West Sweden Tourist Board

Turnover: 57 million SEK
Number employed: 32
Owner: Region Västra Götaland
Development and marketing of the destination
A platform for cooperation
Focus on sustainability
MEASURES TAKEN BY THE WEST SWEDEN TOURIST BOARD DUE TO CORONAVIRUS – PHASE 1

• Stopped all international marketing
• Stopped most of the domestic marketing
• Cancelled scheduled seminars and replaced them with webinars
• Published a site with information for tourism companies
• Contacted around 200 businesses to get updated information about their situation
• Parts of our development efforts and preparatory work are continuing
THE TOURIST BOARD’S SUPPORT INITIATIVES DUE TO CORONAVIRUS – PHASE 2

• Started a help desk to give guidance on questions from businesses
• Support to local tourism organisations to enable repayment of membership fees to tourism businesses
• Analysis of bookings for summer 2020
• Eight weeks online training programme for tourism businesses in West Sweden
THE TOURIST BOARD’S ONLINE TRAINING

• 9 million SEK of funding
• 70% of staff costs for 1-2 people per company
• 200 renumerated places, another approximately 100 participants per day
• 8 weeks, 8 modules/themes
  • E.g. Sustainability, Hospitality, Events, Social Media, SEO/SEM and Personal Development
• 14 April – 5 June
• 65 speakers
• All online
ONGOING AND SCHEDULED MARKETING

- The content on our website has been adapted
- “Support your local favourite” – Take away and home delivery
- Regular social media posts where we promote the outdoors and share pictures of West Sweden
- Planning a “Book this summer” campaign
- Planning a series of short films/live streaming from individual firms to be sent via social media channels
MEASURES TAKEN BY THE SWEDISH GOVERNMENT TO HELP COMPANIES

• Short-time work allowance
• Temporarily reduced social fees
• Support based on reduced turnover
• No first sick day deduction
• Sick pay from the government instead of the employer
• Reduced rent
• Easier to get loans
Thank you!