

Vision, Mission and Objectives

Vision

- To be the beacon of Finnish tourism promotion

Mission

- To promote tourism to Finland

Objectives of Finnish Tourist Board

- The foremost goal is to increase Finland's tourism revenue
- To increase awareness of Finland as a desirable destination for the chosen target group
- To have the top expertise in tourism
- To have a strong image in Finland
- To strengthen the position of tourism in general industry policy

Strategy for 2010-2015

ARENAS

- Leisure tourism to Finland
- Meetings industry
- Modern humanists
- Travel Trade

PROGRESS

Internationally

1. Brand-building as a tourist destination
2. Product marketing

In Finland

1. Strategic regional profiling
2. Reinforcing an attractive product and service selection

FINANCIAL MODEL

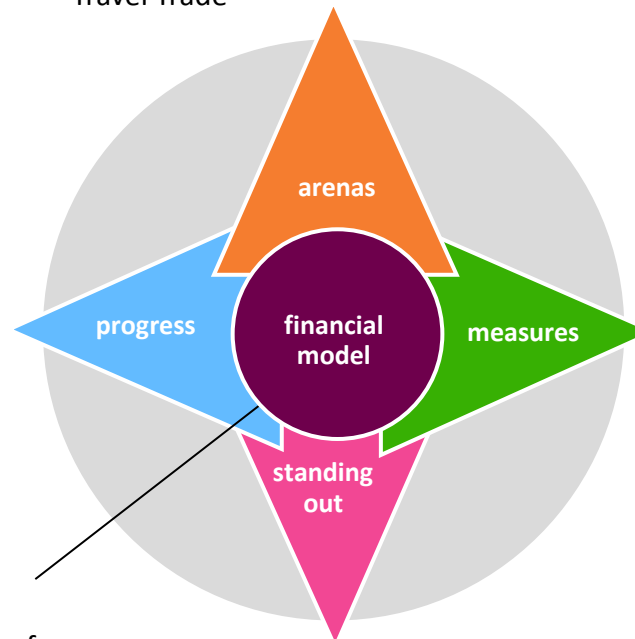
- Sufficient basic funding from state budget
- Increasing external funding

STANDING OUT

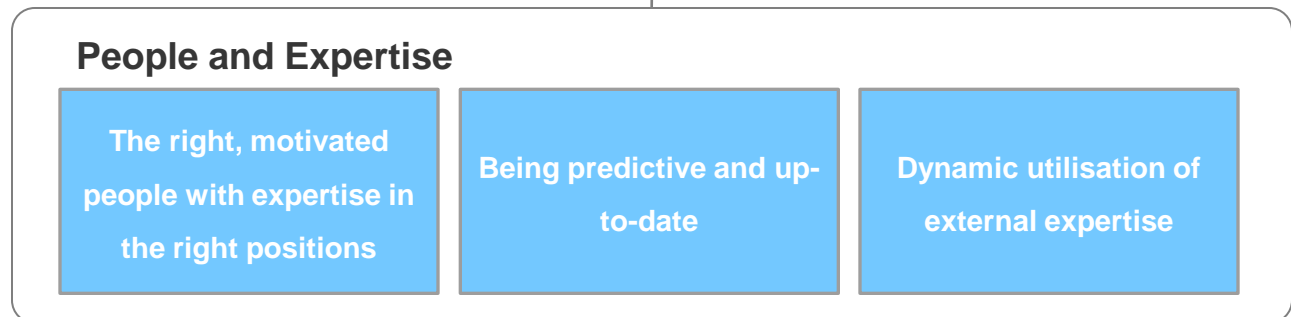
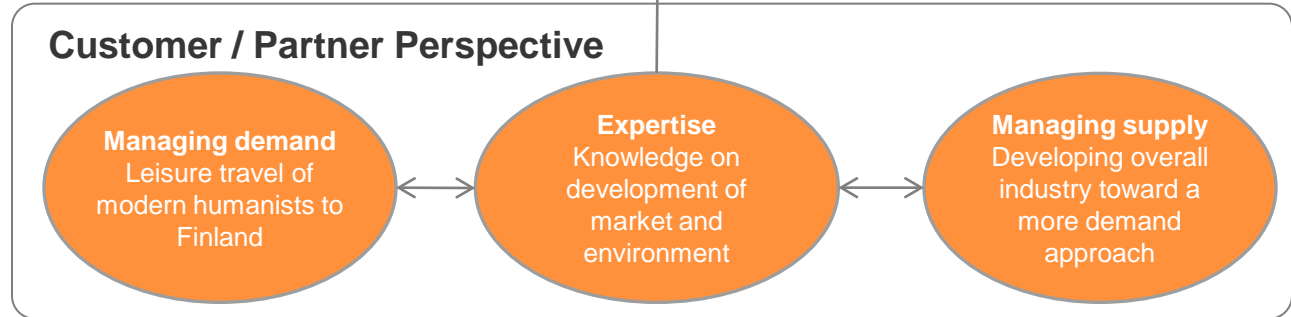
- Finnish Tourist Board: nation-wide operations
- VisitFinland: challenger brand

MEASURES

- Guiding the overall development of the sector
- Core processes
- Own sales promotion network abroad



Strategy Map



Customer perspective

- What do we need to look like to the customer for the vision to be fulfilled?
- Are we doing the right things?

Internal perspective

- In what operative processes do we need to reach top results, in order for customers to be satisfied?
- Are we doing things right?

Learning and growth perspective

- How do we maintain our ability to adapt and develop?
- What do we need to be, so that we can do the right things correctly?