



PHOTO: HELÉNE PE

# Why Stockholm?

## – 10 reasons to choose Stockholm

Stockholm is widely regarded as one of the world's most beautiful cities. But that's not all. Stockholm is a city with substance and punch. A city packed with history, culture and nautical landscapes. Stockholm is also a modern hub for talent and creative industries. But most of all- a city open to everyone. Here are our Top Ten Reasons for visiting Stockholm.

### **It will literally take your breath away**

The first words to come out of most first-time Stockholm visitors are "this place is so beautiful." Wandering across the 14 islands that form the city, there are countless breathtaking nooks, crannies, and sights to explore. Don't be afraid to get a bit lost.

### **Historical, artsy and entertaining**

Few cities pack as many great attractions into such a compact and easily accessible area as Stockholm. Royal castles? Yup. Medieval old town? You betcha. Wide selection of exciting museums and galleries? No problem. Fantastic restaurants and vibrant nightclubs? You got it. We could go on all day, but you get the point!

### **An urban greenery**

Stockholm is living proof that a city can grow in population, in infrastructure and in foliage at the same time. No matter if you're visiting the suburbs or shopping in Södermalm, a swath of lush trees or a cozy park is never far away. Stockholm is a place driven by sustainability with clean and fresh air that is a delight to breathe!

### **The culinary renaissance**

New Nordic cuisine takes Scandinavian culinary tradition to a new level in an innovative version, using carefully selected ingredients and a focus on locally produced, organic foods. Innovation has even infiltrated the kitchens of Stockholm. Long gone are the days of plain meatballs and herring. Nordic cuisine has taken huge leaps in the last decades with award winning chefs and restaurants that offer a modern and exciting twist on traditional dishes.

### **The view by the sea**

Water is Stockholm's backyard and front-yard. The beauty aside the water is so clean that you can use it for both swimming and fishing right in the middle of the city.

### **The innovative attitude**

There's a willingness to try anything new and fresh that runs through every facet of life in Stockholm. This attitude has produced internationally acclaimed startups, musicians, filmmakers and fashion designers.

### **The international vibe**

Stockholm might as well be declared a bilingual city. Almost everyone here speaks English and that is no coincidence. It is only natural for a city so progressive to also embrace diversity. You don't need to be fluent in Swedish to come to Stockholm because Stockholmers are anglophones, fluent in hospitality.

### **For all tastes and all seasons**

Yes, the never-ending summer nights are magical, but so are the fairytale-like, snow-sprinkled Christmas markets in the Old Town during the chilly and cozy winter. In fact, all four seasons in Stockholm have their own unique charm.

### **Everything just works**

One great thing about Stockholm that some visitors don't think about – everything just works. Trains are reliable, buses are on time, traffic information is accessible and the streets are oh-so clean.

### **The Stockholm archipelago**

The archipelago with its 30,000 islands plays a huge role in Stockholm's appeal. The soothing vistas and the sea breeze is the perfect contrast to the metropolitan feel of the city.