

## **This is Gothenburg**

Gothenburg is encircled by rocky shoreline, deep forests, tranquil lakes and the surging sea to the west. No other Swedish city gives such easy access to nature. Right on the doorstep are wide open spaces and magical islands. Four centuries ago, when the decision was taken to build a harbour city on the west coast, the ambition was to open up Sweden to the outside world. Building a city on Swedish marshland, wedged between Norway and Denmark, was no easy undertaking, but with the help of the Dutch, English, Scots and Germans the vision was realised. Today, Gothenburg is a flourishing green city with a vibrant cultural scene, world-class restaurants and a fascinating history. At the same time adventure is never far away. There is 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.

## **The accessible city**

Gothenburg is an open and accessible city. It offers almost everything you would expect of a cosmopolitan city – within walking distance. All you need is right in the city and you can get everywhere on foot – from the Central Station to your hotel, to the arenas, shopping, restaurants and nightlife. But it's not just close to everything; it's also easy to get here. Both international airports are just 20 minutes from the city centre and you can get direct flights here from more than 65 European cities.

Today, Greater Gothenburg is home to 970,000 people from almost every country on the planet. It is they who give the city its soul, its pulse and its unique atmosphere. In Sweden, Gothenburgers have a reputation for their friendliness and hospitality, and many who visit the city for the first time can attest to just how welcoming it feels.