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New archipelago tour, winter beach holidays, urban quiet parks & European Capital of Gastronomy

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World of Volvo invites you to join a movement to help create a world where we care for each other and the planet. Or as we like to say – a world with more "omtanke".

Adjacent to the popular Liseberg Amusement Park, World of Volvo will be a new meeting place, in Gothenburg, for inspiration and entertainment. An interactive place with exciting exhibitions, talks, performances and workshops, entertainment and dining. No matter if you're a Volvo enthusiast, an employee or just a passer-by, you have a part to play. Welcome to World of Volvo in 2024!

Press Images: https://www.mynewsdesk.com/world-of-volvo/latest_media

Press Release: https://www.mynewsdesk.com/world-of-volvo/news/volvos-new-experience-center-in-gothenburg-a-building-that-stands-out-449849

More info: https://www.worldofvolvo.com/en/(Back to Top)

Stockholm, European Capital of Gastronomy 2023

In 2023, Stockholm European Capital of Gastronomy, will place Stockholm on the world map, as one of Europe's leading gastronomic destinations. The hope is to contribute to positive social development and a sustainable food system by showcasing the city's innovative food scene, always with the pleasure of eating in focus.

There´s a full program of activities running from Jan-Nov -https://capitalofgastronomy.se/en/program/

Stockholm has selected 12 ambassadors/guides from Stockholm's sustainable food scene to give their tips on where to eat, shop and experience good food in Stockholm.

Feel free to take a look: https://www.stockholmgoodfoodguide.com/

Allow their local experts to show you the variety of Good Food Stockholm has to offer - food that is good for the planet, your health and tastes really good too.

Stockholm is currently experiencing a food revolution. Thanks to the city's chefs, and foodies (or food pioneers) who refuse to compromise on quality, taste and the environment, Stockholm has developed one of Europe's most exciting food scenes. The city is committed to creating a truly sustainable society and together with an increasing number of food-tech entrepreneurs, has become a city where you can enjoy food that not only tastes good but also does good. A place where conscious consumers, chefs, entrepreneurs, and decision makers meet for inspiration, co-creation and innovation. Welcome to the food city of the future – welcome to Stockholm.

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A quieter archipelago lifestyle in the Gothenburg Archipelago
NEW hiking package holiday with HF Holidays

The archipelago off the coast of West Sweden attracts a large number of visitors each year, peaking in July. However, the wild beauty and warm local hospitality that keeps people returning remain constant throughout the year. This easily accessible coastal archipelago is a worthy Spring and Autumn destination and complements any city break to Gothenburg. From April to September ferries, some free, go from Gothenburg to the island of Hönö in the northern part of the archipelago; in spring and autumn always on Sundays, in summer Tuesdays to Sundays, several times a day.

On the first weekend in April, the longer days are greeted with the Spring Festival in the archipelago (Vårfest i Skärgården): There's all sorts of good food available on Hönö, when the restaurants in the lively Hönö Klåva harbour area set out tables and chairs and invite you to sample fresh, local delicacies. In addition, around 20 local stallholders come together at the market.

The Easter holidays are also ideal for a relaxed hike on the Skärgårdsleden (Archipleago Trail): This 27-kilometre-long, newly created path traverses the four neighbouring islands of Hälsö, Öckerö, Hönö and Fotö, which are connected by bridges. With cafes, restaurants and shops open, there are plenty of reasons to amble, browse and soak up coastal island life. Half of the hike runs through the spectacular island geography with its smooth, glacial eroded rocky shoreline, and the other half leads through the twisting and turning streets of the archipelago villages.

The Skärgårdsleden was officially opened on May 14, 2022, andHF Holidays has a **new package holiday for 2023** which includes this hiking trail. Available online soon…

- Running one date 07/09/23
- Price with flights £2359, without flights £2189
- Transfers to the first hotel are included with or without flights
- 7 nights B&B
- 6 Dinners
- 3 packed lunches, 2 café lunches & 1 coffee and cake (Swedish Fika)
- Luggage moved between hotels, local guide throughout
- 1 free day in Gothenburg

Recommended accommodation is the family-run Skärgårdshotellet , which reopened in 2021 after extensive renovations. Guests can look forward to cosy rooms with maritime-inspired furnishings. Enjoy regional and seasonal dishes cooked in their restaurant, Skafferiet (The Pantry).

Prices start from 1074 SEK B&B for 2 people in a double room per night.

Information at https://www.goteborg.com/en/guides/a-guide-to-the-gothenburg-archipelago(Back to Top)

Top 5 Beach Holidays – in Winter!

Not many will have missed the chilly trend that is wild swimming, winter bathing, winter swimming, ice bathing - whatever you like to call it. Whether you're doing it for well-being reasons or the adventure of it the trend seems set to stay - and there are plenty of 'refreshing' spots across Sweden that are great for winter swimming. Hotel and travel search site momondo.se has teamed up with lovers of winter bathing from Dark & Cold to showcase some of the best winter beaches and what to pack in your beach bag.The Dark & Cold Association, or the Happy Friends of Cold and Darkness as they call themselves, is a non-profit association dedicated to developing positive experiences in those parts of the world that have a prolonged period of cold

and darkness.“All credit to sun and beach holidays, but we also want to celebrate the cold and darkness that we experience here in Sweden during the winter months. Winter bathing in particular is a great example of how to have positive experiences even in winter, to feel more alive, by taking advantage of the long cold spells and the few hours of sunshine that the season brings us," says Lars Westerlund, spokesman for Dark & Cold.Endorphins, dopamine, mindfulness, improved blood circulation and fewer sick days are just a few of the many health benefits that a wild, winter swim can bring, according to Lars Westerlund. But also, for those who want to experience Sweden in a new way during the winter months, the cold experience is a good option.“Winter bathing is one of the most exotic things the cold months have to offer in Sweden, from north to south. Sweden is one of the most water-rich countries in the world and has one of the longest coastlines in Europe. In other words, the possibilities for a beautiful, sparkling winter swim are endless,” says Per Christiansen, spokesman for momondo.

The 5 best winter beaches across Sweden according to Dark & Cold:

1. Ganlet, GothenburgA nice walk to the swimming area by the sea, which can be reached all year round via several ladders, is part of the overall experience here. It's also a really cosy place to enjoy a hot drink you've brought with you to enjoy after a swim.

2. Winter Park in Östersund, Jämtland In addition to ice baths and wood-fired whirlpools, Vinterparken is also a nice day trip destination. Ice skating, cross-country ski trails, a playground and a museum keep you busy even after the winter swim. The beach has sun loungers with blankets if you want to sit for a while and enjoy the fresh air - or watch the stars on a clear evening.

3. Vitskärsudden in Obbola, Västerbotten Here you can enjoy the view of one of Vitskärsudden's many cairns with a hot drink and a good snack after a winter swim.

4. Festningsbadet in Varberg, HallandFästningsbadet is a popular destination in the summer months, but it also offers swimming in winter. And Fästningspiren is centrally located, so swimmers can enjoy Varberg's cosy city centre while they're there.

5. Kivik Harbour, SkåneA popular destination all year round. In summer the place is full of sun-seekers - why not take the opportunity to enjoy the beautiful harbour in winter too? Kivik Harbor has a ladder that is available all year round.

Here´s what Dark & Cold recommend you pack for the beach - in winter

- Swimwear
- Small towel - to put on when changing.
- A warm hat - a warm hat can be worn during and after the bath to keep the body warm. That's because a lot of body heat is lost through the head.
- Warm gloves - can also be useful when climbing down an icy ladder.
- A large towel or a warm bathrobe - to wrap up after bathing.
- Warm, loose clothing that is easy to put on afterwards. Even if you don't catch a cold in the water, you can easily catch a cold after swimming if you don't dress warmly and dry.
- Something warm to drink after your swim - for example, hot chocolate, juice, coffee or tea.
- Something tasty to eat after the swim - it is well known that winter swimming makes you hungry.
- Neoprene shoes - a great way to protect your feet and toes.
- A friend - never winter swim alone and always stay close to the ladder.

About Dark & Cold

Dark & Cold works on a not-for-profit basis to develop positive experiences in parts of the world that experience long periods of cold and darkness. This is about cooperation to further cold and darkness into something that enriches the lives of both those who live in these areas and those who have the privilege of visiting this part of the world. For more information on Dark & Cold, visit https://www.darkandcold.com/en/ .**Here are our 8 Swedish highlights for the cold season.**With its snowy landscapes and thousands of frozen lakes and rivers, Sweden is the ideal destination for anyone looking for a real winter with all the trimmings. Ice bathing, watching the northern lights, relaxing in the sauna and much more. https://visitsweden.com/what-to-do/nature-outdoors/winter-activities/(Back to Top)

5 out of 9 green areas that received the Urban Quiet Parks Award are located in Stockholm.

- Judarskogen Nature Reserve
- Hansta Nature Reserve
- Älvsjöskogen Nature Reserve
- Kyrkhamn (Planned Nature Reserve)
- Sätraskogen Nature Reserve

It is scientifically proven that spending time in quiet nature reduces stress, anxiety, depression, repetitive thoughts and restores attention. Quiet is also good for birds and animals as it helps them communicate, attract mates and sense danger.Quiet Parks International (QPI) is a volunteer-run, non-profit orgainisation committed to saving quiet for the benefit of all life. Their mission is to save quiet for the benefit of all life.The QPI Urban Parks Award recognises natural areas near or in cities that offer culturally relevant quiet experiences to urban dwellers. So far, 9 parks have received their award with 5 out of the 9 in Stockholm.

More information on Stockholm´s parks can be found by visitinghttps://www.visitstockholm.com/see-do/attractions/beautiful-parks/

More information on QI can be found online athttps://www.quietparks.org/urban-quiet-parks where they state the benefits of quiet are:

- **Health**: Reduces stress, anxiety, repetitive thoughts, heart rate, blood pressure; promotes neurogenesis
- **Attention Restoration**: Improves cognitive abilities, reasoning, engagement
- **Pro Social Behavior**: Increases generosity, trust, awe, wonder
- **Workplace**: Improves mood, concentration, cognition, wellbeing
- **Natural Sounds**: Reduces post-surgical pain, brings calm

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Visit Sweden is the official national Marketing Company of Sweden as a tourist destination. The aim with our destination marketing is to sustainably increase travelling to and within Sweden for holiday purposes. Visit Sweden, represented in six global markets, combine market leading insights and market knowledge with unique PR- and communications expertise. Our company vision is to make Sweden the world leader in sustainable destination marketing. Visit Sweden is owned by the Swedish government. www.visitsweden.com

Additional assets available online: Photos (5)

https://press.visitsweden.com/2023-03-02-New-archipelago-tour,-winter-beach-holidays,-urban-quiet-parks-European-Capital-of-Gastronomy