

SERN – Gothenburg May 11, 2022

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WEST SWEDEN TOURIST BOARD

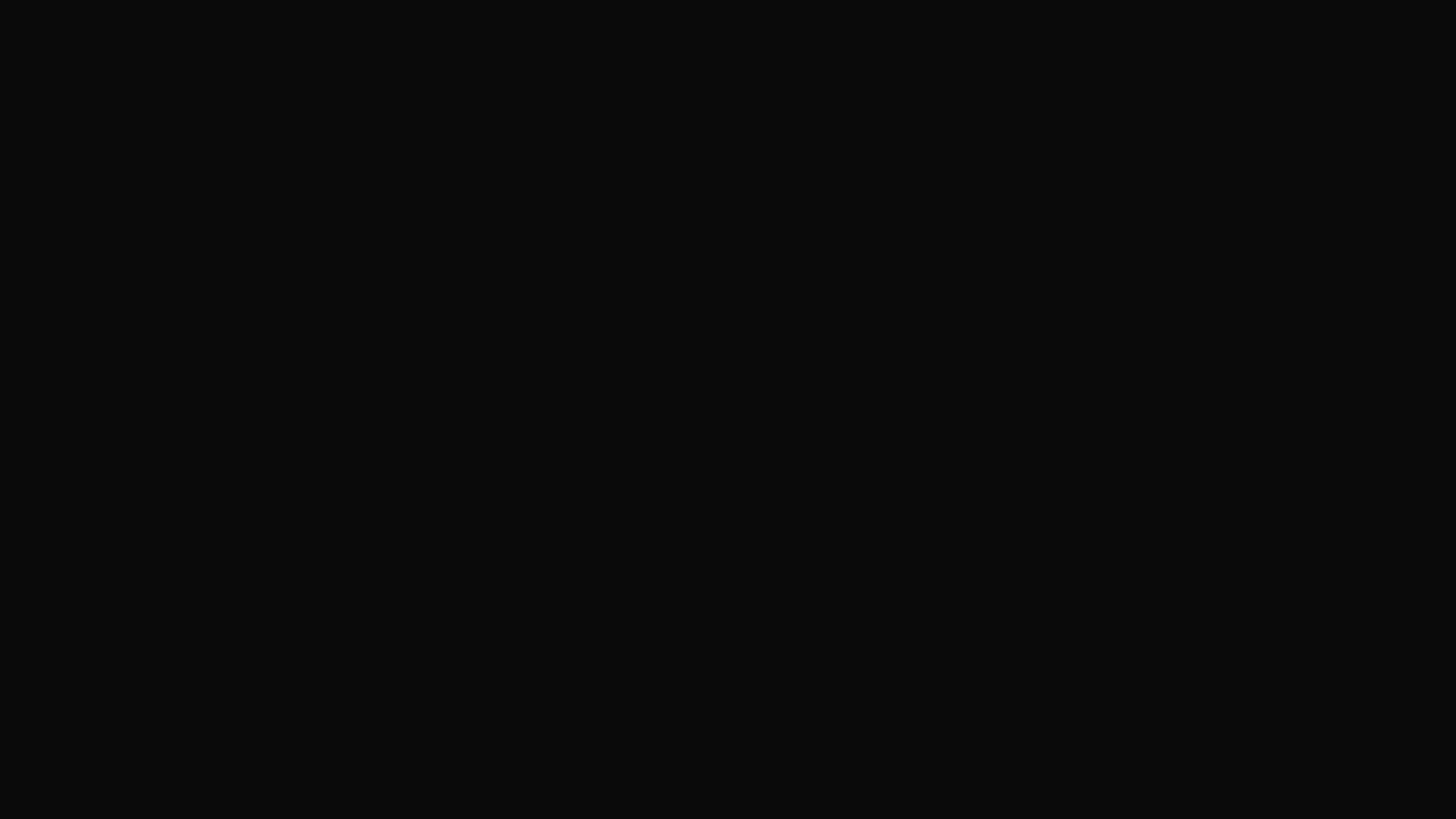


- 30 employees, based in Gothenburg
- Owned by Region Västra Götaland
- Sustainable development and marketing of the destination
- A platform for cooperation













AS LITTLE UNNECESSARY ENVIRONMENTAL IMPACT AS POSSIBLE

- Transport to and from the destination, and activities and consumption lead to CO₂ emissions
- The visit can have a damaging impact on the environment at the destination
- The extent of tourism's impact on the environment is determined by the choices made





AS LITTLE UNNECESSARY
ENVIRONMENTAL IMPACT AS POSSIBLE

will be achieved by prioritising

domestic and nearer markets

sustainable methods of transport

encouraging visitors to stay longer

sustainable tourism companies

sustainable activities

 making it easier for our visitors to do the right thing







GOOD FOR BOTH RESIDENTS AND VISITORS

- Attractive places to live are often also attractive places to visit
- Visitors are nearly always needed for a wide choice of restaurants, shops and other services
- Important that tourism contributes to the local community to be perceived as positive by the residents





GOOD FOR BOTH RESIDENTS AND VISITORS

will be achieved by

 increasing the understanding of the relationship between tourism and attractive locations

prioritising efforts that lead to as much as possible of the income generated staying local

prioritising target groups that make a positive contribution to the location







MORE VISITORS WHEN AND WHERE PLACES ARE NOT FULL

- The occupancy rate of accommodation in West Sweden shows that most of the year most places can accommodate more visitors
- Most places in West Sweden never experience overtourism
- Some places cannot accommodate more visitors at certain times without unwanted consequences





MORE VISITORS WHEN AND WHERE PLACES ARE NOT FULL

will be achieved by

 business development and marketing campaigns that create increased occupancy at the desired time and place

taking preparatory measures to manage the risk of overtourism







MORE FULL-TIME JOBS AND MORE RESILIENT BUSINESSES

- Tourism is a major engine for job creation
- In some places in West Sweden tourism is crucial for employment and the economy
- It is an important industry for integration and an entry point into the job market for many young people
- In many places seasonal variations make it difficult to offer full-time jobs





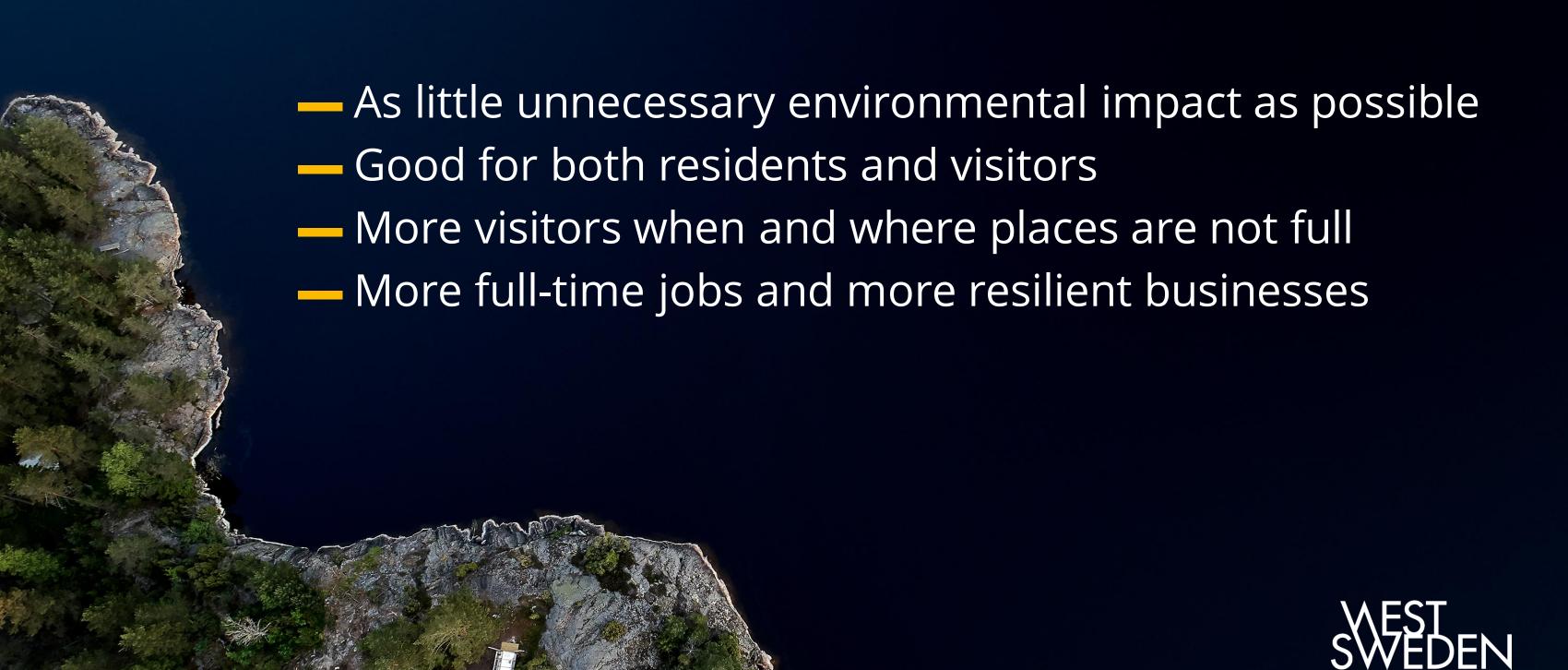
MORE FULL-TIME JOBS AND MORE RESILIENT BUSINESSES

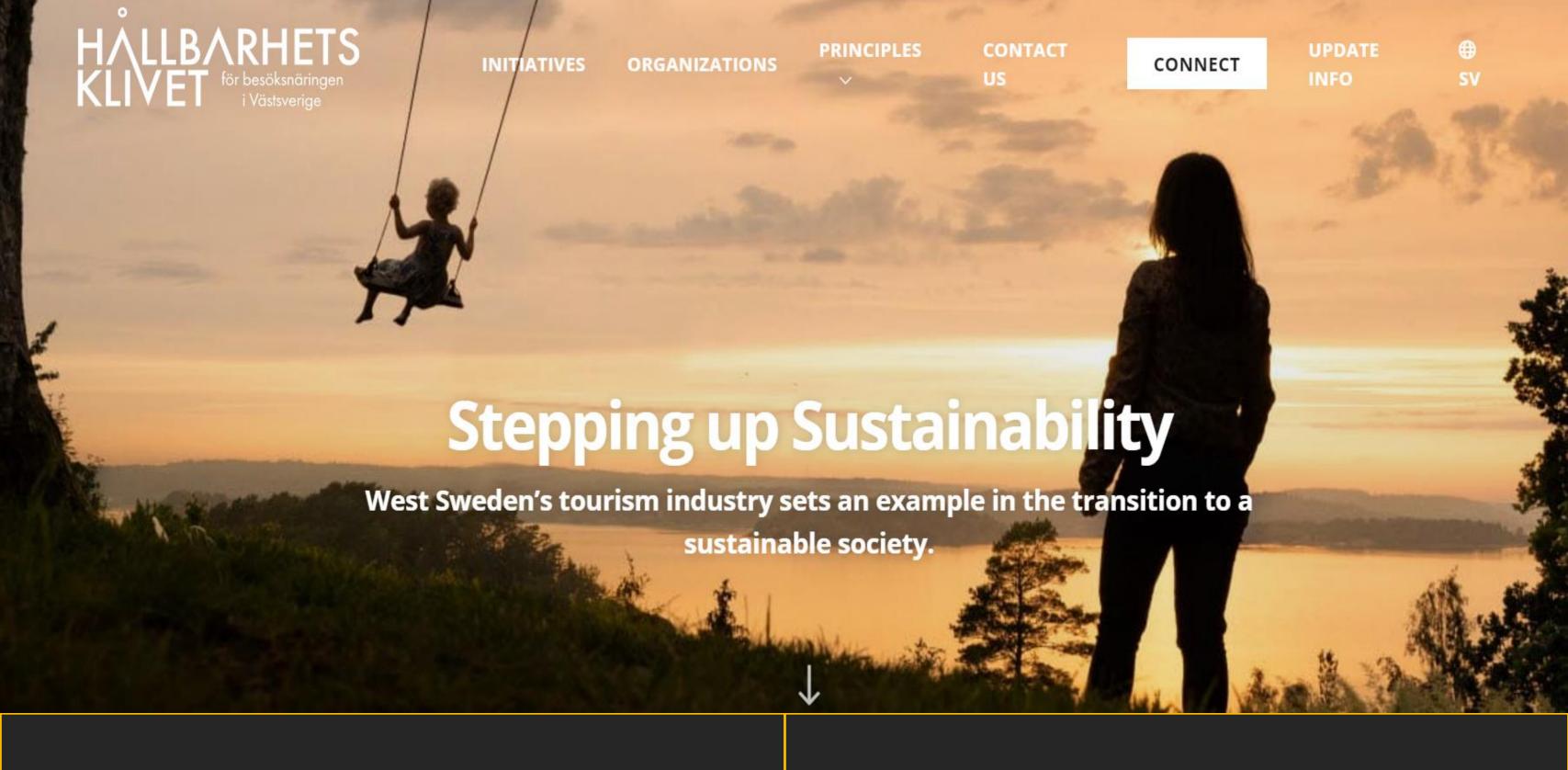
will be achieved by

- business development and marketing campaigns that create increased occupancy at the desired time and place
- working actively to improve economic viability of tourism companies
- setting up and testing partnership models to create more full-time positions
- efforts to make workplaces more attractive



FOUR KEY PRINCIPLES





40 of 49 local authorities have joined

Over 450 businesses have joined

HOW DO WE MAKE CHANGE HAPPEN?



- The West Sweden Tourist Board both makes demands of and assists the businesses
- Align local tourism strategies to Stepping up sustainability
- Influence the use of public project funding for tourism
- Annual ceremony for the Stepping up sustainability award

