Visit Finland Market Plan 2019

Korea
Why this market?

- Outbound travelling from Korea is increasing
- North Europe is trendy
- Good reputation of Finnish education
- Petri & friends -> finnish celebrity in Korean TV show -> TV show presented finns as very pure minded and close to nature
- Nordic design, nature and lifestyle
- Koreans interest of Auroras
- Slow life and healing travel is trending in Korea
- Korea as a gateway to Asia -> things that are trendy in Korea picks up in other Asian countries
- Mature market -> FIT's
- Koreans have money to spend for travelling and they travel often number of times per year
- Finland is visible in Korean media
- New Finnair route opening to Busan
### Why this market - SWOT

Finland’s position as a travel destination in this market

#### Strengths
- Good location -> Finnair hub-> stopover
- No. 1 Nordic winter destination
- Nordic design
- Auroras, particularly autumn season
- Special accommodation options
- Nature
- Lifestyle
- Finnish education system
- Moomins
- Safety

#### Weaknesses
- Coldness
- Low travel in Feb-April after Lunar new year
- Destination is not known
- Korean tour operators knowledge about Finnish products is still low
- Flight capacity to Helsinki is limited

#### Opportunities
- Number of trips per year
- Increasing outbound travel
- Nordics are trendy
- New destination for Koreans
- Only FI and NO has presence in Korea
- Finland media visibility -> educational documentaries, travel shows, Petri show
- Koreans interest towards nature
- Lakeland east project (ST Petersburg -> Lakeland -> Helsinki). Korean Air started flights from Seoul to St Petersburg in April

#### Threats
- Other Nordics more known among Koreans
- New direct flight to Oslo may reduce Finland overnights (Asiana airlines will open new route directly to Oslo for summer season)
Theme & Product Diamond / Korea

FINNISH NATURE AND LIFESTYLE

ACTIVE HOLIDAY – Nature adventures and local culture experiences.

CITYBREAK – Exploring Finnish design, culture activities and lifestyle mainly in Helsinki. Citybreak commonly part of Nordic round trip.

STOPOVER – Visiting known sights during short 1-2 days stay in Helsinki.

FINNISH NATURE AND LIFESTYLE

ACTIVE HOLIDAY

CITYBREAK

STOPOVER

Visit Finland
New products to be developed

Education products -> Not many tour operators selling edu programs
  • Teacher training & school camps

Products including cities easily accessible from Helsinki
  • Turku, Tampere, Porvoo, Fiskars

Family travel products
  • Eg. Moomin products
Main messages

Design & Lifestyle
- Design
- Shopping
- Food, breweries and distilleries
- Festivals & events
- Finnish education

Northern lights & nature
- Northern lights
- Nature activities
- Healing
- Cottage life
### Sales events

<table>
<thead>
<tr>
<th>DESCRIPTION</th>
<th>SCHEDULE</th>
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<tbody>
<tr>
<td>Finland Day at Dongdaemun Design Plaza, Seoul</td>
<td>9.-11.April</td>
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<tr>
<td>Edu megafam and Workshop in Finland</td>
<td>2. - 6. September</td>
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<td>Moi Moi Workshop</td>
<td>23. September</td>
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B2B/B2C joint promotion campaigns

<table>
<thead>
<tr>
<th>DESCRIPTION</th>
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<tbody>
<tr>
<td>Tira Marketing Spring campaign</td>
<td>Spring 2019</td>
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<tr>
<td>Hanatour/Modetour</td>
<td>TBC</td>
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## Buyer fams

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<tr>
<th>DESCRIPTION</th>
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<tr>
<td>Matka 2019 pretour (Rovaniemi and Levi)</td>
<td>15.-18. January</td>
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<tr>
<td>LIFE Education Summit in Rovaniemi &amp; FAM to Oulu region (5 + 1 host from Korea)</td>
<td>18.-22. March</td>
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<tr>
<td>Midnight Sun workshop in Tampere + pre- FAM-tour (Helsinki, Porvoo, Tuusula, Espoo)</td>
<td>8.6-12. June</td>
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<tr>
<td>Mega Fam + Workshop (7 + 1 pax from Korea)</td>
<td>2.-6. September</td>
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Btoc marketing campaigns

<table>
<thead>
<tr>
<th>DESCRIPTION</th>
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<tbody>
<tr>
<td>Christmas Promotion</td>
<td>December, 2019</td>
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<tr>
<td>Sauna promotion</td>
<td>TBD</td>
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## Btoc events

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<tr>
<td>Modetour Travel Mart</td>
<td>5.-7. September</td>
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<tr>
<td>Itaewon Global Village Fair (street event)</td>
<td>October, 2019</td>
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</table>
Media trips and events

• Media trips:
  • Around 7 KOL/ press trips
    • Media trips includes traditional media & influencers

• PR Event:
  • 1PR events

• Press releases:
  • Around 8 press releases/newsletters around the year