

USA

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

We undertook a **survey in the US and Canadian travel trade** to gather insights for the Norwegian travel sector. This survey was done in cooperation with Visit Britain and Visit Denmark. **The target was tour operators and travel agencies**, 110 agents answered.

Furthermore, we established a **collaborative partnership with the European Tourist Boards** to discuss ongoing initiatives.

20th May. We conducted a webinar **in collaboration with Denmark, Sweden and Finland**, to promote the Nordics as a whole. The webinar had **focus on "Hidden Gems"** across the countries towards tour operators and travel agencies.

255 agents participated.

21st May. We participated in a **hosted discussion on sustainability speaking to Norway's many innovative initiatives**. The discussion was hosted by Afar Media, with the **travel industry as an audience**.

429 agents participated.

June

16th June. We organised a webinar to promote **Norway "in Depth", with focus on Ålesund, Møre & Romsdal** region. The target group was tour operators and travel agencies.

23rd June. Together with Visit Denmark, Visit Sweden and Visit Finland, we organised a webinar promoting **Nordic Summer Experiences and Midsummer in Nordic countries**. Target group was tour operators and travel agents.

30th June. We organised a webinar to promote **Norway "in Depth", with focus on Northern Norway**. The target group was tour operators and travel agencies.

July

14th July. We organised a webinar to promote **Norway "in Depth", with focus on Bergen and the surrounding area.** The target group was tour operators and travel agencies.

28th July. We organised a webinar to promote **Norway "in Depth", with focus on Lofoten Islands.** The target group was tour operators and travel agencies.

September

2nd September. We organised a webinar to communicate updates from Nordic air carriers, with Norwegian, SAS & Finnair. The target group was tour operators and travel agencies.

10th September. We attended the USTOA Virtual Summit, in order to promote Norway as a sustainable destination. It is the first event in a curriculum of sustainability program we are building in partnership with USTOA.

15th September. We organised a webinar to promote **Norway "in Depth", with focus on the Nordfjord Region.** The target group was tour operators and travel agencies.

15th & 16th September. We attended the Virtual "Elevate" conference with Adventure Travel Trade Association, that replaced the physical annual event.