



visit ÖSTER  
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Longterm success – together!

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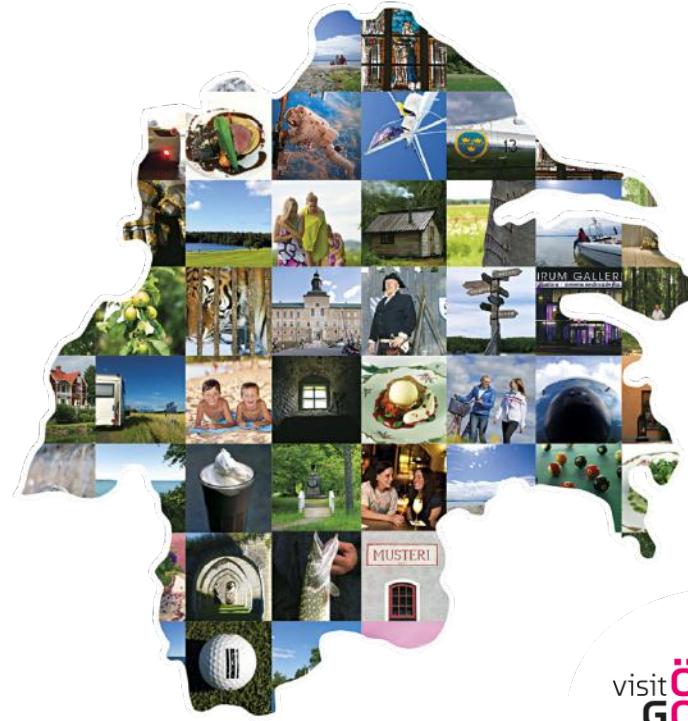
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# Welcome to something else!



# Position



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# Smart Specialisation

- Identify your strengths
- Spread the word
- Accessibility
- Transparency
- Involvement



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# Branding a destination



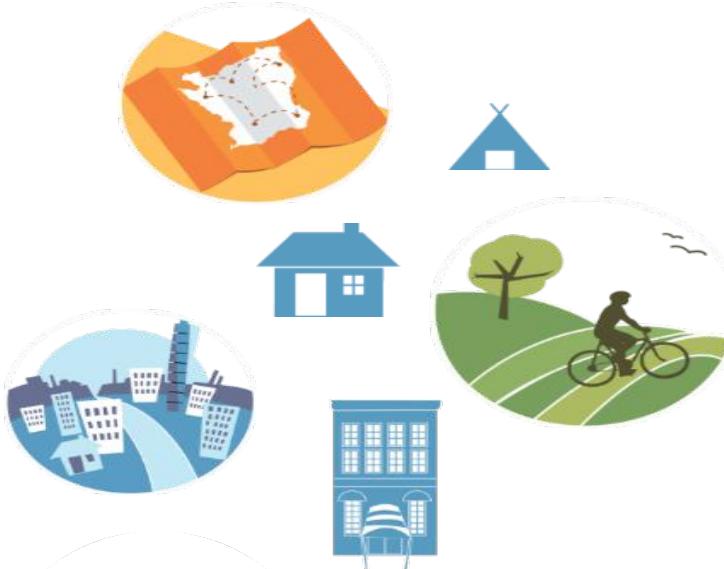
- Important yes – no?
- Governance
- **BUT** – who's the manager?

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# Matchmaking



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Visit Sweden



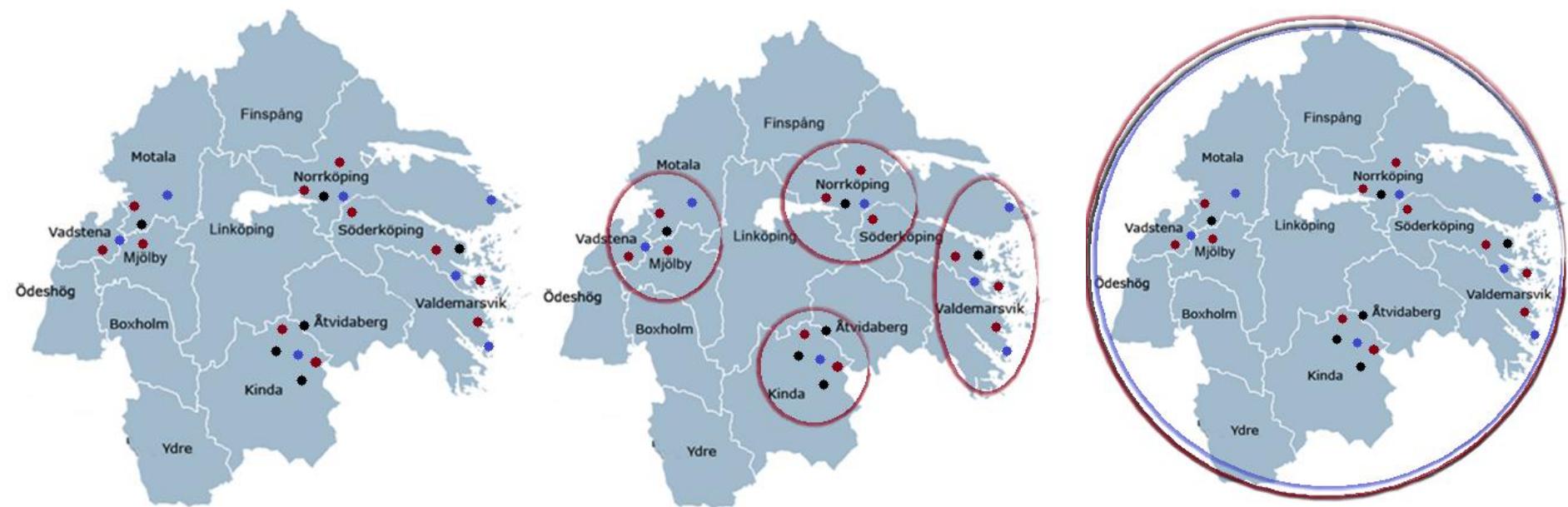
# Hospitality



- Locals are the destination
- Branding is all about relations
- Fika, lagom, equality, security
- Greeting and meeting
- Quality & sustainability
- Accessibility



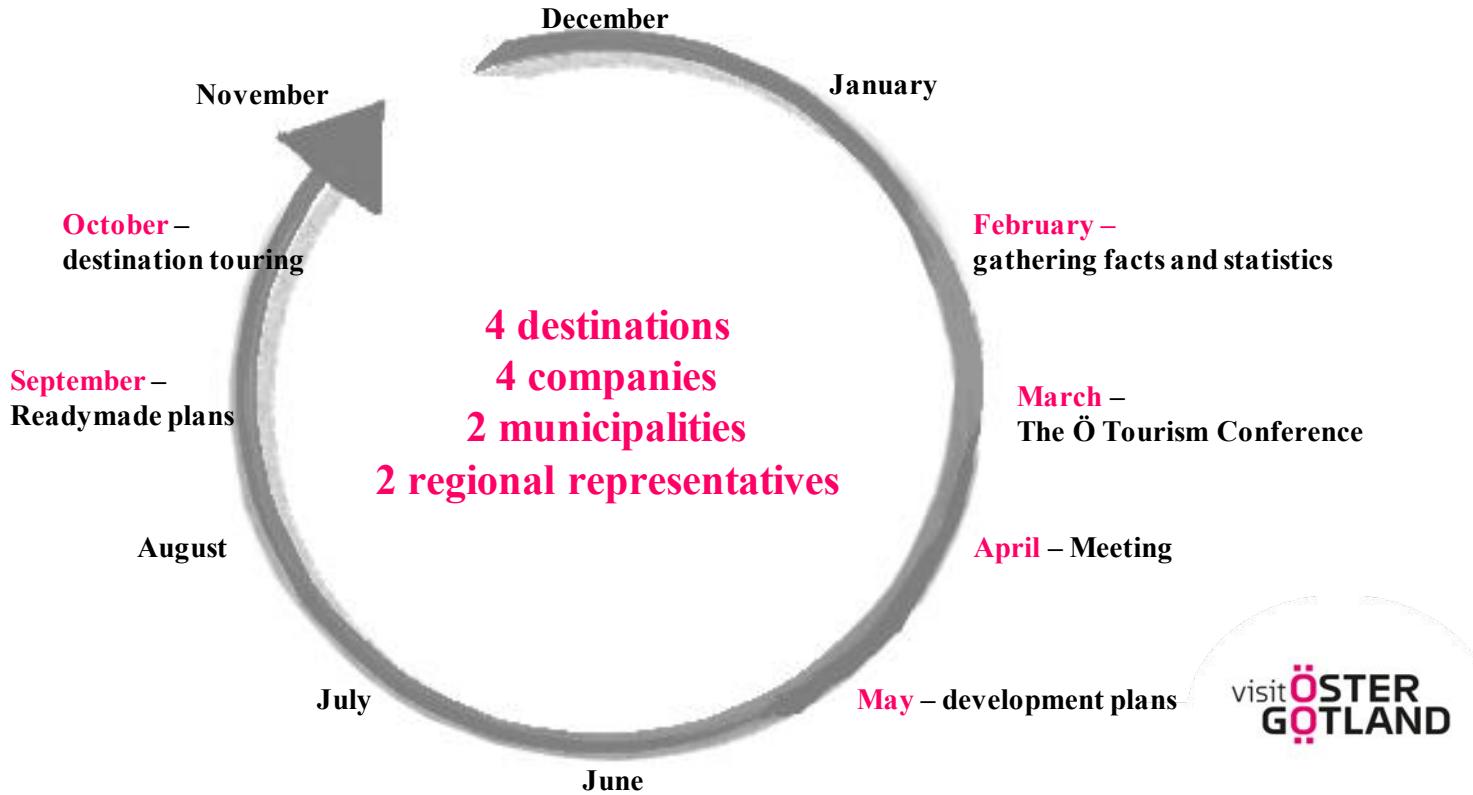
# Networking



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# United actions council



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# Communication

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# Ambassadors

Our core business is still travellers, **but** our core product and asset is people

So:

- Get to know your destination
- Sustainable
- Accessable
- Stockholm – within reach

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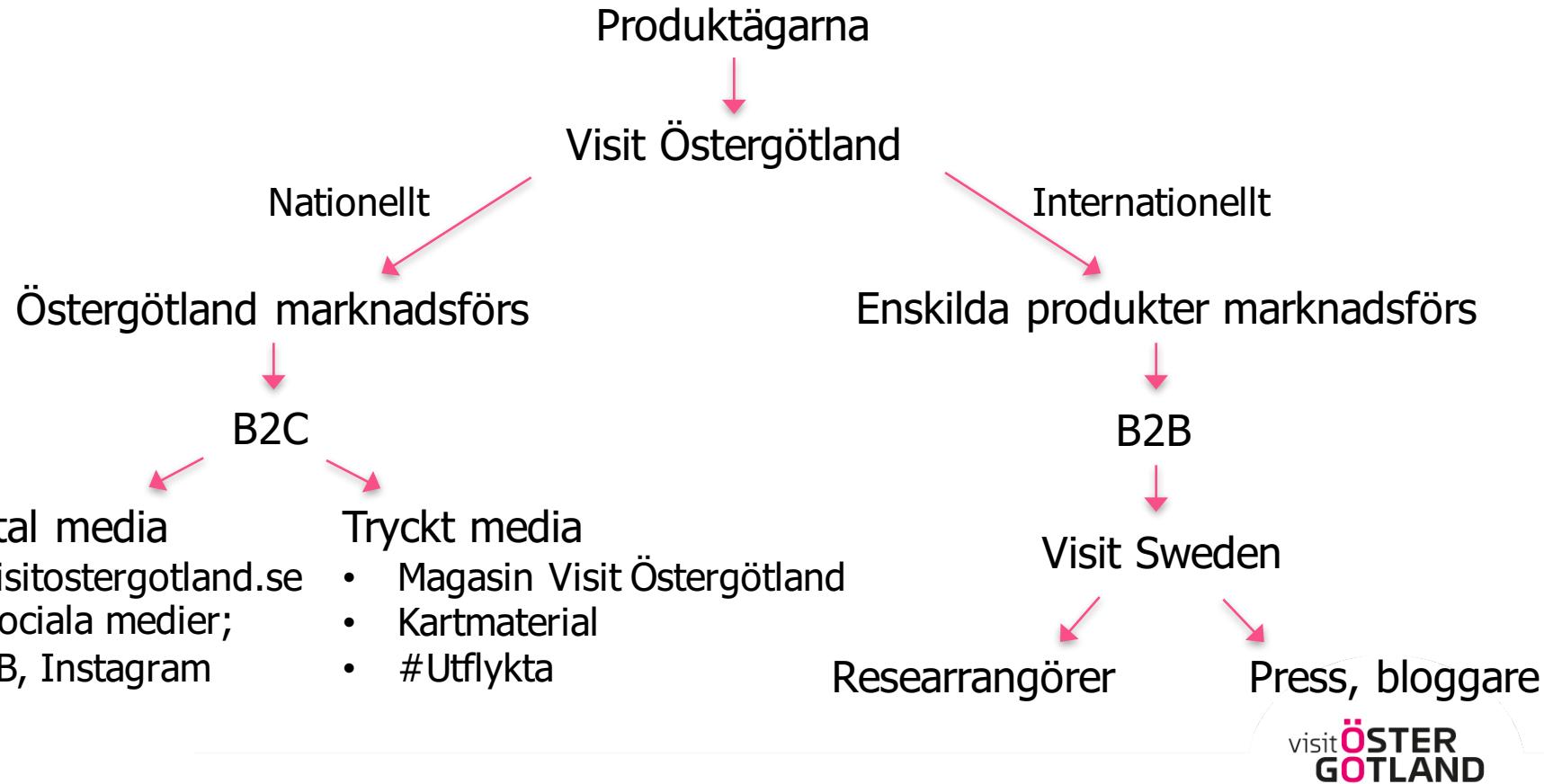
Thank you and welcome!

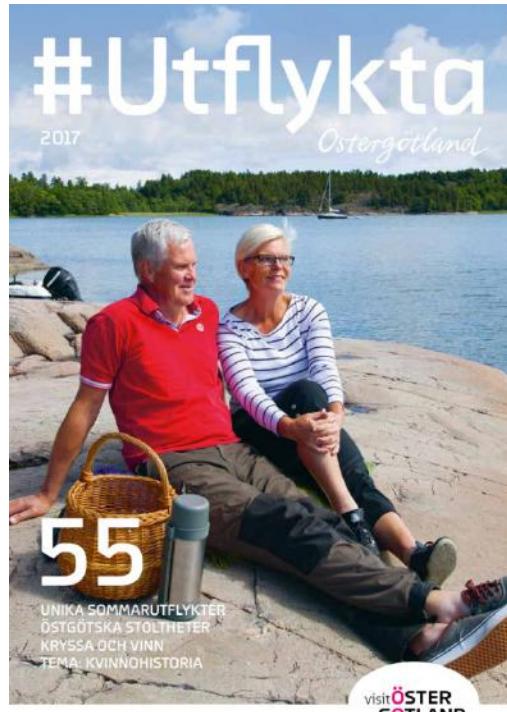
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# Smarta Östergötland



En spännande och lekfull blandning av upplevelser, insikter och nya kunskaper.



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# Stilla Östergötland



Historiska arv, natursköna landskap och avkopplande miljöer ger tid och rum för eftertanke och lugn.

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# Aktiva Östergötland



Personliga utmaningar och  
aktiva upplevelser tillsammans.

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# Östergötlands vatten



Kanaler, sjöar och en vild skärgård som  
erbjuder unika rekreativmöjligheter.

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# Matchmaking

- Customer driven
- Top 10, hits for the day, reasons why
- The stars shine
- 



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