

NEWS AND IDEAS FOR STORIES FROM

WEST SWEDEN

2024

West Sweden, with Gothenburg as its gateway, has a rich variety of natural landscapes. From our beautiful coastline with its islands and skerries, to plateau mountains and fertile plains, not to mention the unspoilt forests dotted with lakes full of water so clean you can drink it. In West Sweden, we are doing our best to work sustainably. When we talk about sustainability we mean the whole package – economic, environmental, and social sustainability.

westsweden.com



INCLUDED IN THIS NEWSLETTER:

- Stepping up Sustainability and Climate smart holidays
- Stepping up Sustainability Award Winners of the Year 2023
- News from Gothenburg
- New hotels in West Sweden
- Dalsland – Sweden's Gravel Destination
- National Cycle Routes in West Sweden
- Hiking in West Sweden
- Blue food from the sea
- Cultural news – Tjörn Island of Art, Borås and Läckö Castle

WEST
SWEDEN

STEPPING UP SUSTAINABILITY

WEST SWEDEN IS CURRENTLY TAKING BIG STEPS TOWARDS BECOMING A MORE SUSTAINABLE DESTINATION.

Stepping up Sustainability is a joint initiative for sustainable tourism in West Sweden. It's a framework for public and private operators to bring about a shift to a more sustainable society. Right now, over 600 businesses are affiliated to Stepping up Sustainability, and 45 out of 49 municipalities.

steppingupsustainability.se



We look at sustainability relating to four principles:



1

There should be as little unnecessary environmental impact as possible when travelling to and in West Sweden.



2

We market and drive visits to areas in West Sweden when and where they are not full.



3

Tourism should be good for both residents and visitors.



4

We aim to have robust businesses in the hospitality industry in West Sweden that are able to offer more full-time jobs.

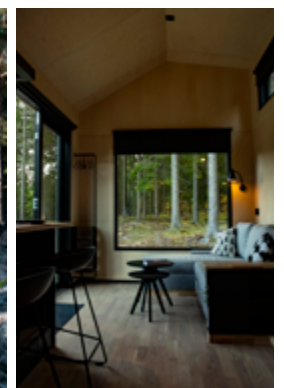


CLIMATE SMART HOLIDAYS

West Sweden is focusing on offering trips with the lowest possible carbon dioxide emissions. To show that people can **travel climate-smart** without compromising on comfort, the Tourist Board and five tourism businesses have developed package trips with very small carbon footprints.

Accommodation is in unique buildings like glass cabins and tiny houses, visitors are encouraged to travel by train and can be picked up at the station in electric cars for the last stretch. Food served during the trip is high quality and locally sourced. The CO2 for the journey and accommodation can be calculated so it is clear to guests what the climate impact of their trip will be.

westsweden.com/climate-smart-holidays





STEPPING UP SUSTAINABILITY AWARD WINNERS OF THE YEAR 2023

HÄLLSNÄS AND RESTAURANT SIGNUM

Category: Tourism Business

Hällsnäs Hotel & Spa is a manor house hotel in a beautiful setting by Lake Landvetter, conveniently close to the airport and Gothenburg. The hotel provides luxurious accommodation in extensive grounds ideal for a range of activities. With Thomas Sjögren at the helm, an excellent dining experience is a given. Thomas has won Swedish Chef of the Year, Destination of the Year, a Michelin star and now the Stepping up Sustainability award 2023 for his restaurant, Signum.

Justification:

"The establishment of Restaurant Signum at Hällsnäs is a bold and single minded investment in sustainability and quality. Their holistic approach includes everything from home grown ingredients and working with top class producers, to minimisation of food waste and excellent staff welfare. Restaurang Signum sets a great example in its efforts to create a food destination worth travelling to."

hallsnas.se



FJÄLLBACKA KAJ, IN FJÄLLBACKA ON SWEDEN'S WEST COAST

Category: Civic Initiative

Fjällbacka is a small fishing village in Tanum, two hours north of Gothenburg. This popular resort takes its name from the rocky hill towering over the town, and is a great centre to explore the archipelago including the Weather Islands, walk in the footsteps of Ingrid Bergman and crime author Camilla Läckberg and explore the beautiful scenery nearby. The project to renovate the quayside, Fjällbacka kaj, has won the Stepping up Sustainability award 2023 in the "Civic initiative" category.

Justification:

"Working closely together the community association and the municipality have created a new Fjällbacka quay - a 100 metre long and easily accessible gathering place for both residents and visitors. Here, in one of the town's finest locations, the opportunity for larger events and celebrations has been restored, while ships can still dock. Fjällbacka quay is an all year round meeting place, which a brave and sustainable decision by Tanum municipality has made possible."

hallbarhetsklivet.se/en/fjallbacka-quay-winner-of-stepping-up-sustainability-collaborative-project-2023





Photo: Anders Wester/Göteborg & Co

NEWS FROM GOTHENBURG 2024

There's a lot happening in Gothenburg during 2024 and many new attractions will be opening their doors this year. Sweden's vibrant second city was also added to the list of the world's one hundred best cities in 2023, and for the seventh year in a row has again been named the world's most sustainable destination.

gothenburg.com



Photo: House of Vision/Göteborg & Co

CLARION HOTEL KARLATORNET – will open in the tallest building in Scandinavia

Karlatornet is now the tallest building in Scandinavia. Comprising a whopping 246 metres, spread over 73 floors, there will be space for apartments, restaurants, sky bars and a viewing platform with a photo exhibition about the tower. In addition, the tower will house Clarion Hotel Karlatornet, which will provide a total of 300 rooms. The hotel is set to open in 2024 and the viewing platform and sky bar in late 2024 or spring 2025.



Photo: Per Pixel Petersson / Göteborg & Co All Rights Reserved

Design Stories at the Röhsska Museum

Design Stories will be a new permanent exhibition at the Röhsska Museum of Design and Craft, and is based on the question "What is design?". The exhibition will focus on Scandinavian design from the end of the 19th century until today. Objects, sketches, films and interviews become the starting point for different stories about design. The exhibition opens in autumn 2024.

rohsska.se/en

The iconic Feskekörka market hall set to reopen

The old fish market, known as "Feskekörka" to Gothenburgers and the Fish Church to other visitors, is reopening after an almost four year long renovation. Built in 1874, this iconic temple to seafood will house fishmongers, restaurants and a bar.

goteborg.com/en/places/feskekorka



Illustration: World of Volvo

WORLD OF VOLVO Gothenburg's brand new centre

World of Volvo, operated by Volvo Cars and the Volvo Group, will be both a landmark building and an event venue with space for exhibitions, concerts and dining experiences. The Volvo Museum, with a dedicated Volvo exhibition about the history of the development of the Volvo brand, will also be moving in. The design of this huge 22 000 m² five-story round building is inspired by Scandinavian landscapes and it will be located right next to Liseberg. World of Volvo is planned to open on 14 April 2024.

worldofvolvo.com/en



HYSSNA FOREST RESORT

New accommodation right on the Hyssnaleden Trail

About 56 km south of Gothenburg lies the newly opened Hyssna Forest Resort, with exceptionally close to nature accommodation nestled in the forests near the Hyssnaleden Trail. You'll find three unique cabins, created by two brothers who also happen to be carpenters. Each of the three cabins is in a lovely secluded spot, and you can stay among the stars in the Treetop Cabin, teeter on the edge in the Cliffhang Cabin and snuggle up in a mossy green oasis in the Creek Cabins. Breakfast, made with locally produced ingredients and delivered to the cabins in pretty containers, is included and you can order other meals. The two nearby lakes are perfect for swimming, kayaking and fishing.

hyssnaforestresort.com/en

NEW HOTELS IN WEST SWEDEN



TRÄDGÅRDSHOTELLET (THE GARDEN HOTEL)

New hotel at Årås Säteri & Trädgårdar will open in May

STF Årås Säteri & Trädgårdar is a historic house dating back to the 15th century, with a wide choice of accommodation, event spaces and nearby outdoor activities all in beautiful surroundings. The new Trädgårdshotellet (Garden Hotel) with 7 rooms can be booked from the middle of May. Other accommodation includes the STF* hostels Drängstugan and Mejeriet, both charmingly furnished. In the beautiful gardens you can pick your own flowers and buy vegetables in season. Årås säteri is situated between lakes Jogen and Vällern outside Ulricehamn, about 130 km east of Gothenburg, and is conveniently close to both cycling and walking trails.

arassateri.se/en/the-garden-hotel

**STF - The Swedish Tourist Association (STF) is dedicated to making nature and culture accessible to everyone.*

swedishtouristassociation.com

Gibson's Hotel – new hotel near the Gotaleden and Bohusleden Trails

The brand new Gibson's Hotel has just opened in the heart of Jonsereds Fabriker, just 12 minutes from the centre of Gothenburg, close to both the Gotaleden and the Bohusleden hiking trails. The hotel has 27 rooms. Jonsereds Fabriker is a historic industrial heritage site dating back to the 1830s. Also on the site is Poppels Bryggeri, a little local brewery which with a large dose of master craftsmanship has succeeded in becoming Sweden's biggest organic brewery. The Poppels Öl & Mat restaurant is right next door to the brewery, and you'll also find Brödfabriken i Jonsered on the site, an artisan bakery where everything is made from scratch. Jonsered Gardens, just around the corner from Jonsereds Fabriker, is a beautifully renovated 19th century garden in the grounds of a former stately home, with a charming cafe.

gibsonshotell.se/en



HOTEL MAGASINET

New little boutique hotel and glamping tents at Dahlbogården, along the Gotaleden trail

Dahlbogården is home to an interior design store, restaurant and a pretty garden. Its new boutique hotel Magasinet has three lovely, comfortable double rooms in the converted old granary. Two architect designed wooden glamping tents are also available, each with a double bed and waterside view. An à la carte breakfast ordered the day before, with creamy omelettes, homemade bread, refreshing smoothies or warm scones with homemade jam can be eaten in the restaurant or delivered to your tent. Dahlbogården is situated 10 km east of Alingsås – the Capital of Fika, roughly 60 km east of Gothenburg. It's also conveniently close to the new stage of the Gotaleden between Alingsås and Vårgårda, opening in May.

dahlbogarden.se



DALSLAND – SWEDEN'S GRAVEL DESTINATION

In the West Swedish region of Dalssland you'll find mile after mile of winding gravel roads which makes the area ideal for gravel cycling. Enjoy over 500 km of gravel cycling where you can ride for hours without meeting any cars. The roads are edged with forests, thousands of lakes, farmland and charming mill towns. This network of lovely gravel roads in low trafficked areas provides a huge selection of routes, which you can read all about on our newly launched website: Dalssland – Sweden's gravel destination.

The site includes 11 complete route suggestions as well as tips on what not to miss and our favourite destinations, complete with GPX files. There's lots of cycle friendly accommodation available in the area, and cafes/restaurants where you can top up your energy reserves. The site also lists cycle hire providers and service stations in strategic locations as well as information on how to get to, for instance, Mellerud and Åmål in Dalssland by train from Gothenburg.

westsweden.com/dalssland-gravel



Over 50 km gravel cycling

Enjoy the freedom of gravel roads edged by forests, thousands of lakes, rolling farmland and quaint mill towns.



11 complete routes

The network of excellent gravel roads and low trafficked rural roads provides a large choice of routes.



Never far to a pitstop

Lots of cycle friendly accommodation and food places where you can top up your energy levels.



One hour from Gothenburg

Get on the train in Gothenburg and arrive about an hour later in Dalssland, ready to start your cycle adventure.

NEW NATIONAL CYCLE ROUTES IN WEST SWEDEN

You'll find more than half of Sweden's national cycle routes in West Sweden, where you'll cycle through beautiful scenery with many interesting places to visit along the way. And the best thing is that the next food or fika stop is never very far away.



THE VÄNERLEDEN

640 km around Lake Vänern

Sweden's longest trail, looping around Lake Vänern, with varied terrain which is hilly in Dalsland. Nominated as Cycling Route of the Year in the Netherlands. Combines nature and culture: Porcelain town Lidköping, Läckö Castle, Kinnekulle table mountain and the Platåbergens Geopark.



GÖTA CANAL TRAIL

200 km, Sjötorp – Mem

Flat and family friendly. Can be combined with boat and other experiences along the canal. Crosses the Vänerleden at Sjötorp.



THE ÄTRADAL TRAIL

200 km Falköping – Falkenberg

Flat, with 50% of the trail on railway embankments. Family friendly. Combines culture, food and history in landscapes dotted with idyllic small towns. Crosses the Kattegatt Trail (Kattegattsleden) in Falkenberg.



THE UNIONSLEDEN

350 km Moss – Karlstad

Cycle between two countries. This scenic, undulating route is along mostly gravelled roads. Crosses the Vänerleden at Bengtsfors and Fengersfors.

Find out more here:

westsweden.com/nature-experiences/cycling/cycle-paths/national-cycle-routes/

DISCOVER WEST SWEDEN ON FOOT

Hiking in West Sweden gives you the best of many different worlds. From the picturesque villages and islands of the West Coast, and the silent wilderness of Dalsland, to Västergötland's historic landscapes. Some new hiking trails have been opened, with many lovely existing ones still to explore.



PILGRIM PATHS

There are several Pilgrim Paths in West Sweden. The **Pilgrim Path Göta Älv** starts in the centre of Gothenburg, with 10 stages in total over 143 km. The path starts with a walk exploring the city's history before heading into the leafy green scenery of the Lärjeån valley and the Vättlefjäll nature reserve. It can be reached using public transport and combined with accommodation in Gothenburg.

Next up is the **Pilgrim Path Västergötland** which is getting a new 44-55 km long stage between Hjo and Kungälv. Opening in spring 2024, the path explores this region's beautiful and historic countryside and can also be reached on public transport. Existing Pilgrim Paths can be found in Dalsland, West Sweden's wildest region, 25% of which is lakes. westsweden.com/nature-experiences/walking/hiking-trails/walk-along-the-pilgrim-paths-of-west-sweden/



GOthenburg ARCHIPELAGO TRAIL

The 27 km long Gothenburg Archipelago Trail explores the idyllic islands of Hönö, Fotö, Öckerö and Hälso, a short ferry ride from the city centre. The trail is part of the Kuststigen Coastal Path which stretches through Bohuslän up to Oslo. Accommodation and guiding packages on the islands are in development.

KUSTSTIGEN COASTAL PATH LYSEKIL

The Kuststigen Coastal Path Lysekil explores sculpted rocky landscapes and picturesque seaside villages, including Stångehuvud, Skaftö, Grundsund and Fiskebäckskil, up along the coastline. Walks can be combined with a fishing trip or seal safari out to sea, cosy accommodation and high quality food experiences. westsweden.com/nature-experiences/walking/hiking-trails/kuststigen/



BIOSPHERE TRAIL

The Biosphere Trail. Travel by train to reach the sections of this trail, stretching 138 km from Mariestad to Läckö Castle via Kinnekulle and exploring Platåbergens Geopark, West Sweden's new UNESCO biosphere area. In Lidköping you can see the Swedish porcelain collections at the newly reopened Rörstrand Museum and world class art at Lidköpings Konsthall. westsweden.com/nature-experiences/walking/hiking-trails/the-biosphere-trail/

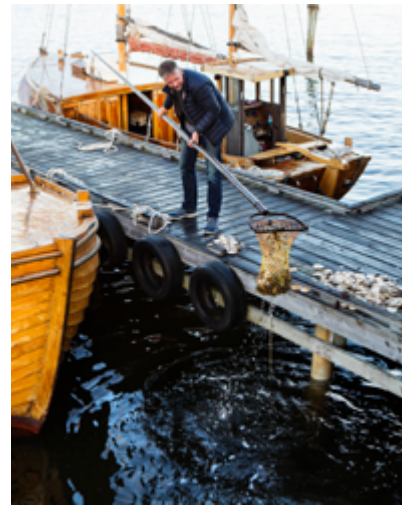
KROPPEFJÄLL TRAIL

The Kroppefjäll Trail takes you over high plateaus and through forested rift valleys, by mighty lakes and mysterious tarns. Stages 1 and 2 explore one of West Sweden's largest wilderness areas. Kroppefjäll B&B offers a great package with accommodation and outdoor cookery. Guests can order a lunch or dinner bag containing top-quality ingredients, an easy recipe and everything they need to cook it. westsweden.com/nature-experiences/walking/hiking-trails/the-kroppefjall-trail/

GOTALEDEN

Gotaleden, Rail & Trail. The Gotaleden is a 71 kilometre trail between Gothenburg and Alingsås, also known as the Capital of Fika. The trail is characterised by beautiful scenery, pitstops near to town and proximity to train stations making all the stages easily accessible. westsweden.com/nature-experiences/walk/hiking-trails/gotaleden/





BLUE FOOD FROM THE SEA

There's an increasing interest in blue food from the sea. Mussels, oysters, sea squirts, and seaweed are delicious and climate conscious foods, served often these days in seaside restaurants around West Sweden.

What is blue food?

Blue food refers to ingredients with an aquatic origin, which includes the sea and lakes. Another name for it is seafood or aquatic food. Some well known examples of blue food are mussels, oysters and seaweed. There are also some we're less familiar with, like sea cucumber, swimming crab, glass shrimp and sea squirt.

If it's properly produced, food from the sea is a lot more eco-friendly than red meat. Shellfish help to keep oceans clean. Did you know for instance that a single mussel can filter up to five litres of water per hour?

Find more information about blue food from the sea and other businesses in West Sweden offering experiences and sea food tastings here:

westsweden.com/eat-and-drink/blue-food-from-the-sea



Photo: Gustav Gräll

SAY HELLO TO KAROLINA – a professional seaweed diver

Karolina Martinsson runs a seaweed business called Algblomman. She's a professional seaweed diver and chef, and has written a book about seaweed. For the last ten years she's been harvesting seaweed from her base on the island of Styrso in Gothenburg's southern archipelago.

Karolina works with local businesses like Kajkanten on Vrångö, Popsicle on Donsö and Hotel Käringön, where she offers seaweed safaris, seaweed and wild food walks, and cookery courses.

algblomman.com



CULTURAL NEWS

Läckö Castle and Gardens, on Kållandsö in Lake Vänern

This impressive baroque castle stands majestically on the shores of Lake Vänern. 300 metres away you'll find the naturum Vänerskärgården – Victoriahuset visitor centre, complete with a hotel and restaurant, Hvita Hjorten. Visitors will be able to enjoy a fascinating exhibition there in summer 2024, from 8 June – 15 September. Läckö have invited the British fine art photographer Kirsty Mitchell to show her exhibition, Wonderland. Kirsty has a very individual style and combines costume design with props to create fantastical photographic images of models in natural surroundings, which is a match made in heaven with the baroque setting of the castle.

Läckö Castle is just 25 km from the porcelain town of Lidköping and Rörstrand Museum. You can read about everything the castle has to offer, including guided tours, here:

westsweden.com/lacko-kinnekulle



100 YEARS OF SVENSKT TENN

Hjo celebrates the centenary of the founding of Svenskt Tenn by Estrid Ericson, the creator of many design classics

Estrid Ericson was a 20th century design icon. She grew up in Hjo on the shores of Lake Vättern, a characterful and charming wooden town which has received an award for its well preserved wooden houses in the old town centre. In her 30s she moved to Stockholm and founded the design company Svenskt Tenn. Through her business, and ability to attract the most famous architects and artists of the day to it, Estrid helped lay the foundation for modern Swedish design. In 2024 it will be 100 years since Estrid Ericson started Svenskt Tenn. Designåret 2024 in Hjo will celebrate this with a number of exciting events including talks, shows and exhibitions, and you can check into the Estrid Ericson room in the STF hostel Villa Eira, decorated in Estrid's style, with patterns and materials by Svenskt Tenn.

vastsverige.com/hjo/designarethjo



BORÅS – ART IN FOCUS 2024

Borås is world leading in innovative design and street art. The town itself is an art gallery, with 120 works by internationally renowned sculptors and street artists, and 3 new permanent sculptures in Annelund park are about to be added. You can plan your visit on the West Sweden Street Art Trail website. WSSAT is an initiative led by urban art organisation Artscape, created to catalogue all the street art in West Sweden including Gothenburg, and connect it with admirers from all over the world.

Borås has three major art museums focusing on different areas. The Textile Museum of Sweden showcases the town's textile heritage, Borås Konstmuseum thought provoking contemporary art and Abecita Popkonst & Foto work by leading international photographers and graphic artists. Borås will be making summer 2024 all about art, with lots of exciting exhibitions. The Borås Art Biennial will be held for the 8th time from 15 June – 15 September. On 7 – 8 September No Limit will be celebrating its 10th anniversary, with special shows, a graffiti jam, street food and a NUAN conference (National Urban Art Network).

westsweden.com/cultural_experiences/boras-world-leader-in-innovative-design-and-street-art

West Sweden Street Art Trail: wssat.se

TJÖRN – ISLAND OF ART

The island of Tjörn, around 70 km north of Gothenburg, is a hive of cultural activity. On the island itself you'll find the internationally renowned Nordic Watercolour Museum, a stunning shoreline gallery with world class art and a superb restaurant, and Pilane Sculpture Park, with spectacular giant sculptures in an outdoor trail around beautiful and historic grounds, complete with fantastic views of the archipelago.

In the surrounding waters the tiny island of Hamneskär boasts the iconic lighthouse Pater Noster next to the magnificently restored lighthouse keeper's house, which is now an international and award winning hotel with 9 well designed rooms. All three venues will be showing world class art exhibitions this summer.

westsweden.com/sodra-bohuslan/tjorn-island-of-art



THE NORDIC WATERCOLOUR MUSEUM, SKÄRHAMN

Hans Op De Beeck
26 May – 15 September

In the Belgian artist Hans Op de Beeck's world we meet dreamlike scenes frozen in time. He's one of Belgium's foremost contemporary artists and this is the first time his work has been shown in Sweden. The exhibition in the Nordic Watercolour Museum will show watercolours, films and sculpture.

akvarellmuseet.org/en

Sculpture at Pilane

New work in 2024 will include Laura Ford's installation featuring child soldiers, a topical human rights issue. Other sculptors being exhibited are Andrew Sabin, Lenny Clarhäll, Moa Israelsson, Maria Miesenberger, Ann Wolff and Ida Koitila. In addition Jaume Plensa's artwork Anna and works by Tony Cragg are on permanent show in the park. Skulptur i Pilane will be open between 18 May to 15 September 2024.

pilane.org/en



PATER NOSTER – A HOME ON THE HORIZON

Art & Science of Water, fine art photography: 1 May – 29 September

An outdoor exhibition of photography exploring the theme of "Save the Oceans". Art & Science of Water is an homage to the sea and the water on our planet. The images come from two international fine art photographers and two documentary photographers.

Lara Zankoul – Lebanon

One of the Middle East's best known fashion photographers who has also worked as a fine art photographer for many years, Lara Zankoul captures everyday human behaviour and issues that arise within society via the medium of photography.

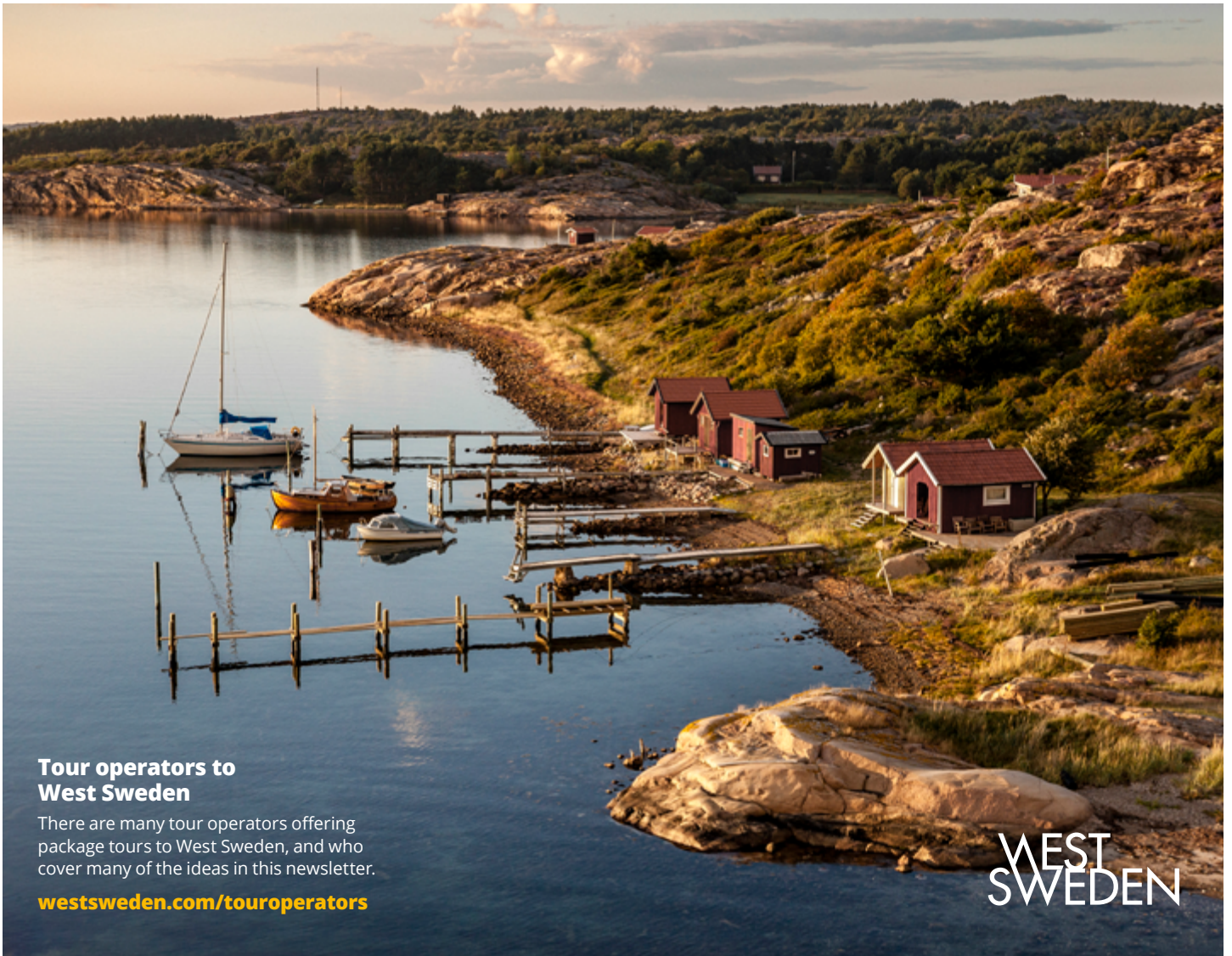
Ulrika & Lukasz Larsson Warzecha – Sweden

Ulrika and Lucasz are non-fiction visual storytellers who have documented scientists and oceanographers all around the world. They work closely with the Niels Bohr Institute in Copenhagen to help provide a scientific perspective on our oceans.

Christy Lee Rogers – USA

New work by Christy Lee Rogers from the USA will be shown, that they already have in their collection. She uses water as a central part of her work by creating images under the surface.

en.paternoster.se



Tour operators to West Sweden

There are many tour operators offering package tours to West Sweden, and who cover many of the ideas in this newsletter.

westsweden.com/touroperators

MEET US AT ITB IN BERLIN, 5-7 MARCH 2024

West Sweden Tourist Board will be at ITB between 5-6 March, at the Visit Sweden stand 400b, Die Nordischen Länder, Hall 18



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