

A photograph of two women walking in a public square in Milan, Italy. Both women are wearing white face masks. The woman on the left is wearing a black coat over a white turtleneck and blue jeans. The woman on the right is wearing a bright yellow coat over a black turtleneck and blue jeans. In the background, the Duomo di Milano is visible, along with other people and a street lamp. The sky is blue with some clouds.

Visit Norway Italy

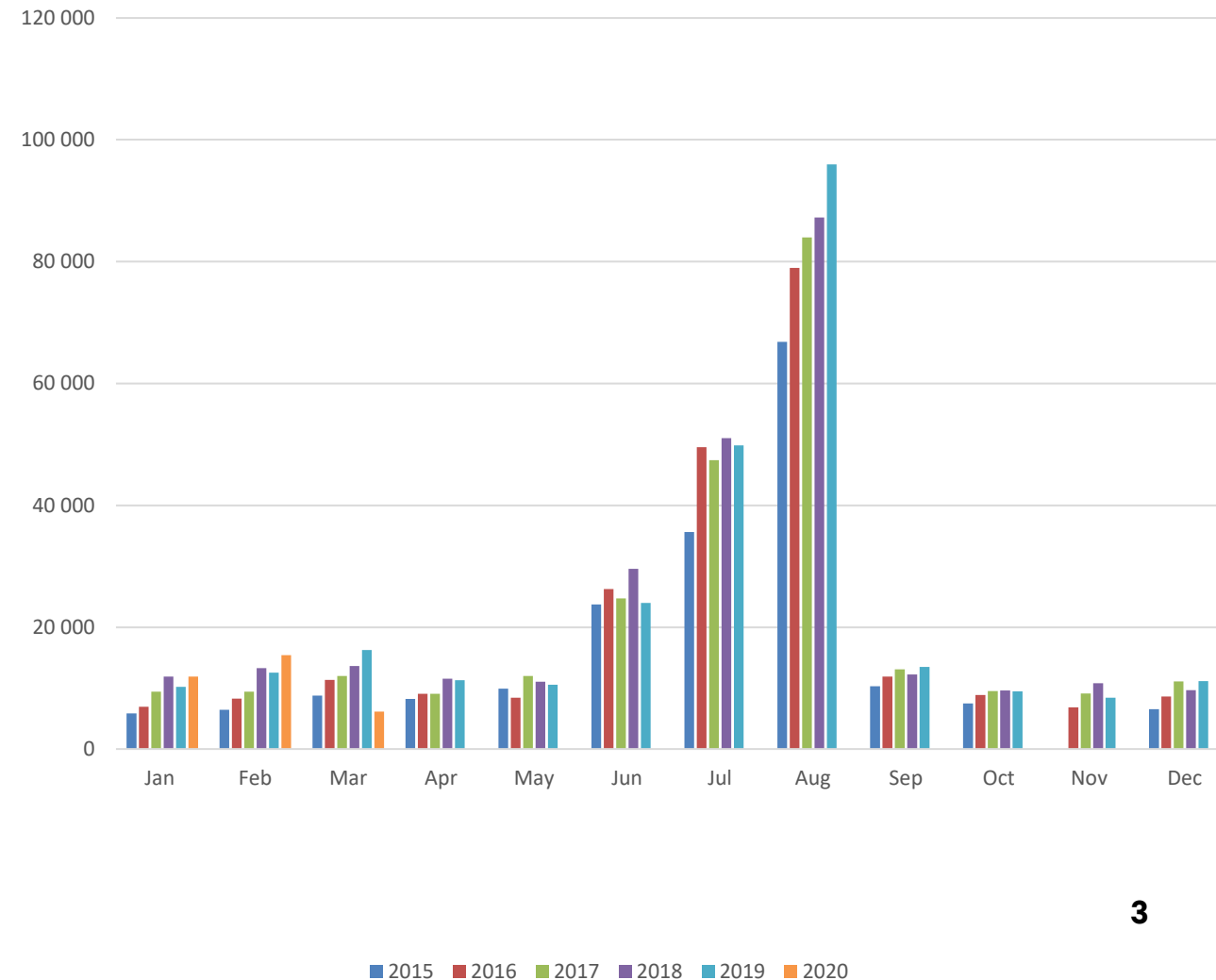
Milan, 19th May 2020

Facts & Figures

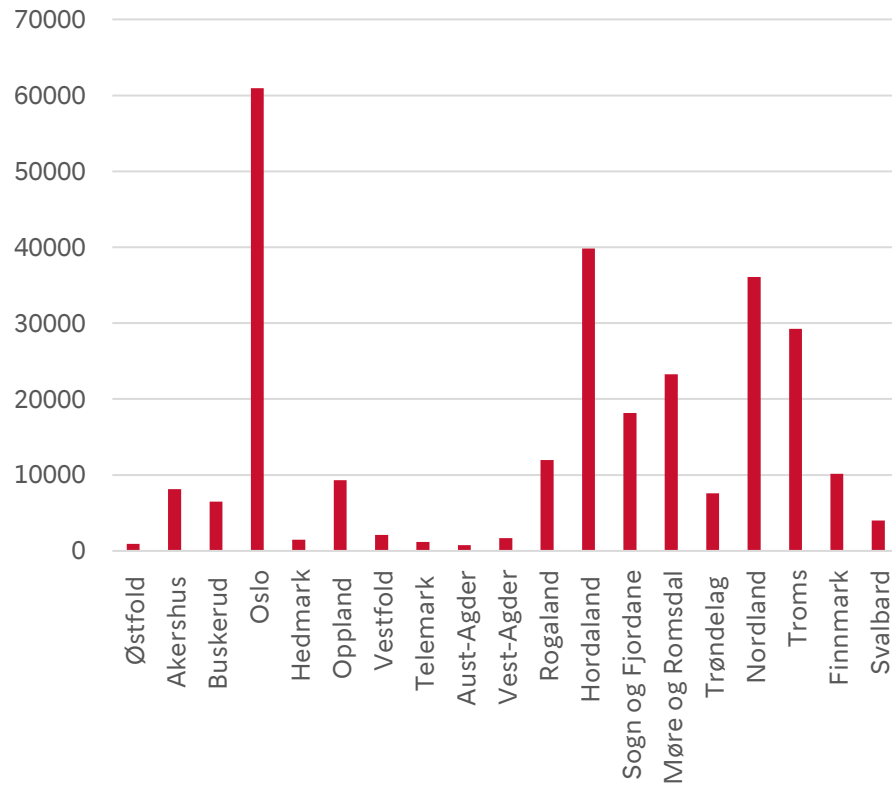
Italian guest nights in Norway 2015 - 2020

- Most of the traffic from Italy is coming in the summer season, **62%** of all overnight guests are concentrated in the period from June to August, and **70%** of journeys to the Nordic countries are sold in spring /summer season.
- However, we see a trend to travel off season. More and more Italians are traveling to Norway to experience winter, and especially the northern light safaris have become increasingly popular.
- The most attractive destinations are **Fjord Norway**, **Northern Norway**, and **Oslo**.
- **Guest nights for Italians in Norway in February 2020** increased of **23%** compared with the same month of last year, but sadly **March 2020** was down with **-62%**.

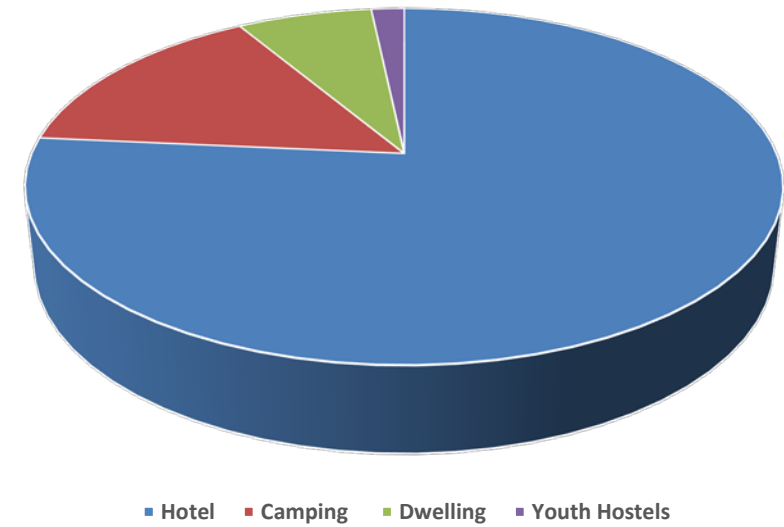
Italian guest nights in Norway 2015-2020



Italian guest nights in Norway 2019 by county



Type of accommodation 2019



The Italian Traveler in Norway

- 76% first time in Norway
- 74% are travelling in more than one region
- Destinations: Vestlandet (70%), Oslo (58%), Nord-Norge (51%), Trøndelag (41%)
- High satisfaction for Norway as a destination
- 47% traveled with partner
- 11% traveled with children
- On average groups composed by 2.2 persons (each group has 1.5 children on average)
- 21% booked the trip through travel agency/tour operator
- 56% men, 44% women
- 9,4 days per trip (12 during summer 2018)
- 86% main transportation plane; 6% car, 6% camper, 8% train/bus
- 77,4% main accommodation hotel
- Age of travelers: <34 years old 39% / 35-55 years old 43%, >56 years old 11%
- Daily expenditure per person during summer holiday NOK 1.385

• Source: Epinion and Turistundersøkelsen 2018 and Summer 2019

News from the market before the virus

- In Italy you have approximately **11 925** travel companies (of whom around 900 are only tour operators); 48% are in **Northern Italy**, 29,5% in **Southern Italy and Sardinia and Sicily**, while only 22,5% in **Central Italy**.
- Still **growing interest** for the destination; growth in the number of tour operators who sell Norway).
- Norway is seen as a **safe** holiday destination.
- The Italians favorite destinations in Norway; **Fjord Norway** and **Northern Norway**
- The Italian market is very **price sensitive**
- Many individual travelers (among the young ones), but still focus on ad hoc groups
- **TO Giver Viaggi e Crociere** 4 winter charter flights from **Milan – Tromsø** the 03.02.20, 24.02.20, 28.02.20 and **07.03.20 (cancelled)**
- **TO Giver Viaggi e Crociere** 4 summer charters: from **Milan – Bodø** 27.07.20 and 10.08.20, and from **Milan-Tromsø** the 20.07.20 and 03.08.20 **(cancelled)**
- **SAS 2020: planned** direct flights in high-season from **Milano to Bergen and Stavanger: Pisa to Oslo: Palermo to Oslo** : and on Saturdays from **Venezia to Oslo**.
- **Norwegian 2020: planned** to have direct flights **Napoli Oslo** 3 times a week, from before they have direct **Milan Oslo** and **Rome Oslo**.

After the outbreak of the virus...

Some dates:

- **February:** the virus starts spreading in Northern Italy
- **End of February:** many restrictions are implemented in some Italian regions (Lombardy and parts of Veneto and Emilia Romagna, the three most productive and affluent regions in Italy).
- **March 9th:** the Italian Parliament passes measures regarding a strict lockdown in all Italy. These measures implies that non-strategic sectors are obliged to stop or to reduce normal activities implementing home working. All citizens are obliged to stay home and to go out only for very important reasons (buy food, medicines and only in their hometown).
- **May 3rd:** end of the lockdown.
- **May 4th : Start of phase 2.** It is possible to travel within the different regions with some limitations. Reopening of some firms.
- **May 18th:** Reopening of bar, restaurants, shops, museums.
- **June 3rd:** It will be possible to travel around Italy. Italy will reopen the borders for EU and Schengen citizens, without quarantine.

News from the market after the virus

- The tourist sector is facing one of the biggest crises since the end of WWII and surveys show that tourism industry is the one that is suffering the most.
- Since the beginning of March most of the activities related to travel were stopped and it was just a question of bringing back all the tourists still around on vacation. All travel agencies were closed since then to the public (as most of shops) and TO's are working mainly from home.
- Most of the tour operators and travel agencies furloughed or put their staff on temporary layoffs.
One of the first actions taken by the Italian Government has been to prevent companies to fire people and to give help to support temporary layoff until 15.08.20.
The Italian Government recently voted new measures to help the recovery of the economy. These include € 4 bill. for the tourist sector.
- Still there is great fear of bankruptcy in tourism companies.

News from the market after the virus

- Most foreign airlines have cancelled their flights to Italy. In Italy in March, air traffic fell by -65.9% compared to the same month in 2019. Employees of SAS Scandinavian Airlines and Norwegian Air Shuttle based in Italy are on temporary layoff until end June.
- The first decree from the Italian government passed at the beginning of the crisis has given the possibility to the TO/TA to issue vouchers to the client when cancelling but in many cases, it hasn't been accepted by the clients. This have created big problems of liquidity to the TO/TAs that from one side get a voucher from the supplier and on the other hand have to refund the client.
- Long haul trips will be the most affected. For long-distance markets, it will be more risky to travel to distant countries for a certain period of time, which may be difficult to recover in the event of new crises.
- Short/medium haul trip will start before which will be good for countries like Norway.
- The cruise sector seems to be among the most affected, which will take more time to recover after the crisis.

News from the market after the virus (Norway)

- The Italian tour operators have sold a large volume for 2020 before the crisis came. During the months of March and April they worked mainly with cancellations and refunds of payments.
- *The booking for the rest of 2020 has completely stopped since the situation is so unclear.* The TO are still hoping that there will be some traffic in August/September (mainly FIT and not groups).
- At the moment most of the trips booked from the Italian tour operators to Norway until end of July have been cancelled (or they will be cancelled after Norway's recent decisions).
- Specialized tour operators are focusing on the next winter season.
- At the moment some tour operators are trying to keep the attention of travel agencies high doing webinars. In general with great participation from travel agencies (some tour operators have had between 700-800 participants at each webinar).

Activities in the Italian market 2020

Travel Trade activities 2019 -2020



- **4** study trip for tour operators
- **70** tour operator visits
- **1** Workshop Hiking&Biking in Lillehammer
- Organization of **2** Nordic Workshops; **Milan** and **Rome** for **80** Nordic partners and **120** tour operators
- Participation at TTG; the most important trade fair in Italy with **26 Nordic** partners
- TO – mapping
- **2** Seminars for travel agencies in collaboration with tour operator
- **Norwegian Travel Workshop** in Ålesund; the most important travel trade workshop **B2B**.
- **1 Event Fjord Norway Go Viking** for B2B and press
- **1** study trip for tour operators. IT (4 TO), and ES tour operators to Fjord Norway 16.-20.02.20, Go Viking concept
- **Tour operator visits** during BIT Borsa Italiana del Turismo.Tourism fair in Milan 10.-11.02.20.
- Close dialog with the Italian tour operators, carriers.
- **2** webinars for travel agencies in collaboration with tour operator Il Diamante and Giver Viaggi e Crociere
- Participation at **TTG**; the most important trade fair in Italy October 2020.
- **Nordic Workshop Rome and Milan** postponed to Nov 2020.
- TO – mapping

NTW 2020 Trondheim

Digital workshop
September 8th - 9th

- Adventure Overland
- Antarctica Travel Company
- Azalai Travel Design
- Blueberry Travel Company
- Boscolo Tours
- Cieloazzurro Tour Operator Srl
- Cosmos
- Essentia Viaggidea
- Giver Viaggi e Crociere
- Globus Family of Brands
- I Viaggi di Alice Srl
- Il Diamante Tour Operator
- Il Viaggio Journeys & Voyages
- International Tours Caldana Srl
- Kailas Srl
- King Holidays Srl
- Lab Travel
- Le Vie del Nord Srl
- Musement, a Member of TUI Group
- Nico Tour Operator di Viaggigiovani.it Srl
- Norama Tour Operator & Incentive House
- Ten Viaggi Tour Operator
- The Wilderness Society



Pioneering Sustainability



TTG Incontri Rimini

Joint marketing provides increased visibility in the market.

TTG 2020 Rimini
October 14th-16th



TTG Incontri Rimini is Italy's most important trade fair with around 65,000 visitors.

Nordic stand: Visit Finland, Visit Norway, and Promote Iceland.

In 2019 there were 26 Nordic partners; 6 Norwegian partners (5 from Nordland):

- Hvalsafari
- Visit Lofoten **New**
- Visit Narvik **New**
- Visit Vesterålen **New**
- Svinøya Rorbuer **New**
- Norwegian Air Shuttle



- **New New activity:** Seminar **BE ACTIVE**, focusing on active holidays in Nordland

Nordic Workshop 2020

Milan and Rome

- Hurtigruten ASA
- Hurtigruten Svalbard **New**
- Norwegian
- Radisson Hospitality Norway Asa **New**
- Region Stavanger **New**
- Rødne Fjord Cruide (MI and RO) **New**
- Scandic Hotels
- Terra Nova Scandinavia
- Tromsø Safari
- Visit Bergen
- Visit Flåm
- Visit Narvik
- Visit Nordfjord **New**
- Visit Nordmøre & Romsdal AS **New**
- Visit Sognefjord **New**
- Visit Svalbard
- Visit Vesterålen
- V.O.S. - Vision of Scandinavia

Postponed
• Roma 18 November 2020
• Milano 19 November 2020

NORDIC WORKSHOP 2020

SAVE THE DATE
ROMA – mercoledì 18 marzo
MILANO – giovedì 19 marzo

Clicca qui per registrarti

VisitDenmark  VisitFinland.com  INSPIRED BY ICELAND   Norway