

Holiday news and ideas

Mobile phone city passes launched Gothenburg

Thursday, 14 Jun 2007 10:33

The Swedish city of Gothenburg is launching city passes using mobile phone technology this summer.

The pass will give Gothenburg visitors access to many of the city's attractions via their mobile phone.

The service can be ordered from the Goteborg.com website, which sends holidaymakers a SMS barcode message, which is activated from the first time the barcode is scanned.

The mobile city pass allows entry into some of Gothenburg's most popular attractions including the Liseberg theme park (one of Europe's biggest), the Gunnebo House estate and Casino Comopol.

It also includes free travel on public buses, trams and trains and archipelago boats, pre-paid parking in payable council spaces and vouchers and special offers in participating shops.

"The Gothenburg City Pass is excellent value for money and is a real, money-saving option for those visiting the city. The mobile pass is also very convenient, rather than buying several different tickets for entry into tourist attractions and taking public transport, one simple mobi-ticket sent to your phone can do everything," commented Iain McCready, Mobiqa chief executive, the company behind the new technology.