

The essential guide to SCANDINAVIA

DENMARK, NORWAY AND SWEDEN



AURLAND FJORD, NORWAY

Produced by The Scandinavian
Tourist Board in cooperation with
Scandinavian Airlines

STB
Scandinavian Tourist Board





SKÅNE, SWEDEN - RICHARD RYAN/VISITSWEDEN

VÄLKOMMEN

No matter when you visit Scandinavia, you'll be awed by the natural beauty and seasonal attractions. During the cooler months from November until March, a winter wonderland of brilliant snowfall, world-class skiing and winter sports, and cosy cafés awaits as the spectacular northern lights illuminate the sky in the far north. Don't miss the opportunity to enjoy the festive season in Scandinavia; from the Christmas markets to gourmet fare and the most beautiful decorations in the world, it's an unforgettable experience. In the summertime, from June to August, the cities and countryside towns hum with an infectious upbeat energy as music festivals, water sports, hiking and biking tours take centre stage. It's the perfect time to visit the legendary fjords of Norway, the beaches of Sweden and the islands of Denmark.

Gourmet travellers, outdoor enthusiasts, culture seekers and history buffs will all find something to love in the chic metropolitan centres and welcoming towns of Scandinavia. Start your trip in

WELCOME TO SCANDINAVIA, a smörgåsbord of unique experiences! Located in the northern part of the European continent, Scandinavia is made up of three countries: Denmark, Norway and Sweden. With its breathtaking natural surroundings, its refined culture and its sophisticated lifestyle, Scandinavia will delight and surprise visitors.

TO SCANDINAVIA

one of the historic but oh-so-modern capitals – Copenhagen, Oslo and Stockholm – and, from there, fan out to explore as much of this fascinating region as time will permit. One thing's for sure, there's no limit to the attractions on offer, from castles to indigenous culture, from innovative dining to star-gazing.

Although Scandinavia is often perceived to be far away, it is, in fact, closer than you imagine. With convenient scheduled flights by Scandinavian Airlines

departing from major Australian cities, Scandinavia is well worth the journey for a holiday you'll never forget.

AARHUS, DENMARK



FUN FARE: THE SMÖRGÅSBORD You're in for a feast of culinary treats as you eat your way around Scandinavia. Traditionally, lunch and dinner are served smörgåsbord style, with generous portions of hot and cold food, fish, meat, salads, desserts and cheeses. Herring is a highlight: pickled, smoked, marinated in garlic, tomato or mustard, and even served sashimi-style. Tasty meatballs, ham, duck, sausages and rice pudding are popular, as is the healthy black bread made from rye that forms the perfect base for open sandwiches of egg salad, smoked salmon and cream cheese. This cuisine varies slightly between countries and even regions.



Custom dictates that you should go around seven times to select your food at a proper smörgåsbord. And don't forget the schnapps, an essential accompaniment. The strong alcoholic drop is flavoured with different herbs and spices such as aniseed, cumin, fennel and elderberry. Sipped from small shot glasses, schnapps is best served ice cold.



CITY BREAKS

Your introduction to Scandinavia will most likely begin in one of the capital cities Copenhagen, Oslo or Stockholm. As your first port of call, these stylish cities are a perfect snapshot of the intriguing history, cultural heritage and brilliant design found throughout Scandinavia. So stop by and enjoy an unforgettable city break – or three!

COPENHAGEN The capital of Denmark has the heartbeat of a big city but, at the same time, everything is within easy reach. You can go exploring a world of fashion, design, culture and gastronomy. For a change of pace, the surroundings offer plenty of outdoor activities, and Copenhagen is a wonderfully “green” and sustainable city.



HOLMEGAARD GLASS, DENMARK

Relax at Nyhavn, a beautiful historic canal lined with cafés, bars and restaurants. Hop on board one of the guided tour boats. The tour will take you past the Little Mermaid, The Opera House and many other inspiring sights.

Tivoli Garden is a world-famous amusement park, located in the heart of the city. In addition to the ferris wheel

and roller coaster, you can also enjoy the seasonal flowers, and pantomime performances at the Peacock Theatre. Visit during the festive season to witness the spectacle of 10,000 fairy lights strung up throughout the park grounds.

Copenhagen's largest shopping area is centred on Europe's longest pedestrian shopping street, Strøget, and the streets that surround it. International labels including Prada, Louis Vuitton, Cerutti and Chanel are represented at the Kgs. Nytorv end of Strøget, but if you are shopping on a budget, head further down the pedestrian street, where you will find excellent value clothes in shops such as H&M.

TIP Free city bicycles can be borrowed from Citybike to get you around town in a healthy and eco-friendly way. Pick up a Copenhagen Card from any tourist office and you can whiz about on subways, trains, buses and ferries.

OSLO Norway's capital is a bustling city with plenty on offer. Walk the streets – you'll be impressed with the city's cutting-edge architecture and design

hotels and museums. Enjoy a good beer along Karl Johans Gate, stroll through the Vigeland Sculpture Park and, in winter, admire the ski jump in the middle of the city at Holmenkollen. Residents say Oslo manages to buzz with an exciting energy while still retaining its chilled-out village vibe.

DON'T MISS:

- Getting into the Christmas spirit at Bærums Verk. Take a horse and sleigh ride or just enjoy the beautiful surroundings and small shops in old houses from the seventeenth century. Experience an old-fashioned Christmas market and meet Norwegian fairytale characters, the Hulder and the Trolls!



CULTURAL HISTORICAL MUSEUM, OSLO
JOHAN BERGE/INNOVATION NORWAY

- The Nobel Peace Centre is located on the grounds of an old railway station near the Oslo City Hall where the world-famous award ceremony is held in December every year. Be inspired by the exhibits and memorabilia documenting past Peace Prize winners and Alfred Nobel's efforts to raise awareness in resolving wars and conflicts in the aim of achieving peace around the world.

- The National Gallery is Norway's largest gallery, showcasing a collection of national and international art works, including 1900 sculptures and 40,000 block prints. Compare its exhibits to Munch's masterpieces including *The Scream* and *Madonna* at the Munch Museum.

- Be wowed at the Viking Ship Museum with its displays of full-scale Viking ships, and treasures from chieftains' burial sites, dating back to the eighth century.

TIP The Oslo Pass represents great value savings and free entry to galleries, museums, and sightseeing spots within Oslo as well as discounts on public transport.

STOCKHOLM This city sparkles as a leading light of Scandinavian design and style. Made up of 14 islands, the "Water City" is not only Sweden's capital but Scandinavia's largest city. Grand historic buildings and culture dating back to the thirteenth century intermingle



with some of the best contemporary art and design in the world.

DON'T MISS:

- The Modern Museum, home to an impressive collection of Swedish and international art, plus a renowned restaurant overlooking Stockholm's beautiful bay.

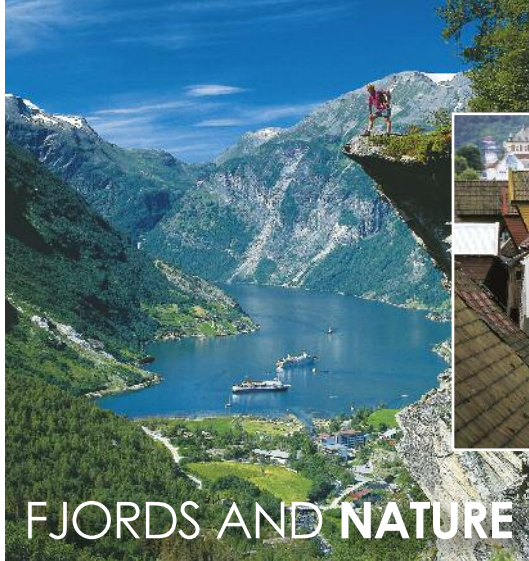
- The Opera House, erected in Baroque style in the late nineteenth century. Dressing in your finest to watch an opera is an unforgettable experience.
- Ten Swedish Designers (10-Gruppen) was founded as a collaborative effort between ten young textile designers back in 1970. Their collections often use vivid colours and make for original, stylish souvenirs.
- The Vasa Museum displays the world's only surviving seventeenth-century ship and many of its extraordinary contents, and is Sweden's most visited tourist attraction.
- Östermalm is a residential quarter lined with quality restaurants, exclusive boutiques and antique shops. The large, bustling indoor-market (Ostermalms Hallarna) is the place to pick up souvenirs. If you're interested in design and architecture, this is the area to check out.

TIP Pick up a Stockholm Card and gain free entry to 75 of the best sightseeing spots, plus free use of city buses and trains.

For more information go to
www.visitscandinavia.com.au



GAMLA STAN, STOCKHOLM - GÖRAN ASSNER/VISITSWEDEN



FJORDS AND NATURE



VISITING THE FJORDS

From still lakes and lowlands to majestic mountains, Scandinavia is a true gem of natural splendour, but above all, it's the legendary fjords of Norway that are unforgettable. Fjords are valleys, formed by glaciers and filled with water from the sea that over time forms steep walled inlets. You will find these indenting the entire west coast of Norway, creating one of the world's most amazing landscapes.

Norway boasts some of the longest fjords in the world. For the

best vantage points, start in World Heritage-listed Bergen, the gateway for touring the fjords. It's Norway's second largest city and was Norway's capital city in the twelfth and thirteenth centuries.

Cruising is the most common way of enjoying the impressive cliffs, with glaciers hovering at the top, although hiking and trekking trips through this unique natural wonderland are also recommended.

DID YOU KNOW?

- *National Geographic* ranked Norwegian fjords as the most

popular of all World Heritage-listed sites.

- The five main fjords of Norway are Geirangerfjord, Sognefjord, Hardangerfjord, Nordfjord and Lysefjord, each offering their own distinctive scenery.
- The Sognefjord is the world's deepest and second-longest fjord, stretching 204 kilometres eastwards from the west coast, with a depth of 1308 metres. The fjord can be reached by train and other public transport from Oslo and Bergen, and can be accessed year round.

SKIING & SNOWBOARDING

Northern Scandinavia is a winter wonderland for ski enthusiasts, and an unforgettable experience. Enjoy all types of skiing in the northern regions of Norway and Sweden, from cross-country to snowboarding to off-piste. Ice-skating on frozen parks and canals, ice fishing trips, glacier golfing and dog sledding to the renowned Icehotel outside Kiruna in Swedish Lapland are also fun winter activities to enjoy during a winter visit.

BEST SKI RESORTS

1. Trysil is the largest ski resort in Norway. The location ensures a

stable climate ideal for winter sports. The season generally starts in late October and ends in late April.

2. Hafjell is located 15 kilometres north of Lillehammer, a skiing district in central Norway that hosted the 1994 Winter Olympics. A shuttle bus service from Lillehammer centre makes it very accessible.

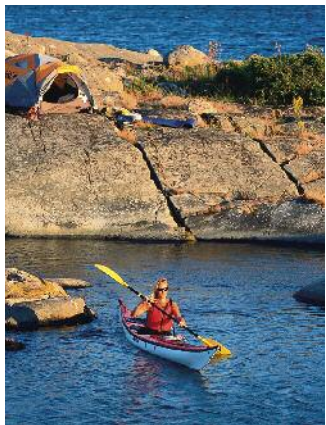
3. Norefjell is a great all-round ski resort, just over an hour from Oslo. The terrain is suitable for all types of ski and snow lovers. Choose between cross-country skiing, downhill skiing, snowboarding and sleigh rides. The winter season normally lasts from November until May.

4. Åre village lies in central Sweden and is made up of three ski areas; Björnen, Åre By (Åre Village) and Duved. With 40 lifts operating, it is one of Sweden's most popular resorts and hosted the Alpine World Championship in 2007.



NORTHERN SWEDEN
BO LIND/VISITSWEDEN

5. Riksgränsen in Sweden is the most northerly ski resort in Europe with off-piste skiing for beginners and professionals. Because of its location above the Arctic Circle you will enjoy summer skiing in the light of the midnight sun until the end of June.



ARCHIPELAGO, SWEDEN - VISITSWEDEN

THE GREAT OUTDOORS

Scandinavia's unique wilderness will entice you to get out and about in the great outdoors. Just about any activity you can imagine that can be enjoyed on the water or on snow can be found in the region. Depending on the season and where you are in Scandinavia, you are sure to find something that gets your

adrenalin pumping.

Denmark is known as one of the most bicycle-friendly countries in Europe and the extensive network of bicycle routes not only makes it easy to get around, it will also take you to charming parts of Denmark that no motorised vehicle can access.

One of the best ways of experiencing the majestic mountains of northern Scandinavia is hiking. The vast majority of hiking and trekking trails are well sign-posted with hostels, mountain stations and huts spread along the way, so you can get a good night's rest.

Out on the Scandinavian waters, popular activities include canoeing in the archipelago, ocean sailing, and water skiing on the many lakes. Stunning scenery complements the fresh air and invigorating activities.

Sun, surf and sand in Scandinavia? Absolutely! Popular beach holiday spots include Bornholm and Langeland in Denmark, plus Skåne and Sandhamn in Sweden. Fishing, swimming and sunbathing are popular in the summertime at these resort towns.

**For more information go to
www.visitscandinavia.com.au**



NORTHERN LIGHTS & MIDNIGHT SUN

Welcome to the Northern Region of Scandinavia! No matter when you visit, there's a breathtaking natural spectacle to behold. Across northern Scandinavia, visitors will be wowed by the light nights of the Midnight Sun during the summer months and Northern Lights during the wintertime.

The true magic of the midnight sun can be experienced from June to August. Although the whole of the region gets long, warm summer nights, you have to travel north of the Arctic Circle to experience the full wonder of the Midnight Sun. Go on a midnight hike in northern Sweden or watch the sun set from the dramatic cliff at Norway's North Cape. Thrill to a dog sled ride, midnight tour to a sparkling glacier, or even play golf at midnight in Sweden's north.

As the cooler months set in,

prepare for the legendary Northern Lights, a stunning light phenomenon often seen in the northern regions in wintertime. If you turn your eyes to the sky you may be lucky enough to glimpse flickering shafts of light, seemingly dancing across the dark sky. The scientific name for the phenomenon is *aurora borealis*, or *aurora* for short.

DID YOU KNOW? You can take part in the Northern Lights Tour in Norway for your chance to glimpse the famed Aurora Borealis. After horse sledding through the snow, you will be served warm soup and waffles inside a Sami tent. Whilst waiting for the northern lights to appear in the night sky, you'll be regaled with tales of northern light legends. **For more information go to www.visitscandinavia.com.au**

SÁMI CULTURE



As the only ethnic group of people within the European Union to have been declared indigenous, the Sámi people of Scandinavia can hail their roots from as far afield as Russia. Today, Sámi people live throughout the vast northern

Arctic region of Scandinavia. Their unique culture, estimated to be more than 2000 years old, has gone through great changes over the recent past.

Around ten percent of the Sámi people work with reindeer herding, one of the traditional livelihoods of the people. Hunting and fishing still figures prominently in their daily lives, which are lived according to great respect for nature. Others are masters at arts and crafts, the product of their labours available for sale in gift shops around Scandinavia. Sámi singing and traditional music are also worth seeking out.

Today the Sámi flag flies proudly, the national anthem written in the early 1900s has made a comeback, and ancient traditions have been combined with modern influences. It all makes for compelling reasons to visit and learn about this proud, unique culture.

EXPERIENCING SÁMI CULTURE

1. Visit Jokkmokk, one of Sweden's Sámi mountain villages, surrounded by a World Heritage region within the Arctic Circle.
2. Explore the fascinating Sámi culture, way of life and handicrafts at Sapmi in Karasjok, Norway.
3. For centuries, the Sámi people have been using reindeer to travel through the winter landscape. Join them on an unforgettable reindeer sled safari in Swedish Lapland.

For more information go to
www.visitscandinavia.com.au



ROYAL SCANDINAVIA

KALMAR CASTLE, SWEDEN
RICHARD RYAN/VISITSWEDEN

Most Australians will know that "our" Princess Mary is the future Queen of Denmark. But did you know that Scandinavia boasts more than 300 historically and culturally fascinating royal castles, châteaux and manor houses, especially in Denmark and southern Sweden? Many have been turned into museums, while others are now historic hotels.

In Denmark, visitors may be surprised how close and personal they can get to the castles where the royal family now lives; Scandinavian royals are renowned for their fresh and approachable attitude to mixing with the local people. Amalienborg Palace has been the home of the Danish royal family since 1794. Armed guardsmen stand in front of each building and the flag on top of the roof is raised whenever the Queen is in residence. A traditional changing of the guard can be observed every day at noon.

Kronborg Castle, just outside Copenhagen, is famous as the

home of Shakespeare's Hamlet. A lavish Renaissance-style castle, it provides a peek into the luxe lifestyle enjoyed by royal families throughout the ages.

Fredericksborg Castle is another Renaissance masterpiece surrounded by beautiful gardens and a lake, and now home to Denmark's National History Museum.

In Sweden, a visit to Drottningholm Castle, one of Stockholm's two royal castles, is highly recommended. Situated on lovely Lake Mälaren, this seventeenth-century castle is known as "The Versailles of the North" and is one of UNESCO's World Heritage sites.

**For more information go to
www.visitscandinavia.com.au**





Getting to Scandinavia from Australia is easier than one might think. Scandinavia's largest airline, Scandinavian Airlines (SAS), offers frequent connections from most Australian state capital cities to Copenhagen or Stockholm. The SAS intercontinental network extends from Scandinavia to Asia and North America, with a choice of up to nine gateways for connections with partner airlines. Bangkok, Beijing and Tokyo are the most direct alternatives for travel between Australia and Scandinavia. Copenhagen and Stockholm are key gateways to the region and offer convenient connections for onward journeys by air, rail, coach and sea.

For details on flights to Scandinavia with SAS go to www.flysas.com.au or call 1300 727 707.

GETTING AROUND

AIR Getting around by air is quick and easy. Scandinavian Airlines (SAS) is the largest regional airline, serving more than 60 destinations from the key hubs of Stockholm, Oslo and Copenhagen for both domestic and regional flights.

RAIL Travelling by train, whether overnight or on day trips, is an easy and comfortable way of getting around and enjoying the sights. Buses operate to more remote destinations and can be booked in connection with rail tickets.

ROAD The convenience of having your own vehicle to get around makes driving in Scandinavia a worthwhile option. Roads are well maintained and easy to navigate, though keep in mind you must drive on the right.

STOCKHOLM, SWEDEN - BO LIND/VISITSWEDEN



FERRY An extensive ferry and boat network crisscrosses the waterways of Scandinavia; a great way to see the landscape, and especially the fjords. You can take a car or bike on most ferries, making it easy to drive on and drive off towards your next destination.



FREEWHEELING Scandinavian cities have some of the best cycling paths in the world, and many offer free or very cheap bicycles that can be taken and returned at cycle "stations".

For more information visit
www.visitscandinavia.com.au

VISIT SCANDINAVIA

Make Scandinavia your first stop in Europe and explore our breathtaking natural surroundings, refined culture, and sophisticated lifestyle.



Travel to Scandinavia – Denmark, Norway and Sweden – has never been so easy. Famous as the land of the midnight sun, stylish design and great city life, Scandinavia is truly a unique part of Europe. From dog sledding with the Sámi in the north to island-hopping in the east, from cruising the fjords in the west to visiting royal castles in the south, Scandinavia offers a diverse smörgåsbord for any visitor.

TO LEARN MORE, go to
www.visitscandinavia.com.au
call 02 9212 1332 or contact
your local travel agent.