

A Swedish Seaside Classic Gets a Creative Reboot

Hotel Svea in Simrishamn is embarking on a refined new chapter to strengthen its heritage as a meeting place for the creative community. Together with Stylt, the multi-award-winning Gothenburg hospitality design agency, the hotel is sharpening its identity as a year-round hub for artists, writers and cultural voices in the Österlen region.



The Österlen countryside near Ystad. Photo: Piotr Jurkowski/Visit Skåne ([Download](#))

A hotel rooted in history and culture

Some places do not require a brand-new story; they simply need their existing history to be seen, strengthened, and brought forward. Since 1840, Hotel Svea has served as the cultural pulse of Österlen. The current reimagining, led by the Gothenburg-based agency [Stylt](#), focuses on uncovering the clarity and relevance already present within the building's walls. Rather than following fluctuating trends, the project uses storytelling to ensure the hotel remains a genuine meeting point for both locals and curious visitors. **Further details of the new concept and its opening will be announced in due course.**

The creative heart of southeast Skåne

The ambition is to make [Hotel Svea](#) an even stronger cultural hub for Österlen. Located on the waterfront just a short walk from [Simrishamn](#) station, the hotel sits where the Baltic Sea meets the town's cobbled streets. The new direction builds on its long-standing role as a natural gathering place, creating a more cohesive experience for guests while strengthening its connection to the region's food, art and cultural life.



Why travellers should bookmark Österlen and Simrishamn

The cooler Swedish equivalent to the French region of Provence, [Österlen](#) has orchards, small-scale producers, restaurants, galleries and an established food culture. The difference is that Österlen feels cooler, greener and distinctly Nordic. Located in the southeast of Skåne, it offers a combination of white sandy beaches, medieval towns, and flourishing artistic activity. While summer is popular, visiting in spring or early autumn allows for a more peaceful experience of the region's rolling plains and unique cultural events.

Simrishamn is the gateway to Österlen. A small seaside town at the heart of Österlen, the natural base for exploring this picturesque corner of south-east Sweden known for fishing, food, art and a relaxed coastal lifestyle.

Top five experiences to discover in the region

- **Dine at [VYN](#):** Daniel Berlin's two-Michelin-starred restaurant, where seasonal Skåne produce meets inventive cooking in a former farmhouse overlooking Österlen and the Baltic Sea.
- **Ale's Stones ([Ales Stenar](#)):** This megalithic ship of standing stones, located on the cliffs above Kåseberga, is one of Sweden's most iconic historical sites.
- **The Apple Kingdom of [Kivik](#):** This idyllic village is the centre of Sweden's apple production. Visitors in September can experience the [Apple Market](#), featuring artworks made entirely from tens of thousands of kilos of fruit.
- **Wallander's [Ystad](#):** Fans of the famous detective Kurt Wallander can explore the medieval streets and film sets at the Ystad Studios Visitor Centre.
- **[Konstrundan](#) Art Circuit:** During spring, one of the world's largest art exhibitions takes place as local artists across Österlen open their private studios to the public.
- **[Stenshuvud National Park](#):** For those seeking nature, the park offers beautiful hiking trails that lead to viewpoints overlooking the Baltic Sea.

More information:

Discover more about south Sweden's most visited area, Österlen:
<https://visitskane.com/cities-locations/southeast>

Press images of Simrishamn and Österlen:

- <https://imagebank.sweden.se/my-selections>
- <https://mediabank.visitskane.com/search/?%C3%96sterlen>

About Hotel Svea: Hotel Svea is a historic, family-friendly hotel located on the waterfront in Simrishamn, Skåne. It features a restaurant, Piraten, which focuses on locally produced, seasonal ingredients and traditional Skåne culinary heritage.

About Stylt: Stylt brings considerable destination-hotel experience to the project. Its portfolio includes [Pater Noster](#), the lighthouse island hotel off the coast of West Sweden, and [Niehku Mountain Villa](#) in Arctic Sweden, where the remains of a historic railway roundhouse were transformed into a high-end mountain lodge.

About Visit Sweden

Visit Sweden is the official marketing company for tourism in Sweden, on behalf of the Swedish government. As Sweden's national tourism organisation, Visit Sweden markets Sweden as a tourist destination with the aim of increasing the country's attractiveness and, in turn, promoting tourism, export revenues and employment. Working closely with the Swedish tourism industry, Visit Sweden targets the most attractive audience segments to support long-term, sustainable tourism. Its headquarters are in Stockholm, with representatives in several international markets.

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https://press.visitsweden.com/hotel_svea_Simrishamn