

BUSINESS
FINLAND

Developing Finland as an Outdoor and Cycling Destination

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Visit Finland
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Content

- Visit Finland in brief
- Benchmark study
- Trends in outdoor business
- Case examples


VISIT FINLAND

MISSION & VISION

Visit Finland promotes Finland globally as a travel destination and supports the travel industry in developing and marketing travel services for international markets.

Visit Finland cooperates with travel destination regions, businesses in the travel industry and other export promoters and embassies.

Visit Finland is part of Business Finland and is funded by the government.



*FINLAND – THE
MOST WANTED
DESTINATION IN
THE NORDICS BY
2025.*

VISIT FINLAND'S RESPONSIBILITIES & TARGET MARKETS

1. Promoting Finland's image as a destination, spearheading national brand building
2. Acquiring and analysing market data for the travel industry
3. Promoting high-quality product development and productisation
4. Global sales promotion

Main markets in 2021
DACH & Sweden

Tier 2 markets
UK, France, Russia, Japan

Tier 3 markets
USA, China, India, Spain, Korea



Target Groups

Finland stands apart from the Nordics as a destination for winter and nature.

6 customer segments *



Nature Wonder
Hunters



Nature
Explorers



Activity
Enthusiasts



"Comfort
Seekers"



City
Breakers



Authentic
Lifestyle
Seekers

Themes & Goals

Towards sustainable, year-round travel in Finland's four major regions

Across all themes:

- Year-round travel
- Digital services
- Sustainability

Outdoor activities

Products from Finnish nature: attractive packages or day trips.

Educational Travel

Providing year-round services for tour operators.

Culture Finland

Attracting travellers with Finnish culture and creating demand on international markets.

Luxury Travel

Providing experiences in nature and "alternative luxury".

Food Travel

Culinary travel should be part of Finland's travel brand!

Health Travel

Taking Finnish health & wellbeing services and suppliers to international markets.

Sports Travel

Creating awareness of Finland as a year-round destination among sports enthusiasts.



YEAR-ROUND INTEREST

Year-round interest creates revenue for other industries with increased tourism

Visit Finland's Benchmark study: developing Finnish Lapland towards a year-round tourism destination, and to research Lapland's potential as a summer destination among activity enthusiasts.

- To improve sustainable travel and develop Lapland as a year-round destination new product and infrastructure planning is needed
- Mountain biking as a key product -> combining to other activities
- Diversifying our themed products and services gives travellers more reasons to visit Finland and to come back as well
- Results in March 2021

Alpine tourism products: expected trends by DMOs



Source Eurac Research Alpine Tourism

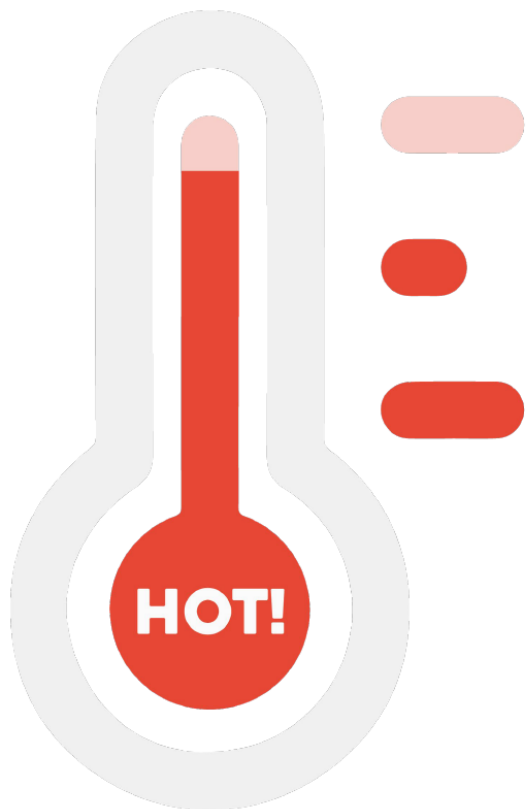




SOME HIGHLIGHTS SO FAR..

- Summer outdoor activities are trending
- E-bikes are popular
 - makes biking more accessible and easy
- Cycling for all ages and skills
- Cycling trend goes on and is expected to double within next two decades (Bosch, eBike Systems)
- Nature is the main key motivation
 - the pleasure of riding is important
 - Finland's benefit is untouched nature!
- Cycling is sustainable
 - Muscle power
 - Longer stays
 - Health benefits
 - Slow travel

Hot Trending Activities



1. Hiking/Trekking/Walking



2. Culinary/Gastronomy



3. Cultural



4. Wellness-focused activities



5. Cycling (electric bikes)



6. Safaris/wildlife viewing



7. Expedition cruising



8. Kayaking/sea/whitewater



9. Photography (wildlife/nature)



10. Running

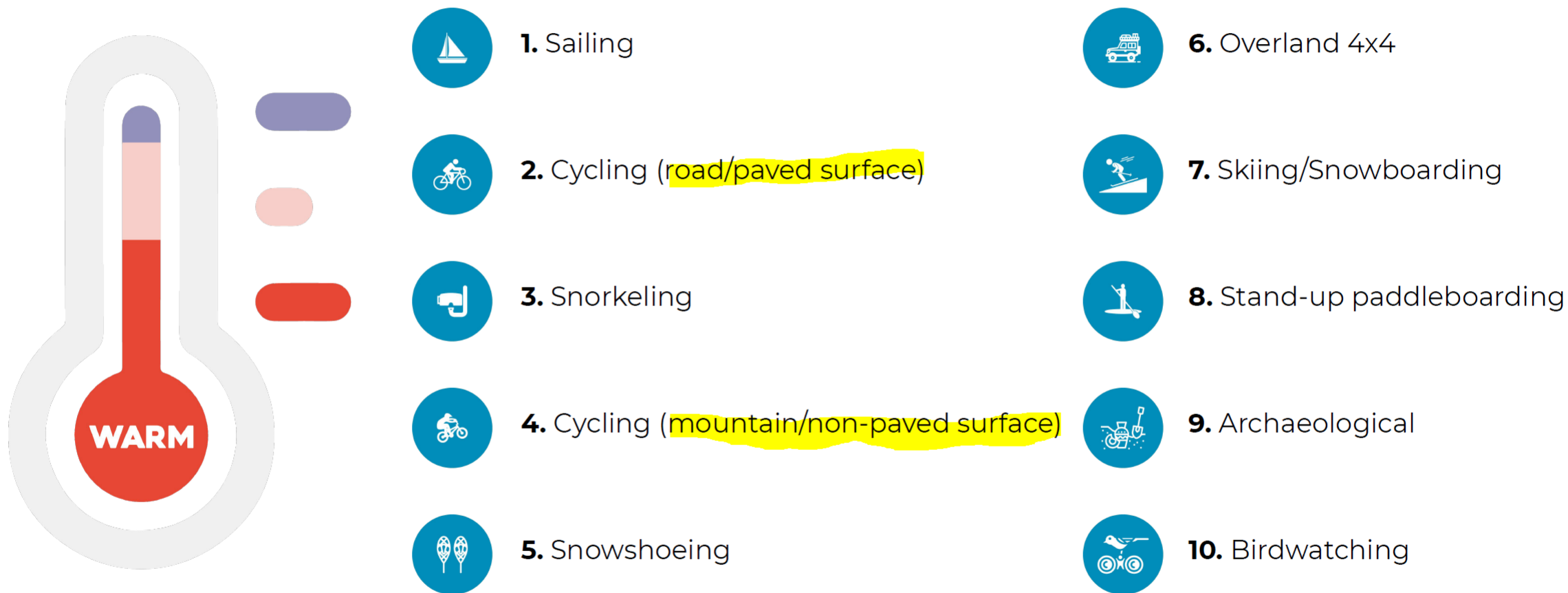
Q14: What is your organization's perception of adventure travel activity trends, based on consumer demand and bookings over the last year?

Base: All respondents (n=129), excluding those that selected "Not Applicable" for each item

Source: 2020 Adventure Tour Operator Snapshot Survey Part I

Source: ATTA Snapshot Trend 2020 report

“Warm” Trending Activities



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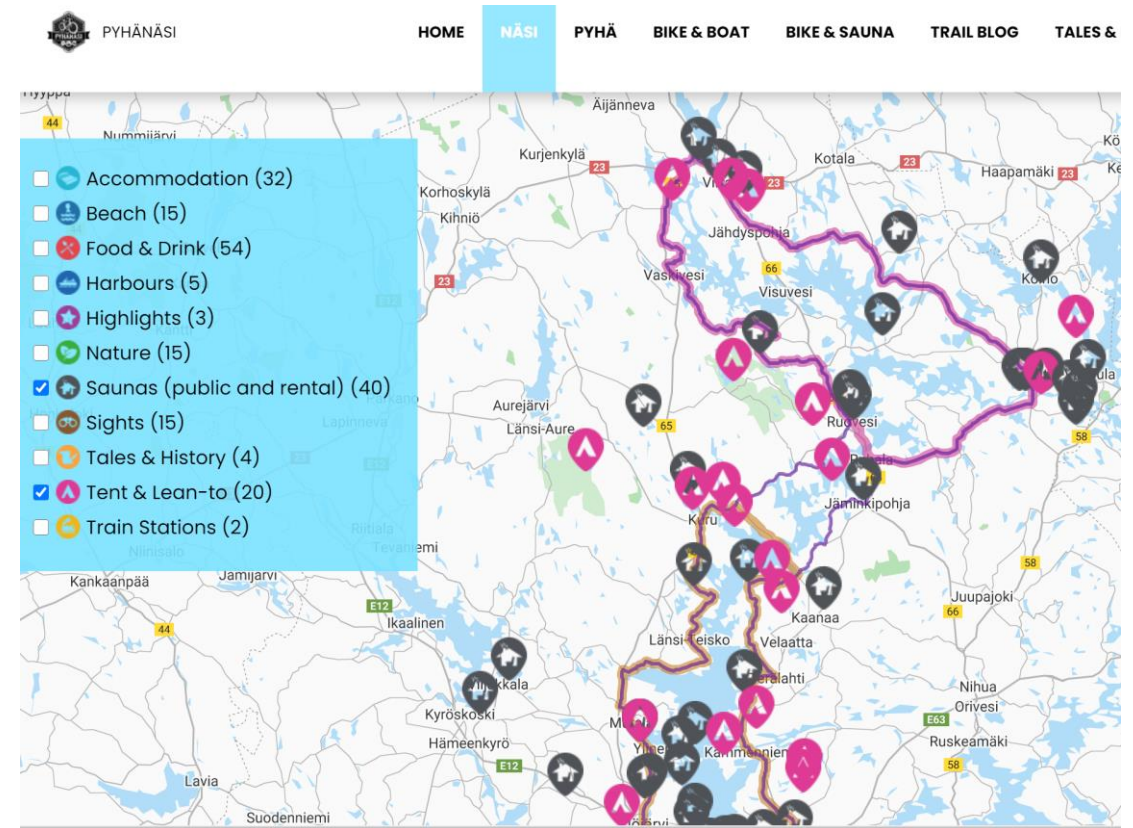
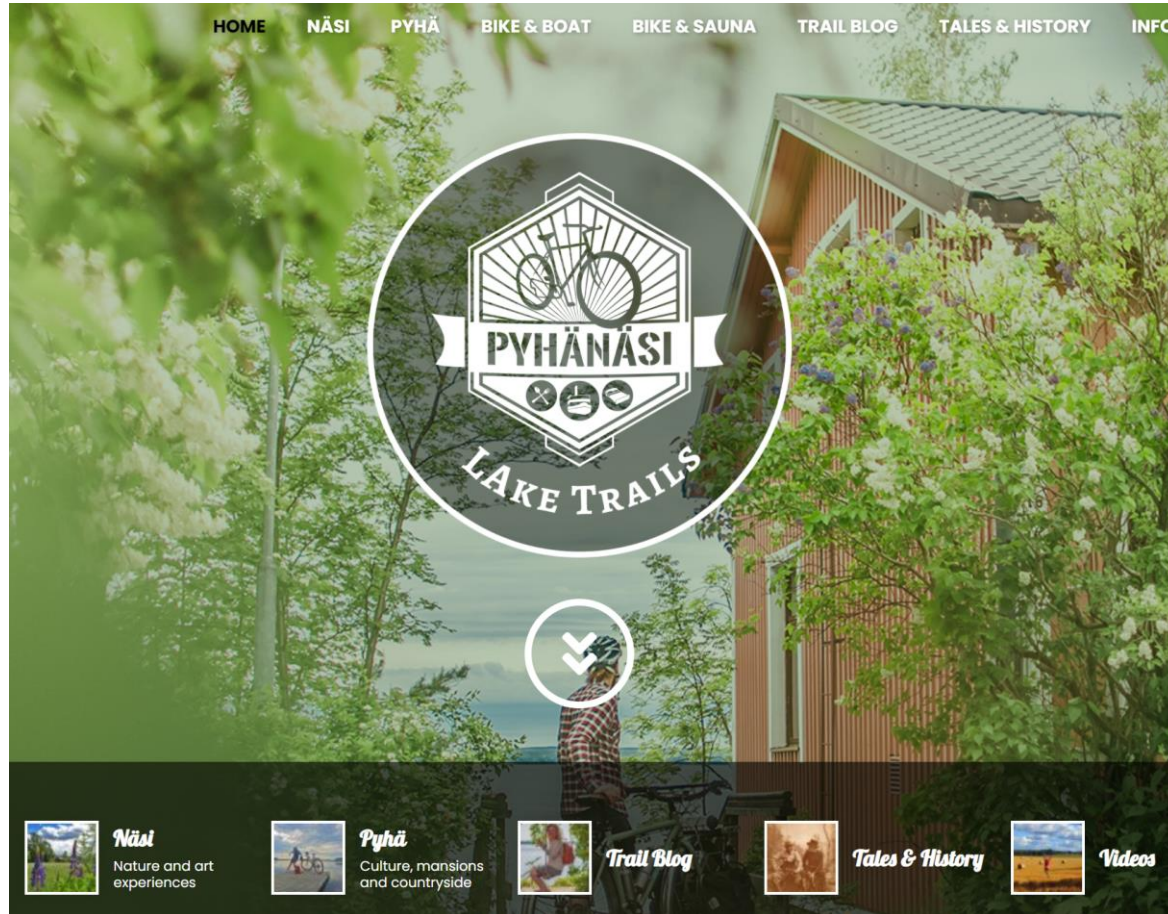
Source: 2020 Adventure Tour Operator Snapshot Survey Part I

Source: ATTA Snapshot Trend 2020|report

Cycling projects in Finland

- About 50 cycling related projects going on around Finland
 - Mountain biking, leisure / road biking, gravel etc.
- Successful case examples:
 - Pyhä-Näsi Lake trails in Tampere
 - Puumala Archipelago Route in Saimaa & Southern Karelia Route
 - Coastal Route in the Archipelago (Salo-Kemiönsaari-Hanko-Raasepori)
 - The Archipelago Trail (Saariston rengastie)

Pyhä-Näsi Trails / Lake Trails in Tampere



Puumala Archipelago Route, Lake Saimaa



60 km route
Breathtaking scenery
Ferry connections
Bridges
Services along the way

Puumala Archipelago Route

Experience the most beautiful part of Finland by bicycle

NOTE! In 2020 there will be some road works on 62 road and on Lintusalontie road. We are sorry for possible disturbance!

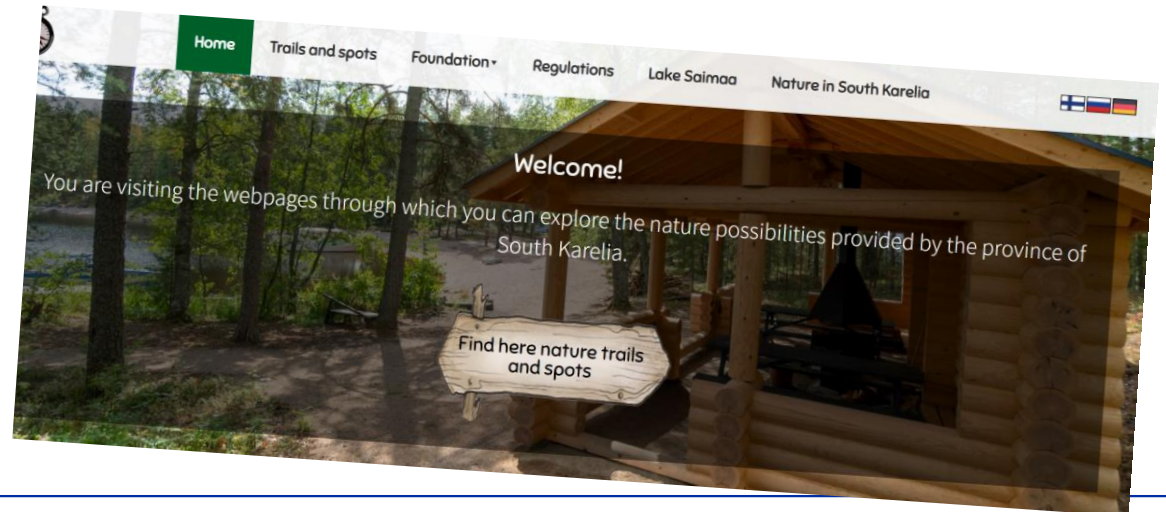
See a video from the route here
<https://www.youtube.com/watch?v=Fn7a-NgYhpl>

The archipelago route in Puumala is a spectacular scenic trail for cyclists and motorcyclists. The 60-km circular route, which was opened in 2017, immediately became immensely popular. It winds through some of the most breath-taking islands, bridges and eskers in the Saimaa region. The *Norppa II* ferries bikers to and from the Hurissalo and Lintusalo islands.

Hurissalo -Lintusalo



150 km route when combined with
Southern Karelia Route

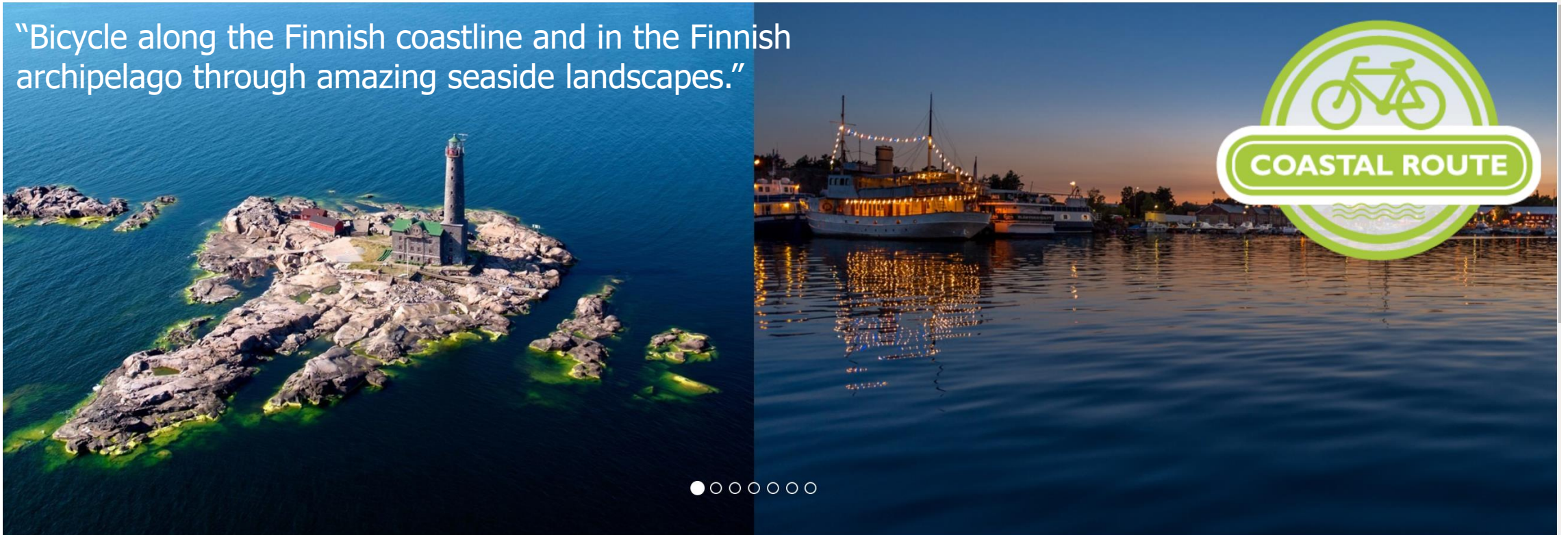


BUSINESS FINLAND http://visitpuumala.fi/en/pyoraile_ja_patikoi/puumala-archipelago-route/
Video from the route: <https://www.youtube.com/watch?v=Fn7a-NgYhpl>

Southern Karelia Routes:
<https://ekarjala-retkeily.fi/en/>

Coastal Route

"Bicycle along the Finnish coastline and in the Finnish archipelago through amazing seaside landscapes."



[Home](#)

[Day trip descriptions](#)

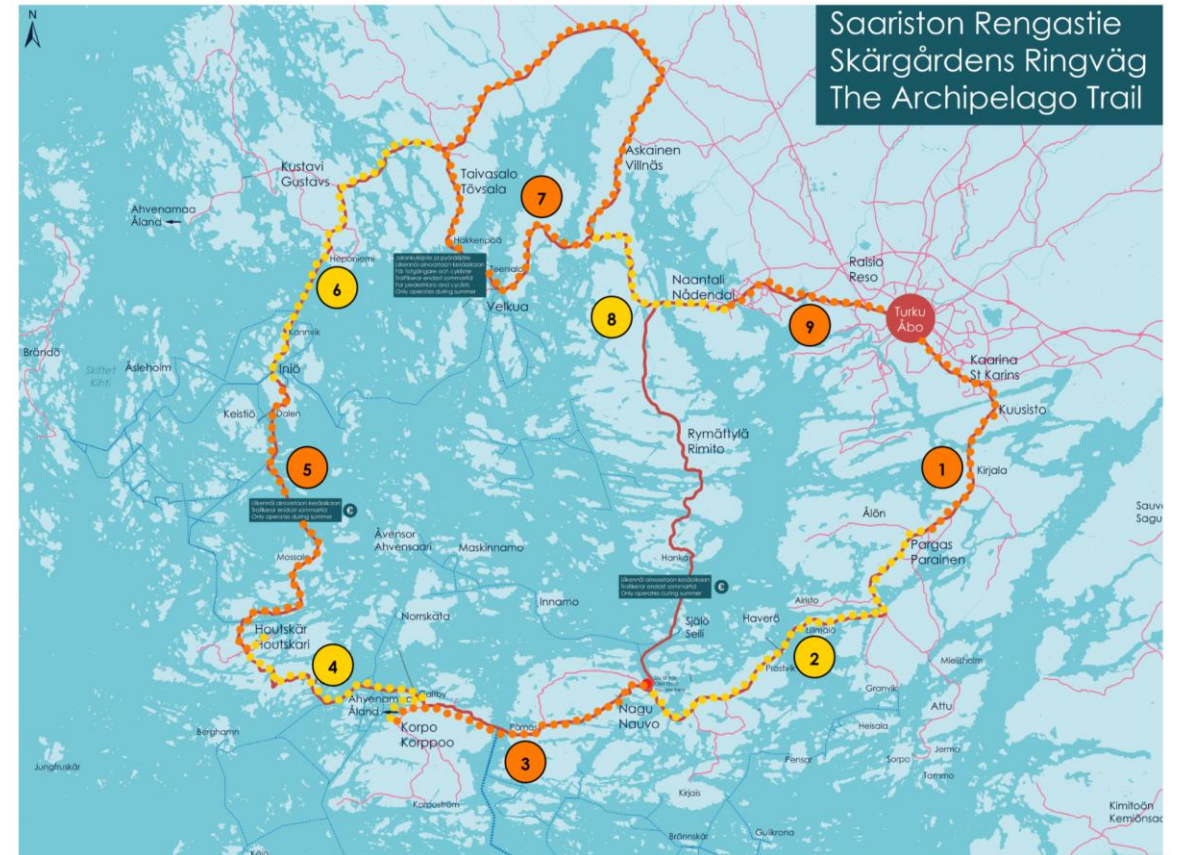
[Route map and services](#)

[Bicycle rental](#)

[Connections and timetables](#)

The Archipelago Trail

- From Turku to Åland
 - And thousands of islands
- 200 km in total
- 20 years
- Ferry connections for bikes and cars
- Plenty of services



di Fulvia Camisa - 21 August 2017

TURKU, L'ARCIPELAGO DA PEDALARE

Al largo della costa occidentale della Finlandia, l'Arcipelago di Turku è considerato un paradiso per ciclisti. Un giro ad anello di 250 chilometri (fra terra e mare) per scoprire alcune delle sue 20.000 isole (prima parte)



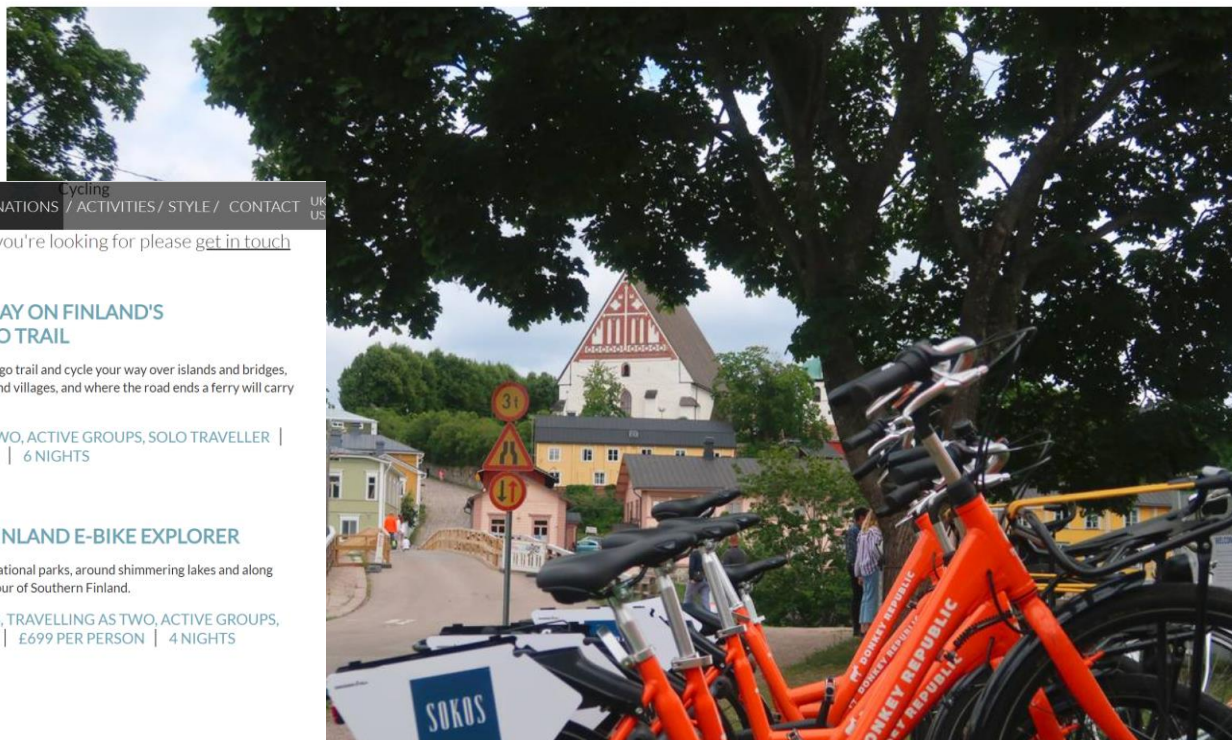
Commenta

Porvoo, la città di legno dalle tre culture

CICLOTURISMO

PORVOO

Porvoo è una delle città più pittoresche dell'intera [Finlandia](#) grazie alle sue case colorate alla sua lunga storia. La città è raggiungibile pedalando lungo la ciclabile, con il battello a vapore da [Helsinki](#) oppure, ovviamente, in auto.



CYCLE HOLIDAY ON FINLAND'S ARCHIPELAGO TRAIL

Discover the archipelago trail and cycle your way over islands and bridges, through small towns and villages, and where the road ends a ferry will carry you to the next island.

TRAVELLING AS TWO, ACTIVE GROUPS, SOLO TRAVELLER | £860 PER PERSON | 6 NIGHTS



SOUTHERN FINLAND E-BIKE EXPLORER

Cycle through green national parks, around shimmering lakes and along coastal paths on this tour of Southern Finland.

HONEYMOONERS, TRAVELLING AS TWO, ACTIVE GROUPS, SOLO TRAVELLER | £699 PER PERSON | 4 NIGHTS



HELSINKI WELLNESS CITY AND CYCLING BREAK

Escape to a city that values health and wellbeing. Explore Helsinki and enjoy luxurious hotel lodging at Hotel St George with its Nordic spa and bakery.

FAMILY GROUP (MIXED AGES), HONEYMOONERS,



Looking Forward

“ We feel confident that the travel industry as a whole is on a path to recovery. Adventure travel in particular is well-suited to the new trend toward socially distanced travel and outdoor activities in smaller, more remote destinations. While we are all currently struggling to see the trail forward, it is there and we will find it together. ”

- Shannon Stowell, CEO, ATTA

December 2020

BUSINESS
FINLAND

Kiitos! Thank you!

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