Visit Sweden News Room

Sweden News - May 2022 - Prepararing for Summer

Sweden is a country with big differences in daylight. In the far north, the sun does not set at all in June and between the end of May and mid-July, the midnight sun lights up the night lengthening your sightseeing days. Spring is flying by and summer warmth starts to tease us as we all excitedly look forward to June and the coming midsummer celebrations. Apart from Christmas, midsummer is the most important holiday in the Swedish calendar and for some, midsummer is the most important.

In this newsletter, we discover the joy of celebrating midsummer in the quintessentially Swedish region of Dalarna. Did you know about Cow Midsummer? Find out more in the attached news! There is a new flight AND a new train route, travelling to Sweden gets easier and easier.

Sweden News – May 2022

- **Midsummer in Dalarna – it doesn't get more Swedish than this**
- **No Tent? No Problem: Adventure awaits on Fulufjället**
- **Spelunking and Saunas in the Adventure Mine**
- **London to Stockholm in 24 hours thanks to SJ´s new climate-friendly sleeper train**
- **New Direct Flight Between London and Luleå, Swedish Lapland Next Winter**
- **Wild & Crazy Penny Farthing Race Action Rolls into Town**

Midsummer in Dalarna – it doesn't get more Swedish than this

Swedes have an almost religious reverence for summer and sun, Sweden in June-July is like no other place on earth. Whether you want to experience traditional Midsummer celebrations or spend time in wild, untouched nature, Dalarna has something for you.

Midsummer's Eve falls on the Friday between June 20-26 each year. Celebrating the solstice is an age-old tradition in Sweden, spurred by genuine joy and relief that the winter has finally subsided and given way to long, bright nights.

Dalarna is often considered the most quintessentially Swedish province in terms of folklore and scenery, making it a perfect place to spend this most Swedish of holidays.

The decorated Midsummer pole is raised and forms the centrepiece for the dancing and celebrations. Many people get dressed up in traditional costume where the intricate design of each one is unique, hand-made and often passed down through generations.

Music is another essential part of the festivities, from instrumental folk music, to the singing and dancing participants traditionally do around the midsummer pole.

Swedish Midsummer would not be complete without food – pickled herring is a must, along with fresh new potatoes and perhaps gravlax. For dessert, strawberries and of course plenty of aquavit toasts.

If you are not able to makethe main event on June 24th, all is not lost. Every village has its own Midsummer celebrations and the first usually take place as early as the Wednesday or Thursday of Midsummer week.

Komidsommar or "Cow Midsummer" is celebrated a couple of weeks after the solstice at a few locations around Dalarna. The time is known to signify the height of *fäbod* or "summer hill-pasture" season. The biggest Cow Midsumer festival is in Dala-Floda. According to legend, nobody cared about celebrating on the solstice, as all the girls were up in the hills with the livestock. Instead, the festivities took place once the girls came back to make hay.

Many hotels offer traditional Midsummer celebrations on the premises, as doesLerdalshöjden in Rättvik, taking all the legwork out of planning an authentic Swedish Midsummer experience.

Hotel Dalarna – Tällbergsgården has drawn writers and artists since the early 19th century, aside from beautiful views of Lake Siljan and an authentic atmosphere this hotel offers various packages, including one for the Midsummer weekend.

Midsummer packages can also be found atGreen Hotel and Åkerblads Hotell, both in Tällberg.

Dalarna is home to:

- Sweden´s famous red paint, as used on so many of their pretty red and white cottages throughout the country. This originated from its centuries-old UNESCO-listed Falun Mine
- Also home to the long-distance cross-country ski race Vasaloppet', the oldest of its kind in the world. Nowso much more, attracting 100,000 runners, mtb riders and xc skiers every year.
- Toftan is a waste bin from IKEA. However, it's also a beautiful lake in Dalarna. Discover the original Toftan and 20 other Swedish places reclaiming their name here.
- Sweden´s most famous house, the home of the world-renowned artist Carl Larsson and his wife.

For more information on midsummer, Dalarna and things to do:

- https://visitsweden.com/where-to-go/middle-sweden/dalarna/
- www.visitdalarna.se/en
- Midsummer in Sweden – like something from another world

No Tent? No Problem: Adventure awaits on Fulufjället

For an off-the-grid experience that doesn't skimp on creature comforts, Eco Adventure at Fulufjället National Park offers luxury glamping high on a mountain plateau with spectacular views. Sights in the park include Njupeskär, Sweden's highest waterfall, as well as Old Tjikko, the world's oldest known spruce.

You sleep in heated, spacious tents erected on a platform. Meals, drinks and snacks are included so you don't need to plan and can fully enjoy activities such as hiking, canoeing, pack-rafting to Njupeskär, and in the winter; ice-fishing and snow-shoeing under the stars. You have a private guide with you at all times.

Eco Adventure aims to minimise the environmental impact on every level, all electricity on-site is produced via solar panels and all waste is recycled.

"Being located in national park with strict rules to protect nature imbues every facet of our daily work with environmental considerations.

For instance, we have calculated that disposable, compostable sheets have a lower impact than transporting and washing bedding by ATV, helicopter and car," says Tommy Lönnebacke, Camp Manager.

For more information:

- Eco-Adventures - https://www.ecoadventure.se/
- Fulufjället National Park; dramatic waterfalls, primeval forests and brightly coloured lichens - https://www.nationalparksofsweden.se/choose-park---list/fulufjallet-national-park/#

Spelunking and Saunas in the Adventure Mine

Dalarna is the heart of Swedish mining country and the Tuna-HästbergAdventure Mine dates back to the 17th century. The mine stretches 1,700 feet down into the ground – although only 280 feet are accessible these days as the rest is filled with water. The tunnels are littered with old mining paraphernalia left after operations ceased in 1968.

Various types of tours are offered: You can explore the shallower shafts on a casual hike, or, if you are feeling bold, zip-line across water and climb the Via Ferrata in the deeper parts of the system where you will hike to illuminated underground lakes

before ascending again through an ice-filled hall to the bottom of the open pit.

A hearty lunch of soup and bread, eaten in a heated room deep down in the mines, is also part of the "Adventure Tours," the simpler "Walking Tours" include Swedish Fika (coffee and cake).

The mine is currently building sauna facilities so that visitors can enjoy a steamy sauna and a plunge into an adjacent underground lake. The sauna is scheduled to open on September 18th 2022 with online bookings opening around the beginning of August.

For more information:

- Äventyrsgruvan - https://aventyrsgruvan.se/en/experiences/
- Email - info@aventyrsgruvan.se

London to Stockholm in 24 hours thanks to SJ´s new climate-friendly sleeper train

Starting September 1st a brand-new route is about to link Sweden and Germany, making European overnight travel a whole lot easier.

The new EuroNight service from SJ will cover the 670 miles from Hamburg to Stockholm, stopping off at Malmö along the way, where you could change and opt to travel onward by train to Gothenburg instead. If you´re happy sleeping in a chair then a standard seat is for you, alternatively go for a 'six-bunk couchette' or a even private compartment. The latter have a pillow, duvet and bed linen included, plus a bathroom with toiletries and towels and you get breakfast too.

Most importantly, it's a climate-friendly choice as SJ's trains use totally renewable energy. SJ only purchases electricity from renewable sources. All their electricity comes from wind and hydropower and the drivers are encouraged to let the trains freewheel (not use their engines to drive them forward) where possible. According to many of SJ´s drivers, freewheeling a train for 60 km is a piece of cake! If the departure station is at a higher altitude than the arrival station, you can even freewheel for more than 100 km.

The new route is the missing link travellers from the UK to Sweden have been waiting for. You'll now be able to get the Eurostar from London to Brussels, a train from Brussels to Hamburg and then the 9pm service to Stockholm, where you'll arrive at 10am – roughly 24 hours after you first set off.

Top-tips for Malmö

- Western Harbour is on the shoreline of the Öresund Sound and sits on what used to be the Kockums shipyard. The city took on this formerly contaminated, run-down area and working with internationally renowned property developers and architects have turned it into a paragon of sustainable living and working. And an exciting place to visit

- The 2.5 kilometre long Ribersborg beach is where the young, the old, the bold and the beautiful of Malmö and visitors from around the world enjoy swimming, sunbathing, or just generally lazing around in the summer months. It is a 40-minute walk from the city centre.

- If you want to do the Malmö Art Museum, the City Museum, the Museum of Natural History and the Science and Maritime House Museum in one day, you're in luck. They all reside in the imposing Malmöhus Castle building.

Things to do in Gothenburg

- Liseberg is a pretty busy place. As well as the fun in the amusement park, there are gardens, a sculpture park, hotels,

bars, and restaurants. At Christmas-time Liseberg becomes one huge Christmas market.

- Trendy old Haga - The oldest and one of the most characterful areas of Gothenburg is the Haga district from the 18th century. Formerly a low-rise, wooden-housed area falling into disrepair it is now officially cool. Tread the cobblestone streets, find cool gear at its vintage and second-hand stores and stop-off at one of the area's excellent cafés.

- For a glimpse into how the other half lived in the 18th century in Sweden visit creamy coloured, neoclassical-architecture Gunnebo House and Gardens, just 10 minutes by bus or car from downtown Gothenburg.

SJ´s Press Department can be reached via press@sj.se

More information on Gothenburg – www.goteborg.com/en

More information on Malmö – www.malmo.se/Welcome-to-Malmo/Visit-Malmo.html

Further inspiration on enjoying Sweden by train - https://visitsweden.com/about-sweden/getting-around-sweden-train/

New Direct Flight Between London and Luleå, Swedish Lapland Next Winter

The unforgettable Northern Lights, award-winning design hotels, creative arctic cuisine and exciting winter activities are now much closer as tickets go on sale for SAS Scandinavian Airlines' non-stop flight between London Heathrow and Luleå, in Sweden's Arctic destination, Swedish Lapland. The flight will run twice weekly on Mondays and Fridays from 9 December 2022 until 13 March 2023.

Visitors that travel to Swedish Lapland will find themselves immersed in magnificent arctic nature and culture whilst sleeping at some of the world's most unique hotels and lodges, dining on locally sourced produce amid a progressive restaurant scene, and experiencing both adrenaline-filled and mindful winter activities as well as enjoying a little personal health and wellbeing time at one of the many world-class spa retreats peppered throughout the region.

Once on the ground, visitors can enjoy a taste of the arctic lifestyle where the Swedish, the indigenous Sami and the local Tornedalen cultures meet and intertwine. "British travellers appreciate the personal touch, the attention to detail and the authentic local experiences that the small businesses in our region excel at," says Cecilia Petzäll, Travel Trade Manager at Swedish Lapland Visitors Board.

The route will be operated by a modern, fuel-efficient 180 seat Airbus A320neo aircraft, which produces 15% lower emissions than an older similar aircraft. In addition to minimising climate-affecting emissions, the direct flight offers guests the chance to maximise their time discovering Swedish Lapland and the benefit of a much shorter travel time.

Here are some of the incredible experiences that await you this winter in and around Luleå:

- Learn about the history of the UNESCO Gammelstad Churchtown and get lost among hundreds of pretty red and white wooden cottages.
- Kicksled or ice skate along Isbanan the public ice track on the frozen sea that surrounds the Luleå city peninsula. Or drive on Luleås public ice roads out to an island.
- Indulge in local gastronomic delights such as Kalix caviar or Cloudberries at some of the local restaurants. For example Karl-August, Restaurang CG, Arkipelag, Hemmagastronomi or Bistron. Or go on a Kalix caviar safari to fish for this coastal gold on a fishing boat with Cold Adventures, ending with a three course dinner.
- Go on a snowmobile adventure across the frozen sea or through the winter wonderland forest with Luleå Travel, Explore Luleå, Brändön Lodge.
- Say hi to some very excited barking four-legged friends and go dog sledding over the white meadows or forest tracks with Yellow Snow Huskytours, Luleå Adventure or Northern Soul Journeys.

And a little farther afield:

- Stay in a spectacular room up in the trees at Treehotel, the latest eighth room, the Biosphere, opens its door up in the

trees to its first visitors in June.
- Take the train from Luleå and visit the stunning and first-everIcehotel, a bucket list icon for every Arctic adventure. Hand-sculpted out of massive ice blocks, each room is designed by commissioned artists from all over the world.
- Visit the world-famous Jokkmokk winter market, where the best Sami artisans and artists gather. A four-hundred-year unbroken tradition, in 2023 it's the 418th market!
- Spot the magical northern lights from one of many supremely comfortable and close-to-nature lodges in Swedish Lapland, for example, Arctic Retreat / Arctic Bath / Loggers Lodge / Brändön Lodge / Melderstein Manor

Further information on the above and much more can be found online at

www.swedishlapland.com and www.visitlulea.se and https://visitsweden.com/where-to-go/northern-sweden/

Press pictures London Luleå SAS:

https://www.dropbox.com/sh/dztrzb1sogs66wd/AAAtwtWE4Sjc50EU7kLI_hpba?dl=0

NB: Please credit. The photographer´s name for photo credit is in each file name. "_peter_lundstrom" etc

https://imagebank.sweden.se/my-selections/197jqt6lcy

Wild & Crazy Penny Farthing Race Action Rolls into Town

The University city of Lund in southern Sweden will be the hub for a unique cycling competition this summer.

The international Penny Farthing competition, Sweden3Days rolls into Lund on 1-3 July. Expect a party atmosphere and lots of side events across the city.

- "It will be wild and crazy", promises Per-Olof Kippel, who is involved in arranging the competition.

A penny-farthing is an old bicycle with a gigantic front wheel and a tiny rear wheel. The heyday of the penny-farthing was in the 1880s and then it disappeared when the "ordinary" bicycle was introduced around 1890. Now in the 2000s, the penny-farthing is experiencing a renaissance and is mass-produced again, albeit on a small scale.

Sweden3Days will be decided this year on 1-3 July when four different races will be run, of which race 3 will take place in central Lund. The four races consist of an initial speed race, a two-lap race and a final endurance race. The competition is expected to attract participants from all over the world.

- "This is a unique event. Nowhere else in the world holds a multi-day competition for penny farthings. We expect 50 participants and it will be a wonderful mix of men, women, young, old, elite and amateurs. It'll be wild, a penny-farthing race is a crazy experience", says Per-Olof Kippel.

Lund becomes the base for the competition with competitors all staying in the same hotel in the city. Per-Olof Kippel, who will be competing himself, is looking forward to a full-on party atmosphere on Saturday 2 July.

- "We´re working closely with Visit Lund and feel inspired by the city's enthusiasm towards the event", says Per-Olof Kippel.

- "We are happy to offer Lund´s residents and visitors such a unique event and know there are many places across the city planning various events in connection with the penny-farthing competition, everything from music events to historical reenactments and picnic events, it will be a real folk festival", says Sofia Björk, project manager at Visit Lund.

Contact:

Per-Olof Kippel 0703-02 98 75, info@sweden3days.se

Sofia Björk, project manager Visit Lund, 046-359 36 24,sofia.bjork@visitlund.se

Swedes have been cycling for what seems like forever and have an infrastructure to match. Head to Sweden for long-distance cycle trails, cycling around car-free island paradises, there are plenty of city tours by bike and if it´s MTB and the adrenaline rush you´re after, you won´t be disappointed.

More inspiration can be found here: https://visitsweden.com/what-to-do/nature-outdoors/biking/sweden-a-paradise-for-cycling/

Download Sweden press images here: Imagebank Sweden

If you have questions or are interested in press trips to the above, please contact:

Steve Robertshaw, Senior PR Manager

Steve Robertshaw
Senior PR Manager
+44(0)7494 517 223
steve.robertshaw@visitsweden.com

Web: www.visitsweden.com Press Room: https://press-uk.visitsweden.com/ Image Bank: www.imagebank.sweden.se

Welcome to Sweden.

Your invitation to experience our unique lifestyle, progressive culture, accessible nature, local food culture and innovative mindset. We want visiting Sweden to be about creating value, for you as our guest, for the local community and the planet.

In 2022, for the second year in a row, Sweden was listed as the most sustainable country in the world by Euromonitor International in its Sustainable Travel Index, as well as once again ranking number one in the Good Country Index, a measure of what countries contribute to the world outside their borders, and what they take away: their balance-sheet towards humanity and the planet.

Additional assets available online: Photos (6)

https://press.visitsweden.com/2022-07-11-Sweden-News-May-2022-Prepararing-for-Summer