

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:

2795 SEK exclVAT

Options for hotel accommodation available via the registration link:

Clarion Hotel Malmö

1205 SEK/night exclVAT for single standard room

1295 SEK exclVAT 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 – Valeria Croce, Business Intelligence Analyst at European Commission.

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, Lena Gunnerhed, Visit Sweden.

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

19.00 Welcome reception at Malmö Town Hall – Host and invitation from Malmö town

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

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, Lotta Nibell-Keating, GotEvent AB, Hanne Sejer, Sport Event Denmark, Leif Johansson, Centrum för idrottsevenemang.

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

11.45 Lunch – Welcome by Pehr Palm, Event Skåne

13.00 Destination management and marketing – performance indicators and guest surveys

-13.45 Key note speaker – Failte Ireland – Ms Nessa Skehan, Research Officer. *Tourism Research in a Rapidly Changing Demand Environment.*

13.50 Key note speaker – Matthias Fuchs, professor, Etour, Mittuniversitetet. *The knowledge destination – customer based*

-14.20 *knowledge through business intelligence*

14.30 Expert panel

-16.00 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, Tore Strandvik, professor, Hanken School of Economics, Finland.

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

16.00 Closing remarks

Maria Lexhagen, Director at Etour, Mid Sweden University.

16.15 Check-out coffee break

-17.00