

# BRAND F2F – Göteborg, Sweden!

Dear BRAND-people, welcome to Göteborg, and the best coast of Sweden despite what they say in Stockholm. To ease your visit, I prepared some short instructions and tips on how to get to the hotel, venue and what to do while in leisure time (beer) near Panorama. For general tourist info there is a very good site: <https://www.goteborg.com/en/>

## 1. Airport to the hotel (Panorama I assume is the one most of you used).

- a. Best option is the airport busses (flygbussarna). Unless you take taxi of course from airport directly to the hotel but this is costly (at least 50-60 Euro I think). For airport bus, either you buy the ticket at the bus in the airport, or buy it in advance online (my recommendation is to buy online). Ticket is valid for one-way trip but you don't have to specify what time. Pre-book here <https://www.flygbussarna.se/en/>. It is about 10 Euro one-way, on the link you can also find time-table but they leave quite often.
  - i. From: Göteborg Landvetter Airport
  - ii. To: Korsvägen / Svenska Mässan
  - iii. Vice versa when going back

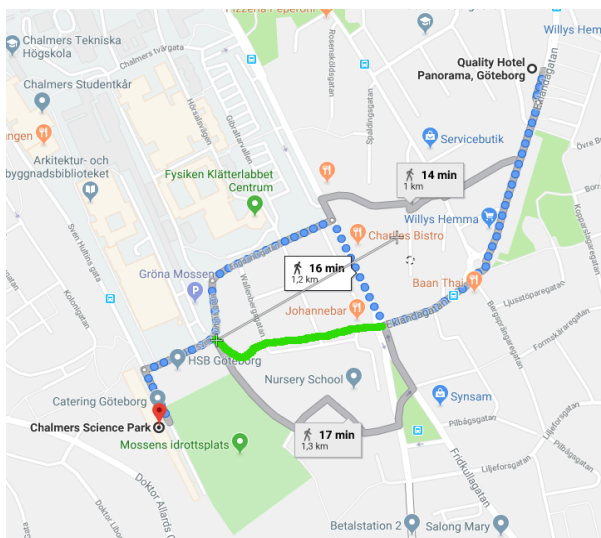
This ride is about 20 minutes.

- b. Once at “Korsvägen” you can either walk about 1 km in 10 minutes to the hotel (most convenient), take a taxi (can be tricky to find at Korsvägen), or take a bus.
  - i. Walking: <https://goo.gl/maps/EHh8Shm3G1MUVxsr9> in the south-ish corner of Korsvägen (south of “A” in the photo below) there is the start of a relatively steep street “Eklandagatan” which you can just walk all the way to the hotel which will be on the right-hand side after about 1km. (My recommendation, it is most convenient)
  - ii. Bus: Take the number “52” towards “Linnéplatsen” (will be displayed at the front of the bus in the window). It leaves from bus-stop “A” which is in the southwest-ish side of “Korsvägen” (see photo and landmark->). You get off on the second stop called “Utlandagatan” and the hotel should be maybe 100 meters straight up the steep street you're already on. To pay for the bus you can download the app to your phone “Västtrafik ToGo” where you can easily buy tickets with your credit card (I use this personally). A ticket is 28 SEK (roughly 3 Euro and valid for 1.5 hours in Göteborg-region)



## 2. Hotel to venue at Chalmers University (Chalmers Teknikpark (Science Park))

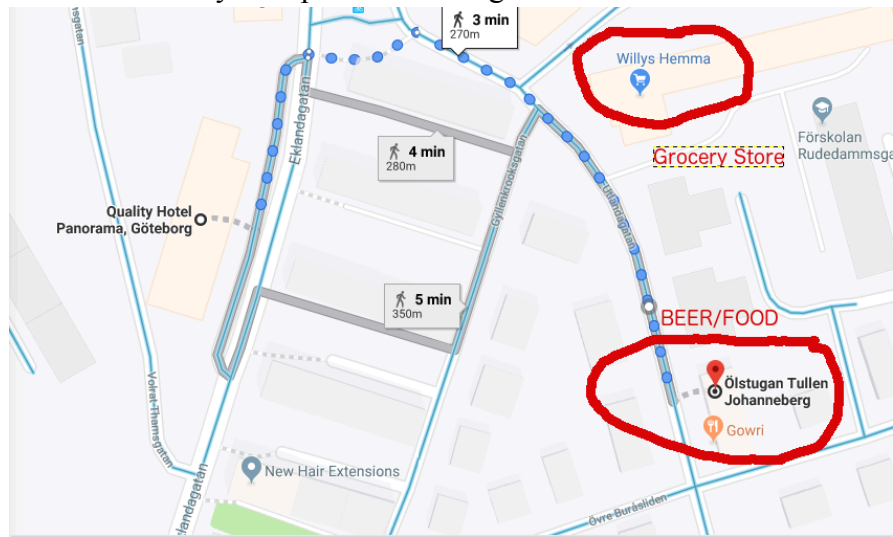
Walking is absolutely the easiest <https://goo.gl/maps/Bhf6FgYXcMiXKbqj9>. The bus can take you one stop closer to Chalmers than the one you got off, same bus, same direction (if you took the bus from Korsvägen). But I highly recommend walking (*bring small umbrella* if it decides to rain, as the weather is quite unsteady these days). In google maps there is not a suggested walk path along the green markings that I added below in the left figure, but this is the best route (quickest) and just straight ahead after you walked up the “Eklandagatan”. In google street view you can see two strangely shaped houses (one orange and one black shown in the right figure, you will enter that street from the right where the green is marked). Walk past those strange buildings and let’s meet outside the entrance that says “Chalmers Teknikpark”, which is along the red marking in the figure, let’s meet there at 8.50-9.00. The venue room is called “Apollon” for any late-comers and if you enter the that building (red marking) and ask for that room, the people there can guide you.



## 3. What to do near Panorama (beer)

The most important point. Closest beer/good food venue (they serve classic Swedish cuisine usually, and some outliers) is “Ölstugan Tullen”. It is 3 min walk from Panorama: <https://goo.gl/maps/6m16CLrJNdsponyHz9> and it is on a smaller street off of “Eklandagatan” just north-east of Panorama. It is open until 1 AM at night every day. They have a wide selection of Swedish beers. I really like this place, and if the weather is good enough they also have an outside patio. On the way to “Tullen” there is a grocery store called “Willys Hemma” where you can buy food, water etc if you want to bring to hotel, see figure below. Remember that beer in Swedish grocery stores are limited to 3.5 %. To bring beer/wine stronger than that with you home/hotel, you have to go to “Systembolaget”, which usually closes at 6-7 PM on weekdays, 3 PM Saturdays and closed on Sundays.

Another good place with food and drinks is “Foxes” located closer to Chalmers: <https://goo.gl/maps/qZbJLHCTfax4k95e6>. This is about 15-minute walk from Panorama and also a very nice place with Burgers and Beer etc.



/ Jonas