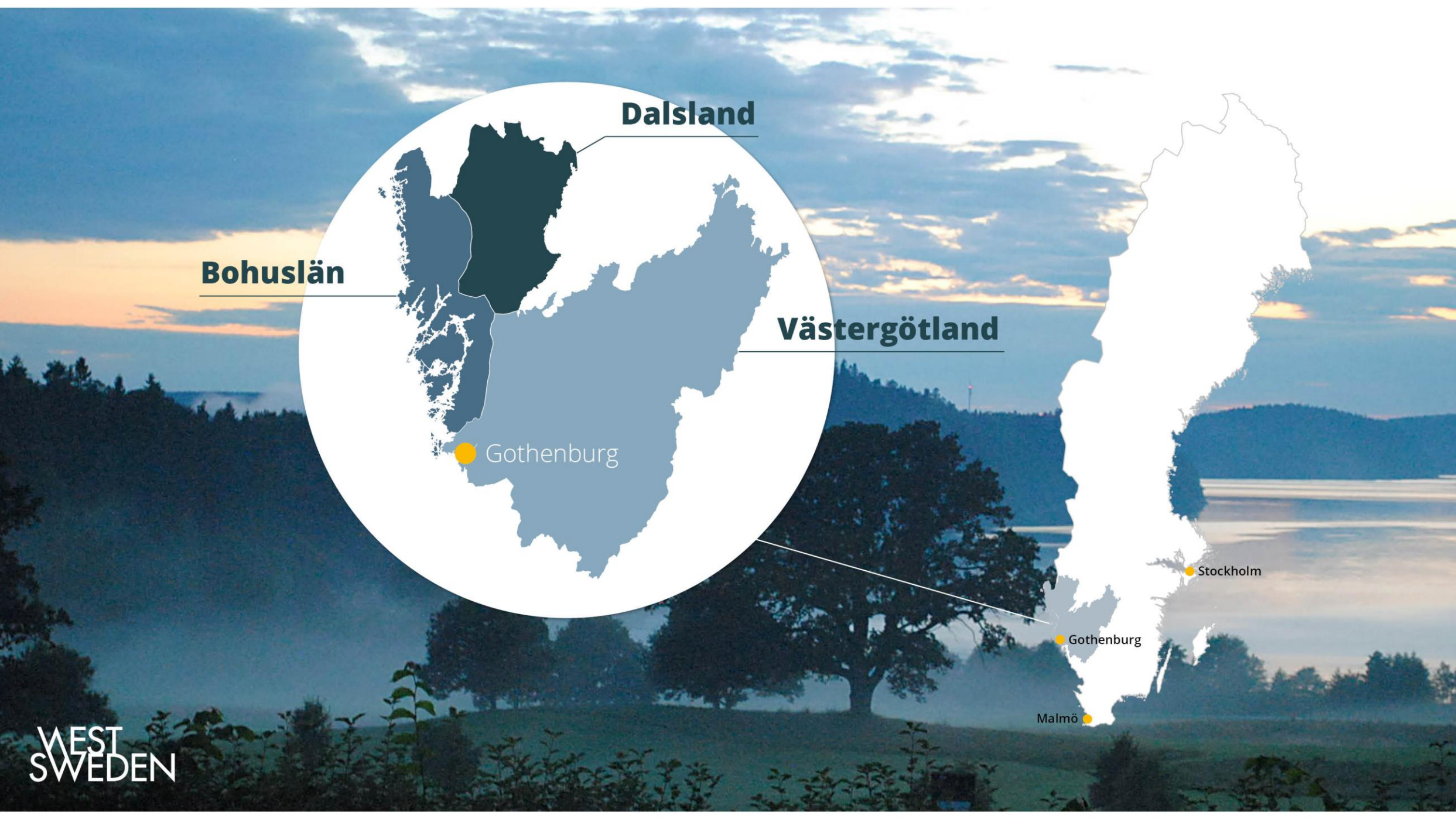




West Sweden
Where culture is part of the journey





Dalsland

Bohuslän

Västergötland

Gothenburg

Stockholm

Gothenburg

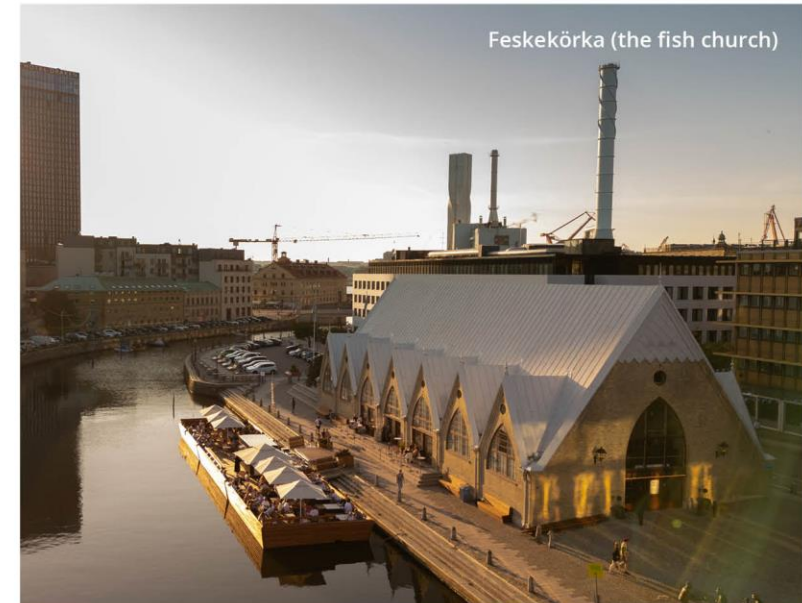
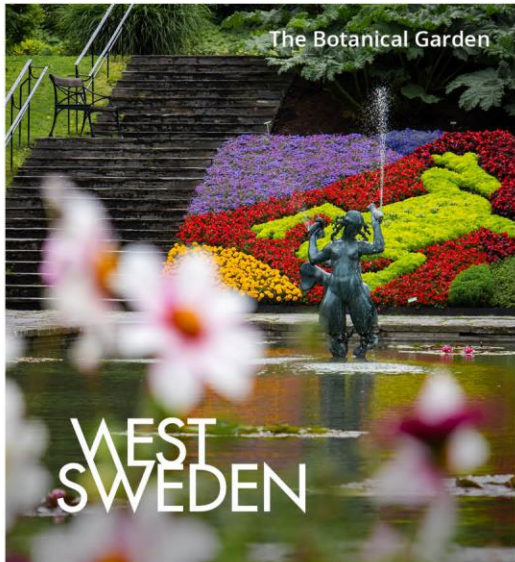
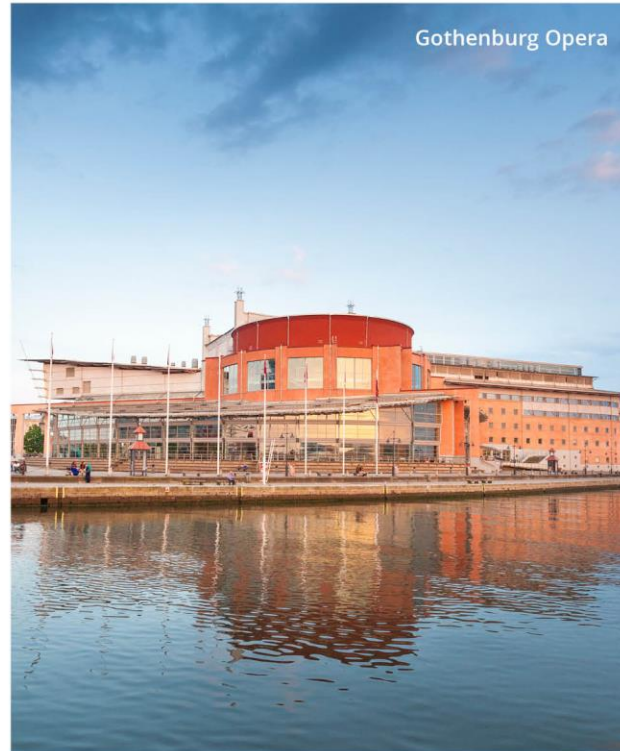
Malmö

**WEST
SWEDEN**



Gothenburg

Cultural Highlights



Swedish Traditions

The Things That Bring Sweden Together



West Sweden: Where culture is part of the journey

- Our marketing channels

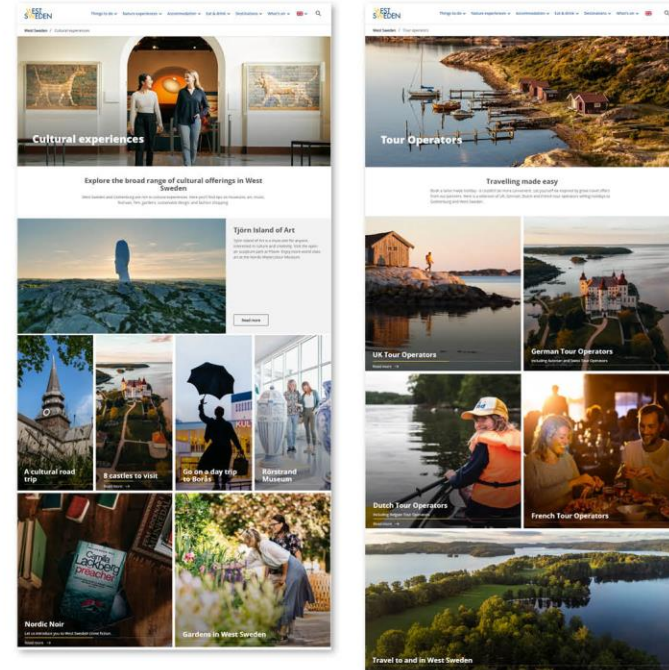
Press & PR



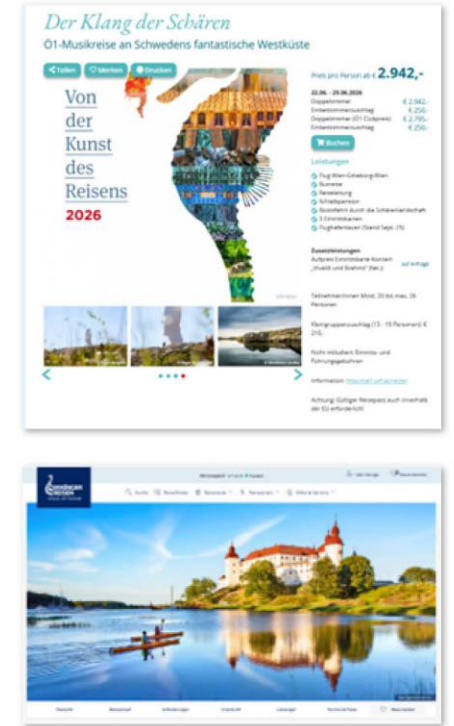
Social media and online campaigns



Website

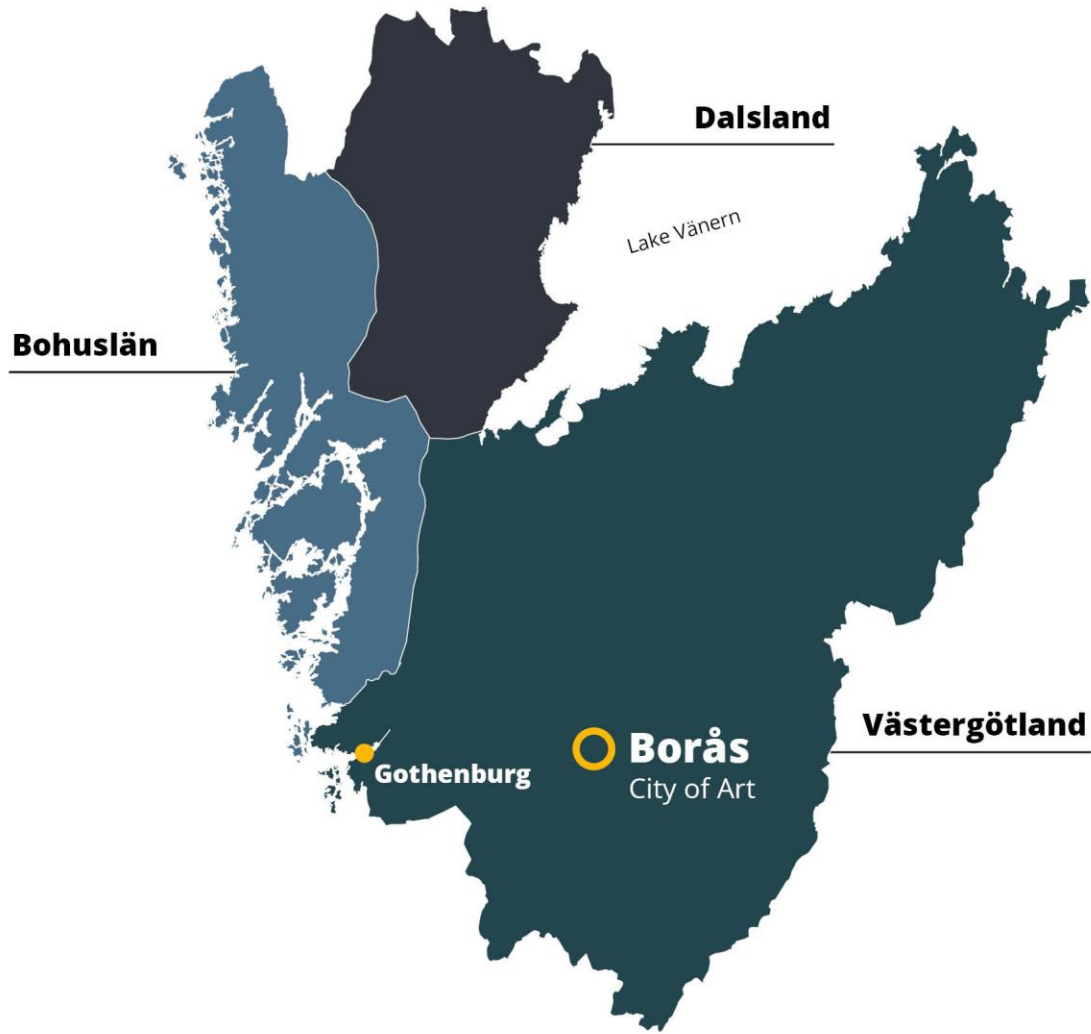


Travel Trade



Influencer, PR and Marketing collaborations





Borås



Borås

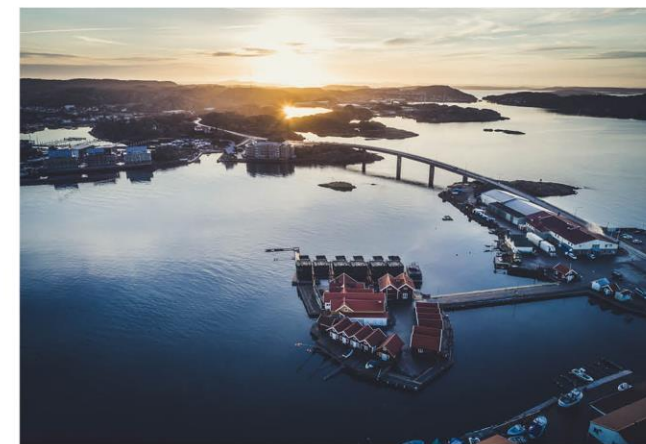
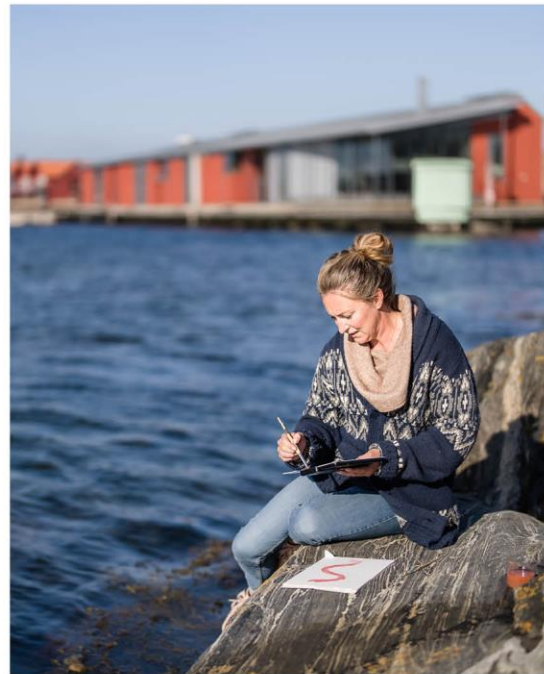
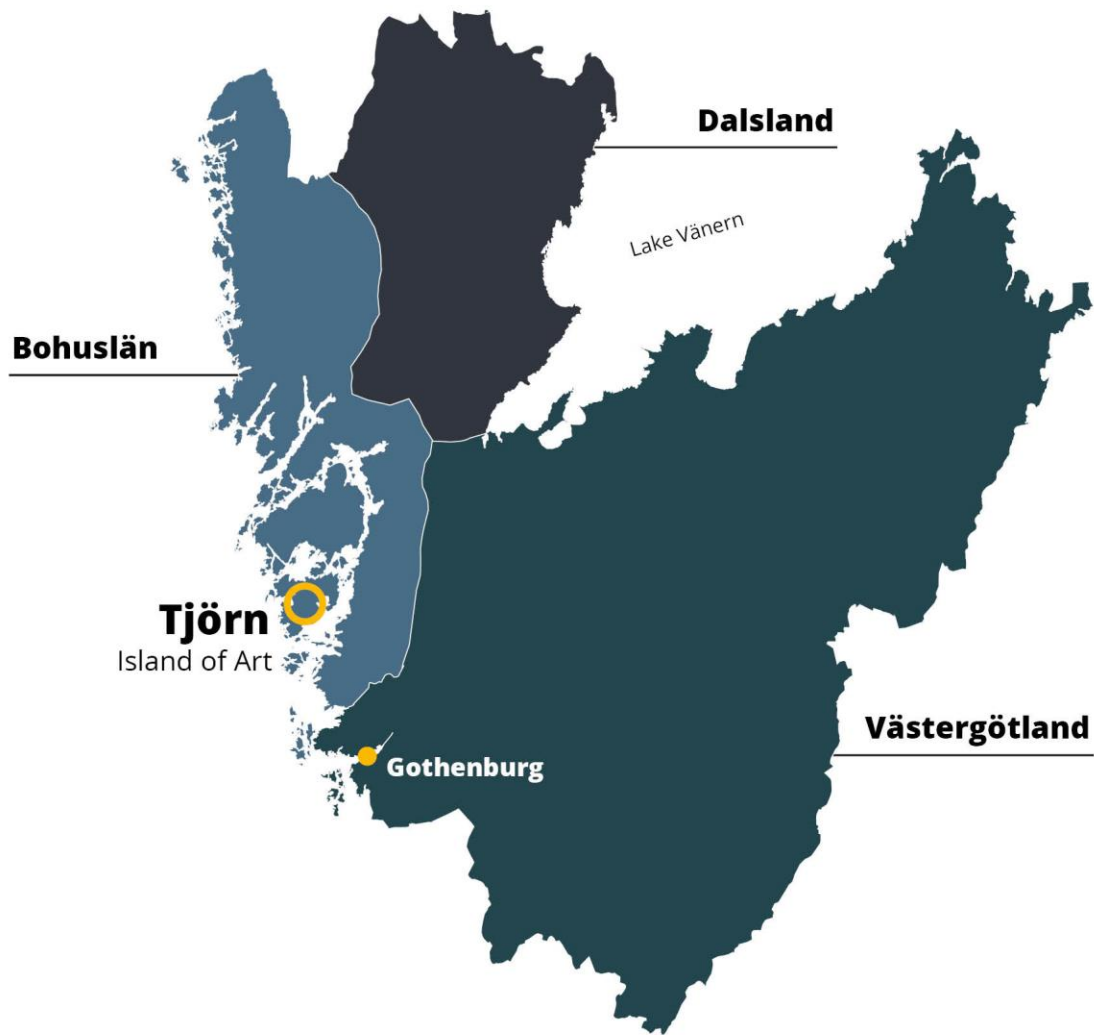
City of Art



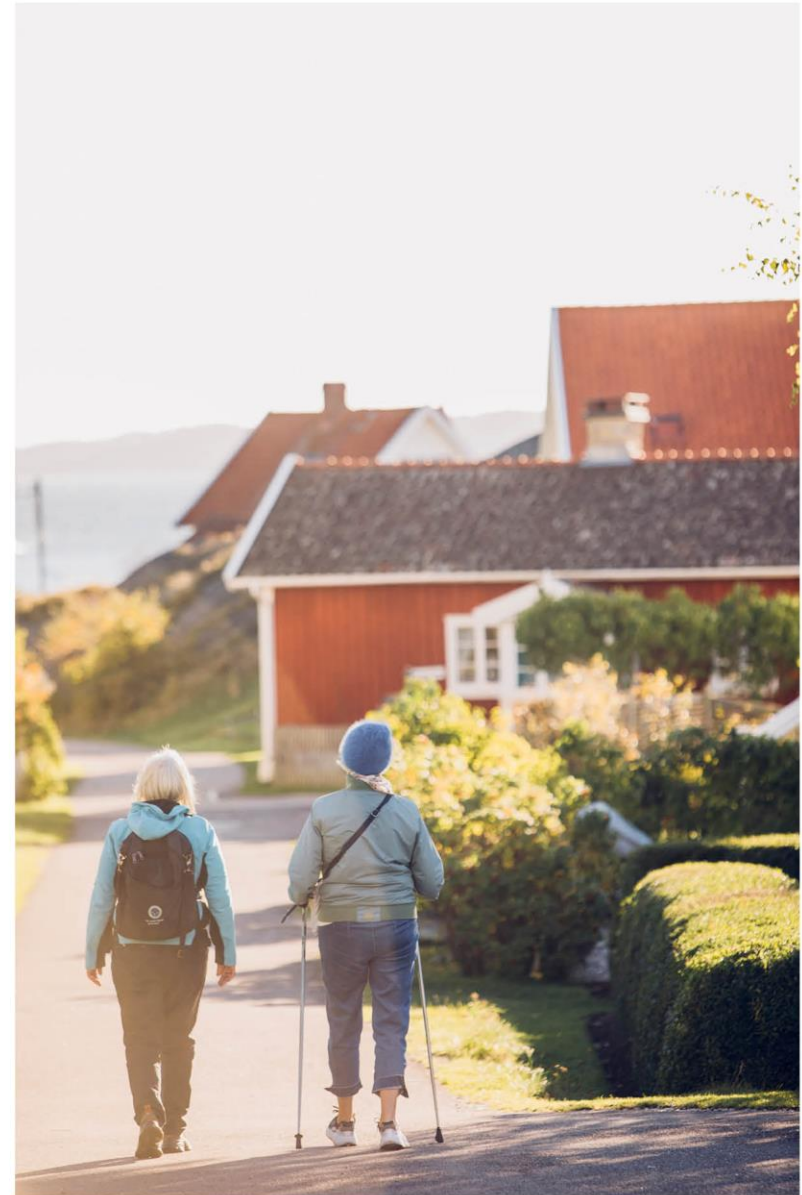
Bohuslän Chamber Music Festival

West Sweden

<https://www.youtube.com/watch?v=C2sDwllTsVA>



Tjörn



Tjörn

Island of Art



Island of Light Smögen

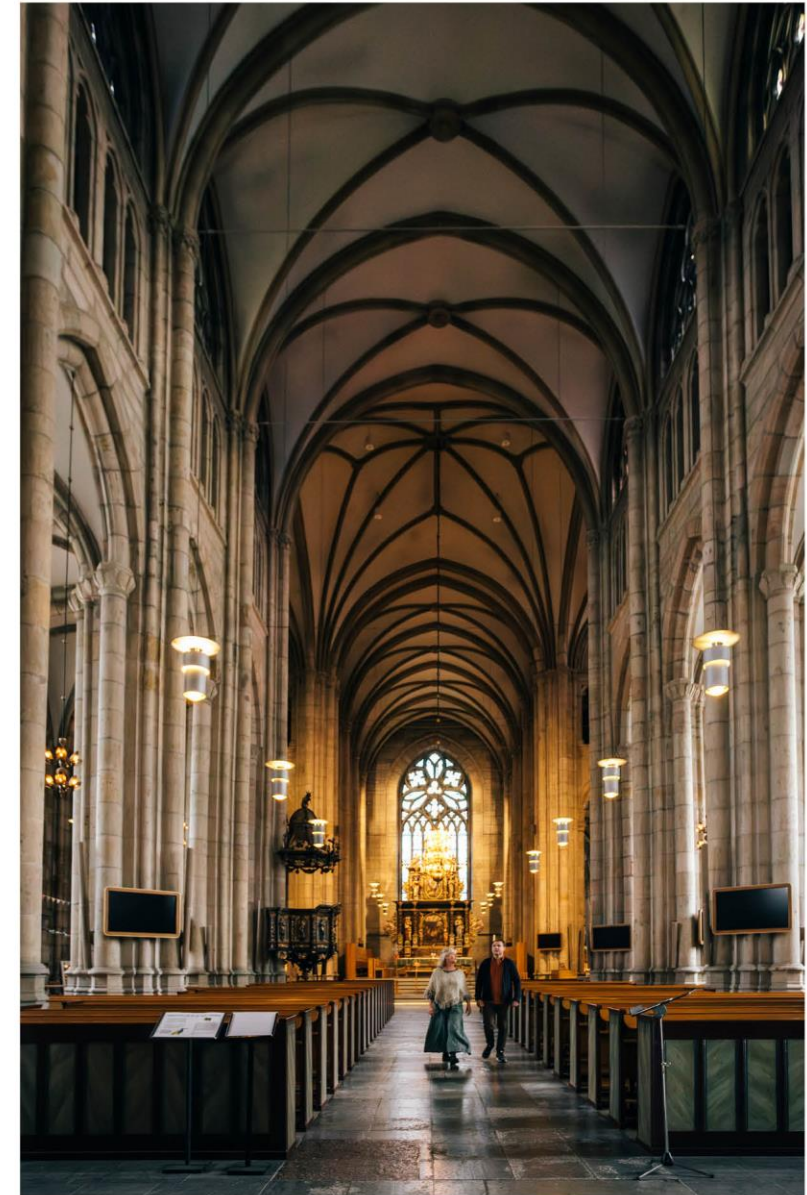
West Sweden

<https://www.youtube.com/watch?v=EZrblj5B1YE>



Skara

and surrounding areas



Västergötlands museum



Skara Konsthottell & Skara Stadshotell



Galleri Murat West Sweden

https://www.youtube.com/watch?v=Z7kWT_RzJdI

Svenstorp Art Center
West Sweden

https://www.youtube.com/watch?v=mSmbD_R4NfU

A selection of marketing activities for 2026–2027

Long-term collaboration built on strong products, joint marketing, and communications.

West Sweden campaigns 2027

Prel. dates

Germany, 12 Jan – 8 Feb

- Gothenburg & West Sweden
- Hiking
- Camping & Caravanning

Benelux, 25 Jan – 14 March

- Gothenburg & West Sweden
- May school holidays and family trips
- Camping & Caravanning

The UK, 23 Feb – 8 March

- Gothenburg & West Sweden

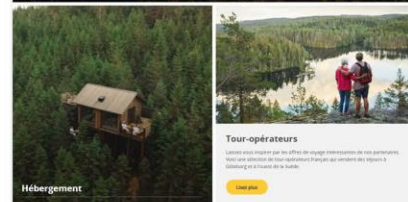
France, 25 Feb – 10 March

- Gothenburg & West Sweden

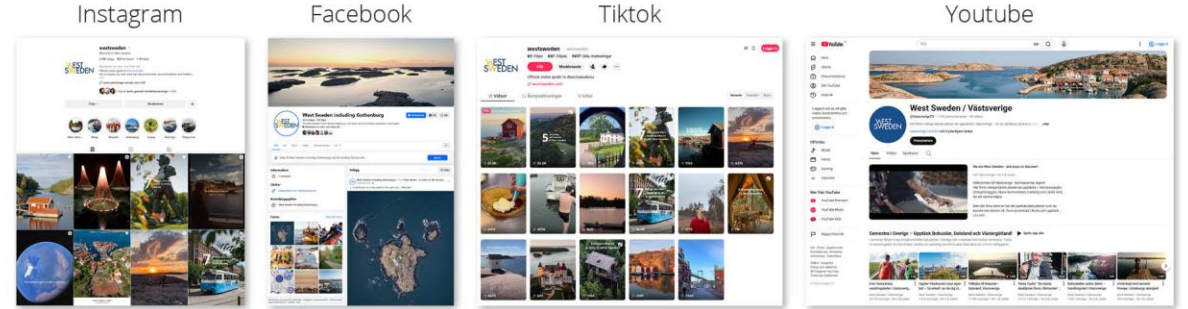
- Social media – always-on, organic and paid
- Joint marketing with tour operators
- International newsletter
- Press & PR
- Influencers
- Media Collaborations



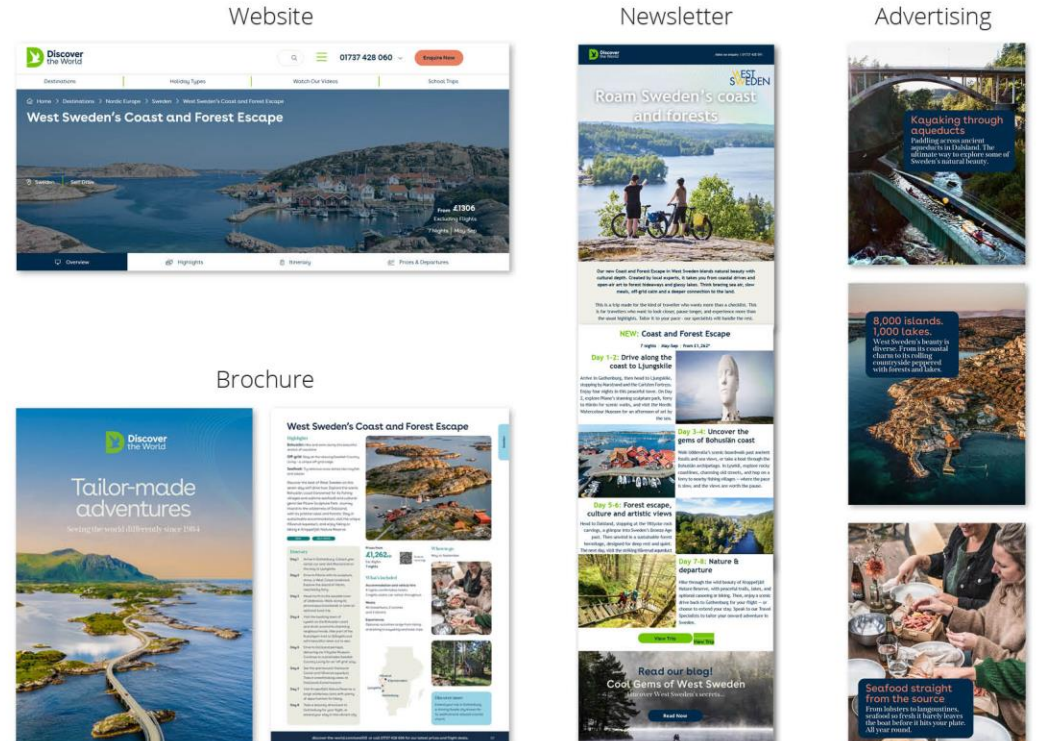
Our website
– in 7 languages

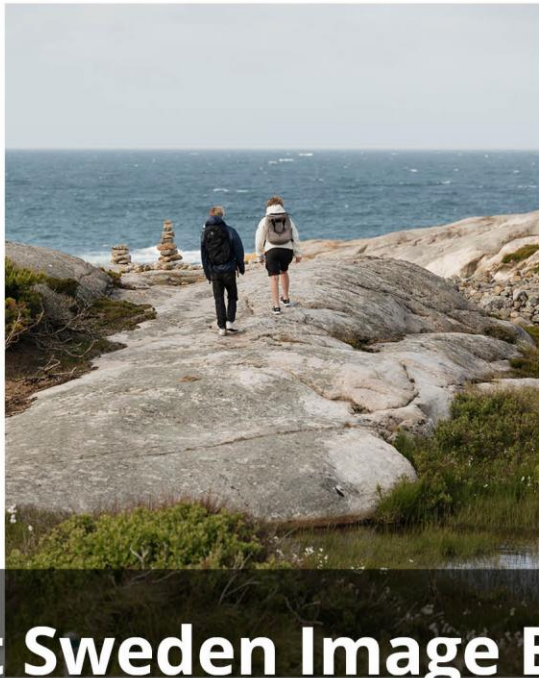


West Sweden in Social Media



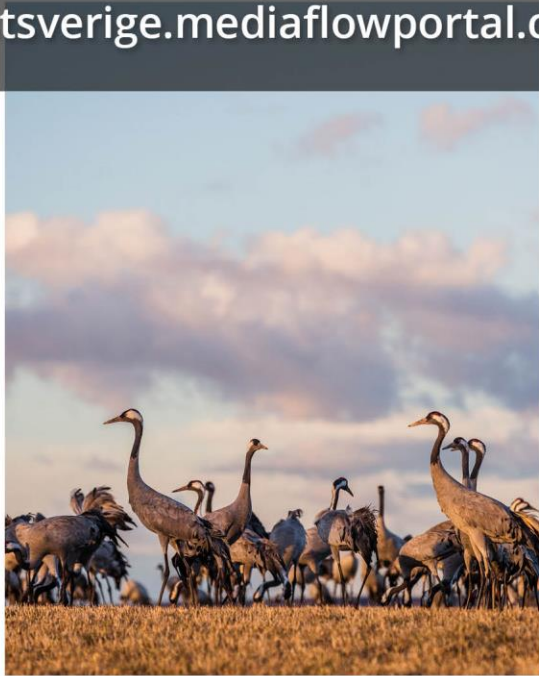
From product to marketing
– joint marketing with tour operators





West Sweden Image Bank:

vastsverige.mediaflowportal.com



We hope to meet you at:

- Swedish Workshop Kiruna, 22 April 2026
- Fam trip (group): focus on Culture, 6-9 September 2026
- Swedish Roadshow: Workshops in the UK, Benelux, Germany, 13-17 September 2026
- Swedish Workshop Online (with tourism businesses from West Sweden), 11-12 November 2026
- And tailor-made fam trips for travel trade and press ...
- ... and of course, on Teams.

Most of these events are in cooperation with Visit Sweden

WEST
SWEDEN

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Chevrier**

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