



**Research & Analysis
of the current situation of
Tour Operators &
Travel Agencies
in Brazil and LATAM**

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Executive summary

The Research & Analysis of the current situation of Tour Operators & Travel Agencies in Brazil and LATAM was conducted from the end of May to early June 2022. During this time we invited more than 500 agencies and operators from Argentina, Colombia, Chile and Brazil to participate in the survey powered by Norway and Global Vision Access.

In general, the study was very well received and we had positive responses when it came to completing the survey, an act not minor since we are in the middle of a process of resuming sales and actions by the players in the tourism industry, in the face of an uncertain context and a current situation that is difficult to face due to lack of team, equipment or investment.

For this reason, we understand that the survey participants really have interest in the destination and want to know more about it, this makes the results obtained with the surveys qualified and present a great potential for destination Norway.

In this document, you will find a comprehensive analysis of the results of this study together with an overview of all the main markets in South America (Brazil, Argentina, Chile and Colombia).

In addition, contact lists will be provided with information on key Tour Operators and Travel Agencies' contacts in Brazil and Latam.

We hope Norway and local partners will benefit from all the information gathered and based on them, create joint strategies and actions that will secure better ROI from the Brazilian and LATAM markets.

Introduction

Project Overview

The pandemic has caused dizzying changes in the global tourism industry, not only in the infrastructure of the industry but also in the mentality of those who operate in it. Therefore, the current context has new players who have adapted to the new scenario and who want new tools and contacts to help them move forward and stay in the game.

For that reason, we implemented this study of the current tourism scenario in Brazil and Latam, to understand the reality of the tour operators and travel agencies operating in these markets and be able to better advise them about Norway and the endless opportunities offered by the destination.

Project Objective

To understand the current situation of tour operators in Brazil and LATAM (Argentina, Chile and Uruguay) in order to know precisely in what context we are and how to educate/engage key players about/with Norway, so that they can better (and more) sell the destination.

Project Implementation

In order to achieve our objective, we applied a two-version form - one in Spanish and the other in Portuguese - that allowed us to receive great information and analyze the current situation of the tourism industry in Brazil and Latam.

The form was shared and implemented from 25th of May till 10th for June 2022, and the results are analyzed and presented in this document.

| Month | Activity | Timeline (weeks) | | | | | | | |
|-------|---|------------------|---|---|---|---|---|---|---|
| | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| May | Survey creation & implementation | X | X | X | X | | | | |
| June | Analysis of data generated in the survey | | | | | X | | | |
| | Elaboration of the presentation of collected data | | | | | | X | | |
| | Project Presentation | | | | | | | X | X |

Summary of the market situation in Argentina, Colombia, Chile and Brazil

Topics covered for each market: Economic and political situation - Tourism industry - Traveler profile

ARGENTINA

Economic and political situation

According to the World Bank, Argentina is one of the largest economies in Latin America, with a gross domestic product (GDP) of approximately US\$490 billion. Economic activity has recovered with a 10.3% increase in GDP in 2021, following a 9.9% drop in 2020 after the Covid-19 crisis. By the end of 2021, the economy was 5% above the pre-pandemic level of activity.

The fiscal deficit was reduced compared to 2020. However, the economy has imbalances. Monetary issuance to finance the fiscal deficit led to an increase in inflation, which in February of this year stood at 52.3%. Inflation causes uneasiness in society, discouraging the future of the country with great uncertainty for Argentines. This is also affected by what is happening worldwide with the Russia-Ukraine war, which influences the country and prices.

Tourism Industry

The tourism industry after the COVID-19 pandemic was one of the most affected areas, statistics indicate that in Argentina the number of people practicing tourism has been eliminated in recent years, due to the scarce existing tourist flow. Hosted travelers between February 2020 and 2021 fell by 38.5%. This goes hand in hand with the elimination of jobs, according to INDEC, around 200,000 jobs have been lost.

In the current post-pandemic scenario, travel demand is expected to be oriented to domestic tourism or nearby destinations, preferably outdoor activities, low density, where there is access to sanitary infrastructure.

Thanks to the tourist pre-sale program that reimburses 50% of the cost of the trip in credit (PREVIAJE) carried out by the national government, a high activation of Argentine tourism has been achieved. Up to the beginning of January of the current year, the government shared data showing that 4.5 million Argentine tourists had signed up for the program, the most popular destinations being: San Carlos de Bariloche, Ushuaia, Mar del Plata, El Calafate, Puerto Iguazú, Mendoza, Salta and the City of Buenos Aires.

The good results of this program justify the management of its 3rd edition. During the 2022 winter season, more than 300,000 tourists will use the benefit. San Martín de los Andes and Puerto Madryn will be added to the previously mentioned destinations.

In that line, according to the last report of the Monthly Economic Activity Estimator (EMAE), the "hotels and restaurants" sector was the one with the highest interannual growth in January 2022. The country was not one of the most chosen by tourists who do not reside in the country.

Profile of the Argentine tourist

Influenced at some point by the pandemic, Argentine tourists have some new habits. After 2 years of restrictions, they recognize that there is a lot of enthusiasm for traveling, which leads them to get information from professionals, seek advice and look for offers when choosing a destination. It can be said that there is a greater need for advice than in pre-pandemic times.

Mostly domestic destinations are chosen due, in large part, to the benefits of the PreTravel program. In that sense, they opt for short trips -for example, long weekends- and to nearby destinations, preferably including outdoor activities. The Patagonian region is currently a very popular destination for tourists.

Another factor to be taken into account by Argentines is the existence of flexible reservations and the possibility of paying in installments. Regarding the travel group, most travelers travel with at least one other person.

For some, the ideal is to stay in places where they can cook for themselves and avoid crowded places. Connectivity and internet access in such accommodations is also important.

CHILE

Economic and political situation

The difficult macroeconomic situation implies that it is not certain that the country will return to pre-pandemic levels in the medium term, poverty also will increase. GDP grew by 11.7% in 2021 (one of the fastest recoveries in the world), contributed to a rapid "normalization" of economic activity by a rapid vaccination rate, the labor market recovery was slower, 60% of the jobs lost in 2020 were recovered in 2021. Inflation accelerated 7.8% year-on-year to February 2022. Public debt reached 37% of GDP, the highest in three decades.

The consequences of the war in Ukraine are felt around the world, the uncertainty of the outlook is believed to affect private investment (engine of the economy), also influenced by the process of rewriting the constitution that the country is undergoing.

Tourism Industry

After a tough period for the tourism industry, Chile is beginning to approach pre-pandemic figures. During the February-April quarter, 118,275 jobs were created in the tourism sector, which is equivalent to an increase of +11.5% compared to 2020. In accommodation and food service activities, the year-on-year increase is 31.6%.

In March this year, the arrival of 81,230 foreign tourists was recorded, as well as tourist arrivals and overnight stays in tourist accommodation establishments, which amounted to 731,657 and 1,425,962 respectively. Although these are encouraging figures to think about the recovery of tourism, these figures do not exceed those of 2019.

It is interesting to note the increase in female participation, women are a fundamental pillar for tourism and local economies according to the national tourism director Beatriz Román.

Once again Chile is competing in the "Oscars of Tourism" (World Travel Awards), the country is nominated in 14 categories, including Best Adventure Travel Destination and Best Romantic Destination. The latter for the Atacama Desert, which covers the regions of Arica and Parinacota, Tarapacá, Antofagasta, Atacama and Coquimbo.

More than 50% of travellers coming to the country are motivated by nature tourism, and about 40% are motivated by culture and heritage. In this sense, it is planned to continue working on these aspects, an example being the activities planned throughout the country for Heritage Day in May. The Chilean government is more oriented towards the promotion of national tourists, foreign travelers have to carry out a series of bureaucratic procedures such as filling out an online form, having compulsory Covid-19 health coverage and upon arrival in the country undergoing a diagnostic test to rule out cases of Covid-19, as well as having a Mobility Pass.

Profile of the Chilean tourist

The vast majority of Chilean tourists are in favor of the reactivation of tourism, and prefer to go to domestic destinations. From March to November is the low season in Chile, a period that some tourists tend to opt for due to the low prices and the lower number of people. In that line there is a preference for traveling as a couple or family, rather than alone. In age ranges, travelers are on average people between 25 and 44 years old. Among the existing means of transport to move, the most chosen is usually the own car.

COLOMBIA

Economic and political situation

The gross domestic product grew 8.2% in the first quarter of 2022, influenced by activities such as commerce, transportation, manufacturing industry, and artistic activities (one of the activities that contributed the most percentage points). According to the International Monetary Fund, Colombia will continue on the growth path until 2027. In May, the first round of elections took place in the country and citizens gave their support to Gustavo Petro and Rodolfo Hernandez, breaking with traditional politics. These elections were held in a climate of distrust due to inequality, poverty, demands to reduce insecurity in the cities and violence by armed groups in rural areas. Analysts consider that whoever comes to power must make a deep tax reform since the total debt amounts to the equivalent of 49% of the GDP.

Tourism Industry

The tourism industry has suffered more than any other sector in the wake of the Covid-19 pandemic and the economic impact. In a process of recovery, like other countries, Colombian studies show that content and digital platforms have driven growth in travel.

In September 2020, after having banned international travel, Colombia resumed welcoming visitors on the condition that they present a negative COVID-19 test. However, land and maritime borders reopened only two months later. International overnight visits are estimated to have fallen by almost 60% in 2020.

In recent data, between January and March of this year, 914,882 non-resident visitors arrived in Colombia, an increase of 219.9% over 2021. The destination most chosen by foreigners was Bogota, followed by Cartagena, Medellin and Cali.

There was an increase of 142.4% -with respect to 2021- of Colombians who decided to travel outside the country.

The rate of occupied accommodations for the aforementioned period (January-March) was 52.1%.

Colombia is one of the 12 countries that developed a public policy to promote sustainability as the main axis of tourism, as well as having the biosafety tourism certification "Check-In Certified Covid-19 biosecure" recognized by the World Tourism Organization (UNWTO).

Profile of the Colombian tourist

Between January and March 2022, 1,063,870 Colombians traveled outside the country, their preferred destinations were the United States, Mexico and Spain. They prefer to travel with their families. As a result of the pandemic, tourists require flexible policies in terms of cancellation and changes in their reservations. The vast majority choose to seek advice from a travel agency.

According to a study conducted by Ipsos - Market Research, 71% of Colombians prioritize places that protect the environment, and 45% want to visit destinations that use natural resources in a sustainable way. Natural parks are also among the preferences of Colombians.

BRAZIL

Economic and political situation

Brazil is the thirteenth largest economy in the world. The country is still working on its reconstruction after the recession that occurred seven years ago, when the economy contracted by almost 7%. Since then, Brazil has not been able to grow at the same pace it was accustomed to during the decade prior to the recession. However, Brazil's economy has experienced a slow but steady recovery in recent years. In 2021, GDP is estimated to have grown by 5.2%, driven mainly by the gradual reopening of the economy and rising commodity exports. South America's largest economy is expected to grow at a slower pace in the coming years, with the IMF forecasting GDP growth of 1.5% in 2022 and 2% in 2023.

With respect to the country's political framework, its far-right president-elect, Jair Bolsonaro, took office in January 2019 and has since faced a polarized country. During the COVID-19 pandemic, the government announced measures to support informal and self-employed workers (at a fiscal cost of 4.8% of GDP), which somewhat succeeded in increasing President Bolsonaro's approval ratings. However, in 2021, a Senate commission evaluating the government's handling of the COVID-19 crisis gained momentum and the president's popularity among Brazilians decreased significantly, which could affect Bolsonaro's performance in the next presidential election (October, 2022)

Tourism Industry

Brazil implemented a temporary reopening of domestic tourism in May 2020, however the industry could not avoid a massive closure of companies, with micro and small businesses being more affected. Revenues from the tourism industry fell by 35% in the year mentioned above.

Although not many foreigners choose the country as a tourist destination, Brazilians themselves do choose to travel within Brazil. The travel market is slowly recovering, in the first quarter of 2022 there was a growth of 42.2% compared to the same period of 2021. Throughout the country lodging places have started to make improvements to their spaces.

The Northeast is the popular destination of choice, with Salvador (Bahia) at the top of the ranking followed by Fortaleza (Ceará), Maceió (Alagoas) and Natal (Rio Grande do Norte). With the arrival of cold weather, the demand for winter tourist destinations increased, with Gramado (Rio Grande do Sul) being the most popular.

Profile of the Brazilian tourist **(general idea but remember they are millions and even 1% that acts differently from the generalization below is still a very big/potential “niche” to work with)**

The Brazilian travelers plan their trips more, prefer nearby and short-duration destinations, opt for travel as a couple and advance online bookings. They are also motivated by cultural trips. The cell phone is the predominant means of searching for information and making reservations.

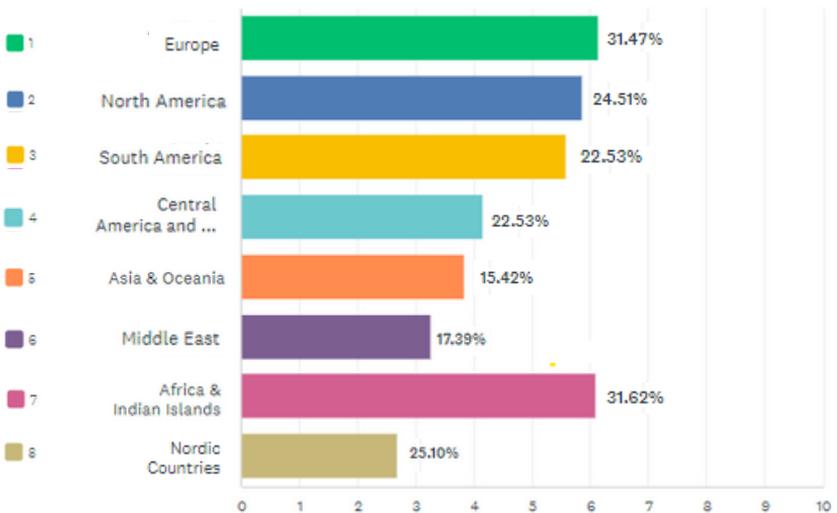
In terms of foreign travel, the most popular destinations are Europe, the United States and Argentina.

As a result of the pandemic, biosecurity protocols have become more important for tourists, opting for providers and destinations that have seals and certifications.

Analysis of collected data: Survey Brazil

- **Total agents surveyed:** 205
- **Total operators surveyed:** 35
- **OTA:** 1
- **Incentive Travel Agencies:** 3
- **Travel agencies with own product:** 14

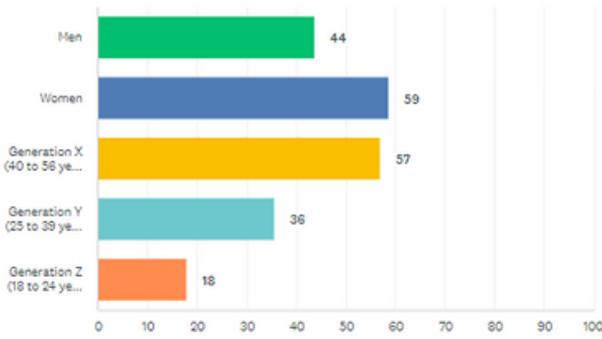
1- Of all the agencies and operators surveyed, 53% had a higher percentage of sales to international destinations, with Europe being one of the most selected regions as a destination (31,47%). In relation to the approximate sales volume by region reported by the respondents, the Nordic countries represent 25.10% of the total sales volume.



2- Regarding the profile of the recurrent client of the surveyed, on average 43.74% of the travelers are men and 58.64% are women, belonging mostly (56.90%) to Generation X (40 to 56+ years of age) and 35.59% also have clients belonging to Generation Y (25 to 39 years of age).

Indicate the approximate percentage that most accurately represents the number of customers you have with the following profiles:

Answered: 229 Skipped: 24

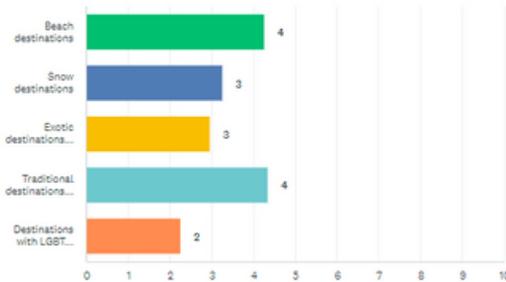


*This graph is expressed according to the weight of the average and not in percentages.

3- Regarding the importance of the different types of products for the agencies, traditional destinations are the most important (60.99%), followed by beach destinations (59.64%) and snow destinations (36.77%). (5 is the highest value and 1 is the lowest value)

Rate from 1 to 5, the importance of this type of product for your company, where 5 is very important and 1 is not important at all.

Answered: 227 Skipped: 26

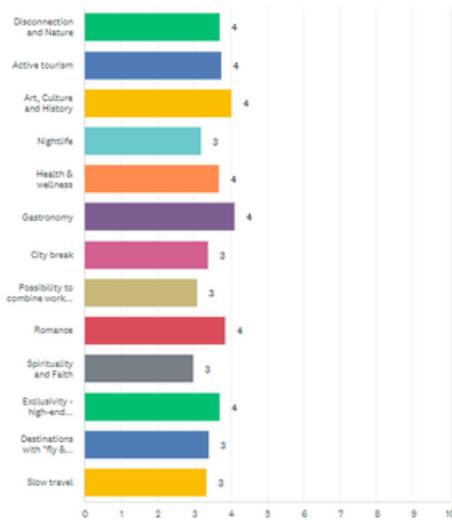


*This graph is expressed according to the weight of the average and not in percentages.

4- When it comes to selecting a destination as a product, agencies prefer those that offer: Disconnection and nature (31,67 %), Art and Culture (41,89 %), Gastronomy (43,89 %), Active tourism (32,27 %), romance (35,29 %) and high end experiences (35,75 %).

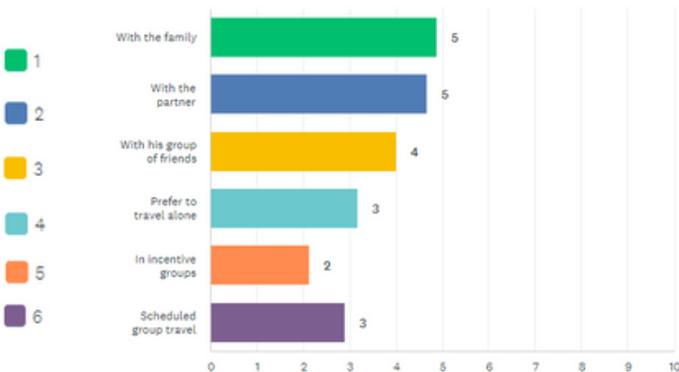
Rate the characteristics according to their importance when choosing destination for your products, where 5 is very important and 1 is not important at all.

Answered: 227 Skipped: 26



*This graph is expressed according to the weight of the average and not in percentages.

5-With respect to how the clients of the respondents travel, the majority of them travel accompanied, either by family (44,93 %), by a partner (40,61%), or accompanied by a group of friends (46,70%).

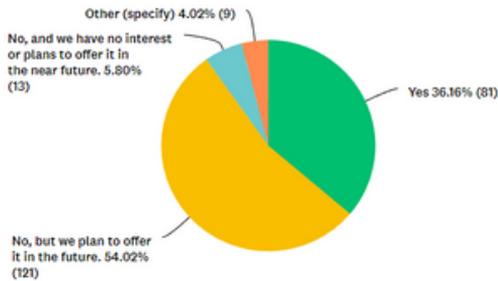


*This graph is expressed according to the weight of the average and not in percentages.

6- When it comes to offering the destination Norway, 36,16% of the respondents indicated that they currently offer the destination and 54,02% indicated that they do not currently offer it but are interested in offering it. Among the most outstanding comments, the majority of the participants requested to anticipate promotions, training and information about Norway.

Do you currently offer Norway in your destination portfolio?

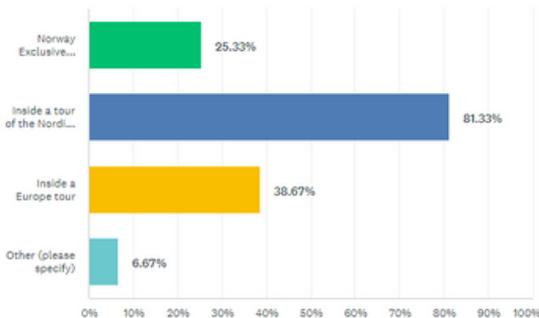
Answered: 224 Skipped: 29



7- When selling Norway, the majority of respondents (81.94%) sell the destination as part of a tour of the Nordic countries, 38.89% sell it as part of a tour of Europe and 26.39% sell exclusive packages to Norway. Only 6.94 % indicated that their clients also prefer cruises in Norway.

In general, how do you sell the Norway destination? Mark all that apply

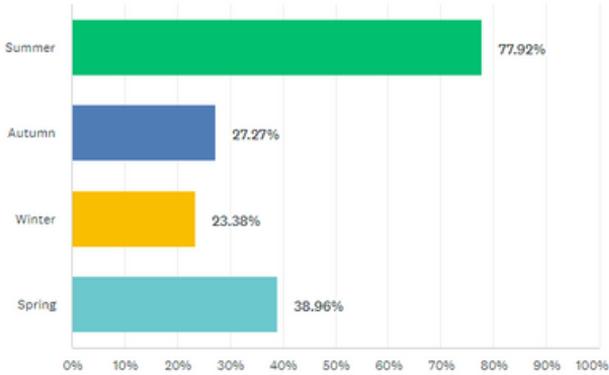
Answered: 75 Skipped: 178



8- Summer was chosen as the preferred season by travelers to visit Norway (77.03%), followed by spring (37.84%), autumn (27.03%) and winter (22.97%). As for the minimum number of days a traveler spends in Norway, respondents indicated that their travelers spend between 5 and 10 days exploring the destination.

During which season do your customers prefer to visit Norway?

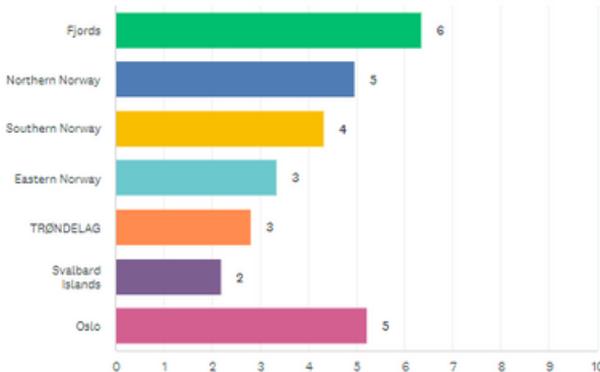
Answered: 77 Skipped: 176



10- When it comes to exploring the destination, the regions most sought after by travelers are: Fjord Region (61.33%), Northern Region (33.33%) and Oslo (35.62%).

Which regions of Norway are most requested by your customers? Rank in order of popularity, from the most popular to the least popular.

Answered: 77 Skipped: 176

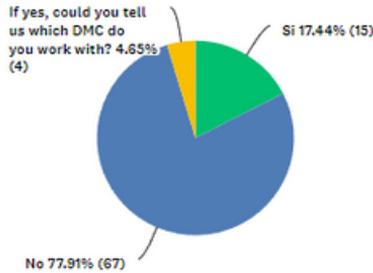


*This graph is expressed according to the weight of the average and not in percentages.

11- 77,91% of the respondents indicated that they do not currently work with a local supplier to offer the destination and 17,44% indicated that they do (the local suppliers that were mentioned were Borealis and Try Norway). *Many respondents were travel agents not working directly with local suppliers

Do you currently work with any Norwegian DMCs?

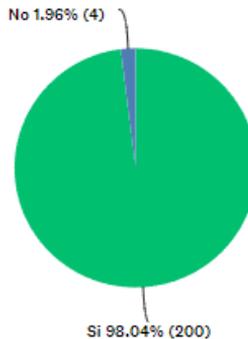
Answered: 86 Skipped: 167



12- Of the total respondents, 98,04% want to have destination training and want to be added to a list to receive news about Norway.

Would you be interested in destination training?

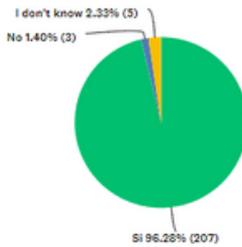
Answered: 204 Skipped: 49



13- 96.28% of respondents felt that digital actions help their performance and professional growth as agents and operators.

Do you think that digital actions (networking or education) help you in your professional performance?

Answered: 215 Skipped: 38



14- Regarding the participants' vision of the future of the industry, the majority (35.51%) think that unconventional destinations will be the protagonists, that there will be more need for investment in new technologies (25.70%) and more need for joint projects and cooperation in the industry (20.56%).

What is your vision of the sector for the next 5 years?

Answered: 215 Skipped: 38



*This graph is expressed according to the weight of the average and not in percentages.

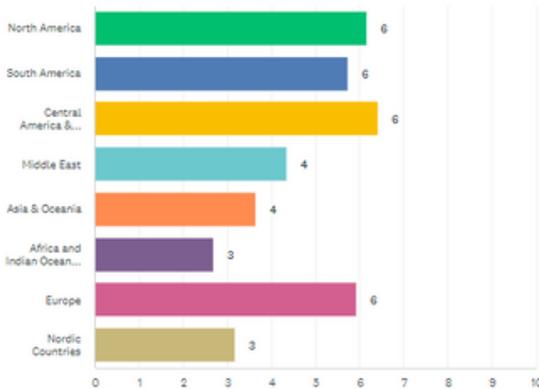
Analysis of collected data: Survey LATAM

- **Total agents surveyed:** 44
- **Total operators surveyed:** 23
- **Incentive Travel Agencies:** 1
- **Travel agencies with own product:** 3

1- Of all the agencies and operators surveyed, 66 responded that sales to international destinations represent approximately 55% of the company's sales volume, with Europe being one of the most selected regions as a destination. In relation to the approximate sales volume by region reported by the respondents, the Nordic countries represent 3,18% of the total sales volume.

Of international sales, order according to the approximate sales volume by region.

Answered: 69 Skipped: 1

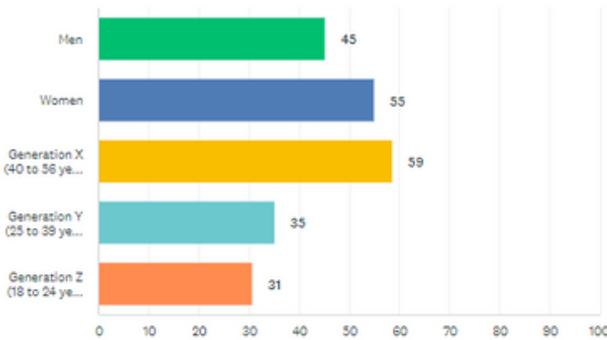


*This graph is expressed according to the weight of the average and not in percentages.

2- Regarding the profile of the recurrent client of the surveyed, on average 44,52% of the travelers are men and 55,16% are women, belonging 57.74% to Generation X (40 to 56+ years of age) and 32% also have clients belonging to Generation Y (25 to 39 years of age).

Indicate the approximate percentage that most accurately represents the number of customers you have with the following profiles:

Answered: 63 Skipped: 7

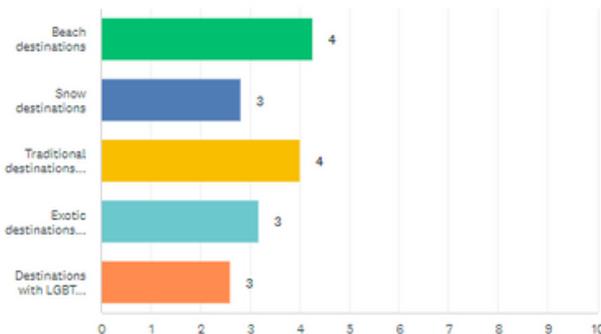


*This graph is expressed according to the weight of the average and not in percentages.

3- Regarding the importance of the different types of products for the agencies, beach destinations are the most important (60%), followed by traditional destinations (50%) and exotic destinations (23,33%).

Rate from 1 to 5, the importance of this type of product for your company, where 5 is very important and 1 is not important at all.

Answered: 61 Skipped: 9

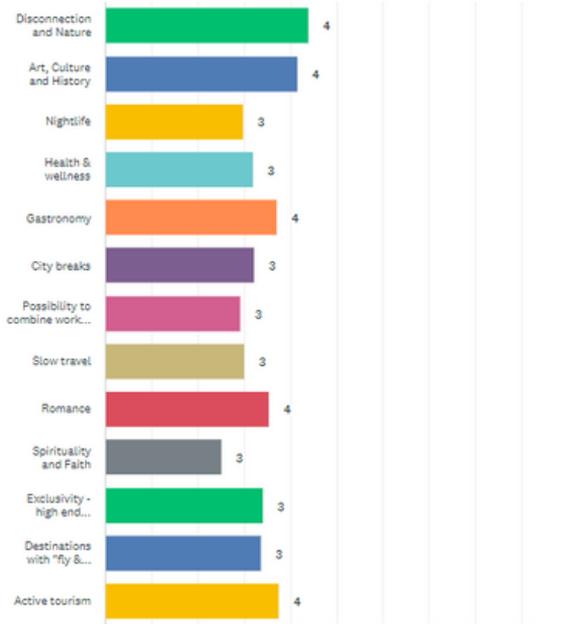


*This graph is expressed according to the weight of the average and not in percentages.

4- When it comes to selecting a destination as a product, agencies prefer those that offer: Disconnection and nature (56,67 %), Art and Culture (36,67 %), Gastronomy (30,51 %), Active tourism (26,67 %), romance (22,41 %) and high end experiences (23,33 %).

Rate the characteristics according to their importance when choosing a destination for your products, where 5 is very important and 1 is not important at all.

Answered: 61 Skipped: 9

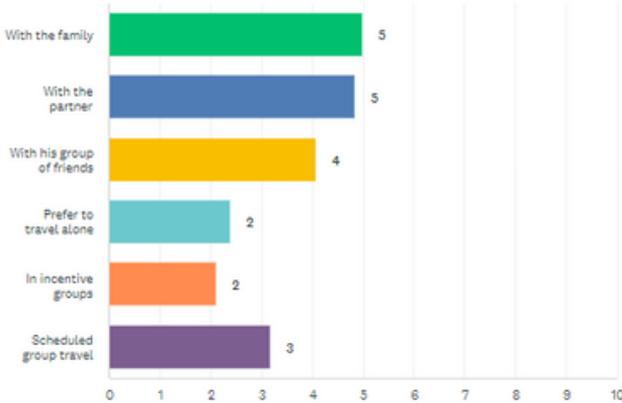


*This graph is expressed according to the weight of the average and not in percentages.

5-With respect to how the clients of the respondents travel, the majority of them travel accompanied, either by family (43,55 %), by a partner (37,10 %), or accompanied by a group of friends (56,45%).

How do your customers prefer to travel?

Answered: 63 Skipped: 7

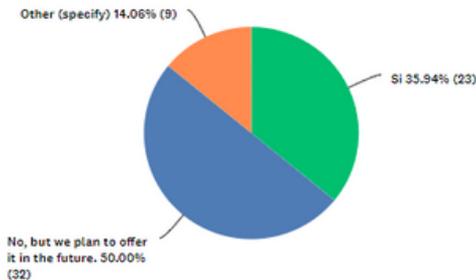


*This graph is expressed according to the weight of the average and not in percentages.

6- When it comes to offering the destination Norway, 35.94% of the respondents indicated that they currently offer the destination and 50,00% indicated that they do not currently offer it but are interested in offering it. Among the most outstanding comments, the majority of the participants requested more information about the destination, training and promotions.

Do you currently offer Norway in your destination portfolio?

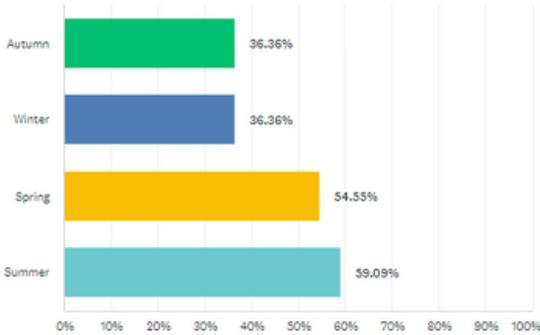
Answered: 64 Skipped: 6



8- Summer was chosen as the preferred season by travelers to visit Norway (59,09%), followed by spring (54,55%), autumn (36,36%) and winter (36,36%).

During which season of the year do your customers prefer to visit Norway?

Answered: 22 Skipped: 48

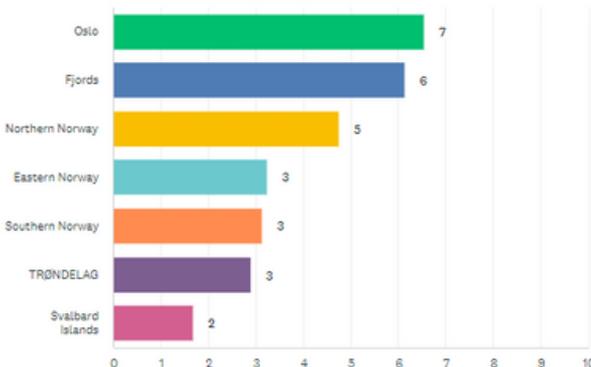


9- As for the minimum number of days a traveler spends in Norway, respondents indicated that their travelers spend between 5 and 7 days exploring the destination.

10- When it comes to exploring the destination, the regions most sought after by travelers are: Oslo (66,67%), Fjord Region (61,90%) and Northern Region (66,67%).

Which regions of Norway are most requested by your customers? Rank in order of popularity, from the most popular (5) to the least popular (1).

Answered: 22 Skipped: 48

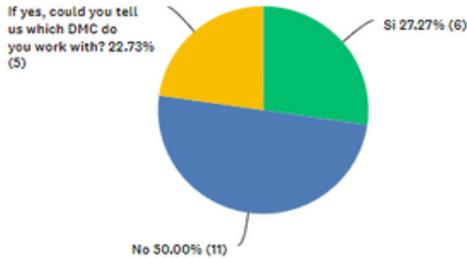


*This graph is expressed according to the weight of the average and not in percentages.

11- 50.00% of the respondents indicated that they do not currently work with a local supplier to offer the destination and 27,27% indicated that they do (the local suppliers that were mentioned were VOS, Tour partner group, Borealis and Body & Soul). *Many respondents were travel agents not working directly with local suppliers

Do you currently work with any Norwegian DMCs?

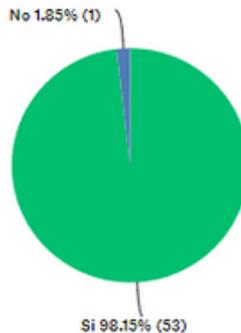
Answered: 22 Skipped: 48



12- Of the total respondents, 98.15% want to have destination training and want to be added to a list to receive news about Norway.

Would you be interested in destination training?

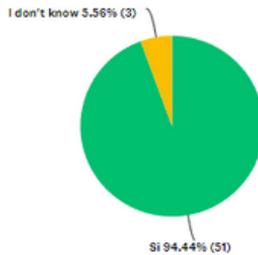
Answered: 54 Skipped: 16



13- 94,44% of respondents felt that digital actions help their performance and professional growth as agents and operators.

Do you think that digital actions (networking or education) help you in your professional performance?

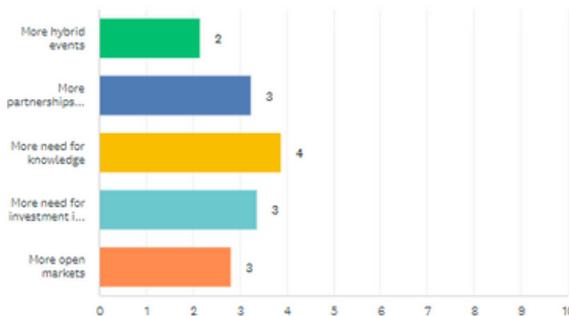
Answered: 54 Skipped: 16



14- Regarding the participants' vision of the future of the industry, the majority think there will be more need for knowledge (38,33%), investment in new technologies (26,67%) and more need for joint projects and cooperation in the industry (23,33%).

What is your vision of the sector for the next 5 years?

Answered: 61 Skipped: 9



*This graph is expressed according to the weight of the average and not in percentages.

Conclusion

We, at GVA, are very impressed (and proud) with the turnout of this research and we are also confident that Visit Norway and local partners will benefit from the outcome from this activity.

The survey was very well received and had great engagement despite the fact we conducted it in the middle the travel rebound movement! Very qualified travel professionals participated in the research while facing difficult situation due to lack of team/staff, equipment and/or investment.

The survey was also a great PR opportunity for Visit Norway. We were able to secure several articles in the main trade publications and posts on social media channels. It was a beautiful way to position Norway as a destination that cares about and respect the travel industry, its challenges and future expectations. Few samples of articles are listed below:

- Panrotas
- Mercado & Eventos
- BureauMundo
- Promoview

We will keep the survey open for trade professionals that could not answer during the time of the campaign but still wants to share with us their business profile, needs and expectations. Therefore, by the end of 2022, GVA will send an updated report to Visit Norway and local partners on the results of this activities.

References

The information used to prepare the above-mentioned market summaries was collected from the following sources:

- <https://skift.com/>
- <https://www.panrotas.com.br/>
- <https://argentina.ladevi.info/>
- <https://www.imf.org/es/Home>
- <https://www.bancomundial.org/es/home>
- <https://www.statista.com/>
- <https://www.camaradeturismo.org.ar/>
- <https://www.cnc.cl/>
- <https://www.mincit.gov.co/>
- <https://www.visitbrasil.com/pt/>
- <https://www.hosteltur.com/lat>
- <https://www.kayak.com.br/tendencias-viagens>

Annexes

Structure of the form (Spanish version)

1- Información de contactos clave de Tour operadores y Agencias de viaje: Nombre Completo, Empresa, Tipo (TO o TA), Cargo, E-mail, WhatsApp, País, Ciudad/Estado

2. Principales destinos vendidos: Nacional → 2, 3 top destinos), Internacional → 2. América del sur, América del Norte, Caribbean Europa, África, Asia, Oceanía, Otro) (3.B top 3 destinos)

3. Preferencia de tipo de destinos: Destinos de playa, Destinos de nieve, Destinos exóticos (Indonesia, Japón, Seychelles, Jordania), Destinos populares (Londres, Italia, Francia, Estados Unidos, México, España), Otro (especificar)

Demografía del viajero: Hombres, Mujeres, Generación X,Y,Z (colocar en orden de volumen, elegir el orden según el porcentaje más vendido)

Preferencia de forma a la hora de viajar: Familia, Parejas, Grupo de amigos, Parejas LGBT, Viajeros solitarios, Grupo de Incentivos, Viajes grupales, Otro (por favor especificar)

Escoja los 5 principales motivos por los cuales los viajeros a la hora de seleccionar el destino de viaje: Visitar familia/amigos, Naturaleza, Aventura, Descanso, Desconexión, Arte y Cultura, Historia, Nightlife, Salud & Bienestar, Gastronomía, Escapadas urbanas, Bleisure, Romance, Espiritualidad & Fé.

Actualmente, ¿ofrece Noruega en su portafolio de destinos? Opciones: Si - No - No pero tenemos planeado ofrecerlo en el futuro

SI → En cuáles de las siguientes regiones se enfocó el viaje vendido? Opciones: Oslo - Fiordos - Noruega do Norte, Parte de escandinavia

¿Durante qué época fue realizado el viaje? Verano - Invierno - Primavera -Otoño

¿Estaría interesado en tener un entrenamiento sobre el destino? Si - No

¿Le parece que este tipo de acciones digitales le ayudan a su desempeño profesional? Si - No - No sé

¿Cuál es su visión de la industria para los próximos 5 años? Opciones:
Más Eventos híbridos
Más acciones en conjunto entre diferentes jugadores de la industria
Búsqueda exhaustiva de conocimiento por parte de agentes de viaje
Necesidad de inversión e implementación de nuevas tecnologías,
Otro (por favor especifique)

Para finalizar, ¿quisiera ser añadido en nuestra lista de contactos para recibir novedades sobre el destino Noruega? Si - No

Annexes

Structure of the form (Portuguese version)

1- Información de contactos clave de Tour operadores y Agencias de viaje: Nombre Completo, Empresa, Tipo (TO o TA), Cargo, E-mail, WhatsApp, País, Ciudad/Estado

2. Principales destinos vendidos: Nacional → 2, 3 top destinos), Internacional → 2. América del sur, América del Norte, Caribbean Europa, África, Asia, Oceanía, Otro) (3.B top 3 destinos)

3. Preferencia de tipo de destinos: Destinos de playa, Destinos de nieve, Destinos exóticos (Indonesia, Japón, Seychelles, Jordania), Destinos populares (Londres, Italia, Francia, Estados Unidos, México, España), Otro (especificar)

Demografía del viajero: Hombres, Mujeres, Generación X,Y,Z (colocar en orden de volumen, elegir el orden según el porcentaje más vendido)

Preferencia de forma a la hora de viajar: Familia, Parejas, Grupo de amigos, Parejas LGBT, Viajeros solitarios, Grupo de Incentivos, Viajes grupales, Otro (por favor especificar)

Escoja los 5 principales motivos por los cuales los viajeros a la hora de seleccionar el destino de viaje: Visitar familia/amigos, Naturaleza, Aventura, Descanso, Desconexión, Arte y Cultura, Historia, Nightlife, Salud & Bienestar, Gastronomía, Escapadas urbanas, Bleisure, Romance, Espiritualidad & Fé.

Actualmente, ¿ofrece Noruega en su portafolio de destinos? Opciones: Si - No - No pero tenemos planeado ofrecerlo en el futuro

SI → En cuáles de las siguientes regiones se enfocó el viaje vendido? Opciones: Oslo - Fiordos - Noruega do Norte, Parte de escandinavia

¿Durante qué época fue realizado el viaje? Verano - Invierno - Primavera -Otoño

¿Estaría interesado en tener un entrenamiento sobre el destino? Si - No

¿Le parece que este tipo de acciones digitales le ayudan a su desempeño profesional? Si - No - No sé

¿Cuál es su visión de la industria para los próximos 5 años? Opciones:

Más Eventos híbridos

Más acciones en conjunto entre diferentes jugadores de la industria

Búsqueda exhaustiva de conocimiento por parte de agentes de viaje

Necesidad de inversión e implementación de nuevas tecnologías,

Otro (por favor especifique)

Para finalizar, ¿quisiera ser añadido en nuestra lista de contactos para recibir novedades sobre el destino Noruega? Si - No

Research & Analysis of the current situation of Tour Operators & Travel Agencies in Brazil and LATAM



GVA



Norway