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ICEHOTEL 35: An Iconic Landmark of Art, Adventure, and Arctic Magic

This year, December 13th is doubly special—not only marking the beloved Lucia Day but also celebrating the opening of ICEHOTEL 35 in Jukkasjärvi, a world-famous destination now in its 35th year of blending ephemeral art with Arctic experiences.

Called “ridiculously cool” by TimeOut, with over one million visitors from across the globe in these 35 years, ICEHOTEL continues to be a top choice for travelers seeking not just an extraordinary stay, but an Arctic Experience. Key highlights:

- **A Masterpiece of Ice and Snow**: Built annually since 1989, building ICEHOTEL 35 took six weeks, using 500 tons of ice harvested from the nearby Torne River and 10 Olympic-sized swimming pools of “snis” (a snow-ice mix).
- **New for 2024**: Sleep beneath a rhinoceros in the “WHOOPS WRONG ROOM!!” suite or immerse yourself in Sami craftsmanship in “Áhku Fáhcat,” which means “grandmother’s mittens” in Sami.
- **Art Meets Innovation**: In addition to the 12 art suites, ICEHOTEL 35 features 20 ice rooms, and a year-round section with 18 permanent suites, the ICEBAR, and an art gallery. Each year, over 26 artists from around the world transform the space into a living gallery of ice art.
- **Eco-Friendly Innovation**: ICEHOTEL partners with Vidde Mobility to offer the world’s first electric, circular snowmobile tours, allowing guests to explore in harmony with nature.

- **Culinary Delights**: Try a four-course menu served on ice or the 12-course Chef’s Table experience at Veranda, inspired by the region’s unique flavors.
- **Wilderness Activities**: Experience dog sledding, Northern Lights tours, ice sculpting workshops, and the traditional Jukkasjärvi sauna ritual.

“This year, the artists have truly surpassed themselves – our art suites are playful, stunning, surprising, and deeply moving. I can't wait to open the doors and welcome guests worldwide to experience this magic with us,” says Marie Herrey, CEO at ICEHOTEL.

Discover ICEHOTEL 35 and its offerings here; for more information, press kit and images, visit ICEHOTEL Press and Media Room.

The ICEHOTEL in Jukkasjärvi is located about 200 kilometers north of the Arctic Circle near Kiruna in Swedish Lapland; recently, Kiruna was named a European Capital of Culture for 2029, recognizing its cultural creativity, stunning landscapes, and rich traditions.

How to get there
To cater to the rising demand for Arctic and winter tourism, Scandinavian Airlines (SAS) introduced a new non-stop winter-season flight between Copenhagen and Kiruna, launched just yesterday. Adding to the accessibility, Air France will debut its seasonal Paris-Kiruna service next week, making it even easier for travelers worldwide to visit.

There are also domestic flights to Kiruna from Stockholm Arlanda Airport. Alternatively, for those who prefer train travel, the SJ-operated Arctic Circle Night Train offers service between Stockholm and Luleå, Kiruna, and Narvik, running throughout the season starting December 15.

Plan Your Swedish Getaway
Whether it’s wandering a Christmas market or sleeping in a suite of snow, Sweden invites travelers to make this holiday season one to remember. Just make sure you’re headed to the right Sweden!

Wishing you a fabulous holiday season and lots of travel magic!

Additional assets available online: Photos (1)

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