

—
2017-2018
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Liseberg

COMPANY PRESENTATION

WELCOME!

Lots of joy ...

LISEBERG AB OPERATES Liseberg amusement park, in the centre of Gothenburg. The amusement park opened during Gothenburg's 300th anniversary exhibition in 1923, and has been owned by the City of Gothenburg ever since. Today, the amusement park has 40 rides and attractions, as well as games, music stages, a dance floor, indoor arenas and a large number of restaurants and cafés – all set in green parkland.

There is accommodation close to the amusement park, comprising a hotel, cabins, camping and bed & breakfast. The accommodation facilities are open all year round, as is the Rondo Dinner Show venue.

THE AMUSEMENT PARK has three seasons: the summer season, which runs from April to early October; the Halloween season, when the park is open from mid October to early November; and Christmas at Liseberg, which starts in mid-November and continues until New Year. Liseberg is also open for conferences and corporate events all year round.

Liseberg takes great pride in ensuring that the park offers something for all

its guests. For the youngest of all there is the Rabbit Land, full of wonderful rides that make you a little dizzy, and for older kids and brave adults there are Liseberg's challenging world-class rides, such as Helix, Balder, AtmosFear and Loke.

LISEBERG ALSO ORGANISES many concerts, and during summer there is a wide selection of daily performances, from popular Gothenburg bands on the Taubescenen stage, to international stars on the Stora Scenen stage – all included in the admission price. Polketten dance floor also offers the opportunity to dance or take dancing lessons almost every day of the week.

The traditional Scandinavian pleasure garden from which Liseberg grew is lovingly preserved in the gardens and planted areas, with exuberant flower beds surrounding green spaces that are perfect for a picnic. The wide range of entertainment, cosy cafés and high-quality restaurants create a setting that also appeals to guests who are not fans of fast rides.



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... horror mixed with excitement



HALLOWEEN – A GREAT SUCCESS

In the storm-swept park, with three horror mazes and grim characters who prowl the darkest areas, Halloween offered an experience unlike any other.

IT WAS 16 YEARS since Liseberg last launched a new season. That was Christmas at Liseberg, which was a hit right from the start. So it was time again in autumn 2015. Halloween at Liseberg was intended to bring a little more excitement to Gothenburg in autumn season – and it certainly did that!

WHEN LISEBERG OPENED for Halloween an autumn storm had just swept through the park, leaving Liseberg wind-torn and strewn with debris.

During the day, the park was filled with kind witches and lots of sweets, but as darkness fell, phantoms and shadowy characters spread fear among the visitors.



LISEBERG AT A GLANCE

A figure sometimes says more than a thousand words.
Not least about Liseberg.

Guest satisfaction



92 per cent of Liseberg guests are satisfied or very satisfied with their visit. This is shown by our surveys of Liseberg guests, who gave the experience a rating of 4 or 5.

Guest nights



258,000 guest nights were spent in accommodation at Liseberg in 2016.

Candy floss



An amusement park without candy floss is no real amusement park. In 2016, Liseberg guests ate 115,140 pieces of candy floss.

Visitors



Liseberg amusement park is visited by around three million guests each year. In 2015 and 2016 the park was a little more popular, and 3.1 million guests let us entertain them.

Number of employees at Liseberg



Liseberg employs:

400
FULL-TIME
STAFF

And almost:

2,400
SEASONAL EMPLOYEES

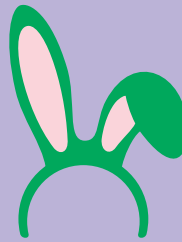
Rides & Attractions

38

The total number of attractions that Liseberg offers its visitors.



Rabbit ears



46,491

The number of rabbit ears sold in 2016.

Liseberg aims high



146

METRES ABOVE SEA LEVEL

The highest point at Liseberg is the free-fall attraction, AtmosFear. The view is a real treat, if you dare to keep your eyes open.

Liseberg values

SAFETY
thoughtfulness
QUALITY
JOY
creativity



“IT IS A PRIVILEGE TO MANAGE LISEBERG”

Seven years ago, I left an exciting and demanding job to become a public servant. I had landed my dream job: CEO of Liseberg, Gothenburgers' own amusement park.

Accepting the job at Liseberg meant saying goodbye to a fantastic job as Executive Director of IAAPA's European operations. Yet the choice was very easy. Liseberg was my dream job. This wasn't because the amusement park is beautiful and well-maintained with huge potential for development. No, the main reason was that Liseberg is more than just an amusement park. Liseberg is something bigger. It's an institution. A cultural treasure to be managed and cared for with respect.

LISEBERG HAS BROUGHT joy to Gothenburgers and tourists for almost a hundred years. The park is owned by the City of Gothenburg, an owner with a long-term perspective that takes into account environmental care and diversity to the same extent as profit and brand building.

I hope Liseberg will continue thriving for another hundred years. But in order for this to happen, those of us who are privileged to have the task of developing Liseberg must think big. What kind of Liseberg do we want to pass on to future generations? What imprint do we want to leave? What choices will Liseberg's future visitors and employees look back on with joy and gratefulness? And which of today's choices and decisions might they look back on with regret?

To me, a long-term vision means a sustainable vision. It means looking ahead, not just doing what is best here and now.

WE MUST NEVER lose sight of the fact that what we are working with is a privilege. It's a privilege to work at making people happy and do something that creates such positive associations as an amusement park does. It's a privilege as a CEO to mix budgets with test rides on a new roller coaster. And it's a privilege to be able to leave the conference table, step outside and meet happy people in a leafy green park.

I know of course that Liseberg sells rides, ice cream and candy floss, but also that our guests buy something completely different. They buy experiences, time together and memories for life.

Like I said, it's a privilege.

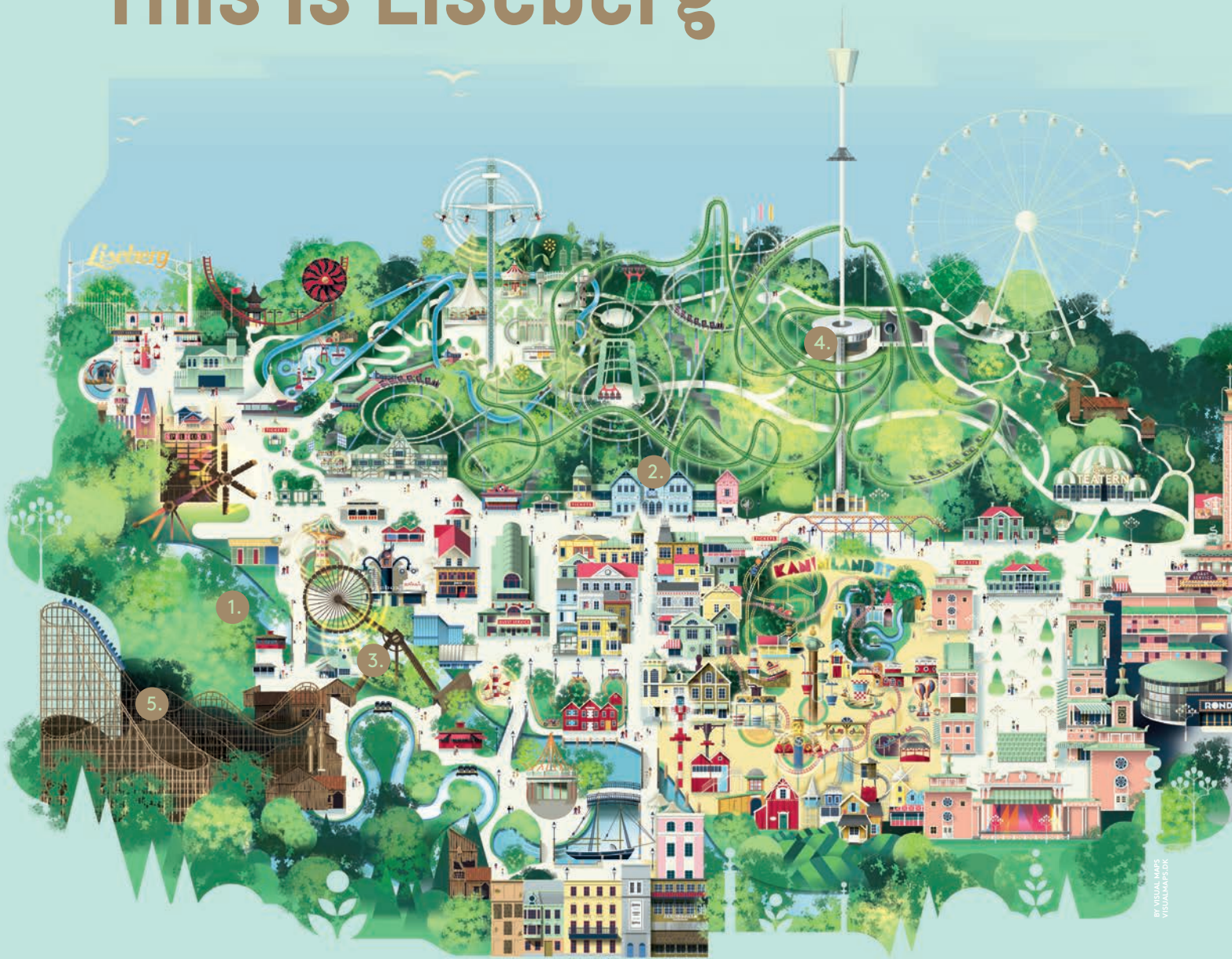
The document you are reading is our company presentation, which has been specially prepared to coincide with my commencement as Chairman of IAAPA. It gives you the opportunity to get to know me and the experiences that have shaped me.

Happy reading!



Andreas Andersen
CEO Liseberg
Chairman of IAAPA 2018

This is Liseberg



Outside the gates is vibrant city life. On the inside it's just as busy. But instead of shopping streets and trams, Liseberg is filled with games, rides and music scenes. And five real giants ...

LISEBERG'S BIG FIVE ON THE MAP

- 1. VALKYRIA
- 2. LISEBERGBANAN
- 3. LOKE
- 4. HELIX
- 5. BALDER

Liseberg's Big Five

Among Liseberg's 38 attractions, there are five that stand out a little extra – at least if you like your rides fast, high and long-lasting. These five award-winning attractions contribute to making Liseberg one of the world's leading amusement parks. We proudly present: four roller coasters and one giant swing.

VALKYRIA

Europe's longest Dive Coaster, with a vertical 50-metre-drop, is under construction at Liseberg. In spring 2018, you will be sent up up up – and just as you are about to go over the edge the ride suddenly pauses, before you plunge vertically into an underground tunnel at a speed of 105 kph!



FACTS

VALKYRIA

Manufacturer:

Bolliger & Mabillard

Height difference:

50 m incl. underground section

Track length:

750 m

Top Speed:

105 kph

Launches:

2018



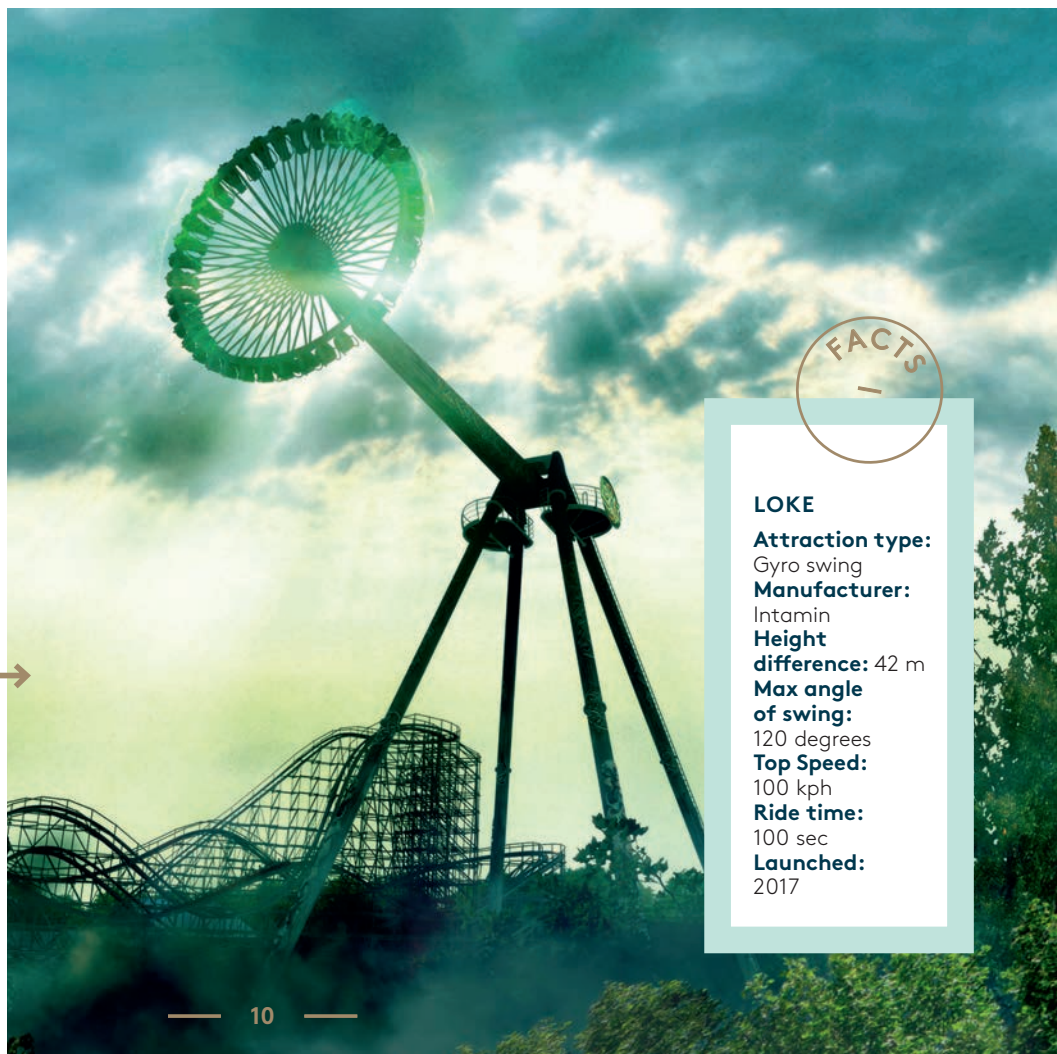
LISEBERG-BANAN
Attraction type: Steel coaster
Manufacturer: Zierer Karussell und Fahrzeugfabrik
Construction: Anton Schwarzkopf
Height difference: 45 m
Track length: 1,340 m
Top Speed: 80 kph
Ride time: 2 min 50 sec
Launched: 1987

LISEBERG-BANAN

Specially designed for Liseberg, placed on the Liseberg mountain side, Lisebergbanan was launched in 1987 as the biggest and longest roller coaster in Europe. Today the record is gone, but the ride is still incredibly popular. Every year it is one of the most frequently ridden attractions at Liseberg.

LOKE

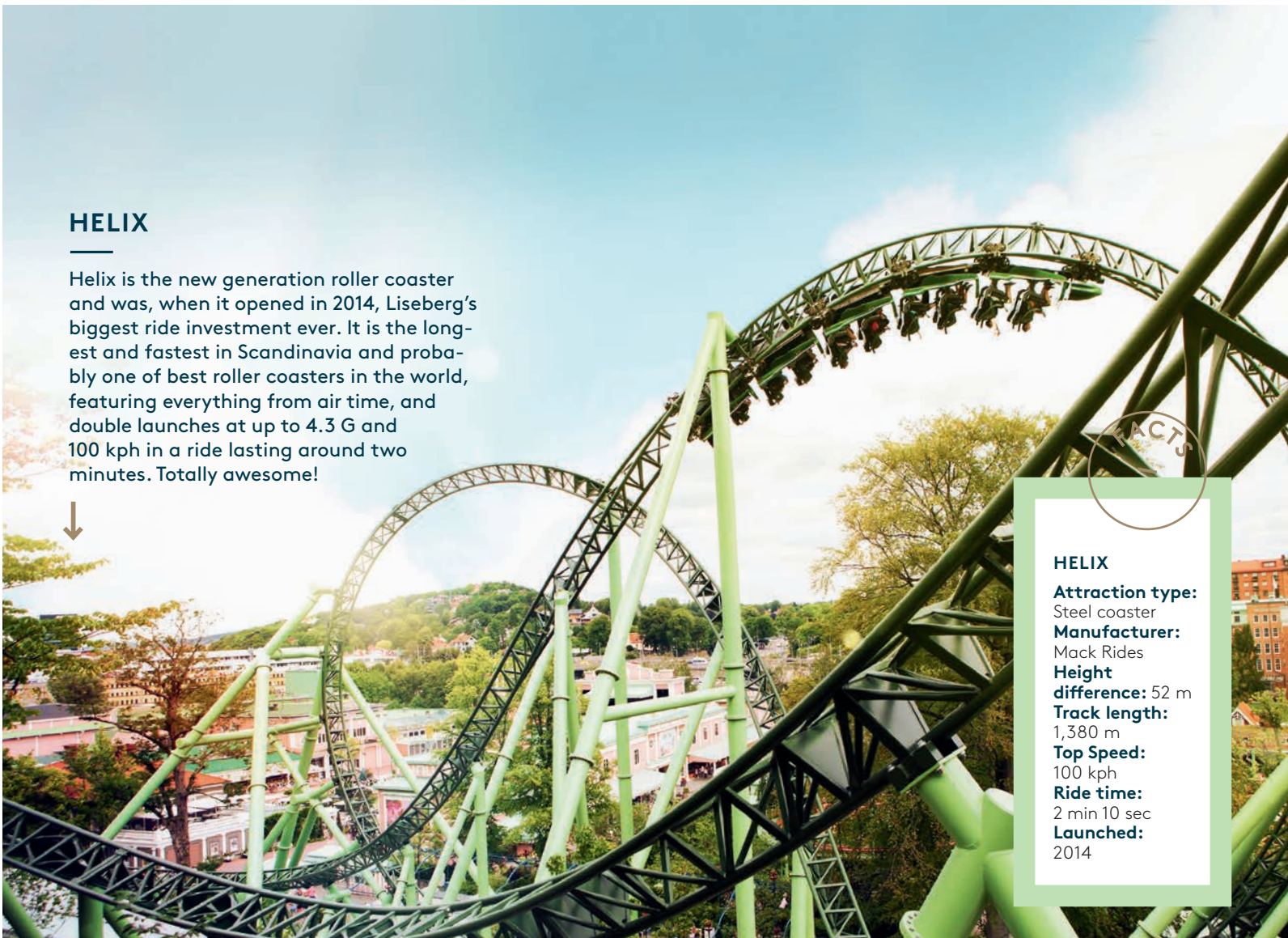
Buckle yourself in and sit facing outwards with your legs dangling from the spinning gondola. At the highest point you reach a breathtaking 42 metres in the air. Scarily close to Balder – and much higher!



LOKE
Attraction type: Gyro swing
Manufacturer: Intamin
Height difference: 42 m
Max angle of swing: 120 degrees
Top Speed: 100 kph
Ride time: 100 sec
Launched: 2017

HELIX

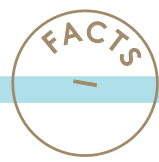
Helix is the new generation roller coaster and was, when it opened in 2014, Liseberg's biggest ride investment ever. It is the longest and fastest in Scandinavia and probably one of the best roller coasters in the world, featuring everything from air time, and double launches at up to 4.3 G and 100 kph in a ride lasting around two minutes. Totally awesome!



HELIX
Attraction type: Steel coaster
Manufacturer: Mack Rides
Height difference: 52 m
Track length: 1,380 m
Top Speed: 100 kph
Ride time: 2 min 10 sec
Launched: 2014

BALDER

Balder is one of the the biggest and most thrilling wooden coaster in the world. 36 meter high it has become a signature silhouette for the Liseberg park. The first drop is 70 degrees, so a bit of courage does help out if you're going for a ride ... Balder has twice been voted the world's best wooden roller coaster and in 2017, Balder was named the best wooden roller coaster in Europe.



BALDER

Attraction type: Wooden coaster	Track length: 1,070 m	Top Speed: 90 kph
Manufacturer: Intamin	Steepest gradient: 70 degrees	Ride time: 2 min 8 sec
Height: 36 m		Launched: 2003

“Liseberg is first and foremost a service business – employees are Liseberg’s most important asset.”

CHATRI WIHMA,
HEAD OF HR



“Liseberg’s brand is largely built on our interaction with guests.”

TINA RESCH,
VICE PRESIDENT COO



LISEBERG’S MANAGEMENT TEAM

ANDREAS ANDERSEN
CEO

TINA RESCH
Vice President COO

THOMAS SJÖSTRAND
CPO Liseberg
Expansion Project

ROBERT ARVIDSSON
Head of Marketing

KENT KIERDORF
Head of Sales

JULIA VASILIS
Director of
Communications

CHATRI WIHMA
Head of HR

ANNIKA WILÉN
Head of Project

KENNETH
BERNDTSSON
Head of Technical
& Safety Op.

VICTORIA WIDBORN
Director of
Administrations

ERIK MÖLNE
CFO

“Looking after a cultural heritage does not mean that we have to be conservative.”

ROBERT ARVIDSSON,
HEAD OF MARKETING

Unique ownership model favours Liseberg

LISEBERG AMUSEMENT PARK has been located in central Gothenburg for almost 100 years, and has always had the same owner: the City of Gothenburg. As one of the world's few municipally owned amusement parks, Liseberg derives great security from its municipal ownership.

"The City of Gothenburg is an owner with a long-term perspective. We successfully strive to maintain sound and solid finances, but we don't need to worry about

stock market prices or short-term profitability," says Liseberg's CEO Andreas Andersen.

"**CITIES CONDUCT URBAN** development projects to be attractive. They aim to attract tourists and to attract new residents and retain existing ones. Liseberg plays an important role in this process," explains Gunilla Carlsson, member of the Swedish Parliament and Liseberg's Chair of the Board.

GENDER DISTRIBUTION, MANAGEMENT

BOARD:

MEN: 4, WOMEN: 3

COMPANY MANAGEMENT TEAM:

MEN: 6, WOMEN: 5

LISEBERG MANAGEMENT TEAM

MEN: 15, WOMEN: 19

AGE DISTRIBUTION, MANAGEMENT

63%

63 percent of Liseberg's management team are aged under 50.

AVERAGE NUMBER OF EMPLOYEES

1,043

M: 48 percent/W: 52 percent

WOMEN IN LEADERSHIP POSITIONS



40%

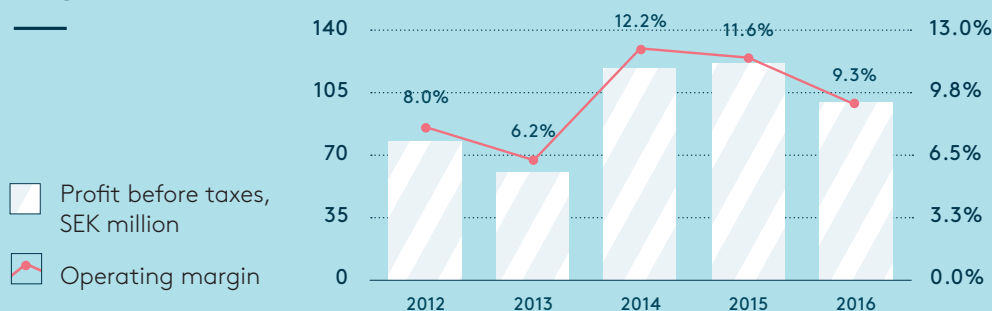
80 PERCENT OF LISEBERG'S EMPLOYEES AGREE WITH THE STATEMENT

"Overall I would say that this is a very good place to work."

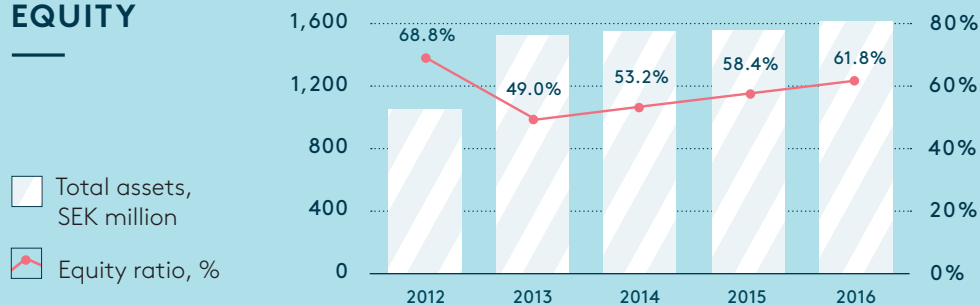


Liseberg in figures

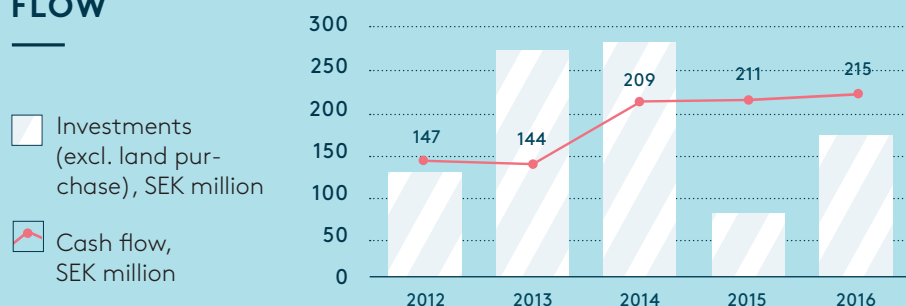
PROFIT



EQUITY



INVESTMENTS AND CASH FLOW



LISEBERG 2016

- **GUESTS OF LISEBERG GROUP:** 3,4 millions (2015: 3,4 millions)
- **TURNOVER:** SEK 1 171m (2015: SEK 1 139m)
- **PROFIT:** SEK 100m (2015: SEK 122m)



LISEBERG'S BUSINESS GOALS BUILD ON FIVE DIFFERENT PERSPECTIVES

GUESTS

Our goal is to be the most-loved meeting place in Gothenburg, generation after generation.

EMPLOYEES

Our goal is to be one of the best workplaces in Sweden.

BRAND

Our goal is to be the pride of the city and to be the strongest brand in Gothenburg.

SUSTAINABILITY

Our goal is to manage Liseberg with a long-term view, as Liseberg is on loan to us, from future generations.

FINANCES

Our goal is to be a strong company that grows and innovates.



Strategic framework

MISSION

Liseberg is the heart of Gothenburg

Liseberg's heritage originates in the Swedish park tradition, as well as the European Pleasure Gardens. Like other urban parks in Scandinavia, Liseberg is a mirror of the city surrounding the park. For almost a hundred years Liseberg has been the pride of Gothenburg and the city's most-loved meeting place. People come here to celebrate the all-too-short summer, and find a gleam of light in the all-too-dark winter. Liseberg is part of Gothenburg's history, its culture and its people. Together, this form the soul of Gothenburg, while its heart is Liseberg. Generation after generation.

VISION

The most-loved meeting place in Gothenburg

Our vision is for Liseberg to be most-loved meeting place in Gothenburg and the most longed-for destination in Sweden. Gothenburg should be the most popular city in Sweden to live and work. And Liseberg should be the heart of this city. Time after time, Liseberg should give every visitor experiences and lasting memories that are built on an emotional foundation of longing, love and joy. Together, Liseberg and Gothenburg should always be the most popular and longed-for destination in Sweden.

BUSINESS IDEA

We do not operate Liseberg to make money, we make money to operate Liseberg

Liseberg creates experiences that are worth longing for. Liseberg is Gothenburg's amusement park and Sweden's most popular destination, combining entertainment, attractions, restaurants and accommodation. We create experiences that are constantly updated with creativity and originality. Liseberg is for everyone – inclusive and safe. With enthusiastic and motivated employees, Liseberg builds lasting relationships the guests that in its turn leads to a solid business. The profitability of Liseberg is always balanced with its heritage, its cultural role and its importance to the destination of Gothenburg. We never act for the short term, as we know that Liseberg is on loan to us from future generations.

LISEBERG IN OUR HEARTS

“We dance as often as we can. And we always have the first dance together.”

Every Wednesday at 11 a.m., pensioners meet at Liseberg to dance to live music. For many, it’s a way to exercise and meet new friends. But occasionally, something more than friendship blossoms on the shiny dance floor. Bertil, 86, met Mall, 80, and romance ensued. Now they are engaged to be married, and they still go dancing at Liseberg.



Liseberg has a very special place in many Swedes' hearts. It has been this way since the park first opened in 1923. Young couples have had their first date here, families have celebrated birthdays and graduations, and pensioners have

strolled here watching the crowds. For our guests, Liseberg means more than rides and candy floss – it also evokes strong feelings and fond memories. Here, a few Liseberg visitors talk about what Liseberg means to them.

Christmas at Liseberg has become a tradition for many Gothenburgers. For the Schiller family, a mid-December visit to Liseberg is a sacrosanct annual tradition. Rides in the biting cold are alternated with visits to a café to enjoy toffee apples and steaming hot chocolate topped with whipped cream.

**“This is when
Christmas really
starts for us.”**





“When the ride was over, I immediately wanted to do it again. It was amazing!”

When the Helix Roller Coaster opened in 2014, Natascha was the first person queuing outside the gates. As a reward, she and her friend Panipal got to inaugurate the attraction and ride at the front of the very first carriage. They sat in front of leading municipal politicians and other VIP guests.

BEAUTIFUL SURROUNDINGS

"The best things about Liseberg are the great atmosphere and fantastic rides. I don't go on many rides myself, so it's also great to have the beautiful surroundings to enjoy while my family are on the rides."

CLEAN AND TIDY

"The best thing about Liseberg is that it's always so clean, fresh and tidy. I've never been to another park that's so well-maintained right down to the last detail."

More comments from our guests

CHEERFUL DESPITE THE WEATHER

"We were there in late summer when the weather wasn't the best. But we still had a great time, thanks to the staff at the attractions. They were so friendly and cheerful despite the weather. It really raised our spirits!"

GOING THE EXTRA MILE

"Every year I'm impressed at how many of the youngest staff members go the extra mile to make guests feel at home. That's Liseberg for me."

WORTH THEIR WEIGHT IN GOLD

"When we took our 3-year-old grandchild here, we saw Liseberg with new eyes – so organised and secure for our grandchild, so safe for us. It's very different visiting Liseberg with small children. We discovered how well-managed and child-friendly everything is, and the staff are worth their weight in gold."

A HIGHLIGHT OF MY LIFE

"I love the mix of attractions for everyone, the variety of restaurants and eateries, the park full of flowers, trees and plant beds, the fantastic atmosphere, the shows and concerts, and of course the excellent staff. I'll continue visiting Liseberg every year – in fact, Liseberg is a highlight of my life!"

TIME TO MEET YOUR NEW CHAIRMAN

In November 2017, Andreas Andersen became the third Liseberg CEO to be named chairman of IAAPA. But who is he? And what are his goals as chairman? We'll let him speak for himself.

Who is Andreas Andersen?
“Andreas is a roller coaster enthusiast turned lawyer turned attractions professional. I'm the CEO and President of the Liseberg Group, running one of Scandinavia's biggest amusement park in Gothenburg, Sweden. I have been working in the amusement park industry since 2000, first at Tivoli Gardens in Copenhagen, Denmark, and later as Executive Director of IAAPA's European operations in Brussels, Belgium. I will take over as Chairman in November 2017.”

What does IAAPA mean to you?

“IAAPA is my window into the world. Most of us working in the industry do so in rather isolation. We operate in regional markets and can't just drive up the road to find colleagues to talk to. It very quickly becomes a bubble. And IAAPA has the ability to connect those bubbles.

I have also seen what IAAPA has meant to the success of Liseberg. We, as a company, owe IAAPA a lot. But we have also always been good at activating our membership, staying involved. Learned from other industry players achievements – and avoided doing the same mistakes.”

What would you like to achieve with your chairmanship?

“Being part of an association governed by volunteers is very much a team sport, and I think it would be presumptuous to think that I, alone, can drive a specific agenda. Especially in times, where there is so much going on already – from the HQ move to Orlando to IAAPA expanding into new regions and constituencies. That being

said, I hope to help supporting the continued globalization of IAAPA and I would like us to work much more fiercely on embracing the sustainability agenda.

Do you have any special causes, you want to promote?

“I think the sustainability agenda will become increasingly important, and with that I mean sustainability in the broad sense, not just the environmental. I think this will be as a significant topic for our association, as safety is today. And I think we could and should address it the same way – sharing of best practices, education, standards, anything that can lift the general knowledge curve.”

What do you see as IAAPA's greatest challenges in 2018?

“Keeping up with an escalating speed of change in our environment. An association is, because it is driven by the membership, in its nature a rather stable and conservative organism. There is – and should always be – built in a certain inertia in how the association is governed. This can, however, be a challenge, if we don't keep up with changes around us.”

Your are now the 3rd Liseberg CEO taking the role as Chairman?

“On one hand it shows the commitment that Liseberg has always had in IAAPA. But it also illustrates, how valuable IAAPA has been to Liseberg. In a way, I think our involvement is also driven by a will to give back. Give back to an industry, that both I, and my predecessors here at Liseberg, love very much.”



**ANDREAS
ANDERSEN**

Age: 46.
News: Andreas will commence as chairman of IAAPA in November 2017. His day job is as CEO of Liseberg, Sweden.

Previous positions in the industry:
IAAPA
Member of the Board of Directors (2013–)
Member of the Executive and Finance Committee (2015–)
Officer, Vice Chairman (2015–2017)
Chairman (2018)

IAAPA Europe/ EMEA
Chair of the European Government Relations Committee (2011–2013)
Chair of the European Advisory Board (2014–2015)

Swedish Association of Amusement Parks
Member of the Board of Directors (2011–)



IAAPA AND LISEBERG – A LOVE STORY

The relationship between IAAPA and Liseberg is more than 40 years in the making. As one of the first European parks to join IAAPA and with a lot of employees involved on its committees and boards, Liseberg has never closed the door that was opened by Liseberg's former Managing Director, Boo Kinnthorpe, in 1973. In the lead-up to EAS in Gothenburg in October 2015, three generations of Liseberg CEOs who have also been chairmen of the IAAPA met to discuss their experiences.

When Liseberg's last three CEOs sit down for a chat about what IAAPA has meant for Liseberg – and vice versa – they do so on traditional territory. Liseberg's oldest building, Landeriet, dates from 1754 and, on the upper floor, time has almost stood still. The history of the building fills the room. But it is not just its 18th-century history that makes this place special. Many pressing issues of the time have been debated by the light of its antique chandeliers. Mats Wedin, now retired CEO of Liseberg, talks about the importance of the building as he climbs the stairs.

"You know it was inside this room that we sat and drew up the plan for the new, global IAAPA in 2002. The plan was so radical that I was almost kicked off the committee, but a few years later it was adopted anyway," he says, not without a hint of pride in his voice.

Together with Boo Kinnthorpe, Managing Director of Liseberg between 1973 and 1993, and Andreas Andersen, CEO of Liseberg since 2011, they make up a trio who between them

have almost 45 years of experience managing the amusement park. And they have been IAAPA members for just as long.

KINNTORPH OPENED THE DOOR

When Boo Kinnthorpe took over as Managing Director of Liseberg in 1973 he immediately turned his gaze toward America. Sweden already had its fair share of entertainment venues – public parks, fairgrounds and dance restaurants – but Boo was looking for something else.

"At that time no one in Sweden knew anything about IAAPA. We were members of the Swedish fairground association, but I was curious about what existed outside Sweden's borders," says Boo Kinnthorpe.

Boo packed a suitcase, and with a few colleagues, set off on the long journey from Gothenburg to the IAAPA convention in Chicago. The curious Swedes were welcomed with respect and interest, but it was clearly a very American organisation that they encountered.

There were, naturally, some European members, but they were few and far between. The



IN MEMORIAM

This interview took place in September 2015. Boo Kinntorph passed away in 2017. His valuable work for Liseberg and IAAPA will be remembered for many years to come.

situation changed rapidly in the coming years. 19 years after that first trip to the US, Boo Kinntorph was elected as IAAPA's first non-American chairman.

"Liseberg has become a familiar name around the world, thanks to IAAPA," says Boo Kinntorph.

GLOBAL IAAPA A PRIORITY FOR WEDIN

When Mats Wedin became CEO of Liseberg, in the early 1990s, there was no doubt that IAAPA was a key element in his new role. "The main reason for being part of IAAPA has always been to exchange knowledge. We have shared successes and failures, and that has been extremely valuable to all of us," says Mats Wedin.

If Boo Kinntorph's commitment to IAAPA opened the door to a wider world for Liseberg, then Mats Wedin's work with the association focused on opening that door to even more members. Making IAAPA global was at the top of Mats' agenda, not least during his chairman-

ship. His commitment and hard work alongside like-minded people led among other things to the establishment of a European office and, eventually, brought the European trade show, now EAS, into IAAPA's hands.

Wedin and Kinntorph remember a legendary Summer Meeting at Liseberg in 1993.

"It was the first time a Summer Meeting had been held outside the US, and there were concerns that it would not attract enough people. But it turned out to be a big success," recalls Boo Kinntorph.

In november 2017 it will be time to write yet another chapter in the tale of Liseberg and IAAPA. Andreas Andersen is the third Liseberg CEO to be named chairman of IAAPA.

"To my knowledge, no other amusement park has had three CEOs who have chaired IAAPA. This firmly proves how much Liseberg and IAAPA have meant for each other over the years," says Andreas Andersen.

THREE GENERATIONS OF CEOS AND IAAPA CHAIRMEN

BOO KINNTORPH
Managing Director of Liseberg 1973–1993.
Chairman of IAAPA 1992–1993.

MATS WEDIN
CEO of Liseberg 1993–2011.
Chairman of IAAPA 2007–2008.

ANDREAS ANDERSEN
CEO of Liseberg 2011–present.
Chairman IAAPA 2017–2018.

THE APPLAUSE AWARD

Liseberg first presented the Liseberg Applause Award in 1980. The award's aim is to recognize an amusement park or theme park whose management, operations and creative accomplishments have inspired the industry through leadership, foresight, originality and sound business development. The award is handed out every second year during the IAAPA Expo in Orlando, Florida.

The Liseberg Applause Award recognizes excellence and inspiration in the amusement and theme park industry. In addition, there are five areas that will be judged individually and as a whole when selecting a winner:

FORESIGHT...

for example demonstrated in the ability of the amusement park or theme park to forecast and plan for future trends, together with a track record of success in introducing new attractions, shows, accommodation or marketing activities in the market.

ORIGINALITY...

demonstrated in uniqueness of theme in landscaping, shows and attractions, innovation in park planning and design, as well as creativity in the design and selection of attractions, shows and accommodation.

SOUND BUSINESS DEVELOPMENT...

demonstrated in management and HR practices, marketing and brand position in the market, operational systems, profitability and long-term growth, as well as a sustainable pattern of repeat visitors over multiple years.

PARK CONDITION...

demonstrated in cleanliness of the park, friendliness of the staff, maintenance of park walkways, hardscape, structures and attractions, as well as landscaping.

LEADERSHIP...

demonstrated through involvement with the local community, sharing of knowledge with industry colleagues as well as investment in employees.



**THE LISEBERG
APPLAUSE AWARD
BOARD OF
GOVERNORS**

Andreas Andersen
Liseberg AB, Chairman

Bob Masterson
Golden Planet Leisure

Peter Herschend
Herschend Family
Entertainment

Sascha N. Czibulka
INTAMIN

Tim O'Brien
Ripley Entertainment

Amanda Thompson
Blackpool
Pleasure Beach

John Wood
Sally Corp.

Michael Mack
Europa Park

PREVIOUS WINNERS

The Liseberg Applause Award recognises excellence and inspiration in the amusement and theme park industry worldwide. It is often referred to as the most prestigious

award of our industry. It is symbolized by a limited edition of a bronze sculpture commissioned by Liseberg and created by renowned Swedish sculptor Astri

Bergman Taube. The award was first presented in 1980 and has since then been presented biannually.

1980 Magic Kingdom
1982 Opryland
1986 Epcot Center
1988 Knott's Berry Farm
1990 Europa Park
1992 Efteling
1994 Universal Studios,
Florida

1996 Cedar Point
1998 Silver Dollar City
2000 Hershey Park
2002 Busch Gardens,
Williamsburg
2004 Holiday World &
Splashin' Safari

2006 Universal's Islands
of Adventure
2008 Xetulul, Guatemala
2010 Dollywood
2012 Ocean Park
2014 Puy du Fou
2016 Busch Gardens,
Tampa Bay



How Liseberg can mirror the city

Liseberg aims to reflect the diversity of Gothenburg. Nevertheless it tends to be young people in the same age group, from the same areas and from similar circumstances who apply for seasonal jobs. To promote greater diversity Liseberg is focusing on three key areas during their recruitment.



AGE

Most of the people who apply for seasonal work at Liseberg are between 18 and 21 years old. But it is not necessary to be young to get a job. Liseberg believes that a mix of younger and older employees gives guests a sense of confidence and familiarity. In connection with the opening of the Rabbit Land Children's Area in 2013, Liseberg actively sought out older employees in the 60-plus age group.

ORIGIN

Having fun is universal, and Liseberg guests celebrate everything from Midsummer Day to the end of Ramadan in the amusement park. Attracting an equally mixed group of employees is a bigger challenge. Liseberg aims to develop new contacts through partnerships and outreach in specific areas of the city. The goal is to persuade young people from different backgrounds to apply for jobs at Liseberg.

DISABILITY

Being young and having a disability is no obstacle to getting a job at Liseberg. Thanks to Jobbswinget, a partnership between Liseberg and the Swedish Public Employment Service, around 20 young people with disabilities find employment here each summer. For some of them the special employment contract arranged by Jobbswinget is replaced with standard seasonal employment in the following year.



LOOKING BACK

LEFT: Galoschgungan was one of the big attractions in the first version of the Children's Paradise playground in 1924.

TOP RIGHT: The urge to scare ourselves a little is nothing new. Blå tåget, which was renamed Spöktåget for a while, offered just the right dose of fear for many years. The photo was taken in 1949.

BOTTOM RIGHT: It has always been important to provide oases of calm at Liseberg. The photo shows Lusthuset, which in 1960 was converted into a post office, where guests could send greetings from Liseberg.

The present meets the past at Liseberg

Halloween, the Children's Paradise playground and The Liseberg Gardens are modern attractions at Liseberg. But the park has of course offered visitors a variety of experiences over the years. Here are a few snapshots from Liseberg's past.



HISTORICAL HIGHLIGHTS

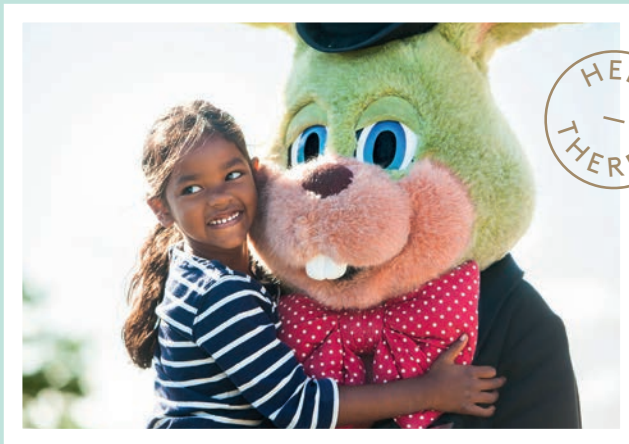
Liseberg has entertained generations – let's have a look at some memorable moments

1923



Liseberg opened to the public for the first time on 8 May 1923. As part of the Anniversary Exhibition to mark Gothenburg's 300th anniversary, Gothenburgers were given their own amusement park – Liseberg. The amusement park was built at the 1754 Liseberg estate and park, and was intended to be temporary. But the roller coaster, bumper cars and snake charmer proved so immensely popular that the whole park was made permanent.

1983 – introducing the rabbits



The Liseberg Rabbits makes their first appearance in the park and soon become an important symbol of Liseberg.

1990



The Liseberg Tower opens and takes the Gothenburg silhouette to new heights. In 2011 the Liseberg Tower was rebuilt into the free fall attraction AtmosFear.

1977

2 000 000



The number of visitors exceeds two million for the first time.

1988



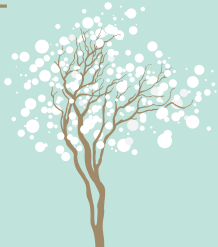
Michael Jackson appears at Liseberg and takes the chance to try the new roller coaster that opened the previous year – Lisebergbanan.

1954



Parts of the film Dreams (Kvinnodröm) were shot at Liseberg on 4th July 1954. The film was directed by Ingmar Bergman and starred Harriet Andersson and Gunnar Björnstrand.

2000



Christmas at Liseberg opens for the first time and is an instant hit, attracting over 400,000 guests.

2003



Liseberg gets its first modern wooden roller coaster. Balder quickly becomes everyone's favourite and wins a string of international awards.

Liseberg – from local attraction to international destination

Over the decades, Liseberg has evolved from a local amusement park into an international destination. Is it possible to make this transition without losing your soul? How can we preserve our traditions without stagnating?

When Liseberg opened its 2016 summer season, the main focus wasn't on spectacular new rides. Instead, the spotlight was a new playground and new gardens – an investment in Liseberg as a park. Maintaining a balance between innovation and tradition was a key theme of CEO Andreas Andersen's welcoming speech.

We stand here today, surrounded by new developments, the fruits of years of planning, project implementation and hard work. SEK 175 million have been invested in building, digging and planting in the area around us. Attractions. Gardens. Playgrounds. Cafés. Picnic areas. SEK 175 million – invested in creating new experiences.

In many ways, this year's new investments symbolise the essence of Liseberg. This project embraces the past as much as the future. In this area, 300 years of garden history meets modern technology. Tradition and innovation live here side by side. This is how it's always been. Liseberg is something for everyone. Liseberg has something for everyone. We understand that development can co-exist with preserving one's heritage. Liseberg is and will continue to be Gothenburg's most cherished public meeting place.

THIS PARK, WHICH attracts over 3 million guests per year, is part of a proud European tradition of urban parks. But elsewhere in Europe, this tradition is fast being forgotten. Most of the old urban parks have gradually disappeared, and today only a handful are left. Most of them have been replaced by more profitable developments. Offices. Housing. Shopping centres. Infrastructure.

Gothenburgers should be proud of resisting this trend and refusing to allow their much-loved meeting place to be turned into a shopping mall. Instead, Liseberg has been preserved as a unique treasure where past and present meet.

One of the keys to Liseberg's endurance in times of housing shortage, intensive urban development and rising land prices is that Liseberg has succeeded in remaining profitable over its 90-year existence. So profitable that we have been able to sustain our own costs and investments. This, in turn, means that we never have

to be afraid of change. For an amusement park, innovation is as important as historic preservation. Innovation attracts new guests and brings old guests back again and again. Without innovation, we would have lost control of our business long ago.

This principle is not unique to Liseberg. It applies to all amusement parks. However, it is especially important to parks like ours with a strong local connection and many regional guests. This issue of innovation is a central theme for Liseberg in the year that has just started.

IN MANY WAYS, 2016 is a fateful year for Liseberg. 2016 is the year when our owners must make important decisions about the Expansion Project – Liseberg’s planned expansion in preparation for the anniversary celebrations in 2021. But it’s not just about creating a magnificent 400th birthday gift for Gothenburg’s inhabitants. The decisions made this year will determine Liseberg’s entire future. Saying “Yes” or “No” to the Expansion Project means choosing a clear direction for the future that will affect coming generations of Gothenburgers.

Should future Gothenburg inhabitants grow up with the type of Liseberg we know and love today? A Liseberg in continuous development, a dynamo in Gothenburg’s tourism industry? Or should tomorrow’s Liseberg be a regional destination where new attractions are not presented every year but perhaps every ten years?

If we want Liseberg to continue being Sweden’s leading tourist destination in the longer term, our planned expansion is absolutely necessary. This is because a regional destination cannot invest at the rate that we do. The truth is that tourists pay for a large proportion of Gothenburgers’ tickets to Liseberg. Tourists represent 40 percent of Liseberg’s visitors but generate 60 percent of Liseberg’s sales and probably about 80 percent of its profits.

Liseberg must continue attracting tourists in order to provide all those things Gothenburgers love so much: Over 100 evening concerts, lush gardens and a central role in the local community. Like giving away tickets worth SEK 20 million every year to families that need help giving their children a special treat.



Now you might be starting to understand why I call 2016 a fateful year. Does it make me nervous? Not in the slightest. I am confident that the decisions made will be the best ones for Liseberg. Not just today and tomorrow, but in the long term as well. As stated in our business strategy, Liseberg is on loan to us from future generations.

I BELIEVE THAT my successors will have the pleasure of doing what I am doing today: Presenting new developments and investments. Talking about the future and visions. Facing challenges and fateful years. And above all, continuing to welcome guests to a Liseberg that is always changing while staying firmly rooted in tradition.”

“SERVICE IS PART OF OUR CULTURE – NOT A DEPARTMENT”

Everyone knows what good service is, but delivering it is more difficult. Service specialist Mike Hohnen explains how companies can tackle this challenge – and how much can be gained from getting it right.

Running an amusement park is not about selling rides or candy floss to your guests. It is about giving them experiences – and to succeed you have to deliver good service. Liseberg aims to become even better at delivering good service, and one of the ways it will do this is by providing its managers with regular training. From 2015, these activities has been run by Mike Hohnen, who has long experience in managing service companies and as a coach, consultant and speaker.

What are the biggest differences between the service industry and other sectors?

“When we talk about service it is especially clear that the customer’s needs come first. We can take the hotel sector as an example. What is it that a guest is paying for? A bed? No that’s what the hotel is selling. As a guest I want a good night’s sleep. So if the air conditioning is so noisy that I can’t sleep, then everything falls apart. In that case it doesn’t matter how smartly the room is furnished or how good the food is in the restaurant.”

When you talk about satisfying needs is it especially important to listen?

“Absolutely. Not all guests have the same needs, so the challenge is to recognise those needs and adapt your service. What results does your guest want? If you go to a restaurant before going to see a movie it is important that you are served quickly. On the other hand if

you have booked a table to celebrate your wife’s birthday you may have all the time in the world. If the waiter always delivers the same service it will be inappropriate in one of these situations, so it’s important to talk to the guest and adapt the service you provide. That way the guest has a good experience that is not tied to the quality of the food. In the case of Liseberg, this could mean finding out what the guest is looking for, recommending a certain attraction and maybe advising against another.”

How can you ensure that employees deliver good service?

“By creating an environment where they have the opportunity and desire to offer good service. The difficult thing is not fleshing out what good service is. In one of the exercises I use in coaching, the participants have to define what they consider good service to be – and everyone knows exactly what is important. So why isn’t good service more common? Well, because employees are often not sufficiently motivated to go the extra mile. So the first part of the solution is for management to create a good working environment, which in turn makes employees more motivated.”

How do you generate that motivation?

“By creating ‘the dream team cycle’. Among other things this involves finding the right employees, training them and giving them responsibility, setting clear requirements and rewarding good efforts in different ways. If you





MIKE HOHNEN

Age: 63. **Job:** Specialist in service management. Mike has over 20 years' experience in managing service companies, including restaurants. He now works in leadership development, based on the theory of the Service Profit Chain. He has written a book: "Best! No need to be cheap if you are..." and writes for several magazines.

The Service Profit Chain

—
ACCORDING TO
MIKE HOHNEN



→ succeed, you become a more attractive employer and then you enter a positive spiral. The expression dream team cycle is part of a management theory known as the Service Profit Chain, launched in the 1990s by some researchers in the US. The theory is based on the idea that satisfied employees produce loyal customers, which in turn leads to more growth and profits. These links have been demonstrated very clearly. If you treat your employees well and allow them to contribute, they will deliver value for customers, and those customers will not only come back, but will also be your ambassadors, so you get even more customers. Creating the right environment for your employees is not as easy as it sounds, but if you succeed you get a snowball effect. And if you don't succeed? Then your skilled employees will either leave the company or lose motivation and lower their standards."

What is the biggest challenge for companies that want to achieve this positive spiral?

"Getting managers to put their egos aside. All employees should be able to do their jobs without managers getting in the way. The worst sort of manager is the master sergeant type, who constantly has to prove that he is boss and how good he is. Employees become motivated when they feel they are involved, so the manager must listen and let them state their opinions, get involved and contribute. When that happens they will become motivated, but if the goal is to make the manager more successful and win him a bigger salary than no, they won't be interested.

I should also point out that the manager should not just be 'kind' but must also make demands. And if the manager genuinely cares about his colleagues it becomes possible to raise the bar and demand more."

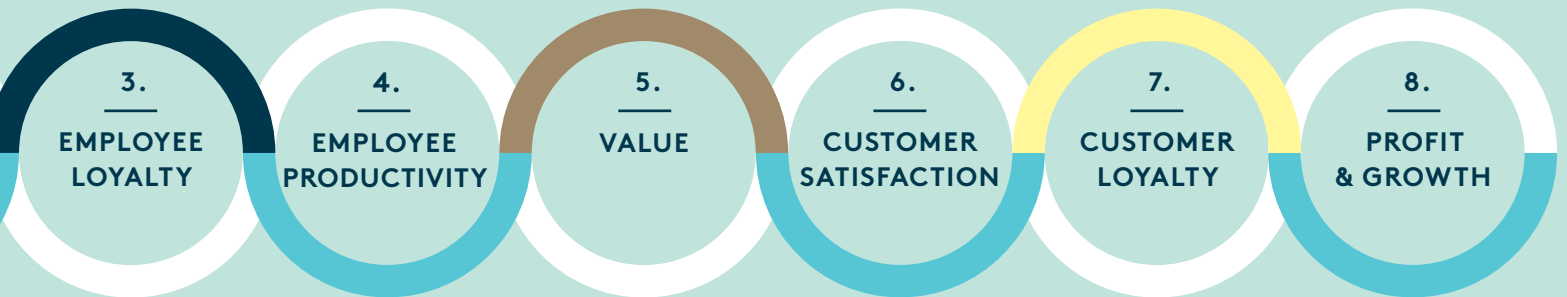
How do you lay the foundations for a successful service team?

"When I work with managers I stress that personal reflection is an important piece of the puzzle. They need to reflect on their management role while they are teaching and coaching. A lot of them actually have 'aha' moments. They usually call me and say something along the lines of 'it wasn't the staff who were the problem – I realise now that I would have got different results if I had acted differently'. They realise that it is up to them to set the tone through their actions."

So employees also have a role in that respect?

"Absolutely! It is everyone's responsibility to help build the workplace culture. We depend on each other at work, so it is important to have a positive attitude. It makes our work more meaningful. Eventually a service culture develops where everyone in the company shares a sense that 'this is the way we think and do things here'. When that happens, service happens everywhere, not just in the customer service department. As I said, building up a healthy culture is not the easiest task, but it is definitely something to strive for. It's not as easy to copy as a product, and it can give tremendous results."

Footnote:
The illustration above is Mike Hohnen's version of the original Service Profit Chain, a management theory that was devised by James L Heskett, Thomas Jones, Gary Loveman, W Earl Sasser and Leonard Schlesinger.



1. INTERNAL QUALITY

To reach a basic level of satisfaction and, hopefully over time, more than that, we need to add job context and job content. Getting context and content right is driven by the dream team cycle.

2. EMPLOYEE SATISFACTION

The first step to great loyalty is basic employee satisfaction. Basic satisfaction is closely connected to job context – the environment in which they get to do the job.

3. EMPLOYEE LOYALTY

Retaining great service people in their positions over time has a direct

effect on our ability to deliver value.

4. EMPLOYEE PRODUCTIVITY

The ability to understand and decode what customers are really asking for and to convert that desire into delivering the appropriate products and services has, more than ever, become a crucial frontline employee skill.

5. VALUE

For a service experience to provide basic satisfaction, it must be valuable to the consumer. The world is full of examples of companies that got lost along the way and forgot that it is not about what the company believes it is delivering, but about what the consumer feels he or she is getting.

6. CUSTOMER SATISFACTION

There is no loyalty without first having a high level of satisfaction. Satisfaction is closely linked with expectations. When we get what we expect, we are basically satisfied. If we get less, we are dissatisfied.

7. CUSTOMER LOYALTY

A high degree of customer loyalty has been found to be the number one factor driving profits and growth in the service business. A solid fan club that loves your services is a very valuable asset, and if you have a greater number of loyal fans than your competitors do, you will outperform them.

8. PROFIT AND GROWTH

The large majority of successful service companies have a purpose other than making profits. Profits and growth are just tangible outcomes of executing toward that higher purpose.

GROW

During 2016 and 2017, all managers at Liseberg have undergone Mike Hohnen's Leader Development Program GROW.



—
IN
BRIEF
—

**ELSA
LANSING**

Age: 31 år.

Job: Chef at
The Green Room

**Favourite Lise-
berg attraction:**
Uppsvinget

THE GREEN ROOM – AT OUR GUESTS’ REQUEST

It takes courage to replace a profitable fast food restaurant with something un-tried and tested like a vegetarian restaurant. But that’s exactly what Liseberg did in 2014. Three years down the line, The Green Room is an oasis for visitors who prefer vegetarian food, or who simply enjoy tasty, well-prepared cuisine in pleasant surroundings.

The Green Room is strategically located on the corner between the main entrance and Stora Scenen stage, and is perhaps the world’s first 100 percent vegetarian restaurant ever to open in an amusement park.

But considering today’s international trend for vegetarian food, we wouldn’t be surprised if more amusement parks follow Liseberg’s example.

ELSA LANSING HAS been a chef at The Green Room since it opened. She is the creator behind most of the restaurant’s recipes, which are totally free from animal products. Elsa has been attracted to vegetarian cooking for as long as she can remember.

“It’s never been the meat that inspired me, but the side dishes. Working with seasonal raw ingredients, avoiding processed foods and composing well-balanced taste symphonies are things that have always appealed to me,” she says.

Today, her job is largely about whetting guests’ appetite and curiosity. Rather than recreating the look of lasagne or devising substitutes for meat, cheese and béchamel sauce, the restaurant aims to offer naturally meat-free dishes. Elsa mentions oven-baked celeriac as an example.

“Guests’ reactions range from ‘What is this I’m eating?’ to ‘Wow, I had no idea celeriac could taste this good!’”

And she never has any trouble finding new raw ingredients and flavours to inspire guests at the restaurant.

“There are so many vegetables to choose from. Add to that all the delicious pulses and you’ve got a wonderful treasure chest to dive into!” she says.

But you have to keep informed. There are many potential pitfalls when cooking without animal products. The staff at The Green Room have learned to scour lists of ingredients with a fine tooth comb. You can’t be too careful.

“We might bake the perfect vegetarian brownie, but if we decide to sprinkle crushed peppermint rock on top, there’s a risk the red food colouring in it could be made from insects. And of course that wouldn’t do.”

AFTER THREE YEARS at Liseberg, The Green Room is firmly established in guests’ hearts. It will probably never be Liseberg’s most profitable restaurant, but for an amusement park that cares about sustainability, The Green Room is a flagship initiative.

“Our guests have been requesting more vegetarian options for many years. We’re delighted and proud of this restaurant, and of having had the courage to try it,” says Tina Resch, Vice President, Liseberg.

And for Elsa and her fellow chefs, the growing demand for vegetarian cuisine proves that the decision was spot on. So does the guests’ appreciation of the food.

“Many people ask how to make the dishes they’ve just tasted. The most frequently requested recipe is our Indian lentil stew,” says Elsa.



Expansion project lifts Liseberg into the future

Liseberg's most spectacular project ever will be completed in time for Gothenburg's 400 anniversary in 2021, and Liseberg's 100 year jubilee in 2023. The Expansion Project includes a themed family hotel and a water park. Although the investment will cost in the area of SEK 2 billion, it will secure Liseberg's profitability in the long term.

THIS IS DEFINITELY a spectacular and exciting project. But CEO Andreas Andersen stresses that it has nothing to do with personal ambitions. Instead, it's all about securing Liseberg's long-term survival.

"It would be irresponsible for us to do nothing at all," he argues.

Liseberg has been run according to the same successful formula for almost a hundred years, enjoying almost continuous profitability. Yet there are substantial flaws in its business model.

"Liseberg's business model has always been fairly risky. We operate in a climate where the summers are short with unstable weather and



the winters are long, dark and wet. This is not an optimal climate for an amusement park. Our seasons are short and weather-sensitive. A cold summer or a rainy December can have a devastating impact on our visitor numbers and profits,” he explains.

You could say that Liseberg has put all its eggs into one basket. During its first 80 years, Liseberg utilised its premises, technology and staff for less than a third of each year. All the revenue was generated during a few short, intensive summer months. When Christmas at Liseberg opened in 2000, it marked the start of the journey towards year-round operation. 2015 saw the opening of a third season, Halloween.

“However, Liseberg still makes almost as much revenue in the last week of July as during the whole of Christmas at Liseberg, and that isn’t a tenable situation,” Andreas points out.

WHEREAS LISEBERG’S DIFFERENT seasons with their widely diverse attractions have encouraged guests to make multiple yearly visits to Liseberg, the Expansion Project with its water park is

designed to prolong and extend the stay. If a destination offers a multitude of activities, it not only makes the destination more attractive but also induces the visitors to spend more money. The visitors stay in hotels, eat at the local restaurants and go shopping in Gothenburg.

“If we want to continue to invest in the park, we need accommodation as part of our revenue streams”, says Andreas. “Here, we are no different than any other park in Europe, that sees accommodation and destination building as increasingly important. If we can’t compete on the growing short break market, we may very well end up in a negative spiral.”

If that happened, Liseberg would gradually go from being a world-class amusement park to a regional attraction, interesting for local guests, but hardly the dynamo it is today in Gothenburg’s tourism industry.

“**THAT’S WHAT I** mean by saying that doing nothing would have been irresponsible. If we want our children and grandchildren to continue enjoying Liseberg like it is today, we have to stay on our toes,” says Andreas. “It’s change or die.”

LISEBERG’S EXPANSION PROJECT

Liseberg’s Expansion Project comprises an all-year-round themed water park with eight adventure pools, ten water slides, two water play-grounds, relaxation areas and a family accommodation facility with 450 themed rooms and multiple themed restaurants.



IN
BRIEF

**YLVA
LINDER**

Age: 43.

Job: Sustaina-
bility Manager

**Favourite thing
about Liseberg:**

Everyone's
enjoyment.



“CARING FOR THE ENVIRONMENT IS OUR DUTY”

Ylva Linder, sustainability manager at Liseberg, is never bored at work. With duties ranging from chemicals and energy efficiency to bicycle parking spaces and vegetarian food, her job is packed with exciting challenges and improvement opportunities.

The staff at Liseberg work tirelessly to reduce the organisation’s environmental impact. Some of the environmental efforts are visible to guests. For instance, waste is separated into different bins, there are more bicycle parking spaces at the entrances and all the restaurants offer at least one vegetarian option.

But much of the environmental work is less visible to guests. Take, for instance, the fact that all lighting at Liseberg is gradually being replaced with energy-saving LED lights. Or that all the beds at the campsite are eco-labelled. Or that every new ride built here is based on various environmentally conscious choices. As an example, Ylva Linder, Liseberg’s new sustainability manager, mentions Loke, a new attraction introduced in 2017.

“The first decision concerns the attraction’s location. Liseberg is in the city centre and we want to be a good neighbour, so noise levels need to be acceptable for the local inhabitants. Another decision concerns which chemicals to use for operation and maintenance, and how to dispose of the waste water when the attraction is washed.”

AMUSEMENT PARKS HAVE a reputation for guzzling electricity. But Liseberg decided early on to switch to 100 percent renewable wind energy. Liseberg even owns its own wind power plant that produces roughly five percent of the park’s total energy requirement.

“Our operations are energy-intensive, but we do everything we can to economise on energy and use environmentally smart options. As a buyer, we have strong opportunities to influence the situation and make environmentally friendly choices,” says Ylva.

OF COURSE, ENVIRONMENTAL responsibility lies with more than one person. With 3 million guests and over 2,500 employees, Liseberg relies on everyone doing their part. Employees’ knowledge, commitment and contribution is key. For this reason, all Liseberg’s year-round employees attend environmental training.

“Above all, environmental care is about each individual understanding that they can make a difference. Then it’s just a question of doing it. That’s what our stakeholders expect of us, and in my opinion it’s our duty,” says Ylva Linder.

Accessibility

– a business potential

An amusement parks often represent a challenging environment from an accessibility point of view. With high-volume requirements, parks have to build for the many, not for the few, and accessibility often has to be balanced with safety. The Liseberg philosophy is “Everyone can’t go on all the rides, but we have rides for everyone”.

“**SAFETY CAN NEVER** be compromised, but that being said, parks and attractions should work hard to make attractions and facilities accessible for everyone”, says Tina Resch, vice president COO.

Apart from the moral obligation to be as accessible as possible, there is also a very strong business case for the amusement parks, since

approximately 15 percent of the population in Europe have some kind of disability.

“**AMONGST DISABLED PERSONS**, one out of two persons has never participated in leisure, cultural or sport activities, and has never had access to theatres, to cinemas, to concerts, to libraries”, says Tina Resch.

SIX STEPS TO GET YOU STARTED

1. MAP

The starting point for all other activities is to create an overview. What is accessible, and what isn’t? It’s an extensive task, as amusement parks are complex facilities and it can be necessary to use help from experts.

2. COMMUNICATE

Information about what is accessible is the starting point for many disabled guests decide to visit, or not. So, don’t forget to communicate the

result of the mapping exercise. Use special-ised database systems, the facilities own website or special guides.

3. FACILITATE

Education, information and training of staff is extremely important when trying to improve accessibility. Some parks are offering free entry for a companion helping the disabled guest, frontline-access and re-rides. Other parks have special staff, trained in guiding the guest through the visit.

4. PLAN

Based on the mapping, create an overview of which physical amendments that are necessary to improve accessibility. Integrate the plan in the investment- and facility maintenance planning. There can be a challenge to bring an old park up to date or to balance accessibility against aesthetics, but with a good plan it’s much easier to know where to start.

5. PRIORITISE

Where can you make a big difference? Many parks offer special days for children with disabilities, others are trying hard to make every day as accessible as possible.

6. CHANGE

You’ve reached the last step when you are thinking in accessibility terms when building or changing rides and facilities. There are great examples all over the world, visit other facilities and be inspired.



MEET FIXA

Fixa is one of the meet-and-greet characters at Liseberg and she is bound to a wheelchair. Because of this impairment, she has invented all these transport systems, the rides and attractions, occupying the children's area at Liseberg.



A SUSTAINABLE PARK

An amusement park alone can't change the world.
But many small steps ...

Sustainable fishing



Six of Liseberg's restaurants are currently MSC certified. The MSC (Marine Stewardship Council) is an organisation that runs a fisheries certification and environmental labelling program to promote sustainable fishing.

Eco-friendlier food



Lower meat consumption means lower CO₂ emissions. Liseberg helps save the environment by providing at least two vegetarian options in each of Liseberg's restaurants.

Everyone is welcome



Liseberg is a park for everyone. Everyone should feel welcome at Liseberg, whatever their gender, ethnicity, language, religion, age, functional ability, gender identity or sexual orientation.

Reserved park

The Special School Day is a day when Liseberg is reserved for students and teachers from special needs schools in the Gothenburg area.

13000 visits



Every year, Liseberg donates 13,000 visits to social welfare centres in Gothenburg to enable socially disadvantaged children to visit Liseberg.

FN Global Compact



WE SUPPORT

Liseberg has been a member of the UN Global Compact since 2010.

Jobbswinget



Organic wine



The house wines – white, red and rosé – in all Liseberg's restaurants must be organic.

Transforming pumpkins into biogas

Nearly 90 tonnes of pumpkins will be displayed at Liseberg during Halloween. Afterwards they will be transformed into biogas. The digested organic matter that biogas is produced from can also be used as fertiliser.



22

22 young people with functional disabilities were offered work at Liseberg in 2017.

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