



Visit Finland



Visit Finland Market Plan 2019

Japan

Why this market?

- *Finland is strongest market in Japan among Nordics*
- *Outbound travel increase 5% globally*
- *Finnish design brands like Marimekko, Iittala*
- *Japanese strong interest in nature, auroras and Finnish lifestyle*
- *Sauna boom -> unique opportunity in Asia*
- *100 year diplomatic relations between Japan and Finland in 2019*
- *Moomins and Moomin park opening in March 2019*
- *Finnair good reputation in Japan.*
- *Finland as a Finnair HUB*
- *Closest to Europe in geographic and cultural/mental ways -> comfortable travelling, home away from home*
- *Japan is very mature market, stable.*

Why this market - SWOT

Finland's position as a travel destination in this market

Strengths

- Finland well known in Japan compared to other Nordics
- Finnair connections
- Finnish design and lifestyle
- Northern lights
- Moomins
- Finland has still many new things/areas to introduce to Japanese travellers
- Not much mass tourism yet
- Environment -> clean air, water etc..
- Finnish health care and educational system
- Cross-industry opportunities: Food, lifestyle, travel etc.

Weaknesses

- Distribution challenges -> still old fashioned and traditional
- Japanese market is missing OTA distribution channels / platforms -> hard to reach consumers online
- Lack of must see highlights

JAPAN

Opportunities

- Finland has leader position among Nordics so could differentiate even more from others Nordics
- Safety image
- Sauna culture
- Moomin park opening
- Snow Flower film shooting
- Japan economical outlook is promising
- Promote Finland as happiest country
- Finnairs stopover strategy
- FI location close to Baltics and Scandinavia

Threats

- Pressure from the Finnish and European outbound to Japan
- Fuel surcharges are charged separately from consumers in Japan -> big effect on desicion making
- High prices in scandinavia might also effect to Finland, particularly to group travel

Theme & Product Diamond / Japan

FINNISH NATURE, LIFETYLE AND DESIGN

Soft nature activities
and clean air.
Northern lights and
midnight sun.
Design. Sauna.

CITYBREAK –

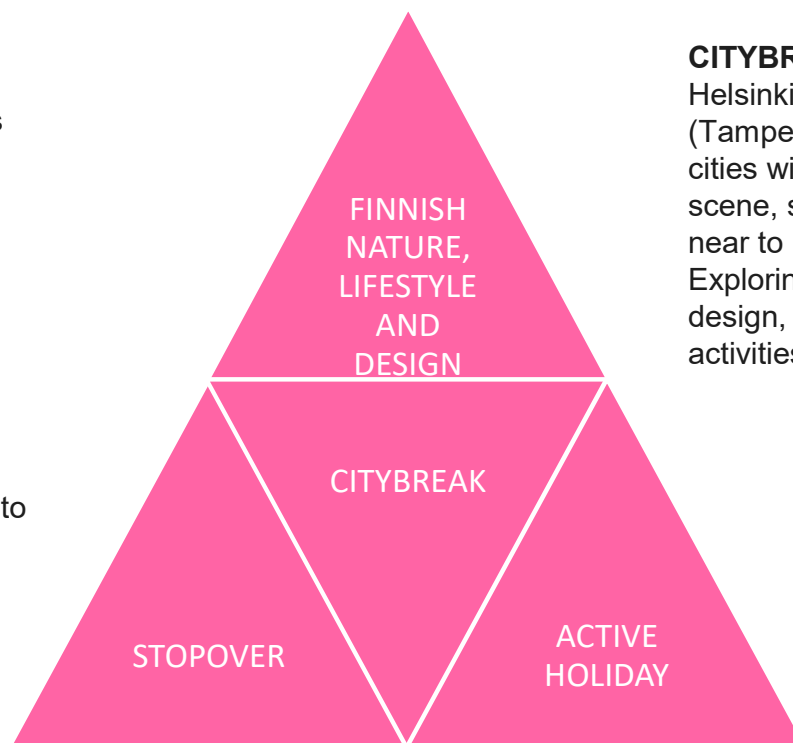
Helsinki and beyond
(Tampere and other
cities with good culture
scene, sauna's and
near to nature)
Exploring Finnish
design, culture
activities and lifestyle

STOPOVER –

for FIT travelling to
other European
destinations

ACTIVE HOLIDAY –

Nature adventures and
local culture
experiences such sauna
etc. Northern lights,
berry picking, tracking,
cycling. Year around
activities



Main messages



NORTHERN LIGHTS AND NATURE

- Northern Lights
- Soft activities in pure nature
- "Finnish nature lifestyle"
- Healing



DESIGN AND LIFESTYLE

- Design
- Shopping
- Finnish urban Lifestyle
- Food, breweries and distilleries



SAUNA

- Finnish Sauna
- Slow lifestyle
- Healing
- Traditional saunas and trendy city saunas
- Sauna campaign -> 100 saunas and sauna collection stamp book



MOOMINS

- Moomins guides to Finnish philosophy.
- Moomin park opening

Sales Events

DESCRIPTION	SCHEDULE
MATKA 2019 (Meet)	19. January
Tumlare Workshop	9 - 11. April
Western Lakeland, Oulu & Kemi Networking event in Tokyo	12. April
Midnight Sun Workshop	12. June
Edu mega Fam & Workshop in Finland	2 - 6. September
Moi Moi Workshop in Tokyo	25. September

Buyer Fams

DESCRIPTION	SCHEDULE
MATKA2019 pre FAM	15 - 18.January
AY Mega Fam	5 - 8. June
Midnight sun workshop pre-tour (Tampere, Lahti, Frantsila)	8 - 10.June
Lapland & Helsinki FAM (Kuusamo, Helsinki workshop)	Autumn
Educational mega-Fam	2 - 6.September

B2B2C Joint Promotion Campaigns

DESCRIPTION	SCHEDULE
Finntour Corporation – Snowflower, Sauna, Moomin campaign	Spring 2019
Nippon Travel Agency & Kansai Airport - Moomin campaign and Finnair Osaka night flight promotion	May 2019
HIS Sauna & Lakeland promotion	Apr 2019
Tabikobo	TBC
Veltra	TBC

B2C Marketing Campaigns

DESCRIPTION	SCHEDULE
Sauna Campaign	Year 2019
Rent a Finn – Global campaign	Spring & Summer 2019

B2C Events

DESCRIPTION	SCHEDULE
Daikanyama T-Site Finland Fair (aligned with food & lifestyle)	End January (Date to be confirmed during Oct 2018)
Finland Sauna Ambassador get-together in Finland village	23 - 24. March
Feel Finland Day (Team Finland consumer event at the Embassy to celebrate 100years of Diplomatic relations)	14. April
Kansai International Airport Travel Fair	18 -19. May
Hankyu Department Osaka Nordic Fair	29. May - 4.June
SPA EAS Yokohama Finland Fair	1 to 30.June

Media trips and events

- **Media trips:**
 - Around 10 press trips
 - Media trips includes traditional media & influencers
- **PR Event:**
 - 1 sauna themed PR event
- **Press releases:**
 - Around 8 press releases/newsletters around the year