

TEMPLATE PARTNER ACTIVITIES – PHYSICAL

MARKET: Brazil and Argentina

Activity name: Roadshow Brazil & Argentina

Date: Week 11 / 12

Segments

Choose amongst the following (multiple choice allowed):

- Adventure
- Energy
- Culture
- Food
- High end

If relevant, choose amongst the following (multiple choice allowed):

- Sustainable travel/ slow travel / electrical transport
- #Friluftsliv
- “Levende Bygder” (local heritage)
- “Norske matskatter” (Norwegian food treasure)
- Sami culture
- Epic escapes
- High end
- Slow travel

Ambition and purpose

Ambition (multiple choice allowed)

- This activity will help us reach out to the relevant tour operators we wish to work with in the long-term.
- This activity will help up educate the local travel trade in the direction of our strategy.
- This activity will help generate sales and help Norwegian tourism industry to get increase business via the B2B segment.
- This activity will help Norwegian tourism industry to be able to develop the right products for our international guests, by keeping up with the market situations.
- This activity will help Norwegian tourism industry to adapt their products to our strategy and get an understanding how to implement evt. changes in a B2B perspective.

Purpose (choose one)

The **main purpose** of this activity is to satisfy this client need:

- General marketing of your company & products towards the B2B segment in the market

Participants - suppliers

This activity fits to companies that:

- Are new to the market
- Already have some network & market knowledge
- Already have a very good network & market knowledge

We will organize a workshop in three cities in Brazil and Buenos Aires, where we will invite the most relevant tour operators and travel agencies working already with Norway or with potential to start selling Norway.

Type of companies recommended to participate:

- Activity companies
- Attraction
- Carrier
- Destination company
- Regional destination company
- Hotel
- Other accommodation
- Incoming operator – regional
- Incoming operator – national

Participants - buyers

What kind of buyer companies

- Tour operator
- Travel agency
- Event agency
- Independent agents
- OTA

Type of products

We will invite the most relevant tour operators and travel agencies working already with Norway or with potential to start selling Norway.

We will have a particular focus in tour operators which include Norway as stand alone product with at least four-five nights in Norway, or in combination with Scandinavia. We will also focus on high end segment which is getting more and more important in these markets.

Activity description

What is the activity?

Workshop

We organize this roadshow as a follow up to the roadshow organized in 2023 where we noticed a big interest for Norway among participants. Also because of the positive trend in bednights and the general positive trend for Brazil as outgoing market towards Europe. We expect to have around 150 participants in Brazil and between 50 and 75 in Argentina.

Technical information

Price: Participation fee: 3.500 € per company/person in the four cities. 3.000 € per company / person for participation only in Brazil.

For participation only in Brazil, please contact.

Max./min companies or persons:

Minimum partners: 5

Maximum partners: 20

Registration link OR «register your interest» link: <https://forms.office.com/e/T53XmSZ3G0>

Describe which kind of registration process you will have:

1) First come / first served principle

Registration process «first come / first served»

B) You open first «register your interest»

- Give a deadline to register interest. 10 January
- Give an indication when you will open the registration: 11 January

Communication:

Inform about the activity and registration link to all that have registered interest

If you want to reach other suppliers that the ones that registered interest, send Siri the information regarding link & deadline and we will put it on the website and newsletter evt.

Registration process for selection of suppliers / priority list

Forms of «registration of interest» with a deadline

1) After the deadline – if you are not satisfied with the results:

You can decide to prolong the deadline and try to recruit more interest:

- 1) write an email to all those who have registered interest and explain that you have prolonged the deadline.
- 2) recruit more suppliers by either via newsletter/emails/phone calls
- 3) change the final date on the webpage

2a) After the deadline – if you are satisfied with the results:

Send the registration link to all that have registered interest and ask them to confirm their registration within a deadline.

After the deadline, decide whether to recruit more suppliers or not, by either writing emails to the ones you target or by putting it out on the webpage /newsletter

2b) After the deadline – if you are satisfied but have way too many who have given interest and you will need to select:

Send email to each of them saying that there is too much demand, so you need to confirm that they are still interested. Give a deadline for quick feedback.

After the feedback, if too many are still interested, then use the priority list to make your choices.

Priority list should be published on the activity page and made known to all. Ideas:

- 1) Suppliers that can offer a whole year offer for the B2B segment
- 2) Guarantee a supplier mix from the whole country
- 3) Guarantee a mix of different type of suppliers
- 4) Suppliers that have not participated before/the year earlier
- 5) Suppliers that have an eco-certification or in the process of getting one
- 6) Norwegian companies will be prioritized