



# Visit Finland Launches “Feel the World” Campaign Featuring Wang Kai, Official Envoy of Finland Winter Travel

*On the heels of a landmark bilateral cooperation between China and Finland, Visit Finland teams up with Sina Weibo and Beijing Better Life Media & Communications present an online video series following a Chinese actor’s experiences of winter sports in Finland*



(March 1, 2019, Shanghai) – January 16, 2019 marked the official launch of the China-Finland Year of Winter Sports 2019. In honor of this history-making bilateral cooperation between China and Finland, Visit Finland, has appointed Chinese actor, Wang Kai as Official Envoy of Finland Winter Travel. In cooperation with Sina Weibo and Beijing Better Life Media & Communications, Visit Finland is proud to present “Feel the World”, a three-part online video series that follows the famed star of “Like a Flowing River” and “The Devotion of Suspect X” as he explores Finland, experiencing some of the country’s most exciting winter sports. As Beijing prepares to host the 2022 Winter Olympics, winter sports are poised make massive increases in popularity in China. “Feel the World” conveys to the Chinese market that Finland, with its

ample snow, pristine environment, and breathtaking natural scenery, is a premier travel destination for winter sports.

In “Feel the World” Wang Kai takes viewers to some of Finland’s hottest destinations for winter sports, like Ruka. Located in Kuusamo, Eastern Lapland, this lively alpine-like town is one of Finland’s most popular ski and holiday resorts. It is surrounded by spectacular vistas. Guests can marvel in the natural beauty of snow-covered mountains, pure rivers, and wild woodlands. One of the most snow secure places in Europe, Ruka’s ski season lasts from October to May, nearly half a year. With 21 ski lifts and 34 slopes, downhill skiers and snowboarders of every skill level are guaranteed a cool run. A vast network of cross-country ski trails circle around the ski resort as well. In addition to skiing, the resort offers a wide variety of program services, like soothing Finnish sauna experiences and visits to reindeer farms. With several convenient travel connections, Ruka is easily accessible by plane or overland transit.

Another stop on Mr. Wang’s tour is Vuokatti. Located in the Kainuu region, this resort town is one of Finland’s most popular year-round holiday resorts. Ample slopes and trails make for seemingly endless snowboarding and downhill and cross-country skiing options. Ice rinks indoor ski-tunnels make winter pursuits possible even in the summer months. But it’s the wintertime when Vuokatti shines brightest. Snowshoe treks, dogsled safaris, and snowmobile excursions will make a holiday experience uniquely Finnish.

“Feel the World” also stops in Helsinki. In the wintertime, even this capital city is a popular destination for winter sports. Several city parks feature trails that are perfect for cross-country skiing. Ice Park in the city center is a popular spot for locals who love to ice skate. When the Baltic Sea freezes over, Kasinoranta Beach attracts snow kites. Similar to kiteboarding, snow kites harness the power of wind to glide across the ice on snowboards or skis. Finally, for families, there is pulkka, or sledging. This winter pastime is popular with children and adults of all ages. Kaivopuisto Park and Sinebrychoff Park are both perfect for pulkka.

When the filming of the series came to an end, Wang Kai remarked, “In my time visiting Finland I’ve grown a deep love for the country and I can’t express how wonderful my experience was. As the Envoy of Finland Winter Travel, I would like to encourage many more Chinese to visit Finland and try out Winter Sports. Finland is an amazing country to experience in winter, and I’m so thrilled to have this remarkable opportunity to share my experiences to my home country of China.”

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*One of Ruka ski slopes*



*Vuokatti's ski tunnel is open all year for visitors*



*Kaivopuisto Park in Helsinki*

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**About Visit Finland**

*Visit Finland, is a state agency actively promoting Finland as a destination for foreign travelers. Visit Finland works closely with Finnish travel regions, travel businesses, transport companies and ministries, marketing tourism to Finland from abroad.*

For more information about Visit Finland, please visit: [www.visitfinland.com/](http://www.visitfinland.com/)

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