

# Helsingborg and Sweden





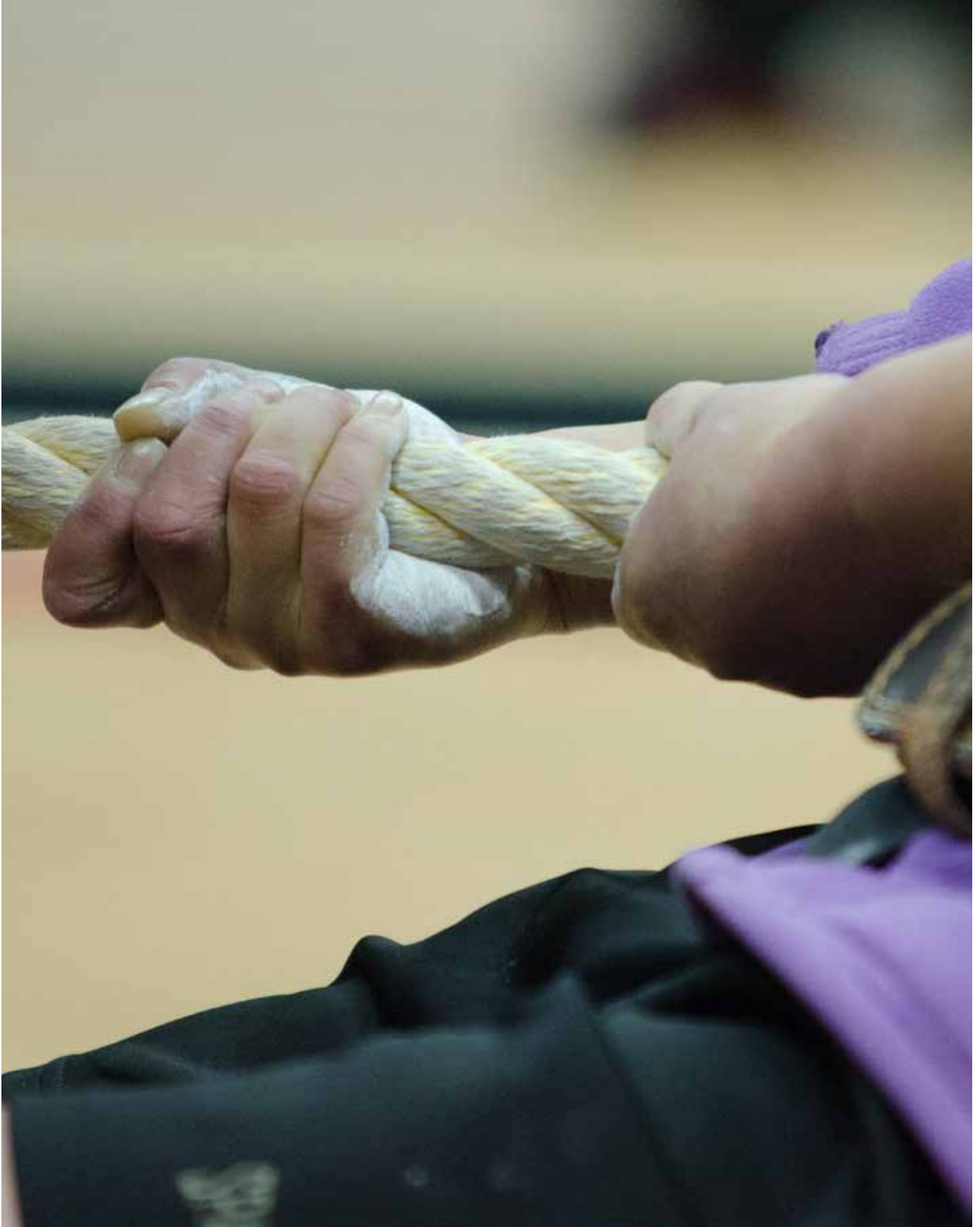
**Welcome to  
the city by the  
sea**

**”Joy, dedication  
and support all the way  
from the beginning to the  
follow-up. We apply this  
philosophy to all events,  
big and small ”**

*- Henrik Gidlund, your contact at  
Helsingborg Convention & Event Bureau*

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# Swedish Tug of War Federation

Väröbacka 2019-02-27

## TO THE TUG OF WAR INTERNATIONAL FEDERATION

The Swedish Tug of War Federation is the official organization with the designated task to develop and enhance the position of the Tug of War sport in Sweden. We do this in many ways, but generally our work consists of different ways of supporting and inspiring our Swedish clubs and other key players in their everyday development work. Our strategic work focuses on the following themes:

- Clubs
- Training
- Competition
- Elite

Our vision is that Tug of War should be the sport of choice throughout the whole life. This combined with our focus on competition and our ambition to increasingly arrange more international events, makes it logical and very inspiring for us to focus on attracting more international events both indoor and outdoor.

In this context it is with great joy and commitment that we, The Swedish Tug of War Federation, submit this Declaration of Interest to bid for the World Championships indoor 2024. We do this with our partners Visit in Skåne, The city of Helsingborg and Helsingborg Convention & Event Bureau.

Together we have the strength, experience and resources to take on a great and inspiring challenge such as the World Championships Indoor.



*Yours sincerely*

**Jennie Andersson**  
*President/Chairman of the Board  
The Swedish Tug of War Federation*

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# Helsingborg City

– *support letter*

2019-03-04

## THE TUG OF WAR INTERNATIONAL FEDERATION

Helsingborg has a lot to offer and is a popular destination by our visitors. During the last couple of years we have organized and hosted several larger international events, such as the World Championship Coastal Rowing, the Women's European Handball Championship and the European Veterans Table Tennis Championship, which clearly demonstrates the city's ambition and capability of hosting events.

When hosting a major event like the World Indoor Tug of War Championships we know that our visitors will bring with them more than just another event experience. Helsingborg offers a mix of metropolitan big city and charming idyllic small town. It's full of history, ancient and modern, Danish and Swedish.

The City of Helsingborg fully supports the bid from the Swedish Tug of War Federation, together with Helsingborg Convention & Event Bureau and Event in Skåne, to host the World Indoor Tug of War Championships 2022.

We look forward to a continued cooperation in hosting the World Indoor Tug of War Championships 2022.

A warm welcome to Helsingborg!

*Yours sincerely*



**HELINGSBORG**

*Palle Lundberg*  
**Palle Lundberg**  
City Chief Executive

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# Event in Skåne

## – *support letter*

2019-03-04

### **THE TUG OF WAR INTERNATIONAL FEDERATION**

The region of Skåne, which includes 33 municipalities, is a leading event region in Sweden. Skåne and its cities have a long and solid tradition of hosting events. The hosting of for example European Figure Skating Championship 2003, Solheim cup 2003, Louis Vuitton Acts 6 & 7 of the America's Cup in 2005, Women's European Handball 2006, European Master Games 2008, UEFA under-21 Championship 2009, World Scout Jamboree 2011, Men's World Championship Handball 2011, Eurovision Song Contest 2013, and European Championships in women's handball 2016, are all indications of our ambition within the international event sector.

Event in Skåne, the region's official events agency, works to make Skåne a leading venue for top Swedish and international events and we fully support the bid of the Swedish Tug of War Federation - together with the city of Helsingborg and Helsingborg Convention & Event Bureau – for the World Indoor Tug of War Championships 2022.

We will work – financially as well as in other ways - together with the above-mentioned partners in order to make the event a success for all parties involved.

*Yours sincerely*



**Pehr Palm**

CEO Event in Skåne

**event** in skåne  
part of business region skåne

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# Your host city 2024

## – *Helsingborg*

### **HELSINGBORG - THE BEATIFUL TOWN BY THE SEA**

The beautiful town of Helsingborg is located in the heart of the dynamic Greater Copenhagen area, which is home to over 3,8 million people and a highly advanced infrastructure systems, making traveling fast and easy. Helsingborg has all the hotels, restaurants and entertainment you would expect to find in a big city, while still being small enough to find your way around.

The attractive “old town” stands out with its winding streets, quaint cobbled squares and historic landmarks. A little further on you can see the shimmering Öresund Sea, just four kilometres wide. The Danish side of the coast, with Elsinore and Hamlet’s Kronborg Castle can easily be reached by boat.

Helsingborg has it all: sandy beaches, old fishing villages, urban settings and a beautiful countryside. It is easy to enjoy a visit to Helsingborg. The city centre offers a generous number of restaurants, cafes, shops and parks. Just minutes away from the city centre, you can also enjoy a relaxing walk by the sea or in the woods. In the spring, Gröningen Park is the ideal venue for recreation, with its widespread golf course, barbecue sites, leisure areas and bathing jetties.

### **EXPERIENCE OF HOSTING MAJOR EVENTS**

In the last 5 years, 247 big and small events have been held in Helsingborg. In addition to this Hx is an annual 2-day city festival that attracts 30 000 visitors per day.

To highlight some examples: during the UEFA European Under-21 Football Championship in 2009, Helsingborg received almost 30 000 visitors. In July 2014, Helsingborg hosted a large gymnastic event, Eurogym, which attracted 4 500 gymnasts to Helsingborg. In August 2015 we hosted Europeade, the largest folkdance and folk music festival in Europe with 6 000 participants. The European Veteran Table Tennis Championships took place in Helsingborg in June 2017, with over 3 000 table tennis players visiting Helsingborg. In the summer of 2018 Helsingborg hosted one of Sweden’s biggest sporting events, “SM-veckan” (the Swedish Championships week) with a total of almost 6 000 participants. Over 50 Swedish Championships took place during this week.

The City of Helsingborg has an event unit with professional and dedicated staff. The unit has a long history supporting large events and helping event organizers with, among other things:

- Advice and support to plan and hold event
- A network of professional partners
- Project management and marketing
- Contact with authorities and administration





Hx, an annual 2-day festival in the city centre.



Europeade, the largest folk dance and music festival in Europe.



The Swedish Championships week.

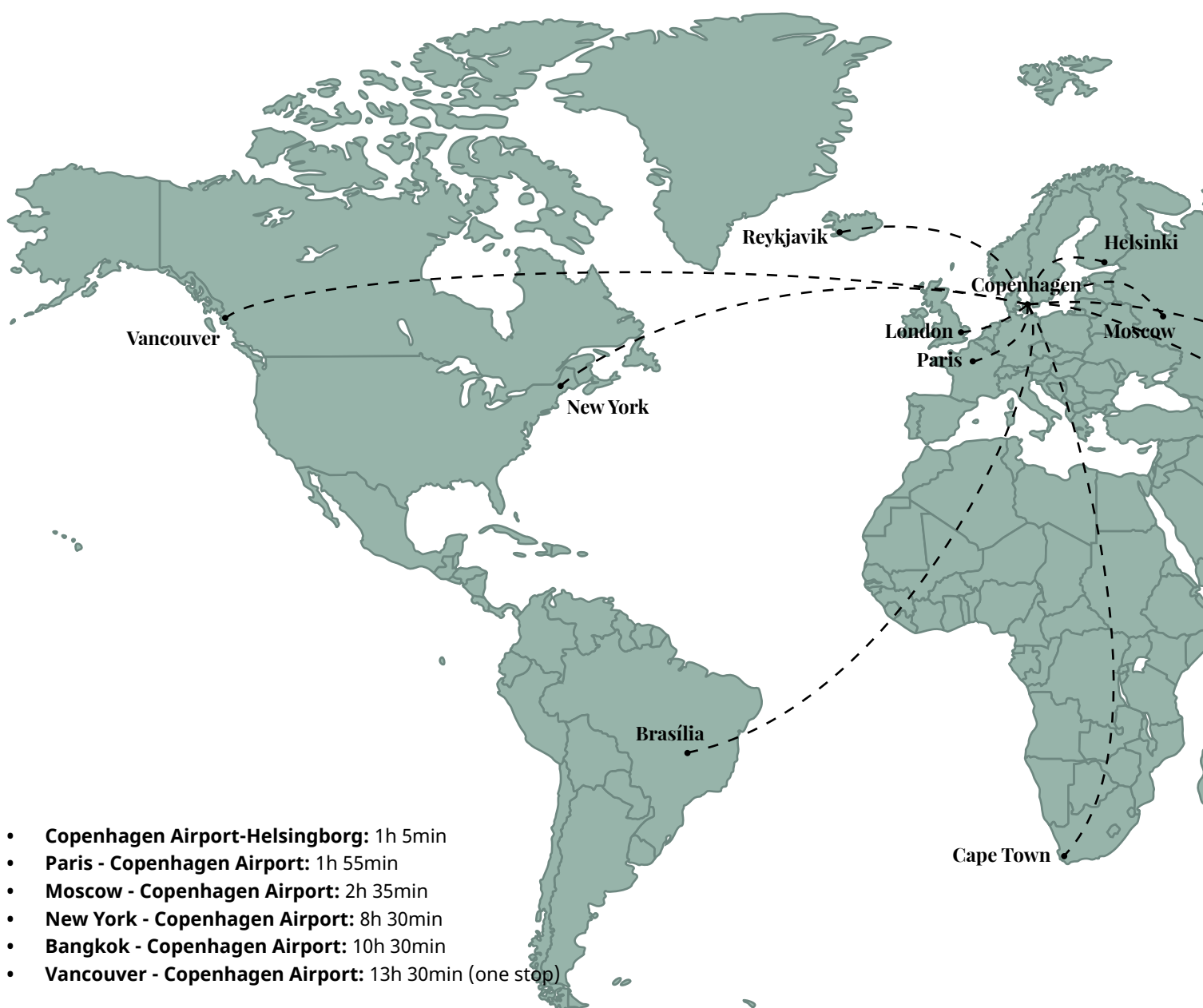
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# Sweden and Helsingborg

– *easy to reach*

## HELSINGBORG

Helsingborg is a communication hub for both national and international road traffic, with the junction of the E4 and E6 European highways only a few kilometres from its centre. Copenhagen airport, Kastrup, is only about one hour away by rail or road.



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There is frequent train service over the Oresund Bridge, providing a convenient link between Copenhagen and Helsingborg. Another option is to take a train to Elsinore and then continue with the ferry. The ferries between Elsinore in Denmark and Helsingborg provide round the-clock passenger and vehicle service.

The greater Copenhagen area enjoys increasing popularity and every year the city hosts a number of international events. Helsingborg has all the advantages of a small town while being able to offer the wide variety of amenities expected from a large city and you can reach just about everything by foot; hotels, restaurants, shops, and meeting halls.

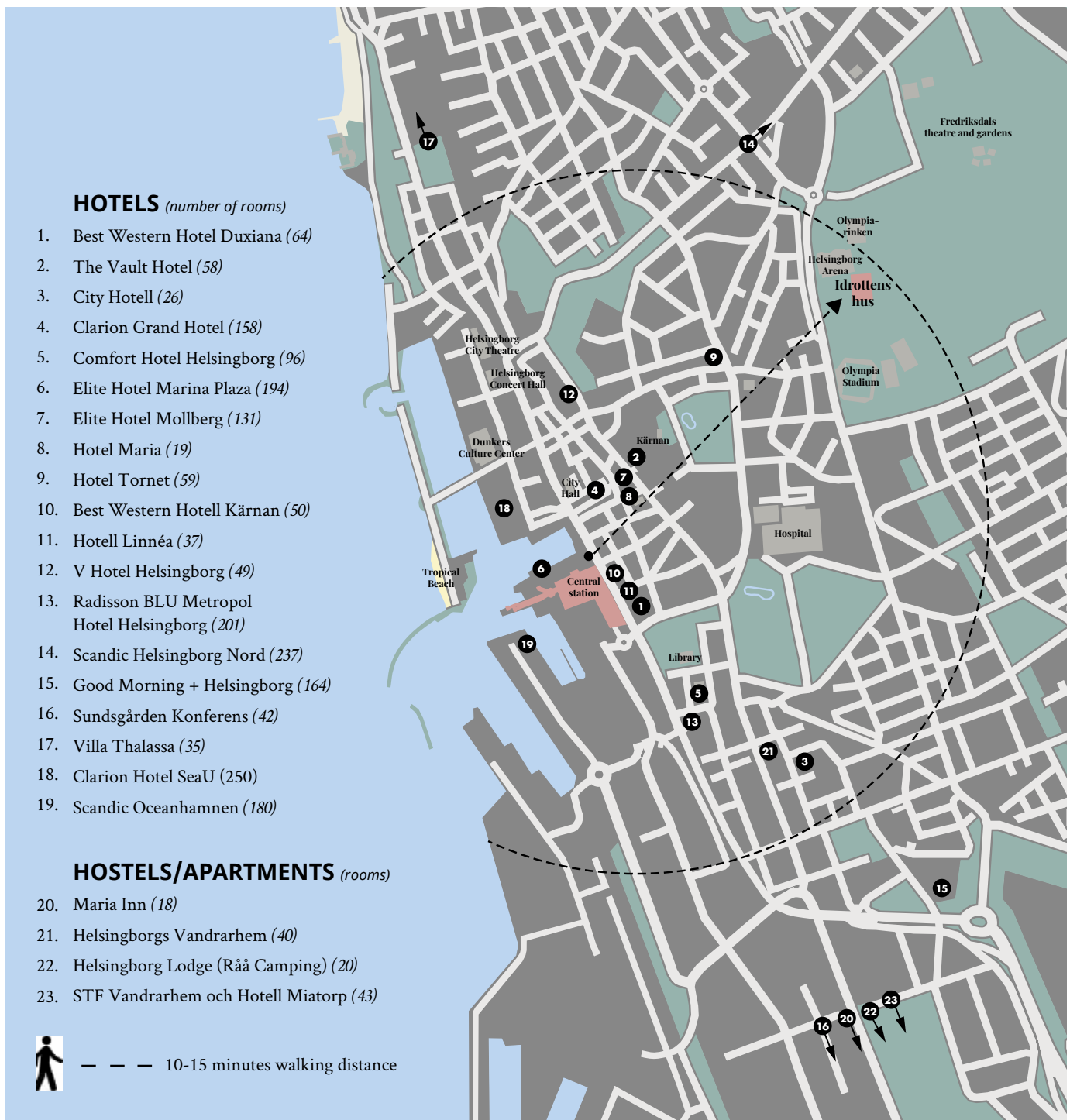
## IN BRIEF HELSINGBORG

- 2000 hotel rooms in 2022
- 143 000 residents
- 150 different nationalities are represented in Helsingborg, giving the city a truly international character
- Three airports within an hour's drive
- Helsingborg is a popular tourist destination with around 500 000-bed nights per year
- Helsingborg is one of Sweden's best-served cities in terms of restaurants
- One destination – two countries



# Map of Helsingborg

## – the city center







# The Venue

## – *Helsingborg Arena*

### **HELSINGBORG ARENA – A HOME GROUND FOR SPORTS**

Helsingborg Arena was inaugurated in 2012 and is the town's main arena for indoor sports, concerts and other events. It is also one of the most attractive meeting places in the region. The arena has a seating capacity for up to 4,700 spectators during sports events. The Arena was built with a focus on flexibility and variety; making it possible to host big sporting- and congress events.

Helsingborg Arena has hosted several events, such as; Eurogym 2014, U19 World Floorball Championship, Europeade, The Swedish Eurovision Song Contest,

World Veterans Championship Badminton 2015 and Helsingborg Horseweek 2015.

The largest hall has a floor area of 1 800 m<sup>2</sup> and an audience capacity of 4 700 people. The floor is a sports floor, normally used for handball or floorball. However, the flexible nature of the Arena makes it possible to add several floor materials.

The arena is also equipped with 4 kiosks and with a possibility to arrange mobile serving stations. Helsingborg Arena provides our guests with excellent service when it comes to food. The restaurant has 350 seats.



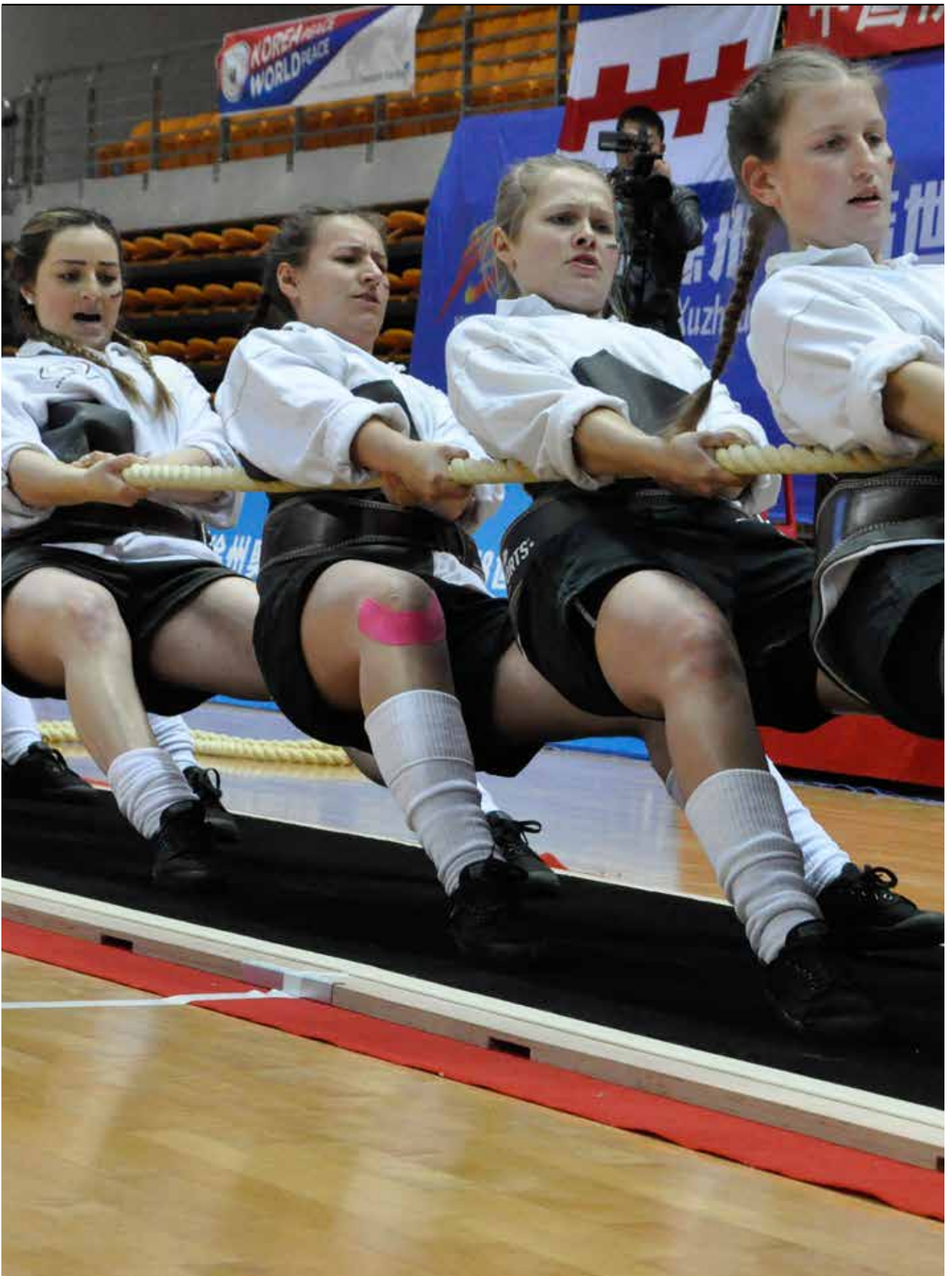
### IN BRIEF

- Walking distance from Helsingborg Central station (10-15 minutes)
- Bus and taxi transportation right outside
- Restaurant, kiosks and mobile serving stations
- 150 toilets
- LED screens both in roof and along sides of the main arena
- Free Wifi

### CAPACITY

- Audience capacity of between 100 and 4 700 people
- 14 changing rooms
- Press area and facilities for TV and media
- Separate rooms for doctors, drug testing, referees, massage and meeting rooms







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# The offer

## – *the participant package*

### **PARTICIPANT PACKAGE**

*(only hotels)*

#### **THE 5-NIGHT PACKAGE:**

*includes bed, breakfast, dinner, transportation (to venue), and entry to competition hall.*

- 2-3 beds/room: approx. 7 500 SEK
- Single room: approx. 9 600 SEK

#### **THE 6-NIGHT PACKAGE:**

*includes bed, breakfast, dinner, transportation (to venue), and entry to competition hall.*

- 2-3 beds/room: approx. 8 500 SEK
- Single room: approx. 10 500 SEK

#### **EXTRA NIGHTS:**

- 2-3 beds/room: approx. 600 SEK  
*(only breakfast included).*
- Single room: approx. 1000 SEK  
*(only breakfast included).*

**DINNER TICKETS:** approx. 300 SEK/day.

**ACCREDITATION ONLY:** approx. 1 500 SEK





Kullaberg.



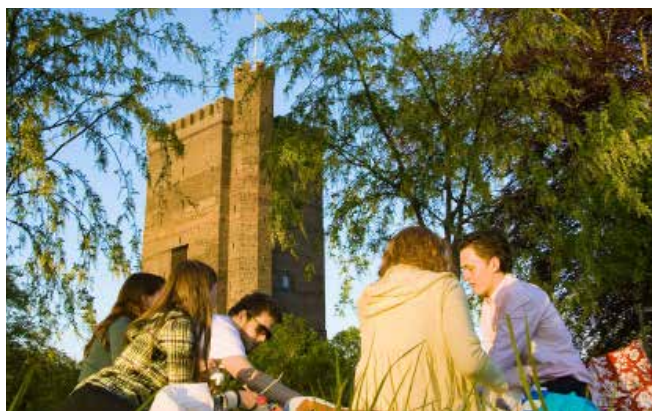
Dunkers Culture Centre.



Sofiero Palace.



Elsinore.



Kärnan.

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# The Helsingborg Region

## – *made for experience*

### **FREDRIKSDAL MUSEUMS AND GARDENS**

A 36-hectare oasis in the centre of Helsingborg, with buildings, landscapes and gardens that depict the history of local nature and culture. Many native species are represented in the field and pastures.

*fredriksdal.se*

### **DUNKERS CULTURE CENTRE**

Opened in 2002 with music, art, film and theatre, all under one roof. Here you can also find exhibitions covering the city's history. *dunkerskulturhus.se*

### **KÄRNAN**

Fortress tower dating from the 1300s, part of the ancient Castle of Helsingborg. Kärnan is perhaps Helsingborg's most important symbol.

### **SOFIERO PALACE AND GARDENS**

Sofiero is at the edge of the city and was once King Gustav VI Adolf's summer residence. The gardens are a sea of flowers, with the former king's famous rhododendrons and crown princess Margareta's magnificent borders still flourishing. Sofiero is one of Helsingborg's main tourist attractions. *sofiero.se*

### **RÅÅ**

Picturesque coastal community just south of Helsingborg. The old fishermen's huts along winding lanes remain in good condition. In summer, small ferries run between the harbour and the island of Ven.

### **VEN**

Ven is an island halfway between Denmark and Sweden with an unusual landscape, best seen by bicycle. Ven is popular for day trips and is well known from history books as the astronomer Tycho Brahe's island.

*alltomven.se*

### **EL SINORE (DENMARK)**

Helsingborg's Danish twin town, just 20 minutes away by ferry. There are many well preserved 17th and 18th century buildings in the central areas. The Renaissance castle of Kronborg, the home of Hamlet is within walking distance. *visithelsingor.dk*

### **KULLABERG**

Nature reserve with a rich flora and fauna, situated about 30 kilometres north of Helsingborg. Along the coastline, steep cliffs drop down to the sea or stand as fantastic natural sculptures. *kullabergsnatur.se*

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# Contact information

– *we are here for you*

The Swedish Tug of War Federation - with support from the City of Helsingborg, Helsingborg Convention & Event Bureau and Visit Skåne - is happy to submit this application for the World Championships Indoor 2024.

Helsingborg Convention and Event Bureau makes event easy. Our mission is to be an active and coordinating part that provides professional support all the way from start to finish. This includes finding the arenas and venues which best fit your specific needs, as well as giving unbiased advice, coordinating your contact with local organisations and arranging meetings.

We intend to make the World Championships Indoor 2024 an event to remember for both participants and visitors.

We are happy to address any questions or concerns that You may have.

**HENRIK GIDLUND**

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*Head of Unit*

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**HEL  
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convention &  
event bureau



VISIT | **skåne**

