



Visit Finland



Germany

# Why Germany, Switzerland & Austria (DACH)?

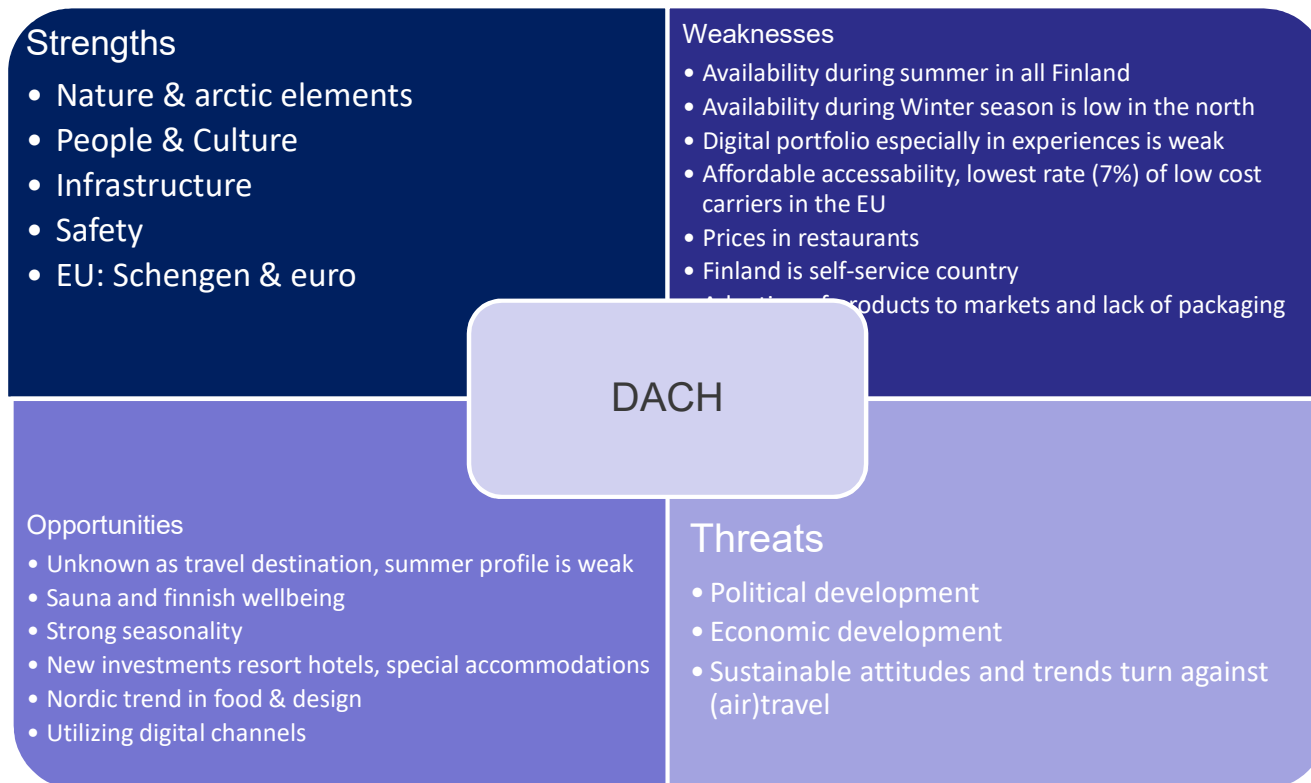


- *Every 5th international visitor comes from the DACH area*
- *More potential than realized sales*
- *Second source market for Finland and first for Nordics*
- *Close, multi-season, Schengen, euro, Europes largest outbound market make Germany a strong and stable market for Finland.*
- *Tourism to neighboring countries, inside EU, may increase if sustainable aspects are coming more important to destination choises*
- *Interest towards Nordic (lifestyle, design, culture)*
- *Similar culture and lifestyle (compared to Asia or new markets)*



# Why DACH market - SWOT

Finland's position as a travel destination in this market



# Theme & Product Diamond / DACH



**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: THEMED 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: THE  
MED TOURS





# New products to be developed

## Regional hubs in service centers

- Culture-outdoor-wellbeing-horeca services simply explained in the product manual to make our destinations more attractive, [Case Levi here](#)

## The low season product needs attention

- Where and what services are we selling: availability directed to Finnish summer holidays, not international markets
- [Norway: City & nature by rail & ship May – Sep](#)
- [Iceland: Roundtrip by car Apr – Oct](#)
- [Scotland: Trekking from coast to coast Apr – Mid Sep](#)

# Main message(s)



## Discover the Urban nature

- Greenest cities in the world connecting urban and rural close to sea and lakes
- Easy access to reconnect with yourself "mökki"
- Get relaxed in the woods
- Try the Nordic island hopping



## Experience the Nordic Culinary Hotspot

- Trendy, but cozy cities serving the best of Nordic kitchen
- Get stronger by arctic ingredients: tasty, clean and pure
- Travel to the regional culinary heavens (still unbeaten)
- GO DIY: try everyman's right: go fishing, picking berries and mushrooms
- Functional and reliable



## Get happier with Finnish Sisu

- Try movement as medicine, Sisu as new mindfulness and all quirky Finnish stuff
- Follow the Nordic diet, fresh, local ingredients
- Embrace Nordic minimalism and sustainable lifestyle – from local homes to new public saunas



## Marvel the Arctic Wonders

- Surrender to the arctic nature – four seasons – 4 times more to do outdoors year-round
- Enjoy the Midnight sun: are you ready for 24 hours of sunlight and the white summer night?
- Want to see on the world's biggest wonder: the Northern lights?
- Go North and get inspired by the Sami culture

# Sales events



Germany

DESCRIPTION	SCHEDULE
ITB BERLIN	6.-10.03.19
Midnight Sun workshop, Tampere	12.06.19
Megafam workshop, Helsinki	18.09.19
Workshop FRANKFURT	8.10.19
Workshop Zurich	10.10.19



# 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







# BtoBtoC joint promotion campaigns

DESCRIPTION	SCHEDULE
Several campaigns to support the sales <ul style="list-style-type: none"><li>- 50/50 basis with selected partners</li><li>- Online, OTA</li><li>- Offline, brochures, posters</li><li>- Fairs</li><li>- Flyers</li><li>- PR</li></ul>	Jan-Dec 2019



# Btoc marketing campaigns



DESCRIPTION	SCHEDULE
Rent-a-finn brand campaign	2019
Absolut Slow Down	2019
Ailos Reise	2019



# PR events and activities



DESCRIPTION	SCHEDULE
Grüne Woche PR event	14 Jan 2019
Ailo's Journey premier at the Embassy	January
ITB Berlin	6.-10.03.2019
PR event in Hamburg	October 2019
Kultur aus Finnland Berlin	TBC
Vienna Design Week	28.9.-7.10.2019



# PR trips National group press trips



DESCRIPTION	SCHEDULE
Group press to Levi with FlyCar (extra project)	11.-14.1.2019
Group press trip to Vuokatti (extra)	12.-15.3.2019
Group press trip by cycling in Archipelago, extra project which regions pays for the PR office (extra)	26.6.-1.7
Group press trip to Vaasa "Relaxing like the happy Finns in the archipelago", Kvarken region	5.9-8.9.2019.2019



# Individual press trips



DESCRIPTION	SCHEDULE
SAT 1 (TV shootings from Joensuu to Posio) (3 pax)	16.-20.3.2019
Pro Sieben TV (4pax)	6.-10.3.2019
Focus (Helsinki) (1pax)	27.-28.3.2019
Die Zeit (Porkkala, Mathildedal and Helsinki) (2pax)	25.-30.4.2019
Die Welt (Espoo, Helsinki, Jyväskylä, Tampere) (1pax)	14.-19.6.2019
ARTE TV (Helsinki, Archipelago) (4pax)	June
Flow Festival + Fiskars Biennale	6.-11.8.2019

# Influencer press trips



DESCRIPTION	SCHEDULE
Movable sauna meeting /Yle (1pax from Switzerland)	6.-9.6.2019
Helsinki residence week 2019 (1pax)	8.-14.7.2019
Sauna heating Championship /Yle (1pax from Germany)	4.7.-8.7.2019
Tier 1 influencer	Autumn

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**Germany**