



Visit Finland

Market Plan Spain 2019



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"

Spain

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 áreas (food, culure, fashion)
- New Iberamerican /Finnish Culture Institute recently opened in Madrid

Threats

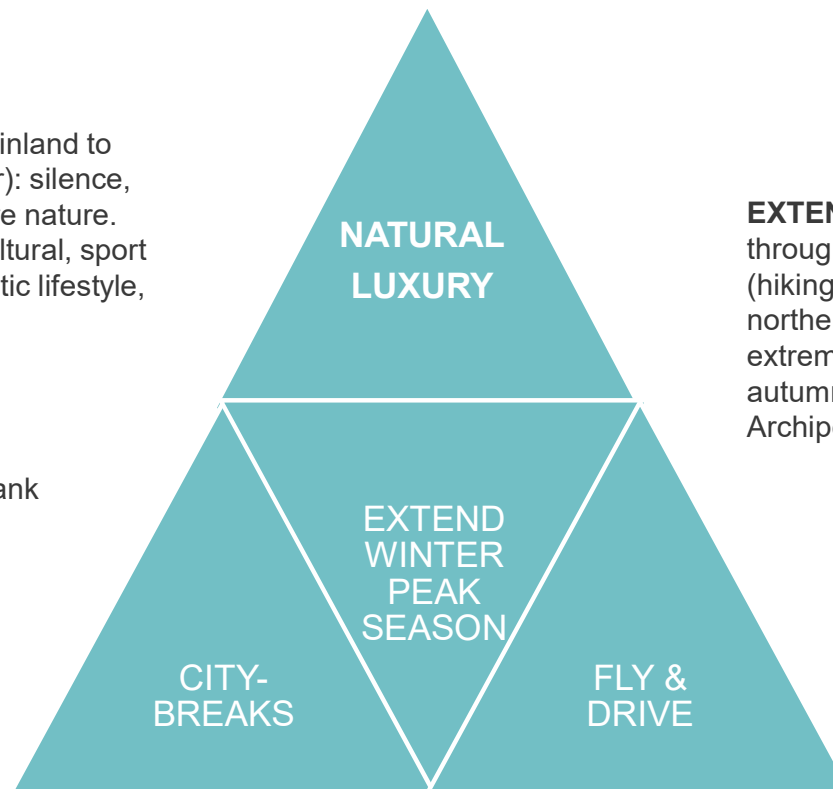
- Political climate uncertain (Catalunya); may decrease number of spanish travelers from this area visiting Finland
- Service Level: some autoservice in Finland?



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
- (Catai: 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

DESCRIPTION	SCHEDULE	LINK
Fitur Trade Fair	23-27 January 2019	http://www.ifema.es/fitur_01/
Midnight Sun Workshop	11 – 12 June 2019	www.midnightsunevent.fi
B-Travel	22-24 March 2019	http://www.b-travel.com/
Nordic Workshop	1 October BCN 2 October MAD	
IBTM Mice	19- 21 November 2019	https://www.ibtmworld.com/

Buyer fams

DESCRIPTION	SCHEDULE
Midnight Sun famtrips (pre-post tours)	June 2019
Autumn- Winter famtrip – Lapland	TBC
Other famtrips – upon requests	TBC

Btobtoc joint promotion campaigns

DESCRIPTION	SCHEDULE
CATAI (TO) joint promotion campaign focus:summer/autumn/winter All Areas	June-December 2019
TUI (TO) joint promotion campaign focus:summer/autumn/winter All Areas	April -October 2019
RACC (TO) joint promotion campaign focus:summer/autumn Areas: Lakeland / Archipelago / Helsinki Area	April-June 2019
MYWAY (TO) joint promotion campaign focus:summer/autumn/winter Areas: Lakeland / Helsinki Area	April 2019-April 2020
EDREAMS-ODIGEO (OTA) joint promotion campaign focus:summer/autumn All Areas	20.05-21.07 2019
TRAVEL KIDS -TANDEM (TO-TMC) joint promotion campaign focus:summer/autumn/winter All Areas	TBC
TOURISTFORUM (TO) joint promotion campaign focus:summer/autumn/winter All Areas	TBC

BtoC marketing campaigns & Events

CAMPAIGNS	SCHEDULE
Rent a Finn – Global campaign	March-April 2019
Edreams-ODIGEO– OTA campaign	May-July 2019

EVENTS	SCHEDULE
FITUR	23-27.01.19

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

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