

## Sweden Launches The Introvert Travel Agency

Nearly half of respondents in both the UK and US identify as introverted — 48% in the UK and 44% in the US. Sweden is responding with a new travel service built around personal space, lower social pressure and the freedom to explore at your own pace.



*The Introvert Travel Agency. Photo: Visit Sweden ([Download](#))*

Discover The Introvert Travel Agency: [Watch the film](#)

**Sweden, September 29, 2026** — Travel has long been sold around the idea of more — more destinations to explore, more people to meet and more experiences to fit into each day. But as overtourism, crowded itineraries and travel fatigue become growing concerns, many travelers are looking for something different: the freedom to slow down, avoid social pressure and experience a destination at their own pace.

To meet this demand, Sweden is launching **The Introvert Travel Agency**, a travel service designed for people who want meaningful experiences while retaining personal space and control over their interactions. The concept makes it easier to discover and book a trip where social interaction remains a choice rather than an expectation.

Through **The Introvert Travel Agency**, travelers can explore curated trips and experiences ranging from island escapes and peaceful nature stays to self-guided city experiences and calm accommodations—all designed to help visitors discover Sweden at their own pace.

### New Research Reveals Demand for Lower Pressure Travel

New research commissioned by Visit Sweden and conducted by YouGov shows that **only 11% of Americans describe themselves as extroverts**, while 44% identify as introverts and 45% as a mix of both. **Among UK respondents, 48% identify primarily as introverted—the highest proportion across the nine markets surveyed.**

The travel preferences tell a similar story. In the US, 57% often or always look for calm accommodations and 48% prioritize time to themselves. In the UK, 79% feel recharged after spending time alone and 72% say social situations become draining after a while. **Half of respondents in both the US and UK say they need a “vacation from their vacation”** to recover and regain energy after traveling.

Together, the findings reveal an opportunity to better serve people who want meaningful experiences without returning home socially exhausted. Visit Sweden created **The Introvert Travel Agency** with these travelers in mind.

*“For introverts, recharging is often less about being alone and more about having control over when and how we interact with others,” says **Mattias Lundberg, licensed psychologist and Associate Professor of Psychology at Umeå University.***

*“Environments with less social pressure, more personal space and the possibility to withdraw can make it easier to preserve and regain energy. Sweden naturally offers many of these qualities, making it particularly well suited to travelers who want to experience a destination on their own terms.”*

## Why Sweden Is Well Suited to Introverted Travelers

Sweden combines accessible nature, uncrowded spaces and a culture that places a premium on personal space. What may initially feel like Swedish reserve is often rooted in respect for boundaries and an appreciation for giving others room to simply be. Silence is comfortable, unnecessary small talk is rarely expected, and travelers can enjoy their own company without feeling out of place.

That sense of independence extends into everyday travel. Visitors can settle into a café alone with a book without attracting attention, wander museums and neighborhoods at their own pace, or embrace **fika** — a deliberate pause for coffee and something sweet, enjoyed alone or with others. Sweden's extensive natural landscapes and allemansrätten—the right of public access—also make it possible to experience much of the countryside independently. Even in many Swedish cities, nature and water are close at hand. Visitors can decide when to engage and when to step back.

*"Many travelers are looking for something surprisingly simple: the freedom to decide when they want company and when they don't," says **Susanne Andersson, CEO of Visit Sweden**. "Sweden has always offered that kind of space—in our nature, our cities and our social culture. The Introvert Travel Agency makes it easier to experience Sweden on your own terms. Here, being social is an option, not an obligation."*

## Travelers Continue to Value Professional Travel Planning

Separate Visit Sweden research also shows that travelers value support and simplicity when planning a trip. Nearly seven in ten Americans (69%) would like assistance from a tour operator when planning and booking a vacation. Among US travelers who prefer to book through a tour operator, travel agency or travel advisor, expert destination knowledge, tailored recommendations and time savings are among the most valued benefits. Among UK travelers interested in visiting Sweden, 35% would prefer to book through a tour operator, compared with 27% across all markets surveyed. Convenience, expertise and the reassurance of comprehensive travel protection are among the reasons travelers continue to value professional guidance.

## A Pop Up and Online Travel Agency for Introverts

**The Introvert Travel Agency** will operate as both an online, bookable travel concept and a physical pop-up experience. Visitors to the pop-ups can explore Swedish destinations and experiences and receive personalized travel consultations in spaces designed with introvert comfort in mind.

- Berlin: October 14–17, 2026
- Paris: October 21–24, 2026
- London: October 28–31, 2026 — 3 Paddington Street, Marylebone, W1U 5QD

For travelers outside the three pop-up cities, curated trips and inspiration from **The Introvert Travel Agency** will also be available to explore and book online at [VisitSweden.com/the-introvert-travel-agency](https://www.visitSweden.com/the-introvert-travel-agency).

## Notes to Editors

**Survey methodology:** The survey was conducted by YouGov on behalf of Visit Sweden among 9,212 adults aged 18 and over in Denmark, Finland, France, Germany, the Netherlands, Norway, Sweden, the UK and the US between June 26 and July 6, 2026.

**Additional travel planning data:** US figures are from Visit Sweden/YouGov Target Audience Analysis 2024.

**Interview availability:** Mattias Lundberg, licensed psychologist and Associate Professor of Psychology at Umeå University, is available for interviews. Please contact Mattias directly at [mattias@aplato.se](mailto:mattias@aplato.se) or +46 70 315 40 78. Susanne Andersson, CEO of Visit Sweden, is also available for interviews; please contact Visit Sweden using the relevant media contact below to arrange an interview.

[Campaign film](#)

[Press images and video](#)

[Selected destination images](#)

[The Introvert Travel Agency](#)

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**Sweden – a destination of a different nature**

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