

# Experience Luxury of a Different Nature

Press trip to Ljungdalsfjällen

1-7 September 2024

Stella Buur Rasmussen, Politiken, Denmark

tlf: 0045-33471889

The villages Storsjö and Ljungdalen form the gateway in summer and winter to the Helags mountains and the Sylarna massif for hiking and nordic skiing. Helags is the highest peak of Jämtland Härjedalen (1 797 m. a. s. l.) and together with Sylarna this is the southernmost high mountain area of Sweden. On the eastern side of Helags there is a glacier - the southernmost of Sweden. In these mountains there is a good chance to see the Arctic Fox - join a guided tour from the Helags Mountain Station .

Ljungdalsfjällen is part of Saepmie and you are most likely to catch a glimpse of the shy reindeer in this area. There are more than 60 lakes and miles upon miles of wild streams including the Sölvbacka streams which are well known to Swedish fishermen. The road connecting Ljungdalsfjällen to Destination Funäsfjällen in the south is Flatruetvägen over the bare mountain. This road is Sweden´s highest situated common road. Accomodations in the area are available in cabins, bed & breakfasts and hostels.

Ljungdalsfjällen is in the Municipality Berg and at the same time in the Swedish landscape called Härjedalen.

REGION  
JÄMTLAND  
HÄRJEDALEN



Medfinansieras av  
Europeiska unionen

Visit  
Sweden





### Day 1, Sunday September 1st

xx.xx Departure from Denmark (Train ride compliments of Visit Sweden)

### Day 2, Monday September 2nd

06.45 Arrival by train at the Östersund Railway station. You can pick up your rental car from Hertz at the Trainstation. The key will be at the Pressbyrån shop. The drive from Östersund to Green Footprint Vacation Home is about 2,5 hours.

Enjoy your stay at [Green Footprint Vacation Home](#) in [Ljungdalsfjällen](#). We hope that you will make many fun excursions in the Ljungdalsfjällen mountains.

Green Footprint Vacation Home | Contact: Orest Andersen | Tlf: +46734666574 | E-mail: [orest.andersen@yahoo.com](mailto:orest.andersen@yahoo.com)

### Day 5, Thursday September 5th

09.30 Leave Green Footprint Vacation Home for a 25 min drive to Storsjö Fiskecamp.

10.00 Storsjö Fiskecamp for a fishing experience and lunch. Camilla from the Tourist Information in Ljungdalsfjällen will be joining you and she can give you further information on the area.

Storsjö Fiskecamp | Contact: ss | Tlf: +46706781122 | [storsjo.fiskecamp@telia.com](mailto:storsjo.fiskecamp@telia.com) | <https://www.storsjo.com/>

xx.xx Drive 15 minutes to the Ljungdalsfjällens Tourist Information to see the nature exhibition and to get information on the area and about this part of Saepmie. Maybe followed by a visit to the Ljungdalen homestead museum and handicraft. Camilla will be joining you.

Your contact: Susan Liljedahl | +46 687 20079 | [info@ljungdalsfjallen.se](mailto:info@ljungdalsfjallen.se)

xx.xx Check in at Pensionat Helags. Talk to the reception to set the time for dinner and breakfast.

Pensionat Helags: Johanna Öhman | +46 70 3283281 | [hej@pensionathelags.se](mailto:hej@pensionathelags.se) | <https://pensionathelags.se/om-oss/>

xx.xx Dinner at Helags Pensionat.

Fishing experience, information, dinner and stay at Helags Pensionat compliments of members of Ljungdalsfjällen Tourism association

Contact: Susan, Camilla & Berit Ljungdalsfjällens TI | Tlf.: +46-687-20079 | E-mail: [info@ljungdalsfjallen.se](mailto:info@ljungdalsfjallen.se)

### Day 6, Friday September 6th

xx.Xx Breakfast at Helags Pensionat in Ljungdalen.

xx.Xx Return back to Green Footprint Vacation Home.

### Day 7, Saturday September 7th

xx.Xx Excursions around Green Footprint Vacation Home.

### Day 8, Sunday September 8th

xx.Xx Drive to Östersund (2,5 hours). If you want to leave the car where you picked it up at the railway station in Östersund, you need to leave the car keys at the Pressbyrån shop before 18.00.

If you want to leave the car later you can leave it at Hertz one block from the railwaystation in Östersund and leave the keys in the key-return-box: [Bangårdsgatan 9, 831 57 Östersund](#)



Contact:

Anne Adsten, senior Tourism  
Developer

Jämtland Härjedalen Turism

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+46 70 327 39 09

### What to wear:

Jämtland Härjedalen is about the outdoors. Pack comfortable shoes and clothing that can be worn in layers for both warm sunny summer days as well as rain and wind for a comfortable day out.

Dinners will be casual.



# Visit Sweden



Contact: Ebba Ekelund | +4670-186 52 82

**Visit Sweden** har den officielle opgave fra den svenske regering at markedsføre Sverige som turistdestination. Vores vision er, at Sverige i 2030 er verdens mest bæredygtige og attraktive rejsedestination bygget på innovation. I dag er det vigtigere end nogensinde at målrettede rejser er meningsfulde, bevidste og skaber varig værdi med hensyn til vores gæster, for lokalsamfundet og vores planet. Velkommen til Sverige. <https://corporate.visitsweden.com/om-oss/en/>

## Information & Inspiration:

[www.visitsweden.com](http://www.visitsweden.com) (in English)

Pressroom: <https://news.cision.com/dk/visit-sweden>

Imagebank: [www.imagebank.sweden.se](http://www.imagebank.sweden.se) (no login needed)

Facebook:

[www.facebook.com/VisitSweden](https://www.facebook.com/VisitSweden) (in English)

Instagram:

[www.instagram.com/visitsweden/](https://www.instagram.com/visitsweden/)

YouTube: [www.youtube.com/@VisitSwedenOfficial](https://www.youtube.com/@VisitSwedenOfficial)

Hashtag #visitsweden #sweden #schweden #zsweden #suede

**Dk** For mere inspiration om destinationen Sverige besøg <https://visitsweden.com/>

# WELCOME TO ADVENTURE SWEDEN

SWEDEN

JÄMTLAND  
HÄRJEDALEN

## Travel to the region

By air to Åre Östersund Airport (ARN) or Trondheim Vaernes Airport (TRD)

By day or night train from Berlin or Hamburg to Stockholm. By day or night train further to Bräcke, Östersund, Krokom, Åre, Storlien or to Vemdalen.

Summer experience train: The Inland Railway Mora-Östersund-Vilhelmina-Gällivare

NORWAY

FINLAND

## Distance from Östersund by car

- ▶ Bydalen 1 hr, 15 min
- ▶ Funäsdalen 2 hrs, 50 min
- ▶ Hammarstrand 1 hr, 15 min
- ▶ Ljungdalen 2 hrs, 30 min
- ▶ Lofsdalen 2 hrs, 45 min
- ▶ Storlien 2 hrs, 20 min
- ▶ Stockholm 7 hrs
- ▶ Strömsund 1 hr, 20 min
- ▶ Sundsvall 2 hrs, 30 min
- ▶ Sveg 2 hr, 30 min
- ▶ Trondheim 4 hrs
- ▶ Umeå 4 hrs, 50 min
- ▶ Vemdalen 1 hr, 45 min
- ▶ Åkersjön 1 hr, 20 min
- ▶ Åre 1 hr, 20 min



Trondheim



Røros



Vilhelmina

The Inland Railway

The Wilderness Road

Åkersjön

Strömsund

Umeå

Storlien

Åre

Trillevallen

Östersund

Bydalsfjällen

Storsjöbygden

Döda Fallet & Geopark Indalsälven  
Coast

Ljungdalsfjällen

Vemdalen

Funäsfjällen

The Inland Railway

Sundsvall

Lofsdalen

Sveg

Vasa

# JÄMTLAND HÄRJEDALEN TOURISM

## Adventure Sweden

In Jämtland Härjedalen, **the natural environment** of the forests, mountains and streams are the primary ingredients. These ingredients work well together with our cultural history and traditional food production added with astute investments and renowned hospitality.

**Tourism is our core industry** in this part of Sweden. An industry that is of greater importance with regards to employment and growth than in many other regions of Sweden. Large investments and major players, along with a tradition of small businesses and entrepreneurship has led to a strong enterprise base in tourism and events. Being a core industry, the Regional Development Strategy, is being developed accordingly.

Sweden is at the cutting edge when it comes to **responsible and sustainable development** in the tourism industry. This comes naturally for people living in a relatively sparsely populated country and having a tradition of familiarity to nature and the surrounding environment.

For more information: [adventuresweden.com](http://adventuresweden.com)  
Pressroom and images: [jht.se/pressrum](http://jht.se/pressrum)  
Facebook: [facebook.com/jamtlandharjedalen](https://facebook.com/jamtlandharjedalen)  
Instagram: [instagram.com/adventuresweden.com](https://instagram.com/adventuresweden.com)

Please use the following hashtags:  
#adventuresweden  
#jämtlandhärjedalen  
#jungdalsfjällen

## JÄMTLAND HÄRJEDALEN TOURISM

Jämtland Härjedalen Tourism economic association (JHT) was formed in 1995. It is an organisation for developing the tourism industry of the region. JHT represents the industry in national and international contexts and cooperates with the 14 destinations, 8 municipalities and the regional administration of Jämtland Härjedalen, Sweden.

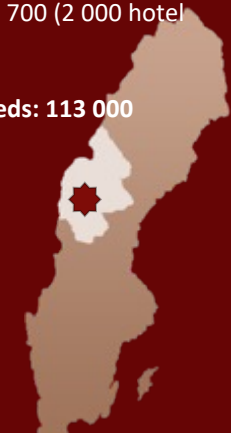
Interested in a FAM-trip and /or pictures from Jämtland Härjedalen  
Please contact:  
Senior Tourism Developer Anne Adsten  
[Anne.adsten@jht.se](mailto:Anne.adsten@jht.se)

<http://www.adventuresweden.com/>

### Main destinations (bed capacity)

Åre	42 000
Vemdalen	25 000
Funäsdalen	25 000
Lofsdalen	10 000
Bydalsfjällen	7 000
Storlien	1 000 hotel beds
Östersund city	2 700 (2 000 hotel beds)

Total number of beds: 113 000



# TOURISM BUSINESS IN JÄMTLAND HÄRJEDALEN

11,2  
MILLION

Guest nights per year

2,9  
MILLION

Guest nights in Commercial Accomodations (total)

483 000

Foreign Guest Nights (Commercial)

1,1

MILJONER

Daytime visitors per year

228 000

Of the Foreign Guest Nights are made by Norwegians

AMBIENCE COMMITMENT  
INNOVATION MIGRATION FIRST TIME JOBS  
JOBS SUSTAINABLE GROWTH  
A SENSE OF PRIDE ATTRACTIVENESS  
TAX REVENUE INTEGRATION

1,3%

Of all residents in Sweden live in Jämtland Härjedalen

132 600

Residents in the Region Jämtland Härjedalen



31-42 000 Moose   47 000 Reindeer   1 000 Bears

Tourism is a core industry in the region with a yearly turnover of:

6,23  
BILLION

3%

Of the Swedish tourism turnover

The Tourism business generates:

7 860  
FULL TIME JOBS

5 370

Directly employed

3 080

Indirectly employed



2,97

MILLION

Ski days



25

WHITE GUIDE

Restaurant & Café Mentions



225

NATURE AND CULTURE TOURISM BUSINESSES

68 of these are Homestead museums



>112 000

BEDS

In commercial accomodations. (Hotels, hostels, camping, -capins, apartments)-



SONFJÄLLETS NATIONAL PARK



32 250

HOLIDAY HOMES

0,9 per inhabitant in the community Härjedalen



GEO PARK INDALSÄLVEN



2023