

India Market Overview

2018- 2019



Visit Finland Country Representative India

Sara Sochi



Facts & statistics

It is the 7th largest country in the world by land area, and the second most populous, with a population of 1.3 billion people.

Capital: New Delhi

Main Cities: Mumbai, Bangalore , Kolkata, Chennai

Major Religion: Hinduism is by far the most prevalent, with almost 80% of the population describing themselves as Hindu

Main Languages: Hindi, English



Indian Culture - Unique Customs and Traditions

The “Namaste”



- “Namaste” is one of the most popular Indian customs .
- It literally translates to I bow to you indicated by the folded palms placed before the chest.
- It also signifies the reductions of ones ego in the presence of the other.

Atithi Devo Bhavah



- In India, the saying Atithi Devo Bhavah is also integral.
- It means the guest is equivalent to god.
- It is a Sanskrit verse taken from the Hindu scriptures which later became a part of the Code of conduct for Hindu society, since the guest has always been of supreme importance in the culture.



Always a Festive Season



- India sees a large number of festivals, mainly because of the prevalence of diverse religions and groups.

Joint Families



- Also, in India, there exists the concept of a joint family, wherein the entire family (parents, wife, children and in some cases relatives) all live together. This is mostly because of the cohesive nature of the Indian society, and also reportedly helps in handling pressure and stress.



Religions



Bollywood



- One of the most famous and popular aspects of Indian culture, the thriving Bollywood film industry is based in Mumbai (formerly known as Bombay).
- Though similar in some ways to classic Broadway musicals, the colorful films from this area have a unique flavor that's all their own.
- With the name "Bollywood" originally achieving notoriety in the 1970s, this industry has grossed billions of dollars over the years.

Chai - the drink India can't live without



- Tea is India's most popular drink - the country consumes 837,000 tonnes of it every year.
- The ritual of drinking chai transcends all boundaries
- A popular ingredient in north Indian chai, ginger is believed to have numerous health benefits and is thought to keep your body warm in winter.



Holy Cow



- Cow, in the Indian culture, is considered to be a Holy animal.
- She is worshipped as a maternal figure and is a depiction of the bounty of Mother Earth.
- Cows have an auspicious significance in Indian culture and religion.

Tandoori Chicken



- Chicken is among the most popular meats eaten by many non-vegetarians in India.
- Tandoori chicken is a famous dish known for its fiery red color.

Food Insights

- Vegetarians
- Vegan don't eat egg (breads, cake and icecream)
- Jains don't eat root vegetables (no onion and garlic)
- Non Vegetarians Indians
 - ❖ don't eat beef
 - ❖ very few eat pork
 - ❖ With regards to fish & sea food it is always recommended to check with the client



India Economic Situation

- **Encouraged by its pace-setting 7% GDP global growth rate in 2017**, rising personal income levels and changing lifestyles, huge middle class as well as the availability of low-cost air fares and diverse travel packages, **India is rapidly becoming one of the fastest growing outbound travel markets in the world.**
- In just the last 20 years, the number of outbound tourists from India has grown from 3.5 million to 21.9 million, making it the fastest-growing outbound market behind China.
- **In year 2000, less than 5 million Indians were heading out of the country.**
- **Today, around 20 million Indians are setting off to foreign lands seeking new experiences.**
- **The UNWTO predicts that India will account for 50 million outbound tourists by 2020 becoming World's Number 1 Outbound market.**
- **With more than 20 million Indian nationals now living throughout the world (3.4 million in the US), the volume of outbound travel is increasing about 25% a year.**

Source:

<https://www.forbes.com/sites/edfuller/2017/03/14/ignore-india-at-your-peril/#4b02d0074225>

https://www.business-standard.com/article/economy-policy/number-of-indians-travelling-abroad-to-double-by-2020-118010700295_1.html



India Economic Situation

- In 2013, Indians took the international trip once in 21 months. Now Indians holiday/vacation once in a year!
- **The 'Kuoni Travel Report India 2007' predicts that total outbound spending will cross the \$28 billion mark in 2020**
- This upward surge will continue for decades to come because concurrent with its rising GDP rate
- India's population (currently 1.3 billion) is expected to overtake China's as the world's largest in the next five years, and its young, tech-savvy, educated middle class will double in size to 547 million shortly thereafter. **Within five years, India will also rank as the world's youngest country demographically.**
- India is counted as the 'youngest' among all countries in the Asia Pacific region, considering the number of its citizens below 30. According to a study by Amadeus, 23% of Indian leisure travellers are under the 30 age group.
- The sheer size of its rapidly expanding middle class practically guarantees success for India's travel consumer story for the next 20 years.
- Bigger than the entire US population, India's middle-class today numbers 350 million people.
- A sizable number of Indians have a net worth of more than \$1 million and 180 million Indians - three times the population of the UK - speaks English, and many of these folks own cars, cell phones and carry credit cards.



Source: https://www.business-standard.com/article/economy-policy/number-of-indians-travelling-abroad-to-double-by-2020-118010700295_1.html

Economic Influence On Indian Travel Trends

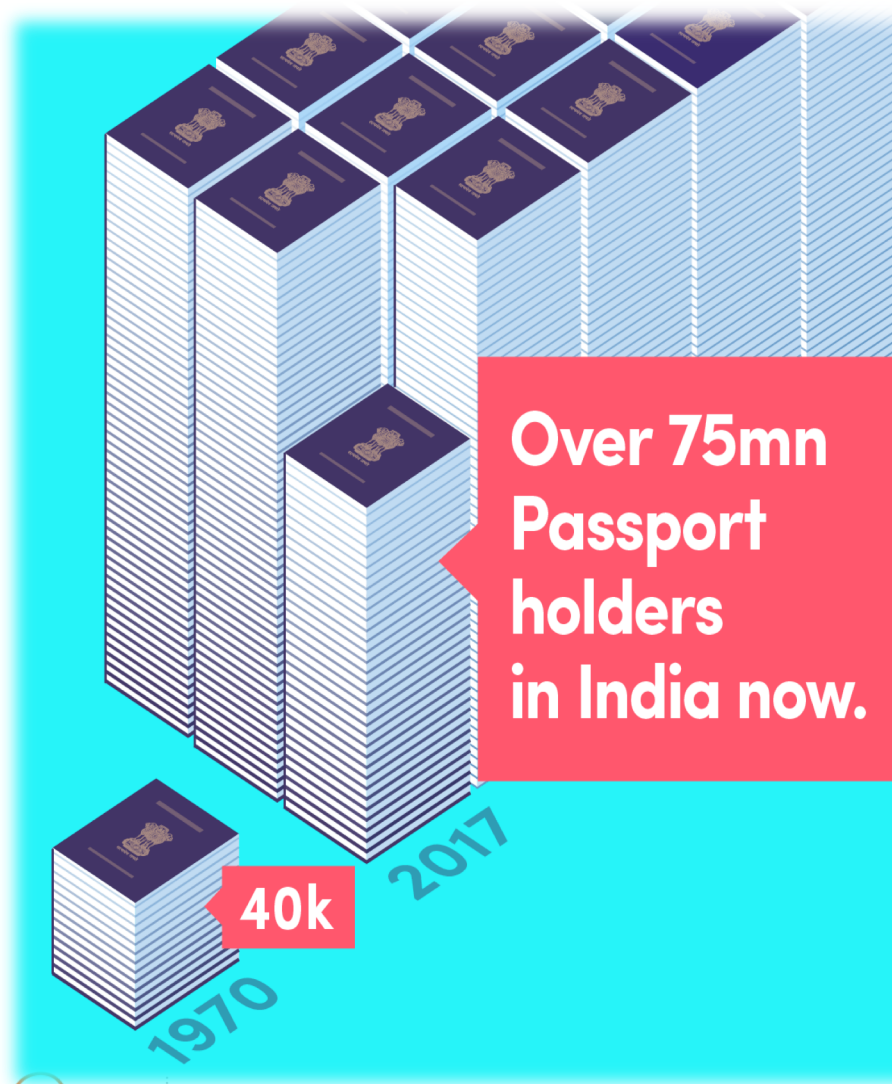
- When traveling abroad, Indian tourists are among the world's highest-spending globetrotters.
- Their spending power has been estimated to be four times that of the Chinese and Japanese.
- In fact, most Indian business and VFR trips include leisure and shopping components, and nearly half of all Indians who venture abroad do so to shop with almost 75% buying branded duty-free goods.
- **The average Indian traveler spends \$1,200 per visit as compared with Americans who spend about \$700, and Brits who spend \$500.**
- Traditionally, globetrotting Indians tended to come from Tier 1 cities such as New Delhi, Mumbai, Chennai and Bangalore, but lately smaller cities like Jaipur, Ahmedabad, Pune and Amritsar are emerging as important source markets for outbound travel as well.

Source:

<https://www.forbes.com/sites/edfuller/2017/03/14/ignore-india-at-your-peril/#4b02d0074225>



Highlight and Latest Trends 2017-2018



Source: <https://pickyourtrail.com/2018-travel-trends-international-vacations-ideas>

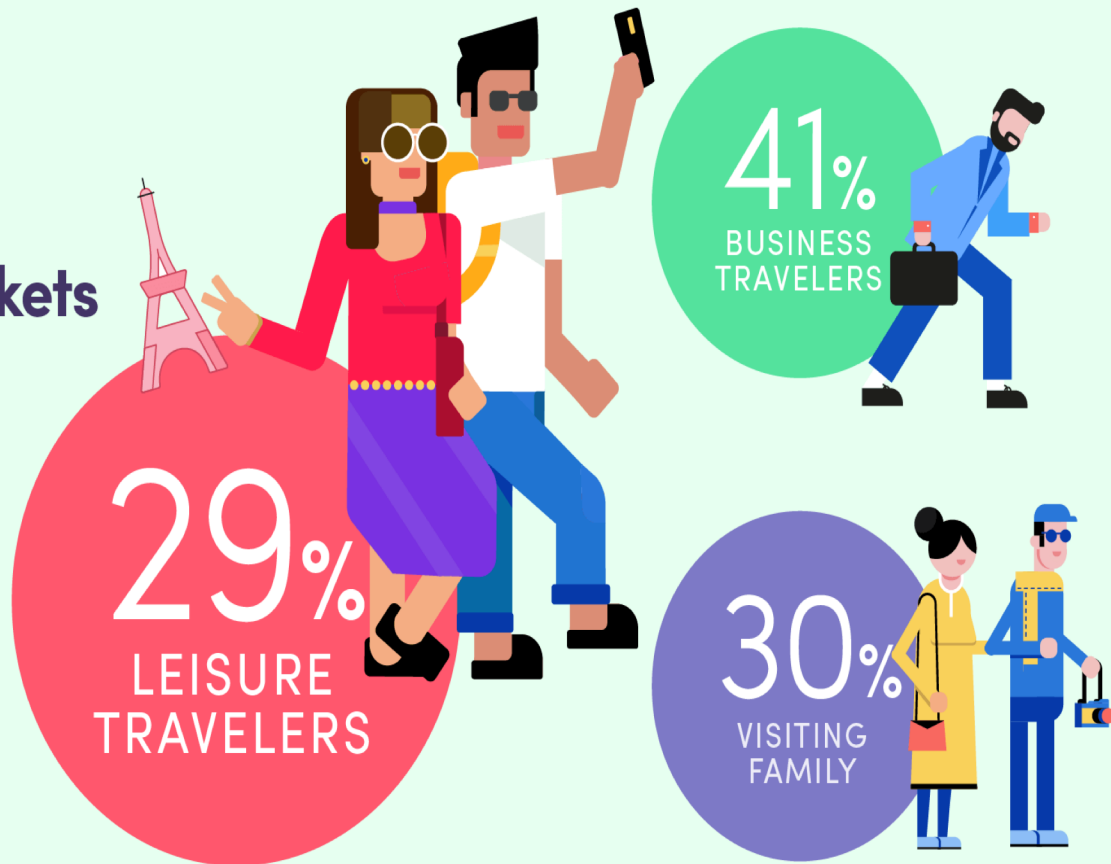


Indians can now enter more than 50 countries with Free visa / visa on arrival.



India is among the fastest growing outbound travel markets

Its young population love vacations abroad, resulting in a 25% year-on-year growth in the leisure travel segment.



Source: <https://pickyourtrail.com/2018-travel-trends-international-vacations-ideas>

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Countries Indians love to visit most

Europe sees 20% of the travellers from India's outbound traffic. 10% travel to Australia and New Zealand. South East Asia welcomes the rest.



New Zealand



Italy



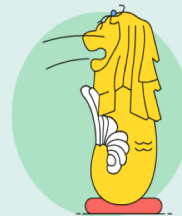
Germany



France



Indonesia



Singapore



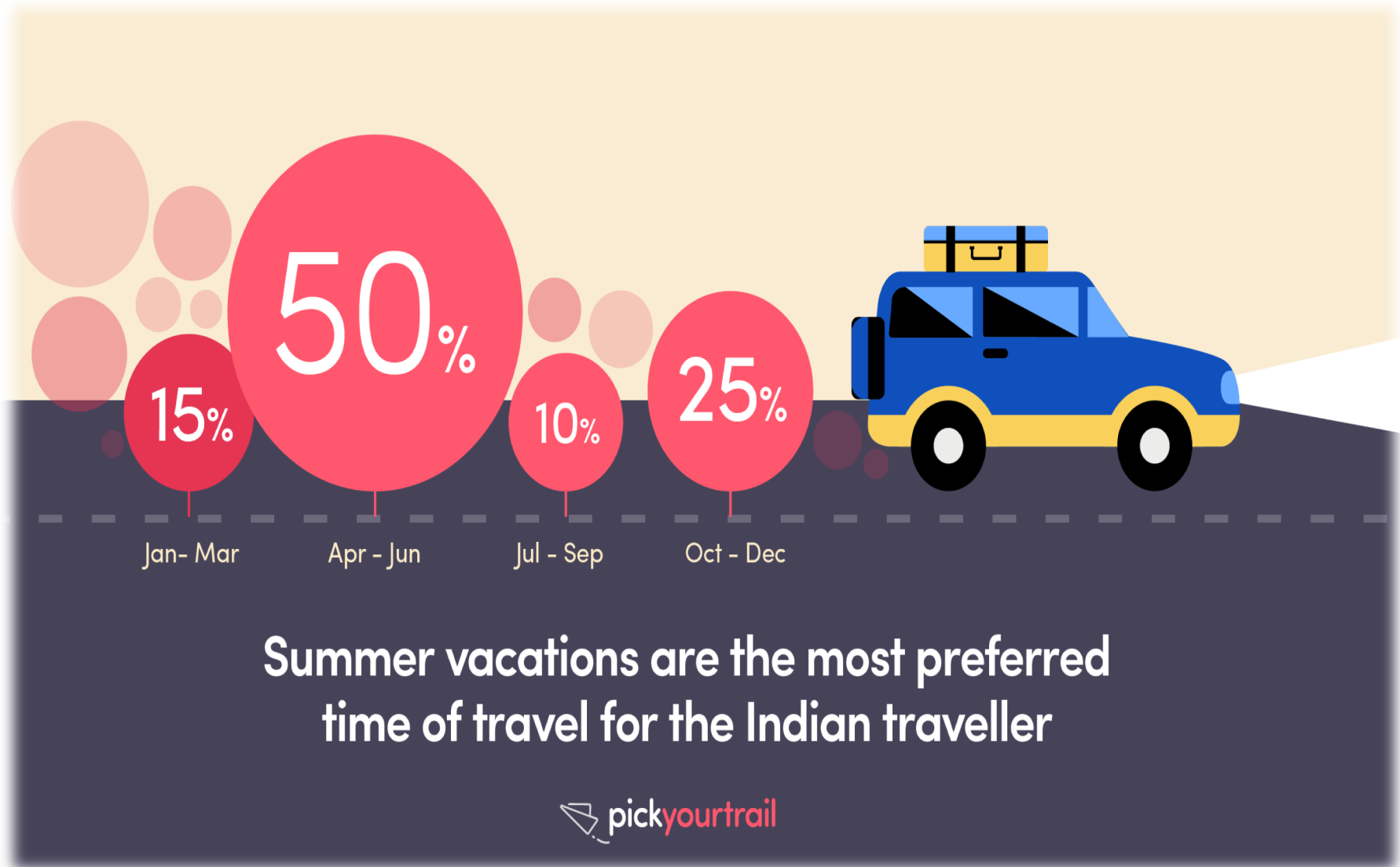
Malaysia



Thailand



Source: <https://pickyourtrail.com/2018-travel-trends-international-vacations-ideas>



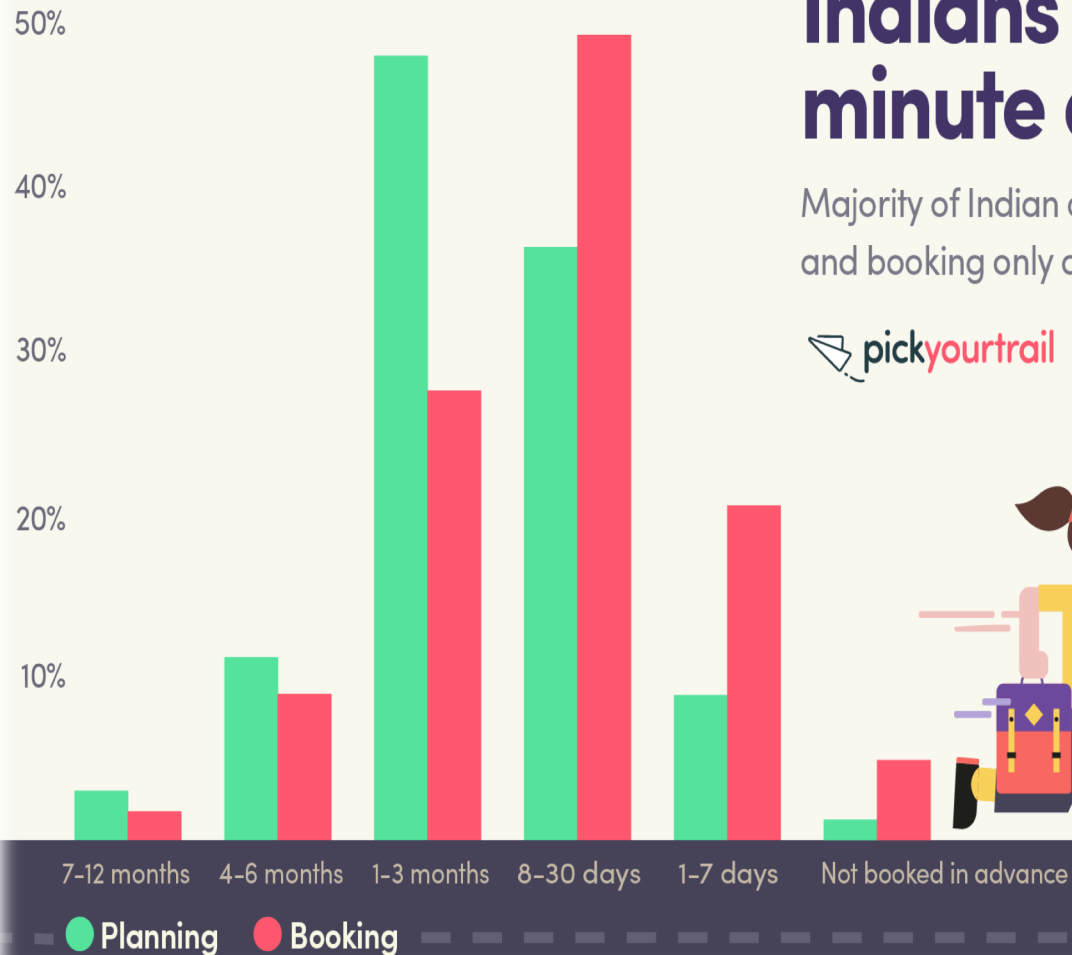
Source: <https://pickyourtrail.com/2018-travel-trends-international-vacations-ideas>

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Indians love the last minute drama!

Majority of Indian outbound travellers do their planning and booking only a month before their trip.



Source: <https://pickyourtrail.com/2018-travel-trends-international-vacations-ideas>

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Emerging Segments of Indian Travelers



- Historically focused on **working, saving** and **acquiring material possession** over **‘spending on leisure’**
- Today sentiment is changing, new generation postponing owning and acquiring expensive items, for the sake of ‘living a good life’ instead
- **Travel has become the new code of modernity and a mark of being successful**



Changing Attitudes

- There is a new brand of travellers emerging in India – FIT
- We are becoming more capable and savvy, we pack lighter and compare options online - FIT
- We are changing ... We used to be afraid- now we are getting more daring (GIT/Package Tours)
- Everyone wants to travel today- its not anymore about buying a house (Gen Z)
- Traveling is the new badge of being successful (Gen Z)



Functional Triggers of Change

A Convergence of triggers has facilitated change in the past 5 years

- Everything opened up
- 4G Network & more affordable data packs
- Access to information – new apps
- Comfort with credit cards and online payment
- Ease of obtaining passport and visas
- Rising income & increased exposure

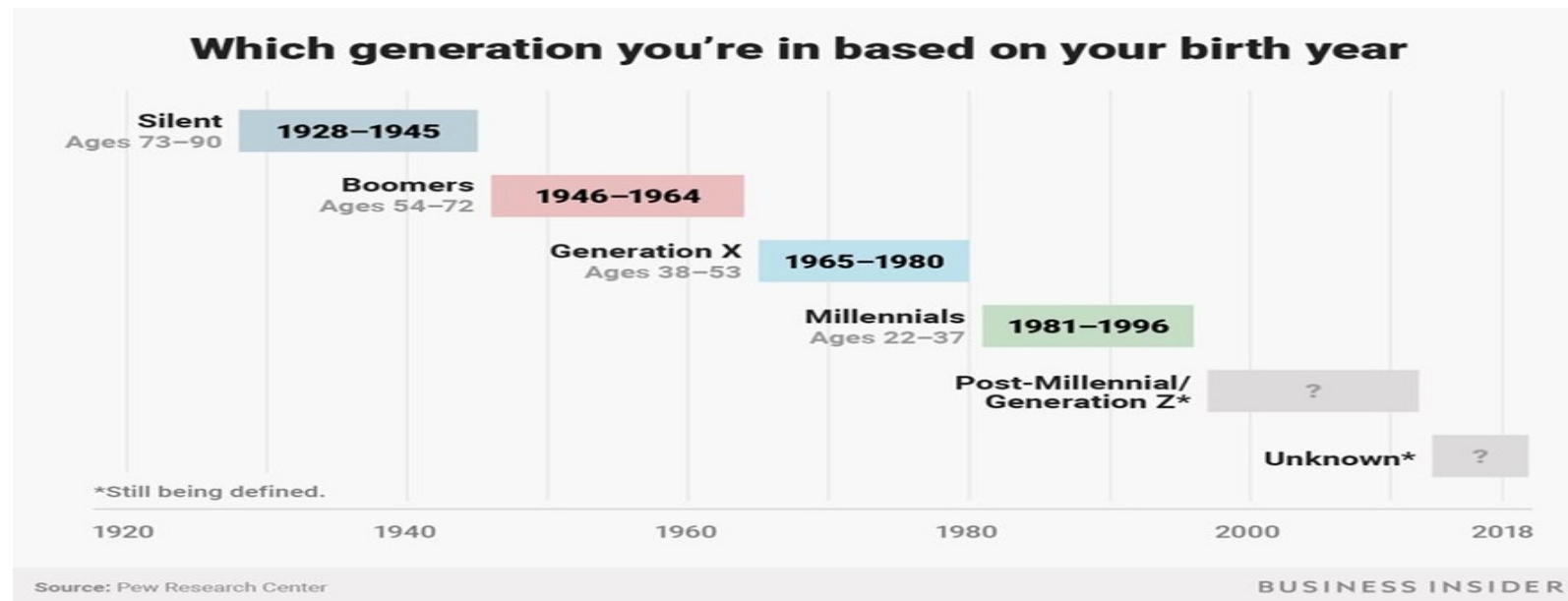
The biggest game changers –Gen Z's are just entering the market

- First gen grown up with international travel
- Digitally enabled
- Comfort with GPS, Google translate, DIY
- Travel is the new cool and sign of living life
- An inspirational force for millennials and Xers



Indian Gen Z is on course to outnumber millennials within a year

India, which has about 1.3 billion people versus China's 1.4 billion, will see its Gen Z population rise to 472 million next year



Source: <https://www.bloomberg.com/news/articles/2018-08-20/gen-z-to-outnumber-millennials-within-a-year-demographic-trends>

<https://www.businessinsider.in/Heres-which-generation-youre-part-of-based-on-your-birth-year-and-why-those-distinctions-exist/articleshow/63369501.cms>



India - globally the fastest-growing market in terms of high net-worth individual (HNI) population and wealth in 2017

- Individuals with wealth of over USD 1 million and up to USD 30 million as high net-worth individuals and those with wealth of above USD 30 million as ultra high net-worth individuals.
 - **By growing HNI population by 20.4 per cent and HNI wealth by 21.6 per cent, India also inched up to the 11th position in the list of countries with HNI population.**
 - In 2017, the high net-worth individual population in India went up to 2,63,300 from 2,18,600 in 2016.
 - India has surpassed the 150,000 mark for millionaires, 70% are below 35 years of age and have almost \$241 billion in assets.
- ✓ Urban population larger than many countries
 - ✓ Middle class will continue to grow
 - ✓ 1.5 million Graduates per year
 - ✓ One of the World's most optimistic countries

Source: <https://www.deccanchronicle.com/business/in-other-news/200618/india-shows-fastest-growth-in-wealth-and-hni-population.html>
<https://timesofindia.indiatimes.com/business/india-business/indias-richest-1-corner-73-of-wealth-generation-survey/articleshow/62598222.cms>



Traditional Indian Traveller (Dominant)

- All Inclusive Packaged Tours
- Rely on the Agents advise
- Large groups (30-40 Pax)
- Fear driven – find safety in groups
- Multigenerational
- Less tech savvy
- Often Veg/ Jain
- Carry packed food from India
- Prefer Indian , fear local food
- Value = Number of countries visited
- Stay 1-2 Nights per location
- Hop On Hop Off Tours

Urban Global Explorers (Emerging)

- DIY, Researched, self assembled tours, researched
- Tell the agent what they want
- Small groups (6-10 pax)
- Confident and fearless
- Same age group
- Very Tech Savvy
- Non-Veg or Experimental Vegetarian
- Don't carry food with them
- Curious about local food
- Value = Quality of Experiences
- Stay 3-4 nights or longer
- Seek authentic, local experiences



India - New Emerging Travel Markets



Urban Wealthy FIT Families

Centre their plans around kid-friendly activities

- Families with children are big travellers in the leisure segment in India
- The big annual holiday that most families plan is now an international one
- Less multigenerational travel
- Exploring a place together, kid friendly activities
- Emphasis on comfort and service
- Willing to spend on high-end hotels (No AirBnB)
- Many still use agents, but are more DIY than previous generation



Millenials, Small Groups (6-10 Pax)

The urban group travellers of India

- Smaller groups of known individuals in similar life stage
- Single friends / cousins / colleagues / batchmates / newly wed couples / young families with kids
- All about group activities and bonding through partying, shopping and hanging out together
- Do what family wouldn't approve of ; skimpy clothes, alcohol, party all night



Celebratory Travelers (esp Millenials)

Celebration of life occasions

- Honeymoon, Babymoon, Birthdays and anniversaries
- Chose to travel instead of buying jewellery or assets
- Romance, spa treatments, bubbly and hearts
- Comfortable and luxurious experiences; expense is not a key factor .. experience is
- Travel agents are now catering to this segment with VIP Services and tailor made experiences



Women Only Groups (10-15 Pax)

Big emerging trend highlighting the women empowerment

- Varied in age and background – bond through shared experience of traveling together
- Mood is of empowerment and freedom
- Finland and Scandinavia– being safe countries have very high potential
- Tour Operators catering to this growing segment



Gen Z Travelers

The Game Changers

- The first generation to have travelled Internationally as kids, with their parents
- Increasingly choosing destinations like Eastern Europe or Scandinavia on their own
- Travel is new success – spend 20% of their income on travel
- Plan their own itineraries
- Crave Instagramable local-hood experience
- Happy to stay in Hostels and AirBnB
- Not too much into basis sightseeing
- At ease with DIY
- Social media ambassadors (Always use the right hash tags, display the destination at its best)
- Don't do single destinations , will club a few destinations together- but spend longer time per destination



Source Market & Travel Period

Main Source Markets :

- Main source regions are west and north (including central India) together accounting for about 65 per cent of all outbound travel, followed by south (25 per cent) and east (10 per cent)
- Europe commands an estimated market share of about 20 per cent of all Indian outbound departures
- Dubai, Thailand, France, Singapore and Malaysia alone account for just over 50% of Indian leisure arrivals overseas. Sri Lanka, Hong Kong, Indonesia (primarily Bali), the US and Switzerland are in the top 10 destination.

Travel Period:

- Peak Periods – April – June (Indian summer holidays)
- High season – Jan- Feb and October – December (Indian wedding season – honeymooners market & festive holidays in schools)
- Shoulder Season – August and September
- Low Season – March and July

Source : https://www.business-standard.com/article/economy-policy/number-of-indians-travelling-abroad-to-double-by-2020-118010700295_1.html



Travel Patterns, Duration & Travel Progression

- Long weekends of 2-3 nights , domestic trips or short haul destinations
- Shorter trips of around 4-7 around Diwali & Christmas breaks
- Europe is considered a multi country destination, only a few nights at the same location
- Finland is not a destination- Scandinavia or Baltic is

1st Domestic Travel expands to nearby destinations

2nd Mainstream EU : London, Paris, Switzerland

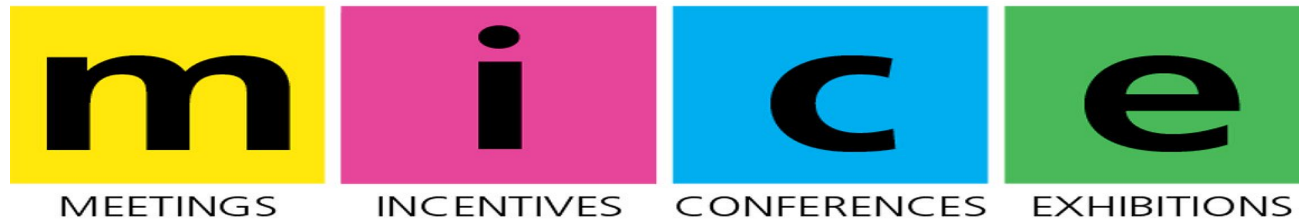
3rd – US/ Canada or Australia/ New Zealand

4th – Eastern Europe :Prague, Budapest, Croatia

5th – Alternate US/ Canada or Australia/ New Zealand

6th -Northern Europe : Finland & Scandinavia





- MICE which includes business meetings, travel incentives for employees, conferences, large exhibitions and events; **is one of the fastest growing segments of the Indian outbound travel market.**
- **India is estimated to generate 6.5 million outbound luxury and MICE tourists annually by 2020, reinforcing the country's influence as a key source market for MICE and luxury travel.**
- **The business and meetings industry is the largest sector in the India outbound travel market constituting 40-50% of total outbound travel volume.**
- Travel industry sources estimate that the business travel segment as a whole is on a growth path due to India's growing trade and investment relations in the world.
- Significantly, the continued globalization of India is fuelling attendances in meetings, conventions and exhibitions abroad, by business travellers from the flourishing Indian Information Technology (IT) sector, pharmaceuticals, insurance, telecommunications and financial industry sectors.
- Source :

<http://www.traveltradejournal.com/india-becoming-a-strong-source-market-for-outbound-mice/>



2. Facts and figures

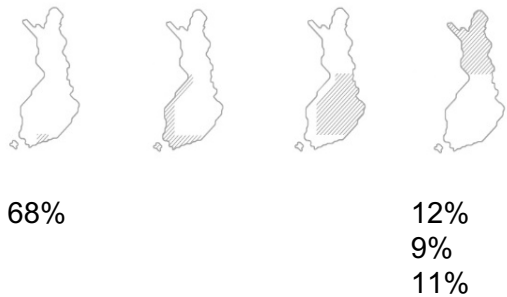
Indian visitors in Finland



Indian visitor rankings in Finland

- No. 18 in overnights in 2017 (78 600, +44%)

Share of overnights by regions 2017



Sources: Visit Finland Statistics Service Rudolf, Statistics Finland



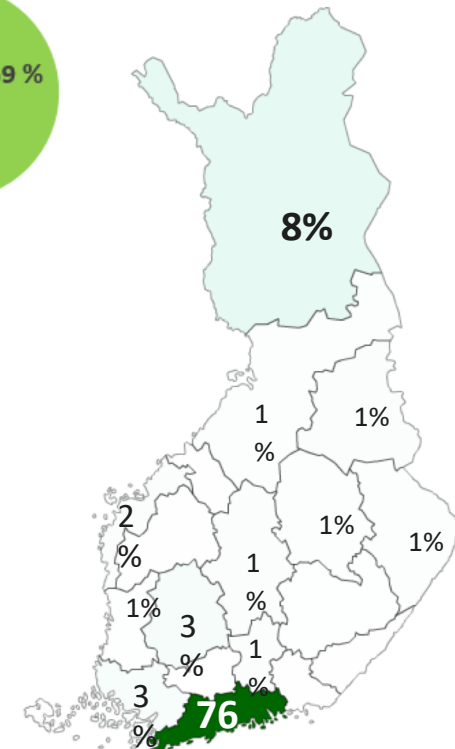
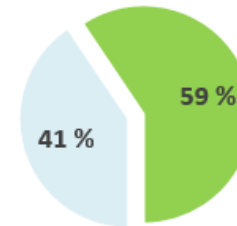
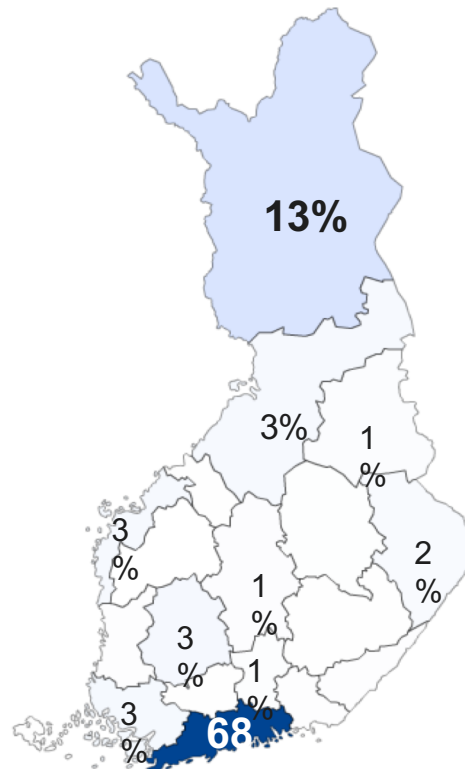
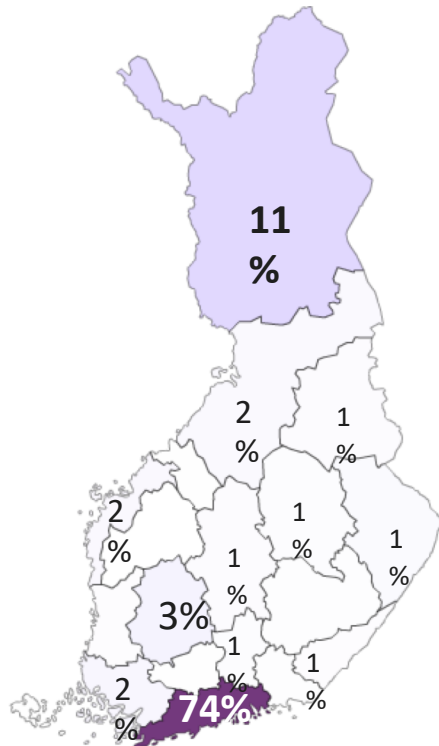
Indian overnights in Finland 2017



Year 2017: 78 600 (+44%)

Winter (Nov-Apr): 30 300 (+42%)

Summer (May-Sep): 44 300 (+45%)



Sources:
Visit Finland Statistics Service Rudolf, Statistics Finland



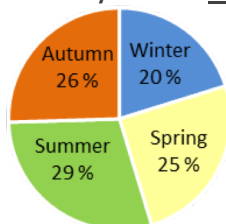
Indian overnights in Finland

Seasonal overnights in 2016, 2017 & 2018

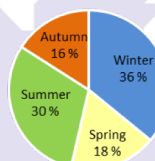


<u>Whole Finland</u>	No. of Indian overnights			Actual /(expected) seasonal change	
	2016	2017	2018	2017 vs. 2016	2018 vs. 2017
Winter (Dec-Feb)	9 800	15 600	17 900	+59%	+15%
Spring (Mar-May)	14 800	19 400	21 400	+31%	+10%
Summer (Jun-Aug)	15 800	22 600	23 000	+43%	+2%
Autumn (Sep-Nov)	12 400	19 700		+58%	(+xx%)

Indian overnights in Finland by season in **2017**



Year 2017



Rovaniemi 65%
Inari/Saariselkä 17%
Sodankylä 5%

Lapland 2018

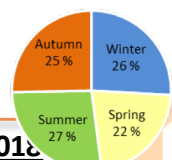
Winter	4 100	+39%
Spring	2 400	+65%
Summer	1 600	-35%
Autumn		

Lakeland 2018

Winter	1 300	+5%
Spring	2 200	+6%
Summer	2 800	+41%
Autumn		

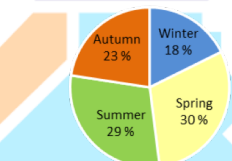
Coast & Archipelago 2018

Winter	1 400	-47%
Spring	2 300	+4%
Summer	1 800	-34%
Autumn		



Turku 17%
Oulu 11%
Vaasa 10%

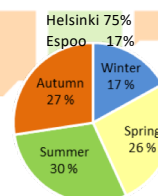
In addition:
Uusimaa (excl. larger Helsinki area) 45%
(destinations which are outside the main travel dest.)



Tampere 35%
Joensuu 13%
Jyväskylä 11%
Lahti 8%
Sotkamo 7%
Lappeenranta 6%

Helsinki area 2018

Winter	11 200	+26%
Spring	14 500	+6%
Summer	16 800	+9%
Autumn		

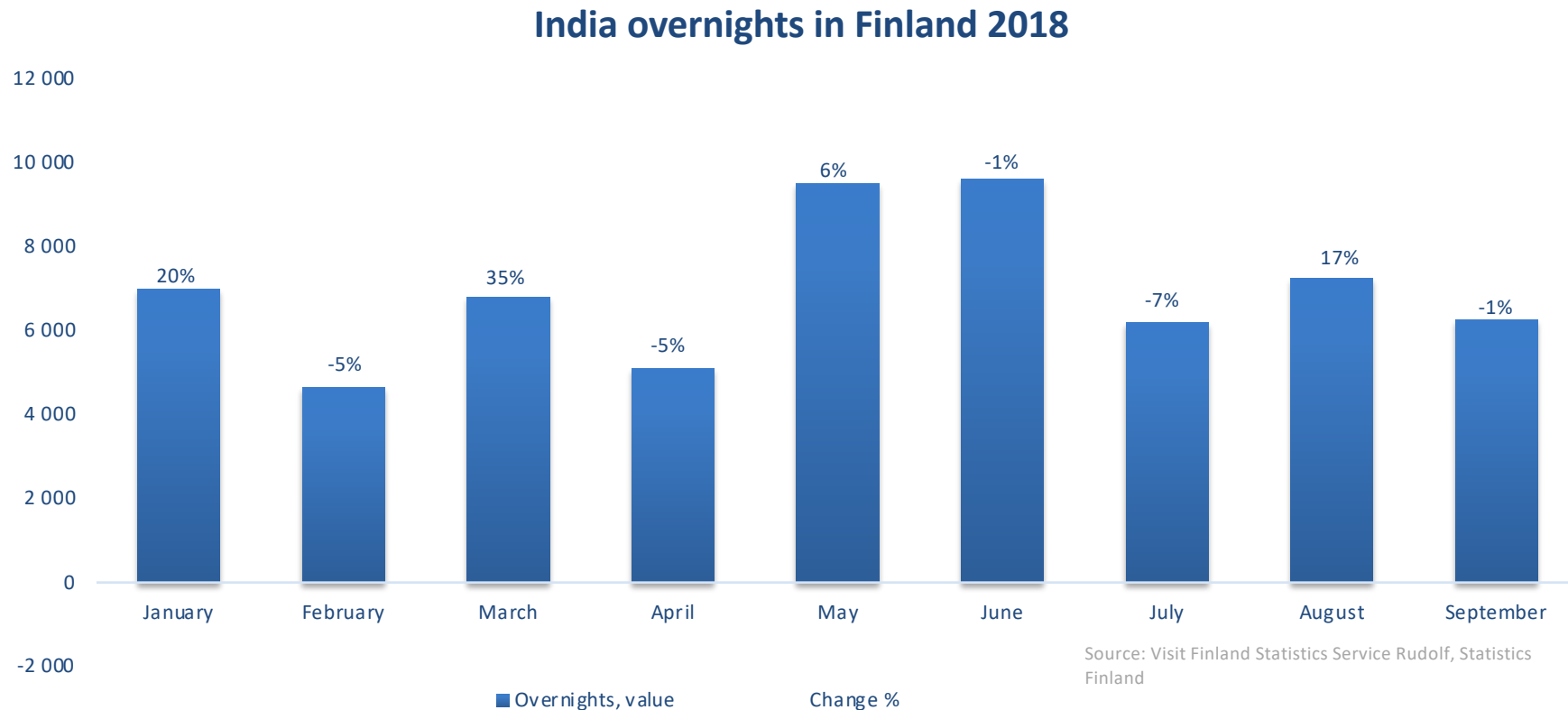


Helsinki 75%
Espoo 17%

Source: Rudolf data base, Statistics Finland



Indian overnights in Finland

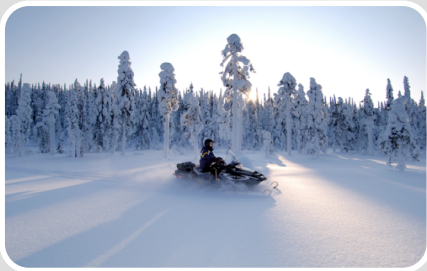


**Total in 2018:
62 322 overnights
Change 5.7%**

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SARA SODHI

India - Main message(s)



ADVENTURE
FINLAND— High
quality adventure in
Finnish Nature

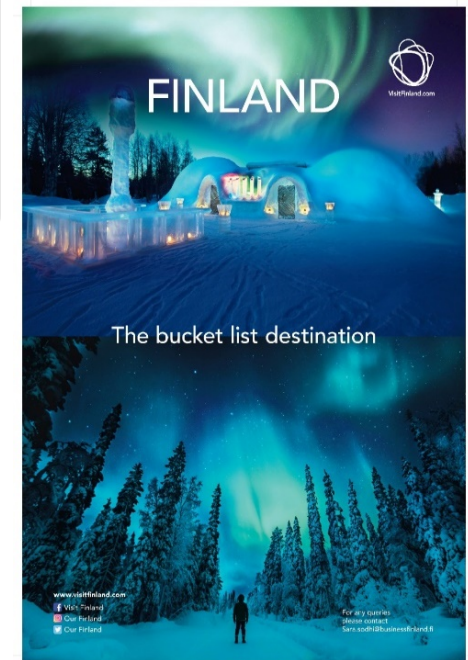


BUCKET LIST
FINLAND- Once in
a lifetime experiences
offered by Finland



EXPERIENCE PURE
FINLAND —Happiest
Country in the World
with Cleanest air,
water, safety, calm
nature

Destress



India Market Activities 2018

Initiatives With Ministry of Tourism India



Visit Finland Re Entry To India Market

PRESS COVERAGE (B2B)

Travel Scapes

TRADE UPDATE

Special Focus

Visit Finland re-enters the India market

Having witnessed a robust growth of 42 per cent in tourist arrivals and overnights from the Indian market in 2017, Visit Finland has reinstated their focus in India through the appointment of Sara Sodhi Juneja to head Visit Finland activities in India based in New Delhi

Commenting on this appointment, Dr. Jukka Holappa, Trade Commissioner for Business Finland India, shares that, "Sara brings wealth of her hospitality and tourism experience to this important strategic role and we are delighted to welcome her to head Visit Finland in India. India has become one of the fastest growing outbound tourism industries given its favorable economic conditions and further growth is expected as a total of 32.3 million outbound trips are forecasted in 2020. Aligning with the growing potential of India market and our global expansion strategy, Visit Finland has decided to foray again into the India market." Juneja shares, "I am delighted to be onboard Visit Finland and am looking forward to establishing Finland in India. The destination offers once in a lifetime experiences and wonders such as Aurora Borealis, Midnight Sun, Finnish Saunas, Untouched Nature, Ski resorts and the official hometown of Santa Claus." Finland was also recently chosen by Indian celebrity couple Anushka Sharma and Virat Kohli as their honeymoon destination. This in close collaboration with the Indian media as communication is an integral part of our strategy. The key focus for 2018 is to encourage the Indian travel trade to increase their knowledge of Finland and for the same we will organise roadshows and FAM Trips throughout the year to give the Indian travel trade and media a first-hand experience of the destination.



Sara Sodhi Juneja
Country Head - India, Visit Finland



Dr. Jukka Holappa
Trade Commissioner for Business Finland India

months. This time is called 'kaamos'. During kaamos it is not completely dark, however the bright snow, the moon and the stars, create magical surroundings to view Northern Lights. Juneja further elaborated, "My role will focus on developing our strategy devised for the Indian market and strengthening relationships with the travel trade to increase visitation and length of stay by Indians in Finland. In parallel, we will also work in close collaboration with the Indian media as communication is an integral part of our strategy. The key focus for 2018 is to encourage the Indian travel trade to increase their knowledge of Finland and for the same we will organise roadshows and FAM Trips throughout the year to give the Indian travel trade and media a first-hand experience of the destination."

Visit Finland re-enters India Market

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Team TTJ

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Finland and am looking forward to establishing Finland in India. The destination offers once in a lifetime experiences and wonders such as Aurora Borealis, Midnight Sun, Finnish Saunas, Untouched Nature, Ski resorts and the official hometown of Santa Claus." Finland was also recently chosen by Indian celebrity couple Anushka Sharma and Virat Kohli as their honeymoon destination. This clearly highlights the evolving Indian mind set to discover new destinations and experiences and the tourism board will focus on promoting Finland as a year round destination for Indians. Finland is a land of stark contrasts in the summer months, the sun does not set at all in the northernmost parts of the country - hence Finland's nickname 'The Land of the Midnight Sun'. In the winter, the opposite happens: the sun disappears for months. This time is called 'kaamos'. During kaamos it is not completely dark, however the bright snow, the moon and the stars, create magical surroundings to view Northern Lights. Juneja further elaborated, "My role will focus on developing our strategy devised for the India market and strengthening relationships with the travel trade to increase visitation and length of stay by Indians in Finland. In parallel, we will also work

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NEWS |

• Visit Finland re-enters the Indian Market •

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Sara Sodhi Juneja
Country Head - India, Visit Finland

Sharma and Virat Kohli as their honeymoon destination. This clearly highlights the evolving Indian mind set to discover new destinations and experiences and the tourism board will focus on promoting Finland as a year round destination for Indians.

by TTH DESK

Calling tourists to the land of Santa Claus-Finland

Finland with its plethora of surprises and unusual trails is likely to blow away Indian travellers.

Europe's last destination for true wilderness for the adventurous lot is none other than Lapland in Finland. With reindeer as its icon, Lapland provides awesome views of Northern Lights for 200 nights every year. There are some out-of-the box offerings in Lapland for travellers including igloo houses, dining in ice restaurants.



Sara Sodhi Juneja
Country Head - India, Visit Finland

by TTH DESK



Finland – Mice Destination

Go Global

MICE travel opening up new dimensions of opportunities in outbound sector

India has recently moved up two places to become the eighth largest business travel market in the world and as India maintains its double-digit annual growth in the outbound MICE and luxury travel segment, the travel and tourism businesses around the world are looking to capitalise on the country's growth potential. TSJ speaks to the heads of some National Tourist Offices (NTO) for their vision and plans to attract the Indian MICE business to their countries.

Sudipta Saha and Prashant Nayak



VINAY GUPTA, DIRECTOR INDIA, REUNION ISLAND

Reunion Island is a very niche destination and the MICE movements of the country are very high-end, which is just 7 per cent of the total traffic. The number might look small, but it is much more than the regular MICE movement, despite the fact that we only have one direct flight from India. On an average we receive 20-30 MICE groups a month, however we lose out on the numbers because of the connectivity and high-end facilities. Big corporate houses looking for experiential and luxurious system prefer our destination because of the unmatched services and business plus deluxe experience. We have lots of MICE products at Reunion Island, ranging from air, water and land activities such as helicopter tours, hiking and natural trails, active volcano tour, water sports of any kind, almost negligible and more. The variety of cuisine, leisure activities, natural spaces, banqueting facilities there is everything what makes Reunion Island a perfect choice for any MICE event. Reunion Island is a very well equipped with handling any kind of MICE movement. Yes, connectivity is definitely a challenge with us. We have one direct flight from Chennai and connecting flights with Air Mauritius, which makes it difficult to accommodate large groups.

modern country. That becomes one of its USPs when it comes to MICE. All venues, be it hotels or convention centres, come equipped with state-of-the-art meeting and conferencing facilities with robust audio-visual facilities, stage setup, branding opportunities, ultra high speed internet. In addition to that, venues can handle all sorts of catering requirements. Not to mention that we have unique experiences such as Korean traditional dress wearing, Kimchi or other Korean food making experiences, Taekwondo experience and many more which can be bundled together around the meeting or conference to make it a complete and holistic experience. One of the primary challenges we face while bidding for large scale MICE groups from India is flights. Currently direct flights are only available from New Delhi and Mumbai. However, large scale MICE movements are generally pan-India. Even though many via options are available, corporates tend to look at destinations which have direct connectivity for at least three or four cities. If in the near future we can have additional direct flights from Delhi, Bangalore and Chennai, our MICE numbers will increase manifold.



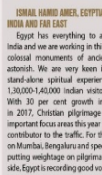
ANAND KUMAR, DIRECTOR, OMAN CONVENTION BUREAU

Oman's national strategy for tourism underlines MICE as one of the main focus areas. The Ministry of Tourism, Oman is fully committed towards enhancing the MICE sector to help the Sultanate achieve its potential to be a first class destination for this sector. The government established the Oman Convention Bureau (OCB) under the Ministry of Tourism in 2016 to take care of the MICE business in Oman. This was successfully taken forward in 2017 with the development of Oman Convention and Exhibition Centre (OCEC) and various collaborations between the government and private sector were led by OCB. Many new international hotel chains recently opened in Oman have increased the number of rooms and venues in the country. Now travellers have variety of rooms and hotel options to choose from. Also, the recently announced short city visa for just 10 days (9 days) for a period of 10 days will bring momentum to MICE tourism growth. This is in addition to the existing e-visa for Oman



KHALID AL ZARWALL, DIRECTOR, OMAN CONVENTION BUREAU

which is available at 20 OMR with a validity of one month. Oman Convention and Exhibition Centre (OCEC) is one of the key drivers of MICE business to Oman and is located in the newly fully integrated precinct only 4.5 km from the Muscat International Airport. The design of the centre ensures a flow of the meeting spaces to suit the most discerning conference and exhibition organizers. In total the centre offers over 55 meeting space options plus a multi-story car park with a capacity for 4,000 vehicles. The precinct provides the infrastructure necessary to host successful international, regional and local events and is there for the enjoyment of delegates, visitors and the local community. Along with providing excellent Oman hospitality and quality we offer authentic Arabian, history and other activities. The centre is currently working together to secure even more events that will give greater economic and strategic benefits to Oman. We definitely see MICE tourism growing in the coming years.



AHMAD HAMED AMER, EGYPTIAN TOURISM COUNSELLOR

business tourism. Mace's view free status along with high room inventory and world class convention and exhibition facilities makes it a favourable business environment destination. Mace has approximately 30,700 hotel rooms – including guesthouses – at the end of March this year. The Mace-Mace-Reunion Hotel, Asia's largest integrated resort offers world class meeting and banquet facilities. The Mace Convention Centre is located close to the Mace International Airport. The main exhibition area in Mace Convention Centre consists of 3,566 square meters (38,884 sq ft) making it one of the largest exhibition areas, making it a MICE destination. Mace's 238 km² tall landmark, Mace Tower, and its adjacent Convention Centre is a world-class event venue for hosting conferences, corporate meetings, trade fairs and training seminars.

travel business from India too. This is a good indicator as it reflects a rising trend in the interest of travellers about the developments of Egypt. Egypt has everything to attract MICE traffic from India and we are working in this direction. Cairo, Alexandria and Hurgada are excellent MICE destinations in Egypt along with great inventories and infrastructures. Thus, we are keen in promoting MICE. Christian pilgrimage, golf, weddings and film shooting. The modules of our online training programs are highlighting MICE, wedding pilgrimages besides leisure travel. We are targeting IT, pharma and other retail segments for MICE. With Egypt Air flying four times weekly between Mumbai and Cairo, and all GCC airlines offering excellent connectivity, MICE in Egypt is certain to grow to football from India.



AHMED ELMAHRABI, DIRECTOR, EGYPT TOURISM COUNSELLOR

being found here. Altogether, Finland offers 10 venues that can accommodate 1,000 to 1,000 persons, and the largest food meeting room has 4,000 seats. We have a series of activities which make MICE unique in Finland. Activities in the white summer nights include river sailing, sailing, e-scooter or river boats, fishing, golfing and biking. Just to name a few. Water activities come in the form of snowmobile, dog sled and winter safari, winter driving experience, snow tubing, ice breaker cruises, Northern Light Chasing and more. In winter, the food is served from now and we are great for holding dinners and get-togethers or even spending the night. Feeling adventurous, Finland Convention Bureau promotes Finland as an international meeting destination. We offer advice and first-hand introduction to Finland when planning an international meeting, event or congress. We have an extensive range of venues, accommodation and activities to cater to the same. Finland also offers extensive range of indoor restaurants.

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SUNE MATHAPAT, COUNTRY MANAGER, BAHRAIN

Bahrain Tourism & Exhibition Authority had started promotions from January 2017. As Bahrain is a three nights destination close to India, we have been aggressively promoting it as a perfect MICE destination. We have been able to put Bahrain in the consideration for MICE operators and corporates who are looking for newer destinations for their next movement. There has been a growth of 12 per cent in the MICE segment in the first half of 2018 and would see a substantial growth in the coming months. Bahrain is the only island destination in the Middle East. The offerings are a mix of beaches, deserts and islands which is great opportunity for a MICE movement. Moreover it offers a relaxed atmosphere with warm hospitality which is very unlike from any other GCC countries. Any MICE movement needs good connectivity, ease of visa, affordable accommodations, good banqueting facilities, Indian food, sightseeing, shopping and activities which is all available in Bahrain making it a desirable MICE destination. The destination has a good mix of 4 and 5 star accommodation. Apart from that Bahrain Bay Bahrain Convention Center/Bahrain International Circuit can take minimum 2000 pax to maximum 5000 pax for a conference. We use a MICE friendly suite. I am sure the selection of Bahrain as a MICE destination will make them and experience the warm hospitality of the destination which they will never get in the GCC.

Go Global

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MASAN NAGAI, DIRECTOR, ISRAEL MINISTRY OF TOURISM

Israel has quickly become Middle East's newest business tourism destination, gaining popularity with the Indian corporate segment. MICE travel to the country is booming at a steady pace with some excellent MICE movements in the recent years. A number of world-class hotels, amazing beaches, thriving nightlife, international cuisine, easy travel and modern infrastructure including free Wi-Fi across cities such as Tel Aviv and Jerusalem are factors that lure the business travellers to the destination. Obtaining an Israel group visa for MICE is also a seamless procedure. Around 3000 agricultural, along with key government officials, and state representatives, travelled from India for AgriTech in May, 2018, which was held in Tel Aviv. Additionally, MICE delegations from YPO, Yokohama Rubber Company, UTI, HVC, IBM, Halcans, Glenmark, Porsche and more



MASAN NAGAI, DIRECTOR, ISRAEL MINISTRY OF TOURISM

travelled to the country. We had a total of around 60,000 Indian tourists visiting Israel in 2017 out of which around 30 per cent were MICE movements. Incentive travellers also have a host of activities to choose from on their visit. One can experience a wine and cheese tour to taste some of the best produce or opt for a mud-pa treatment at the Dead Sea, explore the thriving nightlife of Tel Aviv or swim with dolphins in Eilat. For the adventurous kind, Israel also offers Jordan Day Diving, Luxury Desert Camping in the Negev and sailing experiences at Mount Hermon in the winter. Connectivity from India has improved tremendously with the introduction of the New Delhi Tel Aviv direct route on Air India. There is a perception of limited availability of vegetarian food and Indian cuisine while Israel is known as the vegan capital of the Middle East. India food is also easily found.

Discover Japan – The ideal MICE destination

Japan is the ideal location for international conferences and incentive travel with its highly developed infrastructure, world-class venues, and excellent facilities, wide variety of accommodations, wealth of tourist attractions and superb level of hospitality, safety, cleanliness and above all professionalism. Japan is the cultural cradle for organising a corporate meeting as well as an office for team building. Tokyo, Japan's capital, is one of five MICE locations. It boasts of corporate headquarters, universities and media services making the city a business and cultural hub. Incentives and team building exercises include Edo-machiya (woodblock print), Kimono dressing, Kabuki (theater), Japanese culture of Sake.

home to major international conference facilities like Tokyo International Forum and large-scale exhibition centres such as the Tokyo Big Sight. Located in the westernmost suburb of the city and site of the largest exhibition halls and meeting facilities in Japan, Yokohama Port has been Japan's window to the world throughout the centuries. It offers the convenience of a wealth of options from the world's largest convention complex in Fukuoka, Yokohama, to a versatile array of large and small convention facilities from five-star hotels to budget accommodations. Jazz and Choral/Lessons dance and team building exercises, including experiencing the Japanese culture of Sake.

Bay Area ATC Hall are famous venues for meeting. Hiroshima is the most populated city and the largest economic hub in the Chugoku/Sanku region. It is home to many manufacturing industries including wine-making and shipbuilding. As the site of the world's first atomic bombing, Hiroshima continues to work tirelessly for world peace. Hiroshima is an ideal location for conferences that strive to solve problems through peaceful, intellectual exchange. The compact city center is home to several facilities that can accommodate over 10,000 participants when combined. Japan is truly timeless, a place where ancient traditions are fused with modern technology and infrastructure are available to MICE tourists from all across the world.

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12/17/18
Sara Sodhi

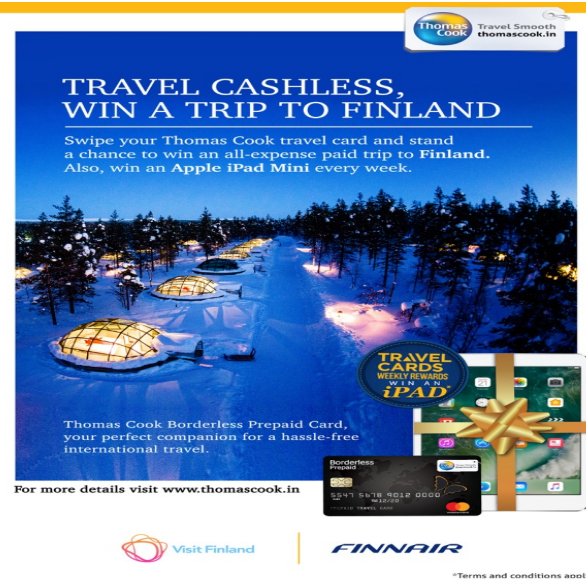
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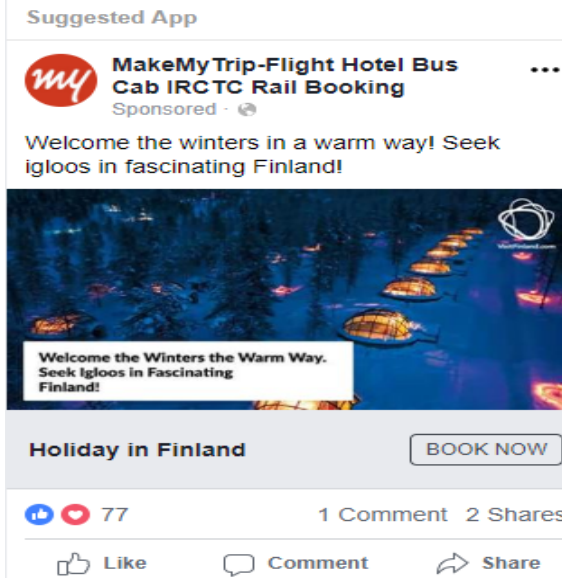
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12/17/18
Sara Sodhi

4 PAGES EDITORIAL SEP -OCT 2018 ISSUE



ICE-CAPADE

Finland and its beautiful landscapes are fascinating, mesmerising and unforgettable

2012-2013 © ICE-NA

The information and prices in this brochure are subject to change without notice.

analysis India September-October 2018 3

sky lies, I am witnessing the Northern Lights for the first time in my life! I try to capture that moment in any camera I find, miserably as I am unable to get the settings right and the colors get deeper and deeper. What I see with the naked eye is absolutely true, it is not as spectacular as I had imagined. Nevertheless, I head back to my hotel with once-over-finding-in-my-eyes and a few vivid photos of my first Arctic experience.

My next stop is off the coast of southwestern Canada, in the town of Bonaville, British Columbia, where I am staying at the Bonaville Hotel. The hotel is a small, two-story building with a red roof and a sign that says "Bonaville Hotel". The hotel is in the center of town, and it is a very nice hotel. I am staying in a room with a view of the ocean. The room is very nice, and the view is beautiful. I am very happy to be here.

Back in Ikhidol on one day, I feel my life with an impression of the Pacific, nature culture. Snowy temperature make some young geese to be in with friends and family like a lively on the beautiful Ikhidol's waterline. Later a small mud sprouted crab, which is "baked", and spend time meeting one certain. To make the most of my experience, I am added to trip in the Innos Bar. So, Reluctantly, I join the group of six for this unique experience. As they get to know me, I feel like I am not any one certain. I don't do this. But I don't think I could take with the expectation of having taken on this challenge. Browsing the clock, I take a big first look of feeding and all over my body. I feel back to the sunset, and as the night makes my almost brown blood start flowing again, I realize the experience is a nobody moment.

Without an idea where to take a state of mind in Ikhidol and I define you as a state of mind. It is full of your self in one form. As a new person, I feel like I am a whole new person at a better place, and finally the feeling at and so, and finally the unimaginable.

Hotel Indigo Helsinki Boulevard This has 200 rooms, all of which feature the warmth of oceanic tones. www.hotelindigo.com

Northen Lights Ranch Stay Stay at one of the six Sky View Cabins that feature large glass windows and roofs, www.northernlights.com

Levin Light, Golden Crown Blending an Art Deco, glamor, or laid-back style, the place you stay under the Arctic sky extends special feelings to

Lewis' Spicy Laundry A combination of comfort and Arctic wilderness, these villas are as luxurious as they can get. www.lewisvilas.com

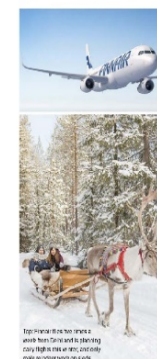
Snowman World Stay at one of the several rooms made of snow over the beds are made with small snowman worlds.

maio a junho, Setembro-Outubro 2018. 5



SAUNA: IL-HEIKKILÄ/STUDIO

Living in a pure world is a beautiful experience.



Topi Flindt flies two times a week from Tbilisi and is planning daily flights this winter, but only once a week for the rest of the year.

National Geographic May 2018 Issue

3 Page Editorial on Helsinki

■ THE ITINERARY FINLAND

PURSuing HAPPINESS IN HELSINKI

CAPITAL OF THE WORLD'S HAPPIEST COUNTRY, THE FINNISH CITY IS A DESIGN HAVEN AND A GASTRONOMIC HUB THAT HEARTS ITS SALMON AS MUCH AS ITS SAUNAS BY LUBNA AMIR

For a weekend in Helsinki, it is easy to see why Finland was recently crowned the World's Happiest Country. Perched on Finland's southern tip, the city is surrounded by the Baltic Sea and makes the most of this geographical privilege: Picture a renewed waterfront, and a string of bustling sea-facing cafés and saunas. Snowfall and sun-dappled sea-park. Scandinavian design is legendary, a status that was reiterated in 2012 when the city bagged the 'World Design Capital' title. Today, this honour reflects in Finnish legend Alvar Aalto's modernist architecture and premium glassware range, and contemporary buildings such as the cup-shaped Kamppi Chapel of Silence and the pine-wood-blen Lohja sauna. Design here is rooted in practicality. A fusion of beauty

and innovation, it makes everyday life better, and the Design District is the place to spend all your money. Helsinki is also an immensely walkable city and some of its art nouveau and classic cream-cake-styled buildings are best explored on foot. Strolling past Kallio in downtown Helsinki, gazing at display windows brimming with international brands, is one way to gauge how fashion-forward the city is. For traditional fare served with Instagram-worthy plating, old-time favourites Savoy and Saluterget are your best bets. Beyond the Uspenski Cathedral in the Katajanokka district, old red-brick warehouses repurposed into chic restaurants and coffee shops hint at Helsinki's gastronomic credentials. The calories are swiftly burnt in saunas, both public and private.



SAUNA BY THE SEA

In Finland, a visit to a sauna is a spiritual experience. Like going to church. Share your tobacco and tinderbox, but not your sauna or your swimmer, preach the Finns. Luckily, Helsinki is still home to an impressive catch of public saunas that stay afloat round the year. Be it sub-zero temperatures or balmy summer evenings, tourists and locals can be seen frolicking in and out of them. In a country that brags 2.3 million saunas, the options are plenty. But the Baltic-facing Lohja and Aalto Sea Pool are top-notch. In their architecture, sauna and pool options, and the delectable fare they serve in their trendy al fresco restaurants.

Located in the city centre, Aalto's USP is its freshwater pool that

makes swimming even in freezing cold a delight—it's always open at 27°C! The unregulated seawater pool on the other hand, is ideal to laze in during summer months. A 10-minute drive from Aalto, in Helsinki's industrial Hietalahti district that's being repurposed into a residential hub, stands Lohja. Even from a distance, its multi-tiered pine-wood glass facade looks imposing. Lohja, in Finnish, means the steam that rises when water is thrown on hot stones, and it is Helsinki's only smoke sauna—most others are electric. Here, you can sweat it out in a smoke or wood-fired sauna, jump into an invigorating sea pool, roll in the snow, head back in, and repeat. Don't leave without trying some soulful Finnish food. Elk meatballs and salmon soup anyone? (www.aaltoseapool.com: €22/€1,000 for 10 hrs; www.lojy.fi/helsinki: €139/€1,500 for 2 hrs).

PHOTO: GETTY IMAGES/ALVARO SOUTO



ART ATTACK

Helsinki hosts over 20 art galleries and museums, but the Temin Palace in Kamppi is a good point of initiation. The cultural complex houses a 14-screen theatre, many restaurants, and is the principal location of the Helsinki Art Museum (HAM). Though HAM also takes care of all public art in Helsinki (over 9,000 artworks), it is the changing displays, exhibitions and galleries inside Temin Palace that showcase the best of modern and contemporary art by both Finnish and international artists. One of the most striking permanent displays here include Finnish feminist artist Tove Jansson's frescoes and artworks. In 'Party in the City', one of her more popular paintings, Jansson painted her lesbian lover dancing in the centre and herself smoking a cigarette at a table with a Moenier for company. The mural-like creature she created for her comic Finnish children's book series.

Just a 10-minute walk from HAM stands another landmark, the Museum of Contemporary Art Kiasma. The sinuous wave-like glass structure designed by architect Steven Heil makes you feel like you are inside a spaceship with curving hallways, amber-white and grey interiors and high-glass ceilings. Loosely translated, Kiasma means a 'place of encounters', and its five galleries are focused on art that surpasses boundaries to experiment with different forms and formats. Current exhibitions at Kiasma include Nathaniel Mellors and Erkki Nauanen's abundant Aalto Notes, which uses audio, video and 3D sculptures to examine Finnish identity, and Russian drag artist Vladimir Vampyrev-Morre's collection of photographs, parodies and paintings, including portraits of Russian politicians given makers with birds, porcupines and face-masks. Remember to stop by at the museum shop. It's plastered with postcards and journals bearing Finnish art prints (Kiasma.fi).

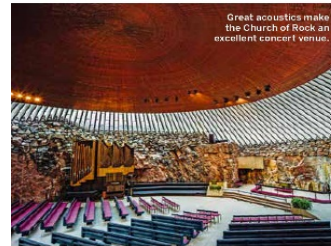


PHOTO: GETTY IMAGES/ALVARO SOUTO

DESIGN PARADISE

Did you know that Fiskars scissors, Nokia cell phones and Angry Birds videogame are all Finnish imports? Or that apart from its stunning modernist architecture, designer Alvar Aalto is equally famous for his bent wood furniture and chic glassware? You will once you tour the Design Museum (designmuseum.fi). Exhibitions here keep changing. But the permanent display, *Utopia Now: The Story of Finnish Design*, is a good introduction to some of Finland's iconic designers and their globally recognised works. The A&S isoprinting glass displays only enhance the experience.

Armed with this newfound knowledge, head to the Design District, a 25-street cluster comprising over 200 design-focused stores, cafés and galleries (designdistrict.fi). Flagship stores of all major Finnish brands are here, some of them nestled in pretty art nouveau buildings. Marimekko, a textile and home furnishing label, brims with local designer Marja Isola's colourful signature poppy prints (marimekko.com). Artek, a furniture store conceived by Alvar and Aino Aalto, amongst others, is a haven for modernist, minimalist furniture (artek.fi). For chic glassware by Kaj Franck and Alvar Aalto, including tumblers and vase-shaped glasses, browse through Iittala's shelves (iittala.com/home). For lesser-known indie labels, keep an eye out for concept stores such as Nudge and Lokal where you must ditch the stereotypical souvenirs in favour of pink and purple organ-shaped wooden earrings and ceramic salt and pepper shakers (lokalhelsinki.com/nudge.fi).



Great acoustics make the Church of Rock an excellent concert venue.

TAKE ME TO CHURCH

Nowhere is the Russian occupation of Finland more evident than in its churches. The Helsinki and Uspenski cathedrals emulate the architecture of two Russian churches. With its white and green facade and gilded domes, the neoclassical Helsinki Cathedral, towering over the Senate Square, is perhaps the city's most recognisable landmark. Resting on a cliff in the Katajanokka district, Uspenski is distinguished by its red brick exterior and green and gold cupolas.

Despite the cathedral's stately grandeur, the most popular church in the city is also its most unconventional. The Temppeliaukio Church (Church of the Rock) is built inside a depression created by dynamiting granite. Its copper dome, although supported by concrete beams, appears to be floating. The expansive structure is awash with natural light streaming in from sleek paneled windows that cascade down all the way from the dome to the church's grey stone walls. The shocking pink birch benches are a great juxtaposition, and the church's excellent acoustics is the reason why it is often booked for musical concerts (www.facebook.com/temppeliaukio).

If you like your churches ultra-contemporary, do make a stop at the Kampenkapel or the Chapel of Silence. The warm, wooded, cup-shaped chapel offers a moment of peace amidst the cacophony of Kamppi, one of the city's busiest districts.

TO MARKET, TO MARKET

There is more to Finnish cuisine than rye bread and salmon, and the best place to experience the country's culinary range is at the Vanha Kauppahalli or the Old Market Hall. The gorgeous red-brick-and-cream facade dates back to 1888—the grand dame of Finnish market halls reopened after an impressive renovation in 2014. Inside are rows of stalls, their vintage wooden shelves and glass displays lined with a vast selection of fresh produce and local delicacies. The catch of the day, herring, pike, octopus, and whitefish, share space with fish roe and caviar. Berry sauces and preserves are sold alongside various types of meat including cuts of reindeer, pork and beef; a food pairing one must try. For an introduction to local Finnish spirits, step inside Aiko, a state-run alcohol chain. The tiny outpost stocks an enviable selection of local and international wines along with Lapland vodka and the award-winning Napue gin. For sweet cravings, try the traditional cinnamon rolls with coffee made from beans roasted the same day; you can even pick up a packet (vanhakauppahalli.fi).

Exhausted from all the shopping? Unwind over a bowl of creamy salmon soup at Story, a brightly lit café in the atrium. The hearty broth has chunks of fish and potatoes, and is served with a side of rye bread and butter. Grab a table overlooking the harbour and the Skywheel, and don't forget to look up—vintage fishing wire traps dangle from the ceiling (www.restaurantstory.fi).



Story café's changing menu features the Old Market Hall's fresh produce.



Call it a day at Atejee Bar between swigs of its signature cocktail, Aalto.

WHERE SPIRITS SOAR

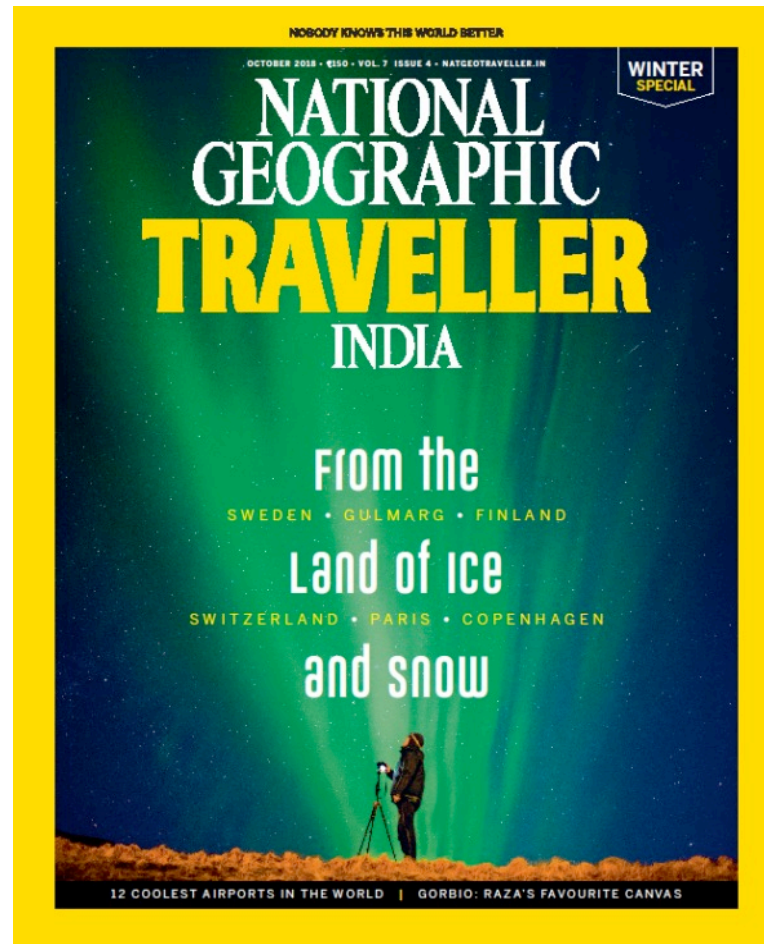
If you have time for only one drink, head to Atejee Bar. Housed in Hotel Torn, Finland's first skyscraper, the 14th floor bar offers sweeping views. On a clear day you can see all the way up to Estonia's capital Tallinn, a visual luxury reflected in a steeply priced menu. Its bestseller? Aalto, a cranberry vodka and Cointreau-based drink, served in Alvar Aalto's classic designer vase-shaped glass. And you can take them as a keepsake!

Be warned. Though the tiny, barely 45-seater bar tends to get crowded, but the good news is that even if you don't get a table, you can still walk around and see the monthly art exhibition promoting local art displayed on the walls (and buy prints if you so choose). Or, head directly to one of the two terraces to spot some Helsinki landmarks. To get you by, info cards are plastered everywhere. Pro tip: for unhindered views of Helsinki's cityscape, make a trip to the toilet (www.rafaamo.fi/en/helsinki/atejee-bar).

PHOTO: GETTY IMAGES/ALVARO SOUTO

National Geographic October 2018 Issue

Finland Image is on the Cover Page and 10 Page Editorial on Lapland





THE DESTINATION

A WINTER SPENT IN THE FINNISH LAPLAND CAN TICK OFF ALL CHILDHOOD DREAMS, AND SOME DREAMS ONES TOO.

BY LUBNA AMIR

Sleigh It Like Santa

92 | FINLAND GOVERNMENT | BANGALORE | OCTOBER 2018



THE DESTINATION

When asked to write a short bio, my world-hardened, no-stars-in-her-eyes colleague, L, wrote, "[she] fantasises about a bucket-list journey to witness the aurora borealis someday."

In Finland, there's more than one way to witness the Northern Lights. Be on a guided tour, or hire a private guide. Or, if you're feeling adventurous, you can try to catch them on your own. The best time to see them is from September to March, when the nights are long and dark. The aurora is most visible in the northern part of the country, where the nights are longest. The best time to see them is from September to March, when the nights are long and dark.

It's March—still winter in Finland. Thursday night, I'd packed my sled with a group of other journalists, and we'd travelled to Levi, a ski town north of the Arctic Circle in Finnish Lapland. The first thing on my mind was the light. The aurora borealis is unpredictable. We had not even seen the lights. But the night was so dark, so cold, so quiet, and so beautiful, that I was willing to wait. The night was so dark, so cold, so quiet, and so beautiful, that I was willing to wait.

As we walked through the snowy forest, the light came. It was a greenish-yellow, and it was so bright, so clear, so beautiful, that I was willing to wait. The night was so dark, so cold, so quiet, and so beautiful, that I was willing to wait.

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THE DESTINATION

As per tradition, you can see the aurora borealis in the north of Finland, where the nights are long and dark.

The aurora borealis is a natural phenomenon that occurs in the northern part of the world. It is caused by the interaction of the Earth's magnetic field with the solar wind. The aurora is most visible in the northern part of the world, where the nights are longest.

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THE DESTINATION

Santa Claus is coming to town. He's bringing gifts and cheer to all who wait for him. He's coming to town. He's bringing gifts and cheer to all who wait for him.

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Casa Vogue India

Feature On Design District Helsinki

SHOPPING TRAILS, HOME SOLUTIONS AND THE BEST IN ENTERTAINING

CASA

black book VOGUE

Helsinki

A wooden egg-like building in the centre of Helsinki, The Chapel of Silence was designed by K2S Architects Ltd as a place to calm down in one of the busiest areas in Finland

TRAIL

INSIDER EYE FOR THE DESIGN MIND

Feeling the Milan fatigue? It's time to head to the new design capitals of the world. From a French boutique in Dubai to an egg-shaped cathedral in Helsinki—four experts give us a personal tour of the iconic and undiscovered from their cities. By CHANDNI SEHGAL.

EXPERT
PIIA LEHTINEN
President of the board, Design District Helsinki; head of sponsorship, Design Museum Helsinki; founder, Design Club Business Network

The multi-hyphenate, whose work focuses on growing the design industry within Finland, reminds us that, while the country is known world over for its style and iconic designers, Helsinki has committed to user-centric design. "We believe that design makes everyday life better. It is a very walkable green city, surrounded by the sea, where design is really rooted in practicality and functionality."

SHOP STOP
ARTEK 2ND CYCLE
Since 2006, the brand has been working with pre-loved furniture. I love how it promotes conscious consumption and celebrates high-quality design. Artek.fi

RESTAURANT JUURI
Named after the Finnish word for root, it offers Finnish cuisine using local ingredients. The specialty of the restaurant is Sapas, basically Finnish tapas that draws influence from local food traditions. Juuri.fi

Almarj table lamp

Aalto' low screen

Stuffed onion, gooseberries and goat cheese

Lighting in Tiger Moody wallpaper

Design Museum Helsinki

PEOPLE WATCH

DESIGN ICON Klaus Haapaniemi
Even if you're a fan of simple patterns, you'll love the fantastical style of this designer-artist, who recently created a tapestry-like wallpaper for design hotel St. George in Helsinki. Klaush.com

Dialogi Mobilet' glass sculptures

GEN NEXT Mila Vashtera
The designer-artist's glass sculptures will be exhibited at Design Museum Gallery in September 2018. MilaVashtera.com

DESIGN MUSEUM HELSINKI

PEOPLE WATCH

DESIGN ICON Hubert Zandberg
The South African interior designer is making waves around the world with his distinctive commercial and residential projects. Hzinteriors.com

GEN NEXT David Krynauf
The young furniture designer is known for the quality detail and individuality of his designs. Davidkrynauf.com

Wip' bench

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DESIGN DISTRICT HELSINKI
This cluster of creative businesses plays a large role in boosting Helsinki's reputation as a city of design. Located in the centre of Helsinki is a neighbourhood association that houses design and antique shops, fashion boutiques, museums, art galleries, restaurants, hotels and showrooms—it has 25 streets with over 200 spots!

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Wip' bench

Johannesburg

Ponte Tower is a brutalist structure that dominates Johannesburg's skyline. On a rooftop tour of this iconic building, you will be taken through the early days of grand opulence and social oppression, to the stories of urban decay and the building's resilient nature through complex economic times. Get with an open mind and leave your prejudices at home! Krige advises.

Managing director, Rooms on View: MD, La Grange Interiors

EXPERT SUMARI KRIGE

The curator of "Rooms on View" at Design Joburg, one of the city's premier design events, tells us what makes the city one to watch. "Johannesburg has a brilliant, vivid energy that shines through its flourishing creative scene. Design is a creative and aesthetic solution; an agent of change and innovation. There are so many exciting design-focused initiatives and communities based in and around JHB."

SHOP STOP

LA GRANGE INTERIORS
A store offering sensational décor accessories, furniture pieces and one-of-a-kind objects d'art. Lagrangeinteriors.co.za

CIRCA GALLERY
An architectural landmark, its circular structure and metal fins reach into the sky. Circa exhibits contemporary fine art, sculpture and photography. Head to the top floor for an extraordinary view. (+27 11 788 4805)

DREAMWEAVER STUDIOS
A brilliant selection of the finest wallpaper and fabric, curated from all over the world and presented by Haidee Kramer. Dreamweaverstudios.co.za

PEOPLE WATCH

DESIGN ICON Hubert Zandberg
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High-Design Helsinki

More than just a stopover, the capital city of Finland is where you are greeted by avant-garde styles at every turn

By Shikha Shah

For anyone who loves art, culture and design, Helsinki should be at the top of their to-do list. Designated a 2012 World Design Capital, everything from the city's architectural masterpieces like the Alvar Aalto's Finlandia Hall overlooking Töölönlahti Bay and Eliel Saarinen's central train station to minimalist furniture, innovative kitchenware, textiles and jewellery reflects fine Scandinavian taste. Probably, the city's flamboyant character and mix-and-match of styles can be credited to its apt location between the East and the West. Historic buildings, boutiques, workshops, galleries, cafes, street art there's so much to see and appreciate here!

Creative Soul

Founded in 2005, Helsinki's Design District is the creative soul of the city and encompasses some of the prettiest downtown neighbourhoods like Punavuori, Kaartinkaupunki, Kruunhaka, Kamppi and Ullanlinna. Start at the Design Museum, located in the heart of Punavuori. Housed in a historic building, the museum's permanent exhibits give you a crash course in Finnish design by narrating its history – starting from trailblazers of the late 19th century, moving on to glasswork and ceramics of Kaj Frank, bent-wood Artek furniture by Alvar Aalto – the father of Finnish Modernism, and even the original 1992 Nokia cell-phone. The Design District is where you come across young talented designers and artists who have set up quaint shops and ateliers in the neighborhood's Art Nouveau buildings. Pop in and out of more than 200 stores showcasing Finnish fashion, home goods, glassware and more. Standouts in-

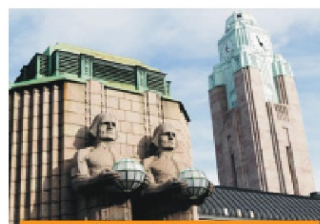
clude Marimekko – a local designer label founded in 1951 and known for its brightly-coloured floral print, Samuji – Samu-Jussi Koski's carefully edited collection of classic clothing and homewares, Lokal – photographer Katja Hagelstam's concept store, Artek – a specialist in 20th century modernist furniture and Iittala for its timeless yet modern Scandinavian tableware, cookware and home interior design. Many workrooms simultaneously function as galleries and cafes.

Classic & Modern

Helsinki's photograph-worthy boulevards and backstreets display Byzantine-Russian, neo-Renaissance and neoclassical styles alongside functional, modernist designs. The ornate Jugendstil (German Art Nouveau) facades are everywhere, especially the pastel-hued houses in the upmarket Eira neighbourhood, located in a close proximity to the seashore (a 20-minute walk from the Esplanadi). The best way to see it all would be to purchase a day travel pass and take tram No. 4, which passes by most of the main architectural

Other must dos in Helsinki

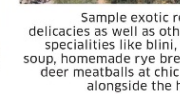
Visit Vanha Kauppahalli, Helsinki's iconic market hall built in 1888. Sample Finnish cheese, smoked salmon, berries, forest mushrooms and more



Helsinki's railway station is considered to be a significant creation in the National Romantic style



Take a trip to Suomenlinna, the "Fortress of Finland". A cluster of islands, the UNESCO World Heritage site is home to museums, former bunkers and Finland's only remaining WW II submarine



Sample exotic reindeer delicacies as well as other local specialties like blini, salmon soup, homemade rye bread, and deer meatballs at chic bistros alongside the harbour



Lokal, a leading Finnish furniture store



Soul Vintage shop in Kallio – specialised in vintage clothes, furniture and music



Helsinki market square

sights, including the Uspenski Cathedral, Finlandia Hall, the National Museum, the Opera House, and the Olympic Stadium.

Helsinki's railway station is a masterpiece one shouldn't miss. Designed by Eliel Saarinen and completed in 1919, the station is considered to be the most significant creation in the National Romantic style. Mostly clad in Finnish granite, its distinguishing features are its clock tower and the two pairs of statues holding the spherical lamps, on either side of the main entrance. Approximately 2,00,000 passengers visit the terminal every day, making it Finland's most-visited building.

The recent design renaissance hasn't failed to hit the Finnish sauna. Tuomas Toivonen and Nene Tsuboi's subtly fascinating Kulttuurisau-

HOW TO GET THERE

Finnair offers direct flights from New Delhi to Helsinki-Vantaa international airport

WHERE TO STAY

Located in the heart of Design Quarter, the Hotel Indigo Helsinki - Boulevard makes for a good option. Sample a mix of Scandinavian, European and Helsinki-an specialties at their bistro-style restaurant Brod Punavuori.

If you wish to stay at the buzzing Market Square, pick Hotel Haven. The breakfast

at Hotel Haven is served at the beautiful Sundman House, the second oldest stone building in Finland.

Hotel Kamp offers an experience of 19th-century luxury in a historic setting. Browse through beautiful artwork that adorns the hotel's rooms, hallways and lobbies.

Travel Tip

Design District is closed on Sundays, so plan ahead. It's best to make an early start: most shops close by 6 pm. If you are planning a trip focused on art and architecture, go in September for the Helsinki Design Week celebrations

na on Helsinki's harbour, with its columns and rooftop pyramid is a rare example of contemporary Finnish architecture. Head to this temple of calm for an intimate and authentic public sauna experience. At the same time, the Löyly, located at the cruise ship harbour in Hernesaari, is a heat-treated pine structure built around a free-form concept with triangular faces. It's marvelous how the wooden strips do not limit the stunning sea view from within, but function like venetian blinds in blocking views from outside, thus offering privacy. However, its highlight remains the stepped cloak that forms stairs to climb on to the roof and look out terraces on top of the building.

Dig Deeper

Finnish design isn't just about all things super sophisticated. For durable yet cheap antiques, clothing and local collectibles spanning the latter half of the 20th century, take the time to sift through the flea markets and vintage shops scattered throughout the city, especially within the Design District and the Kruunhaka area. If you dig deeper, you're likely to find a treasure trove of timeless pieces as well as some really eclectic gifting items. For all things artsy, visit the bohemian neighbourhood of Kallio, a hub for street art. Wish to take a coffee break inside a café tent? The Hakaniemi outdoor market is the place to be. ■

ET PANACHE

13 Sept 2018



On Ganesh Chaturthi today, we wish new beginnings to our dear readers

WHAT'S THE WEATHER?  Hong Kong  Amsterdam  Frankfurt  Kathmandu  Montréal



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DIVE TO EXPLORE



TRAVEL TALES
"I AM NOT THE SAME, HAVING SEEN THE MOON SHINE ON THE OTHER SIDE OF THE WORLD."
— MARY ANNE RADMACHER

UNDERWATER: Coral reef diving is a fabulous opportunity to see archaic ship wrecks. This gives a twist of fitness to a fun holiday.

FESTIVE TIME TRAVEL WORLD SPECIAL



HAVE SOME FUN: Local festivals offer a glimpse into the culture of a destination. Plan your vacations around it. (Pic: Songkran, Thailand)

WATER FUN



MILONGA: Couples twist across the wood floor to the melancholy sounds of tango until the sun goes down during a Tango camp near the town of Colonia in the heart of Montenegro's rugged north. This hours-long dance session, known as a milonga, is at the base of a ski-slope in a small Montenegrin town that has become an unlikely host to a thriving tango scene.

SELFIE ZONE



FIRST, LET'S TAKE A SELFIE: Women wearing traditional Korean Hanbok dresses take a selfie as they visit Gyeongbokgung Palace in Seoul, South Korea. Regional tourism gets a boost when travellers like to don traditional attire and visit popular monuments.

LET'S TEE-OFF



Mix golfing with sight-seeing at Poste de Flacq in Mauritius

BHUTANESE LURE



A Bhutanese woman walks out a room at a museum in Bhutan's capital Thimphu

Been on any thematic vacation recently? Share your rare moments with us and send your photos at ecommercestravel@gmail.com or upload them on www.facebook.com/ETTravelIndia and the best ones will be printed in the next issues of ET Panache Travel

Eat & relax like the Finnish do

In the Land of the Midnight Sun, there is much to explore, eat and rejuvenate with. Here's more...

GO NATURE-LOVING!

With gorgeous coastal islands, vast stretches of forests and cobalt lakes everywhere in Finland, one is never too far from nature. Stay in one of the countryside cottages, cook dinner on the grill and enjoy slow life. Try the traditional sauna here, which may be just perfect for a couple.

Why not try some leisurely swimming, canoeing, horseback riding, cycling, mountain biking, hiking or berry and mushroom picking? From

hilberries, raspberries and lingonberries to the tart chowberries, over 40 edible berries grow in Finland and they are a part of the traditional diet here. Ah the good things in life!

MUST-EAT IN FINLAND

• **Mustikkapiirakka:** In July and August, bilberries are everywhere in the country. Most Finns use them to prepare jams and juices or freeze them for winter. Try irakka (bilberry pie) or bilberry milk.

Finnish Sauna is perfect!



• **Karjalanpiirakka:** Melt-in-mouth Karelian pies are made with rye flour and filled with potatoes, rice or carrots. They taste delicious with an egg butter spread on top!

• **Ruisleipä:** A Finnish diet staple, Ruisleipä is rye bread made from sour dough. Naikkaleipä is the cracker version of rye bread. They are eaten at breakfast with butter or cheese spreads, with soup at lunch or as an evening snack.

WILD BUT TRUE

Finland is known for its unique sports and annual festivals. Mobile Phone Throwing is one of them! Competitors meet annually in the town of Savonlinna to see who can throw their handset the farthest. It signifies a spiritual freedom from being available at all times.

Fancy some olives for romance?

OLIVE TRAIL



HARVESTED OLIVES: Authentic experience of picking olives can be fun under the Grecian sun with nature and experience every stage of the harvest. Visitors can pick olives using any of the age-old harvesting techniques, working for just one day or for a number of weeks in a row. Guests can also help transfer the harvested olives to a traditional olive press, the traditional art of extracting precious oil and watch how the golden oil begins to flow and fill up the air with its aromatic fragrance. Once the olives have been pressed, anyone who has helped is welcome to take some oil home or fill up bottles bearing their very own personalised label.

This acquaintance with the olive and its oil does not stop here. Visitors can adopt olive trees. In return, they get a certificate with information about the olives the trees produce, plus a sample of the olive oil made from the adopted trees. At the end of the harvest, there is a huge feast and a celebration to reward the efforts of all those who have helped.

WINTER IS GOOD: Cruising to witness the fjords can be calming. (Pic: Camilla Rutherford)

Winter is no excuse not to get out on the water in New Zealand, especially now with Milford Sound overnight winter cruises.

Try a boutique cruise operator — which offers access to Milford Sound and Fiordland via helicopter. Enjoy a personal time with your family in a custom-built 20m catamaran featuring a helipad, hot tub, private king suites and chef-prepared cuisine. This is your option to explore Milford Sound overnight cruises during winter.

Interested to try day trip with your own group of colleagues or family, then a trip

Ever thought of overnight cruising in the winters?

cooler months are considered ideal to discover the beauty of the fjords with some Kiwi touch onboard

WITNESS FJORDS



LIFE IS GOOD: Cruising to witness the fjords can be calming. (Pic: Camilla Rutherford)

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Interested to try day trip with your own group of colleagues or family, then a trip

onboard Fiordland Discovery

Discovery that accommodates up to 20 people per cruise, it offers smart day trips (crayfish lunch cruises) for guests wanting to fly in and out of Queenstown and Tā Aneka, landing directly on the boat in Milford Sound via helicopter.

These cute vessels provide quiet solace from busy ski season in Queenstown. The cooler months are said to be ideal for a surreal feeling to be able to enjoy the snowy peaks and rare wildlife from the comfort of your own spacious cabin, or even from the top-deck hot tub with some wine in hand.



12/17/18
Sara Sodhi

Travel + Leisure India

September 2018 Issue

8 Page Story on Levi, Lapland



UP LOOKING IN

IN A SPAN OF TWO DAYS, FINLAND MAKES YOU REALISE HOW INSIGNIFICANT MAN IS WHEN NATURE PUTS ON A SHOW. ANWESHA SANKAR BRINGS BACK MORE THAN JUST PICTURES OF THE NORTHERN LIGHTS ON HER JOURNEY TO THE SKI TOWN OF LEVI.

cold, until my eyelashes froze and we stopped blinking. It was time to head back.

While the Finnish Lapland shows off its unmissable position as a top Arctic destination in Scandinavia, there is another magic drive to this place that you would surely not realise until you're there. Once I got here, and before we set out on our journey, I had a chance to explore the city centre and on the way to the ski resort, several compounds had got up sleeping including the very size of all was available, complete with houses for long-term residents. It was a pity to say the least, but the 'adventure' factor of it all didn't make me want to stay in a hotel. I had to stay in a small cabin, but the experience was worth it. I had to stay in a small cabin, but the experience was worth it. I had to stay in a small cabin, but the experience was worth it.

became instantly memorable, and in a first, I photographed my self standing in a snowy field of the town.

Ski lessons can teach you a lot about snowing, especially when your tutor looks like a bear. But in a few hours, in a few repeated lessons, you'll know a little about the town. I had a chance to explore the city centre and on the way to the ski resort, several compounds had got up sleeping including the very size of all was available, complete with houses for long-term residents. It was a pity to say the least, but the 'adventure' factor of it all didn't make me want to stay in a hotel. I had to stay in a small cabin, but the experience was worth it. I had to stay in a small cabin, but the experience was worth it.

WE WERE ALL FIRST TIMERS, AND THE SHEER THOUGHT OF SHIRING WHAT WAS ABOUT TO BECOME ONE OF THE MEMORABLE NIGHTS OF OUR LIVES, BROKE THE ICE BETWEEN SEVEN ADULTS.



THE FINNISH LAPLAND, FINLAND, IS A GREAT PLACE TO GO TO SEE THE NORTHERN LIGHTS. PHOTOGRAPH BY ANWESHA SANKAR

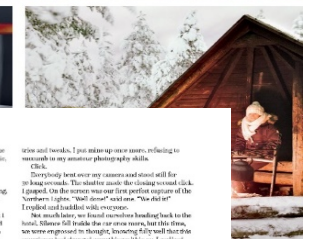
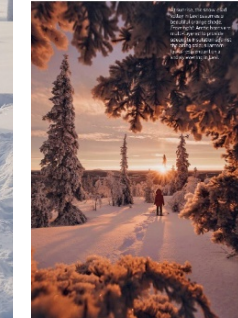
"I bet there are better ways to experience -25°C Celsius than this blizzard," I said in a rather low voice through gritted teeth. Only, there weren't.

Levi is a small town in Lapland, Finland, known for its skiing and Northern Lights. It's a great place to go to see the Northern Lights. Levi is a small town in Lapland, Finland, known for its skiing and Northern Lights. It's a great place to go to see the Northern Lights.

WE WERE ON A COMPLETELY DARK HIGHWAY NOW. OUR ONLY SOURCE OF LIGHT FOR THE ROAD AHEAD.



PHOTOGRAPH BY ANWESHA SANKAR



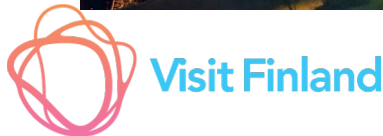
the glow, not knowing which colour to look for. The restaurant was packed with people enjoying the moment, and the atmosphere was electric. I had a chance to explore the city centre and on the way to the ski resort, several compounds had got up sleeping including the very size of all was available, complete with houses for long-term residents. It was a pity to say the least, but the 'adventure' factor of it all didn't make me want to stay in a hotel. I had to stay in a small cabin, but the experience was worth it. I had to stay in a small cabin, but the experience was worth it.

and towards. I put more up more, reflecting to myself in my amateur photography skills. I had a chance to explore the city centre and on the way to the ski resort, several compounds had got up sleeping including the very size of all was available, complete with houses for long-term residents. It was a pity to say the least, but the 'adventure' factor of it all didn't make me want to stay in a hotel. I had to stay in a small cabin, but the experience was worth it. I had to stay in a small cabin, but the experience was worth it.



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Visit Finland

12/17/18
Sara Sodhi

Asia Spa

MARCH APRIL 2018 ISSUE (4 Pages)



STEAMING HOT

In Finland's freezing temperatures, the sauna is not just a place to get warm; it's a way of life – a tradition

by ANDREW COOPER



PHOTO COURTESY OF FINLAND'S SAUNA ASSOCIATION

Visibility is rather poor inside the steamy room, and the air is heavy. The walls of the room seem to dissolve into the heat and humidity. These are the sauna's most typical features: the heat, the steam, the humidity. A handful of people sit on the wooden benches, some of them looking out the window. A small fire burns in the stove, and the heat is so intense that the body is covered in a completely invisible sweat. The heat is so intense that the body is covered in a completely invisible sweat. The heat is so intense that the body is covered in a completely invisible sweat.

For centuries, the sauna has been a part of Finnish life. It is a place where people go to relax, to get away from the stresses of daily life. It is a place where people go to relax, to get away from the stresses of daily life. It is a place where people go to relax, to get away from the stresses of daily life.

PHOTO COURTESY OF FINLAND'S SAUNA ASSOCIATION



PHOTO COURTESY OF FINLAND'S SAUNA ASSOCIATION

get ready for the sauna. The sauna is a place where people go to relax, to get away from the stresses of daily life. It is a place where people go to relax, to get away from the stresses of daily life. It is a place where people go to relax, to get away from the stresses of daily life.

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PHOTO COURTESY OF FINLAND'S SAUNA ASSOCIATION

WELLNESS IN FINLAND

Although the sauna is a place where people go to relax, to get away from the stresses of daily life. It is a place where people go to relax, to get away from the stresses of daily life. It is a place where people go to relax, to get away from the stresses of daily life.



PHOTO COURTESY OF FINLAND'S SAUNA ASSOCIATION

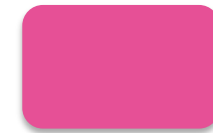


12/17/18
Sara Sodhi

Sales Events 2019

DESCRIPTION	SCHEDULE	
Educ / Camp School Seminar and workshop	TBC	Edu Travel
India Roadshow (New Delhi & Mumbai)	Feb 2019 (week9)	Educating Indian Travel Fraternity about Finland and synergising relationships of Finnish Hotels, Suppliers, DMC's with Indian Agents (TA, TO, OTA) & MICE Agents to channelize numbers
MILT (MICE India Luxury Congress)	17-18 July, 2019 in Delhi 23-24 July, 2019 in Mumbai.	Showcasing Finland as a MICE Destination to Buyers at MILT (MICE Specialists, Direct Corporates, Event Planners etc.)
Trade Association Events (TAAI/TAFI/OTOAI)	TBC	
Trade Events with Trade Partners like Cox & Kings , Thomas Cook etc	TBC	

Buyer fams



DESCRIPTION	SCHEDULE
Edu Mega Fam + Workshop (7 +1 pax from India)	Fall 2019
MATKA 2019 pre tour (Levi)	Jan 2019
VF Midnight Sun workshop with pretour	June 2019
Summer & Winter luxury theme FAM	March 2019 August 2019
MICE Fam – Finland	Q3-Q4 2019

PR events and activities

DESCRIPTION	SCHEDULE	
1 Press Conference (Delhi)	February 2019	During India Roadshow
B2B Advertisements in Trade Newspapers	Q1-Q4	Regular Advertisements for Brand Awareness and recall

PR trips



DESCRIPTION	SCHEDULE	
1 group press trip for digital influencers	April 2019	Winter experiences/activities
1 influencer trip (Bruissed Passports)	Feb 2019	Luxury theme
1 TV crew	TBC	
3-4 individual press/influencer trips or participants in international press trips	TBA	Q1-Q4

THANKS