

Innovative experiments and building a digital ecosystem in Finland

Innovative experiments

- Digital marketing, story telling
- OTA co-op (Ctrip, Expedia etc.)

- AR pilots
- VR video production
- VR gaming (Travel around the World with TREK)
- AI triplanner (Inspirock)

BUT

<p>Four major laws for the industry – Transport Action Programme, GDPR, Package Travel Act, Alcohol Law</p> <p>Finland, tomorrow's smart destination – seize the momentum</p> <p>Difficulty to attract skilled people</p> <p>Development path created 10 years ago, but the message is not getting through</p>	Private bubble	No big vision for everyone involved				Recruitment issues	Tinkering with travel	
	Independent purchases and travel on the rise – shifting away from large groups			Engineering appreciated, sales belittled		How can digital services improve the customer experience?		
	Customer data not available	Not understanding the benefits of digital services	Ongoing project on open data	Platform economy helps bridge the gap		Data analytics and info sharing not in use		
	Finland is a healthy destination, trends favour us right now	News revenue generation models		Trends are in our favour, digital services can create results		Business basics take up all the time		
		Benchmark for operators		Big pie		Digitalisation does not equal marketing budget		
	Igloo cabins globally accessible	Some make bold changes		Panic to jump on a trend		If we don't act now, it may be too late 5 years from now		
		Accessibility		mobile = the platform		Labour shortage		
	Lack of business expertise		Solid plans have been around for years, we know what to do and how	Digital services on our minds for 10 years		Culture of communication, interaction with the customers		Regional co-operation will unify the field
	Not everything needs to be automated			Fantasy of disregarding marketing				
	Large field of micro entrepreneurs – hardest work		No narratives for products	Solo efforts instead of working together				

Solutions

Data collaboration

“A seamless purchase path and real-time information for travellers.”

Creating integrated product inventory utilising API's

“Multi-channel online availability for Finnish travel products”

Pilots and scaling up

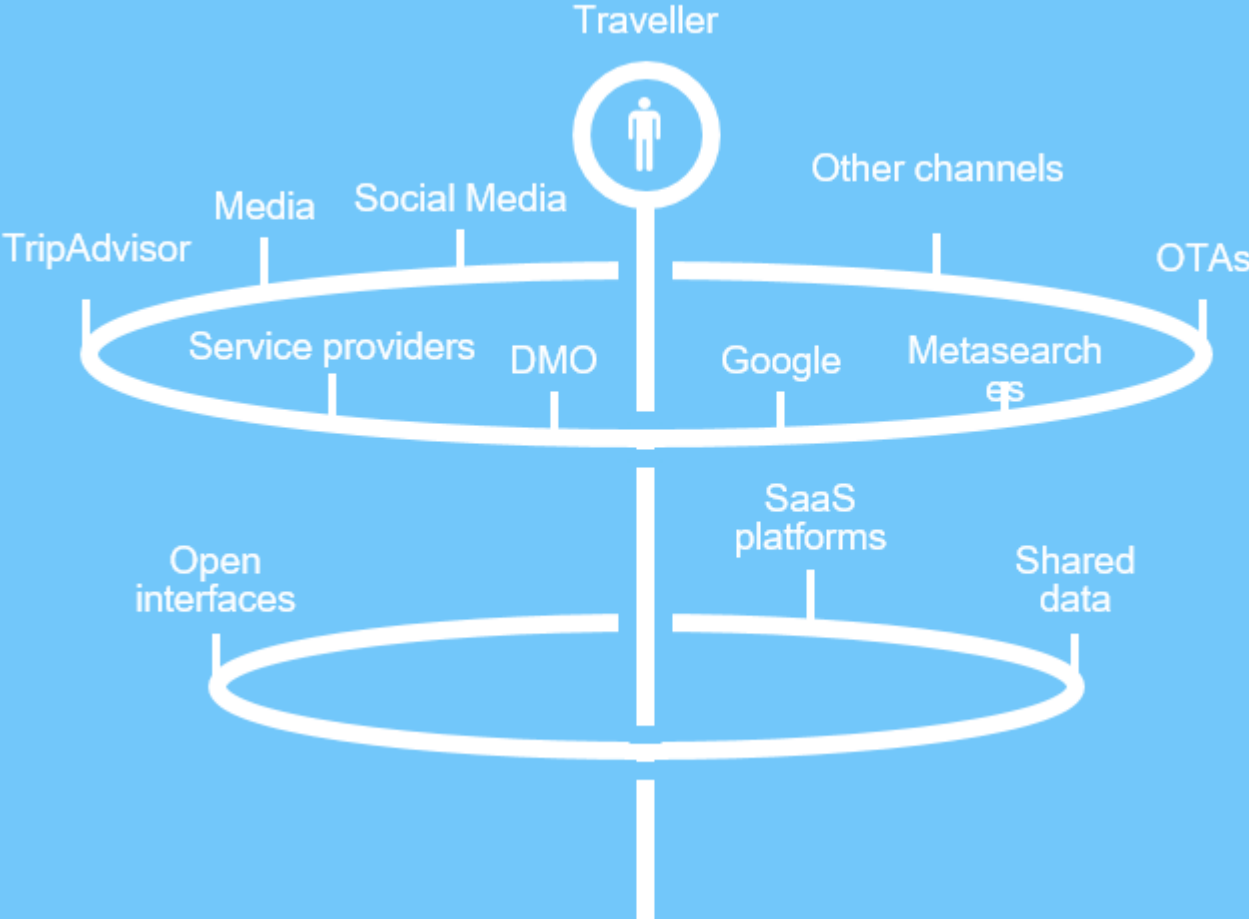
1st phase: Pilots with pioneers

“Agile, cost-effective development of digital know-how and services”

2nd phase: Scaling up to the national level

“Digital services set Finnish travel ahead of the pack”

Digital ecosystem for Finnish travel industry



Roadmap

Coordinating digital customer experiences & agile pilot projects

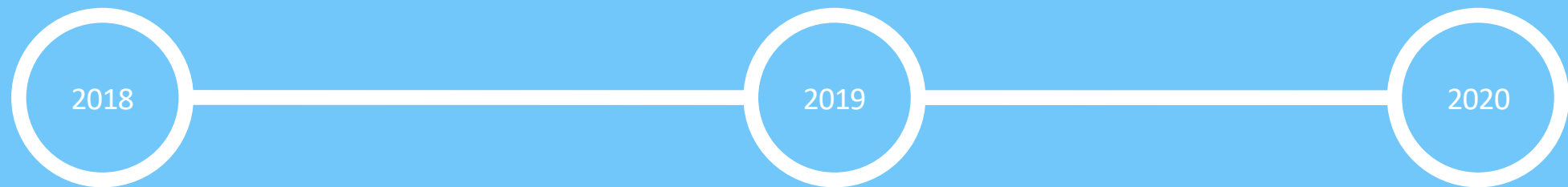
Research on different reservation systems and API's

Scaling the learnings from the pilots

Data-driven marketing and sales

Deployment of digital sales platforms

Digital customer experience as a distinguishing strategy and asset



Mission

Nation-wide digital ecosystem to support sustainable growth in travel.

Vision

A smart, pioneering destination that provides the best customer journey from daydreaming to travel.

A photograph of a forest at sunset. The sun is low on the horizon, creating a warm, golden glow that filters through the tall, thin trees. A person wearing a bright yellow jacket is standing in the middle ground, looking towards the sun. The foreground is filled with lush green moss and small plants. The overall mood is peaceful and serene.

Kiitos Thank you

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