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Visit Norway Italy

Milan, 2nd September 2020

Summer 2020

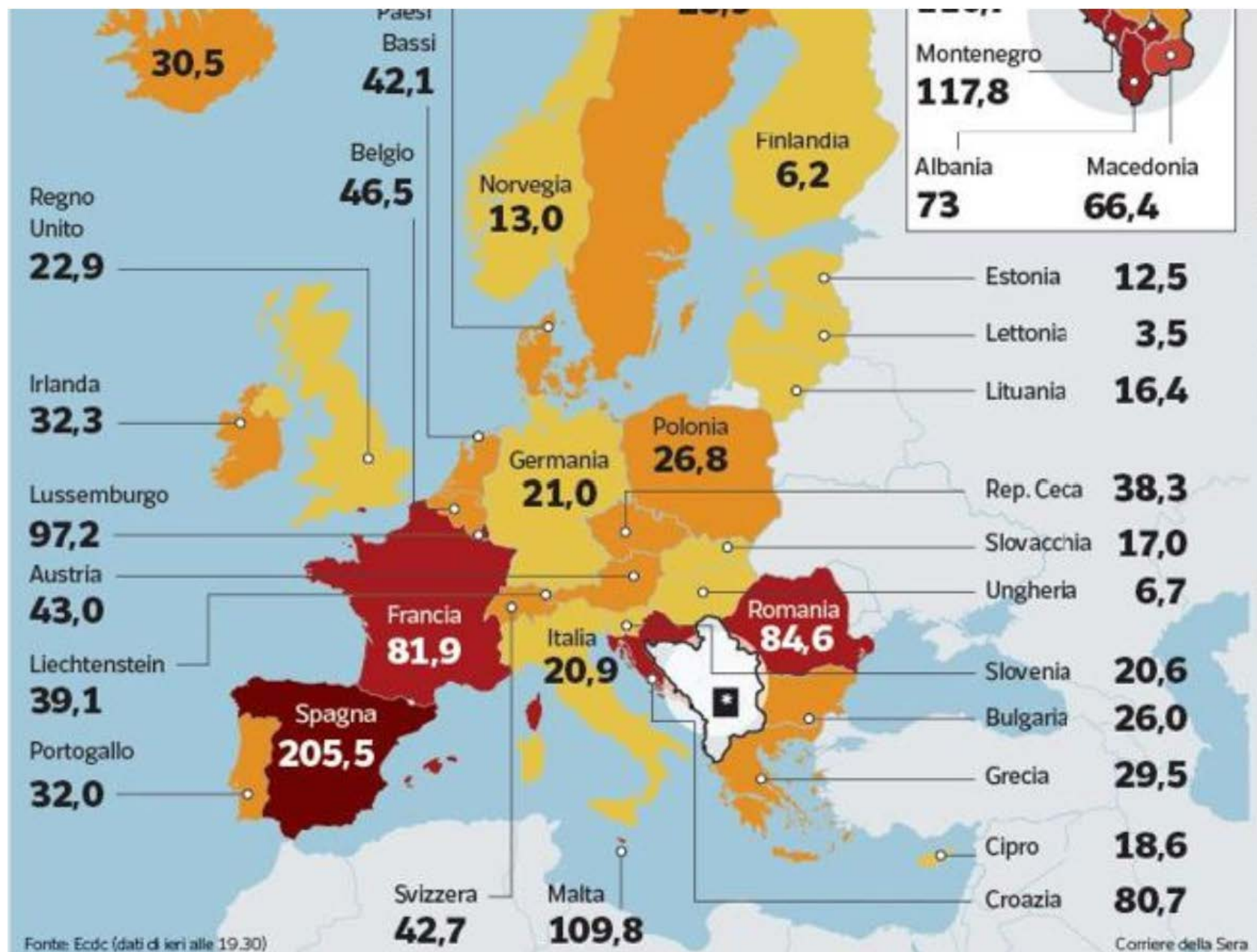
What about Italy...

Since last time...

- Since June Italy re-opened the borders and it has been possible to travel freely both in Italy and in all the EU and Schengen countries without any quarantine.
- Most of the all normal activities have been allowed with still some precautions (face masks still required in all public transportation, shops, cinemas, theatres, and in bars and restaurants when not sitting).
- Cruises has just restarted. MSC cruises has operated the first cruise along the Italian coast. Costa will do the same starting in September.
- Fairs and congresses are going to be allowed from Sep. 1st.

And the virus is still here...

- After having been hit severely in the first phase of the pandemic Italy has reacted with very strong measures to stop the virus and the results have been very positive. But the hope to see it almost disappear during summer is over.
- In the last couple of months Italy has been one of the European countries with the lowest rate of contagion.
- Even if affected by the new spread of the virus the situation seems to be under control.
- Many of the new cases are due to the circulation of the virus related to travel (vacation). Both internally and from people coming back from their holidays abroad.
- That's why Italy is obliging people coming back from Croatia, Greece, Malta, Spain to be tested for the virus (and soon those coming from France).



Some summer trends

A summer like no others...

- Short/medium haul trips (mostly domestic).
- Groups less appealing.
- Short holidays in terms of days.
- Mainly by car.
- Mountain more and more popular (looking for open air and distancing)
- Seaside good appeal but very dependent on the spread of the virus.
- Very few trips in big cultural cities/destinations (i.g. Florence, Rome, Venice).

News from the market

News from the market after the virus

- With the new spread of the virus tourism is still under pressure and the way to go out of the crisis is still long.
- More grants in August to TOs/TAs for € 25millions. Some regions (i.g. Veneto) gave grants to travel agencies to keep on going with their activities.
- The Italian Government has prolonged the ban to dismiss employees until mid November (at least) or until the end of the year in some other cases. This has been associated with some social security supports for the employees/employers.

News from the market after the virus

- Most of the tour operators and travel agencies staffs are still furloughed or on temporary layoffs.
- It is expected a high percentage of bankruptcies among the TOs/Tas (around 20%).
- Travel agencies are open but few business even during the summer.
- Planning holidays abroad now is a problem both for end consumers and professionals.

News from the market after the virus (Norway)

- After the re-opening there has been some traffic towards Norway. Small groups and individuals through TOs/TAs and some do it yourself travels.
- The worsening of the situation with countries going to red again had been a big problem with cancellations and flight re-bookings.
The new situation in Europe has penalized Italy because of no direct flights (as you might know every flight from “green” countries with stopovers in “red” countries oblige all passengers to be quarantined when arrive in Norway).
- Specialized Tour Operators are still focusing on the next winter season.
*At the moment there are some bookings for winter and next summer (mainly groups).
(Giver Viaggi still has the charter to Tromsø planned for the winter).
Other are thinking to restart hopefully next spring/summer.*

News from the market after the virus (Norway)

- Now bookings for the next seasons have stopped again since the situation is more and more unclear.
- *TOs already started to plan for next seasons. Some of them starting from next winter others from summer 2021.*

Italian buyers at NTW

Italian buyers

4 Winds (NEW)

ActivityBreaks.com (NEW)

Adventure Overland

Agamatour

Azalai Travel Design (NEW)

Blueberry Travel Company

Cocktail – Interstudio Viaggi (NEW)

Cosmos (Swiss Company)

E-Week

Essentia Viaggidea

Giver Viaggi e Crociere

Go World Tour Operator (NEW)

I Viaggi di Alice

***(NEW= New participant in 2020)**

 **Norway**

Il Diamante Tour Operator

Il Viaggio Journeys & Voyages

Kailas

Lab Travel

Le Vie del Nord

Musement (NEW)

Nico Tour Operator di Viaggigiovani

Norama Tour Operator

Nordic Light Travel

Ten Viaggi Tour Operator

The Wilderness Society (NEW)

World Explorer (NEW)

Winter

4 Winds (NEW)

ActivityBreaks.com (NEW)

Adventure Overland

Agamatour

Azalai Travel Design (NEW)

Blueberry Travel Company

Cocktail – Interstudio Viaggi (NEW)

E-Week

Essentia Viaggidea

Giver Viaggi e Crociere

Go World Tour Operator (NEW)

Il Diamante Tour Operator

Il Viaggio Journeys & Voyages

Kailas

Lab Travel

Le Vie del Nord

Musement (NEW)

Nico Tour Operator di Viaggigiovani

Norama Tour Operator

Nordic Light Travel

Ten Viaggi Tour Operator

The Wilderness Society (NEW)

Activities

ActivityBreaks.com (NEW)

Adventure Overland

Azalai Travel Design (NEW)

Blueberry Travel Company

Go World Tour Operator (NEW)

Kailas

Musement (NEW)

Norama Tour Operator

World Explorer (NEW)

Sustainable travels

4 Winds (NEW)

Azalai Travel Design (NEW)

Cocktail – Interstudio Viaggi (NEW)

E-Week

Giver Viaggi e Crociere

Il Diamante Tour Operator

Kailas

Le Vie del Nord

Musement (NEW)

Nico Tour Operator di Viaggigiovani

The Wilderness Society (NEW)

Activities in the Italian market 2020

Travel Trade Italy 2020 (autumn)



- **Nordic Workshop will go digital on 18-19/11/2020! CONFIRMED**
- TO – mapping (on going)
- Participation at **TTG** has been **cancelled**
- We are available to organize **webinars** or **virtual famtrips** (still popular among our italian partners).

Contact us:

During the workshop, we will be available for questions and support both days from **09:00** to **13:00** and from **13:30** to **17:30**.

Use this link to get in touch with us:

<https://visitnorway.whereby.com/meet-in-italy>

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