



Long Haul Nordic Tourism

2019-2020 PRE-PROJECT

Purpose

To create a well documented basis for elaborating long term marketing and product development plans for the 3 most important long haul markets for the Nordic region: US, China and India (in quantitative order).

The project will contribute to the new Vision for the Nordic Council of Ministers about becoming the most sustainable and integrated region in the world, by in the short run creating a common Nordic and nationally integrated basis of decision about Nordic tourism product development and marketing **in a sustainable way**. In the long run, the implementation of the long haul marketing and product development plans will be a good case for promotion of the Nordic region as a the most sustainable and integrated tourism region in the world.

Activities, expected deliveries and comments

Tabel 3: Activities, expected deliveries and comments

Delmål	Beskrivelse af leverancer og aktiviteter	Comments
1	<p>Condensed report about the Indian market including:</p> <ul style="list-style-type: none"> To identify the right target groups, their motivations and barriers to travel to the Nordic countries as well as the channels where to find these target groups Concrete and real actionable results and recommendations for joint marketing and sales promotion initiatives Positioning and identification of the common Nordic USP's/ topics and themes, as well as country/ regional specific USP's that would appeal to the High-Spending Free Independent Travellers Ideas for joint product development Definition of business ecosystems that support achieving our objectives 	Done, see report:
2	<p>Collecting the existing reports from the various countries in the Nordic about the US market and creating a condensed report about the US market including:</p> <ul style="list-style-type: none"> identifying the right target groups, their motivations and barriers to travel to the Nordic countries as well as the channels where to find these target groups Concrete and real actionable results and recommendations for joint Ideas for joint product development 	Done, see report:
		Based on the 2 market reports mentioned above and the former report of the China market, a condensed report about all 3 markets were done, see
3	<ul style="list-style-type: none"> Nordic tourism branding and position for use in common marketing activities in long haul markets Document to share with Visit organisations and suppliers. 	Done, see
4	<p>A longterm marketing plan for each of the 3 markets:</p> <ul style="list-style-type: none"> Identification of target groups, overall goals and KPI's Identification of communication brand, position and messages Identification of B2B and B2C-activities for 2021-2023 	A Nordic product development and marketing plan for US has been developed for 2021-2023. A similar plan for China is ready in January 2021. Plans for India are postponed. See
5	<p>A longterm product development plan for each of the 3 markets</p> <ul style="list-style-type: none"> Identifying the key attractions and experiences from each Nordic country that are of biggest interest to visitors from China, India and USA Classification of attractions and experiences by most important target groups (perhaps development of Nordic signature attractions) Suggestions of Nordic itineraries combining the chosen attractions and experiences Identifying the suitable and sustainable service providers (companies) of these attractions and experiences from each Nordic country Identifying DMCs and incoming operators who could form sellable and sustainable product packages Planning of a workshop concept for the Nordic travel industry to support cross-country productization and further identification of sustainable product packages 	Via 1 physical and 2 virtual workshops with all NTOs present, it was decided to include the product development plans in the above mentioned long term plan – with the focus of finding new sustainable products (fx local food and culture) together with incoming agents and relevant DMOs - and not of signature-routes of popular sights . See
6	Description of an efficient organization for execution of Nordic product development and marketing activities is accepted by the NTO's and relevant partners.	Done, see
	Final report handed over to NCM	The final report, accounts and the applicatio for 2021-2023 will be handed in Dec 2020

Budget

Budget	Budget Dkr.	Accounts Dkr.
Budget expenses		
Better knowledge about the Indian market	450.000	417.546
Collection and analysis of existing knowledge about the US market	50.000	63.590
Clarification and decision of brand position and messages	50.000	50.400
Elaboration of long term marketing plans for the 3 markets	50.000	83.453
Clarification of the need for product development from the 3 markets and elaboration of long term product development plans for the 3 markets	100.000	55.000
Set-up of an efficient organization for execution of Nordic product development and marketing activities	50.000	66.500
Revision and other administration	10.000	10.000
Total	750.000	746-489
Budget split		
Nordic Council of Ministers (EK-N)	500.000	500.000
Innovation Norway, VisitDenmark, VisitFinland and VisitSweden each 50.000 dkr.	200.000	200.000
Promote Iceland, VisitFaeroes and VisitGreenland	50.000	50.000
Total	750.000	750.000

Organisation & Timing

Table 8: Organisation & Timing (The project was postponed because of COVID19. The whole project should have been finished in April 2020 and the final report have been handed over to NCM in June).

	Rolle	Navn og evt. titel	Organisation, Land	Timing
Beslutningsniveau	Overall project leader	Eva Thybo	VisitDenmark	October 2019 – October 2020
	Steering Group Chairman	Michael Persson Gripkow	The Steering Group consist of 1 person per country representing both analysis, marketing and product development competences	October 2019 – October 2020
Udførende niveau	Project leaders			
Delprojekt 1	Better knowledge about the Indian market	Lena Gunnarhead	VisitSweden	October 2019 – May 2020
Delprojekt 2	Collection of existing knowledge about the US market	Idrissia Thestrup	VisitGreenland	January – May 2020
Delprojekt 3	Clarification and decision of brand position and messages	Michael Persson Gripkow	VisitSweden	October 2019 – September 2020
Delprojekt 4	Elaboration of long term marketing plans for the 3 markets	Eva Thybo	VisitDenmark	April - October 2020
Delprojekt 5	Clarification of the need for product development from the 3 markets and elaboration of long term product development plans for the 3 markets	Hanna Muoniovaara	VisitFinland	January – October 2020
Delprojekt 6	Set-up of an efficient organization for execution of Nordic product development and	Eva Thybo	VisitDenmark	April – October 2020

Contact

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