Visit Sweden News Room

Visit Sweden News - Easter 2023

Sweden´s beauty and vibrancy shines as Spring bursts into life. With its stunning natural scenery, vibrant cities, and rich cultural heritage, Sweden is perfect for a relaxing and enriching holiday where you´re never far from water. From the vast, majestic national parks in the north to the some of the largest unbroken, protected woodland of the south and the vibrant cities of Stockholm and Gothenburg, there are many exciting places to explore and experience.

Visit Sweden

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Witches, birch twigs and fish dishes: That's Easter in Sweden

We near the end of lent and, as the wet and wind of winter holds on, so we feel a great longing for spring. However, the Easter weekend is fast approaching and with it (hopefully) warmer spring weather.

Swedes also eagerly await the festivities. Although the country is largely secular and only a few people still remember the religious origins of Easter, some idiosyncratic traditions have survived. While American and British popular culture is increasingly creeping into Swedish family traditions, children in Sweden typically get their sweets a different way: On Maundy Thursday, they dress up in aprons and headscarves as "Easter witches" or "Hags" (Påskkärring), walking house-to-house with baskets, exchanging small pictures they have painted themselves for sweets.

The Swedish Easter celebration also includes specific decorations. Since the late 19th century, homes have been decorated with delicate birch branches (påskris) to which colourful feathers are attached. In the weeks leading up to Easter, bunches of birch branches decorated with yellow, red and blue feathers jump colourfully from all the market flower stalls. This Swedish version of the bunch of daffodils can also be decorated with pendants, for example, homemade chicks made of yellow wool. Just as in here in the UK, boiled eggs are also dyed and painted at Easter in Sweden. A bowl of decorative eggs forms the centerpiece of the lavish Easter table.

For dinner on Easter Day, there are the usual classics: pickled herring (sill) suits every festive occasion, served in a choice of flavours as every Swede expresses their personal preference. The spectrum ranges from the classic Bismarck herring with vinegar, onions and bay leaves to marinades with mustard, caviar or lingonberries. And where there is herring, there is also salmon - whether poached, fried, smoked or pickled. From the oven comes "Jansson's temptation" (Janssons Frestelse), a hearty casserole of grated potatoes, onions and anchovies.

To drink, there is schnapps, and each glass is accompanied – as is typical in Sweden - by a drinking song. Many of the almost 400 breweries in the country also brew a special Easter beer. And the non-alcoholic drink of the season is called "Påskmust": a dark brown lemonade with spices, malt and hop extract.

In terms of food, Easter and Christmas are celebrated similarly in Sweden, but the climate is of course, quite different. While people snuggle up at home during Advent, the long Easter weekend is the first opportunity for many Swedes to blow the spring air through their, stuga (holiday cottage in the countryside). Boat owners launch for the first time after winter and many take their first hike of the year. The brightness and warmth of Spring is just around the corner - and Swedes welcome it like a friend they have missed terribly.

Swedish gourmet recipes are available online: https://visitsweden.com/what-to-do/culture-history-and-art/swedish-traditions/more-traditions/easter-sweden/

5 New Hotels & Accommodations Across Sweden in 2023

Boutique, unique, close-to-nature and sustainable they´re all here. It´s tough to narrow it down to only 5, but here goes…

- **Inforest Hotel – ´Rufus´** Opens this Spring in West Sweden.Situated in the middle of the forest, ´Rufus´ is a close-to-nature experience focused on innovation and sustainability. Enjoy being separated from the stressful world and get in touch with nature – relax, find peace and calm. From: SEK 2290/night.
- **Kläpphagen Boutique B&B** – Koster Islands, opens 15 May 2023

Scenically situated on the Koster Islands archipelago, West Sweden, this new boutique B&B whose restaurant will have a strong sustainability focus with all food cooked over an open fire. Published Rate: SEK 3000/Night

- **Backstage Hotel** – Stockholm, opened September 2022

Located on the royal island of Djurgården in central Stockholm, next to the ABBA Museum – this 4-star, luxury, design hotel is sprinkled with signature design pieces, contemporary art and furniture by Eichholtz. From: €190/Night

- **Liseberg Grand Curiosa Hotel** – Göteborg, opens Apr 2023

An imaginative, 4-star experience family hotel where the young and adults alike will be entertained – from a slide down to the lobby, a fairground roundabout in the café – to a speakeasy cocktail bar and roof terrace overlooking Liseberg amusement park. From: SEK 1295/Night

- **STF Undersvik Farm Hotel & Hostel** – Hälsingland, opens Autumn 2023

After being a retreat centre for confirmation students for over 80 years, STF now opens this property to the public. A dog-friendly affordable hotel and hostel, with outdoor hiking, kayaking, fishing, and cycling just around the corner.

20 – 7 – 3 – New, National Cycle Trail Opens along Historic Göta Canal

Starting 20th June, the NEW Göta Canal Cycle Trail will open as Sweden´s 7th national cycle trail, just a few days after World Bicycle Day on 3rd June.

In a celebration of all things healthy and sustainable the new trail 200 km, follows the historic and cultural landmark of the Göta Canal. Cyclists will enjoy a leisurely ride along the car-free towpath, taking in the scenic views of the waterway and the picturesque villages along the way. One of the highlights of this route is the opportunity to witness the many boats passing through the canal locks, as well as stopping for a break and enjoying a traditional Swedish fika at one of the lock´s cafés.

The Göta Canal was built in the early 19th century to provide a waterway between the North and Baltic Seas. It stretches over 190 km, includes 58 locks and several aqueducts. Construction was completed in 1832 after 22 years by over 58,000 workers. The canal played an important role in Swedish industry and trade, and today it is a popular tourist destination known for its beauty and opportunities for cycling and boating.

Some must-see stops for cyclists along the Göta Canal cycle trail:

Sjötorp
The Göta Canal starts at Sjötorp by Lake Vänern, the largest lake in Sweden and the largest lake in the European Union. Watch the canal locks in action and visit the Canal Museum to learn about its fascinating 200-year history.

Hajstorp locks
Witness boats passing through three locks in Hajstorp. Stop at Hajtorps Slusscafé for lunch, fika, or an ice cream.

Forsviks Bruk
Since the 1400s, waterpower has driven the mills in the industrial community of Forsvik. Initially, a simple flour mill, followed by a sawmill and a hammer mill. Today Forsviks Bruk is a thriving industrial heritage museum offering guided tours, exhibitions, a hostel and café.

Karlsborg's Fortress
Karlsborg played a key role in Sweden’s past as the reserve capital city. The fortress took 90 years to finish and now houses shops, cafes, a museum, and offers guided tours.

Read more about the Göta Canal cycle route here.

Djurgården Island, Central Stockholm Praised as Sustainability Inspiration to others Globally

Royal Djurgården has been awarded first prize by the Green Destinations Top 100 Sustainability Stories for connecting Swedish cultural heritage with modern sustainable thinking.

“For 6 years, the 60 visitor attractions on Royal Djurgården, have worked strategically and practically to improve and inspire each other to sustainably develop Djurgården as a visitor destination. That we are now highlighted as an inspiration for others, among 100 of the world's most dedicated destinations, feels fantastic. It gives us strength in our work going forward”, says Camilla Zedendahl, CEO of Royal Djurgården's Stakeholders.

Royal Djurgården is Scandinavia’s number 1 attraction, attracting millions of visitors a year to discover the importance of the island’s, Stockholm´s and Sweden´s cultural and historical values.

A small selection of what to do on Djurgården:

- The Nordic Museum – celebrating their 150th Anniversary
- The Vasa Museum
- The Viking Museum
- Vrak, The Museum of Wrecks
- The Museum of Spirits
- The Snuf and Match Museum
- ABBA The Museum – celebrating their 10th Anniversary
- Skansen – the world’s oldest open-air museum
- Gröna Lund Amusement Park
- Rosendals Garden
- The Thiel Gallery
- Liljevalchs and their Spring Salon

Related links

- Djurgården a tranquil oasis since the 15th Century
- Royal Djurgården the Awarded Story
- More about Djurgården's sustainability work

Press Images: https://imagebank.sweden.se/search?q=Djurg%C3%A5rden

SJ – Swedish Railways – Sweden´s Greenest Transport Brand for 15th Year

Over 1000 Swedes voted in the annual survey – Sweden´s Greenest Brand - and SJ is once again praised by the public for having environmental and sustainability work at its forefront.

“It feels absolutely fantastic that our sustainability work is once again receiving attention. This is a result of all our employees' hard work in offering climate-smart and sustainable travel to all our customers”, says Claes Lindholtz, Director of Communications & Sustainability at SJ.

With the launch of the newSJ night train service from Berlin to Stockholm from 31st March, travel to and around Sweden for those seeking an alternative means of getting there is not only easier but greener too.

Continuing to drive the development of climate-smart travel has been a dominant theme for SJ in recent years. In 2022, SJ made, for example, the trains' bistro significantly more sustainable.

An ongoing project is about reducing plastic in the bistro and the amount of plastic in the breakfast box was reduced. During the year, the entire breakfast box also became vegetarian with eggs from free-range chickens with KRAV and fair-trade coffee.

Then in April 2022, all the leftover food from the trains in Stockholm – that corresponds to 2400 meals a month – is distributed to those in need.

More information about train travel in Sweden:https://visitsweden.com/about-sweden/getting-around-sweden-train/

By the way, have you ever heard of**"Rail & Trail"**? You can enjoy beautiful journeys by train to the starting points of Sweden's most easily accessible hiking trails and explore the varied nature and cultural sites of the country on foot. A variety of short one-day and multi-day hikes through the whole country start right at the train station: https://visitsweden.com/what-to-do/nature-outdoors/hiking/from-train-to-trail-accessible-hiking-in-sweden/

Sweden's Greenest Brand has been conducted since 2008 by the consulting company Differ, and the aim of the survey is to follow Swedish consumers' views on the environment and sustainability work. The survey has been answered by a random sample of people aged 15–75 who are nationally representative of the Swedish population. Data collection was carried out in December 2022.

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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. Now more than ever, purposeful travel needs to be meaningful, conscious and creating lasting value with regard to our guests, the local community and our planet. Visit Sweden is a limited company with 50 employees across the world. The Company is based in Stockholm and the turnover in 2022 was SEK 159,9 million.

Welcome to Sweden, a destination of a different nature.

https://corporate.visitsweden.com/om-oss/en/

Additional assets available online: Photos (6)

https://press.visitsweden.com/2023-04-06-Visit-Sweden-News-Easter-2023