



Market situation Nordic Countries.

Switzerland Convention & Incentive Bureau (SCIB).

[MySwitzerland.com/meetings](https://www.myswitzerland.com/meetings)



1 MARKET SITUATION AND OUTLOOK.

1.1 Economic situation

The Swedish economy has returned to pre-pandemic levels, and GDP growth is expected to reach 3.4% in 2022, boosted by the lifting of COVID-19-related restrictions and a sustained upturn in consumption and investment, before falling to 1.6% in 2023. Demand will be supported by falling unemployment and rising wages. Inflation is projected to peak in 2022 before falling back toward the 2% target.

Finland: Economic growth is expected to slow from 2.9% in 2022 to 1.5% in 2023. Individual consumer spending will slow down. Government spending will decline as COVID-19-related support is phased out.

Denmark, a pioneer in sustainability, is very rapidly switching over to renewable energy, and has made a legal commitment to reduce emissions by 70% by 2030 and become carbon-neutral by 2050. The transition has major macroeconomic implications and is associated with financial risks.

Norway: Real GDP growth of 4.2% is projected for 2022. In 2023, output growth will be at 1.7%. Consumption growth will remain strong. Employment already exceeds pre-pandemic levels and unemployment continues to decline. However, current price pressures could trigger an acceleration in overall wage and price growth.

Nordic customers have accumulated cash in their savings accounts. Most Nordic currencies have gained momentum against the Swiss franc over the course of the pandemic.

1.2 Situation of the meeting industry & trends.

1.2.1 General remarks

The Swedish-born “flight shaming” movement has gained pace in the Nordic countries. Travel patterns are continuing to move towards less flying, more travel by train and shorter distances (inbound meetings and incentives).

Meeting bookings have exploded since the Public Health Agency gave the go-ahead to go back to work. The demand is definitely there, but considerable adaptations will be required. The involuntary isolation has not only created a need to meet; it has also meant that we have had time to reflect and learn new behaviours. New discussions in media revolve around well-being, from a broader perspective than just physical health, and around meaningfulness; “ikigai” (a Japanese concept of life’s purpose) is the word of the hour. The awareness of our vulnerability has made us more conscious and careful. The industry needs to be proactive in the field of security. Destinations with a high vaccination rate will have a competitive advantage.



We have gone from the 80s invitational conference, with parties and dancing, to 90s austerity, with regulations and requirements for meeting. The 20th century was the decade of team building: confidence exercises, RIB boats, adventures and playfulness. In the 2010s, we went from monologue to dialogue, meeting culture became a concept, and the meeting itself a management and communication tool. The meeting of the 2020s is dominated by digitalisation but also filled with meaning. The pandemic has meant more time for introspection. As people gain more insight into their own values and priorities, we can see an increased level of individualism and an “I” trend: the conference guest is more quality-conscious and places increasing demands on the meeting place, flexibility, service and technology. The question “What’s in it for me?” must have a relevant answer.

1.2.2 New offers

Svenska Möten (Swedish Meetings) has conducted a trend survey of what meeting trends look like, now and in the future. When it comes to future meetings, there are three strong trends:

Regenerative

meetings.

In a future regenerative society where everything is part of an eternal and sustainable cycle, “regenerating”, i.e. recreating, becomes a central concept. Meeting planners and meeting places must also review how the meeting can become part of this cycle – how they should give back and leave a positive impression.

Related meetings. The meetings of the future will involve all our senses for an enhanced experience and in-depth connection within the group. Experiences that involve all the senses strengthen relationships and are a natural next step in building a corporate culture and strong teams.

Purpose-driven meetings. The importance of a clear purpose for each meeting is something we have talked about for a long time. But now the bar is being raised. How are we part of this meeting and how should we contribute to it? These are questions that individual meeting participants will ask themselves in future, which places higher demands on the companies’ meeting policy and culture as well as the individual meeting coordinator.

The analysis is well in line with Nordic Trend Bureau “Herr Omar”, which concludes the following tendencies.

Personalisation

Greater demands for specialty foods: in addition to a greater number of vegetarians and allergy sufferers, the demand for special diets inspired by various diets such as 5:2, the GI method and LCHF is also increasing. In a larger company, there may be requests for ten different kinds of food, which in turn places high demands on the facilities’ planning and logistics. Reduce the importance of specialty foods.

More movement and activity

A trend that is steadily increasing is the desire for physical activities together with conferences. It is popular to combine a conference with a mountain bike ride or yoga break. Many workplaces make the most of a shared activity for their employees, such as doing a ski run or marathon together and taking the opportunity to train for it.

Shorter and longer meetings



The trend of day conferences continues to persist, especially in larger cities, where the days are also shrinking to half-days and two-hour micro-conferences. At the same time, there is also a renewed rise in meetings that include overnight stays. In terms of travel, there is a shift towards fewer and longer trips to complement the shorter day-to-day meetings. The general trend is that meetings should have a clear goal and be carefully prepared.

Meetings with meaning

It's all about building trust, company culture, and engaging employees. Sustainability as a natural part of business events in every aspect. Both at an individual level, for the company and for society overall.

1.2.3 New situation for agencies

We have seen a lot of mergers between larger agencies as well as the acquisition of smaller ones. Some agencies gather people on a freelance basis, depending on the projects. As some employers have changed or left, the coworking situation then changes.

We have learned that companies have been forced to restructure internal events departments and redistribute staff. The uncertainty as a result of the pandemic has made it more important for companies to work with external partners to secure terms and conditions for "package tours". These trends have made the role of the agencies more important. Beyond creative solutions for external meetings, agencies also meet the challenge of providing flexible and user-friendly technology to their clients.

1.2.4. RFP situation in the "Nordic countries"

Agencies are getting busy again, and requests have already started to pick up. Workload is high, and lead times are getting shorter. However, it seems clients are becoming more flexible and to some extent also anxious; they rely more than ever before on their agency.

2 TARGETS.

2.1. Strategic level – focus areas

2.1.1 Awareness, establishing the brand of Switzerland

Increase the awareness of Switzerland as a meeting and incentive destination with a strong focus on sustainability.

Sustainability/business-oriented communication in upscale corporate media to increase awareness and interest for Switzerland as an inspiring destination and contribute to the sustainable brand image of Switzerland.



2.1.2 Building ambassadors

Agencies that have worked with Switzerland once before are likely to do so again. As we have a good track record when it comes to active agencies, we will invest time and effort to increase their knowledge about Switzerland. We also see the possibility for agencies who have done ski-trips to Switzerland to broaden their portfolio with more destinations throughout Switzerland. The aim is to gain a new type of client and find a good balance throughout the year.

In turbulent times, work groups can be more open to new impressions. Events that we offer may have a teambuilding effect and lead to shared knowledge that facilitates the workflow between new colleagues.

2.1.3 Educating new clients

New times call for new ways. We have a window of opportunity to get new clients on board as they need to consider new destinations due to travel restrictions, uncertainty, and the new mindset of clients. We will showcase Switzerland as the answer to these new requirements.

2.2 What we do

2.2.1 Media management

Visibility in corporate media and trade media to establish the Switzerland brand. Also using own channels such as the newsletter linking to [MySwitzerland.com/Meetings](https://myswitzerland.com/meetings)

2.2.2 Special VIP events for A-clients

Small exclusive events for agencies who already have Switzerland in their portfolio. Keeping the brand image of Switzerland with quality and commitment.

2.2.3 Increased field time

Sales calls together with partners on link, enabling contact between clients and partners, as well as establishing and maintaining good personal contact with clients from SCIB's side.

As we reach out to our clients to meet again, the response is very positive. We will seize the openness and interest we sense and try to maintain plenty of qualified contact with our clients.

2.2.4 Individual fam trips

Clients will be extremely busy both with business and invitations from other destinations. The individual offer to discover Switzerland will make it possible for clients to experience Switzerland in a flexible and adequate way. Either for existing clients to learn more or to turn new clients, with limited knowledge about Switzerland, into ambassadors.



3 CURRENT DATABASE SITUATION.

There has been quite a turmoil in the market, with many people leaving and moving in the industry. We have been monitoring this carefully – but now need to also put effort into acquiring new contacts.

The qualification and classification of clients continues; we value quality and knowledge about the clients above quantity.

Kind	Contacts 2022	Contacts 2021
Agencies	1,191	1,196
Corporates	213	224
Association	54	54
Media	29	35

4 DETAILED MARKETING ACTIVITIES.

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