News from Sweden: Take the scenic ”Wilderness Road”, have a Fika in the archipelago and enjoy three culinary august-high lights!

Visit Sweden



Photo: Summer holiday on an island in the archipelago / Tina Axelsson/imagebank.sweden.se
(Download)

In this newsletter

- Top spots to grab a fika in the Stockholm archipelago this summer
- New and Unique Swedish Hotel Experiences, and a New Name…
- The Experience Guide – online tips tool for visitors to Sweden this summer
- Taking the ´high´ road – The Wilderness Road; Sweden´s highest asphalt road
- Rotten fish, wild oysters and boozy crayfish parties: three culinary highlights



An evening drink on the jetty at the island of Fjäderholmarna in the archipelago

Credit: Tina Stafrén/imagebank.sweden.se (Download)

Top spots to grab a fika in the Stockholm archipelago this summer

It is well known that Sweden has a vast number of islands, the most of any nation according to worldatlas.com, with nearly 270,000. 38 per cent of these are situated in the seas surrounding Sweden and most form island archipelagos or groups of islands.

With 93 per cent of all sea islands in Sweden, Stockholm County has the largest share at 30,000. Being close to each other and spread over a vast area, the Stockholm archipelago is a natural beauty and holiday destination for many seeking Sweden´s wild but accessible maritime side.

But where to get a classic Swedish fika or meal amongst all these islands can be a real challenge without some inside information. So, to help out, we´ve compiled a list of examples of this summer´s top Stockholm archipelago cafés and restaurants all accessible by public ferry service, bus or private boat. Most also have plenty of floating pontoons with space to moor boats of most sizes.

Syrran & Jag on Rindö island.

In Rindö Harbor you will find Restaurant Syrran & Jag! 'Their philosophy is well-cooked food using sustainable ingredients and a warm atmosphere. Swing by with a boat or take the ferry to enjoy a some good food food, Swedish "Fika" and drinks together with an amazing view. Can be reached by SL's commuter boat #83 from Strömkajen or Gamla Stan. https://syrranparindo.se/english/

Waxholm´s Hotell

The perfect place for a drink, a bite to eat, a break. Comfortable sofas, bar hangers and window tables with a splendid view of the sea along Vaxholmsfjärden. You don't need to book a table, just drop by. Feel at home. Waxholm´s Hotel, full of life since 1902.

30 minutes by car from Sthlm C, 45 minutes from Arlanda or 1 hour of salt-sprinkled enjoyment by archipelago ferry with Waxholmsbolaget, Cinderellabåtarna or SL's commuter boat #83. Get off outside their entrance. The bus from Stockholm takes 45 minutes. https://waxholmshotell.se/

Strömma Krog & Kanalbar, Värmdö island

Enjoy good food & drink in a wonderful archipelago setting. Find them just 30 minutes outside Stockholm by boat and public transport. https://www.strommakrogochkanalbar.se/

The shipyard on Högmarsö.

This is worth the full-day excursion by bus and ferry to get there and back from Stockholm, unless travelling from Norrtälje. This archipelago tavern is run by Tomas and Klara Diederichsen where the weekend feeling lasts all week during the summer. This is the neighbourhood pub on Högmarsö island, the place to hang out during the holiday and a place where there's always something going on. Sometimes they bake pizza, on Wednesdays they shuck oysters and sometimes they have a party with a live band! https://restaurangvarvet.se/

Strandbaren, Idöborg

Just an hour from central Stockholm lies Idöborg, a privately owned island with a colorful history. Experience the magnificent natural surroundings that are unique to Stockholm's outermost archipelago. Waxholmsbolaget ferries stop at Idöborg several times each day and they even have cute cottages to rent all year round. https://en.idoborg.se/strandbaren

Lidö Värdshus (Inn)

The traditional island of Lidö with its historic inn is the perfect place for a holiday with good food and drink, in a charming archipelago environment.

By boat from Strömkajen in central Stockholm it takes 4 hours although it is also possible to get there by public transport and then take a boat from Räfsnäs which takes 2 hours. https://lidovardshus.com/

Sjöboden on Djurönäset - the archipelago pub. (only open June 17 – August 13)

One of many favourites. Take bus 433/434 from Stockholm there and it takes about 55 minutes. https://www.djuronaset.com/en/summer-vacation-2/boat-house-restaurant/

Bullandö Krog on Värmdö

Voted #1 Stockholm archipelago restaurant for 2023 by Dagens PS in Sweden, this beloved watering hole unites sun worshipers and die-hard boaters, docked at the nearby marina. Bullandö Krog is situated in the outer parts of Värmdö island, in the middle of the Stockholm archipelago. Get there by car, bus or by boat. They are right in the center of Bullandö Marina. https://www.bullandokrog.se/home/



Photo: Boats at Möja island, Credit - Henrik Trygg/Visit Stockholm (Download)

More top tips on Stockholm´s Gastronomic archipelago can be found at:https://www.visitstockholm.com/eat-

drink/restaurants/gastronomic-archipelago/

Further information on Sweden´s archipelagos including Gothenburg and West Sweden:https://visitsweden.com/what-to-do/nature-outdoors/nature/archipelagos/swedens-archipelagos/

Press images: https://imagebank.sweden.se/my-selections/2l8asumo7x AND https://mediabank.visitstockholm.com/selection/64fcb64ca3b119d4bc5bc13cf965a920

Please note: Some restaurants and cafés in the Stockholm archipelago are closed during autumn and winter. Be sure to check their webpage if you're planning a visit outside of the spring and summer seasons!



Photo: Plaza Rooftop, Västerås/Best Western (Download)

New and Unique Swedish Hotel Experiences, and a New Name…

Sweden has become synonymous with exciting hotel experiences and progressive hospitality offerings and 2023 is no different. Here are 3 of the most recent openings in Stockholm and nearby Västerås.

Sleep under the stars in a new luxurious hotel experience in Västerås!Best Western Plus Hotel Plaza in Västerås is expanding in an exciting collaboration with one of Sweden's biggest brands, the world-leading bed supplier Hästens. A new hotel in a unique location and an extraordinary room service menu.

On a roof terrace in the middle of Västerås, 1hr 30min by train west of Stockholm Arlanda, in a so-called "Glasdome", the Plaza Rooftop Hotel is opening - a unique hotel experience. The hotel, which will initially consist of one room, sits on a 500m2 roof terrace and offers an extraordinary room service menu. On the menu, guests can choose from Västerås experiences such as the world's highest bungee jump, a hot air balloon flight, RIB boat trips, private gin tasting at the local distillery and a visit to Hästen Bed´s dream factory in Köping.

The Plaza Rooftop Hotel will be open from late June 2023 to September.

For more information visit www.plazavasteras.se/plazarooftophotel

Press Images: https://www.mynewsdesk.com/se/best-western-hotels-sverige/latest_media?q=Plaza+Rooftop



Photo: Scandic Go (Download)

Fresh, urban, sustainable and price-conscious - Scandic launches Scandic Go in Stockholm. This new concept is in response to the growing demand from a new generation of hotel guests. The new brand focuses on sustainability, offering smart solutions in attractive city locations at affordable prices. This concept complements Scandic's current offering in the middle and upper-middle segments of the hospitality industry, targeting a more price-conscious demographic. The first Scandic Go will be in central Stockholm and opens September 5th.

Press images: https://www.mynewsdesk.com/se/scandic_hotels/pressreleases/scandic-go-glaentar-paa-doerren-3258033#:~:text=%2B46721802153-,Relaterad%20media,-Ladda%20ner%20bilder

New Elite Hotel goes all ´Italian´ in Stockholm- Elite Hotels consists of around 40 quality hotels from Malmö in the south to Kiruna in the north of Sweden. The newest addition to its fleet is Ad Astra by Elite , a destination hotel offering an all-in-one experience. This Italian Riviera signature hotel is located in scenic Snäckviken, just south of Stockholm. Guests can experience the Mediterranean's finest offerings in food and relaxation. Various entertainment facilities feature Champagne karaoke, shuffleboard, billiards, cinema and three pools, there´s even an Italian piazza with French pétanque courts. All Elite hotels are certified by Green Key, which is the leading international eco-label for facilities in the tourism industry.

Press images: https://www.mynewsdesk.com/se/elite_hotels/latest_media?q=Ad+Astra



Meeting a baby moose in Småland. Credit: Patrik Svedberg/imagebank.sweden.se (Download)

Discover more Swedish destinations this summer - now over 1,500 tips in Sweden's Experience Guide!

Interest in exploring Sweden is increasing*, for those visiting Sweden this summer the range of places to visit, accommodation and food experiences is huge. To inspire more people to experience something new on their next trip to Sweden, there are now over 1,500 suggestions for destinations and activities online in Sweden's Experience Guide “Sveriges Upplevelseguide”! You can find them at https://visitsweden.se/en/upplevelseguide/

With the summer holidays just around the corner, many are now doing their research on what to do, looking for tips for their upcoming holiday in Sweden. To match this demand for inspiration, there are now over 1,500 concrete tips and suggestions for various travel destinations and experiences in Sweden's Experience Guide.

In the guide, which has been developed in collaboration with regional tourism organisations, destinations and hospitality companies, find suggestions on where to stay, eat and what to experience during an upcoming trip to Sweden with a few simple clicks. How about, for example, finding a suitable cafe on the way to the amusement park with the children this summer? Maybe book some alternative accommodation when visiting friends and family? Or find out if there are any hiking trails nearby when on that long-awaited sailing or camping holiday!

*Source: Brand Tracking, Spring 2023, VisitSweden/Ipsos

Return to TOP



Photo: Ted Logart (Download)

Taking the ´high´ road – The Wilderness Road; Sweden´s highest asphalt road

The scenic wilderness road, called 'Vildmarksvägen' in Swedish, is the highest asphalt road in Sweden. It is considered one of the most fascinating routes the country has to offer. The Stekenjokk section, undoubtedly the most famous part of the route, opens its "gates" on June 6th, finally free of snow again.

Wilder, further north: The "Vildmarksvägen" offers a variety of activities for nature lovers, including hiking, cycling and fishing. The trails are well marked, allowing visitors to explore the area at their own pace. The road rises a whopping 867 meters above sea level at its highest point.

This 500 km route stretches from Strömsund in northern Jämtland via Gäddede to Vilhelmina in southern Lapland and finally joins the E45 at Dorotea. A particularly famous section of the road winds across the impressive Stekenjokk Plateau, a protected Sami area where reindeer graze peacefully and rare bird species call home.

The area is not only a paradise for nature lovers, but also for photographers and adventurers. The road offers an abundance of lakes, waterways and easily accessible waterfalls, including the impressive Hällingsåfallet. This waterfall is one of the highest in Sweden, tumbling over 40 meters into Hällingsån, the country's longest water-filled gorge. Hällingsåfallet is about an hour and a half from Strömsund and is easily accessible via a footpath or a five-kilometer hiking trail from the car park.

About 45 kilometers north of Gäddede is the village of Stora Blåsjön, named after the lake of the same name. Stora Blåsjön, a 40 square kilometer lake, is characterized by its calm and mirror-like water surface and offers a breathtaking view of the surrounding mountains.

Fr om Stora Blåsjön the path leads to one of Sweden's most fascinating natural spectacles - the Korallgrottan. With a length of six kilometers, this underwater cave is the longest in Sweden. It covers an area of 26 square kilometers and features narrow

passageways, impressive cave halls and even a waterfall at the entrance. The Korallgrottan may only be entered during the summer months as part of guided tours.

The Stekenjokk section, a 20-kilometre stretch of Vildmarksvägen, is undoubtedly the most famous part of the route (open only from June 6th to October 15th). This unique and rugged landscape is subject to special regulations as it is both a bird sanctuary and a Sami cultural landscape. This is where the Sami have been herding and caring for their reindeer for thousands of years. The Sami name for Stekenjokk is 'Stihken', which means 'the place where the reindeer stay'. It is important that the reindeer graze undisturbed and visitors must not get too close, especially during the calving season in spring and early summer.


Photo: Tobias Hägg (Download)

In the mountains there are a few things to keep in mind when staying as a guest of the reindeer. Hiking in the mountains can feel like being in an endless wilderness, but one should never forget that one is in the company of reindeer. The mountains are not only a beautiful landscape, but also grazing and working areas for the Sami reindeer herders.

It should be noted that "Vildmarksvägen" is a public road and is therefore basically open to traffic all year round, so long as the weather conditions allow. However, the exact opening times vary depending on the season and weather conditions. During the summer months, from around May to September, the roads are usually in good condition and open to traffic. Travellers can travel the route without major restrictions and enjoy the surrounding nature in all its glory. Most of the service facilities along the route are also available during this time.

During the winter, from around November to April, "Vildmarksvägen" can be covered with snow and ice. This may result in temporary closures or limited access, particularly at the higher elevations. Exact opening times during this period depend on weather conditions and may vary. It is advisable to check current road conditions and any restrictions before travelling.

Regardless of the time of year, it is advisable to allow sufficient time to explore the "Vildmarksvägen" at a leisurely pace and to take into account any unforeseen delays caused by the weather conditions. It is recommended that you carry appropriate gear and learn about local regulations and safety notices to ensure a safe and enjoyable journey along the route.

More information at: https://visitsweden.com/what-to-do/roundtrips/wilderness-road/ and https://www.vildmarksvagen.se/7348.html



Photo: Crayfish Party. Credit -Anna Hållams/imagebank.sweden.se (Download)

Rotten fish, wild oysters and cheerful crayfish parties: three culinary highlights

Sweden, a country with a rich culinary heritage, will soon celebrate a variety of culinary highlights that delight visitors from all over the world. Three of these highlights are the late summer crayfish festival, "Europe's last wild oysters" in west Sweden, and the infamous "stinky fish" Surströmming, which evokes both admiration and disgust.

A crayfish, a schnapps, a song – the culinary end to summer

A truly authentic experience is the traditional crayfish festival called "Kräftskiva", where delicious crayfish, filling side dishes, cool drinks and cheerful songs all come together. In Sweden, the season for this festival extends from the beginning of August to September. In the past, catching crayfish was only allowed from August to October, and fishermen celebrated the start of the crayfish season with a Kräftskiva ("crab board") on the first Wednesday in August.

The main dish at a Kräftskiva is predominantly freshwater crayfish and signal crayfish, which are found in lakes and rivers throughout the country. On the west coast, Norway lobster from the ocean is also served. These crustaceans are originally dark brown and camouflage themselves perfectly on the seabed, but turn bright red when cooked. The crayfish are cooked in brine, sometimes with beer, but always with a lot of dill and spices. The boiled crayfish are served on plates and eaten cold.

However, the Kräftskiva is not only about the crayfish, but also the delicious side dishes such as chanterelle mushrooms on toast, Västerbotten cheese quiche and a creamy dip with roe. Beer, schnapps and aquavit are also served. It is said that the more you follow the motto "A crayfish, a shot, a song", the more sociable it becomes. The Swedes have a penchant for drinking songs and often sing the song "Helan går", which translates as "The whole glass goes down!" A Kräftskiva is not a time to be serious, it is all about fun. The soundscape of chatter and singing combined with the bright decoration of lanterns, paper hats and crayfish motifs on bibs prohibit any form of vanity.

Conveniently, restaurants and hotels in Sweden offer bookable packages for the Kräftskiva festival. In Småland you can even help bring the catch in. Even in the capital Stockholm , which fills with life again in August after the holiday season, there are culinary highlights to be experienced. And in West Sweden , there are numerous memorable experiences where you can often even help out a real fisherman with the catch.

For more information, please visit:https://visitsweden.com/what-to-do/culture-history-and-art/swedish-traditions/more-traditions/crayfish-party/

Press images: https://imagebank.sweden.se/my-selections/2lxgt0lttj

Video footage: https://imagebank.sweden.se/my-selections/216ykl4j3i

Surströmming – flavour challenges from the third Thursday in August

It's fascinating how each culture has its very own culinary specialties which leave both locals and visitors alike with mixed feelings. A perfect example of this can be found in Sweden, especially in the northern part of the country, where a tradition full of foul smells is celebrated from late August to early September. It's the time when bloated cans of fermented, sour Baltic herring, the infamous surströmming, are opened and ´enjoyed´ – at least by some intrepid people. This "delicacy" has a long history and has been traded since the 16th century. The daring cans openings should take place outdoors because the smell is so penetrating and unpleasant that it is often compared to rotten eggs and raw sewage. It starts on the third Thursday in August when the spectacular Surströmming premiere starts. Although it is a matter of taste, Surströmming is enjoyed and celebrated by traditionalists, foodies, and adventurous tourists alike.

Due to its taste, surströmming is only offered to a limited extent in restaurants. A trip to the island of Ulvön on the High Coast, the Surströmming paradise, where you can taste the special fish in some restaurants, is highly recommended.

For more information, please visit:https://visitsweden.com/what-to-do/food-drink/swedish-kitchen/fermented-herring/

Press images: https://imagebank.sweden.se/my-selections/186f2kbylx

Wild oysters in west Sweden – now with a protected designation of origin (PDO)

The Grebbestad oyster, the European oyster Ostrea edulis, has now been given the protected designation of origin status in the EU. These are only sold as Grebbestad oysters if the oyster was either hand-picked by divers or caught by fishermen with nets, underwater viewers/aqua scopes and waders. The conditions in the water of the Grebbestad North and South archipelagos with its low temperature and salinity favour the oysters. Today, the area for Grebbestad oysters represents a significant part of the remaining population of this wild European oyster. The Grebbestad oyster is 7-15 cm in diameter, has a gnarled gray-brown outer shell with iridescent mother-of-pearl and purple tones inside. It has the scent of the sea and tastes of seawater, minerals, seaweed and umami. There are already other Swedish products and foods with a protected geographical designation such as Hånnlamb (meat from Gotland sheep), Kalix Löjrom (caviar), Rökt Vättersik (smoked Vätter salmon), Upplandskubb (a type of potato dumplings), Vänerlöjrom (caviar), Wrångebäcksost (cheese) and more. If you want to book

authentic oyster experiences in Grebbestad, Everts Sjöbod is the place to go.

For more information on oyster experiences in west Sweden, please visit:https://www.vastsverige.com/en/seafood-safaris/

Original press release in Swedish:www.mynewsdesk.com/se/jordbruksverket/pressreleases/grebbestadostron-faar-skyddad-ursprungsbeteckning-i-eu-3253917

Press images: https://imagebank.sweden.se/my-selections/2k7xc0bgfh

Visit
Sweden

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/

Ebba Ekelund
PR Manager Sweden and Nordics
ebba.ekelund@visitsweden.com

https://press.visitsweden.com/press-releases?item=123032