



Go Nordic!

Les pays nordiques



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Agenda

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

Go Nordic!



Situation COVID-19 dans les pays nordiques

Danemark : les personnes pleinement vaccinées ou présentant un test négatif peuvent entrer au Danemark, où toutes les mesures restrictives Covid-19 ont été levées ! 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 sont 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/>





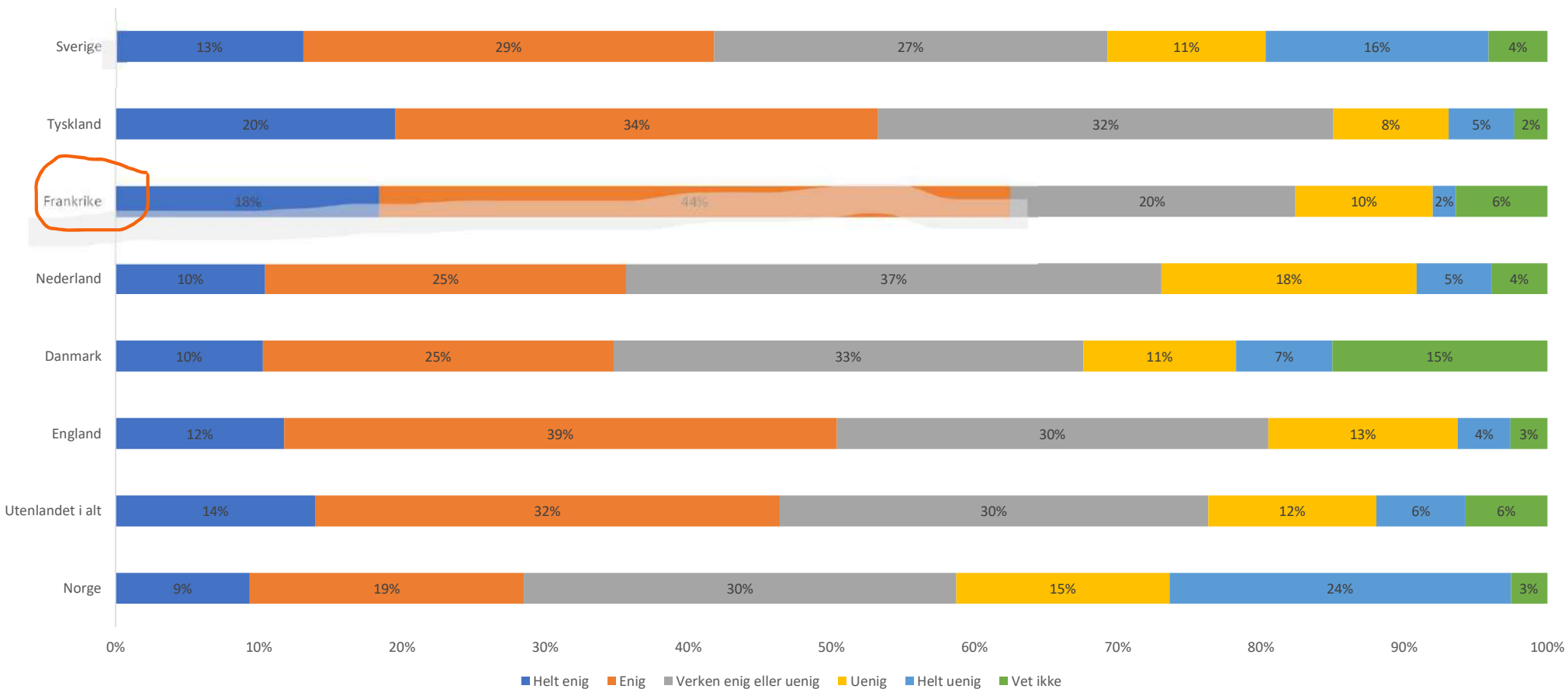
Durabilité et systèmes de certification écotouristiques en Finlande et en Norvège





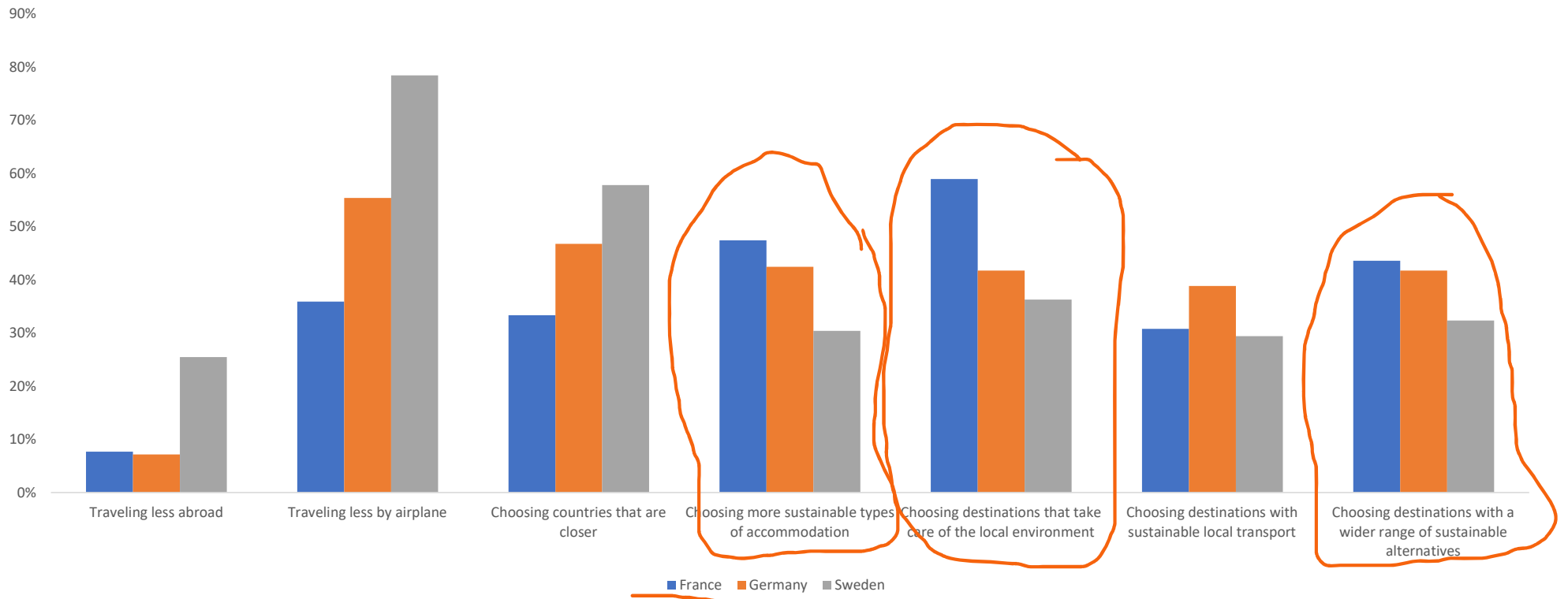
La Norvège

«I consider changing the way I travel because of concerns for environment/climate»



Kilde: Merkevarertracker 2019, Innovasjon Norge

In which way do you consider changing the way you travel? Please select all that apply.





**Innovasjon
Norge**



Eco-/sustainability in Norway

Ingunn Sørnes

Advisor sustainable tourism

Innovation Norway



**SUSTAINABLE
DESTINATION**

LOCAL ENGAGEMENT
IN A LONG PERSPECTIVE

**Big impact,
small footprint**

 Norway

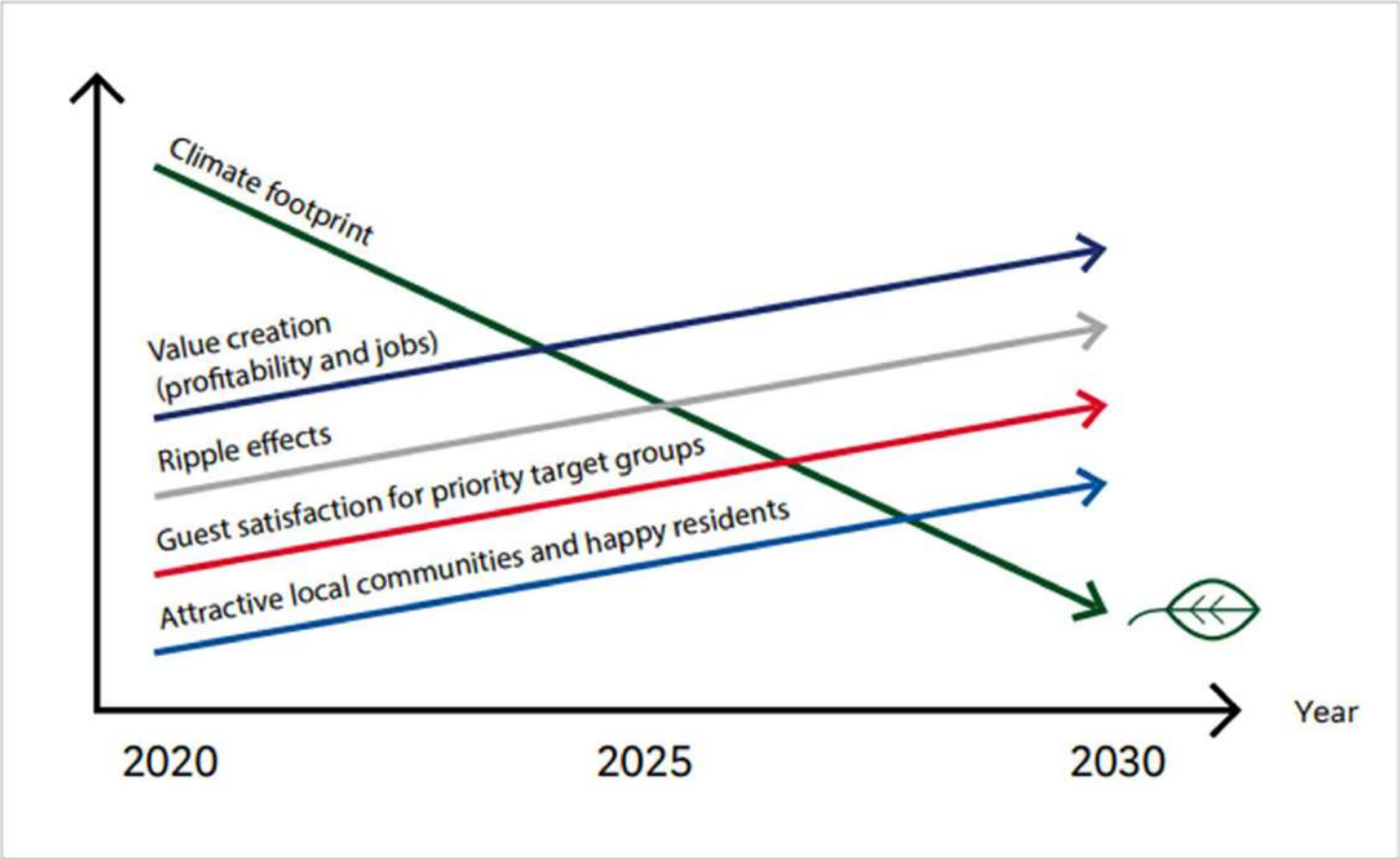
National Tourism Strategy 2030

Big impact, small footprint



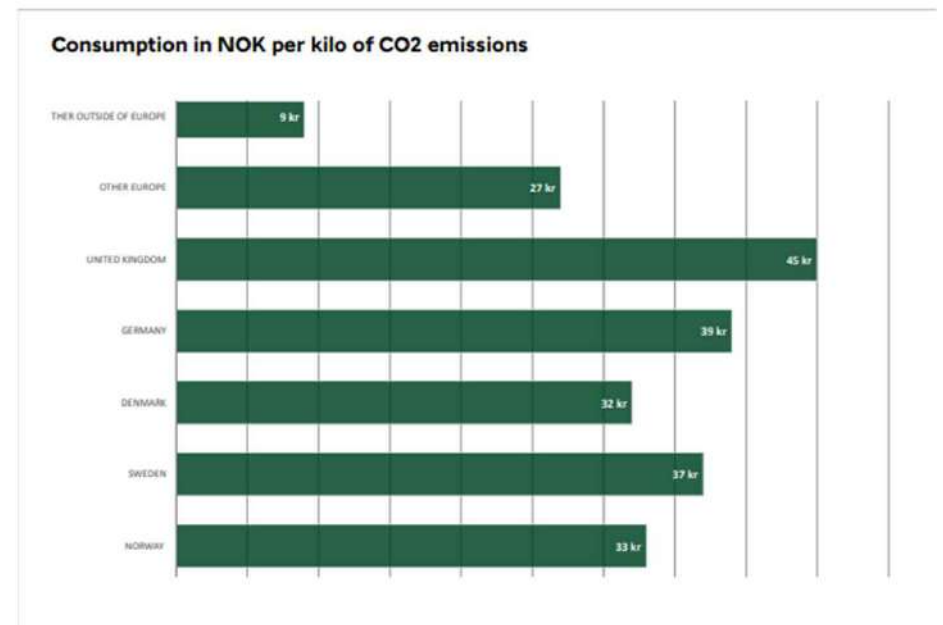
From the tourist industry. To the Government. April 2021.

Goals for 2030



High yield – low impact

Consumption vs emissions from transport



Sustainability – a competitive advantage



Increasing demand

Tourists demand sustainable experiences

Notable movement in the consumer market

Increased awareness during and post-covid



Green transportation

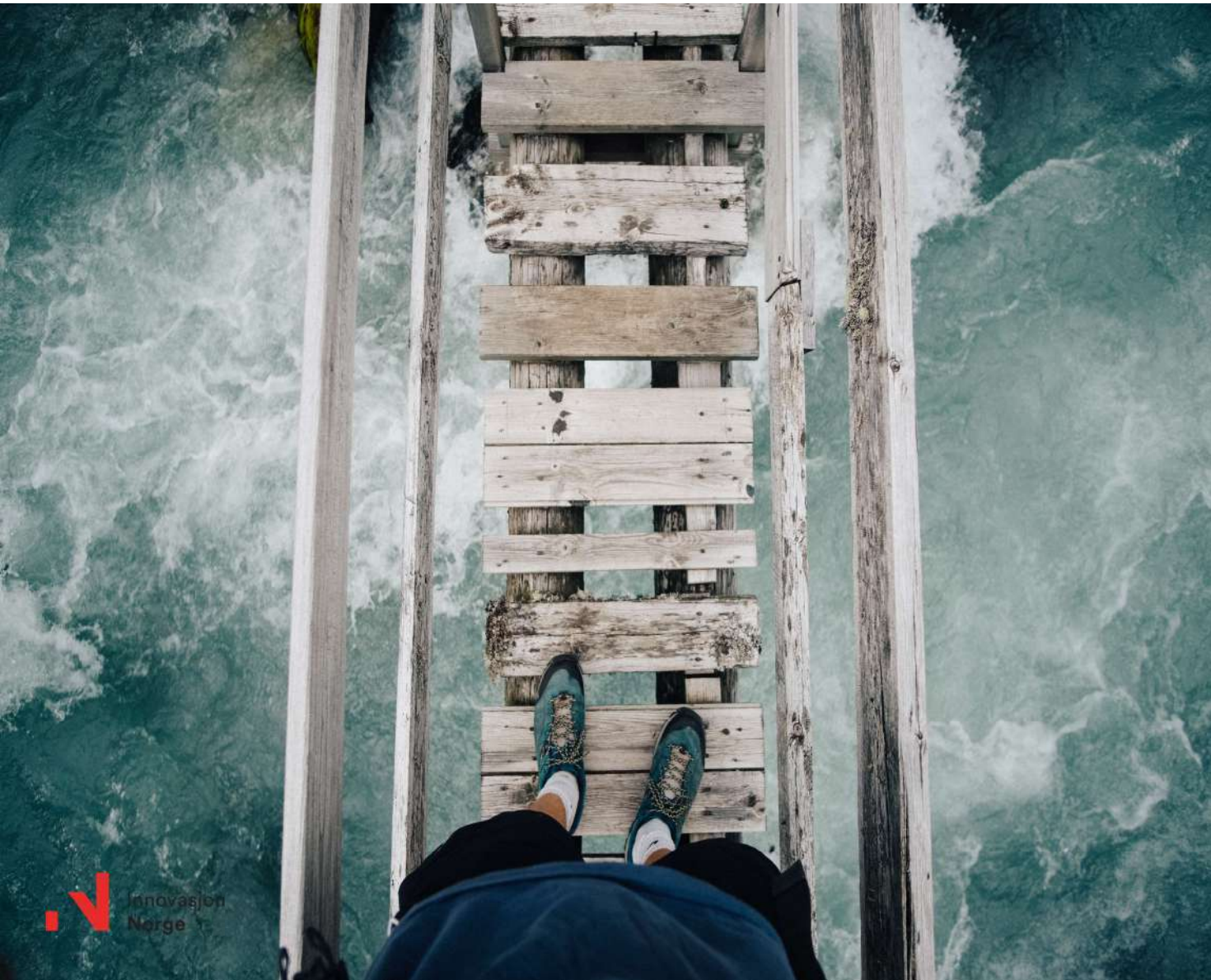
Sustainable considerations at destinations for visitors AND residents

Tourist consumption should benefit locals players

Responsible use of resources

- Sustainable products
- Locally produced food
- Good working conditions

Higher willingness to pay for sustainability, especially among women



*By measuring
and using
certifications,
we can prove
progress and
be more
transparent*

Certifications systems – what will you meet in Norway?

1. Certification of enterprises – several options

- Certification meets different needs and ambitions
- Focus on environment and society
- Ecotourism Norway, Environmental lighthouse, Nordic Swan, Green Key, Blue Flag, ISO 14001



2. Certification of destinations – Sustainable destination

- Sustainable destination management (private/public)
- More systematic visitor management
- Bredt samarbeid i næring og med kommune, tiltak og måling over tid



GREEN TRAVEL COMPANIES

- Navigating to certified companies on VisitNorway.com

- Ecotourism Norway



- Nordic Swan



- Green Key



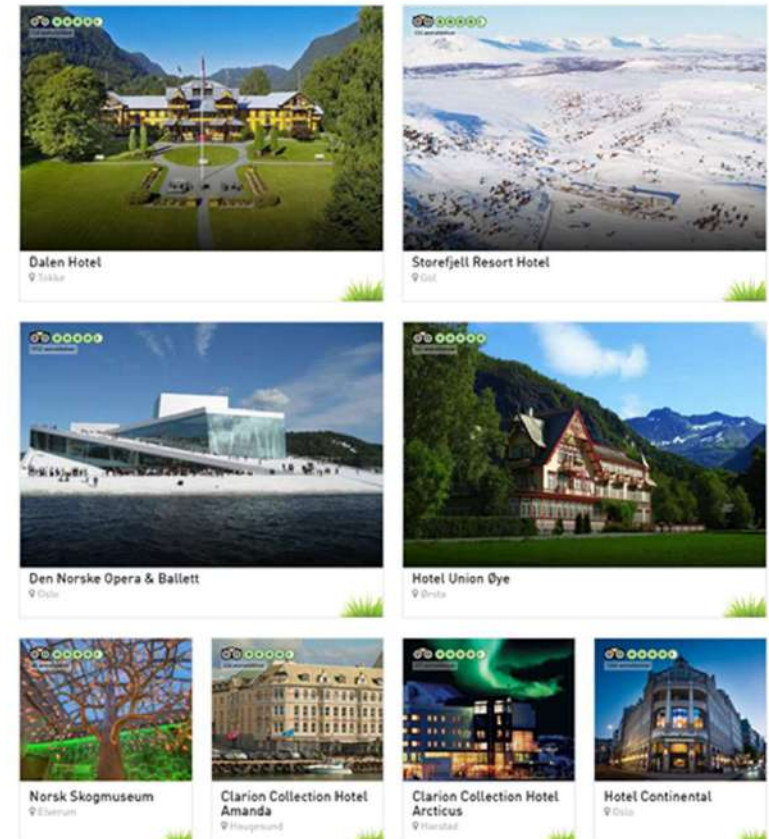
- Eco-Lighthouse



- ISO 14001



- Blue Flag





Ecotourism Norway

This national certification is awarded to businesses and operators that hold a high international level in ecotourism. Over 100 strict criteria on environmental performance, host-role, local community integration, and purchasing must be met and often improved. The certificate is renewed every three years.



The ecolabel Nordic Swan

More than 5000 products in Norway are certified with Nordic Swan, which indicates that they satisfy strict demands within energy efficiency, materials, and chemicals, all the way from raw materials to end product and waste management.



Eco-Lighthouse

Eco-Lighthouse enterprises work towards satisfying requirements and implementing environmental measures on a systematic and ongoing basis in order to create more environmentally friendly operations and safer work environments. Enterprises are certified subject to independent assessment and must undergo a recertification process every three years.



Green Key

Global ecolabel, recognized by GSTC, for hotels, small accommodations, campsites, and attractions. Certified businesses must meet strict criteria for waste, energy, water, procurement, green areas, CSR, and staff involvement. High standards are maintained through annual certificate renewal, rigorous application process, documentation, and frequent audits.



ISO 14001

ISO 14001 is given to enterprises that have a high-quality environmental managing system for organizational performance.



Blue Flag

Global, prestigious award based on a series of stringent environmental, educational, safety-related and access related criteria to be met and maintained, aimed at beaches, marinas and sustainable boating tourism operators. More than 4100 sites in 46 countries are awarded with Blue Flag.

Sustainable Destination program – operative destination management



Standard

5 themes
42 criterias
104 indicators



Innovasjon
Norge



Management

Local project
manager

External process
leaders



Process

Involve
Plan
Implement
Measure
Monitor



Tools

Portal
Surveys
Manuals
Training
Network



Visibility

Visitnorway
Presentations
Press
Awards

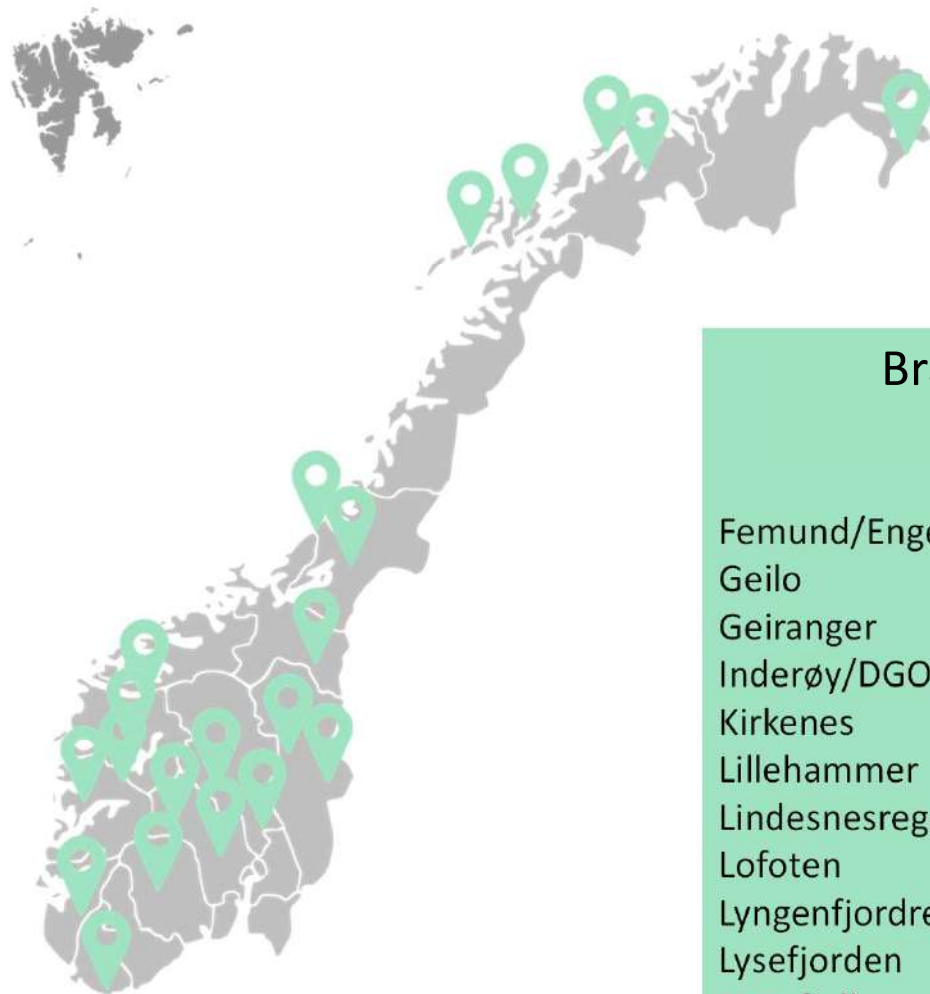


Foto: Thomas Rasmus Skaug / Visitnorway.com

Operationalization

- A: Sustainability commitment local authorities
- B: Sustainability commitment tourism industry
- C: Nature and cultural resources
- D: Social values and viability
- E: Economic viability





**SUSTAINABLE
DESTINATION**
LOCAL ENGAGEMENT
IN A LONG PERSPECTIVE

Branded destinations september 2021

Femund/Engerdal

Geilo

Geiranger

Inderøy/DGO

Kirkenes

Lillehammer

Lindesnesregionen

Lofoten

Lyngenfjordregionen

Lysefjorden

Norefjell

Rjukan

Røros

Setesdal

Suldal

Sunnhordland

Tromsø

Trysil

Valdres

Voss

Vesterålen



"We are not looking to adorn ourselves with a brand, we do this for the future of our destination"

**Georg Sickelschmidt,
manager**

Visit Lyngenfjorden

Foto Worldwanderlustphotography/Foap/visitnorway.com



General «green» development in tourism

- Low/zero emission and plus-buildings
- Renewable energy as solar panels
- Electrification on roads and water
- Organic and sustainable food
- Nature sensitive adventures and activities
- Increased quality and local value creation

Thank you!

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Photo: Voss, Nils-Erik Bjørholt -
VisitNorway

Travel Trade

<https://www.visitnorway.com/news-tips-and-tools-for-the-travel-industry/>



Get inspired and plan ahead

The travel industry is on hold, but we can still dream and plan ahead. On this page, we will post the latest news and other useful tools about Norway as a destination.

Dear business colleagues,

These are strange and uncertain times. As the whole world focuses on how to handle the COVID-19 situation, the travel industry is on hold more or less all over the world. In spite of this difficult situation, we are **planning for a better future** and are preparing for the time when the world can open up again.

This new situation has made it necessary to find **new ways of cooperating** with and supporting our business partners in Norway and abroad. On these pages you will find updated information on our planned activities for the coming days and months, including links to **new videos and virtual guided tours** at museums and attractions. In this way, we hope to give you **further knowledge about Norway** and the products we can offer. We will also do our best to ensure that all our business contacts can get as much help as possible to keep business going and to start up again after this crisis.

We are here to support you and we look forward to the day when we can welcome you and your customers to Norway again.

In the meantime, we hope that you stay safe and healthy.

[Frequently asked questions](#)



Coronavirus and travelling to Norway

Learn something new about Norway



News

Get the latest information from the Norwegian travel industry here. On this page, we will publish news from Norwegian travel and tourism providers regularly.



Videos

On this page we will publish videos from various destinations in Norway. This will give you the opportunity to experience sights, attractions, activities, and other products from various regions in the country.



La Finlande



Outils pour les professionnels

- Travel Trade Web: www.visitfinland.com/travel-trade
- Visit Finland website FR: www.visitfinland.com/fr
- Visit Finland Images: <https://mediabank.businessfinland.fi>
- Finland product manual: www.finland-product-manual.com
- Rent a Finn – Inspiration : <https://rentafinn.com/fr>

Q&A



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VisitDenmark : <https://platform.crowdriff.com/m/visitdenmark>

Visit Finland : <http://imagebank.visitfinland.com/>

Promote Iceland : <https://www.iceland.is/press/photos>

VisitNorway : <https://www.visitnorway.com/media/photo-and-film-bank/>

Visit Sweden : <http://imagebank.sweden.se/>

Durabilité et systèmes de certifications écotouristiques

Danemark / Islande / Suède
Jeudi 30 septembre de 10h à 11h