



THE DISTRIBUTION CHANNEL SURVEY IN UK MARKET FOR SPORTS TRAVEL THEME (2020)

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September 2020

SPORT TOURISM IS MOVING PEOPLE

Sport business is one of the most growing industries globally and its importance to national economies is significant. This includes multiple sectors and sport is often combined with recreation or wellness or other close industry areas. Defining what is included in sport as an industry area is therefore challenging. Sport tourism is an essential part of this development and sports, and especially, sporting events move tourists around the world. Various sports and outdoor events that take place in Finland gather both international participants and spectators; the regional economic impact of sport events is great.

Visit Finland has been developing, promoting and marketing sports travel since 2017. The focus being on leisure travel for the international travellers interested in adventure, sports and active wellness holidays.

The goal of this distribution channel survey was to define and find those sports tourism distribution channels and media contacts which are relevant to the UK market. The channels for this report were chosen from a wide range of different channels by evaluating the importance, relevancy or potential from the Finnish tourism and sports industry point of view. In addition to the online specialist tour operators, this survey also lists some media and marketing sites, influencers, communities, sports clubs and sport federations.

The sports activities which were included in this survey were

- running (marathon, trail running or similar)
- hiking / walking
- cycling (road, MTB, touring, events, year-round)
- golf
- motor sports

This channel survey was produced for Business Finland by Blueberry Consulting in 2020.

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1 Running

1.1 Tour operators

1.1.1 Nature Travels - The Outdoor Specialists

Name of the channel	Nature Travels - The Outdoor Specialists https://www.naturetravels.co.uk
Type of channel	tour operator
Short description	Nature Travels is the only company in the UK specialising solely in environmentally responsible outdoor and adventure holidays in Sweden, Finland and Norway. Established in 2006.
Product groups	<ul style="list-style-type: none"> • Running • Hiking / trekking • Cycling • Sailing
Social media followers	Facebook 3.1k, Twitter 860, Instagram 500
Is Finland already represented in the portfolio?	1 product (Trail Running, Saunas and Packrafting in Southern Finland)
Target group	FIT, Family, Solo, Self-guided, tailor-made
Presence of competitors of Finland	Norway: 2 running products
Activity recommendation for suggested distribution channel	Tour operator: Offer products, invite for a FAM.
Contact information	Nature Travels Ltd, Unit 8, Trinity House, Trinity Street, Dorchester, Dorset DT1 1TT, United Kingdom
Contact information for content production (person who is in charge of the production)	Sofia Carter, sofia.carter@naturetravels.co.uk , +44 (0)1929 503080

1.1.2 Run the Wild

Name of the channel	Run the Wild https://www.runthewild.co.uk/adventures
Type of channel	tour operator
Short description	Run the Wild, as a dedicated trail running specialist, is all about you enjoying running and exploring the wild, beautiful areas of the UK and Europe.
Product groups	Trail running
Social media followers	Facebook 4.3k, Twitter 590, Instagram 3.9k, Youtube 780
Is Finland already represented in the portfolio?	No
Target group	FIT, groups, corporate
Presence of competitors of Finland	-
Activity recommendation for suggested distribution channel	Tour operator: Offer products, invite for a FAM.
Contact information	Run the Wild, 40 Grove Park, Tring, Hertfordshire, HP23 5JR
Contact information for content production (person who is in charge of the production)	Simon James tel. +44 207 791 1737 info@runthewild.co.uk

1.1.3 Runaway Adventures

Name of the channel	Runaway Adventures https://runawayuk.com
Type of channel	travel agent
Short description	<p>Company was established in 2017, and it organises a wide variety of trail running events within London & the surrounding areas:</p> <p>1) social - Group trail running adventures within an hour (ish) of London. 2) Racing - Timed trail races in the British countryside. 3) Global - Unique race expeditions in beautiful locations. They create series of international adventures that combine beautiful scenery with a unique trail race experience.</p> <p>For each trip they organise accommodation, food, transport and race entry, but customer needs to book the flights.</p>
Product groups	running events / trips
Social media followers	Facebook 1.1k, Instagram 1k,
Is Finland already represented in the portfolio?	no
Target group	FIT
Presence of competitors of Finland	Sweden: 1 event: Fjällmaraton August 2020
Activity recommendation for suggested distribution channel	Offer products, invite for a FAM.
Contact information for content production (person who is in charge of the production)	Chris Bradley chris@runawayuk.com

1.1.4 Running Crazy

Name of the channel	Running Crazy www.runningcrazy.co.uk and www.runningcrazy.com
Type of channel	tour operator
Short description	A specialist tour operator offering running races for individuals, clubs and groups with great races all over Europe and an expanding programme.
Product groups	escorted and unescorted trips
Social media followers	Facebook 3.5k
Is Finland already represented in the portfolio?	-
Target group	FIT, groups
Presence of competitors of Finland	Iceland: Reykjavik Midnight Sun Evening Half Marathon, 10K & 5K
Activity recommendation for suggested distribution channel	Tour operator: Offer products, invite for a FAM.
Contact information	Running Crazy Ltd 18 Octavius Court, Waterlooville, Hants, PO7 8LY Tel: +44 (0) 2392 255033 - Mobile: +44 (0) 776 776 7920 Mail: info@runningcrazy.co.uk
Contact information for content production (person who is in charge of the production)	Malcolm Hargraves info@runningcrazy.co.uk

1.1.5 Sport Tours International

Name of the channel	Sport Tours International https://www.sportstoursinternational.co.uk
Type of channel	tour operator
Short description	Established 45 years ago, Sports Tours International is one of the UK's largest specialist sports travel companies, taking thousands of participants and spectators to sports events around the world. Based in the UK but operates also in Germany and France.
Product groups	<ul style="list-style-type: none"> • Running (5k, 10k, Adventure, Half Marathons, Marathon, Mountain, Trail, UK Running Events, Ultra Marathons and World Marathon Majors) • Cycling • Triathlon • Other sports and sports resorts
Social media followers	Facebook 20k, Twitter 6k, Instagram 4.2k
Is Finland already represented in the portfolio?	no
Target group	FIT, groups, corporate
Presence of competitors of Finland	Denmark/ Greenland: Copenhagen half marathon 2022 Tour de France start in Denmark Marathon on the Rocks Polar Circle marathon IceFjord marathon Iceland: Iceland Volcano Marathon Reykjavik Marathon
Activity recommendation for suggested distribution channel	Tour operator: Offer products, invite for a FAM.
Contact information	Head office: 91 Walkden Road, Walkden, Manchester M28 7BQ, UK.
Contact information for content production (person who is in charge of the production)	Head of Product and Operations Alex de Waard alex@sportstoursinternational.co.uk

1.2 Media

1.2.1 The timeoutdoors

Name of the channel	The timeoutdoors https://www.timeoutdoors.com
Type of channel	online media
Short description	<p>"The timeoutdoors" helps people get active outdoors. Media site works with e.g. following range of organisations:</p> <ul style="list-style-type: none"> • Event organisers and charities - to attract participants for 5,000+ local, national & overseas events. • Challenge organisers and charities - to attract participants for 500+ personal, team & charity challenges. • Travel companies - to attract new customers for 1,750+ activity holidays, training camps & courses. • Tourist boards - to promote active destinations. • Clubs - to attract new members.
Product groups	Events, challenges, trips, courses & training camps, activity clubs & groups: cycling / walking / running / paddle sports / multi-activity / family holidays & courses
Social media followers	<ul style="list-style-type: none"> * 130,000 newsletter subscribers a week * 1 million visitors a year * Facebook 7.7k, Twitter 18.5k
Is Finland already represented in the portfolio?	Yes, one event: Cross Lapland - Half Marathon 2020 / Tervola
Presence of competitors of Finland	Norway: 1 event, Denmark: 1 event
Activity recommendation for suggested distribution channel	Advertise your running event.
Contact information	Timeoutdoors Suffolk House Roecliffe Business Centre Roecliffe YO51 9NE UK Tel +44 333 577 8200
Contact information for content production (person who is in charge of the production)	To advertise: https://www.timeoutdoors.com/advertising Listing events - free and paid options: https://www.timeoutdoors.com/register?v=2 Add a club: https://www.timeoutdoors.com/register?v=3

1.2.2 Therunnerbeans

Name of the channel	The runnerbeans http://www.therunnerbeans.com
Type of channel	blog, podcast
Short description	British running, fitness and travel blog. Charlie Watson is a registered dietician in training, and blogs about life, health, fitness, travel and food. UK running blogger aims to run all the major marathons.
Product groups	marathons
Social media followers	Instagram 62.3k, Twitter 13k, Facebook 4.7k
Is Finland already represented in the portfolio?	no
Presence of competitors of Finland	Never been to Finland, but visited Stockholm
Activity recommendation for suggested distribution channel	Invite to hike in your area.
Contact information	charliewatson88@hotmail.co.uk or therunnerbeans@gmail.com

1.3 Others

1.3.1 City Jogging Tours – London

Name of the channel	City Jogging Tours – London https://www.meetup.com/CityJoggingTours/ https://www.facebook.com/cityjoggingtours
Type of channel	Social community of runners
Short description	A group of joggers who offer a quirky sightseeing experience for runners of all abilities. Trips to other UK cities, as well as weekend trips to European cities, where we will link up with other sight-jogging groups.
Product groups	Running club
Social media followers	190 members, FB 1.3k,
Is Finland already represented in the portfolio?	no
Target group	runners of all abilities
Presence of competitors of Finland	no
Activity recommendation for suggested distribution channel	Join the group. Suggest destination by contacting the group organizer via messaging.
Contact information for content production (person who is in charge of the production)	Contact the organiser: info@cityjoggingtours.co.uk / message via the group / tel. +44 845 544 0433

1.3.2 Go! Running Tours

Name of the channel	Go! Running Tours http://www.gorunningtours.com
Type of channel	Franchising company
Short description	Go! Running Tours is a network of sight running companies all over the world. Company provides running tours in connection with corporate events such as meetings, conferences, and congresses as well as for leisure and business travellers. Go! Running Tours is a privately held company with franchisees and partners all over the world. Head office in Copenhagen.
Product groups	Running Tours, private tours, running events, and running Holidays
Social media followers	Facebook 22.7k, Instagram 2.4k,
Is Finland already represented in the portfolio?	no
Target group	FIT, groups, corporate
Presence of competitors of Finland	Norway: 7 tours, Iceland: 3 tours, Denmark: 12 tours
Activity recommendation for suggested distribution channel	Become a city manager - "We are ALWAYS looking for happy runners to join our running tours team. Love running? Love your city? Then you will love the job as a City Manager. And we would love for you to join us!" Alternatively you can become a GO! RUNNING TOURS ambassador.
Contact information	Go! Running Tours ApS Kentiavej, 24 2300 Copenhagen, Denmark
Contact information for content production (person who is in charge of the production)	To become a city manager: https://gorunningtours.com/city-manager/ To become an ambassador: https://gorunningtours.com/brand-ambassador/ The company director Lena Andersson: +45 20585877

1.3.3 Parkrun

Name of the channel	Parkrun https://www.parkrun.org.uk and https://www.parkrun.fi
Type of channel	running event
Short description	<p>Parkrun is a collection of 5-kilometre running events that take place every Saturday morning at over 1,400 locations in twenty-two countries across five continents. Parkrun events are free to enter and are run by volunteers, supported by a small group of staff at its headquarters. Parkrun tourists travel specially to seek out new, unusual or spectacular runs.</p> <p>In the UK tour operators are getting interested in co-operating with Parkruns: Exodus, for example, has incorporated parkruns into several of its adventure holidays.</p>
Social media followers	In the UK Parkrun run finishers: 2,400,00 Facebook 143k, Twitter 113k, Instagram 122k, Youtube 11.3k
Is Finland already represented in the portfolio?	In Finland there are currently three parkrun locations: Helsinki, Tampere and Vääksy/Asikkala.
Target group	Criteria for admission to the channel
Activity recommendation for suggested distribution channel	Contact information
Contact information	suomi@parkrun.com or global Parkrun team: https://support.parkrun.com/hc/en-us/requests/new
Contact information for content production (person who is in charge of the production)	Tom Williams Chief Operating Officer parkrun Global

2 Hiking and walking

2.1 Travel companies and tour operators

2.1.1 Exodus travels

Name of the channel	Exodus travels https://www.exodus.co.uk
Type of channel	Tour Operator
Short description	The original adventure and activity holiday company specialising in cultural, walking, cycling, winter and wildlife adventures. Based in the UK, established 1974 thus being UK's longest running adventure tour operator.
Product groups	<ul style="list-style-type: none"> • Cultural Holidays • Wildlife Encounters • Cycling Holidays • Walking & Trekking Trips • Family Adventures • Winter Activities • Polar Expeditions
Social media followers	Facebook 105k, Twitter 21.2k, Instagram 17.4k, Youtube 1,27k
Is Finland already represented in the portfolio?	Finland 9 products - but no hiking/walking. 7 winter products, 2 summer.
Target group	Guided, self-guided, tailor-made, solo
Presence of competitors of Finland	Norway: 2 walking/hiking products
Activity recommendation for suggested distribution channel	Tour operator: Offer products, invite for a FAM.
Contact information	Exodus Travels Ltd DST House St Marks Hill, Surbiton, Surrey KT6 4BH United Kingdom
Contact information for content production (person who is in charge of the production)	Product Manager / Travel Expert Jenny Cox jcox@exodus.co.uk

2.1.2 G Adventures

Name of the channel	G Adventures https://www.gadventures.com
Type of channel	Tour Operator
Short description	G Adventures is an operator of small-group escorted tours. It is based in Toronto, Ontario, Canada with 28 offices worldwide. G Adventures offers a wide selection of affordable small-group tours, safaris and expeditions to more than 100 countries on all seven continents.
Product groups	<ul style="list-style-type: none"> • Classic tours • National Geographic Journeys • 18-to-thirtysomethings tours • wellness • active • rail • marine • local living • family • private
Social media followers	Facebook 1 359k, Twitter 126k, Instagram 198k, YouTube 8k.
Is Finland already represented in the portfolio?	Only as a part of Baltic Adventure tour.
Target group	There are different travel styles including families, 18-30, rail etc.
Presence of competitors of Finland	Norway: included in 13 products.
Activity recommendation for suggested distribution channel	Tour operator: Offer products, invite for a FAM.
Criteria for admission to the channel	Responsible Travel & Tourism values
Contact information	G Adventures The Summit 5-11 Westbourne Grove, London, W2 4UA United Kingdom
Contact information for content production (person who is in charge of the production)	Product Contracting Manager Europe, Middle East & North Africa Melissa Ganslandt europacontracts@gadventures.com

2.1.3 Inntravel

Name of the channel	Inntravel https://www.inntravel.co.uk
Type of channel	Tour Operator
Short description	Inntravel are the slow holiday specialists. Slow is your own adventure – no schedules and tour groups, but carefully crafted holidays that allow you to go as you please, explore places you've never been and immerse yourself in local life. Established in 1984 and based in rural North Yorkshire.
Product groups	Self-guided <ul style="list-style-type: none"> • Cycling Holidays • Walking & Trekking • Touring Guided snow holidays
Social media followers	Facebook 9k, Twitter 5.8k, Instagram 2.1k
Is Finland already represented in the portfolio?	Finland products are included in Snow holidays, no walking/trekking products
Target group	Self-guided, FIT
Presence of competitors of Finland	Norway: 5 walking products
Activity recommendation for suggested distribution channel	Tour operator: Offer products, invite for a FAM.
Contact information	Inntravel Ltd Nr Castle Howard, York, North Yorkshire YO60 7JU, GB United Kingdom
Contact information for content production (person who is in charge of the production)	Rebecca Bruce, Product Manager rbruce@inntravel.co.uk + 44 1653617969

2.1.4 Macs Adventure

Name of the channel	Macs Adventure https://www.macsadventure.com
Type of channel	Tour Operator
Short description	Macs Adventure arranges active holidays for independently minded people interested in the world around them. Headquarters is located in Glasgow, Scotland, but there are offices in US and Germany.
Product groups	Hiking, Cycling, Camino tours
Social media followers	Facebook 11.3k, Facebook group Macs Adventure Community 1.4k, Instagram 3k
Is Finland already represented in the portfolio?	No
Presence of competitors of Finland	Sweden 5 hiking products & 1 cycling, Norway 6 products.
Activity recommendation for suggested distribution channel	Tour operator: Offer products, invite for a FAM.
Contact information	Head Office: 2nd Floor, Skypark 5, 45 Finnieston Street, Glasgow, G3 8JU, United Kingdom Tel. + 44 141 530 8886, hello@macsadventure.com
Contact information for content production (person who is in charge of the production)	Neil Lapping, the founder and Chief Adventure Officer (CEO)

2.1.5 Much Better Adventures

Name of the channel	Much Better Adventures https://www.muchbetteradventures.com
Type of channel	Travel Agent
Short description	Specialises in small group adventure holidays for a quick weekend or longer.
Product groups	Hiking, Cycling
Social media followers	Facebook 134k, Twitter 3.6k, Instagram 39k
Is Finland already represented in the portfolio?	1 hiking trip
Target group	Holidays for work-hard, play-harder generation, who are time-poor, experience-hungry, but usually have a nightmare booking the next trip. Scheduled departures or tailor-made.
Presence of competitors of Finland	Sweden 8 products, Norway 5
Activity recommendation for suggested distribution channel	https://www.muchbetteradventures.com/travel-companies/
Criteria for admission to the channel	Company uses local 'hosts' (guides, tour ops), which meet the company's criteria: https://www.muchbetteradventures.com/travel-companies/host-criteria/
Contact information	Much Better Adventures Clerkenwell Workshops, 27-31 Clerkenwell Close, Farringdon, London EC1R 0AT UNITED KINGDOM
Contact information for content production (person who is in charge of the production)	https://www.muchbetteradventures.com/host/

2.1.6 Ramblers Walking Holidays

Name of the channel	Ramblers Walking Holidays https://www.ramblersholidays.co.uk
Type of channel	Tour Operator
Short description	Ramblers Walking Holidays launched our first tour in 1946; today they offer over 200 small group walking holidays in the UK, Europe and around the world, all hosted by expert leaders. Products include guided walking holidays, private groups, solo travellers, winter/snowshoeing, cruises, special interest holidays.
Product groups	Hiking, walking
Social media followers	Facebook 5.6k, Twitter 7.3k, Instagram 1.1k
Is Finland already represented in the portfolio?	Two products: Snowshoeing in Arctic Finland and Baltic Discovery cruise
Target group	Mature, FIT, tailor-made
Presence of competitors of Finland	Norway: 3 cruise & walk trips.
Activity recommendation for suggested distribution channel	Tour operator: Offer products, invite for a FAM.
Criteria for admission to the channel	Company supports sustainable tourism ethos, recognising the social, economic and environmental responsibilities of tour operators. They aim to work within the Travellers Code of Conduct set out by Friends of Conservation to ensure their holidays give consideration to the local people and cultures. They use local guides, transport, porters and food in order to benefit the local economy without exploitation.
Contact information	Ramblers Walking Holidays Lemsford Mill, Lemsford, Welwyn Garden City, Hertfordshire, AL8 7TR United Kingdom
Contact information for content production (person who is in charge of the production)	Product Manager David Kay is responsible for new products and improving existing products. David.Kay@ramblersholidays.co.uk

2.2 Communities of hikers

2.2.1 GET OUT OF LONDON! – Hiking, Travel, Day Trips & Adventure group

Name of the channel	GET OUT OF LONDON! – Hiking, Travel, Day Trips & Adventure group https://www.meetup.com/GET-OUT-OF-LONDON/
Type of channel	community of hikers
Short description	Since August 2010 this group been organising a mixture of one day hikes and longer trips in the UK and abroad. "We're a relaxed and friendly group and our emphasis is very much on having fun and making new friends in an enjoyable environment away from all the stresses of the 9 to 5 in London."
Product groups	hikes
Social media followers	Over 20,000 members
Is Finland already represented in the portfolio?	No
Target group	A multinational group, full of active, friendly people mainly aged in their 20s, 30s & 40s. Group size for trips abroad: 25-40 people.
Presence of competitors of Finland	Group has made many trips to Eastern Europe and Baltics.
Activity recommendation for suggested distribution channel	Join the FB group. Suggest destination by contacting the group organizer by sending email.
Contact information	Group organizer: Ian Moran

2.2.2 GO London, hiking, walking, outdoor, adventure -group

Name of the channel	GO London, hiking, walking, outdoor, adventure - group http://www.meetup.com/GO-London/ https://www.facebook.com/GoLondonAdventure/ https://www.facebook.com/groups/GoLondonHiking/
Type of channel	community of hikers / outdoor enthusiasts
Short description	Group's outdoor adventure activities include Hiking, Adventure holidays, Weekends away, Walking, Kayaking, Canoeing, Socials, and Camping. Day hikes, weekends and trips to overseas.
Product groups	Walking, Kayaking, Canoeing and Camping
Social media followers	Over 25,000 members
Is Finland already represented in the portfolio?	No
Presence of competitors of Finland	In August 2020, the plans included trip to Swedish Lapland.
Activity recommendation for suggested distribution channel	Join the FB group. Suggest destination by contacting the group organizer Graham (or assistant organizer) by sending email.
Contact information	Group organizer: Gary + 24 other members.
Contact information for content production (person who is in charge of the production)	golondongary@hotmail.co.uk tel. +44 7968 585224

2.2.3 Outdooraholics London Hiking

Name of the channel	Outdooraholics London Hiking, Adventure Travel - 25 to 49ish https://www.facebook.com/Outdooraholics/
Type of channel	community of hikers
Short description	London's largest and most active international outdoors group for hiking, walking, travel, day trips, holidays, and outdoor adventures for 25 to 49 (or young at heart) Adventure Travellers. Group does day hikes, weekend hikes and trips abroad.
Product groups	Hiking, walking
Social media followers	Over 40,000 members
Is Finland already represented in the portfolio?	No
Target group	Londoners, aged 25 to 49ish
Presence of competitors of Finland	Trips abroad.
Activity recommendation for suggested distribution channel	Join the FB group. Suggest destination by contacting the group organizer Graham (or assistant organizer) by sending email.
Contact information	info@outdooraholics.co.uk

2.3 Media

2.3.1 Fiona Outdoors

Name of the channel	Fiona Outdoors https://www.fionaoutdoors.co.uk
Type of channel	influencer, journalist
Short description	"I am a professional journalist and blogger and as well as writing about what I love to do, I blog about people's amazing stories and many fantastic events."
Product groups	<ul style="list-style-type: none"> • Outdoors & adventure • Fit Over 50 • Kit reviews • Travel
Social media followers	Facebook 2.5k, Twitter 4.8k, Instagram 1.7k
Is Finland already represented in the portfolio?	No
Target group	Outdoors & adventure over 50-year-olds,
Activity recommendation for suggested distribution channel	Commission for newspaper and press articles or blogging
Contact information for content production (person who is in charge of the production)	fionaoutdoors@gmail.com or call +44 7803 970 425.

2.3.2 The Girl Outdoors

Name of the channel	Fiona Outdoors https://www.fionaoutdoors.co.uk
Type of channel	influencer, journalist
Short description	The Girl Outdoors is an award-winning blog edited by Siân Anna Lewis, a travel journalist obsessed with outdoor adventure. It features travel, sport, photography, outdoor style and gear reviews, and it's here for inspiration if you feel like you need some fresh air.
Product groups	Wild swimming, skiing, cycling, hiking
Social media followers	Facebook 4k, Instagram 24.3k, Twitter 5.9k, Pinterest 2.2k
Is Finland already represented in the portfolio?	No
Target group	
Activity recommendation for suggested distribution channel	Promote your walking holiday destination by inviting.
Contact information for content production (person who is in charge of the production)	sian.a.lewis@gmail.com

2.3.3 Two Blonds Walking

Name of the channel	Two Blonds Walking https://www.twoblondeswalking.com
Type of channel	influencer
Short description	Bloggers who write about hiking, wilderness camping and wild swimming.
Social media followers	Facebook 1.3k, Instagram 2k, Twitter 5k
Is Finland already represented in the portfolio?	No, but they have been to Norway: https://www.twoblondeswalking.com/category/up-other-hills/norway/
Target group	Outdoors & adventure over 40-year-olds,
Activity recommendation for suggested distribution channel	Promote your walking holiday destination by inviting the bloggers
Contact information for content production (person who is in charge of the production)	admin@twoblondeswalking.com

3 Cycling

3.1 Tour operators

3.1.1 Cycling UK / CTC Cycling Holidays

Name of the channel	Cycling UK / CTC Cycling Holidays https://www.cyclingholidays.org
Type of channel	Tour operator owned by a charitable company
Short description	CTC Cycling holidays are open to all members of Cycling UK. Cycling UK is the UK's oldest, national cycling charity and it promotes all forms of cycling, protect the interests of existing and would-be cyclists, and inspire people of all ages, backgrounds and abilities to discover the joys of cycling. CTC Holidays organise guided touring trips to UK, Europe and world-wide.
Product groups	cycling
Social media followers	Cycling UK. Facebook 28.5k, Twitter 54k.
Is Finland already represented in the portfolio?	No
Target group	Members of Cycling UK
Presence of competitors of Finland	No
Activity recommendation for suggested distribution channel	Tour operator: Offer products, invite for a FAM.
Contact information	CTC Cycling Holidays & Tours Ltd. Registered Office: Parklands, Railton Road, Guildford, GU2 9JX, United Kingdom Telephone: +44 191 273 8042
Contact information for content production (person who is in charge of the production)	Tour managers: https://www.cyclingholidays.org/tour-managers/

3.1.2 Explore!

Name of the channel	Explore! https://www.explore.co.uk
Type of channel	Tour Operator
Short description	Explore! Is a UK-based adventure travel company, which been providing adventure holidays since 1981. Today, Explore provides over 500 trips to more than 120 countries. Explore organises small-group cycling holidays and self-guided bike journeys all over the world.
Product groups	Cycling, walking/trekking, multi-activity holidays
Social media followers	Facebook 36k, Twitter 4.7k, Instagram 4k
Is Finland already represented in the portfolio?	No
Target group	FIT's, small groups, tailor-made, solo-travel, families
Presence of competitors of Finland	Cycling the Baltic states (9 days)
Activity recommendation for suggested distribution channel	Tour operator: Offer products, invite for a FAM.
Contact information	Nelson House, 55 Victoria Road, Farnborough, Hampshire, GU14 7PA
Contact information for content production (person who is in charge of the production)	Hannah Owen, Product Executive - Cycling at Explore Worldwide hannah.owen@explore.co.uk

3.1.3 Freewheel Holidays, Wheel2Wheel Holidays

Name of the channel	Freewheel Holidays, Wheel2Wheel Holidays https://www.freewheelholidays.co.uk https://wheel2wheelholidays.com
Type of channel	Tour Operator
Short description	Since 2015, Freewheel Holidays has been part of Sports Tours International which was established over 30 years ago and is today one of the UK's largest specialist travel companies. Wheel2Wheel Holidays is part of Freewheel Holidays. They offer self-guided leisure European cycling holidays with a choice of leisure cycle tours in both 'well known' and 'little known' places to ride. Freewheel sells cycling tours created by local DMCs as an agent.
Product groups	cycling
Social media followers	Facebook 1.3k, Twitter 1.3K,
Is Finland already represented in the portfolio?	Freewheel Holidays offers over 100 cycling holidays available throughout Europe, but offers only one fat bike holiday in Kainuu: https://www.freewheelholidays.co.uk/cycling-holidays-finland/fat-biking-in-the-bear-kingdom-cycling-holiday
Target group	Self-guided cycling holidays for FIT's.
Presence of competitors of Finland	Sweden 2 products, Norway 3
Activity recommendation for suggested distribution channel	Tour operator: Offer products, invite for a FAM.
Contact information	Wheel2Wheel Holidays/Freewheel Holidays, 91 Walkden Road, Walkden, Manchester, M28 7BQ , United Kingdom info@freewheelholidays.com
Contact information for content production (person who is in charge of the production)	Head of Product and Operations Alex de Waard alex@sportstoursinternational.co.uk

3.1.4 Magnetic North

Name of the channel	Magnetic North https://www.magneticnorthtravel.com
Type of channel	Tour Operator
Short description	Tailor-made holidays in Scandinavia, the Nordic countries and Canada.
Product groups	Cycling, hiking
Social media followers	Facebook 1.7k, Twitter 1.2k, Instagram 700
Is Finland already represented in the portfolio?	Magnetic North provides three cycling holidays in Finland.
Target group	FIT's, small groups,tailor-made
Presence of competitors of Finland	Cycling: Norway 6 products, Sweden 1
Activity recommendation for suggested distribution channel	Tour operator: Offer products, invite for a FAM.
Contact information	Magnetic North Travel, West Wing, The Lodge, Friars Well Business Centre, North Drive, Wartnaby, Leicestershire, LE14 3HQ, United Kingdom. Tel. +44 (0) 1664 400 10
Contact information for content production (person who is in charge of the production)	Managing Director Laura Greenman laura.greenman@magneticnorthtravel.com

3.1.5 Much Better Adventures

Name of the channel	Much Better Adventures https://www.muchbetteradventures.com
Type of channel	Travel Agent
Short description	Specialises in small group adventure holidays for a quick weekend or longer.
Product groups	Hiking, Cycling
Social media followers	Facebook 135k, Twitter 3.6k, Instagram 39k
Is Finland already represented in the portfolio?	No cycling products. Three other products.
Target group	Holidays for work-hard, play-harder generation, who are time-poor, experience-hungry, but usually have a nightmare booking the next trip. Scheduled departures or tailor-made.
Presence of competitors of Finland	Cycling: Norway 1 product
Activity recommendation for suggested distribution channel	https://www.muchbetteradventures.com/travel-companies/
Criteria for admission to the channel	Company uses local 'hosts' (guides, tour ops), which meet the company's criteria: https://www.muchbetteradventures.com/travel-companies/host-criteria/
Contact information	Much Better Adventures Clerkenwell Workshops 27-31 Clerkenwell Close, Farringdon London EC1R 0AT
Contact information for content production (person who is in charge of the production)	Apply to be a host: https://muchbetteradventures.typeform.com/to/Ij9MO5 or contact: hosts@muchbetteradventures.com or call +44(0)20 0333 1176

3.1.6 Responsible Travel

Name of the channel	Responsible Travel https://www.responsibletravel.com
Type of channel	Travel company
Short description	Responsible Travel is an activist travel company recommending over 6,000 responsible holidays from 400 holiday providers around the world.
Product groups	Cycling, walking
Social media followers	Facebook 32K, Twitter 17k, Instagram 2.3k
Is Finland already represented in the portfolio?	8 cycling holidays in Finland
Target group	Small groups, tailor-made
Presence of competitors of Finland	Cycling: Norway 7 products, Sweden 4 products
Activity recommendation for suggested distribution channel	Tour operators pay an annual membership fee based on company turnover (starting at £330 per year) + commission per confirmed booking.
Criteria for admission to the channel	Company has to have Responsible Travel policy. Prospective members need to demonstrate that their policy and practices meet the Responsible Travel minimum standards. Read more: https://www.responsibletravel.com/copy/the-responsible-travel-criteria-we-use
Contact information for content production (person who is in charge of the production)	Contact sophie@responsibletravel.com for further details and an application form.

3.1.7 Saddle Skedaddle

Name of the channel	Saddle Skedaddle https://www.skedaddle.com/uk
Type of channel	Tour Operator
Short description	Saddle Skedaddle specialises in Leisure Cycling, Road Cycling, Mountain Biking, Family & Long haul holidays. Established in 1996.
Product groups	<ul style="list-style-type: none"> • Road cycling • Leisure cycling • Family cycling • Mountain biking • Cycling adventures • Tailor made trips
Social media followers	Facebook 4.8k, Twitter 5.1, Instagram 1.9k
Is Finland already represented in the portfolio?	no
Target group	group / FIT
Presence of competitors of Finland	Denmark: 2 products (Denmark - Coast, Castles and Copenhagen - Self-Guided Leisure Cycling Holiday and Denmark - Zooming Through Zealand - Self-Guided Family Cycling Holiday)
Activity recommendation for suggested distribution channel	Tour operator: Offer products, invite for a FAM.
Contact information	The Cycle Hub, Ouseburn, Quayside, Newcastle upon Tyne, NE6 1BU United Kingdom www.skedaddle.com info@skedaddle.com +44 (0)191 265 1110
Contact information for content production (person who is in charge of the production)	Lizzie Cottier, Head of Product Development lizzie@skedaddle.com

3.1.8 Utracks

Name of the channel	Utracks https://www.utracks.com
Type of channel	Tour Operator
Short description	Originally Australian company, The World Expeditions Travel Group (WETG), which has an office in London. The company offers self guided and small group walking and cycling holidays in almost 50 countries across Europe, including cycle and sail trips.
Product groups	<ul style="list-style-type: none"> • Cycling • Walking • Bike & boat • Family
Social media followers	Facebook 13k, Instagram 1.8k
Is Finland already represented in the portfolio?	Two cycling holidays: The Turku Archipelago and Finland Coastal Cycle
Target group	self guided, small groups, families
Presence of competitors of Finland	Sweden: 8 products, Norway: 2 products, Denmark: 2 products
Activity recommendation for suggested distribution channel	Tour operator: Offer products, invite for a FAM.
Contact information	London office 1B Osiers Road, Wandsworth, London, SW18 1NL Tel. +44 20 8875 5060 Fax. +44 20 8870 7014 Email: enquiries@utracks.co.uk
Contact information for content production (person who is in charge of the production)	Teams: https://www.utracks.com/About/Our-Team

3.2 Media

3.2.1 Bicycle Touring Pro

Name of the channel	Bicycle Touring Pro http://bicycletouringpro.com/bike-tours/
Type of channel	blog, media, marketing channel
Short description	Bicycle Touring Pro is the world's most popular how-to bicycle touring blog / website and information source. Articles and online shop.
Product groups	Cycling
Social media followers	Facebook 41k, Instagram 48.8k, Youtube 74.4k
Is Finland already represented in the portfolio?	Two tours in Finland (Helsinki, Kainuu with Upitrek)
Target group	Information website for those who are interested in starting to do bicycle tours or bike backing.
Presence of competitors of Finland	Several articles
Activity recommendation for suggested distribution channel	Three options: 1) List your tour(s) in recommended bike tours -page for \$995 USD per listing/per year. 2) Write a featured guest post or article on www.bicycletouringpro.com for \$2,995 USD per article. 3) Have The Pro Join Your Bike Tour (different options) \$7,995 USD More information: https://bicycletouringpro.com/marketing/
Contact information for content production (person who is in charge of the production)	https://bicycletouringpro.com/contact/

3.2.2 Bikepacking.com

Name of the channel	Bikepacking.com https://bikepacking.com
Type of channel	Media, community
Short description	Founded in 2012, bikepacking.com is the leading resource for bikepacking routes, in-depth gear reviews, inspiration, planning insight, adventure stories, news, and events. Routes can be either long or short bikepacking "overnighters". Bikepacking.com has "The Local Overnighters Project", which is a unified effort to map and gather overnighters all over the world—by locals, in their own backyards.
Product groups	Cycling
Social media followers	Facebook 56k, Instagram 156k, Twitter 9.5k,
Is Finland already represented in the portfolio?	No routes / articles
Target group	Enthusiastic mountain bikers.
Presence of competitors of Finland	Routes: Sweden 2, Estonia 1. Articles: Sweden 4, Norway: 1
Activity recommendation for suggested distribution channel	Share your own route or co-operate with writers such as Michael O'Dwyer, who lives in Sweden and has contributed both of the Swedish routes.
Contact information for content production (person who is in charge of the production)	Michael O'Dwyer: https://qrvi.se/about-us/ . Share your own route: https://bikepacking.com/share-route/

3.2.3 CyclingEurope.org

Name of the channel	CyclingEurope.org https://cyclingeurope.org
Type of channel	Media, blog, podcast
Short description	CyclingEurope.org -blog by Andrew P. Sykes. He is a writer, cyclist, speaker and teacher.
Product groups	Cycling
Social media followers	Blog visitors 1,4 million, Facebook 1.3k, Twitter 23.3k, Instagram 1.7k,
Is Finland already represented in the portfolio?	Finland is mentioned a couple of times, but no routes / blogs.
Presence of competitors of Finland	Cycling days: Sweden: 6, Norway: 29 + 3 rest days
Contact information	email: office@CyclingEurope.org Twitter: @CyclingEurope Facebook: Cycling Europe with Andrew P. Sykes Instagram: @CyclingEurope Phone: 0(0 44) 79 70 27 85 69

3.3 Clubs / communities

3.3.1 CLOG: WALK CYCLE KAYAK HIKE BIKE ADVENTURE TRIPS over 35s

Name of the channel	CLOG: WALK CYCLE KAYAK HIKE BIKE ADVENTURE TRIPS over 35s https://www.clog.org.uk/p/trip.html https://www.facebook.com/CentralLondonOutdoorGroup/
Type of channel	community of outdoor enthusiasts
Short description	CLOG is a friendly non-commercial outdoor activity group for those Londoners who enjoy walking, cycling, hillwalking, exploring our countryside and other outdoor activities. Around 4-8 events most weeks, including walks, cycle rides, social events, weekend and longer trips away in the UK and abroad. Around 20 longer trips a year. Founded in 1937.
Product groups	Cycling, walking, exploring our countryside and other outdoor activities
Social media followers	2,400 members. FB 1.8k,
Is Finland already represented in the portfolio?	Finland Islands cycling trip in August 2020 (Cancelled due to Coronavirus)
Target group	Most members are over 35s but all ages welcome - majority of members are in their 40s & 50s.
Presence of competitors of Finland	-
Activity recommendation for suggested distribution channel	Join the group. Suggest destination by contacting the group organiser.
Contact information for content production (person who is in charge of the production)	Contact the Leadership team via messaging at www.meetup.com/Central-London-Outdoor-Group or send an email to trips@clog.org.uk

4 Golf

4.1 Tour operators

4.1.1 Findagolfbreak.com

Name of the channel	Findagolfbreak.com https://findagolfbreak.com
Type of channel	Tour Operator, OTA
Short description	Tour op which organises tailor made golfing holidays to UK, Europe and Worldwide. Established in 2014. Partnership with SGH Sports Events and Druh Belts. Sister site https://golftournamentbreaks.com .
Product groups	Golf
Social media followers	Facebook: 1.7k, Twitter 5k
Is Finland already represented in the portfolio?	No
Target group	FIT/Groups
Presence of competitors of Finland	Estonia, Latvia and Lithuania
Activity recommendation for suggested distribution channel	Tour op: Offer products, invite for a FAM.
Contact information	Findagolfbreak.com The Penthouse Cookridge Hall Leeds, LS16 7NL United Kingdom Tel +44 (0) 0113 999999
Contact information for content production (person who is in charge of the production)	Director Simon Jackson, simon.jackson@findagolfbreak.com

4.1.2 Golfbreaks.com

Name of the channel	Golfbreaks.com https://www.golfbreaks.com
Type of channel	OTA, Tour Operator
Short description	Golfbreaks.com organises golf breaks, holidays, tours and tournament experiences for over 230,000 golfers annually at over 2,500 resorts and golf courses in the UK, Europe and Worldwide.
Product groups	Golf
Social media followers	Facebook: 43k, Twitter 16.1k, Instagram 9.5k,
Is Finland already represented in the portfolio?	1 product
Target group	FIT/Groups
Presence of competitors of Finland	Sweden: 10 products, Norway: 1, Estonia: 1
Activity recommendation for suggested distribution channel	Tour op: Offer products, invite for a FAM.
Contact information	Golfbreaks.com, Minton Place, Victoria Street, Windsor, SL4 1EG United Kingdom
Contact information for content production (person who is in charge of the production)	Maxence Boireau, Product Manager - France & Belgium / Scandinavian Markets MBoireau@golfbreaks.com Direct: + 44 07831 977760 Main: +44 0845 678 2400

4.1.3 Your Golf Travel

Name of the channel	Your Golf Travel https://www.yourgolftravel.com Blog: https://www.yourgolftravel.com/19th-hole/
Type of channel	OTA, Tour operator
Short description	Your Golf Travel is the World's largest golf travel business, offering golf breaks and golf holidays to over 3,000 destinations in 22 countries throughout the UK, Ireland, Europe and the rest of the World. 19th Hole Golf Blog.
Product groups	Golf
Social media followers	Facebook: 40k, Twitter: 36.7k, Instagram 19.3K, Alexa 844.1K
Is Finland already represented in the portfolio?	3 products
Target group	FIT/Groups
Presence of competitors of Finland	Sweden: 14 products, Norway: 1, Estonia: 0
Activity recommendation for suggested distribution channel	Tour op: Offer products, invite for a FAM. Blog: contact for content contribution/fam
Contact information	Your Golf Travel Cloister Court, 22-26 Farringdon Lane, London EC1R 3AJ United Kingdom 19 th hole -blog: +44 207 336 5340, golfblog@yourgolftravel.com
Contact information for content production (person who is in charge of the production)	Tour op: martin.mcgrath@yourgolftravel.com blog: golfblog@yourgolftravel.com

4.2 Media

4.2.1 Destination Golf.Travel

Name of the channel	Destination Golf.Travel https://destinationgolf.travel
Type of channel	Publishing company
Short description	Destination Golf is one of the Worlds' leading golf travel publishing companies. Based in Ireland but it has 22 country pages including one for UK. It is approved member of the Worlds' largest golf tourism group IAGTO. Departments: Magazine Publishing, Television Promotions, Consumer Public Relations, Media Relations, Event Management, Direct Marketing Services and Social Media Marketing.
Product groups	Golf
Social media followers	Facebook 8.8k, Twitter 12.9k, Instagram 5.5k,
Is Finland already represented in the portfolio?	No
Target group	Golf audiences around the world
Presence of competitors of Finland	Destination features and some articles about Sweden (for example: https://destinationgolf.travel/cool-golf-around-stockholm/) and Norway (https://destinationgolf.travel/norwegian-woods/)
Activity recommendation for suggested distribution channel	Advertising, content contributions or become a partner
Contact information	Destination Golf Media Ltd. EMEA Reg Office: Suite 2, Eden Gate Centre, Delgany, Co. Wicklow, Ireland. Form: https://destinationgolf.travel/contact/
Contact information for content production (person who is in charge of the production)	marketing@destinationgolf.travel

4.2.2 Golf Guru Group / Travelling Lady Golfer

Name of the channel	Golf Guru Group / Travelling Lady Golfer https://golfgurugroup.com
Type of channel	Influencer, pr/media consultancy
Short description	Freelance journalist and ex golf tour op Sarah Forrest specialises in golf media, golf events and women's golf. She can recommend the best route to suit your requirements and assist with PR/marketing media campaigns if needed. Freelance for Golf South, Women and Golf, Lady Golfer, Golf Travel Lifestyle, justabouttravel.net and The Golf Business.
Product groups	Golf
Social media followers	Facebook 2.4K · Twitter followers 800 · Instagram 2.6k
Is Finland already represented in the portfolio?	No
Target group	Female golfers
Activity recommendation for suggested distribution channel	Contact for articles / media trips & consultancy.
Contact information	sarah@golfgurugroup.com Tel +44 (0) 1452780988 Mobile +44 (0) 7709344016

4.2.3 Golf Monthly

Name of the channel	Golf Monthly magazine / website https://www.golf-monthly.co.uk
Type of channel	Magazine, marketing platform
Short description	The world's oldest golf magazine. Est 1911. Golf Monthly releases two Travel Supplements each year.
Product groups	Golf
Social media followers	Facebook 136.4K · Twitter 115.3K · Instagram 91.5K · Social Engagement 209 · Domain Authority 61 · Alexa Rank 129.8K
Is Finland already represented in the portfolio?	"The Best Golf Courses In Scandinavia" web article by Sam Tremlett includes Kytäjä and Linna Golf. https://www.golf-monthly.co.uk/courses/best-golf-courses-in-scandinavia-196457
Activity recommendation for suggested distribution channel	Contact editors for media trips / articles in bi-annual travel supplements
Contact information	Golf Monthly, Pinehurst 2, Pinehurst Road, Farnborough Business Park, Farnborough, Hampshire, GU14 7BF, United Kingdom
Contact information for content production (person who is in charge of the production)	Editor: Michael Harris email: michael.harris@ti-media.com Digital Editor: Neil Tappin email: neil.tappin@ti-media.com Senior Content Editor: Tom Clarke email: tom.clarke@ti-media.com

4.2.4 Golf News

Name of the channel	Golf News https://www.golfnews.co.uk
Type of channel	Magazine, marketing platform
Short description	Golf News is a free golf publication with printed and digital publications. Website includes travel section with number of articles.
Product groups	Golf
Social media followers	Twitter followers 19.5K · Social Engagement · Domain Authority 37 · Alexa Rank 1.8M
Is Finland already represented in the portfolio?	Many news articles mentioning Finland but no travel articles yet.
Presence of competitors of Finland	Sweden - several articles
Activity recommendation for suggested distribution channel	Contact editors for media trips / articles in the printed version or in digital travel section.
Contact information	Golf News The Studio Maple House The Spinney Hove, East Sussex Bn3 6qt, United Kingdom
Contact information for content production (person who is in charge of the production)	editor@golfnews.co.uk

4.2.5 UK Golf Guy | Golf Blog

Name of the channel	UK Golf Guy Golf Blog https://www.ukgolfguy.com/golf-blog/
Type of channel	Influencer
Short description	Blog was designed to help people plan playing golf at some of the great courses in Europe. The reviews also include information for planning a golf trip.
Product groups	Golf
Social media followers	Twitter 3.2K
Is Finland already represented in the portfolio?	No
Target group	Golfers interested in European courses.
Activity recommendation for suggested distribution channel	Invite to rate your course.
Contact information	ukgolfguy@gmail.com

4.2.6 Women & Golf Magazine

Name of the channel	Women & Golf Magazine https://womenandgolf.com
Type of channel	Magazine
Short description	<p>Women & Golf is the UK's leading women's golf magazine published six times a year with 12k copies. 60% of readers take 1-2 golfing holidays a year (with 17% taking more than this).</p> <p>The Women & Golf website, www.womenandgolf.com, is designed to enhance what is already an established magazine and includes all the latest golf news and up-to-date information on fashion, equipment travel, lifestyle and instruction.</p>
Product groups	Golf
Social media followers	Facebook fans 5.5K · Twitter followers 6.6K Social Engagement 6 · Domain Authority 30 · Alexa Rank 5.1M
Is Finland already represented in the portfolio?	Many news articles mentioning Finland but no travel articles yet.
Target group	Female golfers
Activity recommendation for suggested distribution channel	Advertorial in the travel section.
Contact information	To contact the editorial department, please email: harriet.shephard@womenandgolf.com
Contact information for content production (person who is in charge of the production)	<p>Magazine to advertise Suzanne Taylor Sales & Marketing Manager +44 1780 482037, suzanne.taylor@womenandgolf.com</p> <p>Magazine editorial Editor Alison Root +44 208 498 0428, alison.root@womenandgolf.com</p> <p>Editorial Digital department: harriet.shephard@womenandgolf.com</p>

5 Motosports

5.1 Tour operators

5.1.1 Grandstand Motor Sports

Name of the channel	Grandstand Motor Sports https://www.grandstandmotorsports.co.uk/moto-gp/finnish-motogp
Type of channel	Tour operator
Short description	Grandstand Motor Sports is a trading name of Grandstand Motor Sport Ltd. It is the UK's leading motor sports tour operator specialising in tailor made motor racing holidays worldwide. Established in 2005. Company offers a wide range of hotels, race tickets and hospitality.
Product groups	motor sports/racing holidays
Social media followers	Facebook 5.8k, Twitter 1.5k
Is Finland already represented in the portfolio?	Yes: Finnish MotoGP in Kymiring.
Target group	groups, FITs, corporate hospitality groups
Activity recommendation for suggested distribution channel	Tour op: offer products, invite for a FAM.
Contact information	Grandstand Motor Sports 12 Fir Tree Lane Groby Leicestershire LE6 0FH, United Kingdom Telephone : +44 116 231 1222 info@grandstandmotorsports.co.uk
Contact information for content production (person who is in charge of the production)	Debbie Wolfe-Kinch, director Debbie@grandstandmotorsports.co.uk

5.1.2 Motor Sports Travel (MST)

Name of the channel	Motor Sports Travel (MST) https://www.motorsportstravel.co.uk
Type of channel	Tour operator
Short description	Motor Sports Travel provides ticket-inclusive packages with flights to the FORMULA 1 or MotoGP™ weekends. Established in 2012.
Product groups	Moto GP and Formula travel packages
Social media followers	Facebook fans 1.7k, Twitter 865, Instagram 180
Is Finland already represented in the portfolio?	Yes - Moto GP Kymiring
Target group	groups, FITs,
Activity recommendation for suggested distribution channel	Tour op: Offer products, invite for a FAM.
Contact information	Tel. + 44 207 183 2022 info@motorsportstravel.co.uk 3rd Floor, 207 Regent Street, London W1B 3HH
Contact information for content production (person who is in charge of the production)	Craig, +44 207 183 2022 info@motorsportstravel.co.uk

5.1.3 Rally Travel

Name of the channel	Rally Travel https://rallytravel.com/
Type of channel	Tour Operator
Short description	Rally Travel Ltd is the leading travel company to the World Rally Championship and the Official Tour Provider of Wales Rally GB. The company provides Spectator Tours, Travel and Hospitality arrangements to WRC events worldwide. In 2019, over 40% of total bookings came from outside the UK thus no flights are included in the packages.
Product groups	<ul style="list-style-type: none"> - WRC Rally Tours - World Rally Championship - - Fully Escorted Spectator Tour Packages - Self-Drive Spectator Tour Packages - Travel & Hospitality Services for WRC fans, VIPs, teams & sponsors. - Exclusive VIP packages with the Ford World Rally Team
Social media followers	Facebook 13.7k, Twitter 8.4k
Is Finland already represented in the portfolio?	Neste Rally Finland (self-drive tours or escorted tours)
Target group	Groups, FITs, corporate hospitality groups
Presence of competitors of Finland	2021 WRC RALLY SWEDEN
Activity recommendation for suggested distribution channel	Tour op: Offer products, invite for a FAM.
Contact information	Rally Travel Limited The Paddock Ripon North Yorkshire HG4 5HW, United Kingdom + 44 1765 64 00 55
Contact information for content production (person who is in charge of the production)	David Hutchinson, owner

5.1.4 Select Motor Racing

Name of the channel	Select Motor Racing https://www.selectmotorracing.com
Type of channel	Tour operator
Short description	Owner Kevin May and the Select Motor Racing UK Travel Team have over 45 years' experience of motorsport travel and hospitality.
Product groups	Race Tickets, Circuit Hospitality and MotoGP Hospitality 'Village' Packages Escorted Tour Packages Self Drive Packages By Air Travel options Escorted Tour Packages No flights included.
Social media followers	Facebook 1.1k, Twitter 500
Is Finland already represented in the portfolio?	Yes - Moto GP Kymiring
Target group	groups, FITs, corporate hospitality groups
Activity recommendation for suggested distribution channel	Tour op: Offer products, invite for a FAM.
Contact information	<ul style="list-style-type: none"> Phone: +44 (0)1451 833 721 Email: enquiry@selectmotorracing.com
Contact information for content production (person who is in charge of the production)	Kevin May, owner

5.2 Organisations

5.2.1 Motorsport UK

Name of the channel	Motorsport UK https://www.motorsportuk.org
Type of channel	Non-profit organisation
Short description	Motorsport UK is formerly known as the Motor Sports Association (MSA). It is the national membership organisation and governing body for four-wheel motorsport in the UK, representing competitors, volunteers, clubs and fans. Motorsport UK is a not-for-profit organisation (limited by guarantee) that exists to service and grow the sport.
Social media followers	Facebook 41k, Twitter 16.9k, Instagram 11.8k, Youtube 1.91k
Contact information	Motorsport UK House Riverside Park Colnbrook SL3 0HG T: +44 (0)1753 765000 F: +44 (0)1753 682938 E: hello@motorsportuk.org
Contact information for content production (person who is in charge of the production)	hugh.chambers@motorsportuk.org (CEO) sue.sanders@motorsportuk.org (Director of Learning & Development) ian.berry@motorsportuk.org (Head of Sport Promotion)

5.3 Media

5.3.1 Fablass Ltd

Name of the channel	Fablass Ltd - motorsport marketing & pr http://www.fablass.com
Type of channel	PR and communications
Short description	Motorsport PR and communications
Product groups	Bespoke public relations programmes Motorsport, automotive and lifestyle PR Social media Specialist writing Sponsorship proposals and activation Event organising Design, production and supply of brochures and newsletters Web design and site hosting Photographic service Radio media service Translated press release service Filming: camerawork, editing and supply
Is Finland already represented in the portfolio?	Accredited for Neste Rally Finland
Activity recommendation for suggested distribution channel	Contact for press / media purposes
Contact information	Email: paul@fablass.com Mobile: +44 (0)7710 74 31 67

5.3.2 The Checkered Flag

Name of the channel	The Checkered Flag https://www.thecheckeredflag.co.uk
Type of channel	Media
Short description	The Checkered Flag was set up in August 2009 and is dedicated to providing daily news and features from around the world of motor sport including F1, WEC, WRC, Rallycross, BTCC, Le Mans, TUSCC, MotoGP and more.
Product groups	F1, WEC, WRC, Rallycross, BTCC, Le Mans, IMSA, MotoGP
Social media followers	Facebook fans 8K · Twitter followers 18.9K · Instagram Followers 1.8K
Is Finland already represented in the portfolio?	Many articles
Activity recommendation for suggested distribution channel	Promotion in the motor sport industry., Motor Sport Photography, Motor sport Editorial, Motor Sport advertising opportunities, and Journalism.
Contact information	The Checkered Flag 34 Russet Way, Melbourn, Royston, Herts SG86HF United Kingdom
Contact information for content production (person who is in charge of the production)	Contributor list: https://www.thecheckeredflag.co.uk/about-us/ Editor-In-Chief Vince Pettit, hello@vincepettit.co.uk

5.3.3 The Motorsport Collective

Name of the channel	The Motorsport Collective http://www.themotorsportcollective.com
Type of channel	Creative Agency
Short description	The Motorsport Collective is a group of global motorsport professionals who share ideas, inspiration and contacts with other people in the industry. A selection of social media influencers who span the automotive, motorsport and lifestyle sectors. It brings together experience with an extensive network of freelance global marketing, communications, content creation professionals and world-renowned personalities from the world of automotive and motorsport.
Product groups	Social Media Management Content Creation and Distribution Media Relations Influencer/ Celebrity Marketing Event Management Broadcast Content Consulting
Social media followers	Facebook fans 400 · Twitter followers 500 · Instagram Followers 450
Activity recommendation for suggested distribution channel	Content creation, media relations, influencer marketing
Contact information	info@themotorsportcollective.com
Contact information for content production (person who is in charge of the production)	Lindsay Orridge, founder info@themotorsportcollective.com