Content

1. Market team members & Visit Finland strategy race track

2. Facts & figures

3. Market strategy
   • Our position in the market & why this market
   • Themes and products
   • Main messages
   • Target groups and segments
   • Our goals.

4. Activity plan
   • BtoB: Sales events, buyer fams, btobtoc joint promotional campaigns
   • BtoC: Marketing campaigns, events
   • PR: PR events, PR-trips, press releases
   • Social media plan
   • SEM
   • Summary of activities in the market
Why Spain?

Nordic countries keep on gaining popularity as travel destinations. In 2018 Spanish traveler’s overnights in Finland increased 8%, becoming the country with the biggest growth in foreign arrivals to Finland.

Finland participated at FITUR latest edition (after more than 10 years without presence) bringing forward much interest within B2B and media.

Winter and Lapland are trendy amongst Spanish travelers but there is a great opportunity to increase demand in Lakeland / Archipelago Areas to maintain growth the whole year.

Finland’s emphasis on natural luxury through the lens of "responsible travelling" meets Spaniards growing interest in sustainability, slow travel and out of radar destinations.

City breaks are important in the Spanish market which provides an opportunity to promote cities such as Helsinki, Tampere, Turku as vibrant cities around different themes.

Finnish design and lifestyle draw attention in Spain. VisitFinland campaign: “Rent a Finn” gained success in the Spanish market.
Why this market - SWOT

Finland’s position as a travel destination in this market

**Strengths**
- Sharp contrast of different seasons
- Unique experiences: Lapland / Aurora Boreal
- Cooler summer in Finland
- Country Perception: safe, quality, honesty, clean, fresh air
- More daylight hours in summer
- Nature: Jokamiehenoikeus / free camping in nature
- Corruption Perception Index 2017: Nbr 3 out 180 countries (lowest corruption)

**Weaknesses**
- Small budget compared to competitors
- Increasing average prices of hotels
- Less daylight hours in winter
- Good weather in sure "not assured"

**Opportunities**
- Economy is strengthening
- Flight connections / increasing nbr. Flts ES-FI
- VisitFinland spanish brach opened 2018
- VF Participation at FITUR / EIBTM
- Visit Sweden closing their office
- Trade Partners: enhancing promotion Lakeland / Archipelago
- Joint actions / synergies with other BF areas (food, culture, fashion)
- New Iberamerican / Finnish Culture Institute recently opened in Madrid

**Threats**
- Political climate uncertain (Catalunya); may decrease number of spanish travelers from this area visiting Finland
- Service Level: some autoservice in Finland?
**Theme & Product Diamond / Spain**

**NATURAL LUXURY** – I need Finland to recharge my batteries (recargar): silence, peace in overwhelming and pure nature. Experience through different cultural, sport activities, wild food, and authentic lifestyle, Sauna. Focus: All Areas

**CITY BREAKS** – Long Weekends (bank holidays) All year-round products focusing on Helsinki Area (Tampere, Turku...etc.)

**EXTEND WINTER PEAK SEASON:** through multiple sports & culture activities (hiking, trekking, husky and reindeer safaris, northern Lights, Santa Claus...) Experience extreme nature also in spring, summer and autumn (focus: Lakeland) and other Areas: Archipelago / Lakeland

**FLY&DRIVE:** Regional theme tours per target group. Nature (Outdoors & wellness/Sauna), Culture, Food, etc. Tailored per region based on the national concept framework
New products to be developed

Natural Luxury concept

- Wellness in pure nature: wild healthy food, natural treatments
- Sauna

Off Winter Season

- Aurora watching off winter season
- (Català: extending season to spring, summer, autumn for Lapland and another areas for renting small cabins)
- Lapland: “infinite summer nights”

Lakeland & Archipelago

- Including 3 UNESCO World Heritage Sites in this Area
- Sports activities: biking, kayak
Main Messages

Natural Luxury
“Lujo Natural”
- Sauna
- Wild food
- Authentic Experiences and Activities in Nature all year round
- Unique accommodations
- Wellbeing

Design & Lifestyle
- Classic vs. Modern Design
- Cultural Events & Festivals
- Live like a local
- LGBT

Vibrant Cities
- Museums, Exhibitions
- Gastro Events, New Restaurants
- Night Life
- Shopping
- 48Hrs
Sales events

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<tr>
<th>DESCRIPTION</th>
<th>SCHEDULE</th>
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<tbody>
<tr>
<td>Midnight Sun Workshop</td>
<td>11 – 12 June 2019</td>
<td><a href="http://www.midnightsunevent.fi">www.midnightsunevent.fi</a></td>
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<td>Nordic Workshop</td>
<td>1 October BCN</td>
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<td>2 October MAD</td>
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<td>IBTM Mice</td>
<td>19- 21 November 2019</td>
<td><a href="https://www.ibtmworld.com/">https://www.ibtmworld.com/</a></td>
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Buyer fams

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<td>Midnight Sun famtrips (pre-post tours)</td>
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<td>Autumn- Winter famtrip – Lapland</td>
<td>TBC</td>
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<td>Other famtrips – upon requests</td>
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<td><strong>MYWAY (TO) joint promotion campaign</strong></td>
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<td><strong>EDREAMS-ODIGEO (OTA) joint promotion campaign</strong></td>
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<td><strong>TRAVEL KIDS -TANDEM (TO-TMC) joint promotion campaign</strong></td>
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# BtoC marketing campaigns & Events

## Campaigns Schedule

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<tr>
<th>CAMPAIGNS</th>
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<tr>
<td>Rent a Finn – Global campaign</td>
<td>March-April 2019</td>
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<td>Edreams-ODIGEO– OTA campaign</td>
<td>May-July 2019</td>
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## Events Schedule

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<th>EVENTS</th>
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<td>FITUR</td>
<td>23-27.01.19</td>
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Spain media trips and events in 2019

Trips
3 national press trips
1 Influencer group trip
8 International press trips
Plus X amount of ad hoc requests, that are great opportunities for Finland

Media trips includes print, TV, bloggers and influencers

Events
1 media event in Spain

•Natural Luxury event Madrid September
Contact

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