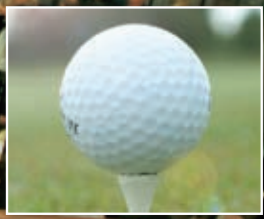




L U L E Å



*the capital of  
Swedish Lapland*

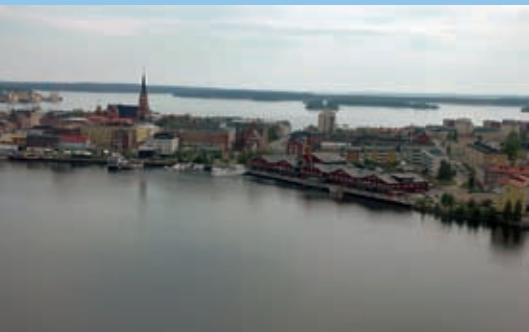
MEETINGS, CONFERENCES, EVENTS

The congress town with a thousand options.

# > Luleå

- a meeting with many faces

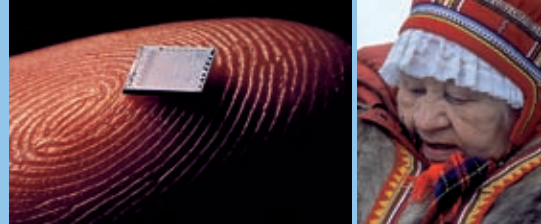
*Luleå is never far away  
– reckoned in minutes.  
The excellent transport  
infrastructure gets you here fast.  
The airport is just ten minutes  
from the town centre and flying  
time between Stockholm and Luleå  
is just over an hour. With 16  
connections daily, Luleå is always  
within easy reach.*



## A town in constant change

Luleå town was founded at Gammestad in 1621, but within just 28 years, by 1649, land elevation had made the harbour too shallow. Luleå was therefore relocated to its present site, and kept its status as a major port.

Industry developed, based on forestry and ore, and the town took on the character of a traditional industrial town. Today the base industries remain, but have evolved into some of the world's leading high-tech companies. New companies have emerged in the fields of IT, design, trade, culture, filmmaking and tourism. Nowadays, Luleå is a town of innovative services with a well-balanced industrial structure, which is attracting a variety of people to the town.



Luleå is a town with an exhilarating pulse. It is a centre for trade, culture, restaurants, entertainment and sports. One important factor in its positive development, which Luleå shares with the whole of Norrbotten County, is the inter-municipal cooperation in which Luleå acts as a motor for the whole county's development. With an average age of 40, Luleå is also a young town – something that attracts innovators and talent. Luleå is undoubtedly an exciting place to be in.



# Luleå

— a town of surprising advantages

Luleå has a lot to offer the visitor and everything here is concentrated to a handy-sized area. Quite simply, in Luleå it's a little closer: between places, experiences and people. This closeness creates unique opportunities and options when planning a meeting. More quality time for the meeting itself makes the event more efficient, brings the participants closer to each other, and strengthens the sense of community.

## **An academic and medical centre**

Luleå University of Technology offers education and pursues research in the fields of technology, science, the humanities and social sciences. Its research is at the global cutting-edge in several fields.

Sunderby Hospital is one of the most modern hospitals in Europe for its technology, architecture and innovative work methods. It has aroused considerable interest all over the world. Strategic operations and the rest of Luleå's offerings make Luleå an attractive congress town.

## **Luleå - the Capital of Swedish Lapland**

With its geographical position in northernmost Sweden, Luleå forms a natural gateway to Swedish Lapland. Here you find an arctic climate with Northern Lights, pure-white snow, ice and cold.

You experience the Midnight Sun and light summer nights, magnificent nature, tranquillity and clean air. This is where you can hear the roar of Storforsen, the biggest wild rapids in Europe, and where you can raise your ice glass in the Icehotel's Icebar in Jukkasjärvi.

It is also home to the Sami cultural storehouse, a characteristic lifestyle and expression in the form of richly ornamented art handicraft, juoiggos song and reindeer herding.

## **Nature a constant companion**

Luleå offers out-of-the-ordinary nature, which invites you to take part in exciting activities. The beauty of the archipelago, with more than 700 islands and islets – makes a popular and very special excursion. There is a museum of archipelago life, art exhibitions, cafés, restaurants and fine meeting venues.

Luleå is surrounded by a living countryside with beautiful forests and land. Two rivers run through Luleå district, the Lule and Råne river, the latter Sweden's biggest untouched forest river. The area offers good angling, an abundance of bird species and several ancient monuments.

*Sunny Luleå!*

For several successive years, Luleå has topped the sunshine league, a list of the sunniest places in Sweden.



### **Living heritage**

Gammelstad Church Town, about 10 km from the centre of Luleå, tells of the history of Luleå and Norrbotten. The church town, one of the best-preserved in Scandinavia, is listed on the UNESCO World Heritage List.

Here you can enjoy a social historical environment that is very much alive, with excellent restaurants, cafés and small boutiques offering local handicraft.

### **Delicacies from the north**

With natural north Swedish ingredients on its doorstep and skilled chefs, Luleå offers gastronomic experiences a cut above the usual. What would you say to Norrbotten caviar on toast, reindeer carpaccio, filet of char, moose steak, cloudberry parfait or an arctic bramble dessert? And to go with them, why not a glass of something from Nyckelbryggerier for example, Luleå's own brewery?



### Activities and adventures

Combine the meeting with activities and adventures that you will remember for a lifetime. We offer exciting experiences – year round.

**Winter.** Travel by dogsled from the centre of Luleå straight out into a thrilling archipelago adventure. Or come along on a snowmobile safari in the arctic landscape. Or take a winter dip after the steamy heat of the sauna. Or drive a car on the unending ice-roads and have dinner in a lavvu – a Lapland tepee on the frozen Gulf of Bothnia.

**Summer.** Glide across the still water in a sea-going kayak, take a refreshing dip in the sea and have an archipelago dinner of newly-landed salmon – far out near the open sea. Or play an unforgettable night-time round of golf beneath the Midnight Sun.

**Year round.** Make a stop in town among malls, boutiques, cafés, pubs and night-clubs. Or enjoy one of the many events in the world of theatre, music, culture and sports that Luleå offers.

In Luleå the opportunities are many and varied.



# Meetings that fly

## Meeting venues

Luleå offers a large number of high-class meeting venues. The big auditorium of the magnificent, newly-completed Kulturens hus seats 1,000 and gives a fantastic view of Luleå's North Harbour. Nordkalotten Hotell & Konferens is more typically north Swedish in character – with Sami architecture and Lapland lavvu tepees.

Luleå University of Technology offers the newly-inaugurated Akademia with light courts and airy meeting facilities featuring the latest technology. In all, Luleå has conference capacity for about 4,000 people.

## Accommodation

There are many good hotels in Luleå. Major hotel chains – Elite, Choice, Best Western and Scandic – are represented, as well as smaller hotels with a more intimate atmosphere. Luleå has a guest capacity of approximately 1,700 beds in and around the town centre, and a further 2,400 beds in the rest of the Luleå region.

## Reception rooms and restaurants

Luleå offers reception rooms and restaurants to suit both big and small groups. There are a large variety of menus to suit all tastes. If you want a grand occasion, you may choose to have a banquet beneath the crystal chandeliers of the Hall of Festivities at time-honoured Elite Stadshotellet in Luleå. Or why not try the modern, light and spacious Restaurant Luleå in Kulturens hus. If you want something closer to nature, you might choose

“Dinner on Ice” – a three-course dinner served in a lavvu tepee out on the frozen Gulf of Bothnia. Naturally, this is just a small selection of the alternatives.

## Professional players

The conference industry in Luleå comprises a number of professional players who will help make your meeting a successful and memorable event. Through commitment, local knowledge and well-functioning cooperation between different players, Luleå offers the services that lie behind any successful meeting.

Nordkalotten Hotell & Konferens



## Luleå Convention Bureau

Do you wish to locate your meeting to Luleå?  
Contact us and we will help you!

Here are some examples of what we offer:

- > free advice and suitable proposals
- > promotional material about Luleå
- > viewing trips and site inspections
- > contacts with our partners



### The economics speak for Luleå

Locating a meeting to Luleå is often favourable for economic reasons too. Costs, for example for accommodation and meeting venues, are often lower in Luleå than in many other parts of Sweden. A meeting in Luleå therefore has a very attractive bottom line – which makes us a highly competitive alternative.

Time is money. In Luleå, things are a little bit closer: getting from the airport into town, between accommodation, the meeting venue and social activities takes just a few minutes.

This means more quality time for your meeting.

And you get “Luleå added value” thrown in, a genuine, natural experience with a difference that you will remember for a long time.



Festivitetsalen, Elite Hotel



Nordkalotten Hotell & Konferens

Kulturens hus, the Culture and Congress Arena





*Luleå Convention Bureau is developing the conference industry in the Luleå region. We provide free information and propose suitable meeting venues, accommodation, activities and experiences for a successful meeting in Luleå.*

*Luleå Convention Bureau acts as intermediary between you the meeting organiser/planner and the local players in the conference industry. Based on your demands and wishes, we put you in touch with cooperation partners suitable for your meeting. When you have decided to have your meeting in Luleå, our partners take over the business side.*

*We look forward to helping you.*

**Luleå Convention Bureau** is run as a development project within Visit Luleå. The project continues until December 2009 and is funded by players in the visitor industry, Luleå Municipality, Luleå University of Technology and County Administrative Board of Norrbotten.

Address: Storgatan 30, 972 32 Luleå, Sweden. Tel, Luleå: +46 (0)920-22 13 32, +46 (0)70-648 04 55. Tel, Stockholm: +46 (0)70-666 54 14. e-mail: [info@luleacvb.se](mailto:info@luleacvb.se). Web: [www.luleacvb.se](http://www.luleacvb.se)

**> LULEÅ CONVENTION BUREAU**