



MAY 2021

The Darling Buds of May

'Rough winds do shake the darling buds of May' -
Shakespeare's Sonnet 18

Rough winds do indeed shake the darling buds of May; the winter may be behind us but there are still a few head-winds to slow progress.

Despite the challenges faced thus far, immunisation efforts in Europe are starting to be ramped up and the doses delivered to the EU have substantially increased. The bloc is confident that the vaccination delivery will catch up over the next quarter and will bring down Covid-19 cases, allowing for a safe and sustainable reopening of travel and tourism in Europe. There are now exit roadmaps in place in all Nordic and Baltic countries with Corona-passports being rolled out sooner rather than later by some. Incredibly, it also looks as though the USA will be one of the first long-haul markets to start moving again (something unimaginable six months ago) and the EU ready to accept American tourist visitors this year.

We hope this will be our last newsletter before the wheels start turning again!

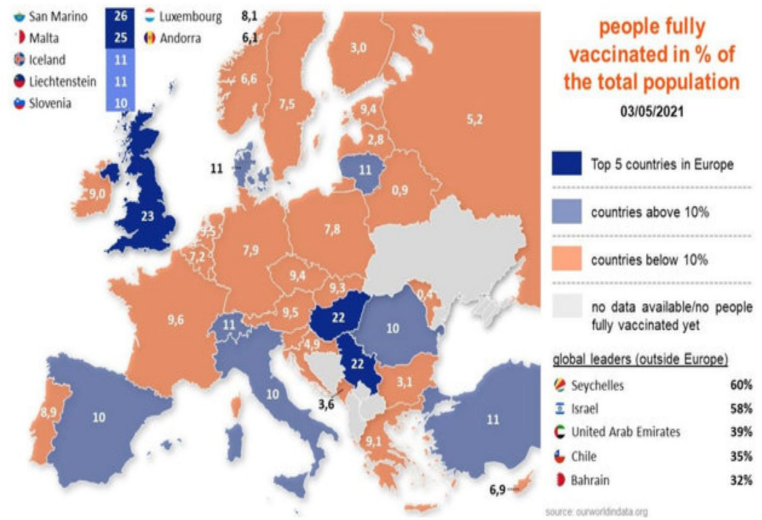


European Union and the DGC

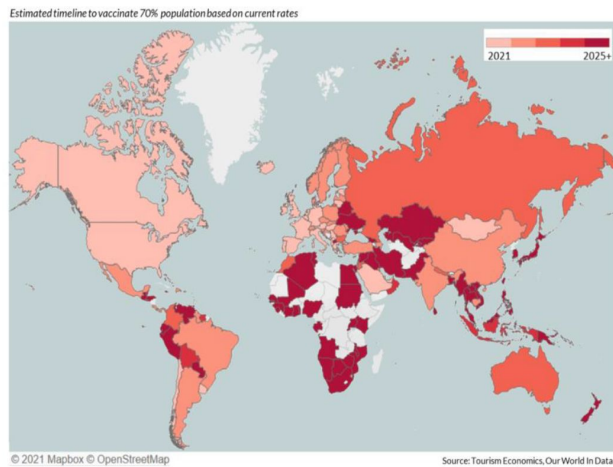
The EU's **Digital Green Certificate** planned to be introduced before summer, is expected to support the safe reopening of European travel and tourism. The certificate is envisaged as a tool to facilitate free and safe movements of citizens in the EU and further afield. The DGC is planned to facilitate the exchange of data to prove that a person has been vaccinated, holds a negative test or has recently recovered from Covid-19.

"The Digital Green Certificate proposal is a major step in the right direction. But time is of essence now. We need a clear plan outlining conditions and timing to prepare for the safe restart of travel and tourism in Europe to be ready for the critical summer season 2021! Europe should work on this together leaving no place for fragmentation and unilateral actions."

Eduardo Santander, Executive Director European Travel Commission (ETC).



Global vaccine completion timeframe at current rates



Research partners - Nordic and Baltic tourism data and trends

An understanding of booking and travelling trends is going to be vital as the markets slowly recover. What issues will shape our decisions to travel this year and beyond, which markets and sectors are moving, which destinations and types of holidays travellers are attracted to?

We are delighted to have signed partnership agreements with four leading data and intelligence organisations to help us and all our members.



New Executive Committee members

We are delighted to welcome three new members to our Executive Committee. Their experience and insight will be invaluable in helping to guide the development of the Collective in the months to come.

The Executive Committee oversees the governance of the Nordic Tourism Collective and is drawn from a representative cross-section of our membership.



Melaine Carrier
Supplier Relationship Manager
Tracoin Services



Caroline Friis-Ellis
Business Development Manager
Greenland Travel



Richard Stone
Head of Field Sales,
Global Sales at DFDS



Nordic Tourism Collective signs agreement with SMAL

The Nordic Tourism Collective has entered into a partnership agreement with The Association of Finnish Travel Industry (SMAL) to strengthen the bond and shared interests between the two organisations and to aid recovery across the region.

Under the agreement, the Nordic Tourism Collective and SMAL look to support each others activities where appropriate with the goal of developing sustainable tourism in and from Finland. Possible activities being discussed include the hosting of joint workshops, events, seminars and working groups.

[Read more here](#)





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

