

Visit Finland Event

Reaching the world with
GetYourGuide

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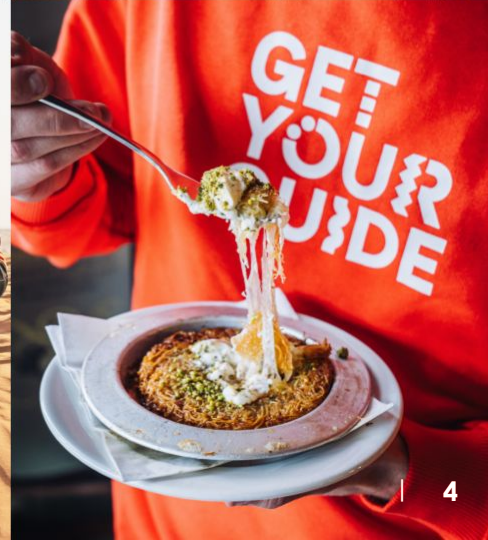


What is an OTA?

- 'Online Travel Agency'
- Online marketplace
- Self-service
- In-destination travel experiences
- Free independent travellers (FIT)

Hello, we are GetYourGuide.

We're on a mission to help tour operators, experience creators and attractions provide unforgettable experiences to engaged travelers all over the world.



We work with select suppliers in over 150 countries



100,000+
experiences globally

Attractions

Adventure tours

Guided + city tours

City cards

Hop-on-hop-off

Transfers

Cultural activities

Cruise

Who are our Customers

A group of four hikers is walking away from the camera on a grassy hillside. They are silhouetted against a bright, golden sunset. The hiker on the far left is a woman with curly hair wearing a grey hoodie and a backpack. Next to her is a man in a red jacket and a backpack. In the center is a woman in a striped shirt and shorts with a backpack. On the far right is a woman in a pink shirt and a plaid skirt with a backpack. The background shows rolling hills and a valley under a warm, orange sky.

Our target:

Modern Explorers

Travelers who want to **feel** new things, **see** new things, **eat** new things and then come home feeling rebooted.

Modern Explorers: Key facts

Here are a few data points that define **Modern Explorers** and make them a **strong strategic business target** for players in the tourism industry.



Took
12 trips
in the last 2
years

This is more trips than other segment. They are also the most likely to travel farthest and are most like to travel by plane.



93% go out
of their way to
do activities

Both "local experiences" (history, food, culture) and "nature" (water-based, active outdoors) are top priority for Modern Explorers, compared to other segments.



High **education**
+ **disposable**
income to
match

Their income is higher than the average (in €/\$/£) and most have completed at least some university or college.



92% say
researching
is fun

Modern Explorers are 'always on', and want to actively search for inspiration and things to do. They will find you before they arrive.

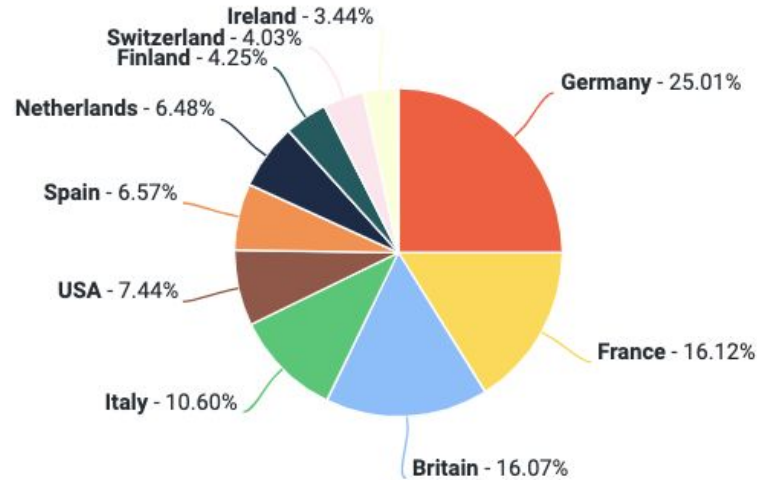


2.4
people per
household

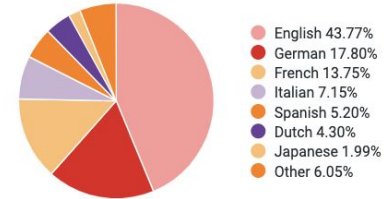
31% of Modern Explorers have children at home. Children at home are on average older than other segments — and can do more on vacation.

Finland Customer Trends: Country + Language

Source Market Country

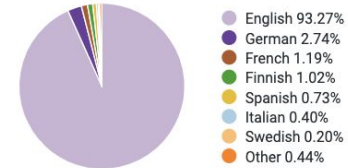


Customer Language



Language Customers Travel In

Tour Option Language Selected (excludes Options without a specified language)

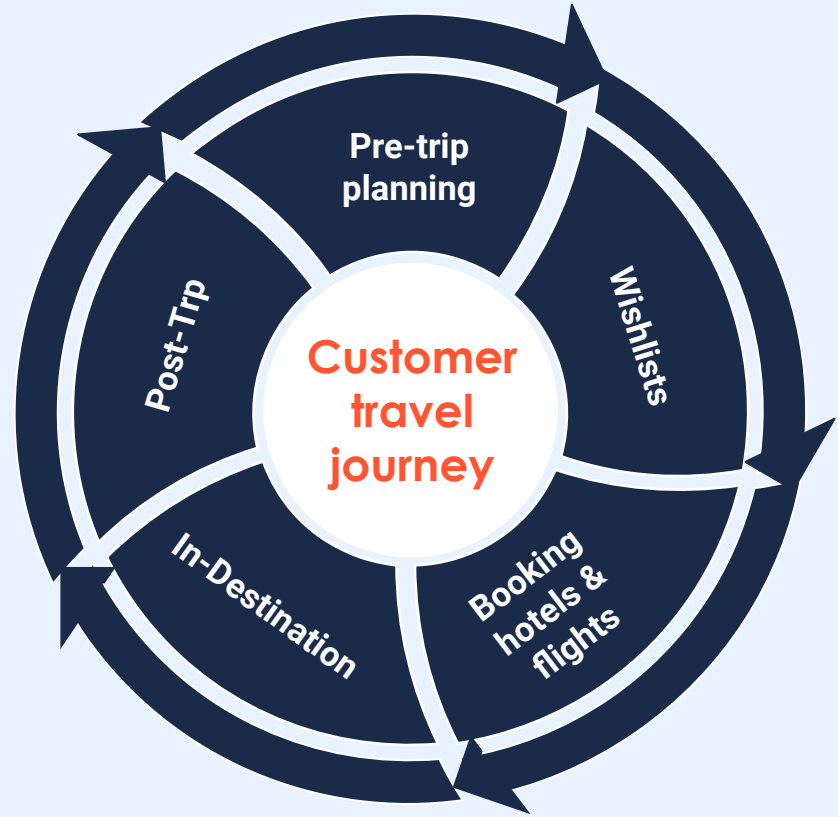


How do Customers discover and book with us

How we gain customers

We engage with customers at **every stage of their travel journey** via online, direct and affiliate partner channels.

- ✓ **Online:** Google ad-spend, SEM, SEO & Social Media
- ✓ **Direct:** Website, App, In-Destination
- ✓ **Affiliate Partners (B2B):** Transportation, accommodation, platforms, loyalty programs, publishers



We partner with 2000+ brands in travel

We're the partner of choice and market leader across all verticals, **working with the biggest brands in travel.**

Transport

norwegian

easyJet

RYANAIR

Wizz
wizzair.com

Loyalty

Google Maps

AMERICAN EXPRESS

Miles & More
Lufthansa

Emirates Skywards

Platforms

Expedia

agoda

SIXT

ACCOR

Publishers

CNN Travel

Fodor's Travel

culture trip

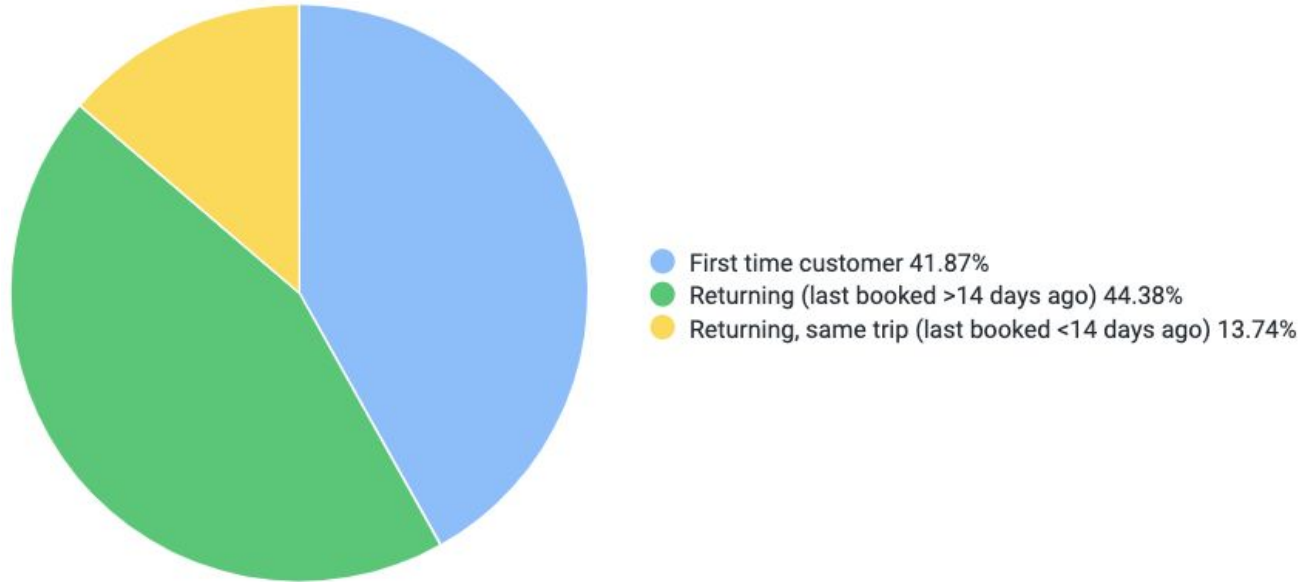
lonely planet

TimeOut



Finland Customer Trends

58% of customers are return customers



We reinvest commission back into promoting our supply partners

Our marketing spend is continuous and includes:

- 20+ channels
- 2,000+ brand partners
- 2,000+ affiliate partners
- 5B+ impressions from advertising campaigns in 2021/22*



Traffic: 50M+ site visitors per month*

*Average 12 months

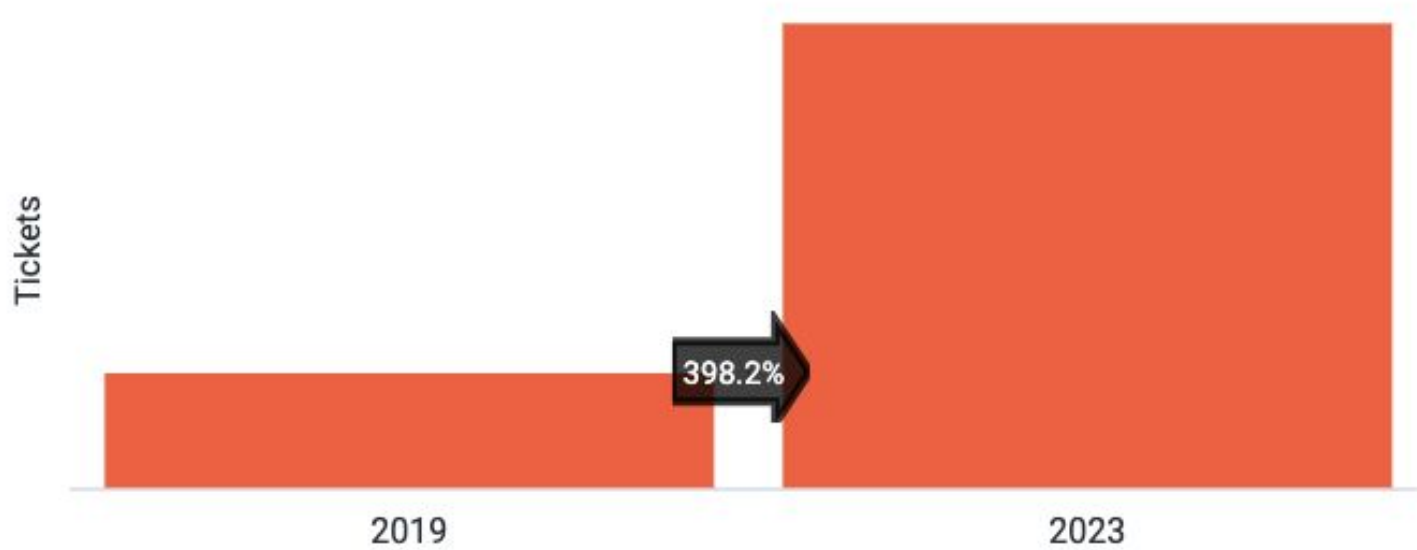
How we convert customers

Our global marketplace provides a seamless search, payment and booking experience for customers.



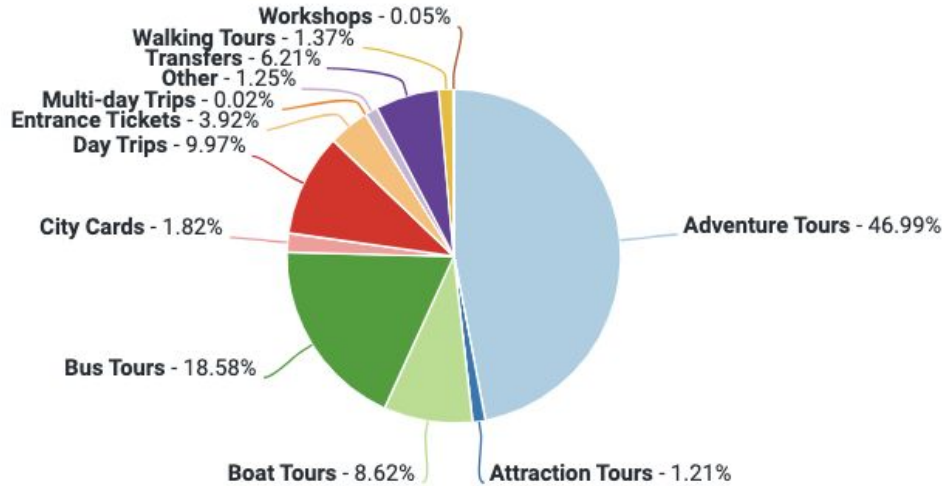
Benefit of Working with GetYourGuide

Finland Market Trends

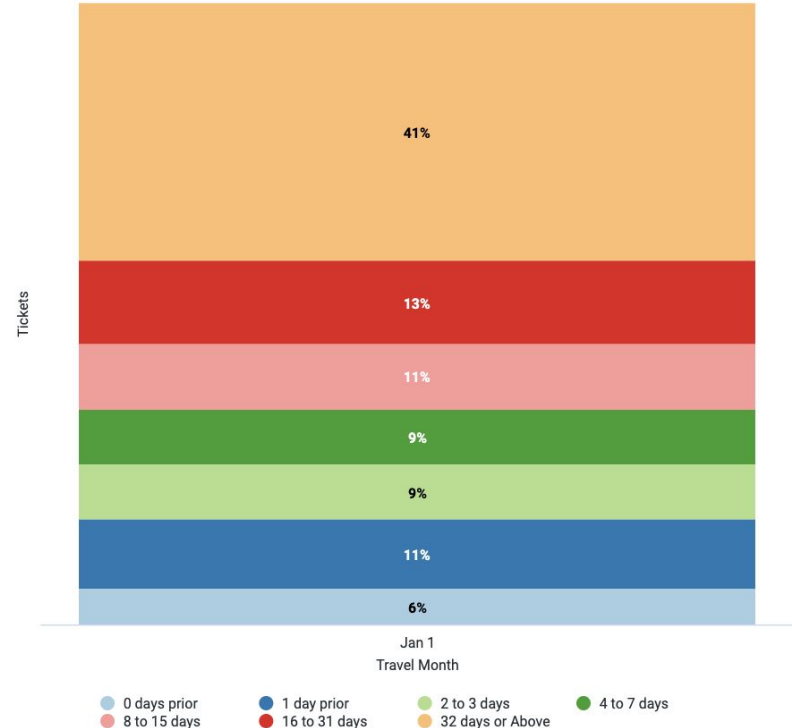


Finland Market Trends

Activity Categories



Booking Window



Travel Trends Report

Recent study conducted by GetYourGuide

Sneak Peak Results

1. Customers are booking further in advance
2. Guests say % of the factors that convince them to book a tour are related to online flexibility. Prioritize experiences that can be:
 - a. Managed Online
 - b. Rescheduled
 - c. Cancellable last minute
 - d. Lets them experience something unique.
3. If you're interested in more, **follow GetYourGuide on LinkedIn.**

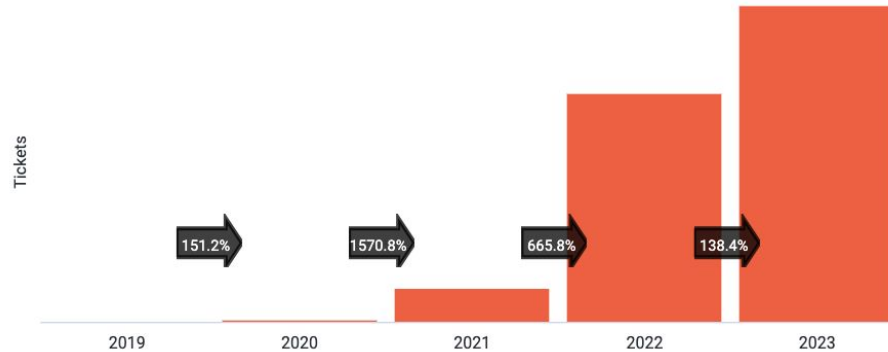


Finland Market

Tip of the iceberg

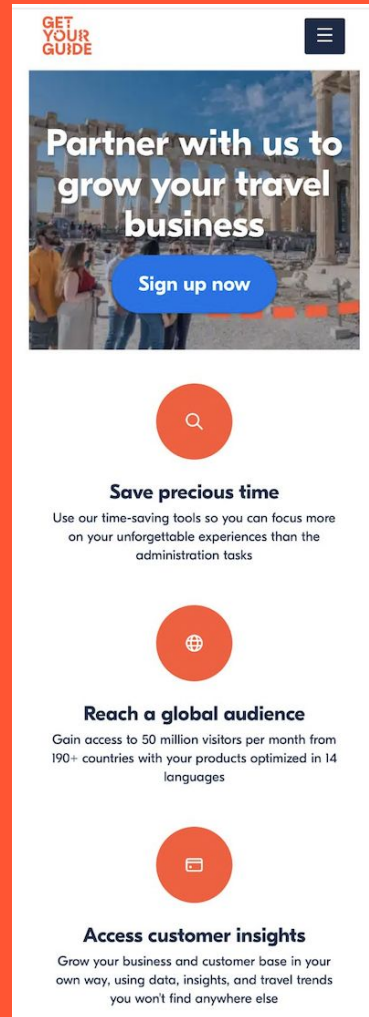
Destination Activation: all experience offerings in one place

Example: Levi



Signup is Simple

- ✓ **Register for free**
- ✓ Add your legal + payment details
- ✓ Add your products in our Supplier Portal
- ✓ Start accepting international customers
- ✓ We automatically pay you monthly
- ✓ **[Sign Up HERE](#)**



GET YOUR GUIDE

Partner with us to grow your travel business

Sign up now

Save precious time
Use our time-saving tools so you can focus more on your unforgettable experiences than the administration tasks

Reach a global audience
Gain access to 50 million visitors per month from 190+ countries with your products optimized in 14 languages

Access customer insights
Grow your business and customer base in your own way, using data, insights, and travel trends you won't find anywhere else

THANK YOU