



## Company presentation and experience

FIN-S Marknad & Kommunikation

Snickarbacken 2

111 39 Stockholm Sweden

Organization number 501214-1551. Founded 1995, owner Martin Ahlberg

[www.fin-s.a.se](http://www.fin-s.a.se)

FIN-S has specialized in travel and tourism for 20 years and works both on strategic and operative levels helping clients with public relations, media relations, marketing strategies, recruitments and travel management as well as organizing events.

We also produce our own travel fair Stockholm Travel Show (two B2B and one B2C fair per year). We have a solid network in the Baltic Sea region with over 18 000 segmented e-mail addresses to key persons in the travel trade. As a service, FIN-S produces and distributes a monthly e-newsletter with the latest travel trends to our entire network ([www.traveltrends.se](http://www.traveltrends.se)). Our media list covers over 1000 addresses divided into segmented press lists in the area of the entire region.

### List of experience in tourism activities, including current clients

Throughout its 20 years of existence FIN-S has helped hundreds of clients from the Nordic and Baltics with communication and commercial synergies within the travel trade. Here is a list of some prestigious clients and activities:

- TUR Fair – Sweden’s leading travel fair, 2004-2013: press activity, production of TUR’s most important seminar FUTURE, organizing press conferences, production of TUR-train, a train transfer – an event with hundreds of travel trade professionals onboard
- MATKA fair in Helsinki, 2014-now – production of MATKA Boat bringing travel trade professionals and journalists from Scandinavia to the MATKA fair
- Tourist Authority of Thailand together with Thai Airways – press trip and PR activity
- Greece Panorama – strategic partnership, press contacts and press conference
- World Ski Championships in Falun 2015 – press and travel trade networking
- Dala Airport – leading role in generating airline traffic
- BTC Baltic Sea Tourism Commission – management
- EXPO Zaragoza – promotion
- University College South Stockholm – travel education
- SHR/Visita – strategic advisory
- Ticket Travel Group – business acquisition and development

- Lahti Finland – events and press contacts for Lahti in Finland in connection to World Ski Championships in Lahti in 2017

### Agency's manpower

FIN-S Marknad & Kommunikation is situated in central Stockholm and in addition to the employed personnel listed below we have at our disposal wide network of established partners and co-operating companies. Everything is directed and controlled from the office in Stockholm which makes decision making and communication efficient.

**Martin Ahlberg** knows the travel trade inside out and is fully aware of the importance of commercial value that marketing and public relations need to bring to the client. Martin has been successfully running FIN-S for exactly 20 years. He is also director of Baltic Sea Tourism Commission, a platform for tourist cooperation of the Baltic Sea Region ([www.balticsea.com](http://www.balticsea.com)). In his earlier career he was the director of the Finnish Tourist Board in Stockholm



and as such won many Grand Travel Awards. Martin is the former Nordic president of SKÅL International ([www.skål.org](http://www.skål.org)), the biggest worldwide organization of travel trade decision makers. In March 2015 the board of Swedish Travel Writers granted Martin with the prestigious title of "Årets Informatör" (The PR-personality of the Year).

**Marta Wallin** has many years of experience as PR manager at the Polish Tourist Board for the Nordic countries. During her years at this position she has managed to create a new, attractive image of this destination and has won the price of the Best European Destination website at the MATKA fair in 2014. Marta has been ANTOR (Association of National Tourist Offices Representatives) board member. She enjoys working with press, events and social media.



**Irma Aalto** was born in Finland and moved to Stockholm to work with Finnair in 1987. She has many years' experience from the commercial side of the travel trade with travel agency, airline and shipping company and from governmental tourist office for Nordic and Baltic Countries as deputy director and marketing manager. Irma has also been chairman of ANTOR, board member at the Association of the Swedish Travel Writers and is now board member of SKÅL International Stockholm.

