

Bloom Consulting

Countries Regions and Cities

Stockholm, London and Madrid

August 15th, 2019

Visit Stockholm commissioned Bloom Consulting to develop a City Brand Partners support program.



Stadion, on the red line in the Stockholm subway system

Credit: Victor Gårdsäter / mediabank.visitstockholm.com

Visit Stockholm and its mother company Stockholm Business Region commissioned Bloom Consulting to develop a City Brand Partners support programme. The goal was to bring different stakeholders together in a new model of partnership to develop the city's offer for visitors, investors, and businesses in alignment with Stockholm's DNA a shared brand vision.

The project involved quantitative and qualitative research and strategy.

Bloom Consulting shared research findings and conducted a series of workshops throughout 2018 for co-creation and capacity building with stakeholders and staff of Visit Stockholm, Stockholm Business Region as well as City Representatives.

The final delivery was a system to provide support to Visit Stockholm and its stakeholders for the future development of the sector- focusing on the provision of Marketing intelligence and Stakeholder management and Brand alignment.

Bloom Consulting, founded in 2003, specializes in the development and evaluation of Nation Brand and City Brand strategies for governments around the world. The company collaborates with prime ministers, presidents, mayors, tourism bureaus, and trade and investment agencies. Bloom Consulting has worked extensively in the field of Country Branding, having worked across 5 continents. In addition, Bloom Consulting is an official data partner of the World Economic Forum.

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