

Lina Skandevall

*Curiosity that
takes us further.*

Travel journalist. Former magazine editor.
Moderator. Speaker. Tourism industry
voice.

Regular travel expert on TV4's
Nyhetsmorgon for over three years.



EDITORIAL AUTHORITY / DESTINATION STORIES

A trusted voice.
A distinctive way of seeing the world.

I bring together editorial judgement, national television experience and first-hand travel knowledge. For international destinations and brands, that means a considered perspective on what matters to Swedish travellers — and a personal connection with nearly 140,000 Instagram followers.

Credibility beyond the feed.

My work spans journalism, live television and the stage — connecting destinations with both travellers and the people shaping Sweden’s tourism industry.

TV4 / NYHETSMORGON

A regular travel expert on Sweden’s leading morning television show.

For over three years, I have appeared on Nyhetsmorgon, TV4’s flagship morning programme, primarily in its weekend editions. I discuss travel trends, share destination recommendations and help viewers discover places with a story worth telling.

69+ million

HOURS STREAMED IN 2025

Nyhetsmorgon was TV4 Play’s most-streamed programme by total viewing time. This is programme-wide streaming time, not the audience for an individual appearance.

An editor’s eye

As a former magazine editor and travel journalist, I look for the angle, the detail and the human story that make a destination meaningful.

A voice within the tourism industry

As a moderator and speaker, I bring travel trends into conversations with destinations, hospitality businesses and industry leaders.

WATCH SELECTED APPEARANCES / IN SWEDISH

Slow travel and the “nonnamaxing” trend · August 2026 ↗

Finding the hidden gems on your travels · December 2024 ↗

Sources: TV4 · programme context and 2025 streaming figures ↗

TV4’s description of Nyhetsmorgon as Sweden’s largest morning show ↗

A clear Swedish audience.

A predominantly female audience, with a strong presence in the 35–64 age range. A substantial platform for stories about travel, destinations and experiences.

139,505

INSTAGRAM FOLLOWERS

+2,993 net followers during the period

5.8 million

VIEWS / 30 DAYS

AUDIENCE SNAPSHOT

86.9%

Women

90.7%

Sweden

81.3%

Aged 35–64

59.9%

Aged 45–64

A partnership carries my name, too.

I choose partnerships carefully and stand behind the stories I tell and the recommendations I make. Partners work with my knowledge, my editorial perspective and the trust I have built across journalism, television, the tourism industry and social media.

Source: supplied Instagram Insights. Reporting period: 10 September–9 October 2026; 5,779,798 views. Follower count and demographics from screenshots received 10 October 2026. Age shares are summed; gender, country and age are separate measures. Views are not unique people.

Destinations, seen differently.

Two examples of destination storytelling: a personal angle, first-hand discovery and a reason to look beyond the familiar.



VISIT SMÅLAND

Småland, Sweden

A forest experience, introduced with “Are you afraid of the dark?” A distinctive starting point for discovering a different side of the region.

134,203 views

445 saves

202 shares



VISITCZECHIA_NORDIC

Czechia

“Czechia is so much more than Prague.” A personal selection inviting travellers to explore northern Czechia and places beyond the capital.

112,238 views

877 saves

270 shares

One selected post per paid partnership. Source: Instagram screenshots received 10 October 2026. Shares taken from the post view. Results at the time of reporting; not a forecast or guarantee. Original content is in Swedish.

Stories people keep and share.

From a personal France guide to a café just off Sweden's E4 motorway: useful discoveries with a distinctive voice.



15 places in France

A guide to personal favourites: villages and smaller towns worth discovering.

262,842 views

c. 11,300 saves

2,429 shares



A Swedish detour

A reel about a café a little way from the E4. A specific recommendation for a place worth a detour.

1,651,592 views*

c. 18,000 saves

8,642 shares

Source: Instagram screenshots received 10 October 2026. Selected examples, not average performance. Saves are rounded in the source; shares taken from the post view. *Reel views are reported as displayed; any Facebook contribution is not separately identified in the supplied data. Original content is in Swedish.

Let's find the story worth travelling for.

For tourism boards, destinations, hotels and brands seeking a knowledgeable Swedish voice — on screen, on stage and through carefully chosen content.

01 Editorial visits & destination stories

I welcome relevant press-trip invitations and story proposals. My editorial judgement shapes the angle and coverage; television coverage cannot be promised.

02 Selected brand partnerships

Paid destination and brand collaborations, reels, posts, stories and longer-term partnerships. Content for your own channels can be commissioned separately.

03 Moderation, hosting & speaking

Industry conferences, awards and destination events. I also enjoy working with smaller destinations and networks, bringing the same care and curiosity.

SELECTED STAGE CREDENTIALS

Swedish Beauty Awards: stage programme and script, 2023–2025; host, 2024–2025.
Swedish Destination Days: two-day moderator, dinner host and speaker, March 2026.
Svenska Spa-dagarna: high-end wellness travel trends, May 2026; rebooked for 2027.

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