

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

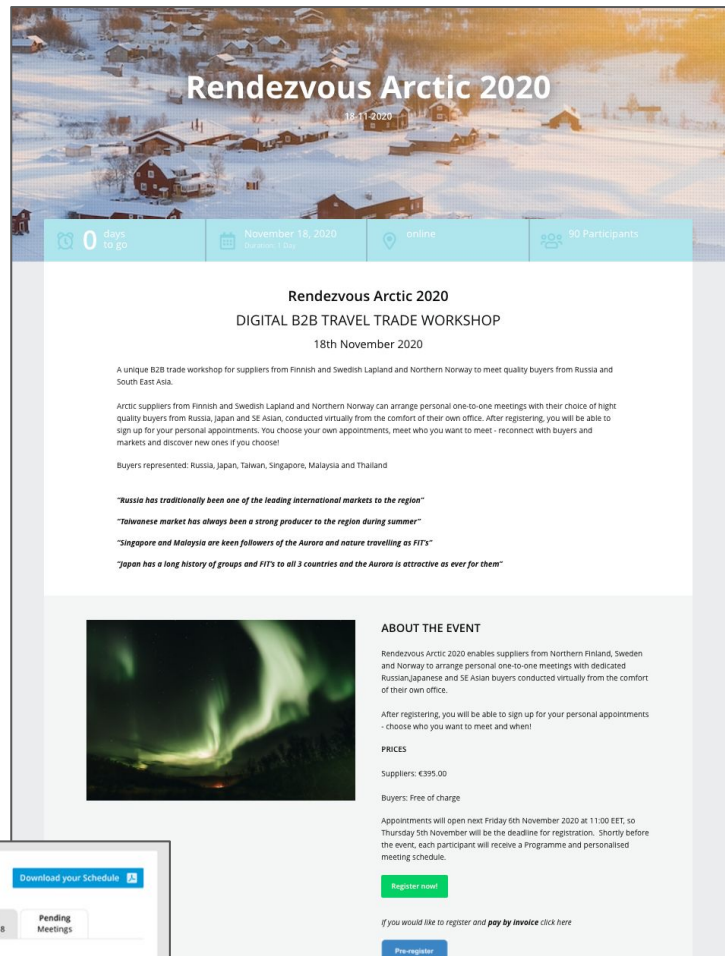
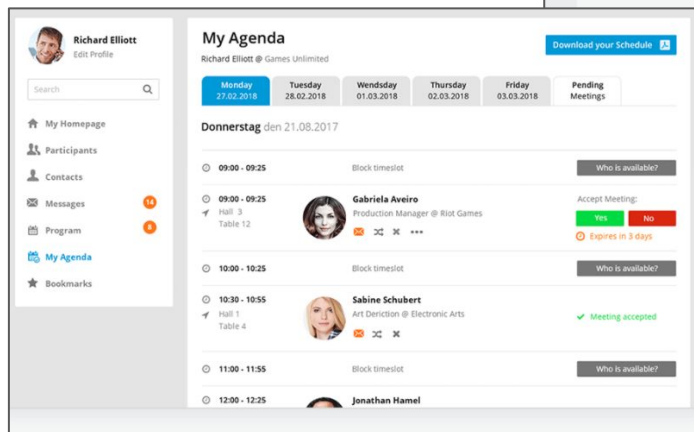
The event was organised on behalf of the Nordic Tourism Collective by Nordic Travel Solutions.



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.



WORKSHOP FORMAT

Date

18th November 2020

Suppliers

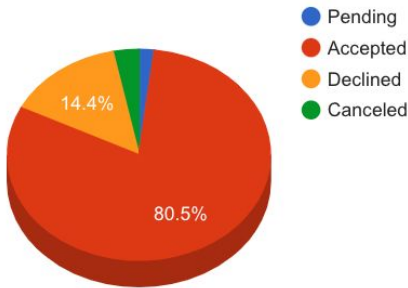
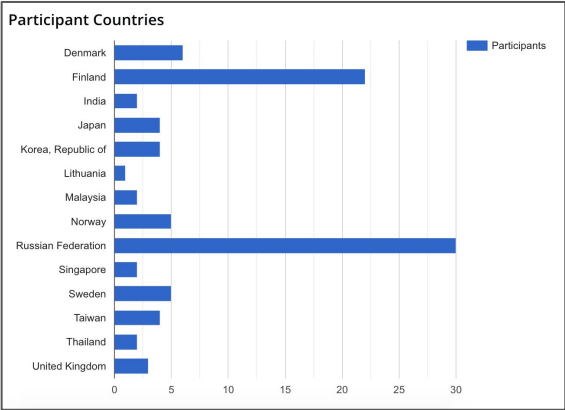
35 Arctic suppliers (Norway, Sweden and Finland)

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

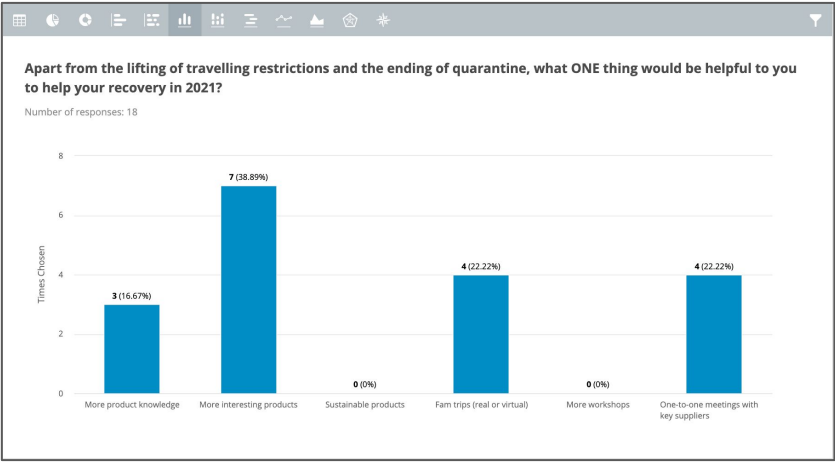
Buyers were largely Product Directors or Product Managers. 12.5% were either CEOs or founders of their organisations.

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
8.40	9.40	13.40	14.40	15.40
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.

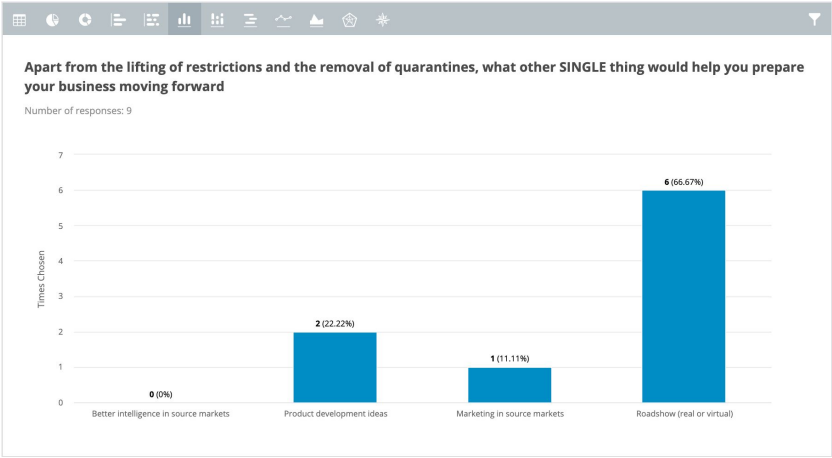
Buyers are still primarily looking for pan-Nordic, Baltic or Baltic Sea region programmes.

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

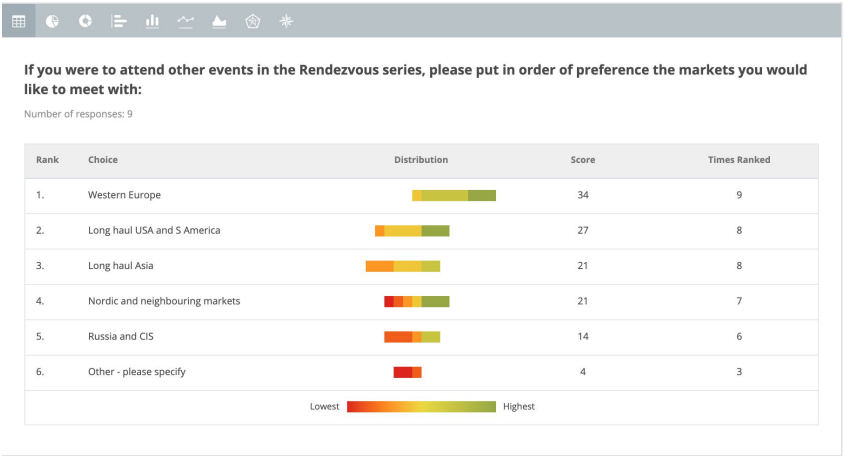


As suppliers look forward to the lifting of restrictions and the slow re-introduction of travel, most were looking to participate in roadshows (either real or virtual) to promote their products and services.

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.





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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