There is only one Gotland.
Living here is a privilege.
Growing up here is a gift.
Calling it home comes naturally.
Welcome home.
The doors to our Gotland are open. We don’t live on a mystical island that only exists for a few warm months in the summer. Just under sixty thousand people live here all year round. Many more call it home in their heart.
GOTLAND IS CLOSE.

Three hours by sea and 35 minutes by air. You don’t need to get up an hour early to get the children to school and nursery. Distances are small enough for many to get home for lunch if they want on any normal working day. You’re usually close enough to spontaneously drop in on a friend for coffee.

Most things are close at hand on Gotland.
To many of Gotland’s permanent residents, the island is at its best at the very end of the summer, when the water is warm and the outdoor bars and cafés are still open. The children tear around on the football pitches and an evening ride on horseback is all it takes to prove that life is great.
We give you the keys to our Gotland.
Others insist that Christmas is not Christmas if it isn’t celebrated on Gotland, with the traditional Midnight Mass and a Christmas Day stroll by the sea.

HOW DO WE LIVE? We are often asked how we live on Gotland. We live like everyone else. On an old farm or in a new home, in an apartment or a house, in the country or in town, in a renovation project or something newly designed. Close to the sea or inland. How do you live?
Fett stille – dead calm
Our spring – can be your spring

LADINGEN – SPRING
“Once the first signs of spring are here, things usually move fast, except for the stubborn ‘staräurar’, seven snowy weather fronts that traditionally need to pass from the first arrival of the starlings before winter has completely released its grip on the island.
A GOOD TIME OF LIFE

When the famed Gotland light returns, nature explodes in a blanket of tender green shoots. Blue and then white carpets of anemones adorn the Gotland meadows. They aren’t protected and can be picked with or without socks and shoes on.

This high season for early growth is a time for picking ‘kaiplök’, a kind of wild leek packed with vitamins that is said by Gotlanders to be a great way to banish the winter blues.
The limey soil makes our root vegetables sweeter and longer lasting than those grown elsewhere in Sweden. Asparagus, wild garlic, potatoes, carrots, beetroots and parsnips do particularly well. Here on the island we’re spoilt when it comes to eating local produce of the very best quality.

They can be seen everywhere, the lambs that help to keep the landscape so open.
It isn’t long before the outdoor cafés and bars spring up and meetings are more often outside than in. A real sign of spring is having the season’s first ice cream at the classic café down at Visby harbour.

If the golf clubs have been packed away at all, they are now quickly dusted off. Baby lambs bleat and the closeness to nature encourages many people to enjoy the great outdoors together. A little stroll becomes a major experience.
Asparagus, one of Gotland’s prime early crops, is harvested by hand.
We like to call Gotland the Island of Sport. The broad support for sport is particularly clear in the spring when the Kvartersligan league starts up – a major football competition for local children. At this event, the social aspect and having fun are more important than the actual results.

Everyday exercise can be done differently. Countless people commit themselves to walking around Gotland – a little bit at a time. Some do it with friends or family, others in a more organised form through a club.

‘Staräur’ is a popular Gotland concept used to determine the coming of spring. The principle is that the starlings arrive first, usually in January-February. Then seven low pressure weather systems need to pass, alternating with periods of high pressure. The low pressure systems may bring either heavy snowfall or just the odd flurry. Counting the staräur is a popular pastime in spring. There have to be seven before spring is properly here.
On Gotland sheep don’t have lambs. Here, sheep are called lambs. And their offspring are therefore called baby lambs.

Fagninggblåmmar – wood anemones
On Gotland, May is welcomed with the song Sköna maj (Beautiful May) by university students and an amazing number of choir singers. Choirs are a prime example of the island’s lively tradition of clubs and societies.

Every parish on Gotland has masses of such associations, and the people of the island are traditionally also the best in Sweden at attending study circles. This may well be an expression of Gotland curiosity, a desire to keep learning all the time. It’s that curiosity that has led us out into the world since Viking times. It may also be an indication of how much the people of Gotland enjoy getting together.

**GOTLAND IN BRIEF**
Length: 176 km (Fårö-Hoburgen)
Width: 52 km
Gotland’s coastline: 800 km (incl. Fårö)
Province flower: ivy (rindi in the local Gutamål language)
Province animal: hedgehog (pinnsevin in Gutamål)
Gotland summer holidays

SUMMAN – SUMMER
“So not everyone has miles of sandy beaches to choose from on a sundrenched summer’s day? Not everyone can pop down for a dip in the sea after work on a balmy August evening?”
All those things that other people pay to travel to and experience are just part of our everyday existence. And we promise that we do appreciate the summer. Just not exclusively.

There is a continental feel on Gotland during the summer months, helped by the nightlife, beach life, entertainment and restaurants on offer. Going to the beach after work is not only fun but quite a luxury.
Many people associate Gotland specifically with the summer, and that’s hardly surprising. The island often has the most hours of sun in Sweden and people from around the world make their way here. Some come for peace and quiet, others for the buzz and vibrancy. Others come to be where the news is made during the political meetings of Almedalen Week, and then there are those who travel back in time during Medieval Week.

We don’t need to put up works of art on Gotland. Nature has already done it for us. The ‘raukar’ along the coast of Gotland are stone pillars carved by wind and water over millennia into fantastical statues. The Hoburg Man on the bottom tip of Gotland is perhaps our most famous ‘rauk’.
Almedalen Week captivates the whole of Sweden.
A bird’s eye view of Furillen. For ornithologists and others.
The islands around the island, such as Fårö, Gotska Sandön, Furillen and the Karlsö islands, have all become renowned for their distinctive landscape and unique wildlife.

Naturally, many creative types feel a particular affinity with Gotland. The light and the sea also help, of course.

Ingmar Bergman is probably the most famous example of the artists who have been inspired by the natural beauty. Bergman’s legacy lives on and in Fårösund there is now a film studio where many big Swedish movies have been made.
Many of the island’s businessmen and women are kept at their busiest during the summer and the island attracts not only tourists and summer residents, but also hundreds of seasonal workers.

Gotland’s young people often get their first summer job in the tourist industry and in so doing learn to take responsibility and earn their own money.
Try your hand at stone masonry.
Bärbaintar – bare-legged
There are also boats...
Saffron Pancake
Serves 4
Oven temperature 225°C, time approx. 1 hour

Ingredients
1 sachet (0.5 g) saffron
1 tbsp warm water
2 eggs
100 ml milk
2 tbsp sugar
1 pinch salt
500 g cooked rice pudding (approx. 500 ml)
2 tbsp raisins
5 almonds, peeled and chopped
2 bitter almonds, peeled and chopped

Accompaniments:
200 ml dewberry or blackberry jam
200 ml whipping cream

Instructions
Soak the saffron in a little warm water for around 10 minutes until it softens. Beat together the eggs, milk, sugar, salt and saffron and stir them into the rice pudding. Mix in the rest of the ingredients. Pour the batter into a well greased baking tin and bake until the pancake has set, after 20-30 minutes, and formed a lovely golden crust. Serve with the jam and whipped cream.
Gotland is a safe place to live. It’s only in the imagination of thriller writers that people are murdered here all the time. Gotland has almost become Sweden’s very own Midsomer, where various authors compete to kill off as much of the Gotland population as possible. Thankfully that is just fiction, but a clear hint that the island inspires creative people.
Gotland in brief

Gutamål is the distinctive language of Gotland, still spoken by an estimated 2,000-3,000 people. Gotländska on the other hand is a Swedish dialect identifiable by its sentence melody and its diphthongs. The saffron pancake is something of a Gotland speciality.

Dewberries, Gotland strawberries, mulberries, walnuts, grapes, peaches, saffron, orchids – exotic berries and plants on an exotic island.
Golden time

HAUSTN – AUTUMN
“We have a fifth season on Gotland. Between high summer and autumn we have an extended summer period of warmth and sun. September is mild, with warm evenings. An evening dip in the sea is a treat all month, before the leaves start to change colour.”
A GOOD START BRINGS A GOOD HARVEST

Autumn is a golden time in many senses on Gotland, not just because of the wonderful autumn colours that give life a gilt edge. Early autumn sees the harvest of the Gotland truffle, whose value could almost be measured in carats.

Something else that gets to grow in nurturing conditions on Gotland is children. The security and closeness offered by the Gotland community are hard to beat. The countryside is within easy reach and there is a wide range of outdoor activities. Only in the field of alpine sports are we somewhat limited!
Haustlug – autumn break
There is a wide choice of preschools and schools. There are both municipal and private options for preschool, compulsory school and upper secondary. There is also a university and a folk high school on the island.

Autumn is a golden opportunity to get out and socialise. Markets, study circles, theatre performances, sports events and concerts come thick and fast. Finding something to do is not usually the problem. The issue is deciding what not to do.
November is packed with a variety of regular events. Muck-loving motorcyclists make the pilgrimage from across Sweden and the globe to take part in the world’s largest Enduro competition in Tofta – the Gotland Grand National. Företagardagen is a day for businesspeople on Gotland with a trade fair, lectures and a terrific dinner.
**Roma** is the name of a community in the heart of Gotland. Of course, it’s also a football team in Italy, but that’s not what we’re talking about here. Roma is known for its fantastic summer theatre in the abbey ruins.
It’s wonderful that so many people who are born and bred on Gotland choose to move home to the island to have a family. Wanting their own children to have the same safe childhood that they had is just one of the reasons.

It’s also not uncommon for grandparents of new families with no previous links to the island to move here too.

On Gotland we’re close to each other. Really.

The library is an excellent place to meet other families with small children. As well as the reading, it is often a venue for theatre, singing groups and other activities for children.
Short distances give you spare time for other things. Park the car and walk – or cycle. Discover the time to do what you love. More time for the family, of course, but also for things that you do just for your own enjoyment. Your favourite leisure pursuit or a course that you always wanted to do. Sounds like a luxury? Here, it’s second nature.
One of Sweden’s best golf courses is located in Västergarn.

Astäuen – neighbour
Självplukk – pick your own
Entrepreneurial Gotland! The people of Gotland are keen entrepreneurs. There are around 7,500 companies on the island, giving us one of the greatest densities of businesses in any county in Sweden. Agriculture and food production dominate along with tourism and the cement, limestone and timber industries. Service companies are flourishing and many small businesses with a focus on quality and design are emerging, especially in furniture-making.

A thousand businesspeople at Wisby Strand. The place to do business.
GOTLAND IN BRIEF

Visby town centre, surrounded by the curtain wall, is also known as the Hanseatic town of Visby and is one of UNESCO’s World Heritage Sites, in good company with the pyramids of Egypt and the Galapagos Islands. World Heritage is cultural or natural heritage considered imperative to preserve due to its outstanding value to humanity. The fact that the Hanseatic town of Visby is a lively meeting place all year round is key to the future of the whole island.
Embracing winter

VINTAN – WINTER
“Of course we have winter. It’s just a bit different.”
The islands around the island. The fishing village in Eksta offers superb views of the Karlsö islands.
Walking through Visby on a winter evening enchants even the coldest heart. With or without snow, the illuminated windows and the lights adorning the wall and ruins make the World Heritage town an almost magical experience. Living and belonging in this place gives a genuinely wonderful feeling in the stomach.

The numerous top quality restaurants are popular every day of the week. Taking the whole family out to eat is just as common as meeting after work to wind down.
Jaulljaus – Christmas lights
The mild winters on Gotland make activity levels even greater during the periods when snow lies. Ski trails are prepared in a couple of hours, while Nordergravar next to the curtain wall and other slopes around the island are quickly busy with eager toboggners.

Packing the picnic basket with hot drinks and exploring a snow-clad Gotland is a comfort for the soul and an adventure for children old and young.
With tongue firmly in cheek, we sometimes call Gotland Stockholm’s most attractive suburb. The fact is that a number of people choose to live here and work in Stockholm. It takes no more than 35 minutes to get to Bromma or Arlanda Airport.

It is also possible to travel there and back by ferry in a day. The ferry trip takes just three hours and many enjoy working in peace and quiet en route.

Many locals like to use the word ‘old’ when describing a location, which can sometimes cause amusing misunderstandings. When talking about the old fire station in Visby, the older generation means the former fire station on Klinttorget in the town centre, while the younger folk mean the fire station that used to be located at Östercentrum. The ‘new’ fire station is out by the ‘old’ rubbish tip!
Many of those who’ve relocated to the island with their company feel that Gotland has given them an identity that sets them apart in a positive way. The fact is that Gotland has an extremely positive reputation among most Swedes and there is hardly anyone who doesn’t know where the island is or has no relationship to Gotland. Those who haven’t been here want to at some point.
GOTLAND IN BRIEF
Gotland is a province, a single municipality and a county. Gotland Municipality is responsible for many of the areas that elsewhere are dealt with by the county council, including healthcare and public transport.
Open the door to your future. It might be here on Gotland. And not just your future, but your children’s and your grandchildren’s.
Study at Gotland University, work for one of our exciting companies. Gotland is a great place to start your career.

Close to home. Close to school, work and the beach. Close to each other. Gotland provides closeness.

Time to enjoy life together. Garden, grandchildren, friends, doing things together. Gotland offers all sorts of opportunities.

You can’t get any safer. Gotland is a great place to grow up.