

Gothenburg Reaches New Heights in Quest to Cure Festive Stress

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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 metres 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](#) centred 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.

"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

Five Signature Julmys Traditions in Gothenburg

Hosted from 13–15 November 2026, the curated itinerary introduces participants to five core Julmys experiences:

- 1. Sunrise Lucia Celebration at [Karlatornet](#):** An exclusive choral performance on the 69th floor of the Nordic region's tallest building, 246 metres above ground level.
- 2. West Coast Christmas Buffet (Julbord):** A seafood-inspired traditional feast served at [Dicksonska Palatset](#), curated by acclaimed chef Gustav Trägårdh.
- 3. Traditional Festive Fika:** A classic Swedish Christmas fika set within the 18th-century grounds of [Gunnebo House and Gardens](#) during its annual Christmas market.
- 4. Canal Tour Aboard [Julpaddan](#):** A sightseeing boat cruise through Gothenburg's illuminated waterways accompanied by local maritime history.

5. Christmas at Liseberg: One of the Nordic region’s largest festive attractions, transformed by five million Christmas lights, thousands of trees, market stalls, and seasonal dining.



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

New highlights for the 2026 festive season include a high-altitude [Christmas buffet at Karlatornet](#), an [expanded Christmas layout](#) at Liseberg, and the Gothenburg Opera’s new Christmas production, [Julefrid](#).

Application Process and Media Opportunities

The application process is open from 09:00 on 22 September to 14:00 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 covers travel to and from Gothenburg, accommodation, activities, and selected meals during the stay from 13–15 November 2026. Applications and further details are available at goteborg.com/en/julmys.

Apply [here...](#)

Key Facts

Category	Details
Organisation	Göteborg & Co (Official DMO for the City of Gothenburg and the metropolitan area)
Initiative	The Ultimate Gothenburg Julmys Experience
Purpose	To introduce international travellers to the Swedish concept of Julmys as an antidote to Christmas stress
The Highlight	Sunrise Lucia celebration on the 69th floor of Karlatornet (246m above the ground)
Stay Dates	13–15 November 2026
Application Window	22 September 2026 (08:00 BST / 09:00 CEST) – 9 October 2026 (14:00 BST / 15:00 CEST)
Official Website	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 till 16 Oct 2026)

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