

Falkenberg

Sweden

- the good life!



WWW.FALKENBERGSTURIST.SE



Pure Pleasure!

Falkenberg is a unique place on earth. For us living here it's every day life. Our wonderful environment is full of contrasts. We love the ocean with its long sandy beaches, the forest and the many lakes, the cities' comfortable atmosphere and the beautiful Ätra Valley's open landscape.

We are especially proud of the great variety of events, entertainment and activities that we have. Everything Falkenberg has to offer is provided full of joy and pride.



Skrea beach with the longest swimming dock on the west coast. Elite Hotel Strandbaden – a first class tourist and conference hotel.

These days Falkenberg is an entertainment center all year around. Hundred thousands of people travel here for example to see the summer farce at Vallarnas Open-Air Theater or the Falkenberg Show, to visit the Song Festival or the Jazz Days in Hwitans Garden, to divert themselves at the crayfish festival in Glommen, to watch the STCC motor races or to visit another of hundreds events that are organized around the community.



Vallarnas Open-Air Theater with its beautiful location in nature by the Ätran. The summer farce is the biggest summer event in Falkenberg. Sing-along evenings are also organized here during the summers.



Foto: Bo Håkansson

Today the Falkenberg Show is considered the leading local show in Sweden.



STCC and the West Coast Race at Falkenberg's race track.



The Crayfish Festival in Glommen. During five days you enjoy the delicacies of the ocean.



Falkenberg offers many opportunities for an active vacation. Sun and beach are our best trademarks with approximately 15 km magnificent beaches. The alternating scenery presents unique possibilities for outdoor life and life in the wilderness. For the sporty type there are several sport- and recreation facilities. Among others five golf courses, four riding facilities and Sweden's only swimming facility with a 50-meter salt water pool.

Klitterbadet is Sweden's only swimming facility with a 50-meter salt water pool. Top modern fitness studio, heated activity pool, fitness- and wellness activities.

Catch your breath in Falkenberg!

Falkenberg has a striking charm and a spirit of life that will last you all year around. A really exciting and appealing alternative for someone who wants to leave the big cities' stress and rush behind. Here runs Ätran and here is the ocean. The surrounding country side offers good opportunities for relaxing excursions in the woods and fields. For someone who looks for a more active outdoor life with for example fishing, canoeing or other adventures there are many possibilities. Fegen and the Ätran area offer great nature and outdoor life.



The landscape around Falkenberg shows great character and variety and is sometimes unbelievably beautiful. A trip along Ätran's valley presents a living agricultural landscape, rare hardwood forest, huge pine forest and lakes full of fish.

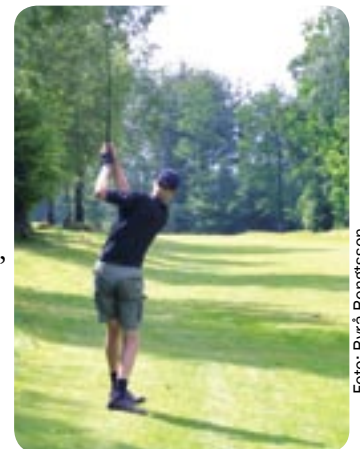


Foto: Byrå Bengtsson

Our 5 golf courses are open almost all year around.



Falkenberg is a friendly horse community.



The inland offers fantastic opportunities for outdoor life and adventure.

Ekomuseum Nedre Ätrådalen is the collection name for more than 70 sights worth seeing in Falkenberg's tourist area. The sights cover everything from beautiful nature and cultural settings to craftsmen and today's business life.



Gudmundsgården Meat Specialties are included in the Ekomuseum.



Falkenberg's Museum displays the city's growth during the last 100 years. Per Kirkeby's work of art outside the museum.



Gunnarps church is included in the Ekomuseum.

In Falkenberg blooms a great cultural life. Few communities in Sweden can compete with Falkenberg in terms of number of museums per capita. The largest is Falkenberg Museum which is located in an old grain shed down by the harbor. Other interesting museums are for example the Photo Museum Olympia, Svedino's Auto and Airplane Museum, Berte Museum (Life on the countryside), the Country Store Museum and the Comic Museum.

Art has been given a prominent role. Not the least Sculptura shows the venture to display art and installations of all kinds.



Ätran's Salmon Fishing, one of Sweden's finest. There are several rivers and lakes full of fish.



The life guard's chair – one of the installations from Sculptura 02.

The city with both feel and pulse!

Stroll around in stores and do shopping. It's a major part of many visitors' experience. Explore your way through Falkenberg's many specialty and department stores. Here is all the service you'd like.

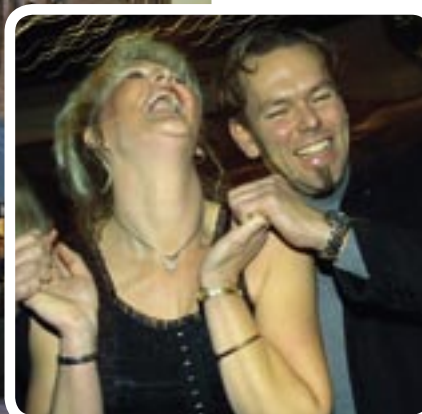
In Old Town are large parts of the inner city preserved, with several places worth seeing. Here is a picture from Storgatan by the S:t Laurentii church.



Falkenberg has been able to keep its small town charm. Old Town, the Tull bridge and Vallarna with Doktorspromenaden along Åtran give harmony.



Open-air restaurants are a part of the summer's outdoor life.



Dance evenings with top orchestras Here at Grand Hotel

But there is also a pulse in the city. A large number of restaurants and pubs and a night life that has developed to practically continental levels. Here is everything from cozy cafés to gourmet restaurants, from pub to dance evenings with Swedish top orchestras.

Sweden's cleanest community!

The topic environment in Falkenberg implies that we are aiming high. Our ambition is to become and be Sweden's cleanest community. A comprehensive view reflects our plans for the future. Falkenberg has an excellent position with great qualities; for living, for business and for the tourist industry.

In Falkenberg's community there are close to 2000 companies, everything from entrepreneurial businesses to large multinational concerns such as SCA and Carlsberg. The department store Ge-kås in Ullared is Sweden's largest tourist attraction with over 3 million visits every year. Not unusual that Ullared sometimes works as a landmark for the whole community of Falkenberg.



In Falkenberg we concentrate very goal oriented towards renewable energy. The investment on sun, wind and water power symbolizes the modern and future oriented way of thinking that characterizes Falkenberg.



Foto: Christer Johansson

It seems all roads lead to Ullared.



FALKENBERGS KOMMUN



Even our famous comedians enjoy SIA Ice Cream.



Carlsberg Sweden with the world famous beer Falcon.



FACTS FALKENBERG

Halland's largest community by the area
- 1 150 km², 39 000 inhabitants
Municipal tax rate max 32:10 (2003)

Communications:

Highway E6/E20
By train - the West Coast Line
By Air Stockholm - Halmstad
Road 154 from Borås
Road 153 from Värnamo
Road 150 from Torup
Tel 0346-88 60 00 • www.falkenberg.se



FALKENBERG'S Tourist Office

tourist information • accommodations
ticket center • conference- and visitor service

Holgersgatan 11
311 34 Falkenberg
Tel. +46 346-88 61 00
Fax +46 346-145 26
Turinfo@falkenberg.se
www.falkenberg.se