



Visit Finland

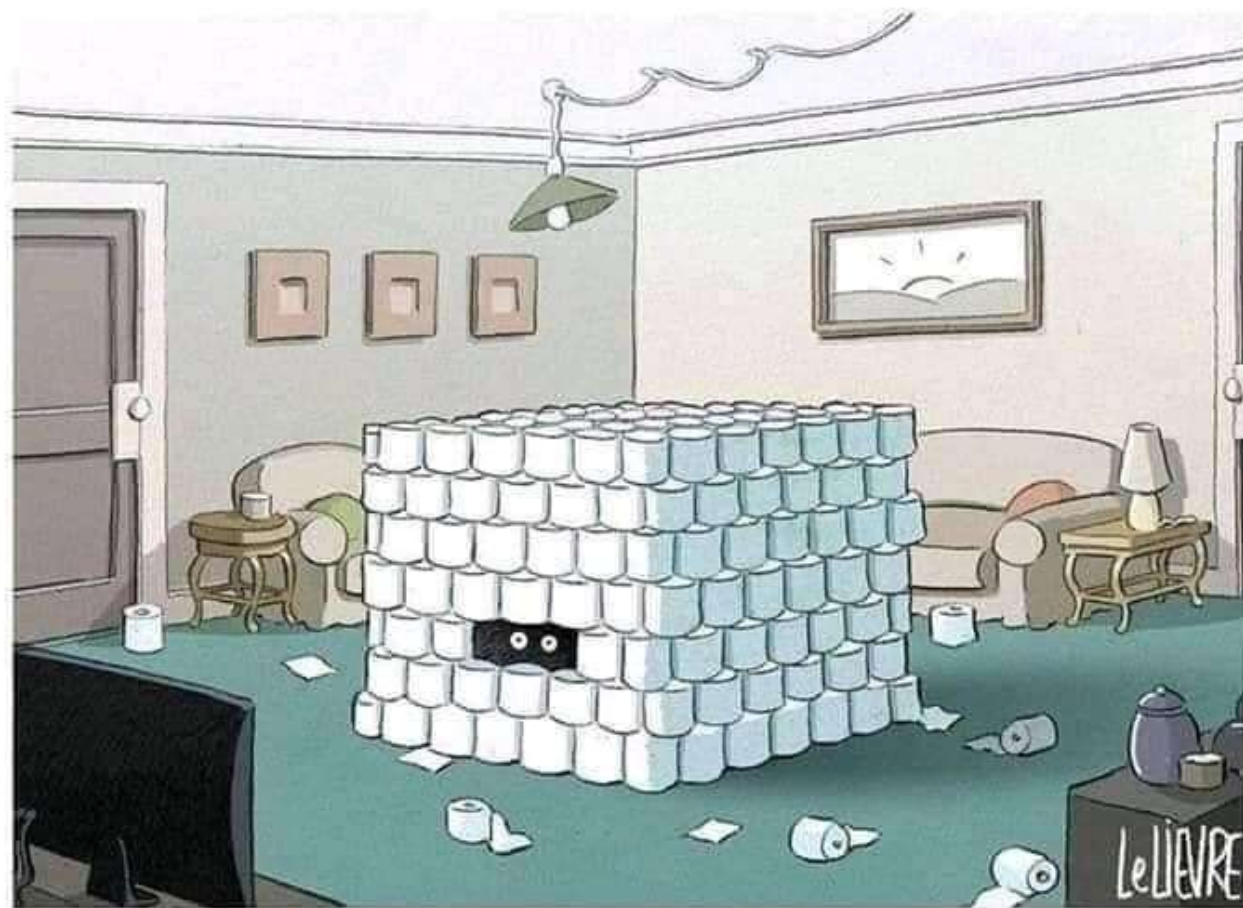


Visit Finland

Kainuun maakuntafoorumi

21.4.2021

First response: panic



Matkatoimistojen kv myynti pysähdyksissä jo 13 kk





Suomi on sulkenut rajat muille



E-Mail



Drucken



Meistgelesen

Einreisen

So funktioniert der grüne Impfpass für Auslandsreisen

Reisen möglich

Bereits 40 Länder sind wieder ohne Reisewarnung

Europäische Länder (2)

Alle Reisewarnungen und Einreisen auf einen Blick

Einreisen in Corona-Zeiten

So gelangt man in die wichtigsten Fernreiseziele

Trotz Corona

In diese Länder reisen Geimpfte frei ein

geschlossen. Die estnischen Grenzbehörden führen keine Ausreisekontrollen durch, raten jedoch den Reisenden sich mit den Einreisebestimmungen des Ziellandes sowie der Transitländer vertraut zu machen.

Finnland: Grenzen dicht

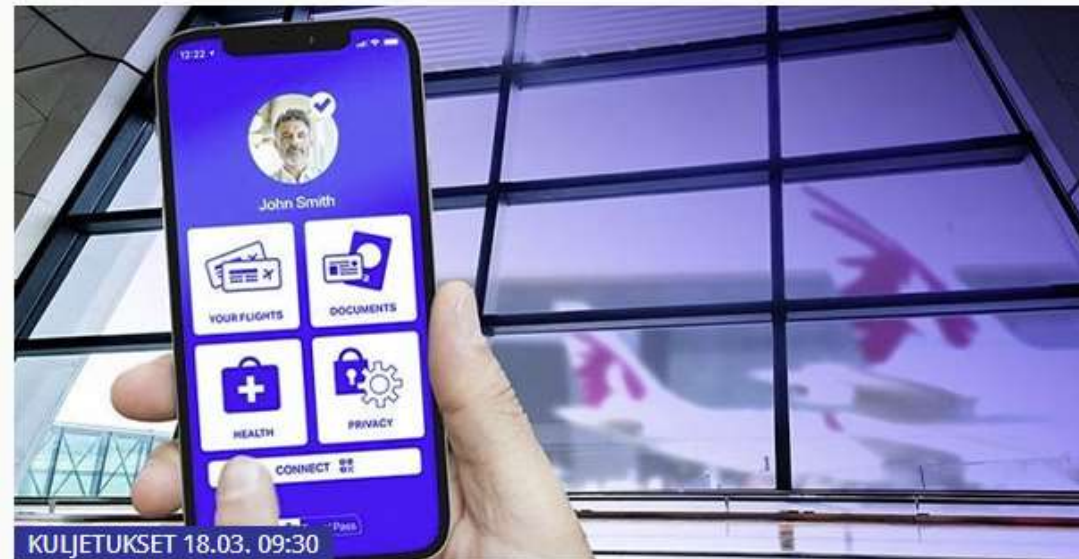
Vor nicht notwendigen, touristischen Reisen in die Regionen Uusimaa (mit Großraum Helsinki), Kymenlaasko, Varsinais-Suomi, Etelä-Karjala, Päijät-Häme und Pirkanmaa wird gewarnt.

Von nicht notwendigen, touristischen Reisen in die übrigen Landesteile wird wegen der Grenzschließung derzeit abgeraten.

Die Covid-19-Neuinfektionen sind **regional unterschiedlich**. Schwerpunkte sind der Großraum Helsinki (Region Uusimaa), die Region Varsinais-Suomi, Etelä-Karjala, Kymenlaasko, Päijät-Häme und Pirkanmaa. In diesen Regionen überschreitet bzw. überschritt zuletzt die Inzidenz 50 Fälle pro 100.000 Einwohner auf sieben Tage, weshalb diese als Risikogebiete eingestuft wurden.

Einreise: Die Modalitäten einer Einreise nach Finnland hängen vom Infektionsgeschehen im Herkunftsland ab, das den epidemiologischen Grenzwert von 25 Neuinfektionen pro 100.000 Personen innerhalb eines Zeitraums von 14 Tagen nicht überschreiten darf. Die finnischen Behörden überprüfen diesen Wert regelmäßig. **Der Grenzwert ist für Deutschland deutlich überschritten.**

IATA Travel pass/ matkailun avaamisen hybridiratkaisu



"IATA:n digipassilla" voidaan matkustajien ja kenttähenkilökunnan kontakteja vähentää korona-aikana.

korona

Qatar Airways

rokotustodistus

Qatar Airways pilotoi IATA:n Travel Pass -rokotustodistusta

Ratkaisu on tekeillä

Alkaako matkailu kesäkuussa? STM: EU:n koronapassiin riittää yksi rokotus - ja passin voi saada jopa ilman rokotusta

9.4.2021 16:42 | päivitetty 9.4.2021 16:42

[MATKAILU](#) [KORONAVIRUS](#) [TERVEYDENHUOLTO](#) [TURVALLISUUS](#)

EU:n komission valmistelussa oleva vihreä todistus, jota on kutsuttu myös rokotuspassiksi, mahdollistaisi liikkumisen Euroopan sisällä. Todistus on tarkoitus ottaa käyttöön kesäkuussa.



Justizkommissar Reynders

Grüner Impfpass der EU soll bis Ende Juni kommen

von dpa
Dienstag, 13. April 2021



EU-Justizkommissar Didier Reynders treibt das Impfzertifikat voran.

er grüne Impfpass für

sind wieder ohne

In legen Konzept für

Rechtzeitig zu den Sommerferien in Deutschland soll das einheitliche Covid-Zertifikat für einfacheres Reisen in Europa Ende Juni startklar sein. "Natürlich möchten wir vor dem Sommer bereit sein", sagte EU-



Sonja Mänty

[Ota yhteyttä](#)



Uusimmat

1 10:45 **SIJOITTAMINEN**
PÖRSSI: Kurssit sahasivat laskuun sijoittajien aprikoidessa inflaatiota

2 10:43 **RUOTSI**
Ruotsin korkeat tartuntaluvut ovat jo "business as usual" - Uppsalassa kova vetoamus

2 10:49 **TEOLLISUUS**

Monta asiaa ratkaistavana matkailun avaamiseksi



KIRJOITTAJA

KRISTIINA HIETASAARI

Senior Director, Visit Finland
kristiina.hietasaari (at) businessfinland.fi



TOIVEENA SELKEÄT LINJAUKSET

Matkailu on siis saatava käynnistymään mahdollisimman pian. Terveysturvallisen matkailun mahdollistamiseksi matkailutoimiala toivoo hallituksesta mahdollisimman pian päätöksiä ja selkeitä linjauksia seuraavista aiheista:

- Vahvistus siitä, että Suomi on mukana Euroopan yhteisissä linjauksissa Schengen-alueen matkailun ehdoista
- Selkeät päivämäärät, mistä alkaen Suomeen matkustaminen on mahdollista. Pelkkä maininta työmatkustuksesta ei riitä, on syytä selkeästi ottaa kantaa myös vapaa-ajan matkustukseen.
- Päätökset siitä, että kaikki matkailijat matkan motiivista (työmatkustus tai vapaa-ajan matkailu) riippumatta pääsevät maahan esittäessään todistuksen joko saadusta koronavirusrokotuksesta, sairastetusta -taudista tai negatiivisesta -testituloksesta. Kaikki vaatimukset selkeästi linjattuna.
- Kaikki matkustamiseen liittyvät rajoitukset tulee viestiä siten, että tulkinnanvaraa ei jää. Selvät toimintatavat mahdollistavat matkustajien informoinnin paremmin ja edesauttavat Suomeen suuntautuvien matkojen varaamista.
- Terveiksi todettuja matkailijoita ei aseteta Suomessa karanteeniin
- Myös pikatestit tulee hyväksyä

Miten ja millä aikataululla Suomessa otetaan EU:n rokotuspassi/todistus käyttöön:

- Riittääkö yksi rokotus todistuksen saamiseksi tai todistuksen hyväksymiseksi?
- Hyväksytäänkö Euroopan lääkeviraston hyväksymien rokotusten lisäksi esim. Sputnik-rokotus? Tämä tieto on tärkeä mm. Venäjältä Suomeen suuntautuvan matkailun avaamiseksi.
- Mitä rajoitteita jää voimaan rokotuspassista huolimatta?
- Miten EU-alueen ulkopuolisista maista (esim. Iso-Britannia, Yhdysvallat) saapuvien matkustajien matkustus mahdollistuu? Onko EU-todistuksen säännökset tulkittavissa myös näiden tärkeiden matkustuksen lähtemäiden matkustukseen?

Visit Finland on yhteydessä päättäjiin ja toivoo heiltä vastauksia näihin kysymyksiin sekä päätöksiä ja linjauksia terveysturvallisen vapaa-ajan matkailun mahdollistamisesta mahdollisimman pian.

Näkymät 2021 loppuun



Building a Pathway to Recovery: Finland

Demand Analysis: MARKET LEVEL

AMADEUS

Performance vs previous years

Market share by Travel Date 2019- 2021

FI in Bookings between: FI, DK, IS, NO, SE

This graph monitors the evolution of the relative booking market share each destination holds within the global bookings to this destination group. This allows to benchmark against competitors and evaluate if there has been changes in the traveler destination preferences- **How popular is my destination?**

Bookings made until April 16th



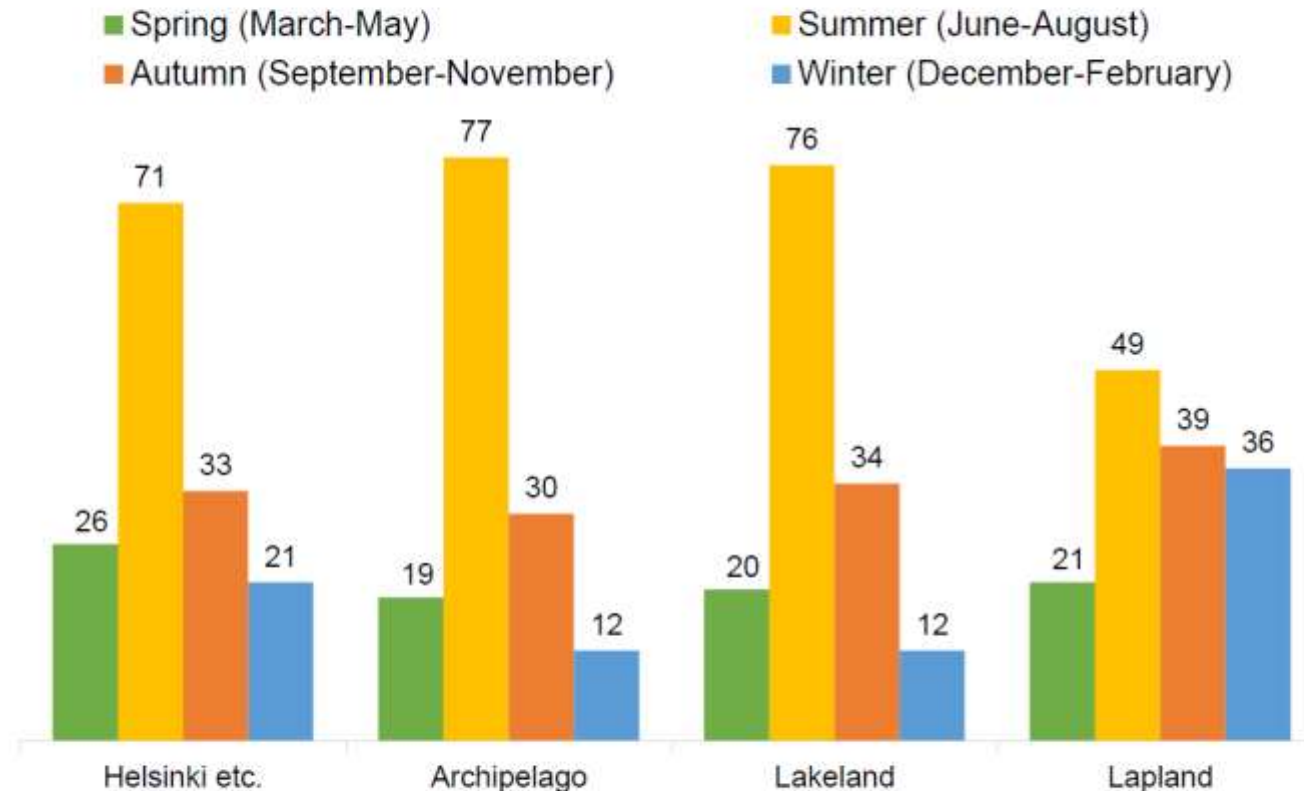
Mikä muuttuu pandemian seurauksena?

- Työmatkailu muuttuu: matkat vähenevät, pitenevät, hybridi on standardi tapahtumissa
- Työn ja vapaa-ajan yhdistyminen trendinä jo ennen nyt lisääntyy: kannattaa innovoida uusia tuotteita tähän. Ryhmätyötä ja yksittäisiä perheitä ja pareja: avain ympärivuotisen kaupan lisäämiseen?
- Digitaalinen disruptio on kiihtynyt koko kv matkailun arvoketjussa
- Alustatalous valtaa nurkkaa matkailussa: Booking & Expedia oligopoli dominoi OTA-kanavissa
- Terveysturvallinen lomailu
- Luonto kiinnostaa!
- Kestävän matkailun tuleminen?

- Liquid services: tarkoittaa äärimmäisen joustavaa saatavuutta palveluissa: haaste alalle.

Syksy oon uusi musta!

Preferred Season for Finnish regions:
Mostly summer, Lapland with the least seasonality



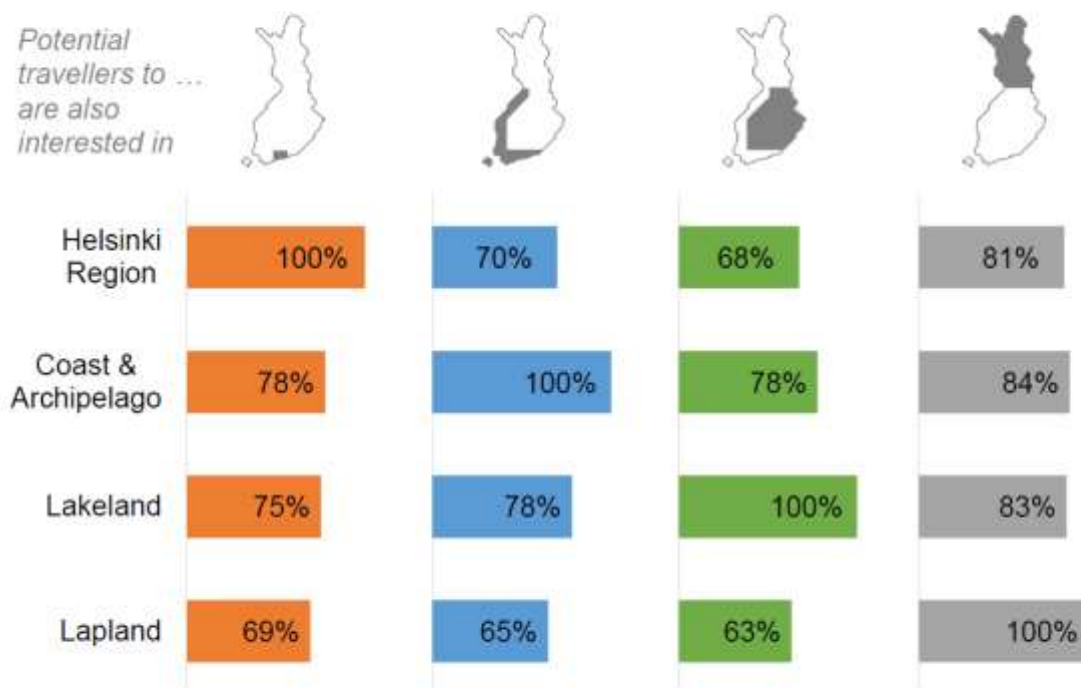
- » In a last question in this online survey, we asked the potential travellers to the four Finnish regions at what time of the year they would like to travel to the respective region. (*Multiple answers were allowed*)
- » The results for Archipelago and Lakeland are very similar, with a strong preference for the summer.
- » For Helsinki, also the summer dominates, but spring and winter have higher figures than in Lakeland and Archipelago.
- » For Lapland the preferred seasons are a bit more diverse, with summer being strongest, but autumn and winter following quite closely.



Question: In which season would you like to spend your holiday in [...] ? in %
Basis: Potential travellers to Helsinki etc. (n=641), Archipelago (n=681), Lakeland (n=598), Lapland (n=521) in the German-speaking population aged 14-75 years, source: RA online 11/2020

Kiertomatkailu säilyy tärkeänä

Interest to travel to Finnish Regions: Heavy overlapping of the potential guests of the Finnish regions



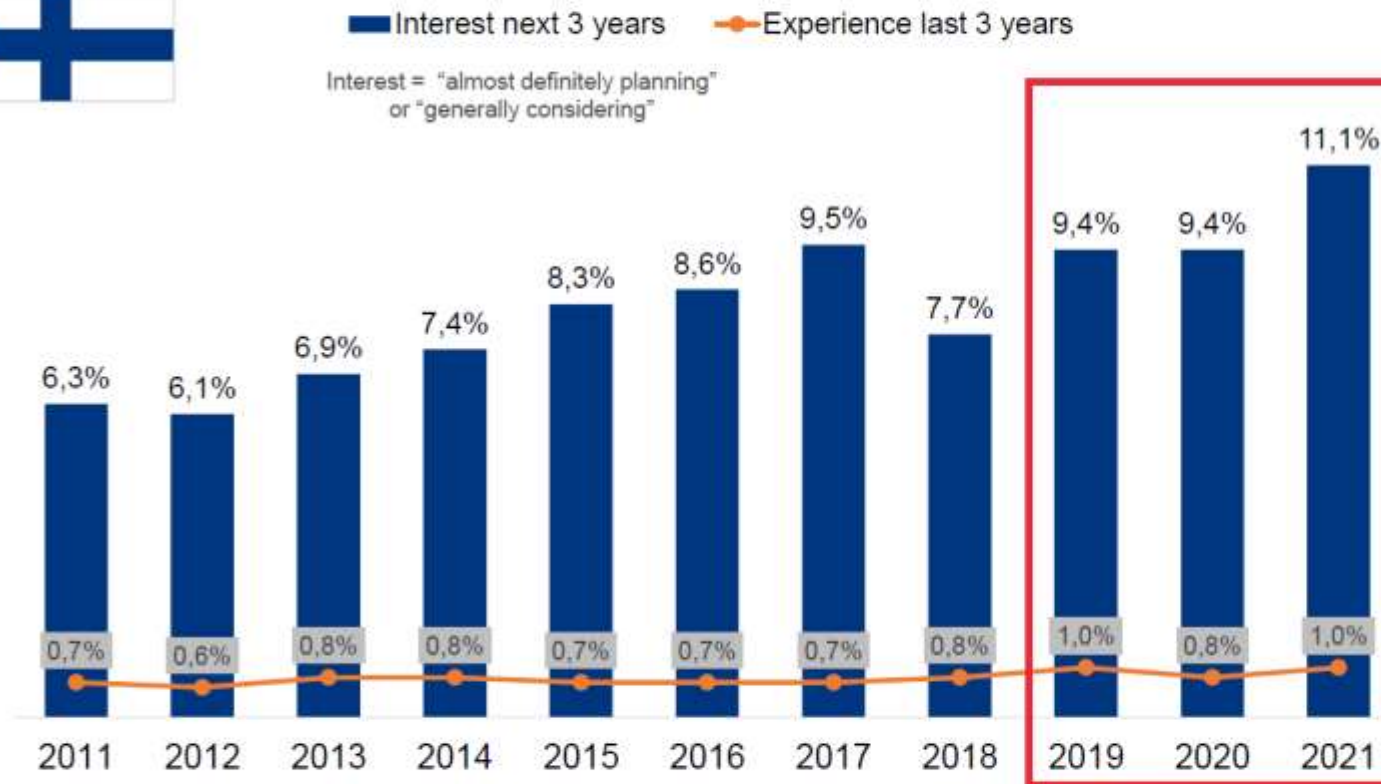
- » There is heavy overlapping between the interest for the four Finnish regions.
- » E.g. of 100 persons interested to travel to the Helsinki Region, 78 are also interested in travelling to Coast & Archipelago, 75 to Lakeland and 69 to Lapland.
- » This means on the one hand side, that the destinations can be well combined in product offers, e.g. when developing round-trip itineraries.
- » On the down-side this may mean that the respondents may not have a clear image of each region, but are rather thinking of Finland as a whole.

*Are you almost definitely planning to go on a holiday to one of these countries in the next three years? (2021-2023) And which of these countries would you generally consider as a holiday destination in the next three years?
Basis: German/German-speaking population 14+ years in Germany, Source: Reiseanalyse 2021



Suomen potentiaali tuplaantui 10 vuodessa

Interest to travel to FINLAND: Increased share of potential travellers, stability of actual demand



- » Within the last decade the share of Germans "almost definitely planning" or "generally considering" Finland as a holiday destination increased from 6.3% to 11.1%
- » The actual demand has seen a solid growth to 1.0% since 2017 after a period of stability on a level of around 0.7% during the years 2009 to 2017.
- » The 11.1% potential guests to Finland are divided in 1.0% "hard" potential ("almost definitely planning") and 10.1% "soft" potential ("generally considering").



"In which of these countries have you spent a holiday during the last three years (that is 2018, 2019 or 2020)?"

"Are you almost definitely planning to go on a holiday to one of these countries in the next three years? (2021-2023) And which of these countries would you generally consider as a holiday destination in the next three years?" Basis: German-speaking population 14+ years in Germany; Source: Reiseanalyse 2021

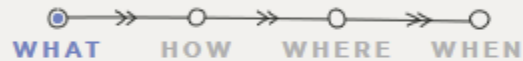


Uusi luontomatkailu 1



BIKEPACKING 101

START YOUR JOURNEY HERE



Simply put, bikepacking is the synthesis of all-terrain cycling and self-supported backpacking. It evokes the freedom of multi-day backcountry hiking and travel off the beaten path, but with the range and thrill of riding a nimble bicycle. It's about venturing further into places less traveled, both near and far, via singletrack trails, gravel, and forgotten dirt roads, carrying the essential gear, and not much more.

Uusi luontomatkailu 2



GET OFF-ROAD WITH EAT SLEEP CYCLE

Gravel is the next big thing in cycling and it's no surprise why. Gravel roads open up new landscapes free of traffic, offering adventure and the promise of escape. Discover new places you didn't know existed, or rediscover a place you thought you already knew.

Come and explore the Pirinexus trail taking in the Pyrenees, Costa Brava & Girona region, or ride Trans Alps & experience the stunning Sella Ronda route in the Italian Dolomites, or why not discover the best gravel trails from the medieval city centre of Girona?

Whether you're looking for a self-guided bikepacking adventure or a supported tour, just ask us for more information.

1. Key information & our position in the market

SWOT "Finland's position as a travel destination"

Weaknesses:

- Relatively unknown as travel destination
- Location feels distant
- Consumers have an impression that Finland is very expensive
- Finland seen to have cold and wet weather
- German tourism market is very competitive, therefore hard to get the marketing messages to a wider audience
- Too much "only nature" makes Finland unattractive for a wider audience
- Seasonal weaknesses:

Summer - Mosquitos

August + Spring – unstable weather

Strength:

- nature; architecture (Alvar Aalto), Mökki-culture, wooden houses, villages and cities. Finnish art deco style
- cultural locations (UNESCO, Suomenlinna, opera festival), manor house-hotels)
- arctic circle, arctic elements, reindeers, sami culture
- safety - distances are easy to be kept
- people & culture: authentic sauna culture, events: Jazz, Tango, Sibelius
- overland accessibility: by car, coach and train

Threats:

- International travel is crisis due to the Covid 19 pandemic
- Accessibility is not clear during and after the crises
- Transparency in how to travel safe, **lack of communication** on travel measures and safety measures (though the measures are good)
- Finnish suppliers' operational safety during and after the crises
- Reliability of partners in markets and sales channels
- Financial crisis as result of the pandemic, might decrease demand for travel
- Fear and distrust of authorities, a general trend in the world and in Germany, that might cause confusion at the market

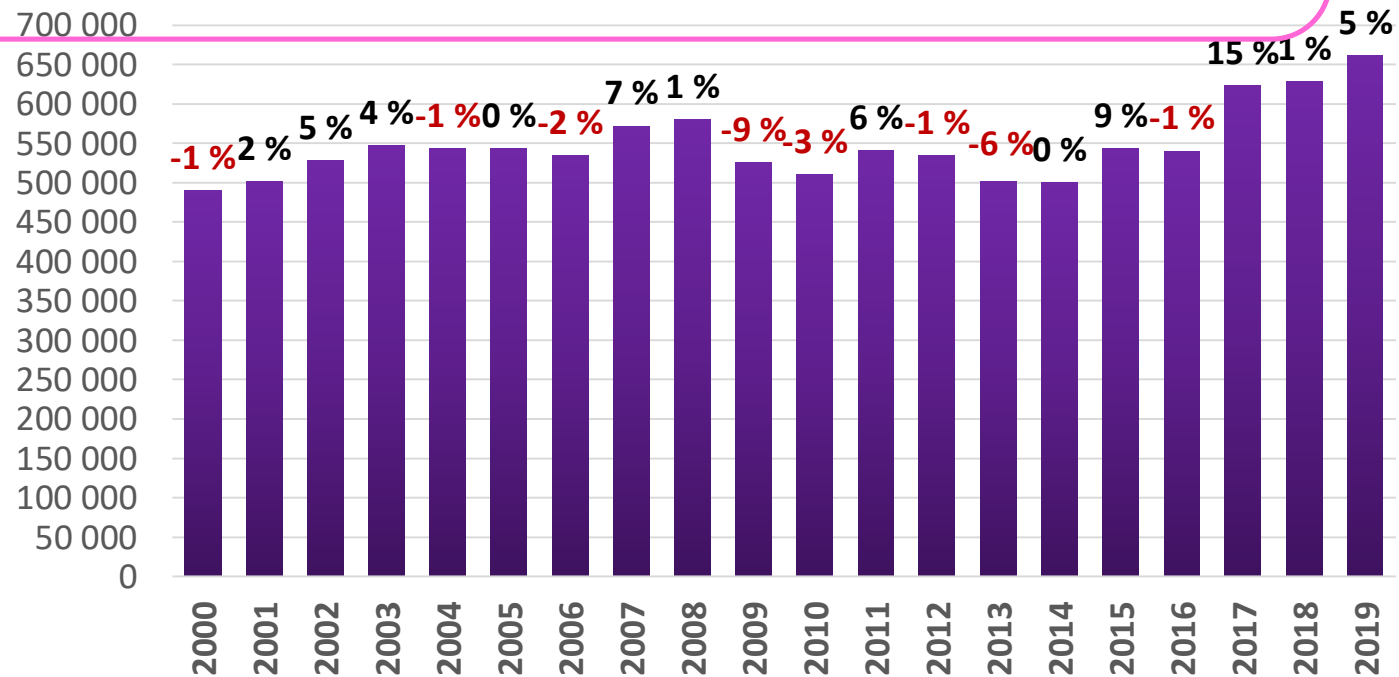
Opportunities:

- STF, everyman's right and responsibilities
- Making nature infrastructure easier achievable
- Good service and authentic and tasty food
- communicating and traveling easy: payments, Eurozone, cash free - safe travel
- Train travel is safe, affordable and on high level
- Digitalisation for finding, buying informing consumers better
- marketing experiences: for instance: we have a different nature understanding-what is interesting for the visitor?
- Younger audience will travel first: more active content
- Coast and Archipelago and regional culture - Swedish Karelia with its culture

German overnights in Finland (pre-covid19)

In 2019:

- Population: 83 million
- Outbound travel from Germany: 113 million arrivals to all destinations in 2019 (+2% from 2018)
- Travel Expenditure (total outbound travel from Germany): 96 billion EUR
- Europe's share of German's outbound travel: 88%
- Finland's share of total German outbound travel: 0.4%



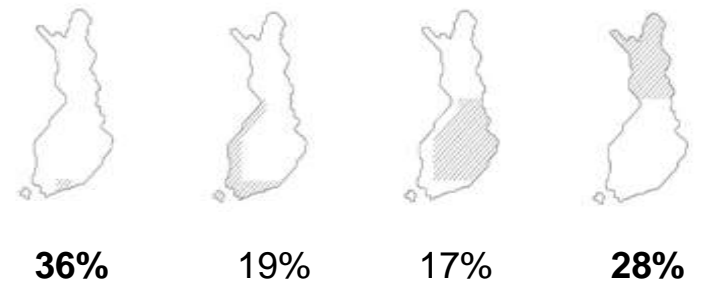
Year 2019

2nd in country rankings
with a **9% share** of foreign overnights

Average change 2000-2019: **+2%**

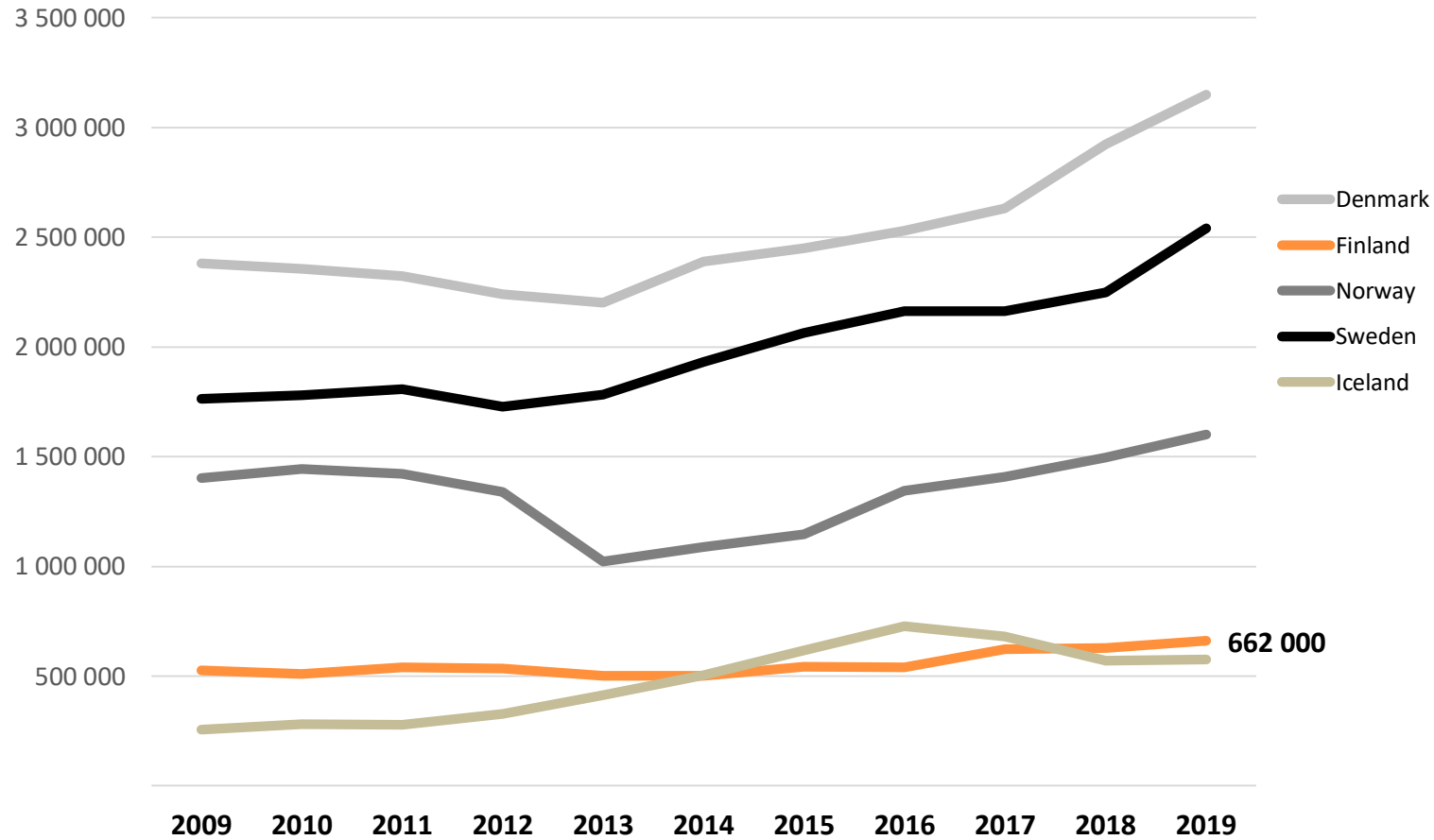
Change 2019 compared to 2000: **+35%**

Share of overnights by regions 2019

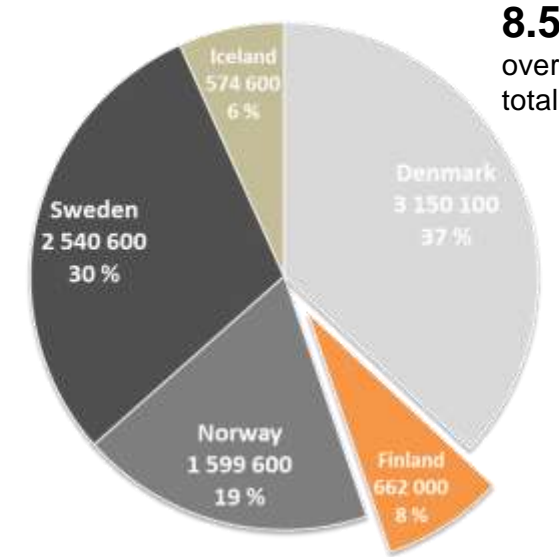


Germany: Yearly overnights in the Nordic countries

Development of German overnights 2009-2019

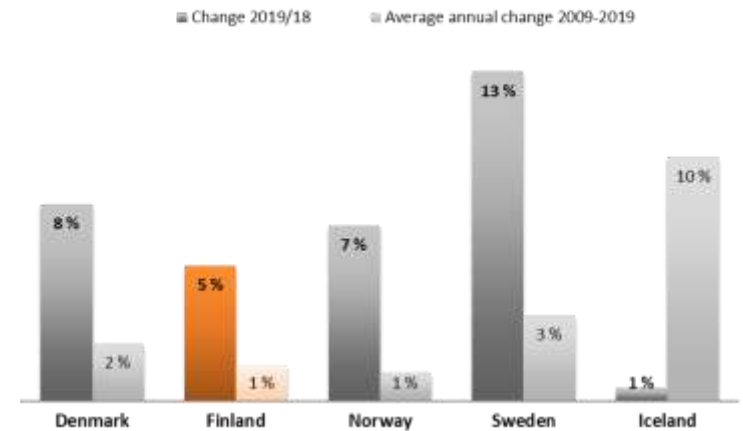


Nordic countries' share of German overnights 2019



8.5M
overnights in total

German overnights, change %



Sources: Visit Finland Statistics Service Rudolf, Statistics Finland, Statistics Denmark, Statistics Norway, Statistics Sweden and Statistics Iceland

German overnights in Finland & in the Nordics

Winter

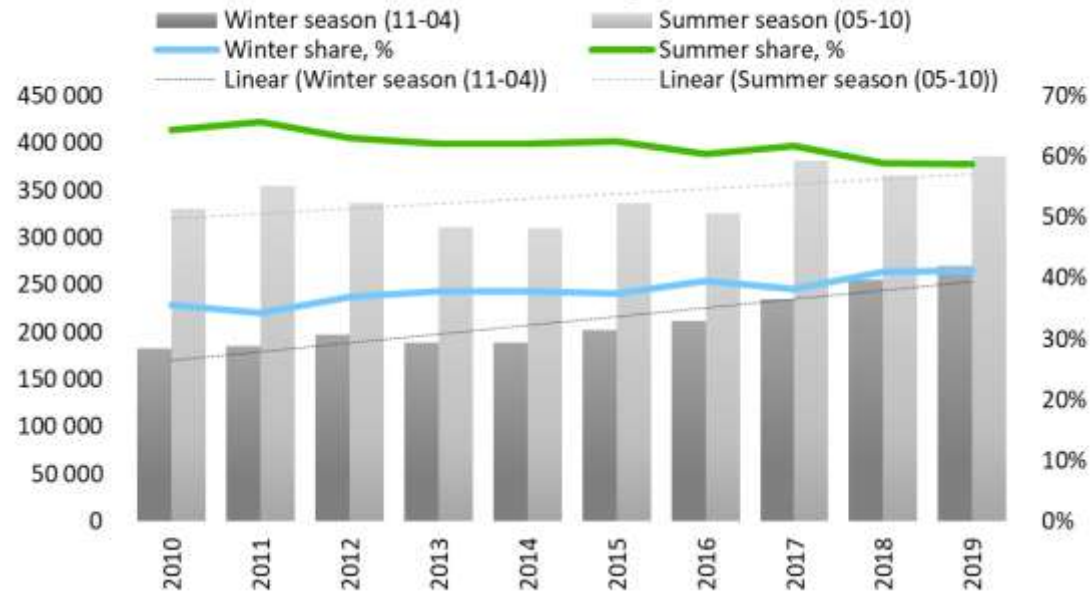
German winter overnights in Finland in 2019:

3rd in country rankings
with 8% share
of foreign overnights

Average change
2010-2019: +5%

Change 2019 compared
to 2010: +48%

German seasonal overnights in Finland



Summer

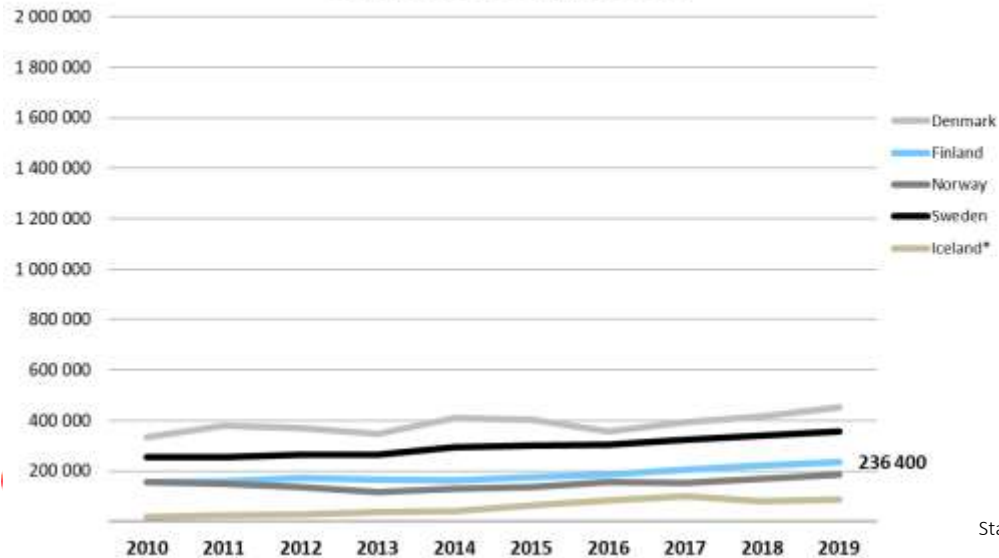
German summer overnights in Finland in 2019:

2nd in country rankings
with 11% share
of foreign overnights

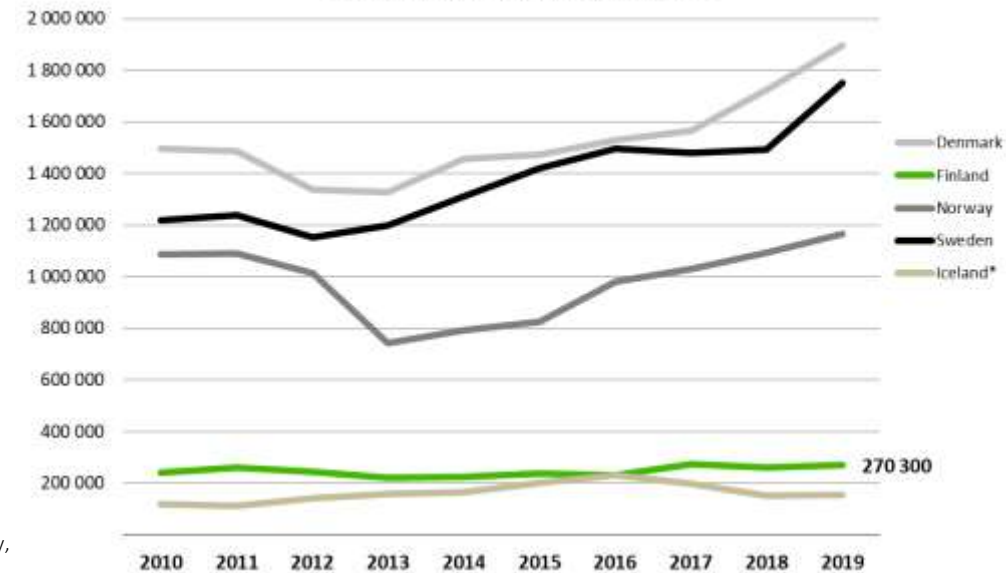
Average change
2010-2019: +2%

Change 2019 compared
to 2010: +17%

German overnights in the Nordic countries, winter season (Dec-Apr) 2010-2019



German overnights in the Nordic countries, summer season (Jun-Aug) 2010-2019

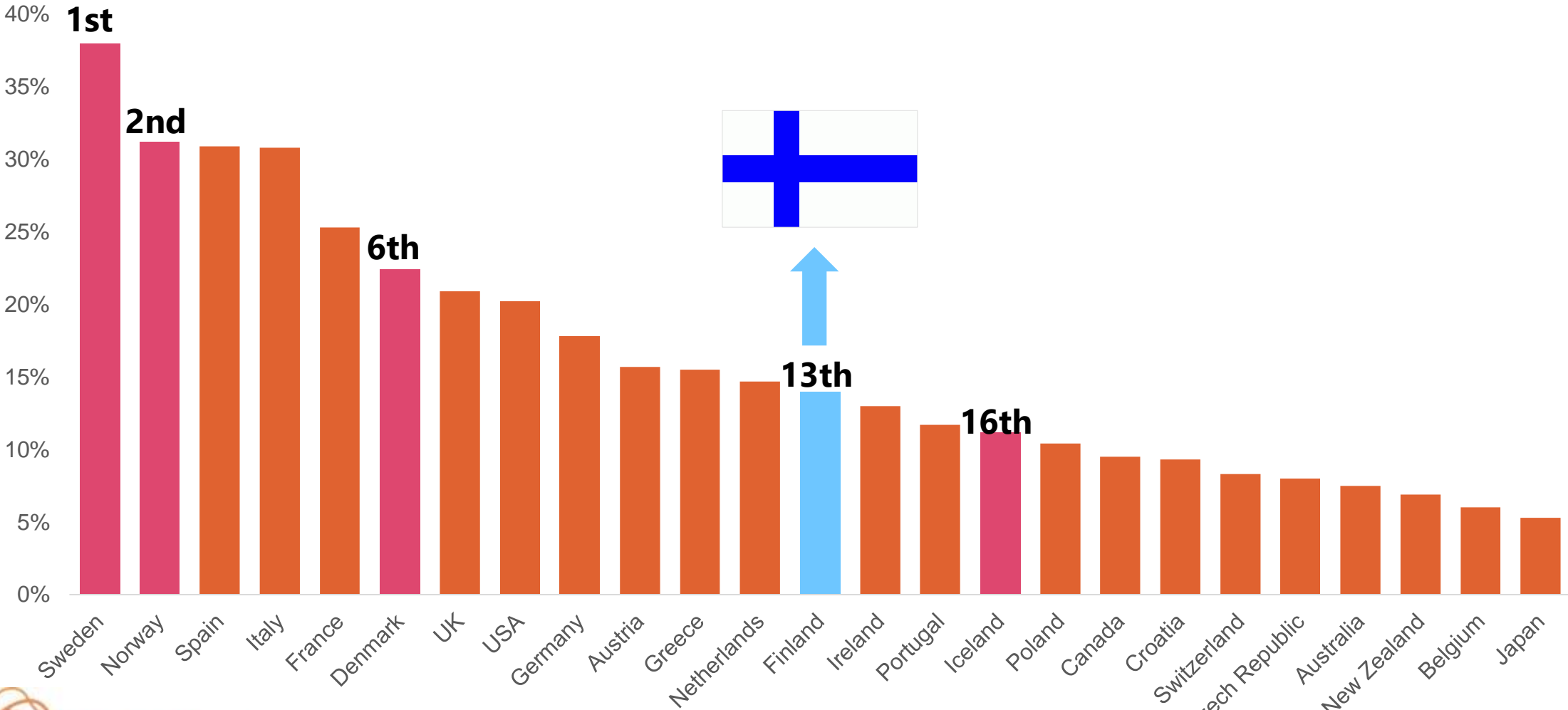


Sources: Visit Finland Statistics Service Rudolf, Statistics Finland, Statistics Denmark, Statistics Norway, Statistics Sweden, Statistics Iceland

*) incl. hotels only

When asked spontaneously which countries are considered as a holiday destination in the next three years, Finland lags behind Sweden, Norway and Denmark

Spontaneous Destination Consideration



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Q2. SPONTANEOUS CONSIDERATION DESTINATION

Which countries would you consider for a holiday or short break over the next three years? Please include up to 10 countries

Base: Total Sample (1,000)

Germany



No. 3 in ranking in absolute numbers.

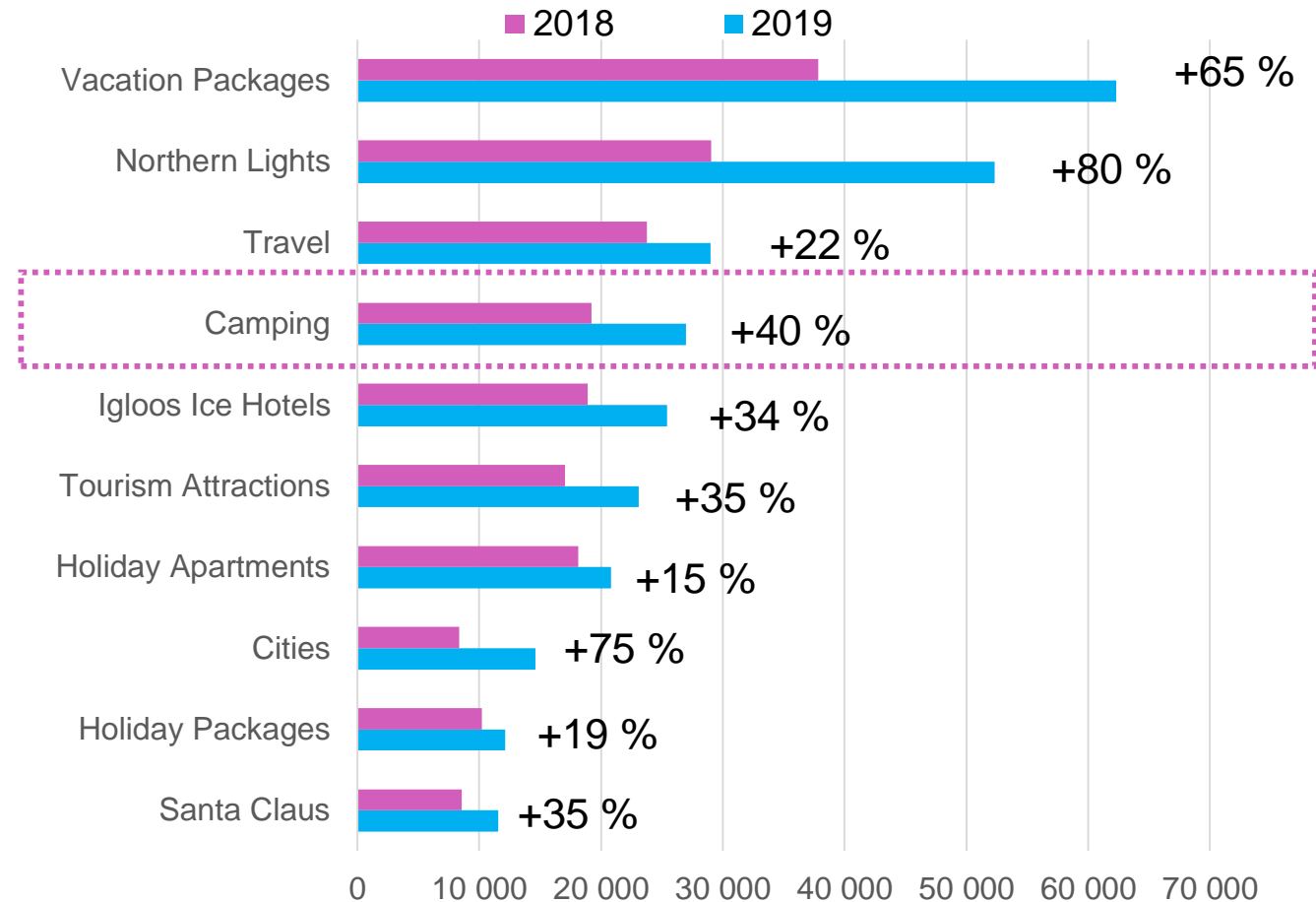
455 300 travel-related Internet searches concerning Finland.

+38 % compared to previous year.

TOP 10 TRENDING MICRO-BRANDTAGS

Micro-brandtag	Δ%
National Parks	93 %
Northern Lights	80 %
Cities	75 %
Winter Sports	66 %
Vacation Packages	65 %
Hotels	56 %
Cabins	50 %
Rural Houses	43 %
Camping	40 %
Tourism Attractions	35 %

Top Micro-brandtags



4. DACH market strategy

VISIT FINLAND MARKETING STRATEGY 2021-2023

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 ROAM

INCREASE AWARENESS OF
FINLAND AS A SUSTAINABLE
TRAVEL DESTINATION

Strengthen the strengths

OUR FOCUS

- Innovative promotion of Finland's country image → awareness and improved image **among target group**
- Communicate safe travel to Finland as soon as it is possible
- Identify and focus marketing activities on higher value customers → increase the length of stay and yield across all regions
- Sustainability will underpin every aspect of our marketing initiatives (focus on customer, authenticity, adding value)

MARKETING CONCEPT

- Help people find their calm and happiness



Strengthen the strengths

Visit Finland's Unique Selling Points

Find your happiness –
live like a Finn

Easy access to forests -
reconnect with nature

To know Sauna
is to know
Finland

Santa Claus
- the ambassador
of goodwill
from Finland

The land
of a thousand
lakes

Responsible travel
is freedom to travel

PLEASE CHOOSE THOSE THAT
RESONATE THE BEST IN YOUR
MARKET AND ANALYSE WHY.

Chosen UPS's & strengths

Image marketing and communication

- Our former "Slow Finland" message is well continued by "Find your happiness and calm" message.
- For "Responsible travel" we already have a lot of tactical content and we are mainly concentrating on partners who also have the same values. Freedom reflects everymans rights and responsibilities.

Selling points on German market

- Easy access to forest - Finlands USP as we can offer this everywhere, not only in countryside but also in cities. We are always close to nature. As we don't have any Eiffel tours, close to nature / forest is absolutely a USP
- Sauna – Sauna should be a must on every tour to Finland, no matter where you go, city Saunas, cottage Saunas....
- Lakes – in Finland you have space on the lakes: make cruises, go to islands, have your own lakeshore with your mökki, boat, SUP, sunset, palju etc

Lakeland

Lakeland USPs	Travel Trend	Media interest
Land of a thousands of lakes	People are keen on authentic and unique experiences in the middle of nature with room to roam	Active holidays and nature experience
Finnish national landscape		Active holidays and nature experience
To know sauna is to know Finland	Wellbeing & mindfulness	Wellness and mindfulness
Have a holiday like Finns do	People are keen on being “isolated in the nature” (mobile cocooning, workation), combined with a sustainable approach, i.e. back to basics as the new normal	Authentic and unusual experiences



VISIT FINLAND

MARKETING PLAN

2021

DACH

Visit Finland campaigns DACH 2021

- **IMAGE CAMPAIGN**

- Global image campaign – cool, creative, contrast and credible. Building awareness. Strengthen the strengths (USP's) + Storytelling
- Always starting with PR activated approach Educational Marketing:
Promoting Safe Travel to Finland (e.g some, media, blogs, influencers etc)

- **Tactical campaigns**

- Lift up Finnish offering in sales channels, Segmented content, Seasonality highlighted, Strong CTA for immediate bookings

- **OTA campaigns**

- Segmented content, Regional offering based on segments
- Tactical approach, landing page and redirecting, Engaging regional partners

- **JOINT PROMOTIONS**

- Market Specific content marketing campaigns with partners
- Promoting Finland for sales channels and consumers



The large group of Modern Humanists is divided into segments based on their travel motives



City Breaker

Gender distribution quite even, older age distribution. Does more weekend trips than other segments.

Important when travelling
Safety, but also history and buildings/sights drive travelling for segment.

- Top interests include**
- Historic attractions
 - Cultural places and design districts
 - Culinary experiences



Nature Explorer

More men than women, consumers from all age groups.

Important when travelling
Safety as well as peacefulness and quietness of the destination.

- Top interests include**
- Natural parks and forests
 - Northern lights
 - Enjoying surrounding nature



Nature Wonder Hunter

In UK and Germany more female than male, in China and Japan more male than female. Older than other segments.

Important when travelling
Safety and peacefulness. For Chinese and Japanese the destination needs to be also exotic.

- Top interests include**
- Northern lights
 - Natural parks and forests
 - Midnight sun and white nights



Activity Enthusiast

Both male and female, young segment. Travels more with family than other segments.

Important when travelling
Most important drivers for travelling are destination being safe and secure, also peacefulness valued. Food is also an important aspect.

- Top interests include**
- Experiencing winter
 - Skiing
 - Hiking



Authentic Lifestyle Seeker

Somewhat older segment, gender distribution dependent on country.

Important when travelling
Authentic Lifestyle Seekers value an opportunity to get to know a new culture or way of life. Culinary culture and safety also important.

- Top interests include**
- Experiencing local lifestyle
 - Museums displaying local culture
 - Local events



Comfort Seeker

Younger segment, more male than female travellers.

Important when travelling
Safety and culinary experiences. Also important that the destination is genuine and idyllic.

- Top interests include**
- Special accommodation
 - Husky/reindeer ride
 - Wellbeing treatment



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marked are the core segments

Target segments & products

Traveller segment	Type of travel	Main Product category (pushed)	Secondary product categories (often combined)	Target group	Key Products example
Nature explorer & (Nature wonder hunter)	Touring / Cottages&Resorts	Outdoor and sports, nature experiences,	Wellbeing & Sauna, Food, Culture & Lifestyle, High end & Luxury experiences	Couples (young couples/older couples/DINKS, Young travelers (Millenials, young FITs)	Secret Escapes
Authentic Lifestyle Seeker & (Activity enthusiasts)	Touring/ Cottages&Resorts	Outdoor and sports, nature experiences,	Wellbeing & Sauna, Food	Couples (young couples/older couples/DINKS, Young travelers (Millenials, young FITs)	Travelzoo
City breakers	Short Holidays	Culture & Lifestyle, Food	Wellbeing & Sauna, Family experiences	Couples (young couples/older couples/DINKS, Young travelers (Millenials,	Urlaubsguru

OTA-Campaigns – Partner offers



Visit Finland



secret escapes

outdooractive



Why OTA-campaigns

Traveling is not possible:

Finland has perfect conditions in terms of traveling to, when possible again

Image campaigns to tickle the desire to travel to Finland when possible again

When traveling is possible again:

Finland is a trustworthy country with much **space**, endless, wide woods, lakes

Users of those three OTAs feel that they get really special offers they would not get anywhere else

Focus can be either late summer/winter

Reporting and monitoring is easy



What all our OTAs offer:

- **Newsletter:** – stand alone and/or banner-based – high reach – good opening rates
- **Banners** and bundles and guaranteed traffic
- **Social Media:** with Stories and posts
- Reporting after every week
- Call to action and sales for products



How to join campaign/ s

- Which campaign(s) you are interested in
- How much budget you have for the campaign(s)
- Which products you would like to offer:
 - special hotels, special activities, glamping etc.
- More information and how to join ulla.sperling@businessfinland.fi

The screenshot displays a travel website interface. At the top, there is a search bar with 'Finde:' and 'Alle Angebote' and a location field with 'Reiseziel...'. Below the search bar are navigation buttons for 'Hotels', 'Frühbuche', 'Kreuzfahrten', 'Pauschalreisen', 'Erlebnisse', and 'Top 20'. The main section is titled 'DIE TOP-DEALS VON HEUTE' and features three featured deals: 'Portugal mit Bootstour, -300 €', '1 Woche mit Meerblick & Flug, -41%', and 'Insel Schönheit Korsika, -300 €'. Below this is a navigation menu with 'Aktuelle Angebote', 'Stornierbar', 'Reisekategorien', 'Gutscheine', 'Unsere App', 'Unser Magazin', 'Finnland', and 'Meine Favoriten'. The main content area has three filters: 'Wohin wollen Sie reisen?' (finland), 'Wann möchten Sie reisen?' (Egal wann), and 'Welche Art von Urlaub?' (Alle). The main content area displays a grid of travel offers, each with a 'STORNIERBAR' badge and a price reduction percentage. The offers include: 'Hotel Die Sonne Frankenberg, Frankenberg/Edel,... Stille Wellness-Auszeit in Hessen - Kostenfrei stornierbar' (ab 179 € pro Zimmer pro Nacht, -42%), 'Tauber's Bio Vitalhotel, Kiers, Pustertal, Trentino,... Bio-Wellness & naturnahe Erholung in Südtirol - Kostenfrei stornierbar' (ab 199 € pro Unterkunft pro Nacht, -39%), and 'Leonardo Royal Hotel Amsterdam, Niederlande Direkt am Kanal im Süden Amsterdams - Kostenfrei stornierbar' (ab 85 € pro Zimmer pro Nacht, -61%). At the bottom, there are three more offers, each with a 'Nur für kurze Zeit' badge and a heart icon.

Outdooractive.com

ÜBERSICHT ORTE & REGIONEN

HIGHLIGHTS

Tellen

Campaign overview

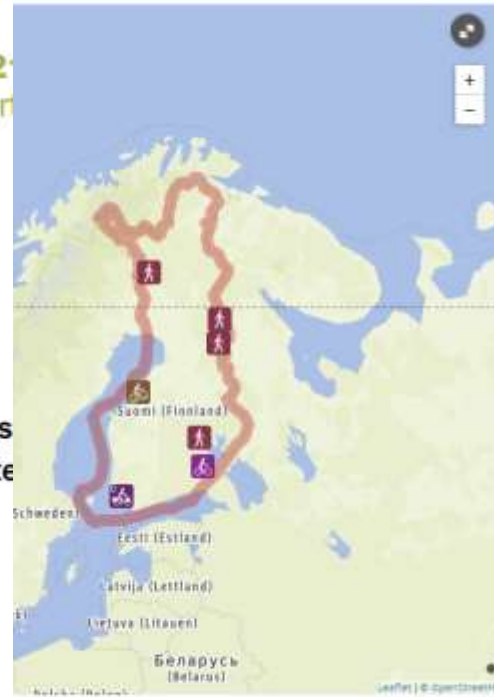
Duration: 4,5 months 15.8.2021 - 31.12.2021

25 000 page views for campaign pages (+ extra visibility per part)

Campaign landing pages

- Finland landing page
 - "Find your happiness - Live like a Finn"
 - Edited separately for autumn & winter
- 4 Regional landing pages
 - Lakeland
 - Lapland
 - Coast & Archipelago
 - Helsinki Region
- Thematic landing page
 - National Parks in Finland
- Activity pages
 - Winter Sports in Finland
 - Hiking in Finland

+ Support for des campaign conte



Wanderung auf der Piemi Karhunkierros im Oulanka



Kesänkijärven kierros



Der Trail „Ölkyn ahkasy“ um den Canyon-See Julma-Ölkky im



Puumala Archipelago Route

Newsletters

- Exclusive Newsletter, 640 000 recipients



Visit Finland B2B work 2021-2

- **E Travel Training**
 - Showcasing Finland products and training sales channels
- **B2B communication**
 - Lift up Finnish offering in B2B newsletter, virtual meetings & later hopefully face to face meetings
- **MOTIVE BASED VIRTUAL SALES OPPORTUNITIES**
 - Engaging regional partners to build up sales networks, increase online channel visibility and sales
 - Strong link to regional segmented offers, sustainable focus
 - Prepare market partners for site inspections and marketing campaigns
- **Onsite sales (On hold)**
 - Workshops and sales events in Finland and markets, Fam trips & inspections individual and groups
 - Nordic Workshop in Frankfurt 7th September 2021 planned as first on site sales event

Motive based and regional webinar contents throughout the year

- April 15. - Live like a local – Oulu Region / Doerz
- May 4. Lakeland West/ sustainable Scenic routes + best "hidden" resorts and hotels for touring
- June 8.-10. - Helsinki sustainable smart City / Helsinki Biennale
- August 10-11. - Best sustainable travel Finland hotels and resorts (STF label only)
- September 23.9 - Lapland winter wonderland -Northern lights + skiing
- October 13.-14. Lakeland East - touring and cottages & resorts in Lakeland
- November 16.-18. Self catering nature holidays: camping/ mökki/ apartments/ special accommodations
- December 7.-9. Christmas special, Santa Claus Live, elves, huskies, and co.



Visit Finland