

# Visit Sweden

A woman with blonde hair, wearing a dark blue blazer over a light blue top, is looking through black binoculars. She is standing in front of a body of water, with a cityscape of multi-story buildings in the background. The buildings have various architectural styles, including some with gabled roofs and a prominent church spire. The sky is a clear, light blue.

Nils Persson - Chief Marketing Officer

## Mission

Visit Sweden is the official tourism organization responsible for promoting Sweden as a travel destination.

Simply: make more travellers discover Sweden.



120 years

Founded in 1902 by  
The Swedish Traffic Association

**Visit Sweden**

Trust  
Collaboration  
Responsibility



The Government



The Business



The Individual

# Regions and Destinations



The Government

The Business

The Individual

A woman and a young child stand on a grassy bank, looking out over a calm lake at sunset. The sun is low on the horizon, casting a warm, golden glow across the sky and water. A small wooden dock is visible in the middle of the lake. The scene is peaceful and evokes a sense of family and nature.

We are shaping the new era  
of purposeful travel.

**Visit Sweden**

# Insight and analysis – our startingpoint

Knowledge bank for the Swedish Hospitality Industry

”

80  
Millions

”

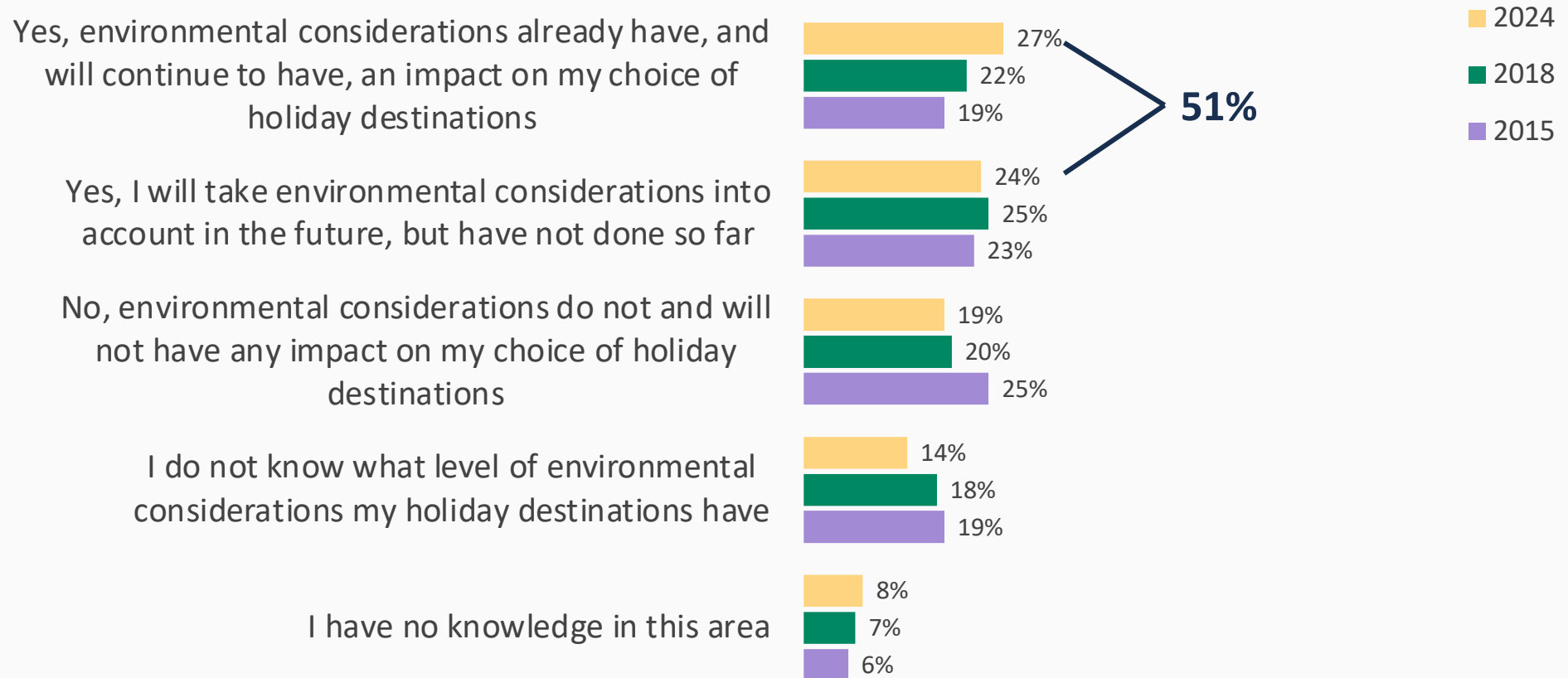
Target group  
Markets  
Brand  
Messages  
Channels  
Trends

”

Driving  
forces of  
future  
customer

# A new sense of responsibility has emerged: Over half take or will take environmental considerations into account

When choosing a holiday destination, do you take the environment into account?





# Social sustainability is highly valued



Credits: Tina Staffrén/imagebank.sweden.se

# The world's first fossil-free ski resort in the heart of Stockholm, Sweden

- Initiative from Skistar: “Together for white winters”
- Hammarbybacken in Stockholm is fossil-free
- The knowledge and experience gained will be important not only for Skistar as a company but for the entire industry



Photo cred: Stefan Nuth

# Icehotel a world famous icon - built on nature's terms

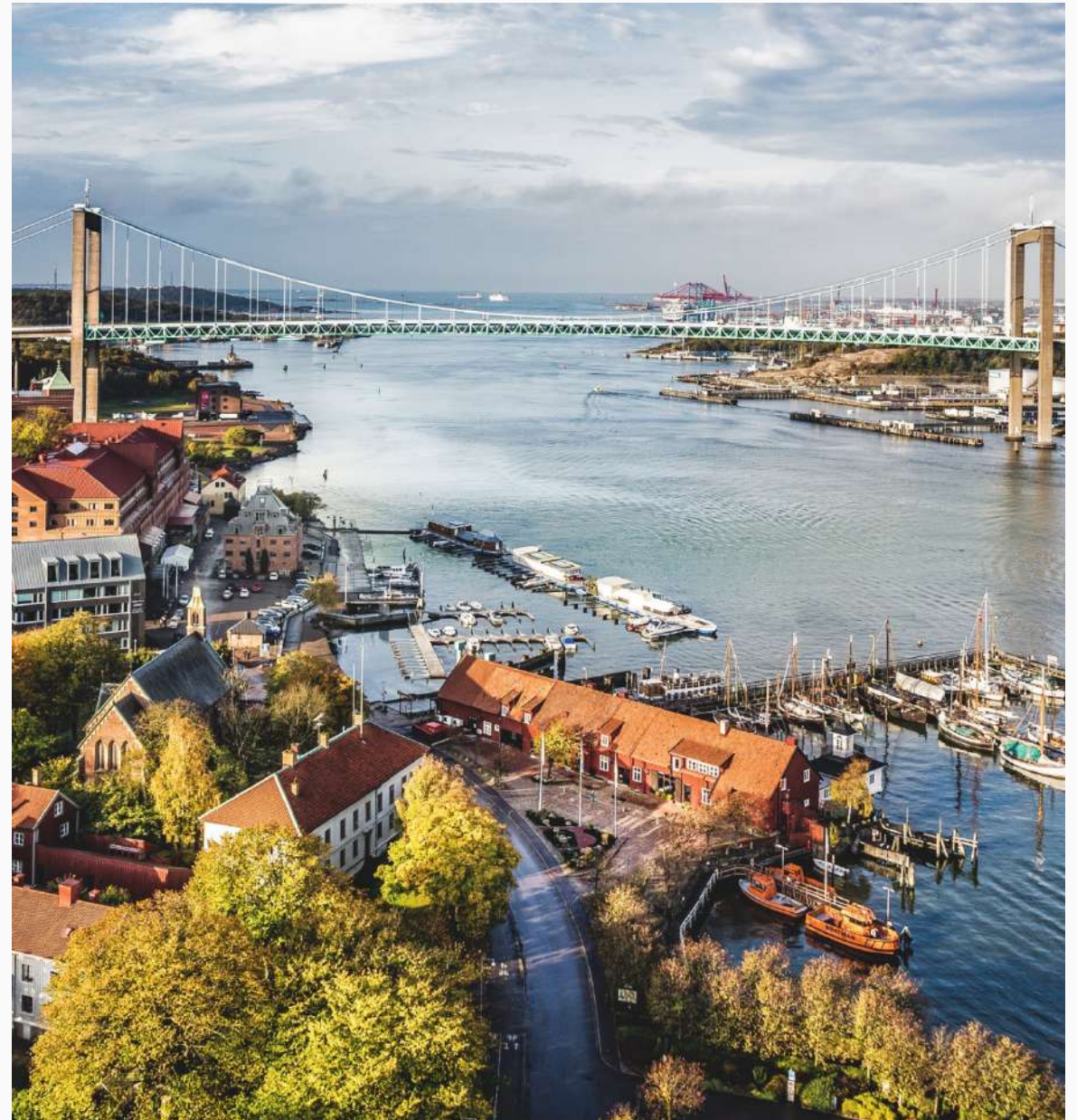
- Icehotel keeps sustainability at the forefront of its development as it continues to grow.
- The hotel is working towards becoming CO2-negative, utilizing sustainable building materials, solar panels to regulate temperature and ice sourced directly from the Torne River – returning to its source as it thaws each spring



Hans-Olof Utsi/imagebank.sweden.se

# Gothenburg - Welcoming & inclusive, Prosperous & growing, environmentally & climate smart

- Mission: Promoting the development of Gothenburg as a sustainable destination, so that everyone who lives and works here benefits from a growing hospitality industry.
- Gothenburg has ranked as the top destination seven times, (nr 2- 2024), according to the Global Destination Sustainability Index (GDS).
- Example: 88% of the hotel rooms are eco-friendly



Per Pixel Petersson/imagebank.sweden.se

# Thanks!

