



# VISIT FINLAND CRITERIA FOR INTERNATIONALIZATION

Long-term product development and quality improvement are the key elements for a travel enterprise to reach higher customer satisfaction, better profitability and more competitive supply of services. The goal of Visit Finland criteria for internationalization is to assist in making sure Finnish travel products and services for the international markets are of high enough quality to be competitive.



Visit Finland





#### **A. CUSTOMER ORIENTATION**

You have defined your target groups and taken into consideration their needs in your supply of services.

#### **B. QUALITY**

You are an active participant in a quality development programme and/or you have a follow-up system of customer satisfaction that has been in use for at least one year or you follow regularly feedback given to your company in social media and take the necessary measures to develop the quality of your services and products.

#### **C. MARKET TESTING**

Your product has been tested (international customer, tour operator etc.) to be suited for international markets.

#### **D. CAPACITY AND NETWORKS**

Your own capacity or capacity offered via a collaboration network guarantees a comprehensive service to independent and/or group travellers. You are part of a network of suppliers in your area and with the help of the network you can offer versatile and comprehensive services and experiences complementing each other, even across industry boundaries if necessary.

#### **E. ACCESSIBILITY**

Your services can be reached by good transport connections or you organise transportation from/to the nearest bus or train station /airport.

#### **F. AVAILABILITY**

Your products and services are clearly described and prices given in the language of the target market or in English, they are easy to find and purchase via tour operators or other sales organisations, on your own internet pages or via other digital reservation channels.

#### **G. LANGUAGE SKILLS**

You can serve your customers in the language of the target market or in English.

#### **H. AUTHENTICITY AND APPEAL**

In your product development and marketing you make use of genuine Finnish experiences, based on the appeal, traditions, culture and way of life in your area.

#### **I. SAFETY**

You apply industry-wide safety recommendations and instructions to your services.

#### **J. SUSTAINABILITY**

Your company observes the principles of sustainable development, proven by a certification or completed training, or you have a plan on applying the principles of sustainable development to your activities.

**In addition to the above we recommend your company to have a PLAN OF INTERNATIONALIZATION.**

Further information:

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