

Kajaani / Mikkeli

The roll of an Incoming Tour Operator and facts about the German Market

BEST OF SCANDINAVIA INCOMING



Knowledge is underestimated (by professionals)

- DMC ´s role in sales now and in the future.
- What advantages does DMC bring to sales?
- Volume products for FIT ´s.
- Why do we feel good?
- The more people google – the less they know!



How Swedens weekly press see Finland (Fokus)



How
Swedens
weekly press
see Sweden
(Fokus)

Klara, färdiga, stå!

Svensk byråkrati tvingar gröna
miljardinvesteringar utomlands.



What is the image of Finland today?

- Land/Country of the 100000 lakes
- Lapland / Rovaniemi / Santa Claus
- Please complete



What are the international main products?

- Möki (by the lake)
- Lapland
- Hotels
- Resorts with own activity package
- Please complete



Incoming Tour Operator

- What is an incoming tour operator?
- An inbound tour operator (ITO) is a specialized travel company or agency that focuses on organizing and managing travel arrangements for foreign visitors coming into a specific destination.
- Example (Incoming DMC)
- Helsinki, Stockholm, Copenhagen
- Lapland, Kalotti, Lakeland
- Sweden, Norway, Finland



What is an example of an inbound operator?

- (Inbound or Incoming TO)
- For example, if a group of tourists from the Netherlands wants to visit the Arctic of Europe, an inbound tour operator in the Scandinavia will handle everything to make their trip smooth and memorable. –
- Unlike other tour operators, they work specifically with non-residents – people who do not live in the country they are visiting.
- *(People from abroad / other cultures)*
- (Source European Commission)



Does Germany
or "DACH"
markets fit for
you?



How Germany does book

- Tour Operators and Travel agencies
- Single item websites: hotel, flight, car rental
- Supplier directly online and offline
Airline, hotel, flats

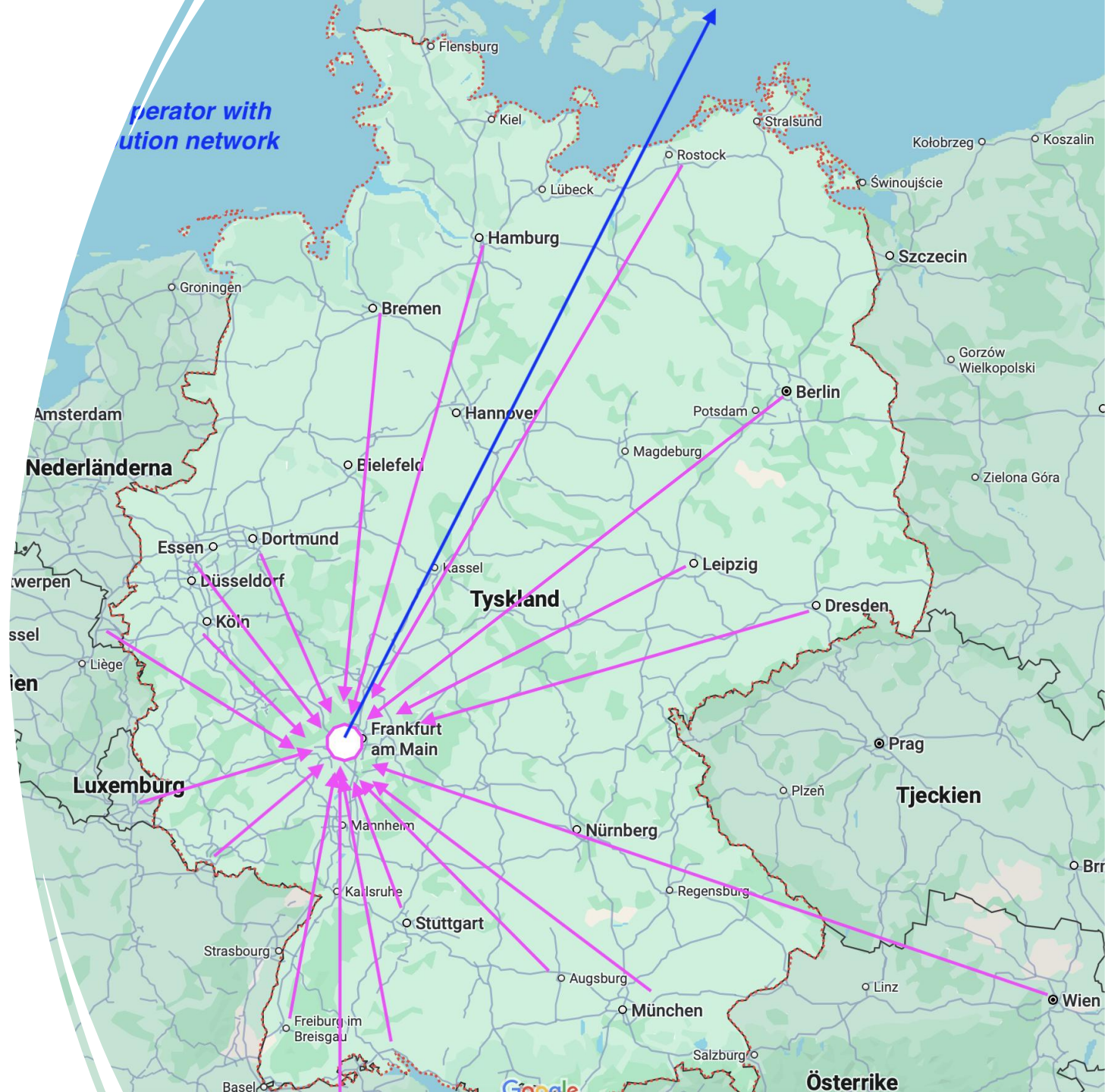
Tour Operator Travel Agency 47,7%
Website Hotel, flight. car rental 11,1%
Supplier on/offline Airline, hotel 41,2%

2024



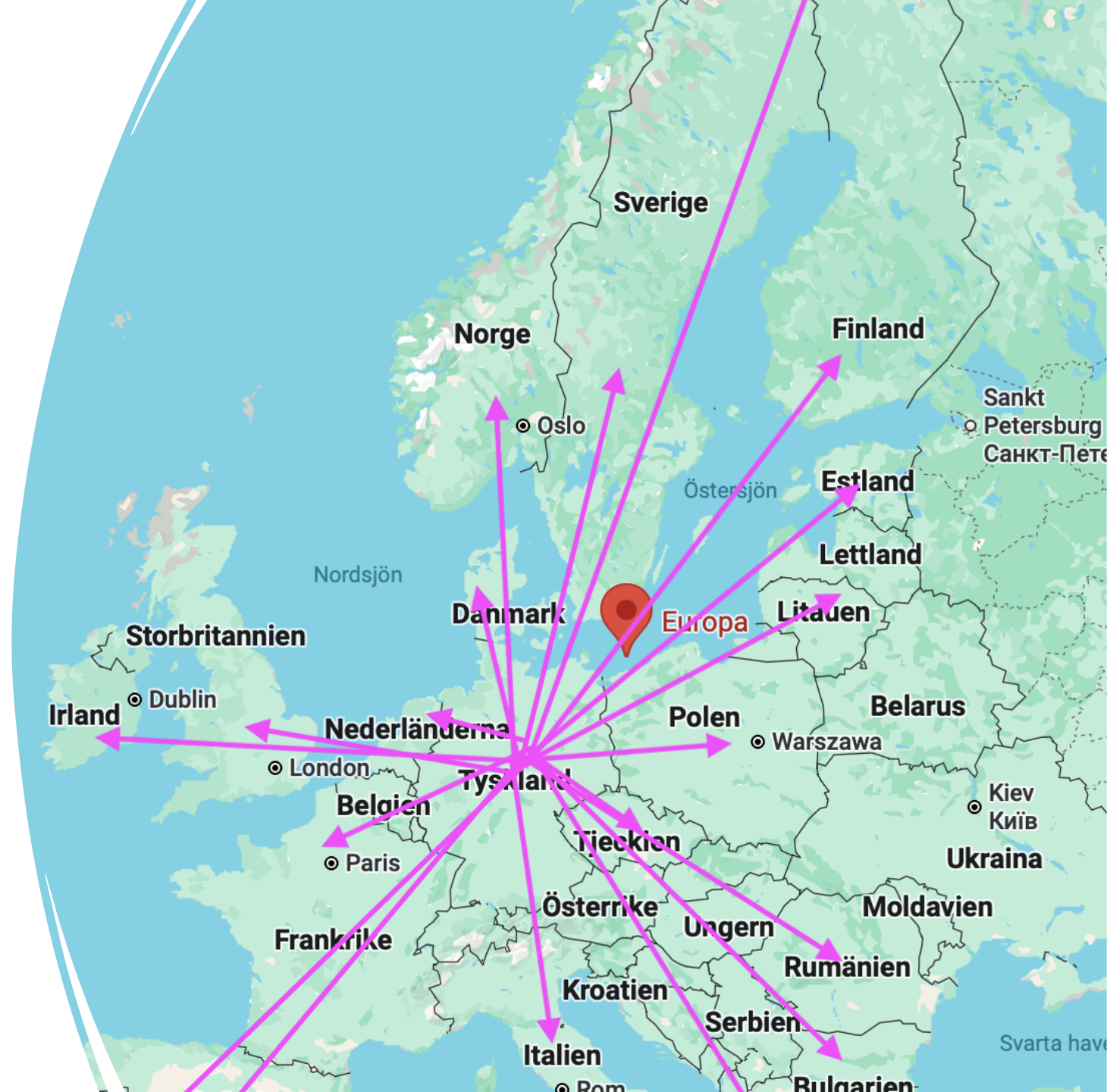
Where does the demand and requests come from?

- 8000 full valid travel agencies
- 3000 smaller independent travel agencies
- (For some tour operators Austria and Germany work as the “same” market

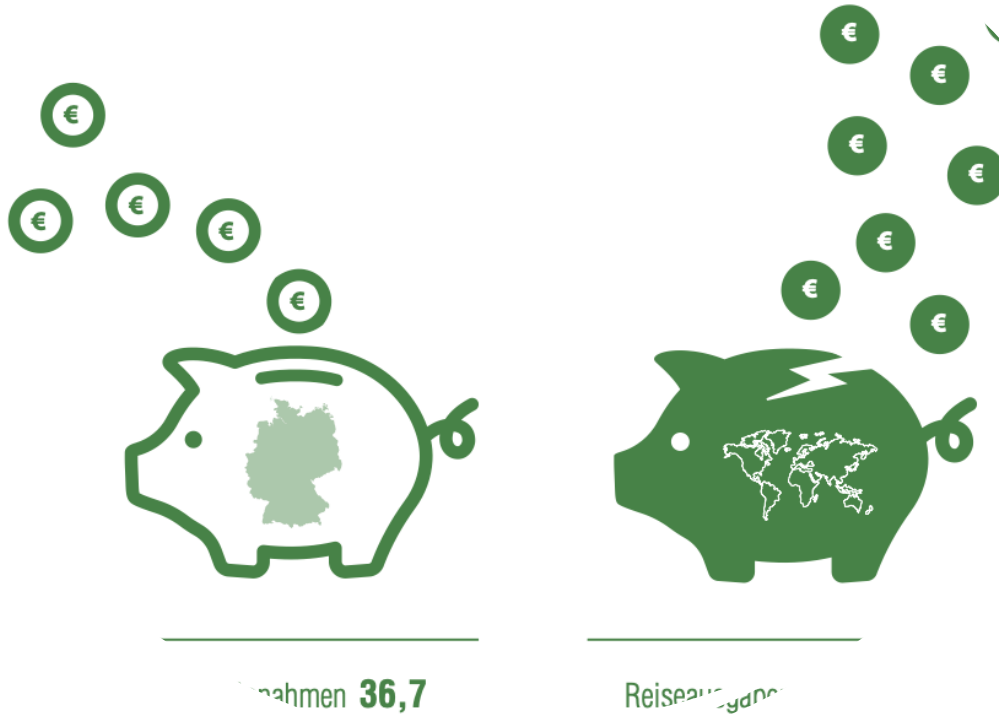


How to send a request

- The market does generate demand after a good marketing



Einnahmen und Reiseausgaben
im internationalen Reiseverkehr



How much do Germans spend abroad?

Ca 113 billion euros to foreign countries

Where do the Germans travel to?

Nordic Countries: 3,5 %

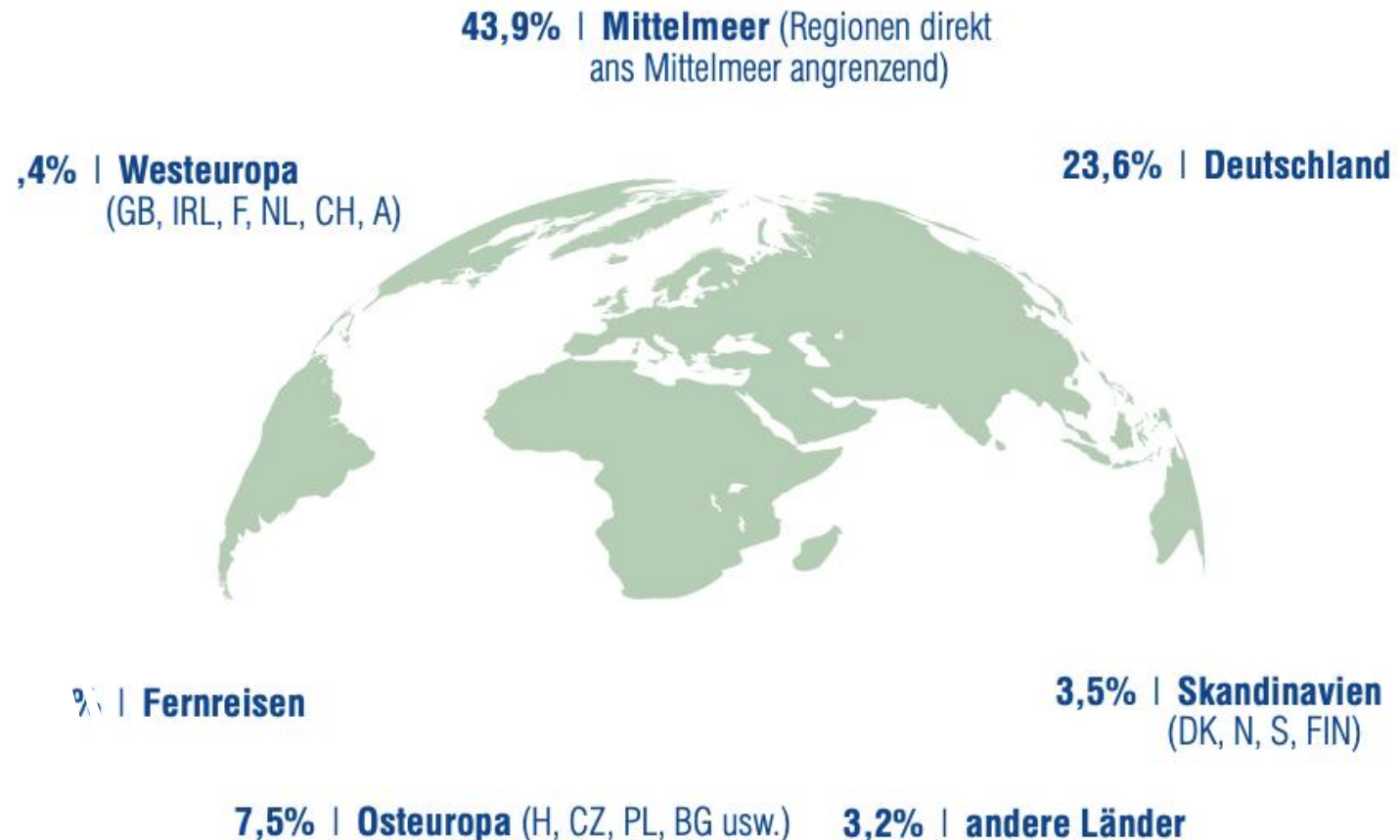
Reiseziele der Deutschen

Where do Germans travel?

68,3 Mio.

Lange Urlaubsreisen im Durchschnitt

76,4% davon ins Ausland
23,6% davon in Deutschland



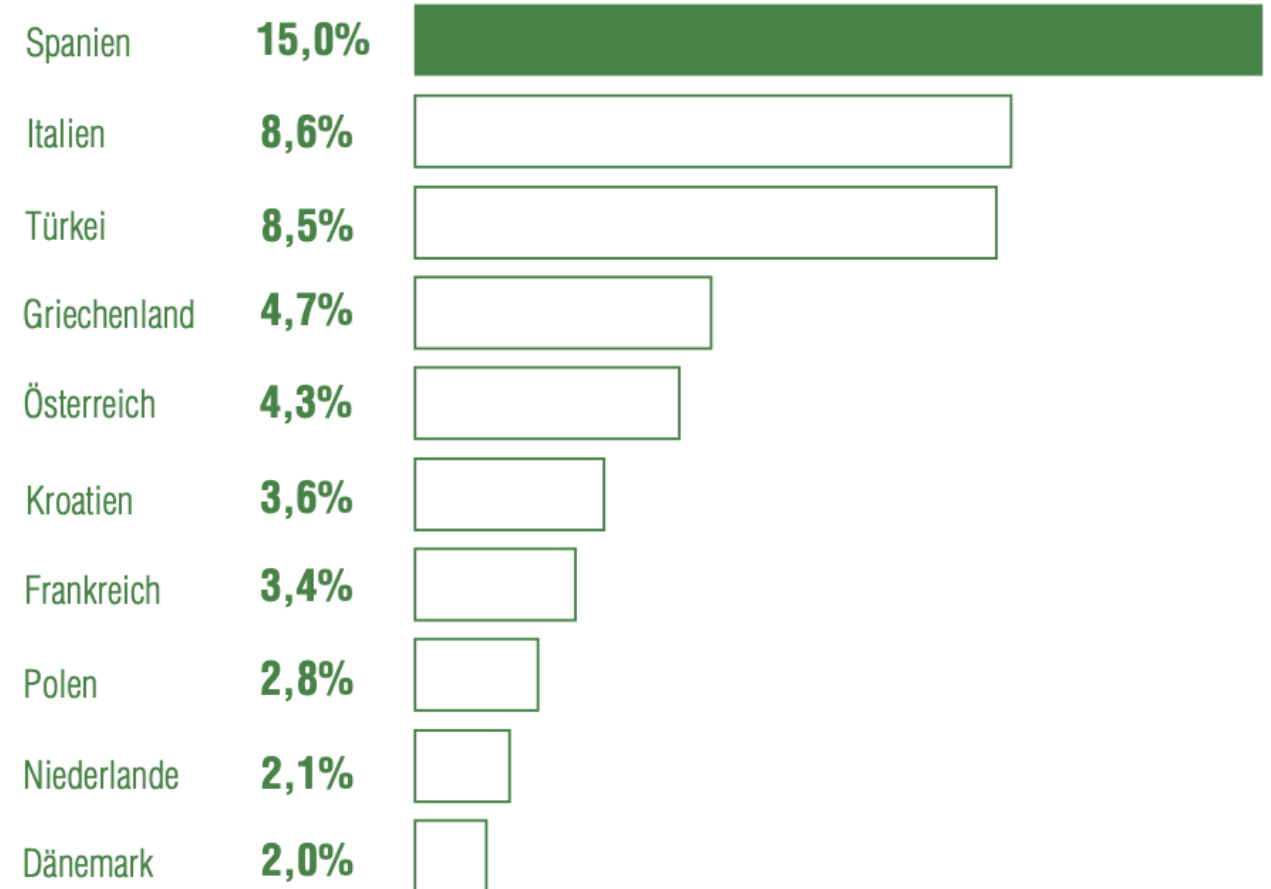
Most popular destinations

- Spain number 1
- Denmark number 10
- (Sweden, Norway and Finland share 1,5% of the German market)

Die 10 beliebtesten

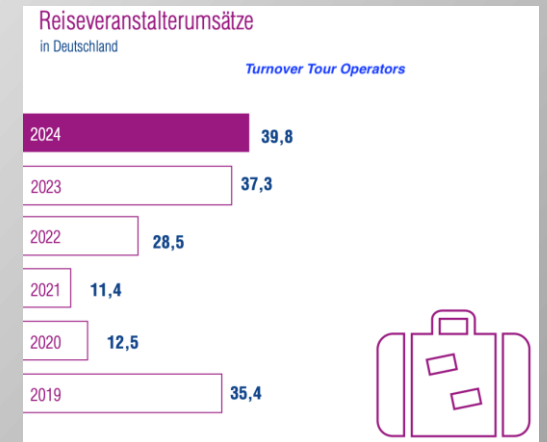
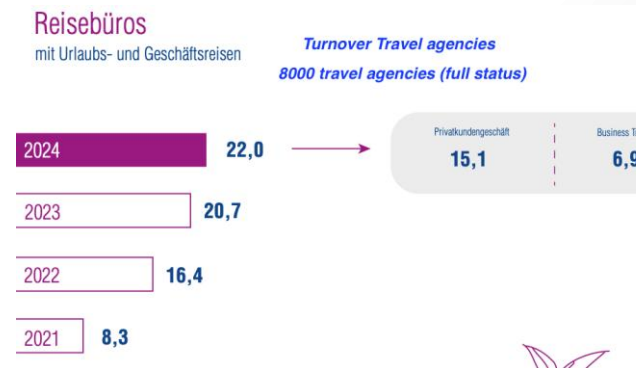
Auslandsurlaubsreiseziele

der Deutschen



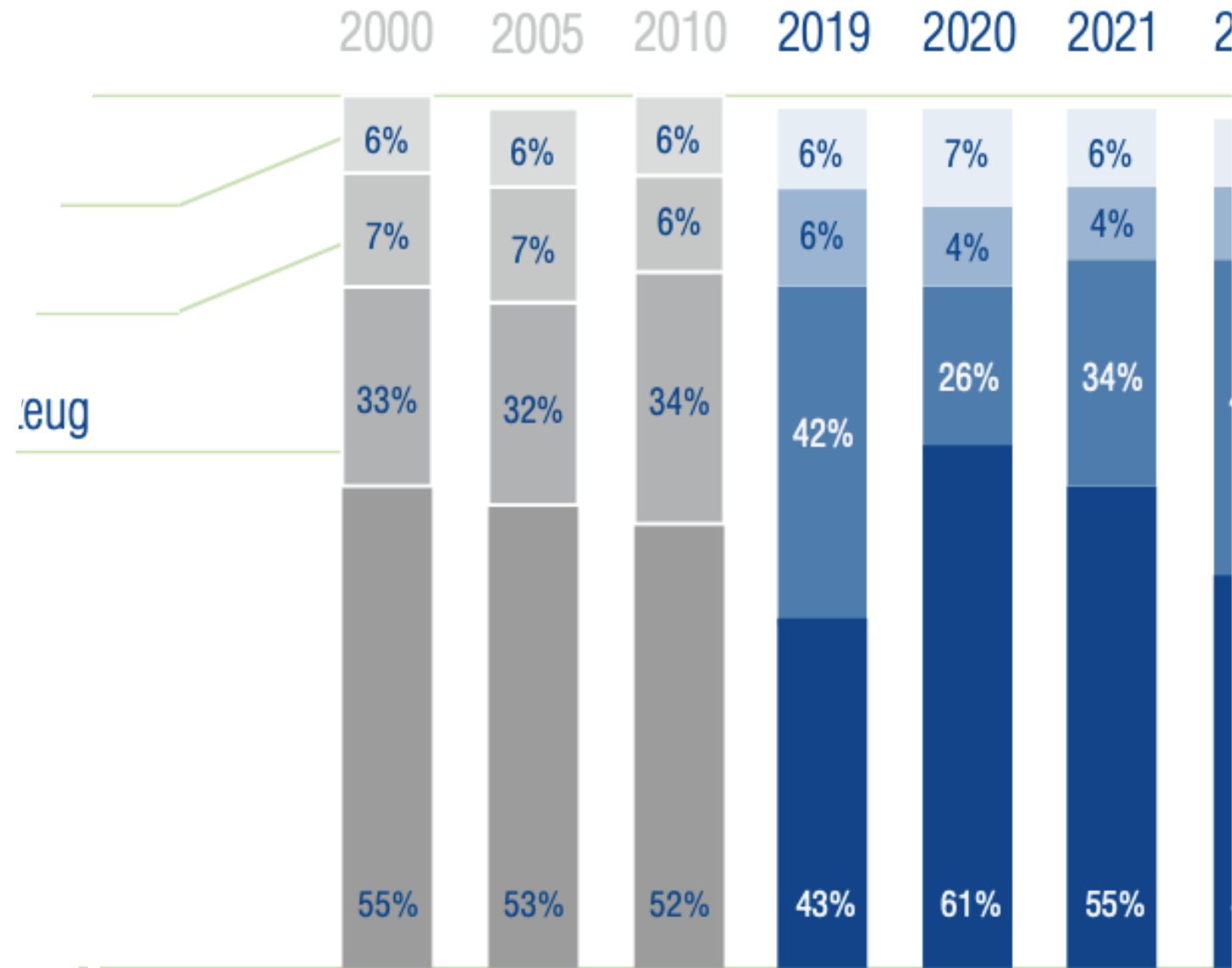
Development for Tour operators and Travel agencies

- Bookings via travel agencies and tour operators are growing!
- We think: thanks to Google. The more you google the less you know.

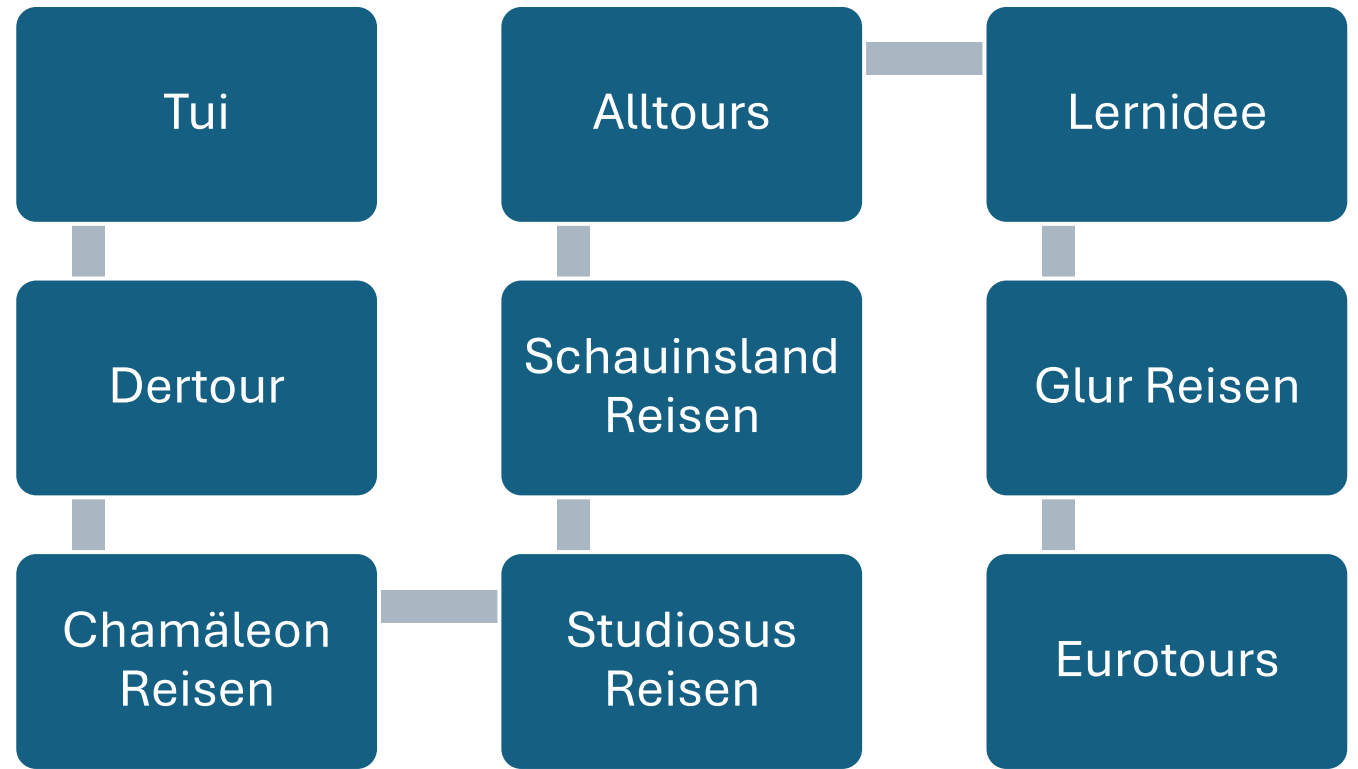


How to travel

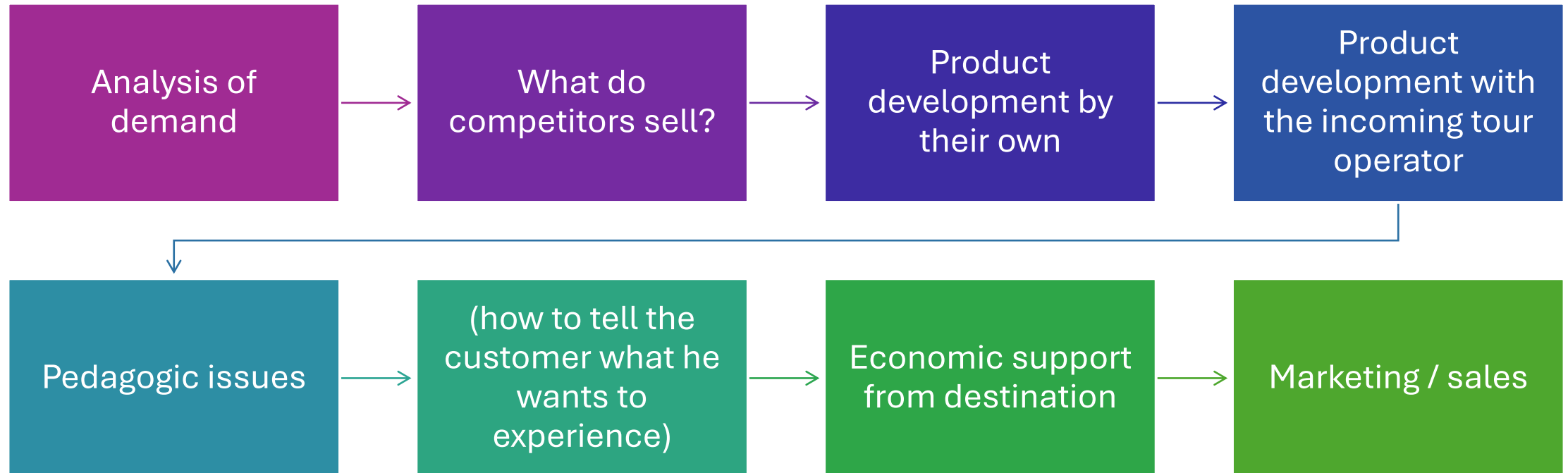
Car and flight together 87%



Some tour operators DACH



How does a tour operator create his package ?



Example small groups

- Chamäleon Reisen
- Local suppliers
- Sustainable
- <https://www.chamaeleon-reisen.de/Europa/Schweden-Finnland-Norwegen/Lapland>



Reiseziele ▾ Reise finden Nachhaltig reisen ▾

Chamäleon
DIE REISE MEINES LEBENS



SCHWEDEN, FINNLAND & NORWEGEN
Lapland
9 Tage Erlebnis-Reise

★★★★★

18 Bewertungen ▾

Termin wählen ▾

inklusive Flug
ab 5 099 €

Not only mainstream

- Feelgood Reisen
- <https://www.feelgoodreisen.de/winterreise/finnischer-winterzauber>


Menü


Suchen

 | Winterreisen





Vom Eismeer zum ICEHOTEL

Packages with amazing experience

- Dertour
- Combinations that sell
- <https://rundreisen.dertour.de/rundreise/Arktische+Highlights+-+Vom+Eismeer+zum+ICEHOTEL-TOS99100B.html?ttid=PH&bdid=i&toid=da&hid=TOS99100B&ptid=DCS&ssnid=W25&clgid=D27W2526&na=2&nc=0&nn=6&mnth=2025-11-08&dft=apx>

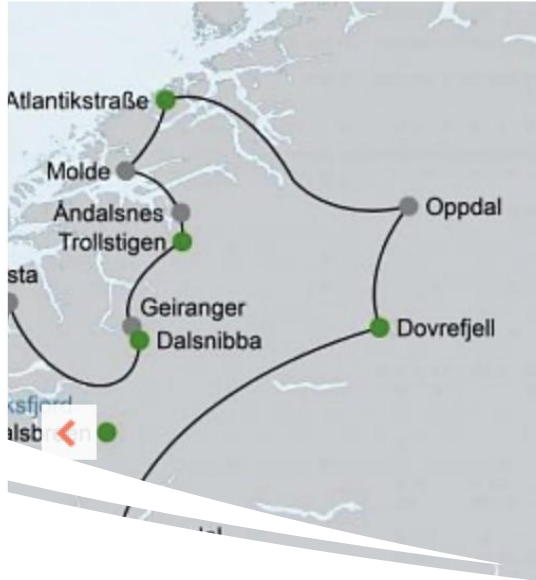


Imposantes Fjordland

Norwegen / Südnorwegen / Bergen

p.P. ab € 776.- ⓘ

DER TOUR



Roundtrips

- Norway best seller
- <https://rundreisen.dertour.de/rundreise/Imposantes+Fjordland-BGO99219B.html>

Example Finland (summer) – by car OR by train

Reizvolles Finnland

Finnland / Helsinki & Umgebung / Helsinki

p.P. ab € 698.- 

DERTOUR





Von der Hauptstadt zum Polarkreis / Polarlicht

- From the Capital to the Arctic Circle / Aurora Light
- Combining interesting demands
- Always (try to) use a “lighthouse”

ID3429

Programnavn

Erlebnisreise - Von der Hauptstadt zum Polarkreis 2026

Valgt produkt14975

?

Erlebnisreise - Von der Hauptstadt zum Polarkreis

Kunde1

DERTOUR Deutschland GmbH

Ferdig

J

N

Bilder

Template

Kart

Server

Online

J

N

Type

Standardprogram FIT

Sesong

Vinter

Dato_fra

01-09-2025

Dato_til

01-04-2026

År

2026

Country

Finland

Ansvarlig

Felix Lohf

Valuta utsalg

EUR

Språk

Tysk

Engelsk

Varighet (days)

8

Utsalgweb

1347

TypeWeb

FIT

Status nå

ToDo

Notat

11.02.2025 Bygga om programmet med Helsinki - Oulu - Rovaniemi pga Kulturhuvudstad.

Inkl 25€ per person till John Nurminen Foundation (Rädda Östersjön)

Bnr

Kopier programmet

Hent booking

Send programmet til booking

VALUTA1

EUR

VALUTA2

EUR

KALKYLEKURS

1

EUREUR

Kalkuler program med valuta

Skal være template

Templateinfo

Startdagar dagligen:
Allotment Saturday or Sunday
start i Helsinki

Logg

11.03.2025 Felix Lohf har overført dette til Booking 160415
11.02.2025 Felix Lohf laget denne kopi fra id: 3086

Endret: 11.03.2025 av Felix
Opprettet: 11.02.2025 av Felix

Ny

PRIS PR DØGN (ANTALL)																				
DAGNR	PRODUKT	ANT DGN	TITTEL	ANT PRIS	VALUTA	PrisDbl	PrisSgl	Ekstraseng	PrisDiv	Allot.mangler	PRISMANGLER	PRISNOTAT (vises på utsalg)	INTERN NOTAT	FRA	TIL	TXT BESTILLING LEVERANDØR	TXT VOUCHER KUNDE	VIS ONLINE		
1	11520	2	Sokos Original Hotel Presidentti Helsinki	2	EUR					Pris inn	☐	Mer	☐		01.12.25	31.03.26	Double room with	Doppelzimmer mit	☒	
3	15918	1	VR Finnish Railways Helsinki - Oulu	1	EUR					Pris inn	☐	Mer	☐		01.12.20	31.12.21	Train ride Helsinki - Oulu	Bahnfahrt von Helsinki -	☒	
3	2255	2	Sokos Hotel Arina Oulu	2	EUR					Pris inn	☐	Mer	☐		25.08.25	18.12.25	Double Room with	Doppelzimmer mit	☒	
5	17677	1	VR Finnish Railways Oulu - Rovaniemi	1	EUR					Pris inn	☐	Mer	☐				Day train Oulu -	Zug Rovaniemi - Oulu	☒	
5	2093	3	Sokos Hotel Vaakuna Rovaniemi	3	EUR					Pris inn	☐	Mer	☐			01.12.25	22.12.25	Double room with	Doppelzimmer mit	☒
6	16268	1	Beyond Arctic - Discover the northern	1	EUR					Pris inn	☐	Mer	☐			01.12.23	10.04.24	Discover the northern	Nordlichtsafari Rovaniemi	☒
6	13956	1	RVN Culture Pass Top 3 Rovaniemi	1	EUR					Pris inn	☐	Mer	☐	Voucher				Culture Pass Top 3	Rovaniemi Kulturkarte	☒
6	14616		Optional: Safartica Rovaniemi -							Pris inn	☐	Mer	☐			In Pursuit of Reindeer -	Schneemobilsafari zur	☒		

PRISER FOR VALGT PRODUKT

SØK ETTER HOTELL OG SE PRISER PÅ ET STED

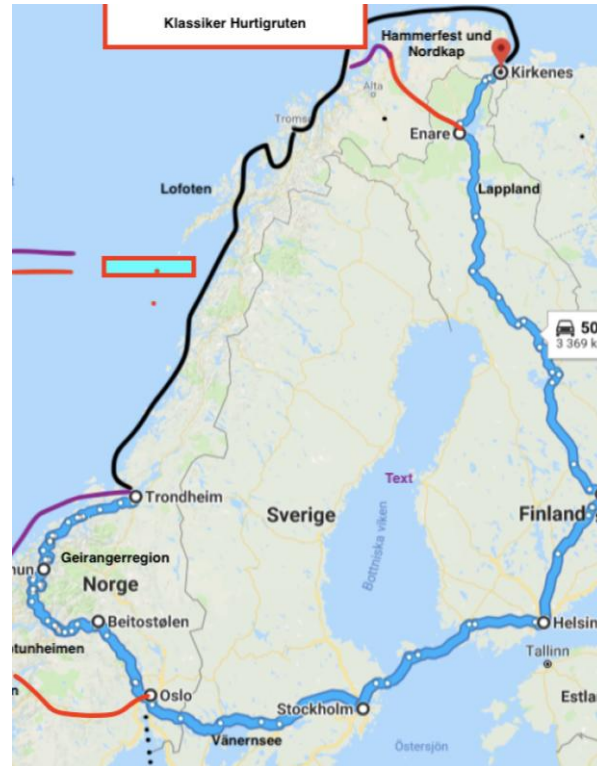
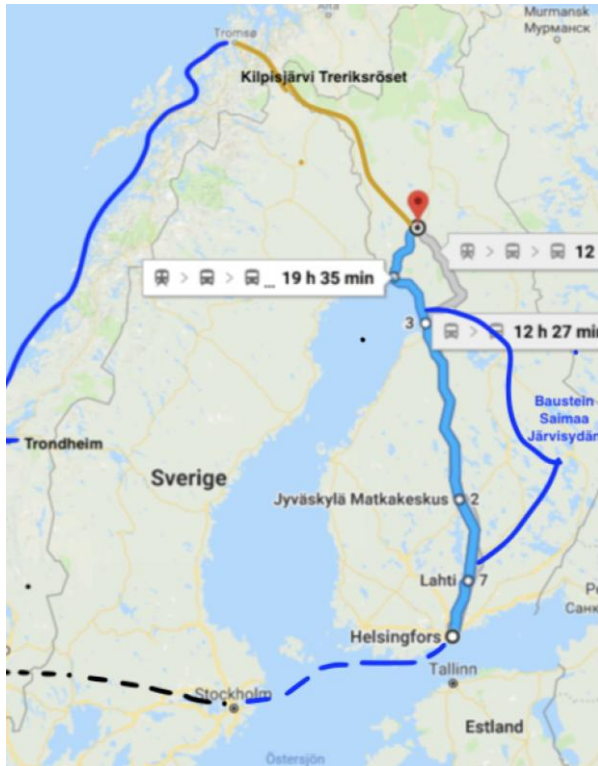
Velg innkjøpspriser - Valgt hotell: Sokos Original Hotel Arina Oulu

2255

1=mandag

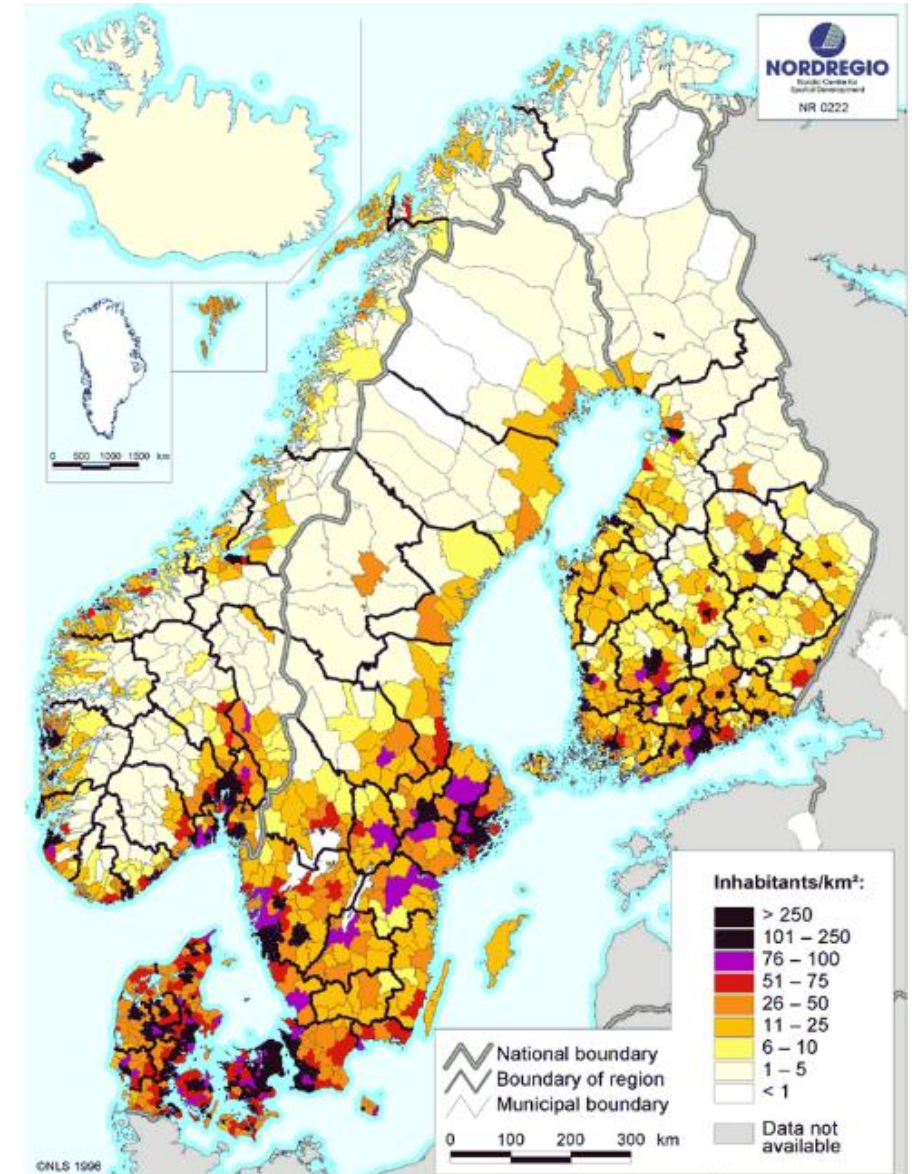
Be a part of it...

- Packages may include just your delivery



Nordic Countries

- Long distance travel feeling within Europe
- Exotic nature



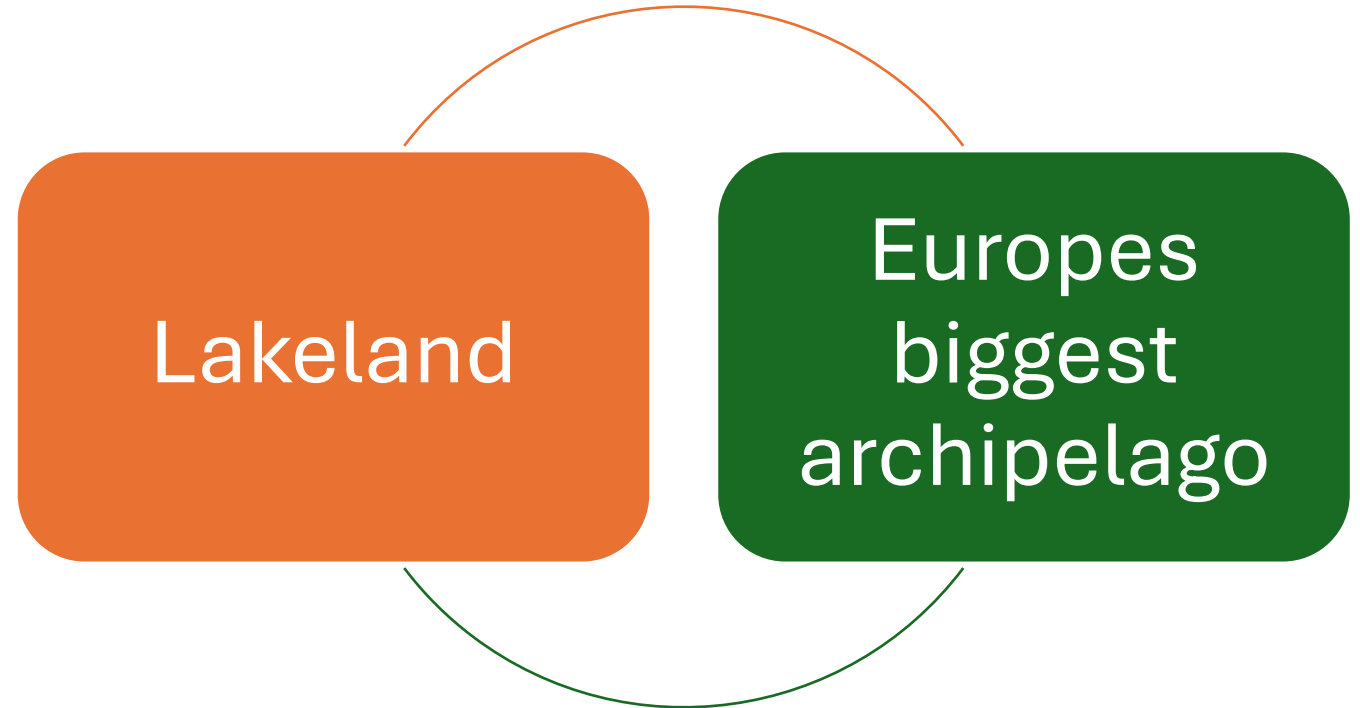
Take care of USPs

Occupy terms

- Lapland as an example
- Sapmi
- Arctic
- Arctic Lakeland
- Arctic Coast
- Santa Claus
- Happiest country in the world



Which are the
USPs for the
Middle/South of
Suomi?
Help to create
sales!



A special part of Europa
The future is close

- “coolcation”
- White winter
- Moderate summer temperatures
- Water experience
- Empty space



BUSINESS FINLAND

