

PRESS RELEASE



Finland becomes partner destination of ITB China 2018

ITB China has officially selected Finland as the show's partner destination in 2018

Berlin/Helsinki/Shanghai, 27 February 2018 – From 16 to 18 May 2018 the focus at the marketplace for China's travel industry taking place in Shanghai will be on its partner destination Finland.



Visit Finland

"Finland has proven that it is attaching a great importance in enhancing Chinese tourists' travel experience. Finland is running a multitude of visa centers in China, working on e-visa solutions for Chinese tourists and has opened up for Chinese mobile payments systems adding a lot of convenience for Chinese visiting Finland. These are just some examples clearly proving Finland's devotion to the Chinese travel market, which is a perfect precondition to being ITB China's Partner Destination", said David Axiotis, General Manager ITB China.



Around 50 delegates from Finland, which has a strong presence on the show floor, will be representing the country at ITB China this year. Finland will be the co-host of ITB China's official opening dinner with some 600 guests attending and will also organise numerous events during the fair, such as a dedicated networking reception on the evening of May 16, attracting some 300 attendees.

Press Contact

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Paavo Virkkunen, Executive Vice President, Business Finland & Head of Visit Finland commented, "Chinese travellers are a very important tourism source market for Finland, and the growth in visitor numbers has been impressive in recent years. From January to November 2017, the number of overnights from China to Finland has reached to 321,172 with a 34.3% growth compared to January to December 2016. China represents the 5th largest group of travellers to Finland. We are continually working to enhance our partnership with travel trade partners in China to provide unique travel products to Chinese travellers and ITB China provides us with a great platform to present Finland to Chinese decision makers. 2018 also marks the EU China Tourism Year for which ITB China is an official partner event of. As a member of the European Union, Finland is thrilled to contribute to this year of cooperation and celebration between China and Europe and we are looking forward to a successful ITB China 2018."

MB Exhibitions (Shanghai) Co., Ltd.

Management: Dr. Martin Buck, Executive Director
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Facts & Figures about Finland as destination

Finland has been an independent country since December 6, 1917. Over the past 101 years, Finland has come to reach a leading position worldwide in many fields. For example, Finland is one of the world's happiest countries, the world's most innovative countries, as well as the world's best countries for gender equality. Finland has one of the leading education systems in the world and ranked the Best Place to be a Mother. The history of 100 years of independence embodies the values which Finns has been attaching great importance to: democracy, education, equality and freedom of expression.

Finland appeals to travellers searching for unique experiences in their destinations as well as convenience. Finland is increasingly accessible to Chinese travellers and the great variety of experiences that can be enjoyed make it an exciting destination whether spending a few days or a few weeks. There are 500,000 summer cottages throughout the country, 188,000 lakes, over 3,000,000 saunas (more than the number of cars), 179,000 islands and over 70% of the land covered by forest. Its spectacular natural wonders attract travellers from all over the world.

Finland is an increasingly attractive destination in the summer to spend an active vacation and enjoy the long days of sunlight. Finland is called the Land of the Midnight Sun; in the summer there are places in the Northernmost Finland where the sun never actually sets. It's the perfect time to enjoy Finland's natural landscapes and national parks as well. Visitors to Finland love the friendly and easy-going lifestyle of the country and the unique combination of sophisticated urban living and incredible natural beauty. The appreciation of the outdoors is a Finnish national pastime and travelers can easily spend a day cruising through the Finnish archipelago made up of 315 small islands or exploring one of Finland's 40 national parks offering a taste of unspoiled rivers, forests, and lakes.



In the Winter Season, Finland is known for its magical charm. The forests of spruce, pine, and beech become laden with snow, lakes freeze over, everywhere a pristine white blanket covers the land, and the air is cold, fresh, and pure. Staying indoors and waiting for the thaw isn't an option for the Finns, and so they find a multitude of ways of enjoying the winter.

Skiing, Snowboarding, tobogganing, and snowshoe trekking are popular active ways to enjoy the snow, but for those who prefer to conserve their energies there are plenty of snowmobiles available to rent, or even the chance to take a reindeer or husky-pulled sleigh ride. And of course, the Northern Lights a phenomenon of beauty unique to only a few places in the world.

Save the date

We are delighted to invite you **during ITB Berlin** to an exclusive ITB China 2018 Preview Event on 8 March at CityCube Berlin, A-level, Room A1.

Date: Thursday, 8th March 2018

Start: 4:00 pm

End: 6:00 pm

Location: CityCube A-level, Room A1, Messedamm 26 in 14055 Berlin

Speakers:

Mr. David Axiotis, **General Manager ITB China**

Mr. Eduardo Santander, Executive Director **European Travel Commission**

Mr. John Griffin, VP – Marketing EMEA **Wyndham Hotel Group**

Mrs. Heli Mende, Director, Head of Global Sales Promotion, **Visit Finland**

Mr. Roland Elter, Chief Commercial Officer, **Maritim Hotels**

Mr. Yi Xiao, Founder & CEO **Qyer.com**

Application

If you are interested in the Chinese travel market and would like to attend the ITB China 2018 Preview Event, please [click here](#) to fill in the following application form.

As of now you can obtain your **accreditation** for ITB China at reg.itb-china.com/portal.

About ITB Berlin and ITB Asia

First launched 52 years ago, ITB Berlin is recognised as the most successful trade show for the global travel industry. Some 10,000 exhibitors from more than 180 countries regularly attend this event. Every year in October for the last nine years Messe Berlin has successfully organised ITB Asia in Singapore. Boasting 760 exhibitors from 73 countries, ITB Asia in Singapore has established itself as one of the leading travel trade shows in Asia. As the second show in Asia, ITB China will take place in Shanghai, one of the leading industrial cities in the People's Republic of China, and with a population of around 23 million one of world's largest cities. In contrast to ITB Asia, which reflects tourism in Asia as a whole, ITB China focuses entirely on the Chinese travel market.

About ITB China and the ITB China Conference

ITB China 2018 will take place from Wednesday to Friday, 16 to 18 May, at the Shanghai World Expo Exhibition and Convention Centre in hall 1. ITB China is a three-day business to business travel trade fair that focuses exclusively on the Chinese travel industry. The ITB China Conference will take place parallel with the show and is co-organised by the leading conference organiser TravelDaily (www.traveldaily.cn).

More details are available at www.itb-china.com

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