

HiQ develops a digital knowledge hub for the city of Gothenburg

HiQ is selected by Gothenburg & Co to develop a digital knowledge hub for the tourism industry in Gothenburg. "This is a perfect example of how digital technology can be used to develop and improve the tourism industry. And a project where we are a perfect partner. Really fun", says Lars Stugemo, President and CEO of HiQ.

The European Union has appointed the city of Gothenburg as European Capital of Smart Tourism 2020. One of the focus areas is digitalisation. The knowledge hub that HiQ is commissioned to develop will make it possible to collect data from tourism, analyse it and provide knowledge for decision making about future development for the tourism industry.

"Digitalisation affects all parts of the society. This applies equally well to the tourism industry as well as to the automotive industry, the public sector and the retail segment. Gothenburg & Co is brave and forward-looking, and by taking advantage of the great benefits that technology development brings, we will be able to develop solutions that open up Gothenburg in a sustainable way for even more people, says Jerker Lindsten, Managing Director of HiQ Gothenburg.

HiQ has extensive experience in digital projects and platforms and wins the assignment after a procurement. The plan is to have a concept in place after the summer, and then test and further develop the solution.

"HiQ's technical know-how combined with their extensive experience in user-centric solutions and digital experiences make them a perfect partner for us for this. I am really looking forward to this collaboration and to jointly building the Sweden's first digital knowledge hub for the tourism industry," says Niklas Masuch, Project Manager at Gothenburg & Co.

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