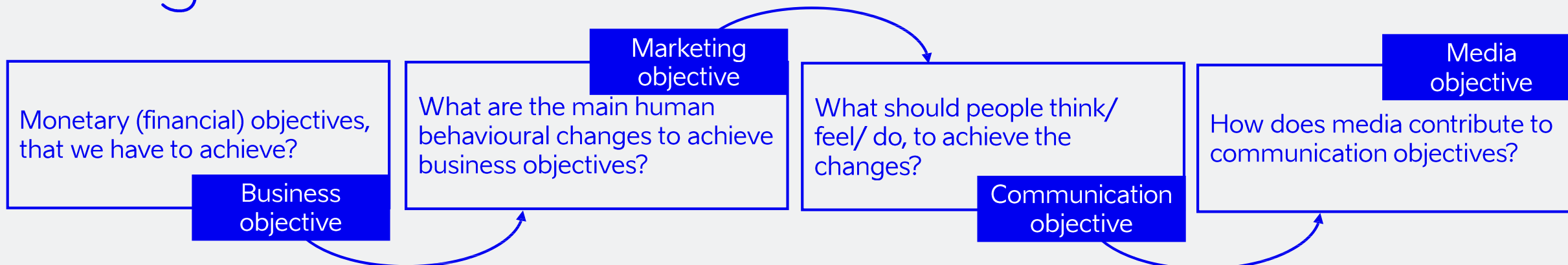


targets for Sweden 2020+



- increase Swedish overnights to the level of 2019 (162 185) latest by 2023
 - optimistically we will aim to reach 2019 level by 2022
- increase travel receipts from Swedish visitors to the level of 2019 (70 mil. Euros) by 2023

- **business traveller:** Share what is possible to do and what is open. Coop with hotels/restaurants & cafés
- **family travel:** visiting relatives and loved ones
- **friends/couple travel & family holiday:** make planned travel that have been postponed
- travel to known places: safe and comfortable places. Places that are not overcrowded but have cultural and natural experiences
- **take a break:** people will travel to places that will give a break from the stress. Meditation, yoga, hiking, cycling, golf etc. that will give wellness and sense of freedom
- **car/caravan/camper travel**
- **newcomers to Estonia**
- **coop. with partners** to achieve these types of travel are in first hand - Tallink and thereafter an airline
- **coop. with partners** starting from Q3 are tour operators and OTA's (online travel agencies)

- clean, safe and sustainable — „safESTway“
- comfortable
- Estonia/Tallinn is close
- good value for the money
- "outdoor travel" excl. hiking, biking, fishing, birdwatching
- camping, caravan and camper (coop with Freedom Travel's 2 weeks in a camper summer 2019)
- wellness (indulgence) — to take care of yourself
- restaurants — visit a city to treat yourself a restaurant
- cultural visits (for example Fotografiska)

- focus on Stockholm and greater Stockholm
- focus on car/caravan/camper travel
- LinkedIn and other SoMe channels
- e-learning
- webinars
- networking events
- travel trade contact events
- newsletter B2B
- support to travel trade: joint sales campaigns
- press/FAM-trips (individual)
- partners' activities
- nudging — try a new way to design travel that will change behaviour, to make it easier for the traveler to choose what is best for them, and their families