

**Visit Finland**



# Growing China

David Wu, Marketing Representative, East China, Finpro Oy - Visit Finland





# AGENDA



1

China Outbound Tourism  
Market Overview  
& Current volume and  
development to Finland

2

Responsibilities &  
Actions

3

Case Study

4

Discussion



# 1

## **China Outbound Tourism Market Overview & Current volume and development to Finland**





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迪拜旅游局亚太区总经理Shahab Abdulla Ghulam Shayan接受媒体采访

## 美国旅游宣介费今年主投中国

最



。美国今年的2.5亿美元宣介费用将主投中国市场。

游办公室将与策划公司一道，制订并实施美方工作方  
入中国市场。美方还专门创办中文网  
增加中文标识，并鼓励旅游从业人员学习中文，为  
共办此次旅游年的热情源于中国强大的旅游市场。中  
首位，2015年中国公民出境旅游1.2亿人次，旅游花  
界争相争夺的对象。仅今年春节黄金周期间，中国赴  
游协会预计，到2020年，将有500万中国游客访美。

包括“千名游客游长城”，“美丽中国-海上丝绸之路美  
1旅游年闭幕式暨5000名中国游客访美等80多项精彩

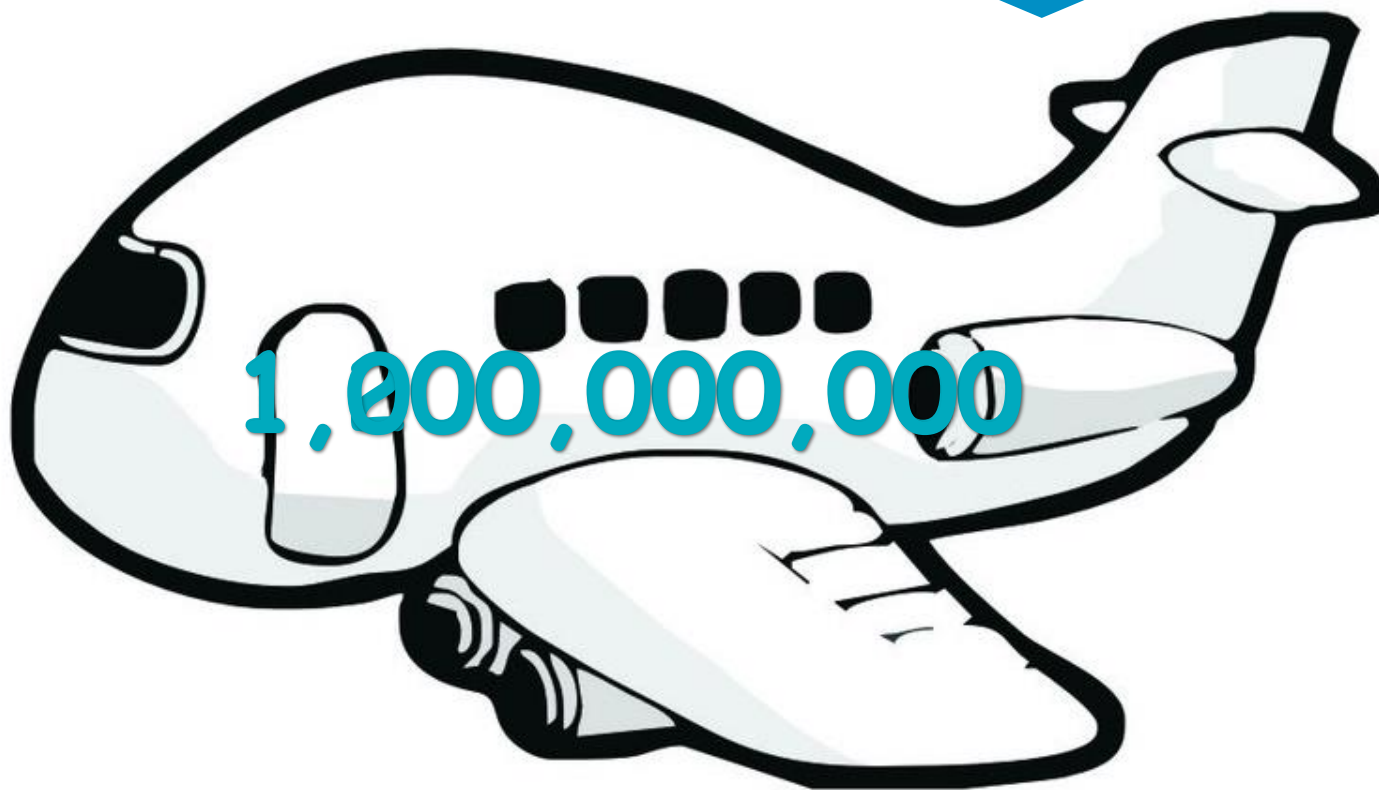
此次路演是迪拜旅游局近年来在中国区最大规模的一次巡回路演，与国内旅游业界合作伙伴、媒体

面对面交流。除旅游局代表之外，活动还邀请到包括迪拜著名景点、酒店、地接社和航空公司近40家展  
商共同参与。此次路演为迪拜与中国旅游从业者、旅游媒体搭建了直接的沟通平台，为大家带来了最新  
目的地信息，并展示了迪拜丰富的旅游资源。



# In the year of 2015...

Expenditure:  
104.5 Billion  
Top 1 in the world



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## Top Overseas Destinations for Chinese Travelers in the year of 2015

Rank	Destination	Rank	Destination
1	South Korea	8	Russia
2	Japan	9	Indonesia
3	Thailand	10	Malaysia
4	USA	11	Australia
5	Singapore	12	Italy
6	Vietnam	13	France
7	Cambodia	14	UK



# Nights spent by country of residence 2009-2016 (cumulative)

## WHOLE COUNTRY

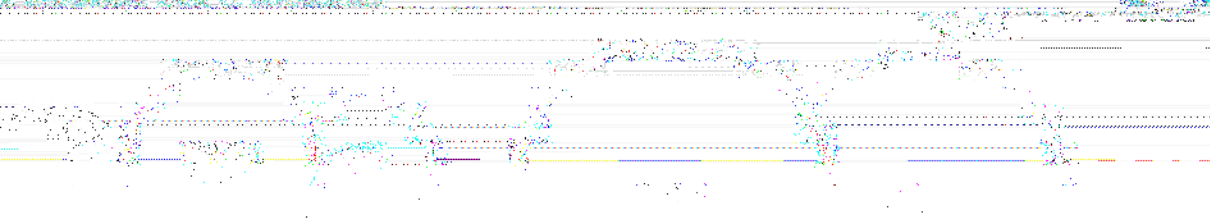
	WHOLE COUNTRY							
	2009	2010	2011	2012	2013	2014	2015	2016
<b>Total</b>	18,567,338	19,248,057	19,987,871	20,317,582	20,241,057	19,785,412	19,738,123	18,846,065
<b>Domestic</b>	13,677,332	14,242,989	14,480,403	14,514,623	14,380,610	14,075,072	14,227,773	13,733,489
<b>Foreign</b>	4,890,006	5,005,068	5,507,468	5,802,959	5,860,447	5,710,340	5,510,350	5,112,576
<b>Foreign excluding Russia</b>	3,910,480	3,948,644	4,220,870	4,296,059	4,240,028	4,370,814	4,727,502	4,483,829
<b>Europe</b>	4,033,708	4,112,427	4,501,036	4,703,927	4,699,318	4,486,065	4,127,712	3,664,072
<b>EU-28</b>	2,759,468	2,748,811	2,878,849	2,829,777	2,728,286	2,783,398	2,945,136	2,663,510
<b>Scandinavia</b>	740,278	771,678	831,128	816,468	796,935	814,064	845,626	811,250
<b>Asia</b>	375,174	406,708	459,446	504,328	584,668	591,342	728,806	753,263
<b>Oceania</b>	43,679	43,575	49,618	52,926	56,356	61,744	63,199	52,621
<b>Africa</b>	20,226	22,169	22,902	24,924	23,133	23,844	25,248	21,466
<b>America</b>	228,390	239,187	276,093	275,908	259,675	281,175	294,503	311,965
<b>Russian Federation</b>	979,526	1,056,424	1,286,598	1,506,900	1,620,419	1,339,526	782,848	628,747
<b>Sweden</b>	494,002	517,849	552,129	537,002	531,375	534,358	549,870	525,596
<b>Germany</b>	525,880	510,280	541,031	534,239	501,650	500,057	543,294	507,804
<b>United Kingdom</b>	464,292	406,272	389,037	405,541	454,604	446,792	471,869	315,427
<b>France</b>	212,887	213,414	213,588	217,886	214,248	215,393	230,090	210,378
<b>China and Hong Kong</b>	73,701	83,037	101,831	112,591	142,802	150,271	210,535	239,310
<b>Japan</b>	134,363	136,804	146,433	176,919	205,988	192,007	203,411	197,074
<b>United States</b>	166,893	178,482	201,854	198,725	187,245	204,036	202,546	219,306
<b>Estonia</b>	167,816	205,429	228,187	235,482	187,295	196,277	188,899	178,796
<b>Norway</b>	149,279	159,377	173,254	182,639	174,147	178,956	185,995	173,322
<b>Netherlands</b>	169,213	165,779	164,593	164,918	158,668	158,801	159,568	161,143
<b>Switzerland</b>	107,621	107,859	118,009	132,900	128,771	131,076	158,805	142,803
<b>Italy</b>	151,658	142,389	156,509	130,847	115,681	123,145	127,757	123,348
<b>Spain</b>	109,240	113,804	130,046	96,820	96,876	104,451	106,477	103,682

Units:

Source: Statistics Finland / Accommodation statistics



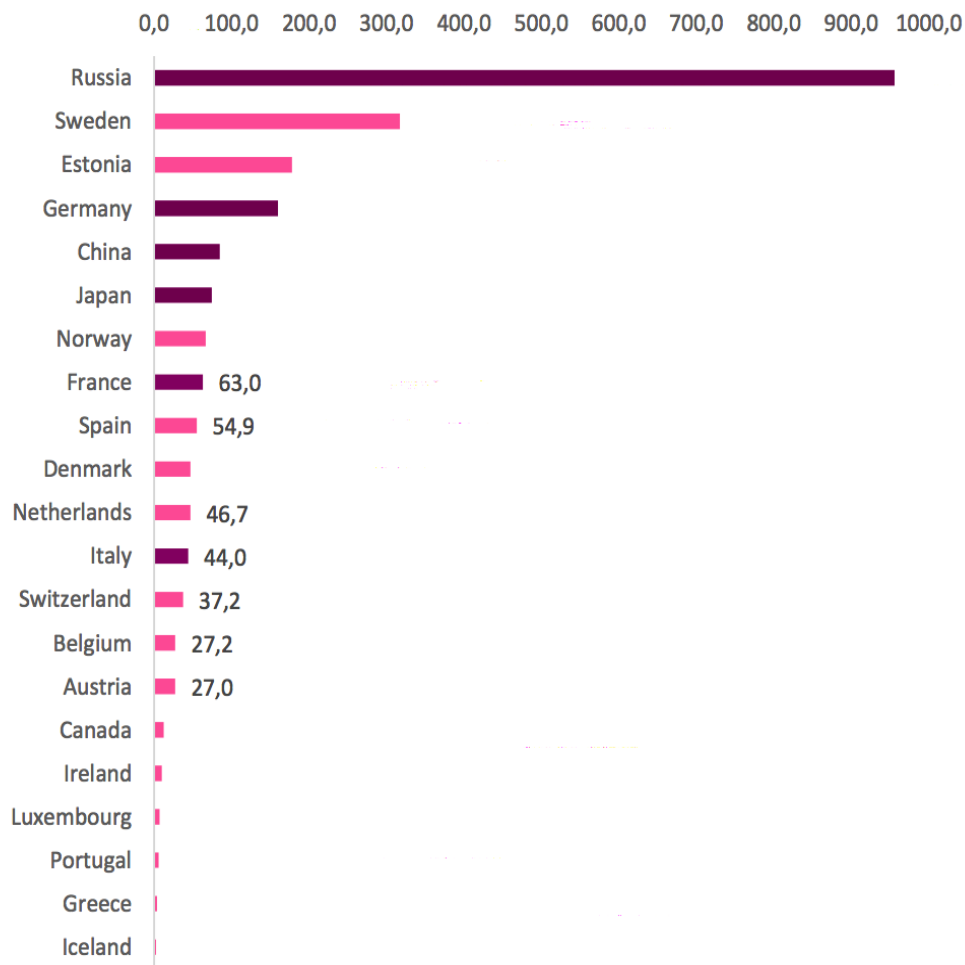
## Tourism and income flows to Finland





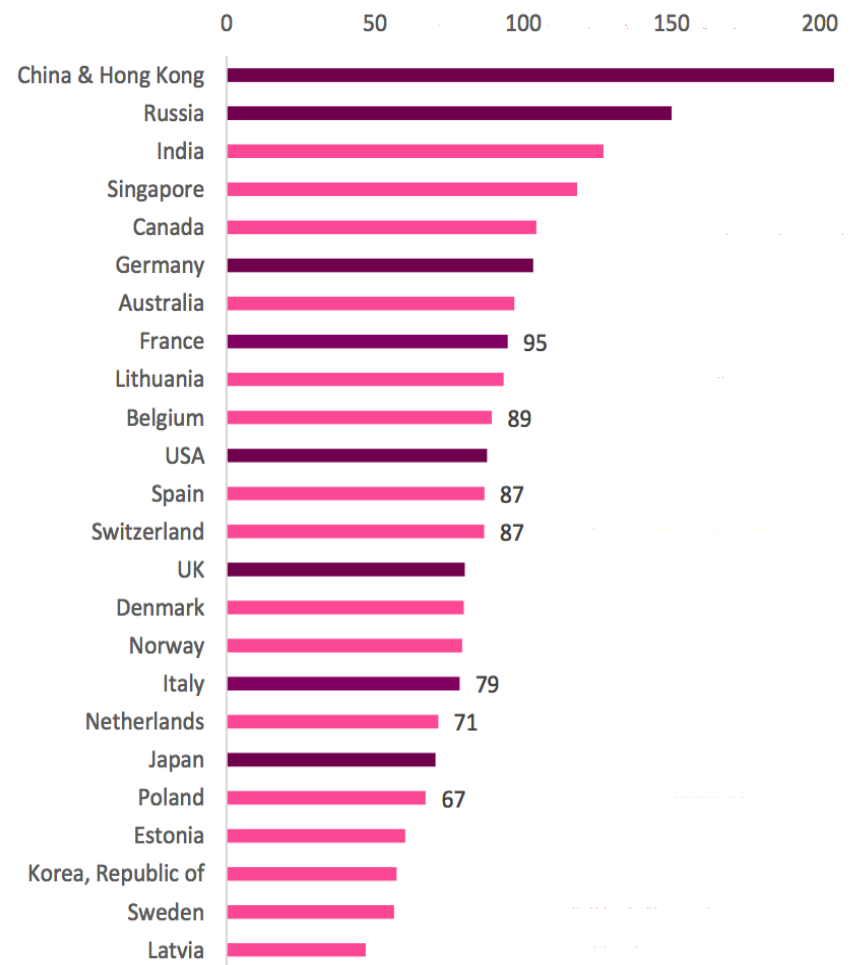
# Travel expenditure in Finland 2014

Travel receipts in Finland by country 2014, million EUR



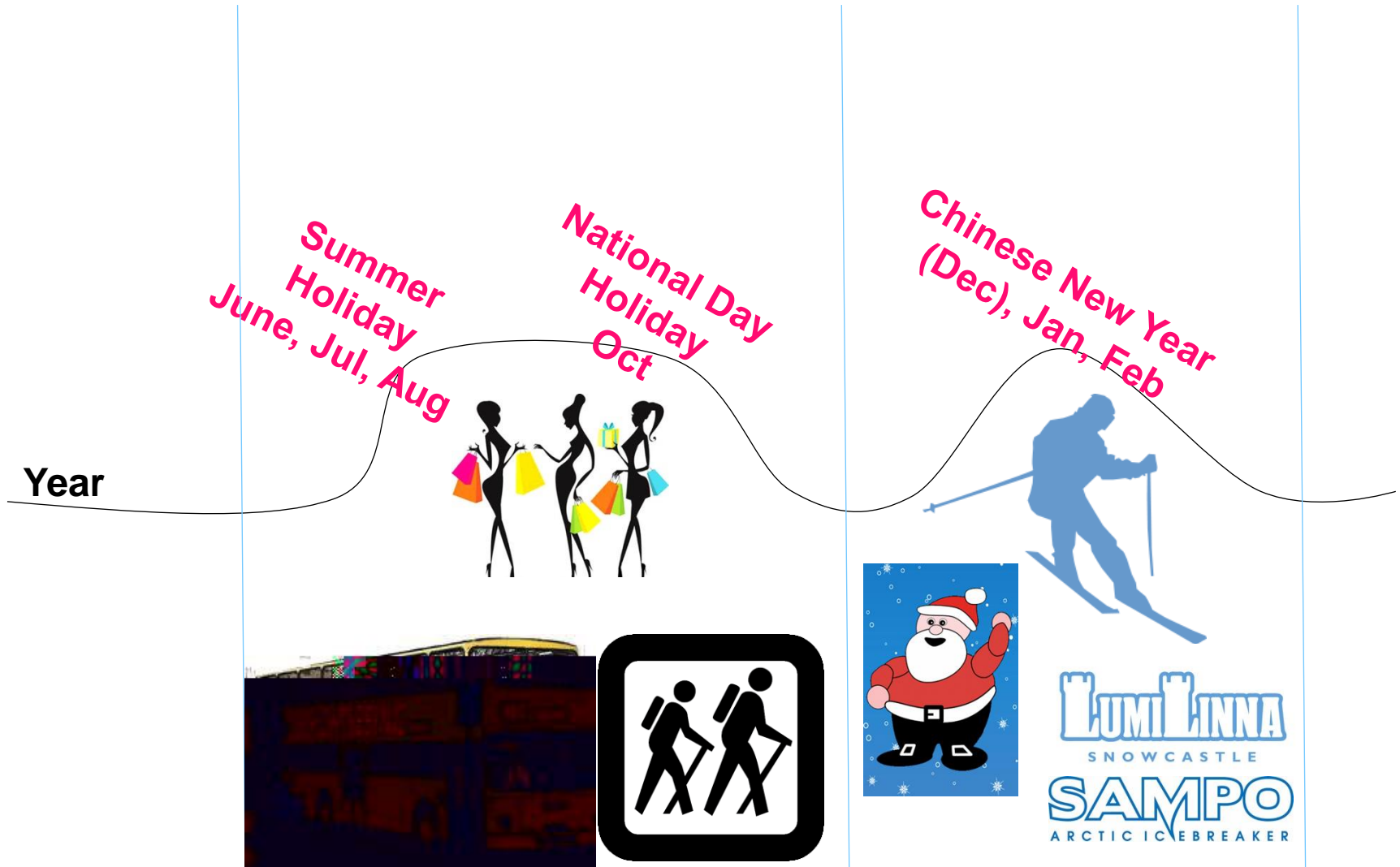
UK 116,5 milj. €  
USA 109,2 milj. €

Travel expenditure in Finland per visitor per day, EUR





# Travel Season and Demand for Chinese When Finland is the Destination







**21.7<sub>12</sub>**

**2016双11全天交易总额**

**感谢每一位亲！**

初步数据 未经审计





Offline VS.  
Online

Group VS.  
FIT

Sightseeing  
VS.  
Vacation



# 2

## **Responsibilities & Actions**



# Trade Relations

```
graph TD; A((Trade Relations)) --- B((VF Roadshow & Seminar)); A --- C((Sales Call)); A --- D((Trade FAM)); A --- E((Tactical Campaign));
```

VF Roadshow  
& Seminar

Sales Call

Trade FAM

Tactical  
Campaign







# Media Relations

```
graph TD; A(Media Relations) --- B(VF Roadshow/PR Event); A --- C(Media FAM); A --- D(PR/Newsletter);
```

VF Roadshow/PR  
Event

Media FAM

PR/Newsletter





**2015 Visit Finland “Meaningful Encounters” Photo Exhibition, Media Reception  
27.3.2015, Shanghai World Finance Center**



# Consumer Market

```
graph TD; A((Consumer Market)) --- B((Image Campaign)); A --- C((Digital/Social Media)); A --- D((Seminar/Event));
```

Image Campaign

Digital/Social Media

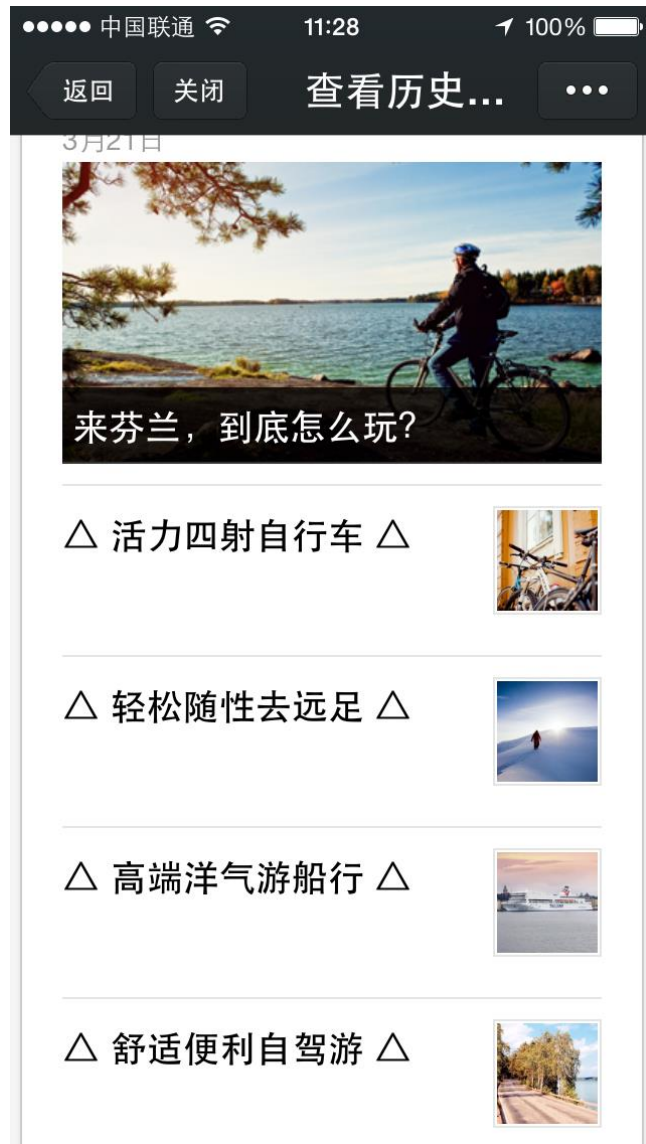
Seminar/Event





**2014 Visit Finland Summer Campaign  
Outdoor LED Screen Advertising in Shanghai**





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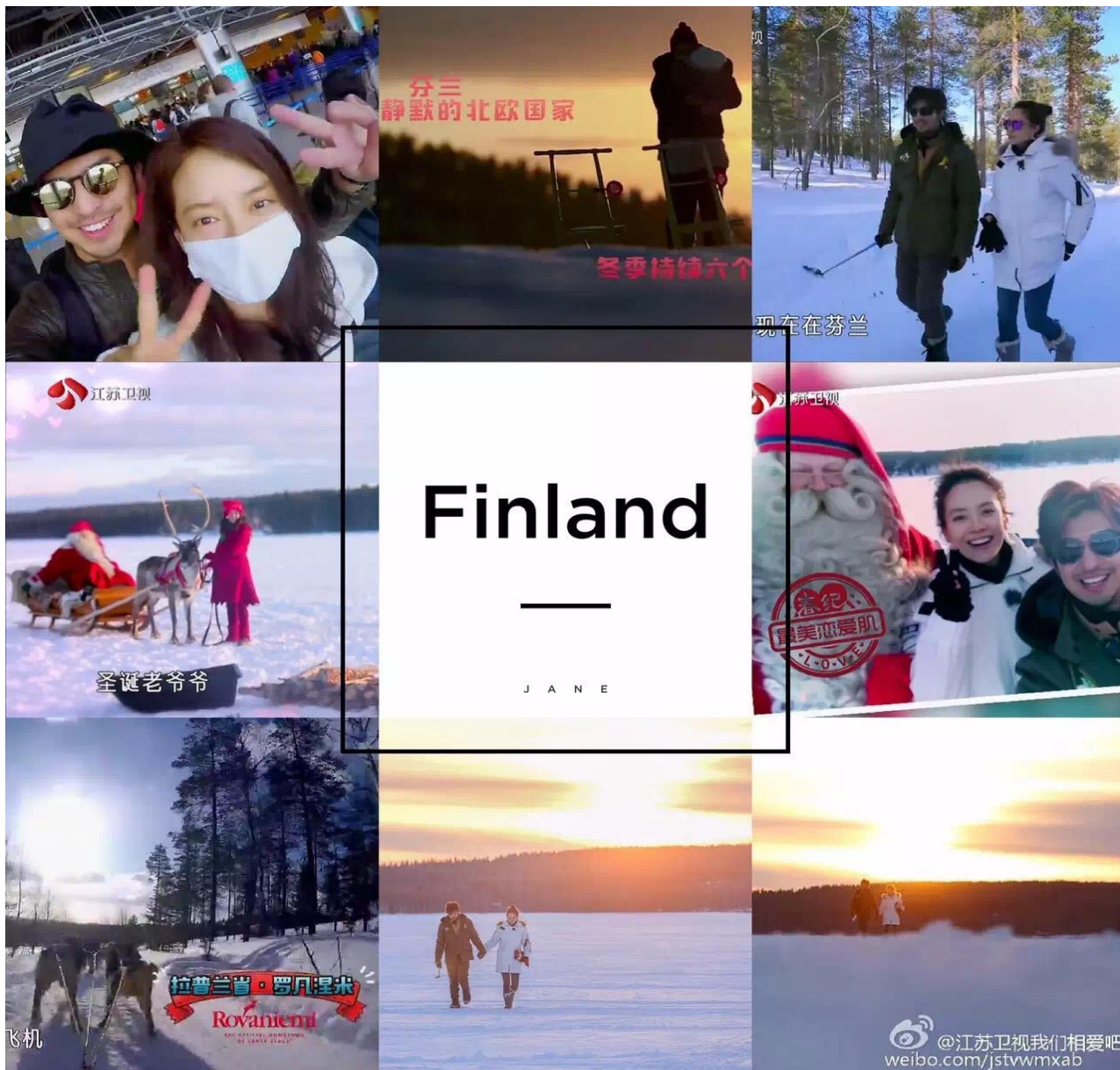
Visit Finland Weibo and WeChat



3

## Case Study





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## Views from Online Video Sites




*Online Views & Clicks:*

**350,000,000**



# 北极光

船 / Levi滑雪度假村+特色小木屋  
azer巧克力博物馆 / 爱沙尼亚塔林



极光

极光是人生必看的自然奇观之一 极光


只会在北极圈的范围内才会经常看到，芬

兰北部拉普兰地区的四分之三处在北极圈

内，见到北极光的机会大约是十分之三，

入住芬兰独有的玻璃穹顶屋，奢侈任性的

等待奇迹的发生




**冬季限定**

# ND A MAGIC 魔法

## 北极光光

———★

地世界  
空的舞蹈



等待幸福极光的到来；  
到极光的机率；  
雪地狂欢；  
时海域；  
烟雾桑拿浴温暖寒冬；  
套餐、交错结合优质中餐；

价格：RMB **32000** 元  
价格：RMB **39000** 元

\*会有部分调整，以详细行程单为准



# AliTrip Aurora Project



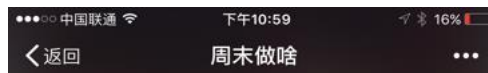
Visit Finland



# AliTrip Aurora Project

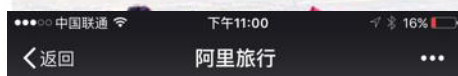


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▲在北极圈寄一封独一无二的明信片

前段时间大火的《我们相爱吧》里面，宋智孝和“大仁哥”陈柏霖这对CP也是去了芬兰哦！还一同在圣诞老人村里寄了明信片，这个狗粮都散布到芬兰啦~

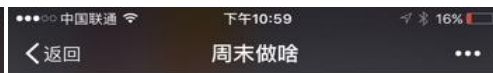


如果有人带你去伊瓦洛的玻璃穹顶看极光，就嫁了吧

2016-07-13 阿里旅行

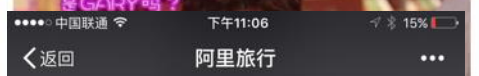


如果一生要和最爱的人去做一件事，那一定是去芬兰的伊瓦洛，住在玻璃穹顶小屋，一起躺着仰望北极光。



▲圣诞老人村

罗瓦涅米可是公认的圣诞老人的故乡~除了可以感受最原汁原味的圣诞氛围，还能从一脚跨越北极圈，拿到证书！简直酷到不行~哈哈



我们相约伊瓦洛极光之下，不见不散！



阅读原文 阅读 10890 18

投诉



# AliPay 1212 Promotional Event in Finland





4

## Discussion



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**Thank you!**  
**Kiitos!**