Swedish National tourism strategy
Barents Working Group on Tourism
November 2021
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