

INVITATION TO:

# NORDIC CONFERENCE ON TOURISM ANALYSIS



**In today's digital society** there are new opportunities to capture and gain insights on market demand and consumer needs. Presentations and moderated discussions with leading experts will provide you with insights on the digital challenges and opportunities for analysis in tourism.

We especially invite people from local, regional and national tourism organizations, industry associations, academia and research institutes, consultants and experts, as well as students. Please forward the invitation to your colleagues and contacts!

**You are welcome to register here!** 

**Registration fee including coffee breaks and lunches as well as a welcome reception:**

1995 SEK excl VAT before 30th of September

2795 SEK excl VAT after 30th of September, subject to availability

**Options for hotel accommodation available via the registration link:**

Clarion Hotel Malmö

1205 SEK/night excl VAT for single standard room

1295 SEK excl VAT for double standard room

## When and where?

**25-26th** of January in Malmö, Sweden,  
**Malmö Live**, Room: 3-4, 2nd floor

**Register now!**  
And spread  
the word.

**ORGANIZER:**

Etour, Mid Sweden University  
Contact: Maria Lexhagen  
maria.lexhagen@miun.se

**HOST:**

Tourism in Skåne  
Contact: Carla Aguirre Muñoz  
carla.aguirre@skane.com

Co-organizer:

**TILLVÄXT  
VERKET**

**tourism** in skåne  
part of business region skåne

# PROGRAM

## Monday 25th of January

**11.00 Registration**

**12.00 Lunch**

**13.00 Opening**

Pia Jönsson Rajgård, CEO at Tourism in Skåne – welcome by conference host.

Jens Heed, Head of Analysis department at Swedish Agency for Economic and Regional Growth – on the importance of statistics and analysis in tourism.

Maria Lexhagen, Director at Etour, Mid Sweden University – program introduction.

**13.30 Analysis of market demand and consumer needs in a digital society**

Key note speaker – To be announced

Digital opportunities and challenges for data, statistics and analysis in tourism.

**14.30 Coffee break**

**15.00 Analysis of tourist behaviour, markets and target groups**

Key note speaker – Agnete Ryeng, Visit Tromsø

Segmentation of Winter Tourism in Northern Norway - the process, analysis and its implementation.

**16.00 Expert panel**

**-17.30** Which tools are used? Which knowledge is needed? How can we use all the data? Challenges and opportunities in a digital world? How can we understand our target groups? How can insights and knowledge help develop our business and organization?

Panel: Kristiina Hietasaari, Visit Finland, Agnete Ryeng, Visit Tromsø, Kirstine Tolstrup Nielsen, Visit Denmark, Visit Sweden.

Moderator: Carla Aguirre Munoz, Development Director Tourism in Skåne.

**19.00 Welcome reception at Malmö Town Hall**

## Tuesday 26th January

**08.45 Feedback from day 1 and introduction to day 2**

**09.00 Evaluating events**

Key note speaker – Robert Pettersson, researcher Etour, Mid Sweden University.

To measure and evaluate events – a research based tool The Event Compass.

**09.45 Coffee break**

**10.15 Expert panel**

**-11.45** Measure, evaluate, development, and impacts of events, what does it really mean? How can the needs and experiences of event visitors be better understood? Can digital tools be used? Which knowledge is needed to develop events?

Panel: Ove Gjesdal, Visit Lillehammer, more panel members to be announced

Moderator: Robert Pettersson, researcher Etour, Mid Sweden University.

**11.45 Lunch**

**13.00 Destination management and marketing – performance indicators and guest surveys**

Key note speaker – Failte Ireland.

Indicators and performance measurement – digital data and tools focusing on guests.

**14.00 Expert panel**

**-15.30** How can destinations gain better knowledge about customers? How can we assess the performance of destinations? Which opportunities and challenges emerge from the digital society? If no one wants to respond to surveys, then what?

Panel: Therese Lindberg, Swedish Agency for Economic and Regional Growth, Kirsti Mathiesen Hjemdahl Agderforskning och Arena Usus (Norge), Jan Roy, f.d. koncernchef Parks & Resorts Scandinavia, more panel members to be announced

Moderator: Maria Lexhagen, Director at Etour, Mid Sweden University.

**15.30 Closing remarks**

Maria Lexhagen, Director at Etour, Mid Sweden University.

**16.00 Check-out coffee break**

**-17.00**