

Glasriket 

The Kingdom of Crystal
SMARTA - NET!

!
"Climate-smart travel in the tourism
industry"





Climate-smart travel in the tourism industry

Over three years, the project "Climate-smart travel in the tourism industry - examples from Småland and Öland" **has tested solutions** for climate-smart and attractive travel to, from, and within three destinations in the Kalmar region - *Astrid Lindgren's World, the Kingdom of Crystal, and Öland-Kalmar* photo: the castle in Kalmar

Map over Sweden and where the project has been carried out.



Four municipalities from Glasriket

“In the Kingdom of Crystal (**Glasriket**) handblown glass has been made since 1742. Together with the glassblowers, designers continuously stretch the possibilities of glass, and many glassblowing techniques have been developed through experimentation in the Småland blowing rooms. As a visitor you will encounter today both everyday glass and art glass of world-class quality, and you are welcome to step up to the glass furnaces to see it being created!”



Go on a trip...

The campaigns "Plan trip" and "On a bike ride" in **Glasriket** gave very good results.

Almost 2 million views and 30 000 click on Facebook, which is an increase in 30 % in click compared with the year before.



Ruttplaneraren- a sustainable travel tool.

In the project we have developed [Ruttplaneraren](#).

The aim is to help the visitor experience the best of Glasriket.

Through a number of choices that you make, a route suggestion is produced by the tool.

Just under 19 000 unique routes have been developed so far.



You choice are:

- Date for the visit
- Type of vehicle you come with
- What type of living you prefer
- Yours interests.

When the choices are made the routplanner puts together a proposal for you.

It shows the places you should visit. How far it is between them, and how long you should be in the place to get most out of the visit. And helps the guest save miles and fuel and to become more sustainable.



Example of things we have tested in the project:

1 . MATCHMAKING COACH TOURS

– collaboration between tourism businesses in **Glasriket**

ABOUT THE ACTIVITY

Around 90% of all visitors to **Glasriket** travel by car – only a few take the train or rent a car to travel around the area. Coach tour operators are therefore very important players in reducing the proportion of car-borne visitors – and tourism industry operators need to know how a coach tour operator works to be able to receive them in a good way and create good experiences for visitors as well as operators.



Example:

2. NEW CYCLING DESTINATION?

Development of cycling routes in [Glasriket](#)

ABOUT THE ACTIVITY:

Cycling and hiking are very climate-smart ways to travel. Småland and Norrland are the areas in Sweden that have the most gravel roads that are public roads. This was one of the reasons for starting work on mapping and packaging cycling routes in The Kingdom of Crystal.

Example:

3. PACKAGE OFFER train travel and accommodation

ABOUT THE ACTIVITY

The experiences from Astrid Lindgren's World led to the Kingdom of Crystal also initiating cooperation with SJ (state railway) and a similar package offer was developed for the autumn of 2021. Autumn was chosen partly to show that events also take place during that season, but also as a way to extend the season. SJ-prio travelers could book train travel to Nybro, Lessebo and Emmaboda, connecting travel with Hertz (with whom SJ already collaborates) and accommodation at three visitor destinations: Kosta, Ödevata fishing camp and Grimsnäs manor.



GUIDE
GLASRIKET
SWEDEN



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