



Market insight Sweden – March/April 2021

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We have seen an increase in executed and a demand for digital company events; big and small, since mid/end of 2020. The need of communicating with staff is huge at the moment as many employers are planning for prolonged «work from home» situation until after summer vacations.

The work situation varies a lot from MICE agent to MICE agent.

- Some have established a position within the new demand for digital solutions and can now see increased income.
- MICE agents specialized in travel are still in a very difficult situation and find it hard to see an end to this.

Most bookings that was moved from 2020 to 2021 are now cancelled or executed as digital events. We see some new production and requests for abroad travel and MICE arrangements in 2022 and 2023 coming in from clients now.

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Norway stands strong as an interesting, «green», accessible destination to Swedish companies.

If you have previous contacts with swedish MICE agents it is good to communicate that you are still there and what you can offer when the time is right.

They need to know wich suppliers are still active.



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Sweden is now experiencing a "third wave" in terms of the spread of infection. Vaccine program under rollout. Sweden's forecast for vaccination is that all adults should have been offered a first dose by mid August. (April 2021)

The Swedish Foreign Ministry does not advise against travel to most EU countries with the exception of unnecessary travel to the UK, Northern Ireland and Norway.

The whole of Sweden is covered by a "red" infection status and triggers quarantine requirements when traveling to Norway.

The Government intends to introduce new financial support to organizers of events that are planned to be held during the period July-December 2021 but which can not be implemented or must be limited to a large extent due to restrictions due to the spread of covid-19. This applies, for example, to organizers of concerts, performing arts performances, exhibitions, festivals and other similar cultural events, trade fairs, markets, civil society events and sports and other sporting events.



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Most of the staff at MICE agencies are still furloughed up to 80% till June.

Some good reflections are posted in a series of articles summarizing trends from different perspectives:

- Small events get a bigger budget when the small becomes the new big.
 - [Små event får större budget när det lilla blir det nya stora - eventeffect.se](#)
- A few hundred on site and thousands at a distance during future events.
 - [Några hundra på plats och tusentals på distans under framtida event - eventeffect.se](#)
- Distributed experiences can be the future of the hospitality industry.
 - [Distribuerade upplevelser kan vara besöksnäringens framtid - eventeffect.se](#)





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