



## STOCKHOLM GAY & LESBIAN NETWORK

- Openness, diversity and respect. These are the three core values necessary to attract the LGBT segment. Christina Guggenberger knows what she's talking about, she's been the project manager at Stockholm Gay & Lesbian Network since the start – working side by side with organizations rooted in the Swedish gay community. And the result speaks for itself: today Stockholm is considered as one of the top 10 most interesting gay city break destinations in the world, according to a survey conducted by the San Francisco based organization Community Marketing Inc.

Stockholm Gay & Lesbian Network started in 2005 as a project within Stockholm Visitors Board. The aim? To market and develop Stockholm as an interesting and attractive destination.

- It's gone fantastically well. Stockholm and partner products are today visible in and through all major LGBT media as well as selected travel channels, says Christina Guggenberger.

The network produces the much appreciated Gay and Lesbian Guides as well as constantly updating LGBT-related news and events on the website.

- So far, the project's focus has been on the U.S and UK markets. The next step is to further strengthen Stockholm's position and increase the visibility on new markets. We also want our social media platform to be one of the top channels for information on LGBT Stockholm – with direct booking possibilities.

### ABOUT THE NETWORK

- The project functions as a network-based partnership; cooperating closely with the travel industry in Stockholm and special interest organizations such as Stockholm Gay Life, QX and Stockholm Pride. VisitSweden US is an important strategic partner.
- The network also organizes educational tours for the travel trade and the media, advertises in targeted media, carries out PR work and participates in fairs, travel shows and events.
- It's also active within organizations such as IGLTA (The International Gay & Lesbian Travel Association) and GayComfort. GayComfort offers sensitivity training that enables those working in tourism and hospitality to deliver superior service to lesbian and gay customers.



## **STOCKHOLM GAY & LESBIAN NETWORK HOTELS**

### **Berns hotel, [www.berns.se](http://www.berns.se)**

Dance the night away at the straight friendly gay club “Kling & Paymans Glory Hole”, eat at one of the two restaurants or go see a concert – all under the same roof. This chic art deco hotel has a lot to offer. Previous guests have included Marlene Dietrich and Diana Ross. One unnamed hip hop artist thought that the biggest suite was too small and therefore rented the hotels night club just to have it as a video game room.

### **Clarion Hotel Stockholm, [www.clarionstockholm.com](http://www.clarionstockholm.com)**

Early on, while this modern style hotel was being built in the air on stilts on a plot that actually did not exist, the decision was made to incorporate art in to the creation. The end result can be seen in all 532 rooms and in the hotel’s public areas. No wonder the hotel describes itself as ‘Stockholm’s art hotel no 1’. Don’t miss the all new spa, inspired by the world’s oldest healthcare system, ayurveda.

### **Grand Hôtel, [www.grandhotel.se](http://www.grandhotel.se)**

This 19<sup>th</sup> century hotel is pure elegance. From the restaurant with its two stars in Guide Michelin to the 330 sqm Princess Lillian Suite right at the top of the Grand. Grand Hôtel, right across from the Royal Palace, is a Mecca for bon vivants and celebrities alike. Here you can ogle at celebrities – foreign and domestic - while sipping on your drink. Afterwards, you can cool down with a swim in the tranquil pool in Grand Hôtel’s Nordic Spa and Fitness.

### **Hotel Hellsten, [www.hellsten.se](http://www.hellsten.se)**

Hellsten is like those classic gumball machines you can find at Supermarkets: all the colors of the rainbow, something for all taste buds – and really, really sweet. From the jazz nights in the bar and the exquisite conservatory used as breakfast room to the individually decorated rooms with specially designed beds that will improve your sleep – this hotel is perfect for everyone in search of impeccably good taste.

### **Hilton Stockholm Slussen, [www.stockholm-slussen.hilton.com](http://www.stockholm-slussen.hilton.com)**

This hotel is located in the heart of Stockholm, just between trendy Södermalm and medieval Old Town. If you find yourself in one of the rooms facing north you will be rewarded with a wonderful view of the gateway to Stockholm’s ridiculously beautiful archipelago. In the morning, you must try their famous breakfast and also taste their very own honey, which is produced on the hotels terrace, in the middle of the city, by 100.000 bees. In the evening you can relax in the hotels jacuzzi – after your workout in the gym.

### **Hotel Skeppsholmen, [www.hotellskeppsholmen.se](http://www.hotellskeppsholmen.se)**

On a peaceful and lush island in the middle of the bustling city lies a more than 300 year old house. This rural setting is the home of award winning Hotel Skeppsholmen, a modern and eco-friendly hot spot situated on the



waterfront. The hotel has 81 rooms to offer and a popular restaurant – and because modern design permeates throughout the hotel the staff's work uniforms are sponsored by the Swedish brand Acne.

#### **Hotel Stureplan, [www.hotelstureplan.se](http://www.hotelstureplan.se)**

You might not have a view of the Royal Castle or a balcony facing the city's mirror of water, but that is of no importance when you live this close to the hub of Stockholm's nightlife.

This brand new hotel offer rooms that range from those of classic 18<sup>th</sup> century Swedish design – perfect for the stucco fanatic – through the modern loft rooms and the yacht inspired 'cabin' rooms – ideal for any sailor wannabe.

#### **Rica Hotel Kungsgatan, [www.rica.se/en/Hotels/Rica-Hotel-Kungsgatan](http://www.rica.se/en/Hotels/Rica-Hotel-Kungsgatan)**

Welcome to Stockholm's true shopping hotel. First: charge your batteries with the hotel's large breakfast buffet. After that: take the elevator from the hotel's lobby, it goes straight down to shopping heaven - the recently renovated PUB department store. After that: go outside and find an open square market with brisk commerce in which the vocal peddlers sell fruits, vegetables, knickknacks and flowers in all the colors of the rainbow. After that: two pedestrian shopping streets and two covered markets. And beyond: Stockholm.

#### **Sheraton Hotel Stockholm, [www.sheratonstockholm.com](http://www.sheratonstockholm.com)**

Nothing says good service as much as a hotel that looks to your every need. When a guest asked to have 19 white bear pelts delivered to his room, Sheraton hotel of course arranged it. The guest? The famous artist Prince of course. This five-star hotel is located in the very heart of Stockholm. After sleeping in one of the hotel's 465 rooms, with their distinct Scandinavian design, you begin to understand why one guest stayed here for 25 years – in a row. Don't miss Sheratons Fitness Center, the hotels gym, sauna and massage.

### **STOCKHOLM GAY & LESBIAN NETWORK ATTRACTIONS**

#### **Millesgården, [www.millesgarden.se](http://www.millesgarden.se)**

If you are interested in fine arts then you really should visit Millesgården. This atmospheric sculpture park, overlooking the inlet of Stockholm, is the former home and sculpture garden of Carl Milles, Sweden's foremost sculptor, and his most breathtaking works are on display here.

Or as a magazine writes: "check out Millesgarden, a sculpture garden named for Carl Milles that boasts a number of homoerotic (and some downright gay) pieces".

#### **The Hallwyl Museum, [www.hallwylskamuseet.se](http://www.hallwylskamuseet.se)**

What do you get if you combine a Countess, a marvelous palace and a lot of spare time? The lifestyle of the rich and famous of course – and a fantastic museum frozen in time.

The Hallwyl Palace in the middle of Stockholm was completed 1898, when the Count and Countess von Hallwyl



moved in. In this at the time modern private residence the eccentric Countess indulged in her favorite pastime: collecting and cataloguing everything from toothbrushes to Steinway pianos. Today her unique collection of 50,000 everyday articles and priceless works of arts is on show here.

**Fotografiska, [www.fotografiska.eu](http://www.fotografiska.eu)**

Fotografiska is one of the world's largest meeting places for contemporary photography. The museum presents four unique major exhibitions and about 20 smaller exhibitions annually.

- We offer both an art and a taste sensation, says the museums founder Per Broman, referring to the museums restaurant and award winning bakery. In addition, Fotografiska also houses a book and souvenir shop and a photo gallery – and in the bar on the top floor you will find a perfect view of the inlet to Stockholm.

**The UNESCO World Heritage Woodland Cemetery, [www.skogskyrkogarden.se](http://www.skogskyrkogarden.se)**

The late legendary Hollywood movie star Greta Garbo's niece spent several years searching for the proper burial place for her aunt. She found it at the Woodland Cemetery (Skogskyrkogården) in Stockholm.

This strangely romantic and oddly mesmerizing cemetery a short ride south of the city is a perfect pilgrimage for any drama queen.

The UNESCO World Heritage cemetery covers hundreds of hectares of heavily-planted pine forest, green hills and grassy slopes.

**The Vasa Museum, [www.vasamuseet.se](http://www.vasamuseet.se)**

The Vasa Museum is a one of a kind “must see” that leaves no one indifferent, from it's extremely short maiden voyage in Stockholm harbor 1628 to the wacky, but successful salvage attempt in 1961. This warship is a piece of Swedish history, and the world's only perfectly preserved 17<sup>th</sup> century ship.

**The Stockholm City Museum, [www.stadsmuseum.stockholm.se](http://www.stadsmuseum.stockholm.se)**

The Stockholm City Museum does not only organizes gay-themed city walks and boat trips around the city, focusing on Stockholm's gay heritage, it also organizes an Abba tour and a Stieg Larsson Millenium tour .

Visitors are welcomed by the museum's bright pink mascot, Rose the Poodle, standing guard at the front door.

**The Royal Armoury, [www.livrustkammaren.se](http://www.livrustkammaren.se)**

From Sofia Magdalenas wedding gown of silver brocade – a robe du cour with extremely wide hips from the 18<sup>th</sup> century – to her husband the Swedish king Gustav III's costume he wore during a faithful masked ball on 16 march 1792 (he was mortally wounded after an assassination attempt). For almost five hundred years, items once in the possession of Swedish kings and queens have been kept in the Royal Armoury.

**Archipelago tours, [www.stromma.se](http://www.stromma.se)**

With its fourteen islands and fresh waters, it is not surprising that sightseeing by boat is the classic way to see Stockholm. Go out to the closest archipelago, or further on – the Stockholm archipelago consist of approximately 30.000 islands and islets, with a beauty that is jaw-dropping. Tours are available all year round.



**Sightseeing tours, [www.stomma.se](http://www.stomma.se)**

The city offers a variety of different tours, traditional tours in the city area with headphone commentary or more specific bus tours. From concrete suburbia to medieval Gamla Stan.

**Restaurants, [www.profilrestauranger.se](http://www.profilrestauranger.se)**

Stockholm Gay & Lesbian Network also work close with partners such as The Royal Dramatic Theatre, where it is possible to organize dinners and at the same time get a glimpse behind the scenes of the theatre – the very same theater that Ingmar Bergman promised to haunt after his death.

At Stadshuskällaren you can eat from the Nobel menu, and afterwards take the opportunity to climb the town hall tower (Stadshustornet) - Stockholms most famous landmark. The view from the top is probably the best in the city.

To experience something truly Swedish, work your way to the lush island of Djurgården and visit Solliden. Here you can enjoy a traditional Swedish smorgasbord and Swedish cuisine.

**Efva Attling - Beauty with a thought, [www.efvaattling.com](http://www.efvaattling.com)**

Swedish fashion and design is much more than skinny jeans and strangely named bookshelves from Ikea. Some say that the success is due to the focus on clean, cool, elaborated and innovative forms that appeal to people all over the world.

One of Sweden's strongest brand names in jewelry is not only represented in the Meatpacking District in New York; most recently designer Efva Attling opened a new flagship jewelry store at fashionable Biblioteksgatan in Stockholm. Efva's specialty is playing around with words and expressions. She calls her design "Beauty with a Thought".

**QX, [www.qx.se/english](http://www.qx.se/english)**

QX is the largest LGBT-media publisher in Scandinavia with QX monthly, QX.se, Internet community Qruiser.com and QX online GayMap. QX Publishing started 1995 with the aim to create communication platforms for the LGBT-community in Scandinavia. QX publishes a monthly magazine and manages the web site QX.se, covering entertainment news as well as political and cultural events.

**SAS Scandinavian Airlines, [www.flysas.com](http://www.flysas.com)**

SAS is northern Europe's largest airline and one of the world's most LGBT-friendly airlines. In 2010 the airline hosted the world's first gay and lesbian weddings in the air through the hugely successful social media campaign Love is in the air. SAS is the national airline of Sweden, Denmark and Norway.



**To find out more about what's going on in LGBT Stockholm have a look at:**

**[visitstockholm.com/gay-lesbian](http://visitstockholm.com/gay-lesbian)**

**[facebook.com/StockholmInFullGlory](https://facebook.com/StockholmInFullGlory)**

**[twitter.com/gaystockholm](https://twitter.com/gaystockholm)**

**[twitter.com/lesbiansthlm](https://twitter.com/lesbiansthlm)**

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[www.visitstockholm.com/press](http://www.visitstockholm.com/press) and [www.visitstockholm.com/traveltrade](http://www.visitstockholm.com/traveltrade)

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