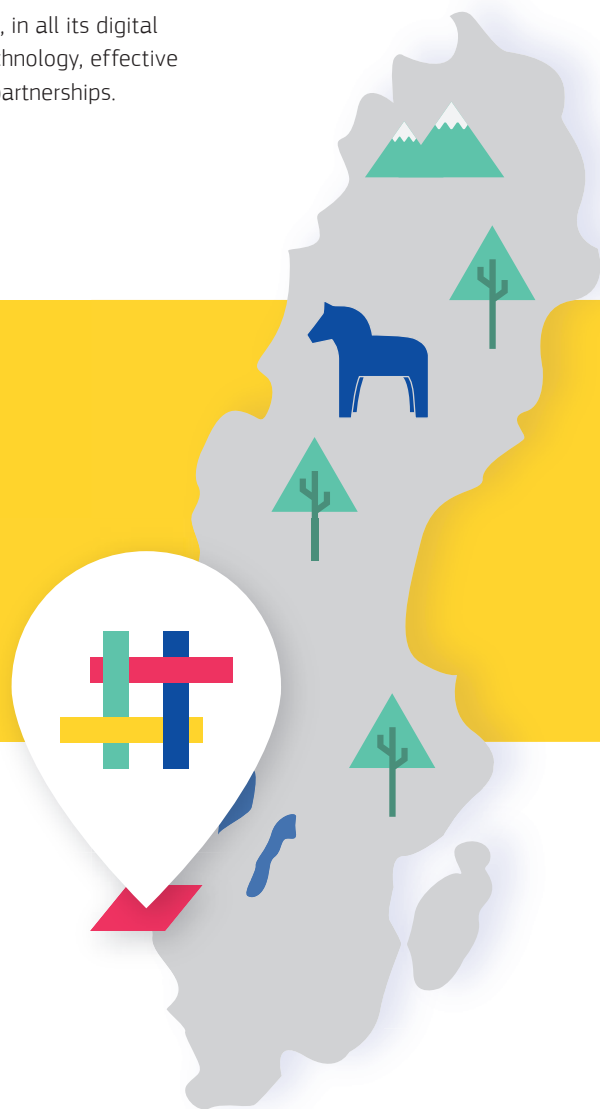


GOTHENBURG

SWEDEN

— Gothenburg aspires to stay on top of digital trends. Both citizens and visitors are able to benefit from this approach as the city aspires, in all its digital initiatives, to achieve equal access for all, affordable technology, effective long-term planning and the promotion of public-private partnerships.



POPULATION:
599.011 (2018)



TOURISTS PER YEAR:
ARRIVALS: 5.250.000 (2018)



**GROWTH OF THE
TOURISM SECTOR
PER YEAR:**
= 1,4% (2018)



THE OUTLINE OF THE PROGRAMME FOR 2020 THAT THE CITY ENVISIONS TO IMPLEMENT IN CASE OF WINNING THE TITLE OF THE EUROPEAN CAPITAL OF SMART TOURISM; PROVIDED BY THE APPLICANT CITY

GOTHENBURG: SUSTAINABILITY PIONEER GOING FROM SMART TO SMARTER

Gothenburg is a sustainable city open to the world. Our pocket-sized metropolis has for 400 years gathered people who believe in international and cultural exchange. To anyone who perceive “smart” as a tech term we wish to show another side: a side filled with warmth, inclusiveness and human values. Being smart makes what is good even better.

Gothenburg is not a large city in the world and we’re not a capital. If you’re small, you must be committed to smart tourism and become an expert on creating capacity from effective partnerships. This has been Gothenburg’s strategy for decades. And with the top (#1) position at The Global Destinations Sustainability Index (three years in a row!), and a runner up position on Future Today Institute’s list of the World’s Smartest Cities 2019, we dare to say that Gothenburg has been successful.

Gothenburg is a warm, human and creative city to live in and to visit. The region of Gothenburg is undergoing rapid development, generated by substantial investments in research and development. At the same time, plans are being made for billions in investments in infrastructure and construction. A window of opportunity calls us to go from smart to smarter. The world calls for new, sustainable ways to take advantage of the growing tourism sector.

As the Destination Management Organisation of Gothenburg, we intend to reinvent destination management and share the results of our work openly and generously with other destinations during the year as European Capital of Smart Tourism.

GOTHENBURG AS EUROPEAN CAPITAL OF SMART TOURISM 2020

The programme of the year as European Capital of Smart Tourism is coordinated by the DMO, Göteborg & Co. The organisation will run the programme with a top team of partners with many years of successful collaboration. The year as European Capital of Smart Tourism will be a vital part of our business plan of 2020.

Gothenburg is growing on all markets, within the EU and beyond. Our programme of activities has therefore an international dimension with a focus on sustainable growth in the tourism industry. The activities of the year will be co-organised with stakeholders in a joint ambition to foster the development of Smart Tourism in Gothenburg.

OPEN ON ALL CHANNELS – PROMOTING SMART TOURISM IS SMART

Progressivity is a corner stone in the Gothenburg brand and Smart Tourism gives us an opportunity to promote this strength even more effectively. Smart Tourism will be the (#)-theme of the year. We will use #SmartTourismGothenburg and #EUTourismCapital to communicate and profile both the Title and the destination's smart solutions and offerings where culture/creativity connects with sustainability, accessibility and digitalisation.

Through all the official communication platforms of the destination, such as the award-winning Gothenburg.com and social media channels¹, we will market and promote the concept and Title through storytelling, video and new formats. The destination's marketing channels will very nicely complement the main promotional and awareness-raising activities provided by the EU.

Communication regarding Capital of Smart Tourism will be included in all bids for meetings and events as well as when attending meetings and conferences (B2B, B2C). It will also be part of all press/journalist/influencer receptions. Separate Smart Tourism press visits will be organised.

The best channels, however, are the ones of every engaged visitor, local and partner. Through communication kits and education, we will make it easy for the companies and organisations in our network to share experiences and best practices in order to bring the story further. Involving our stakeholders in communication will be of mutual benefits since it will also be a way to continuously identify new smart solutions, experiences and stories to promote the city.

GOTHENBURG AS ROLE-MODEL FOR SMART TOURISM DESTINATIONS

Collaboration and sharing are in our DNA. Our leading role as the world's most sustainable destination will help to bring attention to Smart Tourism through already planned lectures and speeches. When attending meetings and conferences, international and national², we see this opportunity as a momentum to initiate and take part in seminars, debates, round table sessions to share experiences and create new knowledge. Also, we will bring Smart Tourism into our other networks³, such as European Cities Marketing where we take lead in establishing a new knowledge group on smart and sustainable tourism.

¹ **Examples communication channels:** Goteborg.com (official destination site, 3 000 000 visitors yearly), Social media (Facebook, LinkedIn, Instagram), International PR and digital campaigns (Norway, Denmark, Germany, Great Britain, USA, India, China), Gothenburg stories (LinkedIn – inspiring news about innovative and sustainable Gothenburg), This is Gothenburg (ambassador concept, storytelling), Gothenburg guide (a digital and printed Gothenburg guide in seven languages), Gothenburg business magazine (B2B, distributed nationally as an insert in the most influential Swedish business magazine DI, circulation 100 000/day), city/motorway billboards.

² **For example:** IBTM, Barcelona; Fitur, Madrid, IBT Berlin, IAPCO Edge Seminar, München; ICCA Expert Seminar/Scand.Ass. Göteborg; ICCA Scandinavian Chapter meeting, Göteborg; Nordic Place Branding Conference, Oslo; Cascais/Estoril, Portugal; IMEX, Frankfurt; UFI European Conference, Global Association of the Exhibition Industry, Göteborg; Beyond 2020, World Sustainable Built Environment Conference, Göteborg; Almedalen, Visby; IMEX America, Las Vegas; ICCA World Congress, Kaohsiung, Chinese Taipei.

³ **For example:** ICCA, International Congress and Convention Association, European Cities Marketing, the National Swedish Destination Network and the networks of Visit Sweden, the official Swedish destination marketing organisation.

It's all about collaboration, share experience and create new knowledge and innovations/solutions. To inspire and give new perspectives to the Gothenburg tourism industry actors, the annual Gothenburg Destination Day Conference, organised by the DMO Göteborg & Co, will focus on Smart Tourism and the intention is to level up and strengthen the international perspective with smart key notes and invite the network of Smart Tourism cities. We will follow, and scale up, Helsinki's example and invite the growing Capital of Smart Tourism network to meetings in Brussels and Gothenburg. We also welcome delegations from other cities from both outside and within the EU.

During 2020, together with the Swedish Network for Sustainable Tourism & Events, we will co-organise an unconference on sustainability and Smart Tourism aimed at industry professionals. We are also in bidding processes and negotiations on hosting several high-level meetings on sustainability and smart development of our industry. And we will keep bidding for these types of meetings and events.

In cooperation with our two universities, local incubators and the start-up scene we prepare to give Smart Tourism classes to students and entrepreneurs - tomorrow's tourism industry innovators and leaders.

SMART TOURISM AS CHANGE MAKER AND ENABLER

We see great potential to spark change through the Title-year. We intend to implement a Smart Tourism thematic track to activate and engage the Gothenburg tourism industry stakeholders, to explore the future together and also to increase knowledge and further collaboration. This will also open up for new partnerships with new industries, NGOs and closer collaboration with public organisations and administrative entities, responsible for services at the destination. As well as, not least important, develop new ways to enable local culture and creativity to continue to thrive.

The city is upgrading from 4G to 5G and the network of local IT companies (GREAT) are committed to Smart Tourism and digital opportunities. In fact, their annual conference 2020 will be on this very subject.

In collaboration with our partners we have started to create a Destination digital data platform for sharing and donating visitor data. Free and open to all with an interest in working smarter and more efficiently. This platform will be initiated in 2020 and made possible thanks to our vast networks and Gothenburg's top modern digital infrastructure.

Gothenburg is a global hotspot for R&D, innovation and test labs. To apply knowledge and accelerate tourism industry development, we will during 2020 together with national research institutes and tourism bodies, academy, business and other organisations explore the possibilities to establish a tourism-oriented innovation and test lab.

By cooperating Smart Tourism project with the Gothenburg e 400th anniversary project we will also be able to provide the issue with the attention that it deserves through a long list of international activities and possible synergies just waiting to be realised. Actions that in the end will benefit both citizens and visitors.

ACTIVITY PLAN 2020

JANUARY 2020

- Launch of programme 2020
- Participation at FITUR Travel Fair, Madrid
Stand European Capital of Smart Tourism
Speaker Helena Lindqvist, Project Manager Göteborg & Co
January 22-26

FEBRUARY 2020

- Kick-off meeting stakeholders in Gothenburg
February 7
- Workshops on Open Business Intelligence platform for
tourism industry in Gothenburg, arranged by Göteborg & Co
TBD

MARCH 2020

- ICCA Scandinavian Chapter meeting, Gothenburg
Expert seminar
Speaker Katarina Torstensson,
Smart Tourism & Sustainability Strategist
March 4-6
- Participation at ITB, Berlin
Stand European Capital of Smart Tourism
Speaker Stefan Gadd, Corporate Communication Manager
at Göteborg & Co
This event was cancelled
March 4-8
- Launch of Smart sculpture in Gothenburg
(stakeholder and media invitation)
March 12
- Participation at European Cities Marketing Spring meeting, Graz
Speaker Katarina Torstensson,
Smart Tourism & Sustainability Strategist
March 11-14

MAY 2020

- Participation at IMEX, Frankfurt, Gothenburg Convention Bureau May 12-14
- Project start Future Retail Lab, Gothenburg, arranged by Gothenburg City Shopping TBD
- Project start Destination Digital Data Platform (Open data), tourism industry in Gothenburg, arranged by Göteborg & Co TBD

JUNE 2020

- UFI European Conference, Gothenburg
The Global Association of the Exhibition Industry June 3-5
- Beyond 2020 Sustainability Conference, Gothenburg
World Sustainable Built Environment Conference June 9-11
- Participation at ECM International Conference 2020, Poznań
Speaker: Peter Grönberg, CEO Göteborg & Co June 10-13
- Participation at European Tourism Day, Brussels
Speaker: Peter Grönberg, CEO Göteborg & Co TBD

JULY 2020

- Participation at Almedalen Politician Week, Visby
Speakers TBD June 28-July 25

AUGUST 2020

- Sustainability Unconference, Gothenburg
Swedish Network of Sustainable Tourism & Events Aug 26-27

SEPTEMBER 2020

- GREAT Conference Gothenburg – A Great Day (theme Open data) Sept 4
- M&I Sustainability Forum, Gothenburg Sept 6-9
- Participation at IMEX, Las Vegas, Gothenburg Convention Bureau Sept 15-17

OCTOBER 2020

- European Capital of Smart Tourism Workshop, Gothenburg TBD
- Gothenburg Destination Day Conference TBD

NOVEMBER 2020

- SKR National Conference (focus Innovation), Stockholm TBD
- Nordic Place Branding Conference, Oslo TBD
Speaker Katarina Torstensson, Smart Tourism & Sustainability Strategist
- Participation at ICCA World Congress, Kaohsiung, Chinese Taipei, Gothenburg Convention Bureau Nov 1-4

DECEMBER 2020

- Participation at IBTM, Barcelona, Gothenburg Convention Bureau Dec 1-3
- Opening ceremony for Gothenburg 400th anniversary 2021 Dec 31