



Scandinavian Perspectives™

Quality Destination Management

All About Scandinavian Perspectives	10
Scandinavia – The Land Of Opportunities	12
Sweden – Beauty And Pop Music	14
Norway – Energy And Nature	16
Finland – A Thousand Lakes And Technology	18
Denmark – Design And Tradition	20
Iceland – Volcanoes And Nightlife	22
A Trip Designed For You	24
Events – Experience The Best Of Scandinavia	28
Technical Visits – A Window To The Future	30
Incentives – Make It Happen	32
Sales & Contact	34
Hotels	34





Beyond your wildest expectations. Scandinavia is a land of incomparable, unspoiled nature. You will be surrounded by a sense of calm power and beauty.

Bang & Olufsen, Arne Jacobsen, Orrefors. Scandinavia is the land of vibrant design, contemporary architecture and cultural innovation.



Scandinavian city life is modern, urban and innovative. Shopping and nightlife are obvious ingredients and the cities are brimming with energy.



All About Scandinavian Perspectives

With more than 15 years of experience in the travel business, Scandinavian Perspectives is a leading quality destination management company based in Stockholm. Whether you are coming to Scandinavia for a business conference, technical visit, event or recreation, our knowledge and expertise will help you get the most out of your trip and successfully meet your goals.

Our vision is to serve as a source of inspiration for you and your business while offering you an experience of Scandinavia that goes beyond your wildest expectations.

What Makes Us Special:

- More than 15 years of experience in the travel business
- A team of international staff with diversified backgrounds
- A team of local staff with wide-ranging experience and knowledge of all that Scandinavia has to offer
- An extensive Scandinavian contact network for setting up and accommodating technical visits, events and conferences
- A constant emphasis on quality and commitment
- A firm policy of honesty and reliability

Thoroughness And Professionalism

We arrange technical visits in many different areas. We can offer you new ideas, help you plan your visit, structure your itinerary, supply you with any information you need and act as your adviser. Whatever your field of interest, we work closely with a variety of leading companies and organizations to put together informative lectures, meetings, tours and other activities that meet the particular needs of you and your business.

Arranging Events And Conferences

We offer a broad spectrum of appealing and memorable events for you and your business. Take an icebreaker tour in northern Finland, contemplate the breathtaking fjords of Norway, witness the Northern Lights, ride a dog sled or spend the night at a hotel made of ice in the Arctic Circle. Regardless of what you decide to do, we will help arrange your conference and make sure that the genuine Scandinavia is always right there at your doorstep.

If you are planning an incentive or team building trip, we will find a scenic, relaxing resort that has conference and spa facilities and that is located near a big city. Not only that, but we will see to it that you have everything you need to explore the challenges and opportunities faced by your business in a peaceful, luxurious atmosphere.

We Take Care Of Everything

We will take charge of all your arrangements and accommodations from start till finish. That way you can be assured of superior service wherever you go. If there's anything you need, whether big or small, don't hesitate to ask us. We will make sure that you receive the very best in Scandinavian comfort, convenience, pleasure and business support.

Scandinavians love their grandiose nature.



Scandinavia – The Land Of Opportunities

Welcome to beautiful Scandinavia with its majestic fjords, sparkling lakes, medieval villages, sophisticated cities and cultural treasures. Feast on lavish smorgasbord buffets and breath energizing clean fresh air. Enjoy doing great shopping and staying at comfortable, clean hotels. We offer you the right blend of scenic beauty and city excitement with technical visits, shopping, entertainment and famous sightseeing spots.

Scandinavia is located in northernmost Europe and consists of Denmark, Finland, Norway, Sweden and the island of Iceland. Geographically the diversity of the countries can be startling. Norway and Iceland are mountainous, while the other countries are mostly plains. Iceland is geologically active with thermal features and volcanoes.

Scandinavia is a wide stretched area with big differences between north and south when it comes to climate. There are four well-defined seasons, varying from region to region. The warm waters of the Gulf Stream provide a surprisingly mild climate. The winter stretches from December to March in the middle of Scandinavia. The short winter days spread a magical light on the snow and it is possible to experience the northern lights. During April and May there is spring. The snow melts and the evenings become noticeably lighter with each passing day. It is often warm during the days and cold in the evenings. Summer stretches from June to August. The summers can bring long periods of warm sunny weather with temperatures of 25 degrees or above. The days are very long and the nights short, in fact it never really gets dark in June and July. North of the Arctic Circle there is 24 hours of daylight from late May to mid-July. Autumn, from September to November, brings many sparkling colors and crystal-clear autumn air. Recommended apparel is the same as in the spring.

Since the time of the Vikings, waterways have been an essential mode of travel in Scandinavia. Nowadays you can combine relaxation in a sauna with entertainment at the big, modern cruise ships between Finland and Sweden. You can also choose the beautiful scenery from the ferries on the Norwegian fjords, the calmness onboard the early 20th century steamers in archipelago or the adventure of going to Iceland by boat.

All the Scandinavian capitals show the influence of the sea, of ships and trade from Viking to modern times, and all have preserved the best of the past, and adapted old buildings – from warehouses to mansions and palaces – to modern use. Manufacturing is important along with industries and agriculture, and the living standard is high. The populations are relatively small; approximately 300.000 at Iceland, 5 million in Norway, Finland and Denmark and about 9 million in Sweden, but there is a high degree of inventiveness and social concern.

Scandinavia is primarily known for outdoor recreation. Skiing originated here and the area is famous for winter sports resorts. Summertime brings sailing, hiking and mountaineering. Scenic lakes, forests, the spectacular Norwegian fjords and the geysers of Iceland attract sightseers. Welcome to beautiful Scandinavia!

Stockholm, the capital of Sweden, is surrounded by a vast number of islands and is considered to be the most beautiful city in the world.



Sweden – Beauty And Pop Music

Sweden is the largest of the Scandinavian countries. Its capital, Stockholm, known as Beauty on Water, is built on 14 islands and has been nominated Europe's Cultural Capital. Stockholm's water is so clean that it can be drunk directly from the rivers in the middle of the city – a result of the efforts to keep a healthy environment.

Sweden, famous for the car manufacturers Volvo and Saab and the telecommunications company Ericsson, is also one of the world's leading IT-nations. Sweden is also home of the pop music and one of the leading music-exporting nations in the world.

Kaknästornet offers a splendid view of Stockholm. From here Swedish TV and radio is broadcasted.



Attractions And Points Of Interest

For all its great monuments, museums and historic sites, Stockholm's main attraction remains the city itself, with its wide, airy streets, generous parklands and presence of water everywhere. Here you can walk along narrow streets between medieval houses and see the Royal Palace in the Old Town, or travel by boat to Drottningholm, where the royal family lives. It is also possible to visit the City Hall, with murals by Prince Eugen in the Prince's gallery, and the Gold Room, whose walls are covered with gold mosaics depicting the history of Stockholm. The Nobel Prize Banquets take place in the Blue Room each year.

Skansen, founded in 1891, is the oldest open-air museum in the world. Here old houses and displays show how people once lived when agriculture was the main way of life. Located close to Skansen is Wasa, a magnificently preserved warship that sank on her maiden voyage in 1628 and now rests in a spectacular museum.

There is much to see outside Stockholm as well. Seventy kilometers north of Stockholm lies the old religious center of Uppsala, home

to Dag Hammarsköld, formerly Secretary General of the United Nations, and Carl von Linné (Linnaeus), the great 18th-century naturalist whose botanical garden is still there. Take a look at Sweden's oldest university and the impressive Gothic Cathedral, seat of the Archbishop.

In Gothenburg you can see Swedish maritime history being made before your very eyes at the Swedish East India Company, where the shipwrecked vessel Götheborg was reconstructed. Here too, plan to visit the big amusement park Liseberg.

In the Crystal Kingdom region between Växjö and Kalmar, watch master glassblowers transform raw materials into unique pieces of craftsmanship. There are 14 different glassworks shops to choose from. Kalmar, one of Sweden's oldest cities, is the site of an impressive 12th-century castle.

The amazing Ice Hotel, located in Jukkasjärvi north of the Arctic Circle, is built of snow and ice in the middle of an ancient centre of Sami Lapp culture. The hotel houses an art gallery, chapel, cinema, the Icebar and of course hotel rooms made out of blocks of ice. This region hosts many winter activities. In the summertime, you can experience the fantastic midnight sun that never sets.

Transportation And Getting Around

Arlanda Airport, with both domestic and international flights, is located north of Stockholm. From the airport, travel to the city by express train, airport bus or taxi. Taxis generally apply a fixed rate to and from Arlanda.

Stockholm Central Station, located in the city centre, serves as the main hub of the Swedish railway system, with both ordinary intercity trains and X2000-trains, which bring you to other major cities at speeds of 200 km per hour. At the station there are also connections to local trains, buses, the underground subway system and the airport bus and train.

Stockholm has several harbours with ferries and cruise ships departing for Finland, the Baltic States and Poland. Many boats also make trips to the Stockholm archipelago, including famous Drottningholm Castle



Swedes benefit from a traditional, and now constitutionally protected, "right of public access" which entitles people to hike, sail, camp and pick wild flowers, mushrooms or berries almost everywhere.

Hotels And Lodging

The hotels in Sweden, as in the rest of Scandinavia, keep international standards and usually serve a breakfast buffet with warm dishes. Most hotels are very well equipped for conferences and congresses. The hotels are generally not air-conditioned, since the normal summer climate is cool and refreshing. Many new hotels with full services are opening up both in the city center of Stockholm and outside, to meet the demand for more rooms.

Music, Entertainment And Nightlife

Nightlife flourishes in Stockholm in the summertime. There are boat cruises with dinner, dance and music in the archipelago, and evenings with different themes, such as a songfest at Skansen. At the end of June, Swedes celebrate the longest day of the year, Midsummer Day, by dancing around a maypole and eating a buffet called smorgasbord consisting of traditional food and drink.

The hottest nightlife throughout the year is around Stureplan in the center of Stockholm City, where many clubs stay open until early morning. Wallmans Salonger mixes the best of restaurant and theatre – enjoy a fine dinner while being entertained by the artist-waitresses. There are also many pubs in the area called Södermalm, south of the city center.

Most large concerts are held in Globen, which looks like a huge golf ball and also contains shopping malls, restaurants and other attractions. Classical concerts take place in Konserthuset, and Dansens Hus produces many kinds of dance performances. Northern Europe's largest cinema complex, called Heron City, was recently opened. It is a huge mall with shops, bars, restaurants, dance floors and much more.

There are casinos with roulette, black jack and other games in the major cities and at large hotels, restaurants and nightclubs.



Midsummer is celebrated with folklore music and dancing all over Sweden.

Restaurants And Dining

The breakfasts at Scandinavian hotels are usually bountiful. For lunch and dinner you can choose between local and international cuisine.

In Stockholm alone there are 3,000 restaurants and cafés. Several Swedish chefs and confectioners have won international prizes in the past few years, with the help of regional specialties such as cloudberry, reindeer and elk.



Scandinavian design in both fashion and furniture can be found at Nordiska Kompaniet.

Stores And Markets

Stockholm is widely regarded as one of the world's hottest design cities. Swedish design is graceful, simple and pure.

For instance, you can buy textiles and furniture by Josef Frank at Svenskt Tenn. In Sweden you should also seize the opportunity to buy crystal and a handmade dalahäst, a horse carved in wood and painted in traditional patterns with bright colors.

For other bargains, you may wish to stroll along Kungsgatan and Drottninggatan in Stockholm and visit the marketplace known as Hötorget. Find modern shopping arcades and the city's landmark department store, Nordiska Kompaniet (NK). In Gallerian there more than 50 shops and pleasant cafés. There is also good shopping in the Old Town, with its narrow walking streets and perfectly preserved 18th-century houses. The popular Swedish interior-decorating chain IKEA and the clothes store Hennes & Mauritz have lately spread to many countries.

Norway – Energy And Nature

Oslo, the Norwegian capital, lies at the head of the Oslofjord and the city has celebrated its 1000-year anniversary. The famous fjord area outside Oslo is both incredibly beautiful and the base for high-tech energy suppliers. A major world energy supplier, Norwegian Hydro, is based in Norway.

Bergen is the gateway to the fjords, and this coastal city has been designated one of the European cities of Culture.

Attractions And Points Of Interest

If you are interested in art, don't miss the Munch Museum, which houses the vast bulk of the post-impressionist Edvard Munch's lithographs and paintings. Worth visiting also is Vigeland Sculpture Park, credited as the world's largest collection of artwork by a single artist. For an exciting and educational in Oslo, where the Norwegians honour their Viking tradition, and the Royal Palace where the king and queen of Norway live.

Explore the cafés, boutiques and restaurants of Aker Brygge and walk down the park-like Karl Johan promenade. All are within easy walking distance.

Transportation And Getting Around

Even though Norway is a very long country, travel is easy. Some 50 airports make even the northernmost places easily accessible. Where the railway stops, buses take over, and where a road ends, a ferry takes over. There are plenty of ferries and high-speed boats running along the coast, and several boat companies offer fjord cruises too.

Stor-Oslo Lokaltrafikk is responsible for all local transportation in the Oslo area, and for one fee only; it is possible to go by bus, boat, subway and tram. The Norwegian State Railway (NSB) also has a well-developed network. Most of the routes travel through pleasant country for tourists, offering non-stop panoramic views of beautiful, untouched natural areas.



Oslo is the business and cultural centre of Norway and is considered one of the world's foremost shipping cities

Hotels And Lodging

In Norway, alternatives include everything from small, family operated hotels to luxury hotels. There are a number of large hotel chains throughout the country as well as historic wooden hotels. No official grading of hotels exists at present, but services and facilities maintain international standards.

Restaurants And Dining

Even though Norway's largest cities are small compared to other European cities, they have as much to offer visitors. Because of Norway's long tradition as a fishing nation, fish has always been an important ingredient on the Norwegian menu, and the tasty salmon is famous all over the world. Norwegian farms have a good stock of game and contribute to the kitchen with high quality meat. In the past few years, Norwegian chefs have been winning international prizes, and several restaurants in Oslo display Michelin stars. A recent explosion of ethnic restaurants affords many national specialities.

Music, Entertainment And Nightlife

Norway's largest cities have their own permanent theatres and a travelling theatre visits other towns around the country. There are also revues and ballet ensembles. A new waterfront opera house being built in Oslo will open in 2008.

A broad variety of concerts are held all over the country year round. Norway has several symphony orchestras of high international standard. High season for music festivals stretches from May to September and the choice ranges from the Bergen International Festival to the folk music festival Herring Jazz.

Norway is rich in folklore and much of this can be found beyond museums, in the food, music and dance. Traditional clothing is still worn for special occasions, such as Norway's Constitution Day on May 17th, the main event of the year.

The availability of films is good. In addition to commercial movie theatres there are privately owned film clubs, with the films shown in the original language with Norwegian sub-titles.



The coastal landscape has mountain plateaus tipping down towards the sea.

Stores And Markets

Norway is famous for its fine craftsmanship and offers excellent shopping. The main shopping areas in Oslo are along Aker Brygge and Karl Johan Street. Bergen has always been a town of traders and you can find nice souvenirs at Bryggen, Galleriet and Kloverhuset. Buy beautiful silver or stainless steel flatware, handmade trolls and genuine knitted sweaters. Fine furs and designed jewelry are also available.



The Fjords were formed during the last Ice Age. The landscape is beautiful with waterfalls, steep rocks and clear blue waters.

Finland – A Thousand Lakes And Technology

Finland, the land of a thousand lakes, in fact has 187,888 lakes. Helsinki, a city of the sea and one of Europe's northernmost capitals, was built on a series of peninsulas and islands along the Gulf of Finland. The country has won respect for its advanced education, research and high technology, which has given rise to such prominent companies as Nokia mobile telephones.

Attractions And Points Of Interest

King Gustav Vasa of Sweden founded Helsinki in 1550 as a new trading post in southern Finland; the year 2000 marked its 450th anniversary. Helsinki has some of the purest neoclassical architecture in the world, but also dynamic modern architecture from famous 20th-century names.

It is worth visiting the Senate Square, dominated by the Lutheran Cathedral, the Tempelliaukio Church carved out of solid granite bedrock and the monument of the famous composer Sibelius.

The former capital and oldest city in Finland is called Turku. Turku Castle dates back to the 1280's. From the stairs of the cathedral you have a delightful view of the River Aura.

Many other towns are worth visiting too.

Porvoo by the Baltic Sea Coast is a charming village, notable as the place where Czar Alexander I declared Finland a Grand Duchy of Russia in 1809. It is Finland's second oldest town and has well preserved wooden houses and cobblestone streets. Old Porvoo retains the same town plan as in the Middle Ages.

Many famous Finnish architects, including Eero Saarinen, have used Hvitträsk as their studio. The villa has a beautiful interior and is built of natural stone and logs.

Rovaniemi in the north offers fun and excitement. Relax in a traditional sauna, go skiing or browse in the numerous gift shops in Santa Claus Village and experience the ceremony connected with crossing the Arctic Circle. It is also possible to visit the reindeers of Santa Claus at a genuine Lapp reindeer farm. The Sami (Lapp) people, with their brightly coloured costumes and old customs, are truly unique.

Helsinki is a compact and beautiful city, ideal for seeing on foot.



Santa and his reindeers live in Lapland in the north of Finland.

Transportation And Getting Around

Finland has a superb network of domestic and international train, bus and air connections. Over 20 cities are linked by daily air services and most international airlines offer flights to Helsinki. Baltic ferries run from Sweden, Estonia and Germany to Helsinki, Turku, Vaasa and Pietarsaari. The impressive ferries have been compared to hotels and shopping plazas. Domestic lake and river ferries operate over the summer period.

Buses are the principal carriers to more remote parts, although trains carry passengers efficiently along intercity routes right up to the Arctic Circle.

Hotels And Lodging

You can choose between a convenient town hotel, a traditional countryside hotel or a spa hotel with various health services, such as massage, Turkish baths and Finnish saunas. You can refresh yourself in different kinds of pools or have fun on waterslides. Most hotels provide high-class accommodation, restaurant/bar facilities and entertainment.

Restaurants And Dining

Design textiles and tableware are important elements in Finland in the art of good eating. The Finnish diet combines traditional country fare and upper class cuisine with modern continental cooking. Spices have been adopted both from East and West. There are local and seasonal varieties, but in general the Finns are fond of pies and fish pasties as well as rye bread.

Minced meat and potatoes are other popular choices, as is trout often cultivated in the sea, which has boosted fish consumption figures in recent years. Koskenkorva and Finlandia vodka are well known all over the world, and go well with most of the food.

Music, Entertainment And Nightlife

Helsinki has numerous good pubs and clubs for midnight ramblers, and you may want to visit the Casino. Theatres have shows in Finnish, so consider choosing opera or ballet instead at the Finnish National Opera. Music festivals are popular events, as are film festivals. Linnanmäki Amusement Park is the place to go for lovers of merry-go-round.



Sibelius Park was built in memory of the Finnish composer Jean Sibelius and is one of the most popular sights in Helsinki.

Stores And Markets

Finnish design is unique and emphasizes natural materials. Stockmann department store in Helsinki is one of the most exclusive stores in Scandinavia. Here you can find most famous brands, such as Iittala glassware and Marimekko, known for fashions, fabrics and gifts. You can also find a real bargain at the Arabia Porcelain Factory and Museum, at Sokos department store and in the shops along Esplanadi Street in Helsinki. Local goods are sold at the marketplace in the harbour.



High standards of living, a multi-party political system and high moral and social values are hallmarks of the modern Finnish way of life.

Denmark – Design And Tradition

Denmark is famous for the light-hearted spirit of its people, the thousands of bicycles and the history of Vikings, as well as companies such as Carlsberg beer, Bang & Olufsen electronics and Royal Copenhagen porcelain. The 800-year-old capital of Copenhagen is home to Europe's oldest continual monarchy, dating back to Viking times. Today it is a modern city that allows you to combine sightseeing with an appreciation of its many innovations.

Nyhavn is a nice part of Copenhagen, here you will find plenty of restaurants and an open-minded atmosphere.

Attractions And Points Of Interest

Copenhagen, one of Europe's liveliest destinations, is known for jazz, ballet and the enchanting Tivoli Gardens. With over 85 museums, there is always something to see. Explore bustling City Hall Square or stroll along Strøget, one of the world's largest pedestrian shopping and outdoor café areas. Visit the statue of the Little Mermaid, the Queen's residence of Amalienborg Palace and Christiansborg Palace – seat of Government and the Old Stock Exchange. The adventure does not end at the city limits. Join a North Sealand tour to the famous Kronborg Castle, which William Shakespeare made the setting

of his tragedy Hamlet. Frederiksborg Castle, built by King Christian IV, is also located in North Sealand. This magnificent Dutch renaissance style castle houses the Danish National Historical Museum, which holds an extensive renaissance collection of fine art, porcelain, silver and furniture. Copenhagen has a rich cultural life and the Copenhagen people recently got a new opera house, designed by the famous architect Henning Larsen. Odense, another exciting city, was the birthplace of fairytale writer Hans Christian Andersen. His home is now a museum, showcasing rare and unique editions of his work, as well as fascinating personal possessions.



Scandinavian designs bear the characteristics of "simplicity," "functionality," and "sophisticated modern design" that are based on human engineering.

Transportation And Getting Around

There are frequent and fast transport connections to/from Copenhagen and other parts of Denmark. Copenhagen Airport serves as the airport centre of Scandinavia. There are also several daily connections to all regional airports in Denmark, and trains run every 20 minutes from airport to city. In the city, everything is within easy reach.

Copenhagen has more than 1,700 taxis, all licensed by the authorities. Buses and local S-trains operate on a one-fare system, where tickets are valid for both types of transport, which run from about 5 a.m. to 0.30 a.m. There are also night buses from the City Hall Square.

The Danish State Railway (DSB) operates the frequent trains departing/arriving at Copenhagen Central Station. The newly opened bridge between Sealand and Funen, called the "Great Belt Link", has greatly reduced travel time from east to west Denmark.

Daily boat services ply the many canals of Copenhagen and sail to the island of Bornholm in the Baltic Sea. There are also overnight ferries every day to Oslo.

Hotels And Lodging

There are approximately 80 hotels with 18,000 beds in Copenhagen, of which more than half are centrally located. In the next few years several new hotels will also open to meet demand, since Copenhagen is one of the world's top 10 cities for conferences.

Restaurants And Dining

Copenhagen has an astonishing number of restaurants and cafés, serving every fare imaginable, from domestic to ethnic to world-class haute cuisine. From the simple to the sublime, Copenhagen's cuisine bears witness to the high quality and long-standing traditions of Danish agriculture.

Music, Entertainment And Nightlife

Denmark's main events are its music festivals; more than one hundred run almost nonstop through the year, covering all types of music, including jazz, rock, blues, gospel, classical and country. Beginning with Midsummer's Eve bonfires in late June, some of the most popular festivals are the Roskilde Festival, northern Europe's largest rock music festival, the 10-day Copenhagen Jazz Festival, one of the world's major jazz festivals, and the big Tonder Festival of folk music.

For music lovers and other revellers there is an active night scene that rolls into the early hours of the morning. You can also enjoy the nightlife by just strolling down Strøget or the colourful Nyhavn canal area. The beautiful gardens at Tivoli amusement park have merry-go-rounds and many varied performances.

There are several casinos with different kinds of games in Denmark, for instance at Radisson SAS Scandinavia Hotel in Copenhagen.



The Little Mermaid, one of Denmark's most famous statues, is beautifully situated in the harbour of Copenhagen.



The Öresund Bridge is the connection between Denmark and the vibrant Malmö region.

Stores And Markets

Copenhagen means "Merchant's Harbor" and it lives up to its name. Frederiksborgsgade and the famous walking street Strøget are lined with attractive shops and elegant boutiques. Shop for furs, porcelain, silver, handmade pipes, crystal and home furnishings. At Royal Copenhagen Porcelain you can browse through the historic collection and wander through the connecting stores: Georg Jensen silver and Illums Bolighus, the house of modern design. You will also find outstanding souvenirs at The Amber Specialist and Viking Gave Shop.



Iceland – Volcanoes And Nightlife

Iceland, second largest island in Europe after Great Britain, is located high in the North Atlantic atop the Mid-Atlantic Ridge, which is an area of active volcanism. Iceland is geologically the world's youngest country and has not yet stopped growing. Twenty million years ago, the island was born in an enormous volcanic eruption. Lava, glaciers and the force of the ocean have combined to create a masterpiece of nature. Even today, the volcanic presence can be noticed in periodic eruptions and in the hot springs that supply energy to the whole island. Iceland has vast energy potential and an important fish processing industry.

Iceland is a spectacular island. Large parts of the country is still taking shape, volcanic eruptions and glaciers are carving out the dramatic landscape.



You will experience wilderness and wildlife, energy and total calm.

Attractions And Points Of Interest

The modern capital Reykjavik boasts a rich cultural heritage. All year round it bursts with cultural events, and few cities can claim such an abundance of natural beauty. Thus the

slogan: "Reykjavik – next door to nature." The Parliament House and the Government Building in Reykjavik have been carefully preserved. Other places worth visiting include the University of Iceland and the National Museum, which house items from the Viking age and Iceland's nautical past.

Thingvellir outside Reykjavik is the site of the world's oldest democratic parliament, founded in 930, and now a national park. One of Europe's most impressive waterfalls, Gullfoss, or the Golden Waterfall, tumbles at a convenient distance from the capital. Only a few minute's drive from Gullfoss is the famous Great Geyser, which has given its name to hot springs all over the world. The area is still active and hot springs are likely to spout every few minutes.

A bath in the amazing Blue Lagoon, a unique natural pool of mineral-rich geothermal water in the middle of a lava field, is a must. And why not end the day with a ride on a small, feisty Icelandic horse?



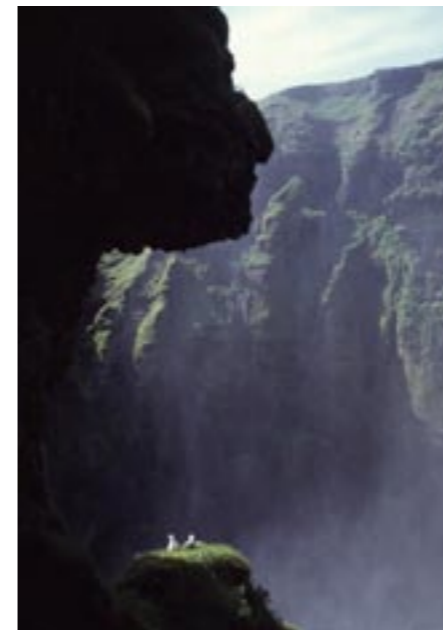
Icelandic horses are small but strong. To go on a horseback excursion is one of the best ways to experience the Icelandic landscape.

Transportation And Getting Around

Iceland is located 3 hours by flight from Stockholm. Keflavik International Airport provides both domestic and international flights. Plenty of coaches and taxis go into town from the airport.

Iceland has 12,500 km of roads, mainly located in coastal areas, including the "Ring Road", Hringvegur, which circles the island.

Subways, trains and navigable rivers are to be found nowhere on the island, so motor vehicle traffic is important. A highway parallels the coast, but heavy traffic occurs only in and around Reykjavik.



The Icelandic landscape offers amazing sights.

Hotels And Lodging

There are hotels and guesthouses to suit all tastes and budgets, from the luxurious in Reykjavik to the simple and sufficient throughout the country, such as farmhouses and private accommodation.

Many hotels around the country operate in summer only. Many of these are schools in winter, with swimming pools and hot springs nearby. Most have licensed restaurant bars.

Restaurants And Dining

Reykjavik is a small but charming city with many cafes and restaurants. Iceland, famous for its seafood and lamb, also offers many local specialties such as pickled shark meat, sour lamb meatballs and a jelly-like substance called "Skyr". Restaurant Fjörúkain, decorated with art from the Viking Age, arranges parties with "Vikings" who serve traditional food and play folk music. Restaurant Perlan, located in a rotating glass dome on top of enormous hot water tanks, offers a grand view over the city.

Music, Entertainment And Nightlife

Reykjavik is famous for its nightlife at clubs, discos and bars. The action starts around midnight and continues until early morning. There are also cinemas, cultural performances and light shows about the sagas and the Vikings. The Volcano Show Theatre offers valuable insights into the volcanic threat under which Icelanders live. It shows dramatic films of Iceland's great volcanic eruptions.

The largest holiday each year is Independence Day, on June 17th. It is a time of colorful parades, street music and dancing, outdoor theatres and general merriment. There are many other nationwide celebrations too. Sjómannadagurinn, in the first week of June, is dedicated to seafarers and has swimming contests, tugs-of-war and sea rescues. Midsummer is celebrated all over Scandinavia at the end of June. Another summer celebration is Sumardagurinn Fyrsti, a carnival on the first day of summer, in Iceland said to be the third Thursday in April.



Hot springs are found all over Iceland. The water is actually boiling!

Stores And Markets

Iceland is expensive because most things must be imported. It is worthwhile spending some money on warm woollen knitwear, like sweaters, hats and mittens, and on high quality furs and skins. There are also beautiful handmade ceramics, glassware and silver jewellery, and high quality seafood. These and more are to be found along the shopping street Hverfisgata and in Kringlan Shopping Centre.





A Trip Designed For You

Scandinavia is a land of sweeping historical, natural and cultural contrasts. Each of our itineraries highlights a different aspect of this abundant wealth. Whether you can spend one day or six, we will put together an itinerary that fits your particular interests and provides you with an unforgettable, first-hand experience of Scandinavia and its vibrant spirit. Here follows some examples of popular Scandinavian itineraries.

Scandinavian Tour Of The Capitals

Day 1

- Arrival in Helsinki. Dinner at a restaurant in city centre.



Helsinki is a modern and culturally progressive city.

Day 2

- Guided sightseeing in Helsinki. The sightseeing includes Senate Square, Sibelius Park with monument, Temppeliaukio Rock Church, the Market Place, Kaivopuisto viewpoint, Olympic Stadium, Uspenski Cathedral, outside look of National Museum, Parliament, Observatory Park, Helsinki University and Helsinki Cathedral. A stroll in the City Winter Garden or in the University of Helsinki Botanical Garden.
- Depart by cruise to Stockholm. Scandinavian buffet dinner onboard.



The old town of Stockholm is one of the most preserved medieval city centre.

Day 3

- Arrival to Stockholm in the morning. Guided sightseeing in Stockholm. See the Old Town and the change of guards by the Royal Palace built in 1754. Fjallgatan – one of Stockholm's highest points offers panoramic views of the city skyline and its graceful waterways. Continue to Drottninggatan. Entrance to Vasa Museum with the ship that sunk on its maiden voyage in 1628 and City Hall which is the seat of Stockholm's city government. The massive, fortress-like red brick structure is crowned with a tower and a cupola topped with the three golden crowns of historic Sweden. Your tour includes the Blue Hall, scene of the annual Nobel Award banquet, and the Golden Hall, with its immense mosaic illustrating Swedish history.
- Stroll in the beautiful Rosendal Garden at Djurgarden.

Day 4

- Transfer to Oslo, Norway by coach. Stop along the way in Karlstad for lunch. Continue through the attractive province of Varmland towards Norway.

Day 5

- Guided Sightseeing of Oslo including Vigeland Park, Parliament Square, National Galleries, Karl Johan shopping street, outside look of the Royal Palace and Akershus Castle, The Norwegian Defence Museum and City Hall. Photo stop of the ski jump at Holmenkollen and then drive to Krag to get a view of Baerum, and entrance to Viking Ship museum.
- Depart by cruise to Copenhagen.

Day 6

- Arrival in Copenhagen in the morning. Guided sightseeing in Copenhagen including Little Mermaid, outside look of Amalienborg Palace, the Royal guard change and the Opera house, situated on an island opposite the palace, Christiansborg and the Parliament, Nyhavn, Gifon fountain in the Langlin Park, statue of HC Andersen and Strøget pedestrian street.

Norway is a land of contrasts. The landscape is enchanting, snowy mountains descend into deep blue fjords and green forests follow the long, rugged coastline.

From Oslo To Bergen Summer Program

Day 1

- Arrival in Oslo. Guided sightseeing tour including Vigeland Park, Parliament Square, National Galleries, Karl Johan shopping street, outside look of the Royal Palace and Akershus Castle/The Norwegian Defence Museum and City Hall
- Transfer to Lillehammer.

Day 2

- Pick up by coach and guide for tour to Geiranger.
- Lunch and a short walking tour in the Geiranger village.
- Go by coach to Sogndal and stop on the way at the Dalsnibba Mountain Plateau, 1,500 meters above sea level. Have a look at the marvellous views of the surrounding mountain area and the Geiranger fjord. Nibbevegen toll road, constructed in 1939, winds in 11 bends from the Djupvasshytta mountain lodge up to the plateau.
- Local Salmon dinner at the hotel.

Day 3

- Pick up by coach and guide for tour to Gudvangen.
- Depart by ferry for a fjord cruise to Flåm.
- Take a beautiful round trip train ride with Flåmsbanen. Pick up by coach for transfer to Voss for over night stay.

Day 4

- Pick up by coach and guide for transfer to Bergen. Upon arrival in Bergen go for a guided sightseeing including the famous Bryggen Harbour with its gabled pack houses, the old Hanseatic Quarter, and the historic Maria Church. Ride on the funicular to Mt. Fløyen for panoramic views of the city and fjords way below. Visit the picturesque fish market.

Rovaniemi Excursion Winter Program

Day 1

- Depart by flight from Helsinki to Rovaniemi.
- Guided sightseeing of Rovaniemi including view of Rovaniemi from the Ounasvaara Hill, Lapland Centre, Santa Claus Village and his famous post office, here you can also cross the Arctic Circle and receive an arctic certificate.
- Lunch at a Reindeer Farm, where reindeer is served. You can also try to drive the sledge behind the reindeers and get a driving licence.
- Check in to your cottage village.
- Enjoy a local meal and after that relax in the Finnish sauna.

Day 2

- Go for a tour on Snow Mobiles in the Lapland country side.
- Have a wildlife lunch out in the open or in the cottage villages.
- Excursion with husky dog sledge, where you get to go in the sledge behind the dogs.



Going by snowmobile is the fastest way to get around in the winter landscape. And certainly the funniest!

South Of Sweden Kingdom Of Crystal

Day 1

- Guided sightseeing in Malmo including Stortorget (Big Square) with City Hall & Province Governor's Residence & Karl X on horse, Lilla Torg (Small Square) with Hedmanska Gården & Form Design Center, Malmöhus Slott (Malmöhus Castle), Ribergsborg beach and old bathhouse, Öresund Bridge, Pildammsparken (Pildamm Park) with Princess Margareta's Pavilion & flower street, Kungsparken/Slottsparken with Mille's Pegasus Statue and new city library, S:t Petri Church.
- Continue to Lund for a visit to the Lund Cathedral with its medieval crypt and astronomical clock from the 14th century.
- Continue to Kalmar.

Day 2

- Transfer to Orrefors and Kosta crystal work shops for a guided tour. Kosta is the oldest glasswork in Sweden still producing hand-made glass. Kosta produces a broad range of crystal pieces, glass tableware and art glass. History is always present at Kosta, but the glasswork is also known for its innovative, highly modern design.
- On the glasswork grounds are a museum, exhibition hall, glassblowing and glassworks shop.
- Transfer to Växjö and continue sightseeing in Växjö with surroundings.
- Take a walk in the city to look at a typical small town in Sweden. Visit the outside look of Kronoberg's castle ruins. The Castle of the Bishops of Kronoberg dates from the 14th century and has also given the county its name. In the 16th century, during the reformation, King Gustav Vasa occupied the Castle. Nils Dacke, the leader of the farmers' rebellion, took the Castle and celebrated Christmas here in 1542. King Vasa strengthened the Castle defences, turning it into a powerful fortress, both to deter further uprisings and as an outpost against the Danish invaders.
- Transfer to Kosta glass shop for Hyttsill.
- Hyttsill dinner at Kosta Glass shop, a venerable tradition in the Kingdom of Crystal. In days past, the blowing room was more than just a place of work. It was a meeting place for the local people, a place to drink and to eat – among other things, Hyttsill, hot-shop herring.
- Transfer back to Växjö in the evening.

Iceland

Day 1

- Arrive in Reykjavik by flight. Pick up by coach and guide for a tour to the Blue Lagoon. The Blue Lagoon is a unique natural pool of mineral rich geothermal water located in the middle of a lava field in the pure, beautiful Icelandic wilderness.
- Transfer to a nice restaurant for dinner.

Day 2

- Pick up by coach and guide for transfer to the biggest hot pool on Iceland, Laugardalur, which is heated by geothermal water.
- City tour of Reykjavik, the most northerly capital in the world. The tour includes the old town, the Parliament, the Cathedral, the City Hall and the harbour.
- Golden circle tour (Þingvellir – Geysir – Gullfoss) incl. a visit to Þingvellir, which is the site of the world's oldest democratic parliament, founded in year 930. Þingvellir, located by lake Þingvallavatn, the largest lake on the island, is now a national park. Continue to the great Geysir area, where you will see one of the most active geysers in the area. From there continue to Gullfoss (Golden Waterfall), where you will see thousands of tons of icy waters thunder majestically down in a double-fall into a deep gorge.



The landscape of Iceland is wild and amazing.

North Sealand And Skåne

One Day Excursion

- Pick up by coach & guide in Copenhagen and transfer to North Sealand incl. outside look of Kronborg Castle and Peace Palace (Summer Palace of the King) and entrance to Fredriksborg Castle.
- Lunch at restaurant in North Sealand.
- After lunch ferry to Helsingborg, Sweden, incl a visit to Sofiero Castle Garden, Ramlösa Brunn, the Keep Tower (Kärnan) and Helsingborg's Town Hall.
- Transfer to Malmo for dinner.
- Late sightseeing in Malmo incl. Stortorget (Big Square) with City Hall and Lilla Torg (Small Square) with Hedmanska Gården & Form Design Center.
- Transfer back to Copenhagen by the famous bridge "Öresundsbron" opened in 2000.
- Overnight in Copenhagen.



A peaceful and relaxing boat trip is a nice break from a hectic schedule.

Icebreaker Tour

Day 1, Kemi

- Transfer to the sea to board the Icebreaker Sampo.
- The frozen Arctic landscape, the winter darkness, the crackling frost and the clear starry skies with their Aurora Borealis offer a unique experience in the midst of untamed nature. In late winter the sun appears in all its glory, painting the landscape a dazzling white – freshness and warmth to invigorate the traveller. Have lunch on board the Icebreaker and receive a Certificate for completed Icebreaker excursion.

Day 2, Rovaniemi

- Enjoy the view over Rovaniemi from the Ounasvaara Hill. Cross the Arctic Circle and get your Arctic Certificate. Visit to the Lapland Centre.
- Hereafter we transfer to Santa Claus Village and his famous post office, visit the Santa Claus Reindeer Farm and the Knife Factory Martini. We have a traditional lunch at the Reindeer Farm and dinner at a local restaurant in Rovaniemi.

Day 3, Ivalo

- Departure for Ivalo in the morning. The Igloo Village Kakslauttanen is located 30 min drive from Ivalo. The village contains comfortable first-class log cottages, reflecting the traditional Lapp style. There is a variety of Lapp cuisine restaurants in the area and a genuine smoke sauna, an integral part of the Finnish heritage. From December to April you can also stay in one of the ice igloos.
- Enjoy Husky dog sleighs or drive snowmobiles during the afternoon and have a local Lapp dinner in the evening.



Icebreaker tours are available in Sweden and Finland.

Experience the ultimate Ice Adventure. Take an icebreaker tour, dress up in a dry suit to keep warm and go swimming in the Baltic Sea. Everything is possible!



Events – Experience The Best Of Scandinavia

Scandinavians are known for their love of the outdoors. Our events offer you a unique opportunity to participate in some of the activities that make Scandinavia such a special place. Or how about relaxing in a Finnish sauna, savoring a traditional Lapp meal or getting to know a Swedish family in their own home? Whatever event you choose, you will constantly be awed by Scandinavia's natural beauty and ever-present history.

Stockholm From Above

Enjoy Stockholm from above during a spectacular tour with warm air balloons. You will have an excellent view of the Stockholm archipelago as well as the traditional sights like Stockholm City Hall and the Old Town.

Home Stay

Visit the home of a Swedish family! Spend an evening at the home of a Swedish family close to Stockholm and get to know the Swedes and their traditions. You will have dinner together and join the family in their endeavors and if you wish you can spend the night. Take the opportunity to learn and enjoy the Swedish "fika"!

Golf In Scandinavia

Scandinavia offers excellent golfing opportunities. The variety of landscape offers splendid seaside courses as well as forest and park courses. In the north of Sweden you can even go golfing above the Arctic Circle.

Ullna Golf Course

Ullna Golf Course is situated 20 minutes drive from the centre of Stockholm. Annica Sörenstam won the HP Open at Ullna in 2004 and the course has been the host of many international competitions. The course is quite difficult and situated in the beautiful landscape of Uppland.

Barsebäck Golf Course

Barsebäck, located in Skåne in southern Sweden has been chosen as the best course in Scandinavia and is also one of the ten best golf courses in Europe. It has a forest, a seaside and a park course with altogether 36 holes. Barsebäck has been the host of both national and international golf competitions, for example the Scandinavian Masters.

Björkliden Golf Course

Björkliden is constructed on the mountains of Lapland with an amazing view of the northern landscape, Torneträsk and Lappporten. It has only 9 holes but is a quite difficult course, as you have to take the extreme wind and light conditions into consideration when playing this beautiful course.

Alpine Skiing

Scandinavia is the perfect place to go skiing. You can either choose to go to one of the excellent skiing resorts close to the centre of Oslo, or visit Åre, the authentic skiing village in Sweden, host of the World Championships in Skiing in 2007.

Tryvann Vinterpark, Oslo

Tryvann Vinterpark is located on the top of Holmenkollen, just 20 minutes from the centre of Oslo. Tryvann offers 14 slopes and night skiing until 22:00 hours each Monday to Friday. The snow condition is excellent from December to April each year. The best way to travel to Tryvann Vinterpark is by subway to Voksenkollen station where the ski hire facility is located.

Åre, Sweden

Åre is a traditional alpine skiing village located in Jämtland. Åre is known as the best alpine skiing resort of Scandinavia. The alpine skiing is varied, more than 100 slopes and 40 modern lifts will take you to the fantastic skiing area. The longest slope is 6,5 kilometres. Nightlife of Åre has a place to go for everyone, and is known to be the best of Sweden.

Fishing

River Fishing in Finland or Deep Sea Fishing on the West Coast of Sweden? Scandinavia has a lot to offer Fishing enthusiasts. Scandinavian Perspectives will help you arrange a tailor made event for your group.

Deep Sea Fishing

Take a one day tour with an fishing boat from Varberg, a beautiful town situated on the West Coast of Sweden. You might see seals lying on the skerries as the boat takes off early in the morning. Get fishes like salmon, salmon trout, pike and codfish and spend an exciting day at sea.

River Fishing, Kymioki

River Kymioki is situated about 1,2 h from Helsinki and is one of the largest rivers in Southern Finland. The river collects water from an extensive catchments area. The main species fished here are asp, pike, grayling and rainbow trout, depending on the season. Rapids fishing, which is done here, is quite challenging since the rapids are so expansive. The river is mainly fished by casting from the bank.

Tivoli Gardens, Copenhagen

The highly popular amusement park located in the centre of Copenhagen. Founded in 1843 it is a beautiful, romantic park with lanterns in the trees that create a unique atmosphere. It has a wealth of high-class restaurants and stages for music and theatre. Visitors pay to enter but once inside will you find features for every age and taste.

Technical Visits – A Window To The Future

Scandinavia is famous for its bold, progressive initiatives in the areas of technology, infrastructure, social welfare and the environment. With our broad network of business and organizational contacts throughout Scandinavia, we can arrange a technical visit that will provide you with the information, assistance and inspiration that you are looking for in your particular field of interest. Why not take advantage of the innovative, forward looking and generous Scandinavian temperament to pick up new ideas and pointers for the future development of your business?

Technical Visits In The City Of Stockholm

Scandinavian Perspectives arrange Technical Visits within a wide range of areas. We will help you with ideas, plan and structure your visit and give you information and advice. We cooperate with well known organizations and companies and can offer you high quality lectures, visits and experiences within any field.

Environmental Visits

Stockholm is one of the cleanest capitals in Europe. The water is so clean that you can go swimming and fishing in the city centre. The city of Stockholm has continuously made investments in technically advanced infrastructure to improve the environment, such as cleaning of the water, heating systems and extension of the public transportation system. That is why Stockholm is the ideal place for environmental visits.

Infrastructure And City Planning

Stockholm is growing continuously and the city has extensive experience in city planning and planning of the accessibility. One of the latest signs of the continuous development is the trial with toll roads. Visit the traffic planning center or Kista Science City where the municipality built an attractive area for new business within IT and telecom.

Democracy And Welfare

Sweden has a long history as one of the pioneering countries when it comes to welfare systems and democratic development. Listen to interesting seminars in the subject, for example "How Stockholm is governed", decentralisation and equality.

Education And Healthcare

Good health and the right to good care are basic requirements and goals both in Sweden and in Stockholm. Sweden is a role model when it comes to social service. Child and elderly care are important subjects to the citizens of Stockholm and are also interesting subjects for seminars. You can visit hospitals, elderly homes and schools to get a clear picture of the Swedish social system.

Industrial Visits

Scandinavian Perspectives has a broad network within the industry. Whatever your scope of business is we can help you arrange study visits, seminars or courses in a subject of your choice. Feel free to contact us for more information.

The Royal Castle of Stockholm, hidden by the winter morning fog.



Incentives – Make It Happen

With its breathtaking landscapes, wide range of outdoor activities, highly developed infrastructure and sophisticated conference facilities, Scandinavia is the perfect place to bring your employees for incentive trips and team building. We can find the conference centre that is just right for you and help you arrange activities, both recreational and business-oriented, that will ensure the success of your meeting. Based on our far-reaching knowledge of all that Scandinavia has to offer, we focus on locating the best motivational and inspirational setting for your particular business.

Scandinavian Perspectives can offer a wide range of attractive incentive events for your company. We can give you the authentic Scandinavia and arrange every activity, from icebreaker tours in northern Finland, tours in the beautiful Fjord landscape, experiencing the northern lights from a dog sleigh or spending the night in the Ice hotel.

For your conferences and incentive trips, Scandinavian Perspectives have lots of suggestions of beautiful and relaxing resorts close to the major cities, with conference and spa facilities, and all the comfort you need to explore and develop your business scopes.

The Stockholm area offers vast possibilities for conferences and meetings. Rånäs Manor is situated barely one hour from Stockholm in a historic part of the Swedish countryside. The manor house is surrounded by peaceful grounds beside the lake Skedviken. It was built in 1833 by Baron Axel Didrik Reuterskiöld. It has been restored in keeping with past tradition and is today an inspiring hotel and conference centre with the emphasis placed on personal care and service. Rånäs Manor offer light and spacious meeting facilities and a wide range of activities like team-building exercises, tasting of Swedish snaps as well as theme dinners in the old Stenkvarn building.

Gotland is the largest island of Sweden. It is a tranquil part of the earth, a place for revitalisation, an island for inspiration. The



Rånäs Slott is a beautiful Manor, it was built in 1833.



The medieval city of Visby is surrounded by a ring wall and hides narrow alleys, stepped gables and roses. Like a fairy tale!

nature is stunning and the island offers a wide range of cultural activities with roots in the Viking and Middle Ages. Gotland is beautifully situated in the Baltic Sea and is well connected to the mainland by high-speed ferry. Visby, the city of Gotland, is surrounded by a ring wall that hides roses and narrow alleys. A Congress Hall will be opened in 2007 and the island offers vast conference and meeting facilities.

The Icehotel has earned a worldwide reputation. It attracts people from all over the world and has become an international meeting point. The architecture, completely made of ice, is magnificent. Have a drink in one of the most cosmopolitan and talked about bars, where even the glasses are made of ice, and enjoy the ice sculptures and artwork. If you don't want to spend the night in -5°C , there are also cosy cabins with high hotel standard. Scandinavian Perspectives offer splendid winter experiences in the Lapland area above the Arctic Circle. The region has an enormous wealth of opportunities for adventure and relaxation, such as killer whale safari, golf under the midnight sun, Sami culture and excellent skiing opportunities.

The world's most unusual hotel made entirely of ice is located in northern Sweden.





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Hotels

Scandinavian Perspectives offer comfortable and nice hotels in all Scandinavian cities.

Whether you are looking for a traditional countryside hotel or a luxurious city hotel, we have the choice for you. The hotels are of international standard, most of them serve buffet breakfast with warm dishes and have conference facilities. For more information about our hotels, please visit

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