

# RENDEZVOUS ARCTIC



**Rendezvous Arctic took place on November 18th 2020.**

**The on-line, B2B workshop enabled Arctic suppliers from Finnish and Swedish Lapland and Northern Norway to arrange one-to-one meetings with their choice of high quality buyers from Russia, Japan, Taiwan and SE Asia**

**92 participants took part in the workshop arranging between them 534 meetings during the course of day.**

**100% of delegates were either Very Satisfied or Satisfied with the workshop**

**The event was organised on behalf of the Nordic Tourism Collective by Nordic Travel Solutions.**

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## EVENT PLATFORM

Our meeting software automatically provided suggestions of potential meeting partners for each delegate who were able to filter exactly the type of participants they were looking for.

Delegates were then able to request appointments and react to incoming requests, deciding whether to accept or reject them, to fill up their schedules for the day.

Each delegate was then provided with an individual agenda with a schedule of your pre-booked appointments.

**Rendezvous Arctic 2020**  
DIGITAL B2B TRAVEL TRADE WORKSHOP  
18th November 2020

A unique B2B trade workshop for suppliers from Finnish and Swedish Lapland and Northern Norway to meet quality buyers from Russia and South East Asia.

Arctic suppliers from Finnish and Swedish Lapland and Northern Norway can arrange personal one-to-one meetings with their choice of high quality buyers from Russia, Japan and SE Asian, conducted virtually from the comfort of their own office. After registering, you will be able to sign up for your personal appointments, meet who you want to meet - reconnect with buyers and markets and discover new ones if you choose!

Buyers represented: Russia, Japan, Taiwan, Singapore, Malaysia and Thailand

*"Russia has traditionally been one of the leading international markets to the region"*  
*"Taiwanese market has always been a strong producer to the region during summer"*  
*"Singapore and Malaysia are keen followers of the Aurora and nature travelling as FIT's"*  
*"Japan has a long history of groups and FIT's to all 3 countries and the Aurora is attractive as ever for them"*

**ABOUT THE EVENT**

Rendezvous Arctic: 2020 enables suppliers from Northern Finland, Sweden and Norway to arrange personal one-to-one meetings with dedicated Russian/Japanese and SE Asian buyers conducted virtually from the comfort of their own office.

After registering, you will be able to sign up for your personal appointments - choose who you want to meet and when!

**PRICES**

Suppliers: €395.00  
Buyers: Free of charge

Appointments will open next Friday 6th November 2020 at 11:00 EET, so Thursday 5th November will be the deadline for registration. Shortly before the event, each participant will receive a Programme and personalised meeting schedule.

[Register now!](#)

If you would like to register and **pay by invoice** click here [Pre-register](#)

**Richard Elliott**  
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Richard Elliott @ Games Unlimited

Monday 27.02.2018 Tuesday 28.02.2018 Wednesday 01.03.2018 Thursday 02.03.2018 Friday 03.03.2018 Pending Meetings

**Donnerstag den 21.08.2017**

09:00 - 09:25 Block timeslot Who is available?

09:00 - 09:25 Hall 3 Table 12  
**Gabriela Aveiro**  
Production Manager @ Riot Games  
Accept Meeting: Yes Expires in 3 days

10:00 - 10:25 Block timeslot Who is available?

10:30 - 10:55 Hall 1 Table 4  
**Sabine Schubert**  
Art Director @ Electronic Arts  
Meeting accepted

11:00 - 11:55 Block timeslot Who is available?

12:00 - 12:25  
**Jonathan Hamel**

## WORKSHOP FORMAT

### Date

18th November 2020

### Suppliers

35 Arctic suppliers (Norway, Sweden and Finland)

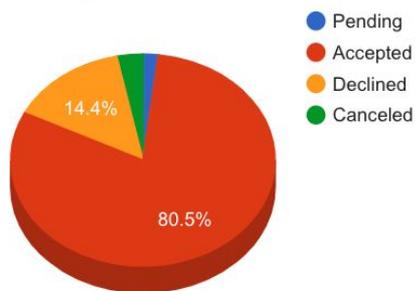
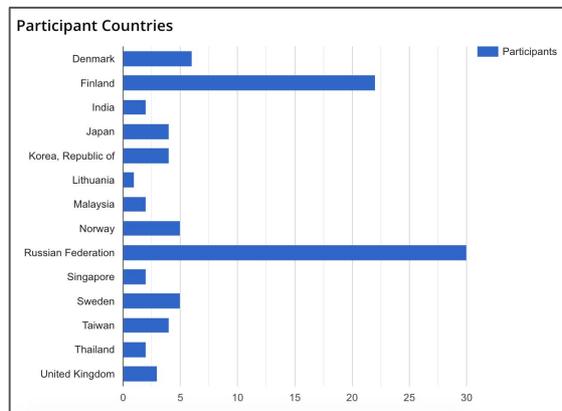
### Buyers

55 buyers (Russia, Japan, Taiwan, SE Asia)

### Half day

(09.45 -15.30) of networking and appointments

20 minute appointments, 18 appointments per supplier



## MEETINGS & INTERACTION

**542** meeting requests

(total for all delegates, suppliers and buyers)

**351** messages sent between all delegates

**95** conversations between delegates

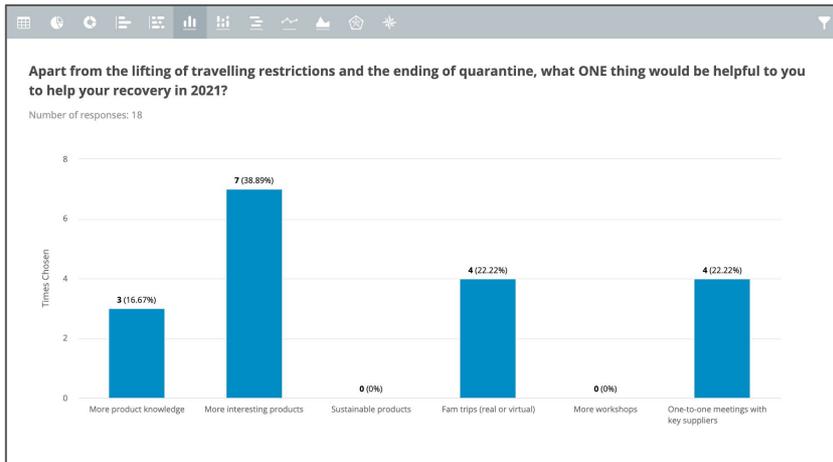
Buyers were largely Product Directors or Product Managers. 12.5% were either CEOs or founders of their organisations.

## TIME ZONES

The workshop lasted from 08.40am until 3.40pm EET. Because of the international buyers invited this meant that the start times were staggered with the workshop commencing at 09.40 in Russia, 13.40 in Thailand, 14.40 in Singapore and 15.40 in Japan.

Finland	Russia	Thailand	Singapore, Taiwan, Malaysia	Japan
<b>8.40</b>	<b>9.40</b>	<b>13.40</b>	<b>14.40</b>	<b>15.40</b>
9.00	10.00	14.00	15.00	16.00
9.20	10.20	14.20	15.20	16.20
9.40	10.40	14.40	15.40	16.40
10.00	11.00	15.00	16.00	17.00
10.20	11.20	15.20	16.20	17.20
10.40	11.40	15.40	16.40	17.40

# WORKSHOP INSIGHTS

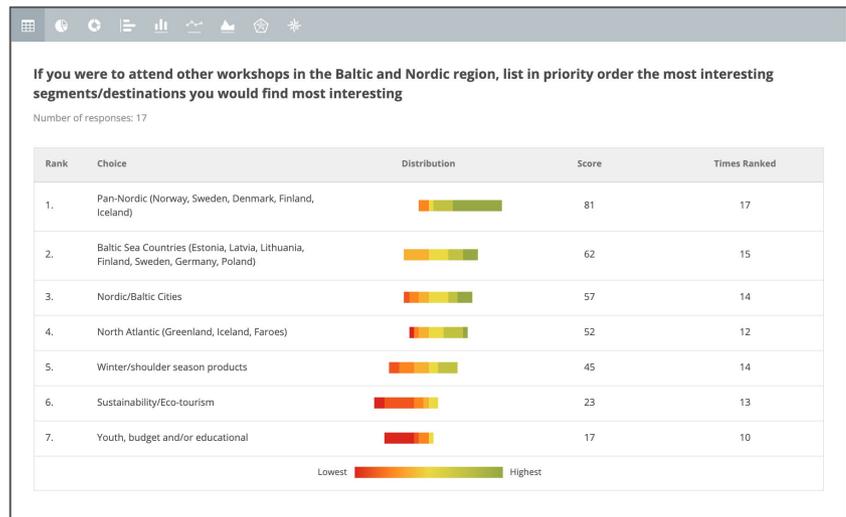


As buyers look forward to the lifting of restrictions and the slow re-introduction of travel, most were looking for more innovative and interesting products to sell to their customers.

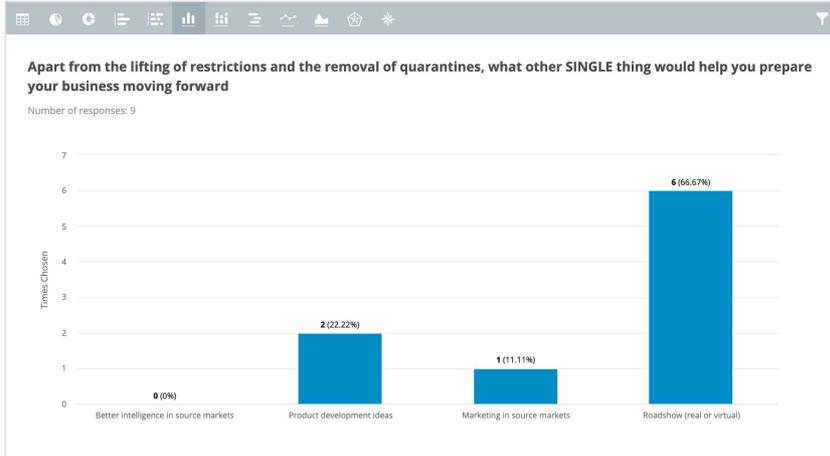
Buyers are still primarily looking for pan-Nordic, Baltic or Baltic Sea region programmes.

There seems to be little interest in sustainability or in sustainability programmes.

Although disappointing, this is a reflection of the current market situation, where focus is being placed on generating business anywhere, anyhow and raises a general question about sustainability post CV19.



# WORKSHOP INSIGHTS

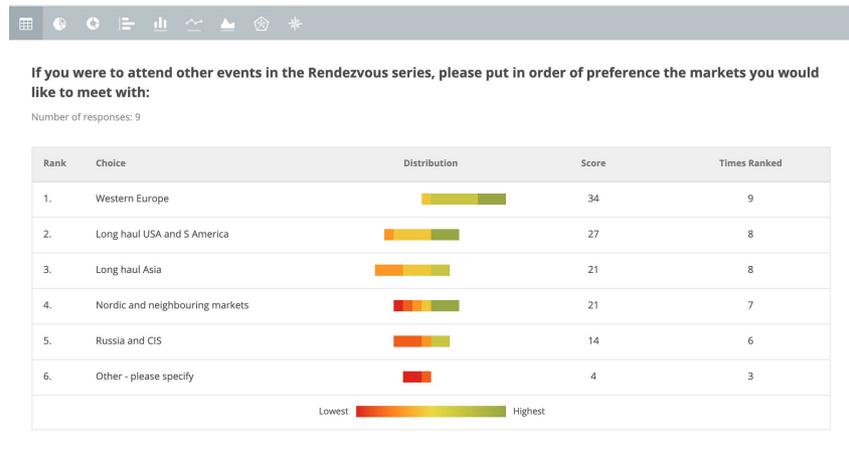


As suppliers look forward to the lifting of restrictions and the slow re-introduction of travel, most were looking to participate in roadshows (either real or virtual) to promote their products and services.

Suppliers still view Western Europe as their major focus markets.

It was interesting to see the Americas scoring higher than the Asian markets.

Other markets that were specifically mentioned were the Baltic States, as proximity markets, as well as Australia.





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NORDIC TRAVEL SOLUTIONS is an independent marketing consultancy working in close partnership with the NORDIC TOURISM COLLECTIVE and its members. NORDIC TRAVEL SOLUTIONS promotes the development of sustainable tourism for destinations, businesses, visitors and local communities.

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