



Visit Finland

ASIA Market Outlook -webinar

China, India, Japan, South Korea –
8.6.2023



AGENDA

1. TRAVEL TRENDS
2. MARKET UPDATE
3. SALES PROMOTION ACTIVITIES
4. DISTRIBUTION CHANNELS



Positive overnight figures Jan-Apr 2023

China + HK	32 500	
India	22 700	
Japan	19 900	
SIN	16 100	
S-Korea	7 500	→ ~100 000

Big growth in travel related searches

Sauna, Santa Claus, Places to Visit,
Cities, Northern Lights

India: Golf

Japan: Food Tourism, Cafes, Ice Skating



Visit Finland in China + HK

Lisa Li – Senior Advisor



David Wu – Director, Visit



Mainland China + HK – David Wu



TRAVEL TRENDS

Domestic; Middle East, Africa, Southeast Asia, Japan, New Zealand, etc.



21:30 携程旅行 87%

上海=成都

赢出境免费机票·囤百元爆款次卡

去程	筛选	早一晚	回程	筛选	早一晚
06-21 周三	06-22 周四	06 厦	06-23 周五	06-24 周六	06 厦
08:00 虹桥 T2	11:15 天府 T2		10:30 天府 T2	19:25 虹桥 T2	
吉祥 中机型			东航 共享 中机型		
08:00 虹桥 T2	11:15 天府 T2		16:40 天府 T2	19:35 虹桥 T2	
深航 共享 中机型			东航 大机型		
08:00 虹桥 T2	11:15 天府 T2		16:40 天府 T2	19:35 虹桥 T2	
东航 共享 中机型			川航 共享 大机型		
邻近推荐					
去: 上海 — 成都		v1551起			
返: 重庆 — 上海		省v369			
从成都到重庆乘坐火车约1小时55分钟,自驾约3小时50分钟					
08:05 虹桥 T2	10:55 双流 T2		17:00 天府 T2	20:00 浦东 T2	
东航 大机型			国航 中机型		
08:10 虹桥 T2	11:20 天府 T2		17:35 天府 T2	22:25 浦东 T2	
			春秋 中机型		

v4563 往返总价

航班详情

下一步

行程非洲

KENYA 肯尼亚狂野之旅10日

全球最佳航空之一的阿联酋航空值飞 野性之国“近距离观察”非洲五霸

全新体验:

- 4x4越野车地高洋原, 零距离接触野生动物
- 每车配备一个专业向导, 保证每人一个临窗座位

6大公园:

- “大象家园”安博塞利公园
- “火焰鸟天堂”艾尔门德博
- “野生动物天堂”马赛马拉国家公园
- “长颈鹿幼儿园”内罗毕长颈鹿庄园
- “东非裂谷明珠”纳瓦沙湖
- “树顶公园”阿布鲁尔国家公园

餐食美食:

- 全球50佳餐厅享用非洲“百兽宴”烤肉餐
- 马赛马拉草原野餐
- 马赛马拉篝火晚会体验不一样的非洲夜
- 新树顶酒店静享下午茶

出境无忧:

- 全程无自费 无购物
- 包含境外导游/司机小费
- 包含电子签证
- 包含境外旅游意外险 (含新冠险)

发团日期: 6月28日

31,880 元入

22:00

新西兰旅游

全部 视频号 文章 公众号 小程序 直播

价格 跟团 费用 签证 报团 攻略 时间

一年四季, 来新西兰旅游正当时!

在新西兰藏着无数美景, 只看一眼就能让人... 念念不忘, 如果你也心动了那就收下这份新西... 笔遥旅游 2个月前

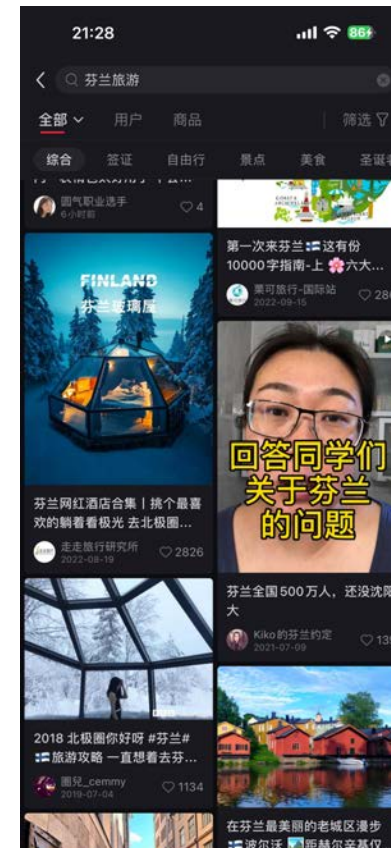
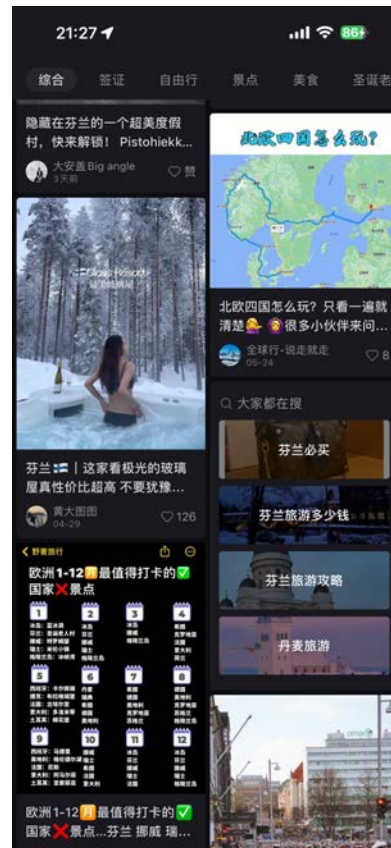
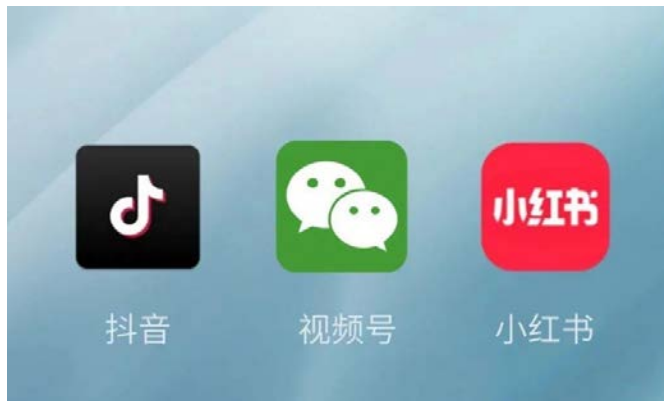
新西兰旅游多少钱, 上海至新西兰机票 3700起

100% PURE 新西兰航空

你要的新奇自然 就在新西兰 上海直飞新西兰 往返 ¥3,700起

TRAVEL TRENDS

Influence of Social Media channels (seeding, research, booking...)



TRAVEL TRENDS



Shopping becomes less important for outbound travelers ; Travel for music shows/sports/events



MARKET UPDATE



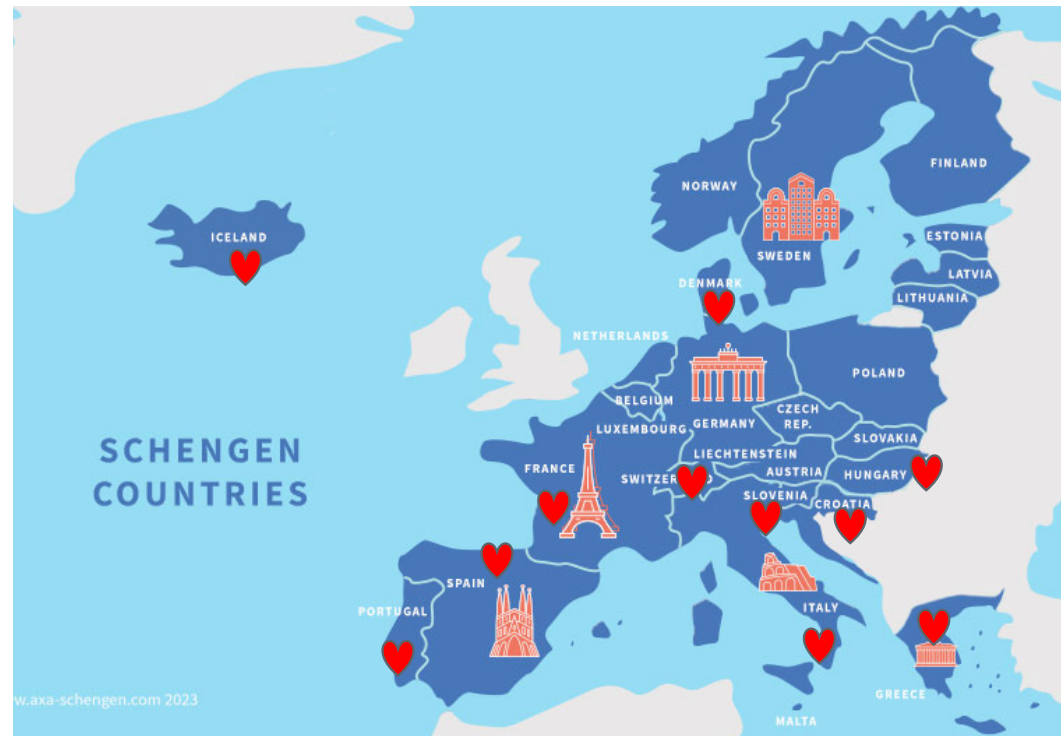
FINNAIR
芬兰航空公司

JUNEYAO AIR
吉祥航空

14 weekly
flights



Jan-May, 2023
-35% of 2019



Key Distribution Channel



旧



新



B2B ACTIVITIES

FAM Trips



B2B ACTIVITIES



Nordic Sustainable Travel Alliance Launching & Workshops in Beijing, Shanghai, Guangzhou & Chengdu on May 12-19



Team leaders led the discussion of given questions. Guests and representatives had a heated discussion and took notes.



Each team sent a speaker to present their outcomes of the workshop discussion.



Group photo

B2B ACTIVITIES



Nordic Sustainable Travel Alliance Launching & Workshops in Beijing, Shanghai, Guangzhou & Chengdu on May 12-19



Team leaders led the discussion of given questions. Guests and representatives had a heated discussion and took notes.



Each team sent a speaker to summarize their outcomes of the workshop discussion.

Each team wrote down their thoughts in detail. The notepapers were collected and delivered to David.

B2B ACTIVITIES



- **Upcoming**
- VF Summer Event on June 14
- ITB China, September 12-14
- Roadshow, September 24-28 in Beijing, Shanghai & Hongkong

PR and Media

- We do not have a retainer for PR and media work and thus our PR agency took care of VF's social media presence in China in Q1. However, we had some coverage through pitching and a few press releases.
- Coverage highlights:
 - 20 media hits
 - Visibility Score 58%
 - Brand Building Effect 10,9M
 - Average Tone 3.00/3.00
 - The Happiness Report: 12 hits in top-tier media
- [Find your inner Finn – Master in Happiness](#)
 - We are hosting two KOLs from China, [Nick](#) and [Cooli](#).
 - Great visibility to be expected in Weibo, Douyin, and LRB.
 - Nick and Cooli will also take part in Nordic Happiness Event.

Social Platforms Matrix:

- Weibo @倪宇宙NICK Followers: 3,000,000+
- Little Red Book @倪宇宙NICK Followers: 487,000+
- Douyin @倪宇宙NICK Followers: 1,161,000+



腾讯内容开放平台

芬兰连续第六年被评为世界上最幸福的国家

旅游网 | 2023-03-21

旅新网3月21日讯自2018年首次获此殊荣，芬兰已连续第六年被联合国年度《世界幸福报告》评为世界上最幸福的国家。

自首次获评以来，全世界都想了解芬兰人幸福的秘诀。芬兰人认为，获得幸福的四个关键词是：自然、生活方式、食物和可持续性。



©Harri Tarvainen/Visit Karelia/Visit Finland

旅新网 目的地 > 目的地新闻 > 正文

芬兰连续第六年被评为世界上最幸福的国家

旅新网 2023-03-21 14:37:04 图片直播新闻 字号: | T

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芬兰连续第六年被评为世界上最幸福的国家

2023-03-21 15:34

点赞 收藏 评论

年度联合国年度《世界幸福报

人认为，获得幸福的四个关键词

活，芬兰76%的土地被广阔的绿色森林覆盖。每个人的权利(Everyman's Rights)——无论是否户外活动，正因如此，芬兰人一生都在培养找幸福。而经过事实证明，在森林里待上仅仅



幸福关键词: 自然 | 生活方式 | 食物 | 可持续性

芬兰人认为，获得幸福的四个关键词是：自然、生活方式、食物和可持续性。

芳春花漾行

阳光明媚，微风轻拂，鸟语花香，正是春游的好时节。本组在芬兰几个热门城市，带您领略芬兰的自然风光和人文魅力。从芬兰的森林、湖泊、峡湾到芬兰的桑拿、芬兰的咖啡、芬兰的巧克力，带您领略芬兰的每一个角落。

小城文艺范，最佳伴手礼

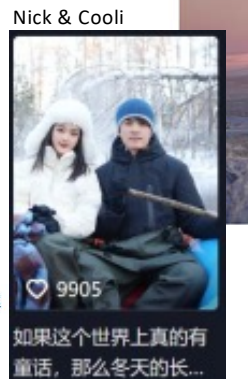
芬兰的文艺气息，体现在每一个角落。无论是芬兰的陶瓷、芬兰的纺织品、芬兰的巧克力，还是芬兰的咖啡、芬兰的桑拿，都是芬兰人生活的缩影。在这里，您可以感受到芬兰人的热情、友好和包容。在这里，您可以感受到芬兰人的智慧和创造力。在这里，您可以感受到芬兰人的幸福和快乐。

芬兰的时尚潮流

芬兰的时尚潮流，体现在每一个角落。无论是芬兰的服装、芬兰的配饰、芬兰的鞋子，还是芬兰的包包、芬兰的帽子，都是芬兰人生活的缩影。在这里，您可以感受到芬兰人的时尚感和品味。在这里，您可以感受到芬兰人的创造力和想象力。在这里，您可以感受到芬兰人的自信和魅力。

芬兰的户外生活

芬兰的户外生活，体现在每一个角落。无论是芬兰的徒步、芬兰的骑行、芬兰的露营，还是芬兰的滑雪、芬兰的钓鱼、芬兰的狩猎，都是芬兰人生活的缩影。在这里，您可以感受到芬兰人的冒险精神和探索精神。在这里，您可以感受到芬兰人的勇气和毅力。在这里，您可以感受到芬兰人的坚韧和力量。



PR and Media



India – Sara Kaur Sodhi



TRAVEL TRENDS



[India Market](#)

- India accounted for around **ten million foreign trips in 2022**, making it the **leading Asian source market for outbound travel**.
- The Indian outbound travel market is among the **fastest growing markets globally** with approximately **80 million passport level of purchasing power**, especially among the middle class.
- **The travel & tourism sector's contribution to the Indian economy would surpass the pre-pandemic levels in 2024** with an year-on-year growth of 20.7%
- Market size of outbound travel from India 2022 was projected to be \$15.2 Bn**
- It is expected to surpass USD 40 billion by 2026 with an impressive double-digit growth.
- **With a growing consumption-driven economy, young population, growing affluent middle class, and the ongoing liberalisation of air transport, India is ideally positioned to become one of the most lucrative outbound tourism markets in the World**
- India took 60 years to become a trillion-dollar economy but it may **reach the next trillion in the next two years**, World Economic Forum (WEF)
- **Annual growth in India's luxury travel market is projected to be 12.8% between 2015 and 2025.** Luxury Tourism is one of the leading factors driving demand in the outbound tourism market.

TRAVEL TRENDS



- **Indians will prioritise travel:**
- **Fluctuation in currency:**
 - Travellers will prefer group tour with ZERO bill at check out
 - Travel Now Pay Later will become a preferred choice
 - Group tours will stay and rise in demand as people would want to pay for their travel in local currency
- **Payment deals & offers will drive traffic:**
 - Customers look for deals and offer before making payments
 - Financial tools are no more tool to pay they are tool to sell
- **Workations:**
 - Work-from-home or hybrid models have been adopted at several workplaces.
- **Wellness travel:**
 - Wellness retreats an increasingly attractive option
- **Immersive travel:**
 - Fully immersing oneself in the local culture and way of life of a location
- **Offline Travel agents will continue to gain popularity**

Travel More And For A Longer Period

Taking five or six breaks is the new normal, and one break is typically dedicated to wellness, either solo or through mindful journeys. In addition, travellers are extending the length of stay on longer haul trips, often combining business with pleasure.

Access Drives The Destination

Access will drive destinations. Australia made a strong move by introducing a Sydney-Bangalore direct flight this month, and direct flights from Ahmedabad to Vietnam have put that country on the radar of affluent Indian travellers in these regions of India.

Off The Beaten Path For Authentic Travel Experience

There is a paradigm shift away from cities, with a rise in travelling to nature, and destinations with fewer tourists. Puglia instead of Umbria, for instance, or Africa with independent villas or luxury tents.

Changing Travel Landscape

Gen Z & millennial travellers, the greatest growth in the market, are more eco-conscious than their parents, and they are very clear on what they want. They care about the type of experience they want and want sustainability to be taught to their kids when they take the trip.

Money Is No Object

Affluent Indian travellers are not afraid to travel, and are not afraid of spending. Pre-pandemic, they might have spent \$500 a night on a hotel, but now they will happily spend \$2000 a night, as long as they feel they are getting value.

TRAVEL SEGMENTS



PRODUCTS



CUSTOMIZABLE + VISA ASSISTANCE

Capitals of Scandinavia with Hels...

8N/9D

2 Flights 4 Hotels 6 Activities 0 Transfer

2N Oslo | 2N Copenhagen |
2N Stockholm | 2N Helsinki

₹2,36,404

₹1,72,131
per person

Airtel 15:37 32%

FLAMINGO

open filters - 2 Packages

Aug

Group Tour Summer Special

13 Nights / 14 Days

Serene Scandinavia (Summer Specials)

Copenhagen (1N), Cruise (1N), Oslo (1N), Geiranger (2N), Voss (1N), Bergen (1N), Stockholm (2N), Helsinki (1N), Rovaniemi (2N), Helsinki (1N) [show less](#)

Flight Not Included

₹3,53,640
per person

Aug - 01

Call Now View Details

CUSTOMIZABLE + VISA ASSISTANCE

Discover Finland

6N/7D

3 Flights 2 Hotels 6 Activities 0 Transfer

3N Helsinki | 3N Rovaniemi

₹2,49,287

₹1,64,324

Airtel 15:32 33%

Thomas Cook

See All Holidays

1/2 - Stockholm: [Gallery](#)

Scandinavian Extravaganza with Midnight Sun

12 Nights | 13 Days

Tour type: Deluxe

₹4,04,184
Starting price per adult

→ Helsinki (1N) → Rovaniemi (2N) → Helsinki (2N) → On Board Silja Or Viking (1N) → Stockholm (1N) → Oslo (1N) → Gello (1N) → Bergen (1N) → Copenhagen (2N) →

Airtel 15:35 33%

Search for Destinations

16 Days **Scandinavia Midnight Sun** EUMS

4 Countries 15 Cities **GROUP TOUR**

4 Countries 15 Cities you will visit
Helsinki (1N) --- Kuopio (1N) --- Rovaniemi (2N) --- Karasjok (1N) --- Honningsvåg (1N) ---

[+9 More](#)

Airtel 15:36 32%

14 Days **Iceland Scandinavia Northern Lights** EUMS

3 Countries 8 Cities **GROUP TOUR**

3 Countries 8 Cities you will visit
Tromsø (2N) --- Alta (1N) --- Honningsvåg (1N) --- Karasjok (1N) --- Rovaniemi (2N) ---

[+3 More](#)

Helsinki (1N) --- Reykjavik (3N) --- Vik (2N)

VISIT FINLAND

CUSTOMIZABLE + VISA ASSISTANCE

Helsinki Short Break!

Starting from Helsinki

4N/5D

0 Flight 1 Hotel 3 Activities 0 Transfer

4N Helsinki

₹44,799

₹33,280
per person

Airtel 15:41 31%

FLAMINGO

open filters - 2 Packages

Free & Easy - SIC Tour

Itineraries curated by experts, Customizable as per your choice

Budget Tour

Free & Easy - SIC Tour Monsoon Special

6 Nights / 7 Days

Highlights Of Finland

Rovaniemi (2N), Saariselka (2N), Helsinki (2N) [show less](#)

Flight Not Included

₹82,110
per person

Valid upto 30 Sep 2023

Airtel 16:07 28%

11 Nights 12 Days

Monomugdh Scandinavia with Rovaniemi - Durga Puja Special

→ Rovaniemi (2N) → Helsinki (2N) → Stockholm (1N) → Stockholm (1N) → Oslo (1N) → Gello (1N) → Bergen (1N) → Copenhagen (2N) →

Group Tour

Tour Type: Deluxe

₹4,77,555
Starting price per adult

Airtel 16:09 28%

Charismatic Finland Packages From India

Helsinki (5N) > Rovaniemi (5N)

✓ Hotels ✓ 6 activities ✓ Transfers

✗ Flights

Starts from **₹78,315**/Person

[View Deal](#)

KEY DISTRIBUTION CHANNELS



Groups



Indian OTA's



FIT



B2B ACTIVITIES



2023

Month	Activity	Region
January	Indian Travel Agents (Groups Focus) participation in MATKA & Fam Trip	Helsinki, Saariselka
March	Indian Education Delegation Fam (School Principals)	Lahti, Tampere and Oulu
April	Indian Travel Agents (Luxury Travel Focus) Fam Trip	Rovaniemi, Levi, Helsinki
June- August	Marketing Campaign with A Travel Duet & A Travel Circle	Lakeland
August	Participation in MILT (MICE India Luxury Congress)	All
August / Sept	Autumn Press Trips (Media & Influencers)	Helsinki, Nuuksio, Porvoo & Lakeland
August	India Roadshow (New Delhi, Mumbai & Ahmedabad)	All
September	Education Travel Fam & Workshop (Education/ Students Travel Focus)	Helsinki ,Levi
September	India Travel Agents Fam Trip (Autumn Showcase)	Helsinki, Lakeland
October- Nov	VF Destination Training & Sales Blitz	Jaipur/ Kolkata
Oct- Dec	Marketing Campaigns promoting Winter travel (Kesari & Veena World)	Lapland Focused
November	India Travel Agents Fam Trip (Winter showcase)	Lapland Focused
December	Santa Claus comes to India (TBC)	New Delhi

PR & MEDIA



We don't have active PR agency in the market. We still focus on doing media trips with influencers and media that has a great impact in Indian market.

2022:

March 2022: Collaboration with **Indian Designers Shivan & Narresh** for their Apres Ski Collection

September 2022: **Media & Influencer Trips** to Rovaniemi & Helsinki (Autumn showcase)

September 2022 : **Culinary Showcase of Finland** with **Indian Master Chef Ranveer Brar**

2.2 M Reach and €3.1Million EMV

2023:

January 2023 highlight: Influencer/celebrity collaboration with **Sonakshi Sinha** (@aslisona)

2.3M Engagements, 22.3M Reach and €8.6M EMV

March 2023 highlight: Influencer/celebrity collaboration with **Rakul Singh** (@rakulpreet)

2.2M Engagements, 17.8M Reach and €7M EMV

Press Trip: Finnair & Visit Finland

Press Trip : Media (4-8 September,2022)



Finland At Glance: Of Sauna, Santa And A Mesmerising Phenomenon, The Northern Lights

By: Shrikant Negi | News18.com | Last Updated: SEPTEMBER 27, 2022, 14:30 IST

If you are looking to experience some of the world's most breathtaking and mesmerising wilderness areas in Finland, here are some of the best places to visit.



The Finnish have always relied on dogs, and still use them to hunt, herd and race, especially in Lapland, the northernmost regions in the country. Hence, most of them know what to do with and around dogs or how to raise their right.

5 ideas to make Indian cities more pet friendly

On a recent trip to Finland, this writer observed how people and public spaces handled pets differently and has a wish list for Indian cities

By Riddhi Doshi | Last Published: 13/10/2022 | 01:05 PM IST

Right in the midst of the busy departure hall of the Helsinki airport sits a golden Labrador. Two security guards approach, and the pooch starts to bark. The guards retreat. After a short conversation with the owner, they bend slightly, extending a hand to the dog from a distance. The dog sniffs, assured they aren't a threat sits down without another bark. The humans continue to chat.



A First-Hand Experience Of Chasing The Northern Lights In Lapland

The Arctic Circle region in Finland is one of the best places in the world to watch the magical spectacle of the Aurora Borealis.

12 open

Allure of the aurora

Chasing the northern lights in Santa Claus' Rovaniemi, is no mean feat. To begin, we row through the icy night

Fun facts about the northern lights

- It's not just the aurora that's beautiful, but the landscape around it.
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Chasing the northern lights in Santa Claus' Rovaniemi, is no mean feat. To begin, we row through the icy night

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9 Things To Do In Helsinki, Capital Of The World's Happiest Nation

Your guide to the activities to try, places to visit and food to eat when you're in Finland--Helsinki.

Rovaniemi: Santa's official hometown where the sky glows

Radhika Santhanam

October 14, 2022 10:02 IST

In the olden days, the indigenous people were afraid of the northern lights. Today, are a major tourist attraction

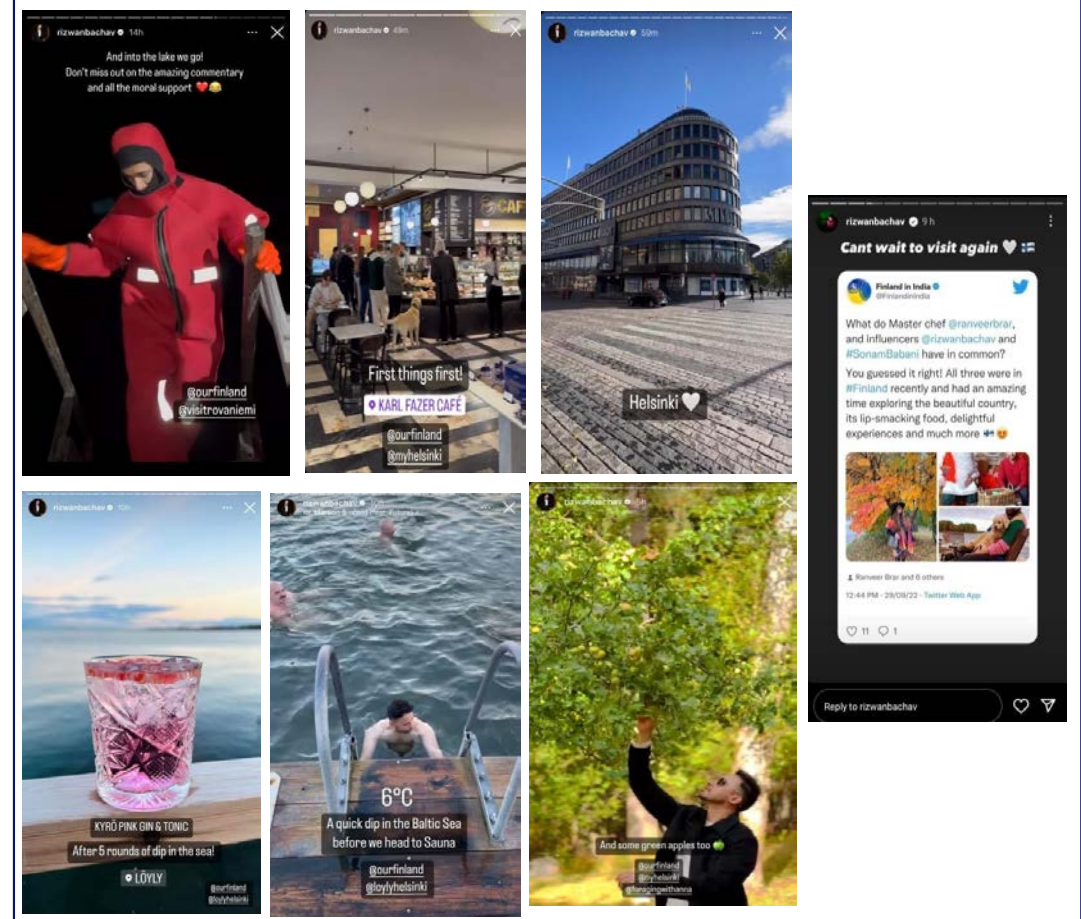
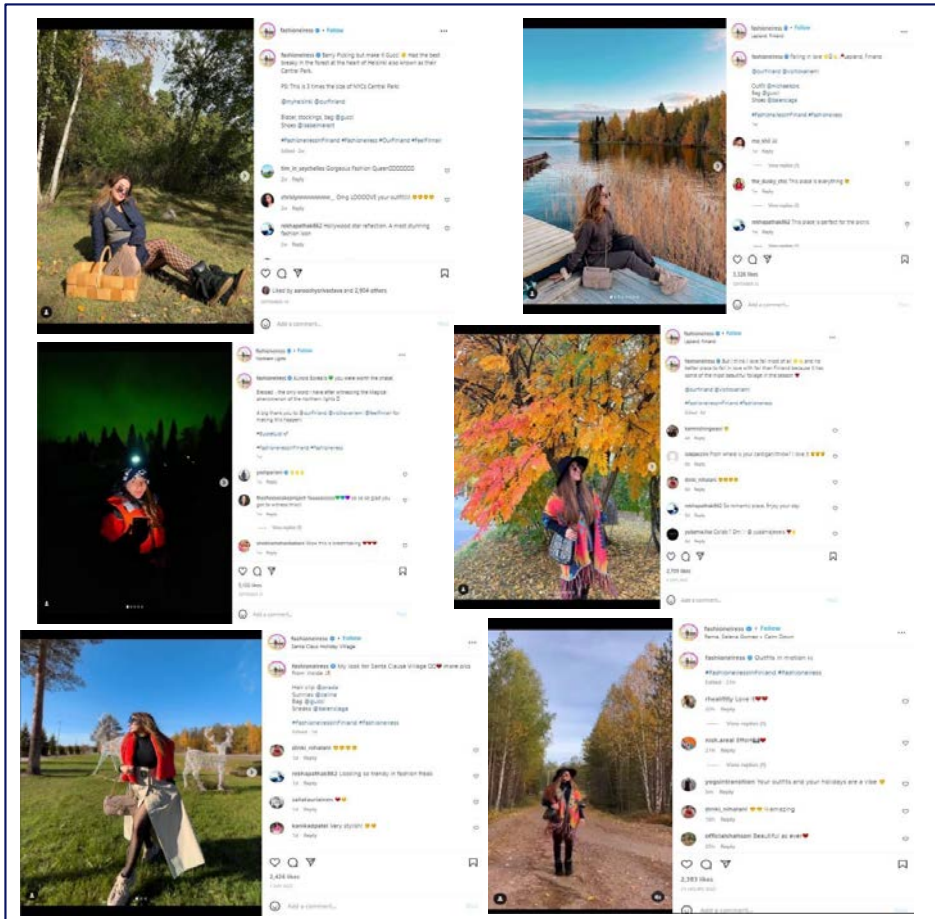
'Are you ready Teletubbies?' Salla and Adeline, our cheerful Finnish friends, asked. We laughed, looking nowhere as cute as the Teletubbies as we tried to slip up our heavy suits over layers of winter wear.

We were in the official hometown of Santa Claus, Rovaniemi, the largest town in Lapland, which has a population of about 80,000 people. It had been a disappointingly cloudy day. Our chances of seeing the magical northern lights, the twinkling of stars in the dark sky, were slim.



Influencer Trip: Finnair & Visit Finland

(18-22 September, 2022)

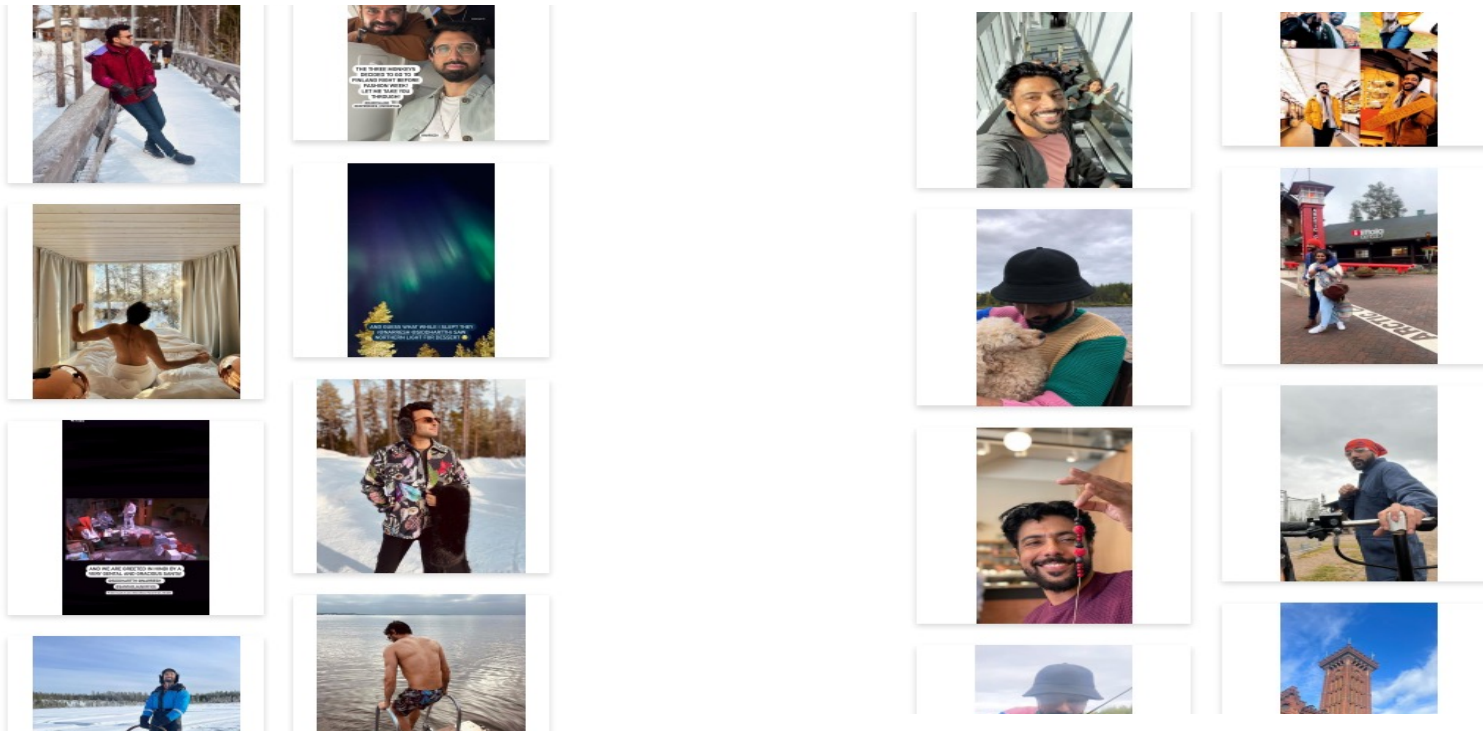


PR Strategic Collaborations :



Indian Designers Shivan & Narresh
Design Inspiration Trip for their Apres Ski Collection:
Showcase of Rovaniemi, Levi & Helsinki
13-19 March 2022

Culinary Showcase of Finland – Chef Ranveer Brar
Helsinki & Rovaniemi , 11 -17 September 2022
2.2 Million : Instagram Followers 3.1Million EMV

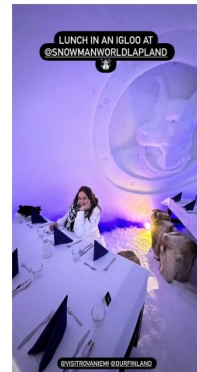


Bollywood Celebrity Collaboration :



Sonakshi Sinha
Saariselka, Rovaniemi & Helsinki (December – January 2023)
25.3 Million: Instagram Followers
8.6 Million Euros – EMV

Rakulpreet
Rovaniemi (March 2023)
25.3 Million: Instagram Followers
EMV – 7 Million Euros



Santa Came to India



Trade Event: Meet & Greet with Santa



Santa Visit to Thomas Cook & SOTC Office



MICE Engagement



In Association with Finnair
Trade Engagements organised by VF

Finland Consulate General: Mumbai Launch



10th February, 2023



FAM Trips



Indian Delegation at MATKA 2023



January 2023:
Saariselka & Helsinki

Indian Education Delegation



March 2023:
Lahti, Tampere and Oulu
In Association with Le Frehindi

Indian Luxury Delegation



April 2023:
Rovaniemi, Levi & Helsinki

Japan – Koichi Numata



TRAVEL TRENDS



Economy and Consumer

- Japan's border restrictions lifted completely in May
- Covid-19 not visible in media
- Nikkei Stock Index recorded highest in 33 years since 1990
- Fuel surcharge decreasing trend, coming down to JPY66800, highest JPY114400 in 2022
- Overall cost of living rising
- Domestic travel booming
- Psychological barrier lingering still for the outbound travel
- Outlook for the recovery around 30% to 40% in 2023
- Market potential high for Finland
- Heavy repeaters of Finland not traveling yet

MARKET UPDATE

Travel Industry and Airlines



Japan Tourism Agency Joint PR event on 10.5



- Strong demand for inbound traffic to Japan, recovery rate of 65.5% in March compared to 2019
- Japan Tourism Agency announced its new policy to endorse promotion for the Outbound travel in addition to the Inbound promotion
- Capacity/Frequency increasing
 - Finnair Haneda daily
 - Finnair Osaka 3 time weekly
 - Finnair Narita 3 time weekly
 - JAL Haneda 5 time weekly
- Japan Association of Travel Agents running "Let's Go Overseas" campaign



Imakoso
今こそ海外!
 ©JATA
 いつ行こうから、いまして行くこうへ!

有効期限10年間旅券
 新換
 更新
パスポート
取得費用
 サポート キャンペーン



Key Distribution Channel



Example Finntour

8/2(水)羽田発
『モルック世界選手権!』
日本モルック協会オフィシャルツアー Aコース7日間

369,000円

※別途機内サービス料、自費観光(モルック大会)を含む。各国交通使用料等が必要となります。
 往復フィンエア利用、羽田発着フライト、会場までシャトルバス移動でラク
 ウォームアップターナメント、個別対戦にも参加可能な本気プラン!

Go! Molkky Finland

飛やかなフィンランドの夏、
 森と湖と白夜を体験!

特別割引特典
 5/31(水)までに
 Aコースをお申込みの方
10,000円割引

8/3(木)出発
 8日間の8コース
 プランもご用意!

協力: VisitFinland.com FINNISH TOURISM 一般社団法人日本モルック協会

Cleaning Day, Helsinki 6 days

【旅費員同行】「Mol」で決まるフィンランドヘルシンキのクリーニングデー6日間

旅行代金: 299,000円

出発日: 6/26(水)

出発地: 羽田

日数: 6日間

このツアーはフィンランドへ日本から直行便利用でいらし移動。夏の中央のイベント「クリーニングデー」に行きます。市内観光はもちろんです。人気のマリッコカフェサウナ、マリッコ温泉でフィンランドの魅力を満喫。フィンランドで「Mol」にふくまれている。旅費員が導きますので海外旅行初心者でも安心です!

生活習慣の異なる国のクリーニングデーは宝庫。マリッコ

Moomin tour Turku, Tampere, Helsinki 8 days

【旅費員同行】フィンランド満喫! 高と湯と白夜 南フィンランドのベリームーミンワールドとムーミン谷8日間

旅行代金: 489,000円

出発日: 6/26(水)

出発地: 羽田

日数: 8日間

このツアーは自費観光の南フィンランドの見どころを満喫していただきます。夏はまさに最高の季節です。高と湯と白夜、南フィンランドのベリームーミンワールドとムーミン谷。旅費員が導きますので海外旅行初心者でも安心です!

夏の高と湯とムーミンワールドを思いっきり満喫!

【旅行代金(空運待ち)】525名 野田アクションセンターとあつむ! サウナビルダーのための本気のサウナツアーフィンランド6日間

旅行代金: 879,000円

出発日: 6/26(水)

出発地: 羽田

日数: 6日間

このツアーは現地でのフィンランドには、サウナ文化研究家・コトシロアキが中心となって企画されています。サウナビルダーのための本気のサウナツアー。現地でのサウナ体験ツアーを体験していただきます。サウナビルダーのための本気のサウナツアー。現地でのサウナ体験ツアーを体験していただきます。

サウナを愛する気持ちが通じる地元の人々とのふれあい

【旅費員同行】映画「マイヤ・インツ」から生まれるデザイン公開記念 マリッコ大好きフィンランド6日間

旅行代金: 329,000円

出発日: 6/26(水)

出発地: 羽田

日数: 6日間

このツアーは映画「マイヤ・インツ」から生まれるデザイン公開記念の旅です。マリッコの国フィンランドに行ってみよう! 映画「マイヤ・インツ」から生まれるデザイン公開記念の旅です。マリッコの国フィンランドに行ってみよう!

MAIJA ISOLA
 マイヤ・インツ

マイヤ・インツはフィンランドのデザイン界の巨匠

Key Distribution Channel

Group Series, FIT and Group Tours



B2B ACTIVITIES

Moi Finland Workshop 2023 in Tokyo and Osaka



B2B ACTIVITIES



Finnair Mega Fam 2023



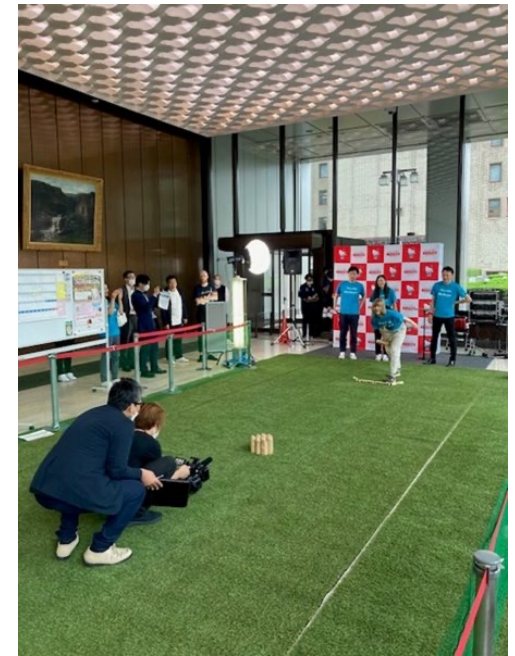
B2C ACTIVITIES

Avant stimulating travel desires among the Japanese sauna enthusiasts



B2C ACTIVITIES

Mölkky & Sauna & Japanese sub-culture



B2C ACTIVITIES



Mölkky Tournament attracted over 1100 players across Japan



UPCOMING EVENTS

Upcoming events

B2C

- 11.6 "FINLAND LAND" promotion with Kawasaki Frontale/Japan's professional soccer league top club team
- 23.6 to 27.6 "FINLAND SAUNA FES in Sapporo"
- MÖLKKY World Championships Hyvinkää in August
- Tourism Expo Japan 2023 Osaka in October

B2B

- Adventure Travel World Summit Sapporo in September
- Educational tour fam in September
- Tourism Expo Japan 2023 Osaka in October



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ADVENTURE TRAVEL WORLD SUMMIT | HOKKAIDO JAPAN 11-14 SEPTEMBER 2023

Home | Register | Agenda | Adventures | Event Information | Who's Attending?

View All Events

11-14 September 2023 | Hokkaido, Japan

Adventure Travel World Summit

Hokkaido Japan

© Hokkaido District Transport Bureau and Hokkaido Tourism Organization



Tourism Expo Japan 2023

Osaka/Kansai

Oct 26th 27th
28th 29th

INTEX OSAKA

※ October 26th (Thu) and 27th (Fri) are reserved for business discussions by industry professionals and will not be open to the general public.

Organizers :
Japan Travel and Tourism Association
Japan Association of Travel Agents (JATA)
Japan National Tourism Organization (JNTO)

Book a stand at TEJ 2023

Guide to the Exhibition 2023



South Korea – Gloria Choi



TRAVEL TRENDS

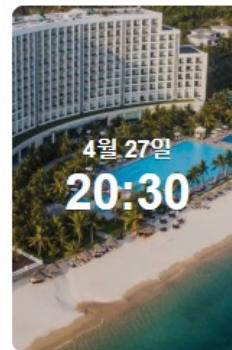


1. Recovery rate in 2023 is 85% compared to 2019.
2. **2030 generation choose group package due to reasonable price and customer experience (8% → 20%)**
3. **Live commerce** as strong sales channel
4. There is a tendency to reduce the number of countries and increase the duration of stay for travel.
5. New Demand 'Travel with Pet'



Source : Here Travel

유럽세미패키지여행 2030 여
기트래블 오티부터 유럽여행...



푸꾸옥vs나트랑 여행특
가➔ 에어텔로 자유...
🌟구매인증 이벤트 참여...
굿데이투어



❤️럭셔리 크루즈 대만
여행❤️NO!쇼핑 NO!...
👉구매고객 혜택👉
몽스라이브



Source : Hanwha Hotel & Resorts

MARKET UPDATE : Accessibility

Flights

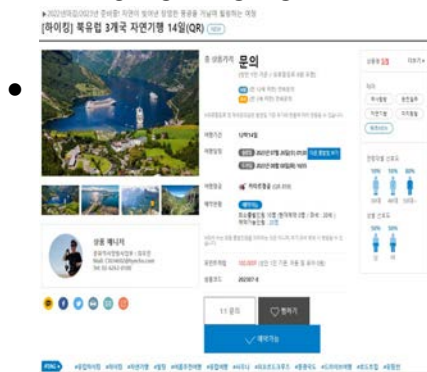
- ICN – HEL Finnair direct flights one time daily
- Delayed Busan - HEL direct route
- Korean Air operate direct to Oslo for package tour in every Tuesday for 5 weeks in Summer with Moomin collaboration in 2023 /[KalTour](#)
- New Airline '[Air Premia](#)' operate direct to Oslo every Thursday for summer season (May-mid Aug 2023)
- Other routes: via Istanbul (Turkish Airlines), via Frankfurt (Lufthansa), via Amsterdam (KLM), via Doha



MARKET UPDATE : New products 2022-2023



- 'Nordic Skiing Tour in 3 countries' Product in Summer : 3 Days in Finland / Hyecho Travel
 - Region in 2022 : Helsinki, Lakeland (Lahti, Lepistö, Lake Päijänne), Tampere, Hamenlinna
 - Region in 2023 : Helsinki, Lapperanta, Lahti, Tampere, Hamenlinna
- FIN & SWD Dual package in winter 2035 'Nordic Fantasy' : Helsinki, Rovaniemi – Kiruna, Stockholm – Tallin / [HereTravel](#)
- FIN Mono Group winter product w/Condor Tour : Ivalo – Sariselka – Rovaniemi – Sineta – Kemi – Haparanta – Oulu - Helsinki
- Finland Mono FIT product : 1 Week in Finland / Helsinki, Turku, Naantali / [Naeil Tour](#)
- Finland & Tallin FIT product : 1 day in Tallin + 5 days in Helsinki
- Finland Mono FIT winter product : 9 days in Finland / [Very good Tour](#) / Culture Pass & -50% e-coupon picture Santa by Visit



MARKET UPDATE : New Edu-T product



Nordic Political System Trip by [Brain park](#)

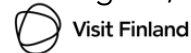
- Period : 2022.Oct.18 -26 (7 nights and 9 days)
- Country : Finland, Sweden, Denmark (3 days in Helsinki)
- For Whom : 20 Young politicians
- Contents in Finland : Basic income ,Gender equality, Finnish policy for Climate change

Finland Summer English Camp by [Elama](#)

- Period: 2022.July.25 – Aug.7 (2 weeks)
- Country : Mainly in Finland, Tallin
- For whom : small group of 12-15 yr
- Consists of : Cultural and nature experience, STEAM & Coding class in Eng w/Finnish school, Coaching session with professionals

All Europe Tour by Tandem

- Period : 2024. Feb.6 – 26. (19 nights 21 days)
- Country : Finland (Helsinki, Iloranta, Rovaniemi), Sweden, Germany, Belgium, France



'청년키움 글로벌 대장정' 제1회 프로그램

안녕하십니까?
세계는 코로나의 종식을 향해 가고 있고,
우리는 뉴노멀 시대 소통을 함께 다시 다가가고 있습니다.

기후위기(와)인간의 생태계 침식으로 인한 코로나확산을 겪으며
우리는 양극화와 불평등이 깊어지는 것을 보았습니다.
이러한 깊은 갈등과 불공정이라는 사태의 화두를 던지기도 했습니다.
뉴노멀 시대를 이끌어가기 할 젊은 세대의 고민이 깊어졌습니다.

정책컨설팅 그룹 브레인파크와 나라살림연구소가
청년과 청년 모두의 정책역량을 키우는 해외 정책연구 프로그램인
'청년키움 글로벌 대장정'을 준비하였습니다.

북유럽 3국을 방문하여
기후위기, 기본소득, 생활동, 국민연금, 불평등, 연합정치와 같은
지금 우리에게 가장 중요한 주제에 대한 대안을 모색하는 기회가 될 것입니다.
그레이트 북해와 7명의 환경운동가가 여러분을 기다리고 있습니다.
핀란드 사회보장연구소가 기본소득의 경험을 들려드립니다.
새로운 시대의 소통을 원하는 분! 도전하십시오!

브레인파크 대표 박동관
나라살림연구소 소장 정창수

• 목표 | 기후위기, 생활동, 기본소득 등 미래 청년에게 해결 정책역량 강화
복지 선진국을 위한 북유럽 정책지도 연구 및 청년정치 네트워크 강화

• 국가 | 핀란드(헬싱키), 스웨덴(스톡홀름), 덴마크(코펜하겐)

• 일정 | 2022.10.18(화)~10.26(수), 7박9일

• 인원 | 20명 내외

• 숙소 | 헬싱키 2박 - 크루즈 1박 - 스톡홀름 1박 - 코펜하겐 3박 - 가네 1박

• 교통 | 국제기 및 중간항공 차량기 대중교통

• 구성 | 발명연수 6회(12시간) / 현장학습 2회 4시간 / 문화체험 5회 10시간 / 현지 워크숍 2회 4시간

발명연수 후보기관

성. 명. 동 | 올랜도국제개발 협의회 | 기후인간과 여성이더 양상을 위한 아메 무르도 컨설팅
기. 본. 소. 특 | 핀란드사회보장연구소 | 핀란드의 기본소득 실험이 남긴 교훈
간. 일. 정. 지 | 핀란드 녹색당 | 핀란드 청년정치운동가들과의 시너지를 위한
성. 명. 동 | 핀란드 생활동위원회 | 청년들 위해 부모와 아이 구하는 생활동위원회 설립과 문제제기
성. 명. 동 | 스웨덴 혁신연구소 | 지방자치단체와 협력을 위한 실험과 강사
기. 본. 소. 특 | 기후위기와 기후변화 | 기후변동 청년네트워크 강화
노. 동 | 핀란드 녹색당 | 기후위기와 기후변동 청년정치운동가들과의 시너지를 위한
북유럽정치 | 북유럽정치운동가 | 시외에 지역에 대한 해외의 인문지리 정책 연구
기. 본. 소. 특 | 기후위기와 기후변동 | 기후위기를 이겨내는 청년도전형 녹색정책 연구 보고

• 현장학습 | 아라베르 해역 : 도심지역발전소, 저층 위키 스킨을 비롯한 시민문화체육공간
코펜하겐 오스테라워스 : 빌딩 및 오케아 관광

• 제공재료 | 사전자료집(40쪽) / 정책연수보고서(30쪽) / 발명-입수자료의 원본, 번역본

• 신청기간 | 2022.09.15(목)~10.7(금)

• 신청방법 | 구글 폼 접수 <https://forms.gle/379w20v>

• 참가비 | 11만원(착수금) 10만원(기초) 참가자 모집 후 최종 확정

참가비 환불일부 가능(1회차 389만원, 2회차 200만원)
문의 hyunjin@brainpark.com

주최 | BRAINPARK | 후원 | 발명연수협회(한국) | 나라살림연구소

자세한 내용 보러가기

Why ELÄMÄ Finland Summer Camp ?

1	2	3	4	5
핀란드 최고 대학, Aalto & LUT 와 함께하는 캠프	진료교정 전문가와 함께하는 캠프	숙소 별장에서 즐기는	발푸와 핀란드 현지 투어, 핀란드 도래	새로운 환경, 새로운 사람들, 새로운 경험!
배운 핀란드 대학 수업 미리듣기	진/중/후 코칭!	핀란드 백야 와	친구들과 소통하며	새로운 경험!
수업 미리듣기	자유로운 핀란드	항상적인 여름!	100% 핀란드	Learning by Doing!
	자연에서 진행되는	라이프 즐기!		
	진료고민			

“ 여름 날씨가 너무 좋아서 조속히 동등 떠났지만 백야 경험했어요. 특히 조수수업과 사후나 조항은 한국에서 못하는 경험에서 더 특별했어요. 2주동안 핀란드에서 로컬처럼 생활하면서 처음으로 여유롭게 행동하고 여유롭게 생각했던 발명이었어요. 교수님들과 함께했던 수업도 무척정 좋았어요 수업이 아니라 교수님들과 수업 중에 대화도 많았어요. 이렇게 왜 배워야 하는지 어떻게 활용할지 알고 배우니까 진짜 '발명서 배우는' 공부시간이었어요. 핀란드 또 가고싶어요! ”

[준호, 중1]

“ 제일 좋았던 기억을 꼽을 수 있을 정도로 완벽한 첫 해외여행이었어요. 한국에서 공부에 지친 친구들이 꼭 왔으면 좋겠어요. 저도 그 중 한 명이었어요. 2주 동안 정말 행복했거든요. 처음으로 부모님 곁을 떠나서 온 외국이었는데, 친구들과 생활하면서 이해상도 키우고 다양한 사람들도 만나서 말의마음이 무엇인지 알게되었어요. 그리고 더 넓은 세상이 있다는 것도 깨달았요. 여전히 제 생각이 완벽하지는 않지만, 핀란드에서 2주동안 영어를 쓰면서 많이 편해졌어요! ”

[현준, 초6]

“ 처음 대한 교수님 수업을 들을 때는 긴장도 많이 있었지만, 교수님이 저의 의견을 대대 많이 나누고, 진짜 이야기하면서 토론하면서 배우고 깨닫는 수업이었어요. 그리고 대학생들한테는 영어 스코틀랜드 소개해주고 오버를 입으면서 캠퍼스 둘다들을 데려가서 말의마음이 무엇인지 알게되었어요. 그리고 거기서 떠날전 저의 앞으로의 인생을 평생 잊을 수 없을 것 같아요. 놀면서 배우고! 같이 고민하고! 시어를 달고 싶은 친구들에게 추천하고 싶어요! ”

[정아, 고2]

MARKET UPDATE : Finland in Korean Media



Teaser 1: https://youtu.be/2Ac_9bHBSqY

Teaser 2 : TVING



Earth Arcade Season 2 → Tusula, Helsinki, Rovaniemi, (On going)

- 4 famous Korean ladies (2 k-pop idols, 1 comedian, 1 hiphop singer)
- Season 2 was filmed in Finland and Bali.
- On air : on May.12.Friday weekly (season 1 has 12 episode)

Program Structure

Prep for School Trip → travel to Korea → School Trip in Seoul → go to overseas regions → School vs. School

back home overseas → Day 1 in Korea → Days 2-5 in Korea

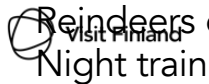
Daily lives of foreign students! Local students excitedly get ready for their first school trip to Korea!

Throbbing hearts—and arrival in Korea!
1st day of School Trip: Seoul Hot Spot Tour!
Travelogue of foreign students in Seoul with great vibes on K-Mukbang, POP, contents, and more.

A foreign transfer student at a Korean high school making new friends, and taking classes together!
Eating meokbokki after school is a bonus!
What's more—making fun memories at a friend's homestay!

Korea, After School – School Trip

- Invite 5 Finnish high school students to South Korea traveling for 5 days.
- Brief introduction of each students regions and daily life in



Key Distributors in S.Korea



Condor Korea
(Land Operator)



Mode Tour



Hana Tour



Hanjin Tour
(Kal Tour, Korean
Air)



Interpark Tour



Very Good Tour



Here Travel



Yellow Balloon
Tour

B2B ACTIVITIES



VF FAM & MATKA Workshop in Jan
Korean delegation visit Oulu, Levi



Edu-T FAM & Workshop in Sept

 Korean buyers will visit Finland



Moi Finland Workshop on May 9th
Finnish Delegation meet buyers.



Co-marketing for New product with Korean Travel company (in progress)

- Mono Finland product
- Dual country package product



Singularity Magazine July (in progress)

Finland Special as 50th yr anniversary of Visit Finland and 50th yr diplomatic relationship between Finland – S.Korea

B2C ACTIVITIES



Travel Fair in Busan in Q4 (TBC)

Promotion by VF & Finnair



Seoul International Travel Fair in May. 4-7.

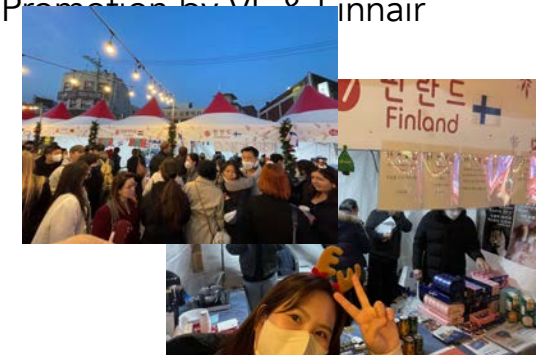
Finland Booth & Open seminar
Promote Edu-Travel contents



Chimac Festival 2023 in Aug.30 – Sept.3.

Promote Finland in fun way and Finnish poultry menu.

Wife carrying competition, Finnish wooden Sauna as a photo zone in Chicken & Beer Festival in Deagu city



European Christmas Market (TBC)

With embassy and 2 Finnish brands



Visit Finland

Hyvää kesää!



