



PRESS INFORMATION

Swedish Lapland



What is Swedish Lapland?

SWEDISH LAPLAND IS an international destination for visitors from all over the world and one of only seven places in the world where you can experience the Arctic. Swedish Lapland offers places to visit that you can't find anywhere else in Sweden, Europe or the world.

This region is home to world sensations such as the Icehotel and Treehotel, but also genuine, authentic and small-scale tourism with focus on people and encounters. We invite guests from all over the world to share our everyday arctic life and our way of living – close to nature, respecting it.

When the northern lights season is over, a period of never ending light and midnight sun begins. At the end of the summer the circle is completed, when the darkness returns and the auroras can yet again be seen dancing in the skies.

The region features mountains, forests, marshes, large rivers, archipelagoes and sea. It's the only part

of Sweden that borders two countries and this has influenced the region greatly.

Internationally Lapland is a concept used to describe all of northern Scandinavia. It is an old name for Sápmi, the traditional land for the Sámi people shared between Sweden, Norway, Finland and Russia.

The Sámi have lived here for thousands of years, long before today's countries even existed. When settlers, priests and traders started arriving in Sápmi a couple of hundred years ago they came across the Sámi. Since they didn't speak the same language they simply 'made up' completely new names for places and people – this is the origin of the name Lapland, among others.

The Sámi themselves never changed the name of the area or the people. This is Sápmi, and has always been. Within Swedish Lapland you'll find experiences designed to provide you with more knowledge about Sápmi, and allow you to familiarise yourself with a truly unique region.

The trademark Swedish Lapland

SWEDISH LAPLAND CONSISTS of several destinations with a common place trademark. The place trademark creates a common platform where local destinations and tourism entrepreneurs in the province Norrbotten, Skellefteå and Sorsele cooperate. Using the name Swedish Lapland we distribute information about Sweden's arctic destination, mainly focusing on international visitors.

We created the place trademark Swedish Lapland to clarify where we are, geographically speaking, to take advantage of the existing knowledge about the concept Lapland and its positive associations, and to inform about the arctic lifestyle characteristic to the region.

This means that some local destinations are members of Swedish Lapland even if they don't actually belong to the Swedish region called Lapland.

Getting here

IT'S EASY to get to Swedish Lapland. From Stockholm you can catch a flight to one of our airports: Arvidsjaur, Gällivare, Kiruna, Luleå or Skellefteå.

The road network is well developed, with the main roads – E4, E10 and E45 – being the natural arteries.

The night train departs southern Sweden twice a day, and the Inlandsbanan operates through the interior of Swedish Lapland during summer.



MAP

- Swedish Lapland
- Sápmi

Swedish Lapland represents the Swedish part of the Arctic region, shared with six other countries: USA (Alaska), Denmark (Greenland), Norway, Finland, Russia, Canada and Iceland.

How far north is Swedish Lapland actually? For example:

- Whistler in Canada has the same latitude as Frankfurt in Germany at 50° north.
- Hokkaido in Japan has the same latitude as Rome in Italy at 43° north.

Our destinations

ARJEPLOG

Towards the mountain range and the Norwegian border, right on the Arctic Circle, there's a mountain archipelago with nearly 9,000 lakes. There are only 0.2 inhabitants per square kilometre, so there's plenty of space for anglers, hikers and those wishing to hunt elk, bird or some peace and quiet. Arjeplog is a world-renowned centre for car winter testing and you can tell this is the case all year round: an international atmosphere, great hospitality and good service.

www.swedishlapland.com/arjeplog

ARVIDSJAUR

Arvidsjaur is a paradise for those looking for the beauty and tranquility of Lapland. Go fishing for arctic charr, grayling, trout, whitefish, pike and perch in small exclusive lakes or by rivers. Arvidsjaur international airport has direct flights from Stockholm all year round and from several European airports in winter. Snowmobiling, dog sledding and driving on ice on world-class tracks attract visitors from the whole world.

www.swedishlapland.com/arvidsjaur

BODEN

In Boden you're near everything. Here you find small-town charm as well as recreational areas and camping grounds more or less in the middle of town. Boden - more precisely the village Harads - is also home to the world-famous Treehotel. A unique accommodation experience featuring tree rooms with modern design in untouched nature. Each room is a unique creation by some of Scandinavia's most renowned architects. Modern design combined with forest stillness creates an immediate feel of luxurious recreation.

www.swedishlapland.com/boden

GÄLLIVARE

Gällivare is where you come across UNESCO World Heritage Site Lapponia, which includes the national parks Sarek, Padjelanta, Stora Sjöfallet and Muddus, and also parts of Sjaunja and Stubba nature reserves. Just a few kilometres from the city centre is mount Dundret, easily accessible and ideal for both family experiences and extreme adventures - all year round. Here you'll find marked trails for hiking and biking and cross country as well as downhill skiing. Hike one of the peaks to enjoy the midnight sun or the northern lights, depending on the season. Enjoy world-class fly fishing from the mountain area down to the woods. Gällivare is the northernmost station on the famous train journey Inlandsbanan.

www.swedishlapland.com/gallivare

HEART OF LAPLAND

The Torne Valley is the borderland where three cultures meet: Swedish, Finnish and Sámi culture have moulded this region. Experience Haparanda's archipelago with the gem Sesskarö, the mighty Kukkula rapids, be amazed by the original and robust Överkalix dialect and the act of physically stepping over the Arctic Circle in Övertorneå as the northern lights dance above your head. Don't forget the outstanding food, always locally produced, and the Caviar of Kalix, the vendace roe with Protected Designation of Origin - a must for all gourmets.

www.heartoflapland.com

JOKKMOKK

Jokkmokk is a natural meeting place for Sámi people from all over Sápmi. Since 1605 - for more than four hundred years - the colourful Jokkmokk market has been celebrated annually, starting on the first Thursday in February. This warm celebration features cultural activities and amazing culinary experiences right in the coldest midwinter weather. The market attracts tens of thousands of international visitors. You won't be able to find these genuine food experiences anywhere else. The town is a centre for Sámi culture, with unique knowledge about the natural resources of the region: game meat, featuring reindeer is its biggest star, berries, herbs and exclusive fish.

www.swedishlapland.com/jokkmokk

KIRUNA

Kiruna is special in many ways. Home to the largest underground iron ore mine in the world, that now forces the whole town to move. The mountains here offer trekking along the King's Trail under the midnight sun in summer and skiing in untouched nature in winter. This is also where you find Icehotel - the first hotel in the world built of ice and snow. You can travel by horseback or snowmobile, or go dog sledding through the expanses. You have to visit Abisko as well - one of the best places in the world to see the northern lights. A magical show against the night sky.

www.swedishlapland.com/kiruna

LULEÅ

Luleå is the largest city in Swedish Lapland. Luleå has a lot to offer tourists and visitors from the entire world. There is shopping, entertainment and a number of White-Guide restaurants, but also close proximity to archipelago, rivers and a vast forested area. How about taking an exciting tour across the pack ice in winter, experiencing something that looks more like an isolated lunar landscape than anything else, filled with strange formations? Or paddling a kayak under the light of the midnight light? The combination of urban lifestyle with good food and drink and being close to nature makes Luleå unique. Experiences during the day and entertainment in the evening!

www.swedishlapland.com/lulea

PITEÅ

The coastal gem Piteå is often referred to as 'the Riviera of the North', featuring long sandy beaches. At Pite Havsbad you often get Sweden's warmest water temperature in summer. Piteå in summer is a vibrant tourist city featuring charm and hospitality, giving you a festival feeling but also that fantastic sense of peace and quiet. It's a town full of contrasts: archipelago, sea, rivers, forests and an amazing countryside. In winter there are vast expanses of white and well-prepared skiing tracks, and huge pack ice formations. You can actually go skiing all year round in the skiing tunnel at the Lindbäck Stadium.

www.swedishlapland.com/pitea

SKELLEFTEÅ

Skellefteå is the most southern part of Swedish Lapland. Half of the inhabitants live in the countryside, next door to more than a thousand lakes, five rivers, a bunch of nature reserves and many kilometres of open coastal landscape. The other half live in a modern city where the seamless transition from city to countryside in many ways defines the good life - with everything from cool bars to chilly winter baths. An international winter swimming competition is held here. In Skellefteå there are three rivers classified as high-quality wild-salmon waters - a concentration you won't find anywhere else in Sweden, and it tempts fishing enthusiasts from the entire world.

www.swedishlapland.com/skelleftea

SORSELE

Sorsele is known because of its generous inhabitants and the immediate proximity to the Vindel River and the Vindel Mountains, where the nature reserve is one of the largest protected areas in Europe. Here you can be accompanied by experienced guides and go looking for wild animals, such as the elusive arctic fox or the mighty golden eagle. In Sorsele there is also an almost never-ending amount of water. Counted per person, every municipal inhabitant has a three-kilometre plot by the water - each! You can see why sustainable fishing is popular and well loved in Sorsele.

www.swedishlapland.com/sorsele

ÄLVSBY

Älvsbyn is sometimes called the gem of North Bothnia. Evidence for this expression goes back to 1930 and refers to the surrounding nature: lush valleys, high mountains, glittering lakes and a mighty river landscape. Älvsbyn is located by the Pite River and near the magical Storforsen rapids, the largest unregulated rapids in Northern Europe. Here you can bathe in pools carved by the force of water during thousands of years. There's also a large car-test facility here and a test range.

www.swedishlapland.com/alvsbyn





Swedish Lapland – a part of the Arctic

THE WORD ARCTIC comes from the Greek *αρκτος*, [a'rktos], bear, and the name is said to mean 'the land that lies under the constellation of the Great Bear (part of which is the Big Dipper)'.

A common misconception is that the Arctic is a continent, just like the other pole, Antarctica. This is not the case. The Arctic has no natural border towards the south and many definitions of the Arctic have been used in the past. Some have used the Arctic Circle as a dividing line, others use the tree line limit.

During the last 20-30 years the meaning of the Arctic has been amplified and given a certain political connotation as well. These days the Arctic is normally defined as the northern parts of Canada, Norway,

Sweden, Finland and Russia, together with Iceland, Greenland and Alaska. The Arctic Ocean, partly covered in pack ice and drift ice, is also part of the Arctic.

Around 4–5 million people live in the Arctic area, and around ten per cent belong to one of the indigenous people of the Arctic: Inuits, Aleuts or Sámi. Cultures that are over a thousand years old, but are still active and alive.

When you travel to Swedish Lapland, you're effectively travelling to a part of the Arctic and you're able to participate in the inhabitant's Arctic lifestyle. The seasons, distances and climate have created a very special way of life, keeping nature as the main focus.

Sápmi – the Sámi name and a lot more besides!

WHAT IS SÁPMI?

Sápmi is the Sámi name for the region where the Sámi people have their land. Sápmi spans across four countries – Norway, Sweden, Finland and the Kola Peninsula, on the Russian side. In Sweden, Sápmi covers the northern half of the country. Sápmi is a nation without national borders, but within the area there is a common language, history and culture. The reindeer is intertwined with people and nature, and the roots of Sámi culture go back very far in time.

The word Sápmi is taken from the Sámi language, with the same origin as the word Sámi itself. You could say that Sápmi means Sámi land as well as Sámi people.

The question 'What is Sápmi?' is multi-dimensional. Due to the general lack of knowledge about it, there are many things that need explaining to place it in a context that can be easily understood. It's almost impossible to answer the question 'What is Sápmi?' in just a few sentences.

Sápmi is the land and the people, the nature and the reindeer, the animals and the light. The midnight sun and the northern lights. The heat from the fire on a sparkling winter's day and the coolness of a mountain stream after a long day's hike. Sápmi is the food and the produce. But also human rights and Sámi names. Duodji (handicraft), fishing, and Sámi tourism. The flag and the Sámi colours. The wanderlust and respect for all we see around us. Young and old. And everything in between.

Out of respect for the Sámi people who have lived here for generations, close to nature, leaving nothing else but foot-prints behind, we don't use commercial terminology like "the last wilderness".

If you would like to learn more about Sápmi you should visit some of the Sámi companies in Swedish Lapland – they are all good storytellers and keen to share their knowledge.

FACT #1

The northern lights is possible to see from the end of August until the end of April. Find a place with no artificial lights and a clear sky to enhance your chances.

The best light show in the world

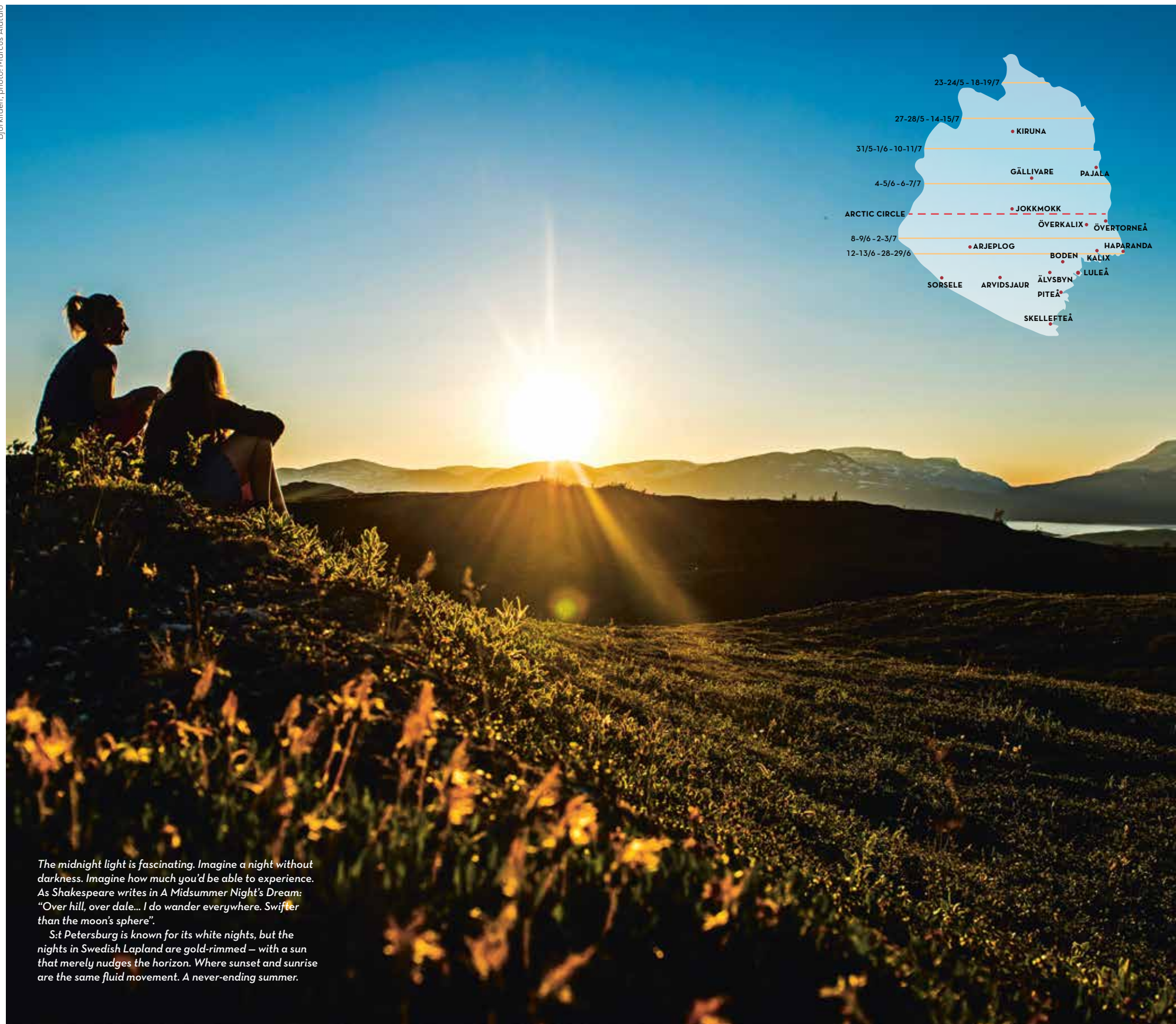
IN 2015, the United Nations Year of Light, Lonely Planet listed the top ten spots for natural light phenomena. Aurora Sky Station in Abisko was awarded first place on that list. This because there is no other place in the world where you get a better chance of seeing the northern lights.

Taking the ski lift from Abisko up to the peak of Nuolja is easy. On top of Nuolja, in the middle of Abisko National Park, it is marvellously quiet and no artificial light will interrupt your experience of the northern lights. At the café you can enjoy an exclusive and romantic four-course dinner taking you on a tour through all the flavours of Lapland's cuisine. All this while waiting for the gods Aurora and Borea to start the show. When Galileo Galilei gave the northern lights their Latin name he named it after the Roman goddess of dawn, Aurora, and the Greek god Borea, the unruly North Wind. A suitable name.

The northern lights, or rather: the polar light, is a phenomenon experienced near the poles of the Earth. Basically particles, most often electrons, accelerate inside the Earth's magnetosphere and then crash into its atmosphere. Different colours signify particles colliding with other components of the atmosphere at different distances from the Earth's surface.

The northern lights most typically occur in the aurora zone between 65° and 72° north but can be seen over a wider area. This makes the whole of Swedish Lapland an excellent destination for seeing the northern lights.

Kiruna is the Swedish space centre, used among other things for polar light research.



The midnight light is fascinating. Imagine a night without darkness. Imagine how much you'd be able to experience. As Shakespeare writes in *A Midsummer Night's Dream*: "Over hill, over dale... I do wander everywhere. Swifter than the moon's sphere".

Sit Petersburg is known for its white nights, but the nights in Swedish Lapland are gold-rimmed — with a sun that merely nudges the horizon. Where sunset and sunrise are the same fluid movement. A never-ending summer.



The mid-night sun

YOU CAN SEE the midnight sun in summer in nearly all of Swedish Lapland. Midnight sun means that you can see the centre of the sun when it's local mid-night. At midsummer you can see the midnight sun south of the arctic circle as well because of the way the atmosphere refracts the light. But even if you can't see the sun, you can see the light.

Up here we have midnight light 100 days per year and the summer adventure from the Church Village in Lövånger to the Three-Country Cairn feels endless.

Kaamos – the Polar night

IF YOU TRANSLATE IT directly Kaamos means – darkness. But those who live in the polar regions know that's not the case. It's how the snow reflects blue light in a magical way; Kaamos is the word used for this particular light phenomenon. Call it the blue hour, or the blue light, around and above the arctic circle in December and January. Sometime from 10 o'clock in the 'morning' until three in the afternoon there is daylight. If you look north the sky is blue. But if you look south there is a blush along the horizon, coloured by the sun. Around two o'clock every afternoon, and for about fifteen minutes on a clear day, there's a strange phenomenon that we can call the blue moment. Everything, the snow-covered landscape as well as the sky, is illuminated by a special, magical blue light.

This natural phenomenon only occurs in the Arctic and can't be experienced anywhere else.

FACT #2

In 2016, the Nordenskiöld race returned to Jokkmokk after a 132-year absence. It's the toughest cross-country race in the world and was first arranged April 3–4 1884. The winner was Puvva Nilsson Tuorda who skied 220 km, without a track, in 21 h 22 min. Powered by coffee and cognac. The winner in 2016, John Kristian Dahl from Norway, did it in 8 hours, 35 minutes and 17 seconds – but probably without cognac.

Aurora Safari Camp in Lassbyn.

Our eight seasons

DIVIDING THE YEAR into eight seasons is a Sámi custom. The indigenous Sámi followed the changing seasons and nature when they moved their reindeer between winter and summer pastures. These days most Sámi are more or less settled, but they still depend on the seasons and climate. Their unique knowledge is important in a region with stark contrasts between for example summer and winter, where the temperature difference some years can amount to as much as 70 degrees.

GIDÁDÁLVVE – SPRING WINTER

The spring winter, gidádálvve in Sámi, falls in March/April and brings light and warmth after months of winter. This is the time for snowmobiling on the sea ice, on the mountains or in the forests. Or for great skiing trips. Perhaps the greatest thing of all is to carve yourself a snow sofa, roll out your reindeer skin, light a fire and barbecue a couple of sausages. The spring winter spells busy times for reindeer-herding Sámi. This is when the reindeer are moved from their winter pasture in the forest land or along the coast, up to the mountains. It's easier to watch over the herd there and pregnant cows get the peace and quiet they need before giving birth.

GIDÁ – SPRING

After spring winter comes spring and this occurs in April and May. In Lule Sámi spring is called gidá. This is when the ice releases its hold of the southern parts of Swedish Lapland. The clear, clean water ripples and purls. In May we see new growth on the deciduous trees and early spring flowers blossom. Up in the mountains the nights are still cold, but temperatures are pleasant during the day – the conditions for snowmobiling and skiing are still excellent. The first reindeer calves are born and take their first stumbling steps, watched over by their mothers.

GIDÁGIESSE – SPRING SUMMER

In June the summer nights become lighter and spring becomes pre-summer, or spring summer, gidágiesse as its known in Lule Sámi. Verdancy takes over and nature literally explodes. This time of year marks the beginning of the hiking and biking season. We switch the ice-fishing rod for a spinning rod, or fly-fishing



rod. Up in the mountains the reindeer enter a much longed-for, tranquil time, free from insects and blood-thirsty swarms of mosquitoes. They take the opportunity to graze and eat their fill in birch forests and on marshland.

GIESSE – SUMMER

In June/July the eagerly awaited warmth arrives and it's summer – giesse in Lule Sámi. We bathe on shallow beaches, soak up the sun on flat rocks in the archipelago, enjoy one of a thousand lakes or cool our tired feet in a merry mountain stream. Make sure you browse through the wide range of summer experiences on offer, from coast to mountain, and get recharged before autumn and winter. Summer is a hectic time of year for the Sámi communities. The reindeer have continued up onto the high mountains to escape insects and heat. It's also time to brand the calves and families gather to help. Often the branding is done during light and cool summer nights. The herders in the forest land tend to stick to the forest all year round. They have an old trick they still use when branding calves in summer: lighting bonfires using moss creates a lot of smoke, keeping insects away from animals and people.

TJAKTJAGIESSE – AUTUMN SUMMER

In August comes autumn summer, tjaktjagiesse as it's called in Lule Sámi. Berries and mushrooms ripen in

the forest and we fill our larders and freezers with all the goodness of nature to keep us through the long winter. The evenings and nights start getting dark; insects disappear and nature changes colour in the mountains. If you're hiking you're rewarded with beautiful scenery all around. The autumn summer is also important to the reindeer, filling up on all that nature offers. They build up their fat reserve and muscle mass before the approaching winter.

TJAKTA – AUTUMN

And then autumn arrives, in September-October. In Lule Sámi it's called tjakta. The sun is high and it can be nice and warm during the day even if the clear air tells us it's autumn. Despite the frosty nights there are still mushrooms and berries available, at least in the beginning of September. Autumn is also hunting time, with the traditional elk hunt. It's another hectic time for reindeer herders. The reindeer mostly graze in the low mountains and towards the middle of September, just before they rut, it's time to slaughter the steers, and any calves missed during summer are branded.

TJAKTJADÁLVVE – PRE-WINTER, OR AUTUMN WINTER

Pre-winter makes its entrance in November-December. Days get shorter and nature changes colour to white as the snow comes to stay. The ski enthusiasts wait for trails and slopes to open, sometimes as early as

FACT #3

Årjeplog is Sweden's most sparsely inhabited municipality. If Årjeplog and Berlin were to change population density there would be 52,000,000 people in Årjeplog and a mere 178 in Berlin.

November. Reindeer hurry to graze any grass or sedges remaining in the forest and on marshland, where they can reach it even if there's a snow cover of 10-20 cm. The pre-winter is also a time for slaughter. It's mostly calves that are slaughtered in November/December. It's also the time when reindeer herds are divided into winter groups and moved to the winter grazing lands in the forest, and in some cases all the way down to the coast.

DÁLVVE – WINTER

Then comes winter, dálvve, the longest of our eight seasons. It lasts from December to March. The cold grabs hold of the landscape, freezing it into the most exquisite formations. Howling blizzards haunt the mountain regions, forests and coastlines. You have to dress with care if you're spending time outdoors. Layers and layers, with wool nearest your body and ideally a thick down jacket to keep the heat in. In Swedish Lapland we love the outdoor activities winter brings: snow-shoe walking, snowmobile driving, skiing and ice-fishing. Nature offers up amazing shows and on a clear evening or night you might be regaled with blazing northern lights. During winter the reindeer in the winter groups are looked after daily, but the reindeer graze freely, mostly lichen. The reindeer is adapted to Arctic climate and can store both water and energy when it gets cold.

Heritage for the world

A **WORLD HERITAGE** is an area, place or building so valuable that it must be preserved for the future. Such as pyramids, barrier reefs, the Grand Canyon – and in Swedish Lapland: Laponia, the church town of Gammelstad and the Struve geodetic arc.

UNESCO selects world heritage sites based on nominations. 2019 there were 1,092 world heritage sites, 15 of them in Sweden.



The beautiful Rapa Valley in Sarek National park.



LAPONIA

The large forests, mountains, glaciers and vast marshlands were inscribed as a world heritage in 1996. Laponia is also the land of the Sámi and the reindeer.

Every year the mountain Sámi move in and out of the world heritage to take the reindeer to their different grazing areas. In the forest region the Sámi live all year round and use the marshes to let the reindeer cool off.

Laponia is a living world heritage. If you know what to look for you can see how man and nature have influenced each other. The paths all take the most advantageous routes and along them you find fireplaces as beads on a string. The best tent sites are often lushly green meadows where the reindeer were milked.

An easy way of experiencing the world heritage is to visit the Naturum Laponia Visitor Centre on Viedásnjárgga in the Stuur Muorkke national park. It is a visitor centre for the entire world heritage featuring a large exhibition, café, lecture hall, guided tours and so on.



Naturum Laponia

Photo: Carl-Johan Utsi

FACTS:

- Became a world heritage in 1996.
- The world heritage consists of Sarek, Padjelanta, Stora Sjöfallet and Muddus national parks, as well as the nature reserves Sjavnja and Stubbá. The areas Tjuoldavuobme, Ráhpaäno sourgudahka and Sulidäbmá are also included.
- Laponia is approx. 9,400 square kilometres, a bit larger than Cyprus.

www.laponia.nu

THE CHURCH TOWN OF GAMMELSTAD

Gammelstad outside Luleå is the largest preserved church town in northernmost Sweden, and also the only one where two kinds of wooden towns are combined: the church town and the burgher town.

From the 14th century Gammelstad was a market place and the centre of a parish that at times consisted of nearly the entire Norrbotten county of today. At the

beginning of the 17th century the town had developed into a church town and received trading privileges. The church cottages were mixed with those that were inhabited all year round in the church town.

Today the church village is a living community where the cottages are mostly used during the confirmation festival at midsummer.

FACTS:

- 520 culture-historically valuable and protected buildings, of which 405 are church cottages.
- The unique environment consists of the 15th-century stone church with surrounding church cottages, a medieval network of streets and buildings stemming from the 17th-century burgher town.
- World heritage since 1996.

www.lulea.se/gammelstad



Photo: Peter Rosén / LaplandMedia

THE STRUVE GEODETIC ARC

In the beginning of the 19th century the German-Russian astronomer Wilhelm von Struve decided to use triangulation to establish the exact shape and size of the Earth. The measurements marked an important step forward for science and the development of topographic mapping.

Struve carried out his measurements along a 2,821 km long stretch between 1816 and 1855 and through them he could show that latitudes are longer in Scandinavia than by the equator. This proved that the Earth isn't a perfect sphere, but rather an oblate spheroid, because the sphere is squashed by the poles as the Earth spins and the mass is pulled towards the equator.

34 of the 265 observation points have been on the world heritage list since 2005.

FACTS:

- It runs through ten countries: Norway, Sweden, Finland, Russia, Estonia, Latvia, Lithuania, Belarus, Moldova and Ukraine.
- There are seven station points in Sweden and four of them are on the world heritage list.
- The points are marked by drilled holes in rock, iron crosses, cairns or obelisks.



cc-Bamse (CC BY-SA 3.0)



A sought-after cold bath

FEW HOTEL OPENINGS have been so long-awaited as Arctic Bath in Harads. A floating boutique hotel on the Lule River, designed for the world's travellers and SPA dwellers.

The history behind Arctic Bath goes a little like this: Late one evening – actually during the inaugural party at the nearby Treehotel ten years ago – one of the partners said to architect Bertil Harström: "you should make a floating sauna on the river".

The partner was thinking it would give the guests at Treehotel something to do. The floating sauna stayed in Bertil's head for sure, even if it took a few years to start sketching it. But once he started drawing, he really went for it and together with designers Johan Kauppi and Annkathrin Lundqvist he created a cold bath non paralleled. The "floating sauna" became a design hotel and spa close to the Arctic circle, with its ever changing seasons. Bertil found his inspiration in the nearby forest, and the log driving of old.

The hotel is for those who want to enjoy a sauna and a cold bath, tasty food, and tranquillity. The food here is based on local produce, of course. The spa works with Kerstin Florian's philosophy and products – also with their origin in the Arctic environment. This is a fun-filled project with its roots in classic Scandinavian design. The cold bath itself remains the heart of the hotel, because even if this did not exactly become an ordinary floating sauna, the central themes are sauna, spa, cold baths and good life.

arcticbath.se



Photo: Daniel Holmgren

The 12-room floating hotel is constructed using local materials and with very little impact on the environment, there is a flotilla of six floating cabins for couples near the water's edge, offering private access from the shore via a foot bridge and outside wooden decks. There are also six larger, elevated cabins built on the tree-lined shore.

Ice all year round

ICEHOTEL IN JUKKASJÄRVI has been an iconic place to visit for travelers around the world for 30 years. But until recently, this attraction has only been available during the local winter season. In December 2016, ICEHOTEL inaugurated the new concept ICEHOTEL 365, which provides guests with an experience of winter and ice during 365 days of the year.

ICEHOTEL 365 is a specially designed 2,100 square metre ice art hall, which houses 21 suites, including 9 luxury suites, an ice bar, an ice sculpture gallery and an event hall that runs on solar power from the midnight sun.

The midnight sun plays a big part in ICEHOTEL 365, not just as an attraction, but more as a necessity to make the facility available year round in a sustainable way. Solar panels provide ICEHOTEL 365 with enough energy to keep the rooms frozen even during the height of summer.

ICEHOTEL continues to be a world attraction during winter, under the dancing northern lights. Every year, the seasonal edition of the hotel, with additional 37 rooms, will be constructed – offering stunning ephemeral art and design during the winter season.

www.icehotel.com

FACT #4

Swedish Lapland offers a long winter season, of course. The first snow comes already in the end of October, letting cross-country and downhill skiers start enjoying their skiing. And the classic Midsummer Skiing in Riksgränsen is something you just have to experience. Skiing in the middle of the night, but in daylight.

ICEHOTEL, photo: Asaf Kliger



Rhythm of the Arctic, design Shingo Saito and Natsuki Saito.

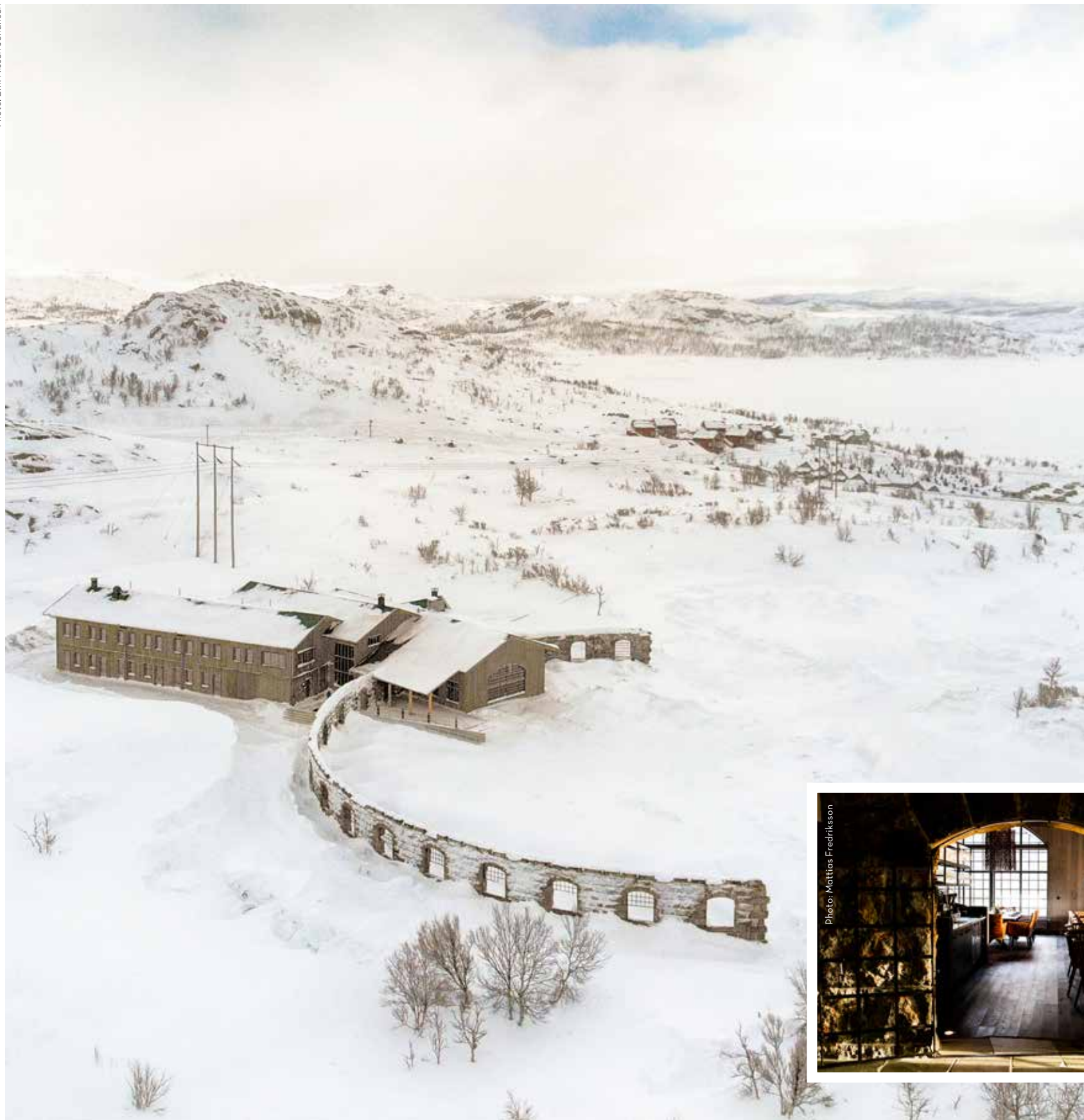


Art Suite Ground Rules. Design Carl Wellander and Ulrika Tallving.

ICEHOTEL, photo: Asaf Kliger



ICEHOTEL, photo: Asaf Kliger



An award-winning hotel dream

AN OLD ABANDONED INDUSTRIAL RUIN from the beginning of the 20th century has become one of the coolest, best-looking hotels in Swedish Lapland. Niehku Mountain Villa in Riksgränsen used the ruins of an old railway depot to build an award-winning boutique hotel for discerning adventure and gastronomy travelers from all around the world. Niehku Mountain Villa and the Swedish design agency Stylt received UNESCO's award Prix Versailles for the world's best interior in the hotel category 2019.

Niehku is the North Sámi name for dream, and in many ways Niehku is a dream come true. Naturally for the guests but also for the founders behind the project. They are all Riksgränsen veterans who love skiing, design and wine. One is a mountain guide, others are builders and architects. Another founder is the only person in Sweden to be awarded *Sommelier of the Year* twice. Something that of course laid a good platform for the glazed wine cellar built into one of the deep lubrication pits of the depot, now located right in the centre of the restaurant.

The philosophy is to provide a flawless experience with perfect mountain activities during the day, then pamper the guests at the hotel in the evening. Good food is served to happy adventurers and what makes Niehku's kitchen even more exciting is the proximity to the Norwegian sea – the seafood delicacies are as close as the wild flavours of the mountain.

niehku.com

Photo: Mattias Fredriksson



Niehku, photo David Carlier



Live amongst the tree tops

WHAT STARTED WITH A FILM featuring a small wooden hut in the forest has become a cool hotel. These days Treehotel in Harads is considered one of the world's major travel destinations.

The year was 2008. Kent and Britta were running Brittas Pensionat in Harads, what is now Treehotel Guesthouse. Kent joined some of Sweden's most well-known architects on a fishing trip where they discussed a documentary they had just seen on Swedish television. The film, *The Tree Lover* by Jonas Selberg Augustsén, is about a young man who wants to escape the summer in the city and build a tree house by the Lule River instead. Around the campfire that evening they had an idea: they would all design one tree hut each, and those huts would be the framework of a new hotel. And that's what happened. When Kent returned home he bought the land around his guest house, and construction could begin. The old guest house actually adds to the experience. As you travel the road through the forest, from a classic guest house to a cool tree house, a change takes place.

Once the idea had been put out there at the campfire and began to take shape, the investment in Treehotel was about design, first and foremost. Some of the most famous architectural firms in Sweden designed the first five rooms among the beautiful pine trees in Harads: SandellSandberg, Cyrén & Cyrén and Tham & Vidgård. Bertil Harström at Inredningsgruppen also designed two rooms, as well as the facilities needed to make it an exciting hotel. Because we all know that no modern hotel in the north comes without a sauna and a spa. The Finnish architect Sami Rintala, from the agency Rintala Eggertsson, designed the sixth room called Dragonfly before Jenny Osuldsen at Snøhetta designed the 7th room – a room that takes the hotel to new heights, as the seventh room is suspended ten meters up in the air. Among the canopies, almost at the height of the strongest northern lights in winter or the eternal midnight light in summer, new and returning guests are welcomed.

www.treehotel.se

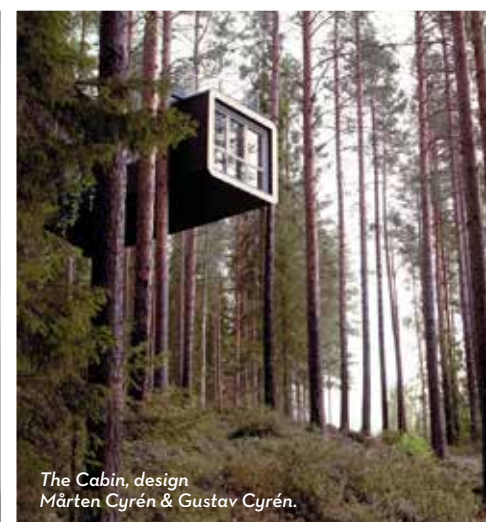
Just to name a few, Treehotel was named one of the world's best travel destinations by Time Magazine 2018 and was awarded first place in National Geographic Traveller's Design Den category a few years prior to that. The hotel has also received Mr & Mrs Smith's award as "Best Family Hotel". The latter might not be so strange. The 7th room can easily sleep five people ten metres above ground, and also: what child wouldn't want to sleep in a UFO or a bird's nest?



The 7th room, design Jenny Osuldsen at Snøhetta. Snøhetta has designed, among other things, the Opera in Oslo, the MoMa-extension in San Francisco, and the classic library in Alexandria. And now a house among the tree tops in Harads as well.



Interior from The Dragonfly, design Sami Rintala.



The Cabin, design Mårten Cyrén & Gustav Cyrén.



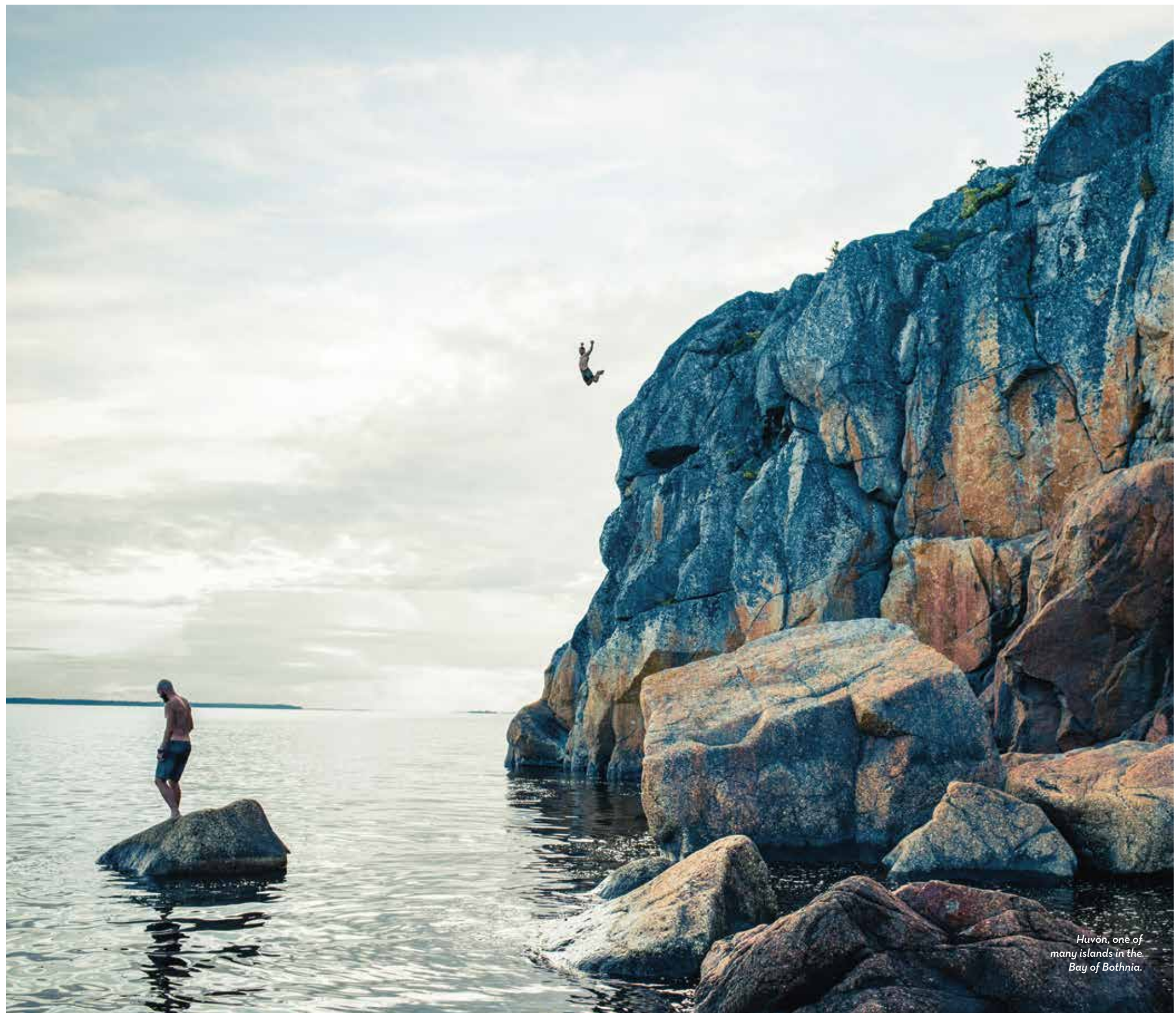
The Mirrorcube, design Bolle Tham & Martin Videgård.

Islands in the stream

THE BOTHNIAN BAY archipelago is unique. The elevation of the land, the brackish water, the shallow water and the smooth, flat rocks, the endemic plants and the meeting of different habitats make our archipelago special.

The elevation of the land – a metre every hundred years – has a great impact on the 300 km long coastline. New land is continuously formed, and the new land, the sea meadows, are ideal for *Euphrasia bottnica* and *Deschampsia bottnica*. They are plants you can only find here – in the only archipelago where the brackish water contains less than two per cent salt. It's home to salt water fish as well as typical fresh water fish. Here you'll find forest-dwelling birds as well as seabirds. A large part of the outer archipelago is very similar to the habitat you'd find in the mountain region. You can hunt grouse and find chanterelles here the same way you'd do in the mountains.

In summer regular boat rides take you out to many of the islands in the Bothnian Bay archipelago. There are hostels, cabins and picnic areas as well as saunas and barbecue spots. In winter ice freezes around the islands and they can be accessed on ice roads and snowmobile tracks. The Bothnian Bay archipelago bids you plenty of exquisite flavours. Kalix vendace roe – the gold of the sea – is the first Swedish delicacy given the status Protected Designation of Origin (PDO) by the EU, the same protection as awarded Stilton cheese, Champagne and Parma ham. Salmon built much of the wealth found along the coast. The city Luleå was built using money that came from the salmon in the river, and so was Uppsala University! There's also fermented Baltic Sea herring for those who dare.



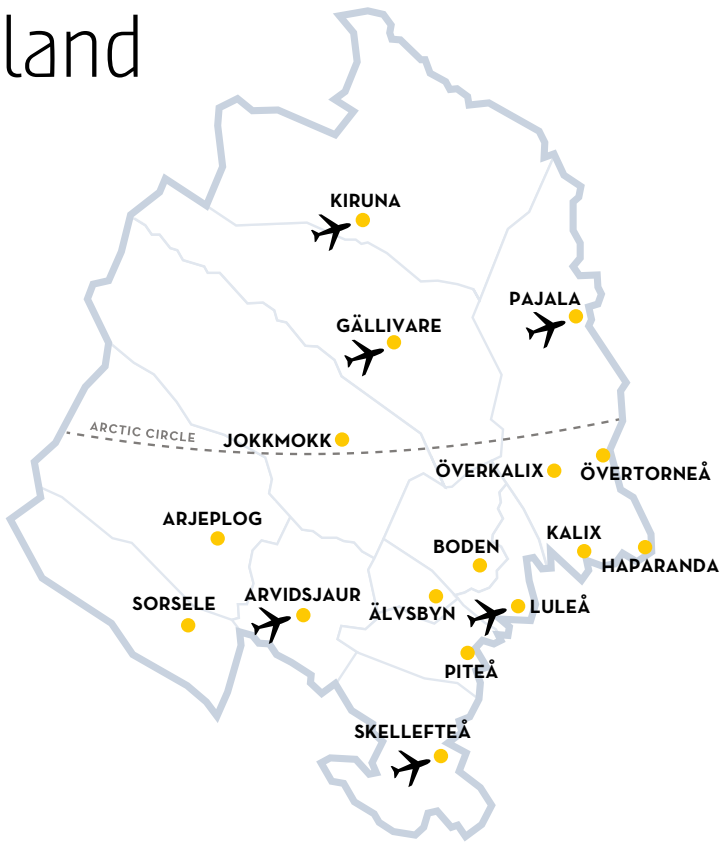
Huvön, one of many islands in the Bay of Bothnia.

Swedish Lapland in numbers

Sweden's
northernmost
destination

25%

of Sweden's total
area, which is larger
than Austria!



The tourism industry is one of the largest industries in the world. Global growth 4% during 2015. Growth Forecast: Global increase 3% per year up to 2030.

Source: UNWTO, United Nations World Travel Organisation



81 million
people in
11 countries
would like to
visit Sweden.

Source: VisitSweden, Besöksnäringens målgruppsguide

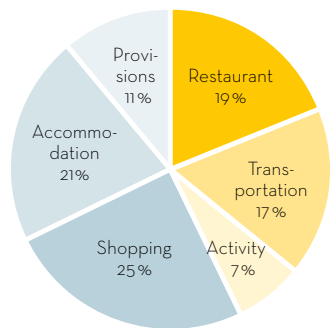
86%
increase in turnover
2010-2019

Source: TEM

EMPLOYED 2019:
4562
ANNUAL WORK UNITS

Source: TEM

WHAT THE VISITORS SPEND
THEIR MONEY ON (2019):



Source: TEM

4.066.000
GUEST NIGHTS 2019

+5% COMPARED TO 2017.
+44% COMPARED TO 2010.

Source: TEM

TOTAL TAX REVENUES
741.000.000

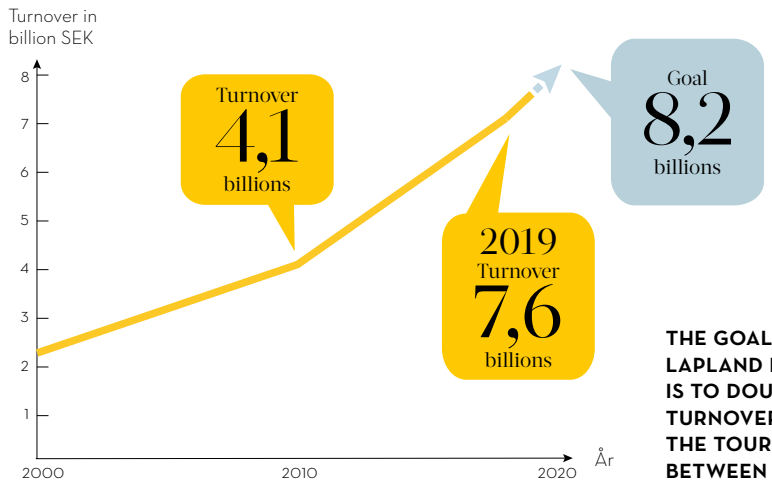
SEK DURING 2019

Source: TEM

34%

international
guest nights 2019

Source: SCB



Quirky facts

- #5 Arjeplog has so many hotel rooms that all the municipal inhabitants could check in to a hotel room each – if they have a night out – at the same time.
- #6 Johan Abram Persson from Arjeplog won the Vasa Ski Race in 1929. The Thursday prior to the competition he went from Arjeplog to the train station in Jörn (160 km). The Saturday he skied from Mora to Sälen (90 km), then he raced the same way back to Mora the next day – that being the very race he won. After that he took the train to Jörn and went back home to Arjeplog. That's more than 500 kilometres on skis in just a few days.
- #7 Dundret is the name of the mountain in the middle of Gällivare town. The peak sits 824 metres above sea level and in clear weather you can see 1/11 part of Sweden from the top. The entire mountain is a nature reserve and protected since 1970. With the new six-chair lift it takes four minutes to reach the top.
- #8 In Kiruna there are 1,500 km signposted snowmobile trails and 8,000 snowmobiles. There are also 3,425 dogs and 2,464 dog owners among the 23,000 inhabitants in the municipality.
- #9 Lake Rissajaure (Troll Lake) in the valley Kärkevagge between Björkliden and Riksgränsen has the greatest water transparency measured in any Swedish lake: 34 metres. That's the depth of the lake; if it were deeper perhaps it would be even more.
- #10 Jan Boklöv from Koskullskulle changed ski jumping forever when he introduced the V-style in 1985. Jan Boklöv was awarded the Jerring prize in 1989 after winning the ski jumping world cup, in spite of the Norwegian chairman of the International Ski Federation calling his style 'unethical'.
- #11 On a summer's day in 1924 Hugo, Josef and Tyko dug trenches in a bog near Kalvträsk outside Skellefteå – and found what turned out to be the oldest pair of skis in the world, 5,200 years old. Older than the pyramids in Egypt and the hanging gardens of Babylon.
- #12 In 2018, Emilie Forsberg set a new record (FKT) on the Kungsleden Trail. Emilie Forsberg completed the 450 km trail in 4 days and 21 hours. Normally you hike this trail in 20+ days and few people do all of it in one go.
- #13 Sorsele has the most reindeer per capita in Sweden. Sven Gösta Jonsson, known as the Sámi Rocker, had his breakthrough with the song 'At the Foot of the Mountain' in 1959. He was ahead of Elvis and Tommy Steele on the hit lists.
- #14 In Gällivare you'll find Sweden's longest cul-de-sac. From the E45, also known as Via Lappia, towards Stora Sjöfallet and Ritsem, where the road ends, it's 141 kilometres.
- #15 The folklore museum area in Gällivare features Sweden's northernmost windmill, constructed during the 1860s.
- #16 The son of Kiruna, the NHL pro Börje Salming, has more than 600 scars on his body. He had more than 300 stitches in his face at one occasion. That's the price you pay to get elected to the 'Team of the Century' together with Tretjak, Fetisov, Makarov, Charlamov and Gretsky. On the other hand, Börje Salming has no problems with his knees.
- #17 The first national parks in Sweden were created as early as in 1909. Nowadays there are eight national parks inside Swedish Lapland: Abisko, Vadvetjåkka, Stora Sjöfallet, Muddus, Padjelanta, Sarek, Pieljekaise and the Haparanda Archipelago.
- #18 As many as 60,000 to 100,000 salmon ascend the Torne River every summer on their way to the spawning grounds. It's calculated that more than 2 million salmon fry (smolt) leave the Torne River yearly. That makes the Torne River one of the most productive salmon rivers in the world.
- #19 There are more than 300 words in Sámi dialects to describe different types of snow.
- #20 Global heating. Kebnekaise/ Giebmejáisi is Sweden's highest peak. The massif consists of two peaks: north and south. All these years the south peak has been the higher one. There's a glacier on top of it. During the heat wave in summer 2018, the difference between the north and south peak shifted and the north peak, at 2,097 metres above sea level, became the highest peak in Sweden. Depending on coming years weather conditions, time will tell if the south peak can build up its glacier part and once again become Sweden's highest peak.
- #21 The Torne Valley has been called the most peaceful border in the world. Perhaps that's not too surprising. The people here see the area as their own country. One river, two countries, three languages, four cultures, you could say, somewhat carelessly. If you can't get enough of the New Year's celebration it's the perfect place to open up a bottle of bubbly. First in Finland, then in Sweden. Two New Year toasts with an hour in between. Making the same resolutions twice isn't compulsory.
- #22 The elevation of the land by the Bothnian Bay is almost a centimetre per year, one of the fastest rising landmasses in the world. This is part of a geological recovery that has been taking place since the Ice Age when the inland ice lay thick above the region around the Arctic Circle. This gives the Bothnian Bay archipelago more and more islands, with time!
- #23 Outside Älvsbyn you find the Storforsen Rapids, the largest unregulated rapids in northern Europe with a drop of 82 metres in 5 kilometres. For thousands of years, rocks, water and friction have created a fairytale landscape of wild canyons and huge basins.

The organisation Swedish Lapland

SWEDISH LAPLAND VISITORS BOARD is the official representative for the tourist industry in the region Swedish Lapland. Through a cooperative platform focused on businesses it supports the industry by commercialising the international and domestic demand for the sub-arctic products and experiences the destination has to offer.

This is done through, among other things, the project 'Business Capacity Development in Swedish Lapland', helping small- and medium-sized businesses to enhance their competitiveness. The project prioritises support helping them to grow on a domestic and international market, as well as innovation processes.

The project is funded by all 16 municipalities, Region Norrbotten, Region Västerbotten and the European Regional Development Fund.

We have designed logos with the Swedish Lapland logo and the EU logo. Those logos are available in Swedish, English and German.

Please note that the measurements in the name of the logo must be respected as minimum size in order to adhere to the graphic profile of the EU and for the information obligation to be considered fulfilled.



Exempel: SweLap_EU_eng_77mm.eps



Exempel: SweLap_EU_sv_36mm.eps

The EU funding entails information obligations, it must be clearly stated that project activities are partly funded by the EU.

This is made visible by using the EU logo. If it can't be used, in text and other editorial content, the expression '**this project is financed by the European Regional Development Fund**' can replace the EU logo.

This information obligation is applied to all material produced and financed by the project, entirely or partly. Adverts, space in printed media or on the web, recorded material with sound and/or picture, exhibition material, distributed documentation, news letters and editorial content.

If the logos of other financiers are used the EU logo must be at least as big as the others.

Image Bank

SWEDISH LAPLAND VISITORS BOARD has a web-based image bank where you can find photos to use in media or commercially. There's a wide range of images from Swedish Lapland and the region available and the number keeps growing. To get login details and access,

e-mail us at press@swedishlapland.com. Please provide a name and e-mail address, which media organisation or company you work for, and the reason why you'd like to access the images. Also please state in what context the pictures will be used.

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