

# Kohtaamisilla uutta myyntiä 2019



# Visit Finland mahdollisti vuonna 2019

Yli 15 000 kohtauttamista  
kansainvälisissä myyntitapahtumissa





# Overall Customer Satisfaction with VF Events

VF Customer  
Satisfaction  
2019

**4.38**

2018

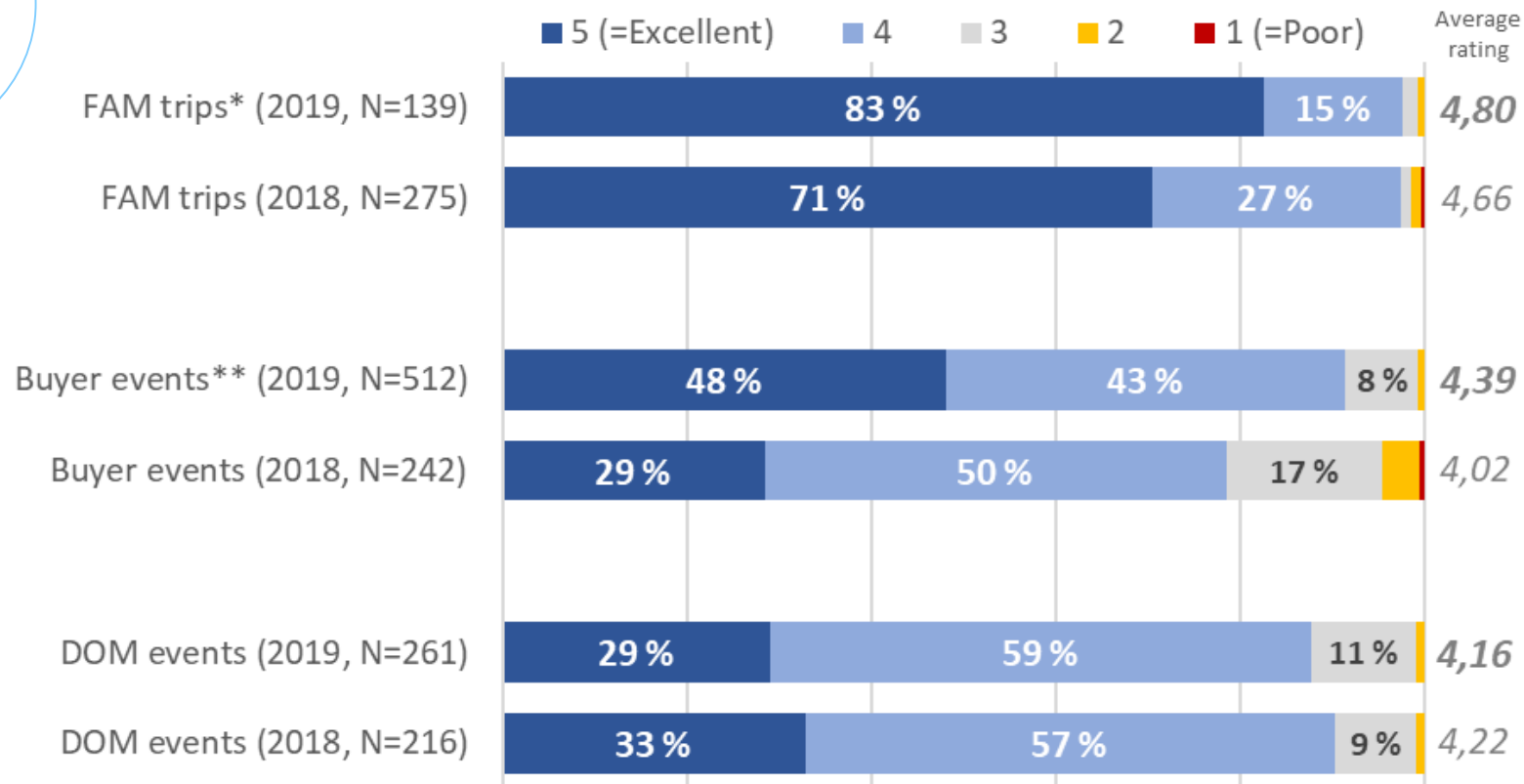
**4.32**

**63** VF Events in total with  
Customer Satisfaction Survey

- 22 FAM trips (without a workshop)
- 35 Buyer events (some with FAM trips incl.)
- 6 DOM events (for Finnish travel trade)

→ **912** respondents in total

## Overall Customer Satisfaction with VF Events 2019 vs. 2018

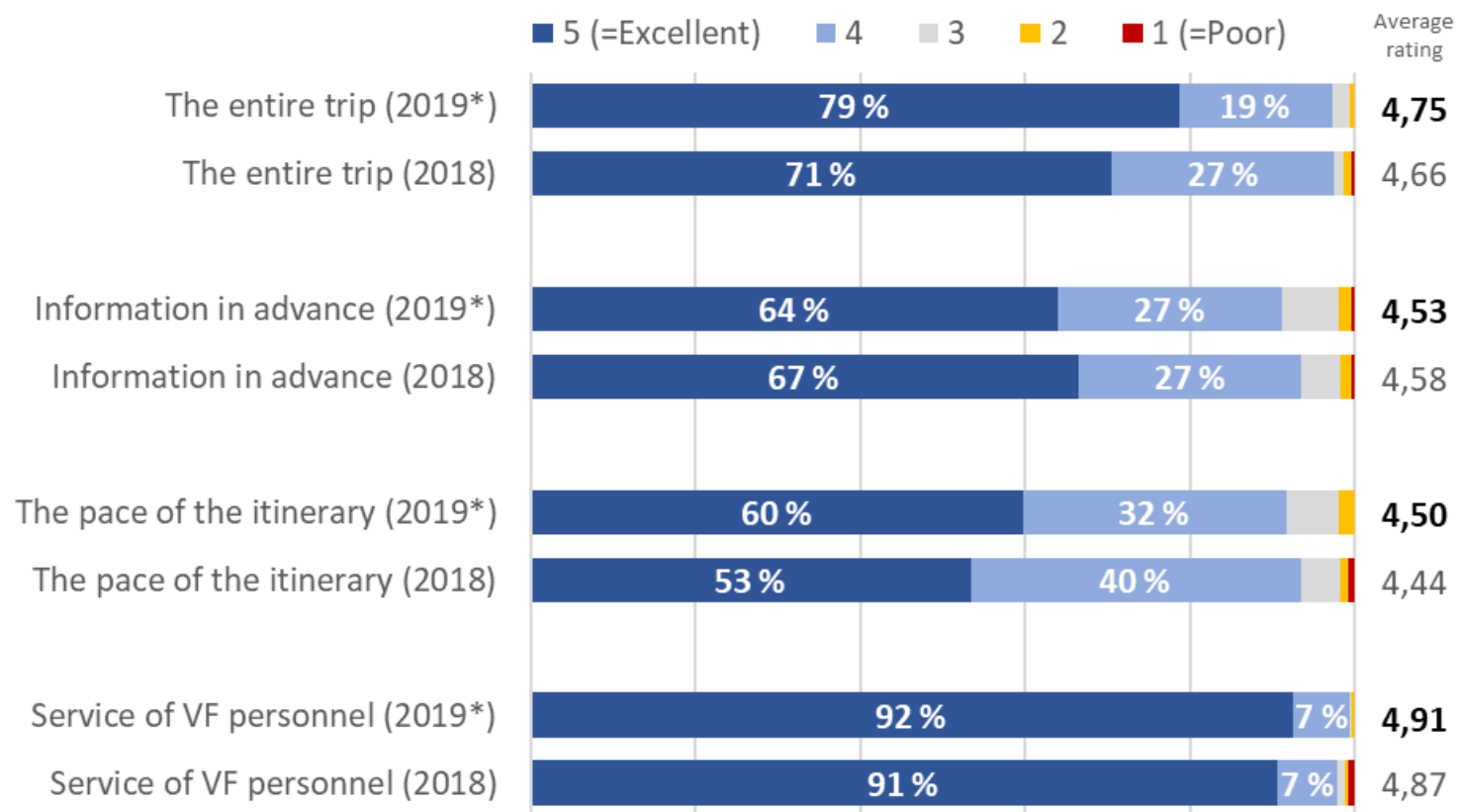


\*) only FAM's without a buyer workshop, \*\*) incl. also buyer events with a FAM trip

# Customer Satisfaction with all FAM trips

- ❖ Really a lot of person related positive feedback for well organized trips and excellent support & co-operation – hosts very professional with warm and friendly attitude
- ❖ Most of the participants felt that the fam trip inspired them to take more/new products to their programme
- ❖ Fam trips considered an excellent way of getting to know new destinations and their service offering, as well as meeting new suppliers
- Hardly any negative feedback

Customer Satisfaction with all FAM trips 2019\* vs. 2018



\*) incl. FAM trips with or without a workshop

N = 303 (2019\*) / N = 275 (2018)

# Free comments – FAM trips 2019

Thank you so much for this wonderful FAM! It has been one of the best FAMs I have ever attended. I definitely feel competent to sell Finland to my clients now. I have also made so many wonderful contacts. Kiitos

Visit Finland, thank you very much for this experience. I was in Finland first time and now I love this country, its people and culture.

It made me come home, advertise Finland as a single country holiday destination. I would recommend someone to go to Finland as a stand alone trip as I think there is so much that can be done there. It was beautiful. Thank you once again for a trip of a lifetime!

Everyone at Visit Finland was amazing! They all did an amazing job and showed their culture and country in a way that I want to sell it and I already miss it.

Finland completely surprised me - I simply had no idea what a fantastic country it is. I now understand why it is the Happiest country in the world! I have told colleagues that it is like stepping into another world - very clean, green, water everywhere, people out and about, terrific activities, and phenomenal people who all speak excellent English. Finland should definitely be included in any conversation about Scandinavia!

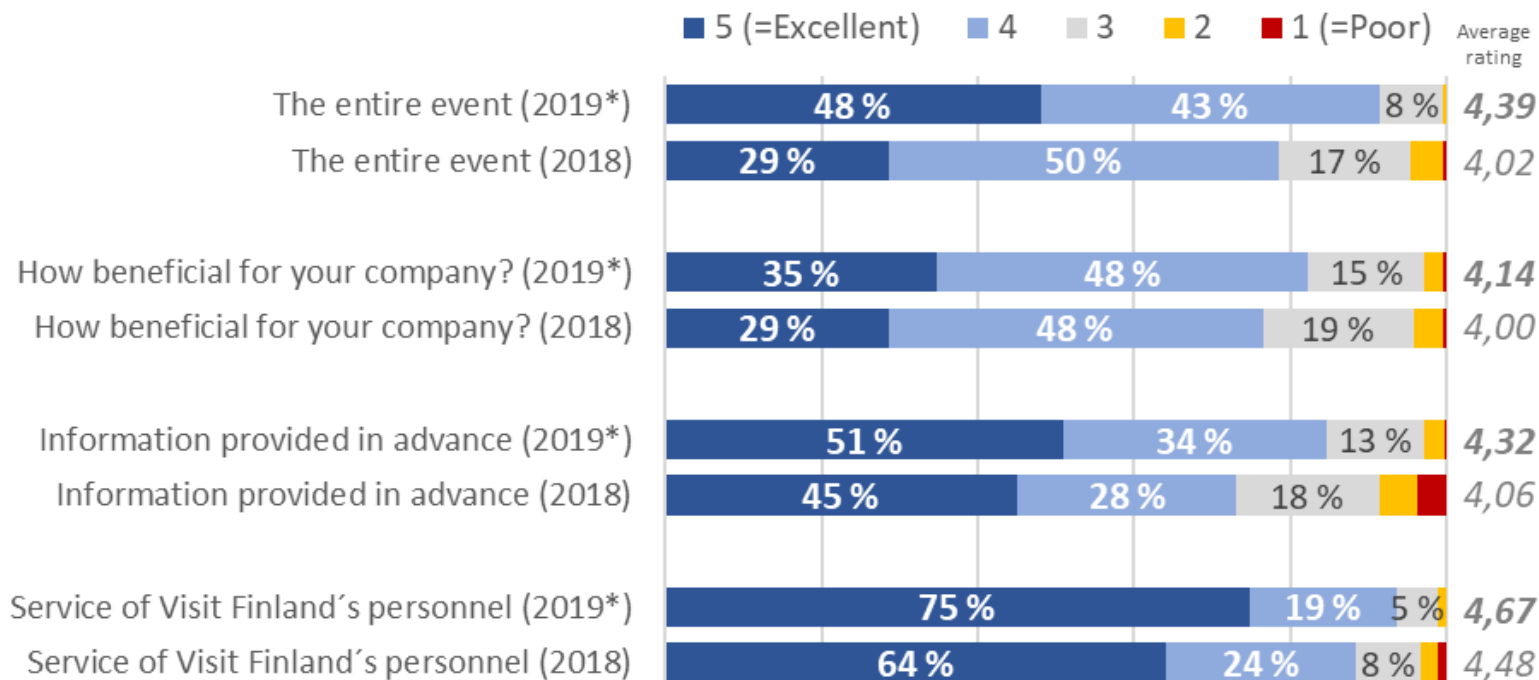
I am thankful for the opportunity to participate in Fam Trip. I also want to thank the organizers for a well-organized tour and for the invaluable experience that I can share with my colleagues for improving sales to your direction

# Customer Satisfaction with Buyer Events

Both for suppliers (Finnish travel trade) and for buyers with workshop & fam trip

- ❖ Very professional and well organized events in overall
- ❖ Lots of person related positive feedback
- ❖ New business opportunities highly appreciated as well as getting information about different regions in Finland
- ❖ Networking and making new contacts found very important, as well as strengthening the relationship with current contacts
- Some wishes for receiving a little earlier information about the event and/or the buyers
- In some venues the system to arrange the appointments was not functioning too well
- For some participants the schedule felt too tight on some road shows

## Customer Satisfaction with Buyer Events 2019\* vs. 2018



\*) incl. also buyer events with a FAM trip

N = 512 (2019\*) / N = 242 (2018)

# Free comments – Workshops 2019

(Both suppliers and buyers)

Thank you for amazing two days in Tampere! I was so proud to be a Finn!

Thank you for your cooperation, friendly team of professionals and like-minded Finland destinations who are ready to absorb all the information fanatically and then pass it on to tourists with love ... Keep it up!

It is easy to participate ITB on Visit Finland stand. It is well-known, well-organized and one does not have to worry about anything. Also catering is very good.

Thanks again for the excellent arrangement done by Visit Finland. It has always been hassle-free working with VF.

Everyone at Visit Finland was amazing! They all did an amazing job and showed their culture and country in a way that I want to sell it and I already miss it.

The gala dinner and party like a Finn was very high quality and well organized. You managed to surprise also us Finns!

This kind of "small sales workshops" are more than welcome. For us workshops taking place in Finland are much more convenient than big events abroad.

Thank you very much for this workshop. It was very useful for my company. We will actively offer Finland to our customers.



# The main contribution for the company - Workshops 2019

(Both suppliers and buyers)

As a result of the workshop our company got new partners in regions Imatra, Lappeenranta, Mikkeli and Savonlinna and we do very much hope for our future cooperation and multiple requests from our clients for accommodation and activities in above mentioned regions!

Confirming old contacts to provide and find new products to each, open new opportunities.  
The buyers were seriously interested and we were seriously sellers.

Our company was looking for a new place to start a new type of package tours and FIT tours other than Helsinki. Since many Koreans visit Finland only to Helsinki, we want to show other cities that show the real Finn.

Find new suppliers, destinations and products, upload new products on our website and expand our business in Finland.

I found it extremely valuable to meet with the various tourism representatives from the different regions in Finland. I learnt so much and it was a very effective way to assess whether the regions were suitable for our program and demographic.

Good meetings, got great feedback and requests from the buyers. Even met up with one buyer in Helsinki to discuss more. Good opportunity to meet with relevant buyers that otherwise would be hard to contact. Also great to discuss and network with Finnish companies.



# Free comments – Sales runs / Road shows 2019

In times of modern technique and the possibility to do pretty much everything online I find personal encounters between people getting even more important. Therefore I value workshops like this and courage Visit Finland to organize them also in the future.

Workshops are good platform to establish contact with potential clients

All the arrangements run so smoothly that we can really put all our energy into the meetings and doing business and not have to stress about the travel arrangements!

The performance level is already very high and your staff is always so helpful and professional that it is difficult to make any proposals. Perhaps if you could add 6 more hours per day so that instead of 24 hours we could have 30 hours per day ;)

# Kansainväliset järjestökongressit 2019

Suomessa järjestettiin ennätysmäärä kansainvälisiä  
järjestökongresseja: **835**

Ennätysmäärä kongressidelegaatteja: **136 413**





**Was this event of a greater professional value to you because it was held in this city?**

The choice of Helsinki for this event was a natural fit because some of the good smart tourism practices (which were the topic of the conference) we could also experience and not just hear about.

**Would you recommend Finland as a congress destination to a friend or colleague?  
What is the main reason for your score?**

Quality of the venues,  
good organization and  
friendly staff.

Transport, infrastructure  
was great

Lovely place and  
friendly people

**What was the highlight of your visit?**

Helsinki - sauna, water,  
design, churches.

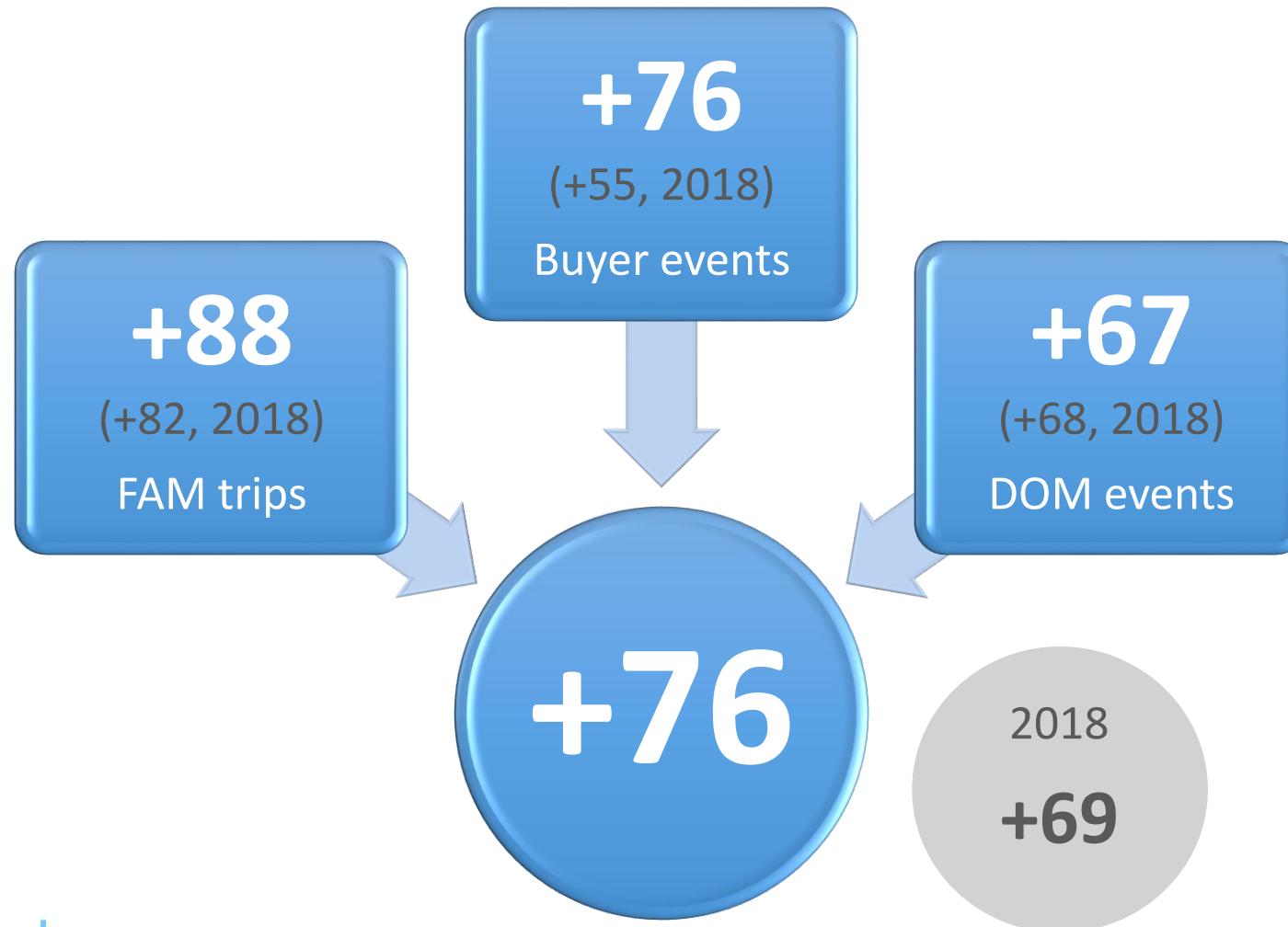
Congress Programme -  
networking

Experience atmosphere in  
winter + sustainability  
experience

The conference itself.  
Unfortunately, I didn't take  
enough time for much else.

The presentations, the  
people/networking and the  
Dinner friday night

# Likelihood to recommend Visit Finland's services to a friend or colleague (NPS)



**NPS** = Net Promoter Score scale 0-10, where

- ratings 9-10 stand for **Promoters**
- 7-8 for **Passives**
- 0-6 for **Detractors**

The NPS is calculated by subtracting the percentage of customers who are Detractors from the percentage of customers who are Promoters.



# Kiitos mielenkiinnostanne

