



**Citizens travelling within Scandanvian countries have no restrictions. Sweden is also opening up for USA travellers this summer**

# Scandinavian Markets Reopening for Travellers



The approaching summer season sees demand for flights and hotels increasing as citizens of the Scandinavian countries of Finland, Sweden, Norway and Denmark can now travel freely between these countries

On June 25th, Sweden announced plans to reopen its borders to travelers from several countries, including the USA, beginning June 30th.

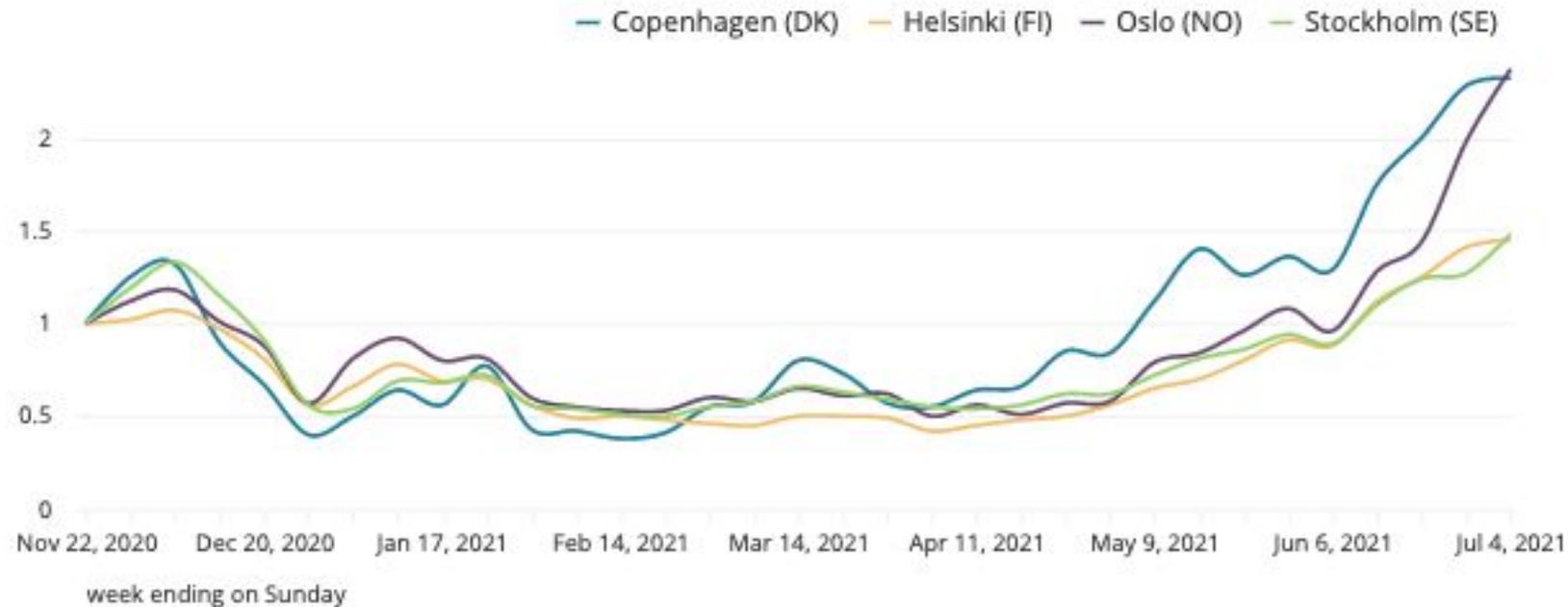
Denmark and Norway are also relaxing entry restrictions for EE/EEA and Schengen countries in time for the summer.

# Increase of Flight Searches for Scandinavian Capitals



## Flights Search Evolution Index

The Search Evolution Index shows the rate of change for searches to a particular destination over time relative to the first displayed date.



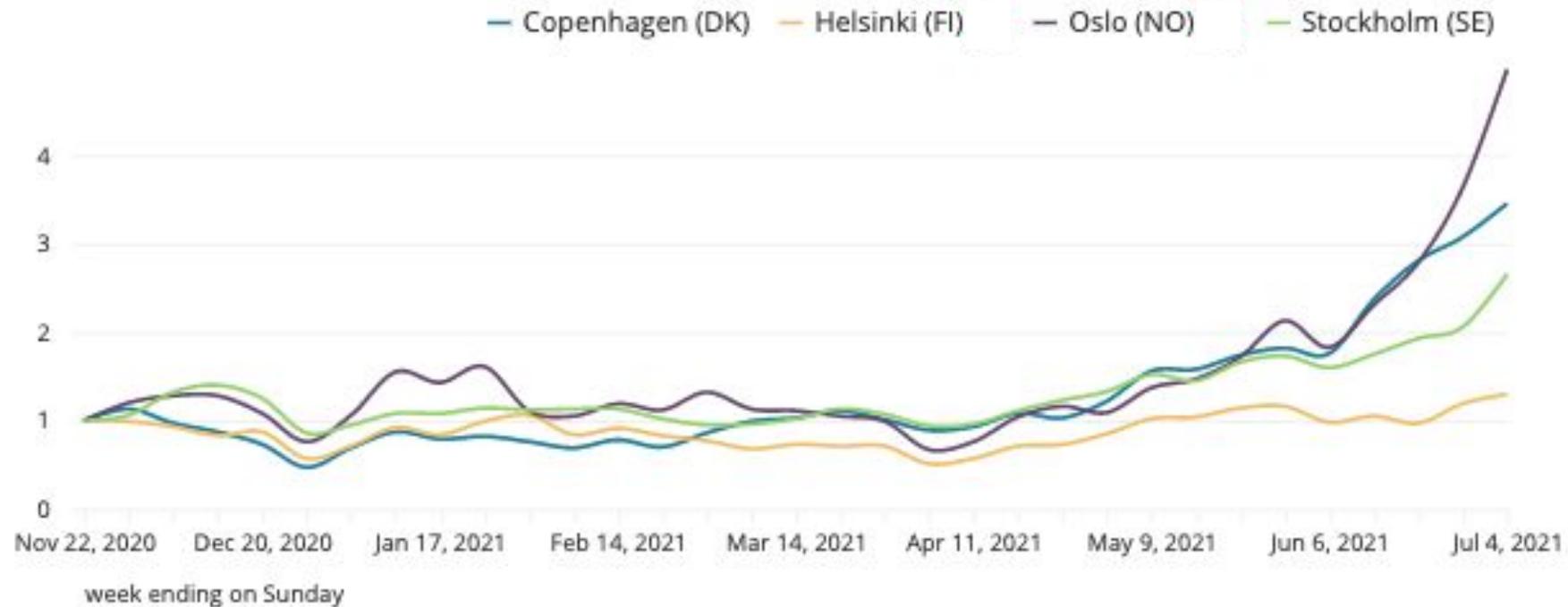
**Forbes Magazine reports “...in mid-May, Denmark’s latest rules allow residents of EU/EEA/Schengen countries with ‘yellow’ or ‘orange’ status to enter the country...”. As a result, Copenhagen and Oslo have seen flight searches more than double in recent weeks.**

# Increase of Hotel Searches for the Scandinavian Capitals



## OTA / Meta Hotel Search Evolution Index

The Search Evolution Index shows the rate of change for searches to a particular destination over time relative to the first displayed date.



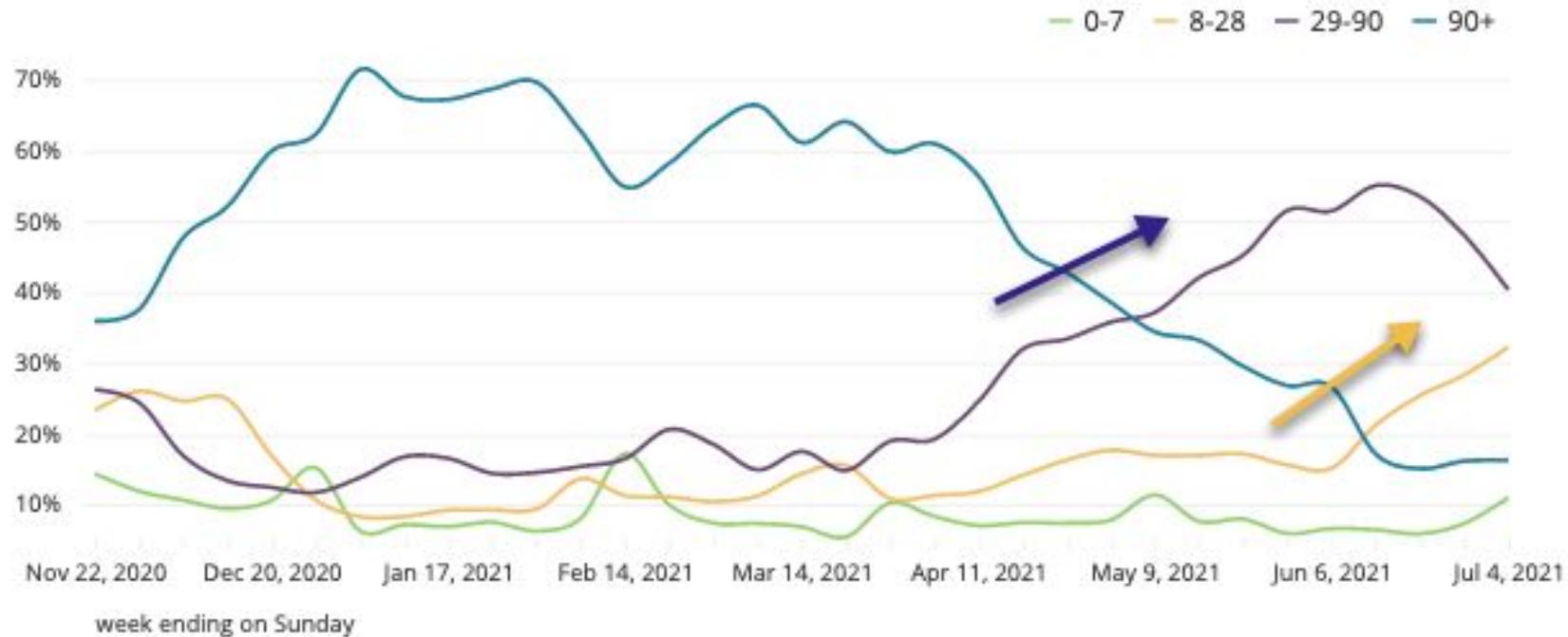
**Hotels searches in Scandinavia have grown since the beginning of April, as demand is driven by Scandinavian domestic travel for the summer where citizens can travel without restrictions**

The Search Evolution Index shows the rate of change for searches to a particular destination over time relative to 01/08/2020

# Spotlight: Hotel Lead Times for Copenhagen



Destination Copenhagen (DK): Hotel Search Lead Time Evolution

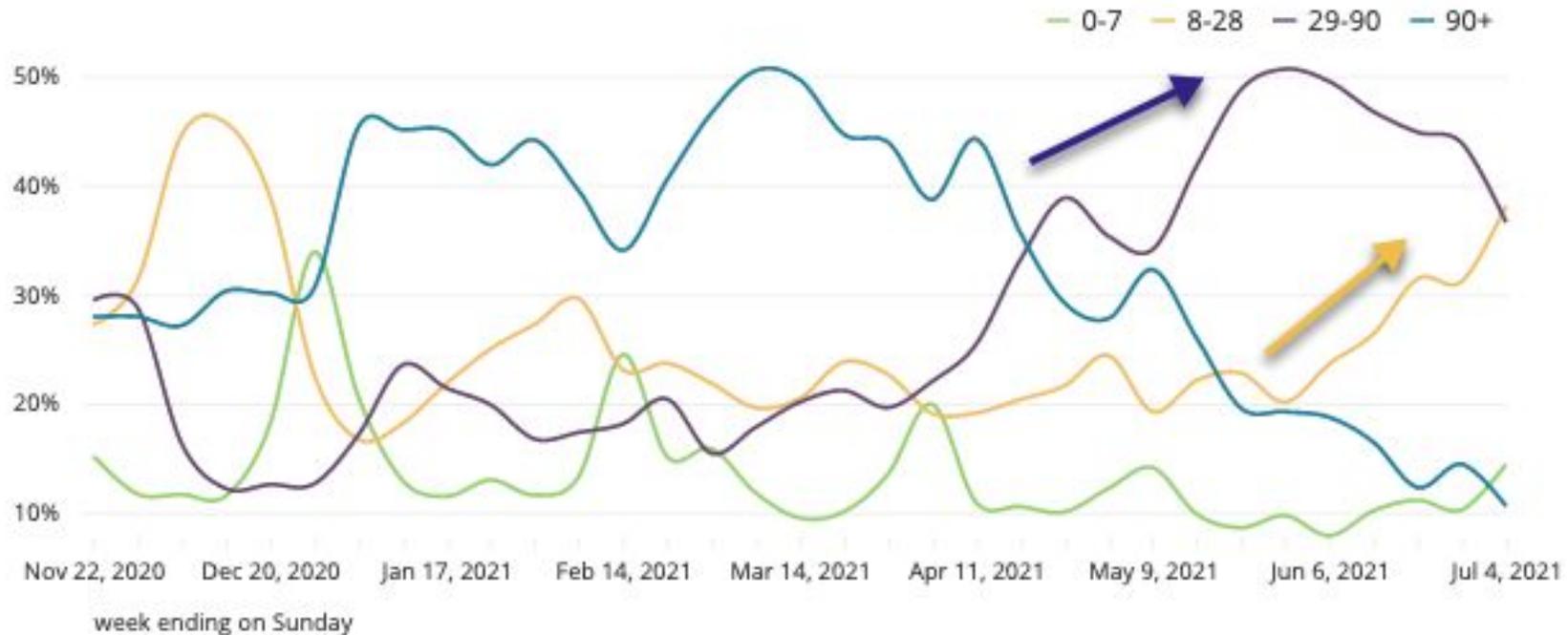


**Hotel searches are increasing for the mid to late summer lead times, as travellers anticipate the announced relaxing of entry rules coming into force in Denmark for EE/EEA and Schengen countries**

# Spotlight: Hotel Lead Times for Stockholm



Destination Stockholm (SE): Hotel Search Lead Time Evolution

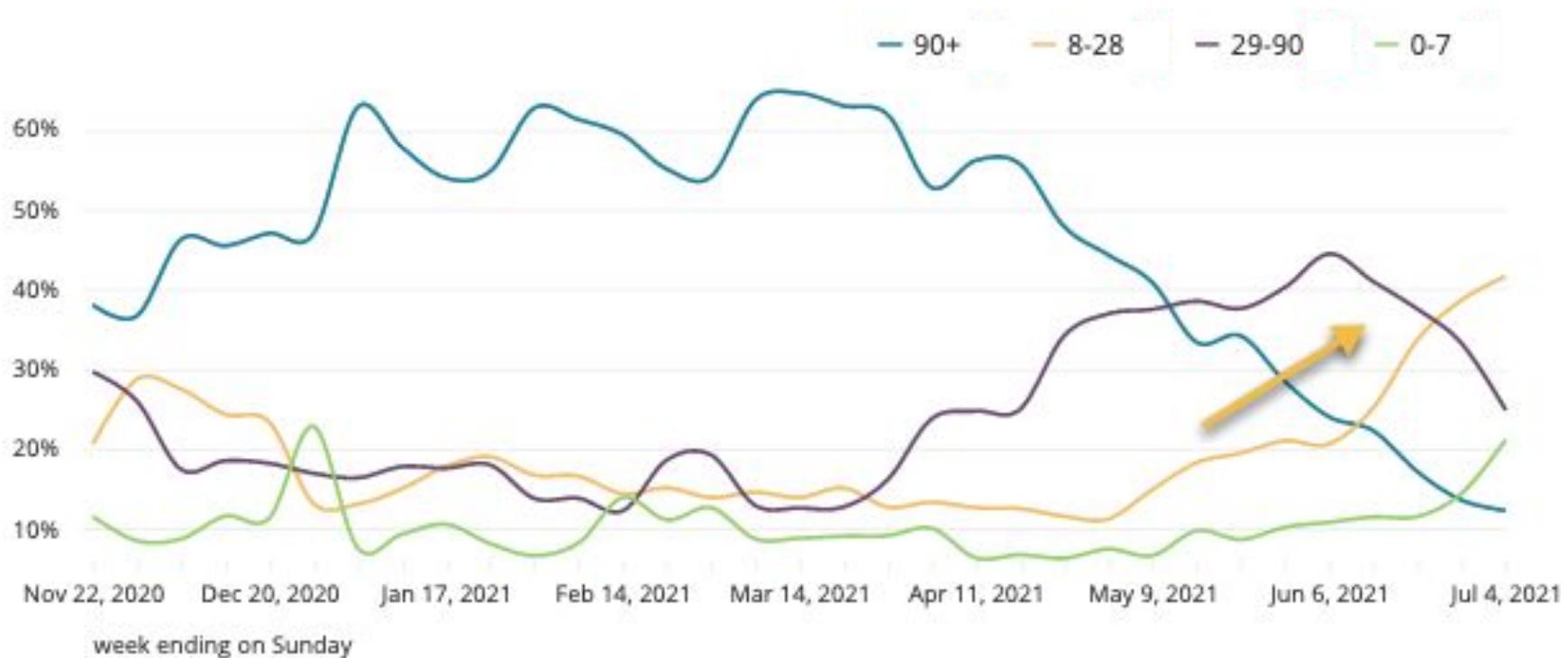


**Stockholm is also seeing hotel searches strongly trending up for travel in the summer months indicating growing confidence to travel as well as in anticipation of the announced relaxing of entry rules coming into force in Sweden for USA tourists**

# Spotlight: Hotel Lead Times for Oslo



Destination Oslo (NO): Hotel Search Lead Time Evolution



Oslo is seeing more than double the number of travellers searching for hotels for July and August arrival, supported by open Scandinavian domestic travel and Norway's relaxing of its entry ban for residents of EU/EEA/Schengen for countries that have low infections levels

# Are you ready to turn lookers into bookers?



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