

# gothenburg

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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 ①

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  
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.

go:teborg

# 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.

**OLSKRÖKEN**  
Jonas Martinssons favorit i östra Göteborg.



Campaigns Autumn/Winter

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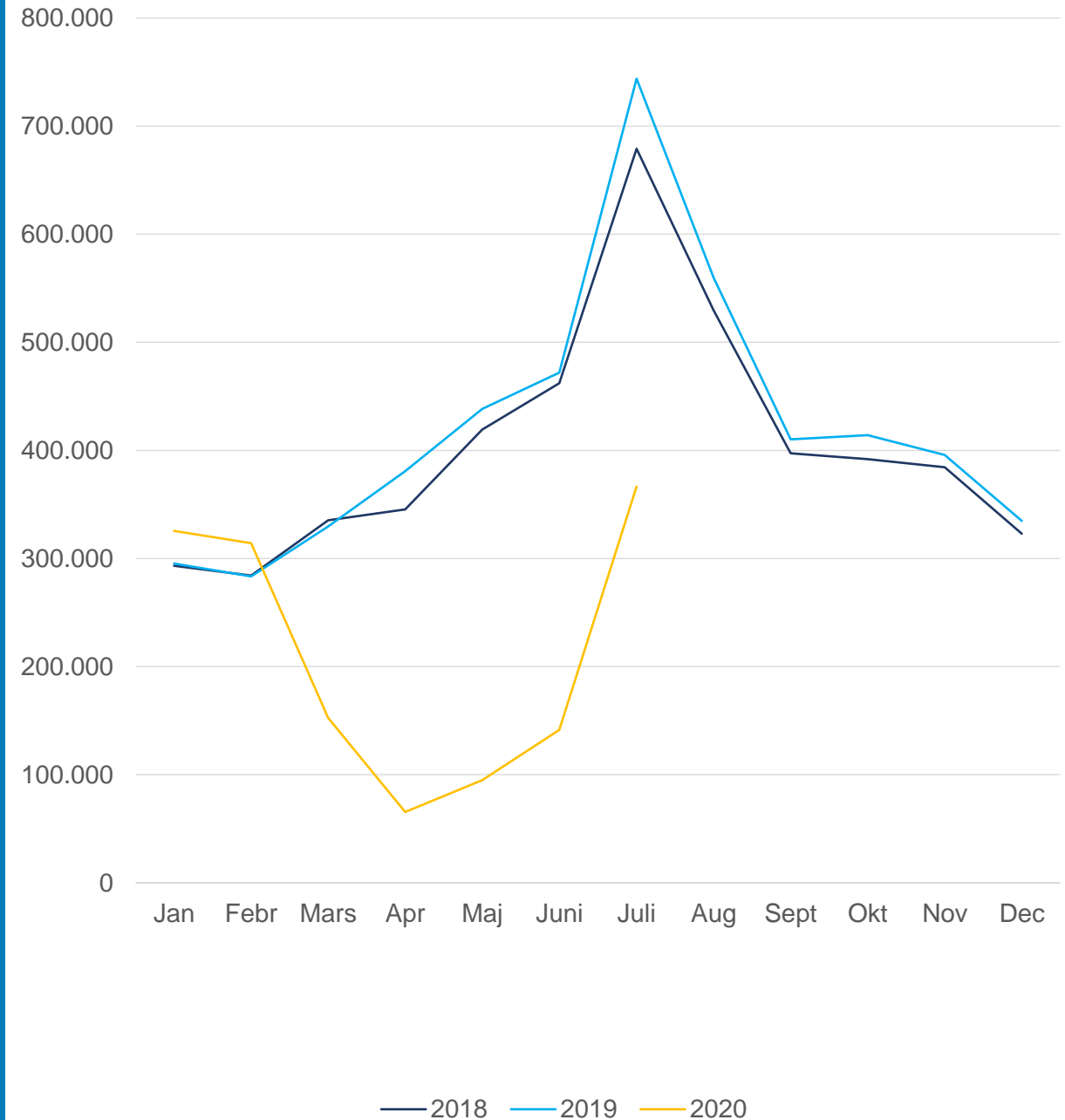
# Autumn in Gothenburg

Experience the  
Christmas City



**Statistics and analyzes  
(Power BI)**

**Industry related  
reconnaissance**





Digital development

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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!

# gothenburg

Göteborg & Co is a municipal company, City of Gothenburg