

From Slow Days to Fast Profits

Lotta Carlsbogard

Wednesday 7 October 2015



Liseberg
Sweden
6-8 Oct. 2015

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Euro
Attractions
Show



Liseberg, Gothenburg
Sweden, 6–8 Oct. 2015

Be Thrilled.

AGENDA

- This is Liseberg
- 2000: The beginning
- Background
- The numbers – and the challenge
- The Solution: A new masterplan
- Christmas at Liseberg
- What we learned
- The next evolution: Halloween

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Sweden, 6–8 Oct. 2015

Be Amazed.
Be Captivated.
Be Refreshed.
Be Thrilled.
Be United.

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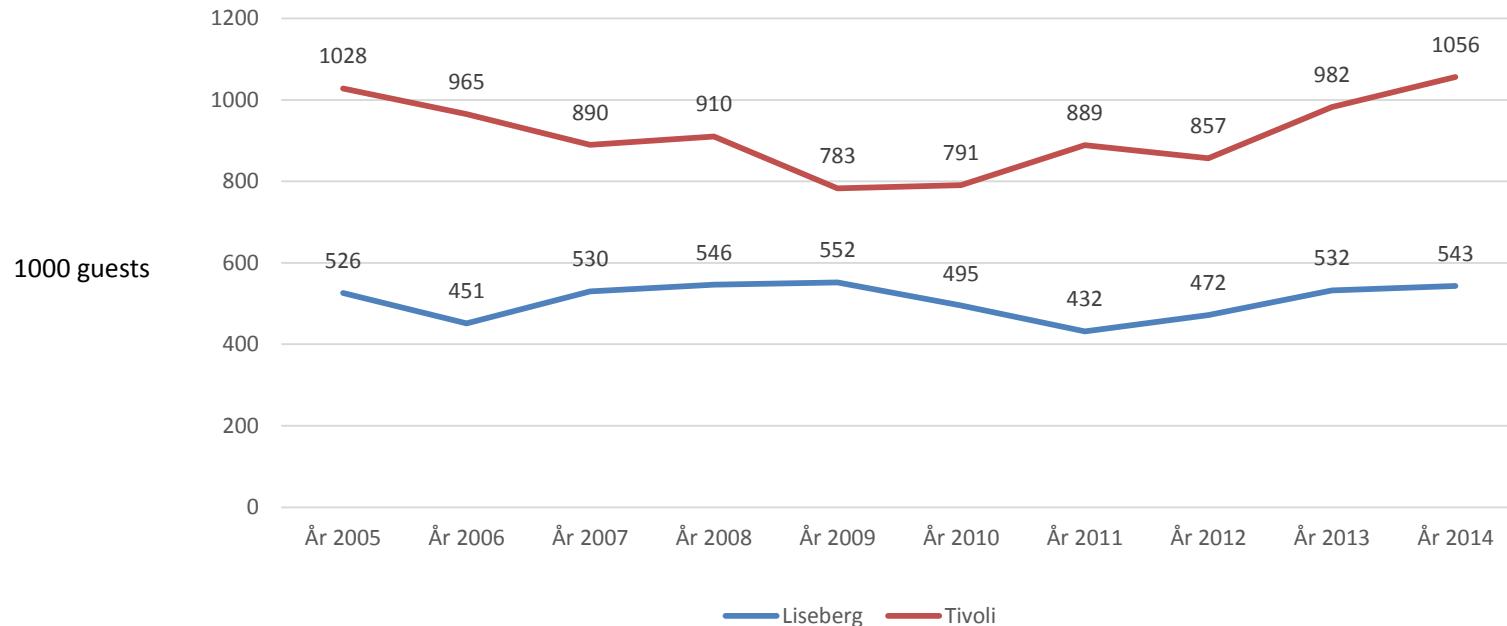
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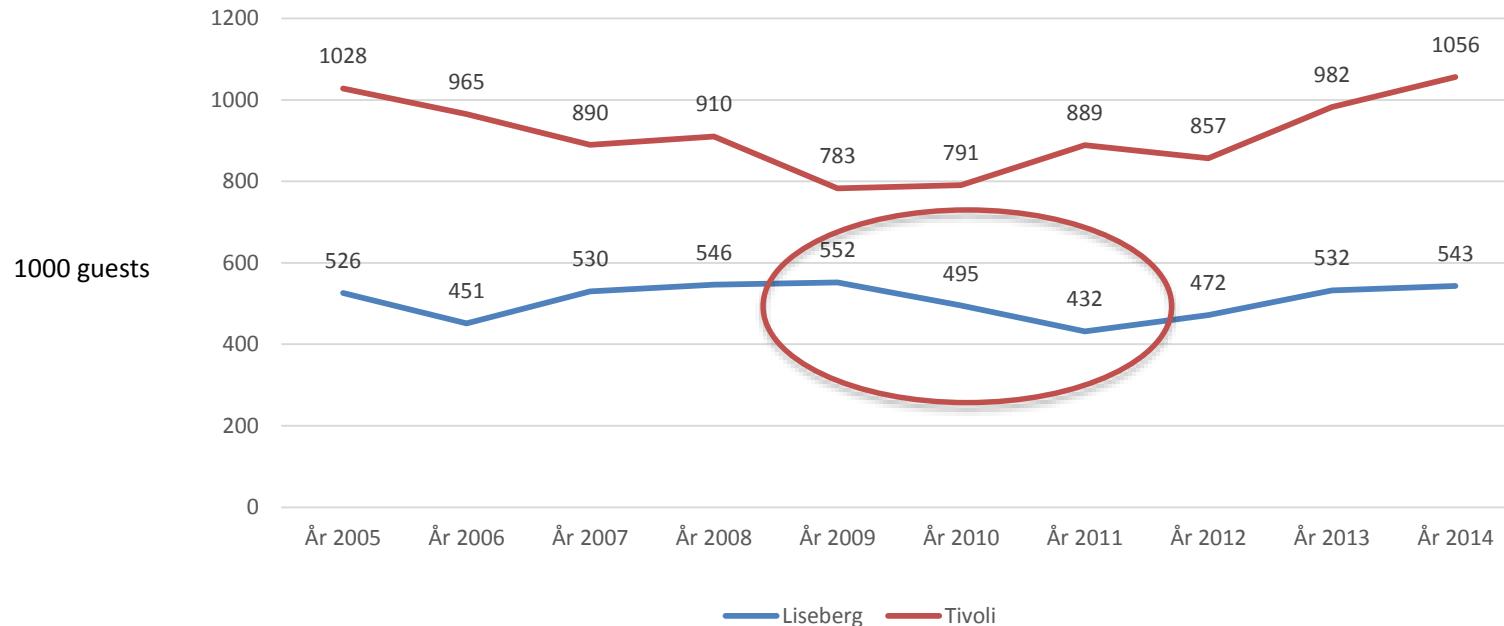
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THE NUMBERS



Liseberg has 33 opening days, 17t guests on average, Tivoli has 52 opening days, 20t guests on average

THE CHALLENGE



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WHAT WE LEARNED

- Do it right from the beginning
- Be inspired – but do not copy
- Be unique, be consistent
- Stick to the storyline/master plan – and invest!
- Don't take the guests for granted in a regional market

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Liseberg
HALLOWEEN

24 OKT – 1 NOV





A close-up photograph of a woman with blonde hair, wearing a blue denim jacket and a small star-shaped earring. She is screaming with her mouth wide open, looking upwards and to the side, suggesting she is on a roller coaster or experiencing intense excitement. The background is a clear blue sky.

THANK YOU

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