

## Sweden introduces 'The 72 Hour Cabin' – inviting the world to wind down in nature like a Swede



Ever wondered about that calm and relaxed Swedish personality trait? The Swedes' close relationship with nature is part of the answer. According to research, exposure to nature improves health and reduces [stress](#). In a new case study, Sweden will highlight why the accessible Swedish nature is the ultimate place to wind down. During 72 hours, people with some of the world's most stressful jobs, will experience the Swedish 'close to nature' lifestyle, and their well-being will be measured by researchers.

Sweden introduces 'The 72 Hour Cabin', to demonstrate how spending three days in Swedish nature, enables people from all over the world to switch off and increase their well-being. Sweden's life quality index ranks [high](#) and its 'close to nature' lifestyle is believed to be one of the secrets. 90 percent of all Swedes believe spending time in the open makes their everyday life more [meaningful](#) and almost 50 percent spend time in nature once a week or more. The freedom to roam gives everyone the right to access the authentic nature in Sweden. With 95 percent of the country uninhabited, there is a lot to discover – from sitting by the fire, to looking out over Sweden's 100,000 lakes, or picking berries and mushrooms.

In a new case study, five people with some of the world's most stressful [jobs](#), including a German Police officer, an American Event Coordinator and a British Broadcaster, will get the chance to first handedly experience Sweden's 'close to nature' lifestyle.

- For many Swedes, nature is a source of recovery and works as a springboard for self-development, quality of life and happiness. With 'The 72 Hour Cabin', we want to give people around the world an opportunity to gain insight into the relationship that Swedes have with their nature and inspire more visitors to explore Sweden's vast, accessible nature, says Jennie Skogsborn Missuna, Chief Experience Officer at Visit Sweden.

Each participant will live in a cabin made of glass in order to be as close to nature as possible. During their stay, the participants' well-being will be monitored in collaboration with the leading researchers, Walter Osika and Cecilia Stenfors, from Karolinska Institute in Stockholm.

- Sweden's nature offers a physical and mental space where you can be at one with yourself and others. I find that many of my patients have benefited greatly from spending time in nature and I support that Sweden has taken this initiative", says Walter Osika, Researcher at Karolinska Institute.

### More about the case study

The case study will take place between the 7th and 10th of September, and the results will be published to a global audience on the 10th of October. The participants in the project will enjoy nature the way Swedes do and take pleasure in outdoor activities, such as swimming, fishing

and cooking off the grid. The glass cabins are located on Henriksholm Island, two hours north of Gothenburg in the west of Sweden, which consists of 60 percent forest and 40 percent highland cattle grazing. With the study, Sweden wants to share knowledge about the inclusive Swedish nature lifestyle – and invite the world to take part of it.

**The freedom to roam in Swedish nature**

Allemansrätten, the freedom to roam, allows everyone to be free amidst Swedish nature with the right to access, walk, cycle or camp on any land, with private gardens and land under cultivation being exceptions. The idea of free nature accessible to anyone is in the DNA of every Swede, but with great freedom comes responsibility. The general rule for spending time in nature is “do not disturb, do not destroy” – just like in any other home. The freedom to roam is guaranteed by the constitution in Sweden.

**For more information about the project, visit:** <https://visitsweden.com/72hcabin>

**For further information, please contact:**

Jennie Skogsborn Missuna, Chief Experience Officer Visit Sweden [jennie.skogsborn.missuna@visitsweden.com](mailto:jennie.skogsborn.missuna@visitsweden.com)

Sofie Segerborg, Prime  
[sofie.segerborg@primegroup.com](mailto:sofie.segerborg@primegroup.com), +46 70 256 88 87