

MAKING IT EASIER FOR VISITORS TO ENJOY STOCKHOLM

Leisure commuting must improve

CONCLUSIONS:

- Regional public transport authorities need to cater for the needs of temporary visitors and Stockholm region inhabitants when visiting places of local interest.
- Direct bus routes from Stockholm C or Slussen are needed to ensure a faster journey from central Stockholm to the Artipelag arts centre.
- Prioritize extending regular waterborne public transport in connection with the Tallink Silja ferry terminal.
- Speed up planning for an additional foot and bike traffic bridge to Royal Djurgården.
- Extend bus route 1 with an additional bus stop at Magasin 9.

SUMMARY

AND CONCLUSIONS

The Stockholm region is important to the Swedish tourist industry, and competes with other European cities with regard to attracting major events, conferences and visitors. At the same time, the region hasn't prioritized its public transport offering to all the places of interest in the region. In order to attract more visitors, Stockholm's tourist destinations need to be serviced by excellent transport links. Visitors need to be able to reach leisure destinations quickly, easily and without hassle.

Public transport is important to the Swedish tourist industry and its associated businesses. Tourist industry operators frequently cite this as an area that requires improvement, as a number of obstacles stand in the way of further expansion. The Stockholm public transport network needs to be improved to enable growing visitor numbers to travel to the region's top destinations, and allowing these destinations to develop and grow. In this report, we propose 11 potential solutions to improve the region's leisure commuting. This includes outlining areas that require improved public transport in order to support the region's ambi-

tion of becoming a top tourist and business destination. Stockholm residents also want to visit places of interest in their free time.

As the region's tourist industry expands, with the associated job opportunities and income growth, we need to take responsibility for ensuring that this expansion is sustainable. This means that the region's public transport capacity needs to be increased, to offer attractive facilities for the region's inhabitants and visitors alike. The tourist industry is the fastest growing business sector in global terms, and Stockholm's tourist destinations benefit from continuous investment and development. As top destinations invest heavily in their businesses and facilities, infrastructure and public transport need to follow suit or, better still, be one step ahead.

This report outlines four key destinations in the Stockholm region that are difficult for visitors to reach. We also present solutions to the challenges, both in the long and short term.