



Med Pearls

ANALYSIS OF THE SLOW TOURISM INTERNATIONAL DEMAND

Chapter 5

SWEDEN

CONTENT OF THE ANALYSIS OF SLOW TOURISM INTERNATIONAL DEMAND

Chapter 1. Methodology

Chapter 2. France

Chapter 3. Germany

Chapter 4. Netherlands

Chapter 5. Sweden

Chapter 6. Switzerland

Chapter 7. The USA

Chapter 8. United Kingdom

Chapter 9. Recommendations

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Terrassa, 8th January 2021

Elaborated by:

inytur

INDEX

1. Tour operators specialised in “slow tourism”	2
2. Main institutions and entities related to “slow tourism”	4
3. Media related to “slow tourism”	6
4. Fairs related to “slow tourism”	7
5. Factsheets	9
5.1. Tour operators.....	9
5.2. Institutions and entities.....	20
5.3. Media.....	31
5.4. Fairs	38

Tour operators, institutions, media and fairs linked to “slow tourism” have been analysed for Swedish outbound market. In total number of companies/elements analysed are:

Tour operators	Institutions	Media	Fairs	Total
5	5	6	5	21

1. Tour operators specialised in “slow tourism”

The operators have been analysed considering all the information of the website, All the information about “slow tourism” has been extracted from sections such as "about us", “philosophy”, among others.

It is important to highlight that maybe tour operators do not explain that they offer “slow products” but some of the products can be classified as “slow”. In many cases the information published by operators does not apply 100% to all products. For example, the same tour operator can have products accomplishing the majority “slow tourism” criteria, other products including just some of the criteria and other products far away from the “slow tourism” criteria.

For Sweden, we have briefly analysed more than 179 tour operators. From those, we chose 80, who were commercialising “slow products” or who could end up marketing slow products. From those 80, 5 were chosen for further analysis.

TOUR OPERATOR	WEB	PRODUCTS
Bk Wine Tours	www.bkwinetours.com	gastronomy & wine
Ecolyx	www.ecolyx.com	walking/trekking, adventure, culture, safari, family, yoga, gastronomy & wine
Favorit Resor	www.favoritresor.se	music, garden, culture, walking
Go Slow Travel	www.goslowtravel.se	culture, active tourism, gastronomy & wine
Världens Resor	www.varldensresor.se	walking/trekking, adventure, train, culture, safari

Characteristics of “slow tourism” tour operators¹

- The tour operators most specialized in "slow tourism", or those with a “slow” philosophy are usually the smallest or medium tour operators.
- There are virtually no tour operators with 100% “slow” products. And sometimes, products that are considered “slow”, lack some criteria that define the products as such.
- More and more tour operators are looking for products more linked to the “slow principles” and above all, to “responsible and sustainable tourism”.
- Tour operators specialised in wine and gastronomy are the ones with less information about “sustainable tourism” or “slow tourism”. While the ones specialised in nature or outdoors activities are the most sensitive. Tour operators which design tailor-made products are an opportunity to develop “slow tourism”.
- We found a travel agency specialised in “slow travel” (www.goslowtravel.se).
- Websites in Swedish, but English is good language for business.
- Swedish travellers have a high income for travelling.
- Number of total products in/close to pilot areas², identified within total tour operators are:
 - o Egypt: 1
 - o Greece: 6
 - o Italy: 40
 - o Jordan: 22
 - o Palestine: 21
 - o Spain: 7
- Number of total products visiting (IN) the pilot areas, identified within total tour operators are:
 - o Palestine: 8 in Bethlehem
 - o Greece: 6 (3 in Imathia and 3 in Pieria)
 - o Italy: 3 in Sabina-Reatina
 - o Jordan: no products
 - o Spain: no products
 - o Egypt: no products
- Total number of products from selected Swedish tour operators in pilot areas:
 - o Greece: no products
 - o Italy: 4
 - o Jordan: 2
 - o Palestine: no products
 - o Spain: 1
 - o Egypt: no products

¹ Always based on the analysed tour operators and the consultants’ knowledge

² Pilot areas and its influence as it is described in the “Methodology” chapter.

2. Main institutions and entities related to “slow tourism”

For the institution’s analysis, we have focused our search on:

- Institutions linked to travel, both for the public and for business.
- Public administrations that have seemed interesting to us due to various factors.
- Institutions linked to nature and/or sustainability.

During the research, many institutions linked to nature or the protection of fauna and flora or the environment have been found. In many cases, institutions have been ruled out because they were not linked in any way to “slow tourism”.

Most institutions that were only focused on the same country have been discarded, except for those that have been found interesting because members of the institution could be able to make "slow" trips or because the institution itself organized trips.

The portals, both those that are formally constituted as a non-profit association or as a private company, have been included in the “Media” chapter.

The magazines published by institutions are described into the “Observations” in the “Institutions sheet”. We have not analysed the magazine into “Media” chapter.

We have also found international organizations linked to the “slow movement” that we thought were important to consider, for future collaborations with Med Pearls. See the table below:

NAME	TYPE	WEB
Europe by rail	Website & guide	www.europebyrail.eu
Slow art day	Website	www.slowartday.com
Slow food international	Non-profit organization	www.slowfood.com
Slow photography movement	Website	www.slowphotographymovement.com

For Sweden we have found a first list with approximately 15 institutions concerning nature protection, environment, tourism, and other themes. After a first analysis, we chose 5 to study into more detail.

NAME	TYPE	WEB
Friluftsförbundet (Swedish Outdoor Association)	Non-profit organization	www.friluftsförbundet.se
Munskänkarna	Non-profit organization	www.munskänkarna.se
Nordic Business Travel Association (BTA)	Trade Association	www.sbta.se
Svenska Resebyrå-Och Arrangörsföreningen (SRF) (The Association of Swedish Travel Agents and Tour Operators)	Trade Association	www.srf-org.se/about-srf
The global happiness	Non-profit organization	www.globalhappiness.com

Characteristics for institutions and entities related to “slow tourism”

The reached conclusions for Swedish institutions and entities after analysing them are the following:

- We have not found any Swedish institution 100% slow tourism.
- “Slow Food” is the main important international association linked to “slow movement”. They have a “travel section”.
- There are many institutions or entities linked to nature conservation or sustainability but they do not have any reference to “slow tourism” or “travel”. They are 100% focused on the protection.
- The main institutions also publish their own magazines for its subscribers.
- Sweden have two main travel agencies associations which are important nationally.
- *Friluftsförbundet*, the Sweden's largest outdoor organization, has a data base with more than 100.000 members which likes walking and outdoor activities.

3. Media related to “slow tourism”

To analyse the media, we have analysed their websites, but we also looked at the editor’s webpages to extract more detailed information about the circulation or what type of audience the magazine has. In some large groups you can find a “Media Kit” with this kind of information. As not all the magazines had this information, it has been added to the “Observations” section. Clearly, more detailed information can be found when magazines are part of large corporations.

The analysed media are mainly based on “Travel” but we have also analysed magazines about “Lifestyle”, “Gastronomy” and other themes, because we found that they had a travel section or that they could publish news about “slow tourism”. For example, we introduced some “gastronomy magazines” and discarded others because we only took those with “travel section”. We have also taken in consideration, the magazines aimed at professionals, like *Tourmag* or *Espaces*.

Some magazines, that may have some “slow content” but have very few readers or are very specialized with few readers, have been removed. On the other hand, we have included those specialized magazines that have a section or section on “tourism or travel” and that could deal with slow topics and have more than 5,000 followers on one of the networks.

Concerning blogs, we have only considered blogs with more than 1.000 followers or blogs with “slow tourism” content, even if they have less followers.

For Sweden, we have found a first list with approximately 12 magazines, concerning lifestyle, outdoors, travel, gastronomy, health and general. After a first analysis, we chose 6 to study into more detail.

NAME	TYPE	THEME	WEB
Allt Om Resor	Magazine & Site	Travel	www.expressen.se/alltomresor
Hemmets Journal	Magazine & Site	General	www.hemtrevligt.se
Res	Magazine	Travel	www.res.se
Travel News	Magazine	Business	www.travelnews.se
Vagabond	Magazine & Site	Travel	www.vagabond.se
Vandrings	Blog	Hiking	www.vandringsbloggen.com

Characteristics for media related to slow tourism

- Practically all printed magazines have a website where they publish the latest articles and create new contents.
- There is never the full information of the magazine for free. In some cases, users subscribe and can also download the magazine in digital format. Usually, users can read the old magazine editions for free but not the current ones.
- The website has a “shop” where to buy the printed magazine or to subscribe.
- Printed magazines websites have usually a section to find the nearest newsstand where to buy the printed edition.
- Some magazines have closed due to Covid-19 or other that had a paper edition, are only digitally edited.
- It is usually difficult to find the number of members or subscribers of the magazines, as well as the circulation.
- There are two main media companies which publish the main important travel & lifestyle magazines: Lifestyle group Bonnier News” (www.bonnier-news-mp.ocast.com) and Egmont Publishing (www.egmontpublishing.se).
- *Travelnews* is an important travel business magazine with news from Sweden but also from other countries.

4. Fairs related to “slow tourism”

As it is explained in the methodology, it has been considered appropriate to analyse only those fairs that were specifically on travel or that actually had a big part of travel. For example, gastronomy or nautical fairs, although these activities may be part of the slow products experience, have not been analysed if they do not have a travel section.

On the other hand, although not all fairs are equally interesting for Med Pearls, it has been considered that the analysis of smaller and not so well-known tourism fairs may be interesting for DMC. Of course, there are fairs that are more attractive and others that are less. For example, *Salon du Randonneur* in France, *Birdfair* in the UK and *Eurohorse* in Sweden have been included, because the three fairs are the most important in their sector and DMC can find tour operators and specialized agencies that may be interested in “slow” products .

For Sweden, we have found a first list with approximately 8 fairs. After an exhaustive search of fairs in Sweden, we chose 5 for a further analysis.

NAME	DATES	LOCATION	TYPE	CLASSIFICATION	WEB
Eurohorse	February	Gothenburg	Equestrian	International	www.en.eurohorse.se
Senior Mässan	March	Gothenburg	Senior	National	www.seniormassan.se/goteborg/hem_gbg/
Senior Mässan	April	Malmö	Senior	Regional	www.seniormassan.se/malmo/hem_malmo/
Senior Mässan	October	Stockholm	Senior	Regional	www.seniormassan.se/stockholm/hem_sthlm/
Senior Mässan	To be defined	Lulea	Senior	Regional	www.seniormassan.se/lulea/hem_lulea/

Characteristics for fairs related to slow tourism

The reached conclusions for Swedish fairs after analysing them are the following:

- Currently there is no major tourism fair held in Sweden.
- The largest tourism fairs in the Nordic countries are:
 - Ferie for alle (www.ferieforalle.dk) in Herning, Denmark, which have already announced that it will be cancelled in 2021
 - The Matka (www.matka.messukeskus.com/?lang=en) in Helsinki, which will in principle take place in May.
- There is no fair dedicated to “slow tourism” and there is also no fair that has a section or a pavilion dedicated to “slow tourism”.
- The biggest “Senior Massan” fair is the one in Gothenburg.
- Due to Covid-19, a big number of 2020 fairs had cancelled or did virtually. For now, Sweden keep the dates, but depending on the pandemic evolution, fairs might be cancelled or done virtually.

5. Factsheets

5.1. Tour operators

TOUR OPERATOR	WEB	PRODUCTS
Bk Wine Tours	www.bkwinetours.com	gastronomy & wine
Ecolyx	www.ecolyx.com	walking/trekking, adventure, culture, safari, family, yoga, gastronomy & wine
Favorit Resor	www.favoritresor.se	music, garden, culture, walking
Go Slow Travel	www.goslowtravel.se	culture, active tourism, gastronomy & wine
Världens Resor	www.varldensresor.se	walking/trekking, adventure, train, culture, safari



Name Bk Wine Tours
Address 51 rue du Chevalier de la Barre
Post code F-92130
Town Issy les Moulineaux
Country France
Telephone France: +33 (0)6 80 45 35 70
 Sweden: +46 (0)8 559 22 155
E-Mail info@bkwine.com
WEB Page www.bkwinetours.com

Products

Gastronomy & wine

General Information

Foundation: 2010

Client type: Adult

Product type: Guided

Booking & Payment on-line: No

Newsletter Yes

Social Network



Slow Tourism information



Longer Stay



Adventure



Sustainability



Creative



Authenticity



Local Exchange

- ✓ They don't have a "slow tourism" section, but some of their travels have the same principles as "slow tourism".
- ✓ Individual and small groups (maximum 8 participants).



Sustainability communication

- ✓ No information on "sustainability"



Observations

- Company dedicated to organise top-quality wine and food tours to the world's.
- They offer scheduled guided groups and tailor-made programs for different target (from beginners to experts and professionals), as well as educational tours, luxury tours or wine buyers' tour.
- They combined wine and gastronomy.
- Swedish registered company but with a French address.



Interest for Med Pearls

- They offer exclusive wine and gastronomic tours for small groups or individuals. Tours are really specific looking at the minimum detail, looking for different places.



Products in/close to pilot areas

EGYPT	
Monthaza	
Lake Mariout & Lake Edu	
GREECE	
Imathia	
Pieria	
ITALY	
Sabina-Reatina	
Alcantara Sicilia	https://www.bkwinetours.com/wine-food-travel/popular-tour-destinations/wine-tour-sicily/
JORDAN	
Jordan Valley	
As Salt	
PALESTINE	
Palestine Jenin	
Bethlehem	
SPAIN	
Anoia	
Les Garrigues	
Ribera d'Ebre	https://www.bkwinetours.com/wine-food-travel/popular-tour-destinations/wine-tour-catalonia-spain/ Also close to Anoia and Les Garrigues



Name Ecolyx
Address Havsvägen 20
Post code 373 31
Town Nättraby
Country Sweden
Telephone +46 031 245830
E-Mail info@ecolyx.com
WEB Page www.ecolyx.com/se

Products

Walking/Trekking ✓
 Aventure ✓
 Culture ✓
 Safari ✓
 Family ✓
 Yoga ✓
 Gastronomy & wine ✓

General Information

Foundation: 2009

Client type: Adult & Family

Product type: Guided & self-guided

Booking & Payment on-line: No

Newsletter Yes

Social Network



Slow Tourism information



Longer Stay



Adventure



Sustainability



Creative



Authenticity



Local Exchange

- ✓ They don't have a "slow tourism" section, but all their philosophy has the same principles as "slow tourism".



Sustainability communication

- ✓ Big section about "Travel Responsibly" with two main sections "Travel with purpose" and "Sustainability", explaining the different actions they are doing. For example, social engagement, positive impact in local communities, neutralise the impact on the environment and nature, among others.
- ✓ 100% carbon action, they plant a tree for each guest who traveled with them.
- ✓ Ecolyx are certified experts in sustainable tourism through the Global Sustainable Tourism Council (GSTC) (www.gstccouncil.org). GSTC manages the global standards for sustainable travel and tourism.
- ✓ Eco-rating: internal valuation system for their travels, based on the principles of ecotourism.



Observations

- Tour operator that offer tailor-made programs. They have a wide range of products and activities.
- They are very involved in sustainable and responsible tourism.
- Website in Swedish, but they have also the website in Danish and Norwegian with a land phone number for Denmark. In the main menu, clients can search by destination or inspiration (type of trips and activities).
- They have an Eco-shop on-line with organic products and / or products linked to projects that contribute in different ways.



Interest for Med Pearls

- Big range of products in countries around the world. They offer any theme from honeymoon to hiking or sun and beach holidays but always with slow travel philosophy.
- Cross-selling Nordic Countries: Sweden, Norway and Denmark.
- Eco-rating: internal valuation system for their travels, based on the principles of ecotourism.



Products in/close to pilot areas

EGYPT	
Monthaza	
Lake Mariout & Lake Edu	
GREECE	
Imathia	
Pieria	
ITALY	
Sabina-Reatina	
Alcantara Sicilia	https://www.ecolyx.com/se/destinationer/europa/italien/sicilien-mat-och-vinresa/
JORDAN	
Jordan Valley	https://www.ecolyx.com/se/destinationer/asien/jordanien/upplev-jordanien
As Salt	
PALESTINE	
Palestine Jenin	
Bethlehem	
SPAIN	
Anoia	
Les Garrigues	
Ribera d'Ebre	



Name Favorit Resor
Address Hornsbruksgatan 19
Post code 117 34
Town Stockholm
Country Sweden
Telephone +46 08-660 18 00
E-Mail info@favoritresor.se
WEB Page www.favoritresor.se

Products

Music ✓
 Garden ✓
 Culture ✓
 Walking ✓

General Information

Foundation: 1993

Client type: Adult

Product type: Guided

Booking & Payment on-line: No

Newsletter Yes

Social Network:



Slow Tourism information



Longer Stay



Adventure



Sustainability



Creative



Authenticity



Local Exchange

- ✓ They don't have a "slow tourism" section, but all their philosophy has the same principles as "slow tourism".
- ✓ Individual (tailor-made) or scheduled guided small groups.



Sustainability communication

- ✓ No information on "sustainability"



Observations

- Agency specialized in trips with special themes in music, garden, culture and hiking. All trips are led by cicerones with special knowledge and the content is carefully hand-picked to meet the interests and wishes of conscious and knowledgeable travelers. They offer also wine and culinary tours.
- They have another brand for "historic travel": <https://www.historiskaresor.se/>, which specializes in historical trips in different areas. The themes are: Art, architecture and technology, Military and politics and Archeology, culture and literature.
- Website in Swedish with a search engine to filter the products. In the main menu, clients can search by tour Calendar, Theme, Cicerone.
- Favoritresor is a tour operator and is part of Tour Operators WE Travel Group AB, formed by seven tour operators with many years of expertise and knowledge of destinations around the world.



Interest for Med Pearls

- Specialized in music, garden, culture and hiking and historical tours with the second brand (Historika Resor)



Products in/close to pilot areas

EGYPT	
Monthaza	
Lake Mariout & Lake Edu	
GREECE	
Imathia	
Pieria	
ITALY	
Sabina-Reatina	https://www.favoritresor.se/resor/kulturrezor/nyar-i-trevi/
Alcantara Sicilia	https://www.favoritresor.se/resor/kulturrezor/njutning-i-blommande-umbrien/
JORDAN	
Jordan Valley	
As Salt	
PALESTINE	
Palestine Jenin	
Bethlehem	
SPAIN	
Anoia	
Les Garrigues	
Ribera d'Ebre	



Name Go Slow Travel
Address Björnklostigen, 14
Post code 139 40
Town Värmdö
Country Sweden
Telephone +46 08-717 90 70
E-Mail info@goslowtravel.se
WEB Page <https://goslowtravel.se>

Products

Culture ✓
 Active Tourism ✓
 Gastronomy & wine ✓

General Information

Foundation: 2005

Client type: Adult

Product type: Guided

Booking & Payment on-line: No

Newsletter Yes

Social Network



Slow Tourism



- ✓ The name of the tour operator is "Go Slow Travel", a relaxing travel experience that gives clients Longer Stay for unforgettable impressions and personal meetings.



Sustainability communication

- ✓ No information on "sustainability"



Observations

- Agency specialized in Slow Tourism. They offer Wine and Gastronomy Travels, Active Tours, Culture or Wellness.
- Website in Swedish. There is no a search engine to filter the products and there is no a list of destination. The classification is basically by themes, but some of the themes don't have any product/trip.
- They have a section "on the Move", that are the tours that has been running recently.



Interest for Med Pearls

- Slow Tourism travel agency with different kind of products
- Guided tours with small groups



Products in/close to pilot areas

EGYPT	
Monthaza	
Lake Mariout & Lake Edu	
GREECE	
Imathia	
Pieria	
ITALY	
Sabina-Reatina	
Alcantara Sicilia	
JORDAN	
Jordan Valley	
As Salt	https://goslowtravel.se/resor/jordanien-det-kungliga-arabien/
PALESTINE	
Palestine Jenin	
Bethlehem	
SPAIN	
Anoia	
Les Garrigues	
Ribera d'Ebre	https://goslowtravel.se/resor/cykelresa-i-katalonien/ Also close to Les Garrigues



Name Världens Resor
Address Tegnérsgatan 8
Post code 113 58
Town Stockholm
Country Sweden
Telephone +46 (0) 8-669 55 25
E-Mail info@varldensresor.se
WEB Page www.varldensresor.se

Products

Walking/Trekking ✓
 Aventure ✓
 Train ✓
 Culture ✓
 Safari ✓

General Information

Foundation: 2003

Client type: Adult & Family

Product type: Guided

Booking & Payment on-line: No

Newsletter Yes

Social Network



Slow Tourism information



Longer Stay



Adventure



Sustainability



Creative



Authenticity



Local Exchange

- ✓ They don't have a "slow tourism" section, but all their philosophy has the same principles as "slow tourism".
- ✓ Searching "langsam resa" (slow travel) on its search engine, they will appear many trips.
- ✓ Individual and small groups.
- ✓ They look for local transport and try to use train or public transport, as maximum as possible.



Sustainability communication

- ✓ Section about "Sustainability", explaining the different actions they are doing
- ✓ Compensation for the entire CO2 emissions for all their travelers' flights from and to Sweden, supporting different projects around the world.
- ✓ They support Husustainability that offers training, workshops, insights, inspiration and PR advice on how companies or organizations can switch to a more responsible business.



Observations

- Agency specialized in round trips, theme trips, hiking trips and family trips with Swedish travel guidance to all corners of the world. They offer also tailor-made trips.
- Website in Swedish, useful and clear. In the main menu, clients can search by Countries, Theme, Calendar, Train Travels or Hiking Travels.
- They have a good offer of train products. They inform that new journeys are being designed by train, both far away and closer. In 2019, they traveled by train and boat all the way from Sweden to Japan. In 2020, there are trains to both Lofoten and the White Sea.
- Brochure on paper by request.



Interest for Mead Pearls

- Slow Travel products around the world. They want to push to develop train products and they are aware about eco-mobility.



Products in/close to pilot areas

EGYPT	
Monthaza	
Lake Mariout & Lake Edu	
GREECE	
Imathia	
Pieria	
ITALY	
Sabina-Reatina	
Alcantara Sicilia	
JORDAN	
Jordan Valley	
As Salt	
PALESTINE	
Palestine Jenin	
Bethlehem	
SPAIN	
Anoia	
Les Garrigues	
Ribera d'Ebre	

5.2. Institutions and entities

5.2.1. Swedish Institutions and entities

NAME	TYPE	WEB
Friluftslivsförbundet (Swedish Outdoor Association)	Non-profit organization	www.friluftslivsförbundet.se
Munskänkarna	Non-profit organization	www.munskankarna.se
Nordic Business Travel Association (BTA)	Trade Association	www.sbta.se
Svenska Resebyrå-Och Arrangörsföreningen (SRF) (The Association of Swedish Travel Agents and Tour Operators)	Trade Association	www.srf-org.se/about-srf
The global happiness	Non-profit organization	www.globalhappiness.com

FRILUFTSFRÄMJANDET



The Swedish Outdoor Association is Sweden's largest outdoor organization. They organize, among other things, adventures activities in mountain hiking, kayaking, climbing, mountain biking, nature parkour, skiing and adventures for children.

General Information

Type: Non-profit organization

Number of members: 100.000

Foundation: 1892

Address: Instrumentvägen 14

City: 126 53 Hägersten

Phone: +46 8 447 44 40

Email: info@friluftsframjandet.se

Website: www.friluftsframjandet.se

Social Media (Q4 2020):



50.120 fans on facebook

995 followers on twitter

31.965 followers on instagram

415 subscribers on youtube



Slow Tourism Information

Specific information non found.



Observations

- The organisation has around 100,000 members, 7,000 leaders, 300 local departments, operations in 500 preschools and schools and a ski school in 80 ski slopes. 130 years of experience and 100,000 members out of a population of 10.2 million.
- Their activities are mainly in Sweden, but they have activities “Abroad”, like “skiing in the Alps” or “Walking in Slovenia”.
- The website is organized like a “Portal”, with a search engine to find the activities, levels, destinations, and so on. *Friluftsfrämjandet* organizes the groups with fixed dates and with their leaders. Its website is primarily in Swedish but they welcome everyone of all languages to join them outdoors. It is only in Swedish.
- *Friluftsfrämjandet* trains new leaders. Its training is developed and implemented by the organization's course leaders who are part of training teams and coordination groups.
- The association publishes a magazine named *Friluftsliv* (it means “outdoors life”). The magazine considered as a membership benefit by their subscribers thus is packed with articles, news, and interesting insights.



Interest for Med Pearls

- ✓ Big community to offer outdoor “slow products” as they also offer trips abroad, like Slovenia or Dolomites.
- ✓ To contact opinion leaders or training coaches.



MUNSKÄNKARNA

(The Mouths)

Munskänkarna is a nationwide wine tasting organization. It aims mainly to increase awareness and knowledge about wine and other noble drinks, and work for good and moderate drinking habits.

General Information

Type: Non-profit organization

Number of members: 30.000

Foundation: 1958

Address: Arenavägen 41, plan 12

City: 121 77 Stockholm-Globen

Phone: +46 08 30 10 43

Email: kansli@munskankarna.se

Website: www.munskankarna.se

Social Media (Q4 2020):



1.096 fans on facebook



Slow Tourism Information

Specific information not found.



Observations

- *Munskänkarna* organizes wine tastings and wine courses, which goes from the basic ones to the most advanced. They are commercialized through the website.
- The association organizes wine tastings in different locations around Sweden, with wine makers or sommeliers.
- The association organises wine trips in Sweden and abroad.
- *Munskänkarna* publishes the member magazine "Munskänken with VinJournalen" with eight issues per year.
- Website only in Swedish.



Interest for Med Pearls

- ✓ Big community interested in wine and wine regions. It could be an opportunity to offer "slow products" linked to gastronomy and wine as they organize wine trips.

NORDIC BTA

(Nordic Business Travel Association)



SBTA is a travel industry business association which enables the development of a partnership networking buyers and suppliers.

General Information

Type: Business Association

Number of members: Not found

Foundation: Not found

Address: Box 807

City: 101 36 Stockholm

Phone: +46 8 410 800 92

Email: info@sbta.se

Website: www.sbta.se

Social Media (Q4 2020):



456 fans on facebook

998 followers on linkedin



Slow Tourism Information

Specific information not found.



Observations

- SBTA allows members to have a business network, joining buyers and suppliers. It is the platform for tourism agents for dialogue and knowledge exchange.
- It also organizes training and membership activities - both regionally and nationally and internationally.
- The association has sister-associations in the other Nordic countries, as well as in Europe and the rest of the world. It is member of GBTA- Global Business Travel Association (www.gbta.org).
- Website in Swedish and English.



Interest for Med Pearls

- ✓ It is one of the most important Travel Business Association in Sweden.

SVENSKA RESEBYRÅ- OCH ARRANGÖRSFÖRENINGEN (SRF)



The Association of Swedish Travel Agents and Tour Operators (SRF) is an organisation which offers advice and guidance to its members, ensuring a high level of knowledge and credibility amongst the member companies as well as their customers.

General Information

Type: Business Association

Number of members: 300

Foundation: 1937

Address: Sturegatan 11

City: 102 04 Stockholm

Phone: + 46 08-762 68 60

Email: info@srf-org.se

Website: www.srf-org.se

Social Media (Q4 2020):



198 fans on facebook



Slow Tourism Information

Specific information not found.



Observations

- *SRF* represents the vast majority of the Swedish travel agencies and tour operators. Their members are both large and small travel agencies and tour operators, Swedish and international travel agency chains as well as internet travel agencies.
- Their members' business volume in 2018 was 5,97 billion Euros. *SRF* is a member of ECTAA, a group of national travel associations within Europe (www.ectaa.org/en).
- *SRF* helps members with advice and information. The website contains news, statistics and information related to the travel industry. They organize also seminars and training in current travel industry issues.
- A non-Swedish organization operating within the travel industry may, subject to the Board's decision, be approved as an Associated member enjoying the same benefits as Swedish organizations except for the voting rights.
- Webpage only in Swedish.



Interest for Med Pearls

- ✓ It is one of the most important Travel Business Association in Sweden. Good entity to look for tour operators and collaborations.

THE GLOBAL HAPPINESS

Global Happiness Organization (GHO) is dedicated to the promotion of the better life and its purpose is to reduce suffering around the world.



General Information

Type: Non-profit organization

Number of members:

Foundation: 2007

Address: St. Petrigängen 1

City: 21122 Malmö

Phone: +46 70 441 7188

Email: lorenzobuscichi@hotmail.it

Website: www.globalhappiness.com

Social Media (Q4 2020):



10.139 fans on facebook

3 subscribers on youtube



Slow Tourism Information

Specific information not found.



Observations

- It is an international non-profit organization, founded under the name “Charity International” and one of its goals is to inform, educate, share wonderment, and raise awareness of happiness-related topics.
- It was founded in 2007 by a team of Swedish academics, philosophers and animal welfare activists led by Ludvig Lindström.
- They have four branches which are acting:
 - Scientific communication: disseminate scientific knowledge about happiness-related topics.
 - Lobbying: try to enter “happiness” into the politic agenda and decision making.
 - Policy advising.
 - Campaigning.
- Website in English.



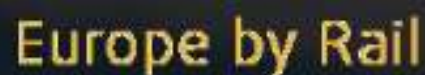
Interest for Med Pearls

- ✓ “Slow Tourism” could be an issue to be considered to change the world to be happier. It could be an entity to present the Med Pearls project.

5.2.2. International Institutions and entities

NAME	TYPE	WEB
Europe by rail	Website & guide	www.europebyrail.eu
Slow art day	Website	www.slowartday.com
Slow food international	Non-profit organization	www.slowfood.com
Slow photography movement	Website	www.slowphotographymovement.com

EUROPE BY RAIL

The logo for 'Europe by Rail' features the text 'Europe by Rail' in a stylized, yellow, serif font. The text is set against a dark, rectangular background that has a slightly textured or metallic appearance.

Exploring Europe by train is easy, economical and enjoyable train guide.

General Information

Type: Website & guide

Address: Geraer Strasse 14-c

City: 12209 Berlin

Phone: +49 (0) 30755 16 128

Email: editors@europebyrail.eu

Website: www.europebyrail.eu

Social Media:



3.588 fans on Facebook
12.330 followers on twitter
753 followers on Instagram



Slow Tourism Information

Specific information not found but they propose travelling around Europe by train.



Observations

- Europe by Rail is a guidebook featuring over fifty great routes, country information and off-beat diversions.
- It is also a website with updated news about railways and train in Europe.



Interest for Med Pearls

- ✓ Interesting platform to publish the Med Pearls project and the products linked to train tours.

SLOW ART DAY



Slow Art Day is a global event with a simple mission: help more people discover for themselves the joy of looking at and loving art.

General Information

Type: Website & global event

Address: 1350 Avenue of the Americas,
2nd Floor

City: Nueva York, NY 10019

Phone: +646.503.3902

Email: pterry@slowartday.com

Website: www.slowartday.com

Social Media:



8.089 fans on Facebook
2.593 followers on twitter



Slow Tourism Information

Specific information about tourism not found, but they are sharing the same principles.



Observations

- April 4 in 2020 – people all over the world visit local museums and galleries to look at art *slowly*. Participants look at five works of art for 10 minutes each and then meet together over lunch to talk about their experience.
- The goal is to focus on the art and the art of seeing.



Interest for Med Pearls

- ✓ It is important for the project to know the global initiatives about “slow” movement.
- ✓ DMC’s could introduce the “slow art day” in some of their products, to reinforce the “slow movement”.

SLOW FOOD INTERNATIONAL



Slow Food is a global, grassroots organization, to prevent the disappearance of local food cultures and traditions, counteract the rise of fast life and combat people's dwindling interest in the food they eat, where it comes from and how our food choices affect the world around us.

General Information

Type: Non-profit organization

Foundation: 1989

Address: Piazza XX settembre 5

City: 12042 Bra (Italia)

Phone: +39 0172 419611

Email: international@slowfood.it

Website: www.slowfood.com

Social Media:



211.589 fans on Facebook

42.721 followers on twitter

68.818 followers on instagram

7.440 subscribers on youtube



Slow Tourism Information

It is a webpage about "slow food movement" and it is a section exclusively for "[Slow Food Travel](http://www.slowfood.com/what-we-do/themes/slow-food-travel/)". In this section, they offer a new model for tourism, made up of meetings and exchanges with farmers, cheesemakers, herders, butchers, bakers and winegrowers who, along with the chefs who cook their products, will be the narrators of their local areas and unique guides to the local traditions. www.slowfood.com/what-we-do/themes/slow-food-travel/



Observations

- Since its beginnings, Slow Food has grown into a global movement involving millions of people in over 160 countries, working to ensure everyone has access to good, clean and fair food.
- Slow Food believes food is tied to many other aspects of life, including culture, politics, agriculture and the environment. Through our food choices we can collectively influence how food is cultivated, produced and distributed, and change the world as a result.
- Slow Food has launched a global partnership with Airbnb to promote sustainable tourism, by providing tourists with unique insights to local food cultures and debates while supporting our local network.



Interest for Med Pearls

- ✓ It is important for the project to know the global initiatives about "slow" movement.
- ✓ DMC's could introduce "slow food" label in their products as a member or introducing providers with the label.

SLOW PHOTOGRAPY MOVEMENT



Platform for passioners for a slow approach, both fellow photographers and the community with which we share the photographers work.

General Information

Type: Website

Address: not found

City: not found

Phone: not found

Email:

slowphotographymovement@gmail.com

Website:

www.slowphotographymovement.com

Social Media:



302 fans on facebook

3.167 followers in instagram



Slow Tourism Information

Specific information about tourism not found, but they are sharing the same principles.



Observations

- Their main goals are:
 - o Encourage a slow and more personal approach to visiting, appreciating, and photographing a place. Foster thoughtful and respectful attitudes towards photographic subjects.
 - o Focus on the quality of the photographic experience, in a way that enhances the end result.
 - o Nurture dialogue among photographers about what slow photography means to them, examine their unique perspectives and approaches, and celebrate common experiences.
- There is a blog with posts and news about "slow photography".



Interest for Med Pearls

It is important for the project to know the global initiatives about "slow" movement

5.3. Media

NAME	TYPE	THEME	WEB
Allt Om Resor	Magazine & Site	Travel	www.expressen.se/alltomresor
Hemmets Journal	Magazine & Site	General	www.hemtrevligt.se
Res	Magazine	Travel	www.res.se
Travel News	Magazine	Business	www.travelnews.se
Vagabond	Magazine & Site	Travel	www.vagabond.se
Vandrings	Blog	Hiking	www.vandringsbloggen.com

ALLT OM RESOR

Allt om Resor is Sweden's largest travel site and Sweden's largest travel magazine about sun and swimming, weekend trips to big cities, and dream trips to exciting places.



General Information

Type: Magazine & site

Theme: Travel

Language: Swedish

Publications: 8 issues per year

Distribution: Not found

Paper: Yes

Commercialization on-line: Yes

Newsletter: No

Website: www.expressen.se/alltomresor

Social media (Q4 2020):



31.085 fans on facebook

14.100 followers on instagram



Slow Tourism Information

Specific information not found but looking for "långsam resa" ("slow travel" in Swedish) on the website, some slow tourism trips appear.



Observations

- The magazine has a paper publication, and the website is very complete with many reports and news. It is divided in 5 areas: "Sweden", "Destinations +" (destinations abroad), "Weekend trip" (Sweden and abroad), "Hotel" and "Best in Test".
- They provide solid guides, where they inspire and inform readers about where the best beaches, the most popular cities, the best hotels and the best shops are located.
- It arrives to 196.000 readers per week (both digital and paper).
- The target readers and visitors on the website is 49% women and 51% men, from 35 to 65 years old. 61% lives in a smaller town / countryside and the rest lives in big cities. Their spending is basically focused on vacation trips abroad and wine.
- It is a branch of "Lifestyle group Bonnier News" (www.bonnier-news-mp.ocast.com).



Interest for Med Pearls

- ✓ One of the biggest travel magazines in Sweden.
- ✓ The magazine that could include "slow tourism" news.

HEMMETS JOURR

Hemmets Journal is a friendly family magazine in Sweden and it is published every week with lots of reading, crossword puzzles, food recipes, health, social and political issues, among others.



General Information

Type: Magazine & site

Theme: General

Language: Swedish

Publications: 52 issues per year

Distribution: Not found

Paper: Yes

Commercialization on-line: Yes

Newsletter: Yes

Website:

www.hemtrevligt.se/hemmetsjournal/

Social media (Q4 2020):



16.821 fans on facebook

2.855 followers on instagram



Slow Tourism Information

Specific information not found.



Observations

- General magazine but with a travel section. The magazine itself organises trips around the world. The trips are always filled with excursions, taste experiences, guided tours and time for relaxation in beautiful environments.
- Every week the magazine has 358.000 readers and over 100.000 unique visitors to hemmetsjournal.se.
- The majority of the readers are mature women (+50) with an active interest in food, gardening, home and family, interior design, fashion, beauty and health, living throughout the country, primarily in small and medium-sized towns.
- The subscribers have the digital version of the magazine for free.
- The magazine is published by Egmont Publishing (www.egmontpublishing.se).



Interest for Med Pearls

- ✓ The magazine organizes trips abroad, so it could be an opportunity to offer the "slow products" designed on the project framework.

RES

Res is Sweden's first modern travel magazine with information about destinations, hotels, restaurants, activities all over the world.



General Information

Type: Website & TV show

Theme: Travel & Lifestyle

Language: Swedish

Publications: on-line from 2020

Paper: No

Commercialization on-line: No

Newsletter: Yes

Website: www.res.se

Social media (Q4 2020):



5.159 fans on facebook

4.127 followers on Instagram

1.020 followers on twitter

111 subscribers on youtube



Slow Tourism Information

Specific information not found. but looking for "långsam resa" ("slow travel" in Swedish) on the website, two trips about "slow travel" appear.



Observations

- It was born in 1981 and their founders now as then are that they love to travel and keep track. What started as a fancy magazine is now a site packed with thousands of tips for everyone, including a TV show.
- Since the turn of the year 2020, the magazine is no longer published in paper, but it keeps the on-line version.
- The website is organized in 3 areas:
 - o Travel Guides: specific information about regions or cities
 - o Destinations: news about many destinations
 - o Res TV: TV channel is considered by the moment, the Swedish largest travel program.



Interest for Med Pearls

- ✓ Modern online magazine.

TRAVEL NEWS SVERIGE

Travel News Sverige is a powerful tourism industry magazine with information of the travel and tourism industry in Sweden.



General Information

Type: Magazine & site

Theme: Tourism industry

Language: Swedish

Publications: 4 issues per year

Distribution: Not found

Paper: Yes

Commercialization on-line: No

Newsletter: Yes

Website: www.travelnews.se

Social media (Q4 2020):



6.811 fans on Facebook
751 followers on Instagram
2.355 followers on Twitter



Slow Tourism Information

Specific information not found.



Observations

- Founded in 1985, it is an independent business magazine in the travel and tourism industry. *Travel News* has been part of *Res* since 1 November 2015
- Its management ranges from business trips and meetings, through travel agencies, tour operators, transportation to IT developments, including both political and legal decision-making, between others.
- It offers news from Sweden but also from other countries.



Interest for Med Pearls

- ✓ Magazine for tourism professionals.
- ✓ Opportunity to introduce Med Pearls project and the “slow products”.

VAGABOND

Vagabond is a comprehensive product for travel lovers of all ages. It offers descriptions and news about interesting and bizarre destinations that few have visited and it provides the reader with the best tips for destinations.



General Information

Type: Magazine & site

Theme: Travel

Language: Swedish

Publications: 12 issues per year

Distribution: Not found

Paper: Yes

Commercialization on-line: Yes

Newsletter: Yes

Website: www.vagabond.se

Social media (Q4 2020):



37.712 fans on facebook

9.881 followers on instagram

3.313 followers on twitter



Slow Tourism Information

Specific information not found.



Observation

- It started in 1987 and is the strongest brand in Sweden when it comes to travel inspiration and information. The magazine aimed at young adventurers and backpackers, but over the years it has become a product that encompasses all travel lovers of all ages. Its wide repertoire of well-written articles, spectacular photographs, reports and advice have earned this magazine several awards.
- The website is one of the most visited in Sweden for travelling issues, as it is a great source of inspiration and information on independent travel. They offer online courses such as writing, photography among others.
- It has 147.000 readers per printed issue. It is read by 74% women. Their average age is 49. The reader lives in a city with a high disposable income. Highly-educated. The readers spend over 1.690€ on holidays abroad. Mixes weekend trips with haut-long destinations.
- The on-line magazine is read by 58% women. Their average age is 41. The readers spend over 2.784€ on holidays abroad and takes 3 trips per year.
- The magazine is published by Egmont Publishing (www.egmontpublishing.se).



Interest for Med Pearls

- ✓ The most important travel magazine in Sweden.

VANDRINGS BLOGGEN

Vandrings bloggen is a blog about hiking and outdoor living to make life in contact with nature easier and more fun. The blog started in 2013 and today it is Sweden's leading platform for hiking and outdoor living.



VANDRINGSBLOGGEN

GENERAL INFORMATION:

Type: Blog

Theme: Hiking

Language: English and Swedish

Newsletter: No

Website: www.vandringsbloggen.com

Social media (Q4 2020):



10.944 fans on facebook

24 followers on pinterest

564 followers on blo



Slow Tourism Information

This Hiking blog made by Angelika Mejstedt is highly linked with “slow tourism” concept and values.



Observations

- Theirs bloggers participants get inspiration to find new places to walk.
- It is a digital platform where the participants share knowledge and make also new friends.
- The website is divided in 4 areas:
 - o Start hiking: introduction to hike for everyone
 - o Destinations: around the world
 - o Hikefulness: new concept to enjoy the moments of hiking
 - o The Book Hiking: a shop with different products and hiking gadgets
- English version is not updated.



Interest for Med Pearls

- ✓ Interesting blog to advertise or introduce the “slow walking” products designed in the project framework.

5.4. Fairs

NAME	DATES	LOCATION	TYPE	CLASSIFICATION	WEB
Eurohorse	February	Gothenburg	Equestrian	International	www.en.eurohorse.se
Senior Mässan	March	Gothenburg	Senior	National	www.seniormassan.se/goteborg/hem_gbg/
Senior Mässan	April	Malmö	Senior	Regional	www.seniormassan.se/malmo/hem_malmo/
Senior Mässan	October	Stockholm	Senior	Regional	www.seniormassan.se/stockholm/hem_sthlm/
Senior Mässan	To be defined	Lulea	Senior	Regional	www.seniormassan.se/lulea/hem_lulea/

SENIOR MÄSSAN³

The *Senior fair* is Sweden's largest fair for people who want to live an active life. The fair offers the most varied range of quality products and offers, in many different areas, also travel, health and culture.



General Information

City: Gothenburg, Malmö, Stockholm. Lulea

Place: detailed in observations

Address: detailed in observations

Post code: detailed in observations

Website: www.seniormassan.se

Social media:



Specific Information

Type of fair: Travel and health

Format: B2B and B2C

Next dates:

Gothenburg: March 2021 (from 23th to 25th)

Malmö: April 2021 (from 27th to 29th)

Stockholm: October 2021 (from 19th to 21st)

Lulea: to be defined

Number of visitors: not found

Number of exhibitors: around 100-120



Slow Tourism Information

There is no specific mention of Slow Tourism, but through the areas “travel & tourism” and “leisure & culture” visitors may find many activities related to this.



Observations

- The seniors' fair is Sweden's largest fair for those looking to lead an active life and rediscover something new. People meet a large number of exhibitors with the most diverse range of quality products and offers.
- There are exhibitors in a wide variety of areas: travel, health, beauty, culture, housing, economy, technology, care, shopping, and experience. Slow tourism can be related in many of them.
- This fair is held in several cities across Sweden, in different times of the year:
 - o Gothenburg at the Swedish Fair
 - o Malmö at the Malmö Fair
 - o Stockholm at the Stockholm Fair
 - o Lulea in Arcushallen



Interest for Med Pearls

- ✓ Interesting fair because of the target, as in the Nordic Countries, seniors are very active and looking for “slow” and “sustainable” trips.

³ We decided to do only one sheet as the found information was related to the four fairs together.

EUROHORSE

EuroHorse is one of the world's biggest equestrian fairs. It has everything horse lovers could ask for, also travels and equestrian activities.



General Information

City: Gothenburg

Place: The Swedish Exhibition & Congress Centre

Address: Mässans Gata 24

Post code: 412 94 Gothenburg

Website: www.en.eurohorse.se

Social Media:



Specific Information

Type of fair: Equestrian

Format: B2B and B2C

Next dates: February 2022 (24th to 27th)

Number of visitors: not found

Number of exhibitors: more than 200



Slow Tourism Information

Specific information not found.



Observations

- EuroHorse is one of the most important horse fairs in the world.
- Visitors can experience dynamic horse demonstrations in the paddock, shop for what they need in terms of equestrian and riding equipment, and learn more about training courses, breed associations, horse breeding and raising, and the Swedish horse industry.
- There is a big area of horse-riding routes and destinations.



Interest for Med Pearls

- ✓ It is the most important horse-riding fair in Nordic Countries, with tour-operators and agencies of horse-riding products.