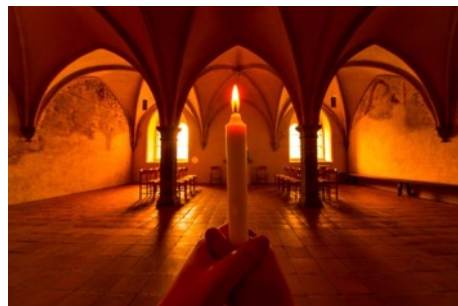
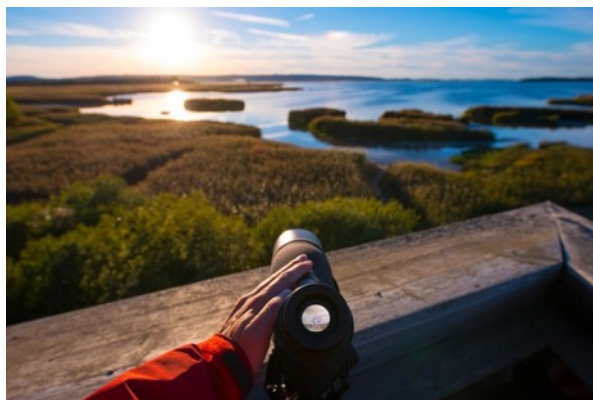


Region Östergötland

How our local food culture and cultural heritage can
contribute to regional development



Welcome to Östergötland!





Therese Rahnel

Destination Developer

Visit Östergötland

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- A part of Region Östergötland - regional development
- Stimulate the development and growth of the destination Östergötland
- Close cooperation with local businesses and tourist organisations
- Visit Sweden – International market

A common tourism industry strategy – we do this better together:



1. Create more products



2. Concentrate our market resources



3. Who does what in the system?

The model of offerings

USP and promoters

Themes

Travel reasons

Packaged, priced and bookable

Quality-assured offers

Total offers

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| Theme | Learn & discover | Peace and quiet | Water | Activity & pulse |
|--------------------------------------|---|--------------------------------------|---|--|
| Product areas (examples) | Technology History Animals & nature Museums | Pilgrim Retreat Nature Spa | Fishing Canoeing Swimming Boat Archipelago experiences | Cycling Training camps Golf Running Hiking Riding |
| Promoters (examples) | Kolmården Wildlife Park Gamla Linköping Open Air Museum Swedish Air Force Museum The Industrial Landscape | Saint Birgitta Vadstena Omberg | Göta Canal Archipelago Lake Vättern | Vätternrundan Stadium sports camp |
| Supporting (examples) | <i>Östergötland food and drinks</i> Shopping, entertainment and culture | | | |
| The world around us (examples) | Astrid Lindgren's World | Trails | Västervik and the East Coast archipelagos | A Swedish classic |

Östergötland – Inventory and analysis Food Tourism

- Mapping existing businesses and activities
- Analysis of collected material
- Östergötland's strengths
- Future opportunities
- Further development



How do local food sensations develop the region?



By creating more travel reasons

→ Greater revenue

→ Stronger industry

→ **Regional development**

Process – Product development



- Varje block ett möte 10-16
- Mellanliggande arbete för deltagande företag
- Mål: Nya tematiserade och leveransklara produkter efter block 5

Visit Sweden – Export programme for Sweden as a food Destination



- The programme will strengthen Sweden's competitiveness as a food destination.
- Funded by The Swedish Board of Agriculture 2017-2020
- Culinary experiences will become one of the main reasons to travel to Sweden.



- What do you think of when I say Swedish food?
- Is there any food that you associate with Östergötland?
- What's your impression of Swedish food?



Visiting Sweden is on many people's bucket lists - the curiosity of the Swedish lifestyle is huge. But many consider it still expensive and difficult to access.

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- Swedish food is considered pure and natural
- Crafts and the authentic continue to increase
- Sweden is considered innovative
- Eat like "the locals"
- Storytelling
- Personal recommendations

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Up for discussion!

- How do you work with developing food tourism in your region?
- Dos and don'ts to share with us?
- A challenge for us is to get the producers ready for export. How do you work with that?
- How can we cooperate and help each other?
- Can we combine our different kitchens in this network to create new travel reasons?
- Other suggestions?