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**ROYAL CARIBBEAN TRAVEL RESEARCH REVEALS HOW  
SWEDES ARE PLANNING SUMMER GETAWAYS**

**SWEDEN, 15 June 2023** – Summer is here, and as many Swedes are starting to plan their vacations, a new study\* shows there have been shifts in their travel habits. **A survey conducted by Royal Caribbean International reveals Swedes are now more spontaneous than ever when it comes to booking holidays.**

The cruise line's recent research **polled 2,000 adult Swedes** about their travel habits and preferences, and the responses show **30% have become more spontaneous in their choice of destination over the past year**. In fact, more than half (52%) of respondents stated they tend to book an impromptu trip if they get a good deal. Additionally, a quarter of the participants reported that they book vacations without any prior planning.

What do Swedes consider to be an ideal last-minute getaway? In addition to short trips by car, **more than 65% stated that a cruise would be a good option**. More highlights from the survey\* show the following:

- It's clear there is still a desire to make memories with loved ones. **Nearly half of everyone surveyed (47%) plan to travel with their partner**, and traveling with friends is in first place for 18- to 24-year-olds.
- Among those planning to vacation with family this summer, **38% prioritize discovering new cultures when choosing destinations**.
- For respondents who want to experience culture abroad, the **Mediterranean tops the list** – Greece came in at No. 1, followed by Italy and Spain.
- The "staycation" trend is still strong, as the survey shows that **39% plan to take a short-distance trip** this year, and 32% choose to vacation at home.

*(more)*

Karen Tucker, sales director, Nordics, Royal Caribbean International says: “The trend for spontaneous travel is changing the way people book their holidays with Royal Caribbean. We see that more holidaymakers are booking last minute, and the number of travellers booking a cruise for the first time has also increased, surpassing pre-pandemic levels.”

“Taking a cruise requires very little planning, and on a Royal Caribbean cruise, the holiday starts as soon as you set foot on board. The whole family and travellers of any age can choose their own adventures from a line-up of memory-making experiences that fit with whatever mood they’re in on the day – it’s a spontaneous traveller’s dream.”

When asked about the types of holidays that respondents plan to take in the next two years, **the desire to make several trips to different destinations topped the list**, making Royal Caribbean cruises to **more than 80 destinations in Europe** the ideal holiday.

For more than 50 years, the cruise line has created memorable family holidays and getaways for friends around the world. This summer offers holidaymakers the chance to take their pick of **seven award-winning ships** sailing from **eight different destinations**, including **Barcelona, Spain; and Ravenna and Rome (Civitavecchia), Italy**. The adventures awaiting travellers at each destination are matched with a variety of signature experiences on board, like **SeaPlex** – the largest indoor and outdoor activity complex at sea – **The Perfect Storm**, the trio of adrenaline-pumping waterslides; and the **RipCord by iFly skydiving simulator**. Highlights include [Symphony](#) and [Odyssey of the Seas](#), cruising from **Rome and Barcelona**. For adventurers looking further ahead into the year for some winter sun, Royal Caribbean’s newest ship, [Wonder of the Seas](#), is sailing from Port Canaveral (Orlando), Florida, on a combination of **6- to 8-night Caribbean holidays** to idyllic destinations such as the cruise line’s private island in The Bahamas, [Perfect Day at CocoCay](#); Cozumel, Mexico; Philipsburg, St. Maarten; and Basseterre, St. Kitts & Nevis.

For more details about the cruise line’s holiday line-up, travellers can visit Royal Caribbean’s [website](#).

(more)

### **About Royal Caribbean International**

[Royal Caribbean International](#), owned by Royal Caribbean Group (NYSE: RCL), has been delivering innovation at sea for more than 50 years. Each successive class of ships is an architectural marvel that features the latest technology and guest experiences for today's adventurous holidaymaker. The cruise line continues to revolutionise holidays with itineraries to 240 destinations in 61 countries on six continents, including Royal Caribbean's private island destination in The Bahamas, [Perfect Day at CocoCay](#), the first in the Perfect Day Island Collection.

Media can stay up to date by following [@RoyalCaribPR](#) on Twitter and visiting [RoyalCaribbeanPressCenter.com](#). For additional information or to make reservations, holidaymakers can call their travel advisor or visit [RoyalCaribbean.com](#).

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### **Notes to editor:**

Imagery for all ships can be found [here](#).

\*Research was conducted in partnership with OnePoll and surveyed 2,000 Swedish adults, 18-65+.