



**Visit Finland**

**Baltic Sea Tourism Forum Turku**

**2.11.2017**

**Paavo Virkkunen, Head of Visit Finland**

Future  
Trends  
Sustainability  
Digi

**Horizon?  
Beyond?  
Navigation  
Weak Signals**

**Customer  
Communication  
Real or Fake?  
New Gen**

Content

Content

Content

Content

Issues  
Sustainability  
Product Coop  
Digi

**Connectivity**

**Combinability**

**Commercialization**

**BIG**

**PIC**



**The further away  
you look at us,  
the smaller  
we appear**

The  
Baltic  
Rim?



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