WEST SWEDEN TOURIST BOARD

Number employed: 30
Owner: Region Västra Götaland
Development and marketing of the destination
A platform for cooperation
Focus on sustainability
THE TOURIST BOARD’S SUPPORT INITIATIVES DUE TO CORONAVIRUS

• Stopped all international marketing
• Started a website and a help desk to give guidance on questions from businesses
• Financial support to local tourism organisations since their members can’t afford to pay their membership fees
• Eight weeks online training programme for tourism businesses in West Sweden from April-May 2020
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
DOMESTIC MARKETING CAMPAIGNS

- Support your locals
- Hiking
- Staycation
- Small conferences and meetings
- Gift cards – buy now, enjoy later
NEW EU FUNDED PROJECT

• European Regional Development Fund
• 6 MSEK in financial support to small companies
• Consulting services and investments
• Co-financing from The West Sweden Tourist Board
• Total budget 14 MSEK
• 2021-2022
• Focus: Sustainable investments
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!