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News from Gothenburg & West Sweden 2021

West Sweden is currently taking big steps towards becoming a more sustainable destination! Stepping up Sustainability is West Sweden's joint initiative for sustainable tourism. It's a framework for us, together with public and private operators, to bring about a shift to a more sustainable society. We hope that all of us working in West Sweden's tourism industry can set an example and inspire others in the transition to a more sustainable society.

This newsletter will focus on how Gothenburg and West Sweden are stepping up sustainability initiatives with a combination of new accommodation offering nature-based activities in incredible settings, and an additional Pilgrim Trail. We'd like to highlight these sustainable initiatives in the hope that they inspire and motivate us all to step up our work on sustainability.

Welcome to West Sweden!

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