



Go Nordic!

Les pays nordiques

Agenda

- Bienvenue à Go Nordic!
- Intro & info Covid-19 dans les pays nordiques
- Circuits entre ville(s) et nature
 - au Danemark
 - en Suède
- Q&A
- Merci et au revoir !

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Go Nordic!



Situation COVID-19 dans les pays nordiques

Danemark : Chaque semaine, sur la base de critères objectifs tous les pays sont catégorisés comme jaunes, oranges ou rouges ce qui détermine les restrictions qui s'appliquent. La France est actuellement un Pays orange ; les personnes pleinement vaccinés peuvent entrer sans test ni isolement. Plus d'informations sur: <https://www.visitdenmark.fr/danemark/travel-essentials/coronavirus>

Finlande : Les frontières fermées pour la France pour le moment jusqu'à 27 Juin. Plus d'information sur : <https://www.visitfinland.com/fr/article/conseils-pratiques-pour-les-voyageurs-arrivant-en-finlande-pendant-la-pandemie-de-coronavirus/>

Islande: frontières actuellement fermées à la France (pays orange). Cette interdiction ne concerne pas les ressortissants étrangers en mesure de présenter un certificat de vaccination ou un certificat prouvant qu'ils ont eu la COVID-19 et qu'ils ne sont plus infectieux. Chaque voyageur avec certificat doit se faire tester lors de son arrivée en Islande et effectuer une quarantaine, jusqu'à avoir reçu un résultat négatif. Plus d'informations sur: <https://visiticeland.com/article/iceland-and-covid19-coronavirus>



Go Nordic!



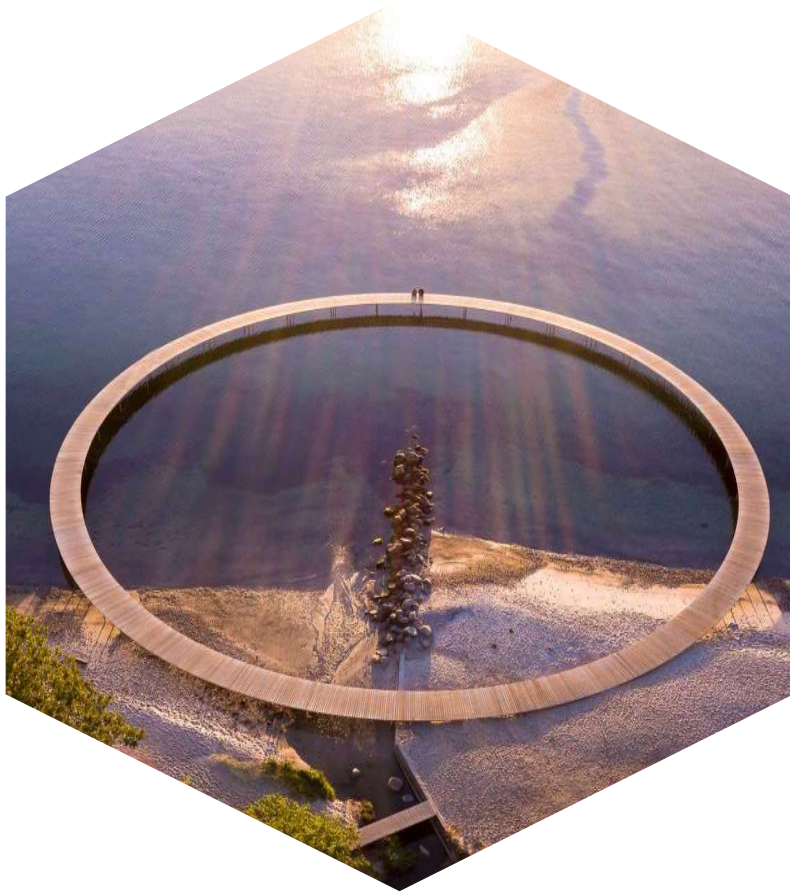
Situation COVID-19 dans les pays nordiques

Norvège : La règle générale est que seuls les ressortissants norvégiens et les ressortissants étrangers résidant en NO sont autorisés à se rendre dans le pays. La Norvège procède actuellement à l'ouverture de ses frontières aux ressortissants étrangers résidant dans certains pays de l'EEE/Espace Schengen/RU remplissant les critères de faible niveau d'infection, et classés zones « jaunes » ou « vertes ». La France est classée pays "rouge".

<https://www.visitnorway.fr/planifier-voyage-norvege/coronavirus-et-voyages-en-norvege/>

Suède : Les ressortissants étrangers (âgés de 18 ans et plus) doivent présenter, à la frontière, un certificat de test attestant d'un résultat négatif à la Covid-19 pour être autorisés à entrer en Suède. Le test doit avoir été réalisé au maximum 48h avant l'arrivée dans le pays. <https://visitsweden.fr/info-pratiques/informations-voyageurs-coronavirus-pandemie-de-covid-19/>





Circuits entre ville(s) et nature au Danemark et en Suède



Le Danemark

Aarhusregionen



The Aarhus Region – Lovely to Share



Facts About the Aarhus Region

Population: 824,339 (2018)

Total area: 5,925 square kilometres

Coastal line: 360 kilometres

Total number of municipalities: 8

(Aarhus, Favrskov, Norddjurs, Randers, Silkeborg, Skanderborg, Syddjurs and Viborg)

Aarhus – second city



The city holding the prestigious title as European Capital of Culture 2017 has led to the cultural scene in Aarhus and the Aarhus region being at its strongest ever. This attracts visitors from all over the world and puts Aarhus in the lead as Denmark's number one tourist attraction outside of Copenhagen in terms of geography and tourism turnover.

City Break

A vibrant mix of youthful energy and a living history is what makes Aarhus a city with an energetic beat. In Aarhus, when we say walking distance, we really do

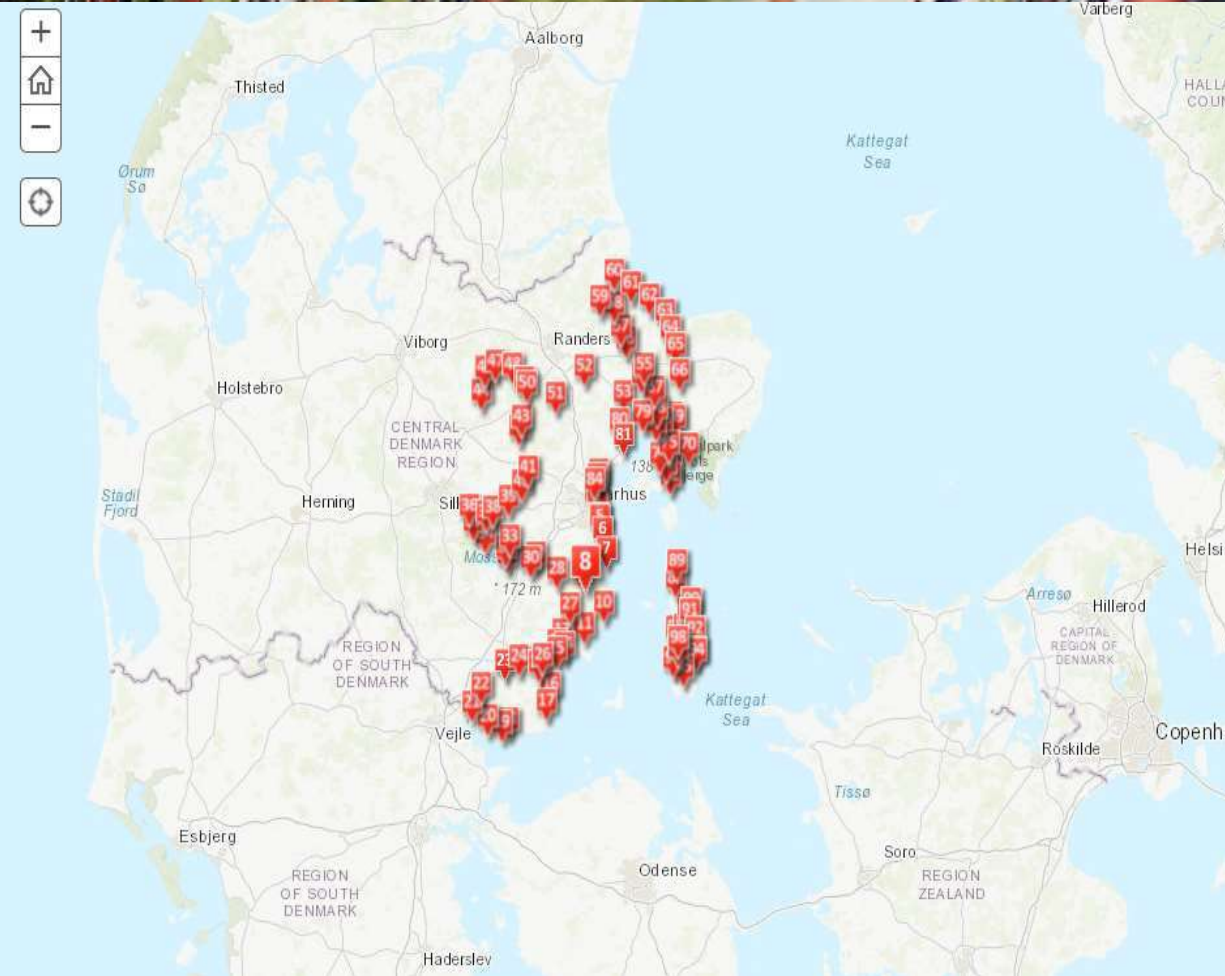




Three of Denmark's most frequently visited museums are found in Aarhus:

- Den Gamle By – The Old Town Museum – is an attraction of unquestionable international format with its 75 historical buildings, gardens, homes, shops and workshops.
- ARoS Art Museum, which is one of the largest art museums in Northern Europe and is famous for the iconic rainbow on its top.
- Moesgaard Museum, an international culture-historical gem that allows you to get close to the people of the past and the present.





The Culture by Bike

The region holds more than 70 different Museums:

Museum Jorn in Silkeborg, Skovgaard Museum in Viborg and Randers Kunstmuseum present impressive collections of renowned Danish artists and temporary special exhibits. Museum Østjylland is one of Denmark's largest local history museums with exhibits about the regional history and culture in the cities of Grenaa, Ebeltoft and Randers.

Nature at its Very Finest



Back then, the ice formed the magnificent and diverse landscape filled with lakes, streams, forests, hills and breathtaking lookout points.

A hike through the unique landscape formed by vast glaciers in National Park Mols Bjerge, wild horses and grazing cattle on the warm and sunny pastures. The dramatic landscape surrounding Hald Sø and the heather covered Dollerup Bakker near Viborg are the absolute gems of Danish glacial geology.



NATURE AT ITS VERY FINEST



On your hike through the unique landscape formed by vast glaciers in Mols Bjerge National Park, you may very well see wild horses and grazing cattle on the warm and sunny pastures. The dramatic landscape surrounding Hald Sø and the heather covered Dollerup Bakker near Viborg are the absolute gems of Danish glacial geology.



OUTDOOR AND ACTIVE HOLIDAYS



An active holiday has to be packed with great experiences, and everywhere in the region you can find an activity that will get your heart rate up. On land, the countryside offers the perfect setting for testing yourself whether you want to go hiking, running or cycling. And out on the water, the clean, clear water in inlets, streams, lakes and even in the sea is an invitation to go sailing, surfing or rowing.



Lovely to share



<https://youtu.be/IeQKodfH1JE>

MEET ME IN THE
AARHUS REGION



Outils pour les professionnels

- Site VisitDenmark Travel Trade: www.visitdenmark.com/travel-trade
- Newsletter Travel Trade
- Site VisitDenmark : www.visitdenmark.fr
- Images et vidéos VisitDenmark : www.denmarkmediacenter.com



La Suède



Facts & activities

Why do people visit Sweden?

What do French people look for in a trip to Sweden?

1. **Summer holiday with focus on outdoor- or nature activities**
2. Roundtrip (with accommodation at various places)
3. Citybreak
4. Winter holiday with focus on outdoor activities, eg. skiing
5. Camping- or cottage holiday

75 %

Will combine a city break with nature based activities

Source: Visit Sweden Målgruppsanalyser 2018, Visit Sweden/ Nepa
Bas: 1 137 - 1 207 (DGR med Sverigeintresse)

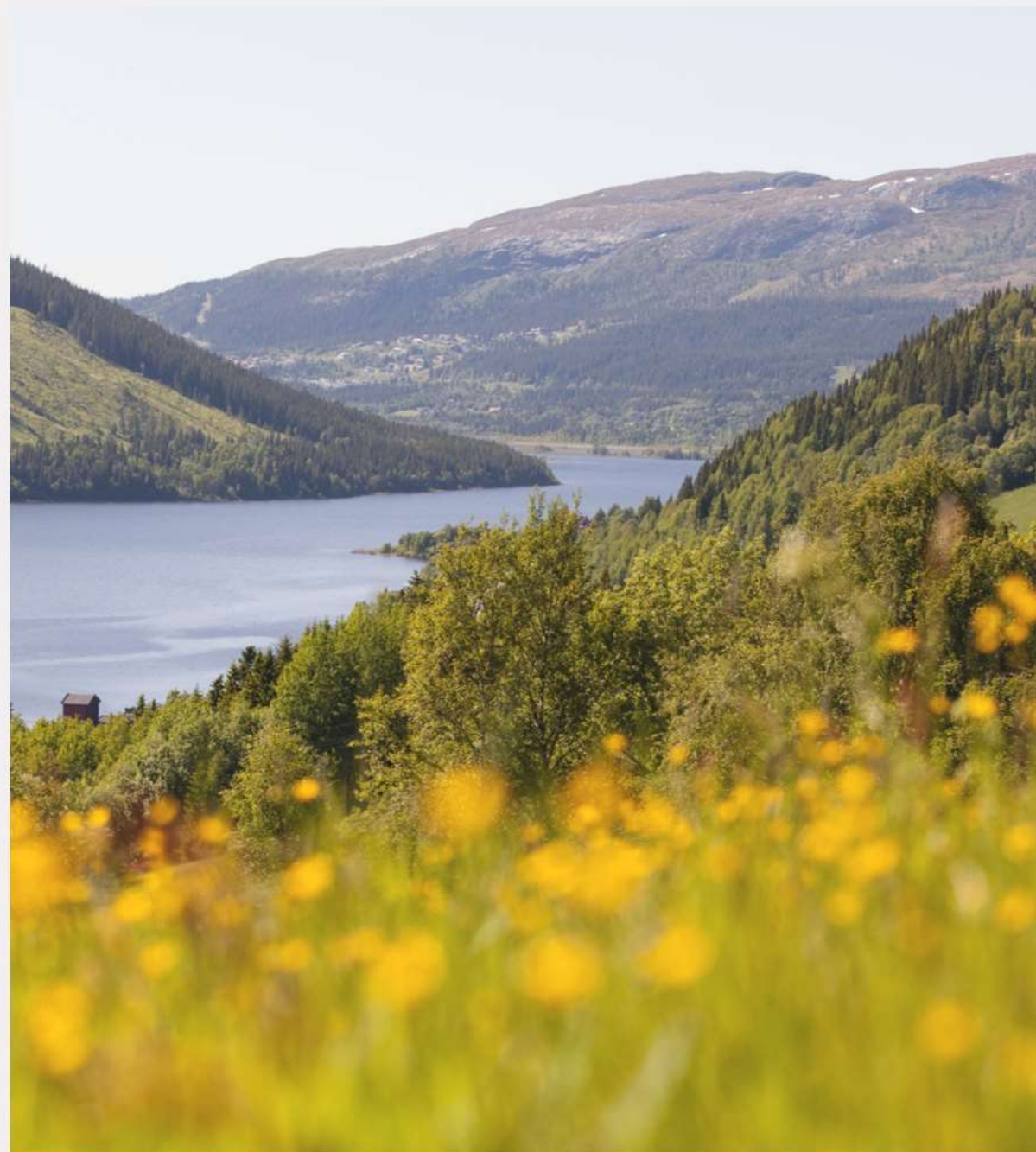


Foto: Niclas Vestefjell/imagebank.sweden.se

Roundtrips, city & nature in Sweden



Photo credit: Håkan Wike



Emelie Asplund/imagebank.sweden.se



Mark Harris/imagebank.sweden.se



Henrik Trygg/imagebank.sweden.se



Photo credit: © Sofia Emerot



Swedish Lapland

Stockholm & its archipelago

Gothenburg & West Sweden

Skåne & Southern Sweden

Visit Sweden

On the road between Gothenburg & Stockholm

– a cultural adventure

Day 1 – starting in Gothenburg

- Gunnebo House – one of northern Europe's best preserved historic mansions from the 18th century
- Refuel courtesy of the Edible Country DIY concept at Gunnebo House, a Sweden-wide culinary concept that makes use of delicious ingredients found in nature.
- Indulge in a Swedish fika tour Alingsås – 54 km from Gunnebo House and Gardens.

Day 2 – leaving Alingsås to discover a castle

- Läckö Castle with tour and a dinner at Hvita Hjorten Restaurant.
- Stay at Naturum Vänerskärgården, Victoriahuset.

Day 3 – from Läckö Castle to Mariestad & Göta Canal

- Culture-rich town of Mariestad, with the Cathedral & Mariestad harbour.
- Göta Canal, a true Swedish landmark
- Börstorp Slott

Day 4 – From Börstorp Slott to Kumla & Nora.

- Kumla & its sculpture park.
- Nora & eco-farm lunches at Jannelunds Gård.
- Dinner & stay at Grythyttans Gästgivaregård.

Day 5 – Eskilstuna & its museums, then Stockholm

- Rademacher Forges, outdoor museum with guides.
- Eskilstuna art museum.
- Retuna, the world's first recycled goods shopping mall.
- Stockholm offering world-class cuisine, accommodation and a wealth of cultural experiences.

Gothenburg & West Sweden island hopping

- Gothenburg, Sweden's second biggest city.
- Vibrant urbanity, a friendly vibe and seaside charm.
- Experimental food rebels & armadas of food trucks. Attractions, cultural sights and museums are within walking distance.
- Gothenburg - the gateway to the west coast of Sweden
- Salty ocean & unspoilt fishing villages in West Sweden.
- 8000 islands.



Per Pixel Petersson/imagebank.sweden.se



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Lucas Günther/imagebank.sweden.se



Emelie Asplund/imagebank.sweden.se

Recommended itinerary:

From Gothenburg and Marstrand in the south, to Koster islands in the north. Include stops at the island of Tjörn and the "herring island" Klädesholmen, as well as Mollösund and Ljungskile, home to the gothic Hotel Villa Sjötorp. Finish off via Fjällbacka with the Weather islands and finally the further north to the Koster islands.

Stockholm & its archipelago

- Stockholm – an urban appeal balanced with centuries-old history and closeness to nature.
- Stockholm's fashion shopping districts.
- Swedish and international design.
- One of Europe's most dynamic foodie scenes.
- An archipelago of 30,000 islands.

Recommended itinerary:

From Stockholm city vibe & urban nature to coastal archipelago. Include ferry services. Cinderella and ferry company Waxholmsbolaget depart from central Stockholm. Include boat, hike, fish, sea kayak, bike and meals at the islands of Fjäderholmarna, Grinda and Värmdö.



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Björn Olin/Folio/imagebank.sweden.se



Tina Stafrén/imagebank.sweden.se



Gösta Reiland/imagebank.sweden.se

City & nature in Southern Sweden

- The Skåne county - magnificent nature, beaches, history and the vibrant city pulse in Malmö.
- An extensive network of trails for hiking and biking.
- Generally flat or gently rolling.

Recommended itinerary:

From old-world charm in Skåne to ultra-modern cosmopolitan vibes in Malmö. Include a variety of trails – including the major Swedish hiking classic Skåneleden – snake through Stenshuvud National Park, spanning coastline, forest and stunning viewpoints overlooking the Baltic Sea. Skåneleden also passes by local lakes, offering great canoeing as well as fishing opportunities. All roads in the gorgeous southern province of Skåne lead to Malmö, an iconic place with a focus on culture, cuisine, architecture and a vibrant social scene. With more pubs and restaurants per capita than anywhere else in Sweden, it's the perfect place to enjoy contemporary Scandinavia.



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City & nature in Northern Sweden

- Luleå is the largest city in Swedish Lapland, with shopping, restaurants and its UNESCO World Heritage Site The Gammelstad Church Village.
- Swedish Lapland provides endless outdoor activities within easy reach.

Recommended itinerary:

From Luleå townscape to nearby outdoor activities. Include a relaxing paddling trip in a Luleå city break. A trip to the tiny island of Gråsjälören is a popular day-trip. The nearby nature offers skiing and dogsledding to summer adventures across the water, such as long distance canoeing and white water rafting. Mind-blowing accommodation at The Treehotel and The Arctic Bath, roughly 100 kilometres from Luleå airport.



Photo credit: Gammelstad Visitor Centre



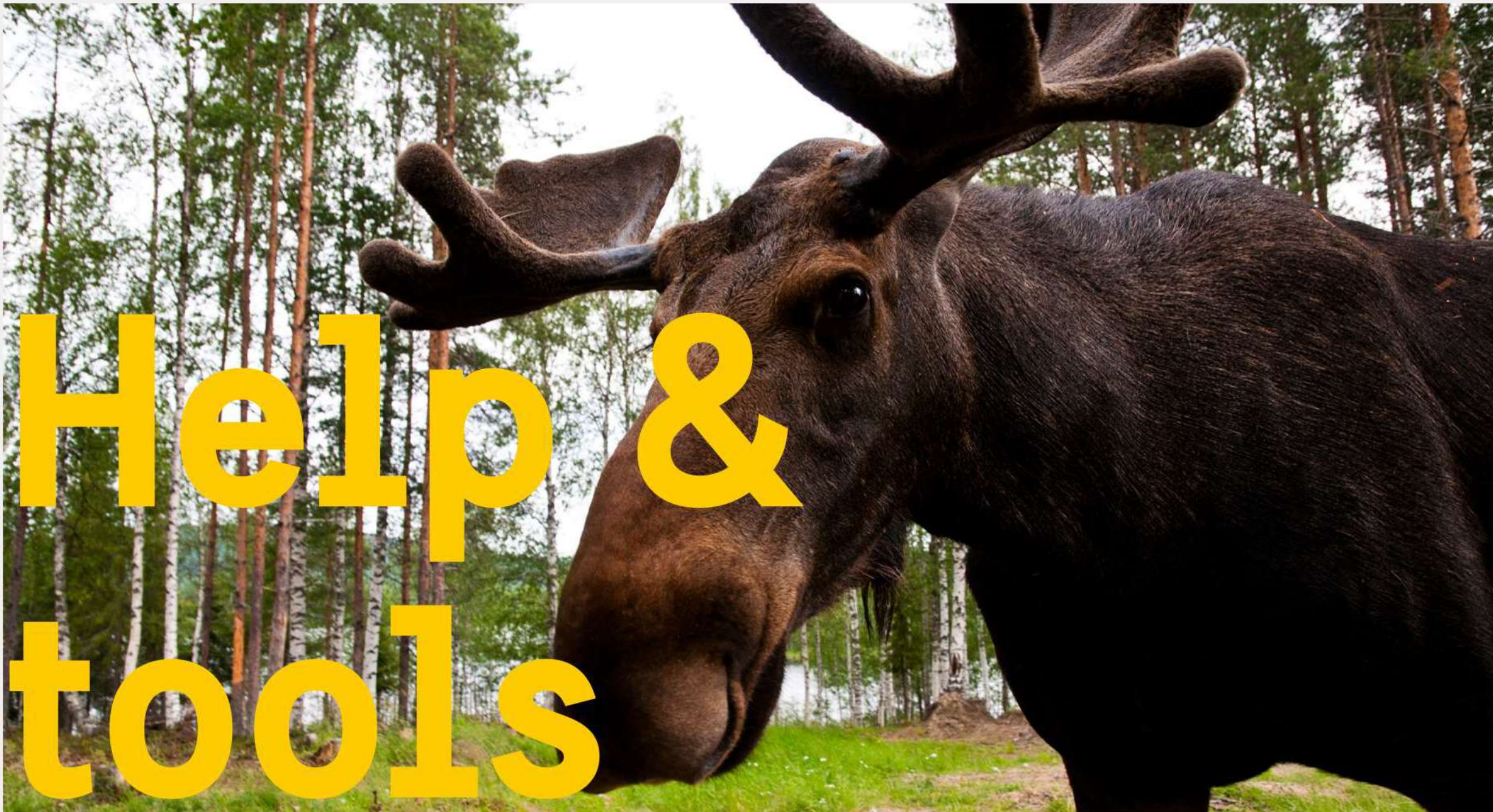
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Håkan Stenlund/imagebank.sweden.se



Help & tools

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 website. At the top, there is a navigation bar with links: Visit Sweden, Travel Trade, Why Sweden?, Participate, Plan, Promote, and About Sweden. Below the navigation bar is a large hero image of a man and a woman in outdoor gear. The text 'Find a local partner' is overlaid on the image. Below the hero image is a search filter section titled 'LOOKING FOR SOMETHING SPECIFIC?'. The filter section has three columns: Categories, Regions, and Types. Under Categories, there are buttons for City life, Design & Architecture, Nature & Outdoors, Biking, Canoeing/Kayaking, Hiking, Fishing, Wildlife & Animals, and Winter activities. Under Regions, there are buttons for Northern Sweden, Middle Sweden, and Southern Sweden. Under Types, there are buttons for Region/Destination and DMC. Below the filter section is a list of destination cards. Each card has a logo, a title, a website URL, a short description, and a 'READ MORE +' button. The destinations listed are: FBG Destination Falkenberg (www.falkenberg.se), Destination Halmstad (www.destinationhalmstad.se), Destination Läckö-Kinneulle (www.vastoverig.se), Destination Sala (www.destinationhala.se), and Destination Sigtuna (www.destinationdigtuna.se).

Find a local partner

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



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



Southern Sweden

Tours and road trips that take your clients all around the Southern Sweden.

[READ MORE →](#)

Sample Itineraries

<https://traveltrade.visitsweden.com>

Visit Sweden

Sweden for Travel Professionals

Become a Sweden expert: E-Learning Courses

The screenshot shows the top navigation of the Visit Sweden website. Below the navigation is a large banner with the text "Become a Sweden expert" and a photo of a group of people. Underneath the banner is the "E-Learning Courses" section, which includes a paragraph of text and four course cards for English, Dutch, German, and French. A yellow arrow points from the "En Français" card towards the right.

Our other websites: TravelTrade Corporate (in Swedish) International Pressroom Swedish Pressroom

Visit Sweden Travel Trade

Why Sweden? Participate Plan Promote About Sweden

Become a Sweden expert

Photo: Anne Hillmans/Instagram/Annelise

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.

Sweden - An overview
sweden.se

- 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. Ontdek, laat je inspireren en help je klanten om een droomvakantie samen te stellen.
- Auf Deutsch**
Eine Einführung zur Destination Schweden. Verteilen Sie, Ihr Wissen lassen Sie sich inspirieren und helfen 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



The screenshot shows the "Devenez un spécialiste de la Suède" section of the Visit Sweden website. It features a video player with the title "IN SWEDEN WE HAVE SPACE" and a description in French. Below the video is a section titled "Suède pour les professionnels du voyage" with a video player and text in French.

Visit Sweden

Modules

- 1 Bienvenue en Suède
- 2 Stockholm, Göteborg & Malmö
- 3 Nord et Centre de la Suède
- 4 Le Sud de la Suède
- 5 La Suède au-delà de ses frontières
- 6 Développement et Innovation

Devenez un spécialiste de la Suède

Voici votre opportunité pour mieux connaître la Suède et vendre un séjour inoubliable et sur mesure à vos clients. Explorez l'une des destinations les plus ouvertes et les plus durables au monde, plongez au cœur de la nature suédoise, goûtez à la cuisine et à l'hospitalité suédoise en rencontrant des habitants sympathiques en cours de route. La Suède est une destination unique que vos clients adorent. Découvrez ce cours, inspirez-vous et aidez-les à créer leurs vacances de rêve.

Ce cours est une introduction à la Suède. C'est l'occasion d'approfondir vos connaissances et d'augmenter vos ventes de vacances en Suède. Découvrez les villes suédoises et urbaines, les champs et collines suédoises, le sud, les montagnes de l'ouest et le nord. Vous serez inspirés et vous serez prêts à être actifs pour tout ce qui est en Suède. Faites du vélo, de la marche ou du kayak à travers nos superbes forêts, nos parcs nationaux et le long de nos côtes. Découvrez notre grande histoire 100 millions d'années de paysages étonnants au profit de voyages à faire au moins dans l'une de nos régions de Centre, Stockholm, Göteborg et le Sud de la Suède. Découvrez les paysages et le Nord pour admirer les aurores boréales en Laponie suédoise. La Suède est unique. La Suède est une destination que seules les vacances avec nous peuvent offrir!

Commentez votre cours de formation et découvrez la Suède avec nos modules. Nous avons hâte de vous accueillir, vous et vos clients, en Suède.

Suède pour les professionnels du voyage

Visitez notre portail commercial des voyages en Suède, avec guides utiles pour les professionnels du tourisme afin d'obtenir les tarifs les plus avantageux de la Suède. Les dernières mises à jour COVID-19, des inspirations et même des recettes pour rendre vos clients encore plus enthousiasmés avant leur voyage sont sur le portail. Consultez notre catalogue de produits interactifs pour créer l'inspiration de offrir votre client ce qu'il veut avec votre expertise. Au contenu d'inspiration et de vidéos gratuites et de sites de destination dans votre portefeuille de produits de voyage.

Tout est ici à Sweden for Travel Professionals.

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>

Visit Sweden 

Visit Sweden Travel Trade PLUS
Stockholm, Sweden | 6 Videos | 1 Followers | 0 Likes

Welcome to Visit Sweden's Sweden Sessions webinars for Travel Professionals. [Read more](#)

Sweden Sessions : West Sweden
from Visit Sweden Travel Trade

**WEBINARS:
WEST SWEDEN**

1:02:57

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SWEDISH FOOD & DRINK**

Sweden Sessions: Swedish Food & Drink
Visit Sweden Travel Trade | seven views

**SWEDEN SESSIONS
WEBINARS
MALMÖ**

Sweden Sessions : Malmö
Visit Sweden Travel Trade | one views

**SWEDEN SESSIONS
WEBINARS:
GOTHENBURG**

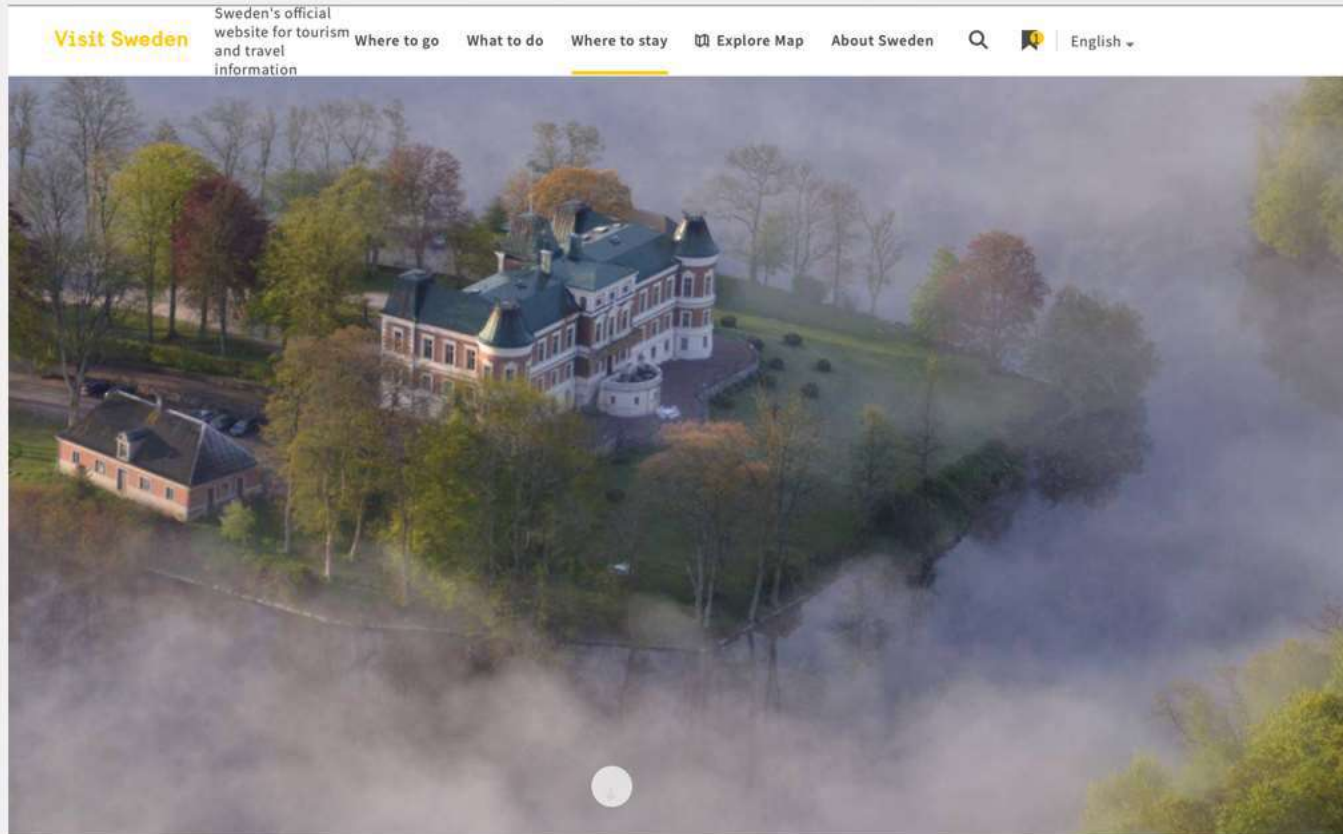
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**SWEDEN SESSIONS
WEBINARS:
SKÅNE**

The Sweden Sessions : Skåne
Visit Sweden Travel Trade | five views

VisitSweden.com

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



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

Visit Sweden

Sweden's official website for tourism and travel information

Where to go

What to do

Where to stay

Explore Map

About Sweden

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



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

Au revoir ! RDV les 28 et 30 septembre !

Durabilité et systèmes de certifications écotouristiques

Danemark / Finlande / Islande / Norvège / Suède