



## **MARKET: Sweden**

End August 2020

## CHALLENGES

The biggest challenge is the quick changes in each country's travel advice and restrictions.

## BOOKING SITUATION (1)

- Booking status for 2021 is **very good** and is mainly based on **postponed bookings from 2020**.
- **Few new clients/bookings** per today.
- Some trips have **increased capacity with more departures** this autumn. Especially domestic trips are up.

Example of "extrainsatta avgångar":

[https://www.wiresor.se/?gclid=EAlaIQobChMI08bBqfvH6wIVCp53Ch33oQLPEAAYASAAEgISa\\_D\\_BwE](https://www.wiresor.se/?gclid=EAlaIQobChMI08bBqfvH6wIVCp53Ch33oQLPEAAYASAAEgISa_D_BwE)

- **Skiing trips for winter 2021 are still on** and have a good booking status.

**Tour operators have described the booking situation in 3 phases:**

- 1) for trips in Jan/Feb most clients postponed to May/June.
- 2) For trips in May/June many canceled and were afraid to postpone.
- 3) for trips July/Aug/Sep many postponed to 2021.

## TRENDS (1) – new target groups emerging

There are some signs of new segments/target groups for Norway:  
**High End and younger travelers.**

### **New target groups with new values (gen z and y).**

- New radical ideas about 0 growth and what sustainability stands for.
- Take responsibility and are more aware of their own consumption: demanding more quality than quantity. Requires “locally produced”.
- “Back to nature” experiences.

## TRENDS (2)

**Accessibility by other means than flight** is expected as Sweden is a nearby market.

**Sustainable travel** is now a demand from tour operators. They expect programs using the train or the buss for groups.

**Hiking/biking & soft adventure programs**, using public transportation is also something they are looking for.

Both round trips and **trips with one base** will also be in high demand.

## THE MARKET

Many tour operators are looking into new productions with Norway as a destination and we provide ideas and inspiration. In this situation we need to be patient, but Norway will be on top of our tour operator's agenda as soon as the Nordic borders opens.

*New programs for 2021 are for example:*

<https://www.temaresor.se/resor/europa/norge/>

<https://www.primatravel.com/vandring-pa-svalbard>

## THE MARKET

- *27/8 no travel restrictions for swedes to travel to Norway.*

<https://www.regeringen.se/uds-reseinformation/ud-avrader/a--andringar-av-avradan-fran-icke-nodvandiga-resor-till-alla-lander/>

- Work situation is tough and almost all staff are furloughed on maximum 60%. Many have been laid off because of the rules changed for permission to furlough staff 80% to only 60% as a max after last of July.
- Statistics from SCB of bankruptcy in Q1 and Q2 compared to 2019 Q1 and Q2
  - Q1 and 2 2019 – total 9 companies mostly one-man companies.
  - Q1 and 2 2020 – total 31 companies mostly with 4-9 employees (1 with more than 19 employees)

(SRF is surprised there has not been more bankruptcy in the industry of Tour Operators in SE by now. <https://srf-org.se/> )

## WHAT DO THEY NEED FROM SUPPLIERS?

Touropers are asking for close dialogue with their suppliers and need to be re-assured that they are still welcome and that everything is OK and as planned, if not cancelled.

### **Expectations:**

Product development should follow the niches and motivations (interests, themes and special niches) that are trending. This means, for example, that Norway should be able to offer products for groups where you can travel by train / bus with bicycles on board. Make a group booking with place reservation or ordering food for a longer distance.





Tusen takk!  
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