

Gothenburg is Sweden's face to the world, founded in 1621 by King Gustav II Adolf as a bridgehead in the west, with Norway to the north and Denmark to the south.

Built by German and Dutch ingenuity, made an international trading hub by English and Scottish merchants, it's home to the largest harbor in the Nordics. It's from here that almost a million emigrants once embarked for a brighter future in America.

Our city was and remains a unique, friendly & welcoming city, continuously voted by travelers & magazines as one of the top destinations to visit.

EST X 17

**GOTHENBURG**

— TOURS —



100% YOU.



Gothenburg Tours aims to be different. No two tours are alike. Every tour starts with *you*, your interests, expectations, goals.

We will offer you a 100% customized tour to make sure you get the most out of your precious time in our friendly city.

You'll get plenty of tips and recommendations if you stay on in the area after our tour. We pride ourselves on being inclusive, 100% you.

GOTHENBURG TOURS

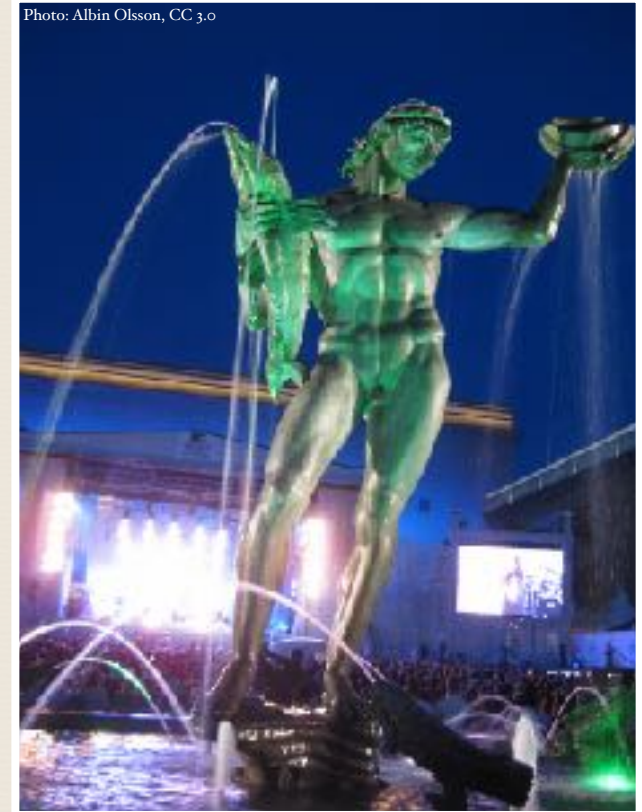
% Yäree AB, Brattenskogen 8, 430 84 STYRSÖ

+46 (0)31-350 01 01

[www.gothenburgtours.se](http://www.gothenburgtours.se)

WELCOME TO  
GOTHENBURG

Photo: Albin Olsson, CC 3.0



Our city has much to offer, whether you like to visit sights, enjoy a concert, fine dining, shopping, nature, or...

You tell us, we'll take you!





Gothenburg, city by the water: lakes, river & ocean.

Let's be honest: you can't expect to see it all during one visit. Gothenburg, while not a metropolis like Paris, New York or Tokyo, greater Gothenburg is home to over a million people across 3,700 km<sup>2</sup>. We have history to show you dating back to the Bronze and Iron Age. Not to mention countless treasures just a little further away, e.g. Bohuslän.

Gothenburg is continuously morphing, from an old trading harbor to an industrial hub with car manufacturing and large shipyards to the current city of services. Embracing our past, Gothenburg is looking forward, an exciting place for high-tech companies in the automotive and life sciences, a hub for modern dance and contemporary art, a fashion metropolis, and our local cuisine sports some of the best that land & sea have to offer.

We'll keep you busy for as long as you like. Question is: what do you fancy exploring?

# INSPIRATION...

Visiting a new city is exciting and scary alike. Your time is limited and there is so much to do, so much to see. You don't even know where to start. This is where we can help. See the examples below as inspiration. These are not "off the rack tours," just ideas. Visit our website ([www.gothenbertours.se](http://www.gothenbertours.se)) and contact us.

We are here to make the most of *your* stay in Gothenburg!



## GOTHENBURG AND THE ARTS:

Our local museums have a lot to offer, from our seafaring history, to East India Trading and our Design tradition. Combine visits to museums with some of our trendiest boutiques to shop for clothes before everyone else gets them. Enjoy a night at the opera, a modern dance performance or why not listen to our world famous symphonic orchestra?



Open the curtains to great shows: opera, concert or plays



Home to some of the hippest stores you'll find...

## GOTHENBURG AND NATURE:

How much time do you have? We have more nature than you can possibly imagine. From lush forests to amazing islands, and we can take to you see wildlife where you'll see hundreds of deer and peaceful lakes, or why not visit the archipelago or the city's many parks? Add good food and a bit of history, or why not visit a castle deep in the forest?



Just minutes from downtown are some amazing forests... Discover their beauty.



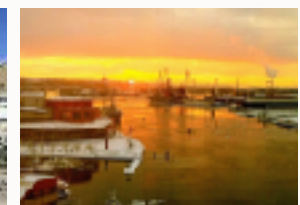
The Gothenburg archipelago is a sight to behold with lots to keep you busy.

## ARCHITECTURE AND INDUSTRY:

With a "recent" history spanning five centuries, there is a lot to see in Gothenburg. Our city is home to Volvo (with an interesting museum), we have a long naval history and loads of interesting buildings all around the city—from the "Lipstick", our old and new Opera Houses, 19th century to 1950s residential buildings, and the building site for the tallest skyscraper in the Nordics?



Götaplatsen is just one example of architecture through the ages



The Opera House, shipyards, Volvo, SKF and then some...