

## ITALY

### 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.

#### May

*11th May.* We conducted a webinar with the tour operator **Il Diamante TO** to promote Norway as a destination towards their travel agencies. The webinar **had focus on Oslo as the subject was the Nordic capitals Oslo and Helsinki.**

579 travel agents participated.

*15th May.* We conducted a webinar with the tour operator **Giver Viaggi e Crociere** in order to promote Norway as a **Winter destination** towards travel agencies and their Giver sales force.

152 travel agents participated.

#### June

*04th June.* We conducted a webinar with the tour operator **Giver Viaggi e Crociere** in order to promote Norway as a **Winter destination** towards travel agencies and their Giver sales force. We used the tour operators' platform and network. It was good to reach new travel agents and inform their sales staff.

127 travel agents participated.

*09th June.* We conducted a webinar with the tour operator **Gattinoni Mondo di Vacanze**, in order to promote **Norwegian wildlife in the different seasons.** It was good to start a collaboration with one of the most important TAs networks. The webinar will be available also for the agents who couldn't attend live.

27 travel agents participated.

#### July

*08th July.* We conducted a webinar in cooperation with **Visit Nordfjord**, to inform Italian tour operators about the **opportunities of Nordfjord with an eye to Go Viking period and new products.** Beate Vik Hauge presented Nordfjord region underlining opportunities into the Viking period, some new products and news with the help of a presentation and some videos.

39 travel professionals participated.