



Visit Finland

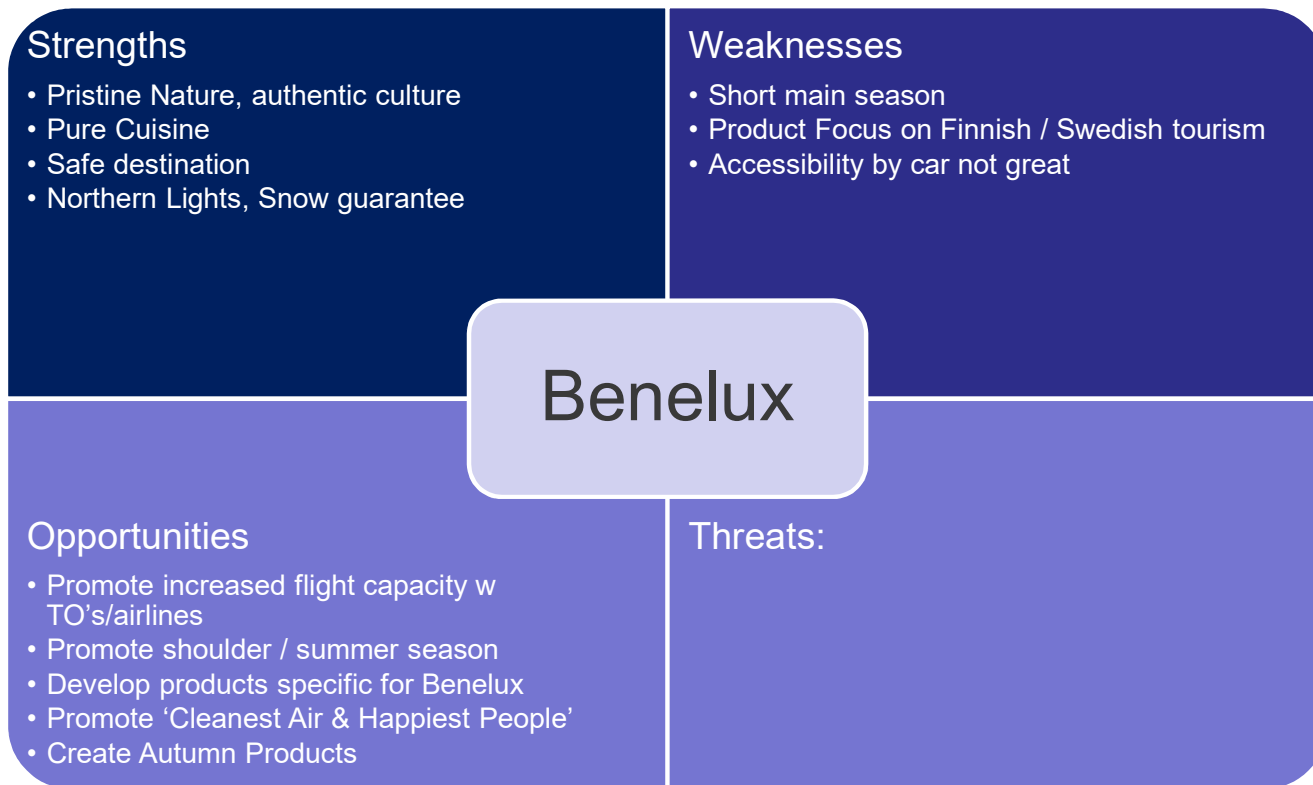


# Why Benelux market?

- *The Netherlands: In General: growing tourism expenditure and appetite for 'different' destinations. Tourism to Finland from NL is growing rapidly  
Active, outdoors lifestyle is popular, interest in design and pure lifestyle  
Dutch tourists are 'pioneers': their growing numbers will attract product development and other tourists. The numbers for destinations like Norway and Sweden are approx 3 to 4 x higher so there seems to be plenty of potential for further growth.*
- *Belgium: consumer is looking beyond the 'traditional' destinations.*
- *Culinary focus, luxury accommodations, cultural interest, wellness. Finland has a lot to offer for those client groups..*
- *Shoulder season overnights from BE show rising numbers. and this content is suitable for this season as well.*

# Why Benelux market - SWOT

Finland's position as a travel destination in this market



# Theme & Product Diamond

**SlowFinland** - reason to come to Finland, spearhead messages and customer promises to b2b and b2c audiences.

SLOW  
FINLAND

**Resorts & villas** – updated cottage holiday product & service offering. Co-op with regions and sales channels in product development, Sales and Marketing

RESORTS &  
VILLAS

**SHORT HOLIDAY PRODUCTS** – city break, updated Air & Sea product. Close co-op with regions and sales channels in product development, Sales & Marketing

SHORT  
HOLIDAYS

**TOURING: THEME TOURS** – Regional theme tours per target group. Nature Culture, Food, Sauna. Co-op with regions and sales channels in product development, Sales and Marketing

Touring:  
THEMED  
TOURS

# New products to be developed

City Break Plus: short stay, full program, 4-5 days

Round trips including outdoor activities

# Main message(s)



Lake & seaside areas: Why choose? Finland has both



Pure luxury accommodation: Experience the luxury of pure



Design & Urban culture: Urban lifestyle, design inspired by nature



Clean Nature: Cleanest air & happiest people: disconnect from the everyday hassle



Local Pure food: the very best of nature straight to your p(a)late

# Buyer fams

DESCRIPTION	SCHEDULE
Meet, Matka & tours	January 2019
Midnight Sun workshop pre-/post tours	June 2019
Megafam pretours	September 2019
Regional famtrips	On request
Tour operations famtrips	On request

# Btoptoc joint promotion campaigns

DESCRIPTION	SCHEDULE
A couple of campaigns to support the sales <ul style="list-style-type: none"><li>- 50/25/25 basis with selected partners &amp; regional partners</li><li>- Online, OTA</li><li>- Offline, brochures, posters</li></ul>	Jan-Dec 2019



# Contact

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