

Tourism in the Nordics

Nordic Tourism Seminar



Nordic
Innovation

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Helsinki, 30 August 2022

Nordic Innovation in brief

An organization under the Nordic Council of Ministers



Aims to make the Nordics a pioneering region for sustainable growth and works to promote entrepreneurship, innovation and competitiveness in Nordic business



Annual budget of about 12 million USD



21 employees from the Nordic countries



Oslo, Norway



Work based on the Nordic Cooperation Program for Innovation and Business Policy 2018-2021; NOW: 2021-2024



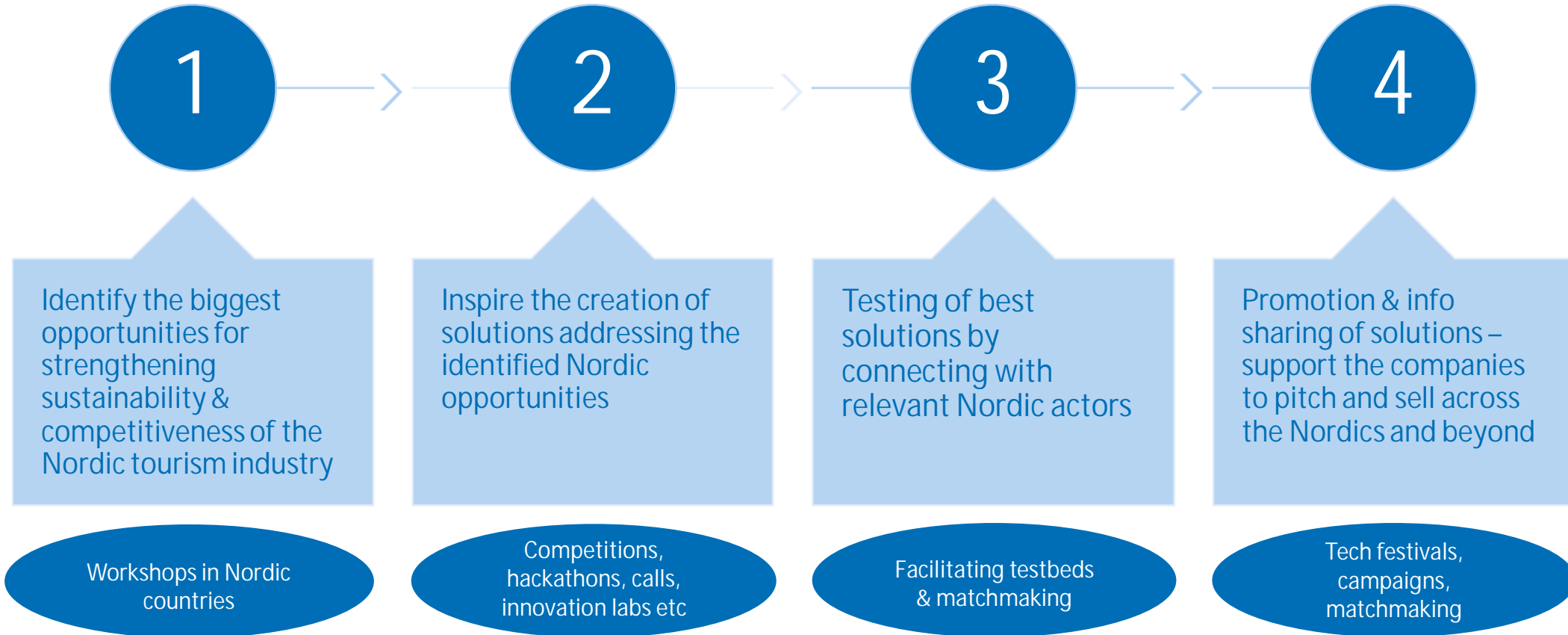
Tourism in the Nordics

- A special initiative that aims to facilitate Nordic cooperation on innovation in the tourism industry
- The focus is on development of new sustainable business models and innovative digital solutions for the tourism industry
- Followed up on the Nordic Tourism Policy Analysis Report to the Nordic Council of Ministers (2019)
- Vision 2030

- Ongoing projects:
 - Sustainable Tourism in Nordic Harbor Towns
 - Nordic TravelTech Networks
 - X-Nordic Travel Contest



X-Nordic Travel Contest



Project Timeline

Milestones	List of actions	Delivery
1	Invitation to tender: external project manager	June 2022
1	Project manager start	Sept. 2022
1	6 workshops in the Nordic countries	Spring 2023
1	3 joint Nordic opportunities identified	Q2/3 2023
2	3 contests	Autumn 2023
2	3 solutions for testing	Q4 2023
3	Facilitating testbeds & matchmaking across the Nordics: testing 1 solution to each 3 joint Nordic opportunities	Q2 2024
3	Evaluation of the testing phase	Q3 2024
3	Promotion of solutions & information sharing	Q4 2024
3	Project end report	31.12.2024



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