

Welcome to *Borås!*

*This document provides general
information about travelling to
and visiting Borås.*



UNIVERSITY
OF BORÅS

About *Borås*

Founded by King Gustav II Adolf in 1621, Borås is the second largest city in the densely populated Västra Götaland region. The city has been ravaged by fires four times: in 1681, 1727, 1822, and 1827. The Caroli church has withstood all four fires and is the oldest building still standing.

Borås is historically known as “the textile city” and has carried that heritage through the centuries. Today, the city remains a frontrunner within textiles and design and hosts one of the leading fashion schools in world – the Swedish School of Textiles at the University of Borås.

The city’s emphasis on textiles emerged with the development of the textile industry during the nineteenth century. And for a long period of time, Borås was the hub of Sweden’s textile production, with numerous large and well-known factories, and the city flourished. Between 1860 and 1920, the population multiplied ten-fold from 3,000 to 30,000 – a degree of growth unmatched by any other city in the country. Then came the textile crisis when 25,000 jobs disappeared and the industry was knocked out. The crisis hit Borås hard, but several companies in design production

remained and had their products manufactured abroad. They became an important part of the city’s textile industry and the beginning of a new era, in which Borås became the mail-order capital.

Then, the rise of the internet brought brand-new opportunities for people and companies, and Borås took the leap into e-commerce and an age of infinite possibilities. Based on its textile heritage and its geographic position as an efficient logistic hub, Borås has evolved into a leading e-commerce region. Today, the city is home to cutting-edge skills and a cluster of expertise unlike any other in Sweden.

The old industrial area, Simonsland, is now home to Textile Fashion Center, Sweden and Borås’s international hub for fashion, textiles, and design. Once upon a time, these premises were home to a weaving mill, a spinning mill, a sewing factory and a dyeworks. And while the sounds of the factory have long since fallen quiet, the pace has never slowed. Textile companies focused on innovation and development are housed under one roof here, with nationally-leading roles and an emphasis on sustainability.





Borås also boasts a growing collection of world class street art and donated sculptures. They are on view for both residents and visitors 24 hours a day, all year round. During the past few years, there have been numerous additions to the cultural sphere. One is the nine-metre-tall bronze sculpture, "Pinocchio – Walking to Borås" by Jim Dine, which stands tall in the middle of the city.

Travelling to Borås

BY AIR

Gothenburg Landvetter Airport (GOT) is the second largest airport in Sweden. It offers domestic and international flights to more than 90 destinations. The airport is located halfway between Gothenburg and Borås.

BY RAIL

It's easy and affordable to travel to Borås by train. Once in Borås, the central station (where both buses and trains arrive) is located in the city centre, within walking distance of most hotels.

For more information regarding Swedish train services, please visit <https://www.sj.se/en>. The name of your destination stop is Borås C.

Please note that on most trains, it is necessary to purchase your ticket before boarding.

Getting to and from *the airport*

BY BUS

Flixbus and VY operate a shuttle service several times daily between Landvetter airport and Borås city centre, with a journey time of around 30 minutes. The bus stop is conveniently located just outside the terminal building, providing easy access to both departing and arriving flights. The name of your destination bus stop is Borås resecentrum (or just Borås).

Please visit the following websites for more information:

<https://www.vybuss.com>

<https://www.flixbus.co.uk/>

Tickets can be bought online or at the Information Desk at the airport. Please note that tickets have to be purchased before boarding the bus.

BY TAXI

You can also travel to and from the airport by taxi. The journey time between the airport and the Borås is about 25 minutes. Most companies have a fixed rate for airport transfers (approx. 800 SEK one way) and there are plenty of available taxis waiting outside the terminal.

Pre-booking is also available through the following companies:

Taxi Kurir: +46 (0)31 272 772

Sverige Taxi: +46 (0)33 127 070

Izigo: +46 (0)33 123 123

You can also pre-book online using:

<https://www.cabonline.com/>



Accommodation

HOTEL SCANDIC PLAZA

A modern hotel directly adjacent to the university campus.

Website: <https://www.scandichotels.com/hotels/sweden/boras/scandic-plaza-boras>

QUALITY HOTEL GRAND

With the river Viskan and the city park right outside its door.

Website: <https://www.strawberryhotels.com/hotels/sweden/boras/quality-hotel-grand-boras/>

HOTEL BORÅS, SIGNATURE COLLECTION BY BEST WESTERN

A small hotel with lots of hospitality.

Website: <https://www.hotellboras.se/>

COMFORT HOTEL JAZZ

Central and affordable accommodations in the heart of Borås.

Website: <https://www.strawberryhotels.com/hotels/sweden/boras/comfort-hotel-jazz/>

Getting around *in Borås*

All Borås's downtown areas, including the university campus, central station, congress centre, and the hotels mentioned above, are within walking distance from each other.

