A New Flight Route and Other Reasons To Visit Sweden in 2023

Whether you are dreaming about a nature getaway or city stay, Sweden should be added to your 2023 bucket list. With a new flight route from New York, a holiday in Sweden is now even more accessible for travelers from the US. Below are some of the most special places to enjoy an authentic holiday in Sweden along with the latest news and events.

New Flight Route Between New York and Gothenburg
At the end of April, SAS is launching a new route between New York and Gothenburg, making Sweden's second largest city – and one of the world's most sustainable destinations – more accessible for travelers from the US.

The route between Newark Liberty International Airport and Landvetter will be trafficked by brand-new Airbus 321 Long-Range plane with three each-way departures every week, substantially shortening the travel time. The departures from New York will take place on Tuesdays, Thursdays, and Saturdays, and from Gothenburg on Wednesdays, Fridays, and Sundays. The direct route will initially be trafficked for the whole summer season of 2023 and return for the 2024 summer season.

Gothenburg is a relatively small city packed with all the highlights of a major international destination: culture, shopping, world-class restaurants and stunning nature. To boot, this year Gothenburg is celebrating its 400th anniversary with many events across the city.

Learn about the anniversary celebrations and 11 other reasons to visit Gothenburg in 2023: news.cision.com/visit-sweden/r/12-reasons-to-visit-gothenburg-in-2023-for-its-400th-anniversary-celebration,c3667721

Learn about SAS's new flight: news.cision.com/visit-sweden/r/new-flight-between-new-york-and-gothenburg,c3689792

Stockholm Design Week
Between February 6-12, Stockholm Design Week and Stockholm Furniture Fair kick off the year for the Scandinavian design industry with an exciting program of design events, exhibitions, panel discussions, and open studio events in Stockholm. Among the more than 400 exhibitors at the fair, visitors can meet Scandinavian brands such as Vestre, Blå Station, Kinnarps and Lammhults side by side with top international names such as Herman Miller and Moroso. Jonas Bohlin and Christine Ingridsdotter, two of Sweden's most iconic interior architects, have designed the restaurant and bar for the fair, and this year's Guest of Honor, the internationally renowned Swedish design studio Front, has created a large installation in the fair's entrance square.

Learn more about Stockholm Design Week: stockholmdesignweek.com

The King of Sweden Celebrates 50 Years as Monarch
This year marks the 50th anniversary of the reign of King Carl XVI Gustaf of Sweden. The King, who is already Sweden's longest-reigning monarch, ascended to the throne on September 15, 1973, at the age of 27, following the death of his grandfather, King Gustaf VI Adolf. In addition to participating in a series of events and activities throughout the year, the anniversary will be marked with two days of celebrations in Stockholm on September 15-16, including a Royal Palace Church service and an anniversary dinner on September 15. On September 16, the King will be joined by Queen Silvia in a procession through Stockholm. Other events planned for the anniversary year include the King and Queen visiting Sweden's 21 counties as well as a special exhibit at the Royal Palace titled "King Carl XVI Gustaf – 50 years for Sweden".

Learn more about the Swedish Royal Court and the King's 50th Anniversary: kungahuset.se/english

Stockholm Named European Capital of Gastronomy 2023
The European Community of New Gastronomy has named Stockholm the Gastronomic Capital of Europe 2023. The prestigious title recognizes a city's commitment to using gastronomy as a tool for cultural, social, and economic development.

The Swedish capital's restaurant scene has experienced a noticeable boom in the last ten years and the city is home to a wide variety of restaurants, markets, and food festivals, and has a strong tradition of locally sourced and sustainable ingredients.

In celebration of the title, a variety of events and activities are planned throughout the year. These include food and beverage

festivals and special menus at restaurants throughout the city as well as a virtual gourmet guide called the Stockholm Good Food Guide with tips on where to eat, drink, shop and experience the city in a more conscious way.

Learn more about the Capital of Gastronomy program:capitalofgastronomy.se/en/program/

Top 8 Winter Activities in Sweden
Winter in Sweden can be quite cold, but instead of dreading it the Swedes celebrate the snowy landscapes and frozen lakes, and many international travelers are also catching on to how Sweden is the perfect winter destination. This incredibly pretty time of year offers fun activities like cross-country skiing, ice skating, winter bathing, and dog sledding. And did you know that Sweden is known as one of the best spots in the world to admire the breathtaking Northern Lights?

Learn about the top 8 winter activities in Sweden:visitsweden.com/what-to-do/nature-outdoors/winter-activities/

Celebrating 10 Years of ABBA The Museum in Stockholm
This year marks the 10th anniversary of ABBA The Museum, dedicated to the legendary Swedish pop group ABBA that rose to fame in the 1970s and are still beloved by fans today. Since opening its doors on May 7, 2013, the museum, which is located on Stockholm's beautiful Djurgården island, has welcomed millions of visitors from around the world, making it one of the most popular attractions in the capital. The museum features ABBA memorabilia like stage outfits, instruments, gold records, awards, and much more. But it's also an interactive experience that allows visitors to learn about the history of the group and the members' individual careers.

Learn more about ABBA The Museum: abbathemuseum.com/en

Sweden's Smaller Cities and Towns – the Hidden Gems You Need to Know
While Sweden's three major cities often get all the attention, there are plenty of lesser-known, smaller cities off the beaten track, all offering an equally attractive mix of culture and nature as their big-city counterparts. What's more, they're easy to reach from the larger cities – ideal if you want to extend your city break.

Ranging from Luleå, a Nordic cuisine hotspot in the sub-Arctic region in the north, to picturesque medieval town Ystad in the south, these accessible smaller towns are the very places that Swedes choose to holiday in. And with good reason – these hidden city gems are often situated by some of the country's most beautiful lakes and beaches and boast a variety of attractions.

Learn about Sweden's hidden gems: visitsweden.com/what-to-do/roundtrips/smaller-cities-and-towns/

For press images, see: https://imagebank.sweden.se/

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About Visit Sweden

Visit Sweden has an official assignment from the Swedish government to market Sweden as a destination. Our vision is that Sweden by 2030 is the world's most sustainable and attractive destination built on innovation.

Additional assets available online: Photos (6)

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