



Visit Finland

UK & USA markets' Outlook webinar

May 31st 2023

Webinar agenda

Market Insights: Review of 2022 and winter 2022/23. Outlook to summer 2023 (UK & USA)

Susanne Heikkinen

UK: Market Outlook, Trends & Activities Q2 - Q4

Caroline Beaton-Moscatelli

UK: PR activities

Sergei Shkurov

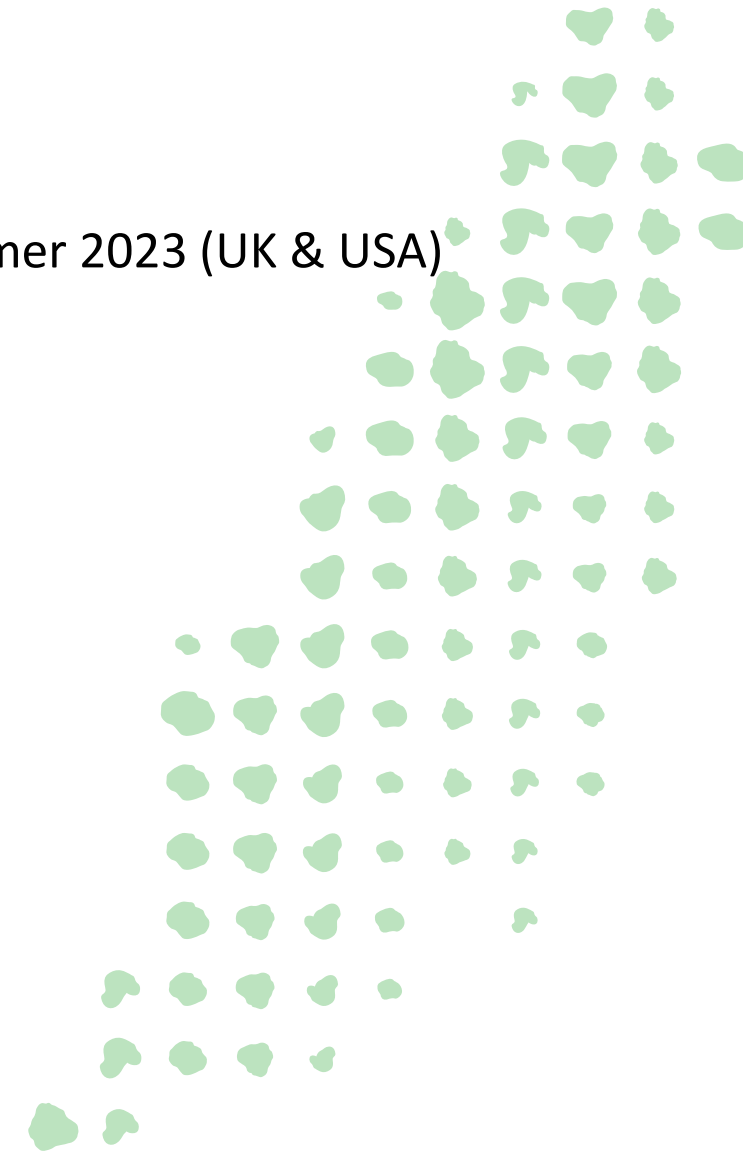
USA: Market Outlook, Trends & Activities Q2-Q4

Heli Mende

USA: PR activities

Meri Sipilä

Q & A

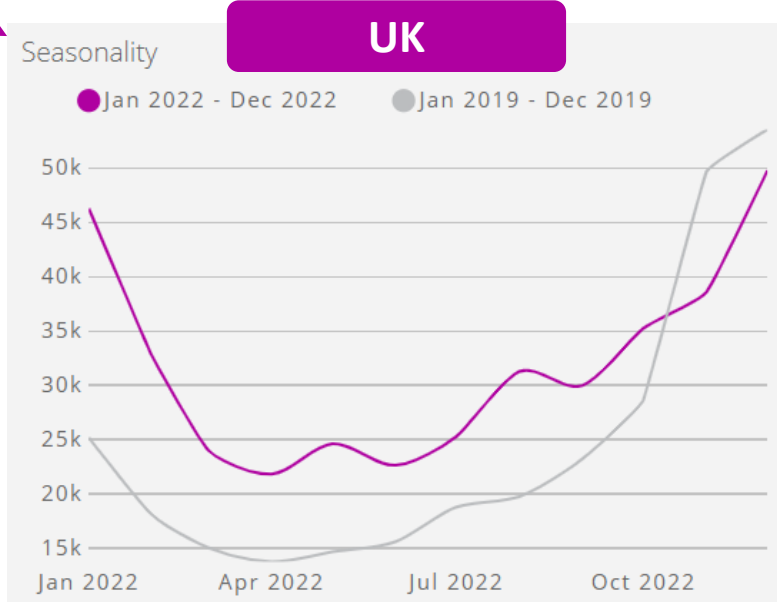
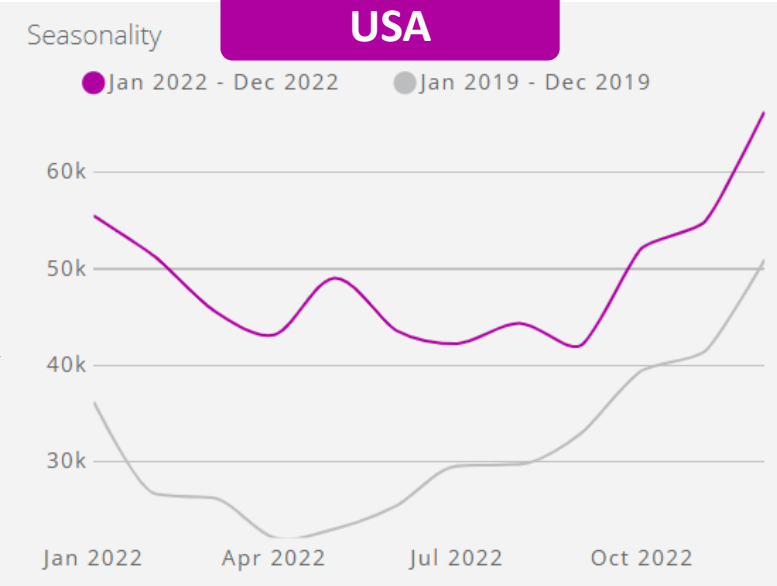


Market Insights UK and USA

Travel related internet searches in 2022 vs. 2019

Top10 Target Markets 2022

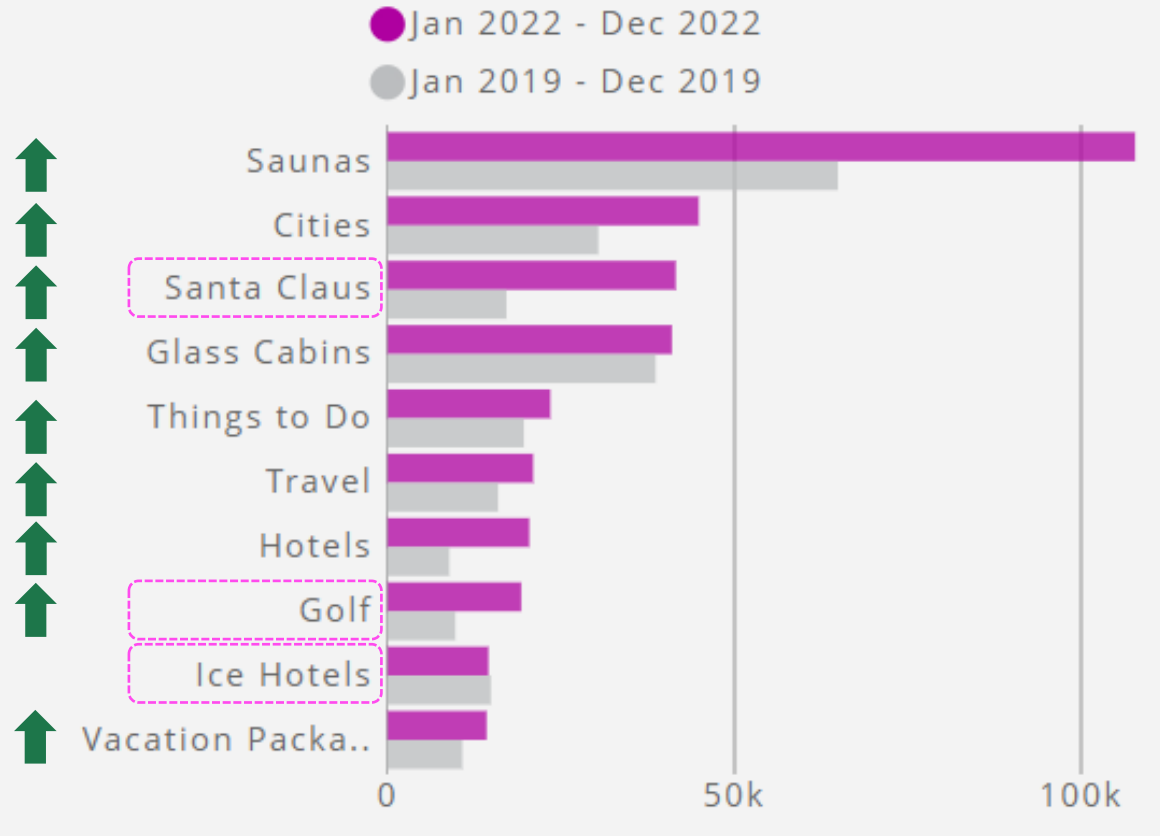
Rank	Flag	Country	2022 Searches	22/19 Growth
1		Germany	635,793	36.7%
2		Japan	592,326	7.9%
3		United States	590,094	53.8%
4		United Kingdom	382,169	29.2%
5		Italy	285,187	33.4%
6		France	283,549	20.9%
7		Spain	243,895	30.5%
8		Estonia	175,015	66.0%
9		Netherlands	166,802	38.1%
10		India	164,824	30.7%



USA & UK: Main topics for searches in 2022 vs. 2019

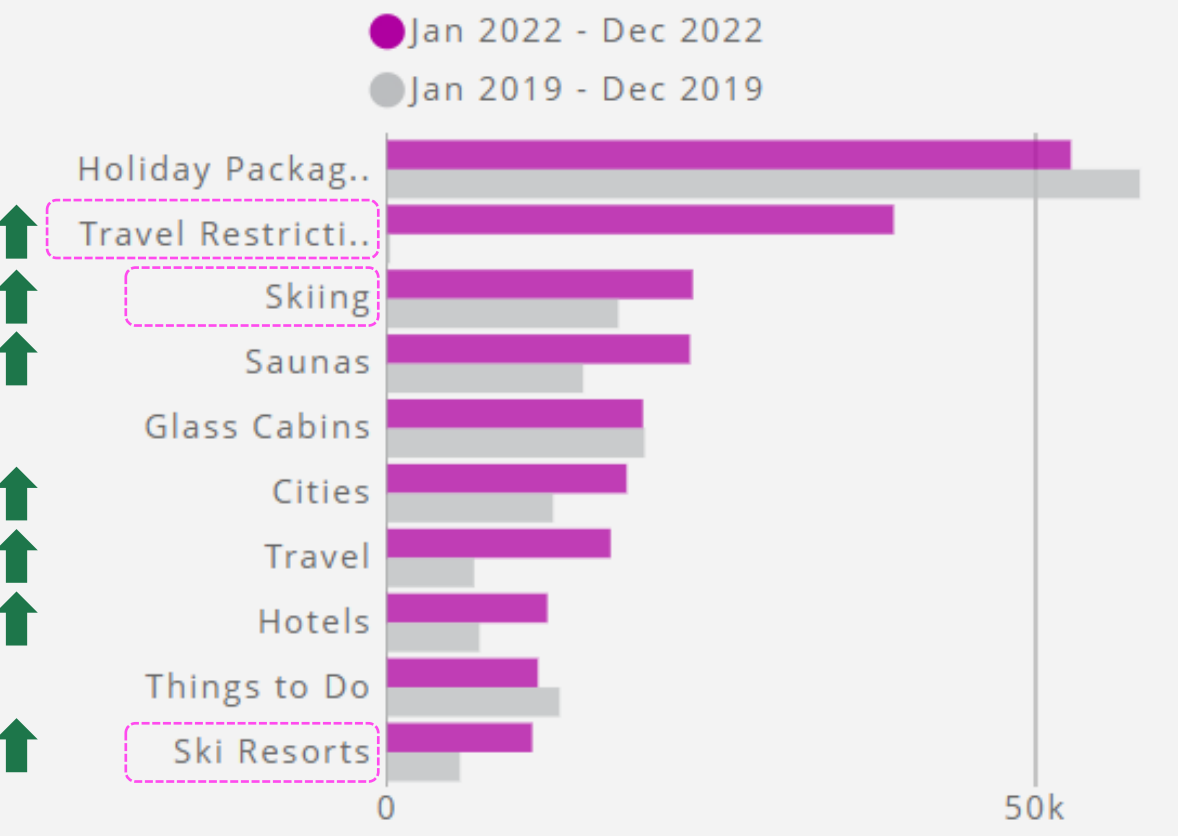
USA

Micro - Brandtags Popularity



UK

Micro - Brandtags Popularity



Overnights in Finland in 2022 & top source markets

Year 2022 vs. year 2019

Overnights in 2022

Total foreign 5.0 M

(-29% vs. 2019)

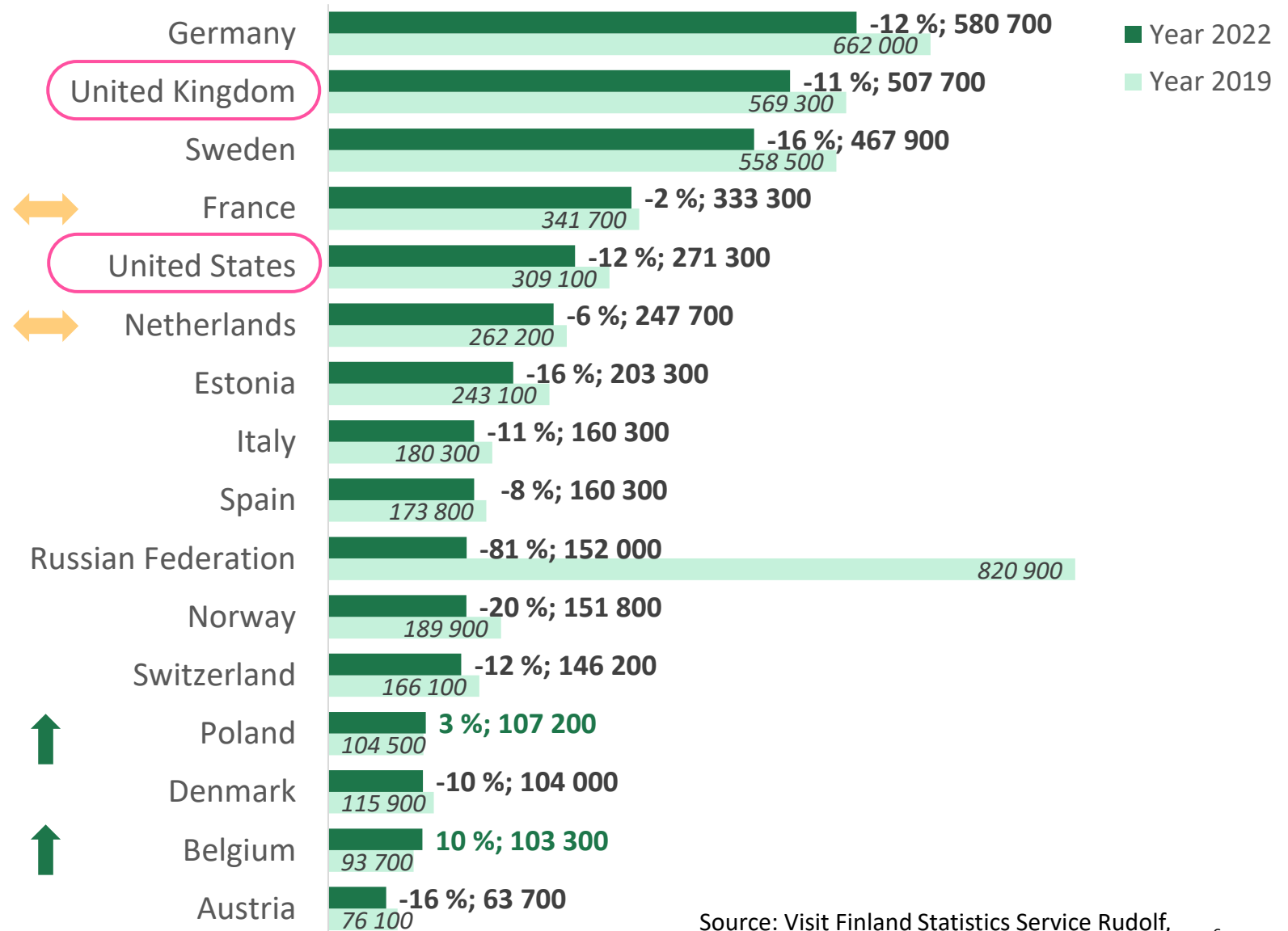
Foreign excl. Russia 4.8 M

(-23% vs. 2019)

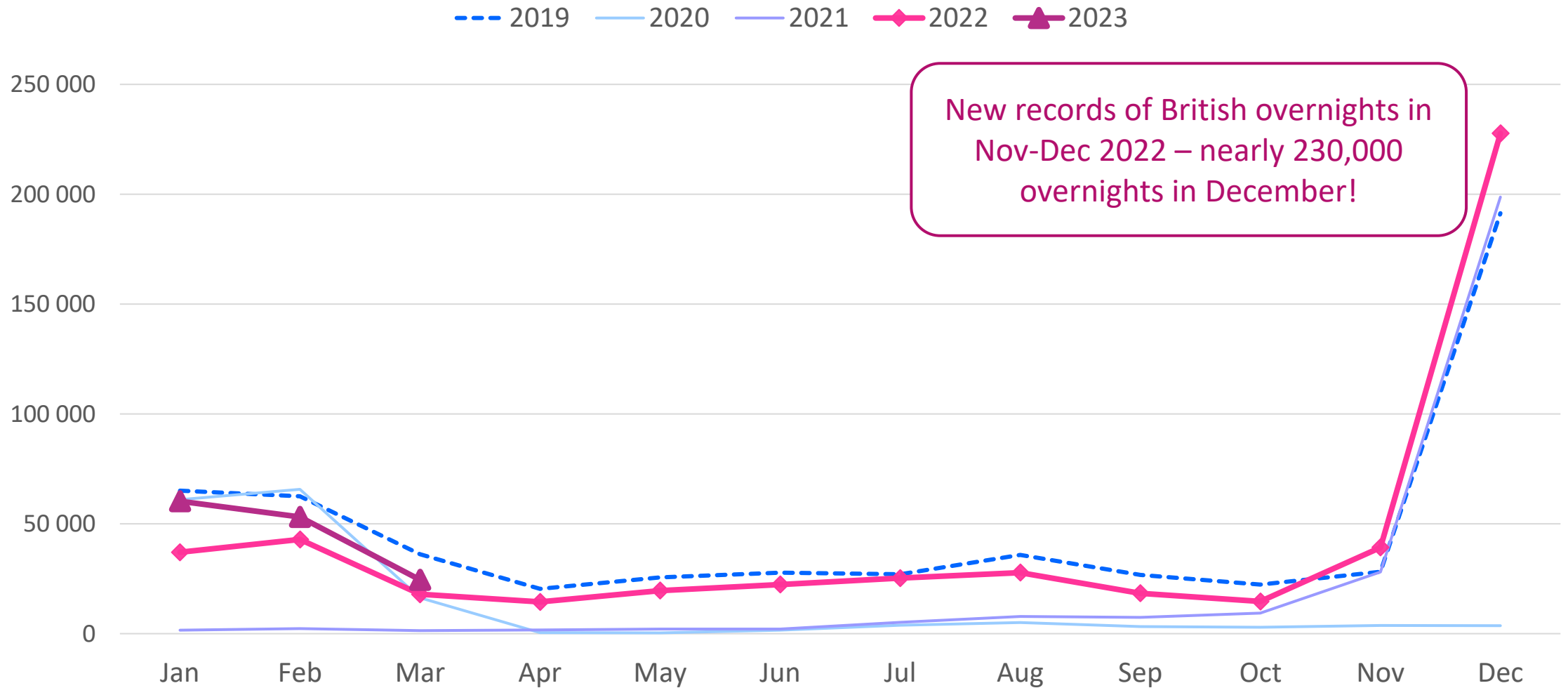
EU+UK 3.4 M

(-9% vs. 2019)

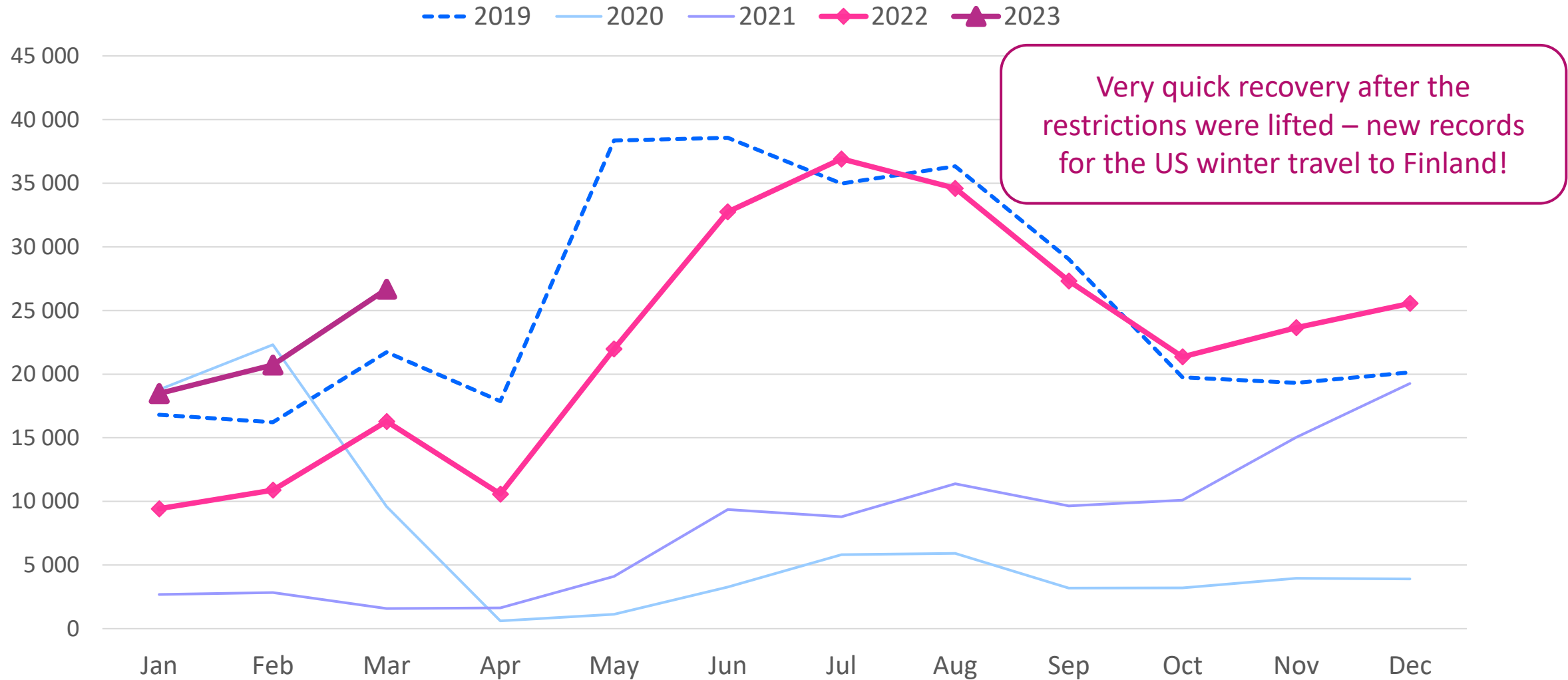
Covid-19 restrictions to Finland were removed from July 2022 onwards



British monthly overnights in Finland 2019-2023



US monthly overnights in Finland 2019-2023

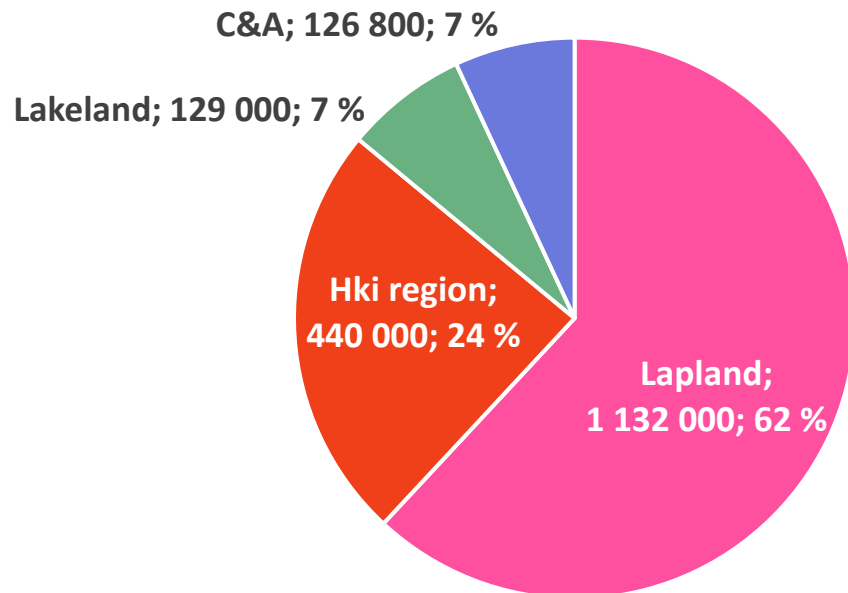


Foreign overnights in high winter season 2022-2023

And change compared to pre-pandemic

1.8 M foreign overnights
(-12% vs. winter2019)

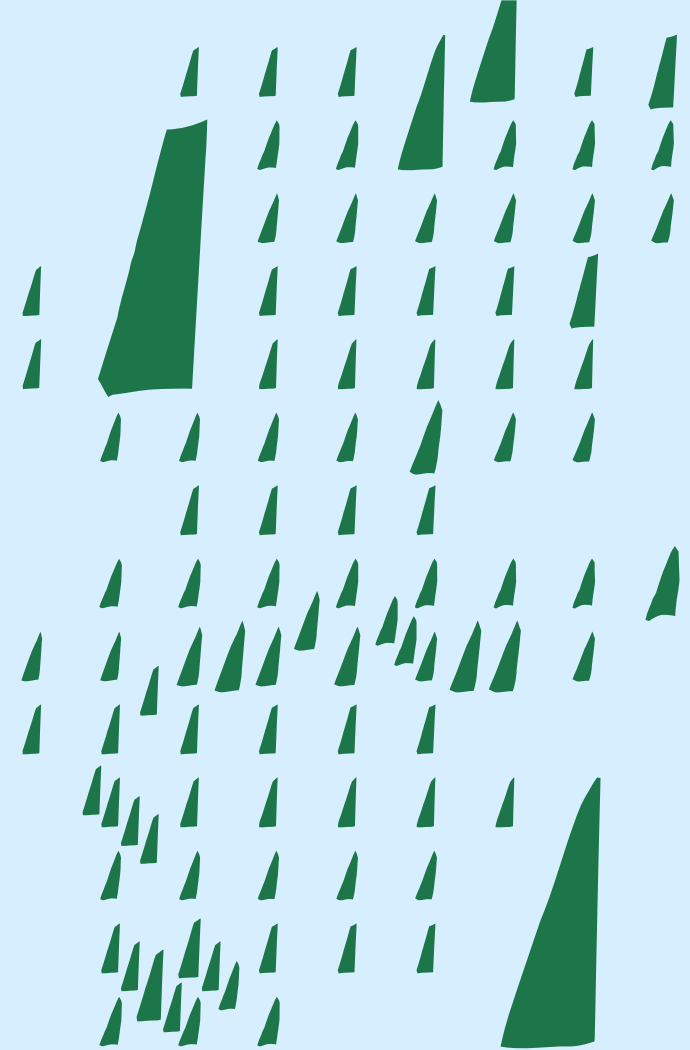
- **1.3 M** from EU-27 + UK (+15%)
- **186,000** from Asia (-46%)
- **88,000** from America (+21%)



High winter season (12-02)

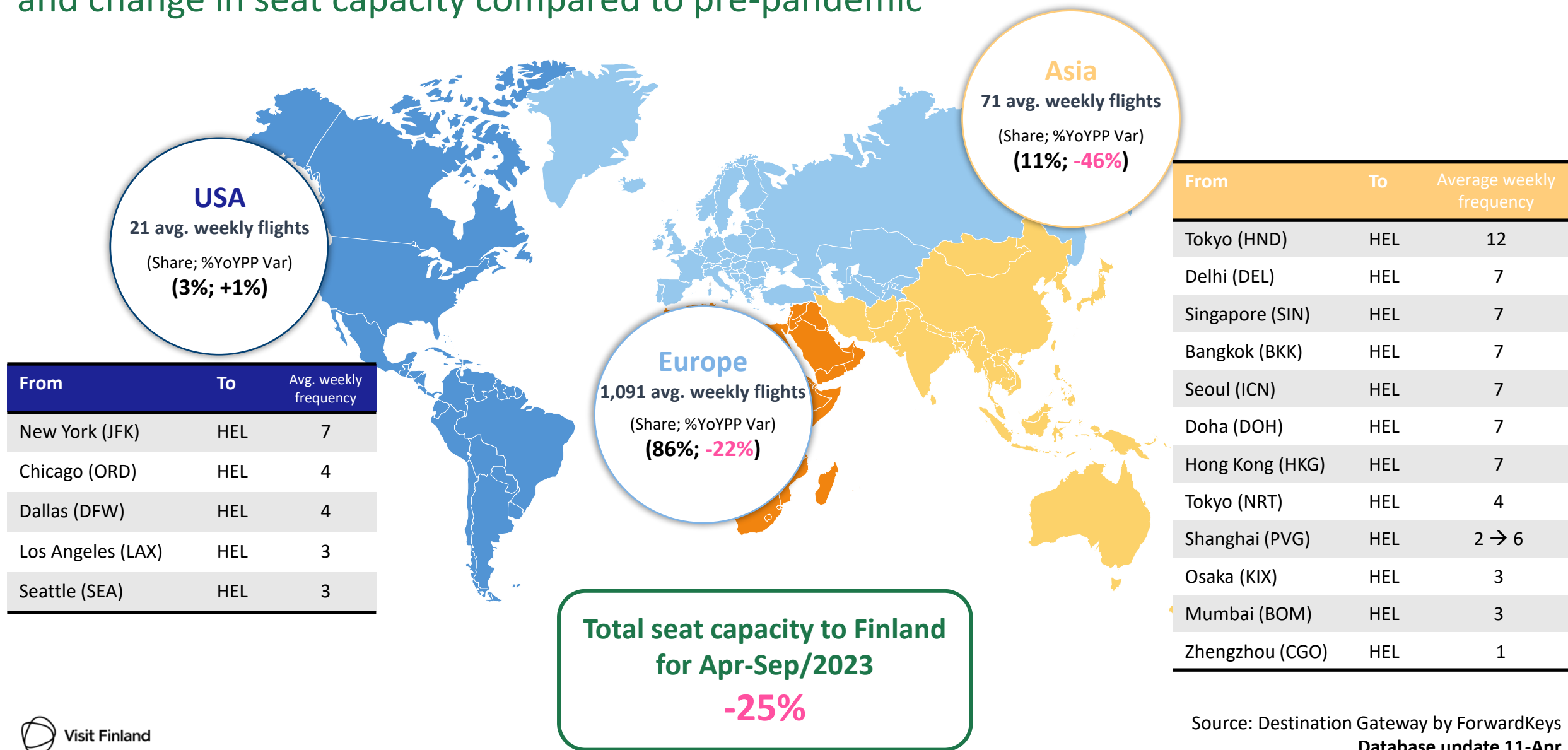
	Dec2018- Feb2019	Dec2022- Feb2023	Change 2023 vs. 2019
United Kingdom	334 900	341 100	+2%
France	161 700	209 900	+30%
Germany	151 300	180 700	+19%
Netherlands	106 700	131 200	+23%
USA	53 800	64 700	+20%
Sweden	75 100	63 600	-15%
Spain	59 400	63 100	+6%
Italy	42 900	59 900	+40%
Estonia	58 200	59 600	+2%
Belgium	30 300	51 100	+69%
Switzerland	51 800	48 600	-6%
China & Hong Kong	139 700	33 200	-76%
Singapore	35 300	31 400	-11%
Ireland	14 900	28 600	+92%
Australia	32 600	26 000	-20%
Denmark	21 200	24 300	+14%

Outlook for Summer 2023



Direct flights to Finland April – September 2023

and change in seat capacity compared to pre-pandemic



Direct flights to FIN, SWE, NOR / April – September 2023

and change in seat capacity compared to pre-pandemic

	Seat capacity from USA	change-% vs. pre-pandemic from USA	Seat capacity from Asia	change-% vs. pre-pandemic from Asia	Seat capacity from Europe	change-% vs. pre-pandemic from Europe	Seat capacity TOTAL INT'L	change-% vs. pre-pandemic TOTAL INT'L
Finland	153,700	+1%	538,000	-46%	4,219,200	-22%	4,911,500	-25%
Sweden	157,300	-37%	260,800	-41%	8,271,600	-14%	8,764,000	-15%
Norway	107,300	-25%	123,300	-40%	7,529,200	-6%	7,760,500	-8%

From UK

To Finland 282,600; -33%

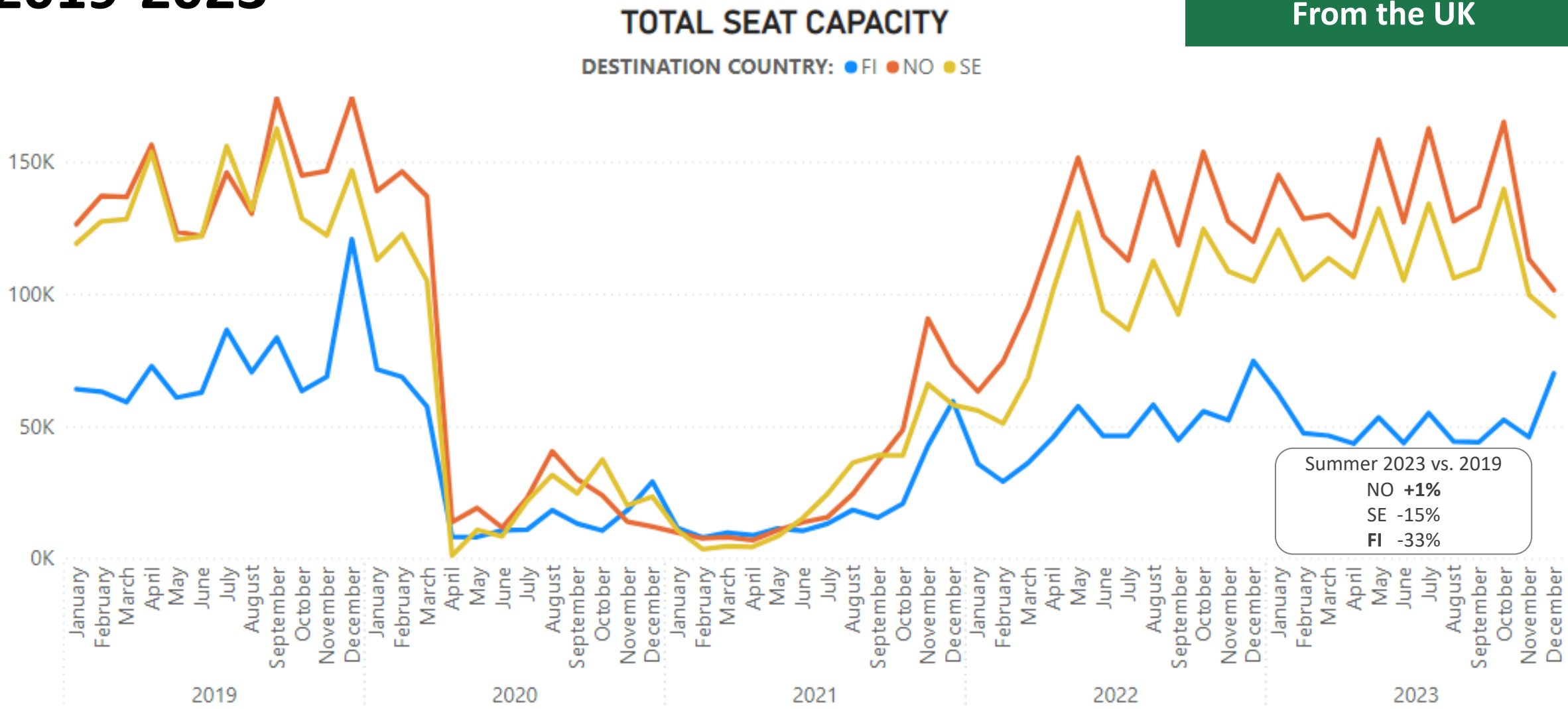
To Sweden 694,100; -15%

To Norway 828,900: +1%

Monthly seat capacity from UK to FIN, SWE, NOR

2019-2023

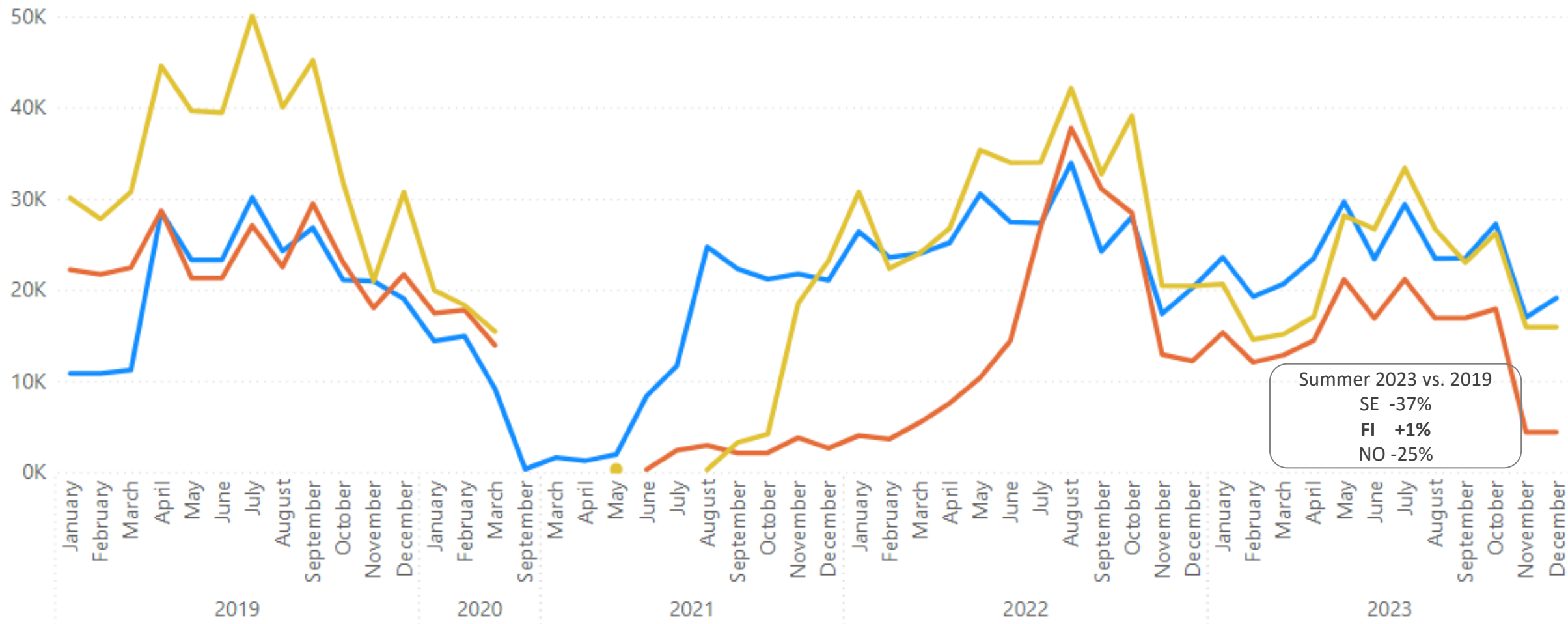
From the UK



Monthly seat capacity from the USA to FIN, SWE, NOR 2019-2023

From the USA

TOTAL SEAT CAPACITY
DESTINATION COUNTRY: ● FI ● NO ● SE



Change in flight bookings* for Jun-Aug 2023 compared to summer pre-pandemic

*change in flight bookings for Jun-Aug → data update 12.3.

→ 2.4.

→ 23.4.

→ 14.5.

June-August

Total int'l
summer 2023 vs. 2019

-11%

-7%

-16%

-17%

148,200

No. of flight tickets*

Germany

-12%

-10%

-7%

-8%

25,000

USA

-10%

-9%

+1%

+2%

17,500

UK*

-14%

-14%

-25%

-25%

13,000

Switzerland

-21%

-19%

-19%

-17%

10,300

France*

+32%

+36%

+32%

+31%

9,400

Netherlands

+15%

+28%

+21%

+20%

7,000

Italy*

+4%

+8%

+1%

-1%

5,700

Spain*

+34%

+60%

+49%

+40%

5,400

Sweden

+6%

+10%

-12%

-21%

4,800

Japan

-71%

-70%

-66%

-67%

3,100

Hong Kong

+67%

+92%

-75%

-72%

1,000

*) Please note! Ryanair bookings are not included in the booking data and this needs to be taken into account when comparing the markets.

Flight bookings for summer 2023 (Jun-Aug)

Comparison with pre-pandemic



USA - Bookings for Jun-Aug 2023

	June	July	August	Jun-Aug
Finland	9,100	5,700	2,900	17,500
Sweden	22,600	15,800	7,500	45,900
Norway	22,300	16,700	10,300	49,300

	June	July	August	Jun-Aug
Finland	+9%	-8%	+5%	+2%
Sweden	-8%	-15%	-23%	-13%
Norway	+6%	+9%	-6%	+4%

UK* - Bookings for Jun-Aug 2023

	June	July	August	Jun-Aug
Finland	5,100	5,000	2,900	13,000
Sweden	11,200	8,900	5,500	25,600
Norway	8,100	5,100	4,000	17,200

	June	July	August	Jun-Aug
Finland	-30%	-26%	-13%	-25%
Sweden	+6%	+9%	+5%	+7%
Norway	-3%	-2%	+11%	+1%

Travel related internet searches kept increasing in Q1-2023

Top-8 Target Markets Q1-2023 vs. Q1-2022

Rank	Flag	Country	Searches	Growth
1		Germany	205,227	22.6%
2		United States	170,669	12.0%
3		Japan	160,780	30.2%
4		United Kingdom	113,524	10.2%
5		Italy	84,580	9.6%
6		France	82,203	8.7%
7		Spain	65,617	15.2%
8		India	51,819	29.2%

USA

interest increased especially for

- Saunas
- Hotels
- Things to do
- Vacation packages
- Golf

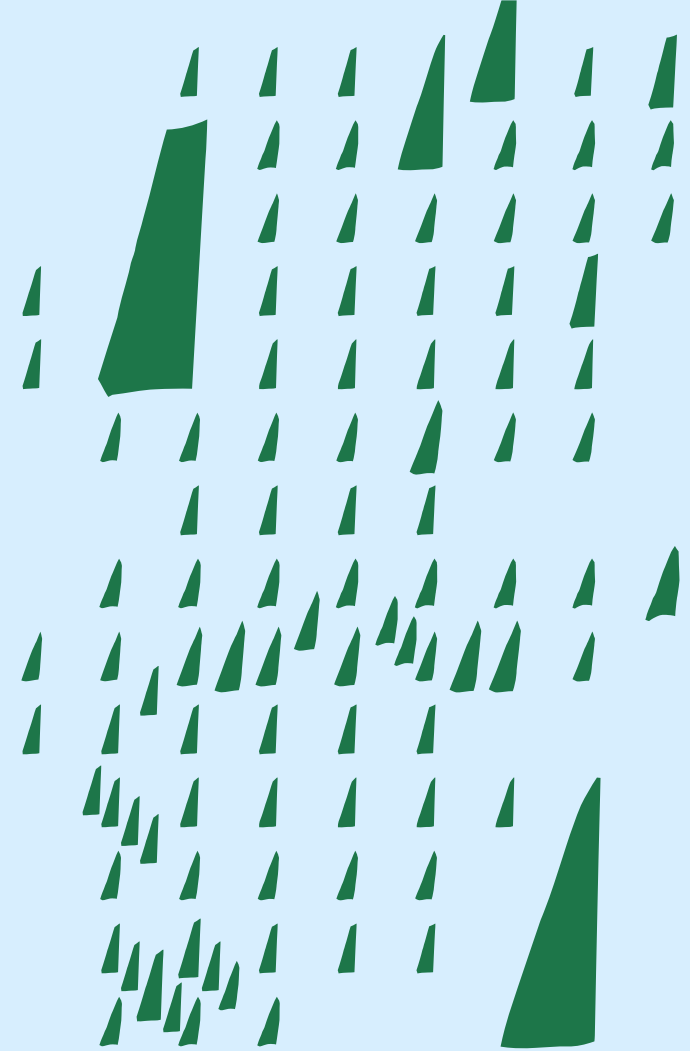
UK

interest increased especially for

- Holiday packages
- Skiing
- Glass cabins
- Saunas
- Ski resorts

=> Interest towards Finland and the Nordics seems to be increasing, bringing new opportunities

UK



Visit Finland UK market team



Päivi Hobbs
Account Manager, UK



Caroline Beaton-
Moscatelli
Sales and marketing
manager, UK



Mervi Holmén
Marketing Manager



Sergei Shkurov
PR Manager



Susanne Heikkinen
Analyst



Liisa Renfors
Development specialist

Market outlook and trends in UK

UK Market Summary 2023 – Travel Bounce Back!

- Travel companies are reporting a record number of booking in Q1-2 2023.
- In April, a new report from Nationwide Bank revealed that spending on flights and holidays continues to grow faster than other sectors.
- Air travel in March was 37% higher than in 2022 and saw the highest YoY growth of all non-essential categories. Digital goods were second and Holidays third.
- British travellers are booking at least 2 holidays a year.
- Fears for bookings declining in 2024 as savings are running out. Mortgages remain high and food inflation is still over 19%

UK Market Summary 2023 – UK Travel Trade

- Travel companies and agents are reporting Summer bookings to Finland and good sales for Autumn and Winter.
- Demand for Summer and off peak season product is positive.
- Some concerns over pricing and flexibility, as some prices are not as competitive as other Nordic countries.
- Service levels need to remain high for the luxury travellers.
- Agents are encouraging their customers to stay longer in Finland in the Winter, due to the prices.

UK Travel Trends

- Summer travel later booking period
- Increased demand for cultural experiences and adventure
- Hiking and biking trips
- Luxury Travel - premium products and upgrades
- All Inclusive
- More time and spend in the destination
- Demand for fewer crowds, unspoilt and sustainable destinations
- Wellness and health travel
- Incentive luxury Travel
- Solo Travellers
- Smaller group and family travel



B2B Activities in UK

B2B Sales Events Q2 – Q4 2023



Visit Finland UK Luxury Forum in conjunction with Aspire Escapes 16-17 May 12 suppliers and 16 travel companies



Antor UK Travel Trade Roadshow 22-26 May London, Brighton (pictured), Cardiff and Leeds 136 travel companies in 4 days

B2B Sales Events Q2 – Q4 2023



The Meetings Show London 28-29 June



**Visit Finland Sales Event 7 November
during WTM London**

B2B FAM Trips Q2 – Q4 2023

Eastern Lakeland FAMS March-September 23

Helsinki & Arctic Lakeland May 22-26

8 UK travel companies

Ruka-Kuusamo Autumn FAM 10-14 September

**UK Incentive FAM trip with FCB Helsinki
and Rovaniemi 18-22 September**

Individual UK FAM Trips




Summer Product Placement 2023

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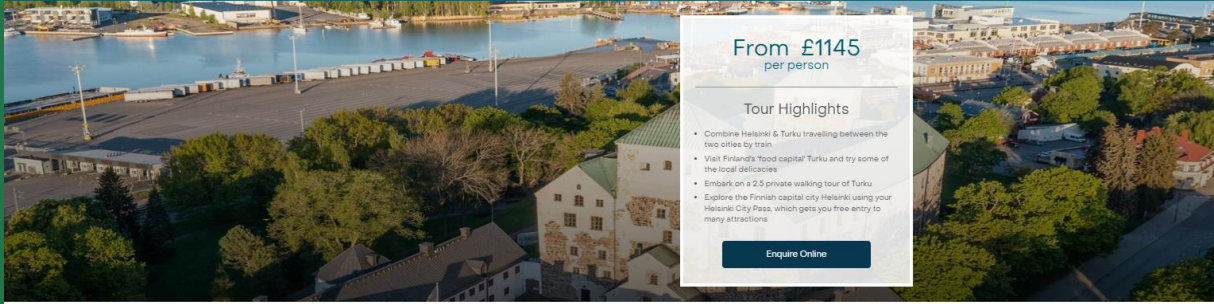
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From £1145 per person

Tour Highlights

- Combine Helsinki & Turku travelling between the two cities by train.
- Visit Finland's 'food capital' Turku and try some of the local delicacies
- Embark on a 2.5 private walking tour of Turku
- Explore the Finnish capital city Helsinki using your Helsinki City Pass, which gets you free entry to many attractions

[Enquire Online](#)

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Helsinki & Turku Twin Centre

5 Day Tour, from £1145 per person

Overview / Itinerary Pricing Info & Dates Tour Map Accommodation Gallery

Based in two of Finland's most exciting destinations, Helsinki and Turku, this 4-night twin centre break offers a unique blend of history, culture and local gastronomic delicacies. Explore the bustling streets of Helsinki at your own pace, before travelling by train to the innovative 'food capital' of Finland, Turku. Walk through its charming streets on a private guided tour, try some local delicacies at the Market Hall and experience a delicious dinner in one of the many famous restaurants in town.

This city break is based on spending 2 nights at Solo Sokos Hotel Helsinki and 2 nights at the boutique Hotel Kakola.



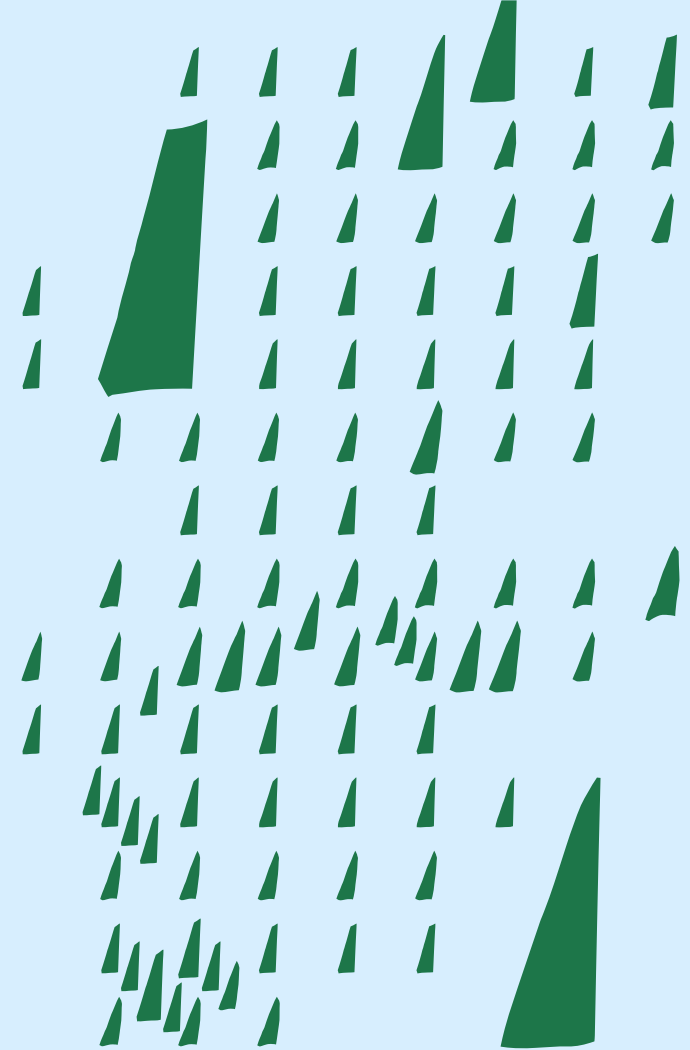
Tour Itinerary

DAY 1 [FLY TO HELSINKI](#)

Ella Stearns

B2C Activities in UK

Expedia Campaign UK 2023 (24.3.-31.8.)



Summary

Objective: Increase sales for **extended summer** season

Season: Early June-Early October

Target Groups: Millennial families, couples, groups of friends

Segments: City breakers, nature explorers, comfort seekers

Message: Find yourself in Finland

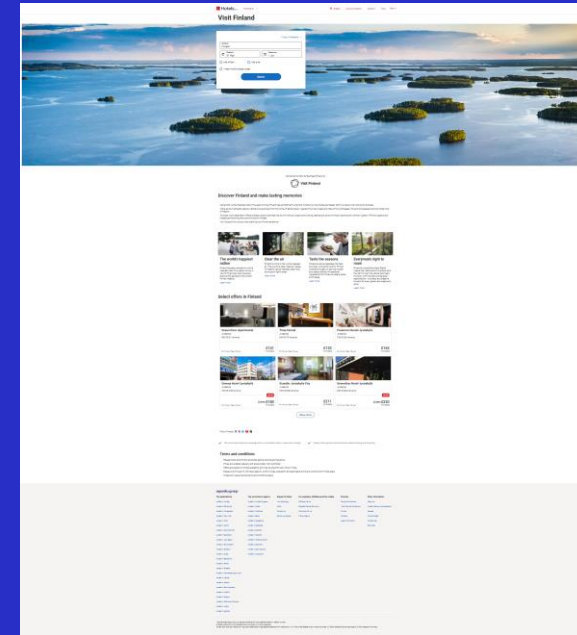
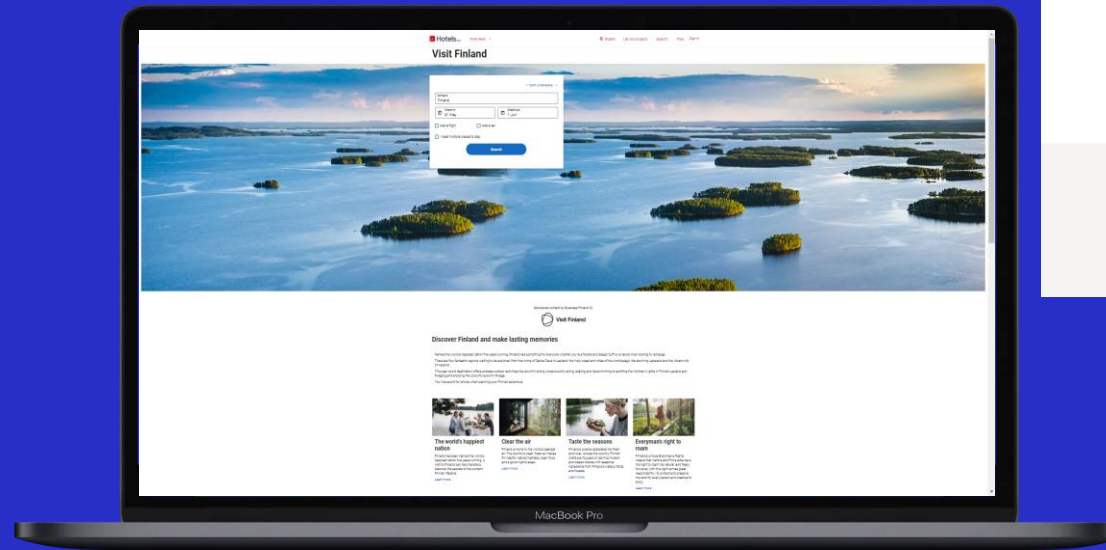
Timing: March 24 – August 31, 2023

**Creative
Review UK**



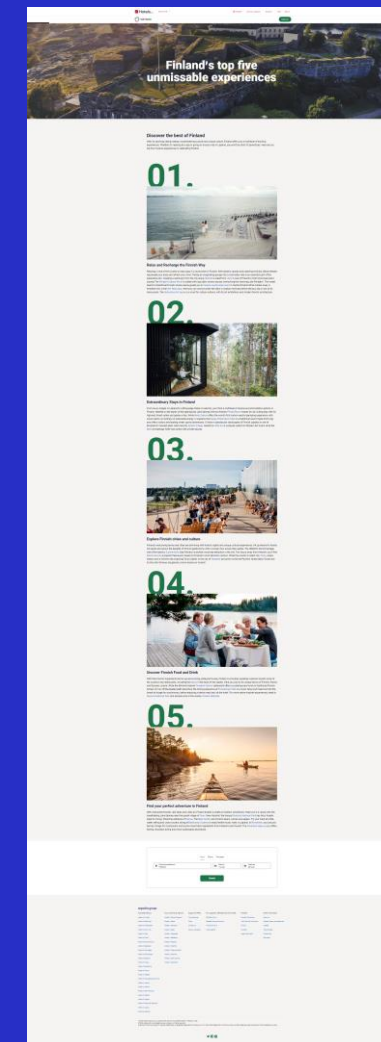
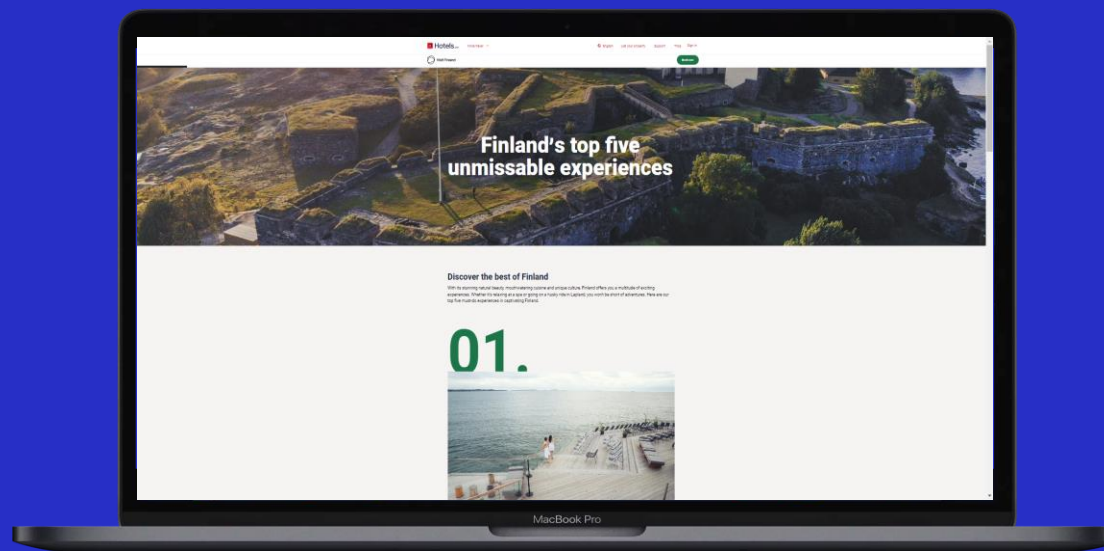
Campaign Landing Page Expedia UK

<https://uk.hotels.com/lp/hotel-deals/ms-b-dmo-hcom-uk-visit-finland?siteid=300000005&langid=2057&preview=true&cache=false>



Campaign Spotlight Hotels.com UK

<https://uk.hotels.com/spotlight/VisitFinland-HcomUK?ispreview=1>



Hotels.com UK



CTR:0,12%



CTR:0,10%

Hotels.com UK

Ad



Visit Finland

Make memories
Find yourself living the dream in Finland, the happiest country in the world.

NMC

Visit Finland **Experience Finland** Ad

Discover a country with a unique sauna culture, outstanding wilderness and world-class restaurants.



Dining



Culture



Nature

DEG

Inspire My Holiday Campaign

Experience Magical Moments in Finland - 31 May – 31 August 2023



Experience Magical Moments In Finland

Visiting Finland during the summer and autumn months offers a wide variety of adventures and magical moments. In the summertime, Finland is known for its "Midnight Sun", where the sun doesn't set for several weeks, providing endless daylight hours to explore. This is a perfect time for hiking and camping in the country's vast and pristine forests, where visitors can enjoy the fresh air and stunning scenery. The autumn season brings a different kind of beauty, with the changing leaves painting the landscape in vibrant shades of red, orange, and yellow.

Discover The Best Holiday Options In Finland With These Recommended Adventures



PR in UK

What exactly do we do in UK right now?

In constant active cooperation with our PR agency in London, we perform following PR and media activities:

Distribution of international and market specific press releases

Proactive regular pitching to UK national and regional media (print, online, social)

Media visits (international group visits, national group visits, individual visits)

for both media and social media influencers

In addition to activities mentioned above, we are currently working on various PR activities focused on promotion of "Find your inner Finn" campaign – large scale international image campaign by Visit Finland.

Most relevant themes rising interest among UK media currently:

Happiness, outdoor / nature, gastronomy, culture

UK coverage highlights – 2023 so far

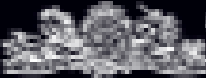


Travel > Europe > Finland

World's happiest country launches happiness masterclass



Participants will visit the Lakeland region of Finland

THE  TIMES

FINLAND

What it's like to wild skate on a frozen lake in Finland

Forget the ice rink – James Stewart joins the Finns for something far scarier in Tampere

The Finns hold the secret of happiness – and it is not what you might expect

Emma Beddington

I'm loth to share this, because I want to win myself, but Visit Finland is running a competition to take part in a "happiness masterclass". It's not as good as last year's Icelandic tourist board initiative where you could get their shaggy little horses to write you an out-of-office email by walking on a giant keyboard, but having recently described myself as having "no talent for happiness", I'm keen.

Confirmed this month as the happiest place in the world for the sixth year running, Finland, the country with a word for getting drunk alone in your underwear (pirtsdrunk, or *kahzurikäämit*), is offering the rest of us a chance to learn the secrets of highly contented Finns.

What will the winners get, exactly? Well-funded healthcare and functional public services thanks to progressive taxation? A relatively equal society with low rates of deprivation and crime? Unspoiled natural beauty



▲ A happy Finn... Photograph: Canva Images/Getty Images

accessible to all? A chance to turn back time and not start school until age seven, leading to excellent educational outcomes?

Sadly not. You get an introduction to Finnish culture (food, nature and design), which sounds fine, but more importantly, four nights at a luxury

forest resort (the blurb includes the phrase: "The villas introduce you to an entirely new standard of sleep!") If anything would make me happy, it is

indeed an entirely new standard of sleep.

All I have to do is create a social media post. The brief is "What makes you secretly believe you may be a Finn", so I've been brainstorming. To stand out from the crowd of sauna-takers and pants-drunkards, I'm considering crafting a homage to Aki Kaurismäki's wonderfully deadpan film, *Leningrad Cowboys Go America*, about an extravagantly quiffed, winklepicker-wearing, awful rock band.

Alternatively, according to a Finnish sociology professor bemused by his country's reputation for relentless positivity, Finns are all about low expectations: "A cultural orientation that sets realistic limits to one's expectations for a good life." Low expectations are definitely in my wheelhouse, but I have no idea how to make enticingly Instagrammable content about them. I bet Kaurismäki would know.

● Emma Beddington is a Guardian columnist

UK coverage highlights – 2023 so far

Forbes

5 Reasons To Visit The Happiest Country In The World



Here's what to do in the happiest country in the world.

SAMI_TUORINIEMI_NUMMELA_HIIDENVESI_DJI_0139

If you're looking for a vacation guaranteed to bring you joy, book a trip to the happiest country in the world.



TRAVEL

How to spend a perfect weekend in Punkaharju, the heart of Finland's Lake District

Ringed by forests and quiet islets, this wildlife-filled region of the Finnish Lakelands offers a maze of waterways where visitors can retreat for kayaking trips, summer swims and waterside hikes.



Aerial view of a narrow stretch of land crossing the waters of Punkaharju, part of the vast Finnish Lakelands area that is counted among the country's designated National Landscapes.



Eugene Levy visits Finland in "The Reluctant Traveler With Eugene Levy," now streaming on Apple TV+.

Dive into Finland's lakes of happiness

HOLIDAY HERO

EVERY week our Holiday Hero NEIL SIMPSON takes on an in-depth look at a brilliant holiday topic, doing all the legwork so you don't have to. This week: Finland's lake district.

FINLAND'S Lakeland promises Scandi-chic hotel suites, luxurious log cabins, sunny swimming beaches and saunas with stunning views. You will also be in good company on a holiday there.

The Finns have been named the world's happiest people for the fifth year in a row, and Finnish Lakeland is where they go to recharge and disconnect with nature, says Saija Kukkonen of specialist travel firm Best Served Scandinavia.

Called 'the land of a thousand lakes', Finland's lake district is the biggest in Europe, so it's easy to escape the crowds, even in the height of summer. Then temperatures can approach the mid-20s, long days are followed by 'white nights' with the sun barely dipping below the horizon - and holidaymakers find themselves doing things they'd never consider at home.

The extra hours of daylight are so mesmerising you'll think nothing of heading off for a walk in a national park at midnight or taking an early-morning yoga session on a lakeside bench, says Kukkonen.

Outdoor activities such as hiking, cycling, horse-riding, swimming, canoeing, paddleboarding, fishing,

frugging and more are popular, with details of equipment rental, instructors and guided tours listed under 'Lakeland' at visitfinland.com.

Too strenuous? Relaxing here is easy, as Finland is said to host more saunas than anywhere in the world (roughly one for every three residents, at the last count), and across Lakeland they're perfectly positioned in hotels, on campsites, beside beaches and even floating on lakes alongside wooden swimming and diving platforms.

Tickets for public saunas average about £15, and the best advice is to follow locals' lead on wearing swimming costumes or just towels.

Two very different examples are found in the town of Iiampere. Wood fires still heat Kapporin, Finland's oldest public sauna, which has a biggest in Europe, so it's easy to escape the crowds, even in the height of summer. Then temperatures can approach the mid-20s, long days are followed by 'white nights' with the sun barely dipping below the horizon - and holidaymakers find themselves doing things they'd never consider at home.

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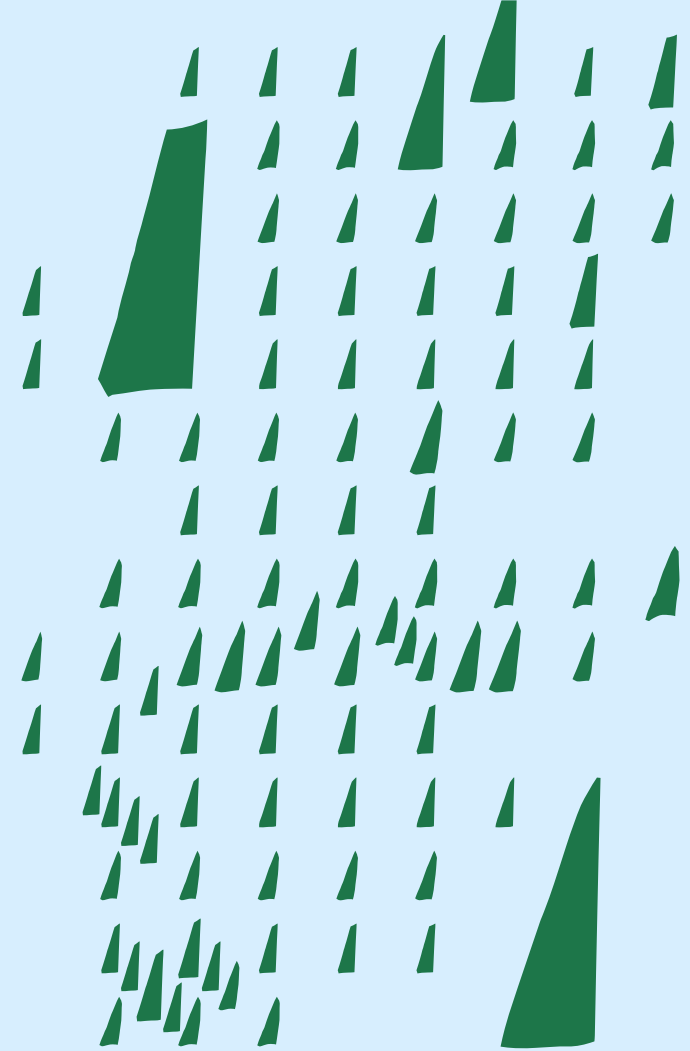
Outdoor activities such as hiking, cycling, horse-riding, swimming, canoeing, paddleboarding, fishing,

amid the pine forest. Choose between hotel suites or cottages, all decorated with warm colours and soft furnishings. Guests can kick back in smoke and steam saunas and a sprawling, grotto-like spa.

Log cabins are another option with plenty of choice on websites such as rocklanilake.com - where dozens of properties have their own jetties and boats - finlandcottage rentals.com and Airbnb.

Best Served offers 'The Best Of Finnish Lakeland, an eight-night self-drive holiday that starts with a stay in Helsinki, then includes nights in waterside cottages, manor houses, spa hotels and working farms. Costs from £1,650pp, including flights (best-served.co.uk).

USA



Visit Finland USA market Team



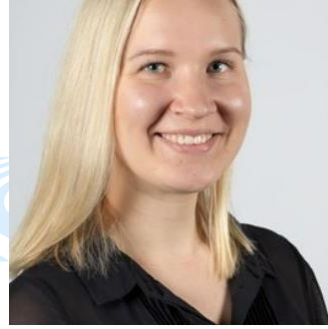
Asta Kekkonen
Account Manager, USA



Heli Mende
Head of Visit Finland,
North America



Mervi Holmén
Marketing Manager



Meri Sipilä
PR Manager



Hanna Viitasaari
Analyst



Virpi Aittokoski
Outdoor Activities and
sports, Sustainable
Travel Finland manager



Visit Finland

Market Outlook and Trends USA 2023

Heli Mende May 30th, 2023

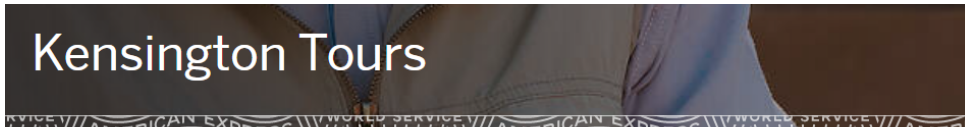


FINLAND'S POSITION IN THE MARKET

- Finland interests in the US both as winter and summer destination.
- During 2022, USA ranked as one of the TOP 3 source markets in all travel related digital searches about Finland. The most searched tag words in the US related to Finland: Saunas, Santa Claus, Cities and Glass Cabins.
- Finland is still behind the other Nordic destinations in awareness and overnights from the US (compared to Iceland, Sweden, Norway and Denmark).
- Russia's attack in Ukraine is impacting both tour operators' and end customers' views about travel to Finland, especially with baby boomer target groups. Despite this, there is a lot of untapped potential in this market.

CONSUMER TRENDS

- Wellbeing
- Culinary experiences
- Culturally immersive and authentic experiences
- There is now more focus on nature related experiences
- Sustainable travel is a growing trend also in the US
- High end and luxury travel experiences
- Long haul FIT travel is growing



Kensington Tours

Personalized journeys with local private guides.

See the world, differently. Kensington Tours creates fully personalized and privately guided journeys based on your preferences and travel wishes. With expertise in over 100 countries worldwide across all seven continents, Kensington Tours takes on all the complexities and logistics of planning your trip, so you can simply enjoy. From culturally immersive experiences and culinary delights to exclusive access and unique places to stay, you'll travel alongside local private guides who will immerse you in the authentic best of your destination.



For travelers, sustainability is the word—but there are many definitions of it

Most people want to support sustainable tourism, even though the concept remains fuzzy.

BY GEORGE W. STONE



PUBLISHED JUNE 28, 2022 • 6 MIN READ

tourradar™

What to expect on a Cultural tour



Discover ancient worlds

Follow in the footsteps of iconic, historical figures from antiquity to yesteryear—from the tombs of Tutankhamun to the arenas where noble gladiators met their fate in front of Julius Caesar. Unleash your inner Indiana Jones on an adventure into the past



Unlock secrets of the past

Wander through castles that whisper scandalous tales from times gone by or get a dose of reality on the battlefields that changed history forever. Unlock secrets lost in time and observe artifacts from museums that house stories of trials and tribulations



Embrace a new way of life

Explore a land unlike your own and dive headfirst into experiences of profound significance. A cultural tour embraces art, music, culinary delights, as well as traditions and daily rituals from all over the world to create a memorable insight you won't find back home



Celebrate at local festivals

Time your adventure right with an experience that celebrates tradition. Release a lantern into the illuminated skies of Chiang Mai or honor everything that is good in the world with a throw of bright gulal in Jaipur. There's no better way to delve into a culture than relishing like a local

CONSUMER BEHAVIOR

Americans travel a lot in 2023! Inflation is not impacting the travel in the US.

Main travel segment still 55+ but also millennial segment is growing, especially in high end category.

Baby Boomers are more cautious than other travelers with travel to regions close to Russia.

Americans use much more travel advisor's services than consumers in other markets and therefore travel advisors, travel agencies and consortias are important btob partners.

Luxury category travels with tailor made itineraries designed by their travel advisor.

Significant number of travelers use OTA's and other digital booking platforms to book their trips, especially short haul. Many North American travelers use different online platforms to search information and to book travel. Some of the relevant online booking platforms in the US are Expedia Group platforms, Priceline, Kiwi.com and Hopper.

In the US sightseeing and visiting many countries during one holiday is still dominating unless the destination can offer something so unique that it is seen worth of a mono destination trip.

The Northern Lights product is a unique experience and worth a mono destination trip.

Offering around the Midnight Sun experience has potential too.

American travelers expect good service in the destination.

American traveler appreciates good communication and it is always better to overcommunicate than communicate too little. It is also important to use native proofreaders for website texts.

DISTRIBUTION CHANNELS

TOUR OPERATORS

- Several major US tour operators are already selling Finland only winter packages, but we do not yet have many Finland only packages for summer season.
- Visit Finland is actively working on promoting summer season in all four regions.
- We are also expecting to see some new winter tours for the winter 2023 - 2024 and new summer tour production launched for summer 2024.
- Around 40 tour operators have traditionally been selling Finland as part of a Nordic or Baltic and/or Russia tour. Some tour operators have ceased tours or reporting slow sales.

ASSOCIATIONS

- US Tour Operator Association (USTOA)
- Adventure Travel Trade Association (ATTA)
- Family Travel Association (FTA)

CONSORTIA

“A travel consortium is a collective of host agencies, travel agencies, and/or travel advisors that join forces and combine resources to increase their industry footprint including buying potential, benefits, & commission levels.” [What Are Travel Consortia & Co-Ops? \(hostagencyreviews.com\)](https://www.hostagencyreviews.com/what-are-travel-consortia-co-ops/)

Virtuoso, Travel Leaders, Signature, Ensemble, NEST, TripArc – Travel Edge, AAA, Travel Savers



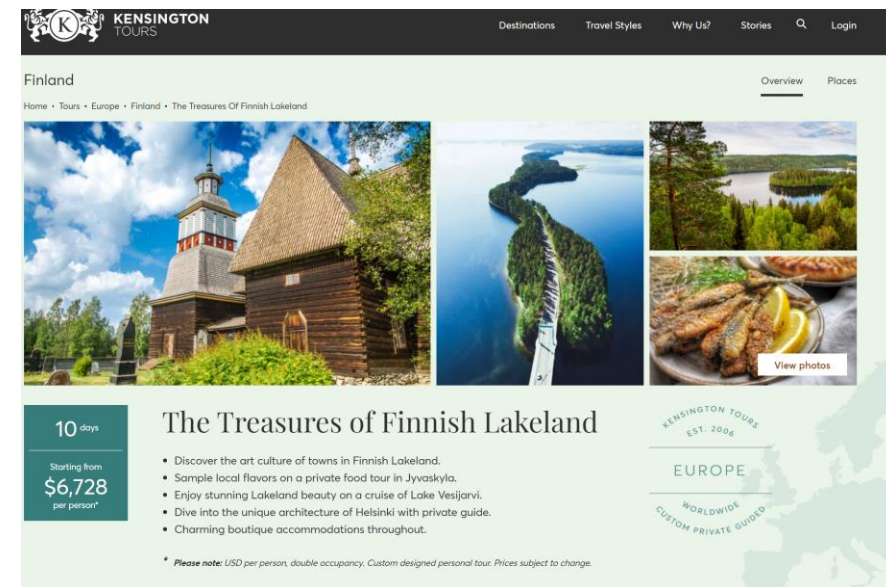
TRAVEL WEEKLY News & Featured Destinations Our Voices Resources Hotel & Cru

Travel Weekly's 2022 Power List

1 BOOKING HOLDINGS	2 EXPEDIA GROUP	3 AMERICAN EXPRESS GLOBAL BUSINESS TRAVEL
4 BCD TRAVEL	5 CWT	6 AMERICAN EXPRESS TRAVEL
7 FLIGHT CENTRE TRAVEL GROUP AMERICAS	8 CORPORATE TRAVEL MANAGEMENT	9 INTERNOVA TRAVEL GROUP
10 FAREPORTAL	11 DIRECT TRAVEL	11 HOPPER
13 AAA TRAVEL	14 FROSCH	15 WORLD TRAVEL HOLDINGS
16 ATG	17 ARRIVIA	18 CRUISE PLANNERS
19 OUTSIDEAGENTS.COM	20 WORLD TRAVEL	21 OMEGA WORLD TRAVEL

NEW PRODUCTION

- Besides winter season in Lapland, also Helsinki and Southern Finland during summer season interest.
- Helsinki - Lakeland - Archipelago self-drive tours
- Helsinki - Lakeland and Helsinki - Archipelago slow travel packages in the future?
- Further developed sauna + wellbeing experiences and packages for American high-end travelers.
- When designing products and packages, keep in mind, that 55+ is still a major customer segment from the US, although millennials' travel is growing in the future.
- The 55 + are often still very active but not necessarily used to spending time outdoors or in the nature as much we Finns are, so it is important to design "soft adventures" that are not too demanding.
- Overseas family travel and multigenerational travel are expected to grow.
- Honeymooners is also an interesting niche segment.
- DMC's and incoming agencies continue to have a vital role in the US market as most tour operators and travel agencies with own production do not contract directly with suppliers in Finland.



The screenshot shows the Kensington Tours website for Finland. The header includes navigation links for Destinations, Travel Styles, Why Us?, Stories, and Login. The main content area features a grid of images: a wooden church, a lake with a peninsula, and a plate of food. A sidebar on the left indicates a 10-day tour starting from \$6,728 per person. The main title is "The Treasures of Finnish Lakeland" with a list of bullet points describing the tour's highlights. A small note at the bottom states: "Please note: USD per person, double occupancy. Custom designed personal tour. Prices subject to change."



The screenshot shows the Firebird Tours website for Finland. The header includes the Firebird Tours logo and tagline "Travel better". The main content area features a large title "Finland Summer Charms" with a red underline. Below the title, it displays the tour rating: "Tour rating: 4.3 / 5, Based on 148 Reviews" with a green arrow pointing right. The sub-heading is "Private tour to Finland". The main text reads: "Be charmed by the mesmerizing natural beauty of Finland, see enchanting Helsinki, spellbinding Savonlinna and the breathtaking Punkaharju ridge during our special 7-day private tour that includes the country's main highlights."

Activities in USA Q2-Q4 2023

B2B Sales activities Q2 – Q4 2023

FAM-trips

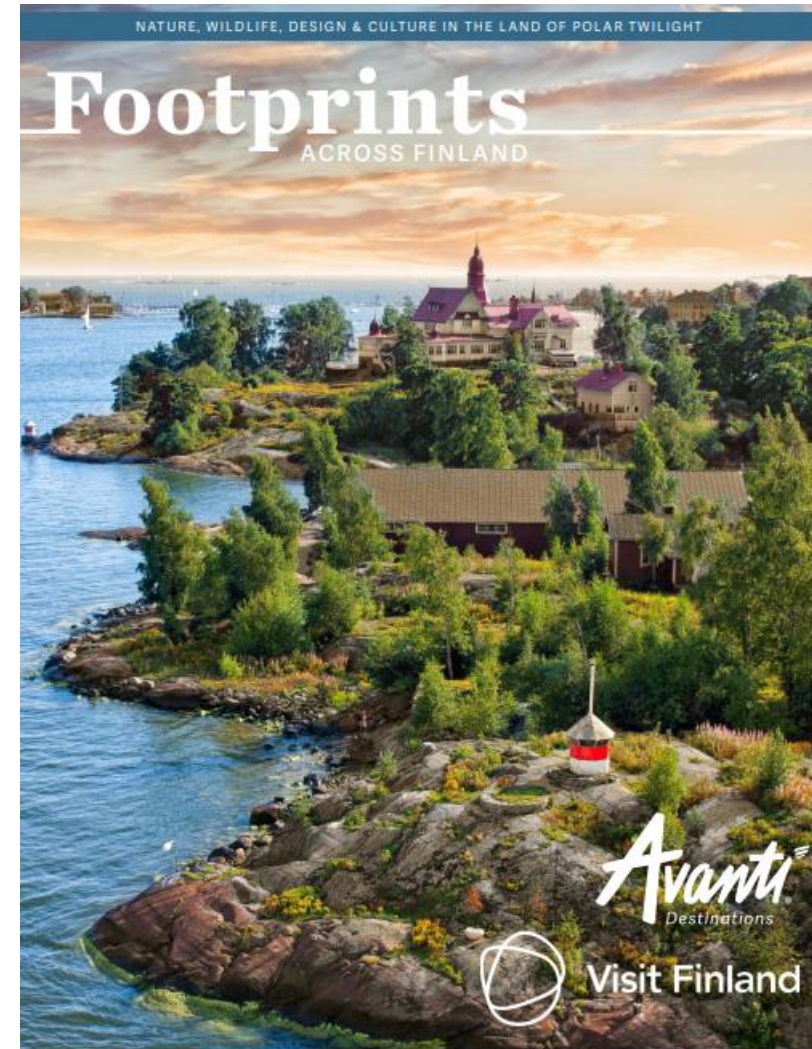
- AAA Northeast, Barö, Turku and Helsinki, 5.-11.6.2023
- Travel Professionals Exchange and Education (TPEE) Helsinki and Oulu, August
- Tour operator fam, high-end and mid-budget, Helsinki and Saimaa, August-September

Sales Events

- Virtuoso Travel Week, August (Visit Finland only)
- Nordic Roadshow 11.-14.9. FULL
- USTOA Conference and Marketplace (2.-6.12.), registration opens 5.6.(All USTOA members)

Joint Promotions

- Wholeseller: Avanti campaign February - April



B2C Campaigns Q2-Q4 2023

Consideration campaign: Find yourself living the dream in Finland

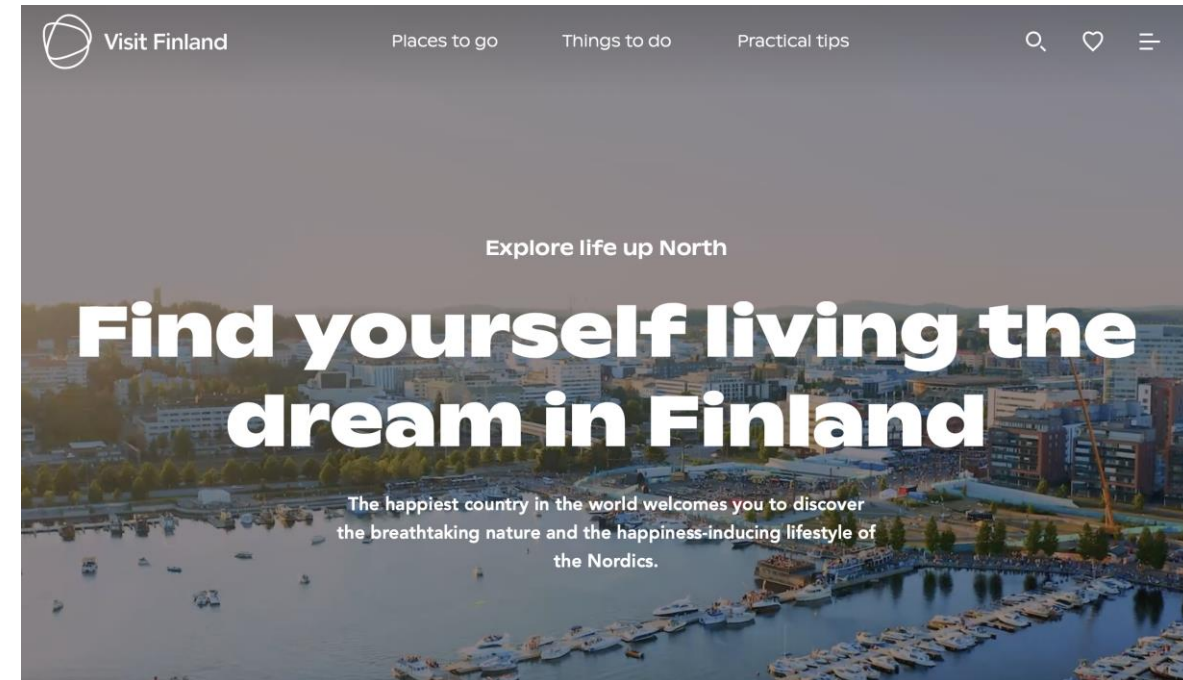
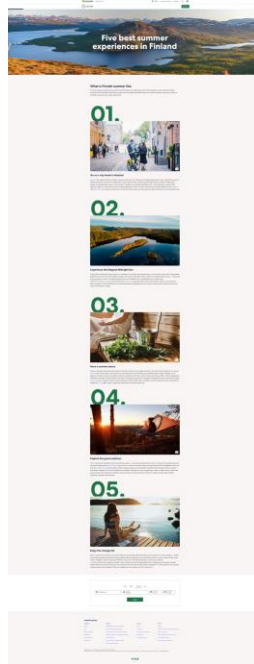
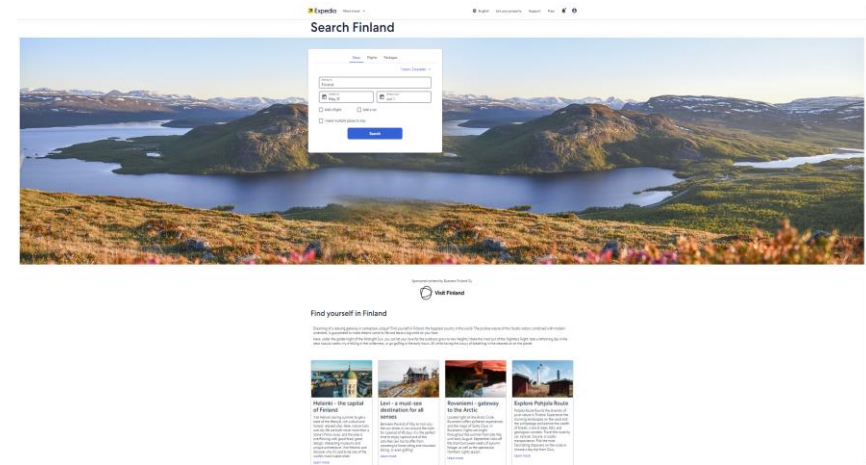
- The goal: to raise **awareness** of Finland'as a travel destinations and to reach travelers from USA,
- The main themes of the campaign are nature, cities and activities in the partners' areas.
- Campaign's total duration: April – End of May 2023
- Targeting travel to Finland and partner areas during summer and early autumn
- Partners: Visit Levi, Visit Rovaniemi, Pohjola Route (Oulu), Tallink Silja

Expedia

- **Objective:** Increase sales for **extended summer** season
- **Season:** Early June-Early October
- **Target Groups:** Millennial families, couples, groups of friends
- **Segments:** City breakers, nature explorers, comfort seekers
- **Message:** Find yourself in Finland
- **Timing:** March 24 – August 31, 2023

Find your inner Finn

- Main image campaign
- Focus on PR-activities



The Nordics – project

- Joint initiative with Finland, Sweden, Norway, Denmark, Iceland, Faero Islands and Greenland since 2022
- Visit Denmark co-ordinates budgeting, funding and tendering
- All strategic and operational decisions collectively in the steering group and the working group
- Outsourced project manager
- Marketing, PR, joint sales activities, Nordic Roadshow

BtoB marketing

- Joint promo campaigns with selected tour operators and consortia
- Campaign with Adventure Travel Association

PR activities

- Press releases
- Pitches
- PR-trips

The screenshot shows the Adventure Travel Association website. The header includes navigation links: About Us, News, Solutions, Events, Learn, Membership, and a Sign In button. Below the header is a main banner for 'The Nordics' project. The banner text reads: 'Human, Nature, Moments inspired by the Nordic Lifestyle' followed by 'The Nordics'. A paragraph describes the project: 'There is no shortage of natural wonders, stunning landscapes, and awesome sustainable adventures waiting to be had across The Nordics. Here you can sail into the heart of Norwegian fjords, bike the twisted forests on the dune-filled Danish coast, kayak along the thousand beautiful lakes of Finland, freely roam through Sweden's lush valleys, take a dip into Icelandic hot springs, navigate epic icebergs and glaciers in Greenland, and climb the steep dramatic mountains of the Faero Islands. Discover these and more sustainable adventures inspired by the Nordic lifestyle.' A 'Learn More' button is located at the bottom left of the banner. The banner is decorated with a vertical strip of images showing various Nordic landscapes and buildings.

The screenshot shows the 'Getting to Know The Nordics' section of the website. The title is 'Getting to Know The Nordics'. The text below the title reads: 'Many itineraries into The Nordics cover multiple countries in one trip. With short travel distances, clear road signage and state-of-the-art public transport it is easy to combine multiple countries. Below are some examples of how to travel in and in-between the countries. Some routes have been sold for years, so The Nordics encourage you to explore new routes to discover the lesser travelled paths and uncover hidden gems.' Below the text are four columns, each representing a Nordic country: Denmark, Faroe Islands, Finland, and Greenland. Each column has a representative image, a title, a short description, and a 'Learn More' button. The descriptions are: Denmark: 'The land of everyday wonder. This great little kingdom is the home to hygge, bikes, mouthwatering gastro experiences, historic castles, savage Vikings, and the world's most sustainable city.' Faroe Islands: 'Home to vast, untamed and spectacular landscapes, the Faroe Islands are packed with exciting adventures of every variety – be it hiking, cycling, diving, shopping, or sailing combined with a unique island culture and cuisine.' Finland: 'The Happiest Country in the World' with four beautiful seasons and four distinct regions. Here you'll discover unique experiences closely tied to nature and wellbeing like sauna, thousands of clean lakes, and wild nature.' Greenland: 'The world's largest island and an exciting Arctic destination where adventure-minded travelers can explore outdoor and nature activities, cultural experiences, coastal sailings, and more.' Below these four columns are three more columns representing Iceland, Norway, and Sweden, each with an image and a title. The descriptions for these are partially visible: Iceland: 'With its abundance of mountains,' Norway: 'Most famous for its mountainous' Sweden: 'A year-round destination with so much to'

PR in USA

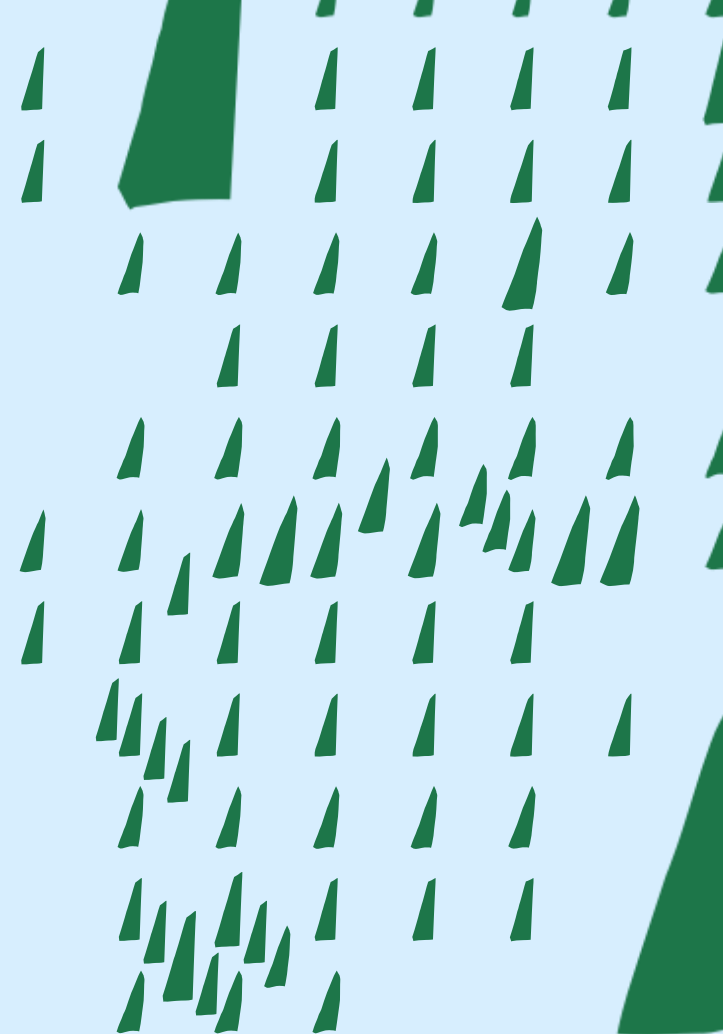
PR & Media activities in USA

PR activities: press releases, pitches, media trips
(group, individual, influencers and TV)

Topics that has interested media: Happiness,
Culture, Wellbeing

CBS Broadcast Opportunity

December 2022





Overview

- To highlight Finland as a winter destination and showcase Rovaniemi as the official hometown of Santa Claus, Zapwater partnered with CBS anchor and reporter, Wendy Gillette, to film a Christmas-themed segment in Rovaniemi, Finland in December 2022.
- Zapwater, Visit Finland and Visit Rovaniemi worked together to plan all aspects of Wendy's visit, including her flights/transportation, accommodations and trip itinerary.
- Wendy's visit took place from December 9-14, 2022, and her segment aired on CBS stations across the U.S. on December 12, 2022. The segment continued to be picked up in the U.S. in the weeks leading up to Christmas.
- The segment was featured on **347 segments** on local CBS stations in top U.S. markets, including **Los Angeles, Chicago, Miami, San Francisco, Seattle, Dallas, Houston, Atlanta, Boston**, and more.
- The CBS segment resulted in a total of **190,678,574 media impressions**.

Coverage



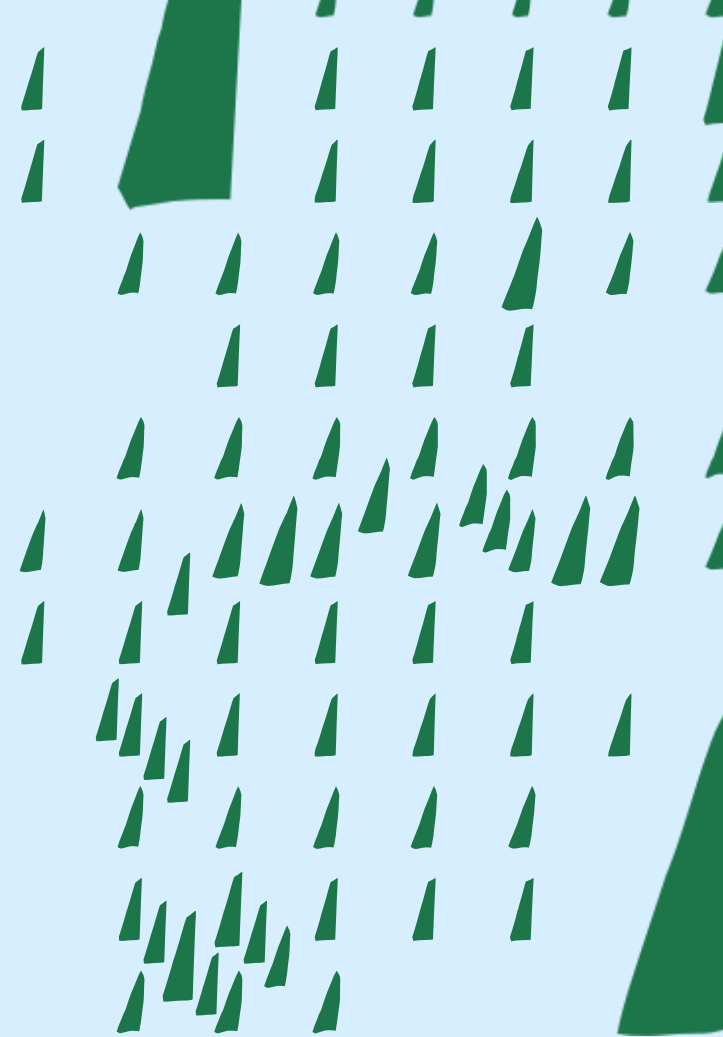
Want to stay in Santa's village? Here's how.



Link to full segment [here](#)

NBC Nightly News Broadcast Opportunity

January 2023





Overview

- In order to further position Finland as a premier family-friendly destination, Zapwater coordinated for the Head of Visit Finland North America, Heli Mende, to be interviewed on *NBC Nightly News With Lester Holt: Kids Edition* on January 4, 2023.
- The kids' program is geared towards children ages 6-12, and Heli was interviewed about Finland facts to help educate children about the happiest country in the world.
- The segment, which aired on January 7, 2023, was featured in **233 segments** on local NBC stations in top U.S. markets, including **New York, Seattle, Denver, Chicago, Orlando, Las Vegas** and more.
- The NBC Nightly News segment resulted in a total of **173,263,630 media impressions**.

Coverage



NIGHTLY NEWS KIDS

Nightly News: Kids Edition (January 7, 2023)

Sleep deprived? Is it possible to catch up on those extra z's you lost? Dr. John Torres has the answer. Around the Globe: We introduce you to the happiest country in the world: Finland! What are the northern lights? Dylan Dreyer explains the natural phenomenon of them. Plus, Inspiring Kids series continues: Meet the young man who is making a difference in his community by baking up some sweet treats.



Link to full segment [here](#)

PR Highlights from Find your Inner Finn –campaign in USA



Finland is the world's happiest country. Now it's giving away free trips to show travelers why

PUBLISHED TUE, MAR 21 2023-10:43 PM EDT | UPDATED TUE, MAR 21 2023-10:47 PM EDT



TRAVEL+ LEISURE

Finland Just Wants You to Be Happy — and the Country Is Hosting a Free Master Class to Prove It

Sending in our application asap.



PHOTO: JANI RIEKKINEN/GETTY IMAGES

Finland is consistently voted the happiest nation on Earth — and now they're teaching travelers what they know best with a free masterclass.

Entitled the "Masterclass of Happiness," the class will be offered to 10 lucky travelers who will win the chance to head to the country for coaching on how to discover their inner happiness, Visit Finland shared with *Travel + Leisure*. The coaching will take place over four days in June at the [Kuru Resort](#) in the Finnish Lakeland region.



Forbes

Feeling Sad And Blue? Finland Is The Happy Place For You



Finland's impressive natural wonders are one reason its inhabitants are so darn happy. [visit FINLAND](#)

It's March — and although spring is in the air — it's not quite there yet. That means there are still dark, dreary, windy days ahead.

If it's got you down — now's the time to think about visiting Finland. After all, Rovaniemi in Finnish Lapland is the official home of Santa Claus — and he's a pretty jolly fellow, don't you think?

NEW YORK POST

World's happiest country will pay for 10 to visit and learn the Finnish way

By News.com.au

April 1, 2023 | 4:16pm | Updated



CBS NEWS

Finland offering free trips after being named world's happiest country six years in a row

BY ALIZA CHASAN
MARCH 22, 2023 / 6:35 PM / CBS NEWS



Finland, which has been named the [world's happiest country](#) for six years in a row by the World Happiness Report, wants to share its secret. The Nordic country is offering free trips to 10 people, who will take a four-day "Masterclass of Happiness."

Finland first topped the World Happiness Report in 2018. The country has remained at the top of the rankings based on how the people there describe their personal sense of "wellbeing," according to the publication. The happiness score also considers countries' gross domestic product, social support systems, personal freedom and levels of corruption.

We believe Finnish happiness stems from a close relationship with nature and our down-to-earth lifestyle," Heli Jimenez, Business Finland's senior director of international marketing [said](#). "It's not some mystical state, but a skill that can be learned and shared."

Q&A

Thank You!

Visit Finland www.visitfinland.com

Facebook
facebook.com/visitfinland

Instagram
instagram.com/ourfinland/

Twitter
twitter.com/OurFinland

Youtube
youtube.com/user/VisitFinland