




# Swedish National tourism strategy

Barents Working Group on Tourism

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# Initial remarks on the new Swedish tourism strategy

- ▶ The strategy is linked to Agenda 2030 and the global SDGs, the government's gender equality goals, the Swedish climate policy goals and other parliamentary goals.
- ▶ The government plans to develop and implement action plans in line with the strategy.
- ▶ The strategy
  - has a ten-year perspective,
  - is an instrument for supporting stakeholders at different levels,
  - can, but must not, be used as reference point in local and regional strategies,
  - is an instrument for more efficient use of public resources and for strengthening synergies between sectors.



Vision:  
2030 Sweden is the world's  
most sustainable and  
attractive destination based  
on innovation

## Proposal: New parliamentary tourism policy goal

Sweden offers sustainable tourism, with sustainable travelling and a sustainable, competitive and growing tourism industry that contributes to employment and attractive sites for visitors, residents, companies and investments throughout the country.

# Prioritized strategy areas

- ▶ Simplified entrepreneurship
- ▶ Jobs and skills
- ▶ Knowledge and innovation
- ▶ Accessibility
- ▶ Marketing



# Four horizontal perspectives

- ▶ Sustainability
- ▶ Digitalization
- ▶ Place development
  - for visitors, enterprises, locals and investments
- ▶ Collaboration

