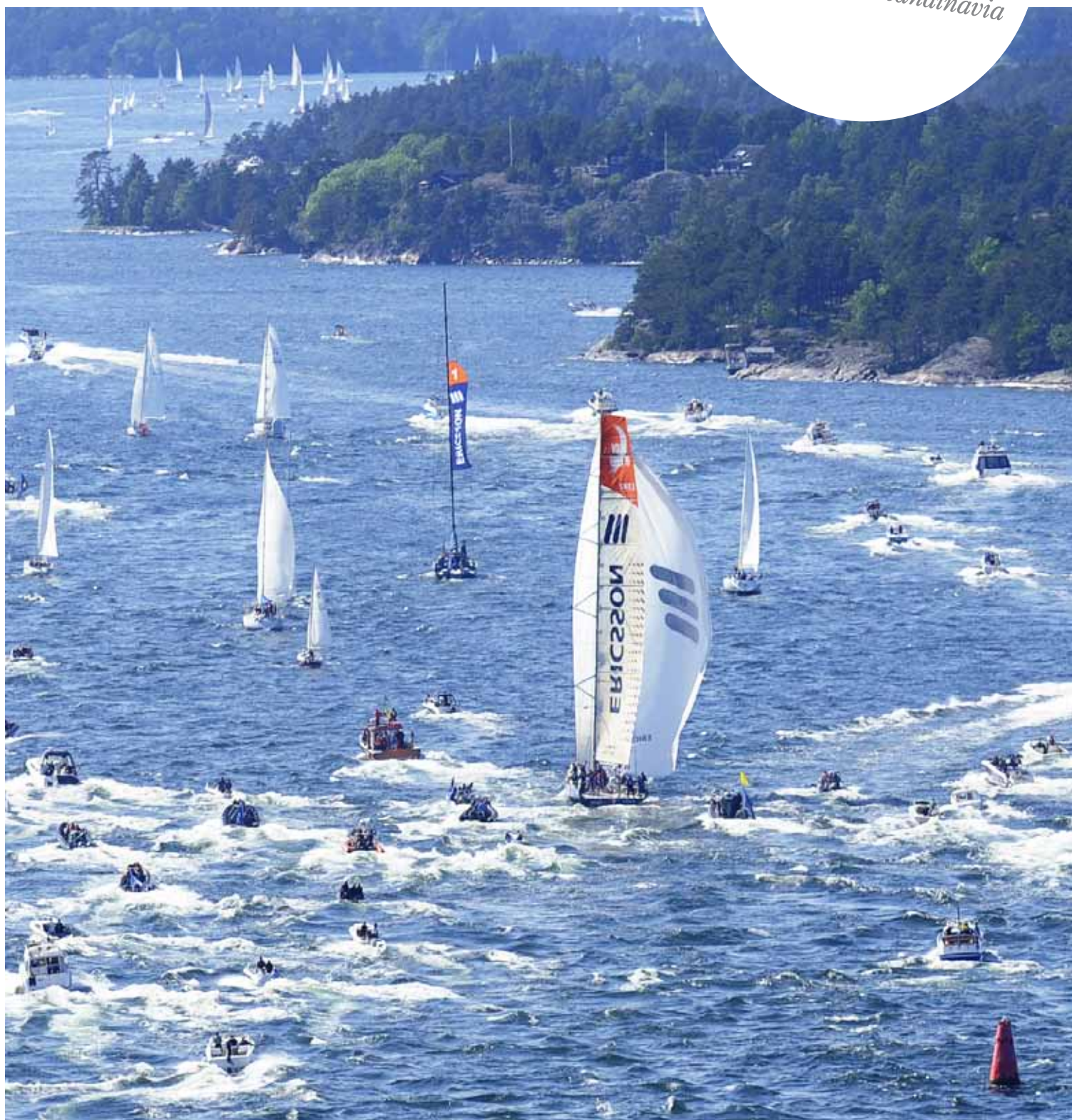


A worldclass city for events

Music, Culture, Sports & Exhibitions


Stockholm
The Capital of Scandinavia





Stockholm, a hot spot for events

Stockholm is the largest city in Scandinavia, located at the very heart of the region and its economic and cultural centre. This is the city that delivers a unique blend of vitality, elegance and charisma that is unbeatable.

There are literally hundreds of reasons why Stockholm is the perfect location for your next event. But rather than trying to get them all across at once, we've decided to focus on a few of the most important reasons: the attraction, the audience, the arenas, the accessibility and the experience.

The attraction

The beauty, the food, the shopping, the music, the design, the history, the culture, the clean water. There are many reasons why Stockholm is attracting ever-larger crowds of visitors.

This attraction of course makes Stockholm an even better proposition for any would-be event organizer, since people are more likely to visit an event in an appealing location.

Stockholm has been appointed the first European Green Capital 2010,

in recognition of the city's ambitious environmental policies, achieved result and future goals.

With sustainability high on the agenda for organizers as well as many travellers and companies, this will likely increase the attraction even further.

Environmental facts & figures

- 90–95% of residents live within 300 meters of a green area
- All trains and inner city buses run on renewable fuels
- Clean water to drink, to swim and fish for salmon in
- The green house gas emissions have been reduced by 25% since 1990
- The Stockholm-Arlanda Airport has reduced its CO₂ emissions by over 50% within four years
- Target of becoming a fossil free city by 2050



PHOTO: JENY ASSUR



The attraction • **The audience** • The arenas • The accessibility • The experience

The audience

Stockholm is a metropolitan city and the home of more than 20% of the Swedish population. Add the 32 million people that live within a 1-hour plane ride from Stockholm and you quickly realise that no event is too big for The Capital of Scandinavia.

Stockholm is the largest city in Scandinavia, and with 10 million visitors also the natural place towards which people from all over Scandinavia gravitate -

whether it's for business, sports, music and culture events. These factors conspire to make Stockholm a worldclass city for events.



The arenas

Stockholm presents an amazing range of arenas, facilities and exhibition centers of all sizes and for all types of sporting, cultural and entertainment events. And with a whole host of new arenas under construction during the next three years, it's safe to say that regardless of the size and theme of your event: the venue your looking for is in Stockholm!

Here's a small selection:

The Globe District, with four arenas and the upcoming Stockholm Arena (2012), is the largest and most important event arena in Scandinavia.

Stockholm International Fairs, one of the world's leading and most flexible organizers of meetings.

The Stockholm Stadion, built to host the 1912 Olympics, is the oldest Olympic Stadium still in use, and in top-notch condition.

Swedbank Arena (2012) will have the honor of being Sweden's national football arena and the largest in Scandinavia.

Stockholm Waterfront Congress Centre, right in the heart of the city centre, is one of the world's new leading venues for meetings, events and concerts.

Ericsson Globe

Capacity 16,000 for concerts and shows, 13,850 for Ice Hockey

The Stockholm Arena

Capacity 40,000 for concerts, 30,001 for football matches

Stockholm International Fairs

Exhibition space 70,000 m², congress facilities with up to 17,000 seats

Stockholm Stadion

Capacity 34,500 for concerts and shows, 14,500 for sport events

Stockholm Waterfront Congress Centre

Exhibition space 3,000 m², capacity 3,000 for meetings, events and concerts

Swedbank Arena

Capacity 65,000 for concerts, 50,000 for football matches

The accessibility

Stockholm is located right at the heart of the expanding Scandinavian and Baltic region. Multiple international airports and the busiest seaport of the Baltic Sea make getting to Stockholm supremely easy and convenient.

And thanks to the fact that we all live on a sphere, flight times from both Asia and North America are significantly shorter than for many other Central European destinations.

Upon arrival you will find that Stockholm's local communications, including environmentally friendly airport express trains, buses, underground, ferries and tram links, can transport large amounts of visitors quickly and glitch-free. The city itself is compact and cosy, so getting around is safe and easy, with most venues and hotels within comfortable walking distance.

Stockholm is equipped to accept large numbers of visitors with an ample supply of good and affordable hotels in all price ranges. And you can stay right in the heart of the city, no matter which alternative you choose.

In fact, Stockholm offers over 27,000 hotel rooms, which is almost twice the capacity of that of the second largest Scandinavian city. Many of the accommodation alternatives are Eco-labelled by the official Nordic eco-label system (The Swan).



The experience

Stockholm is Scandinavia's undisputed hot spot for events. This means that everything you need as an organizer, is already in place and has been tried and tested again and again.

Not to mention the fact that when hosting an event in Stockholm, you get access to a whole network of vastly experienced organizations and companies that help event organizers pull off thousands of sporting, cultural and entertainment events every year. All with traditional Scandinavian attention to detail, flexibility and efficiency. Adding excellent language skills, as most Stockholmers speak more than one language and English fluently.

Some previous events:

1912 Summer Olympic Games
1990 World Equestrian Games
1992 European Football Championships
1995 Ice Hockey World Championships
1996 European Athletics Indoor Championships
1998 Culture Capital of Europe
2000 MTV Europe Music Awards
2007 The Tall Ships Races
2008 EuroPride
2009 Volvo Ocean Race
2010 LOVE Stockholm

Some annual events:

The Nobel Prize
DN Galan, Samsung Diamond League
Stockholm Furniture Fair
Polar Music Prize
Stockholm International Film Festival
Stockholm Marathon
Stockholm Pride Festival
Mercedes-Benz Fashion Week
World Water Week
Stockholm's Culture Festival



PHOTO: BENGT WÄNBERG

Stockholm Event Network – your speaking partner

Our aim is to make your event a success – regardless of its size. We will be there for you from concept stage right through to realisation with professional guidance, knowledge and our solid network of contacts.

We act as speaking partners and assist you with everything from presentations, permits and contacts with various departments, companies and administrators within the city and of course our network of experienced partners that will help you with your event. What we offer you is experienced, highly informed, accessible help and advice – with no costs whatsoever to you. Contact us today!

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Stockholm Event Network partners. For more information www.stockholmevent.com



FOTO: SHUTTERSTOCK



FOTO: MATTON



FOTO: MIKAEL SJÖBERG

Stockholm – The Capital of Scandinavia

There are many reasons why Stockholm is the natural Capital of Scandinavia. One is that Stockholm is positioned at the heart of the region, and enjoys the benefits of a world-class transport infrastructure. Another is that Stockholm is the largest city in the largest country in Scandinavia. It is also where you find the most multinational companies, the largest stock market and, not least, the most visitors. People come to Stockholm for the food, the design and the music. Stockholm also offers a unique range of galleries and museums, and every year the eyes of the world are on Stockholm when the Nobel Prizes are awarded. Welcome to Stockholm – The Capital of Scandinavia.