



Press release

4.2.2019

KON-TIKI TOURS STRENGTHENS ITS INCOMING ACTIVITIES

Kon-Tiki Tours has acquired Helsinki company Kontiki Finland and its incoming business on 15 January 2019. The transfer took place on 1.2.2019.

"Kontiki Finland is an incoming office founded by the old owners of Kon-Tiki Tours. Kontiki Finland is a spin-off that is now returning to the mother ship. It is great to get Kontiki Finland into the same collaborative with Lapland Leisure Tours that we bought in the autumn," says Timo Saranpää, CEO and entrepreneur of Kon-Tiki Tours. "Kontiki Finland's product offering in Southern Finland, together with our Lapland product line, will form an interesting whole for our international customers," Timo continues enthusiastically.

"It is great that our company, founded by us, will find an excellent home at Kon-Tiki," says Tomas Lönnberg, founder of Kontiki Finland.

After the deal Tomas Lönnberg continues as a collaborator of Kon-Tiki Tours. The acquisition has no direct personnel impact since it will not employ staff at Kon-Tiki Tours. Project manager for Inbound operations Helga Himberg continues at the Helsinki office and Heli Harju as Sales manager at the Rovaniemi Office.

"In the last six months we have secured outbound and inbound business acquisitions. Kontiki Finland's deal was a "one for the road" or "no two without a third," deal quips Timo Saranpää, but continues on a more serious note: "We will continue to be interested in acquisitions that complement our tourism and digital skills."

The incoming entity, formed by Lapland Leisure Tours and Kontiki Finland, will be known as **Kon-Tiki Finland** (kontikifinland.com), its marketing name. Kon-Tiki Finland focuses on marketing and sales of the products in Lapland, Southern Finland as well as neighbouring countries together and separately. In the future, the service offering of Lake Finland and the archipelago will also be included. In addition to Europe and North America, the Arab countries and selected Asian countries are the main target markets.

The estimated 2019 net sales of Kon-Tiki Tours (including Björk & Boström and inbound) are approximately 6.5 m €.

Kon-Tiki Tours is a Finnish, private, group-travel agency for tailor-made trips around the world and the incoming office that markets Finland to the world. Kon-Tiki Tours has offices in Helsinki, Turku, Rovaniemi and Kuusamo. In addition to its 14-member team, the company employs numerous entrepreneurial partners in travel planning, sales, production and operations. The brands of Kon-Tiki Tours are also MatkaSeniorit (Travel Seniors), Trio Travels and Lapland Leisure Tours. In addition, Kon-Tiki Tours owns Björk & Boström Urheilumatkat, a sports travel specialist.

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Kon-Tiki | MatkaSeniorit | Trio Travels | Björk & Boström | Kon-Tiki Finland

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