

BUSINESS FINLAND

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

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*“Finland is
a smart destination
that provides
the best customer journey.”*



From pilots to a national way of working

“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



*“Multi-channel online availability
for Finnish travel products”*

Digital tools helping sustainable development

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

Data driven decisions and collaboration

*"A seamless purchase path
and real-time information for
travelers."*



Getting there...

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

KIITOS
THANK YOU