



GOTHENBURG 2020

gothenburg

Helena Lindqvist
Göteborg & Co



THE GOTHENBURG REGION

=

gothenburg

Gothenburg in numbers

1 028 000

Residents in the Gothenburg
Region

13 000

Hotel rooms

5 060 000

Guest nights (2019)

6 700 000

Passengers at Landvetter
Airport (2019)

57 000

University students

79

Cruise ships

170

Long-distance trains arriving each
day

4

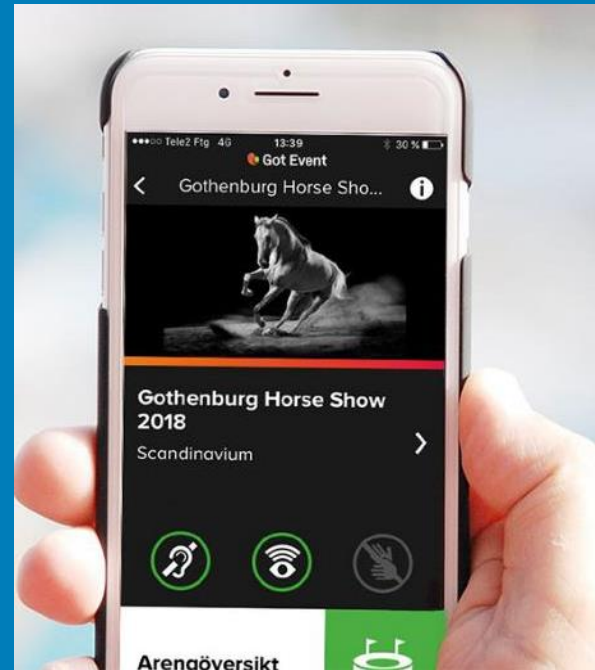
Michelin starred restaurants

3 000 000

Visitors at Liseberg
Amusement Park
(2019)







- 101 global sustainable ideas
- UN Sustainable Development Goals
- Nominate new ideas
- Share inspiration



101

SUSTAINABLE
IDEAS
for better
tourism

for tourism that get us closer to the
Sustainable Development Goals.

About the project

Digital development

Digital destination
data platform

Hybrid meetings &
events

Digital site visits

Experience Gothenburg
online



Sustainable tourism and a growing hospitality industry.

- **Easier entrepreneurship**
- **Job and competence**
- **Knowledge and innovation**
- **Accessibility**
- **Marketing & communication**

**Perspectives:
Sustainability, digitalisation,
place development and collaboration**

Strategi för hållbar turism och växande besöksnäring



Gothenburg programme – hospitality industry

Sustainable destination 2030

- Develop and create conditions for more attractive experiences and travel reasons.
- Stimulate the development of the destination's infrastructure.
- Meet challenges through developed collaboration.
- Strengthen the interaction between urban development and hospitality industry.
- Act as a frontrunner and enable innovation

Göteborgs Stads program för besöksnäringens utveckling 2022–2030

Hållbar destination 2030



An aerial photograph of Gothenburg, Sweden, featuring a prominent skyscraper in the center. The image is overlaid with a blue tint and white text. The text reads:

**Gothenburg invests
for the future**



- **The city will grow by a third by 2035**
- **New infrastructure and completely new city districts**
- **New hotels (4 000 rooms)**
- **Gothenburg Green City Zone**
- **Experience center World of Volvo**
- **Water park and new hotel at Liseberg Amusement park**
- **Gothenburg 400 years anniversary 2021 – 2023**





EUROPEAN
CAPITAL
OF **SMART**
TOURISM

GOTHENBURG 2020

Thank you!

gothenburg

Göteborg & Co is a municipal company, City of Gothenburg