

Nordic

Market Summary

The increase in arrivals from the Nordic region for calendar year to date June 2010 is predominantly linked to the Swedish and Norwegian markets which are both showing increases: total arrivals up 9 and 18 per cent respectively. This can be attributed to returning consumer confidence and a stronger economic position, especially in Sweden. Trade feedback suggests that lead times are starting to increase and Australia is once again a desired destination for these markets. Several campaigns by Tourism Australia have had a focus on regional centres which has made an impact on encouraging Nordic visitors to disperse whilst on holiday in Australia.

1. Market News

- Sweden's Krona has jumped 8 per cent in value against the Euro and Norway's Krone has increased 4.1 per cent against the euro this year. Norway and Sweden have largely avoided the banking and fiscal crises impacting other parts of Europe. Sweden's economy, with a strong export base, has benefited from the turnaround in global trade. Norway has relied on its position as one of the world's biggest oil exporters to maintain economic growth and a strong fiscal position.
Source: *Wall Street Journal, June 30, 2010*
- The Norwegian Consumer Confidence Index fell to 3.4 points in May, a sharp decline from 10.3 points in April.
Source: *Esmerk Norwegian News, June 1, 2010*
- A survey by Sampo Bank showed that consumer confidence in Finland has improved in June 2010 to the highest in three years. It says that Finns are doing well despite the recession.
Source: *Esmerk Finnish News, June 30, 2010*
- Norway's unemployment rate dropped to 2.7 per cent in May from 3 per cent in the previous month.
Source *RTT News, June 3, 2010*

2. Consumer Insights

- A new survey shows that 57 per cent of Norwegians think sunshine and warm weather is the most important factor when they go on holiday, compared with 53 per cent of Finns, 52 per cent of Swedes and 43 per cent of Danes. The Norwegians are the least interested in new experiences when they travel - only 6 per cent think this is the most important factor, compared to 16 per cent of Danes, 13 per cent of Finns and 11 per cent of Swedes.
Source: *Esmerk Swedish News, May 26, 2010*
- The fast weakening of the Euro may prevent brisk growth in online sales. According to Electronic Commerce Finland, the weakening of the euro has already decreased Finnish consumers' interest in purchases from the US.
Source: *Esmerk Finnish News 21 June 2010*
- Norwegians have become shopping tourists, crossing the border to fill up their shopping trolleys in Sweden due to the strength of the Norwegian Krone compared with the Swedish Krona.
Source: www.swedishwire.com, May 20, 2010
- Finns will spend nearly as much on their summer holidays this year as in 2009. The average holiday budget for this year is €1,560 compared with €1,600 last year.
Source: *Hugen, June 10, 2010*
- Swedes use 89 percent of the allocated 27.5 days holiday according to a Harris Poll.
Source: *Asian News International, 24 June 2010*

For the latest in visitor arrivals, please visit 'Research & Statistics' at www.tourism.australia.com

3. Trade Update

- A total of 56 per cent of package tours from Finland were sold on the internet in 2009, compared with 48 per cent in 2008.
Source: *Esmerk Finnish News, 19 April 2010*
- Skyscanner the biggest flight search engine in Europe has launched a dedicated site for the Swedish market.
Source: *Skyscanner press release, April 2010*
- STA Travel Norway launched in May 2010 targeting the Youth travel market.
Source: *Anecdotal feedback, May 2010*
- As at June 2010, there were 249 Aussie Specialist agents, of which 83 per cent were fully qualified.

4. Airline News

- None to report

5. Competitor News

- TUI Nordic said that capacity on its charter operations to Thailand for winter 2010 will increase by 30 per cent from the previous year, up to a total of 135,000 passengers flying three times weekly to Phuket and once weekly to Bangkok. TUI Nordic flies to Thailand from eleven airports in Denmark, Finland, Norway and Sweden.
Source: www.asiatraveltips.com, 25 June, 2010
- Finnair is to significantly increase its flights to Japan and become one of the few airlines to offer a connection to all three of Japan's most important cities. Finnair currently flies to Tokyo daily, and this summer will also operate daily flights to Osaka and an additional sixth flight per week to Nagoya. www.asiatraveltips.com, May 10, 2010
- Finnair will launch daily non-stop flights between Singapore and Helsinki from May 2011. The airline will operate the Singapore service with Airbus A340 aircraft. Source: www.asiatraveltips.com, June 30, 2010

6. Key Campaigns and Activities in Market

Current Campaigns and Activities (April – June 2010)				
START DATE	END DATE	PROJECT/EVENT	TARGET AUDIENCE	PARTNERS
April 2010	June 2010	<i>International Media Hosting Programme visits:</i> <ul style="list-style-type: none"> Stand By/Take Off magazine travelled to ATE held in South Australia and the Northern Territory. 	Nordic First Time Experience Seekers	Various airlines, STOs and industry partners
1 May 2010	31 May 2010	<i>STA Norway Campaign:</i> Tourism Australia and STA Norway worked together to launch STA in Norway. This consisted of an in-store poster campaign and was supported by online activity.	Norwegian Youth	STA Norway
2 May 2010	16 May 2010	<i>Corroboree 2010:</i> Training event for 298 Aussie Specialist travel agents from across Europe and South Africa. Workshops with Australian industry were held on 5 – 8 May in Melbourne followed by famils throughout Australia (22 itineraries in total).	Aussie Specialist travel agents throughout Europe and South Africa	Qantas; Tourism Victoria; State & Territory Tourism Organisations; Australian tourism industry
1 June	30 June 2010	<i>Australiareiser:</i> Staff sales incentive run in conjunction with Australiareiser including online promotion of Australian travel packages and in-store staff incentive to drive sales.	Nordic travel agents	Australiareiser
10 June 2010	19 June 2010	<i>Qatar Airways famil:</i> 8 travel agents from the Nordic region travelled to Victoria and Tropical North Queensland with Qatar Airways to showcase the regions and the new service from Stockholm to Melbourne.	Nordic travel agents	Qatar, Tourism Victoria, Tourism Queensland

Upcoming Campaigns and Activities (July – September 2010)				
START DATE	END DATE	PROJECT/EVENT	TARGET AUDIENCE	PARTNERS
		None to report at this point in time		