

HAVE SOME *Finnish*

**Toolkit for Visit Finland and Tour operators
– Have Some Finnish campaign launch**

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, regional travel operators, existing food travel offerings and food industry professionals. We aim to serve the world some truly Finnish flavours. Additionally, a few of the campaign target markets will hold events, where guests get to sample Finnish cuisine.

The face of the campaign is Finnish top chef Henri Alén.

THE IDEA

Finland’s official 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 will be 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.



EXECUTION

Growing interest, PR visibility and travel consideration

Finland will serve its regional tasting menus at epic, multisensory dinner events on two occasions ((in September in Lapland and the Coastal Archipelago, and in early 2027 in the Helsinki metropolitan area and Lake Finland).

We invite food-loving travelers to apply for a spot at the tasting dinner of their choice. Selected travelers will be offered a four-day culinary trip to Finland.

In addition to travelers, we will bring selected influencers and journalists from target markets on the culinary trip.

CAMPAIGN VISIBILITY

Finland as a food destination

1. Launch and activations: The campaign is launched globally in May 2026 and international travelers will be encouraged to apply for a place at Finland’s dinner tables. The first two tasting regions will be revealed in May, the next two in October 2026.
2. Influencer content and PR: Chosen influencers from target markets will support the campaign through social media content and visit Finland in May 2026. A group of key journalists will be invited to Finland in June 2026.
3. Advertising and social media: The campaign will be visible in conversations and paid content across TikTok, Instagram and other digital and social channels.
4. Exposure throughout the campaign: Visibility will be supported during the application phases: the global launch (05/2026) and the reveal of the second application round and tasting trips (10/2026). Second application round embargo until 20 October.

Share the campaign with your global audience on social media

We hope that the campaign reaches as many people as possible during its application period (May 19th to June 9th) 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.

#HaveSomeFinnish
#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:

Fancy some Finnish? The world's happiest nation is inviting you over for dinner. Finland has created official, national tasting menus (a world first!) and will be serving them to a group of lucky travelers in September. So apply now to be selected at an epic dining experience like no other. Apply before June 9th, 2026.

Example copy 2:

Can you name a single Finnish dish? Finland has a whole cuisine waiting to be discovered – and it's inviting you to the table. The world's happiest country has created official tasting menus of its national cuisine and turned them into epic dining experiences. RSVP now: apply before 9th June, 2026 to secure your place at one of the world's most epic dinner tables.

End with a clear call to action

IG: Learn more @ourfinland and apply now!

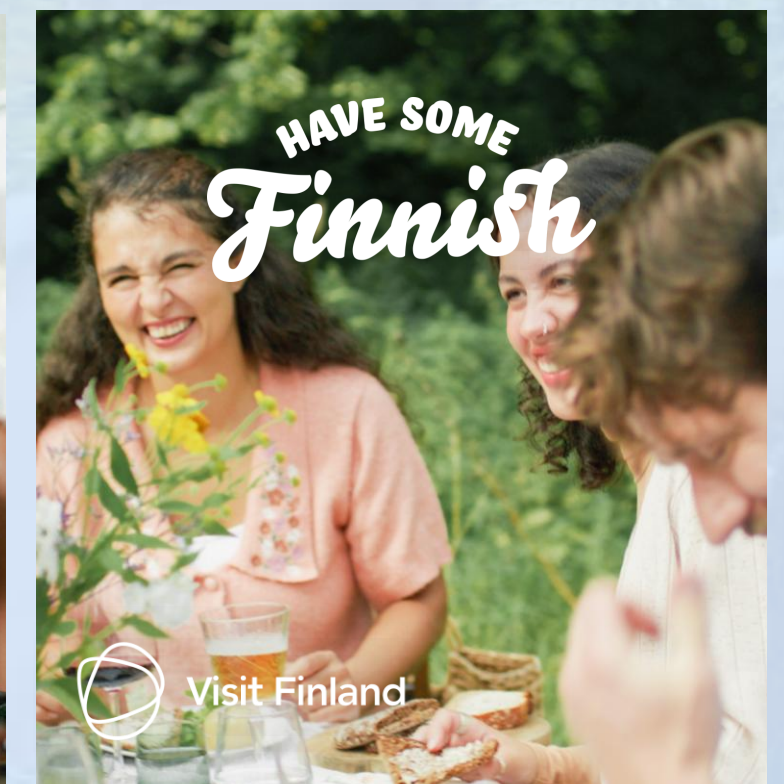
TikTok: Learn more @visitfinland.com and apply now!

Facebook: Learn more at havesomefinnish.com and apply now!

And don't forget the hashtags:

#HaveSomeFinnish #VisitFinland

Kampanjakuvat



[Link to the campaign images](#)

The image link is valid until December 31st, 2026
Havesomefinnish.com launches on May 18th.