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Sweden’s Kullahalvön has seven reasons to be a little less well-behaved

Forget self-improvement. Sweden's Kullahalvön is inviting visitors to embrace the seven deadly sins, from sleeping late and ordering another dessert to chasing sea views, adventure and sunsets.



Greed as the sun sets on Ransvik's seafront patio. Photo: kullahalvon.com (Download)

We are constantly told to be better, healthier, more productive and more restrained. On Kullahalvön in north-west Skåne, the advice is rather different: **give in a little**.

Watch the video HERE...

The coastal peninsula has launched **“Synda på Kullahalvön”**, or “Sin on Kullahalvön”, a playful invitation to experience the destination through the seven deadly sins – lust, sloth, gluttony, greed, pride, envy and wrath.

The idea is rooted in a simple thought: sometimes life is more enjoyable when you stop trying to do everything right.



Gluttony at Holy Smoke BBQ. Photo: kullahalvon.com/David Back (Download)

Seven sins, Swedish style

Each of the seven sins has its own Kullahalvön interpretation.

Sloth means doing nothing at all: sleeping longer, looking out to sea and letting the hours pass without needing to go anywhere.

Gluttony means having another scoop, another dish or another dessert because it was simply too good to stop at one.

Lust is about giving in to the senses – hands in clay, feet in the sea and letting the senses decide where to go next.

Greed means wanting more: more sea, more height, more wine and more adventure, with Kullaberg providing plenty of opportunities.

Pride encourages visitors to take up space, choose the highest viewpoint and feel a little bigger than usual.

Envy is reserved for those long tables, local wines, salty swims and sunsets that are almost too good not to share.

And **wrath** is about letting go: paint on your hands, wind in your hair and the power of the sea against the rocks.

Win a weekend dedicated to sinning

To bring the concept to life, Kullahalvön is inviting people to apply to win a **three-day "sinful weekend" from 25–27 September 2026**. Apply HERE.

The destination is looking for people who are tired of answering emails while on holiday, always taking responsibility and forgetting how to do absolutely nothing. Those selected can bring someone with them, while Kullahalvön takes care of accommodation, food and experiences.

The full programme is being kept secret, but it will include some of the peninsula's most spectacular settings, along with sea, nature, local flavours, long-table dinners, late evenings, creativity and adventure.

Applications close on **3 September 2026**.



Left - Woman posing at the mixed-bathing beach in Ransvik (Mölle) around 1910. Right – Mixed bathing at Ransvik started at the beginning of the 20th century. This was scandalous at the time, but also placed Mölle on the map of Sweden. Photos: Hoganas.se.

Sin is in Kullahalvön's DNA

The idea also draws on the history of **Mölle**, the seaside resort on Kullahalvön that attracted visitors from across Europe at the beginning of the 20th century. Its reputation for allowing men and women to bathe together was considered scandalous at the time, earning the phenomenon the name **"Synden i Mölle" – The Sin of Mölle**.

More than a century later, Kullahalvön is giving the idea a new interpretation. The modern-day sins are less about breaking the rules and more about allowing yourself to enjoy the things that everyday life tends to squeeze out: sleeping in, lingering over food, taking an aimless walk, staying out late or simply doing nothing.

Perhaps, on Kullahalvön, a little sin is good for you after all.

Press Images:

The seven sins of Kullahalvön

Kullahalvön Area

Further information:

- Apply to win a ´sinful´ weekend HERE
- Kullahalvön – Sin on Kullahalvön
- Information on Skåne, a coastal county steeped in history

About Skåne

Skåne is a unique destination in Sweden´s far south, offering a broad spectrum of experiences, from Malmö's unique architecture to relaxing natural landscapes with large expanses of bright yellow rapeseed fields, enchanted beech tree forests and white sandy beaches. This beautiful province provides easy access to Denmark and northern Europe via Öresund Bridge, ferry connections, and direct flights from the UK to Malmö Airport.

Additional assets available online: Video (1)

https://press.visitsweden.com/Kullahalvon_7_deadly_sins