

China Market Outlook

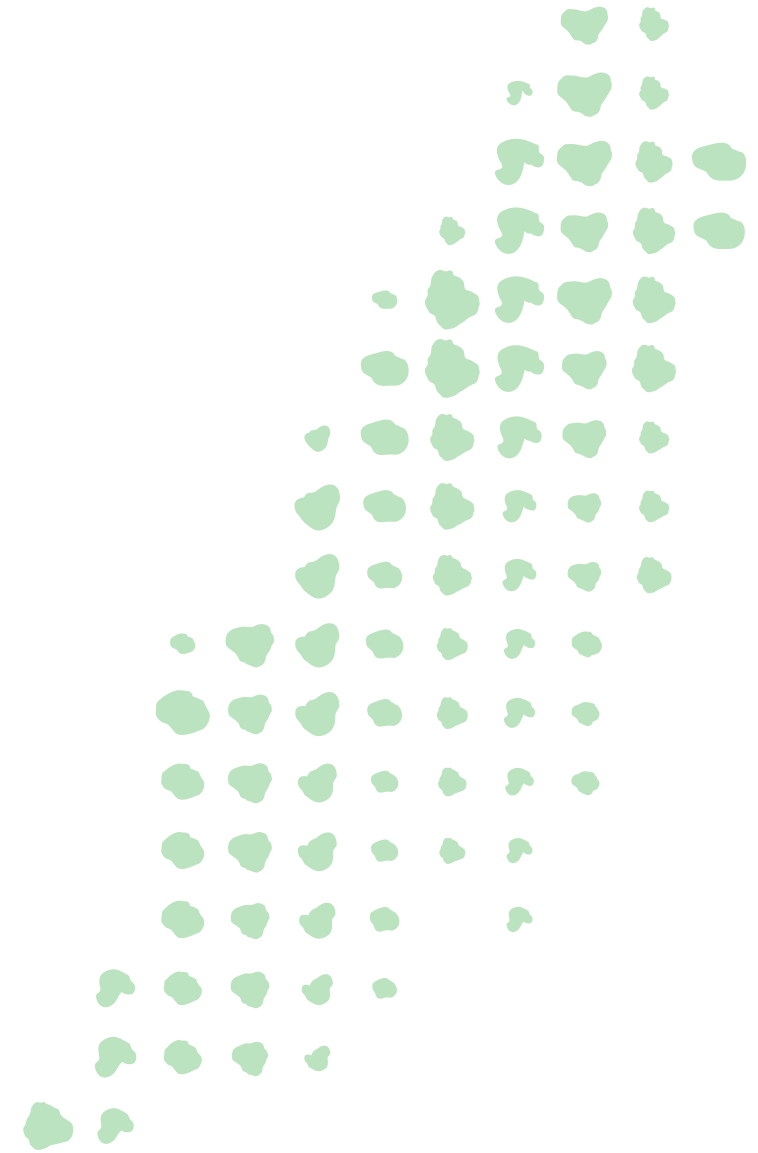
Teemu Ahola
David Wu
Sari Hey



Visit Finland

Agenda

- **Facts and figures**
- **Market update**
- **2026 Activity Plan**
- **PR & Social Media update**
- **2025 Highlights**



Facts and figures China

Summary of key findings

China's outbound travel is *rebounding* but not yet back to pre-pandemic strength. Chinese tourists were the **3rd largest international source** of visitors to the EU in 2024, yet Chinese arrivals to Europe remained **36% below 2019 levels**. Similarly in Finland, Chinese overnight stays surged **+61%** in 2024 (to 198,000 nights) but stayed **55% below 2019**. The recovery continues in 2025, driven by pent-up demand among younger travellers and affluent seniors – though economic headwinds (weak consumer confidence, high savings) temper full return. **Key opportunities lie ahead:** as flight connectivity improves (especially when Russian airspace eventually reopens), Chinese visitation to Finland and the Nordics is forecast to soar, with **overnights projected +340% by 2034** (versus 2024). Capitalizing on Chinese travellers' high spending (they rank among top per-trip spenders) and seasonal preferences (winter Lapland, summer scenery) can cement Finland's lead in this resurgent market.

Despite the slower rebound, **China's outbound travel "engine" is clearly revving up.** 2025 is projected to show continued double-digit growth in Chinese trips to Europe. By Jan–Sep 2025, Finland saw **76,000 Chinese visitors** (+13% YoY) – on track to meet or exceed the 105,000 annual trips in 2024. The drop in per-visitor spending (–17% total spend YoY) in 2025 indicates travellers are taking shorter trips (median 3 nights, down from 5), but this is partly due to more visitors doing quick stops en-route to other countries. As flight options expand and more groups return, Chinese visitors could start staying longer again. In short, **Finland and the Nordics are at the cusp of a significant rebound** from China, with 2024's gains set to accelerate.

Summary of key findings

Recovery Status: Chinese tourism to Finland is rebounding (+61% nights in 2024) but is still 55% below 2019 volumes. Overnights continue to grow in 2025, and forecasts predict a near-full recovery by around 2026–2027 under favourable conditions.

Nordic Leader in Winter: Finland is the **top Nordic destination in winter** for Chinese travellers, thanks to Lapland's allure (Santa Claus, Northern Lights). In Dec 2024–Feb 2025 Finland hosted 79,500 Chinese overnights (largest in Nordics). Norway leads in Chinese summer visits, but Finland still attracted 67,000 Chinese summer nights in 2025 (+41% YoY).

High Spending & Economic Impact: Chinese visitors spend heavily. In 2024, China was only 11th in visitor count but 8th in total spending (€154M). Jan–Sep 2025 Chinese average spend was €1,073/trip and €106/day, among the highest of all nationalities. Shopping is a big draw (27% of spend), indicating strong interest in retail and tax-free purchases.

Seasonal Preferences: Chinese demand peaks in **winter** (Dec–Feb) and **summer** (Jun–Aug). Winter 2024–25 Chinese overnights in Finland reached 89% of pre-pandemic winter levels (driven by Lapland and Helsinki region), whereas summer 2025 was 50% of 2019 summer (room to grow further). Spring and autumn are weaker; Golden Week in early October is a small spike in autumn.

Summary of key findings

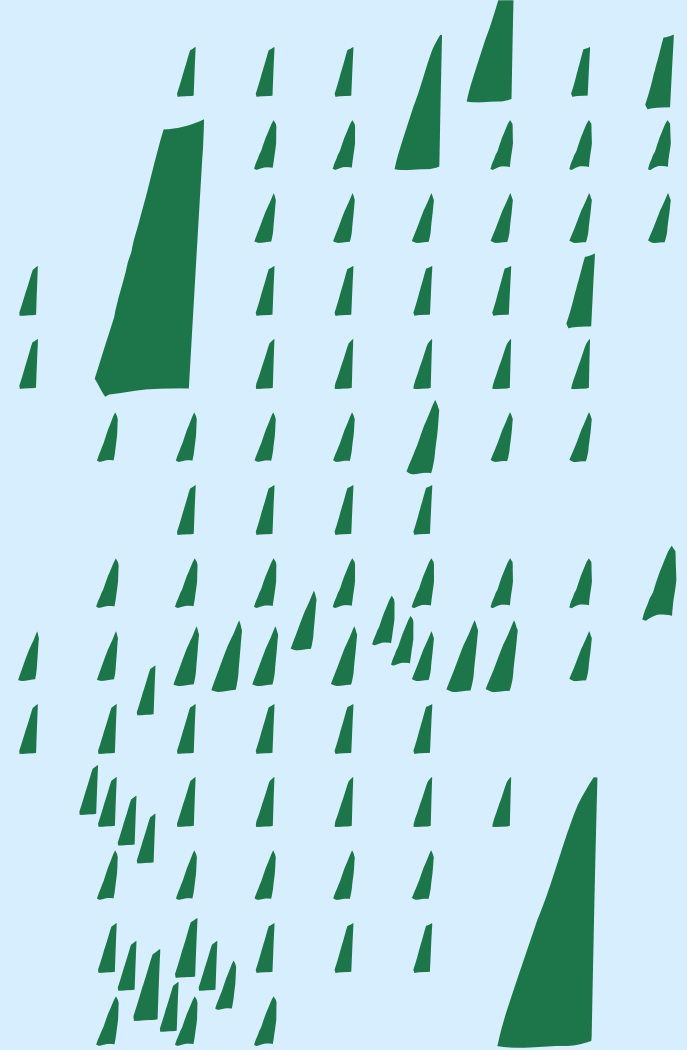
Flight Connectivity is Key: The pace of Chinese return is closely tied to air links. For winter 2025–26, seat capacity from China to Helsinki is rising (+18% Hong Kong, +7% Shanghai), including daily flights from Hong Kong. Restoration of more direct routes (and eventually Russian airspace access) will significantly boost arrivals.

Future Growth Potential: Long-term projections show Chinese tourism to Finland **nearly quintupling by 2034** (overnights +340%, spend +346% vs 2024) – the highest growth of any major market. Even if geopolitical/economic factors temper this, China is poised to be one of Finland's **top sources of tourism growth** in the coming decade.

Opportunities: Focus on **enhancing winter products**, capitalizing on Finland's brand (Christmas, Aurora) to keep Chinese travellers choosing Finland over Nordic competitors. Develop **summer offerings** that can be marketed in China (nature, design, family attractions) to capture more of the summer outbound wave. Ensure hospitality is **China-ready** (language, payment, service). Strengthen digital marketing on Chinese channels and leverage Finland's unique story (nature, well-being, happiness index) to appeal to Chinese travellers' aspirations.

Competitive Position: Pre-COVID, China was Finland's #1 Asian market and in the top 5 overall. After COVID, China dropped in rank due to slower return but is climbing back. Finland currently shares the Chinese market in Nordics especially with Norway but has a clear edge in niches like winter family travel. By investing in this market now, Finland can secure a larger share of Chinese tourists as the pie grows, aiming to reclaim its place as a favourite Nordic destination for China's travelers.

Chinese outbound tourism

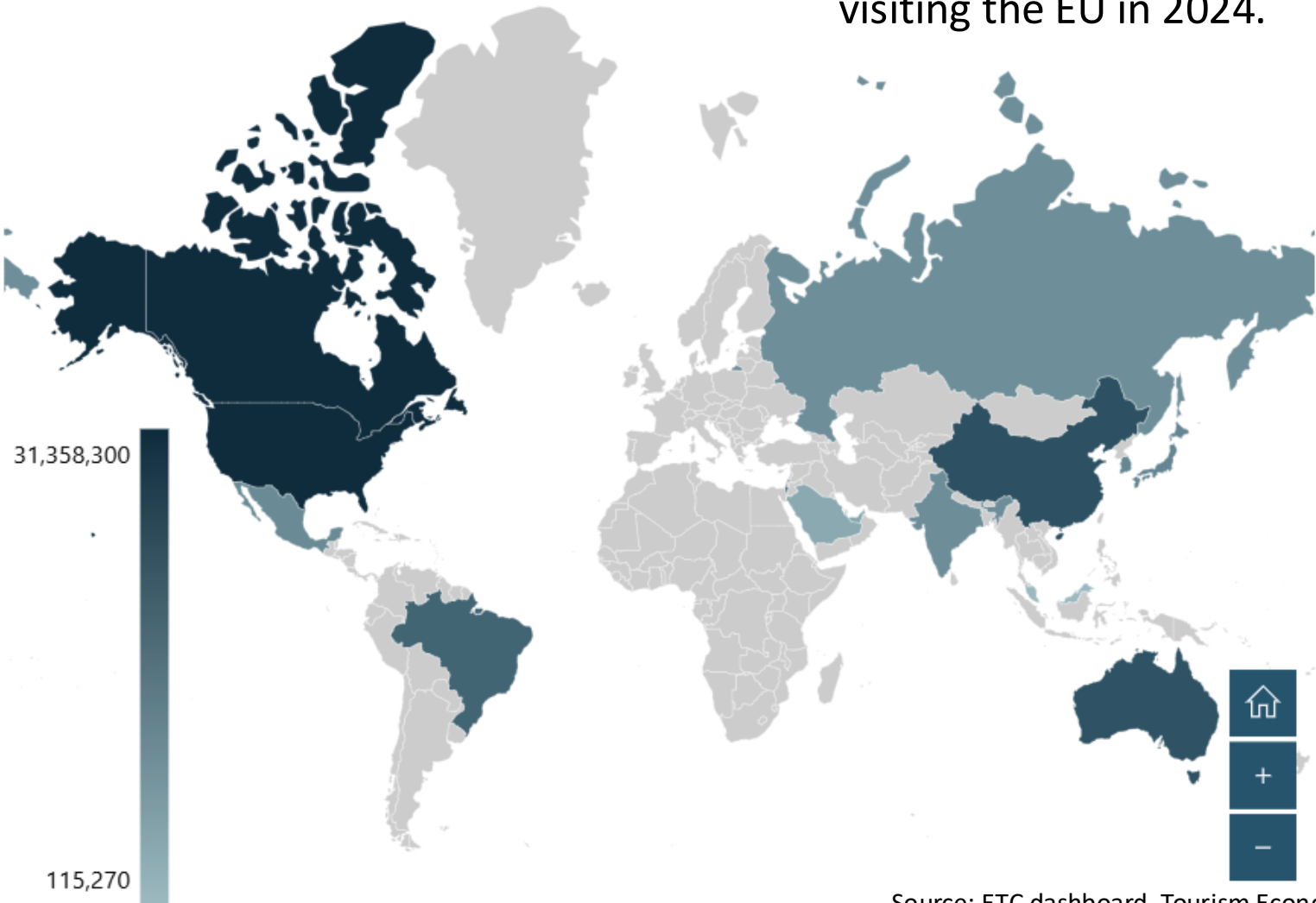


International tourist arrivals to European Union by origin 2024

Absolute ☒ Growth

United States	31,358,300
Canada	5,694,270
China	4,795,630
Australia	4,712,380
Brazil	3,903,210
Israel	3,117,470
Japan	2,439,380
South Korea	2,379,070
Mexico	2,199,960
India	2,036,430
Russia	2,007,260
United Arab Emirates	959,262
Saudi Arabia	833,670
Singapore	350,783
Malaysia	115,270

China was the 3rd biggest international source of tourists visiting the EU in 2024.

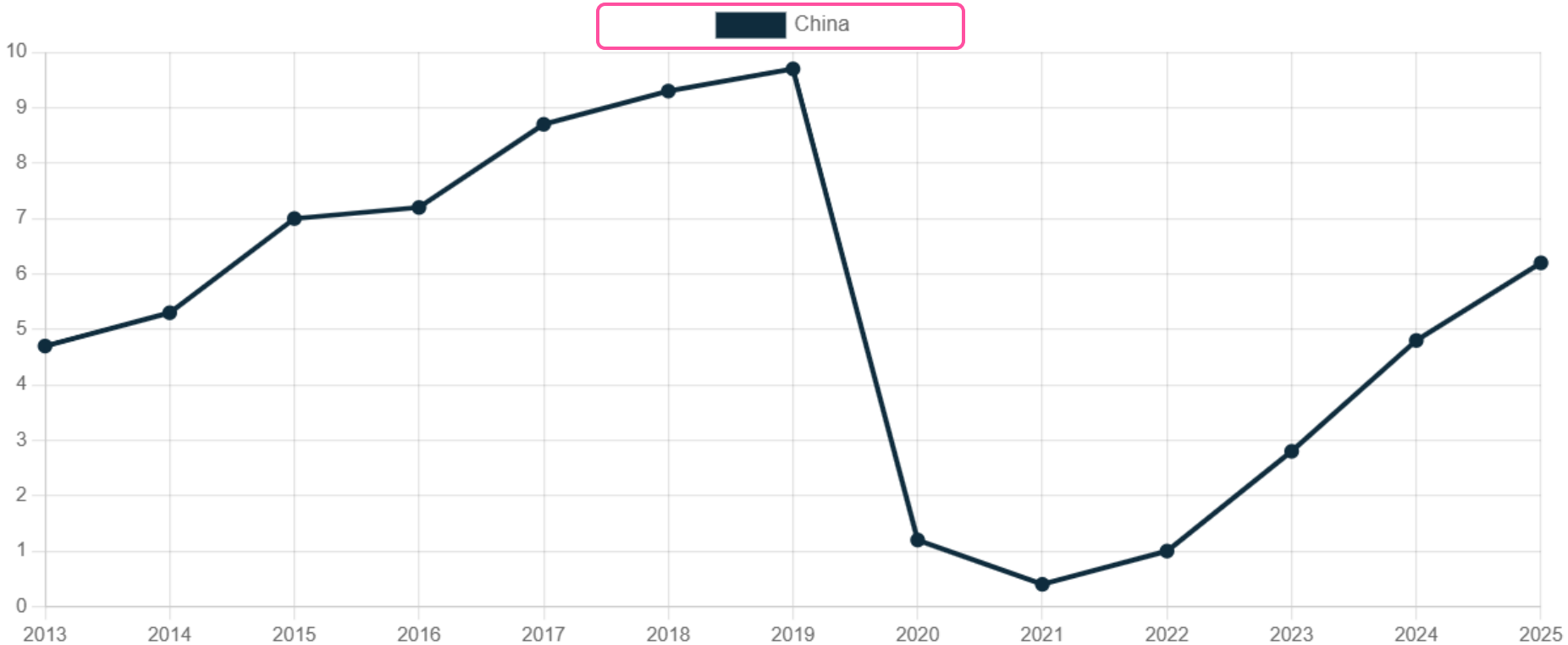


Chinese arrivals to the EU still 36% below 2019

International tourist arrivals to European Union by source market (millions)

China

Absolute ☒ Growth



Year	YoY change
2025	+29%
2024	+71%
2023	+186%
2022	+119%
2021	-63%
2020	-88%
2019	+4%
2018	+7%
2017	+20%
2016	+3%
2015	+32%
2014	+13%

Market insights - China

China

2024



Total Arrivals (World) in 2024

71,322,730

↑ 60.05% from previous year



Total arrivals to Europe in 2024

7,689,807

↑ 67.25% from previous year



Growth of arrivals to Europe

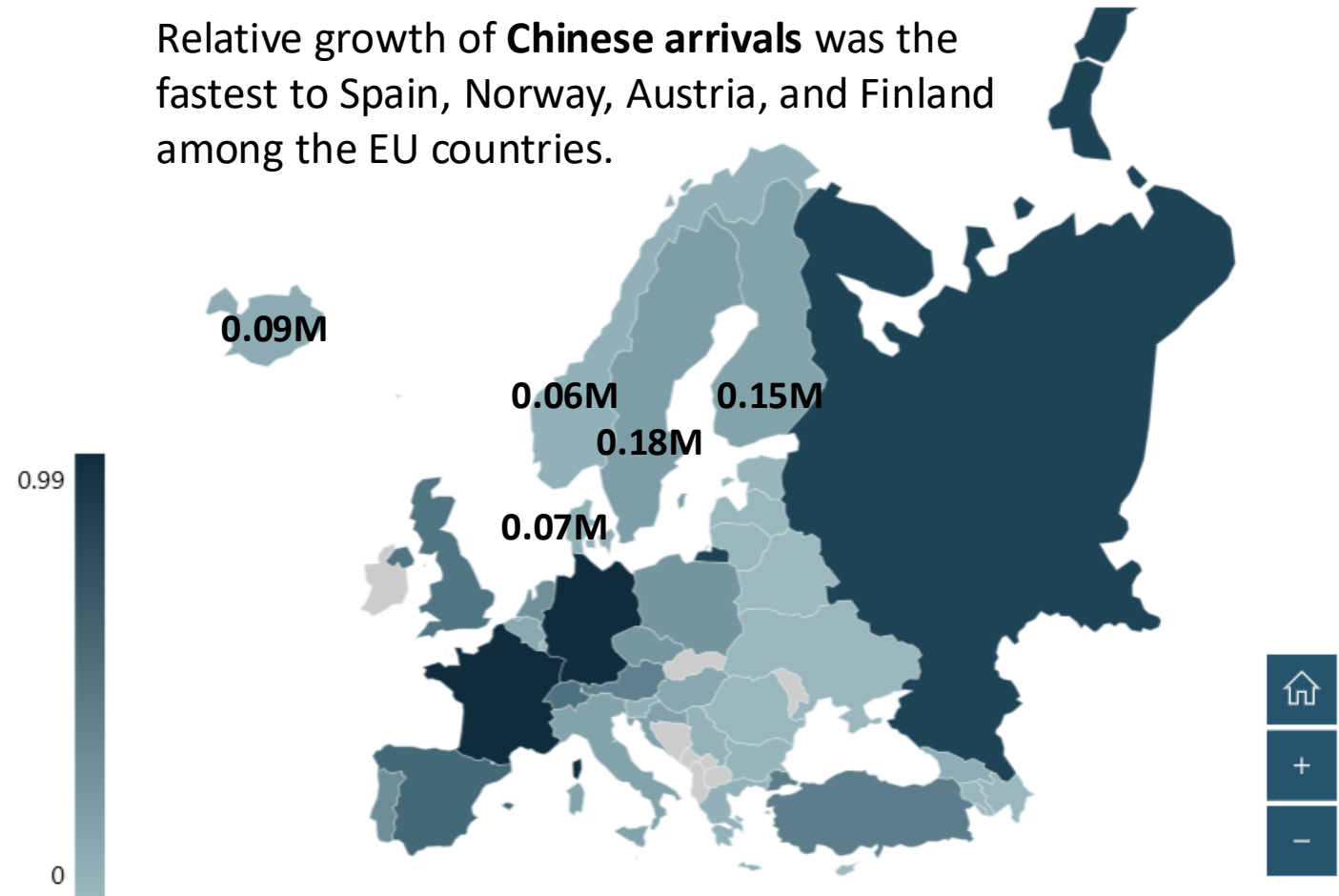
29.51%

2025/2024 (forecast)

Chinese tourist arrivals to European destinations in 2024

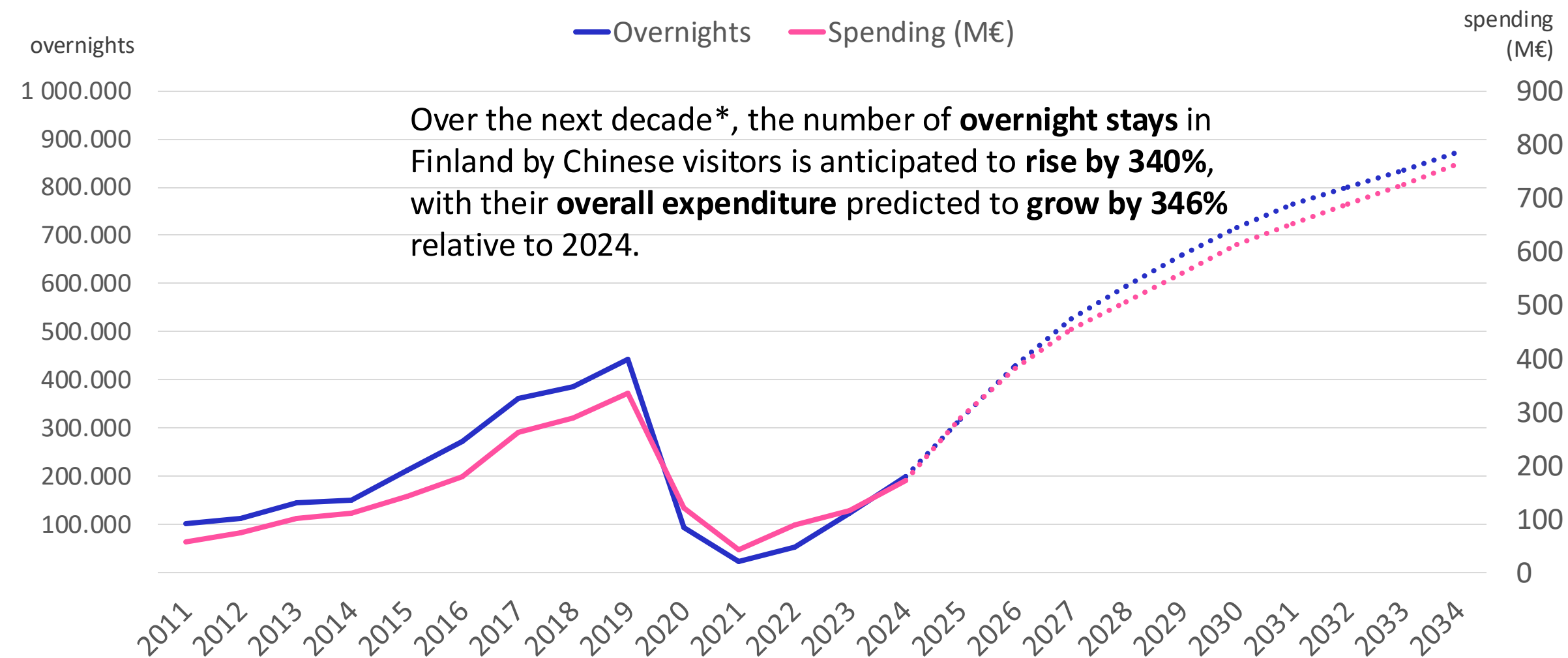
Absolute ☐ Growth ☒

Relative growth of **Chinese arrivals** was the fastest to Spain, Norway, Austria, and Finland among the EU countries.



Chinese Overnights & Spending (M€) in Finland

in 2011-2024 and forecast for 2025-2034



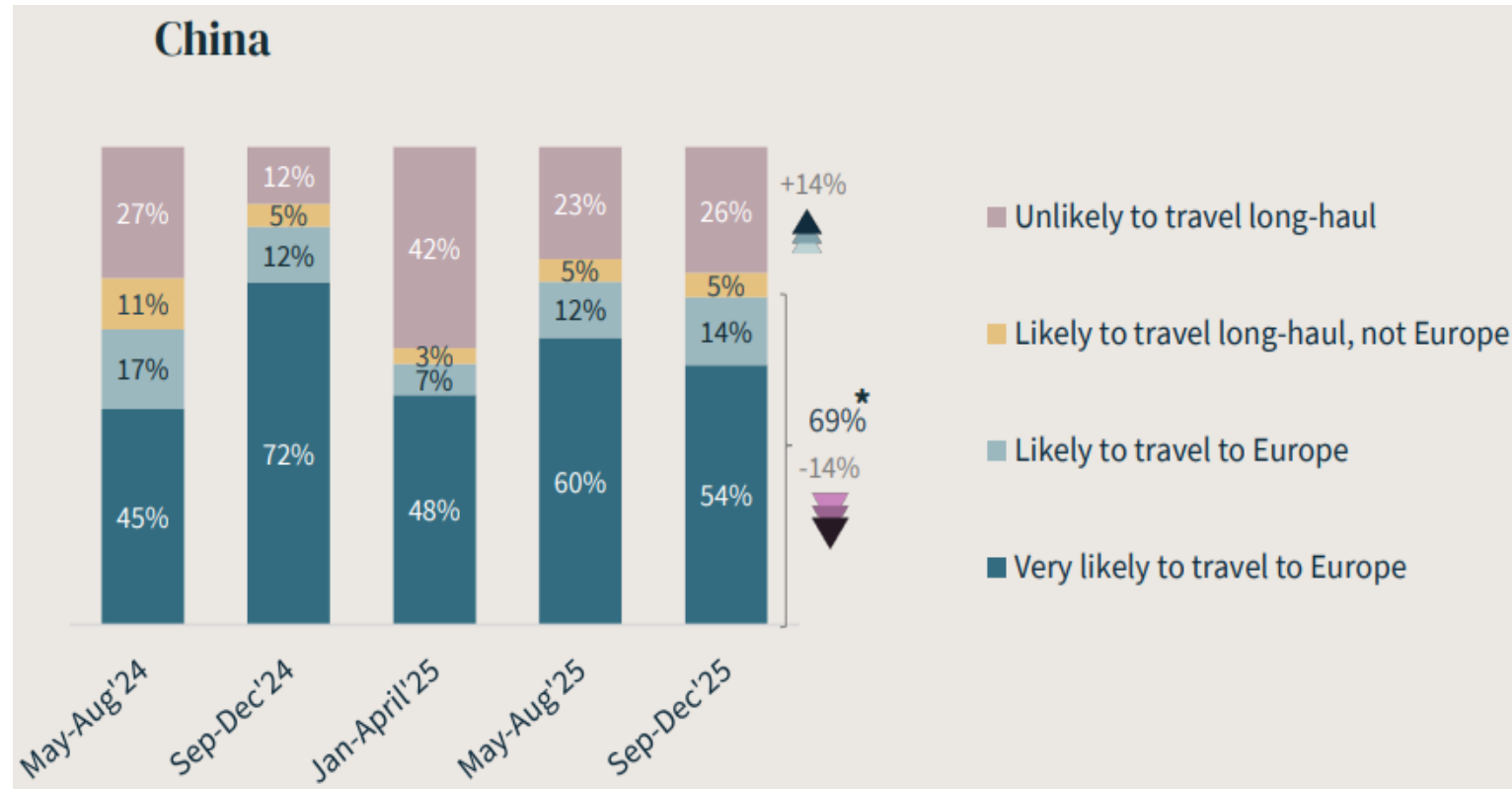
*) Presuming that all flights operating between China and Finland regain access to Russian airspace.

Evolution of Chinese travel intention to Europe

Although Chinese enthusiasm to travel to Europe represents a 14-point decline from last autumn, **Chinese travel sentiment continues to be the strongest** among all long-haul markets surveyed.

Resilient demand is particularly visible among **younger travellers and affluent older consumers**, who are both eager and willing to spend.

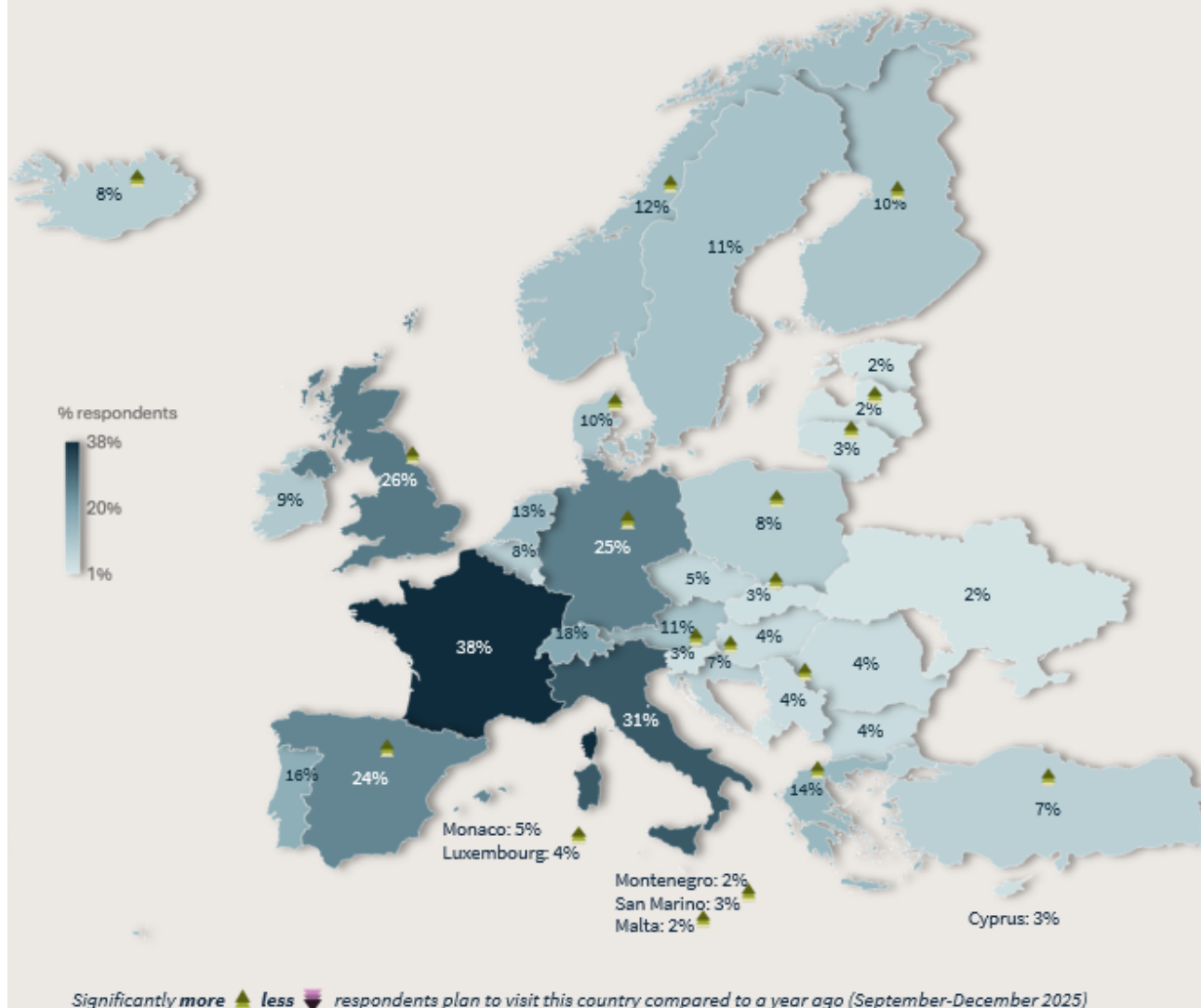
Still, broader economic headwinds—ranging from subdued consumer confidence to high household savings rates and persistent caution about the economy—may temper discretionary spending. As a result, some travellers could favour domestic or short-haul options over long-haul international journeys in the near term.



A diverse range of destinations shapes autumn travel

From selected* long haul markets

Preferred European destinations for holidays in autumn 2025

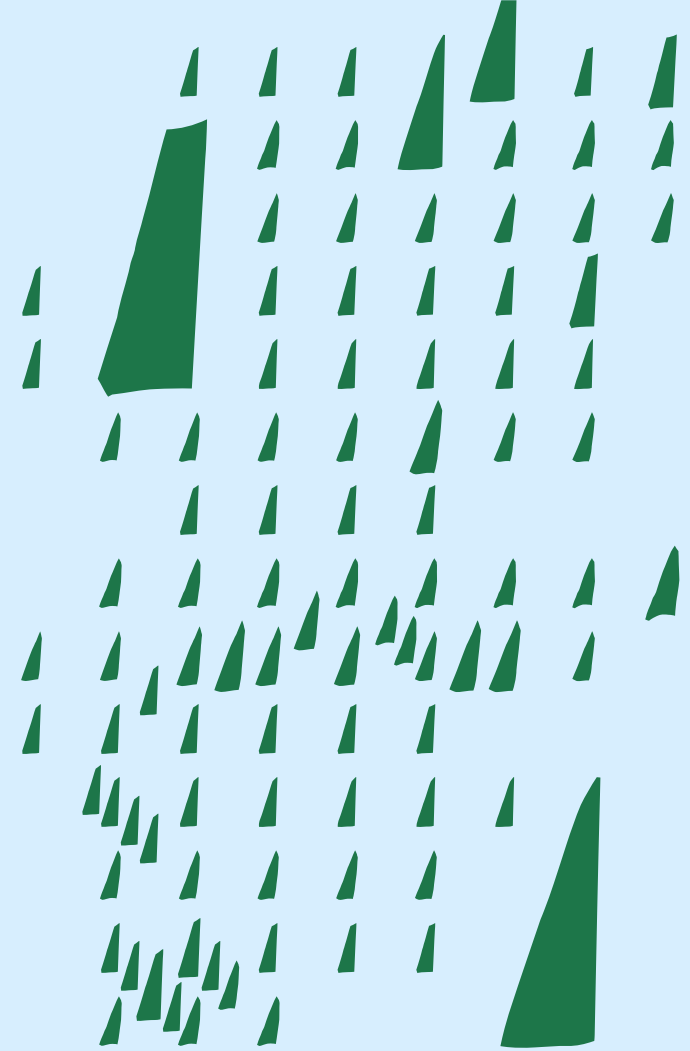


73% ⁺³ of autumn travellers to Europe plan to visit more than one country

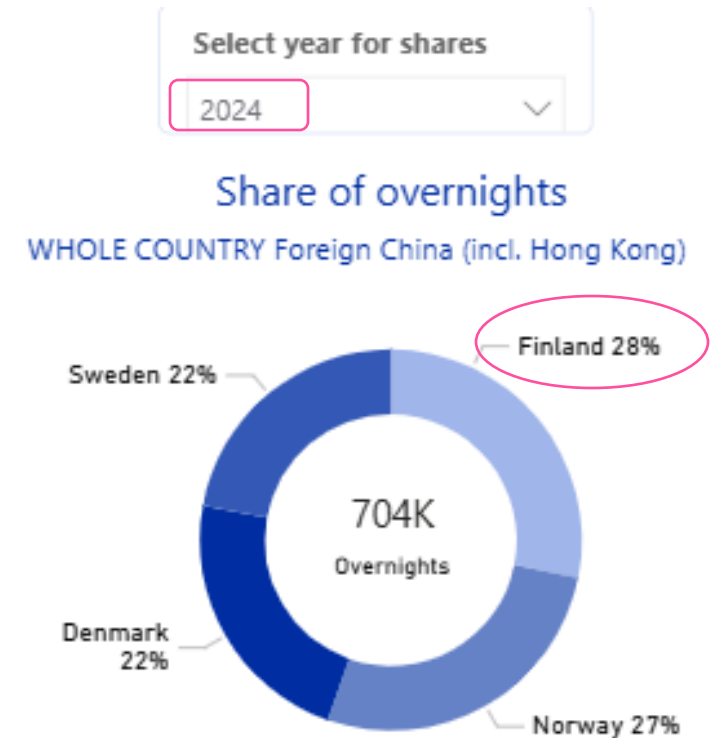
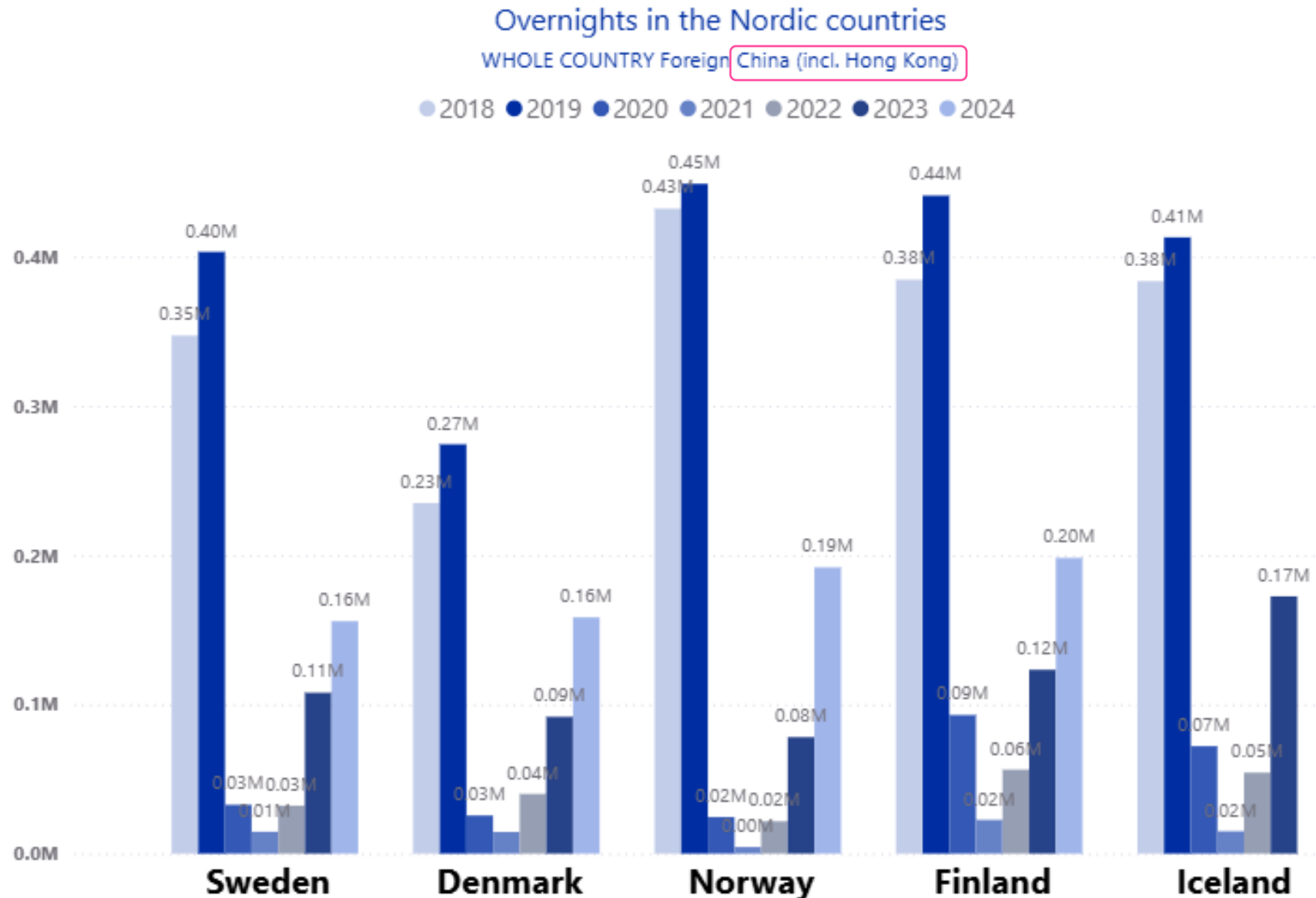
Interest in Nordic destinations is on the rise, with Norway, Iceland, and Finland all showing significant growth — +3% each since last year — as long-haul travellers are increasingly drawn northwards toward the end of the year.

*) Australia, Brazil, Canada, China, Japan, South Korea, US

Chinese overnights in the Nordic countries

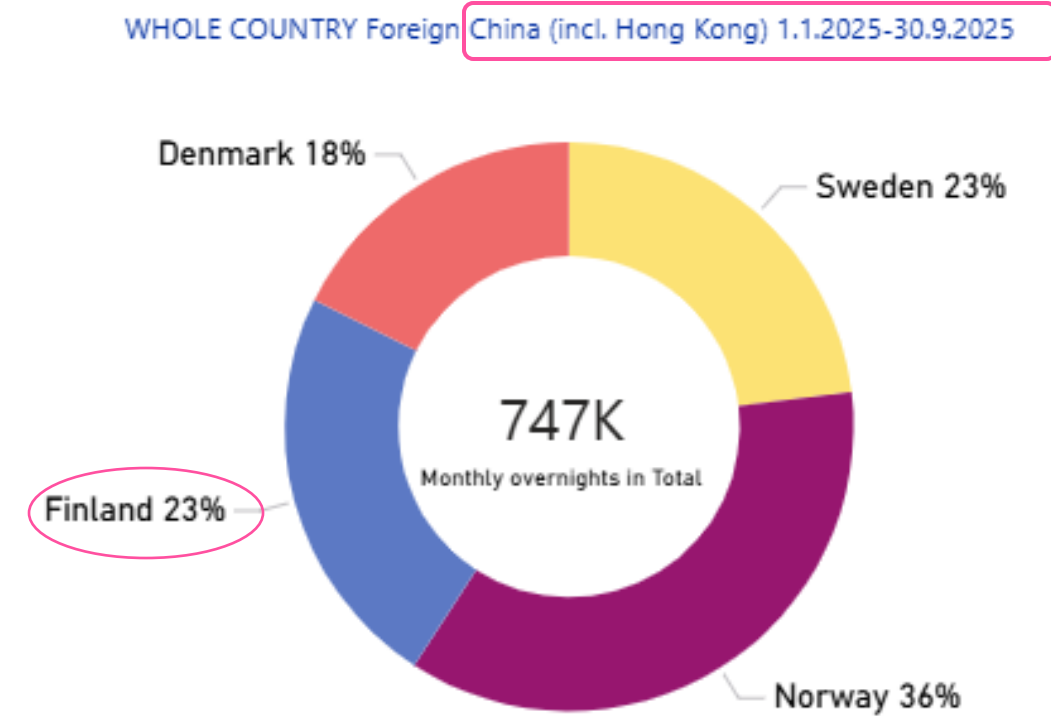
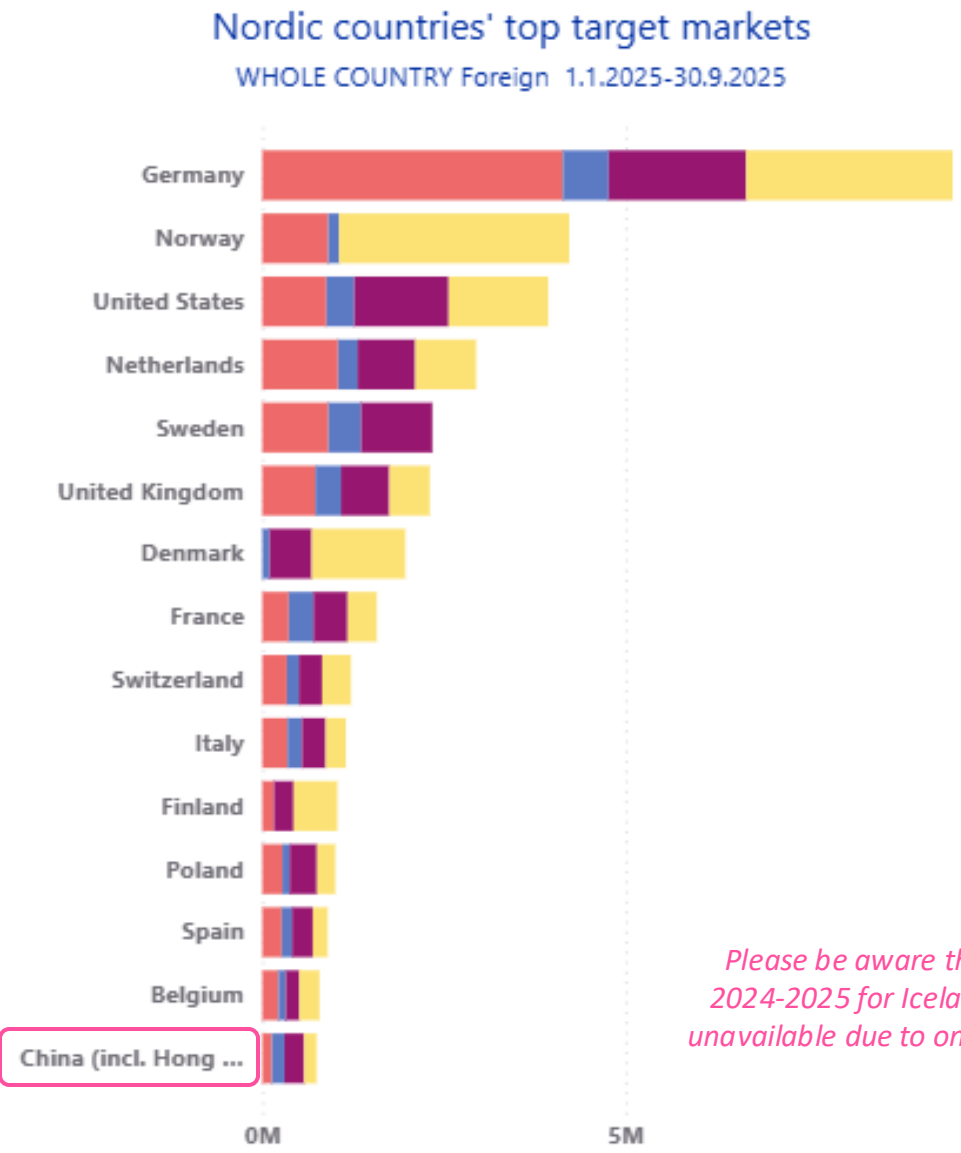


Chinese registered overnights in the Nordics



Graph of market shares is for year **2024** so it does not include statistics for Iceland (due to their revision work in overnight statistics).

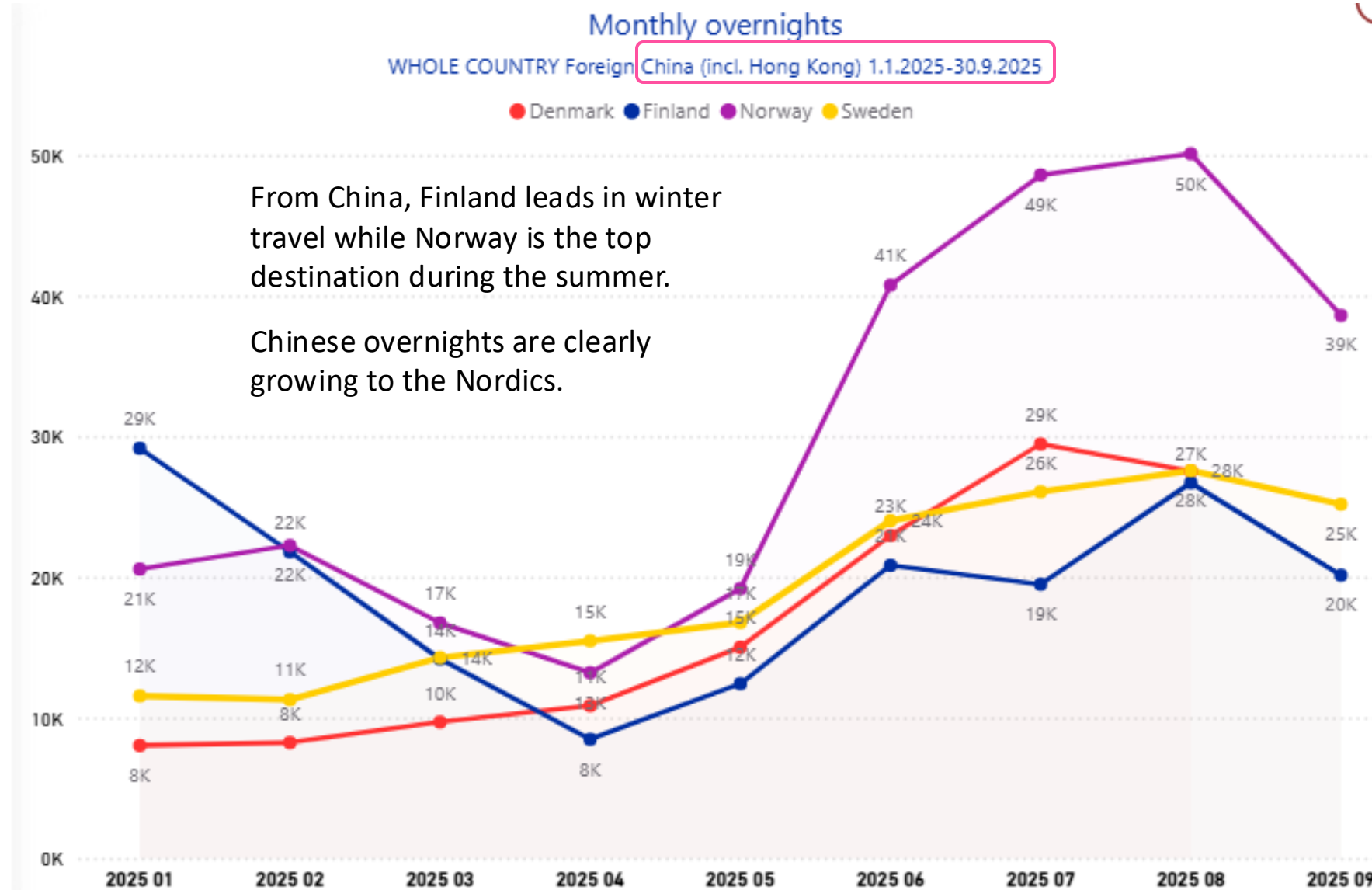
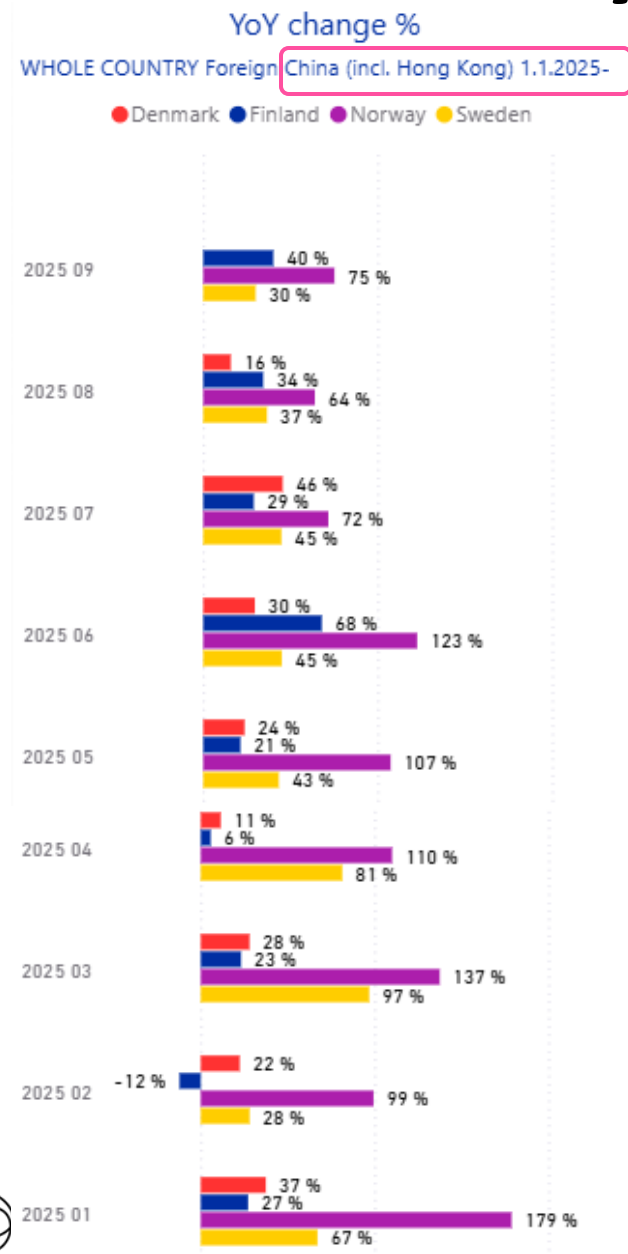
Chinese overnights in the Nordics Jan-Sep 2025



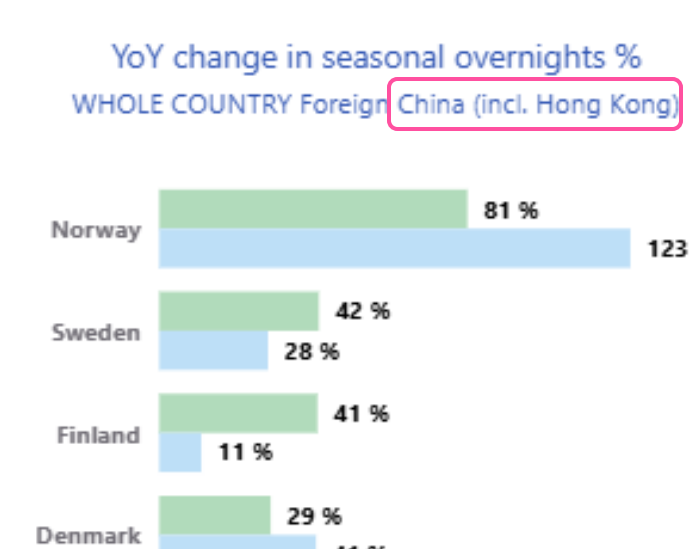
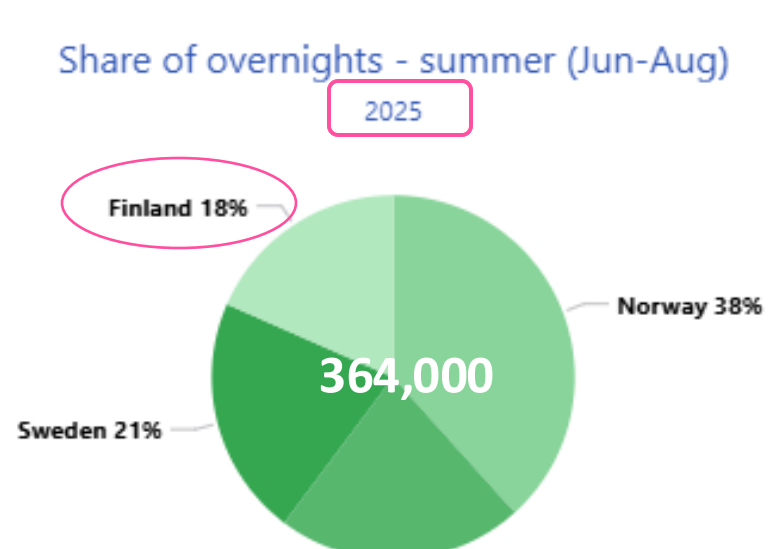
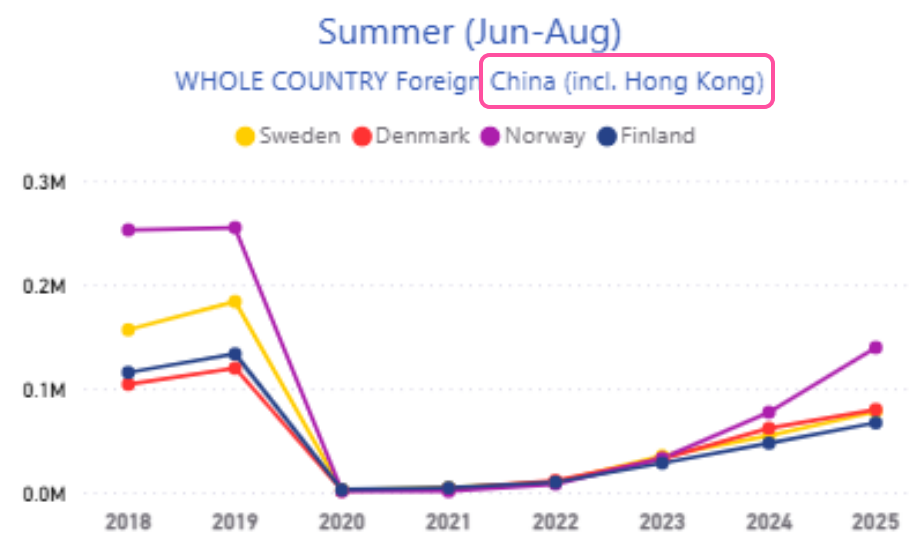
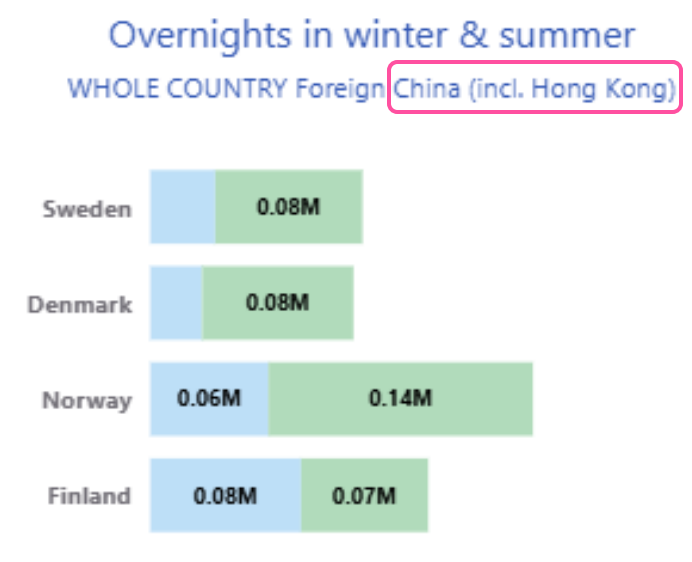
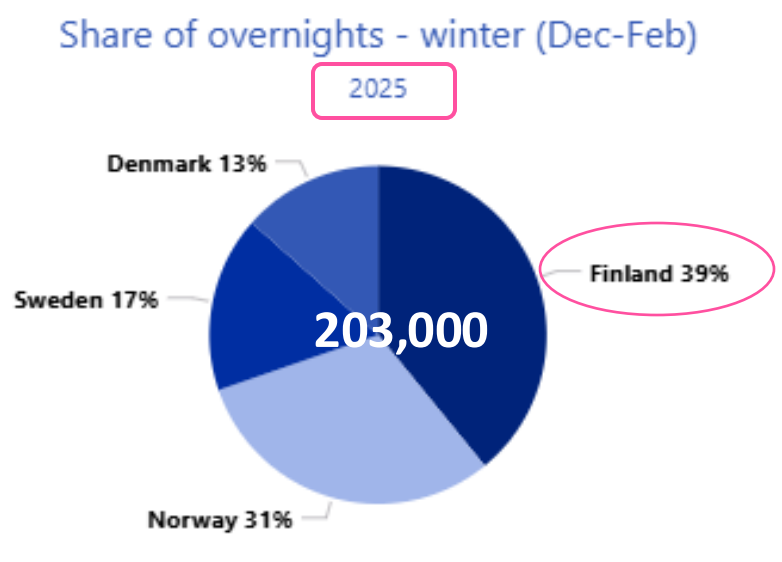
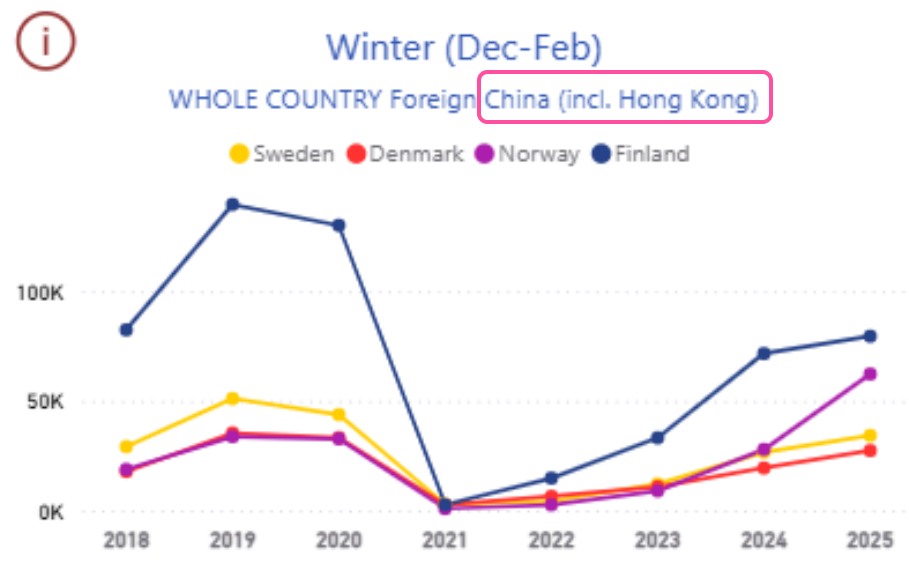
Please be aware that the statistics 2024-2025 for Iceland are currently unavailable due to ongoing revisions.

Nordics	Monthly	YoY change %
Norway	270,007	92 %
Finland	173,193	24 %
Sweden	172,183	47 %
Denmark	131,793	27 %

Chinese monthly overnights in the Nordics Jan-Sep 2025



Winter & summer high seasons: Chinese registered overnights in the Nordics



Monthly overnight statistics for Iceland include hotels & guest houses only.



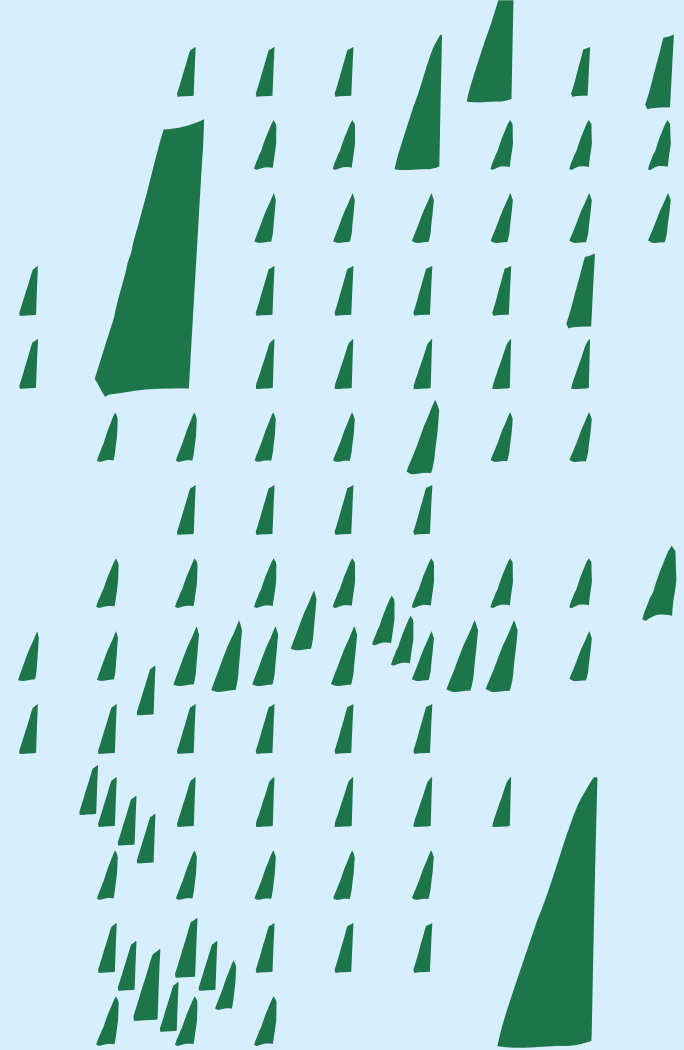
[Nordic comparison](#)

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

Border survey

Chinese trips to Finland

Year 2024



All Chinese travellers to Finland – Year 2024

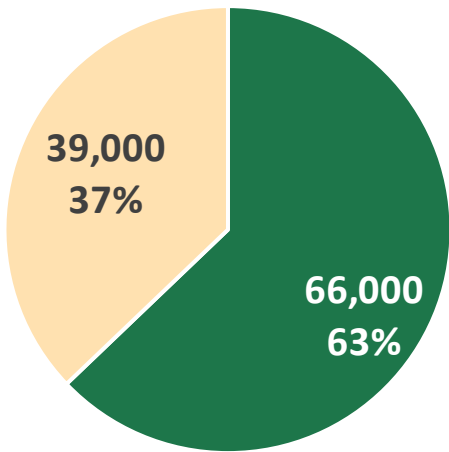
Country	Trips
1. Estonia	797 000
2. Sweden	498 000
3. Germany	462 000
4. United Kingdom	386 000
5. United States	287 000
6. France	256 000
7. Spain	200 000
8. Italy	192 000
9. Netherlands	124 000
10. Poland	119 000
11. China	105 000

Country	Spend M€
1. Germany	376
2. Estonia	328
3. United States	312
4. United Kingdom	273
5. France	252
6. Sweden	191
7. Spain	154
8. China	154
9. Italy	149
10. Netherlands	111

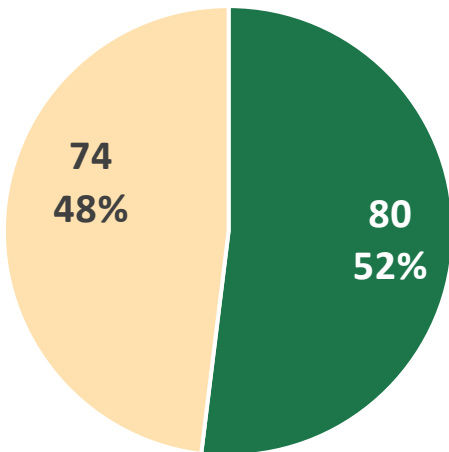


Chinese trips & spending by travel purpose & main destination

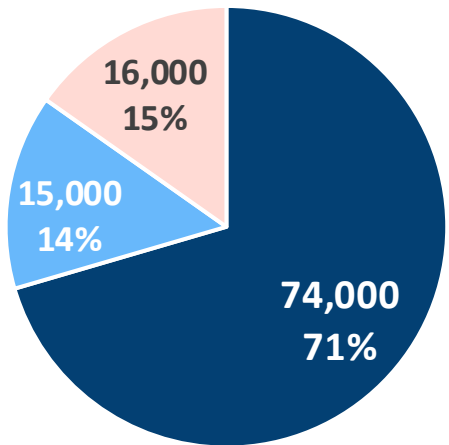
China: Trips to Finland
■ Vacation/recreation ■ VFR, Business, Study



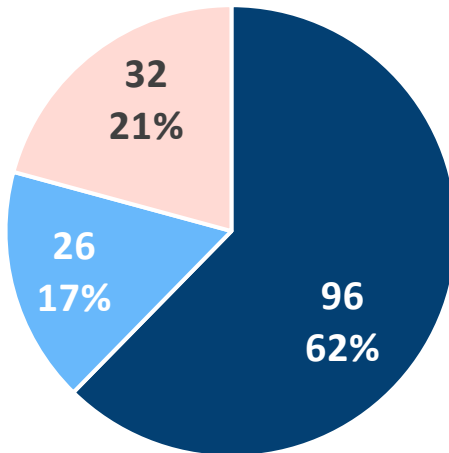
China: Spending in Finland, M€
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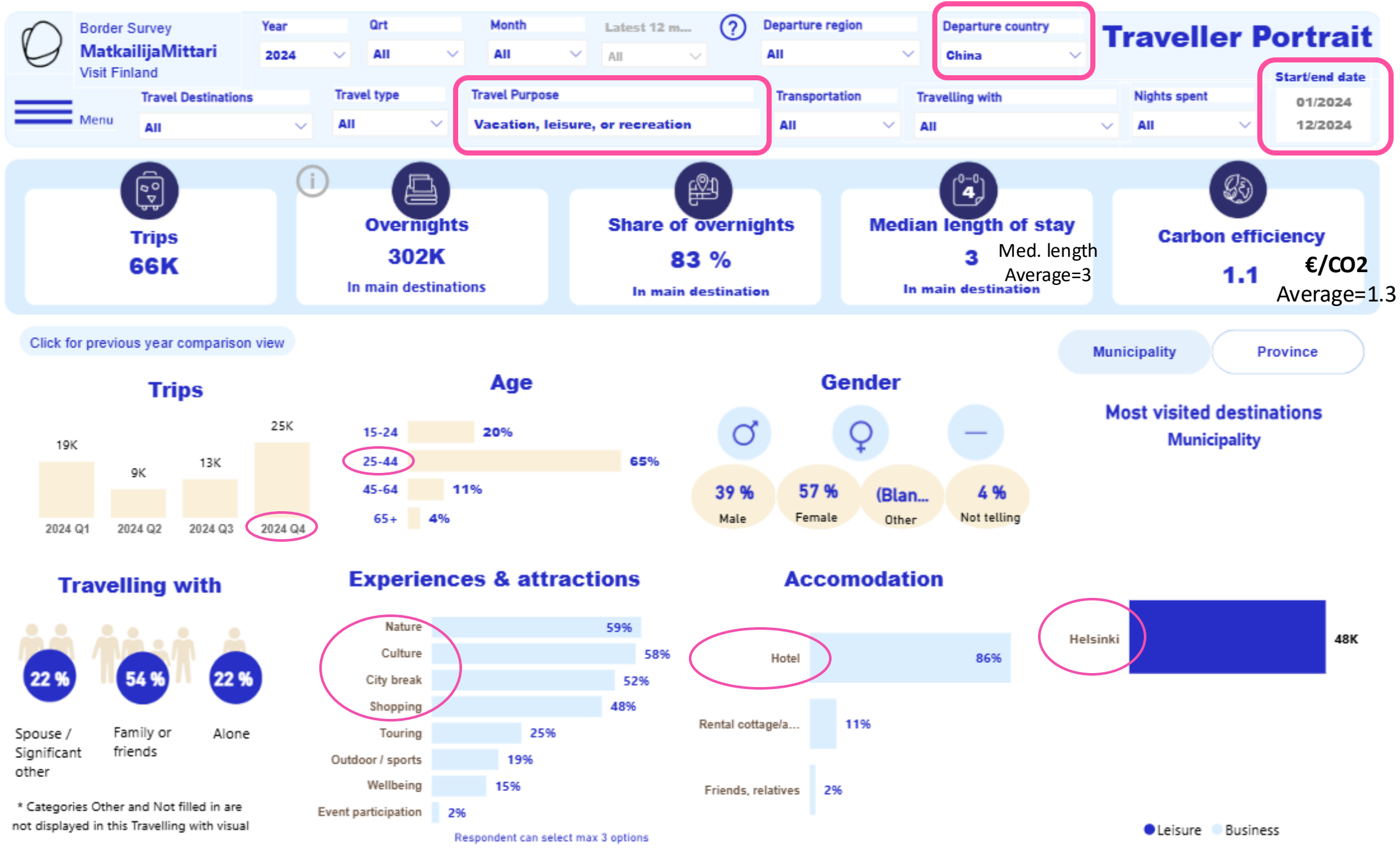
China: Trips to Finland
■ Helsinki & Uusimaa ■ Lapland ■ Other



China: Spending in Finland, M€
■ Helsinki & Uusimaa ■ Lapland ■ Other



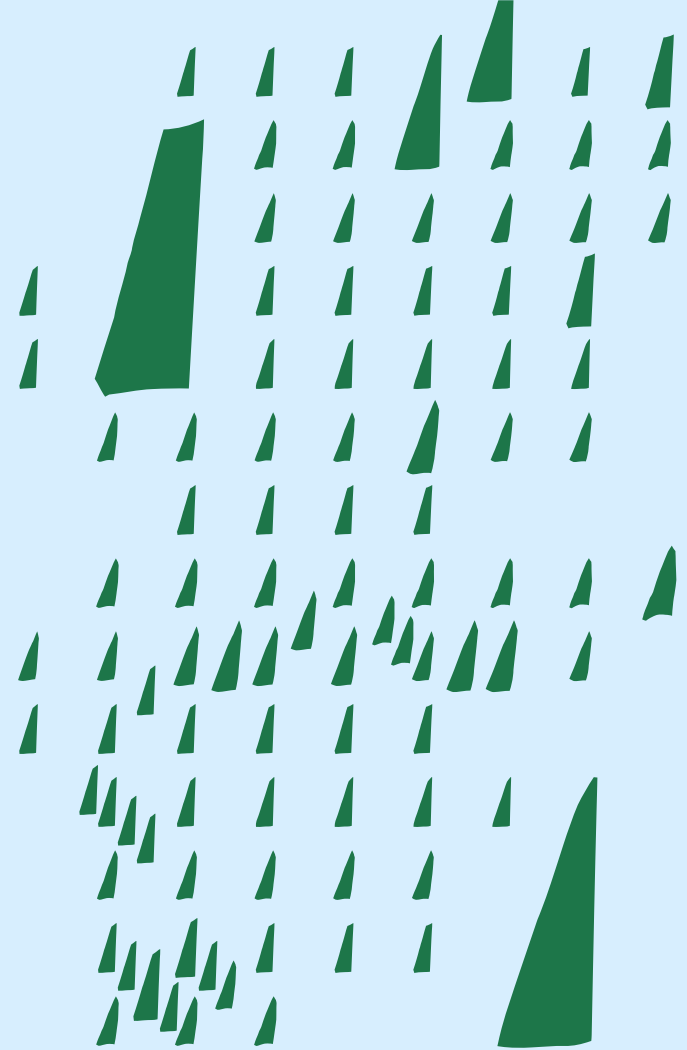
Chinese
vacation /
recreation
travellers to
Finland
Year 2024



Border survey

Chinese trips to Finland

Jan-Sep 2025



Chinese visitors to Finland

Border Survey / January – September 2025

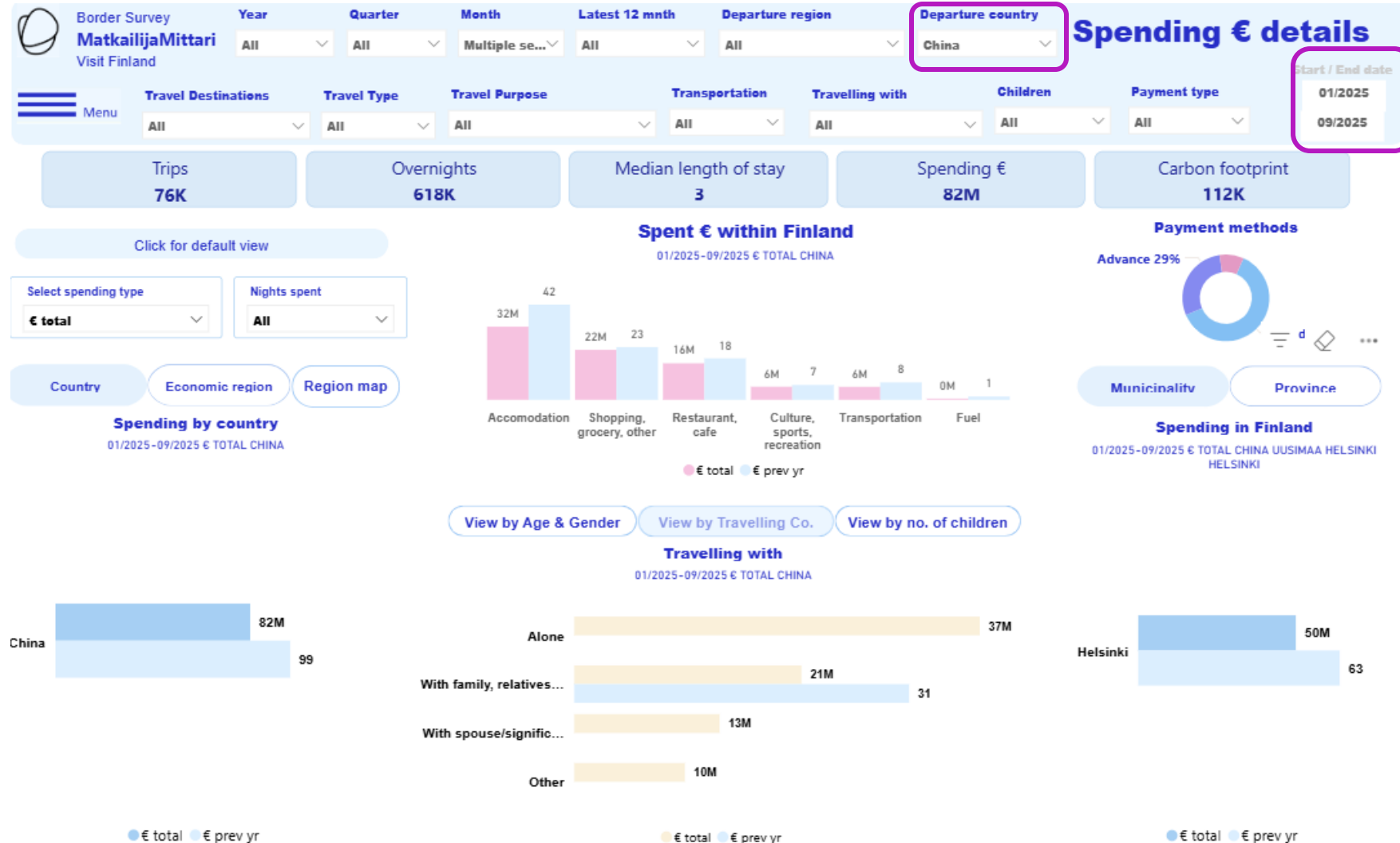
- **76,000** Chinese visitors (YoY **+13%**)
- Spending **82 M€** (YoY **-17%**)
 - 1,073 € / trip (YoY **-27%**)
 - 106 € / day (YoY **+105%**)
- **80%** traveling for **leisure**
(leisure trips **+7%** & spending **-29%**)
- Advance booking time, avg.
3.3 months (YoY **+1.4 months**)
- Share of package trips
21% (YoY **+12 %-points**)
- Median length of stay **3 nights**
(YoY **-2 nights**)



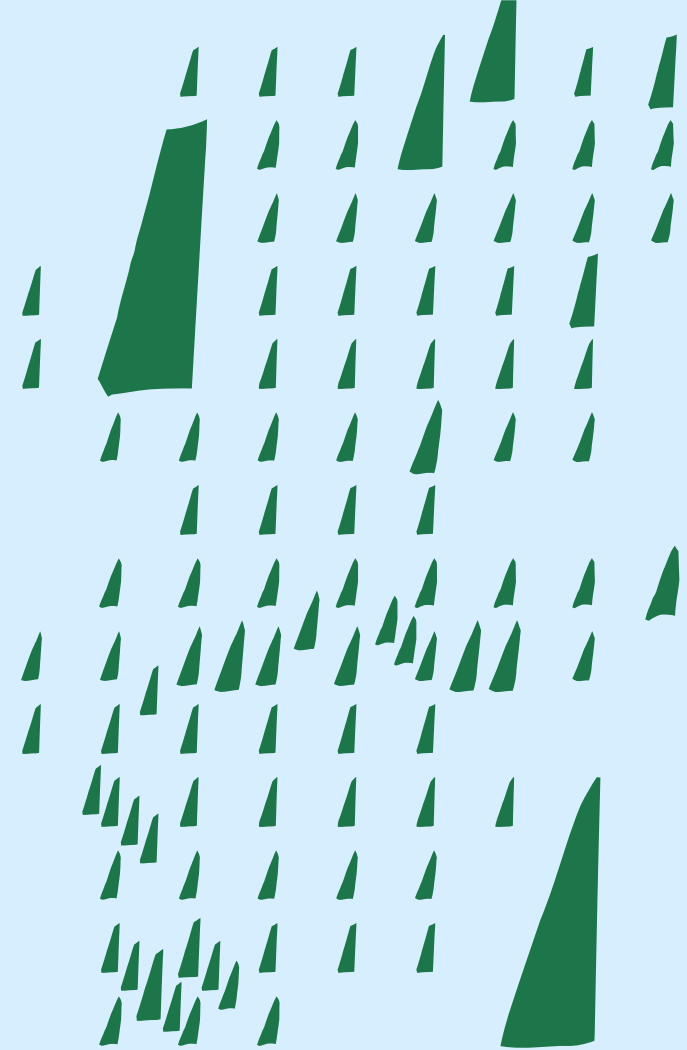
Chinese visitors' spending in Finland

Border Survey / January – September 2025

- Number of **Chinese travelers visiting Finland** grew by 13% from January to September 2025. However, as the median length of stay decreased by 2 nights and travel with family or friends dropped, the overall **spending decreased** by 17%.
- Chinese travelers spent the most on **accommodation** (39% of total spending), **shopping** (27%) and **restaurants/cafes** (20%).



Registered overnights in Finland



Overnights in Finland & top16 source markets in 2024

Year 2024 vs. 2023 & (2019)

Overnights in 2024

Total foreign 6.4 M

+11% vs. 2023
(-10% vs. 2019)

Foreign excl. Russia 6.4 M

+11% vs. 2023
(+2% vs. 2019)

EU+UK 4.0 M

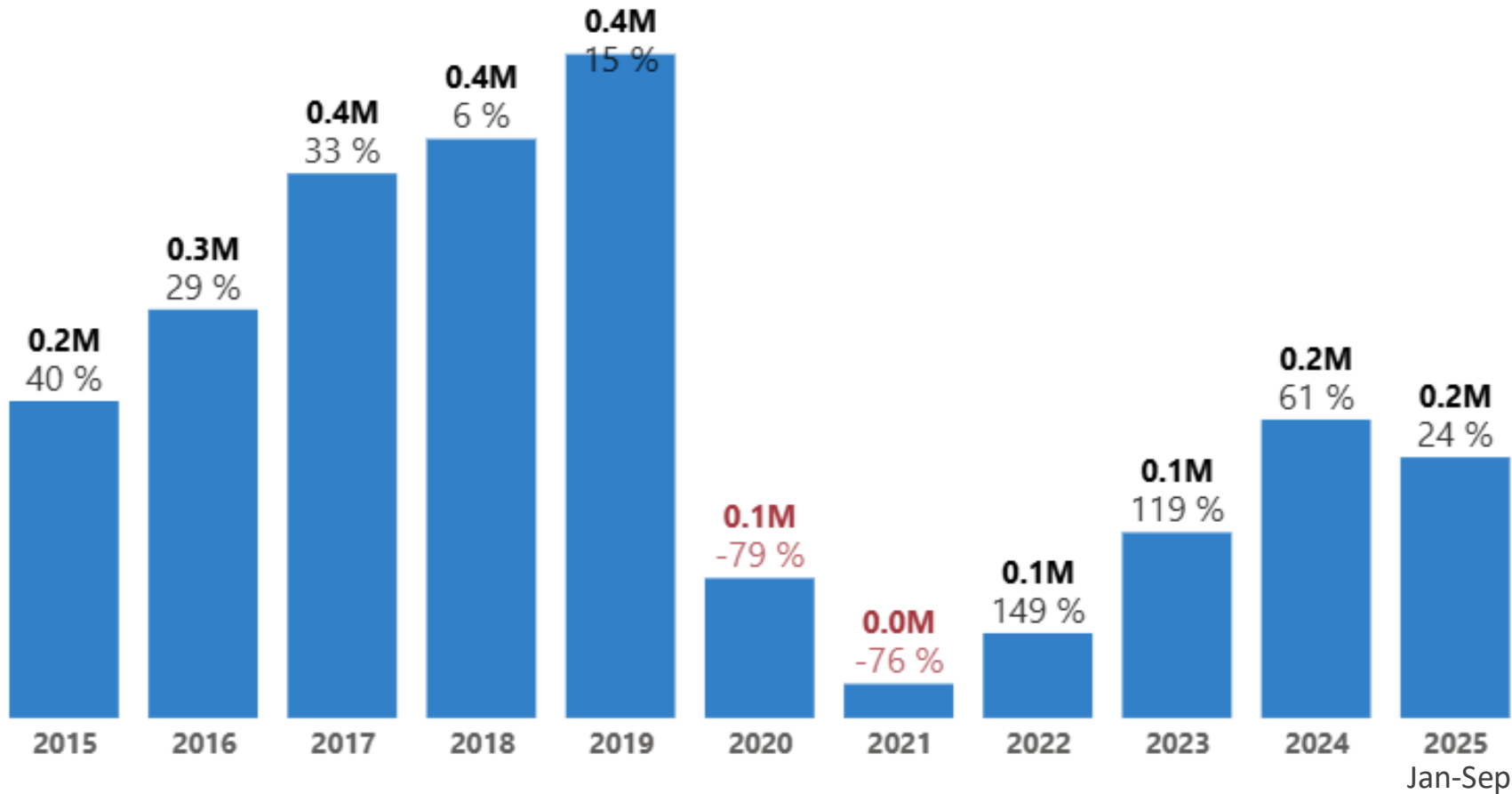
+6% vs. 2023
(+6% vs. 2019)



Chinese overnights in Finland 2015-2024 & Jan-Sep 2025

NO. OF OVERNIGHTS IN FINLAND AND YoY CHANGE %

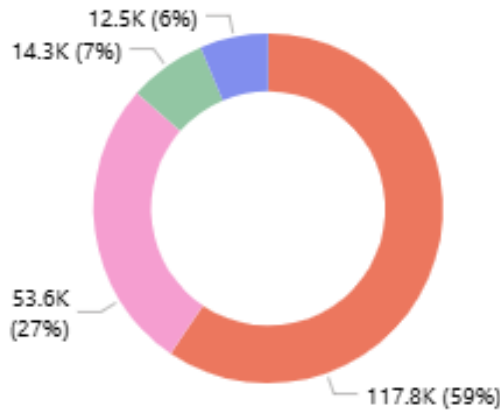
CHINA AND HONG KONG



OVERNIGHTS IN MAIN REGIONS

CHINA AND HONG KONG - Year 2024

HELSINKI ... LAPLAND ... LAKELAND COAST & ...

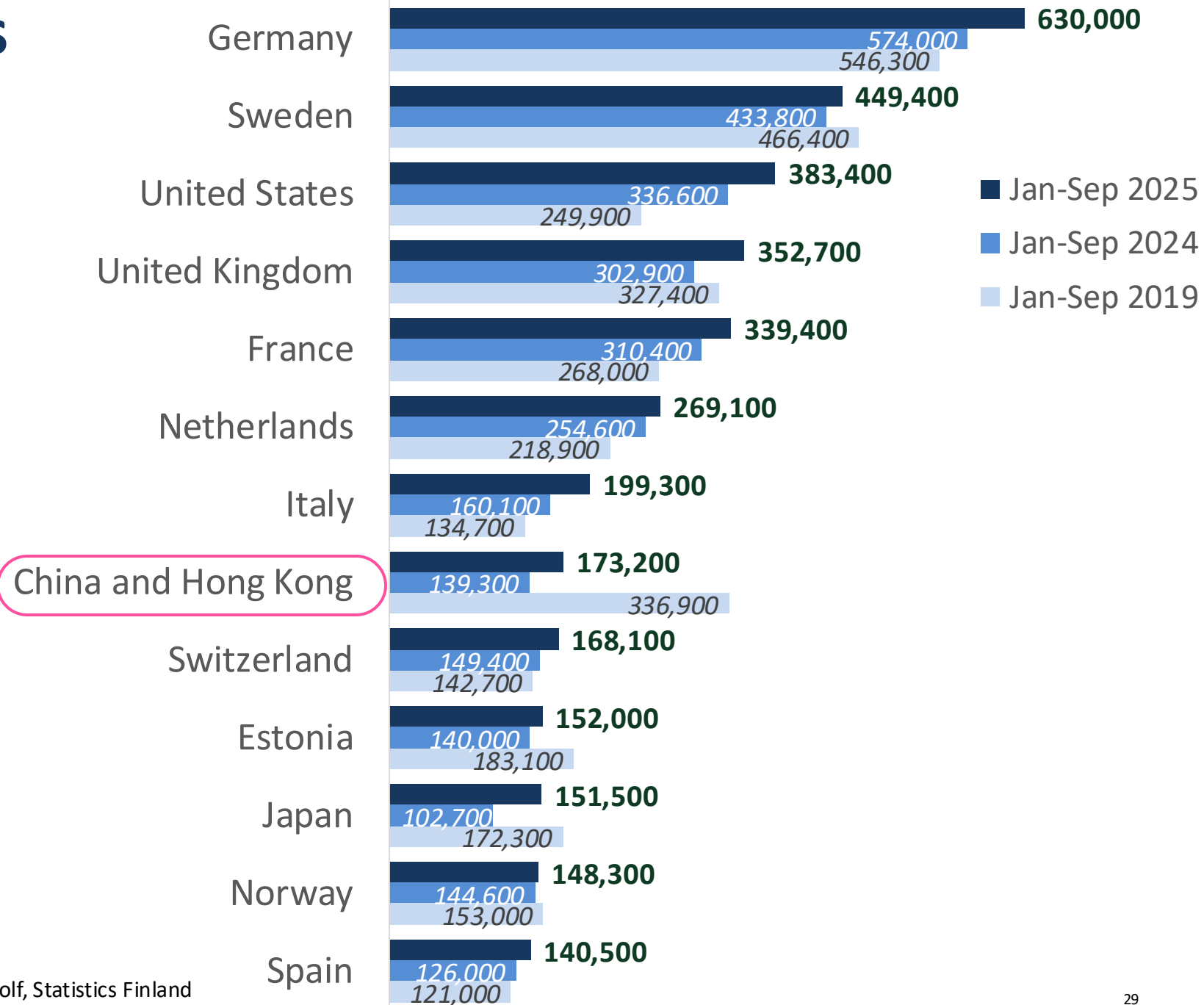


Main source markets

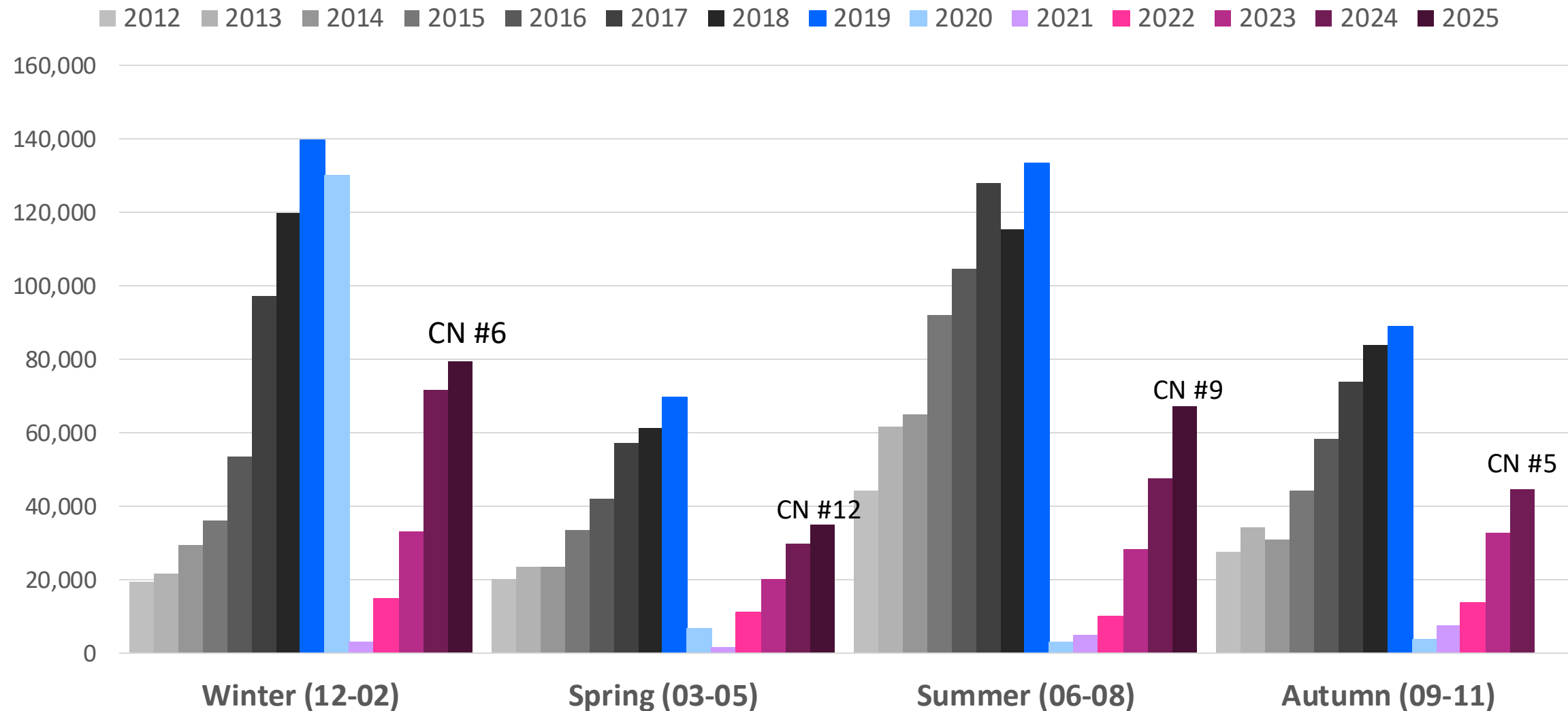
January – September 2025

vs. Jan-Sep 2024 & Jan-Sep 2019

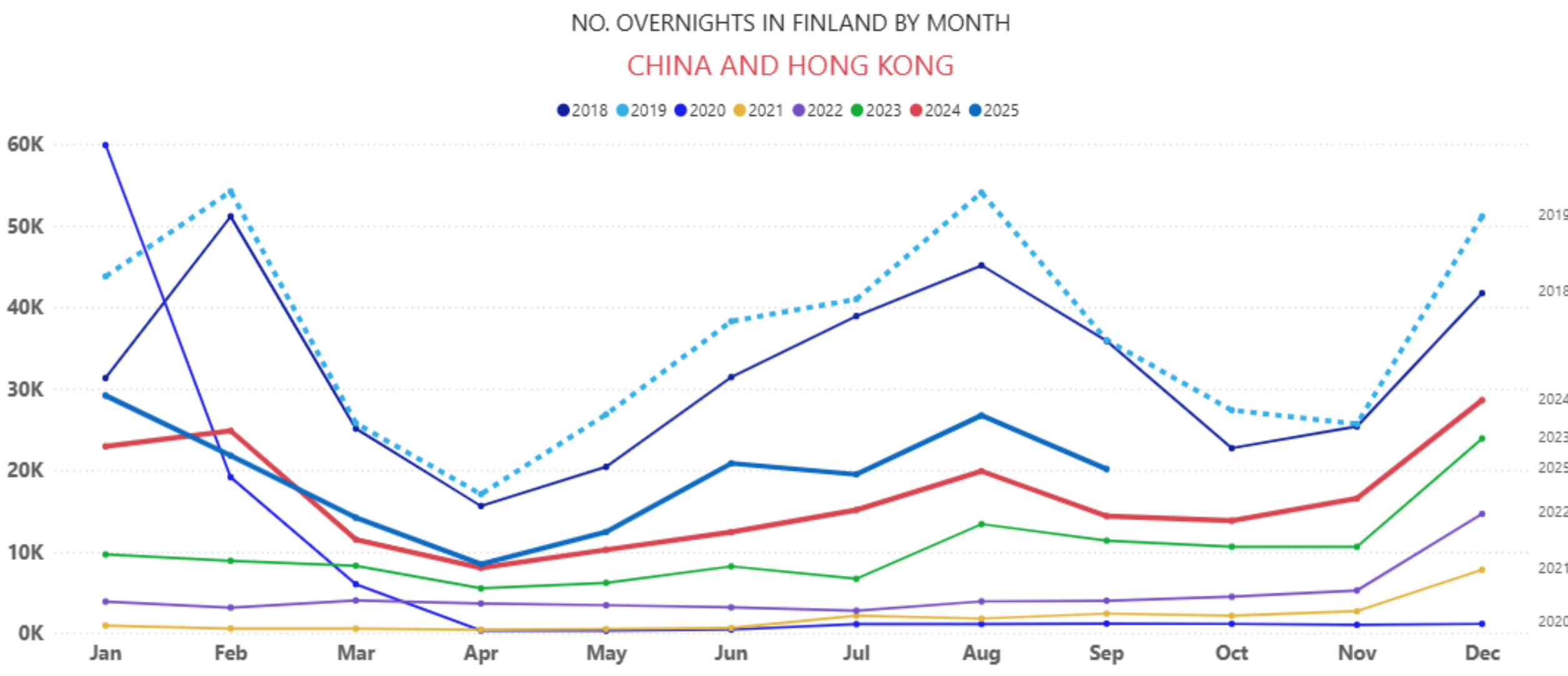
Chinese overnight stays in Finland have maintained their **consistent growth** this year, showing a **24% rise** compared to January-September 2024. Nevertheless, with accessibility still well below 2019 levels, the number of overnights remains 49% lower than in 2019.



Chinese – Seasonal Overnights in Finland 2012-2025



Chinese monthly overnights in Finland 2018 – Sep/2025



Overnights in high summer season 2025

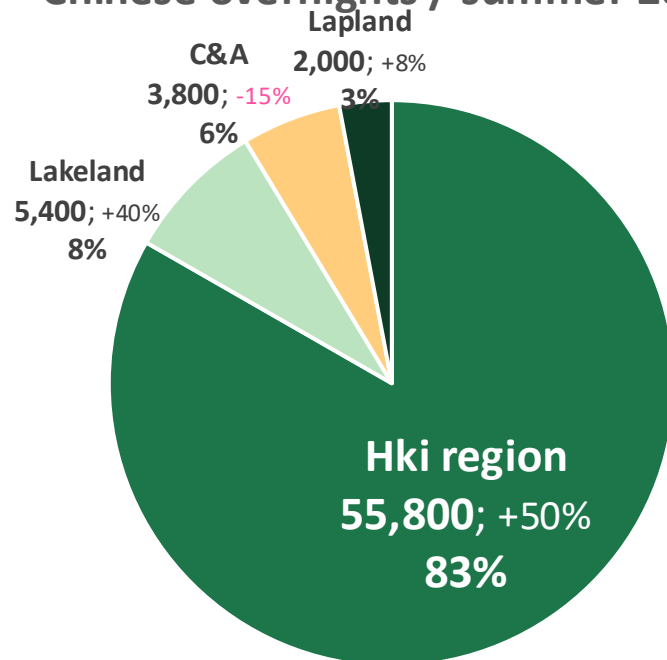
And change compared to summer 2024 & pre-pandemic

2.1M foreign overnights

(+12% vs. summer 2024 & -6% vs. summer 2019)

- **1.3M** from EU-27 + UK (+13% & +9%)
- **250,300** from Asia (+25% & -27%)
- **233,500** from America (+15% & +47%)

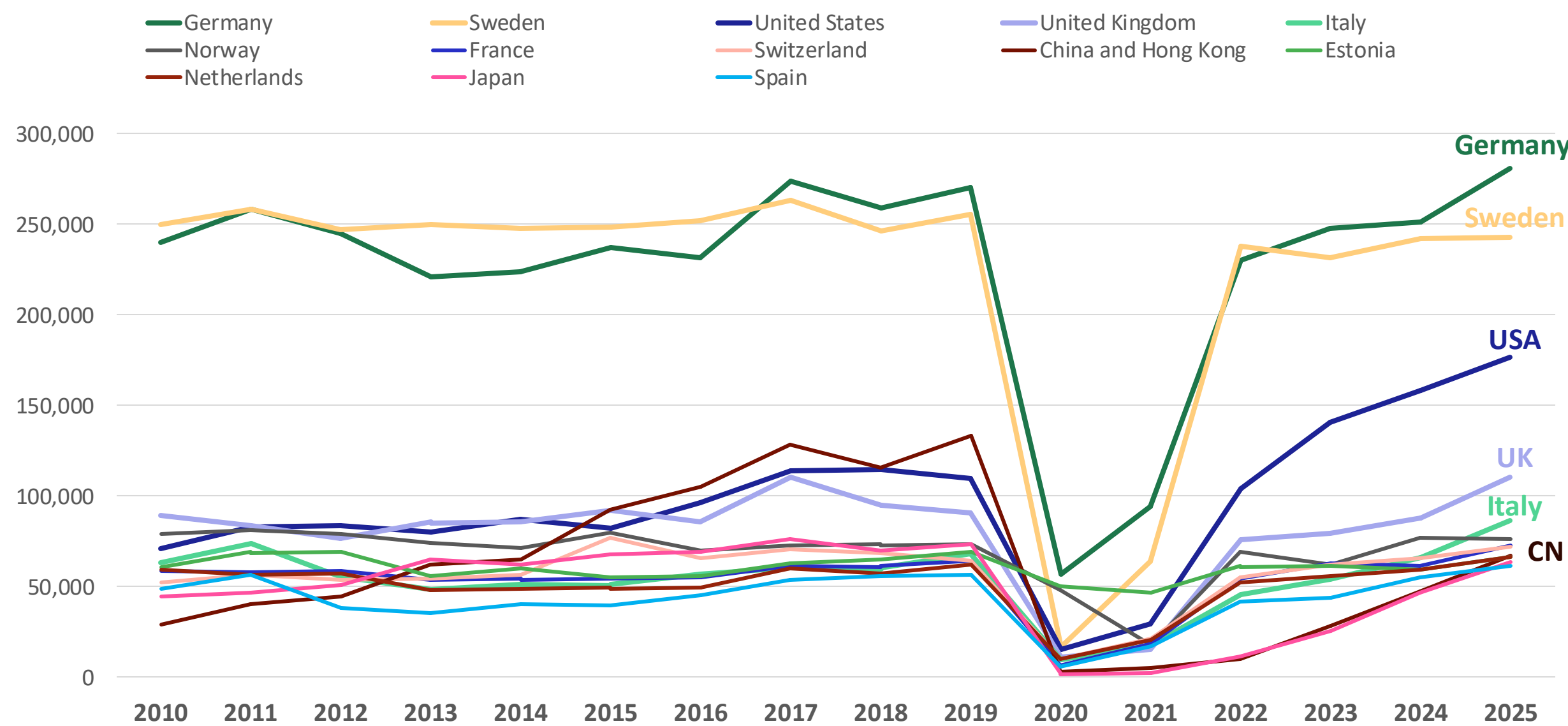
Chinese overnights / summer 2025



	Jun-Aug 2019	Jun-Aug 2024	Jun-Aug 2025	2025 vs. 2019	2025 vs. 2024
Germany	270 300	251 500	282 100	+4 %	+12 %
Sweden	255 200	242 300	241 700	-5 %	0 %
USA	109 900	157 900	177 000	+61 %	+12 %
UK	90 800	87 700	110 600	+22 %	+26 %
Italy	68 200	65 600	86 500	+27 %	+32 %
Norway	73 400	76 800	75 700	+3 %	-1 %
France	64 100	61 400	72 700	+13 %	+18 %
Switzerland	64 400	65 200	72 000	+12 %	+10 %
China & Hong Kong	133 300	47 400	67 000	-50 %	+41 %
Estonia	69 400	59 400	66 200	-6 %	+11 %
Netherlands	62 300	59 500	66 100	+6 %	+10 %
Japan	73 100	46 300	63 600	-13 %	+37 %
Spain	56 600	54 800	61 300	+8 %	+12 %
Poland	31 400	38 300	45 900	+46 %	+20 %
Denmark	37 700	36 400	38 700	+3 %	+7 %
Austria	27 900	28 900	34 600	+24 %	+20 %
Australia	27 600	25 800	29 600	+7 %	+14 %
Belgium	21 500	23 400	25 600	+19 %	+9 %
Canada	17 700	19 000	25 000	+41 %	+32 %
India	27 200	19 600	22 700	-17 %	+15 %



Overnights in Finland among the main markets – summer seasons 2010 - 2025



Foreign overnights in winter high season 2024-2025

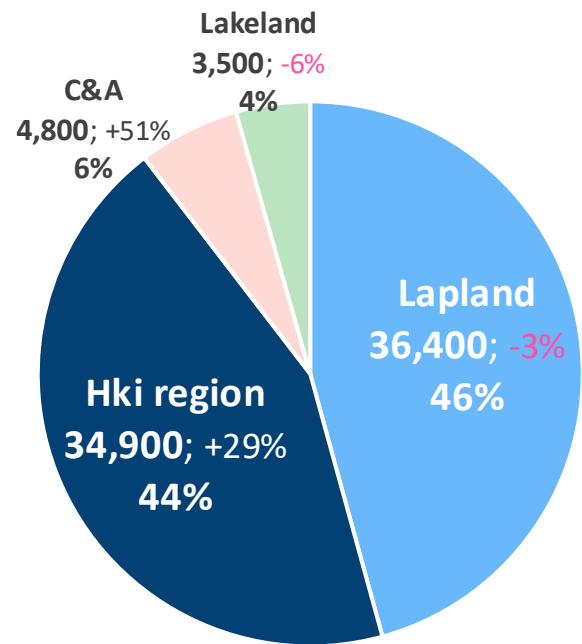
And change compared to winters 2023-2024 & (2018-2019)

High winter season (12-02)

2.3M foreign overnights
+14% vs. winter 2023-2024
(+11% vs. winter 2018-2019)

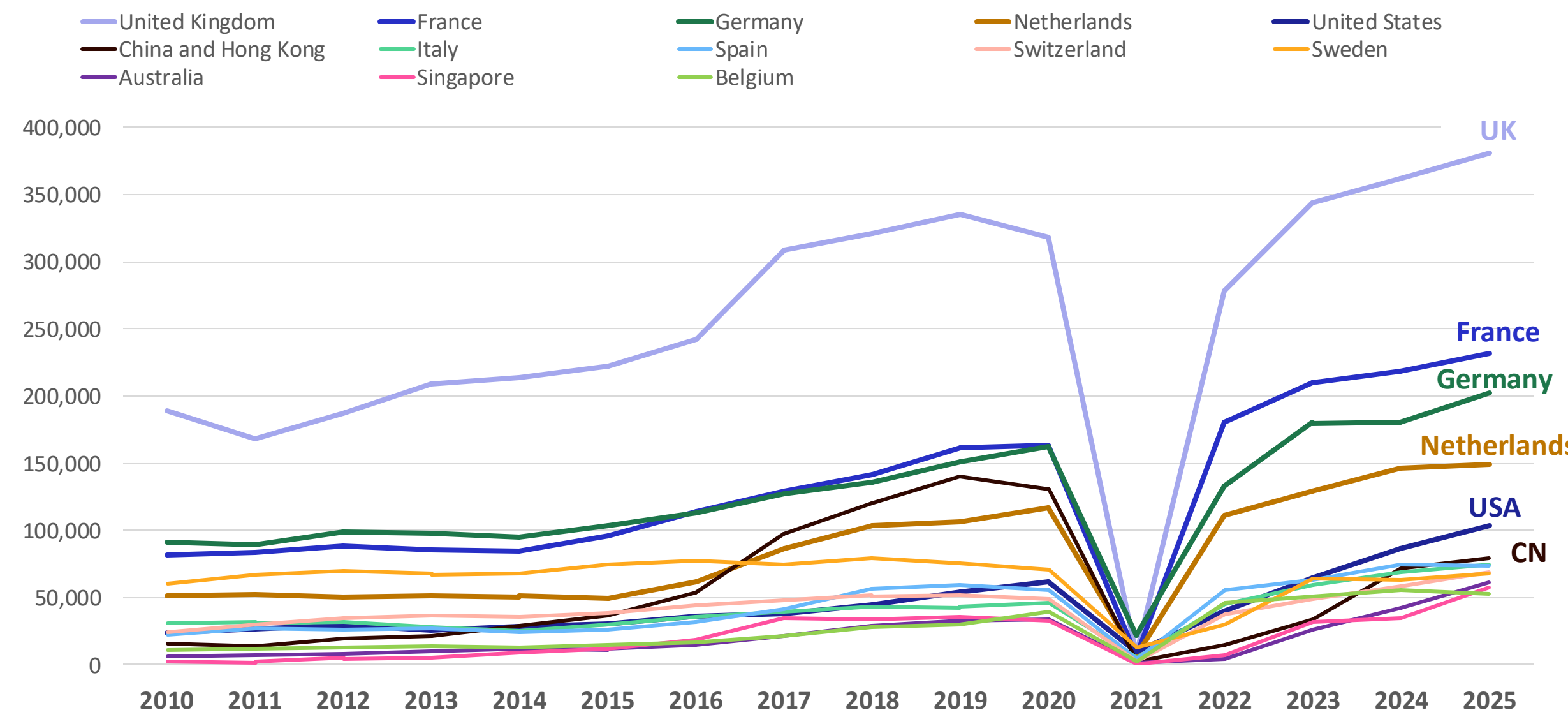
- 1.5M** from EU-27 & UK / **+6%** (+28%)
- 354,600** from Asia / **+37%** (+4%)
- 145,800** from America / **+28%** (+100%)

Chinese overnights / winter 2024-2025



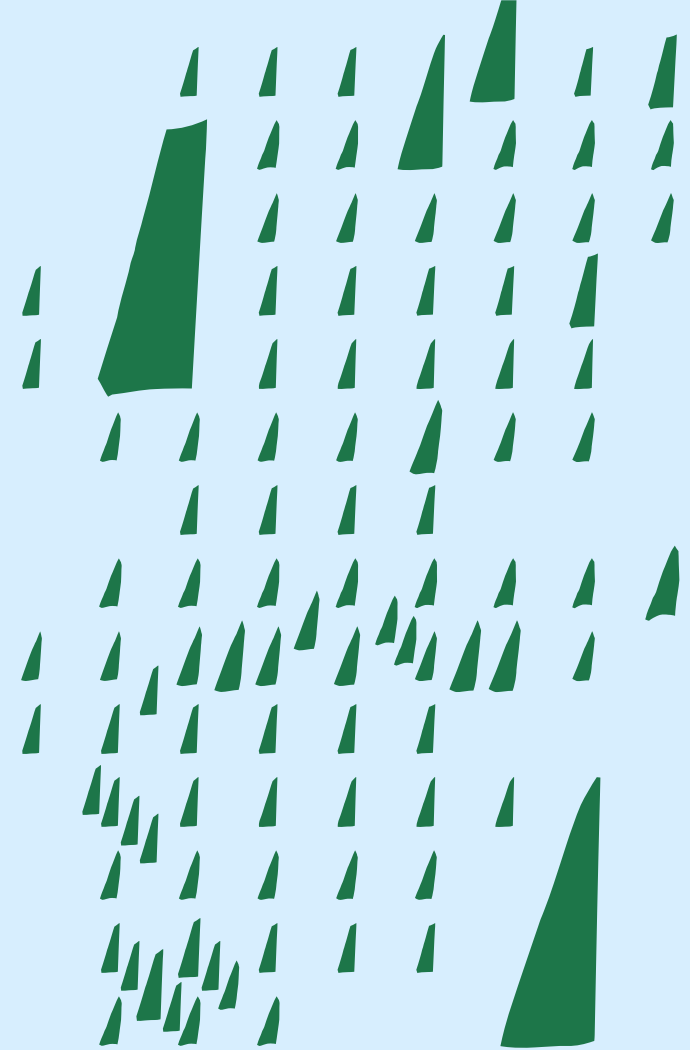
	winter 2019	winter 2024	winter 2025	winter 2025 vs. 2019	winter 2025 vs. 2024
UK	334 900	361 800	380 800	+14 %	+5 %
France	161 700	218 800	231 400	+43 %	+6 %
Germany	151 300	180 700	202 300	+34 %	+12 %
Netherlands	106 700	145 900	149 600	+40 %	+3 %
USA	53 800	86 400	103 500	+92 %	+20 %
China & Hong Kong	139 700	71 600	79 500	-43 %	+11 %
Italy	42 900	68 800	75 000	+75 %	+9 %
Spain	59 400	74 900	73 400	+24 %	-2 %
Switzerland	51 800	58 100	68 700	+33 %	+18 %
Sweden	75 100	63 200	67 600	-10 %	+7 %
Australia	32 600	42 300	61 100	+88 %	+44 %
Singapore	35 300	35 000	57 100	+62 %	+63 %
Belgium	30 300	55 200	52 600	+74 %	-5 %
Estonia	58 200	48 800	47 200	-19 %	-3 %
Japan	49 900	28 000	44 600	-11 %	+59 %
India	19 000	24 300	37 500	+97 %	+54 %

Overnights in Finland among the main markets – winter seasons 2010 - 2025



Overnights in short-term rentals

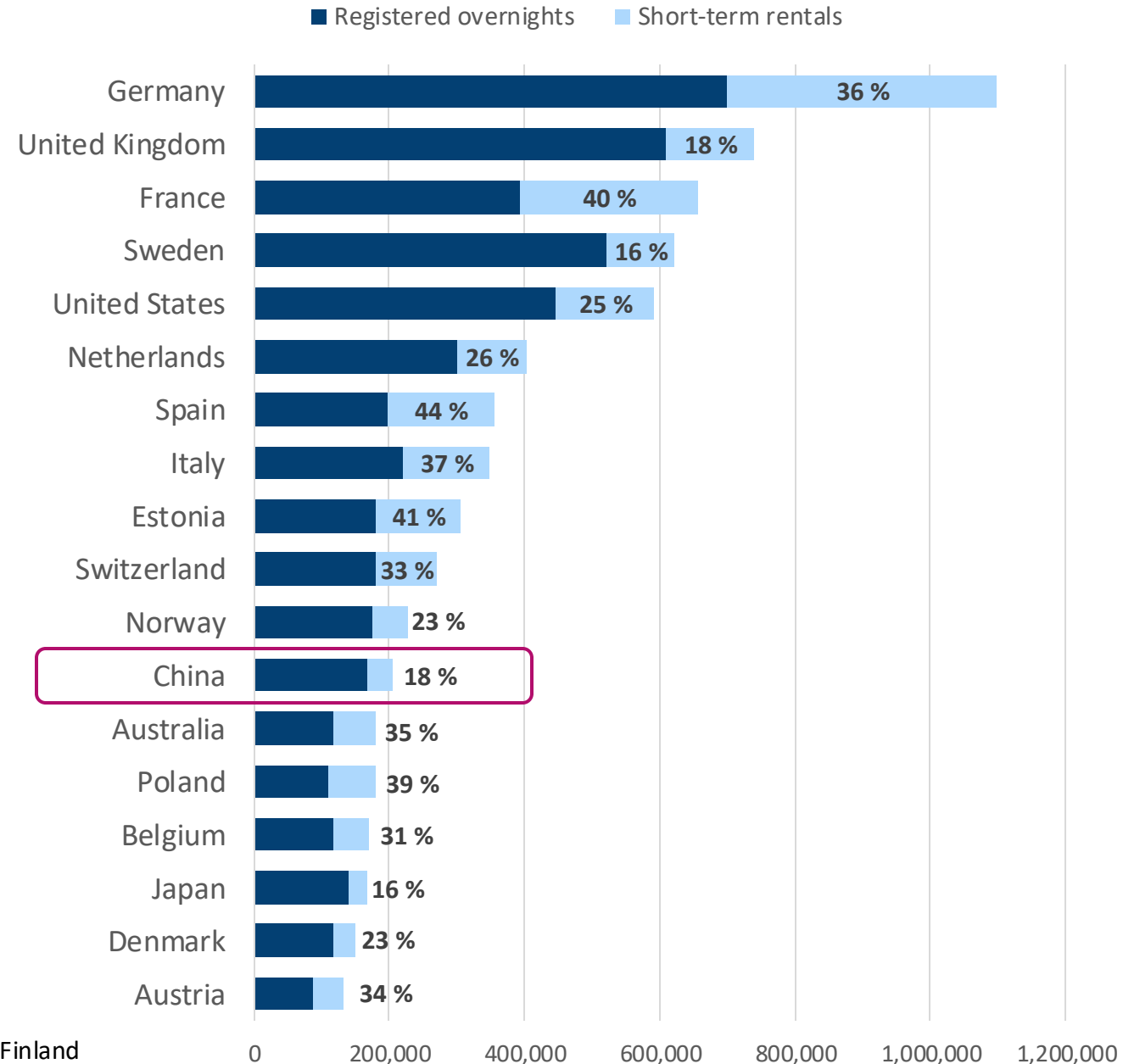
Year 2024



Registered and short-term rentals overnights in Finland Year 2024

- In 2024, foreign overnights in short-term rentals added up to **2.7 million**, with a **growth rate of 33%** compared to 2023. Thus, the **total number of foreign paid overnights** was over **9.1 million** in 2024 which was **17% more** than in 2023.
- **The share of foreign overnights in short-term rentals** was already **30% in 2024**, while the share was 26% in 2023 and 21% in 2019.
- **Spanish, Estonian, and French** visitors were the most active users of short-term rentals.
- **Lowest shares** of short-term rentals were for visitors coming from **Sweden, Japan, UK, and China**.

Registered and short-term rentals overnights in Finland - 2024

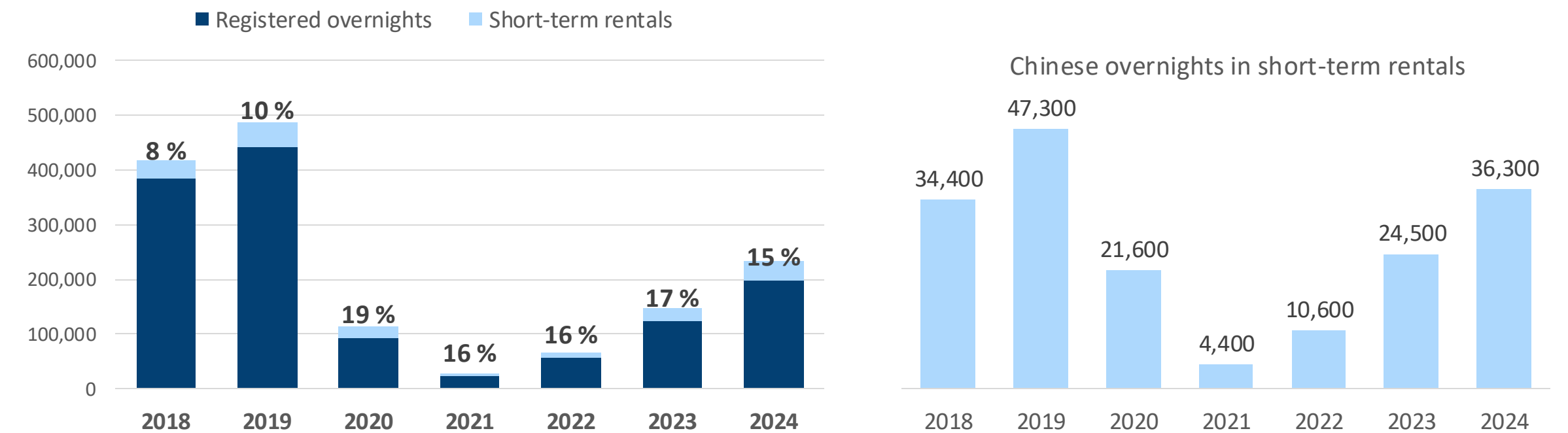


Registered and short-term rentals overnights in Finland - Year 2024

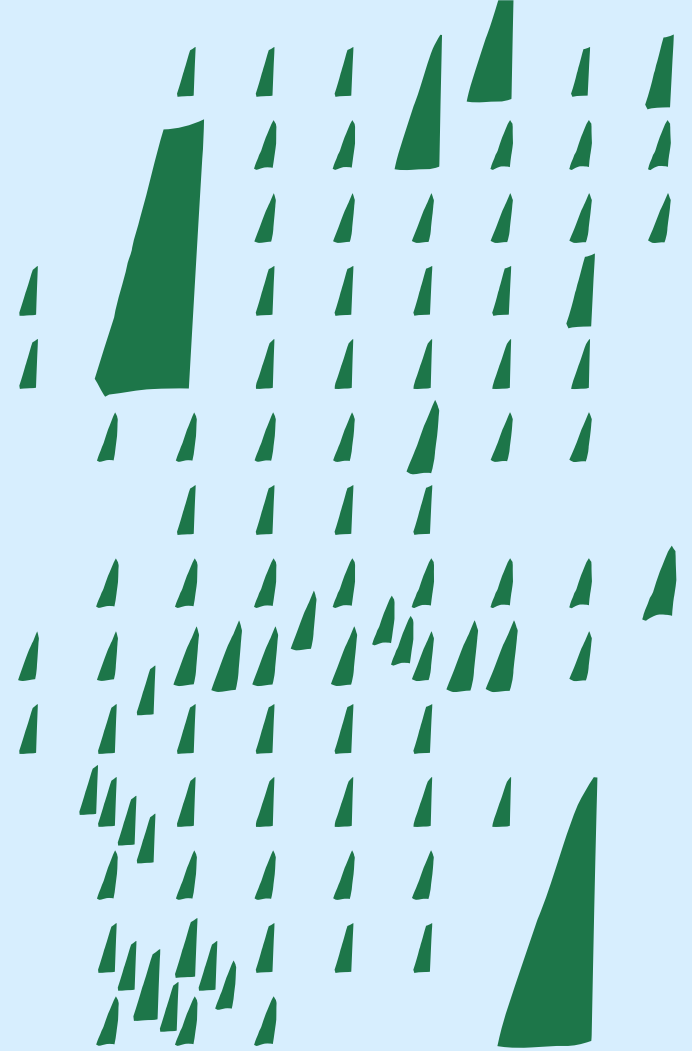
In 2024, **Chinese** visitors recorded **36,300 overnights in short-term rentals**, representing **15% of their total paid overnights**. Chinese stays in short-term rentals have **grown by 48%** compared to 2023, *but they remained 23% lower than in 2019*.

The **growth rate in registered overnights** for Chinese visitors in 2024 was **61%** over the previous year, *while they remained 55% lower than in 2019*.











Consequently, Chinese visitors spent **234,500 nights in paid accommodation** in 2024, which was **59% more than in 2023**, but 52% less than in 2019.



Chinese travel related internet searches



Target Markets 2024 vs. 2023

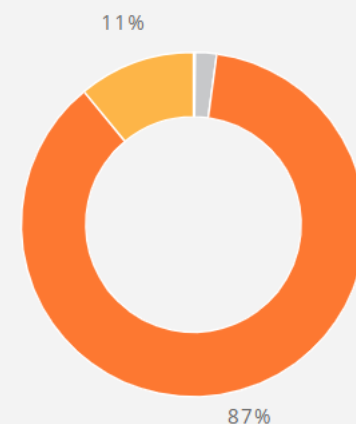
Rank	Flag	Target Market	Searches	2024/2023 Growth
1		United States	983,170	51%
2		Japan	871,460	15%
3		Germany	758,470	-4%
4		United Kingdom	572,410	21%
5		Italy	334,210	-4%
6		France	329,260	-6%
7		India	285,960	43%
8		Spain	244,390	-1%
9		Sweden	198,110	-12%
10		Canada	197,980	27%

Rank	Flag	Target Market	Searches	2024/2023 Growth
11		Netherlands	193,860	0%
12		Australia	167,470	23%
13		Estonia	164,110	-19%
14		Switzerland	163,610	0%
15		Austria	124,860	2%
16		China*	95,167	-8%
17		Belgium	89,280	-3%
18		South Korea	75,090	6%

Distribution of Chinese* searches

Brandtag Family Distribution

● Happiness
 ● Accommodation
 ● Generic Information
 ● Touristic Activities

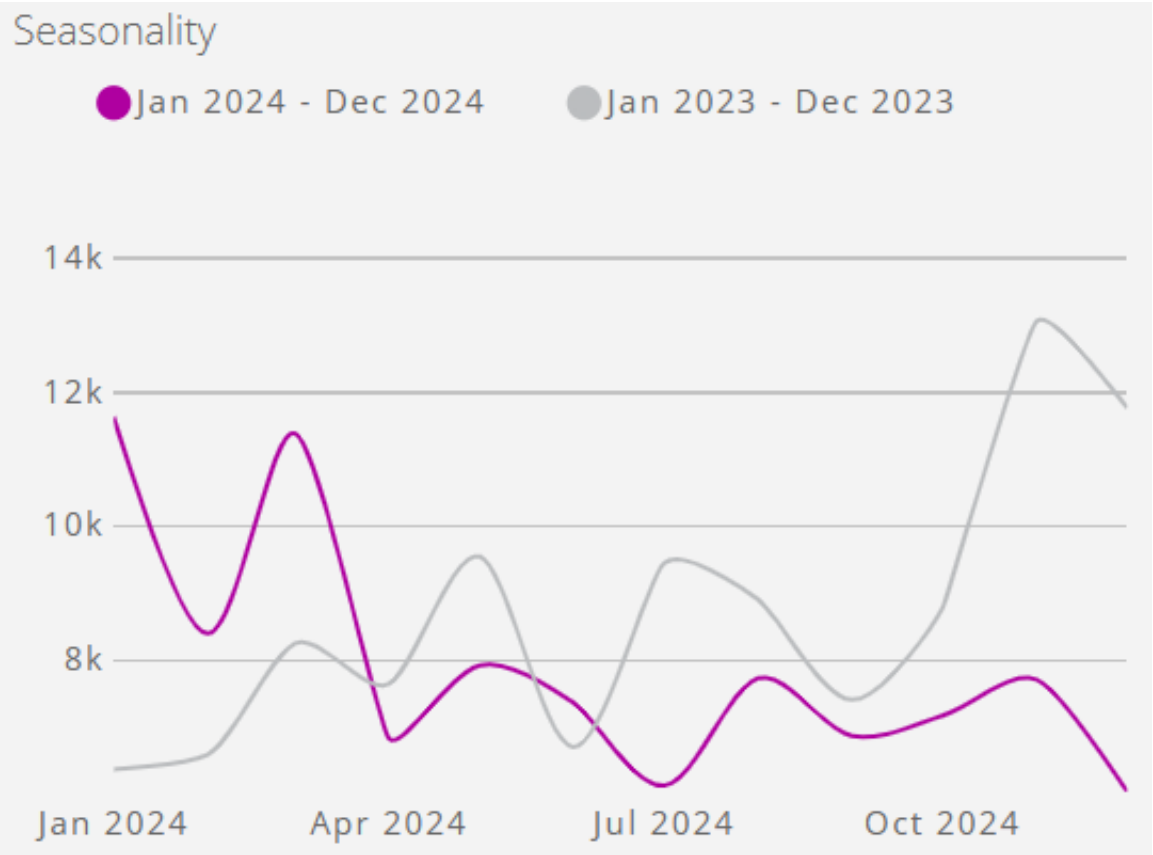


*) Searches with Baidu

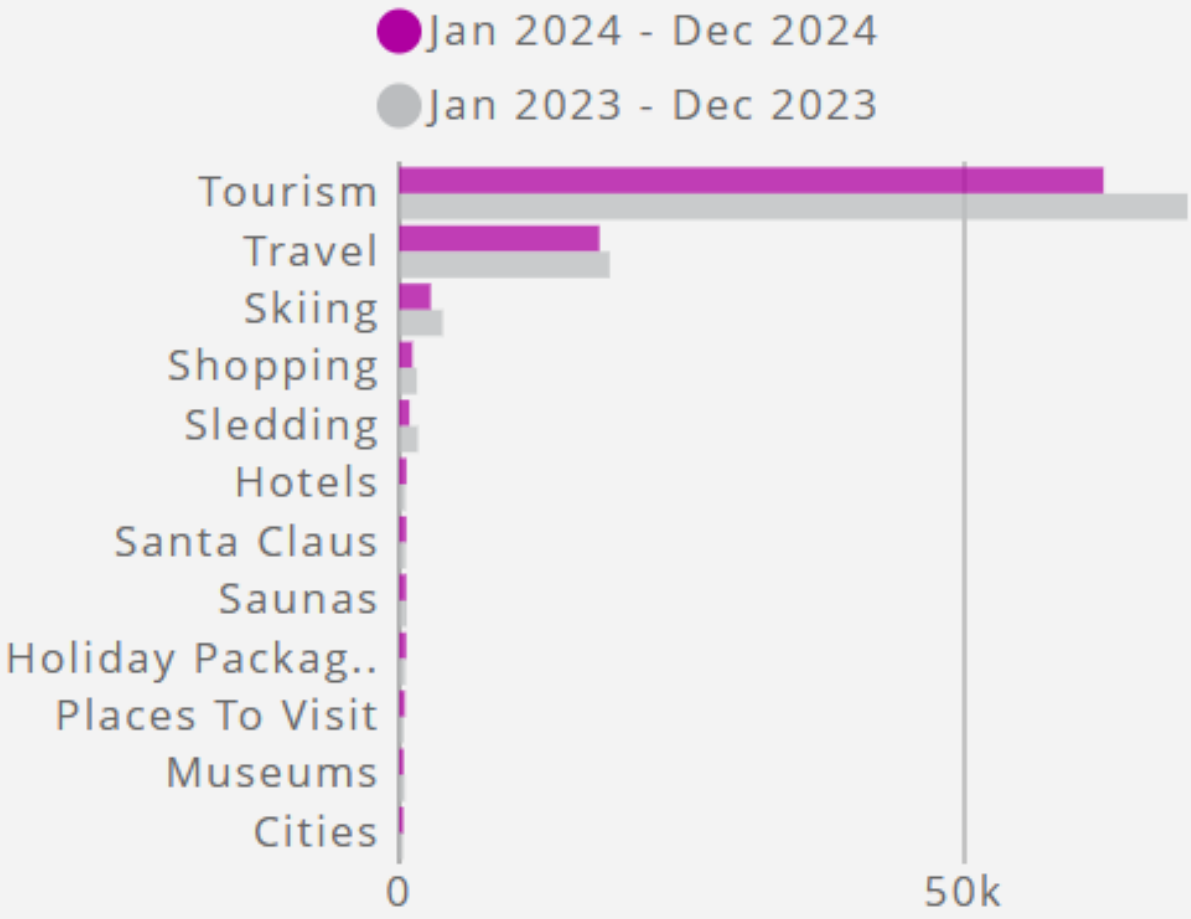
China: Seasonality of searches 2023-2024 & Main topics in 2024

Chinese travel related searches for Finland **increased in the beginning of 2024 but** stayed on a clearly lower level during the second half of the year compared to 2023 .

Chinese searches are mainly focused on **general information on tourism and travel to Finland**.



Micro - Brandtags Popularity





ForwardKeys

Seat capacity & forecast for Flight arrivals during winter season 2025-2026

Seat capacity from China to Finland for Dec/2025 – Feb/2026

Comparison to Dec/2024 – Feb/2025

✈️ China, Hong Kong (excl. domestic) → Finland

Database update 08 Nov

Filtered period | 01 Dec 2025 - 28 Feb 2026

2 countries +12.0% YOY for selected locations



The seat capacity on flights between **Hong Kong** and Helsinki will **increase by 18%** during the winter season compared to the previous winter.

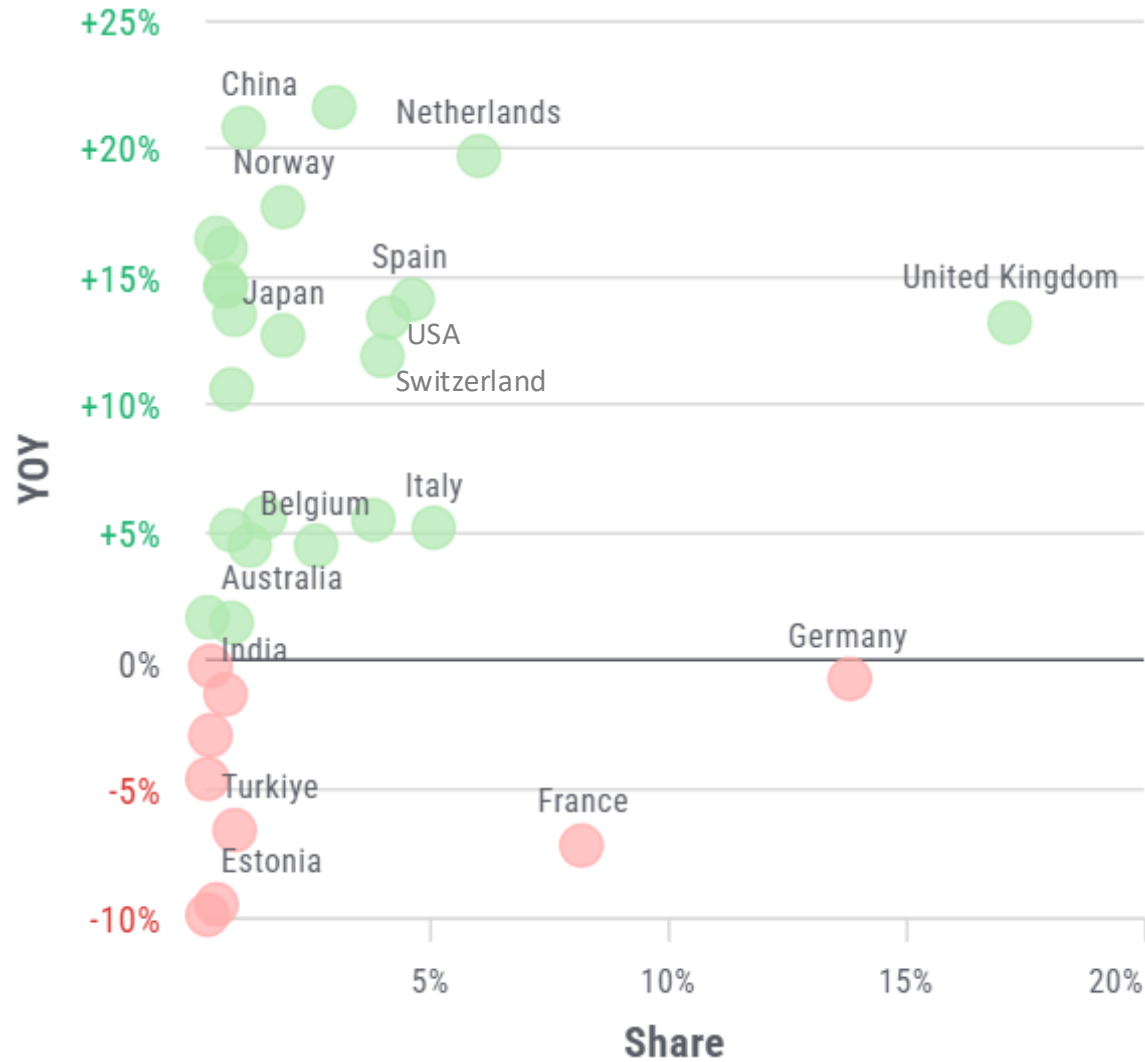
Also, the seat capacity from **Shanghai** will **increase by 7%**.

Finnair will have daily flights from Hong Kong to Helsinki. It will also fly twice a week from Shanghai to Helsinki.
Juneyao Air continues with four weekly flights from Shanghai to Helsinki and with one weekly flight from Zhengzhou to Helsinki.



Forecast for Flight arrivals in Dec 2025 – Feb 2026

Comparison to previous winter

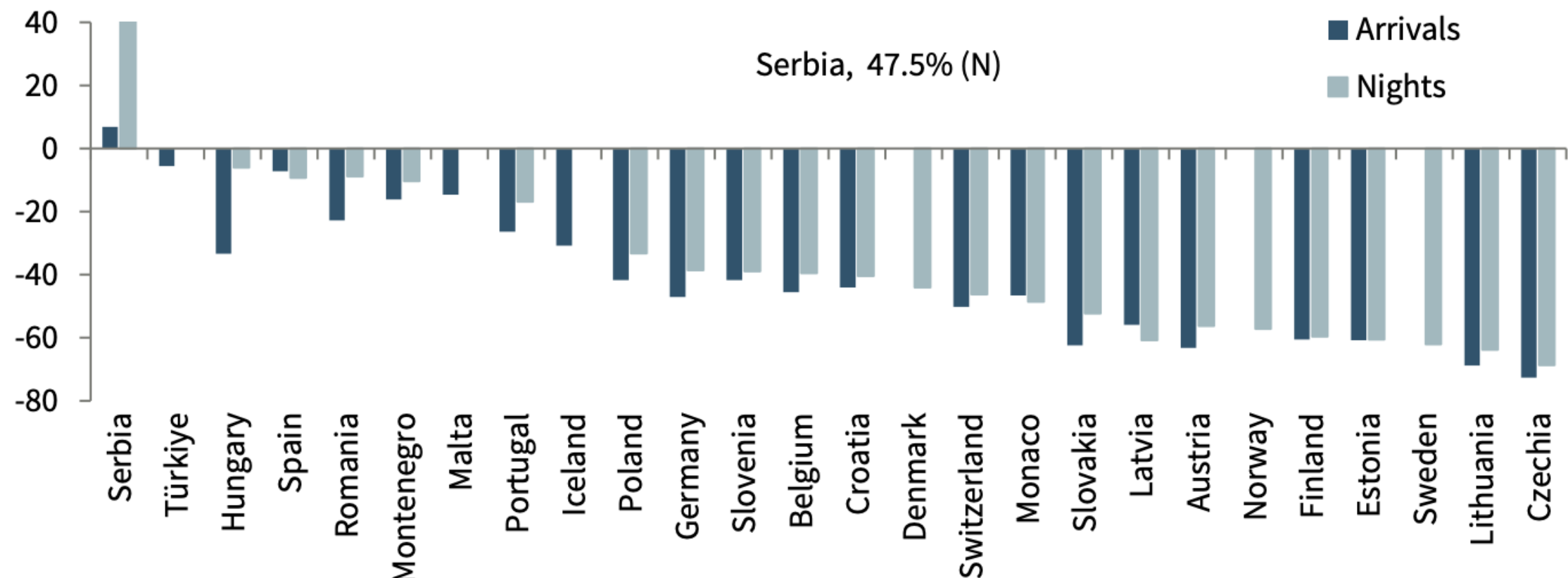


491,290 tourist arrivals		+8.7% YOY for selected origins	
		Share ↑↓	YOY ↑↓ ...
United King...			+13.2%
Germany			-0.7%
France			-7.2%
Netherlands			+19.7%
Italy			+5.2%
Spain			+14.1%
U.S.A.			+13.4%
Switzerland			+11.9%
Denmark			+32.8%
Sweden			+5.5%
Poland			+21.6%
Belgium			+4.5%
Ireland			+36.6%
Japan			+12.7%
Norway			+17.7%
Austria			+5.6%
Latvia			+4.5%
China			+20.8%

China Market update

Chinese visits and overnights to select destinations (% change on 2019)

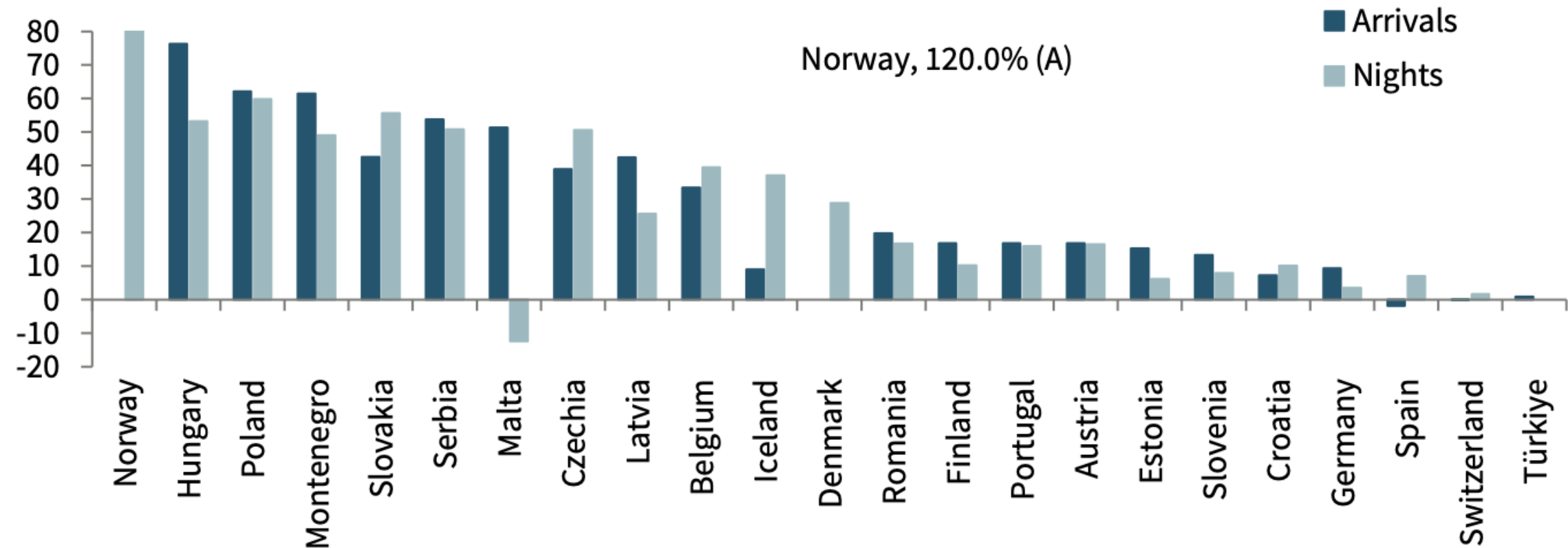
2024 year-to-date*, % change relative to 2019



Source: TourMIS* *date varies (Jan-Dec) by destination

Chinese visits and overnights to select destinations (% relative to 2024)

2025 year-to-date*, % year



Source: TourMIS* *date varies (Jan-May) by destination

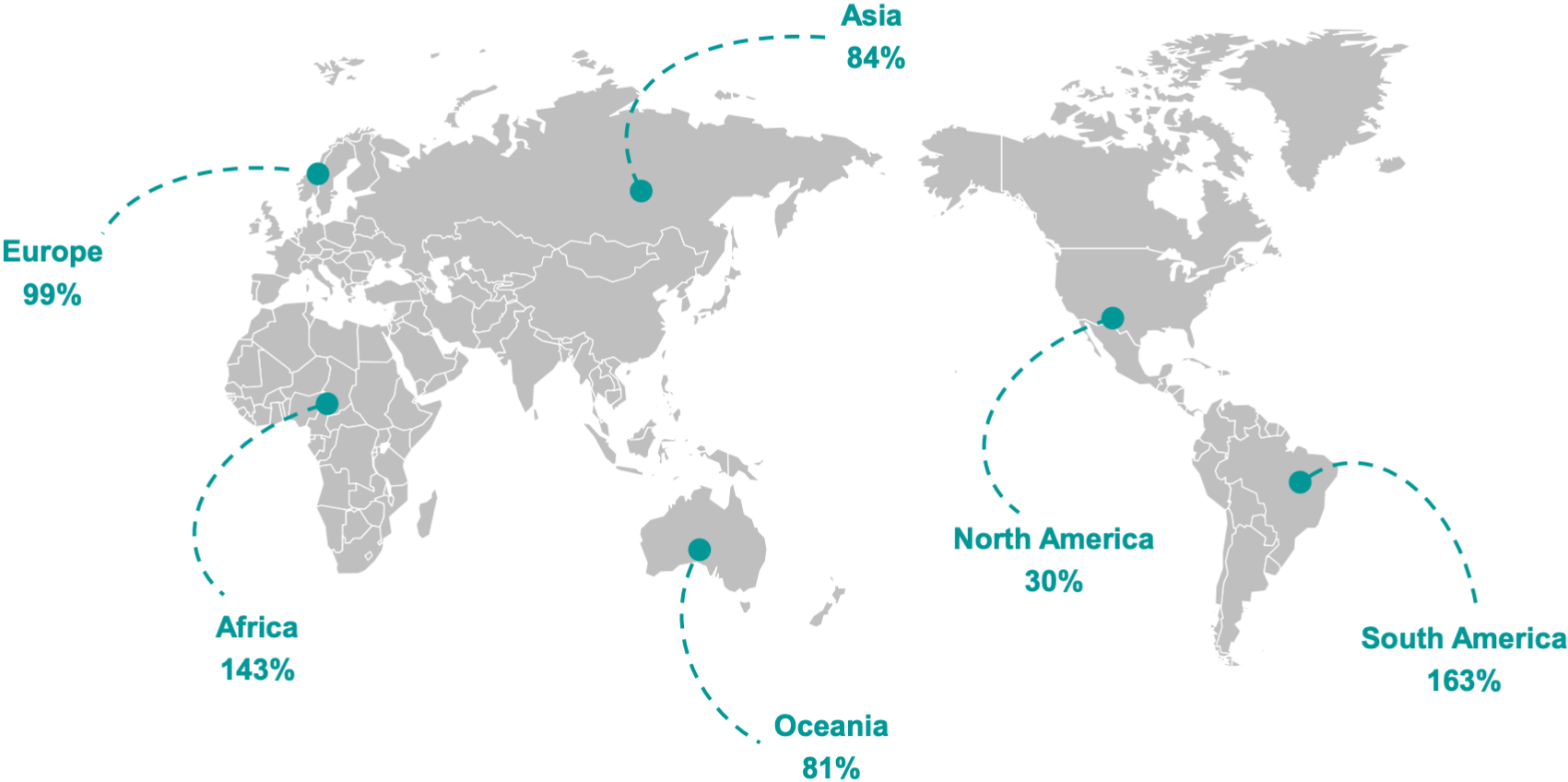
Finland's position in the market

- The Happiest Country, Santa, Northern Lights, Finnish Lapland, Snowfun, & Finnish Education
- Overnights from China to Norway grow rapidly in 2025. In addition to summer, Northern Norway is challenging Finnish Lapland in the winter season in Greater China as well as Southeast Asia market. Visit Norway and cruiseliners are going to enlarge their investment in this market in coming years.
- For Christmas and winter season, Finland is still quite popular in the market but the challengers are aggressive.
- Finland Educational Travel has built up a solid awareness in Chinese market, which is unique among Nordic countries. Student groups travel to Finland in both summer and winter academic holidays.
- Finnair has daily operation from HK to Helsinki and 4 weekly flights from Shanghai to Helsinki (2 in the winter).
- JuneYao has 4 weekly flights from Shanghai to Helsinki and 1 weekly flight from Zhengzhou to Helsinki.
- Total flight capacity in 2025 is around 30% of 2019 level. (16 flights a week in total, close to 50 in 2019)

The recovery level of outbound flights to different continents varies

Flight Recovery by Continent

Recovery Rate = Number of Seats in October 2025 / Number of Seats in October 2019



1. Seats on scheduled outbound flights from mainland China to HK, Macao, & Taiwan are included.
Source: OAG; Travel Link Analysis

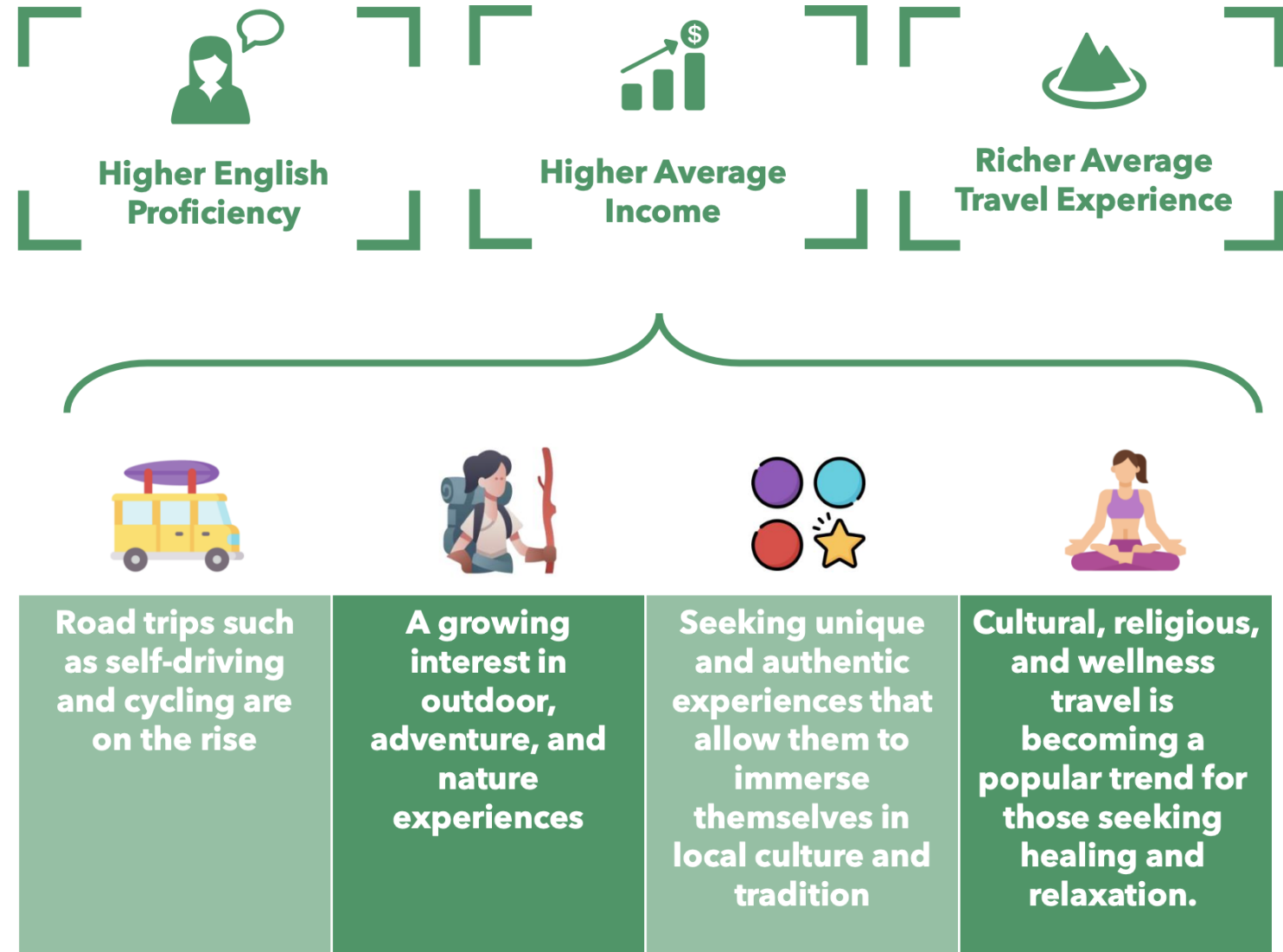
Consumer trends and behavior

- Chinese Millennials & Gen Z have become the biggest age group for outbound travel; "Silver Economy"
- Consumption/spending – being rational
- Seeking for experience
- Niche destinations
- Tailor-made/small group
- FIT influenced by Social Media

Changing Travel Preferences

Such shifting is irreversible because the driving factors, including **higher English proficiency**, **higher average income**, and **richer average travel experience**, are sustained.

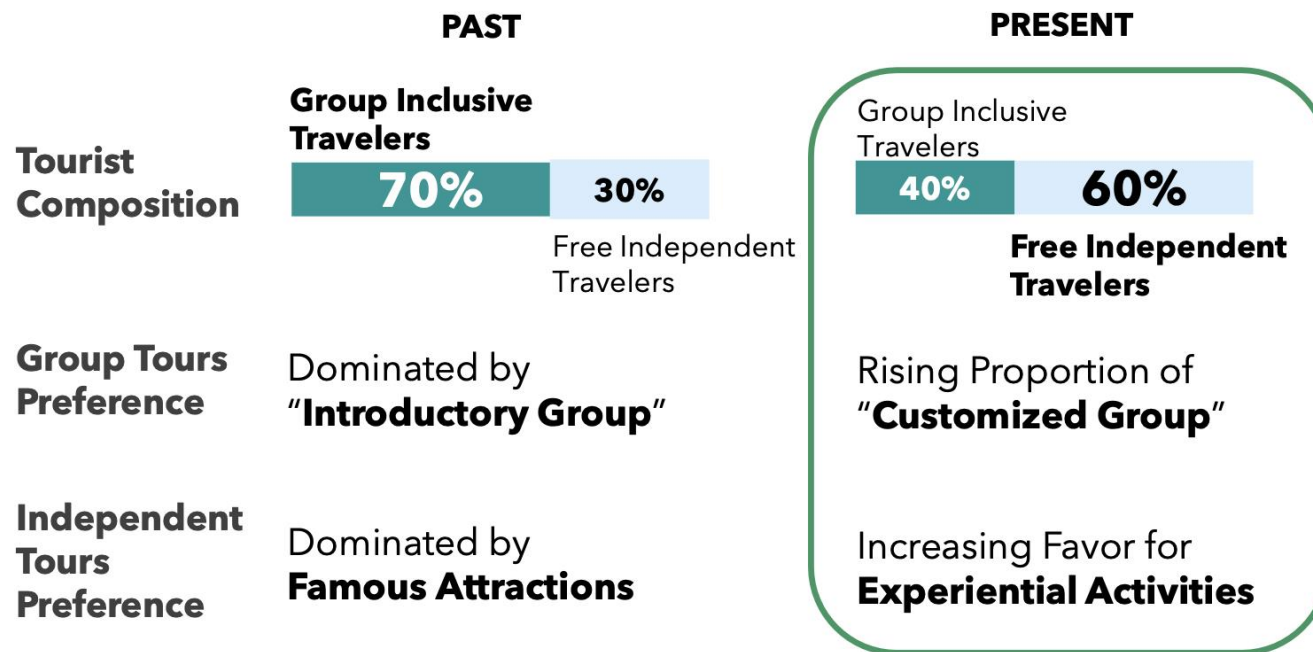
Young travelers now dominate outbound tourism, with more and more opting for personalized itineraries based on their interests, enabling **deeper cultural immersion**, **exploration of unknown destinations**, and enjoyment of **local food and scenery**, making the **entire travel experience** more fulfilling.



Changing Travel Preferences

Currently, the key shift in Chinese outbound tourism consumer demand is moving from sightseeing to **experience-driven travel**

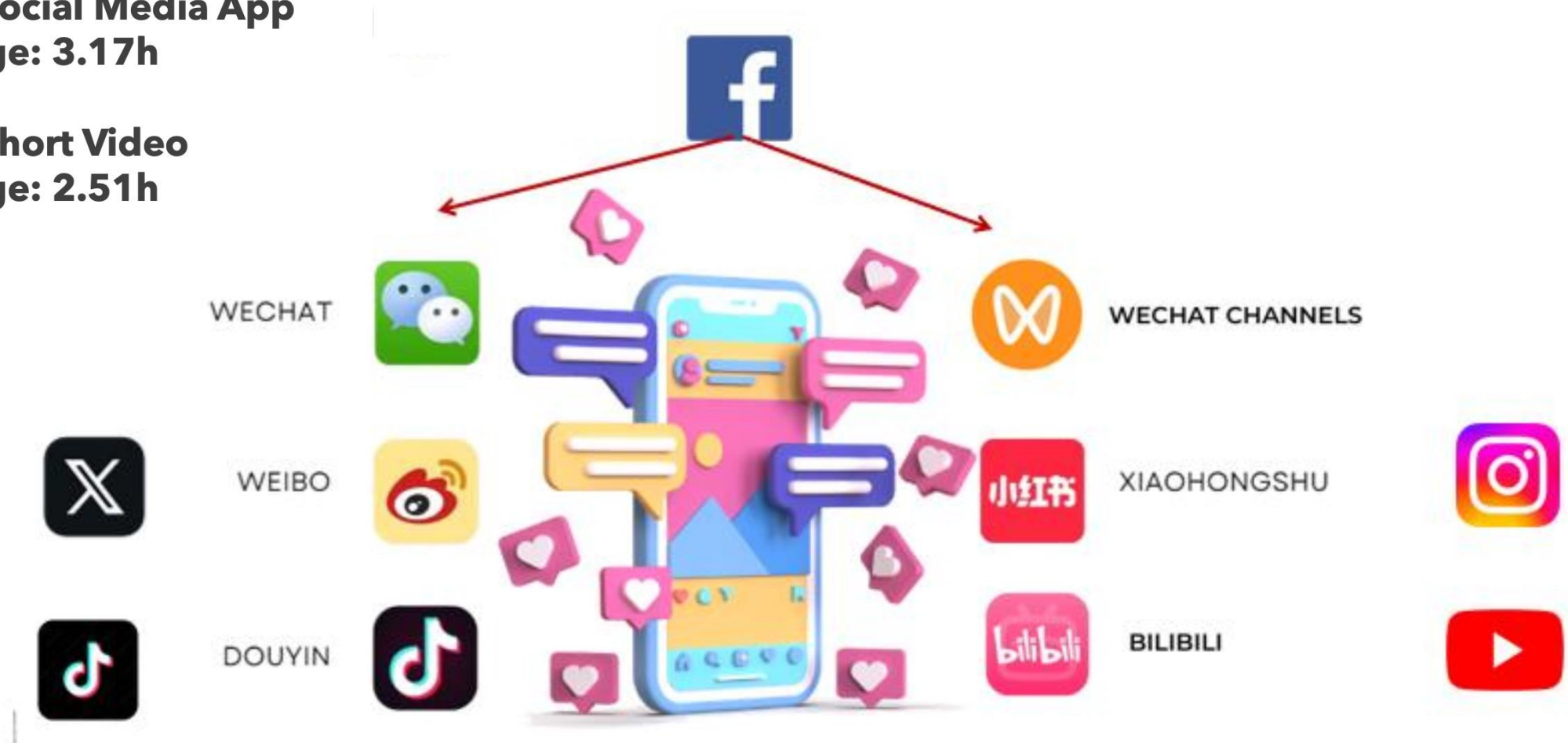
A comparison of past and present Chinese outbound tourists reveals shifting preferences, **from group tours to independent and customized experiences.**



China Social Media Landscape

**Average Social Media App
Daily Usage: 3.17h**

**Average Short Video
Daily Usage: 2.51h**



Industry update and distribution channels

- Nordic in general had good growth among European destinations
- Connecting products are more trendy than Mono-destination products (Finland+Iceland, Finnish Lapland+Northern Norway, 4 Nordics + Finnish Lapland)
- Norway, especially Tromsø and Lofoten Island had big growth from this market in the past winter season
- Norway dominates summer product by taking the biggest share of overnights
- Iceland product continues to be popular
- Monopolized (Trip.com owns HCG, WingOn, HHTravel, Tripadvisor; Utour family; Lingnan Group; LY.com)
- Segmented (tailor-made, travel consultants, theme-based, etc.)

北挪威+罗弗敦12日

奇幻之旅



HURTIGRUTEN



挪威



上海起止
精致游
20人团型

售价由CNY

52900

元起

团期：6-10月多班期(详见二维码)

RIB巡游+帝王蟹捕捞 | 极圈海钓+骑行 | 塞尼亚+索玛诺伊
海达路德北角之旅 | E10公路行摄之旅 | 极地8晚悠长假期



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巡游峡湾果园飘香 聆听海风古城漫步



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惠玩系列

售价由CNY

19900

元起

团期：4-10月多班期(详见二维码)

可配全国联运 | 可异地指纹 | 全程网评四星
指定峡湾酒店 | 四大特色餐 | 五国精粹深度



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冰岛环岛一地11日

魔幻内陆高地自然惊艳之旅



上海起止
精致游
20人团型

售价由CNY

54800

元起

团期：7.14/19/26 ; 8.2/4/9/16



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全程升级四星酒店+峡湾小镇特色酒店

4月25日 14800元	4月28日 9899元	4月29日 9999元
4月29日 14600元	5月1日(含单尔根) 15800元	5月3日 16800元

北欧四国双峡湾+卑尔根+塔林11/12天

松恩峡湾/哈当厄尔峡湾/斯维格伦/瓦勒姆峡湾/罗弗敦峡湾
塔林老城/爱沙尼亚首都塔林/爱沙尼亚首都塔林
全程升级四星酒店+峡湾小镇特色酒店

4月23日(12天) 22800元	5月1日(11天) 22800元
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北欧四国+双峡湾+波罗的海三国13/14天

松恩峡湾/哈当厄尔峡湾/斯维格伦/瓦勒姆峡湾/罗弗敦峡湾
爱沙尼亚首都塔林/爱沙尼亚首都塔林/爱沙尼亚首都塔林
全程升级四星酒店+峡湾小镇特色酒店

4月21日(14天) 26800元	4月22日(13天) 26800元
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北欧四国双峡湾+卑尔根+三晚冰岛13/14天

松恩峡湾/哈当厄尔峡湾/斯维格伦/瓦勒姆峡湾/罗弗敦峡湾
爱沙尼亚首都塔林/爱沙尼亚首都塔林/爱沙尼亚首都塔林
全程升级四星酒店+峡湾小镇特色酒店

4月26日(含单尔根) 29800元	5月1日(14天含塔林) 39800元	5月3日(14天含塔林) 42800元
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冰岛一地深度环岛10天

雷克雅未克/黄金圈/冰岛自驾/冰岛自驾/冰岛自驾
全程升级四星酒店+峡湾小镇特色酒店

4月30日 39800元

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海南航空 北京直飞

盛景舒适 SHENGJING

北欧四国

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北京直飞 国内多点联运 行程极致优化 不走回头路	全程四星酒店 峡湾特色酒店	中餐六菜一汤 升级特色餐食	境外无线wifi 四人一台不限流

TRAVELSLIFE 旅行即生活

JUNEYAO AIR 吉祥航空

盛景舒适 SHENGJING

北欧四国

瑞典 | 丹麦 | 挪威 | 芬兰 10天

上海直飞 松恩峡湾+哈当厄尔峡湾双峡湾




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6月14日	17800元 起

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极地探险家号

团期 2026年7月1日 - 11日

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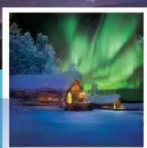
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三大滑雪场全天畅滑

打卡速降滑雪赛事主板
场地——类维滑雪场

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+ 赫尔辛基五星酒店（上限 20 席，上海出发）

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提前60天报名立减1000元

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2.14 48800元/人
3.6 44800元/人

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TRAVELIFE 旅行即生活 JUNEYAO AIR 吉祥航空

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冰岛圆梦 拉普兰

帝王蟹捕捞/破冰船之旅/圣诞老人村/教会山/冰岛黄金圈/蓝湖温泉
蓝冰洞/网红飞机残骸/黑沙滩/瓦特纳冰原

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TRAVELIFE 旅行即生活 JUNEYAO AIR 吉祥航空

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钻石冰沙滩/岩石教堂/赫尔辛基大教堂

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4 金牌领队 带你领略绝美北欧风光

特别安排 Special arrangements

*冰岛追光 追寻欧若拉脚步，邂逅极光与冰川的史诗篇章。

TRAVELIFE 旅行即生活 JUNEYAO AIR 吉祥航空

盛世尊享 SHENGSHI

AURORA 冰岛的极光绿 & 罗弗敦的挪威蓝

极光盛宴

挪威-罗弗敦群岛+冰岛-西南全境13天 | 9晚极光带住宿

穿越北极圈 邂逅极光与冰川的史诗篇章

一价全含 提前120天报名立减2000元
提前60天报名立减1000元

11月10日/12月30日(首发特惠) 57800元/人
1月18日/1月25日[满] 59800元/人
2月2日/2月8日 59800元/人
2月15日/2月16日 61800元/人
2月22日/3月1日/3月22日 59800元/人

1 特罗姆瑟 北极光的故乡

2 冰岛 冰火共舞的极光剧场

3 极致体验 “天然的美容院”--蓝湖温泉

4 金牌领队 带你寻找那抹绿色精灵

特别安排 Special arrangements

9晚极光带住宿，追觅欧若拉的狂野舞步
从冰岛的磅礴，到罗弗敦的诗意！
一次旅程，两种北欧灵魂的终极对话！双镜猎奇追光，定格属于你的极光大片。

盛世尊享
SHENGSHI

追光之旅 北欧四国+冰岛3晚

冰岛·挪威·丹麦·瑞典·芬兰 12天

峡湾火车/冰岛黄金圈/三大神级瀑布/网红飞机残骸/蓝湖温泉
新蒙克博物馆/斯德哥尔摩地铁/岩石教堂

AIR CHINA
北京国航直飞
可搭配全国联运

一价
全含

含签证
+小费



早鸟计划 提前120天立减1000, 提前90天立减800

11月20日/12月5日	35800元入
12月19日/12月26日	36800元入
1月24日/1月31日	35800元入
2月14日	37800元入
2月28日	35800元入
3月7日/3月14日/3月28日	33800元入



北欧追光

追寻欧若拉
邂逅极光与峡湾



含全餐

(峡湾午餐除外)
六菜一汤+特色餐



甄选住宿

全程四星酒店
冰岛/峡湾特色酒店



金牌领队

专业领队带您
领略北欧风光



出行保障

境外全程WiFi
每2人一台

盛世尊享
SHENGSHI

北欧四国 冰岛南部全境+塔林

冰岛4晚·挪威·丹麦·瑞典·芬兰·塔林 13天

峡湾火车/网红飞机残骸/蓝湖温泉/新蒙克博物馆/蓝冰洞
瓦特纳冰川/杰古沙龙冰河湖/岩石教堂/塔林老城

更多
精彩



冬日塔林 Tallinn

AIR CHINA
北京国航直飞
可搭配全国联运

一价
全含

含签证
+小费



早鸟计划 提前120天立减1000, 提前90天立减800

11月4日/12月9日/12月16日	39800元入
2月15日(春节)	42800元入



北欧追光

追寻欧若拉
邂逅极光与峡湾



升级餐食

中餐八菜一汤
5顿特色餐



甄选住宿

全程四星酒店
冰岛/峡湾特色酒店



金牌领队

专业领队带您
领略北欧风光



出行保障

境外全程WiFi
每2人一台

盛世尊享
SHENGSHI

北欧四国 14天 冰岛西部南部全境

冰岛·挪威·丹麦·瑞典·芬兰
Iceland, Norway, Denmark, Sweden, Finland

松恩峡湾/哈当厄尔峡湾/冰岛黄金圈/蓝湖温泉/蓝冰洞/斯德哥尔摩市政厅
维纳恩湖/岩石教堂/赫尔辛基大教堂/小美人鱼雕像/新港码头

42800元入

11月16日 北京出境

AIR CHINA 甄选中国国际航空公司·双点直飞

一价
全含

含签证
+小费



-扫码了解行程-



北欧追光

追寻欧若拉
邂逅极光与峡湾



升级餐食

中餐八菜一汤
5顿特色餐



甄选住宿

全程四星酒店
冰岛/峡湾特色酒店



金牌领队

专业领队带您
领略北欧风光



出行保障

境外全程WiFi
每2人一台

专注小班精品，坚守高质游学！

芬“享”极光 北欧乐活营

营期 2月18日-2月27日（大年初二出发）

招募年龄：10-17岁



— 优学价 —
¥41800 / 人



走进当地学校，与芬兰buddy同学，沉浸式体验芬式快乐教育！

参访芬兰第一阿尔托大学，教育专家升学专题讲座！

穿越波罗的海，联游爱沙尼亚，探险塔林古城！

走进圣诞老人村，与圣诞老人面对面，童话变现实！

保证连续两晚入住极圈，极光观测成功率翻倍！



19:56

100%



☆5.0



恭喜尚**报名成功

极奇北极圈·芬兰奇幻趣学营

10天

7-12岁学员

1/31-2/9, 2/3-2/12

¥34680.00

火热报名

极奇北极圈·芬兰奇幻趣学营

7-12岁 | 北欧极光探险，行走的芬式课堂

国际视野

独立营

海外游学

优惠券 限时600元大额优惠

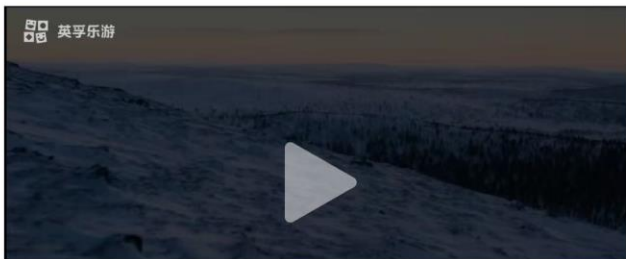
领券

亮点

行程

费用

须知



客服



购物车

加入购物车

立即购买

19:57

100%



☆5.0



恭喜朱**报名成功

极思妙想·芬兰青少年创造营

10天

10-16岁学员

1/31-2/9

¥38280.00

火热报名

极思妙想·芬兰青少年创造营

10-16岁 | 捕捉极地灵感，营造创意未来

国际视野

独立营

海外游学

优惠券 限时600元大额优惠

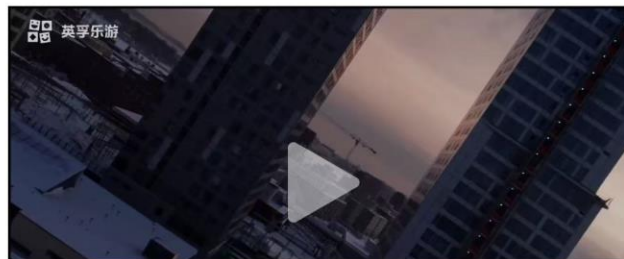
领券

亮点

行程

费用

须知



客服



购物车

加入购物车

立即购买



Visit Finland

小荧星与芬兰旅游局联合推广
官方特别认证支持



小荧星

Since 1954 SMG

小荧星看世界

预计出发时间：1/30-2/10

惊喜价格：45800元/人 大小同价



扫码咨询详情

小荧星芬兰文化交流 音乐盛典

童声穿越极光之境

这里是圣诞老人的故乡、极光舞动的雪国，

更是被联合国评为全球幸福的国度！

在森林覆盖率75%的“千湖之国”，

大自然就是奇幻的音乐厅——萨米人的古老民谣、

西贝柳斯笔下的交响诗篇，

甚至风吹过玻璃屋的簌簌声，都是北欧独有的旋律。

芬兰拥有世界领先的音乐教育体系，

从赫尔辛基岩石教堂到罗瓦涅米的木屋学校，

孩子们用音乐跨越语言，用合唱传递快乐。

行程亮点

HIGHLIGHTS

17:30

携程旅行

45

三宝号破冰船 >
◆拉普兰区必打卡景点榜 No.3 能破碎8米厚的冰层

线路卖点

私家团优势

景点特色

住宿体验

相册

携程私家团 管家相伴·专车随行·行程我定 >

Excellent Holiday > 编号 63773022

芬兰+挪威8日7晚私家团 4♥
圣殿广场教堂·赫尔辛基主教座堂·冰雪城堡·三宝号破冰船... 展开 >
放心游·成团保障 > 共1项优惠 >
期待您出游后留下宝贵的点评

上海出发 > 请选择出发日期 > 2成人0儿童 >

交通 飞机往返 >

住宿 含1晚5钻酒店,4晚4钻酒店,1晚4钻民宿,1晚夜宿火车 >

¥42157 /人起
起价说明 >

收藏 旅行管家 去定制 去预订

17:31

携程旅行

45

在迪拜, 创造难忘暑假记忆

广告

寻找旅行灵感

跟团游 大团划算·小团灵活

私家团·定制 专车专享·独立出游

上海出发 > 赫尔辛基 > 当地参团

澳大利亚 宁夏 格鲁吉亚 北京 日本 埃及 四川

游玩天数 >

为我定制 搜索私家团

邮轮

拼小团

自由行

定制·团建

签证

鸿鹄逸游 携程旗下高端奢游品牌 >

国内游 更多 >

出境游 更多 >

北京 故宫博物院

九寨沟 九寨沟风景区

日本 东京

澳大利亚 昆士兰

三亚

银川

马尔代夫

格鲁吉亚

首页

目的地

浏览历史

我的收藏

我的订单

17:32

携程旅行

45

罗瓦涅米 >

搜索更多景点/玩法

4

罗瓦涅米 Rovaniemi

WiFi > 电话卡 > 境外流量包 >

全部

景点门票

一日游

玩乐体验

综合排序 > 筛选 > 出游日期 > 跟团游 上门接

芬兰罗瓦涅米拉努阿野生动物园一日游
含门票+午餐+酒店接送/多玩法可选
点评奖10 可订09/01等 上门接送 无购物
已售6份
罗瓦涅米出发
¥1270起

芬兰罗瓦涅米教堂+圣诞老人村一日游/行程可调-中文专车
点评奖20 可订09/02等 上门接送 无购物
已售4份
罗瓦涅米出发
¥995起

芬兰+罗瓦涅米+破冰船一日游/行程可调-中文专车
点评奖20 可订09/01等 上门接送 无购物
罗瓦涅米出发
¥899起

罗瓦涅米+凯米+三宝号破冰船+凯米教堂+冰雪城堡一日游
芬兰不可错过的体验+极地风光+中文司机...
可订09/01等 上门接送 无购物 不用早起
罗瓦涅米出发
¥1331起

Top traveller segments



Nature Lover

Why this segment: Winter Lapland is such a solid and well-known product in China market, which is in the bucket list of most Chinese travelers. And the main motive of Chinese travelers is to travel to places on the common bucket list. Summer Finland is also based on the lovely nature, forest, & lake.

Products: Winter Lapland mono, winter Lapland+Nordics, summer Finland

Sales channels: TO, OTA, social media channels

City Enthusiast

Why this segment: Nordic touring in capitals is a very classic product for China market and still generates big volumes in all seasons for both group and FITs. Helsinki city tour is always included.

Products: Nordic touring in capitals

Sales channels: TO, OTA, social media channels

Outdoor Explorer

Why this segment: Both FIT and group travellers from China would experience outdoor activities in the nature while traveling in Finland. It is also popular for educational travel program to include forest education and outdoor/nature explorer for the kids. In the market, outdoor activity has become more and more popular like trail run, hiking, mountain biking, camping, etc. It is a good topic for VF social media channels.

Products: winter Lapland, Nordic touring, educational travel, niche outdoor-themed tour

Sales channels: TO, OTA, social media channels

Key priorities and supportive actions

What are the key priorities for the market and which actions supports these selected priorities

Snow Free Season

- Visuals of sales activities like Roadshow or ITB booth will be about snow free seasons
- Supporting materials will be produced for TOs like PPT decks and knowledge bank updates regarding products and destination information in snow free season
- FAM trip will be organized in summer and autumn season for both DMC and TOs
- OTA campaign could largely help with the boosting of awareness of snow free season;
- To focus on snow free season in PR and SoMe works

Educational Travel

- To further develop the network in the market not only among TOs but also schools
- Training materials and knowledge bank will be updated based on updates of companies and new regions/products
- FAM trip and workshop will be organized again next year to promote new destinations and tighten the business co-op between Finnish companies and the clients
- Liaising with Team Finland is important to better promote Finnish education towards public sectors
- To actively join the trade/educational travel related events and conferences to enlarge the influence
- To do social media and PR promotion around this topic

Accessibility

- To work closely with Finavia and join events like Routes Asia
- To develop and maintain the networks with various Chinese airlines
- To collect BI through various channels
- To keep Embassy/Consulate in the communication loop and gain supports from authorities
- To run joint campaign/project with airlines who have existing route or launch new route

2026 Activity plan

2026 Activity plan

Sales Events

- Sales Mission in Suzhou, Apr 20-21
- ITB China 2026 May 26-28
- Routes Asia in XiAn 2026 Apr 14-16

FAMS

- MATKA in January
- DMC FAM in May
- Midnight Sun Workshop in June
- Educational Travel FAM + workshop in Helsinki in September

PR

- Press releases & pitching
- Press and influencer trips
- Other activities TBC

SoMe

- Always on content on Weibo, WeChat and Red Book

Joint Promotions

- OTA Campaign – snow free season
- Supporting materials for key TO partners
- Knowledge Bank

PR and Social Media update China

PR & Media Activities

China market

Visit Finland's PR activities in China have included a limited number of press releases and proactive pitches, as well as media and influencer visits – all in close collaboration with our Beijing-based PR agency. So far in 2025, we've hosted one group press trip and one influencer group trip. In addition, we organised media interviews in Beijing and Shanghai during the Visit Finland China Roadshow in March.

Coverage Highlights Q1-Q3 2025

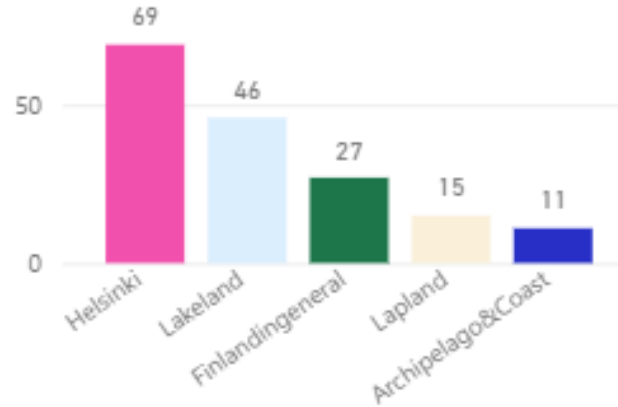
- 126 Media Hits
- Average Visibility Score 68 %
- Brand Building Effect 46.3 million
- Average Tone 2.94/3.00
- Media highlights: Cosmopolitan China, ChinaDaily.com.cn, Conde Nast China, Robb Report China
- Content Creators: @丁丁旅行 (Dingding Travel), @小小小苔藓 (Little Moss), @M梦初 (Mengchu), @杨宝迪 (Yangbaodi), @潘潘三条 (Pandy), @胡非为 (Feiwei)

1. The average **Visibility Score** talks about attention, e.g., an article can be expected to get.
2. **Brand Building Effect** is an estimate of the number of media consumers that have seen the article.

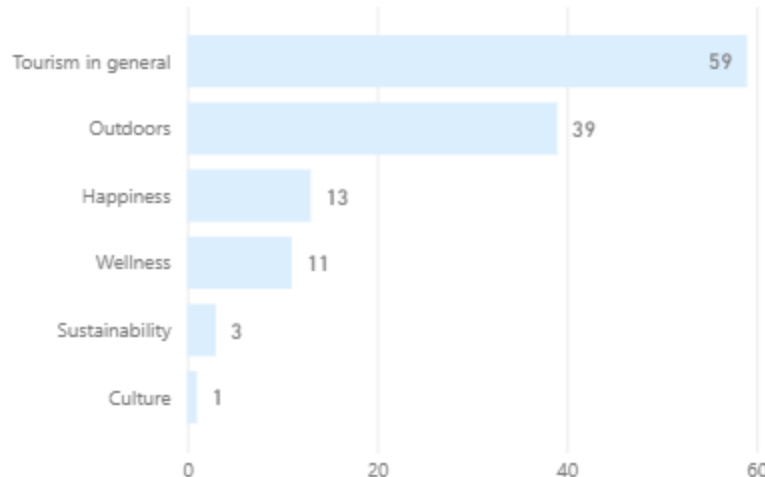


PR work results, China Q1-Q3/2025

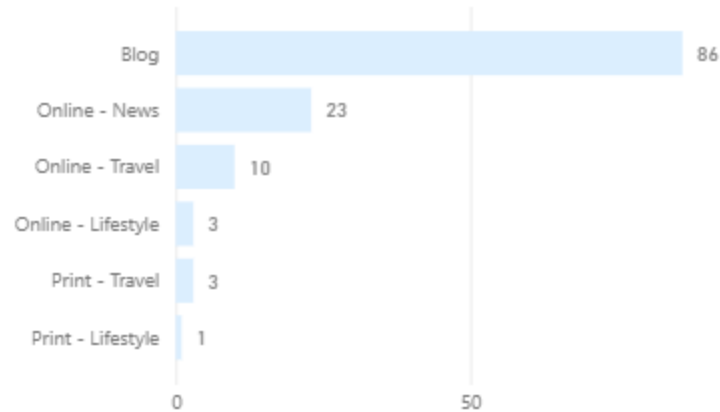
Number of hits by Region



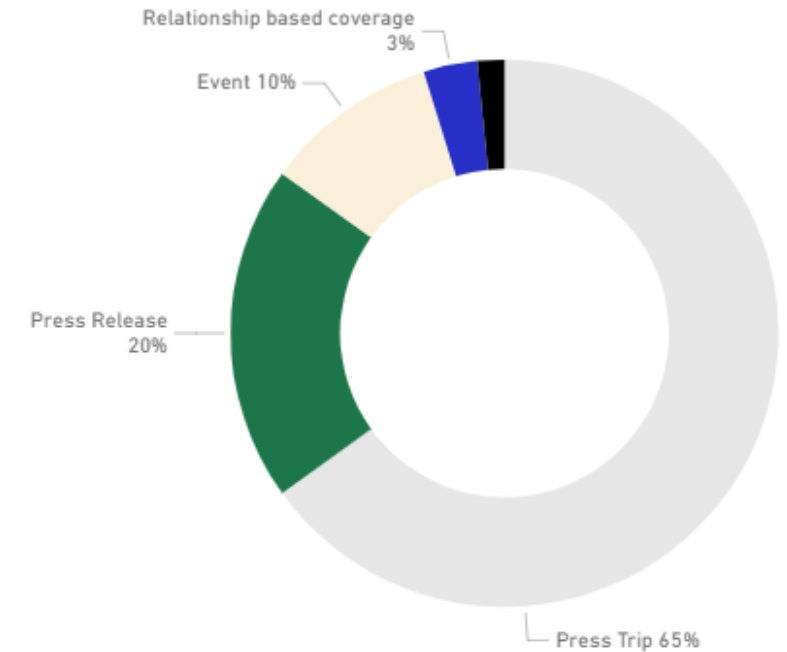
Number of hits by Theme



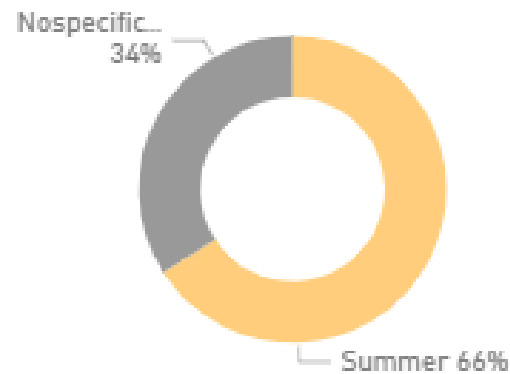
Number of hits by Media type



Share of hits by Origin



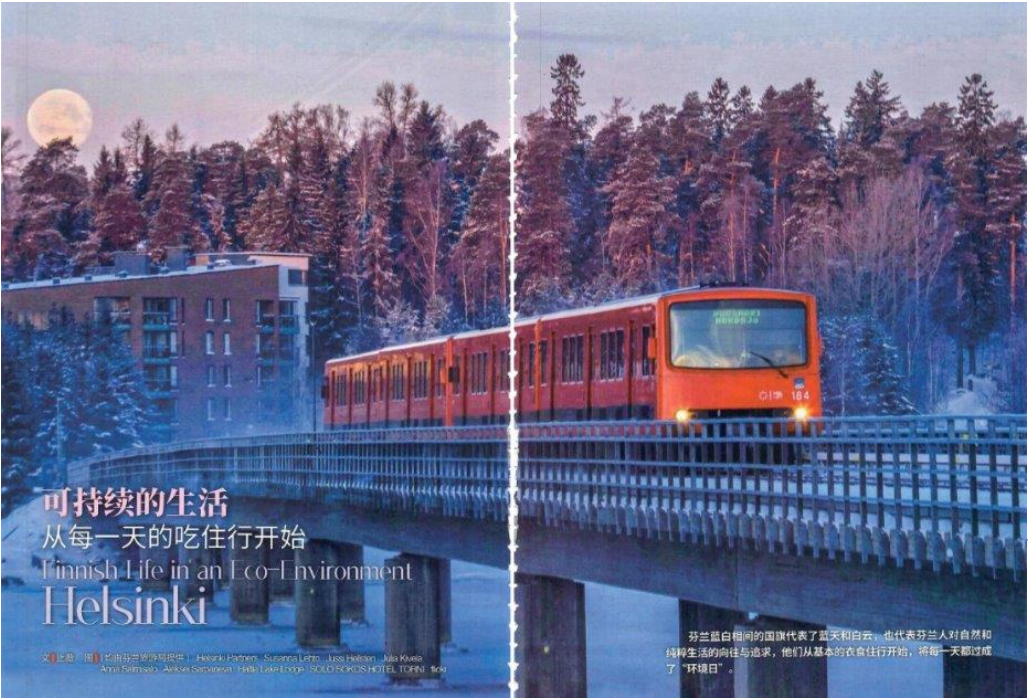
Season



Coverage Highlights

- Helsinki has been the most popular region with 69 hits.
- Summer was the most popular season with 66% hits.
- Tourism in general was the most popular theme (59 hits), followed by outdoors (39 hits) and happiness (13 hits).
- The biggest share of the hits were blog posts and resulting from our influencer trip.

Coverage Highlights



中国稳居芬兰亚洲第一大客源国 芬兰期待2035年实现碳中和旅游

2025年04月03日 06:40 产经参考



头条号入驻



产经参考
文化、艺术、旅游、
蓝

- 第六届晋公盟主题两岸文创设计大赛
- 北京市顺义区小微企业协会·创新引
领小微企业发展
- 难忘的旋律四川省基层群众文艺大赛

财经自媒体联盟

今日推荐 优秀作者 看片指南

北欧仲夏夜图鉴

仲夏节×芬兰
● 6月21日

每年6月的倒数第二个星期六是芬兰的仲夏节，开启一年中日照最长的时间。在北部的拉普兰，太阳甚至会足足高挂两个月之久。庆祝仲夏节的前一晚开始，人们会点燃传统的篝火，期盼用火光和喧闹声来驱赶邪灵恶魔。在受北欧文化影响更深的奥兰群岛和芬兰西海岸，会在高高的柱子上装饰针叶、三角旗和花环，人们认为美丽的仲夏花柱会带来幸福。

仲夏节期间，大部分芬兰人都会选择回归大自然，去到森林或者湖边的小木屋度过。在仲夏夜这天以桑拿洗去浮尘、迎接盛夏；单身的女孩们做完桑拿后，会把扑打身体的白桦枝束绑上房顶，据说树枝正对的方向就是未来恋人出现的方向。除此，还会烧烤、钓鱼，或是在午夜阳光中徒步和骑行。活动归来，吃上一碗夏季刚收获的鲜草莓，或是清甜的甜豆泥，心满意足。



丹麦 / 骑行看风景

在丹麦，骑行是全民推崇的旅行方式。人们将平坦的地势优势，建设了超过12000公里的自行车道以及11条国家级景观骑行道。旅行者可以轻松便捷地在自行车租赁处找到一台适合自己的车，骑行探访丹麦的城市与乡村。



芬兰连续八年蝉联全球最幸福国家，秘诀竟藏在桑拿文化中

微头条 2025-03-21 11:50 山东

AI导读 · AI导读带你速览精华

当世人都在好奇芬兰何以常年稳居世界幸福榜首位时，这个国家深邃的桑拿传统或许能给出耐人寻味的答案。芬兰国家旅游局通过芬兰桑拿幸福层次金字塔模型解读了这一现象。

旅新网讯 3月20日，联合国最新发布的《2025年世界幸福报告》(United Nations World Happiness Report)再次将芬兰列为全球最幸福国家，这已是芬兰自2018年以来连续第八年蝉联此桂冠。2025年的世界幸福报告从新视角特别指出社会联结、共享与关怀对幸福感提升的重要性。

芬兰人对这一殊荣倍感自豪与感激。尽管桑拿并非国民幸福的唯一元素，它无疑是最核心、最能凝聚民族精神的元素之一，90%的芬兰人每周至少蒸一次桑拿。



Coverage Highlights

Group influencer trip to Lahti & Helsinki in August

Weibo:

Posts: 30

Reach: 42,705,000

Engagement: 118,257

Red:

Posts: 27

Reach: 3,948,000

Engagement: 7,132

Other Platforms:

Posts: 25

Reach: 2,966,000

Engagement: 291



A photograph of a person walking away on a dirt path through a dense forest of tall, thin trees. The sun is low in the sky, creating a warm, golden glow and long shadows. The person is wearing a blue jacket and dark pants. The forest floor is covered in green grass and small plants.

China social media channels

January-October 2025 results

Weibo

January-October 2025

- **5,200 total engagements** (likes, comments, reposts), which is **below 2024 levels** but in line with our Nordic competitors (Sweden and Norway)
- **KOL collaborations remain key** to driving engagement on Weibo
- Despite lower interaction, **organic impressions is high at 7.7 million**, showing strong visibility without paid promotion
- We have **692,500 followers**
- Top-performing themes: **winter landscapes** (especially Lapland) and **culture** (especially videos)

Top performing:



Winter & snowy landscapes



Culture

WeChat Posts & Channels

January-October 2025

WeChat Posts:

- **5,300 total engagements and 41,000 impressions in line with 2024 performance and similar to Nordic competitors**
- **80,600 followers, with 2,000 new followers this year**
- **Best-performing themes: winter landscapes (especially Lapland) and culture-related content (particularly videos)**

WeChat Channels:

- **7,300 total engagements and 196,100 impressions, which is in line with 2024 performance**
- **8,000 followers**
- **Best-performing themes: nature and cultural content**

Top performing:

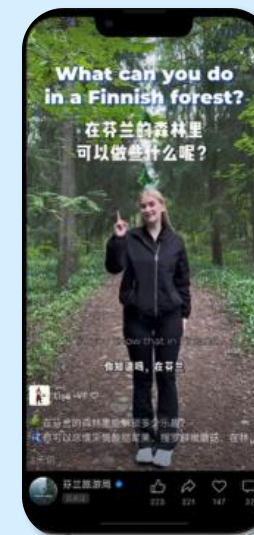


Culture
(Happiness &
midsummer
traditions)



Outdoor &
adventure

Urban culture



Nature



NEW!

RedNote launched in June 2025

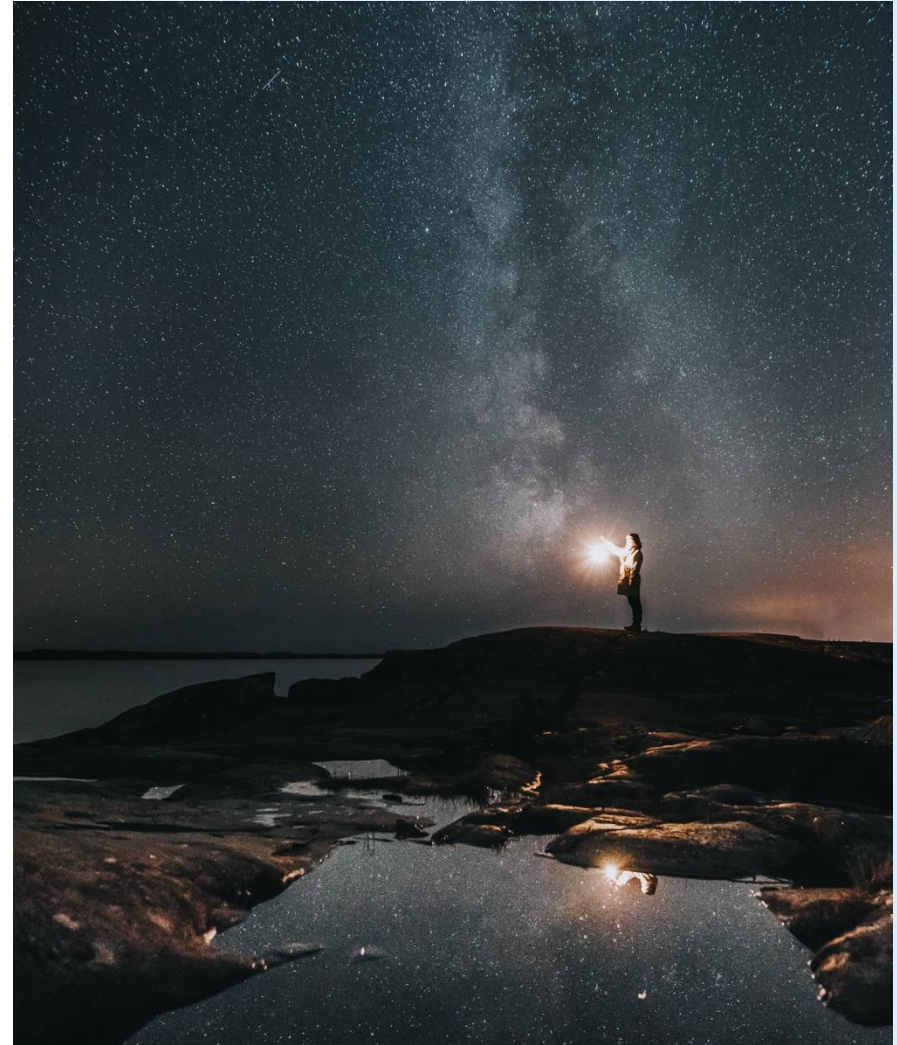
- Launched in June 2025, with a current following of 1,850 users
- Focus on **visually appealing content**, using a mix of images and videos
- **Travel is a trending topic** on the platform, making it a natural fit for Visit Finland
- Widely used by **KOLs**, and having our own channel opens up more **collaboration opportunities**, for example, featuring our recent **influencer visit to Finland**
- **Nordic competitors** (Norway, Sweden, Denmark) are also active on RedNote, making our presence important

Examples of content:



Summary

- **Total reach remains strong**, with **Weibo alone reaching 7.7 million people organically**
- **Total engagements are slightly below or in line with 2024 results with approx. 18,000 engagements** across Weibo, WeChat Posts and Channels
- **WeChat Posts** shows **steady follower growth (+2,000)**, while **Weibo** and **WeChat Channels** have seen **no or limited growth**
- **RedNote**, launched in June, is still small in scale (**1,850 followers**) but holds **strategic value** for future influencer collaborations



2025 Highlights

MATKA 2025



6RenYou



Utour Product Launching



VF China Roadshow 2025



3 roadshow events in Hongkong, Beijing & Shanghai
2 group media interview
1 reception in CG Residence in Shanghai
24 Finnish companies in Hongkong, **26** in Beijing & **27** in Shanghai
184 travel professionals
964 match-making appointments
4.9 in satisfaction survey

VF China Roadshow 2025



- 3** roadshow events in Hongkong, Beijing & Shanghai
- 2** group media interview
- 1** reception in CG Residence in Shanghai
- 24** Finnish companies in Hongkong, **26** in Beijing & **27** in Shanghai
- 184** travel professionals
- 964** match-making appointments
- 4.9** in satisfaction survey

Tourism Plus Shanghai 2025 – Tailor-made Travel Forum




Visa 1-1 Meeting in Shanghai and Beijing

[View checklist](#)

☒ **Educational group travel (for minors) - 教育团体旅行(未成年人)**
Select this checklist if your main purpose of the journey is educational group travel such as school camps, study tours and sister school visits. This checklist is also for accompanying adults.

如果您的旅行主要目的是教育团体旅行，如学校营地、研学和姐妹学校访问，请选择此清单。
此清单也适用于陪同的成年人。

 Please note that the checklist of required documents shall be filled in and printed out together with the online visa application form.

Educational group travel (for minors) - 教育团体旅行(未成年人) [Print checklist](#)

Visa application form with a photograph

Schengen visa application form shall be duly completed, dated and signed by the applicant. To see the visa application photo specifications, please, click https://www.icao.int/Security/mrtd/Downloads/Technical%20Reports/Annex_A-Photograph_Guidelines.pdf.

申请表 + 照片1张
申请人填写完整、注明日期并签字的申根签证申请表。查看关于签证申请照片的信息请点击 https://www.icao.int/Security/mrtd/Downloads/Technical%20Reports/Annex_A-Photograph_Guidelines.pdf.

Travel document

The travel document must be valid for a minimum of three (3) months after the planned journey, issued within the previous 10 years and have at least two (2) blank pages.

护照/旅行文件
护照应在过去 10 年内签发，且要在行程结束后仍有至少 3 个月的有效期。护照应有至少 2 页的空白页

Other travel documents

Incl. possible another valid travel document and/or previous travel documents with previous Schengen visas issued within last 59 months.

其他护照/旅行文件
包括可能是过去59个月内签发的另一本有效旅行证件和/或曾具有申根签证的旅行证件。

Travel medical insurance

Travel medical insurance must be valid for the duration of travel and cover the entire Schengen area. An applicant for a multiple-entry visa may provide an insurance policy, which is valid during the first trip. The minimum coverage of the policy must be 30 000 (thirty thousand) euros. The policy has to cover costs in case of sudden illness or accident and assistance on site, including the costs of medical repatriation to the place of permanent residence of the insured person or the repatriation in case of death.

Name in pinyin.

New checklist for Educational Travel visa application was introduced after the meeting

DMC FAM in Salla, Posio and Syote



Delegation visit to Guangzhou/Guangdong Government and Chinese Airlines (China Southern Airlines & Shenzhen Airlines) together with Ambassador of Finland and Finavia

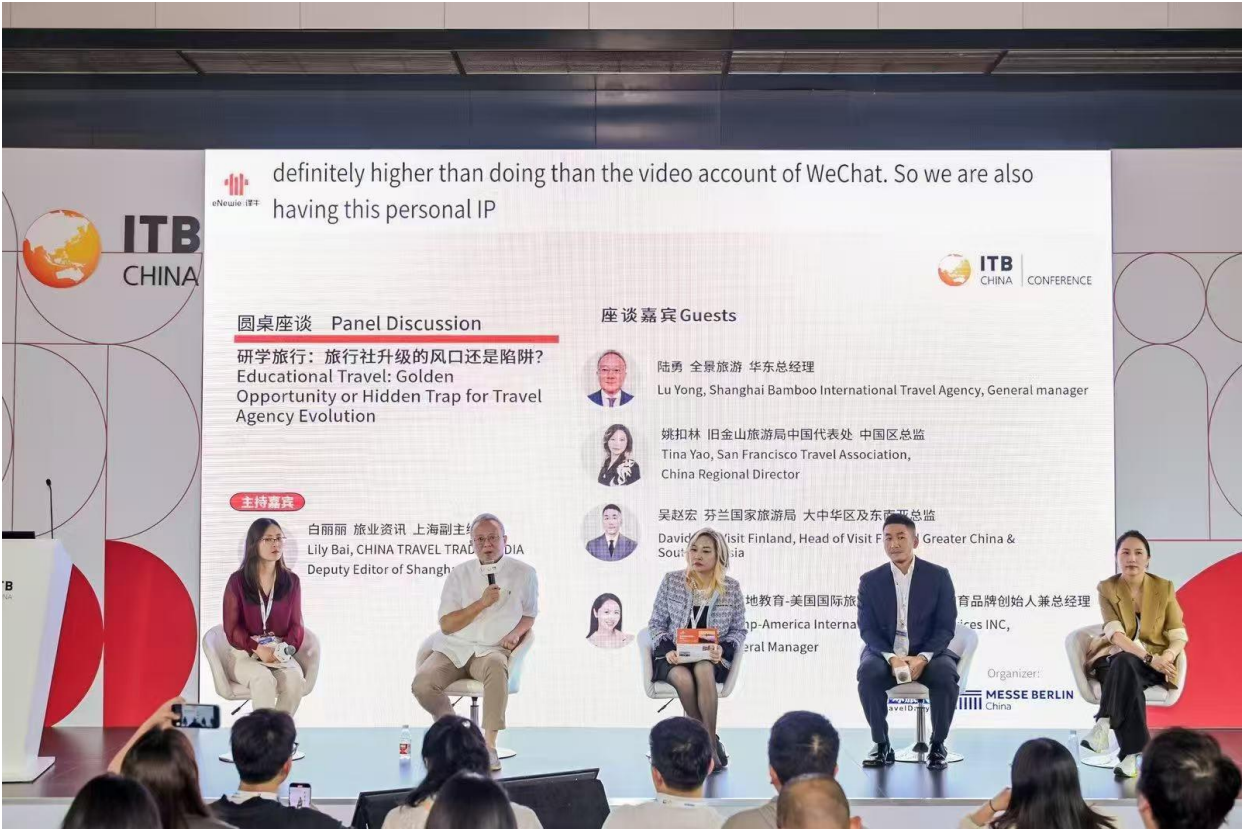


Meeting with Mayor of Guangzhou city & team
Meeting with Vice Governor of Guangdong Province
Meeting with China Southern Airlines
Dinner with key tour operators in South China
Meeting with Shenzhen Airlines

Joint Sales call with Finnair in Guangzhou



ITB China 2025



VF, Finnair, Wild About Lapland & Arctic China on the joint booth; Kylin Travel, Kisakalio & Magic Pond Resorts have their own booth
700+ exhibitors
20,500 trade visitors

Educational FAM & Workshop in September



Routes World in Hongkong



Finland – China 75-year of Diplomatic Relationship



Utour Tourism Festival in Beijing



ITB Asia 2025



Trip.com Global Partner Summit in Istanbul



Materials and links

Important links

Seminaarien satoa (Presentation materials)

- <https://www.visitfinland.fi/ajankohtaiset/seminaarien-satoa>

Matkailun tapahtumat (Visit Finland events):

- <https://www.visitfinland.fi/ajankohtaiset/matkailun-tapahtumat>

Toiminta markkinoilla (Market specific sites):

- <https://www.visitfinland.fi/toiminta-markkinoilla>

Uutiskirje (VF FI newsletter):

- [Tilaa uutiskirje](#)

Bi-annual market reports are published!

- Visit Finland's country managers publish market reports twice a year, in May and November.
- Bi-annual market reports provide current insights into Finland's position in each market, highlight key consumer trends, present an industry overview, and offer a preview of the upcoming season.
- You can find the reports on the market subpages under Toiminta markkinoilla:
<https://www.visitfinland.fi/toiminta-markkinoilla>



Toiminta markkinoilla

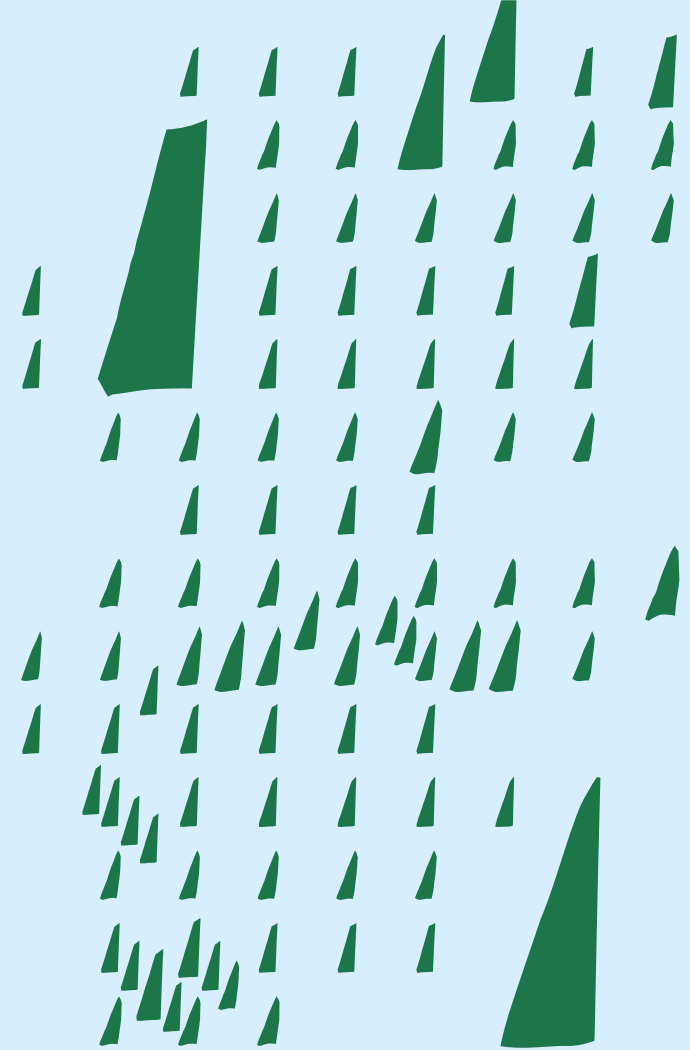
VISIT FINLANDIN KOHDEMARKKINAT

Visit Finlandin markkinavalintoja ohjaavat strategiset painopistealueet matkailualan taloudellisen kasvun, kestävän kehityksen ja kilpailukyyn vahvistamisessa.

Upcoming Market outlook webinar

UK and USA on Thu 27th Nov at 15.00-16.00

Register: [UK and USA market outlook](#)



Kiitos!

Visit Finland www.visitfinland.com

Facebook
facebook.com/visitfinland

Instagram
instagram.com/ourfinland/

Twitter
twitter.com/OurFinland

Youtube
youtube.com/user/VisitFinland