



TOURISM & HOSPITALITY INDUSTRY IN UPPSALA



TOURISM & HOSPITALITY IN UPPSALA – INDUSTRY EXCELLENCE

A city shaped by people, for people

In Uppsala, the visitor economy brings together businesses and organisations across all 11 sectors, with nearly 3,500 people working every day to shape meaningful encounters with our visitors. Through pride, dedication and a strong sense of service, they are at the heart of creating experiences that resonate - moments that stay with people long after they leave.

This is a dynamic and diverse ecosystem, where retail, hospitality, dining, culture, sports and leisure, as well as transport and travel services, come together to form a vibrant and evolving destination.

Key factors

- Competitive and strong meeting, congress and event sector
- History and culture attract curious leisure travellers
- Strategic location with excellent accessibility

660+

active companies

3400+

employees

8+

billion SEK turnover

– The visitor economy plays a key role in creating vibrant public spaces and contributes to the overall attractiveness of a place, for both residents and visitors.





ATTRACTIVITY AND LOCATION

- International meeting place
- Strong accessibility and compact city
- Growing leisure destination

Uppsala is a place where people from all over the world come together for meetings, congresses and events. The city benefits from a strong academic and scientific environment, as well as modern conference facilities, arenas and hotels, all within walking distance.

With strong rail connections and close proximity to Stockholm Arlanda International Airport, Uppsala is highly accessible for both national and international visitors.

A growing number of international leisure travellers, drawn to Uppsala's historical sites and stories - from the city centre and Gamla Uppsala to a vibrant urban environment with a diverse cultural and culinary scene.

The city's compact structure supports efficient logistics, making it attractive for visitors across all segments.



LOCAL HEROES

- **Driven by people, passion and collaboration**
- **Unique experiences that attract and retain visitors**
- **Built on strong local knowledge**

Local entrepreneurs dedicated to their mission with unique experiences and services contribute to the distinctiveness of Uppsala's visitor economy and attract curious travellers from all over the world. An ecosystem built on collaboration and deep local knowledge connects people, businesses and opportunities.

Local hosts welcome specialists and experts to international congresses and site visits.

Innovative initiatives in the hospitality and tourism industry attract curious travellers looking for more than just a vacation. Experience the contrasts of modern outdoor concerts in the classic scenery at the Botanical Garden, rooftop walks at Uppsala Castle, sustainable and smart shared transport solutions, as well as local food and beverage experiences.



Photo: Alex Giacomini

LEGACY

- **Knowledge that creates long-term impact**
- **Meetings that drive innovation and progress**

Uppsala attracts leading researchers, experts, business leaders and representatives from around the world.

Through international congresses and meetings, new knowledge is shared and developed.

This knowledge becomes part of the local ecosystem, contributing to development and innovation - both today and for generations to come.



Photo: Alex Giacomini

ACADEMIC EXCELLENCE

- **A sector creating opportunities**
- **Driving growth, inclusion and employment**
- **Clear pathways from education to work**

The industry provides opportunities for entry-level jobs for young people and newcomers, supporting both growth and integration.

Vocational education and practical training create pathways to internships and employment in the industry.

INDUSTRY EXCELLENCE – THE ENGLISH BOOKSHOP

An award-winning independent bookstore specialising in English-language literature, The English Bookshop has been a cornerstone of Uppsala's cultural scene since 1995. With international recognition, including “Bookstore of the Year” at the London Book Fair, it combines a carefully curated selection with a strong community focus.

Through personalised service, book clubs and literary events, the bookstore has created a community and a vibrant meeting place for readers from across Sweden and beyond.

The English Bookshop attracts visitors from across the Nordics in search of its unique selection of English titles.



INDUSTRY EXCELLENCE – HOTEL VILLA ANNA

A locally owned boutique hotel in the heart of Uppsala's historic district, Hotel Villa Anna is known for its charm, attention to detail and highly personalised service. Guests are welcomed into a warm, intimate setting that blends classic design with modern comfort.

The hotel's restaurant is an integral part of the experience, offering refined dining that has earned recognition in the White Guide.

With a limited number of rooms, Villa Anna offers an intentionally exclusive and highly personalised guest experience.



INDUSTRY EXCELLENCE – KALIBER LIVE ENTERTAINMENT

Since 2020, Kaliber Live Entertainment (KLBR) has rapidly established itself as a leading concert promoter in Uppsala, delivering a wide range of live events across the city's venues. With around 200 events annually, they attract tens of thousands of visitors each year.

From major concerts at Botaniska trädgården featuring artists such as Håkan Hellström, John Fogerty and Veronica Maggio, to an extensive summer programme at Parksnäcken, KLBR plays a key role in shaping Uppsala's live music scene.

In just a few years, KLBR has become one of the most influential drivers of large-scale live entertainment in Uppsala.



INDUSTRY EXCELLENCE – SIRIUS FOTBOLL

IK Sirius Fotboll is Uppsala's premier football club and a central part of the city's visitor economy. Playing at Studenternas IP, the club draws an average of around 7,000 spectators per match, with peak attendance exceeding 10,000.

On match days, the presence of Sirius extends well beyond the stadium, as fans in blue and black fill the city, contributing to a vibrant and distinctly local atmosphere.

Match days generate significant activity for local restaurants, bars and transport services across the city.



INDUSTRY EXCELLENCE – AKTIVT UTELIV

Aktivt Uteliv connects residents and visitors with Uppsala's natural surroundings through year-round outdoor experiences. Based at Sunnerstastugan near Lake Ekoln, the company offers activities ranging from beaver safaris along the Fyris River to mountain biking and cross-country skiing.

With guided tours, events and equipment rentals, Aktivt Uteliv makes nature accessible, engaging and easy to explore for all levels of experience.

Beaver safaris along the Fyris River offer a rare opportunity to experience wildlife just minutes from the city centre.



INDUSTRY EXCELLENCE – HÖGBERGS BUSS

Högbergs Buss has been providing reliable and comfortable transport services in Uppsala and the surrounding region since 1977. Serving commuters, events and group travel, the company plays an important role in regional accessibility.

Through the concept Upplandsturen, they also cater to international visitors, offering guided experiences that combine transport with storytelling and local insight.

With nearly five decades of experience, Högbergs Buss is a well-established partner for both local and international travel in the region.



Photo: Högbergs Buss

INDUSTRY EXCELLENCE – TRILLER MAT & BRÖD

Triller Mat & Bröd is an established restaurant and bakery company in Uppsala, combining artisan baking, café culture and full-service dining. With locations such as Klostergatan 5 and Svintorget, the company has become a recognised part of the city's culinary landscape.

A strong focus on quality ingredients and craftsmanship defines the offering, from freshly baked bread to seasonal dishes. Founder Lotta Triller is also the creator of the Linnébullen—a local speciality inspired by Carl Linnaeus.

The Linnébulle has, over time, become a small but beloved culinary symbol of Uppsala.



INDUSTRY EXCELLENCE – LÄNNA BRUK DRYCKESHANDEL

Located just outside Uppsala, Länna Bruk Dryckeshandel is a destination for beverage enthusiasts and curious visitors alike. Offering a wide selection of drinks, the site combines retail, production and tasting experiences in a unique setting.

Many visitors arrive via the historic Lennakatten steam train, adding to the overall experience. On-site production of locally brewed beers and handcrafted wines makes each visit both a tasting journey and a celebration of regional craftsmanship.

As a tribute to Uppsala, Länna Bruk has launched a beer collection inspired by its city districts, each label featuring historical photographs sourced in collaboration with Upplandsmuseet.



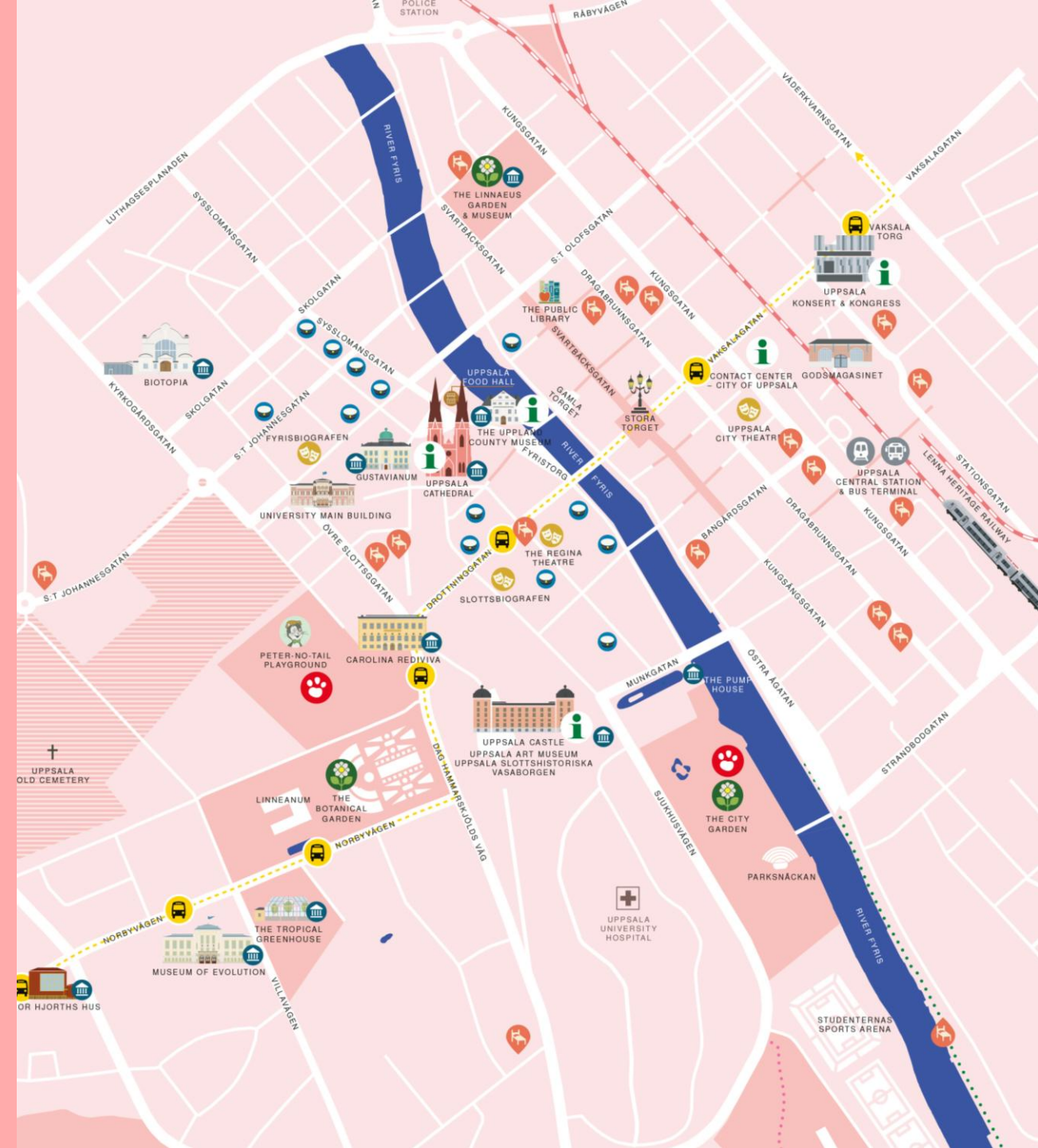
SOCIETY AND CULTURE IN UPPSALA

- **Strong collaboration across sectors**
- **Clear sustainability ambitions**
- **Building a world-class destination together**

Businesses are located across the city centre, urban districts, retail areas and rural environments. In Uppsala stakeholders work collaboratively and in a structured way towards ambitious sustainability goals within areas such as water consumption, waste management, transportation, inclusion and accessibility.

Established networks within Destination Uppsala, Uppsala Convention Bureau and Uppsala City Samverkan create a strong ecosystem for ongoing dialogue, industry seminars, hotel and restaurant forums, and safety initiatives. World class Uppsala is a network where private companies come together with the public sector to strengthen Uppsala's city brand by supporting events and initiatives.

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THE INNOVATOR CENTERED ECO-SYSTEM



PAY-IT- FORWARD CULTURE

Uppsala ●