

## SWEDEN

### 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.

#### May

28th May. We conducted an **interview with RK Travel Group**, one of Swedens biggest tour operators, about the potential of Norway as a destination.

#### June

We are getting more requests from new tour operators wanting to develop Norway as a destination, and we are setting up **one-to-one calls to help them on their way**. We are also **mapping the high-end tour operators in the market**, with the goal of arranging an High-End Introduction Tour this autumn.

#### November

4th November. We attended the **"Större Möten och Events"** in Stockholm, to promote Norway as a MICE destination for bigger events and groups. This arena is to connect with MICE agents interested in MICE destinations for big groups 500+

5th November. We attended the **Travel News Market** in Stockholm, to connect with Swedish tour operators and travel agencies.