



MARKET: 22 th of May - Sweden

CHALLENGES

The biggest challenges remain:

- Trying to get through this crisis alive **without any income but only costs**
- Concerns are about **losing employees**
- **No borders opening** for leisure travel before end of year.

BOOKING SITUATION

- Trips abroad to be executed **from end July 2020 are not cancelled in most TOs portfolios**, as travel restrictions are set for 15/7.
- Special interest niche **TOs report 90% rescheduling** and a **very good booking prognose for 2021** .
- General niche TOs report **more cancelations than rebooking/rescheduling** and have a struggle to get bookings for 2021.
- Buss TOs that have other possible income (local public transport agreements) than Leisure Travels **have a better chance to survive** for a longer period with travel restrictions.

BORDER SITUATION

- *Per today Sweden and UD discourages abroad travel till 15/7. We hope to get further information beginning of June.*
- *The domestic travel advice is 2 h from your home.*
- *We follow the discussion about open borders between Nordic countries closely.*

OTHER

In the dialogue with Swedish tour operators, they talk about the different phases they have been going through:

1. **Chock:** Cancellation, bringing guests home, cost control
2. **Survival:** Plan to survive, keeping business alive, what to do during pandemic
3. **Limbo:** Plan for post-corona, what position can we take, what do our clients wish for, which suppliers will survive, what to focus on.
4. **New Normal:** no one knows only speculations.

The current status is phase 3. A limbo situation where extensional issues and questions are raised. For those that see they can survive this year with the current situation and actions taken, are **now looking for new cooperation and aim for developing a product portfolio** they think will be the most relevant for their clients in a post-corona time.

Sum-up of what they say they need from Visit Norway and other relevant information you receive in the dialogues

You can read about one indepth interviews with important actor in the Swedish market:

[RK Travel Group \(Wholesales agent in Sweden\)](#)



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