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Sweden's Autumnal Charm: A Top 10 Guide for UK Travellers

London, 30th June 2025 – As the summer crowds recede and the air gains a refreshing crispness,**Sweden transforms into an autumnal wonderland**, offering a distinct and deeply authentic travel experience. Forget the usual clichés; Sweden in autumn is a season of **beauty**, where nature's palette explodes into a symphony of yellows, oranges, and reds across 70 per cent forest coverage, all under milder temperatures and clearer skies. This 'cosy season' invites visitors to immerse themselves in landscape, culture, and culinary adventures, all at a **more relaxed pace** and often with the added benefit of **reduced crowds and better value.**

From the serene Stockholm archipelago's 'magic season' to the excitement of a Gotland truffle hunt, and from intimate encounters sleeping amongst reindeer to the simple joy of celebrating Sweden´s cinnamon bun day, Sweden offers a diverse array of experiences that cater to every taste. To discover this truly special time of year, here are 'Sweden's Top 10 Autumn Experiences' – a curated guide showcasing the very best of what this captivating country has to offer in its most magical season.

Sleep Amongst the Reindeer in Swedish Lapland – A Unique Nature Stay from Kaatis Reindeers through to 30th September.

Go car-free and enjoy a calm autumn getaway on the island of Styrsö in the Gothenburg archipelago, staying at the **brand new** Kusthotellet, opening 30th Aug.

Watch the Northern Lights without the cold and snow in Swedish Lapland - the best time to view the northern lights is between September and late March, although we have viewed them as early as late August.

Stay at: The best place to see the Northern Lights is Abisko. Stay at STF Abisko Mountain Station.

Hike the new Stockholm Archipelago Trail and experience the archipelago's ´magic season´ - Between mid-August and the end of September, we call it "The Magic Season" in the archipelago. This is because the water temperature and nature are about 2 weeks behind the mainland... this means that the springs are colder, but autumn is an extension of summer in the archipelago. It's also about the nights getting darker, the stars being visible again in a darker sky. It is different from the constant light nights of summer. And nature shifts to a shimmering colour palette.... There´s also a wonderful calm that spreads across the archipelago when all Stockholmers return home after the more hectic 7 weeks of summer holidays. It is a lovely calm (the Ingemar Bergman-esque beautiful Swedish melancholy) that rolls in… The humidity between warm days and colder nights also produces mists that create a special magic... More info: HERE

Stay at: Sandhamn is probably the most famous place in the Stockholm archipelago, known for its bustling life and the beautiful houses. Stay at Sandhamn Seglarhotell, which dates back to the 19th century when the building was inaugurated by King Oscar II as the clubhouse of the Royal Swedish Yacht Club.

4 October - The Swedish Cinnamon Bun Day ('Kanelbullens dag') – The perfect time to experience Swedish ´mys´, the art of cosiness, while also taking time for a Swedish ´fika´. Book a city break to either Malmö, Gothenburg or Stockholm to explore the many wonderful coffee shops, at a time of year when everyone is competing to make the best cinnamon, or do you perhaps prefer cardamon buns? Here are some tips on where to get some of the best.

Stay at: Here are a few new and trendy hotels for you to choose from.

10-11 Oct - Swedish Cheese Festival ('Ostfestivalen') in Gothenburg - Swedish Cheese Festival is a homage to fromage – it gathers thousands of cheese lovers every year. You'll be able to taste samples, watch celebrity chefs compete in making the

best cheese dishes and buy your favourite cheeses. If you're looking for something extra, book a cheese safari where you'll learn more about the history of some exhibitors while tasting the expert's favourite cheeses.
Location: Auktionsverket Kulturarena in central Gothenburg.

Stay at: The **NEW** Hyatt Place Gothenburg Central, which opened inApril 2025

7-9 Nov - Stockholm Food & Wine -Taste, smell, talk, listen and learn at one of the Nordic's largest combined food and beverage fairs. As a bonus, Sthlm Food & Wine it's held on the same date and location as the pastry and chocolate festival 'Bak- och Chokladfestivalen'.
Location: Stockholmsmässan in Älvsjö, outside Stockholm.

Stay at: Stockholm Stadshotell, Södermalam. **Opened January 2025**, 13 min away by tube.

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14-16 Nov - Gotland Truffle Festival ('Gotlands Tryffelfestival') -This festival is dedicated to the Gotlandic truffle and is the finale of the Gotland Truffle Month, which takes place in October/November. There will be seminars on truffles, a truffle market, truffle hunts, a truffle ceremony and special truffle menus at many restaurants in Visby. Location: Various places throughout Visby and Gotland.

Stay at: **Sibbjäns NEW hotel** accommodation opening Summer 2025, the hottest thing on Gotland right now.

Autumn is the perfect season to set off on a food safari around the west coast of Sweden – a location synonymous with delicious fresh fish and seafood. With expert help, you'll get to harvest oysters and mussels – or any other type of seafood that takes your fancy – before sampling your mouth-watering catch. https://visitsweden.com/what-to-do/nature-outdoors/swedish-seafood-safaris/

Stay at: Everts Sjöbod, Grebbestad

Hiking in Sweden during autumn is a must- The landscape is more beautiful than ever, and the mosquitoes have disappeared with the summer. Choose between an accessible day hike with a train station as your starting point or set off for an adventurous signature route

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