



Helena Lindqvist

Topic: What made Gothenburg apply to the European Capital of Smart Tourism competition and what made the city stand out from the rest, to become 2020 European Capital of Smart Tourism? Helena Lindqvist will share insights on how the city has put forward a collaborative working model to help improve experiences for both citizens and tourists. This includes open data, tourism-oriented innovation and test labs as well as sustainability measures.

Kontaktdaten

Helena Lindqvist

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Gothenburg & Co



Veranstaltung

[Better City Life through Smart Tourism](#)

Mittwoch, 4. März 2020, 15.00 - 15.45 Uhr

CityCube Berlin, Saal A1

Official Partner Country
ITB Berlin 2020



Co-Host ITB Berlin Convention 2020



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Kurzfristige Änderungen vorbehalten.