



Claes-Göran Österlund
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The Göta Canal in Sweden is one of the five most well known tourist attractions in the whole country. In addition, the canal alone is a world famous waterway and therefore it is a magnet for the canal enthusiast and general public alike. The more than 175 year old attraction draws more than three and half million visitors each year from all over the world. Do not forget that there are only ten million people living in the whole country!

For the last ten years the old Canal Company has changed its way of working and transformed itself from an old museum to a beautiful, robustly active, waterway with hotels and youth hostels, restaurants and coffee shops, rental boats and bike trails all along the 200 kilometers of canal.

The man responsible for this dramatic and monumental change came to the Göta Canal as a young man from the hotel and restaurant business – Mr. Claes-Göran Österlund. After 25 years in the travel and dining business, he entered the old Canal Company owned by the Swedish Government and breathed new life into it. He began initiating novel ideas of changing the Göta Canal from a museum to a vibrant historic site, bristling with activity, where different entrepreneurs can run business along the waterway for the whole family to enjoy and utilize. Mr. Österlund's splendid contributions do not end here because he tells everyone in speeches, lectures, and public events, the true story of the canal's history, as well as its founder - Count Baltzar von Platen, while dressed in the Count's old uniform.

Mr. Österlund will tell the story, dressed as Count Von Platen, in Rochester this fall. He is very definitely looking forward to it, and very excited to be coming once again to the wonderful City of Rochester, New York.