

STOCKHOLM CITY OF SUPPORTERS

Stockholm is a supporter city. Stockholm - City of Supporters is a concept that aims to strengthen Stockholm's collective hosting of major events and championships, in order to become an even better and more in-demand host city. The concept brings together the business community, the city, sporting organizations, and other actors to ensure Stockholm's collective ability to host major events. It also extends a clear welcome to all supporters who visit Stockholm during sporting events.

SUPPORT AND SUPPORTERS

WHAT DOES THIS MEAN, AND WHAT DO WE MEAN?

During any major sporting events, there are important supporters who operate all around the city, away from the stadiums. Businesses, sports organizations, and local residents provide support that lays the foundation for a memorable experience today, as well as an attractive and competitive Stockholm tomorrow.

Without this support, no major event can succeed.

Ensuring the involvement and engagement of supporters who closely follow the sporting event – inside the arena, in the city or in the media – is essential to the success of any major event. It is they who generate the atmosphere, the competitive motivation, and the energy of the experience.

Without these supporters, no major sporting event can succeed.

The whole of Stockholm is involved in providing support – from the local residents to the business community. A strong hosting ability gives the best opportunities for visitors to feel welcome, for the creation of business value, and for Stockholm's continued development.

Stockholm – City of Supporters is aimed at all supporters who, in one way or another, are involved in and contribute to Stockholm's collective hosting ability and fantastic sporting experiences. During other, upcoming events, more sports will be highlighted – the closest of which will be the 2025 Ice Hockey World Championship.