



Sweden Lists Entire Country on Airbnb

From the southernmost Smygehuk headland to the wilderness around the Three-Country Cairn in the north, through freedom to roam, the entire country of Sweden is included in your booking.

22 May 2017: Visit Sweden, Sweden's official tourism board, has partnered with Airbnb to turn the entire country into an Airbnb listing: <https://youtu.be/C6671CL5fFg>. And the best part is - you don't have to officially book accommodation because all publicly owned land is entirely free and accessible to everyone!

Every lake is your infinity pool, every mountaintop your granite terrace, every meadow becomes a garden and every forest a pantry filled with mushrooms and berries. Feel free to take a morning jog or a bike ride across open fields or challenging mountain terrain starting right where you stand. Should you want an upgrade, you do not need to ask anyone, just find the places and the surroundings that suit you.

"This is made possible thanks to a Swedish right guaranteed by the constitution - freedom to roam. This right enables the Swedish people to experience nature and enjoy the beautiful Swedish wildlife. In Sweden we have everything from high mountains to deep forests, from beautiful archipelagos to quiet meadows. Now, together with Airbnb, we welcome everyone to come to Sweden and, through freedom to roam, share our wonderful nature", says Jenny Kaiser, USA Country Manager at Visit Sweden.

Freedom to roam allows everyone and anyone to be free amidst Swedish nature with the right to access, walk, cycle or camp on any land, with private gardens and lands under cultivation being the only exception. The idea of free nature accessible to anyone is in the DNA of every Swede, but with great freedom comes responsibility. The general rule for spending time in nature is "do not disturb, do not destroy" – just like in any other home.

"We are very excited to welcome Sweden on Airbnb, for everyone to explore. This partnership is a first of its kind collaboration between a tourism board and Airbnb. It is designed to promote Sweden as a destination through the power of the Airbnb community. We see Visit Sweden as our long term partner and are happy to join forces in promoting Sweden as a destination", says James McClure, General Manager Northern Europe at Airbnb.

The campaign is launched on 22 May, 2017.

To find out more about Sweden on Airbnb visit www.airbnb.com/Sweden
Campaign video is available on <https://youtu.be/C6671CL5fFg>

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All press related material can be found at Visit Sweden's press room: <http://news.cision.com/visit-sweden-usa>.

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About Visit Sweden

Visit Sweden is a communications company promoting Sweden as a destination and as a brand. Our vision is to create a desire for Sweden, to encourage more foreign travelers to travel there. Visit Sweden forms partnerships with Swedish regions and other players in the Swedish tourism industry as well as non-tourism organizations to create marketing - and communication campaigns and raise the awareness and interest about Sweden as a tourist destination. Visit Sweden is present in 10 countries worldwide and combines local presence with market-wide communication. Visit Sweden has defined their target audience on all markets as The Global Traveler. Common to many in the target group is a curiosity about nature and lifestyle in Sweden. Visit Sweden is equally owned by the Swedish Government through the Ministry of Enterprise & Innovation and the Swedish Tourism Industry through Svensk Turism AB.

About Airbnb

Founded in 2008, Airbnb's mission is to create a world where people can belong when they travel by being connected to local cultures and having unique travel experiences. Its community marketplace provides access to millions of unique accommodations from apartments and villas to castles and treehouses in more than 65,000 cities and 191 countries. With Experiences, Airbnb offers unprecedented access to local communities and interests, while Places lets people discover the hidden gems of a city as recommended by the people that live there. Airbnb is people powered and the easiest way to earn a little extra income from extra space in a home or from sharing passions, interests and cities.

About the freedom to roam

Sweden's freedom to roam concept is based on a constitutional guarantee known as the Right of Public Access, which is a unique institution. The literal meaning of the Swedish term of the Right of Public Access, allemansrätten, is 'everyman's right'. It provides anyone living in or visiting Sweden the freedom to roam just about anywhere in the countryside as long as there is no disturbance or destruction of property or the environment. Many Swedes regard the Right of Public Access as part of a cultural heritage, sometimes even as a national symbol. Its origins go back in part to provincial laws and customs dating from the Middle Ages.