



Visit Finland



# Why Italy?

- In 2017 the outbound trips for the Italians are increased: they travel more and more (63,448,000 +2.4% vs. 2016) with an increase of 3.6% (156,233,000 overnight in 2017) and an expenditure of 11,852 MIO € (+9.7% vs. 2016) *Source: Banca d'Italia.*
- Great potential to increase arrivals during Summer - peak season to travel for Italians. *Source: Banca d'Italia.*
- There is a growing interest/trend toward Northern countries (i.e. "cold is the new hot") *Source: Virtuoso – American Express.*
- Numbers can substantially grow with direct flights to new areas (i.e. Ryanair > Lappeenranta, Alpitour ITC flights > Rovaniemi).
- Tourism is the second industry for e-commerce: in 2017 Italians spent 3,5 billions \$ (+15% 2016) in travel *Source: Hootsuite, trade magazine.*
- By 2020 online bookings for tours and attractions will double (9 bil => 21 bil \$): most of them will be optimized for mobile devices *Source: Hootsuite, trade magazine.*



# Why Italy - 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 offer. Co-op with regions (focus: Lakeland&Lapland) and sales channels in product development and sales promotion.

RESORTS &  
VILLAS

**Short holidays** – updated city break product & service offering. Close co-op with the region and sales channels in product development and sales promotion (focus: Helsinki&surroundings, Southern Finland).

SHORT  
HOLIDAYS

**Theme Trips** – Regional targetted tours, different types of tour (f&d, bike, trekking) related to nature (outdoors & FinRelax), and Finnish culture and traditions (food, sauna, etc.). Tailored per region with focus on: Archipelago, Lakeland, Lapland

THEME  
TRIPS



# New products

## Nature

- River floating and other adventure experiences.
- Bear/seal watching in Lapland/Lakeland.
- Cycling holidays in the Archipelago area.
- New outdoors packages related to the National Parks.
- Mushrooms picking.

## Authentic experiences

- Meet the locals (i.e. Sami).
- Cozy accommodations with sauna experience as added value.
- Special accommodations for watching the northern lights (in areas different from Rovaniemi).
- Life in a Finnish cottage.
- Food tours.

## Culture

- Design/Internal and Architecture themed Itineraries (i.e. the Alvar Aalto path).
- Itineraries through the World Heritage sites.

*\* Some existing in-market, but with need to be further developed and promoted*

# Main messages



## **SLOW FOOD**

Genuine food - high quality  
Cooking classes  
Starred local restaurant  
Picking of berries & mushrooms

## **NATURE & OUTDOORS ACTIVITIES**

Northern lights & Midnight sun  
Natural reserves and wildlife watching  
Bike tours  
Kayaking in Lapland  
Nuksio canoe adventure  
Sailing in the Archipelago

## **ARCHITECTURE & DESIGN**

From concept stores to theme itineraries (i.e. Design District in Helsinki, Alvar Aalto itineraries...)  
Helsinki art galleries and museums  
Helsinki public libraries  
Tory Quarters  
Art & events in town

## **PEOPLE**

Sauna concept (city sauna tour, special resort with sauna on lake or ice-hole)  
Helsinki Heavy Walk  
Meet the Sami  
Shop and meet Finnish fashion designer

# Sales events & Training

DESCRIPTION	SCHEDULE
NORDIC WORKSHOPS in Rome & Milan	20-21 March 2019
TTG trade fair in Rimini	9-11 October 2019
TRAVEL QUOTIDIANO - Roadshows	October-November 2019
<b>TURISMO &amp; ATTUALITA'</b>	<b>May &amp; September 2019</b>
ADUTEI (Association of foreign Tourism Organizations in Italy) - Trade activities in common with other destinations	Annual TBD
AILO's MOVIE LAUNCH	October-November 2019

# Buyer fams

DESCRIPTION	SCHEDULE
MIDNIGHT SUN FAM-TRIPS	June 2019
AUTUMN FAM-TRIPS	September 2019
WINTER FAM-TRIP for Gattinoni TAs network	December 2019 or January 2020



# B2B2C - Joint Promotion Campaign

DESCRIPTION	SCHEDULE
Summer campaign - GIVER VIAGGI	May-June 2019
Summer/Autumn campaign - NORAMA	May-October 2019
Summer campaign - IL DIAMANTE	April-May 2019
Summer/Autumn campaign - BOSCOLO	May-October 2019
Summer/Autumn campaign - BLUEBERRY TRAVEL	May-October 2019
Summer/Winter campaign with focus on Lakeland - GATTINONI NETWORK	May-December 2019

# B2C - Marketing Campaigns & Events

CAMPAIGNS	SCHEDULE
PROGRAMMATIC CAMPAIGN with eDream/Last Minute OTAs	May-December 2019

EVENTS	SCHEDULE
EQUILIBRIO - Dance event in Rome with focus on northern lights	10-26 February 2019
BIENNALE in Venice with focus on Culture	September-November 2019

# Media trips & events

EVENTS	SCHEDULE
Cultural event in a co-operation with Embassy/Institute	TBC
PR Meeting at Adutei (Association of foreign Tourism Organizations in Italy)	TBC
Ailo's journey premier	October-November 2019
TRIPS	SCHEDULE

# Contacts

- Heli Saari ([heli.saari@businessfinland.fi](mailto:heli.saari@businessfinland.fi))
- Barbara Demartin ([barbara.demartin@businessfinland.fi](mailto:barbara.demartin@businessfinland.fi))