



Visit Finland



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
- Nro 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

KOREA

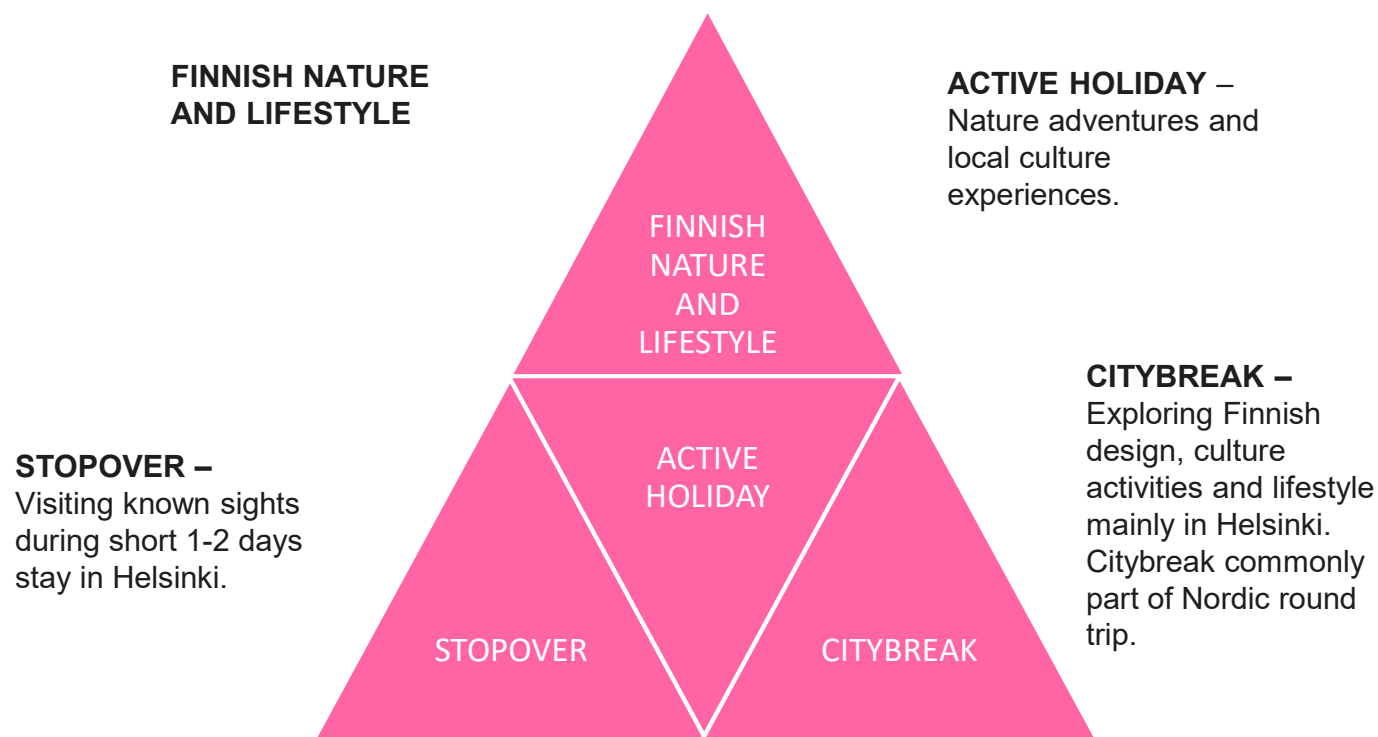
Opportunities

- 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



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

DESCRIPTION	SCHEDULE
Finland Day at Dongdaemun Design Plaza, Seoul	9.-11.April
Edu megafam and Workshop in Finland	2. - 6. September
Moi Moi Workshop	23. September

Btobtoc joint promotion campaigns

DESCRIPTION	SCHEDULE
Tira Marketing Spring campaign	Spring 2019
Hanatour/Modetour	TBC

Buyer fams

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

Btoc marketing campaigns

DESCRIPTION	SCHEDULE
Christmas Promotion	December, 2019
Sauna promotion	TBD

Btoc events

DESCRIPTION	SCHEDULE
Modetour Travel Mart	5.-7. September
Itaewon Global Village Fair (street event)	October, 2019

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