



MARKET: SWEDEN

The current situation – feedback from dialogue with agencies

What are the biggest challenges rights now?

- *Many clients are not willing to gather bigger groups of people. They are afraid to take risks with spreading the virus and afraid of damaging image and reputation outside their own organisation.*

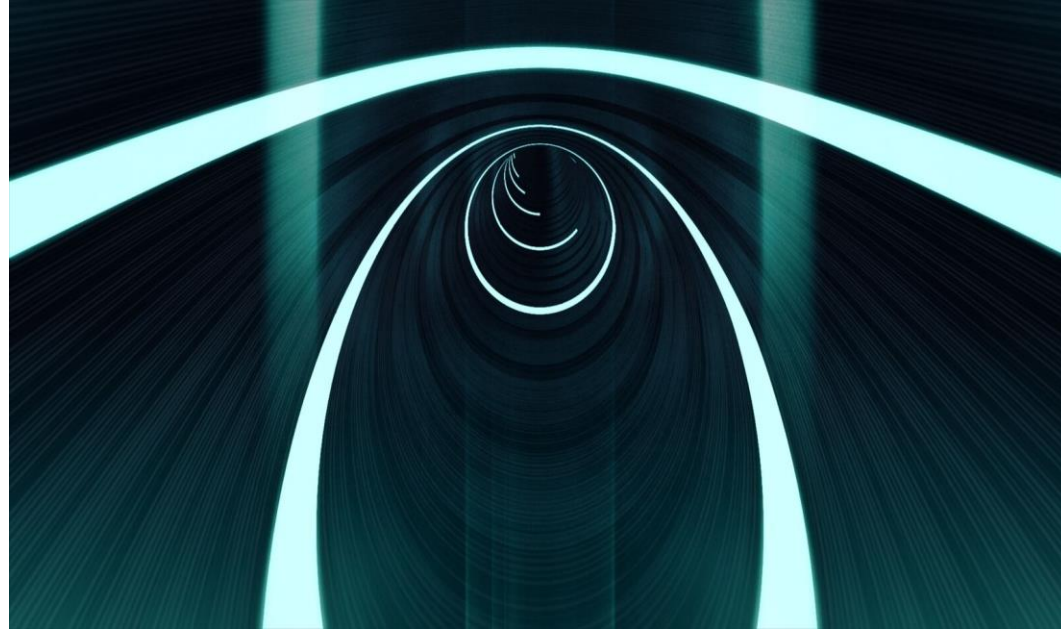
How are the interest/requests for Norway now in the time ahead?

- *The interest is there and some requests are coming in specific for Norway but the agents usually recommend to plan for 2022 as they think Norway are one of the most difficult destination to work with at the moment as the map for red to green countries changes quick and with out any “warning”.*

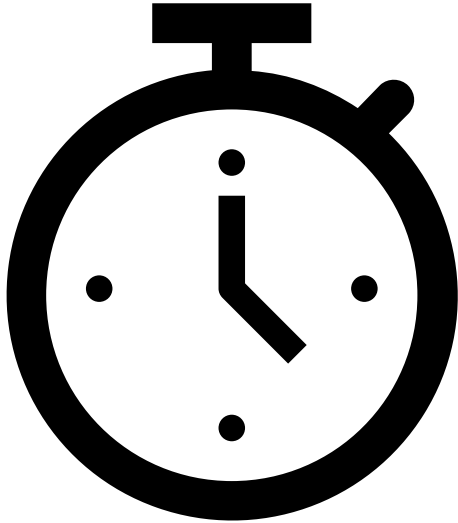


What trends do we see compared to before corona?

- *Hybrid meetings are becoming the solution. (physical/digital)*
- *Larger International companies gather local offices and connect internationally with digital solutions.*
- *MICE agents go towards helping clients with communication more than before. This in addition to arrange events/meetings/travels.*
- *Employees are more used to digital events and this will affect how we meet - not in the future **but now.***



What is important from Norwegian partners/suppliers in the time to come?



Provide full information about MICE opportunities and present competitive and attractive MICE products in Norway. Focusing on Sustainable Destinations and program. Updates in the format of stories and reliable information on safety regulations and restrictions due to corona situation. Flexibility in booking policy. Stay open for cooperation and keep dialogue – is very important.

Across Europe, most would rather cancel their holiday than go into quarantine

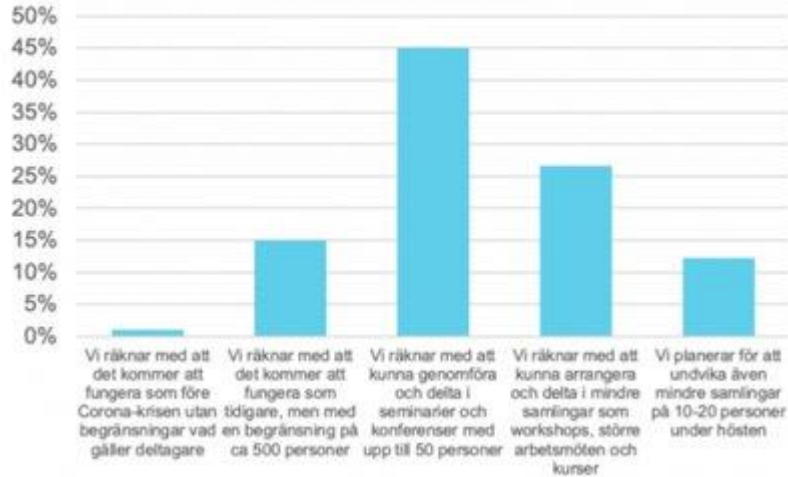
Please state how each of the following would affect your plans to go on holiday this summer (% of people in each country that ever travel abroad who say they would "definitely" or "probably" cancel their holiday)

● GB ● Germany ● France ● Denmark ● Sweden



Source: YouGov • [Get the data](#) • Created with [Datawrapper](#)

Vad är er huvudhypotes om situationen under hösten vad gäller möten, konferenser etc.?



- Mest sannsynlig at gjeldende restriksjon på >50 deltakere fortsatt vil gjelde.
- Håp om fortsatte møter men kun i mindre grupper.

Kairos Future Krisebarometer –

Market insight from Sweden

Current travel advice in Sweden

- *No travel restrictions to Norway, Finland, Denmark and 25 other countries listed as an exception, within EU.*
- *Travel restrictions for countries within EU if not listed as an exception – 7 October*
- *Travel restrictions for countries outside of EU, EES and Schengen – 15 November*

Rules for social distancing

- *Recommendations: avoid crowding in public places and public transports, keep distance at any time, avoid bigger social gatherings, be extra careful of your elderly people (+70), work from home if possible.*
- *Restrictions on arrangements for over 500 pax.*

Market insight from Sweden



Foto: Foap - Visitnorway

How business is affected in Sweden

- *We have increased number of bankruptcies compared to 2019 in the MICE industry.*
- *Very few book MICE trips abroad at the moment. 99% of deliveries are domestic in Sweden.*
- *No larger MICE events only smaller group meetings.*
- *The larger agents that adapted quick in offering digital arenas are now getting requests for arranging digital/hybrid events with their clients.*

Market insight from Sweden

The socioeconomic consequences

Signs of a slow economic recovery, but still a steep uphill

- ✓ BNP is forecast to -4,8% for 2020 but with a recovery to +3,4 % in 2021.
- ✓ The unemployment rate forecast to 10 % for 2021 - this is a long term effect.
- ✓ The consumers are now saving more than never before (1996) and sees the need of being careful with consumption.
- ✓ Production within Sweden's biggest industries is increasing and recovering
- ✓ Sweden's export is increasing and recovering
- ✓ The unemployment figures are decreasing



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