

U.S. Department of Justice

Washington, DC 20530

Supplemental Statement

Pursuant to the Foreign Agents Registration Act of 1938, as amended

For Six Month Period Ending 07/31/13

(Insert date)

I - REGISTRANT

1. (a) Name of Registrant

VisitSweden

(b) Registration No.

4885

(c) Business Address(es) of Registrant

655 Third Ave, 18th Floor
New York, NY 10017

2. Has there been a change in the information previously furnished in connection with the following?

(a) If an individual:

- (1) Residence address(es) Yes No
- (2) Citizenship Yes No
- (3) Occupation Yes No

(b) If an organization:

- (1) Name Yes No
- (2) Ownership or control Yes No
- (3) Branch offices Yes No

(c) Explain fully all changes, if any, indicated in Items (a) and (b) above.

IF THE REGISTRANT IS AN INDIVIDUAL, OMIT RESPONSE TO ITEMS 3, 4, AND 5(a).

3. If you have previously filed Exhibit C¹, state whether any changes therein have occurred during this 6 month reporting period.

Yes No

If yes, have you filed an amendment to the Exhibit C? Yes No

If no, please attach the required amendment.

¹ The Exhibit C, for which no printed form is provided, consists of a true copy of the charter, articles of incorporation, association, and by laws of a registrant that is an organization. (A waiver of the requirement to file an Exhibit C may be obtained for good cause upon written application to the Assistant Attorney General, National Security Division, U.S. Department of Justice, Washington, DC 20530.)

4. (a) Have any persons ceased acting as partners, officers, directors or similar officials of the registrant during this 6 month reporting period?

Yes No

If yes, furnish the following information:

Name	Position	Date Connection Ended
------	----------	-----------------------

(b) Have any persons become partners, officers, directors or similar officials during this 6 month reporting period?

Yes No

If yes, furnish the following information:

Name	Residence Address	Citizenship	Position	Date Assumed
------	-------------------	-------------	----------	--------------

5. (a) Has any person named in Item 4(b) rendered services directly in furtherance of the interests of any foreign principal?

Yes No

If yes, identify each such person and describe the service rendered.

(b) During this six month reporting period, has the registrant hired as employees or in any other capacity, any persons who rendered or will render services to the registrant directly in furtherance of the interests of any foreign principal(s) in other than a clerical or secretarial, or in a related or similar capacity? Yes No

Name	Residence Address	Citizenship	Position	Date Assumed
------	-------------------	-------------	----------	--------------

(c) Have any employees or individuals, who have filed a short form registration statement, terminated their employment or connection with the registrant during this 6 month reporting period? Yes No

If yes, furnish the following information:

Name	Position or Connection	Date Terminated
------	------------------------	-----------------

(d) Have any employees or individuals, who have filed a short form registration statement, terminated their connection with any foreign principal during this 6 month reporting period? Yes No

If yes, furnish the following information:

Name	Position or Connection	Foreign Principal	Date Terminated
------	------------------------	-------------------	-----------------

6. Have short form registration statements been filed by all of the persons named in Items 5(a) and 5(b) of the supplemental statement?

Yes No

If no, list names of persons who have not filed the required statement.

II - FOREIGN PRINCIPAL

7. Has your connection with any foreign principal ended during this 6 month reporting period? Yes No
If yes, furnish the following information:

Foreign Principal

Date of Termination

8. Have you acquired any new foreign principal(s)² during this 6 month reporting period? Yes No
If yes, furnish the following information:

Name and Address of Foreign Principal(s)

Date Acquired

9. In addition to those named in Items 7 and 8, if any, list foreign principal(s)² whom you continued to represent during the 6 month reporting period.

VisitSweden
Sveavägen 21
10361 Stockholm
Sweden

10. (a) Have you filed exhibits for the newly acquired foreign principal(s), if any, listed in Item 8?

Exhibit A³ Yes No
Exhibit B⁴ Yes No

If no, please attach the required exhibit.

(b) Have there been any changes in the Exhibits A and B previously filed for any foreign principal whom you represented during this six month period? Yes No

If yes, have you filed an amendment to these exhibits? Yes No

If no, please attach the required amendment.

2 The term "foreign principal" includes, in addition to those defined in section 1(b) of the Act, an individual organization any of whose activities are directly or indirectly supervised, directed, controlled, financed, or subsidized in whole or in major part by a foreign government, foreign political party, foreign organization or foreign individual. (See Rule 100(a)(9)). A registrant who represents more than one foreign principal is required to list in the statements he files under the Act only those principals for whom he is not entitled to claim exemption under Section 3 of the Act. (See Rule 208.)

3 The Exhibit A, which is filed on Form NSD-3 (Formerly CRM-157) sets forth the information required to be disclosed concerning each foreign principal.

4 The Exhibit B, which is filed on Form NSD-4 (Formerly CRM-155) sets forth the information concerning the agreement or understanding between the registrant and the foreign principal.

III - ACTIVITIES

-
11. During this 6 month reporting period, have you engaged in any activities for or rendered any services to any foreign principal named in Items 7, 8, or 9 of this statement? Yes No

If yes, identify each foreign principal and describe in full detail your activities and services:

VisitSweden.

Please see appendix I for activities.

-
12. During this 6 month reporting period, have you on behalf of any foreign principal engaged in political activity⁵ as defined below? Yes No

If yes, identify each such foreign principal and describe in full detail all such political activity, indicating, among other things, the relations, interests and policies sought to be influenced and the means employed to achieve this purpose. If the registrant arranged, sponsored or delivered speeches, lectures or radio and TV broadcasts, give details as to dates, places of delivery, names of speakers and subject matter.

-
13. In addition to the above described activities, if any, have you engaged in activity on your own behalf which benefits your foreign principal(s)? Yes No

If yes, describe fully.

⁵ The term "political activity" means any activity that the person engaging in believes will, or that the person intends to, in any way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting or changing the domestic or foreign policies of the United States or with reference to political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

IV - FINANCIAL INFORMATION

14. (a) RECEIPTS-MONIES

During this 6 month reporting period, have you received from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal, any contributions, income or money either as compensation or otherwise? Yes No

If no, explain why.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies.⁶

Date	From Whom	Purpose	Amount
02/08/2013	VisitSweden	Promotion funds and office	\$99,970
03/21/2013	VisitSweden	Promotion funds and office	\$29,975
04/04/2013	VisitSweden	Promotion funds and office	\$49,975
05/15/2013	VisitSweden	Promotion funds and office	\$49,975
05/28/2013	VisitSweden	Promotion funds and office	\$89,982
07/09/2013	VisitSweden	Promotion funds and office	\$49,975
			<u>\$369,852</u>
			Total

(b) RECEIPTS - FUNDRAISING CAMPAIGN

During this 6 month reporting period, have you received, as part of a fundraising campaign⁷, any money on behalf of any foreign principal named in Items 7, 8, or 9 of this statement? Yes No

If yes, have you filed an Exhibit D to your registration? Yes No

If yes, indicate the date the Exhibit D was filed. Date _____

(c) RECEIPTS-THINGS OF VALUE

During this 6 month reporting period, have you received any thing of value⁹ other than money from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal?

Yes No

If yes, furnish the following information:

Foreign Principal	Date Received	Thing of Value	Purpose
-------------------	---------------	----------------	---------

^{6, 7} A registrant is required to file an Exhibit D if he collects or receives contributions, loans, moneys, or other things of value for a foreign principal, as part of a fundraising campaign. (See Rule 201(e)).
⁸ An Exhibit D, for which no printed form is provided, sets forth an account of money collected or received as a result of a fundraising campaign and transmitted for a foreign principal.
⁹ Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

15. (a) DISBURSEMENTS-MONIES

During this 6 month reporting period, have you

(1) disbursed or expended monies in connection with activity on behalf of any foreign principal named in Items 7, 8, or 9 of this statement? Yes No

(2) transmitted monies to any such foreign principal? Yes No

If no, explain in full detail why there were no disbursements made on behalf of any foreign principal.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies, including monies transmitted, if any, to each foreign principal.

Date	To Whom	Purpose	Amount
02/01/2013- 07/31/2013		1) Rent, office equipment, freight, travel expenses	\$45,000
		2) Telecommunications and postal services	\$7000
		3) External services	\$55,000
		4) Salaries/Personnel costs	\$127,000
		5) Campaign, PR activities, Trade shows, Events	\$140,000

\$374,000

Total

(b) DISBURSEMENTS-THINGS OF VALUE

During this 6 month reporting period, have you disposed of anything of value¹⁰ other than money in furtherance of or in connection with activities on behalf of any foreign principal named in Items 7, 8, or 9 of this statement?

Yes No

If yes, furnish the following information:

Date	Recipient	Foreign Principal	Thing of Value	Purpose
------	-----------	-------------------	----------------	---------

(c) DISBURSEMENTS-POLITICAL CONTRIBUTIONS

During this 6 month reporting period, have you from your own funds and on your own behalf either directly or through any other person, made any contributions of money or other things of value¹¹ in connection with an election to any political office, or in connection with any primary election, convention, or caucus held to select candidates for political office?

Yes No

If yes, furnish the following information:

Date	Amount or Thing of Value	Political Organization or Candidate	Location of Event
------	--------------------------	-------------------------------------	-------------------

^{10, 11} Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks" and the like.

V - INFORMATIONAL MATERIALS

16. (a) During this 6 month reporting period, did you prepare, disseminate or cause to be disseminated any informational materials?¹²
 Yes No

If Yes, go to Item 17.

(b) If you answered No to Item 16(a), do you disseminate any material in connection with your registration?

Yes No

If Yes, please forward the materials disseminated during the six month period to the Registration Unit for review.

17. Identify each such foreign principal.

VisitSweden
 Sveavägen 21
 10361 Stockholm
 Sweden

18. During this 6 month reporting period, has any foreign principal established a budget or allocated a specified sum of money to finance your activities in preparing or disseminating informational materials? Yes No

If yes, identify each such foreign principal, specify amount, and indicate for what period of time.

Budget 2013; \$850,000

19. During this 6 month reporting period, did your activities in preparing, disseminating or causing the dissemination of informational materials include the use of any of the following:

- Radio or TV broadcasts
- Magazine or newspaper
- Motion picture films
- Letters or telegrams
- Advertising campaigns
- Press releases
- Pamphlets or other publications
- Lectures or speeches
- Other (specify) Distribution of Sweden Magazine, see appendix II

Electronic Communications

- Email
- Website URL(s): www.visitsweden.com
- Social media websites URL(s): facebook.com/swedentravel and Twitter; @visitswedenUS
- Other (specify) _____

20. During this 6 month reporting period, did you disseminate or cause to be disseminated informational materials among any of the following groups:

- Public officials
- Newspapers
- Libraries
- Legislators
- Editors
- Educational institutions
- Government agencies
- Civic groups or associations
- Nationality groups
- Other (specify) _____

21. What language was used in the informational materials:

- English
- Other (specify) _____

22. Did you file with the Registration Unit, U.S. Department of Justice a copy of each item of such informational materials disseminated or caused to be disseminated during this 6 month reporting period? Yes No

23. Did you label each item of such informational materials with the statement required by Section 4(b) of the Act?

Yes No

¹² The term informational materials includes any oral, visual, graphic, written, or pictorial information or matter of any kind, including that published by means of advertising, books, periodicals, newspapers, lectures, broadcasts, motion pictures, or any means or instrumentality of interstate or foreign commerce or otherwise. Informational materials disseminated by an agent of a foreign principal as part of an activity in itself exempt from registration, or an activity which by itself would not require registration, need not be filed pursuant to Section 4(b) of the Act.

VI - EXECUTION

In accordance with 28 U.S.C. § 1746, the undersigned swear(s) or affirm(s) under penalty of perjury that he/she has (they have) read the information set forth in this registration statement and the attached exhibits and that he/she is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his/her (their) knowledge and belief, except that the undersigned make(s) no representation as to truth or accuracy of the information contained in the attached Short Form Registration Statement(s), if any, insofar as such information is not within his/her (their) personal knowledge.

(Date of signature)

(Print or type name under each signature or provide electronic signature¹³)

September 17, 2013

/s/ Charlotta Thiringer

eSigned

¹³ This statement shall be signed by the individual agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions, if the registrant is an organization, except that the organization can, by power of attorney, authorize one or more individuals to execute this statement on its behalf.

Appendix I - Item 11

We offer the Sweden Magazine on request by phone, email, fax or US mail to prospective travelers to Sweden.

We disburse ongoing updates about Sweden as a tourist destination via visitsweden.com, Facebook and Twitter.

We offer travel information on www.goscandinavia.com in cooperation with the other Scandinavian tourist boards.

We've conducted web campaigns for Sweden as a land and cruise destination on Travelocity.com and Expedia.com.

We also ran a separate online-based promotion campaign for southern and western Sweden.

We ran an advertising campaign in collaboration with the other Scandinavian tourist boards in Washington DC to promote our countries as travel destinations in conjunction with the "Nordic Cool" festival at the Kennedy Center this spring.

We help tour operators and agents to obtain information on tourist attractions, cultural events, historical sights, hotels and more.

We assist press trips to Sweden by supporting journalists with information about Sweden and relevant connections in the destination that they will be visiting. During the stated period we assisted individual press trips to Stockholm, to West Sweden and to southern Sweden.

We facilitated a familiarization tour for Virtuoso agents where they visited Stockholm for two and a half day to better sell the destination to their clients. In conjunction with this we ran an advertising campaign in the Virtuoso magazine for travel agents.

We facilitated a familiarization trip for travel agents to visit Stockholm during the Pride festival.

UNIQUE Scandinavia



Get inspired! Explore travel packages & order your 2013 brochure at www.bortonoverseas.com

Sweden your way! Whether your style is urban hotels and city tours, a cruise, mountain hiking from lodge to lodge, or something inbetween, allow our Destination Specialists to design a trip that is a perfect fit for you! We offer country combinations with Denmark, Finland, Greenland, Iceland and Norway, too.



Escorted & independent travel
Active & cultural experiences



TRIP PLANNING for individuals and groups
Hosted tours by Borton Destination Specialists



Midsummer Celebration in Sweden

Independent Journey | 8 Days
Depart June 17, 2013
Price from \$3385 | Includes air from JFK



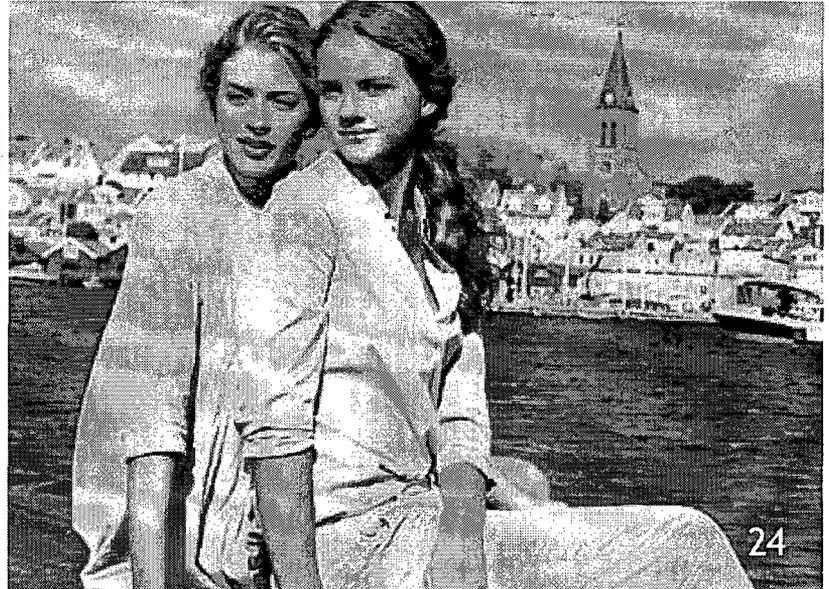
Sornland & Archipelago Hiking in Sweden

Independent Journey | 10 Days
Saturday departures July 6 - August 10, 2013
Price from \$3407 | Includes air from JFK



Sweden's Gota Canal Cruises

River Cruise | 7 Days
Routes and departure dates vary
Price from \$4134 | Includes air from JFK



Contents

- 04 Stockholm – the city on fourteen islands
 - 10 Gothenburg – city of the sea
 - 12 Malmö – gateway to the continent
 - 14 Sweden goes gay
 - 15 A vibrant, contemporary and creative tradition
 - 18 My Swedish food trip
 - 24 Swedish stories – from fairy tales to “Swede-crime”
 - 29 See Sweden from the sun deck
 - 30 Nature – Sweden’s national religion
 - 34 Nature’s Best – experiences on nature’s terms
 - 36 Become a child again
 - 38 Swedish gems
-
- 42 Travel facts A – Z
 - 43 Accommodation
 - 43 Transportation
 - 44 Regional and local tourist offices
 - 45 North American travel companies
 - 46 Map

Sweden – the best of both worlds

First-time visitors to Sweden are typically struck by two things. Firstly, the country’s progressiveness in every respect – from technology, design, fashion and lifestyle to behavior patterns, consumption habits and societal systems. And secondly, an authenticity in the natural world, and in the Swedish people’s fondness for their history, heritage, customs and traditions.

We often boast that Sweden offers the best of both worlds – all the benefits and attractions of contemporary society, but few of its common disadvantages. If you’ve visited Sweden you know what we mean. Welcome to Sweden – the country we love.



VisitSweden
655 Third Ave,
New York NY 10017, USA
Phone: +1 212-885 9700
Fax: +1 212-885 9710
E-mail: usa@visitsweden.com

Opening hours:
Monday – Friday 9AM – 5PM EST
For residents in other countries:
E-mail: info@visitsweden.com

Sweden 2013 is printed at an environmentally certified printer, on chlorine-free bleached paper, which is produced from FSC-certified pulp. This means the pulp comes from environmentally appropriate, socially beneficial and economically viable forestry operations.

