

SEPTEMBER 2020



As Governments across the region have closed borders and focused on the promotion of domestic tourism, only now does there seem to be any recognition that international tourism is important too. Important not only to the hundreds of operators both inbound and outbound that have had such little business since the beginning of March but important also to the hundreds of hotels, attractions, venues, tour operators and other ancillary services that support one of the most innovative and vibrant industries in the world. Domestic tourism is not enough to save the tourism industry, it requires international tourists too.

Leisure travel, is a responsibly built industry and employs hundreds of thousands of people across the region. As the current situation continues, the tourism sector will continue to see rising unemployment and bankruptcies, and it will take years to lift the sector out of the crisis. This will in turn be reflected in both national and regional vitality development.

We can no longer watch and wait to see how and where the CV19 situation develops, because it is likely that this virus will be around in some form for a long time to come, with or without a vaccine. Regional solutions to get international tourists back would be one option. Comprehensive testing of tourists and service providers in the countries of origin and destination is another starting point. The development and introduction of high-tech health technology and rapid testing, enables monitoring and control through mobile applications can enable the implementation of efficient tourism corridors.

In this exceptional situation, open-minded solutions are the only way to survive. Decisions to relax travel restrictions for practical, responsibly implemented tourism must be made quickly so that our industry can be saved.

Updates on travel restrictions can be found on our website
<https://www.nordictourismcollective.com/nordic-news>





Source market partners

Never has it been more important to foster meaningful collaboration and cooperation, to lay the groundwork for recovery and for seeking opportunities where we didn't even know they had previously existed.

Tourism to the Nordics will survive and thrive but it may be very different in the future. The old way of conducting business in originating markets will change and understanding the new post-CV19 tourism environment in key markets will be crucial in planning.

In readiness, we have assembled a network of travel and tourism professionals in key originating markets around the world; **Russia, USA, South East Asia, South America, Japan, Taiwan, Australia, India, Germany, France, Italy and Spain**

Our Source market partners will work with us to share information, drive product innovation, create opportunities and help build recovery for the Nordic and Baltic travel industry

nordictourismcollective.com/source-market-partners

The Nordic Marketplace 2021

A date has now been confirmed for the Nordic Marketplace workshop 2021. A huge success, enjoyed by 190 participants in February 2020, our joint ETOA/Collective B2B workshop will take place virtually in late February 2021.

More information will be made available once details have been finalised in early September.



Nordic get-togethers

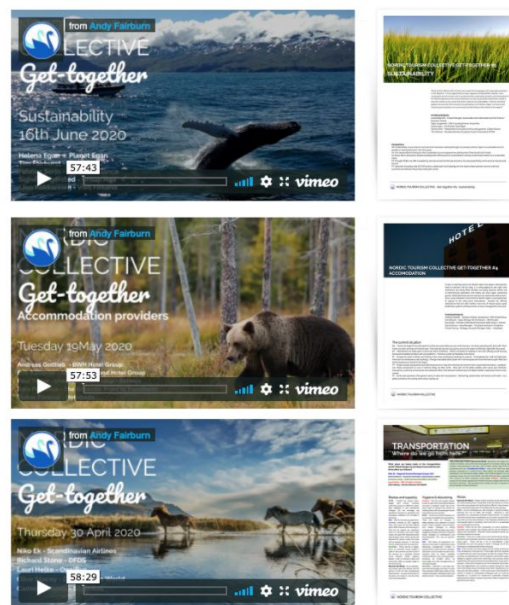
During the summer we held a number of Nordic get-togethers.

We invited high profile members of the Nordic and Baltic tourism industry to a series of informal conversations where they were able to share with us their experiences during lockdown and updates from their sectors.

Over 500 signed up for our get-together series covering topics such as transportation, accommodation, sustainability and attractions.

You can watch recordings of all the series or download transcripts here:

nordictourismcollective.com/get-togethers



Regional rendezvous

We are delighted to be working with a selection of our members on regional initiatives or localised events, these have become our Rendezvous series.

Rendezvous Baltics - October 2020

Working jointly with Visit Estonia, Magnetic Latvia and Lithuania Travel, our digital workshop event brings together Baltic suppliers and Nordic and other European outbound operators to explore new opportunities in nearby and proximity markets

Rendezvous Lapland - October 2020

To actively encourage winter tourism to the Lapland regions of Finland, Sweden and Norway, our digital workshop brings together Lappish suppliers and international buyers from Russia, China and SE Asia

Educational Rendezvous - Spring 2021

in anticipation that the youth sector will be one of the first to start travelling once restrictions are lifted, our digital workshop brings together accommodation and activity suppliers and international buyers and tour operators from the sector.

