ONLINE SPEED DATING VOL. 3

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ONLINE SPEED DATING – PROMOTING FINLAND AS A TRAVEL DESTINATION IN 2021

Agenda:

• Online Speed Datings Vol. 1 & Vol 2. results and learnings
• Online Speed Dating Vol 3. Quick facts
• Workflow
• Goals
• How to take part
• Feedback from last round
ONLINE SPEED DATINGS VOL. 1 & VOL 2. RESULTS AND LEARNINGS – AND WHAT IS NEW ON THE 3. ROUND?

The Online Speed Datings evolution:

1. **ITB replacement:**
   - The first round in March 2020 was organized for the Finnish regional organizations who missed ITB

2. **Larger round**
   - The second round in May-June 2020 was organized based on the wishes of the foreign buyers, based on the recommendations of VF
   - We had around 100 Finnish partners with us

3. **Establishing virtual first touch**
   - A little bit better timing thanks the opening of the country borders in EU (in May everything was closed)
   - Now Finnish partners are better presented with the Howspace-site
   - Foreign buyers will choose the partners
   - We will keep the good things from previous meetings, 5 presentations, 7 min presenting time for each partner
36% got more confidence to reach more international tourists

*Respondents of the feedback survey after May-June meetings*
ONLINE SPEED DATING VOL 3.
QUICK FACTS

• **Timeframe:** Series of mini-meetings during Autumn, October-December

• **Participants:** Finnish companies and buyers from DACH and Benelux-areas

• **Price:** Free

• **How long does it take:** 1h per time, more likely 40-50min, featuring 5 Finns and 1 foreign tour operator – everyone has 5-7min to present

• **How do I get a meeting:** Based on demand
VF invites Finnish companies to join – admission is still open

Visit Finland creates groups based on themes and regions to Howspace

Visit Finland invites foreign partners to choose their preferred partners from the Howspace-site

Visit Finland coordinates and moderates the meetings during October-December
Near and dear - Special stays in Central and Southern Finland / Lakeland

Hotel & Spa Resort Järvisydän and Kuru Resort Saimaa provides unique accommodation in Scenery Suites - with glass roof, Rustic Hotel - made of old wood and authentic stones, House Boats, Kota Hotel and Serenity Villas - made of wood and glass offer a lake-like, unforgettable luxury experience. (Lakeland, Tanja)

Photo: Kuru Resort Saimaa

Houseboat Finland - Experience the beauty of Lakeland on a houseboat.

Ahström Works - Hotel accommodation at one of the largest Iron Works in Finland in a magnificent garden setting and awarded restaurant. The beautiful view is part of nationally valuable built-up cultural environment.

Above ordinary - Glass igloos and snowhotels in Lapland

Magical Pond - Modern and Scandinavian styled igloos offer magnificent views, in just 8 km from famous Ruka Ski Resort. (Ruka, Lapland)

Harriniva Hotels & Safaris - Family owned company, run by the third generation. Glamping in Aurora Domes, snow igloos, hotel rooms, cabins and full program of winter (and summer) activities near Pallas-Yllästunturi National Park. Unique Arctic Sauna World provide a full wellbeing experience. (Pyry Talvensaari, Muonio, Lapland)

Experience365 / Kemi Tourism Ltd - Seaside Glass Villas, which are located at the SnowCastle area (Kemi, Lapland)

Apukka Resort - Unique suites and cabins for Northern Lights viewing, arctic husky and reindeer tours, local food restaurant.
GOALS

• Strengthen the brand image of Finland and push our strengths and unique selling points

• Push for example sustainability as a new theme

• Use the momentum to direct tourists to visit Finland

• Offer a venue to learn what the foreign buyers want and need. Establish first touch or strengthen trust.
I AM A COMPANY, HOW TO TAKE PART AND GET SUCCESSFUL MEETINGS?

- **Sign up** and share your own goals and products with us
- We will group you together with suitable other organizations on the Howspace-site and market the page for the foreign partners.
- Please help us to **co-create the Howspace-site**, so that it depicts you well
- Once a meeting is guaranteed, we will send invitations
- You will be asked to fill out a model **template** or provide us your own
- Make sure you have the best **photos** (or videos?) photo tells more than a thousand words
- **Practice** your 5 min pitch beforehand, the time is quite short
- Be positive and come prepared to the meeting, it will go well!
• “Very good timing for the meetings and possibility to establish a first contact -> gave an good opportunity to continue the conversations one-on-one afterwards.”
• “I think the meetings went very smoothly and were well organized :-)
• “It was a great pleasure to take part in this online dating program. Very comfortable and easy. Thank you!”
• “Thank you for the good arrangements! Looking forward to new ones in the autumn!”
43% of the respondents* started business negotiations with a foreign partner

*Respondents of the feedback survey after May-June meetings
THANK YOU FOR YOUR ATTENTION

Signing up does not hurt. Try yourself here

Any questions, ideas, regards...
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