



Stockholm Visitors Board/Henrik Trygg



VisitDenmark/Jan Wiinther



Unique spa experience, Bestebakken in Fjord Norway

## Scandinavia – A Perfect Blend!

### Nature. Heritage. Design. Hipness....and Happiness!

Denmark, Norway, and Sweden: Three European destinations that combined, make for one fantastic vacation. United in heritage but unique by design, the Scandinavian trio have a lot in common – from pristine natural settings, and a shared Viking history to progressive populations and world-renowned senses of style – but are distinct and special enough to make each one a must-see. From the cool cosmopolitan capitals of Denmark and Sweden – Copenhagen and Stockholm – to Norway’s stunning and serene fjords, Scandinavia is brimming with sights, sounds, tastes, and experiences found nowhere else. One-of-a-kind Scandinavia-only moments await you!

Each country has its own distinct language, yet each is widely known for its knowledge of English. Excellent infrastructure with convenient rail and air services – within as well as between the major cities, makes it easy to get around. Scandinavian Airlines offers direct connections from several gateways in the U.S. to Scandinavia, as well as between Denmark, Norway and Sweden. More inclined to drive or take the train? The majestic Oresund Bridge connects Denmark with Norway and Sweden, by car or rail.

#### Lifestyle and “Green” Living

Denmark, Norway and Sweden are all leaders when it comes to a “green” and organic lifestyle. Stemming from a growing public concern over “green” topics, such as ecology, environment and sustainability, from individuals to corporations, each country has a major focus on environmental issues. Denmark, Norway and Sweden offer many opportunities to explore a “green”, organic vacation and a healthy lifestyle.

We invite you to explore a snapshot of Denmark, Norway and Sweden through these suggested itineraries – just a small sample of what Scandinavia has to offer.

[www.VisitDenmark.com/usa](http://www.VisitDenmark.com/usa)

[www.innovationnorway.com/us](http://www.innovationnorway.com/us)

[www.VisitSweden.com](http://www.VisitSweden.com)

[www.flysas.com/us](http://www.flysas.com/us)



Stockholm Visitors Board/Henrik Trygg



VisitDenmark/Jan Wiinther



Unique spa experience, Bestebakken in Fjord Norway

## SWEDEN – Lifestyle & “Green” Living

### Day 1

Stockholm, Beauty on Water, is the first city designated as a European Green Capital 2010 by the European Union. Explore this clean, green capital on a stunning Eco-tour by boat. Travel through the beautiful Eco Park, the close archipelago of Stockholm and the trendy eco-district **Hammarby Sjöstad**. The tour also includes organic refreshments!

**The Haga Park** is a well kept secret in Stockholm. Stroll along some of the walkways, go for a swim in the lake, take a picnic or enjoy a coffee at one of the outdoor cafés. Here you can also admire the Haga Castle, the future residence of Crown Princess Victoria and Mr. Daniel Westling after they are wed in June 2010.

A great option for dining is **Michael Dahlgren**, which is located in the famous Grand Hôtel, with views across to the Royal Palace. The restaurant is named after its famous owner, one of the most renowned chefs in Sweden. His gastronomic philosophy is simple but meritorious; *“Natural produce and natural taste are essential for natural cuisine.”* The restaurant is honored with two stars in the prestigious Guide Michelin and is a must for hungry foodies.

### Day 2

After breakfast, set off for the **Rosendal's Garden** on Djurgården, a lovely open park filled with plants, herbs and flowers. The café, in the former greenhouses, offers hot and cold lunch dishes, salads, sandwiches, soups, cookies and cakes. It is famous for its organic produce. The gardeners deliver in season produce directly to the cooks every morning. It doesn't get any fresher and more delicious than that!

Stockholm also offers some great eco-shopping. Don't miss **Ekovaruhuset** in the Old Town, a store with trendy, stylish and tastefully selected fashion produced from eco-friendly textiles. You'll find garments from top Swedish designers such as Camilla Norrback and Lovisa Burfitt and the store has an affiliate in New York called House of Organic. Another great suggestion is Secha, a beauty salon that sells only natural and organic products. Among other things, there are make-up, lotions, teas and perfumes on the shelves. There is also a professional perfumer who will create a personalized fragrance just for you!

### Day 3

A trip to the historic town **Sigtuna**, the fist capital of Sweden, is not to be missed. In Sigtuna you can explore churches, castles, ruins, runic stones raised by the Vikings and the oldest street in the country. Here, at the shores of Lake Mälaren, you'll enjoy pastries straight from the oven, fresh ground coffee, art galleries and shopping in beautiful boutiques.

For dinner, head to **Lejontornet** (the Lion Tower) in the Old Town. The restaurant has defined the new Swedish cuisine, based on reinterpretations of classical themes, combined with familiar flavors from the Swedish natural world. All vegetables are organic and the meat comes from local organic farms.



Image Bank Sweden/Lena Granefelt



Stockholm Visitors Board/Ulf Hinds

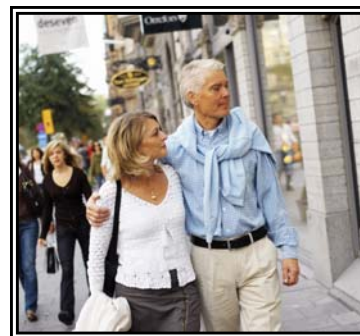


Image Bank Sweden/Lena Granefelt



Image Bank Sweden/Henrik Trygg



Stockholm Visitors Board/Henrik Trygg



VisitDenmark/Jan Wiinther



Unique spa experience, Bestebakken in Fjord Norway

## NORWAY – Lifestyle & “Green” Living

### Norway. Powered by Nature

#### Day 1 & 2

#### Join an Ecotourism Norway tour

*“Ecotourism is an enriching nature and culture experience, prepared by responsible tourism companies that show care for their patrons, the environment and the local community they are part of.”*

The values behind ecotourism lie deep in the soul of the Norwegian people. The act of living in and with nature is part of Norwegian tradition of outdoor life; a tradition that Norwegians happily share with their guests, together with the great stories and genuine experiences.

#### Where to go and what to do

If you are interested in ecotourism, Visitnorway can recommend activities such as wolf tracking in the Rendalen Valley or kayaking with an instructor in the untamed nature of the Lofoten Islands, or in the spectacular Romsdalen Valley. Or why not spend a night or two at Bjåen Mountain Lodge, high in the mountains at Setesdal where grandma’s traditions safely live on. At the Svalbard Islands in the high Arctic or the Østerdalen Valley experience the infinite nature with dogs leading the sledge.

In Geilo you can experience both fun and games in the good spirit of ecotourism, or you can join a seasoned guide on a mountain hike and take in the sheer beauty of nature in the high mountains. Just below the Arctic Circle in Helgeland you may visit Havnomaden Kayak Center. In Fjord Norway, you can visit a genuine ecotourism farm at Ypsøya, or join a mountain hike in Stavanger combined with a lovely open-air meal. For more information about the certified Eco Tourism companies and various tour suggestions, visit [www.visitnorway.com/us](http://www.visitnorway.com/us)

#### Day 3

#### Oslo – one of the world’s greenest cities

Oslo has a great location at the head of the Oslofjord, surrounded by forested hills. Even in the city centre, the nearest park is never more than a few blocks away. A ten-minute boat ride from the centre takes you to lovely beaches on the islands in the Oslofjord. In 2007 Reader’s Digest ranked Oslo as number two on a list of the world’s greenest and most pleasant cities to live in! The city offers an abundance of attractions, shopping options and a flourishing cultural life, and a choice of restaurants which is almost unparalleled in Scandinavia.

Oslo is a relatively small city and very easy to get around on a bike. City Bikes (Oslo Bysykkel) are available from a large number of bike stations around the city. You need an electronic smartcard to use the bikes, and these are available for rent at the Tourist Information. You are only allowed to use a bike for maximum 3 hours then you have to return it to a station (any one of them), and you can immediately loan a new bike if you wish. Most of the stations are in the city centre, but you can also find bikes at Bislett, Grünerløkka, Gamlebyen (the old town) and at Bygdøy, and new stations are being built continuously. The bike stations are open between 6 am and midnight. The bikes are not available in the winter.

For more tour suggestions in the Oslo region, go to [www.visitoslo.com](http://www.visitoslo.com)



Geiranger Fjord, Terje Rakke/Nordic Life/ Fjord Norway



Cruising in the Nærøy Fjord, Terje Rakke/ Nordic Life/Fjord Norway



Relaxing in the sun, Destination Trysil/Utefoto.no



Stockholm Visitors Board/Henrik Trygg



VisitDenmark/Jan Wiinther



Unique spa experience, Bestebakken in Fjord Norway

## DENMARK – Lifestyle & “Green” Living

### Day 1

#### **Grab a bike**

It is well-known that Danes love their bikes, so much, in fact, that in Copenhagen 37% of residents use their bike to get to work, and more than 200 miles of city streets have dedicated bicycle paths. Copenhagen, also, “invented” the free “citybike” program, so grab one and bike the city while taking in the sights, such as the Royal Palaces, the Little Mermaid or simply bike around enjoying in the city life. Not only is it a healthy lifestyle it’s also 100% CO2 free! Explore Copenhagen and bike to one of the many parks in the city; **Frederiksberg Garden**, **Rosenborg Garden** and **Kastellet** (the Citadel) to name a few. Tired of biking yourself – jump on one of the many rickshaws found throughout Copenhagen.



VisitDenmark/Cees van Roeden

For lunch try the **Chr. 4’s Køkken** serving up organic traditional **smørrebrød** (open-faced sandwiches) or head to **Claus Meyer’s Deli**, popular with its mix of restaurant, exclusive grocery, coffee bar and take-out. Why not do as the Danes do? Order take-out and walk to one of the many city parks for a picnic and relaxation – Danish lifestyle in a nutshell.

### Day 2

#### **Take a Swim or go Farming**

Take a swim right in the heart of the city. Copenhagen City took steps to ensure a clean harbor front, and along the **Islands Brygge** you’ll find a section designated as a swimming and recreational area. So if it’s a nice and sunny day don’t hesitate to enjoy a Copenhagen harbor dip.



VisitDenmark/Henrik Stenberg

Want to explore the organic side to Denmark – leave your bike and the water behind and take the train north to **Humblebæk** to visit **Krogerup Avlsgaard**, Denmark’s largest organic farm. Everything sold at the farm is 100% organic. Enjoy lunch at the café or brunch on Sundays while surrounded by beautiful landscapes.



VisitDenmark/Nicolai Perjesti

When back in Copenhagen head to the Restaurant **BioMio**, in Copenhagen’s fashionable meatpacking district, and enjoy an organic and tasty meal in a laid back atmosphere.

### Day 3

#### **Shop with a Conscience**

In Copenhagen you can go for considerate shopping. Find organic life style boutiques, fair trade handbags and accessories together with toys and home accessories made of organic and natural materials.

In the Østerbro district, you’ll find **Boutique Mode med Mening**, “clear conscience” fashion offering many sustainable brands. In the Nørrebro neighborhood, you will find **CommonZenz**, the first organic life style boutique selling Danish and international environmentally-conscious products, such as jewelry, footwear and clothing.

Or go to Grønnegade, in downtown Copenhagen, to find Denmark’s first organic perfumery, **Pureshop**, specializing in organic beauty care, hair treatment and make-up.



VisitDenmark/Ditte Isager