



# FEBRUARY 2021

## Just a little longer.

Although the incidence of CV19 remains high in European countries, the overall situation is slowly improving.

Vaccination programmes are now providing protection to the most vulnerable population groups and our health-care systems will come under less pressure in the coming weeks and months. In addition, the spring and summer will also lead to less virus transmissions, as was the case in 2020. Against this backdrop, we all should collectively prepare for a coordinated and smooth reopening of travel and tourism, in time for the critical 2021 summer season.

Despite the continuous lockdowns and advice to avoid non-essential trips, Europeans' travel sentiment continues to improve with 54% of respondents planning to travel within the next six months either domestically or to another European country.

- 54% of Europeans hope to make a trip before the end of July 2021
- 1 in 3 Europeans believe that May-July is the most feasible period for their next trip
- Efficiency of a vaccine rollout remains the crucial factor

[Monitoring Sentiment for Domestic and Intra-European Travel – Wave 5](#)  
published by the European Travel Commission (ETC).





## Our plans for 2021

As the recovery gets closer and travel becomes imminent, the Nordic Tourism Collective is working on events and activities for 2021 which will include specific regions and industry sectors in the Nordic and Baltics as well as key European and global markets to the region.

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

## Event planning

Our pipeline of potential events is listed below, the exact timing will depend on recovery and priorities of the Nordic travel and tourism trade at the time.

### Workshops

- The luxury and high end segment
- Budget and youth travel
- The Islands of the North
- Wonders of the Baltic region
- Winter's back
- Long-haul 2022
- 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

## Nordic Marketplace 2021

Registrations are now closed for the Nordic Marketplace 2021 with the number of confirmed delegates at 180 which has now exceeded our event in Copenhagen in 2020.

Despite a year of almost complete inactivity, both Nordic supplier and international buyers are looking to the future with a full day of pre-organised meetings.

[The Nordic Marketplace](#)



## New Nordic members

The importance of collaboration, idea-sharing and of membership to tourism associations has never been clearer. By working together we can share our strengths to build meaningful and effective partnerships for the future

We're delighted to welcome six new Nordic members who have joined the Collective this month.

- VISIT FINLAND
- VASA MUSEUM
- HEART OF OF LAPLAND
- POHJOLAN MATKA
- FJORD TOURS AS
- NORDIC WAYS

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

## New Buyer members

We are pleased to welcome five new members to our European specialist buyer network also

- DISCOVER THE WORLD (UK)
- NORDIC EXPERIENCE (UK)
- REGENT HOLIDAYS (UK)
- LUXOTIC GLOBAL (BH)
- NORDIC TRAVEL (AU)

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



## 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 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>

