



HÅLLBARHETS KLIVET

Stepping up
Sustainability

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WEST
SWEDEN
Tourist Board

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

BACKGROUND

- We have worked with sustainable tourism for 20 years
- The role of DMOs is changing
- From volume to sustainable tourism
- Stepping up sustainability
- Sustainability in all three dimensions
- We all need to work together to make a change

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- A man with a beard, wearing an orange jacket and a dark cap, is kneeling on a wooden dock. He is cooking with a silver Moka pot on a small, portable gas stove. A small blue gas canister is next to the stove. A dark green cup sits on the dock nearby. In the background, there is a calm lake with reeds, and a forested hill under a warm, golden sunset sky. A dark backpack is on the dock to the right.
- It is not a certification
 - It is not a definition of sustainable tourism
 - It is a way to make it easier to make progress
 - Based on Agenda 2030
 - Four key principles for sustainable tourism

A serene landscape photograph of a calm lake. In the foreground, a small boat with two people is visible on the water. The middle ground is filled with a thick layer of mist or fog. The background consists of a dense forest of tall, thin trees, likely pines or firs, which are partially obscured by the mist. The overall atmosphere is peaceful and natural.

1

AS LITTLE UNNECESSARY
ENVIRONMENTAL IMPACT
AS POSSIBLE

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1

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

1

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

A scenic landscape photograph featuring a person standing on a rock, looking out over a body of water. In the foreground, there is a yellow and orange tent pitched in a field of tall, dry grass. Large, dark boulders are scattered throughout the scene, and a few green trees are visible on the right side. The sky is a clear, bright blue.

2

GOOD FOR BOTH RESIDENTS
AND VISITORS

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2

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



2

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



3

MORE VISITORS WHEN AND WHERE
PLACES ARE NOT FULL

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3

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

3

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

4

MORE FULL-TIME JOBS AND
MORE RESILIENT BUSINESSES

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4



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

4



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

- As little unnecessary environmental impact as possible
- Good for both residents and visitors
- More visitors when and where places are not full
- More full-time jobs and more resilient businesses

Stepping up Sustainability

West Sweden's tourism industry sets an example in the transition to a sustainable society.



— 40 of 49 local authorities have joined

— Over 450 businesses have joined

HOW DO WE MAKE CHANGE HAPPEN?

- Share and learn from good examples
- 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