# BUSINESS FINLAND

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

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18th European Tourism Forum, 10 October 2019



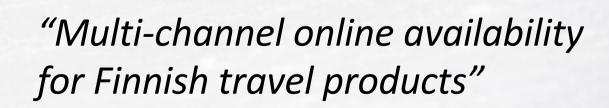
#### From pilots to a national way of working

**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



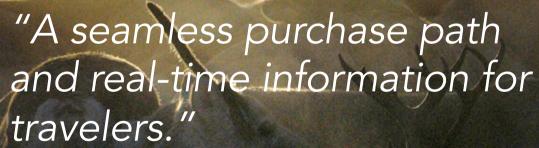


### Digital tools helping sustainable development

"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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