Visit Finland
Finland’s location in the crossroads of west and east provides a great opportunity for Asian travellers to experience Finland en route to Europe.
Between two worlds
StopOver Finland introduces new easily reachable packages and services for individual travellers from 5 hrs to 5 days stopover.

StopOver Finland menu 1.0 in visitfinland.com / My Stay will be ready by March 2016.
StopOver Finland menu offers Finnish highlights

From Northern Lights to Midnight Sun

Relaxing moments in the pure Finnish forests, lakes, archipelago and sauna

Shopping Finnish design and meeting Moomins and Santa Claus
StopOver Finland menu 1.0 in visitfinland.com / My Stay will be ready by March 2016.
First version of My Stay will open by March 2016 in 9 languages
My Stay product input through a link which will open again in spring 2016 (April-May)
## StopOver Finland menu module criteria for visitfinland.com / My Stay

<table>
<thead>
<tr>
<th>Duration 2 hrs - 5 days</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid all year or whole season</td>
</tr>
<tr>
<td>Accessible and within about 1-3 h one-way travel time (depending on the length of stopover)</td>
</tr>
<tr>
<td>The product works with and has been tested with foreign visitors</td>
</tr>
<tr>
<td>Fixed price per person</td>
</tr>
<tr>
<td>Commitment to availability (published dates, guaranteed departures)</td>
</tr>
<tr>
<td>Inventory (the customer can see the availability) and easy to book (online preferred)</td>
</tr>
<tr>
<td>Own website at least in English, preferably in Chinese, Japanese, Korean</td>
</tr>
<tr>
<td>Stopover traveller’s whole customer journey has been considered</td>
</tr>
<tr>
<td>Customer service at least in English, possible also in Chinese and Japanese with co-operation partners</td>
</tr>
</tbody>
</table>

Primera Holidays (Matka-Vekka) will launch finlandtours.fi market place in May-June in English and Chinese, in July Japanese and Korean.

Primera Holidays will contact companies (based on Stopover Finland test menu and My Stay products).

Primera Holidays Stopover Finland project manager: Ari Huuskonen
Examples of StopOver packages:

24H

**Summer StopOver Experience**

One night accommodation in central Helsinki
Helsinki sightseeing tour
Hike in Nuuksio National Park
Experience the Finnish Sauna

3-DAY

**Winter StopOver Experience**

One night accommodation in central Helsinki
Helsinki sightseeing tour
Flight to Rovaniemi, Lapland
Two nights accommodation in Rovaniemi
Visit to Santa Claus Village and crossing of the Arctic Circle
Husky safari and visit to a reindeer farm
Bonus: possibility to admire the Northern Lights!
StopOver Finland menu marketing and distribution

Stopover Finland modules 50 +

visitfinland.com
My Stay & Trade

Stopover Finland market place finlandtours.fi (by Primera Holidays)

Marketing channels

Distribution channels
BTOB AND BTOC

StopOver Finland will be first launched in Mainland China and Hongkong in May 2016

Japan and South Korea launch in September 2016

Global launch at ITB Asia 2016, Singapore

Stopover Finland products will be visible in visitfinland.com, finlandtours.fi and other negotiated channels in Asia
Stop and breathe

More information about StopOver Finland:
Visitfinland.fi/stopover
heli.mende@visitfinland.com