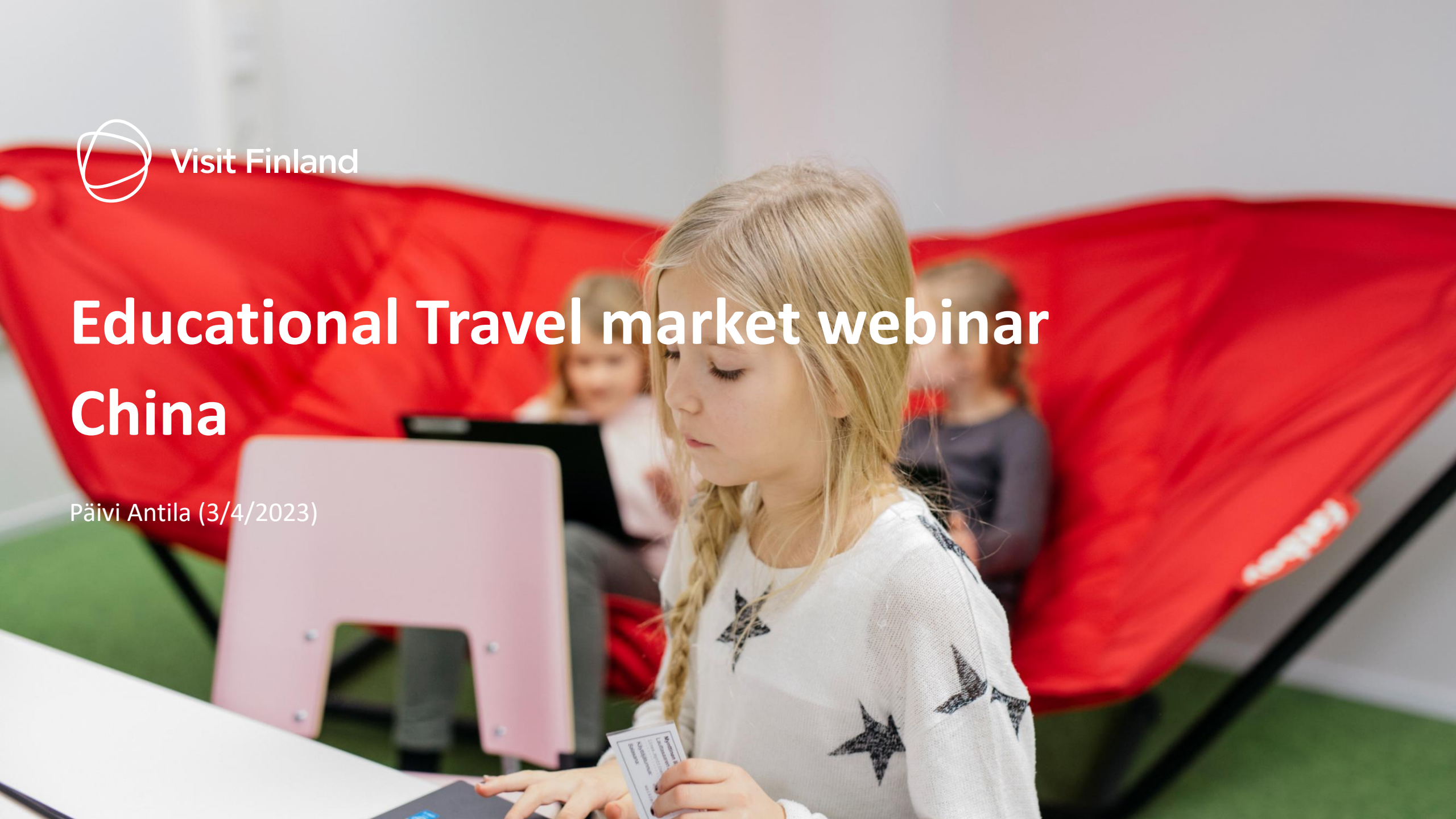




Visit Finland

# Educational Travel market webinar China

Päivi Antila (3/4/2023)



# Agenda

**Welcome & opening words**

**Short introduction of the market and latest developments, Li Xia VF China**

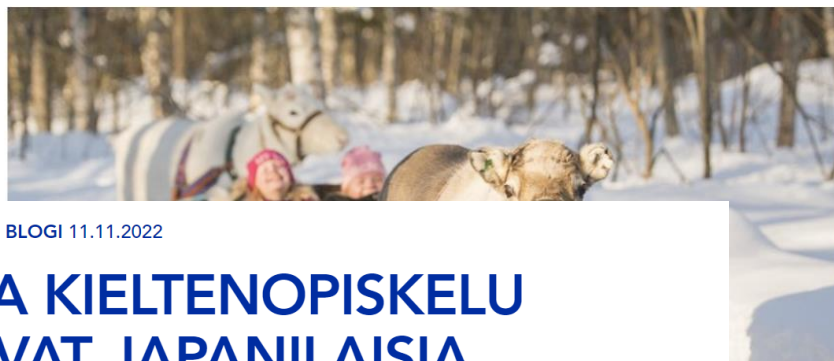
**Guest speaker: Mr. Meng Xu, CEO, Summerhill**

**Q&A**

# First FAM trips from Japan, Korea & India – The interest is still there!

TIEDOTE 28.02.2023

## INTIAN MILJOONAKAUPUNGEISTA LEIRIKOULUJA SUOMEEN



BLOGI 11.11.2022

### KESTÄVYYS JA KIELTENOPISKELU KIINNOSTAVAT JAPANILAISIA KOULUTUSMATKAILIJOITA

Tänä syksynä pääsimme pitkästä aikaa toteuttamaan kaksi tutustumismatkaa koulutusmatkailuun erikoistuneille matkanjärjestäjille Japanista ja Etelä-Koreasta. Kiinnostus ja kysyntä koulutusmatkailutuotteille eivät ole kadonneet, vaikka matkailua Itä-Aasiasta verottavatkin vielä mm. lentoajat ja -hinnat. Kestävän kehityksen tavoitteiden jalkautus on Japanissa nostettu korkeaksi prioriteetiksi ja valtio tukee koulutusmatkoja teeman ympärillä.

Maaliskuun aikana Lahden, Tampereen ja Oulun seudulla vierailee ryhmä suomalaisesta luonnosta ja koulutuksesta kiinnostuneita intialaisia rehtoreita tutustumassa paikalliseen leirikoulutarjontaan. Matkansa aikana miljoonakaupunkien vilinään tottuneet rehtorit pääsevät itse kokeilemaan tarjolla olevia leirikouluohjelmia ja vierailemaan paikallisissa oppilaitoksissa.



# Upcoming Edu Travel events:

26.4.

[Market update webinar – South Korea](#)

8.9.

**Edu Travel buyer workshop in Helsinki (TBC)  
– save the date!**

Buyers from China, Korea, Japan, India, (UAE & Qatar)

**Market update webinars – Japan & India TBC**



# Don't forget to utilize the Educational Travel [e-learning](#)!



Visit Finland

Welcome

► Koulutusmatkailun e-learning

▼ Educational travel e-learning

Ohjeita adminille



PA

## Welcome to Educational travel e-learning –programme! ...

This self-learning programme provides you information, tips and practical examples to support you in organizing educational travel to Finland.

The programme has 12 modules. If you would like to go through them all at once, we recommend to reserve at least two working days. You can also go through each section separately at your own pace. Each module is focused on one theme:

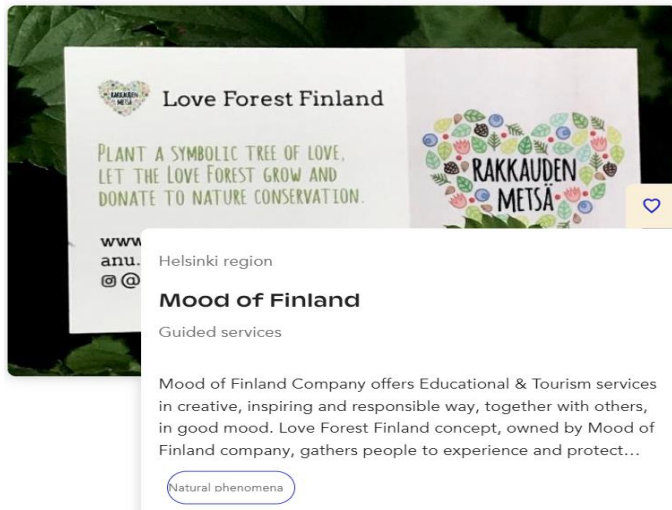
1. What is educational travel? (15 min)
2. Educational travel trends and foresight (30 min)
3. Educational travel and sustainability (35 min)
4. Health safety (25 min + links)
5. Service and product design (2h 50 min)
6. Educational and Technical visits (25 min)
7. Educational travel for children and youth (1 h)
8. Visit Finland internationalization criteria and educational travel (20 min)
9. Different needs of visitors from different countries (2h 30 min)
10. Sales and marketing (40 min)
11. Pricing and VAT (20 min)



Visit Finland



# STF label with search word "education"



**Love Forest Finland**

PLANT A SYMBOLIC TREE OF LOVE, LET THE LOVE FOREST GROW AND DONATE TO NATURE CONSERVATION.

**www.anu.fi**

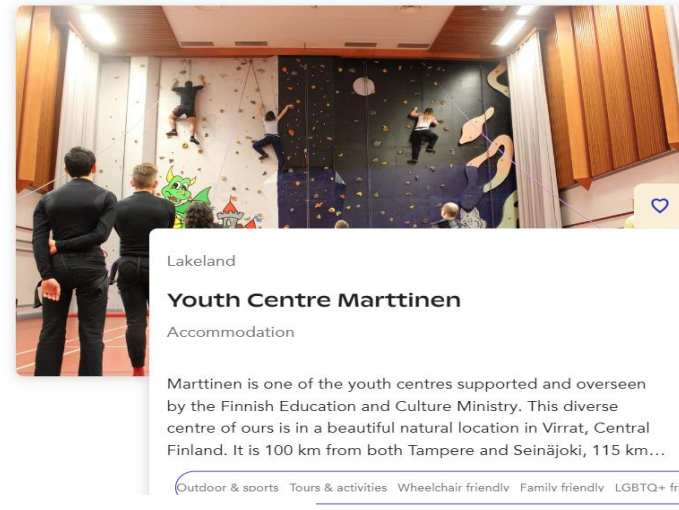
Helsinki region

**Mood of Finland**

Guided services

Mood of Finland Company offers Educational & Tourism services in creative, inspiring and responsible way, together with others, in good mood. Love Forest Finland concept, owned by Mood of Finland company, gathers people to experience and protect...

Natural phenomena



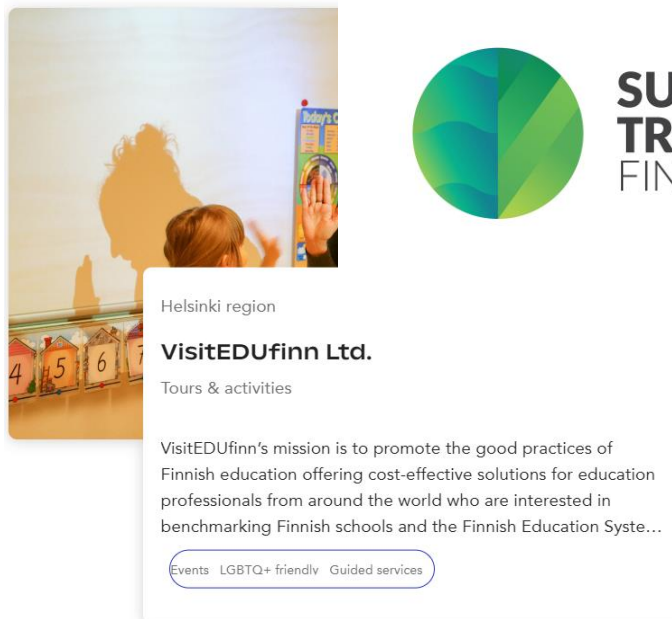
**Lakeland**

**Youth Centre Marttinen**

Accommodation

Marttinen is one of the youth centres supported and overseen by the Finnish Education and Culture Ministry. This diverse centre of ours is in a beautiful natural location in Virrat, Central Finland. It is 100 km from both Tampere and Seinäjoki, 115 km...

Outdoor & sports Tours & activities Wheelchair friendly Family friendly LGBTQ+ friendly

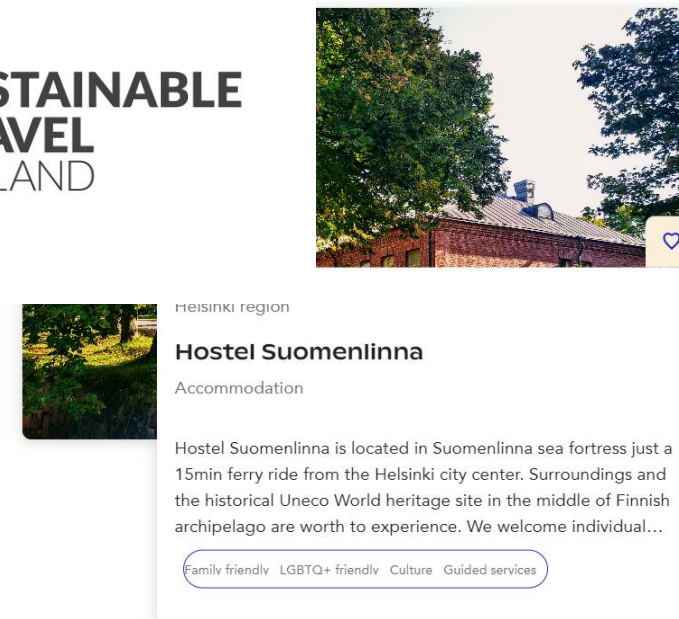


**VisitEDUfinn Ltd.**

Tours & activities

VisitEDUfinn's mission is to promote the good practices of Finnish education offering cost-effective solutions for education professionals from around the world who are interested in benchmarking Finnish schools and the Finnish Education System...

Events LGBTQ+ friendly Guided services

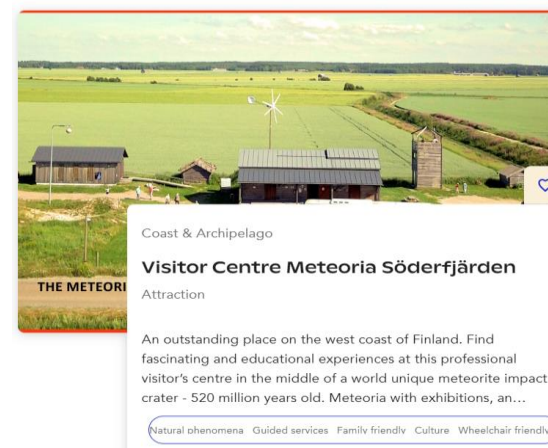


**Hostel Suomenlinna**

Accommodation

Hostel Suomenlinna is located in Suomenlinna sea fortress just a 15min ferry ride from the Helsinki city center. Surroundings and the historical Unesco World heritage site in the middle of Finnish archipelago are worth to experience. We welcome individual...

Family friendly LGBTQ+ friendly Culture Guided services



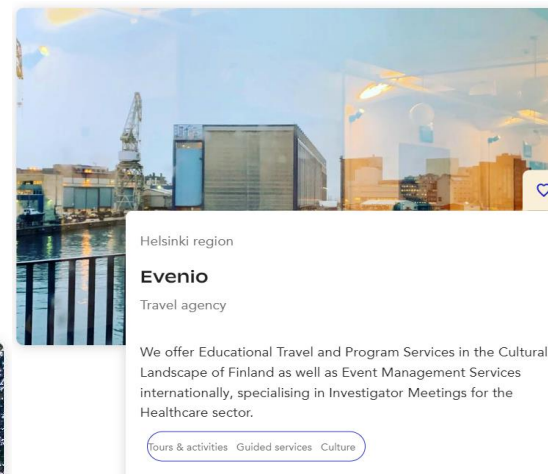
**Coast & Archipelago**

**Visitor Centre Meteorita Söderfjärden**

Attraction

An outstanding place on the west coast of Finland. Find fascinating and educational experiences at this professional visitor's centre in the middle of a world unique meteorite impact crater - 520 million years old. Meteorita with exhibitions, an...

Natural phenomena Guided services Family friendly Culture Wheelchair friendly



**Evenio**

Travel agency

We offer Educational Travel and Program Services in the Cultural Landscape of Finland as well as Event Management Services internationally, specialising in Investigator Meetings for the Healthcare sector.

Tours & activities Guided services Culture

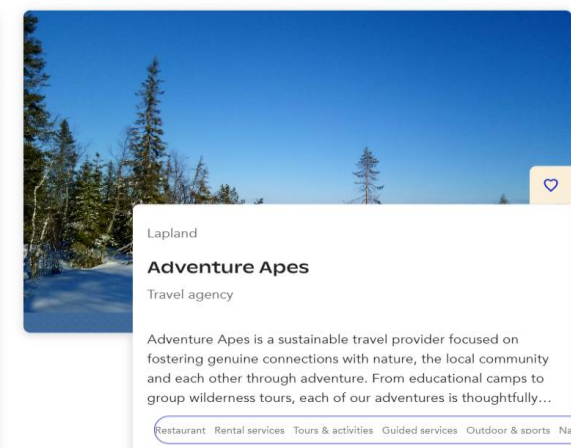


**FinnOppi**

Travel agency

FinnOppi Ltd. is headquartered in Oulu, Finland, operated by a team of experts in educational travel sector. We strive to connect Finnish nature, culture and education with local communities. Sustainability and social responsibility are the co...

Tours & activities Culture

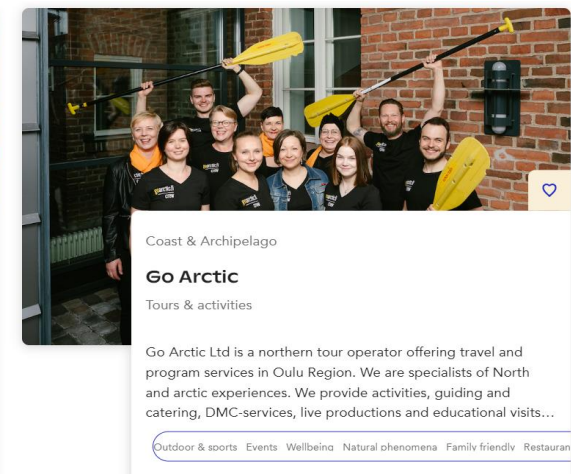


**Adventure Apes**

Travel agency

Adventure Apes is a sustainable travel provider focused on fostering genuine connections with nature, the local community and each other through adventure. From educational camps to group wilderness tours, each of our adventures is thoughtfully...

Restaurant Rental services Tours & activities Guided services Outdoor & sports Na




**Go Arctic**

Tours & activities

Go Arctic Ltd is a northern tour operator offering travel and program services in Oulu Region. We are specialists of North and arctic experiences. We provide activities, guiding and catering, DMC-services, live productions and educational visits...

Outdoor & sports Events Wellbeing Natural phenomena Family friendly Restaurant



**Eerikkilä Sport & Outdoor Resort**

Outdoor & sports

Eerikkilä Sport & Outdoor Resort is a place for people who aim to develop their know-how and well-being. We provide top services and facilities for sports, education and corporate events, as well as recreational and outdoor experiences.

Restaurant Tours & activities Rental services Events Wellbeing Guided services Fe



# Thanks and Welcome!

Päivi Antila

Manager, Educational Travel, Visit Finland

+358 40 747 8418

[paivi.antila@businessfinland.fi](mailto:paivi.antila@businessfinland.fi)