

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
- Premium and customized service

#### STATISTIC

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

*Lentovarouk	set maalis-to	oukokuulle 🗦 4.	.2.	<del>→</del> 3.3.
(aikki ulkomaiset 2 <b>024 vs. 2023</b> & (2019)	+1	. <b>8 %</b> (0 %)	>	+10 % (-10 %)
Saksa	+10	0 % (+34 %)	>	+7 % (+18 %)
USA	+15	5 % (+13 %)	>	+14 % (+10 %)
Ranska	+27	7 % (+47 %)	>	<b>+13 %</b> (+26 %)
UK	+:	9 % (-31 %)	>	+5 % (-35 %)
Alankomaat	+2	2 % (+12 %)	>	- <b>4</b> % (+1 %)
Sveitsi	+1	7 % (-11 %)	>	+9 % (-14 %)
Italia	+50	0 % (+34 %)	>	+36 % (+29 %)
Espanja	+10	<b>6 %</b> (+52 %)	>	+2 % (+36 %)
Japani	+7	6 % (-52 %)	>	+87 % (-50 %)
Intia	+6	<b>6 %</b> (+57 %)	>	<b>+9</b> % (+58 %)
Hongkong	+:	1 % (-63 %)	>	+10 % (-63 %)
Kiina	+19	99 % (-72 %)	>	+129 % (-76 %)



Maalis-toukokuu

Lähde: ForwardKeys Destination Gateway

143 900 Lippujen\* lkm 27 500

11 600



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

(Visit Finland)

<sup>10 300

5 % (-35 %)

10 000

7 300

9 % (-14 %)

6 700

6 % (+29 %)

2 % (+36 %)

7 % (-50 %)

4 100

4 100</sup>Cas halpalentoyhtiöistä kuten esim. Ryanair ja Easviet sekä charterlentoyhtiöt eivät ole mukan lentovaraus-datassa.

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# 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

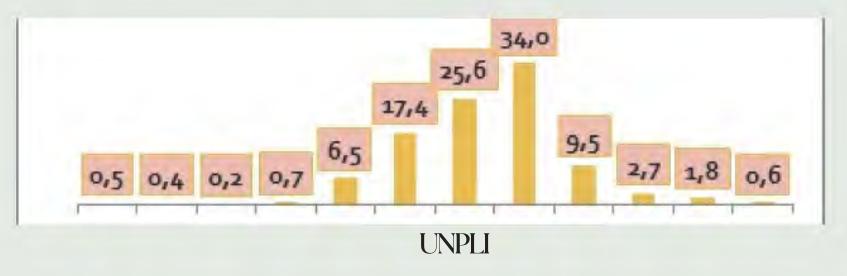
Emphasize Finland's purity and its abundand mushroom forests

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.











## SAGRADEL 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.



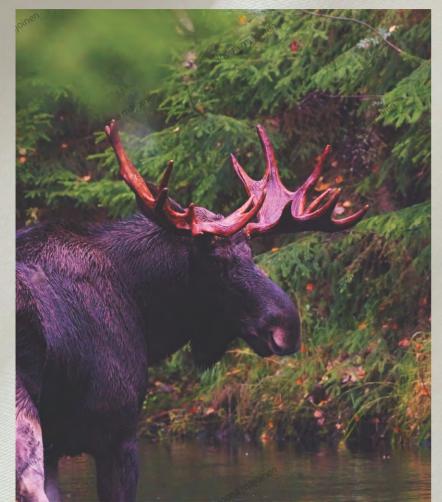


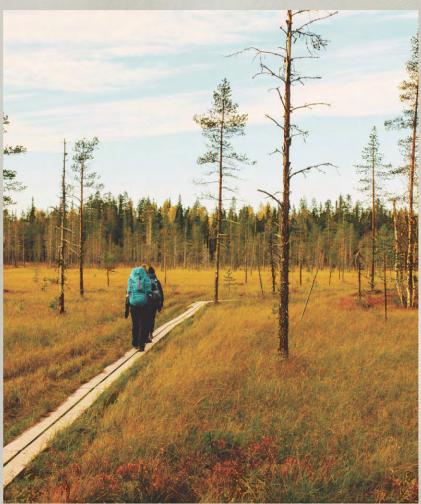


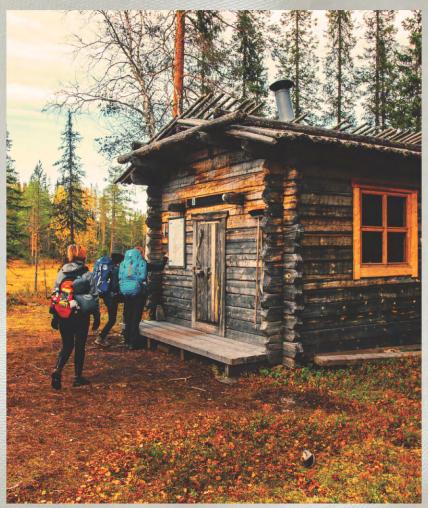
### the CHALLENGE

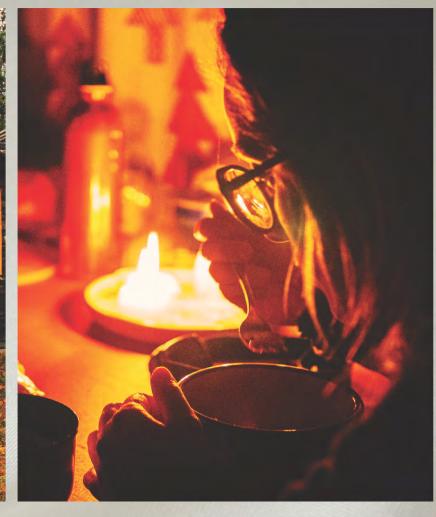
Legistlation Culture Communication











FINLANDIAMO

Kiitos, Thank you, Grazie Kiitos ajastanne!

www.finlandiamo.com