

# PATA<sup>®</sup>

Pacific Asia Travel Association

FINLAND CHAPTER



**Secondary Destinations -  
Tourism Dispersion  
January 17, 2019  
MATKA 2019**

In co-operation:

- Association of Finnish Travel Agents/AFTA
- Finnish Fair Corporation
- PATA Finland Chapter

With support from:

- Finnair and Clarion

## PATA: PACIFIC ASIA TRAVEL ASSOCIATION

- Founded in 1951 to promote the sustainable development and management of travel to and within the Pacific Asia area

### PATA Finland Chapter

- Founded in 1987

## PATA TODAY

- A not-for profit industry association that is internationally acclaimed for acting as a catalyst for the responsible development of travel and tourism to, from and within the Asia Pacific region.

## Our panel today:

- Mr. Salvador Robles, Director, Spanish Tourist Office (Helsinki)
- Mr. Vedran Susic, Director, Visit Croatia (Stockholm)
- Ms. Sanna Kärkkäinen, Managing Director, Visit Rovaniemi (Rovaniemi)
- Mr. Oliver Martin, Partner, Twenty31 Consulting (Toronto & Berlin)
- Ms. Hanna-Leena Halsas, International & Chapter Relations, PATA Finland Chapter (Helsinki)



# Key societal trends impacting our industry



# Our Tourism Opportunity



**AN INDUSTRY THAT WILL  
DOUBLE BY 2031**

**GENERATING  
> \$3 TRILLION  
IN TOURISM EXPORT REVENUES**

**But.....**  
**NOT ALL TOURISM IS**  
**THE SAME**



# Asia Pacific Dominates



**INTERNATIONAL  
TOURIST  
ARRIVALS TO  
INCREASE BY  
43 MILLION  
A YEAR ON  
AVERAGE**



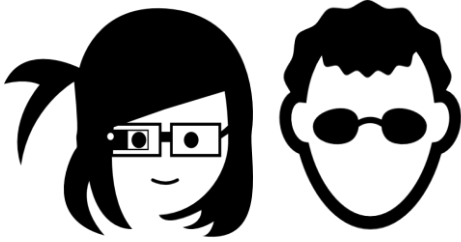
**ASIA AND THE PACIFIC  
WILL ALSO  
BE THE OUTBOUND  
REGION THAT**

**GROWS  
THE  
MOST**

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**CHINA as a  
source market  
will dominate**

# The Key Market Shifts



**1/  
Millennial  
Travellers  
and those  
aligned  
will  
dominate  
by 2031**



**2/  
Local and  
authentic and  
community  
tourism will  
rule**



**3/  
Technology  
will drive  
consumer  
behavior and  
tourism  
marketing**

# The Drivers of These Shifts



- 1) Wealth generation and the growth of world's middle class**
- 2) Commoditization of travel**
- 3) Technology empowering consumers**

# Yet...Our Industry is in Airplane Mode





# **Tourism is powerful.**

**It broadens minds, engages senses, challenges  
preconceptions.**

**It is a transformative experience and an engine  
of commerce and cultural exchange.**

# Panel Questions

- 1. Defining the issue**
- 2. The 'business case' for secondary destinations**
- 3. Understanding the industry opportunity**
- 4. Targeting high-yielding Asia Pacific travellers**

# Panel Questions

- 1. Defining the issue**
  - Is Over Tourism real or a ‘media’ issue?**
  - How did we land here?**

# Panel Questions

- 2. The business case for secondary destinations**
  - **How do we define ‘secondary destinations’?**
  - **Why secondary destinations?**
  - **What role do NTOs/DMOs have to play to open up secondary destinations?**



# Panel Questions

- 3. Understanding the industry opportunity**
  - **How can tourism operators (attractions, tour operators, accommodation providers, etc.) develop secondary destination offerings?**
  - **What are some practical steps and/or support initiatives that NTOs/DMOs have enacted?**

# Panel Questions

- 4. Targeting high-yielding Asia Pacific travellers**
  - How are NTOs/DMOs opening up secondary destinations to Asia Pacific travellers?**
  - What steps do tourism operators need to take to target Asia Pacific travellers to secondary destinations?**
  - What does the future hold for European destinations and the Asia Pacific market?**

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