Visit Sweden News Room

Milestones That Make Sweden Special for Travel in 2023

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5 Celebrations That Make 2023 The Year to Visit Stockholm

- Stockholm´s iconic Town Hall celebrates its 100th anniversary
- ABBA Museum celebrates its 10-year anniversary
- The European Capital of Gastronomy 2023 and the Stockholm Food Guide
- Sweden celebrates its 500 yr. anniversary as a Nation State and the election of Gustav Vasa as Sweden's monarch in 1523.
- The Golden Jubilee of King Carl XVI Gustaf of Sweden will be celebrated in 2023, to mark the 50th anniversary of his accession to the throne.

Stockholm´s iconic Town Hall celebrates its 100th anniversary

On June 23rd, Stockholm's City Hall turns 100 years old. It will be celebrated by filling the entire City Hall with love.

An unforgettable day when newlyweds flow through Stockholm's finest ballrooms - immortalise their wedding in the Golden Hall and toast with loved ones in the Blue Hall.

When the City Hall was inaugurated in 1923, the celebration lasted a whole week with festivities of various kinds. The inauguration day itself, the highlight of the celebration was Midsummer´s Eve on June 23rd 1923.

It is normal for 70 couples to marry at the City Hall on a Saturday, but on this special anniversary day, 200 couples will celebrate with bookings through to 9pm in the evening.

City Hall will be celebrating throughout the year in various ways with a commemorative itinerary set for the autumn. Details to be released.

Press Release and Press Images: https://via.tt.se/pressmeddelande/brudpar-intar-stadshuset-pa-100-arsdagen?publisherId=1213538&releaseId=3325170

ABBA Museum celebrates its 10-year anniversary

May the 7th 2023 marks the 10-year anniversary of the opening of ABBA The Museum. The museum opened 10 years ago on, May 7th, 2013. We´ll be sure to share what they have planned just as soon as we hear.

Stockholm: A Good Food City and The European Capital of Gastronomy 2023

Stockholm's restaurant scene has garnered much attention during the last decade. Much thanks to local chefs, restaurants, and food enthusiasts that are relentless in their pursuit of food that doesn't compromise the environment.

A testament to Stockholm's leading role in a sustainable gastronomic world, the city has received the honour of being announced as The European Capital of Gastronomy 2023.

Stockholm gastronomic capital 2023 - It will be exciting to see what the program for the year will look like, however, we do know it will be tied together with Stockholm Good Food City and much more related to gastronomy in Stockholm. The launch of Stockholm Good Food City is underway, but the Stockholm Good Food guide is already out at https://www.stockholmgoodfoodguide.com/

At Stockholm Good Food Guide, an initiative by Stockholm Business Region and Sweden Foodtech, you'll get to know inspiring and knowledgeable representatives from Stockholm's sustainable food scene. As an added bonus they share their best tips on restaurants and cafés that serve food that is good for the planet, your health, and tastes really great.

Further information on Stockholm´s sustainable food scene: https://www.visitstockholm.com/eat-drink/restaurants/sustainable-eating-in-stockholm/

Press Images: https://imagebank.sweden.se/my-selections/7doo149iw

Join Sweden as we celebrate its 500yr. anniversary as a Nation State and the election of Gustav Vasa as Sweden's monarch in 1523.

Travel in Gustav Vasa's footsteps - 11 places to visit across Dalarna, Central Sweden. For those of you who want to travel in Gustav Vasa's footsteps, there are many exciting and beautiful places to visit around Dalarna. Take a medieval route and discover places you might not otherwise see. Here´s a collection of eleven stops along this new Vasa-inspired road trip. https://www.visitdalarna.se/en/node/254609

The prelude to Sweden as a nation-state - Gustav Vasa was elected king on June 6th, 1523. One reason why June 6th became Sweden´s National Day. On Midsummer´s Day, June 24th, 1523 Gustav Vasa rode into Stockholm as king. The much-loved Swedish artist, Carl Larsson recognised this in a large painting that can be seen in the National Museum's stairwell. If you want to see more of Carl Larsson, you can also visit the Thielska Galleriet or Prince Eugene's Waldemarsudde.

On Sweden´s National Day 2023 and to celebrate Gustav Vasa, the King and Queen of Sweden will mark the national holiday in Strängnäs before concluding the day with traditional ceremonies in Stockholm. Be a part of the celebrations and join in The National Day celebrations at Skansen Museum, which will be larger than normal in 2023 - https://www.skansen.se/en/swedish-national-day

If you are interested in history, here are the best places for history buffs in Stockholm: https://www.visitstockholm.com/see-do/attractions/museums-for-history- buffs/

The Golden Jubilee of King Carl XVI Gustaf of Swedenwill be celebrated in 2023, to mark the 50th anniversary of his accession to the throne.

On 16th September King Carl Gustaf and Queen Silvia will parade through the streets of Stockholm in horse-drawn carriages in celebration of his ascension to the thrown 50 years ago. Book your visit to Stockholm early to see this spectacle!

Throughout 2023, the King of Sweden will be celebrated across Sweden for his 50 years on the throne. Celebrations begin in January with a dinner at the Royal Palace in Stockholm with representatives from all of Sweden's counties.

From February through September, the King and Queen Silvia will then visit each of Sweden's counties. The anniversary will be marked in Gothenburg as the city celebrates its own 400th anniversary. On Gothenburg's birthday, June 4, the King will give a public address and then go walk-about through the city center together with the Queen.

Earlier this year, the King announced a Royal Court design competition for students to design an emblem that will be the symbol for the entire royal jubilee year 2023. The jury with H.R.H. Prince Carl Philip as chairman has appointed Elis Nyström from KTH Royal Institute of Technology as the winner.

The jubilees of Gustav Vasa and the current King of Sweden coincide, so 2023 would be the perfect year to visit the many royal palaces and castles across Sweden: https://www.kungligaslotten.se/english/royal-palaces-and-sites.html

Celebrate 400 Years of Gothenburg at the Anniversary Festival

Gothenburg's birthday is on June 4, and a major anniversary festival will be held on June 2–5. What better place to celebrate the port city of Gothenburg than the Frihamnen port district where there will be concerts, art, food, and activities. Following the

anniversary festival, the celebrations will continue throughout the summer until September 3, culminating at the Gothenburg Culture Festival and the Göteborgsvarvet Marathon.
Learn more: https://www.goteborg.com/en/guides/gothenburgs-400th-anniversary

Malmö awarded Sweden´s most environmentally friendly municipality 2022– NEW hotel, NEW Nordic Noir Tour NEW and ´Malmö Included´ community tourism initiative.

NEW Hotel - The More Hotel Västra Hamnen is in a peaceful location in Malmö's most modern and sustainable flagship neighbourhood, the Western Harbour.

Calm, but still with a city vibe, the More Hotel Västra Hamnen is in a peaceful location in Malmö's trendy eco-district yet at the same time, close to all the city's cultural attractions, places to eat, shopping, theatre experiences and transport links.

The More Hotel Västra Hamnen in Malmö is a newly built, quality, apartment hotel. Each apartment has its own kitchen, and you can choose from rooms between 24 and 80 m2, rooms with a loft, bath, balcony and more. Breakfast is provided and there´s a gym, lobby, roof terrace and more that give your life there that feeling of luxury.

Contact: Gunilla Garro gunilla@themorehotel.com Phone: +46 700 90 48 82

Visit the more hidden parts of Malmö and see how the city works with social sustainability on a NEW community-driven guided cycle tour.

Sustainability plays an ever-increasingly important role in tourism and people will always want to travel, visit and explore new places.

How can we make tourism in more sustainable? Malmö is Sweden´s third largest city with a population of more than 300 000 representing more than 180 nationalities. This is of course both an asset and a joy, but in many ways also a challenge. In the project “Spela roll” (a play on words meaning both to ´take part´ and ´it matters´), Malmö decided to focus on how to turn social challenges into an opportunity for tourism. How can we include the citizens of Malmö in all aspects of the city and make them feel proud of their city, while creating a desire for them show it off to others? The solution: a guided bicycle tour with stops outside the city center, created by and driven by locals. Visitors get to see and experience the less well-known parts of Malmö and how the city works with social sustainability. On the tour, you also get to enjoy a “taste” of Malmö!

Their ambition is that the citizens of Malmö feel included, and they hope you feel included too. This new tour is available from Travelshop in Malmö.

New Malmö Nordic Noir Tour in the Footsteps of ´The Thin Blue Line´.

Malmö, famous as home of the Nordic Noir TV series, The Bridge is now home to the **NEW Nordic Noir TV series, The Thin Blue Line – viewable on TV in the UK on Swedish Viaplay.**

The Thin blue line is the latest Crime series to be shot in the city and takes place in today’s Malmö in a fictional setting. It tells the story of six characters that work as police officers following their daily activities, both at work and in their private lives, in the real multicultural city that Malmö has become.

Ride a bike or walk the 20-point tour following filming locations from the TV series.

Series Information: https://anagram.se/production/the-thin-blue-line/

IceHotel 33 Opens Dec 16th, 2022 – UK born artist, Robert Harding together with Timsam Harding, designed the art suite "Enclosed Space".

24 international artists are travelling again and back creating this year's wonderous art in IceHotel´s rooms - https://kirunalapland.se/en/event/premiar-icehotel-33/

The first snow has fallen in Jukkasjärvi and the planning and construction of this year's winter hotel are in full swing. Out of a total of 135 applicants from 23 different countries, 24 artists from 15 countries have now been selected to create Icehotel 33.

At the end of November, the artists will gather at Icehotel in Jukkasjärvi. Together with the production and construction crew, they will build a 2,890 m2 seasonal hotel consisting of 12 art suites, 24 ice rooms, and 1 ceremonial hall.

This year one of the artists originates from the UK, Robert Harding. Robert together with Timsam Harding, designed the art suite ´Enclosed Space´.

On the 16th of December Icehotel 33 will open its doors and the art will be displayed to the world for the very first time.

BRIEF FACTS ABOUT ICEHOTEL 33

• Total area of approx. 2,890 m2

• 12 Art Suites with unique art and design

• 24 Ice Rooms designed by Icehotel

• The Ceremony Hall is 100 m2 and has approx. 40 seating places

• The main hall has 40 ice columns

• The iconic ice chandelier is made of 200 handmade crystals

IMAGES: https://www.icehotel.com/media

Sweden to host the 2024 Global Sustainable Tourism Council (GSTC) World Congress

Initiated by, among others, the UN, the GSTC have chosen the sustainable destination SWEDEN, a collaboration with Visit Sweden and the Swedish Agency for Economic and Regional Growth, to host their 2024 World Congress on 23-25 April 2024.

Sweden has ambitious goals for a growing sustainable tourism industry by 2030 – and to succeed requires cooperation.

GSTC has chosen Sweden for the congress in part because Sweden has a proven and purposeful track record of working with sustainability and already has several destinations that work, or want to start working, according to GSTC's criteria for sustainable tourism.

- *Visit Sweden's overall goal that Sweden should be seen as the world's most attractive destination by leading towards a more conscious travel, underpins all our work. It is, therefore, extra gratifying that Sweden has been chosen as the host nation for GSTC's world congress,* says Susanne Andersson, CEO of Visit Sweden

-*This gives us the opportunity, together with the Swedish business community, to continue working with sustainable development to create long-term perspective and competitiveness. The World Congress gives Sweden the opportunity to highlight the development that is taking place, on the international stage*, Susanne continues.

The GSTC's annual global congress brings together international and national players from around the world. The purpose of arranging the congress in Sweden is for Visit Sweden, the Swedish Agency for Economic and Regional Growth, Visit Stockholm and Royal Djurgården's Stakeholders to inspire sustainable development, share knowledge about Sweden as a destination and highlight those in Sweden who have come a long way in their sustainability work.

Sweden is at the forefront:

- Sweden has a clear, sustainable vision for Swedish tourism and the hospitality industry: "By 2030, Sweden will be the world's most sustainable and attractive destination built on innovation".

- Sweden is a country associated with accessible nature experiences and Sweden has been ranked as the most sustainable destination in the world, two years in a row according to international research firm Euromonitor International's Sustainable Travel Index.
- Northern Sweden has become an arena for sustainable development and the spirit of the future with new, innovative companies and sustainability initiatives. The hospitality industry here plays a significant role in the development of the region in order to create long-term favourable conditions for growth and an attractive society. Not only for visitors but also to attract new labour and knowledge to the region.
- In Sweden, there is a growing interest in working according to GSTC's sustainability criteria. Destinations such as Järvsö, Västerbotten and Royal Djurgården are already working with them.
- Already in 2002, Svenska Nature's Best was launched, which became one of the first quality labels for ecotourism in the world. Nature's Best has been an important stakeholder in the development of GSTC.
- Gothenburg has been named the world's most sustainable destination for the sixth year in a row by the Global Destination Sustainability Index (GDSI).
- Stockholm is an international forerunner for global environmental and climate initiatives. Stockholm has been named the world's most sustainable city 2022 according to the economy and sustainability magazine Corporate Knights and is one of Europe's climate-smartest cities according to a study conducted by The Economist Intelligence Unit.
- As an important part of Stockholm, Royal Djurgården welcomes over 15 million visitors every year. Djurgården works broadly for long-term sustainable development and in September this year, Royal Djurgården was recognised as one of two metropolitan destinations in the world, receiving GSTC's Green Destination Platinum Award for its structured work with sustainability.

Press images for free publication:

https://contentbank.visitsweden.com/selection/2b12488e967b3eb9237250a37d6b0448

NEW Stockholm Kayak Tour

Built across 14 islands, the Stockholm lifestyle is closely connected to everything water related from a quick swim after work or a weekend trip out in the boat, whatever floating craft that might be. Experience the Stockholm lifestyle with Nature Travels new guided kayak tours in Stockholm City. Experience Sweden's beautiful capital from the water with a half-day or evening kayaking tour. An ideal add-on activity when visiting or travelling through Stockholm.

More information: https://www.naturetravels.co.uk/sea-kayaking-sweden-guided-kayak-tours-stockholm-city-sta1ks1.htm

Sweden´s NEW ´Experience Guide´

Available in English for the first time, the ´experience guide´ is an online travel inspiration tool that uses geolocation technology to find places nearby under the themes of eat-stay-do during your travels around Sweden.

Further information: https://visitsweden.se/en/upplevelseguide

BONUS…

Top 6 New Trendy Hotel Openings of 2022

It´s always nice checking into your hotel after the journey, especially when you´re one of the first to stay there. The following are some of the most noteworthy hotels to have opened across Sweden in 2022, some have already been recognised amongst the best hotel´s in the world.

More information: https://visitsweden.com/where-to-stay/new-and-trendy-hotels/

Scandic Kiruna opened April 2022 – In addition to being Sweden´s northernmost sky bar, the hotel´s exterior is shaped by 2 of Swedish Lapland´s most famous nature attractions, Kebnekaise and Lapporten. With it´s low water consumption and 100% renewable energy use, Scandic Kiruna is built with sustainability in mind.

Åhus Seaside, opened June 2022 – This modern spa hotel which is just a few steps away from Täppet Beach has a strong sustainability focus that will most likely reinforce and extend the areas popularity as a summer destination since the 1960s.

Trakt Forest Hotel opened July 2022 – Situated deep in Småland´s forest this hotel is all about the landscape, the views, and the silence. At Trakt Forest Hotel you´re not only a guest in nature, but a part of it.

Backstage Hotel, Stockholm, opened September 2022 – staying behind the scenes and next to ABBA The Museum, guests are treated as true VIP Stars. Backstage Hotel guests stay in understated luxury with rooms furnished with contemporary art and furniture by Eichholtz.

Jacy'z Hotel & Resort, Gothenburg, opened November 2022 – The anticipation around Jacy´z has been enormous. The hotel includes 3 restaurants and a 28th-floor Miami-inspired pool club. For something exclusive, book in at JQ at Jacy'z. Stay in rooms inspired by 1960s in Las Vegas glamour with daring materials and eye-catching art.

Ad Astra by Elite, opening November 2022 – Inspired by the Riviera, a stay at Ad Astra in Södertälje will feel like a stay in the Mediterranean, only 28 minutes from Stockholm. The outside swimming pool, garden, several restaurants, movie theatre and piazza with a petanque pitch are sure to leave you suitably relaxed.

Sweden´s Smaller Cities

Get off the beaten track and under the skin of Sweden, the hidden gems you shouldn´t miss. For good reason, many of these smaller and accessible towns and places are where Swedes choose to holiday. Be sure to consider these must-visit destinations in your planning. https://visitsweden.com/what-to-do/roundtrips/smaller-cities-and-towns/

Luleå – a sub-Arctic region and Nordic cuisine hotspot

Skellefteå – urban innovation in a northern wonderland

Gävle – a rich industrial heritage, set in breathtaking nature

Falun – Dala horses and heritage sites in a rural idyll

Nora – a treasure preserved, one of Sweden's 'wooden' towns

Eskilstuna – from pre-loved finds to Vikings and fairy tale castles

Karlstad – a slice of culture in magnificent nature

Lidköping – design, architecture and a baroque castle

Jönköping – experience John Bauer's magical nature

Karlskrona – a coastal gem and UNESCO World Heritage Site

Ystad – a medieval town, against a Nordic Noir backdrop

- ENDS -

Download press images from across Sweden here: Imagebank Sweden

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

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Welcome to Sweden.

Visit Sweden has the official national assignment from the Swedish government to market Sweden as a tourist destination.

Our vision is that Sweden by 2030 is the world's most sustainable and attractive travel destination built on innovation.

Now more than ever, purposeful travel needs to be meaningful, conscious, and creating lasting value with regards to our guests, for the local community and our planet. Welcome to Sweden.

Additional assets available online: Photos (11)

https://press.visitsweden.com/2022-11-23-Milestones-That-Make-Sweden-Special-for-Travel-in-2023