

**HOW TO DIGITALIZE HAPPINESS?
HELSINGIN 11.4.2019
KRISTIINA KUKKOHVI**





















SOMPA
♥ SAUNA

Kuolin
Terveystieteiden
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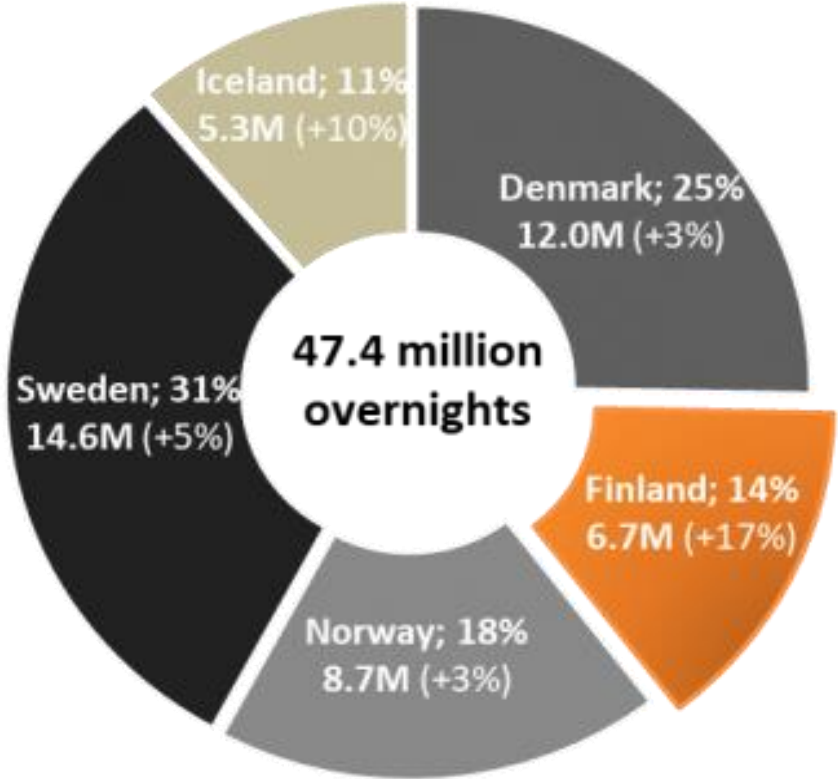








The Nordics are being globally recognized about the Happiness and a Good life.





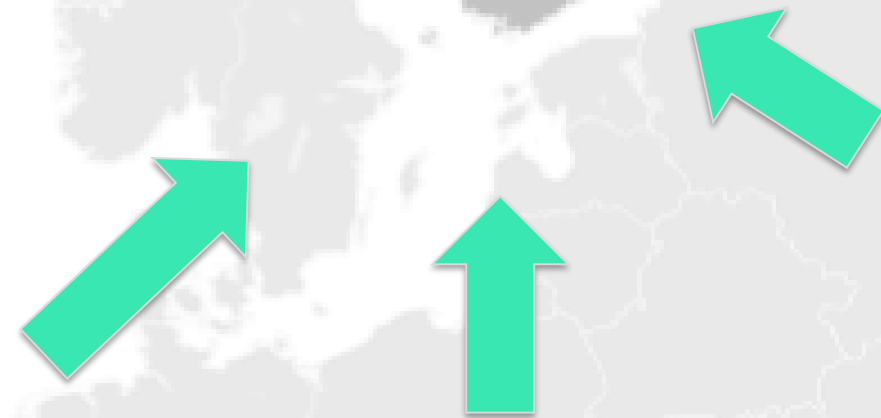
Finnair wants to contribute strongly to growing the Nordic travel industry

From merely transporting travelers between Asia and Europe to ***actively selling the Nordics as a destination where visitors can enjoy truly unique experiences.***

From inbound tourism being a “nice to have” to ***a great opportunity.***

From “difficult to sell” to ***an inspirational world-class Nordic marketplace.***







From traditional, tour operator based group travel to ***fully digitalized and tailorable Nordic experiences.***



THE CHALLENGE



Validated underlying megatrends.

	Independent traveling	94%	of US respondents who do <u>not</u> want to buy their next trip from a large US tour operator (84% in UK)
	Online bookings	256%	is the expected growth of the online travel booking market by 2026
	Mobile bookings	50%	of global travel bookings made by mobile in 2023
	Experiences	55%	of millennials would rather spend money on travel than buying an own house
	Authenticity	75%	of millennials ignore travel marketing and decide based on blogs, reviews and recommendations
	Asian outbound tourism	60%	of Chinese persons travelling abroad in 2016 were 18-34 years of age. They spent 150 billion USD.



Catering for the Next Generation:

So, the Nordics are on the radar for the target group ‘Aspirationals’.

They want to find unique, **out of the beaten** path activities and destinations themselves. They long for **authentic and sustainable** grassroots experiences – something tour operators can’t provide.

But at the same time they demand effortless, **totally digitalized** booking path, **fluid personal service** and easy accessible **inspiration.**



To Succeed:

First, we need to get **totally digitalized**. Launch a platform that makes it easy and inspirational to find **ethical, hand-picked** destinations and experiences.

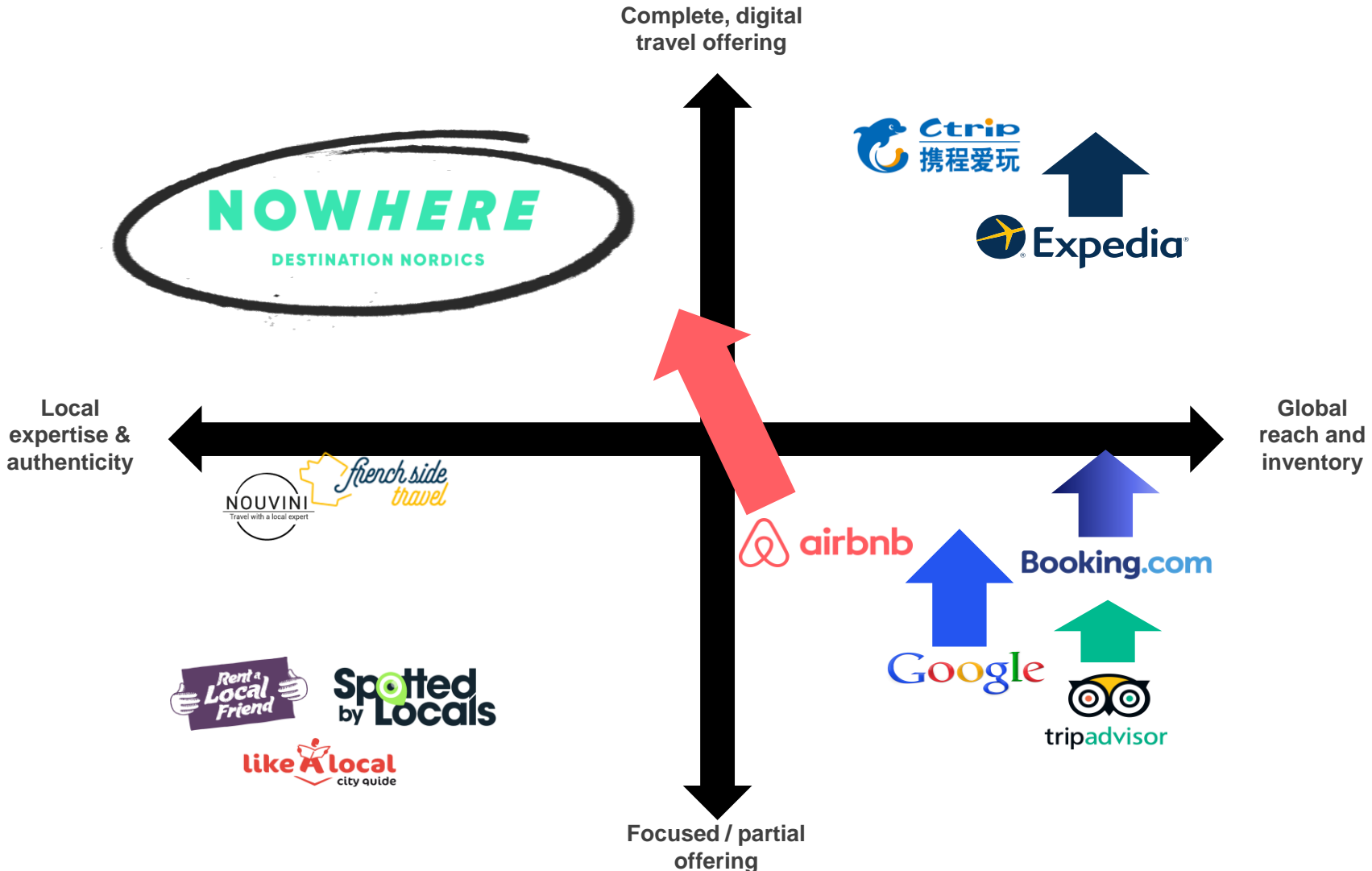
Second we need to work together, **to co-create** and build together a truly **unique online concept store** of **authentic experiences**.

And we must package it all in a **fresh way**: build a concept with an individual voice that our aspirational consumer feel drawn to.

THE SOLUTION



We see an opening for an authentic local expert in between the global giants and the small scale locals



We combine the complete digital travel offering of the giants with local expertise and credibility they do not have.

NOWHERE

Concept:

- ✓ Dynamically packaged, customizable holiday experiences for next generation travelers
- ✓ Unique, experience driven marketplace
- ✓ Co-creating the most unique Nordic holidays with the industry and the customers, catalyzing digitalization
- ✓ Creating a **meaningful, local, sustainable and authentic** Nordic offering for incoming travelers

Way of working

- ✓ Agile and straight forward
- ✓ Small, dedicated team with external partners
- ✓ **Testing everything all the time** – learning along the way
- ✓ Piloting

Enablers



- ✓ Small and agile company focusing on dynamic booking engines and destinations
- ✓ Great alignment of business goals
- ✓ Specializes in **the Nordic travel ecosystem** – long list of supply integrations

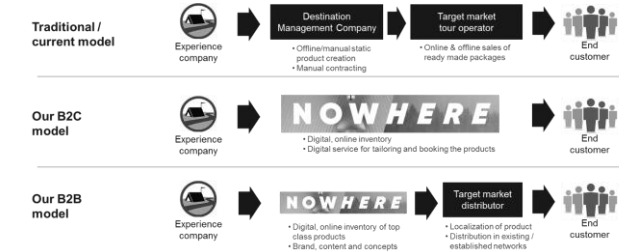


- ✓ Custom made front for experience first business logics



- ✓ Platform for digitalizing the Nordics experience market

Distribution



- ✓ **Tailoring the optimal distribution model for each target market** – starting from Asia and moving on to Europe
- ✓ Relying on strong local partners for distribution networks, market specific knowhow and brand recognition
- ✓ Relying on home market partners for common marketing and PR efforts and driving traffic to the marketplace



MANIFESTO

NOW / *HERE*

You should be here. In the middle of nowhere. Having the feeling of time stopping and the rest of the world disappearing. Watching the flames or city lights, hiking a fjord or dipping into a frozen lake. Feeling balanced, happy and a little mad under the midnight sun or polar night.

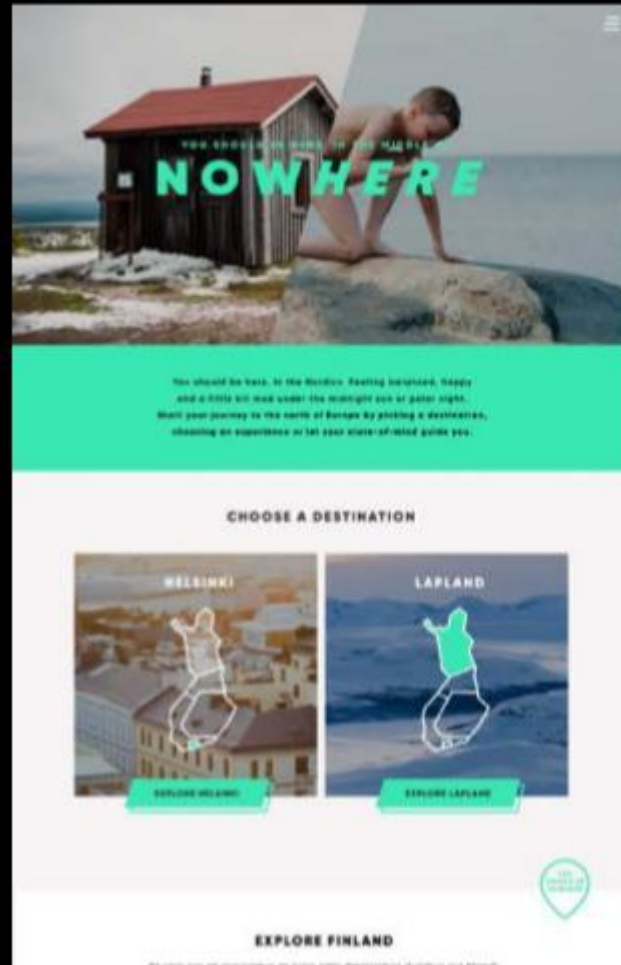
Nordic happiness is an experience of being one – with nature, with others, with time. It is made of silence, peace and purity, a perfect combo of weirdness and wellbeing. It's about getting lost and finding yourself. Being right here right now.

And isn't it miraculous, that happiness can be bought? A few clicks, a mark on calendar and there you go. First nowhere, then *now here*.

NOWHERE

This is the first prototype – validated in UK, US, Singapore, Hongkong and Australia Summer 2018

BROWSER PAGE EXAMPLE



YOU SHOULD BE HERE IN THE MIDDLE

NOWHERE

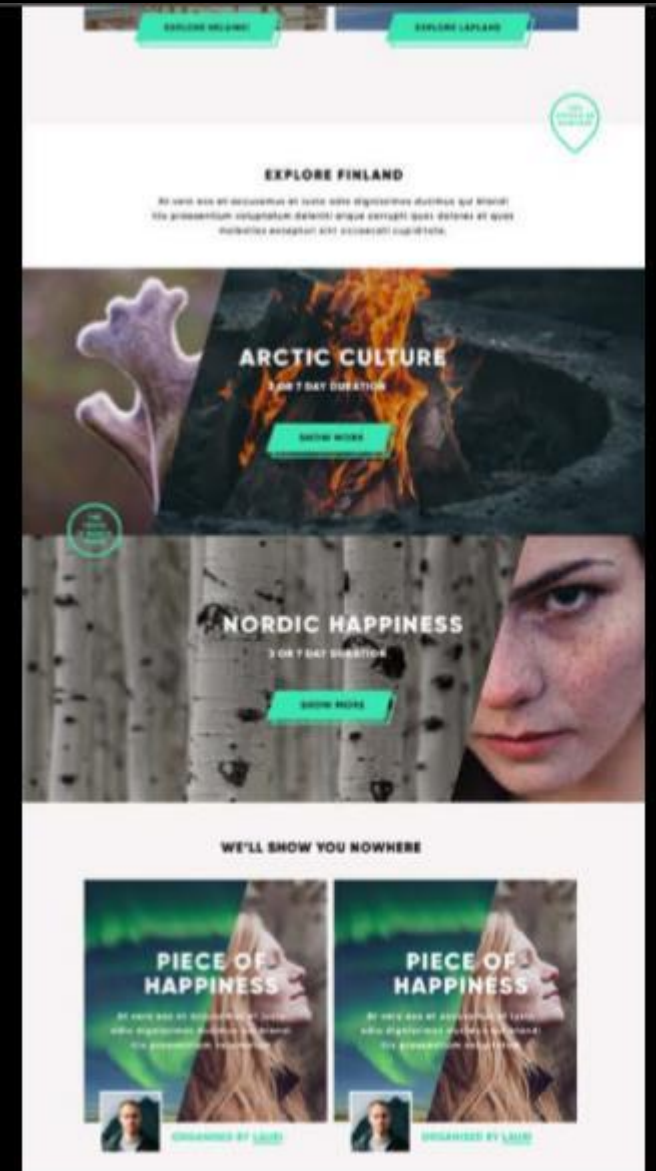
You should be here. In the Middle. Feeling balanced, happy and a little bit wild under the midnight sun or polar night. Start your journey to the north of Europe by picking a destination, choosing an experience or let your state-of-mind guide you.

CHOOSE A DESTINATION

HELSINKI LAPLAND

EXPLORE HELSINKI EXPLORE LAPLAND

EXPLORE FINLAND



EXPLORE FINLAND

Arctic culture and experiences in Lapland with digital stories and more. The presentation is available in Finnish, Swedish, English and more languages except for our accessibility options.

ARCTIC CULTURE

3 OR 7 DAY JOURNALS

SHOW MORE

NORDIC HAPPINESS

3 OR 7 DAY JOURNALS

SHOW MORE

WE'LL SHOW YOU NOWHERE

PIECE OF HAPPINESS

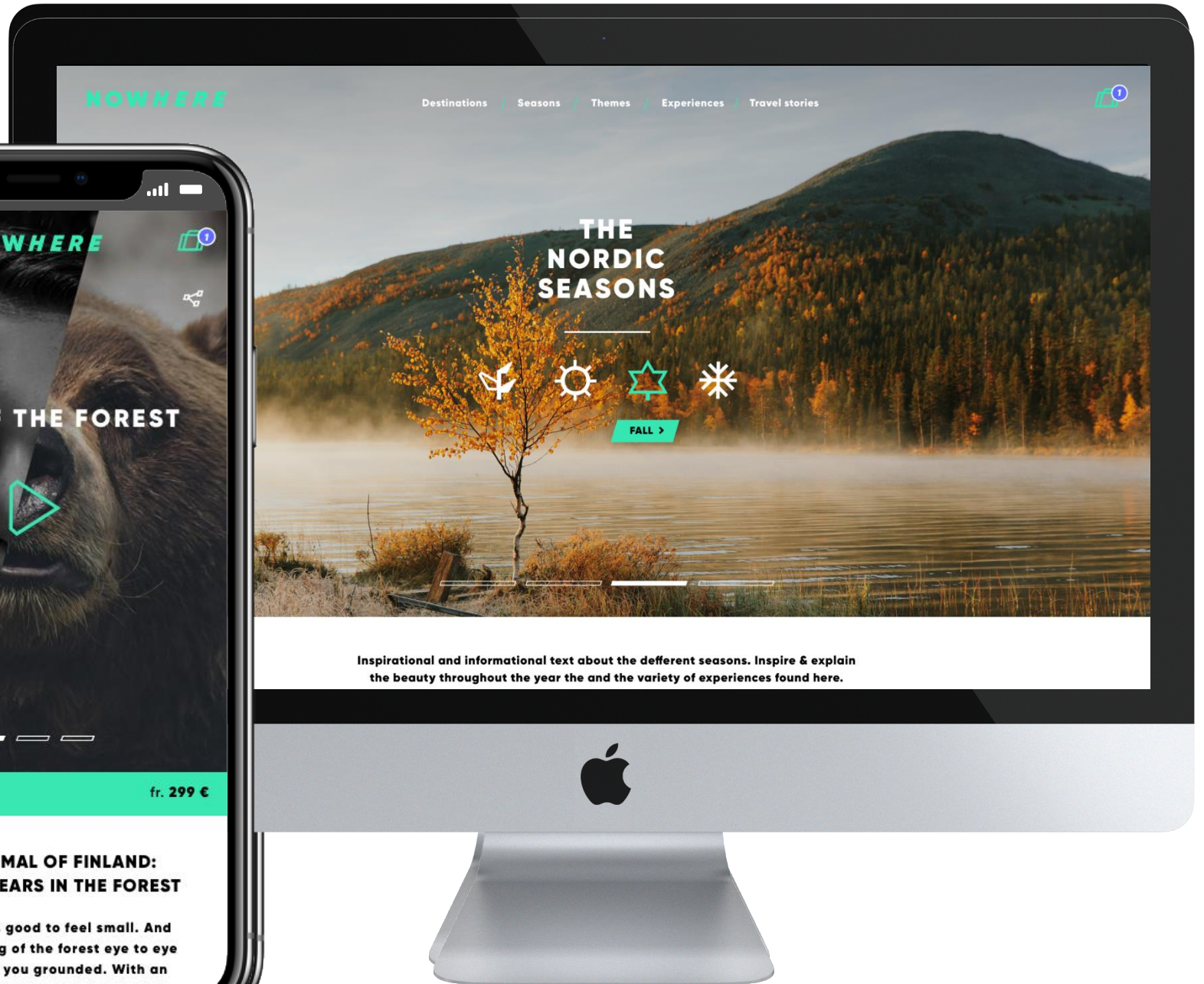
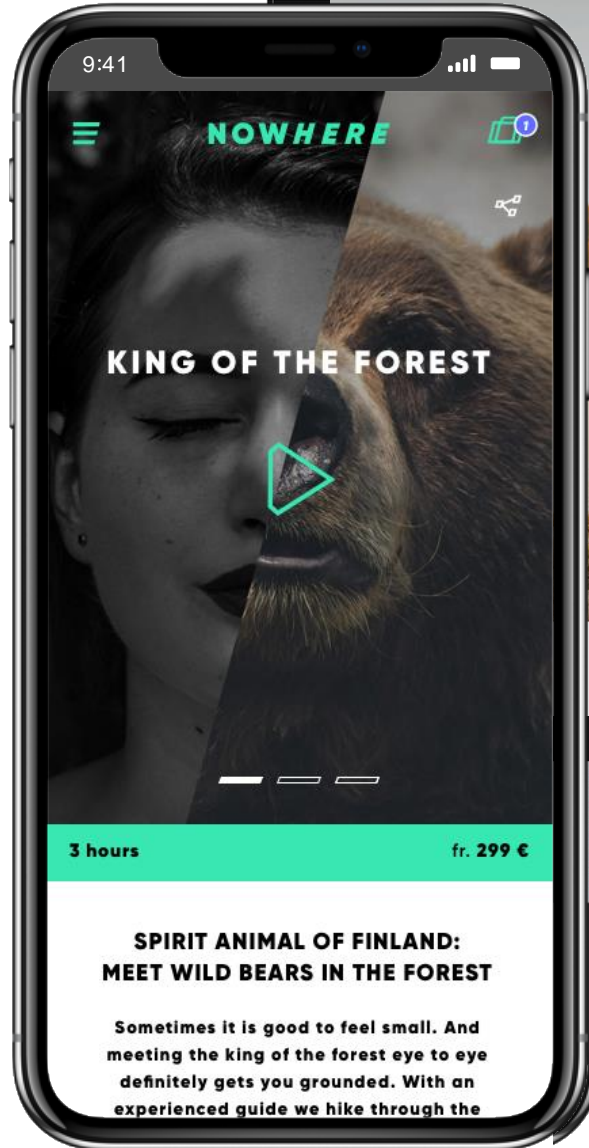
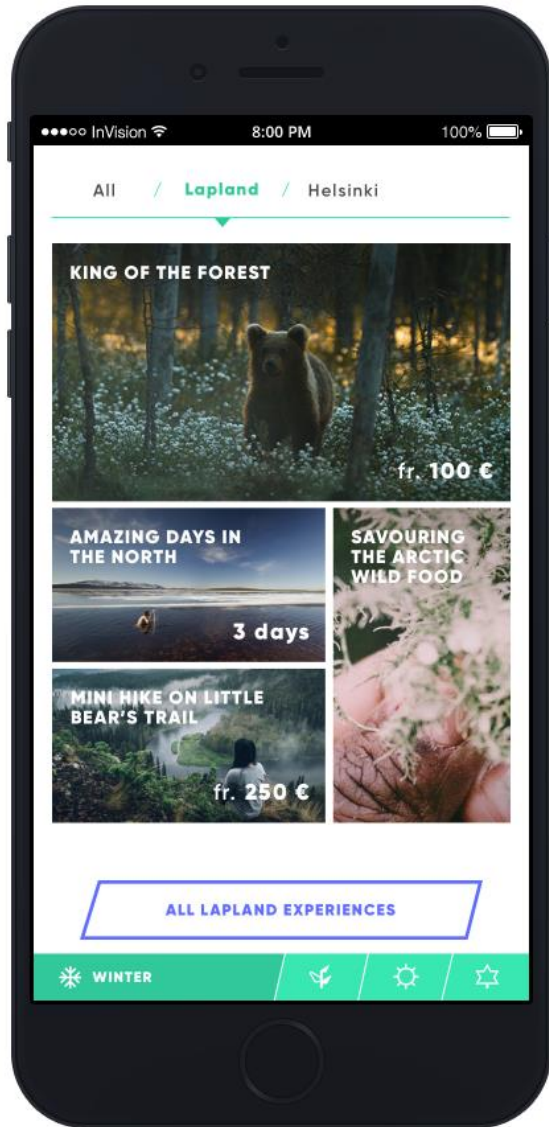
Arctic culture and experiences in Lapland with digital stories and more. The presentation is available in Finnish, Swedish, English and more languages except for our accessibility options.

PIECE OF HAPPINESS

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ORGANIZED BY LUMI ORGANIZED BY LUMI

NOWHERE



NOWHERE

PRODUCT CATEGORIES



THE ECOSYSTEM

Touchpoints



We are creating a “micro ecosystem” pilot in Kemiö with local micro entrepreneurs: **Live like a local in Mathildedal**



**UNDERGROUND SAUNA
IN STORFINNHOVA GÅRD**

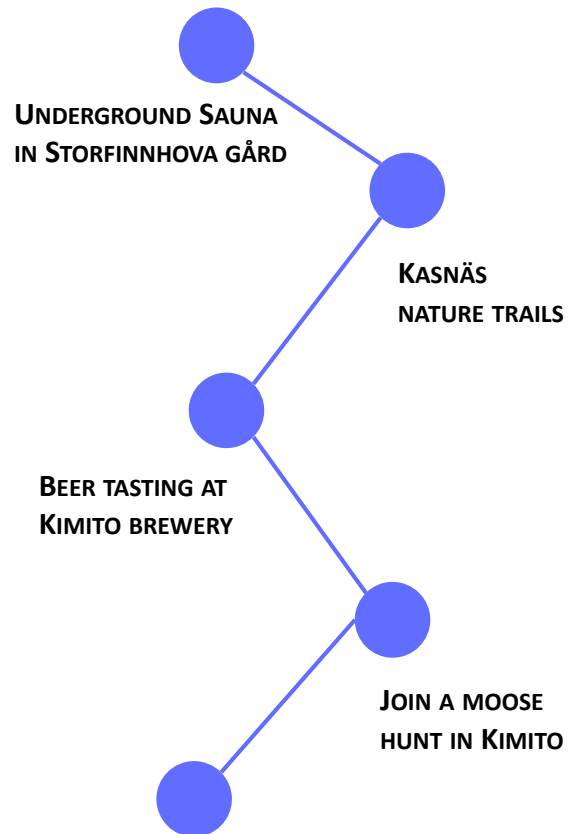


**BEER TASTING AT
KIMITO BREWERY**



**LUNCH AT FARMORS
CAFÉ IN HÖGSÅRA**

“3 days, 2 nights suggested itinerary – pick and choose the parts you like”



**KASNÄS
NATURE TRAILS**



**JOIN A MOOSE
HUNT IN KIMITO**

We want to fuel new local micro ecosystems, run by local “ambassadors”:

- Small scale coordinators supplying us unique packages together with local suppliers
- The absolute best experts in their area
- Everything is facilitated and managed digitally in the Visit group system

Why this set-up?

- This is a strategic competitive advantage!
- True local knowledge, ownership by locals
- Micro ecosystem that were previously impossible to manage are now digitally enabled

THE DEMOFILM