

Spotlight: Nordic Union

Answer: Six-weeks paid and eleven national holidays.

Question: How much vacation time does the typical Scandinavian receive?

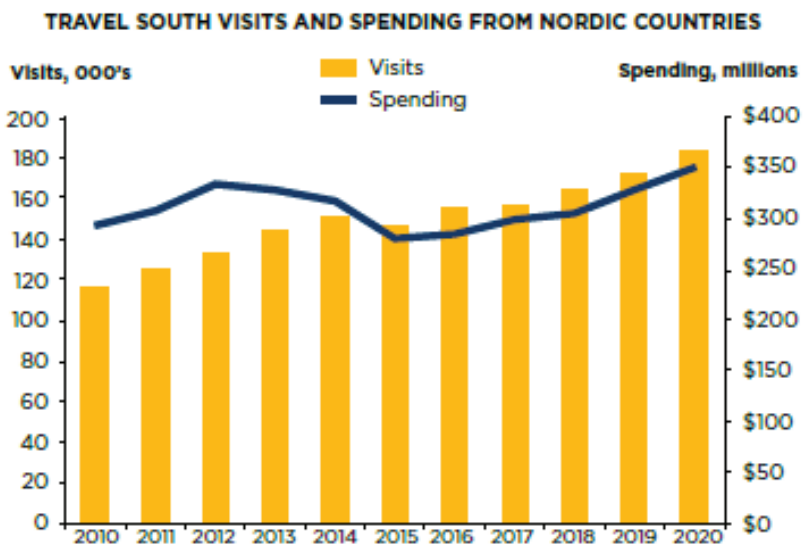
In addition, this group of Europeans have significant disposable income averaging nearly $60,000 per year. **Five Marketing Solutions Ltd** is Travel South's Nordic Union agent. Five Marketing Solutions has been operating since 2010 and is led by Peter Hannaford with more than a quarter-century of experience in the travel industry having held senior positions in airline, travel management and destination marketing organizations.

Travel South USA has a year-round investment in travel trade strategies along with earned, owned and paid media to amplify our efforts in-market. We commission research along with monthly trend reports and a comprehensive tour operator analysis that is provided to state tourism offices participating in the Global Partner Program. Travel trade strategies include sales missions, trade shows, workshops/regional training road shows, cooperative event market-ing with Brand USA and recruitment of top-notch tour operators to the Travel South USA International Showcase & Super FAM Tours. Earned, owned and paid media strategies and tactics include hosting visiting journalists, FAM Tours, social media campaigns, and cooperative advertising efforts.

Marketing & Sales Activities

RESEARCH	
Monthly Reporting	
Tour Operator Brochure Analysis	
Tourism Economics and Travel Market Insights Commissioned Studies	
EARNED, OWNED & PAID MEDIA	
Travel South USA Inspiration Guides » Produced By: Brand USA / Miles Partnership	
Visiting Journalist Press Trips	
TRAVEL TRADE	**CONSUMER/DIGITAL**
Monthly Operator Training/Calls	Content promotion to (TravelSouth.VisitTheUSA.com/sv-se)
Nordic Union Sales Day – Malmo, Sweden • Sept. 11, 2019	Social Media Outreach through Travel South USA Global Pages
Discover America – Gothenburg, Sweden • Oct. 10, 2019	Quarterly Social Media Campaigns » Q1: Festivals » Q2: Outdoors » Q3: Culinary » Q4: Road Trips
Icelandair Mid Atlantic Show – Reykjavik, Iceland • Jan. 20, 2020	Ferie for Alle – Herning, Denmark • Feb. 20, 2020
Nordic Sales Days » Osby, Sweden » Copenhagen, Denmark » Feb. 2 – March 2, 2020	Brand USA Programming
International Showcase Recruitment	

Visits to the Travel South USA region 2010 - 2020(f)



> More Information on the Nordic Union

> Overview of Global Partner Program

> International Trade Administration's report on the:

- Swedish traveler
- Norwegian traveler
- Danish traveler
- Finnish traveler