



A WELLBEING ADVENTURE ON SOUTHERN ÖLAND

WELLBEING FOR BODY,
MIND AND SOUL

DO WELL & FEEL WELL



DO YOU ALSO WANT TO FEEL WELL, EXPERIENCE A SUSTAINABLE VACATION, AND DO SOMETHING GOOD?



#WELLBEINGVACATION



Sweden is divided into 25 provinces, where Öland is the smallest. Öland is an island located in the Baltic Sea, at the southeast coast of Sweden. Just 130 km long and 20 km wide, this fantastic island contains a unique flora that varies from pine forest, deciduous forest, pasture, and beach meadows to unique Alvar. The coast consists of rauks, miles of mighty wavelike sandy dunes, cliffs, and the enchanting sound experience of cobblestones.

Wherever you are, you can feel the constant presence of ancient history. The secret history of the fort where Sanbyborg's ring fort turned out to reveal well-hidden secrets. Churches, rune stones, mills, quarries all reveal hints about everyday challenges, fears but also joy and celebrations.

This route will take you thru some of the island's amazing landscape, diversity of nature reserves, and thrilling cultural-historical sites. Along the way, you find a living urban area with restaurants offering high-quality local specialties, small quaint home bakeries, world-class crafts, flea markets, and much much more.

Experience a relaxing wellbeing adventure where you carefully explore the beautiful landscape of Southern Öland. - A place where memories are born.

#homeofwellbeing wellbeingtourism.com



WELLBEING ON SOUTHERN ÖLAND



Vacationing in line with wellbeing

Wellbeing tourism is sustainable tourism that creates harmony and balance for body, mind, and soul. There is an intention to do good, with a positive impact on people; both on you as a guest and our hosts, but also on the surroundings, our planet, in the present and in the future. When you do good, you feel good and develop a state of wellbeing.

Why to choose wellbeing companies

Wellbeing companies and hosts aim to conduct their activities in harmony and balance with the outside world. They are open, honest, and aware of how their activities affect society and the environment. They are also involved in the community and have knowledge of the most important local issues.

A wellbeing host protects and cares about the wellbeing of the local population, its staff, and its guests, taking traditions, natural and cultural heritage into account. It gladly spreads its knowledges to more people and meet you and others with kindness and joy. More wellbeing hosts and places that do good can be found on our website.

Good to know about the route

Type of route: One or multi-day* Length of the route from the first stop:

about 32km.

Best mode of transport:

By bike or by foot if you have time to plan for several nights.

Options: EV or biogas car. **Charge your EV in:** Kalmar, Färjestaden and in Mörbylånga.

By foot: 6,5-7 hours By bike: 1,5-3 hours

With eco car: 43 minutes

*You can choose whether you want to spend a few hours, or full days at our recommended stops. We recommend you to extend your stay, there are a lot of joyful things to see and experience in connection with the wellbeing route.

Pack your bag with: Night wear, eco toiletries, towel, comfortable clothes, yoga mat, hiking shoes, swimwear, portable stove, sleeping mat and tent equipment, sunglasses, water bottle and camera.

You may need to pre-book activities and accommodation in advance. If you want to experience the route on your own, you can look at the activity cards on our website wellbeingtourism.com







STOP 1 FÄRJESTADEN'S BEACH

BRING YOUR SWIMWEAR, SUNSCREEN, AND A BOOK!



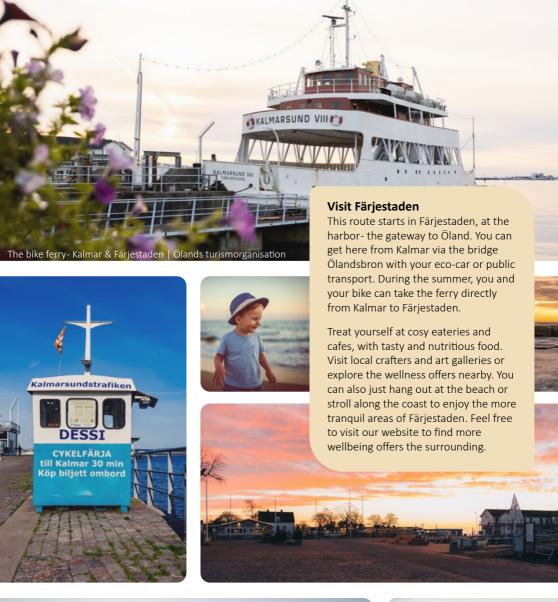
Approximate time required: From an hour to a full day **Wellbeing destination:** Södra hamnplan 9 **GPS:** 6279194, 589685 **Experiences:** Harbour, beach and sea life, outdoor sports and activities, restaurants, arts, crafts, cafes, shopping & much more.

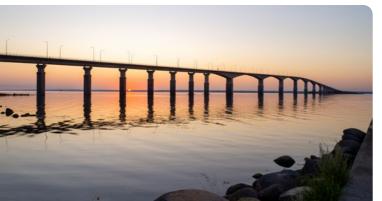
Welcome to a wheelchair-accessible beach for the whole family. Here you will find both relaxing places as well as exiting activities, both on land and in the water. The beach is close to the shops where you can enjoy arts and crafts or buy clothes, decorations, or sports equipment, both second-hand and new. The lunch, dinner, and "fika" options are plentiful. Bring your blanket and enjoy a homemade picnic or make the most of the barbeques supplied on the beach.

The beach area has plenty to offer. If you go south along the coast, you will find Granuddens beach with has a shallow sandy bottom and still waters,

this makes it a perfect location for children. The beach also has a jetty and a playground. Here you can build your sandcastles on the beach whilst you gaze over the Kalmar strait. Further north, nearby the beach and harbour, you find a beautiful dam area with walking and biking trails, a dog-friendly beach, and a movement walk. Whether you hike north or south along the coast, you will get close to nature.

At Färjestaden's beach, you are offered bathing opportunities all year round. During the winter season, the pier is a perfect place for a Nordic cold bath. During the summer months, you can travel with the bike ferry, from Kalmar to Färjestaden.







BEIJERSHAMN NATURE RESERVE

Wellbeing destination: Bejershamnsvägen, Mörbylånga | **GPS:** 6272237, 586873 **Approximate time:** One night stay | **Experiences:** Nature, bird, and wildlife.

This is one of Öland's most easily accessible and popular natural areas. Following a long narrow road, you end up at a leafy parking lot with visitor information boards and toilets. From here you can easily walk along the wooden pathway down to the water and the bird watching tower, or follow the trails to beach meadows, deciduous forests, and pastures. Along the way, you will find fantastic nature and rich animal and birdlife. The nature reserve Beijershamn is located along the coast, about 7 km south of Färjestaden, easy to reach by car, bus, or bike.

If you are our hiking or biking, you can stay your first night, before reaching the destination, in a wind protection shelter (a lean-to shelter) the most common type of shelter you will encounter on Öland.

The sleeping spot is ocated between Karlevistenen and Beijershamn. Honour both sunrise and sunset rituals at your sleeping spot. The sunset over Kalmar strait is beautiful, dramatic, and stunning at the same time. It's like a firework of colours. After a good night's sleep, you can raise with the sun and get mesmerized by the birds in Beijershamn. There's truly something magical about watching the beginning of a new day.

Set the clock and get up early with the birds to see the sun peek above the horizon and the skies fill with rich colours. Notice how the sky changes its colours and feel the temperature rising from the first rays of the sun. Sunrise is all about beginnings and possibilities. What surprises will your day hold?













STOP 3 MÖRBYLÅNGALEDEN

DOWNLOAND THE FULL HIKING & BIKING MAP AT DIAND.SF

Begin at stage 2: From Beijershamn- Mörbylånga, 11 km

Experiences: The shifting landscape, the Alvar, and the cultural heritage sites

Approximate time: 3–4 hours + time for resting

GPS to the harbour of Mörbylånga: 6265748, 584522

Marvel through the unique and unusual agricultural landscape on this wonderful hiking and biking trail. The southern part of the island, Öland, is dominated by a vast limestone plateau. The landscape takes its contemporary form from its long cultural history, adapting to the physical constraints of geology and topography. For the last five thousand years, human beings have lived here and adapted their way of life to the physical constraints of the island. As a consequence, the landscape is unique, with abundant evidence of continuous human settlement from prehistoric times to the present day.

Once you passed through the lush, bird-rich deciduous forest in Beijers-

hamn nature reserve, continue along the paved road past Haga Park beach. After the beach, the trail continues south along paths and cottage areas by the beautiful steep sand dune and you reach the next beach – Klevabadet. Then continue south along the shore, round a pond and further over the wooden footbridge through the section with pine forest and after the small slopes, Mörbylånga can be glimpsed. Close to the community is the rest area Bruksrasten. The goal is located at the beach Balken, at Mörbylånga harbor.

If your on a hike, you can follow the Mörbylångaleden stage 2 from Beijershamn to Mörbylånga. By car you can go directly to the next stop, Mörbylånga.

STOP 4

MÖRBYLÅNGA

Wellbeingdestination: Mörbylånga town

Approximate time: From a few hours, to a day, or more. **GPS to the harbour of Mörbylånga:** 6265748, 584522

Located in southwestern Öland about 15 km south of Färjestaden you find Sweden's sweetest "köping" that 2020 turned 200 years old. Since its founding, Mörbylånga has been southern Öland's center for trade, industry, agriculture, culture, outdoor sports and cultural associations. Visit this picturesque little town that is still teeming with corporate spirit and cozy experiences.

Either you can fill your backpack with supplies for the next hiking stage or settle down at one of all the restaurants and cafes and have a delicious meal. Stroll up and down the street and take in the beautiful, historic buildings and places, take a walk to the coast and to the harbour, and listen to the soothing sounds of the waves the sea.

Mörbylånga also offers you a variety of local crafts and art. If you want to stay overnight here, there are hotels, B&Bs, campsites and cottages for rent.

Good to know

If you chose to experience the whole Mörbylångaleden-trail by foot, you have to plan for a five-day trip.







MÖRBYLÅNGALEDEN, THE CONTNUATION...

If you are hiking or biking, you can continue on Mörbylångaleden towards the next stop, the Wellbeing place at Penåsa

At this part of the trail, you will walk or bike along the coast passing Klovenhall's rest area. Here you can enjoy an outstanding view over Kalmar strait. If you want to spend an extra day on your tour, you can choose to spend the night here. Continue towards the middle of Öland, to the road towards Penåsa. Here you will have the opportunity to visit Kastlösa town, which lays on the border to the great Alvar.

Mörbylångaleden is one of Sweden's 12 signature trails. It stretches through parts of the UNESCO world heritage site the great Alvaret, southern Öland's agricultural landscape. Common for the signature trails are that they are all unique and spectacular in their own way, and stretch through beautiful nature, characteristic for the landscape.

The trail winds through a mosaic-like landscape of different habitats, including Mittlandsskogen, which is considered to be Northern Europe's largest contiguous deciduous forest area south of the mountain range. The forest has largely arisen on old pastures and hayfields that have been cultivated since the Iron Age. It inhabits a unique flora and fauna and is rich in various species A truly exciting enriching place to explored by you as a visitor, and for you as an ecologist.

Wheelchair hiking is possible along Mörbylångaleden, between Penåsa and Skärlöv. The trail here follows an old railway bank, and the surface consists of a hard gravel road, in the middle grass. Along the trail you can enjoy a variety of wellbeing outdoor sports. Nearby the town of Kastlösa you can during the summer months find cosy cafes, restaurants, crafts and art, farm shops, and accommodation.













VISIT OUR WEBSITE FOR MORE INFORMATION ABOUT PENÅSA!

STOP 5 WELLBEING PLACE PENÅSA

Wellbeingdestination: Penåsa resting area

Experiences: The natural and cultural heritage around Lilla Dalby and Bjärby alvar nature reserve, outdoor sports, nature experiences and tranquillity.

GPS: 6256364, 590342

Welcome to Penåsa wellbeing place, Lilla Dalby and Bjärby nature reserve. This is a beautiful and peaceful place for contemplation and relaxation where you can experience Öland's unique and varied landscape – the great Alvar, a UNESCO world heritage site.

Our route ends here, at Penåsa – Sweden's first official wellbeing place. Inside the reserves, you will find two comfortable benches that face the great, vast Alvar. Have a seat and relax for a while. The place and the landscape surrounding, is something very special. It is a place of wellbeing where you are given the opportunity for alone time and contemplation.

Here you can become one with nature. Spending time outdoors helps you to find peace and to connect with your inner self. It also contributes to your happiness and increases your creativity. Take the opportunity to practice your mindfulness exercises here, it also contributes positively to your wellbeing.

Tip

It's a good idea to plan for an extra night if you wish to experience the whole wellbeing place and surrounding area. At Penåsa you can find a sheltered rest area, a wind protection, dry toilets, and partially accessible barbecue areas.







HOW TO GET AROUND

Between the island and the mainland, there is an approximately 6 km wide strait, Kalmarsund. The bridge of Öland - Ölandsbron, connects Färjestaden on Öland to Kalmar on the mainland. If you are traveling to Öland by public transport, take the train to Kalmar, then switch to a bus that will take you to Öland.

In the summer season, from May to September, you can get aboard M/S Dessi. The ferry will take you turn and return between the city of Kalmar and Färjestaden, on Öland, within 30 minutes. Bring your bike, to explore the surroundings and to discover the lovely shores of Öland. In this route, your journey begins at Färjestaden's beach.

Between the first and second stop, you can take a detour to Karlevistenen, this ancient remain is considered one of Sweden's most remarkable rune stones. If you walk or hike towards Beijershamn you can follow the hiking trail "Mörbylångaleden" from Karlevistenen.

You pass the runestone Karelvistenen on your way down to the western coastline. Barely 2 km south of Karlevistenen is the rest area Karlevi Mo, with a toilet, a windbreak, and a barbecue area. Please remember to keep it neat, show great care and consideration to nature and your fellow hikers and bikers. If you go by car, travel directly to Beijershamn's parking place.

When traveling från Beijershamn to Mörbylånga you can choose to walk or bike along Mörbylångaleden. If you choose to drive, you can slowly experience the small countryside roads along the coast or take the main road between the two places.

From Beijershamn to Penåsa you can travel thru Kyrkbyn via Risinge, or via Bengtstorp up to road 136.

Estimated times - without pauses:

By bike: 1,5-3 hoursBy foot: 6,5-7 hoursBy car: 43 minutes



TRAVEL SUSTAINABLY



To experience and explore without using fossil fuels in your means of transportation is an important part of the journey towards a sustainable future.

Biking or walking is by far the most climate-smart way to transport yourself. If the travel requires longer distances, the two best strategies are to use public transport, or have a vehicle using its full capacity through carpooling, for example.

If you drive your own vehicle, please choose biogas, electric vehicles, or other fossil-free alternatives. You can charge your electric car and refuel with biogas in Kalmar and in Mörbylånga. Remember to drive mindfully. Pay great respect and care towards people,

animals, nature, and the environment. Drive along roads, and park where you won't harm the ground or greenery. Drive smoothly at a steady speed, remember to avoid accelerations or hard braking (beyond the necessary), and check your tire pressure.

Below you will find a CO₂ calculation and a comparison between different types of vehicles and fuels. The numbers are based on our recommended route with a total distance of 32 km.

* Please note that the figures are an average calculation of emissions, they may be slightly higher or lower depending on the number of passengers, load, type of road and vehicle. Emissions for electric cars are in this case calculated on the average in the Nordic countries.

CO₂ calculation for the recommended wellbeing route 32km

Type of vehicle/ gramm CO ₂	EV	Biogas	Bio Diesel	Diesel	Petrol
Small car	155	342	662	1313	1997
Medium car	210	453	871	1733	2637
Large car	276	596	1137	2284	3746

Travel and Climate, Methodoligy report (2019) by Larsson, J. and Kamb, A., Chalmers University. Find the report on <u>chalmers.se.</u>

MEET NATURE WITH CARE







The right of public access offers you unique opportunities to experience nature by bike and by foot, when hiking through pastures and forests, when you want to cook outdoors and even sleep under the stars.

Through the right of public access, you are invited to responsibly enjoy all the good and beautiful nature has to offer. It is a freedom under responsibility which means that you meet animals, nature and people with care and consideration. A good guideline is "do not disturb- do not destroy".

- Avoid walking on afforestation and arable land where crops can be damaged.
- Close gates and electric fences when walking through pastures.
- Avoid walking near houses and plots not to disturb, ask if you are unsure.
- You may camp a few days on durable ground. Show great care for animals, nature, and others.
- Biking, ridning & driving:

You are welcome to bike and ride in nature and on private roads. Show extra care when the ground is moist or wet and particularly sensitive. Driving a motor vehicle is not included in the right of public access, as it can harm nature.

 Take care of nature: Take your rubbish home and leave your resting place clean, if you happen to find other rubbish, you are welcome to pick it up.

• Campfires & outdoor cooking:

You may light a fire and cook in nature where it is safe, under safe conditions. Choose prepared barbecue areas and fireplaces or use a portable stove. Please notice that there may be a fire ban during dry periods, find out what applies in each respective municipality.

- Show consideration: You may pick allowed flowers, berries, and mushrooms, yet in many places, there are rare and protected plants, insects and animals that must not be picked or disturbed. Keep a close eye on your dog, keep it tethered between March and August.
- Right of public access deviations:
 In most places, the right of public access applies. However, in the nature reserves, special regulations may apply. Read about what specifically applies to protected areas.

Large parts of the the island Öland are protected. Feel free to take photos but please leave nothing but your footprints.











BEING A WELLBEING VISITOR

Protect our nature & respect the right of public access Save on our valuable resources & travel sustainably Support the local community & all wellbeing hosts Buy products that contribute to biodiversity

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