



Welcome to Gothenburg

Göteborg & Co is a municipal company, City of Gothenburg



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The destination

A modern and innovative green city with a unique location, exciting history and good conditions for positioning itself for the future.

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The Gothenburg Region

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Perfectly close

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- Tåg
- Flyg
- ... Färja



1 000 000

Residents in the Gothenburg
Region

13 000

Hotel rooms

4 800 000

Guest nights

6 800 000

Passengers at
Landvetter Airport

57 000

University students

115 000

Cruise passengers 2019

170

Long-distance trains arriving each
day

6

Michelin starred restaurants

3 000 000

Visitors at Liseberg
Amusement Park

By 2030

The destination will have doubled its tourism by setting an international example and constantly challenging accepted ideas of sustainability.

The road toward 2030

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Göteborgs Stads program för besöksnäringens utveckling fram till 2030



Planerande styrande dokument



How do we get there?

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The visitor industry contributes to

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- 4 838 000 guest nights
- 19 200 full time jobs in the Gothenburg Region
- SEK 31 billion in turnover



The main strategies of the destination

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- Showcase Gothenburg globally
- Take collaboration to a new level
- Create innovation for the future
- Improve accessibility
- Share a vibrant gothenburg

The World's Most Sustainable Destination

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94%

Gothenburg

90%

Copenhagen

89%

Reykjavik

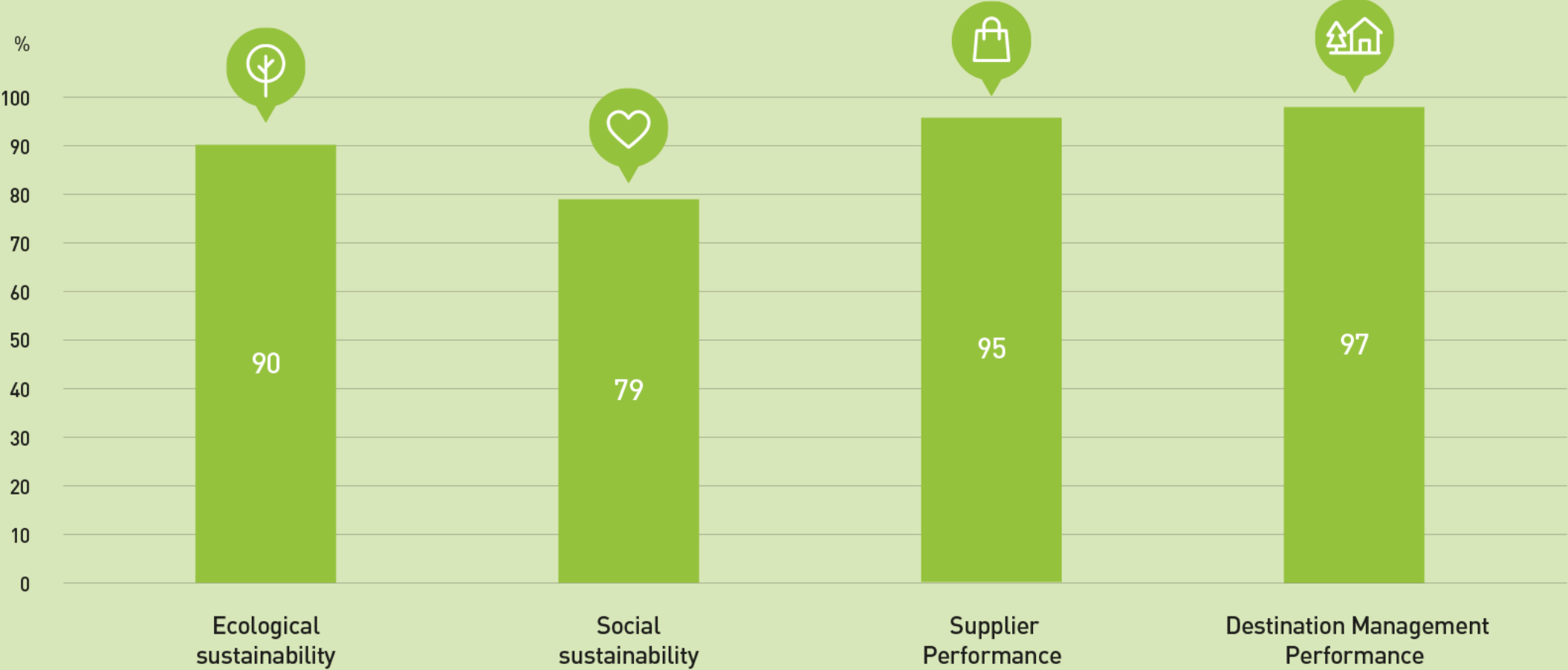
86%

Oslo

“It is a city that has sustainability in its DNA and is always eager to share best practice.”

Global Destination Sustainability Index

GDS-Index





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The company

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Vision

Gothenburg should be a first choice among large cities in Europe by becoming:

One of Europe's most human and most attractive metropolitan areas to live in, work in and visit.

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Mission

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The mission of Göteborg & Co is to get more people to discover and choose Gothenburg. We do this through wide-reaching collaboration, by leading and promoting the development of Gothenburg as a sustainable destination, so that everyone who lives and works here benefits from a growing hospitality industry.

Göteborg & Co is the parent company of the Tourism, Culture & Events cluster, which includes Liseberg, Got Event and Göteborgs Stadsteater. Göteborg & Co is a municipal company, City of Gothenburg.

106

Employees

73%

Women

27%

Men

100%

Owned by the city

SEK 203 M

Turnover

1991

Established

SEK 115 M

From the City of Gothenburg

290

Part time / project employees

2

Visitor centres

Göteborg & Co, main strategies

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- Re-organising to meet new requirements
- Broader collaboration with stakeholders in the industry
- Develop new funding models
- Knowledge hub
- Continued focus on accessibility

Company focus 2018-2020

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- Leading the development of the destination through collaboration and know-how
- Encouraging people to meet, through experiences, meetings and events
- Sharing stories and news about Gothenburg with the rest of the world

Göteborg & Co contributes to

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- Sustainable growth
- An exciting city to live in
- Employment



Sustainability strategies

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- Set an example
- Encourage
- Inspire



An aerial photograph of the Göteborg & Co exhibition center in 1991. The image shows a large, modern building complex with a prominent glass skyscraper and several large, flat-roofed exhibition halls. The surrounding area includes older residential buildings, a church, and a busy street with cars and a bus. The text 'go:teborg&co' is visible in the top right corner.

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1991

The birth of a modern
meeting and event city.

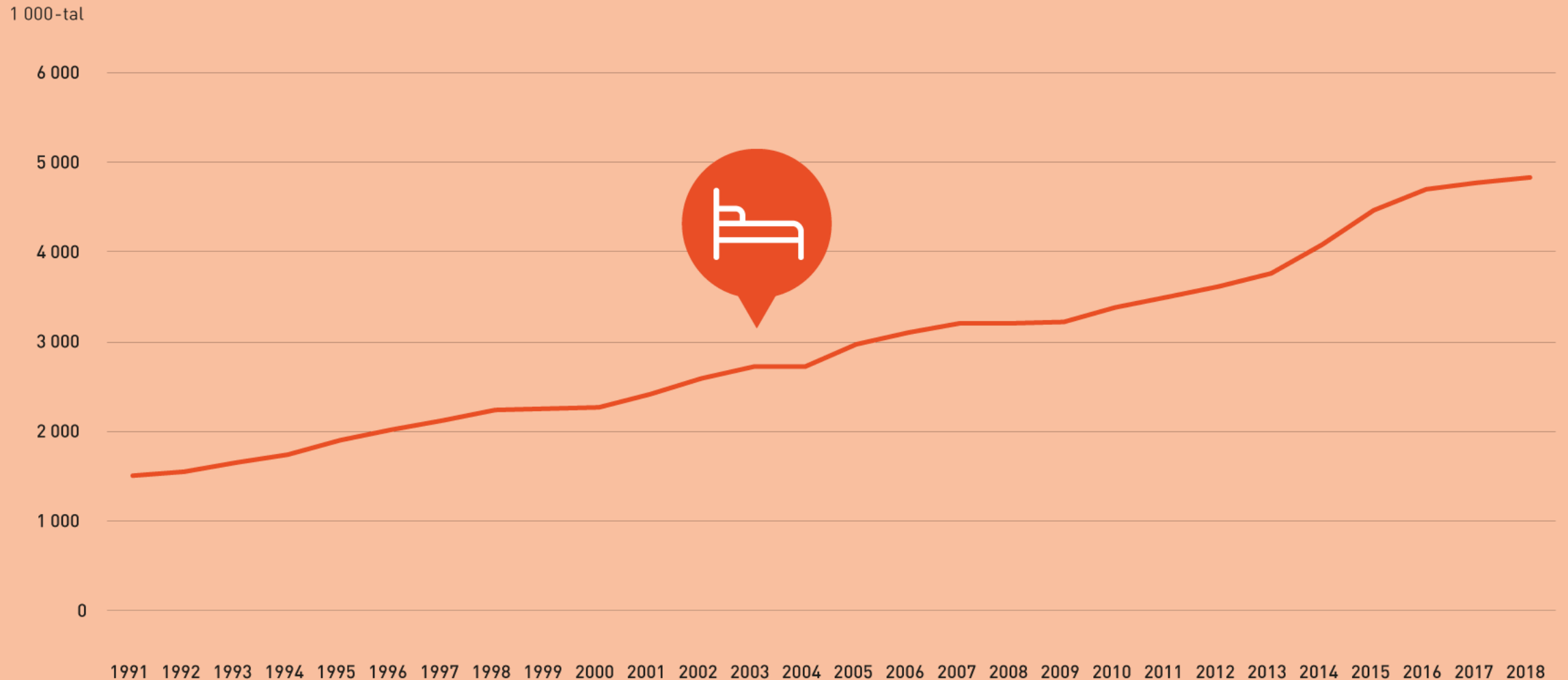
Highlights

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Growth in guest nights

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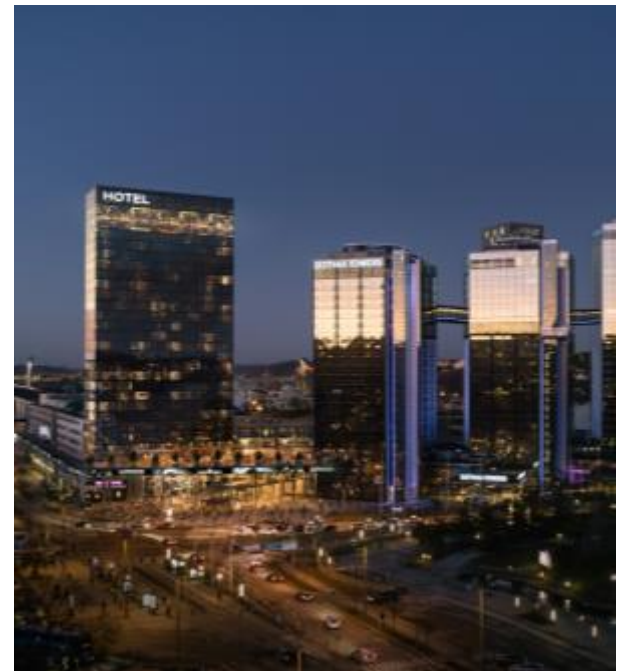


Attractivity

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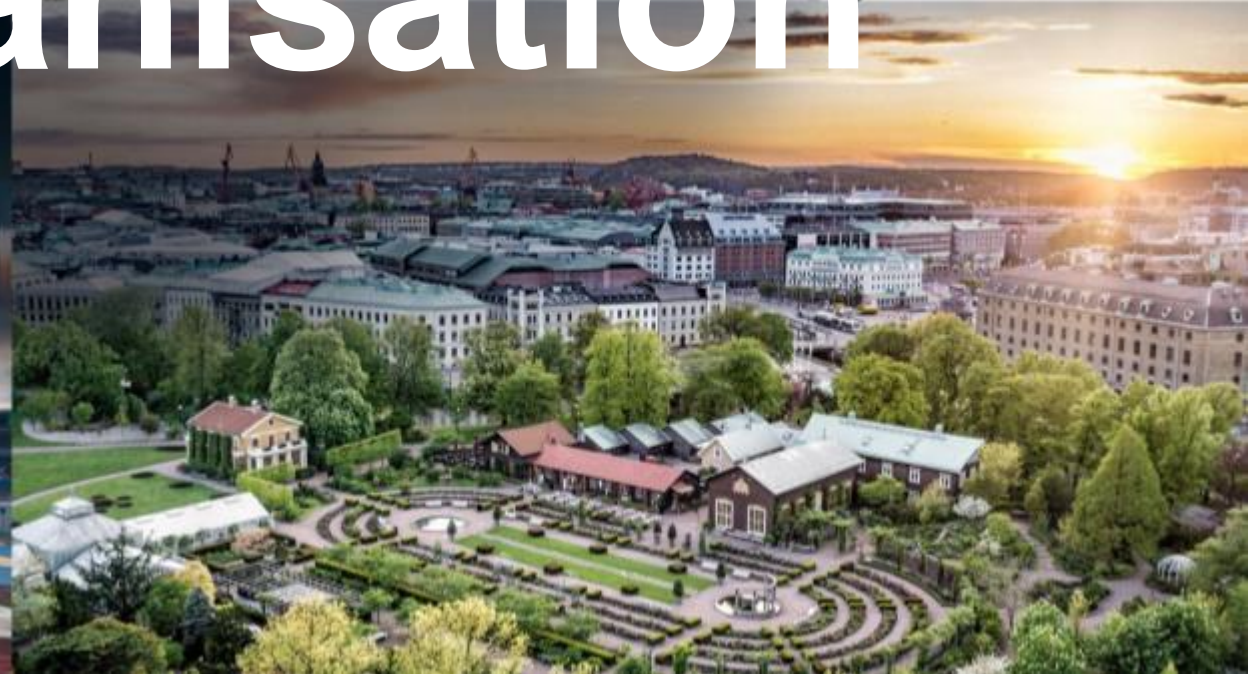
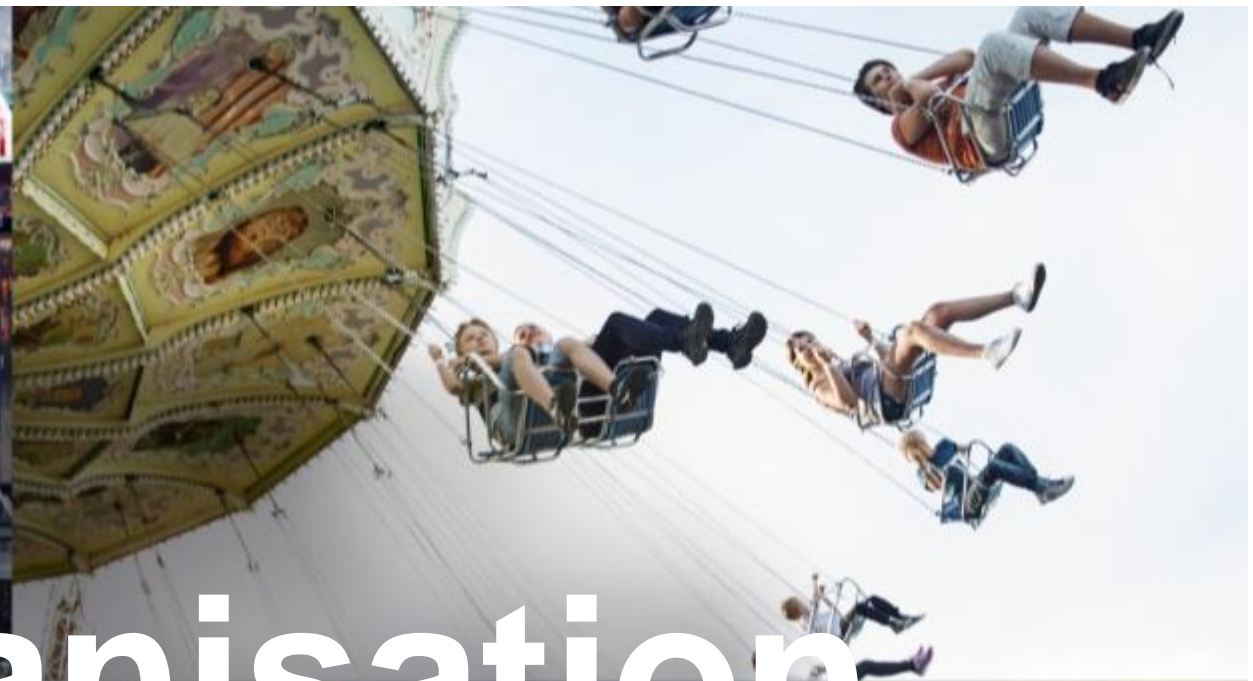
Capacity



Accessibility

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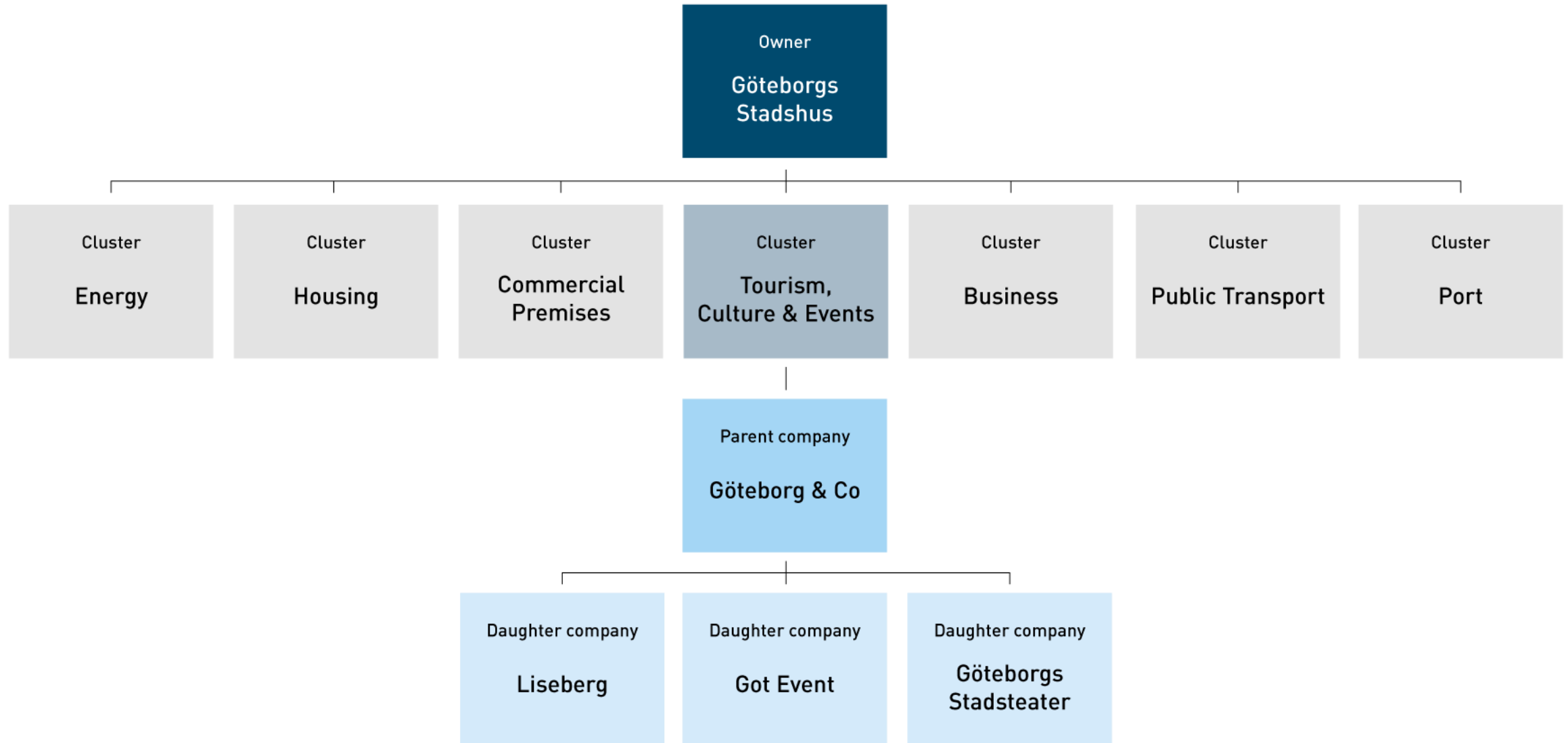




The organisation

The City of Gothenburg

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Marketing & Communications

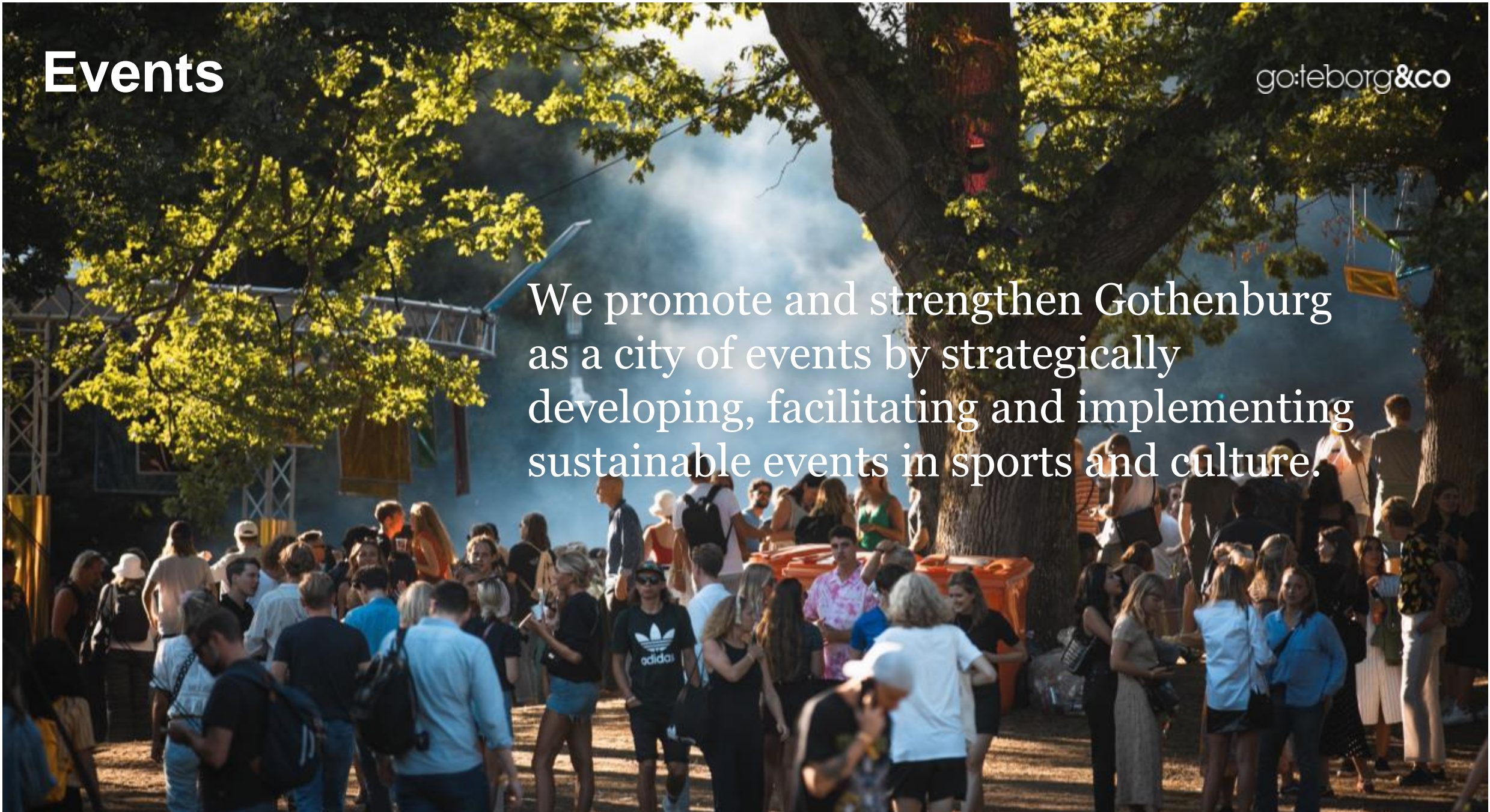
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We make sure that the destination has a creative digital presence that helps to promote new reasons to visit Gothenburg and always offers something to talk about.

Events

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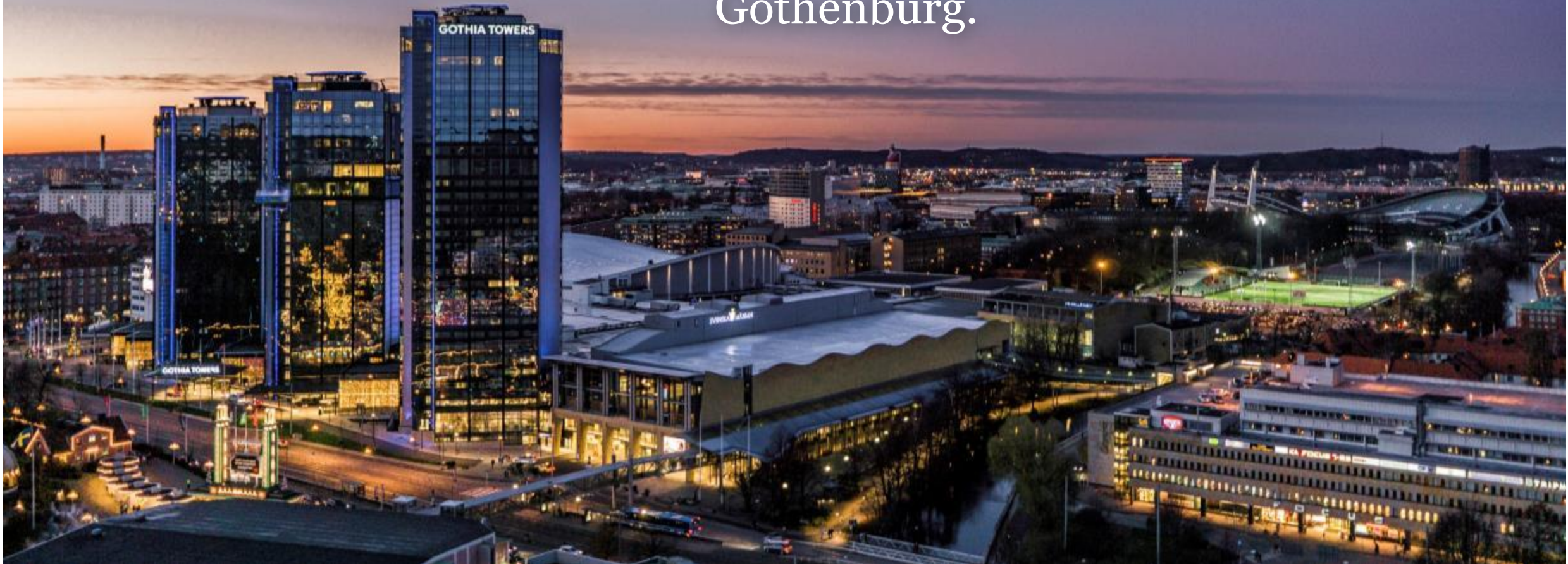
We promote and strengthen Gothenburg as a city of events by strategically developing, facilitating and implementing sustainable events in sports and culture.



Möten

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We attract research, talent and
decision-makers to
Gothenburg.



The Trade and Industry Group including Partnership

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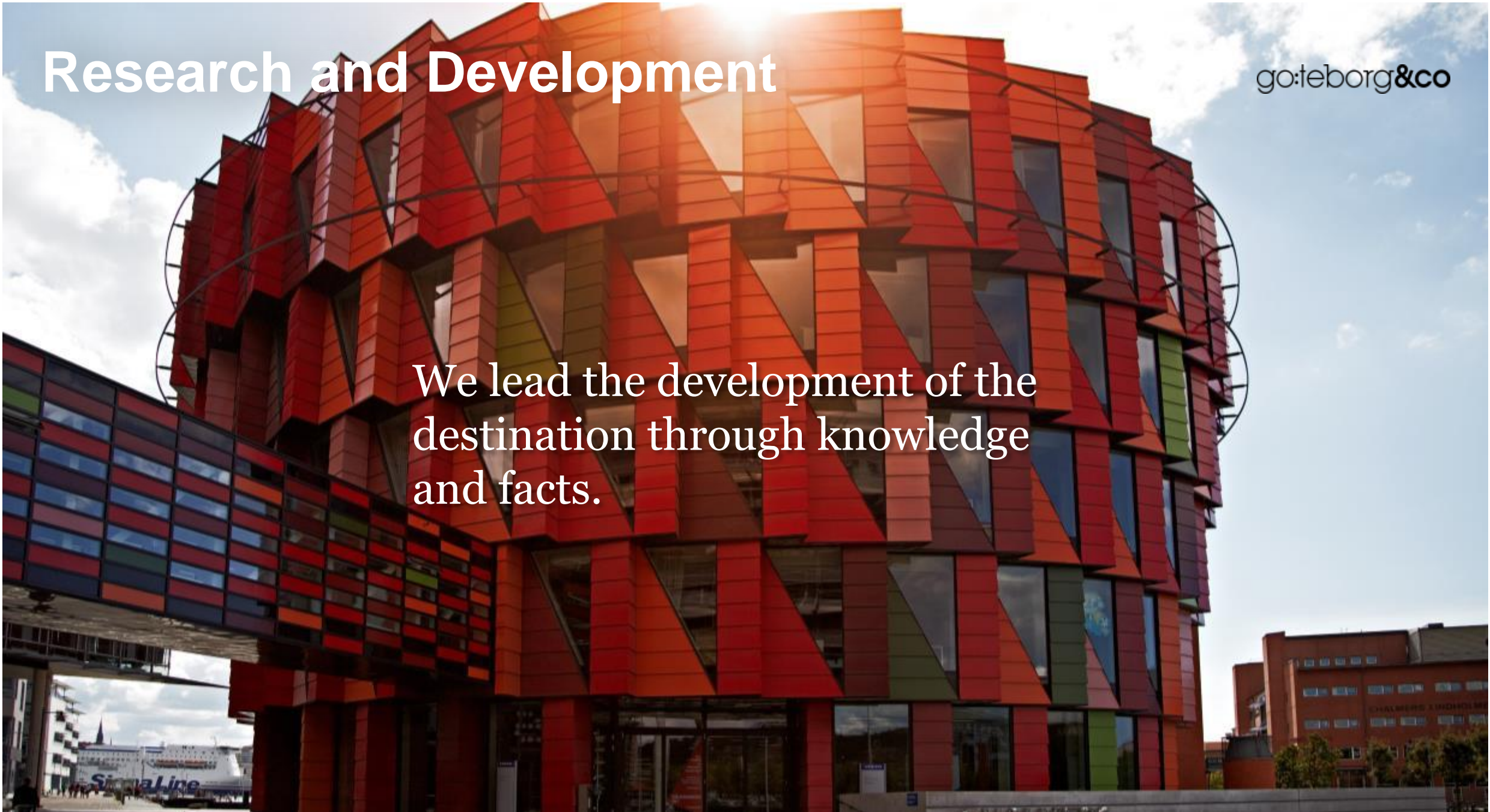
We offer an active, powerful and long-term resource for enabling value creation and innovation.



Research and Development

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We lead the development of the destination through knowledge and facts.





4
2021
GÖTEBORG
1621–2021



1621

The founding of Gothenburg

4
2021
0 GÖTEBORG
1621-2021



Then

A port to the world.

4
2021
0 GÖTEBORG
1621-2021

An aerial photograph of Göteborg, Sweden, taken from a high vantage point. The image shows a large white building with a classical facade, a central fountain with multiple jets of water, and a river flowing through the city. The foreground is dominated by lush green trees, and the background shows a dense urban landscape with various buildings and a church spire. The sky is filled with soft, golden light, suggesting a sunset or sunrise.

Now

A sustainable city,
open to the world

4
2021
0 GÖTEBORG
1621-2021

Gothenburg 400 years in 2021

By 2021, Gothenburg will be internationally recognised as a brave role model for sustainable growth. We are an innovative, open and inclusive city, where all residents feel a sense of purpose and participation.

4
2021
0 GÖTEBORG
1621–2021

Focus Years 2018–2020



Focus Year 2019

Knowledge and Enlightenment

4
2021
0 GÖTEBORG
1621–2021



Focus Year 2020

Sustainable Growth

4
2021
0 GÖTEBORG
1621-2021



Focus Year 2021

400 Years of Gothenburg!

4
2021
0 GÖTEBORG
1621-2021

An aerial photograph of the Vigelandsplassen statue in Oslo, Norway, taken at sunset. The statue, a bronze figure of a woman holding a child, stands prominently on a pedestal in the foreground. The background shows a panoramic view of the city, including the harbor, bridges, and buildings, all bathed in the warm glow of the setting sun. The sky is a mix of orange, yellow, and blue.

Thank You!