

PROPOSAL TO HOST

OCR World Championships

IN GOTHENBURG SWEDEN 2025

go:teborg

WHY SWEDEN WANTS TO HOST OCR WORLD CHAMPIONSHIPS



The OCR sport has rapidly grown in Sweden for the past five years, and Sweden has fast grown to become a renown OCR-nation, especially when it comes to organizing competitions. Since 2019, OCR is a part of the Swedish Athletics Association, and more and more OCR-clubs become members of Swedish Athletics. Many traditional athletics clubs has also started with OCR.

Tough Viking is the first and leading OCR organizer in the Nordic region with close to 60 races with 3 000 - 6 000 participants per race. Through the cooperation between Swedish Athletics, Tough Viking and the city of Gothenburg, Sweden will be able to create a top-of-the-line Championship that exceeds all participants expectations, which will also create a standard and a legacy for the OCR sport in Sweden, and OCR Championships in the future.



SWEDISH ATHLETICS



TOUGH VIKING®



TOUGH VIKING®

THE ORGANIZER



Swedish Athletics has a good reputation in organizing big events, and throughout the years, many athletics championships have taken place in Sweden. In the latest years; European Athletics U20 and U23 in 2019, and in 2024 Sweden will host World Masters Athletics in Gothenburg.

When it comes to OCR, Tough Viking has demonstrated exceptional prowess in organizing large-scale OCR events, such as the Stockholm Royal Park Race, renowned for its challenging course through prestigious locations. The Gothenburg City Park Race highlights our ability to seamlessly integrate demanding courses into urban environments, catering to a broad audience. Our Helsinki City Race and Oslo Mountain Challenge showcase the versatility and creativity in course design, utilizing both urban and natural landscapes effectively. Special military-inspired events reflect our unique heritage, offering authentic and rigorous challenges. Notably, Tough Viking has successfully managed events with up to 6 000 participants, underscoring our capability to handle large-scale, high-profile OCR events efficiently.

We also have the race director of Tors Trophy who arrange races in the OCR world Series in the organization. In other words, there is a solid organization and support of management affiliations and race directors to create a world class competition.



GOTHENBURG

Facts & Figures

Gothenburg is an old harbour city located on the Swedish west coast. It is the second largest in Sweden with 1,000,000 inhabitants in the metropolitan area.

The city was founded 400 years ago. Throughout history we have embraced people and influences from abroad, and the city has developed with ideas and knowledge from around the world.

Best Value

Gothenburg is a highly competitive city in many aspects - also price-wise. International indices agree that prices in Gothenburg are below the average European level and the Scandinavian capitals. What remains at top level, is the famous Swedish quality.



City founded: 1621
Area: 450 km²
Population: City of Gothenburg 600,000
Greater Gothenburg 1,000,000
Restaurants with a Guide Michelin star: 5
Number of cafés: 300+
Number of nightclubs: 80+
Green space per citizen: 175 m²
Bicycle lanes: 460 km
Islands and skerries: 50,000+

European MICE-visitor-price-index 2020

Geneva	230
Reykjavik	215
Paris	213
Oslo	206
Milan	202
London	197
Helsinki	174
Copenhagen	169
Amsterdam	164
Hamburg	164
Rome	163
Average	162
Stockholm	158
Vienna	156
Barcelona	150
Brussels	146
Dublin	138
Gothenburg	135
Valencia	111
Budapest	110
Lisbon	105
Prague	100

Average expenditure in euro of a visitor during an overnight stay for meeting-related activities in a European city, excluding fees for conferences and exhibitions.

Sources: TourMIS; Booking.com; HRS.com; Tourism Design

CITY OF EVENTS



Gothenburg is not just one of Scandinavia's main event cities. The passion and motivation that are evident here have spread far beyond Sweden's borders and made a strong impression on the international events map.

We love events

Considering the size of Gothenburg it has an impressive list of hosted events. This success is the result of collaboration and a united vision in the way the city organises events. It is also thanks to wonderful residents, who are dedicated, curious and loyal.

This is a city that has the ideal venues and infrastructure for hosting events, as well as bold, creative and professional organisers.

Upcoming international major events (a selection):

- 2024 - World Junior Icehockey Championships
- 2024 - WMA World Master Athletics Championships

Engaging the community

OCR World Championships will be carried out in close cooperation with Göteborg & Co, the official tourism organisation of Gothenburg. Göteborg & Co has a huge strength with its ability to reach out to both residents and visitors.

Slottsskogen, the official venue of the championship, is a city close park where thousands of Gothenburg residents pass every day. Many of the events in Gothenburg is being held in Slottsskogen. Whenever there is an event in Slottsskogen, the residents of Gothenburg know about it.

Past international major events (a selection):

- 2023 - Women's World Handball Championships
- 2023 - Men's World Handball Championships
- 2021 - UEFA Women's Champion League final
- 2021 - Scandinavia Mixed (golf)
- 2020 - Men's Euro Handball
- 2019 - European Choir Games
- 2018 - Nordea Masters (golf)
- 2018 - Volvo Ocean Race (sailing)
- 2017 - FEI European Championships (equestrian)
- 2016 - Women's Euro Handball
- 2016 - Euro Skills
- 2015 - Volvo Ocean Race (sailing)
- 2014 - World Floorball Championships
- 2013 - UEFA Women's EURO

Major annual events (a selection)

	Time of year	Days	Visitors
World's largest half marathon GöteborgsVarvet. Since -80.	May	6	90 000
Gothia Cup - The World Youth Football Cup. Since -75.	July	7	37 000
Partille Cup - The World Youth Handball Cup. Since -70.	July	6	20 000
Way Out West Festival. Since -2007.	June	2	60 000
Summerburst Festival. Since -2012.	Aug	3	100 000
Concerts at Scandinavia's largest music arena Ullevi	June-Aug	1-2	120 000

In addition, The International Science Festival has been held annually since 1997. Every year, approximately 70,000 visits are made during the festival, which has a public program and a program that engages schools in Sweden. The festival lasts an average of 12 days including the school program and in recent years the festival has been held as a digital festival.

THE WORLD'S MOST SUSTAINABLE EVENT CITY

Important added value for your event

Gothenburg sets high ambitions for sustainability – socially, environmentally and economically – and is committed to the development of a sustainable city that is open to the world.

Six consecutive years, Gothenburg has been awarded the world's most sustainable event and meeting destination.

Gothenburg shall continue to be an international role model always challenging the sustainability concepts; social, economic and environmental responsibility.

We strive to minimise any negative impact from events on people and the environment, to make a positive contribution to society, stakeholders and the local economy, and to create lasting positive effects locally and regionally. The entire city and people of all ages should feel included and feel that events are intended to benefit them.

The closeness of everything within the city and our environmental diploma system are both important factors in achieving ecological sustainability.

Göteborgsvarvet half marathon, Way Out West music festival and Gothenburg Culture Festival are three annual flagship events in Gothenburg that show the way ahead in developing worldclass sustainable events.

Awards

- Lonely Planet, the World's Best Sustainable City Stay 2021
- European Capital of Smart Tourism 2020
- Award winner, Global Destination Sustainability index 2016, 2017, 2018, 2019, 2021 and 2022
- Winner of 2016 UNFCCC Momentum for ChangeAward.
- European Access City Award 2014.
- Europe's best Eco Tourism Destination 2011.

”Gothenburg is the most sustainable meeting and event destination in the world.

Leadership award winner Global Destination Sustainability Index 2016, 2017, 2018, 2019, 2021 and 2022





[To learn more about Gothenburg events, press this link.](#)



THE VENUE

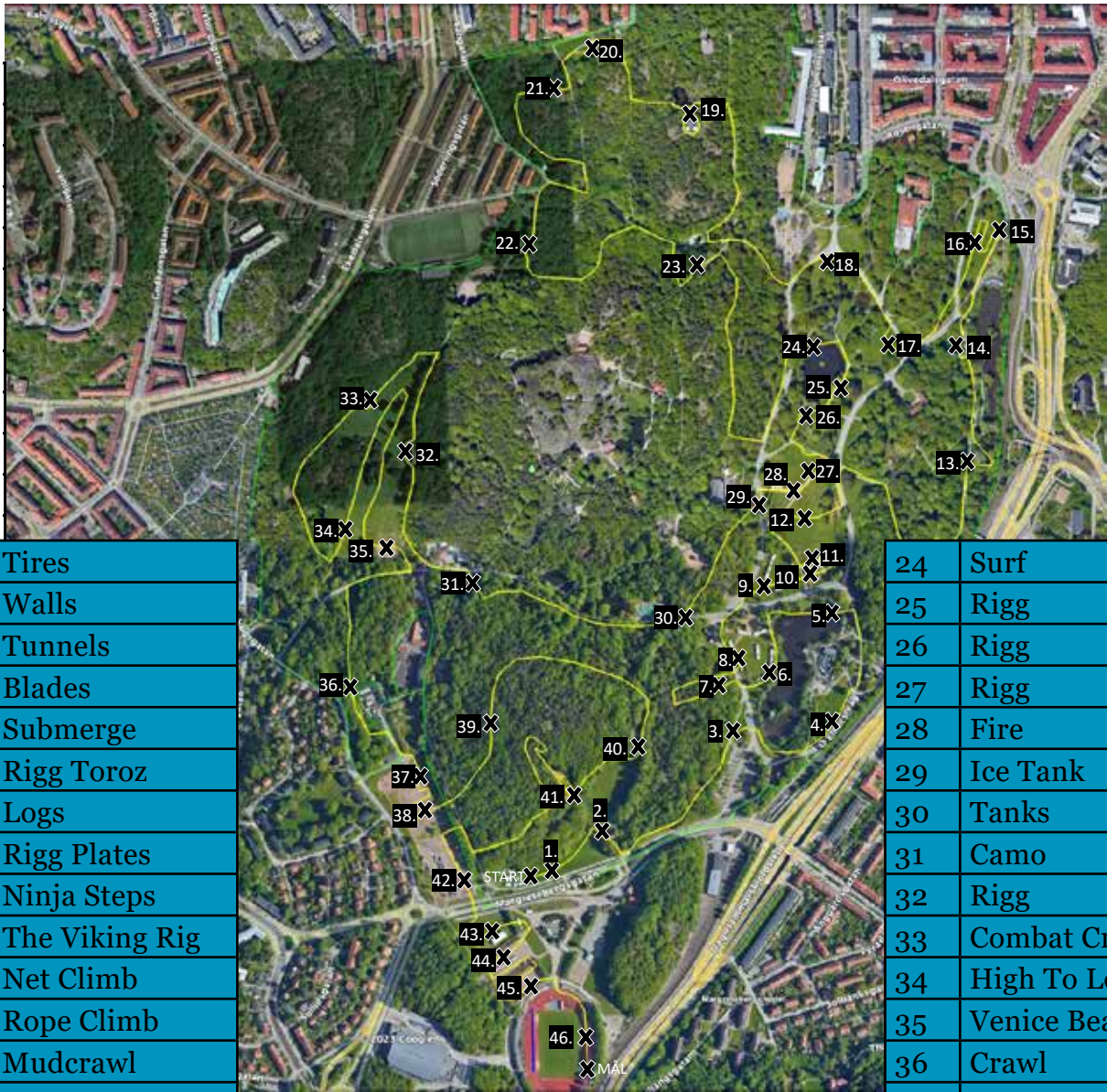


Slottsskogen, a large city park in Gothenburg, offers a diverse terrain with rolling hills, wooded areas, and open lawns, ideal for the challenging and scenic routes of an OCR. The park's natural landscape is complemented by historical elements and attractions, adding a unique cultural aspect to the race experience. Well-maintained internal roads and pathways within Slottsskogen ensure smooth race setup and participant access.

Slottsskogsvallen, the proposed start and finish area, is a renowned sports facility equipped to handle large events, enhancing the race's logistical efficiency. Parking in Slottsskogen is limited, but nearby options and Göteborgs effective public transport system offer convenient alternatives for participants and spectators. The area's strong connectivity and available amenities at Slottsskogsvallen, including restrooms and space for event activities, make it a practical and attractive location for hosting the OCR.



12 KM COURSE



1	Tires
2	Walls
3	Tunnels
4	Blades
5	Submerge
6	Rigg Toroz
7	Logs
8	Rigg Plates
9	Ninja Steps
10	The Viking Rig
11	Net Climb
12	Rope Climb
13	Mudcrawl
14	Irish Table
15	Stairway
16	Rigg
17	Sandbags
18	Rigg
19	Chains
20	Rigg
21	Monkey Bar
22	Rigg
23	Barbed Wire

24	Surf
25	Rigg
26	Rigg
27	Rigg
28	Fire
29	Ice Tank
30	Tanks
31	Camo
32	Rigg
33	Combat Crawl
34	High To Low Toroz
35	Venice Beach
36	Crawl
37	Prowler Push
38	Rigg
39	Balance
40	Crawl
41	Bulgarian Bags
42	Super Ramp
43	Atlas Stones
44	Rigg
45	Rigg
46	A-Frame




3 KM COURSE



1	Tires
2	Walls
3	Tunnels
4	Blades
5	Submerge
6	The Viking Rig
7	Net Climb
8	Rigg
9	Rigg Plates
10	Logs

11	Crawl
12	Bulgarian Bags
13	Prowler Push
14	Rigg
15	Rigg
16	Super Ramp
17	Atlas Stones
18	Rigg
19	Rigg
20	A-Frame



 TOUGH VIKING.



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IN THE HEART OF THE CITY

A characteristic feature of Gothenburg is the compact city area. Event venues, hotels, restaurants, museums and shopping are all in close proximity to each other and easily accessible from the airport, ferry terminals and railway station.

Greater Gothenburg has more than 12 000 hotel rooms, ranging from budget to five-star. More than 8 000 of these are in the city center.

Sweden's friendliest city

Professional organisation is obviously important, but the thing that turns a really good event into a magical experience is world class hospitality. When we organise an event, everyone in Gothenburg becomes a host, and it is no coincidence that Gothenburg has several times been voted the friendliest city in Sweden.



ACCOMODATION

Just around the corner

Gothenburg has the capacity to accommodate many participants. Greater Gothenburg offers over 12,000 hotel rooms ranging from budget to five-star. More than 10,000 of these are located in the city. Future hotel expansion is estimated to more than 16,000 hotel rooms in 2026.

Green accreditation

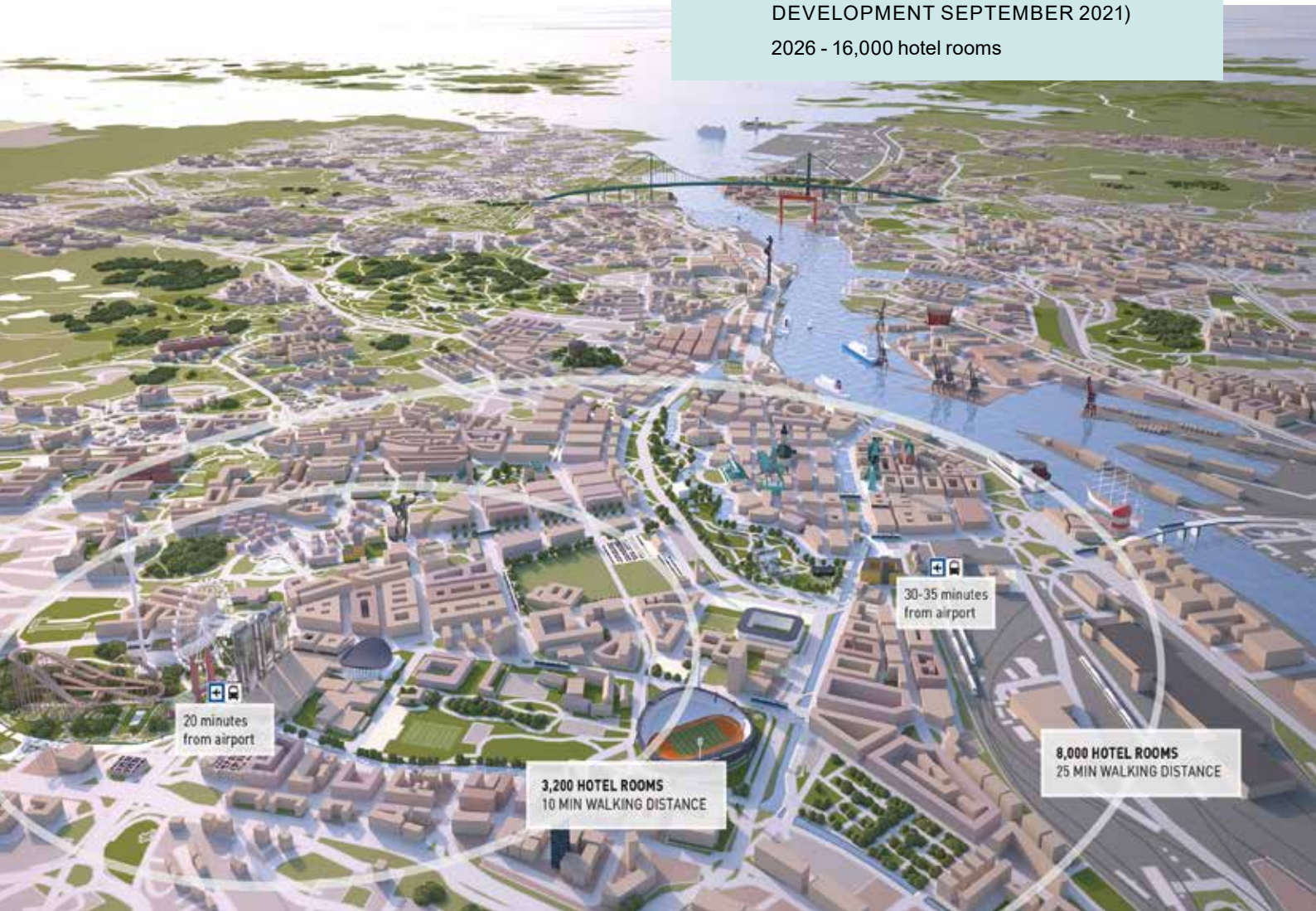
95% of all hotels are eco-certified, making Gothenburg the greenest hotel city in the world.

GREATER GOTHENBURG HOTELS - GENERAL STANDARD RATES

Category	No. of hotels	No. of rooms	Price range €
★★★★★	3	220	215-
★★★★	48	8,459	135-220
★★★	52	2,883	85-150
★★	30	1,100	25-90
	133	12,662	

FUTURE HOTEL EXPANSION (KNOWN DEVELOPMENT SEPTEMBER 2021)

2026 - 16,000 hotel rooms



20 minutes
from airport

3,200 HOTEL ROOMS
10 MIN WALKING DISTANCE

30-35 minutes
from airport

8,000 HOTEL ROOMS
25 MIN WALKING DISTANCE

” *The goal is to have a fully electrified public transportation fleet in Swedish cities by 2030.*

Västtrafik 2021



Ferries are included in the public transportation system.

By rail, road or sea

Rail: cost and time-efficient travel. Copenhagen, Oslo and Stockholm in 3—3.5 hours.

Road: extensive road network, a bridge between Denmark and Sweden, and low traffic density.

Sea: frequent ferry services from Denmark and Germany.

Inclusion for all

Gothenburg aims to be accessible and inclusive for all. Therefore everybody should be able to use ordinary transport, service functions and facilities as far as they reach.

Getting around

Walking: Almost everything is within walking distance, and there is no real need for transport.

Public transport: The efficient public transport system, where 97% runs on biofuel, combines tram, bus and ferry travel. Tickets are available for 1,5 hours to several days.

Bikes and scooters: Around 1,750 bikes are available at more than 135 stations, and you can locate electric scooters for rent with smartphone apps.

Driving: The international E-road network runs through Gothenburg providing easy access to the venues. The majority of taxis and rental cars operate on clean fuels. Congestion charges and low-emission zones apply for heavy vehicles apply to reduce emissions.

WHY CHOOSE GOTHENBURG?

- **Sustainable destination – world-leading since 2016.** Capital of Smart Tourism 2020.
- **International airport with approx. 75 direct routes.** Only 20 minutes transport to the city center.
- **Long experience in hosting major events.** As a city we take pride in having hosted a long list of national and international events.
- **Gothenburg & Co has an outstanding organisational expertise** and solid experience from hosting successful international events. We will assist and be supportive in all areas we can.
- **The city is in the forefront of innovative sustainable events and has been awarded the world's most sustainable destination every year since 2016.**
- **Gothenburg & Co will help you promote the event** with support from inhouse professionals providing assistance in marketing-, media- and PR efforts.
- **The entire city is your venue.** The city of Gothenburg is just the right size for giving a large event a very high visibility.
- **Security and stability** – stable political , economic and social environment.
- **Effective collaboration.** In Gothenburg, politicians, public authorities and industry all share a common vision and attitude toward events. The entire city listens to your wishes.
- **The city offers generous exposure possibilities and city dressing** to showcase the event and free exposure on road billboards.
- **The goal is to fill the stands and create the famous magic atmosphere of Gothenburg along the track and in the venue of Slottsskogsvallen to make the OCR World Championships 2025 the best edition of the championships ever.**

”Gothenburg has an almost unbelievable concentration of big-city attributes all contained within a pocket-size format.

Baltic Outlook 2014



PROMOTIONS AND MEDIA

We will be gearing up to host the OCR World Championship 2025 in Gothenburg with a dynamic and comprehensive promotional strategy. Our approach will harness the power of digital marketing through targeted social media campaigns, engaging email newsletters to both new and all prior Tough Viking competitors, and a search-optimized website with all the event details.

Traditional advertising methods, such as outdoor advertising, will complement our digital efforts. Public relations initiatives, including press releases and media coverage, will amplify our message. To enhance participant experience, we'll offer exclusive event merchandise.

Thru the Swedish Athletics Association, we will also effectively reach out to all clubs in Sweden.

We have a close collaboration with TV, radio and newspapers to reach coverage of the event during the competition, as well as working with PR to build up interest in advance. Our plan is to at least offer a professional live stream production of the competition, if we are not able to get one of the bigger networks to broadcast the championships.

SUPPORT FROM LOCAL BUSINESS

The Swedish Athletics federation also a range of partnerships of which we assume that some of them would be interested in partner with OCR World Championships.

Tough Viking has several local partnerships. These are likely to support the event. Such as Björn Borg, Merrell, Red Bull.



SAFETY, MEDICAL AND RESCUE SERVICE

We prioritize the safety and security of all participants and spectators at our events. In adherence to Swedish regulations, we proactively seek necessary permissions in collaboration with local law enforcement and emergency services, including Police and Fire/Rescue Medical teams, well in advance of our events. Already now, we are in dialogue with fire, police and public health in the planning.

Thruout the years, Tough Viking has built up a dedicated safety and security team, which boasts expertise in event management and risk assessment, meticulously prepares each application. These applications detail the event organizer, the security chief, and a comprehensive risk analysis identifying potential incidents and their probable locations.

Based on the nature of the obstacles, and the anticipated number of participants and attendees, we strategically allocate an adequate number of medical and security personnel. Typically, our events are supported by approximately 20 paramedics, supplemented by rescue divers at aquatic obstacles and mobile paramedic units patrolling the course. Additionally, first aid stations are strategically placed at the start and finish lines, equipped with essential medical supplies and communication devices for immediate assistance. An ambulance is always on standby at the venue, ensuring rapid response in case of emergencies. Furthermore, each obstacle is manned by trained officials, equipped with first aid kits and radios, to ensure the well-being of all involved.

Our commitment to safety, in partnership with professional emergency services, underscores our dedication to providing a secure and enjoyable experience for all participants and spectators.