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## VISITA - SWEDISH HOSPITALITY

The trade organisation for the hospitality industry - and its employers - with active members from hotels, restaurants, ski and spa resorts, amusement and animal parks, camping sites & holiday villages, nightclubs, fast food restaurants, conference facilities and hostels.

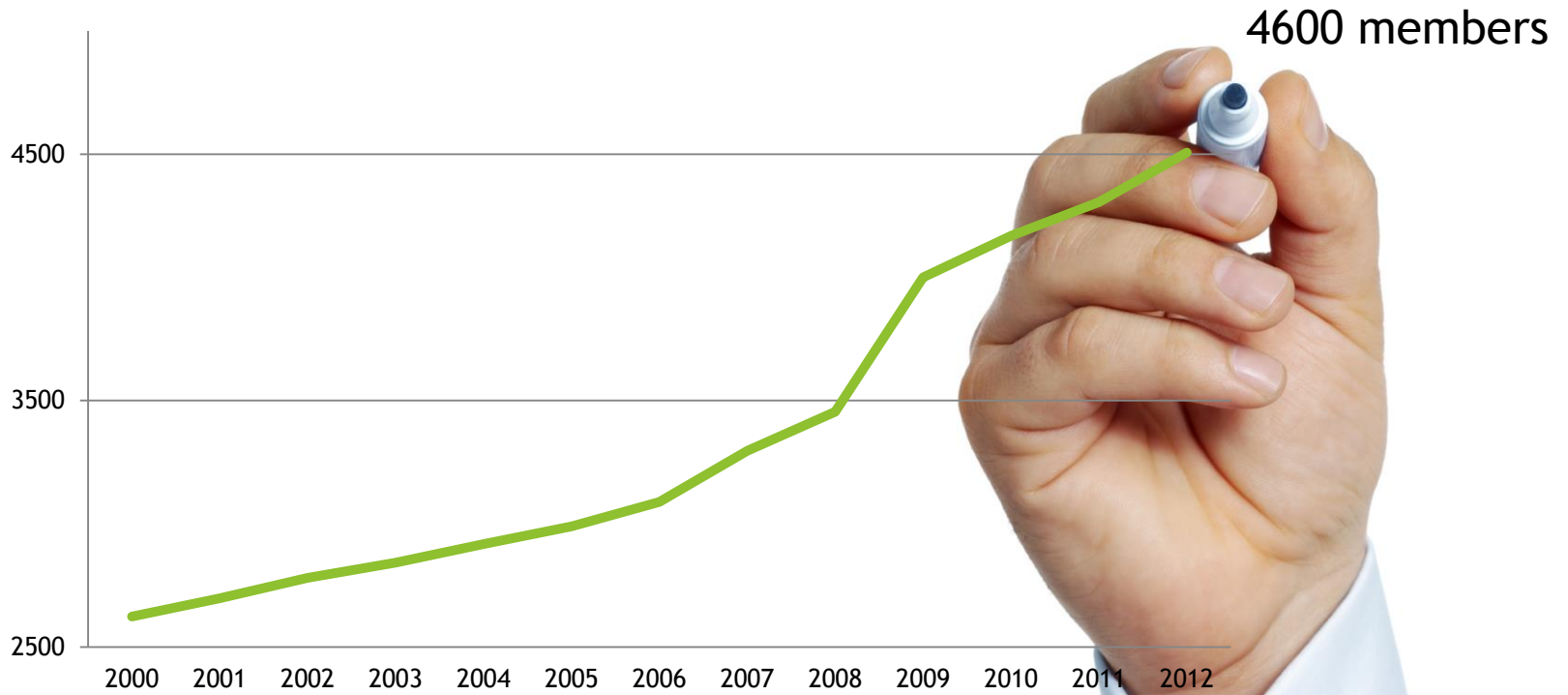




**NEGOTIATIONS**  
**BRIEFINGS**  
**ADVICE GIVING**  
**DEVELOPMENT**  
**LOBBYING**

To create the best conditions for the  
Swedish hospitality industry and our members

# WE ARE GROWING



# REGIONAL ASSOCIATIONS

Visita has 5 regional associations—  
each with its own board



# A PRIMARY INDUSTRY FOR JOBS, GROWTH & WELFARE

Restaurant turnover (inc. VAT)	100,4 billion SEK
Hotel occupancy rates	28,6 million
Hostel occupancy rates	3,1 million
Holiday village occupancy rates	2,9 million
No. of nights spent at camping sites	14 million
Turnover on ski-passes (exc. VAT)	1,1 billion SEK
No. of visitors to amusement parks	6,5 million



Source: SCB, Tillväxtverket, SLAO, Svenska Nöjesparksföreningen (2012)

# WITH AN EYE TO THE FUTURE

2020 – The hospitality industry, Sweden's new primary industry, will be double what it is today

2020 – Visita will be one of the most valued employer & trade organizations in Sweden



# ALWAYS LOOK FOR THE VISITA LABEL!

The Visita label is the industry's symbol of quality

All members can be found on [www.visita.se](http://www.visita.se)







@visita\_se



facebook.com/visita.besoksnaringen



The screenshot shows the homepage of visita.se. At the top, there is a navigation bar with the logo, a search bar, and social media icons for LinkedIn, RSS, Facebook, and Twitter. Below the navigation bar is a main banner with three images: a couple in winter gear, a woman smiling, and a chef's hands. The banner text reads "Besöksnäringen, Sveriges nya bärning" and "Restauranger". Below the banner is a horizontal menu with links: "Hem", "Om Visita", "Medlemskap", "Medlemsgrupper", "Arbetsvillkor", "Branschfrågor", "Branschekonomi", "Utbildning", and "Press". The main content area is divided into several columns. The left column features articles with headlines like "Avtal 2013 - Dag för dag", "Räknesnurra arbetsgivaravgifter", "Lönepuslet", "Allt om den sänkta restaurangmomsen", and "Regionverksamhet". The middle column has articles titled "Hög tid att tänka om, Lövén", "5 frågor och svar med Visitas vd", "Varning för frysta bär", and "Nya avtal klara i handeln". The right column includes a sidebar with "Sök bland Visitas medlemmar", "Nyhetsbrev", "Broschyrer i media", and "besöksli>".

visita.se



# A LEADING INDUSTRY ORGANIZATION

- Monitors and manages important industry issues
- Guards laws and regulations within the industry
- Actively works to develop the industry
- Engages in advocacy so that decision makers can see the potential of the hospitality industry
- Unites the tourism industry, a core industry in the Swedish economy
- Hotrec member (EU)





# MEN AND WOMEN IN THE HOSPITALITY INDUSTRY

Hotell- och restaurangbranschen 2008-2013										
	egna företagare		företagare i eget AB		anställda					
	män	kvinnor	män	kvinnor	män	kvinnor				
2008	8399	3875	3750	1671	45801	64912				
2009	8644	3997	3715	1707	46510	65325				
2010	8598	4035	3793	1791	50836	69989				
2011	8617	4220	3993	1871	53106	68891				
2012	8457	4228	4254	1995	57454	73763				
2013	8327	4186	4554	2051	61296	76930				
Källa: RAMS										

