

Guinness World Records names Sweden world leader for museums per capita

With around 1,600 museums for a population of 10.6 million, Sweden has 151 museums per million people, or approximately one museum for every 6,600 residents, according to the 2027 edition of Guinness World Records. And they are drawing visitors: between June and August 2026 alone, Sweden's museums recorded 7.4 million visits.



Moderna Museet Malmö, one of Sweden's leading museums of modern and contemporary art. Photo: Miriam Preis/imagebank.sweden.se ([Download](#))

Many museums, many visitors

Among the [140 museum organizations](#) for which comparable figures are available for the summers of 2025 and 2026, visitor numbers increased by 7.9 percent. The increase was particularly pronounced at museums offering free admission. The 40 museum organizations in this group recorded 30 percent more visits than during the previous summer. However, it is not possible to determine from the figures whether free admission was the decisive factor. Exhibitions, events, marketing, and opening hours may also influence visitor numbers.

"It's fantastic that Sweden is the country with the highest density of museums in the world. But it's just as important that people actually visit them. The 7.4 million visits recorded in just three summer months show just how strong a position museums hold," says **Gunnar Ardelius**, Secretary-General of the Swedish Museum Association.

For travelers to Sweden, this world record means, above all, an incredible range of choices. And these certainly don't stop at art, Vikings, and royal palaces. In Blekinge, the world's only [coat hanger museum](#) is dedicated to an often overlooked everyday object; in Jönköping, [matches have a museum](#) of their own; and on the High Coast, the [surströmming museum](#) tells the story of the Swedish fermented fish specialty that you can usually smell before you see.

And the 1,600 museums are set to gain a new addition very soon. In Västervik, Småland [Sweden's first national music museum](#) is currently under construction. From July 2027, it will explore why this small country has produced such an astonishing number of international hits over the decades, from ABBA and Roxette to Avicii, Zara Larsson, and Max Martin.

Sweden's museum record in figures

- Around 1,600 museums across the country
- 151 museums per million inhabitants
- Around one museum for every 6,600 inhabitants
- 7.4 million museum visits between June and August 2026
- A 7.9 percent increase in visits to the 140 museum organizations with comparable figures from the previous year
- A 30 percent increase in visits to the 40 participating museum organizations offering free admission
- 145 museum organizations, representing at least 206 museum sites, took part in the survey

More museum inspiration from Sweden

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- [Top design places to visit in southern Sweden](#)
- [ABBA The Museum in Stockholm](#)
- [5 cultural must-visits in Småland](#)

Press photos

<https://imagebank.sweden.se/my-selections/mj6x15g5e>

About the survey

The Swedish Museum Association compiles annual visitor figures for its member museums for the period from June to August. Summer is the peak season for many museums, and some attractions are only available during this time.

Sources

[Swedish Museum Association: Sweden has the world's highest museum density and museum visits are rising](#)

[Guinness World Records: Most museums, country, per capita](#)

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