

Gothenburg reaches new heights in quest to cure festive stress

Gothenburg is inviting eight international guests to experience Swedish Julmys—a festive tradition rooted in togetherness and light—as an antidote to seasonal stress. The experience features the world’s highest Lucia celebration, held before sunrise on the 69th floor of Karlatornet, 246 meters above the city.



The ultimate Gothenburg Julmys experience atop the tallest building in the Nordics. Photo: Volym Digitalbyrå ([Download](#))

Unlike the more widely known Danish concept of hygge, Swedish Julmys is rooted in Christmas traditions centered on togetherness. It is brought to life through Lucia celebrations, festive food, Christmas markets and spending quality time with family and friends, making Gothenburg a natural place to experience it.

Lucia, celebrated across Sweden each December 13, is one of the country’s most distinctive winter traditions, marked by candlelit processions led by a white-robed Lucia wearing a crown of candles, accompanied by choirs and traditional songs.

“Julmys is about something that many people seem to be missing today: less stress, fewer obligations and more quality time together. Gothenburg has a special way of celebrating Christmas, shaped by light, togetherness and traditions. That’s why we’re inviting eight people from around the world to experience Julmys for real. If you want to understand what Julmys is, it’s not enough to just read about it, you have to experience it for yourself.” — Peter Grönberg, CEO of [Göteborg & Co](#)

The Ultimate Gothenburg Julmys Experience takes place during the opening weekend of Christmas City Gothenburg, from 13–15 November 2026.

Five Signature Julmys Traditions in Gothenburg

The curated itinerary introduces participants to five core Julmys experiences:

- 1. The World’s Highest Lucia Celebration:** An exclusive choral performance before sunrise on the 69th floor of [Karlatornet](#), the Nordic region’s tallest building, 246 meters above ground level.
- 2. West Coast Christmas Buffet (Julbord):** A traditional Swedish julbord served at [Dicksonska Palatset](#), curated by renowned chef Gustav Trägårdh and inspired by West Coast seafood traditions.
- 3. Traditional Festive Fika:** A classic Swedish Christmas fika at [Gunnebo House and Gardens](#), one of West Sweden’s most popular Christmas markets, set in an 18th-century environment.
- 4. Canal Tour Aboard Julpaddan:** A festive boat tour through Gothenburg’s illuminated canals and waterfront districts,

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accompanied by stories from the city's maritime heritage. More information on [Paddan tours](#).

5. Christmas at Liseberg: One of the Nordic region's largest Christmas attractions, featuring five million Christmas lights, thousands of Christmas trees, market stalls, winter activities and festive dining. More information at [Liseberg](#).



Julmys in Haga, Gothenburg's old town. Photo: Happy Visuals/Göteborg & Co [Download](#)

Growing International Interest in Winter Sweden

By combining Swedish Christmas traditions with an atmospheric city experience, Gothenburg has become one of the Nordic region's leading Christmas destinations. From Lucia celebrations and Christmas markets to festive lights, Christmas fika and West Coast cuisine, many of the elements of a Swedish Christmas can be experienced within a compact and walkable city.

In December 2025, overnight stays from key international markets increased significantly compared with December 2024, led by Norway (+56%), Denmark (+48%), the UK (+38%) and Germany (+8%).

The winter appeal also comes as US travel to Sweden continues to grow beyond the traditional summer season. US guest nights in Sweden were up 58% in 2025 compared with 2019, while travel outside the peak summer months increased by 64.6% over the same period. West Sweden, including Gothenburg, is the second most visited region in Sweden by American travelers after Stockholm, based on guest nights.

More US travel statistics from Visit Sweden:

<https://press.visitsweden.com/2026-03-26-US-travel-to-Sweden-up-58-since-2019>

Gothenburg is directly connected to the UK from London Heathrow, Gatwick and Stansted, as well as Manchester and Edinburgh, with flights operated by British Airways, Norwegian and Ryanair. This direct accessibility makes the city a highly feasible option for short winter breaks. For long-haul visitors, Gothenburg is easily reached via major Scandinavian and European hubs. More destination information is available at [Gothenburg's official visitor website](#).

New highlights for the 2026 festive season include a high-altitude Christmas buffet at [Karlartorget](#), a bigger-than-ever Christmas at [Liseberg](#) and the [Gothenburg Opera](#)'s new Christmas production, *Julefrid*.

For UK travelers, a festive weekend in Gothenburg can be booked directly with the following tour operators:

- [Sunvil](#); prices start from £933 per person, based on 2 sharing for 3 nights.
- [Regent Holidays](#): 4 Day Tour, from £735 per person.
- [Best Served Scandinavia](#)

Application Process and Media Opportunities

The application process is open from 08:00 BST (09:00 CEST) on 22 September 2026 to 14:00 BST (15:00 CEST) on 9 October 2026. Eight participants aged 18 and over will be selected by a jury based on their written submissions answering: "Why do you deserve a break from the Christmas stress and why would you make a great ambassador for Gothenburg Julmys?" Selected guests will be interviewed before and during their stay about their experience of Swedish Julmys.

The package includes travel to and from Gothenburg, accommodation, activities and selected meals during the stay from 13–15 November 2026.

Applications and further details:

<https://www.goteborg.com/en/guides/apply-to-the-ultimate-gothenburg-julmys-experience>

Media interview opportunities with participating guests and representatives from Göteborg & Co can be arranged upon request. A limited number of hosted media stays are available for UK and US travel press during the initiative period from 13–15 November 2026.

Key Facts

Organization: [Göteborg & Co](#), the official destination management organization for the City of Gothenburg and the metropolitan area

Initiative: The Ultimate Gothenburg Julmys Experience

Purpose: To introduce international travelers to the Swedish concept of Julmys as an antidote to Christmas stress

The Highlight: The world's highest Lucia celebration on the 69th floor of [Karlatornet](#), 246 meters above the ground

Stay Dates: 13–15 November 2026

Application Deadline: 9 October 2026 at 15:00 CEST

Included: Accommodation, selected meals, activities and travel to and from Gothenburg

Application: <https://www.goteborg.com/en/guides/apply-to-the-ultimate-gothenburg-julmys-experience>

Press images & more information

For more information, visit:

<https://www.goteborg.com/en/julmys>

High-resolution press images:

Julmys press images:

<https://share.mediaflow.com/en/?SHRED9JLN9>

Gothenburg winter:

<https://imagebank.sweden.se/my-selections/s2tjmf55d>

<https://share.mediaflow.com/se/?I0REH1UIDS>

Link valid until October 16, 2026.

https://press.visitsweden.com/Gothenburg_Julmys