

## Gothenburg – city of events

**Over the past 20 years Gothenburg has made its name as a city where major sporting, entertainment and cultural events take place. Gothenburg's large arenas, loyal audiences and carefully planned strategy have made the city into a leading events venue. When there is something big on, the whole city joins in the party.**

The events district, not far from the main boulevard Avenyn (Kungssportsavenyn), is home to **Ullevi stadium, Scandinavium arena, the Swedish Exhibition and Congress Centre** (Svenska Mässan), **Liseberg amusement park, Universeum Science Discovery Centre** and the **Museum of World Culture** (Världskulturmuseet), which between them attract over 6.5 million visitors annually. Museums, theatres, shops, restaurants and hotels are all within walking distance. It is estimated that activities in the area as a whole yield an annual tourism revenue of SEK 4.5 billion, with Liseberg and the Swedish Exhibition and Congress Centre between them accounting for 90 per cent. A major concert at Ullevi is estimated to generate around SEK 50 million, with visiting tourists accounting for SEK 38 million.

The first big music event at Ullevi was the Rolling Stones concert in 1982, and the first big sporting event of modern times was the 1992 European Football Championship. Gothenburg has subsequently played host to a large number of major events, the biggest being the 1995 World Athletics Championships, followed by the European Championships in 2006.

Gothenburg's success as an events venue can be attributed partly to the proximity between arenas and partly to the close working relationship between the various players. The City of Gothenburg has succeeded in offering event organisers smart, simple solutions involving all relevant parties: hotels, transport companies, event venues, restaurants, local government services and institutions.

Regular annual events are crucial if Gothenburg is to be successful in staging the really big events that occur less frequently. Regular fixtures include the Film Festival, the Gothia Cup, the Gothenburg Book Fair (Bok & Bibliotek), the Gothenburg Horse Show, the Way out West music festival, the culture festival (Göteborgs kulturkalas) and the Science Festival (Vetenskapsfestivalen).