

Swedish Riviera crowned Best in Travel 2027 by Lonely Planet

September 23, 2026 – Lonely Planet has named Skanör-Falsterbo on the Swedish Riviera among its top global destinations in Best in Travel 2027. Situated in southwest [Skåne](#), Sweden's southernmost province, this coastal peninsula joins two medieval towns with white sand dunes and Sweden's oldest nature reserve.

A perfect choice for travelers seeking quiet nature, slow coastal living, active outdoor exploration, and rich regional gastronomy.



Watch tower on Skanör beach. Photo: © Lukasz Burda ([Download](#))

Recognition for Slow Travel and Coastal Nature

Lonely Planet selected [Skanör-Falsterbo](#) as part of its global recommendations for travelers who want to escape crowds and find meaningful experiences. The Falsterbo peninsula forms an elongated reef where nature creates a sanctuary for wildlife and visitors alike.

Every autumn, around 500 million migrating birds and 359 distinct species pass Falsterbo Lighthouse, making the reserve a key migration station in northern Europe. The surrounding crystal-clear waters provide breeding grounds for shorebirds and seals, while **colorful** painted wooden bathing huts line the white sand dunes along Skanör, Falsterbo, and Höllviken.

[Måkläppen](#) nature reserve in Falsterbo is Sweden's oldest nature reserve and an important breeding area for shorebirds and seals. The nature reserve is **characterized** by large sand deposits, constantly changing in shape and size due to ocean currents and wind. Måkläppen has a history stretching back 8,000 years, with stone tools left by some of the first hunter-gatherers to settle here after the last Ice Age. Its waters also hold shipwrecks dating from the Viking Age to the present day, reminders of the treacherous reefs off the Falsterbo Peninsula.

Where to Stay and Active Coastal Travel

Skanör-Falsterbo caters to diverse travel preferences with distinctive heritage boutique lodging and eco-friendly coastal resorts:

- [Hotell Gässlingen \(Skanör\)](#): A charming boutique hotel located at Rådhusorget in Skanör, set in a historic 1964 converted farm. Open year-round, it features full spa and relaxation facilities, an outdoor pool, and a kitchen dedicated to locally grown Skåne produce. Special seasonal packages include traditional autumn Gåsamiddag (goose dinner) celebrations and culinary weekend stays.
- [Falsterbo Resort \(Falsterbo\)](#): Situated just a few hundred **meters** from the beach adjacent to Ljungen nature reserve. Accommodations range from camping pitches and glamping tents to stopovers and custom cabins styled after the area's iconic coastal bathing huts. The resort serves as an outdoor activity hub offering padel courts, minigolf, stand-up paddleboarding (SUP), an on-site bistro with rooftop terrace, and bicycle rentals via Hyrenhoj.
- Book a Falsterbo holiday on the Swedish Riviera with:

- Sunvil: [Falsterbo, the Swedish Riviera](#)
- Wings: [Fall Migration at Falsterbo](#)
- Nordic Visitor: [Falsterbo, Sweden's summer paradise](#)

For active travelers, the flat peninsula terrain is ideal for cycle touring. National cycling trail Sydkustleden and the hiking routes Skåneleden (SL5 Öresund) and Östersjöleden pass directly through the resort area, connecting travelers north to Malmö and east to Österlen. Visitors can also travel between Skanör and Falsterbo via the Gåsatåget local land train.

Why Skåne? Sweden's Portal to Northern Europe

Skåne is Sweden's southernmost county, celebrated for its diverse landscapes ranging from bright yellow rapeseed fields and enchanted beech forests to over 40 km of pristine white sand beaches. Bridging Scandinavia and continental Europe via the Öresund Bridge, Skåne combines a rich cultural heritage—shaped by centuries of Danish rule—with a pioneering culinary scene and vibrant city life.

The region is also increasingly relevant to the U.S. market: American guest nights in Sweden were up 58% in 2025 compared with 2019, and Skåne is one of the country's three leading regions for U.S. guest nights.

More U.S. travel statistics from Visit Sweden:

<https://press.visitsweden.com/2026-03-26-US-travel-to-Sweden-up-58-since-2019>

Things Not to Miss in Skåne

Malmö City Pulse: Explore Sweden's third-largest city, home to the 190-meter twisting Turning Torso skyscraper, Scandinavia's oldest Renaissance castle (Malmöhus Castle), and Ribersborgs Kallbadhus ('Kallis') historic cold bathhouse.

Historic Lund: Visit the university city of Lund, famous for its 12th-century Romanesque Lund Cathedral with magnificent twin towers.

Österlen & Stenshuvud: Discover the pristine coastal region of Österlen, Stenshuvud National Park, and the apple orchards of Kiviks Musteri.

Ale's Stones (Ales stenar): Marvel at Scandinavia's iconic 1,400-year-old megalithic monument consisting of 59 massive boulders overlooking the Baltic Sea.

Swedish Wine Country: Sample award-winning cool-climate wines at local vineyards such as Hällåkra Vingård.

Outdoor Adventure: Hike or cycle along the 1,600 km Skåneleden trail network or the national Sydkustleden cycling route. Paddle the lakes and rivers of Skåne or take to horseback to enjoy the region's dramatic natural scenery.

Easy Access from the UK and US

From the UK

Reaching Skåne and the Swedish Riviera is seamless for UK travelers following [Ryanair's direct service](#) between London Stansted (STN) and Malmö Airport (MMX). Operating twice weekly on Wednesdays and Saturdays with one-way flights from £14.99, this route provides convenient direct access for weekend getaways and summer coastal escapes. From Malmö Airport, Skanör-Falsterbo is a short 40-minute drive or less than a 2-hour bus journey south.

From the US

For U.S. travelers, Copenhagen Airport (CPH), Denmark, can be one of the most convenient international gateways to Malmö and the Swedish Riviera. Copenhagen is served by direct flights from a number of U.S. cities with SAS and Delta Air Lines, with additional seasonal service from American Airlines. Travelers can continue directly from Copenhagen Airport to Malmö by train across the Öresund Bridge in approximately 20–30 minutes, avoiding the need for an additional connecting flight.

Copenhagen Airport U.S. connections:

<https://www.cph.dk/en/destinations/united-states-of-america>

Train information from Copenhagen Airport:

<https://www.cph.dk/en/parking-transport/bus-train-metro-taxi/train>

Getting to and around Skåne:

<https://www.visitskane.com/how-get-around-skane>

Key Fact Sheet for Media

Destination Asset	Details
Location	Falsterbo Peninsula, southwest Skåne, Sweden
Regional Capital	Malmö (30 mins from peninsula)
Geography	Elongated reef joining medieval towns of Skanör and Falsterbo
UK Access	Ryanair twice-weekly flights (Wed/Sat) London Stansted to Malmö Airport (from £14.99 one-way)
US Access	Copenhagen Airport (CPH), Denmark, with direct U.S. service from SAS and Delta Air Lines and additional seasonal service from American Airlines; direct trains connect Copenhagen Airport with Malmö in approximately 20–30 minutes.
Key Sights	Famous for its white beaches, crystal clear waters and quaint seaside villages. Colorful bathing huts, Falsterbo Lighthouse, Turning Torso, Ale's Stones
Nature & Trails	Måkläppen, Sweden's oldest nature reserve (359 bird species), Sydkustleden cycle route, Skåneleden SL5 trail
Boutique Accommodation	Hotell Gässlingen (1964 historic farm in Skanör, spa, outdoor pool, Gåsamiddag dining)
Resort Accommodation	Falsterbo Resort (beachfront cabins styled as bathing huts, glamping, SUP, padel, Gåsatåget train)
Gastronomy	Skanör harbour seafood, Badhytten, Hällåkra Vingård, seasonal St Martin's Day Gåsamiddag



Colourful beach huts at Skanör. Photo: © Bianca Kramer

Frequently Asked Questions for Travel Editors

Why did Lonely Planet select Skanör-Falsterbo for Best in Travel 2027? Lonely Planet highlighted Skanör-Falsterbo on the Swedish Riviera as a top European destination for its coastal scenery, nature reserves, white sand dunes, and slow travel appeal.

How easy is it for UK travelers to reach Skåne and Skanör-Falsterbo? Ryanair operates a direct flight service between

London Stansted and Malmö Airport twice weekly (Wednesdays and Saturdays) with return fares from £130, placing Skåne within easy reach for UK travelers.

How easy is it for U.S. travelers to reach Malmö and Skåne? Copenhagen Airport is one of the most convenient gateways, with direct U.S. service from SAS and Delta Air Lines and additional seasonal service from American Airlines. Direct trains run from Copenhagen Airport across the Öresund Bridge to Malmö in approximately 20–30 minutes.

What regional experiences define Skåne alongside Skanör-Falsterbo? Skåne offers a mix of vibrant city culture in Malmö, historic landmarks like Lund Cathedral and Ale's Stones, scenic hiking along the Skåneleden, cool-climate vineyard tours, and regional dining such as traditional Gåsamiddag.

What accommodation options exist in Skanör-Falsterbo?

Options range from [Hotell Gässlingen](#), a boutique hotel with local produce dining and spa facilities, to [Falsterbo Camping Resort](#) offering cabins styled after traditional coastal bathing huts.

Media Assets and Press Contacts

High-resolution press photographs of Skanör-Falsterbo and the Swedish Riviera are available via the:

- Visit Sweden imagebank at imagebank.sweden.se.
- Visit Skåne media bank at mediabank.visitskane.com

Additional details on the Best in Travel 2027 list and destination itineraries are available through Lonely Planet channels.

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<https://press.visitsweden.com/SwedishRivieraLonelyPlanetBestinTravel2027>