

Göteborg's Story...



Göteborg Convention Bureau started in 1993, as a result of a market evaluation done by Göteborg & Co. The city's competitive profile was boosted when the congress hall at the Swedish Exhibition & Congress Centre opened in 1992.



Göteborg & Co is a private public company which acts as a leading international platform for cooperation on destination development. The aim is to promote and take part in the development of Göteborg as a tourist, congress and event destination.

Every 5th year Göteborg & Co conducts a careful survey of the perception and attitudes of the city as a tourism destination. Measuring visitor experience is the key mechanism for delivering qualitative experiences.

The ongoing process of investments being made in adequate infrastructure for the meetings

business is possible thanks to a long-term cooperation with strategic partners, the local and regional government, meeting industry and the universities.

Göteborg welcomes around 120+ meetings a year resulting in roughly 130,000 bed nights. The economical impact is around € 47,6 million in delegate spending (ie. accommodation, shopping, pleasure) and the overall targeted goal concerning economic performance is to show a growth in guest nights that is annually 2% higher than the development of the Swedish GDP.

Thanks to local and regional cooperation, as well as current infrastructure and previous successful meetings and events, Göteborg is able to attract new business as well as welcoming back earlier clients such as:

World Congress of Sociology – ISA
4,000 delegates
6 bed nights
€4.8 million delegate spending

European Committee for Treatment & Research in
Multiple Sclerosis –ECTRIMS
6,000 delegates
4 bed nights
€9.4 million delegate spending

