



SUPPORTING A SUSTAINABLE RECOVERY

APRIL 2021

Easter round-up

Somehow, we find ourselves in the middle of a 3rd Covid-19 wave across the Nordic and Baltic region and it will still take a little while yet before the latest tough lockdown measures start to have a positive effect on the number of infections.

But, we have seen the dramatic effect the vaccines have had in other countries where the roll-out is advanced, both on reducing the number of new infections and in preventing the spreading of the virus.

We remain optimistic that after Easter, when the vaccination numbers increase throughout our region, we will start to see and feel a real change!

Then, we can start to talk about will and will not be possible this summer and how the recovery will look like for late-summer, autumn and the next winter as we approach the stage where we will actually see the worst of the pandemic behind us.

At the Nordic Tourism Collective, we plan to introduce a series of activities to help our members plan for the return of business, in understanding the new landscape and in preparation for receiving visitors back to our amazing destinations.





Nordic Tourism Collective OÜ

We are delighted to announce that the Nordic Tourism Collective has now opened an office in Estonia as we move to strengthen the collective network across the Nordic and Baltic States.

With Brexit now a sad reality, we are delighted to have another European and Baltic base in order to continue building our excellent relationships with the Nordic and Baltic NTOs and tourism suppliers as well as strengthening our contacts with the ETC and the EU in preparation for recovery.

Event and activity pipeline

Our pipeline of potential events is listed below. The exact timing will depend on recovery and priorities of the Nordic travel and tourism trade in conjunction with discussions and feedback from our members

Workshops

- Nordic Marketplace - 25th Feb
- Luxury Nordic's
- Rendezvous Georgia
- Islands of the North
- Individual travellers
- Winter - Nordic's
- Rendezvous Baltic Sea
- Specialist Events
- Fishing/Hiking/Golf/Foodies/Music
- Youth and Educational Travel
- Showcasing Sustainability

Market Insights from our international partners

- Key EU markets
- South East Asia
- South America
- Russia
- UK
- US

Nordic Insights

- Interviews with industry leaders from the region
- Webinars with our research and data partners
- Seminars on sustainability planning and transition

All our activity has the same goal - to promote the region as an attractive and fascinating destination and to ensure this is undertaken sustainably.

Nordic Marketplace 2021

Now recognised as the most important B2B pan Nordic and Baltic event in the tourism calendar, the Nordic Marketplace was a busy and productive day for all participants

We were blessed with so many suppliers from across the whole region as well as so many buyers from Europe and international markets.

[DOWNLOAD MARKET REPORT](#)

NORDIC MARKETPLACE 2021
25.2.21

 **NORDIC TOURISM COLLECTIVE**

ETOA

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Once again, we were delighted to be working with our partners ETOA with our special thanks to their events team.



New Nordic members

The importance of collaboration, idea-sharing and of membership to tourism associations has never been clearer. We're delighted to welcome four new Nordic members who have joined the Collective this month.

- NB DMC - Latvia
- Visit Lapland Tours - Finland
- Lithuania Travel
- Nitro Travel Solutions - Denmark

[Join the Collective as a Nordic member](#)



New Buyer members

We are also pleased to welcome nine new Nordic specialist European buyers

- Comptoir des Voyages
- Anapia Voyages
- Intermedes
- SEAL Adventures
- Solos Holidays
- Arctic Direct
- Kailas Viaggi e Trekking
- Noorderhuis
- Nordic Delights BV

[Join the Collective as a Specialist Buyer](#)



New directors



Helena and Roger Egan are founders of Planet Egan, a boutique consultancy that was born out of a passion for sustainable and responsible growth in travel, tourism and hospitality.

With their backgrounds, experience, energy and interest in sustainability Helena and Roger's contribution to the ongoing development of the Nordic Tourism Collective will be immense and we look forward to working with them.



Coming soon..



Research and trends in the region

Work is now underway on our draft reports on the changing market situation in the B2B segment as well as customer sentiment of the Nordic region

Events and Working groups

Increased member engagement, collaborative working groups and a new strategy to attract European buyer members.

Join us or get in touch!

If you're not already a member, come and join us. Add value to your business; collaborate on joint initiatives and see an increase in business. Or if you have any suggestions or fancy a chat, we'd love to hear from you!

<https://www.nordictourismcollective.com/join-us>



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Follow the NORDIC TOURISM COLLECTIVE on LinkedIn, facebook, Twitter or subscribe to our mailing list

