

SOURCE MARKET
GLOBAL
GET-TOGETHER

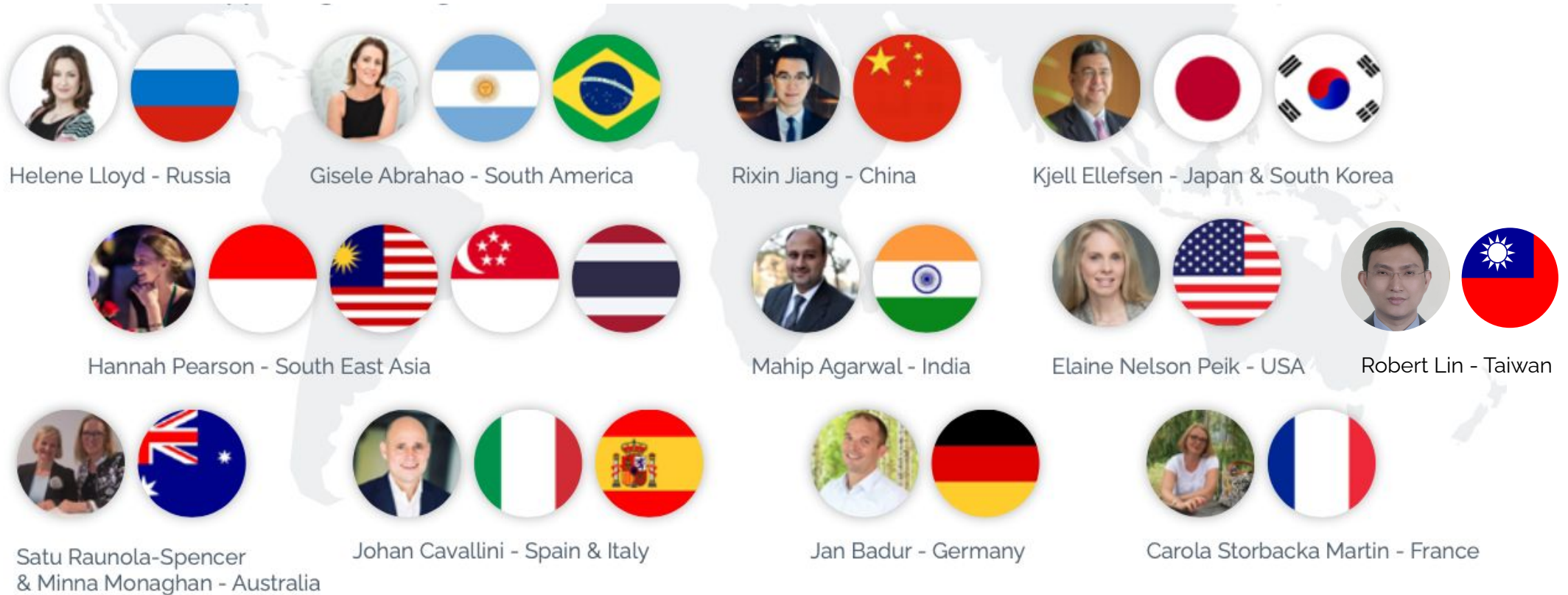
January 13TH 2021

NEW BEGINNINGS



NORDIC TOURISM COLLECTIVE

PARTNER NETWORK



NORDIC TOURISM COLLECTIVE

NEWS AND UPDATES

Covid overview and our predictions for the year

Membership - new members and renewals

New Partnerships

New Directors

Events

Research project

Over to you



NORDIC TOURISM COLLECTIVE

COVID

The recent approval of the first Covid-19 vaccine is a landmark moment.

Whilst there are still enormous challenges to overcome, the cloud of gloom that has hung over us all year, seems, at last, to show some signs of clearing.



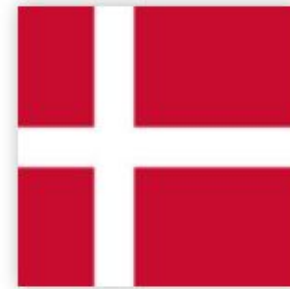
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MEMBERSHIP

The Covid-19 pandemic put a brake on the recruitment of new members for 2020

- RENEWALS
- NEW MEMBERS.

72 Nordic and Baltic
Members



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INDUSTRY PARTNERS



Helena Egan



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EVENTS

Events 2020 - Rendezvous Baltic and Arctic

Events 2021 actual and planned;

- Educational and Youth
- Luxury Travel
- Islands of the North
- Baltic's
- Nordic Bridges
- Secondary Cities and destinations
- Sustainability

Markets insight series to continue after Russia and China



25 FEBRUARY

08:30 - 17:30

With ETOA

The
Nordic
Marketplace

EUROPE (DACH/IT/SP/FR/UK)
SE ASIA, USA, TAIWAN/JAPAN/ AUS

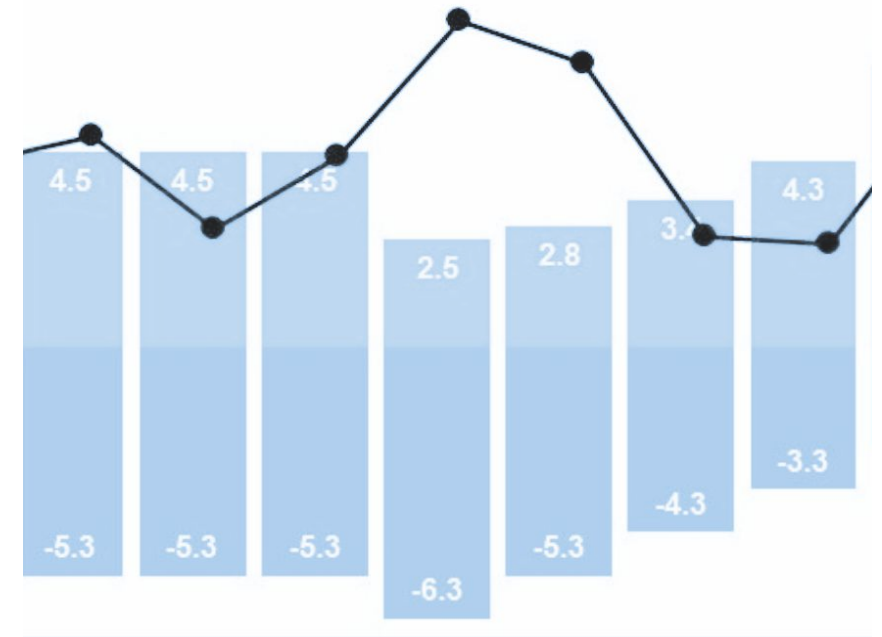


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RESEARCH & INTELLIGENCE

MARKET TRENDS AND LOCAL MARKET INFORMATION:

- B2B Marketplace:
- Connecting with Key Operators:
- Booking Type
- Segment:
- Market trends - Products:
- Local market developments



RESEARCH & INTELLIGENCE

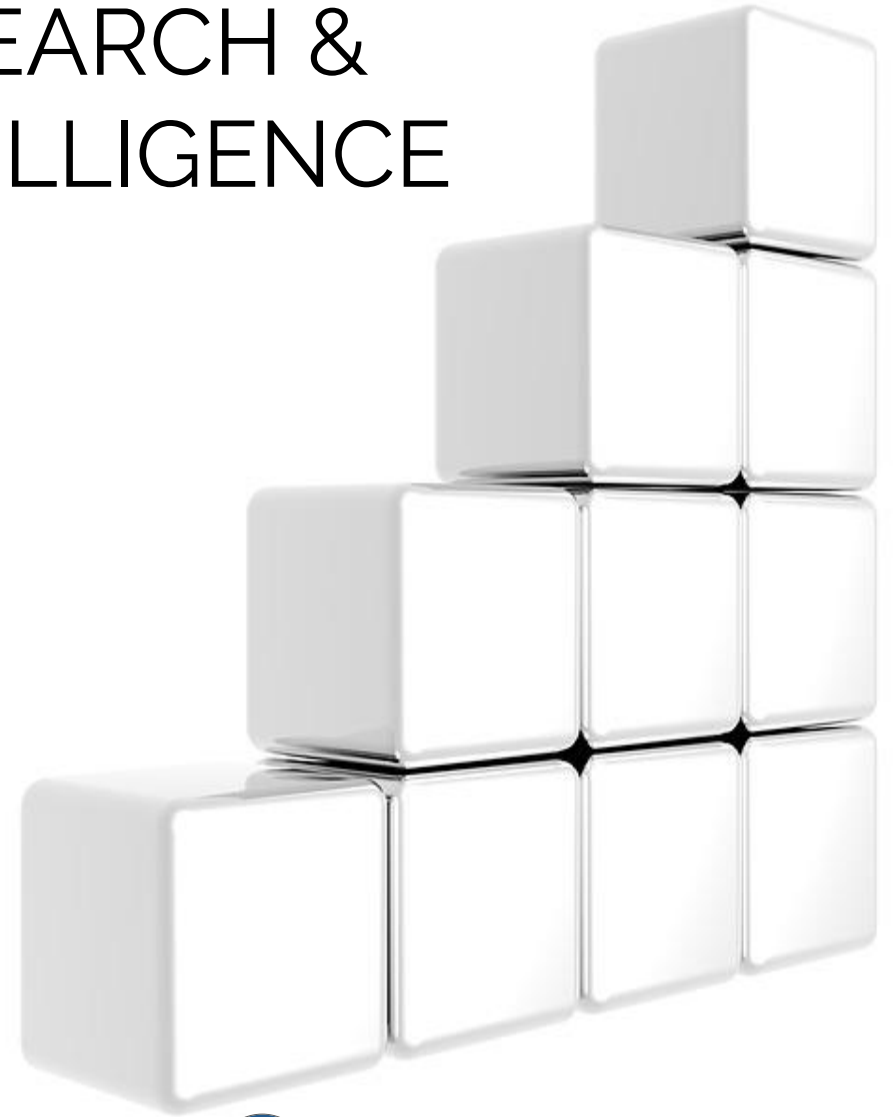
Data Partners:

- TCI
- Sojern
- Forwardkeys
- ETC
- Expedia
- AirBNB
- NTC members
- Tripadvisor
- PATA
- WTTC



Source Market Partners

Put together with students from key tourism courses in Finnish and other Nordic universities



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FUTURE OPPORTUNITIES

- Recruiting Buyer Members - New Agreement 2021
- Recruiting buyers to NTC events
- Webinars
- Seminars - training sessions
- Marketing and promotions for suppliers
- Market Research - deep down market analysis
- Fam-trips (physical and virtual)
- 1 to 1 Meetings
- Road Trips (physical and virtual)
- In market workshops
- Create a Nordic Club

Your thoughts or ideas?



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