naturally. always different.
During the pandemic

- Merger of seven islands and six shipping companies
- Tourism tax as the main source of income for the municipalities
- No earnings/income for seven weeks
- Financial cushion for the winter season begins with Easter
Alternative solutions

- Short-time work to prevent layoffs

- Changes in marketing (Outside, Security and Events relocated to the next season), “Digital Turnover”

- Visitor management
Expectation to the government

- Government compensation for lost sales
- Increase in funding rates
- Improvements in communication (sooner)
- Movie from the Majors to the Minister of Economy
  https://www.youtube.com/watch?v=WQwGKeR5KgY
Learnings

- Digitization must be pushed further
- Pandemic plans are now available
- Tourism plays a major role in society
- Working together; cooperation between service provider and municipality
naturally. always different.

Lets stay in contact

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