

Asia & developing markets

Our B2B Market Activities 2020

It is as important as ever that Norway maintains her presence in our markets. Below as short description of some activities that we are doing on behalf of the Norwegian Travel Industry in our market. This page will be updated during the course of the year, at the beginning of each month. In Sweden we are continuously working to find new potential tour operators.

March/April

Brazil

In March & April, GVA in Brazil conducted a series of webinars to inspire travel professionals and promote Norway as a destination. The videos were used as part in **the campaign "WE CANNOT STOP"** that were created to inspire the travel trade during the quarantine.

18th March, Paula Villalba gave practical information and tips about a trip to Norway, in order to **help travel professionals to better organize a itinerary** in the destination. [View the video here.](#) The target market was **South America**.
58 participants.

18th March, Aline Paschoal gave practical information and tips about a trip to Norway, in order to **help travel professionals to better organize a itinerary** in the destination. [View the video here.](#)
77 participants.

27th March, GVA together with Norwegian partners. Aline Paschoal met with different representatives of Norway to speak about the **main attractions of the destination**. [View the video here.](#)
134 participants.

1st April, Aline Paschoal bring **news about sustainable alternatives** to include in your itinerary when planning a trip through Norway. The country that is very conscious, concentrates several interesting and inviting initiatives, **since nature is the protagonist of local tourism**. [View the video here.](#)
67 participants.

3rd April. Paula Villalba met with different representatives of Norway to speak about the main attractions of the destination. [View the video here.](#)
213 participants, both leisure & meeting segment were targeted.

7th April. Co-organised with Senator Turismo. We invited Carlos Henrique Dezen, from **Senator Turismo to talk about his experiences in Norway.** [View the video here.](#)

83 participants.

16th April. Co-organiser Nordic Ways. We invited Roberta Perez, from **Nordic Ways, to talk about itineraries in the Arctic and its charms.** There are many places that can be combined and Roberta is an expert on the subject. [View the viideo here.](#)

152 participants.

This webinar was also conducted towards South America, with 84 participants.

22nd April. Co-organiser V.O.S DMC. We invited Liliana Calisto from V.O.S DMC to speak about her services available in Scandinavia and the **different activities to learn about the region.** [View the video here.](#)

57 participants.

This webinar was also conducted towards South America, with 47 participants.

27th April. We invited Rangel Vila Boas, founder of the Sonder app, specialized for the LGBTQ and public, to talk about which destinations he finds most interesting and welcoming with this segment. During the webinar, he mentioned Norway and gave some tips to the destination. [View the video here.](#)

66 participants.

China

17th March. Scandinavian Tourist Board conducted an online webinar towards **operation and sales agents who are interested in Nordic products.**

1130 travel professionals attended.

28th April. In cooperation with **Fjord Norway, Visit Sognefjord and Miki Travel**, an online webinar was given to operation and sales agents regarding Norway as a tourist destination.

703 travel professionals attended.

India

6th-30th April. Scandinavian Tourist Board conducted a series of webinars in cooperation with many tour operators, towards their product managers and sales teams, both on the Leisure and Meeting segments:

Leisure segment

- 6th April, **Make My Trip**, large online OTA in India. 300 travel professionals

- 7th April, **Signature tours**, 8 travel professionals.
- 8th April, **SOTC**, large online OTA in India. 336 travel professionals.
- 23rd April, **Yatra.com**, second largest online OTA in India. 44 travel professionals.

Leisure & Meetings segment

- 9th April, **Gateways to Europe**, 20 travel professionals
- 23rd April, **Thomas Cook**, large online OTA in India. 306 travel professionals.
- 30th April, **G2Travel**, 8 travel professionals.

Meeting segment

- 15th April, **Travel Clinic**, 31 travel professionals.

May / June

Argentina

28th May. **Webinar towards Mediterraneo Turismo**. GVA gave an online training seminar about the strategy and information about the destination and we explained all the destination possibilities.
20 Travel professionals.

29th May. **Webinar towards Secontur Lufthansa City Center**, in order to train the team to promote and sell Norway. GVA gave an online training seminar about the strategy and information about the destination and we explained all the destination possibilities.
14 Travel professionals.

Brazil

19th May. This webinar targeted the **Meeting segment**. Larissa Carvalho talked about what Brazilians can learn from good practices with Norwegians: **culture, customs, education, economics and innovation**.
30 MICE professionals.

Several webinars were conducted towards different tour operators, in order to train their teams and clients, to better promote and sell Norway. GVA gave an online training seminar about the strategy and information about the destination and we explained all the destination possibilities:

- 20th May, webinar with **Personal Brasil**, 178 travel professionals.
- 25th May, webinar with **Terramundi**, 3 travel professionals
- 26th May, webinar with **CT Operatora / Signature Travel**. 167 travel professionals.

28th May. During the webinar, Aline Paschoal in **partnership with Walkiria Berg (@worldbywal)** brought **inspirations about the way of life** of Norwegians and how they differ from what we are used to in Brazil. Wal is Brazilian, but has lived in Norway for 12 years already. So he also shared tips on what customs could be applied in our daily lives.

60 participants.

12th June. Webinar conducted with **@viajandoconamor**. We focused on showing **all romantic possibilities in the destination**. June 12th is Valentine's Day in Brazil. Taking advantage of this special date, we made a webinar talking about romance in Norway. **Antonella Braillard and Fernanda (@Viajando com Amor)** talked about the experiences in the fjords and the experience of meeting the famous northern Norwegian lights

28 travel professionals participated.

18th June. Webinar conducted towards the **Meeting segment**, to show all possibilities to MICE segment in the destination. Larissa Carvalho shared an **overview for those looking for alternative MICE destinations** with information that can assist them in planning.

5 travel professional participated.

South America

15th May. Paula Villalba v/GVA, **spoke about the culture and customs of Norway**, with the Viking traditions, those who have an ancient culture around the children of others and other bad things.

48 travel professionals attended.

24th June. Webinar conducted with **Via Hansa Borealis**. Show all **luxury possibilities in the destination** and promote the partner. Antonella Braillard will talk to Bruno Galvão, from Viahansa & Borealis in order to promote the partner and show all the luxury experiences available in the destination.

China

STB in China conducted several webinars together with tour operators during these month. Training of the staff regarding destination knowledge and products in Norway was given to the operation and sales teams:

- 6th May, webinar conducted with **SZ-CITS-CHINA**. 304 travel professionals.
- 29th May, webinar conducted with **HGG Group**. 278 travel professionals.
- 5th June, webinar conducted with **Tuniu.com**. 140 travel professionals.

26th May. Webinar conducted with Bergen, Flåm and Hurtigruten, in order to develop knowledge about the destination and products of Norway. Operation and sales agents participated.
363 travel agents.

India

12th May. Scandinavian Tourist Board conducted a webinar towards the FIT division of the tour operator **Make My Trip. The FIT segment will probably grow** as the trend will shift slightly from group to FIT in the future.

The Philippines

4th June. We conducted a webinar together with the **tour operator RTS/Trade Wings Online** to introduce Norway as a travel destination towards travel agencies. The local knowledge is often mostly about Oslo. This webinar promoted the **different regions of Norway, the different seasons and activities.**

130 travel agents participated.

July / August

Brazil

In July, GVA conducted a series of webinar to showcase all unusual luxury possibilities in the destination Norway:

- 2nd July, webinar conducted with **Nordic Ways**. Antonella Braillard was with **Roberta Perez from Nordic Ways**, talking about the services they have for the most demanding passengers. Those experiences and activities that are necessary when making an exclusive itinerary in Norway.
- 8th July, webinar conducted with **Visit Flåm**. Antonella Braillard was with **Fabiola Salmoran of Flåm**, talking about the services they have for the most demanding passengers. Those experiences and activities necessary when making an exclusive itinerary in Flam.
- 10th July, webinar conducted with **V.O.S**. Antonella Braillard was with V.O.S. talking about the **services they have for the most demanding passengers**. Those experiences and activities necessary when making an exclusive itinerary in Norway.

16th July, webinar explaining **all possibilities of Norway in a Nutshell program**. Aline Paschoal presented the famous program Norway in a Nutshell and will give more details, information and answer all the questions from the travel professionals regarding this itinerary.

29th July, webinar showing the **high gastronomy in the destination**, discovering luxury in Norwegian cuisine. Antonella Braillard will make us taste Norwegian flavors and creativity in the dishes from home.

South America

24th July, webinar **showing all romantic possibilities in the destination**. Paula Vilalba talked about all romantic experiences in the destination. She explained why Norway is ideal for such a trip. Among fjords, dawns, waterfalls and mountains, she outlined this country can complement a love story.

Thailand

6th of August, webinar for Thai agents together with **Nordis Travel** about Nordic countries, and the current situation regarding travel restrictions and guidelines. Also touched on the **future scope of the travel industry in Scandinavia after Covid-19**.

8 tour operators participated.

September / October

India

15th September: STB conducted a webinar towards Rida International Indonesia Team. The goal was: upskilling the destination knowledge and training, assisting and creating new itineraries, promoting Norway partners engaged with India project, explaining the Schengen Visa process. Facilitating contacts of Norwegian partners to the travel trade. International teams from offices in India, Thailand, Malaysia, Phillipines, Indonesia attended the webinar. The destination presentation was customised to suit the Asian market. Possibility to combine Denmark and Norway on Fjordline were highlighted. This was followed by a Q&A session.

170 participants attended the webinar.

Japan

22nd October: Official greeting from Visit Norway to Hankyu Travel for their Scandinavian webinar. Short update on the situation, and that we look forward welcoming visitors from Japan to Norway again soon.

80 tour operators & travel agents attended the webinar.