

Market updates

Meetings – September 2020

Om rapporten

Gjennom dialog med agenter og byråer i våre prioriterte meetingsmarked (MICE) har vi innhentet informasjonen som vi har oppsummert i denne rapporten, informasjon vi tror kan være nyttig for norske aktører.

Alle samtaler og svar på undersøkelser ble gjennomført fra slutten av august til midten av september.

I tillegg er det lagt til betrakninger og innsikt fra Innovasjon Norges bransjespesialister i det enkelte marked som er omhandlet i rapporten.





MARKET: United Kingdom

The current situation – feedback from agency interviews

What are your biggest challenges right now?

- The biggest challenge is uncertainty. Government regulations change all the time and the directions they give are «fuzzy». The industry needs clear, written down guidelines specifically for the events industry, not just the hospitality sector.
- We had some small events for 30pax in the pipeline, but following Boris' latest announcements the clients have cancelled them all.
- Virtually all our live events have been cancelled or postponed to 2021. Initially it was Q3 2020, but now we are looking at next year.
- We have arranged some virtual events and although the margins are higher, the revenue is much lower.
- As an agency owner I am looking for additional work to supplement my income, even if I am busy rescheduling and cancelling events.
- Many of my clients are big conservative companies, and although individuals want to travel, the company is too worried about the risk of their reputation.
- Moving guidelines make it very difficult for venues to invest in a Covid secure environment. Full design changes are too expensive to warrant when they can change very quickly again.

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

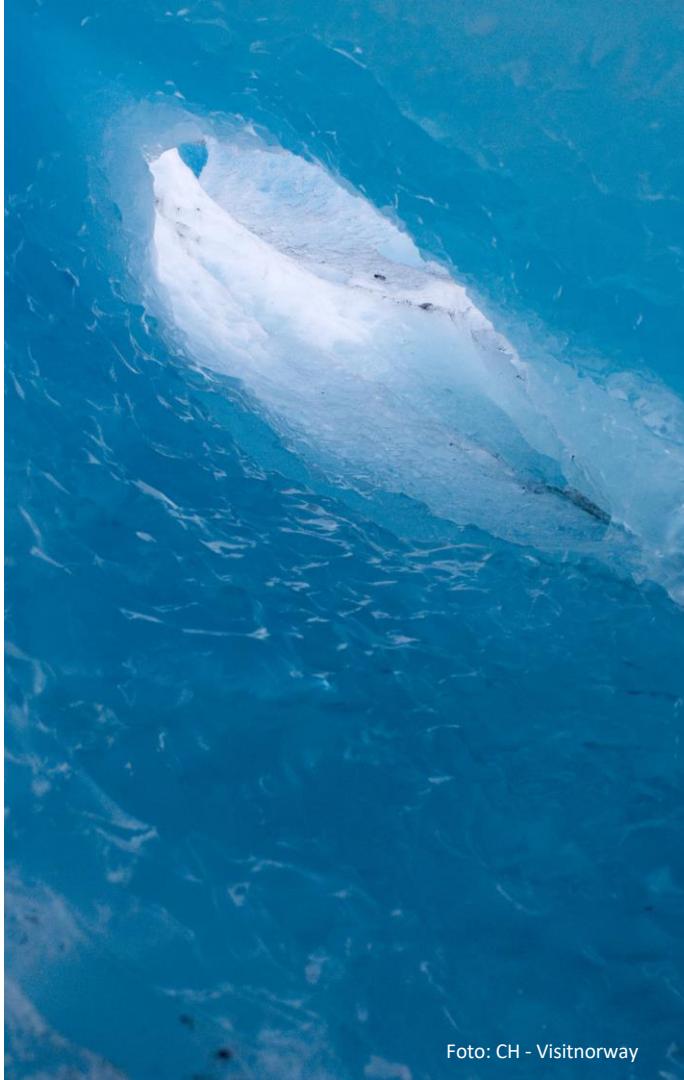
- At a time when we are all being requested to work from home the interested in international travel is non-existent and this includes Norway.
- The changes in travel corridors makes international travel impossible. Although the insurance companies cover medical expenses related to Covid, they do not cover other cost such as flights, hotel rooms etc.
- Lack of flights will be a challenge for the international business for some time.
- However, when international travel does come back, countries that are seen to have handled the crisis well such as Ireland, Norway and New Zealand might well be in a favourable situation.
- When we find a solution to the Covid situation, either through controlling the virus with test and trace or eliminating it with a vaccine, there will be pent up demand for live events. There might be shortage of capacity across the board.

Do you see any new trends compared to before Corona?

- Events will be smaller and more targeted. Instead of one big medical conference, it is likely to be smaller but hopefully more frequent events targeting specialities.
- Hybrid events are here to stay. Initially they will be a reaction to the Covid crisis, but even after Covid companies will realise that they can attract a much wider audience than through pure live events. In addition the content will live on.
- On-line events will evolve, and rather than seeing a flat picture, it will take on a more broadcasting style to make it more interesting.
- Virtual/hybrid events will enable much better data capture and ultimately improve live events.
- It will take a very long time for big events to return and in the short to medium term, medium size hotels are likely to be in demand rather than large convention centres.
- Hotels have in the past focused on tourism campaigns, this crisis is likely to make them appreciate how much business they get through events and therefore prioritise it higher.

Do you see any new trends compared to before Corona? (cont.)

- Events will be automated, business cards are obsolete, check in will be automated. Challenge will be to still make them feel welcoming and human.
- Thermal cameras and air filtration will be a must.
- All event companies will have to document that they have had Covid “health & safety training”.
- Contracts will become much more flexible.
- Increased focus on pre-event engagement to ensure consumers feel safe.



Views on sustainability

- Clients will be choosier in how we spend their budget. In the past we jumped on planes willy nilly, now we will be more appreciative. Less travelling will be good for the environment.
- There is a lot of talk about how Covid will make us all behave in a sustainable way. I disagree, at least in the short term. Yes, we will travel less, but the number of single serve packaging, plastic masks, single use plastic etc will not benefit the environment. 2020 and 21, is going to be such a difficult year that sustainability will take a back foot. However, it will come back.

What do you need from Norwegian partners/suppliers in the time to come?

- Keep in touch and let us know what measures you are taking with regards Covid. That way we can reassure our clients that Norway is safe.
- It would be useful to get an instant message if anything changes.
- Please note that our clients will require UK governments standard, if these are stricter than the Norwegian standards.

Is there anything else you want to share with us?

- I think we will see clients carry out many of their “normal” events in 2021 as they have contractual commitments. 2022 will be the interesting year as we expect many clients will implement new strategies with regards events.

How is business affected in the UK market?

The UK event industry is worth £70 billion and employs ca. 700 000 people. Prior to Covid it has been a very fragmented industry with many different associations and organisations, however following the devastation of the industry there has been a coming together of the various trade bodies lobbying the government and raising the profile of the industry amongst the general population. There have been demonstrations around the UK with venues lighting up in red, social media campaigns highlighting the importance of the industry, company owners are provided with a template so send to their MPs etc. Senior figures within the industry have also set up support groups for individuals affected by the crisis and there are campaigns to support peoples mental health, #Eventwell20.

Until the end of September it looked like events were picking up and there was some optimism in the industry. There was a hybrid event "UKickstart" supported by 12 industry associations, venues and the publishing house C&IT and attended by 1419 event professionals. The government had communicated that events up to 200 pax would be allowed from the 1st of October and 3 pilot events were held, overseen by Public Health England to ensure that Exhibitions, Conferences and Gala dinners could be carried out in a Covid secure way. But following a sharp increase in infections, Boris Johnson introduced new stringent rules on the 22nd of September. He also postponed the opening of events for over 30pax until further notice. This has further devastated the events industry and we can expect to see an increase in bankruptcies and mass unemployment in the following months.



How is business affected in the UK market?

New Job Support Scheme
Six month scheme starting on 1 November

Jane normally works 9am to 5pm. 8 hours a day, 40 hours a week



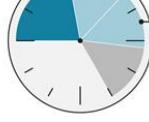
From November she will be asked to work less -
13.3 hours a week, or 2 hr 38 min a day



Jane Works
2hrs 38m a day
(1/3)

Her employer
Will also pay 1hr 47 min
of her unworked
hours (1/3)

The Government
Pays 1hr 47 min
of her unworked
hours (1/3)



She will be paid for at least 77% of her working day

Source: BBC research

BBC

The UK introduced a furlough system in the beginning of lock down. This has gradually been eased out with companies having to progressively contribute more to the scheme. At the end of October the furlough system is being eased out and replaced with a **"Job Support Scheme"** that will last for 6 months. This allows companies to take back employees on a part-time basis (33%). The company will have to pay full rate for the hours the employees works, a third of the salary for hours not worked and the government will top this up with the same amount, meaning that employees retain nearly 80% of their normal salary. In addition, employers get a £1000 bonus for any employees they take back after being furloughed.

The chancellor Rishi Sunak also revealed that the hospitality sector will continue to benefit from lower VAT (5% rather than 20%) until March 2021 and that the repayment for the government emergency loans given to companies will be extended from six to ten years.

Despite these measures there is no doubt that the event industry will face a very tough winter and many bankruptcies and redundancies will take place. It is estimated that of the 700 000 jobs, 126 000 have already disappeared (Meetings Industry Association).

How is business affected the UK market?

Industry figures have expressed disappointment in the latest announcement from the chancellor.

Chris Skeith, CEO of the UK's Association of Events Organisers:

"The Chancellor's proposals today fail to provide the support the UK events sector desperately needs. Given that no UK events are permitted to take place until March 2021 at the earliest, a wage subsidy is of little use to events businesses that are not able to trade at all and the sector is facing an existential threat to its viability. Without targeted action the future looks bleak for a sector that employs 600,000 people across the UK, with widespread business insolvencies and job losses a certainty. This is a desperate day for the industry."

M&IT acting editor Paul Harvey

"Now we hear that the October 1st reopening has been scrapped, and it's a real hammer blow. Already, everywhere you turn, it's clear eventprofs are struggling. Agencies and venues are closing, trade shows are being postponed or cancelled. LinkedIn is awash with people looking for work – and not much to be found.

With no business events and conferences for six months, as the PM suggested, there is little light at the end of the tunnel. Event professionals need more support now – before it's too late."

Rules for social distancing in UK

UK has a devolved administration so there are different rules for England, Scotland and Northern Ireland.

Rules and guidance on meeting up

	England	Scotland	Wales	Northern Ireland
 How many people outdoors?	Six from multiple households	Up to six aged 12+ from two households No household limit for groups of six aged 12 to 18	Up to 30 outdoors	Six from two households in a private garden Up to 15 people in public spaces
 At what distance?	1m 'plus'	2m apart (less in some premises)	2m apart – age 11+ only (less in some premises)	2m apart
 Indoors	Six from multiple households	No social visits to private homes Up to six aged 12+ from two households at other venues	Four households can form one 'extended household' – maximum of six aged 11+ together at one time	No social visits to private homes Up to 15 people at other venues

UK travel advice

The travel advice in the UK is changing and quarantine rules change all the time with short notice. It also varies depending on which part of the country you are living in. The overall advice is:

COVID-19 travel guidance

The Foreign, Commonwealth & Development Office (FCDO) currently advises British nationals against all but essential international travel. Travel to some countries and territories is currently exempted.
This advice is being kept under constant review. Travel disruption is still possible and national control measures may be brought in with little notice.



MARKET: Germany

The current situation in Germany

The biggest challenges rights now

Mice industry shows a dark picture at the moment. None or only little requests for events/incentives. No big events. Businesses try to survive. Uncertainty is problematic. Event planners receive a large number of invitations to virtual events or online appointments – only few people who work at least a little and are not at 0% short-time work. Especially in agencies.

Interest/requests for Norway now and in the time ahead

Single requests. Destination is of interest especially looking long term (autumn 2021 and later) and for nature-oriented clients. Direct flight connections are missing. Flight time and connection to location is often key. High-service level is requested.

How the market respond now when regions and countries again go “red”?

Changing travel restrictions allow no (good) planning..

New trends compared to before corona

The digitization of the industry was already under way, now it is being accelerated. Virtual events will represent a valuable addition to future offline events. Hybrid formats will be the new standard after the crisis. But the need for personal encounters will contribute significantly to the revitalization of the industry - probably in a new guise. Offline formats might even be valued higher in the future and have to be of special quality.



Foto: Stockbilde

What does the German industry say they need from Norwegian partners/suppliers in the time to come?

- *Updated information*
- *In time response*
- *Great service*

The issue of safety at the vacation destination is much more important than before the pandemic. There is also an increase in the need for good medical care when traveling. Overall, travel restrictions and warnings are the most important factors for consumers when planning their trips today. Before Corona, time and money came first. (Allianz Partners survey)

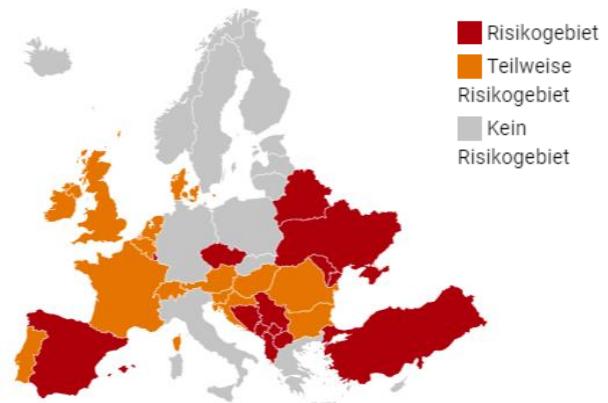
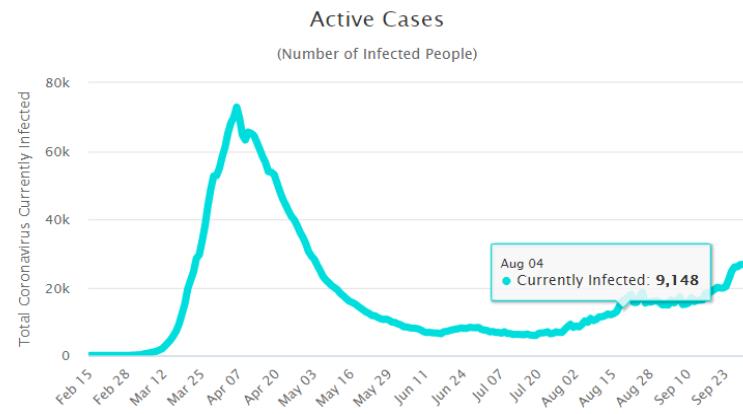


Foto: Stockbilde

Travel advice in Germany at the moment

The German government has decided to end its global travel warning for more than 160 countries outside the European Union on September 30th and replace it with differentiated travel advice for individual countries from October 1st . Then, the German foreign ministry will introduce a new three-tier system for travel advice, similar to a 'traffic light' system.

Active Cases in Germany



How business is affected in Germany

Slow recovery of the general business climate index (ifo-index).

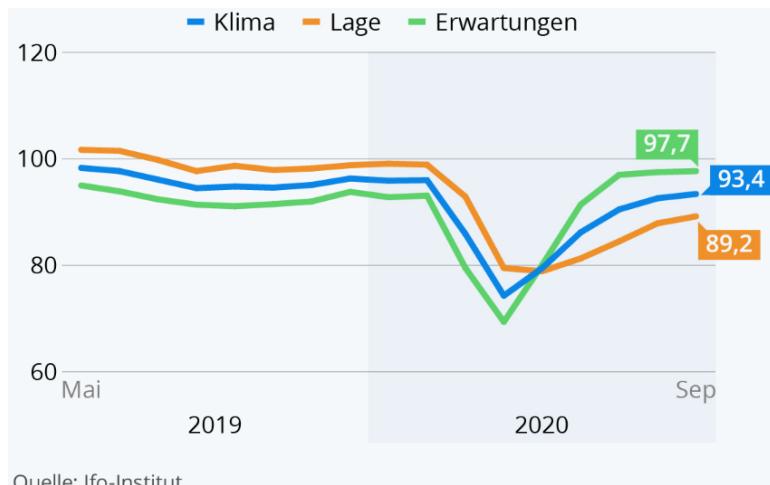
The federal government has suspended the obligation to file for insolvency for insolvent companies until the end of the year. So the number of bankruptcies in event industry will not show before beginning of 2021.

For the aviation industry only a slow recovery is expected. The pre-corona level will not be reached before 2024, leisure travel will return faster than business travel. Low-cost airlines are in a much better position than the large full-service groups.

How the work situation in Germany is right now

Unemployment rate lies at 6,2% in September. Number of people in short time work decreased from Mai 7.3 Mio to August 4.5 Mio.

Several tour operators have dismissed and plan to dismiss employees. A few leisure tour operators have gone bankrupt already. Lufthansa plans to dismiss 27.000 employees.



Quelle: Ifo-Institut

Rules for social distancing in Germany

The "AHA formula" – distance (1,5m), hygiene, everyday mask - is most important. For autumn and winter is added: "C" for the use of Corona Warn app and "L" for ventilation is added. The mask is obligatory in public buildings and on public transport, also locally on public places.

Private gatherings are allowed with up to 25 people, public gatherings up to 50 people.

Prohibition of larger events with +500 people extended until 31 December 2020. Trade fairs take place again from September with strict rules.

No easing of Corona restrictions right now because of increasing infection cases.

German companies and business travel

- VDR business travel barometer (Association of German Travel Management) shows in its latest results from September 18th that only 2.7% of the companies surveyed (n= 74) allow unlimited business travel at the moment and 96% only allow business trips in justified exceptional cases. Moreover, 28.6% companies allow business trips within Germany without restrictions and 4.3% allow business trips within Europe without restrictions.... The majority of 61.2% of the companies surveyed estimate the business travel volume to decrease by 30% in the future and only 3.0% estimate a recovery up to the same level as before
- According to the results of a recent DEHOGA study in which 5.600 restaurateurs and hoteliers took part from September 1st – 6th 61.6% of the hospitality industry fear for their existence



Foto: Stockbilde



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.*

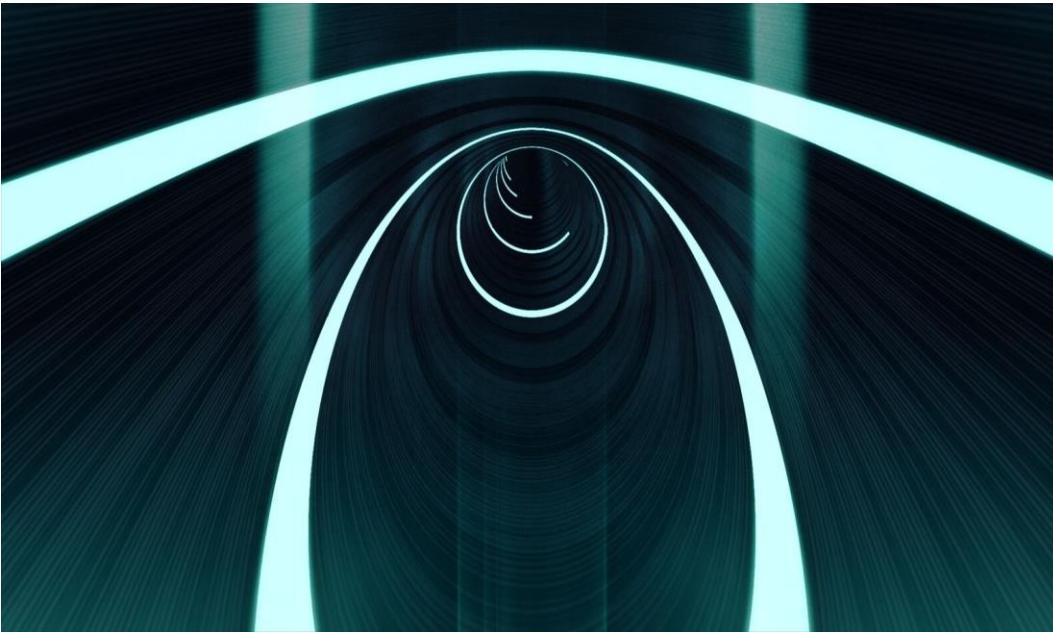
How are the interest/requests for Norway now in the time ahead?

- *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”.*

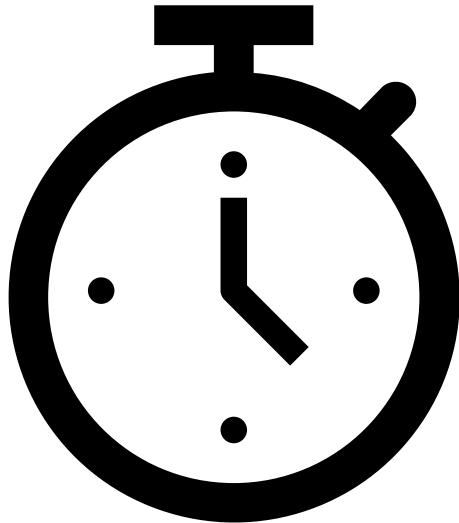


What trends do we see compared to before corona?

- *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.

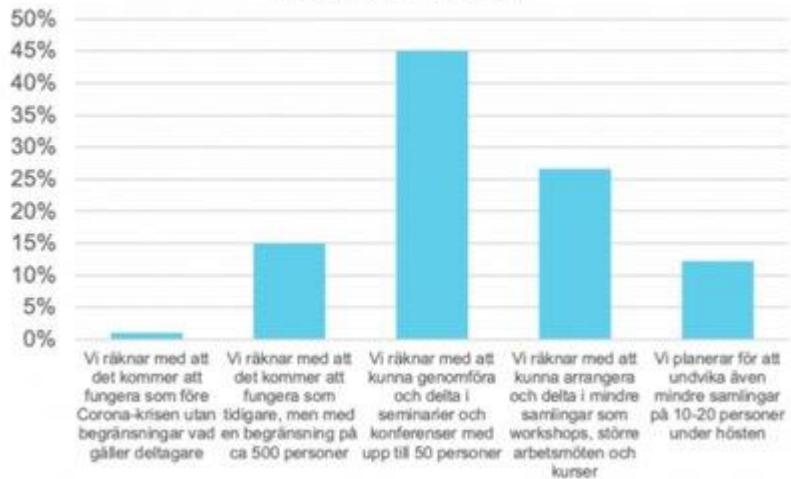
Across Europe, most would rather cancel their holiday than go into quarantine

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)



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



MARKET: Russia

Sum-up of the current situation

- ***The biggest challenges rights***

- The biggest challenge is **to overcome the crisis**.
- Uncertainty about the situation and the **future of travel industry**.
- Too **much speculation and rumours** about the future. It is impossible to make any prediction or forecasts. All Russian agencies have to wait for the official government statement.
- Russian agencies hope to keep the company and continue their work after the crisis. The main challenge is to **survive without profit**.
- Quite many **employees are furloughed** without salary.



Foto: Visitnorway

Sum-up of the current situation

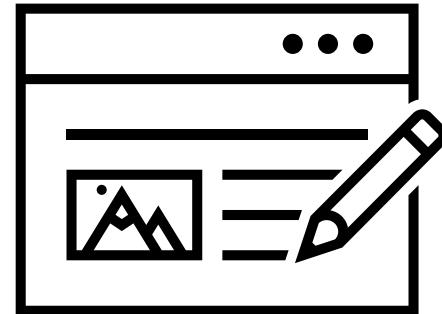
The interest/requests for Norway now in the time ahead

- For the time being Russian agencies do not have any new bookings on future international trips. Completely stop!
- When the border will be open again, the sale will start. Not earlier than after New Year 2021, most probably **spring 2021**.
- Some agencies started to offer new products: **digital and virtual events**. It takes time to change the business model.
- Important to stay in touch with the key clients, have dialogue and when the situation will be more stable and predictable, the agencies could start offering them new events, programs and itineraries.

Sum-up of the current situation

How the market respond now when regions and countries again go “red”

- Due to high number of COVID cases Russia has been on the block list for EU/EØS countries and Norway.
- Russia re-opened direct flights with the following countries:
 - from the 01st of August: Great Britain (14 days quarantine), Turkey, Tanzania.
 - from 15th of August: Switzerland.
 - from 2nd of September: Egypt, United Arab Emirates, Maldives.



New trends compared to before corona

- ✓ Safety is the highest priority.
- ✓ Digitalisation of sales: increase of online bookings, different digital tools.
- ✓ Despite global digitalisation process offline events will be even more required. People are very hungry for live communication, so we do not expect widespread rejection of business/corporate trips and events.
- ✓ Corporations spend their considerable MICE budgets to maintain such an important indicator as employee engagement. Not any online systems can handle this.
- ✓ Prefer individual transportation/transfers.
- ✓ Short booking period before travel.
- ✓ Price sensitivity /Cost efficiency.



What the buyers need from Norwegian partners/suppliers in the time to come



- ✓ Provide full information about MICE opportunities and present competitive and attractive MICE products in Norway
- ✓ Regular update and reliable information on safety regulations and restrictions due to corona situation
- ✓ Flexibility in booking policy
- ✓ Stay open for cooperation and keep dialogue

Market insight Russia

Travel advice in Russia at the moment

- ✓ Travel advice from the Russian Government – stay at home or organise events locally in Russia.
- ✓ The largest Russian airlines Aeroflot suspended international flights (except Turkey, Great Britain, Tanzania and Switzerland, Egypt, United Arab Emirates, Maldives) up to 23 October 2020.
- ✓ Flight connections between Russia and France, Hungary, Malta, Cyprus, Jordan, Egypt and China are under negotiations at the moment.



The rules for social distancing in Russia

- ✓ Rules for arranging events differ in every region of Russia and are imposed by the regional government authorities:
- in Moscow – from 4th of September it is permitted to organise exhibitions and congresses, corporate events with 50 people limit.
- in St.Petersburg – from 12th of September it is permitted to organise exhibitions and congresses, corporate events with 100 people limit.



Market insight Russia



Foto: Padleperler.no

How the business is affected in Russia

- ✓ International MICE tourism industry suffers heavily due to closed borders.
- ✓ High risk of unemployment and bankruptcy in MICE travel business.

What the Russian tourism authorities communicate

- ✓ New cashback program was launched by Rostourism on 21. August in order to stimulate sales of inbound tourism.

The socioeconomic consequences in Russia

- ✓ Fitch has upgraded its forecasts for the Russian economy in 2020 and now expects a GDP decline of 4.9%
- ✓ Consumer demand is recovering, fiscal support has been increased significantly and oil prices have recovered
- ✓ The government anti-crisis budget measures account for an estimated 3.5% of GDP, and will likely prevent a sharp deterioration in the labour market, and help to protect household income
- ✓ Growth will be above trend in 2021-2022, but GDP will not return to its pre-virus (4Q19) level until the start of 2022
- ✓ Due to geopolitical factors Fitch expects inflation to accelerate to 3.9% at end-2020 but this will be temporary.

Russian MICE Market recovery after the crisis

In my opinion the consequences of the crisis will have negative impact on MICE tourism industry at least for 1 year:

1. **International air traffic will not be recovered immediately**, therefore MICE agencies will probably loose 30-40% of business in the year to come.
2. **Companies themselves can impose restrictions** on a number of international destinations at the first stage due to increased security measures.
3. **The crisis has affected absolutely all sectors of the Russian economy**, which means that customers will also need to recover in order to return to the previous volumes of business trips.
4. **The psychological factor will hold back the rapid growth of the industry** — people need time to overcome their fears and return to “normal”.

Information to the Norwegian MICE industry

- Do not give up but **think about the future**. People still be travelling and having meetings in the future.
- After all, **the value of personal contact** with colleagues, face-to-face negotiations with customers and suppliers will not be replaced by any technologies of remote communication.
- MICE is not facing the first crisis in Russia, and every time the business tries to find new ways of optimisation.
- Every crisis in the MICE and business tourism industry predicts a decline, but this is a dynamic business that is capable to recover. MICE is the first to suffer, but also the first to gain momentum.

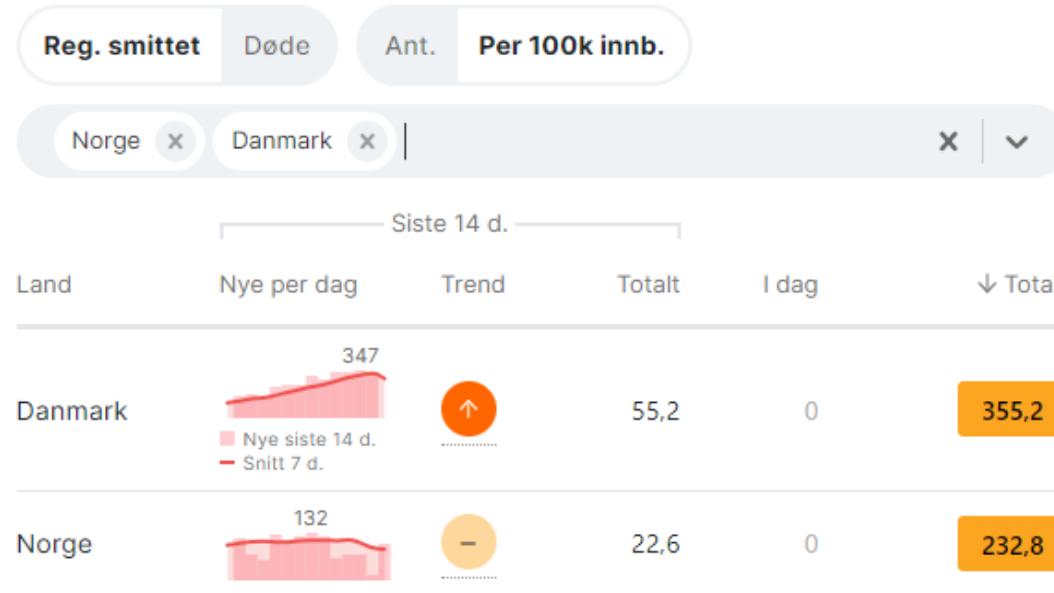


Danmark

Markedsoppdatering



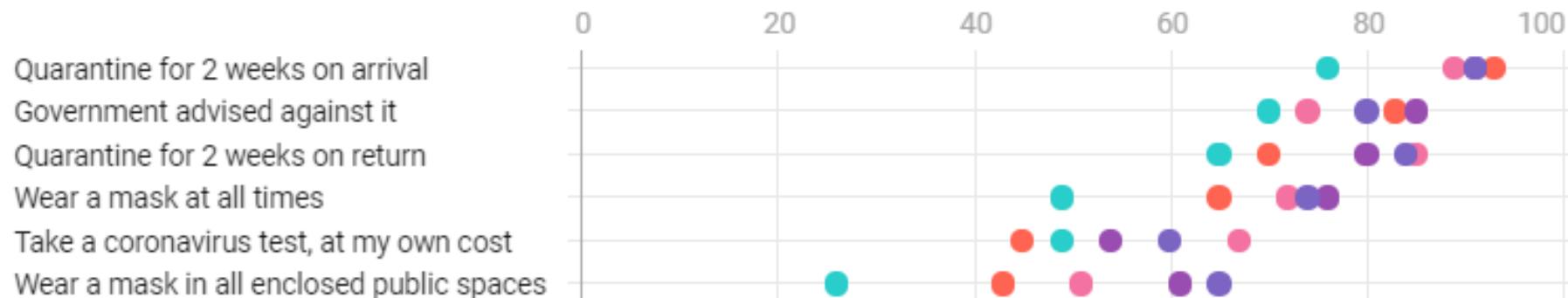
COVID19 (per 17.09)



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

Konkurser

Det danske incomingbureau First United lukker og ni ansatte mister jobbet. "Vi har ikke haft nogen omsætning siden marts og ikke udsigt til nogen resten af året," siger den administrerende direktør.

"Jeg var mandag i Sø- og Handelsretten for at få erklæret First United, konkurs. Vi har ikke haft nogen omsætning siden marts, og der er ikke udsigt til nogen omsætning før måske om 12 måneder."

Det siger ejer af og administrerende direktør for det kendte og anerkendte danske incomingbureau First United, Flemming Madsen, til STANDBY.dk

First United er det tredje danske incomingbureau der går konkurs under coronakrisen. I slutningen af marts krakkede Robinson Scandinavia og sidste måned blev Borealis Destination Management rekonstrueret efter en konkurs.

First United, der har eksisteret under sit nuværende navn siden 1991 (før hed det United Tours of Scandinavia), havde hovedkontor på Vester Voldgade i det indre København samt et kontor i norske Bergen. Selskabets ni medarbejdere har nu mistet deres job som følge af coronakrisen.

First United var blandt andet specialiseret i at arrangere konferencer, incentives, billanceringer og virksomhedsmøder i Danmark, Norge og Sverige for kunder fra hele verden.

"Vi havde i år utsigt til vores bedste år siden 2005 med en forventet omsætning på 45-50 millioner kroner. Sådan så det ud i februar – og i marts så det ud til nærmest nul kroner. Vi nåede at afvikle en norsk konference i februar, siden har der ikke været noget," siger Flemming Madsen, der beholder navnet First United og arbejder på en rekonstruktion, selv om han ikke venter nogen forretning for markedet igen åbner sig.

"Vi lukker uden gæld og har refunderet alle forudbetalinger til vores kunder," understreger Flemming Madsen.



Flemming Madsen, ejer af og administrerende direktør for First United, der nu er gået konkurs. PR-foto.

Den generelle situasjonen i Danmark

- Åpnet opp det meste av aktiviteter/opplevelser/bedrifter – men avstandsrestriksjonene er viktige å overholde
- Fra 22. august er det påbudt med ansiktsmaske når man reiser kollektivt, og i større folkemengder.
- Danske myndigheter har subsidiert 75% av lønningene siden mars, og frem til 28.august. En ny subsidieringspakke ble lagt på bordet 28.august- som varer frem til 31.oktober.



Situasjonen for bransjen i Danmark

- Flere har blitt sagt opp, og det forventes mer av dette fremover
- Flere er gått konkurs, og det fryktes mer konkurser fremover
- Ingen ting å jobbe med/ta tak i, bortsett fra å kontakte leverandører for å få priser for 2021 og 2022, for å være klar til etterspørselen gjenopptas.
- Vores tal for vinteren 2020-21 og sommeren 2021 ser bra ut, men vi er bange set i lyset av de seneste par uker. 😞
- Ett steg fram och två tillbaka
- Tilpasser seg restriksjoner og tilgjengelige destinasjoner

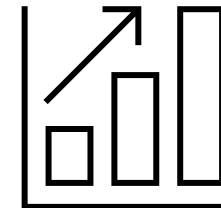
Hvilke behov er det viktig at norske leverandører imøtekommer fremover?

- Bra priser och flexibel avbokning
- Fleksible betingelser og samarbejde
 - det er tøft for os at få gjester til dere.



Trender i markedet

- Reiser i eget land, eller nærliggende land med egen bil
- Mer etterspørsel for individuelle reiser
- Afventer bookinger, situationen er for usikker, så det er mer «last minute»
- Fjord Line: mer innbooket for neste år nå på denne tiden enn tidligere.
Nye segmenter; foreninger, idrettslag, studentforeninger
- Antallet møter og konferanser er kraftig redusert
- Øget efterspørgsel på mødesteder til mindre events (under 100 deltagere)
- "Afbestillingsregler kan blive et konkurrenceparameter"





26.08.2020

Møde & Event News

Hverken møder eller konferencer er forbudt

Læs her om de enkle regler

Det er korrekt, at der findes et forsamlingsforbud på 100 personer, men der er vedtaget en række undtagelser til forsamlingsforbuddet, således at man kan samles mere end 100 personer til møder, kurser, konferencer og fester mv., hvis gæsterne "i det væsentlige" sidder ned.

Faktisk kan man samle helt op til 500 personer. Kursushoteller, konferencecentre og restauranter kan altså lovligt afholde f.eks. fester, men også møder, kurser og konferencer med over 100 deltagere, hvis deltagerne i det væsentlige sidder ned og særlige retningslinjer overholdes. Retningslinjerne handler om hvordan virksomhederne skal forholde sig i forhold til Corona-virus/smitte.

Kursushoteller, konferencecentre og restauranter har styr på reglerne og du kan trygt afvike møder og konferencer hos dem. På Konference.dk kan du finde flere af de venues, der har indført særlige retningslinjer, men se også efter Horesta's særlige program "Safe to Visit". Når et venue skilter med "Safe to Visit" kan du være sikker på, at retningslinjerne overholdes.

En messe må man også gerne afholde – præcis som Nordic Meetings & Events Expo 2020 i næste uge. En messe skal afvikles efter samme retningslinjer som et indkøbscenter, men på Nordic Meetings & Events Expo sørger Kursuslex for mange andre tiltag for at minimere smitte-risiko'en.

Du kan trygt deltage på messen – personligt eller digitalt.

What next?

Once the world will re-open, then there will be a substantial smaller amount of travellers and the most competitive destinations will have more interest than the traditional more expensive destinations.

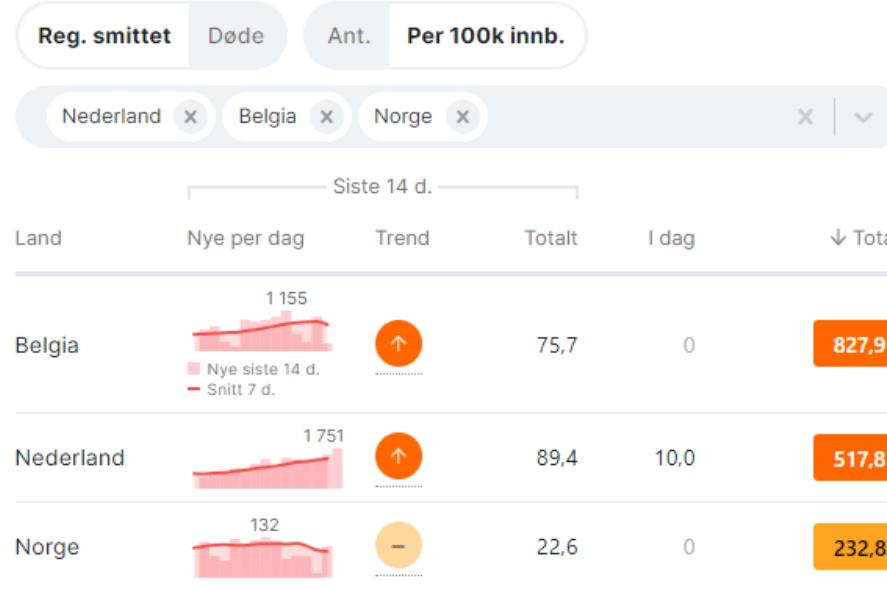
Europe will be in a blood bath, fighting for the smaller market share.

We estimate that once the travel bans will be lifted; we shall only see around 30-40% from the level we saw in 2019. 2021 and 2022 will be in same scale, with two very tight years ahead

Nederland og Belgia

Markedsoppdatering

COVID19 status (per 17.09)



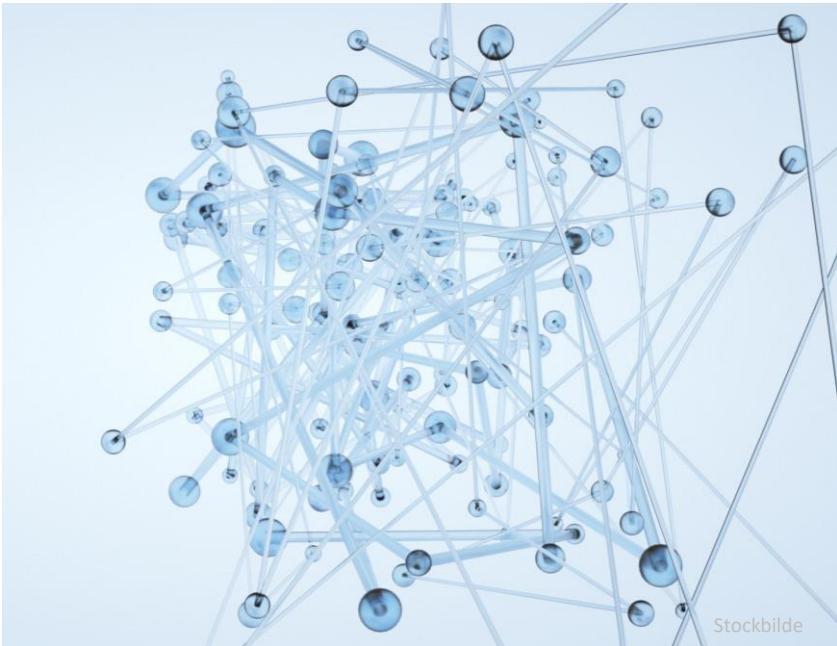
Status in general Netherland and Belgium

- 1,5m distancing
- No big assemblies/groups, max 5 persons
- Masks obligatory (B) /in public transportation (NL)
- Entering shops one and one (B)
- Support ending October (NL)– important with signals for Winter season.
 - Probably over 30% of the touroperators / travelagency's need to close down in October
 - Small TO has fallen outside of the support system/did not qualify
- Support out the year (B)
- Economy is decreasing significantly and unemployment is growing rapidly
 - Just to give you an idea : Swissport, which was one of both companies that are doing the luggage handling at Brussels Airport went bankrupt, which resulted in 1.500 job losses

Status Travel organizers

- \$ 200 % busy with rebookings, cancellations, getting clients back
- ⚠️ No time for new products, new trips, new bookings
- 📍 Many clients have a ‘wait-and-see’ feeling now, so at the moment we only have some clients who already book a Winter journey
- 🖱️ Numbers increasing, so nothing is moving in the Mice industry, no news requests at all, also not for next year
- ✖️ Clients just don’t want to take the risk of organising something for their image towards customers and/or staff
- 👤 In many travel agencies/tour operators, the employees work 40 % instead of 100 %. There are enough employees to answer customer’s phone calls or emails and provide a good customer service.

Challenges



- Dealing with changing colours and travel advice
- Different rules at every country in Europe
 - clients can travel right now to Denmark & Sweden but not to Norway, Finland and Baltics but next week that can be different
- No dates when it will be better / open
 - no future planning possible
- The feeling is that the winter will be a difficult season as people are not sure what is going to happen with the virus. Is there going to be a test that gives at a very short time the outcome if you are positive or negative and is there going to be a vaccine at all in a short notice.

What do you need from Norwegian partners/suppliers in the time to come?

Flexible booking / option;

- no cancellation fee because of covid
- no rebooking fee because of covid

Local rules in the hotel, restaurants, activities



Trends in the markets

- People are either staying home, staying in their own country or taking a car holiday to countries nearby
- More interest in car travel than flight
- More flexibility
- More last minute bookings due to uncertainty with open/closed borders
- Luckily the Nordic countries are known for nature, lot of space,... So that's a USP!
- Looking for small scale accommodations/cabins, activities out in the nature (not museums/indoors etc).



We still get requests. People are interested to leave in the winter but are awaiting. ...

As we have a good service towards clients even in corona times, people rely very much on us to handle things right.

We might say our ‘customer service’ has gained a lot of extra trust with our clients. We do inform them correctly and handle cancellation if necessary.

They are willing to take a test before arrival in Norway to show them they are not a covid patient

Nyheter



Ny direkte flyrute til Scandinavian Mountains fra Nederland

Nederlandske [BBI-Travel](#) starter til vinteren ei ny flyrute til [Scandinavian Mountains Airport Sälen-Trysil](#). Med to avganger i uka, torsdager og søndager, fra [Groningen Airport Eelde](#) kan nederlendere og andre internasjonale gjester besøke Trysils og Särens fantastiske fjellverden og nyte ordentlig vinter og skikjøring.

Rutetabell:

Torsdag 17. desember 2020 – 11. mars 2021

- Groningen – Scandinavian Mountains 09.45-11.30
- Scandinavian Mountains – Groningen 12.00-13.45

Søndag 20. desember 2020 – 14. mars 2021

- Groningen – Scandinavian Mountains 9.45-11.30
- Scandinavian Mountains – Groningen 12.00-13.45



Tusen takk!
www.innovasjonnorge.no