



**Visit Finland**



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# Why this market?

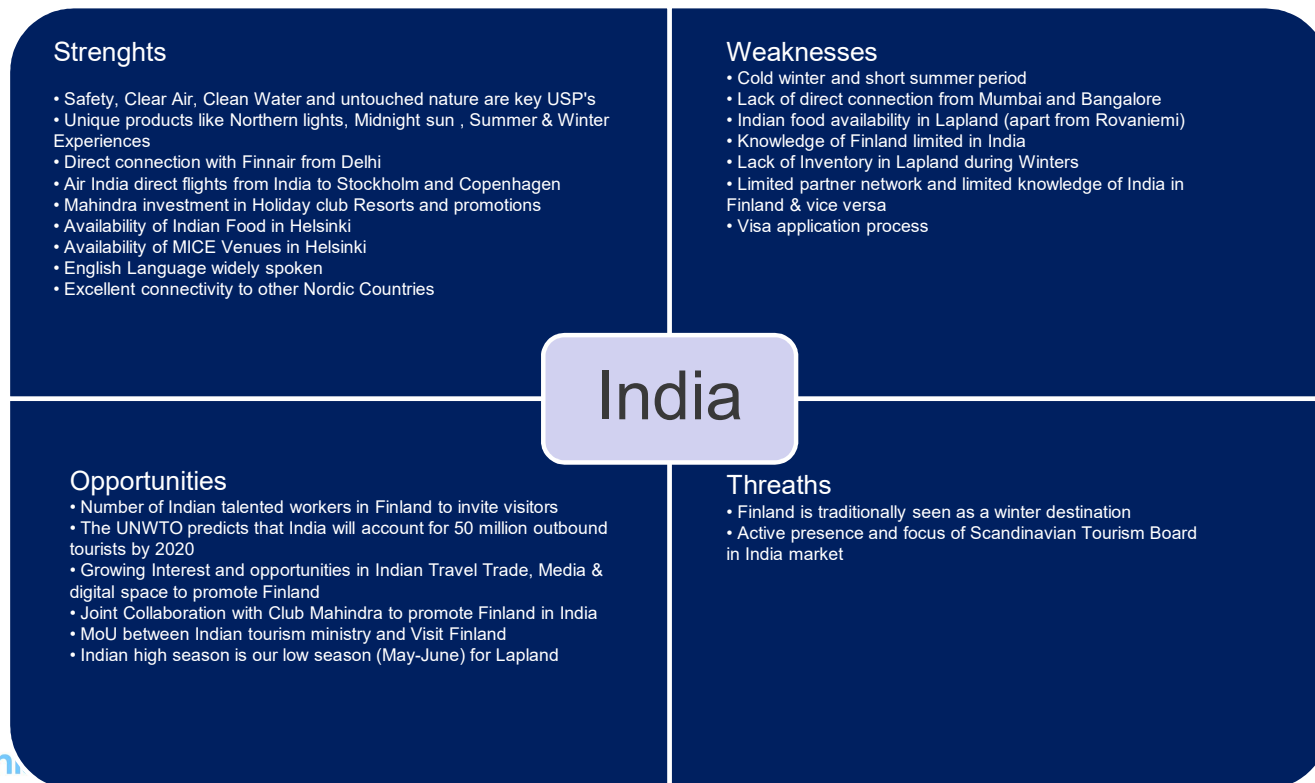
India is rapidly becoming one of the fastest growing outbound travel markets in the world. The UNWTO predicts that India will account for 50 million outbound tourists by 2020

Finland is a new, unexplored, unique and trending destination in Indian market. We have the unique products like Northern Lights, Midnight Sun, Summer&Winter Experiences.

For the rapidly expanding middle class Finland's key USP's like; Safety, Clear Air, Clean Water and untouched nature are important factors when choosing their travel destination

# Why this market - SWOT

## Finland's position as a travel destination in this market



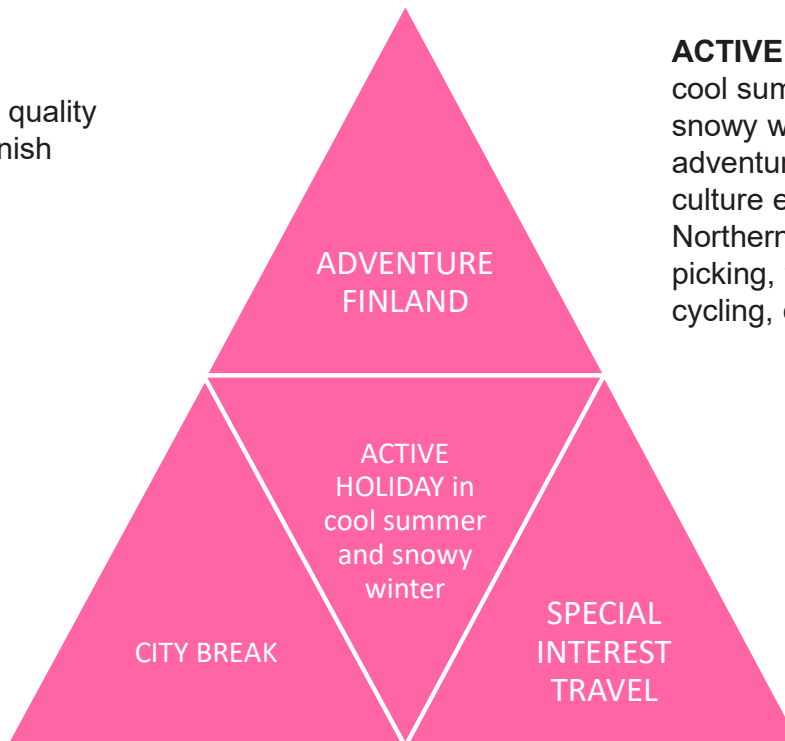
# India Theme & Product Diamond

**ADVENTURE FINLAND**– High quality adventure in Finnish Nature

**ACTIVE HOLIDAY** in cool summer and in snowy winter. Nature adventures and local culture experiences. Northern lights, berry picking, tracking, cycling, canoeing

**CITYBREAK**– Helsinki and beyond - Exploring Finnish design, culture activities and lifestyle

**SPECIAL INTEREST TRAVEL** - technical visits and Educational travel



# New products to be developed

Experiential Luxury Product- Igloo Stay, Private Sauna Island, Midnight Sun and Northern Lights

Day Trips from Helsinki Product - Product with trips to Porvoo, Haltia, Saimaa, Tallinn etc.

Bucket List Experience ( Must do once in a lifetime)- Stay in an Igloo, Midnight Sun & Northern Lights, Personal Interaction with Santa, Ice Dip , Reindeer Safari and Husky Safari etc

# Main message(s)



ADVENTURE  
FINLAND– High  
quality adventure in  
Finnish Nature



BUCKET LIST  
FINLAND- Once in  
a lifetime experiences  
offered by Finland



EXPERIENCE PURE  
FINLAND –Happiest  
Country in the World  
with Cleanest air,  
water, safety, calm  
nature  
Destress

# Sales events

DESCRIPTION	SCHEDULE	HOW IT IS LINKED TO OUR MAIN MESSAGE AND GOALS
Edu India & UAE roadshow	October 2019 (TBC)	Edu Travel
India Roadshow (New Delhi & Mumbai)	Feb 2019 (week9)	Educating Indian Travel Fraternity about Finland and synergising relationships of Finnish Hotels, Suppliers, DMC's with Indian Agents ( TA, TO, OTA ) & MICE Agents to channelize numbers
MILT (MICE India Luxury Congress)	17-18 July, 2019 in Delhi or 23-24 July, 2019 in Mumbai.	Showcasing Finland as a MICE Destination to Buyers at MILT ( MICE Specialists, Direct Corporates, Event Planners etc. ) SOKOS hotels eager to join VF to promote MICE
Trade Association Events (TAAI/TAFI/OTOAI)	TBC	
Trade Events with Trade Partners like Cox & Kings	Cox & Kings Goa sales event 3.2.	



# Buyer fams



DESCRIPTION	SCHEDULE	HOW IT IS LINKED TO OUR MAIN MESSAGE AND GOALS
MATKA 2019	12-17 Jan 2019	Levi Pre Tour
Winter luxury FAM	22-28 March 2019	Helsinki - Kemi - Ranua – Rovaniemi
Red Carpet FAM (MICE)	24– 26 May 2019	Helsinki (Supported by VF)
VF Global Midnight sun workshop pretour	8-14 June 2019	Pretour to Helsinki region
Edterra – EDU Fam for Principals	23-27 Sep 2019	Rovaniemi (Supported by VF)
Summer luxury FAM	Aug/ Sep 2019	Lakeland (TBA)
Edu Mega Fam + Workshop (7 +1 pax from India)	2.6 Sep 2019	Rovaniemi + Ruka-Kuusamo
Nordic Consult – Edu Fam for Principals	4-8 Nov 2019	Lakeland (Supported by VF)
MICE Fam – Finland	Q3-Q4 2019 (TBC)	MICE (FCB budget)







# Btoptoc joint promotion campaigns

DESCRIPTION	SCHEDULE	HOW IT IS LINKED TO OUR MAIN MESSAGE AND GOALS
Cox & Kings	September - October	Winter Travel
Thomas Cook	September - October	Winter
Make My Trip/ When In City	September - October	Backpacker Trip focusing on young Millenials
SOTC	October- November	Christmas Travel

# PR events and activities



DESCRIPTION	SCHEDULE	HOW IT IS LINKED TO OUR MAIN MESSAGE AND GOALS
PR event (Delhi)	February	During India Roadshow
Digital Campaign with Vogue	<i>January</i>	
Little Black Book campaign	<i>February</i>	
Digital Campaign with Outlook Traveller	<i>May</i>	
<i>B2B Advertisements in Trade Newspapers</i>	<i>Q1-Q4</i>	



# PR trips



DESCRIPTION	SCHEDULE	HOW IT IS LINKED TO OUR MAIN MESSAGE AND GOALS
Bruised Passport	28 Feb – 2 March	Helsinki, Rovaniemi, Ranua, Ylläs, Pyhä
Lux international press trip	13-18 March	One Indian participant
1 Group press trip	8-12 July	Helsinki, GoSaimaa - confirmed
1 TV crew (Travel XPHD)	24 June – 10 July	Arctic Summer Experience (Helsinki, Porvoo, Levi, Rovaniemi , Ruka-Kuusamo)
3-4 individual press/influencer trips or participants in international press trips		



# Social media plan

# All-Year-Round

SUMMER



Helsinki



Lapland



Lakeland



Archipelago

NATURE



Culture & Lifestyle



Outdoors



Food



Luxury



Wellbeing



Visit Finland



**Culture & Lifestyle**

Events & Festivals  
Local lifestyle  
Finnish people  
etc.



**Outdoors**

Hiking  
Biking  
Canoeing  
Northern Lights  
Husky & Reindeer  
etc.



**Food**

Wild Food  
Nordic cuisine  
Restaurant Day  
etc.



**Luxury**

Special accommodations  
Pure nature  
Pure air  
Space  
etc.



**Wellbeing**

Sauna  
Traditional treatments  
Walks in the nature  
Pure air  
Space  
etc.



During 2019 we will focus on these themes. Each season (with heavier focus on Summer) and each area should be represented equally on social media and website.

## Contact

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