



FOOD TOURISM IN STOCKHOLM

Jens Heed
Visit Stockholm

Visit Stockholm AB

Visit Stockholm is the official destination marketing organization for the city of Stockholm. We are dedicated to promoting and developing Stockholm as an attractive destination for international visitors.

Visit Stockholm is owned by the city of Stockholm and part of Stockholm Business Region AB

City Council

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What do Stockholmers think of tourism?

- 9 out of 10 are positive to tourists
- 8 out of 10 feel proud to see tourists
- 5 out of 10 believe that the city should do more to attract more visitors
- A majority thinks that Stockholm was a worse place during the pandemic due to fewer visitors
- The best with tourism: improves the economy, international recognition, more restaurants and more life in the city
- 1 out of 10 sometimes feels worried about the development of tourism

Citizen dialogue

- Web survey done in June 2022 (Novus)
- 2154 answers from all parts of the city

Global Sustainability Destination Index

1	Gothenburg Sweden	Göteborg & Co	93%	—
2	Bergen Norway	Visit Bergen / Bergen Convention Bureau	88.4%	^
3	Copenhagen Denmark	Wonderful Copenhagen	86.7%	v
4	Aalborg Denmark	Destination Nord	86.4%	^
5	Bordeaux France	Bordeaux Tourism & Congress	85.1%	^
6	Glasgow United Kingdom	Glasgow Convention Bureau	84.1%	v
7	Stockholm Sweden	Visit Stockholm	84.1%	^
8	Belfast United Kingdom	Visit Belfast and Belfast City Council	84%	^
9	Aarhus Denmark	VisitAarhus	83.5%	v
10	Oslo Norway	VisitOSLO / Oslo Convention Bureau	83.2%	^

Sustainable food and food tourism

- C40 Good Food Cities Declaration
 - Healthy, delicious and low-carbon food accessible and affordable for all
 - Lower food loss and food waste
- Food strategy of Stockholm City
 - Good, healthy and climate smart food
- Food strategy for Stockholm County -
 - Increased production and resilience
 - Food sector a force for innovation and development and helps bring urban and rural closer together
 - Reach national and regional environmental and climate goals
- City budget 2022
 - New target 70% organic food served in public meals



Good Food Guide

- C40 Good Food Cities Declaration
- Cooperation between Stockholm Business Region and Sweden Foodtech
- Web based and printed
- 12 personalities give their advice on eating in Stockholm



www.stockholmgoodfoodguide.com

Stockholm – European Capital of Gastronomy 2023



Stockholm – European Capital of Gastronomy 2023

- A manifestation of Stockholm through enjoyable gastronomic experiences that contributes to positive development for the society and future sustainable food systems



Background

- The nomination was won through work by The Swedish Academy of Gastronomy
- The title is given by the European Academy of Gastronomy/European Community of New Gastronomy
- Krakow 2019, Lissabon 2022
- Project is lead by the Academy of Gastronomy with support from the City of Stockholm



Preparations

- Launch at Stockholm Castle (Oct 28)
- Website: www.capitalofgastronomy.se
- Building cooperation and the calendar for 2023



Objectives for the year

- Raise awareness about Stockholm as an attractive international destination for gastronomy
- Attract national and international media to experience and spread the word about Stockholm as a gastronomy destination
- Facilitate development opportunities for the food and meal sector
- Foster a sense of pride, inclusion and stewardship in all parts of Sweden



Legacy

- Purpose: to strengthen Stockholm as a sustainable, creative and innovation driven gastronomic destination
- We wish to see increased commitment and participation in the development of Stockholm as a gastronomic destination – networks, arenas and meeting places. Stronger hospitality and common purpose in the destination.
- Last but not least, a bigger integration of food and drink experiences in all of tourism



"Food is not only in everyone's mouth, it is on everyone's lips. It should taste good, it should be good for you, and it should be good for the environment"



The Capital of Scandinavia