

**UAE travel market update**  
**Nour Aridi**  
**Visit Finland market representative, UAE**

# Facts and figures UAE

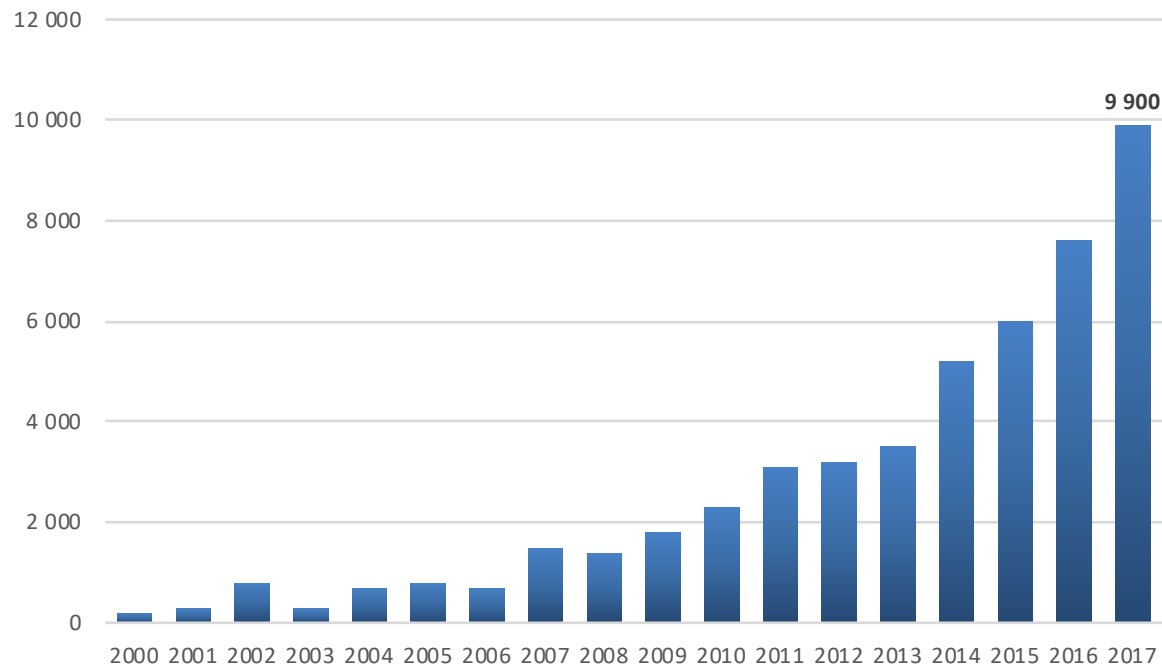


Visit Finland



## UAE visitors in Finland

UAE overnights in Finland 2000-2017



## UAE visitor rankings in Finland

- No. 47 in overnights (9 900, +31%)

### Share of overnights by regions 2017



66%



10%



4%



21%

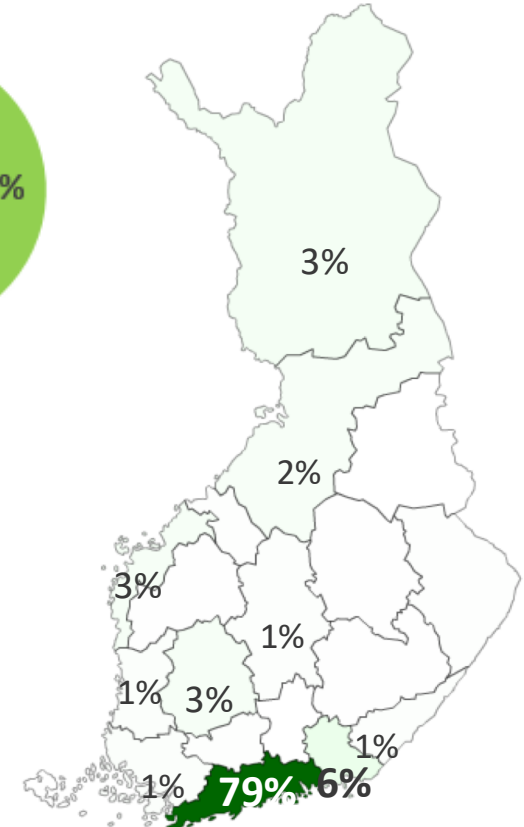
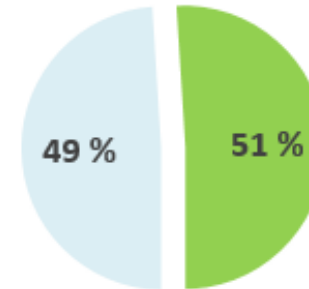
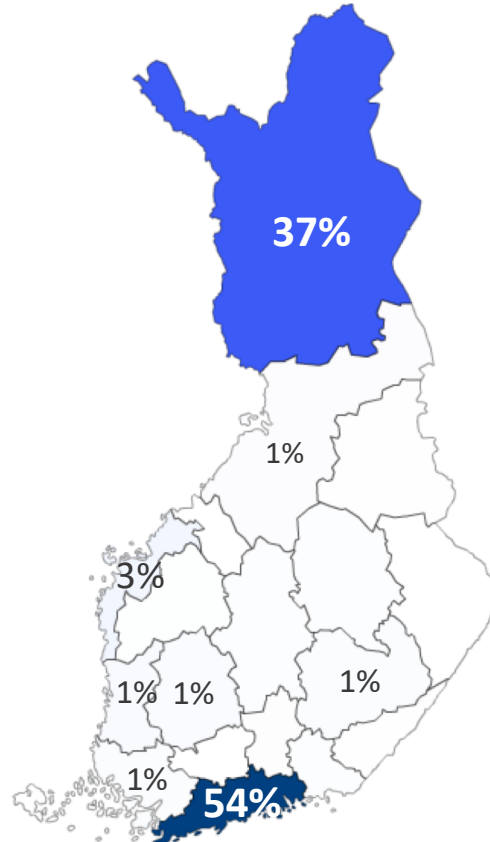
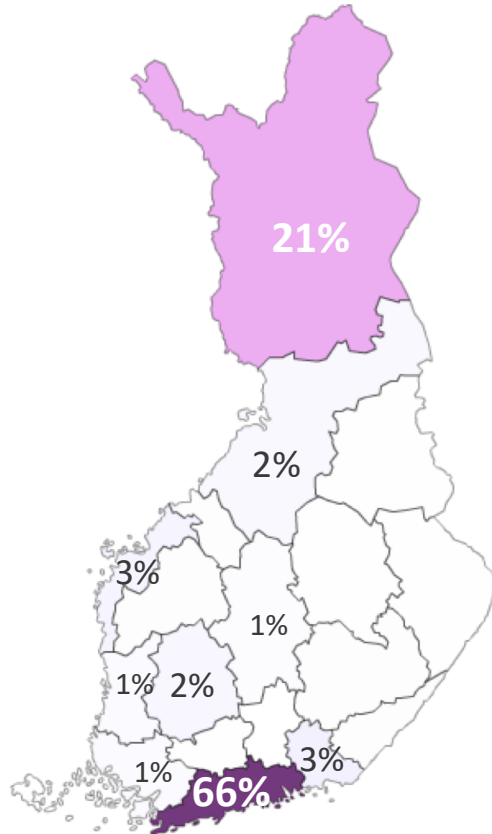


# UAE overnights in Finland 2017

Year 2017: 9 900 (+31%)

Winter (Nov-Apr): 4 700 (+43%)

Summer (May-Oct): 4 900 (+34%)





## Visit Finland – Why UAE



### Demographics UAE

- ❑ Total Population 9,400,145
- ❑ Total Expats 7.8 Million

### Economy UAE

- ❑ Ranking 07th Largest Oil Reserve in the World.
- ❑ Ranking 06th largest Natural Gas Reserve in the World.

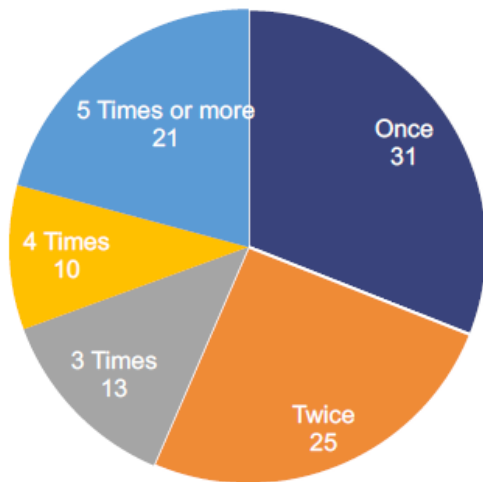
- ❑ The GCC Market provided the World's Tourism in **2017** with **\$ 67.1 Billion** Travel spend.
- ❑ United Arab Emirates comes in the **2<sup>nd</sup>** place with \$21.9 Billion.
- ❑ GCC travellers estimations to reach \$100 Billion Travel spend from 81 Million Travelers in 2020 and \$165.3 Billion by 2025.



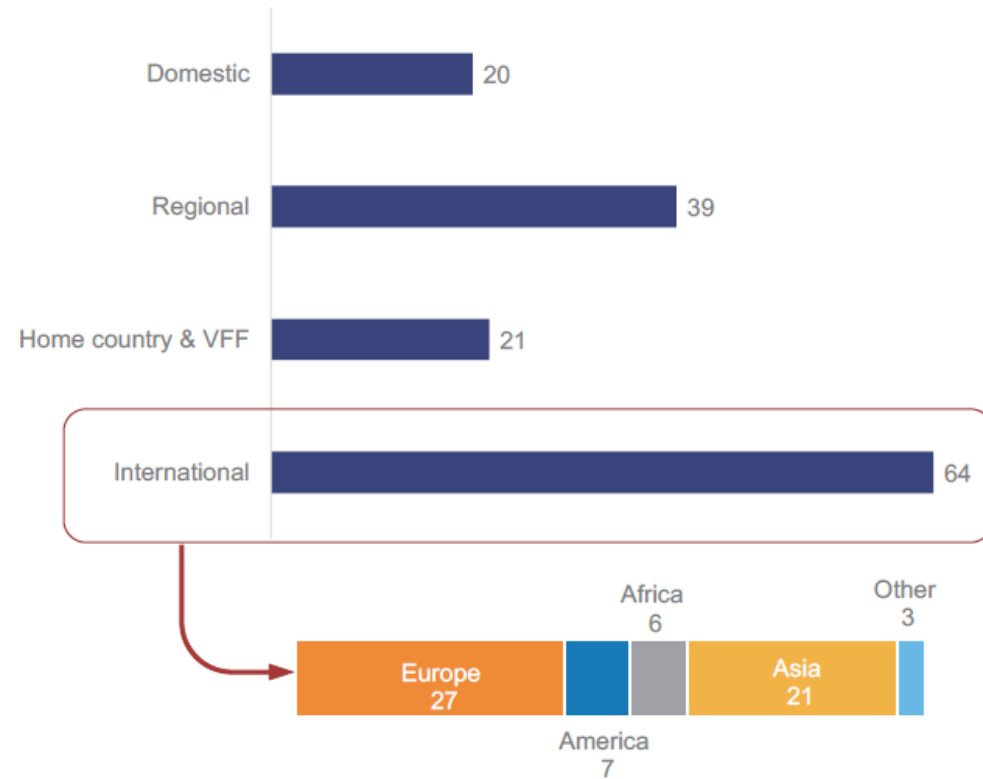
Source: Amadeus Middle East Consumer Travel Report 2018  
<https://amadeus.com/documents/en/airports/research-report/consumer-travel-report-2018-middle-east.pdf?crt=DownloadRequest>

## GCC (UAE) Travel Pattern

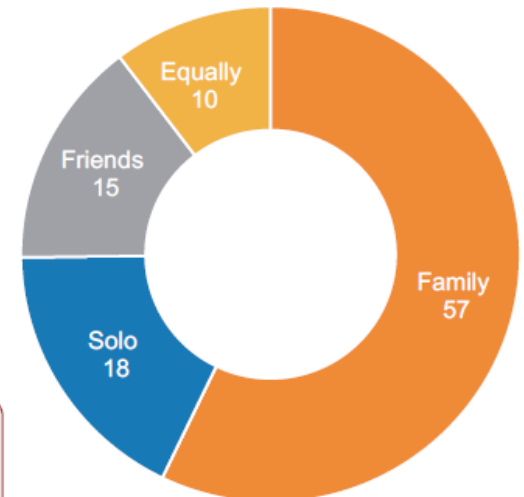
Frequency



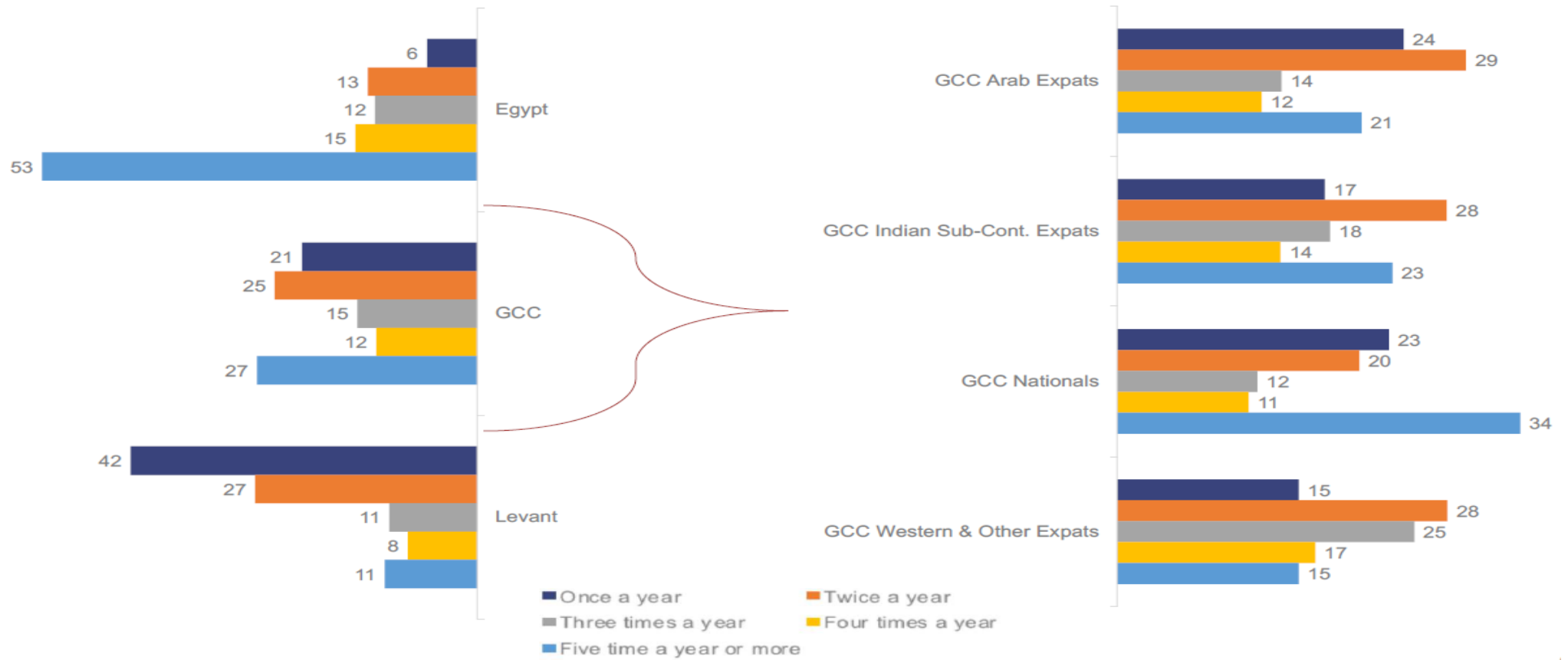
Destination



Companionship

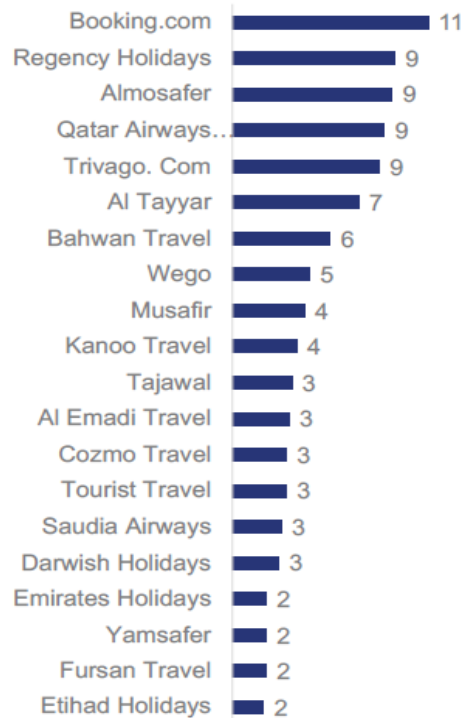


## GCC (UAE) Travel Pattern



## GCC (UAE) Booking Pattern

### GCC Nationals



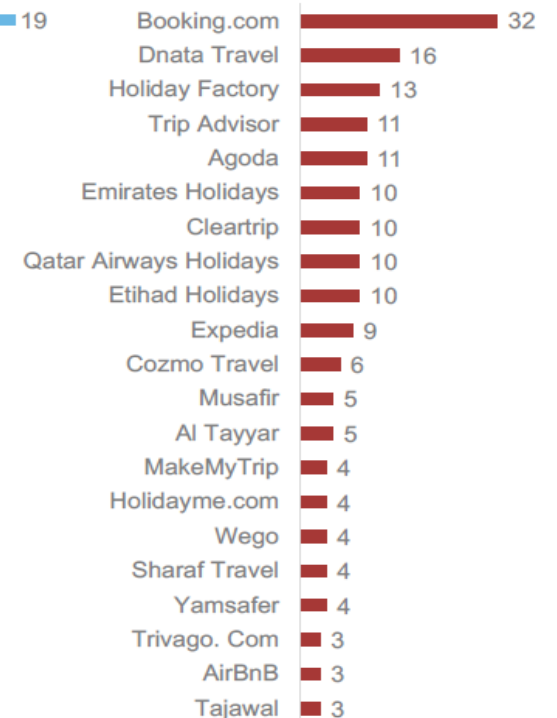
### GCC Arab Expats



### GCC Indian Sub-Cont. Expats



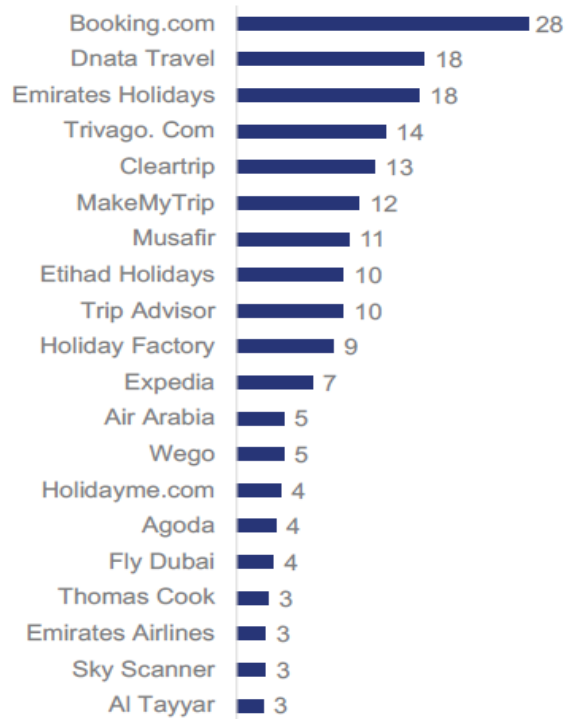
### GCC Western & Other Expats





## GCC (UAE) Booking Pattern

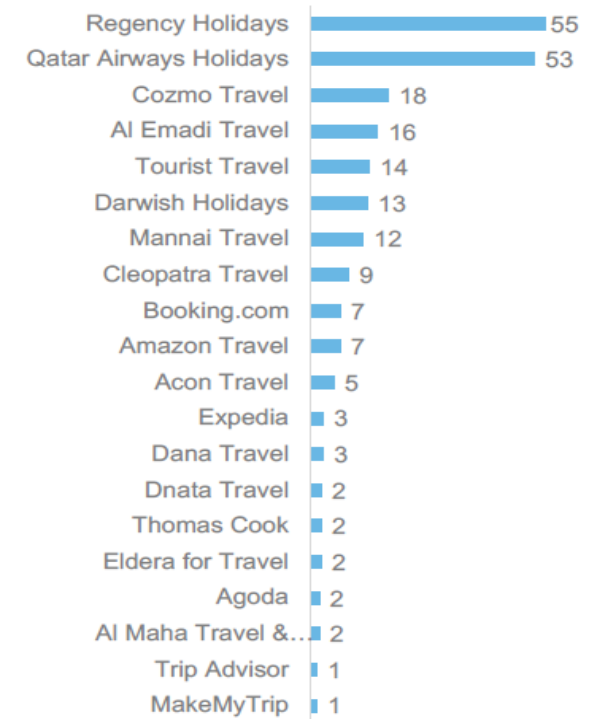
### UAE



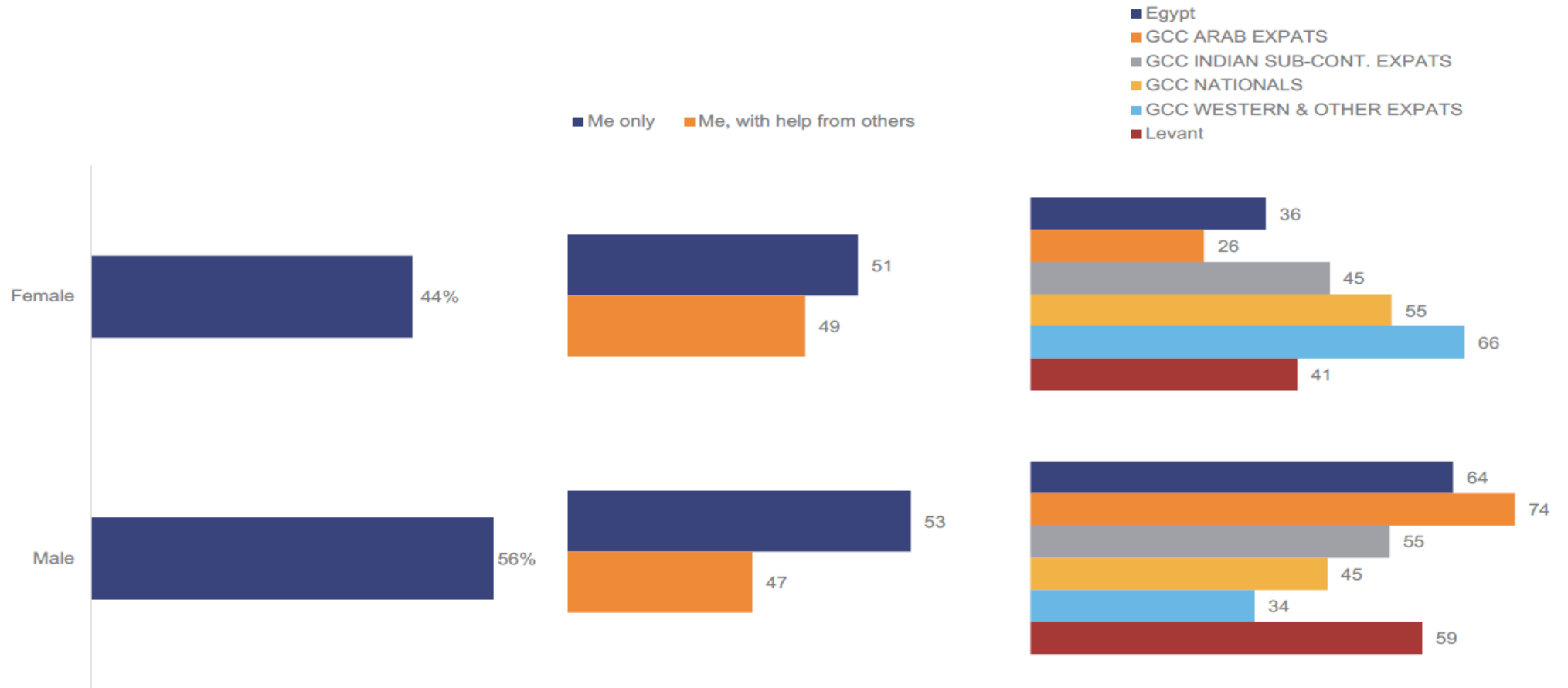
### KSA



### QATAR



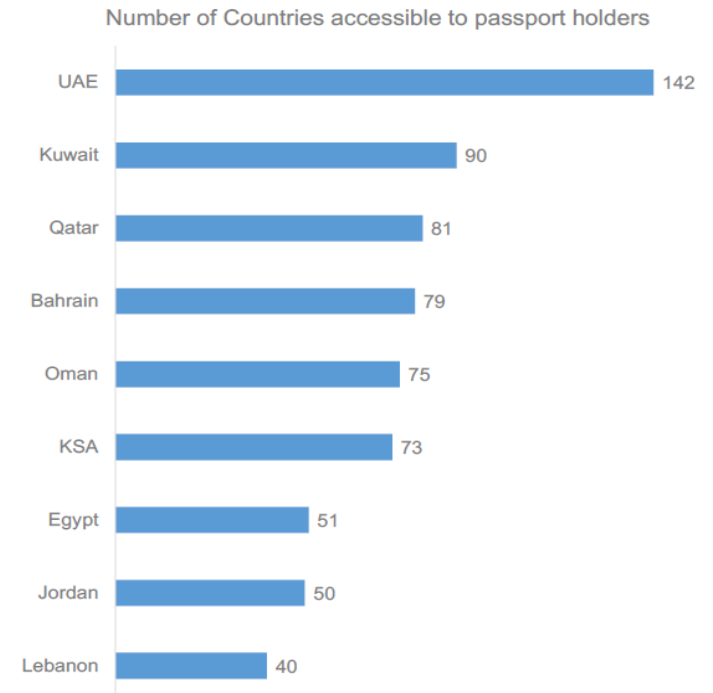
## GCC (UAE) Decision Influence Consideration



## GCC (UAE) Decision influence consideration



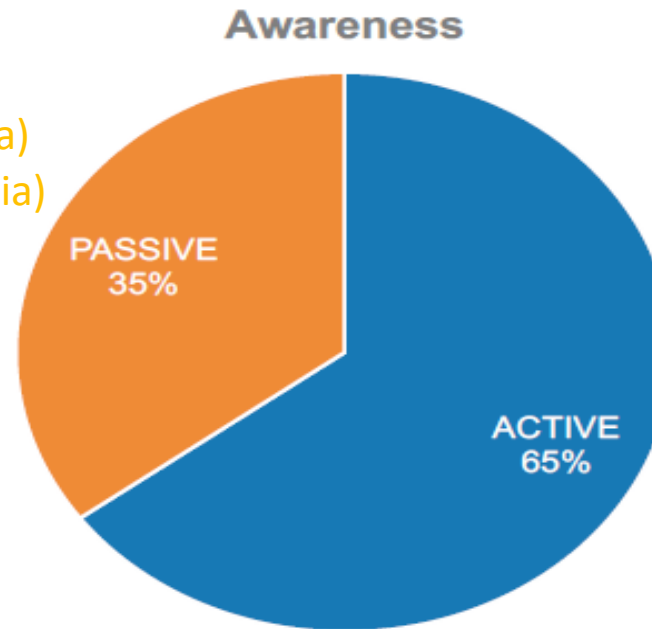
## Visa Requirements



## GCC (UAE) Destination Awareness

### PASSIVE

- 🌐 **SOCIAL** (Influencers, Website & Media)
- 🌐 **TRADITIONAL** (Campaigns, TV & Media)



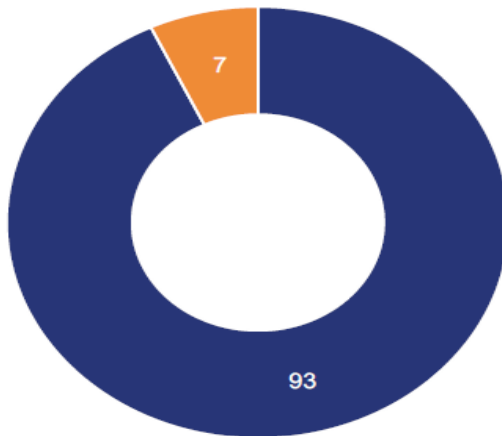
### ACTIVE

- 🌐 **ONLINE** (OTA's, TripAdvisor, Hotel sites & Airlines)
- 🌐 **STATIC** (Word of Mouth, Family & Friends)



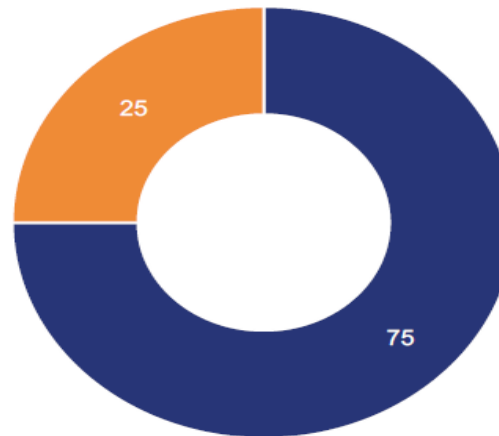
## GCC (UAE) Booking process

### Search



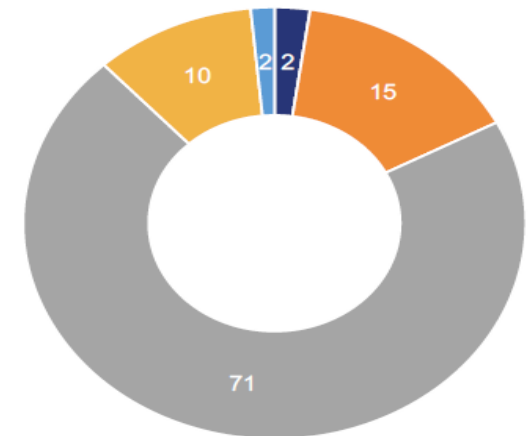
■ Online ■ Offline

### Book



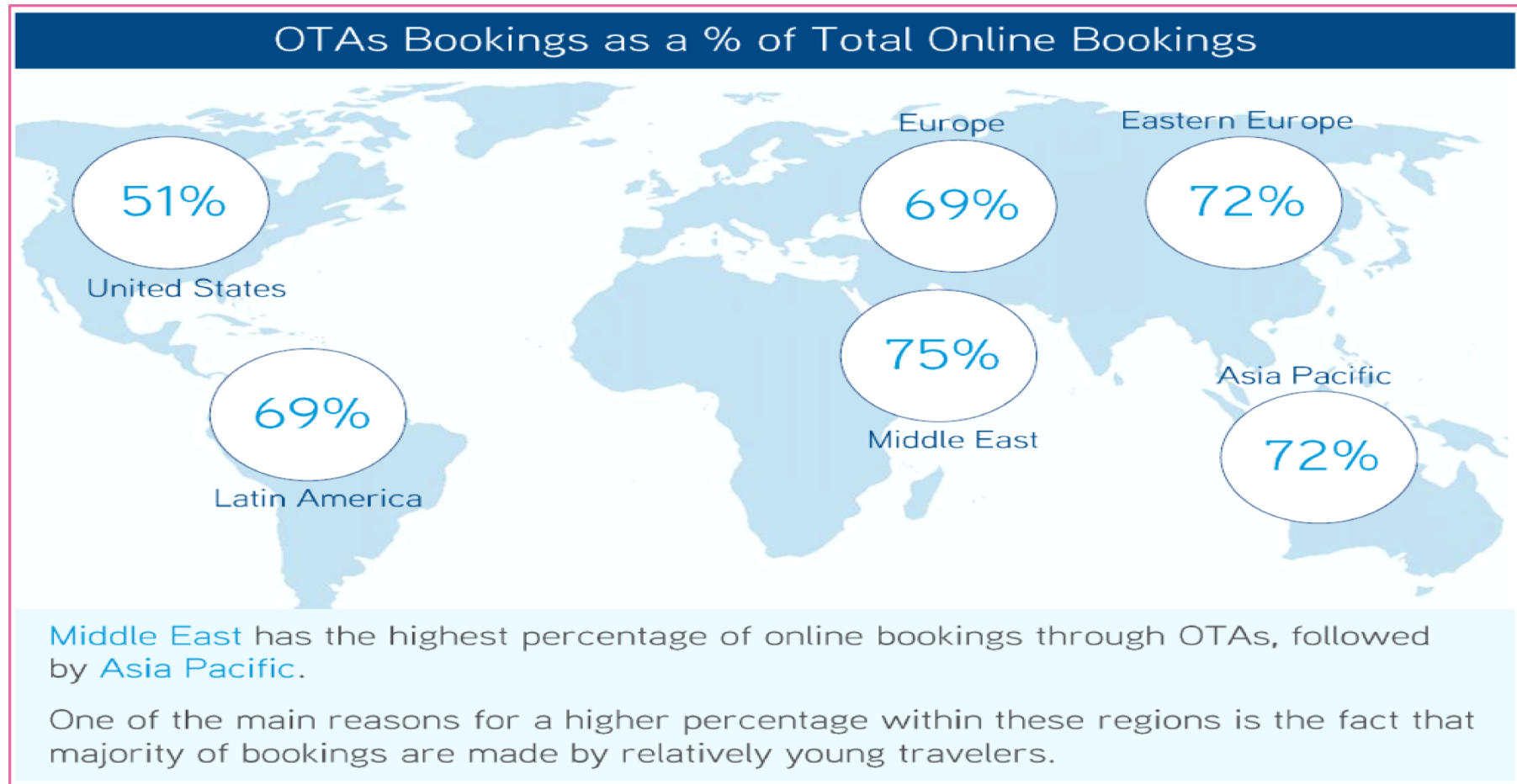
■ Online ■ Offline

### Pay

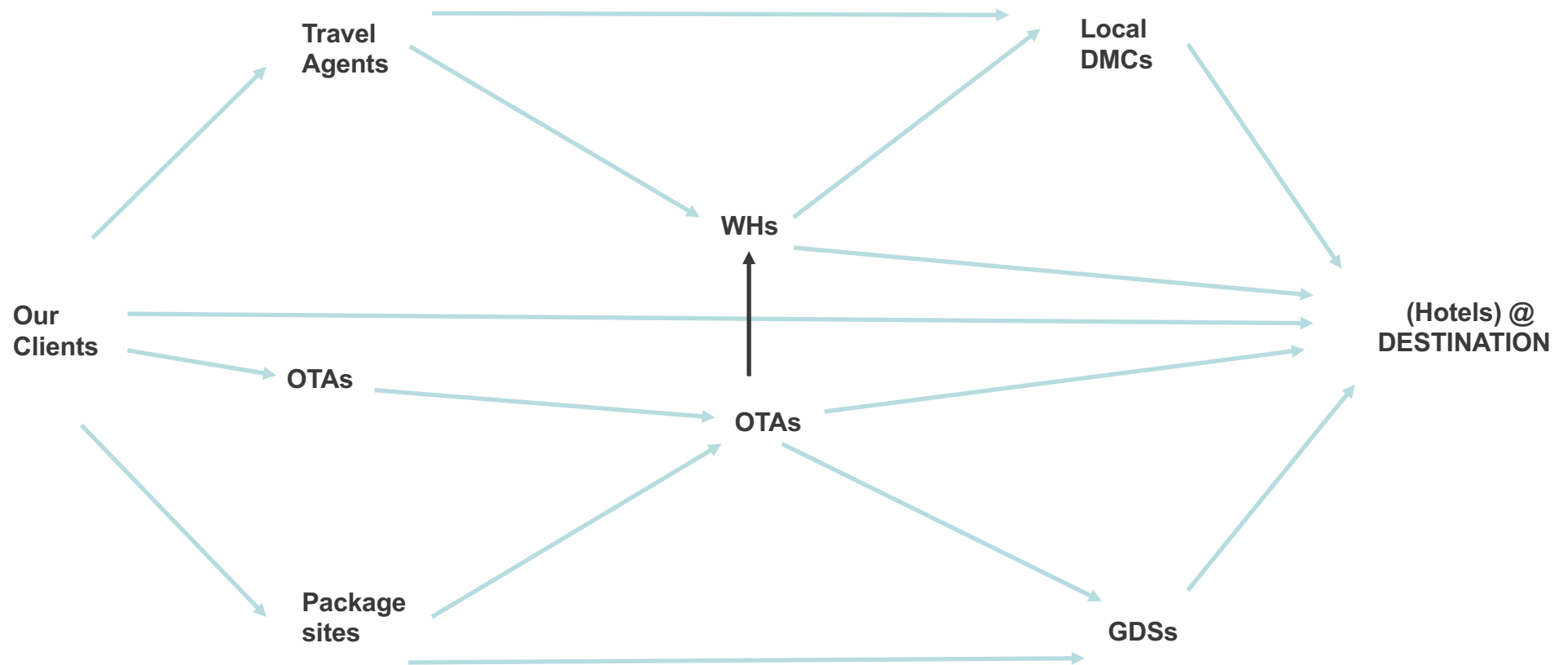


■ Bank transfer ■ Cash  
■ Credit card ■ Debit card  
■ Other

## GCC (UAE) Booking process



## GCC (UAE) Booking process The Complex Cycle



# GCC (UAE) Booking Durations

## LONG TRIP / HAUL

- **Europe:**

London, Paris, Barcelona are the favourites of the travellers for the wide choice of activities: shopping, sight-seeing and cultural visits. Marbella was also mentioned for its seaside and port

London remains the 1st destination of a ME traveller visiting Europe

France is often mentioned as an easy destination to obtain Schengen visas compared to Spain or Italy

Greece for Egyptians

- **Far East & South East Asia:**

Thailand, Malaysia & Indonesia are among favourites as summer breaks by Families, both traditional and adventurous travellers certainly find suitable activities there. Japan, HK, Singapore are emerging

- **Americas:**

Appreciated by GCC Nationals, New York will be the 1st destination visited.

## SHORT TRIP / HAUL

- **Intra-region:**

Dubai continues to lead as regional / short haul / weekend destination

GCC Western expats like Jordan & Oman, while Saudis like Bahrain or Kuwait when they don't go to Dubai

Muslim residents of all groups will also perform Umrah & Hajj in Saudi (Shias from Bahrain or Saudi will go to Iraq / Iran)

- **Central Asia:**

Georgia, Azerbaijan, Armenia benefit from LCC routes, visa agreements & competitive pricing

- **Balkan countries:**

Turkey, Bosnia Herzegovina and Croatia

Turkey has for long been part of the ME traveller's favourites despite the recent years of political unrest and terror attacks

- **India Subcontinent**

India, Sri Lanka are praised mostly by GCC Western expats

- **Indian Ocean**

## DOMESTIC

- **Levant, Egypt and Saudi Arabia**

give their residents the opportunity to enjoy domestic breaks

- **In Saudi, the Holy Cities of Makkah and Madinah** are of course regularly visited by local pilgrims. Eastern provinces and Jeddah are also part of the Saudis favourite domestic destinations

- **In Egypt: Alexandria, Luxor, Aswan and the Red Sea**

- **UAE: Staycations** from strong to stronger with diversity of offerings and multi destinations



# Dubai Expo 2020

## DUBAI EXPO 2020

NEWSLETTER 22.11.2018



### Finland signed the Participation Contract with Expo 2020 Dubai

Finland's participation at Expo 2020 Dubai was confirmed in the Signing Ceremony on Monday 12th November by Mr. Severi Keinälä, the Commissioner General of Finland for Dubai Expo and Mr. Najeeb Mohammed Al Ali, Executive Director, Dubai Expo 2020 Bureau. Ms. Riitta Swan, Ambassador of Finland in the UAE, joined them.



### Press Conference Dubai 12.11.2018

After the Signing Ceremony, the first press conference in Dubai was held in the Media One Hotel. The press event was a great success. The coverage has been excellent with 106 articles in the vast majority of print and online English and Arabic dailies as well as key online business titles, including The National, Khaleej Times, Emarat Al Youm, Al Bayan, Al Khaleej, Al Bayan and Al Ittihad amongst others.

*Image: KONE Corporation, Mr. Nicolas Alchal, Managing Director for UAE, Oman, Bahrain and Qatar*

[Press release in Dubai 12.11.2018 »](#)  
[Press coverage report »](#)

## “Snow Cape”

Snow Cape is the name of the pavilion building with which Finland is going to present itself at the World Expo 2020 in Dubai. The cold snow covers the pavilion with a warm wooden heart, the Gorge. The inspiration comes from the themes of nature, innovation, sustainability and cultural fusion of Finnish and Arabic cultures.



Finland Pavilion The Snow Cape



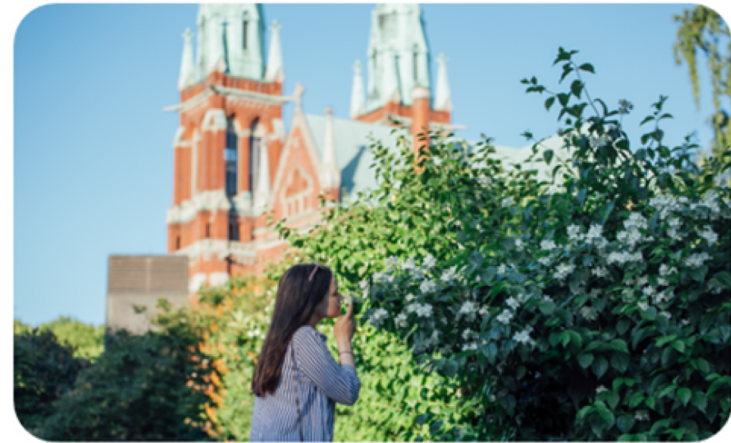
The Gorge

# Visit Finland main messages for UAE market



## ADVENTURE FINLAND

High quality adventure in Finnish nature



## FEEL FINLAND

Purity, fresh air, happiness



Visit Finland

# Sales Events 2019

DESCRIPTION	SCHEDULE	
Arab Health, Dubai - BF Finland pavilion & networking	28.-31.1.2019	Health Travel
GESS, Dubai - workshop / seminar by VF (tbc)	26.-28.2.2019	Edu Travel
Dnata Corporate travel show (UAE police and health authorities)	TBC	Travel event for government offices
Arabian Travel Market (ATM)	28.4 – 1.5.2019	Travel fair
Edu workshop (tbc)	2.5.2019 (after ATM)	Edu Travel
IPSEF, Dubai workshop / seminar by VF (tbc)	September 2019	Edu Travel

# Buyer Fams 2019

DESCRIPTION	SCHEDULE	
Matka 2019 pretour (Helsinki)	13. – 18.1.2019	
Tampere Midnight Sun workshop post tour (TBC)	June 2019	
Aurora luxury FAM	Feb – March 2019	
Mega Fam + Workshop (7 + 1 pax from UAE)	Fall 2019	Edu Travel

# B2b2C joint promotion campaigns 2019

DESCRIPTION	SCHEDULE	
Al Rais joint promo	May 2019	Social Media niche promotion during the month of ramadan (as UAE Travellers will travel for Eid break 1st week of June)
Dnata joint promo	March 2019	Part of Emirates Campaign for summer holidays from June to beginning of September Ramadan start of 5th May to 6th June plus summer holidays till end of august 2019.
Flydubai joint promo	February/MARCH for Summer promotion  September/October for Autumn/Winter Promo	Workshop for UAE Travel agents top 50 and joint promotion campaign

# BtoC Marketing campaigns 2019

DESCRIPTION	SCHEDULE	
Luxury B2C campaign	February 2019	Conde Nast Traveller Middle East Win Competition Campaign
Social Media Campaign Expedia Group	April 2019	Feel Finland – to promote during 15 to 30 days Finland in UAE through Expedia Online Campaign
Travel with #TJD	March 2019	Group of 10 travelling with recognised influencer/blogger to maximise Finland through digital reach
Social Media Campaign with Travel Agency	May 2019	To promote Summer Finland with local TA through SMS/Social Media campaign focusing on Local Arab Emiratis during the holy month of Fasting Ramadan.

# BtoC Events 2019

DESCRIPTION	SCHEDULE	
Conde Nast Traveller Middle East	March 2019	Themed Gala Dinner Event Finland Winter & Summer - to high UAE individuals net worth and members of conde Nast

# Press trips 2019

DESCRIPTION	SCHEDULE	
Feel Finland Group	Spring 2019	Key message Feel Finland
Adventure Finland Group	March 2019	Key Message Adventure Finland
International LUX-themed press trip (Mainly Expat)	TBC	LUX-theme VF
Other International press trips themes that can fit (Mainly Expat)	TBC	Food or Nature themes





**Visit Finland**