

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 <u>article</u> 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

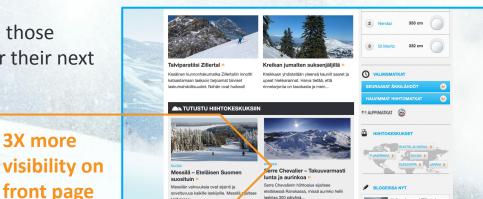


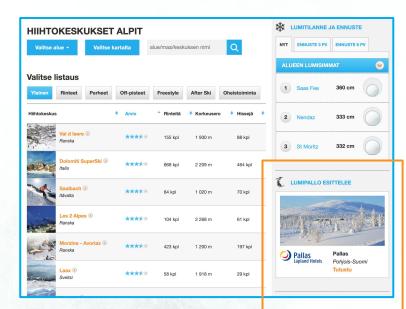


# **EXTRA OPTION FOR SKI RESORTS**

# 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





Resort banner



**BEFORE SKIING** 

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#### **MORE INFORMATION? CONTACT:**

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