
Gothenburg/Sweden

Gothenburg is situated at the heart of Scandinavia. The location on the Swedish west coast is ideal. Gothenburg is easily accessible from all over the world.

West Sweden is one of Scandinavia's most attractive tourist areas. Every year three million visitors are drawn to the sandy beaches, the Bohuslan archipelago, the forests and lakes. A recent poll revealed that Gothenburg is considered the most friendly city in Sweden. You will also find that virtually everybody speaks English, a fact that is appreciated by all visitors.

The region's relatively small scale has definite advantages: Short travel times and almost no traffic jams and close proximity to the beautiful countryside (it takes barely ten minutes for you to come to the forest or sea).

Telephone and time difference

Access code to USA: 001 (dial tone). To phone Sweden: 01146 followed by number to Gothenburg: 31 (that makes 01146-31-.....). Time difference (Eastern Daylight) plus 6 hours.

Climate

Gothenburg enjoys four distinct seasons: Winter, spring, summer and autumn. From March to October the climate is normally very agreeable, and the summer season from late May to late August sees many sunny days and temperatures up to 30 degrees C. (86 degrees F.) As a rule Gothenburg has a mild and temperate weather, during summer with temperatures between 15-25 degrees C. (59-77 degrees F.).

Museums

Gothenburg boasts 17 museums exhibiting arts, maritime history and maritime life, ethnographics, science and natural history. They offer a wealth of information for those wishing to learn a little more about Gothenburg, the Swedish and Scandinavia.

A parade of events

When it comes to large-scale entertainments Gothenburg has an advantage which can't be beaten anywhere in the world; everything happens in the middle of the city! The large Scandinavium arena and Ullevi stadium are close together, a stone's throw from Liseberg - North of Europe's largest amusement park - and Svenska Massan (Swedish Trade Fair) with its new congress and exhibition halls. What's more, these centres of entertainment and events are just a few blocks from the city's most notable street - Avenyn - with its hotels, theaters, concert houses and restaurants.

What to do in Gothenburg

"Avenyn"

Gothenburg's main street is called "Avenyn", the Avenue. It starts at the big square "Gotaplatsen", which in a way is the city's cultural centre as it is flanked by the Concert Hall, the Art Museum and the Municipal Theatre with the City Library as its neighbour.

"Avenyn" Follows the straight line north and is surrounded by leading hotels, an abundance of galleries, shops, restaurants, cafes, night-clubs, pubs and other services such as banks and post offices. It is a lively, bustling street with vendors, ice-cream kiosks, hot dog stands, street entertainers and pedestrians. The pulse of Gothenburg is felt most strongly here on "Avenyn".

Liseberg

Directly opposite the Exhibition and Congress Center is Liseberg. North of Europe's largest amusement park for children of all ages. The park offers various kinds of entertainment, beautiful gardens, recreations areas and variety of restaurants.

Simply taking a stroll enjoying the gardens and people-watching is enjoyment enough for many. Some of the attractions at Liseberg are unique: Balder (Scandinavia's highest Roller Coaster made of wood), the Flume Ride, the Space port are some examples.

Ullevi

Ullevi is the main arena for major outdoor events in Gothenburg, including the opening ceremony of Gothia Cup. In 1992, Ullevi was the main arena for the European Football Championship and in the summer of 1995 hosted the 5th IAAF World Championship in Athletics. Which is the third biggest

event in the world.

The sea

The west coast of Sweden has a magnificent archipelago. Thousands of islands are dotted along the coast all the way up to Oslo. Why not take a cruise to Vinga lighthouse, Gothenburg's outpost in the Skagerrak or visit the Elfsborg Fortress or the island of Marstrand just north of Gothenburg. There you can eat a Viking dinner at the Carlsten Fortress.

Paddan boats

The beautiful, fascinating harbour city of Göteborg has to be experienced from the water! And nothing could be more pleasant and relaxing than a tour on the famous Paddan boats. Step aboard in the city centre at Kungsportsbron. Free trip after 15.00. Other hours approx SEK 85: - per person.

Season: 1/5-7/9.