Nordic Accommodation Barometer 2026

Reine, Lofoten, Norway

Nordic accommodation providers enter 2026 in a position of strength. Sentiment across the region is among the most positive in Europe, with nearly four in five reporting a good or very good outlook for the next six months, which is well above the EU average. Recent business performance has been robust, and investment intentions point firmly upward.

Yet Nordic operators face a distinctive set of pressures: a highly seasonal demand profile, a predominantly rural and coastal accommodation base, and an increasingly complex risk environment where extreme weather and digital threats sit alongside more traditional operational concerns.

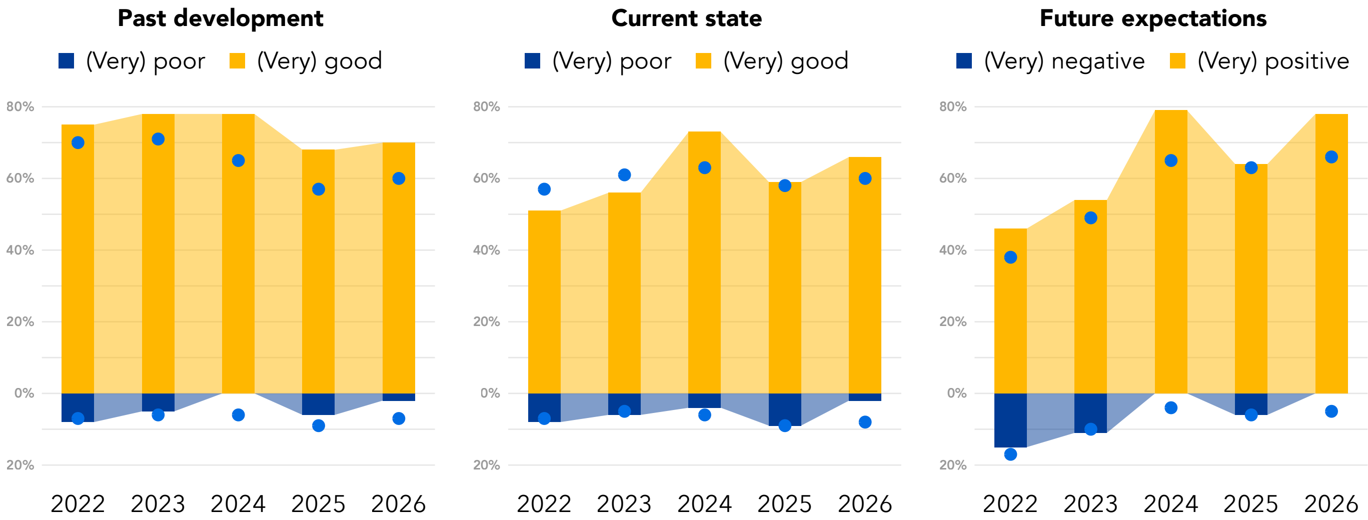
Across the region, operators are responding with a broad mix of digital, pricing, and partnership strategies, while strengthening local connections through regional sourcing and shared community spaces.

Economic Sentiment

Strong momentum and the most optimistic outlook in Europe

The share of Nordic accommodation providers with a positive outlook for the future has risen sharply in 2026, following a dip in 2025. Nearly four in five (78%) report positive expectations for the coming months, which is twelve points above the EU average (66%) and among the highest of all countries surveyed. This is supported by solid recent performance: seven in ten rate past business development positively, and two thirds describe the current economic situation as good.

Accommodations' perception of business development ● EU average



Across Europe, the share of hoteliers who indicated that their business had developed positively in the last six months ranged from 41% among German respondents to 71% in Greece. The Nordics rank among the top five at 70% (EU: 60%), on par with Spain (70%) and close behind Greece (71%), and well ahead of France (51%) and Germany (41%).

Accommodations' perception of business development, by country

	Past development (Very) good	Current state (Very) good	Future expectations (Very) positive
EU average	60%	60%	66%
Nordics	**70%**	**66%**	**78%**
Ireland	61%	67%	75%
Netherlands	68%	71%	77%
Germany	41%	26%	45%
Austria	68%	72%	56%
Poland	57%	64%	60%
Hungary	62%	62%	69%
France	51%	46%	55%
Croatia	54%	66%	67%
Italy	46%	47%	60%
Spain	70%	76%	82%
Portugal	58%	67%	77%
Greece	71%	65%	73%

Nyhavn, Copenhagen, Denmark

Strong operative performance and a clear appetite for investment

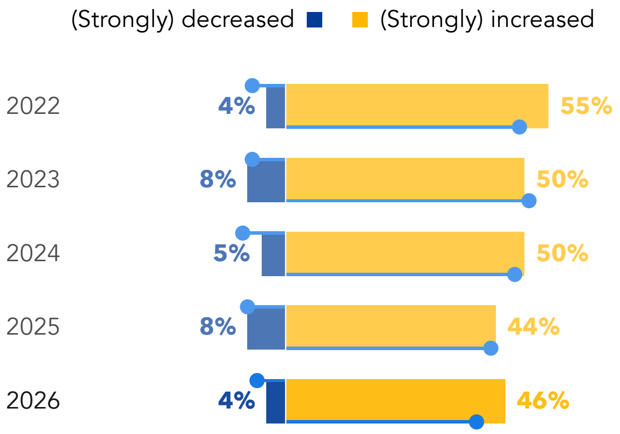
Nordic accommodations report solid operating performance over the past six months. Nearly half (46%) saw average daily rates increase, compared with two in five (40%) across the EU, while almost two thirds (63%) reported rising occupancy, up sharply from the 41% who said the same a year ago. Access to capital is also favourable: 57% say that securing financing is not difficult, compared with just 6% who report challenges. Together, this combination of strong recent performance and accessible financing is reflected in Nordic hoteliers' appetite for investment. For every operator planning to cut back, three plan to spend more. For investments, the picture is equally encouraging – for every one operator planning to cut back, three plan to spend more in the next six months.

78% of Nordic hoteliers expect their business to develop positively in the next six months

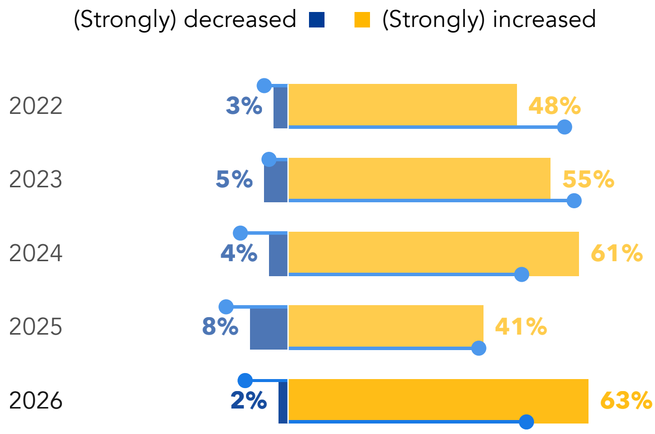
Development of accommodation business in the last 6 months

● EU average

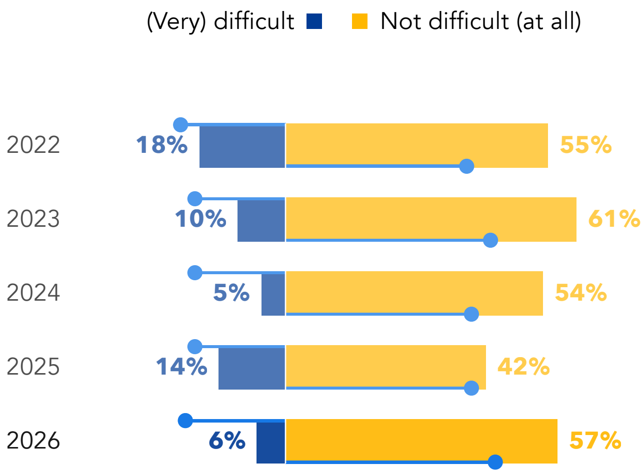
Development of average daily rate



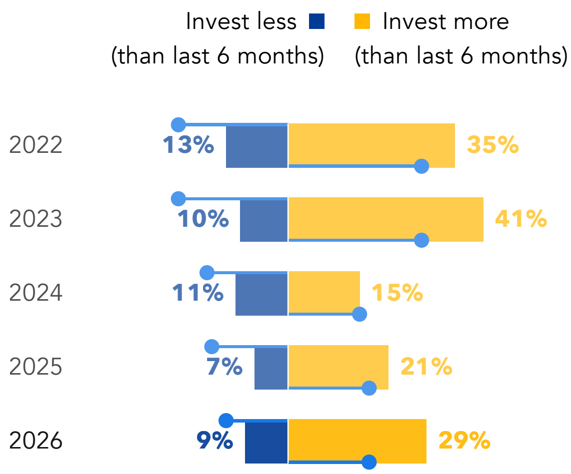
Development of occupancy rate



Access to financing and capital



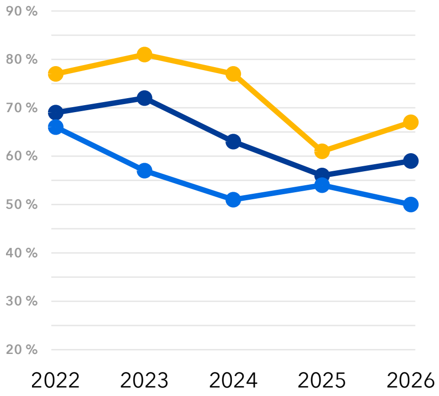
Investment plans



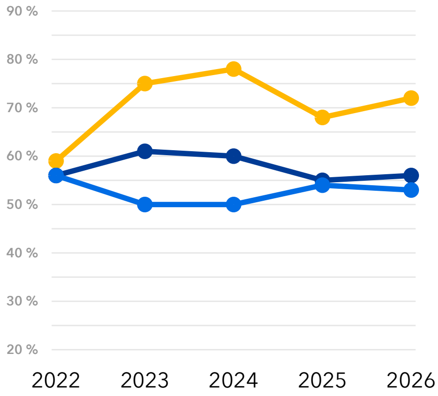
Perception of business development, by accommodation type

Chain hotels · Independent hotels · Alternative accommodations

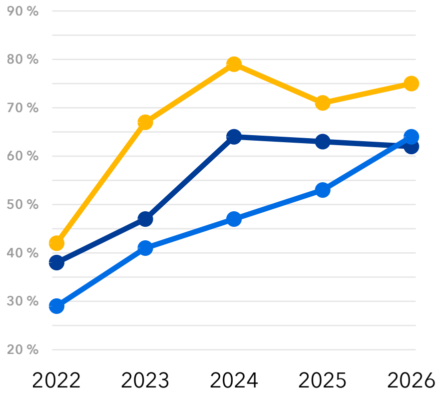
General development in the past 6 months
(Very) good



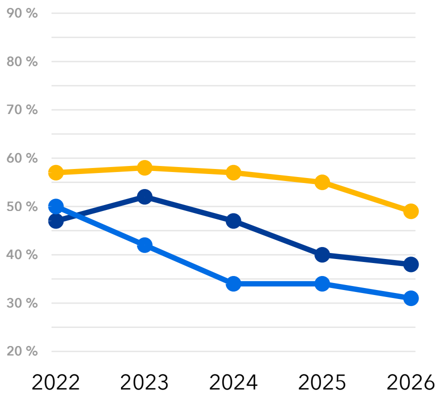
Current economic situation
(Very) good



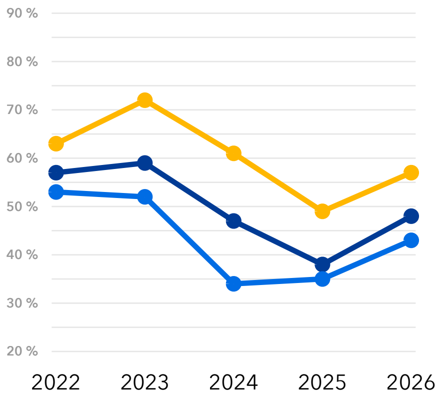
Economic situation in the next 6 months
(Very) positive



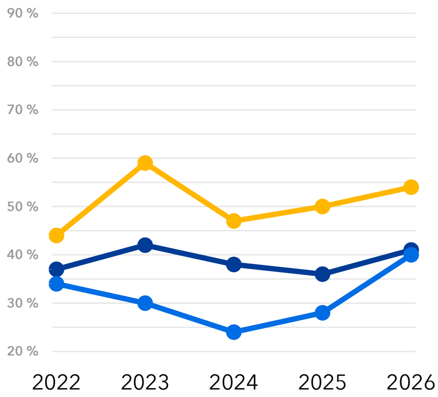
Development of average daily rate
(Strongly) increased



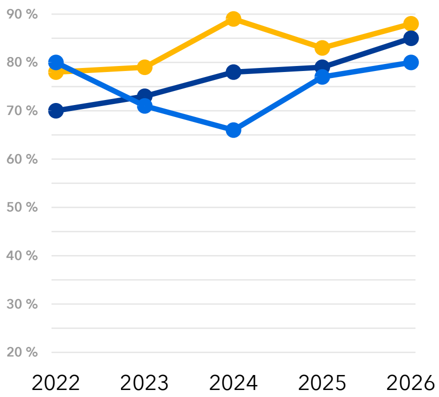
Development of occupancy rate
(Strongly) increased



Access to financing and capital
Not difficult (at all)



Investment plans
Invest about the same or more (than the last 6 months)



Europe-wide, chain hotels consistently report more favourable business sentiment across all metrics, including economic conditions, key performance indicators, room rate and occupancy developments. Independent hotels and alternative accommodations track more conservatively by comparison. Chains are typically better positioned to absorb economic pressures and leverage scale, whether through investment capacity, pace of technology adoption, or more favourable access to financing. Despite these gaps, the overall perception of the business environment remains broadly aligned across accommodation types, suggesting that operators respond to the same underlying market conditions. This is particularly evident in the assessment of occupancy and pricing trends. In 2026, a growing share of accommodations across all segments reported increases in occupancy, while fewer indicated rising daily rates.

Digital Resilience

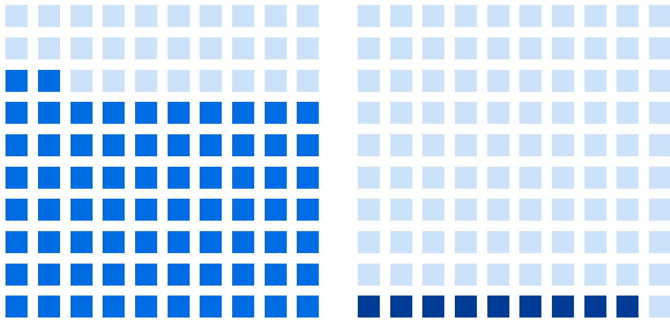
Contextualising cyber risks within the broader operational environment

Nordic accommodations report above-average confidence in their cybersecurity preparedness (72% vs. EU: 66%), but also self-report a slightly higher rate of security incidents in the past 12 months. To protect against potential attacks, the vast majority have implemented regular software updates (86%), secure payment processing systems (82%), and network security solutions such as firewalls (78%).

Overall, Nordic accommodations are broadly aligned with or ahead of the EU average across most cybersecurity measures and have adopted a number of solid defences. Notably, multi-factor authentication (MFA) for staff logins and regular staff training on cybersecurity best practices tends to be more common among Nordic accommodations compared to other European countries – suggesting a higher awareness of, and investment in, the human contact points of a holistic cybersecurity strategy.

72% of Nordic accommodations feel that their cybersecurity preparedness is (fully) sufficient

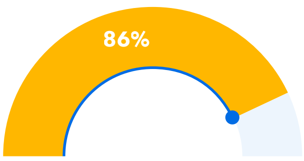
EU average: 66%



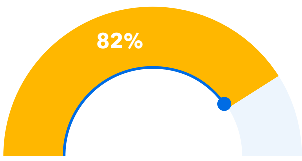
9% self-reported that they have been affected by a cybersecurity incident in the last 12 months

EU average: 7%

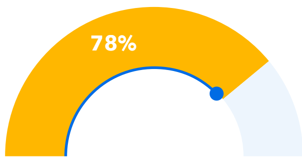
Cybersecurity measures currently in use ● EU average



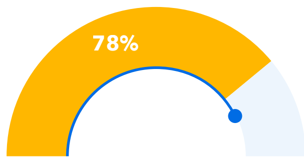
Regular software updates and security patches



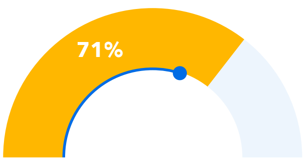
Secure payment processing systems



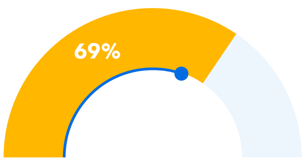
Data encryption for sensitive guest and business information



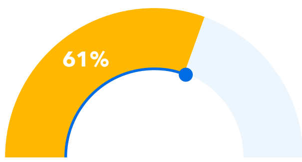
Network security solutions (e.g., firewalls)



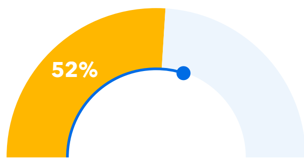
Multi-factor authentication (MFA) for staff logins



Regular staff training on cybersecurity best practices



Use of third-party cybersecurity services/ providers



Periodic IT security audits and assessments

In 2026, Nordic hoteliers are most concerned about disruptions to travel and their operating environment. The most frequently cited challenges include extreme weather impacting travel (34%), local disruptions such as transport strikes or construction works (30%). Property damage or incidents involving guests (25%), cybersecurity incidents and payment fraud were cited as top-three concerns by around one in four respondents. At the same time, around one in five (21%) do not expect any major challenges to their business in the next 12 months.

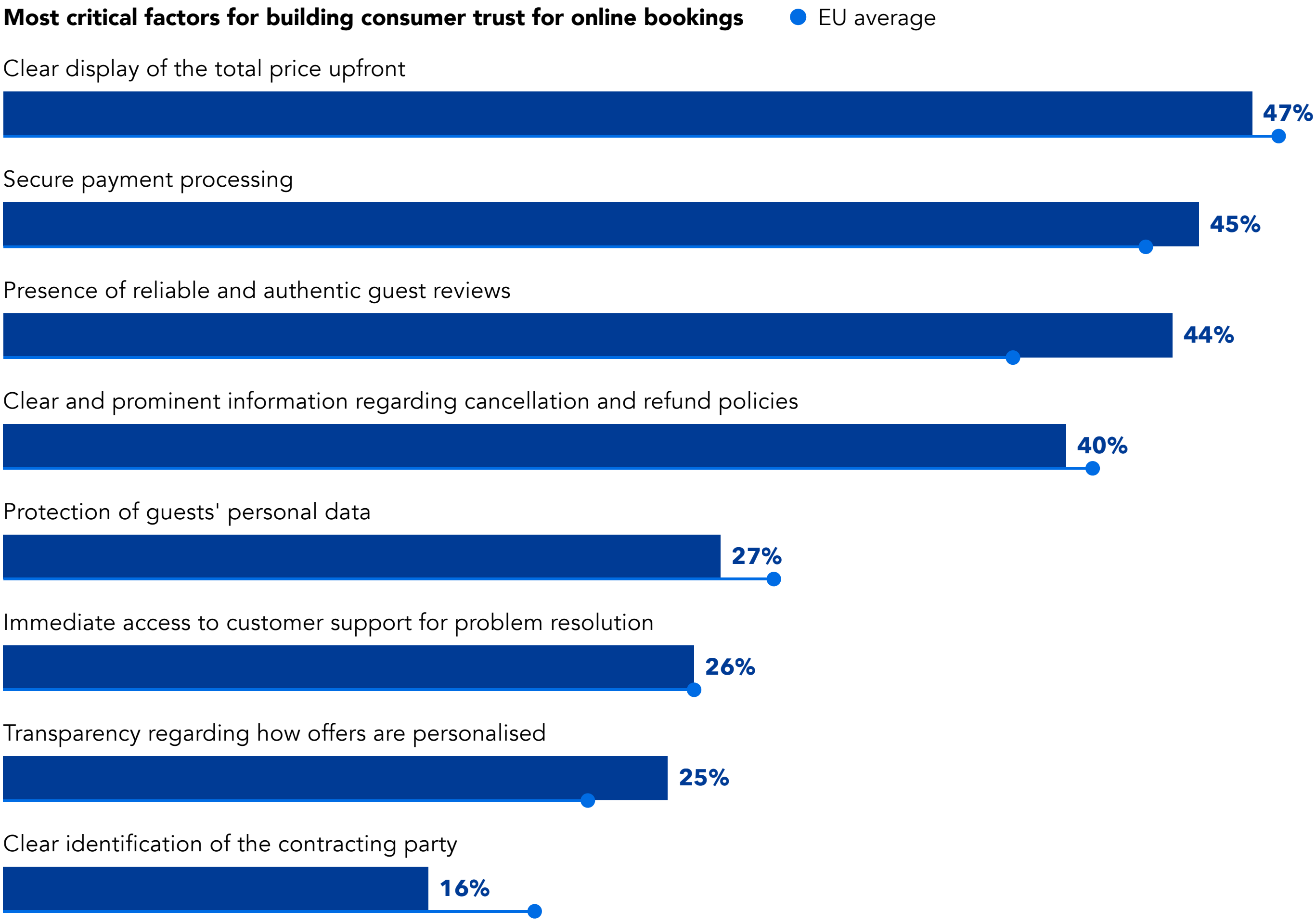
Top concerns for European accommodations in the next 12 months (%)	EU average	Nordics	Ireland	Netherlands	Germany	Austria	Poland	Hungary	France	Croatia	Italy	Spain	Portugal	Greece
Travel disruptions caused by extreme weather or natural events	37	34	43	33	34	36	41	46	51	42	22	38	35	32
Local disruptions affecting guest access or operations	32	30	29	33	29	24	46	38	41	27	14	33	31	50
IT outages or failures of digital systems	26	22	36	22	34	30	38	29	24	24	6	34	21	21
Payment fraud or chargebacks	26	23	23	32	19	15	30	33	20	34	9	24	32	16
Property damage or operational incidents involving guests or third parties	26	25	31	24	12	18	30	27	15	27	14	33	27	34
Disruptions or failures involving key suppliers or service providers	24	17	21	24	21	12	23	33	21	24	6	44	32	21
Cybersecurity or data security incidents	23	24	25	28	32	30	31	20	16	22	2	26	23	21
Do not foresee any major concerns	16	21	21	16	18	19	10	16	17	15	18	15	20	4
Other	11	15	6	6	13	17	4	2	13	5	61*	2	0	18

* A large share of Italian respondents chose to give an open answer to this question. Many of these responses related to staffing and the geopolitical/economic climate. See methodology for survey timing and potential impact of geopolitical developments on responses.

Södermalm district, Stockholm, Sweden

The clear display of total price upfront is the most important factor for building consumer trust online, according to almost half (47%) of Nordic hoteliers. Other leading factors include secure payment processing (45%), authentic guest reviews (44%), and clear cancellation and refund policies (40%). Fewer hoteliers consider GDPR compliance, access to customer support, or transparency around personalised offers and contracting parties to be as critical as trust factors.

Most critical factors for building consumer trust for online bookings



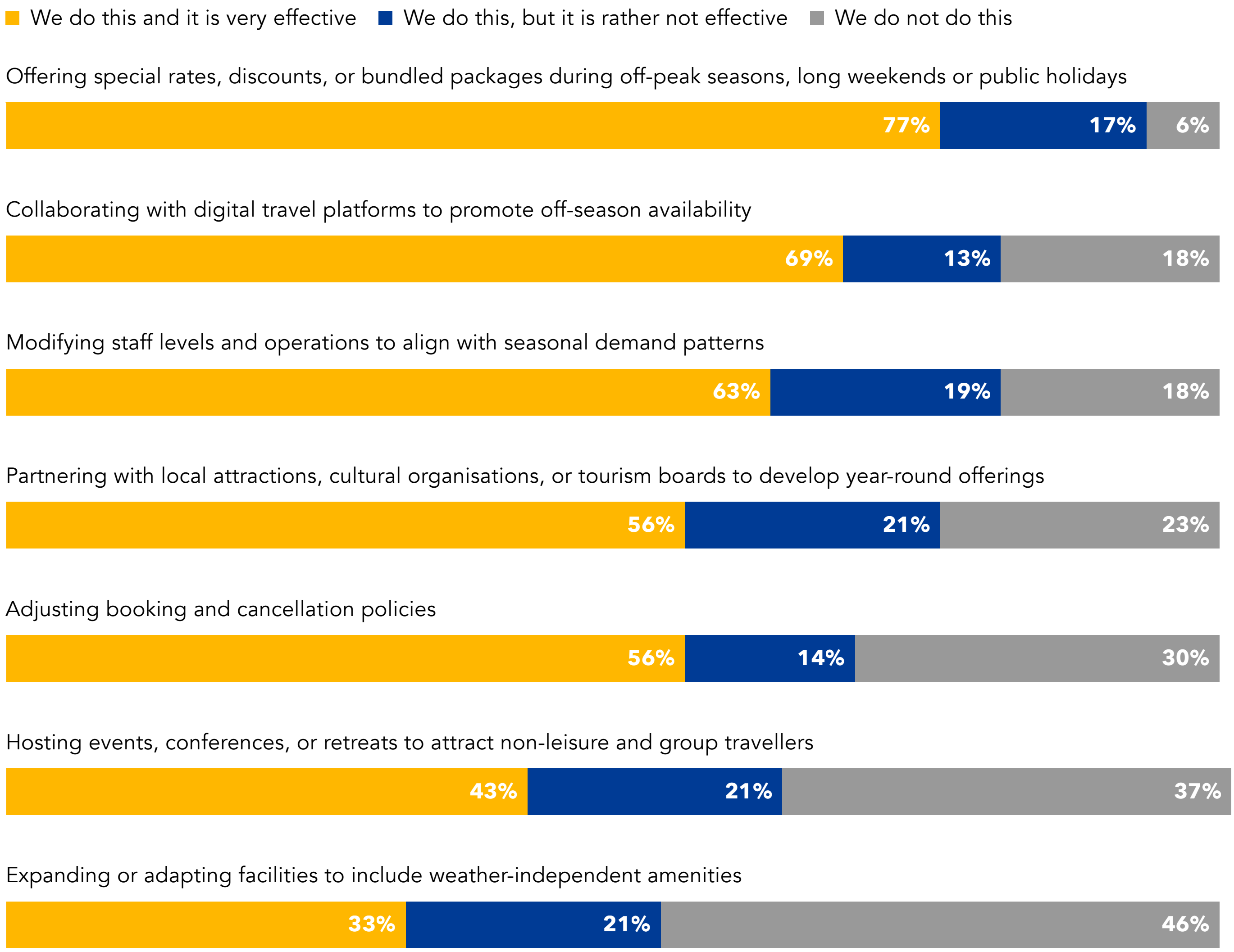
Seasonality in Travel

Attracting customers in the off-season is never a one-size-fits-all solution

To encourage year-round occupancy, Nordic hoteliers deploy a wide mix of strategies. Special rates and bundled packages stand out as the clear anchor, with three quarters (77%) finding them effective for attracting off-season bookings. Collaborating with digital platforms (69%) and modifying staff levels to align with seasonal demand (63%) also rank highly. Events and weather-independent amenities see relatively less traction, with over a third (37%) of Nordic accommodations not actively pursuing conferences or retreats.

Suomenlinna Sea Fortress, Helsinki, Finland

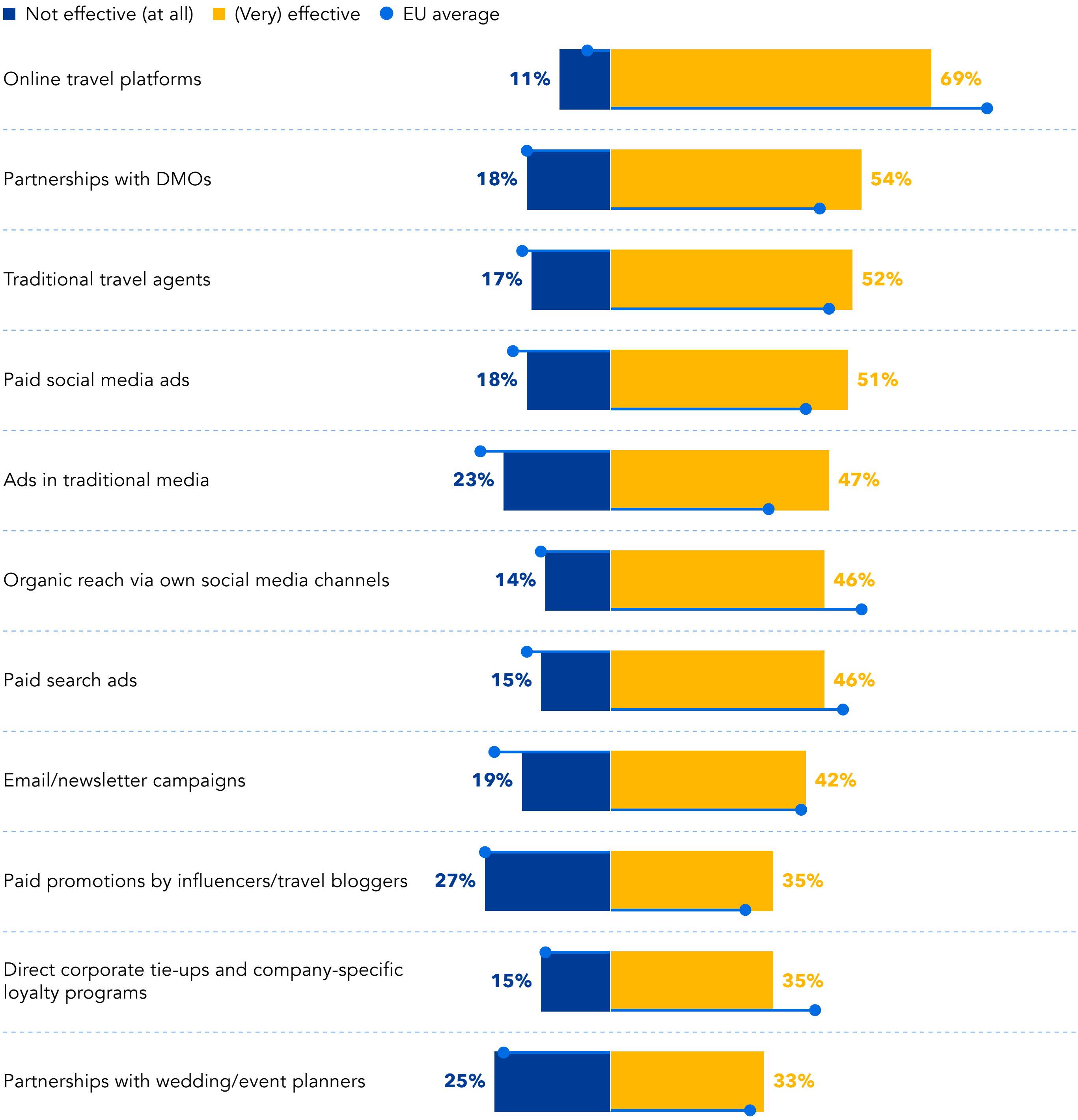
Strategies used to mitigate the effects of seasonality



This reflects a broader principle of hotel revenue and channel management: creating off-season demand requires both an attractive offer and an effective route to market. Pricing can make a stay more appealing, but distribution partners and marketing channels are what help put that offer in front of the right audience.

Nordic accommodations show a diverse channel mix: online travel platforms were rated as very effective by 69% of hoteliers which is notably lower than most of the other countries surveyed. This was followed by partnerships with destination marketing organisations (54%), traditional travel agents (52%), and paid social media ads (51%).

Effectiveness of measures to secure off-season stays



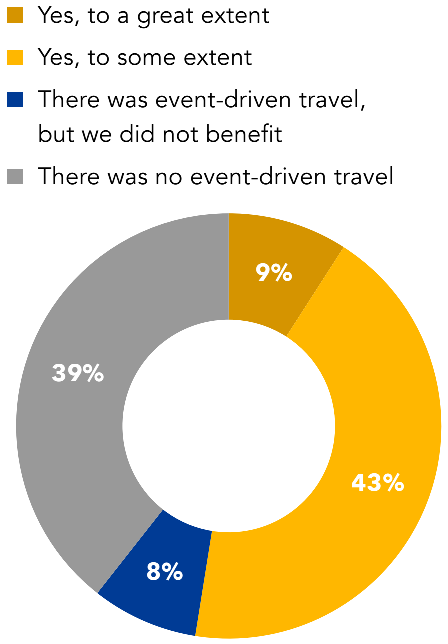
Event-Driven Tourism

Half of Nordic hotels benefit from event tourism

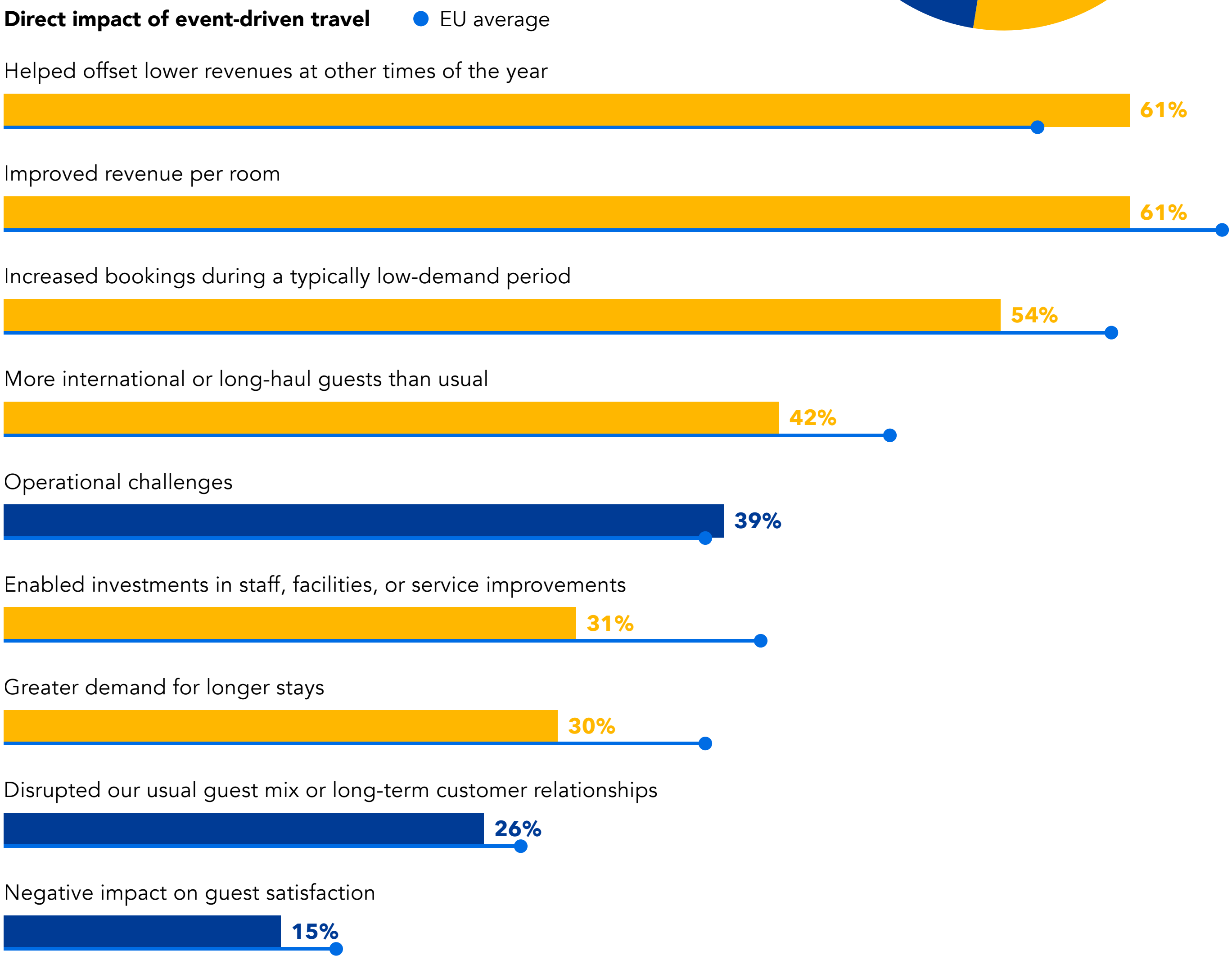
60% of Nordic accommodation businesses indicated that they experienced some form of event-driven tourism in their local area over the past 12 months, and more than half were able to benefit from the resulting increase in tourism activity. A further 8% saw event-driven travel but no direct gain, while 39% reported no event-driven travel at all. For those that experienced event-driven travel, offsetting lower revenues at other times of the year and improved revenue per room were the joint leading benefits (61% each), while just over half (54%) cited increased bookings during typically low-demand periods.

Conversely, a notable subset identified some negative impacts of event travel, with two in five (39%) citing operational challenges such as staffing and overbooking risk. Negative impacts on guest satisfaction were reported by 15% of Nordic operators. Importantly, increased demand around local events help Nordic accommodations offset revenue shortfalls in the slow season, though operational pressures remain a real consideration.

Share of accommodations that directly benefited from major event-driven travel in the last 12 months

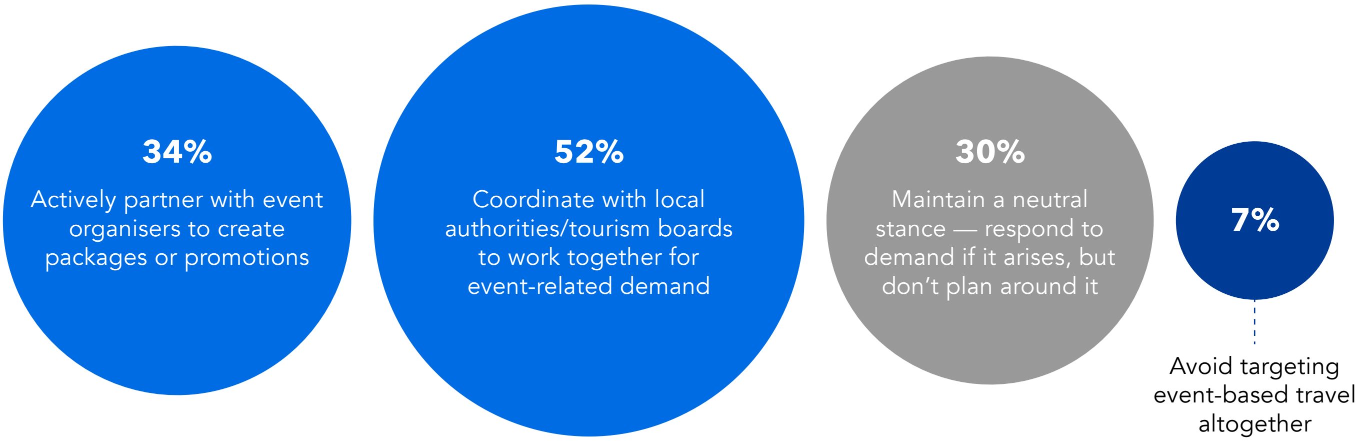


Direct impact of event-driven travel



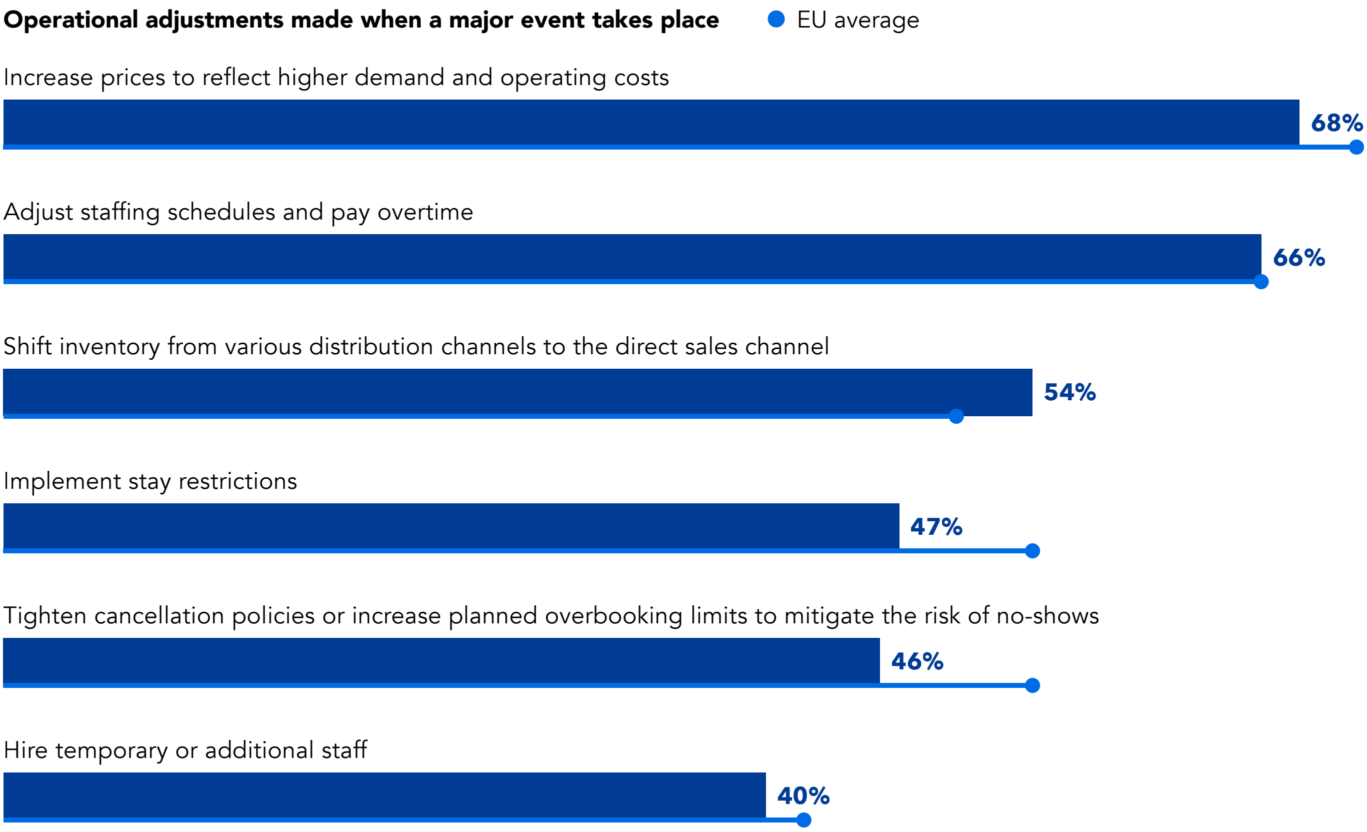
When it comes to local tourism events in the future, over half (52%) of Nordic hoteliers showed interest in coordinating with local authorities and tourism boards to work together on event-related demand. A third (34%) would actively partner with event organisers to create packages or promotions, suggesting that Nordic hoteliers are open to diverse forms of promotion and collaboration. Just 7% would avoid targeting event-based travel altogether.

Plans to engage with event-driven tourism in the future



While most accommodations agree that event tourism is beneficial for business, hoteliers also recognise that it requires operational adjustments to meet higher demand and guest expectations. Two thirds (68%) increase prices to reflect higher demand and operating costs, alongside comparable staffing adjustments (66%). Over half (54%) shift inventory toward direct sales channels during peak event periods. While the least commonly cited measure was to hire temporary or additional staff however this was still practiced by two in five accommodations (40%).

Operational adjustments made when a major event takes place

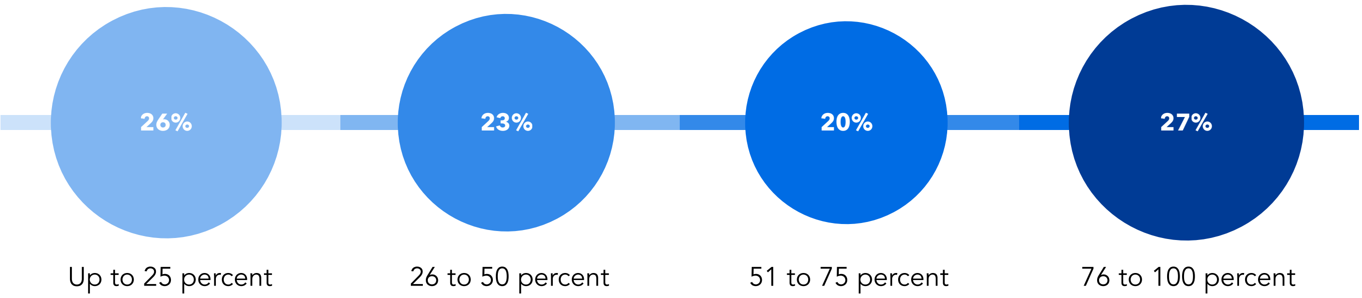


Local Impact

Accommodation businesses are deeply integrated into their communities

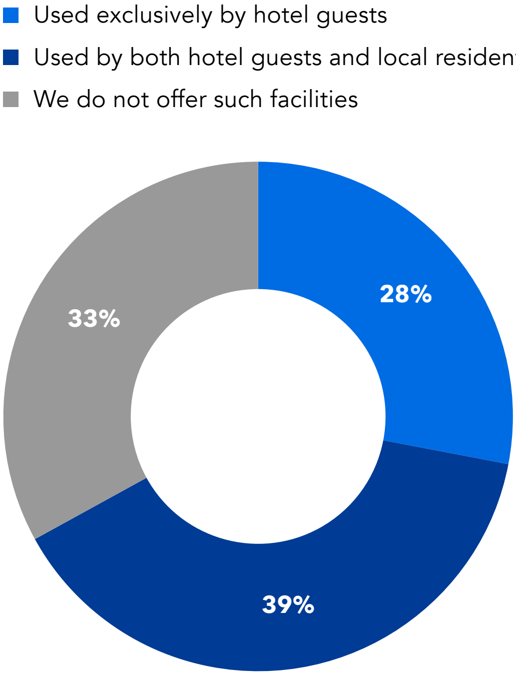
Hotel spending within the local community varies greatly but often depends on what goods and services are available in the region. Among Nordic accommodations there is a wide distribution of how much budget is spent locally. 27% of respondents allocate more than three quarters of their non-labour operating budget to local vendors and suppliers while a similar share (26%) spend less than a quarter of their budget locally.

Share of non-labour operating budget spent on local vendors and suppliers



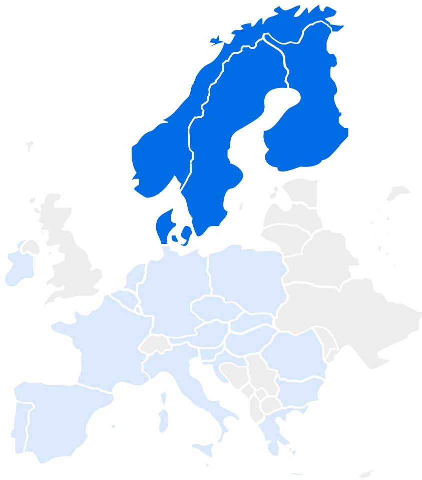
Alongside investment in local services, nearly two in five (39%) Nordic accommodation providers also offer community access to amenities such as restaurants, meeting and wellness spaces. Hotel facilities that are open to the public can be mutually beneficial to accommodation providers and the community, generating additional revenue for businesses while expanding the range of activities available to residents.

Usage of accommodation facilities by non-guest local residents



Arctic Cathedral, Tromsø, Norway

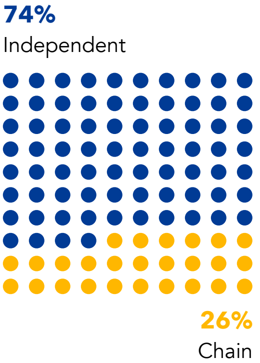
Methodology



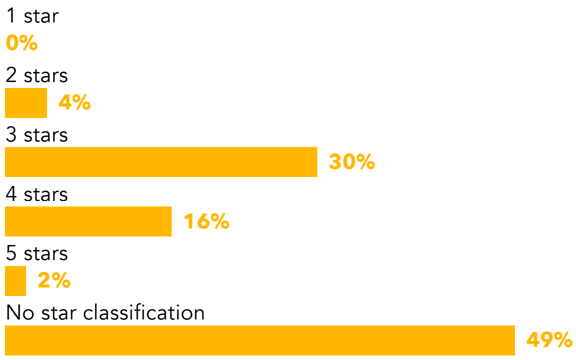
The 2026 survey was conducted by Statista and took place between February 5th and March 24th, via telephone interviews. 1,240 executives and managers from the European travel accommodation sector participated in the survey. 80 respondents were interviewed from the Nordics (Denmark, Sweden, Norway and Finland). Around half of the interviews were completed before late February 2026, while the remainder were conducted afterwards, coinciding with an escalation in tensions in the Middle East. This context should be considered when interpreting the data.

- 2025 survey: February 24th to April 22nd, 1,160 respondents, of which 80 from the Nordics (Denmark, Sweden, Norway, Finland)
- 2024 survey: February 6th to March 22nd, 920 respondents, of which 80 from the Nordics (Denmark, Sweden, Norway, Finland)
- 2023 survey: March 28th to May 15th, 920 respondents, of which 80 from the Nordics (Denmark, Sweden, Norway, Finland)
- 2022 survey: August 15th to October 21st, 1,000 respondents, of which 80 from the Nordics (Denmark, Sweden, Norway, Finland)

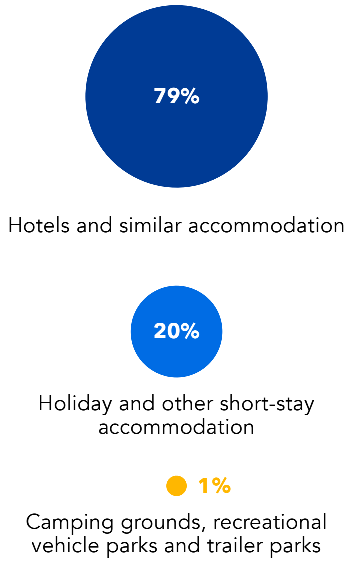
Business type



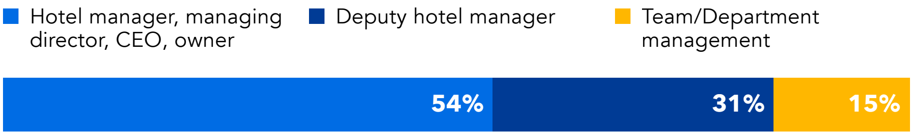
Star classification



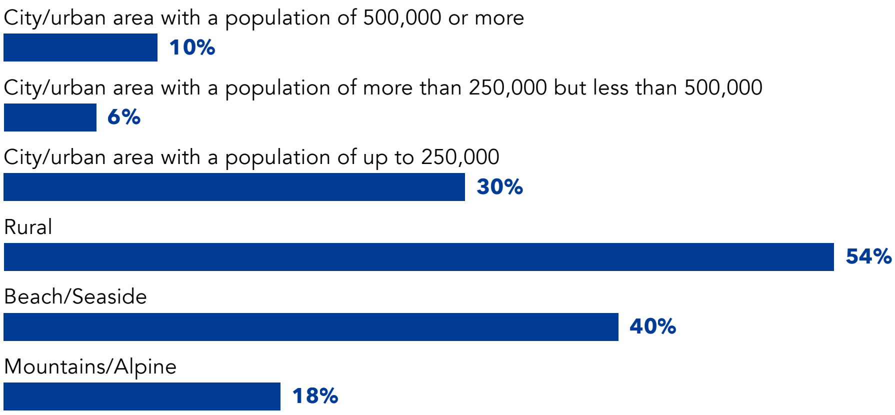
Accommodation type*



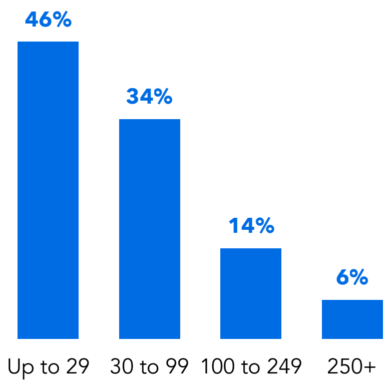
Position



Accommodation location (multiple answers are possible)



Number of beds



* To ensure a sufficient base for analyzing holiday and other short-stay rentals separately, the 2026 sample includes a higher share of alternative accommodations compared to previous years (Hotels and similar accommodation: 59%, Holiday and other short-stay accommodation: 40%, Campgrounds and similar: 1%). To ensure comparability over time, results in this report have been weighted to align with the distribution used in previous editions.

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