

July 2020

ANTOR SWEDEN SWEDES AND TRAVEL POST COVID-19

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Background and method

Background and purpose

ANTOR Chapter Sweden is a voluntary Association of National Tourist Office Representatives, established for the exchange of the views on the matters of mutual concern and interests within the travel industry and to develop international tourism within the framework of Swedish law and custom.

The effects of the Coronavirus pandemic have meant a limitation of the freedom of movement, in particular restrictions of the opportunities to travel abroad. This report provides a deeper understanding of how the pandemic has affected Swedes' interest in traveling.

Interview period, data collection and target group

The survey was carried out during the period from 17-22 June 2020 via the Internet, on the basis of the YouGov Panel in Sweden. On June 17, 2020, which was the first day of the field period, The Swedish Ministry of Foreign Affairs decided to ease the travel restrictions to fifteen countries within the EU (including Monaco, San Marino and the Vatican City). However, travel restrictions continue to apply to all other countries.

The survey involved men and women in Sweden aged 18+ years. In total, 1023 interviews were conducted.



Key findings

Swedes and travel post Covid-19





Sample/target group
Men and women 18+



Method
Online interviews



No. of interviews
1023



Field period
17-06-2020 –
22-06-2020

Swedes and travel post Covid-19

- **Covid-19 concerns have altered travel decisions unlike any other recent global event.** Consequently, half of the Swedish population have changed their plans due to the pandemic. Moreover, only 4 out of 10 Swedes consider to travel abroad within one year time. A higher proportion of people living in larger cities consider traveling abroad again within a year compared to people living in other areas of the country.
- **Swedish travelers do not expect to venture quite as far for travel once the pandemic subsides.** Among the Swedish population that are planning to travel abroad at some stage in the future, the next travel destination will likely be within Europe. The majority (78%) believe that their next travel destination will be within Europe, among those, around 12% states that their next destination will be within the Nordic. Only a low percentage of Swedish travelers consider long haul destinations, such as the USA (5%) and Asia (8%).
- **Among those planning to travel in the near future, the most preferred type of transport is plane** (67%), followed by car (15%) and train (9%). A higher proportion of the younger population, between 18 and 29 years, prefer to travel by train.
- **Swedish travelers has a strong interest in beach holidays and prefer to travel independently when they start to travel again.** City breaks and culture destinations are also a top-three choice, while shopping and fitness holidays are not highly prioritized.

KEY FINDINGS



Sample/target group
Men and women 18+



Method
Online interviews



No. of interviews
1023



Field period
17-06-2020 –
22-06-2020

Swedes and travel post Covid-19

- **Hotel is, by far, the most popular type of accommodation among Swedish travelers.** On their next trip abroad, the majority (57%) of Swedish travelers say they will stay in a hotel, 9% say they will stay with family or friends, and 7% consider staying at a self-catering flat.
- **Looking at the travel companion, traveling with a partner* is most favored.** A larger extend of the younger population, between 18-29 years, plan to travel with friends, while “close family” is the most common travel companion among people between 40-49 years.
- **In general, Swedish travelers highly values hygiene and security for their next travel.** However, there exist demographics differences among the population; females tend to value all of the factors in the survey to a larger extent than males, a higher proportion of younger travelers (up to 49 years) values price and a higher proportion of older travelers (50+ years) values that the ticket/booking is rebookable and cancellable.
- **The results imply that people will be more cautious about traveling overseas in the future.** 4 out of 10 Swedes believe that that will be traveling less in the future while only 1 out of 20 believes that they will travel more. Swedes living in the larger cities appear to be slightly more skeptical of traveling in the future.
- **Concerns about catching the coronavirus during the travel top the list among the reasons for less traveling in the future.** People living in larger cities tend to be more worried about large crowds.

* Defined as partner/cohabitant/wife/husband

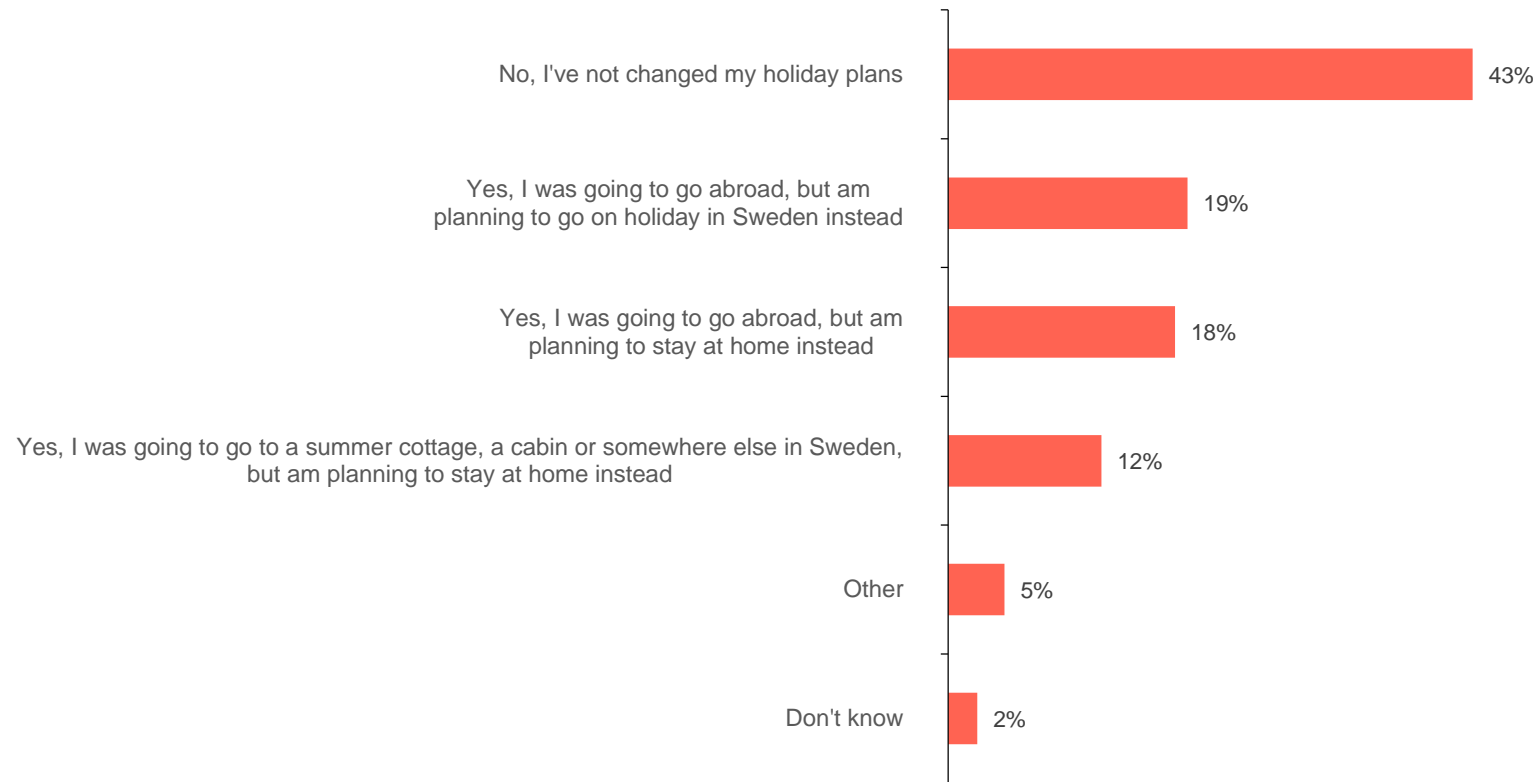
KEY FINDINGS

Results

Swedes and travel post
Covid-19

Change of summer holiday plans due to the coronavirus outbreak

Around half of Swedes states that they have changed their holiday plans due to the pandemic: almost 4 out of 10 Swedes has canceled trips abroad and are now planning to stay in Sweden, while around 1 out of 10 has canceled trips within Sweden. Nevertheless, more than 4 out of 10 have not changed any summer holiday plans. In general, a higher proportion of the people in the Stockholm region has changed their summer plan.



Have you changed or cancelled your summer holiday this year as a result of the coronavirus (covid-19) situation?

Base: All (1023)

Open ends – Changes in travel behaviour (1/2)

Question 1b. How, if at all, do you think you will change your travel behaviour as a result of the coronavirus (covid-19) situation?

Base: All (1022)



No change (163)

- *Förmodligen inget som förändras pga covid-19*
- *Inte alls*
- *Ändrar inte mitt resande.*



Less travelling (118)

- *Färre resor*
- *jag kommer att resa betydligt mindre än innan men kommer absolut inte sluta*
- *mindre resande mest nödvändiga*



Stay in Sweden/less trips abroad (117)

- *Bokar ingen utomlandsresa.*
- *Jag kommer att hålla mig i Sverige så länge situationen ser ut som den gör.*
- *Resa i Sverige istället för till medelhavet*



Stay home (92)

- *Blir hemma hela sommaren*
- *Hemester*
- *Jag stannar nog hemma tills allt är normalt igen*



No travelling (71)

- *Allt resande har upphört och kommer att fortsätta så.*
- *inte resa så länge covidsmittan finns*
- *Mitt resande är i stort sett inställt.*



Avoid public transports (67)

- *Avstå från att använda kollektiva färdmedel*
- *jag ska resa mycket mindre och helst med egen bil*
- *Mindre kollektivtrafik och mer bil. Inget flyg, inte utomlands.*



Yes/be careful (59)

- *Absolut*
- *Försiktigare det närmaste året*
- *mer noga med resmål*



Stay closer to home/day trips (56)

- *Bara förändring i år, resa hemmavid nära min region för att smidigt ta sig hem.*
- *Hålla mig mest hemma med dagsturer i omgivningarna*
- *Vi kommer att göra aktiviteter i vår närhet istället för att åka på längre turer som vi brukar göra.*

Open ends – Changes in travel behaviour (2/2)

Question 1b. How, if at all, do you think you will change your travel behaviour as a result of the coronavirus (covid-19) situation?

Base: All (1022)



Avoid gatherings/ popular spots (50)

- *Inte resa och träffa vänner. Inte resa till turistattraktioner.*
- *Jag kommer inte att vara på platser med mycket folk*
- *Reser med husbil. Reser i Sverige. Försöker stanna på mer undanskymda platser. Undviker restauranger och andra platser där fler människor samlas.*



Not my habit to travel/ travel abroad (46)

- *Brukar inte resa annars så blir ingen skillnad*
- *inte alls, brukar stanna hemma på sommaren*
- *Tror inte de kommer att förändra mitt resebeteende eftersom jag sällan reser*



Keep the distance (33)

- *distansering som vanligt*
- *Hålla avstånd och inte umgås med så mycket folk, leva så i vår sommarstuga*
- *Mer avståndstagande. Ha mer bacillskräck. Undvika folkmassor*



Postpone travelling this year (42)

- *Avvakta med utlandsresor i vinter*
- *En resa är skjuten på, en annan kommer sannolikt bli av - båDa avser Europa*
- *jag väntar på svarom jag kan resa till mexiko i november*



Depends on restrictions (33)

- *beror på div inreseförbud*
- *Går inte att resa någonstans eftersom svenskar inte är välkomna.*
- *kommer att resa som tidigare omkring oktober under föutsättning att inga restriktioner kommer.*



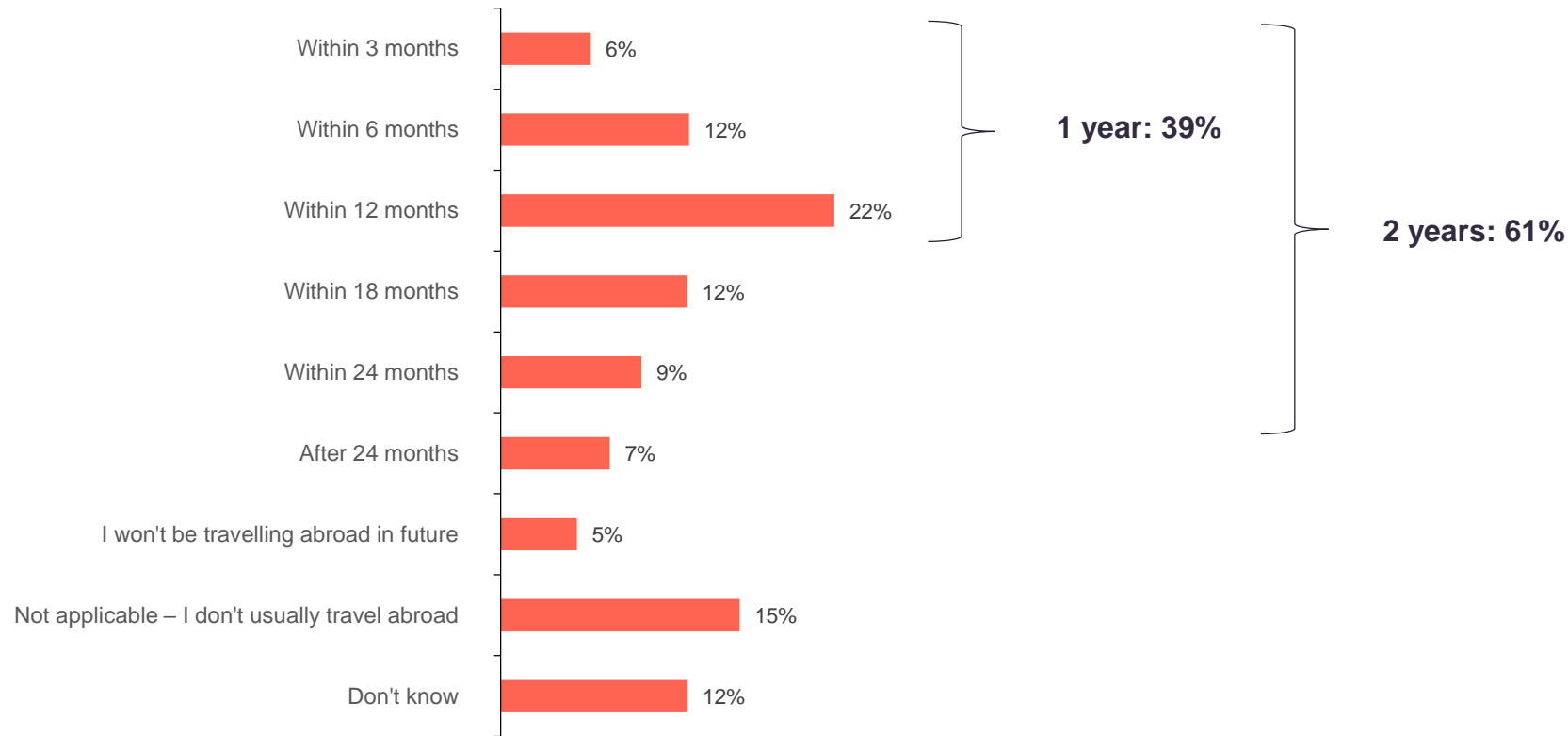
Camping/nature/summer house (37)

- *Har avbokat vår årliga Skåneresa i juli och hoppas kunna åka i augusti istället. Har istället hyrt stuga i regionen i juli.*
- *Jag reser inte till platser i sommar där jag vet att det förekommer mycket folk, utan jag åker till Lappland med tält*
- *Om det inte alls går att resa då stannar vi på sommarstället*

Don't know: 68

When will Swedes start to travel again?

4 out of 10 Swedes consider to travel abroad again within a year, in addition, 6 out of 10 consider to travel abroad again within two years. Only about 1 out of 20 Swedes think that they will travel abroad in the next 3 months. Swedes living in larger cities consider to travel abroad again within a year to a larger extent (49%) compared to Swedes living in other areas (33%).

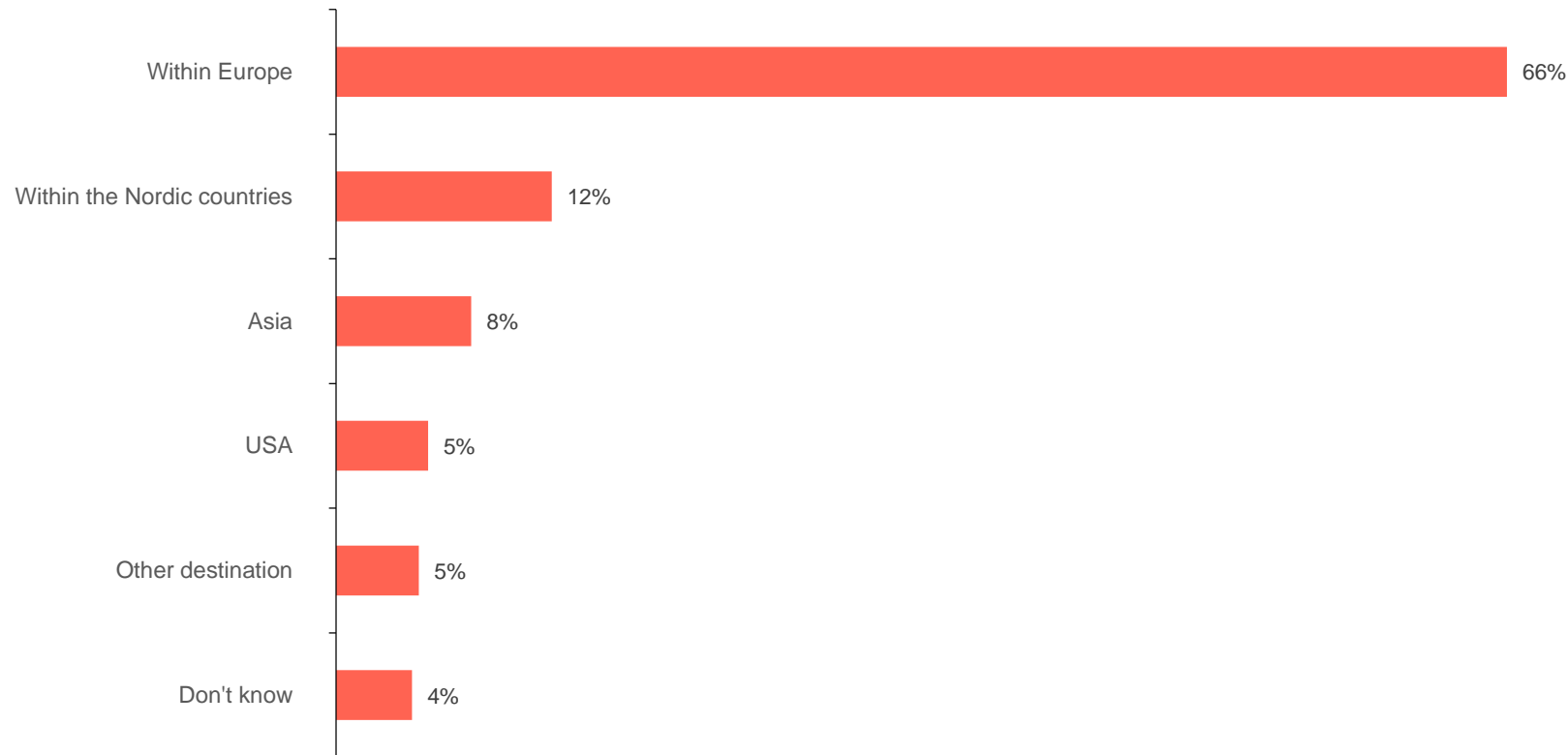


When do you think you will start travelling abroad again?

Base: All (1023)

Location of the next travel destination

Among the Swedish population that are planning to travel abroad at some stage in the future, the next travel destination will likely be within Europe. Approximately 8 out of 10 believe their the next travel destination will be within Europe, among those, around 12% states that their next destination will be within the Nordic.

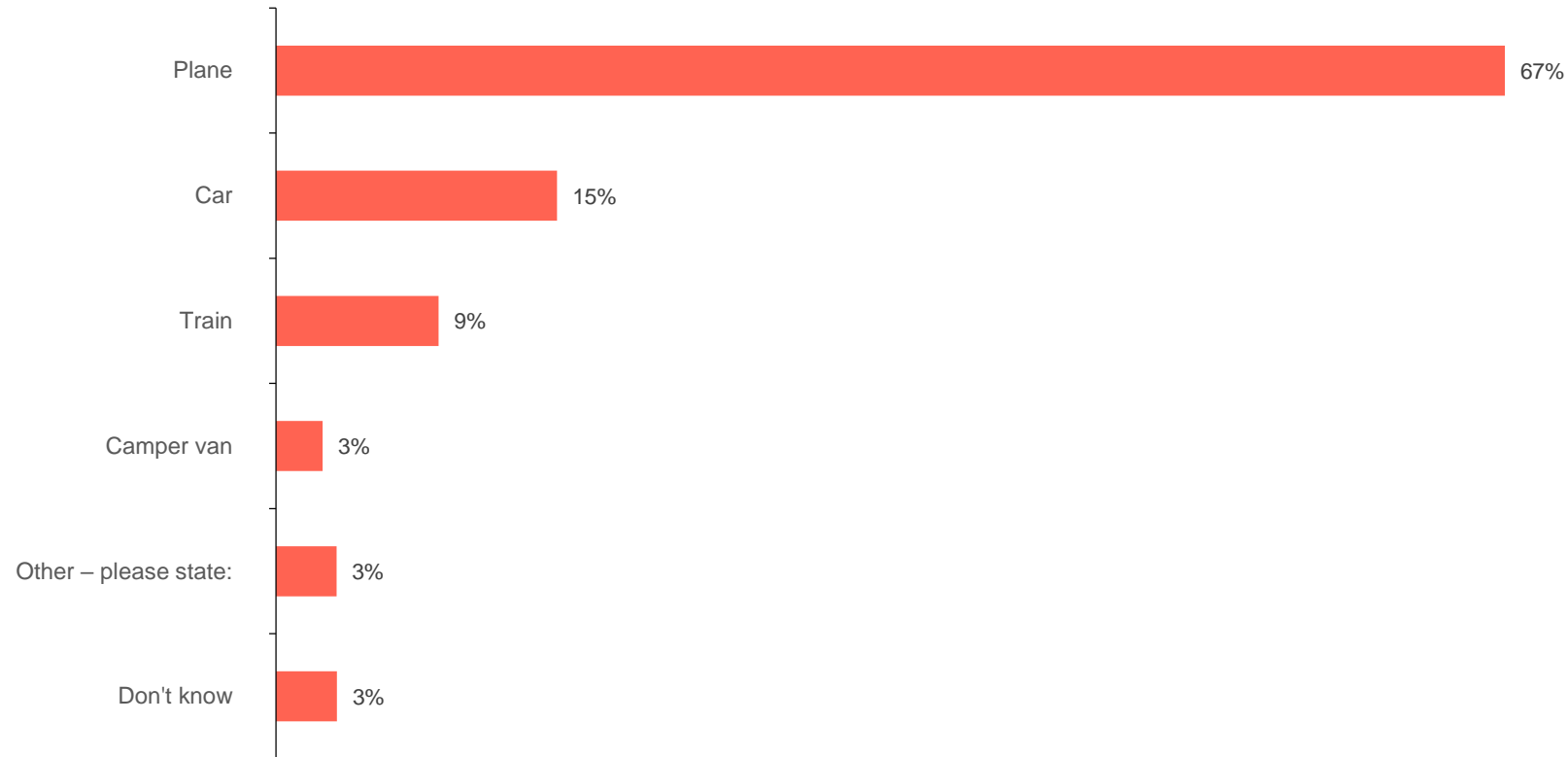


To which of the following destinations do you think your next foreign trip will be when travel is possible again?

Base: Planning to travel abroad at some stage in the future (692)

Preferred type of transport

Among the Swedish population that is planning to travel abroad at some stage in the future, the most preferred type of transport is by plane. A higher proportion of the younger population, between 18 and 29 years, prefer to travel by train.

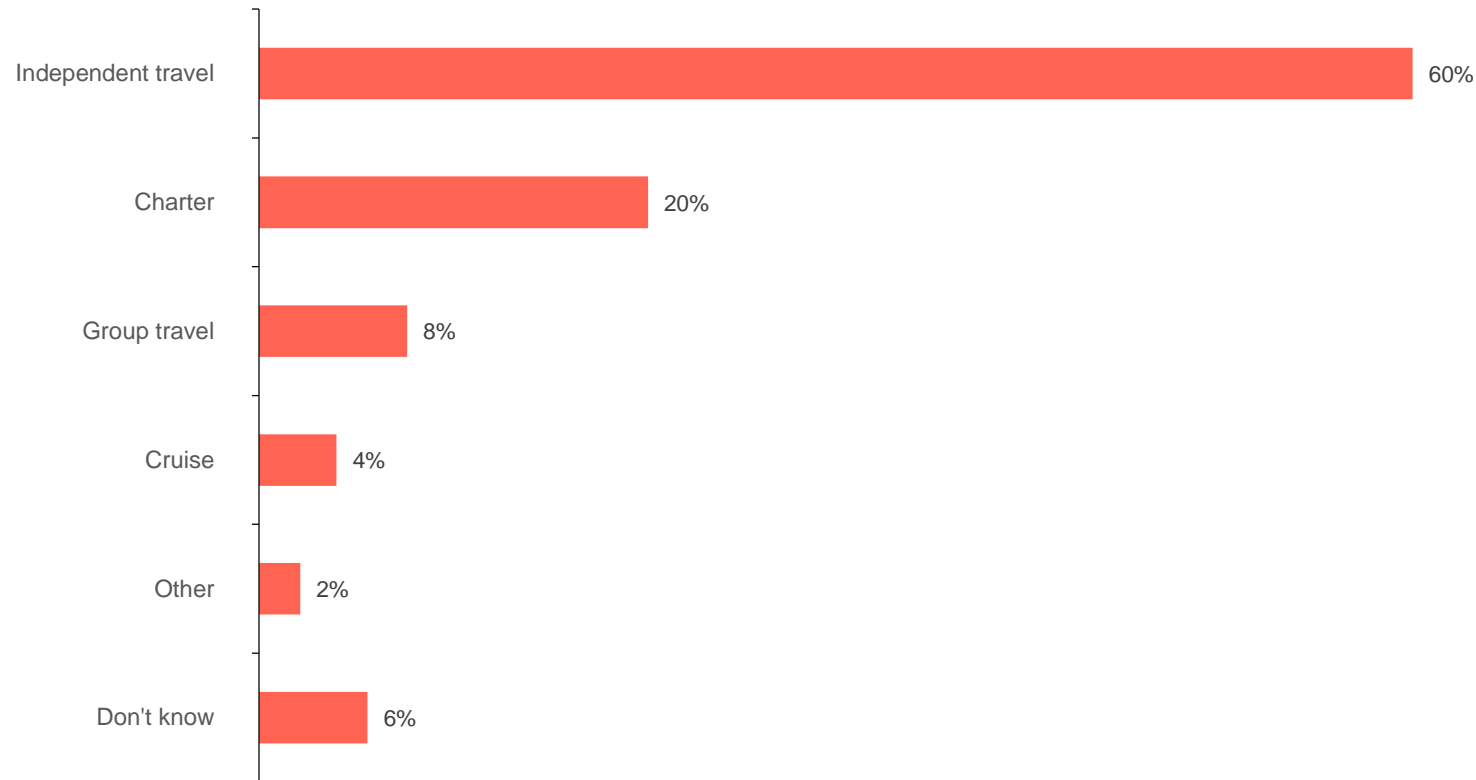


Which of the following modes of travel do you think you will prefer when travel abroad is possible again?

Base: Planning to travel abroad at some stage in the future (692)

Preferred type of holiday (1/2)

6 out of 10 Swedish travelers prefer to travel independently and an additional 2 out of 10 prefer charter vacation. Among the Swedish travelers, only a very low share indicated that they are likely to take a group travel (8%) or a cruise vacation (4%).

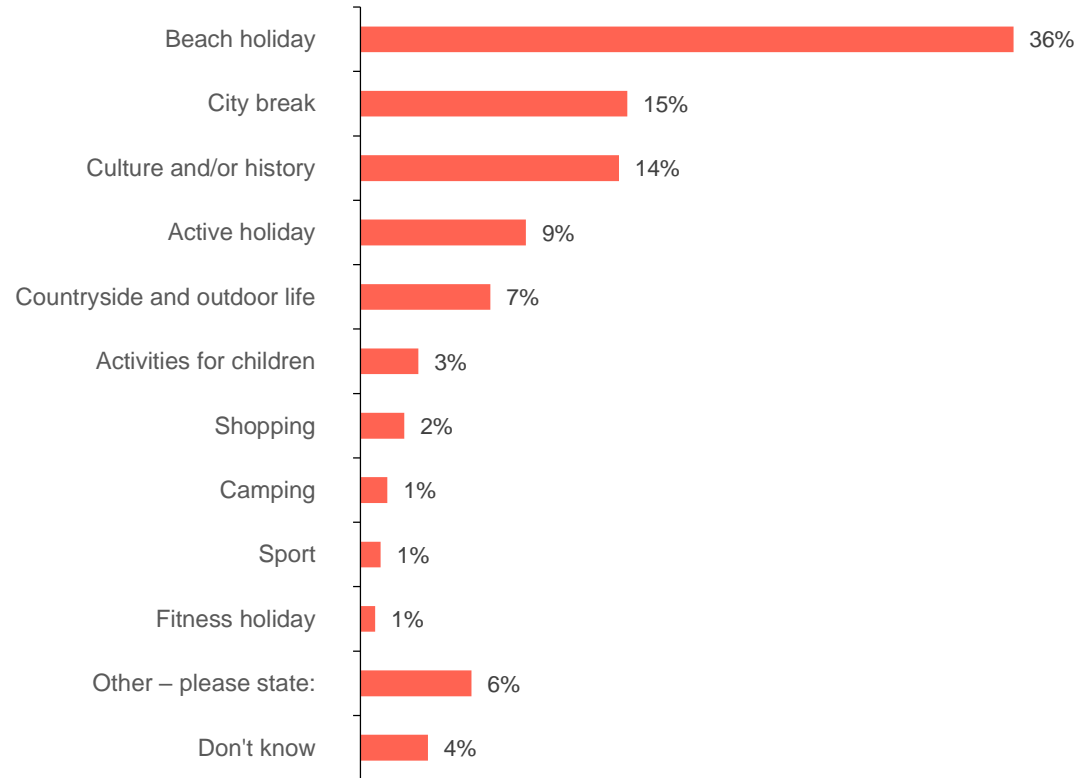


What will be your preferred type of holiday when travel abroad is possible again?

Base: Planning to travel abroad at some stage in the future (692)

Preferred type of holiday (2/2)

When Swedish travelers are asked about the preferred type of holiday for their next trip, beach holidays top the list. City breaks and cultural holidays is also a top-three choice, with only a very low share preferring shopping and fitness holidays.

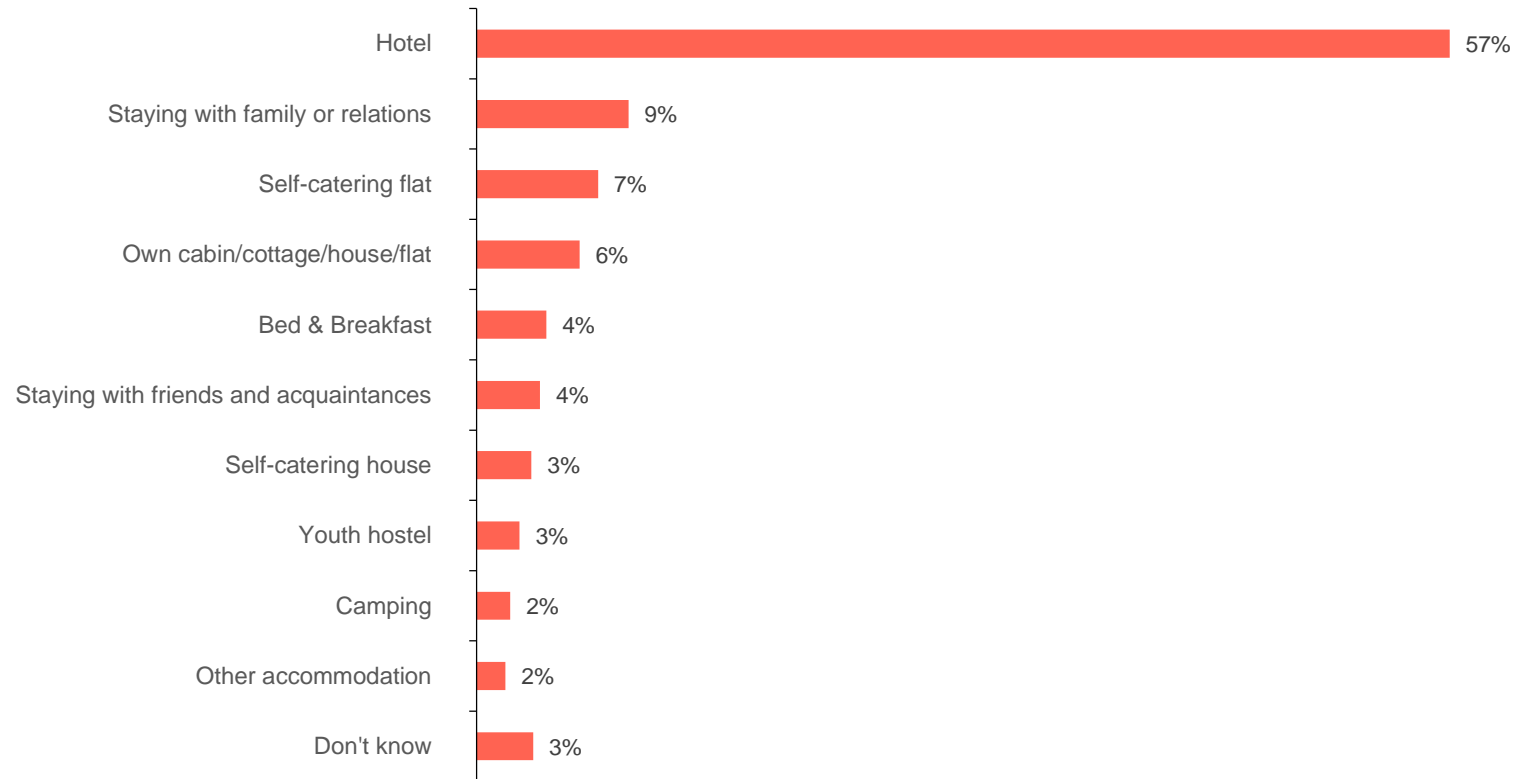


Thinking about the next time you book a trip abroad, what type of holiday will you ideally be looking for?

Base: Planning to travel abroad at some stage in the future (692)

Preferred type of accommodation

A majority of Swedish travelers consider staying at a hotel for their next trip abroad. Nearly 6 out of 10 Swedes will choose to stay at a hotel for their next trip, which is, by far, the most popular accommodation.

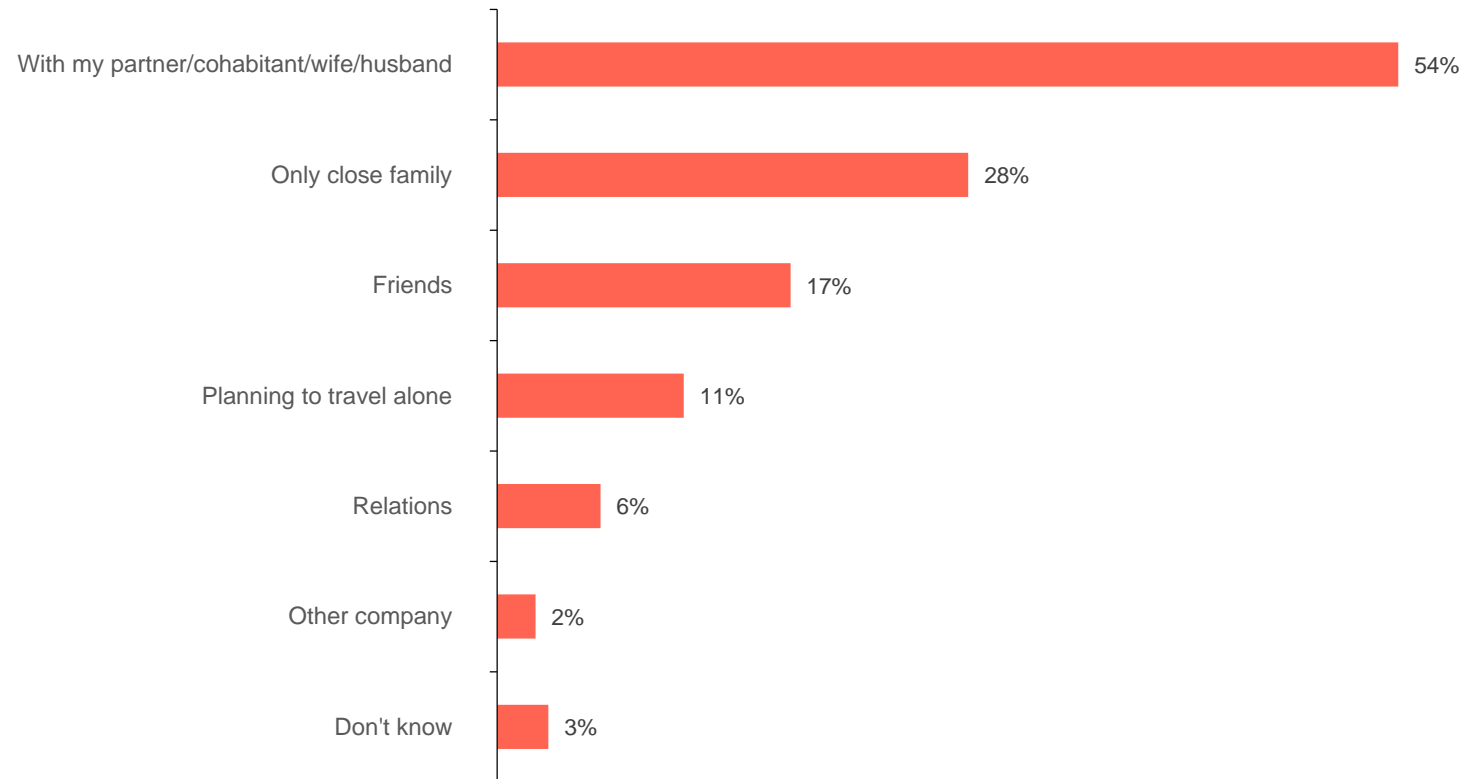


Thinking about the next time you book a trip abroad, what type of accommodation will you ideally be looking for?

Base: Planning to travel abroad at some stage in the future (692)

Travel companion

When people start to travel again, partner/cohabitant/wife/husband is the most common traveling companion. A larger extend of the younger population, between 18-29 years, plan to travel with friends while “close family” is the most common travel companion among people between 40-49 years.

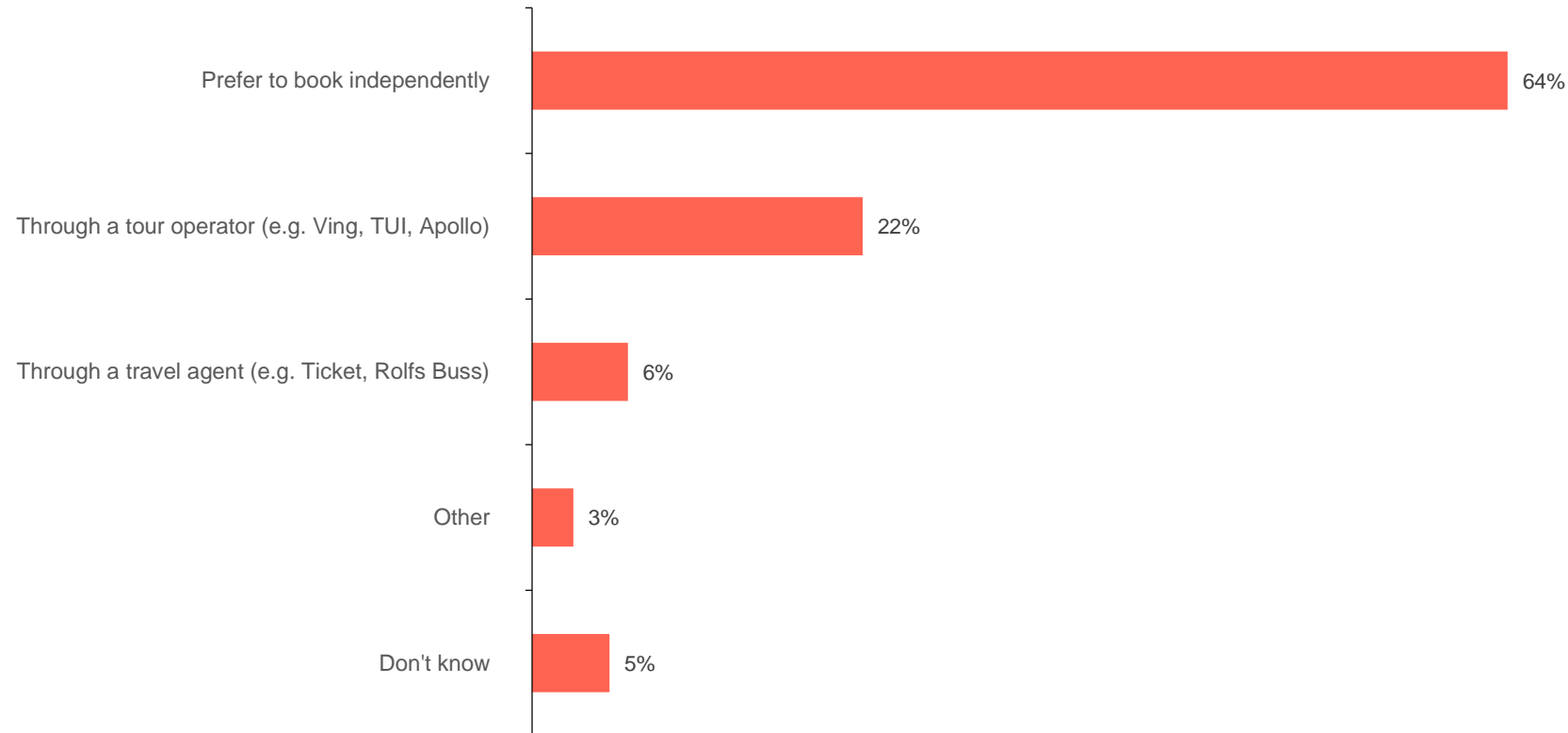


Who are you planning to go abroad with when travel is possible again? Several answers possible.

Base: Planning to travel abroad at some stage in the future (692)

Travel booking methods

More than 6 out of 10 of Swedish travelers states that they will consider booking their next holiday independently, while nearly 1 out 4 consider booking through a tour operator. Only a low share of the population consider booking their next holiday though a travel agent.

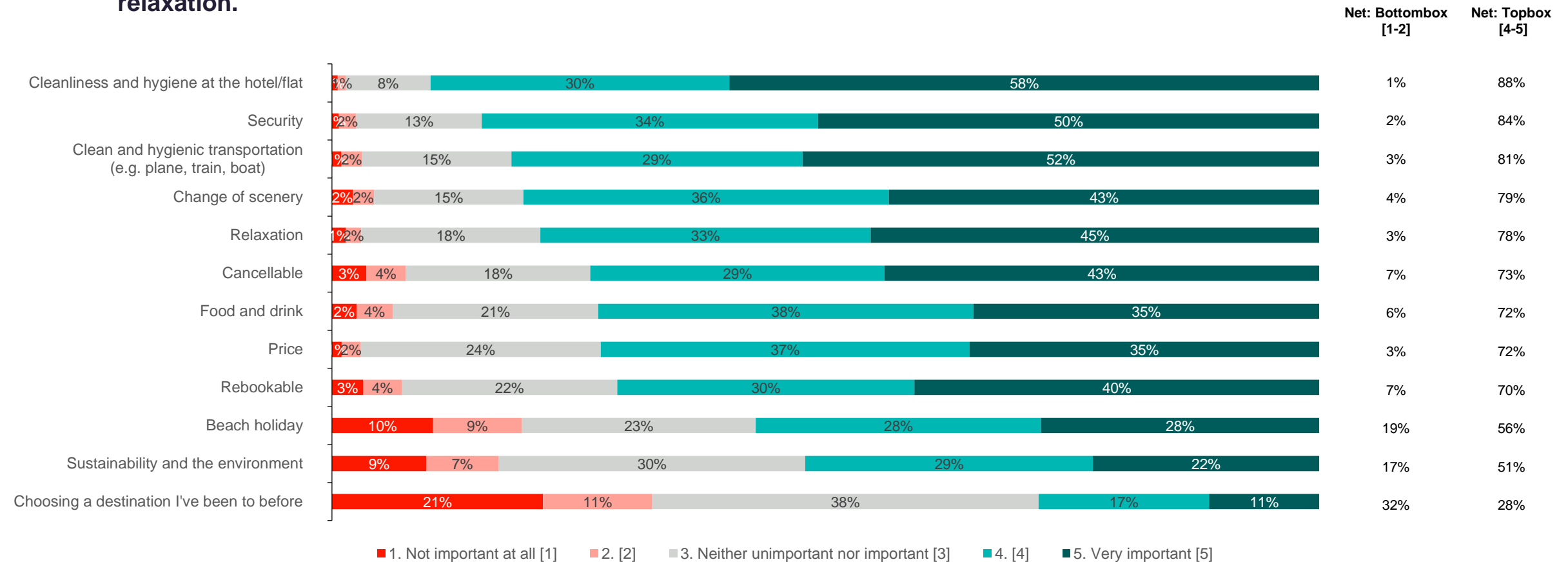


How do you think you will book your next holiday abroad when travel is possible again?

Base: Planning to travel abroad at some stage in the future (692)

Important factors when resuming travel

When traveling again, the most important factor for Swedes are the hygiene at the accommodation and transportation along with the security. Two additional factors that are important for the Swedish travelers are the change of scenery and relaxation.

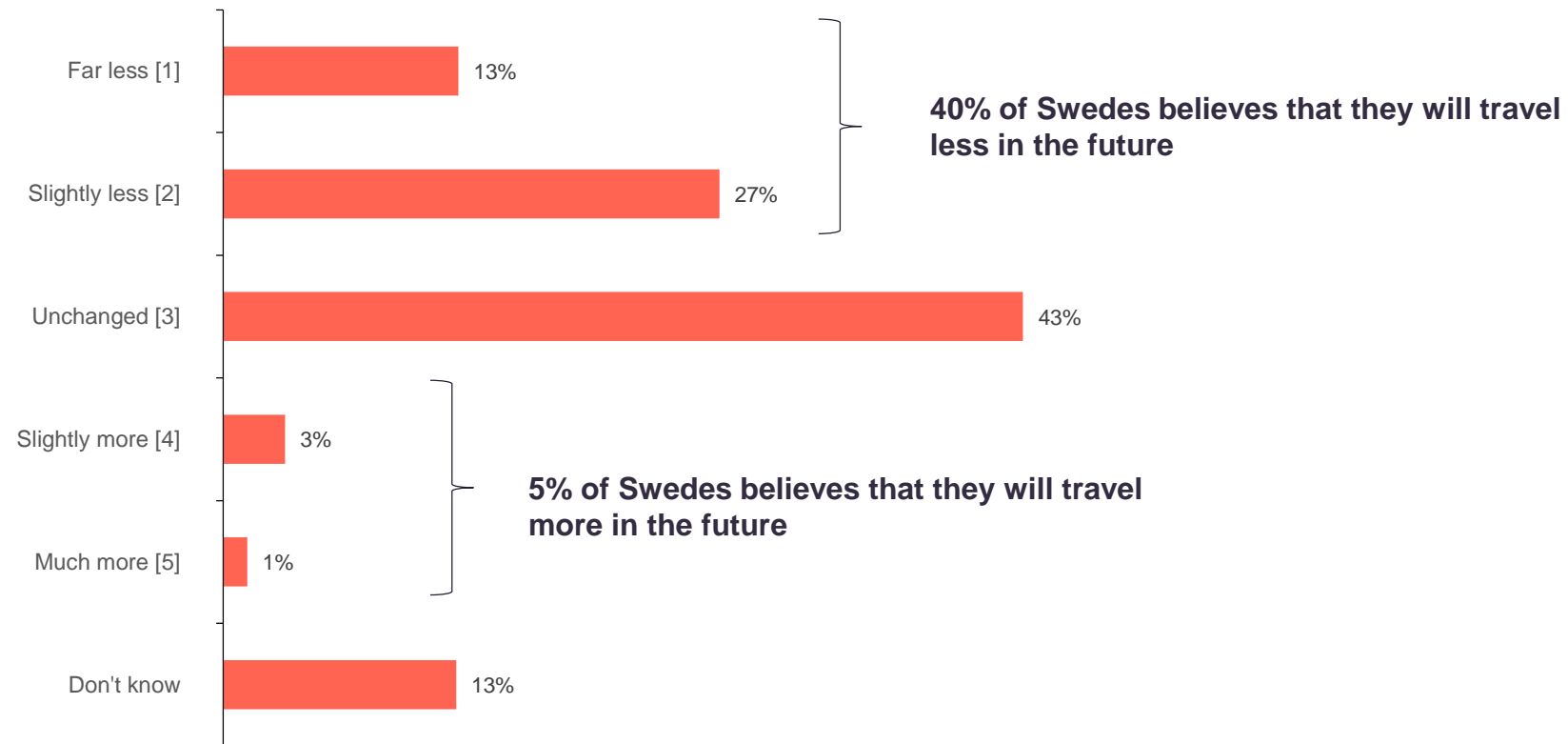


What do you think will be important to you when it's possible to travel again?

Base: Planning to travel abroad at some stage in the future (692)

The impact of the coronavirus outbreak on future travel behavior

The results imply that people will be more cautious about traveling overseas in the future. 4 out of 10 Swedes believe that that will be traveling less in the future while only 1 out of 20 believes that they will travel more. Swedes living in the larger cities appear to be slightly more skeptical of traveling in the future.

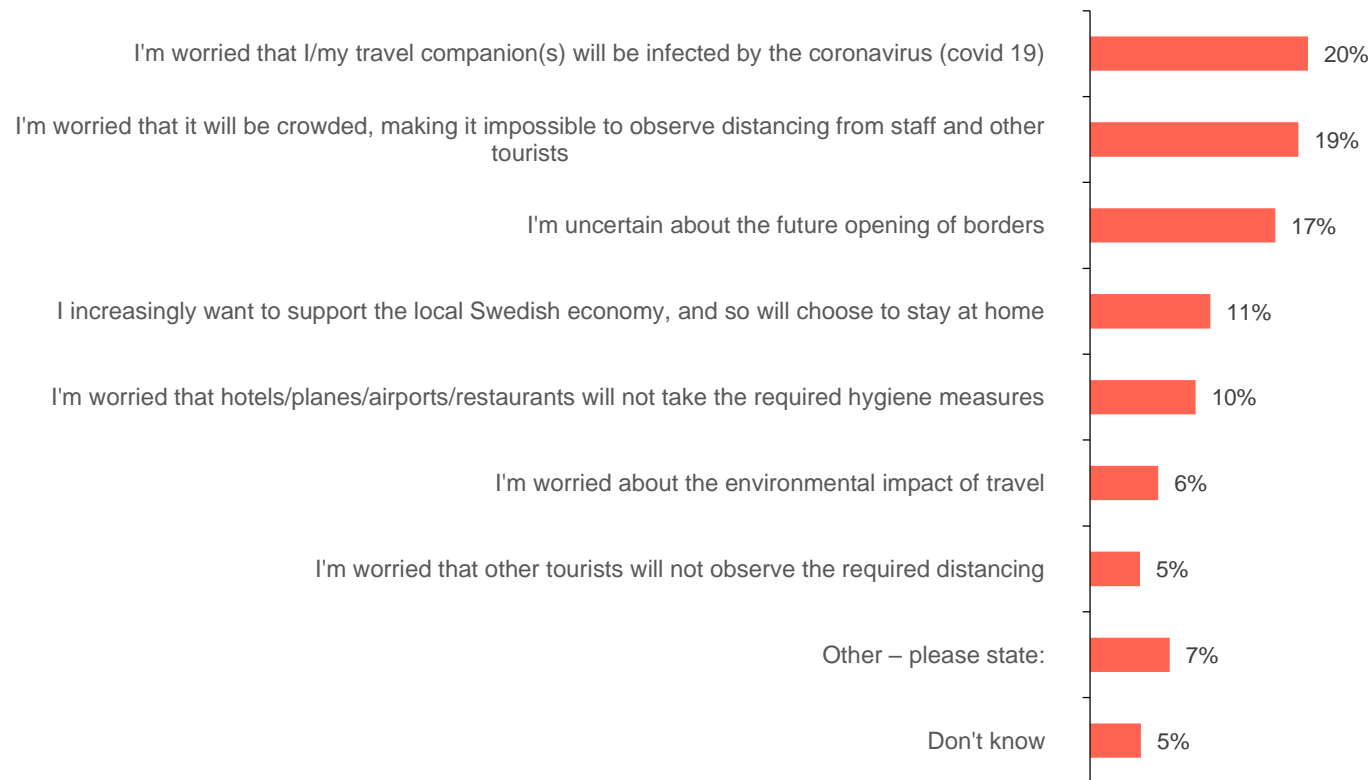


How do you think your travel abroad will change in future, compared with how it was before, i.e. before the coronavirus (covid-19) outbreak?

Base: All (1023)

Reasons not to travel abroad

Concerns about catching the coronavirus during the travel top the list among the reasons for less traveling in the future. A higher proportion of men mention uncertainty about the future opening of borders as a reason not to travel abroad. Furthermore, people living in smaller cities and the rural areas mention that they want to support the local Swedish economy to a larger extend, while people living in the larger cities tend to be worried about large crowds.



What's the main reason why you will travel abroad less than before?

Base: Will travel abroad less than before (404)

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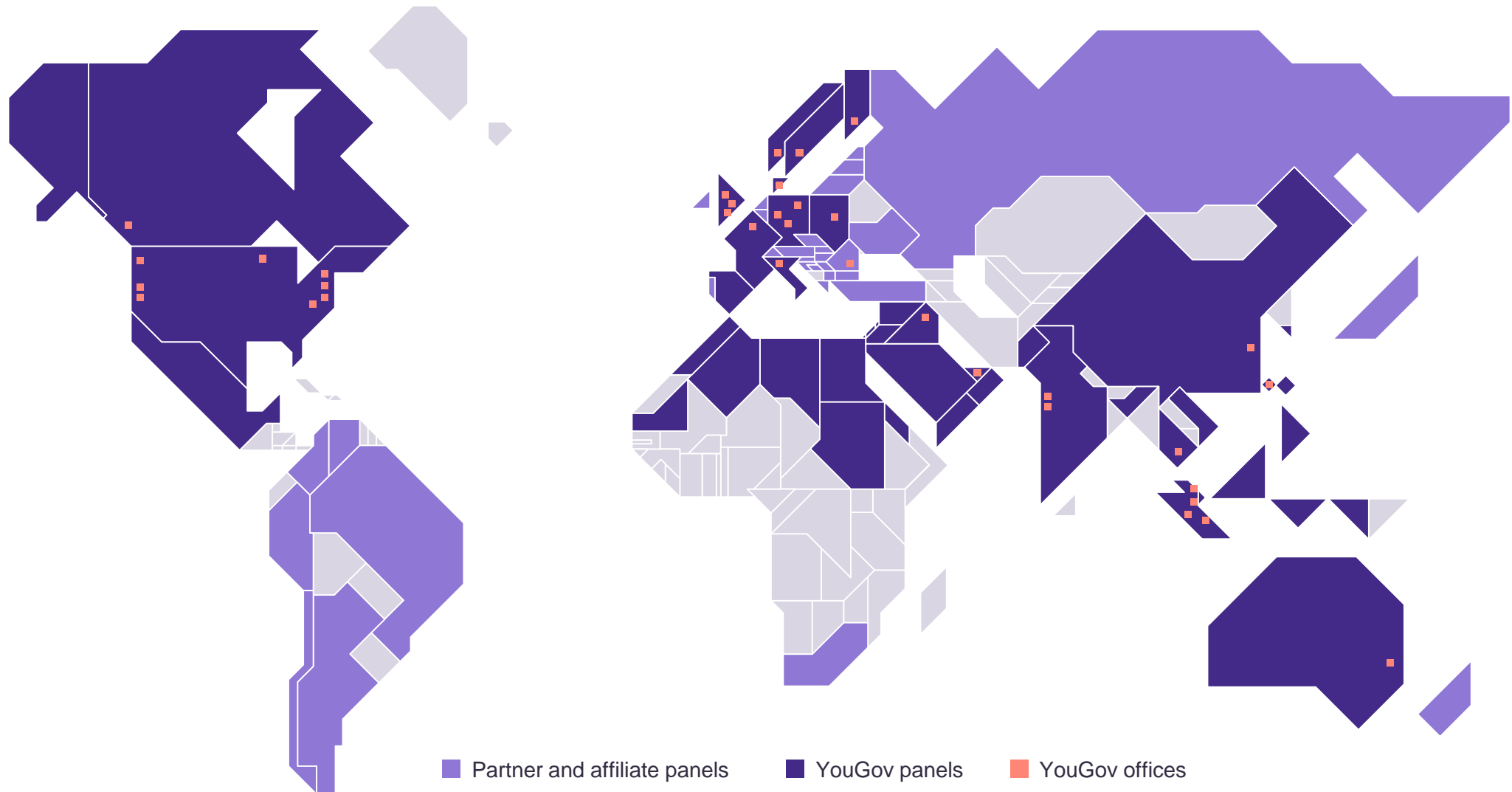
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About

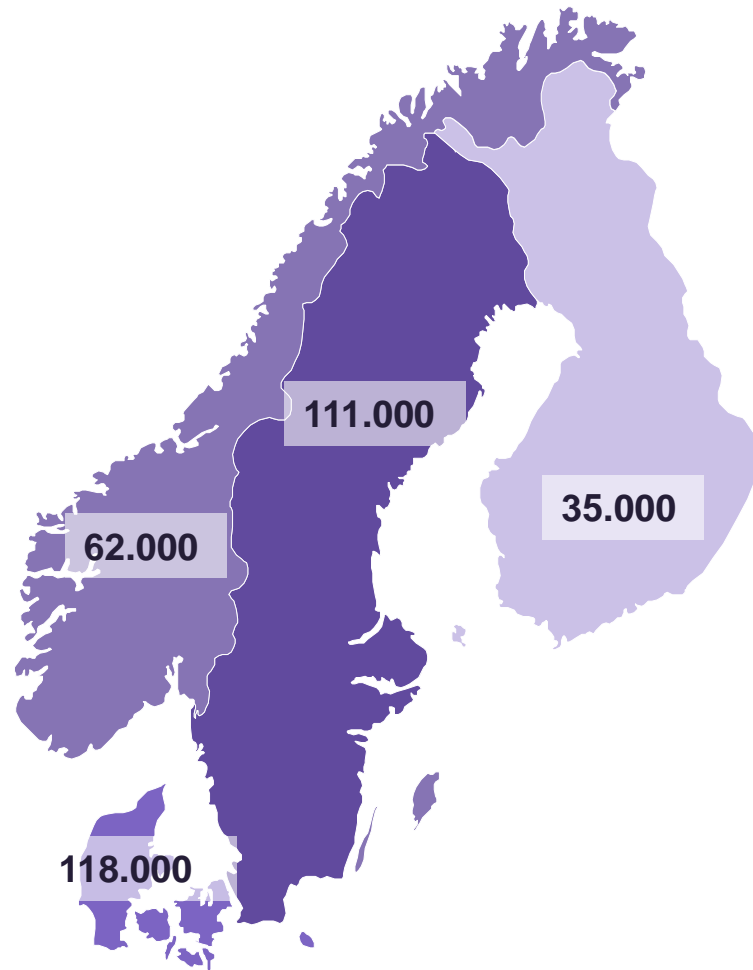


YouGov[®]

We collect information from over 8 million people across 42 countries around the world



We have the largest consumer panel in the Nordics



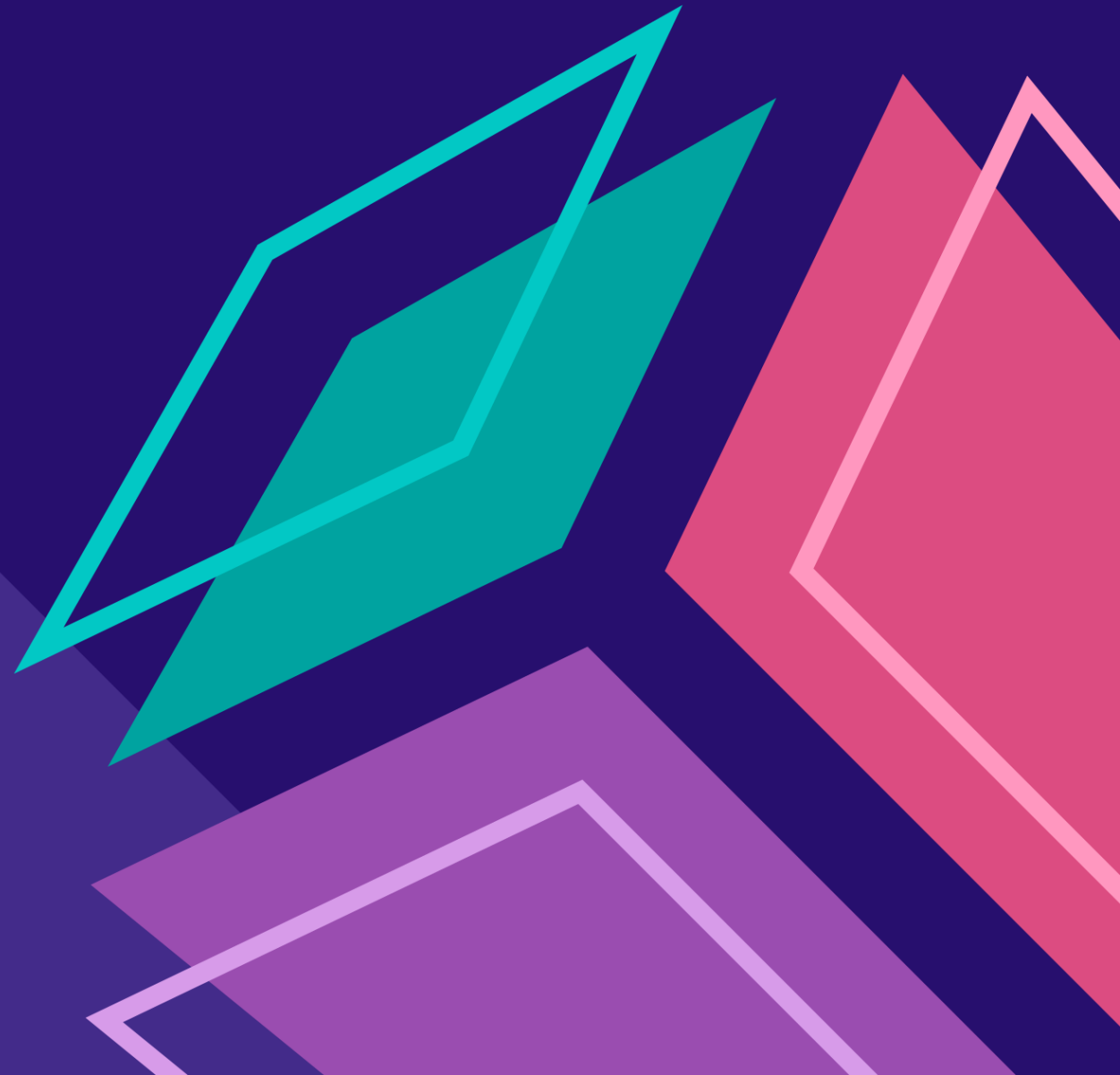
Our Nordic panel consists of 325.000 people and broadly reflects the population in each country.

We have a strong focus on achieving high validity in our panel. We do this by recruiting through many different channels and by continuously performing quality controls.

Thank you for your attention!

**The best panel,
the best data,
the best tools**

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Appendix

Open ends

Question 4. Which of the following modes of travel do you think you will prefer when travel abroad is possible? – Other

Base: Planning to travel at a later date (24)



- *Beror ju helt på vart resan går. Svårt åka tåg till Island t.ex.*
- *Beror precis på vart jag skall.*
- *Bil+ Husvagn*
- *buss*
- *Båt (11)*
- *Båt till Finland*
- *Cykel - om det valet fanns*
- *Fartyg (2)*
- *Färja (2)*
- *Mc*
- *Samåkning*
- *Segelbåt*

Open ends

Question 7. Thinking about the next time you book a trip abroad, what type of holiday will you ideally be looking for? – Other

Base: Planning to travel at a later date (45)



Visit family/friends (18)

- *Besöka mina barn*
- *Hälsa på mitt barnbarn som föddes mitt under Corona och som jag aldrig träffat*
- *Släktbesök*



Relaxation/beach (7)

- *Bara att kunna koppla av och umgås med min man*
- *Bara njuta*
- *Resa FRÅN. trista november och bara vara i värmen*



Roadtrip (7)

- *Bilresa i Europa*
- *Roadtrip*
- *Rundresa på kontinent*



Sightseeing (4)

- *Besök hos familj, annars upptäcksresa*
- *komma ifrån sverige*
- *Möten med människor, sol, natur, kultur*



Cruise (4)

- *Hurtigrutten*
- *Kryssning*
- *Mc resa, eller båt kryssning*



Sports activities (2)

- *golf*
- *Skidor*



City/shopping (2)

- *Kombination sol/bad, historia/kultur, storstad dvs vårt hus i Spanien*
- *Shopping*



Foodie (2)

- *Mat*
- *Promenad, mat*



Study (2)

- *Språkresa*
- *Studera*

Examples of open answers (All answers in a separate Excel-file)
Headlines constitute 3% or more of the base

Don't know: 0

Open ends

Question 12. What's the main reason why you will travel abroad less than before? – Other

Base: Will travel abroad less than before (30)



- *Coronafritt*
- *Det kommer att bli krångligare och mer tidskrävande att resa*
- *Det kommer att kosta mer.*
- *Det kommer bli dyrare*
- *Dyrare resa*
- *Ekonomi*
- *Ekonomiskt*
- *Ekonomiskt*
- *Flera orsaker*
- *flera tillämpliga orsaker*



- *Flygrädd*
- *Färre möjligheter (flyg) och färre möjliga resmål*
- *Har aldrig rest utomlands*
- *Inte orolig*
- *Jag har bytt arbetsgivare och har inga tjänsteresor*
- *Jag har åldern emot mig*
- *Kombination av miljötänk, osäkert att bli (svårt) sjuk utomlands samt känner osäkerhet ang. vissa statsledare och deras bristande empati.*
- *Miljö och Covid-19*
- *min ekonomi*



- *min ekonomi försämrades samt hälsan*
- *Minskat behov och intresse*
- *Orolig för sjukvård utomlands.*
- *Osäker vård*
- *Pengabrist*
- *Priserna kommer höjas.*
- *Reser inte utomlands*
- *Sjukdom*
- *tappat lusten att resa, skönt att vara hemma/på landstället*
- *Terrorism från främst muslimer*
- *Ålder*