

"Happiness" Travel product contest for DMC's Eastern Finland 2023

Background

Because of the loss of Russian market, the eastern part of Finland needs new suitable products for the European market. After the pandemic there has been a clear shift from traditional group travel to travelling more independently in small groups of friends or family. At the same time there has been a rapid development of digitalization and the rise of various Online Travel Agencies (OTAs).

The tourism industry and people travelling have become increasingly aware of the impact of their actions on the environment and local communities. Sustainable values, investing in quality and making conscious choices are predicted to dominate the global travel markets in the future. Consumers are seeking authentic experiences that suit their individual tastes, preferences and lifestyles. Looking for happiness!

Background for happiness

Finland has been announced as the happiest country in the world for a sixth time in a row! But how to find the happiness in Finland? What to do to feel the happiness? The happiness comes from our culture and nature, the way of living in Finland. Now we want to show the people abroad, that they can come to Finland and find a part of the Finnish happiness during their Holiday. Let's create packages around the happiness theme!

This product contest is part of the Eastern Finland recovery project.

Is your DMC a forerunner in sustainable happiness products?

We at Visit Finland invite DMC companies to produce nature, culture, wellbeing and gastronomy themed products in Eastern Finland. Do you have a strong interest to be a forerunner in sustainable and happiness themed packages? If yes, this product competition is for you!

The product categories are:

- 1) Touring (round trips, Fly & Drive)
 - a. more than 50% of the overnights must be in the project area (green colored regions on the map in next page)
 - b. At least two regions (green on the map) has to be included in the tour program.
- 2) Resorts & Cottages
 - a. Holiday in one destination including daily excursions, places to visit, etc.
 - b. The destination has to be situated in Eastern Finland (green colored regions).



The products should be designed primarily for FIT travelers from European markets. Each DMC can sign up with one product idea per product category.

Does your company / product fulfill the criteria?

- The company (DMC) is committed to sustainable travel development and explain in what way. Check the attached principles for sustainable tourism in Finland.
- The product is designed for international markets and is in line with the Visit Finland internationalization criteria https://www.visitfinland.fi/4964a0/globalassets/visitfinland.fi/vf-julkaisut/2023/visit_finland_internationalisation_criteria_2022.pdf
- The product is targeted for FITs
- The length of the product is 4-7 days
- The program will mainly focus on Eastern Finland (see map above)

Evaluation and selection of winners

Three (3) top products will be chosen as the **TOP Happiness Travel products in Eastern Finland**.

A jury consisting of travel industry experts will make the evaluation and select the winners from the participants. Visit Finland reserves the right to specify the criteria of selection during the process.

The products will be evaluated according to the following criteria, points given on a scale of 1-5:

- The product content is in line with the theme sustainability and happiness (nature, culture, wellbeing, gastronomy).
- The product content is based in the Eastern Finland area.
- The product is suitable for B2B sales.
- The product is saleable in the European markets.

And bonus points will be given for:

- The product extends the travel season; +1 point
- Over 50 % of the businesses in the product have the STF (Sustainable Travel Finland) label or other sustainability certification; +2 points

The prizes

The top products of the competition will be announced during week 26 in June.

- 1) The winning products/part of the products will be the post tours for the workshop in Joensuu
- 2) The winners will get a table in the sales workshop in Eastern Finland on August 31st.
- 3) The winning products and DMC's will be presented in Visit Finland's B2B newsletter in the European markets and on visitfinland.com travel trade pages.
- 4) Visit Finland sales promotion actions to be confirmed later according to the winning products.

Timeline

31.3. Announcement of the product competition

28.4.-5.5. Additional information and possible questions answered on 5.5.

12.6. DL for submitting your products

30.6. Winners announced

31.8. Workshop

September global newsletter