

KON-TIKI TOURS STARTS GLOBAL INCOMING MARKETING OPERATIONS FOR FINNISH MARKET

Kon-Tiki Tours has purchased Rovaniemi based **Lapin Lomamatkat Oy**'s (Lapland Leisure Tours) incoming travel business with a signed contract on 6 September 2018. The transfer will take place on 1.1.2019.

"At Kon-Tiki Tours we have long been discussing the commencement of tourist groups coming to Finland and now our goals have coincided with Heli Harju at Lapin Lomamatkat Oy. "Our vision of Finnish marketing, products and destinations matched," says Timo Saranpää, entrepreneur and CEO of Kon-Tiki Tours. "Interest in Finland will continue to grow strongly, and there are not enough Finnish professional product companies and package tour providers in Finland."

"It would be such a shame to ignore the possibilities that the global partner network of Kon-Tiki Tours can offer for marketing our fine home country," Timo adds.

Heli Harju, owner of the Lapin Lomamatkat Oy, will continue working at Kon-Tiki Tours at the Rovaniemi office after the sale. In addition, Kon-Tiki will strengthen its resources for start-up incoming operations at the Helsinki office. In addition to Heli, Lapin Lomamatkat Oy has employed a varying number of seasonal workers.

"In the initial stages, we will focus on strengthening the supply of Lapland and Helsinki regional products together and separately. In the future, services to the Finnish lakeland area and the islands will be included," says Heli Harju. "It is great to have a partner to develop the marketing of Lapland and Finland with us. Arab countries and specified Asian countries have been the destination market for Lapin Lomamatkat Oy for a long time but now we have more resources," she says.

"An entrepreneur is motivated by the possibility of doing good. Finland is a matter of heart and we want to develop Finnish tourism. By bringing tourism to Finland, we will be able to do our bit to strengthen the tourist balance," adds Timo to justify the motives behind the deal.

Kon-Tiki Tours's turnover for 2017 was about 5 m and Lapin Lomamatkat Oy approx. 1 m.

Kon-Tiki Tours is a Finnish group travel agency specializing in tailor-made theme tours around the world. Kon-Tiki Tours has agencies in Helsinki, Turku and Kuusamo. 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 are also Matkaseniorit and Trio Travels.

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