

NEWS FROM GOTHENBURG & WEST SWEDEN 2019

Here in West Sweden we have many years experience of working with sustainable tourism, and a fantastic choice of sustainable experiences that we'll present in this newsletter. Visitors can get to know about local food traditions whether they go to one of Gothenburg's top restaurants or out with a local fisherman to catch and eat some of the world's best shellfish. There's such a rich variety of natural landscapes here, from our beautiful coastline with its islands and skerries to impressive plateau mountains and fertile plains, not to mention the unspoilt forests dotted with lakes with water so clean you can drink it. Our unique right to roam makes Sweden's countryside accessible to all. Enjoying nature is an important part of our lifestyle.

Welcome to West Sweden!



GOTHENBURG HAS A CHANCE OF WINNING EUROPEAN CAPITAL OF SMART TOURISM

Gothenburg is the world's most sustainable destination, according to the Global Destination Sustainability Index 2016, 2017 and 2018. Now the city has the chance to be named European Capital of Smart Tourism 2020. 10 European cities have been shortlisted for the 2020 European Capital of Smart Tourism award, including Gothenburg. This EU initiative recognises outstanding achievements by European cities as tourism destinations in four categories: accessibility, sustainability, digitalisation as well as cultural heritage and creativity. As in 2019, the first year of the competition, two cities will be chosen as European Capitals of Smart Tourism in 2020, and will benefit from communication and branding support for a year.

gothenburg.com

Our new website show- casing the best hiking trails in West Sweden

There's a huge choice of routes for hikers in West Sweden. You can walk in the footsteps of pilgrims in Dalsland and Skaraborg, or explore the varied, 370 kilometre long Bohusleden, which winds through forests, across moors, by waterways and over rocky hillsides. We've gathered all the information you'll need about hiking in West Sweden here:

westsweden.com/walking



Sneak preview ... off-grid tree houses to be built in Dalmland

Two off-grid tree houses, without electricity, water or wifi have been planned in Dalmland, offering stressed mobile phone users the chance to wind down. Guests can choose the breakfast items they want, which will be organic and locally produced, and make lunch and dinner themselves on an outdoor kitchen/grill area. The cabins will be near a lake, where there won't be any traffic noise or other man made disturbances. Surrounded by unspoilt nature guests can go on long, lovely walks. The wooden cabins have been designed by the same architect who was responsible for the famous 72 hour glass cabins, Jeanna Berger.

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for further information.**

A new 72 hour cabin in 2020!

The 10th glass cabin in West Sweden will be opened on Halleberg, a plateau mountain on the tip of Sweden's largest lake, Vänern, between Trollhättan and Vänersborg, in May 2020.

**Sign up for our newsletter for
further information.**

THE 72 HOUR CABIN

The Swedish quality of life famously ranks highly. What's the secret? To explore the effects of the unique relationship Swedes have with nature, a case study in was carried out in September 2017. Five people with stressful jobs got to experience Sweden's 'close to nature' lifestyle, while their well-being was measured by leading researchers. During the study, the participants stayed in custom-built glass cabins so they could be as close to nature as possible. After 72 hours, they all showed a decrease in blood pressure, stress levels and heart rate – as well as increased creativity. The five glass cabins included in the study were on the lovely island of Henriksholm, in Lake Änimmen.

They were designed by architect Jeanna Berger, who used to spend her summers there. Since then visitors have come from twenty different countries around the world, and interest continues to grow. Following the study two other businesses in Dalmland snapped up the idea. Baldersnäs Manor has two glass cabins in the English park in its grounds and the stay can be combined with gourmet meals. Dalmlands Aktiviter has placed its two glass cabins on a more isolated headland that's still close enough to enjoy the activities they run, like beaver safaris, riding and bush craft, where amongst other things participants can learn how to make fire.

72hcabin.com | visitsweden.com/72hcabin

INVESTMENT IN HIKING INFRASTRUCTURE IN WEST SWEDEN, AND A BRAND NEW TRAIL – THE GOTALEDEN

Walking routes in West Sweden have undergone a programme of improvement and expansion. They've been cleared and quality assured, and to mark this a comprehensive new walks website has been launched. This year a completely new hiking trail, the Gotaleden, between the centre of Gothenburg and café town Alingsås, was opened. With nine different legs making up a total of 71 kilometres the route has plenty of train stops – as well as places to sleep, eat and enjoy Swedish fika – along the way.

gotaleden.se





PADDLE WEST SWEDEN'S BEAUTIFUL COASTLINE OR LAKE DISTRICT

Bohuslän is one of the world's best coastlines to discover from a kayak. The whole way from the Gothenburg archipelago in the south to the Koster islands in the north is a paddler's paradise, with a marine national park, nature reserves, deserted islands, fishermen's huts and clear blue waters to explore. About an hour inland from the coast, in the county of Dalsland, you'll find other paddling possibilities, by canoe around one of Sweden's largest lake systems.

westsweden.com/paddling



GO GREEN - ISLAND HOPPING ALONG SWEDEN'S WEST COAST ON PUBLIC TRANSPORT

The coastline from Gothenburg up to the Norwegian border is dotted with thousands of islands, many of which are car free, with a great selection of walking trails, cosy little hotels and restaurants. Several of the islands can also be cycled. Archipelago businesses have been working together to make it easier than ever to explore Sweden's west coast by boat, and this year published a helpful map with details of all the different routes and companies.

westsweden.com/islandhopping



West Sweden Action Weeks

Dalsland is also host to Sweden's biggest canoe race, the Dalsland Canoe Marathon+ (DKM+), a 55 km canoe race open to all. The next one is on 8 August 2020 and will be part of the newly launched West Sweden Action Weeks. West Sweden Action Weeks bring together a series of races between August and the beginning of September for running, canoeing, cycling, swimming, and roller-skiing enthusiasts of all ages and abilities. Give yourself a real challenge next year, and sign up for one, or several of the races.

westswedenactionweeks.com

New hotel on the island of Donsö

Isbolaget restaurant, situated in a former ice storage warehouse in Gothenburg's archipelago, has now opened a small hotel with nine double rooms, a suite and a lounge. All rooms have a sea view, and decor is stylish yet cosy. Donsö is connected to the larger island of Styrösö with a short bridge. Both islands are car free, but mopeds and golf buggies are allowed. These magnificent landscapes, just 15 minutes by ferry from the mainland, are yours to be enjoyed.

Kattegattleden national cycle route

The Kattegattleden is 390 fantastic kilometres of cycling along the coast between Helsingborg in the south, and Gothenburg. There's some stunning scenery along the coast, which is packed with beautiful beaches and pretty villages. You'll find many cafés, restaurants and places along the way to rest weary legs. Gothenburg has its own share of new biking adventures if you're up for more. Not everyone will want to cycle the whole 370 kilometres, but you can start anywhere you want. The cycle route was inaugurated in June 2015 and in 2018 was crowned Cycle Route of the Year in Europe!

WELCOME TO SWEDEN - THE EDIBLE COUNTRY

Sweden has been transformed into the world's biggest DIY gourmet restaurant via The Edible Country, and three of the tables have been placed in West Sweden: at Ramsvikslandet Nature Reserve in Bohuslän, Gunnebo House & Gardens just outside Gothenburg and Norrqvarn on the Göta Canal. Booking one of the unique wooden tables in West Sweden presents you with many delicious combinations - nature's own ingredients, coastal views and experiences, canal side life or nature experiences in the grounds of a stately home. Go out with a fishing boat and catch the best seafood in the world, or pick berries and mushroom in the forest nearby. The Edible Country tables are open between May to September. Information about what's happening in 2020 will feature in our newsletter later on this autumn.

westsweden.com/ediblecountry | visitsweden.com/ediblecountry



Next to Gothenburg - explore beyond the city with public transport

"Next to Gothenburg" was launched in 2019 as a sustainable way to encourage people to stay longer and explore places outside the city using public transport. All you have to do is ride just a few stops beyond the city limits to enjoy some really memorable experiences. If you feel you'd like to see more of Gothenburg, we've chosen six destinations that are especially worth a visit. You can easily and quickly reach all of them with public transport.

westsweden.com/nexttogothenburg



Meet the Locals in West Sweden

It's never been easier to personalise your trip and visit a new place with someone who knows it well. Our locals love to share their day to day life. Some might organise a guided tour of their area, take you jogging or show you how to bake their favourite cake. Small and simple experiences are often the focus here. We've gathered some inspiring stories and a few things to bear in mind if you're new to the sharing economy. Take the opportunity to explore the Swedish lifestyle from a local perspective.

meetthelocals.com



PHOTOS FROM WEST SWEDEN AND GOTHENBURG

West Sweden: <https://mediabank.vastsverige.com/>

Gothenburg: <http://mediabank.goteborgco.se/portals/>

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