



What's new?

The snow is finally melting and Easter is just around the corner! However, Ebba and Anthony had their winter jackets on in Luleå, northern Sweden. Also, our hotel experiences got 5 star treatments. See you soon.



Pauline will be at IMEX in Frankfurt this year. You'll find her at stand **F700**. Click the link above to make an appointment with her or just pop by to say Hi.

Destination Report: LULEÅ – Adrenalin & Natural beauty

Ebba and Anthony drew the short straw and we *forced* them to travel to the north of Sweden to sample the delights of Luleå. We felt so sorry for them when we read the itinerary: Snow scooters, driving and racing on ice, husky sleds, horse & sleigh rides, fireside lunches and more. I mean, who would want to do that?



Check out our Luleå film at www.risbecker.se

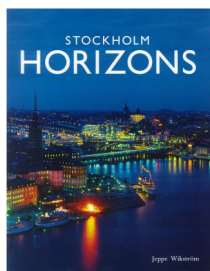
Needless to say they had a fantastic time and didn't want to come back. Luleå is a unique city. Situated just short of the Arctic Circle, it is quite small but has come a long way in recent years. There are even plans to build a 5 star hotel shortly and together with the Elite Hotel, this will provide first class accommodation for groups.

There is also a great sense of community in Luleå with businesses and activity suppliers working together for the greater good of the destination rather than competing with each other. This isn't perhaps so surprising because in Luleå everyone knows everyone else. Nothing is impossible, they are willing to accommodate new requests or suggestions and there is a real feeling of "can do".

Obviously, Luleå is still maturing as a destination and it may be a few years before all of their facilities are up to International standard but what it does do now is deliver what it promises: Adrenalin fueled activities, first class food and drink, breathtaking natural beauty, a slower pace for life from big city living, a real adventure and of course, genuine Swedish hospitality.

Competition: UP IN THE SKY

It's not uncommon to see a magnificent sight in the night sky in Luleå. In Swedish, this dazzling display is called *Norrsken*. For your chance to win a copy of "**Stockholm Horizons**", just tell us the English name for it. Mail your answer to newsletter@risbecker.se. The winner will be announced in next month's newsletter.



Last Month's winner: Last month we asked what the flower Daffodil is called in Swedish. The correct answer is *Påsklilja*. The lucky winner, selected at random, was Marc Midré from Euomic. Well done to you, Marc!

Stockholm Hotel Experiences 2011

This month, we've stayed at the **Nobis Hotel** (Stockholm's newest 5* hotel) and **Lydmar** (a 5* downtown luxury hotel). To read our reviews visit www.risbecker.se. We know, it's a dirty job but somebody has to do it!