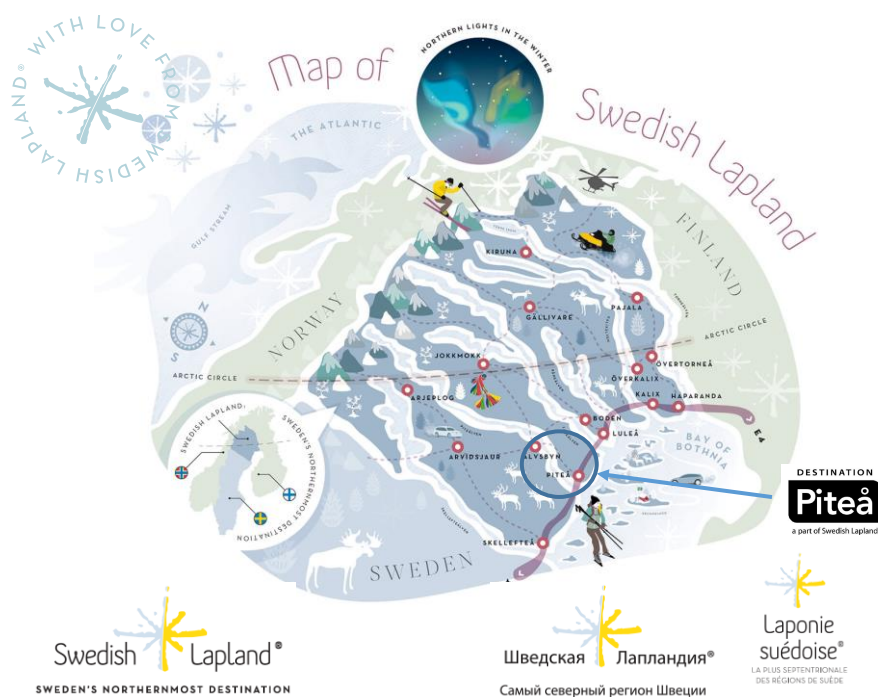




1



2



3



Our Vision

Destination Piteå shall be the leading, innovative and sustainable destination within Swedish Lapland.

Main aims:

Until 2020 double tourism turnover in Piteå compared to 2010

Destination Piteå shall be a an **international attractive destination within both the private- and business segment.**

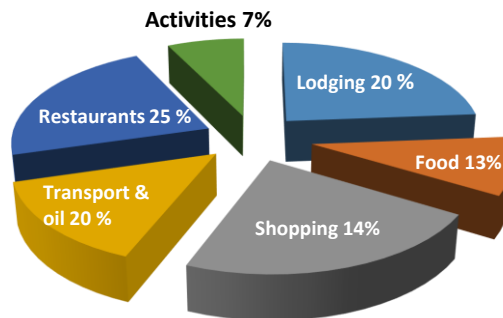
Shopping index shall increase to 100 until 2020.

4

Turist economic turnover Piteå 2015

545 million SEK from incoming visitors (1,1 million tourists)
Increase 4% 2016

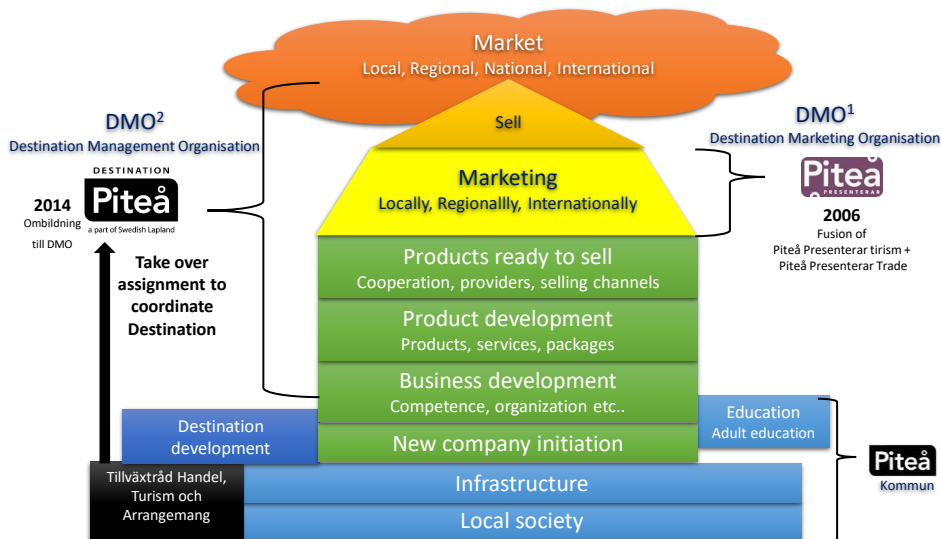
Tourism generated **47 million SEK** in tax income to the municipality of Piteå, and **22 million SEK** to the regional government (Region Norrbotten).



Källa: TEM

5

Organisation



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Projekt

2015-2017 Destination Capacity Building

in Swedish Lapland, DCB

- 152 million SEK totally

- 12 million SEK in Destination Piteå DCB

2018-2020 Business Capacity Development

in Swedish Lapland, BCD

- 65 million SEK totally

- 4,5 million SEK Destination Piteå BCD



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DESTINATION



a part of Swedish Lapland

Organization

Functions 2018



8

Piteå Municipality financing for Destination development 2018-2020

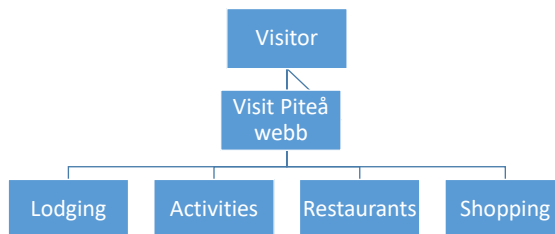
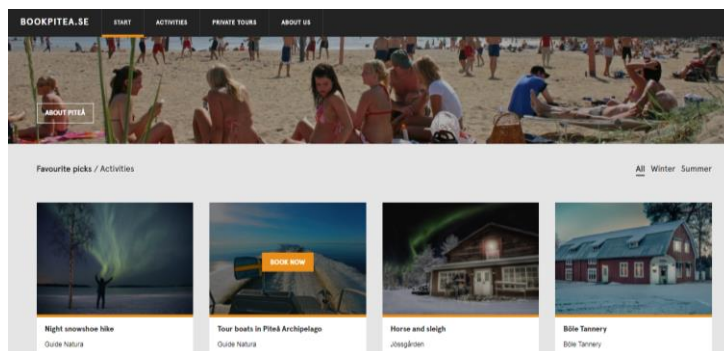
Totally **2 million SEK per year** for DMO-function:

1. **Digitalization and capacity development in business and market development** (with *Business Capacity Development* project)
2. **Market development** (Destination seller)
 1. Private sector
 2. MICE
 3. Technical Visits
3. **Business development in tourism**
4. **Shopping development**

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Digitalization and Capacity Development

www.visitpitea.se (bookpitea.se)



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Market Development

- Fairs and congresses
- FAM-trips
- Press-tripps
- Sales trips
- Contact with 50 tour operators.



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Business Development

- DMO and compsanies in BCD-project
- Education and coachning
- Business visits ad cluster formation
- Provider and tour operator meetings



12

Shopping Development

- Shopping studies (2014)
- Shopping turnover 2,362 billion SEK (2015)
- Shopping development strategy (2016)
- Destination Piteå Gift card (2016)
- Hired Shopping & trade developer (2016)
 - Responsible for giftcard
 - Implementation of shopping strategy
 - Shopping events
 - Trade and shopping meetings and workshops
- Municipality financing of shopping development (2018)



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Technical Visit

Study groups to:

Smurfit Kappa,

Lindbäcks Bygg (house factory)

Sunpine (bio-oil)

Fortlax data

Acusticum Science park

Studio Acusticum (concert hall & digital/analogue organ)



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