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# Arp-Hansen Hotel Group

Copenhagen  
Denmark

<https://www.arp-hansen.com>  
[g.buhring@arp-hansen.dk](mailto:g.buhring@arp-hansen.dk)



## Type of Company

Hotel

## Company Description

Arp-Hansen Hotel Group is Copenhagen's largest privately owned hotel chain with 12 one-of-a-kind hotels and 2 luxury hostels. We are a family-owned hospitality group with over 60 years of experience and 5,000+ rooms across Copenhagen and Aarhus. Our properties celebrate Danish design, local charm, and individuality – from contemporary design hotels to the historic elegance. All hotels are close to top attractions, shopping and public transport and certified with the Green Key.

## Please tell us how your business works sustainably

On our website you will find our 2024-2030 ESG Strategy where you can read about our work with sustainability and the goals we have set for 2030. For example, we aim by 2030 to reduce our water- and energy consumption further, reduce our waste volumes, and offer more green choices on the menu. Through revised procurement policies, we will also reduce the CO2 emissions from our value chain, and in the social area, we are launching even more initiatives focusing on both employees, guests, and the local community.

In the long run, the goal for Arp-Hansen Hotel Group is to become carbon-neutral in both our own operations and in our value chain by 2050, and to achieve this, we have joined the Science Based Targets Initiative (SBTi), which is the highest standard for companies that are ambitious and targeted in reducing their own climate footprint.

## Eco certification and organization memberships

Green Key

## Networking Profile

### Our Services

Arp-Hansen Hotel Group has more than 5,000 rooms & suites in Copenhagen and Aarhus. We represent around 21% of the room capacity in Copenhagen and we have 70+ meeting and conference rooms at our disposal.

Our philosophy is: Unique buildings - Unique locations - Unique hotels at the best addresses

Our mission: To be among the best in the industry when it comes to quality, service, and the satisfaction of both guests and employees.

Our strategy: To develop and manage exciting hotel projects.

Our target groups are: tour operators / travel agents / highend operators / MICE agents. Particular interest in low season business.

### Countries we operate in

Denmark

### Seasons we operate in

Spring

Summer

Autumn

Winter

### Product types and activities we are offering

Exclusive/ luxury accommodation

Hotel

## Person Profiles

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# Baltic Nature Tourism

Riga  
Latvia

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[asnate@celotajs.lv](mailto:asnate@celotajs.lv)



## Type of Company

Tourism organization (DMO)

## Company Description

Baltic Nature Tourism is a collaborative consortium comprising over 120 individual nature and outdoor specialists across Latvia and Estonia. To find your special nature experience in the Baltic states of Estonia and Latvia, check the tours grouped under themed sections: Wildlife Watching, Active Tourism, Water activities, Soul Tours, Food and Foraging, Nature Education, Nature Capture, and Nature Extreme, or pick one of our seasonal tours.

## Please tell us how your business works sustainably

### 1. Promoting Low-Impact Tourism

Nature-based experiences such as birdwatching, hiking, kayaking, and wildlife tours are inherently low-impact and designed to minimize environmental disturbance.

Tour operators follow Leave No Trace principles to protect fragile ecosystems in national parks, forests, wetlands, and coastlines.

### 2. Supporting Local Communities

The consortium works with over 120 local guides, farm owners, and small business operators in Latvia and Estonia, ensuring tourism income directly benefits rural areas. By promoting local food, crafts, and accommodations, it keeps the economic impact of tourism within communities and reduces the carbon footprint of imported goods.

### 3. Conservation-First Approach

Many members are actively involved in nature conservation efforts, collaborating with protected area administrations and NGOs to monitor and preserve biodiversity. Tourism activities are often linked with education and awareness, helping visitors understand the importance of conserving local flora, fauna, and landscapes. In short, Baltic Nature Tourism isn't just about offering outdoor experiences — it's a platform that promotes a sustainable, community-centered approach to tourism that protects the Baltic region's unique natural heritage for future generations.

## Sustainability intentions

No plans for the future

## Networking Profile

## Our Services

Baltic Nature Tourism presents the very best of nature and outdoor tours and activities from across Latvia and Estonia. Choose from the wide variety of nature and outdoor tours on offer, each safely taking you into wild and untouched nature.

To find your special nature experience in the Baltic states of Estonia and Latvia, check the tours grouped under themed sections: Wildlife Watching, Active Tourism, Water activities, Soul Tours, Food and Foraging, Nature Education, Nature Capture, and Nature Extreme, or pick one of our seasonal tours.

## Countries we operate in

Estonia Latvia

## Seasons we operate in

Spring Summer Autumn Winter

## Product types and activities we are offering

Animal/ bird watching Biking Canoeing/ kayaking Christmas & New Year  
Cottage/ cabins

Food experiences

Hiking /trekking (longer hikes, mountain hikes etc.)

Historical accommodation, such as Manor Houses or Castle

Hotel

Husky / dog sledding

Spa/ sauna/ wellbeing

Wilderness adventures

## Person Profiles

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# Baltic Nature Travel

Riga  
Latvia

<https://www.balticnaturetravel.com/>  
[info@balticnaturetravel.com](mailto:info@balticnaturetravel.com)



## Type of Company

Incoming tour operators

## Company Description

We believe in an authentic and active lifestyle. If you seek adventures that the vast majority of travelers have not experienced then Baltic Nature Travel is for you! We organize adventure tours in the Baltic countries – Estonia, Latvia, Lithuania. Our region is the best kept secret of Northern Europe. It is a truly magnificent travel destination with wild and untouched nature, ancient traditions and rich culture. Hiking, traditional food tasting, kayaking, city tours, workshops with local craftsmen, biking – we offer that all. Join our tours or come with your own adventure idea, and we will make it happen!

## Please tell us how your business works sustainably

Family-run business working with local suppliers in rural areas.

## Sustainability intentions

No plans for the future

## Networking Profile

### Our Services

We offer package travels in the Baltics for groups and individual travelers.

### Countries we operate in

Estonia Latvia Lithuania

### Seasons we operate in

Spring Summer Autumn Winter

### Product types and activities we are offering

Biking Canoeing/ kayaking Exclusive/ luxury accommodation

Hiking /trekking (longer hikes, mountain hikes etc.)

Historical accommodation, such as Manor Houses or Castle Hotel Husky / dog sledding

Spa/ sauna/ wellbeing Unique in nature accommodation Wilderness adventures

## Person Profiles

Valdis Čeičs  
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# Baltic Travel Company

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United Kingdom

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## Type of Company

Tour Operator

## Company Description

Baltic Travel Company specialises in tailor-made holidays across the Nordic, Baltic, Scandinavian, and Eastern European regions, including Poland, Slovakia, the Balkans, and more.

With over 20 years of experience and deep local knowledge, we offer expertly crafted itineraries backed by ATOL or ABTOT protection, 24/7 emergency support, and a team of real people who have been or are from the destinations we recommend.

We don't just sell holidays — we design unique travel experiences with trusted advice, handpicked stays, and insider tips that only locals can provide.

## Please tell us how your business works sustainably

NA

## Sustainability intentions

No plans for the future

## Networking Profile

### Our Services

Baltic Travel Company offers tailor-made holidays, tours, and travel packages across the Nordics, Baltics, Scandinavia, Eastern Europe, and the Balkans — including cultural tours, nature experiences, winter adventures, and luxury getaways.

### Countries we operate in

Denmark Estonia Faroes Finland Greenland Iceland Latvia Lithuania  
Norway Sweden

### Seasons we operate in

Spring Summer Autumn Winter

### Product types and activities we are offering

Animal/ bird watching Biking Canoeing/ kayaking Christmas & New Year  
Cottage/ cabins Culture Exclusive/ luxury accommodation Food experiences  
Hiking /trekking (longer hikes, mountain hikes etc.)  
Historical accommodation, such as Manor Houses or Castle Hotel Husky / dog sledding  
Igloo Luxury products Northern lights safaris Photography Snow hotel  
Snowmobile safaris Spa/ sauna/ wellbeing Sustainable products  
Unique in nature accommodation Wilderness adventures

## Person Profiles

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Deputy Sales manager @ Baltic Travel Company

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# Baltic Travel Group

Riga  
Latvia

<https://www.baltic.travel>  
[info@btgroup.lv](mailto:info@btgroup.lv)



## Type of Company

Local DMC

## Company Description

Baltic Travel Group (BTG) is a leading Destination & Travel Management Company (DMC/TMC) founded in 2000, with full-service offices across Latvia, Lithuania, and Estonia, specializing in inbound/outbound tours, corporate travel, MICE, incentives, conferences, and luxury travel tailored to individual, group, and corporate clients. With over two decades of experience, BTG has hosted more than 720 000 visitors from around 80–90 countries, offering accommodations in 320+ hotels, transport logistics, multilingual guides, event venues, and technical support. We pride ourselves on combining local expertise, personalized service, 24/7 support, and sustainable event planning to deliver high-quality, customized travel and event solutions throughout the Baltic region.

## Please tell us how your business works sustainably

Baltic Travel Group integrates sustainability across its operations by being a Travelife Partner, adhering to over 100 criteria covering ethical, environmental, and social responsibility—including office management, supplier standards, and customer communication—to reduce their negative footprint. We practice eco-friendly event planning, featuring local, organic catering, zero-waste initiatives (recycling, composting, digital materials), green décor, efficient transport options and carbon offsetting, ensuring conferences and experiences minimize environmental impact. In everyday operations, BTG emphasizes low-impact office practices (paperless invoicing, recycling, recycled office supplies, energy-saving appliances), promotes green commuting, and supports community projects like litter cleanup and visits to recycling facilities—supporting both environmental and socio-cultural sustainability.

## Eco certification and organization memberships

Travelife

## Networking Profile

### Our Services

Baltic Travel Group offers:

Custom tours for individuals and groups across the Baltics

Accommodation booking with special hotel rates

Transport logistics (transfers, buses, trains)

Multilingual guided tours & excursions

Cultural programs (opera, events, team-building)

MICE services (meetings, incentives, conferences, events)

We specialize in tailor-made travel experiences for international visitors to Latvia, Lithuania, Estonia, and nearby regions.

### Countries we operate in

Denmark

Estonia

Finland

Latvia

Lithuania

Sweden

### Seasons we operate in

Spring

Summer

Autumn

Winter

### Product types and activities we are offering

Christmas & New Year

Culture

Exclusive/ luxury accommodation

Food experiences

Historical accommodation, such as Manor Houses or Castle

Hotel

Luxury products

Spa/ sauna/ wellbeing

## Person Profiles

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# Best Arctic AS

Tromsø  
Norway

<https://Bestarctic.com>  
[Ken@bestarctic.com](mailto:Ken@bestarctic.com)



## Type of Company

Activity company Local DMC

## Company Description

Activity provider, reseller and distributor of third party providers, DMC,

## Please tell us how your business works sustainably

We built a busroute to transport our own and other companies guests to various places in and around tromsø. Trying to have less buses coming in and put of Tromsø. Just one example

## Eco certification and organization memberships

Eco-Lighthouse/ Miljøfyrtårn (NO) ISO 14001

## Networking Profile

### Our Services

Arctic Route - bus routes in arctic  
Dogaletting  
Snowmobile  
Northern light chases with big and minibus  
Private northern light chases  
Fjord tour with bus  
Fjord cruise  
Sami experiences  
City tours  
Restaurants for groups  
Acommodations  
And much more

### Countries we operate in

Finland Norway

### Seasons we operate in

Spring Summer Autumn Winter

### Product types and activities we are offering

Animal/ bird watching Canoeing/ kayaking Christmas & New Year Hotel  
Husky / dog sledding Northern lights safaris Snowmobile safaris Sustainable products  
Unique in nature accommodation Wilderness adventures

## Person Profiles

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# Bilberry Technologies AS

Bergen  
Norway

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## Type of Company

Technology

## Company Description

Bilberry was born out of the tourism and activity industry itself. We didn't start by building software, we started by solving real problems for real operators. Our first system, Bilberry Base, was developed in close collaboration with XXLofoten, a leading activity provider based in Lofoten. They needed a system that could handle the day-to-day operations of their business, from bookings and resource planning to guides and reporting, all in one place. What we built with them became the foundation for what is now used by 400+ activity providers across Norway and beyond.

## Please tell us how your business works sustainably

### 1. Part of a Sustainability-Focused Group

Bilberry is fully owned by DSD and is part of a broader corporate commitment to sustainability. DSD invests in technology, mobility, and experiences with a focus on local value creation and environmentally responsible growth.

### 2. Technology That Promotes Longer Stays

Bilberry's platforms (Base and Blend) help experience providers increase length of stay of with innovative bundling and packaging

### 3. Efficiency & collaboration = Less Resource Waste

By combining booking, resource planning, staffing, and analytics in a single system, Bilberry helps operators streamline their operations and reduce administrative overhead, leading to lower energy use and better use of shared resources between partners.

### 4. Local Value Creation and Responsible Operations

Bilberry has its roots in Lofoten and operates with a strong focus on local employment and partnerships.

## Sustainability intentions

No plans for the future

## Networking Profile

## Our Services

Bilberry provides a booking solution for companies in the activity and experience industry. But it's more than just a booking tool. It's a complete operations system where you manage everything in one place. From guide schedules and resources to suppliers, agents, and bookings for both FITs and private events, Bilberry helps you stay in control. Built by experience providers, for experience providers, it's designed to reduce manual work and make everyday operations easier and more efficient.

## Countries we operate in

Norway

## Seasons we operate in

Spring

Summer

Autumn

Winter

## Product types and activities we are offering

Biking

Canoeing/ kayaking

Food experiences

Hiking /trekking (longer hikes, mountain hikes etc.)

Husky / dog sledding

Igloo

Northern lights safaris

Snowmobile safaris

Spa/ sauna/ wellbeing

Wilderness adventures

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# Broadstone AS

Bergen  
Norway

<https://Broadstone.no>  
[tor@broadstone.no](mailto:tor@broadstone.no)



## Type of Company

Technology

## Company Description

Digital Agency for the Travel Industry.

With AI blurring the lines between what's real and fake, we help suppliers and DMOs build trusted visual content and develop easy-to-use digital sales tools. From verified digital FAM trips to virtual site inspections, our solutions support every stage of the B2B travel sales process today and into the future. We also guide suppliers and DMOs in creating strategic content that grows sustainably over time.

## Please tell us how your business works sustainably

At Broadstone Network, sustainability means reducing environmental impact through digital solutions that cut travel and physical materials. We build long-lasting visual content banks for reuse over time, and offer digital FAM trips and virtual site inspections to minimise emissions. Our local collaborations support efficient, sustainable tourism and help the industry grow responsibly.

## Sustainability intentions

We plan to apply for a certification in the mid-term

## Networking Profile

### Our Services

#### Services

- Digital FAM trips and Virtual site inspections for remote property and destination showcasing
- Easy-to-use digital sales tools supporting the full travel sales value chain
- Strategic visual content banks tailored for B2B travel sales
- Collaborative content creation with local partners to enhance cross-selling and sustainability

#### Our Unique Selling Points (USPs)

- Sustainable, long-term content strategies that reduce repeated production needs
- Authentic, trusted visuals combating the rise of AI-generated misinformation
- Simple, effective tools designed for both suppliers and external sales partners
- Deep industry experience and extensive visual content archive for cost-efficient reuse

#### Target Groups

- Travel suppliers (hotels, activity providers, restaurants)
- DMOs, Travel agencies, tour operators, and DMCs
- External sales partners needing aligned, trustworthy presentation tools or content

### Countries we operate in

Faroes Iceland Norway Sweden

### Seasons we operate in

Spring Summer Autumn Winter

### Product types and activities we are offering

Photography Sustainable products Other Digital visual content and sales tools

## Person Profiles

Tor Leknes

Head of Sales @ Broadstone AS  
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# Bühlmann Hotels

Copenhagen  
Denmark

<https://www.buhlmann.dk>  
[helle.salling@buhlmann.dk](mailto:helle.salling@buhlmann.dk)



## Type of Company

Hotel

## Company Description

At Bühlmann Hotels, we offer world-class hospitality and fantastic settings for life's great celebrations. We also provide unique facilities for meetings, courses, and conferences.

Bühlmann Hotels is always ready to welcome you to a world of quality—whether you are looking for a gastronomic experience, a wonderful stay, a meeting room, or the perfect venue for your event

## Please tell us how your business works sustainably

At Bühlmann Hotels, we place great emphasis on sustainable development and how our actions will impact the future. We take responsibility for protecting the environment and have therefore created The concept Bühlmann Believe, which illustrates our ambitious sustainability policy across the entire group

You can see our primary focus areas below:

Local and organic are our key words when it comes to choosing not only ingredients, but also partners and suppliers

We are constantly working towards reducing our total energy consumption

We care about how our fellow human beings feel and take responsibility for social sustainability

## Eco certification and organization memberships

Green Key

## Networking Profile

### Our Services

At Bühlmann we set new standards for the future of hosting.

Hosting is key and the mutual foundation in all we do.

Integrated part of our DNA.

We are experts in creating experiences in unique settings.

Unique settings, which will add the desire to revisit and courage to explore new destinations – our other hotels.

We offer hotels in Copenhagen, Aalborg, Aarhus, Viborg, Billund, Randers, and soon Odense

### Countries we operate in

Denmark

### Seasons we operate in

Spring

Summer

Autumn

Winter

### Product types and activities we are offering

Exclusive/ luxury accommodation

Historical accommodation, such as Manor Houses or Castle

Hotel

## Person Profiles

Helle Salling Røber  
Head of Sales @ Bühlmann Hotels  
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# Bussring - Part of Best Arctic

Tromsø  
Norway

<https://www.bussring.no/>  
[booking@bussring.no](mailto:booking@bussring.no)



## Type of Company

Activity company   Transport

## Company Description

Bussring is a family business with roots in Nordreisa, a heart that beats for Northern Norway and a burning desire for sustainable transport solutions and experiences in the North.

We are solution-oriented and carry out everything within logistics and transport.

You as the customer are the most important to us.

Today we realize many dreams by making it easy to travel to experiences in the North. With our own route, good partners, new buses and skilled drivers, we take you on adventures all over the North.

## Please tell us how your business works sustainably

<https://www.bussring.no/wp-content/uploads/2024/06/BAG-Baerekraftrapport-30.06.2024-Skrivebeskyttet-1.pdf>

## Eco certification and organization memberships

ISO 14001

## Networking Profile

## Our Services

We offer first-class bus travel across Norway, with our main base in Northern Norway. Whether you're traveling in a small group or a larger one, we have the perfect vehicle for you – from VIP cars and comfortable minibuses to spacious full-size coaches.

We also operate the Arctic Route, a scenic and reliable bus route designed for travelers who want to explore the Arctic region with ease.

Let us take you on a journey through some of Norway's most stunning landscapes – safely, comfortably, and in style.

## Countries we operate in

Norway

## Product types and activities we are offering

Christmas & New Year   Culture Sami culture   Northern lights safaris

Wilderness adventures

## Person Profiles

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Booking Manager @ Bussring - Part of Best Arctic  
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# BWH Hotels

Oslo  
Norway

<https://www.bestwestern.no>  
[annrita.hovden@bwhhotels.no](mailto:annrita.hovden@bwhhotels.no)



## Type of Company

Hotel Chain - (head office)

## Company Description

BWH Hotels Scandinavia has 210 hotels in Norway, Denmark and Sweden. All hotels are privately owned, with their own look and feel. BWH Hotels has many different brands to choose from, as Sure Hotels, Best Western, Aiden Hotels, Signature Collection Best Western Plus, Best Western Premier Collection and WorldHotels.

## Please tell us how your business works sustainably

97% of all our hotels have an environment certificate, and we as a chain work constantly to improve our work when it comes to sustainability.

## Eco certification and organization memberships

Green Key

Nordic Swan Ecolabel

Eco-Lighthouse/ Miljøfyrtårn (NO)

ISO 14001

## Networking Profile

## Our Services

BWH Hotels are looking for new partners who can provide more leisure business to our hotels. We are interested in Leisure Groups, FIT and DMC's.

## Countries we operate in

Denmark

Greenland

Norway

Sweden

## Seasons we operate in

Spring

Summer

Autumn

Winter

## Product types and activities we are offering

Hotel

## Person Profiles

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# Climbing Mountains

Brisbane  
Australia

<https://www.climbingmountains.com.au>  
[travel@climbingmountains.com.au](mailto:travel@climbingmountains.com.au)



## Type of Company

Activity company Tour Operator

## Company Description

Climbing Mountains is a global adventure group specializing in trekking, cycling and mountaineering tours.

## Please tell us how your business works sustainably

Climbing Mountains works on the principles of leave no trace.

## Sustainability intentions

We plan to apply for a certification in the mid-term

## Networking Profile

### Our Services

Trekking, Cycling and Mountaineering adventures; looking to partner with other Tour Operators and/or DMCs.

### Countries we operate in

Finland Norway

### Seasons we operate in

Spring Summer Autumn

### Product types and activities we are offering

Biking Hiking /trekking (longer hikes, mountain hikes etc.) Wilderness adventures

## Person Profiles

Christopher Moyle  
Managing Director / Adventurer @ Climbing Mountains  
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# Discover the World

Dorking  
United Kingdom

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[travel@discover-the-world.co.uk](mailto:travel@discover-the-world.co.uk)



## Type of Company

Tour Operator

## Company Description

We have been selling trips to the Nordics for 41 years. and specialise in tailor-made trips to Finland, Sweden, Norway, Denmark, Iceland and Greenland as well as ascertain worldwide destinations such as Canada, Alaska, Costa Rica, Oceania, New Zealand, Australia, the Polar regions and recently added rail trips to Switzerland, Italy and Scandinavia. Our main client base are adults taking FIT and group trips and school groups, focusing on geography and language trips. Turnover £27m

## Please tell us how your business works sustainably

Education starts at home. And we believe in practising what we preach. We are fully committed to the UN's Sustainable Development Goals. We have mapped a set of transparent, actionable stepping stones, gaining standards from Feefo's industry accreditation body Ethy. As we take each step and after achieving rigorous criteria we are awarded clear ecolabels to demonstrate our commitment to a more sustainable world. For further info see: <https://www.discover-the-world.com/responsible-travel/>

## Eco certification and organization memberships

Other Ethy verified.

## Networking Profile

### Our Services

We get to know all the destinations we operate to really well and offer a tailor-made service to ensure clients have exactly the holiday which is suitable for them. We also offer educational trips for geography and language students so our offerings are split between two divisions, Holidays and Educational trips.

We are open to most types of travel experience and are happy to look at getting involved in innovating new concepts. We are not however at present interested in expanding any further to the Baltic or the Faroe Islands.

### Countries we operate in

Denmark Finland Greenland Iceland Norway Sweden

### Seasons we operate in

Spring Summer Autumn Winter

### Product types and activities we are offering

Animal/ bird watching Canoeing/ kayaking Christmas & New Year Cottage/ cabins

Culture Exclusive/ luxury accommodation Food experiences

Hiking /trekking (longer hikes, mountain hikes etc.)

Historical accommodation, such as Manor Houses or Castle Hotel Husky / dog sledding

Igloo Luxury products Northern lights safaris Photography Snow hotel

Snowmobile safaris Spa/ sauna/ wellbeing Sustainable products

Unique in nature accommodation Wilderness adventures Other School trips .

## Person Profiles



Clive Stacey  
Managing Director & Founder @ Discover the World  
Clive@discover-the-world.co.uk  
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# Eckerö Line Ab Oy

00220 Helsinki  
Finland

<https://www.eckeroline.com>  
PEEP.SIINMAA@ECKEROLINE.EE



## Type of Company

Activity company Ferry company Transport

## Company Description

Experience the Finnish way of cruising on the Baltic Sea! Our day trips from Helsinki to Tallinn run every day with perfect timetable, leaving Helsinki at 09.00 and reaching back to Helsinki at 21.00 so one has 6h time to explore Estonia's capital Tallinn!

This day trip offers a day on the Baltic Sea and 6 hour visit to medieval Tallinn, with delicious seasonal Finnish buffet dinner on board MS Finlandia on return!

We offer cruise and ferry services, one-way and return tickets, hotel packages and special rates for groups. Our MS Finlandia takes up to 2500 passengers so we can also cater to bigger MICE groups.

## Please tell us how your business works sustainably

We are part of Business Finland's Sustainable Travel Finland programme as well as we control the environmental impact of our operations with the help of the ISO14001 environmental standard among other things.

More information on <https://www.eckeroline.com/environment-and-responsibility>

## Eco certification and organization memberships

Sustainable Travel Finland ISO 14001

## Networking Profile

### Our Services

Day cruises from Helsinki to Tallinn and ferry services between Helsinki and Tallinn

### Countries we operate in

Estonia Finland

### Seasons we operate in

Spring Summer Autumn Winter

### Product types and activities we are offering

Culture Food experiences Other Day trips to Tallinn

## Person Profiles

Peep Siinmaa

Head of Sales and Marketing, International Sales @ Eckerö Line Ab Oy

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5039705

Tiina Isotamm

Sales Manager @ Eckerö Line Ab Oy

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+37256457107

# EF EDUCATION FIRST

Zurich  
Switzerland

<https://www.ef.com>  
[paolo.meineri@ef.com](mailto:paolo.meineri@ef.com)



## Type of Company

Tour Operator

## Company Description

EF (Education First) is a global education company that specializes in language training, educational travel, academic degree programs, and cultural exchange. Founded in 1965, EF's mission is to "open the world through education."

## Please tell us how your business works sustainably

EF launched the EF Forest Initiative in partnership with Eden Reforestation Projects, aiming to restore deforested areas and support local communities. So far, over 9 million mangrove trees have been planted in Kenya, Madagascar, and Mozambique, helping combat climate change and create fair-wage jobs for local residents. EF designed a sustainable travel backpack made from recycled plastic water bottles. Every student traveling with EF receives one, promoting eco-conscious travel and reducing plastic waste. EF works with myclimate to measure and reduce its carbon emissions. This includes tracking the environmental impact of its travel programs and implementing strategies to lower their footprint.

## Sustainability intentions

We are currently in the process of applying for a certification

## Networking Profile

### Our Services

We produce Educational Tours for North American clients. Our programs are 8 to 12 days long and include transportation, accommodation and meals. We provide educational activities (hands on, sustainable). We consider travel as part of Education and we focus on this aspect in our products.

### Countries we operate in

Denmark Iceland Sweden

### Seasons we operate in

Spring Summer

### Product types and activities we are offering

Culture Sites, Activities Hotel Sustainable products

## Person Profiles

Paolo Meineri  
Senior Director Procurement @ EF EDUCATION FIRST  
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+41797979238

# Estonian Tourist Board (Visit Estonia)

11415 Tallinn  
Estonia

<https://visitestonia.com/en>  
[stina.remmer@eis.ee](mailto:stina.remmer@eis.ee)



## Type of Company

Tour Operator

## Company Description

Visit Estonia is the official Estonian Tourist Board, dedicated to promoting Estonia as a sustainable, innovative, and nature-rich travel destination.

We manage Estonia's largest tourism information system, which includes over 5,500 companies and 9,000 products and services.

## Please tell us how your business works sustainably

Visit Estonia promotes sustainable tourism by supporting eco-friendly travel experiences, mentoring local tourism businesses, and managing Estonia's largest tourism information system.

## Sustainability intentions

No plans for the future

## Networking Profile

## Our Services

Visit Estonia is the national tourism organization of Estonia, specializing in destination marketing and development. I am nature tourism manager so I focus on promoting Estonia's rich natural assets and distinctive natural tourism offers. Estonia is small in size but big in experience, one can experience a lot in short time in Estonia (combining nature, culture and food).

Estonia is a blend of pristine nature and digital innovation, offering travelers authentic, eco-friendly adventures in one of Europe's most digitally advanced societies.

Our target groups include international leisure travelers, solo travelers, nature enthusiasts, digital nomads, and travel professionals seeking fresh, sustainable destinations.

## Countries we operate in

Estonia

## Seasons we operate in

Spring

Summer

Autumn

Winter

## Product types and activities we are offering

Animal/ bird watching

Biking

Canoeing/ kayaking

Christmas & New Year

Cottage/ cabins

Culture

Exclusive/ luxury accommodation

Food experiences

Hiking /trekking (longer hikes, mountain hikes etc.)

Hotel

Husky / dog sledding

Photography

Spa/ sauna/ wellbeing

Sustainable products

Unique in nature accommodation

Wilderness adventures

## Person Profiles

Stina Remmer  
Nature Tourism Manager @ Estonian Tourist Board (Visit Estonia)  
[stina.remmer@eis.ee](mailto:stina.remmer@eis.ee)  
58046184

# European Tourism Association

Brussels  
Belgium

<https://www.etoa.org/>  
[TJenkins@etoa.org](mailto:TJenkins@etoa.org)



## Type of Company

Other type of company Trade association

## Company Description

ETOA is a member-driven community of over 1,100 organisations, from global brands to independent small businesses, DMOs, industry partners and technical specialists. Supported by our supplier members and partners, we work on behalf of tour operators, wholesalers, destination management companies and agents to enable a sustainable business environment in which European tourism can thrive and grow.

## Please tell us how your business works sustainably

ETOA's sustainability Hub contains a range of resources, filtered by category.

## Networking Profile

### Our Services

We design and deliver online and face-to-face events for members and partners, driven by our sophisticated appointment matching system. We lobby on behalf of our members and participate in public-private projects at EU, national and local levels, capitalising on our wide network among origin and destination markets.

### Countries we operate in

Denmark Estonia Finland Iceland Latvia Lithuania Norway Sweden

### Seasons we operate in

Spring Summer Autumn Winter

### Product types and activities we are offering

Other Group tours

## Person Profiles

Tom Jenkins  
CEO @ European Tourism Association  
[TJenkins@etoa.org](mailto:TJenkins@etoa.org)

# Eurowings GmbH

Dusseldorf  
Germany

<https://www.eurowings.com>  
[roland.hladin@eurowings.com](mailto:roland.hladin@eurowings.com)



## Type of Company

Airline

## Company Description

Airline with more than 30 years of experience; Part of LH Group, focus on point-to-point traffic out of 13 European bases (DUS/CGN/DTM/STR/NUE/HAM/HAJ/BER/ARN/PRG/SZG/GRZ/PMI) with a focus on leisure- corporate and VFR-routes. Strong development of Nordic routes within the last years. Operating 130 aircraft (A310-321 and wetleases). Associated tour operator "Eurowings Holidays"

## Please tell us how your business works sustainably

SAF compensation (both for individuals and bulk deals with tour operator), adapted flight processes (optimized routes, no paper), adapted inflight product (less plastic/paper, no waste policy/catering, SaFT compensation on certain products). Support of environmental activities in core catchment areas. Large investment in new aircraft (less fuel, more efficiency) ongoing and within the next years.

## Sustainability intentions

We plan to apply for a certification in the mid-term

## Networking Profile

### Our Services

Approx 150 destinations from various bases;  
Nordic Leisure Routes: RVN/KTT/IVL/KAO/KRN/TOS/BGO/KEF  
Nordic Cities: ARN/GOT/CPH/HEL/TLL  
Nordic Charters: BLL/AAL/CPH/ARN  
UK Routes: NCL/MAN/BHX/LHR/JER/NQY

### Countries we operate in

Denmark Estonia Finland Iceland Norway Sweden

### Seasons we operate in

Summer Winter

## Person Profiles

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Joachim Niedermeyer  
Key Account Manager @ Eurowings GmbH  
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+4915158919586

# Exclusive Nordics DMC

Tromsø  
Norway

<https://www.exclusivenordics.com>  
[info@exclusivenordics.com](mailto:info@exclusivenordics.com)



## Type of Company

Local DMC

## Company Description

Exclusive Nordics DMC is Your Gateway to the Nordics: A bespoke Travel Atelier crafting tailor-made, sustainable journeys that turn moments into unforgettable memories. Exclusive Nordics DMC specializes in covering logistics, accommodation, and curated cultural experiences. Combining local expertise, a trusted supplier network, and creative program design, we deliver seamless, high-quality, exclusive, and sustainable travel experiences for individual travelers and small groups seeking authentic, premium, and memorable Nordic adventures.

## Please tell us how your business works sustainably

At Exclusive Nordics, we are committed to responsible and sustainable tourism. We are proud to hold the Eco-Lighthouse sustainability certification, which demonstrates that our operations meet strict environmental and social responsibility standards.

Through this certification, we ensure that our business practices minimize environmental impact, promote local culture, and support sustainable development in the communities we operate in. This includes careful selection of partners, responsible resource management, and offering experiences that respect both nature and local traditions. We are always striving to improve and further integrate sustainability into all aspects of our services.

## Eco certification and organization memberships

Eco-Lighthouse/ Miljøfyrtårn (NO)

## Networking Profile

### Our Services

Exclusive Nordics DMC specializes in tailor-made FIT experiences across the Nordic region.

Specialization / Main Products: Customized FIT itineraries in Denmark, Sweden, Norway, Finland & Iceland, covering logistics, accommodation, and unique cultural activities.

USP: Local expertise, strong supplier network, and creative program design ensure seamless, high-quality, exclusive, and sustainable experiences.

Target Group / Clients: Individual travelers and small groups seeking authentic, premium, and memorable Nordic experiences.

### Countries we operate in

Denmark Faroes Finland Greenland Iceland Norway Sweden

### Seasons we operate in

Spring Summer Autumn Winter

### Product types and activities we are offering

Animal/ bird watching Biking Canoeing/ kayaking Christmas & New Year

Cottage/ cabins Culture Exclusive/ luxury accommodation Food experiences

Hiking /trekking (longer hikes, mountain hikes etc.)

Historical accommodation, such as Manor Houses or Castle Hotel Husky / dog sledding

Igloo Luxury products Northern lights safaris Photography Snow hotel

Snowmobile safaris Spa/ sauna/ wellbeing Sustainable products

Unique in nature accommodation

Person Profiles

Francesca Donati  
President & Founder @ Exclusive Nordics DMC  
franceska.exclusivetravels@gmail.com  
+4745208662



# Finnlines Plc

Helsinki  
Finland

<https://finnlines.com>  
[passenger@finnlines.com](mailto:passenger@finnlines.com)



## Type of Company

Ferry company

## Company Description

Finnlines is one of the leading shipping operator of ro-ro and passenger services in the Baltic Sea. Our passenger-freight service combines cargo and passenger traffic in an eco-friendly way. Our ro-pax vessels take you from Finland to Germany, via the Åland Islands to Sweden and from Sweden to Germany. The high utilization rate on routes and vessels guarantees a sustainable and responsible travel. Finnlines is a part of the Grimaldi Group. Finnlines has two new hybrid passenger- freight vessels to the Finland- Åland- Sweden route. These vessels have set the bar for the ultimate sustainable travel experience.

## Please tell us how your business works sustainably

Finnlines is committed to long-term efforts for the environment. Environmental responsibility is part of our daily operations and it is included in operative and strategic planning and in our close co-operation with numerous stakeholders. In addition to direct air emissions, shipping also has other environmental effects. Recycling, reuse and smart use of resources are part of our normal operations but we aim to be better and reduce our ecological footprint further. We monitor, measure and assess our progress. Our environmental work complies with the ISO14001:2015 standard and is frequently verified by a third party .

## Eco certification and organization memberships

Sustainable Travel Finland

ISO 14001

## Networking Profile

### Our Services

Finnlines is one of the leading shipping operator of sustainable ro-ro and passenger services in the Baltic Sea. Our passenger-freight service combines cargo and passenger traffic in an eco-friendly way. Our ro-pax vessels take you from Finland to Germany, via the Åland Islands to Sweden and from Sweden to Germany.

### Countries we operate in

Finland

Sweden

### Seasons we operate in

Spring

Summer

Autumn

Winter

### Product types and activities we are offering

Christmas & New Year

Food experiences

Spa/ sauna/ wellbeing

Sustainable products

## Person Profiles

Krista Orvomaa  
Global Sales Director @ Finnlines Plc  
[krista.orvomaa@finnlines.com](mailto:krista.orvomaa@finnlines.com)  
+358505654265

## Type of Company

Incoming Agency Incoming tour operators Tour Operator  
Travel Agency

## Company Description

fins-tours is a small travel agency up to 5 employees, located in the capital city of Switzerland, Berne. The company was founded in 1985. We're specialized in Finland and Scandinavia, but do also incoming in Switzerland, mainly for groups. Our summer selling is based on round trips, cottage holidays and different kind of active tours as hiking, biking and canoeing. In winter time we mainly sell multi active weeks and also cottage holidays in Lapland.

## Please tell us how your business works sustainably

- no allotments and pre bookings with short deadlines
- enjoy nature up close and local services at first hand
- experience the local culture in an authentic way
- consume regional and local products
- stay for longer and delve deeper if possible

## Sustainability intentions

We plan to apply for a certification in the mid-term

## Networking Profile

### Our Services

our main products:

summer season: cottage holidays, round trips by rental car, active holidays as canoeing, fishing, biking and hiking

winter season: cottage holidays, hotel stays incl. meals, multi active weeks, husky tours and snowmobile expeditions

our USP:

authentic products and fair pricing

our target group/clients:

small groups with special interests, singles, families, couples

### Countries we operate in

Estonia Finland Norway Sweden

### Seasons we operate in

Spring Summer Autumn Winter

### Product types and activities we are offering

Animal/ bird watching Biking Canoeing/ kayaking Christmas & New Year

Cottage/ cabins Culture Exclusive/ luxury accommodation Food experiences

Hiking/ trekking (longer hikes, mountain hikes etc.)

Historical accommodation, such as Manor Houses or Castle Hotel Husky / dog sledding

Igloo Luxury products Northern lights safaris Photography Snow hotel

Snowmobile safaris Spa/ sauna/ wellbeing Sustainable products

Unique in nature accommodation

Person Profiles

Anu Maria Münger  
General Manager @ fins-tours sa  
anu.muenger@fins-tours.ch  
+41788186715

# Fjord Line AS

Bergen  
Norway

<https://www.fjordline.com>  
[www.agentbooking@fjordline.com](mailto:www.agentbooking@fjordline.com)

The logo for Fjord Line, featuring the company name in a red, stylized font with a wave-like underline.

## Type of Company

Transport

## Company Description

Fjord Line was founded in 1993. With a 21% market share we are Norway's second largest shipping company in international passengers' traffic and freight transportation between Norway and Denmark.

We are a young ferry company that has grown a lot in recent years through adding new, modern ships to our fleet, expanding our route network and providing our guests and freight customers with exceptional service and value for money. Fjord Line is based on sound business values. Everything we do is with vigour, responsibility, respect and commitment. The company has about 700 employees and transports over 1.2 million passengers annually.

Our three ships operate three routes between Norway and Denmark. In addition to passenger traffic, we also transport commercial vehicles and goods.

## Please tell us how your business works sustainably

Eco-friendly solutions on board:

The only ferry company sailing to the continent on eco-friendly gas.

Waste heat from engines is converted into electricity for cabins.

Silicone-based hull coatings reduce friction and energy consumption.

## Sustainability intentions

We plan to apply for a certification in the mid-term

## Networking Profile

### Our Services

Our ferry routes:

Hirtshals (DK)-Stavanger (NO)-Bergen(NO)

Hirtshals-Kristiansand

Bergen-Stavanger(domestic)

Kristiansand-Stavanger-Bergen (domestic)

Daily depatures all year round.

Competence and flexibility:

As a travel agency, tour operator, or even a freight customer, you are in the best hands with us.

### Countries we operate in

Denmark

Norway

### Seasons we operate in

Spring

Summer

Autumn

Winter

## Person Profiles

Ole Anderson

Sales Manager EU @ Fjord Line AS

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+4741409720

Marielle Tiller

Sales Manager Nordic @ Fjord Line AS



# Fjord Tours

Bergen  
Norway

<https://www.fjordtours.com>  
[booking@fjordtours.com](mailto:booking@fjordtours.com)



## Type of Company

Incoming tour operators Transport Wholesaler

## Company Description

Fjord Tours offers several sustainable package tours based on public transportation. Our most popular tour is Norway in a nutshell®. This legendary tour takes you through Norway's most breathtaking UNESCO-protected fjord and mountain scenery, as well as a trip on Europe's top scenic rail journey.

## Please tell us how your business works sustainably

Fjord Tours offers several sustainable package tours based on public transportation where our aim is to offer transportation that is based on electric power (train, buss, ferry, boats)

## Eco certification and organization memberships

Eco-Lighthouse/ Miljøfyrtårn (NO)

## Networking Profile

### Our Services

Tour highlights

- The scenic Bergen Railway
- The breathtaking Flåm Railway
- Fjord cruise on the magnificent Aurlandsfjord and on the narrow Nærøfjord
- Bus trip through beautiful scenery

We also offer transportation tickets with train and fjord cruises, as well as over 200 activities and many hotels in key destinations throughout Norway. Our network lets you enjoy scenic train and boat rides across Norway.

Our main coach and railway lines:

- The Bergen Railway - A spectacular rail journey from Oslo to Bergen
- The Rauma Railway - One of Europe's most scenic rail journeys
- The Flåm Railway - Norway's most famous and steepest railroad
- The Norland Railway - A journey from Trondheim to Bodø crossing the Arctic Circle
- Sørtoget (South train) - Bringing you along the Norwegian coast from Oslo to Stavanger

### Countries we operate in

Norway

### Seasons we operate in

Spring Summer Autumn Winter

### Product types and activities we are offering

Biking Canoeing/ kayaking Christmas & New Year Food experiences

Historical accommodation, such as Manor Houses or Castle Hotel Husky / dog sledding

Northern lights safaris Snowmobile safaris Spa/ sauna/ wellbeing Sustainable products

Wilderness adventures

## Person Profiles

Kristian Jørgensen

CEO @ Fjord Tours  
kristian.jorgensen@fjordtours.com  
48223324  
Vibeke Raddum  
CCO @ Fjord Tours  
vibeke.raddum@fjordtours.com  
+4790074187

# Foresight Marketing Co.,Ltd.

Tokyo  
Japan

<https://foresight-marketing.net>  
[info@foresight-marketing.net](mailto:info@foresight-marketing.net)



## Type of Company

Tourism organization (DMO)

Other type of company

## Company Description

Foresight Marketing is tourism management company and we mainly represent national Tourist Offices and DMO's in the Japanese and South Korean markets. We have rich experience to promote Nordic countries, Baltic states and destinations in North Europe. Our business field covers from B2B, B2C promotion and PR including social media and event organization. On top of outbound tourism from Asian markets, we support inbound tourism to Japan nowadays.

## Please tell us how your business works sustainably

There is one certified sustainable coordinator based on GSTC in the company. Shigeyoshi Noto (CEO) is board member of Japan sustainable coordinator association and have made many presentations on sustainability in international destinations for Japanese DMO's.

## Eco certification and organization memberships

GSTC Member

Other Japan sustainable coordinator association

## Networking Profile

### Our Services

Our main product is to support tourism promotion and management in the Japanese and South Korean markets.

### Countries we operate in

Estonia

Finland

Latvia

Lithuania

Sweden

### Seasons we operate in

Spring

Summer

Autumn

Winter

### Product types and activities we are offering

Other

## Person Profiles

Shigeyoshi Noto  
CEO @ Foresight Marketing Co.,Ltd.  
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+81 90 2736 2095



# G2 Travel/ Global Compass

Hong Kong  
China

<https://www.g2-travel.com/>  
[indre.uzuotaite@g2-travel.com](mailto:indre.uzuotaite@g2-travel.com)



## Type of Company

Wholesaler

## Company Description

G2 Travel is a dynamic, service-focused wholesale tour operator, working with both groups and FIT worldwide. With over 53 offices and local reps accross the globe, we're a truly international team with a personal, on-the-ground touch which makes our approach unique.

## Please tell us how your business works sustainably

Beyond going paperless, we're also cutting down on air travel and prioritising trains for Intereuropean travel wherever possible.

## Sustainability intentions

We plan to apply for a certification in the mid-term

## Networking Profile

### Our Services

We contract hotels for FIT and group markets, serving as the ideal link between hotels, hotel chains, and a global network of B2B partners - helping diversify and expand their guest base.

### Countries we operate in

Denmark

Estonia

Finland

Iceland

Latvia

Lithuania

Norway

Sweden

### Seasons we operate in

Spring

Summer

Autumn

Winter

### Product types and activities we are offering

Hotel

## Person Profiles

Indre Uzuotaite

Regional Manager - FIT - Nordics, Baltics, Poland @ G2 Travel/ Global Compass

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Samuel Crook

Destination Manager Nordics @ G2 Travel/ Global Compass

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+46 723664392

# Gateway South

Barcelona  
Spain

<https://www.gatewaysouth.eu>  
[johan@gatewaysouth.eu](mailto:johan@gatewaysouth.eu)



## Type of Company

Other type of company Consulting

## Company Description

Marketing Activities for destinations

## Please tell us how your business works sustainably

We always choose the mean of transport that has less impact on the environment for meetings and projects.

## Sustainability intentions

No plans for the future

## Networking Profile

### Our Services

Gateway South was created by 3 professionals and former colleagues from Visit Sweden, based in Spain & Italy, with a clear mission: help tourist businesses and organizations with their communication in order to reach their goals in terms of visibility and volumes.

Johan, Israel and Karin hold between 15 and 20 years of experience in the field, specialized in services on the Italian and Spanish markets, working in projects with clients from all sides of the tourist landscape: from the first steps into the international market for a small destination to transport companies (airlines among them), passing through tour operating, MICE and single service providers and hospitality companies.

### Countries we operate in

Sweden

### Seasons we operate in

Summer

Winter

### Product types and activities we are offering

Other All segments

## Person Profiles

Johan Cavallini  
Senior Consultant @ Gateway South  
[johan@gatewaysouth.eu](mailto:johan@gatewaysouth.eu)  
0034620918143

# GetYourGuide

Amsterdam  
Netherlands

<https://www.getyourguide.com>  
[bjorn.vangelder@getyourguide.com](mailto:bjorn.vangelder@getyourguide.com)



## Type of Company

Other type of company OTA

## Company Description

Unforgettable travel experiences

No matter where your travels take you, GetYourGuide offers the best way to connect with your destination. Make memories all over the globe with our locally-vetted, expertly-curated experiences. From must-see iconic attractions to unexpected under-the-radar gems, we have something for everyone.

## Please tell us how your business works sustainably

We offer a range of sustainable activities all across the world while also looking after animal welfare.

## Sustainability intentions

We plan to apply for a certification in the mid-term

## Networking Profile

### Our Services

We are Europe's largest OTA (Online Travel Agency) and we inspire millions of travellers around the world with unforgettable experiences.

Our platform offers

- Entry Tickets
- Tours & Activities
- Shows & Events
- Walking, Bike and Food Tours
- Water Activities
- Snow & Winter Activities

### Countries we operate in

Denmark Estonia Faroes Finland Greenland Iceland Latvia Lithuania  
Norway Sweden

### Seasons we operate in

Spring Summer Autumn Winter

### Product types and activities we are offering

Animal/ bird watching Biking Canoeing/ kayaking Christmas & New Year Culture  
Food experiences Hiking /trekking (longer hikes, mountain hikes etc.)  
Historical accommodation, such as Manor Houses or Castle Husky / dog sledding Igloo  
Luxury products Northern lights safaris Photography Snow hotel Snowmobile safaris  
Spa/ sauna/ wellbeing Sustainable products Unique in nature accommodation  
Wilderness adventures

## Person Profiles

Bjorn van Gelder  
Senior Account Manager Benelux & Nordics @ GetYourGuide



# GO2FI MilaX group

Helsinki  
Finland

<https://go2fi.fi>  
[info@go2fi.fi](mailto:info@go2fi.fi)



## Type of Company

Incoming tour operators Local DMC Tour Operator

Travel Agency

## Company Description

GO2FI is a licensed Helsinki-based tour operator offering full incoming services across Finland and the Baltics. We provide seasonal and private tours, Baltic Triangle cruises (Finland–Sweden–Estonia), and tailor-made programs for leisure and business. We work with eco-certified hotels, promote low-impact travel, and support local communities. With 30+ years in tourism, we serve both B2B and B2C clients worldwide and cooperate with major hotel chains and local suppliers.

## Please tell us how your business works sustainably

At GO2FI, we focus on sustainable travel by offering small-group and tailor-made tours, working with local partners who follow environmental standards.

We promote train travel and low-emission routes, support eco-certified hotels, and avoid over-touristed areas. Our goal is meaningful, low-impact tourism in Finland and the Baltics.

## Sustainability intentions

No plans for the future

## Networking Profile

### Our Services

We offer a wide range of travel products in Finland and the Baltics, including multi-day seasonal tours, Arctic winter holidays, Northern Lights programs, summer lake & forest escapes, and cultural city breaks. Our Baltic Triangle itineraries combine Finland, Sweden, and Estonia by ferry or cruise. We also provide cruise extensions, shore excursions, MICE and wellness programs, and unique themed experiences such as Christmas in Lapland or Nordic Midsummer. All tours are customized for individual or group clients.

### Countries we operate in

Estonia Finland Iceland Latvia Lithuania Norway Sweden

### Seasons we operate in

Spring Summer Autumn Winter

### Product types and activities we are offering

Christmas & New Year Culture Exclusive/ luxury accommodation

Hiking /trekking (longer hikes, mountain hikes etc.)

Historical accommodation, such as Manor Houses or Castle Hotel Husky / dog sledding

Igloo Northern lights safaris Snow hotel Snowmobile safaris Spa/ sauna/ wellbeing

Unique in nature accommodation

## Person Profiles

Svetlana Levinskaia  
CEO @ GO2FI MilaX group  
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+358401950733

# Grand SPA Lietuva

Druskininkai  
Lithuania

[https://www.grandspa.lt/  
reservation@grandspa.lt](https://www.grandspa.lt/reservation@grandspa.lt)



## Type of Company

Hotel Other type of company Health and wellness centre

## Company Description

Grand SPA Lietuva is the largest health and wellness centre, located in the very heart of Druskininkai resort. The main activities of Grand Spa Lietuva are to continue the old health and healing traditions of Druskininkai resort, and to help visitors to recover the physical condition of the body and mind powers. We provide various services: accommodation, catering, treatment, water entertainment, organization of conferences and events.

## Please tell us how your business works sustainably

Our goal is to demonstrate through real actions that ecology is a way of life accessible to everyone, therefore we actively participate in saving natural resources and reducing pollution:

Geothermal heating installed in the company ensures not only more economic costs, but also lower air pollution in the resort;

Yard environment is looked after by robotic lawn mowers. They produce less noise and are CO2 neutral;

We use ecological products: ECOLABEL detergents and cleaning products with reduced packaging materials;

We offer allergy-friendly rooms;

Small cosmetics containers were replaced with dispensers. Only ecological hygiene products are used;

Disposable plastic cups were replaced with 100% recyclable ones.

## Networking Profile

### Our Services

Medical treatment

Accommodation

Catering

Water entertainment

SPA

Conference and event organization

### Countries we operate in

Lithuania

### Seasons we operate in

Spring

Summer

Autumn

Winter

### Product types and activities we are offering

Other We provide a variety of services: accommodation, dining, medical treatment, water entertainment, and

## Person Profiles

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Sales manager @ Grand SPA Lietuva

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Daiva Dubosaite-Butke

CEO @ Grand SPA Lietuva

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# Haman Scandinavia AS

Oslo  
Norway

<https://www.hamantravel.com/>  
[fit@haman.no](mailto:fit@haman.no)



## Type of Company

Incoming tour operators Wholesaler

## Company Description

With over 60 years of experience as a dedicated incoming tour operator in the Nordics, we specialize in creating both pre-packaged tours and tailor-made itineraries.

## Please tell us how your business works sustainably

We are travel life certified & make a conscious effort to pick suppliers that fit these terms. Mostly by choosing local, small suppliers that have the same values & their own eco certification.

## Eco certification and organization memberships

Travelife

## Networking Profile

### Our Services

We offer tailor-made tours to Scandinavia & the Nordics to a variety of B2B customers. Our website serves as inspiration, but also the tours can be booked as a whole from here. Clientele includes: Western Europe, Australia, USA and more.

### Countries we operate in

Denmark Estonia Faroes Finland Greenland Iceland Latvia Lithuania  
Norway Sweden

### Seasons we operate in

Spring Summer Autumn Winter

### Product types and activities we are offering

Animal/ bird watching Biking Canoeing/ kayaking Christmas & New Year  
Cottage/ cabins Culture Exclusive/ luxury accommodation Food experiences  
Historical accommodation, such as Manor Houses or Castle Hotel Husky / dog sledding  
Igloo Luxury products Northern lights safaris Photography Snow hotel  
Snowmobile safaris Spa/ sauna/ wellbeing Sustainable products

## Person Profiles

Selina Ottens  
Sales & Operations Consultant @ Haman Scandinavia AS  
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# HANEN - Norwegian Rural Tourism Organization

Øystese  
Norway

<https://www.hanen.no>  
[jan.tjosaas@kvam.kommune.no](mailto:jan.tjosaas@kvam.kommune.no)



## Type of Company

Activity company

Cottage rental

Hotel

## Company Description

HANEN's members offer atmospheric accommodation in beautiful surroundings. You can sleep in old stable cages, cozy cabins or secluded lodges. When you wake up you can enjoy the sight of Norwegian nature, and the breakfast often consists of local food specialties. The hosts can tell you about the traditions and history of the place, and make sure you get a good experience!

HANEN also organize the producers of local food and drinks.

## Please tell us how your business works sustainably

HANEN is responsible for the Norwegian Ecotourism

## Eco certification and organization memberships

Other Norwegian ecotourism

## Networking Profile

### Our Services

#### THE NORWEGIAN CIDER ROUTE - Western Norway

Western Norway, with Hardanger at the forefront, is home to many interesting cider producers.

From Rogaland and Ryfylke in the south, via Hardanger and Sogn, all the way to Møre and Romsdal, you will find charming apple farms that produce their own cider.

Most of the cider producers sell their products at Vinmonopolet, but they all sell from their farm shops. In the farm shops, you can buy both apple juice and cider, but also enjoy the pure flavors through various tastings offered by the farm. Several farms also offer orchard tours and experiences that combine food and cider.

It is possible to travel through the entire cider route, but it might be easier to stick to one or two regions.

We have divided the route into 4 regions:

ROGALAND/RYFYLKE

HARDANGER

SOGN

MØRE & ROMSDAL

### Countries we operate in

Norway

### Seasons we operate in

Spring

Summer

Autumn

## Product types and activities we are offering

Food experiences

### Person Profiles

Jan Tjosaas  
Project leader @ HANEN - Norwegian Rural Tourism Organization  
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+4792018912

# Helsinki Partners

Helsinki  
Finland

<https://www.myhelsinki.fi>

## Helsinki Partners



### Type of Company

Tourism organization (DMO)

### Company Description

Helsinki Partners is a city-owned marketing and invest-in company, tasked with promoting Helsinki's sustainable growth, the acquisition of investments, businesses, professionals and visitors, the City's international sales and marketing, and the building of Helsinki's international brand. Fast, creative, and impactful, we're an agile, customer-focused organisation driving Helsinki's future on the world stage.

### Please tell us how your business works sustainably

At Helsinki Partners, sustainability is at the heart of everything we do. As a company owned by the City of Helsinki, we proudly support the city's ambitious target to achieve carbon neutrality by 2030. For us, sustainability is more than just a goal—it's a way of working that ensures inclusivity, equality, and respect for human rights, creating a better future for everyone.

<https://www.myhelsinki.fi/business/sustainability/>

### Eco certification and organization memberships

Other Green Office

### Networking Profile

### Our Services

Happy Helsinki, clean air, pure water, relaxing sauna, unique food, walking around in the woods and seashore, enjoying design in everyday life... The capital of Finland has lots to offer for its visitors, and much of it is still undiscovered. We can help you uncover all of Helsinki's secrets and find the best tools to sell Helsinki. Helsinki Partners is a city marketing, investment and talent attraction company owned by the City of Helsinki. Our Travel Trade team provides information, news, advice and assistance to tour operators and travel agents. We work closely with the Helsinki suppliers to further develop the city and what it has to offer for its visitors. We are also happy to help organise familiarisation tours. All our services are free of charge.

### Countries we operate in

Finland

### Seasons we operate in

Spring

Summer

Autumn

Winter

### Product types and activities we are offering

Culture

Food experiences

Spa/ sauna/ wellbeing

Sustainable products

Other

### Person Profiles

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Tia Lehtinen

Manager, Travel Trade @ Helsinki Partners

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# Hotel Arthur Oy

Helsinki  
Finland

<https://www.hotelarthur.fi>  
[reception@hotelarthur.fi](mailto:reception@hotelarthur.fi)



## Type of Company

Hotel

## Company Description

Privately-owned Hotel Arthur (202 rooms) is located in the heart of Helsinki, next to the Central Railway Station. Hotel is owned by the Helsinki YMCA. The purpose is to support local children. By choosing Hotel Arthur, you are not only selecting excellent service but also contributing to a meaningful cause.

Our beautiful restaurant (250 persons) serves breakfast daily year-round and lunch from Monday to Friday. On weekends and public holidays, lunch and dinner are available upon request.

## Please tell us how your business works sustainably

Hotel Arthur is part of an environmental program EcoCompass.

Hotel Arthur Oy recognizes its responsibility for the environment and commits to adhering to valid laws and legislation. Environmental friendliness and the reduction of our burden on the environment are both part of our daily activities in as far as our business operations allow. Our aim is to save the world's limited resources and we want to develop our operations in the long-term for the benefit of the environment. At the same time, we also want to meet our customers' expectations and offer them an environmentally responsible home-from-home in the heart of Helsinki.

We recognize that the main effects our operations have on the environment lie in energy and water consumption, the procurement and use of materials, the sorting of waste and in selecting our cooperation partners. Energy production creates emissions which accelerate the progress of climate change. Clean water is a limited natural resource, and the cleaning of dirty water uses energy. The procurement of utilities and foodstuffs also use natural resources in the production of goods, and the production and transportation of the goods create a burden on the environment. The waste caused by our operations places a burden on the environment.

We strive to reduce electricity, water and heating consumption. When procuring materials we favour larger packaging sizes and products which contain less packaging materials, whenever possible. A reduction in waste and economy and efficiency concerning the use of materials are important to us. Where possible, we strive to effectively recycle our waste. When choosing partners in cooperation, we favour subcontractors whose burden on the environment is small and who have environmental programmes in place. We aim to add locally-sourced and organic food to our restaurant menus.

In line with our environmental programme, we monitor the achievement of set goals: we monitor the consumption of electricity, heating and water as well as the amount of waste fractions which we create. Our entire staff are trained in our environmental programme and the programme is developed among staff by an elected environment team.

## Eco certification and organization memberships

Other Ekokompassi

## Networking Profile

## Our Services

Hotel has 202 rooms for over 400 guests in many different room categories.

Our beautiful restaurant (total capacity 250 persons) serves breakfast daily year-round and lunch from Monday to Friday. On weekends and public holidays, lunch and dinner are available upon request. For dinner group bookings, feel free to reach out, and we will provide you with tailored menu options

We also have 11 conference rooms, with a total capacity of up to 250 people in our beautiful ballroom. Several of these rooms can be transformed into event spaces for special occasions.

**Countries we operate in**

Finland

**Seasons we operate in**

Spring

Summer

Autumn

Winter

**Product types and activities we are offering**

Christmas & New Year

Food experiences

Hotel

Other Restaurant services: Group lunches and breakfasts, also dinners. Sauna and Conference facilities

Person Profiles

Tanja Tähtinen  
Hotel Director @ Hotel Arthur Oy  
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# Hotelbeds part of HBX Group

Palma de Mallorca  
Spain

<https://hbxgroup.com>  
[estepanovics@hbxgroup.com](mailto:estepanovics@hbxgroup.com)



## Type of Company

Wholesaler

## Company Description

Leading B2B travel technology marketplace. Since its inception in 2001, Hotelbeds has aimed to revolutionise the ways in which B2B travel players book and distribute travel products. Powerful technology platforms are designed to help clients and partners efficiently manage their inventory and bookings, putting the power to work seamlessly into their hands and removing friction from the overall travel experience.

## Please tell us how your business works sustainably

At HBX Group, we are fully aware of the impact our decisions have on the environment. That's why we've developed an Environmental Policy that reflects our belief that caring for the planet is a fundamental part of how we operate.

The policy is grounded in a set of core principles that guide our decisions:

Continuous improvement and proactive environmental management

Integration of sustainability into business strategy and operations

Education and empowerment of internal teams

Collaboration with suppliers to reduce the sector's environmental impact

Compliance with regulations and voluntary commitment to best practices

Transparency and accountability to all stakeholders

## Eco certification and organization memberships

Green Key

Other Green Hotel Program

## Networking Profile

### Our Services

We work directly with travel agencies, airlines, tour operators, and other strategic partners to help accommodation providers navigate through the fragmented B2B market with confidence.

### Countries we operate in

Denmark

Estonia

Faroese

Finland

Greenland

Iceland

Latvia

Lithuania

Norway

Sweden

### Seasons we operate in

Spring

Summer

Autumn

Winter

### Product types and activities we are offering

Hotel

## Person Profiles

Edgars Stepanovics

Contract Manager Nordics @ Hotelbeds part of HBX Group

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# Icelandia

Reykjavík  
Iceland

<https://www.icelandia.com/>  
[info@icelandia.com](mailto:info@icelandia.com)

**ICELANDIA**

## Type of Company

Activity company   Attraction   Tour Operator   Transport

## Company Description

Icelandia is one of Iceland's leading tourism companies, with over 600 employees including guides, drivers, and office staff. We offer guided bus tours, hiking adventures, Golden Circle and South Coast trips, glacier hikes, ice cave explorations, Northern Lights tours, and more. Our Flybus airport transfer is one of the most trusted and widely used, providing reliable service to and from the airport. Icelandia ensures safe, professional, and memorable travel experiences.

## Please tell us how your business works sustainably

At Icelandia, we're committed to sustainable tourism because protecting Iceland's incredible nature is a top priority for us. We have one of the newest bus fleets in the country, over 80% of our buses meet the strict EURO 6 emission standards, and we train our drivers in eco-friendly driving techniques to reduce fuel use. We're also starting to use electric buses for city routes and will soon add them to our Flybus airport transfers. We follow ISO 14001 environmental standards and focus on recycling, reducing waste, and training our staff. Plus, we make sure our guests know how to travel responsibly and respect Iceland's nature. It's all about keeping Iceland beautiful while giving people amazing experiences.

## Eco certification and organization memberships

Vakinn Certification (IS)   ISO 14001

## Networking Profile

## Our Services

Icelandia offers a comprehensive range of travel services across Iceland, including guided bus tours from Reykjavík such as the Golden Circle, South Coast, hiking adventures, glacier hikes, ice cave tours, Northern Lights excursions, Flybus airport transfers, and adventure activities like ATV rides and jeep tours and more. The company specializes in delivering well-organized, safe, and authentic experiences showcasing Iceland's unique landscapes. Icelandia is one of Iceland's largest and most experienced tourism operators, with over 600 employees. It operates one of the newest, most eco-friendly bus fleets, emphasizing sustainability. The Flybus transfer is one of Iceland's most trusted and widely used services. The company prioritizes customer satisfaction, safety, professionalism, and carbon-neutral tours. Our clients include international tourists, families, solo travelers, groups, eco-conscious visitors, airport travelers, and adventure seekers.

## Countries we operate in

Iceland

## Seasons we operate in

Spring   Summer   Autumn   Winter

## Product types and activities we are offering

Biking   Canoeing/ kayaking   Christmas & New Year

Culture Through our guides, Icelandia offers authentic cultural experiences that connect travelers with Iceland's  
Exclusive/ luxury accommodation

Hiking /trekking (longer hikes, mountain hikes etc.)   Luxury products   Northern lights safaris

Snowmobile safaris   Spa/ sauna/ wellbeing   Sustainable products   Wilderness adventures

Other ATV, Buggy, Dive, Snorkeling, Volcano tour, Eclipse tour 2026, Hop on and Hop off, Multi day Tours

Írena Pálsdóttir  
Service Manager @ Icelandia  
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# Innovation Norway / Visit Norway

OSLO  
Norway

<https://www.innovasjon norge.no> / [www.visitnorway.com](http://www.visitnorway.com)  
[siri.tallaksen@innovasjon norge.no](mailto:siri.tallaksen@innovasjon norge.no)



## Type of Company

Tourism organization (DMO)

## Company Description

Innovation Norway -tourism section, (Visit Norway), is Norway's National Tourism Board. We promote Norway as a year-round travel destination. We drive demand through strategic B2B and B2C initiatives. We have local offices in Europe (UK, SE, DE, FR, IT, ES) and in the US. We also work B2B towards Asia, Latin Amerika, Denmark and Netherlands. Our B2B efforts include trade partnerships, sales campaigns, events, and training to strengthen distribution and increase export revenues for Norwegian tourism businesses.

## Please tell us how your business works sustainably

Innovation Norway / Visit Norway has developed a National labeling scheme for developing more sustainable tourism destinations.

The label indicates that the destination is working systematically to develop tourism in a more sustainable way:

Reduce negative environmental and social impacts

Preserve cultural heritage

Improve local economic benefits

Engage local communities in tourism planning

Destinations are evaluated every three years and must show measurable progress

<https://www.visitnorway.com/plan-your-trip/green-travel/sustainable-destinations/>

## Eco certification and organization memberships

Eco-Lighthouse/ Miljøfyrtårn (NO)

## Networking Profile

### Our Services

Norway's National Tourism Board \_ B2B departement. We aim to connect suppliers of Norwegian tourism products to relevant international B2B sales channels in our priority markets. We do so mostly by arranging events, workshops, famtrips and by participating in B2B fairs.

### Countries we operate in

Denmark

Norway

Sweden

### Seasons we operate in

Spring

Summer

Autumn

Winter

### Product types and activities we are offering

Biking

Canoeing/ kayaking

Cottage/ cabins

Culture

Food experiences

Hiking/ trekking (longer hikes, mountain hikes etc.)

Historical accommodation, such as Manor Houses or Castle

Hotel

Husky / dog sledding

Igloo

Northern lights safaris

Snow hotel

Snowmobile safaris

Spa/ sauna/ wellbeing

Sustainable products

Unique in nature accommodation

Wilderness adventures

## Person Profiles

Siri Tallaksen

Senior consultant - B2B Tourism @ Innovation Norway / Visit Norway  
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95221491

# Invisible Forest Lodge

Rovaniemi  
Finland

<https://www.invisibleforestlodge.com>  
[sales@invisibleforestlodge.com](mailto:sales@invisibleforestlodge.com)



## Type of Company

Hotel

## Company Description

Invisible Forest Lodge & Spa is an adults-only luxury resort in Rovaniemi, Lapland, featuring mirror-glass Invisible Suites with private sauna and outdoor hot tub. The lodge offers a panoramic Arctic spa with outdoor lagoon, fine dining, Aurora Dome dinners and signature bathrobe dining. Just 7 min from Rovaniemi centre, with all major activities within 20 min. Ideal for FITs, couples, and honeymooners seeking refined Arctic comfort in nature.

## Please tell us how your business works sustainably

Invisible Forest Lodge is committed to sustainable luxury in the Arctic. Built with minimal environmental impact, the mirror-glass cabins blend into nature and use energy-efficient systems. The lodge prioritizes local sourcing, low-emission logistics, and year-round employment. Guests are encouraged to connect with nature respectfully, supporting a tourism model that preserves the silence, beauty, and balance of Lapland's wilderness.

## Sustainability intentions

We are currently in the process of applying for a certification

## Networking Profile

### Our Services

Luxury Invisible Forest Lodge resort in Rovaniemi, Lapland, offering:

- Mirror-glass Invisible Suites with private sauna and outdoor hot tub
- Arctic spa with panoramic sauna, hot tubs, outdoor lagoon pool and wellness rituals
- Fine dining restaurant and unique Aurora Dome dinner experiences
- Signature bathrobe dining concept

Room capacity 13 Invisible Suites for up to 4 people in Suite. Resort offer full take over for retreats and special groups, weddings and other events.

Adults-only concept runs mid-November to mid-April. Families are welcome from mid-June to mid-November.

Target groups:

- Winter (Nov–Apr): High-end FITs, couples, honeymooners, wellness travelers
- Summer (Jun–Nov): Nature-loving families, soft adventure seekers, eco-conscious travelers

### Countries we operate in

Finland

### Seasons we operate in

Spring Summer Autumn Winter

### Product types and activities we are offering

Exclusive/ luxury accommodation Food experiences Hotel Luxury products  
Spa/ sauna/ wellbeing Sustainable products Unique in nature accommodation

## Person Profiles

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Owner @ Invisible Forest Lodge  
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# Kakslauttanen & Utsjoki Arctic Resorts

Saariselka  
Finland

<https://www.kakslauttanen.fi/>  
[hotel@kakslauttanen.fi](mailto:hotel@kakslauttanen.fi)



## Type of Company

Attraction Hotel Hotel Chain - (head office)

## Company Description

Kakslauttanen Arctic Resort, a family-run gem in Finnish Lapland, is renowned for its iconic Glass Igloos, where guests can sleep under the mesmerizing Northern Lights. Nestled 250 kilometres (150 miles) north of the Arctic Circle and just a four-hour drive from the Arctic Ocean, this enchanting destination offers an otherworldly experience. Alongside our famous Glass Igloos, we feature unique Kelo-Glass Igloos, blending rustic charm with modern luxury.

Our resort is surrounded by the vast Urho Kekkonen National Park, providing the perfect backdrop for numerous unforgettable excursions, from reindeer and husky adventures to meeting Santa or panning for gold. In 2023, we proudly expanded with the launch of Utsjoki Arctic Resort, "A Drop of Paradise," located 450 kilometres above the Arctic Circle. This new property offers breathtaking views and is just an hour's drive from the Arctic Sea, where guests can experience the thrill of King Crab fishing. Our latest offerings include Scandinavia's largest Planetarium, an Art Gallery, a Glass Igloo sky bar, a home Brewery, a Ballroom, and a Design restaurant, all designed to provide a truly distinctive experience for our guests.

## Please tell us how your business works sustainably

At Kakslauttanen and Utsjoki Arctic Resorts, sustainability is at the heart of everything we do. Our resort buildings are crafted from naturally dead pine logs, preserving nature's balance. We rely heavily on renewable energy sources such as ground and air heating to minimize our environmental impact. Every detail is designed to respect the Arctic landscape while offering guests a luxurious and responsible stay.

## Eco certification and organization memberships

Sustainable Travel Finland

## Networking Profile

### Our Services

We offer unique Arctic accommodations and immersive Lapland experiences, specializing in our iconic Glass Igloos and Kelo-Glass Igloos designed for viewing the Northern Lights in comfort and style.

Our main products include luxury accommodation, adventure excursions (such as reindeer and husky safaris, Santa visits, gold panning, and King Crab fishing), and exclusive facilities like Scandinavia's largest Planetarium, an Art Gallery, a Glass Igloo sky bar, a home Brewery, a Design restaurant, and a grand Ballroom.

Our unique selling point (USP) is the seamless blend of authentic Lapland charm and modern luxury, set against the untouched wilderness of Finnish and Arctic Lapland.

We cater to a diverse clientele, including couples, families, honeymooners, luxury travelers, international tourists, and MICE (Meetings, Incentives, Conferences, and Events) groups looking for a truly extraordinary Arctic venue.

### Countries we operate in

Finland

### Seasons we operate in

Spring Summer Autumn Winter

### Product types and activities we are offering

Animal/ bird watching Biking Canoeing/ kayaking Christmas & New Year

Cottage/ cabins Culture Local Sami culture activities Exclusive/ luxury accommodation

Food experiences

Hiking /trekking (longer hikes, mountain hikes etc.)

Hotel

Husky / dog sledding

Igloo

Luxury products

Northern lights safaris

Photography

Snowmobile safaris

Spa/ sauna/ wellbeing

Sustainable products

Unique in nature accommodation

Wilderness adventures

## Person Profiles

Joti Nalluri

Director of Sales and Marketing @ Kakslauttanen & Utsjoki Arctic Resorts

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# Kemi Tourism Ltd - Experience 365

Kemi  
Finland

<https://www.experience365.fi>  
[anne.starck-antola@experience365.fi](mailto:anne.starck-antola@experience365.fi)



## Type of Company

Local DMC Other accommodation Seaside Glass Villas

## Company Description

Kemi Tourism Ltd, owned by the city of Kemi, is most known for operating Icebreakers Sampo & Arktis in winter season, but offering accommodation together with meeting & restaurant facilities all year round together with snow & ice experiences in Sea Lapland, Finland. Also acting as local DMC.

## Please tell us how your business works sustainably

Regarding our sustainability acts, please see more <https://experience365.fi/sustainability/>

## Eco certification and organization memberships

Green Key Sustainable Travel Finland

## Networking Profile

### Our Services

Icebreaker cruises from December to beginning of April, unique accommodation in Seaside Glass Villas by the sea all year round. In SnowCastle Area, SnowExperience365 and Gemstone Exhibition are open throughout the year. DMC services especially in the Sea Lapland, but also other areas of Finland.

### Countries we operate in

Finland

### Seasons we operate in

Spring Summer Autumn Winter

### Product types and activities we are offering

Other Icebreaker cruises, accommodation in Seaside Glass Villas, SnowExperience365, Gemstone Exhibition

## Person Profiles

### ANNE STARCK-ANTOLA

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Anne-Maria Moilanen

Sales and Reception Manager @ Kemi Tourism Ltd - Experience 365

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0447967486

# Keyguides Connect

Oslo  
Norway

<https://www.keyguidesconnect.com>  
[nick@keyguides.com](mailto:nick@keyguides.com)



## Type of Company

Technology

## Company Description

We are building a new technology platform to empower the connection between guides and those who are booking their services. It aims to dramatically improve allocation issues, guide management and the quality of service control for companies by reducing the need for middle men.

## Please tell us how your business works sustainably

We are not pursuing specific sustainability goals at the moment but remain focussed on being an ethically sound company with fair treatment to both our team and our customers. We are committed to equality and fairness across all regions and look to empower growth in local communities and humans connecting in real life.

## Sustainability intentions

No plans for the future

## Networking Profile

### Our Services

We have a technology platform that allows the booking of guides and tours via a job board or via guide profiles directly.

We aim to make the entire process more simple and a better experience for end customers to experience connection with guides.

Calendar connections and seamless booking and invoice management are already deployed and guides can create signature tour experiences that are also available for booking.

### Countries we operate in

Denmark

Estonia

Faroes

Finland

Greenland

Iceland

Latvia

Lithuania

Norway

Sweden

### Seasons we operate in

Spring

Summer

Autumn

Winter

## Person Profiles

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Karin Winnem  
COO/CMO @ Keyguides Connect  
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# Kuoni

Dorking  
United Kingdom

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[sacha.gardiner@kuoni.co.uk](mailto:sacha.gardiner@kuoni.co.uk)



## Type of Company

Tour Operator

## Company Description

Luxury tour operator specializing in FIT travel for Couples and families. Offering a large number of countries around the world.

## Please tell us how your business works sustainably

Our focus is working with hotels who have some sort of sustainability accreditation.

## Eco certification and organization memberships

Other Ethy Verified

## Networking Profile

## Our Services

FIT Travel mainly catering to Honeymooners but trying to extend our offering into Families. Currently no product in Scandinavia but looking to change this.

## Seasons we operate in

Spring

Summer

Autumn

Winter

## Person Profiles

Sacha Gardiner  
Senior Product Exec @ Kuoni  
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07583224596



# Kuoni Tumlare

Helsinki  
Finland

<https://www.kuonitumlare.com>  
[marju.niskanen@kuonitumlare.com](mailto:marju.niskanen@kuonitumlare.com)



## Type of Company

Incoming Agency Incoming tour operators Local DMC

Mice Operator

## Company Description

Kuoni Tumlare offers expert DMC services across Northern Europe, covering Finland, Sweden, Norway, Denmark, Iceland, and the Baltics. We handle leisure travel, tour series, meetings & events, FIT, ad hoc groups, and specialised business. With creative programs, insider knowledge, and flawless delivery, we bring exceptional experiences to life for our global partners.

## Please tell us how your business works sustainably

We operate sustainably by partnering with responsible suppliers, prioritising low-impact activities, local sourcing, and waste reduction. Kuoni Tumlare Finland is on the Sustainable Travel Finland path, aiming to complete it this year

## Sustainability intentions

We are currently in the process of applying for a certification

## Networking Profile

### Our Services

Will be updated

### Countries we operate in

Denmark Estonia Faroes Finland Greenland Iceland Latvia Lithuania  
Norway Sweden

### Seasons we operate in

Spring Summer Autumn Winter

### Product types and activities we are offering

Christmas & New Year Culture Historical accommodation, such as Manor Houses or Castle  
Hotel Husky / dog sledding Igloo Northern lights safaris Snow hotel  
Snowmobile safaris Spa/ sauna/ wellbeing Sustainable products Other

## Person Profiles

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# Le Frehindi

Paris  
France

<https://www.lefrehindi.fr/>  
[ceo@lefrehindi.com](mailto:ceo@lefrehindi.com)



## Type of Company

Tour Operator

## Company Description

Le Frehindi is a Paris-based international organization championing youth tourism through experiential learning, cultural exchange, and sustainability-driven programs. By organizing student exchanges, eco-immersion camps, internships, and global competitions, Le Frehindi fosters short-term youth mobility that emphasizes real-world engagement and community impact.

With a special focus on the Indian subcontinent and Europe, Le Frehindi connects schools and universities to promote cross-cultural understanding, language learning, and 21st-century skills. Programs such as the Alps to Himalayas Initiative (ALHI) offer students immersive experiences in nature, rural communities, and international campuses—encouraging them to think globally and act sustainably.

From exploring the eco-sensitivity of the Himalayas to navigating the green innovation hubs of Europe, Le Frehindi's youth-centered tourism model blends education, environmental responsibility, and soft skill development, nurturing a new generation of globally aware, socially conscious changemakers.

## Please tell us how your business works sustainably

Le Frehindi promotes sustainable youth development through its ALHI (Alps to Himalayas) project by connecting Indian and European students via eco-immersive programs in Uttarakhand. Activities include organic farming, rural teaching, zero-waste workshops, and skill-building with local youth. By blending cultural exchange, climate action, and digital empowerment, Le Frehindi fosters global citizens rooted in sustainability.

## Eco certification and organization memberships

Other ATOUT France's eco-tourism initiatives

## Networking Profile

### Our Services

We offer short-term youth mobility and exchange programs, summer and winter camps, and linguistic and skill development initiatives in Europe—especially focused on the Nordic countries. These programs aim to provide global exposure, cultural understanding, and practical skills to students through immersive international experiences.

### Countries we operate in

Denmark Estonia Norway Sweden

### Seasons we operate in

Spring Summer Winter

### Product types and activities we are offering

Culture Northern lights safaris Sustainable products Unique in nature accommodation

## Person Profiles

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+33601360996

# Ligula Hospitality Group

Göteborg  
Sweden

<https://www.ligula.se>  
[elisabet.brauste@ligula.se](mailto:elisabet.brauste@ligula.se)



## Type of Company

Hotel

## Company Description

Ligula Hospitality Group is a Swedish hotel company operating a range of brands, including ProfilHotels, Collection Hotels, Good Morning Hotels, Motel L, and Apartments by Ligula. With properties in Sweden, Denmark, and Germany, Ligula offers everything from full-service hotels to smart budget stays, focusing on quality, comfort, and great locations for both business and leisure travelers.

## Please tell us how your business works sustainably

Ligula Hospitality Group integrates sustainability into every aspect of its operations. We focus on reducing energy and water consumption, minimizing waste, and sourcing responsibly. Many hotels are eco-certified, and we partner with suppliers who share our commitment to the environment. We also engage in social initiatives, supporting local communities and promoting diversity and inclusion across our workforce.

All our Swedish hotels are certified according to Svensk Miljöbas, our environmental management system. This third-party certification ensures that we meet our sustainability commitments by providing a structured and clear framework for our systematic environmental work.

## Eco certification and organization memberships

Other Svensk Miljöbas

## Networking Profile

### Our Services

We offer hotel rooms, conference facilities, and spa services, and I am responsible for contracting Leisure.

### Countries we operate in

Denmark

Sweden

### Seasons we operate in

Spring

Summer

Autumn

Winter

### Product types and activities we are offering

Hotel

## Person Profiles

Elisabet Brauste  
Key Account Manager @ Ligula Hospitality Group  
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# Limited of Sweden

Askim  
Sweden

<https://www.limitedofsweden.se>  
[petra@limitedofsweden.se](mailto:petra@limitedofsweden.se)



## Type of Company

Incoming tour operators Local DMC Mice Operator

## Company Description

DMC Services & MICE Solutions

Organizing high-impact conferences, incentive trips, and corporate events that strengthen engagement and relationships.

Corporate Experiences

From internal culture-enhancing activities to externally focused networking events—with a consistently purposeful and strategic approach.

Guided Tours in Gothenburg

A blend of city tourism, industrial visits and other tailor-made group experiences.

Public Events

Events designed to enhance the local community's attractiveness, stimulate tourism, and support the business sector.

## Please tell us how your business works sustainably

We follow the principles of the West Sweden Sustainable Step:

As little unnecessary environmental impact as possible

Good for both residents and visitors

More visitors when and where places are not full

More full-time jobs and more resilient businesses

## Sustainability intentions

We plan to apply for a certification in the mid-term

## Networking Profile

## Our Services

We tailor make trips to Sweden and make all the clients bookings.

We are based on the WestCoast of Sweden but operate over the country.

We specialize in the pitoresque archipelago with tours, activities and food experience.

We focus also on activities for larger and smaller groups.

## Countries we operate in

Sweden

## Seasons we operate in

Spring Summer Autumn Winter

## Product types and activities we are offering

Animal/ bird watching Biking Canoeing/ kayaking Christmas & New Year

Cottage/ cabins

Culture Studytrips, guided tours, museum bookings, meet the local concept etc.

Exclusive/ luxury accommodation

Food experiences

Hiking /trekking (longer hikes, mountain hikes etc.)

Historical accommodation, such as Manor Houses or Castle

Hotel

Husky / dog sledding

Luxury products

Northern lights safaris

Photography

Snow hotel

Spa/ sauna/ wellbeing

Sustainable products

Unique in nature accommodation

Wilderness adventures

## Person Profiles

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# Maxximise Ltd

Glasgow  
United Kingdom

<https://www.maxximise.co.uk>  
[enquiries@maxximise.co.uk](mailto:enquiries@maxximise.co.uk)



## Type of Company

Technology

## Company Description

Where innovation meets exceptional service. As a leading provider of technology-driven solutions for the hospitality industry, we offer tailored services designed to support your operations and capture revenue that will be at risk of being lost. Our mission is to help businesses succeed by providing them with the expertise and reservation support they need to thrive in today's competitive market. It is all about revenue capture

## Please tell us how your business works sustainably

All 44 employees are home office based and we look to working in a paperless environment.

## Sustainability intentions

We plan to apply for a certification in the mid-term

## Networking Profile

### Our Services

We offer 3 main services that use state of the art technology and highly skilled professional reservation agents we capture inbound demand that is at risk of being lost. Missed phone calls, not responded to emails and abandoned web visitors all means lost revenue.

Overflow calls - When not answered at a property calls overflow to our team and we capture revenue. This year to date on average 2.2 % room occupancy has been added for each client.

Emailmaxx - Our research shows up to 30% of enquires not answered. Our technology provides data and management of the email or online enquiry form.

Abandoned web visitors - our booking support phone option gives the web visitor an opportunity to have their questions answered and delivers significant direct business for our hotel clients

### Seasons we operate in

Spring

Summer

Autumn

Winter

## Product types and activities we are offering

Other reservation support

## Person Profiles

Roddy Whiteford  
Founder @ Maxximise Ltd  
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44 7775606940

# Moder Oy

Helsinki  
Finland

<https://www.moder.fi/en>  
[matti@moder.fi](mailto:matti@moder.fi)



## Type of Company

Technology

## Company Description

Moder is a modern all-in-one hotel and activity management system (PMS) built for resorts and experience-driven properties. It uniquely supports both nightly and hourly bookings—covering everything from accommodations to guided tours, rentals, and dinners—in a single, easy-to-use platform. Designed by hoteliers, for hoteliers.

## Please tell us how your business works sustainably

Moder has its CO2 emissions for the company and the whole technology platform calculated and all emissions lowered. For example we use minimum emission cloud services, avoid flying for work and only offer vegetarian food in all events.

We also have a beta version CO2 calculator for our hotel and resort customers built in to the technology we provide.

## Sustainability intentions

We are currently in the process of applying for a certification

## Networking Profile

### Our Services

Meetings with

\* Hotels

\* Resorts

are interesting

### Countries we operate in

Estonia

Finland

Norway

Sweden

### Seasons we operate in

Spring

Summer

Autumn

Winter

## Person Profiles

Matti Ala-Outinen  
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+358503469441

# National Tourism Development Agency "Lithuania Travel"

Vilnius  
Lithuania

<https://www.lithuania.travel>  
[info@lithuania.travel](mailto:info@lithuania.travel)



## Type of Company

Tourism organization (DMO)

## Company Description

Lithuania Travel – National tourism development agency – aims to make Lithuania a first-choice destination for leisure, active, wellness and business travel. To do so, the agency develops new tourism products, provides business intelligence services to industry players and conducts marketing and PR outreach campaigns across 20+ markets. Lithuania Travel also facilitates new connections between international and local tourism businesses, helping co-create partnerships that deliver the best experiences for tourists of all kinds.

## Please tell us how your business works sustainably

Lithuania, and particularly Vilnius, is emerging as a leader in sustainable travel, with a growing focus on eco-friendly practices and initiatives. The city's designation as the European Green Capital for 2025 underscores its commitment to reducing its environmental impact and promoting sustainable living.

## Sustainability intentions

No plans for the future

## Networking Profile

### Our Services

Lithuania Travel – National tourism development agency – aims to make Lithuania a first-choice destination for leisure, active, wellness and business travel. To do so, the agency develops new tourism products, provides business intelligence services to industry players and conducts marketing and PR outreach campaigns across 20+ markets. Lithuania Travel also facilitates new connections between international and local tourism businesses, helping co-create partnerships that deliver the best experiences for tourists of all kinds.

### Countries we operate in

Lithuania

### Seasons we operate in

Spring Summer Autumn Winter

### Product types and activities we are offering

Animal/ bird watching Biking Canoeing/ kayaking Christmas & New Year  
Cottage/ cabins Culture Exclusive/ luxury accommodation Food experiences  
Hiking /trekking (longer hikes, mountain hikes etc.)  
Historical accommodation, such as Manor Houses or Castle Luxury products  
Unique in nature accommodation Other Wellness & SPA

## Person Profiles

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# Nordic Friend Marketing

Helsinki  
Finland

<https://www.nordicfriend.net/>  
[rixin@nordicfriend.net](mailto:rixin@nordicfriend.net)



## Type of Company

Technology Other type of company MARKETING

## Company Description

Founded in 2016 in Finland, Nordic Friend is a digital-era marketing, communications, and branding agency specializing in the Chinese market. It has offices in both Europe and China. Nordic Friend combines an international business mentality with Chinese know-how. We have planned, coordinated, and managed highly successful campaigns and social media presences for Nordic tourism brands in China, including DMOs, airports, museums, hotels, transportation, and more.

## Please tell us how your business works sustainably

Core of our team operations and the spirit of our served Nordic clients.

## Sustainability intentions

We plan to apply for a certification in the mid-term

## Networking Profile

### Our Services

Anything related to the China outbound tourism market. Digital marketing, B2B and B2C brand promotion, social media, and advertising for tourism brands.

Nowadays, from China, the new social media platform RedNote is opening up opportunities not just for relatively bigger players but also for SME-size tourism providers to gain presence and convert sales from China. This channel is not just for long-haul travellers from the Greater China Region, but also for millions of Chinese community living outside of China and even quite some USA users. Pin me up if you would like to know more :)

### Countries we operate in

Denmark Estonia Faroes Finland Greenland Iceland Latvia Lithuania  
Norway Sweden

## Person Profiles

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SIJING LI  
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# Nordic Tourism Collective

London  
United Kingdom

<https://www.nordictourismcollective.com/>  
[andy@nordictourismcollective.com](mailto:andy@nordictourismcollective.com)



## Type of Company

Other type of company

## Company Description

The Nordic Tourism Collective is an independent and collaborative network for the Nordic and Baltic tourism industry. Its aim is to facilitate in the sustainable development of tourism in the Nordic and Baltic regions.

## Please tell us how your business works sustainably

We are currently working on this

## Sustainability intentions

We are currently in the process of applying for a certification

## Networking Profile

### Our Services

Our brainstorming and networking cruise brings together Captains of the tourism Industry from across the Nordic and Baltic region together with leading European buyers, to inform, brainstorm, discuss and build lasting relationships

### Countries we operate in

Denmark Estonia Faroes Finland Greenland Iceland Latvia Lithuania  
Norway Sweden

### Seasons we operate in

Spring Summer Autumn Winter

### Product types and activities we are offering

Other Event Organiser

### Our products and services are suitable for the following types of tours

Other Tourism Services

### All group sizes we can handle

more than 90

## Person Profiles

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# Nordic Travel Solutions

London  
United Kingdom

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NORDIC  
TRAVEL  
SOLUTIONS

## Type of Company

Other type of company Marketing & Representation

## Company Description

We provide B2B market representation services for National Tourist Offices, DMOs, DMCs, Operators and hotels. NTS advises companies, associations, organisations and the public sector in external B2B marketing and communications.

## Please tell us how your business works sustainably

Nordic Travel Solutions offer a range of educational sustainability tours throughout the Nordic region that enable students to experience a sustainable future first-hand. All tours provide a balance of learning with relaxing and fun activities to provide the ultimate educational and cultural experience.

## Eco certification and organization memberships

GSTC Member

Other Terraverde Sustainability

## Networking Profile

## Our Services

We provide B2B market representation services for National Tourist Offices, DMOs, DMCs, Operators and hotels. NTS advises companies, associations, organisations and the public sector in external B2B marketing and communications. We combine both strategic and tactical marketing disciplines to meet your specific objectives. Activities include market research and positioning through our 'MarketCheck' service, email marketing, workshops and events, industry promotions, roadshows and third party media campaigns as well as industry training for marketing, product development and technology

## Countries we operate in

Estonia

Finland

Iceland

Latvia

Lithuania

Norway

## Seasons we operate in

Spring

Summer

Autumn

Winter

## Product types and activities we are offering

Other Representation and marketing services

## Person Profiles

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Communications and PR @ Nordic Travel Solutions  
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# NordicMarketing GmbH

Bochum  
Germany

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## Type of Company

Other type of company Tourism Marketing

## Company Description

NordicMarketing is a tourism marketing agency specialized in Northern Europe. Our mission is to connect Nordic tourism companies with tour operators from Central Europe.

## Please tell us how your business works sustainably

Responsibility in our operations:

Responsible office

NordicMarketing's office is almost paperless, and we strive to take responsibility into account in all our operations. We offer remote working opportunities to all employees and have significantly reduced the number of commutes to the office. We use local products and shops whenever possible. We use renewable energy.

Examples of responsible measures

Sales tours: NordicMarketing's sales tours are organised so that, whenever possible, travel within the target country is by train and public transport. NordicMarketing has decided to completely abandon domestic flights in Germany from 2019 onwards.

Responsibility as a theme in training: We also take the theme of responsibility into account in all our training. We explain the role and significance of responsibility in the international market and what certificates are used in the DACH market, for example, and what requirements tour operators in those markets have.

## Sustainability intentions

No plans for the future

## Networking Profile

### Our Services

Our trademark is bringing together Nordic tourism companies with relevant tour operators from the Central European market. Why is this so important? Because personal contact counts in German-speaking Central Europe.

We support our customers every step of the way. Our services are based on a broad network of high-quality contacts. Our market knowledge is always up to date. We use our experience and network to help tourism companies raise their product to an international level so that they can be successful in sales talks and sales events.

### Countries we operate in

Estonia Finland Iceland Latvia Lithuania Norway Sweden

## Person Profiles

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023454660555

# Nordis Travel ApS

København  
Denmark

<https://www.nordistravel.com/>  
[xf@nordistravel.com](mailto:xf@nordistravel.com)



## Type of Company

Incoming tour operators

## Company Description

WHO WE ARE

"Beyond Boundaries,  
Beyond Expectations"

Nordis Travel is a premier local DMC and incoming tour operator based in Copenhagen. We specialize in delivering exceptional travel experiences across Scandinavia, the Baltics, Iceland, and Greenland for both Leisure Travel and MICE Travel. With a global sales network and a diverse team of local experts, we cater to leading tour operators worldwide, ensuring every journey is safe, unique, and unforgettable.

Our aim is to guide discerning travelers on extraordinary expeditions beyond the ordinary, unlocking the wonders of remote and Arctic destinations that exceed all expectations.

## Please tell us how your business works sustainably

As an incoming tour operator, sustainability is at the heart of our operations:

Partner selection: We carefully choose partners who prioritize sustainability and share our values.

Longer stays, slower travel: We design programs that encourage guests to spend more time in one place, reducing unnecessary travel while creating deeper cultural connections.

Seasonal balance: We actively promote travel during the low seasons to extend tourism benefits year-round and reduce pressure on destinations during peak times.

Product redefinition: We continuously refine our products to highlight authentic experiences that fit the market while respecting cultural and environmental integrity.

Community engagement: We work closely with local communities, supporting suppliers who employ local staff, source local products, and use more local ingredients — ensuring tourism benefits the regions we operate in.

Responsible traveler education: We encourage our guests to adopt more sustainable behaviors, such as reducing food waste, respecting local customs, and making environmentally conscious choices during their travels.

Through these measures, we create travel experiences that support people, protect places, and preserve culture for the long term.

## Sustainability intentions

We plan to apply for a certification in the mid-term

## Networking Profile

### Our Services

Accommodation: Hotels across Scandinavia, the Baltics, Iceland, Greenland, and Poland suitable for groups, FIT, and MICE clients.

Transportation: Bus services, public transport partnerships (e.g., SJ, VY, VR), ferries, and cruise operators.

Dining & Catering: Restaurants and catering services that can handle groups, provide local ingredients, and

accommodate dietary requirements.

Experiences & Activities: Local excursions, cultural activities, adventure tours, city tours, and sightseeing experiences.

Guide Services: Professional guides for city tours, cultural experiences, adventure activities, and specialized programs.

Conference & MICE Services: Venues, meeting facilities, event logistics, and local support services.

Destination Management Organizations (DMOs): Collaborations for destination planning, marketing, and local coordination.

Sustainable & Local Products: Partnerships with suppliers that prioritize sustainability, local staff, and local products.

#### **Countries we operate in**

Denmark Estonia Faroes Finland Greenland Iceland Latvia Lithuania  
Norway Sweden

#### **Seasons we operate in**

Spring Summer Autumn Winter

#### **Product types and activities we are offering**

Animal/ bird watching Biking Canoeing/ kayaking Christmas & New Year  
Cottage/ cabins Culture dine with locals, arts , workshops  
Exclusive/ luxury accommodation Food experiences  
Hiking /trekking (longer hikes, mountain hikes etc.)  
Historical accommodation, such as Manor Houses or Castle Hotel Husky / dog sledding  
Igloo Luxury products Northern lights safaris Photography Snow hotel  
Snowmobile safaris Spa/ sauna/ wellbeing Sustainable products  
Unique in nature accommodation Wilderness adventures

#### **Person Profiles**

XIAOJING FU

Director of Operations & Contract @ Nordis Travel ApS

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# Northern Norway Tourist Board

Tromsø  
Norway

<https://nordnorge.com/en/>  
[alexia@nordnorge.com](mailto:alexia@nordnorge.com)



## Type of Company

Tourism organization (DMO)

## Company Description

The purpose of Northern Norway Tourist Board is to establish and further develop Northern Norway as a sustainable year-round destination, through market development and facilitating sales of Northern Norwegian tourism products. This is to the benefit of employment, settlement and general interests in Northern Norway.

## Please tell us how your business works sustainably

tbd

## Sustainability intentions

We plan to apply for a certification in the mid-term

## Networking Profile

### Our Services

tbd

### Countries we operate in

Norway

### Seasons we operate in

Spring

Summer

Autumn

Winter

### Product types and activities we are offering

Other

## Person Profiles

Alexia Diakaki  
Project Manager AETC @ Northern Norway Tourist Board  
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004793623711



# Osa Group (OsaBus)

Riga  
Latvia

<https://www.osagroup.ltd>



## Type of Company

Tour Operator Transport Travel Agency

## Company Description

Our 2 main brands at Osa Group is OsaBus and Dispo.Travel. OsaBus is a transportation company specializing in private bus and minivan rentals with professional drivers across Europe as well as other countries like US, Asia etc. We provide reliable and comfortable travel solutions for groups of all sizes, including corporate events, tours, airport transfers, and more. Dispo.travel is a B2B and B2C travel logistics platform offering streamlined solutions for managing group transportation services. We support travel agencies and operators by providing access to a wide network of transport providers, ensuring efficient and flexible travel arrangements across the World as well as other services like accommodations, guides etc.

## Please tell us how your business works sustainably

At OsaBus and Dispo.travel, we are committed to promoting more sustainable travel solutions. Our approach focuses on optimizing shared transportation to reduce the number of vehicles on the road, helping lower carbon emissions per passenger. We prioritize working with modern, fuel-efficient fleets that meet or exceed EU environmental standards.

Additionally, we actively promote group travel over individual transfers to support eco-friendly practices. Our digital-first operations minimize paper use, and we continually explore greener options within our network, including electric and hybrid vehicle availability where possible.

We believe that responsible travel is key to protecting our environment, and we strive to balance efficiency, comfort, and sustainability in everything we do.

## Sustainability intentions

No plans for the future

## Networking Profile

### Our Services

We offer private bus and minivan rentals with drivers for group travel, transfers, tours, and events across the World.

### Countries we operate in

Denmark Estonia Finland Iceland Latvia Lithuania Norway Sweden

### Seasons we operate in

Spring Summer Autumn Winter

### Product types and activities we are offering

Hotel Other Transportation services

## Person Profiles

Eva Rudzite  
Chief Operating Officer @ Osa Group (OsaBus)  
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+37128558728

# Polar Explorer Icebreaker / Arctic Explorer Icebreaker

Rovaniemi  
Finland

<https://www.icebreaker.fi>  
[info@icebreaker.fi](mailto:info@icebreaker.fi)



## Type of Company

Activity company

## Company Description

Polar Explorer and Arctic Explorer offer 2–3 hour icebreaker cruises on the frozen Bothnian Sea in Swedish Lapland. The adventure includes watching the icebreaking, walking on the ice, floating in survival suits, exploring the engine room, and guided tours through the ship's history. The 3-hour Polar Explorer cruise features ABBA party music on board, combining Arctic atmosphere with iconic Swedish pop. Cruising season starts from November 25th and ends on April 14th.

## Please tell us how your business works sustainably

Polar Explorer Icebreaker is committed to sustainable Arctic tourism. Our cruises operate on a fixed route to minimize environmental impact, and we follow strict fuel efficiency and waste management protocols. Educational onboard content raises awareness about the fragile Baltic Sea ecosystem, promoting responsible travel in the Arctic.

## Sustainability intentions

We are currently in the process of applying for a certification

## Networking Profile

### Our Services

2h and 3h authentic icebreaker cruises in Bothnian Sea. Easily reachable from Finnish and Swedish Lapland. Unique once-in-lifetime experience for international visitors combining interactive activities with Nordic atmosphere – including a unique ABBA-themed party cruise onboard the Polar Explorer. Target customers are organised groups and FITs. Adventure is suitable for any age and any physical condition (not wheelchair accessible).

### Countries we operate in

Finland Sweden

### Seasons we operate in

Spring Winter

### Product types and activities we are offering

Other Icebreaker cruise

## Person Profiles

Olga Robacha  
Managing Director @ Polar Explorer Icebreaker / Arctic Explorer Icebreaker  
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+358403522443

# Port of Roenne

Roenne  
Denmark

<https://www.portofroenne.com>  
[yag@portofroenne.com](mailto:yag@portofroenne.com)



## Type of Company

Other type of company Port

## Company Description

Port of Roenne A/S is the main commercial port on the Danish island of Bornholm, strategically located in the Baltic Sea. It serves as a vital transport hub for both cargo and passenger traffic, including ferries, cruise ships, and offshore wind projects. The port supports regional economic development and specializes in logistics, renewable energy infrastructure, and maritime services. Port of Roenne A/S is committed to sustainability and plays a key role in Denmark's green transition, particularly as a service hub for offshore wind farms in the Baltic region.

## Please tell us how your business works sustainably

1. Supporting Offshore Wind Energy
2. Green Port Infrastructure
3. Emission Reduction
4. Waste Management and Pollution Control
5. Sustainable Development Goals (SDGs)
6. Collaboration and Innovation

## Eco certification and organization memberships

ISO 14001

## Networking Profile

### Our Services

Attractive cruise destination in the Baltic Sea.

### Countries we operate in

Denmark

### Seasons we operate in

Spring

Summer

Autumn

### Product types and activities we are offering

Animal/ bird watching

Biking

Canoeing/ kayaking

Culture

Exclusive/ luxury accommodation

Hiking /trekking (longer hikes, mountain hikes etc.)

Sustainable products

Unique in nature accommodation

Wilderness adventures

## Person Profiles

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# Przezmorze.pl

Warszawa  
Poland

<https://www.przezmorze.pl>  
[jan.jakubaszek@przezmorze.pl](mailto:jan.jakubaszek@przezmorze.pl)



## Type of Company

Wholesaler

## Company Description

Przezmorze.pl is a leading wholesale supplier in the Polish tour operator market, specializing in ferry and hotel packages to Scandinavia. Powered by a proprietary B2B platform, the company streamlines calculations, bookings, execution, and settlements. Tour operators can access ready-made packages that combine services from multiple providers or create and price their own tailor-made programs. Przezmorze.pl is continuously seeking new suppliers to expand and diversify its offer.

## Please tell us how your business works sustainably

Przezmorze.pl works sustainably by carefully selecting partners who follow the principles of sustainable development. We prioritize collaboration with suppliers committed to environmentally friendly practices and responsible tourism. Additionally, by implementing advanced technology through our proprietary B2B platform, we automate key processes such as calculations, bookings, and settlements. This not only improves efficiency but also reduces paper usage, energy consumption, and the overall environmental footprint of our operations.

## Sustainability intentions

No plans for the future

## Networking Profile

### Our Services

Przezmorze.pl, as a wholesale supplier, offers packages combining ferry and air travel, hotels, and attractions through an innovative B2B online platform. Our clients are tour operators from across Poland, and we currently work with over 200 of them, sending more than 35,000 tourists to Scandinavia each year. We provide programs for various market segments, including youth groups, pilgrimage groups, individual travelers, and the MICE sector. At the same time, we carry out extensive marketing activities promoting Scandinavian destinations and our partners. We are actively seeking new suppliers to expand our offer with additional products and services.

### Countries we operate in

Denmark Estonia Finland Latvia Lithuania Norway Sweden

### Seasons we operate in

Spring Summer Autumn Winter

### Product types and activities we are offering

Christmas & New Year Food experiences Hotel Northern lights safaris

Other We work as B2B wholesaler on the Polish market

## Person Profiles

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# Royal DMC

Stockholm  
Sweden

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## Type of Company

Incoming Agency Incoming tour operators Local DMC

## Company Description

Royal DMC – Your Destination Management Partner in Scandinavia

Royal DMC is a full-service Destination Management Company specializing in creating exceptional travel, meeting, and event experiences across Sweden, Denmark, Norway, and Finland. With in-depth local knowledge, strong supplier relationships, and a passion for service, we design and deliver tailor-made programs that combine seamless logistics with memorable, authentic experiences.

From incentive trips, conferences, and corporate events to pre- and post-cruise programs, themed tours, and VIP arrangements, we take care of every detail — accommodation, activities, dining, transportation, entertainment, and beyond. Our team blends creativity with precision planning to ensure that each project reflects your goals, your brand, and the unique character of the destination.

## Please tell us how your business works sustainably

Sustainability is a journey, not a final destination.

By integrating eco-friendly practices into our destination management services, we actively contribute to preserving natural and cultural resources, enriching the visitor experience, and ensuring the long-term vitality of tourism destinations.

## Engagement and Responsibility

We believe in the power of awareness to drive meaningful change. Through transparent communication, we openly share our sustainability goals and progress, highlighting the importance of responsible transport choices and other impactful actions. By engaging with our stakeholders — customers, partners, and local communities — we cultivate a shared commitment to building a greener, more sustainable future.

## Eco certification and organization memberships

GSTC Member

## Networking Profile

### Our Services

We offer tailor-made destination management services across Sweden and Scandinavia, including group travel, corporate events, incentive programs, and shore excursions. Our services cover everything from accommodation, transport, and activities to full event planning and on-site coordination — all with a focus on high-quality experiences and sustainable practices.

### Countries we operate in

Denmark Finland Norway Sweden

### Seasons we operate in

Spring Summer Autumn Winter

### Product types and activities we are offering

Exclusive/ luxury accommodation Food experiences Hotel Luxury products

Other Transportation, group travel, corporate events, incentive programs, event planning, experiences and

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# Scandic hotels

Copenhagen SV  
Denmark

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[pernille.kjaersgaard@scandichotels.com](mailto:pernille.kjaersgaard@scandichotels.com)



## Type of Company

Hotel Chain - (head office)

## Company Description

At Scandic we welcome many international guests throughout the year at our approx 280 hotels located throughout the Nordic region - including Poland and Germany. We offer amazing accommodation in prime locations - whether you wish to experience the beautiful nature of the Nordics or the vibrant atmosphere in the Capitals.

We ensure all our guests have an enjoyable stay and a great night's sleep in our cozy bedrooms - and welcome everyone at our lovely bars and restaurants, offering both international and local cuisine.

At Scandic sustainability has been a big part of our DNA since 1993 - something we continue to focus on and further develop throughout our properties.

We will continue to expand our hotel portfolio in the coming years - and very much look forward to welcoming you and your guests to Scandic hotels soon!

## Please tell us how your business works sustainably

[www.scandichotels.com](https://www.scandichotels.com)

## Eco certification and organization memberships

Nordic Swan Ecolabel

## Networking Profile

### Our Services

Hotel accommodation and meeting and event facilities. Some hotels with Spa offering.

### Countries we operate in

Denmark Finland Norway Sweden

### Seasons we operate in

Spring Summer Autumn Winter

### Product types and activities we are offering

Exclusive/ luxury accommodation Hotel Spa/ sauna/ wellbeing

## Person Profiles

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# Scandinavian Airlines System / SAS

Copenhagen  
Denmark

<https://www.flysas.com>



## Type of Company

Airline

## Company Description

Scandinavian Airlines System (SAS) is the flagship carrier of Denmark, Norway, and Sweden, and one of the most recognized names in European aviation. Founded in 1946 through a consortium of national airlines, SAS has grown into Scandinavia's leading airline. SAS serves over 125 destinations across Europe, North America, Asia, and Africa.

## Please tell us how your business works sustainably

SAS is deeply committed to sustainable aviation. The company is actively investing in sustainable aviation fuel (SAF), next-generation aircraft, and technology innovation to reduce carbon emissions. Its long-term goal is to achieve net-zero CO<sub>2</sub> emissions by 2050, positioning SAS as a leader in environmentally responsible air travel.

## Eco certification and organization memberships

ISO 14001

## Networking Profile

### Our Services

Corporate Travel Solutions:

SAS For Work: Tailored programs for companies with frequent travel needs, offering volume-based discounts, flexible booking options, and dedicated account management.

Corporate Contracting: Customized agreements for mid-to-large enterprises, including negotiated fares, route optimization, and travel data insights.

Group & Charter Services

Group Travel: Special pricing and coordination for business groups, conferences, and incentive trips.

Charter Flights: Bespoke flight solutions for corporate events, sports teams, or government delegations, with flexible routing and scheduling.

### Countries we operate in

Denmark

Estonia

Faroese

Finland

Greenland

Iceland

Latvia

Lithuania

Norway

Sweden

### Seasons we operate in

Spring

Summer

Autumn

Winter

### Product types and activities we are offering

Sustainable products

Other Airline

## Person Profiles

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# SERVICE-REISEN Heyne GmbH & Co. KG

Giessen  
Germany

<https://www.servicereisen.com>  
[info@servicereisen.com](mailto:info@servicereisen.com)



## Type of Company

Tour Operator Wholesaler

## Company Description

We are one of the largest Group Travel Wholesalers in Europe and the market leader in Germany. Advising our clients and partners has been our core focus for the last 50 years. Creating bespoke itineraries for groups with innovative ideas is what we do. Quality, performance and partnership are the main focuses for each one of our over 170 service travel employees whose job it is to make your group travel as easy as possible. You can get an overview of SERVICE-REISEN in our company presentation.

## Please tell us how your business works sustainably

CO2 neutral printing

## Sustainability intentions

We plan to apply for a certification in the mid-term

## Networking Profile

## Our Services

SERVICE-REISEN is a family-owned and financially solid company since 1973. That allows us to act independently and in the full interest of our customers.

We work with over 5.000 bus companies, travel agencies and tour operators all across Europe. More than 170 SERVICE-REISEN travel professionals are processing an average of 25.000 group tours for our travel partners per year. Your SERVICE-REISEN team provides the easiest way of tour operating for you.

We focus on reliable and consistent quality, exceptional and personal partnership and performance with high standards.

## Countries we operate in

Denmark Estonia Faroes Finland Greenland Iceland Latvia Lithuania  
Norway Sweden

## Seasons we operate in

Spring Summer Autumn Winter

## Product types and activities we are offering

Animal/ bird watching Biking Christmas & New Year Culture  
Exclusive/ luxury accommodation Food experiences  
Hiking /trekking (longer hikes, mountain hikes etc.)  
Historical accommodation, such as Manor Houses or Castle Hotel Husky / dog sledding  
Igloo Luxury products Northern lights safaris Photography Snow hotel  
Snowmobile safaris Spa/ sauna/ wellbeing Sustainable products  
Unique in nature accommodation Wilderness adventures

## Person Profiles

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# SMTM Vasamuseet Vrak Museum of Wrecks

Stockholm  
Sweden

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[annika.torstenson@smtm.se](mailto:annika.torstenson@smtm.se)



## Type of Company

Attraction

## Company Description

Vrak, Musum of Wrecks is the sister museum of The Vasa Museum.

Nowhere in the world are there as many well-preserved wooden wrecks as in the Baltic Sea, thanks to its brackish waters.

Vrak, Musum of Wrecks takes you on a deep dive to the bottom of the Baltic Sea and its historical remains. The wrecks remain on the bottom, but with the help of digital technology, their fascinating stories are brought to the surface. Take a dive without getting wet!

The exhibition "Vikings before Vikings", about the first vikings, recently opened at Vrak.

The museum is located on Djurgården in Stockholm.

## Please tell us how your business works sustainably

We are environmentally certified according to ISO 14001.

## Eco certification and organization memberships

Other

## Networking Profile

### Our Services

We offer a museum experience beyond the ordinary.

A museum visit that takes you under the surface of the Baltic Sea, where you can dive without getting wet and try different types of marine focus missions.

Combine your visit to Vrak, Museum of Wrecks with The Vasa Museum - we have an affordable combo ticket!

We also offer food and beverage packages, accommodating groups and individuals after hours upon request.

### Countries we operate in

Sweden

### Seasons we operate in

Spring

Summer

Autumn

Winter

### Product types and activities we are offering

Culture

## Person Profiles

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# Sokos & Radisson Hotels, Finland

Helsinki  
Finland

<https://www.sokoshotels.fi/en>  
[jarno.savolainen@sok.fi](mailto:jarno.savolainen@sok.fi)



## Type of Company

Hotel Chain - (head office)

## Company Description

SOKOS HOTELS – Happiness is our superpower!

Sokos Hotels is the most trusted, best-known, and responsible hotel chain in Finland. We have a total of 49 hotels, spanning from the southern part of Finland to Lapland. Sokos Hotels offers three distinct hotel types to cater to the diverse needs of travelers.

In addition to Sokos Hotels, we have high-quality and comfortable Radisson hotels in Finland's largest cities.

## Please tell us how your business works sustainably

At Sokos Hotels, we follow the S Group's responsibility program. One of its main goals is to turn our operations carbon negative by the end of 2025.

To achieve carbon negativity, we have already largely switched to using renewable energy and electricity. Some of our hotels produce energy for their own use and the grid, for example, with solar panels.

The average amount of carbon emissions at Sokos Hotels in Finland is 31 kg CO<sub>2</sub> per room night, including breakfast. This figure includes Scope 1 & 2 emissions.

85 percent of the emissions come from breakfast. This also includes the logistics of food from the producer country to the logistics center and from there to the farthest hotel in Finland. Already 80 percent of the food we offer is of Finnish origin.

We work to make every hotel and restaurant visit equal and accessible. Almost every Sokos Hotel has accessible rooms.

We take care of our own. We employ over 1,300 of our own employees. We are one of the largest hotel chains in Finland and invest in our role as a fair, value-based employer.

All our hotels meet the strict criteria of the Green Key certificate and the Sustainable Travel Finland label.

In the 2025 Sustainable Brand Index survey, which maps perceptions of responsibility, Finns rated Sokos Hotels as Finland's most responsible hotel chain brand for the 13th consecutive time.

## Eco certification and organization memberships

Green Key

Sustainable Travel Finland

## Networking Profile

### Our Services

We offer high-quality hotel accommodation and hospitality services across Finland, including both leisure and business travel solutions. Our portfolio covers centrally located city hotels, resorts and long-stay options, complemented by tailored group, meeting and event services.

### Countries we operate in

Estonia

Finland

### Seasons we operate in

Spring

Summer

Autumn

Winter

## Product types and activities we are offering

Hotel

Spa/ sauna/ wellbeing

### Person Profiles

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# Stiftelsen Skansen

Stockholm  
Sweden

<https://skansen.se/>  
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## Type of Company

Attraction

## Company Description

Skansen is the world's oldest open-air museum and the most visited tourist attraction in Stockholm.

Skansen portrays Swedish nature and cultural history with both a museum and a zoo.

## Please tell us how your business works sustainably

As one of Sweden's premier tourist destinations and a responsible employer and partner, we recognize the importance of leading by example. Our work aligns with global and national sustainability goals, particularly those outlined in the UN's Agenda 2030.

For several years in a row Skansen has been named Sweden's most sustainable brand in the travel and tourism industry in the SustainableBrand Index.

## Eco certification and organization memberships

Other

## Networking Profile

### Our Services

Visit to the museum  
Guided tours  
Zoo  
Events and festivities  
Christmas market

### Countries we operate in

Sweden

### Seasons we operate in

Spring

Summer

Autumn

Winter

### Product types and activities we are offering

Animal/ bird watching

Christmas & New Year

Culture Museum

Food experiences

## Person Profiles

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0708748654

# Strawberry

Stockholm  
Sweden

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[carl.clazon@strawberry.se](mailto:carl.clazon@strawberry.se)



## Type of Company

Hotel Hotel Chain - (head office)

## Company Description

Strawberry (former Nordic Choice Hotels) is one of Scandinavia's largest hotel chains with more than 240 hotels and counting. Our hotels are located in Norway, Sweden, Finland, Denmark, Lithuania and the Faroe Islands. We are a multi-branded company with hotel names such as Clarion, Quality, Comfort and Home Hotel. We also have Nordic Hotels & Resorts which is the largest collection of independent hotels in the Nordics. From vibrant city hotels to energizing mountain retreats. With a focus on hospitality we're aiming to be more than just a hotel. We have meetings and conferences, spas and more than 120 restaurants.

## Please tell us how your business works sustainably

Through many different areas.

The main areas are:

Diversity among employees

Ethical and sustainable trade in our supply chain

Local social responsibility in our community

Environment

Good, healthy and sustainable food

## Eco certification and organization memberships

Nordic Swan Ecolabel

## Networking Profile

### Our Services

Hotels, conferences, restaurants and spas.

Since we are a multi-branded company, we have something for everyone.

Everything from luxury resorts to vibrant city center hotels.

### Countries we operate in

Denmark Faroes Finland Lithuania Norway Sweden

### Seasons we operate in

Spring Summer Autumn Winter

### Product types and activities we are offering

Christmas & New Year Exclusive/ luxury accommodation Hotel Luxury products

Spa/ sauna/ wellbeing Sustainable products

## Person Profiles

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# Stromma Finland Oy Ab

Helsinki  
Finland

<https://www.stromma.com/helsinki/>  
[sales@stromma.fi](mailto:sales@stromma.fi)



## Type of Company

Activity company

Other type of company Sightseeing tours and experiences

## Company Description

Stromma Finland, part of the Stromma Group active across Northern Europe, offers sightseeing tours by bus and boat, guide services, and charter transport. It produces the Helsinki Card, granting access to top attractions and public transport. Key offerings include Helsinki Sightseeing cruises, winter bus tours, and summer Hop On Hop Off services. Stromma is known for reliable, engaged, and authentic experiences rooted in local culture.

## Please tell us how your business works sustainably

At Stromma, sustainability is integrated into everything we do. We support the UN Global Goals by promoting diversity and inclusion in our workforce, offering eco-friendly experiences, and working with local suppliers. We reduce waste through digital materials and responsible food choices, train our staff in sustainability, and actively minimize our environmental impact—on land and at sea. Together with our partners, we aim to create meaningful, responsible tourism that benefits both people and the planet.

## Eco certification and organization memberships

Travelife

## Networking Profile

### Our Services

Stromma Finland offers sightseeing tours by bus and boat, guide services, and charter transport. We serve both individual customers and groups, providing both scheduled and private tours. Products include scenic cruises in the Helsinki archipelago, City Sightseeing Hop On Hop Off bus tours in summer, and Helsinki Excursions bus tours in winter. The Helsinki Card offers access to top attractions and public transport.

### Countries we operate in

Denmark

Finland

Norway

Sweden

### Seasons we operate in

Spring

Summer

Autumn

Winter

### Product types and activities we are offering

Other Sightseeing tours, Archipelago Cruises, Helsinki Card, transport, guides

## Person Profiles

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# SX Consulting Group GmbH

Munich  
Germany

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[i.schwoll@sx-consulting.com](mailto:i.schwoll@sx-consulting.com)



## Type of Company

Tour Operator

## Company Description

Passion. We burn for what we do. Maybe that's why our roots are in motorsport, because that's the key to our success. Passion is what drives us to think creatively and makes us flexible, solution-oriented and versatile. One thing is always very important to us: being authentic. You can talk to us at any time and we are up for (almost) any kind of fun. This is also what creates the special atmosphere in the team and at our events/incentive trips.

Once you have worked with SX, you will quickly become part of the family. As a result, we have a large network in various industries. We are pleased to be able to bring people together on this basis. This happens, for example, during a fuel conversation in our SX Lounge at the Nürburgring or after a day in the snow during our adventures in Northern Europe.

The most important thing for us when working with our customers: That they are as enthusiastic as we are. You tell us what you need and we take care of it. Everything from one point of contact.

## Please tell us how your business works sustainably

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## Sustainability intentions

No plans for the future

## Networking Profile

## Our Services

Join us on an unforgettable journey and immerse yourself in an adventure paradise of snow and ice - SX is your partner for unforgettable experiences in the Nordics. Together with locals, we will show you the hidden treasures of Europe's last wilderness and accompany you on this extraordinary journey. With our partner companies in Northern Europe, you can experience an action-packed snowmobile tour through snow-covered forests, an adrenaline-filled drifting experience with ice buggies on frozen lakes, unforgettable husky tours through the untouched winter wonderland, sit together under the Northern Lights around a crackling campfire and reminisce, or simply unwind in our Arctic Spa. And all from one single point of contact!

## Countries we operate in

Denmark Finland Norway Sweden

## Seasons we operate in

Spring Summer Autumn Winter

## Product types and activities we are offering

Animal/ bird watching Biking Christmas & New Year Cottage/ cabins Culture

Exclusive/ luxury accommodation Food experiences

Hiking /trekking (longer hikes, mountain hikes etc.) Hotel Husky / dog sledding Igloo

Northern lights safaris Photography Snow hotel Snowmobile safaris

Spa/ sauna/ wellbeing Unique in nature accommodation Wilderness adventures

## Person Profiles

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# TAC IT Nordic Oy

Espoo  
Finland

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## Type of Company

Technology

## Company Description

We help you boost your Spa & Activity Sales.

TAC | The Assistant Company designs cutting-edge solutions for the complex demands of the spa, wellness and health as well as fitness and sport business.

By increasing sales through advanced online sales tools and digital signage solutions, and by streamlining typical spa and activity operations while allocating resources based on economic efficiency, the TAC solution delivers measurable improvements in both revenue and operational performance.

## Please tell us how your business works sustainably

At TAC, we are dedicated to supporting sustainability by offering software solutions that help businesses operate more efficiently and with greater environmental awareness. Our integrated tools—such as Reservation Assistant, Club Assistant, and Entry Assistant—enable streamlined processes that also contribute to reducing ecological impact. For instance, TAC's digital questionnaires eliminate the need for traditional paper forms, helping cut down on paper waste. Additionally, the "Surcharges" feature in the TAC Web-shop allows businesses to collect optional contributions—like climate fees—directly from guests or members, further supporting sustainable initiatives.

Sustainability is also embedded in our internal practices. By encouraging remote work, we help reduce emissions from commuting, and by sourcing local produce, we support regional economies and lower the carbon footprint associated with transportation.

In 2022, we introduced the GreenDay Challenge, a company-wide initiative aimed at raising environmental awareness and promoting eco-friendly habits. Employees were invited to leave their cars at home and instead cycle, walk, carpool, or use public transportation. The result: 290 kilometers of car travel avoided and over 60 kg of CO<sub>2</sub> saved—in just one day. This initiative not only demonstrated the power of collective action but also reinforced our long-term commitment to climate responsibility and sustainable business practices.

## Sustainability intentions

No plans for the future

## Networking Profile

## Our Services

We are an international Spa, Fitness and Activity solution provider with 1.300 clients globally.

Some of our clients are Grand Hotel Stockholm, Högbo Brukshotell, Hotel Britannia Trondheim, Steigenberger Alsis Spa & Fitness, Järvisydän Resort, Peurunka Resort, Swissotel and LaSpa in Estonia.

We offer a unique single/multi-property Spa/Activity solution, used on-site and on-line, that covers with one software

- treatment-, ritual-, activity-, courses-, rental- and event bookings
- ticket, gift card and product sales
- membership management
- access control/wristbands/cashless payment
- dynamic pricing
- 200+ integrations, e.g. various PMS's, Opera, MEWS, Infor, Protel, HotSoft, and BookVisit

Further details: [tacitnordic.com](https://tacitnordic.com)

**Countries we operate in**

Denmark

Estonia

Finland

Iceland

Latvia

Lithuania

Norway

Sweden

**Seasons we operate in**

Spring

Summer

Autumn

Winter

**Product types and activities we are offering**

Other Technology - solutions for Spa, Wellness, Fitness and Activity providers

## Person Profiles

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Managing Director @ TAC IT Nordic Oy  
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# Tallink Silja Line

Helsinki  
Finland

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## Type of Company

Ferry company

## Company Description

Tallink Grupp is the leading European provider of leisure and business travel and sea transportation services in the Baltic Sea region. We own and operate a fleet of 13 vessels under the strong brand of Tallink Silja Line. Our passenger market share in the Northern Baltic sea area is approximately 40%.

By holding a strong market share in the Baltic Sea region, we have establishing ourselves as a dominant player in passenger and cargo transportation. This leadership is reinforced by high brand awareness, with "Tallink Silja Line" brands being synonymous with quality, reliability, and innovation across the Group's home markets.

We operate a wide route network, connecting major destinations across the Baltic Sea region, including Estonia, Finland and Sweden, offering extensive and reliable transportation options for both passengers and cargo.

## Please tell us how your business works sustainably

Sustainability is our choice and our goal is clear: to increase our positive impact and reduce our environmental footprint in the Baltic Sea.

The clean sea is Tallink's most important resource and part of the business DNA code. By preserving nature, Tallink also preserves its field of activity, employees, partners, and other stakeholders. We are continuously investing in energy efficiency, emission reduction and new, more sustainable fuels. For us, sustainability is also about people's wellbeing. We want to offer safe and meaningful journeys for our passengers, our employees, and our partners.

In 2020, Tallink Silja Line became the first ferry company in the Baltic Sea region to receive the Sustainable Travel Finland label. The company is committed to offering a responsible way of travelling. Tallink Grupp also holds the ISO 14001 Environmental Management certification.

## Eco certification and organization memberships

Sustainable Travel Finland

ISO 14001

## Networking Profile

### Our Services

As a ferry company, we offer a wide range of travel and transport services in the Northern Baltic Sea region, including cruises, passenger and cargo transport, and hotel packages. Our products cater to both leisure and business customers, with routes connecting Finland, Sweden, and Estonia.

### Countries we operate in

Estonia

Finland

Latvia

Lithuania

Sweden

### Seasons we operate in

Spring

Summer

Autumn

Winter

### Product types and activities we are offering

Christmas & New Year

Exclusive/ luxury accommodation

Food experiences

Spa/ sauna/ wellbeing

Other CRUISES

## Person Profiles

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# TerraVerde Sustainability

London  
United Kingdom

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## Type of Company

Other type of company Sustainability consultancy

## Company Description

TerraVerde is the sustainability consultancy for travel, tourism & hospitality. A business friendly approach supports our clients to future proof to a low-impact future; manage resources & risk; plus meet global ESG regulation. We combine decades of tourism leadership with the know-how of professional advisory.

Services: ESG strategy planning; carbon measurement -company & travel products; upskilling teams; mitigating climate risk & over-tourism; supply-chain engagement & how to communicate.

## Please tell us how your business works sustainably

Sustainability and reducing the impact of our travel, tourism and hospitality clients is the complete focus of our work. We enable clients to operate with lower impact, start to decarbonise their operations and product, address risks from climate change, over-tourism and the growth of ESG related legislation.

## Eco certification and organization memberships

GSTC Member

## Networking Profile

## Our Services

TerraVerde are a full service provider of sustainability / ESG advice for travel companies. The company also delivers supporting products such as our one-of-a-kind JEM carbon calculator - focused upon measuring tours and holiday products for the B2B industry.

Decades of travel industry experience gives us the insights to apply to travel companies in a way that makes sense and gives clear line of sight in a complex area. This is combined with the expertise of professional consultancy know-how (Big 4 at an affordable cost).

Interested to meet: tour operators and travel agents, OTA's, DMC's, DMO's and destinations, visitor attractions, transport businesses, Travel Management Companies,

## Countries we operate in

Denmark Estonia Faroes Finland Greenland Iceland Latvia Lithuania  
Norway Sweden

## Seasons we operate in

Spring Summer Autumn Winter

## Product types and activities we are offering

Other Sustainability services

## Person Profiles

Patrick Richards  
Director @ TerraVerde Sustainability  
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+44 7468122224

# The Barö

Inkoo  
Finland

<https://www.thebaro.fi/en/>  
[info@thebaro.fi](mailto:info@thebaro.fi)



## Type of Company

Hotel

## Company Description

The Barö is a premium sustainable hotel in the Finnish archipelago, combining modern luxury with immersive nature experiences. Open year-round, we are certified by Sustainable Travel Finland (STF) and Green Key, reflecting our commitment to regenerative hospitality and low-impact design. The Barö offers serenity, values-based travel, and high-end service in one of the most beautiful marine environments in the Nordics.

## Please tell us how your business works sustainably

At The Barö, sustainability is embedded in everything we do—from our low-impact architecture to locally sourced menus and year-round operations that support the local community. We are certified by Sustainable Travel Finland (STF) and Green Key, and committed to regenerative hospitality, energy efficiency, waste reduction, and protecting the delicate marine environment that surrounds us.

## Eco certification and organization memberships

Green Key

Sustainable Travel Finland

## Networking Profile

### Our Services

I work at the intersection of sustainability, marketing, and technology. As the \*\*owner and head of marketing & sustainability at The Barö, I focus on regenerative hospitality and premium guest experiences. At Vastuu Group, I lead strategic marketing and communications for digital services that promote responsible business. I specialize in brand strategy, GenAI applications, and ESG-driven innovation for values-led companies and executive teams.

### Countries we operate in

Finland

### Seasons we operate in

Spring

Summer

Autumn

Winter

### Product types and activities we are offering

Biking

Canoeing/ kayaking

Exclusive/ luxury accommodation

Food experiences

Hiking /trekking (longer hikes, mountain hikes etc.)

Hotel

Luxury products

Spa/ sauna/ wellbeing

Sustainable products

Unique in nature accommodation

## Person Profiles

Netta Paavoseppä  
Partner @ The Barö  
[netta@thebaro.fi](mailto:netta@thebaro.fi)  
+358445540350



# The National Museum of Denmark

Copenhagen  
Denmark

<https://www.natmus.dk/en>  
[jor@natmus.dk](mailto:jor@natmus.dk)



## Type of Company

Attraction

## Company Description

At the National Museum of Denmark you get the story of the ancestors who crossed the sea, plundered and traded. See the treasures the Vikings brought home from all over the world. See testimonies from the first people who lived here over 10,000 years ago to the first Dane in space. The National Museum has objects from major events in Denmark's history.

Children can play with history in the Children's Museum and hunt for Boredom Buttons, which make animals talk and exhibitions go up in smoke.

## Please tell us how your business works sustainably

As a governmental institution in Denmark, we are committed to working sustainably in all aspects of our work.

## Sustainability intentions

We plan to apply for a certification in the mid-term

## Networking Profile

### Our Services

We offer a long list of products at the National Museum, from individual visits and groups tours to large events.

### Countries we operate in

Denmark

### Seasons we operate in

Spring

Summer

Autumn

Winter

### Product types and activities we are offering

Christmas & New Year

Culture

## Person Profiles

Jacob Frandsen  
Sales Manager @ The National Museum of Denmark  
[jor@natmus.dk](mailto:jor@natmus.dk)  
+4541206871

# The Travel Experience Oy

Helsinki  
Finland

<https://www.travel-experience.net/>  
[info@travel-experience.net](mailto:info@travel-experience.net)



## Type of Company

Incoming Agency Local DMC

## Company Description

The Travel Experience is a privately-owned award-winning Destination Management Company, PCO, and Tourism Consultancy with offices in Helsinki and Oulu, Lapland.

We handle a variety of incentive, conference, meeting, event, and leisure travel arrangements throughout Finland for a wide range of travel trade and corporate customers from all over the world, as well as consultancy and media services for both Finnish and overseas clients.

## Please tell us how your business works sustainably

The Travel Experience are intensely committed to sustainable tourism principles and have been awarded Travelife Certified certification, their highest sustainability award achievable for travel companies.

Product-wise, for FITs, our popular self-guided cycling tour package supports small local providers in the Finnish archipelago region. Together with a selected collection of packages with Sustainability as a theme, in various locations across the Nordic region, these sustainable-focused tours form the basis for our contributions to the John Nurminen Foundation, a charitable organisation protecting the Baltic Sea and its cultural heritage.

For groups, we have a dedicated selection of 'Sustainability in Action' programmes, which can be tailored for educational groups, companies, or those with a special interest in discovering sustainability in the Nordic region.

We are constantly re-focusing our supplier base to include as far as possible the most sustainability active we can, and give preference to those who have a Sustainability Label. We will share the steps to be taken towards sustainability with our suppliers as well as customers in order to increase knowledge and help people and companies to make the right decisions in their daily work towards sustainability. We will enable customers using our travel services to leave a positive legacy to the destination.

## Eco certification and organization memberships

Travelife

## Networking Profile

### Our Services

As a full service DMC we tailor-make programmes for a variety of incentive, conference, meeting, event, and leisure travel arrangements throughout Finland for a wide range of travel trade and corporate customers from all over the world, as well as consultancy and media services for both Finnish and overseas clients.

### Countries we operate in

Estonia Finland Sweden

### Seasons we operate in

Spring Summer Autumn Winter

### Product types and activities we are offering

Biking Culture Exclusive/ luxury accommodation Food experiences

Historical accommodation, such as Manor Houses or Castle

Hotel Husky / dog sledding Igloo Luxury products Northern lights safaris  
Photography Snow hotel Snowmobile safaris Spa/ sauna/ wellbeing  
Sustainable products Unique in nature accommodation Wilderness adventures

#### Person Profiles

Steve Hart  
Managing Director @ The Travel Experience Oy  
steve.hart@travel-experience.net

# Tivoli Gardens

Copenhagen  
Denmark

<https://www.tivoli.dk/en>  
[ctr@tivoli.dk](mailto:ctr@tivoli.dk)



## Type of Company

Attraction

## Company Description

Tivoli Gardens founded in 1843 has become a national treasure and an international attraction. The Gardens is a unique mix of amusement park, dining area and performance venue . Tivoli has more than 60 restaurant and food outlets, ranging from gourmet style to delicious fast food. The magical and nostalgic rides are all designed to match Tivoli's architecture and gardens. We have 3 seasons Summer ,Halloween and Christmas. This is where the Danes come and amuse themselves.

## Please tell us how your business works sustainably

<https://www.tivoli.dk/en/about-tivoli/sustainability>

## Eco certification and organization memberships

Other Green Key-certification Hotel (Nimb, 2024)/ Green Attraction eco-certification in 2022

## Networking Profile

### Our Services

Our Sales department are experts at organizing groups dinner or events of all kinds for Groups/FIT/MICE. We are more than happy to provide a quote for everything you need - from meeting facilities, team building, guided tours and entertainment to transportation and accommodation. Let us improve your guest experience

### Countries we operate in

Denmark

### Seasons we operate in

Spring

Summer

Autumn

Winter

### Product types and activities we are offering

Christmas & New Year

Culture

Exclusive/ luxury accommodation

Food experiences

## Person Profiles

Cristina Torlini  
Senior Key Account Manager @ Tivoli Gardens  
[Ctr@tivoli.dk](mailto:Ctr@tivoli.dk)  
+45 22237206

# Tour Partner Group

Copenhagen  
Denmark

<https://www.tourpartnergroup.com>  
[vera.lett@tourpartnergroup.com](mailto:vera.lett@tourpartnergroup.com)



## Type of Company

Local DMC

Mice Operator

Tour Operator

## Company Description

Tour Partner Group is a group of leading B2B DMCs for the UK, Ireland, the Nordics and Baltics. We bring together more than 300 destination specialists, designing B2B travel for Groups and FIT. Along with our MICE division, HORIZONS by Tour Partner Group, we are the experts in creating authentic, impact conscious experiences and memories that last a lifetime. With offices in London, Edinburgh, Dublin, and Copenhagen, we proudly serve as destination specialists, uniquely positioned within the regions we promote. Count on us as your ideal partner in crafting European tours for the travel business. Our mission is to deliver personally tailored, authentic tours. Perfectly.

## Please tell us how your business works sustainably

At Tour Partner Group, sustainability is embedded across all areas of our business. We operate as a responsible Destination Management Company (DMC), committed to minimising our environmental footprint, supporting local communities, and ensuring strong ethical governance.

We are guided by the B Corp and Travelife frameworks, both of which shape our policies, actions, and measurements. In 2024, we improved our Greenstone ESG investor score from 55.1 to 68.5 (score: excellent), reflecting our year-on-year progress.

Environmentally, we offset all Scope 1 and 2 emissions and part of Scope 3 through our partner Ecologi. We have implemented sustainable office practices including the elimination of single-use plastics, default duplex printing, reusable merchandise for staff and guests, and a shift to digital communications and marketing. We monitor our energy and water usage, encourage low-impact travel within our programmes, and prioritise partnerships with like-minded, sustainable suppliers.

Socially, we have aligned policies across the Group, including maternity and paternity leave, anti-bribery, whistleblowing, DEI, and mental health support. We conduct annual staff engagement surveys and offer each employee a volunteering day to support local causes. Our hiring practices promote inclusivity, and we provide regular ESG and sustainability training to all staff.

Governance-wise, our ESG Committee – composed of representatives from each office – meets quarterly and reports into our Executive Team. We have a clear ESG action plan in place with regular progress reviews. All suppliers are required to sign our ESG Code of Conduct, and we have initiated supplier ESG surveys to promote greater transparency and collaboration across our supply chain.

We believe sustainable tourism is not just a responsibility but an opportunity to drive positive impact, and we are committed to continuous improvement and transparent reporting.

## Sustainability intentions

We are currently in the process of applying for a certification

## Networking Profile

## Our Services

Tour Partner Group is a group of leading B2B DMCs for the UK, Ireland, the Nordics and Baltics. We bring together more than 300 destination specialists, designing B2B travel for Groups and FIT. Along with our MICE division, HORIZONS by Tour Partner Group, we are the experts in creating authentic, impact conscious experiences and memories that last a lifetime. With offices in London, Edinburgh, Dublin, and Copenhagen, we proudly serve as

destination specialists, uniquely positioned within the regions we promote. Count on us as your ideal partner in crafting European tours for the travel business. Our mission is to deliver personally tailored, authentic tours. Perfectly.

#### Countries we operate in

Denmark Estonia Faroes Finland Greenland Iceland Latvia Lithuania  
Norway Sweden

#### Seasons we operate in

Spring Summer Autumn Winter

#### Product types and activities we are offering

Christmas & New Year Culture Exclusive/ luxury accommodation Food experiences  
Hiking /trekking (longer hikes, mountain hikes etc.)  
Historical accommodation, such as Manor Houses or Castle Hotel Husky / dog sledding  
Igloo Luxury products Northern lights safaris Photography Snow hotel  
Snowmobile safaris Spa/ sauna/ wellbeing Sustainable products  
Unique in nature accommodation Wilderness adventures

#### Person Profiles

Vera Lett  
Group Marketing & ESG Strategy Director @ Tour Partner Group  
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Anne Plænø  
Head of Contracting @ Tour Partner Group  
Anne.Plaenoe@tourpartnergroup.com  
+45 3842 5256

# Travco Corporation Ltd

London  
United Kingdom

<https://www.travco.co.uk/>  
[emarriott@travco.co.uk](mailto:emarriott@travco.co.uk)



## Type of Company

Wholesaler

## Company Description

Travco is a leading global hotel accommodation provider. Our core business focus is supplying hotel accommodation to the B2B travel industry. We partner with thousands of international hotels and are able to offer an outstanding selection of global hotel accommodation at advantageous privileged rates. Our clients can book hotels in sub 2 seconds connecting to our in-house system. The access is password protected and inventory only available to pre approved clients.

## Please tell us how your business works sustainably

Recycling and limiting paper usage.

## Sustainability intentions

No plans for the future

## Networking Profile

### Our Services

Travco provides global hotel accommodation to the B2B travel industry. Using our password protected platform, pre-approved agents can book thousands of hotels across the globe in a matter of seconds. Hotel rates are always packaged by the agent ensuring clean, confidential distribution.

### Countries we operate in

Denmark

Estonia

Faroese

Finland

Iceland

Latvia

Lithuania

Norway

Sweden

### Seasons we operate in

Spring

Summer

Autumn

Winter

### Product types and activities we are offering

Hotel

## Person Profiles

Ellie Marriott  
Hotel Contracts Executive @ Travco Corporation Ltd  
[emarriott@travco.co.uk](mailto:emarriott@travco.co.uk)  
+44 20 7864 6094

# Travel & Events Nordic Ways

Solna  
Sweden

<https://www.nordicways.se/>  
[hello@nordicways.se](mailto:hello@nordicways.se)



## Type of Company

Local DMC

## Company Description

Nordic Ways is a DMC and has established itself as a reliable provider in the corporate events and leisure market. A multilingual team ensures seamless communication and personalized service. We are based in Sweden and Brazil with offices in Stockholm, Kiruna and São Paulo. We offer unique services for conferences and events worldwide. Our global reach and expertise allow us to deliver customized and tailored incentives and leisure programs and activities in Sweden, Norway, Finland and Denmark.

## Please tell us how your business works sustainably

At Nordic Ways we promote responsible tourism by encouraging sustainable travel practices, minimizing environmental impact, and respecting local cultures. We offer eco-friendly tours and work with partners who share our values. Our goal is to support local communities and contribute to a more ethical and sustainable tourism industry for all.

## Sustainability intentions

We plan to apply for a certification in the mid-term

## Networking Profile

### Our Services

We specialize in tailoring unique travel experiences and unforgettable events and activities in the nordics, designing and executing bespoke and enriched experiences that really capture the essence of the Nordic countries for leisure, incentive and congress groups.

### Countries we operate in

Denmark Finland Norway Sweden

### Seasons we operate in

Spring Summer Autumn Winter

### Product types and activities we are offering

Exclusive/ luxury accommodation Food experiences Husky / dog sledding

Luxury products Northern lights safaris Snow hotel Snowmobile safaris

Unique in nature accommodation Wilderness adventures

## Person Profiles

Roberta Perez  
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[hello@nordicways.se](mailto:hello@nordicways.se)  
0768196524  
Monique Garcia  
Operations Director @ Travel & Events Nordic Ways  
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+46720197968



# Travel.Bee

1600 Sint-Pieters-Leeuw  
Belgium

<https://www.travelbee.be>  
[marylin@travelbee.be](mailto:marylin@travelbee.be)



## Type of Company

Tour Operator

## Company Description

Specializing in nature trips, soft adventure, off the beaten track experiences and always looking for special destinations to offer to our clients (FIT, singles, couples, families, friends, ..)

## Please tell us how your business works sustainably

giving preference to eco-friendly/ Green Key suppliers, working with local guides, offering local activities and experiences, special interest for ongoing projects toward rewilding, nature conservation, ...

## Sustainability intentions

No plans for the future

## Networking Profile

### Our Services

offering nature trips to FIT's, including outdoor activities and special experiences

### Countries we operate in

Denmark

Estonia

Faroes

Finland

Greenland

Iceland

Latvia

Lithuania

Norway

Sweden

### Seasons we operate in

Spring

Summer

Autumn

Winter

### Product types and activities we are offering

Animal/ bird watching

Biking

Canoeing/ kayaking

Cottage/ cabins

Culture city trips, city walking tours, special themed walking tours, 2 city combinations, ...

Food experiences

Hiking /trekking (longer hikes, mountain hikes etc.)

Hotel

Husky / dog sledding

Northern lights safaris

Photography

Snowmobile safaris

Spa/ sauna/ wellbeing

Sustainable products

Unique in nature accommodation

Wilderness adventures

## Person Profiles

Marylin LEUCKX  
Manager @ Travel.Bee  
[marylin@travelbee.be](mailto:marylin@travelbee.be)  
+32 478339614

# Trotting Soles Travel

Epsom  
United Kingdom

<https://www.trottingsoles.co.uk>  
[info@trottingsoles.co.uk](mailto:info@trottingsoles.co.uk)



## Type of Company

Tour Operator

## Company Description

Trotting Soles is a specialist tour operator offering journeys to places less travelled. Mindful travel is at the heart of everything we do. For us, it's not about ticking countries off a list, but about truly savouring the uniqueness of each destination. We curate immersive tours that encourage meaningful local interactions and authentic experiences, with the aim of creating a lasting positive impact, not just for our travellers, but for the communities we visit as well.

## Please tell us how your business works sustainably

Trotting Soles focuses on FITs and small-group travel to minimise environmental impact. We prioritise locally owned accommodations and services, and design itineraries that support community-based tourism. By working with local guides, promoting slower, more immersive travel, and encouraging respectful cultural exchange, we aim to ensure our trips contribute positively to the destinations we visit; economically, socially, and environmentally.

## Sustainability intentions

No plans for the future

## Networking Profile

### Our Services

Package Tours  
Short Breaks  
Unique experiences

### Countries we operate in

Estonia Faroes Greenland Latvia Lithuania Norway

### Seasons we operate in

Spring Summer Autumn Winter

### Product types and activities we are offering

Animal/ bird watching Christmas & New Year Culture History. archaeology, gastronomy  
Food experiences Historical accommodation, such as Manor Houses or Castle  
Unique in nature accommodation Wilderness adventures

## Person Profiles

Sunita Ramanand  
Director @ Trotting Soles Travel  
[sunita@trottingsoles.co.uk](mailto:sunita@trottingsoles.co.uk)  
07553709314

# Tulium AB

Stockholm  
Sweden

<https://tulium.se/>  
[admin@tulium.se](mailto:admin@tulium.se)



## Type of Company

Tour Operator

## Company Description

Tulium is a Tour Operator created after years of guiding in Sweden through Rainbow Tours Stockholm. Rainbow tours provides daily walking tours, museum visits and team building activities. Tulium takes high end customers on luxury experiences including private museum visits, full day excursions with chauffeur and yacht tours in the archipelago.

## Please tell us how your business works sustainably

Working towards electric vehicles for northern lights hunts.

## Sustainability intentions

We plan to apply for a certification in the mid-term

## Networking Profile

### Our Services

Tulium provides activities in both Sweden and Norway. In Norway we do northern lights tours in Tromsø and in Sweden we do walking tours in Stockholm. Rainbow tours does daily walking tours in Stockholm, and Tulium focuses in private luxury clients. Our market is both English and Spanish speakers on a daily basis, we have 25 guides and we can provide tours in many other languages. We hold the #1 position on TripAdvisor for Sweden and have won several prizes for best private tour company.

### Countries we operate in

Norway

Sweden

### Seasons we operate in

Spring

Summer

Autumn

Winter

### Product types and activities we are offering

Culture Museum visits

Food experiences

Luxury products

## Person Profiles

Arturo Ardao  
CEO @ Tulium AB  
[admin@tulium.se](mailto:admin@tulium.se)  
+46737239202  
Beatriz de Sotto  
COO @ Tulium AB  
[admin@rainbowtoursstockholm.com](mailto:admin@rainbowtoursstockholm.com)  
+46793575975

# Unique Hotels Estonia

Tallinn  
Estonia

[https://www.uhotelsgroup.com/  
reserv@uhotelsgroup.com](https://www.uhotelsgroup.com/reserv@uhotelsgroup.com)



## Type of Company

Hotel Chain - (head office)

## Company Description

Unique Hotels is a small group of lifestyle hotels. Unique Hotels operates with five hotels: Centennial Nexus Hotel Tallinn, The von Stackelberg Hotel Tallinn, Kreutzwald Hotel Tallinn and City Hotel Tallinn and Vihula Manor Country Club & SPA. The hotels themselves are located in genuine historical buildings, which have been beautifully renovated and offer a combination of historical ambiance, daring design and modern conveniences.

## Please tell us how your business works sustainably

We are operating a profoundly green concept with a strong focus on environmental friendly solutions in all aspects – from using natural materials in construction and design, energy-saving power solutions and local organic food served in our restaurants to 100% natural treatments in our SPAs.

## Sustainability intentions

We are currently in the process of applying for a certification

## Networking Profile

### Our Services

Unique Hotels is a small group of lifestyle hotels. The hotels themselves are located in genuine historical buildings, which have been beautifully renovated and offer a combination of historical ambiance, daring design and modern conveniences. All our hotels provide modern technology solutions, great gastronomic experiences with our „Unique breakfast“ and fine cuisine in our restaurant and lounges. Our unique Zen and Eco-SPAs will guarantee your well-being.

### Countries we operate in

Estonia

### Seasons we operate in

Spring

Summer

Autumn

Winter

### Product types and activities we are offering

Historical accommodation, such as Manor Houses or Castle

Hotel

Spa/ sauna/ wellbeing

## Person Profiles

Irma Tammaru  
Executive Assistant Manager @ Unique Hotels Estonia  
[irma.tammaru@uhotelsgroup.com](mailto:irma.tammaru@uhotelsgroup.com)  
+3725147937

Ingrid Sepp  
Marketing Manager @ Unique Hotels Estonia  
[marketing@uhotelsgroup.com](mailto:marketing@uhotelsgroup.com)  
+372 5308 1376

# Vasa Museum

Stockholm  
Sweden

<https://www.vasamuseet.se>  
[mathias.andersson@smtm.se](mailto:mathias.andersson@smtm.se)



## Type of Company

Attraction

## Company Description

The Vasa Museum in Stockholm Sweden. One of the most extraordinary museums in the World, is home to the royal flagship Vasa. Vasa sank in 1628 on its maiden voyage still in the Stockholm harbor. 333 years later it was successfully raised, preserved and restored by Swedish divers and scientists. Today Vasa is 98% original and on display in Scandinavia's most visited museum.

## Please tell us how your business works sustainably

Since 2009 the museum has been certified under the voluntary international environmental standard ISO 14001. The Swedish National Maritime and Transport Museums (SMTM), which the Vasa Museum is part of, has a sustainability policy which covers environmental, social and financial sustainability. Our sustainability policy acts as a support in the efforts to contribute to the Swedish National Environmental Quality Objectives and the UN Sustainable Development Goals, in agenda 2030.

## Eco certification and organization memberships

ISO 14001

## Networking Profile

### Our Services

The Vasa Museum, Scandinavia's most visited museum.  
The worlds only preserved 17th century ship. 98% original.  
FIT, groups, MICE, Incentive  
After hours you can arrange gala dinners, tours and receptions.

### Countries we operate in

Sweden

### Seasons we operate in

Spring

Summer

Autumn

Winter

### Product types and activities we are offering

Culture Museum

## Person Profiles

MATHIAS ANDERSSON  
Business Development Manager @ Vasa Museum  
[mathias.andersson@smtm.se](mailto:mathias.andersson@smtm.se)  
+46705094879

# Via Hansa & Borealis

Copenhagen  
Denmark

<https://www.viahansaborealis.com>  
[nelson.oliveira@viahansaborealis.com](mailto:nelson.oliveira@viahansaborealis.com)



## Type of Company

Incoming tour operators

Local DMC

## Company Description

Via Hansa & Borealis is a leading DMC and tour operator specializing in the Nordic and Baltic regions. With 30+ years of experience, we offer tailor-made travel, MICE, luxury programs, and guaranteed tours. Headquartered in Rovaniemi, Copenhagen, and Riga, we combine local expertise with a strong commitment to sustainability, delivering seamless, authentic experiences across Northern Europe.

## Please tell us how your business works sustainably

Via Hansa & Borealis is BIOSPHERE certified and committed to responsible tourism. We work with local suppliers who follow environmental and social best practices, reduce CO<sub>2</sub> emissions through smart logistics, promote off-season travel, and design programs that respect local cultures and ecosystems. We aim to create authentic, low-impact experiences for our guests.

## Eco certification and organization memberships

Other Biosphere

## Networking Profile

### Our Services

We offer high-quality travel experiences across the Nordic and Baltic regions, including tailor-made FITs, luxury travel, escorted tours, MICE programs, cruise services, and adventure travel. All products are designed with a focus on authenticity, creativity, and sustainability.

### Countries we operate in

Denmark

Estonia

Faroes

Finland

Greenland

Iceland

Latvia

Lithuania

Norway

Sweden

### Seasons we operate in

Spring

Summer

Autumn

Winter

### Product types and activities we are offering

Animal/ bird watching

Biking

Canoeing/ kayaking

Christmas & New Year

Cottage/ cabins

Exclusive/ luxury accommodation

Food experiences

Hiking /trekking (longer hikes, mountain hikes etc.)

Historical accommodation, such as Manor Houses or Castle

Hotel

Husky / dog sledding

Igloo

Luxury products

Northern lights safaris

Photography

Snow hotel

Snowmobile safaris

Spa/ sauna/ wellbeing

Sustainable products

Unique in nature accommodation

Wilderness adventures

## Person Profiles

Nelson Oliveira  
CEO @ Via Hansa & Borealis  
[nelson.oliveira@viahansaborealis.com](mailto:nelson.oliveira@viahansaborealis.com)  
+45 31270769

# Viking Line

Helsinki  
Finland

<https://sales.vikingline.com>  
[international.sales@vikingline.com](mailto:international.sales@vikingline.com)

**VIKING LINE**

## Type of Company

Ferry company

## Company Description

Viking Line is a cruise ferry company operating in the Baltic Sea area connecting the Finland and Åland Islands with Scandinavia and the Baltics on Tallinn-Helsinki, Tallinn-Stockholm, Helsinki-Åland Islands-Stockholm and Turku-Åland Islands-Stockholm routes all year around. M/S Birka Gotland cruise ship operates cruises from Stockholm to different destinations around Baltic Sea.

\*Established 1959

\*Head office in Mariehamn

\*Listed NASDAQ Helsinki since 1995

\*6 ships connecting Sweden, Finland and Estonia

\*2200 employees in 4 countries

## Please tell us how your business works sustainably

Through strong commitment and concrete measures to reduce its climate impact, Viking Line has become a leading player in the field of sustainable tourism. These measures have increased energy efficiency and reduced the amount of waste on all our ships. Our goal is to continuously reduce our carbon footprint and develop our operations towards a climate-neutral future.

## Eco certification and organization memberships

STF Member (SE)

## Networking Profile

## Our Services

Viking Line offers transportation in the Northern Baltic Sea with modern cruise ferries that carry both passengers and vehicles

\* Transportation (overnight and day sailings) for groups and FIT:s

\* 1-3 nights mini-cruises

\* Day cruises

\* International entertainment on board

\* Nordic and international kitchen and several restaurants

\* Shopping Worlds

\* High quality accommodation onboard

\* Archipelago Sauna & Spas incl. spa-treatments

\* Conference packages on board

\* Hotel accommodation and hotel packages

\* Services at destinations

## Countries we operate in

Estonia

Finland

Sweden

## Seasons we operate in

Spring

Summer

Autumn

Winter

## Product types and activities we are offering

Christmas & New Year

Cottage/ cabins

Exclusive/ luxury accommodation

Food experiences

## Person Profiles

Lauri Orpana

Sales and marketing Manager, International markets @ Viking Line

lauri.orpana@vikingline.com

+358406624767



# VILLA Copenhagen

Copenhagen  
Denmark

<https://www.villacph.com>  
[cecilie.philipson@villacph.com](mailto:cecilie.philipson@villacph.com)



## Type of Company

Hotel

## Company Description

Villa Copenhagen – Conscious Luxury in the Heart of Copenhagen

Villa Copenhagen is a five-star hotel housed in the city's former Central Post & Telegraph building, ideally located next to Tivoli Gardens and Copenhagen Central Station.

The hotel blends historic architecture with contemporary Danish design, delivering conscious luxury and authentic Nordic hospitality.

Accommodation includes a wide range of room categories - from stylish Standard Rooms perfect for short city breaks to spacious Family Rooms, elegant Deluxe Rooms, and signature Suites – including the 130 m<sup>2</sup> Shamballa Master suite located in the former Post Directors office.

### Highlights:

- Prime location for culture, shopping and dining
- 390 Guest rooms, including 6 signature suites
- 3 restaurants & 3 bars
- Rooftop terrace with heated pool & bar (open all year)
- 24-hour fitness, wellness & sauna
- Design shop in lobby
- RUG Bakery – serving organic bread, pastries & specialty coffee
- Strong sustainability commitment with zero-waste initiatives

Villa Copenhagen is a vibrant hotel where history, design, and modern comforts meet – offering travelers an unforgettable Copenhagen experience.

## Please tell us how your business works sustainably

The Villa Manifesto

Villa Copenhagen is determined to redefine the industry.

We want to be the best hotel for the world by taking full responsibility for our environmental footprint. This in a both physical as well as social way as we also urge to find better ways to do business for both people and planet.

For more information, please see link: <https://villacopenhagen.com/responsibility>

## Eco certification and organization memberships

Green Key

Nordic Swan Ecolabel

## Networking Profile

### Our Services

Why Villa Copenhagen?

Perfect location -next to Tivoli Gardens, Central Station, and Copenhagen's best shopping & dining.

Historic charm meets modern style – five-star luxury in the city's former Central Post & Telegraph building.

Accommodation for every traveler – from stylish Standard Rooms to the Signature Suites.

Year-round rooftop pool – heated and with stunning city views.

Foodie heaven – 3 restaurants, 3 bars, and the famous RUG Bakery loved by locals.

Sustainable stays – zero-waste initiatives and responsible luxury at every step.

**Countries we operate in**

Denmark

**Seasons we operate in**

Spring

Summer

Autumn

Winter

**Product types and activities we are offering**

Exclusive/ luxury accommodation

Historical accommodation, such as Manor Houses or Castle

Hotel

Spa/ sauna/ wellbeing

Person Profiles

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# Visit Bergen

BERGEN  
Norway

<https://www.visitbergen.com>  
[paal@visitbergen.com](mailto:paal@visitbergen.com)

BERGEN

## Type of Company

Tourism organization (DMO)

## Company Description

Bergen is the Heart of the Fjords and a UNESCO World Heritage City. The city offers spectacular adventures and a rich culture, perfect for any kind of holiday.

Visit Bergen is the official Tourist Board and Convention Bureau in the Greater Bergen Area. As a tour operator, you can rest assured that your program will be one that your guests will remember. The Visit Bergen team is happy to assist you in the planning process to ensure a successful trip for your clients.

## Please tell us how your business works sustainably

[https://en.visitbergen.com/meetings/Sustainability#\\_ga=2.107194368.348111151.1753169931-154404400.1740297642](https://en.visitbergen.com/meetings/Sustainability#_ga=2.107194368.348111151.1753169931-154404400.1740297642)

## Eco certification and organization memberships

Sustainable Destination (NO)

Eco-Lighthouse/ Miljøfyrtårn (NO)

## Networking Profile

## Our Services

Bergen is the Heart of the Fjords and a UNESCO World Heritage City. The city offers spectacular adventures and a rich culture, perfect for any kind of holiday.

Visit Bergen is the official Tourist Board and Convention Bureau in the Greater Bergen Area. As a tour operator, you can rest assured that your program will be one that your guests will remember. The Visit Bergen team is happy to assist you in the planning process to ensure a successful trip for your clients.

In the archipelago outside of Bergen there are lots of small communities that offer unique accommodation, good food, and fantastic nature-based activities.

## Countries we operate in

Norway

## Seasons we operate in

Spring

Summer

Autumn

Winter

## Product types and activities we are offering

Animal/ bird watching

Biking

Canoeing/ kayaking

Christmas & New Year

Cottage/ cabins

Culture

Exclusive/ luxury accommodation

Food experiences

Hiking /trekking (longer hikes, mountain hikes etc.)

Hotel

Luxury products

Photography

Spa/ sauna/ wellbeing

Sustainable products

## Person Profiles

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# Visit Finland

Helsinki  
Finland

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[heli.saari@businessfinland.fi](mailto:heli.saari@businessfinland.fi)



Visit Finland

## Type of Company

Tourism organization (DMO)

## Company Description

Finnish Tourist Board

## Please tell us how your business works sustainably

Visit Finland is coordinating the sustainability work in Finnish tourism.

## Sustainability intentions

We are currently in the process of applying for a certification

## Networking Profile

### Our Services

We are representing Finnish travel industry and provide destination info and cooperation to increase tourism to Finland.

### Countries we operate in

Finland

### Seasons we operate in

Spring

Summer

Autumn

Winter

### Product types and activities we are offering

Other Finland info

## Person Profiles

Heli Saari  
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# Visit Group

Gothenburg  
Sweden

<https://visit.com>  
[ludvig@visit.com](mailto:ludvig@visit.com)



## Type of Company

Technology

## Company Description

Visit Group provides smart software and technology for the experience and hospitality industry- enabling seamless operations, effortless room and ticket sales, tailored packaging of stays with experiences, and consistent revenue growth across channels.

## Please tell us how your business works sustainably

To be filled out.

## Sustainability intentions

We plan to apply for a certification in the mid-term

## Networking Profile

### Our Services

Visit Group provides smart software and technology for the experience and hospitality industry- enabling seamless operations, effortless room and ticket sales, tailored packaging of stays with experiences, and consistent revenue growth across channels.

### Countries we operate in

Denmark

Estonia

Faroes

Finland

Greenland

Iceland

Latvia

Lithuania

Norway

Sweden

## Person Profiles

Philip Andersson

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# Visit Lake Saimaa / Mikkeli Development Miksei Ltd

Mikkeli  
Finland

<https://www.visitsaimaa.fi/en/>



## Type of Company

Tourism organization (DMO)

## Company Description

Visit Lake Saimaa represents Lake Saimaa region, Finland's largest lake region. Saimaa's countryside is famous for its beautiful sparkling lakes, boundless green forests and vast archipelago. With thousands of miles of shoreline, charming lakeside resorts, villas and saunas and a great variety of activities, Lake Saimaa's preserved natural beauty makes it a stunning destination adored by both the locals and visitors.

## Please tell us how your business works sustainably

Visit Finland awards Sustainable Travel Finland label for hospitality companies that persistently and systematically work to promote sustainable tourism. The label is awarded to companies that fulfill the national criteria for sustainable tourism in Finland.

Currently 18 hospitality companies in the Saimaa Region have been awarded the STF label. Additionally, Puumala and Savonlinna region have the STF label for destination and Mikkeli region is in the process.

## Sustainability intentions

We are currently in the process of applying for a certification

## Networking Profile

## Our Services

Lake Saimaa region is one of Finland's hidden gems and an ideal destination for those seeking authentic nature, wellness, and cultural experiences.

Pure nature and tranquility – thousands of islands, serene waterways, and protected national parks  
Exclusive experiences – lakeside resorts, private villas and saunas, bed & breakfast, history, world class cultural events and nature & adventure tours with local hosts  
Easy connections – just a couple of hours from Helsinki, yet a world away of urban life  
Culinary delights – fresh local ingredients, lake fish, wild berries, and Finnish gastronomy

Our target groups:

FIT, small groups, high-end, mid-budget, educational groups, special interest groups, tour groups, adventure travelers, opera and classical music enthusiasts, slow travel, fly & drive

## Countries we operate in

Finland

## Seasons we operate in

Spring

Summer

Autumn

Winter

## Product types and activities we are offering

Animal/ bird watching

Biking

Canoeing/ kayaking

Christmas & New Year

Cottage/ cabins

Culture

Exclusive/ luxury accommodation

Food experiences

Hiking /trekking (longer hikes, mountain hikes etc.)

Historical accommodation, such as Manor Houses or Castle

Hotel

Spa/ sauna/ wellbeing

Sustainable products

Wilderness adventures

## Person Profiles

Heli Mende

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# Visit Northern Finland and Oulu

Oulu  
Finland

<https://www.visitoulu.fi>  
[yt@visitoulu.fi](mailto:yt@visitoulu.fi)

VISIT NORTHERN  
FINLAND

## Type of Company

Tourism organization (DMO)

## Company Description

Visit Northern Finland is a regional DMO for 11 destinations. We connect you with our DMCs and service providers and provide you with marketing support in our region.

## Please tell us how your business works sustainably

Oulu is a STF destination and Visit Oulu is a STF certified company.

## Eco certification and organization memberships

Sustainable Travel Finland

Other Green Office

## Networking Profile

## Our Services

Visit Northern Finland is a regional DMO for 11 destinations. We connect you with our DMCs and service providers and provide you with marketing support in our region.

## Countries we operate in

Finland

## Seasons we operate in

Spring

Summer

Autumn

Winter

## Product types and activities we are offering

Animal/ bird watching

Biking

Canoeing/ kayaking

Christmas & New Year

Culture

Food experiences

Hiking /trekking (longer hikes, mountain hikes etc.)

Historical accommodation, such as Manor Houses or Castle

Hotel

Husky / dog sledding

Igloo

Northern lights safaris

Photography

Snowmobile safaris

Spa/ sauna/ wellbeing

Sustainable products

Unique in nature accommodation

Wilderness adventures

## Person Profiles

Y.t. Kivisaari  
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# Visit Turku Archipelago

Turku  
Finland

<https://saaristo.fi/>  
[advisors@visitturkuarchipelago.fi](mailto:advisors@visitturkuarchipelago.fi)



## Type of Company

Tourism organization (DMO)

## Company Description

SAARISTO – The Archipelago of Finland

Where the city meets the sea, and every island shapes your story.

Home to the world's largest archipelago, Saaristo in Southwest Finland offers year-round experiences that blend vibrant city culture in Turku with peaceful island adventures. From local food and saunas to scenic cycling and island-hopping, Saaristo shapes you – quietly, for good.

Visit Turku Archipelago is the official DMO for the region.

## Please tell us how your business works sustainably

In the end of 2024 Visit Turku Archipelago was awarded with Visit Finland's Sustainable Travel Finland (STF) destination label. This is a recognition for our destination's tourism companies' long-term commitment to sustainable tourism. Furthermore, we have also received the EcoCompass certificate for our company.

In Saaristo, several businesses have received the STF label to underline their sustainable tourism practices. We recommend using these services - choosing them supports Saaristo's nature, culture, and a more sustainable travel economy in the region.

Furthermore, the City of Turku has the ambitious goal to be carbon neutral in 2029 when the city turns 800 years.

## Eco certification and organization memberships

Sustainable Travel Finland

Other EcoCompass

## Networking Profile

### Our Services

Visit Turku Archipelago is the official DMO for Turku – Finland's oldest city – and the unique Saaristo, the Archipelago of Finland with over 40,000 islands.

The destination offers cultural and culinary highlights, island-hopping, and nature-based activities – year-round. Products are available for both leisure and business travellers, for FIT and groups alike.

Explore our experiences: [saaristo.fi/saaristo-store](https://saaristo.fi/saaristo-store)

We are open to international travel trade collaboration and new production opportunities.

### Countries we operate in

Finland

### Seasons we operate in

Spring

Summer

Autumn

Winter

### Product types and activities we are offering

Biking

Canoeing/ kayaking

Culture

Food experiences

Hiking /trekking (longer hikes, mountain hikes etc.)

Luxury products

Spa/ sauna/ wellbeing

Sustainable products

## Person Profiles

Lotta Bäck

Senior Advisor, Travel Trade @ Visit Turku Archipelago

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Laura Kaijanto

Head of Sales @ Visit Turku Archipelago

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# Vitec Hotellinx Oy

Turku  
Finland

<https://www.vitec-hotellinx.com>  
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## Type of Company

Technology

## Company Description

Our services are built on the Hotellinx Cloud software, developed in Finland. Software includes tools for daily operational work, invoicing, marketing, as well as reporting and monitoring.

Hotellinx Cloud can be easily integrated with other systems and we can offer a comprehensive enterprise resource planning system for the entire hospitality sector — from cottage entrepreneurs to hotel chains and spa hotels. Our dedicated support and training people assists customers in their daily operations.

## Please tell us how your business works sustainably

We operate sustainably by developing and providing cloud-based software that enables efficient, resource-saving processes for the hospitality industry. Our Hotellinx Cloud system supports hotels, spas, and restaurants in managing their daily operations reliably and digitally, reducing the need for paper and manual workflows. As part of Vitec Software Group, we follow a long-term approach to sustainability, focusing on responsible growth, reducing environmental footprint, and empowering our people – all aligned with the UN Sustainable Development Goals and the European Green Deal.

## Sustainability intentions

We plan to apply for a certification in the mid-term

## Networking Profile

### Our Services

Hotellinx Cloud software, developed in Finland, covers hotels, spas, restaurants, and the services they offer. The software includes tools for daily operational work, invoicing, marketing, as well as reporting and monitoring.

Hotellinx Cloud can be easily integrated with other systems such as channel management, booking portals, and access control systems. We can offer a comprehensive enterprise resource planning system for the entire hospitality sector — from cottage entrepreneurs to hotel chains and spa hotels.

### Countries we operate in

Estonia Finland Norway Sweden

### Seasons we operate in

Spring Summer Autumn Winter

### Product types and activities we are offering

Other

## Person Profiles

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# Voyage Privé

Aix-en-Provence  
France

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[lcrouzier@voyageprive.com](mailto:lcrouzier@voyageprive.com)



## Type of Company

Tour Operator Travel Agency

## Company Description

Voyage Privé is a members-only travel agency offering exclusive, time-limited deals on premium holidays and luxury getaways. Founded in France in 2006, the company has become a leading player in online travel, operating in 9 international markets and offering curated travel experiences in over 150 destinations worldwide.

Driven by a bold ambition to reinvent luxury travel in the digital age, Voyage Privé combines strong marketing power, advanced data capabilities, and a passion for excellence, turning each trip into a unique experience, and each partnership into lasting value.

## Please tell us how your business works sustainably

At Voyage Privé, we are committed to making travel more sustainable by promoting eco-conscious partners, encouraging responsible tourism, and reducing our own environmental footprint. Through the Voyage Privé Foundation, we also support social and environmental initiatives that make a lasting impact.

## Sustainability intentions

No plans for the future

## Networking Profile

### Our Services

I am focused on continuing the growth of our destination and open to discussing new business opportunities. I work primarily with 4\* and 5\* hotels, offering premium city breaks as well as tours departing from Stockholm.

We promote our offers to a broad audience of 56 million members across 9 markets, providing hotels with strong marketing support to help fill rooms during their periods of need. We closely monitor performance and maintain a close, collaborative relationship with our suppliers, planning campaigns together to maximize results.

I am actively seeking long-term partnerships built on trust and mutual growth.

### Countries we operate in

Denmark Estonia Finland Iceland Latvia Lithuania Norway Sweden

### Seasons we operate in

Spring Summer Autumn Winter

### Product types and activities we are offering

Animal/ bird watching Biking Canoeing/ kayaking Christmas & New Year  
Cottage/ cabins Culture Exclusive/ luxury accommodation Food experiences Igloo  
Luxury products Northern lights safaris Snow hotel Spa/ sauna/ wellbeing

## Person Profiles

Lauren Crouzier  
Global Buyer Germany & Stockholm @ Voyage Privé  
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# Vuokatin Matkailukeskus Oy

Vuokatti  
Finland

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[aija.laukkanen@vuokatti.fi](mailto:aija.laukkanen@vuokatti.fi)



## Type of Company

Tourism organization (DMO)

## Company Description

Vuokatti Finland has the perfect harmony of nature, culture, and sports. The surroundings provide a wonderful setting for a varied list of activities. Fishing, hiking, kayaking, and cycling are popular in the summer months and dog sledding, reindeer farm visits, cross country skiing and downhill skiing in the winter. As a year-round destination Vuokatti offers plenty of activities regardless of the season.

## Please tell us how your business works sustainably

We are committed to developing and promoting sustainable tourism. In October 2024, Vuokatti Tourism Ltd, responsible of marketing and promoting the area, was granted the Visit Finland's Sustainable Travel Finland (STF) label, Vuokatti making it the seventh tourism area in Finland to receive this recognition. The STF label is awarded to tourism destinations where at least half of the businesses engaged in international tourism have certified their sustainability efforts and received the STF label. The Vuokatti tourism area attracts visitors throughout the year, and collaboration extends beyond municipal borders with the aim of serving tourists in the best possible way.

## Eco certification and organization memberships

Sustainable Travel Finland

## Networking Profile

### Our Services

The winter in Vuokatti is packed with pure white winter activities such as downhill skiing, cross-country skiing, walking & snowshoeing, husky safaris, Icelandic horse riding, snowmobiling, fat biking and ice fishing. In the summer, Vuokatti hosts a wide range of activities including hiking, mountain biking, golf by the lake, SUV safaris, swimming, canoeing, fat biking, fishing, climbing in the adventure park, bear watching & photography and husky safaris. As a year-round destination Vuokatti offers plenty of activities regardless of the season. National Parks Hiidenportti and Tiilikajärvi are located within one hour drive from Vuokatti.

We are looking for outbound operators, outdoor active companies looking for small, cozy holiday destinations offering a variety of nature activities for families, FITs and groups, for summer and/or winter seasons.

### Countries we operate in

Finland

### Seasons we operate in

Spring

Summer

Autumn

Winter

### Product types and activities we are offering

Animal/ bird watching

Biking

Canoeing/ kayaking

Christmas & New Year

Cottage/ cabins

Food experiences

Hiking /trekking (longer hikes, mountain hikes etc.)

Hotel

Husky / dog sledding

Northern lights safaris

Photography

Snowmobile safaris

Spa/ sauna/ wellbeing

Wilderness adventures

## Person Profiles

Aija Laukkanen

CEO at Vuokatin Matkailukeskus Oy, DMO in Vuokatti. Arctic Lakeland Finland sales team member @ Vuokatin Matkailukeskus Oy

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# Wandering Puffin LLC

Minneapolis  
United States

<https://www.wanderingpuffin.com>  
[jamie@wanderingpuffin.com](mailto:jamie@wanderingpuffin.com)



## Type of Company

Travel Agency

## Company Description

Wandering Puffin LLC is an independent travel agency based in the United States, but with a worldwide reach including the fact that the owner actually lives in Italy. The client base is pre-dominantly American, but also clients from other parts of the world. The focus of Wandering Puffin LLC is to create original built from the ground up experiences, so no two adventures are the same. The company has been in business since 2007 and the owner has been in the industry since 1997.

## Please tell us how your business works sustainably

As a small home based business, one of the most important things that I have done is to try to reduce the use of paper. All of my documents are electronic and I encourage my clients to not print anything out, as the e-documents I issue are able to be accessed on or offline.

## Sustainability intentions

We plan to apply for a certification in the mid-term

## Networking Profile

### Our Services

I am a small group and FIT Full Service Travel Agency, so I want to engage with potential new and existing partners that offer new and exciting experiences I can incorporate into the programs I create for my clients interested in the Nordics.

### Countries we operate in

Denmark Estonia Faroes Finland Greenland Iceland Latvia Lithuania  
Norway Sweden

### Seasons we operate in

Spring Summer Autumn Winter

### Product types and activities we are offering

Animal/ bird watching Biking Canoeing/ kayaking Christmas & New Year  
Cottage/ cabins Culture Exclusive/ luxury accommodation Food experiences  
Hiking/ trekking (longer hikes, mountain hikes etc.)  
Historical accommodation, such as Manor Houses or Castle Hotel Husky / dog sledding  
Igloo Luxury products Northern lights safaris Photography Snow hotel  
Snowmobile safaris Spa/ sauna/ wellbeing Sustainable products  
Unique in nature accommodation Wilderness adventures

## Person Profiles

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Rosa De Lillo  
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# wilderness Suomu Oy

Suomutunturi  
Finland

<https://suomutunturi.fi>  
[qian.yang-tirkkonen@unitours.fi](mailto:qian.yang-tirkkonen@unitours.fi)



## Type of Company

Attraction Hotel Other accommodation Aurora Villa and chalet

## Company Description

Deep in the middle of the forests and wilderness of Finnish Lapland you'll discover Suomutunturi, a peaceful luxury ski resort, situated on the Arctic Circle, at the foot of the ancient fell for which it's named. Suomu fell is 410m high, and has been home to Suomu ski centre since 1965, one of the first in Finland. Suomu Ski Resort has remained an authentic Lappish holiday resort, where the new luxury hotel has been developed with respect for the surrounding nature. Originally most popular with couples and small groups, Suomu has become a popular resort for families, as illustrated by the domestic reindeer that greet arrivals at the gate. What appeals to families is Suomu's mix of easy children's runs, where they can kept in sight from the hotel's sun terrace, with a wide range of traditional Lappish activities such as husky-sled and reindeer sleigh rides.

## Please tell us how your business works sustainably

We are committed to protecting the fragile Arctic environment by minimizing our ecological footprint and contributing positively to the local community. Our operations prioritize renewable energy sources, energy-efficient practices, and waste reduction at every level. We work continuously to reduce emissions and use eco-friendly materials wherever possible.

## Sustainability intentions

We plan to apply for a certification in the mid-term

## Networking Profile

### Our Services

4 star Accommodation hotel room and chalets  
Aurora villa  
Many kind of winter and autumn activities

### Countries we operate in

Finland

### Seasons we operate in

Spring Autumn Winter

### Product types and activities we are offering

Animal/ bird watching Biking Canoeing/ kayaking Christmas & New Year

Cottage/ cabins Exclusive/ luxury accommodation Food experiences

Hiking /trekking (longer hikes, mountain hikes etc.) Hotel Husky / dog sledding Igloo

Luxury products Northern lights safaris Photography Snow hotel Snowmobile safaris

Spa/ sauna/ wellbeing Sustainable products Unique in nature accommodation

Wilderness adventures

## Person Profiles

Deiv Saluts kij  
Senior Consultant @ wilderness Suomu Oy  
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# XperienceWonder AB

Stockholm  
Sweden

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[xperiencesthlm@gmail.com](mailto:xperiencesthlm@gmail.com)



## Type of Company

Local DMC Tour Operator

## Company Description

XperienceSthlm is a Stockholm-based travel and experience company offering personalized tours, cultural events, and local activities. Founded in 2023, it aims to connect visitors and locals through authentic, story-driven experiences that showcase the city's true spirit, history, and community.

## Please tell us how your business works sustainably

XperienceSthlm works with local businesses and suppliers to minimize the impact of their activities on the environment. We work with electric vehicles, such as electric boats for our tours, and we take our guests to restaurants and shops that source their products locally, to avoid distribution emissions. We also maintain a community-driven tourism approach so that locals are involved and heard from the earliest stages of tourism offer development and implementation. This ensures long-term cooperation and economic benefits for all local partners, rather than exploitative foreign interests conflicting with local ones.

## Sustainability intentions

We plan to apply for a certification in the mid-term

## Networking Profile

### Our Services

What we offer:

#### - Personalized Tours in Small Groups

Guided experiences featuring Stockholm's iconic sights, hidden gems, and local neighborhoods, all tailored to guests' preferences. Our focus is on customized itineraries to meet the specific travel interests and preferences of the guests. Our groups are small in size, up to a max of 10 guests.

#### - Unique Activities

Workshops, art tours, baking sessions, outdoor excursions, and other immersive events for a deeper connection with Stockholm.

#### - Community Connection Initiatives

Programs and events designed to foster bonds both among visitors and with local residents, creating a sense of communal experience. We work with local partners, such as museums and community centers, to create this type of cultural programming.

## Countries we operate in

Sweden

## Seasons we operate in

Spring Summer Autumn Winter

## Product types and activities we are offering

Christmas & New Year Culture Exclusive/ luxury accommodation Food experiences

Hiking /trekking (longer hikes, mountain hikes etc.) Luxury products Photography

Sustainable products Wilderness adventures

## Person Profiles

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