

- 
- A woman with long brown hair, wearing a red beanie and a light-colored jacket, is looking up and smiling at a forest of trees with vibrant autumn foliage in shades of yellow, orange, and red. The scene is captured in a low-angle shot, emphasizing the height of the trees.
- **Finlandiamo**
 - **Sienimatkailusta uutta elinvoimaa Suomeen**
 - **Italialainen asiakas:** mistä heidät tavoittaa, millainen on italialainen asiakas, miten houkutella italialaisia Suomeen

About FINLANDIAMO

Finnish Italian 32 years old

Translator IT-FI-IT 2017

Guide 2018

City of Joensuu 2020-22 project manager

Teacher of Italian language and theatre 2024

Entrepreneur July 2024



About Finlandiamo

PRODUCTS AND SERVICES



1

Marketing and sales

2

Guiding

3

Premium and customized service

STATISTIC

Kevään 2024 lentovarausten* muutos vastaavaan ajankohtaan v. 2024 (& 2019)

*Lentovaraukset <u>maalis-toukokuulle</u> → 4.2.		→ 3.3.
Kaikki ulkomaiset 2024 vs. 2023 & (2019)		
	+18 % (0 %)	+10 % (-10 %)
Saksa	+10 % (+34 %)	+7 % (+18 %)
USA	+15 % (+13 %)	+14 % (+10 %)
Ranska	+27 % (+47 %)	+13 % (+26 %)
UK	+9 % (-31 %)	+5 % (-35 %)
Alankomaat	+2 % (+12 %)	-4 % (+1 %)
Sveitsi	+17 % (-11 %)	+9 % (-14 %)
Italia	+50 % (+34 %)	+36 % (+29 %)
Espanja	+16 % (+52 %)	+2 % (+36 %)
Japani	+76 % (-52 %)	+87 % (-50 %)
Intia	+6 % (+57 %)	+9 % (+58 %)
Hongkong	+1 % (-63 %)	+10 % (-63 %)
Kiina	+199 % (-72 %)	+129 % (-76 %)



*) Koskevat varauksia, joissa viipymä Suomessa on maaliskoukokuussa vähintään 1 yö.



Lähde: ForwardKeys Destination Gateway



"INBOUND TOURISM TO FINLAND (SPENDING, OVERNIGHT STAYS) IS EXPECTED TO RECOVER TO PRE-PANDEMIC LEVELS BY 2025, ACCORDING TO CURRENT INFORMATION."

(Visit Finland)

Finlandiamo's **CUSTOMERS**

- **FACEBOOK**
- **IG**
- **WEBPAGE**
- **CONFERENCE**
- **TOUR OPERATOR**



Italian CUSTOMER



1

Culture

2

Rhythms

3

Emotion&Feelings



ITALIANS

How to attract Italians to Finland

Emphasize Finland's purity and its abundant mushroom forests

Connect mushrooms to the food culture

Connect mushrooms to well-being

Highlight the ecological and ethical lifestyle



SAGRA = FESTIVAALI

Authentic food festivals (“sagre”) in Italy:

Annual number: about 10,000 authentic festivals (possibly fewer if considering only officially certified ones).

Average duration: around 7.3 days → totaling roughly 73,000 event-days per year.

Total revenue: approximately €341 million per year.

Average revenue per festival: about €34,100 per event.

Average daily revenue: around €4,675 per day per festival.

Estimated attendance: between 2,000 and 10,000 visitors per festival, depending on location and popularity.



UNPLI



SAGRA DEL FUNGO

- 50 years, two weekends.
- over 50,000 visitors from Italy and abroad, making the festival a true economic and cultural powerhouse for the local community.
- Program included: live music, dance performances, workshops, competitions, traditional costumes and shows, theater, games, wine tastings and other local products, open-air cinema and documentaries, show cooking, archery, exhibitions (philately, photography), meetings with local producers, fire shows, and much more, as well as guided visits.
- Tourism packages: accommodations, activities with local guides (e.g., mycologists), and local restaurants.

An event for the whole family, with a street-food vibe and lots of good cheer.



the CHALLENGE

Legislation
Culture
Communication





FINLANDIAMO

Kiitos, Thank you, Grazie

Kiitos ajastanne!

www.finlandiamo.com