

WEST SWEDEN TOURIST BOARD

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WEST
SWEDEN
Tourist Board

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 remunerated 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!