



A BOUTIQUE HOTEL FAR FROM THE ORDINARY, IN GOTHENBURG.

Welcome to Pigalle, by ESS Group. ESS Group is well known for producing memorable, stylish, and all-you-need hotel and resort destinations in Sweden, Norway, and Denmark. ESS Group has gained a positive reputation by prioritizing the guests and building personalized destinations where creating unforgettable experiences, well-thought-out food concepts, and quality stays is the focus.

Pigalle opened its doors in 2014, housed within a building that dates back to 1749. The historical backdrop is an integral part of Pigalle’s charm, and the theme here is inspired by the lively Paris of the 1920s—a time of vibrancy, sensuality, and fast-paced living. The atmosphere at Pigalle is a tribute to the energy and sophistication of Paris in its heyday. It’s a place where life is always in motion, guests are always connected, and there’s a constant buzz of activity. Surprising a world traveler is no easy feat, but when achieved, it creates a lasting impression and wins a guest for life.

Despite being in the heart of Gothenburg, stepping into Pigalle feels like being transported to the heart of Paris. The hotel’s location is just a few minutes away from Gothenburg’s central station, making it incredibly convenient. When you venture outside, you’ll find yourself among exclusive brands and the affairs of city life, just around the corner.

Pigalle’s cozy walls are influenced by the charm of France, and this influence extends to the food. Atelier, the hotel’s restaurant, is renowned for serving the perfect lunch for busy professionals and creating a romantic atmosphere for intimate dinners. While snails might not be on the menu, you can expect delightful dishes like long-baked celeriac with cream, truffle vinaigrette, pickled strawberry, pistachios, and cress. It’s an experience that invites you to “profiter de la nourriture” or enjoy the food to the fullest.

After a day at work or a day of shopping, you can slip into the cozy and rustic wine bar, where you can take a break and indulge in a glass of wine accompanied by some cold cuts. The plush armchairs and the extensive selection of wines from around the world create an ambiance that feels like a journey back in time.

As you depart Pigalle, you’ll already be looking forward to your next stay, whether for leisure or a conference. While you may need to remind yourself that you’re still in Sweden and not in Paris, don’t forget to savor a croissant on your journey—it’s an essential part of the experience. Pigalle offers a unique blend of history, Parisian charm, and modern luxury that keeps guests coming back for more.

RESORT FACTS

- Start year: 2014
- Occupancy: 94% of the year.
- Rooms: 81.
- 2 Suits.
- 1 restaurant.
- 2 Bars.
- Employers: 74.
- Nationalities among employers: 15.
- Staying guests per year: 40.000.
- Meeting rooms: 2.
- Activities: The wineglass after work. Champagne tasting, Oyster tasting, Cheese tasting, and Gym.
- Distance from Gothenburg’s central station: 2 minutes.

ABOUT ESS GROUP

ESS Group was founded in 2007 with the purchase of Ystad Saltsjöbad. A journey that now has developed into 11 destinations and 15 restaurants. From Ystad Saltsjöbad, MJ’S and Villa Strandvägen in the south of Sweden to Falkenberg Strandbad along the west coast, followed by JACY’Z, Hotel Pigalle and Hotel Bellora in Gothenbur. And closest to Ellery Beach House, you find The Steam Hotel just by lake Mälaren. In Denmark we’re proud owners of Marienlyst. In Norway you can find us at Fyri Resort Hemsedal. Cheri-Lee, Port du Soleil, Sandy’s Grill, Bight, Barabicu, Tranquilo, Zamenhof and Excet are restaurants and clubs that we’re also super proud to be part of.





