

# Stopover Finland menu modules & criteria

StopOver  Visit Finland

 Visit Finland

# Stopover Finland menu

Stopover Finland introduces new easily reachable packages and services for 5 hrs to 5 days stopover

Finnish highlights from Northern Lights to Midnight Sun, relaxing moments in the pure Finnish forests, lakes archipelago and sauna, shopping Finnish design and meeting Moomins and Santa Claus

Stopover Finland menu will be launched 2016

# Stopover Finland menu

Stopover Finland menu **module** can be for example:

- Hotel overnight
- Private transfer
- City sightseeing
- Activity service
- Domestic flight

Or a **combination / package** of several services for 1 day, 2 days, 3 days, 4 days and 5 days stopover

## Examples of packages

### 24hr Summer Stopover Experience

- One night accommodation in central Helsinki
- Helsinki sightseeing tour
- Hike in Nuuksio National Park
- Experience the Finnish Sauna

### 3-Day Winter Stopover Experience

- One night accommodation in central Helsinki
- Helsinki sightseeing tour
- Flight to Rovaniemi, Lapland
- Two nights accommodation in Rovaniemi
- Visit to Santa Claus Village and crossing of the Arctic Circle
- Husky safari and visit to a reindeer farm
- Bonus: possibility to admire the Northern Lights!

# Stopover Finland menu module criteria for visitfinland.com / Your Stay

Duration 2 hrs - 5 days

Valid all year or whole season

Accessible and within about 1-3 h one-way travel time (depending of the length of stopover)

The product works with and has been tested with foreign visitors

Fixed price per person

Commitment to availability (published dates, guaranteed departures)

Inventory (the customer can see the availability) and easy to book (online preferred)

Own website at least in English, preferably in Chinese, Japanese, Korean

Stopover traveller's whole customer journey has been considered

Customer service at least in English, possible also in Chinese and Japanese with co – operation partners

# Stopover Finland menu module criteria for online sales through market place

Duration 2 hrs - 5 days

Valid all year or whole season

Accessible and within about 1-3 h one-way travel time (depending of the length of stopover)

The product works with and has been tested with foreign visitors

Fixed price per person

Commitment to availability (published dates, guaranteed departures)

Inventory (the customer can see the availability)\*

Integration of product information & inventory with the service package provider / marketplace,  
or manual input

Own website at least in English, preferably in Chinese, Japanese, Korean

Stopover traveller's whole customer journey has been considered

Customer service at least in English, possible also in Chinese and Japanese with co – operation partners

\*The service package provider / marketplace could provide this as a service

# Stopover Finland menu marketing and distribution



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