



TOUR OPERATOR KON-TIKI TOURS ACQUIRED BJÖRK & BOSTRÖM FINLAND OY

Kon-Tiki Tours has acquired the share capital of Helsinki Björk & Boström Finland Oy from Swedish Björk & Boström Sportresor Ab together with Kimmo Kannaks CEO of the company on 17 September 2018. Björk & Boström Sportresor Ab is owned by **Johan Björk**. Johan is a pioneer in sports in the Nordic countries. Kon-Tiki and Björk & Boström Sportresor AB have also signed a multi-year co-operation agreement.

"At Kon-Tiki Tours, we have been building a new travel theme for a while as part of our repertoire, e.g. juniors' tournaments and trips for sports fans. With the purchase of Björk & Boström's Finnish company, we strengthen our sector know-how and our brand. "We are committed to long-term cooperation with Björk & Boström Sport Resor Ab," says **Timo Saranpää**, CEO and owner of Kon-Tiki Tours. "Our vision of themed travel and especially sporting products made a final purchase decision easy."

Kimmo Kannas, President and CEO will continue to serve after the sale. Practical activities will be integrated with Kon-Tiki's Helsinki office. In addition to Kimmo, Björk & Boström Finland Oy will employ one person. The organization will be further strengthened by additional recruitment.

"A New Wind under the Wings" Johan Björk quotes and continues: "It's great to be able to work with a competent new partner to develop products and marketing

in Finland. Tens of years of work and experience as well as good relationships around the world are a solid foundation for marketing sports trips in Finland."

"I'm excited that we are getting added muscle in the form of Kon-Tiki's innovative and skilled personnel to produce better and more comprehensive sports trips." says Kimmo Kannas.

"Johan and Kimmo's expertise, experience and networks are unrivalled in the Nordic sports travel business. It's great to get to work with the masters," says Timo enthusiastically.

In 2017 the turnover of Kon-Tiki Tours was approximately € 5m and Björk & Boström Finland Oy € 2m. Two weeks ago, Kon-Tiki Tours announced that it had purchased the business of Lapin Lomamatkat Oy (Lapland Leisure Tours) to enter into incoming tourism market.

Kon-Tiki Tours is a group tour operator specializing in Finnish tailor-made theme tours around the world. Kon-Tiki Tours has offices in Helsinki, Turku, Kuusamo and Rovaniemi. In addition to its 11-person team, the company employs numerous entrepreneurial partners in travel planning, sales, production and operation. The Kon-Tiki Tours brands also include Matkaseniorit and Trio Travels.

Björk & Boström Sportresor is the Nordics most experienced sports travel agency. The company has organized trips for 38 Ice Hockey World Championships, 8 World Cups and European Championships, 16 Olympic Games, 6 Canada & World Cups and numerous other competitions and league games (NFL, NHL, Athletics, etc.).

For more information

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In the picture on the left, Kimmo Kannas, Sari Saxman and Timo Saranpää