

Toolkit for Visit Finland and Tour operators – The Finnish Dinner Date campaign launch

Visit Finland

Embargo until 20th, November 2026

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WHAT

A global food travel campaign

Food is one of the most important factors in choosing a travel destination. However, Finnish cuisine is still fairly unknown to the world regardless of its remarkable potential as a travel draw.

The campaign goal is to make Finnish cuisine and food culture world famous – and to put Finland on the map as an attractive food travel destination. The campaign brings together local everyday Finns, destination management organizations, existing food travel offerings and food industry professionals. We aim to serve the world some truly Finnish flavours. Additionally, we will organize events in some of our target markets, where guests get to sample Finnish cuisine.

THE IDEA

Finland's experiential dinner invitation to the world

In January 2026 we asked Finns across the country to define which local dishes belong on Finland's official menu. Based on their answers, four regional, national tasting menus have been created – and served to a select group of visitors at epic dinner experiences across Finland.

The official tasting menus, compiled by Finnish top chefs, will take visitors through a delicious journey across the regions' food culture and culinary customs. At the same time, through earned visibility, we'll make all of Finland better known and more attractive as a travel destination.

The first tasting menus were served in Lapland and the Coast & Archipelago region in September 2026. The next, Helsinki region and Lakeland menus, will be served in February 2027 – and this time there's a new twist to the events.



2nd launch In a nutshell:

TARGET MARKETS:
USA, Germany, France
Secondary: Japan, Spain

CAMPAIGN TIME:
October 2026 – February 2027
Global campaign launch 20th October 2026
Application period:
20 Oct – 10 Nov 2026
The application period ends 10 November at 11:59 AM Finnish time (EST)

CHANNELS:
PR, Digital, SoMe

CAMPAIGN SITE:
finnishdinnerdate.com

EXECUTION

The Finnish Dinner Date: a chance to fall in love with Finland

Finland is again inviting the world to dinner – and this time it's a date. In October applications will open to single travelers who will enjoy regional tasting menus at one-of-a-kind experiential dinner events: blind group dates shared with a few local singles.

Selected adventurous travelers will be offered a four-day culinary trip to Finland in addition to the dinner date. They will apply without knowing which destination they will be picked for: Helsinki or Tampere.

We can't guarantee participants a soulmate – but we will offer them a unique chance to fall in love with Finnish food.

CAMPAIGN VISIBILITY

Finland as a loveable food destination

1. Launch and activations: The campaign is launched globally in October 2026 and single international travelers will be encouraged to apply for a place on a Finnish Dinner Date.

2. Influencer content and PR: Chosen influencers from target markets will support the campaign through social media content. A global press release will be circulated on all target markets and beyond, together with active pitching. In addition, two PR events will be held on the campaign's target markets.

3. Advertising and social media: The campaign will be visible in conversations and paid content across TikTok, Instagram, YouTube and other digital and social channels.

4. Exposure throughout the campaign: Visit Finland will create content from the start of the application period all the way to after the campaign has ended.

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Share the campaign with your global audience on social media between 20th October–10th November

We hope that the campaign reaches as many people as possible during its application period (October 20th to November 10th) and gains visibility especially on its primary target markets: Germany, France and the USA.

So if you have social media accounts with a global audience, please join us in building the phenomenon and share our campaign message during the application period.

Attached are a few examples of social media copy and a link to the campaign images for you to use.

#FinnishDinnerDate
#VisitFinland

IG: @ourfinland
TikTok: @visitfinland.com

Example copy for social media:

You can use one of these examples or edit them as needed.

Example copy 1:

Single? Finland is inviting you out for a dinner date.

This winter, Finland is bringing together singles who want to experience something authentic and different. For four days, they'll share a table, discover new flavours, perhaps uncover the secret to Finnish happiness, and then experience a date night like no other: the Finnish Dinner Date.

Finding love isn't guaranteed, but falling for Finnish food is.
Ready for something real? Apply before November 10, 2026.

Example copy 2:

Fed up with dating apps? Finland has something for you.
Finnish Dinner Date is your chance to discover new flavours, connect with nature and meet people who share your taste for something real. This winter, Finland is inviting singles on an unforgettable four-day journey, culminating in a dinner date you won't forget. You might find your soul mate or simply make new friends. One thing is certain: you'll fall for Finnish food.

If you're craving something honest, authentic and different, this is your chance. Apply before November 10, 2026, and let Finland sweep you off your feet.

End with a clear call to action

IG: Learn more @ourfinland and apply now!
TikTok: Learn more @visitfinland.com and apply now!
Facebook: Learn more at finnishdinnerdate.com and apply now!

And don't forget the hashtags:

#FinnishDinnerDate #VisitFinland

Campaign images









Link to the campaign images

The link to campaign images is valid until December 31st, 2026
FinnishDinnerDate.com is published on October 16th.

Visit Finland