



Visit Finland

Benchmark webinar: Developing year-round travel to Lapland

Päivi Antila
15.6.2023

Agenda

10:00 Lapland Summer in focus: **Päivi Antila**, Visit Finland

10:10 Benchmark report & next steps: **Mikko Saarinen**, Allegra Nordics

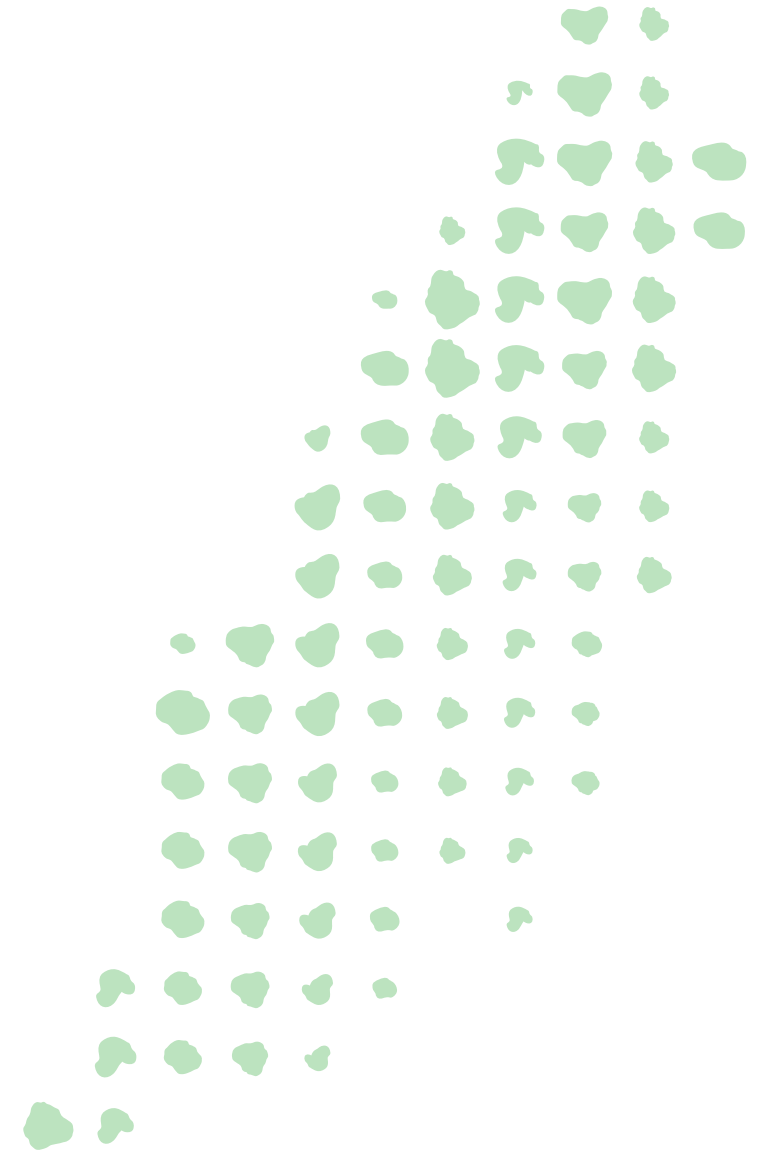
Experiences from the Swedish Lapland and Northern Norway:

10:30 **Regine Igesund**, Visit Tromsø

10:50 **Anneli Lääts**, Tromsø Villmarkssenter

11:10 **Margarida Monteiro**, Arctic Bath

11:30-12:00 Q&A



Why Lapland Summer?

Lapland greater region vision (2020-2030)



Working towards a common goal with destinations in Lapland



Aim to increase year-round travel to the whole Lapland greater region!

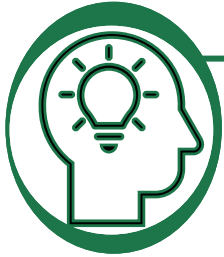
SELECTED FOCUS AREAS:

1. Increasing awareness of Summer Lapland

2. Developing accessibility

Not to forget: B2B sales promotion and product development

Marketing Roadmap – building awareness



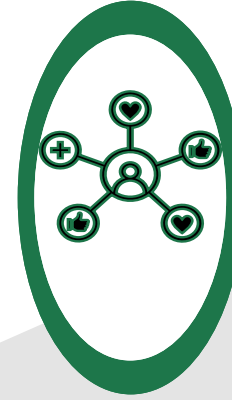
2023

- Awareness building
- Focusing on defining and building the story of a summer in Finnish Lapland
- Defining and applying the content and creative concept based on Lapland's USPs, communication concept "Trust the Wilderness"
- Focus on Germany and Netherlands



2024

- Awareness building + some tactical launches
- Focusing on enriching the story of a summer in Finnish Lapland by creating more tempting stories, showcasing wow-products and using bold marketing based on learnings from 2023



2025

- Awareness building + more tactical campaigns
- Ongoing marketing actions
- Adding new markets?

- PR, websites, social media channels, SEM and campaigns will support and enhance each other to ensure the highest possible impact
- The team will stay on top of the market and look at new channels and ways of working
- Maintaining an agile and proactive approach throughout the journey of the project

Launch to travel trade at ITB, Lapland Summer themed after party



Hackathon

– new wow products for Summer!

- Market insight webinars with tour operators – what are they looking for from new Summer products in Lapland?
- Live workshops with aim to create 5-10 new, innovative Summer products
- New products piloted on FAM tours (Aug-Sept)



Lapland sales run Amsterdam – Düsseldorf – Zürich

& Summer FAMs



And the journey continues...



Thank you!