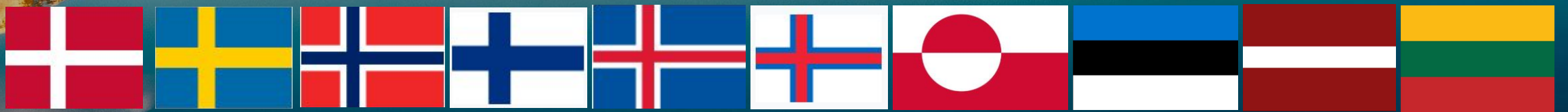




# NORDIC TOURISM COLLECTIVE





**Our background:**

- **Tumlare Corporation**
- **TUI**
- **JTB**
- **Travel Corporation**

**WHO WE ARE**







# OUR NORDIC STORY

**NTO's**

**Collaboration**

**The Nordic story**

**Connecting players**

**Nordic sustainability**

**The Nordic Tourism Collective established in May 2019**



# WHAT IS THE COLLECTIVE?

**Networking**

**Communicating**

**Collaboration**

**Business opportunities**

**Common issues connecting international buyers**

**Commercial - Not for Profit - Membership Association**





# OBJECTIVES

**Creating opportunities**

**Encouraging collaboration**

**Cross-regional activities**

**Unique events**

**Data sharing**



# POTENTIAL MEMBERS



**NTO's  
Cities**

**DMO's**

**Regions**

**DMC's and ground handlers**

**Hotels**

**Transportation**

**Restaurants/Attractions**

**and International buyers**



# TRENDS

**Destination**

**Source market**

**Seasonality**

**Type**

**Segment**

NORDIC TOURISM COLLECTIVE





# A UNITED VOICE

**Sustainability**

**Research**

**Low season**

**Alternative destinations**

**Long haul and short haul**

NORDIC TOURISM COLLECTIVE





# SOURCE MARKETS

## NORDIC



Norway,  
Denmark,  
Sweden,  
Finland,  
Iceland,  
Estonia,  
Latvia,  
Lithuania

## EUROPE



UK, Germany,  
Swiss/Austria  
France/Benelux,  
Italy/Spain/Med  
Eastern Europe,  
Turkey  
Middle East

## ASIA



China, India,  
Japan, Korea  
Taiwan/HK  
Indonesia  
Malaysia  
Singapore  
Vietnam  
Philippines

## AMERICAS



USA, Canada,  
Mexico/Central  
South America

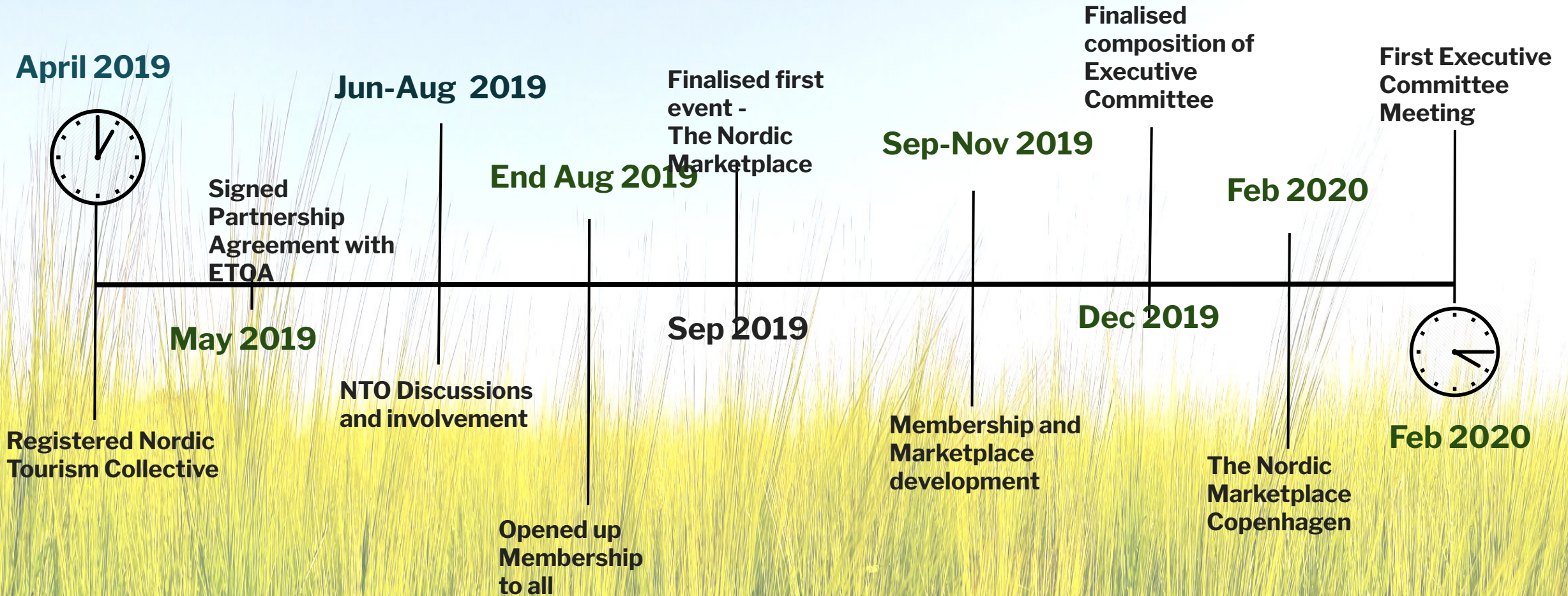
## OTHER



Australia,  
New Zealand  
Russia  
Africa



# THE JOURNEY SO FAR





# EXECUTIVE COMMITTEE

- Visit Denmark
- Visit Norway
- Promote Iceland
- Helsinki Marketing
- Nordic Choice Hotels
- Visit Estonia
- Stena Line
- SAS
- Tauck Tours
- Kuoni Tumlare
- ETOA





# ETOA



January,  
London



February,  
Seville



June,  
London



October,  
Lucerne



November,  
London



May 2020,  
Shanghai

# KEY PARTNERSHIP

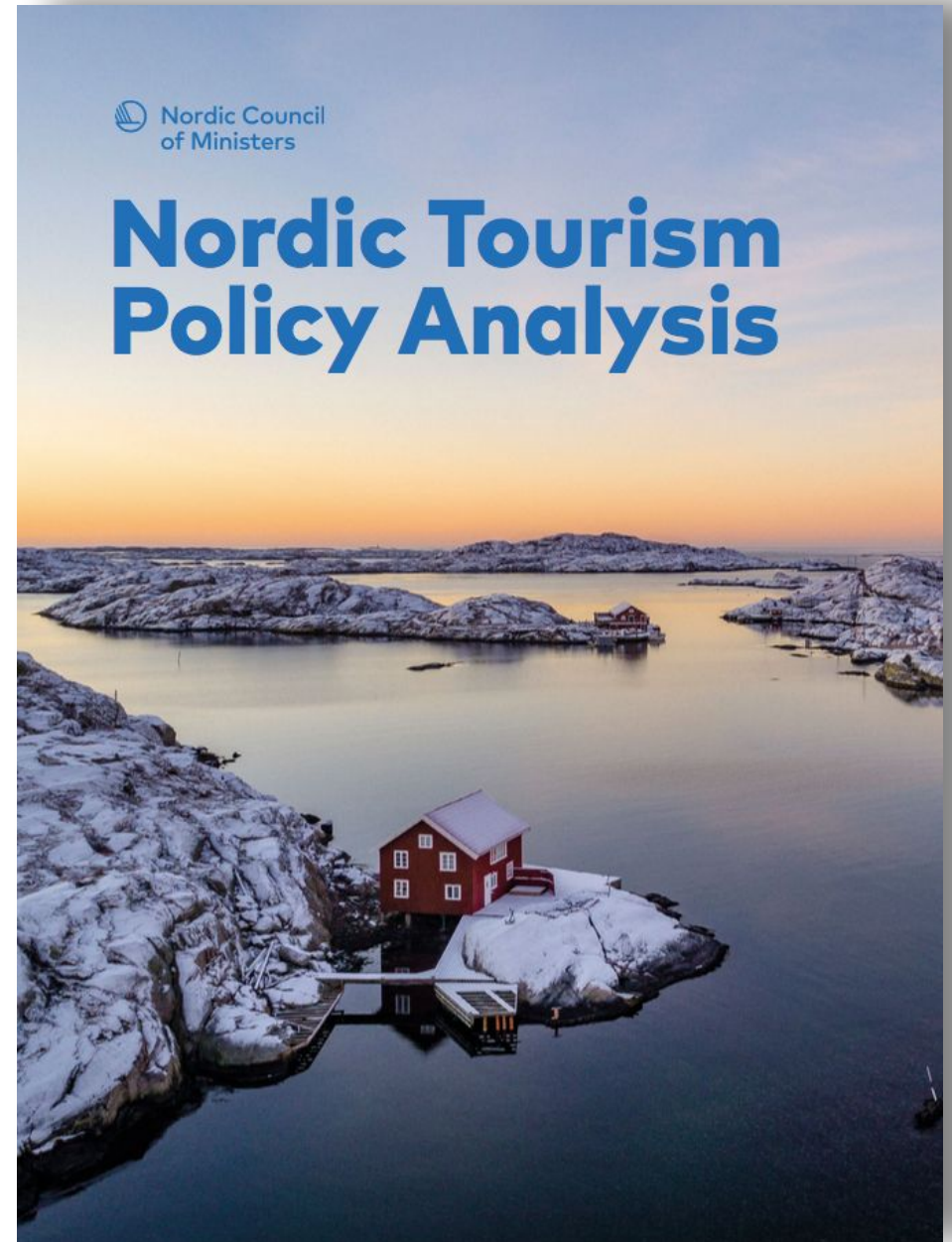




# NORDIC COUNCIL OF MINISTERS

*“..there is real potential to add value for tourism in the Nordics by strengthening Nordic cooperation in the sector.*

*There are common themes and challenges that the countries share, which resonate strongly with key themes in national tourism strategies..”*







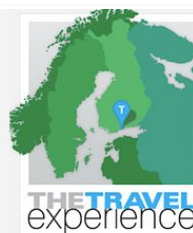
# tourism consultants

for sustainable and responsible growth in travel, tourism and hospitality.

nordic travel solutions work with destinations, operators and service providers to develop their tourism business through improved marketing and product development to ensure year-round, sustainable and responsible growth.



# SELECTION OF MEMBERS





# INDUSTRY PARTNERS



CE360 Alliance  
YOUR CIRCULAR ECONOMY PARTNERS





# WORKING GROUPS

**Transportation | Cities | Accommodation**

**Sustainability | Islands | Digitalisation**





# EVENTS

**B2B Contracting**

**Sustainability**

**Domestic Nordics**

**Alternative Destinations | Islands**

**Low season**





# THE NORDIC MARKETPLACE



***The first Nordic & Baltic event of its kind***  
**A full day marketplace workshop for global  
tour operators and travel buyers**

COPENHAGEN  
FEB 24/25th 2020

**SOLD  
OUT**



An aerial photograph of a lush green forested island in the middle of a deep blue lake. The water is calm with some lily pads visible. The forest is dense and vibrant green. The sky is not visible, but the lighting suggests a bright day.

# ANY QUESTIONS?

Events?

Working groups?

Data and trends?



# NORDIC-UK

Nordic gathering

Facebook Nordic-UK group

Idea sharing, networking

Any ideas welcome







# **NORDIC TOURISM COLLECTIVE**

*Thank you for your time this morning*