

## 10 TIPS TO PIVOT YOUR TOURISM BUSINESS:

*In the summer of 2020, tourism businesses have an opportunity to engage more now than ever, with their home market and showcase Sweden.*

*Here are some tips and ideas to enhance marketing, connect with digital trends and meet the needs of a cautious, yet curious visitor who wants to explore their own doorstep.*

**# 1 HYGIENE** - share how you work with hygiene and meet the new regulations.

– list your cleaning processes and procedures, management of people and internal activities which connects with cleanliness. Do this online and onsite to reassure and inform visitors.

**# 2 CANCELLATION POLICY** - clarify and display your booking and cancellation terms and conditions.

– guests will be more likely to book where it's more flexible to reschedule or cancel with minimal loss to them during these uncertain times. Remind them to take out their own travel insurance to cover cancellation.

**# 3 PROMOTE THE OUTDOORS** – whatever type of tourism business you are and wherever you are located, promote the nature, activities and wildlife around you.

Share weblinks, maps and apps of walking and cycling routes, swimming locations and personalised tips of local forest walks, unknown beaches and historic locations to guests onsite.

**# 4 PIVOT THE BUSINESS ETHOS AND FOCUS** – this summer is all about enticing the Swedish visitor to discover a new Sweden on their doorstep, around the corner, a couple of hours away on the coast or a day driving adventure. Local, regional and national visitors are looking for somewhere to spend weekend breaks, weekly holidays and extended summer vacation. Promote your own product and cross promote others in the area so guests feel there is enough to explore and experience during their visit. What is unique about your area, why should they choose your area or product over another?

**# 5 DIGITAL HEALTH CHECK** – now more than ever, all your digital platforms should look amazing!

Have practical information on public transport, directions and up to date opening times displayed on the home page. Use enticing images, video and Facebook live. Highlight the experiences and activities which are unique.

**# 6 SOCIAL MEDIA** – make sure you have accounts with google my business/maps, trip advisor and facebook and that they are up to date with current information. These are free platforms and used by visitors for planning and spontaneous searching for things to do, places to stay and eat. Instagram and twitter too if you have resources. Use hashtags which connect with local and national marketing of staycation, activities, festivals and events to gain more traction. [#visitostergotland](#) [#semesteriostergotland](#) [#utflykta](#)

**# 7 PROMOTE LOCAL** – create a micro-destination around you. Delve deep into all types of businesses, festivals, local markets, events, foody experiences, shops and activities and share what's on today, this week, this month, this year! This helps the visitor feel they should come visit, but also stay longer! [#supportyourlocal](#)

**# 8 SOCIAL WITHOUT CROWDING** – small group travel is likely to be popular this summer, but these are groups of families and friends who are likely to know each other. Configure your product to meet these needs. Mixed visitor experiences are likely to be less popular so adjust the physical layout of the business to enable spacing between groups.

Can you deliver your product outside more than inside? Food truck style or new ordering and ticket systems for food to keep queues minimal and visitors dispersed while waiting. Can you visually promote another activity/food experience while they are waiting to encourage more participation?

**# 9 PACKAGE UP AND PURCHASE IN ADVANCE** – add other products to your online booking system eg bike hire, packed lunches, evening tours, take-away early breakfasts, cooking classes, wood for fires, hot dog packs, picnic kits...maybe you can think of more.

**# 10 KEEP THE MOMENTUM GOING** – think ahead with your marketing strategy. How can we keep the Swedish visitor interested and engaged in short breaks throughout beautiful autumn and cosy escapes in winter. Adapt online activity to reflect this and promote local events and activities. Offer special deals and discounts, collaborate with other businesses who are open all year round. Keep Swedes curious about Sweden!