



Visit Finland



Visit Finland Market Plan 2019

Greater China



Why this market?

- *Fastest growth in travel, globally*
- *Extreme potential – number of chinese holding a passport is limited to 9-10% of population*
- *China is nro 1 country in FI overnights as longhaul source market. Number 5 country in all overnights*
- *Spending of chinese travellers is highest per traveler of all markets. Travel income second highest right after Russia*
- *Hub position – AY connections from Asia*
- *Biggest VF investment of all markets*
- *Big chinese travel channels are bulding strong ecosystems in FI (Tencent, Ctrip etc.)*
- *Location (hub and part of Nordics and close to Baltics)*
- *New and trending destination, good reputation in education, winter sports partnership on state level for 2019*
- *USP's that interest Chinese travellers; safety, stable, clean air, extreme adventures and experinces, space*
- *New air routes and airline partners*

Why this market - SWOT

Finland's position as a travel destination in this market

Strengths

- Nordic Market leader in winter season
- Location (part of Nordics and close to Baltics)
- One and only Santa
- Special accommodation and easy reach for norther lights spotting
- Finnair position in China
- Trending and new destination
- Safe and stable destination
- Pure nature and clean air
- Good reputation on education
- Kimi Räikkönen and Jing Fen

Weaknesses

- Lack of highlights – not many globally well known sights or events
- Lack of capacity in Lapland during high season
- Long visa application process
- Nordics are expensive -> sensitivity of economical changes
- Flight capacity and domestic flight network
- Digitalization: Finland is lacking platform to combine the whole Finland products

Opportunities

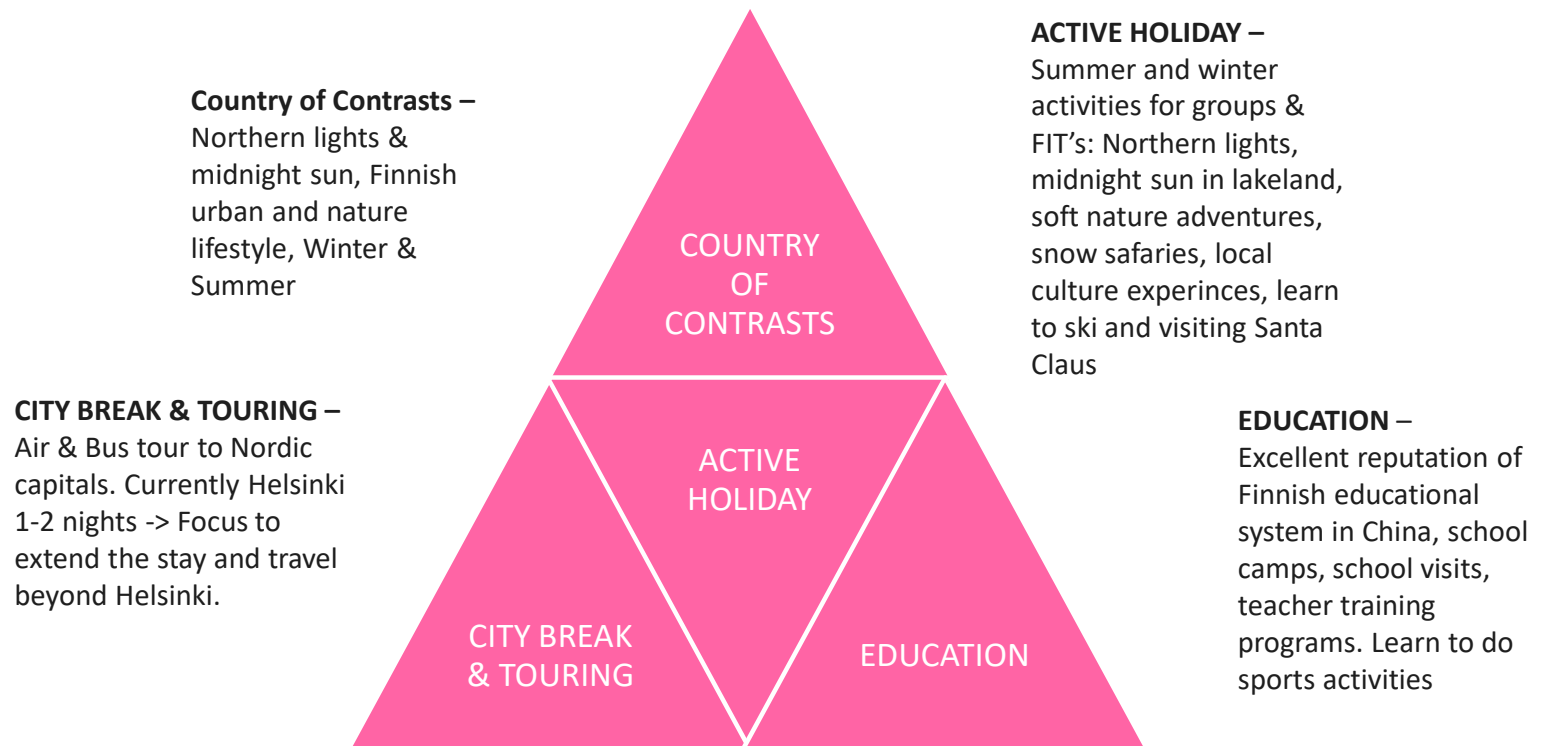
- Part of Nordic, Summer season offers great opportunities,
- Special interest products like golf, sailing, fishing, marathon, cycling
- Self driving tours
- Finnair strategy with stopover
- Seasonality and good winter image raises interest to return in summer
- New air routes and airline partners
- Beijing olympics 2022 -> winter sports
- Health travel

Great China

Threats

- New air routes to other nordics,
- Possible overtourism in Lapland during high winter season
- Difference between high and low seasons
- Economical situation and trade war between China and US

Theme & Product Diamond / China



New products to be developed

Lakeland and Turku region products to combine the whole region
- Summer -> suggested Finland summer mono-destination itinerary (8-10 nights, covering different regions).

Winter -> guided Aurora photography tour. If the Aurora appears, good quality photo with people can be assured to customers.

Spring/Summer/Autumn -> try to consider Finland+Sweden or Finland+North Norway or Finland + Baltic countries packages, in order to extend overnights in Finland respect to classic 4 Nordic countries packages.

Main message



COUNTRY OF CONTRASTS

Contrast in Seasons:

Winter / summer

Midnight sun / auroras

Contrast in Lifestyle:

urban / nature (City lifestyle / nature lifestyle)

Hot Sauna / Fresh Water

Contrast in People:

Cool as Kimi / Warm as Santa

China / Finland (crowded / space)

Sales events

DESCRIPTION	SCHEDULE
China Roadshow 2019	March 25th – 29th
ITB China 2019	May 15th – 17th
Midnight Sun Global Workshop in Tampere	June 11th-12th
WWSE Beijing (World Winter Sports Expo). BF Winter Sports Cluster stand. Finland is “Country of Honour” due China – Finland winter sports theme year 2019. Separate VF sports partner side event on Fri 6th Sep	Sep 2nd – 6th
Edu matchmaking event and School visits in Beijing & Shanghai.	Nov 11th - 15th 2019
Guangzhou joint networking event in partnership with Tampere, Tallink Silja and Finnair	Feb 18th - 21st
Taipei MoiMoi Roadshow	Sep 25th 2019
Winter sports theme year ending show in Rovaniemi	Nov/Dec 2019
Winter sports webinars Lakeland & Lapland	End of Oct 2019
Seminars with Finnair in China	Xi'an (April 2nd), Nanjing (May 13th)
Tibet Airlines and JuneYao events	TBC
Agent Annual Dinner	Nov – Dec 2019



Buyer fam trips

DESCRIPTION	SCHEDULE
Winter sport FAM (Ruka - Pyhä – Helsinki)	April 7th –13th
Summer sport FAM (Tampere, Lahti, Jyväskylä?) Family accessible sports	Mid Sept
LIFE Education Summit in Rovaniemi & FAM to Oulu region	March 18th – 22th
Midnight Sun Workshop pre-tours	June 8th-10th
Eastern Lakeland DMC FAM	Sep 2019
Matka 2019 pretour to Kemi	Jan 2019
1-2 Finnair FAM's (Stopover and general)	TBC (Autumn / Winter)
Edu megafam + workshop in Helsinki	September 2nd - 6th

Btobtoc joint promotion campaigns

DESCRIPTION
Bamboo Garden joint campaign
Mafengwo joint campaign (TBC)
HK Wing On
Westminster
CYTS Beijing
ETI / HCG

Btoc marketing campaigns

DESCRIPTION	SCHEDULE
Wang Kai, Sina Weibo campaign - Winter and Sports Travel promotion	Q1 2019
Digital Nordic Tourism campaign	Q1 2019

Btoc global marketing campaigns

DESCRIPTION	SCHEDULE
Rent a Finn – global image campaign (Localized with Jing Fen for mainland China)	2019

Btoc events

DESCRIPTION	SCHEDULE
Santa's Roadshow + Finnish Xmas week in Beijing	Dec 2019 (TBC)
Embassy Mid-summer party in Beijing	Jun 5th 2019

Media trips and events

- **Media trips:**
 - Around 12 press trips
 - Media trips includes traditional media & influencers
- **PR Event:**
 - 2 PR events (Winter sports theme year and Rent a Finn launch)
- **Press releases:**
 - Around 4 press releases/newsletters around the year