

Germany- Austria-Switzerland

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

During the months of March and April, we carried out an in-depth situation analysis and evaluation with different tour operators from DACH market. We conducted several interview with tour operators on the Corona situation and the effects to report to Norwegian travel trade industry.

May / June

During the months of March and April, we carried out an in-depth situation analysis and evaluation with different tour operators from DACH market. We conducted several interview with tour operators on the Corona situation and the effects to report to Norwegian travel trade industry.

August / September

Newsletter sent to the around 3000 event planners / corporate regarding meeting & MICE possibilities in Norway.

1st of September. We informed DACH event planners about Norways Mice possibilities and Corona update through an article on E-mag. It included one multimedia/interactive page in a new MICE board emag about Mice destinations that "are open" after/within Corona.

October / November

Newsletter sent to the around 3000 event planners / corporate regarding meeting & MICE possibilities in Norway.

29th October. We organised a webinar with Visit Sognefjord towards DACH tour operators. The webinar was conducted as a virtual famtrip.

10 tour operators attended the webinar.

We also conducted a webinar with Fjord Norway towards DACH operators, to promote "luxury and activity" in the fjords.