

DESTINATION JÄRVSÖ AB



Ingen
vinstdrivande
verksamhetsdel

Upphandling
med Ljusdals
kommun

Turistbyrå

Ev. vinst
återinvesteras i
marknadsförin
g och/eller
utveckling.

Bokning

Ingen
vinstdrivande
verksamhetsdel

Marknadsföring

I huvudsak
finansierat av
projektmedel

Utveckling

Historik och framtid

- **1879** kom Järnvägen till Järvsö
- **2008** bildades Destination Järvsö AB
- **2016-2018** drevs projektet Destination Järvsö hållbar etapp II
- **2018** skrev Ljusdals kommun avtal med Earth check I syftet att Destination Järvsö ska bli Sveriges första hållbarhetscertifierade Destination enligt GSTC
- **2018** startade projektet "fler människor – färre bilar"



JÄRVISÖ

Improving winter tourism mobility



Background

Järvsöbacken: 242 000 ski days
Annual growth: 10 000 ski days / year
10th place Swedish ski resort ranking
150 000 guest beds / winter

Harsa: 80 000 visitors / winter

Family owned resort, small actor

- recommendations
- good service
- customer loyalty

1600 Inhabitants

National customer base

”City close skiing”

Stockholm

- 320km by car
- 3 hours by train

Short distances within Järvsö

The logo for Järvsö, featuring the word "JÄRVSÖ" in a bold, blue, sans-serif font. The letters are stylized, with the 'J' and 'S' having a slight curve at the bottom. The 'Ä' and 'Ö' have two dots above them. The logo is positioned in the bottom left corner of the slide.

Challenges

Shifting demands in transportation services

Mobility tradition: car based

Growth → Parking issues

Arrive by train at the station – Then what?



Shuttle bus project

Enable car-free winter tourism

Door-to-door travelling

Local mobility

Test traffic, winter 18/19

Expanded test traffic, winter 19/20

3 different needs:

Transfer accomodation – train station

Everyday slope access

Basic mobility

3 different users:

Locals

One day visitors (ex. Bollnäs, Ljusdal)

Over night guests (ex. Stockholm, Uppsala)

The logo for Järvsö, featuring the name in a stylized blue font. The 'J' and 'S' are larger and more prominent, with the 'Ä' and 'Ö' having diacritics. The letters are connected in a way that suggests movement or a path.

Shuttle bus project

Why car free vacation?

Positive Screening:

Positive margin effects

Negative Screening:

Other options sorted out

Reduce car-related issues

Queue, Find parking, Ice scraping, Carry equipment

Cars parked on the best sites, Stressed customers

Improve customer value

Autonomous mobility

Easy, fast, simple

Increased supply of services

Upcoming tests:

Add-on Food Services

Synchronising tourist- and school bus traffic

Add-on Transfer Services



Contact:

Peter Nilsson

peter.nilsson@ljusdal.se

Roland Hamlin

roland.hamlin@ljusdal.se

www.jarvso.se

JÄRVSÖ