

gothenburg

Helena Lindqvist
Göteborg & Co



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

by Hoon Kim

No total lock-down

Recommendations

social distancing

remote work

avoid public transports

avoid unnecessary domestic and international travel

distance education for high schools and universities

no general requirement on masks

Restrictions

Max 8 persons in public gatherings.

Amusement parks, museums, swimming facilities are closed.

Max 8 persons/table at restaurants,
no alcohol served after 22.00.

3 main strategies

Closer than ever to our industry.

Increase knowledge, insights, facts & figures.

Collaboration national and international networks.

Lead to actions

Adapted communication and target groups.

Dialogue with authorities and partner support.

Focus on digitalization projects.

Targeted communication and campaigns

Communications

Support your locals.

Experience your
Gothenburg.

National campaign –
in collaboration with
other DMO:s.



UPPLEV DITT GÖTEBORG

#upplevdittgoteborg

I sommar tar vi hemester och upptäcker vi det vi har nära. En led vi aldrig vandrat, en sjö vi inte fiskat i, en glassbar vi inte visste fanns. Vi gör det tillsammans, genom #upplevdittgoteborg.

Göteborgarnas smultronställen



LOPPISRUNDA
Följ med Asha Karlsson på toppisrunda



OLSKROKEN
Jonas Martinssons favorit i östra Göteborg

Campaigns Autumn/Winter

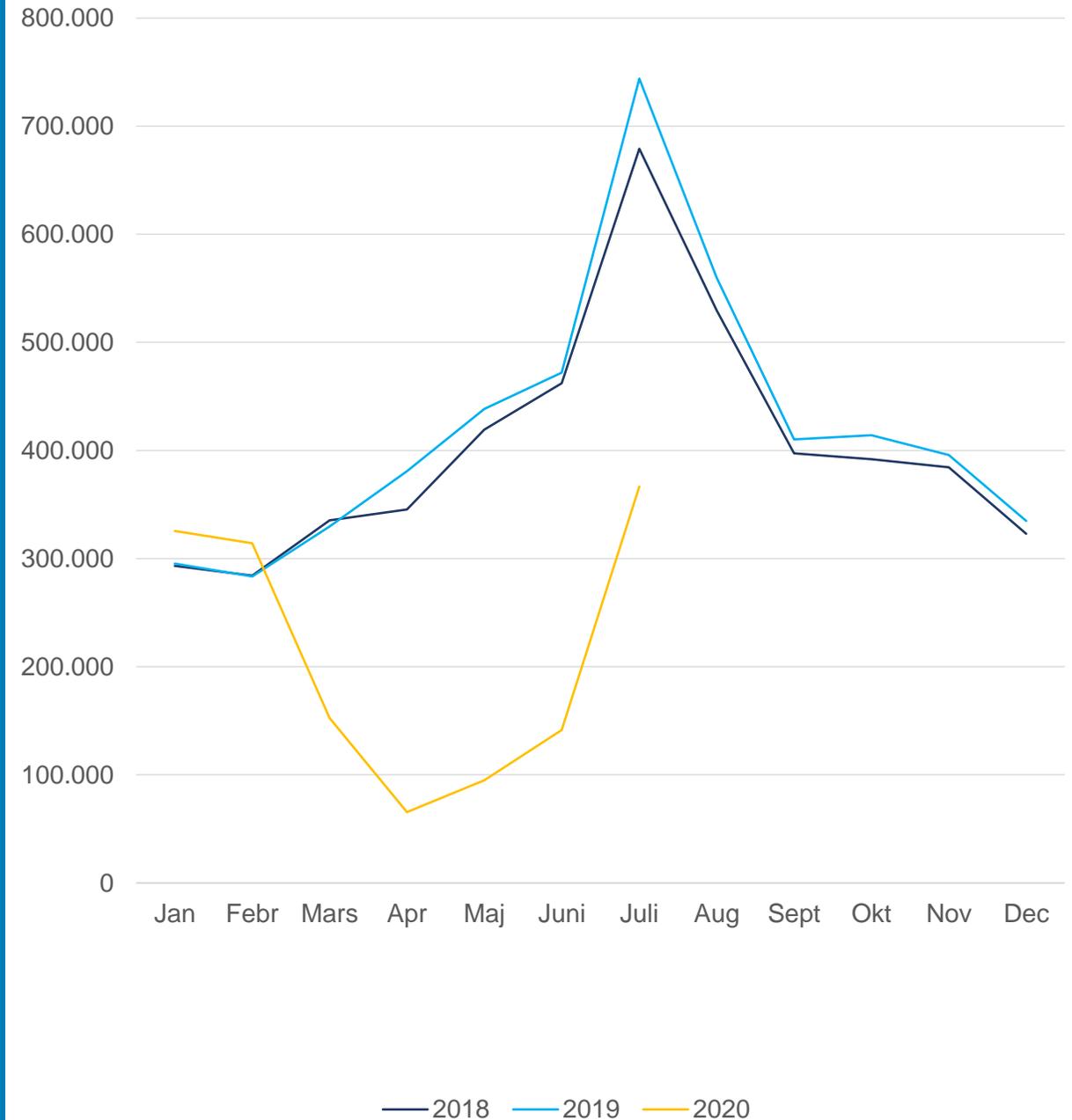
Autumn in Gothenburg

Experience the
Christmas City



Statistics and analyzes (Power BI)

Industry related reconnaissance



Digital development

**Digital destination
data platform**

**Hybride meeting &
events**

Digital site visits

**Experience
Gothenburg online**



Reflections

Safe & secure – health & distance.

Importance and reciprocity of localism.

New and/or adapted reasons to travel .

Digitalization & data – expected & innovation.

DMO role

Ensure smart & sustainable in new normal.

Be close – help & enable – show direction.

Short-, medium- and long term simultaneously.



Thank you!

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