



**Visit Finland**



# VF Academy - Japan

## Hämeenlinna

### August 30, 2018



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# VF main messages - Japan

## Northern lights and nature

- Northern Lights
- Soft activities in pure nature
- Finnish nature lifestyle
- Healing

## Design and lifestyle

- Design
- Shopping
- Finnish urban Lifestyle
- Food, breweries and distilleries

## Sauna

- Finnish Sauna
- Slow lifestyle
- Healing
- Traditional saunas and trendy city saunas

## Moomins



# Visit Finland 2019 activities - Japan

- Matka 2019 pretour
- PR event for Moomin park opening, March 2019
- Tumlare workshop, April 2019
- Kansai airport event, May 2019
- Hankyu department store Nordic fair in Osaka, May 2019. Finland will have strong presence in the fair
- Visit Finland workshop, summer 2019
- Tourism Expo, Sep 2019, Osaka. Participation to be decided
- MoiMoi workshop, Sep 2019
- Activities concerning Finland-Japan 100 years of diplomatic relations



# Sauna campaign

- Promoting Finnish sauna to Japanese market
- 1st stage of the campaign includes 30 saunas (incl. 2 from Japan)
  - Targeting 100 saunas in 2019
- Goshuin-cho stamp book will be the key elements for the campaign
  - To become sauna-master, 10 stamps needed
- Campaign also contains special site, relevant competitions through 2018-2019, PR and media events and **SOME** promotion





# Facts and figures



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# Air arrivals from Japan grew by 7% in 2017

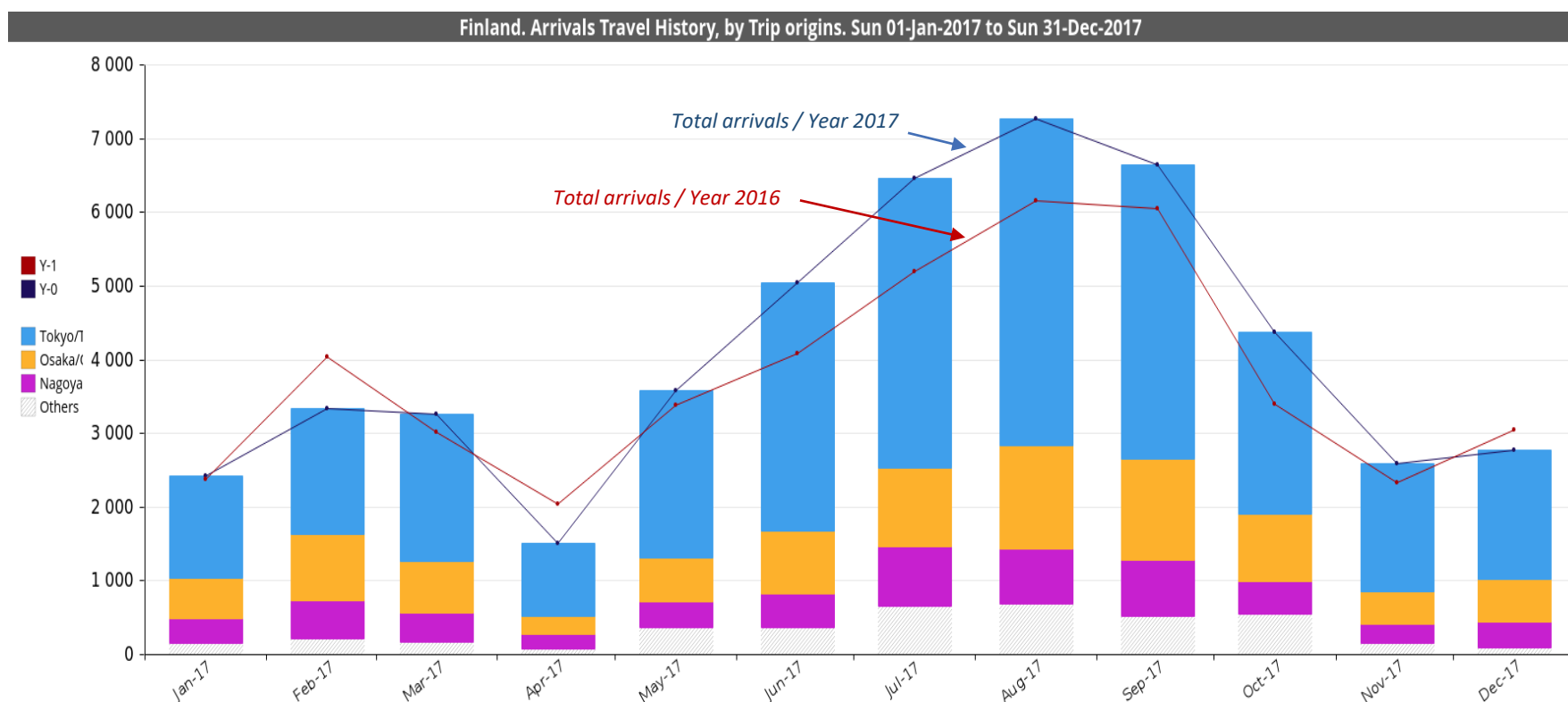
- During the year 2017 travel from Japan to Finland grew by 7%.
- The share of arrivals from Tokyo was 59%, Osaka 21% and Nagoya 12%.
- Arrivals from Tokyo increased the most (+15%). Arrivals from Osaka grew by 5%, while arrivals from Nagoya decreased by 8% compared to 2016.

*The data is based on air reservations made from travel agencies worldwide (Retail, Online, Corporate and Other TA's). It does not include the reservations made directly on airline websites.*

	Year 2017		
	Jan-Dec 17	Var.%	Share
<b>TOTAL INTERNATIONAL</b>	<b>937 901</b>	<b>7,6%</b>	<b>100,0%</b>
<b>SELECTED SM</b>	<b>378 365</b>	<b>7,8%</b>	<b>40,3%</b>
<b>Germany</b>	<b>116 035</b>	<b>-3,1%</b>	<b>12,4%</b>
-Frankfurt (DE)	30 033	-3,4%	3,2%
-Munich (DE)	24 356	-10,0%	2,6%
-Berlin (DE)	20 570	12,7%	2,2%
-Dusseldorf (DE)	17 703	-7,9%	1,9%
<b>China + Hong Kong</b>	<b>69 194</b>	<b>29,8%</b>	<b>7,4%</b>
-Shanghai (CN)	24 316	48,3%	2,6%
-Beijing (CN)	20 304	15,2%	2,2%
-Hong Kong (HK)	18 954	30,3%	2,0%
-Guangzhou (CN)	2 466	39,6%	0,3%
<b>United Kingdom</b>	<b>72 490</b>	<b>5,9%</b>	<b>7,7%</b>
-London (GB)	53 165	6,9%	5,7%
-Manchester (GB)	11 698	-1,4%	1,2%
-Edinburgh (GB)	2 600	3,4%	0,3%
<b>U.S.A.</b>	<b>43 226</b>	<b>8,4%</b>	<b>4,6%</b>
-New York City (US)	8 627	14,4%	0,9%
-Chicago (US)	3 633	22,5%	0,4%
-San Francisco (US)	3 235	9,7%	0,3%
<b>Japan</b>	<b>55 041</b>	<b>7,3%</b>	<b>5,9%</b>
-Tokyo (JP)	32 721	14,7%	3,5%
-Osaka (JP)	11 314	5,0%	1,2%
-Nagoya (JP)	6 542	-8,3%	0,7%
<b>South Korea*</b>	<b>22 379</b>	<b>22,1%</b>	<b>2,4%</b>
<b>OTHERS</b>	<b>559 536</b>	<b>7,5%</b>	<b>59,7%</b>

# Monthly comparison year 2017 vs. 2016

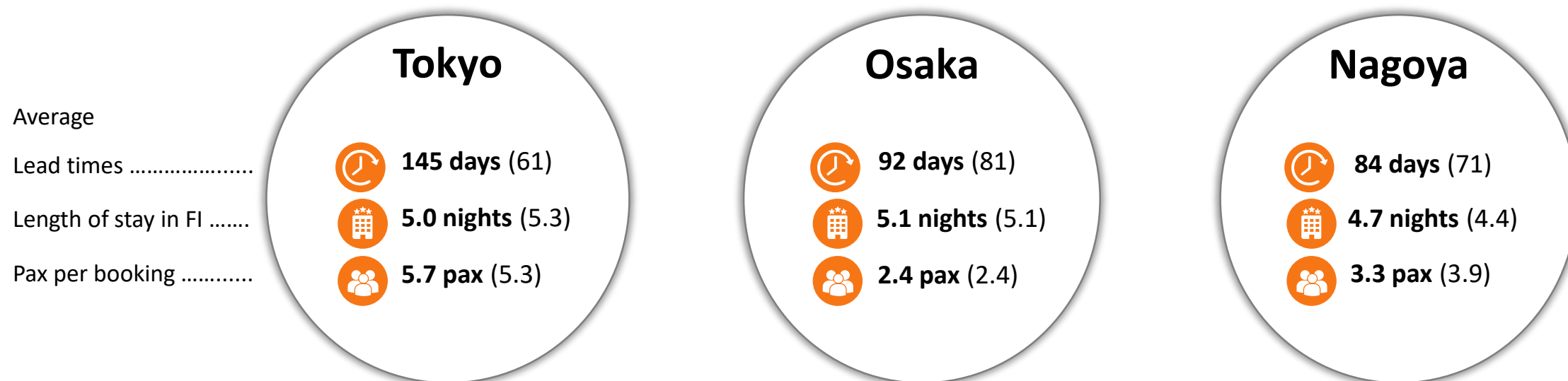
- The majority of the Japanese travellers to Finland started their trip in Tokyo, with also the biggest growth from previous year (+15%)
- August, September and July were the most popular months to visit Finland





# Pax profiles 2017 and comparison to 2016

- Average lead times, length of stay in Finland and pax per booking & share of distribution channels



Distribution channel	Share in TYO	Usage change compared to year 2016	Share in OSA	Usage change compared to year 2016	Share in NGO	Usage change compared to year 2016
Retail TA	53%	+2%	48%	+3%	66%	-10%
Online TA	9%	+28%	11%	+10%	10%	+4%
Corporate TA	15%	+9%	6%	-6%	5%	+2%
Other TA	23%	+84%	36%	+14%	19%	-3%

# Pax profiles 2017 and comparison to previous year

Tokyo				Osaka				Nagoya			
FIT-Leisure	Groups	VFR & Expats	Business	FIT-Leisure	Groups	VFR & Expats	Business	FIT-Leisure	Groups	VFR & Expats	Business
<b>25%</b>	<b>20%</b>	<b>1%</b>	<b>54%</b>	<b>54%</b>	<b>6%</b>	<b>1%</b>	<b>39%</b>	<b>49%</b>	<b>12%</b>	<b>1%</b>	<b>38%</b>
(+7%)	(-2%)	(+7%)	(+32%)	(+8%)	(+28%)	(+9%)	(+3%)	(-1%)	(-33%)	(+6%)	(-3%)

## FIT-Leisure travellers / Tokyo

- Average lead time **91 days**
- Nearly half flying only to Finland
- Other most popular cities with overnights in the same PNR:  
**Stockholm, Copenhagen, Tallinn, Vilnius, Warsaw, Oslo**

## FIT-Leisure travellers / Osaka

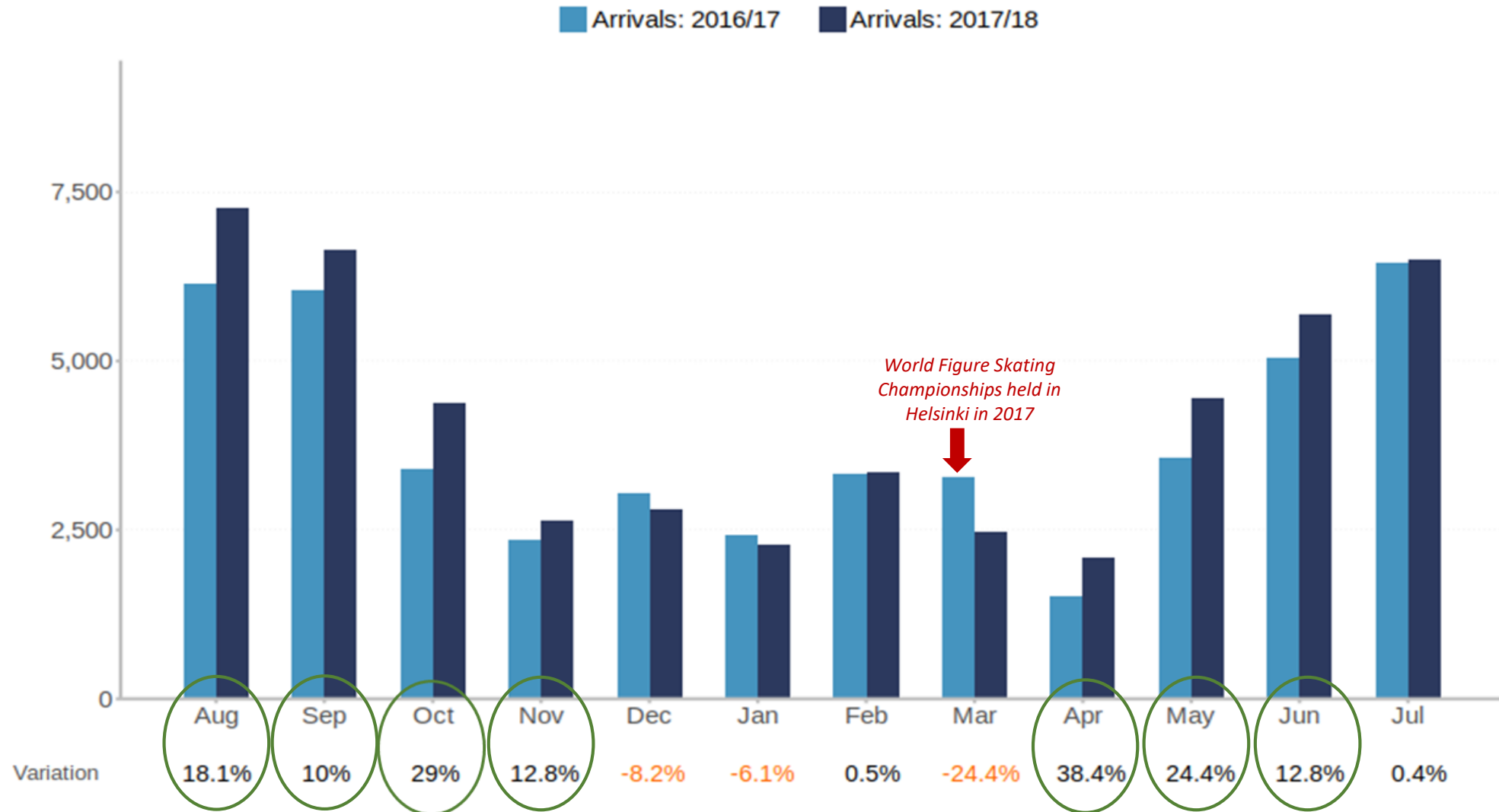
- Average lead time **102 days**
- Over half flying only to Finland
- Other most popular cities with overnights in the same PNR:  
**Stockholm, Vilnius, Oslo, Rovaniemi**

## FIT-Leisure travellers / Nagoya

- Average lead time **96 days**
- Over half flying only to Finland
- Other most popular cities with overnights in the same PNR:  
**Stockholm, Reykjavik, Vilnius, Copenhagen, Tallinn**



## Arrivals in Finland from Japan



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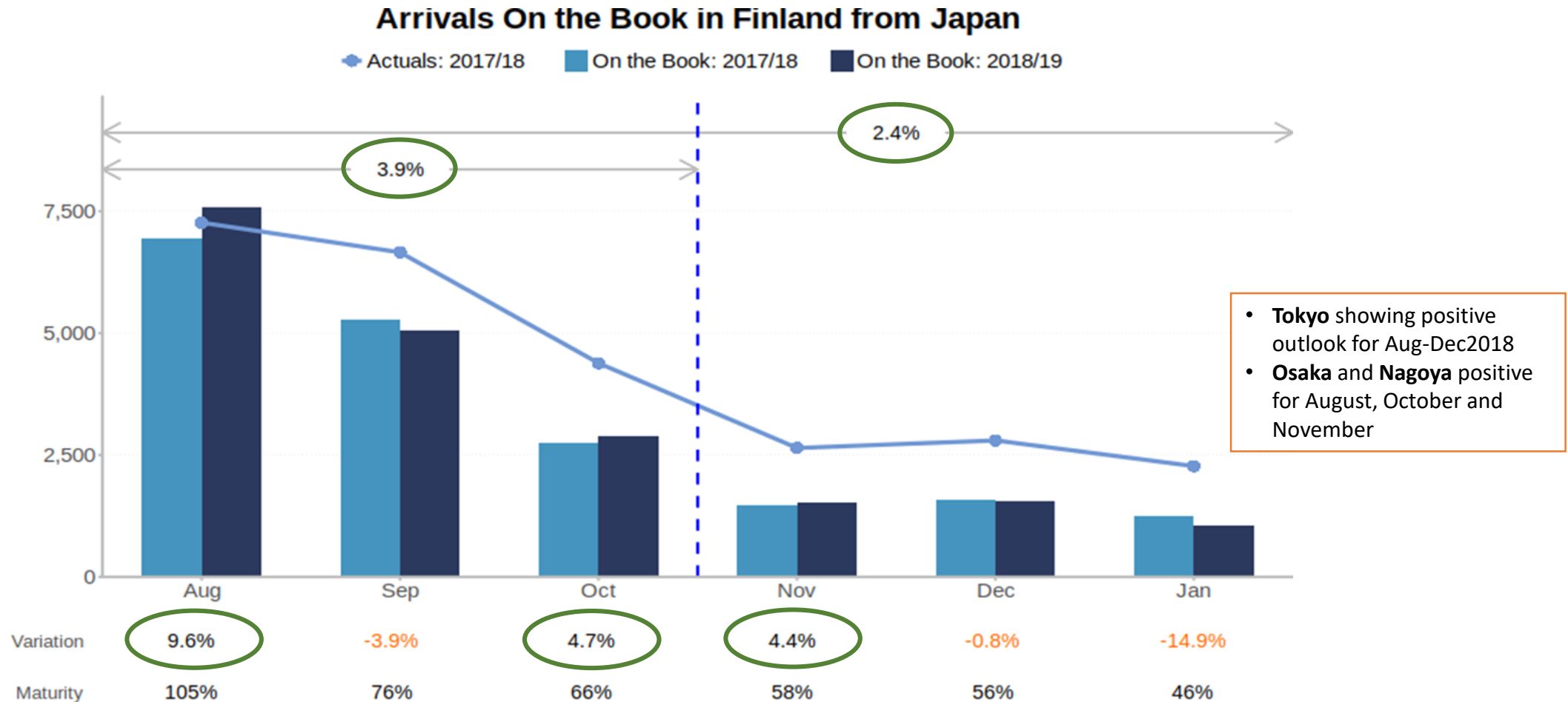
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ForwardKeys  
Know tomorrow's travellers

# BOOKING SITUATION FOR FUTURE ARRIVALS

## JAPAN







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