

Market situation: Nordic Countries.

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1 MARKET SITUATION AND OUTLOOK.

1.1 Economic situation

The trade war, Brexit and overall political uncertainty have significantly dampened the global growth outlook. This has once again sparked fears in the financial markets and caused central banks to make a U-turn.

In **Sweden**, GDP is slated for 1.4% growth in 2019 before bottoming out at 1.0% in 2020. That's partly on the back of a decline in exports which show every sign of stagnating in the second half of the year after somewhat unexpectedly helping buttress the economy over the last 12 months. Negative growth rates can't be ruled out at this stage, but household consumption should pick up next year and exports too should improve gradually. Nevertheless, expect SEK to remain weak until the end of 2021.

Finland too is dealing with a serious slowdown in momentum which we project to pull GDP growth down from 1.5% in 2019 to a rather anaemic 0.5% in 2021. Finland's heavy reliance on trade with a struggling eurozone will undoubtedly send negative ripples through the economy and number one trade partner Germany's slide into negative territory will only exacerbate the difficulties for the export sector. Recovery is unlikely in the forecast period and what growth there is, will largely be down to household consumption.

Denmark is by no means immune to the vagaries of the global economy and slowing employment growth and dampened business confidence are clear evidence of that influence, but the economy seems well-positioned to withstand the worst of any slowdown. With a savings glut prevalent among households and businesses, and a diverse exports portfolio, GDP growth will only weaken slightly from 1.8% in 2019 to 1.5% in 2020. That weakening will likely come from a slight slide in exports and a reduction in investment activity.

If there's an outlier in The Nordics, then look no further than **Norway**. A sharp rise in oil investment and solid earnings in the commodity-oriented export sectors allied to the structure of the Norwegian corporate sector, should ensure a positive outlook for the manufacturing sector. Real wages growth is slated for 3.4% in 2019 with perhaps the only blip in the horizon arising in the employment sector where growth in the workplace may not keep pace with demand. With immigration at its lowest since 2006, there will be no help from there for the foreseeable.

Source: Nordea Economic Outlook September 2019

1.2 Situation of the Meeting Industry & Trends.

Flight shame was a big topic lately, especially in Sweden. So far and after speaking to our most important agents that sell Switzerland, this has not affected their business. There are always companies that do not want to travel abroad but the main reason is not consequently the flight shame. It might more be the unstable economy and the future of the stock exchange. Switzerland still has strong selling points as good flight connections, state-of-the-art infrastructure and flexibility of the hotels as they often offer shorter stays such as Thursday-Sunday. In general hotel rates in Switzerland are not more expensive than in Italy, Austria and France. More expensive are food and beverages. That makes it sometimes more difficult to sell Switzerland. On the other hand, air fares are getting cheaper and cheaper which balances the budget again. Nordic clients always look for authentic experiences and new destinations, also not so known areas. Switzerland is known as a reliable destination and not so crowded as for example slopes in Austria – that is another advantage to our competitors.

Meeting trends 2019

Creative Meetings

Today's meetings are not tied to a meeting room. New environments are in demand with activities for creative thinking. The participants furnish their premises according to purpose, appearance and taste. Out in nature, in a museum, in park environments, in courtyards and in other exciting new premises. A creative meeting can be a walk, instead of a workshop a "walkshop" is conducted.

Technology is becoming increasingly important

It becomes more important to learn and master the digital technology for meetings. Interactive projectors, video meetings directly via the web, whiteboards with built-in screen and camera and of course an internet connection with power for all participants. Meeting participants are becoming increasingly digital. More technology is being developed for our meetings, VR concepts, holograms and sensors that measure the participants' mood.

More interaction at the meeting

Information comes before the meeting. It is increasingly considered a waste of gathering people for information only. More time is given for reflection. Meeting participants demand to be seen. To be welcomed long before the meeting has begun, that the participant's questions come up and that you as a participant have room for dialogue and interaction with speakers and other guests.

Greater focus on meeting culture

The better the meeting culture in the companies, the better the results. The companies develop their policy for meetings. More orderly and clear with meetings with purpose and goals that take into account finances, efficiency, governance, environment and demands on results.

Adapted meetings

Both large and small meetings become shorter in time. "Job break" with email and telephone time is scheduled separately during the day of the meeting. Networking at lunch and snack breaks is getting noticed and getting longer and longer.

We see a trend in a new type of meeting form, which is mainly applied at management meetings, a compliment to the traditional meeting that starts at a time and is terminated when a decision is made. The new model "Power Meeting" lasts for a maximum of 15 minutes and within that time frame a decision must have been made.

Environmental sustainability

In the near future agencies will be requested to put up alternatives on the table that comply to environmental sustainability – no matter if the clients stay home or go abroad. Switzerland and its congress- and meeting destinations have won awards on the field of sustainability (sustainable meeting facilities, sustainable city management, hotels and meeting facilities using natural power sources, transportation system etc.). An important point why Switzerland remains an attractive meeting destination.

1.3 RFP situation in the "Nordic Countries"

The requests from the Nordics dropped slightly in the first half of the year. Autumn is usually the busier time for requests. So hopefully the figures catch up again. Lately supporting programs, activities as well as site visits during a meeting or conference get more important for organizers as well as for participants. The Nordic agents do know Switzerland very well, but as the requests get more specific, they appreciate to contact SCIB for input and ideas. The pitching time for offers is usually on short notice. There is still a

potential to attract new Nordic agents to Switzerland. It is important to showcase our country with unique offers. Once arrived in Switzerland, the Nordic clients do spend money in the destination.

2 TARGETS.

How to promote:

- VIP events for MICE agents
- study/educational trips to different destinations
- individual study trips
- small and exclusive workshops to present destinations/regions
- e-newsletters
- keep market presence, daily contact with key clients
- teaser packages to use to promote the destinations

3 CURRENT DATABASE SITUATION.

Kind	Contacts
Agencies	1648
Corporates	215
Association	68
Media	14

4 DETAILED MARKETING ACTIVITIES.

Further details of past, present and future marketing activities can be found on www.stnet, which can be accessed by using your personal username and password.

NORDICS

01/01/2020 – 31/12/2020	Individual study trips throughout the year 2020	Comments	Cost CHF 0
	<p>Clients/agents from the Nordic Countries visit on their own specific destinations in Switzerland on request. Reason for these study trips is to improve the knowledge of the destination, get to know the activities and the possible venues/hotels. The visit also should show how easy it is to use the public transport for transfers. Some of the clients do have requests for specific destination and use the visit as site inspection.</p> <p>SCIB welcomes the clients at the airport.</p> <p>Programme is usually set-up by the destination. Meeting with local tourist office or local convention bureau is compulsory.</p>		Open to Subpartner. Costs and programme by the destination/region.
01/01/2020 – 31/12/2020	Direct Marketing / Newsletters / Web visitors	Comments	Cost CHF 0
	<p>In order to maintain a close relationship with buyers, SCIB will continue the regular direct mail service. This includes e-mail news and the MICE Quest. Statistics of web visitors in the Nordic Countries.</p> <p>If you are interested to showcase your destination and local partners we are more than happy to include your news in an exclusive e-newsletters to our clients.</p> <p>Costs: voucher for 2 overnights with breakfast and ski tickets/mountain railways for 2 persons (or special activity) as part of a competition.</p>		Open to Subpartner. If you are interested to showcase your destination and local partners we are more than happy to include your news in an exclusive e-newsletters to our clients. Costs: voucher for 2 overnights with breakfast and ski tickets/mountain railways for 2 persons (or special activity) as part of a competition.
01/01/2020 – 31/12/2020	Study Trips	Comments	Cost CHF 0
	<p>SCIB plans to hold 1 tour for agencies and/or possibly 1 tailor-made tour for an agency and their top clients/associations.</p> <p>Please let us know if you are interested to welcome a study trip from the Nordic Countries.</p> <p>Flights and Swiss Travel Passes paid by SCIB and STS.</p>		Open to Subpartner. Landarrangement including attractive program.
01/01/2020 – 31/12/2020	Promotions / Network Key Accounts / Special client events	Comments	Cost CHF 4'000
	<p>We are planning smaller and more exclusive events in the Nordics during 2020, where 1-2 SCIB partners per city can join. More details including cities to be visited and dates will follow at the Information Meeting on 27 September 2019.</p> <p>The Swiss suppliers showing interest in the Nordic market will receive all necessary instruction for the platforms open to participation. The costs per event and city are CHF 2000.00. It is necessary that you take part at both events.</p>		Only for SCIB partners. The costs per event and city are CHF 2000.00 plus VAT. It is necessary that you take part at both events.

01/01/2020 – 31/12/2020	Webinar for meeting planners	Comments	Cost CHF 500
	<p>Webinars to our meeting planners in the four Nordic Countries are offered. SCIB coordinates the invitation and online registration. Follow up email will be sent to all registered clients including partner's contact details.</p> <p>Dates and time TBC.</p>		<p>Open to SCIB partners only. Costs: CHF 500.00 + VAT Live visual and audio presentation.</p>
13/02/2020 – 13/02/2020	SCIB business dinner	Comments	Cost CHF 2'000
	<p>The traditional dinner takes place in Helsinki after the Healthcare Forums Event. Usually it took place during the Travel Fair Matka in January. As ST is not participating at the fair anymore we decided to change the date and schedule it after the Healthcare Forums Event in order to maximise your travels to Helsinki. SCIB partners interested in the Nordic market are then able to participate at both events (see also Healthcare Events Forum in the Marketing Activities).</p> <p>We expect 30-40 clients for the dinner.</p>		<p>Open to Subpartner. Participation at business dinner CHF 2000.00 + VAT Max. 2 partners (open for local sharer if representing the SCIB partner).</p>
05/11/2020 – 07/11/2020	The Nordic MICE Summit	Comments	Cost CHF 5'500
	<p>The Nordic MICE Summit is a combination of at least 20 pre booked speed meetings (10 minutes) in one location and in another space an open cozy meeting lounge where you can set up almost what you like – in this area there will be a free flow of potential high level MICE Buyers. This to assure that you will have an opportunity to introduce your product to as many of the buyers as possible. The organizers expect approx. 75 -85 fully Hosted high level MICE Buyers with a focus on the Nordic ones and 85-100 MICE suppliers all accommodated in the same hotel.</p> <p>The event took place in Malmö in 2018 for the first time and unfortunately was cancelled in 2019. Location for 2020: TBC</p>		<p>Open to SCIB partner only. Sharing of table and 20 meetings.</p>
01/01/2020 – 31/12/2020	Key Media Management/Print advertising	Comments	Cost CHF 1'500
	<p>Inserts in leading business, financial and travel magazines are possible throughout the year. Usually editorial with pictures.</p> <p>Please let us know if you are interested so that we can get in touch with you upon receipt of special offers from the media side. Contact: alexander.hunger@switzerland.com</p>		<p>Open to Subpartner. Costs for inserts are between CHF 1200.00 to CHF 1500.00 + VAT and open to all partners. We will inform you on opportunities upon your interest.</p>