BUSINESS FINLAND

FINLAND'S DIGITAL ROADMAP FOR TOURISM ON A WAY OF BECOMING A SMART DESTINATION

KATARINA W

18th European Tourism Forum, 10 October 2019



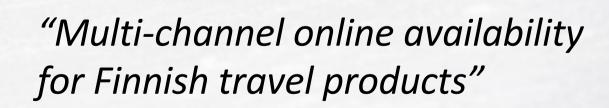
From pilots to a national way of working

Visit Finland

"From agile pilots to best ways of working – Digital services differentiate Finnish travel ahead of the pack"

Platform economy based business models and online bookability



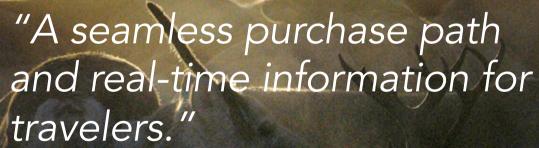


Digital tools helping sustainable development

"Supporting sustainability with digital tools and helping travelers to make better choices"



Data driven decisions and collaboration





Getting there...

Digital platform services guide the customers and service providers to find each other in a smart way.





KIITOS THANK YOU



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