



# Reboot Nordic Tourism Project purpose

The overall purpose is to increase the share of sustainable American and Chinese tourists into the Nordic region in order to help reboot Nordic tourism in a sustainable way from the two markets - which each country cannot do on its own.

Sustainable tourists are to be understood as tourists travelling throughout the year and throughout the Nordic region, willing to stay longer, respecting and supporting the host community and environment.



# **Objectives**

- 1. Increase in long term awareness of the Nordic Region as an attractive, safe, sustainable and integrated tourist region in the 2 long haul markets
- 2. Increase in long term sustainable growth in tourism income from the 2 long haul markets
- 3. Increase in competitiveness (market share) in the 2 long haul markets



# **Brand promise**

"Human Nature Moments inspired by the Nordic Lifestyle"

# **Target group**

"High spending free independent explorer travellers"



# Nordic principles for sustainable tourism

In spring 2019, Visit Finland updated the national principles of sustainable tourism together with various stakeholders. The update also took into consideration the policy orientations that have emerged in the international debate. Now, these principles have been modified to suit the common Nordic needs in the Reboot Nordic Tourism project.

The joint principles for travel industry partners *operating in the Nordics* is a statement on the following issues:

- Cooperation
- Ecological sustainability
- Cultural sustainability & cultural heritage
- Social sustainability & wellbeing
- Perseverance & locality
- Quality & safety
- Climate change & resource wisdom
- Sustainability communications
- Financial sustainability & competitiveness
- Commitment



## China activities 2021-2022

- The product development process started in spring 2021 by having a close dialog with relevant incoming agencies/DMC's interested in developing sustainable products from the Nordic region.
- In March 2022 it was decided to continue the product development track and to make a plan for how this track could be supplemented by a marketing track. In June, it was decided that the marketing activities need to await that the market opens up again and that ETC launches a new grant end of 2022.
- Next Steering Group meeting is in October 2022.





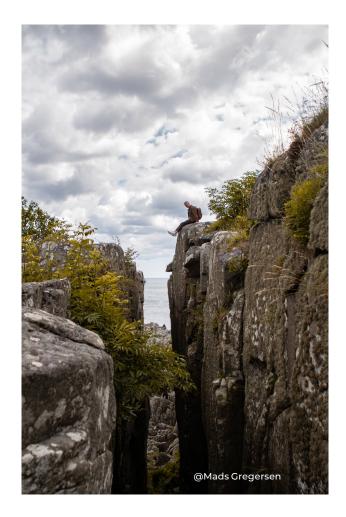
## **China project highlights**

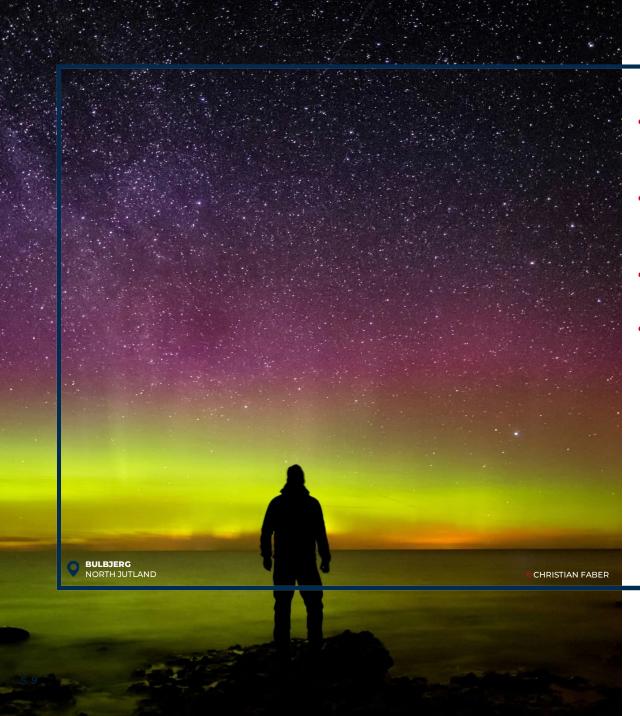
- Training webinar about sustainable travel product development was organized and 20 incoming tour operators joined.
- 16 products were developed and selected from 10 companies. 1-1 workshops with the companies were conducted to fine-tune the products.
- A WeChat Mini-program was launched in January 2022, in which 16 products were presented and related destination information from 5 countries/regions could be found.
- There were 742 registered users in the mini-program in a month.
- A survey to collect feedbacks from Chinese travel trade (about sustainable travel in general, the developed products and future outlook) was sent out in the Mini-program and it got 500 answers which provided valuable insights and data concerning the topic.
- Promotional campaign including a video campaign was organized to promote the Nordic mini-program among the travel trade.



## **US activities 2021-2022**

- The product development process started in spring 2021 by having a close dialog with relevant Tour Operators in the US market, which were interested in focusing on sustainable products from the Nordic region.
- From March till June 2022 all 7 NTO's launched a huge B2B and press campaign with the help from two USbased agencies: PHG and Cornersun. The campaign had a budget of 3 mio.dkr., whereas ETC paid half the budget and organized the tendering.
- In October, the 7 NTOs will organize a roadshow in the US and activities together with Virtuoso and USTOA, financed by the NTOs and the Nordic Council.





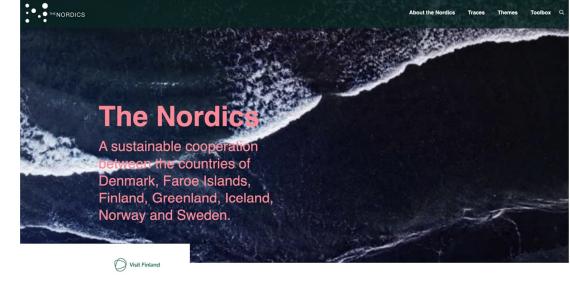
## **US project highlights**

- The Reboot Nordic US project Q1+Q2 2022 was successful in creating a project group and a project structure where all 7 countries felt represented and included.
- The Nordic NTOs all agreed to hire an external US project manager with existing US travel trade experience. Internal project management is circulated between the NTO's.
- The Reboot Nordic US project was successful in implementing the Nordic branding and target group.
- The Reboot Nordic US project managed to raise awareness as well as create bookings for 2022 and beyond. Examples:
  - Kensington Tours Campaign; 1,331,200 impressions & 108 trips booked with an average price of USD 24,672.
  - Intrepid Campaign; 136 PAX booked w. a total revenue of USD 390,951 & a total pageview to Nordic destination page of 46,065.

# THE NORDICS LANDING PAGE IN THE US

- Collecting traffic.
- Uniting the 7 Nordic countries.
- Linking into relevant pages from the 7 Nordic countries.
- Linked to official Nordics page







- VisitDenmark Website
- VisitDenmark Travel Trade Website
- VisitDenmark US Agent Training
- VisitDenmark Media Center
- Contact Ninna Seerup at ns@visitdenmark.com



#### **FAROE ISLANDS**

- The Faroe Islands Website
- The Faroe Islands Travel Trade Website
- The Faroe Islands Media Library
- Contact Susanna E. Sorensen at susanna@visitfaroeislands.com



#### Visit Finland Agent Training Visit Finland Media Library Contact Heli Mende at heli mende@businessfinland

#### **GREENLAND**

- Visit Greenland Website
- Visit Greenland Travel Trade Website
- Visit Greenland Agent Training
- Visit Greenland Media Library

#### **ICELAND**

- Visit Iceland Website
- Visit Iceland Travel Trade Website
- Visit Iceland Agent Training
- Visit Iceland Media Library



#### **NORWAY**

- Visit Norway Website
- Visit Norway Travel Trade Website
- Visit Norway Agent Training
- Visit Norway Media Library

VISIT greenland

Iceland

Contact David DiGregorio at david.digregorio@innovationnorway.no



**NORWAY** 

#### **SWEDEN**

- Visit Sweden Website
- · Visit Sweden Travel Trade Website
- · Visit Sweden Agent Training
- Visit Sweden Media Library
- Contact Magnus Lindbergh at magnus.lindbergh@visitsweden.com



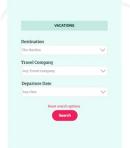


## **BRANDING EXAMPLE: SIGNATURE TRAVEL NETWORK**

### **MICRO SITE**



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Summer's arrival brings longer and warmer days and an abundance of outdoororiented activities across The Nordics. It is a period most famously marked by the natural phenomena known as the Midnight Sun, a prolonged sunset and sunrise all at once. Longer days mean more time for getting out and enjoying all the region has to offer, and there are plenty of opportunities to do so sustainably. Just some of the must-



INTERNATIONAL TRAVELERS

U.S. travel requirements have changed. The CDC no longer requires COVID testing to return to the United States and has removed the mask requirement onboard airlines.

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#### **WEBINAR**



Nordic travel is spectacularly breathtaking thanks to the many sustainable moments in nature it provides. Browse our top summer trips to The Nordics.

More Details



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More Details

zoom

Abercrombie & Kent, UK & Europe (Destination ... - Shared screen with gallery view







CST# 2002736-10



# **Organisation**

- Reboot Nordic Tourism Steering Group: Nils Persson (S-chair), Heli Jimenez (FIN), Dennis Englund (DK), Hege Barnes (N), Susanne Sørensen (FO), Oddny Arnarsdottir (ICE), Idrissia Thestrup (GR). Project leader: Eva Thybo
- China Steering Group: Flemming Bruhn (DK-chair), Mervi Holmen (FIN), Nils Persson (S),
  Thorleifur Jonsson (ICE), Tanny Por, (GR), Jason Wang (STB), Lynn Li (VisitSweden), David Wu
  (VisitFinland). Project leader product development: Hanna Muoniovaara, Project leader
  marketing: Eva Thybo
- USA Steering Group: Dennis Englund (DK-chair), Magnus Lindbergh (S), Hege Barnes (N), Heli Mende (FIN), Susanne Sørensen (FO), Oddny Arnarsdottir (ICE) and Idrissia Thestrup (GR). Project leader: Ninna Seerup (2021-june 2022), Asta Kekkonen (2. half 2022).
- India knowledge-sharing group: VisitSweden, all NTO's interested are welcome (not active)