

# An unexplored pearl in Swedish Lapland

**“Five-star experiences and world-class hospitality.” That is what guests are saying about Vuollerim, a picturesque village close to the Arctic Circle in Lapland, Sweden.**

Here, you are welcome to pick berries together with Eivor, fish for trophy char with Örjan, or listen to local stories and songs by the fire with Irene. In this village bursting with entrepreneurship, hospitality and community spirit, visitors are offered genuine experiences that make them feel at home.

“The idea is to offer authentic, contrasting experiences together with the villagers all year round,” says Eva-Lena Skalstad, director of the cooperatively owned village initiative Lapland Vuollerim

Welcomes You Ltd, the first ever actor to get nominated for the best outdoor experience at the Stockholm Wilderness Fair three years in a row.

The house hopping dinner event perfectly embodies the project’s cooperative spirit. Visitors get to spend an evening in village homes, having a starter, main course and dessert in three different houses. “Guests love to see how people live,” says Skalstad. “It’s an amazing meeting of cultures, and just as enjoyable for the villagers themselves.”



Coinciding with the world-famous Jokkmokk Winter Market is also the festival when the locals create thousands of ice lanterns. Archaeological findings from the Ice Age, a cooperatively owned hotel, products approved by Nature’s Best, and a rare, blue light in the winter when the sun never rises, make Vuollerim a magical place. This is not just a place you visit; it is a way of life you learn to love.

## A sample of activities:

- The 1,000 Ice Lanterns’ Festival, first week in February
- Horseback riding in the midnight sun, June to July
- Forest Sami Safari, May to October
- Cloudberry Festival, August
- Moose hunt, September to November
- Skiing behind a horse, November to April
- Blue Lights Festival, December

For more information, please visit:  
[www.laplandvuollerim.se](http://www.laplandvuollerim.se)