

Experience Sweden Differently: Fresh Trails and Thoughtful Stays - What's new this summer

From a top European destination nod for the West Coast, complete with new trails, to unique stays combining nature, design and sustainability, Sweden is ready to spark travellers' curiosity. Discover new ways to experience Swedish nature, from the Arctic North to southern islands.

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News in brief:

- [Sleep Amongst the Reindeer](#) – A Nature Stay in Sápmi, the heart of Lapland

From 1 July to 30 September, guests can stay in a heated Tentipi tent surrounded by freely roaming reindeer, part of a unique experience offered by Sámi entrepreneur Anna-Lena Kaati.

- [West Coast Recognition](#): Sweden's West Coast, including Bohuslän and Gothenburg, was named a top European destination for 2025 by BBC Travel, praised for its coastline, seafood, and Gothenburg's sustainability work
- [New West Coast Trails](#): Two new circular hiking stages opened on May 2, 2025, on the Gothenburg Archipelago Trail on the islands of Källö-Knippla (4 km) and Hyppeln (3 km), accessible by free ferry
- [Upcoming West Coast Spa Hotel](#): The brand new Kusthotellet on Styrösö is scheduled to open with a nature-focused spa in late summer 2025
- [New Arctic Hotel & Spa](#): Elite Hotel Frost opened in Kiruna in May 2025, featuring 154 rooms, restaurants, and a spectacular Vana Spa on the top floor with views and potential for seeing the Northern Lights or midnight sun from infinity pool
- [New Waterside Hotel Near Stockholm](#): The family-run boutique Season Hotel opened on May 16, 2025, on the waterfront in Lake Mälaren near Stockholm, offering 37 rooms and suites, bars, restaurants, a spa, and various activities
- [New Gotland Boutique Farmstay](#): Sibbjäns, a new boutique farmstay experience on Gotland's southern tip, is opening its farm-to-fork restaurant in late June 2025, with a hotel planned for 2026, focusing on sharing the island's beauty and promoting sustainable practices
- [Nature Travels is expanding its offerings of unique outdoor experiences](#). They have collaborated with Skebokvarn, a village of 218 inhabitants in Sörmland, to provide canoe and wild camping tours around the Båven lake system. Additionally, a partnership in Arvidsjaur, Swedish Lapland, introduces several husky-related holidays, including options to experience the Northern Lights and embark on mountain dogsledding adventures.
- [NEW Architect-Designed Hiking Shelters](#): Three unique architect-designed shelters created by Scandinavian architecture students through the Arknat project will be completed in July 2025 along the Sörmlandsleden hiking trail. These structures are designed to integrate with nature and provide resting points

- Discover the Swedish drinks scene at [Spritmuseum's free Made in Sweden! outdoor exhibition](#) in Stockholm, featuring winemakers and cideries documented by Per Styregård and Erik Olsson. This exhibition runs until **31st July**.
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Sleep Amongst the Reindeer – A Unique Nature Stay from Kaatis Reindeers

Sámi entrepreneur Anna-Lena Kaati has long welcomed visitors to meet her reindeer, feed them, and gain insight into Sámi culture. Last autumn, she introduced a new opportunity: the chance to sleep overnight amongst the reindeer themselves.

Guests stay in a Tentipi tent set within the reindeer's natural environment, where the animals roam freely outside. Bedding, sleeping bags, and blankets are provided, and the tent is equipped with a wood-fired heater. A sauna is available on site, and a nearby cabin (approximately 400 metres away) offers backup accommodation if needed.

The experience runs from 1 July to 30 September **More information:** <https://kaati.se>

West Coast Wonder: Award-Winning Beauty, Enhanced Access

Sweden's West Coast, encompassing Bohuslän and Gothenburg, has been recognised as [top European destination for 2025 by BBC Travel](#). The coastline was celebrated for its fresh sea air, granite islands, world-class seafood, and long, light summer nights. Gothenburg also received recognition for its ambitious sustainability work. To complement this acclaim, **two new stages recently opened on May 2** on the Gothenburg Archipelago Trail, part of the popular Kuststigen Coastal Path. These are circular trails located on the islands of **Källö-Knippla (4 km)** and **Hyppehn (3 km)** accessible by free car ferry from Burö ferry terminal. They offer views of rocky shores, sandy beaches, and charming fishing villages. In other West Coast news, the **brand new Kusthotellet on Styrso** is set to open with a spa focused on nature in late summer 2025.

More information:

Kusthotellet, Styrso - <https://kusthotelletstyrso.se/>

West Sweden's News - <https://app.bwz.se/vastsverige/b/v/?vid=477&v=1&share=1&ucrc=F76DDEF556>

New Stays: Arctic Spa and Waterside Design

Kiruna in Swedish Lapland now boasts a significant new accommodation option with the opening of **Elite Hotel Frost in May 2025**. Located in the city's new town centre, the hotel features 154 modern rooms and two restaurants. **Aspectacular Vana Spa** situated on the top floor offers magnificent views of the surrounding landscape, including opportunities to potentially enjoy **infinity pools** while watching the Northern Lights or the midnight sun. The hotel draws inspiration from the city's history and the beauty of nature.

Closer to the capital, the **Season Hotel opened on 16th May 2025** near Stockholm. This family-run boutique hotel sits directly on the waterfront of Jungfrusund in Lake Mälaren. Inspired by marina charm and Scandinavian design, it features 37 rooms and suites, multiple bars and restaurants, a spa with hot and cold pools and saunas, and a range of activities from water sports to yoga and bowling. It is accessible from central Stockholm by car, boat, or bus.

More information:

Elite Hotel Frost - <https://kirunalapland.se/en/activities/elite-hotel-frost/>.

Season Hotel - <https://www.seasonhotel.se/en>

From Farm to Fork: Gotland Welcomes Boutique Farmstay

On the distinctive island of Gotland, **a new boutique farmstay experience is taking root Sibbjäns**, located near the southern tip of the island, is opening its **farm-to-fork restaurant in late June this year (2025)**, with a hotel to follow next year (2026). Described as Sweden's first boutique farmstay, the visionaries behind Sibbjäns are creating a place inspired by their dream to share the island's natural beauty and remoteness. The project encompasses agriculture, aiming to offer guests practical knowledge on sustainable practices like organic growing and composting. Gotland itself is known for its unique landscape and biodiversity.

More information: <https://www.sibbjans.se/en>

New Nature Experiences with Nature Travels: Paddle and Pitch Near Stockholm, Mush Your Own in Lapland

For those seeking nature close to the capital, new options for exploring the **Båven lake system** are available. Just two hours by public transport from Stockholm, embark on a **self-guided canoe and wild camping adventure** through a network of lakes, islands, and calm river channels. Flexible routes (circular or point-to-point) and durations (4-10 days) are available. Camping equipment is included. Tours run from May to September and can be tailored from easy trips to more challenging expeditions

More Information: <https://www.naturetravels.co.uk/canoe-tours-sweden-canoeing-wild-camping-baven-lake-system-ks410cs1.htm>

In Swedish Lapland, structured multi-day **husky holiday packages are being offered for Winter 2025/26**. Options include the "First Steps Husky Holiday" (easy level, 8 days, mix of guesthouse/wilderness stay, introductory sledding) and the "Northern Lights Husky Week" (medium+ level, 8 days, mix of guesthouse/cabin/tent stay, 5 days of sledding). Guests drive their own dog team. There are good chances to see the Northern Lights during these tours. Guests get involved in the care of the dogs and daily tasks, and warm clothing and equipment are provided. The tours are accessible from Stockholm.

More information: <https://www.naturetravels.co.uk/dog-sledding-holidays-sweden-first-steps-husky-holiday-1nd8dw3.htm>

Hiking Update: Nature Meets Design on Sörmlandsleden

The **Sörmlandsleden hiking trail** is set to feature **unique new resting points** this summer. Three **architect-designed shelters**, created by Scandinavian architecture students through the Arknat project, will be **completed in July 2025**. These functional and artistic structures are designed to integrate into the natural surroundings. They are located in varying settings along the trail: Fagerö in Katrineholm (forest idyll), Västra Femöre in Oxelösund (archipelago landscape), and Örstignäs Skans in Nyköping (coastal nature). These shelters aim to create accessible, sustainable, and inspiring places along the popular trail. The Sörmlandsleden trail itself offers over 1,000 km of diverse hiking easily accessible from Stockholm.

More Information:

Visit Sörmland - <https://visitsormland.se/en/aktor/experience-unique-architecture-in-nature-arknat-comes-to-sormlandsleden/>

ArkNat - <https://www.instagram.com/p/DHVeaBCM-N/>

Discover Sweden's Thriving Craft Drink Scene at New FREE Exhibition

Stockholm's Spritmuseum is currently showcasing the significant developments in Sweden's beverage landscape with a new outdoor exhibition titled **"Made in Sweden!"**. This exhibition delves into the **"Swedish beverage wonder"**, focusing on the dedicated individuals behind the numerous cideries and vineries that have emerged across the country.

The exhibition is a narrative about producers who are working diligently, often **fighting against both climate challenges and bureaucracy**, to create excellent products. It highlights the **hard work, craftsmanship, and passion** involved in Swedish winemaking and cidermaking, blending old traditions with the future of beverage culture.

Created by food and drink journalist **Per Styregård** and photographer **Erik Olsson**, the exhibition is based on a year spent visiting and documenting 14 Swedish beverage farms. Through text by Per Styregård and photographs by Erik Olsson, visitors can explore the producers' visions, difficulties, dreams, and plans, as well as the agricultural work behind the drinks. Producers featured include **Fruktstereo, Långmyre Vineri, Thora Vingård, Pomologik, and Vingården i Klagshamn**. Photo - Thora Vineyard, Credit: Erik Olsson

More Information:

"Made in Sweden!" is an **ambulating outdoor exhibition**. It is currently mounted outside Spritmuseum at Djurgårdsstrand 9, until 31st July and is **free to view**, before it then travels on to other places across Sweden.

<https://spritmuseum.se/exhibition/made-in-sweden/>

Press Images: [HERE](#)

For further information, press images and prices, contact:

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Additional assets available online:  [Photos \(6\)](#)

<https://stage.mediaroom.com/visitsweden/2025-05-22-Experience-Sweden-Differently-Fresh-Trails-and-Thoughtful-Stays-Whats-new-this-summer>