



Visit Finland

A woman with long blonde hair is shown in profile, looking out over a vast ocean under a sunset sky. The water is dark blue with gentle ripples, and the horizon is visible in the distance. The sky transitions from a pale blue at the top to a warm orange and pink near the horizon.

UAE Travel Market Update

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India, Spain, UAE, USA

Why this market?

- The **UAE** is expected to be **among the fastest-growing Gulf economies** this year with a projected 2.6 per cent expansion on the back of continued infrastructure spending and economic stimulus
- UAE was highlighted as **the second biggest market for outbound travel from the Middle East**, surpassed by Saudi Arabia with business and luxury outbound travelers being a combination of locals and expats.
- **Flight connections** - The growing number of destinations served by the UAE's airlines is one of the factors that attributes to the growth of outbound travel from the UAE.
- **UAE travelers are looking for new and exciting destinations and unique adventures in the nature.** In addition to exotic winter with snow activities and Norther Lights, Finland's cool summers are very attractive for locals who have a huge need to escape hot summers.
- **Finland is a virgin market in UAE and seen as a safe destination.**
- The Emiratis have a **high purchasing power** due to the economical stability and strong currency. They do **several trips per year**. Families are big and travel for a week or two at least. Also millennials presents high potential as target group.
- The Emiratis are the **travel influencers in the entire Gulf region**.
- **Finland is also seen as number one country in education methods** and results and **Finland's participation in Expo2020** can have effects on government level.



Trends and Target Groups

Summer 2019 trends

- Multi-destination traveler
- Quality accommodation Seekers
- Food and Entertainment activities driven
- Focus from July to September
- 7 days average length of stay
- Preference for City and Beach Holidays

Present target groups

- Family travelers
- Young Travelers (30 to 45 years –age group)
- Educational groups

New target groups be considered to increase the demand

- Multi generational mix groups
- MICE (Small and Medium Mice groups)



Marketing activities



ATM – Arabian Travel Market

2018 – First time with 10 quality partners from Finland
First time in Gulf area for many of these partners

No other Nordic countries were present

Finland stand received a lot of attention

Dubai One TV channel visited our stand – made an interview which was shown in prime time news with 30 sec summer video → no cost for VF

ATM exceeded everybody's expectations

New business relations were established

2019 – bigger stand with more suppliers



Marketing activities



SEVERAL OTHER SALES EVENTS

Attending key tour operators' sales events

Corporate travel show – Travel event for governmental offices

Other joint events with Nordic countries in the region

Road Show UAE+Saudi Arabia 16-21 Nov 2019
Dubai Expo 2020 – date open

B2B2C JOINT PROMOTIONAL CAMPAIGNS

With key Tour Operators and Airlines

Other key stakeholders

Marketing activities



FAM TRIPS

Tour Operators

Influencers

Media

EDU and Health

Midnight Sun Workshop

→25min interview on Dubai Eye Radio



Large coverage; Kuwait Times, Emarat Al Youm, Qabas newspaper, Al Bayan, Arab News....



Competitors' actions

- Destinations such as **Germany, Switzerland, Austria, UK** that are known for their **greenery landscape** and **quality lifestyle** that the UAE travellers are looking for and newly **Ireland and Portugal** promoting heavily their Nature and hospitality attractions for Summer .
- However **Switzerland** remain known similar for winter activities such as skiing in the alps, lakes beauty but sees strong potential for education.
- But also UAE residents growing interest in **medical tourism** is encouraging travel to countries such as Switzerland and Sweden.
- We keep seeing a colossal rise from the emerging Eastern Europeans countries such as Azerbaijan, Georgia, Armenia , Kazakhstan, Krysgystan, Bosnia . We still see continuously a strong growth in the number of people from visiting these respective countries owing to close by destinations, multiple accessibility and good value for money.
- Mostly all these destinations has been partnering with wholesalers such as Dnata, Emirates Holidays, GTA, hotelsbeds, lotsofhotels, Web beds and Online Travel Agencies mainly Booking.com, Expedia and Musafir.com, Tajawal.

Main message(s)



ADVENTURE FINLAND

High quality
adventure in Finnish
nature



FEEL FINLAND

Purity, fresh air,
fresh nature,
happiness

All-Year-Round



Helsinki



Lapland



Lakeland



Archipelago

SUMMER



Culture &
Lifestyle



Outdoors



Food



Luxury



Wellbeing



Culture & Lifestyle

Events & Festivals
Local lifestyle
Finnish people
etc.



Outdoors

Hiking
Biking
Canoeing
Northern Lights
Husky & Reindeer
etc.



Food

Wild Food
Nordic cuisine
Restaurant Day
etc.



Luxury

Special accommodations
Pure nature
Pure air
Space
etc.



Wellbeing

Sauna
Traditional treatments
Walks in the nature
Pure air
Space
etc.

During 2019 we will focus on these themes. Each season (with heavier focus on Summer) and each area should be represented equally on social media and website.

Summary of key findings: Summer is Finland's challenge



- **Visitfinland.com:** UAE visitor numbers are still very small but growing
 - Winter is clearly the most interesting season including winter and Christmas related topics
- Winter 2019 (Dec 2018-Feb 2019) overnights up by 103% (6 440 overnights total in Finland)
- All regions but Coast & Archipelago managed to grow last winter.
- Helsinki increased by 129% and Lapland by 91%. Lakeland increased by 147% but the total amount of overnights was 148.
- Winter overnights trend has been growing steadily since 2014 and last winter saw a sharp increase in overnights. Trend is also now pointing upwards at autumn.
- The National – article about massive increase of travellers from UAE

CONTACT

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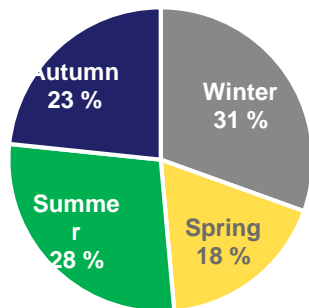
UAE overnights in Finland

Seasonal overnights in 2018

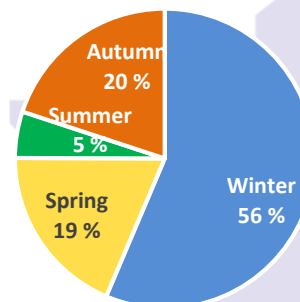
Whole Finland	UAE overnights		Change %	UAE overnights	Change %
	2017	2018	2018 vs. 2017	2019	2019 vs 2018
Winter (Dec-Feb)	2 541	3 167	25%		
Spring (Mar-May)	2 261	1 878	-17%		
Summer (Jun-Aug)	3 153	2 915	-8%		
Autumn (Sep-Nov)	1 601	2 425	+52%		
Winter 19 (Dec-Feb)				6 440	+103%

UAE overnights in Finland by season in 2018

WHOLE COUNTRY 2018



LAPLAND 2018

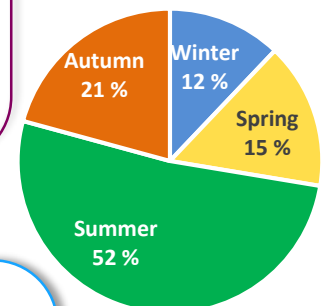


Kuusamo 533%
Kemi 146%
Sodankylä 103%
Rovaniemi 86%
Inari (Saariselkä) 80%
Kemi-Tornio 62%

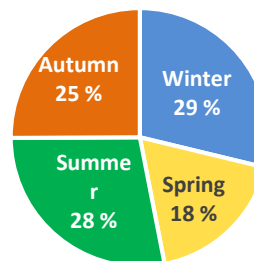
Lapland 2018

Winter	1 284	+37%
Spring	425	-25%
Summer	114	+33%
Autumn	454	+106%
Winter 19	2 453	+91%

LAKELAND 2018



COAST AND ARCHIPELAGO 2018



Mikkeli reg. 4800%
Kuopio reg. 500%
Kajaani. 350%
Sotkamo 300%
Hämeenlinna 100%

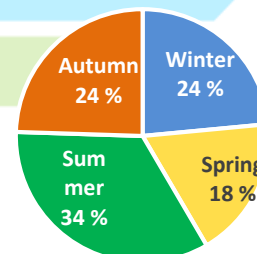
Lakeland 2018

Winter	60	-42%
Spring	77	+71%
Summer	256	+71%
Autumn	103	+78%
Winter 19	148	+147%

Turku 89%
Salo 27%
Seinäjoki 17%
Oulu 12%

Espoo. 144%
Vantaa 73%

HELSINKI REGION 2018



Coast & Archipelago 2018

Winter	187	+18%
Spring	118	-60%
Summer	182	-48%
Autumn	163	-12%
Winter 19	89	-52%

Helsinki area 2018

Winter	1 636	+22%
Spring	1 258	-7%
Summer	2 363	-8%
Autumn	1 705	+50%
Winter 19	3 750	+129%

19

Why this market - SWOT

Finland's position as a travel destination in this market

Strengths

- Cool summer and snowy winter
- Safety -> family travel
- Pure nature
- Nature and snow related activities -
> Unique adventures like snowmobile, ice driving etc
- Northern lights and Santa, Midnight Sun -> once in a lifetime experience
- Finnish unique luxury
- Special accommodations

Weaknesses

- No traditional luxury available in Finland
- Finland is unknown market in UAE
- UAE market is unknown for FI suppliers
- Emirates does not have direct flights -> Finnair is more for Finns flying to Dubai
- Halal food offering
- High end hotel, family accommodation particularly in Lapland

UAE

Opportunities

- Flydubai year-around daily connection starting Oct 2018 from Dubai to Hel
- Education and health travel -> high reputation on both
- Family travel -> long stays during summer
- High spenders
- Finland is the country present in UAE
- Number of high-end Villas available for Emirati families during summer/autumn

Threats

- High competition to more famous destinations like France, Switzerland etc.

Theme & Product Diamond / UAE

**ADVENTURE
FINLAND "FEEL
FINLAND"** High
quality adventure in
nature. Feel the
purity and fresh air

ACTIVE HOLIDAY in
cool summer and in
snowy winter. High
quality soft adventure
holidays for families and
high quality extreme
holidays for groups of
young emirates

HEALTH TRAVEL
World class know how
and facilities in
medical care.

ADVENTURE
FINLAND
"FEEL
FINLAND"

ACTIVE
HOLIDAY
in cool
summer and
snowy
winter

EDUCATIONAL
Number one country in
education methods and
results

HEALTH
TRAVEL
(niche)

EDUCATIONAL
(niche)



Visit Finland