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

**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
- Finnair 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 decision making
- High prices in Scandinavia might also effect to Finland, particularly to group travel
FINNISH NATURE, LIFESTYLE 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

Visit Finland
### Sales Events

<table>
<thead>
<tr>
<th>DESCRIPTION</th>
<th>SCHEDULE</th>
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</thead>
<tbody>
<tr>
<td>MATKA 2019 (Meet)</td>
<td>19. January</td>
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<tr>
<td>Tumlare Workshop</td>
<td>9 - 11. April</td>
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<tr>
<td>Western Lakeland, Oulu &amp; Kemi Networking event in Tokyo</td>
<td>12. April</td>
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<tr>
<td>Midnight Sun Workshop</td>
<td>12. June</td>
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<tr>
<td>Edu mega Fam &amp; Workshop in Finland</td>
<td>2 - 6. September</td>
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<tr>
<td>Moi Moi Workshop in Tokyo</td>
<td>25. September</td>
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## Buyer Fams

<table>
<thead>
<tr>
<th>DESCRIPTION</th>
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<tbody>
<tr>
<td>MATKA2019 pre FAM</td>
<td>15 - 18.January</td>
</tr>
<tr>
<td>AY Mega Fam</td>
<td>5 - 8. June</td>
</tr>
<tr>
<td>Midnight sun workshop pre-tour (Tampere, Lahti, Frantsila)</td>
<td>8 - 10.June</td>
</tr>
<tr>
<td>Lapland &amp; Helsinki FAM (Kuusamo, Helsinki workshop)</td>
<td>Autumn</td>
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<tr>
<td>Educational mega-Fam</td>
<td>2 - 6.September</td>
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# B2B2C Joint Promotion Campaigns

<table>
<thead>
<tr>
<th>DESCRIPTION</th>
<th>SCHEDULE</th>
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</thead>
<tbody>
<tr>
<td>Finntour Corporation – Snowflower, Sauna, Moomin campaign</td>
<td>Spring 2019</td>
</tr>
<tr>
<td>Nippon Travel Agency &amp; Kansai Airport - Moomin campaign and Finnair Osaka night flight promotion</td>
<td>May 2019</td>
</tr>
<tr>
<td>HIS Sauna &amp; Lakeland promotion</td>
<td>Apr 2019</td>
</tr>
<tr>
<td>Tabikobo</td>
<td>TBC</td>
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<tr>
<td>Veltra</td>
<td>TBC</td>
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</table>
## B2C Marketing Campaigns

<table>
<thead>
<tr>
<th>DESCRIPTION</th>
<th>SCHEDULE</th>
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</thead>
<tbody>
<tr>
<td>Sauna Campaign</td>
<td>Year 2019</td>
</tr>
<tr>
<td>Rent a Finn – Global campaign</td>
<td>Spring &amp; Summer 2019</td>
</tr>
</tbody>
</table>
## B2C Events

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