



# Visit Finland

**Culture Finland umbrella program for culture tourism, Susanna Markkola**

A woman with long blonde hair, wearing a dark blue beanie and a light blue turtleneck sweater, is lying on her back in a field of fallen autumn leaves. She is smiling broadly, showing her teeth. The background is a dense carpet of leaves in shades of brown, orange, and red. The overall mood is peaceful and joyful.

The vision 2018


**Finland is a lovemark  
for modern humanists  
– thanks to the culture**



A woman with a blue headscarf and a brown top is playing a violin. A microphone is positioned in front of her, capturing the sound. The background is dark with some geometric patterns.

The mission 2018

**Creating new experiences for tourists and new business opportunities for culture and travel operators will promote the well-being and economical sustainability.**



Objective of culture tourism for 2018

**The main objective is to increase the travel income in Finland.**

**Additional objective is to strengthen the role of culture in Finland's country brand.**

# Resources for culture tourism

habits      handcraft      performing art  
tastes      history      archeological sights  
achievements in business      achievements in technology  
lifestyle      language  
built environment      cultural landscape  
values      ideology  
festivals      achievements in science  
museums      visual art  
religion      personal characters  
traditions      achievements in art





# Product themes

## Festivals

Regular events nationally and regionally

## Art

Music, visual art, dance, design, theatre, circus, literature, film, comics, media art, photography and architecture

## Cultural heritage

Museums, exhibitions, sights, handicraft, history, churches, castles, fortresses, Unesco world heritage sights

## Lifestyle

Finnish way of thinking and acting, Finnish habits and traditions, Finnish food, everyday life and festivities, tales and stories, Finnish phenomena (equality), people, life in the countryside and towns, knowhow, technology, education

# Thematical points of focus

- Finnish food culture
- Locally produced food
- Wild food
- Participation
- Experience



- Live like a local
- Sense of place
- Nature relationship
- Social practises
- Getting to know Finns, locality, culture, cultural heritage and stories

**Cultural elements for individual travellers  
Culture in Nature**

- Design
- Fashion
- Architecture



- Music
- Handicraft
- Comics
- Film
- Game industries



A photograph showing the lower legs and feet of three people wading through a shallow, muddy puddle. The person on the left is wearing bright red rubber boots and light blue trousers. The person in the middle is wearing dark boots and grey trousers. The person on the right is wearing black rubber boots and dark trousers. The background is a blurred green landscape, suggesting a rural or outdoor setting. The text 'Target groups' is overlaid in white on the right side of the image.

# Target groups

- **Modern humanists in China, Japan and Europe (Germany, France, UK, Benelux, Austria, Switzerland, Italy, Spain)**
- **Russian 25-55 years old middle class**
- **Domestic tourists**



Modern humanist is interested in many things that Finland and Finnish tourism entrepreneurs can easily offer.

**Intangible  
cultural  
heritage**

**Familiarization  
with culture**

**Activities**

**Scenery**

**Lifestyle**

**Relaxation**

**Nature**



# Culture Finland

## Cooperation!

Enhancing the cooperation travel and culture operators.

## Products

Adding cultural elements to travel products and create new experiences for tourists.

## Activate

Stimulate culture tourism projects.

## Revenue

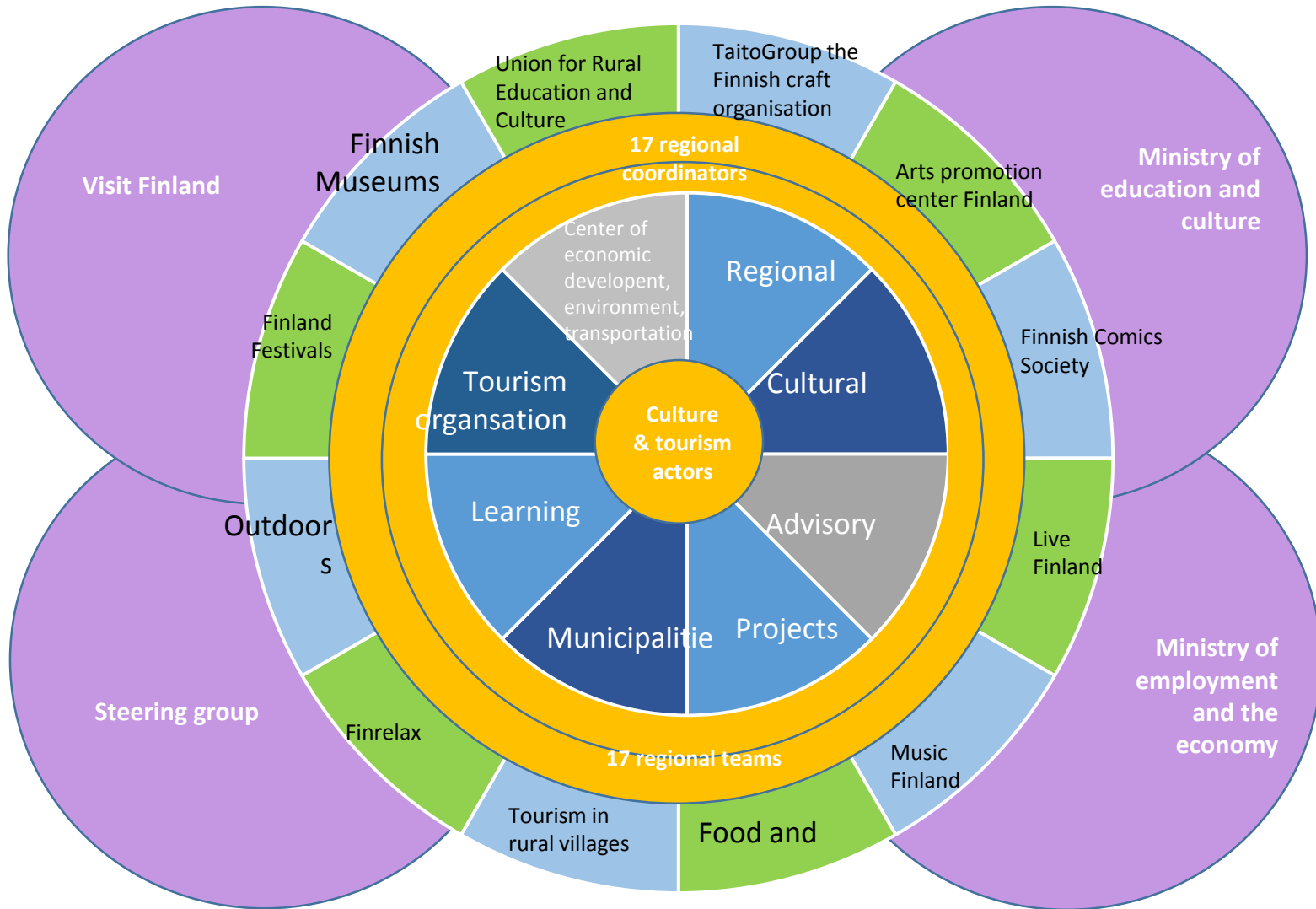
Adding value and income to tourism and cultural businesses.

# Main targets





# Network team model for culture tourism



# Cooperations, networking

