

PRESS FEATURE, August 2007

Incentives in the Øresund Region

Whether you enjoy the cultural and gastronomic attractions of the big city, or you prefer outdoor activity or relaxation in beautiful natural settings - the Øresund Region makes it an excellent incentive destination for a wide range of people.

No matter where you are in the Øresund region, there is always something interesting and rewarding to see and do - from bustling cosmopolitan cities to cool, dappled woodlands and the soothing breeze of the sea, from medieval castles and manors to cutting edge architecture and design. The contrasts bear witness to a thriving culture in touch with its natural surroundings, aware of its history and in love with progress.

Situated right in the middle of Northern Europe, the Øresund region encompasses the southern Swedish region of Skåne, and the eastern coast of Denmark and includes the Swedish city of Malmö and the Danish capital, Copenhagen. The region offers a blend of relaxed, Southern European, outdoor lifestyle and Scandinavian indoor cosiness.

During mild spring, lazy summer and colourful autumn, life unfolds in busy shopping streets along the quays of harbours and marinas, or on sandy beaches. During the darker months of winter the cities and towns are lit up by thousands of twinkling lights and squares are turned into popular ice-rinks. Parks and woods fill up with people carrying sledges in the pursuit of an afternoon's fun in the crisp, cold air. Afterwards it is time to get warm and cosy in the candlelight and enjoy the great cooking in the many restaurants and cafés throughout the region.

City break incentives

Copenhagen is rightly one of the most popular weekend getaways in Europe. Its big-city atmosphere and choice of things to see, buy and eat are remarkable given the compact scale of the city and the ease with which it can all be seen. You can walk virtually everywhere within the city centre within 20 minutes, or take one of the bicycle rickshaws that ply the central squares for fares.

If you are in town to explore Copenhagen's fantastic range of small, independent design, homeware and fashion stores, you can head for Strøget, the main shopping

street, and its many specialist and designer shops, including Illums Bolighus, with its three floors of Danish and international interior design. Next stop could be Strædet or Kronprinsensgade, both atmospheric shopping streets just off Strøget, the first packed with vintage clothes and silverware shops, the latter with contemporary fashion. Meanwhile, the shops of the recently revived areas of Vesterbro and Nørrebro lead the way in terms of fashion and contemporary design styles.

These are good areas for lunch too. If the sun is shining the outdoor cafes and restaurants on Halmtorv in Vesterbro or Sankt Hans Torv in Nørrebro are great spots to observe local Copenhagen life.

Time for a little culture, perhaps? The National Museum back in the centre of town has a wealth of Viking treasures, while across town to the east, Statens Museum for Kunst is the national gallery of Denmark with a vast collection of contemporary pieces as well as art dating back to the Renaissance. It lies close to one of the most charming historic buildings in the city, Rosenborg Slot, a Renaissance castle – now a museum of royal history home to among other treasures the Crown Jewels - set amid a beautiful flower park.

A great way to see the city's harbour is to take the Harbour bus, which you catch just outside the Royal Library. It will take you to Nyhavn, the historic canal, where restaurants sit shoulder to shoulder along the quaint and colourful harbour front. A spectacular, recent addition to the city's waterfront is the new Opera House, which lies just across the harbour from the royal palaces of Amalienborg, home to the Danish royal family.

In the evening Tivoli Gardens, the world famous amusement park in the heart of the city beckons with its bewitching light displays, fun rides and excellent restaurants.

On the second day, you catch the train that crosses the Øresund bridge to Sweden and the centre of Malmö in only 37 minutes. Begin your trip around the largest city in Skåne with a visit to Malmö Art Gallery, one of Europe's largest contemporary art centres. An insight into the history of Malmö is gained at 16th century Malmöhus Castle lending its walls to three museums. Malmö boasts plenty of shopping possibilities, and the main shops are open seven days a week, including Sundays, where the shops in Copenhagen are closed.

The most exciting new chapter in the city's recent history is the development of the Western Harbour area which now throngs with dynamic, cutting edge housing at the centre of which lies the remarkable Turning Torso Tower, the city's spectacular new symbol.

Gastronomic Øresund

Over the past decade the cuisines of Denmark and Sweden have undergone a tremendous change. Gastronomy in the region has woken up both to the outside world as well as its own rich culinary heritage and remarkable local produce.

Copenhagen now has more Michelin starred restaurants than the rest of Scandinavia combined (9 in total), including the world famous Noma boasting two stars, which famously sources all of its ingredients from the Nordic region and recently ranked within the top 20 restaurants in the world, and the region's finest Italian restaurant, Era Ora. However, traditional specialties have in no way gone out of fashion and the famous "smørrebrød", open sandwiches, washed down with a cool beer and a frosty shot of Aquavit, are still as popular as ever amongst the Danish people.

One of the most beautiful dining room in the city is that of The Paul, housed in an elegant crescent shaped conservatory, designed by Poul Henningsen in the middle of Tivoli Gardens. Its English chef, Paul Cunningham, has also earned himself a Michelin star, as has formel B, a stylish Modern European restaurant on the outskirts of Vesterbro.

A gastronomic tour further around in the Øresund Region would take you right out to the edges of the region, from a culinary feast at Restaurant Babette in South Zealand to Restaurant Tinggården in Frederiksværk North Zealand or Restaurant Snekken overlooking the harbour and Viking ship Museum in Roskilde.

For an out of the ordinary culinary experience, Skåne is the place, with great food and inns specialising in the best of local produce - herring, goose and eel to name a few delicacies. Long recognised nationally as a gastronomic gem of an area, a new generation of chefs have now been garnering international acclaim and awards. Few chefs in Sweden are as highly regarded as Niklas Ekstedt, whose restaurant Niklas in Helsingborg showcases his innovative and accomplished cooking. Equally revered among Swedish gourmets and gourmands is Gastro, also in Helsingborg. Recently voted the best restaurant in Skåne by the influential White Guide, Gastro is a

brasserie/bistro/bar whose cuisine is influenced by the global kitchen, yet is grounded in the best local ingredients.

Malmö is rapidly forging a reputation as a prime foodie destination with top restaurants including Salt och Brygga in the new Western Harbour area with views to the Øresund Bridge; Atmosfär, serving the contemporary Scanian food skillfully blended with global influences in the centre of town; the so-hip-it-hurts Torso Twisted restaurant and bar complex beside the landmark Turning Torso Tower; and the granddaddy of all the city's restaurant, the still peerless Årstiderna I Kockska Huset, a classic Franco-Swedish restaurant housed in the red brick, vaulted cellar of an historic town house on the main square.

But for a truly unique Scanian experience, why not try an eel party in an eel fisherman's hut in the coastal town of Åhus where you can join the fisherman for the day catching the eels then cook them for dinner.

Nightlife

Copenhagen is the undisputed nightlife capital of Scandinavia with a wide range of clubs, cinemas, bars, restaurants and music venues. After hours, and particularly at weekends, Copenhagen's nightlife can last until dawn: Opera, classical music, rock, disco, jazz, stand-up comedy are all on offer towards the end of the week.

During July the city becomes the focus of the jazz world as the Copenhagen Jazz Festival draws crowds to venues throughout the city for 10 days, while the world famous Copenhagen JazzHouse makes sure that the city has something for jazz fans year-round.

The city's leading nightlife and music venue is Vega, with two concert rooms hosting emerging local talent and major international acts, as well as DJs. Meanwhile clubs like Rust and Stengade 30 ensure that the city is at the forefront of contemporary music trends.

As well as this, many venues, like Café Ketchup, Gefärlig and Bodega, change function as the day progresses, turning from light, bright cafes to full scale restaurants and bars and then DJ bars with dance floors.

Malmö's nightlife centres on the restaurants and bars of Möllevången and Lilla Torg, where the light Scandinavian nights create a unique outdoor atmosphere. One of the most exciting recent arrivals on the city's nightlife scene is Torso Twisted, a bar and restaurant complex beside the landmark Turning Torso tower in the new harbour area.

Christmas romance

Christmas is a wonderful time to visit the Øresund Region as both Sweden and Denmark have strong Christmas traditions. At the end of November, the exclusive Hotel D'Angleterre***** in Copenhagen is transformed with a Christmas tableau covering its entire frontage. It overlooks the popular outdoor ice rink on Kongens Nytorv (the King's New Square). Copenhagen is an excellent Christmas shopping destination with the cosy stalls along Nyhavn and Tivoli's Christmas Market, offering plenty of seasonal cheer. The shops on Strøget are lavishly decorated both inside and out, while the cafes and restaurants cosy-up to Christmas with candle lights on every table and warming glögg, or mulled red wine.

There are more skating options on the Lilla Torg outdoor ice rink in Malmö. Alternatively, you can enjoy some genuine Christmas atmosphere at the Malmö Christmas Market in the centre of town or witness the Swedish St Lucia Christmas festivities.

Golf and fishing

The Øresund region offers innumerable possibilities for a couple of relaxing days away from the city. If you like to play golf, the Øresund Region offers a remarkable 90 golf courses within 90 minutes journey time, most of which welcome non-members. Some of the region's best and most beautifully situated golf courses are found in North Zealand and in Skåne, Southern Sweden. Most of them are situated near clean, sandy beaches have many comfortable hotel options nearby. Barsebäck Golf & Country Club in south Skåne is the most renowned club on the Swedish side having played host in recent years to the Solheim Cup, while in North Zealand, Simon's Golf Club has also hosted international pro events.

The Øresund region is also renowned for its excellent fishing – both freshwater and sea fishing. The fresh waters of Esrum Sø, Furesø and Farum Sø in North Zealand are excellent options for the angler, and organisers of sea-fishing trips on Øresund and Kattegat are never hard to come by. South Zealand offers excellent fishing in the waters around the many islands of the region. Experienced skippers can take you to

the best spots and serve home made sushi for lunch. The Skåne landscape is dotted with lakes connected by rivers all packed with pike, perch and trout. A particularly good option for pike and coarse fishing is Håckebergasjön while for river trout you could try Höje Ån.

Another Skåne speciality is the spa, and there are numerous spa hotels to choose from in all price ranges and offering a wide range of treatments. The two most renowned are the classic Scandinavian-style Hotel Skansen located right on the beach, and Torekovs Warmbadhus, offering a traditional seaweed bath dating back to the 19th century. Spa centres are also becoming increasingly popular in Denmark, with several hotels now offering luxury health and spa treatments including the Comwell Borupgard Hotel in North Zealand.

Sleep and eat like kings and queens

These days many of Sweden's historic castles and manors have been converted to hotels and restaurants offering us 'ordinary' mortals the chance to savour the regal life of the region's former rulers. One of the most impressive is Håckeberga Slott, which lies amid the delightful Skåne countryside 35km from the Øresund Bridge. Håckeberga was built in 1875 and today boasts accommodation in the manor house itself and in converted stables. The exquisite gastronomy of its acclaimed gourmet restaurant compliments the setting perfectly.

Another beautifully located, converted castle-hotel within the region is the French Baroque-style Snogeholm Slott, a delightful oasis of calm dating from the 1860s. Bäckaskog Slott, once the country retreat of the Swedish king Karl XV, set beside Lake Ivösjön north of Kristianstad is equally beautiful, as is Kronovall Slott, famed for its wine - a popular wine festival is held there every summer. A more recent addition to Skåne's manor hotel portfolio is Örenäs Slott, an imposing yet welcoming early 20th century manor which opened in 1943 as a holiday hotel and conference centre. Today the castle boasts a superb restaurant and wine cellar.

On the Danish side of the Øresund Dragsholm Slot is one of the oldest functioning buildings in Denmark. This stunning historic castle hotel with a high quality gourmet restaurant dates from 1215. Also on Sealand is Fredensborg Store Kro, a traditional luxury inn with royal connections dating from the 17th century.

Facts about Copenhagen / Øresund

The third fase of the Project Copenhagen / Øresund, runs from 2007 – 2009. The budget is over DKK 81m, including DKK 8.3m from the EU's INTERREG IIIA. The markets targeted by the project are Germany/Switzerland, Great Britain/Ireland, USA, China, Italy and Spain. Copenhagen / Øresund partners are SAS, SPANAIR, Copenhagen Airport, the Oresund bridge, Avis, Malmö Tourism, Position Skåne, VisitDenmark and Wonderful Copenhagen. The aim is to place the Øresund region on the world map and make the destination more accessible.

Links to our partners:

www.visitcopenhagen.com

www.visitdenmark.dk

www.malmo.se/turist

www.skane.com

www.flysas.com



This project is partly funded by the European Regional Development Fund, Interreg Øst-Sjælland region