



# A Brief Look at Nordic Travellers in 2024

A photograph of two hikers with backpacks and a dog walking on a mountain trail. The hiker in the foreground is a woman with a black backpack, and the hiker in the background is a person with a yellow backpack. A brown dog is walking between them. The trail is a dirt path through a grassy, rocky mountain landscape. The background shows a steep, rocky mountain slope with some green vegetation and a small stream or waterfall. The sky is not visible.

# The Wanderlust of the Nordic travellers 2024

The travel and tourism industry has been through a variety of changes in tendencies and preferences within recent years after COVID disrupted the market and turned things upside down. Post-pandemic tendencies are slowly loosening their grip and COVID has disappeared from the consciousness of the Nordic travellers and we are entering a new equilibrium. This is also evident when we dive into the desired future travel destinations of Nordic travellers.

**The Nordic travellers' urge to travel remains.** A strong appetite for exploration and the urge to venture out and experience the world continue to influence Nordic travellers. This wanderlust shows no sign of waning, making it a prime time to understand where this urge might lead them. What destinations do they long after and what has changed?

The wanderlust of Nordic travellers is indisputable, making the **Nordics an attractive market worth understanding and engaging.**

**Wanderlust:** noun. An impulse, longing, or urge to wander or travel.

# The Nordic Travel Market: Wanderlust

To keep track of the Nordic travellers, we conduct a study biannually, which helps us discover changing patterns and expectations. The study covers topics such as travel inspiration, booking methods, travel modes, accommodation choices, destination preferences, and travel experiences.

The study reveals key trends and some of the changing demands of travellers depicting potential opportunities of the market and challenges of the industry.

**The following pages will provide a summary of the main insights related to Nordic travellers' favourite future travel destinations.**



# What destinations do the Nordic Travellers intend to visit within the next 3 years?

Nordic travellers have a great desire to travel and are experienced in doing so. Our data tells us that this urge will not lessen in the immediate future and their high travel activities are likely to continue.

Our data from previous years indicate, that destinations Nordic travellers intend to visit in the near future are highly influenced by world events. The pandemic had an evident effect on desired travel destinations, where nearby and perceived safe destinations were preferred. Likewise, the Olympic Games made France perform significantly well in 2024.

| Rank | Destinations August 2022 | Destinations August 2024 | Change |
|------|--------------------------|--------------------------|--------|
| 1    | Italy                    | Italy                    | 0      |
| 2    | Spain                    | Scotland                 | +2     |
| 3    | Iceland                  | Greece                   | +5     |
| 4    | Scotland                 | United Kingdom           | +2     |
| 5    | Portugal                 | Iceland                  | -2     |
| 6    | United Kingdom           | Spain                    | -4     |
| 7    | Germany                  | France                   | +6     |
| 8    | Greece                   | Portugal                 | -3     |
| 9    | Netherlands              | Croatia                  | +6     |
| 10   | Ireland                  | Germany                  | -3     |

# The most popular travel destinations Nordic travellers intend to visit within the next 3 years are all European destinations

This indicates that European destinations are favoured over destinations further away. The list includes destinations renowned for good food experiences, breathtaking nature and outdoor experiences, or sun and beach vacations – all key drivers that trigger the wanderlust of Nordic travellers. **Special interests and experiences guide their destination choices, underlining the importance of understanding not just where they wish to visit but also what drives them (the why).**

The high jumpers on the list within the last couple of years are Greece, Croatia, and France. **Greece is now 3rd on the list of destinations moving up from 8th. There might be several reasons behind this, e.g., Greece has seen heavy investments in the hotel sector, making the product more desirable.** Furthermore, several Spanish destinations have experienced demonstrations against mass tourism, which might have paved the way for Greece. We note that Croatia has moved from 15th to 9th place of travel destinations the Nordic travellers intend to visit within the next 3 years. This could be because Croatia is a somewhat new destination in the minds of Nordic travellers, and thus perceived as an authentic destination to visit. As previously mentioned, France has moved from 13th to 7th place on the list most likely explained by the increased attention given to France during the Olympic Games.





# Nordic travellers: Wandering beyond Europe 2024

Nordic travellers have a preference for travelling within Europe, but luckily, they are also keen travellers outside of the continent. Our data shows that nearly half plan a longer trip outside of Europe next year.

## Top 10 destinations outside of Europe

1. Japan
2. The United States of America
3. Maldives
4. Thailand
5. Australia
6. Canada
7. Dubai
8. Egypt
9. New Zealand
10. Brazil

## Japan has experienced an uprise in popularity over the last years and performs better than many European countries

Japan has jumped from 32nd to the 17th place on the overall ranking list from 2022 to 2024. Japan is the country outside of Europe most Nordic travellers intend to visit within the next 3 years – and with good reason. 96.9% of Nordic visitors that have already visited Japan report they had a great experience.

The USA has likewise experienced an increased interest from Nordic travellers from 2022 to 2024. The presidential election in the fall of 2024 could be an explanation for the increased interest recorded this quarter. However, our data show that the intend to visit the USA within a short timeframe has gone up and down within this period.

The third most popular travel destination outside of Europe is the Maldives, which has experienced a significant change in ranking on the list of travel destinations the Nordic travellers intend to visit within the next 3 years. The Maldives has moved from a rank of 72nd to 21st from 2022 to 2024 and similarly to the Japanese, 96.0% of the Nordic travellers report that they had a great experience. The uprise in popularity could be explained by the perception of the Maldives as an authentic and exotic destination with perfect year-round weather catering the Nordic travellers that long for beautiful white beaches any time of the year.



# Methods

In this study, we employed a cross-sectional survey to collect quantitative data.

The survey was conducted among an international panel of consumers from Denmark, Sweden, Norway, and Finland. The panel consists of more than 200,000 randomly selected individuals. Data collection was conducted via a self-administered online questionnaire.

All individuals aged 18 or above were eligible to participate.

Data collection was conducted in Q3, 2024.

Data has been weighted by gender, age, and geography to ensure that the sample's composition mathematically matches the distribution found in the respective populations.

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