

IN TUNE WITH NATURE

By Kicki Lind.

Swedes love the outdoors. It's in our blood. We find it only natural to go skinny dipping in a lake or a peaceful sea inlet on a warm and bright summer night. A walk in the woods – or park – is our way to cure that occasional desk job fatigue, and we prefer to relax with family and friends around a crackling fire – outdoors. Those who claim that Swedes are the least religious people on the planet just don't realize that our souls find peace when we are surrounded by nature.

We learn from a young age that nature is something we should all respect and take care of. We know that it's ok to pick berries and mushrooms but never to break branches off trees. We talk quietly in the forest. Did you hear that rustle? Was it a deer or a moose? We don't need to ask anyone's permission to camp under the open sky on a tiny uninhabited island in the archipelago, in the mountains or in a lush woodland glade. We listen to the call of the black-throated diver and the song of the nightingale and it fills us with wonder, over and over again.

95 per cent of Sweden's land area is uninhabited. Someone has calculated that the average Swede lives no more than two kilometres from the nearest nature reserve. It's a nation of simple pleasures in tune with nature – and of the kind

that more and more people around the world can only dream of. "Walk and talk" is as Swedish a concept as "lagom" and "fika". Stressed out business leaders may restlessly drum their fingers against their legs during office hours, but they will find breathing space behind a fly fishing rod, on a ski track, or with their kids in the forest.

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Nature is our country's greatest tourist attraction. Sweden's world-class wilderness areas are raw, real and accessible. By letting an experienced, local tour operator supply



the equipment and know-how, it is easy to get immersed in some of the world's most sustainable natural experiences. West Sweden offers plenty of five-star secrets. We're not just thinking of freshly caught mackerel, crab, oysters and lobster. We're talking natural delights like walking, paddling, cycling, fishing, climbing and glamping. If you want to be inspired, fill your batteries, and find peace in our unique part of the world just join us. We'll show you how!

For more information/inspiration see

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