

# Robust year for Liseberg

**An uneven 2018 ended on a high-note for Liseberg, with a very well attended Christmas season. More than 520,000 guests visited, what has recently been voted, Sweden's best Christmas market – and in combination with a strong Halloween season, Liseberg can again this year note an attendance of more than three million.**

Liseberg's summer season was negatively affected by an unusually warm summer, the World Cup in football and the delayed opening of Valkyria; Liseberg's 2018 Bolliger & Mabillard Dive Machine. All in all, summer attendance decreased with approximately 4%.

The Halloween season, on the other hand, once again grew considerably, and when Christmas at Liseberg closed on Sunday, more than 520,000 guests had passed through the gates – 40,000 more than in 2017.

The total attendance for the year ended up at 3,055,000, which is in line with the 2017 year's numbers. Despite the fact, that Liseberg's business model is very sensitive to weather and economic conditions, these guest figures have varied very little very little in recent years.

"Liseberg's visitor numbers have stabilized at the higher level established with the launch of HELIX in 2014. This is very very satisfying, as Liseberg operates in an extremely mature market", says Andreas Andersen, CEO & President of Liseberg.

However, visitor numbers have varied greatly between seasons, and in recent years the Halloween season and Christmas at Liseberg have taken more place.

"It shows that Liseberg's investments in seasonal events is successful. These create a more stable financial foundation in an otherwise sensitive and complicated business model", says Andreas Andersen.

Turnover is also in line with 2017 year's numbers, forecasting a turnover for 2018 of around SEK 1.225 billion for the Liseberg Group.

"Both sales and profitability have consolidated at a satisfactory level, which is important for the large and necessary investments in the business we are facing in the years to come", says Andreas Andersen.

In the coming years, Liseberg plans to invest in both the park (extension of Children's area 2020) and in a larger expansion of the park with a 450 room themed family hotel and Scandinavia's largest indoor water park (Liseberg's Jubilee Project 2022–2023).

## **For more information:**

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