

# Planning Tools For Your Next Trip to Sweden

**L**ocated at 655 Third Avenue, New York, NY 10017-5617, the Swedish Travel & Tourism Council promotes travel to Sweden and assists tourists with information on travel destinations, hotels, transportation, etc. The Council's telephone number in New York is (212)949-2333 or fax (212)697-0835.

Visitors to Sweden this summer should know about four brochures published by the Council, all of which may be obtained by writing or calling the Council. They are:

**Sweden Traveler** - This annual glossy magazine has just been published for 1995. As in past years, **Sweden Traveler** contains articles on a variety of Swedish travel sites, services, and attractions: Uppland's historic iron-

works located in the towns of Gimo, Forsmark, Lövestabruk, and Österbybruk; the charm of Gothenburg, "the smallest big city in the world"; the Göta Canal; and a focus on seven palaces found in the Stockholm area. There are also articles on art glass artists, the gold and other treasures of the Vikings, and Swedish trains. But what makes **Sweden Traveler** so valuable is the section called "Sweden Footnotes" at the end of the magazine. Here the reader can find the facts necessary to plan this summer's visit: listings of tours, major events throughout the year, accommodations, regional highlights, and a two-page map of Scandinavia.

**Sweden Traveler** is full of colorful graphics and photographs, and is a handsome publication to read even if you never plan to visit the "old country." But be careful—leafing through

its pages might just give you wanderlust!

**Hotels in Sweden** - This 62-page booklet lists 440 hotels across the country that you might consider for accommodations on your next trip to Sweden. The booklet is printed in three languages: English, Swedish, and German, which can cause a little bit of confusion. The listing of hotels is by province, so two helpful indexes (one of cities, and one of hotels) guide you to the right section for the hotels where you want to go. The individual hotel listings use primarily symbols to tell you about their amenities; a quick reference to the symbol key tells you if your hotel has non-smoking rooms or its distance from the railroad station. An especially useful section describes the various hotel discount plans available to help the average tourist overcome sticker shock in ever-expensive Sweden.

*Continued on next page*

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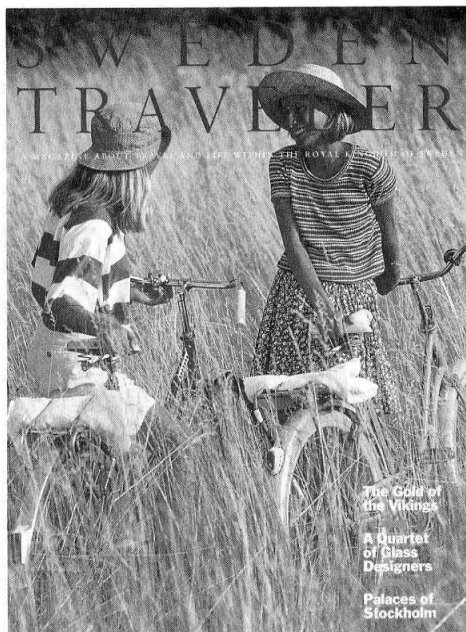
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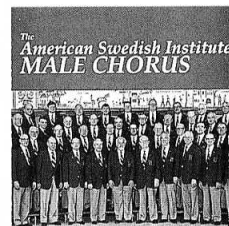
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Sweden Traveler is a colorful publication of the Swedish Travel & Tourism Council.

**Coming Events** - This hand-stapled listing is a much-expanded inventory of 1995 events throughout Sweden that receives only one page in **Sweden Traveler**. Here are listed the public fairs, carnivals, festivals, markets, and folklore events that add a special color to a summer visit. Sections on "Theater and drama," "Music," and "Sports events" give some of the special attractions that can lead to a memory-filled sidetrip while visiting Aunt Ellen and Uncle Gustav. Unfortunately **Coming Events** lists the name of the event, the dates, and the town or province where the event takes place; there are no addresses or telephone numbers to call or write for additional information.

**Tourist Information Offices** - This stapled booklet is an important acquisition for those seeking additional information on Sweden. Since the much publicized reorganization of the Swedish Tourist Board into the Swedish Travel and Tourism Council, also called "Next Stop Sweden," specific information about individual sites has been decentralized. Requests are now handled by regional tourist boards or community tourist agencies. **Tourist Information Offices** is therefore a critical reference guide, supplying addresses, telephone numbers, and telefax numbers for the prospective traveler to request the necessary information on his or her own.



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