



KIINA



China Market Report

October 2016

Visit Finland, Shanghai
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27.10.2016



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1. Analysis of summer season 2016

What factors have affected the results of the summer season, especially with regard to Finland?

Reasons for the increase in overall outbound travelling from your market?

- **Economic situation**
 - The macro economic situation in China is not very good. The speed of GDP's growth is slowing down. The outbound tourism market also got influenced by the unstable economic situation. Because China outbound tourism is still growing, we can see the increase of overall outbound travelling. However, the speed of outbound travel increase is aligned with increase of GDP, which is slowing down.
- **Changes in holiday periods/timing**
 - There is no big change. However, Chinese people's vacation time become more and more flexible. It has been a trend that experienced tourists would like to avoid peak time for outbound traveling.
- **New target groups**
 - Student group is still keeping growing for summer/winter camps.
 - Tourists who join the travel groups in oversea countries are growing. But they could freely arrange their own flight itinerary.

Reasons for the increase in travelling to Finland?

- **Campaign results**
 - We Are In Love
- **Products or destinations that have been successful**
 - Nordic products (or Nordic+Russia/Nordic+Iceland) are still popular in the market compared with western European products.
 - Key players in the market focus more on Nordic. Chartered flight to Helsinki is one of good examples. Although it doesn't make money in the end for the tour operator, it helps us to get more exposure among consumers as well as travel trade.
- **Changes in demand**
 - The western European markets were influenced heavily by terrorism and the group travelers from China decreased obviously. Actually, the whole Europe suffered in the summer time.

2. Winter season 2016-2017 prospects

What are the prospects for the coming winter season?

The overall outlook of travelling to Finland for the coming winter?

- **Increase**
- **Reasons for the expectations**
 - In East China Market, the number of available Finland only products and the number of tour operators who are selling Finland are both increasing.
 - Because of two reality show "We Are In Love" and "Chef Nic Show" plus messages about big aurora season for the coming winter in Finland all over social media, Finland becomes very popular and hot destination for the coming winter.
 - Alitrip's project not only sells Finland but also creates so much valuable exposures and stories for Finland as a destination in China. And they are going to do more campaigns around that.
- **New products/prospects**
 - Semi FIT products, like flight+accommodation only in the packages.
 - Joining the group in the destination is also trendy.
 - FIT is growing rapidly, such as young couples, families with kids, girls groups, etc.

Marketing opportunities

- **TO cooperation**
 - Working closely with OTA, especially FIT department or ground service department, is becoming more and more important, because FIT is the future. Those departments need product information including the price for FIT, which means starting from 1 pax. Western European Destinations are much more mature than us in this field.
- **Events**
 - To be honest, the upcoming events won't help the sales for the coming winter. Most of the reservations have been made.
- **PR**
 - The reality show shooted in Finland this March, "Chef Nic" Finland episode was broadcasted recently and made Finland even hotter. We should fully make use of it when writing the newsletters or doing other PR works.
- **Social media**
 - Again, "Chef Nic" or even "We Are In Love" can be topics or stories.
 - There is a popular rumor recently in Chinese social media that this year will be the biggest Aurora season in 11 years and Finland will be the best place to witness it, which can be made use of as well.
 - Stories/contents about winter adventures(beyond normal people's ability and imagination) are always welcome.

3. Other important factors

New distribution channels

- **Your suggestion on how to develop business with them: what needs to be done?**
 - Sales calls or close contacts
 - To develop appropriate and attractive products with a competitive products.

Online channels

- **Channels where Visit Finland should be present**
 - OTA, Verticle Sties such as Qyer.com & Mafengwo.com, KOL's channels(WeChat official accounts)
- **Suggestion of how to be present**
 - Joint Campaign
 - Advertising
 - Content co-op, which works like PR co-op with media, but instead, to work more closely with different online channels by providing content for their topics or develop topics together.

Competitors actions

- **Which countries (our competitors) have been active**
 - I think this year Finland is active enough.
- **Where have you seen their promotion**
 - STB has made several joint campaigns with key partners including Ctrip and Tuniu.com in order to promote their products.
- **What was the main message/content of the communication**
 - Winter products

4. Themes

What program themes / marketing themes are the most interesting in your market area?

- Stopover Program, because we have promoted hard this year.

What themes we still need development with? Why? Suggestions regarding product development?

- Stopover Program
 - The distribution channels are still not very mature, which needs to involve more efforts from our partners, especially incoming tour operators & DMC. For the channels we have good contacts, we need to remind our partners to work more closely and efficiently with them in order to make more products available
- FinRelax
 - We should need to define Finnish Relax to people in China and let them know why it is so different. For product development, we really need to choose wisely in the beginning and only push the best and the most appropriate products to the market.

5. Free word

What's hot right now on your market (BtoC and/or BtoB)?

- B2C
 - Social Media
 - Virus Marketing for a destination
 - IP Product/Strategy
- B2B
 - B2B communications with social media tools

Something else that you would like to say to the Finnish travel trade or Visit Finland

- Finnish Travel Trade should be more active on contacting with tour operators as well as incoming tour operators. In China, most of tour operators won't work with you if you don't have a supplier contract with the company. Moreover, we need to keep reminding tour operators what we can offer before new season coming. To understand the way when tour operators make the plan and how they develop the products are the key to get more businesses.