



Market report Sweden May 2020 - MICE

Sum-up of the current situation

- The biggest challenges remains; trying to get through this crisis alive without almost any income . Concerns are about losing employees and no borders opening for travel before end of year. Finding other ways to deliver on costumers needs and educate staff within digital tools and solutions.
- Event agencies turn their services/business to deliver knowledge in professionally produced digital meetings (agendas, content and tech solutions).
- Almost all Event agencies have furloughed staff, some also laid off staff.
- Many actors believe that we will see more bankruptcies the coming weeks and the summer will show who survives within the MICE-industry and who will not.

Market insight from Innovation Norway Sweden

Status of reopening of the border

- *Per today Sweden and UD discourages abroad travel till 15/7. We hope to get further information beginning of June.*

Travel advices in Sweden per today

- *The domestic travel advice is 2 h from your home.*
- *We follow the discussion about open borders between Nordic countries closely.*



Tusen takk!
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