

# HOMELY HOTEL HAS IDEAL LOCATION



*The leading economy hotel in the Faroe Islands, Hotel Streym, offers all the essentials a traveler may need and a great deal more — from fully equipped rooms and wireless internet to continental breakfast and, if you like, car hire.*

WHAT DO YOU do if you want to have a change in life, if retiring is unthinkable but selling your old business is tempting? Say you're based in Vágur and this happens after the opening of the submarine tunnel between that island and Streymoy, the island of the capital; and say you come across a good business opportunity in Tórshavn.

That's what happened for Svend Aage Ellefsen, owner of Hotel Streym, the leading economy hotel in the Faroe Islands. Located perfectly in a quiet area only a few minutes' walk from central

Tórshavn, Hotel Streym offers everything that is required for a decent stay — and then some.

Before Mr. Ellefsen and his family opened the doors to visitors for the first time in 2006, they had the newly



purchased building entirely renovated. Rooms and common areas are fresh and clean and there's free wi-fi everywhere in the building. All rooms have private bath, telephone, and TV. Continental breakfast is served in the ground floor cafeteria.

But the perhaps most outstanding feature of the hotel is its informal, friendly and open atmosphere.

"Sociability and openness is an important part of our policy so our staff do not wear uniform," Mr. Ellefsen said. "For example, we want our guests

*Svend Aage Ellefsen, third from left, back row, with his family, with son-in-law hotel manager Jens Tummas Næss centered; partial view of conference room (right); standard room (opposite bottom); continental breakfast (bottom right).*

to know that they can always ask us for any advice free of charge."

Another part of the value proposition is the hotel's own car rental service which, again, comes with free advice on where to go to find the best views and experiences.

Mr. Ellefsen said: "You probably want to go somewhere to experience the stunning natural beauty that is found in so many places around the islands. Whether you rent a car or go by bus, you may need to know a few things to get the best out of your stay in the Faroes. So we're happy to tell you all about it... where to go, what's the most exciting places, how to get there, and so on. And we'll put you in touch with local people if necessary. After all, we know someone in every village."

**MAGICAL PLACES:** While most visits occur during the busy summer season, Hotel Streym is open year-round. However, tourists on vacation are not the only visitors.

"Most of our guests are summer tourists but many business travelers stay here as well, not least in the winter," Mr. Ellefsen said. "Out of season most of the guests are businesspeople, sailors, and remote workers on their way to or from their jobs somewhere abroad."

Hotel Streym's car rental service has proved as successful as the accommodation business and the regularly



renewed fleet of cars has been growing slowly but constantly.

"The advantage of renting a car is of course that you can explore the country on your own terms," Mr. Ellefsen noted. "And it's very easy to drive around the islands as the whole main area is interconnected with paved roads, tunnels and bridges."

So what trips and excursions do the people at Hotel Streym recommend for their visitors?

"It depends on your time and your preferences. Day trips with boats to visit bird cliffs and grottoes are very popular, for example. But you can also take a moment to drive to some of the outlying villages to see some spectacular views."

It takes little more than half an hour to drive from Tórshavn to Bø or Gásadalur on Vágur where the scenery can be astounding in the summer with the steep islets of Gáshólmur and Tindhólmur rising from the sea near by. The same is true, for example, of Norðradalur or Syðradalur on the western side of Streymoy with the most picturesque views of the islands of Koltur and Hestur.

It's equally convenient to go to places in the north of Streymoy or neigh-

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Owner: Svend Aage Ellefsen

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Centrally located hotel in Tórshavn, with a seaside view and cosy atmosphere.

Bright, airy guest rooms, private bathrooms with heated floors. In addition, many of the rooms have a pleasant and calming sea view. Free breakfast and Wi-Fi internet.

Also good facilities for conferences and meetings. Fitness center in neighboring house. Car rental service.

boring Eysturoy, or for that matter continue through the submarine tunnel to Klaksvík and see some of the magical places around there.

"In fact the view can be amazing from here in Tórshavn," Mr. Ellefsen added. "That's the great thing about this place. Everything is close at hand but once you get out there, it's so remote that it's almost surreal. Yet if you really want to experience everything, you should take the car ferry to Suðuroy or some of the other islands. Another option is to take the helicopter to some of the smaller islands. It's not very expensive and it will prove unforgettable."

