

NEWS FROM GOTHENBURG & WEST SWEDEN 2021

West Sweden is currently taking big steps towards becoming a sustainable destination! Stepping up Sustainability is West Sweden's joint initiative for sustainable tourism. It's a framework for us, together with public and private operators, to bring about a shift to a sustainable society. We hope that all of us working in West Sweden's tourism industry can set an example and inspire others in the transition to a sustainable society.

This newsletter will focus on how Gothenburg and West Sweden are stepping up sustainability initiatives with a combination of new accommodation offering nature-based activities in incredible settings, and an additional Pilgrim Trail. We'd like to highlight these sustainable initiatives in the hope that they inspire and motivate us all to step up our work on sustainability.

Welcome to West Sweden!

WEST
SWEDEN

A STRONG FOCUS ON SUSTAINABILITY IN WEST SWEDEN AND GOTHENBURG

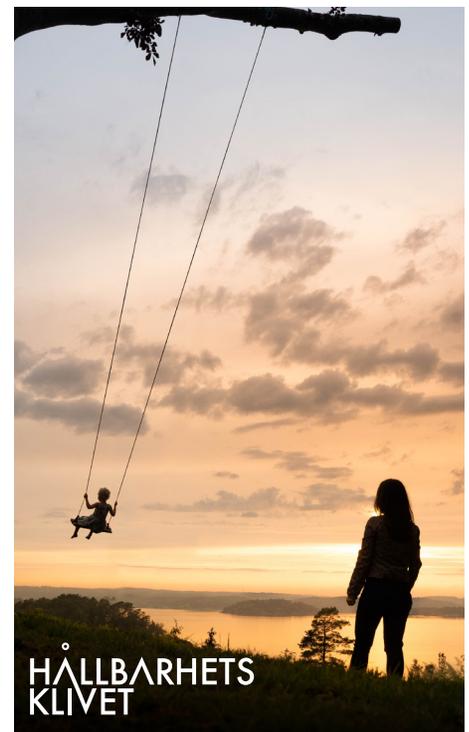
Stepping up Sustainability is West Sweden's joint initiative for sustainable tourism. Since its launch in 2020 several municipalities of West Sweden's 49 municipalities and over 250 companies in the tourism and hospitality sector have signed up, committed to following the four key principles:

- As little unnecessary environmental impact as possible
- Good for both residents and visitors
- More visitors when and where places are not full
- More full-time jobs and more robust businesses

These four principles will guide the choices made when developing and marketing tourism in West Sweden. This is good for both the environment and the economy; benefitting local businesses and helping local communities thrive.

"We want to make the most of our position as a leader in sustainable tourism and are delighted that around 300 businesses have already affiliated themselves to Stepping up Sustainability. They have all provided examples of their own initiatives on hallbarhetsklivet.se/en. This is where businesses join up, find inspiration and share ideas" says Fredrik Lindén, CEO, West Sweden Tourist Board.

Most of the companies featured in this newsletter are affiliated to Stepping up Sustainability and you can read more about them here: hallbarhetsklivet.se/en





GOTHENBURG - THE BEST SUSTAINABLE CITY STAY IN 2021

The city of Gothenburg has become something of a role model for sustainability having been chosen by Lonely Planet as the Best Sustainable City Stay in 2021 as well as being designated a world-leading Smart City where, among other things, 95% of hotels have green certifications, eco-labelled restaurants are common, and you can hire electric boats to explore the city's waterways.

www.goteborg.com/en/guides/the-worlds-most-sustainable-destination/



Two new hotels opening in Gothenburg

Two new hotels are opening this year. [Scandic Landvetter](#) (opening May 31), located in the airport terminal just a few minutes from the gates, offers free stays for under 13s. [Quality Hotel Weaver](#) (opening March 15) is a large hotel and conference venue with a direct tram connection that, in just 8 minutes, gets you to the city centre and [Liseberg](#), which aims to become a world [leader in sustainable theme parks](#).



NEW HIKING TRAILS AND DESIGNED SHELTERS IN WEST SWEDEN

There is a huge focus on developing hiking in West Sweden, which has a lot to offer - quality assured paths, quirky accommodation, bijou restaurants and cafes, and local culture aplenty. Not to mention the stunning scenery. You'll find all the information on hiking in West Sweden here:

www.westsweden.com/hiking



NEW ARCHITECT DESIGNED SHELTERS ALONG THE BOHUSLEDEN TRAIL

It's not just the famous glass cabins from the *72 hour cabin* study that have been designed by an architecture student at Chalmers University in Gothenburg. While Jeanna Berger continues to create and develop the glass cabins (see below), for the second year in a row, architecture undergraduates from the School of Architecture at Chalmers University have won an award for their innovative and unique shelter designs. The winning entries will be placed along some of the well-known hiking trails in West Sweden including the Bohusleden, which is a classic long-distance footpath stretching from Strömstad in the north to Lindome in the south. Along a **new path** of around 2.5km, part of stage 9 in Svartedalen, three new shelters, designed by Chalmers student Nelly Elfvelin, will be ready in April.



The Göta Älv Pilgrim Trail opens on 29 May

West Sweden has a new [Pilgrim Trail](#), leading from Masthuggs Church in central Gothenburg to Vänersborg on the shores of Lake Vänern, Sweden's largest lake. This is a hiking trail rich in cultural heritage and by walking the old trails we bring them back to life.

Lödöse is a historic place of pilgrimage and Lödösejorden is one of the foremost sites in Sweden for finds of pilgrim badges. Comprised of 140 kilometres over 10 sections, the trail will be inaugurated on 29 May. With the [new Göta Älv Pilgrim Trail](#) there are now three Pilgrim Trails in West Sweden including the section of [the Pilgrim Path in north Dalsland](#) and the stages between [Varnhem and Falköping](#).

[More information - Pilgrim Trails in West Sweden >>](#)



THE ULTIMATE RETREAT

- NEW CLOSE TO NATURE ACCOMMODATION IN WEST SWEDEN

FIVE NEW 72 HOUR CABINS TO OPEN THIS YEAR

A [study](#) was carried out in 2017 to explore the effects of the unique relationship Swedes have with nature. Five people with stressful jobs got to experience Sweden's 'close to nature' lifestyle while their wellbeing was measured by leading researchers. The participants stayed in custom built glass cabins set in beautiful natural surroundings. [After 72 hours](#) they all showed a decrease in blood pressure, stress levels and heart rate – as well as increased creativity. The glass cabins were designed by the young architect Jeanna Berger, who used to spend her summers where the originals were situated. Following the study, visitors have come from twenty different countries around the world and interest continues to grow. In 2021 four more glass cabins designed by Jeanna will open in West Sweden:

- Two beside Erikson Cottage, an 18th century farmhouse, approximately an hour and a half east of Gothenburg.
- Two new ones at Dalslands Aktiviteter, which now has a total of 4 glass cabins a couple of hours north of Gothenburg.

THE GLASS CABINS AT ERIKSON COTTAGE

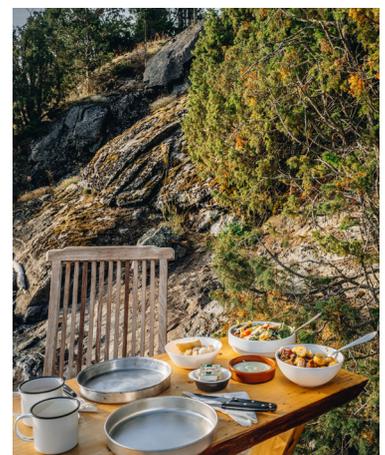
[Erikson Cottage](#) is an 18th century farmhouse that has been in the same family for four generations. This romantic high-ceilinged cottage was built in the late 18th century and carefully converted into a B&B in 2004. The cottage is located in the forest outside Ljungsarp, approximately an hour and a half east of Gothenburg. Erikson Cottage is opening two glass cabins at the beginning of May, which will be bookable for one night or three, in line with the original [72 hour cabin](#) concept. The two cabins are in a beautiful spot deep in the forest; one on a hill overlooking a lake and one nestled in the forest itself. At Erikson Cottage guests can sample the homemade, heritage grain sourdough bread and relax in the wood-fired sauna and hot tub. There are also good cycling opportunities nearby on the [Åtradal Trail](#) as well as hiking on the [Sjuhärad Trail](#).

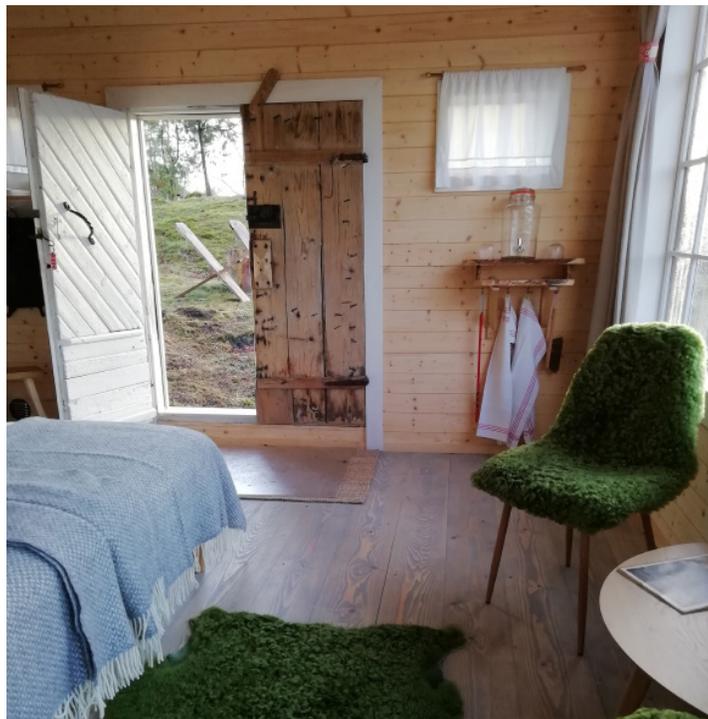
- Erikson Cottage is part of [Stepping up Sustainability](#) and all revenue from the business is spent locally. They have their own beehives and other ingredients are purchased from farms and nearby producers in West Sweden.

TWO MORE GLASS CABINS AT DALSLANDS AKTIVITETER.

This season, two more class cabins will be added to the two already at [Dalslands Aktiviteter](#), part of the original 72 hour cabin concept. Dalslands Aktiviteter, located in the municipality of Bengtsfors, is the ultimate activity centre for anyone looking to explore the forests and lakes and with their sights set firmly on adventure. The cabins are located right on the shoreline of your very own peninsula, around 800 metres from the Dalslands Aktiviteter restaurant and activity centre. The activity centre offers a zipline, kayaking, panning for gold in the Steneby river and trekking on horseback. Or you can visit the elk park, go on a guided forest tour and learn all about animal tracking. A stay here can also be combined with hiking on the [Pilgrim Path](#). All four glass cabins at [Dalslands Aktiviteter](#) are in a beautiful location on a peninsula by Lake Iväg and can be booked for 1 night or 72 hours.

- Dalslands Aktiviteter is affiliated to [Stepping up Sustainability](#) and one of their initiatives is to encourage guests to use public transport or car share if possible. They also offer a wide range of packages and activities in the area to inspire guests to stay longer. This is done in cooperation with other local tourism businesses, and together they can exchange services and extend the season. Most of the activities Dalslands Aktiviteter offer have very little or almost no impact on the environment.





BACK TO NATURE WITH SWEDISH COUNTRY LIVING

The region of Dalsland, two hours north of Gothenburg in West Sweden, is the perfect place for a 'Back to Nature' break with its pristine natural surroundings, and many lakes and waterways. The small lifestyle business [Swedish Country Living](#) is run by David & Marie Naraine, who left behind a stressful life in Gothenburg and moved to Köpmannebro, near the Dalsland's canal and Lake Vänern. This former summer house has become a farm with sheep grazing in the fields, and ducks and hens pecking in the lush green grass. Last year two off-grid log cabins without electricity, water or wifi were built here, offering stressed technology users the chance to wind down completely.

Two new cabins for this year are a [Slate cottage and an A-frame hermitage cabin](#). The [A-Frame Hermitage](#) has a ceiling height of 6 metres with birch timbered walls, an aspen ceiling and cool, minimalist, Scandi-style furnishings complete with a wood burner. The Slate Cottage has over 4000 slates on the outside and looks a bit like a gingerbread house.

Guests can choose the organic and locally produced breakfast items they want, and make lunch and dinner themselves in an outdoor kitchen/grill area. Swedish Country Living offers an all-inclusive package that includes hiking or paddling (canoe/kayak) and guided tour of the grounds.

- Swedish Country Living is affiliated to [Stepping up Sustainability](#), and its aim is to create a sustainable way to holiday with as little environmental impact as possible. Their off-grid 'hermitages' are eco houses, which have all been built with wood from their own forest. They grow their own vegetables in a permaculture garden and happily pick guests up from the station in Mellerud to reduce the need for people to bring their own cars.

IN TUNE WITH NATURE - A NEW ECO-FRIENDLY HOUSE AT INFOREST

Hjo is one of Sweden's loveliest traditional timbered towns and the home of Estrid Eriksson, founder of the world famous design company Svensk Tenn. The forest outside the town is the setting for unique eco-friendly accommodation. [INFOREST's](#) four small houses are completely self-sufficient and made from sustainable materials.

The new house, Esther, is INFOREST's most recent addition. At almost 10 metres long it's also the largest and most spacious. Esther, like the other houses, will be off-grid and in a secluded position in the forest. Solar energy is stored in batteries and the house has an inbuilt water tank. This modern accommodation, in tune with nature yet with all the comforts, gives guests a great opportunity to enjoy the fantastic Swedish forest on their own.

- INFOREST is affiliated to [Stepping up Sustainability](#) and their sustainable off-grid houses in the forest offer accommodation that has the least possible impact on both nature and the environment. They also teach visitors about the Swedish [Right of Public Access](#) and how to act responsibly in the countryside that they will be living in. The Right of Public Access gives people the right to walk, cycle, ride, ski and camp anywhere with the exception of private gardens, near a dwelling or on cultivated land.





GLAMPING AND CYCLING ALONG THE GÖTA CANAL

The Göta Canal connects Gothenburg with Stockholm and is the biggest infrastructure project ever built in Sweden. A couple of hundred metres from [Norrqvarn hotel](#), two Glamping tents will be sited beside the canal ready for the 2021 summer season. The tents are equipped with proper beds, dining table and chairs, electricity, water for washing hands and brushing teeth, and have a little terrace outside. A breakfast basket, bed linen, towels and cleaning are included. A stay can be combined with [Cycling along the Göta Canal](#), a popular way to explore this part of West Sweden about 1.5 hours east of Gothenburg. Visitors can also enjoy one of West Sweden's three [The Edible Country](#) tables here, where you can make food outdoors with ingredients from nature's pantry.

- Norrqvarn is affiliated to [Stepping up Sustainability](#) and focuses on using local products. They also have a [Taste of West Sweden](#) certification which is a guarantee that they use the best possible ingredients, produced and made in West Sweden.

SKÄRGÅRDSIDYLLEN – KAYAK TO AN OCEAN STUDIO ON A SMALL ISLAND OFF SWEDEN'S WEST COAST

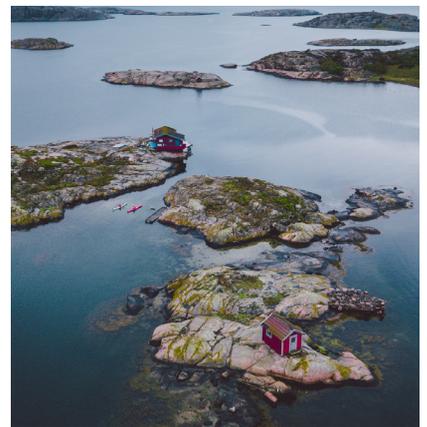
The archipelago off Sweden's west coast consists of more than 8000 islands and its sheltered waters make it possibly one of the best places in the world for sea kayaking. [Skärgårdsidyllen](#) offer guided tours all year round from their kayak centre in Grebbestad. New for this season Skärgårdsidyllen will open an Ocean Studio on Långeskär, just off Grebbestad, in time for midsummer 2021. The Ocean Studio has more or less been untouched for the last 20 years, with everything inside preserved as it was, but has now been carefully renovated. Guests who book the boathouse will have the island all to themselves with plenty of time for fishing, swimming and kayaking. They will be offered a sustainable alternative for reaching the island by kayaking out themselves or they can be taken there by boat. Skärgårdsidyllen also offers guided island hikes in this fantastic archipelago.

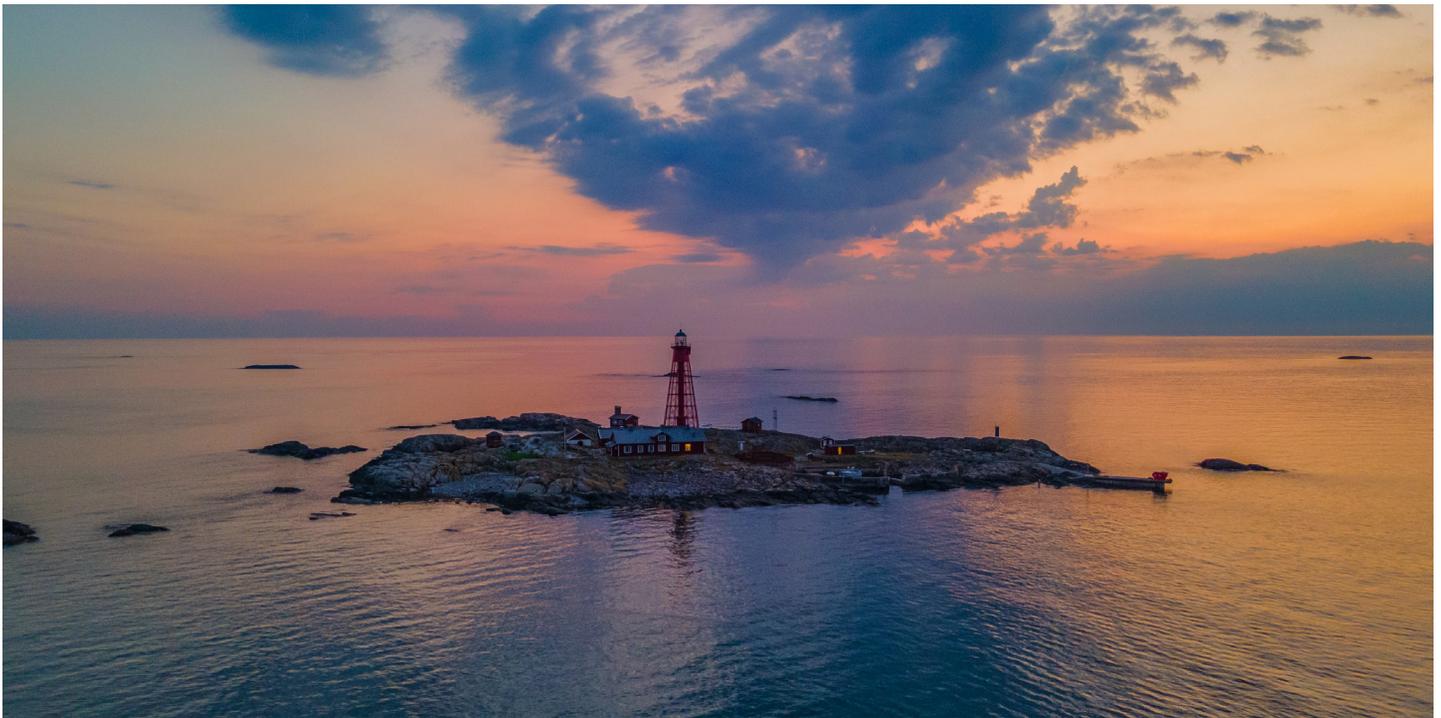
- Skärgårdsidyllen is affiliated to [Stepping up Sustainability](#) and works actively to keep its environmental impact as low as possible. For example, on an island they often visit with guests they have installed a solar powered off grid toilet. They also offer sea swimming lessons for residents and visitors, a much appreciated initiative. Being able to swim is also an essential prerequisite when hiring a kayak. To make the business beneficial for both residents and visitors they run the Sustainable Archipelago project and Beach Cleaning Days. These projects, aimed at local residents and guests, are both popular and benefit everybody.

FOREST ADVENTURES - ACCOMMODATION IN NEW TREE TENTS AND HIKING

[Pevon Ecotourism](#) offer exciting nature and wilderness experiences and guided hiking tours at Vättlefjäll nature reserve, only 20 minutes from Gothenburg. Several hiking trails cross the nature reserve and both the Bohusleden and the new Göta Älv Pilgrim Trail pass nearby. New this season is the chance to stay in tree tents. The tensile tree tents are a close to nature innovation, suspending the tent from trees using a robust three point anchoring system, creating a smart and very comfortable tent/hammock combination. The tents are equipped with an ultra-fine transparent insect mesh making it impossible for midges or other insects to get in, as well as a pull-over cover to protect against wind and rain. The tents will be erected and ready for guests' arrival from May to October.

- Pevon Ecotourism is affiliated to [Stepping up Sustainability](#). Some of their initiatives include helping the local economy by cooperating with other nearby businesses. They prioritise local suppliers when it comes to supplies of organic local produce, buy second hand as much as possible and only use biodegradable cutlery, plates and mugs.





SPECTACULAR LIGHTHOUSE ON REMOTE ISLAND BECOMES NEW SWEDISH TOP DESTINATION

A remote former lighthouse keeper's dwelling, on an island in one of Sweden's most windblown and exposed archipelagos, is set to become one of [Scandinavia's new top destinations](#). It's an exciting setting that's perfect for anyone wanting to catch their own fish for dinner and experience the very essence of the Swedish west coast.

The lighthouse was constructed in 1868 and given the name [Pater Noster](#) as a tribute to the sailors' prayers. Although the island was considered uninhabitable, a house was built for the lighthouse keeper, his family and staff. For almost 110 years, generations of lighthouse keepers lived with their families in this extreme environment, tending the lighthouse, rescuing shipwrecked sailors and establishing a small and isolated community of their own. Now a team of Swedish entrepreneurs, hoteliers, restaurateurs, designers and professional sailors have breathed new life into the lighthouse keeper's home, creating nine guest rooms accommodating up to 18 guests, a restaurant, bar and outdoor café. Award-winning design agency Stylt is responsible for the concept and interior design.

In the limelight

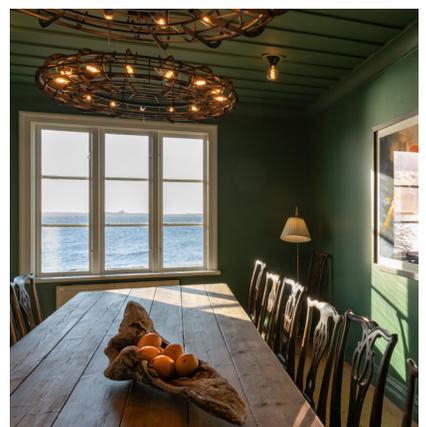
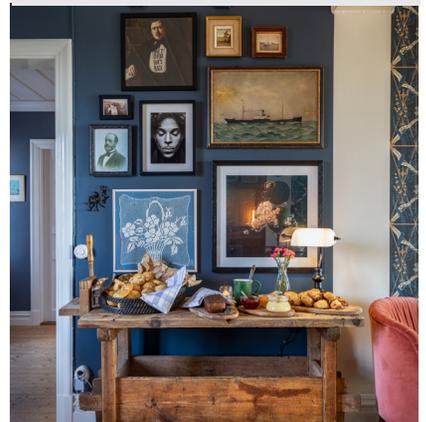
Despite having been open less than a year Pater Noster is already garnering awards and international recognition. As well as being named by the Telegraph newspaper one of the ten greatest hotels of the decade, the hotel won the prestigious Gold Key Award for Excellence in Hospitality Design. The island also came to the attention of the international media during the Gothenburg Film Festival at the end of January this year, when one lucky person won a five night solo stay to watch all the films as part of the [Isolated Cinema project](#).

But in an incredible coup for Pater Noster that possibly tops all others, a stay at the hotel will be included in the exclusive goody bags given to all the Oscar nominees for best actor and actress in leading and supporting roles, as well as best director, at the Academy Awards Ceremony on 25 April, the only European destination to achieve this.

Ensuring sustainability is at the heart of it all

Pater Noster offers authentic guest experiences with a distinct nod to the cultural heritage of the place, as well as a range of activities such as deep-sea fishing, sailing, kayaking, scuba diving and visiting the legendary lighthouse itself.

- Pater Noster is affiliated to [Stepping up Sustainability](#) and works to ensure that both themselves and their guests have as little impact on the environment as possible. Many of their staff are local youngsters and these receive training in multiple areas, to contribute to and secure the growth of a new local workforce. Pater Noster buy ingredients from nearby food businesses, aiming to get as much local and organic produce as possible. They also make a financial contribution to different organisations and foundations for children and young people who need a boost in life. In order to lengthen the season and employ more staff the island will endeavour to be open for nine months of the year.



SEE YOU AGAIN SOON!



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