér/imagebank.sweden.se ([Download](#))

The renewed interest comes as international media continues to report on record-breaking temperatures across parts of Europe, prompting many travelers to rethink where—and when—they vacation.

Visit Sweden's international research shows that climate is playing an increasingly important role in where—and when—people choose to travel. More than four in ten prospective visitors say future heat waves could influence their travel decisions, whether by choosing destinations with milder summer temperatures, traveling outside the peak season, or booking closer to departure.

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The findings align with broader European travel trends. According to the European Travel Commission's *Monitoring Sentiment for Intra-European Travel – Spring & Summer 2026*, three in four European travelers (75%) say climate change has already influenced the way they travel. The report also shows that pleasant and stable weather has become one of the leading factors influencing destination choice, underscoring the growing importance of climate and comfort in summer travel planning.

For American and British travelers, Sweden offers a different perspective on summer in Europe. Instead of seeking shade from soaring temperatures, visitors can spend long days hiking, kayaking, cycling, swimming in thousands of lakes, exploring the archipelagos, or experiencing the Midnight Sun in northern Sweden.

As Europe faces another summer of extreme heat, Sweden offers an alternative for travelers seeking to spend more time outdoors rather than escaping it. With milder temperatures, abundant nature, and a culture built around outdoor living, the country is increasingly part of the conversation about where summer travel is headed.

## Notes to Editors

### Research

**Visit Sweden – International Coolcation Interest Continues to Grow (Swedish)**

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<https://corporate.visitsweden.com/press/internationala-coolcation-intresset-for-sverige-verkar-inte-svalna/>

**European Travel Commission – Monitoring Sentiment for Intra-European Travel Spring and Summer 2026**

<https://etc-corporate.org/reports/monitoring-sentiment-for-intra-european-travel-spring-summer-2026/>

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