



Visit Finland

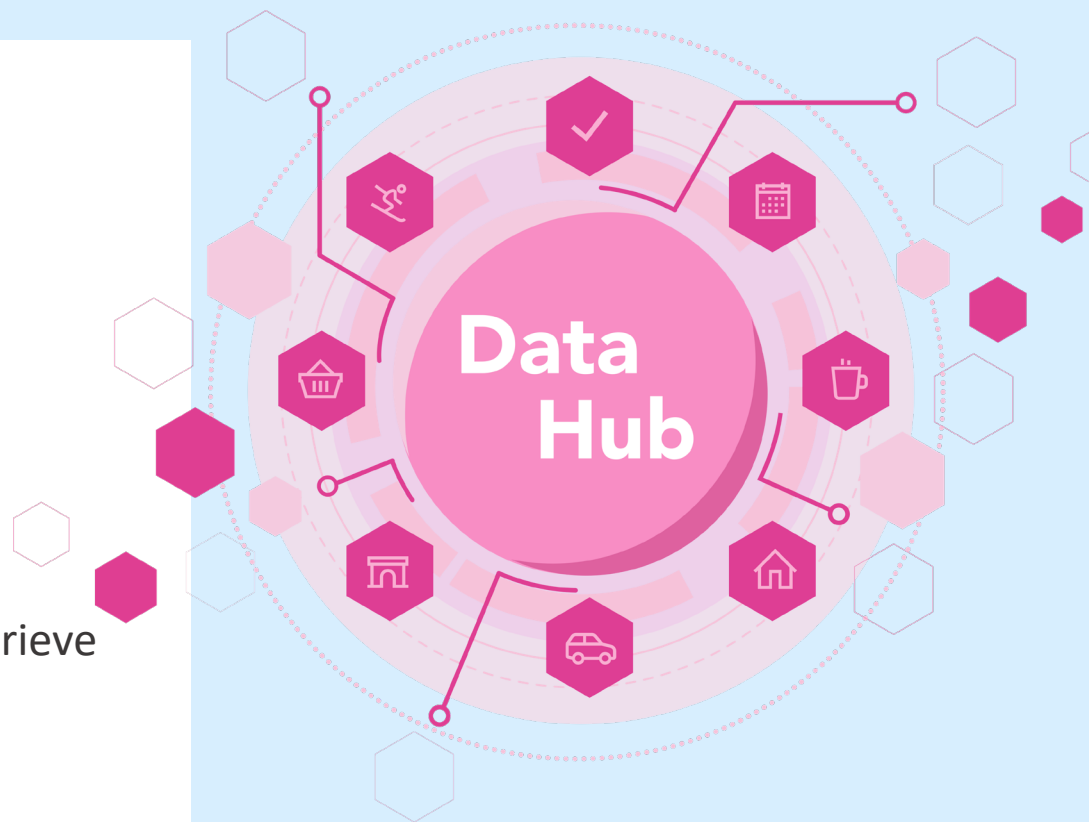
The Visit Finland DataHub - how we and our partners use it for marketing and decision making

Workshop on Tourism Data sharing, governance and integration
Session 4: Using data hubs and spaces to fill the gaps in tourism data

Katarina Wakonen, 27–28 September 2023

VISIT FINLAND DATAHUB

- **Content Database**
 - Finnish travel businesses can register, insert and manage their product content*
- **Interface (API)**
 - Different digital publishers like Visit Finland digital channels, web applications, regional DMO websites, different commercial publishers can retrieve and publish the product content



*=non-bookable content, no inventory, availability etc.

How does DataHub work?





English

Finnish

Product name

Arctic Ice Floating – Day Floating

Product description

Come and experience the lightness of your body during the arctic ice floating! Don't fear the cold as you are totally protected with high quality rescue suit. Let your body and mind float, enjoy the frozen experience. This guided adventure is safe with a high-quality rescue suit that covers your whole body and keeps you dry. As you have your own clothing under the suit you will not get cold even in the open 0-degree water. Lying down in the ice hole between the ice blocks is something worth trying – the circumstances are truly arctic!

External Links

[Product webpage](#)

[Product webshop](#)

Product information

STF label

-

Accessible

No

Product type

Experience

Target group

Consumers (B2C), Tour operators (B2B)

Group size

-

Pricing (incl. VAT)

Price from 88,00 € - pricing unit missing

Cycling-friendly certified

-

Categories

Lakes

Safari

Nature excursion

Water activities

Other winter activity

Season

January

February

March

April

November

December

Contacts and location

Company Name

Safartica Oy

Phone number

+358 16 311 485

Email

safartica@safartica.com

Location

Koskikatu 9 , 96200 Rovaniemi

Coordinates

66.5022205, 25.7327914

[See location on Google Maps](#)

Links to product marketing videos

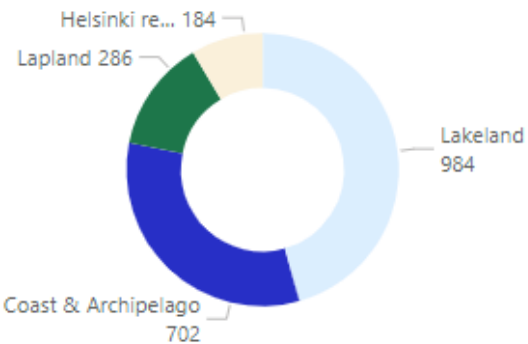
[Floating Experience](#)

VISIT FINLAND DATAHUB

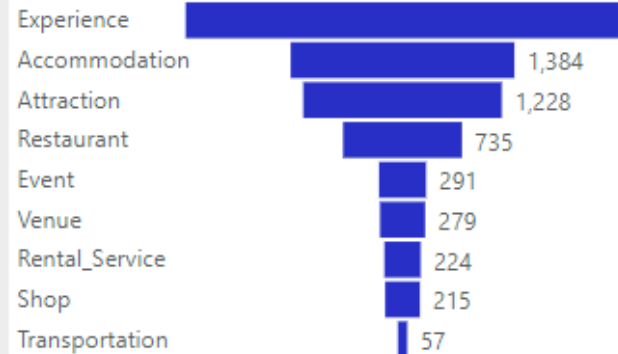
2100 TRAVEL BUSINESSES

7100 PRODUCTS

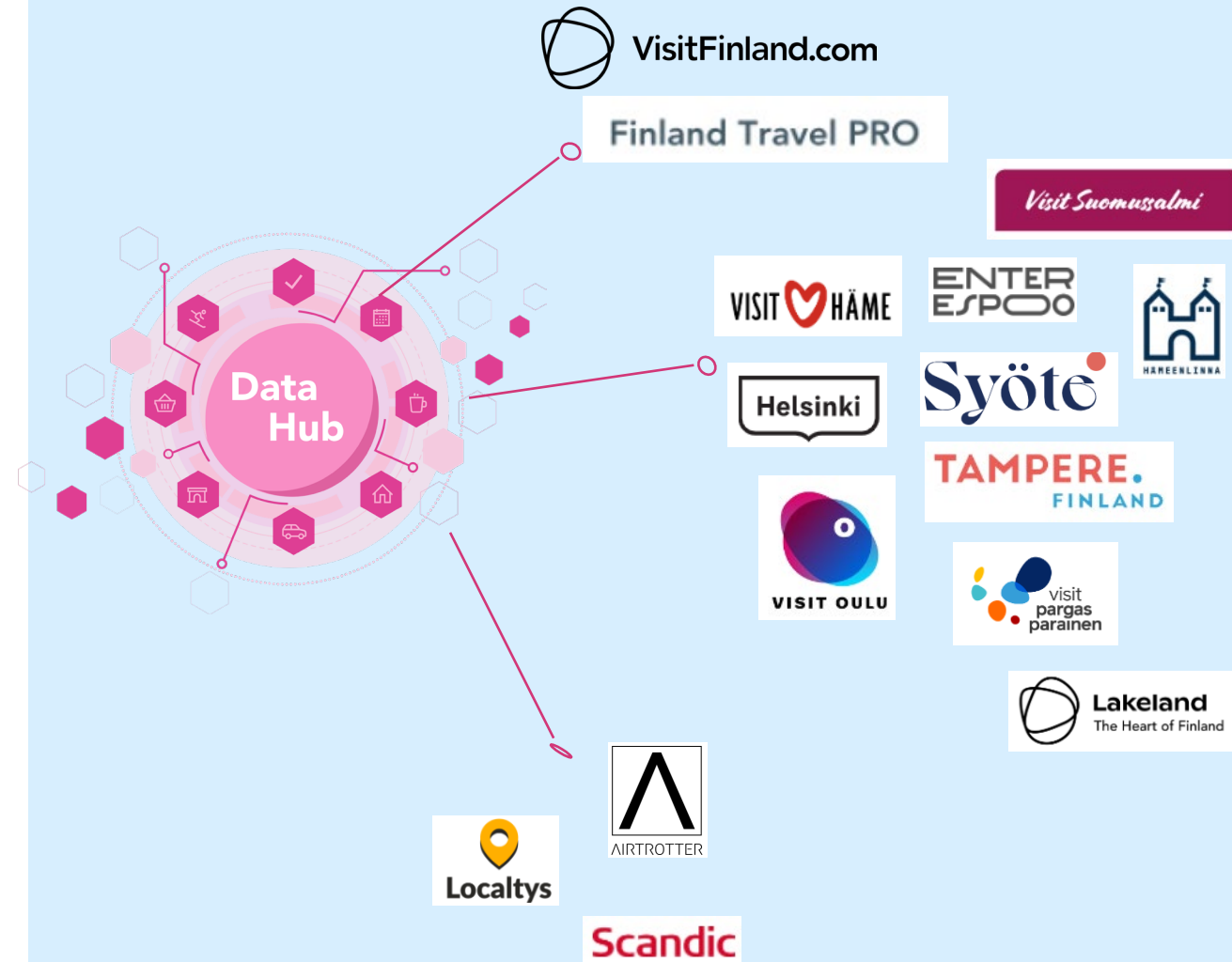
COMPANIES IN GREATER REGIONS



PRODUCTS IN PRODUCT TYPES



DATAHUB ENABLES PRODUCT CONTENT TO BE PUBLISHED IN SEVERAL DIFFERENT CHANNELS (CURRENTLY 31 DIFFERENT DIGITAL CHANNELS)



[VIEW DETAILS](#)
[VIEW ONLY STF LABELLED](#)

COMPANIES TOTAL
2109

PRODUCTS TOTAL
7147

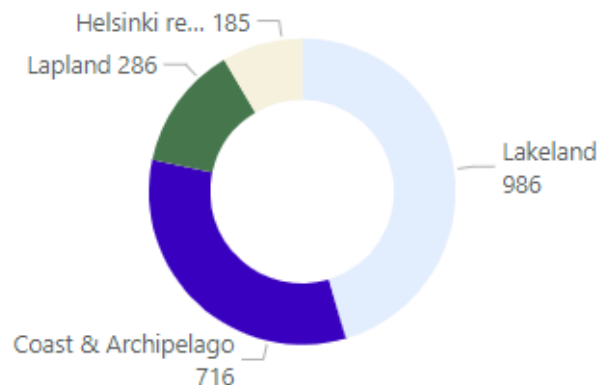
STF Companies of total
221

STF Products of total
1167

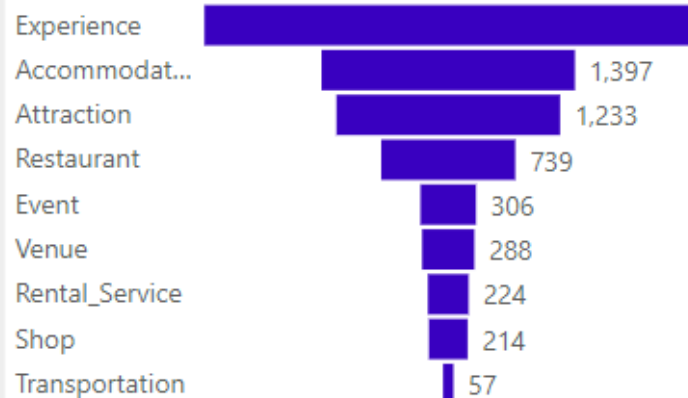
New companies and products year-month

2022 08	2022 09	2022 10	2022 11	2022 12	2023 01	2023 02	2023 03	2023 04	2023 05	2023 06	2023 07	2023 08	2023 09
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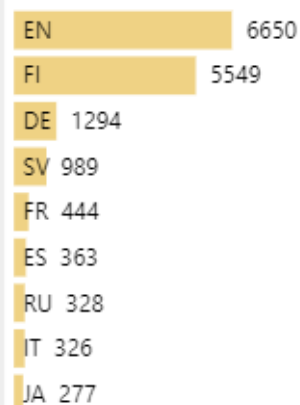
COMPANIES IN GREATER REGIONS



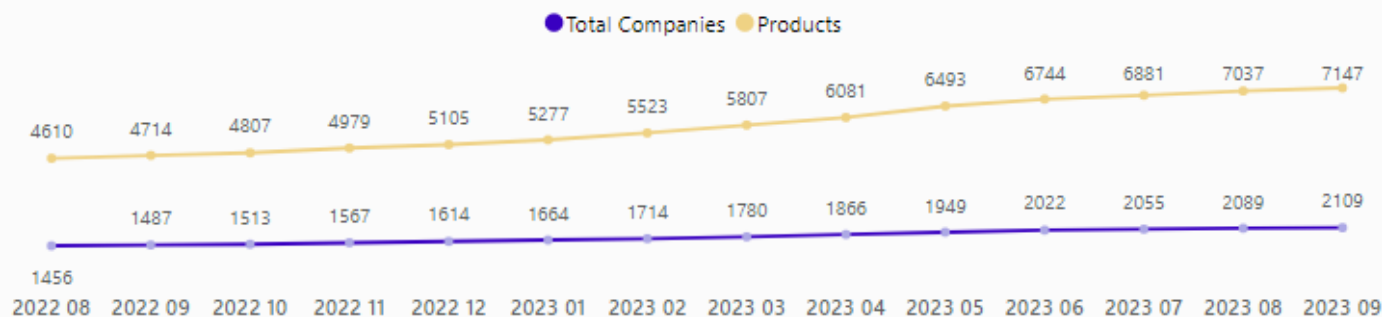
PRODUCTS IN PRODUCT TYPES



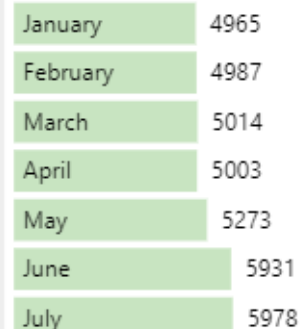
PRODUCT LANGUAGES



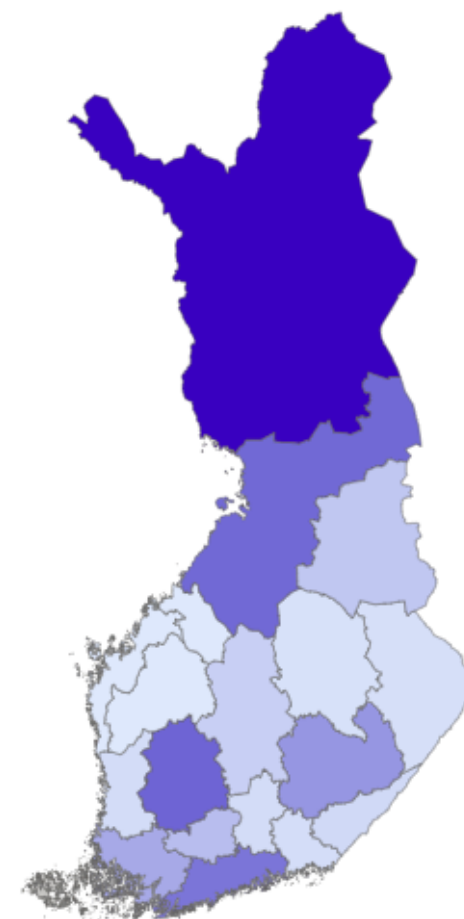
CUMULATIVE NO. OF COMPANIES & PRODUCTS



PRODUCT AVAILABILITY

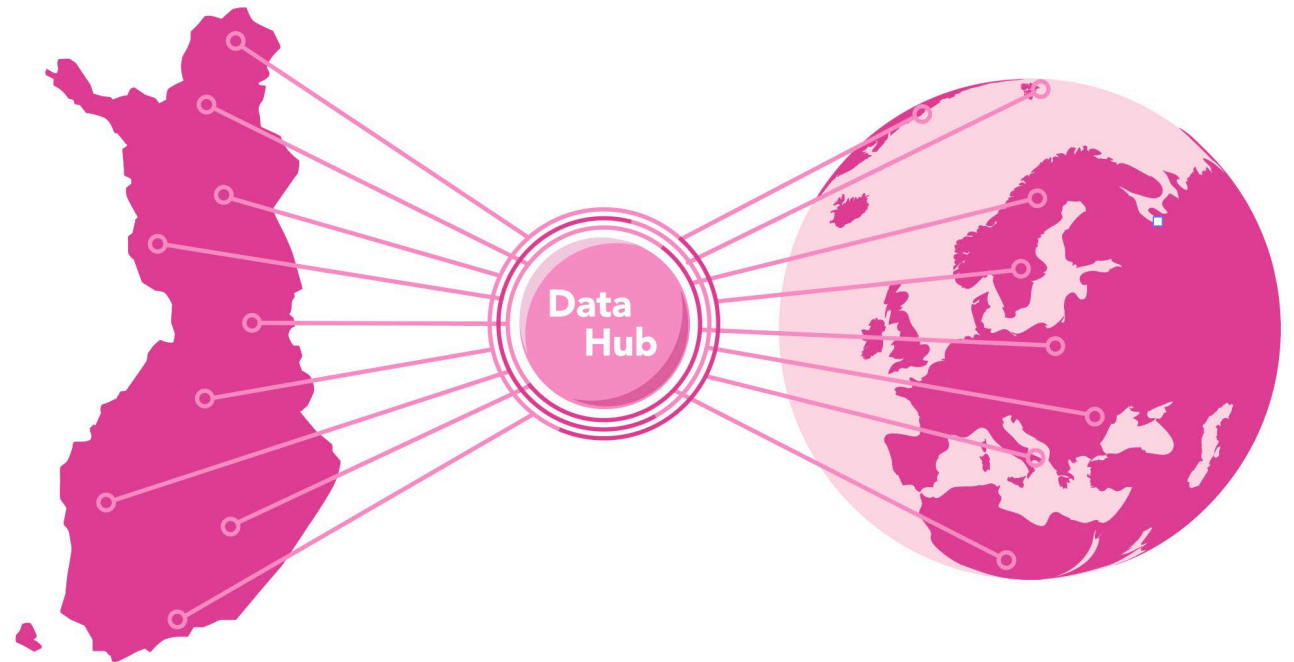


PRODUCTS IN REGIONS



Visit Finland digital channels + DataHub

- 1** Visitfinland.com
 - Website for international travelers, B2C
- 2** Finland Travel Pro
 - Digital tool for international TOs, B2B
- 3** Visit Finland marketing campaigns
 - Tactical campaigns with products



Top five things to do in summery Lapland

5 minute read Share Save



Inspiration for your next summer holiday in Lapland

Looking for more things to do in summer Lapland? Look no further, here's inspiration for your next holiday of things to do in different destinations around Lapland.



DUSSELDORF, GERMANY 30.-31.3.2023 SUSTAINABLE TRAVEL FINLAND LIVE SALES EVENT

Visit Finland

REGISTER

FURTHER INFORMATION

Sara Snäll, Specialist, DACH



Welcome to join the Sustainable Travel Finland Live in Düsseldorf with Visit Finland on 30.-31.3.2023. The event invites the most important sustainable tour operators and travel agencies for a two-day event for networking and meetings.

We would warmly welcome STF-labelled companies, who have a dedication to sustainability and are ready to welcome international guests.



Europe's most sustainable hotel is located in Finland

Haltia Lake Lodge, situated in Espoo near Helsinki, was chosen as Europe's most sustainable hotel at the World Boutique Hotel Awards in London.

DISCOVER THE HOTEL



SUSTAINABLE TRAVEL FINLAND New Sustainable Travel Finland website published

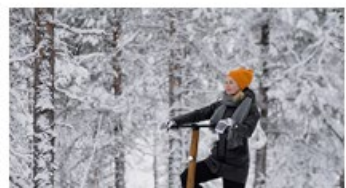
Our brand-new site for travel trade professionals dedicated to the Sustainable Travel Finland topic is now live. Find the latest sustainability news, discover STF-labelled travel companies and learn what steps we are taking to achieve our ultimate goal – to make Finland a carbon-neutral country by 2035.

DISCOVER THE RESPONSIBLE TRAVEL

SUSTAINABLE SAFARIS

Explore Finnish winter on electric snow scooters

Can a snowmobile safari be sustainable? Yes!



visitfinland.com

Communication on digital platforms



Sustainable Routes

Sustainability-proofing the entire value chain

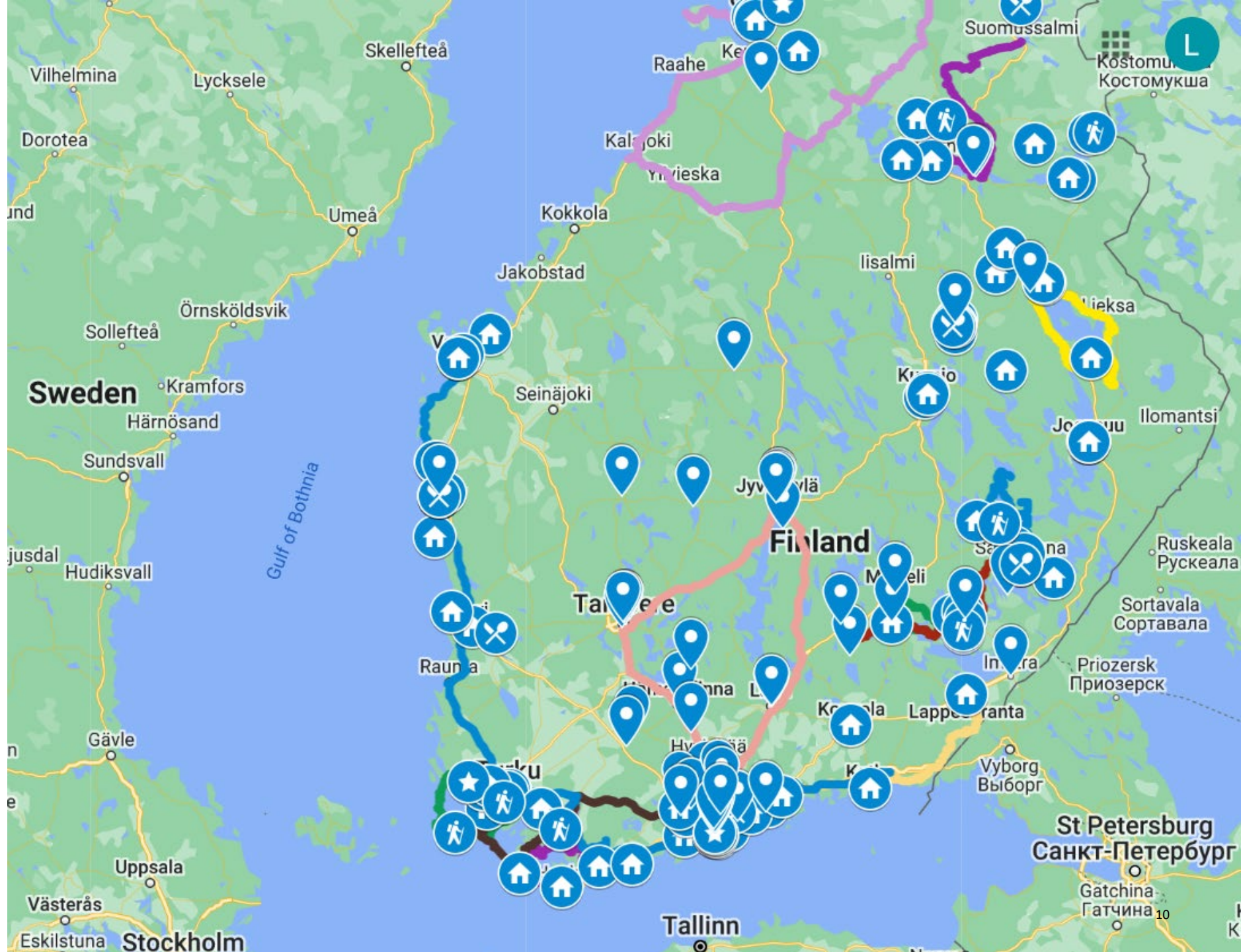




Photo Stromma Finland Oy Ab

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Beautiful Canal Route

📍 Market Square / Kauppatori, 00170 Helsinki

👤 Organiser: Stromma Finland

🕒 Duration: 90 minutes

💶 Price: 25 €

❤️ Save to My Helsinki

📅 BOOK

🌐 WEBSITE

On this popular boat sightseeing tour you will get to see the beautiful shorelines of Helsinki. We pass many famous sights, including the historic Suomenlinna Fortress, Helsinki Zoo on Korkeasaari Island, the fleet of icebreakers and Degerö Canal. Along the way you will hear fascinating stories about the archipelago. Recorded commentary



myhelsinki.com

First name Last name



Thank you!