WELCOME TO: WEST SWEDEN
Tourist Council of West Sweden – a part of Region Västra Götaland
Tourism in West Sweden – Facts and figures

- Turnover 45 Billion SEK
- Number of employees (fte) 29,000
- 10 million official guest nights (hotel, cottages, hostels och camping)
- ...of which app. 3 million foreign guest nights
- Another 10 million guest nights when counting AirBnb, visits to friends & family, guest harbors etc.
- Norway largest export market, followed by Germany, Denmark och Great Britain
- +25% guest nights the last five years
- + 3% guest nights 2019
Tourism keeps rural areas alive

• Tourism is the main provider of jobs for many places

• Without tourism there would be no food stores, restaurants, hotels, public transports or taxi services in many areas of West Sweden.

• Tourism makes it possible to live all year around in rural areas

• There has to be a balance to avoid over tourism

• Tourism has to be positive for both the inhabitants and the visitors
Six important trends

- Urban tourism grows faster than rural tourism
- The bigger players grow stronger
- Technological development
- Active vacation
- Sustainability
- Sharing economy
West Sweden – a role model for public private collaboration
Region Västra Götaland makes collaboration happen

- The region facilitates cooperation between local, regional and national actors within public and private sector

- Cooperation is the key to sustainable tourism development

- The resources on the regional level make it possible to have an impact on a strategic level.

Examples:

- Common marketing of the destination in Sweden and abroad
- Gather companies in development projects
- Competence development
- Research and analysis
- Destination management to attract visitors during the whole year and avoid over tourism
Room for improvement
NECSTouR is the Voice of Regions for Sustainable & Competitive Tourism

- Since 2007, NECSTouR provides an integrated approach to Tourism Governance and the necessary link between the regional level of government and the European level.

- It develops interregional cooperation through European projects.

- Its 36 Member Regions proactively, and in partnership, work to address challenges by identifying, capturing and sharing best practice solutions.

- In this way NECSTouR helps destinations achieve a smarter, more sustainable approach to tourism development.
NECSTouR’s vision towards a Sustainable Regional Tourism Development

Five Principles

1. Smart and Inclusive Governance
2. Adding Value to the Sense of Place
3. Using a Holistic Vision for Marketing and Preservation
4. Balancing Place, People and Business
5. Connecting People to People