



Visit Finland



# Why France?

*Finland's **winter image in France is good**. This position allows us to further grow our offering to regions also beyond Lapland for the French market and attract new sales channels.*

*The Finnish **summer has great potential** in the French market: the French are looking for new, hustle-free and stable destinations where they can relax and enjoy their holiday. With a stronger summer image we can attract a large target group in France which has in the past few years visited the popular Norway and Iceland. Also, visitors who have already been in Finland in the winter time could be attracted to come to Finland in the summer as well.*

*Once they come to Finland, the French are interested in different types of activities and are also **ready to invest into quality services**.*

*There is an **increasing interest in France in Finnish culture, design and fashion**. We can benefit from this trend and introduce cultural travel products in the French market.*

*Outbound travelling is growing*

*Growth potential from Meeting Industry sector – growing interest in Finland (not well known yet)*

# Why France - SWOT

Finland's position as a travel destination in this market

## Strengths

- Strong winter image
- Finland has an image of having high quality and versatile offering in four different regions
- Image of country with pure nature, clean air and water
- Authentic and unique culture and food offering

## Weaknesses

- Finland is not well known as a summer destination
- Image as an expensive destination
- High flight prices compared to neighbor countries
- Limited resources for marketing
- Finnish service offering is not comprehensively available in most popular online sales channels
- Need to differentiate from the competitors in food and culture offering

## France

## Opportunities

- Summer travel is increasing in general in Nordics
- Finland is unique and exclusive even if it is more expensive
- Iceland is full, Norway is "last season"
- Pure nature, clean air and sustainable/responsible tourism business
- New Finnair Lyon- route (starting in Dec 2018)
- New business opportunities in Business Events sector
- Archipelago and Lakeland as new summer destinations
- Finnish food: clean, fresh, local ingredients
- France is one of those target markets which has possibilities to have partners from Lapland / HoL

## Threats

- Strong winter image cannot be given up => Norway and Iceland are pushing to strengthen their winter image
- Tour operators are worried about capacity problems in some parts of Lapland in winter season -> they are looking for new destinations

# Theme & Product Diamond / France

## "Dépaysement"

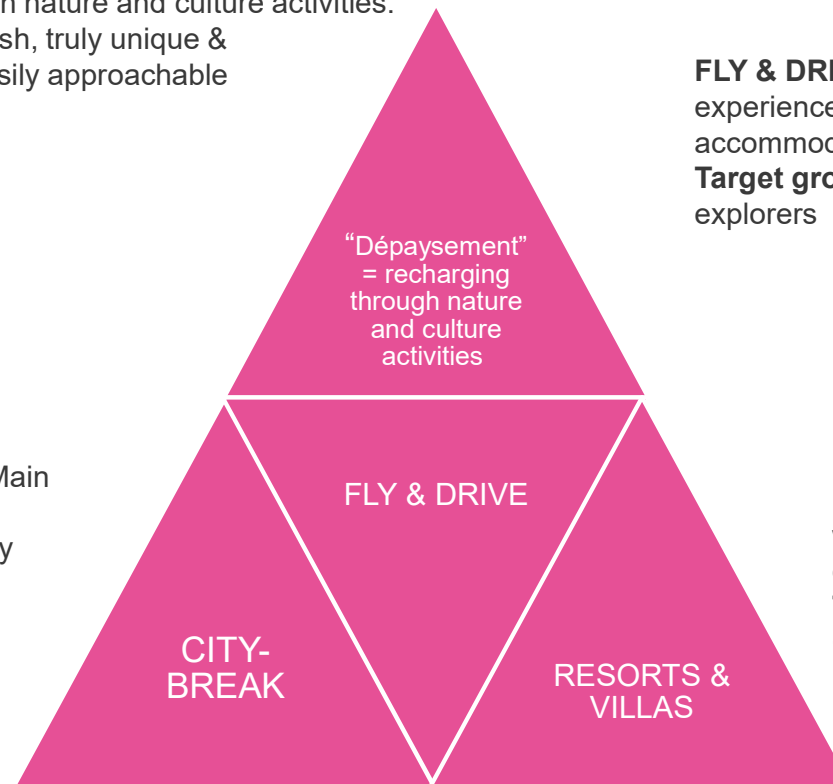
Recharging through nature and culture activities.  
Theme: Pure & fresh, truly unique & uncomplicated, easily approachable

**FLY & DRIVE** – Multi-activities and culture experiences, local seasonal food and unique / small accommodation. Live like a Finn experiences.

**Target groups:** Authentic lifestyle Seekers, Nature explorers

**CITY-BREAKS** an easy and quick getaway from everyday routines. Main drivers for booking decision are effortlessness and affordability. City breaks with nature never far away.  
**Target group:** City breakers

**RESORTS & VILLAS** – updated year round service and activity offering. Co-op with regions and sales channels in product development and sales promotion  
**Target groups:** Active nature explorers and Comfort seekers



# New products to be developed

## Archipelago tour (Summer product)

- Circuit in Turku & Archipelago

## Lakeland “retreat” circuit

- “Dépaysement” in Lakeland (nature activities)

## Alvar Aalto Design and Architectural Tours

- Experience architecture and nature attractions

# Main message(s)



## DÉPAYSEMENT

Recharging through nature and culture activities



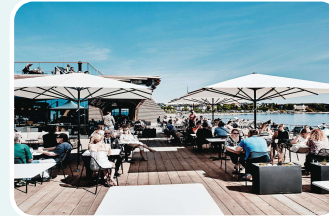
### Live-like-a-local

- \* Happy encounters, authentic experiences, relax in sauna and cottage/mökki, find your inner "sisu"



### Enjoy great outdoors

- \* Easy access into the pure nature, activities and wellbeing, sustainability



### Get inspired by Finnish charm

- New and trendy, rich with culture, and design, innovative food scene, Nordic Chic

## Sales events

| DESCRIPTION            | SCHEDULE          | LINK  |
|------------------------|-------------------|---|
| Pure Events & Meetings | 21 March 2019     | <a href="http://www.pure-meetings.com/">http://www.pure-meetings.com/</a>   |
| Midnight Sun Workshop  | 11 – 12 June 2019 | <a href="http://www.midnightsunevent.fi">www.midnightsunevent.fi</a>  |
| IFTM Top Resa Fair     | 1- 4 October 2019 | <a href="https://www.businessfinland.fi/en/whats-new/events/visit-finland/2019/iftm-top-resa/">https://www.businessfinland.fi/en/whats-new/events/visit-finland/2019/iftm-top-resa/</a> |

## Buyer fams

| DESCRIPTION  | SCHEDULE             |
|--|----------------------|
| Midnight Sun famtrips  | June 2019            |
| Autumn famtrip - Lapland   | 19-22 September 2019 |
| Winter famtrip – Lapland   | 28.11-1.12.2019      |
| Culture Finland famtrip (Theme: Unesco World Heritage?) International trip | September TBC        |
| Other famtrips – upon requests   |                      |



## Btobtoc joint promotion campaigns

| DESCRIPTION   | SCHEDULE     |
|---|--------------|
| Summer Promotion – Outdoors Activities with 66 Nord   | April 2019   |
| Summer Promotion -<br>Grand Nord Grand Large / Terres d'aventures   | April 2019   |
| Summer Promotion -<br>Voyage Privé (OTA)  | April 2019   |
| Winter Promotion - TBC  | October 2019 |
| Other possible joint promotion campaigns<br>- VF 50% / Finnish partner 50%<br>- VF 25% / Finnish partner 25% / TO company 50% | TBC          |

## BtoC marketing campaigns & Events

| CAMPAIGNS                                       | SCHEDULE         |
|---|------------------|
| Ailo's journey promotion (Facebook & Instagram) | Jan-Mar 2019     |
| Rent a Finn – Global campaign                   | March-April 2019 |
| Voyage Privé – OTA campaign                     | April 2019       |

| EVENTS   | SCHEDULE     |
|--|--------------|
| Bocuse d'Or in Lyon                                  | January 2019 |
| SISU- book launch – Finnish Happiness event in Paris | June 2019    |
| Lyon Street Food Festival                            | 22-15.9 2019 |
| Journées de Patrimoine in Paris (Embassy)            | 21-22.9.2019 |

# Media trips and events in 2019

## ***Trips***

3 national press trips

8 International press trips

Plus X amount of ad hoc requests, that are great opportunities for Finland

Media trips includes print, TV, bloggers and influencers

## ***Events***

2 media events in France

- February Ailo's premier at the Finnish Institute
- Lyon Street Food Festival

Please inform us, if you want to receive more guests and bloggers to your region

# Contact

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