

Press Release

For immediate release

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New website brings the very best Swedish travel secrets to English speaking visitors.

An online travel guide and booking portal is launching today, promising to open up the very best of Sweden to English speaking travellers around the world. The website is run directly out of Gothenburg, on the Swedish west coast, by Walther Plette who has been running the successful German speaking Swedish travel site schwedentipps.se since 2008. Plette is now aiming to pass on his years of experience to the English speaking traveller, to make it easier than ever for visitors to Sweden to have the experience of a lifetime.

Plette's sites present visitors with the latest information about Sweden's best travel destinations, including Stockholm, Gothenburg and Malmö. Articles cover a massive range of topics appealing to just about any breed of adventurer; including backbackers, hikers, active families, golfers, fishermen, canoeists, campers, foragers and food lovers. Or as Plette likes to put it, "Our site is for anyone who will love picking wild strawberries and bathing in Sweden's pristine lakes – and who couldn't love that?!"

As well as enjoying the website's treasure trove of information and beautiful photography, explorers can also book their next Swedish adventure by choosing from over 8,000 cottages, holiday homes, hotels, B&Bs, hostels, apartments, and campsites. The website has strong links with regional Swedish tourist boards, tour operators, ferry companies and accommodation providers. Plette says "We are happy to help everyone to find their favourite place, route and activity in Sweden. We have personally visited and tested almost all of the attractions that we recommend – so if you wonder about anything, just ask us. If we cannot help you personally, we will guide you to someone who can."

Since moving from Germany to Sweden in 1997, he has made it his mission to share his experiences and travel knowledge with the world, so that others could visit and enjoy the country as much as he has. He said, "Sweden really is one of the most beautiful places in the world, and it is a beauty that has to be seen to be understood. Every person should visit Sweden at least once in their life – they will never forget it!"

As a German expat living in Sweden, Plette offers a unique insight into the country. On the one hand, he can give the insight into the culture and life of the country that can only come from living there full time; whilst on the other hand he has the perspective of an outsider. This combination makes for a rich and thorough blog that will infect even the casual browser with a hunger to visit Sweden!

– ENDS

Notes to editor:**About swedentips.se**

Swedentips.se is a new website, featuring the very best of Swedish travel, culture and food to English speaking travellers across the world. The site builds on the success of German sister site schwedentipps.se

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