

NORDIC MARKETPLACE 2021

25.2.21



NORDIC TOURISM
COLLECTIVE

ETOA

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

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

The Nordic Marketplace in numbers

84%

Overall satisfaction rate

Overall Satisfaction with the Nordic marketplace was rated at 84%

Meeting platform

The Celestina platform used to deliver the video meetings had an overall satisfaction rating of 83%.

83%

Registered delegates

185

Appointments in total

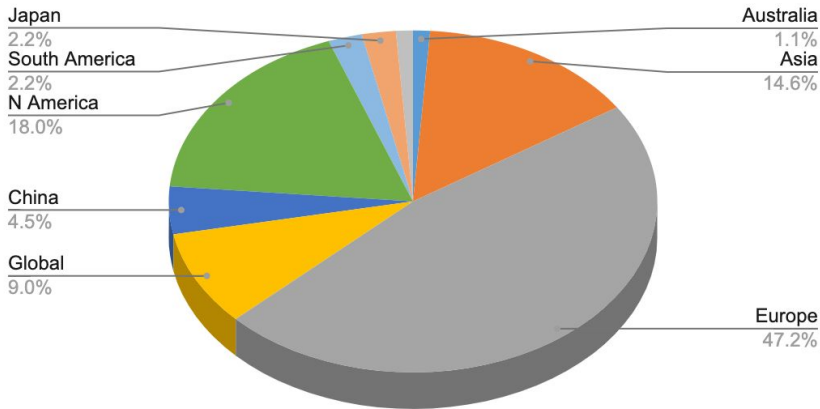
28

Average number of meetings per delegate

4516

Buyers

Overall Buyer mix

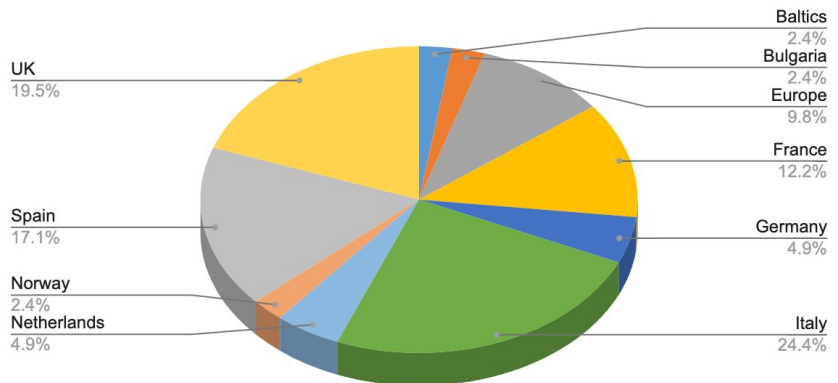


Buyers were represented from a wide range of European and international markets.

European buyers accounted for almost half of all buyers

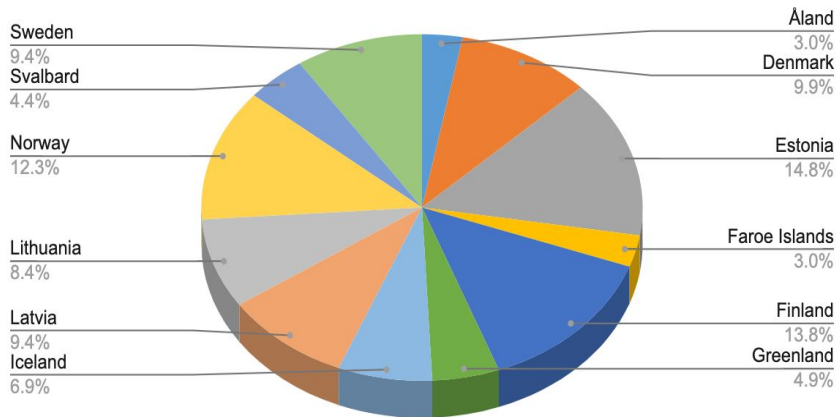
European Buyer Breakdown

European buyers were well represented across the continent.



Suppliers

Destinations represented

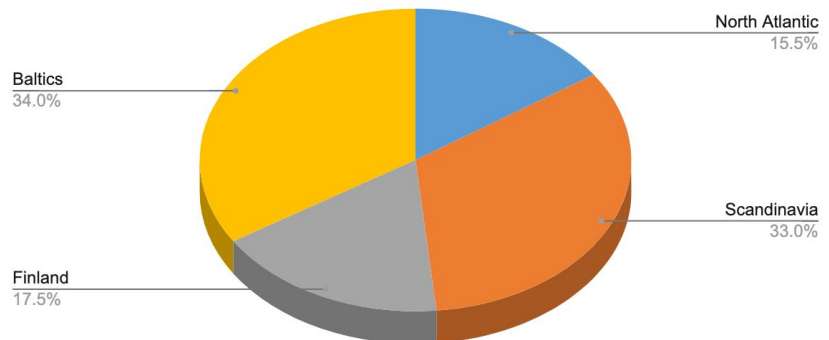


Destinations offered by participants.

Numbers relate to destinations offered, NOT to the number delegates from each destination.

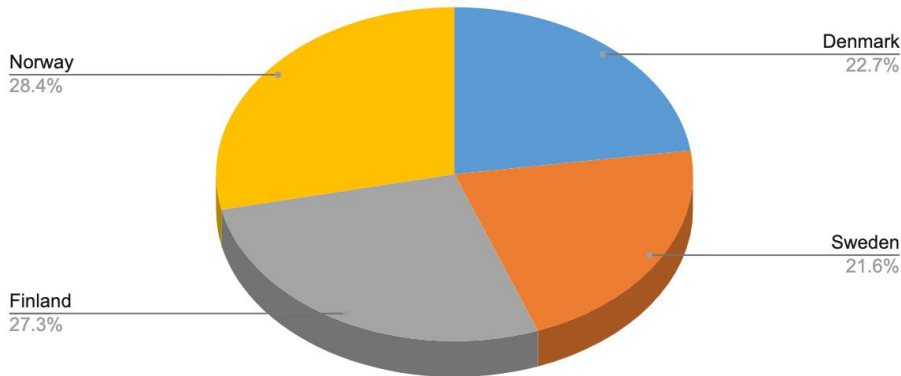
Destinations represented by region

There was approximately an equal split between the four regions represented by the North Atlantic, Scandinavia, Finland and the Baltic Countries.



Suppliers - regional breakdown

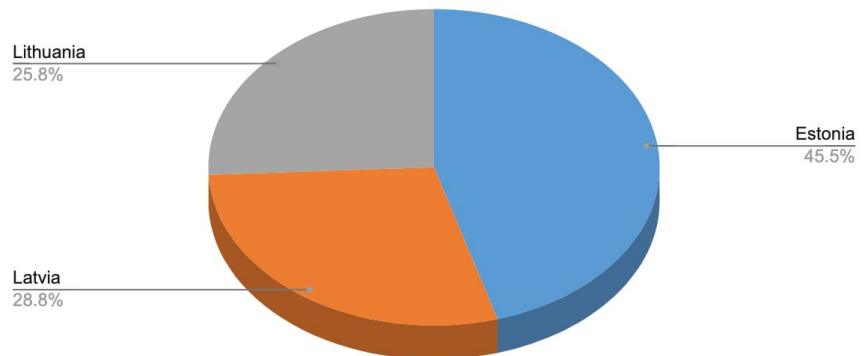
Nordic breakdown



Nordic destinations were equally split between Norway, Denmark, Sweden and Finland

Baltics

There was a good split of Baltic countries. Estonia was represented by more suppliers with over 45%



The Nordic Marketplace 2022

We would to thank all our amazing suppliers from across the region and our European and long-haul buyers for participating and for making the Nordic Marketplace 2021 such a success.

Special thanks to the ETOA events team and also to Visit Finland for their support.

As the most important B2B event in the Nordic calendar, planning is already underway for 2022, where we hope to be able to hold the Nordic Marketplace 2022 as a physical event.

