Why this market?

- Economic growth in the US is projected to remain robust supporting increased wages and private consumption.
- Americans are expecting to increase their travel budget sharply (Source: The State of American Traveler study)
- Travel flows from this market will continue to support Northern European tourism growth with annual average of 4.8% (2017-2022). (Source: European Tourism in 2018: Trends&Prospects)
- US travelers are looking for new destinations in Europe and Nordic countries are extremely interesting.
- Nordic design, cuisine, nature, high infrastructure standard are appealing.
- Finland is a new and fresh alternative to more mature destinations. Finland has also received a lot of positive media attention which is helping us promote Finland as a desirable travel destination.
Why this market - SWOT
Finland´s position as a travel destination in this market

Strengths
- Safety
- Accessability
- Authenticity
- "The Nordic Cool"

Weaknesses
- The level of service
- Unknown destination
- Differentiating from for ex. Norway
- Narrow product supply

Opportunities
- Targeting new audiences
- Widening the product supply
- Offering wider variety of regions

Threats
- Political scene
- Environmental threats / Carbon footprint
- Global safety
- Changes in economical situation and currency fluctuation

USA
New Nordic Cool:
Finland is the best kept secret in Europe. Spearheaded message and customer promise for B2B and B2C audiences.

Air and Sea:
Focus in Helsinki region and Archipelago. Updated cruise product & service offering. A more prominent role of Finland in the cruise programs and as a gateway to the Baltic region. Co-operation with regions and sales channels in product development and sales.

Active Holiday:
Focus in Lapland (winter) and Lakeland/ARC (summer). Enhancing and diversifying the winter product service offering on the US market. Developing and launching attractive and target group specific summer program supply. Co-operation with regions and sales channels in product development and sales.

City Break:
Focus in Helsinki region. Finnish urban lifestyle as a more prominent content in shorter holidays and stopover programs. Developing new target group specific product ideas. Co-operation with regions and sales channels in product development and sales.
New products to be developed

Summer Activity Programs with Overnight in Villas or other High Quality Accommodation
- Diversifying the US TO's heavily multi country summer (Helsinki only) or winter orientated Finland offering by attractive and versatile summer programs in Finland
- Introducing new tourism regions to US travelers; focus in Lakeland and Archipelago, experiencing Lapland’s arctic summer

Nordic Cool City Breaks (the Finnish Way)
- Raising the awareness and importance of Helsinki (or Helsinki/Turku/Tampere triangle) as a city break destination by offering an interesting product portfolio which differs from other Nordic city destinations (proximity to nature and water, culinary programs, Finnish culture programs/sightseeing etc.). The programs can be applied also to cruise and stopover passengers.

Versatile Finland Air and Sea Programs
- Shorter programs in southern Finland and archipelago for cruise and stopover passengers
- Variety into the ground programs of cruise ships (enhancing the attractiveness of Finland in cruise flyers, new destinations to visit in addition to Helsinki and Porvoo etc.)
- Cruises between Finland and Åland/Sweden/Estonia: developing suitable program alternatives for US travelers e.g. with attractive pit stops on the Åland Islands etc.
Main messages

EXPLORE

COOL
► “New Nordic Cool”
► Finland is the best kept secret in Europe
► Finnish people-happiness
► Innovative

ARCTIC
► Extra ordinary accommodation
► Natural phenomena
► Vast variety of activities both summer and winter (e.g. wild life)

FINNISH LIFE
► City Break
► Proximity to nature and water
► City lifestyle; cuisine, design, culture, with a Finnish twist.
### Sales events with Finnish trade

<table>
<thead>
<tr>
<th>DESCRIPTION</th>
<th>SCHEDULE</th>
<th>HOW IT IS LINKED TO OUR MAIN MESSAGE AND GOALS</th>
<th>RESPONSIBLE FOR THE PROJECT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mid-Atlantic - Reykjavik</td>
<td>31Jan-3Feb</td>
<td>Increase overnight stays, new products and awareness of Finland &amp; our key messages</td>
<td>Heli Mende</td>
</tr>
<tr>
<td>Road Show CHI, LAX</td>
<td>11-14 Feb</td>
<td>Increase overnight stays, new products and awareness of Finland &amp; our key messages</td>
<td>Tarja Koivisto / Heli Mende</td>
</tr>
<tr>
<td>Midsummer Eve Celebration with Visit Estonia, Tallink Silja, Visit Rovaniemi, Finnair</td>
<td>June 20</td>
<td>Increase the awareness of summer in Finland in NYC (target audiences: media &amp; high end travel agents), attracting new overnights</td>
<td>Heli Mende</td>
</tr>
<tr>
<td>USTOA Conference – Orlando, FL</td>
<td>2 – 6 Dec</td>
<td>Increase overnight stays, new products and awareness of our key messages</td>
<td>Heli Mende / Tarja Koivisto</td>
</tr>
</tbody>
</table>
# Sales promotion by VF

<table>
<thead>
<tr>
<th>DESCRIPTION</th>
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</tr>
</thead>
<tbody>
<tr>
<td>ATTA</td>
<td></td>
<td></td>
<td>Heli Mende</td>
</tr>
<tr>
<td>Virtuoso</td>
<td>11-14 Feb</td>
<td>Increase overnight stays, new products and awareness of Finland &amp; our key messages</td>
<td>Tarja Koivisto / Heli Mende</td>
</tr>
<tr>
<td>Signature</td>
<td>June 20</td>
<td>Increase the awareness of summer in Finland in NYC (target audiences: media &amp; high end travel agents), attracting new overnights</td>
<td>Heli Mende</td>
</tr>
<tr>
<td>Family Travel</td>
<td>2 – 6 Dec</td>
<td>Increase overnight stays, new products and awareness of our key messages</td>
<td>Heli Mende / Tarja Koivisto</td>
</tr>
</tbody>
</table>
## Buyer fams

<table>
<thead>
<tr>
<th>DESCRIPTION &amp; DESTINATION</th>
<th>SCHEDULE</th>
<th>HOW IT IS LINKED TO OUR MAIN MESSAGE AND GOALS</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Meet, Matka&amp;Tours Ruka/Kuusamo</td>
<td>18-21Jan</td>
<td>Increase the demand for Winter travel</td>
<td>Tarja Koivisto</td>
</tr>
<tr>
<td>Midnight Sun Workshop + pre and post tours</td>
<td>June</td>
<td>Increase the awareness and the number of new products – Lakeland, Turku&amp;Archipelago, Lapland summer</td>
<td>Tarja Koivisto</td>
</tr>
<tr>
<td>Lakeland fam with 50 Degrees North</td>
<td>September</td>
<td>Increase the awareness of destinations less known</td>
<td>Heli Mende</td>
</tr>
<tr>
<td>Mega Fam + Workshop 2019 (target: 3 pax from US)</td>
<td>September</td>
<td>Introduce the Finnish <em>educational</em> travel offering to US buyers</td>
<td>Päivi Antila</td>
</tr>
<tr>
<td>The splendour of the North fam with Finnair, Visit Sweden and Visit Russia</td>
<td>October</td>
<td>Increase the awareness of destinations less known (fam destinations in Finland: Helsinki &amp; Lakeland)</td>
<td>Heli Mende</td>
</tr>
</tbody>
</table>
# B-to-BtoC joint promotion campaigns

<table>
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<tr>
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<tbody>
<tr>
<td>Cox &amp; Kings</td>
<td>Q 2-3</td>
<td>Increase overnight stays, new products and awareness of Finland &amp; our key messages</td>
<td>Heli Mende</td>
</tr>
<tr>
<td>Tourradar.com</td>
<td>Q 3-4</td>
<td>Increase overnight stays, new products and awareness of Finland &amp; our key messages</td>
<td>Heli Mende</td>
</tr>
<tr>
<td>Collette</td>
<td>One in each Q2-4</td>
<td>Increase overnight stays, new products and awareness of Finland &amp; our key messages</td>
<td>Heli Mende</td>
</tr>
</tbody>
</table>
## Btoc marketing campaigns

<table>
<thead>
<tr>
<th>DESCRIPTION</th>
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</tr>
</thead>
<tbody>
<tr>
<td>SEM</td>
<td>All year</td>
<td>Increase the awareness of key messages – To increase the traffic to MyStay</td>
<td>Mervi Holmen</td>
</tr>
<tr>
<td>&quot;Rent A Finn”</td>
<td>TBA – Separate Budget</td>
<td>Finnish Life</td>
<td>Mervi Holmen</td>
</tr>
<tr>
<td>Retargeting campaigns</td>
<td>All year</td>
<td>Increase traffic to MyStay</td>
<td>Mervi Holmen</td>
</tr>
</tbody>
</table>
## Btoc events by GSP

<table>
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</thead>
<tbody>
<tr>
<td>*X – over PR project with consumer brands (PR events, Media trips)</td>
<td>Q4-</td>
<td>Increase awareness of Finland as a destination * Project plan TBA, separate budget</td>
<td>Heli Mende</td>
</tr>
<tr>
<td>Foodie´s pop-up NYC October</td>
<td>Q3</td>
<td>Increase awareness</td>
<td></td>
</tr>
</tbody>
</table>

![Visit Finland logo](image)
USA media trips and events in 2019

Trips
5 national press trips
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 USA

• Foodie’s pop-up NYC October
Contact

Tarja Koivisto (tarja.koivisto@businessfinland.fi)

Heli Mende (heli.mende@businessfinland.fi)