



Visit Finland

Visit Finland markkinointi 2022

21.9.2021

Heli Jimenez

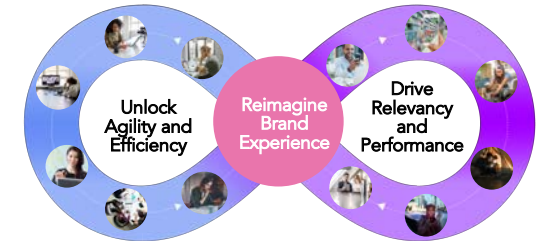


Renewing visitfinland.com



Visit Finland

We did our homework and conducted qualitative research with inside-out and outside-in point of views



Inside-out point of view

We've conducted **46 qualitative interviews** with people across the VF ecosystem, including:

- Visit Finland and Business Finland Leadership
- VF Content Owners and B2B Team Members
- VF Market Representatives
- Tourism Boards: Helsinki Metropolitan Region, Lakeland, Coast & Archipelago and Lapland
- Event organizers (Finland, Singapore and Netherlands)
- Tour Operators and OTA's (UK, DACH, China)
- VF's partners such as technology, analytics and SEO, Media & PR

Based on interview findings we organized VF workshops. Synthesized workshop findings enrich qualitative research inside-out point of view

Outside-in point of view

We interviewed active international travellers who could be motivated and have financial means to travel to Finland from their country.

We conducted **close to 100 1-hour qualitative interviews** across eight markets and captured more than 2200 observations

- Japan, China, Russia, Sweden, Germany, UK, France & US
- 60% Female / 40% Male
- Family with kids: 40%, Family without kids: 40%, Single: 20%
- No less than 3 trips abroad in the last 5 year
- 3-4 key cities in each market
- High / sufficient income level

Purpose

Visiting Finland is more than just a trip, it is a profound and meaningful experience - a journey to find your own happiness, whatever it means for you

VF reason of existence is to convince people to choose Finland for their next destination through authentic content to encourage them to take action.



Promise

Your authentic experience of Finland starts with Visit Finland.

We consider you as our guests - you can enjoy your first flavour of Finnish hospitality.



From

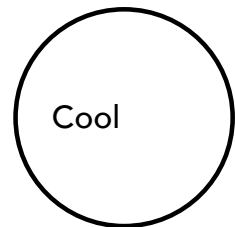
Personality

To

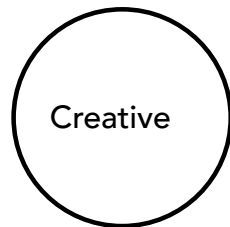
Experience

Guiding principles

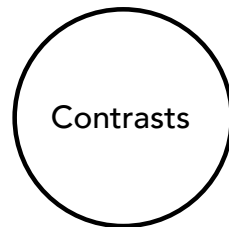
Guiding principles are a great way to build a shared understanding of what excellent digital experience looks like. They give inspiration and direction on the meaningful encounters between the user and VF.



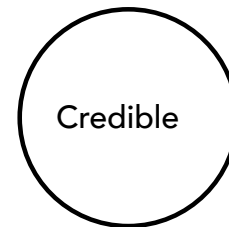
Stay real



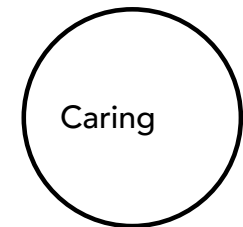
Trigger emotions



Be bold



Be adaptable



Be accessible

Be sustainable

EMOTIONAL

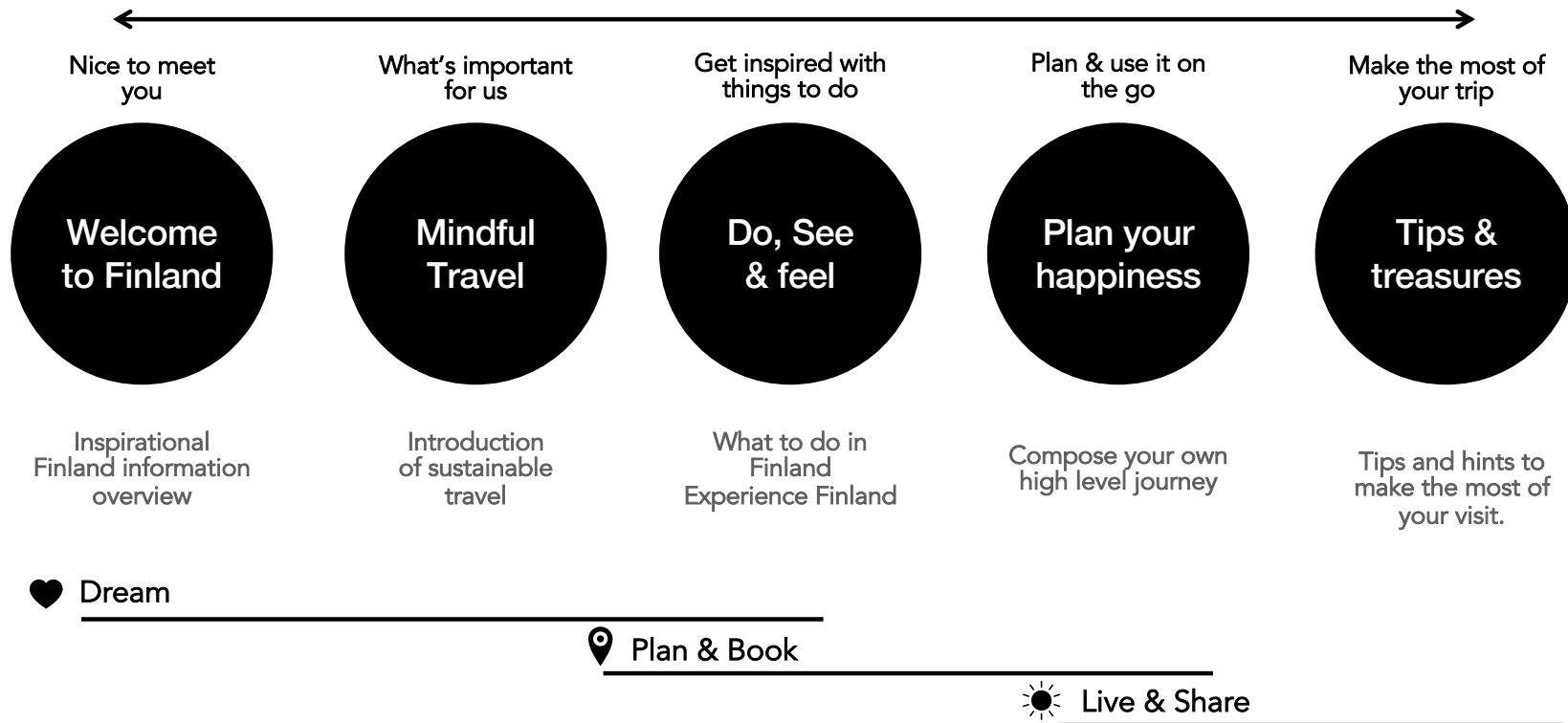


FUNCTIONAL

5 building blocks



All content is linked to another content while navigating the site - there are no dead ends



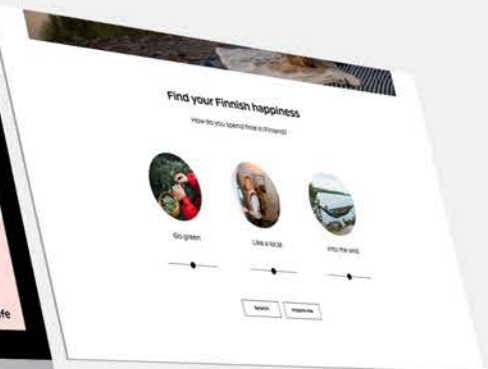
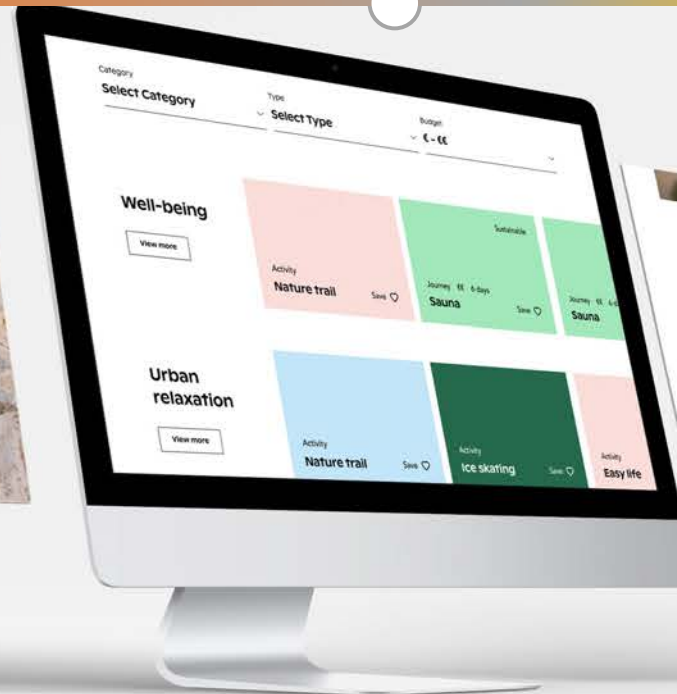
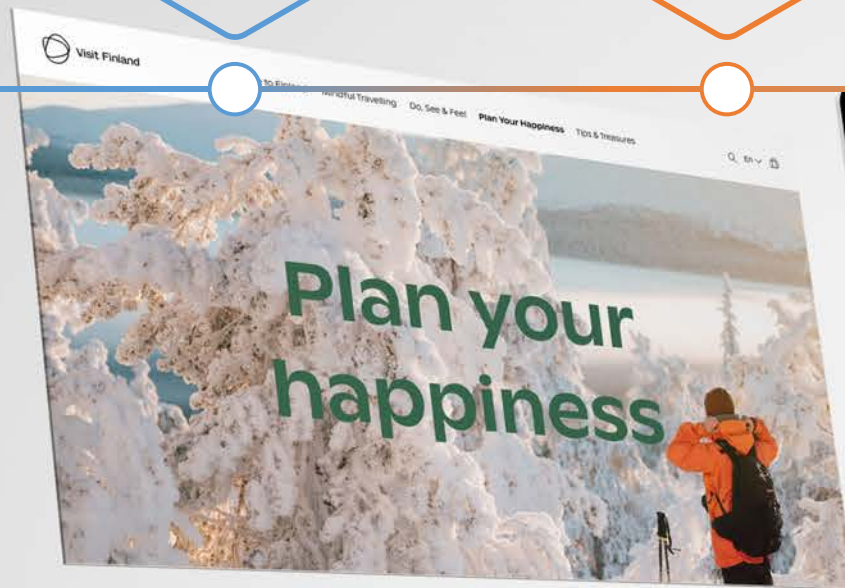
Schedule

09-12/21
BUILDING
MVP

01/2022
LAUNCH
MVP

03/2022
LAUNCH
PHASE 2

04/22 →
DEVOPS



It's not only about
how it looks,
it's also how it feels
and behaves





Visit Finland

Visit Finland markkinointitoimenpiteet 2022

VISIT FINLAND MARKETING STRATEGY

WHAT?

CONTINUE TO STRENGTHEN AND MAINTAIN FINLAND'S COUNTRY IMAGE AS ALL YEAR ROUND TRAVEL DESTINATION.

ATTRACT, PROMOTE AND ACTIVATE SAFE TRAVEL TO FINLAND – WE HAVE ROOM TO GROW.

INCREASE AWARENESS OF FINLAND AS A SUSTAINABLE TRAVEL DESTINATION.

HIGHLIGHT FINLAND'S UNIQUE SELLING POINTS - STRENGTHEN THE STRENGTHS

HOW?

KEEP THE FOCUS

- Innovative promotion of country image to build and improve the awareness, image and interest among target group.
- Identify and focus marketing activities on higher value "Modern Humanist" target group to increase the length of stay and yield across all regions.
- Underpin sustainability in every aspect of marketing initiatives (focus on customer, authenticity, adding value).

BUILD ON ONE CONCEPT

- Derive all actions from the marketing concept to create cumulative value with consistent and relevant communication:
- **Help people find their calm and happiness.**
- Build and engage marketing partnerships for joint marketing activities to enforce the consistent message of Finland as a travel destination.

CREATE AND ADD VALUE

- All marketing activities aim to create and add value for our guests and for industry.
- Build, measure and learn. Make an impact. Plan for change. Be ready to operate in a constantly changing environment.
- Develop digital platforms to better accommodate customer's journey
- Be relevant, authentic and effective



Visit Finland

Campaigns H2/2021	07	08	09	10	11	12
HEALTHY AND SAFE TRAVEL <ul style="list-style-type: none"> Media Digital marketing ALL MARKETS		HOSPITALITY HEROES		NATURE ACCOMMODATIONS		
	Promoting Healthy and Safe Travel to Finland					
TACTICAL JOINT CAMPAIGN WITH TOUR OPERATORS "When did you last" GERMANY, FRANCE, UK		GERMANY		FRANCE UK		
JOINT LAPLAND PARTNER CAMPAIGN GERMANY, FRANCE				Germany France		
OPENING SWEDEN "Hitta dig själv på nära håll" – launch campaign		PR		"Hitta dig själv på nära håll" / SWEDEN		"Hitta dig själv på nära håll" / SWEDEN
"RUSKAVAHTI"				KUVA- KILPAILU		
Christmas <ul style="list-style-type: none"> Social Media activation 						X-MAS
Year 2022 "Happiness" campaign launch					Summer 2022 campaign launch	

VISIT FINLAND MARKETING

2022	01	02	03	04	05	06	07	08	09	10	11	12
IMAGE CAMPAIGNS (HERO) <ul style="list-style-type: none">Global campaign – cool, creative, contrast, credible and caring. Building awareness.Highlight USP, storytelling and sustainabilityAlways starting with PR activated approachDirected to visitfinland.com	Image: “HAPPINESS”											
			“Hitta dig själv på nära håll” / SWEDEN									
	Promoting healthy and safe travel to Finland											
TACTICAL CAMPAIGNS (HUB) <ul style="list-style-type: none">Global and market specific campaigns and partners (OTA, TO etc)Tactical approach, landing page and redirecting. Strong CTA.	WHEN DID YOU LAST? GER, FRA, UK		TACTICAL TBC				TACTICAL TBC					
ACTIVATION CAMPAIGNS (HELP) <ul style="list-style-type: none">Digital and Social Media activation campaigns★ Monthly endorsement for new STF labelled companies in VF social mediaDirected to visitfinland.com and/or partner site	★	★	★	★	★	★	★	★	★	★	★	★
				SUSTAINABILITY (PLEDGE)				RUSKAVAHTI			X-MAS	
<div>ALWAYS ON</div> <div>SOCIAL MEDIA</div> <div>CONTENT</div> <div>SEARCH ENGINE MARKETING</div> <div>PR AND MEDIA</div> <div>INFLUENCERS</div> <div>VISITFINLAND.COM</div>												

KIITOS!

**#Visitfinland
@ourfinland**



Visit Finland