



MARKET: Italy

Per 25th May 2020

PRESENT CHALLENGES

Re-opening of borders

- **Uncertainty related to the reopening of borders** around Europe/Schengen area and secondarily also the rest of the world.

Situation after the re-opening

- **Who will be there and how?** The longer it last, the harder it will be to recover.
- The **purchasing power** of the travellers
- **Liquidity** of the companies (TOs and TAs).
- Flight connections.

Governmental measures - effects

- How will the situation evolve after the **expiry of social safety** nets implemented by the Italian government.
- Real effect of governmental measures to help the travel industry: more focus on domestic market **with big risk to forget the travel industry focusing on outgoing.**

BOOKING SITUATION

In general:

- People **are not booking any trips** at the moment, there is too much uncertainty.

Regarding Norway:

- Italian tour operators **have cancelled or are cancelling all bookings until June 20th** after the last communications from the Norwegian Government
- Tour operators, travel agencies and clients are still hoping to be able to get to **travel to Norway late this summer.**

OTHER

Border situation and travel advice:

- Italy is planning to open borders for all European/Schengen countries **from June 3rd without any quarantine.**
- Italy is pushing that no European country inside EU will have special agreements one with the other/s.

Information to the Norwegian travel industry:

Theme webinars related to presentation of **new products towards product managers** are very much appreciated.



Tusen takk!
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