



Finland promotes happiness & sustainable travel at ITB Asia 2019

Visit Finland invites you to find out the secret behind being the happiest country in the world, and to explore the country's all year round offering, either on a stopover or a longer stay. This year Visit Finland's stand M05 hosts delegation of 33 companies representing all our main regions: Helsinki region, Lakeland, Archipelago and Lapland.

For the second year in a row, Finland has been named the happiest country in the world, according to the World 2019 Happiness Report. Finns mainly attribute their happiness to their close connection with nature. The country's many lakes, rivers and extensive forests provide pure ingredients and places for relaxation, and all this can be enjoyed by both locals and travelers alike. Finland offers an alternative to crowded travel destinations, and seeks to nurture, conserve and preserve its unspoilt natural environment, as well as the Finnish culture and lifestyle for years to come.

Director of Visit Finland Global Sales Promotion, **Ms Mervi Toivonen** says: "We have been able to gain growth even after our record breaking centennial year of 2017, as we saw a 2% growth in overnights in 2018. Also travel from Asia is growing steadily, with a 10% increase during January-August 2019. Our aim is to promote all-year round travel and also lesser known destinations in Finland, and to encourage our guests to behave in a sustainable manner when visiting Finland."

Night spent in Finland	2018	Change, %	2019 (Jan-Aug)	Change, %
China	332 500	6	265 600	17
Australia	94 100	14	58 000	-2
India	80 700	3	63 100	12
Singapore	56 100	2	21 600	2
Hong Kong	52 100	7	34 200	7
Thailand	48 600	13	39 200	26
Malaysia	20 600	15	12 300	12
Indonesia	14 300	6	11 900	76
Philippines	9 200	0	6 600	13
Viet Nam	3 900	9	2 900	24
Asia	1 068 800	2	780 500	10
Foreign	6 842 600	2	4 849 700	2

Travelers from Australia, Thailand and Malaysia saw a notable increase from 2017 to 2018, all gaining double-digit growth. Mainland China is one of Finland's biggest inbound markets, placing fifth in all markets' overnights both in 2018 with a growth of 6% and during January-August 2019 with a growth of 17%. Overall, the total number of overnights spent in Finland by Asian travelers has increased by 10% during January-August of 2019.

Reliability, freshness and sustainability attract business events

Finland is a relaxed, fresh and well-functioning destination for business events. Conference visitors appreciate Finland's safe, clean environment and comprehensive public transport network. Finnish conference centres are praised for their friendly, professional staff and for smooth and reliable services. No wonder Finland has consistently ranked among top 20 congress destinations in the world, and that many conferences draw record numbers of participants when they are organized in Finland.

"Finland is a forerunner also in terms of sustainable development and promoting green values. Majority of congress venues and hotels in Finland have been granted an environmental certificate and have a strong commitment to a sustainable society", says **Ms Ines Antti-Poika**, Head of Finland Convention Bureau at Visit Finland.

Find out about the services and experiences Finland has to offer at stand M05

Meet the 48 exhibitors from 33 different companies and Visit Finland bringing to you the wealth of services and experiences of the Finnish travel industry. Represented are cruise companies, hotel chains, regional organizations and incoming agencies from all four characteristic regions of Finland: adventurous Lapland, laid-back Lakeland, rocky Archipelago and the cosmopolitan area of Helsinki. Additionally, Visit Rovaniemi and our national carrier Finnair are complementing Finland visibility at ITB Asia 2019.

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Press kit available: <http://imagebank.visitfinland.com/itbasia2019>

Visit Finland works to develop Finland's travel destination brand, market Finland to travellers abroad and help companies in the travel industry go global. We cooperate with travel destination regions, businesses in the travel industry and other export promoters and embassies. Visit Finland is part of Business Finland. www.visitfinland.com