



BOTHNIA BUSINESS HERITAGE NETWORK

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Carola Strandberg
Luleå University of Technology

PLACE BRANDING IN A CULTURAL HERITAGE CONTEXT

**Luleå University
of Technology
/online
March 11 at
13.00-15.00**

(Note! Swedish time)



Evenemanget hålls på engelska, men om du vill kan du tala svenska i diskussionerna.
Tapahtuma pidetään englanniksi, mutta halutessasi saat puhua suomea keskusteluissa.



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Place branding with Carola Strandberg

“By communicating the unique identity and cultural heritage of a location, communities can foster a sense of pride, attract tourism, stimulate local economies, and ensure the preservation of historical and cultural assets for future generations.”

Carola Strandberg's lecture explores how place branding supports the preservation and promotion of cultural heritage. It examines the role of place branding and place marketing in communicating a place's unique identity, history, and values to both locals and visitors.

By efficiently highlighting cultural heritage, communities can foster local pride, stimulate economic growth, and attract sustainable tourism while safeguarding historical assets for future generations. The lecture discusses how strategic place branding enhances visibility, creates business opportunities, and contributes to long-term sustainability of cultural heritage sites.

*Carola Strandberg is a Senior Lecturer in Industrial Marketing at Luleå University of Technology. Her research focuses on place branding, tourism, and hospitality, exploring the nexus of people, place, and identity. Her thesis, *Through the Looking Glass: An Identity-Based View of Place Branding*, won the 2023 Vattenfall Prize for best doctoral thesis.*

Place branding trends: Creating a sense of belonging

Place branding refers to the process of building and showcasing a place's image and identity to strengthen both its attractiveness and ability to retain people. A place's strengths can be highlighted for example through storytelling and marketing. It is based on genuine qualities and characteristics rather than merely creating an external image. For museums, place branding can mean emphasizing their own history and unique experiences they offer to attract new visitors. At the same time, museums can and should strengthen the identity of the region and its residents, helping people connect with the place and develop a sense of belonging.

Placebrander's 2025 Trend Report states that *"By reconnecting with memories, culture, and aesthetics of the past, a sense of security, joy, and community is created, making nostalgia a powerful driver of travel. In a rapidly changing world, many long for a time when life felt simpler and less complicated."* This is something museums should embrace. We are here, we know our roots, and we hold the keys to a simpler way of life. At their

best, museums can be promoters of well-being in their communities, while drawing on the past and the lessons it offers. We can teach people to slow down, be present, and build a meaningful connection with their local community.

Hopefully, museums will take these aspects into account when planning their future exhibitions, events, or services. You can gain more insights into place branding by joining our network meeting on March 11, or by reading Placebrander's 2025 Trend Report. You can find the full report [HERE](#).



Current trends according to Placebrander's 2025 Trend Report.

Psst... want to know more about marketing?

During our online network meeting on April 29, you will receive valuable advice on how to market your organization clearly, simply, and creatively!

Marcus Eldh, who has been running the tourism company WildSweden for over 20 years, will share his experiences, ideas, and practical marketing tips - along with some great examples!



You can
already...



SAVE THE DATES!

**March 11, 2025
NETWORK
MEETING
Luleå/online at 13-15
(Swedish time)**

[SIGN UP
HERE](#)

**April 29, 2025
NETWORK
MEETING
Online at 13-15
(Swedish time)**

[SIGN UP
HERE](#)

**April 2, 2025
MORNING COFFEE
online at 9 - 10
(Swedish time)**

[JOIN US HERE](#)

Contact

Questions or comments?
Feel free to contact us!

SWE: Magdalena Åkerström
(magdalena.akerstrom@vnmuseum.se)

FIN: Pernilla Howard
(pernilla.howard@centria.fi)

Vi talar även svenska
Puhumme myös suomea