
skåne
WHERE TOURISM MATTERS

DESIGNING VISITOR BEHAVIOUR BEFORE PROBLEMS OCCUR

How Visit Skåne uses branding and innovation to shape a more balanced tourism future

Heléne Östberg, Visit Skåne

Helsingör 2 november 2026

VISIT | sk&ne

What a 10-year-old taught me about sustainable tourism

"It's okay if tourists come here.

But not too many in the same place.

They should take care of the places they visit

and be kind to the people who live there."





The challenge we saw coming

Across Europe, growing tourism has led to:

- Crowding
- Frustration among residents
- Environmental pressure
- Restrictions and reactive measures

Most destinations start acting when the problems become visible. We wanted to explore if we could act earlier.



CAN WE INFLUENCE BEHAVIOUR

Before behaviour becomes a problem?

Reactive approach

- Manage congestion
- Solve conflicts
- Restrict access
- Respond to problems

Proactive approach

- Shape expectations
- Inspire behaviour
- Distribute visitors
- Prevent problems



BRANDING AS BEHAVIOURAL DESIGN

Map of Quietude / Stay Quiet

How we thought

Traditional destination marketing: Visit this place.
Our approach: Become this kind of visitor.

If visitors seek tranquillity, they are more likely to:

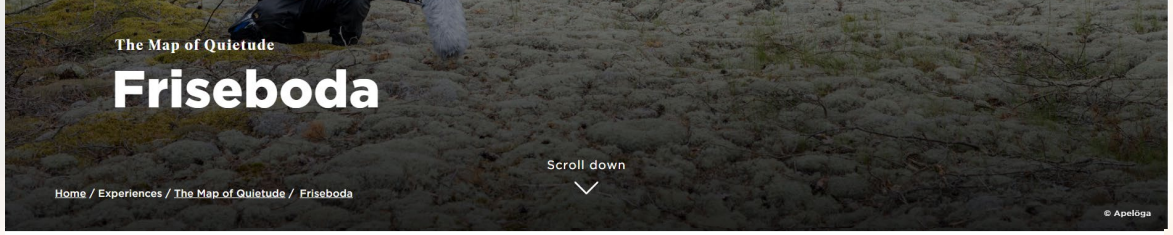
- Spread out
- Stay longer
- Respect nature
- Appreciate local communities

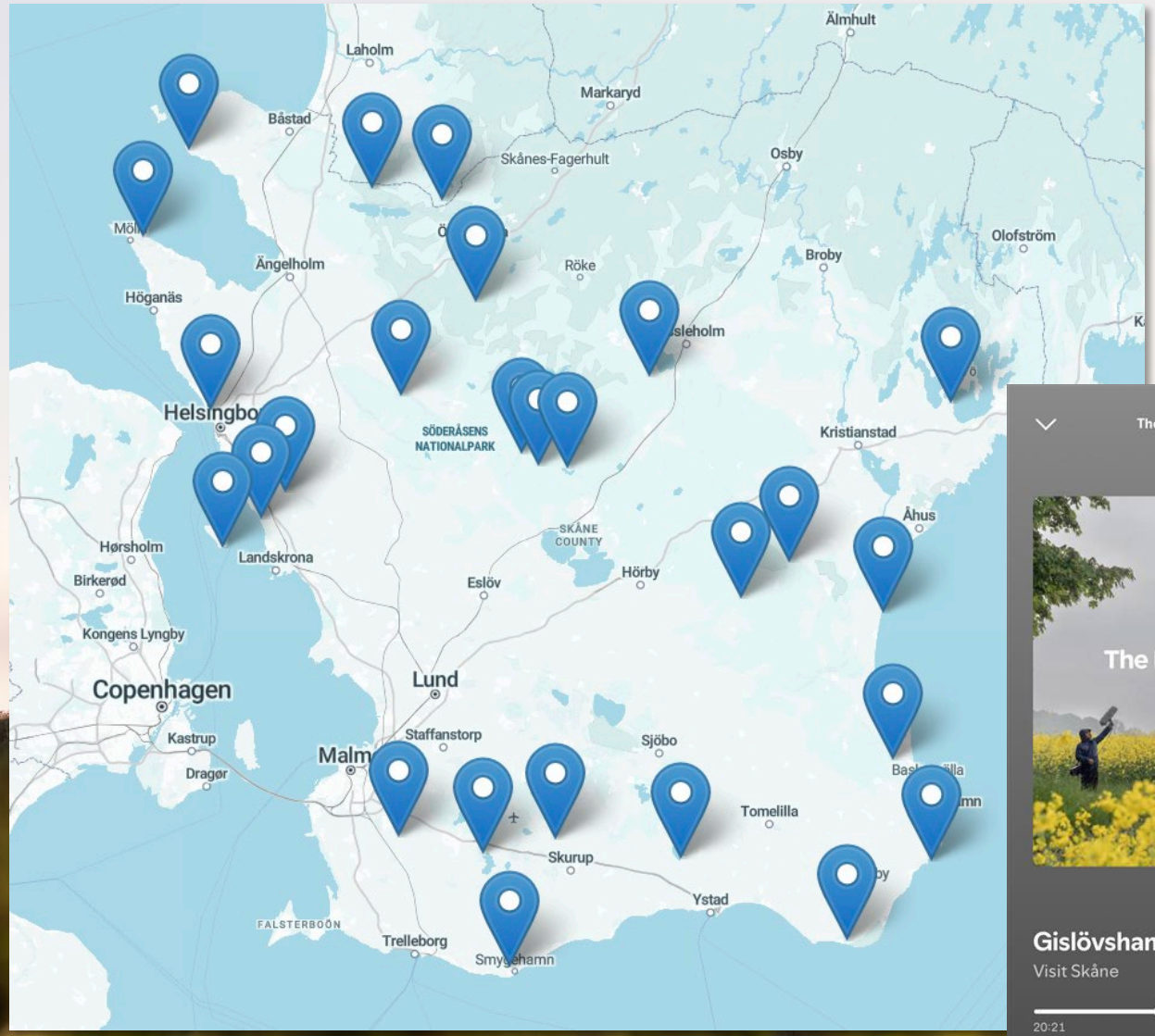


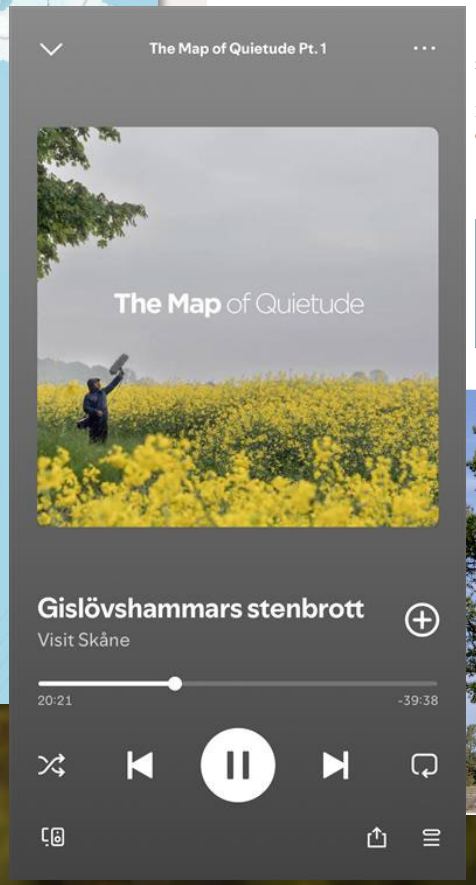


The Map of Quietude

VISIT | sk&ne







0:00 60:02

Notes from the sound guy:

Skåne's east coast. A sandy beach at the end of May. Not a single person as far as the eye can see (except for the photographer). There's nobody in the pine forest a short walk from the beach. And nobody on the heath and moss. We have birds and insects for company. The ones you can hear in the recording. And the drowsy noise from the sea waves. I might have taken a nap.

My favourite sound in the recording: The pleasant sound of the bird chirping 22 minutes into the recording.

Recording data

Length: 60 minutes

Location: Friseboda

Category: Nature reserve

Coordinates: 55.8084528, 14.2104570

Date: May 23, 2024

Time: 10:41–11:41 a.m.

52 dB

Sound Level Information

The decibel level is the measured average at Friseboda during the time of the sound recording.

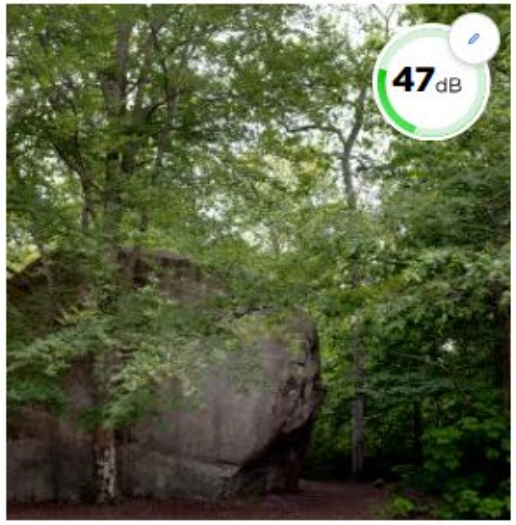




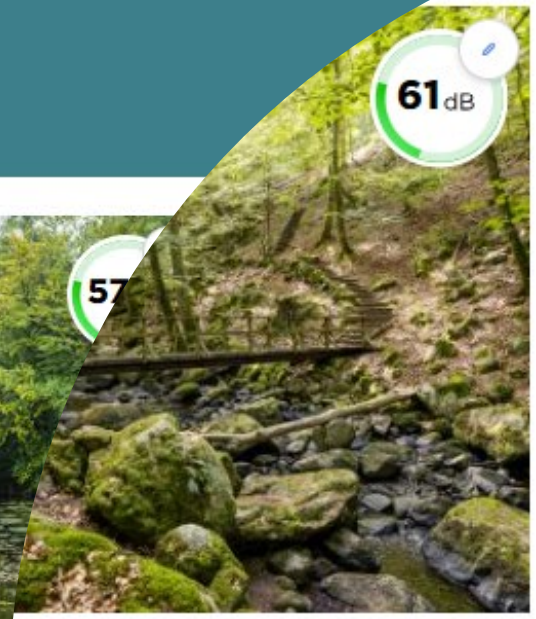
Kalkugnarna i Östra Torp

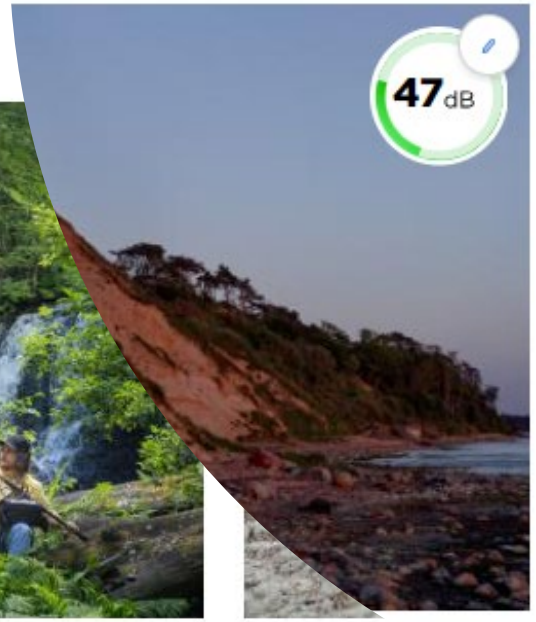


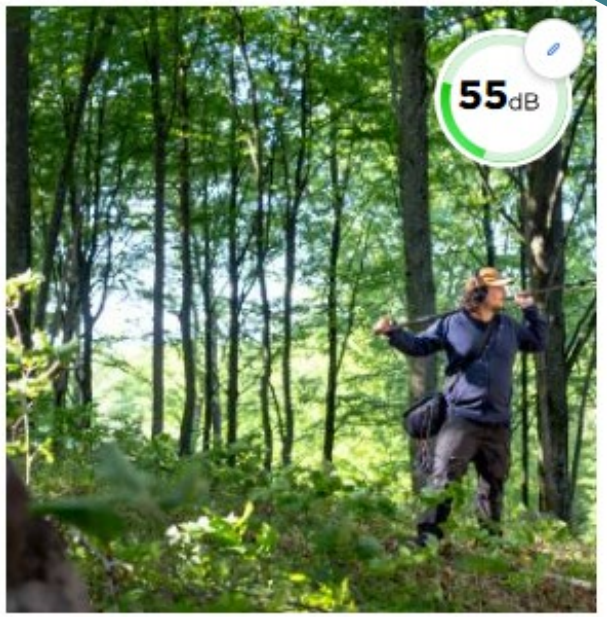
Dagstorpssjön



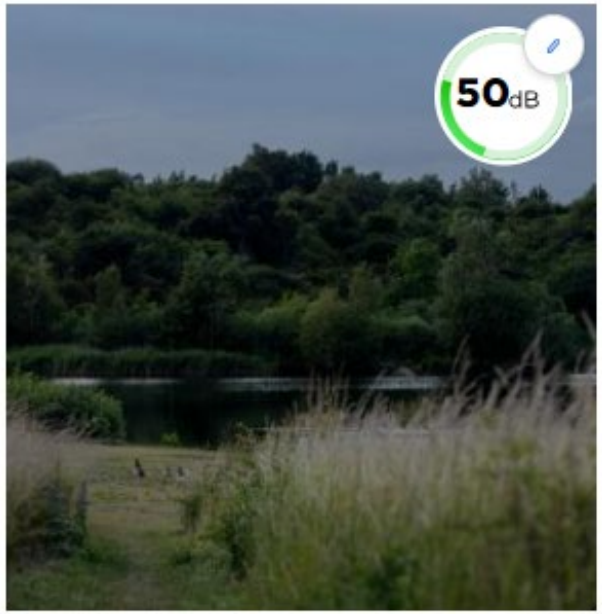








Allarps bjär





Svaneholms Nor




STAY QUIET
Stay for free as long as you stay quiet
sk&ne

sk&ne

STAY QUIET

Stay for free as long as you stay quiet



Potentiell förtjänad räckvidd

305 artiklar i **50 länder**

1 miljard+

189 inslag i TV & Radio

WESER KURIER · VANITY FAIR · The Gazette · AFP · Helsingør Dagblad · CNN · FOX 41 · KTBS 3 abc · LCI · TV5 MONDE · Heute · SvD · FRANCE 24 · la Republ

CALGARY HERALD · Việt Nam News · THE VANCOUVER SUN · RTL TODAY · Berliner Morgenpost · SR · marie claire · svt · CBC · CGTN CHINA GLOBAL TELEVISION NETWO


CALGARY HERALD
SvD
Bangkok Post
svt
Berliner Morgenpost
Observer
THE BORNEO POST
SR
Helsingør Dagblad
RTL
TODAY
LCI
Heute
INSIDE
THE VANCOUVER SUN
The Gazette
Việt Nam News
EDMONTON JOURNAL
TheCitizen
AFP
RTÉ
CGTN
CHINA GLOBAL TELEVISION NETWORK
la Repubblica
TV5 MONDE
yahoo news
FRANCE 24
ELLE DECOR
marie claire
msn news
VANITY FAIR
ara.cat
BOMBAY DURPUN
SKÅNSKA DAGBLADET
KTBS 3 abc
WESER KURIER
FOX 28
FOX 41
iO
Morning Chronicle
Herald
EL PASO INC.
BUSINESS JOURNAL
AD
MY CALIFORNIA NEWS

BBC

Register Sign In

Home News Sport Business Technology Health Culture Arts Travel Earth Audio Video Live

Seven travel trends that will define 2026

2 December 2025 Share Save

Laura Hall



(Credit: Getty Images)

1. Quiet over everything

One trend is set to dominate next year: "quietcations". Also called **Hushpitality**, this movement centres on comfort, silence and finding a way to escape the compounding stresses of modern life. With our always-on digital culture colliding with an endless rollcall of global events reaching us in real time, it's no surprise that many of us are looking to disconnect. Hector Hughes, co-founder of **Unplugged**, a series of digital detox cabins in the UK, has been watching the trend take shape.

"When we first started Unplugged in 2020, digital detoxing and analogue living was pretty much unheard of," he says. "Now, over half of our guests cite burnout and screen fatigue as their main motivation for booking."

Forbes

Sweden Wants To Become The World's Slow Travel Leader

From 'prescribed' wellness to promoting boredom and silence, Sweden's 2025 tourism campaigns reflected a country doubling down on nature-based calm.

By David Nikel, Senior Contributor. ⓘ David Nikel is a travel writer covering cr... Follow Author

Published Jan 14, 2026, 08:40am EST

0



VISIT | sk&ne



VISIT | sk&ne



INNOVATION AS PREVENTIVE MANAGEMENT

Smart Natur / Uncrowded

VISIT | sk&ne



Smart Nature

If people knew in advance that a place would be crowded at a certain time, would they choose another place or another time instead?

If more visitors spread out across time and place:

- Visitors have a better experience
- Nature experiences less pressure
- Local communities face less disturbance
- Traffic and congestion can be reduced

The idea behind Smart Natur / Uncrowded

- Give visitors real-time information about visitor levels
- Help people discover alternative places and experiences
- Encourage visits at different times
- Support better decisions before people travel

Uncrowded.se – a digital service for visitor flow management

- Provides real-time and forecasted data on visitor pressure at popular sites.
- Combines sensors, AI, and weather forecasts to guide visitor choices.
- Neutral, non-intrusive communication towards visitors: empowers behavioural change in choice *of when and where* to go

Our goal was not to tell people where they could not go.

Our goal was to help them make better choices before problems arise.



WHAT IF IT DOESN'T WORK?



- There was no burning crisis in Skåne
- No strong public pressure
- No guarantee of success
- No proven blueprint

VISIT | skåne

What we learned so far …

1. Proactive work is harder to justify

Success is difficult to measure against problems that never happened.

2. Innovation requires courage and a long term approach

You must act before certainty exists. Start small, test, iterate, test again → low costs and builds trust.

3. Yes! … we think we can

A digital service like Uncrowded can influence behaviour, but we’re not there yet.

An idea only becomes innovation when it is implemented.



IF NOT US

As destination management organisations, we are uniquely positioned between visitors, residents, businesses and places.
If we do not take responsibility for shaping a more sustainable, balanced future for tourism, who will?



VISIT | sk&ne

”The future of tourism will not be created by good intentions. It will be created by the actions we choose to take today.”

Thank you!

Heléne Östberg
Helene.ostberg@skane.se

