



WELCOME TO

Dalarna



4



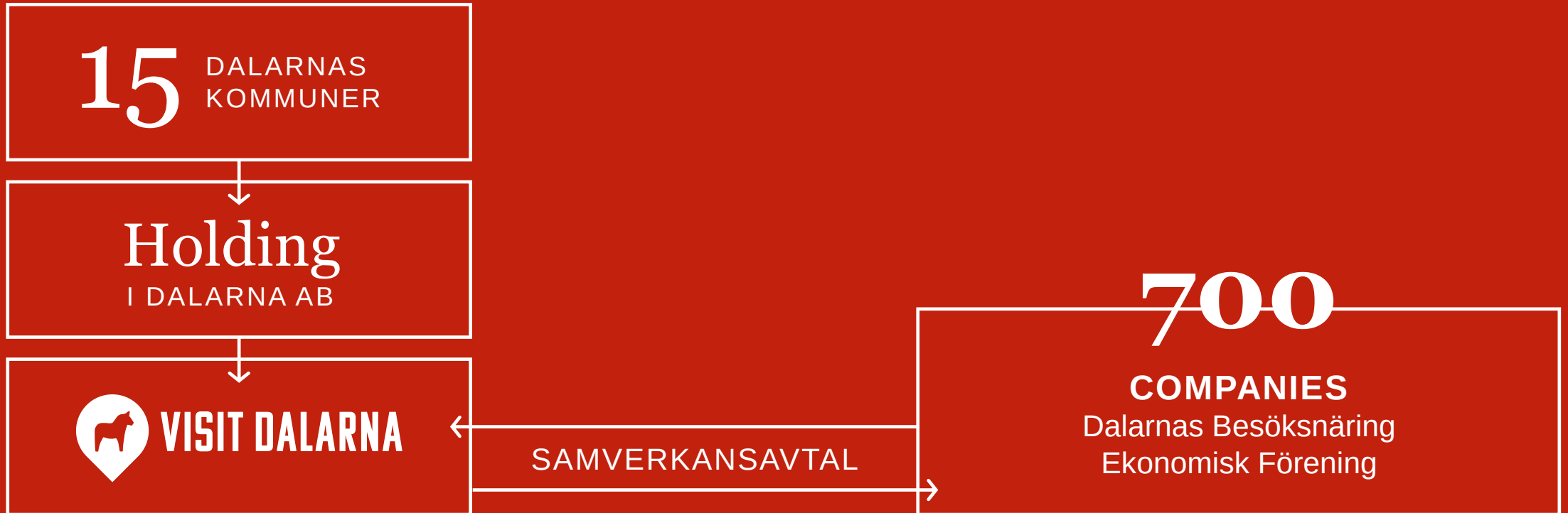
→ Destination company - Visit Dalarna



Owned by the 15 municipalities of Dalarna



→ Destination company - Visit Dalarna



→ Dalarna



15 miljoner

GÄSTNÄTTER

7,2

MILJARDER KRONOR

Spenderade övernattande och
besökande gäster tillsammans



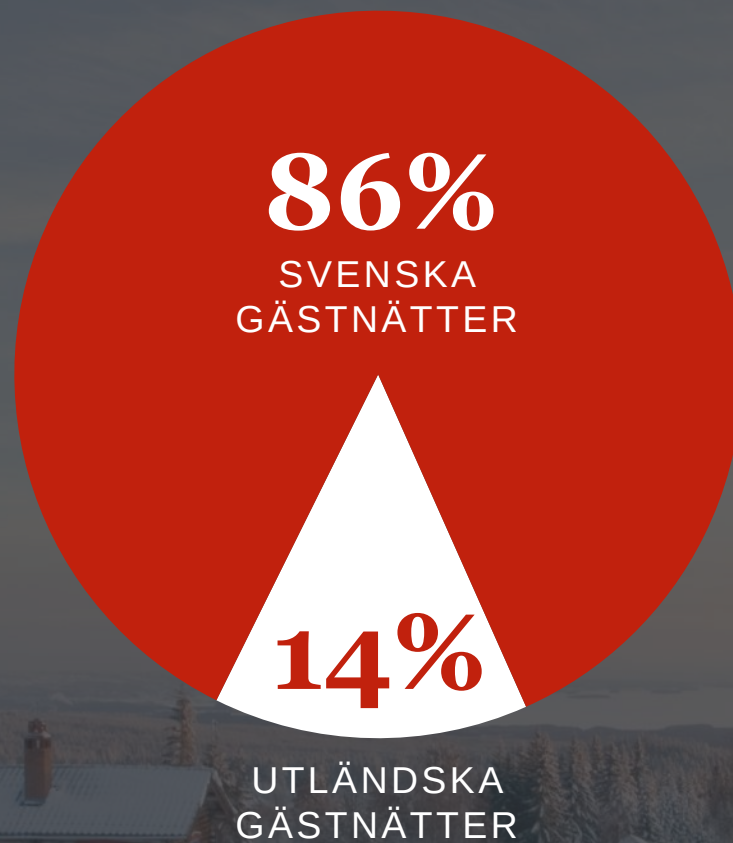
5 179

SYSSELSATTA PERSONER

På helårsbasis 2020



→ Dalarnas besöksnäring i siffror



→ Prognos omsättning
Besöksnäringen i Dalarna

5,15

MDKR 2010

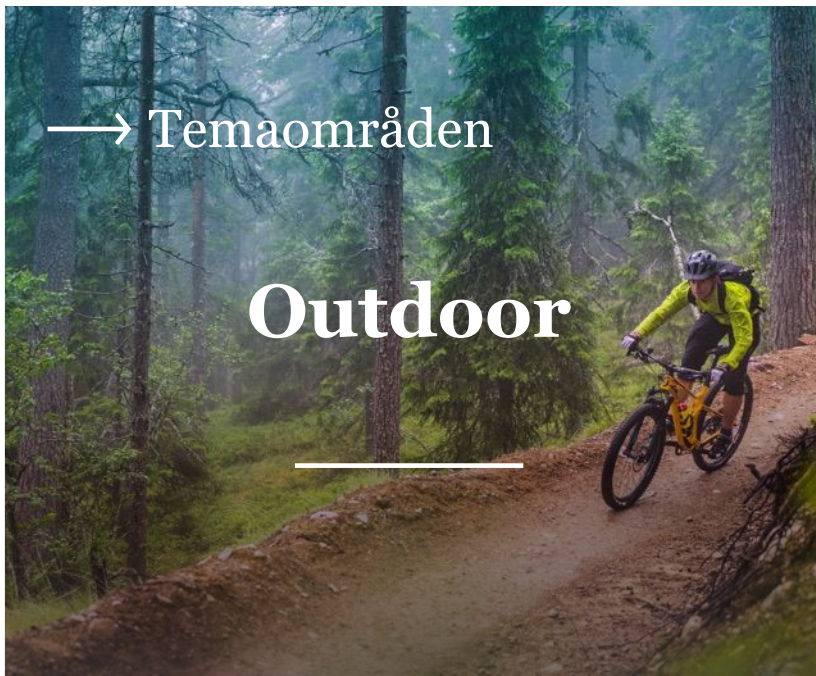
12,5

MDKR 2030



→ Temaområden

Outdoor



Cultur



Peace & quiet



**Outdoor
winter**



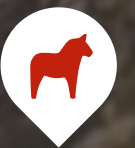
Events



MICE



→ Produktområden



How to package cycling

[Cycling trips in Dalarna | Visit Dalarna](#)



Accommodation

- 1) Guest welcome for 1 night
- 2) Secure/locked room for bicycle
- 3) Room to dry clothes and equipment
- 4) Full breakfast
- 5) Infos about regional touristic offers for cyclists
- 6) Repair set



Additional criterias

- 1) Suggestions for sustainable arrival and departure
- 2) Transfer/pick up service for the guest
- 3) Bike rental possibility
- 4) E-bike rental possibility
- 5) E-bike loading station
- 6) Offer for daytrips



7) Luggage transfer to next hotel/campground

8) Cooperation with repairplace

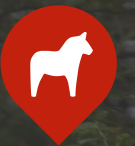
9) Gps rental possibility

10) WLAN inclusive

11) Lunchbox preparation



→ Travel cycle



→ Kampanjkanaler



GOOGLE ADS
SÖKORDSOPTIMERING



DIGITALA KANALER

VISITDALARNA.SE

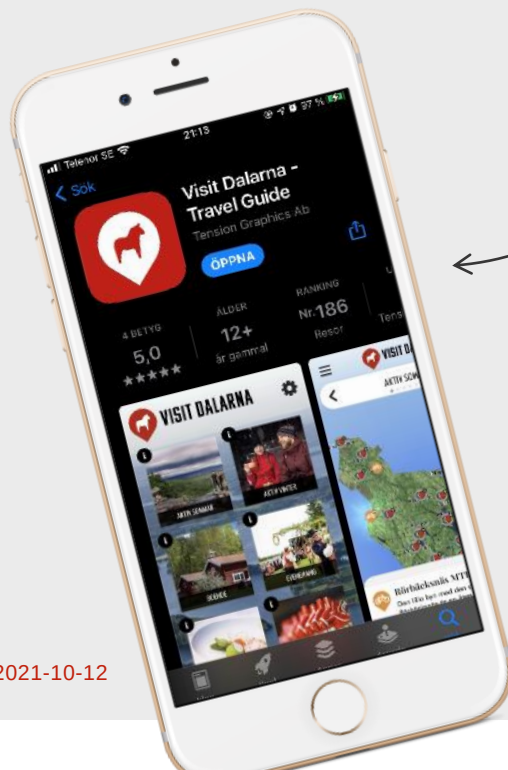


INFOPOINTS,
CONTACTCENTER

PR



NYHETSBREV



TRAVEL GUIDE

INFLUENCERS

INSPIRATIONSMAGASIN

DIGITAL
ANNONSERING

PRINT
ANNONSERING



Gillas av hogtlagsträttvik och 151 andra
friendcationse: 30 tjejer, 3h friläk på höghöjd
Rättvik. Adrenalin! #friendcationSE #visit



Gillas av emeliebroms och 137 andra
northboundjourneys It's already been a week and
half since I hosted my workshop and I just posted a
blogpost about the experience, link in profile... mer



las av jonnamatz och 1928 andra
ghetto A short out of office, in the company of
parably fantastic (and extremely fun) women to
e beautiful parts of the world. This time... mer



→ På-plats-info



DESTINATIONSSIDOR
VISITDALARNA.SE



LOKALA
FACEBOOKSIDOR

VINTER/SOMMAR
NORRA DALARNA

Vad vill du göra?



Malung-Sälén

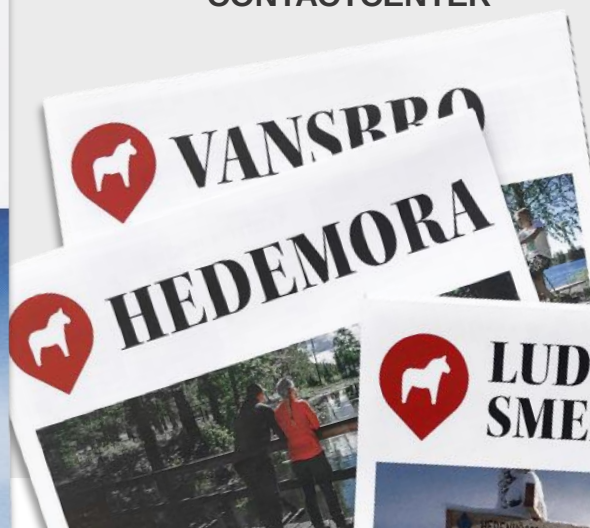
SÖDRA DALARNA JUST NU
SILJAN JUST NU

Lokal
exponering



INFOPOINTS &
CONTACTCENTER

TURISTKARTOR





visitdalarna.se

Thank you!

Andreas Hermansson

010-600 29 38

andreas.hermansson@visitdalarna.se

