



NORDIC TOURISM COLLECTIVE

A year in reflection

2019-2020

Out with the old...

One can't underestimate the scale of the disaster that struck our industry in 2020.

With a complete collapse of all international travel, many companies have had little or zero business since February 2020. Some have managed to pivot their operations to domestic activities and some have benefited briefly from bubble-arrangements that developed in June and July. But for most, it's been an incredibly difficult year, unlike any other.

Although travel has been the hardest hit economic sector in 2020, it's likely that our industry will see a faster recovery than many other areas of the economy. Holiday spending is seen as a priority compared to other types of discretionary spend and has tremendous pent-up demand. The rebound for holiday spending will be more accelerated than for other leisure spending.



...in with the new

Adapting to a new tourism landscape, unimaginable 12 months ago, the Nordic Tourism Collective is building its European and specialist buyer membership in readiness for the much anticipated uplift from nearby and proximity markets. At the same time, we are also coordinating a specialist Nordic market data programme that will provide source-market intelligence to share with our members, to help in the strategic planning for recovery.

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.



Back to the beginning

The Nordic Tourism Collective was founded in London in 2019 by Paul Wagner and Andy Fairburn who met whilst working at Tumlare Corporation twenty years ago. From the start, our mission was to forge an association that binds the wonderfully diverse Nordic and Baltic regions together.

The Collective is the only organisation that connects the entire Nordic region with members that comprise hotel companies, tourist boards, DMCs, transportation companies, attractions, Nordic tourism suppliers and global travel buyers. Our collaborative networking arena gives tourism professionals access to a unique community of Nordic suppliers and international buyers, supported by dedicated Nordic B2B events, coordinated industry campaigns and B2B marketing representation opportunities.

The Nordic Tourism Collective is an independent, not-for-profit collaborative membership association and network for the whole Nordic travel and tourism industry. Our aim is to help facilitate, through increased cooperation, the sustainable development of tourism in the Nordic and Baltic regions.



The Collective's first meeting - 2nd May 2019

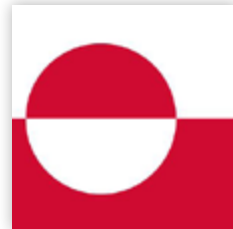
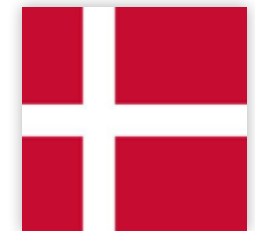
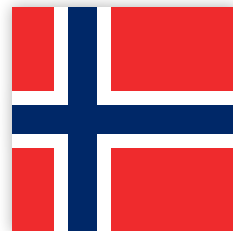


The story so far

The Covid-19 pandemic put a brake on the recruitment of new members for 2020, but interest in membership of the Collective is still high and we are delighted to have already an excellent cross-section of supplier members from all sectors of the industry and from all countries within the Nordic and Baltic region as well as specialist buyers from European markets.

Through our partnership with ETOA, we also have access to large international buyers from key source markets.

72 Nordic and Baltic
Members




Click the images above to see a full list of Nordic and Baltic supplier members

Partnerships

Cooperation, collaboration and communication is fundamental to our business philosophy and so with this objective, we have forged a network of partnerships around the globe, as we strive for a coordinated industry and political response to the crisis.





“ There is a clear value in belonging to a like-minded community where all members are invested in a wider goal, beyond the obvious benefits to our own companies. The Nordic Tourism Collective is the natural local compliment to that, with genuine local expertise and focus and an independent cross-border approach to the Nordics and Baltics, which is precisely matching how suppliers and customers view and sell the region.”

Richard Stone, Head of Field Sales, DFDS

Events

During the crisis the Collective has supported members wherever possible. At a time when empathy, engagement and communication were more important than ever before, the Collective hosted a number of 'Get-together' events enabling members to share their experiences and ideas for survival and recovery.

Market specific webinars have also been conducted in Russia and China to spotlight the changing environment in these key markets.

Together with our commercial arm Nordic Travel Solutions, we introduced the Rendezvous series of workshops for regional destinations and key partners.



Events: Get-togethers

Get-togethers
5

Guests
25
invitations

500+
participants



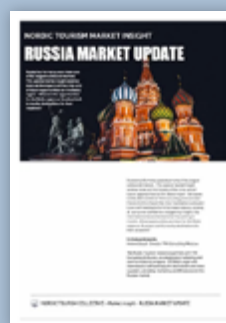
Click the images above to watch our past get-togethers or read a summarised transcript

Events: Market insights

2 Market insights

Russia & China

200+
participants



Click the images above to watch our past Market insights or read a summarised transcript

Events: The Nordic Marketplace

Copenhagen 2020

The first Nordic Marketplace workshop took place in Copenhagen, with our partners ETOA, where Nordic and Baltic suppliers met with international buyers to contract and discuss further business opportunities for the regions. All Nordic and Baltic regions were in attendance with representatives from Greenland, The Faroes, Iceland, Norway, Denmark, Sweden, Finland, Estonia, Latvia and Lithuania.



200+
participants



**International buyers
(All markets)**



**Nordic & Baltic
suppliers**



3000
meetings



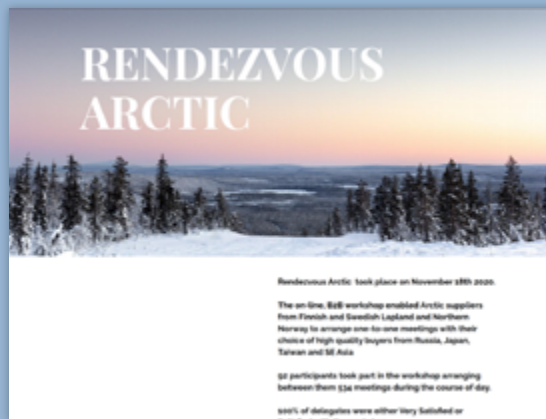
The 2021 Nordic Marketplace will be held online on 25th February

Click the link above to register for 2021 Nordic Marketplace

ETOA

Events: Regional Rendezvous workshops

Regional, partner driven and localised workshops



**Nov
2020**

534

meetings

90

participants

Arctic suppliers - **Nordic & European buyers**



90

participants

550

meetings

Baltic suppliers - **Nordic & European buyers**

**Oct
2020**

Click the images above to read more about each workshop

“ You always lift my spirits,
so nice to do business together”

Agnia Nast, B2b Manager, Visit Estonia



Source Market Partners

Our collaborative approach extends to our source market partnership network around the world. As the markets recover, local information will become invaluable. Operators will have changed, Some may be gone, new ones may appear, consumer trends will be different. Our source market partners enable us to obtain valuable access and insight into these key markets and inform us what is happening on the ground.



Helene Lloyd - Russia



Gisele Abrahao - South America



Rixin Jiang - China



Kjell Ellefsen - Japan & South Korea



Hannah Pearson - South East Asia



Mahip Agarwal - India



Elaine Nelson Peik - USA



Satu Raunola-Spencer
& Minna Monaghan - Australia



Johan Cavallini - Spain & Italy



Jan Badur - Germany



Carola Storbacka Martin - France



Sustainability

The crisis has provided us all with an opportunity to stop, regroup and rebuild for a better, more sustainable tourism future. We are working closely with destinations, providers and operators to help build a framework for the sustainable growth of tourism in the Nordic regions.

**The Collective is committed to
the sustainable development of
tourism in the region.**

**A number of dedicated events and
activities are planned for 2021.**



“ The Nordic Tourism Collective brings all parts of the Nordic & Baltic tourism industry together in a unique way. Being a member offers the opportunity to share thoughts and ideas between us and a whole new platform for developing the industry within the region to find a common way of working towards future goals.”

Johanna Berger, Director & Head of Contracted Leisure, BWH Hotels



Board



Andy Fairburn



Paul Wagner

Non-Executive Directors



Helena Egan



Vibeke Raddum



Neil Baylis



Patrick Richards



Bill Varon



EXECUTIVE COMMITTEE

Andy Fairburn	Director, Nordic Tourism Collective
Paul Wagner	Director, Nordic Tourism Collective
Siri Tallaksen	Senior Consultant, Innovation Norway
Flemming Bruhn	Director, Visit Denmark
Jenny Taipale	Director, Helsinki Marketing
Oddny Arnarsdottir	Manager, Promote Iceland
Agnia Nast	B2b Manager, Visit Estonia
Niko Ek	Regional General Manager, SAS
Lars Olsen	General Manager Travel, Stena Line
Mia Carlberg	Head of Leisure Distribution, Nordic Choice
Maju Niskanen	General Manager Europe, Kuoni Tumlare
Melaine Carrier	Supplier Relationship Manager, Tracoin
Tim Fairhurst	Secretary General, ETOA



Looking ahead to 2021

With a workable vaccine, coordinated testing and the unification of international travel protocols there is every reason to be more optimistic about 2021. The Nordic and Baltic regions are ideally placed to benefit from the undoubtedly, tremendous, pent-up demand for destinations that are clean, safe, relatively uncrowded and that have handled the crisis well.

As well as an expected surge in enquiries for rural locations, there will certainly also be a return for city tourism too - but with a demand for smaller, less crowded cities across the region.

It's likely that the luxury market will return first, as will FIT and the youth market too. The group market may take a little longer - *but return it will.*

Next year we look forward to welcoming new Nordic and Baltic supplier members to the Collective together with many more European and specialist buyers from key markets.

We already have a series of events planned for Q1 and Q2. Also in Q1, we will be rolling out our Nordic and Baltic region research data as well as setting up Nordic Working groups for key industry sectors.

2021 will be the start of an exciting future for the region. *Bring it on.*



Dear members, colleagues and friends,

Our thanks go out to everyone that has been so supportive in helping us to build the Nordic Tourism Collective.

We are lucky to work and to be associated with so many wonderful and positive people.

See you in 2021.



A handwritten signature in black ink, reading "Andy Fairburn".

Andy Fairburn Director, Nordic Tourism Collective

A handwritten signature in black ink, reading "Paul Wagner".

Paul Wagner Director, Nordic Tourism Collective



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DEN GRIMME ÆLLING

Den Grimme Ælling is a literary fairy tale by Hans Christian Andersen (1805–1875), a favourite childhood story of a small unassuming bird ignored by others, until it matures into a beautiful swan, the most beautiful bird of all. An apt analogy for the Nordic Tourism Collective as a platform for showcasing the beauty and rich diversity of the Nordic Region to international visitors worldwide.

Swans also partner for life, reflecting our commitment to building long term partnerships and cooperation; between:

- The Nordics and the rest of the world
- Destinations and suppliers in the region
- Suppliers and international buyers
- The local environment and the visitors it welcomes