

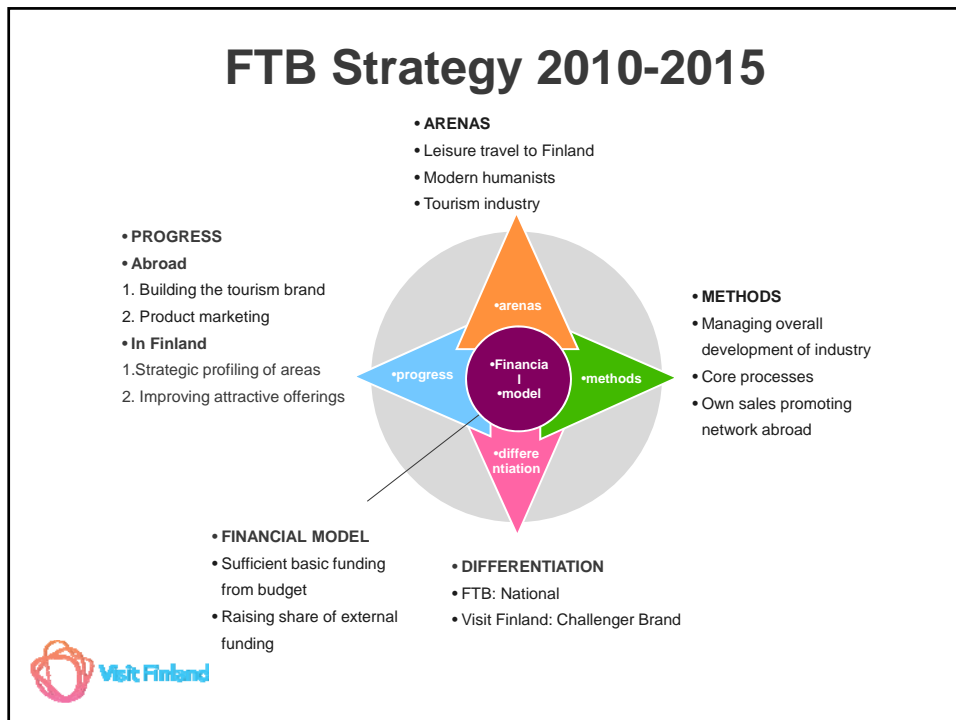
Finnish Tourist Board (FTB) – commercially called VisitFinland

- Government agency
- established in 1973
- under the auspices of Ministry of Employment and the Economy
- state budget 10 meur
- 30 employees
- Visit Finland representatives in 11 markets (Russia, Sweden, Germany&Benelux, UK, France, Italy, Spain, China, India, Japan, USA)
- FTB's main task: promote travelling from abroad to Finland
- mainly focus on leisure travelling
- from beginning of 2011 also Meetings Industry
- FTB not involved in domestic travelling




- priorities:
 - country branding supported by product promotion
 - market intelligence
 - co-ordination of larger product development entities (themes)
 - product development themes are
 - winter, snow and Christmas
 - outdoors (=summer activities)
 - wellbeing
 - culture and events
 - marketing activities shifting towards e-marketing, global campaigns, social media
 - target groups identified on the basis of their values, not gender, age groups or the like
 - off-line guides traffic to on-line (Visit Finland web pages, 10 languages)





Target group based on values

- Our primary target group consists of some 15 per cent of the world's travelling population, the "modern humanists".
- Travelling to a country like Finland appeals to the values and attitudes of the selected target group (RISC and VALS).
- Not everyone in the tourism business tries to market to this particular segment. This means that the target group can be reached at lower cost.



Who are the 15 %?

- Modern humanists have already seen the metropolises of the world. They are open to new experiences and self-development. They appreciate most of all the quality of life and taking responsibility for things (nature and purity).



Markets

- Group A
 - Sweden and Russia:
Product and tactical marketing
- Group B
 - Germany, France, UK, Spain, Italy and the Netherlands:
Brand marketing supported by product marketing.
- Group C
 - China, Japan, India and the United States:
Primarily brand marketing.



Conceptualisation of product themes

- The basic identity of Visit Finland consists of four qualities: credible, contrasting, creating and relaxed or cool.
- Based on Visit Finland's core values, the tourism themes have been developed for Finland that are based on motives and are thus closer to the ideas of consumers.



VISIT FINLAND BRAND ATTRIBUTES: 4 Cs



•CREATIVE



*11

•COOL



*12

•CONTRASTING



•CREDIBLE



Communication of product themes from the consumer viewpoint



Silence, please
Cottage holidays, sauna, nature, etc.

•Wild & Free
Safaris, ski resorts, fishing, etc.

•Cultural beat
Santa Claus, rally, design, health food, etc.



Product Marketing

1. b2b communication and events

- Sales Calls
- Net working events
- Sales Events (workshops)
- Trade Shows
- Educ Tours, Fam Trips
- Trade News

2. Joint Promotions with the travel trade (= Sales Promotion)



Objectives

- To increase tourism income (money)
 - Keep the good and valuable tour operators and distribution channels
 - Differentiate and increase their Finland production
 - Find new tour operators and distribution channels
 - Use the new distribution channels
 - Inform Finnish travel trade about the needs on the market
 - Inform foreign travel trade about the supply in Finland



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Educational Tours & Fam Trips 2011

- New products and destinations in Finland
- New operators from abroad
- Expand the production of existing operators

- To be negotiated individually with the Finnish travel trade
 - Travel Trade in Finland – land arrangements and costs
 - FTB – air/sea tickets
 - Objectives: number of new participants, number of new operators/products



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Joint Promotions 2011

- With tour operators abroad
- With Finnish Travel Trade
- With new distribution channels (eg. for instance product portals, social media)

- To be negotiated individually with the travel trade abroad and in Finland
 - Objectives (number of pax, number of new pax)
 - 50% finance from the travel trade



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EXPORT QUALIFICATION CRITERIA AND RECOMMENDATIONS

- To ensure that the products aimed to international markets and to be promoted with Finnish Tourist Board are of good quality to have a competitive edge.



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Criteria for companies aiming to international markets

QUALITY DEVELOPMENT

- The company is an active member in Quality 1000 (Quality development programme of Finnish Tourist Board) or is following any other recognized quality management programme. OR
- The company has systematically followed minimum a year its customer satisfaction and its products and services have been developed according to customer feed back. OR
- The company's products are included in a catalogue / programme of an international tour operator or an incoming operator

SUFFICIENT LANGUAGE KNOWLEDGE

- The company can serve the customers and has an Internet home page in English or in the language of its main target market.

TESTED BY USERS

- The product has been tested with a test group or real customers and is proven to be suitable for international markets.



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Recommendations for the products aiming to international markets

CUSTOMER POINT OF VIEW

- Target groups have been defined and their needs considered in the supply, e.g. individual traveler/group, guided/independent, theme, region, special needs (e.g. diet)

SUSTAINABILITY

- The company uses indicators of social responsibility

SAFETY

- The company follows branch-specific safety recommendations and regulations

NETWORKING

- The company is networking with other suppliers in order to provide sufficient capacity and an exhaustive service offering

THE PRODUCT DESCRIPTION INCLUDES:

- availability (time, date)
- accessibility (transport, transfers)
- interesting presentation of the product emphasizing the customer experience
- transparent and clear pricing information
- booking channels



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Recommendations for outdoors product development and export

- Each product group has its own recommendations
 - Cycling, wildlife watching, fishing, hiking, canoeing
- Detailed check lists for suppliers
- More detailed per products
- Criteria for FIT /Group products
- Criteria for Guided/ Non guided products
- Etc.
- More information in Finnish: www.mek.fi – tuoteteemat



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VISIT FINLAND MARKETING CYCLE 2011

BRAND DRIVEN CAMPAIGNS

I WISH I WAS IN FINLAND
Theme campaign: "Silence is Golden", Preliminary March - Aug: UK, Germany, France, Italy, Spain, Holland, India, Japan and China

I WISH I WAS IN FINLAND
Theme campaign: "Heart of Snow", Preliminary September-December: UK, Germany, France, Italy, Spain, Holland, India, Japan and China

BRAND BUILDING INTL FAIRS AND EVENTS

1 ITB Berlin, 9-13 Mar
2 WTM London, Nov

SEM / SEARCH ENGINE MARKETING
All markets, all year

PR
All markets, all year

EDUC TOURS
All markets, all year

BRAND BUILDING MEDIA VISITS

SILENCE, PLEASE

"Heart of Snow": Lapland, Jan-Feb
"CoCo - cozy cottage": Lakeland, June-August
"Water of Life": Lakeland, June-July

"Organic Harvest": Southern Finland, Aug-Sept

WILD & FREE

"Snowball War 'Yugikassen", Lapland, March
"Winter is spelled Finland", Lapland, Nov-Dec

CULTURAL BEAT

"Lavatasessit": Helsinki Region, July
"Beat Boost": Tampere, open
"Go-Go Archipelago": Archipelago, July
"Design": Helsinki Region, Sept

B2B PRODUCT EVENTS

1 VF WS Mumbai, New Delhi 3-4 March
2 VF China+Japan in Helsinki, 12 April
3 VF WS St Petersburg, 17 May
4 VF WS Moscow, 18 May
5 VF WS Kiev, 19 May
6 VF WS Paris, 27-29 Sept
7 VF WS Amsterdam, 27-29 Sept
8 VF WS Milan, 4-6 Oct
9 VF WS Madrid/Barcelona 4-6 Oct

"IN ASSOCIATION WITH" TACTICAL LOCAL MARKET CAMPAIGNS, PRELIMINAR

1 Russia
Summer campaign, mid May-Aug
Winter campaign, Oct =>

2 Sweden, Germany, UK, France, Holland, Spain, Italy and Switzerland
Summer and Winter campaigns and other co-operation activities concepts and schedules under work