



**“Success requires vision
and the will to make it
come true”**

We know what it takes

Destination development is about attracting people - visitors, new residents, students - businesses and investors, creative leaders, etc.

Destinations invest in tourism, events and meetings not only to increase the destination's attractiveness but also to create steady economic growth, increased employment and better living standards for the inhabitants of cities, regions and countries.

Destination development provides many opportunities, but true success stories are rather few. We know what it takes and can help you to build long term growth in the tourism economy and an attractive image for your city or region.

"People create development and growth. Successful destination development is a long term commitment based on a holistic approach and strong private-public-partnership."

Claes Bjerckne, CEO Bjerckne & Co



Our area of expertise

DESTINATION DEVELOPMENT & MANAGEMENT • Building successful destinations

• Key areas for sustainable management • Finding competitive advantages

BRANDING & MARKETING • The importance of a strong brand • Managing a destination branding process • Smart thinking in destination marketing

PRIVATE PUBLIC PARTNERSHIP • Establishing strong private-public partnership

• Effective organisations • Finding key competence

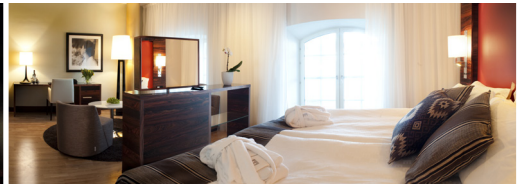
EVENTS • Signing events in tough competition • Conceptualisation • Revenue and added value through package solutions • Events in branding

BUSINESS MEETINGS, FAIRS & CONVENTIONS • Meetings as a catalyst of economic growth

• Standing out as a business destination • Connecting local and international front edge competence and research

LEISURE TRAVEL • Attracting leisure tourists • Conceptualisation and successful selling

• Developing the key attractions and facilities



Our services

Bjerkne & Co delivers strategic management consulting services to destinations seeking competitive advantage. Just as the needs of our clients vary, so too do our services:

MANAGEMENT AND CONSULTING Analysis, planning, strategies, mission statements, organizational structures and project delivery.

WORKSHOPS Focusing on specific target questions, generating common goals, perspectives or new ideas.

SEMINARS Knowledge, inspiration, ideas and unique know-how.



Key success factors

The most successful examples of destination development in modern times have a number of distinctive common factors:

SUCCESSFUL AND INNOVATIVE private companies with imaginative leaders

STRONG COMMITMENT at the highest political level

THOROUGHLY DEVELOPED private public partnership

COMMON VISIONS and long term commitment

APPROPRIATE LEVELS of investment

STRONG LEADERSHIP for the destination's strategic development

A PROFESSIONAL ORGANISATION responsible for coordination and business relations

AN ABILITY TO UNDERSTAND and take active part in today's communication systems



Bjerkne & Co has great experience in local, regional and national destination development. It is part of a network of qualified international consultants within the field of destination management.

The firm has been established by Claes Bjerkne, former CEO of the award winning city tourism organization, Göteborg & Co, which was voted Best European City Tourism Organization, Best Event City in Sweden and Best Convention Bureau in Europe. For four of his 20 years in this role, he was also President of European Cities Marketing, representing 125 city tourism organisations. Claes managed destinations for more than thirty years and has been undertaken consultancy for several national and international tourism organisations.



Bjerkne & Co

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