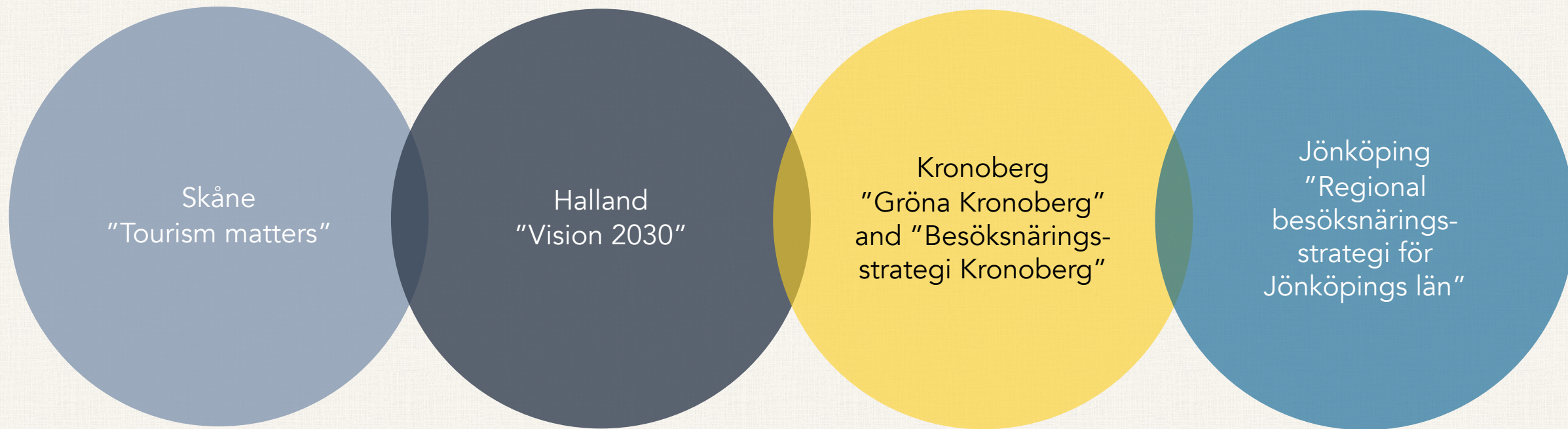


# Regional tourism frameworks for local green deals





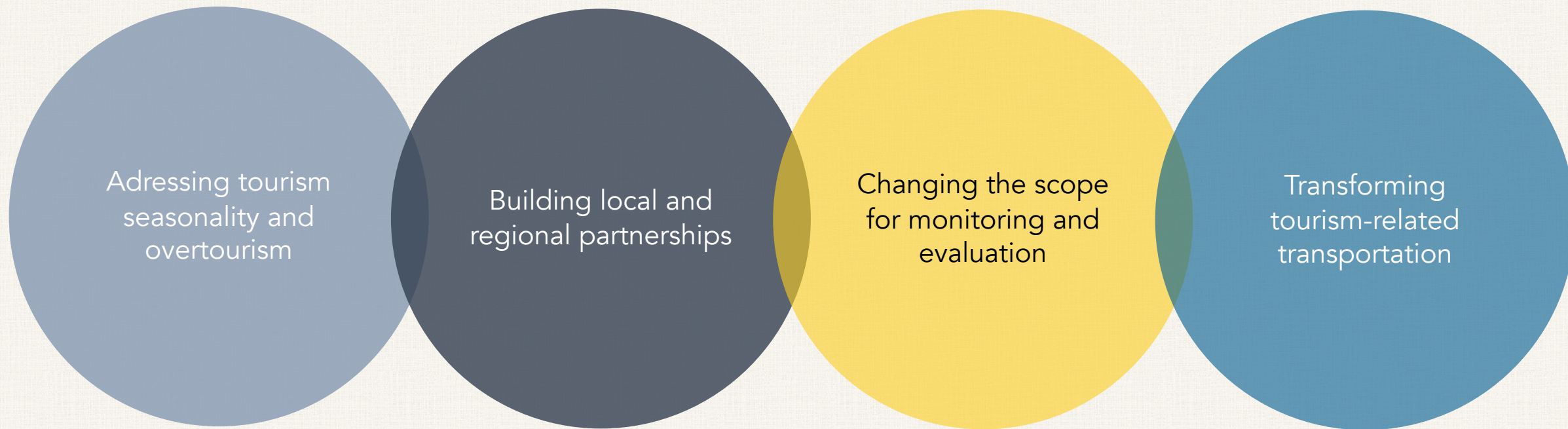
# Regional tourism framework, examples







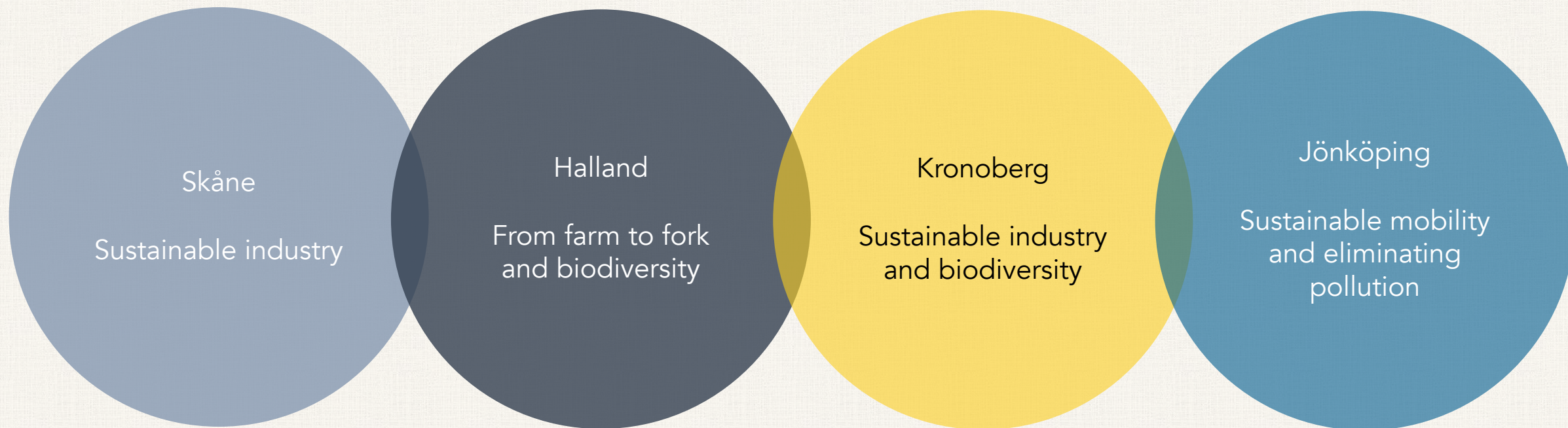
# Themes that these regional frameworks have in common







# What LGD policy areas are involved in the examples?







# Skåne – Addressing seasonality and overtourism

Skåne region – 33 municipalities

“Tourism matters”

Sustainable industry

What municipal challenges is the regional framework addressing?

- Seasonality
- Overtourism
- Marketing budget spend
- Thematic destination development
- Tourism services
- Event attraction



Tourism arrivals, Skåne, 2022





# Halland – Building local and regional partnerships

Halland region – 6 municipalities

“Vision 2030”

What municipal challenges is the regional framework addressing?

- Place attraction 365
- A regional network for farm to fork
- Horizontal and vertical with joined up policies
  - Coastal destination development
  - A united destination with defined roles
  - Sustainable place development model







# Kronoberg – Changing the scope for monitoring and evaluation

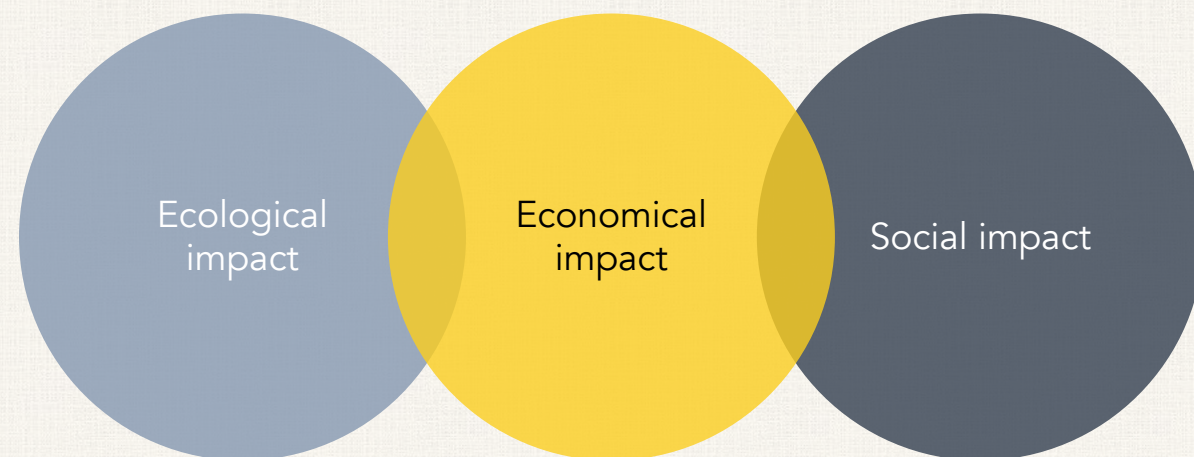
Kronoberg region – 8 municipalities

“Gröna Kronoberg” and “Besöksnäringens-strategi Kronoberg”

Sustainable industry and biodiversity

What municipal challenges is the regional framework addressing?

- Switching from arrivals to duration of stay
- Monitoring and evaluating sustainability impact







# Jönköping – Transforming tourism-related transportation

Jönköping region – 13 municipalities

“Regional besöksnäringstrategi för Jönköpings län”

Sustainable mobility and eliminating pollution

What municipal challenges is the regional framework addressing?

- Using tourism infrastructure for the public good
- Smart destination approaches

