

BEFORE SKIING

Lumipallo



WINTER 2023 - 2024

MORE VISITORS TO FROM FINLAND

LUMIPALLO* IN BRIEF

LUMIPALLO.FI GATHERS ALL FINNISH SKIERS AND SNOWBOARDERS IN ONE SITE

WHAT?

- Finland's **leading winter sports resort guide**
- Presents all **essential ski resorts and their snow and weather information.**
- The easiest way to find **the most suitable resorts and travel packages** for the visitors.
- Also other editorial material: **articles, photos and videos.**
- New blog concept for ski resorts, travel agencies to have their products and services tested by Lumipallo's bloggers.
- Beta-version **launched 30.10.2012**
- 1.0 –version reached in April 2014

**Lumipallo = Snowball in English*

TO WHO?

Serves all **Finnish skiers and snowboarders** in ski resorts and backcountry.



REACH THE AFFLUENT FINNISH SNOW MARKET

GET MORE VISITORS FROM FINLAND

TARGET GROUP

- Largely all **Finnish skiers, snowboarders and snow travelers**.
- In common: active lifestyle and passion for the sport.
- **Visitors represent the affluent middle class**. Even in recession they keep on doing (and spending in) what they love.
- All age groups, mostly between **20-55 years**, 60% women.
- **Where to ski next?** Visitors search for ski resort information, campaigns, special offers and other reasons to visit new destinations.

VISITORS

- Winter season 2023/2024 – Average **45 000** unique visitors / month (16 000 / week)
- Winter season 2024/2025 – Estimated **50 000** unique visitors / month (18 000 / week)
- Newsletter circulation 18 000

CONTENT MARKETING CAMPAIGN 2 500 €

Reach Finnish ski tourists widely with relevant content including:

- Production of an **new article** about the most interesting highlights for Finnish target group. Using advertisers own image bank. The article will remain on Lumipallo's website, and will reach its target group in the following years as well
- Sending the article on **Lumipallo newsletter** (18 000 + subscribers)
- Post on **Lumipallo Facebook** site (7 400 followers)
- **Sponsored Facebook advertising** of the article via Lumipallo's page with a media budget of €500



EXTRA OPTION FOR SKI RESORTS

Ski resort boosted extra visibility 500 €/season

- "Lumipallo presents: Resort XXX" banner on the page where you search for ski resorts
- +50% extra visibility on Lumipallo.fi front page (Get to know the ski resorts)
- Makes the ski resort more visible in those places where visitors are looking for their next travel destination
- Links to the introduction page of the ski resort

**3X more
visibility on
front page**

**Resort
banner**

BEFORE SKIING

Lumipallo



MORE INFORMATION? CONTACT:

SIMO VUNNELI / SIMO.VUNNELI@KAIMANA.FI / +358 40 508 8856