



# Go Nordic!

Les pays nordiques

# Agenda

- Bienvenue à Go Nordic!
- Intro & info Covid-19 dans les pays nordiques
- Durabilité et systèmes de certification écotouristiques
  - au Danemark
  - en Islande
  - en Suède
- Q&A
- Merci et au revoir !

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# Go Nordic!



## Situation COVID-19 dans les pays nordiques

**Danemark** : les personnes pleinement vaccinés ou présentant un test négatif peuvent entrer au Danemark, où toutes les mesures restrictives Covid-19 ont été levés ! Plus d'informations sur: <https://www.visitdenmark.fr/danemark/travel-essentials/coronavirus>

**Finlande** : La Finlande accueille les voyageurs complètement vaccinés et les voyageurs arrivant depuis les pays à faible risque de Covid. Concernant les voyageurs non vaccinés, un résultat négatif de test est demandé ainsi qu'un deuxième test 72 h après arrivée.

Plus d'information sur : <https://www.visitfinland.com/fr/article/conseils-pratiques-pour-les-voyageurs-arrivant-en-finlande-pendant-la-pandemie-de-coronavirus/>

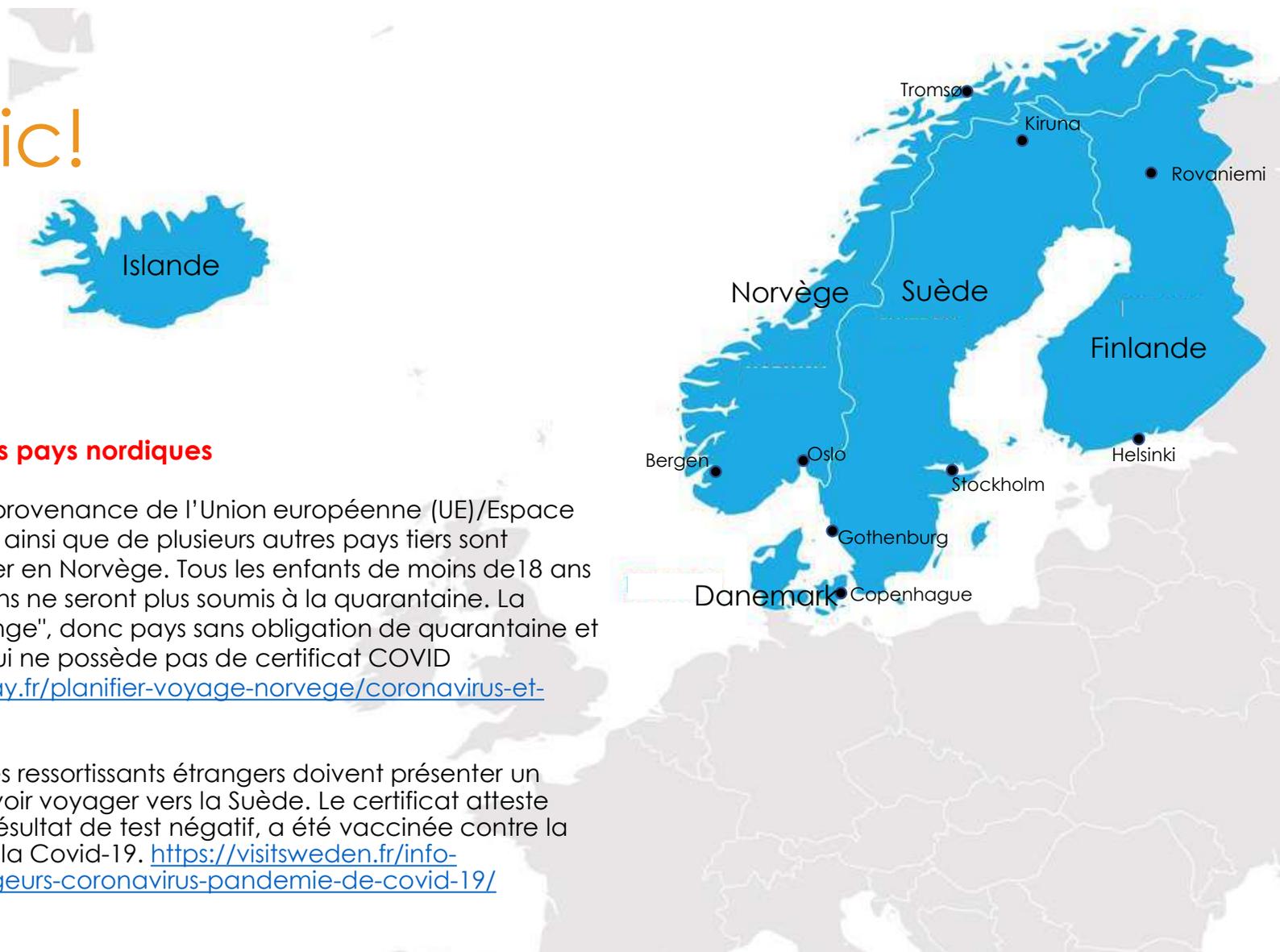
**Islande**: Les voyageurs pleinement vaccinés ou qui peuvent présenter un certificat d'infection antérieure peuvent entrer sans quarantaine. Ils doivent présenter un test de dépistage à la Covid négatif avant d'embarquer dans tout avion ou navire à destination de l'Islande. Ces tests doivent avoir été réalisés 72 heures avant d'entreprendre la première partie du voyage.

Ce guide rapide vous aidera à trouver les règles générales applicables à votre entrée en Islande: <https://island.is/en/p/entry>

Plus d'informations sur: <https://www.covid.is/francais/voyager-en-islande>



# Go Nordic!



## Situation COVID-19 dans les pays nordiques

**Norvège** : Les voyageurs en provenance de l'Union européenne (UE)/Espace économique européen (EEE) ainsi que de plusieurs autres pays tiers sont désormais autorisés à voyager en Norvège. Tous les enfants de moins de 18 ans en provenance de ces régions ne seront plus soumis à la quarantaine. La France est classée pays "orange", donc pays sans obligation de quarantaine et de test, pour les personnes qui ne possèdent pas de certificat COVID valide <https://www.visitnorway.fr/planifier-voyage-norvege/coronavirus-et-voyages-en-norvege/>

**Suède** : Depuis le 1er juillet, les ressortissants étrangers doivent présenter un certificat Covid UE pour pouvoir voyager vers la Suède. Le certificat atteste qu'une personne a reçu un résultat de test négatif, a été vaccinée contre la Covid-19 ou s'est rétablie de la Covid-19. <https://visitsweden.fr/info-pratiques/informations-voyageurs-coronavirus-pandemie-de-covid-19/>

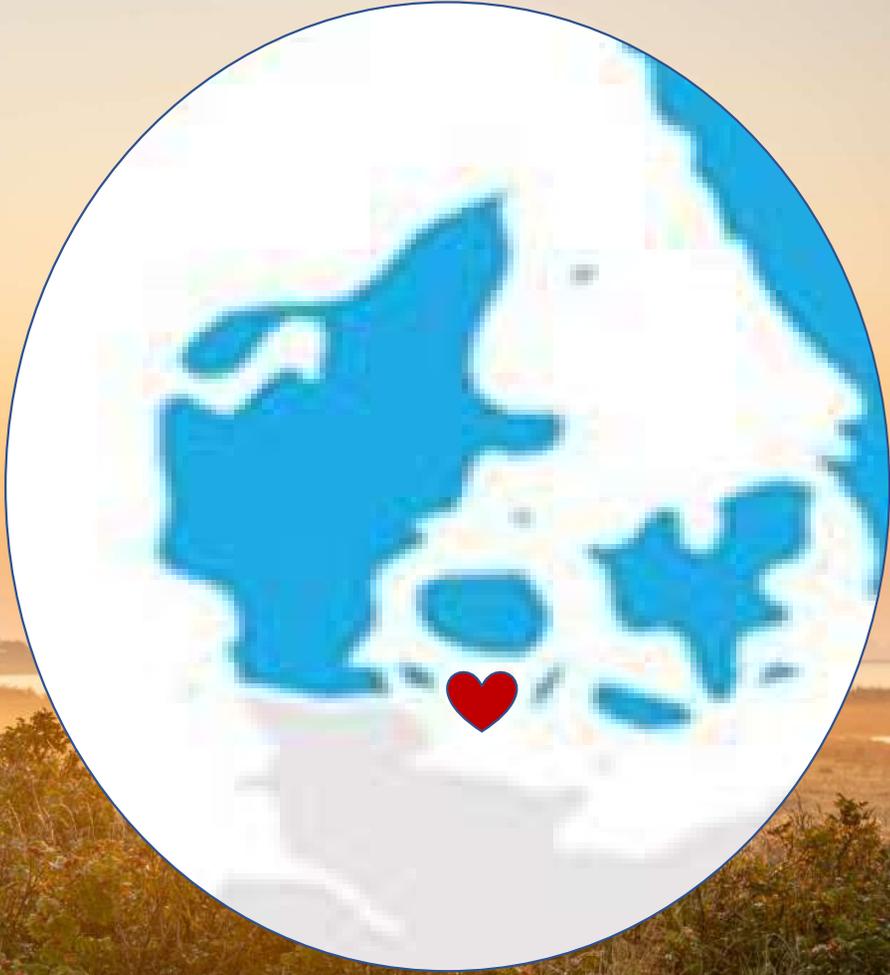


## Durabilité et systèmes de certification écotouristiques au Danemark, en Islande et en Suède





# Le Danemark



  
**GEOPARK**  
DET SYDFYNISKE ØHAV

→ **ÆRØ** ←

An aerial photograph of Ærø Island, Denmark, during the golden hour of sunset. The foreground is a vast, golden field. In the middle ground, a town with numerous houses featuring red-tiled roofs is visible, interspersed with green trees. A prominent white church with a tall, thin spire stands out among the buildings. The background shows a wide expanse of water, likely the Baltic Sea, with a few sailboats visible in the distance. The sky is filled with soft, wispy clouds, and the overall atmosphere is peaceful and scenic.

# ÆRØ ISLAND

Population: 6.023

Area: 88 sq.kilometers



  
**GÉOPARK**  
DET SYDFYNISKE ØHAV

AERØ



PART OF  
**GEOPARK**  
**SOUTHFUNEN**  
**ARCHIPELAGO**

**ASPIRING UNESCO GLOBAL GEOPARK**



# Not just by name...

4 different ferry routes  
with app. 60 daily departures  
combined

- Svendborg, Funen
- Faaborg, Funen
- Rudkøbing, Langeland
- Fynshav, South Jutland





PROUDLY PRESENTS  
**E-FERRY ELLEN**

WORLD LONGEST RANGING 100% ELECTRIC FERRY

New build no 107 from Søby Shipyard, Ærø



# RESPONSIBLE ISLAND *prize*

1<sup>ST</sup> PRIZE WINNER   
2020

**THE ISLAND OF ÆRØ**  
DENMARK



Rewarding islands with innovative  
and sustainable local renewable  
energy production and use



European  
Commission





  
**GEOPARK**  
DET SYDFYNISKE ØHAV





## ACTIVITIES





  
**GEO PARK**  
DET SYDFYNISKE ØHAV





# ACCOMMODATION



  
**GEO PARK**  
DET SYDFYNISKE ØHAV





FOOD



  
**GEO PARK**  
DET SYDFYNISKE ØHAV







AND MORE



ÆRØ

GEOPARK  
DET SYDFYNISKE ØHAV



**GEOARK**  
DET SYDFYNISKE ØHAV

**ÆRØ**



BIENVENUE



GEOPARK  
DET SYDFYNISKE DHAV





## Outils pour les professionnels

- Site VisitDenmark Travel Trade: [www.visitdenmark.com/travel-trade](http://www.visitdenmark.com/travel-trade)
- Newsletter Travel Trade
- Site VisitDenmark : [www.visitdenmark.fr](http://www.visitdenmark.fr)
- Images et vidéos VisitDenmark : [www.denmarkmediacenter.com](http://www.denmarkmediacenter.com)

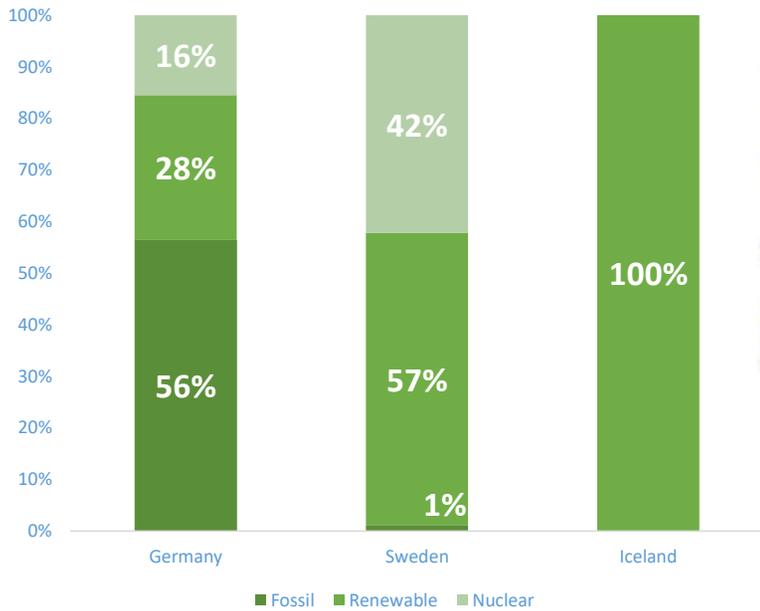


# L'Islande



# 100% Green Electricity on the National Grid

National Grid Mix



## ELECTRICITY PRODUCTION IN ICELAND

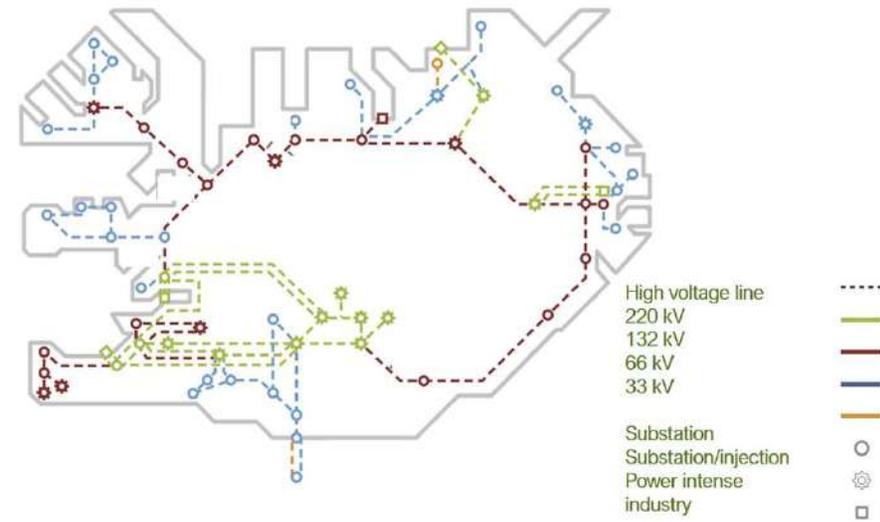
**70%**  
Hydropower

**30%**  
Geothermal

## CENTRAL HEATING

**90%**  
Geothermal

**10%**  
Electricity



One of the top 5 countries for World's best energy infrastructure\*

## 90% of Primary Energy comes from Renewable Sources

IMD World Competitiveness Yearbook\*



## Iceland's rankings

- Modern Society
- Peaceful
- Gender Equality
- Advanced Infrastructure

1 <sup>st</sup>	<b>The Green Future Index</b> - MIT's Technology Review
1 <sup>st</sup>	<b>Global Peace Index</b> – Institute of economics and peace
1 <sup>st</sup>	<b>Global Gender Gap Index</b> – WEFForum
2 <sup>nd</sup>	Democracy Index – Economist
4 <sup>th</sup>	Human Development Index – United Nations
4 <sup>th</sup>	World Talent Index – IDM
4 <sup>th</sup>	Life Satisfaction Index – OECD
9 <sup>th</sup>	Electricity and Telephone Infrastructure - WEFForum
9 <sup>th</sup>	Labor Market Efficiency – WEFForum
10 <sup>th</sup>	Technological Readiness – WEFForum
12 <sup>th</sup>	Higher Education and Training- WEFForum



# Le Serment Islandais

- Important pour les Islandais
- Il protège à la fois la nature et les touristes
- Nous avons essayé de faire passer le message sur la nature responsable en faisant signer l'Iceland Pledge aux visiteurs et en réalisant des vidéos pour faire passer le message aux invités.

**SERMENT  
ISLANDAIS**

JE PROMETS D'ÊTRE UN TOURISTE RESPONSABLE.  
LORSQUE JE DÉCOUVRIRAI DE NOUVEAUX LIEUX,  
JE LES QUITTERAI TELS QUE JE LES AI TROUVÉS.

JE PRENDRAI DES PHOTOS À TOMBER,  
SANS Y LAISSER MA PEAU.

JE SUIVRAI LA ROUTE QUI MÈNE À L'INCONNU,  
SANS JAMAIS SORTIR DES SENTIERS BATTUS.

ME GARANT TOUJOURS LÀ OÙ J'EN AI LE DROIT.

JE DORMIRAI À LA BELLE ÉTOILE,  
DANS UN TERRAIN DE CAMPING.

ET QUAND L'APPEL DE LA NATURE SE FERA SENTIR,  
JE N'Y RÉPONDRAI PAS SUR LA NATURE.

JE SERAI PRÉPARÉ POUR TOUS LES TEMPS,  
TOUTES LES POSSIBILITÉS... TOUTES LES AVENTURES.

**PRÊTEZ SERMENT SUR  
INSPIREDBYICELAND.COM**

**INSPIREDBYICELAND**



# Kranavatn

- Campagne de Inspired by Iceland
- Boire l'eau du robinet au lieu d'acheter de l'eau en bouteille
- Gratuit et mieux pour l'environnement





# Certifications

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## Vakinn

- 67 entreprises certifiées
- Les critères sont composés selon le système européen Hotelstars, dirigé par l'Association Hotrec
- Géré par l'Office du tourisme Islandais
- L'objectif: renforcer la qualité, la sécurité et la sensibilisation à l'environnement au sein du tourisme islandais et de promouvoir la responsabilité sociale des prestataires de services touristiques.





## Le Cygne Blanc - hôtels

- Grand Hótel Reykjavík
- Héraðsskólinn Laugarvatni
- Hótel Eldhestar
- Hótel Fljótshlíð
- Hostelling International (Farfuglaheimilið Borgarnesi, Loft, Laugardal)
- Hótel Rauðaskriða





## Les énergies renouvelables

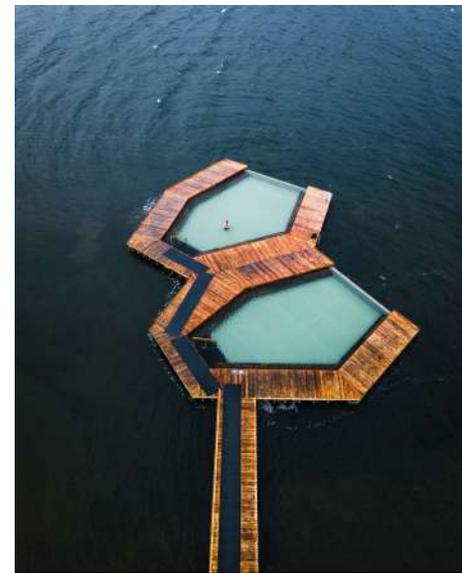
- L'énergie géothermique est essentielle pour l'industrie islandaise du bien-être
- Spas et de piscines
- Ce type d'utilisation directe de la géothermie a considérablement augmenté le niveau de vie des Islandais
- Plusieurs spas de luxe à travers le pays





## Le tourisme du bien-être

- Le bien-être en Islande est le résultat direct de l'utilisation de nos ressources géothermiques.
- L'utilisation de l'énergie géothermique pour les serres et autres productions alimentaires est hautement durable.
- Blue Lagoon
- Sky Lagoon
- Vök
- Geosea





# Eldhestar (chevaux du volcan)

- Situé dans le sud de l'Islande
- Mettent l'accent sur l'écotourisme
- Divers types de randonnées à cheval
- 10 lignes directrices de base de la politique environnementale





# On- Geothermal Exhibition

- L'objectif est de protéger les intérêts des ressources naturelles du pays et des clients de l'entreprise
- Durabilité, l'innovation et l'utilisation responsable des ressources naturelles
- Exhibition où vous pouvez découvrir par vous-même comment une énergie verte et durable est produite dans l'une des plus grandes centrales géothermiques à site unique de la planète, la centrale électrique Hellisheiði ON.
- <https://www.on.is/en/geothermal-exhibition/>

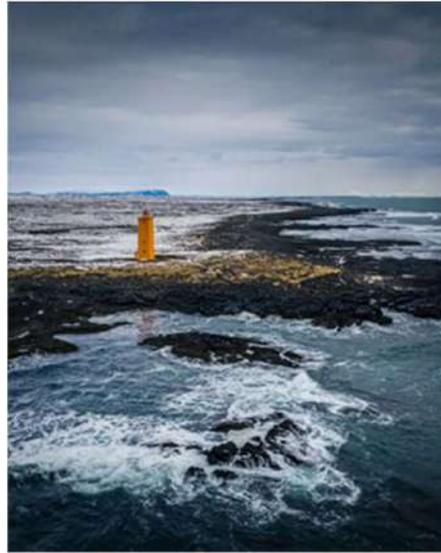




# North Sailing

- La première destination au monde à proposer l'observation des baleines sur un bateau électrique
- Aujourd'hui, deux bateaux électriques : Opal et Andvari





## Outils pour les professionnels

- Site VisitIceland Travel Trade: [Travel Trade - Visit Iceland](#)
- Site VisitIceland: [www.visiticeland.com](http://www.visiticeland.com)
- Images et vidéos VisitIceland : [Media Bank \(inspiredbyiceland.com\)](#)

# La Suède





# Facts & activities

Photo: Lola Akinmade Åkerström/Imagebank.sweden.se

# Global sustainability indices and the results for Sweden

Sweden ranked #1 at Global Sustainable Competitiveness Index 2020 which assesses how well various countries have managed to create sustainable growth (socially, environmentally and economically).

Sweden ranked #1 at Euromonitor Sustainable Travel Index 2020 which ranks destinations based on sustainability.

Sweden ranked #2 at Sustainable Development Goals Index 2021 which shows how well the country meets the UN's global environmental goals related to Agenda 2030

Sources: SolAbility <https://solability.com/the-global-sustainable-competitiveness-index/the-index>, Euromonitor International 2021 <https://go.euromonitor.com/rs/805-KOK-719/images/wpSustainableTravelIndex-v0.3.pdf>, Sustainable Development Report 2021, Jeffrey Sachs, Guido Schmidt-Traub, Christian Kroll, Guillaume Lafortune and Grayson Fuller 2021, DOI 10.1017/9781017000000, <https://s3.amazonaws.com/sustainabledevelopmentreport/2021/2021-sustainable-development-report.pdf>

Visit Sweden

## Sweden in the Eyes of a Frenchman -

**8 in 10 associate Sweden with sustainability**

Top associations:

- Healthy lifestyle
- Unique, untouched accessible nature
- Forward thinking and progressive
- Openness & Freedom
- Natural & authentic
- Beautiful
- Modern
- Sustainable (82%)

# Freedom to Roam

This is our monument.

- The freedom to roam is the principle, protected by the law.
- Gives all people the right to roam free in Swedish nature.
- Respect for nature and the animals.

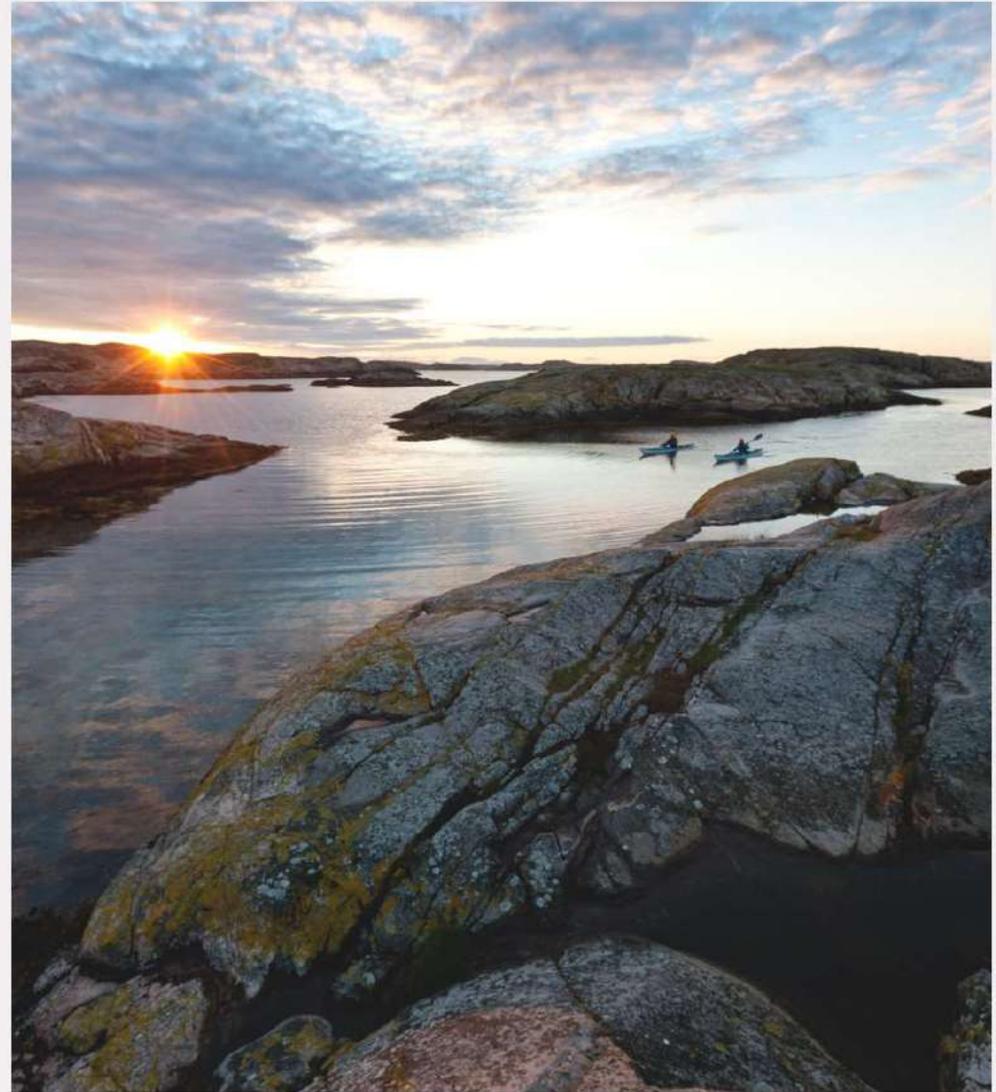


Photo: Henrik Trygg/imagebank.sweden.se

# Ecotourism in Sweden

Sweden was the second country in the world to introduce an ecotourism charter.

Sweden also set up 'Nature's Best', Europe's first eco-label.

- Hundreds of tours.
- Nearly hundred eco-certified tour operators around Sweden.
- Adhere to a strict code of conduct.
- Positive contribution to the environment.



Photo: Clive Tompsett/imagebank.sweden.se

# Check the label

The Nordic eco-label / Swan label.

- More than 250 hotels.



The KRAV label.

- Encourage organically produced foods.
- Environmentally friendly & ethical.



The no-label water



**The no-label  
water: there's  
plenty of  
drinkable water  
straight from  
the many creeks  
across Sweden.**

# Top eco-tourism attractions in Sweden

## Tree Hotel

- Located in Harads, in north-east Sweden.
- Rooms suspended from living pine trees.
- Nearby dog sledding, fishing, kayaking & Northern Lights spotting.

## Nutti Sami Siida

- Located in Harads, in north-east Sweden.
- Rooms suspended from living pine trees.
- Nearby dog sledding, fishing, kayaking & Northern Lights spotting.



Photo: Lola Akinmade Åkerström/Imagebank.sweden.se



Photo: Anna Öhlund/Imagebank.sweden.se

# Top eco-tourism attractions in Sweden

## Everts Sjöbod

- A typically pretty West Coast fishing village in West Sweden.
- Lobster potting, crayfish catching, oyster 'safari'.
- Eco-certified sea-harvesting.

## Aurora Sky Station

- One of the best spots in the world to see the Northern Lights.
- This natural light show appears around the beginning of September to around the end of March.



Photo: Henrik Trygg/imagebank.sweden.se



Photo: Lola Akinmade Åkerström/imagebank.sweden.se

# Top eco-tourism attractions in Sweden

## Timber rafting in Värmland

- The Klaräven, Sweden's mightiest river.
- Vildmark Adventures show how to do.
- 1 to 7 days.

## Kolarbyn eco-lodge

- 2 hours northwest of Stockholm
- A series of 12 forest huts.
- Food is included on guided tours and package deals.
- Guided walks, a course in bushcraft, elk & beaver spotting and howling with the local wolf pack.



Photo: Staffan Widstrand/imagebank.sweden.se



Photo: Mikko Nikkinen/imagebank.sweden.se

# Top eco-tourism attractions in Sweden

## Stockholm's vibrant and sustainable restaurant scene

- Focus on sustainable cooking methods and ingredients.
- Nationalmuseum - fusion of Swedish and French cuisine.
- Classic Swedish comfort food at Bakfickan.
- Rosendal's biodynamic (organic) Garden.

## Augustenborg Ecocity & Western Harbour, Malmö

- Augustenborg Ecocity is short walk or bike ride from Malmö city centre & home to the world's biggest roof gardens.
- Western Harbour - a paragon of sustainable living and working.



Photo: Tina Stafrén/Imagebank.sweden.se



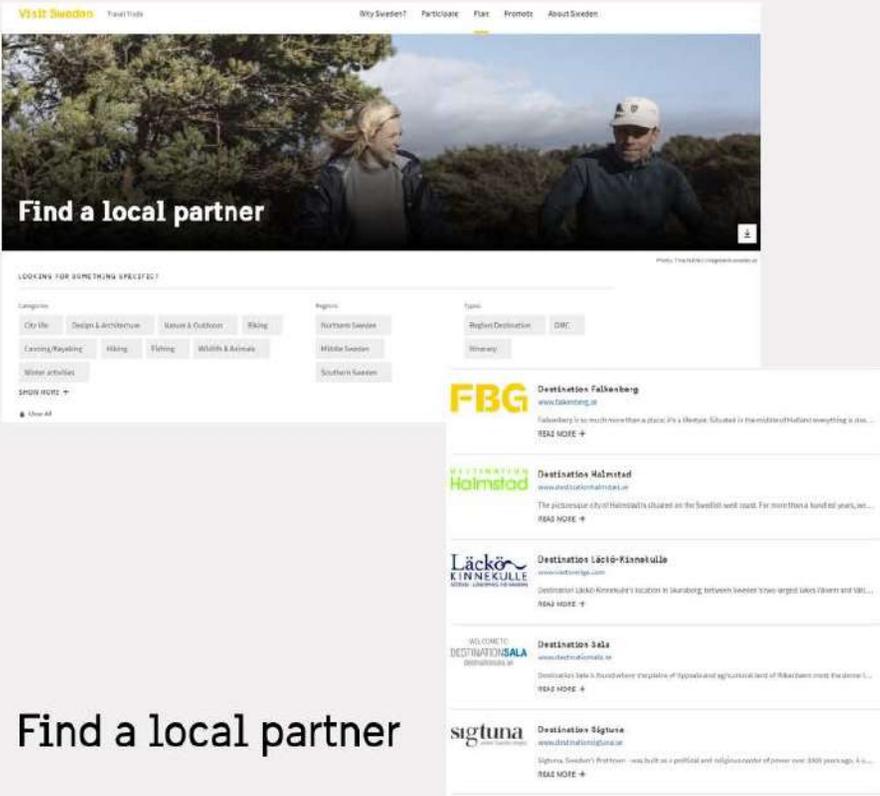
Photo: Justin Brown/Imagebank.sweden.se



Foto: Lola Akinmade Åkerström/imagebank.sweden.se

# Sweden for Travel Professionals

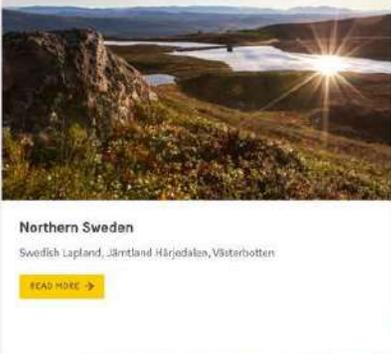
There are so many tools to use at Visit Sweden's Travel Trade hub



The screenshot shows the 'Visit Sweden' Travel Trade hub interface. At the top, there are navigation links: 'City Sweden?', 'Participate', 'Plan', 'Promote', and 'About Sweden'. Below this is a large banner with the text 'Find a local partner' and a photo of two people in a forest. Underneath the banner is a search filter section titled 'LOOKING FOR SOMETHING SPECIFIC?'. This section includes filters for 'Language' (City life, Design & Architecture, Nature & Outdoors, Skiing, Canoeing/Paddling, Fishing, Wildlife & Animals, Winter Activities) and 'Region' (Northern Sweden, Middle Sweden, Southern Sweden). Below the filters is a list of destination cards, each with a logo and a 'READ MORE' button. The cards are for: FBG Destination Falkenberg, Destination Halmstad, Destination Läckö-Kinneskulle, Destination Sala, and Destination Sigtuna.

Find a local partner

<https://traveltrade.visitsweden.com>



Northern Sweden  
Swedish Lapland, Jämtland Härjedalen, Västerbotten  
[READ MORE →](#)



Middle Sweden  
Gävleborg, Dalarna, Västmanland, Uppland, Sörmland, Örebro, Östergötland  
[READ MORE →](#)



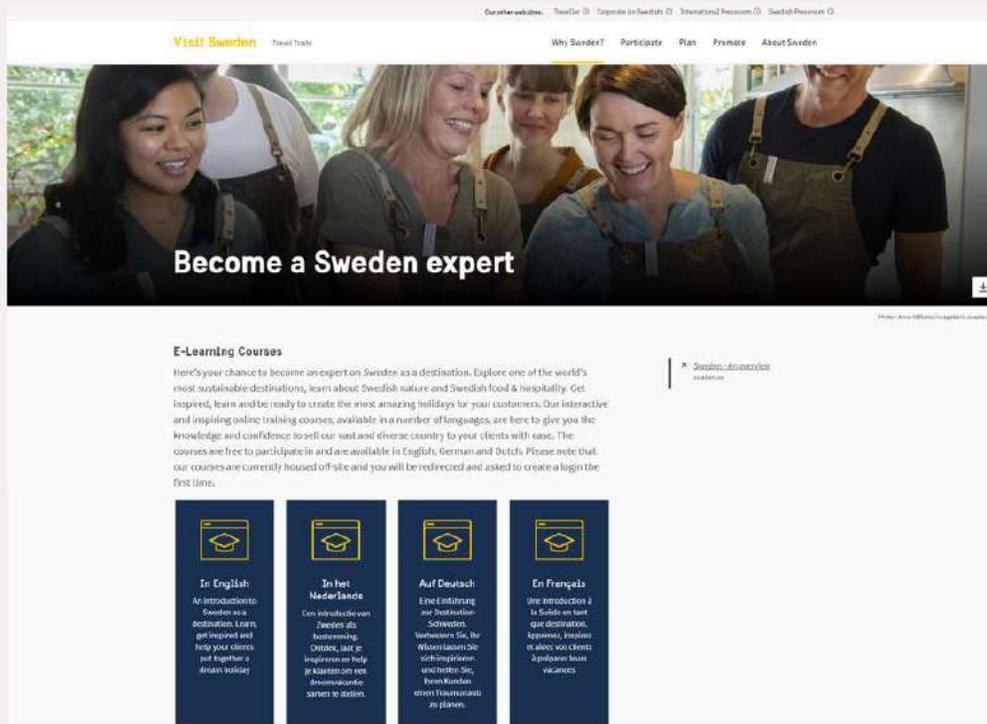
Southern Sweden  
Tours and excursions that take your clients all around the southern Sweden.  
[READ MORE →](#)

Sample Itineraries

Visit Sweden

# Sweden for Travel Professionals

## Become a Sweden expert: E-Learning Courses



**Become a Sweden expert**

**E-Learning Courses**

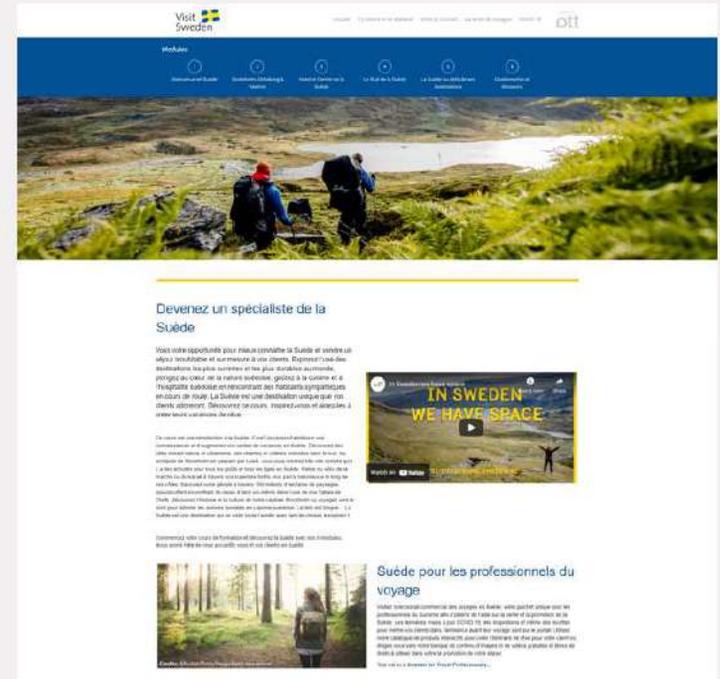
Here's your chance to become an expert on Sweden as a destination. Explore one of the world's most sustainable destinations, learn about Swedish nature and Swedish food & hospitality. Get inspired, learn and be ready to create the most amazing holidays for your customers. Our interactive and inspiring online training courses, available in a number of languages, are here to give you the knowledge and confidence to sell our vast and diverse country to your clients with ease. The courses are free to participate in and are available in English, German and Dutch. Please note that our courses are currently housed off-site and you will be redirected and asked to create a login the first time.

**In English**  
An introduction to Sweden as a destination. Learn, get inspired and help your clients put together a dream holiday.

**In het Nederlands**  
Een introductie van Zweden als bestemming. Leer, inspireer en help je klanten om een droomvakantie samen te stellen.

**Auf Deutsch**  
Eine Einführung auf Destination Schweden. Inspirieren Sie, Ihr Wissen ausbauen und sich inspirieren, um Ihren Sie, Ihren Kunden einen Traumurlaub zu planen.

**En Français**  
Une introduction à la Suède en tant que destination. Apprenez, inspirez et aidez vos clients à préparer leurs vacances.



**Devenez un spécialiste de la Suède**

Voilà votre opportunité pour mieux connaître la Suède et vendre un séjour insouciant et sûr comme à son habitude. Explorez l'un des destinations les plus sûres et les plus durables au monde, plongez de cœur en la nature suédoise, goûtez la cuisine et découvrez l'expérience suédoise en rencontrant des habitants sympathiques en cours de route. La Suède est une destination unique que vos clients apprécieront. Découvrez ce pays, inspirez-vous et aidez à créer leurs vacances de rêve.

**Suède pour les professionnels du voyage**

Voilà votre opportunité pour mieux connaître la Suède et vendre un séjour insouciant et sûr comme à son habitude. Explorez l'un des destinations les plus sûres et les plus durables au monde, plongez de cœur en la nature suédoise, goûtez la cuisine et découvrez l'expérience suédoise en rencontrant des habitants sympathiques en cours de route. La Suède est une destination unique que vos clients apprécieront. Découvrez ce pays, inspirez-vous et aidez à créer leurs vacances de rêve.

En Français

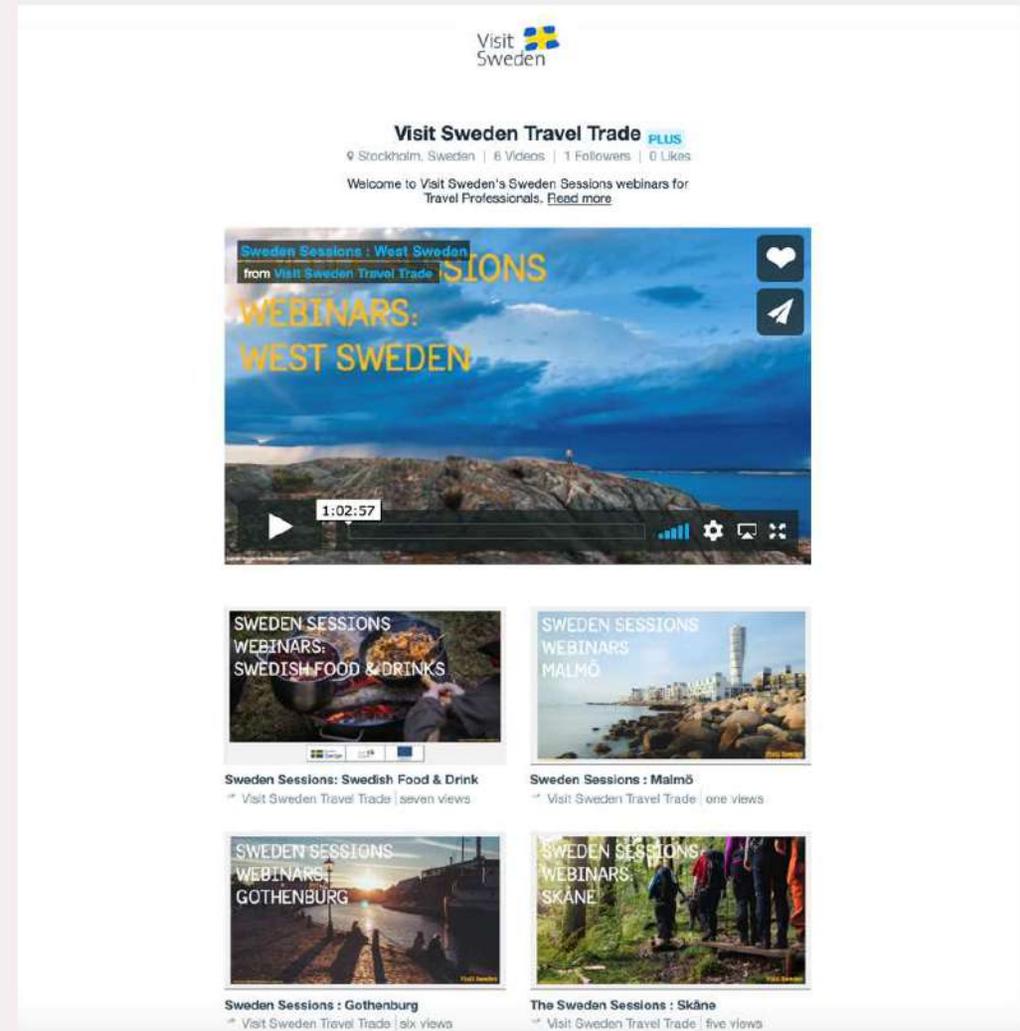
<https://traveltrade.visitsweden.com>

Visit Sweden

# Sweden Sessions Webinars

40 min webinars introducing you to Swedish products, regions, themes and culture.

<https://vimeo.com/visitswedentraveltrade>

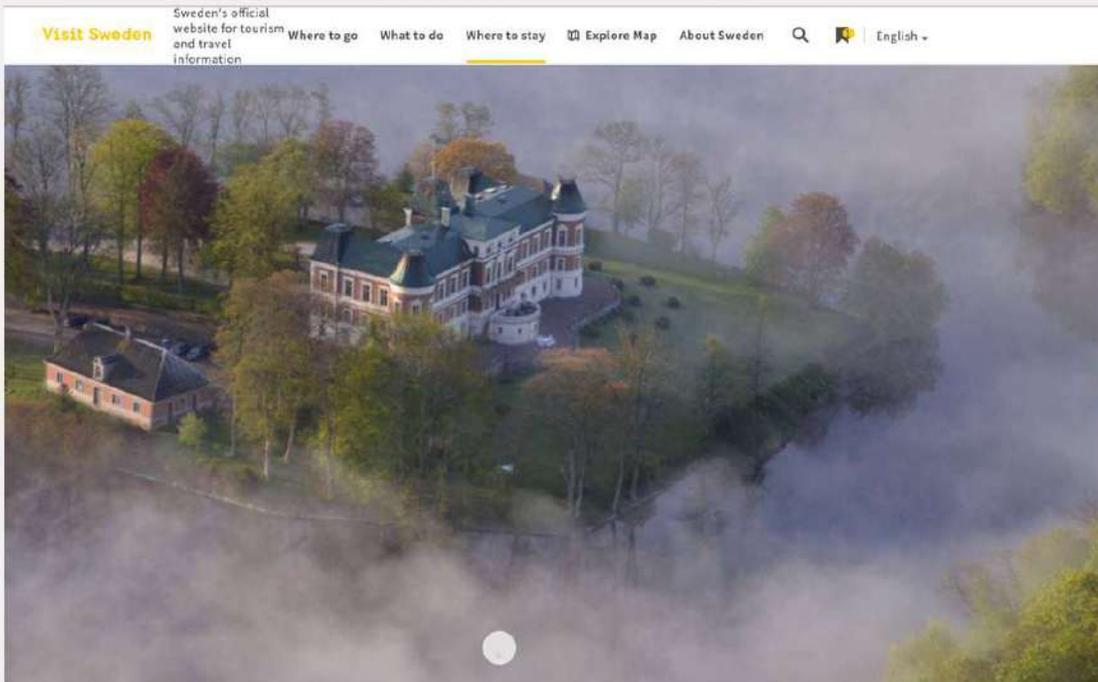


The screenshot displays a Vimeo video player interface. At the top right, the 'Visit Sweden' logo is visible. Below it, the text reads 'Visit Sweden Travel Trade PLUS', '9 Stockholm, Sweden | 6 Videos | 1 Followers | 0 Likes', and 'Welcome to Visit Sweden's Sweden Sessions webinars for Travel Professionals. [Read more](#)'. The video player itself shows a thumbnail for 'Sweden Sessions: West Sweden' with a play button and a progress bar at 1:02:57. Below the main video are four smaller video thumbnails, each with a title and view count:

- Sweden Sessions: Swedish Food & Drink** | Visit Sweden Travel Trade | seven views
- Sweden Sessions: Malmö** | Visit Sweden Travel Trade | one views
- Sweden Sessions: Gothenburg** | Visit Sweden Travel Trade | six views
- The Sweden Sessions: Skåne** | Visit Sweden Travel Trade | five views

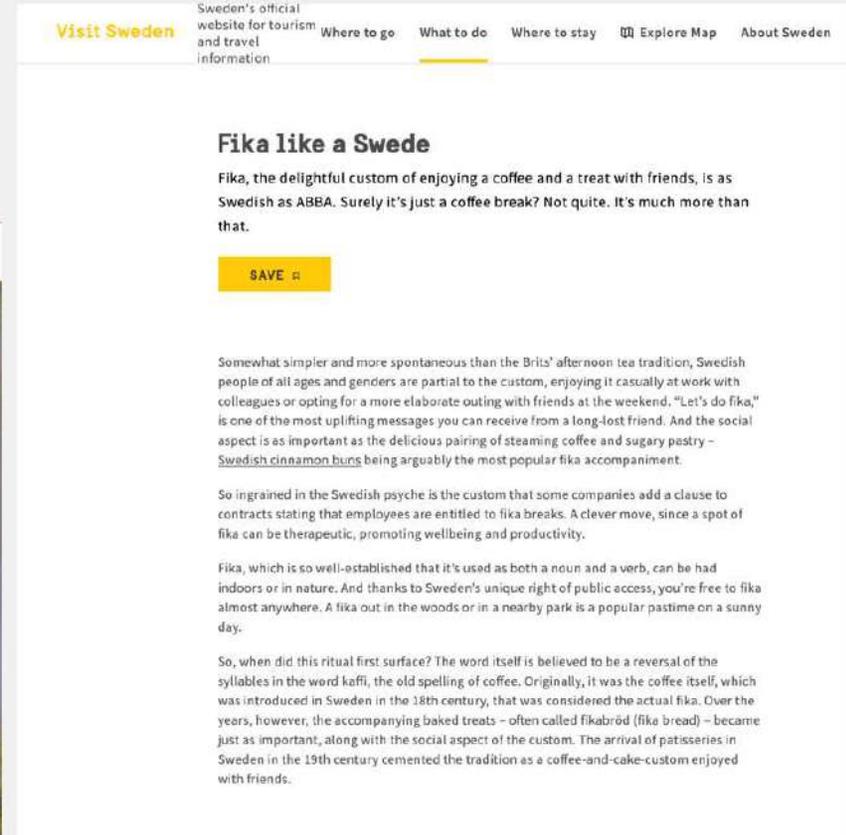
# VisitSweden.com

Our consumer site is full of product, itinerary, even recipe ideas



The screenshot shows the top navigation bar of the VisitSweden.com website. The navigation items are: "Visit Sweden" (with a logo), "Sweden's official website for tourism and travel information", "Where to go", "What to do", "Where to stay", "Explore Map", "About Sweden", a search icon, a user profile icon, and "English". Below the navigation bar is a large aerial photograph of a historic manor house with a green roof and white walls, surrounded by trees and a misty atmosphere. A white circular cursor is visible on the image.

**Explore Sweden's historic manor houses near Stockholm, Gothenburg and Malmö**



The screenshot shows an article titled "Fika like a Swede" on the VisitSweden.com website. The navigation bar is the same as in the previous screenshot. The article text is as follows:

## Fika like a Swede

Fika, the delightful custom of enjoying a coffee and a treat with friends, is as Swedish as ABBA. Surely it's just a coffee break? Not quite. It's much more than that.

**SAVE**

Somewhat simpler and more spontaneous than the Brits' afternoon tea tradition, Swedish people of all ages and genders are partial to the custom, enjoying it casually at work with colleagues or opting for a more elaborate outing with friends at the weekend. "Let's do fika," is one of the most uplifting messages you can receive from a long-lost friend. And the social aspect is as important as the delicious pairing of steaming coffee and sugary pastry – [Swedish cinnamon buns](#) being arguably the most popular fika accompaniment.

So ingrained in the Swedish psyche is the custom that some companies add a clause to contracts stating that employees are entitled to fika breaks. A clever move, since a spot of fika can be therapeutic, promoting wellbeing and productivity.

Fika, which is so well-established that it's used as both a noun and a verb, can be had indoors or in nature. And thanks to Sweden's unique right of public access, you're free to fika almost anywhere. A fika out in the woods or in a nearby park is a popular pastime on a sunny day.

So, when did this ritual first surface? The word itself is believed to be a reversal of the syllables in the word kaffi, the old spelling of coffee. Originally, it was the coffee itself, which was introduced in Sweden in the 18th century, that was considered the actual fika. Over the years, however, the accompanying baked treats – often called fikabröd (fika bread) – became just as important, along with the social aspect of the custom. The arrival of patisseries in Sweden in the 19th century cemented the tradition as a coffee-and-cake-custom enjoyed with friends.

Visit Sweden

# Q&A



VisitDenmark  
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**Merci et au revoir !**