

Tourists flooding into Stockholm for shopping

Written by Johan Nylander

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The Euro Zone crisis and this year's dreary weather haven't stopped tourists flocking to Stockholm in record numbers.

In fact, overnight stays in the Swedish capital are up six percent in the first six months of this year compared to last year, with 4.8 million recorded by the Stockholm Visitors Board.

During the last ten years, the number of foreign tourists to Stockholm has doubled and the city is aiming for another 50 percent increase on top of that by 2020.

The CEO of Stockholm Visitors Board, Peter Lindqvist, said that tourism in Stockholm has grown far more quickly than in most other European cities.

"Stockholm is frequently being recommended as a good tourist destination by people who have visited the city," he told The Swedish Wire, "We enjoy a very high degree of satisfaction from our guests."

Over the past decade, Stockholm has been promoted as an attractive weekend destination for couples looking for good shopping, fresh air, high-quality culture and top restaurants.

"The city also offers a good selection of hotels, ranging from five-star hotels to comfortable youth hostels," Lindqvist said. "There are also plenty of low-cost direct flights from a large number of international destinations."

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The bulk of international visitors to Stockholm come from countries like Germany, the UK, Norway, Italy and the US. However, the amount of visitors from Russia and Asia are starting to grow too.

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