

United Kingdom

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. We have an ongoing collaboration with **ANTOR** (Association of National Tourist Offices and Representatives), to share and learn together with other tourist boards, finding the best way forward in the current climate.

Furthermore, we also have **regular meetings with UK tour operators**, to see how we can be of best service for them throughout the difficulties the travel industry is facing.

June

30th June. We conducted a webinar together with Fjord Norway to promote Hidden Gems/Fjord Secrets in Fjord Norway. UK tour operators loved the concept. Due to technical difficulties on Whereby, we struggled to show all the videos but despite the difficulties, the tour operators remained positive and very happy with the format with which we presented the destinations' most secret places.

22 tour operators attended the webinar.