



# Demand for Scandinavian destinations rises as travelers add new types of trips

**Sweden, Norway and Denmark each recorded their highest number of tourist overnight stays in 2025, pointing to sustained growth in travel to the region. At the same time, SAS reports passenger volumes to Scandinavian destinations up more than 10% year-on-year.**

In Sweden, guest nights at commercial accommodation reached 30.8 million during the summer months of 2025, a record high according to the Swedish Agency for Economic and Regional Growth, with foreign guest nights up 8.8% year-on-year and international travel from the United States up 58% compared to 2019. Norway recorded 40.6 million guest nights in 2025, a new all-time high, with foreign demand up 14% year-on-year, according to Statistics Norway. Denmark also reached its highest number of tourist overnight stays on record in 2025, according to Statistics Denmark. European markets are driving most of the growth, with Germany the largest source market across several destinations, alongside rising long-haul interest from the United States.

New data from SAS points in the same direction. The airline's Travel Trends 2026 report highlights a sustained shift in travel patterns, with growing interest in Scandinavian destinations. At the same time, demand for classic sun and city travel from Scandinavia remains strong. Together, this suggests travelers are expanding how they travel, adding new types of trips alongside more established ones. In a more uncertain global environment, destinations that offer space, calm and predictability are gaining relevance, and Scandinavia fits that picture well.

The report describes this shift as "Heading North": travelers increasingly drawn to destinations shaped by nature, seasonal contrast and a slower pace. Sweden's Swedish Prescription initiative has gained renewed attention for its evidence-based approach to nature and recovery. Denmark's concept of hygge points to the same underlying preference: simplicity, presence and a slower rhythm. Both reflect what travelers are increasingly acting on when they choose to head north.

*"What we're seeing is a shift in how people travel, rather than a shift away from other destinations. Many are adding Scandinavian experiences alongside traditional sun and city trips, drawn by the appeal of nature, space and a different pace, whether that's cold-water swimming, long summer light or time outdoors,"* says Paul Verhagen, Chief Commercial Officer at SAS.

SAS sees this pattern across its network, with Copenhagen as its global hub connecting international travelers to destinations across Scandinavia, from the Arctic landscapes of Svalbard and the fjords around Tromsø to the open spaces of Kiruna and the coastal towns and stunning landscapes of Denmark.

As SAS marks its 80th year connecting Scandinavia with the world and world with Scandinavia, the 2025 data suggest demand for that second direction has never been stronger.

## **About SAS Travel Trends 2026**

SAS Travel Trends 2026 is SAS' latest report on evolving travel patterns, combining SAS booking data with broader destination and traveler insights. [The full report is available at SAS Aviation Insights.](#)

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