Turistrådet
ONLINE
Turistrådet
VÄST SVERIGE

Varför satsa på en utländsk målgrupp?

- Norge, Danmark, Tyskland, Schweiz, Nederländerna, Belgien, Frankrike och Storbritannien.
- Andra lov – semesterperioder
- Fylla på med besökare, när och där det inte är fullt.
- Samarbeten researrangörer
- Nå ut med fokusområden (tex vandra, cykla) i flera olika marknadsföringskanaler på en marknad.

Turistrådet VÄST SVERIGE

Maj-och höstlov

- Vår och höst är en period när många företag behöver fylla på med besök.
- Exempel: Målgrupp barnfamiljer
- Höstlov v40-44.
  Sverige v.44, NO v.40-41 , DK v.42
- Test: Dalsland & Majlovskampanj
  Meivakantie Nederländerna v.17-18 2022
- Vara öppet och finnas ett utbud för barnfamiljer
- Samverkan mellan företag

5 Tips vid pressbesök

- Storytelling
- Nyheter
- Vad finns i närheten?
- Ta dig tiden att möta upp journalisten
- Uppdatera hemsidan

Turistrådet
VÄST SVERIGE

LÅDFABRIKEN en del av BOHUSLÄN

MENU

ABOUT US

We put our heart & soul in Lådfabriken

The Lådfabriken team www.ladfabriken.eu in Sweden

Johan Buskqvist and Marcel van der Eng are partners in life and of Lådfabriken. They bought the old box factory and rebuilt it between 2009 and 2012. Johan is Swedish and has his family-roots in Edshultshall. Marcel is Dutch and moved to Sweden from Amsterdam. Lådfabriken opened its business in May 2013.

Marcel has an international background in Marketing & Communication within live entertainment of which many years at Cirque du Soleil Europe. Johan is passionate about design, garments and fabrics. With more than 25 years experience with product development of sports- and streetwear. He worked for Boomerang, Esprit, Nike, Reebok and Adidas Originals. Johan works as a design and strategy consultant on project basis; BSKQV.

Johan & Marcel take care of everything themselves, so enjoy the personal service they offer and remember that you haven't just booked a room. You are in a beautiful part of Sweden that they love and they will do their utmost to make you feel comfortable and have an unforgettable experience. The philosophy is to welcome the guests in a colorful, creative environment where you feel at home. Guests will find themselves in a scenic setting and the stunning garden blooms between June and September. They are the happy owners of Agnes and Lucas, dogs that come from a dog shelter in Castellbisbal near Barcelona.

Welcome to a unique part of Sweden.

KROPPEFJÄLL

About | Accommodation & reservation | Groups & Conferences | Package Deals | In the area | RESERVATION

The history of Kroppefjäll

In 1911, Kroppefjäll's Sanatorium was inaugurated as a home for the rest and recovery of people suffering from pulmonary tuberculosis, TBC. The location was carefully selected, partly for the high altitude and good quality air and partly for its accessibility and proximity to effective public transport.

Instead of constructing just one large hospital building, many smaller houses were built for the well-being of the patients. Because, at this time, there was no medicinal cure for tuberculosis, the only way to treat patients was to strengthen their resilience. This was done with plenty of rest, fresh air, good food and inspiration from arts and culture. There were, for example, large open verandas where patients would lie outdoors for a prescribed period every day, regardless of the weather. If needed, they were swaddled in heavy blankets in order to keep cosy while temperatures dropped to minus 20 degrees celsius.

Patients were also involved, according to their ability and condition, in activities and simple tasks around the sanatorium. They were encouraged to partake in the artistic and cultural scene that was an important part of their convalescence. Patients would participate in theatre, usually performed in the assembly hall but also on an outdoor stage. The mass covered stage can still be visited along one of the walking trails on Kroppefjäll.

One of the sanatorium's most prominent doctors, Carl Saedén, who worked here in 1916-1945, also created what is today called Dr. Saedén's trail. There are footpaths through the forest with various artworks and monuments along the way, created to strengthen the patients in their fight against disease. This trail remains and every work of art has its history and symbolism. Patients often walked around Mörttjärn, the small lake next to the sanatorium. There were also bathing houses with diving platforms and a separate ladies section for nude bathing. The baths were used primarily by the sanatorium's staff members.

The building that today houses our large dining room and banquet hall was a much larger central building at the time of the sanatorium. It housed patient wards and lounges, doctors' surgeries and a pharmacy. The lower ground floor was once the staff dining room. The first floor dining room was for the patients, and upstairs, what is now the conference room, was even then used for conferences and as a cinema lounge. The film projector, cutting machine and other equipment are preserved from this time. The building that is today a Bed and Breakfast was opened in 1950 as long-awaited modern staff housing. Previously, the staff lived in the same houses as the patients.

In 1960, the sanatorium was closed after breakthroughs in medicines to treat tuberculosis. Thereafter, Kroppefjäll was used as a home for people with different functional variations during thirty years. In 1991, the municipality of Mellerud purchased the property, adapting it to serve as a refugee center and then as a tourist facility with a hotel, spa, hostel and conference center. In 2011, the property was purchased by Mikael Disson who still runs Kroppefjäll today. From 2011 to 2014 it kept running as a hotel until it became in 2014 a center for refugees and integration until 2017.

On the first of May 2018, Kroppefjäll Bed & Breakfast was opened. In 1911, the nature surrounding Kroppefjäll was chosen as a spot to help strengthen people in both body and mind. Today we build on the same foundations, believing that guests, no matter the purpose of their visit will benefit from their stay close to nature here at Kroppefjäll.

Welcome!

SKÄRGÅRDSIDYLLEN
KAYAK & OUTDOOR

BOOK NOW | KAYAK | PADDLEBOARD | YOGA | WALKS | SUSTAINABILITY | ACCOMODATION | CONTACT US

Sustainability

The public right of access gives us the right to roam free and enjoy what nature has to offer. But is also comes with a responsibility and that is to not destroy or disturb. But we have higher ambitions than that, we would like to leave green footprints behind. Green footprints means that we leave the nature in better condition then when we arrived by collecting plastic and other rubbish on our tours and every time we go outdoors. Here are some of the sustainability projects that we are involved with and below are some activities that you could join. We use the #vrakgodis which means collection driftwood for our environmental work.

Sustainability projects

We are a family run kayak & outdoor company on the west coast of Sweden. Our goal is to make the nature and archipelago accessible and give more people a chance to experience what we love. Many people visit west Sweden every year but does not leave main land. Our goal is to make it possible for more to leave mainland and spend time and perhaps even camp in our archipelago thanks to our public right of access that make camping in the wild possible.

Raising awareness and making a difference

We also work with the projects Hållbar skärgård to create infrastructure for people to spend time in nature without leaving footprints. This work involves arranging for eco-compost toilets on islands in the archipelago, create an infrastructure for garbage disposal etc.

We also arrange ocean clean up events where we collect plastic and marine litter that ends up on our islands, https://www.skargardsidyllen.se/en/ocean-clean-up/. This work is about collecting the plastic before hurts animals or becomes micro plastic and end up in the animals and later humans. A nice side effect is that is also raises awareness about the marine litter. Ito goal is to always leave nature in better condition a green footprint. This work has been used as an example in a handbook for sustainable tourism work and an article in the Adventure Travel News.

In the spring and autumn we organize ocean, beach and archipelago clean up operations professionally with employees and subcontractors. We maintain and work with the Ocean clean up map which is a project run by VästkustenHelsen an organisation that cares about the nature and sustainability of the same.

Ocean clean up tour – with kayak or boat

We love the ocean and spending time in our magnificent archipelago. The ocean currents are important for the marine life and our northern climate. But the currents also collects and brings ocean garbage mostly plastic that ends up on our islands and shorelines. Join us as we head out to a island that need our help and leave green footprints. We have boats if you don't want to kayak, read more here

Where: Grönemad, Grebbestad
Price: Free of charge
Book: Send booking request now

Driftwood walks

Join us on a driftwood walk i the archipelago of Fjällbacka, Grebbestad and the Naturreserves Veddö, Tjurpannan and other nice places in Bohuslän, West Sweden. During our walks we collect things that doesn't belong in nature and leave green footprints. This walk is good for body, mind and soul.' read more about our driftwood walks

Where : Grönemad, Grebbestad
Price: 450 sek per person
Book: Send booking request now

Populära ämnen på vastsverige.com

NORGE

- Kosteröarna / Strömstad / Daftö
- Slott och herrgårdar
- Nationaldag / Midsommar
- Camping
- Cykelsemester
- Göta kanal
- Skara Sommarland

DANMARK

- Göta kanal
- Västkusten / Göteborgs skärgård
- Unika boenden
- Familjevänliga upplevelser
- Ulricehamn / Längdskidor
- Hornborgasjön
- Vandring / Kuststigen

SVERIGE

- Specifika platser
- Evenemang
- Fallens Dagar i Trollhättan
- Karlsborgs Fästning
- Matfestivalen i Skövde
- Annorlunda boenden
- Vandring

Populära ämnen på vastsverige.com

TYSKLAND

- Svensk fika
- Göteborgs skärgård
- Paddla
- Camping
- Fiska i Vänern
- Trollhättan
- Dalsland / Dalslands kanal

STORBRITANNIEN

- 72 Hour Cabin (bo i glashus)
- Göteborg / Göteborgs skärgård
- Bohuslän
- Gotaleden

NEDERLÄNDERNA

- Vandring
- Dalsland
- Bohuslän
- Majlovet

MÅLGRUPPENS RESECYKEL

Nå ut via researrangör : Travelhouse, Schweiz

- Nå målgrupp ”familj” genom researrangörs kanaler.
- Exempelvis finnas med i resekatalog, nyhetsbrev, facebook & Instagram

REISEART & UNTERKUNFT

REISEZIT

PREIS

ab CHF 790 pro Person im Doppel, z.B. am 1.6.22

5 TAGE/4 NÄCHTE
AB/BIS DALS ROSTOCK
Täglich als individuelle Verlängerung

INBEGRIFFEN
- 4 Übernachtungen im Kroppefjäll B&B
- Frühstück
- Zipline-Abenteuer
- Kanufahrt in Dalsland

HIGHLIGHTS
- Historische und unberührte Provinz Dalsland
- Kroppefjäll-Naturschutzgebiet
- Zipline-Abenteuer
- Kanufahrt in Dalsland

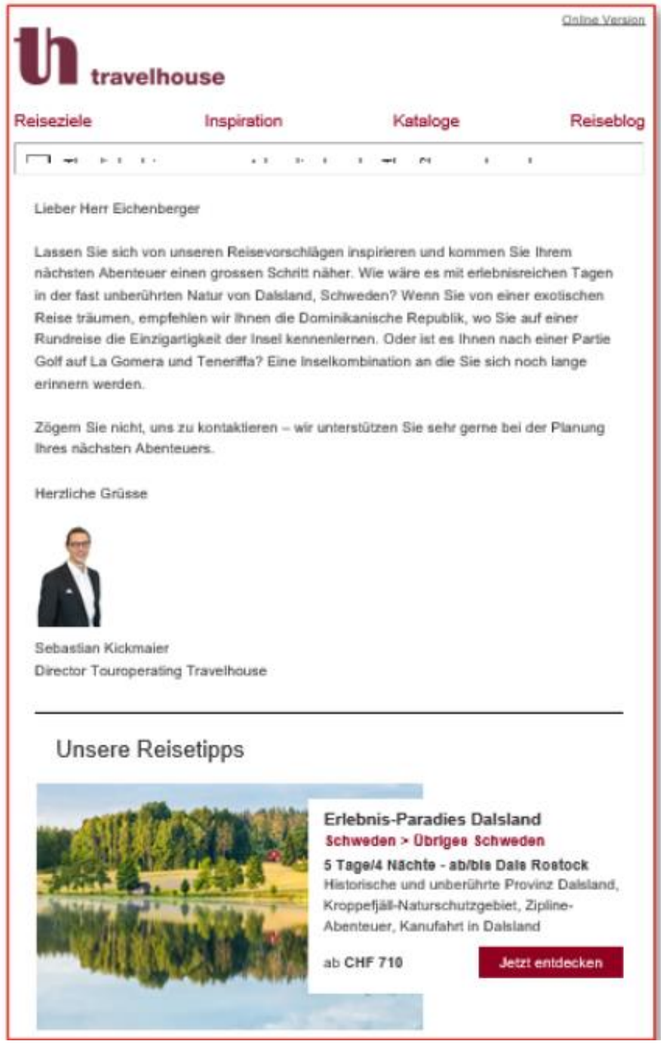
GOT 7005 RTP005

ERLEBNIS-PARADIES DALSLAND

In der Region Dalsland, im Grenzgebiet zwischen Schweden und Norwegen, erwartet Sie eine abwechslungsreiche und geheimnisvolle Landschaft: Hügeliges Bergland wechselt sich mit flachen Ebenen, unzähligen Flüssen, Kanälen und glasklaren Seen ab. Obwohl Dalsland von Göteborg aus schnell erreichbar ist, ist die Gegend selbst für die Schweden noch relativ unbekannt und die Natur daher noch fast unberührt. Erlebnisreiche Tage warten auf Sie.

REISEPROGRAMM

Individuelle Anreise und Zimmerbezug im Kroppefjäll B&B. Ein Highlight Ihrer Reise ist, die Landschaft per Zipline aus der Vogelperspektive kennen zu lernen. Ein weiterer Höhepunkt ist, die Seenregion vom Wasser aus mit einem Kanu zu erkunden. Weitere optionale Ausflüge wie z.B. ein Besuch im historischen Kurort Dals Rostock mit dem malerischen Kräutergarten oder dem angeschlossenen Folkloremuseum sind empfehlenswert. Oder wie wäre es mit einem Ausflug in den pittoresken Küstenort Fjällbacka mitten in der westschwedischen Schärenwelt? Wir empfehlen auch einen Abstecher zum Dalslandkanal in Håverud mit seinem spektakulären Aquädukt. Für Entspannung sorgen die hoteleigene Sauna, die zahlreichen Seebadeplätze und sogar ein Outdoor-Fitnessstudio.



Online Version

travelhouse

Reiseziele Inspiration Kataloge Reiseblog

Lieber Herr Eichenberger

Lassen Sie sich von unseren Reisevorschlägen inspirieren und kommen Sie Ihrem nächsten Abenteuer einen grossen Schritt näher. Wie wäre es mit erlebnisreichen Tagen in der fast unberührten Natur von Dalsland, Schweden? Wenn Sie von einer exotischen Reise träumen, empfehlen wir Ihnen die Dominikanische Republik, wo Sie auf einer Rundreise die Einzigartigkeit der Insel kennenlernen. Oder ist es Ihnen nach einer Partie Golf auf La Gomera und Teneriffa? Eine Inselkombination an die Sie sich noch lange erinnern werden.

Zögern Sie nicht, uns zu kontaktieren – wir unterstützen Sie sehr gerne bei der Planung Ihres nächsten Abenteuers.

Herzliche Grüsse

Sebastian Kickmaier
Director Touroperating Travelhouse

Unsere Reisetipps

Erlebnis-Paradies Dalsland
Schweden > Übriges Schweden
5 Tage/4 Nächte - ab/bis Dals Rostock
Historische und unberührte Provinz Dalsland, Kroppefjäll-Naturschutzgebiet, Zipline-Abenteuer, Kanufahrt in Dalsland
ab CHF 710
Jetzt entdecken

Travelhouse
9. Februar um 12:00

Schwedens Westen! 🇸🇪 🇸🇪

Die Region Dalsland punktet mit abwechslungsreichen und geheimnisvollen Landschaften. Hügeliges Bergland, flache Ebenen und malerische Flüsse, Kanäle und Seen warten darauf, von dir entdeckt zu werden – egal ob wandernd oder paddelnd ein einmaliges Erlebnis!

Travelhouse
10. Februar um 12:00

Bist du auf der Suche nach einem neuen Abenteuer? 😍😍

Dann haben wir etwas für dich! In der Region Dalsland im Süden Schwedens erwartet dich eine Vielfalt an Aktivitäten. 🇸🇪 🇸🇪

Entdecke jetzt unsere Rundreise "Erlebnis-Paradies Dalsland". 4 Übernachtungen inkl. Frühstück, Zipline-Abenteuer und Kanufahrt, z.B. am 28.6.2022 ab CHF 710.- pro Person.

Über diese Website

TRAVELHOUSE.CH
Rundreise: Erlebnis-Paradies Dalsland
Jetzt buchen

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Nå ut via influencer: Lady Lemonade

- Nå målgrupp ”familj” via en influencer kanaler , exempelvis blogg och Instagram.
- Del av majlovskampanj i Nederländerna

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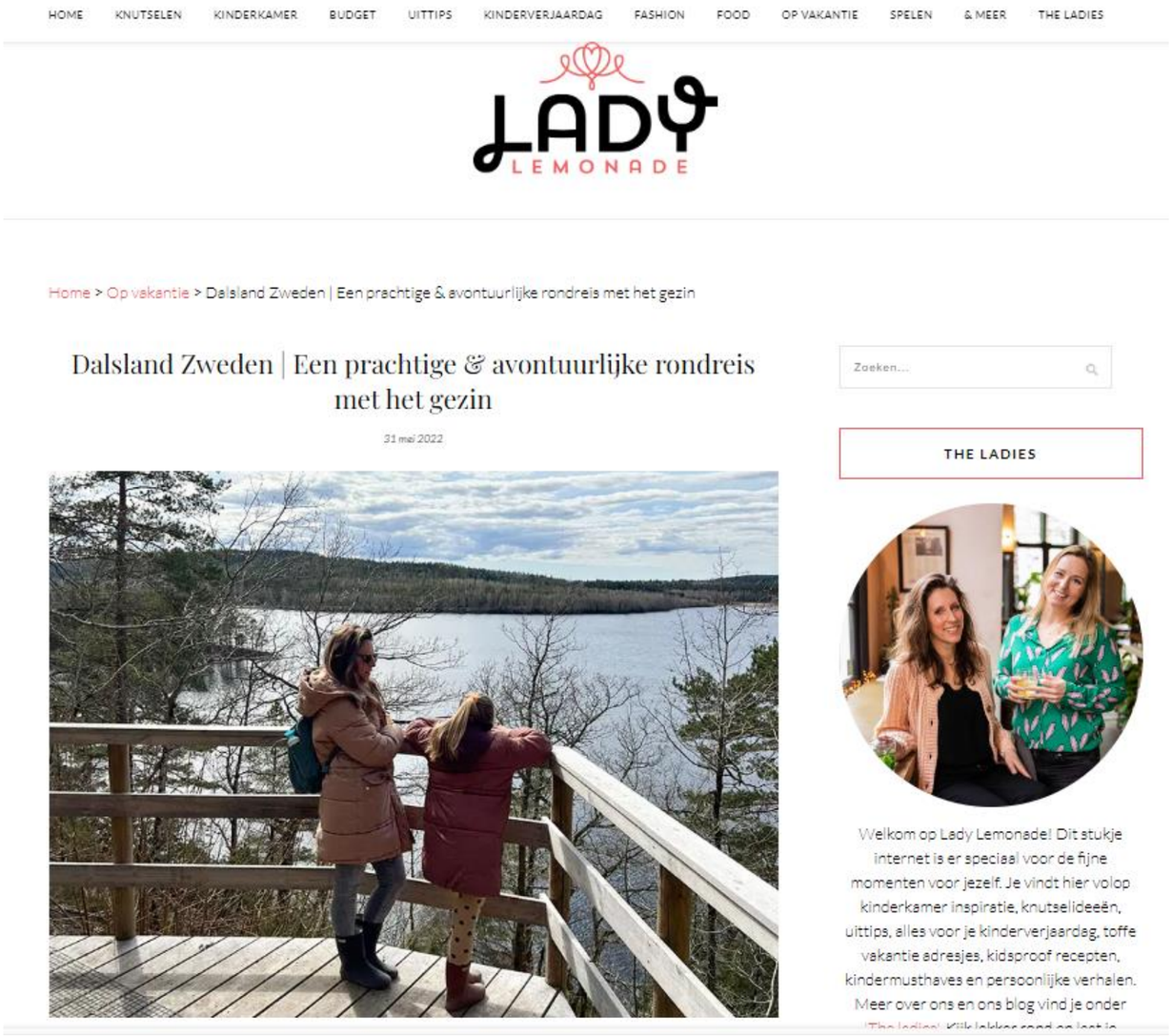

KAMPANJER 2023

turistradet.com

hallbarhetsklivet.se

corporate.visitsweden.com/kunskap

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