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Sightseeing by tram?

The distinctive Gothenburg trams have roamed the city since 1879. Discover the city in one of them, some of which are 120 years old. They are a natural part of the city's character, making it easy for you to discover many parts with only one ticket. It is also very popular to explore Gothenburg by public transportation. Just buy a ticket and jump on one of the trams that criss-cross around the city for a tour on your own. You can buy your ticket by tapping your bank card when entering the tram.

Did you know that Gothenburg has a tram museum?
www.ringlinien.org/en



Unwind and experience Gothenburg



14 Paddan canal boats
A fun and relaxed way to explore the city.




15 Hop-On Hop-Off Bus
Discover Gothenburg at your own pace.




4 Stinsen
Go sightseeing on a cute train on wheels.



20 Gothenburg Botanical Garden
One of Europe's largest botanical gardens.



12 Ocean bus
Explore Gothenburg's gems on land and then splash into the river with the amphibious bus sightseeing tour.



35 Let's boat on your own
Explore Gothenburg from the water and the canals that surround the city centre. Rent an electrical driven boat that takes up till 12 persons.

Kids?

Visit Scandinavia's largest amusement park **Liseberg** 22, explore a complete indoor rainforest at **Universum Science Centre** 24, go on board historic ships at **Maritiman** 2, or visit Swedish children's book character **Alfie Atkins' Cultural Centre** (Alfons Åbergs Kulturhus) 5. And don't miss **Maritime Museum and Aquarium** 34.

Planning on returning to Gothenburg?

If you plan to visit Gothenburg again you should know that the city is full of events, all year round. Enjoy everything from food festivals and garden exhibitions to cultural and sporting events. Browse through all of Gothenburg's events at goteborg.com/en/events.



Gothenburg Culture Festival
August–September
The city is transformed into a free culture festival for all ages.



Autumn and Halloween
October–November
Culture, food, farmer's markets and scary fun activities all around the city.



Christmas City
November–December
Thousands of lights, cosy markets and Christmas at Liseberg Amusement Park.

3

things you should try when in Gothenburg



Fika
The word "fika" basically means having a coffee or tea with a snack - but you will be surprised by how serious the Swedes are about it. Visit any café and dive into a micro-cosmos of buns and cakes.



Craft beer
With approximately 30 micro-breweries, Gothenburg is the Swedish beer capital. Stigbergets, Poppels and Dugges are just some of the city's renowned breweries. Of course, non-alcoholic alternatives are available.



Herring
Pickled herring is very typically Swedish and the locals enjoy it at Christmas, midsummer, Easter - and quite frankly all year round. The same goes for meatballs.

MAP IN ENGLISH

The best of Gothenburg in one day

FREE MAP

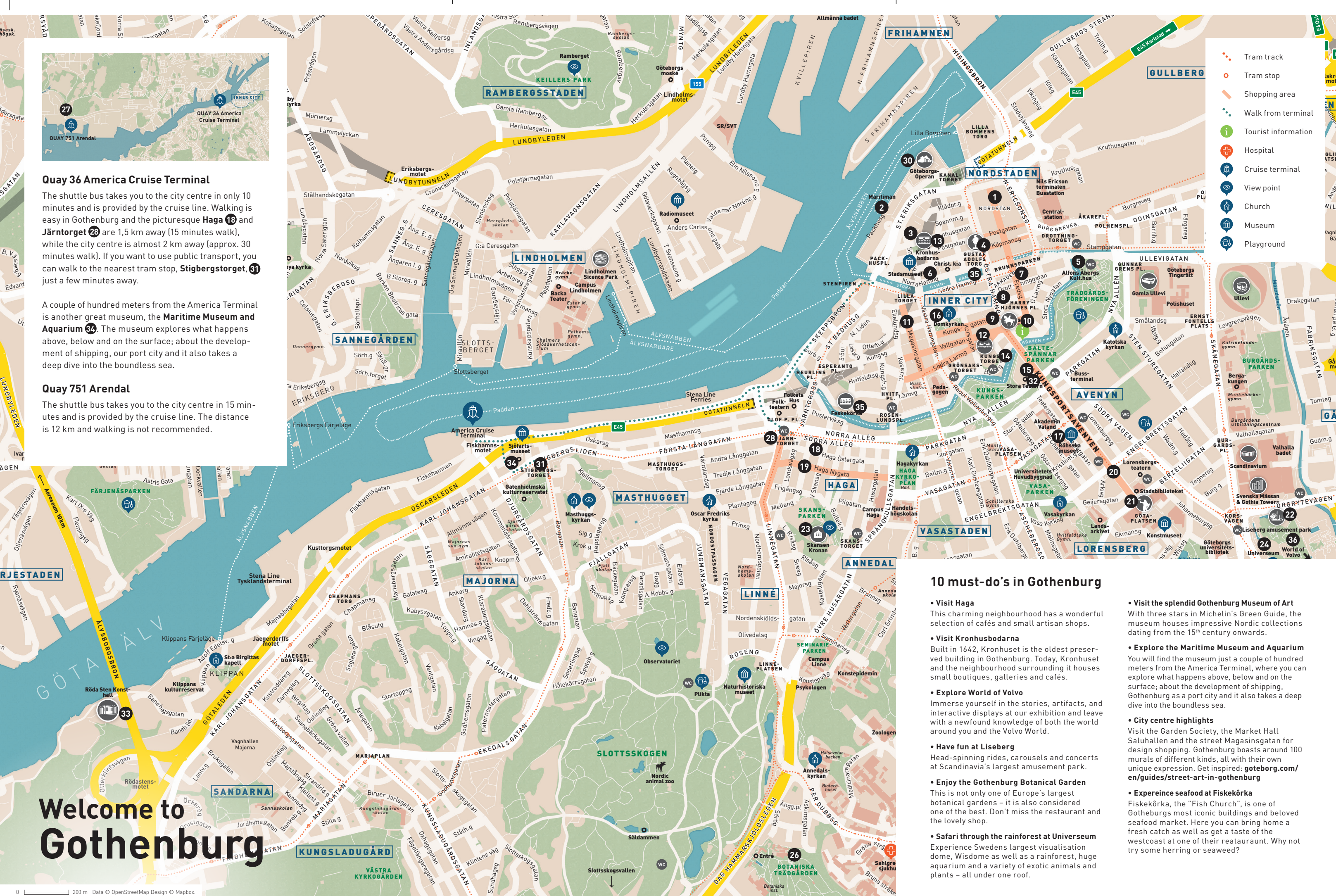
The most sustainable destination
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Quay 36 America Cruise Terminal

The shuttle bus takes you to the city centre in only 10 minutes and is provided by the cruise line. Walking is easy in Gothenburg and the picturesque **Haga 18** and **Järntorget 23** are 1,5 km away (15 minutes walk), while the city centre is almost 2 km away (approx. 30 minutes walk). If you want to use public transport, you can walk to the nearest tram stop, **Stigbergstorget 31**, just a few minutes away.

A couple of hundred meters from the America Terminal is another great museum, the **Maritime Museum and Aquarium 24**. The museum explores what happens above, below and on the surface; about the development of shipping, our port city and it also takes a deep dive into the boundless sea.

Quay 751 Arendal

The shuttle bus takes you to the city centre in 15 minutes and is provided by the cruise line. The distance is 12 km and walking is not recommended.

Welcome to Gothenburg

10 must-do's in Gothenburg

- **Visit Haga**
This charming neighbourhood has a wonderful selection of cafés and small artisan shops.
- **Visit Kronhusbadarna**
Built in 1642, Kronhuset is the oldest preserved building in Gothenburg. Today, Kronhuset and the neighbourhood surrounding it houses small boutiques, galleries and cafés.
- **Explore World of Volvo**
Immerse yourself in the stories, artifacts, and interactive displays at our exhibition and leave with a newfound knowledge of both the world around you and the Volvo World.
- **Have fun at Liseberg**
Head-spinning rides, carousels and concerts at Scandinavia's largest amusement park.
- **Enjoy the Gothenburg Botanical Garden**
This is not only one of Europe's largest botanical gardens – it is also considered one of the best. Don't miss the restaurant and the lovely shop.
- **Safari through the rainforest at Universeum**
Experience Sweden's largest visualisation dome, Wisdom as well as a rainforest, huge aquarium and a variety of exotic animals and plants – all under one roof.
- **Visit the splendid Gothenburg Museum of Art**
With three stars in Michelin's Green Guide, the museum houses impressive Nordic collections dating from the 15th century onwards.
- **Explore the Maritime Museum and Aquarium**
You will find the museum just a couple of hundred meters from the America Terminal, where you can explore what happens above, below and on the surface; about the development of shipping, Gothenburg as a port city and it also takes a deep dive into the boundless sea.
- **City centre highlights**
Visit the Garden Society, the Market Hall Saluhallen and the street Magasinsgatan for design shopping. Gothenburg boasts around 100 murals of different kinds, all with their own unique expression. Get inspired: goteborg.com/en/guides/street-art-in-gothenburg
- **Experience seafood at Fiskekörka**
Fiskekörka, the "Fish Church", is one of Gothenburg's most iconic buildings and beloved seafood market. Here you can bring home a fresh catch as well as get a taste of the west coast at one of their restaurants. Why not try some herring or seaweed?

THE CITY WALK

Enjoy the best of Gothenburg in two hours



Domkyrkan

The Gothenburg cathedral from 1633 is located in the heart of the city and is a majestic sight. **16**

Magasinsgatan

Have a "Swedish fika" or a bite to eat from a food truck. The city's trendiest district also offers great shopping. **11**

The Market Hall (Saluhallen)

Breathe in the aromas, sample the delicacies or tuck into an affordable lunch. **The Market Hall 12**, located on **Kungstorget**, has retained its old charm since 1888 and is a must for foodies.

Götaplatsen

Do like the sea god Poseidon and take in the view from the top of **Kungssportsavenyen 20**, the main boulevard (also called **Avenyn**). Here, you have the **Gothenburg Concert Hall**, the **Gothenburg City Theatre**, the **Gothenburg Museum of Art**, the **Contemporary Art Hall** and the **Hasselblad Center 21**.

Röhsska Museum

Explore historic and contemporary design and craft. Don't miss the surrounding city architecture. **17**



Haga

Stroll down this quaint pedestrian street and take a coffee break among the charming "Governor's houses" dating from late 19th century. You might even be tempted to try Gothenburg's biggest cinnamon bun! **18**

Skansen Kronan (next to Haga)

The fortress was brought into service in 1698, equipped with 23 cannons, but was never used in battle. Today the hill is a popular lookout point offering inviting views over the rooftops. **23**

The Fish Church

The Fish Church, Fiskekörka, is a beloved seafood market that gets its name from the buildings resemblance to a church. Dive into a world of seafood and taste something new from under the sea. **35**

Kronhuset

Take a stroll to the oldest building in Gothenburg, dating back to the 17th century. Sense the history and take a look in the artisan studios that ring the cobbled courtyard. **13**



LOOKING FOR SOME GREAT SHOPPING?

World class shopping and local design



Interior design and fashion

Start your walk at **Kungssportsplatsen 10** and head down the streets of **Kungsgatan 9** and **Vallgatan 12**. The charming area within the moat is home to a mix of small specialist shops and large chain stores. Be sure to visit the area around the street **Magasinsgatan 11**, well-known for its inspiring interior design shops, fashion and great street food.

Small boutiques and sweet treats

Continue to **Haga 19**, an area home to numerous small, sustainable boutiques that offer a mix of old and new. Stroll along the main street **Haga Nygata** and browse among a wonderful assortment of antiques, handicrafts, designer goods, books, children's clothing and vintage fashion. Don't miss the traditional clog and leather shop **Haga Trätoffelfabrik**, enjoy a good cup of coffee at one of the cafés, or treat yourself to a massage or Swedish sauna at the beautiful **Hagabadet spa 18**.



Discover the main boulevard

The next stop is the main boulevard, **Kungssportsavenyen 20** (also called **Avenyn**), which stretches from **Götaplatsen 21** to the bridge **Kungssportsbron** by the moat. The boulevard is lined with cafés, restaurants and popular bars. In the summer, **Avenyn** becomes even livelier as the pavements fill up with great spots to enjoy a coffee or drink in the sun. If you enjoy shopping you can find just about everything you need, and more besides, on **Avenyn** and its side streets.

A quick fix with style

Need to find great shopping quickly? The Swedish department store **Nordiska Kompaniet 8** is always a good choice. This exclusive store offers fashion, accessories, beauty and interior design. And while you're in the area – pop over to **Fredsgatan 7**, a street lined with international fashion brands just a stone's throw away. Walk for a minute or two and you'll enter one of Sweden's most popular shopping centres with 200 shops under one roof, **Nordstan 1**.



THE HISTORY WALK

400 year old buildings and modernist gems



The birth of Gothenburg

Experience the history of Gothenburg with the history walk. In 1621, King Gustavus Adolphus founded Gothenburg. At **the square Gustaf Adolfs torg 4** you will find the statue of the king once widely known as *The Lion of the North*. Walk 350 metres to see one of Gothenburg's oldest buildings, **Kronhuset** and **Kronhusbadarna 3**, dating back to 1654. The whole area is teeming with history, and today you will find a number of artisan shops for glassworks, pottery and other crafts here.

Visit a golden era

On your way towards **Haga 19**, you will see a lot of impressive 18th century buildings, reminding us of a time of great wealth. In particular, you should have a look at the building that now houses the **Museum of Gothenburg 6** at **Norra Hamngatan 12**. Once, this was the majestic home of the *Swedish East India Company* that traded large amounts of goods with China. The canal, built in the 17th century, was constructed with help from Dutch experts.

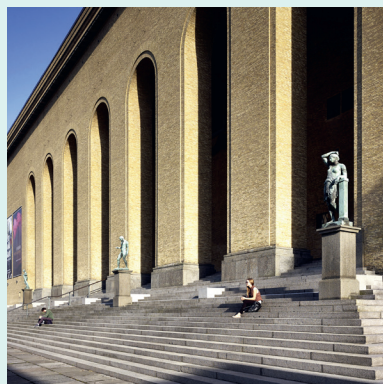


Haga – a unique neighbourhood

Arriving in **Haga 19**, you will notice a big change in architecture. Here, the main pedestrian street is lined with beautiful wooden houses. Many of these were built in the late 19th century and are unique to Gothenburg. If your legs are still strong, climb the stairs to the late 17th century fortress **Skansen Kronan 23** to admire an amazing view of the city.

An architectural masterpiece

From Haga you should head towards **Götaplatsen 21** on the main boulevard **Kungssportsavenyen 20** (also called **Avenyn**). On the way you'll pass the design museum **Röhsska 17**, full of historic design. At Götaplatsen you will find the **Gothenburg Museum of Art**, the **Gothenburg Concert Hall**, the **Gothenburg City Theatre** and the centre for contemporary art **Göteborgs Konsthall**. Between the beautiful Concert Hall and the City Theatre, you will also find Carl Milles' impressive sculpture **Poseidon 21** watching over the city.



Five good things to know when in Gothenburg



Sightseeing for all tastes

It is easy to walk or bike alone. You can also rent a kayak or a boat and explore the canals on your own. If you want to explore the city on two wheels, the bicycle-sharing system has more than 1,000 bicycles.

An almost cash-free society

Swedes love to use their payment cards. Cash is not uncommon, and some shops and restaurants don't even accept it. Therefore, we advise you to use your credit or debit card.

The home of Volvo

Gothenburg is the home of the Volvo car. In celebration of this heritage, the experience center **World of Volvo** will open in 2024. Immerse yourself in the stories, artifacts, and interactive displays at the exhibition and leave with a newfound knowledge of both the world around you and the Volvo World. Enjoy coffee or lunch and admire the wonderful architecture or take a trip down Volvos history in the interactive exhibition. (Opens on April 14 2024).

Need any extra info? Ask the Tourist Information Centre.

Here you'll get excellent face-to-face service, recommendations and advice. You will also find brochures, maps and souvenirs. We will be more than happy to help you experience the best of Gothenburg.

- Gothenburg Visitor Centre
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Fika

The word "fika" basically means having a coffee or tea with a snack – but you'll be surprised how serious the Swedes are about it. Visit any café and dive in to a microcosm of buns and cakes in this cultural Swedish experience.

Getting around in Gothenburg is easy, and accessible

The public transport system in Gothenburg is vast, and you can choose to use one of the distinctive trams, a bus or even a ferry. Buy a day ticket and explore the city without limits. All tickets and travel cards can be purchased at any of the public transport operator Västtrafik's sales outlets or in the app To Go. If you only want a single ticket valid for 90 minutes, you can tap your debit card on board the transport. If you want to explore the city on two wheels instead, the bicycle-sharing system has more than 1,000 bicycles: vasttrafik.se/en.



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