Supplier manual index

Supplier	Country	Page
AB Göta kanalbolag	Sweden	1
Activities in Malmö	Sweden	2
Adventure Lapland	Sweden	3
Agundaborg camp & paddle	Sweden	4
Arctic Bath	Sweden	5
Arkösunds Hotell	Sweden	6
Best of Scandinavia Incoming	Sweden	7
Bothnian Coastal Route	Sweden	8
City of Malmö	Sweden	9
Countryside Hotels	Sweden	10
Cykla i Filmlandskapet Småland	Sweden	11
Destination Kosta AB	Sweden	12
Destination Sundsvall, Sundsvalls kommun	Sweden	13
Diplomat Collection	Sweden	14
Edward Hotel	Sweden	15
Ekerum Resort AB	Sweden	16
Elite Hotels of Sweden	Sweden	17
Eriksberg Hotel & Nature Reserve	Sweden	18
Finnlines Oyj Plc	Finland	19
First Camp	Sweden	20
Fredriksborg Hotel	Sweden	21
Future Dogs AB	Sweden	22
GO Nordic AB	Sweden	23
Granö Beckasin Lodge	Sweden	24
Gripsholms Värdshus	Sweden	25
Göteborg & Co AB	Sweden	26
Haman Travel AS	Norway	27
Heart of Lapland	Sweden	28
Hermes Group AB	Sweden	29
Hotell Bruksvallsliden AB	Sweden	30
Huuva Hideaway	Sweden	31
Höga Kusten /The High Coast of Sweden	Sweden	32
Jula Hotell AB	Sweden	33
Jämtland Härjedalen Turism	Sweden	34

Supplier manual index

Supplier	Country	Page
Jämtland Härjedalen - MidScandinavia Tours	Sweden	35
Jämtland Härjedalen-Explore Åre	Sweden	36
Jämtland Härjedalen-Fjällnäs Est. 1882	Sweden	37
Jämtland Härjedalen-Lofsdalen Mountain Resort	Sweden	38
Kalmar Castle	Sweden	39
Kronlund Kursgård	Sweden	40
Kukkolaforsen Turist & Konferens AB	Sweden	41
Kusthotellet Styrsö AB	Sweden	42
Lappuddens Friluftscenter	Sweden	43
Liberty Nordic DMC	Sweden	44
Ligula Hospitality Group	Sweden	45
Limited Of Sweden	Sweden	46
Liseberg AB	Sweden	47
Malmö Arena Hotel	Sweden	48
Millesgården Museum	Sweden	49
Mundekulla Kurs Retreat Konferens AB	Sweden	50
National Historical Museums	Sweden	51
National Historical Museums-Skokloster Castle	Sweden	52
National Historical Museums-The Hallwyl Museum	Sweden	53
National Historical Museums-The Swedish History Museum	Sweden	54
Nimbusgården AB	Sweden	55
O.K. Travel AB	Sweden	56
OCCAS	Sweden	57
Pater Noster A Home on the Horizon	Sweden	58
Ramsvik Stugby & Camping	Sweden	59
Resort Hotel Sommarhagen	Sweden	60
Scandic Hotels	Sweden	61
Season Hotel	Sweden	62
Siggesta Gård	Sweden	63
SJ AB	Sweden	64
Stena Line travel Group	Sweden	65
Stockholm Adventures ICEguide AB	Sweden	66
Stockholm Businiess Region AB	Sweden	67
Stockholm Meeting Selection	Sweden	68

Supplier manual index

Supplier	Country	Page
Stureplansgruppen Hotel & Resorts	Sweden	69
Swedish Lapland Visitors Board	Sweden	70
Swedish Tourist Association	Sweden	71
Swike AB	Sweden	72
Söderfors Resort & Spa AB	Sweden	73
Tallink Silja Line	Sweden	74
TanumStrand SPA & Resort	Sweden	75
The Heart of Sweden	Sweden	76
The Heart of Sweden- Experitur	Sweden	77
The Heart of Sweden- Örebro Castle	Sweden	78
The Heart of Sweden-Opera på Skäret	Sweden	79
The Heart of Sweden-PerOlofGården Hotel	Sweden	80
The Heart of Sweden-Stjernsunds Castle	Sweden	81
Thorskogs slott & konferens AB	Sweden	82
Toftaholm Herrgård	Sweden	83
Trakt Forest Hotel	Sweden	84
Travelshop Bikes & Experineces	Sweden	85
Två Skyttlar	Sweden	86
Upplevelsebolaget	Sweden	87
Vildmark i Värmland	Sweden	88
Villa Sjotorp	Sweden	89
Visit Blekinge	Sweden	90
Visit Dalarna	Sweden	91
Visit Dalsland / Dalslands Kanal	Sweden	92
Visit Halland / Region Halland	Sweden	93
Visit Linköping & Co	Sweden	94
Visit Skåne AB	Sweden	95
Visit Småland	Sweden	96
Visit Värmland	Sweden	97
Wallby Säteri Country Resort AB	Sweden	98
Winn Lundsbrunn Resort & Spa AB	Sweden	99
World of Volvo	Sweden	100

Swedish Workshop Online 2025

Supplier - Product Manual

AB Göta kanalbolag

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Company description

Brief company profile:

The Göta kanal headoffice is situated in Motala sincen 1810 and our destination stretches som 200 km from the east- to the westcoast in the south of Sweden.
We won the price for Europe's best cycle Route 2025 at the Fiets & Wanderbeurs in Utrecht.
You can visit the destination with your own leisure boat, by bike, as a pilgrim, take a daycruise or board a passenger ship for the the whole canal.
On our platform you can directly book packages, tickets, accommodation and also create your own trip by combining a range of our products.

Product description:

Europes' best cycling route 2025
Pilgrims cycling
Cruiseships

Activities in Malmö

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Company description

Brief company profile:

We are four unique experience providers based in Malmö, offering a wide range of activities for both domestic and international visitors. Together, we represent the best of what Malmö has to offer in terms of leisure, entertainment, and immersive adventures:
Book a boat, Teamfabriken, Sherlocked and Funnys Äventyr

Product description:

- Book a Boat – Explore Malmö from the water! We offer electric, self-drive boats for rent, providing a peaceful and eco-friendly way to experience the city's canals and coastline.
- Sherlocked – Enter a world of mystery! Our award-winning escape rooms and immersive experiences combine puzzles, storytelling, and atmosphere in central Malmö – perfect for team-building or unforgettable group activities.
- Teamfabriken – Creativity meets community. We offer hands-on, themed workshops and creative experiences for all ages, making us a popular destination for families, schools, and businesses.
- Funnys Äventyr – A storybook world for young minds! As Malmö's children's cultural center, we provide interactive exhibitions, theatre, and storytelling adventures based on beloved characters.

Swedish Workshop Online 2025

Supplier - Product Manual

Adventure Lapland

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Participant A
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Company description

Brief company profile:

Once-in-a-lifetime short breaks from our small-scale, family-run lodges and hotels in Kiruna, Swedish Lapland. We focus on larger, well-executed, unique winter adventures surrounded by pristine Arctic nature and breathtaking views.

Stay in our cozy and comfortable Máttaráhkká Northern Light Lodge or Lapland Adventure Lodge. The lodge is small-scale and family-run and offers a warm, cozy, and peaceful stay—perfect for couples or friends traveling together. Enjoy a complete activity program. We focus on larger, well-executed, unique winter adventures surrounded by pristine Arctic nature with breathtaking views without schedule limitations. Our ability to provide flexible programs considering weather conditions ensures you will always have the best possible experience.

Our select range of classic northern lights short breaks, designed by our experts and friends, brings together the best of Swedish Lapland.

Lapland Adventure Lodge
It is beautifully situated next to the river and surrounded by pristine Arctic nature, offering breathtaking views of the mountains. There are nine cabins, each featuring a double room, a small loft, and a private bathroom. From your cabin, you can embark on small adventures with snowshoes or cross-country skiing, venturing straight into the winter wonderland.

Additionally, you can access the lounge hut, where you can enjoy a drink to the crackling fireplace's music, admire the panorama hut's mountain views, or witness the northern lights illuminating the night sky. All meals are served in the small restaurant cabin, featuring unique Lapland flavors.

Welcome to a home away from home with unique winter adventures in Swedish Lapland, Kiruna.

Product description:

Once-in-a-lifetime short breaks at Máttaráhkká Northern Lights Lodge.

Stay in our cozy and comfortable Máttaráhkká Northern Light Lodge or Lapland Adventure Lodge and enjoy a full activity program. We focus on more significant, well-executed day and night adventures without schedule limitations. Our ability to provide flexible programs considering weather conditions ensures that you will always have the best possible experience.

Our select range of classic northern lights short breaks, designed by our experts and friends, brings together the very best of Swedish Lapland.

When booking an All-Inclusive Package with us, you will stay at our beautifully situated Máttaráhkká Northern Light Lodge. Located on the outskirts of Kiruna in Swedish Lapland, it offers direct access to pristine Arctic nature. The lodge is small-scale and family-run and offers a very warm, cozy, and peaceful

stay—perfect for couples or friends traveling together.

The Lodge has seven double rooms, each with a loft and an ensuite bathroom. The inviting open-plan lounge has a fireplace and comfortable chairs where you can lean back and relax with a drink. All meals are served in a dining room next to the lounge. Máttaráhkká offers the best breakfast view in Kiruna – the snow-covered mountains in the different colors of winter.

At the Lodge, you can borrow snowshoes, walk in a winter wonderland, lie down on a reindeer skin, and warm yourself with a cup of hot chocolate. If the sky is clear,r you will hopefully see the northern lights dancing above you.

Lapland Adventure Lodge
It is beautifully situated next to the river and surrounded by pristine Arctic nature, offering breathtaking views of the mountains.
There are nine cabins, each featuring a double room, a small loft, and a private bathroom. From your cabin, you can embark on your small adventures with snowshoes or try cross-country skiing, venturing straight into the winter wonderland.

Additionally, you have access to the lounge hut where you can enjoy a drink to the music of the crackling fireplace and admire the mountain views from the panorama hut, or witness the northern lights illuminating the dark night sky.

All meals are served in the small restaurant cabin, featuring unique Lapland flavors.

Agundaborg camp & paddle

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Company description

Brief company profile:

Agundaborg Camp & Paddle in Agunnaryd, Småland, specializes in multi-day paddling adventures on the Helge Å and Lagaleden Canoe Trails. We offer canoe, kayak, and SUP rentals, as well as full kit packages including camping gear for a hassle-free experience. Nestled by a 295-hectare nature reserve, we provide a true wilderness experience, with a few cozy cottages available as an additional option. We provide the perfect setting for a sustainable outdoor adventure in Sweden.

Product description:

Agundaborg Camp & Paddle offers unique nature-based adventures in the Swedish nature both on he Helge Å and Lagaleden Canoe Trails. We provide guided and self-guided adventure tours on water, catering to those seeking an exciting experience.

Our all-inclusive packages combine activities, meals, and sleeping in tents along the route for a hassle-free getaway.
While our self-guided tours allow guests to explore at their own pace.

Whether you're looking for adventure, relaxation, or a family-friendly outing, Agundaborg delivers memorable experiences in a stunning natural setting.

Arctic Bath

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Company description

Brief company profile:

A one-of-a-kind destination where Scandinavian design meets sustainability. Nestled along and on the serene Lule River, we offer luxurious accommodations, an outdoor spa, local activities and locally sourced culinary experiences.
We are committed to regenerative travel with a focus on preserving nature, celebrating culture, and supporting the community by offering authentic experiences.

Product description:

Remotely located on the Lule River, we offer a one-of-a-kind destination.
Our dedicated team tailors each guest's stay to create unforgettable moments. Whether it's through curated activities, personalized services, or unique accommodations, we strive to make every visit special.
Couples seeking romance, families craving tranquility and adventure, and travel enthusiasts desiring both authenticity and the extraordinary will find it here.
Our spa offers sauna, hot tubs and direct access to the river year-round, a refreshing and invigorating tradition in the north is cold baths. Complementing this we offer a selection of treatments curated by a local company, using sustainably made hair and skincare products crafted with natural ingredients from the region.

Arkösunds Hotell

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Company description

Brief company profile:

Arkösunds Hotell – A Premium Coastal Escape in the Swedish Archipelago
On Sweden's east coast, where the land meets the untouched Baltic archipelago, Arkösunds Hotell invites guests to experience genuine coastal beauty paired with top-class comfort.

Our newly renovated hotel blend Scandinavian elegance with warmth, perfect for both leisure travelers and small groups. Modern meeting rooms with stunning sea views create space for inspiration and connection.

Unwind in our serene wellness lounge with a warm sitting pool – the ideal place to relax after a day by the sea. Our restaurant offers high-standard cuisine rooted in traditional Swedish husmanskost, prepared with seasonal, locally sourced ingredients.

For those seeking an authentic Swedish experience, Arkösunds Hotell is the place to stay. In close collaboration with local islanders, we offer unique land and sea-based activities that bring guests closer to the soul of the archipelago.

Welcome to Arkösunds Hotell – expanded for the future, grounded in history since 1895. A place where meetings become memories, celebrations take root, and every moment counts.

Product description:

The Essence of Arkösunds Hotell – Where Simplicity Becomes Luxury
At Arkösunds Hotell, we offer more than just a place to stay – we offer presence. In the quiet rhythm of the Swedish archipelago, guests discover true stillness and space to breathe.

What sets us apart is our authenticity. Rooted in local traditions since 1895, we've created a modern coastal retreat where genuine hospitality comes naturally. Here, every guest is welcomed with warmth and care – not as a number, but as a person.

Our food reflects who we are: honest, refined, and deeply connected to Swedish culinary heritage. From breakfast by the sea to dinner crafted from local, seasonal ingredients, every meal is a celebration of flavor and place.

Arkösunds Hotell is intimate, personal, and full of soul – a destination for those seeking meaningful travel, slow moments, and lasting memories

Best of Scandinavia Incoming

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Company description

Brief company profile:

Best of Scandinavia Incoming AS is a family run company with offices in Norway and Sweden, specialised in developing high quality products in all of Scandinavia / Nordic Countries. 2022 marked the birthday of 25 years on the market!

Since 2007 we do work almost exclusively with FIT products. We do however have a small groups department; organising high-quality trips for small groups (between 12 & 20 participants). The range of FIT products are roundtrips with and without activities, by car, train/bus/boat and motorcycle. We offer tours all year round depending on our clients market and wishes.

Another competence is the production of experience and activity packages linked to the nature of the Nordic Countries. We cooperate with the best experts (for example “Natures Best”) and high-quality suppliers.

In 1996 we started with developing products for the German market. Meanwhile we have customers in Great Britain, Austria, Switzerland, France, Germany and the Netherlands, too.

We operate with tour-operators only! We do not offer deals for private persons.

Product description:

Best of Scandinavia is a DMC working only B2B mainly for the FITs market. We do have a small group department taking care of high quality tours for small groups; however our main focus is producing tours for FITs.
Our expertise in production and products knowledge is used to create tailor-made tours for our partners all over Scandinavia / the Nordics and all year round.
We package tours based on your customers needs & expectations, and can provide all services once in the country (international flights are never included in our tours - however national flight routes and cross-countries ferries are, if requested)
Example of tours:
- self-drive tours
- sustainable tours (travel like the locals)
- city breaks
- winter activities package
- and so on

Bothnian Coastal Route

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Company description

Brief company profile:

The Bothnian Coastal Route, connects vibrant cities, enchanting villages and islands from the coast of western Finland up to the top of the Bothnian Bay and down to the eastern coast of Sweden. Traveling by car around the Bothnian Bay makes around 832 km. The southern cities Vaasa (FIN) and Umeå (SE) are connected by the world's northernmost daily operating passenger ship Aurora Botnia (Wasaline). In the North, these two northern countries are joined by the “borderless” border between Tornio and Haparanda. We present tours for different target groups and seasons.

Bothnian Coastal Route is an Interreg Aurora Project promoting the coastal area on both sides of the Bothnian Bay.

Product description:

Nature experiences, activities, culture, food, history, cities, islands and a natural and a cultural UNESCO World Heritage site, as well as two European Capitals of Culture, all that is included in our offer.

Bothnian Coastal Route- The website offers several tour suggestions. You can modify the suggested tours or start from the beginning and create your own tour with the planning tool on the web. Filter the providers in the area or search with a keyword or destination. You can find and combine destinations and experiences in Finland and Sweden with services committed to sustainability along the Bothnian Coastal Route.

Use our Content bank to promote enticing vacation packages. Get in contact with tourism service providers – we’ve made it easy for you.

City of Malmö

Lugna gatan 84
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malmo.se/Welcome-to-Malmo/Visit-Malmo

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Company description

Brief company profile:

Malmö is Sweden's third largest city and the central hub in Southern Sweden.
A city that has something for everyone - food pushing culinary boundaries, experiences in music and culture, innovative entrepreneurs and design. And all within easy reach.
The municipality of Malmö´s operative and decisionmaking organisation the City of Malmö, consists of several departments handling everything from healthcare and educational matters to trade and industry, public service and city planning.

Product description:

Malmö Sweden's third largest city cannot wait to meet you and is brimming with people creating experiences for you to enjoy. Malmö offers so many big opportunities in such a small area.
Malmö is where Sweden begins. It's the small fishing village that turned into an industrial hub that turned into a young and international city of experiences.
Someone once said Malmö is "too small to be big and too big to be small". The compact city centre not only offers a pleasant atmosphere, it also makes it possible to experience the whole city in one day.
Malmö's offer many shops, restaurants and attractions, and symbols on the ground lead the way. Almost everything is within walking distance. Your guests will visit a city with a wonderful atmosphere where they will not haveto be crowded and will have a pleasant experience.
Shops opened 362/365 days.
Sweden's third largest city is also its youngest and most international. Half of its residents are younger than 35 and about 150 languages buzz in the air. It's literally a global smorgasbord and last year National Geographic named Malmö a "UN of food". Make a visit to the new Market Hall (Malmö Saluhall) to savor global and local flavors. It's located between downtown and the renowned Western Harbour eco-district.
Tired of walking? Do like the locals – bike your way around town! Malmö is one of the world's top 10 bike cities and rental bike stations are everywhere. Welcome to Malmö!

Countryside Hotels

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countrysidehotels.se

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Marketing and sales director

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Company description

Brief company profile:

 Countryside Hotels was founded in 1983 and is a non-profit organisation, owned by the member hotels. Countryside Hotels has specially selected, high-quality hotels spread over the most beautiful
parts of Sweden. All of these hotels have high standards – not least where the kitchen's concerned. Many of our hotels have been in business for generations, often run by the same family. The hotels are generally in beautiful settings – beside the sea, in a park, on the banks of a lake or at the foot of a mountain. Around the hotels there are lots of opportunities for recreational activities.
Not two hotels are alike!

Product description:

Countryside Hotels consists of approximately 42 independent hotels from Skåne in the south to Hälsingland in the north. Among them you can find historic, romantic and authentic hotels in ancient castles, stately manors, gorgeous boutique hotels, charming inns and cosy guest houses.

Our mission is to market the hotels' weekend packages and offers to individual travellers and groups within the leisure travel segment, both within and outside of Sweden.

Cykla i Filmlandskapet Småland

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cyklaifilmlandskapetsmaland.se

Participant A
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0702610240



Company description

Brief company profile:

In Astrid Lindgren's home region in Småland, one can combine outdoor experiences with learning more about local traditions and stories from the film productions of Emil (Michel) of Lönneberga and The Children of Noisy Village.
Cykla i Filmlanskapet Småland is owned and operated by Carina Eldåker and Carina Engqvist.

We offer:
- Guided tours by bike, bus, or car to filming locations
- Guided hikes in Norra Kvill National Park
- Private tours exploring the Småland that so many left behind when emigrating to America

Product description:

Guided bike tours that blend soft outdoor adventures with the rich cultural heritage of Astrid Lindgren's home region, bringing iconic film locations and local history to life. Visit sites from Emil of Lönneberga and The Children of Noisy Village (Wir Kinder aus Bullerbü).
Choose from scheduled tours, private tours by bike, or car, or guided bus tours for groups with their own coach.

Explore the ancient forest of Norra Kvill National Park on guided hikes.

All experiences are led by passionate local guides, Carina Engqvist and Carina Eldåker, and include warm hospitality, artisanal food, and insights into Småland and Swedish culture.

We make experiencing Småland easy, fun, and sustainable.

Destination Kosta AB

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Company description

Brief company profile:

Kosta is a small town in the heart of the swedish glass kingdom in Småland, There is much to see and experience here - visit Kosta Glasbruk and see the glass take shape up, try blowing glass yourself, see world-class art glass at Kosta Art Gallery, stay at the world-unique glass hotel Kosta Boda Art Hotel & SPA or why not rent a glass house in Kosta Safaripark.
Enjoy a drink in the Glass Bar in an underwater world created in glass, Kosta's own locally brewed beer or try our home-produced gin. Here you can fish, enjoy the beautiful nature by hiking, try our new mountain bike trail or see all the animals in Kosta Safaripark roaming freely in their natural environment.

Product description:

There are places that are hard to describe, Kosta is such a place. Here you can experience world-class art, enjoy the SPA and blow glass yourself! Or why not enjoy the nature of Småland and fish, go on safari or hike.

For groups we can offer two hotels, five restaurants, 20 000 sqm outletshopping of art glass and crystals among other items.
Guided tours in KostaBoda Glassworks and Art gallery, Gin and Beer tasting in Kosta Brewery. Experience all the nordic animals in Kosta Safaripark from your own tourbus or car . In Nov-Dec Destination Kosta offer one of the biggest christmas markets in Sweden. Let your group try "Hyttsill" - a dinner event in the glassworks with music and glassblowing shows (2-3 h event)

Destination Sundsvall, Sundsvalls kommun

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Company description

Brief company profile:

Located in central Sweden, Destination Sundsvall is a public tourism organization covering the municipalities of Sundsvall, Timrå, and Ånge. We promote a year-round destination that blends nature, culture, events, and city life. Our offer includes strategic marketing, visitor services, and partnerships that enhance regional tourism and sustainable growth.

Product description:

Discover Destination Sundsvall – A Place Where Nature, Culture, and Urban Life Unite

Destination Sundsvall, located in the heart of northern Sweden, offers an exceptional mix of experiences that reflect the region's unique character, natural beauty, and cultural richness. The destination spans the municipalities of Sundsvall, Timrå, and Ånge – a region where mountains meet the sea, and where both residents and visitors are invited to enjoy the freedom of nature alongside vibrant urban life.

At the core of Destination Sundsvall's appeal is its authenticity. Here, visitors can enjoy a classic Swedish fika in a cozy café nestled in the historic heart of the city – the Stenstan (Stone Town) – or sip their coffee under an open sky, surrounded by forests, lakes, and coastal scenery. Fika is not just a coffee break; it's a cultural ritual rooted in hospitality, relaxation, and conversation – a perfect introduction to Swedish lifestyle and values.

A Region Built on Contrasts and Harmony

One of the most distinctive features of Destination Sundsvall is the seamless blend of contrasts. In Stenstan, the beautifully preserved 19th-century stone buildings create a unique urban environment with cultural depth and historic charm. Museums, galleries, theatres, and music venues bring the city to life year-round, offering visitors an authentic cultural experience tied to local traditions and creativity.

Just minutes away, nature takes center stage. Deep forests, serene lakes, and dramatic coastlines form a vast outdoor playground for both relaxation and adventure. This proximity between the urban and the wild is what makes Destination Sundsvall truly special. Whether you want to hike in silence under the midsummer sun or chase the magical Northern Lights across snow-covered landscapes, the possibilities are endless – and always within reach.

Northern Lights, Midnight Sun, and Starry Skies

Visitors seeking awe-inspiring natural phenomena will not be disappointed. The region offers clear, dark skies that are perfect for stargazing, especially during the long winter nights. From autumn to early spring, it's possible to catch a glimpse of the Northern Lights – dancing ribbons of green and violet across the night sky. In summer, the opposite spectacle awaits, with endless daylight and sunrises that blur into sunsets. The bright blue skies of spring and early summer are ideal for those who crave light, open landscapes, and the joyful energy of the outdoors.

Freedom to Roam – Nature for All

One of the most valuable aspects of visiting Sweden is Allemansrätten – the Right of Public Access – which allows everyone to explore nature freely. This means that hiking, foraging, swimming, or simply enjoying peace and quiet is not only allowed but encouraged. In Destination Sundsvall, this right is deeply respected and forms a foundation for many outdoor experiences. From wild berry picking in the forest to kayaking on mirror-like lakes, visitors can connect with nature in a way that is respectful, sustainable, and deeply personal.

All Seasons Welcome

Destination Sundsvall is a true year-round destination. In the summer, the region offers a perfect escape into nature – with hiking, cycling, fishing, and water sports easily accessible. The coastline provides picturesque views and sandy beaches, while inland areas boast deep forests and hidden trails. Autumn transforms the landscape into a sea of red and gold, inviting travelers to slow down and enjoy the changing seasons.

Winter brings opportunities for cross-country skiing, snowshoeing, and cozy evenings by the fire. This is also the best time to experience the tranquility of snowy forests, glittering ice, and the northern lights. Spring, meanwhile, is a time of renewal, as nature awakens and the days grow longer, offering a fresh and energizing atmosphere perfect for outdoor adventures and cultural exploration.

Events, Gastronomy, and Local Life

Throughout the year, Destination Sundsvall hosts a wide range of events that reflect the region's lively spirit and creativity. From cultural festivals and outdoor markets to sporting events and local celebrations, there is always something happening. These events not only entertain but also provide a window into local life and traditions, making every visit feel connected and memorable.

Gastronomy is another strong element of the destination's identity. With access to fresh, local ingredients from both land and sea, the region offers excellent food experiences – from fine dining to local bakeries and cafés. Visitors can enjoy traditional dishes made with wild game, mushrooms, and berries, or taste locally caught seafood by the coast. The combination of local flavors, sustainable sourcing, and warm hospitality ensures a memorable culinary journey.

Collaboration and Sustainability at the Heart

Destination Sundsvall is more than a location – it is a community-driven effort to create a sustainable and attractive place to live, visit, and invest in. The region works actively through public-private partnerships to promote tourism that respects local culture and environment. Long-term sustainability is at the core of the destination's strategy, with a strong focus on reducing environmental impact while enhancing the visitor experience.

Through innovative digital solutions, responsible planning, and inclusive development, Destination Sundsvall aims to be a leader in sustainable tourism. Visitors can feel confident that their experiences support a positive cycle of growth, inclusion, and care for the region.

A Place to Visit – A Place to Belong

More than just a destination, Sundsvall invites travelers to slow down, reflect, and reconnect – with nature, with culture, and with themselves. Whether it's walking through the quiet streets of the old town, watching the sun rise over the Gulf of Bothnia, or sharing stories around a campfire under the stars, the experiences here stay with you long after you've returned home.

Destination Sundsvall is a place where time is rich, beauty is abundant, and the welcome is genuine. Come for the nature. Stay for the people. Leave with a story worth sharing.

Diplomat Collection

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11456 Stockholm

thediplomatcollection.com

Participant A
Filippa Henningsson
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+46708884645



Company description

Brief company profile:

Iconic, elegant and beautifully curated boutique hotels in the heart of Stockholm. Diplomat Collection invites you to the essence of Scandinavian grace at Hotel Diplomat, Villa Dagmar and Villa Dahlia. Each hotel is built on foundations of history, culture and timeless craftsmanship, giving you a memorable stay in some of the capital's most coveted neighborhoods. All residences feature inviting guest rooms, social spaces, restaurants and spa & fitness facilities.

Product description:

Hotel Diplomat is a stylish and elegant hotel in the heart of Stockholm. Here – on the prestigious Strandvägen – our guests are perfectly positioned to explore the green scenery of Djurgården, the high-end shopping experiences surrounding Norrmalmstorg, and the vibrant restaurant scene at Stureplan. A unique Art Nouveau palace with breathtaking views of the Stockholm waterfront. Where modern luxury blends with timeless elegance.

Hotel Diplomat is the first hotel within the family-owned Diplomat Collection which also includes Villa Dagmar and Villa Dahlia.

Edward Hotel

Skaragatan 7
531 32 Lidköping

edwardhotel.se

Participant A
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Head of front office

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Participant B
Carolina Hellström
Destination Expert

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Company description

Brief company profile:

Located in the heart of the charming town of Lidköping only 1.5 hour from Gotehnburg, just steps away from the shores of Lake Vänern and within walking distance of the train station, shops, and restaurants, Edward Hotel offers a warm and welcoming stay with a personal touch.

This modern and comfortable hotel is ideal for groups seeking quality accommodation, excellent service, and a perfect base to explore West Sweden. The bright and spacious rooms, some overlooking a peaceful courtyard, provide a relaxing retreat after a day of adventures. Guests especially appreciate the generous breakfast buffet, featuring local products.

Edward Hotel is experienced in hosting groups and works closely with the local destination organization to offer seamless travel packages including guided tours, meals, and excursions to nearby highlights such as Läckö Castle, Kinnekulle, and the picturesque fishing village of Spiken.

With professional service, a cozy atmosphere, and a location in one of Sweden's most genuine and scenic small towns, it's easy to see why Edward Hotel is a favorite choice for returning group travelers.

Product description:

When you book a meeting with us, you'll meet the hotel manager at Edward Hotel together with a representative from the local tourism organization, Destination Läckö-Kinnekulle. Edward Hotel will share information and answer questions about the charming accommodation located in the cozy small town of Lidköping, situated by Lake Vänern – the third largest lake in Europe.

Destination Läckö-Kinnekulle will provide insights and answer questions about the area as a whole and the attractions it offers. These attractions span culture, history, and nature/outdoor experiences – including the magnificent Läckö Castle set on the lake's edge, the picturesque fishing harbour of Spiken known for its local delicacies, Husaby Church – one of Sweden's oldest and most historically significant churches – as well as scenic landscapes and outdoor activities around Lake Vänern. Whether your guests are looking for cultural highlights or natural tranquility, the area has something memorable to offer.

Ekerum Resort AB

Gårdsvägen 22
387 92 Borgholm

ekerum.com

Participant A
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Booking

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+4648580000

Company description

Brief company profile:

Ekerum Resort are placed on the west coast of Öland. We are about 25 minutes from Kalmar and 10 minutes from Borgholm. We are located in the middle of typical Öland landscape. We are a hotel and adventure facility, the guests can play golf on a world winner course, go to our spa, play tennis or padel and ride MTB. We have apartments (up to 4 people), suites, villa and a cabin to rent.

Product description:

Our hotel facility are unique based on the location and the activities we do have on site. If the guest wants to explore Öland there is 1 hour to the south end of Öland and 1 hour to the north end.
At our facility the guest can view the best sunset on Öland looking out over the water, mainland and golfcourse.
During the day if the guest wants to stay at the hotel they can play padel, tennis, golf, take a hike in Rälla skogen or rent a MTB to explore more of the surroundings. We also have a spa that the guest can relax in during the morning or afternoon.

Elite Hotels of Sweden

Hälsingegatan 31
Stockholm 100 31

elite.se/en/

Participant A
Anna Bensalah
International Sales Director

anna.bensalah@elite.se
0705111173

Company description

Brief company profile:

Welcome to Sweden's most classic hotel chain!

Elite Hotels doesn't just offer elegant accommodations. Our forty hotels are situated in unique buildings with their own history and character, providing world-class gastronomy, exclusive spa facilities, events, family time, art, and attractions throughout Sweden – from Kiruna in the north to Malmö in the south. We aim to create memorable hotel stays that are more than just a visit; a total experience where our guests can socialize, enjoy, and rejuvenate.

Product description:

For us, everyone is a guest of honour
Book Sweden's best hotel experience at Elite Hotels. With us, everyone is a guest of honour, and we always do our best to make you feel at home and well taken care of when you visit us.

Elite Hotels was founded by Bicky Chakraborty, whose vision of restoring beautiful hotels to their former glory is carried on through his daughter and Elite Hotels owner Caroline Chakraborty. We also continue to create new hotel experiences with the goal of making them the city's natural meeting point and pride. Today we offer over 40 central hotels across Sweden, the gastropub chain The Bishops Arms, Vana Spa and many unique restaurants. Welcome to Elite Hotels!

Eriksberg Hotel & Nature Reserve

Guöviksvägen, 353
374 96 Trensum

Eriksberg.se

Participant A
anna maria cioffi
international sales

annamaria.cioffi@eriksberg.se
+46733679051



Company description

Brief company profile:

Located in Blekinge, southern Sweden—just 2 hours from Copenhagen—this luxurious hotel offers an exclusive stay amidst breathtaking wildlife. Experience Northern Europe's largest safari park, home to over 1,500 animals, including European bison, Père David's deer, mouflon, red deer, fallow deer, and wild boars.

Enjoy exclusive accommodation with 50+ rooms, including a high-security villa with five suites.

Dine at two exceptional restaurants, featuring fine dining, à la carte menus, and one of Sweden's best wine cellars.

Relax in the warm outdoor pool, arrive via heli pad, or host events with top-tier conference facilities.

Discover guided tours, private safaris, hiking, biking, and fishing adventures.

Product description:

Eriksberg Hotel & Nature Reserve offers a unique blend of luxury and wilderness, where guests stay in elegant rooms surrounded by majestic wildlife. Savor exceptional locally sourced cuisine at Sweden's best game restaurant, recognized by White Guide and featured on the global Star Wine List and Wine Spectator. Explore diverse safaris, from bison encounters to scenic bike tours and guided hikes. Special group packages include guided safaris and optional lunch. As a haven for conservation, Eriksberg protects endangered species and promotes sustainable tourism — a perfect escape into nature's tranquility.

Finnlines Oyj Plc

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Participant C
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Globl Sales Director

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Company description

Brief company profile:

Ferry trips to Germany, Sweden and Åland. Step on board and take time for yourself – we'll get you there relaxed and refreshed.

Product description:

Ferry trips Germany-Finland,• the only direct ferry connection between Germany (Lübeck-Travemünde) and Finland (Helsinki)• daily departures in both directions, 31 hours sailing time• in 9 hours directly from Germany (Lübeck-Travemünde) to Sweden (Malmö)• up to 3 departures per day in both directions• day, evening and night departures• Ferry trips Poland-Sweden,• in 9 hours directly from Poland (Swinemünde) to Sweden (Malmö)• 1 departure per day in both directions• Ferry trips Sweden-Finland,• in 8,5 hours from Kapellskär (near Stockholm) to Naantali (South-West-Finland)• 2 departures per day in both directions with stop over on the Åland islands• combinable with the Germany-Sweden route Lübeck-Travemünde to Malmö (transit tarif)• two brandnew vessels• the only direct ferry connection between Germany (Lübeck-Travemünde) and Finland (Helsinki)• daily departures in both directions, 31 hours sailing time• Ferry trips Germany-Sweden• in 9 hours directly from Germany (Lübeck-Travemünde) to Sweden (Malmö)• up to 3 departures per day in both directions• day, evening and night departures• Ferry trips Poland-Sweden• in 9 hours directly from Poland(Swinemünde) to Sweden (Malmö)• 1 departure per day in both directions• no extra costs for high vehicles. Ferry trips Sweden-Finland• in 8,5 hours from Kapellskär (near Stockholm) to Naantali (South-West-Finland) • 2 departures per day in both directions with stop over on the Åland islands• combinable with the Germany-Sweden route Lübeck-Travemünde to Malmö (transit tarif)• two brandnew vessels

First Camp

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firstcamp.se

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0765259728



Participant B
Amanda Unger
Head of Brand

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Company description

Brief company profile:

First Camp Sverige AB is the leading chain of camping sites in Scandinavia, with its headquarters located in Stockholm

First Camp operates in the hospitality and tourism industry, specifically within the niche of camping and outdoor vacations. It combines traditional camping experiences with modern comforts and services, tailored for families, couples, and nature lovers.

First Camp offers holiday experiences including:
- Camping pitches
- Cabin rentals
- Themed vacation packages, including seasonal or activity-based offerings
- Winter and summer tourism with outdoor theme targeting guest over seas traveling with tour operators/ travel agencies.

The brand focuses on nature-based, family-friendly vacations across a wide network of destinations, in the Nordics.

Product description:

With over 70 destinations across the Nordics, we offer a flexible, reliable partnership under one trusted brand—while preserving the unique local character of each site.
Our modern cabins combine the charm of the outdoors with the comforts of home, private bathrooms, and cozy interiors— steps away from forests, lakes and ski trails.
From midnight sun and lake adventures to northern lights and winter wonderlands, we offer year-round experiences that capture the magic of the Nordic seasons.
We offer a wide variety of activities such as kayaking, hiking, wildlife safaris, skiing, and snowshoeing.
Whether it's a cultural escape to Dalarna and Orsa, a northern lights experience in Luleå or Lycksele
First Camp delivers authentic Nordic experiences designed around your guests' interests.

Fredriksborg Hotel

Fredriksborgsvagen 17
139 90 Varmdo

fredriksborghotel.se

Participant A
Pontus Lothfors
Partner (part owner)

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+46702437390



Company description

Brief company profile:

Unique historical Hotel and Fortress from 1735, in Stockholm Archipelago.

We offer;
Nature, silence, the greatest view, and cruise ships passing below.
Two 1700s houses that became a hotel with 15 rooms/30 beds, 2013. (charming rooms with modern bathrooms, WiFi, TV etc.)
A fortress for events or guided tours, watchtower, sea decks, orangery for dinner or events, large event tent facing the sunset, gardens.
Easy access by car, bus or boat. Free parking. 40 min from city. High guest references.

Product description:

Historic, secluded retreat hotel with 15 rooms / 30 beds in 1700s environment
Sweden's strongest fortress 1735, protected the Oxdjupet inlet to Stockholm for 100 years. A state memorial but can be used for exhibitions, events, weddings etc.
Fantastic view of Stockholm Archipelago and the passing cruise ships through Oxdjupet strait.
Sea deck for public or private boats, parking for cars and charter buses. Public transport (bus or boat) close by.
Orangery for dining or events. 150 sqm wedding tent for events, dinners, weddings etc.
Large outdoor gardens, lawns and café area.
Daily historic tours offered for guests or groups
(Wedding tent and fortress avaialble only 1May-30Sep. Orangery and a cannon tower all year)
Hotel is open daily in summers, during Xmas and weekends Sep-mid-May, for individual guests. But anytime for groups according agreement.

Future Dogs AB

Vitvattnet 273
95293 Kalix

Participant A
Veronica Jägerving
Owner

veronica@futuredogs.se
+46738318994

Company description

Brief company profile:

Experience arctic adventures in northern Sweden!

Join us in Vitvattnet, Kalix, for unforgettable nature experiences all year round! Winter is our peak season, offering dogsled tours, ice fishing, snowshoeing, husky walks, kennel visits, and northern lights tours. As the seasons change, enjoy hiking, berry-picking, and survival courses.

We help our customers to discover the magic of the Arctic!

Product description:

Join us in the small village Vitvattnet, near Kalix, for unforgettable nature experiences all year round! Winter is our peak season, offering dogsled tours, ice fishing, snowshoeing, husky walks, kennel visits, and northern lights tours. As the seasons change, enjoy hiking, berry-picking, and survival courses.

Discover the magic of the Arctic!

GO Nordic AB

Kyrkogatan 16A
37112 Karlskrona

gonordic.se

Participant A
Terje Viblom Pedersen
Owner

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+460708670733



Company description

Brief company profile:

GO Nordic is an incoming operator based in Karlskrona, Sweden. We have substantial knowledge of the south of Sweden. Not from a brochure or a fam trip. We live, work, play and do business here. We´ll take you to our backyard; to the gems and the locals. Personal, authentic and lots of fun! We provide unique experience within cruise, incentive & travel trade.
Mr Viblom Pedersen is the owner of the company, and up to 2022 he lead Visit Karlskrona for 16 years as Head of tourism.

Product description:

GO Nordic will introduce you to accommodation, attractions and activities for groups, incentives, cruise & yachts. We are specialized in curated and customized tours for the high-end segment. We're focusing on unique experiences and creating lifelong memories for your guests. Our partners have been carefully chosen to meet the demands on the market regarding authenticity, quality, local goods, sustainability and "Swedishness".
We offer a large number of experiences, ranging from 2-hour tours up to multiple days adventures (on demand), guided and self-guided - all year round. We can provide bikes, boats, kayaks, taxi-/limoservice and Swedish picnic-baskets. Culture, Nature, Foodie or Family Fun - the choice is yours.

Granö Beckasin Lodge

Västanå 15
92295 Granö

granobeckasin.com

Participant A
Christopher Storm
Product manager

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+46 76 22 99 855



Company description

Brief company profile:

Granö Beckasin Lodge is situated on a peninsula on the Umeriver amidst the Swedish Lapland's, just hour from Umeå.
Use our knowledge and let us help you to package holidays for your costumers. Our 6 unique tree houses offer a spectacular view over Umeriver. Meanwhile, our sustainable ECO-hotel offers 12 comfortable rooms and 9 cozy hotel cabins cater for your family's needs.
Huge range of activities and small group sizes. Summer: Midnight canoeing, Moose Safari, timber rafting, dogsledding on wheels, herbal walk and mountain biking.
Winter time: Dog sledding, snow shoe hiking and skiing, Northern Light Safari, Snowmobile tours, Meet the reindeer and experience storytelling and Sami culture.

Product description:

Granö Beckasin Lodge is situated on a peninsula on the Umeriver amidst the Swedish Lapland's, just hour from Umeå.
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Winter time: Dog sledding, snow shoe hiking and skiing, Northern Light Safari, Snowmobile tours, Meet the reindeer and experience storytelling and Sami culture.

Gripsholms Värdshus

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gripsholms-vardshus.se/

Participant A
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Participant B
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Company description

Brief company profile:

GRIPSHOLMS VÄRDSHUS IN SÖRMLAND
Gripsholm Värdshus is located in the beautiful county of Södermanland, Sweden. The inn is the oldest and rests on the foundation of a Carthusian monastery. Here we now offer beautiful hotel rooms, all decorated in an individual style. You will find everything from luxury suites with Jacuzzi and fireplace in the bathroom to small cozy romantic rooms. Here we treat all our guests like royalty!

Here, at Sweden's oldest inns, our guest have the opportunity to choose from three different restaurants; The dining room, Skänken Restaurant and our outside terrace. This means that you are able to try on classic Swedish fare, exclusive fine dining or English pub food. At Gripsholm Värdshus we serve food with locally sourced ingredients. To make this possible, we adapt our menu after the season.

Product description:

At Gripsholms Värdshus you can enjoy a peaceful stay at the charming inn, relax in the spa area and taste the good food. Mariefred is a cozy destination where you meet a wonderful atmosphere. Take a stroll around the city's neighborhood or look at Gripsholm Castle.

Göteborg & Co AB

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Participant A
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Company description

Brief company profile:

Göteborg & Co is the official destination management organisation of the City of Gothenburg and the metropolitan area. We act as a non-commercial and neutral party in the development of Gothenburg in tourism, events and meetings.

The mission of Göteborg & Co is to get more people to discover and choose Gothenburg. We do this through wide-reaching collaboration, by leading and promoting the development of Gothenburg as a sustainable destination, so that everyone who lives and works here benefits from a growing hospitality industry.

Product description:

Gothenburg - cool place, warm people!

A friendly city on the west coast of Sweden, home to a vibrant cultural scene, world-class restaurants, sustainable living, amazing secondhand and vintage shops and picturesque archipelago islands.

Gothenburg, Sweden's second largest city, has much of what you would expect from a big city – while still retaining the charm of a small town. Much of the sights, restaurants and hotels are within walking distance, which makes it a perfect destination to explore even in a short period of time.

Haman Travel AS

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Participant B
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Sales & Operation Consultant – FIT Department

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Company description

Brief company profile:
We have over 60 years of experience as an incoming tour operator in the Nordics, specialising in creating pre-packaged tours and tailor-made itineraries for clients all over the world.

Product description:
We create tours for travel agencies, groups and independent travellers, travelling to the Nordics and Europe. From personalised itineraries and specially curated tours to guaranteed departures, we have over 50 years of experience in creating unforgettable trips to Scandinavia and Europe.

Heart of Lapland

Tornedalsvägen 12 D
98431 Pajala

heartoflapland.com

Participant A
Linnea Bentzer-Waara
Market- and Product Developer

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Company description

Brief company profile:

Far north, in the heart of Arctic Europe, you'll find the local DMO Heart of Lapland. The destination is filled with river valleys and rolling hills in the eastern part of Swedish Lapland. A fusion of rich cultures where you can taste the forest and drink the sea. Experience the authentic Arctic lifestyle at local family-owned businesses – surrounded by woodlands, lakes, rivers, and Europe's northernmost archipelago. Perfect for smaller groups and FIT looking for both classic Arctic adventures and beyond the obvious activities.

Product description:

Heart of Lapland is the local DMO for the eastern part of Swedish Lapland. The organisation recently turned 30 years and all who works at Heart of Lapland have lots of knowledge, experience and are passionate about our Arctic region. We aim to create meaningful, long-standing relationships with travel agents and tour operators.

We can help you with:
- Product development
- Awareness workshops
- Training sessions
- Sales arguments and USP
- Local knowledge and networks
- Creating partnerships

We also arrange FAM trips and press trips tailored to your need and market.

Hermes Group AB

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hermesgroup.se

Participant A
Vianei Hermes
Event Manager / Sustainability Event Expert

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+46 735108500



Company description

Brief company profile:

Hermes Group is an experienced event company & DMC dedicated to serve worldwide customers delivering unique events in the Nordic countries. We are ready to support you in any type of event in any Nordic countries.

We create extraordinary corporate events, incentives, and group travel with sustainability at the core. Whether in the breathtaking landscapes of Nordics or at the world's most eco-conscious destinations, we design experiences that inspire, connect, and leave a lasting impact.

Product description:

Experts in Sustainable Luxury – We redefine luxury by merging unforgettable experiences with planet-conscious solutions.

Destination Specialists – Whether in Scandinavia or beyond, we craft events in breathtaking locations engaging the right partners. We have the expertise and the experience necessary to create something unique.

Creativity & Precision – From grand corporate celebrations to intimate retreats, we design events that surprise, engage, and inspire.

Hotell Bruksvallsliden AB

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84697 Bruksvallarna

bruksvallsliden.se

Participant A
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Reservations and sale

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Company description

Brief company profile:

Welcome to Hotel Bruksvallsliden – a true classic in the heart of Bruksvallarna, surrounded by stunning mountain scenery in beautiful Härjedalen. We offer comfortable hotel accommodation and dining in a genuine and relaxing alpine setting. Nearby, you'll also find a sports shop, grocery store, additional restaurants, and a home décor boutique.

Enjoy world-class cross-country skiing with 110 km of groomed trails starting right outside our door – and access to a total of 300 km of tracks throughout Funäsfjällen. In summer, the mountains invite you to hike, bike, or explore our summer arena with swimming, fishing, and fun-filled outdoor activities.

Bruksvallsliden is where comfort meets adventure – all year round.

Product description:

Welcome to Hotel Bruksvallsliden – your year-round mountain getaway in the heart of Bruksvallarna, surrounded by breathtaking alpine scenery in beautiful Härjedalen.

We offer cozy and comfortable hotel accommodation, homemade food in our on-site restaurant, and direct access to unforgettable mountain experiences. Whether you're here to relax or explore, Bruksvallsliden is your perfect base.

In winter, we offer world-class cross-country skiing with 110 km of freshly groomed trails starting right outside the hotel, and access to over 300 km of tracks across Funäsfjällen.

During summer, we invite you to discover hiking and biking trails for all levels, or enjoy our on-site summer arena featuring swimming, fishing and more.

Our location also gives you walking-distance access to a well-equipped sports shop (during winter time), a grocery store, additional dining options, and a charming interior design boutique.

At Bruksvallsliden, we don't just offer a place to stay – we sell unforgettable mountain experiences, all year round.

Huuva Hideaway

Liehittäjä 28
95796 Övertorneå

huuvahideaway.com

Participant A
Pia Huuva
Founder and CEO

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+46 70 6711105



Company description

Brief company profile:

Huuva Hideaway offer connection - to the land & the Sámi culture. A micro-destination, near the Arctic Circle, Swedish Lapland. Hands-on Sámi food, craft, and storytelling experiences.
Join us year-round for: "Make, Bake & Taste" "Taste & Tales of Sápmi & Nature"
Seasonal highlights: meeting the Sápmi Santa (Dec–Mar) or celebrating Midsummer and Crayfish parties (Jun & Aug).

Also cozy lodging with modern comfort in a traditional red log house from 1750.

Offer Local Guide services

Product description:

Huuva Hideaway offers personal, slow, and deeply local Sámi experiences in Liehittäjä, 30 km south of the Arctic Circle. Stay in our cozy red log house from 1750 and explore Sámi culture through food, stories, nature, and crafts.
Our main products include:
- Make, Bake & Sámi Taste Experience (Summer & Winter)
- Taste & Tales of Sápmi (Summer & Winter)
- Meet the Sápmi Santa (Winter)
- Swedish Midsummer Celebration (June)
- Crayfish Feast (August)

Huuva Hideaway is conveniently located between iconic destinations like Rovaniemi (FI), Arctic Bath, Treehotel and Icehotel (SE) – perfect for tailored Arctic itineraries.

Höga Kusten /The High Coast of Sweden

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Participant B
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DMC

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Company description

Brief company profile:

The High Coast in brief:

In just a short time our destination has become one of Sweden's fastest growing tourist destinations. It feels great! Our hearts beat a little faster here in the High Coast and our aim is for our visitors to also feel what we who live here feel: genuineness, thoughtfulness, pride and friendliness.

Thousands of years of land uplift have led to a dramatic landscape that gives endless opportunities for activities and outings. Expe-riencing the High Coast on foot is fantastic! We have a wide range of hiking trails and viewpoints with panoramas that you will never forget. Few places in Sweden have such varied terrain as the High Coast, and this makes for a great outdoor life. Great fishing can be had in our large number of lakes, streams and rivers and along our coastline. But the High Coast is just as good for those who want to take it easy and just "be".

Product description:

Thousands of years of land uplift have led to a dramatic landscape here in northern Sweden that gives endless opportunities for activities and outings. Experiencing the High Coast on foot is fantastic! We have a wide range of hiking trails and viewpoints with panoramas that you will never forget. Few places in Sweden have such varied terrain as the High Coast, and this makes for a great outdoor life. Great fishing can be had in our large number of lakes, streams and rivers and along our coastline. But the High Coast is just as good for those who want to take it easy and just "be". We are a tourism board that will give you all the keys and contacts you need for a visit in The High Coast Of Sweden.

Jula Hotell AB

Vilangatan 4
532 37 Skara

julahotell.se/en

Participant A
Jenny Moore
Head of Sales

jenny.moore@julahotell.se
0706404262



Company description

Brief company profile:

In 2019, Jula Hotell AB was established and we have welcomed four hotels – Skara Konsthotell with Skara Stadscamping, Skara Stadshotell, Gyllene Uttern and Gysinge Herrgård. All our hotels offer 4-star facilitie. Experience fantastic art by, among others, Anders Zorn at Skara Art Hotel or enjoy a magical view of Lake Vättern and Visingsö at Golden Uttern. Stay in the middle of Skara at the historic Stadshotellet, at the cozy Gysinge Herrgård, adjacant to magical Dalaälven.

Product description:

In 2019, Jula Hotell AB was established and we have welcomed four hotels – Skara Konsthotell with Skara Stadscamping, Skara Stadshotell, Gyllene Uttern and Gysinge Herrgård. With us, there is something for everyone, whether you want to experience fantastic art or enjoy closeness to nature. Here you can have weddings, arrange parties, have a conference with work or just eat and relax.
All our hotels offer 4-star facilities, good food and good service. Experience fantastic art by, among others, Anders Zorn at Skara Art Hotel or enjoy a magical view of Lake Vättern and Visingsö on the Golden Uttern. Stay in the middle of Skara at the historic Stadshotellet, at the cozy Gysinge Herrgård, adjacent to magical Dalaälven and in the heart of Färnebofjärden Nationalpark.

Jämtland Härjedalen Turism

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adventuresweden.com

Participant A
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Senior Tourism Developer of Jämtland Härjedale
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Participant B
Pauline Pedersen Lundh
Tourism Developer of Jämtland Härjedalen Touri
Sweden)
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Company description

Brief company profile:

Jämtland Härjedalen Tourism A beautiful region in the Swedish mountains around the fifth largest lake of Sweden, lake Storsjön. Five hours by train (Östersund Central Station) from Stockholm or 45 minutes by air (from Stockholm Arlanda to Åre Östersund Airport) and about 6,5 hours by car. The region is the size of the Netherlands but holds only 132 000 inhabitants. The core industries are tourism, service and agriculture. Jämtland Härjedalen Tourism economic association (JHT) was formed in 1995. It is a platform for developing the tourism industry of the region. JHT represents the tourism industry in national and international contexts and cooperates with the 14 destinations, 8 municipalities and the regional administration of Jämtland Härjedalen, Sweden. • ÖSTERSUND - CITY WITH MOUNTAINVIEW (City break or Active family vacation) The one city of the region is Östersund, a cosy city center with pedestrian areas with lots of restaurants, pubs, cafés and shops. Östersund is a UNESCO Creative City of Gastronomy since 2010. There are plenty of outdoorsy activities just minutes from the city center: skiing, hiking, canoeing, biking and swimming. The provincial museum Jamtli is house of the viking age tapestry Överhogdalsbonaden (1000 yrs old!) and the surrounding park features actors around the historical buildings in the open-air museum all summer.
• MOUNTAIN RESORTS FOR THE ACTIVE FAMILY (Active family vacation in one of the resorts or Roundtrip of your choice of resorts) Jämtland Härjedalen proudly comprises most of the major ski resorts in Sweden. The best-known ski resorts are: Åre (largest ski resort of Scandinavia), Vemdalen, Funäsfjällen, Lofsdalen, Storlien and Bydalsfjällen. These resorts offer everything from quiet family slopes to fresh powder as well as a wide range of activities besides skiing: XC skiing, Nordic skiing, snowshoeing, snowmobile safari, dog sledding, horse riding, skating and ice fishing. Most of our guests stay in apartments or cottages, but there are also hotels and B&B: s. Restaurants of the region take pride in serving high quality locally produced foods. Not far from the major ski resorts you can find some of the smaller gems with a quieter pace, like Storlien and Bydalsfjällen. •THE WILDERNESS ROUTE (Train/Fly & drive) The scenic Wilderness Road (Vildmarksvägen) in northern Jämtland leads along the waters of Ströms Vattudal, through a part of Saepmie to Gäddede by the Norwegian border, past Stora Blåsjön lake surrounded by high peaks and the mighty mountain plateau of Stekenjokk 876 m a s l, further into Southern Lapland to the community Vilhelmina. A distance of more than 500 kilometres around. We promise great views for this "mountain hike on wheels" and if you take the time there are plenty of hiking opportunities, waterfalls, caves, wildlife and flora to be discovered as well as guided caving in Sweden´s longest cave. Stay in hotels and B&B: s along the road or rent a mobile home and go camping. •NATIONAL GEO PARK INDALSÄLVEN (Train/Fly & drive) Ever wondered what a "dead waterfall" looks like? Or how long ago the ice of the Ice age melted? Around the river Indalsälven there are several marked hotspots to learn more about geology and in the center of it all there is the Dead fall (Döda fallet). The fall was emptied by mistake in 1796 by a man trying to make timber floating

easier. Today the empty fall is perfect for studying the power of water and furthermore our own place in Universe. Fall is best seen via the wooden walkways with signposts or together with a certified guide.
•GETTING AROUND IN JÄMTLAND HÄRJEDALEN Most convenient by car. The region has the most electric car chargers per inhabitant compared to other regions in Sweden. There are regional buses and trains that serve some of the destinations.

Product description:

Jämtland Härjedalen in the Swedish Mountains offer opportunities for the active traveller seeking nature based activities, both in summer and winter. Accommodations range from hotels to simple tipis, with excellent communications with the rest of Sweden and the world as well as locally produced food when hunger sets in.

City break in the Mountains! Östersund is a real activity city with mountain views.
Active family vacation in one of our many mountain resorts, or a roundtrip to the resorts of your choice.
Drive the Wilderness Road - A mountain hike on wheels.
Discover the past through the National Geo Park Indalsälven.

Jämtland Härjedalen (Adventure Sweden) can easily be combined with Røros and or Trondheim in Norway, with the High Coast of Sweden and or Dalarna of Sweden.

Jämtland Härjedalen - MidScandinavia Tours

Ängegatan 16,
831 37 Östersund

midscandinaviatours.com

Participant A
Jennifer Kristensson
CEO Mid Scandinavia Tours - DMC and Guide for t
Jämtland Härjedalen (Adventure Sweden)
jennifer@midscandinaviatours.com
+46 70-149 24 08



Company description

Brief company profile:
DMC & Guided Tours in Jämtland Härjedalen

Product description:
Mid Scandinavia Tours is a small DMC company located in the heart of Scandinavia, focusing on tourists from outside Scandinavia. We do coach tours, self guided tours and Tailor Made Concepts of high quality that take people off the beaten tourist track to hidden and unique places in mid Scandinavia.
From the moment you book a tour with us, we take care of everything from accommodation, transport, local meals, activities to providing a Scandinavian guide.

Mid Scandinavia Tours is a small company founded by Jennifer Kristensson, who often both drives the bus and guides the tourists around to the places she holds close to heart, offering a authentic experience.

Explore more about Mid Scandinavia Tours and connect with us on our platforms:
- Website: https://midscandinaviatours.com/
- Instagram: https://www.instagram.com/midscandinaviatours/
- Facebook: https://www.facebook.com/profile.php?id=61555125081383
- LinkedIn: http://www.linkedin.com/in/jennifer-kristensson-5b20111b4
- WhatsApp: https://wa.me/46701492408

Jämtland Härjedalen-Explore Åre

Brattland 191
837 96 Undersåker

exploreare.se

Participant A
Rickard Fredriksson
Head of Sales, Activities & Adventures in Åre (Åre Adventures & Explore Åre)
rickard@exploreare.se
+46705088529



Company description

Brief company profile:
Activities & Guided Tours in Jämtland Härjedalen

Product description:
Adventures and Activities in and around Åre, all year around.
- Tailor made activities.
- Standard activities to book online.
- Packages with different themes.

Jämtland Härjedalen-Fjällnäs Est. 1882

Malmagen
840 98 Tänndalen

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Participant A
Felix Hedberg
Head of Sales - Fjällnäs Est. 1882

felix.hedberg@fjallnas.se
0762529810



Participant B
Louise Montgomery
Head of Marketing & Communication at Fjällnäs Eight Seasons Resort
louise@fjallnas.se
+46707230044



Company description

Brief company profile:
Exclusive Mountain Resort Hotel in Jämtland Härjedalen

Product description:
Fjällnäs, located at 820 meters above sea level, is Sweden's first mountain hotel, set in the heart of the Scandinavian highlands. Surrounded by magnificens nature and the rhythm of eight seasons inspired by Sami culture, we offer an unforgettable blend of nature and luxury. With 41 thoughtfully designed rooms, a renowned restaurant, award-winning wine list, a unique spa, and our own activity concept with expert guides for outdoor activities all year round, Fjällnäs is perfect for both private guests and groups. Whether you're here for a peaceful getaway, a wedding, or a corporate retreat, Fjällnäs offers a personal and memorable experience.

We offer a transfer service from Trondheim airport, our nearest airport, in our electrical Mercedes minivan, which accommodates up to 6 people. The drive takes about two hours through stunning scenery.

Fjällnäs is not just a place you visit – it's a place you remember.

https://www.fjallnas.se/en/

Jämtland Härjedalen-Lofsdalen Mountain Resort

Högbäcksvägen 3
842 96 Lofsdalen

swedishmountains.com

Participant A
Rutger van Dillen
Destination Consultant & DMC for Lofsdalen Mou

partners@swedishmountains.com
+46 076 8295522



Company description

Brief company profile:

Discover the charm of Lofsdalen, an idyllic mountain destination in the mountains of central Sweden. We work closely with a wide range of local partners to ensure that your visit is as unique as possible.

Product description:

Discover Lofsdalen, a small mountain village nestled in central Sweden in serene wilderness. Famous for skiing, snowmobiling, and unique winter adventures like snow cat rides and cold creek baths. Summer offers hiking, top class mountain biking, rich wildlife and closeness to national parks. We connect you with accommodations and have winter and summer programs ready for booking. Ideal for agents, tour organizers, and influencers seeking memorable experiences for their audience.

https://www.swedishmountains.com

Kalmar Castle

Kungsgatan 1
392 33 Kalmar

kalmarslott.se

Participant A
Fredrik Nakidis
Tour manager

fredrik.nakidis@kalmar.com
+46 10-357 05 41



Participant B
Anne Haugaard
Tour manager

anne.haugaard@kalmar.com
+4610-357 05 42



Company description

Brief company profile:

In the southeast of Sweden, in one of the country's oldest cities, you'll find Kalmar Castle . It's history contains politics, intrigues, fiery sieges and courtly life. For some it has been a palace, for others a prison. What's certain is it's position as one of the most important strongholds in Swedish history. Today, it is considered the best preserved renaissance castle in the Nordic countries, welcoming guests from near and far.

The castle is available for tour bookings all year-round.

Product description:

Take part of the castle's history - stretching over 800 years! From the first stones via the Kalmar Union to the golden age of the Vasa dynasty, our tours take you through the royal apartments where kings and queens have resided. During the tour, some of the most exquisite renaissance interiors in Northern Europe are shown. Your guests will experience grand halls with gold leaf ceilings to dark dungeons. Let our tour guides, dressed in 1560's attire, take you on a journey through time.

The tour gives a general overview of the castle's history, with a focus on the 1500's.

Kronlund Kursgård

Bergnäs 105
92291 Vindeln

kronlundkursgard.se

Participant A
Nick Kleinherenbrink
CEO

nick@kronlundkursgard.se
0704578479



Company description

Brief company profile:

Discover Kronlund, a historic gem along the UNESCO-protected Vindelälven and Isälvsleden. Since 2022, our stunning location has welcomed travelers seeking authentic Nordic experiences. We offer comfortable stays with meals in our onsite restaurant, plus tailor-made activities for groups, couples, and families. Whether it's dog sledding in winter or rafting in summer, we create unforgettable adventures. With an 4,5 star rating on Trustindex we strive to deliver excellence for our guests. We welcome you all to our Nature Lodge & Nordic Getaway

Product description:

Kronlund Kursgård is a nature lodge and Nordic getaway located along the Vindelälven river in the heart of Västerbotten, just over an hour from Umeå.

Our property features five unique buildings: a charming B&B, one private apartment, a former student home housing up to 40 guests, a modern conference hall, and a fully licensed restaurant with an industrial kitchen. Whether you're planning a retreat, business event, or peaceful escape, we offer a warm, personal atmosphere surrounded by nature.

We tailor experiences for small groups, companies, and travelers seeking comfort and authenticity.

Activities include:
Summer: Nature walks, wild swimming, fishing, and relaxed outdoor dining.
Winter: Fireside retreats, snowshoe hikes, Northern Light spotting, ski touring, and nearby dog sledding or snowmobile safaris.

Let us help you create a memorable Nordic experience—rooted in nature, hospitality, and calm.

Kukkolaforsen Turist & Konferens AB

Kukkolaforsen 184
95391 Haparanda

kukkolaforsen.se/en/

Participant A
Jenni Rissanen
Sales Manager

jenni@kukkolaforsen.se
+46702720673



Company description

Brief company profile:

Kukkolaforsen is located in Lapland, on the border between Sweden and Finland. This family-run site thrives on sauna and food traditions. Enjoy stunning views of the Tornio River's largest rapids, historic fishing village and cross-border activities.

Product description:

Kukkolaforsen is a family business that has been in the area for five generations. It is run by the Spolander family.
Traditional fishing in Torne River has been recognized as a significant cultural heritage. Finland and Sweden are applying for Torne River Dipnet fishing to be included in the UNESCO list. Guests can try Dip net fishing during the fishing season and learn about the culture in the Culture Village all year round.

Arctic Sauna Experience
Kukkolaforsen has a total of 15 saunas in the area and it is the home base for the Swedish Sauna Academy. We have newly opened RÖK - the largest smoke sauna in Sweden that can fit 60 persons.

We have also river view restaurant and accommodation by the river in hotel and bungalows.

Kusthotellet Styrsö AB

Skäretvägen 53
42676 Styrsö

kusthotelletstyrso.se

Participant A
Malin Lilton
Manager

malin.lilton@kusthotelletstyrso.se
+46 730588808



Company description

Brief company profile:

The coastal hotel Styrsö is beautifully situated by the sea on Styrsö in the Gothenburg archipelago, just a short ferry ride from Gothenburg. The hotel offers 40 elegant and tastefully decorated rooms and 10 suites in a relaxing atmosphere with fantastic views of the sea and surrounding nature. The restaurant offers over 100 seats in an inviting environment for breakfast, lunch and dinner, perfect for celebrations and parties. We have two modern conference rooms for workshops and corporate events, as well as a collaboration with Donsö Conference for up to 86 people. For smaller meetings, there is a charming chambre séparée for up to 12 participants, perfect for board meetings and wine tastings. In addition, we offer 10 suites for those who want to combine work with relaxation through Workation. The wellness department offers a unique experience for body and soul. The Salt Spring has a harmonious atmosphere with resting beds and a calming view, perfect for relaxation and socializing, including foot baths and scrubs. The hot spring offers a steam and dry sauna, followed by a refreshing cold bath to restore your energy. Enjoy the hotel's year-round heated outdoor pool where you can swim or just relax, no matter the season

Product description:

The coastal hotel Styrsö is beautifully situated by the sea on Styrsö in the Gothenburg archipelago, just a short ferry ride from Gothenburg. The hotel offers 40 elegant and tastefully decorated rooms and 10 suites in a relaxing atmosphere with fantastic views of the sea and surrounding nature. The restaurant offers over 100 seats in an inviting environment for breakfast, lunch and dinner, perfect for celebrations and parties. For an extra memorable experience - make a TakeOver and rent the entire hotel. Conferences at the coastal hotel Styrsö offer a unique environment for business and relaxation. We have two modern conference rooms for workshops and corporate events, as well as a collaboration with Donsö Conference for up to 86 people. For smaller meetings, there is a charming chambre séparée for up to 12 participants, perfect for board meetings and wine tastings. In addition, we offer 10 suites for those who want to combine work with relaxation through Workation. The wellness department offers a unique experience for body and soul. Here you can enjoy the tranquility and nature while pampering yourself with relaxing treatments in one of our two treatment rooms. The Salt Spring has a harmonious atmosphere with resting beds and a calming view, perfect for relaxation and socializing, including foot baths and scrubs. The hot spring offers a steam and dry sauna, followed by a refreshing cold bath to restore your energy. Enjoy the hotel's year-round heated outdoor pool where you can swim or just relax, no matter the season

Lappuddens Friluftscenter

Lappudden 111
873 98 Nordingrå

lappudden.se

Participant A
Maria Blomster
Owner

maria@lappudden.se
+46702864305

Company description

Brief company profile:

Lappudden Friluftscenter is located in the heart of the world heritage of the High Coast, northeastern Sweden. The site has a stunning view, located by a lake an right by the High Coast trail.

The base is the accomodation in cabins while exploring the surrounding beautiful nature, mostly by trekking.

We offer a well designed combination of accomodation, meals and activities in all-inclusive packages for privates and groups, with focus on the local culinary as well as on the nature experience.

Product description:

1. USP: The combination of a genuine and beautifully situated accomodation, great nature experiences, personal hosting and home cooked meals which are served on place in Lappuddens dining hall with a stunning view.

2. All-inclusive trekking packages (2, 3, 4 or 5 days), including accomodation in a cabin at Lappudden outdoor center (youth hostel standard), breakfast buffé, lunch-package and 2 course dinner, bed linen, towels and cleaning when leaving, transports to and from trekkings every day during the stay, wooden heated sauna, maps and information.

Liberty Nordic DMC

Rådmansgatan 37
11358 Stockholm

liberty-int.com/our-destinations/Sweden

Participant A
Gerald Amoudruz
CEO

gerald.amoudruz@liberty-int.com
+46708982274



Company description

Brief company profile:

Liberty Nordic DMC is your reliable partner for group travel and events across the Nordic countries. With offices in Stockholm and Malmö, we offer tailor-made services for leisure and MICE, including accommodation, activities, transport, and event planning. As part of Liberty International Tourism Group, we combine global reach with local expertise to deliver high-quality, memorable experiences for companies, agencies, and organizations worldwide.

Product description:

Liberty Nordic DMC offers tailor-made group travel and event solutions across Sweden and the Nordic region. With offices in Stockholm and Malmö, we specialize in MICE and leisure services including hotels, activities, dining, transport, and full event coordination. Our unique selling point is our combination of local expertise and the global reach of Liberty International Tourism Group. We deliver fast, reliable, and creative solutions that help our clients succeed—every time, on time.

Ligula Hospitality Group

Södra Vägen 12
412 54 Göteborg

ligula.se

Participant A
Elisabet Brauste
Key Account Manager - Contracted Leisure

elisabet.brauste@ligula.se
0840881906



Company description

Brief company profile:

Ligula Hospitality Group is a Swedish hotel company with 47 hotels in Sweden, Denmark, and Germany. We operate brands like ProfilHotels, Collection By Ligula, Motel L, Good Morning Hotels, and Apartments By Ligula, plus five Best Western hotels. Restaurants include Pipes of Scotland, La Gare, and Angelini.

Ligula Foundation, established in 2017, is part of our CSR strategy and is funded by our owner. Ligula Foundation supports social, cultural, and community-focused initiatives.

Product description:

Ligula Hospitality Group is a leading Swedish hotel company offering a diverse range of accommodations across Sweden, Denmark, and Germany. With 47 hotels under brands like ProfilHotels, Motel L, and Good Morning Hotels, we cater to both leisure and group travelers. Our unique selling point is flexibility, with tailored solutions for group bookings, competitive pricing, and a strong commitment to customer service. Additionally, we offer restaurant experiences under brands like Pipes of Scotland Angelini and La Gare

Limited Of Sweden

Stora Åvägen 21
436 74 Askim

limitedofsweden.se/en/

Participant A
Yalda Nasri
Project Assistant

yalda@limitedofsweden.se
+46 706 3388 847



Company description

Brief company profile:

Limited of Sweden is a Swedish based DMC and Event Agency made for you!
We are experts in creating tailored trips around Sweden and our Nordic neighbours. From guided city tours, to hiking in the beautiful nature and fun leisure trips! We strive to be the best partner for memorable travels!

Let us make your experience in Sweden the very best and tailored after your needs!

Product description:

 Limited of Sweden is a Gothenburg-based DMC specializing in tailored corporate and public events. We transform gatherings into strategic opportunities that enhance brand image and foster business relationships. Our unique selling point lies in our deep local expertise, extensive network of venues and suppliers, and a strong commitment to sustainability. We offer a comprehensive range of services, from conferences and product launches to public festivals and incentive trips, ensuring each event is meticulously planned and executed to exceed expectations.

Liseberg AB

Örgrytevägen 5-7
41251 Göteborg

Liseberg.se

Participant A
Susanne Bergvall
CORPORATE SALES EXECUTIVE

susanne.bergvall@liseberg.se
+46707921319



Company description

Brief company profile:

Liseberg AB operates one of Scandinavia's largest amusement parks, located in Gothenburg, Sweden. Since its opening in 1923, Liseberg has been a popular destination for fun and entertainment, offering a variety of attractions, concerts, games, food, and beautiful gardens. The park is open during three seasons: summer, Halloween, and Christmas, catering to all ages. Liseberg also manages accommodations like the Liseberg Grand Curiosa Hotel and Lisebergsbyn camping, which provides year-round facilities for caravans, motorhomes, and tents12.

Product description:

Liseberg offers a variety of packages and services tailored for groups and tour operators. These include discounted group admission rates, guided tours, and exclusive access to attractions. Groups can enjoy customized dining experiences at various restaurants within the park, ranging from casual eateries to fine dining options. Liseberg also provides special event packages for corporate events, school trips, and celebrations, ensuring a memorable experience for all participants. Accommodations are available at the Liseberg Grand Curiosa Hotel and Lisebergsbyn camping, offering convenient and comfortable stays. Additionally, Liseberg's team assists with planning and organizing visits, making it easy for tour operators to create seamless and enjoyable itineraries.

Malmö Arena Hotel

Hyllieboulevard 12
215 32 MALMÖ

malmoarenahotel.com

Participant A
Ingrid Olsson
Account Manager

ingrid.olsson@malmoarenahotel.com
+46 765 420425



Company description

Brief company profile:

Malmö Arena Hotel is a family-owned and colourful hotel. A perfect base for your holiday and also offering facilities for events and business meetings with a prime location in Malmö Hyllie, only 12 minutes from Copenhagen Airport and 3 minutes byt train from Malmö Center. With 395 rooms, we are Malmö's second largest hotel. Here you can enjoy a great night's sleep, artisan food crafted in our own kitchens, amazing views from our Skybar and our unique service.

We are the perfect place for groups, buses and FIT that need an comfortable stay and nice food.

Product description:

We are located in the expanding area Hyllie. Only 12 minutes by train from Copenhagen airport. 3 minutes by train to Malmö City.
With our 395 rooms we have a large capacity and possibilties for many groups. We have a nice Skybar and our breakfast is served with a nice view over the Arena

Millesgården Museum

Herserudsvägen 32
18150 Lidingö

millesgarden.se

Participant A
Thomas Hägg
PR & Communications Manager

thomas.hagg@millesgarden.se
+46 708 723806



Company description

Brief company profile:

Millesgården is a cultural oasis on Lidingö, just outside central Stockholm. Founded by world-renowned sculptor Carl Milles and his wife Olga, it features flower-adorned terraces, a vast park with sculptures and fountains, the artist's home, and an art gallery with temporary exhibitions. Enjoy art, nature, and history, visit our museum shop, and relax at the café and restaurant. Open year-round – a perfect destination for a cultural day out!

Product description:

Discover Millesgården – a unique cultural destination on Lidingö, just outside Stockholm. Founded in the early 1900s by world-renowned sculptor Carl Milles and his wife, artist Olga Milles, this magical oasis features a stunning sculpture park with fountains and flower-adorned terraces, the artist's home, Anne's House – decorated by Estrid Ericson and Josef Frank from Svenskt Tenn – and an art gallery with temporary exhibitions. Visit the museum shop for unique gifts and enjoy a meal or coffee in the charming café and restaurant. Open year-round – art, nature, and history await!

Mundekulla Kurs Retreat Konferens AB

Mundekulla 101
36195 Långasjö

mundekulla.se

Participant A
Carl-Johan Lindblom
General Manager

carl-johan@mundekulla.se
0709170026



Company description

Brief company profile:

Mundekulla Ecolodge is a sustainable retreat in southern Sweden, surrounded by forests, meadows, and lakes. Located in the Kingdom of Crystal, just one hour from Kalmar, Växjö, and Karlskrona, we offer unique accommodations, from hotel rooms to treetop towers. Guests enjoy hiking trails, a wood-fired sauna, organic gardens, and vegetarian food. Ideal for nature lovers, groups, and wellness travellers seeking an authentic Nordic experience.

Product description:

Mundekulla Ecolodge offers a one-of-a-kind experience in the Kingdom of Crystal, surrounded by nature on 70 hectares of forest, lakes, and gardens. Accommodations range from the EcoTower high above the forest to rustic Viking cottages. Our restaurant serves fresh, vegetarian meals made from produce grown in our own poison-free garden. Guests can enjoy guided garden tours, workshops on composting, sustainable cooking classes, picnic baskets, and a rustic day spa. Mundekulla is the perfect place for relaxation, learning, and connecting with nature.

National Historical Museums

Box 5428
11484 Stockholm

shm.se/en

Participant A
Ebba Jacobson Steiner
Museum host with a focus on Tourism

Ebba.Jacobson.Steiner@shm.se
+46732416620



Company description

Brief company profile:

Located in Stockholm, National Historical Museums offer visitors unforgettable journeys through Sweden's history. The Swedish History Museum features one of the largest Viking exhibitions and 10 000 years of history. The Royal Armoury in the Royal Palace showcases royal heritage with splendid costumes and armourys. The Hallwyl Museum transports visitors to the luxurious past of one of Sweden's wealthiest families. Just an hour from Stockholm, Skokloster Castle offers a unique baroque experience.

Product description:

Experience Sweden's rich heritage through immersive museums, perfect for all ages. Enjoy hands-on activities, fascinating stories, and stunning historical settings.

The Swedish History Museum: Explore one of the world's largest Viking exhibitions in the world with interactive experiences. Join us on a journey through 10,000 years, encountering the unexpected and delightful—sparking reflection and thought.
Royal Armoury: Discover Sweden's royal past through majestic costumes, armory, and captivating tales.
Hallwyl Museum: Step into the lavish home of a wealthy Swedish family from over 100 years ago.
Skokloster Castle: Visit one of the world's best-preserved baroque castles, a true architectural gem.
Book your clients today for an unforgettable journey through Sweden's history, where past meets present!

National Historical Museums-Skokloster Castle

Skoklostervägen 100
746 96 Skokloster

skoklostersslott.se/en

Participant A
Petter Inedahl
Booking Skokloster Castle

Petter.Inedahl@shm.se
+46 084023068



Company description

Brief company profile:

A Time Machine to the 17th Century

Product description:

Skokloster castle was once the home of renowned field marshal Carl Gustav Wrangel of the 30-years war fame. It is one of the world's best preserved baroque palaces, with intact interiors from three centuries and vast collections of weapons, art and more. Its most sought-after possession is the painting Vertumnus by the 16th century Italian artist Giuseppe Arcimboldo.

Skokloster castle also has a well-stocked museum gift shop and a popular café. In the immediate surroundings are the medieval abbey church and the beautiful castle park and grounds overlooking the lake Mälaren.

National Historical Museums-The Hallwyl Museum

Hamngatan 4
111 47 Stockholm

hallwylskamuseet.se/en

Participant A
Anna Åkerlund Johanna Spadaro
Reservation Manager/Museum Educator

bokning@hallwylskamuseet.se
084023099



Company description

Brief company profile:
a private palace from the turn of the century, preserved in all its glory

Product description:
In the center of Stockholm you can step through the gates of The Hallwyl Museum and travel 100 years back in time! Discover the grand home of the von Hallwyl family and one of Sweden's largest cultural and historical collections, with everything from salons and galleries to kitchens and bathrooms preserved. The home, along with all its contents, was donated to the state to be displayed as a museum. Experience parts of the museum on your own or join a guided tour.

National Historical Museums-The Swedish History Museum

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Participant A
Annelie Bengtsson
Manager of Hospitality The Swedish History muse

annelie.bengtsson@shm.se
0851955622



Company description

Brief company profile:

Knowledge of history provides keys to other worlds. At The Swedish History Museum, you will experience dramatic life stories, power struggles, love, celebration and everyday life from the ice age to the present day. We are passionate about the history of Sweden and how history affects society.

Product description:

Discover Sweden's rich past in the heart of Stockholm, just steps from Djurgården. The Swedish History Museum offers one of the world's largest Viking exhibitions, along with gold treasures, medieval stories, and over 10,000 years of captivating history. With more than 10 million artifacts, our collections go far beyond what's on display. Enjoy self-guided tours with multilingual audio guides or book group or private guided visits. In summer, our courtyard comes alive with Viking-themed activities for all ages, while our restaurant The Rosegarden provides a scenic place to relax. A must-visit destination for curious travelers!

Nimbusgården AB

Björnhuvudsvägen 49
47531 Öckerö

nimbusockero.se

Participant A
VIctoria Lehnert
Conference coordinator

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0734248293

Participant B
Frida Sennerstam
Verksamhetschef

frida@nimbusockero.se
0734248296



Company description

Brief company profile:
Nimbusgården is located on the island Öckerö, which is part of 10 beautiful islands in the northern archipelago of Gothenborg.

We offer accomodation right by the ocean with a fantastic view. Our conference venues are highly appreciated. Our restaurant is open during the day, we serve fresh fish, various types of meat and vegetarian food. We also offer a very tasteful sallad buffé. Our shrimp sandwich is a classic dish people enjoy frequently.

During the summer season we are going to offer various types of attractions, such as kayak, minigolf and more. Our sauna is open to the public all year and is located alongside our harbour.

Nimbus is easy to reach by car or public transportation, some even come and visit us by boat.

Product description:
We offer very good food in our restaurant, accomodation for all our guests and many activities during summer and winter like kayak, sauna, mini golf and more.

O.K. Travel AB

Rotsundagårdsvägen 42
19279 Sollentuna

oktravel.one

Participant A
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Company description

Brief company profile:

O.K. Travel AB is a DMC (Destination Management Company) working with incoming travel to Scandinavian countries. Starting from 2006 our company specializes on tailor-made trips for FIT clients and MICE groups.

We offer a full range of services - from city weekends to more advances tours with several destinations included. Our main focus is to create memorable trips for our customers in order to reveal hidden gems of Scandinavian countries. That's why we always include activities, sights and meal experiences specific to the place.

We will be happy to meet you during Swedish Workshop!

Product description:

We offer tailor-made individual tours for FIT and full range of services for MICE groups.

For each of our destinations we offer a full range of services: accommodation at major hotel chains, boutique-hotels, cottages, private mansions and villas. We organize transfers and limousine services, as well as trips by private jets and yachts. We offer unique guided tours and experiences with local unique touch.

For those coming for a business trip to Scandinavia, we assist in organization of business meetings and conferences in safe environments, incentive tours, kick-offs, and unforgettable gala dinners.

During summer months we offer regular tours to Stockholm.

Reliability, consistency, highest level of service and detailed attention to each customer are the main features of our company.

OCCAS

Sjövillan Hus 208
11149 Stockholm

traveloccas.se

Participant A
Daniel Rudberg
Founder

info@oppethav.se
+46707305808



Company description

Brief company profile:

OCCAS and the Stockholm Archipelago are a destination that works with international guests interested in nature experiences in a unique part of the world: the world's largest archipelago with 30,000 islands. We work with our best time of the year in focus: The Magic Season, between summer and fall.

By offering premium packages for tour operators with customers interested in a nature luxury. The destination shares tables with a cluster of companies including nature tourism companies, varied accommodation and transportation.

Together we can offer a cooperation where the relationship between the destination.

What we do?

OCCAS offers carefully packaged experiences in the archipelago. We came about through our love for the archipelago, and are passionate about making it more accessible for more people to experience and love through well-planned, smooth and unforgettable experiences. Whether you are looking for speed and excitement, or tranquility and closeness to nature, we are here for you.

Product description:

We are driven to welcome more people out on new adventures, out on the open sea and experience the true potential of the archipelago. Our goal is to offer well-packaged, unforgettable and sustainable experiences in the archipelago with fast-paced and exciting elements. Enjoy a relaxing kayak trip, experience the sunset with locally prepared delicacies and enjoy the nature around you. We'll guide you through new unforgettable experiences as a lighthouse glows in the dark for safe passage as you venture into new waters.

Pater Noster A Home on the Horizon

57.8895° N, 11.4565° E
57.8895° N, 11. Pater Noster

en.paternoster.se

Participant A
Mirja Lilja Hagsjo
CEO & Founding partner

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Company description

Brief company profile:

Pater Noster – A Home on the Horizon is a multi-award-winning boutique hotel located on a remote lighthouse island off Sweden's west coast, just 1 hour from Gothenburg. With over 150 years of maritime history, we offer exclusive stays, full buyouts, gastronomy, and curated experiences for FITs, events, and small groups. A once-in-a-lifetime destination where the senses awaken and time stands still.

Product description:

This multi-award-winning boutique hotel is located on a remote lighthouse island in a protected marine nature reserve off Sweden's west coast. A national cultural treasure of international significance, the island offers full buyouts, premium FIT stays, gastronomy, curated events, and exclusive small-scale conferences. Just 1 hour from Gothenburg, guests arrive by RIB or helicopter to a place with no light pollution – only sea, sky, and an unbroken horizon. Ideal for discerning travellers, creatives, leaders, and seekers of rare, meaningful experiences. Our DUX outdoor bed invites you to sleep beneath the stars.

Ramsvik Stugby & Camping

Ramsviks camping
45692 Hunnebostrand

ramsvik.nu

Participant A
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Marketing manager

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Company description

Brief company profile:

Ramsvik is a family owned camping with cottages, located in Ramsvikslandet Nature Reserve by the sea in Bohuslän. On the Swedish west coast, 140 kilometers north of Gothenburg.
Ramsvik has 123 cottages, 20 camping plots, and a restaurant. We rent out kayaks, canoes, stand-up paddleboards, and pedal boats. There is also a sauna by the dock.
We offer cottages in a scenic environment and local food in the restaurant. Hiking (there are several easily accessible hiking trails in beautiful nature), paddling and fishing trips with professional fishermen from Smögen.

Product description:

Ramsvik Stugby & Camping is beautifully located in the Ramsvikslandet Nature Reserve by the sea on the Swedish west coast. In 2025, Ramsvik received an award within the camping industry for the "most beautiful location" in Sweden. Ramsvik is a family-friendly facility and a paradise for soft adventure, offering hiking, fishing, and paddling opportunities.

The nature reserve features several easily accessible hiking trails, ranging from 3 to 15 km, through stunning landscapes. One of these trails is part of the Kuststigen, a coastal hiking route. Fishing is free in the waters surrounding Ramsvik, and there are several fish species to catch. We offer fishing tours in collaboration with professional fishermen from Smögen.

Ramsvik is situated in a beautiful archipelago, close to picturesque fishing villages such as Smögen, Grebbestad, and Fjällbacka.

Ramsvik offers accommodation in cabins and a restaurant with a beautiful view and local cuisine.

Resort Hotel Sommarhagen

Malexander Sommarhagen
S-59573 Boxholm

sommarhagen.se/EN

Participant A
Marianne Jordvi
Owner/CEO

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+4614230037



Company description

Brief company profile:

Explore the beautiful wilderness of southern Östergötland !
Only 2,5 h from Stockholm or Gothenburg, but still average pop. of 2 pers/sq km.
Combine Nature and Comfort!

Experience Nature Retreat – we can offer you a unique stay in our Floating cabin with private sauna, Glass houses or Floating hotel room. Have a whole lake on your own with your canoe waiting for you at the lake side. Just listen to the silence and the wind in the trees. Perhaps you will catch a glimpse of a moose?

Or enjoy walking, biking or canoeing through forest, meadows, and past lakes.
We can offer 600 km of marked hiking and biking tours!

Product description:

Situated in only 2,5 h from Stockholm & Gothenburg, yet with an average population of 2 pers/sqr km.
We combine Nature and Comfort with a hotel with 18 double rooms, different and unique Wilderness living and a well known restaurant with local products.
Exclusive Nature Retreat experience in our Floating cabin with private sauna, Glass houses or Floating hotel room at a wilderness lake of your own
Still with 250 km marked hiking trails and 350 km marked biking tours – all starting and ending at Sommarhagen.
Canoe in a lake of your own or relax in our outdoor hot tub.

Whatever activity you choose – you will still have the nature exclusively to yourself!
The Nature Resort houses are all placed by a wilderness lake – each house have a lake of their own.
If you choose one of our hiking trails, you will have the trail all to yourself. Stop by a nice view or a lake as long as you like, listen to the silence and the wind in the trees.

Scandic Hotels

Sveavägen 167
11346 Stockholm

scandichotelsgroup.com

Participant A
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Accounts Director, International Leisure Sales

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Company description

Brief company profile:

Scandic is the largest nordic hotel operator with a network of about 280 hotels in six countries, of which 86 are located throughout Sweden. We offer a wide range of amazing hotels - from city centre hotels right next to the main tourist attractions, to hotels in beautiful nature surroundings. We have a strong focus on sustainability and more than 200 of our hotels are certified by the Nordic Swan Ecolabel.s , All of our valued guests are welcomed by our friendly staff and accommodated in beautiful, modern bedrooms- For A good night's sleep, A great start to the day, For a better tomorrow.

Product description:

Scandic is the largest nordic hotel operator with a network of about 280 hotels in six countries, of which 86 are located throughout Sweden. We offer a wide range of amazing hotels - from city centre hotels right next to the main tourist attractions, to hotels in beautiful nature surroundings. We have a strong focus on sustainability and more than 200 of our hotels are certified by the Nordic Swan Ecolabel.s , All of our valued guests are welcomed by our friendly staff and accommodated in beautiful, modern bedrooms- For A good night's sleep, A great start to the day, For a better tomorrow.

Season Hotel

Ankarslingan 2
178 51 Ekerö

seasonhotel.se/en

Participant A
Marjorie Sundström
Commercial Specialist

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+46 73 514 3411



Company description

Brief company profile:

Season Hotel is a new hotel opening in May, located on the island of Ekerö in the Jungfrusund Marina. The hotel offers 37 individually designed rooms, conference and event spaces, Ekerö Brygghus micro-brewery & taproom, and a serene Kerstin & Florian spa.
Brought to life by Jan Björklund, his daughter, and two local families, the hotel was created as a welcoming gathering place for the community. With its stunning waterfront setting, it's the perfect way to experience the beauty of the unique Swedish seasons year-round.

Product description:

Season Hotel is a newly built boutique hotel in Jungfrusund Marina on Lake Mälaren. Brought to life by Jan Björklund, his daughter, and two local families, the hotel was designed as a welcoming gathering place for the community. With its stunning waterfront setting, it offers the perfect way to experience the beauty of the Swedish seasons year-round.

Here's a sneak peak of what we have to offer...

37 individually designed rooms for single, double & twin occupancy
Conference and event spaces for up to 80 guests
Ekerö Brygghus micro-brewery & taproom
Kerstin & Florian Spa with indoor & outdoor pools, saunas, and steam rooms
Onsite parking and boat mooring available
A wide range of year-round activities, including watersports, mini golf, padel & hiking.
Family friendly & pet friendly.

Swedish Workshop Online 2025

Supplier - Product Manual

Siggesta Gård

Värmdö
13990 Stockholm

siggestagard.se/en

Participant A
Jenny Fjellström
Hotel Manager

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+46708810770



Company description

Brief company profile:

Siggesta Gård is a charming boutique hotel located on Värmdö Island, just a 42-minute drive from central Stockholm. Nestled in the heart of the Stockholm archipelago, it offers a unique blend of rustic luxury, family-friendly activities, and nature experiences.

Accommodation Options
Hotel Rooms: Siggesta Gård features 57 individually styled rooms, including family rooms and connecting rooms for larger groups. The rooms are designed to provide a relaxing atmosphere, with no televisions to encourage quality time together.

Glamping: For a luxurious camping experience, guests can stay in stylish glamping tents equipped with comfortable beds and private patios. Shared facilities, including showers, toilets, and a sauna, are available nearby.

Manor Wings: Ideal for larger families or groups, the manor wings offer spacious accommodations with kitchen facilities and access to a wood-fired hot tub. These historic buildings combine rustic charm with modern comforts.

Activities for Children & Families
Siggesta Gård is a paradise for families, offering a wide range of activities:

Forest Obstacle Course: A thrilling challenge suitable for both the young and the young at heart. The course features various activities with different difficulty levels, including huts and moose to climb on for the little ones.

Adventure Golf: An 18-hole miniature golf course where each hole represents a miniature version of a building or object from Värmdö's rich cultural history.

Soccer Golf: A fun combination of football and golf, where players kick a football into a series of holes with as few kicks as possible.

Alpaca Encounters: Guests can meet and feed friendly alpacas, goats, and chickens roaming the gardens around the farm.

Pony Rides: During holidays and on selected dates, pony rides are offered on well-suited ponies.
siggestagard.se

Fairy Tale Path: A magical trail where children can follow painted fly agarics and discover trolls and various charming animals along the way.

Swimming & Water Activities: A secluded natural beach is just a few kilometers away, perfect for swimming. Guests can also rent stand-up paddleboards (SUP) or canoes for water adventures.

Dining & Refreshments
Restaurant Ladugården: Offers a delightful breakfast buffet each morning. During weekends, guests can enjoy an à la carte menu, while during the Easter holidays, a festive Easter buffet is served.

Orangeriet: A summer-open greenhouse where guests can enjoy everything from sausages to homemade buns near the outdoor seating area and playground.

Delicatessen Shop: Features a selection of homemade products, and there's a candy store selling fun toys for children.

Nature & Outdoor Experiences
Hiking Trails: Siggesta Gård is surrounded by beautiful nature, with two hiking trails (3.5 and 8 kilometers) and two mountain bike trails. Guests can explore the area on foot or by bike, discovering nature at their own pace.

Private Boat Tours: For hotel guests, Siggesta Gård offers private RIB boat tours to hidden gems in the Stockholm archipelago, including visits to Grinda, Ingmarsö, or secluded bathing spots.

Sauna & Wellness: Guests can enjoy a warm and comfortable bath in the shared sauna, providing a relaxing experience after a day of activities.

Seasonal Packages
Siggesta Gård offers various seasonal packages to enhance your stay:

Adventure Weekend with the Family: Includes tickets for the forest obstacle course, hiking trails, breakfast, and check-out before 11:00.

Summertime at Siggesta: Includes a two-course menu, overnight stay in cozy hotel rooms, and buffet breakfast served in the lounge. Available from June 22 to August 10.

Siggesta Gård offers a perfect combination of relaxation, adventure, and nature experiences for the whole family. Whether you're seeking a peaceful retreat or an active holiday, there's something for everyone.

Product description:

Siggesta Gård offers a one-of-a-kind experience that combines rustic charm, sustainability, and family-friendly activities—all within easy reach of Stockholm.

SJ AB

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10550 Stockholm

sj.se/en

Participant A
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Company description

Brief company profile:

SJ is a Swedish railway company that offers sustainable train travel. Our trains serve 160 stations every day, connecting Sweden from north to south. We also serve Copenhagen, Oslo, Narvik, Hamburg and Berlin. We offer high-speed trains, regional trains and night trains with different travel class options.

Every day our passengers and co-workers meet on one of SJ's 1,500 departures from over 400 stations. SJ is part of the solution for meeting Sweden's climate targets. Our trains have been running on electricity for over 100 years, making us a pioneer in sustainable travel. While other forms of transport have only just begun to electrify, it is already part of our history. If more people choose to travel by train in Sweden, the emissions would be greatly reduced.

Product description:

Travel by train in Sweden and you can rest assured that you have not only chosen the most ecologically sound alternative for your journey, you have also chosen the most comfortable and safest means of transport.

If you are a tour operator and interested in working with SJ, we offer you an Incoming Agreement for free that allows you to book package tours including train. You book at sj.se with a unique login. We offer special travel conditions for both groups and individual travellers.

Stena Line travel Group

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nordbeds.com

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Key Account Manager - Nordbeds

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Company description

Brief company profile:

Nordbeds, part of Stena Line Travel & Retail Group, offers the largest accommodation portfolio with Nordic products, along with flights, activities, ferries, sports events, amusement parks, and golf. Our inventory is easily accessible via API, a powerful Whitelabel solution, or our unique and impressive booking tool. Signing up is simple, and working with us is seamless, making it easy to grow your business.

Product description:

Nordbeds, part of Stena Line Travel & Retail Group, is the leading bedbank in the Nordics with the largest portfolio of Nordic accommodations. We offer a complete travel solution, including flights, activities, sports events, ferries, tickets, amusement parks, and golf packages—a true one-stop shop for travel businesses.

Our inventory is easily accessible through API integration or our user-friendly booking tool, allowing agents to create customized trips quickly. We also provide a Whitelabel solution, enabling businesses to sell travel services under their own brand.

Let’s connect and explore how Nordbeds can support your business!

Stockholm Adventures ICEguide AB

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11226 Stockholm

stockholmadventures.com

Participant A
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Owner founder

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Company description

Brief company profile:

Stockholm Adventures Great tours all year around!

We are centrally located in Stockholm just less than 400 meters from both the Central station and the City hall.
We are a tour operator doing tours all year around.
We got our own kayak dock in the city
All tours and activities is in english by default, we also offer bike tours in German, Dutch and French
All our open shared FIT tours is guaranteed to run when we got 2 PAX booked
We offer PRIVATE tours for Leisure, Incentives Family's, Companys, Couples and BESPOKE

SUMMER TOURS
Bike, Segway, City kayaking Wildlife safari,Hiking,Kayaking in the Stockholm Archipelago, Sailing, RIB speed boat

WINTER TOURS
Iceskating on the best natural ice on lakes and the Stockholm Archipelago, Winter kayaking, Snowshoe tours

Product description:

We do and offer tours and activates all year around in the city and the Stockholm Archipelago

PRIVATE, Bespoke,FIT schedueld sheared deparures , Incentives, Family's ranging from 2 -150 pax all depending on the activity's
-Bike tours, E bike tours
-Kayaking in the city from our own dock
-Segway tours
-Wildlife safari tours with Swedish traditional midsummer meal
-Kayaking in the Stockholm Archipelago day and multi day in tent, cabin or Hotel
-Hiking tours
-RIB speed boat
-Sailing day and multi day tours
-Ice skating day and multi day tours
-Snowshoe tours
-Winter Kayaking tours

Stockholm Businiess Region AB

Flemmingatan 4
11226 Stockholm

visitstockholm.com, stockholmbusniessregion.com

Participant A
Anna Swalbring
Project Manager (Travel Trade)

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+46 761228568



Company description

Brief company profile:

Stockholm Business Region - We open the door to Stockholm!
We are the official business and destination development agency for the City of Stockholm, responsible for the international promotion and strategic development of the city. We are dedicated to promoting and developing our city as an attractive and sustainable destination for business, international investors, talent and visitors. We are happy to help you with inspiration and tools to promote Stockholm. Looking forward to meet you!

Product description:

Stockholm is widely regarded as one of the world's most beautiful cities, built where lake meets sea, on fourteen islands, with eight centuries of history and culture to choose from. Stockholm is a ground breaking, welcoming and innovative trendsetter. Fashion, technology, music, film, design and the game industry thrive here like never before. It is a place where creativity grows, and where dreams and new ideas are realized. But most of all – A city open for everyone!

Stockholm Meeting Selection

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meetingselection.se

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Sales Manager

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0726017056



Company description

Brief company profile:

Our castles, hotels and meeting places
Stockholm Meeting Selection is a family of unique hotels, conference and meeting venues that all in one way or another offer what we call the good things in life. We are located in many locations within the Stockholm area: Bromma, Hässelby, Ekerö, City, Täby, Lidingö, Bro or near Arlanda.
We design tailor-made moments where people meet.
Welcome to Stockholm Meeting Selection, 11 unique destinations.

Product description:

Stockholm Meeting Selection is a family of unique hotels, conference and meeting venues that all in one way or another offer what we call the good things in life. We are located in many locations within the Stockholm area.

With 11 meeting venues, 144 conference rooms, 736 hotel rooms, restaurants, bars, gyms, paddle tennis courts, day spas and relaxation areas, we can offer you high-class meeting experiences for both large and small groups in Stockholm.
Stockholm Meeting Selection is a family of unique meeting places.

Stureplansgruppen Hotel & Resorts

Humlegårdsgatan 17
114 83 Stockholm

stureplansgruppen.se/hotel

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Company description

Brief company profile:

Stureplansgruppen is one of Sweden's leading hospitality companies, known for premium hotels, restaurants, and experiences. Our hotel portfolio includes five unique destinations in Stockholm and Gothenburg – from iconic city stays to spa retreats and long-stay living – offering high-quality experiences for both business and leisure travelers.

Product description:

Bank Hotel is a five-star boutique hotel in the heart of Stockholm and a proud member of Small Luxury Hotels of the World. Set in a historic bank building, the hotel combines timeless architecture with contemporary elegance. It features 111 individually designed rooms and suites, vibrant restaurants and

bars, including the rooftop bar Le Hibou with panoramic city views. The former bank vault now serves as an exclusive event venue for meetings, private dinners, and celebrations.

Swedish Lapland Visitors Board

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swedishlapland.com

Participant A
Niklas Wede
Market- and Product Development

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Company description

Brief company profile:

Swedish Lapland Visitors Boards is the regional tourism board (DMC) the whole of Arctic Sweden ranging from Bothnian Bay to the mountains bordering Norway.

We offer intricate knowledge of the whole region and work both with International Travel Trade and local destination development.

Product description:

Swedish Lapland is the rolling hills and the roaring rivers. The vast woodlands and rural romance. But foremost, from the mountains to the sea, it is the perfect place for an adventure.

Swedish Lapland Visitors Board represents, develops and supports the hospitality industry in Swedish Lapland – Sweden's Arctic destination. Our goal is to be the world's most responsible Arctic travel destination.

We represent the companies in our region, work with press, Travel Trade as well as market development.

Swedish Tourist Association

Box 17251
104 62 Stockholm

swedishtouristassociation.com

Participant A
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Group & Agent Salesmanager

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0706632149



Company description

Brief company profile:

The Swedish Tourist Association (STF) is one of Swedens largest non-profit organizations dedicated to making nature and culture accessible to everyone. Through our broad network of 250 hostels, hotels, guest houses, mountain stations and mountain cabins from north to south we offer accommodation and activities all over Sweden.

Product description:

STF is a non-profit organization dedicated to sustainable tourism, based on Sweden's natural and cultural heritage. As one of the country's largest member organizations, we are deeply rooted in sustainable Swedish tourism. Through our broad network with around 250 hotels, hostels, guest houses, mountain stations and mountain cabins from north to south we offer accommodation and activities all over Sweden.

Swike AB

Tunnlandsvägen 92
561 46 Huskvarna

swike.se

Participant A
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Founder & Owner

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Company description

Brief company profile:

Swike — Hike & Bike in Sweden offers enjoyable outdoor adventures that combine active exploration with cozy stays and great food. We arrange multi-day hiking and cycling tours ranging from 4 to 8 days. We also arrange day activities lasting between 2 to 6 hours, including hiking, cycling, and kayaking.

Swike AB is headquartered in Jönköping, in the heart of Småland, with operations extending throughout the region as well as around Lake Vättern.

Founded by Fredrik Ljunggren, an experienced event organizer with a deep personal passion for sharing Sweden's natural beauty. Swike takes travelers on unique, handpicked routes filled with hidden gems. Guests enjoy the freedom to explore at their own pace, guided by a GPS app packed with insider tips, while resting in comfort between adventures.

Product description:

Our multi-day tours are for those who want to immerse themselves in nature and really experience the place. We organize trips between 4 and 8 days, where you travel by bike or on foot through forests, along lakes and between small towns. You mostly travel independently with clear routes and luggage transportation, but we also add guided tours where local guides give you unique insights into nature, culture and history. Accommodation, food and experiences are carefully selected to give you a genuine and relaxing overall experience.

Söderfors Resort & Spa AB

Söderfors Herrgård
81576 Söderfors

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Participant B
Petra Lövholm
Marketing Manager

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Company description

Brief company profile:

Söderfors Herrgård is more than just a destination - it is a journey through time and tradition, where each room tells its own story. Our manor offers historic charm framed by a scenic environment that inspires peace and relaxation. Here, Swedish cultural heritage meets modern comfort, with a hotel, spa, restaurant, bar and conference center that together create a unique and unforgettable experience for your stay.

The hotel is located 1.5 hours from Stockholm and 1 hour from Arlanda Airport, easily accessible by car or public transportation.

Product description:

Söderfors Herrgård offers completely renovated and modern facilities, including a 45-room hotel, restaurant, spa, and conference & event center. Originally built in 1690, we have taken special care to preserve the historical heritage of the property while offering modern comforts to all our guests, which is rarely seen in historic manors. We offer a wide variety of packages for every kind of guest, including spa & couples packages, family packages, weddings, conferences, and parties & events of all sizes.

Tallink Silja Line

Hamnpirsvägen 10
115 41 Stockholm

tallinksilja.com

Participant A
Olga Vanbergen & Danjun Qian
Sales Manager

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+358505374332



Company description

Brief company profile:

Embark on a deluxe voyage with Tallink Silja Line, the forefront of premium travel. Leaders in mini cruises, we operate 14 state-of-the-art vessels along 5 key routes year-round, connecting Stockholm, Helsinki, Turku, the Åland Islands, and Tallinn. Our flawless timetable, varied selection of cosy cabins, exquisite dining options, duty-free shopping, and onboard entertainment - including a casino and SPA - ensure an exceptional journey every time. We are proud to be recognized for our commitment to sustainability with the Sustainable Travel Label. Join us in crafting a greener travel future!

Product description:

Tallink Silja Line offers fast, comfortable transportation with a genuine cruise experience. We provide daily departures year-round, connecting the major capitals of the Northern Baltic Sea:

Stockholm-Helsinki and v.v.
Stockholm-Turku and v.v.
Stockholm-Tallinn and v.v.
Helsinki-Tallinn and v.v.

Our cruise ferries are like floating high-class resorts, offering endless opportunities for entertainment and relaxation. Enjoy excellent restaurants, various nightclubs and bars, children's playrooms, spas, fantastic shopping at tax-free prices, and spacious, comfortable cabins for a restful night's sleep.

Tallink and Silja Line ferries are also the official sea carriers of Santa Claus and Moomin.

TanumStrand SPA & Resort

Tanumstrandshotellet
45795 Grebbestad

tanumstrand.se

Participant A
Anders Nykvist
Sales Director

anders.nykvist@tanumstrand.se
0705326341



Company description

Brief company profile:

TanumStrand SPA & Resort is a full-scale resort that is open all year round with several restaurants, an experience center, a SPA, a guest harbor, a hotel and cottages.
We are located just outside Grebbestad in the middle of Bohuslän on the Swedish west coast.

With our location on and by the sea, our guests can truly experience the best that the salt water has to offer. Within cycling distance of us there are unique hiking trails and cultural experiences such as the rock carvings in Tanum.
South of us lies the fishing village of Fjällbacka, which is the hometown of Ingrid Bergman and Camilla Läckberg.

We are the optimal base camp for experiencing the best of Bohuslän.

Product description:

TanumStrand SPA & Resort has an exceptionally good location directly on the west coast seafront only 1.5 hours north of Gothenburg and 1 hour south of Oslo.
We are a year-round open and full-scale resort that offers various comprehensive packages for individuals and groups. In addition to all our own experiences such as SPA, crayfish safaris, fishing trips, kayaking trips, hikes and food experiences, the surrounding area offers fantastic nature and cultural experiences.

This makes us a perfect base camp for experiencing the Swedish west coast.

The Heart of Sweden

Örebro
70115 Örebro

theheartofsweden.com

Participant A
Linda Gustafsson
Tourism development manager

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0046720850061



Company description

Brief company profile:

The Heart of Sweden: Örebro Region
Just two hours from Stockholm and a few hours from Gothenburg and Oslo, a region with both natural beauty and cultural experiences.
Historic mining landscape, lush forests, magnificent castle, pristine lakes, picturesque trails and the archipelago at Lake Vättern.
Enjoy hiking on the iconic Bergslagsleden Trail or cycling in Sweden's largest cycling area, Bergslagen Cycling.

Welcome to The Heart of Sweden. Where the adventure is closer than you think.

Product description:

The Heart of Sweden: Örebro Region
Just two hours from Stockholm and a few hours from Gothenburg and Oslo, a region with both natural beauty and cultural experiences.
Historic mining landscape, lush forests, magnificent castle, pristine lakes, picturesque trails and the archipelago at Lake Vättern.
Enjoy hiking on the iconic Bergslagsleden Trail or cycling in Sweden's largest cycling area, Bergslagen Cycling.

Welcome to The Heart of Sweden. Where the adventure is closer than you think.

The Heart of Sweden- Experitur

Strandvägen 4
696 30 Askersund

experitur.se/en/welcome-to-experitur

Participant A
Ulrika Stenberg
Owner Experitur - Rentals & Adventures

info@experitur.se
+46702097491



Company description

Brief company profile:

Rentals & Adventures

Product description:

Experitur is an outdoor company which offers rental services as well as ready-made adventures. Our aim is to make it easier to experience nature in various ways: By bike along gravel roads or single tracks in the forest, with a packraft combining hiking and paddling, canoeing on rivers and lakes or kayaking in the archipelago of Lake Vättern, spending a night in a tent and cooking food outdoors... and much more!
Experitur has lots of rental equipment for those who wants to create their own adventures but we also offer both guided and self-guided tours. Join a guided tour for a few hours, either by bike or packraft or set of off on longer tours where you get maps and descriptions as well as a back-up in case you need help. We have tours for multiple days by bike, packraft and kayak/canoe.
Experitur is located in Askersund with proximity to Tiveden forest area and National Park and only 50 km south of Örebro. It is also just next to Lake Vättern with its beautiful archipelago, perfect for paddling.
Nature, and nature experiences has always been an important part of our lives and we have lots of knowledge about the area and different types of activities. Whether you are looking for tours by bike or on water we have plenty of ideas and options and we are happy to tailor make tours.
Our main customer is FIT's and small groups.
We work with sustainability in different ways. For example by renting out outdoor equipment so that one doesn't need to buy everything to try new acitivites. Our equipment is well taken care of to last for long. We co-operate with other local businesses.

The Heart of Sweden- Örebro Castle

Kansligatan 1
703 61 Örebro

orebroslott.se/en

Participant A
Annika Karlsson
Sales and administration representative

info@orebroslott.se
+46 790 987675



Company description

Brief company profile:

Welcome to Örebro Castle. A living cultural heritage in the middle of the city with captivating tours, popular historical exhibitions and festive activities for both adults and children.

Product description:

Beautiful to look at, fun to experience!
Welcome to Örebro Castle. A living cultural heritage in the middle of the city with captivating tours, popular historical exhibitions and festive activities for both adults and children. Örebro Castle dates back to the 14th century and offers both royal history and lots of exciting stories.

The castle offers both entrance tickets with exhibitions, historical venues and public tours included, and private guided tours for groups and FIT:s

At the castle you also find Lill-Annas Castle café, were you can book a classical "Swedish fika" or lunch for your travelers.

The Heart of Sweden-Opera på Skäret

Skäretvägen111
714 93 Kopparberg

[object Object]

Participant A
Alexander Niclasson
Artistic Director

alexander@operapaskaret.se
+46735166123



Company description

Brief company profile:

A former sawmill on the shore of a vast lake houses one of the world's most unique opera houses, renowned globally for its acoustics. It is here that opera singers and other contributors from all over the world create magnificent experiences at the frontier between nature and culture.

Product description:

Opera på Skäret is the leading Summer Opera Festival of Sweden reaching around 10000 visitors each Summer from Sweden and abroad. The Venue is an old sawmill that since 2005 has been revived into an Opera Stage. Opera på Skäret is located in the middle of the Swedish beautiful forests by the lakeside of Ljusnaren. We produce one full Scale Production each year at our main Stage with top quality Artists from all over the World. In 2025 we will play Giacomo Puccinis Turandot and next Season in 2026 we will produce Macbeth by Giuseppe Verdi. To reach Opera på Skäret you can come by Bus , Train or Car. We collaborate with a few hotels in the surroundings and the nearest big City, Örebro. A perfect experience to combine with other sightseeings while visiting Sweden.

The Heart of Sweden-PerOlofGården Hotel

Lerbäck 326
694 96 Åsbro

perolofgarden.com/

Participant A
René Rijns
Hotel PerOlofGården - Owner / DMC Visit Närke - Manager
r.rijns@perolofgarden.se
+46730381900



Company description

Brief company profile:
Nature Resort & Local DMC : Visit Närke

Product description:

PerOlofGården is a country side hotel – anna 1790 - in the Örebro lake district of central Sweden. A meeting place for hotel guests, nature lovers, hikers, bikers, rest seekers looking for a "smultronstället" (Swedish for an underrated gem of a place -often with personal or sentimental value). Every season leaves its charm on 3 stars PerOlofGården. Summer times are dominated by the local outdoor, wildlife experience and leisure possibilities. Out local DMC www.visitnarke.se offer several tours inclding biking, hiking and canoeing

Product description
The hotel situated between the two national parks #Tiveden, the most southern wildlife area in Sweden, and # the mighty #Kilsbergen . The hotel is surrounded by mighty forests and by majestic lakes, in which pure water flows in abundance. The cliffs of several preserved areas are just around the corner. Welcome to biking- and golf paradise in Tiveden and Tylöforest.
Modern bicycles are for rent, golf courses to master, and hiking trails to explore. Or just sit back and relax alongside the private lake. Our rooms and restaurant kitchen provide all ingredients for a wonderful stay. As certified “Swedish Welcome” hotel we emphasize on offering a sustainable stay as well. On our venue you can visit our famous hedge maze #Lerbäcks Labyrint , as well as the cozy café and terrace. Culture town Örebro and shopping Eldorado Marieberg are just around the corner. It is easy to get to here with just 2 ½ hours’ drive from either Stockholm or Göteborg. Välkommen!!

The Heart of Sweden-Stjernsunds Castle

Stjernsund
696 30 Askersund

Participant A
Elisabet Lagerström
Manager

elisabet.lagerstrom@vitterhetsakademien.se
+46761149383



Company description

Brief company profile:

Stjernsund Castle stands on a headland at the north end of Lake Vättern in central Sweden. Built in a restrained neoclassical style, it has unusually well-preserved interiors from the 1850s when the royal family owned the castle.

Product description:

Stjernsund Castle stands on a headland at the north end of Lake Vättern in central Sweden. Built in a restrained neoclassical style, it has unusually well-preserved interiors from the 1850s when the royal family owned the castle. A guided tour of the castle takes about an hour. Follow it with a stroll in the tranquil park with beautiful views of the lake, or a bite to eat at the lakeside Castle Cafe. The gift shop sells a unique selection of souvenirs and replicas inspired by the Stjernsund.
Between 1823 and 1860, Stjernsund was owned by the royal family, the House of Bernadotte. Prince Gustaf, known in Sweden as the 'Singer Prince', had the castle redecorated in 1848–1852. Stjernsund still has some of the finest, best-documented interiors from the mid nineteenth century. The castle is open from May to September. Other times by appointment. The Stables can be booked for conferences, lectures, concerts, or weddings. The venue can seat 100 or approximately 80 people seated at tables. Facilities include projection equipment of various kinds including a data projector.

Swedish Workshop Online 2025

Supplier - Product Manual

Thorskogs slott & konferens AB

Torskog 100
46393 Västerlanda

thorskogsslott.se

Participant A
Desiree Andersson
Hotellchef

desiree.andersson@thorskogsslott.se
0520661000



Company description

Brief company profile:

Thorskog Castle is located in a wonderful English inspired country park 30 minutes north of Gothenburg. With turrets and towers, beautiful individually decorated guest rooms and lounges and world class cuisine. All contributing to an enjoyable visit.

We have 40 rooms located partly on the castle itself and in other buildings in the beautiful park. There are six dining rooms and seven conference rooms with space for up to 100 guests. Our cuisine is selected by the White Guide and offers delicious culinary experiences.

Svartedalen enchanted forest is situated close to the park and provides a relaxing place where nature can be experienced with marshland, lakes and waterfalls. In the park is a six hole pitch and putt course, boule, kubbs, croquet and for relaxing a wood burning bathtub and sauna. Inside the castle there is a billiard table as well as darts.

We also arrange wilderness days for the more adventurous, along with clay pigeon shooting etc in the Forest Glade.
Murder mystery evenings, chocolate, wine or champagne tasting and many other acitivites can also be provided.

Nearby attractions include: Kungälvs fortress (21 km), Marstrand fortress (44 km), falls and locks area in Trollhättan (35 km), Saab Museum in Trollhattan (35 km), Moose Museum in Vargön (47 km) and Gothenburg with shopping and entertainments (42 km).

We offer cozy weekend packages, grand anniversary celebrations and weddings as well as creative conferences and events.

Warm welcome to another world!

Product description:

Thorskog Castle is located in a wonderful English inspired country park 30 minutes north of Gothenburg. With turrets and towers, beautiful individually decorated guest rooms and lounges and world class cuisine. All contributing to an enjoyable visit. We have 40 rooms located partly on the castle itself and in other buildings in the beautiful park. There are six dining rooms and seven conference rooms with space for up to 100 guests. Our cuisine is selected by the White Guide and offers delicious culinary experiences. Svartedalen enchanted forest is situated close to the park and provides a relaxing place where nature can be experienced with marshland, lakes and waterfalls. In the park is a six hole pitch and putt course, boule, kubbs, croquet and for relaxing a wood burning bathtub and sauna. Inside the castle there is a billiard table as well as darts. We also arrange wilderness days for the more adventurous, along with clay pigeon shooting etc in the Forest Glade. Murder mystery evenings, chocolate, wine or champagne tasting and many other acitivites can also be provided. Nearby attractions include: Kungälvs fortress (21 km), Marstrand fortress (44 km), falls and locks area in Trollhättan (35 km), Saab Museum in Trollhattan (35 km), Moose Museum in

Vargön (47 km) and Gothenburg with shopping and entertainments (42 km). We offer cozy weekend packages, grand anniversary celebrations and weddings as well as creative conferences and events. Warm welcome to another world!

Toftaholm Herrgård

Toftaholm 1
34155 Vittaryd

toftaholm.se

Participant A
Jonas Blomberg
Hotel Manager

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+46768420934



Company description

Brief company profile:

Toftaholm Herrgård is a historic lakeside manor located in southern Sweden, between Värnamo and Ljungby. We offer charming hotel accommodation, fine dining, Eco-spa, and unique experiences in a peaceful countryside setting. Ideal for romantic getaways, business retreats, and nature lovers.

Product description:

Toftaholm Herrgård is a 14th-century lakeside manor in southern Sweden offering charming hotel stays, gourmet dining, spa, and conference facilities. Surrounded by forests and lake, guests enjoy hiking, biking, fishing and peaceful relaxation. Ideal for romantic getaways, retreats and small groups seeking authentic Swedish countryside charm with a touch of luxury and history.

Trakt Forest Hotel

Sällehägnad 6
57454 Holsbybrunn

traktforesthotel.com

Participant A
Sandra Sälleteg
CEO

sandra@traktforesthotel.com
+46 (0) 70-23 98 150



Participant B
Frida Ögren
Guest relations

frida@traktforesthotel.com
0383566280

Company description

Brief company profile:

Trakt Forest Hotel is located in the middle of the Småland forest, in the South of Sweden. Trakt Forest Hotel is a high end product with five exclusive forest suites among the trees, desinged by architect Gert Wingårdh. Here our guests get to experience the forest and the silence. Our restaurant Traktköket works with local, seasonal food and meat from our farm. We have nature based activities for our guests. Eg. hiking trails, a hot bath under the tree tops or rowing a boat on a forest lake.

Product description:

At Trakt Forest Hotel you can come and experience the forest, the silence and the calm far away from the city stress. We have five exclusive forest suites built among the trees. In the log house you will find our restaurant Traktköket, where we offer high quality meals with local and seasonal products and beef from our own farm.
Trakt Forest Hotel is a small uniqe hotel and our suites are designed by the architect Gert Wingårdh. The hotel is built on land that has been cared for by us since four generations.
We can offer our guests several nature based activities. We have eg. several hiking trails, electric bikes and kayaks.
You can also book your conferece with us.
We are open the whole year.

Travelshop Bikes & Experineces

Centralplan 10, Bike garage
21120 Malmo

travelshop.se

Participant A
ingvar ryggesjo
Owner

ingvar@travelshop.se
+46 70 7486711



Company description

Brief company profile:

Southern Sweden

Experiences and bikes since 1999.
Bikes & Experiences since 1999. Our vision: Everything possible. Our goals: Get people to bike more, leading actor for bikes & experiences. Our values: Honest - Kindness - Passion - Including. Bikes are good for health, climate, economy.

Product description:

We are very good at biking tours in Southern Sweden together with nice local food.

We have extra focus on Skåne and Helsingborg & Malmö City

Öresund roundtrip and Baltic Sea are upcoming areas.

We have more focus on re-generative tourism this year.

Swedish Workshop Online 2025

Supplier - Product Manual

Två Skyttlar

Öresjövägen 46
511 92 Örby

tvaskyttlar.com

Participant A
Malin Västerteg
Vice VD

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032030100



Company description

Brief company profile:

Två Skyttlar – Nature, Comfort & Genuine Swedish Hospitality

Located just 1 hour from Gothenburg and 35 minutes from Landvetter Airport, Två Skyttlar is a lakeside hotel and conference venue set in the heart of the Swedish forest. We offer a peaceful, authentic Swedish experience – ideal for leisure travelers, small groups, and tailored incentive programs.

Our guests enjoy cozy, nature-inspired rooms, a restaurant serving seasonal local cuisine, and activities that bring them close to nature – from lakeside saunas and forest walks to open-fire cooking and canoeing.

Whether you're planning a retreat, an event, or a unique getaway, Två Skyttlar combines comfort, sustainability, and warm hospitality in a truly scenic setting.

What we offer:

60 stylish rooms with lake or forest views

Locally sourced, seasonal food in our restaurant

Tailored packages for groups, incentives & leisure travel

Nature-based activities year-round

Flexible meeting & event spaces

Let your clients discover the calm, the flavors, and the beauty of authentic Sweden – at Två Skyttlar.

www.tvaskyttlar.com

Product description:

Två Skyttlar – Swedish Nature, Genuine Hospitality

Just an hour from Gothenburg and 35 minutes from Landvetter Airport, Två Skyttlar is where timeless nature meets modern Scandinavian comfort. Tucked away by a quiet lake in the forests of Västra Götaland, we offer a truly authentic Swedish experience – intimate, sustainable, and unforgettable.

At Två Skyttlar, nature is not just the backdrop – it's part of the experience. Here, your clients can wake up to birdsong, breathe in the scent of pine trees, and enjoy dinner with a view of the water. We are the perfect destination for those seeking to slow down, reconnect, and enjoy a side of Sweden that's both peaceful and personal.

We offer:

Lakeside Hotel Accommodation: Stylish and comfortable rooms inspired by Nordic simplicity, many with views over the lake or forest. A stay at Två Skyttlar is all about calm, comfort, and quality.

Tailored Group Stays & Retreats: We specialize in curated experiences for small to mid-sized groups – ideal for tour operators looking to offer boutique travel programs in Sweden.

Local Cuisine with a Story: Our restaurant is passionate about sustainability and flavor, serving seasonal menus built on local produce and traditional Swedish cooking – all with a creative twist.

Unique Outdoor Activities: From canoeing, forest walks, and open-fire cooking to sauna rituals by the lake, we offer immersive nature experiences that are truly Swedish – and easily customizable for group needs.

Meetings & Events: A standout venue for incentive trips, leadership getaways, or intimate meetings – with personal service and inspiring surroundings that spark new ideas.

Whether you're building travel packages for leisure guests, wellness retreats, or incentive travel, Två Skyttlar is a hidden gem worth discovering. We combine professional service with a heartfelt welcome – and we do it in a setting that speaks to the soul.

Let your guests experience the Sweden they've been dreaming of – at Två Skyttlar.

Upplevelsebolaget

Gustafsberg 320
451 91 Uddevalla

upplevelsebolaget.com

Participant A
Joakim Hermanson
Owner & founder

jocke@upplevelsebolaget.com
+46 705 131085



Company description

Brief company profile:

Our business idea is: "Through active outdoor experiences pass on inspiration, knowledge and joy in the world's most beautiful natural environments."

Based on the hauntingly beautiful Bohuslän coast of West Sweden we run sea kayaking, climbing, mountain biking, hiking (and more) adventures for all levels of experience. Courses, guided and self guided adventures of varied length and difficulty.

All adventures are run from a sustainable perspective, are quality approved by Nature's BestSweden, the Swedish label for sustainable outdoor experiences, and can be packaged in various ways together with accommodation and culinary partners throughout the area.

With more than 30 years of experience we have an unrivaled local knowledge and a wide network of partners.

Product description:

Our products are always active. We sea kayak, cycle, hike or climb. These are activities that West Sweden (Bohuslän) offer world class opportunities for, with the exceptional geography of the area. Our activities are suitable for all kinds of guests, from beginners to experienced adventurers alike, and we offer guided and self guided packages of various length and difficulty, as well as courses or training on different levels. All packaged in different ways in combination with soulful accommodation and tasty local, organic food.

Vildmark i Värmland

Box 209
68525 Torsby

vildmark.se/en

Participant A
IngMarie Junler
Wilderness instructour

imj@vildmark.se
+46703640426



Company description

Brief company profile:

Vildmark i Värmland is located in the northern part of Värmland County, Sweden, near the Norwegian border. The area is approximately a 3-hour drive from Oslo, around 5 hours from Stockholm, and about 4 hours from Gothenburg.

Vildmark i Värmland is a privately owned Swedish company that organizes timber rafting, canoeing, and other outdoor experiences for individuals, companies, and groups. We also offer pleasant accommodations at Klarälvens Camping, complemented by short nature-based adventures and activities.

Product description:

Vildmark i Värmland offers a unique wilderness experience in Sweden, with its main selling point being the opportunity to build and navigate your own timber raft down the scenic Klarälven River. This hands-on adventure allows guests to connect with nature in an immersive way, combining outdoor skills, slow travel, and a sense of self-sufficiency. The experience is ideal for those seeking an eco-friendly and off-the-grid adventure in the Swedish wilderness.

- Experience a self guided timber raft trip from one day to one week or a trip with added comfort or in combination with hiking or extended with a canoe trip.
- Discover the joy of paddling a canoe through diverse waters in the great outdoor.
- Enjoy pleasant accommodations at Klarälvens Camping, complemented by short nature-based adventures and activities.
- Combine two countries - outdoor in Värmland and great hotel in Norway.

Villa Sjotorp

Sjotorpsvagen 5
45933 Ljungskile

villasjotorp.se

Participant A
Ellika Mogenfelt
owner and manager

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Participant B
Betulia Eriksson
Assistant Manager

betulia@villasjotorp.se
+46 73 934 3897



Company description

Brief company profile:

Villa Sjötorp is a seaside hotel in Ljungskile on Sweden's west coast. Housed in a beautifully preserved 1901 villa, we offer 14 individually styled rooms, a renowned award-winning restaurant dinning with organic, local ingredients, and easy access to beaches, hiking, golf, mountains and sea. A perfect base for travelers seeking nature, comfort, coast adventures and culinary experience.

Product description:

Villa Sjötorp offers an exclusive blend of heritage, hospitality, and high-end gastronomy on Sweden's stunning west coast. Housed in a lovingly preserved villa from 1901 in the coastal town of Ljungskile, it caters to discerning travelers seeking authenticity, comfort, bohemian luxury and a taste of award-winning, locally sourced cuisine. With just 14 individually styled rooms, ocean views, and personalized service, it's ideal for couples, food-lovers, small groups and anyone looking for a unique and meaningful getaway in a serene, natural setting.

Visit Blekinge

Christopher Schrödersgatan 9
37436 Admin

visitblekinge.se

Participant A
Anna Eriksson

anna@visitblekinge.se
0768987586



Company description

Brief company profile:

Blekinge is Sweden's smallest mainland province province located in southern Sweden, bordered by the Baltic Sea to the east and Skåne to the west, only 2 hours by train from Copenhagen - Denmark. Blekinge is a picturesque province known for its stunning archipelago with numerous islands and coastal landscapes. The region has a rich cultural heritage, with charming towns like Karlskrona, a UNESCO World Heritage Site, featuring well-preserved naval architecture and a vibrant maritime history.

Product description:

Welcome to Blekinge! Coming here is always a good idea – no matter the season. World heritage and wilderness. Archipelago awesomeness, white sandy beaches, charming coastal towns, and villages. Accommodation, dining, and experiences to your taste. And all within reach.

Visit Dalarna

Vasagatan 6
795 30 Rättvik

visitdalarna.se/en

Participant A
Tatjana Summermatter
Travel Trade Manager

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+46 72 249 22 45



Company description

Brief company profile:

Dalarna is located in central Sweden, adjacent to the Norwegian border. Visit Dalarna is the regional tourism organization for Dalarna. We work with business and product development, matchmaking, sales, PR and marketing. We have knowledge of all accommodation, attractions and activities in Dalarna and work closely with the region's tourism businesses.

Product description:

The Dalarna landscape is one of mountains, waterfalls and rivers, deep forests with woodland lakes and open rolling farmland. Perfect country for hiking, skiing, cycling, skating, canoeing and other outdoor adventures. Much of the popular imagery of Sweden, culturally and geographically, is from Dalarna; a pretty red-painted cottage by a glittering lake in the evening sun, people in brightly-coloured folk costumes dance and swirl in celebration of Midsummer and of course the Dala-horse.
All very Swedish. All very Dalarna.

Visit Dalsland / Dalslands Kanal

Nils Ericsons väg 1
46472 Håverud

dalsland.com

Participant A
Christiane Dietz
Destination Partnerships & Visitor Centre Manager

christiane.dietz@dalsland.com
0706242941

Participant B
Kerstin Aronsson
Senior business advicer

kerstin.aronsson@dalsland.com
0767700100



Company description

Brief company profile:

Discover Dalsland – Nature, Tranquility & Water

We represent Dalsland – a hidden gem in West Sweden – and we're excited to participate in the Swedish Workshop. We're looking to connect with small to mid-sized tour operators who are curious to explore new, genuine destinations.

Dalsland is known for its stunning nature, peaceful atmosphere, and the abundance of lakes and waterways – perfect for guests looking to slow down and reconnect with nature. The area offers charming small hotels, local food experiences, and true Swedish countryside living.

A highlight is the Dalsland Canal, a historic waterway that connects lakes and rivers over a 250 km stretch. The canal is ideal for boat tours, kayaking, and scenic excursions, and it plays a central role in Dalsland's identity as a nature destination.

Whether you're looking for soft adventures, cultural experiences, or just quiet places with great hospitality – Dalsland is worth discovering.

We look forward to welcoming you to Dalsland!

Product description:

Inspiration package Swedish workshop 2025

Visit Dalsland has put together some inspirational packages suitable for 4-15 people who want to experience genuine life in southern Sweden for 4-7 days.

Arrival by air to Gothenburg Landvetter Airport or Oslo Gardemoen Airport.

Transfer to the central station in Gothenburg or Oslo and then by train to Ed (2h 10m) or Mellerud/Åmål (1h 15m/1h 30m). And your guests can start their experience of wilderness, lakes, Swedish food, exciting history and 250 km of waterways - the Dalsland Canal.

Visit Halland / Region Halland

Box 517
301 80 Halmstad

visithalland.com

Participant A
Nadja Leek
Responsible German market

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073-306 00 25



Participant B
Rosi Magnusson
Press & Media, Travel Trade at Visit Halland

rosi.magnusson@regionhalland.se
46701121110



Company description

Brief company profile:

The region Halland on the Swedish west coast lies between the region Skåne and Gothenburg.

Visit Halland is the Regional Tourism Organization for Halland. We are representing Halland internationally on behalf of our destinations.

We have knowledge of all accommodations, attractions and activities and we work in close cooperation with destinations and tourism companies. Our main attractions are hiking, biking, local food and coastal experiences. The award-winning Kattegattleden stretches along the entire coast of Halland.

Product description:

Halland as a coastal region offers not only nature experiences connected to the sea, beaches and coastal landscape but also a huge range of activities. The cycle route Kattegattleden along the coast offers cycling in a unique and beautiful landscape. Halland is also a hiking destination. It is close to both the coast and the inland and that makes it easy to switch between relaxation and active holidays.

Halland also has a lot to offer as a culinary region, relaxed and innovative gastronomy with a mixture of tradition and creativity. Many attractions such as the Unesco World Culture Heritage Radiostation Grimeton, the fortress Varberg, the castle of Tjolöholm as well as many idyllic small towns and fishing villages.

Visit Linköping & Co

Box 1397
581 14 Linköping

visitlinkoping.se

Participant A
Jörgen Nilsson
Head of Tourism

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+46 765 26 97 37



Company description

Brief company profile:

Visit Linköping & Co is one of Sweden's leading DMO's with extensive experience in tourism, events, and meetings. Together with our extensive network of partners, we create experiences and promote and develop Linköping as an attractive destination for both residents and tourists. New tourist attractions, large events, or national industry conferences – no day is ever the same with us!

Linköping is located in the county of Östergötland, 200 km southwest of Stockholm.

Product description:

Visit Linköping represents Gamla Linköping and the Göta Canal as the local DMO. Gamla Linköping is one of the regions largest tourist sites, with 480,000 annual visitors. It offers a living history experience of the city, countryside, and forest from a hundred years ago, with activities, shops, and dining options. In 2026, a new science center will open. The Göta Canal, with 4 million visitors annually, is Swedens blue ribbon surrounded by fields, forests, and villages. Visitors can explore by boat or bike. In 2027 Göta Kanal will open a new visitors center 10 km north of Linköping. Göta Kanal is also awardes the best biking route in Europe. Linköping is easily accessible by train from Stockholm, Copenhagen, Berlin and Hamburg, with direct flights from Amsterdam year-round.

Visit Skåne AB

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205 25 Malmö

visitskane.com

Participant A
Fredrik Albihn

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+46 406753673



Company description

Brief company profile:
Visit Skåne is the Destination Management Organisation of Skåne. We coordinate and implement marketing, destination development and cross-sectoral innovation for sustainable development in Skåne.

Product description:

Visit Småland

Region Kalmar län, Box 601
391 26 Kalmar

visitsmaland.se/en

Participant A
Kristina Bergman
Tourism Developer

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Participant B
Hanna Glans
International project manager

hanna.glans@smalandsturism.se
+46 72 562 00 26



Company description

Brief company profile:

Visit Småland is the marketing organisation for Småland and Öland in the south-east of Sweden.
We are the essence of Sweden with ancient forests, red and white houses and fantastic stories, archipelagos, coastlines and lakes. We are green meadows filled with flowers, berries, and delightful scents, but also charming towns and fabulous restaurants and cafes.
Visit Småland is represented through three organisations, each with special knowledge in their region; the North, the South and the East.

Product description:

The Region Kalmar County of Sweden works, among other things, as a destination marketing organisation. We represent the eastern part of Småland and the island Öland. Our main destinations are Astrid Lindgren's Vimmerby, Västervik with the archipelago, Kalmar, Öland and The Kingdom of Crystal. As regional representatives we can tell you more about our region and our hotels, activities and sights. We can also put you in contact with companies, activities, cultural highlights or accommodation options of your interest. Kristina Bergman is your contact person for Eastern Småland.

Visit Värmland

Norra Strandgatan 17
65224 Karlstad

visitvarmland.com/en/

Participant A
Cajsa Jansson
Travel Trade Manager

cajsa.jansson@visitvarmland.com
+46706257878



Company description

Brief company profile:

The regional Tourism Organisation, representing the tourism industry in the county of Värmland, situated in the West of Sweden, next to Norway. Värmland is based on water and forests and offers great nature experiences, and great cultural- and culinary experiences. Visit Värmland works for sustainable and long-term development and cooperation. We can matchmake products and suppliers on your request and are happy to arrange Fam trips for tour operators who wish to get to know the region better.

Product description:

Värmland is based on water and forests and offers great nature experiences, and of course cultural- and culinary experiences. In Värmland it is always close to nature. The landscape is diverse with forests mountains and valleys. It has a total of 11 000 lakes and rivers. The largest city, Karlstad, is situated in the southern part where the Klarälven River meanders into the inland sea Lake Vänern, the biggest lake in Sweden and the third biggest lake in Europe. Värmland is perfect for nature activities, cultural and culinary experiences. Try a national bike trail, Vänerleden and Unionsleden, or hike in one of the quality assured walking trails and combine it with accommodation in a romantic manor house on the country side.

Wallby Säteri Country Resort AB

Vallby Säteri 1
57496 VETLANDA

wallby.se

Participant A
Magnus Nyman
Owner

magnus@wallby.se
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Company description

Brief company profile:

Welcome to Wallby Manor – a hidden gem in the heart of Småland. Nestled in Skirö's scenic landscape, this countryside estate offers red cottages, a cozy restaurant, conference spaces, and a private lake. Enjoy nature, hiking, a wood-fired sauna, and peaceful moments. Rooted in 14th-century history and run with heart by the Nyman family, Wallby is a place for rest, inspiration, and unforgettable experiences.

Product description:

Wallby Manor – Where Tranquility Meets Timeless Charm
Welcome to Wallby Manor, a countryside escape in the heart of Småland. Surrounded by Skirö's rolling hills, stone walls, and serene nature, our historic estate offers cozy red cottages, a lakeside sauna, and inspiring spaces for relaxation. Rooted in 14th-century tradition and run with heart – this is more than a stay. It's a feeling of coming home.

Honest Food, Rooted in Småland
We cook with what Småland's garden gives us, right here and now. In spring, that means crisp, fresh greens. In autumn, earthy mushrooms and rich game. We follow the rhythm of the seasons, adding just the right touch of spice, love, and creativity to every dish – served generously on large platters to be shared and enjoyed.
There are no fixed menus here. Instead, we let the day's best ingredients guide us. It's a living kitchen, shaped by nature and the people around it.

Winn Lundsbrunn Resort & Spa AB

Brunnsvägen 32
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lundsbrunn.se/startpage/

Participant A
Klara Svensson
Conferens & booking manager

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Participant B
Elin Sjöstedt
Representative from the local tourism organizati

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Company description

Brief company profile:

Located in the charming village of Lundsbrunn, Västra Götaland County, Sweden, Lundsbrunn Resort & Spa offers a luxurious retreat surrounded by nature. This serene destination features a spa, gourmet restaurant, and nearby outdoor activities, making it perfect for romantic getaways, family vacations, and corporate retreats. Easily accessible yet peaceful, Lundsbrunn is the ultimate destination for relaxation. Enhance your travel packages with this unique resort and provide your clients with unforgettable experiences.

Product description:

When you book a meeting with us, you will meet the hotel manager at Lundsbrunn Resort & Spa together with a representative from the local tourism organization, Destination Läckö-Kinnekulle. Lundsbrunn will share information and answer questions about the beautiful and spacious accommodation facility located in the historic spa town in West Sweden, near Lake Vänern.

Destination Läckö-Kinnekulle will provide insights about the area as a whole and the attractions it offers. These attractions span culture, history, and nature/outdoor experiences – including the magnificent Läckö Castle set on the lake's edge, Husaby Church – one of Sweden's oldest and most significant churches – as well as scenic landscapes and outdoor activities around Lake Vänern and the plateau mountain of Kinnekulle.

World of Volvo

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Company description

Brief company profile:

World of Volvo, located in central Gothenburg's new event district, is a one-of-a-kind experience centre with a unique Scandinavian-style architecture covering 22,000 m2. As a joint venture between Volvo Cars and Volvo Group, World of Volvo aims to be a premier destination and meeting place.

With interactive exhibitions, an exciting daily program, unique culinary experiences, and entertaining events, this is a dynamic space where people and ideas come together.

World of Volvo is made for people by people in a world where we care more about each other and the planet. Welcome to a moving experience – welcome to World of Volvo!

Product description:

The Exhibition takes you on a journey through the times. From our first vehicles to future technological solutions, we show how we combine technology and care for the people and the planet. Discover our omtanke* for people, society, and the world we live in, from ground-breaking safety innovations to the latest technological advances.

You can interact with art installations, explore stories through world class art photography, get blown away in a wind tunnel, operate a real electric excavator, try the driving game Distractville, and dock a boat in VR. And don't miss the world record car: Irv Gordon's P 1800S with over 3 million miles on the clock.

This is not just a museum – it's a place where technology meets art, and where history meets the future. Welcome to explore the world of Volvo in a whole new way!