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Travel and Tourism - Sweden

“Visit Sweden and its partners work hard to successfully showcase Sweden as a wildly beautiful country with a rich cultural heritage, and as a place of seemingly endless possibilities. Swedish super brands (like IKEA) and the dramatisation of popular Swedish fiction, meanwhile, give the country a bigger platform from which ...

Travel and Tourism - Netherlands

“Tourism to the Netherlands is rapidly expanding, fuelled by the rise in city breaks and low-cost carriers (LCCs). Centred around the capital, Amsterdam, and the coast, the future challenge is destination management in the event of overtourism. However, the sophisticated national tourism board’s egalitarian vision is to use tourism to ...

Travel and Tourism - Iceland

“The low value of the Iceland Krona has helped to boost the export sector (ie making Iceland’s goods and services cheaper than before). The travel industry has been part of that bonanza, resulting in a rise in tourism revenues and an increased share of Iceland’s exports – from 26.4 ...

Travel and Tourism - Norway

“In 2018, Norway experienced what Statistics Norway describes as the ‘fifth record-breaking year in a row.’ Some 33.8 million guests (domestic and international) registered at tourist accommodations (including campsites and holiday homes) – a 1.5% increase over 2017.”

– Jessica Kelly, Senior Tourism Analyst

Travel and Tourism - Finland

“Located in a remote corner of Northern Europe and with around one third of its landmass situated in the Arctic Circle, Finland offers exceptional outdoor adventures and natural attractions that include extensive taiga forest, islands and coastline, and thousands of lakes, gouged out by the retreating ice during the Ice ...

Travel and Tourism - Denmark

“Often referred to as the ‘Happiest Country in the World’, Denmark has been quietly acquiring a reputation as a must-visit destination over the past few years. Internationally acclaimed as predominantly car free and bike friendly, Copenhagen’s status as capital of ‘hygge’ (loosely translated as ‘cosiness’) has contributed to the city ...