



# Västerbotten Experience - a regional perspective

Collaboration and partnerships among stakeholders in Västerbotten  
drive positive change within our destination since 2015



# About Västerbotten

- Västerbotten, a small county of 250 000 inhabitants, in the north of Sweden
- Regional tourism organization, funded by regional development organization
- 3 local destination management companies
- 15 municipalities
- Tourism companies, hotels, restaurants etc
- Most visitors come to Västerbotten to experience nature and culture or to work / study
- About 1 million guest nights annually



# Managing sustainable development

The role of the regional organization:

- Provide a structured and systematic way to address sustainability, suitable for a variety of stakeholders.
- Provide tools that are easy to use and can be used regardless of how far stakeholders had come in terms of sustainability.
- Encourage stakeholders to start the sustainability process
- Encourage engagement and co-creation
- Leadership and inspiration





# Stakeholder engagement

- Method based on Global Sustainable Tourism Council's (GSTC) criteria for sustainable tourism plus added local criteria.
- Focus on encouraging more sustainable forms of services and experiences, side effect is the engagement for sustainable destination development that grew from it.
- Includes tourism companies, destination management companies, municipalities and regional development department
  - 110+ companies
  - 11 municipalities
  - 6 DMOs



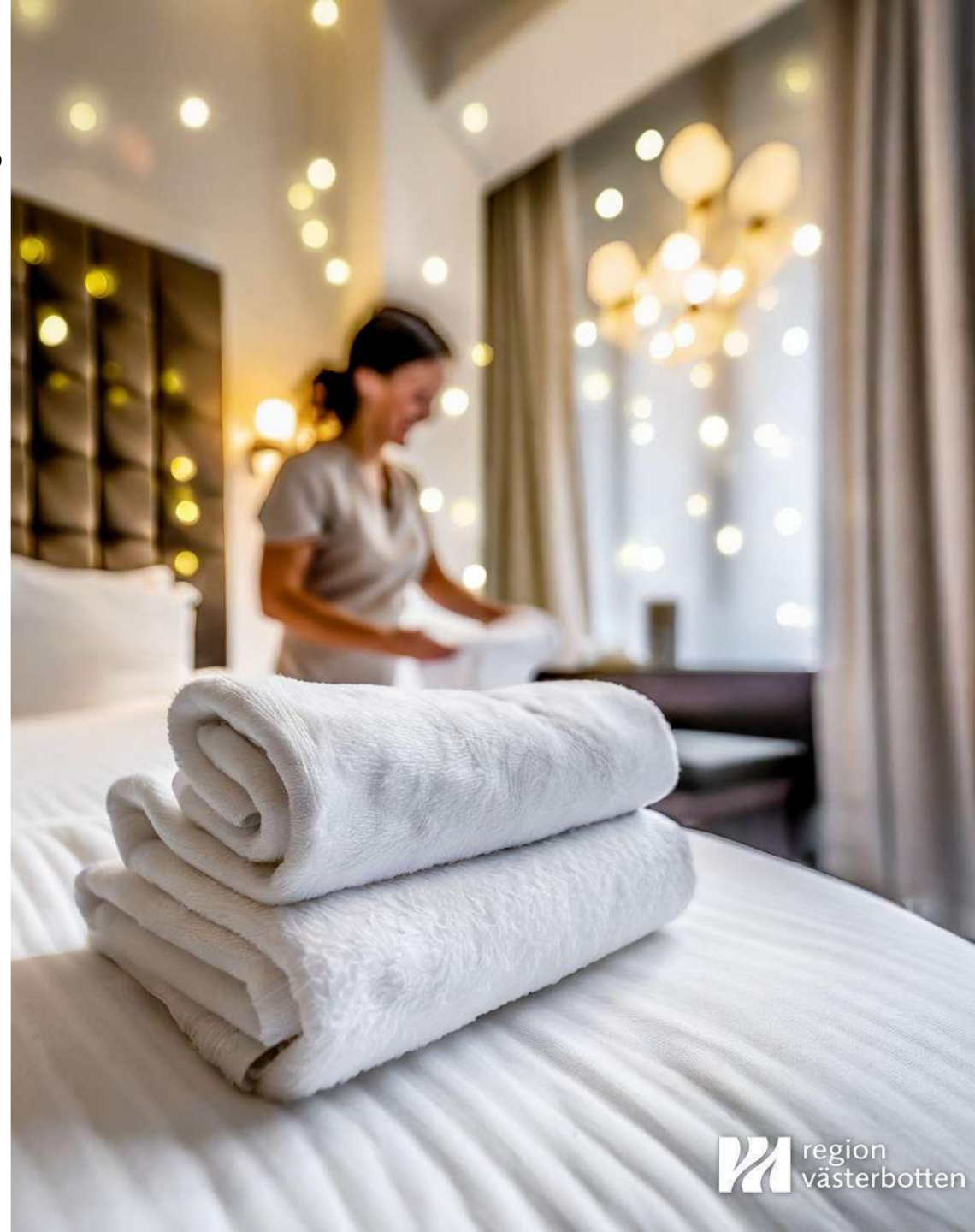
# Challenges

- Method, process, and tools – not certification.
- For business development– not for visitors or for marketing purposes.
- Varying competence and experience of advisors.
- Endurance and development over time.
- Keeping stakeholder engagement.
- Variety of stakeholders – different needs.
- Funding, ownership and leadership.
- No control over other organizations/companies



# Benefits of collaboration & partnerships

- Common language and goals.
- Joint effort: Many participants create a sense of urgency and a 'fear of mission out'.
- Network and knowledge-sharing.
- Building the destination together.
- Passion for the place and place development.
- Storytelling and building shared brand values.





# Where do we go from here?

How to drive continuous improvement and deliver outcomes that are good for the place, people and business?

- Engage relevant businesses, teams and stakeholders to establish a sustainability policy.
- Benchmark the businesses.
- Help the move towards certification.
- Promote sustainability achievements and certification level annually.





Thank you!

[www.vasterbottenexperience.se](http://www.vasterbottenexperience.se)