

Stockholm and Madrid

March 15th 2023

Bloom Consulting to analyze Sweden's Digital Identity



Bloom Consulting is thrilled to announce that we will be continuing our partnership with Sweden for the 7th consecutive year to measure the Digital Identity of the country's Tourism dimension!

Sweden has entrusted Bloom Consulting with the important task of analyzing its digital appeal. To do this, we will be utilizing our cutting-edge proprietary software, D2 – Digital Demand ©. The goal is to assist Sweden in identifying its primary target markets, comparing its strategy to that of its competitors, and evaluating the results of its digital campaigns using D2 – Digital Demand ©.

As part of our final delivery, Bloom Consulting will provide stakeholders in Sweden with access to the D2 – Digital Demand © software. We look forward to another successful year of collaboration with Sweden!