



Insight Department:  
Sweden Factsheet | 2022

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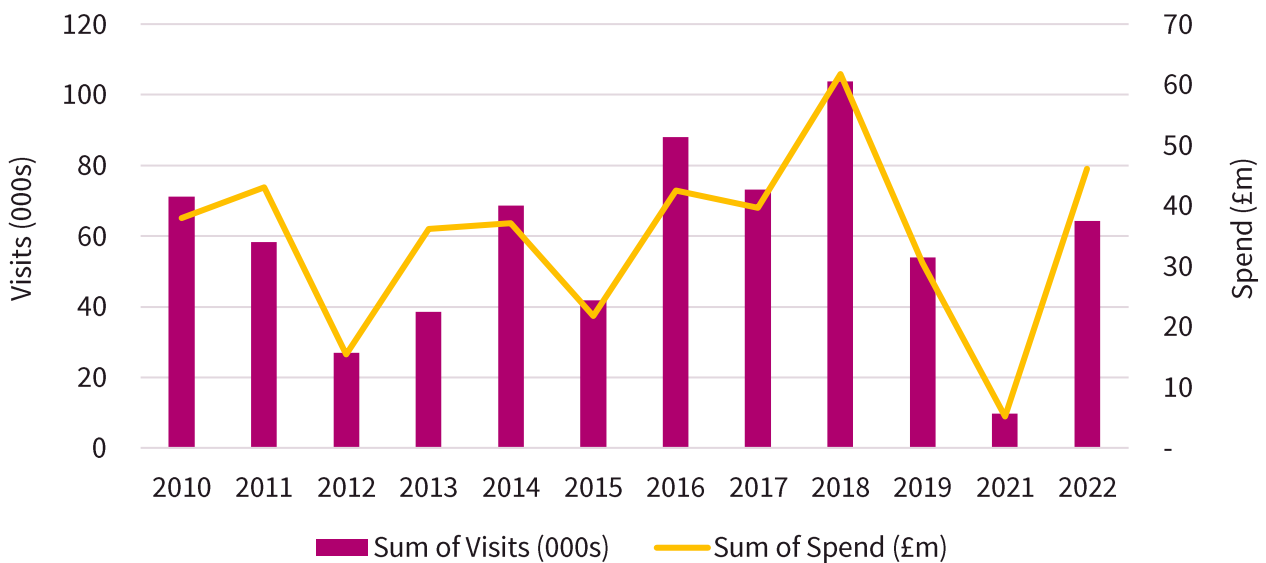
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# INSIGHT DEPARTMENT: SWEDEN FACTSHEET 2022

In 2022, Sweden was Scotland's fourteenth largest international source market by number of visits, fifteenth by expenditure and seventeenth by number of nights. Visitors from Sweden accounted for 2% of all overseas visits and 1% of all overseas spend in Scotland. 2022 saw a strong recovery, with the volume and value of visitors from Sweden both being higher than 2019 levels.

Please note that the following analysis is based on a sample size of **70**. Any results based on sample sizes lower than 100 should be considered as indicative and be interpreted with caution.

## Visits and spend over time



The total number of trips increased by 19% from pre-pandemic levels, whilst the total expenditure increased by 51%. The total number of nights also increased by 15% versus 2019.

Year	Visits	Nights	Spend (£m)
2019	54,000	301,000	31
2022	64,000	345,000	46
Change	19%	15%	51%

Visitors from Sweden spent on average £153 more during their trip compared to 2019 with the average daily expenditure also being 32% higher. The average length of stay however, decreased slightly by 4% to 5.4 nights.

Year	Spend/visit	Nights/visit	Spend/night
2019	£565	5.6	£102
2022	£718	5.4	£134
Change	27%	-4%	32%

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## About this data

All data is sourced from the International Passenger Survey by the Office for National Statistics. Refer to the [ONS website](#) for more on IPS methodology.

## Important Notice On Continued Impact of COVID in relation to IPS Data Collection

The International Passenger Survey (IPS) was suspended on 16 March 2020 due to the coronavirus (COVID-19) pandemic. Interviewing initially began at UK airports at the start of 2021, though the IPS remained suspended at some seaports and train stations during the year. To produce statistics for the periods impacted the Office for National Statistics (ONS) have applied the following processes to the data since March 2020:

- **March 2020** - With the data collected for most of March when the IPS was running the ONS had part of the data needed for the month. To produce estimates for the full month of March the ONS worked on the assumption that passenger characteristics in the second, unsampled, half of the month were represented by those sampled in the first half.
- **April – December 2020 (Q2, Q3, Q4 2020)** - The travel and tourism figures for this period are based entirely on administrative sources and modelling as no data was collected during this period.
- **2021** – The ONS were unable to restart interviewing at Eurotunnel (but continued at Eurostar) in Q4 2021 due to COVID-19 restrictions. The ONS has used passenger numbers to model the Eurotunnel data for this quarter. Data for those travelling via Dover was only collected from Q3 2021. In addition, no estimates are included for any travel across the Irish border. Please see [visitbritain.org](#) for more information.
- **January to June 2022** – The ONS were unable to restart interviewing at Eurotunnel (but continued at Eurostar) during this period due to COVID-19 restrictions. The ONS has used passenger numbers to model the Eurotunnel data for Q1-Q2 2022. The ONS restarted IPS interviews at all ports from July 2022. Please see [visitbritain.org](#) for more information.

Please refer to the [ONS website](#) for the official release and more information on IPS methodology and UK outbound travel and for Full Year 2022 details are on this [ONS page](#).

## Appendix

International Passenger Survey 2022

### USING AND INTERPRETING STATISTICAL DATA

Sources: Data is sourced from the Office for National Statistics' International Passenger Survey (IPS). Information about the survey can be found on the VisitBritain website [www.visitbritain.org](http://www.visitbritain.org) (Insights & Statistics section) or the Office for National Statistics website [www.statistics.gov.uk/hub/index.html](http://www.statistics.gov.uk/hub/index.html).

**Sample Sizes:** Some analysis within this report may be based on small sample sizes. Before using the data, it is important to recognise the limitations of using a small sample size. Further information, including methodology and sample sizes, can be found on the VisitBritain website [www.visitbritain.org](http://www.visitbritain.org) (Insights & Statistics section).

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