



Visit Finland

Crystal Travel
& Tours



Crystal Travel & Tours, Company Presentation

Visit Finland Midnight Sun seminar, 7th June

Joe Donnellan, June 7th, 2022

Agenda

1. Company Description
2. Current Production
3. Customers and Demand
4. Product Development
5. Finland's potential and requirements for co-operation



Company Description

Crystal Travel & Tours

Based in Boston | Sell to all of US & Canada | Since 1985 | Primarily Leisure Travel



Travel Agency



Tour Operator



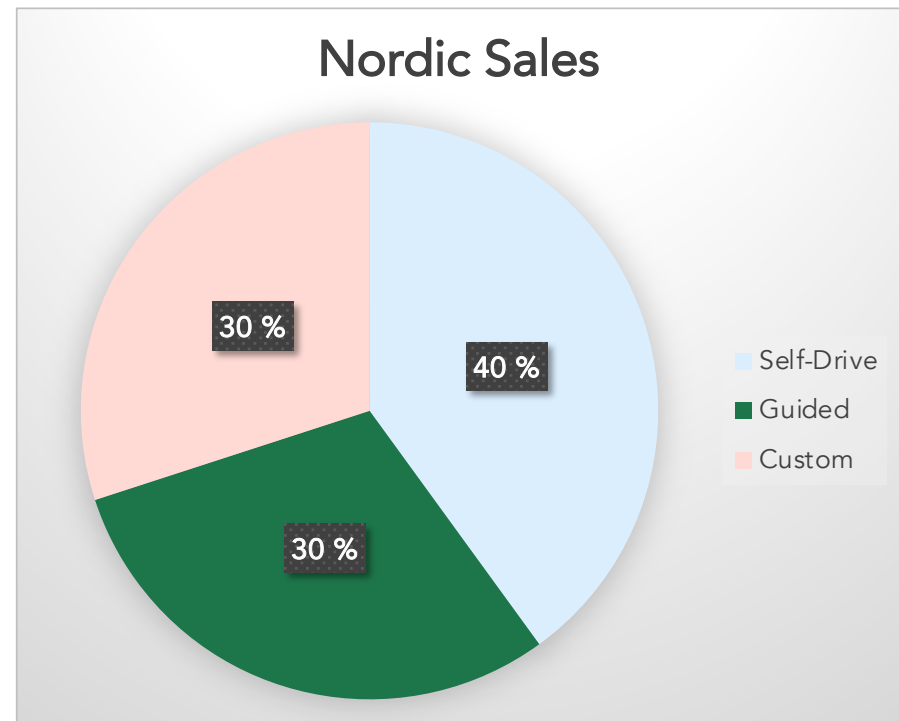
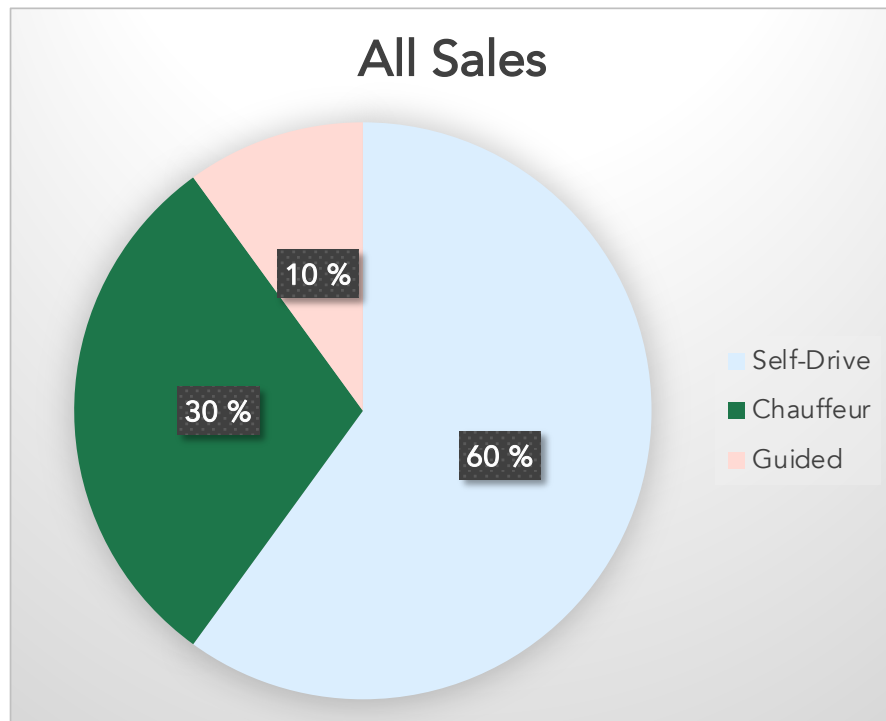
Air wholesaler

75% FIT, 25% Groups | Specialize in Ireland, UK and Iceland | Expanding into Scandinavia

Finland is untapped!

Current Production

Breakdown of sales



Current Production

Our Average Vacation Package



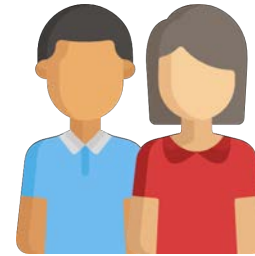
8 days/7 nights



2-3 nights per
destination



\$3,300 per
person



4.95 travelers



2-14 month
booking window

Stray observations:

- 4.95 travelers but 35% are couples and only 25% are groups of more than 5
- Booking windows obviously vary greatly but the majority are 4+ months out
- Our clients don't prebook everything – they will spend a lot more on the ground

Customers and Demand

Who are our clients?

- Largely Luxury FIT - 4-5 star
- Generally 55+ and families but trending younger in Nordics
- Americans want it all - mix of city vs nature, scenery vs culture, etc
- April-October is high season – hoping Scandinavia extends that
- More combination tours – Ireland and Iceland, Iceland and Helsinki, etc

Customers and Demand

What are they looking for?



Product Development

Looking to the future

- Finland is shiny and new
- Helsinki as a great stopover option year round
- Lapland as a winter destination
- Mix of soft adventure and Northern Lights
- Lapland and Christmas markets for off season

Finland's potential and requirements for the co-operation

How we get there

- Need to know that it's a great destination to visit
- Everyone is looking for the next Iceland
- Finland can be a year round destination

What we need

- Online booking engines
- Preferred rates (but be honest)
- Quick response times
- Don't forget about us
- Americans spend more
- Seamless prepayment everywhere



Thank you!

