

Annual and sustain- ability Report

2022

go:teborg&co

Göteborg & Co's goal is to persuade more people to discover and choose Gothenburg. Our assignment is to use wide-reaching collaboration to lead and promote the development of Gothenburg as a sustainable destination, so that everyone who lives and works here can benefit from a growing visitor industry.

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

Göteborg & Co AB is a wholly owned subsidiary of Göteborgs Stadshus AB, which in turn is wholly owned by the City of Gothenburg.

The destination of Gothenburg includes the 13 municipalities of the Gothenburg region. Göteborg & Co shall be a platform for collaboration with the aim of strengthening and developing the hospitality industry in the Gothenburg region and contributing to the development of the hospitality industry in the Västra Götaland region. Hospitality industry stakeholders, the academic community, culture and sports, other trade and industry, the West Sweden Tourist Board, and much of the City of Gothenburg are all key partners.

Göteborg & Co is arranged into four business areas: Gothenburg Convention Bureau, Events, Trade and Industry Group and Marketing & Communication. There are also the supporting functions: Analysis & Development, Finance & Operations Management and HR. The organisation for Gothenburg's 400th anniversary is also part of the company.

The Board and CEO of Göteborg & Co AB, based in Gothenburg, hereby present the following annual report for the financial year 1 January 2022–31 December 2022.



**Göteborgs
Stad**

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From closed to wide open

The recovery was faster than anyone could have predicted. Gothenburg was teeming with visitors and guests and, 2022 will go down in history as one of the strongest years ever. This will provide a good foundation for the Gothenburg anniversary celebrations in 2023 and all the new things that on the way.

There was an enormous longing for shared experiences, travel, meeting up and socialising. The summer and autumn saw a flurry of activity as two years' worth of postponed events and encounters took place. Ullevi set a new attendance record by a wide margin, and the Swedish Exhibition & Congress Centre had an extremely intensive autumn with several major events and trade fairs.

The increased hotel capacity in recent years was occupied by guests, which means that the number of guest nights for the whole year is expected to stand at roughly the same level as 2019, the previous record year despite the restrictions imposed by the pandemic in the early months.

It was wonderful to experience Gothenburg switching from closed to wide open, a feeling that created memories we will treasure for the rest of our lives. We need to take that feeling with us into the new year as we approach the challenges that lie ahead.

In the late autumn, the messages we were seeing became more strident and increasingly grim. The economy, energy, the world situation and climate. Our key social systems are once again being severely tested by developments over which we have very little control.

That said, there are several reasons to be optimistic. Gothenburg dynamics are fantastic. There is faith in the future, and that really shows.

The developments on both sides of the river are astounding. The investments being made now will last a long time. These will provide people with reasons to travel to Gothenburg all year round for a long time to come, an anniversary gift to the people who will be developing the city over the next century, just as we inherited what was created for the 1923 anniversary with Liseberg, the Swedish Exhibition & Congress Centre, the Gothenburg Museum of Art, the Botanical Garden, the School of Business, Economics and Law, and much more.

Our fundamental mission is easy to remember: Göteborg & Co has to help more people to discover and choose Gothenburg. Part of this is a belief in what we do, and in the positive development of Gothenburg going forward. And also a belief in the role of the hospitality industry as Sweden's most effective driver of jobs and integration.

Our sustainability work is being pursued on a number of levels, and we were very proud to be recognised – for the sixth time in a row – as a leading destination in terms of sustainability, according to the Global Destinations Sustainability Index. We competed against 65 prominent world destinations this time around.

This shows the progressiveness and innovative capacity that exists in Gothenburg. Once again, trust and collaboration are absolutely crucial to success. Being a sustainable destination is a key objective in the updated version of the City of Gothenburg's destination development programme. We lead the work according to strategies that follow the principles of the UN Global Compact, and with the aim of contributing to the achievement of the 2030 Agenda.

For a decade, Gothenburg has been investing in the anniversary project as a driver of development. Many people have helped to bring about lasting value for the city and the destination, with enormous commitment, open dialogue, ideas turned into reality, inclusion, collaboration.

2023 will be with us soon. Then it will be time for the final, and we will finally get to celebrate Gothenburg's 400th anniversary together with visitors and the people of Gothenburg. The anniversary celebrations will be taking place from June to September, alongside everything else that will also be happening during the year. We will be right here, right now in the short term, keeping the destination together and doing everything in our power to create a memorable year. It will all be very exciting, demanding and a lot of fun.

Peter Grönberg
CEO Göteborg & Co AB



Strong recovery and record figures for the year

The hospitality industry saw strong recovery when the restrictions were lifted at the beginning of the year. Audience and visitor records were broken when major events and trade fairs returned in the summer and autumn. Never before have so many guests stayed in hotels, cottages and hostels in the Gothenburg region as between April and October.

The turning point came around mid-April. That was when hotel occupancy rates started to stabilise at 2019 levels. The restrictions imposed during the pandemic were lifted, and the planning phase for all summer events could move to implementation.

Gothenburg was in a favourable position. Several new hotels have opened since 2019, significantly increasing the number of rooms. The Gothenburg region could accommodate more overnight guests than before thanks to this increased capacity.

The events attracted large audiences. Nearly 800,000 people attended one of the Ullevi events during the summer, with more than half of them attending one of the six August shows with Ed Sheeran or Håkan Hellström. Way Out West set an attendance record, and sports events were back in full force.

This was clearly apparent at the hotels during the summer, which were almost fully booked during the Gothia Cup and the shows. Average prices and revenue per available room (RevPar) were among the highest in Sweden.

Of the three metropolitan regions, only Gothenburg exceeded the 2019 level of overnight stays this summer (June to August): Gothenburg +7 per cent, Stockholm -3 per cent, Malmö -6 per cent). This strong development was driven by the Swedish market, and mainly by the private segment. The Gothenburg region has never recorded such high Swedish guest night volumes in any previous summer. Almost 1.4 million overnight stays were generated by Swedish visitors to the region's hotels, cottages and hostels.

It was particularly pleasing to see that guests from Norway, the most important foreign market, returned in large numbers. Norwegian guest nights up to October were

19 per cent up on 2019. Numbers of German guests also increased, while British and more distant countries have not returned to previous levels.

Up to and including October, guest nights in the region's hotels, cottages and hostels have remained at about the same level as in 2019. If we maintain the same guest night level in November and December as before the pandemic, the number of overnight stays could reach about 5.05 million on an annual basis. The strong recovery was driven by the Swedish market, the destination's foreign neighbouring markets and the private segment. Swedes accounted for 75 per cent of guest nights up to and including October. A quarter of overnight stays were generated by foreign visitors. Norwegian visitors accounted for 28 per cent of total foreign nights, Germans for 12 per cent, followed by the US with 11 per cent, Danes 8 per cent and British 7 per cent.

Demand in the private segment has increased rapidly during the year. The number of occupied hotel rooms in the private segment was close to the 2019 level as early as February, and since March we saw higher demand for hotel rooms in the private segment almost every month compared to 2019. At the same time, good recovery can also be observed in the business segment. Between May and October, the number of occupied rooms increased by a total of 6 per cent in the business segment compared to the corresponding period in 2019. This can be compared to an increase of 9 per cent in the private segment during this period.

The second six months of the year were very busy, with events and trade fairs. The Göteborg Book Fair, Scanpack and Tandläkarstämman (a trade fair for dentists) made a welcome return, while the coming year was filled with new

event bookings. At times during the autumn, hotel occupancy was higher in the middle of the week than at weekends.

Several major investments which were started before the pandemic are now completed or about to be completed. These will become attractive new visitor destinations and add around 2,500 rooms to the Gothenburg region. A number of the new hotels and attractions are travel incentives in their own right. They are accessible all year round and attract partly new target groups who view Gothenburg as a good alternative for experiences.

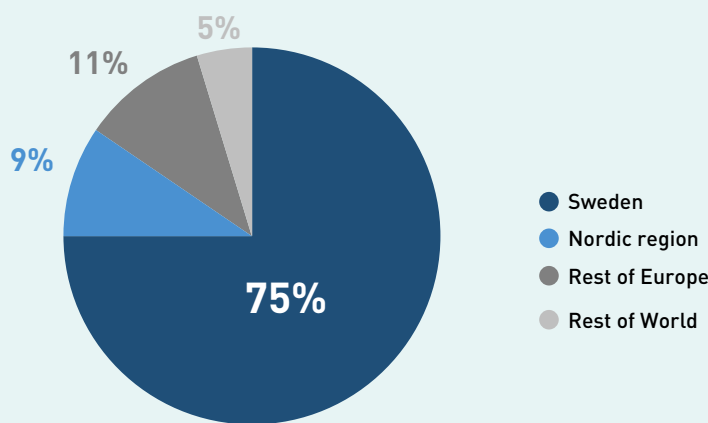
The global economic crisis and turmoil caused by the war

in Ukraine intensified in the autumn, with high inflation, rising energy and fuel prices, interest rate hikes and falling house prices. For the hospitality industry, this increases uncertainty about the immediate future. Göteborg & Co will be monitoring developments closely.

In 2023, a major anniversary celebration will be taking place from June to September. There are plenty of shows and other events booked for the year, especially during the summer. The event calendar is almost fully booked, with several major Swedish and international congresses. The Gothenburg region has every chance of continuing its good development.

Foreign and Swedish guest nights

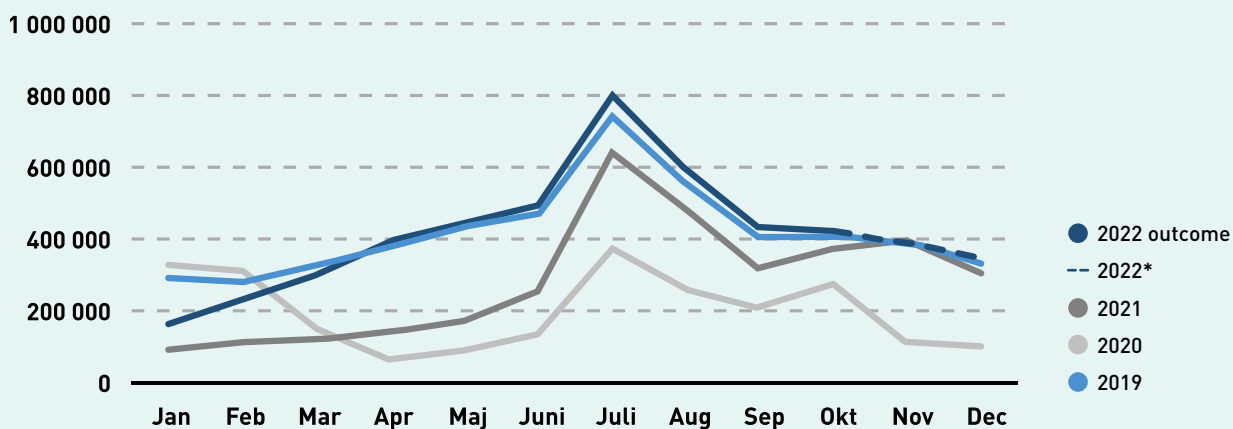
Jan-Oct 2022



The guest nights in a normal year (before the pandemic) involved about 70 per cent Swedish and 30 per cent foreign overnight stays. The most important countries apart from Sweden are: Norway, Germany, the UK, Denmark and the US.

Guest nights

Hotels, holiday villages and hostels



Source: Statistics Sweden/Swedish Agency for Economic and Regional Growth, preliminary statistics Jan-Oct 2022 * Own forecast Nov-Dec 2022.

Year in review

The 2022 business year has been very special for Göteborg & Co, in a positive way. This has been a year in which we have really been able to reopen, organise events and welcome visitors and locals once more. A lot has happened, and we have gathered a selection of everything that has reunited the city and the region; events and initiatives in which Göteborg & Co has participated.



2022: the year of the attendance record

New monthly record for goteborg.com

The monthly record for visitors to goteborg.com was broken in July, with 412,678 visits recorded (never before have monthly visits exceeded 400,000). December was another record month with 332,912 visits, beating the December record of 273,836 set in 2018. In the full year 2022, goteborg.com was visited by 3,235,262 people, a figure that can be compared to the pandemic-free year 2019 when the website was visited by 3,126,337 people.



Way Out West

After a two-year hiatus, Way Out West once again welcomed concert-goers to Slottsskogen – with panache. This year saw the breaking of the record for visitor numbers as almost 50,000 people chose to visit the festival. Way Out West started in 2007 as a collaboration between Göteborg & Co and organiser Luger. Since 2012, only vegetarian food has been served at the festival, which has become a pioneer in sustainability.



Photo: Anna Lena Lundqvist

Håkan filled Ullevi

Finally, the wait was over for all Håkan fans. After the pandemic put a stop to several booked gigs, Ullevi could finally be rigged up and Håkan, who was celebrating 20+2 years in the spotlight, offered the fans four superb gigs under the late summer sky of Gothenburg. This was another record-breaking event. The last gig was attended by almost 72,000 visitors, which is not only a record for Håkan himself but also a record for an Ullevi event. Other artists who have filled Ullevi are Laleh, Summerburst, Iron Maiden, Rammstein and Ed Sheeran. In total, the 13 Ullevi shows this summer attracted 728,955 visitors. The previous record was 445,492 (2016).

Gothia Cup

The 46th Gothia Cup took place in the summer of 2022, and it was a powerful return after the coronavirus pandemic. The opening ceremony saw an almost full house at Ullevi and record crowds during the finals. 18,909 goals were scored and 4,131 matches were played on a total of 102 pitches.

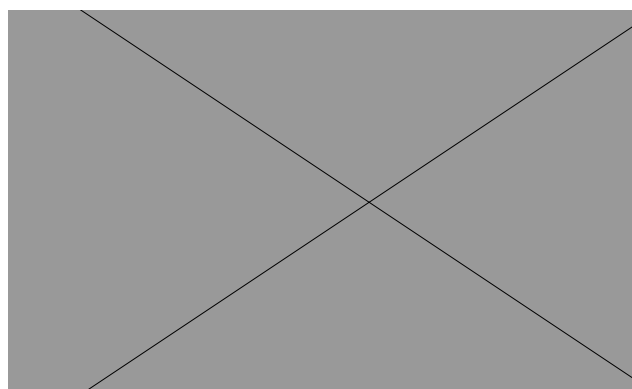


Photo: Amanda Falkman

Record for Junior Achievement

Junior Achievement Sweden took place in Gothenburg for the first time in 2022 and attracted a record crowd. 9,070 visitors came to the Swedish Exhibition & Congress Centre to witness the 226 JA exhibitions and inspirational lectures. In addition, two more records were broken: 380 teachers attended the teachers' conference and 2,400 students attended the inspirational lectures.

Destination Day

Finally, it was possible to come together on Destination Day after a 2.5 year break. In May, the hospitality industry's players, organisers, stakeholders and decision-makers were invited to a half-day event with news about all the major initiatives that are about to become reality in Gothenburg. Investments that will reinforce the destination for many years to come.



Unimeet Gothenburg

welcomes international researchers and students

All sorts of languages were spoken at the Museum of World Culture as over 500 international students, staff and researchers were welcomed to Gothenburg. Since 2020, Unimeet Gothenburg has been investing in a welcome event in collaboration with the University of Gothenburg, Chalmers University of Technology and the Trade and Industry Group with a view to strengthening the city's ability to compete as an international knowledge city.



Freeport Days 25–27 August

West Sweden's arena for free dialogue doubled in size this year, offering 150 events on seven different stages and more than 100 exhibitors. The Trade and Industry Group and Gothenburg's 400th anniversary, partners to the Freeport Days, highlighted topics such as skills supply and innovation, mental health and young people's influence in a number of seminars. There was a large turnout from the parliamentary parties this year, with several party leaders appearing on stage.



Photo: Peter Kvarnström

Here are the Gothenburg Citizens of the Year

This has been BK Häcken's year, securing a Gold Medal and making a strong return to the Gothia Cup, the world's biggest youth football tournament. So we had two nominees this year. Gothenburg Citizen of the Year 2022 is Alexander Jeremejeff, Allsvenskan's top scorer. Gothia Cup general Dennis Andersson was also named an Honorary Gothenburg Citizen. The Gothenburg Citizen of the Year award has been organised every year since 1993 and involves a collaboration between Göteborg & Co, Sveriges Radio P4 and GT newspaper.



Photo: Happy Visuals

Companipris award

This year's winner of the Göteborgs Companipris award was Heart Aerospace, which is working to electrify regional air traffic and develop electric aircraft with a focus on sustainability. CELLINK and Icebug, two Gothenburg-based companies that won awards during the pandemic, were also presented

with their awards at the presentation ceremony. The award was presented by Malin Engelbrecht, Director of the Trade and Industry Group at Göteborg & Co, and Anneli Rhedin, Chair of the municipal assembly.



Photo: Studiografen

Magasin Göteborg

On 25 May, Magasin Göteborg was distributed as a supplement to Dagens Industri for the eleventh consecutive year. "The health of people and the planet" was this year's main theme. The magazine, which is made available in a number of locations around Gothenburg such as hotels, airports, boat terminals and more, is a collaboration with the Trade and Industry Group and Business Region Göteborg.

East Indiaman takes to the seas again

The world's largest wooden ocean-going sailing ship, the East Indiaman Götheborg, left Eriksberg on 8 June for a two-year adventure. The ship stopped at ports in several major European port cities during the summer and autumn before arriving in Barcelona at the end of October. The ship will spend the winter there and continue sailing next year.



Photo: Peter Kvarnström



Photo: Stefan Gadd

Fridays at Farelli's

Farelli's in the centre of Avenyn became a central meeting point for discussions between the hospitality industry, politicians and decision-makers during the pandemic. Regular meetings continued in the autumn to discuss common issues. This collaboration platform is an initiative by Visita Väst and Göteborg Citysamverkan. Göteborg & Co is a regular contributor.



Photo: Stefan Gadd

Greentopia

focus on climate at Way out West

The events industry turned up at Slottsskogen to participate in the industry's first joint climate event on 11–12 August. Alongside the crowds and performers, there were discussions on how the industry can speed up the transition; all committed to bringing about systemic change. Göteborg & Co was the co-organisier. Pictured are Filip Eklund and Katarina Thorstensson, who both work with sustainability issues at Göteborg & Co.

"We need to accelerate climate action to reach our climate targets and stay relevant. It's great that we can bring the industry together at one of our fantastic events that's been an early adopter of sustainability," says Filip Eklund.

The summer programme

"See you in the city centre this summer" – that was the slogan for a free experience programme run by the City of Gothenburg for its residents. During the summer leading up to the Gothenburg Culture Festival on 1–4 September, there were dances and performances at Packhuskajen, music from the moat and the UEFA European Championship on the big screen. Göteborg & Co coordinated and marketed the initiative.



World expertise in electric vehicles

Gothenburg is making major, innovative investments in electrically powered transport. This has attracted the organiser of the World Electric Vehicles Symposium to choose the city for its global event in June 2025. More than 10,000 visitors, exhibitors and leading experts in the field are expected to come to Gothenburg and the Swedish Exhibition & Congress Centre. Gothenburg won the bid in fierce competition with several other European cities. This is no coincidence. The high level of commitment and close cooperation on development between industry, the research community and the city was the deciding factor.

IFQSH

International Forum on Quality and Safety in Healthcare

The International Forum on Quality and Safety in Healthcare, one of the world's leading health events, was held in Gothenburg on 20–22 June. As experts from all over the world visited the congress, Gothenburg residents were invited to a health event at Nordstan to celebrate Gothenburg's 400th anniversary, as part of the city's strategic efforts to create positive societal effects in connection with events. The 2,300 delegates who attended the health event also had the opportunity to take a guided tour of the exhibition entitled Snabb. Stark. Årsrik (Fast. Strong. Rich in Years) – a photo exhibition by British photographer and age activist Alex Rotas. The initiative was project-managed by Göteborg & Co Gothenburg Convention Bureau together with Gothenburg's 400th anniversary.

ECVIM

Congress of the European College of Veterinary Internal Medicine

Between 1-3 September, 1,100 delegates from 45 countries visited the Swedish Exhibition & Congress Centre for this year's Congress of the European College of Veterinary Internal Medicine – a very well-known event in veterinary medicine that last visited the city in 2016. The programme included lectures and information on the development of research in the veterinary industry.

International Science Festival

opened the door to the unknown

This year, Sweden's biggest knowledge festival finally returned to Gothenburg arenas. The International Science Festival 2022 was held on 2–13 May, and this year's imaginative theme was: The Unknown. Three different programmes were held for the general public, school groups and teachers, offering hundreds of activities. The public programme was opened on 3 May by evolutionary biologist Richard Dawkins, who was also the keynote speaker.



Partille Cup

The 51st Partille Cup, the world's biggest handball tournament for young people, was well attended as usual, and both players and leaders had a great time. A total of 1,060 teams from 30 nations took part. A total of 91,607 goals were scored during the tournament at the 3,711 matches played on 62 pitches around Gothenburg.



Photo: Partille Cup



Photo: Filmfestivalen

Joint competition became vignette film

Göteborg & Co is working with an open process where everyone who wants to can participate and contribute. The aim of this is to include people and create participation in the anniversary. During the spring, the Göteborg Film Festival, together with Gothenburg's 400th anniversary, launched a competition where the winner would design the most viewed and discussed film at the Göteborg Film Festival: the vignette film.

Gothenburg Culture Festival

New for the 2022 Gothenburg Culture Festival was that the festival was held both in the central parts of Gothenburg and in new locations around the city. Climate Live and the Street Food Festival joined the party, as did artists such as Timbuktu & Damn!, Hurula, Ana Diaz, Daniel Adams Ray and others. The new cultural centre in Bergsjön was inaugurated and Ö-Festen, a unique party filled with music, culture and events, filled Ringön on Hisingen.

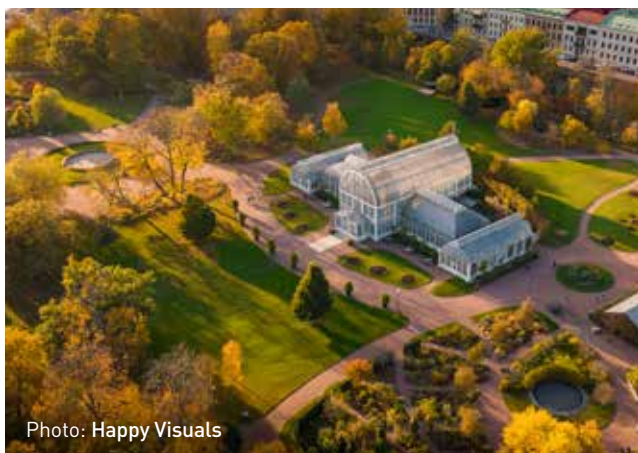


Photo: Happy Visuals

The autumn city of Gothenburg

This year's autumn started with Creepy Science at Universeum, where spiders, slime and black holes were on the agenda along with mad science. Family favourite Halloween at Liseberg offered visitors a spooky experience in the park, and murder mysteries and ghost walks were organised around the city. Both Lobster Safaris and guided tours in the moat and at sea were arranged for anyone who wanted to discover Gothenburg from the water.

Göteborg Book Fair

The physical book fair was finally back again after a couple of years of digital events and discussions. The theme country for 2022 was South Africa, and the crime fiction festival Crimetime, which has been part of the Göteborg Book Fair since 2018, became a separate theme. The climate crisis was also a theme that included a series of interesting seminars on the fair's Climate Stage. The 2022 Göteborg Book Fair attracted 82,156 visitors.

West Pride

After two years, with one cancelled and one postponed festival, it was once again time for the Gothenburg West Pride Festival to take over the streets and squares on 13–19 June. This year, the festival highlighted the situation of LGBTI+ people applying for asylum in Sweden.

Christmas at Liseberg

On 19 November, Liseberg opened its doors for a new Christmas season with a huge investment – SEK 10 million was invested in Tomtebyn. This was a brand new themed area of the park that became home to a host of mischievous elves and Santa Claus himself. An adventurous village with magical doors, mischief, rhymes and ringing bells.



Cruise record

Gothenburg welcomed 81 visits from cruise ships, with over 80,000 guests. This made it a record year, beating the previous record of 74 visits in October. One of the ships was the Disney Magic, which offers everything Disney-themed aboard. There were lots of happy smiles and photographs when Elpida Pehlivanidou and Elisabeth Rönngren from the tourist office welcomed guests dressed as Anna and Elsa from the film Frozen.



Photo: Peter Kvarnström

Gothenburg the world's most sustainable destination – again

Gothenburg has been named the world's most sustainable destination for the sixth consecutive year. The Global Destination Sustainability Movement presented its annual GDS Index (Global Destination Sustainability Index) on Wednesday 9 November, naming Gothenburg as its winner once again.

Parade of ghosts in the heart of Gothenburg

Göteborg & Co and Göteborg City Shopping arranged a ghost-themed parade on 5 November as a fun, free activity for families during the autumn holidays. The parade was also a world record attempt and attracted 584 participants. Whether it is recognised by Guinness World Records remains to be seen, but everything was carefully documented.



Photo: Anna Kuylenstierna

“Gothenburg is that most satisfying kind of short-break city: big in action, small in effort. Between its photogenic old quarters, engaging museums and ambitious food scene, this unpretentious port has plenty to see and do — but not so much as to send you into sightseeing overload.”

Sunday Times, UK – October 2022



Photo: Gabriele Merolli

Events industry on board

The IBTM trade fair was held in Barcelona in November. The East Indiaman Götheborg was docked there at the same time. This presented an opportunity for Göteborg & Co Gothenburg Convention Bureau, together with the Swedish Exhibition & Congress Centre/Gothia Towers, to invite key decision-makers in the international events industry to an event aboard the ship. Around thirty guests had the unique experience of visiting the 18th century ship, with specially created Swedish tapas, and the conference city of Gothenburg extended its important business contacts.

Musikhjälpen returned to Gothenburg

The fundraising event Musikhjälpen (Music Aid), which highlights a hidden human disaster every year, returned to Gothenburg for the fourth time (most recently in 2013). Three presenters locked in a glass studio broadcast radio and TV 24 hours a day for 144 hours. In the meantime, they were visited by artists and other guests who joined in. This appeal is partly based on song requests from the general public. This year's theme, En tryggare barndom på flykt från krig (A safer childhood on the run from war), was designed to help increase the safety and improve the lives of children and young people under 18 living as refugees all over the world. The programme, led by Oscar Zia, Tina Mehrafzoon and Klas Eriksson, was broadcast live from Kungstorget in Gothenburg on 12–18 December and raised SEK 54.5 million.



Photo: Peter Kvarnström



Christmas city of Gothenburg

With this year's Christmas communication, Göteborg & Co wanted to arouse curiosity and interest by borrowing magic from the world of Christmas film. Two targeted "film posters", Den magiska julresan (The Magic Christmas Journey) and Allt jag önskar till jul (All I Want for Christmas), were produced. The aim was to encourage more people to visit the Christmas City of Gothenburg, where the target group was primarily visitors from Sweden and Oslo, but also Gothenburg residents themselves. The campaign was communicated through digital channels and PR, as well as outdoor advertising around the city.

Participation and major involvement in Gothenburg's 400th anniversary celebrations

As we approach the anniversary, Gothenburg residents' ideas have been turned into reality, lots of projects have been launched and hundreds of actors are involved. The city's official "birthday" on 4 June 2021 was celebrated formally and historically with a pandemic-friendly live broadcast. 2022 was an additional year focusing on health and gearing up for the public anniversary celebrations in 2023. Here are a few examples from this year's events.



Planning the Gothenburg anniversary celebrations from 2 June to 3 September 2023

Preparations for the public celebration of Gothenburg's 400th anniversary, to be held between 2 June and 3 September 2023, really took off in 2022. Involvement levels are already high, and the celebrations will begin with Gothenburg's Anniversary Festival at Frihamnen followed by Prototyp Gothenburg – an exhibition on sustainable urban development. After that, a series of exciting events is expected to take place throughout the summer until the Anniversary Finale in early September. Find out more at goteborg2023.com

Utflyktslekplatsen playground inaugurated at Jubileumsparken

Jubileumsparken in Frihamnen is responding to many of the ideas and wishes expressed by Gothenburg residents to meet up near the water and swim in the heart of the city. The park has been developed as a general meeting place since 2013, offering sailing, swimming, sauna and plant growing. And the summer of 2022 saw the opening of the new Utflyktslekplatsen playground. The next step is the opening of the large leisure pool in Jubileumsparken on 4 June 2023.



Health involved the whole city

In each focus year leading up to the anniversary, citizens and organisations across the city and region have been involved and gathered around key areas such as Culture 2016 and Green City 2017. In 2022, Health was highlighted from various perspectives through three exhibitions; Snabb. Stark. Årsrik (Fast. Strong. Rich in Years), Vi som arbetar med våra kroppar (We people who work with our bodies) and Att bli synlig – en konstutställning om psykisk ohälsa och kreativt skapande (Becoming visible – an art exhibition on mental illness and creative work).



Photo: Happy Visuals

Thousands experienced Ö-Festen on Ringön

Saltet på Ringön is one of the city's anniversary initiatives that aims to develop the island of Ringön into a creative oasis together with local organisations. In 2022, Ö-Festen was organised as part of the Gothenburg Culture Festival and attracted thousands of curious visitors. The Rain Gothenburg anniversary initiative also took the opportunity to set out its new manhole cover poetry.



Photo: House of Vision



Illustration: Rendering from Goteverse

Digital experiences in new ways

Digital experiences are also being developed for the celebration, with the city's digital twin as a platform, to encourage more people to discover and choose Gothenburg. The aim is to make the celebration accessible to more people and attract new target groups, inquisitively explore and test new innovations and strengthen the image of Gothenburg as a destination.

An aerial photograph of a city, likely Stockholm, taken from a high vantage point. The foreground shows a rocky ledge. Below it, a dense forest of trees with autumn foliage in shades of orange, yellow, and brown covers a hillside. In the middle ground, several large, white, multi-story apartment buildings with dark roofs are visible. Further back, more residential areas and a construction crane can be seen against a backdrop of a city skyline. The sky is filled with soft, white and orange-tinted clouds, suggesting a sunset or sunrise. The overall mood is serene and scenic.

Sustainability report



Priorities for sustainable development

The long-term and overall goal for Gothenburg as a destination is to be a sustainable destination by 2030. This means that the hospitality industry should grow while also contributing to the development of people and living environments. Göteborg & Co has an important part to play in this initiative. The company's work must assist in the development of a vital business community in a robust destination and provide a role model for efforts relating to sustainable and smart destination development. There is a clear compass for the company's work thanks to the fact that Göteborg & Co has signed the UNWTO Glasgow Declaration on Climate Action in Tourism, the conference industry's Net Zero Carbon Events and other commitments, together with the destination's overall goals.

Sustainability for Göteborg & Co

At Göteborg & Co, we are working to make Gothenburg an attractive and sustainable destination by taking economic, environmental and social responsibility with a view to always improving and moving forward. The principles of the Global Compact, the UN World Tourism Organisation's definition of sustainable tourism, and the Sustainable Development Goals (Agenda 2030) form the basis of the work, as do the city's goals and directions. Göteborg & Co contributes to a vibrant Gothenburg through collaboration with other parties in the

hospitality industry, providing sustainable, attractive and unique experiences. The company also maintains an ongoing dialogue with the people of Gothenburg themselves, not least through its work on Gothenburg's 400th anniversary. The inclusive modus operandi is important. Listening and talking to the people living in the city is helping the company to make Gothenburg an even better city.





Göteborg & Co's key sustainability issues

For quality assurance purposes and to follow up on our own sustainability work, Göteborg & Co has formulated an overall framework that guides the sustainability work of the company and the destination. This framework contains guiding principles that ensure we work on the Agenda 2030 Sustainable Development Goals that are most important to

the company. The principles also ensure there is a clear link to the GDS Index and guide us in identifying and clarifying activities that develop and strengthen the destination's sustainability work. These principles are thus also a tool to maintain focus on the overall goal of being a leading sustainable destination by 2030.

Welcoming and Inclusive Destination

- Broad Selection
- Accessible and Inclusive
- Safe and Secure

Green, Climate-smart Destination

- Climate-smart travel and transport
- Green and climate-smart operators and experiences
- Circularity and resource efficiency

Growing and Healthy Destination

- Robust businesses, sustainable business development and innovation
- Job creation and skills provision
- Fair employer and business partner

Contributing to Positive Societal Impact

- Contributing to important societal issues through enterprise and experience
- Long-term impact through encounters and events – Gothenburg Way to Legacy
- Positive change through sustainable development and innovation



Photo: Happy Visuals

Sustainability strategies

Göteborg & Co's sustainability work is based on three company-wide strategies that interact with and reinforce each other:

1

We will be a role model and pioneer, leading the way in what we do and can control.

2

We aim to encourage and challenge destination stakeholders and partners to develop in a sustainable direction.

3

We aim to inspire and assist with sustainable consumption of everything the destination has to offer.

These core values underpin the destination's positioning and communication, and should permeate what we do and how we treat each other:

Human

Pluralistic

Inspirational



Based on the key sustainability issues for the company, management has identified that it has a particularly strong impact on, and opportunity to contribute to, the above global goals.

Contribution to the Sustainable Development Goals and Agenda 2030

The Global Goals for Sustainable Development (Agenda 2030) are growing as an important, shared framework for achieving a society that is sustainable in the long term, both at global and local levels. Based on the framework's material issues, Göteborg & Co has identified the sustainability goals that the company particularly contributes to and is affected by. The company's assignment is clearly reflected in three of the goals' targets. Target 8.9 By 2030, devise and implement policies to promote sustainable tourism, target 12.B Develop and implement tools to monitor sustainable development impacts for sustainable tourism, and target 17.16 Enhance the global partnership for sustainable development.

The company's assignment is clearly reflected in three of the targets for the Sustainable Development Goals:



Stakeholder dialogue

Göteborg & Co's operations as a collaboration platform are based on ongoing dialogue with a broad group of stakeholders, and their involvement is important for the development of the company and the destination. The Board at Göteborg & Co is politically appointed and holds regular discussions with the Hospitality Industry Forum, which is made up of representatives from the private sector, for the most part. Besides this forum, each of the company's business areas in turn has collaboration groups, with representatives from key stakeholders, who meet regularly for collaboration and discussion.

In 2022, the stakeholder discussion also included the consultation process for the City of Gothenburg's programme for the development of the hospitality industry, later known as the City of Gothenburg's programme for the development

of the destination, in which stakeholders from the hospitality industry, the academic community, the city and the region were involved. The consultation process has thus formed a basis for an updated materiality analysis, adjusted sustainability aspects and development of the sustainability framework in line with the revised destination development programme. The framework covers the main sustainability issues for the destination and the company, explained by means of the following areas:

- Welcoming and Inclusive Destination
- Growing and Healthy Destination
- Green, Climate-smart Destination
- Contributing to Long-term Positive Societal Impact

Göteborg & Co's primary stakeholders

Stakeholder	Dialogue formats	Key issues for the stakeholder group
Owner City of Gothenburg	Annual general meeting, Board meetings, owner dialogue, annual and interim reports, group council	Residual impact from the pandemic – support to the hospitality industry for continued economic issues and labour shortages. Long-term sustainable growth, sustainable city, attractive city, balanced budget.
Employees	Staff appraisals, department/group meetings, internal conferences, staff survey, etc.	Flexible and functional working environment. Development of sustainable services (events, conferences, etc.), contributing positively to society.
Partners Hospitality industry companies, local organisers, the academic community and other trade and industry	Hospitality industry forum, steering committees, collaboration groups, networking groups, meetings of members. Meetings and workshops, interviews and questionnaire surveys	Supporting recovery from the pandemic, addressing economic instability and staff shortages. Long-term attractive destination – sustainable travel incentives and diversity, increased cooperation with the city, skills supply, marketing of the destination.
Visitors	Social media, visitor services, interview and questionnaire surveys	Safe and secure destination with an attractive, accessible and wide range of services, accessibility to and within the destination.
Gothenburg residents	Open meeting points and dialogue groups, SOM survey, digital channels, visitor services	Accessible services for Gothenburg residents, sustainable city, accessibility, equality and reduced segregation, job opportunities, pride in the city.
Administrations, authorities and public companies	Collaboration groups and councils, meetings and workshops	Sustainable city and destination development, development of the destination in accordance with the city's objectives, plans and programmes.
Cluster companies Liseberg, Got Event, Gothenburg City Theatre.	CEO council and thematic cluster councils	Collaboration, long-term attractive city, accessibility to the destination.

Governance and Management

Göteborg & Co is owned by the City of Gothenburg. Göteborgs Stadshus AB is the Group's parent company, and thus the owner of all City of Gothenburg companies. The Group is divided, in turn, into seven clusters. Göteborg & Co is the parent company of the Tourism, Culture and Events (TCE) cluster, which includes Liseberg, Got Event and Gothenburg City Theatre. At an overall level, the company is governed by owner directives, the municipal assembly's budget, the city's programmes and plans, the company's one-year business plan and the company's internal procedures. Göteborg & Co's sustainability work has been in constant development since 2008, when the company became environmentally certified for the first time. The company's sustainability strategist drives and develops sustainability work together with the social sustainability strategist, the environmental specialist, the sustainability developer in the events department and the HR manager, and in collaboration with all departments at the company. The company's CEO is ultimately responsible for sustainability work.

Global Destination Sustainability Index

One of the goals of the sustainability work of the destination and the company is to achieve world-class sustainability. This is measured by the destination's ranking in the Global Destination Sustainability Index (GDS Index). The GDS Index is an international benchmarking system and a framework for sustainable destination development that ranks the sustainability performance of destinations. The Global Destination Sustainability Movement organisation launched the global index in 2016. This year, 65 destinations from around the world took part in the comparison. Gothenburg has been ranked highest every time since its inception.

Göteborg & Co has been leading and running an active

sustainability programme within the destination for many years, which has led to successful results. This has been achieved through collaboration with all the destination's stakeholders. The GDS Index reflects the work of both the destination company and the industry stakeholders on sustainability in all three dimensions, as well as the city's management, governance and development of the issues. All destinations that have participated since the beginning have improved their performance by an average of 33 per cent and the top ten by 44 per cent.

Company environmentally certified

As a continuation of the work on implementing the City of Gothenburg's joint system for systematic environmental management, and as part of the company's management and control of sustainability issues, Göteborg & Co was environmentally certified according to the Swedish Environmental Base standard. The certifications, which was approved as part of a third-party audit, is valid for one year, after which a new audit will be carried out. This certificate confirms that the company has a functioning environmental management system, has identified its main areas of influence and works in a structured and systematic manner to go on improving its environmental and climate work. The ambition is to integrate social sustainability issues into the same system as far as possible. The City of Gothenburg's common environmental management system is controlled and supported by annual advisory audits by the Environmental Administration, which is also part of the follow-up of the city's environment and climate programme.

World-class sustainability		
Indicator	Current situation	Target value
GDSI sustainability ranking	2020: No official benchmark due to pandemic	
	2021: #1	Annual top three ranking
	2022: #1	



Welcoming and Inclusive Destination

Everyone who visits or lives in Gothenburg should feel that they are part of the destination, and that the offering is there for them. Göteborg & Co is working to ensure that everyone can take part in the programme in Gothenburg, regardless of who you are, where you come from or what your circumstances are. Everyone should be treated with respect. The company must also contribute to safe and secure experiences.

The task of leading and coordinating the city's 400th anniversary has created commitment among many Gothenburg residents, and involves large parts of the city and region. The many anniversary initiatives are represented all over the city and have been developed as part of an inclusive process in which residents were invited to participate.

Key sustainability issues:

- Broad Selection
 - Accessible and Inclusive
 - Safe and Secure
-



In the Welcoming Destination area, the company has identified that they contribute in particular to Sustainable Development Goals 5 Gender equality, 8 Decent work and economic growth, 10 Reduced inequalities and 16 Peace, justice and strong institutions.

A number of targets and indicators were developed in connection with the revision of the Hospitality Industry Programme, and baseline measurements were taken at destination level. Göteborg & Co contributes to the achievement of all targets. The following targets are linked to the area of Welcoming and Inclusive Destination:

Everyone should feel welcome to Gothenburg

Indicator	Current situation	Target value
Visitor index*	2021: 80	2025: 82 2030: 84

* The visitor index is a weighted measure based on Swedish visitors' sense of security at the destination, the attractiveness of the offering, the availability of information and the way in which people feel they are treated during their stay. The value can range from -100 (lowest) to 100 (highest). Source: Visitor survey

New figures will be released in March

The hospitality industry adds value for residents

Indicator	Current situation	Target value
Percentage of residents who believe that the hospitality industry's offering adds value for them*	2021: 87 %	2025: 88 % 2030: 90 %

* Source: Resident survey

Figures for 2022 will be available in March 2023.

Gothenburg has an attractive offering all year round

Indicator	Current situation	Target value
Number of guest nights in commercial accommodation establishments during off season*	2021: 2.1 million 2022: 3.1 million	2025: 3.3 million 2030: Annual growth from 2025
Number of off-season events**	2021: 7 2022: 20	2025: 37 2030: Annual increase from 2025
Number of off-season conferences **	2021: 11+10 virtual 2022: 28	2025: 40 2030: Annual increase from 2025

* Source: Statistics Sweden accommodation statistics.

** Refers to the period January to May and September to December, i.e. outside the peak season months of June, July and August. Refers to events with more than 200 participants. Source: Göteborg & Co/Gothenburg Convention Bureau

Broad Selection

The hospitality industry creates encounters between people, and makes the city more attractive through entertainment, restaurants, cafés, culture, excursions and trade. By marketing the city and creating conditions for a wide range of events and experiences, Göteborg & Co contributes to creating a vibrant city with something for everyone. A broad selection also means experiences in different parts of the city, at all times of the year, and experiences both with and without admission. In 2022, the company has contributed to, worked on and promoted a broad selection of activities and events and helped people rediscover the city after the pandemic.

Gothenburg Culture Festival in more city locations

The Gothenburg Culture Festival was held both in the city centre and in new locations. This was made possible by broad cooperation with other festivals and actors such as Gamlestadsgalej in Gamlestaden, Tellusfestivalen in Bergsjön, Ö-Festen on Ringön and Folknöjesdagen in Slottsskogen. Kulturpresenten, the cultural gift, also took place during this year's event. The person booking the activity will have a cultural experience in their own home, but what that experience will be is a surprise. This activity was a success yet again. Cultural gifts were placed in several new areas such as the archipelago, and Bergsjön and Biskopsgården were selected as special focus areas. Major communication initiatives took place through local actors and others. Despite good results, this activity presents a challenge as it is resource-intensive compared to other activities. Activities during the Gothenburg Culture Festival are free of charge as

part of a wide range of activities at the destination.

Many activities during International Science Festival

The International Science Festival in April featured 211 events. The festival was opened by internationally acclaimed, multi-award-winning author and evolutionary biologist Richard Dawkins. Mr Dawkins' lecture tied in with this year's theme of The Unknown, celebrating scientific debate and making the unknown known. Other events included the Teachers' Conference, which this year focused on mental health in young people, while the schools programme, taught students about everything from climate coding to gender norms. The International Science Festival also worked on its offering by contributing programme content to other organisers, which included participation in West Pride. The festival underwent major reorganisation during the pandemic and has been able to offer a large number of digital activities since 2020. This means that all primary schools in the country can be welcomed.

Poetry on manhole covers as Gothenburg focuses on rainfall

The Rain Gothenburg anniversary initiative is about turning rain into an opportunity. The Sustainable Waste and Water administration is the project owner, in close cooperation with Göteborg & Co. This initiative has resulted in poetry on manhole covers, where a poet is chosen each year to provide their interpretation of the theme. This year's poet is Mariam Naraghi from Uppsala, whose poem is moulded into manhole covers and placed in streets and squares all over Gothenburg. Rain Gothenburg has been recognised internationally, and manhole cover poetry has spread all over Sweden and similar initiatives are being run by a number of other municipalities.



Photo: Frida Winter



Photo: Frida Winter

Accessible and Inclusive

Everyone should be able to take part in Gothenburg's offering, regardless of gender, gender identity or expression, ethnicity, religion or other beliefs, disability, sexual orientation or age. Everyone should be treated with respect, and physical, social, or linguistic conditions should not limit participation. During the year, the company has contributed to a broader range of services with strong emphasis on becoming a more accessible and inclusive destination.

Gothenburg Female Esport Open raises profile of women in esports

Göteborg & Co has been involved in bringing the Swedish national women's esports team to Gothenburg and the Gothenburg Female Esport Open championship as part of the initiative to strengthen women's sport. All the Nordic countries were invited to this historic championship, and a LAN and esports camp was also arranged with the aim of becoming the world's largest LAN for women. The LAN was organised by Area Academy with support from the Female Legends association, the Swedish Esports Federation, Svenska Spel, Nordic Choice Hotels, Logitech G, Inet, BIG Network and Göteborg & Co.

Hybrid Experience Project paves the way for cross-continental encounters

In early February, Connect2Capital 2022 took place as a hybrid event with a broadcast by Geely from Uni3. Over 400 one-on-one digital conferences were arranged, with around 50 investors from 11 countries. There is a great deal of interest in West Swedish start-up companies, mainly from investors from northern Europe and the US. The Trade and Industry Group at Göteborg & Co also connected the organiser, GU Ventures, with the Hybrid Experience Project

to get the digital conference platform up and running. During the implementation, organiser GU Ventures announced the new name of the venue: GoWest.

An equal and accessible Culture Festival

The Gothenburg Culture Festival should be accessible to everyone, no matter who you are, where you live or where you come from. For this year's Gothenburg Culture Festival, Göteborg & Co collaborated with the Passalen and Creative Point organisations, which work in various ways to make cultural events more inclusive and accessible. Training and guidance have allowed the Gothenburg Culture Festival to improve in several respects to become more accessible and inclusive from a number of perspectives, such as the design of the festival sites and website. This year, there were more wheelchair spaces on Kungstorget, a low stage that improved visibility for everyone at Bältespännarparken, and a number of programmes interpreted for the visually impaired and in sign language. The festival also aims to ensure equality when booking, paying, employing and communicating. Of the bookings made in 2022, it is estimated that 54 per cent related to women, 45 per cent men and 1 per cent not specified. Even if the bookings can be considered equal, this does not apply to the financial compensation. The distribution here is estimated to be marginally in favour of men. The breakdown of employees during the festival was 49 per cent women and 51 per cent men. However, these figures are not statistically significant as the event does not currently implement a robust method for calculating the gender breakdown. The aim is to develop this in 2023.

Anniversary creates participation throughout the city

The core values for Gothenburg's 400th anniversary are all about being a courageous role model for sustainable growth, as well as inclusion and participation throughout the city. In 2022, the company's Anniversary Organisation has continued working on initiatives that give more young people the chance to be connected and employed through a number of anniversary initiatives. For instance, initiatives together with the City where we read to our children in order to help give them a good start in life within Jämlik stad (Equal City), Sätt färg på Göteborg (Bring colour to Gothenburg), which both enriches our destination with colourful works of art and creates jobs for young people who are well outside the labour market, or Jubileumsparken, which recruits young people from all over the city with different backgrounds, languages and disabilities.

Through the anniversary's young reference group, Power to the Youth, Göteborg & Co has contributed young influence to Fokusåret Hälsa, the Health Focus Year, which resulted in Att bli synlig – en konstutställning om psykisk ohälsa och kreativt skapande (Becoming visible – an art exhibition on mental illness and creative work) and discussions about the same during the Freeport Days. During the year, the young members of the group acted as moderators at the major



Power to the Youth is the 400th Anniversary's youth reference group and is made up of representatives from all over the city. The photo above shows some of the representatives of the reference group.

collaborative meetings for the anniversary and were also involved in the Framtidstro via prao (Faith in the Future via Work Experience) initiative, where Year 9 students on work experience were welcomed to a packed programme to inspire them for the world of work.

Safe and Secure

Once the pandemic had finally subsided, Russia invaded neighbouring Ukraine and a war in Europe ensued. Most of 2022 was dedicated to national upgrades, emergency preparedness and civil defence, while high inflation – a direct result of both the pandemic and the war – affected interest rates and energy prices. This has characterised the company's work on safety and security to some extent.

Regular conferences on safety in the city

The City of Gothenburg's security council is a forum for consultation and exchange of knowledge and experience. Gothenburg's ambition is to have no vulnerable areas after 2025. A representative of Göteborg & Co's Trade and Industry Group has participated in the City of Gothenburg's security council in 2022. In addition to representatives from the municipal government, the council also includes external stakeholders such as the police, the business community, the County Administrative Board, the Swedish Armed Forces, Västra Götaland Regional Council, the academic community and civil society in the form of organisations that carry out social work and represent vulnerable groups.

Focus on lighting to increase safety

Winter lighting increases safety on streets and in squares, while creating a pleasant atmosphere where people can

spend time. Gothenburg, like all other cities, is reducing its electricity consumption as a result of rising electricity prices and the energy crisis. This meant that there was slightly less emphasis on Christmas lights than was originally planned. The focus was on lighting that enhances safety in the city – and only energy-efficient LED lighting.

Network against prostitution and human trafficking

The annual EU Anti-Trafficking Day is held in October. The work on recognising and combating human trafficking that had been suspended during the pandemic was resumed, with the awareness-raising conference "Tillsammans mot prostitution och människohandel (Together against prostitution and human trafficking)". Hospitality stakeholders such as hotels, conference centres and taxis were the target group for the day. The initiative is supported by the City of Gothenburg, the City of Gothenburg Social Resource Management Establishment Unit, Mikamottagningen, KAST-verksamheten, regional coordinators against prostitution and human trafficking, the police, the County Administrative Board and Göteborg & Co. The next step is a conference for the conference and events industry and formation of a network for the hospitality industry and public sector organisations so that joint initiatives can be run. During the year, Göteborg & Co has also worked on skills enhancement programmes for employees in respect of human trafficking.



Growing and Healthy Destination

Göteborg & Co is working to make Gothenburg an attractive and sustainable metropolitan region where ideas, businesses and people grow together. The hospitality industry creates jobs and economic growth in the city, and enables the highlighting of important societal issues.

Key sustainability issues:

- Robust businesses, sustainable business development and innovation
 - Job creation and skills supply
 - Fair employer and business partner
-



In respect of the Growing and Healthy Destination area, it has been identified that the company contributes in particular to Sustainable Development Goals 5 Gender equality, 8 Decent work and economic growth, 10 Reduced inequality, 12 Sustainable consumption and production, and 16 Peaceful and inclusive societies.

A number of targets and indicators were developed in connection with the revision of the Hospitality Industry Programme, and baseline measurements were taken at destination level. Göteborg & Co contributes to the achievement of all targets. In some cases, the figures for 2022 will only be available in spring 2023. The following targets are linked to the Growing and Healthy Destination area:

Hospitality industry growing as demand grows

Indicator	Current situation	Target value
Number of guest nights in commercial accommodation facilities*	2021: 3.5 million 2022: 5 million	2025: 5.1 million 2030: Annual growth from 2025**
Average occupancy rate in hotels in the City of Gothenburg*	2021: 44% 2022: 66%	2025: Just under 70 % 2030: Just under 70 %
Number of overnight stays at campsites*	2021: 393,000 2022: 444,000	2025: 430,000 2030: 460,000
Number of overnight stays in privately rented cottages and apartments via intermediary sites***	2020: 100,000 2021: 144,000	2025: 300,000 2030: 340,000
Number of companies (workplaces) active in hospitality-intensive industries in the Gothenburg region	2020: 11,600 2021: 11,700	Only annual statistics on the number of employees and the number of workplaces are available.

* Source: Statistics Sweden accommodation statistics.

** To be evaluated in the next revision.

*** Refers to overnight stays in the Eurostat definition of the Gothenburg metropolitan area, which includes the municipalities of Gothenburg and Partille. Source: Eurostat

Gothenburg has an attractive offering all year round

Indicator	Current situation	Target value
Number of guest nights in commercial accommodation establishments during off season*	2021: 2.1 million 2022: 3.1 million	2025: 3.3 million 2030: Annual growth from 2025
Number of off-season events**	2021: 7 2022: 20	2025: 37 2030: Annual increase from 2025
Number of off-season conferences **	2021: 11+10 virtual 2022: 28	2025: 40 2030: Annual increase from 2025

* Source: Statistics Sweden accommodation statistics.

** Refers to the period January to May and September to December, i.e. outside the peak season months of June, July and August. Refers to events with more than 200 participants. Source: Göteborg & Co/Gothenburg Convention Bureau

The hospitality industry offers an increased number of jobs

Indicator	Current situation	Target value
Number of employees in hospitality-intensive industries in the Gothenburg region*	2020: 28,300 2021: 31,700	Annual increase

* According to selected SNI codes, see clarification in the City of Gothenburg's programme for the development of the hospitality industry, 2022–2030.

Source: Statistics Sweden via Business Region Göteborg.



Photo: Happy Visuals

Robust businesses, sustainable business development and innovation

The hospitality industry creates jobs for many people. An increased range of events, restaurants, hotels, conferences and experiences helps to make Gothenburg an even better city to live and work in. Göteborg & Co acts as a collaboration platform and driver for creating sustainable growth in the hospitality industry.

Meeting delegates returned

Although the first quarter of 2022 was characterised by the uncertainties of the coronavirus pandemic, the year as a whole was successful for major conferences and congresses. This year's conferences have been very successful, with several records being broken as regards numbers of delegates. The fact that Gothenburg is seen as an attractive place to organise conferences and congresses not only strengthens Gothenburg as a destination, but also contributes positively to economic growth in the industry. In 2022, Göteborg & Co has brought 22 conferences to the city for the coming year, 15 of which are international. These conferences will attract

expertise and decision-makers and enhance the skills of the academic and business communities.

Companipris award for electric aircraft

This year's winner of the Göteborgs Companipris award was Heart Aerospace, a company with a sustainable business concept that is working to electrify regional air traffic and develop electric aircraft. The Göteborgs Companipris award was launched by the Trade and Industry Group in 1994 and is presented to successful companies that are run and developed in the Gothenburg region.

European tourist agencies in Gothenburg

Representatives of tourist agencies from 23 European countries, all members of the City Destinations Alliance, gathered in Gothenburg under the common theme of "Sustainability from the TIC point of view". The aim of the conference was to exchange experiences and expertise on sustainability, so it was natural for this year's conference to take place in Gothenburg. At the same time, the Hostmanship award was presented to the tourist agency in Lviv, Ukraine.





Photo: Peter Kvarnström

Job creation and skills provision

The hospitality industry is a major creator of jobs, attracting people with different experiences, backgrounds and education. The past few years have been tough. Many people have lost their jobs. But now that the hospitality industry has started to recover, it is clear that many people have switched careers and found work in other industries. This highlights one of the industry's major problems: the lack of staff with the right skills.

Framtidens Krogkultur

Göteborg & Co supports the Framtidens Krogkultur association, which is working to promote positive development for an equal and attractive restaurant industry. The association was formed out of the #härtardetslut (#thisiswhereitends) initiative of autumn 2020, when women from the restaurant industry joined forces to change the industry. The aim is to rebuild and maintain confidence in the restaurant industry in order to encourage more people to train and pursue a career in the sector. The association is working to promote positive and equal development and a zero-tolerance approach to abuse, harassment, sexism, racism and homophobia.

Skarpt Läge job fair creates jobs

Skarpt Läge is a job fair for young adults who are outside the labour market. This year's fair was attended by over 1,000 people, of whom 192 found jobs. 35 exhibitors – both companies and educational institutions – were present. The Trade and Industry Group has helped to implement the trade fair.

Framtidsambassadörer incorporates 2030 Agenda into curriculum

As part of the efforts to prepare for Gothenburg's 400th anniversary, Göteborg & Co and the Trade and Industry Group have continued to invest in Framtidsambassadörer, Future Ambassadors, together with the Gothenburg primary and lower secondary school administration and Universeum to get more students to pass their exams. This collaborative project uses visualisation and multiple learning environments to enhance learning and devise solutions for a sustainable world. Its content is based on the global goals of the 2030 Agenda for Sustainable Development linked to science and technology. This method has been introduced to the curriculum for the City of Gothenburg in 2022, which means that sustainability is compulsory in education.

Changers Hub Hjällbo to democratise success

Changers Hub Hjällbo opened in early December 2021 with the support of the Trade and Industry Group. Its ambition is for all young people to have the same opportunities to realise their ideas and influence their future, regardless of their starting point. Courses, inspirational lectures, events and idea coaching are offered. Financial education was organised for young adults in January 2022, together with Swedbank, focusing on smart savings and the risks of funds and shares. During the year, Changers Hub Hjällbo has continued to grow and organise various activities for young adults.

Inclusion workshop with the events industry

As part of a series of workshops on sustainability, Göteborg & Co arranged a workshop on inclusion in the spring together with the Centre for Tourism at the University of Gothenburg, where stakeholders were invited from the entire hospitality

industry. Researchers and practitioners contributed knowledge and insights, and the workshop focused on working together with the industry to find common ground, momentum and synergies. The aim of the series of workshops is to develop skills and ensure that we work together to promote a sustainable city, as well as creating space for dialogue, strengthening relationships and facilitating new contacts within the sector.

Basic e-learning course on sustainable development

Skills development is part of the company's strategic sustainability work, and an important element in of building drive and courage. In the spring, all employees were offered a digital course on sustainable development that included all three dimensions of sustainability (social, economic and ecological). The course was in e-learning format, which means that every employee can read and click through the course at their own pace and at a time to suit them. The broad, basic level and the directive for all staff to complete the course has provided a common starting point to build on.

Good Working Environment

The first part of 2022 was still characterised by the pandemic, and many people were working from home. Göteborg & Co moved to new premises at the same time, in February. Studies have shown that creativity and dynamism are enhanced when people meet in person. Finding a balance between working at home and being in the workplace became important once the restrictions were lifted.

Academics with Foreign Backgrounds Received Internships

During the year, the company continued its involvement in Jobbsprånget, an internship programme that offers internships to newly arrived academics. An internship was offered and filled in the HR function in 2022. An internship was created in the sustainability function last year, the first year in which the company was involved in the programme. The aim of the programme is to harness skills and speed up



Photo: Stefan Gadd





Photo: Beatrice Törnros

Fair employer and business partner

introduction to the Swedish labour market.

New office contributes to greater flexibility

At the start of the year, the company moved to new premises at Johan Willins gata 3 in Gothenburg, with more office space and rooms where the entire workforce can gather. In addition, new guidelines have been reviewed for the new, flexible working life that has emerged since the pandemic. The staff handbook was also updated at the time of the move to reflect this more flexible way of working.

For Göteborg & Co, it is obvious that sustainable development work also permeates its own operations. This is why internal sustainability work is constantly being developed and improved. As a publicly owned organisation, transparent procurement and good business ethics are also important. The company is subject to the City of Gothenburg's anti-bribery policy and guidelines. Corruption is a risk, particularly in respect of procurement and hospitality, and internal checks are carried out regularly.

Sustainable purchases and procurement

Göteborg & Co is a municipally owned company, and is therefore subject to the Public Procurement Act. The company is also covered by the City of Gothenburg's policy and guidelines for purchasing and procurement, which define requirements for contribution to a sustainable city through all three sustainability dimensions. Consideration must be given to environmental and climate impact, human rights

in working life and the UN Convention on the Rights of the Child. An update of the city's guideline was issued in May 2022 and has been integrated into the company's own purchasing and procurement guidance. Working towards sustainable purchasing and procurement is important for Göteborg & Co, and the company always defines requirements as follows in announced procurement procedures:

- Systematic environmental & sustainability work
- Gender equality & diversity
- Employment law conditions
- Conventions
- Anti-discrimination clause
- Anti-corruption

Göteborg & Co works regularly with authorisation training to ensure high quality in purchasing and procurement. This training is conducted internally and includes basic knowledge of the Public Procurement Act and Proceedo, the city's purchasing support. The major challenge in 2022 has come about due to the fact that many suppliers who work with events in one way or another have been affected due to the loss of staff during the pandemic. This in turn means that Göteborg & Co has to pay higher prices for sound engineers or other specialised experts, for example, as many have left the industry.

Environmentally smart and climate-smart destination

Göteborg is the greenest city in Sweden, according to a 2021 European research study on urban green spaces and their effects on health. Having natural areas, parks, archipelagos and water close by is important for the health and perceptions of residents and visitors. Urban nature also provides society with ecosystem services such as clean air and water, and creates space for biodiversity. Göteborg has received many recognitions and awards for the destination's sustainability efforts, but both tourism and the company's operations have an impact on the climate and environment. The company therefore has to constantly work to reduce the adverse effects of its own operations and use influence, cooperation and communication to help the destination's residents, visitors and stakeholders to become greener and more climate-smart.

Key sustainability issues:

- Climate-smart travel and transport
 - Green and climate-smart operators and experiences
 - Circularity and resource efficiency
-



With regard to Climate-smart and green destinations, it has been identified that the company contributes in particular to Sustainable Development Goals 8 Decent work and economic growth, 12 Sustainable consumption and production, 13 Climate action, 14 Life below water and 15 Life on land.

A number of targets and indicators were developed in connection with the revision of the Hospitality Industry Programme, and baseline measurements were taken at destination level. Göteborg & Co contributes to the achievement of all targets. The following targets are linked to the area of Environmentally Smart and Climate-Smart Destination:

Visitors Make Sustainable Choices

Indicator	Current situation	Target value
Average length of stay at commercial accommodation facilities*	2021: 1.63 nights 2022: 1.60 nights	2025: 1.69 nights 2030: 1.71 nights
Number of domestic guest nights at commercial accommodation facilities*	2021: 3.5 million 2022: 3.8 million	2025: 4 million 2030: Annual growth from 2025
Percentage of visitors who experience the Gothenburg region as a sustainable destination **	2021: 57 % 2022: ***	2025: 65 % 2030: 70 %

* Source: Statistics Sweden accommodation statistics.

** Source: Visitor survey

*** No data available

The hospitality industry's Environmental and Climate Impact Is Decreasing

Indicator	Current situation	Target value
Percentage of environmentally certified hotel rooms **	2021: 91 % 2022: 81% *	2025: 96 % 2030: 98 %
Percentage of environmentally certified conference facilities **	2021: 100 % 2022: 100 %	2025: 100 % 2030: 100 %

* This was due to the fact that not all hotels could be certified in time. The figure was over 90 per cent again by the end of the year.

** Source: Göteborg & Co



Climate-smart travel and transport

An increase in tourism contributes positively to the national economy but has an adverse impact on the environment and climate. Travel and transport are the biggest sources of emissions in the hospitality industry. For the hospitality industry, the transition to a sustainable transport system is of paramount importance, both for the transport of materials and goods, and the transport of visitors, accommodation, staff and invited artists and lecturers. Streamlining travel and transport, as well as considering which trips and transports can be avoided, is also of great importance. The City of Gothenburg's climate target for 2030 includes reducing greenhouse gas emissions from transport within Gothenburg as a geographical area by 90 per cent, and from international travel by 64 per cent. Göteborg & Co naturally follows the same line, and is also working to influence the city's hospitality industry along the same lines.

Electrification of urban transport

Göteborg & Co is responsible for the hospitality perspective in two electrification projects: Elektrifierad Stad (Electrified City) and Gothenburg Green City Zone. In 2022, its work has focused on finding an approach and a technical solution for conducting customer satisfaction surveys, and based on these analysing the need for improved access to charging at tourist destinations and accommodation facilities, for example. This work is ongoing, and the surveys are planned to take place in 2023. The Green City Zone extends across several areas, including evenemangsstråket, which includes a number of the

city's major venues and facilities. Göteborg & Co is working to identify the needs for a transition to an emission-free event centre. Participants in the projects include Business Region Göteborg, Göteborg Energi, Parkeringsbolaget, Trafikkontoret, Got Event, Liseberg, the Swedish Exhibition & Congress Centre/Gothia, World of Volvo and Universeum.

Research project on zero-emission events

Autumn 2022 heralded the start of the research project "Lösningar för klimatsmarta evenemang" (Solutions for climate-smart events), with funding from Vinnova. The project will be continuing until 2025 and will develop, test and evaluate innovations that reduce emissions at various types of events, conferences and fairs. The project involves a wide range of collaborative stakeholders from the academic community, trade and industry and the public sector, with a steering committee consisting of RISE, the University of Gothenburg, Business Region Göteborg, Got Event and Göteborg & Co. The emphasis is mainly on transport, as transport's share of total emissions from events is often significant. Tests are planned for passenger and freight transport, but also for overnight stays, food and drink, energy consumption and the use of various goods such as textiles, flowers and disposable products. The project's focus on climate measures supports Sweden's innovation capacity, benefits the Swedish hospitality industry (not least the conference side of things) and also aims to create solutions

that can be implemented elsewhere.

Company Business Travel

Göteborg & Co receives figures on how much greenhouse gas emissions its business travel is estimated to have generated, with a one-year backlog due to the city's accounting processes. Of the various modes of transport, air travel accounts for the vast majority of emissions, followed by some margin by car travel. After showing a drastic annual decline of 83 per cent in 2020, mainly due to the pandemic, emissions from air travel continued to decline in 2021, albeit less sharply (see the emissions figures in the table). The decrease is an effect of the pandemic, which resulted in extensive restrictions on a global level in 2021. Emissions from the company's air travel are expected to increase again for 2022 as the international tourism, conferencing and events industry has gradually opened up. Due to the backlog of data, it remains to be seen whether the company's travel is in line with the company's environmental target of reducing

emissions from business travel in 2022 compared to 2019. A 2021 adjustment to the city's business travel policy increased the limit for short flights (subject to penalties) from 500 to 600 kilometres. The company still had zero short flights in 2021. The company also has measurable direct emissions from Scope 1 travel (company vehicles) and has initiated cooperation with the new landlord, Göteborg Energi, so that figures can also be reported on all Scope 2 emissions (consumption of electricity and heat at its own business premises).

Switching to electric company cars

Göteborg & Co supplies many hotels in the region with printed material distributed by company cars. These cars are leased from Göteborgs Stads Leasing AB, which is tasked with converting to a 100 per cent fossil-free vehicle fleet by 2023. The company's drivers have undergone training in e-driving, and in April the company switched to electric cars, which will significantly reduce direct Scope 1 emissions.

	2021	2020	2019	2018	2017	2016
CO₂e emissions (tonnes) from business travel						
Air travel	15.5	26.11	151.66	172.00	186.13	232.25
Journey by car *	3.5	0.23	6.48	5.14	6.62	3.84
Total CO₂e emissions	19.1	26.34	158.14	177.14	192.75	236.09
Number of flights (one-way)						
Air travel under 600 kilometres **	0	0	6	7	17	33
Air travel over 600 kilometres **	47	99	386	321	430	513
Total number of flights	47	99	392	328	447	546
Time worked – full-time equivalent years	114	146	128	131	130	138
tonnes of CO ₂ e/full-time equivalent	0.17	0.18	1.24	1.35	1.48	1.71

* CO₂e emissions from car journeys include journeys using company vehicles and business trips by private car.

** The limit for short air journeys was extended to 600 kilometres in 2021, having previously been 500 kilometres.

The information in the table is taken partly from the City of Gothenburg's data for calculating the climate shift for business travel (compiled and calculated by Trafikkontoret), and partly from the company's financial system.

The climate impact of air travel has been calculated by Atmosfair (atmosfair.de) and includes the high altitude effect.

Green and climate-smart operators and experiences

A wide range of green and climate-smart operators and experiences is necessary to enable visitors to make sustainable choices. Being able to offer sustainable and certified operators is also a competitive advantage when attracting events and conferences, as well as making it easy for organisers to conduct their activities sustainably.

Certified hotels

Gothenburg has long been one of the GDS Index destinations with the highest proportion of environmentally and sustainably certified hotels and facilities. The share of environmentally certified hotel rooms fell in this year's reporting, from 91 per cent in 2021 to 81 per cent. This was due to the fact that not all hotels could be certified in time. The figure was over 90 per cent again by the end of the year.

Climate conference during Way Out West – part of Greentopia

In connection with Way Out West in August, the events industry came to Slotsskogen to participate in the industry's first joint climate meeting. Alongside the crowds and performers, there were discussions on how the industry can speed up the transition; Göteborg & Co co-funded and initiated the conference as part of the company's efforts to drive the transition together with the industry and create additional value in respect of the annual events. Greentopia is an initiative that aims to help the events industry and a number of Swedish cities to reduce their carbon footprint and accelerate the climate transition in order to fulfil their Climate Contracts with stakeholders and visitors, with the goal of making cities climate-neutral by 2030.



Photo: Happy Visuals

Smart through collaboration

The Glasgow Declaration on Climate Action in Tourism is an initiative of the United Nations World Tourism Organisation (UNWTO) and was launched at the COP26 climate summit in Glasgow in 2021. By the end of 2022, the initiative has gathered together more than 720 organisations that have accepted the challenge of helping to halve the emissions of the global hospitality industry by 2030. Göteborg & Co was one of the first organisations to join after the launch. In 2022, work has begun on mapping the industry in

Gothenburg from a climate perspective. After that, an action plan on how the company will help to reduce emissions will be finalised in the first six months of 2023.

The company also supports Net Zero Carbon Events, the conference industry's equivalent of the Glasgow Declaration, which also involves halving emissions but specifically for events and conferences.

Both initiatives are in line with the city's agreed climate targets. The City of Gothenburg has even loftier ambitions, aiming for a near-zero carbon footprint by 2030. Cooperation at the destination, in the industry both



Photo: International Science Festival

nationally and internationally, is a prerequisite for achieving the goals.

Climate-focused Culture Festival

The Gothenburg Culture Festival, which took place from 1 to 4 September, focused on sustainability by highlighting the climate crisis; not only in the planning and implementation of the event, but also in terms of its content. For example, the company brought together artists, climate scientists and activists for the Climate Live gala at Kungstorget together with Climate Live Sweden, which emerged from the global Fridays For Future movement. The aim of this was to unite people in the fight for climate justice using music as a tool. The Göteborg & Co Trade and Industry Group supported the event by providing funding.

Climate high on agenda at International Science Festival

Visitors to the International Science Festival this year could increase their knowledge of climate science with the Climate Fresk workshop, draw cartoons on the climate crisis and visit the Marint vattenbruk (Marine Aquaculture) exhibition on sustainable farming in the sea. The International Science

Festival also collected data during the year to calculate its own carbon footprint. The data used is from the 2019 festival (the last year in which a physical festival was organised before 2022). The results will serve as a starting point for the festival's continued efforts to move towards the goal of becoming a climate-neutral event. The results are expected to be available in early 2023.

Events with sustainability certification

In line with the strategy of being a role model and a pioneer, both the Gothenburg Culture Festival and the International Science Festival were awarded sustainability certificates according to SUSA's new sustainability standard for events. This standard is based on the 2030 Agenda for Sustainable Development and actions across all 17 SDGs should be accounted for, with more extensive focus on at least five goals. Together, the events chose to focus more deeply on the goals of Quality Education, Gender Equality, Clean Water, Decent Work and Economic Growth, Reduced Inequality, Sustainable Consumption and Production, and Climate Action.

Circularity and resource efficiency

The sustainable city should make it easy for everyone to make green and climate-smart choices. Göteborg & Co wants to help people to lead sustainable lives and make sustainable choices the norm. Food is a big part of the Gothenburg experience, but also a major source of greenhouse gas emissions. Conferences and events often consume a lot of products in a short time, resulting in high resource consumption.

Cooperation with White Guide

The food city of Gothenburg is growing, with emphasis on sustainability, creativity and a new generation of restaurateurs and producers. As part of this development, the company got involved in the national sustainability award and the White Guide 100 percent Cirkulärt (100 per cent Circular) innovation programme. Two of the last three award winners are from Gothenburg, which is why White Guide chose to arrange a combined celebration of the winners and a launch for this year's round. Participants visited the urban farm in Angered and restaurants with interior designs by one of the winners. Carolina Härdh, who creates interior design

using oyster shells and other food waste, and urban farmer Klara Hansson from Stadsnära odling in Gothenburg, who delivers harvested products to restaurants, are responsible for the winning projects. 100 percent Cirkulärt aims to speed up the transition to a circular economy in the restaurant industry. Restaurants, bars and cafés are invited to submit proposals for new circular ideas. The winners will have the opportunity to develop these with the help of innovation funding.

Food of the future served at Gothenburg Culture Festival

Visitors to the Gothenburg Culture Festival at Bältespännarparken had the opportunity to try the food of the future. Curious visitors could try the latest in food tech, where new forms of protein sources and raw materials were highlighted. There was also an on-site bar serving mocktails (non-alcoholic cocktails) made from seasonal ingredients, served in reusable glasses in line with the festival's vision of doing away with disposable items. The Framtidens mat (Food of the Future) initiative was headed by Urban Food Space,



Photo: House of Vision



Photo: Malin Rosengren

which is working to transform our food system by making it ecologically and economically sustainable. Furthermore, the Kranmärkt event was arranged in cooperation with Sustainable Waste and Water. The sale of bottled water was prohibited, and extra water stations with municipal tap water were set up so that people could refill reusable bottles.

Marine allotment to provide food of future from sea

Early November saw the inauguration of the marine allotment at Frihamnen in Gothenburg; a place for small-scale cultivation and storage of food in the sea. This is similar to an allotment on land, but mussels and algae are grown instead of carrots and potatoes. This project is part of Prototyp Gothenburg, an exhibition on sustainable urban development which forms part of Gothenburg's anniversary celebrations in summer 2023.

Second-hand safari trialled as an experience

In August, a new concept/PR activity was trialled when stylist Theresa Skjolden, @theresaaxostyle on Instagram, conducted two second-hand safaris – a guided tour of five different second-hand shops in central Gothenburg with paying guests. Two more safaris were held in the autumn and went very well. Buying second-hand items is big in Gothenburg and the Second hand och vintage i Göteborg

(Second hand and vintage in Gothenburg) guide on goteborg.com was the fifth most visited website in September 2022.

Ramp reused from Way Out West Skate Garden

This year Way Out West music festival saw the launch of the Skate Garden, a new area focusing on skateboarding where both visitors and invited world-class skateboarders could take advantage of the ramp. A large ramp was installed in Slotsskogen in collaboration with Göteborg & Co, Göteborgs Skateboardförening (the Gothenburg Skateboarding Association), Skate Nation, SKF and Vans. The ramp was moved to Röda Sten after the festival so that more people can enjoy it. Two ramps for beginners have also been built and installed at leisure centres in Angered and Biskopsgården.

Donated furniture led to reduced emissions

A lot of office furniture, including about 90 desks, was left over when we moved from Mässans Gata. These were donated to Täge, the City of Gothenburg's function for a more circular Gothenburg, which makes it much easier for municipal equipment and furnishings to change hands rather than being discarded. The desks were eagerly accepted by schools, and the city is estimated to have saved more than SEK 1.1 million in reductions in new purchases, and also helping to save 28 tonnes of carbon dioxide equivalents. Most of the furniture at the new office was taken over from Göteborg Energi, and newly purchased tabletops for a few larger conference tables were mounted on old bases.

Contributing to Positive Societal Impact

Göteborg & Co works with conferences and events as tools through collaboration with the academic and business communities and the public and non-profit sectors. The aim is to help bring about societal change, attract knowledge and skills, and encourage investment in the city.

Key sustainability issues:

- Contributing to important societal issues through enterprise and experience
- Long-term impact through encounters and events – Gothenburg Way to Legacy
- Positive change through sustainable development and innovation





Contributing to important societal issues through enterprise and experience

Göteborg & Co is working to highlight and contribute to important societal issues such as equality, diversity, health, environmental considerations and integration through the hospitality industry. In the company's own initiatives, the ambition is always to highlight and contribute to important issues by using the company's own events and activities, for example, and also in connection and collaboration with international congresses and conferences.

Health in focus for Gothenburg's 400th anniversary

A bonus year was created for 2022 as the Gothenburg anniversary celebrations were postponed until 2023 due to the pandemic. Every year since 2014, work on Gothenburg's 400th anniversary has had a special theme and been a "focus year". These focus years have created unique opportunities for broad collaborations and platforms that will get the whole city involved in the celebrations. The focus for 2022 was on Health, with the aim of creating participation around health issues and helping to make the city and region healthier. The activities conducted this year included three exhibitions at Hela stadens galleri with different perspectives on health: ageing, work and mental illness. These exhibitions were arranged in collaboration with Sahlgrenska University Hospital, the University of Gothenburg and ABF.

Creating long-term impact through conferences and events – Gothenburg Way to Legacy

Using conferences and events to contribute to long-term societal impact is becoming increasingly important for both organisers and destinations. Göteborg & Co has been working with this idea in mind for a long time. Further steps were taken during the year to develop the Gothenburg Way to Legacy programme. The programme provides guidance to the destination, meeting ambassadors and organisers so that they can work together to create long-term positive effects with conferences and events as a catalyst. The model is available at goteborgco.se and shows the work process, as well as providing concepts and case studies for inspiration.

Focus on women's football paid off

Göteborg & Co chooses to focus on women's sports as part of its work on the Gothenburg Way to Legacy. The Women's Champions League Final was played at Gamla Ullevi in 2021, but with no supporters. Targeted initiatives were launched together with football clubs through the Gothenburg Football Association in connection with this. This work is continuing and has encouraged more girls to play football, as well as bringing in more female coaches and referees. Göteborg & Co is also involved in a major recruitment process for the European Women's Football Championship in 2025, which the company is hoping to complete in 2023.

Contributing to positive change and driving sustainable development and innovation

The hospitality industry and Göteborg & Co need to make better use of the opportunities created by innovation, digitalisation and sustainable development. The company must drive this development in collaboration with others and create new experiences that encourage more people to visit the destination in a sustainable way.

Xperience Next – the innovation platform for a sustainable experience industry

The Xperience Next initiative was launched in 2022 to bring together and energise experience industry stakeholders in internationally leading innovation projects. This platform is an exploratory meeting place for networking, business intelligence and knowledge sharing. Areas such as culture, sports, tourism and digitalisation are explored with emphasis on the experience. Xperience Next is also an innovation platform and dynamic meeting place for digitalisation, business development and technology that promotes the transformation to a sustainable experience industry. Using Lindholmen Science Park as a base, we facilitate and create cross-sector projects in the fields of culture, sports and tourism that generate value for society.

Purchase data to help the company become even more sustainable

The Destinationsdataplattförm (Destination Data Platform) project – which the company ran through Analysis & Development but which has now moved to the Xperience Next innovation project at Lindholmen Science Park – will be working through a partnership with Mastercard, to provide data to the destination in order to work out how people move, what they buy and, by extension, what carbon footprint they leave behind. The aim of the project, which is now a running prototype, is to use knowledge to work even more effectively towards becoming an even more sustainable destination. Only consumption data is collected, no personal data. In the long run, this will enable the company to ensure that consumption is distributed across the entire destination and not just concentrated in one or two locations, thereby strengthening Gothenburg as a destination.

Employees in numbers

	2022	2021	2020
Sick leave	3.7	2.9	2.46
Occupational injuries, number reported*	3	0	3
Sustainable employee engagement*	82	78	77

* These figures refer to when the injury occurred, not when it was reported.

Occupational injury claims include occupational diseases, accidents at work and accidents on the way to work.

	Women	Men	Under 30 years	30–49 years	Over 50 years
Board*	5	2	1	2	4
Management team	6	3	0	2	7
All employees**	73	23	5	56	35

* Board members in December, excluding deputies

** This figure refers to permanent staff in December 2022

Other staff data is presented on page 78.



Photo: Anders Wester



Administration Report



Group and Ownership

Göteborg & Co AB (corporate identity number 556428-0369) is wholly owned by Göteborgs Stadshus AB (corporate identity number 556537-0888) with its registered office in Gothenburg, which in turn is wholly owned by the City of Gothenburg. Göteborg & Co AB is the parent company of the Tourism, Culture and Events cluster, which includes Got Event AB (corporate identity number 556015-9823), Liseberg AB (corporate identity number 556023-6811) and Göteborgs Stadsteater AB (corporate identity number 556016-7875). Göteborgs Stadshus AB prepares consolidated accounts.

Information About the Operations

Göteborg & Co's job is to get more people to discover and choose Gothenburg; These include tourists, event visitors, conference delegates and other occasional guests, as well as students, researchers or workers who are in demand in the business community in the Gothenburg region. The work is done by constantly driving destination development and marketing in close cooperation with private and public stakeholders in the hospitality industry, the academic community, associations, cultural life, other trade and industry and the City of Gothenburg. The aim is to create an attractive destination and a vibrant city for both visitors and those who live and work here. The company is also responsible for promoting the city as a destination, both nationally and internationally.

The municipal assembly's budget is the overall and overarching policy document that sets out the assembly's objectives and directions for the term of office and the financial year. Göteborg & Co's mission and long-term focus are governed by the articles of association and owner directives, as well as the City of Gothenburg's various strategic programmes. In addition, operations are governed by the company's business plan.

2022 was one of the busiest and most intense years ever following two years of pandemic, providing much-needed recovery for hospitality stakeholders. The company has worked intensively to meet the needs of visitors, conference

and event organisers and Gothenburg residents. At the same time, we have planned and implemented the International Science Festival, the Gothenburg Culture Festival and city initiatives for autumn and Christmas. The work on digitalisation and knowledge enhancement that has been ongoing in recent years has continued and deepened.

The company has a one-year business plan that focused on the "Sustainable destination 2030" target and four strategic themes that were pursued during the year, in addition to the ongoing activities in the business areas. Work started on a new business plan period during the autumn. This approach is allowing for greater flexibility in a rapidly changing world.

During the year, the company prepared a revised proposal for the City of Gothenburg's destination development programme for 2022–2030. This programme will replace the current programme for the development of the hospitality industry towards 2030 and was submitted to the municipal board and municipal assembly for a decision in September.

The company shows an operating profit of SEK -0.3 million. The previous year's operating profit was SEK -2.6 million. The Board and the CEO are of the opinion that the company's operations are in line with the municipality's purpose regarding the ownership of the company, and that the company has complied with the policies set out in section 3 of the articles of association.

Board of Directors

Jonas Ransgård (Moderate Party), Chair (until 12 December 2022)

Stefan Svensson (Moderate Party), Chair (from 12 December 2022)

Eva Flyborg (Liberal Party), First Deputy Chair

Alice VernerSSon (Left Party) Second Deputy Chair

Kurt Eliasson (Swedish Social Democratic Party)

Anna Karin Hammarstrand (D)

Madeleine Jonsson (Green Party)

Linnea Wikström (Swedish Social Democratic Party)

Deputies

Hanna Friberg (Moderate Party)

Jan Nilsson (Swedish Social Democratic Party)

ThaHer Pelaseyed (Left Party)

Staff representatives

Petra Gamerdinger, Göteborg & Co

Mikael Persson, Got Event

Bosse Nordlander, Liseberg

Management team

Peter Grönberg, CEO

Linda Hunevik, PA to the CEO

Magnus Hallberg, Deputy CEO/Director of Events

Annika Hallman, Director of Gothenburg Convention Bureau

Malin Engelbrecht, Director of the Trade and Industry Group

Helena Lindqvist, Acting Director of Marketing & Communication

Maria Bergman, Director of HR/Personnel

Camilla Simonsson, Director of Finance & Operations Management

Lars Isacson, Director of Analysis & Development

Therese Brusberg, Director of the 400th Anniversary Programme



Photo: House of Vision

Significant Events and Developments During the Financial Year

The single most significant event of the year was the government's decision, on 9 February, to lift the restrictions that had governed operations since the outbreak of the pandemic in March 2020. This meant that events, conferences and congresses, trade fairs, attractions and hospitality could start planning once again for a more normal season. Much of what was postponed would be implemented, which meant that Gothenburg has been able to look forward to an intense year of events, with more shows and festivals than ever before. People had a huge, pent-up need to socialise, travel and experience things. There was a clear increase in demand among hospitality operators during the spring, and several records were set during the summer in terms of overnight stays and visitors to events.

Guest nights in hotels and hostels in the Gothenburg region increased significantly from May onwards, and exceeded the record levels of 2019 in the second six months of the year. This was possible thanks to new hotels that had been added, thereby increasing the total accommodation capacity. Despite this

increased capacity, commercial accommodation was almost full at times.

While companies in the hospitality industry enjoyed a rapid and much-needed recovery, they struggled with labour shortages following the pandemic and cost increases due to inflation and rising interest rates.

The company was allocated extra funds for the summer to create activities for Gothenburg residents. This resulted in the "Ses i city" (See you in the city) initiative, with a wide range of experiences that were marketed to staycationing Gothenburg residents and offered free entry so that as many people as possible could participate.

An intensive period for conferences and exhibitions began in the autumn. The Göteborg Book Fair and Scanpack returned in physical form, and a number of Swedish and international congresses were organised. The number of delegates exceeded expectations in many cases. It is clear that people were very keen to meet face-to-face again after the long lockdown.

The Municipal Assembly's Goals and Assignments

Overall operational objectives for the Tourism, Culture and Events cluster:

- Gothenburg is a vibrant city of culture, sport, events and conferences for both residents and visitors.
- Gothenburg takes responsibility for the quality of life of future generations.

Municipal assembly objectives for the cluster:

- Consolidate Gothenburg as an attractive and competitive destination.
- More people are discovering and visiting Gothenburg.
- The number of guest nights in Gothenburg is increasing.

During the year, the company has contributed to the overall business goals and delivered on the tasks assigned to the company in the municipal assembly's mandate and responded to tasks assigned by the 2021 owner dialogue with Göteborgs Stadshus AB.

Gothenburg has consolidated its position as an attractive destination and a vibrant city for visitors and residents alike. This has been recognised in a number of ways. The major cultural and sporting events have seen record participation levels and attracted both residents and tourists to the city. Early 2022 was still characterised by restrictions, which suppressed demand. However, the number of guest nights in hotels and hostels exceeded the 2019 result from May to December.

Göteborg & Co's mandate from the City assembly:

to realise and implement the municipal assembly's programme for the hospitality industry.

the review of the City of Gothenburg's programme for the development of the hospitality industry, which began last year, was completed in 2022. Mission statements and strategies have been revised and adapted to the changes that were evident back in 2019 and reinforced during the pandemic. The name was changed to the Destination Development Programme during the process, with the goal of making the region a sustainable destination by 2030. The draft revised programme was submitted to the municipal board and the municipal assembly for a decision in September.

Continued mandate to lead efforts relating to the city's 400th anniversary.

Work has continued on the 2023 anniversary celebrations. The anniversary work in 2022 has focused on gathering together and mobilising the city and region on the topic of Health. The organisation has been expanded and is now gearing up for the Gothenburg anniversary celebrations from 2 June to 3 September 2023.

Continued responsibility for the Gothenburg Culture Festival.

The Gothenburg Culture Festival took place from 1 to 4 September, working on the basis of the new directive applicable from 2021 and experiences from the pandemic, such as digital broadcasts and the use of existing stages in the city. A report and evaluation are being prepared.

Develop conferences and meetings for people with an interest in high-tech innovation in conjunction with existing events (e.g. Göteborg Film Festival, Way Out West, the Göteborg Book Fair and esports events).

The purpose of the assignment is to strengthen Gothenburg as a city for events; This assignment should generate lasting benefits, develop long-term effects and help to add value for the company's stakeholders thanks to attractive, innovative concepts. The assignment harmonises with existing plans and development initiatives in the area, such as the implementation of Greentopia in connection with Way Out West 2022, and the planned Electric Vehicle Symposium (EVS38) to be organised in Gothenburg in 2025. Moreover, the company is working on identifying two more conferences or events that specifically integrate various forms of high-tech innovation, as well as establishing forms of business intelligence. A good example is the work on the destination's data platform that started in 2020.

Regional and National Collaboration

Göteborg & Co cooperates with a wide range of stakeholders, which is one of the destination's success factors. In times of uncertainty, the role of a cooperation platform becomes even more important as a stabilising factor when things happening around us alter the conditions. Local and regional collaboration is taking place with the Gothenburg region,

Business Region Göteborg and the West Sweden Tourist Board. There is cooperation on a national level with Visit Sweden, Svensk Turism, the Swedish Agency for Economic and Regional Growth, SALAR, nätverket av svenska destinationer (the network of Swedish destinations, SNDMO) and the Swedish Network of Convention Bureaus.

Organisation

Göteborg & Co is organised into a number of business areas and support functions: Gothenburg Convention Bureau, Events, Trade and Industry Group, Marketing & Communication, Management, Analysis & Development, Finance & Operations Management and HR. There is also the Anniversary Organisation, which is running the work on Gothenburg's 400th anniversary. A brief description of the departments and their assignments is provided below.

Gothenburg Convention Bureau

The Gothenburg Convention Bureau business area markets and sells Gothenburg as a destination to decision makers, mainly for international conferences, political conferences and major business conferences. The company helps to attract research, expertise, decision-makers and investments to Gothenburg by organising conferences that create platforms where people can talk about and actively participate in the development of Gothenburg. Many conferences were postponed to 2022 and 2023 during the lockdown, while canvassing for new conferences has continued. This means that the conference city of Gothenburg is well prepared, with plenty of bookings for the coming year.

More and more organisers are looking for partnerships that can have long-term effects even after their conference is over. The company ran a strategic project during the year to develop a model for long-term positive effects (legacy) from conferences and events.

Events

The assignment is to drive and strengthen Gothenburg as an event city by strategically developing and enabling sustainable events in culture and sport. It was finally possible to organise events again when the restrictions were lifted at the beginning of the year. The annual events, the very foundation of the city, were keenly anticipated. Never before have major events been so close together in our city, attracting record crowds in many places. The International Science Festival in May began with a visit from world-renowned biologist Richard Dawkins in front of a huge audience. The Gothenburg Culture Festival was held on 1-4 September to avoid clashing with the major shows at Nya Ullevi.

The company will be continuing its efforts to support the development of these annual events while continuing to attract future major sporting and cultural events. Next year,

Gothenburg will be hosting the Handball World Cup and the Junior Ice Hockey World Cup.

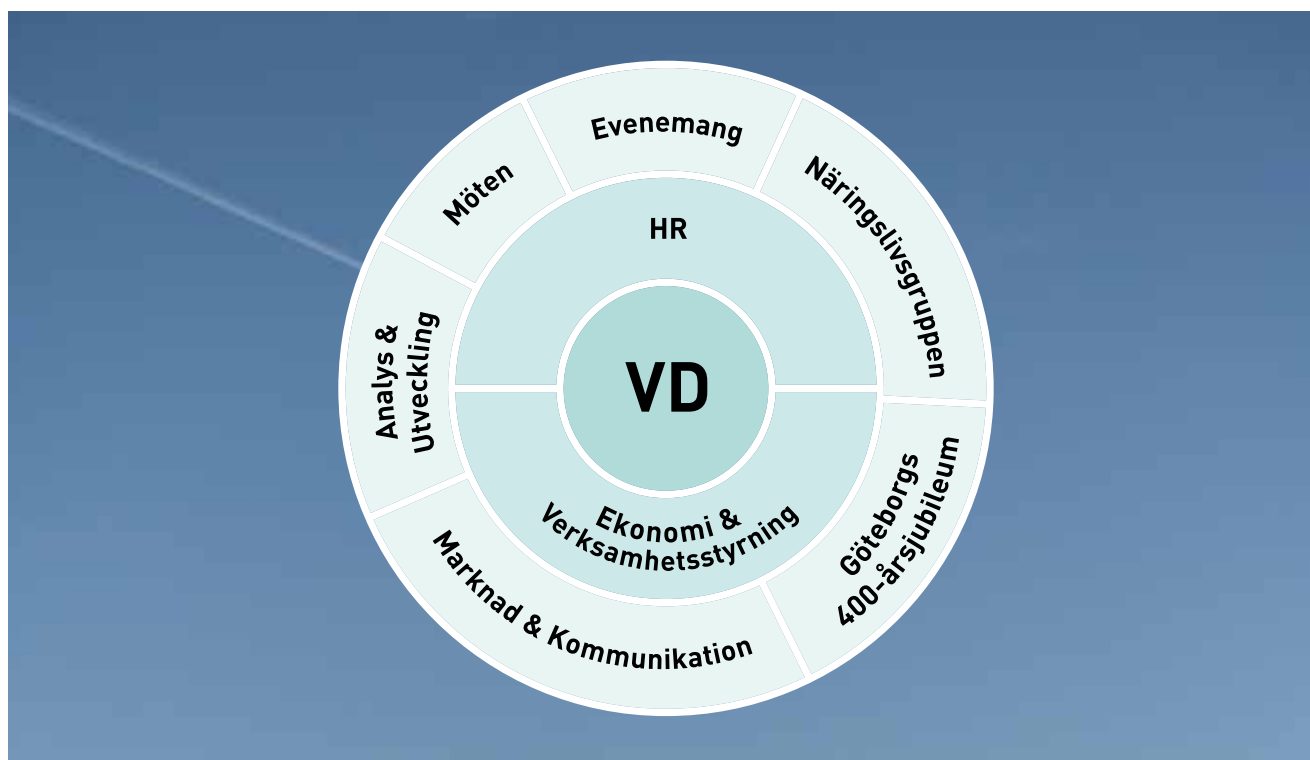
Tourism

The Marketing & Communication business area is responsible for the destination Gothenburg brand. This means using communication and hospitality to support the overall goal of getting more people to discover and choose Gothenburg. This department is responsible for destination communication, corporate communication and internal communication and manages the destination's official channels and social media. This communication should inspire visitors before, during and after their visits. The visitor guide at goteborg.com has broken records this year, with over three million visitors.

Tourism consists of three units: Team PR, Visitor Services and Inhouse. This department is responsible for the shopping network, the cruise network, travel trade and strategic advice in order to reinforce the destination's brand together with external partners, and also for hosting visitors at the tourist agency and in other channels.

The Trade and Industry Group

The Trade and Industry Group consists of 22 member companies from the business community, the academic community and the public sector. Together, we are creating a powerful and long-term collaboration platform that creates value and innovation in three strategic areas: developing forms of collaboration, initiating and facilitating new projects, and raising the profile and enhancing awareness of Gothenburg. The Trade and Industry Group is the organiser and founder of the International Science Festival and Unimeet, the annual welcome event for international researchers and students.



The Trade and Industry Group has supported around 20 projects in 2022, including: Junior Achievement Sweden, Framtidsambassadörer, the Freeport Days, Changers Hub, the Skarpt Läge job fair and GoWest – Nordic Venture Capital Forum. The Trade and Industry Group works together with Business Region Göteborg to publish Magasin Göteborg, which was distributed as a supplement in Dagens Industri in May.

Analysis & Development

This department plays a supporting and developing role for the other parts of the company, and for the hospitality industry in general. This department monitors, analyses and follows up on current trends in the industry, both in Sweden and internationally. The destination's and the company's overall sustainability work and the development of art and culture issues are coordinated at a strategic level. The development of data-driven knowledge is also being pursued in cooperation with the business community and the academic community.

A number of steps have been taken towards developing a data platform for the destination. The project has been selected by the European Commission as one of 50 European Smart Cities development projects. The Xperience Next initiative was launched in 2022 to bring together and energise experience industry stakeholders in internationally leading innovation projects.

Finance & Operations Management

This department deals with finances, contracts and invoicing and creates annual and interim accounts with follow-up

against budget and assignments that are reported to the Board and owners. The department also provides advice and coordination at company-wide level regarding business monitoring, reporting, law, data protection and procurement. The department is responsible for the company's business development and governance, and works closely with the company's management and operations, owners and cluster companies, as well as other administrations and companies in the city.

HR/Personnel

The support function deals with issues related to organisation, leadership and staffing, and skills supply. It develops processes, methods and tools for recruitment, skills development, leadership, salary structure, work environment, equal treatment and collaboration. HR is also responsible for the company's health and safety committee, together with representatives of management and staff, as well as interaction with employee organisations.

Anniversary Organisation

The project organisation is leading, coordinating, communicating and following up on the planning and implementation of Gothenburg's 400th anniversary. The municipal assembly awarded the contract to the company in 2009 with 2021, the anniversary year, in mind. In 2020, due to COVID-19, the Anniversary Organisation received a renewed and extended mandate to organise a formal historical celebration on 4 June 2021, while the major public celebration was moved to 2023. In 2022, the organisation has focused on gathering together and mobilising the city and the region on the topic of Health. The organisation has been expanded and is now gearing up for the Gothenburg anniversary celebrations from 2 June to 3 September 2023.

Outlook

The current situation, with inflation and high energy prices, is creating a great deal of uncertainty for 2023. The scope for consumption will be affected as individuals and businesses are forced to save money. This may mean that people will generally consume less in the way of travel and experiences, which in turn will affect the hospitality industry's stakeholders. Rapid fluctuations in demand for hospitality services are expected in the short term, with off-season periods presenting a particular challenge.

Gothenburg is in a good position in the longer term, with major investments in travel facilities and new hotels that have recently opened or will be completed in the next few years. The annual events, attractions and facilities are part of Gothenburg's basic infrastructure that cannot be moved. They will increase the attractiveness of the destination and entice people to visit for many years to come.

There is a clear increase in awareness of sustainability among companies, guests and organisers, which is increasing interest in Gothenburg, a city very much at the forefront when it comes to international comparisons. The revised destination development programme focuses on these issues and has the goal of making the region a sustainable destination by 2030. These ambitions are fully in line with the growing trend, which will benefit the destination in the long run.

Risks and uncertainty

A risk analysis related to the company's general and operational objectives is conducted every year, and potential risks are assessed. It lists various events that may adversely affect operations directly or indirectly. The overriding uncertainty in the short term is related to the economic downturn and international uncertainty.

The hospitality sector was hit hard by the restrictions during the pandemic and saw a much-needed recovery in 2022. Strong incentives meant that individuals were not affected, and much of the rest of the economy experienced no crisis in terms of demand. This time, things are different. Inflation and rising energy prices are affecting everyone, individuals and businesses alike, which is creating major uncertainty.

Good accessibility from other major European cities is important for both business travellers and delegates attending major conferences and events. Links with the rest of the world declined during the pandemic and have not recovered in some cases, thereby posing a risk to international exchanges. For instance, in 2022 we have seen a clear decline in the number of visitors from a previously strong foreign market such as the UK.

Environment

Through long-term and integrated sustainability work, the company is to strive to prevent and minimise negative impacts from its operations and, as a collaboration platform, make a positive contribution to the development of the city and region. The company supports the UN Global Compact principles for business.

The company's activities are not subject to authorisation or notification under the Environmental Code. Environmental work is carried out systematically based on the City of Gothenburg's guidelines for systematic environmental management, and must be characterised by continuous improvement. The company also holds environmental certification according to the Swedish Environmental Base standard

Göteborg & Co is not subject to the legal requirement to prepare a sustainability report. Nevertheless, the company has chosen to report the information with reference to the GRI Standards. The sustainability report can be found on pages 22–56.

Staff

Göteborg & Co is to be an attractive workplace where equality and diversity are a given. The company wants to be perceived as an innovative, creative and professional organisation that works actively and in a goal-oriented way, with a clear set of values.

The first quarter was characterised by the pandemic, while at the same time a move to new premises was planned and implemented. With many employees working remotely, the focus on health and safety issues was extended to include home offices. The company has retained the option of alternating working at the office and working from home since the restrictions were lifted. This is appreciated and works well. Implementation of the city-wide information system for reporting health and safety incidents (IA) took place in the autumn, further strengthening systematic work environment management.

Skills development work has continued. Three of the training courses conducted related to agile working methods, working as a scrum master, and a training programme for all employees on basic sustainability skills. Three new managers have been recruited to the management team.

The company has developed the field of application for Winningtemp, which measures the employees' temperatures, by adding new questions that gauge involvement in sustainability and diversity. SEE (sustainable employee engagement) is now measured constantly and shows a positive trend. The value for 2022 was 82 (2021: 78, 2020: 77, 2018: 76).

In a company with relatively few employees, individual sick leave has a significant impact on statistics. Sick leave for 2022 has increased slightly but remains relatively low.



Results and Position

The company's development in terms of a few key performance measures and key ratios is shown in the table below (amounts in SEK thousand):

	2022	2021	2020	2019	2018
Operating income	182,377	176,862	167,249	180,985	203,447
Result after financial income and expense	152,616	-3,181	-157,070	-2,162	10,009
Balance sheet total**	1,224,448	1,054,448	995,432	1,162,122	1,118,488
Solidity*	95.6%	91.5 %	94.8 %	93.7 %	95.9%
Average number of employees	115	104	118	103	106
Turnover per employee	1,586	1,701	1,417	1,757	1,919

* Equity + 79.4 % of untaxed reserves/balance sheet total from 2021 onwards (78.6 % for previous years)

** In 2017, a reverse merger with Göteborg & Co Kommunintressent AB took place. The company then became the owner of three subsidiaries, which affected the balance sheet total.

Proposed Appropriation of Profits

The annual general meeting has the following profits at its disposal:

Profit brought forward	1,014,394,276
Result for the year	151,070,366
SEK	1,165,464,642

The Board proposes that the profits be appropriated as follows:

dividend to shareholders	849,580
Carried forward	1,164,615,062
SEK	1,165,464,642

Otherwise, the results of the company's operations during the year and its position at the end of the year are shown in the following income statement and balance sheet.

Group contributions have been made to	SEK thousand	Shareholders' contributions have been made to	SEK thousand
Göteborgs Stadshus AB	68,900	Got Event AB	53,833
Göteborg City Theatre AB	1,070		
Group contributions have been received from	SEK thousand	Shareholders' contributions have been received from	SEK thousand
Got Event AB	67,800	Göteborgs Stadshus AB	54,707
Göteborgs Stadshus AB	1,070		

Equity

	Share capital	Legal reserve	Profit brought forward	Result for the year
Balance brought forward	3,000,000	1,208,540	960,846,374	-1,158,698
Appropriation of profits			-1,158,698	1,158,698
The year's profit				151,070,366
Shareholders' contributions			54,706,600	
Balance carried forward	3,000,000	1,208,540	1,014,394,276	151,070,366



Financial Reports



Income Statement

	Note	2022	2021
Operating income	1	182,376,522	176,862,043
Cost of services sold		-1,287,978	-617,496
Other external costs	2, 3	-92,620,694	-97,025,938
Staff costs	4, 5	-87,257,028	-80,454,590
Amortisation	6	-360,393	-182,876
Depreciation	7	-343,092	-1,126,446
Other operating expenses		-255,723	-37,073
Total operating expenses		-182,124,909	-179,444,419
Operating profit		251,613	-2,582,376
Result from shares in Group companies	8	152,148,580	-692,000
Interest income and similar income statement items		219,196	96,208
Interest expenses and similar income statement items		-3,792	-2,654
Result after financial income and expense		152,615,597	-3,180,822
Appropriations	9	-1,534,000	2,031,659
Tax on the result for the year	10	-11,231	-9,535
Result for the year		151,070,366	-1,158,698

Balance Sheet

	Note	31/12/2022	31/12/2021
Assets			
Intangible fixed assets			
Computer programmes	6	1,399,637	1,639,230
Tangible fixed assets			
Inventory	7	962,355	1,242,587
Financial fixed assets			
Shares in Group companies	11	1,152,903,339	947,771,139
Other long-term securities	12	22,703	22,703
Total fixed assets		1,155,288,034	950,675,659
Current assets			
Stock, retail items		607,711	466,978
Current receivables			
Trade debtors		428,399	20,037,351
Receivables from companies within Göteborgs Stadshus AB		14,164,445	44,796,049
Income taxes recoverable		1,800,931	1,802,627
Other receivables		9,428,670	8,013,564
Prepaid expenses and accrued income	13	42,692,210	28,618,206
Total current receivables		68,514,655	103,267,797
Cash and bank		37,700	37,700
Total current assets		69,160,066	103,772,475
Total assets		1,224,448,100	1,054,448,134

Balance Sheet continued

	Note	31/12/2022	31/12/2021
Equity and liabilities			
Equity			
Restricted equity			
Share capital (30,000 shares, quota value SEK 100 each)		3,000,000	3,000,000
Legal reserve		1,208,540	1,208,540
		4,208,540	4,208,540
Non-restricted equity			
Profits brought forward		1,014,394,276	960,846,374
Result for the year	14	151,070,366	-1,158,698
		1,165,464,642	959,687,676
Total equity		1,169,673,182	963,896,216
Untaxed reserves	15	1,442,000	1,008,000
Current liabilities			
Trade creditors		14,308,642	16,963,366
Liabilities to companies within Göteborgs Stadshus AB		15,975,163	43,780,400
Other current liabilities		3,569,282	7,269,781
Accrued expenses and deferred income	16	19,479,831	21,530,371
Total current liabilities		53,332,918	89,543,918
Total equity and liabilities		1,224,448,100	1,054,448,134

Cash Flow Analysis

	Note	2022	2021
Ongoing operations			
Result after financial income and expense		152,615,597	-3,180,822
Adjustments for items not included in cash flow		-150,608,616	1,877,722
Tax paid		-9,535	0
<i>Cash flow from ongoing operations before changes in working capital</i>		1,997,446	-1,303,100
<i>Changes in working capital</i>			
Stock		-140,733	243,933
Current receivables		29,630,923	-52,780,156
Current liabilities		-36,211,000	38,438,451
Cash flow from ongoing operations		-4,723,364	-15,400,872
Investment operations			
Investment in fixed assets		-397,159	-896,853
Cash flow from investment operations		-397,159	-896,853
Financing operations			
Dividends paid		0	0
Cash flow from financing operations		0	0
The year's cash flow		-5,120,523	-16,297,725
Liquid resources at the beginning of the year, including the group account		7,081,537	23,379,262
Liquid resources at the end of the year, including the group account	17	1,961,014	7,081,537

Notes on the Balance Sheet and Income Statement

General Information

Consolidated financial statements are not prepared with reference to the exception to the Annual Accounts Act, Chapter 7 (2).

ACCOUNTING POLICIES

Göteborg & Co AB applies the Annual Accounts Act (1995:1554) and the Swedish Accounting Standards Board's general guidance BFAR 2012:1 Annual Accounts and Consolidated Accounts ("K3").

Group contributions

Group contributions received and paid are reported as an appropriation in the income statement. Shareholder contributions received are reported directly in non-restricted equity.

Shares in Group companies

Shares in subsidiaries are reported at acquisition value. Dividends from subsidiaries are reported as income when the right to the dividend is deemed secure, and can be measured reliably. Shares in subsidiaries are written down in case of permanent value reduction.

Depreciation

Depreciation according to plan is based on the original cost of assets (intangible and tangible) and is spread over their estimated economic life. Intangible and tangible fixed assets are depreciated at a rate of 20 per cent per annum as their economic life is estimated to be 5 years.

The difference between depreciation according to plan and book depreciation is reported as an appropriation.

Stock

Stock has been valued according to the lowest cost principle, i.e. at acquisition value or actual value, whichever is the lower. The first-in-first-out principle has been applied when determining the acquisition cost. Fair value is the estimated sales value less the estimated sales cost.

Claims

Claims are reported as the amounts they are expected to bring in. Other assets and liabilities are stated at nominal value unless otherwise indicated in the notes below.

Revenue

Remuneration from the City of Gothenburg is recognised as revenue in the year in which the costs are incurred that the remuneration is intended to compensate.

The company recognises income for assignment services rendered at a fixed price once the work is completed. This means that service contracts in progress are valued in the balance sheet at direct costs

incurred, less invoiced partial payments. An assessment of the final outcome of the assignment is made in connection with annual accounts. If a loss is anticipated and deemed to exist, it is recorded in full.

Other revenue is reported when the revenue can be measured reliably, and when, principally, all the risks and rights connected with ownership have been transferred to the buyer, which normally occurs upon delivery of goods or rendering of services.

Taxes

The tax expense or income for the period consists of current and deferred tax. Current tax is the tax calculated on the taxable profit for a period. Deferred tax is calculated using the so-called balance approach, which involves comparing the reported and taxed values of the company's assets and liabilities respectively. The difference between these values is multiplied by the current tax rate, giving the amount of the deferred income tax recoverable/liability. Deferred income tax recoverable is reported in the balance sheet to the extent that it is likely that the amounts can be utilised against future taxable profit. In June 2018, the Swedish parliament decided to reduce the corporate tax rate in two stages. Deferred income tax liabilities/recoverables expected to be realised in 2019–2020 are thus valued at 21.4 per cent, while other items are valued at 20.6 per cent.

Leasing

All leases are reported as operating leases, which means that the lease payment is distributed over the lease period on a straight-line basis.

Cash Flow Analysis

The cash flow statement is prepared using the indirect method. The reported cash flow includes only transactions involving payments in or out. Liquid resources means cash and bank assets. The group account balance is reported as liquid resources.

Parent Company

Göteborg & Co AB is wholly owned by Göteborgs Stadshus AB (556537-0888). 3 per cent of revenue (2021: 4.2 per cent) will come from other Göteborgs Stadshus companies, and 7.9 per cent (2021: 8 per cent) of the costs of the items 'cost of sold services' and 'other external costs' are charged to other Göteborgs Stadshus companies.

Significant events after the balance sheet date

No significant events have occurred since the balance sheet date.

Note 1 Operating income

	2022	2021
Assignment compensation from the City of Gothenburg	146,085,428	134,640,000
Revenue from service sales	4,688,156	2,845,448
Marketing compensation, project funds and other income from owners and stakeholders	31,602,938	39,376,595
	182,376,522	176,862,043

Note 2 Fees and expenses

	2022	2021
Audit assignment Ernst & Young AB	177,527	167,993
Audit assignment City Audit	164,451	163,751
Auditing duties beyond audit assignment Ernst & Young AB	0	0

Audit assignment refers to the statutory audit of the annual accounts, the accounting records and the administrations of the Board of Directors and the CEO. "Audit duties beyond the audit assignment" refers to an audit of the administration or the financial information that is required by statute, articles of association, regulations or agreements, and that results in a report or some other document in addition to the auditor's report, as well as advice or other assistance occasioned by observations in connection with an audit assignment. Other services are services that are not related to the audit assignment, audit duties beyond the audit assignment or tax advice.

Note 3 Leasing

The significant leasing agreements relate to rental agreements for the company's premises on Mössans Gata, Johan Willins Gata and Kungssportsplatsen. These agreements include indexation according to the CPI. The contract for Mössans gata runs until 2022. The contract for Johan Willins gata runs until 31-01-2025, and will be extended by 36 months unless terminated. The agreement for Kungssportsplatsen runs until 2024, and will be extended by 36 months unless terminated. Other leasing agreements relate to equipment such as photocopiers.

	2022	2021
Lease payments for the financial year	5,107,436	11,634,824
Agreed future lease payments:		
Within a year	5,188,484	4,881,681
Two to five years	5,418,073	9,828,788
More than five years	0	0

Note 4 Staff

	2022	2021
Men	30	27
Women	85	77
	115	104

The average number of employees above has been calculated in relation to the company's normal hours worked per year.

In order to give a more complete picture of employment in the company, the number of persons employed, in 2021, permanently and temporarily, such as project workers, seasonal employees, temporary workers or contractors, respectively, is shown below.

	Number of full-time equivalents, 2022	Number of full-time equivalents 2021
Permanent staff	98	92
Temporary staff/Contractors	17	12
	115	104

Note 5 Salaries, other compensation and social security costs

	2022	2021
Board of directors, CEO		
Salaries and other compensation	2,017,379	2,046,387
Social security costs	1,260,317	1,239,517
Of which pension costs	(504,150)	(480,076)
Other staff		
Salaries and other compensation	57,043,413	51,919,948
Social security costs	24,966,288	23,619,471
Of which pension costs	(5,836,814)	(5,988,357)
Total		
Salaries and other compensation	59 060 793	53,966,335
Social security costs	26,226,605	24,858,988
Of which pension costs	(6,340,964)	(6,468,433)

The CEO's notice period is six months. The severance pay is twelve months if the Board terminates the contract. Severance pay is not payable if the employment is terminated for a reason that constitutes grounds for immediate termination of employment. The CEO has a defined contribution pension plan, and is not guaranteed any final pension level.

Gender distribution among senior executives:

	2022		2021	
	Number	Of which men	Number	Of which men
Board members	7	29 %	7	29 %
Management team	9	33%	12	50 %

Note 6 Intangible fixed assets

	31/12/2022	31/12/2021
Opening acquisition values	1,822,106	925,253
Purchases	845,650	172,003
Ongoing new installations	-724,850	724,850
Closing acquisition values	1,942,906	1,822,106
Opening depreciation according to plan	182,876	0
Depreciation according to plan for the year	360,393	182,876
Closing depreciation according to plan	543,269	182,876
Closing residual value according to plan	1,399,637	1,639,230

Note 7 Tangible fixed assets

	31/12/2022	31/12/2021
Opening acquisition values	13,270,687	14,035,609
Purchases	276,359	0
Ongoing new installations		
Sales/disposal	-6,472,604	-764,922
Closing acquisition values	7,074,442	13,270,687
Opening depreciation according to plan	12,028,100	11,666,576
Depreciation according to plan for the year	343,091	1,126,446
Sales/disposal	-6,259,104	-764,922
Closing depreciation according to plan	6,112,087	12,028,100
Closing residual value according to plan	962,355	1,242,587

Note 8 Result from shares in Group companies

	2022	2021
Anticipated dividend	849,580	0
Write-down of shares in Group companies	-4,895,000	-692,000
Reversal of write-down of shares in Group companies	156,194,000	0
	152,148,580	-692,000

Note 9 Appropriations

	2022	2021
Change in accrual accounting fund	0	1,480,359
Change in accelerated depreciation	-434,000	1,151,300
Group contribution received	68,870,000	59,804,000
Group contribution made	-69,970,000	-60,404,000
	-1,534,000	2,031,659

Note 10 Tax on the result for the year

	2022	2021
Current tax	-11,231	-9,535
Deferred tax	0	0
Tax on the result for the year	-11,231	-9,535
Reconciliation of tax costs for the year		
Reported profit before tax	150,232,017	-1,149,163
Tax is calculated at a rate of 20.6 per cent	-30,947,795	236,728
Tax effect of non-deductible expenses	-230,300	-101,148
Tax effect of depreciation	31,167,594	-142,552
Tax effect of non-taxable revenues	308	0
Deferred tax	0	0
Standard income on accrual accounting funds	-1,038	-2,563
Total	-11,231	-9,535

Note 11 Shares in Group companies

			2022	2021
Opening acquisition cost			947,771,139	924,571,679
Shareholders' contributions made			53,833,200	23,891,460
Write-down of shares			151,299,000	-692,000
Closing acquisition value			1,152,903,339	947,771,139
			31/12/2022	31/12/2021
	Number of shares	Capital share %	Reported value	Reported value
Liseberg AB 556023-6811, Gothenburg	419,998	100.0 %	1,006,697,385	850,503,385
Got Event AB 556015-9823, Gothenburg	15,000	100.0 %	109,597,982	60,230,782
Gothenburg City Theatre AB 556016-7875, Gothenburg	79,941	100.0 %	36,607,972	37,036,972
			1,152,903,339	947,771,139

In connection with the 2020 annual accounts, Göteborg & Co AB has written down the shares in Liseberg AB by SEK 156 million, corresponding to the Liseberg Group's net asset value. A corresponding reversal of the write-down has taken place in 2022.

Note 12 Other long-term securities

	31/12/2022	31/12/2021
Svensk Turism AB, 556452-7157, Stockholm	22,703	22,703
<i>The quota value of the above shares is SEK 15.55 per share, and the equity amounted to SEK 1,698,000 in 2022.</i>		

Note 13 Prepaid expenses and accrued income

	31/12/2022	31/12/2021
Staff-related	102,939	97,797
Rental costs	787,804	421,105
Project-related	39,954,544	26,597,948
Other	1,846,923	1,501,356
	42,692,210	28,618,206

Note 14 Appropriation of profits

The annual general meeting has the following profits at its disposal:

Profit brought forward	1,014,394,276
Result for the year	151,070,366
	SEK 1,165,464,642

The Board proposes that the profits be appropriated as follows:

dividend to shareholders	849,580
Carried forward	1,164,615,062
	SEK 1,165,464,642

Note 15 Untaxed reserves

	21/12/2022	31/12/2021
Accumulated accelerated depreciation	0	0
Accrual accounting fund 2015	0	0
Accrual accounting fund 2016	0	0
Accrual accounting fund, 2017	288,000	288,000
Accrual accounting fund, 2018	720,000	720,000
Accelerated depreciation, 2022	434,000	0
	1,442,000	1,008,000

Note 16 Accrued expenses and deferred income

	31/12/2022	31/12/2021
Staff-related	8,704,429	7,937,433
Project-related	7,448,204	3,756,974
Other	3,327,197	9,835,964
	19,479,831	21,530,371

Note 17 Liquid assets

	31/12/2022	31/12/2021
Of this item, balance in the group account is	1,961,014	7,043,837

Gothenburg, 9 February 2023

Stefan Svensson
Chair

Kurt Eliasson

Eva Flyborg

Anna Karin Hammarstrand

Madeleine Jonsson

Alice Vernersson

Linnea Wikström

Peter Grönberg
CEO Göteborg & Co AB

Our audit report has been submitted according to electronic signature
Ernst & Young AB

Helena Patriksson
Authorised Public Accountant

Our audit report was issued on 9 February 2023.

Birgitta Adler
by the municipal assembly
the municipal assembly

Lars-Gunnar Landin
lay auditor appointed by
appointed lay auditor

Auditor's report

Auditor's report

To the General Meeting of Göteborg & Co AB, reg.nr 556428-0369

Report on the annual accounts

Statements

We have audited the annual accounts of Göteborg & Co AB for the financial year 2022. The company's annual report is included on pages 58-85 of this document.

In our opinion, the financial statements have been prepared in accordance with the Annual Accounts Act and give a true and fair view, in all material respects, of the financial position of Göteborg & Co AB as at 31 December 2022 and of its financial performance and cash flows for the year in accordance with the Annual Accounts Act. The management report is consistent with the other parts of the annual accounts.

We therefore recommend that the General Meeting approve the profit and loss account and the balance sheet.

Basis for statements

We conducted our audit in accordance with International Standards on Auditing (ISA) and generally accepted auditing standards in Sweden. Our responsibilities under these standards are described in more detail in the section Auditor's responsibilities. We are independent in relation to Göteborg & Co AB in accordance with good auditing practice in Sweden and have otherwise fulfilled our professional responsibilities in accordance with these requirements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Information other than the annual report

This document also contains information other than the Annual Report and can be found on pages 1-57. The Board of Directors and the Chief Executive Officer are responsible for the other information.

Our opinion on the financial statements does not cover this information and we do not express an audit opinion on this other information.

In connection with our audit of the financial statements, it is our responsibility to read the information identified above and consider whether the information is materially inconsistent with the financial statements. In performing our review, we also consider the other knowledge we have acquired during the audit and whether the information otherwise appears to be materially misstated.

If we conclude, based on the work performed on this information, that the other information contains a material misstatement, we are required to report it. We have nothing to report in this regard.

Responsibilities of the Board of Directors and the Managing Director

The Board of Directors and the CEO are responsible for the preparation and fair presentation of the annual accounts in accordance with the Annual Accounts Act. The Board of Directors and the Chief Executive Officer are also responsible for such internal control as they determine is necessary to enable the preparation of financial

statements that are free from material misstatement, whether due to fraud or error.

In preparing the annual report, the Board of Directors and the Chief Executive Officer are responsible for assessing the company's ability to continue as a going concern. They disclose, where applicable, conditions that may affect the ability to continue as a going concern and to use the going concern assumption. However, the going concern assumption does not apply if the Board of Directors and the Managing Director intend to liquidate the company, cease operations or have no realistic alternative to doing any of these things.

Responsibilities of the auditor

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to provide an audit report that includes our opinions. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit performed in accordance with ISAs and generally accepted auditing standards in Sweden will always detect a material misstatement if one exists. Errors may arise from irregularities or mistakes and are considered material if, individually or in combination, they could reasonably be expected to influence the financial decisions that users make on the basis of the financial statements.

As part of an ISA audit, uses professional judgment and maintains a professionally skeptical attitude throughout the audit. In addition:

- identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures, among other things, to manage those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our audit opinions. The risk of not detecting a material misstatement due to an irregularity is higher than for a material misstatement due to error, as irregularities may include collusion, falsification, deliberate omissions, misrepresentation or breach of internal control.
- we obtain an understanding of the Company's internal control relevant to our audit to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Company's internal control.
- we evaluate the appropriateness of the accounting policies used and the reasonableness of accounting estimates made by the Board of Directors and the Chief Executive Officer in the financial statements and related disclosures.

Auditor's report

- draws we conclude on the appropriateness of the use of the going concern assumption by the Board of Directors and the Chief Executive Officer in the preparation of the financial statements. We also conclude, based on the audit evidence obtained, whether there is any material uncertainty about events or conditions that may cast significant doubt upon the company's ability to continue as a going concern. If we conclude that there is a material uncertainty, we must draw attention in the audit report to the disclosures in the financial statements about the material uncertainty or, if such disclosures are inadequate, modify our opinion on the financial statements. Our conclusions are based on the audit evidence obtained up to the date of the audit report. However, future events or circumstances may make it impossible for a company to continue its operations.
- we evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements present fairly the underlying transactions and events.

We must inform the Board of Directors of, among other things, the planned scope and focus of the audit and its timing. We must also disclose significant observations made during the audit, including any significant deficiencies in internal control that we have identified.

Report on other legal and regulatory requirements

Statements

In addition to our audit of the annual accounts, we have also audited the Board of Directors' and the President's management of Göteborg & Co AB for the financial year 2022 and the proposed appropriation of the company's profit or loss.

We recommend that the Annual General Meeting approves the appropriation of profits as proposed in the Directors' Report and grants discharge to the Directors and the Chief Executive Officer for the financial year.

Basis for statements

We conducted our audit in accordance with generally accepted auditing standards in Sweden. Our responsibilities under this are described in more detail in the section Auditor's responsibilities. We are independent in relation to Göteborg & Co AB in accordance with good auditing practice in Sweden and have otherwise fulfilled our professional responsibilities in accordance with these requirements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Responsibilities of the Board of Directors and the Managing Director

The Board of Directors is responsible for proposing the appropriation of the company's profit or loss. When proposing a dividend, this includes, among other things, an assessment of whether the dividend is justified in view of the requirements that the type, scope and risks of the company's business place on the size of the company's equity, consolidation needs, liquidity and other position.

The Board of Directors is responsible for the organisation of the company and the management of its affairs. This includes, among other things, assessing the company's financial situation on an ongoing basis and ensuring that the company's organisation is designed to provide adequate control over accounting, cash management and the company's financial affairs in general. The Chief Executive Officer shall carry out the day-to-day management in accordance with the guidelines and instructions of the Board of Directors and shall, inter alia, take the measures necessary for the company's accounts to be kept in accordance with the law and for the proper management of the funds.

Responsibilities of the auditor

Our objective in auditing the management, and thus our opinion on the discharge, is to obtain audit evidence about whether any Director or the Chief Executive Officer has acted fraudulently in a material respect:

- has taken any action or committed any omission which may give rise to a liability to pay compensation to the Company; or
- otherwise acted in breach of the Companies Act, the Annual Accounts Act or the Articles of Association.

Our objective in auditing the proposed appropriation of the company's profit or loss, and thus our opinion thereon, is to assess with a reasonable degree of assurance whether the proposed appropriation of the company's profit or loss complies with the Companies Act.

Reasonable assurance is a high level of assurance, but no guarantee that an audit performed in accordance with generally accepted auditing standards in Sweden will always detect actions or omissions that may give rise to a liability for damages against the company, or that a proposed disposition of the company's profit or loss is not in accordance with the Swedish Companies Act (aktiebolagslagen).

As part of an audit in accordance with good auditing practice in Sweden, we use professional judgement and maintain a professionally sceptical attitude throughout the audit. The audit of the management and the proposal for the appropriation of the company's profit or loss is based primarily on the audit of the accounts. The additional audit procedures performed are based on our professional judgment based on risk and materiality. This means that we focus the review on those actions, areas and conditions that are material to the business and where deviations and breaches would have a particular impact on the company's situation. We review and examine the decisions taken, the documentation supporting those decisions, the actions taken and other matters relevant to our opinion on discharge. As a basis for our opinion on the Board of Directors' proposed appropriation of the company's profit or loss, we have examined the Board of Directors' reasoned opinion and a selection of the supporting documents in order to assess whether the proposal is in accordance with the Swedish Companies Act (aktiebolagslagen).

Jönköping, date according to electronic signature

Ernst & Young AB

Helena Patrikson

Authorised auditor

Audit report

GRI INDEX

Göteborg & Co AB has reported the information for the period 1 January 2022 to 31 December 2022 as referred to in this GRI index, with reference to the GRI Standards. The company applies GRI 1: Foundation 2021.

GRI Standard	Information	Reference	Global Compact
GRI 2: GENERAL INFORMATION (2021)			
2-1	Information on organisation	2, 30, 60, 76, 92	
2-2	Entities included in the organisation's sustainability report	Göteborg & Co AB. Subsidiaries prepare their own annual accounts. Group accounts are prepared by Göteborg Stadshus AB.	2
2-3	Reporting period, reporting frequency, contact details	01/01/2022 – 31/12/2022, annually, March 2023, Katarina Thorstensson, Smart Tourism & Sustainability Strategist katarina.thorstensson@goteborg.com	2
2-4	Changes to information	None	
2-5	External assurance	The sustainability report is reviewed externally.	56, 85
2-6	Activities, value chain and other business relations		5, 24, 60
2-7	Employees		56, 78 Policy 6
2-9	Structure and composition of corporate governance		60–65
2-10	Nomination and election to the highest governing body		29
2-13	Delegation of responsibility for managing organisational impact		30
2-22	Statement on sustainable development strategy		5
2-23	Policy commitments	Göteborg & Co supports the UN Global Compact, Global Destination Sustainability Movement, the Glasgow Declaration for Climate Action in Tourism and NetZero Carbon Events.	24, 28, 66 Policy 8
2-28	Membership of associations	City DNA – City Destinations Alliance (formerly European Cities Marketing), IAEH – International Association of Event Hosts, ICCA – International Congress and Convention Association, SNDMO – Swedish Network of Destination Management Organisations, SNCVB – Swedish Network of Convention Bureaus, Nätverket Hållbar Besöksnäring, Public & Private Social Responsibility Initiative	Policy 8
2-29	Approach to stakeholder engagement		29, 24
2-30	Collective bargaining agreements	All employees are covered by collective agreements.	Policy 3

GRI Standard	Information		Reference	Global Compact
GRI 3: SIGNIFICANT ISSUES (2021)				
3-1	Process for identifying key issues		29	
3-2	List of key issues		26	
3-3	Governance of key issues		30, 33, 39, 43, 45, 47, 49, 63	
GRI 203: INDIRECT FINANCIAL IMPACT (2016)				
203-2	Significant indirect economic impacts		6–7, 40–42	
GRI 205: ANTI-CORRUPTION (2016)				
205-3	Confirmed incidents of corruption and action taken	None		Policy 10
GRI 305: EMISSIONS (2016)				
305-1	Direct greenhouse gas emissions (Scope 1)		49	
305-3	Indirect greenhouse gas emissions, other (Scope 3)	Limited to emissions from travel.	49	
GRI 308: ENVIRONMENTAL ASSESSMENT OF SUPPLIERS (2016)				
308-1	New suppliers that were screened using environmental criteria	272 new suppliers in 2022, five of these City of Gothenburg framework agreements, the rest directly procured. All assessed in accordance with City of Gothenburg policy.	45	Policies 7–9
GRI 403: OCCUPATIONAL HEALTH AND SAFETY (2018)				
403-9	Work-related injuries		56	Policy 2
403-10	Work-related ill health		56	Policy 2
	Employee satisfaction (own disclosure)		66	

GRI Standard	Information	Reference	Global Compact	
GRI 405: DIVERSITY AND GENDER EQUALITY (2016)				
405-1	Diversity of management and employees	56, 61, 66, 78	Policy 6	
GRI 406: NON-DISCRIMINATION (2016)				
406-1	Incidents of discrimination and corrective actions taken	None	Policy 6	
GRI 413: LOCAL COMMUNITY (2016)				
413-1	Community engagement activities, impact assessments and development programmes	All	34–36, 48, 50–55	Policy 1
GRI 414: SOCIAL ASSESSMENT OF SUPPLIERS (2016)				
414-1	New suppliers that were screened using social criteria	272 new suppliers in 2022, five of them as part of the City of Gothenburg framework agreement, the rest procured directly. All assessed in accordance with City of Gothenburg policy.	45	Policies 2–6



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