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• Background
• Objectives
Wellbeing tourism makes the visitor feel good even after returning home. It does not cure illnesses or improve the physical condition; it looks after and enhances one’s state of health. Wellbeing tourism gives the person individual and comprehensive good feelings, which can improve both physical energy and mental alertness.

What is Wellbeing Tourism?

Wellbeing tourism in Finland:
- Exercise in nature (up and downhill, moving around in bogs etc.)
- Fitness enhancing activities
- Finnish equipment and measuring devices (well-being and exercise technology)
- Professional personal assistants
- Health enhancing programmes/fitness testing systems etc. (incl. Workplace health promotion)
- Finnish treatments
- Finnish treatment materials, cosmetics etc.
- High standards and quality
- Personal, professional service
- Clean and peaceful treatment premises
- Improvement of health and well-being
- Finnish sauna experience and sauna traditions
- Pure nature, air and water
- Light exercise in nature
- Silence, lack of disturbance
- Relaxation, stress removal
- Space, light
- Wellbeing cottage
Strengths and Opportunities

- The sauna experience and sauna traditions
- Traditional treatments, like peat treatments and traditional healing
- Technological know-how within healthcare and wellbeing
- Clean and healthy food
- The forest and its effects on well-being
- Pure waters and natural waterways
- Diversity of nature activities
- Utilization of Finnish nature and culture heritage as well as the summer cottage traditions

Weaknesses and Challenges

- Fragmentation and lack of international recognition of the well-being services
- Insufficient use in marketing activities of internationally well-known attraction elements like sauna and Nordic walking
- Lack of common marketing message
- Knowledge of the customer base and the most important customer profiles
- Finding the right distribution channels
- Poor networking
- A jungle of concepts and terminology
Vision

Finland is the best source of natural wellbeing in the world.

Mission

Making Finland an internationally acknowledged destination for wellbeing tourism with services based on pure nature, sauna, exercise, healthy food and (health) care know-how.
Core Message

Natural luxury and harmony

Themes – Focal points
Core Themes of Finnish wellbeing tourism

- Finnish way of sauna bathing; habits and manners
- The comprehensive sauna experience (before and after)
- Sauna traditions
- Sauna and silence
- Special services: sauna yoga, peat sauna etc.
- Supplementary services (food, culture etc.)

Finnish sauna
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Finnish treatments
- Traditional bonesetting
- Kajava treatment, a traditional Finnish massage
- Method Putkisto
- Finnish cosmetics brands and treatment products
- Finnish exercise equipment

Food
- Healthy food
- Local food
- Organic food
- Special diets
- The gifts of Finnish nature (berries, herbs etc.)
- Gathering food in the nature and preparing it

Pure nature
- Exercise in the nature
- Pure water, air
- Well-being from the forest
- Silence
- Space
- Light, the polar night
- The seasons
- Safety

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Finnish Treatments

- Traditional bonesetting
- Kajava treatment, a traditional Finnish massage
- Method Putkisto, a Finnish version of Pilates
- Finnish cosmetics brands and treatment products
- Finnish equipment

FINRELAX® - "Finland to become leading wellbeing tourism destination in the world"
Enhancing Product Development

- Improving customer know-how through research
- Developing customer-based products on updated product recommendations
- Creating a Finrelax® product family and using the Finrelax® brand for good quality products meeting required criteria
- Including elements of wellbeing in all tourism services
- Developing the sauna experience in a comprehensive way
- Developing the supply of spa, health and fitness services to better meet the international demand
- Creating tools to support the development of well-being products

Preserving and improving accessibility

- Developing infrastructure so that farms, spa hotels, cottages, sports institutes and the like can better meet the requirements of wellbeing tourism and the needs of new customer groups
- Securing the availability of unimpeded access according to demand. Added value to the customer.
Increasing collaboration and networking

- Creating a network to coordinate development of wellbeing tourism
- Increasing collaboration between the tourism industry and manufacturers of wellbeing equipment and smart technology, local food producers and producers of care products
- Utilizing results of regional wellbeing tourism projects nationwide
- Searching for and committing new domestic collaboration partners to support the core message of wellbeing tourism (eg. Pro Agria, the Martta Organization, Finfood)
- Collaboration opportunities and synergy gains with the FinlandCare program and Green Care services

Improving Sales and Marketing

- Effortless availability for wellbeing products by consolidating the supply under clear headlines and making use of services like VisitFinland.com and other consolidating net services
- Developing sales volume by offering interesting new products to collaborating partners
- Surveying distribution channels of wellbeing tourism on the main markets
- Procuring new international collaboration partners
- Utilizing the appealing elements of wellbeing in marketing, developing new contents and surveying new marketing channels
- Visibility for the nationwide supply of wellbeing services in as many channels as possible (VisitFinland.com, regional portals, the press/social media/bloggers, brochures etc.)
Research needs

• Classification of wellbeing services (health spas, spas, day-spas, farms offering wellbeing services etc.) and a survey of their supply and foreign customers

• Media behaviour of the target groups on different markets (where do the consumers gather their information)

• Potential survey RUS, DE, JPN, CHN

• Development of the compilation of statistics on international wellbeing and health tourism customers

• Survey of top products

• Research on the health effects of sauna, traditional healing, exercise activities and gifts of nature

Target Groups

Modern humanists. Within this segment a special emphasis on cultural individualists and active families looking for new experiences

+55-year-olds are a significant target group on all markets

Asian tourists, the main target group of Visit Finland’s image marketing, are also an important target group in marketing well-being tourism.

• The Asian tourist is interested in Finnish nature and there is a demand for nature-based well-being products.

• The Japanese are more interested in holistic well-being than the Chinese
"Natural luxury and harmony" brand image

- Developing a uniform image for Finnish well-being tourism
- Finland is acknowledged as the leading well-being tourism destination in the Nordic countries
- Finrelax® is recognized as a product family with commercial significance and a profile in compliance with sustainable development

Operational and Qualitative Goals for Wellbeing Tourism

Collaboration:
- Committing the businesses to the theme, clarifying the division of responsibilities and collaboration with different industries
- Making use of the benefits of synergy between health and wellbeing tourism

Product development:
- Creating the Finrelax® product family
- Making use of new product innovations
- Guaranteeing the quality of wellbeing products
Quantitative Goals

- Increase in the number of international tour operators selling Finnish wellbeing tourism products: +50%
- Share of visitors using wellbeing services as a percentage of all tourist arrivals: +6%
- Number of registered Finrelax®-products (according to agreed criteria): 50
- Rate of clicks on wellbeing articles and products at VisitFinland.com: +25%

Program Goals 2015-2017

Kickoff of a national product and service development program. Joint effort with leading SME’s and flagship companies. Goal to become the world’s leading destination for wellbeing tourism.

Networking model, national development & marketing network

Finrelax®-product portfolio to match chosen target customers

Marketing & distribution network

Target markets: Germany, Japan, Russia
Action plan: 1.3.2015-29.2.2016

- National development and marketing network in place
- Market research in chosen key markets (Japan, Germany, Russia)
- Product- and service development criteria & recommendations
- Finrelax®-product portfolio in place
- Finrelax®-concept and marketing materials in place
- Networking—events in Finland
- Buyer / distribution channel visits
- Media- ja blogger—visits
- SP and marketing activities

Further information, please contact:

Kiti Häkkinen
Program Manager, Finpro ry / Visit Finland
ext-kiti.hakkinen@visitfinland.com