

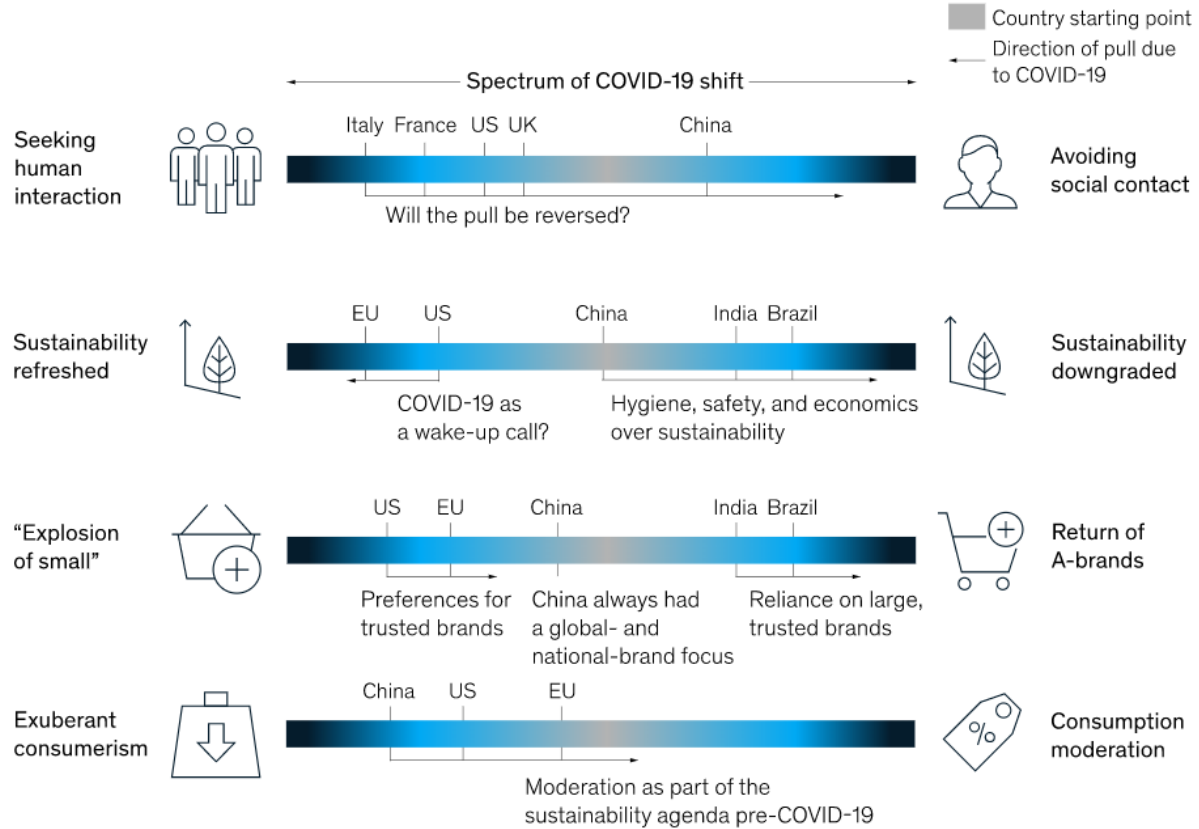
# Oppdatering om Asia og NDM

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# Covid19 tabell

Land	Siste 14 d.			I dag	Per 100.000
	Nye per dag	Trend	Totalt		↓ Totalt
Brasil	50 644  Nye siste 14 d. Snitt 7 d.	↓	231,6	0	1748,8
Singapore	117 	—	17,1	0	965,7
Argentina	10 550 	↑	208,2	0	819,1
India	85 687 	—	61,5	0	239,9
Norge	76 	↓	11,0	0	195,7
Indonesia	2 447 	—	10,0	0	58,6
Japan	1 347 	↓	9,8	0,0	51,8
Sør-Korea	441 	↑	7,5	0	36,5
Kina	96 	—	0,0	0	6,2
Thailand	17 	—	0,1	0	4,9
Taiwan	2 	—	0,0	0	2,0

# Value-driven behavior changes occur on a spectrum, and their pull and magnitude depend on each country's starting point.



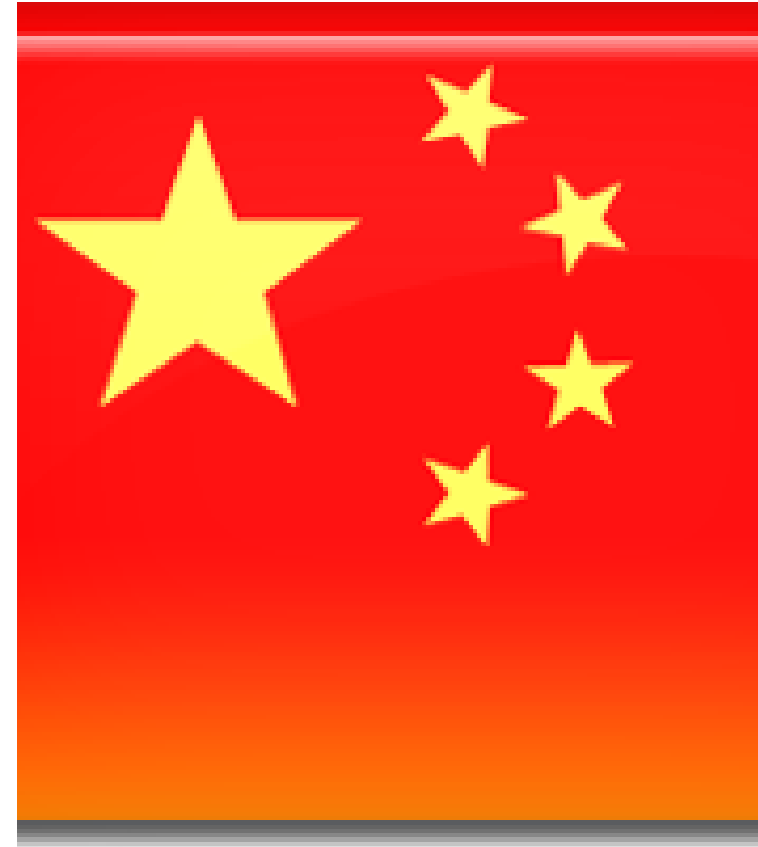
Source: McKinsey analysis, press search

# Nytt fra markedene

En kort oppdatering

## Kina

- Covid-19 is well controlled in China except a couple of regions where there are still some new cases
- Domestic travel business within China is back to normal and tourists could travel across provinces freely without any restriction as long as their health code is green
- Travelers are still keen to travel abroad by this Autumn / Winter if the Covid-19 could be well controlled in destinations



# Kina

- TRENDS:
  - Short haul destinations are getting even more popular as travellers try to avoid long haul flights
  - Safety became one of the main concerns when choosing destinations
  - Tourists are trying to avoid over-crowded destinations
  - Smaller groups and FIT/Semi-FIT packages are getting more attentions



# Kina

- Starting on 29 June and lasting until the end of July 2020, the Norwegian Dream – Norway Cultural Month was organized at the JIC Books in Shanghai. A series of cultural events focusing on Norwegian art, literature, and lifestyle were presented online and offline at the book store. The project was initiated by the Norwegian Consulate General in Shanghai and JIC Books Shanghai, and was a result of collaboration among cultural institutions from Norway and China, including the Scandinavian Tourist Board (Visit Norway), Munch Museum, Everafter Books and Tomorrow Publishing House, Shanghai Translation Publishing House, and Shanghai Dramatic Arts Centre. The project was also supported by the Consulate.



# India

Fact Check & India Market Update

Indian Economy & Aviation Overview

Air Transport Bubbles





# India Travel Trends

Less flights | More overnights

Solo destinations

Experiential & luxury travel the first to get started

Premium Private Journeys | Chauffeured van tours  
Strategically designed for smaller groups

Sustainable & conscious travel is likely to rise in  
demand in the coming years



# India Initiatives

Destination training to 1500 travel trade professionals  
Till August 2020

22 Indian delegates signed for NTW Digital  
Making it the largest participation ever

Scandinavian Seminar 2020 now being held digitally  
23rd November to 27th November

Newsletters | Social Media Inspirations



## Japan

- Japan has done relatively well, and infection and mortality rates are well below those of Norway, but is struggling with a second wave
- The government is trying to keep the economic activities with “Go to... ” campaigns
- During the Obon holiday in August traffic on the Shinkansen high speed train was down 74%
- HIS, one of the largest tourism company, is planning to close one third number of domestic branches in a coming year and shift their business more to online
- Trend toward individual travel makes clear advances. Package tours used selectively



# Thailand

- Fra august er folk tilbake på jobb, reiser (innenlands), men følger avstandsregler etc. Ansiktsmaske er pålagt
- Mer enn 60% av bedrifter som jobber innen turisme har stengt/gått konkurs
- Prøver å finne på oppgaver for ansatte, minimere kostnader for å holde de i jobb
- Venter på en vaksine, men har programmer til Norge klare for salg fra dag 1 (noen holder enda på bookinger for nov/des til Norge – nordlyset trekker!
  - Antar at Thai markedet vil gjenoppta reiser ganske raskt når grensene åpner, og flyrutene gjenopptas
- Schengen anser Thailand som trygt, men ingen internasjonale fly går.
- Trend: Trygge reiser med avstand/færre mennesker, forberedt på høyere kostnader

## Sør-Korea

- Strenge restriksjoner enda (ansiktsmaske påkrevd både ute og inne, social distancing, unngå folkemengder)
- No meeting or gathering of more than 50 persons indoors or 100 persons outdoors, All sports events are held without spectators and All public facilities such as museums and art galleries are all closed. All schools are operated by adjusting their school hours by grade, and all administrative agencies work from home except for essential personnel.



## Sør-Korea

- According to the Korea Travel Association, 453 travel agencies reported closing their businesses from January 20 to July 29, when the first confirmed Korona 19 was released
- Alt er satt på vent, mange oppsigelser, det er rett og slett krise for reiselivsbransjen:
  - Mode tour has 3 days working, half of the members.
  - Lotte tour moves their office to Wonju, but travel sectors are keeping the same office, but they ask volunteering early retirement to decrease the staffs.
  - HIS big travel agents are move out from the president hotel
  - Hana tour made big changes in organization. Staffs are on-off duty for 3 months.
  - There are few executives who can be on duty but the others are off duty for 2 – 3 months
  - Most of them work from home until September from July.
  - Even they came for works, but only 2 – 3 days.



## Sør-Korea - trends

- after Corona 19, Norway is expected to be visited by many individual travelers or family travelers with its beautiful nature and clean environment
- individual travel will be stronger for the time being than group travel after Corona 19
- Need information such as hotels or small houses used by a small number of people rather than large hotels used by many people
- Need information on safe transportation, convenient transportation links for individual and family travelers, and accommodation.



# Sør-Øst Asia

- Indonesia
    - Mange oppsigelser i alle bransjer.
    - Turisme – helt shut down. Kanskje 2. eller 3.kvartal 2021
    - Behov: noe å “kickstarte” markedet med (special priser, betingelser)
  - Singapore
    - Mange er på permisjon inntil videre
    - Ser kanskje muligheter for oppstart andre halvdel 2021
    - Kunder sier “de ikke kan vente med å reise igjen”.
    - Vil se til destinasjoner som har klart seg godt gjennom covid19 – trygt!
    - Programmer som har mer utendørs og naturopplevelser, enn f.eks museum
  - Our company is looking to arrange experiences for our guests in line with overseas destinations, i.e. bring travel to them and hope that they will consider these destinations for their next trip once borders reopen. For example, we are working with Spain Tourism on a Spanish movie night, with Spanish wines and food, and a movie about the Camino de Santiago, a famous pilgrimage route.
- > If there's something we can work with for Norway, that would be great, e.g. a Norwegian cooking class, etc





# Brasil

- Since the beginning of the pandemic, actions (such as health measures, social distance, logistics -closure of cities borders- and quarantine for non-essential services) were planned and implemented by most governors and mayors from all over Brazil. Due to several factors including lack of strong leadership, country's infrastructure, and cultural aspects, the number of Covid 19's cases and deaths in Brazil were never able to be controlled.
- The economic situation is complicated at this moment, also due to the fact Brazil is going through a political crisis during the pandemic. Uncertainties and lack of trust in the government are reflecting on the weakness of the currency, that has depreciated the most this year with massive loss against the dollar and euro. The unemployed rate has drastically increased, and the government had to create an emergency action to try to help the population during this time. The Ministry of Economy is constantly working on strategies to help companies, and the country in general, to keep going....
- When it comes to tourism, it is true - and it was also expected - that many companies would declare bankruptcy or close its doors and both things happened. However, there are also several business that managed to resist the crises and are now investing in different opportunities to create business possibilities for the end of 2020 and beginning 2021 – domestic and international options. The Brazilian travel companies hope to witness an industry comeback soon and for the moment, they are focusing on trainings and strategies to apply during the next semester.



## Brasil /Argentina

- Since last April, Norway (and local partners) has been constantly highlighted through trade and PR online activities. Norway has kept its presence using GVA's online platforms. Through several training sessions and webinars we were able to assist the travel trade in Brazil and South America (Argentina, Chile, Colombia, Uruguay) to go through this hard time and get ready for the re-bounce whenever it comes.

**(total of 36 sessions and more than 5,250 views)**

- Norway also counts with 7 brand new certificate courses available in the online platform GVA E-learning ([www.gvaelearning.com](http://www.gvaelearning.com)). Courses are only available in Portuguese BUT will be soon available in Spanish as well.



# Aktiviteter fremover

## We'll meet again..don't know where, don't know when....

- 1.okt – oppdatering generelle reiseråd
- Resten av 2020
  - IN policy: ikke fysiske arrangement med norske samarbeidspartnere/bedrifter
  - Digital first
  - Utekontorene fysisk møte bransjen
- 2021....



Spørsmål?



Tusen takk!  
[www.innovasjon norge.no](http://www.innovasjon norge.no)