



38th AEHT ANNUAL CONFERENCE & COMPETITIONS
3rd – 8th November 2025
Vasteras, Sweden



TOURIST DESTINATION COMPETITION

Competition details

Head Judge AEHT	Jerneja Lešnik	Jerneja.lesnik@vsgr.si
Coordinator in Vilnius	Fanny Hultgren	funbo1020@gmail.com

Objective

In a mixed-nationality team, to prepare, submit, and present, an output - authentic and genuine tourism product/idea, relevant for Västerås tourist destination, including innovative solutions/suggestions to current initiatives at the destination level. Competitors are free to choose the format of their output, nevertheless video format is suggested.

The main aim of this year's competition is to promote Västerås with a particular focus on innovative, sustainable and digital aspect of tourism. The exact theme / themes will be announced during the briefing at the start of the competition.

Team & Language

Language

It is compulsory that English (oral and written) is the language to be used in all the competition phases: briefings, initial test, preparation of presentation, and communication with teammates and judges. Minimum level of English B2 (according to EQF).

Teams:

Teams will consist of three students from different schools and countries and will be drawn by the jury. It may be necessary to form teams of different numbers if:

- The final number of candidates does not add up to make a team.
- One or more competitors are disqualified.
- A competitor abandons the competition or does not show up at all.

Day of the Briefing

Please note that participants in this competition do not attend the Masterclasses advertised in the conference programme. Instead, they proceed directly to guided tour in the city, followed by competition briefing.

- Competitors will attend a guided tour of local places of interest related to the competition topic to familiarize themselves with the competition area on the spot.
- Competitors will be informed of all the details of the competition followed by competitors' announcement of the teams by the Head Judge.
- Random draw on the spot will determine the specific topic of the competition for each team.
- Each team will participate in a general knowledge of tourism test with included questions on the local area.
- Competitors will attend a brief lecture on the exact theme of the competition and how to successfully present the competition outputs.



Day of Preparation

- Competitors work together in teams on the specific task they were given during the briefing. The work is carried out in a location assigned to the competition and out in Västerås city.
- Competitors hand in their hand-outs to the Head Judge at the end of the day, or when their task has been completed. No changes are permitted to these materials after they have been submitted.

Day of the Presentation

- Each team has 15 minutes to present the created output.
- Each team member should take an active part in preparing, submitting, and presenting the output. Competitors should also show evidence of research and knowledge as well as evidence of sound knowledge in the fields of tourism and marketing.
- The output should have a clear direction, be fluently delivered in a professional manner. A positive interaction with the audience and capability of answering to the questions is required.
- Competitors must wear professional clothing or school uniform.

Important Notes

- Teams will be assessed according to the information content and delivery of their outputs, as well as their professionalism and interpersonal skills (teamwork).
- During the written team test on the day of the briefing, team members check whether efficient communication in English within the team is possible. If there is serious doubt, the team should report this to the Head Judge immediately. Complaints about language problems will not be accepted after the briefing.
- The competitors do not attend the Masterclasses organised for the other competitions. Firstly, they are given a guided tour of local places of interest and in particular the places that will be dealt with in the competition. Guided tour is followed by competition briefing, formation of teams and initial test.
- Competitors are given one working day (6 – 8 hours) to complete the competition task.
- Competitors may bring their own laptops, phones and any material they have gathered on the destination, and they are about to present. Competitors are encouraged to make a thorough study of the destination. Internet connection will be available.
- It is important that competitors bring equipment to capture videos and images (phones, cameras, tablets, etc.)
- Teachers or mentors are not allowed to accompany the students at any stage of the competition or preparation other than the announcement of teams at the start of the briefing. They are, however, welcome to join the audience for the final presentation on the last day of the competition.
- All rules and regulations must be adhered to, including the General AEHT Competition Rules.
- The (Head) Judge's decision is final.