



MARKET: USA & Canada

25th May 2020

CHALLENGES

- Right now the biggest challenge remains **survival**. Companies are still trying to figure out how to **get through this crisis alive**.
- Beyond that, the largest concerns cited include:
 - cash-flow
 - Income
 - losing employees
 - **potential second wave of COVID-19 in the fall**.

BOOKING SITUATION

- 57% of bookings have **been rescheduled, rather than cancelled.**
- 92% of rescheduled bookings are **delayed a full year to 2021.**
- 60% reported prioritizing a **focus on generating long term business for 2021**, rather than salvaging short term business for 2020
- 76% report seeing a **specific opportunity for the Nordic countries** (Denmark, Sweden, Norway & Finland) in a post COVID-19 world.
- 52% say they **will prioritize Norway** as a destination when borders open again

BORDERS & TRAVEL ADVICE

- The state of US borders is a major question mark. There seems to be **no ongoing long-term strategy** for how to manage the opening of America.
- As all 50 states are at different stages of dealing with this pandemic, there is **no single set of rules for the country as a whole**.
- **Travel advice varies wildly from state to state**. Some states are reopening almost everything. Some have yet to reopen anything at all. Moving forward, **a state-by-state or regional approach** to dealing with the US will be necessary.

OTHER

- 60% want **webinars and ongoing education**.
- We are seeing a strong preference shift towards **individual, small group and FIT travel**, away from larger group travel filled with strangers.
- We are also hearing many operators that report a normal target demographic of 55+ now looking to **re-focus on younger travellers** they perceive may be quicker to consider international travel again.



Tusen takk!
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