

Visit Finland

WEBINAR: COVID-19 - Outloo on tourism industry in South Korea and Japan 9th June 2020 10.00-12.00







Teemu Ahola Account Manager, Asia Visit Finland

Agenda

- 1. Opening words
- 2. Visit Finland 2020 activities in South Korea and Japan | Teemu Ahola, Account Manager, Asia, Visit Finland
- 3. Statistical outlook | Susanne Heikkinen, Analyst, Visit Finland
- 4. South Korea market update | Jani Toivanen, Advisor, Visit Finland East Asia
- 5. Japan market update | Koichi Numata, Senior Manager, Visit Finland East Asia
- 6. Q&A

Market update topics

- Current Situation of COVID -19 outbreak in the market
- Impact of the outbreak to the Travel Trade
- Trends and opportunities



Opening words - Travel recovery

- Visit Finland Travel recovery task force working full speed
- Task force works to prepare Finnish travel recovery strategy
 - Market readiness and recovery scenarios
 - Information gathering and sharing
 - Coordination of market specific action plans
 - Daily meetings within task force, double weekly meetings with Visit Finland management team and regular meetings with steering group.
 - Streering group consists of representatives from Finnair, Eckerö Line, Scandic Hotels, Sokos Hotels, Helsinki Marketing, Visit Rovaniemi, Visit Tampere, Ruka-Kuusamo and Ministry of Economic Affairs and Employment
- Travel recovery website for Finnish travel trade: Matkailun elpyminen
 - Latest market updates, linkage to official authorities websites, other relevant links
- Travel recovery website for international travel trade: <u>Travel recovery information</u>
 - Accessibility, health and safety instructions, partner and regional information, linkage to official authorities websites



Visit Finland 2020 activities in South Korea and Japan

- Virtual Rent a Finn global campaign launch in May
 - Until now media results have been good in Japan and South Korea
 - In Japan over 80 articles, biggest traffic of all markets to Rent a Finn website, good number of followers on localized Rent a Finn live stream
 - 24 articles published in South Korea
- Limited PR & Social media presence in both markets
- Close dialog with local travel trade partners and Finnair in both markets
- Travel trade webinars in Japan
- Sauna campaign activations in Japan
- MoiMoi roadshow in Seoul, Osaka and Tokyo 16th 18th Nov (tentative)
 - Seoul 16th Nov, Osaka 17th Nov and Tokyo 18th Nov



Metsä Pavilion and travel thematic week in Tokyo

- Metsä Pavilion "Home of Finland" for Tokyo Olympics at the Embassy of Finland will be officially opened Oct 2020 and will remain available for partners and open house events until end of Tokyo Olympics 2021
- Visit Finland Travel thematic week at the Metsä Pavilion 16th 22nd Nov in partnership with Destination partners:
 - Lakeland Destination partners: Visit Tampere, Visit Lahti, Visit Jyväskylä, Visit Häme, Visit Saimaa
 - Turku Destination partners: Visit Turku, Moominworld, Sunborn, Viking Line
 - Helsinki Destination partners: Helsinki Marketing, Tallink Silja Line, Port of Helsinki
- Travel thematic week targets media, influencers, key travel trade buyers and consumers during open house days 21st-22nd Nov.

Metsä Pavilion website: Tokyo Metsä Pavilion











Statistical Outlook

Susanne Heikkinen Analyst Visit Finland

Topics

- Japanese and South Korean outbound travel in overall
- Overnights in Finland
- Finland's position among the Nordic countries
- Impact of the Covid-19 on travel from Japan and South Korea
- Consumer sentiment and return to the new normal

Travel flows and trends in 2019

Japan

• Population 126.2 million

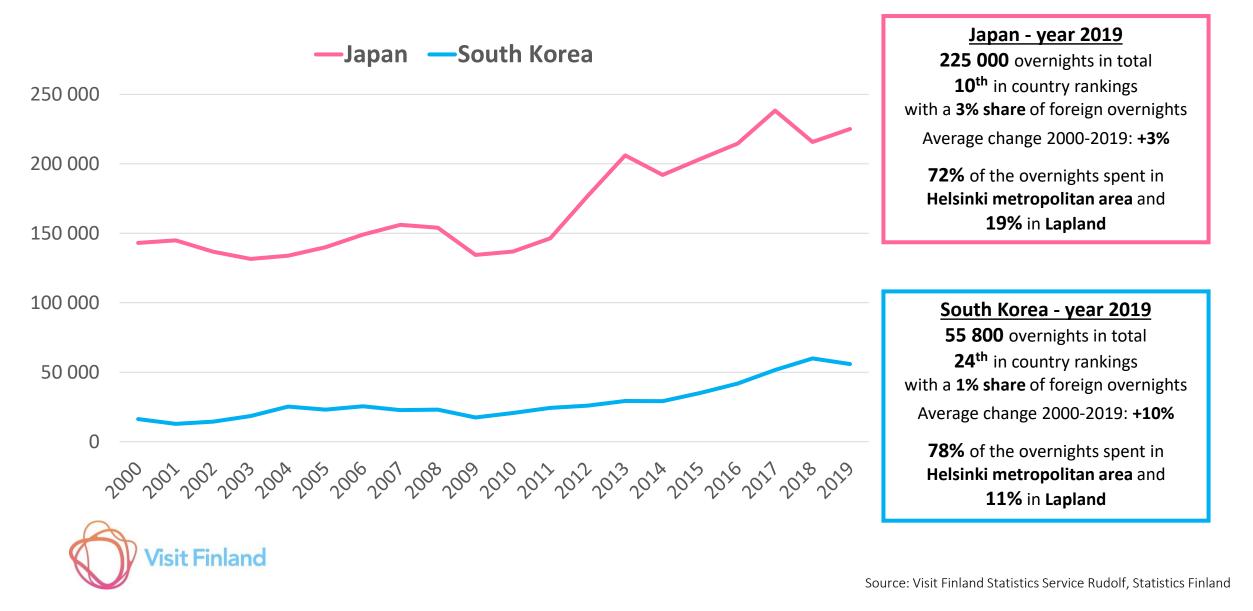
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- 278.7 million domestic trips (86% for leisure purposes)
- **25.3 million international trips** (82% for leisure purposes)
- Outbound tourism continued to grow in 2019, though at a much slower rate than inbound tourism.
- The majority of outbound Japanese travellers are expected to remain "repeaters" – individuals travelling abroad more than once during the year.
- Euromonitor's survey on Japanese consumers in 2019
 - 22% intended to increase their spending on travel/holidays
 - 49% agreed that it is important to **spend money on experiences**. For example, fewer consumers were simply seeking sun and sand during their holidays.
 - 52% agreed that it is important to **experience cultures other than their own**.
 - Safety, culinary experiences and relaxation important destination features when planning holidays.

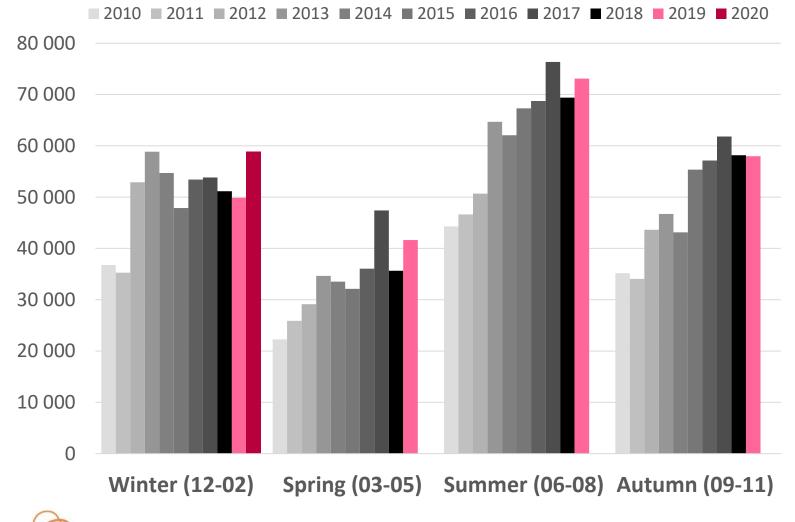
South Korea

- Population 51.7 million
- 115.0 million domestic trips (93% for leisure purposes)
- **34.5 million international trips** (78% for leisure purposes)
- **Travel abroad becoming a popular activity** for South Korean consumers to spend their leisure time on.
- With South Korean travellers becoming more experienced, destination countries will be expected to become more diversified as they **keep looking for new places to visit and new experiences**.
- Euromonitor's survey on Korean consumers in 2019
 - A very high percentage (79%) of millennials felt that it is **important to experience cultures other than their own**.
 - 40% of millennials were also planning on **increasing their spending on travel**.
 - Safety, culinary experiences and relaxation important destination features when planning holidays.

Japanese and Korean overnights in Finland 2000-2019



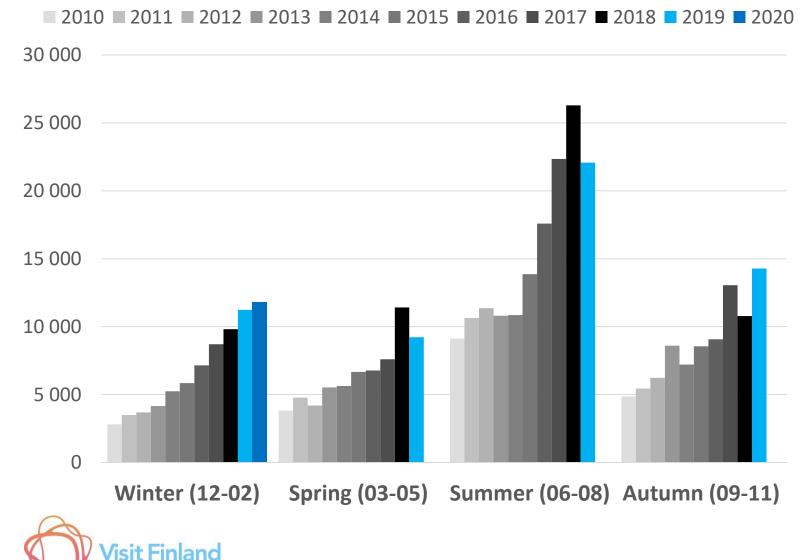
JAPAN – Seasonal overnights in Finland & main destinations



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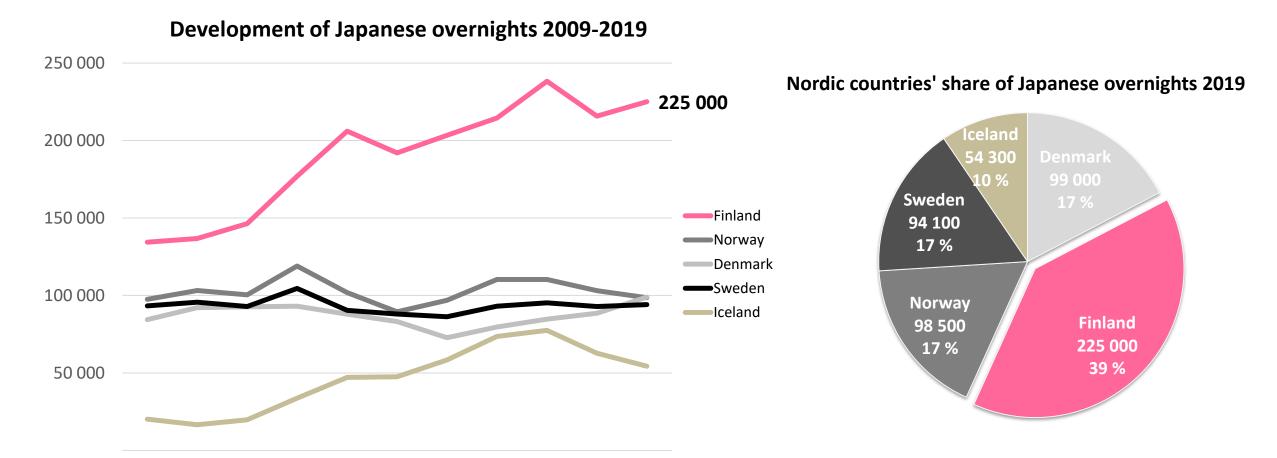
- Summer and autumn have been the most popular seasons to travel to
 Finland during the recent years – however, this winter travel to
 Lapland increased significantly
- In summer 2019, 80% of the overnights were spent in Helsinki
- In autumn 2019, 60% of the overnights took place in Helsinki and 21% in Lapland
- During winter 2019-2020, the share of Helsinki and Lapland were quite the same. In Lapland the overnights increased especially in Rovaniemi, Ylläs and Inari-Saariselkä.

SOUTH KOREA – Seasonal overnights in Finland & main destinations



- Summer has clearly been the most popular season to travel to Finland during the past years – however, autumn and winter travel have recently increased.
- In summer 2019, 80% of the overnights were spent in Helsinki
- In autumn 2019, 56% of the overnights took place in Helsinki and 18% in Lapland
- During winter 2019-2020, half of the overnights were spent in Helsinki and around 30% in Lapland. In Lapland the overnights increased especially in Inari-Saariselkä and Rovaniemi.

JAPAN – Yearly overnights in the Nordic countries

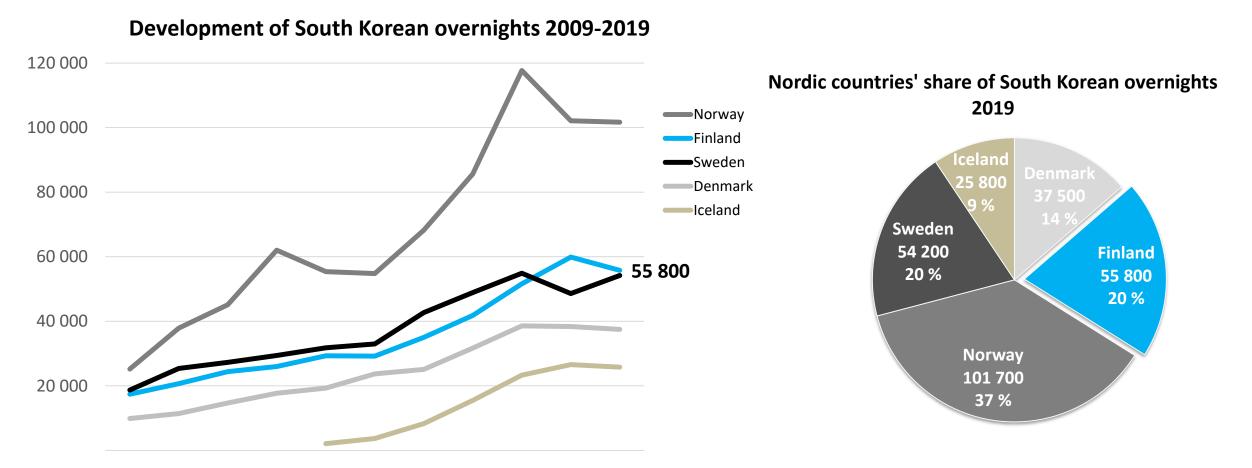


2009 2010 2011 2012 2013 2014 2015 2016 2017 2018 2019



Sources: Visit Finland Statistics Service Rudolf, Statistics Finland, Statistics Sweden, Norway, Denmark and Iceland

SOUTH KOREA – Yearly overnights in the Nordic countries



2009 2010 2011 2012 2013 2014 2015 2016 2017 2018 2019



Sources: Visit Finland Statistics Service Rudolf, Statistics Finland, Statistics Sweden, Norway, Denmark and Iceland

Travel related searches globally on Finland

Finland0s top brandtags

Top Micro-Brandtags	Growth
1. Tourism	+2,2%
2. Northern Lights	+49,1%
3. Travel	+19,3%
4. Saunas	+43,3%
5. Places to Visit	+15,9%
6. Igloos Ice Hotels	+34,3%
7. Cities	+17,2%
8. Santa Claus	+21,2%
9. Holiday Packages	+33,0%
10.Hotels	+47,8%
11.Lakes *	-7,7%
12.Camping	+41,7%

*)Please note: There was a 52% growth in searches for Lakes in 2018 due to Expedia campaign Bloom Consulting



Top touristic activities in Finland remain the same, and this year are the fastest growing...



... experiencing a gain in the total digital demand market share for Finland





#4 296.839 search +43.3% Igloos Ice Hotels



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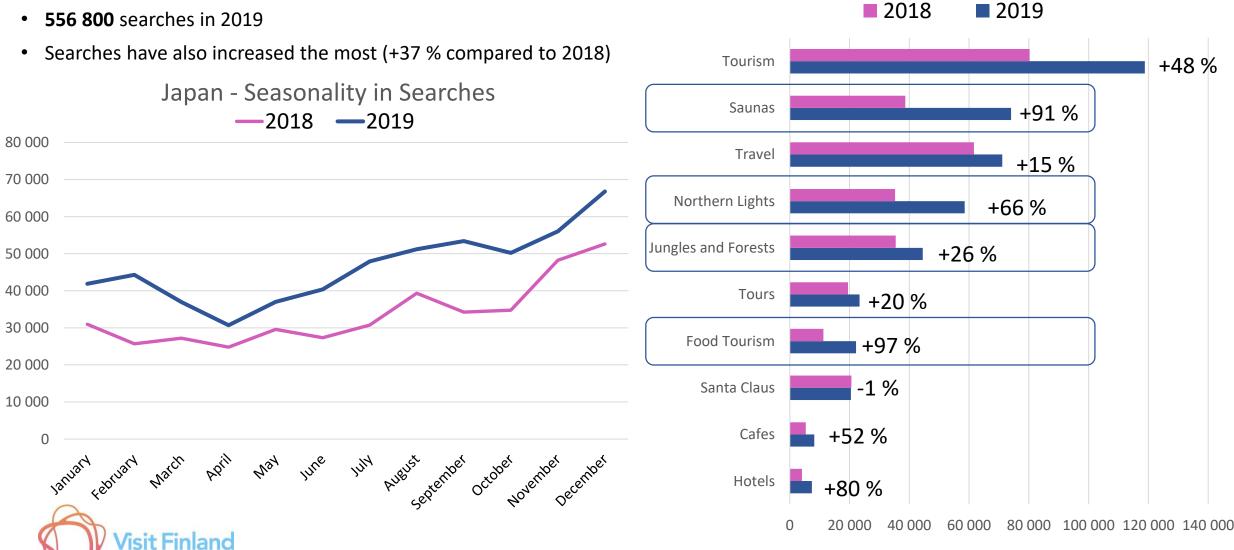


Source: D2 Digital Demand, Bloom Consulting

Market share 2018 Market share 2019 7,2% — 8,7% Market share 2018 Market share 2019 4.9% → 5.8%

Japanese travelers' internet searches

• Japan is no. 1 in country rankings with the most travel related searches on Finland



Source: D2 Digital Demand, Bloom Consulting

Japan - Top Microbrandtags



Life Money says that there is no water bath in Sauna's home country "Finland" Posted on: Aug 11, 2019 16:00

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Sauna gathering! Japan's largest sauna festival held in Nagano

2019/08/12 TABI LABO editorial department



9.23 (MONTE:00-

The Finnish "World's Best Happiness"

How richness and forgiveness are nurtured

GF 9.22 WWW.SAUNAFESJAPAN.COM

2019.2.7



MovieWalker

Aurora appreciation in Northern Europe Finland! -Tips for enjoying a photography trip Photographer Kakita Miho × Scandinavian Travel Fin Tour Tetsuya Miwa

News & Report Editor

In search of the Northern Lights of Finland

Commemorating the release of the best love story movie "Yuki no Hana"

Feel All The Feels This Love Month With The Movie Snow Flower



Happiness ranking No.1 country with red aurora and Finland! Be happy when you watch the movie "Snow Flower"! ?

Enjoy the night sky insummer and the north





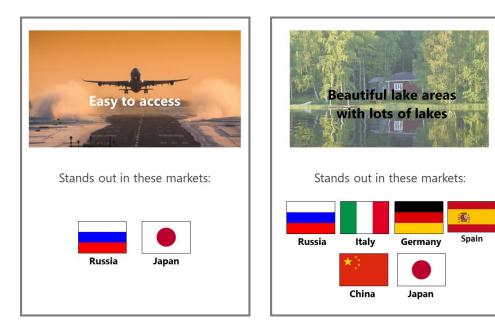


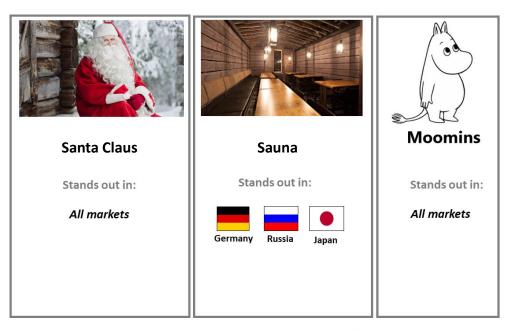
THE HISTORIC GLO HOTEL ART AS ONE OF THE FILMING LOCATIONS OF THE JAPANESE SNOW FLOWER MOVIE

February 04, 2019

JAPAN – Finland's strengths compared to the other Nordic countries

Finland is clearly the top of mind travel destination in the Nordic region





The northern lights, Santa and the Moomins all come to mind with the Japanese when thinking about Finland, as are the saunas and the nature





SOUTH KOREA – Finland's opportunities

- Shopping Reinvented The shopping environment has dramatically changed in South Korea as online and mobile shopping have become the key retail channels.
- Loner Lifestyle Singletons tend to have higher disposable income and thus spend more also in travel.
- **Connected Consumers** Online reviews and digital marketing are influential in purchase decisions.
- Healthy Living Products and services that enhance physical and mental health are demanded by consumers.
- Ethical Living An awareness of environmentally friendly practices and animal welfare is increasing. Social ethics, such as gender non-discrimination, are also shaping into a major ethical trend.



What are the key consumer trends shaping South Korean society?

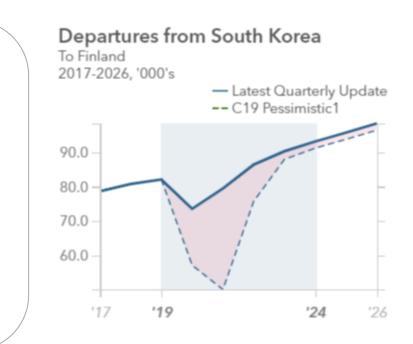


Covid-19 impacts & Future trends

Impact of the Covid-19 for the outbound travel in 2020-2024 from Japan & South Korea to Finland

- According to Euromonitor's baseline scenario, travel from Japan to Finland would start to recover slowly already next year, and 2019 level would be achieved by the end of 2022
- According to the more pessimistic scenario, the recovery would start later and the 2019 level could not be reached before 2023

- Travel from South Korea to Finland would also start to recover in 2021 and would reach 2019 level already in summer 2022, with baseline assumptions
- According to the more pessimistic scenario, the drop in travel to Finland would continue also in 2022, so that 2019 level could not been reached before summer 2023



Departures from Japan

To Finland 2017-2026, '000's



Baseline scenario (= blue line) / Probability 35-45%

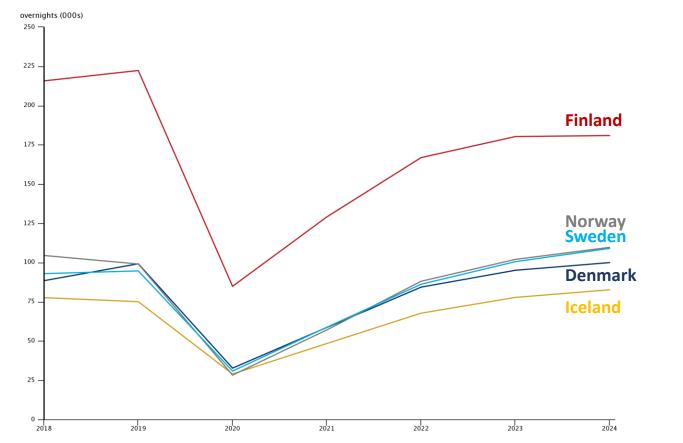
- COVID-19 pandemic peaks in late May/early June.
- The economic upheaval induced by restrictions to contain the coronavirus do not spill over to a large number of bankruptcies, limiting the length and depth of the recession in most countries. Financial crisis is similarly avoided. Therefore, once restrictions are lifted, economies quickly rebound.
- Global GDP growth of -3.8% to -2.6% in 2020

Pessimistic1 scenario (= dotted line) / Probability 25-35%

- The pandemic lasts 2 4 quarters
- Global supply chains get disrupted and cashflow mismatches lead to a rise in bankruptcies.
- Global GDP growth of -6.0% to -4.0% in 2020

JAPAN – Forecast for overnights in the Nordics 2020-2024

Selection - 5 June 2020 10:25:02



- According to Oxford Economics, number of Japanese overnights in the Nordic countries will drop 60-70% in 2020
- Even though Finland continues to hold the number one position in the Nordics, it seems to lose some of its market share in favour to the other Nordic countries

- Japan - Nights from Asia-NE Asia - Denmark - Level values - Japan - Nights from Asia-NE Asia - Finland - Level values - Japan - Nights from Asia-NE Asia - Iceland - Level values

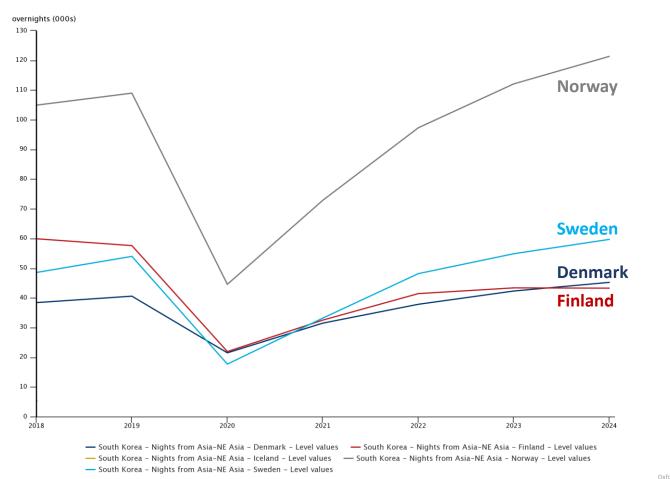


Source: Global Data Services, Oxford Economics

SOUTH KOREA – Forecast for overnights in the Nordics 2020-2024

Selection - 5 June 2020 10:25:02

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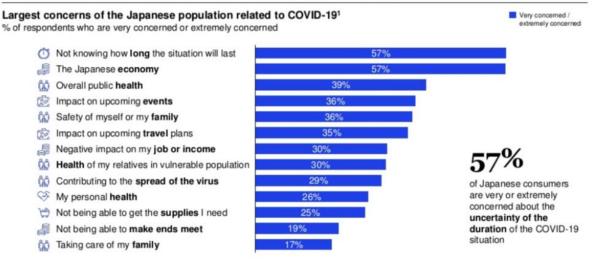


- Number of Korean overnights in the Nordic countries will drop 45-65% in 2020
- Norway will clearly continue as the most desired travel destination in the Nordics
- Finland seems to lose some of its market share to the other Nordic countries, and is not recovering as quickly as its neighbours

JAPAN – Consumer sentiment

- Japanese consumers remain pessimistic or unsure about an economic recovery
- More people have experienced a decline in income and savings in recent weeks, and Japanese consumers expect to continue cutting back on spending across categories, except for groceries
- Japanese consumers are waiting for a vaccine and the endorsement of medical authorities prior to engaging with out-of-home activities, and they are looking for cleanliness and sanitization when choosing where to shop in-store
- **35%** of the respondents are concerned about the Covid-19 impacting their travel plans
- Nearly 60% expect their travel to remain the same, while 33% expect it to decrease

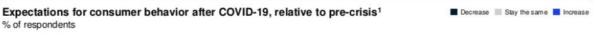
Consumers are still most concerned about the duration of the COVID-19 situation and the Japanese economy

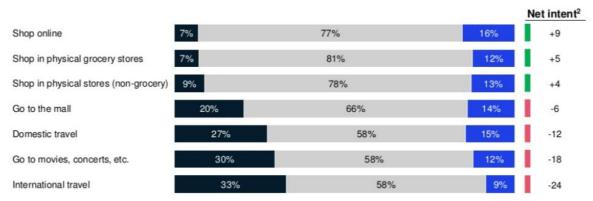


Q: What concerns you most about the COVID-19 situation? Possible answers: 'not a concern', 'minimally concerned', 'somewhat concerned', 'very concerned', 'sotemely concern

McKinsey & Company 8

Looking beyond COVID-19, consumers expect to reduce in-person activities, including traveling and attending events





I Q: Once the coronavirus (COVID-19) situation has subsided, which of the following do you think you will do more or less compared to before the coronavirus (COVID-19) situation started? Possible answers: "will reduce this"; "will do the same as before coronavirus," will increase this." Excludes work-torn-home category. Next retent is calculated by substancing the % of respondents stating hey expect to decrease time spentfrom the % of respondents stating to increase time spent.

Source: McKinsey & Company COVID-19 Japan Consumer Pulse Survey 5/22-5/24/2020, n = 600, sampled to match Japan's general population 18+ years

McKinsey & Company 1

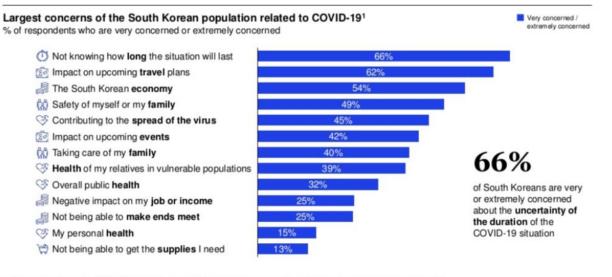
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Source: Survey on consumer sentiment during the coronavirus crisis, McKinsey & Company

SOUTH KOREA – Consumer sentiment

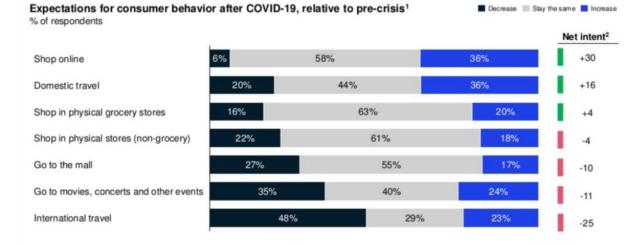
- South Korean consumers are increasingly uncertain about an economic recovery
- Consumers are leaving their homes mostly to work and shop for groceries, and Koreans are waiting for the endorsement of medical authorities before restarting their out-of-home activities
- Uncertainty about the duration of the situation and the impact of COVID-19 on upcoming travel plans are the prevailing concerns – as many as 62% of the consumers are concerned about their travel plans
- Nearly half expect their international travel to decrease – on the other hand, 23% expect it to increase

Uncertainty about the duration of the situation and its impact on upcoming plans are still the biggest concerns for many consumers



Q: What concerns you most about the COVID-19 situation? Possible answers: "not a concern"; "ininimally concerned"; "somewhat concerned"; "very concerned"; "externely concerned";
Source: McKinsey & Company COVID-19 South Korea Consumer Pulse Survey 522–524/2020, n = 606, sampled to match South Korea's general population 18+ years

Looking beyond COVID-19, consumers are expecting to reduce international travel and attendance at in-person events



O: Once the constraints (COVID-19) situation has subsided, which of the following do you think you will do more or less compared to before the constraints (COVID-19) situation started? Possible answers: "will reduce this"; "will do the same as before constraints"; "will increase this, "become this," become the constraints," will increase this, "become this," become the constraints," will increase this," become this," become the constraints, "will increase this," become the constraints, "will increase the constraints," will increase the constraints," will increase the constraints, "become the constraints," will reduce this," will do the same as before the constraints, "become this," become the constraints, "become the constraints," will reduce this," will be the same as been the constraints, "become the constraints," become the constraints, and the constrai

Source: McKinsey & Company COVID-19 South Kowa Consumer Pulse Survey 5/22-5/24/2020, n = 606, sampled to match South Korea's general population 18+ years



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Source: Survey on consumer sentiment during the coronavirus crisis, McKinsey & Company

Consumer sentiment around travel after covid-19 / Skyscanner searches

After the travel ban is lifted, what is the consideration for the timing to resume overseas travel?

	Feels no concern over infection	48 %
JAPAN	Air tickets becomes reasonable	23 %
	My favorite airline resumes operation	9 %
	Feels no concern over infection	48 %
KOREA	Air tickets becomes reasonable	24 %
	WHO officially declares the end of the pandemic	13 %

What do you expect the most from the destinations?

	Safety and security	36 %
JAPAN	State of emergency and measurements lifted	22 %
	Dream destination	19 %
	Safety and security	43 %
KOREA	Dream destination	17 %
	Travel cost	12 %

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Internet survey conducted by Skyscanner among people who browsed their website during the survey. Number of respondents: 600 in Japan and 551 in South Korea.

What will be changes and your new travel habits post Corona phase?

- Half of both Japanese and Korean consumers chose these answers:
 - "I will be careful when to travel."
 - "I will select the destination where Corona risk is low. I will pay more attention to my health."
- > Only around 10% in both countries answered:
 - o "I will travel less frequently."

Has there been any change in your attitude towards Sustainable travel?

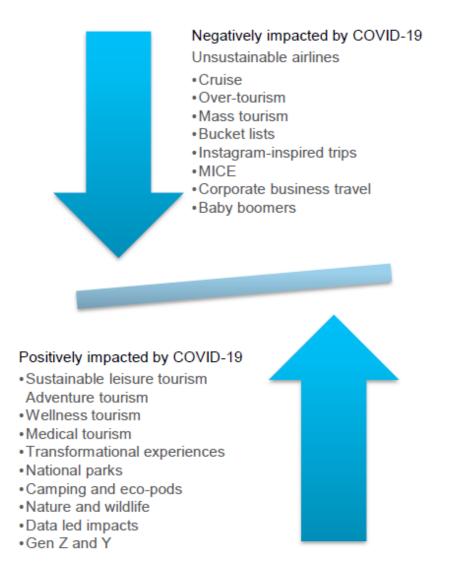
- 38% of the Japanese and 58% of the Koreans selected:
 - "Changed. I will consider sustainability upon selecting a destination."
- while 50% of the Japanese and 30% of the Koreans selected:
 - "More conscious, but not changing my travel choice and habits."

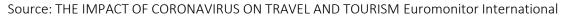
Towards the new normal and opportunities for Finland

- More interest towards less-known and uncrowded destinations
- After lockdowns and travel restrictions, demand for experiences and wellbeing in the nature continues to grow
- Awareness and emphasis on sustainability is growing
- Immersion in local culture and learning new things provides more meaningful travel and transformational experiences
- Interest towards national parks, camping, nature and its diversity growing
- Digital platforms and services more and more important dreaming phase, providing sufficient information on services and safety, channels for reservations and purchasing with clear and flexible conditions

Customer focus, transparent, reliable – value for money!

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Kiitos! **ありがとうございます** 감사합니다





South Korea Market Update

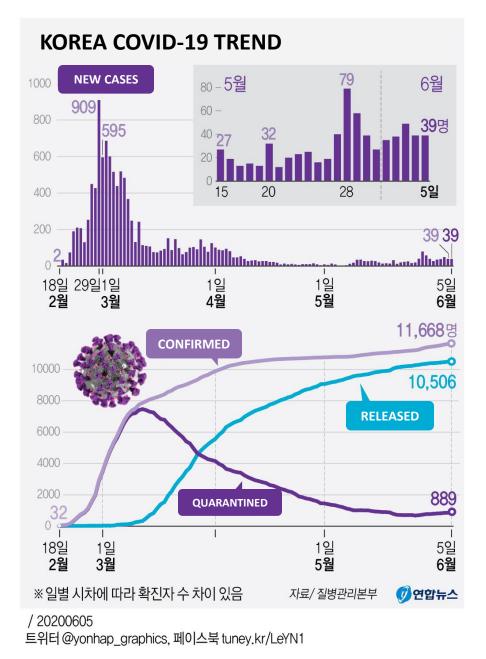
Jani Toivanen Advisor Visit Finland Seoul, South Korea

SOUTH KOREA – COVID-19 outbreak situation

- Relatively low number of cases and number of deceased
 - Over 70% of cases from Gyeongsangbuk-do region (Seoul 8%)
 - 11% imported cases

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- Currently 90% of confirmed patients have recovered
- New clusters emerged recently, but daily cases still under 50
- No lockdowns or restrictions of movement have been issued
- Financial support given to all citizens



SOUTH KOREA – Impact on the Travel Trade

Flight situation

- Finnair plans to resume direct flights to Incheon from July 3 (3 flights / week at first), increasing number of flights monthly until resuming normal operations by October 25
- Opening of Busan route delayed until Spring 2021

Travel bans

- No travel bans issued by the Korean government
 - Special travel advisory has been given urging citizens to cancel or postpone travel abroad
- Everyone entering South Korea required to quarantine for 14 days, incl. returning citizens



SOUTH KOREA – Impact on the Travel Trade

Travel Trade

- Majority of outbound travel agency employees still on unpaid leave (eg. Hanatour until August)
- Over 300 travel agencies closed down (as of May 25), and over 6000 on government life-support
- Two largest travel agencies Hanatour and Modetour suffered -70% to -80% decreases in turnover in April 2020
 - Hanatour will close many of its subsidiaries abroad (excl. London branch)
- Bookings for summer season (June-August) are virtually non-existent despite now being peak booking season, expected to maintain zero sales during summer months
- Travel trade putting strong focus on domestic travel for the time being



SOUTH KOREA – Impact on the Travel Trade

Post-Corona Outlook

- Boom expected for domestic travel with strong government support to boost demand
- Travel abroad expected to resume from **nearby "safe" countries**
 - Government-level talks with on-going with eg. Vietnam
- Business travellers, expats & students, and 2030 FIT's first to start traveling abroad
 - Group travel demand not expected to bounce back until vaccine is available
- Long-distance travel expected to take longer to recover, diminished image of safe Europe
 - Negative news of handling of situation in Europe, racism, etc.
- Travel by public employees will be mostly cancelled for next years



SOUTH KOREA – Actions on the market

- Planned FAM's cancelled for 2020, while workshops are postponed until Q4 (pending situation)
- All joint promotions with trade partners cancelled
- Webinar for Korean travel agencies planned for Q4
- Regular communication and cooperation with local PR Agency to increase visibility and awareness
- Focus on Finland country branding through Team Finland activities



SOUTH KOREA – Trends & Opportunities

Future travel keywords: UN-TACT & PRIVATE

- Travelers will be looking for more nature and healing-focused destinations with less masstourism, bringing opportunities to the Nordic countries
- Full group packages expected to rapidly disappear, replaced by more customizable FIT and semipackages
- Major travel agencies focus on digitalization of services and customizability (eg. Hanatour Hub experiment)



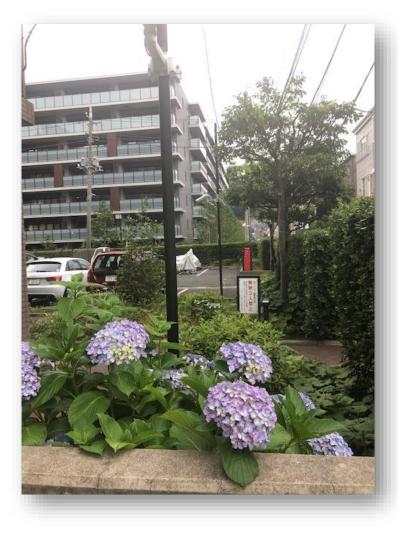




Japan Market Update

Koichi Numata Senior Manager Visit Finland Tokyo, Japan

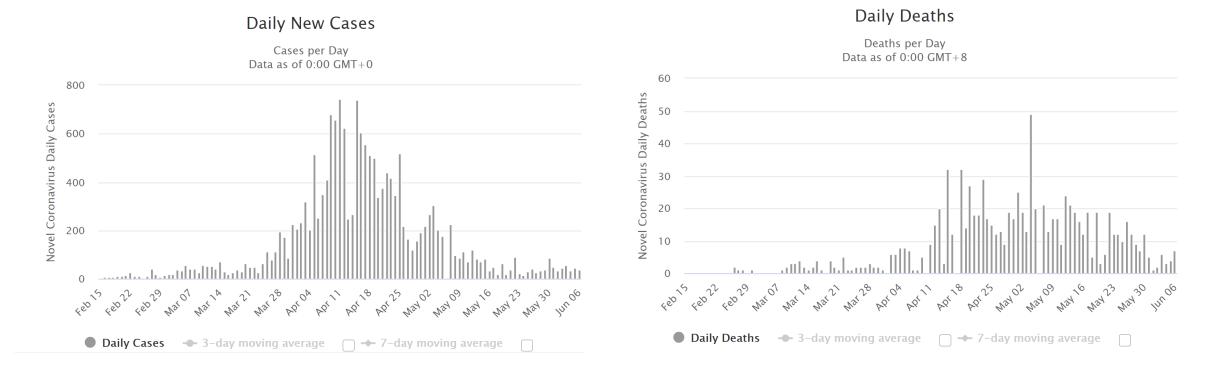
Hydrangea smiling everywhere during "Tsuyu" season in Tokyo







Daily New Cases in Japan



Daily New Deaths in Japan

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Source: Worldometer

General information

- Japan's first ever state of emergency lifted as of 25 May after 50 days of "jishuku" self-restraint life.
- Public places such as libraries, museums and theaters are now open.
- Restaurants, gyms and saunas are also re-opened with thorough hygiene practices in place.









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Source: Koichi Numata private life

General information

- Most of theme parks will resume operation except for Tokyo Disneyland. No screaming allowed....
- Japan Professional Baseball league begins 19th June without spectators for a while.

Economy

Unemployment in April was 2.6%, the highest since 2017. Number of layoff is 10,000 so far.

- 6,000,000 employees on a temporary paid leave thanks to the employment adjustment subsidy.
- Bankruptcies as a result of Corona pandemic soared to 222 companies including 39 Hotels and Inns
- Summer bonus projection is 9.2% on average.
- Nikkei stock average rose back to pre-Corona level.

Emergency Economic Measures by Government

- 1st Supplementary budget of 25.7 trillion yen, 240 billion dollars (2nd supplement around 31.9 trillion level)
- All residents are entitled to receive one off cash payment JPY100,000.
- Employment adjustment subsidy of JPY15,000/day during 1st April and 30th June.

Travel bans

- No travel bans issued by the Japanese government
- Special travel advisory has been given urging citizens to cancel or postpone travel abroad
- Everyone entering Japan required to quarantine for 14 days

Flight situation

- There has been no direct flights between Finland and Japan since end of March
- Finnair planning to resume operations from Narita, Nagoya and Osaka in July at this point
- Fukuoka and Sapporo will be suspended until the summer 2021 schedule.
- Haneda/Tokyo launch will be postponed to the 2020 winter schedule
- There is no information on Japan Airline's plan.

Japan – Impact on the travel trade

Overall status

- No major bankruptcies reported so far.
- In April Outbound business fell by 99.8%, Inbound fell by 99.9% yoy.
- JTB reopened its 440 retail shops out of 456.
- HIS reopened its flagship retail outlets.
- Some of the workforce continuing temporary paid leave or furlough until 30th June.
- Outbound travel agents shifting resources to start domestic travel business.
- Tour operators have been conducting B2B webinars
- The government will launch "Go to Campaign" to stimulate demands for domestic travel.
- Budget for the campaign is 1.67 trillion yen/15 billion US dollars.
- Note: Domestic travel is currently limited to within the prefecture of your residence. Prefectural border crossing will become free on 19th June.

Japan – Actions on the market

- All Japan FAM's events and workshops are postponed or cancelled for 2020.
- All joint promotions with trade partners on hold for further review.
- Virtual meetings with key trade partners.
- Trade newsletter sent out to inform restrictions in Finland and Rent a Finn campaign.
- Holding weekly meeting with Finnair Japan commercial team to discuss Ramp up action plans.
- Conducted webinar for Miki Tourists employees on Sustainable Travel Finland and Sauna Campaign. Each session had around 50 participants
- 30 minutes presentation on Finland update for the webinar organized by Japan Association of Travel Agents/JATA along with 13 destinations. 690 participants.
- Regular communication with our PR agency.
- Online meeting with Finland Sauna Ambassador members.
- Monthly Team Finland meeting.

Japan – Post Corona Outlook

Outlook

- Government has started talks with AUS, NZ, Thailand and Vietnam on the boarder and CIQ.
- Next most likely US followed by Korea and China.
- EU will most likely be the next phase depending on concern over Corona 2nd wave
- Finland will be treated as EU nation, not stand alone unfortunately.
- Japan Association of Travel Agent/JATA issued basic guidelines for hygiene practices shaping new normal travel standard
- Pent up demands from cancellations from the past peak seasons;
 - Cancelled over Spring Break 20.3 to 05.4 & Golden Week 29.4 to 10.5
- Expectation towards remaining peak holiday periods in 2020
 - "Obon" Holiday 8.8 to 16.8
 - Silver Week 19.9 to 22.9
 - Year-end & New-year 29.12 to 3.1

Japan – Post Corona Outlook

Trend and Opportunities

- Safety, social distance and cleanliness top of mind priorities for overseas traveling
- Outbound travel agents showing **strong interests** to Finland and Nordic countries.
- Companies which have not sold Finland also started paying attention especially aurora tours.
- Luxury travel and high-end markets with a tour conductor promising.
- Signals for Japanese Female in 20's showing active interests
- University students have potential for what is called "graduation trips" between November and March.
- Fuel surcharge JPY21,000 in 2019 \rightarrow JPY0 in 2020
- Digital promotion and webinars effective for both B2B and B2C or even both.
- VRAF global campaign is very successful in Japan this year. Localization is the key.
- Increasing interests towards Finnish lifestyle and culture especially among young market segments

Finland "touch points" spreading across Japan

Newspaper article from 1965 during Tokyo Olympics



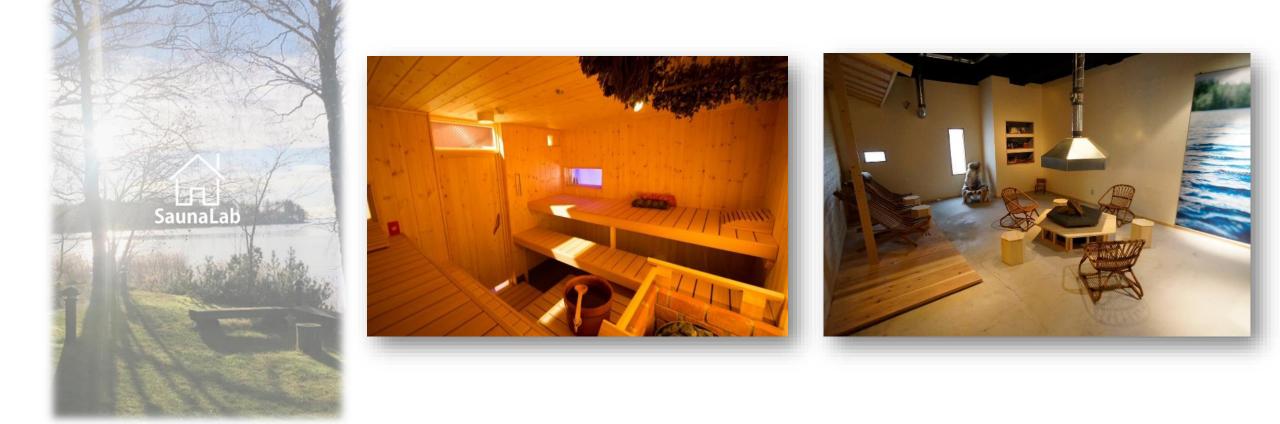
Much more exposures nowadays – TV



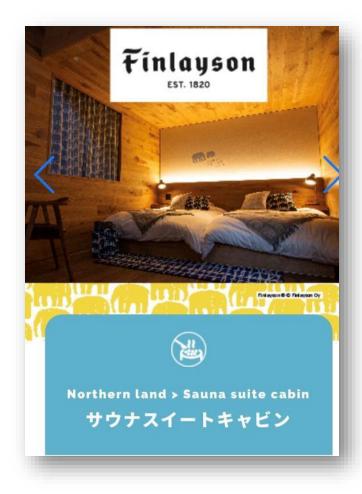
Much more exposures nowadays – Books



Much more exposures nowadays – Finnish style sauna



Much more exposures nowadays – Finnish design







Much more exposures nowadays – Fashion



Much more exposures nowadays – Theme Park

Notification of "Moomin valley Park" Business Resumption from Thursday, June 6th, and Requests to Customers



Greetings and Key messages

Greetings from Tumlare Japan! All Tumlare Japan staff and I am fine.

Hope all of you are fine too.

We had Tumlare Online seminar to the travel agent people, in cooperation with our destination office of Finland, Sweden, Norway, Denmark and Estonia, and we distributed the current situation in destination. Our local Japanese staff explained how many people in total are infected by Covid-19 as of now, what type of restrictions are implemented, and what type of tourist attraction are reopened, etc. The number of participants to this online seminar was 180, meaning people are quite interested in the current situation in our destination, which is a kind of concern but also a kind of hope to the business to Nordic region. We continue our online seminar to update the situation in destination and next schedule of the online seminar will be on 25th Jun.

Hoping strongly reopening our business as soon as possible. Thank you very much

Mitsutaka Shoji Managing Director Tumlare Corporation Japan We have been observing over Japan market particularly in following two points

Uncertainty over hygiene process on board, at the airport and at the destination
Favorable for nature destination and less infected area

Finnair and Finavia are taking necessary action to reduce worries which travelers must have.

For the second points, initial thoughts by consumers are domestic and short-haul Asian destinations. Finland is not short-haul destination, however, Finland is the closest country in Europe as well as nature destination and one of the least corona infected area. We have confidence that Finland can offer what the market potentially deserve. We are working closely with stakeholders to encourage our valuable consumers to pick up Finland as the first group of long-haul destination for ramp up period.

Finnair is preparing to resume services for TYO, OSA and NGO aligned with government decision of lifting travel restrictions even from July. We are in a good position to push Finland is the best fit destination for restart of the new era of the tourism industry.

Hiroaki Nagahara Regional General Manager Finnair Japan

Moimoi !

All of the precious suppliers in Finland Hope everyone is safe and healthy during the hard period of Covid-19.

In Japan, the state of emergency has just been lifted from Monday this week. We will restart our office gradually from June 1st. Still we don't know when the border will open again but now preparing for the restart of the trip from autumn with HOPE !

I am sure Finland has a strong potential for tourism recovery from Japan.

I can't meet you face to face right now, but when it restarts, I promise to fly to Finland as my first overseas trip ! It's not only me, our company has a lot lot of clients who love Finland ! Let's keep "smile and hope" together for the new era.

With big HUG 🕝 Shino

Shino MIKAMO (Ms.) Managing Director Nordic Japan & Finntour Finn Corporation



Q&A



Teemu ² Ahola

Susanne Heikkinen Jani Toivanen Koichi Numata



Kiitos Thank You

Visit Finland