

A nighttime photograph of the Göteborg harbor. The sky is a deep blue, transitioning to a lighter blue near the horizon. The city lights are reflected in the water. In the foreground, there are several large cranes. In the background, a church spire is visible on the left, and a bridge spans the harbor. The text 'go:teborg' is overlaid in the center.

# go:teborg

Göteborg & Co är en del av Göteborgs Stad

Göteborg & Co:s uppdrag är att få fler att upptäcka och välja destinationen Göteborg. Det görs genom att i bred *samverkan* leda och driva *utvecklingen* av Göteborg som *hållbar* destination så att alla som lever och verkar här gynnas av en växande besöksnäring.

# 2030

har turismen till Göteborg  
fördubblats genom att vara en  
internationell förebild och alltid  
utmana hållbarhetsbegreppet  
i alla tre dimensionerna.

# European Capital of Smart Tourism 2020



*SUSTAINABILITY*

*ACCESSIBILITY*

*DIGITALISATION*

*CULTURE HERITAGE & CREATIVITY*



Strength through collaboration

go:teborg



Hållbarhet

go:teborg



2017 Leads

Leadership Award

Goteborg Conventio  
Bureau

Leadership Award 2019

GLOBAL  
DESTINATION  
SUSTAINABILITY  
INDEX



# GDSI resultat 2019

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## /GDS-INDEX TOP 10

#	DESTINATION	2019 SCORE	CHANGE
1	GOTHENBURG	89.6	⬇️
2	COPENHAGEN	88.0	⬇️
3	ZURICH	84.6	⬆️
4	GLASGOW	78.5	⬆️
5	AALBORG	76.2	⬆️
6	REYKJAVIK	75.8	⬇️
7	MALMÖ	75.6	⬇️
8	SYDNEY	74.9	⬆️
9	UPPSALA	74.3	⬆️
10	MELBOURNE	74.3	⬇️



GLOBAL  
**DESTINATION  
SUSTAINABILITY**  
INDEX

- Sustainability Strategy
- Energy and Emissions
- Waste
- Air Quality
- Transportation

• Green Areas



**City  
Environmental  
Performance**



- Corruption
- Inclusiveness
- Gender Inequality
- Health and Wellbeing



**City Social  
Performance**



- Hotels
- Airport
- Agencies (PCOs & DMCs)
- Restaurants
- Venues
- Academia



**Supplier  
Performance**



- Destination Strategy
- Governance and Reporting
- Capacity Building & Incentives
- Marketing and Business Development
- Accessibility



**Destination  
Management  
Performance**



Composed of 70 Criteria: For more information <https://www.gds-index.com/about>  
Aligned to UN Sustainable Development Goals  
Members of UN One Planet Program



<p><b>1</b> NO POVERTY</p> 	<p><b>2</b> ZERO HUNGER</p> 	<p><b>3</b> GOOD HEALTH AND WELL-BEING</p> 	<p><b>4</b> QUALITY EDUCATION</p> 	<p><b>5</b> GENDER EQUALITY</p> 
<p><b>6</b> CLEAN WATER AND SANITATION</p> 	<p><b>7</b> AFFORDABLE AND CLEAN ENERGY</p> 	<p><b>8</b> DECENT WORK AND ECONOMIC GROWTH</p> 	<p><b>9</b> INDUSTRY, INNOVATION AND INFRASTRUCTURE</p> 	<p><b>10</b> REDUCED INEQUALITIES</p> 
<p><b>11</b> SUSTAINABLE CITIES AND COMMUNITIES</p> 	 <p><b>THE GLOBAL GOALS</b> For Sustainable Development</p>			<p><b>12</b> RESPONSIBLE CONSUMPTION AND PRODUCTION</p> 
<p><b>13</b> CLIMATE ACTION</p> 	<p><b>14</b> LIFE BELOW WATER</p> 	<p><b>15</b> LIFE ON LAND</p> 	<p><b>16</b> PEACE AND JUSTICE STRONG INSTITUTIONS</p> 	<p><b>17</b> PARTNERSHIPS FOR THE GOALS</p> 

# Tillgänglighet

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## Melodifestivalen

Scandinavium

Fredag 7 feb. 2020, 19:00

Lördag 8 feb. 2020, 13:45



# Digitalisering

go:teborg



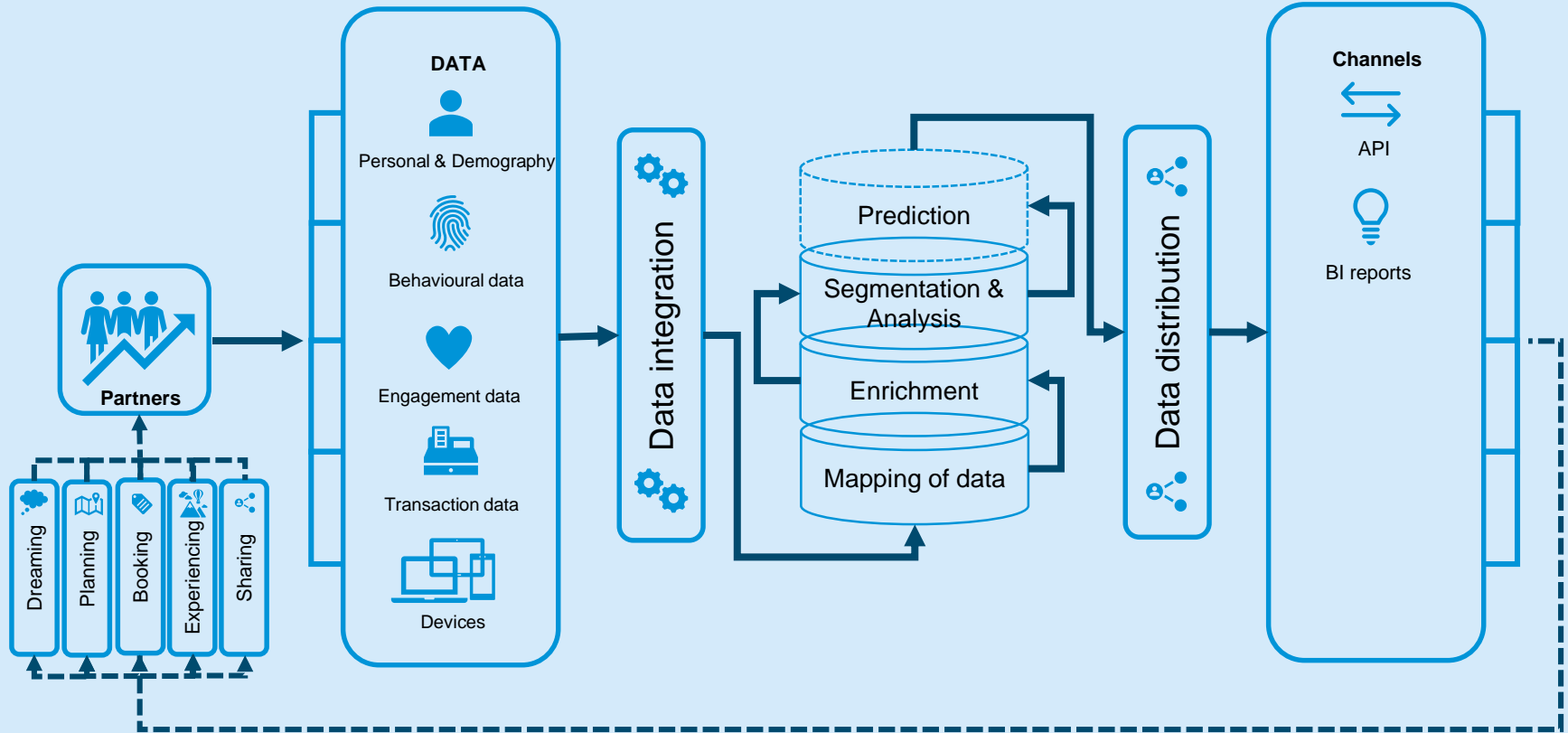
# Innovation Lab

- Destination Data Platform

go:teborg



# Destinations Data Plattform (DDP)



# Kulturarv och kreativitet

go:teborg





# Towards 2030 and beyond

- create and capture value

go:teborg



20:07 29-11-2019 @ Liseberg Amusement Park/Halloween


# Towards 2030 and beyond

- create and capture value

go:teborg

21:07 06-08-2018 @ EuroPride/Gothenburg Culture Festival





# European Capital of Smart Tourism 2020

EUROPEAN

CAPITAL

OF SMART

TOURISM

GOTHENBURG 2020

# Världens mest hållbara destination

go:teborg&co

95%

Certifierade hotellrum

100%

Certifierade konferensanläggningar

95%

Fossilfri kollektivtrafik

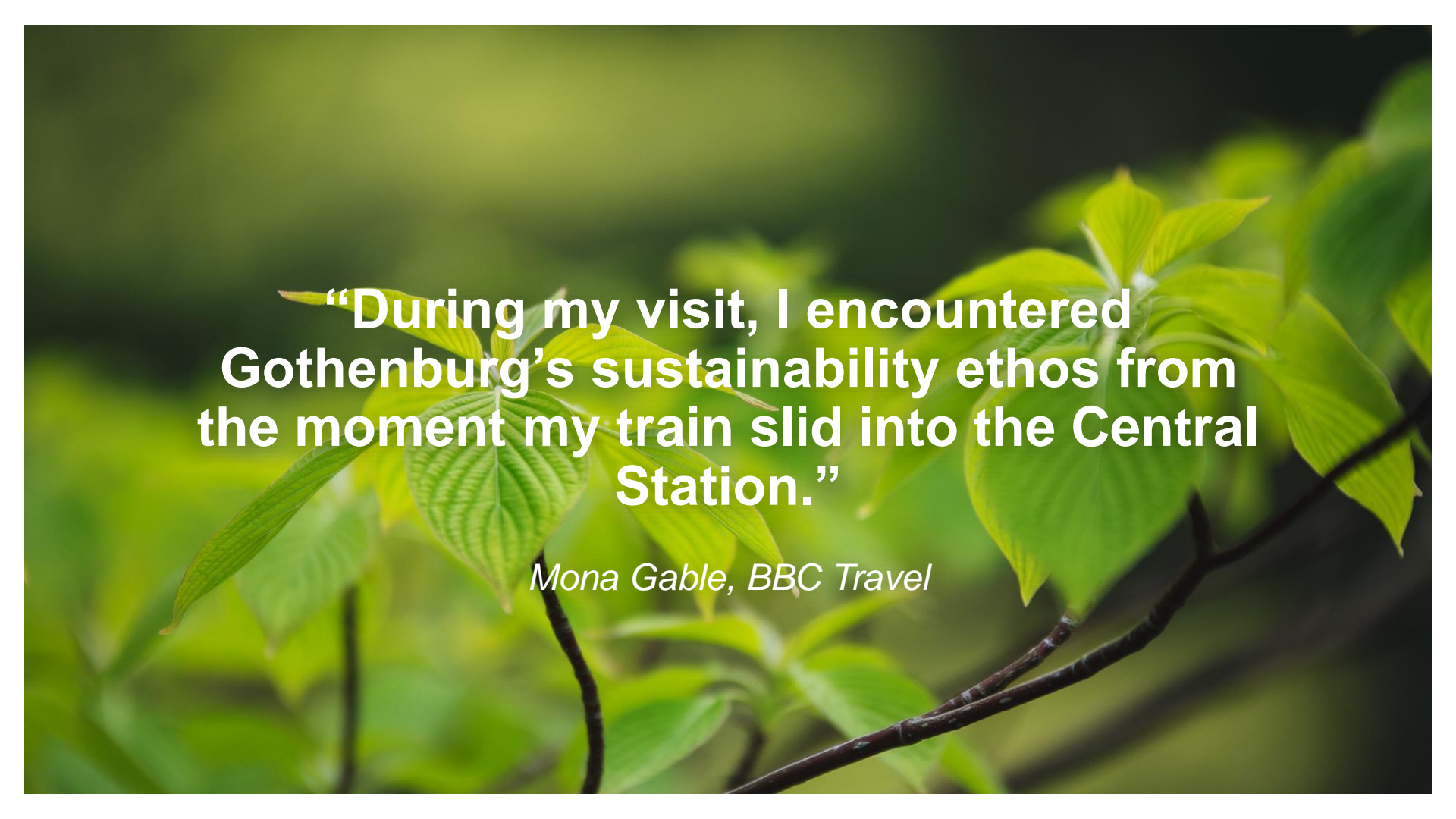
0%

Fossila CO2utsläpp från Landvetters egen verksamhet

“It is a city that has sustainability in its DNA and is always eager to share best practice.”

”They demonstrated that even as a leader there is significant opportunity to engage stakeholders and collaborate to create new solutions that accelerate environmental, social and economic development.”

*Guy Bigwood, Director of the GDS-Index.*



**“During my visit, I encountered  
Gothenburg’s sustainability ethos from  
the moment my train slid into the Central  
Station.”**

*Mona Gable, BBC Travel*

An aerial photograph of a city at sunset. In the foreground, a large, weathered bronze statue of a woman in a long dress stands on a pedestal. The city below is illuminated by the warm glow of the setting sun, with buildings and streets visible. A large body of water is in the middle ground, and a suspension bridge is visible in the distance. The sky is a mix of orange, yellow, and blue.

From Smart to Smarter