



Sweden

Before
Effects

Opportunities
Sustainable Future
Digital
Cooperation


**CARPE
DIGEM**
Interreg Europe

 European Union
European Regional
Development Fund

BEFORE- International tourists have for a long time been enjoying the core of what Sweden can offer: FOOD; NATURE and CULTURE

EFFECTS - A devastating time for the tourism industry as we all know, specifically for cities.

OPPORTUNITIES- An opportunity though for some rural areas with domestic tourism increasing with nature based experiences, cabins in holiday home areas because they are perceived as safe havens

SUSTAINABLE FUTURE- The travel industry has changed for the foreseeable future - if not forever. Some of these changes would have happened anyway, the pandemic is however accelerating it. Where some parts of the world have had issues related to over tourism – understanding of alternative tourism is spreading and therefore can help prevention of 'over-tourism' in other destinations. With an increase in domestic tourism in areas where tourism infrastructure is not yet established, aspects such as health and safety need to be addressed.

HERE IN NORTH SWEDEN – DISCOVERING THE NEXT DOOR such as farmers restaurants, design tours in rural areas, workshops , guided nature tours in parks and by rivers, cafes in barns, nature reserves,. The combination of weekend "city tourism" and vacation experiences with a domestic targetgroup can build a genuine experience for our 'guests of tomorrow.

DIGITAL Cooperation – With this new tourism opportunities we are seeing new businesses arise offering new distributed (**What does this mean?**) experiences to the next generation of travelers, whether they be digital or physical.