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Discovering Finland

DIGIMARKKINOINTIA
MATKAILUYRITYKSILLE

Helsinki Region 2024 yhteismarkkinointi

RAPORTTI

23.9.2024

www.discodigimedia.fi

www.discoveringfinland.com

Helsinki 2024 kampanjan tulokset

Kampanja-aika 4 kk: 5.5. - 5.9.2024

Kumppanit: Ateneum, Silja Tallink, LUOMUS - Luonnontieteellinen museo, Suomenlinna, Nuuksio (Visit Espoo, Haltia, Haltia Lake Lodge, Sea & Mountain Adventures), Sinebrychoffin taidemuseo, TAHTO Urheilumuseo, Adlerfelt Ravintola, Krapa ja Sea Life Helsinki.

META-MARKKINOINTI JA -MAINONTA

Kohderyhmä: ulkomaalaiset matkailijat (myös jo Helsingissä olevat kv-matkailijat)

Kohdennukset: Ranska, Saksa, UK, USA, Espanja ja Helsingissä vierailevat kv-matkailijat

Kampanjan sisältönä oli kampanjasivu, sekä artikkelit (englannin, saksan, ranskan ja espanjan kielellä).

Julkaisut Discovering Finlandin Facebook-sivustolla tavoittivat:

- Yhteensä kampanjan sai n. **980.000 näyttöä** (reach) organisoille yleisöille
- **NUUKSIO - omat julkaisut: n. 307 600 näyttöä** (reach) organisoille yleisöille
- Postaukset saivat suuren määrän jakoja ja tykkäyksiä
- Lisäksi tehtiin myös **reels- ja stories-julkaisuja**
- **NUUKSIO [oma Reels-video joka jaettiin myös Stories >>](#)**

Meta-mainonta tavoitti (tavoite: lukijoita artikkeleihin / kampanjan sivuille):

- n. **6.600 € Facebook-mediabudjetti**
- sai **706 105 mainosten näyttöä** (reach)
- Click rate **4,45 %**, Cost / any click **0,09 €**, Cost / click to article **0,17 €**
- **n. 43.944 lukijaa kampanjasivulle ja artikkeleihin**

JOHTOPÄÄTÖKSIÄ

- Kampanjalla tavoitettiin onnistuneesti kohdeyleisöt
- Kampanjan toimivuudesta kertovat mm. **korkea sitoutuminen (action rate & click rate) ja alhaiset kontaktihinnat**

FACEBOOK MAINONTA

Facebook kaikki maksettu mainonta

("traffic" -mainos - klikit - kampanjasivut ja artikkelit)

(FI on Helsingissä olevat turistit)

Country	Reach	Amount	Link clicks	Cost / link click	Clicks (all)	Click rate	Cost / click (all)	Video plays
ES	163 085	1131,75 €	13 126	0,09 €	22 188	4,64 %	0,05 €	321 025
FR	128 522	1108,90 €	8 053	0,14 €	11 927	4,50 %	0,09 €	85 504
GB	124 310	1112,20 €	6 126	0,18 €	10 624	3,77 %	0,10 €	113 023
DE	89 529	1100,54 €	5 131	0,21 €	11 090	5,17 %	0,10 €	142 056
US	88 588	1046,48 €	4 044	0,26 €	6 760	3,78 %	0,15 €	77 314
FI (Helsinki)	112 071	1101,28 €	7 464	0,15 €	17 265	5,59 %	0,06 €	176 838
TOTAL	706 105	6601,15 €	43 944	0,17 €	79 854	4,58 %	0,09 €	915 760

Laskeutumissivut (englanti, saksa, espanja ja ranska)

- **Kampanja-sivu:**
<https://www.discoveringfinland.com/things-to-do-in-helsinki/>
- **Yhteisartikkelit:**
 - [Family >>](#)
 - [Culture & Nature >>](#)
 - [Must Visit Destinations >>](#)

Discoveringfinland.com Helsingin kampanjan sivuilla - GA

(maksettu mainonta ja orgaaniset kävijät - "discoveringfinland" on maksettu mainonta)

Session medium	%Sessions
discoveringfinland	57.99%
organic	27.62%
referral	10.82%
(none)	3.44%
(not set)	0.13%

Country	Active users
1. Finland	26.6%
2. Spain	12.76%
3. United Kingdom	12.7%
4. France	11.31%
5. Germany	11.81%
6. United States	10.16%
7. Sweden	1.24%
8. Estonia	1.13%
9. Switzerland	0.75%
10. Austria	0.72%

Language	Active users
1. English	35.79%
2. Spanish	13.75%
3. German	13.42%
4. French	11.39%
5. Finnish	9.91%
6. Russian	1.81%
7. Catalan	1.21%
8. Swedish	0.96%
9. Chinese	0.82%
10. Dutch	0.68%

ESIMERKKEJÄ - FACEBOOK-POSTAUKSISTA

(linkit kampanjasivulle tai artikkeleihin)

Reach **29,909**
Higher than typical

Impressions **31,185**
Higher than typical

Interactions **475**
Higher than typical

Reach **11,632**
Higher than typical

Impressions **12,063**
Higher than typical

Interactions **343**
Higher than typical

Discovering Finland
Published by Pauliina Raitosola
· 15 July ·

Discover Helsinki. ✨ Experience this charming seaside city on the shores of the Baltic Sea! Explore quirky urban culture, lush green spaces 🌿, and coastal beauty. 😊 Connect with friendly locals and soak in the laid-back Nordic lifestyle. 🌞 Dive into endless experiences in the happiest capital, perfect for families. Explore parks, islands, and more. See what's going on this summer and check out our articles for more:
👉 <https://www.discoveringfinland.com/things-to-do-in-helsinki/>

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432 7 32

Discovering Finland
Published by Pauliina Raitosola
· 25 May ·

✦ A charming seaside city on the Baltic Sea, Helsinki combines quirky urban culture with lush green spaces and coastal nature. Friendly locals and the laid-back Nordic lifestyle make it one of the most relaxing cities to visit. Here are some unique destinations for your next holiday: 👉👉👉 <https://www.discoveringfinland.com/things-to-do-in-helsinki/>

🏰 Suomenlinna - Walk through history at this UNESCO World Heritage sea fortress.

🌿 LUOMUS - Explore the marvels of natural histor... **See more**

+10

Visit Raseborg and 294 others 3 38

ESIMERKKEJÄ - FACEBOOK-POSTAUKSISTA

Reach **17,453**
Higher than typical

Impressions **18,208**
Higher than typical

Interactions **175**
Higher than typical

Discovering Finland
Published by Pauliina Raitosola
· 24 May ·

Looking for the perfect destination for your next family getaway? Consider Helsinki, a city that effortlessly blends modernity with natural beauty, making it an ideal spot for a memorable family vacation. Safe and excellently served by a well-connected public transport system, Helsinki offers experiences to delight both young and old. The city is filled with open green spaces, creating a child-friendly environment with plenty of activities and attractions to keep everyone amused and happy. From interactive museums to scenic parks, Helsinki promises a fun-filled adventure for the entire family: <https://www.discoveringfinland.com/blog/exploring-helsinki-perfect-destination-family-fun/>

152 2 12

Reach **14,493**
Higher than typical

Impressions **14,599**
Higher than typical

Interactions **250**
Higher than typical

Discovering Finland
Published by Pauliina Raitosola
· 10 June ·

Discover Helsinki's cultural treasures through its remarkable array of museums and attractions, each offering a unique glimpse into Finland's rich heritage. From world-class art collections to captivating natural history exhibits, and from historic fortresses to interactive sports displays, Helsinki's cultural scene is both diverse and enriching. Helsinki's top cultural attractions promise to engage, educate, and inspire visitors of all ages: <https://www.discoveringfinland.com/blog/from-art-to-nature-8-top-cultural-destinations-in-helsinki/>

208 37

ESIMERKKEJÄ - META-MAINONTA (videomainokset)

Discovering Finland
Sponsored (demo) ·

¡Helsinki es un gran destino de vacaciones! Experimente la naturaleza, las hermosas islas del Mar Báltico, la cultura finlandesa, el diseño, los restaurantes, la arquitectura y más: <https://www.discoveringfinland.com/.../cosas.../>

DESCOVERINGFINLAND.COM
Descubre las atracciones populares en Helsinki >> Learn more

561

Discovering Finland
Sponsored (demo) ·

Helsinki ist ein großartiges Urlaubsziel! Erleben Sie die Natur, die wunderschönen Inseln der Ostsee, die finnische Kultur, Design, Restaurants, Architektur und mehr: <https://bit.ly/3XAA1DT>

DESCOVERINGFINLAND.COM
Erleben Sie Helsinki: Ein Top-Urlaubsziel >> Learn more

891

ESIMERKKEJÄ - FACEBOOK-POSTAUKSISTA - NUUKSIO

Reach **93,645** Higher than typical
 Impressions **96,511** Higher than typical
 Interactions **1,104** Higher than typical

Reach **25,361** Higher than typical
 Impressions **25,466** Higher than typical
 Interactions **262** Higher than typical

Discovering Finland
 Published by **Pauliina Raitosola**
 · 16 May ·

Nuuksio National Park 🌲 provides a retreat into the peace and quiet of the wild just 30 minutes from Helsinki city centre 📍. Nuuksio is a unique national treasure 🌟, and the third most popular national park in Finland 🇫🇮. Nuuksio is celebrating its 30-year anniversary in 2024 🎉, with a range of events being held throughout the year 📅.

One of the major attractions in Nuuksio National Park is The Finnish Nature Centre, Haltia 🏠, where you can learn about the vast diversity of Finnish nature from the south to the arctic north 🌍❄️. Visitors can also stop by Finland's most southerly reindeer park 🦌, spend a night in a lodge glamping tent 🏡, in an eco-hotel 🏠, or even a Tentsile tent suspended from trees 🌳. Nuuksio is easily reached by public transportation.

👉👉👉 <https://www.discoveringfinland.com/.../nuuksio-national-.../>
 👉👉👉 <https://www.visitespoo.fi/en/products/nuuksio-national-park>

Visit Espoo Haltia Lake Lodge Sea & Mountain Adventures Oy Haltia Suomen luontokeskus - The Finnish Nature Centre

👍❤️ 939 24 💬 99 ➦

Discovering Finland
 Published by **Pauliina Raitosola**
 · 31 May ·

Situated within the serene beauty of Nuuksio National Park, near Helsinki, 🌍📍 Sea & Mountain Adventures 🏠 and its Nuuksio Reindeer Park 🦌 invite travellers to experience a world of natural wonder and authentic adventures. 🌿🌟👉 <https://www.nuuksioreindeerpark.fi/en/home/>

🦌 Finland's southernmost reindeer park 🌲 offers an entrance fee that includes the chance to feed the reindeer and cosy up by a campfire in the atmospheric Lappish Teepee. 🏠 The park also offers tailored programs by reservation, such as Reindeer Yoga, hiking expeditions with reindeer, and finding lucky stones from the mining shelter. 💎

🍴 Dine at the White Reindeer Teepee Restaurant and savour the flavours of Finland amidst the tranquil beauty of nature. 🍷

🏠 Stay in the cosy log cabins, with magnificent views of Nuuksio National Park and direct access to marked forest trails from the yard. 🌲


🌿 Spend a night in the eco-friendly Igluhut. Watch, photograph, and feed reindeer lichen from the hut window. 🦌👉👉 <https://www.sma.fi/en/>

Sea & Mountain Adventures Oy Visit Espoo Visit Kirkkonummi

👍❤️ 233 4 💬 15 ➦

Reach **6,258** Higher than typical
 Impressions **6,317** Higher than typical
 Interactions **160** Higher than typical

Reach **5,227** Higher than typical
 Impressions **5,227** Higher than typical
 Interactions **87** Typical



Discovering Finland
 Published by [Pauliina Raitosola](#)
 · 22 May · 🌐






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🌿 Escape to the tranquility of Nuukso National Park, a mere 30 minutes away from the bustling city center of Helsinki! 🌿 Experience the wonders of Finnish nature at The Finnish Nature Centre, Haltia. Whether you're a nature enthusiast or seeking an adventure, Haltia offers a gateway to Finland's stunning landscapes. 🚶‍♀️ Embark on marked trails from Haltia, perfect for both leisurely strolls and longer hikes, and discover the beauty of the surrounding wilderness. 📄 <https://haltia.com/en/>

🔥 Haltia's captivating "Burn to be wild!" temporary exhibition is exploring the benefits of controlled burns on biodiversity and habitats. And don't miss the opportunity to dine at Haltia's restaurant, offering delectable dishes made with locally sourced ingredients and boasting stunning views of Nuukso National Park. 📄


📅 Join Haltia for Outdoor Saturdays every first Saturday of the month, where we provide inspiration and guidance for year-round hiking adventures. With a unique theme each month, there's always something new to discover! 🌲 <https://www.discoveringfinland.com/.../nuukso-national.../>

Haltia Suomen luontokeskus - The Finnish Nature Centre Haltia Lake Lodge Sea & Mountain Adventures Oy Visit Espoo Nuuksoin kansallispuisto - Noux nationalpark - Nuukso National Park Suomen kansallispuistot

147

7



Discovering Finland
 Published by [Pauliina Raitosola](#)
 · 26 August · 🌐

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🌲 Nestled in Nuukso National Park 🌲, just 30 minutes from Helsinki city centre, Haltia Lake Lodge is perfect for those seeking solace and rejuvenation in nature 🌲. 📄 <https://haltialakelodge.com/en-US/>






Haltia Lake Lodge offers a cozy retreat surrounded by the tranquil Nuukso Pitkajärvi lake and lush forests 🌲. Enjoy high-quality lodging with meticulously designed rooms and luxurious glamping tents that blend authenticity with contemporary comforts.

👤 Embark on your Nuukso adventure! From hiking, mountain biking, and kayaking to yoga 🧘, the activities cater to both overnight guests and day visitors. Book summer activities online from June 6th to August 26th.

Unwind in the Forest Lounge & Bar with a glass of wine 🍷 or local craft beer 🍺.

Read more: <https://haltialakelodge.com/en-US/>

Visit [Espoo Sea & Mountain Adventures Oy Haltia Lake Lodge Haltia Suomen luontokeskus - The Finnish Nature Centre](#)

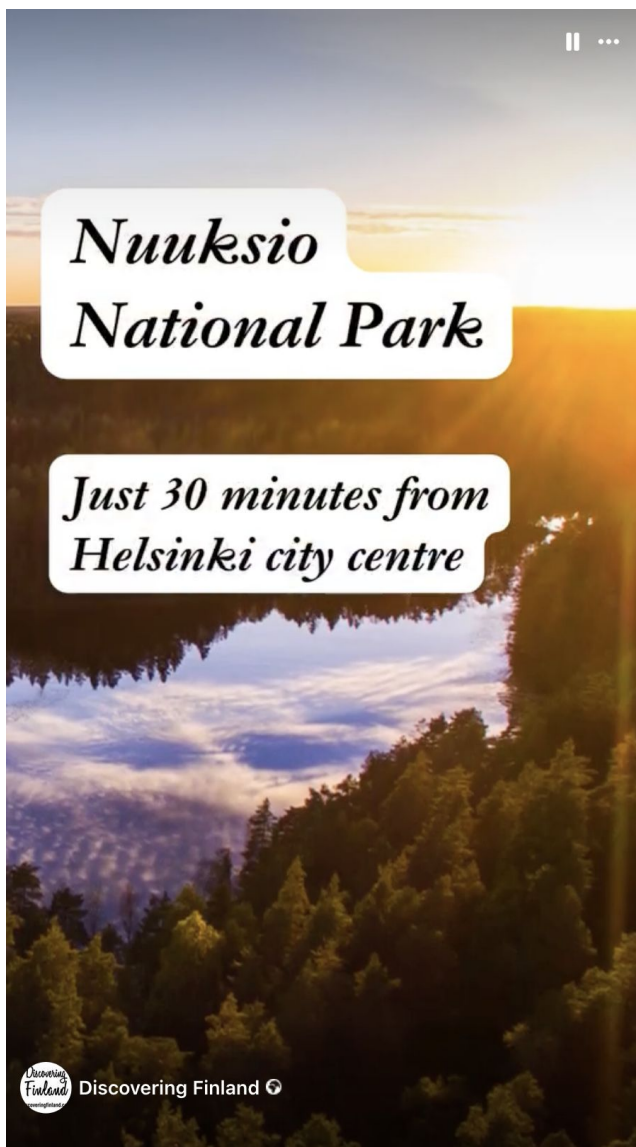
79

7

Halta Lake Lodge Video - [katso video tästä >>](#)



Reels-video - Nuuksio



YHTEYSTIEDOT

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