



# **International B2B status report**

**- in connection with the Covid-19 pandemic situation**

**March 2020**



**Sweden**

# The current situation for the leisure segment

## Whole Sales Agents with Bus-TOs as clients:

- Many small bus TOs in this segment = some bankruptcy during March but more to come during April. No numbers to show at the moment . The Whole Sales Agents *indicate* that this is a short-term solution for some and that most of them will start up again after Corona – just assumptions.
- Whole Sales Agents see that clients keep bookings as long as possible and are positive to supplier's flexibility with cancellation policies.
- Many bus TOs change bookings (keeping programs) till next year and tells that guests mostly rebook for later/next year

## ***Cont.***

### **Niche TOs (skiing, hiking, biking)**

- Trips planed for March till May are cancelled.
- 80 % of the clients reebook/postpone till next year
- Good cooperation with smaller suppliers with flexibility in policies
- Almost 100 % of the staff has been temporarily laid off



## *The current situation for the MICE segment*



Event agencies turn their services/business to deliver knowledge in professionally produced digital meetings (agendas, content and tech solutions)



50 % of the Swedish Event Agencies have been temporarily laid off.



Most communications agencies express a relatively positive outlook on the future. The majority of agencies have a strong belief that they will not need to dismiss staff and a belief that the economic downturn is temporary. [Learn more](#)

# Insights from the market relevant for the Norwegian tourism industry



The situation for the industry in Sweden is the same as in Norway. Everyone struggles with no income that leads to redundancies and employee temporarily laid off. SRF (Sveriges resebyråförening) is working in close corporation with Visita and Svensk Turism to get the government's crisis packages to apply to the travel industry – just the same challenges as in Norway.



The Swedish Travel industry is severely affected by the current crisis. Of the 36,800 persons currently notified of termination by March (up to week 13), 38 % are employed in the Travel industry, and the immediate threat of bankruptcies is present throughout the entire value chain.



Tusen takk!  
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