



## Visit Finland 2018 Road Show Showcases Innovative Marketing Support in China

Finland's Market Coverage continues to strengthen with Restructured China Team



(Hong Kong, 26 March 2018) Visit Finland held a successful Annual Road Show in China March 19-23, showcasing Finland as a destination to travel industry suppliers in Beijing, Shanghai, Guangzhou and Hong Kong. Visit Finland was represented by China Market staff as well as leaders from the Visit Finland headquarters in Helsinki including Paavo Virkkunen, Executive Vice President, Visit Finland, Heli Mende, Director, Head of Global Sales Promotion, Heli Jimenez, Director, Head of Marketing, Teemu Ahola, Account Manager, Asia, Ulla Remes, Event Manager, and Kiti Häkkinen, Manager, Regional Partnerships. A total of 35 Finnish Partners travelled with the Visit Finland team and the events had more than 100 tour operator participants in each city attending to benefit from the latest marketing tools and information from Visit Finland.

The target audience for Visit Finland is well-travelled and educated individuals looking for new and authentic travel experiences and China's sophisticated travellers fit this well. Overnight stays from Greater China continue to grow consistently year over year and increased to 358,669 nights in Finland in 2017, which was an increase of 32.2 percent over 2016 and a three-year increase of 239% since 2014.

While continuing to leverage the success of the StopOver Finland which made it easy for Chinese travellers to schedule stopovers in Finland and discover two destinations during one trip, Visit

Finland is continuing to expand trade resources in 2018. Travel products and resources will focus on promoting the expansion of travel to lesser known destinations within the country such as the unique Lakeland region as well as the many travel products that make longer stays attractive to the Chinese traveller, especially over Finland's beautiful summer months. Additionally, Visit Finland will be emphasizing products catering to specialty travel groups such as educational travellers and winter sports enthusiasts.

### **Finland's Market Coverage continues to strengthen in market with Restructured China Team**

With the increasing growth in the China Market, Visit Finland has restructured their China team to provide even stronger support to travel partners moving forward. After over ten years of highly valued work with Visit Finland, Danye Liu is moving on to new endeavours. Moving forward, the Visit Finland team will be led by team members as follows.



#### **David Wu, Director, Greater China, Business Finland Oy – Visit Finland**

David Wu joined Visit Finland in 2013 as a marketing representative for East China market. In 2017, he was promoted to be Visit Finland Greater China Director. After working in the industry for many years, he has a solid understanding of China outbound travel market.

David graduated from University of Utah with a Master degree in Parks, Recreation & Tourism.

#### **Lia Lin, Marketing Manager, North & West China, Business Finland Oy – Visit Finland**

Lia Lin is born in Chongqing, China. She has been working with Visit Finland for two years as Marketing Executive of Beijing and Chongqing regions. Before this she has worked 5 years in China National Tourism Administration for the destination marketing of China, and 3 years in Italian companies for business development. Lia has bachelor degree in Italian Language and master degree in Luxury Management both from University of International Business and Economics. She is in good command of two foreign languages, Italian and English.

#### **Lisa Li, Marketing Manager, East China, Business Finland Oy – Visit Finland**

Lisa Li has been working for Trade Center of Consulate General of Finland Shanghai (Finpro Shanghai) for over ten years, provides guidance and consulting services for Finnish SMEs in all phases of internationalization, identifies new business opportunities and helps Finnish SMEs to network locally in China.

Lisa transferred to Business Finland - Visit Finland from October 2017 as Marketing Manager in East China, responsible for promoting Finland as a travel destination in East China region.

**Aster Lai, Marketing Manager, South China & Hongkong, Business Finland Oy – Visit Finland**

Aster Lai has worked for Travel and airlines industry for more than 20 years respectively. She has established a good network among travel trade and media in South China and HK region. She was the Marketing Manager of Tourism and Events Queensland for 3 years after working for Visit Finland over 10 years, and be Marketing & Sales Manager of Kakslauttanen Arctic Resort for Asia and Australia for one year.

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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/)

The Visit Finland Travel Trade website provides tour operators with easily accessible information and tools when marketing Finland.

<http://www.visitfinland.com/travel-trade/>

**Additional materials of Visit Finland:**

For photos, maps and videos:

<http://www.visitfinland.com/media/media-bank/>

For additional resources, please register for access to our Media Bank:

[http://imagebank.visitfinland.com/login/Login\\_visitfinland.aspx?l=EN](http://imagebank.visitfinland.com/login/Login_visitfinland.aspx?l=EN)

Meetings & Events Toolkit:

<http://imagebank.visitfinland.com/meetings>

**Visit Finland offers it's Chinese website for travellers:**

<http://www.visitfinland.com/zh/>

**China Social Social Media:**

Sina Weibo <http://weibo.com/ourfinland>

Youku <http://i.youku.com/u/UNTU4Nzk30Taw>

Official Wechat ID: VFChina

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**Link to download high resolution images:**

<https://pan.baidu.com/s/1OkZDcfcbBqso2FwgQX8OZA>



*Visit Finland China Roadshow 2018 in Beijing*

*Left: Lia Lin, Marketing Manager, North & West China, Business Finland Oy – Visit Finland  
Right: David Wu, Director, Greater China, Business Finland Oy – Visit Finland*



*Visit Finland China Roadshow 2018 in Shanghai*

*Lisa Li, Marketing Manager, East China, Business Finland Oy – Visit Finland*



*Visit Finland China Roadshow 2018 in Hong Kong  
Aster Lai, Marketing Manager, South China & Hongkong, Business Finland Oy – Visit Finland*