



International B2B status report

- in connection with the Covid-19 pandemic situation

March 2020



Brazil

The current situation

How are things going?

- The market is very quiet – no movement. Everything is cancelled or postponed till later.

What are your biggest challenges rights now?

- No income for the TA/TO/DMCs. Costs on salaries, office etc still running.

Are you still getting a lot of cancellations? Are customers still keen to travel to Norway in the future?

- There is a mix between cancellations, and postponing their trips. No one say they will NOT travel to Norway as a result of the Covid19. There will be a need for a strong campaign after this crises to have Norway on top of destination. Assupmtion is that people will prefer more remote places than cosmopolitan cities after the outbreak.

How has the cancellation process with the Norwegian suppliers been? Have you experienced any changes in cancellation terms and conditions as a result of the situation we find ourselves in?

- As they are in the same situation, there is an understanding about the cancellations, and no fees have been charged.

When speaking to your customers – have you been encouraging them to rebook for later? Have they wanted to rebook or have they wanted to cancel completely?

- Some prefer the refund (as their economy also is tight), while others want to rebook.

Market insight relevant for the Norwegian tourism industry

Scandinavia, and then Norway, might recover earlier than other destinations.

The client profile of travellers choosing Norway, shows they have higher income, so the economical impact might be smaller on them than the average traveller which ususally travels to regions such as Spain and Portugal.





Tusen takk!
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