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Katarina Thorstensson, Göteborg & Co

Göteborg & Co is a municipal company, City of Gothenburg



Covid-19 – Sweden

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Why Sweden's COVID-19 Strategy Can't Work in the U.S.



Sweden's Coronavirus Strategy Will Soon Be the World's

Herd Immunity Is the Only Realistic Option—the Question Is How to Get There Safely

by Nils Karlson, Charlotta Stern, and Daniel B. Klein May 12, 2020



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Sweden's Gamble On Coronavirus: Has It Paid Off? [Update]



Joshua Cohen Contributor

Healthcare

I write about prescription drug value, market access, healthcare systems, and ethics of distribution of healthcare resources

Why is Sweden's coronavirus strategy so different from the rest of Europe?



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Sport Culture Lifestyle More

Australia Middle East Africa Inequality Global development

Why Sweden is unlikely to make a U-turn on its controversial Covid-19 strategy
by Hoon Kim

Pandemic take-aways – “1st half”

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Reflections

- Importance and reciprocity of local
- New and/or adapted reasons to travel
- Safe & secure – health & distance
- Digitalization & data – expected & innovation

City/DMO role

- Ensure smart & sustainable in new normal
- Be close – support, help & enable – show direction
- Short-, medium- and long term simultaneously

By 2030

The destination will have doubled its tourism by setting an international example and constantly challenging accepted ideas of sustainability.

European Capital of Smart Tourism 2020

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GDS-Index: What do we benchmark?



- Sustainability Strategy
- Energy and Emissions
- Waste
- Air Quality
- Transportation
- Green Areas
- Water

City Environmental Performance



- Corruption
- Inclusiveness
- Gender Inequality
- Health and Wellbeing
- Over-tourism

City Social Performance



- Hotels
- Airport
- Agencies (PCOs & DMCs)
- Restaurants
- Venues
- Academia

Supplier Performance



- Destination Strategy
- Governance and Reporting
- Capacity Building & Incentives
- Marketing and Business Development
- Accessibility
- Community Engagement & Support

Destination Management



69 Criteria, closely aligned to UN Sustainable Development Goals and to the GSTC Destination Criteria.

For more detail visit: www.gds-index.com/methodology



One planet
travel with care

Sustainable Gothenburg Meeting & Event Initiatives

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*A global leading destination for
sustainable meetings and events.*



City of sustainable meetings and events

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5 GENDER EQUALITY



10 REDUCED INEQUALITIES



12 RESPONSIBLE CONSUMPTION AND PRODUCTION



13 CLIMATE ACTION



Digitalisation

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Innovation Lab

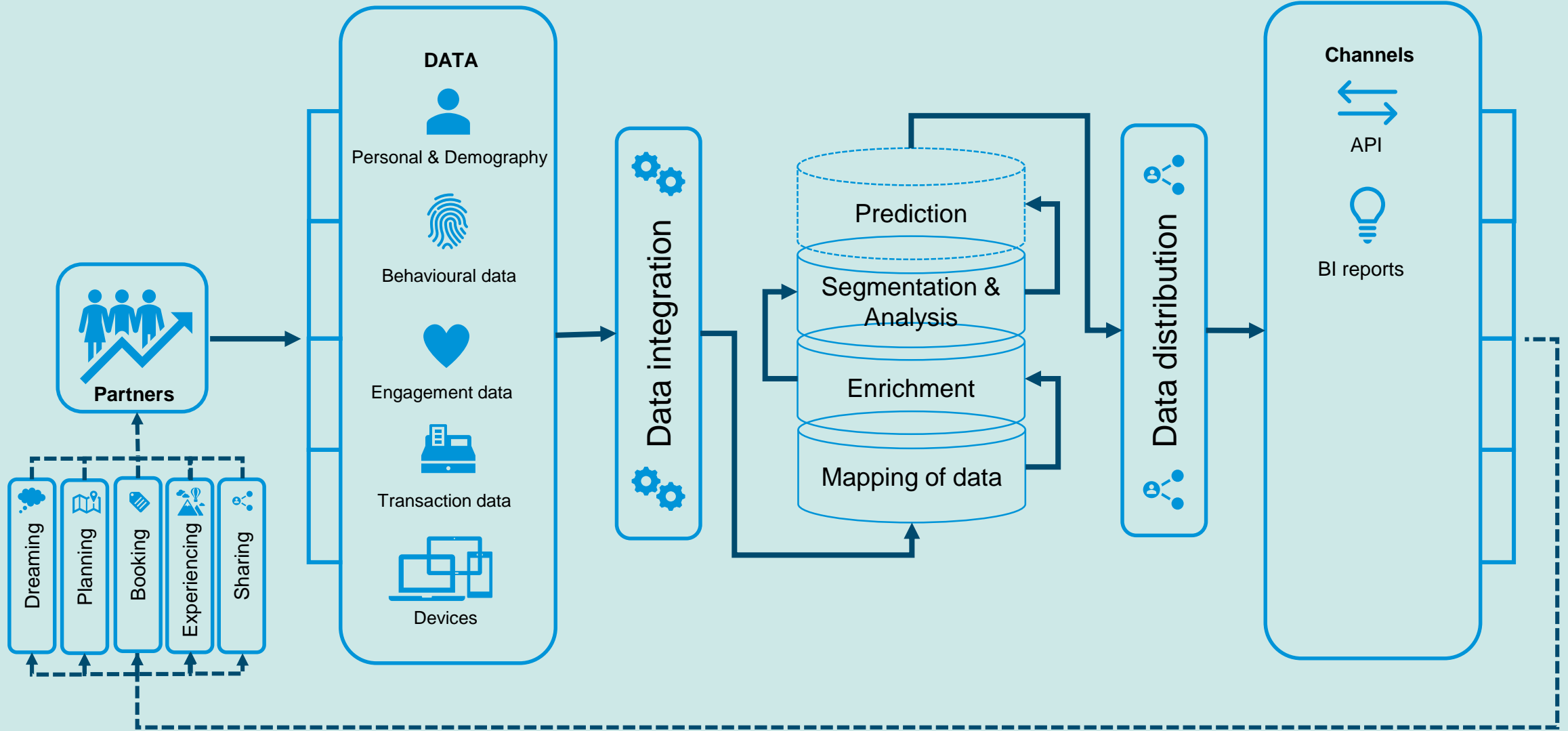
- Destination Data Platform

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Destinations Data Platform (DDP)

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Towards 2030 and beyond

- create and capture value

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20:07 29-11-2019 @ Liseberg Amusement Park/Halloween

An aerial photograph of a city at sunset. In the foreground, a large, weathered bronze statue of a woman in a long dress stands on a pedestal. The city below is illuminated by streetlights and building lights, with a large body of water and a bridge visible in the distance. The sky is a mix of orange, yellow, and blue.

Thank you!