

# NOVEMBER 2020



## Some good news at last

In just over two months Joe Biden will move into the White House, thirty three years after his first attempt. With Kamala Harris as his VP, he'll replace a President that has polarised the American people and has had such a corrosive effect on international relations. Joe Biden, in contrast, has an impressive CV in foreign affairs and we welcome the USA back to the table.

### **Covid**

President-elect Biden will have to work hard in his first 100 days and there's a lot in his inbox. Already, in his transitional period, he's appointed a Covid task force to try and address a situation that has not until now, been taken seriously at the highest office.

### **Climate change**

Crucially, Biden will reverse Trump's withdrawal from the Paris accord on day one in office. This will be important symbolically, but it could be much more than that. To have the world's greatest industrialised country taking climate change seriously means the issue of climate change is now back on the agenda. He's also expected to use executive orders to end Trump's travel ban on visitors from seven mainly-Muslim countries and he'll rejoin the World Health Organisation

### **A vaccine**

And then there's encouraging news of a vaccine. Whilst it's far too early to get too excited, the news from Pfizer that the Covid vaccine it has developed with BioNTech in the US, offers 90 per cent protection against the virus is surely a tremendous step forward. This news, when combined together with improving treatments, a coordinated opening of international borders and political conformity on international test & trace means at last there is a chink of light in the darkness.

We have all endured a difficult, frustrating and for a many a financially crippling year. At last maybe the future for 2021 is starting to look a little rosier again.





## The Nordic Marketplace 2021

We're delighted to announce that the joint ETOA and COLLECTIVE **Nordic Marketplace 2021** workshop is taking place online on 25th February 25th.

Following a successful event in Copenhagen earlier this year, the new online format allows for increased international buyer participation from both Europe and long-haul markets. For more details:

[The Nordic Marketplace](#)

## Regional Rendezvous

We are working with various members on localised initiatives and targeted events and these have now become part of our highly successful 'Rendezvous' series. The first of these to take place was 'Rendezvous Baltics'.

### Rendezvous Baltics - 01st October 2020

Working jointly with Visit Estonia, Magnetic Latvia and Lithuania Travel, this digital workshop brought Baltic suppliers together with Nordic and other European outbound operators. All invited buyers had existing Baltic programmes or were seeking new programmes in the region.

The focus was on promoting Baltic business for winter 2020 and spring 2021. Buyers were invited from: **Finland, Sweden, Denmark, Norway, UK, Germany, France, Italy and Spain.**

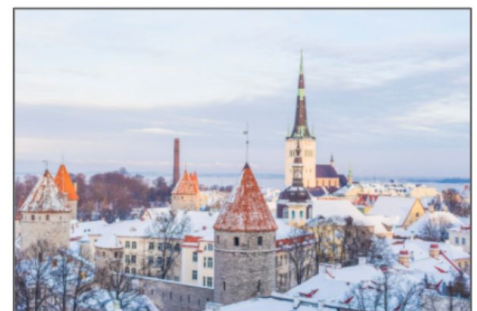
### The workshop in numbers

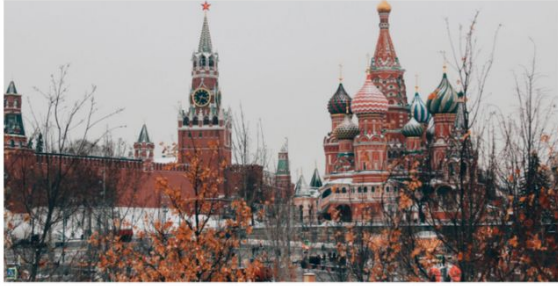
- 15 Suppliers each from Estonia, Latvia, Lithuania
- 45 Nordic and European buyers
- 5 hours of pre-arranged appointments
- 10 minute appointments
- 15 appointments per supplier
- Total meeting requests for all delegates 553

### Rendezvous Lapland - 18th November 2020

To actively encourage winter tourism to the Lapland regions of Finland, Sweden and Norway, the Rendezvous Arctic workshop brings together Lappish suppliers and international buyers from Russia, China and SE Asia.

- 35 suppliers from Finland, Sweden and Norway
- 40 buyers from Russia and SE Asian
- 15 minute appointments
- 18 appointments per supplier





## Into the markets

The Collective has its eyes and ears to the ground in all major markets promoting the Nordic and Baltic region.

Our global team of Source Market Partners will help us all to understand the when, the how and the who as we anticipate the recovery of international travellers via source market webinars, research data and trend analysis.

[nordictourismcollective.com/source-market-partners](http://nordictourismcollective.com/source-market-partners)

The Collective has also been invited to speak on specific topics related to the future of B2B global markets.

Examples include a presentation to the **Lapland Parliament** on how the future global B2B markets will bring new opportunities to the region and, together with our colleagues at **Go Vilnius and Lithuania Travel**, giving an insight into the future potential of the Nordic markets with strategies on how best to achieve this



## New members

The importance of collaboration, idea-sharing and of membership to tourism associations has never been clearer. By working together we can our strengths to build meaningful and effective partnerships for the future. We are delighted to welcome two new members:

### Visit Levi - Finland

*Visit Levi is the travel marketing and sales group for Levi in Finnish Lapland.*

### Nitro Travel Solutions - Denmark

*Nitro is a streamlined Incoming tour operator system for handling tailor-made groups and FIT.*



[nordictourismcollective.com/nordic-baltic-members](http://nordictourismcollective.com/nordic-baltic-members)



**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.**

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

