An aerial photograph of a city center, likely Gothenburg, Sweden. The image shows a dense urban layout with numerous multi-story apartment buildings. Most buildings have red-tiled roofs, while a few have grey or white roofs. A wide, multi-lane road runs diagonally through the center of the image. The overall scene is a high-angle, top-down view of the city's architecture and street pattern.

Application for:

# European Capital of Smart Tourism 2020

Gothenburg – a smart pocket-sized metropolis

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gothenburg



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# European Capital of Smart Tourism

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European Capital of Smart Tourism är en utmärkelse lanserad av Europeiska kommissionen med syfte att belöna/uppmärksamma och marknadsföra europeiska städer för föredömligt arbete och metoder för "smart turism".

Europeiska kommissionen vill genom utmärkelsen uppmuntra innovativa och inkluderande lösningar för hållbar och tillgänglig turism, främja digitalt smart turism och stärka rollen för kulturarv och kreativa industrier som tillgångar för turismen. I många delar har dessa områden en outnyttjad potential i destinationsutvecklingen.

De två städer som kan presentera de mest intelligenta, innovativa och inkluderande lösningarna på områdena hållbarhet, tillgänglighet, digitalisering och kulturarv & kreativitet, kommer att utnämnas till huvudstäder 2020.

### Ansökan som startskott

Genom ansökan ser Göteborg & Co möjligheten att profilera och positionera Göteborg som en smart och hållbar destination i ett internationellt sammanhang. Bolaget bedömer att staden och destinationen har mycket att bidra med på området, men även stor potential att utvecklas. Utifrån detta resonemang ska ansökan ses som starten på, och katalysator för, ett visionärt och långsiktigt destinationsutvecklingsarbete avseende "smart tourism"; exempelvis digital destinationsstrategi, utveckling av kundupplevelsen, nya smarta lösningar, nya samarbeten och innovationer, testbädd för besöksnäringen etc.

### Om ansökningsprocessen och utmärkelsen

Ansökningsprocessen består av två huvudsakliga moment varav bifogat underlag, ansökan, är svar på den första delen. Ansökan beskriver övergripande hur staden och destinationen arbetar och exemplifierar projekt, lösningar och metoder för de fyra kategorierna; hållbarhet, tillgänglighet, digitalisering samt kulturarv & kreativitet.

Utrymmet att beskriva och motivera stadens arbete inom respektive område är begränsat till 1 000 ord, dock med möjlighet att till respektive kategori komplettera med bilagor innehållande ytterligare information samt en länk.

Varje kategori bedöms utifrån bedömningskriterierna innovation, hållbarhet/långsiktighet, inkludering och impact. De fyra kategorierna kompletteras av en övergripande beskrivning av destinationen City Profile. Denna del begränsas till 600 ord samt en bilaga med kompletterande information.

Av inkomna ansökningar utser en jury tio finalister, vilka offentliggörs i augusti.

Det andra tävlingsmomentet innebär att finalisterna ska presentera ett program som visar hur de har för avsikt att förvalta och utnyttja sin eventuella vinst under det kommande året, samt hur de planerar att kommunicera och marknadsföra staden utifrån utmärkelsen.

<https://smartrtourismcapital.eu>

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Abstract summary

# The world's most sustainable destination

**The Global Destinations Sustainability index has identified Gothenburg as the world's most sustainable destination. According to the American Future Today Institute, Gothenburg is one of the smartest cities in the world. To us, rankings like these are all about driving change and sharing best practice.**

**Short distances between different attractions within the city have for a long time been a core destination development strategy. Our destination is growing, in both cultural diversity and in numbers. 21% of the region's population was born in another country and the number of inhabitants grew by 1,5% in 2018. This together make Gothenburg a true pocket size metropolis.**

**To be identified as the European Capital of Smart Tourism will help us promote sustainable growth on a national and European level.**

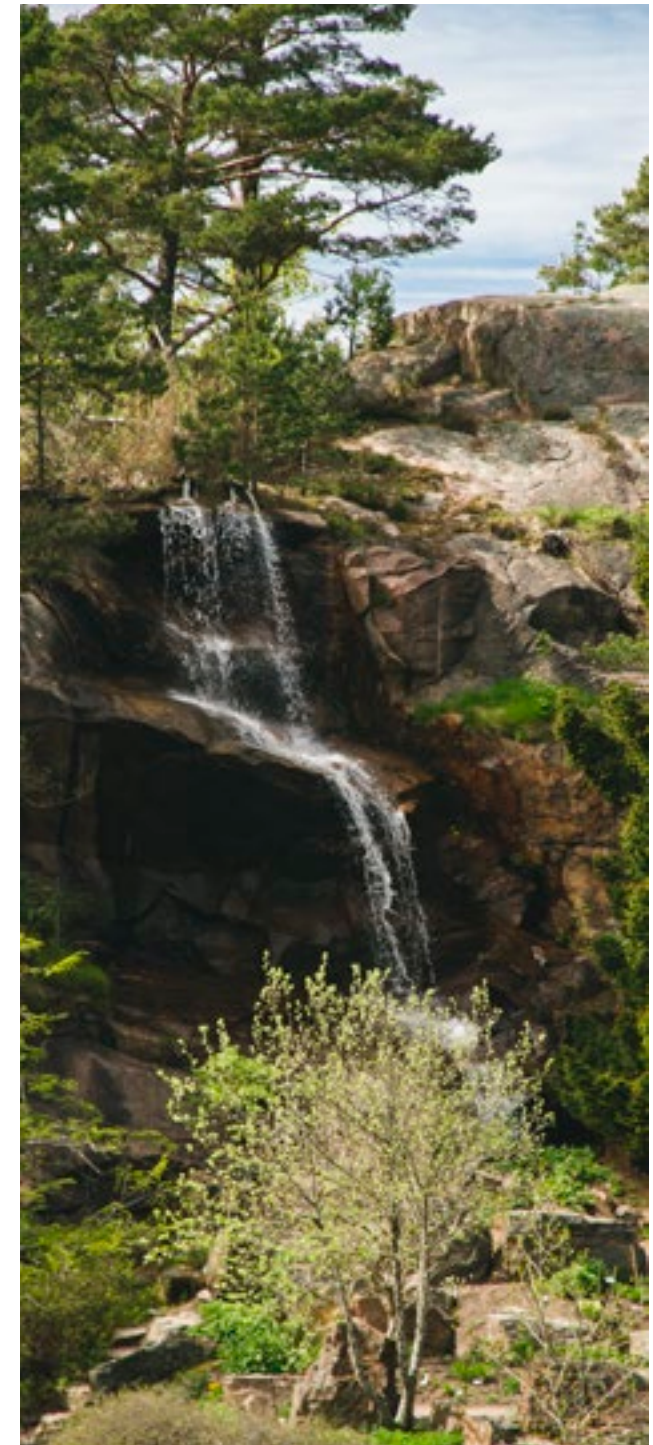
For three year in a row, the Global Destination Sustainability Index has named Gothenburg the world's most sustainable destination. Gothenburg takes sustainability seriously and challenge other cities to do the same.

According to the GDS-Index, Gothenburg is one of the world's greenest hotel cities. 92% of all hotels and 100% of meeting fa-

cilities are environmentally certified. Even the amusement park, the Opera House, the Concert Hall are certified. Göteborg & Co encourages and supports hotels and facilities to become environmentally certified – for business reasons as well as environmental reasons. Concerning restaurants, the city is among things engaged in initiatives for better use of resources and waste reduction.

The city building overview plan includes climate adaption scenarios. With climate change, sea-levels will rise, and flooding will increase. Our goal is to be the smartest city on climate adaptation while creating an attractive culture around water. Through "Rain Gothenburg" we take advantage of rain as a resource for expressions and unique experiences of culture and creativity.

By 2030 Gothenburg will have doubled tourism by setting an international example and by constantly challenging accepted ideas of sustainability. This is the objective of the destination. To grow in a sustainable way, we must spread visits across the year, across the city, make visitors stay another night and invest in visits that deliver added value. By doing this, we ensure that the growth benefits as many people as possible. The number of employees in travel and tourism industry increased by 19% percent in the region since 2013 (19000 employees). Tourism-related employees make out approximately 4 percent of the total number of employees in the region.





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Abstract summary

# Top ranking on the World's Smartest Cities 2019 list

Swedes in general are extremely tech savvy and the country holds an honourable second place in The European Commission's Digital Economy and Society Index (DESI) of 2018. Digital services are a huge part of everyday life. Gothenburg is no exception to Sweden's digital lifestyle. The city holds a top ranking on the World's Smartest Cities 2019 list, which is based on evaluations by the American Future Today Institute.

From a tourism perspective, successful tech companies add to the brand of the destination. Through the project "Gothenburg Stories", two municipal companies (Business Region Gothenburg and Göteborg & Co) share digital content on innovative new businesses to attract private visitors as well as new talent. The local tech and science partnerships also support tourism businesses in the development and use of digital skills and tools. One popular digital solution is the Event Impact Calculator manual which is a forecast tool to support event organizers to value events from an economic, social and environmental point of view.

The Gothenburg tourism community uses digital technologies to enhance all aspects of the tourism experience. As a community we have a common goal to offer innovative tourism and hospitality information, products, services, spaces and experiences adapted to the needs of the consumers.





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Abstract summary

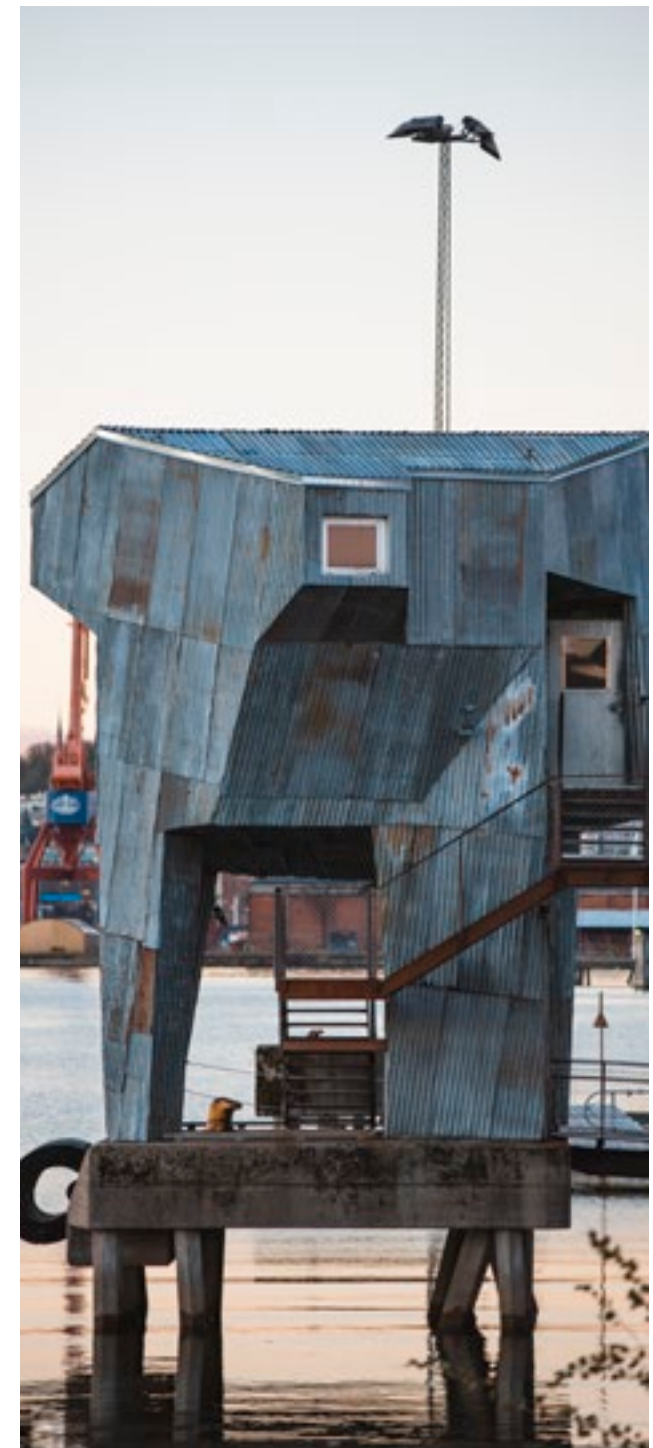
# Gothenburg 400th anniversary will take place in 2021

Gothenburg is a truly international city. For example, much of the city and the canals was built by Dutch and Scottish experts back in the 1600s. On a boat trip through the moat the participants get an historical insight into the Dutch architecture that forms the basis of the inner city's design.

Several of Gothenburg's main attractions (e.g. Liseberg Amusement Park, the Botanical Garden and the Museum of Art) was built in connection to the city's 300th anniversary in the 1920s. Now, Gothenburg is closing in on its 400th anniversary which will take place in 2021. Just like the last big anniversary, this will add great value to the city. Only this time we started by asking the locals what their main wishes were. As a result of this inquiry and the work that followed, the city has also improved as a tourist destination.

Gothenburg as a city has a distinct identity and connection to the sea, a cultural heritage which is resourcefully used for an enriched tourism experience. The once so thriving shipbuilding and fishing industries are no longer main employers, but their heritage is vital for the destination's identity and brand. Today, the beautiful, red harbour cranes serve as city icons and nothing is more typical to Gothenburg than a shrimp sandwich or an oyster from local waters. The local food culture also gets a lot of appreciation from visiting journalists and influencers.

The beautiful, car-free islands of the archipelago are among Gothenburg's main assets, not only for the residents but also the tourism industry. Not least in the marketing of the destination. Thanks to Sweden's unique Freedom to Roam the beautiful landscape is accessible to all who visit in a responsible way.





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Abstract summary

# Awarded the Access City Award by the European Commission

” *With its light summer evenings, colourful autumn days and snow-blanketed winter mornings, Gothenburg is where you can experience the real Sweden.*

The Movie

Gothenburg has the vision of becoming one of Europe's most humane and attractive cities to live in, work in and visit. An important aim is to make Gothenburg accessible for everyone and to create a city for all.

As far as possible, everybody should be able to use ordinary transport, service functions and facilities. Therefore, the city is trying to reduce the number of special solutions for individuals with disabilities and has made it its long-term goal to be accessible for all. As a recognition of the city's efforts and ambitions, Gothenburg was awarded the Access City Award by the European Commission in 2014, for exceptional good work with addressing accessibility issues. Accessibility is also about inclusion. Making citizens as well as tourists feel welcome and part of the city.

Göteborg & Co aims to make experiences and events in Gothenburg accessible to everyone – regardless of who they are, where they come from and what their beliefs are.

The company promotes the city and invests in a wide variety of events, activities and experiences for everyone. Working in close partnership with the industry ensures that the city offerings reflect the citizens and the visitors. The aim is to provide something for everyone and eliminate physical or language barriers. Parts of the offering should also be free of charge and free to participate in for anyone who lives in or visits Gothenburg.





# City profile

Application

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gothenburg



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# City Profile

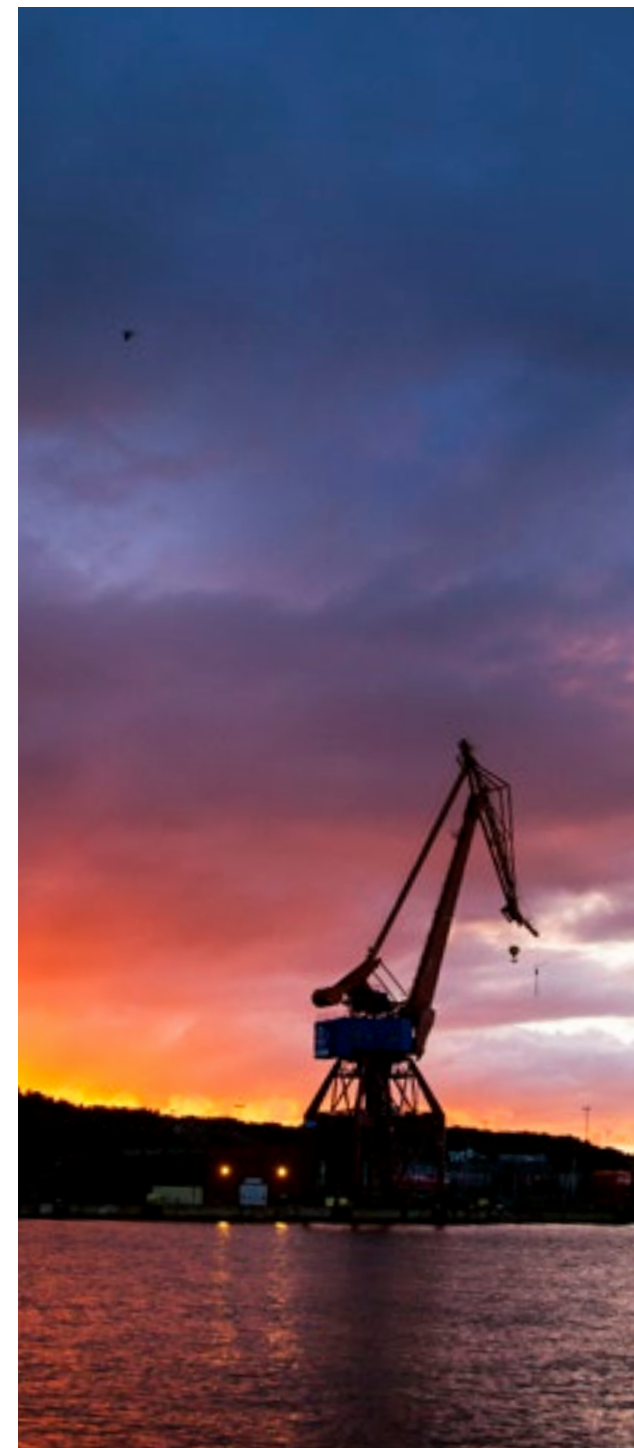
Gothenburg is a city of innovation, sustainability and creativity. Thanks to a long-term strategy, the city has become a dense hub for collaboration between businesses, municipality and academia. Everything is within walking distance and you can easily stroll between spearpoint businesses within future energy solutions, gaming and autonomous vehicles. By boasting one of Europe's largest, fully integrated hotel and congress facilities right in our city centre we are also able to welcome the world to come share our beautiful, friendly and progressive destination. A city where tourism is considered a catalyst for sustainable growth and great quality of life, for visitors and locals alike.

The Global Destinations Sustainability index has identified Gothenburg as the world's most sustainable destination. According to the American Future Today Institute, Gothenburg is one of the smartest cities in the world. To us, rankings like these are all about driving change and sharing best practice. To be identified as the European Capital of Smart Tourism will help us promote sustainable growth on a national and European level.

Collaboration is what Gothenburg does best and through the Destination Management Organisation, Göteborg & Co, the public and private sectors join hands with the academia to create the synergies that make our relatively small destination a large force for good.

Gothenburg is a flourishing green city with a vibrant cultural scene, world-class restaurants and a fascinating history. Today, the city hosts both large companies such as Volvo and Astra Zeneca and a large number of innovative startups. 25% of Sweden's total R&D investments within the private sector are made in the metropolitan area of Gothenburg.

Gothenburg is encircled by rocky shoreline, deep forests, tranquil lakes and the surging sea to the west. Right at the doorstep are wide open spaces and magical islands. Adventure is never far away. There's always an island waiting to be explored or a mountain to be conquered from the saddle of your bike. With its light summer evenings, colourful autumn days and snow-blanketed winter mornings, Gothenburg is where you can experience the real Sweden.







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# Facts

The number of employees in travel and tourism industry increased by 19% percent in the region since 2013 (19000 employees). Tourism-related employees make out approximately 4 percent of the total number of employees in the region.

Our destination is growing, in both cultural diversity and in numbers. 21% of the region's population was born in another country and the number of inhabitants grew by 1,5% in 2018.

The number of international visitors shows a very fast-growing trend with 1,43 million overnight stays and an increase by 59% between 2008-2018. International visitors represent almost a third of the total number of overnight stays. In 2018, the metropolitan area of Gothenburg hosted 4,8 million overnight stays in commercial tourist accommodations. In only ten years, this number has increased by 51 percent (ex. Camping).

A large part of the international visitors are Europeans (65%). However, non-European tourist from long-haul markets show a higher relative growth rate regarding overnight stays (+16% from 2017 to 2018).

The top six international target groups for Greater Gothenburg is Norway, Germany, Great Britain, USA, Denmark and China. USA showed the highest growths potential in 2018.

Liseberg Amusement Park is one of the Nordic regions leading tourist attractions with over 3 million annual visitors.

The 13 municipalities of the metropolitan area host 43 different museums with a total of over 1,3 million yearly visits.

Northern Europe's largest science center Universeum welcomed 540 000 visitors in 2018.

The hotel occupancy rate (68,5 percent) is a concrete result of our destinations attractivity.



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# Gothenburg

Located at West Coast of Sweden on the brink of the Atlantic Ocean at the mouth of the great river Gota Alv the city of Gothenburg has by its location always played an important role in the development of Sweden and the Great North enabling international contacts, trade and transportation throughout the world.

The City of Gothenburg has through centuries developed a unique and positive approach to the world. Trade and numerous contacts with countries and people from all over the world has shaped the city and its inhabitants in a common understanding that a driving curiosity and respect for foreign cultures and people is key to successful businesses and long lasting relationships.

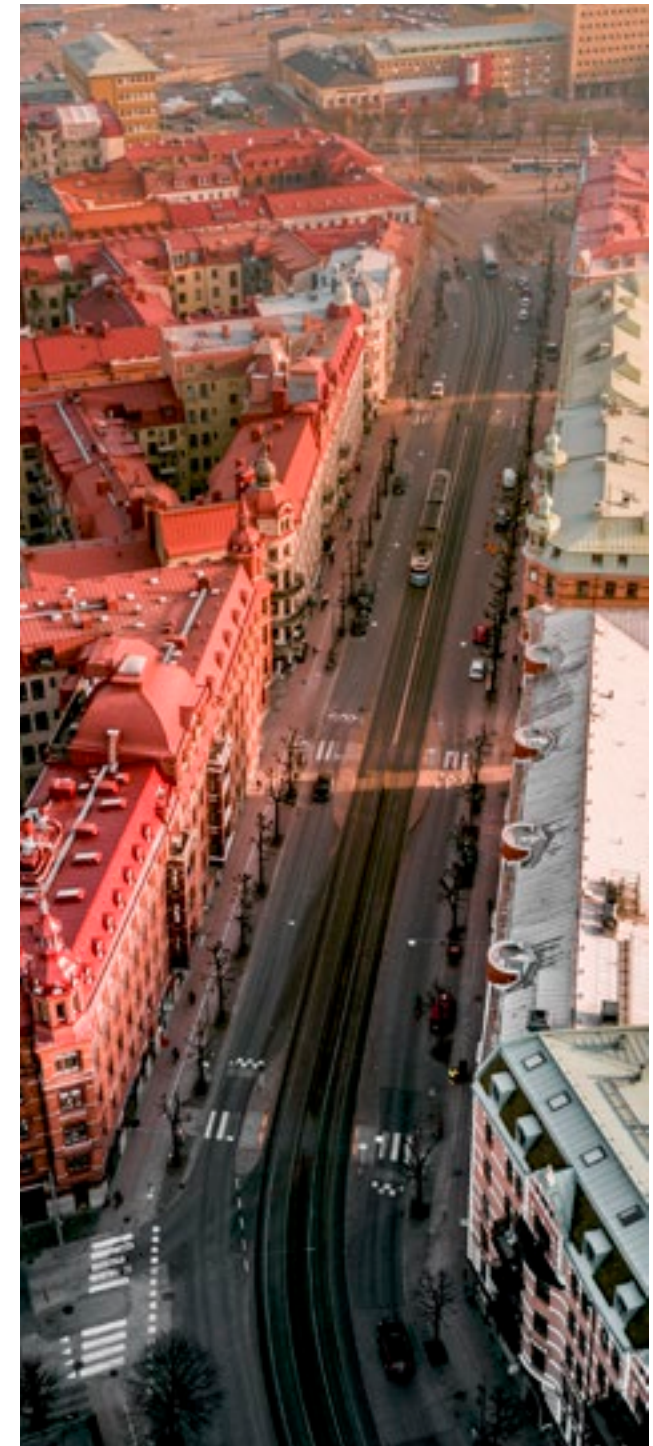
The citizens of Gothenburg understood early that success in trade and industrial endeavors always demanded many different skills and partaking of the whole of the city, thus has cooperation always been the beacon of the city creating world wide industries and inventions. Gothenburg is today the most important city in Sweden when it comes to hosting the big industries and in research and investment per capita

When Gothenburg choose to enter the international scene working to attract tourism in a wider scale the start was logic. Everyone who had a relevant skill or represented an important institution in the city was invited. 27 years ago Gothenburg & Co was created and organized so that all important stakeholders could contribute the development and financing of the new DMO.

Gothenburg & Co has since been an important, curious and innovative player on the tourism scene of the world being founder of or cofounding some of the important institutions of the important organizations focusing on development of tourism in the world.

In 2018 a strategic plan was adapted by the City to double the tourism and the growth must be achieved in a sustainable way. Gothenburg is in that aspect well on its way by winning the GDSI reward as the most sustainable city in the world three years in a row.

But this is not enough. New challenges from climate change, digitalization, competition and innovation urges Gothenburg to excel in new areas to be relevant for its inhabitants and guests from all over the world. We therefore once again need to use our cooperation skills and use the platform which is Gothenburg & Co. The tool this time is Smart City Award that will help us to address issues, competence and relevant areas in a structured way. Gaining attention on a local, national and european level will help us reaching our goals faster to the benefit of all. Gothenburg has the will and the skills to lead the next generation of smart cities in the world and knowledge would by be shared generously following the centuries long tradition of the city of Gothenburg.





# City profile

Supporting material

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gothenburg



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# Global Destination Sustainability Index

GDS-Index Leadership Award 2016, 2017 and 2018, Innovation Award 2017

” *The judges and I were incredibly impressed at the remarkable efforts and consistent progress made by the Gothenburg team. They demonstrated that even as a leader there is significant opportunity to engage stakeholders and collaborate to create new solutions that accelerate environmental, social and economic development.*

**Guy Bigwood, Director of the GDS-Index.**

These global rankings were first issued in 2016. 50 cities and destinations participated, and places like Washington, Bangkok, St Petersburg and Monaco were new additions in 2018. All elements of sustainability are measured: environmental, social and economic. But to gain a high ranking, it is not enough just to involve the hospitality trade, with facilities and hotels; the city as a whole must also be engaged in sustainability issues. The cities are assessed based on about 30 criteria: such as how effectively the city recycles and disposes of waste, environmental certification of hotels and restaurants, emissions of greenhouse gases, accessi-

bility, the traffic situation, rental bike systems and whether both public and private stakeholders have sustainability strategies in place. With a score of 94 points of a possible total of 100, Gothenburg came out on top in the list of cities for meetings and events. Gothenburg amassed 92 points last year and took first place then as well.

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**Read more on [gds-index.com](https://gds-index.com) ►**





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# Destination Gothenburg & Göteborg & Co Business Plans

**Way to Grow:** The destination's business plan describes how tourism to Gothenburg will have doubled by 2030. This development must be sustainable and in the best interests of the people of Gothenburg.

**Way to Go:** Göteborg & Co's business plan describes how the company will ensure as effectively as possible that the goals for the destination are realized, and thus create value for Gothenburg.

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[Read it online ►](#)

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## Annual & sustainability report

[Read it online ►](#)



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# Press

## Independent

Best city in the world to meet people 4 mars 2017

Gothenburg has been named the world's most sociable city, according to a new study looking into the social behavior and attitudes of residents in 39 destinations. In the study, commissioned by the booking site Hostelworld, cities were graded in 10 categories, including the frequency with which people socialize, openness and their "propensity to party"

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[Read it online ►](#)

## The Guardian

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[Read it online ►](#)





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# Destination film

A short film that shows of whats unique with Gothenburg

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**Watch the video ►**



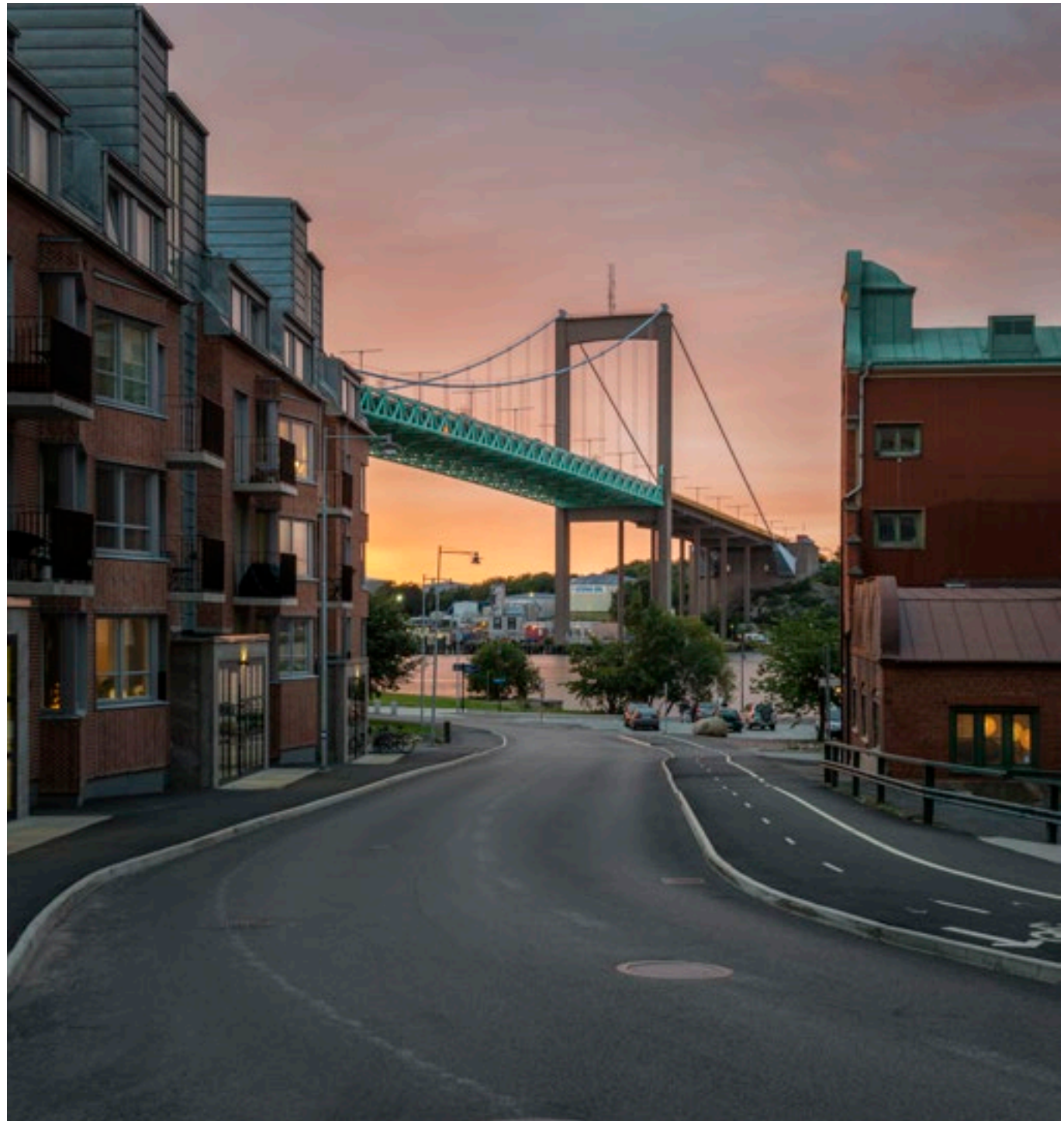
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# Facts and figure 2018

## Tourism and travel industry in Gothenburgs metropolitan region

GOTHENBURG'S METROPOLITAN REGION (the region of Gothenburg / greater Gothenburg/ Metropolitan Area Gothenburg) consists of 13 municipalities from West Sweden (NUTS 2 level region). The municipalities in the metropolitan area joined to work together and several regional organizations represents their interests, having the mission to develop the metropolitan area. Some of them are:

- Gothenburg & Co: Our mission is to get more people to discover and choose the metropolitan area Gothenburg. This is possible through wide-reaching collaboration, by leading and promoting the development of Gothenburg as a sustainable destination, so that everyone who lives and works here benefits from a growing hospitality industry.
- Business Region Gothenburg is working to strengthen and 'develop the trade and industry in the Gothenburg region.
- The Göteborg Region Association of Local Authorities (GR)



# Population

Municipalities in Gotheburg's metro-politan region	No of population			Land area km <sup>2</sup>	Population density 2018 (pop./km <sup>2</sup> )	No of population 2018		Share of foreign-born population	
	2017	2018	Change %			Female	Male	Female (%)	Male (%)
Ale	30 223	30 926	2,3	317	97,6	15 118	15 808	17	16
Alingsås	40 390	41 070	1,7	472	87	20 629	20 441	12	12
Göteborg	564 039	571 868	1,4	448	1 276,9	285 845	286 023	26	27
Härryda	37 412	37 802	1	267	141,8	18 769	19 033	12	11
Kungälv	44 110	45 086	2,2	362	124,4	22 575	22 511	10	10
Kungsbacka	81 986	83 348	1,7	607	137,3	41 869	41 479	9	9
Lerum	41 510	42 137	1,5	259	163	20 916	21 221	11	11
Lilla Edet	13 961	14 046	0,6	316	44,5	6 687	7 359	17	17
Mölnadal	66 121	68 152	3,1	146	467,2	34 017	34 135	18	18
Öckerö	12 923	12 945	0,2	26	502,7	6 460	6 485	7	7
Partille	37 880	38 443	1,5	57	676,6	19 116	19 327	18	18
Stenungsund	26 224	26 503	1,1	252	105,2	13 188	13 315	12	11
Tjörn	15 790	15 922	0,8	167	95,1	7 834	8 088	9	8
Total	1 012 569	1 028 248	1,5%	3696		513 023	515 225	50%	50%





# Overnight stays

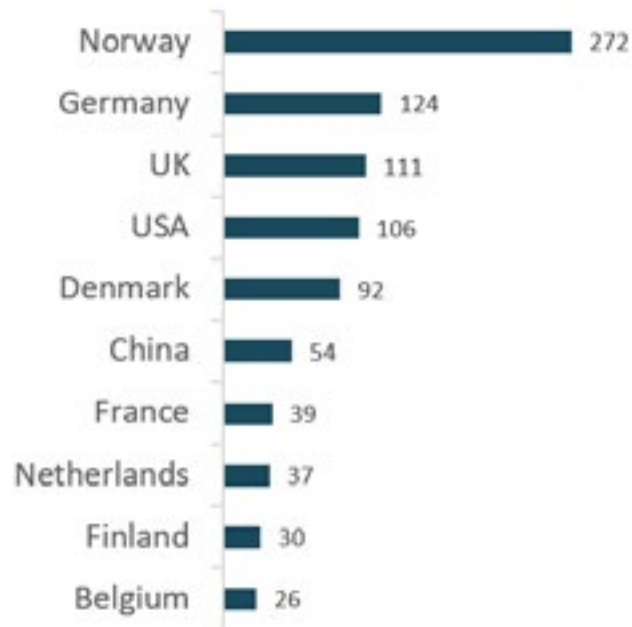
Nights spent in hotels, holiday villages and youth hostels (exclusive camping) in Gothenburg's metropolitan region.

	Millions	Change 2018/2015	Change 2018/2017	2018/2017
<b>Total</b>	4,8	+ 8,7 %	+ 1,4 %	1,3%
Domestic visitors	3,4	+ 9,4 %	+ 1,1 %	1,2%
International visitors	1,4	+ 7,0 %	+ 2,3 %	1,5%

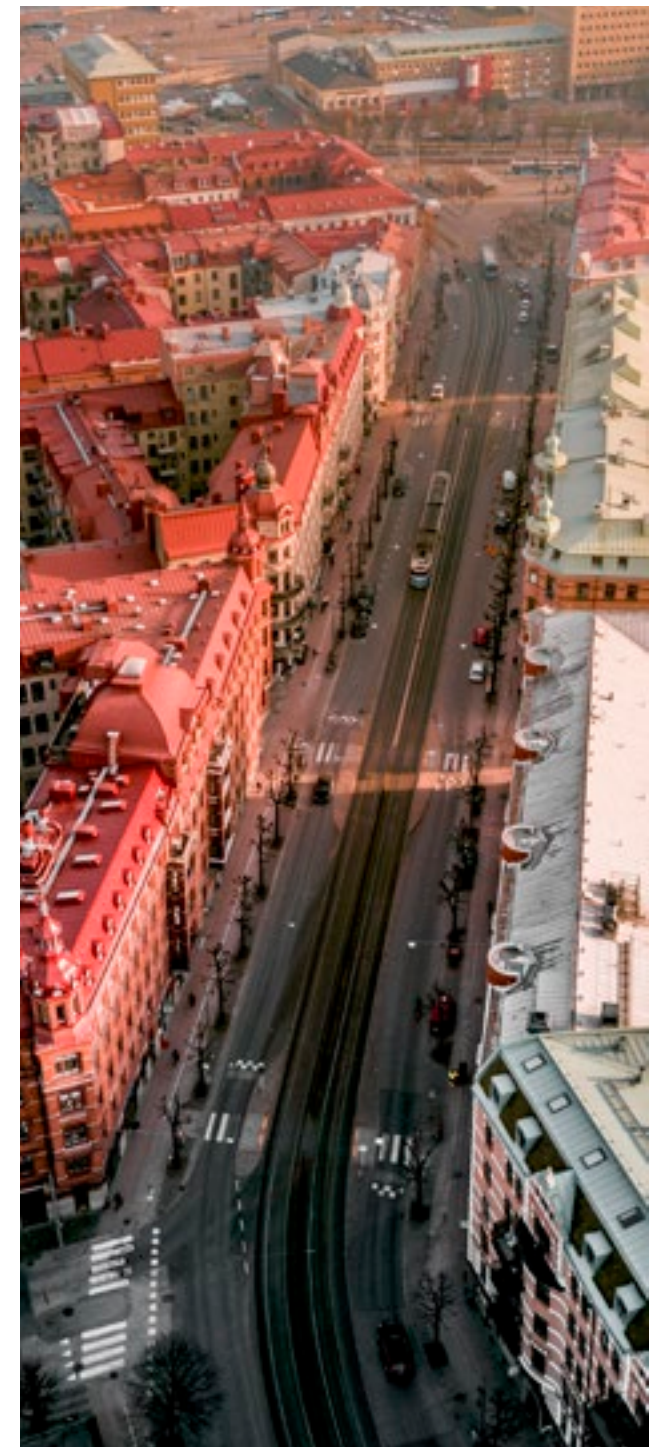
Source: Swedish Agency for Economic and Regional Growth/Statistics Sweden

# International overnight stays

TOP 10 international source markets for  
Gothenburg's metropolitan region 2018  
(nights spent in thousand)



Percentage change 2018/2015  
TOP 10 international source markets (%)





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# European market

## Nordic countries

Denmark, Norway, Finland, Iceland (except Sweden)

**Overnight stays:** 399, 000

**% change in 2018 compared to previous year:** -3,9 %

**Largest market:** Norway (19% out of the total number of international overnight stays)

## Europe except Nordic countries

**Overnight stays:** 529, 000

**% change in 2018 compared to previous year:** -1,5 %

**Largest market:** Germany (9% out of the total number of international overnight stays)



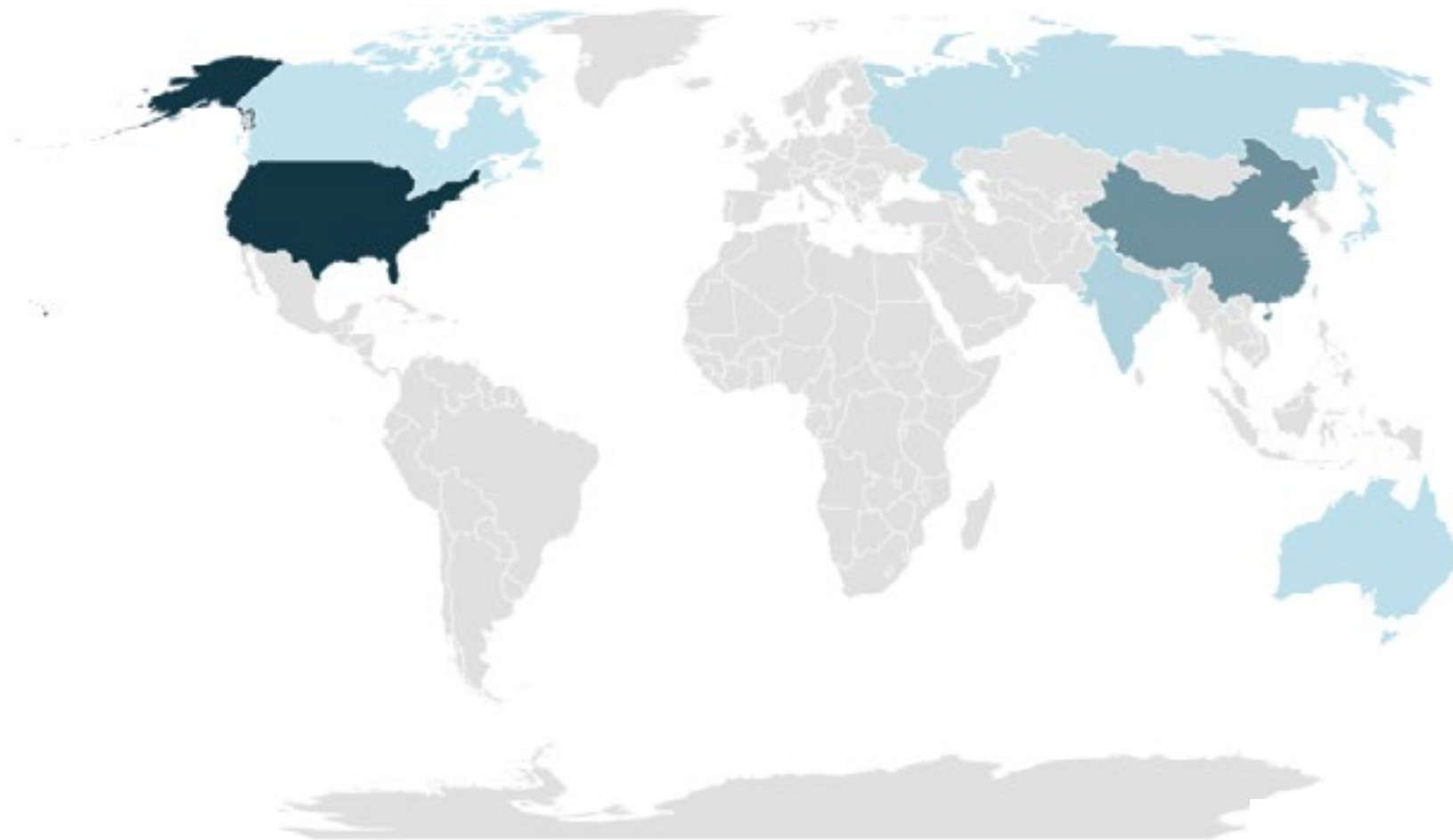
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# Non-European market

**Overnight stays:** 529, 000

**% change in 2018 compared to previous year:** + 16 %

**Largest market:** USA (7% out of the total number of international overnight stays)





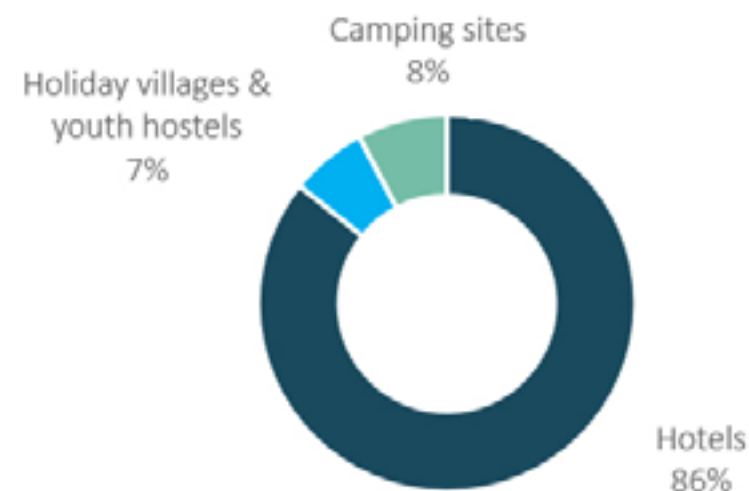
# Type of accomodation

Overnight stays in Gothenburg's metropolitan region by type of accommodation

	2015	2016	2017	2018	Change 2018/2015	Change 2018/2017
	in thousand				%	
Hotels	4 106	4 324	4 420	4 499	10%	2%
Holiday villages & youth hostels	353	373	357	345	-2%	-3%
Camping sites	437	429	406	404	-8%	0%

Overnight stays in Gothenburg's metropolitan region by type of accommodation and nationality (2018)

	Hotels	Holiday villages & youth hostels	Camping sites
	in thousand		
Total	4 499	345	404
Swedish / domestic visitors	3 183	232	312
Inbound visitors	1 316	114	92
Nordic countries except Sweden	379	20	44
Europe except Nordic countries	463	66	47
Non- European	474	28	1



Commercially arranged rentals in private cottages and apartments, type Airbnb are not included in the official statistics on regional and local level.

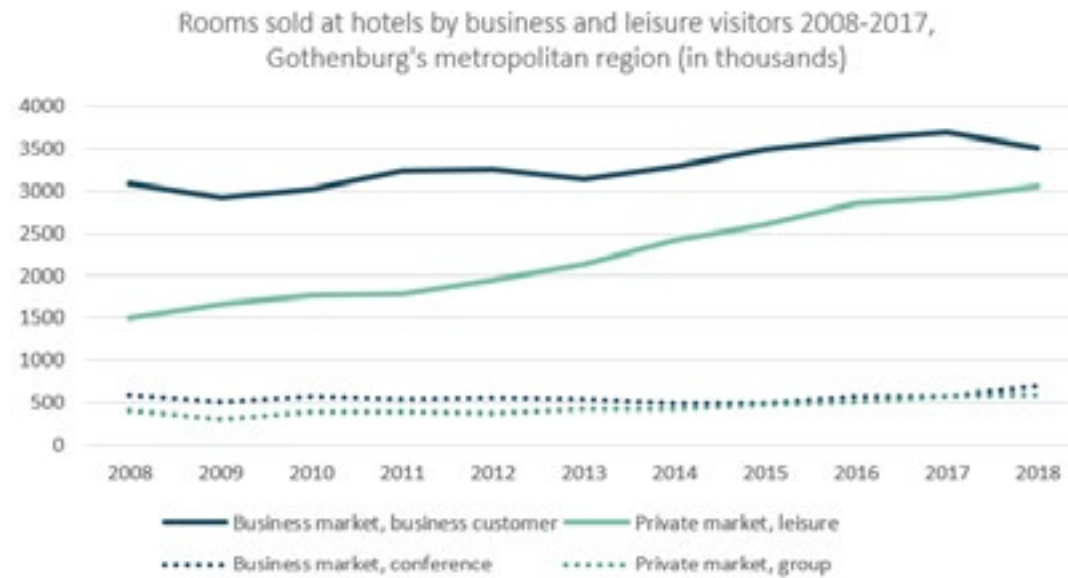
# Type of accomodation

**Hotels.** Key figures 2013-2018, Gothenburg's metropolitan region

	2013	2014	2015	2016	2017	2018
Number of hotels	107	110	112	112	114	111
Room capacity (in thousands) per day	10,3	10,8	11,1	11,1	11,4	11,5
Occupied rooms (in thousands) per day	6,2	6,6	7,1	7,5	7,7	7,8
Occupancy rate %	60	61	64	68	68	68,5
Mon-Thurs, %	66	65	69	73	73	74,2
Fri-Sun, %	53	56	58	61	61	61,4
Revenues (MSEK)	2133	2243	2552	2823	3001	3109
Revenues per occupied room, SEK	937	929	981	1027	1061	1085
Revenues per available room, SEK	565	568	627	694	719	743

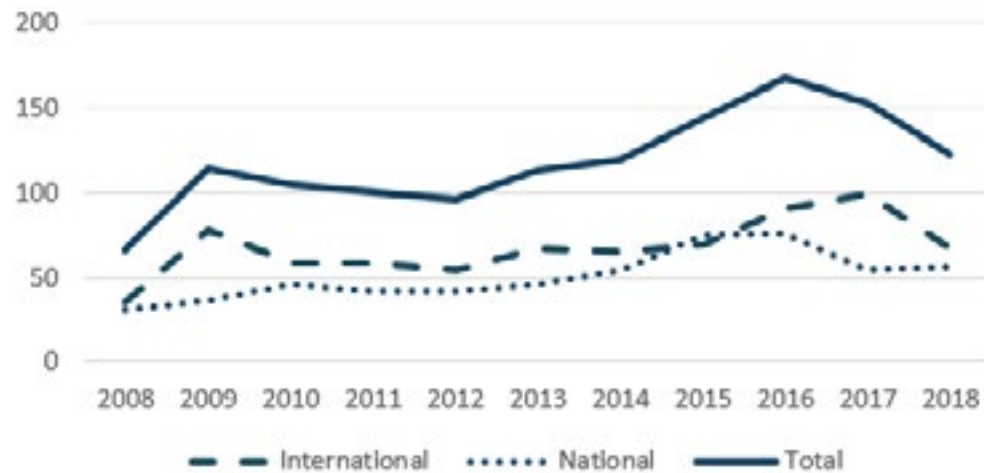


# Leisure and business visitors

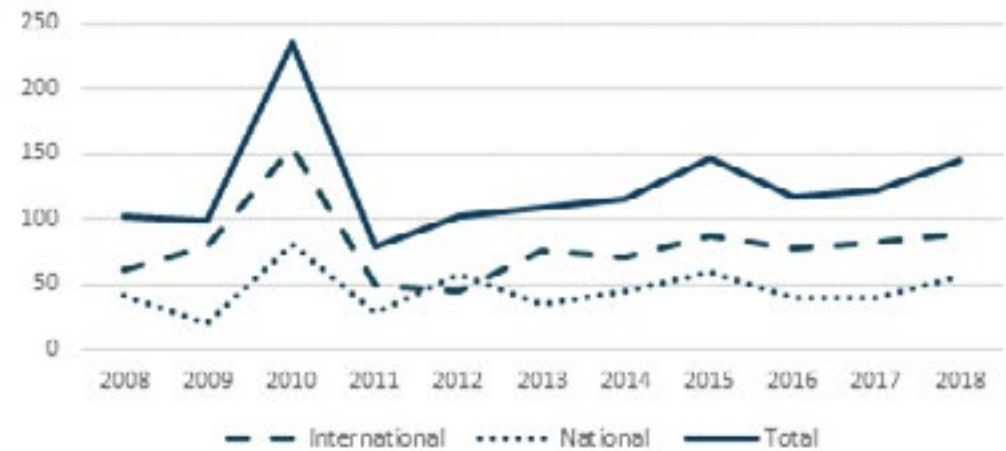


# Meetings and conventions

Meeting and conventions in Gothenburg 2008-2018  
(number of meetings) > 50 delegates



Meeting and conventions-related overnight stays  
in Gothenburg, 2008-2018 (in thousands)





# A selection of major tourism attractions

Ranking by number of visitors	Type of attraction	Number of visitors/ visits	Ranking by number of visitors	Type of attraction	Number of visitors/ visits
Liseberg	Amusement park	2,9 million	Konserthuset	Concert hall	197
Swedish Exhibition & Congress Centre	Exhibition & Congress Centre	2 million	Masthuggskyrkan	Church	130
The Garden Society of Gothenburg (Trädgårdsföreningen)	Park	1,6 million	Maritime Museum & Aquarium (closed for renovation)	Museum	104
		(in thousands)	Volvo museum	Museum	85
Gothenburg botanical garden	Park	590	Jubileumsparken	Park	81
Scandinavium	Arena	553	Frilagret	Cultural center	78
Universeum	Science Center	540	Stora teatern	Theater	74
Kronhuset och Kronhusbodarna	Oldest building	517	Göteborgs Konsthall	Art Gallery	44
Ullevi	Arena	461	Ringlinien	old tram	41
Gunnebo House and Gardens	Castle & Cultural reserve	450	Maritiman	Maritime experience centre	34
Domkyrkan	Church	334	Bohus fästning	Fortress	33
The Gothenburg opera house (Göteborgsoperan)	Opera house	307	Emigrantmuseet	Museum	14
Näås Slott	Castle	300	The East Indiaman Götheborg (Ostindiefararen)	Historical ship	13
Gamla Ullevi	Arena	288	Röhsska (closed for renovation)	Museum of design and craft	8
Göteborgs konstmuseum	Museums for Visual Art	218	Ångaren Bohuslän	Steamboat	4
Gothenburg Museum of Natural History	Museum	212	Idrottsmuseet	Museum	3
Museum of Gothenburg	Museum	201	Museum of World Culture	Museum	..
			Feskekörka	Fish market hall ("fish church")	..

# Accessibility

Application

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gothenburg



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# Accessibility

Gothenburg has the vision of becoming one of Europe's most humane and attractive cities to live in, work in and visit. An important aim is to make Gothenburg accessible for everyone and to create a city for all.

As far as possible, everybody should be able to use ordinary transport, service functions and facilities. Therefore, the city is trying to reduce the number of special solutions for individuals with disabilities and has made it its long-term goal to be accessible for all. As a recognition of the city's efforts and ambitions, Gothenburg was awarded the Access City Award by the European Commission in 2014, for exceptional good work with addressing accessibility issues.

Accessibility is also about inclusion. Making citizens as well as tourists feel welcome and part of the city.





# A welcoming destination - accessible and inclusive

The tourism industry builds bridges between people from different cultures. It makes the city more attractive through a wider offering of culture, entertainment, restaurants, cafés, retail etc. Göteborg & Co aims to make experiences and events in Gothenburg accessible to everyone – regardless of who they are, where they come from and what their beliefs are.

The company promotes the city and invests in a wide variety of events, activities and experiences for everyone. Working in close partnership with the industry ensures that the city offerings reflect the citizens and the visitors. The aim is to provide something for everyone and eliminate physical or language barriers. Parts of the offering should also be free of charge and free to participate in for anyone who lives in or visits Gothenburg.

Getting to Gothenburg is easy. Special needs or not, regardless of age, social or economic situation there are many ways to travel here – affordable and accessible.

The local transport system is closely connected with the region. It includes airport buses, taxi, electric boats and buses, city-bikes and micro-mobility alternatives like kick-bikes. Public transport is provided by trams, buses, commuter ferries and trains. Most public transport vehicles and the main stops offer good accessibility. Easily accessible information, physical measures that make entering and alighting easier, audible destination/stop announcements, signage etc.

Biking is convenient. An 800 km bicycle lane network connects large parts of the city. Each year new routes are added.

Walking paths and crossings in the city are adapted to seeing and hearing impairments. All busy walking paths in the centre are being reviewed and remedied to better suit wheelchairs, including popular cobblestoned streets.

Gothenburg is an event city with the objective to be the top sustainable event city. Accessibility and inclusion are important issues of realising this. Göteborg & Co takes a range of measures to improve physical access and increase inclusion. We believe events are a great tool to communicate important issues and to drive development and innovation. Several of our events are free of charge and accessible for all, including the Volvo Ocean Race and Gothenburg Culture Festival.

Team Göteborg is an organisation for young people to volunteer at city-related events and thereby gain experience, knowledge and contacts. Team Göteborg is part of our strategy for skills supply in the hospitality industry.

Together with Passalen, a non-profit association for young disabled people, Göteborg & Co is adapting the volunteer organisation to create opportunities for young people with disabilities to participate on equal terms in all parts of Team Göteborg's work and programmes. Team Göteborg reaches young people with different backgrounds from all over the city. 43 languages are represented.



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# Accessible city

Gothenburg has the vision of becoming one of Europe's most humane and attractive cities to live in, work in and visit. Work on accessibility issues is taking place broadly and systematically in the city's administrations and companies, in the region and in collaboration with representatives from commerce and industry and property owners. The City also have Advisory Boards on disability issues, for old people, for LGBT issues. These boards are consultative bodies, close to the City Executive Board, and work to promote mutual exchange of knowledge and information between representative organizations and the city. This to ensure good grounds for decision making and action at all levels.

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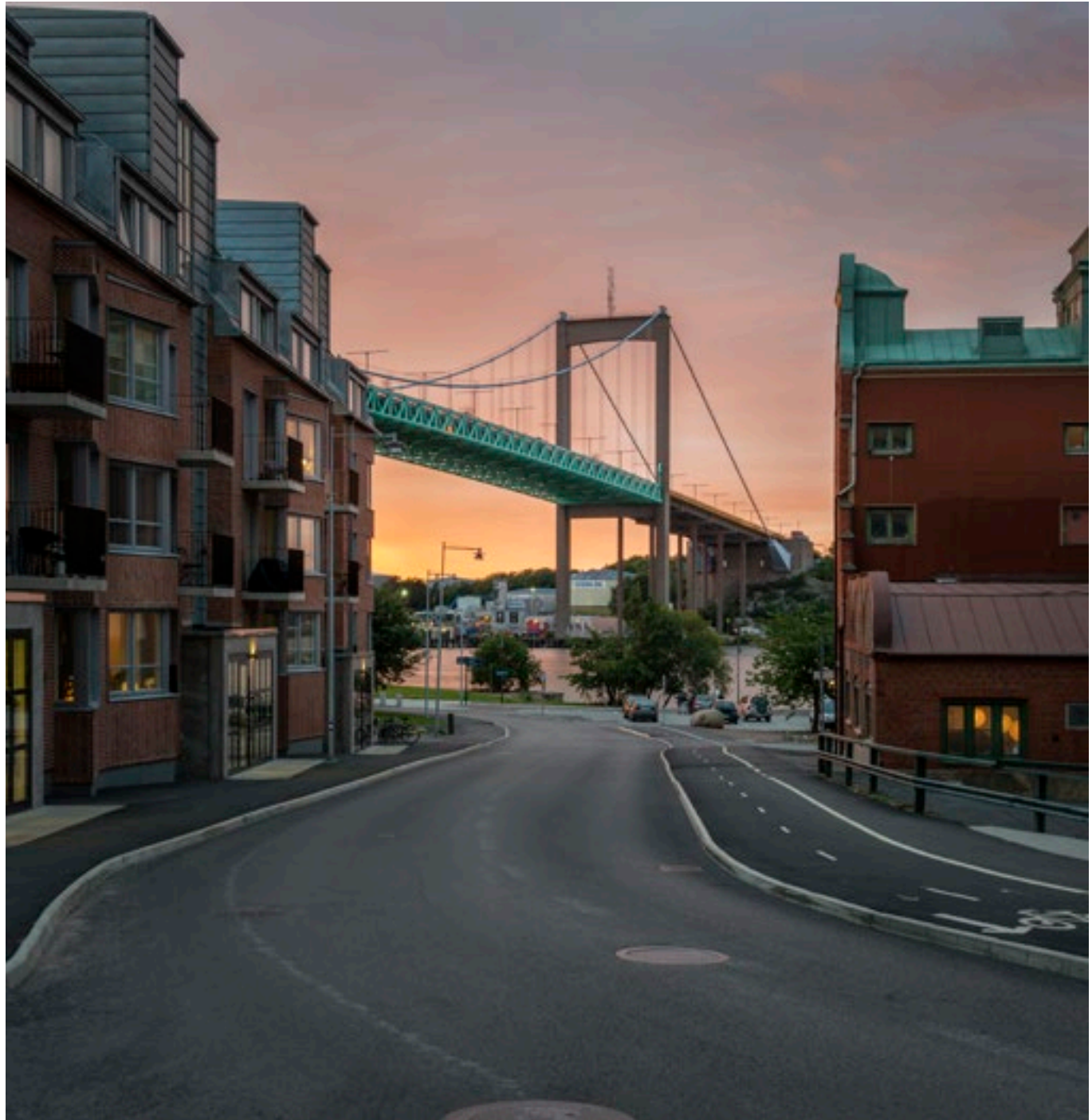
## Read more online

### **A city accessible for everyone ▶**

*A brochure on the city of Gothenburg's work on improving accessibility.*

### **Accessibility in Gothenburg ▶**

### **Films: Gothenburg - an accessible city for everyone ▶**



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# Culture and activities

Liseberg Amusement Park is in a hilly environment, has lots of paving and is rebuilt for each season. Nevertheless, Liseberg is known for its accessibility and for looking after guests who need special assistance, thanks to planning and employees' attitudes. The basic philosophy is that the park should have something for everyone. Inclusiveness is key whether it is creating a performance programme or investing in a new ride.

The Museum of Gothenburg was not always accessible to all. This changed through the FunkTek-project. The museum hired people with various disabilities to examine and analyse the existing exhibitions in order to create a better museum. The way of envisioning, planning and building exhibitions changed. The mission was not to find more special solutions, but solutions that works for everyone.

# Company communication

Göteborg & Co has guidelines to ensure that the language used is easy to understand and accessible to everyone. There are guidelines for non-discriminatory image analysis that explain what to consider when selecting images for the company's communication. In line with these guidelines, the image bank now reflects greater diversity and a nondiscriminatory outlook. The destination site [goteborg.com](http://goteborg.com) can be browsed aloud in both Swedish and English and also offers the city guide in 7 languages.

# Tools

Accessibility-app – “GotEventTillgänglighet” makes the city arenas more accessible. The app provides live visual interpretation during events, sign language interpretation of arena sound, hearing loop for sound amplification, information on how to get to the arena and how to get assistance on-site. Thanks to the app, the vision or hearing disabled can enjoy flexible seating instead of designated areas. The app enables a better event experience for all.

The accessibility database is an internet-based inventory tool with the aim to describe every establishment, service or space sufficiently enough to make it easy to decide if you want to visit it or not. Museums, venues, parks, hotels, shops, cafés and restaurants are included.

The Insight Arena is a unique pop-up studio that gives a better understanding of what it might be like to live with a physical, mental or intellectual disability. Participants can attend lectures, try the “elderly suit”, find out what it is like to get around in a wheelchair, what it feels like to have cataracts or try to study in a classroom when you have concentration problems. An innovative measure to give essential knowledge in an engaging, effective and thought-provoking way.



# Accessibility

Supporting material

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gothenburg



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# Access City Award

Gothenburg is the proud winner of the Access City Award 2014. The annual competition is organized by the European Commission and award European cities that have shown exceptional good work with addressing accessibility issues. Gothenburg have a holistic approach to creating an accessible environment for everyone, with a focus on people with disabilities. The City's efforts to integrate people with all types of disabilities in the society made Gothenburg the winning city.



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# Getting to Gothenburg and getting around

Most public transport vehicles and the main stops afford good accessibility in Gothenburg. All airport buses providing the airport service are accessible. Gothenburg Central Railway Station and Landvetter Airport are both adapted for accessibility and can be used by everyone.

All the boats to the archipelago have gangplanks adapted for wheelchairs and can be raised and lowered to reduce the incline. The city is about to get new trams, accessibility experts from the city, are part of the group developing the requirements and the design of these future trams.

Travel Planner and To-Go-app indicates the physical accessibility

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**Read more online ►**





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# ElectriCity

Gothenburg is currently the scene of ElectriCity – an exciting cooperative venture bringing together industry, research and society in the development and testing of solutions for next-generation sustainable public transport. The bus-route 55 offers quiet, exhaust-free buses that pick up passengers indoors and are powered by electricity from renewable sources.

ElectriCity is highlighted as an innovative collaboration in the field of new, clean public transport. By electrifying public transport, we can develop new ways to travel while reducing problems with noise and air quality, and significantly reduces energy consumption and the impact of transport on the climate. It creates new opportunities for travelling, building and living in the cities of the future. This is an area in which western Sweden is leading the way. Around 100 delegations consisting of 5500 persons from all over the world have visited Gothenburg to find out more about ElectriCity. In December China awarded Gothenburg for sustainable urban planning, and Volvo Buses recently received an order for 90 electric buses from Belgium.

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**Read more online ►**



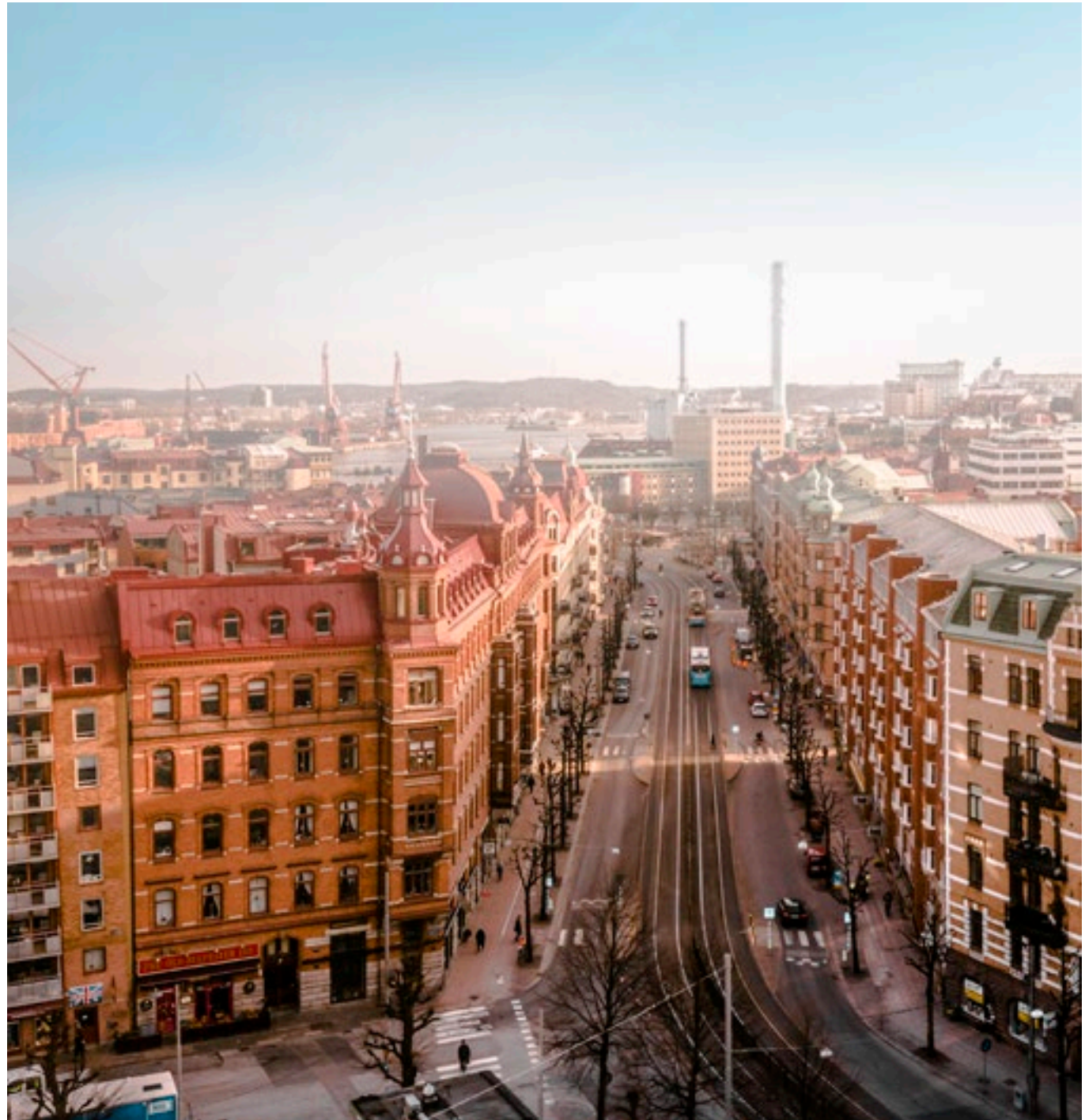
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# Improving accessibility

Improving accessibility is a constant process. To make sure problems, such as high pavements or holes, are solved quickly, the city has an app: “Anmäl hinder”, translated Report Barriers, enabling citizens and visitors to easily report barriers to the city administration via a smart phone. The app won the Swedish e-government Award Guldlänken for developing a great new way to respond to citizens need regarding accessibility.

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**Read more online ►**





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# Bike

You can discover Gothenburg on the bike using the app Gothenburg Guides. With this guide you'll learn more about Gothenburg's fascinating history, get to know some of our top sites and discover the locals' own favourite places.

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**Read more online ►**



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# Gothenburg Guide

Annual guide to Gothenburg available for downloading in German, French, Spanish, Italian, Chinese, English and Swedish. Printed version available in English, German and Swedish.

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**Read more online ►**







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# Gothenburg Culture Festival is committed to inclusion

The annual city festival Gothenburg Culture Festival has for four consecutive years booked a world-renowned Arab artist in order to attract a wider audience. 2018, Lebanese superstar Nancy Ajram took to the stage. In previous years, Nawal El Zoghbi, Najwa Karam and Elissa have all attracted a large and mostly new audience to Gothenburg Culture Festival.

The concert at Götaplatsen square in August drew the biggest audience of the year, with over 40,000 spectators. The aim of inviting Arab artists to Gothenburg Culture Festival is to reach new audiences that may otherwise feel excluded from the festival programme, and thus help to reduce segregation and improve the feeling of identification with their city.

In previous years, the audience attracted by Arab artists has differed from the rest of visitors to the festival in that they generally do not attend other cultural events during the year. Since 2017 that difference has decreased dramatically. Originally, 30 to 40 per cent of the audience did not visit any other cultural events during the year, but in 2018 that figure fell to 11 per cent. The corresponding figure for the rest of visitors to the festival was 8 per cent. This clear trend shows that a real change has taken place.



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# Team Göteborg

During 2018, 213 members of Team Göteborg participated in the Team Göteborg programme. The members of Team Göteborg participate as volunteers at the events that are defined as the important for the city and where the organisers cooperate with Göteborg & Co.

To evaluate whether Team Göteborg reaches the set goals, a quantitative survey is made each year among the project members. Below is also presented statistics based on the information that the members themselves registered in the project database. The multicultural representation in Team Göteborg is very high.

- Languages: 43 languages are represented in the organisation
- All 10 Gothenburg districts were represented.
- 93 % of the members responded that they feel that they had gained relevant work experience through their membership in Team Göteborg.
- 90 % of the members responded that they feel more included and a part of the city through their membership in Team Göteborg.
- 67 % of the members responded that they have gained a larger work-related network through the membership in Team Göteborg.

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**Read more online ►**







# Liseberg Amusement Park

Liseberg is one of the most popular tourist destinations in Sweden with over 3 million visitors each year. Liseberg is an amusement park for all ages with its 42 rides and attractions, games, games of fortune, music stages, dance floor and many restaurants and cafés – all set in green parkland.

“Not everyone can go on all the rides, but we have rides for everyone”. Liseberg have also worked to make things as accessible as possible at the park’s concert stages. Next to Stora Scenen are two raised ramps with space for guests in wheelchairs, and every year there are several performances with narration and signing for guests with visual and hearing impairments. The entire park is mapped and reported in the Accessibility Database.

## Reserved park

The Special School Day is a day when Liseberg is reserved for students and teachers from special needs schools in the Gothenburg area. The day gives these young people a chance to experience the park with less visitors and in calmer surroundings.

## 13 000 visits

Every year, Liseberg donates 13,000 visits to social welfare centres in Gothenburg to enable socially disadvantaged children to visit Liseberg.

## Recruiting

Being young and having a disability is no obstacle to getting a job at Liseberg. Thanks to Jobbswinget, a partnership between Liseberg and the Swedish Public Employment Service, around 20 young people with disabilities find employment here each summer. For some of them, the special employment contract arranged by Jobbswinget is replaced with standard seasonal employment in the following year. 37 young people with functional disabilities were offered work at Liseberg in 2018.



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# Museums of Gothenburg and the FunkTek-project

Everyone has the right to participate in culture, and to be a part of creating it! But due to standards in society many places are difficult to visit for people with disabilities. Funktek wanted to change this. The purpose of the Funktek project was to ensure that everyone could visit and experience museums.

To achieve this the Museum of Gothenburg hired people with varied disabilities to examine and analyse the exhibitions of the museum. With the knowledge and experience of those who know what it's like to be excluded by society, they could work to create a better museum. They wanted to change the foundation of how exhibits are envisioned, planned and built, so that future museums can incorporate accessibility into their very design. The mission was not to find more separate, special solutions, but solutions that worked for everyone. Every person should be able to experience and enjoy the museum's exhibitions under the same conditions as everyone else.

At the end of the project the accumulated thoughts, experiences and knowledge were gathered into a couple of manuals, reports and educational material.

The methods and experiences are now used when producing exhibitions and activities within the museum and not least in the planning and work facing the reopening of the Maritime Museum in 2021.

The sister museums in the city, like Röhsska – Museum of Design and Craft, Museum of World Culture, Gothenburg Museum of Art, also use the method and knowledge from the project.

Another outcome of the project was also a new concept for the museum's guided city walks – city walks for all. Three different types of walks were developed with accessibility for all in mind and with focus that all senses should be activated.

- A “city sitting” – a 30 min interactive session taking place in inner courtyard of the museum.
- A “city stroll” – a shorter, interactive, guided walk, about 500 meters in 30 minutes.
- A “city walk” – a regular, interactive, guided tour, 1,24 km in 75 minutes.

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## Read more online

**Funktek** ▶

**Museum of Gothenburg** ▶

**Gothenburg Museum of Art** ▶

**Gothenburg Opera** ▶





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# Accessibility-app – “GotEvent Tillgänglighet”

” *I would like to express my gratitude to Got Event and Syntolkning.nu. I tried the app and it made me feel more present and engaged in the event. And I felt a bit like before, when I could see. I look forward to the ice hockey season and I hope that I can take part in the games with another dimension in my life.*

**Jan Svensson User during the FEI European Championships. (visual impairment/blind)**

Tillgänglighet is the Swedish word for Accessibility. With the new app “Got Event Tillgänglighet” the arenas are now becoming more accessible for those who need visual interpretation, sign language interpretation or hearing loop. The app has been developed to allow more people to experience magical moments during events on our arenas. The app allows increased event accessibility and a greater event experience.

- It makes the arena more accessible and a broader audience can take part in sports events, concerts and family entertainment.
- The experience for people with vision, hearing, dyslexia, cognitive and neuropsychiatric impairments can be raised considerably with increased participation as a result.
- People with vision or hearing disabilities does not have to sit in designated areas and can enjoy flexible seating.

- The app enables a better experience at events. The app provides live visual interpretation during events. Sign language interpretation of the arena sound during events. Hearing loop alternative offers amplification of the arena sound. Information such as how to get to the arena and how to get assistance on-site. Arena overview and how to access restrooms, restaurants and other facilities and more information about each event.



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# The accessibility database (TD)

The accessibility database (TD) is an internet-based inventory tool with the aim to describe every establishment, service or space sufficiently enough to make it easy to decide if you want to visit it or not. It provides citizens and tourists in Gothenburg with information on accessibility to different buildings and spaces like museums, venues, parks etc. Hotels, shops, cafés and restaurants have also been inventoried. The tool is developed in the region. The city uses the tool for systematic assessment of facilities and open spaces that leads both to action planning and to action. The accessibility database is available in English.

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**Read more online ►**



## GLOBAL INNOVATORS IN THE REGION!

### AUTOMOTIVE



**CEVT**



**VOLVO**

### MARITIME



**VOLVO  
PENTA**



### ICT



**ERICSSON**



**RUAG**



### LIFE SCIENCE



**GETINGE**



### ADVANCED INDUSTRY



**SKF**





# Sustainability

## Application

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gothenburg



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# Sustainability

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

Gothenburg – GDS-Index Leadership Award 2018

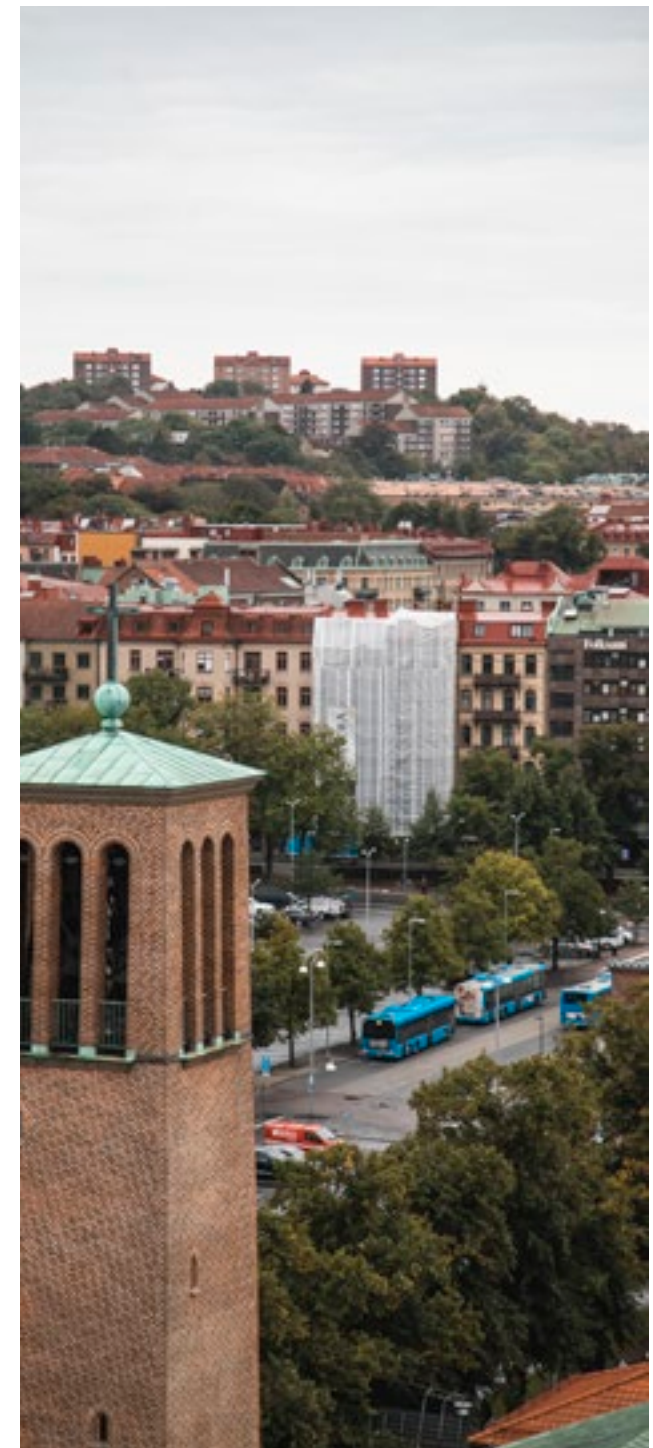
For three years in a row, the Global Destination Sustainability Index has entitled Gothenburg the world's most sustainable destination. Gothenburg takes sustainability seriously and challenges other cities to do the same. We have great challenges ahead and we have the means to tackle them in a wise manner.

By 2030, Gothenburg will have doubled tourism by setting an international example and by constantly challenging customary ideas of sustainability. To grow in a sustainable way, we spread visits across the year, across the city, make visitors stay another night and invest in visits that deliver added value. Sustainable growth shall benefit everyone.

The City's Programme for the Development of the Hospitality Industry by 2030 serves as a road map. It targets all city departments and companies.

Gothenburg was the first city in the world to issue Green Bonds. Probably the first city in the world to set consumption-based emissions targets in the City's Climate Programme.

Gothenburg aims to be the smartest city on climate adaptation while creating awareness and an attractive culture around water. In urban planning climate adaption scenarios are included and the city prepares for raising sea-levels and increased flooding. The project "Rain Gothenburg" uses rain and stormwater as a resource for cultural expressions and unique experiences. The creation of a rain playground, artwork visible in rain only and an open-air public swimming area in a location that once housed heavy industries are just some of the outcomes.







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# Sustainable tourism

In Gothenburg, almost everything is within walking distance. For meetings and event organisers the “all under one roof”-concept; hotel, restaurants, exhibition venue and indoor arena in one place, makes transports unnecessary.

Göteborg & Co encourages and supports hotels and facilities to become environmentally certified – for business reasons as well as environmental reasons. Gothenburg is now one of the world’s greenest hotel cities, 92% of all hotels and 100% of meeting facilities are environmentally certified. Even the amusement park, the Opera House and the City Theatre are certified. Regarding restaurants, the city is engaged in different initiatives for better use of resources and waste reduction.

Göteborg & Co reports annually on key sustainability issues, likely the only city destination organisation reporting according to GRI Standards, the international sustainability reporting framework.



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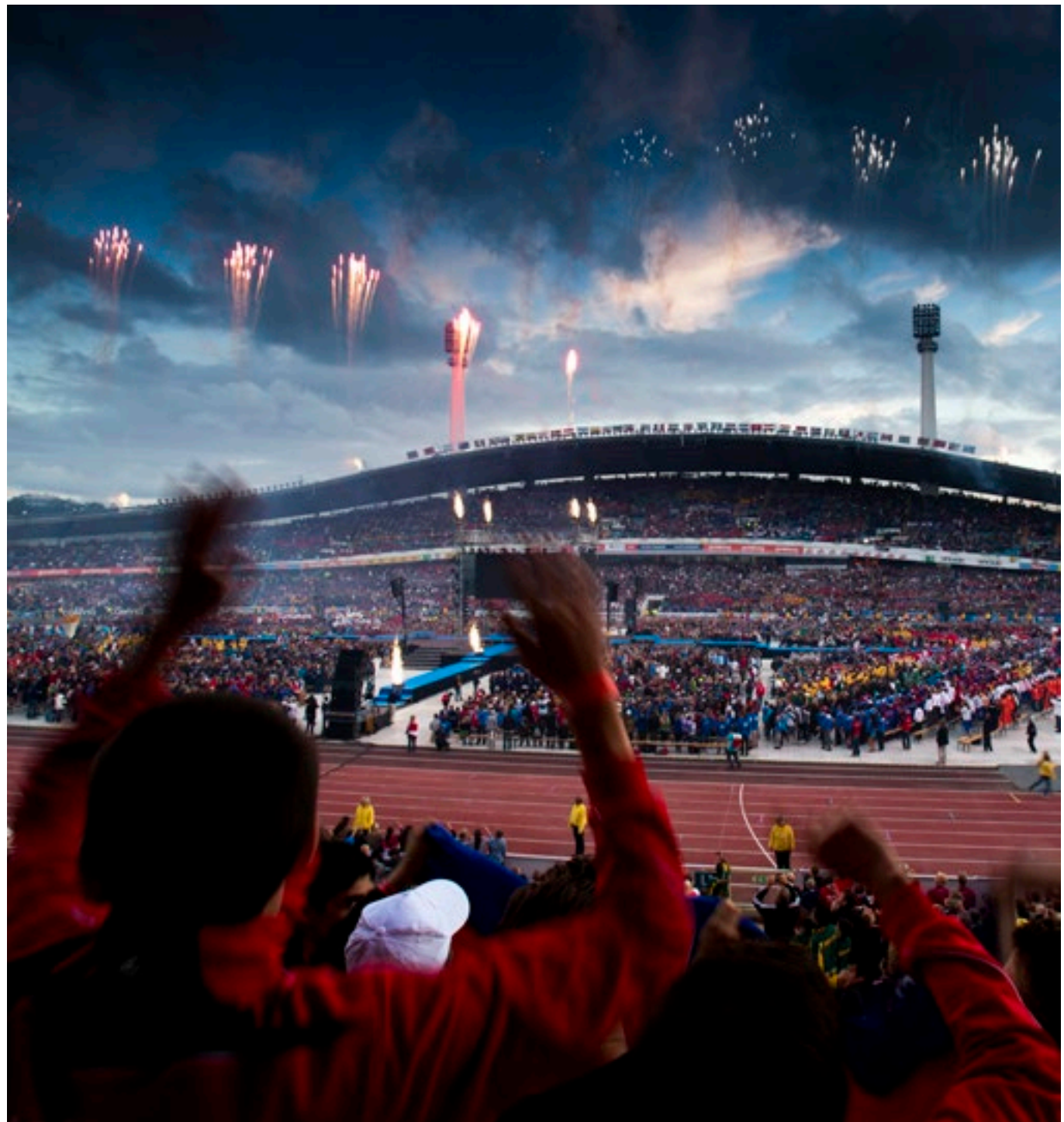
# Sustainable meetings and events

Meetings and events are a catalyst for change. Göteborg & Co uses events as experimental arenas and innovation labs, with a long list of sustainable suppliers. Gothenburg is a destination where it is easy to organise innovative, sustainable meeting and events.

Gothenburg Culture Festival aims to become a disposable free event by 2021. Through innovative measures the use of 6,500 plates and cutlery and thousands of glasses made from disposable materials was avoided last festival.

Way Out West music festival challenges norms and ingrained behaviors by being totally vegetarian, largely milk-free, and offering a number of alcohol-free bars, measures resulting in substantial reduction of the ecological footprint and influencing visitor's norms and behaviour.

Event Impact Calculator, developed in Gothenburg, is a tool to prognose and calculate the effect of an event to get a broad feel for the scale of impact in all sustainability dimensions, including transport emissions of tourism. It enables experimenting with different variables to analyse possible outcomes.







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# Collaboration & communication

**Göteborg & Co is a platform for long-term collaboration between city and industry stakeholders. We work closely together, encourage and challenge ourselves, to develop and offer sustainable options and to ensure growth benefits all.**

## **Sustainable seasons**

Via Göteborg & Co, we work together to even out seasonality. For example, Christmas and autumn have grown significantly in popularity through joint marketing efforts and innovation of new concepts and events.

## **Discover more and stay another day**

Gothenburg has many stunning islands in its archipelago. New boat routes and better communication have made the islands much more accessible to visitors – benefitting cafés and small businesses.

The campaign “Next to Gothenburg” is the most recent measure aimed at making people discover more of the destination and stay longer. Through the marketing of places outside the city centre, we want to spread revenues, avoid over-tourism and extend the stays, thus create sustainable growth.

## **Involving local community**

The citizens have played a key role in shaping the 400th anniversary of the city. Instead of just organising a big celebration in 2021, the years leading up to the anniversary have been all about making Gothenburg a better city for everybody. In 2011, the planning started by asking the inhabitants for their best ideas. This has already resulted in a more accessible archipelago, a public sauna by the river and much more.

Involving the public is key. The SCITHOS-project develops Smart City Hospitality guidelines to help cities develop sustainable tourism aiming to benefit residents, tourists and the environment. For example, the ‘SCITHOS challenge’ which brings together policymakers and stakeholders to discuss the future of tourism in their destination. Due to Gothenburg’s excellent level of collaboration, the city was ranked highest by all participants in the demo-round.

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# Employment

A growing visitor industry needs labor urgently and can thus be a force to enhance integration and inclusion. To close this gap we initiate and support skills provision activities. Team Göteborg is one. The match making job fair “At your service” is another activity to promote jobs and opportunities in the industry. In 2018, this 3-hour fair resulted in 32 jobs and 41 interviews.



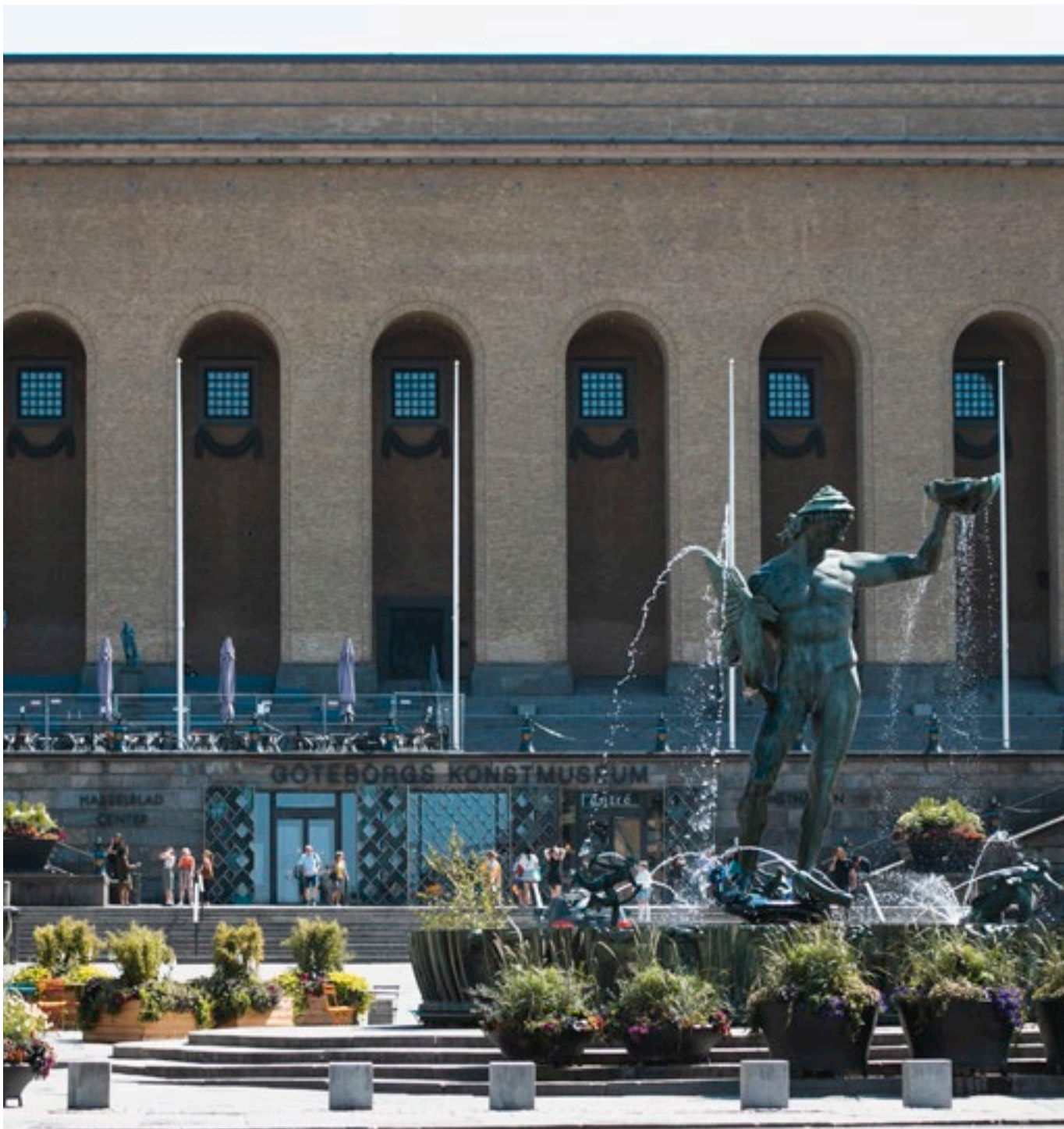


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# Impact

Intensification of tourism has been shown in different ways during the last decade, an increase of overnight stays by 43% in a 10-year perspective is one. International visitors show a very fast-growing trend with 1,52 million overnight stays – an increase by 59% between 2008-2018.

Non-Europeans from long-haul markets grow faster than the rest of the international markets 2018 compared to 2017 (+15%).





# Sustainability

Supporting material

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gothenburg



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# Global Destination Sustainability Index

GDS-Index Leadership Award 2016, 2017 and 2018, Innovation Award 2017

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*The judges and I were incredibly impressed at the remarkable efforts and consistent progress made by the Gothenburg team. They demonstrated that even as a leader there is significant opportunity to engage stakeholders and collaborate to create new solutions that accelerate environmental, social and economic development.*

**Guy Bigwood, Director of the GDS-Index.**

These global rankings were first issued in 2016. 50 cities and destinations participated, and places like Washington, Bangkok, St Petersburg and Monaco were new additions in 2018. All elements of sustainability are measured: environmental, social and economic. But to gain a high ranking, it is not enough just to involve the hospitality trade, with facilities and hotels; the city as a whole must also be engaged in sustainability issues. The cities are assessed based on about 30 criteria: such as how effectively the city recycles and disposes of waste, environmental certification of hotels and restaurants, emissions of greenhouse gases, accessi-

bility, the traffic situation, rental bike systems and whether both public and private stakeholders have sustainability strategies in place. With a score of 94 points of a possible total of 100, Gothenburg came out on top in the list of cities for meetings and events. Gothenburg amassed 92 points last year and took first place then as well.

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**Read more on [gds-index.com](https://gds-index.com) ►**





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# Destination Gothenburg & Göteborg & Co Business Plans

**Way to Grow:** The destination's business plan describes how tourism to Gothenburg will have doubled by 2030. This development must be sustainable and in the best interests of the people of Gothenburg.

**Way to Go:** Göteborg & Co's business plan describes how the company will ensure as effectively as possible that the goals for the destination are realized, and thus create value for Gothenburg.

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**Read it online ►**



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# Green Bonds

Gothenburg was the first city in the world to, in 2013, issue green bonds, a powerful way to mobilize capital for climate change related investments. In partnership with Climate KIC, a Green Finance Workshop was held in March 2017. Representatives within environment, technology and finance from European cities came to discuss ways to inspire green investments in order to maintain and boost current development. In 2016 we were awarded the UN's 2016 Momentum for Change climate: "With roots stretching back to the days of heavy industry, the Swedish city of Gothenburg has successfully transitioned from an industrial heartland to a global climate leader".

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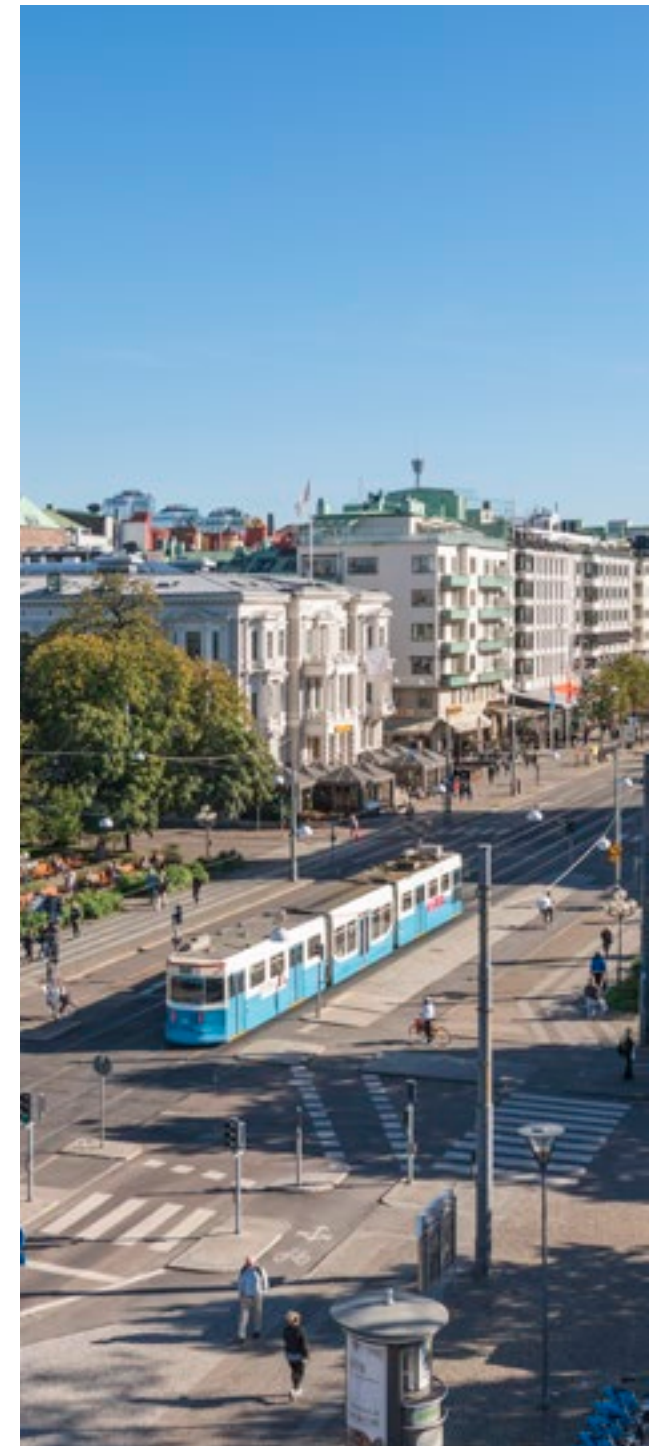
**Read more online ►**

# Climat Programme for Gothenburg

Gothenburg is determined to be one of the world's most progressive cities in tackling climate change. The Climate Program gathers the long-term climate work of Gothenburg: the municipal organisation, commercial and industrial sector and inhabitants. One important goal is to reduce greenhouse gas emissions. In 2012, Gothenburg released more than 8 tonnes per capita. Our goal is to reduce emissions to 3.5 tonnes by 2035 and 1.9 tonnes by 2050.

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**Read it online ►**





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# Rain Gothenburg

A project aimed to prepare the city for future downfalls, but also to make use of the rain's potential to create unique experiences. Rain Gothenburg is also part of a European project on Cultural Adaptation that gathers artists and organisations that want to use culture to adapt to climate change and also to make arts and culture ready for climate change.

The project is nominated for the European Centre for Creative Economy (E.C.C.E) NICE-awards 2019. Other activities within the Rain Gothenburg project are the creation and building of a rain playground and a rain artwork (piece of art only visible when it rains) by renowned artist Bea Szenfeld. Another two creative stormwater solutions are being planned.



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# Sustainable Tourism

Apart from laws and regulations the city continuously develop policies, initiatives and programmes to reduce waste and in different ways support restaurants, cafés and caterers. Click the links below to read more about each case.

**Reduce food - waste in the kitchen ►**

**Prevent waste - restaurants, cafés and catering ►**

**The waste-free event ►**

**Gothenburg is a FairTradeCity ►**

**Smaka på Västsverige ►**

*A regional network and educational programme promoting and developing sustainable restaurants and local food produce.*

**Sustainable Restaurants ►**

*Including coaching, education, networking and promotion.*

**Support ►**

*The city also provides support to restaurants that wishes to certify their company according to the national environmental diploma.*





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# Disposable-free Gothenburg Culture Festival

To reduce waste, Gothenburg Culture Festival has decided that the event will be free from disposable packaging. The goal is to eliminate all disposable packaging from events by 2021, but this year alone the use of 6,500 plates and cutlery and thousands of glasses made from disposable materials was avoided.

In the first year of the project Gothenburg Culture Festival tested three systems: a disposable-free food area called Green Corner, serving beer in reusable glasses at Kungstorget, and encouraging visitors to use lunch boxes. At Green Corner, dishes, glass and cutlery were washed in a dish container, i.e. a large restaurant dishwasher housed in a container. Four sales staff were assigned to the initiative, and all tastings and cooking activities during the week took place without using any disposable products. At Kungstorget, beer was served in reusable glasses instead of the disposable glasses that are commonly used at Swedish festivals.

Visitors were also encouraged to use reusable lunch boxes, supported by a series of communication initiatives and discounts on food. All food vendors had agreed that visitors who brought their own lunch box would be given a 10 per cent discount. This meant that as well as being good for the environment, there was also a financial saving for visitors - food in disposable packaging was simply more expensive.

Many visitors welcomed the idea to bring their own lunch boxes, and almost 2,500 people who bought food took advantage of the discount. The Disposable-free Gothenburg Culture Festival is a three-year project in partnership with the Ecocycling and Water administration. Thanks to this initiative Gothenburg Culture Festival was also voted Sustainable Event of the Year in 2018 at the Sustainable Visitor Industry conference arranged by the sustainability magazine Aktuell Hållbarhet.



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# Way out west

For thirteen years, the music and film festival Way Out West - that attracts visitors from all over Sweden and large parts of the rest of the world – has filled Gothenburg and Slottsskogen city park with about 35 000 visitors a day for three days of music, festivities and culture. The programme includes the biggest stars in the world, the hottest newcomers, film premieres, interesting panel discussions, great vegetarian food and a robust club programme called ‘Stay Out West’ that takes place at night at exciting locations in central Gothenburg.

- We create a festival that we would like to visit ourselves, and one that we don't think exists anywhere else in the world. Our continued investment in providing a diverse but totally vegetarian food offering will win over even the most dubious, says Ola Broquist from festival organizer Luger.

Sustainability issues lie at the heart of the festival, and by challenging norms and ingrained behaviors, Way Out West has the possibility to create opinion. Earlier examples of this include the choice to become totally vegetarian, to be largely milk-free, the introduction of a new stage devoted to talks, and challenging the alcohol norm by choosing to have a selection of alcohol free bars. The festival offers a wide range of catering in the park, from foodtrucks to fine dining. The decision to go veggie resulted in a substantial reduction of the festival's ecological footprint, from 2,25 times normal consumption in 2010 to 1,15 times in 2012.

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**Read more online ►**





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## WIN WIN Gothenburg Sustainability Award

The award was launched in 2000, then called The Göteborg International Environmental Award, to reward unique efforts for sustainable development, globally and locally. The prize was formed by the city of Gothenburg and a handful of foresighted companies and banks. The purpose of the prize is to stimulate and encourage innovators: scientists, entrepreneurs, opinion leaders and others. The award has been a driving force in the local effort to create more sustainable development. As Göran Johansson, the Chair of the Municipal Executive Board at the time and initiator of the prize expressed it: “We can’t award such a fine prize and then sit on our hands! When we created it we felt from the start that we have to live up to it in practice!”

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[Read more online ►](#)

## Event Impact Calculator

Event Impact Calculator is a unique tool developed in Gothenburg, to prognose and calculate the effect of events, also including full transport emissions of tourism. The tool covers a triple bottom line perspective; ecological, social, and economic dimension, and it enables event organizers, public DMO’s, and other funders to get a broad feel for the scale of impact in all sustainable dimensions that an event might achieve and enables them to experiment with different variables to achieve maximum positive outcome. Over 300 professional users have registered for using the tool.

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[Read more online ►](#)



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# Meet the locals      The Smart Map

Meet the locals connects the visitor with a local and gets them close to daily life - a personal way of exploring the Swedish lifestyle and get close to the daily life in West Sweden.

The simple experiences personalize the trip and explores the Swedish lifestyle from a local perspective.

Sharing is the core of Meet the Locals. Everything from individuals sharing their interests to community initiatives where our resources can be used efficiently through sharing and borrowing.

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**Read more online ►**

The Smart Map is a tool for sharing everything from free food to office space. The map includes exchange groups, free shops, public orchards, digital platforms and more. A bottom up approach from citizens has shaped the “Smart Map”.

The Smart Map wants to make it easier for the people of Gothenburg and the city's visitors to live sustainable, by encouraging community, new meetings and access over ownership.

The overall aim is to stimulate behavioral change relating to consumption patterns by inspiring people to see which alternatives there are to buying and owning. The organizational form is a public private partnership with almost 100 stakeholders. The city has provided means to develop the interactive map as an enabling tool.

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# Sustainable seasons

Göteborg & Co started the Christmas City concept in 2004 between the end of November and the first week of January. Overnight stays increased almost constantly in December during the last ten years and accounted for 63 per cent in December 2018 compared with December 2008. The increase of the international overnight stays was even higher during the same period. (73%) The concept of Autumn City started in 2016 at the end of September until the beginning of November. An increase of overnight stays during October compared with the same months previous year can we notice first in 2018 (7%).



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# SCITHOS

## Smart City Hospitality

SCITHOS is a collaboration between several European research institutes, a number of European cities, and industry partners. SCITHOS develops Smart City Hospitality guidelines and tools for cities that could help them find solutions to achieve sustainable tourism with the aim to change city tourism into something that benefits tourists, residents and the environment.

SCITHOS actively involves the public in doing so, for example by means of the 'SCITHOS challenge', which brings together policymakers, residents and other local stakeholders to discuss the future of tourism in their destination in a playful setting.

SCITHOS has received funding from the European Union's Horizon 2020 research and innovation programme under the Joint Programming Initiative Urban Europe.

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# Jobs and opportunities in the visitor industry

In September 2018 the Skarpt Läge association arranged the At Your Service job fair to bring together job seekers and employers in the visitor industry. During the threehour fair, 754 job seekers came to the Scandic Crown to meet employers, including Liseberg, Scandic and Casino Cosmopol.

The 20 employers and training coordinators who exhibited at the fair are all affiliated to the visitor industry and offered over 150 different positions in hotels, restaurants, tourism and commerce. They all had something to offer in the form of jobs, training or internships.

At Your Service is based on a partnership between the Trade & Industry Group at Göteborg & Co, Visita, Scandic, the Swedish Public Employment Service and the Skarpt Läge association. The fair led to a total of 32 jobs, 14 full-time and 18 part-time, and a total of 41 interviews for various jobs.

The Skarpt Läge job fair, which took place in February 2018, resulted in 143 jobs. A follow-up survey six months later showed that 60 per cent of those who found a job were still there. Previous job fairs and meetings arranged by the Skarpt Läge association have attracted 3,000 visitors and led to over 600 jobs in the last three years.



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# Liseberg recruiting

Liseberg aims to reflect the diversity of Gothenburg. Nevertheless, it tends to be young people in the same age group, from the same areas and from similar circumstances who apply for seasonal jobs. To promote greater diversity, Liseberg is focusing on three key areas during their recruitment.

## Age

Most of the people who apply for seasonal work at Liseberg are between 18 and 21 years old. But it is not necessary to be young to get a job. Liseberg believes that a mix of younger and older employees gives guests a sense of confidence and familiarity. In connection to the opening of the Rabbit Land Children's Area in 2013, Liseberg actively sought out older employees in the 60-plus age group.

## Origin

Having fun is universal, and Liseberg guests celebrate everything from Midsummer Day to the end of Ramadan in the amusement park. Attracting an equally mixed group of employees is a bigger challenge. Liseberg aims to develop new contacts through partnerships and outreach in specific areas of the city. The goal is to persuade young people from different backgrounds to apply for jobs at Liseberg.

## Disability

Being young and having a disability is no obstacle to getting a job at Liseberg. Thanks to Jobbswinget, a partnership between Liseberg and the Swedish Public Employment Service, around 20 young people with disabilities find employment here each summer. For some of them, the special employment contract arranged by Jobbswinget is replaced with standard seasonal employment in the following year. 28 young people with functional disabilities were offered work at Liseberg in 2018.





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# Green Gothenburg - study visits

Gothenburg has gone from being an industrial centre to becoming a greener and cleaner city. As a part of this transformation, a world-leading green technology cluster has been developed. Green Gothenburg works to increase national and international recognition of the Gothenburg region as a leader in environmental and sustainable development.

The aim is to strengthen international business for local companies and attract investments and enterprises to the Gothenburg region.

Green Gothenburg offers expertise, inspiration and useful business contacts through our unique visit programs targeted to decision-makers in the public and private sectors who are facing environment-related challenges in a global market, and to regional companies seeking international business partners.

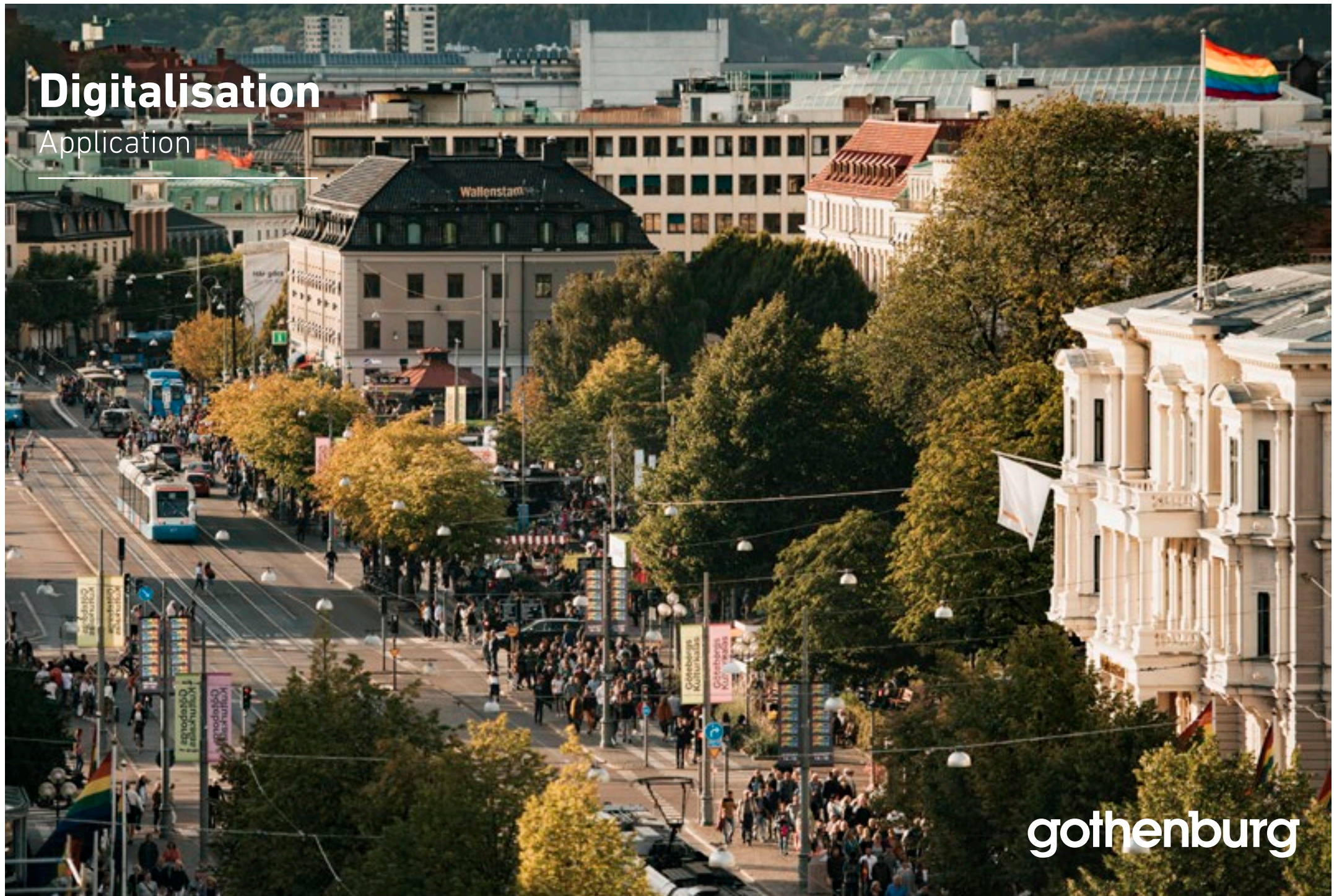
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**Read more online ►**



# Digitalisation

Application





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# Digitalisation

Swedes in general are extremely tech savvy and the country holds an honourable second place in The European Commission's Digital Economy and Society Index (DESI) of 2018. Digital services are a huge part of everyday life. For example, this May 90% made their annual income declaration digitally at the Swedish Tax Agency's homepage. Also, 80% of all transactions in Sweden are made by cards. Digital payments via card or apps are so widely accepted that many Swedes no longer carry cash.

Gothenburg is no exception to Sweden's digital lifestyle. The city holds a top ranking on the World's Smartest Cities 2019 list, which is based on evaluations by the American Future Today Institute. In their ranking of all cities in the world, public-private partnerships, affordable technology, long-term urban and budget planning, and equal access to all citizens are just a few things that make cities smart.







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# Public-private tech and science partnerships

The top ranking for Gothenburg (no 2 in the world!) is also a result from innovative and smart conditions such as: abundant 4G (and soon 5G) connectivity; the use of smart grids for traffic and electricity; accessible, digitised government data that is open to all; tech-forward public transport systems optimised for all citizens; dedicated environmental protection for the present and future of the city; the availability of affordable clean energy options; the number of public-private tech and science partnerships that benefit all citizens. Combined, they create a very digital-friendly environment for tourism businesses to grow in.

Gothenburg attracts international business and there is a rapid increase in local IT resources, competence and capabilities. Today there are a number of public-private tech and science partnerships within the city, working to enhance innovative offers in different businesses. The national centre AI Innovation of Sweden is located at Lindholmen Science Park and we have a large telecom industry (e.g. Ericsson) focusing on Internet of Things, IoT, solutions.

In the same area as Lindholmen Science Park, Volvo is developing and demonstrating their next generation of self-driving buses and cars, a technology that will have a major influence on mobility in Gothenburg. These tech and science partnerships make sure that we together focus on innovative and smart measures. Also, they create a long-term structure with sustainability over time.

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# Digital technologies to enhance the tourism experience

From a tourism perspective, successful tech companies add to the brand of the destination. Through the project “Gothenburg Stories”, two municipal companies (Business Region Gothenburg and Göteborg & Co) share digital content on innovative new businesses to attract private visitors as well as new talent.

The local tech and science partnerships also support tourism businesses in the development and use of digital skills and tools. One popular digital solution is the Event Impact Calculator manual which is a forecast tool to support event organisers to value events from an economic, social and environmental point of view.

The Gothenburg tourism community uses digital technologies to enhance all aspects of the tourism experience. As a community we have a common goal to offer innovative tourism and hospitality information, products, services, spaces and experiences adapted to the needs of the consumers. We are focusing more on making our material available through channels owned by other organisations (such as Tripadvisor, Airbnb and social media platforms through collaboration with influencers). Of course, we are monitoring the development of AI and voice services. Below, we present a selection of implemented measures which are available to tourists in the city region of Gothenburg.

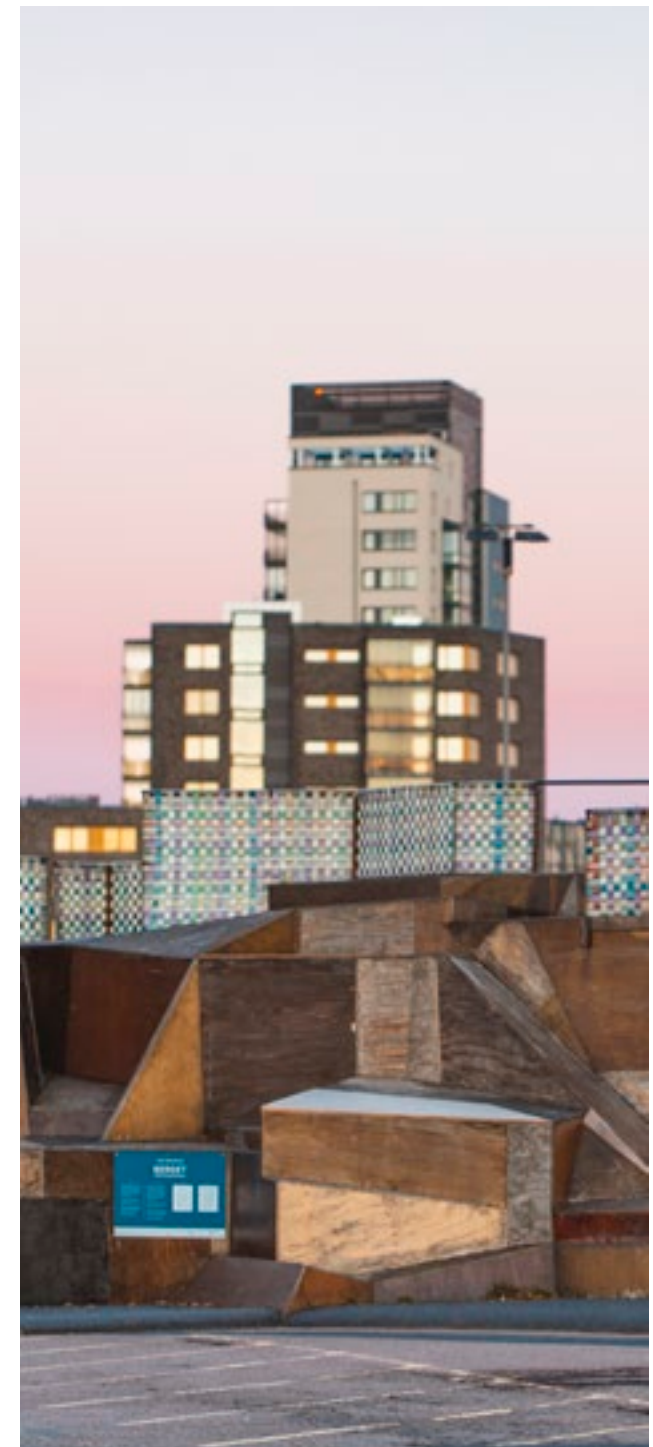
Information on public transport, attractions and accommodation is easy to find in Gothenburg. The official visitor guide, [Goteborg.com](http://Goteborg.com), is optimised for all platforms (70% of the traffic is mobile) and can be browsed aloud to ensure accessibility for everyone. It has a chat function connecting the visitor with personnel at the

visitor centre. It is also possible to interact through the Instagram account and the official Facebook page with 115,000 followers.

Tickets to all public transport in western Sweden can be purchased with the To Go mobile application. The ticket price is lower in To Go than onboard the vehicles and it only takes seconds to buy a ticket. The app also offers an easy-to-use trip planner for bus, train, tram and boat. For shorter distances in the city centre, the app Cykelstaden (A City for Cyclists) is useful to help you find bicycle pumps, loan bikes, bicycle parking and to plan your bike path.

Electric scooters from brands such as Lime, Tier and Voi can also be found and used all over the city.

The City of Gothenburg supports app information quality by making more and more open data available to companies and app developers. Furthermore, the city develops a number of apps on its own. One example is the innovative and smart accessibility app which makes the city's arenas more accessible to those who need interpretation, sign interpretation or a telecommunications loop. The app won the award Global Destination Sustainability Index Innovation Award in 2017.







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# Ambition to stay on top of digitalisation

For the future, the City of Gothenburg supports processes for digitalization of tourism linked services with different time perspectives. In the short-term perspective, we support local businesses and the digitalization of their tourism services through advice, networking and by promoting their solutions.

In the long-term perspective Gothenburg's strategy is to invest in a solution providing that knowledge for the destination. Today, we initiate innovative testbeds for new tech initiatives, initiate processes for Big Data and knowledge about our visitor's DNA. By combining information from different sources into advanced big data solution we will, in cooperation with tourism industry, academy, generate vital knowledge of our visitors and understanding of the driving forces that brings them to our destination.

Knowing your visitor's DNA is vital key resource in our Smart City tourism destination strategy.



A close-up, low-angle shot of a person wearing a vibrant blue feathered headdress. The person is seen from the side, looking upwards. They have a star tattoo on their shoulder and are wearing a blue beaded necklace. The background is blurred, showing other people in similar costumes.

# **Creativity and cultural heritage**

Application

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**gothenburg**



# Creativity and cultural heritage

Gothenburg has a strong identity and connection to the sea, a cultural heritage which is resourcefully used for an enriched tourism experience. The once so thriving shipbuilding and fishing industries are no longer main employers, but their heritage is vital for the destination's identity and brand. Today, the beautiful, red harbour cranes serve as city icons and nothing is more typical to Gothenburg than a shrimp sandwich or an oyster from local waters. The local food culture also gets a lot of appreciation from visiting journalists and influencers. The iconic fish market Feskekörka (Fish Church) is one of the city's most popular tourist attractions – and a lively meeting place for the locals.

The beautiful, car-free islands of the archipelago are among Gothenburg's main assets, not only for the residents but also the tourism industry. Not least in the marketing of the destination. Thanks to Sweden's unique Freedom to Roam the beautiful landscape is accessible to all who visit in a responsible way. Currently there are several private entrepreneurs who offer experiences with a distinct connection to Gothenburg's history and proximity to the sea. Seal safaris, lobster fishing and excursions by boat are just some examples. The nearby forest areas offer an active outdoor life with activities such as fishing, hiking, running and mountain biking.

Several of Gothenburg's main attractions (e.g. Liseberg Amusement Park, the Botanical Garden and the Museum of Art) were

built in connection to the city's 300th anniversary in the 1920s. Now, Gothenburg is closing in on its 400th anniversary which will take place in 2021. Just like the last big anniversary, this will add great values to the city. Only this time we started by asking the locals what their main wishes were. As a result of this inquiry and the work that followed, the city has also improved as a tourist destination. The archipelago has been made more accessible through new ferry routes, there is now a public sauna by the river and Liseberg Amusement Park is investing 2 billion SEK in building a new water park and hotel inspired by the Swedish East India Company that was once a major trade company in Gothenburg. Just to mention a few of the projects linked to the 400th anniversary.

China is one of Gothenburg's new and most expanding markets. Much of the visits are linked to the car manufacturer Volvo, but we also see private tourists finding their way here. In our communication to long-haul markets such as the Chinese, we focus on Swedish lifestyle, traditions and storytelling based on Gothenburg's history, culture and heritage. Local businesses and creative industries are of course also vital ambassadors on the international market. The communicative work towards these markets has yielded results, non-European tourists from long-distance markets increased by + 15% between 2017 and 2018.





As mentioned above, The Swedish East India Company, was once one of Sweden's most successful companies ever and formed a special bond with China during its trading trips. In 1993, the company was re-founded with the aim of reviving, managing, utilizing and further developing Swedish shipbuilding art and seamanship. In 2005, a replica of its ship was built and sailed to China. Nowadays the ship is an important piece of Gothenburg history and attracts tourists from China as well as other places in the world.

The Röhsska Museum of Design and Craft offers a unique Chinese collection. The oldest work of art dates back to 2,500 before Christ. This is of course of great interest to Chinese visitors. In the same museum, visitors can enjoy modern Swedish design under the same roof, creating a link to contemporary creativity in Gothenburg.

The Gothenburg Museum of Art is another strong tourist attraction based on the city's cultural history. Here works by international masters such as van Gogh and Picasso hang side by side with Nordic painters such as P.S. Krøyer, Carl Larsson and Anders Zorn. The international masters may be better known but the Nordic and Swedish painters are also extremely popular. Our local treasures are what makes the museum unique from an international perspective.

When Gothenburg is marketed towards the USA, it focuses especially on Swedish traditions such as Christmas, Lucia and Midsummer. But also, Swedish progressive lifestyle with special fea-

tures such as paternity leave, "fika" and "lagom" have become a vital part of our city branding.

Gothenburg was once a major producer of beer. Today, the big industries are gone, but there are plenty of microbreweries to fill their shoes. These have proven to be a great asset in the city's PR work. Thanks to the city's beer brewing history, there are plenty of stories to tell.

Gothenburg is a truly international city. For example, much of the city and the canals were built by Dutch and Scottish experts back in the 1600s. On a boat trip through the moat the participants get an historical insight into the Dutch architecture that forms the basis of the inner city's design.

The initiative Meet the Locals is all about sharing and making local culture accessible to visitors through innovation. By gathering organisations, apps, social media groups and web pages, conditions are provided for local people and visitors to meet in different forms, for example through car-sharing services or a tour of the local sights. The concept of sharing ranges from individuals who share their interests to initiatives that can reduce resource waste by sharing or borrowing. This makes for a sustainable, inclusive investment, where visitors get a unique insight into the local people's life and experience of the city.



A close-up, low-angle shot of a person wearing a vibrant blue feathered headdress. The person is seen from the side, looking upwards. They have a star tattoo on their shoulder and are wearing a blue beaded necklace. The background is blurred, showing other people in similar costumes.

# Creativity and cultural heritage

Supporting material

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gothenburg

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# Gothenburg's city museum

## The birth of Gothenburg

Experience the 1600s from the bedside, parlour and alleyway and get to know the very first citizens of Gothenburg. The Museum of Gothenburg is getting a head start on the 400th anniversary of the City of Gothenburg with an exhibition about the city's birth and childhood. Join us on a journey through history and get to know the very first Gothenburgers, try out 1600s-style social media, listen to the popular music of the times and help to solve the mystery of who wore the Silver Heart ornament around their neck!

The Birth of Gothenburg is the story of the city's childhood and teenage years. It was a time of childhood diseases, war and conflict, before the city grew up to become a multicultural trading metropolis with influences from around the world. The Birth of Gothenburg is also the story of the vulnerable individual, who are not always seen and heard in historical narratives.

## 1700s Gothenburg

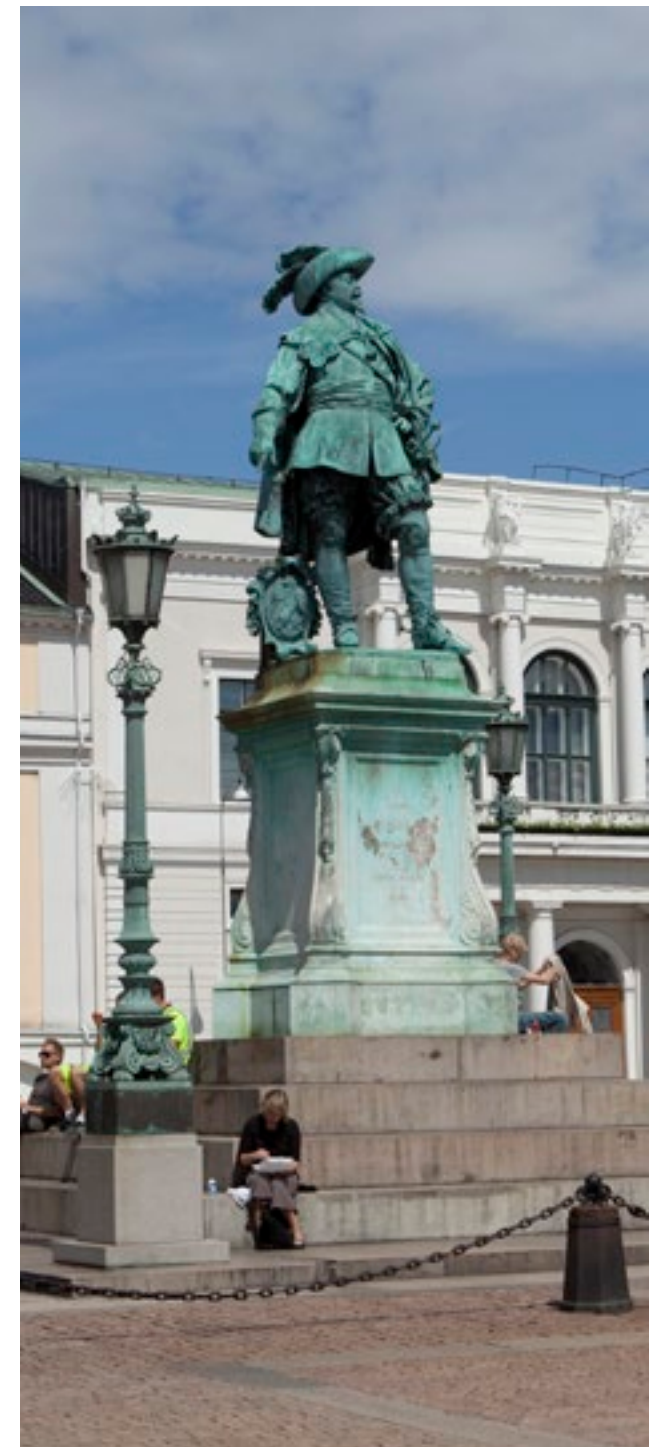
Join us on a journey of a city in transformation! Gothenburg is full of life and movement and is characterized by new ideas, influences and experiences from abroad. Tea, silk and East Indian

porcelain were shipped to Gothenburg and was sold at auction in the East India House, where the City Museum is housed today. In the exhibition you will also meet the social classes in the city.

## Work, live, life - images of a society

The iconic images of inhabitants in Hammarkullen district and workers at the Volvofabriken in Torslanda, by Jens S Jensen, meet contemporary portraits and stories. A study of self-images and cityscapes from the seventies until today.

Documentary photographer and author Jens S Jensen (1946-2015) depicted life in the Hammarkullen area of Gothenburg for 40 years, from 1973 onwards. Equipped with a camera and tape recorder, Jensen – who had also trained as an architect – took photographs and interviewed people about their lives and the experience of living in Hammarkullen. In the 70s and 80s, he also explored the local Volvo factory and its employees, which resulted in invaluable documentation of the period. The photographs and personal stories he collected also depict an entire society; a society in which demands for efficiency and profitability don't always align with the individual's needs or their well-being.







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# Gothenburg 400 years 2021

For almost 400 years Gothenburg has looked outwards toward the sea and the world beyond. Our city was built and planned by Dutch and Germans. As a maritime city of trade and industry we have fostered close relationships and been able to exchange skills with many other countries. International contacts, outside influences and people from different cultures have always been an asset to Gothenburg, and still are today.

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**Watch the video ►**

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# Gothia Cup - The World Youth Cup

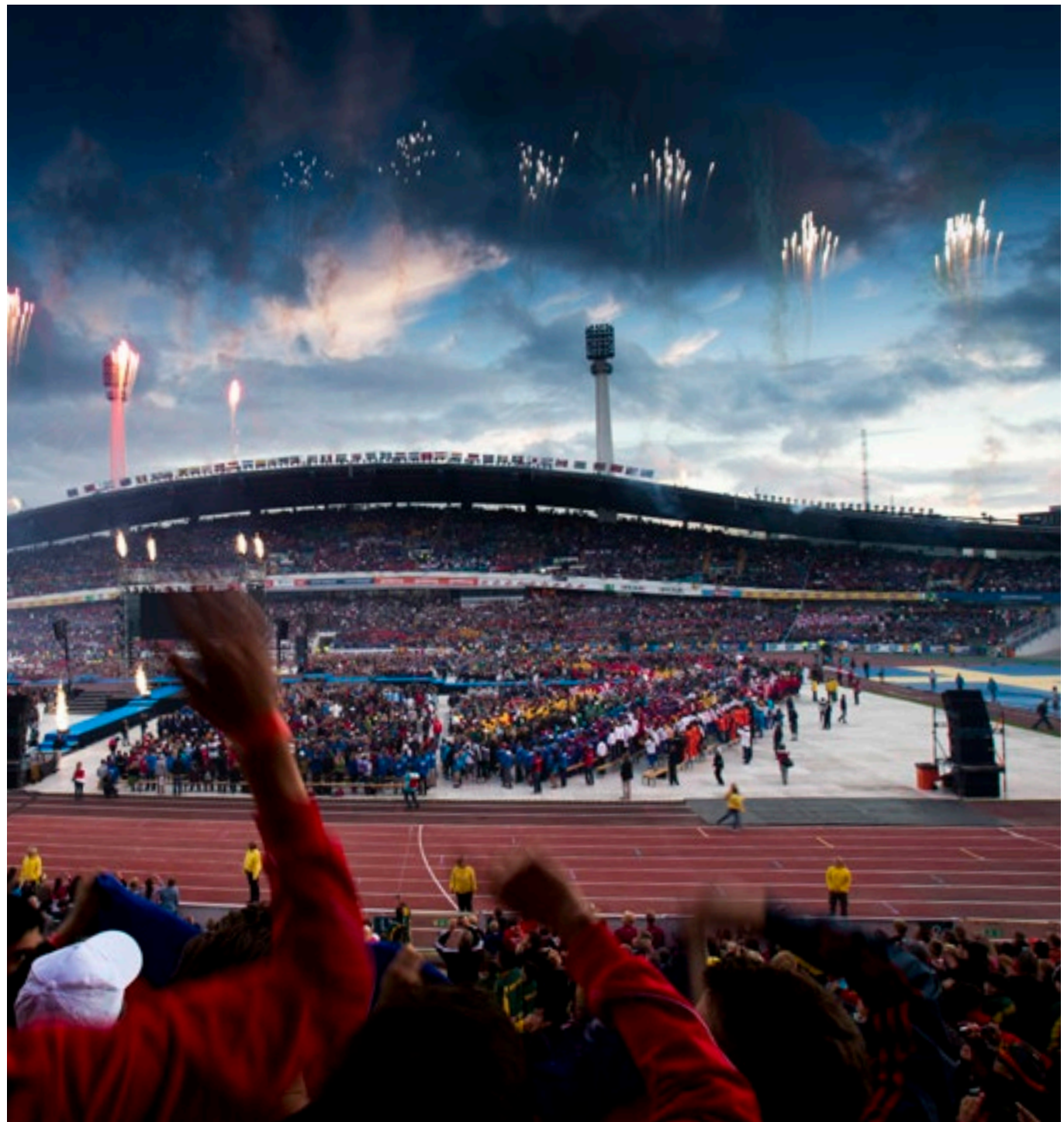
Gothia Cup is the world's largest and most international youth football tournament. Each year, around 1700 teams from 80 nations take part and they play 4500 games on 110 fields.

It's the teams, and participants from around the world that make the tournament unique. A meeting place for the world's youth, irrespective of religion, skin color or nationality, with football as the common denominator. Our organization consists of eight full-time employed staff and during the tournament works more than 2 500 people.

Gothia Cup was first held in 1975. The tournament was started by the football associations BK Häcken, GAIS and a local newspaper but has been owned since the early 80's entirely and solely by BK Häcken. Through the years, almost a million players from a total of 146 countries have participated in the tournament.

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**Watch the video ►**







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# Feskekôrka

The “fish church” is one of Gothenburg's most famous sights. The characteristic building accommodates an indoor market where you can buy day-fresh sea delicacies in all forms.

Feskekôrka was built in 1874 and was designed by city architect Victor von Gegerfelt. He was inspired by Norwegian wooden stave churches and Gothic stone churches. The idea was a construction that gives the opportunity to create a room without pillars.

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# Communication

International marketing & destination PR within Göteborg & Co works with getting people to discover and choose Gothenburg. This is done through inter alia international campaigns processing media and influencers.

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**Watch the video ►**







## PROOF OF MAYOR'S ENDORSEMENT

To whom it may concern,

I, Axel Josefson (the undersigned), endorse  
the application of Gothenburg (name of city) to the  
EU competition for the title of the European Capital of Smart Tourism 2020.

29/04/19, Gothenburg Axel Josefson  
DATE, PLACE NAME

[Signature]  
SIGNATURE



CITY STAMP