

HiQ develops a smart destination website for Eskilstuna

HiQ has developed visiteskilstuna.se for Destination Eskilstuna. It strengthens Eskilstuna's attractiveness as a tourist destination for its residents, event arrangers and visitors. The aim was to create a mobile-friendly, easy-to-use and inspirational visitor site that generates a long-term increase in the number of visitors in and around Eskilstuna.

"This is one project of many that we are working on for the tourism sector in Sweden. We are very happy that Eskilstuna has chosen us as their partner to make the region's industrial culture available to as many people as possible," says Lars Stugemo, President and CEO of HiQ.

The new website aims to help more people discover Eskilstuna. The site is mainly adapted for mobile use and contains inspiration, guides and tips that portray Eskilstuna as an environmentally smart industry town.

"Marketing destinations is a clear area in which there are great opportunities using digitalisation. Using digital technology, we help the tourism sector develop, as culture, tourist attractions and events also become more accessible for tourists from Sweden and abroad," says Anders Nilsson, Managing Director of HiQ Mälardalen.

During development, the focus has been on creating functionality to automatically retrieve and present events, meeting places and conferences, based on the criteria determined by the editors. The site will also be given AI functionality later that will allow it to learn what type of information visitors consume, based on a number of variables such as season, weather, weekday and location.

For more information, please contact:

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