



## Country report – Sweden

International analysts expect global travel and tourism to increase annually by approximately 3 per cent up to 2030. Sweden, with its attractive destinations and facilities, as well as nature and culture, seems to have most of what both leisure and business travelers are likely to demand.

Tourism in Sweden is not considered a separate industry but is defined as one of the four major segments of the hospitality industry and measured on the basis of the tourist's/visitor's consumption.

### Key figures – tourism in Sweden 2018 compared to 2017

- SEK 337 billion in total consumption, up 6.0 per cent
- SEK 144 billion in export value (consumption by visitors from abroad), up 8.0 per cent
- SEK 193 billion, tourism consumption by Swedish households/leisure travelers in Sweden, up 5.0 per cent
- 172,000 average monthly covered employment, up 2.0 per cent
- 17.4 million nights spent in Sweden by foreign visitors, primarily from Germany, Norway, Denmark and USA, which is the fifth largest tourist market for our country.

Tourism accounted for 2.6 per cent of the Swedish economy in 2018. 3 000 new jobs were created in the tourism industry that year which resulted in the increase of employment by 32 per cent compared to the total increase of employment in the country by 19 per cent.

### 2019

Tourism in Sweden continues to grow even this year. During three summer months, June – August, the total amount of guest nights spent in Sweden was almost 30 million, an increase by 5 per cent compared to the same period last year.

#### Stockholm and Gothenburg - popular cruise destinations

Ports of Stockholm welcomed 281 cruise liners, 74 of those were turnarounds, with more than 656 000 passengers this year (compared to 268 cruise ships last year). The number of cruise passengers travelling via Ports of Stockholm is continually rising and has set a new record again 2019. The cruise passengers, the crews and the shipping companies spent in total SEK 870 million that also gave 1100 new jobs.

Most of the cruise passengers come to Sweden from Germany, USA and Great Britain. A typical visitor is 57 years old, travelling together with another person and spending SEK 760 (EUR 71) during the time spent in Stockholm. The turnaround passengers usually stay 1 or 2 days in Stockholm and spend in average SEK 2 700 (EUR 252) during their visit.

Gothenburg is developing rapidly as a cruise destination. This year 110, 000 cruise guests arrived to the city on 60 cruise ships.

Visby (on the island of Gotland) is experiencing a strong growth of the amount of cruise ships visiting its new harbor and even Härnösand in the North and Malmö in the South have received several cruise liners this year.

## **The Swedish Tourist Guide Association, SveGuide**

The latest Swedish AGM took place in Jönköping on March 30-31 this year in the city of Jönköping, where the local guide association took care of all arrangements. Our associations usually volunteer to organise AGMs and show their city or region to those members and delegates who arrive from other parts of the country.

At this AGM, a new board, including a new president and three new board members, was elected. We are today five members of the board, with our individual responsibilities working together towards a common goal – to make SveGuide attractive for new members and acknowledged as a strong unifying force for the tourist and nature guides in Sweden.

Today we are 14 local guide associations and 90 individual members, some of them even coming from Norway, altogether almost 400 qualified tourist guides. In the end of the last year, FSAG (Stockholm) decided to leave the Swedish association, while 15 FSAG members applied for individual membership in SveGuide.

Since June 2018, SveGuide has been developing criteria and rules for national certification of those who are attending different guide courses and individuals with professional experience in tourism who wish to become qualified guides. Interest for a proper guide education and authorisation has totally exploded in Sweden. Several schools and universities that were planning to administer guide education got in touch with us from the very beginning in order to get more knowledge about SveGuides criteria based on CEN 15565 and implement those in their study plans. This year five courses have been launched and successfully carried out in Gothenburg, Dalsland, Svinesund region (at the Swedish-Norwegian border), Gotland and Vadstena. Totally 76 guides successfully completed their studies, passed practical tests in guiding skills and hospitality and were welcomed as new SveGuide members.

For the third year in a row, Vadstena Community College has started a new guide course. Seventy applicants from all over the country had to compete with each other in order to be the one of the 20 chosen to start education in October. Another community college is preparing to start a guide course 2020. Another three courses have already started or will start 2020.

Continuing education is a very important part of our professional development. The SveGuide board administers at least one training class a year, normally during the weekend when we have AGM. Besides that, our local associations invite all the members to participate in their own training or volunteer to organize training for the whole association. Besides professional trainers and lecturers, we also engage our experienced colleagues. The latest example is from our weekend in Vadstena in October, where we attended three training classes - Voice care and body language, Storytelling and Guiding techniques, the latter given by our guide colleague.



*Our guide colleague Rune Lemon sharing his guiding experience with us in Vadstena*

During this year, we have also been working on advertising in social media, travel magazines and on our web site. After our latest AGM, we created a closed Facebook forum for members only, followed by an open Facebook page [www.facebook.com/sverigesguideforbund](http://www.facebook.com/sverigesguideforbund) and Instagram (@sverigesguideforbund).

Please follow us on Facebook and Instagram to exchange ideas and experiences.

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