

Stockholm Archipelago





Vi är:

- **Marie Östblom**, Stockholm Business Region, verksamhetsledare för Stockholm Archipelago. Grundare av Stockholm Archipelago Trail.
- **Ulrika Hedbom**, Stockholm Business Region, processledare inom Light in the Dark projektet, Stockholm Archipelago. Även delägare till Sjö & Havsguiderna.



Adventure Travel Trade Association

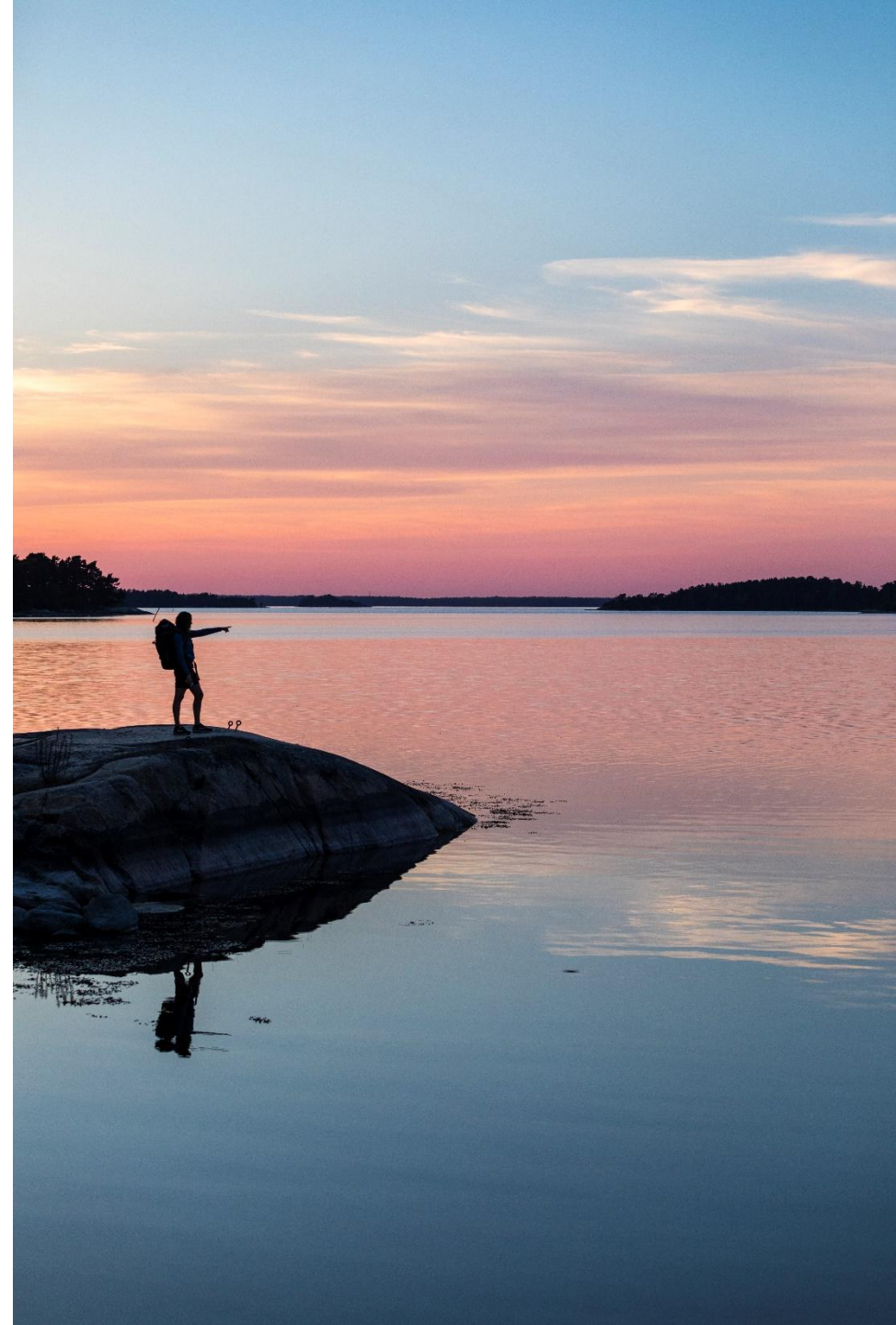
- Adventure Travel World Summit, samlar global naturturism en gång om året.
- Vi representerade Stockholm Archipelago, Marie, och Sjö & Havsguiderna, Ulrika.
- Utan sammanhang (som i en destination) går det inte att marknadsföra en produkt.
- Reseanledningen för en internationell gäst är inte EN produkt.
- Viktigaste är att göra det tillsammans; arbeta med platsen.

Stockholm Archipelago – samverkan i skärgården

- **Naturtriben** – ett intressesegment (internationella men även nationella)
- **The Magic Season** och **The Glimmering Season** – fokus på en nya säsonger (höst och vinter)

Från 2014:

- B2B – satsar på **privatresenären** men genom internationella researrangörer/DMC.
- **Marknadsföring** för B2C främst för att öka kännedomen om vår destination internationellt. Men fokus på att marknadsföra genom researrangörer/DMC (B2B) för att nå B2C.
- StA är en **offentlig samverkan**, dvs kan inte boka och sälja. StA marknadsför, inspirerar och möjliggör för fler affärer till näringen. Ett kluster av företag i OCCAS, en väg in i skärgården.





En målgrupp som delar ett intresse – naturtriben

- Skräddarsydda **naturupplevelser**, natur lyx.
- Unika och exklusiva upplevelser med högt värde i **liten grupp**.
- Naturen – **vattenlandskapet**– kunskap och berättelser.
- **Paketerade upplevelser** med fokus på säkerhet och bekvämlighet med höga krav på värdskap.
- **Hållbara** upplevelser gärna med klimatsmarta företag.

TRIP IDEAS

I Visited This Little-known, 30,000-island Swedish Archipelago During 'Magic Season' — and You Should, Too

In Sweden's Stockholm Archipelago, one travel writer finds a "gentle season where blueberries are still ripe, the water retains a streak of warmth, saunas are still firing, and the seas are almost empty of sailors."

By **Madeline Weinfield** | Published on October 11, 2023



BEST
OF THE
WORLD
2025

**WORLD'S
GREATEST
PLACES**
2025

STOCKHOLM ARCHIPELAGO

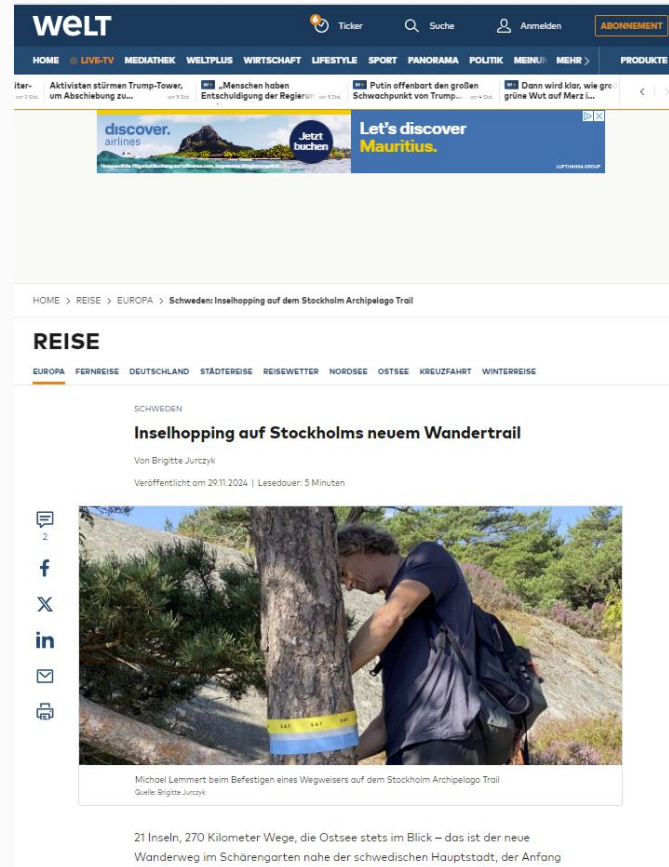
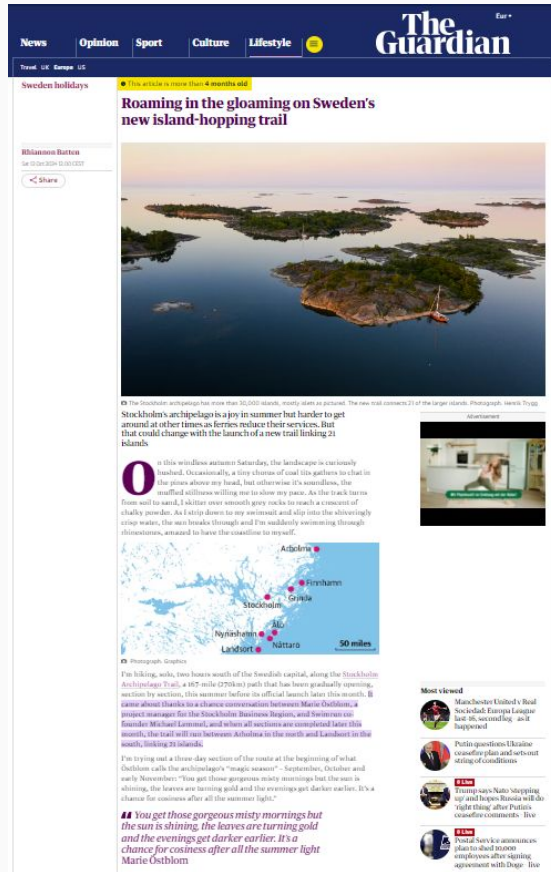
TRAIL

EN VÄRLDSUNIK VANDRINGSLED SOM SKAPAR EN HÅLLBAR
UTVECKLING.

Photo: Roger Borgelid

Stockholm Archipelago

Stockholm Archipelago Trail en av de mest omskrivna reseteman under 2024



<https://www.theguardian.com/travel/2024/oct/12/sweden-islands-stockholm-archipelago-walking-trail#:~:text=It%20came%20about%20thanks%20to,the%20south%2C%20linking%2021%20islands.>

<https://www.welt.de/reise/nah/article254191160/Schweden-Inselhopping-auf-dem-Stockholm-Archipelago-Trail.html>

<https://abc7chicago.com/post/national-geographic-top-travel-locations-revealed-best-of-the-world-2025/15481599/>

Visit Sweden

Effekt av säsongförlängning – 2014–2024

- Närmare 450 000 fler gästnätter såldes *utanför* högsäsong 2024 (i jmf med 2014)**
- En försäljningsökning med 81%, motsvarande ca 400 miljoner mer i intäkter *utanför* högsäsong på 10 år**

Period helår jmf 2024–2014, exklusive juni och juli månad, enbart registrerade anläggningar, ej AirBnb etc. Omfattar kommuner inom Stockholm Archipelago exkl. Stockholm. Källa: Visitory

**Skapa nya produkter
och reseanledningar
till Stockholms
skärgård genom
sampaketering**

Premium paket:

3 dagars med sömlös upplevelser:

- ▣ **Naturaktivitet med guide**
- ▣ **Boende**
- ▣ **Måltider**
- ▣ **Transporter (hållbara och ToR Stockholm)**

Paketen utgår från naturaktiviteten och naturen (som är de två drivkrafterna för naturtriben)





Sampaketering tar tid

- 3-5 år – Från idé till att vara en produkt hos internationell researrangör.
- 1-2 år – Innan försäljning riktigt kommer igång hos researrangören.
- Men "biflöden" ökar – även utanför sampaketeringen. Fler företag får affärer.
- Paketen är nu destinationens marknadsföring.
- Pedagogik för researrangörerna/DMC.
- Gärna plocka "russin" ur kakan...

Select your preferred Archipelago Experience:

The Kayak Experience



A TASTE OF THE OUTER ARCHIPELAGO:
THREE DAYS FILLED WITH GUIDED KAYAKING,
EXCURSIONS AND ARCHIPELAGO CUISINE

In a small group led by an experienced nature guide, you will kayak past islets and skerries, stay in different types of accommodation, and enjoy the tastiest food the Archipelago has to offer.

The Wildlife Experience



ADVENTUROUS ARCHIPELAGO FUN:
THREE DAYS OF KAYAKING, CULINARY
EXPERIENCES AND NATURE

An adventure in a expansive waterscape with rugged cliffs, stunning greenery and fascinating wildlife and nature. You'll fish your starter, paddle through the outer archipelago and enjoy the best archipelago cuisine. One night, you sleep in a tent on a small island, and the next is spent in a luxury archipelago host house.

The Swimrun Experience



AN ACTIVE NATURE EXPERIENCE:
THREE DAYS OF SWIMRUN, GUIDED HIKING
AND CULINARY HIGHLIGHTS

This archipelago experience suits the adventurous type who likes a physical challenge. Swimrun is a sport that was born in the Stockholm archipelago. The three days consist of fantastic nature experiences, relaxation, good food and a dose of archipelago culture.

The National Park kayak Experience



EXPLORE SWEDENS NEWEST NATIONAL PARK:
ONE, TWO OR THREE DAYS OF EXPLORING THE
STOCKHOLM ARCHIPELAGO BY KAYAK, STAYING IN
SMALL COSY WOOD CABINS

This adventure is for the nature lover who does not need luxurious hotels and wants to stay close to nature during the whole trip. Kayaking and island exploring at their best.

Islands, Trails & Cinnamon Tales



EXPLORE THE ARCHIPELAGO BY FOOT AND BY YOUR TASTE BUDS
FOLLOW THE STOCKHOLM ARCHIPELAGO TRAIL,
AND BE INVITED TO THE LOCALS.

Three days on a unique hiking route winding through islands, cliffs, and breathtaking sea views. Be welcomed into the home of a local islander, where you'll experience everyday archipelago life – and roll up your sleeves to bake traditional Swedish cinnamon buns. A journey blending the scent of fresh pastries with the salty sea breeze.

6

8

10

12

14

The Wildlife Experience

ACTIVITIES: Kajak & Uteliv
Sjö & Havsguiderna
Tollies Mat
Enskärs Transport

ACCOMMODATION: Furusund världshus

ADVENTUROUS ARCHIPELAGO FUN:
THREE DAYS OF KAYAKING, CULINARY
EXPERIENCES AND NATURE

A three-day adventure in Stockholm's northern Archipelago offers a world-famous, expansive waterscape with rugged cliffs, stunning greenery and fascinating wildlife and nature. In the company of a small group led by experienced guides, you'll fish your starter, paddle through the outer Archipelago of Roslagen and enjoy the best archipelago cuisine. The accommodation is an experience; one night, you sleep in a tent on a small island overlooking the sea, while the following night is spent in a luxury archipelago host house.

Included in the package

Kayak with gear and guide
Camping gear including tent
Breakfast
Fishing gear
One night in double room including breakfast
Two lunches and Swedish Fika in the archipelago
Two three courses dinners, [one outdoor arranged by a private chef.]
Access to sauna and jacuzzi
Guided walk around Furusund

Departure dates

May, June, August, September
Starting point: Furusund

General information

Group size: 4-8 persons.
The age limit is 18 years or 16 years if accompanied by adult.

Added

Single Bedroom addition
All alcoholic beverages.

Additional information

Nature experiences are never guaranteed. Although we try to recommend specific periods as the "Best time to go," we cannot guarantee that you will experience what you have come for. Outdoor activities are also weather-dependent. If we are forced to cancel an activity due to extreme weather conditions, an alternative activity suitable for the current conditions will

be provided. Please note that changes may occur at short notice, even on the same day.

Booking on request

Daniel Rudberg
Travel Occas
info@traveloccas.se

DAY 1: Among cops and skerries

The trip starts at Furusund Världshus, with a full day of fishing and nature experiences with the Sjö & Havsguiderna. You will explore islands, find fishing spots, and, if you are lucky, meet sea eagles and seals.

During the day, homemade lunch and refreshments are served before heading to a specially selected, secluded island.

Let's bring out the adventurer in you and set up the tent that will be your sleeping place. Your personal wilderness chef will prepare a three-course dinner over an open fire. The menu is based on local ingredients and the fish you caught. After dinner, you fall asleep in your tent under the starry sky.

DAY 2: In the middle of nature

The chef serves breakfast on the rocks at dawn. Day two means kayaking. A personal guide will take you through one of Stockholm's most beautiful kayaking areas.

After lunch on the rocks, we paddle back to the island, enjoying a classic Swedish coffee / "Fika" on the way. From the island, a boat will take us to Furusunds Världshus. The luxurious archipelago inn offers a double room with a sea view.

Furusund is historically a famous bathing and spa resort. Relax in the sauna or take a refreshing dip before dinner.

This dinner is a three-course affair with locally sourced and seasonal ingredients.

DAY 3: Explore Furusund

Start the day with a buffet breakfast in the orangery overlooking the fairway.

Day three offers a guided walk around Furusund and a chance to immerse yourself in Swedish archipelago history.

You'll explore the island's lush forest paths, admire the archipelago scenery, and spot sailing boats in the harbour and the red cottages that have withstood the elements for years.

Furusund is a coastal gem that reminds you of the bygone days in this part of the Archipelago. The walk is rounded off with a late lunch at the inn before we say goodbye to the Stockholm archipelago for the time being.















Checklistans steg

1. Initiera. En eller flera aktörer initierar produktidé och sampaketering.
2. Kvalitetssäkra. Godkänn produktidén utifrån StA 's krav och kvalitetskriterier.
3. Samarbeta. Vidareutveckla produktidén tillsammans med samarbetsaktörerna.
4. Organisera. Skapa en arbetsgrupp för produktutvecklingen.
5. Produktutveckla. Utveckla produktprototyp
6. Prissätta. Använd intäktsmodell för prissättning. Välj produktens säljkanaler.
7. Vidareutveckla. Utvärdera och justera produktprototyp utifrån testkörning.
8. Marknadsföra och sälja. Marknadsför och sälj produkten i utvalda kanaler.

Nynashamn



Nacka



Österaker



Vaxholm



Stockholm archipelago. A unique, remote place near you.

Let us tell you about the archipelago. About the serenity near the sea. About the flavors, the adventure and the presence of nature. A nature that is as beautiful as it is barren. Which makes no apologies. Where the weather rules your day. Where reality is real, and where humility in the face of greatness allows you to grow.

We are happy to share with you all the great things that are here. Here you will find tranquillity. Here you will find adventure. Here you will find yourself.

Welcome to the Archipelago, welcome to OCCAS.

OCCAS / Stockholm archipelago /
experiences / lake & sea fishing / close-to-
nature accommodation / wilderness chef /
local produce & delicacies / sea kayak /
guided tours / archipelago hotel / guided
hiking / swimrun / glamping / sauna /
unique accommodation / RIB boat /
helicopter / transportation / calm /
adrenaline / weather



Questions?

Speak to our experts

To arrange a callback from one of our Travel Specialists, please select a time and enter your phone number below.

+46

Enter your number

[Schedule Callback](#)

We're ⚡ by ResponseIQ

From £3015
per person

Tour Highlights

- Experience the natural beauty and charming cultures of the Stockholm Archipelago
- Indulge in as many of Stockholm's incredible museums and galleries as you can
- Kayak through the calm waters of the Archipelago islands
- Take a scenic hike along the newly opened Stockholm Archipelago Trail

[Enquire Online](#)

Frågor?



Tack för oss <3

Instagram: [archipelago.stockholm](https://www.instagram.com/archipelago.stockholm)

LinkedIn: [Stockholm Archipelago](https://www.linkedin.com/company/stockholm-archipelago)





Photo: Henrik Trygg

Stockholm Archipelago