

Russia

Our B2B Market Activities 2020

It is as important as ever that Norway maintains her presence in our markets. Below as short description of some activities that we are doing on behalf of the Norwegian Travel Industry in our market. This page will be updated during the course of the year, at the beginning of each month. In Sweden we are continuously working to find new potential tour operators.

March

20th March. We conducted a webinar together with the **tour operator TUI** in order to promote their programs to Norway towards the **TUI travel agencies**. The programs & the presentation focused on Fjord Norway, Oslo and Northern Norway.

350 travel agents participated.

April

2nd April. We conducted a webinar together with the **tour operator Sozvezdie** in order to promote their programs to Norway towards their travel agencies. The programs & the presentation focused on Fjord Norway and Northern Norway.

40 travel agents participated.

May

In May we conducted two webinars together with two different tour operators:

7th May. Webinar with the **tour operator Good Time Travel**. Promotion of their programs to Norway towards their travel agencies. The programs & the presentation focused on Fjord Norway and Northern Norway. We used the tour operator's platform and network, and it was a good way to reach new travel agents.

70 travel agents participated.

28th May. Webinar with the **tour operator Sozvezdie**. Promotion of **Winter & Ski programs** to Norway towards their travel agencies.

35 travel agents participated.

20th May. Webinar together with **ATOR** using their network and platform. Promotion of **Norway as a whole year destination** towards tour operators and travel agencies.

480 agents participated.

June

2nd June. Webinar together with **ATOR** using their network and platform. Promotion of **Norway as a whole year destination**, with focus on Fjord Norway, Northern Norway, Fishing activities, Oslo and Ski. We used Kahoot in the webinar.

130 travel agents participated.

18th June. We attended the **Mice Guru Webinar, together with a Norwegian supplier**, to promote MICE products in Norway of the Mice Guru. MICE agents and tour operators with VIP clients.

July

16th July. Webinar with the tour operator **Good Time Travel**. The aim was to promote Norway (with focus on Fjord Norway & Northern Norway) as a destination towards their travel agencies. We used the tour operator's platform and network.

50 travel agents participated.

27th July. Webiner with the **Ukrainian tour operator TPG**, to promote their programs to **Myrkdalen**. The audience was the tour operator's travel agencies. We used the tour operator's platform and network.

70 travel agents participated.

August

18th August. Webiner with the **Ukrainian tour operator TPG**, to promote their programs to **Fjord Norway**. The audience was the tour operator's travel agencies. We used the tour operator's platform and network.

60 travel agents participated.