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DIGITAL TOURISM ROADMAP

Tourism Cooperation in the Baltic Region Workshop
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VISIT FINLAND



AGENDA

- Digital Tourism Roadmap
- Finnish Tourism Digital Ecosystem
- Timeline

MISSION

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



VISION

Finland is a smart and pioneering destination that provides the best customer journey.

Finnish travel services are based on platform economy and travel industry is managed by data.



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FOUR FOCUS AREAS



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1. Data driven decisions and collaboration

“A seamless purchase path and real-time information for travelers, efficient use of resources.”

2. Platform economy based business models and online bookability

“Multi-channel online availability for Finnish travel products”

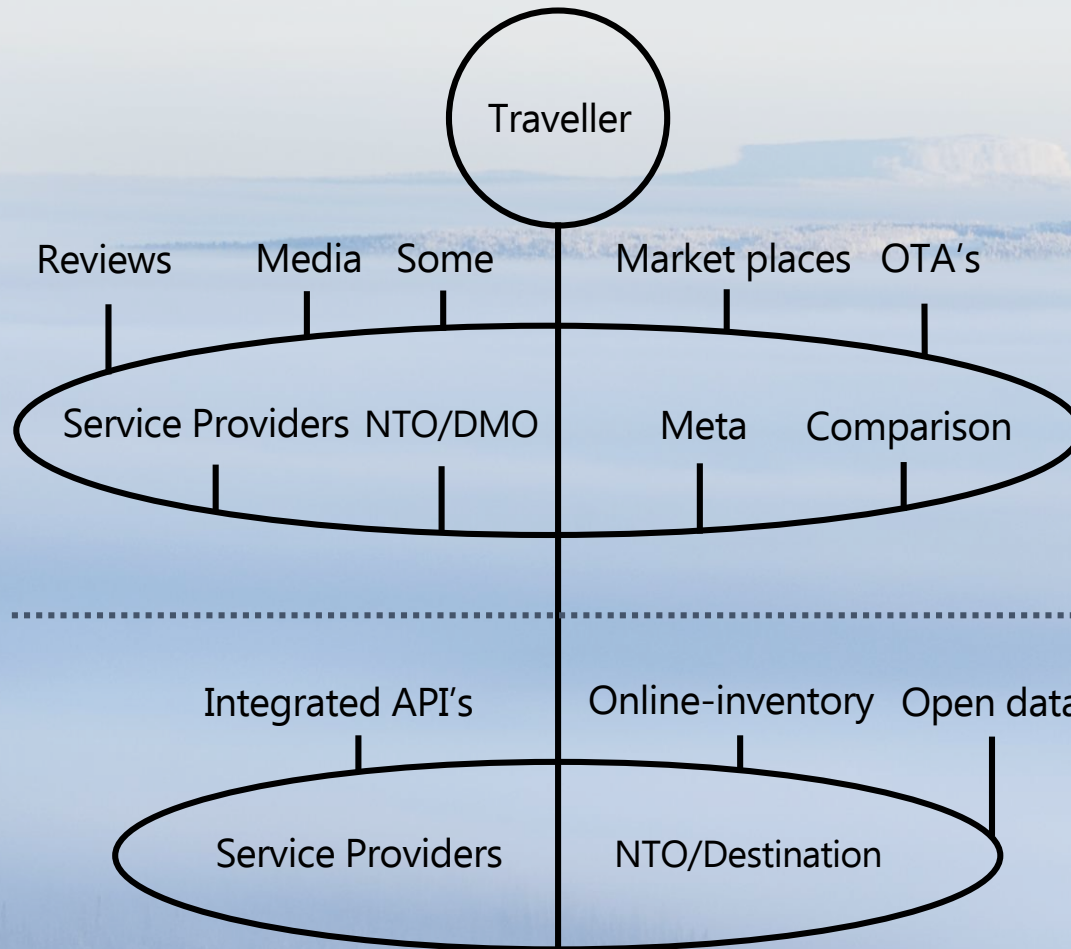
3. From Pilots to national way of working

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

4. Digital tools helping sustainable development

“ Piloting and searching for best ways how to support sustainability with digital tools and helping travelers in making better and sustainable choices”

FINNISH TOURISM DIGITAL ECOSYSTEM



- Inspiration
- Search
- Compare
- Book
- Experience
- Share

- Online-bookable products
- High quality destination and service information
- National Cooperation

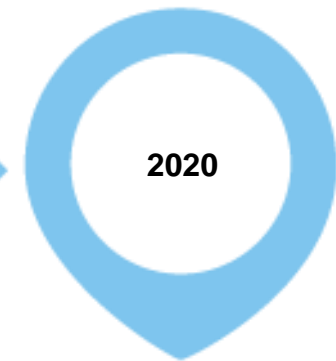
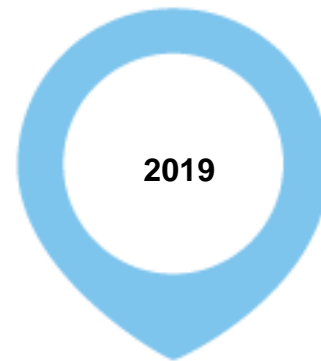
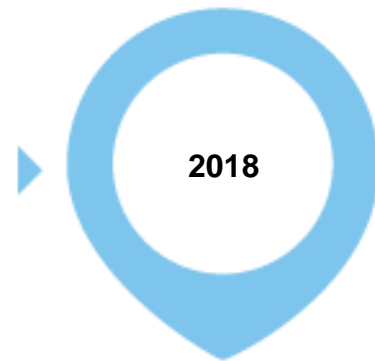


DIGITAL DEVELOPMENT ROADMAP

Putting together the digital roadmap together with industry experts, Digi team

Agile pilots around digital customer experience and data

Scaling the learnings from the pilots, Data-driven marketing and sales, Deployment of digital sales platforms



Research on different reservation systems and API's

Search for pilot destination

Survey on tours and activities sales distribution & DMO's way of working

Prototype for Finnish Travel data Hub

Finnish Travel Data Hub launch (August 2020?)

Strategic cooperation with global digital players

Creating Finnish Travel tech ecosystem

Learnings

- It is important to have a public strategy and plan that others can follow (joint effort, involve many players and industry influencers)
- Be ready to adjust the plans and follow what is going on
- Different players are in very different stages of digitalization –Same tools don't work for everyone
- Be open, patient and push onwards!

THANK YOU!

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