

9.11.2026



LGBTIQ+ Travel Market Pre Tour

The Unexpected: Skellefteå & Umeå

Pre Tour 05.11 – 08.11.2026

Welcome to a journey through two of northern Sweden's most inspiring destinations - Skellefteå and Umeå. Together, they offer a unique combination of authentic nature, contemporary Scandinavian design, innovative food culture and unforgettable local experiences.

Over the coming days, you will discover destinations where forests meet the coast, where creativity and sustainability go hand in hand, and where genuine hospitality shapes every encounter. From award-winning architecture and locally crafted flavours to working husky kennels, peaceful farms, wellness experiences and one of the region's most celebrated winter events, this journey has been designed to showcase the diversity of northern Sweden.

Eight seasons of unforgettable experiences

Inspired by the traditional Sámi calendar, life in northern Sweden follows the rhythm of eight distinct seasons. Each brings its own atmosphere, colours and experiences. Your visit takes place as autumn gives way to winter, when crisp air, glowing forests and the first winter lights create a magical setting for discovering the region.

Throughout the journey, you'll experience how nature is not simply a backdrop, but an essential part of everyday life, shaping local traditions, gastronomy, architecture and the experiences that make this part of Sweden so distinctive.

Where innovation meets authenticity

Both Skellefteå and Umeå are known for looking towards the future while remaining deeply rooted in their heritage. Here, cutting-edge architecture, sustainable innovation and creative industries exist alongside centuries-old traditions, local craftsmanship and communities with a strong connection to nature.

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Rather than choosing between urban culture or outdoor adventure, this region invites you to experience both. It is this balance between progress and authenticity that makes northern Sweden an increasingly attractive destination for international travellers.

Designed to inspire

This Pre-tour has been created to offer more than sightseeing. It is an opportunity to meet passionate local hosts, discover tourism products with strong international potential, and experience the atmosphere that makes these destinations genuinely memorable.

We hope the coming days will inspire new ideas, new partnerships and new reasons to bring your guests to northern Sweden.

**SKELL
EFTEA**

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**region
västerbotten**

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Programme

Thursday 5.11

11:05 **Fight SK705 HEL – ARN**

14.05 **Flight SK1016 ARN – SFT**

15:15 **Arrival to Skellefteå Airport**

Check-in to The Wood Hotel by Elite

17:45 **Visit & Sauna time at Crystal Sauna**

Experience a striking combination of art, architecture and Nordic sauna culture at the Crystal Sauna. Inspired by lithium and the green transition, the shimmering installation stands within Scharin's former industrial area. Its raw surroundings, reflective design and cave-like interior create a memorable experience where Skellefteå's industrial heritage meets creativity, sustainability and relaxation.

20:00 **Dinner at Bryggargatan**

Bryggargatan, beautifully situated by the Skellefteå river, is owned and operated by Jon Oskar. A passionate chef with roots in Iceland and an artistic sommelier from Piteå.

They love good quality food, good drinks and pleasant meals and together with their staff, they work purposefully to offer just that. A meeting place with quality and warmth, good taste experiences and a pleasant atmosphere.

Friday 6.11

Breakfast

8:00 **Transfer to Lapland Adventures**

9:30 **Kennel visit (2h)**

Step behind the scenes at a working husky kennel and meet the energetic dogs that make Arctic adventures possible. Learn about their daily care, training and life as sled dogs while gaining a deeper understanding of the strong bond between the dogs and their experienced handlers.

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11:30 Transfer to Skellefteå Adventurepark

12:30 Skellefteå adventurepark with lunch

16:00 Visit to New Nordic Beverage

New Nordic Beverage offers a unique taste of northern Sweden through locally crafted beverages inspired by the forests, rivers and wild nature surrounding Skellefteå and the region. Created by passionate producers with a strong connection to the region, the drinks combine traditional craftsmanship with Nordic flavours and modern creativity. During a visit, guests can discover the story behind the products, learn about the production process and enjoy tastings featuring carefully selected ingredients from the north, an authentic experience that reflects the character and spirit of Swedish Lapland.

18:00 Dinner at Restaurang Mandel

On the 4th floor at the hotel, you will find the hotels own restaurant called "Mandel". The restaurant has gotten its name from a type of potato, which is the type that grows here. They focus on the products which can be find in Skellefteå and the surrounding.

19:30 Vana Spa

Escape to the 20th floor, where Vana Spa is designed to restore balance, body and mind. Start in the sauna before you go out to the infinity pool and take in the breath-taking view of the city.

Saturday 7.11

Breakfast

09:15 Transfer to Lappvik

10:00 Farm visit at Lappvik with Lunch

Experience everyday life on a small Arctic farm where nature, animals and local traditions come together. Meet the friendly sheep, hear the story behind the farm and enjoy a genuine countryside experience that offers a glimpse into the peaceful lifestyle of northern Sweden.

13:30 Transfer to Umeå

14:30 Check in at Stora Hotellet, BW Premier Collation

Set along the Ume River, Stora Hotellet is the perfect place to land and settle in.

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Inspired by Umeå's long history as a seafaring hub, the hotel offers a range of unique rooms – from spacious suites to compact, cabin-style stays. The building also houses a restaurant, bar, library and conference spaces.

Step into a maritime world where sailcloth meets velvet, and subtle notes of tar, sea spray and Champagne linger in the air. Disconnect from your devices and unwind in a setting shaped by stories of the sea – with the same river views once experienced by seafarers over a century ago.

16:30 Pre-dinner drink at Guitars – The museum

In the heart of Umeå, you'll find one of the world's largest privately owned guitar collections, built over several decades by two passionate brothers. Discover an extraordinary treasure trove of Fenders, Gibsons and rock 'n' roll history. The museum attracts music lovers and international stars alike – and it's much more than just a museum. It's a celebration of the power of music, the beauty of craftsmanship and geek culture at its very best.

18:00 Dinner at Tornhuset

In a former power station on the banks of the Ume River, one of Umeå's most ambitious restaurant projects has taken shape. Tornhuset brings several concepts together under one roof, with Ateljé Vita Duken as its most acclaimed venture. Among the people behind the project are Umeå-born star chef Mathias Dahlgren and gastronomic director Per "Perka" Söderberg. Ateljé Vita Duken has received one of Sweden's most prestigious restaurant awards – and has become a culinary destination in its own right, attracting food lovers from across the country.

20:30 Drinks at Facit Bar

A cocktail bar of more than 1,000 square metres in the heart of Umeå, built entirely around Swedish ingredients – sounds crazy? Perhaps. But with acclaimed bartender Emil Åreng at the helm, Facit Bar has become a resounding success. Here, unique cocktails are created with uncompromising creativity and a distinctly Swedish approach. The bar has already received international acclaim and awards for its design. Proof that sometimes it's the slightly crazy ideas that make all the difference.

Sunday 8.11

Breakfast

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09:00 Cold water swimming – Umeå style (Participation is optional)

At Bölesholmarna, just a short walk from the city centre, a growing community gathers year-round for cold-water bathing and sauna rituals with Umeå Kallbad. What began as a dream of creating a permanent place for winter swimming in the heart of Umeå quickly became a community project. Locals donated money, gave their time and spent weekends transforming an old fika wagon into a handcrafted sauna by the lagoon.

Today, Umeå Kallbad is about much more than icy water and heat. It is a community-driven initiative built around connection, resilience and the ambition to develop cold-water bathing culture in Umeå – creating a place where people can reconnect with themselves, with each other and with nature.

11:00 City walk – This is Umeå

Together with a local guide, we'll explore the stories, ideas and people that have shaped Umeå. How did a city in northern Sweden grow into the region's largest city, become a European Capital of Culture and earn a reputation for progressive thinking and gender equality?

Along the way, we'll discover how history, culture, activism and a strong creative spirit have influenced the city – and continue to shape Umeå today.

12:00 Lunch at Tonka Strandgatan

Right by the Ume River, Tonka Strandgatan combines a relaxed atmosphere with a passion for food, craftsmanship and great ingredients. Much of what ends up on the plate comes from the forests and farms of northern Sweden, shaped into dishes with both creativity and character.

Tonka's story started in 2016 with a tiny kitchen in central Umeå and has since grown into a restaurant with several kitchens, a lively bar and an impressive wine cellar. Despite the growth, the philosophy remains the same: good food, great ingredients and a place where people want to stay a little longer.

13:30 Bildmuseet

Just a five-minute walk from the city centre, Bildmuseet is one of Umeå's most distinctive cultural landmarks. Part of Umeå University and located at the heart of its Arts Campus, the museum is one of Sweden's leading venues for international contemporary art. Across seven floors of striking architecture, art and science come

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together to explore some of the most pressing questions of our time. With exhibitions created in collaboration with artists, museums and universities from around the world, Bildmuseet is a place for new perspectives, thought-provoking encounters and conversations about art, society and what it means to be human.

15:00 Time to explore Umeå at your own pace – catch up on some work, take a break or simply enjoy a little time to yourself

17:00 Early dinner at Gotthards krog

Set in Umeå's historic sailors' house, Gotthards Krog brings together local food heritage, international influences and a strong ambition to push gastronomy in a more sustainable direction. Vegetables play a leading role, many of them grown in the restaurant's own garden just a few kilometres away, alongside carefully selected local ingredients.

The restaurant takes its name from 19th-century restaurateur Gotthard Zetterberg, whose travels and adventures still inspire the food, drinks and distinctive surroundings. Today, that heritage is reinterpreted with curiosity and a strong sense of place – making Gotthards a restaurant that is not only rooted in Umeå, but also wants to help shape the future of food.

Transfer to Airport

20:00 Flight AY 318 UME – HEL

23:00 Bus transfer from Airport to the city center

More information

Please note that your FAM-trip has been arranged by Visit Skellefteå and Visit Umeå together with the involved companies and Region Västerbotten who have contributed to the costs.

Included:

The FAM trip covers all activities as mentioned in the program, including transport, accommodation, all meals and one (1) alcoholic beverages per meal.

Not included:

The FAM trip does not cover extra costs on your hotel invoice as minibar or extra alcoholic beverage to meals that is not included, travel insurance or travel cancellation fees.

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Recommended

In November, the weather in Skellefteå and Umeå can vary. It can be sunny but cold, rain or snowy and cold. Dress with layer upon layer principle, so you can easily remove a layer if you are too hot or can apply a layer if you are cold. Bring clothes suitable for outdoor activities in terrain e.g hiking.

During autumn the weather forecast can change rapidly, which means proper clothing like hats, gloves, shoes for hiking/walking, shell jacket, shell pants and a middle layer are preferred. Before packing your bag, please have a look at the weather forecast.

Suggested packing list:

- Undergarment
- Warm sweater or fleece jacket
- Two pairs of warm socks, preferably wool
Warm dry feet = Pleasant experience
- Walking shoes with profiled sole for wet, cold or snowy weather
- Beanie, scarf and gloves
- Swimwear (for hotel swimming pools and jacuzzi)
- Bring a reusable water bottle that allows you to stay hydrated, save money by avoiding bottled water purchases (you can drink tap water in Sweden), and reduce plastic waste by choosing an eco-friendly option.
- A small rucksack (or backpack) is useful as it offers hands-free convenience and for your things during the day.
- Rain/outdoor jacket
- Rain/outdoor pants
- Any personal medication

Please note that the program and timings might change during the time in Skellefteå and Umeå. Activities can be changed on place due to weather etc. For assistance and guidance during your trip, contact any of below contact persons.

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Please feel free to capture content along your trip and deliver live coverage to your audience.

When you are posting on your social media channels, we would be grateful if you could use the following hashtags:

#myskellefteå #visitumea

Please also tag and share it with us:

@visitskelleftea @visitumea

Photographs and video may be taken at this FAM trip for marketing purposes. If you do not wish to feature in any image/video or if you have any questions, please contact Tim at tim.lillesto-andersson@visitskelleftea.se

When you submit your information to Visit Skellefteå, the information can be used in order to perform and administer Visit Skellefteå activities, such as; emailing information regarding events and marketing of the destination, about Skellefteå companies and products. For more information on how we process your personal data, see Visit Skellefteå's [privacy policy](#)

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Cancellation policy

The Organizer reserves the right to collect no-show fee of 250 euros + VAT of the registered buyer in case of non-attendance in the LGBTIQ+ Travel Market Day or prebooked pre or post tours.

The Buyer must contact the Organizer at **the latest 9.10.2026**
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