



VISIT LEVI
PARTNERSHIP MODEL

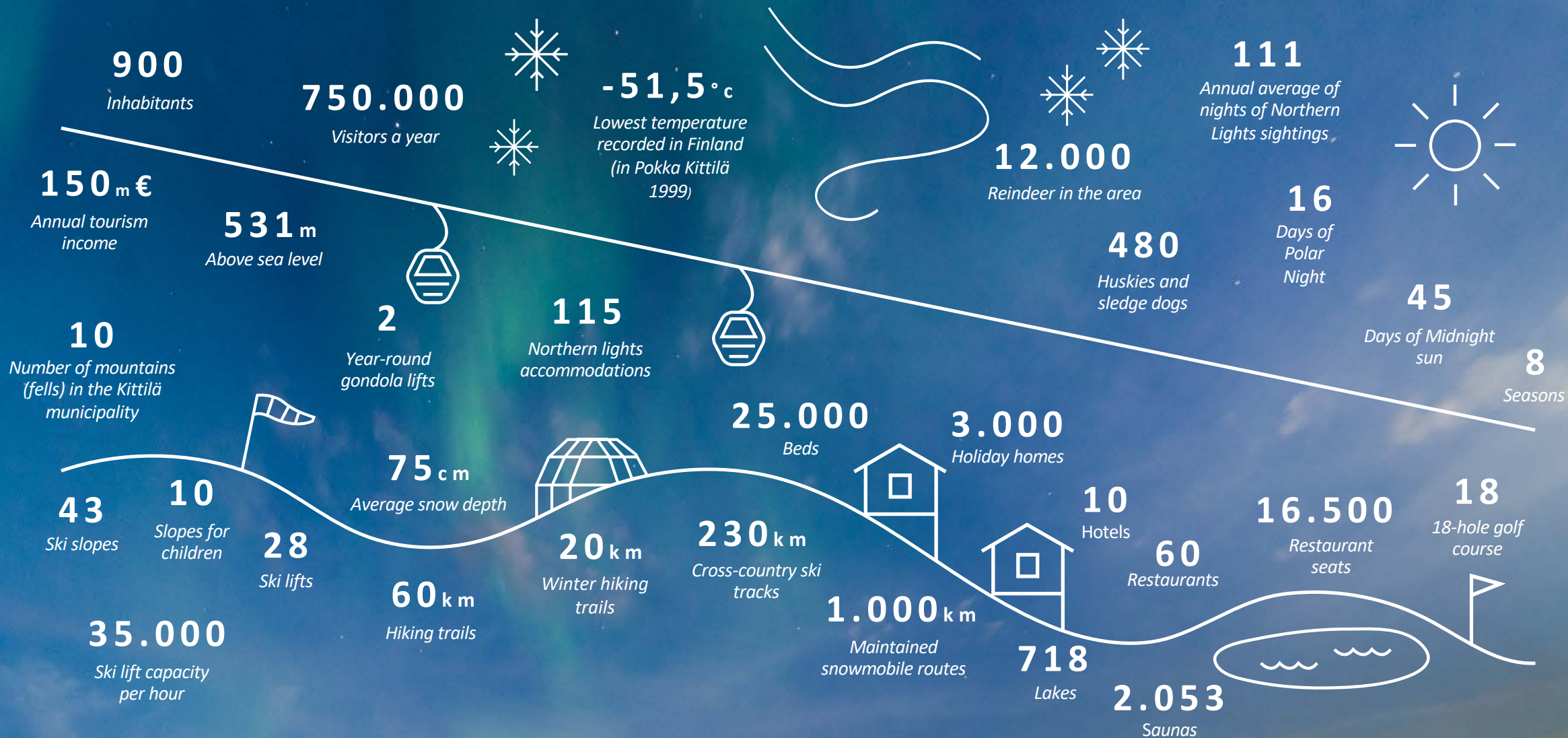


LEVI IS SITUATED 170
KM NORTH OF THE
ARCTIC CIRCLE IN
FINNISH LAPLAND. LEVI
IS, AT THE SAME TIME,
FAR AWAY AND NEAR.

VISIT LEVI



ABOUT AN HOUR'S
FLIGHT FROM
HELSINKI WITH
AIRLINES
OPERATING EVERY
DAY OF THE YEAR



A woman with blonde hair, wearing a dark blue puffer jacket, a light-colored knit beanie, and white gloves, stands in a snowy landscape. She is looking upwards, and a large amount of snow is falling around her, creating a dynamic and atmospheric scene. The background shows snow-covered trees and a bright light source, possibly the sun, creating a warm glow. A large, semi-transparent number '1' is overlaid on the image, positioned behind the word 'LOCATION'.

LOCATION

VISIT LEVI

An aerial photograph of a snowy mountain village at dusk. The scene is covered in snow, with evergreen trees and buildings illuminated by warm lights. A large, semi-transparent number '2' is overlaid in the center. The text 'COMPACT VILLAGE CENTRE' is written in white, bold, sans-serif capital letters across the middle of the image.

COMPACT VILLAGE CENTRE

VISIT LEVI



3 NATURE

VISIT LEVI

The background of the image is a vibrant display of the Aurora Borealis (Northern Lights) against a dark, star-filled night sky. The aurora consists of vertical streaks of green and purple light. A large, semi-transparent, light green number '4' is centered in the background. Overlaid on this number is the text 'AURORA BOREALIS' in a bold, white, sans-serif font.

AURORA BOREALIS

VISIT LEVI



5 THE MIDNIGHT SUN

VISIT LEVI

A person is sitting on a log by a campfire at sunset. They are holding a wooden cup. The background shows a field of wildflowers and a distant treeline under a warm, orange sky. A large, semi-transparent number '6' is overlaid on the image, with the word 'FOOD' written in white capital letters across its center.

FOOD

VISIT LEVI

A photograph of a two-story log cabin in a snowy forest. The cabin is built from dark, weathered logs and has a steep, snow-covered roof. There are two chimneys. The ground is covered in snow, and several evergreen trees are visible in the background. A large, semi-transparent white 'Z' shape is overlaid on the image, with the word 'ACCOMMODATION' in white capital letters across its center.

ACCOMMODATION

VISIT LEVI

A scenic photograph of a calm lake at sunset. The sky is a mix of soft pinks, oranges, and purples. The water reflects the sky and the surrounding greenery. On the left, a person in a red kayak is visible. On the right, another person in a yellow kayak is visible. The background is filled with dense evergreen trees. A large, semi-transparent number '8' is centered over the image, with the text 'EXPERIENCES, ADVENTURES' written in white, bold, sans-serif capital letters across it.

EXPERIENCES, ADVENTURES

VISIT LEVI



TWO ROLES OF VISIT LEVI

DESTINATION SALES

MARKETING AND DEVELOPEMENT

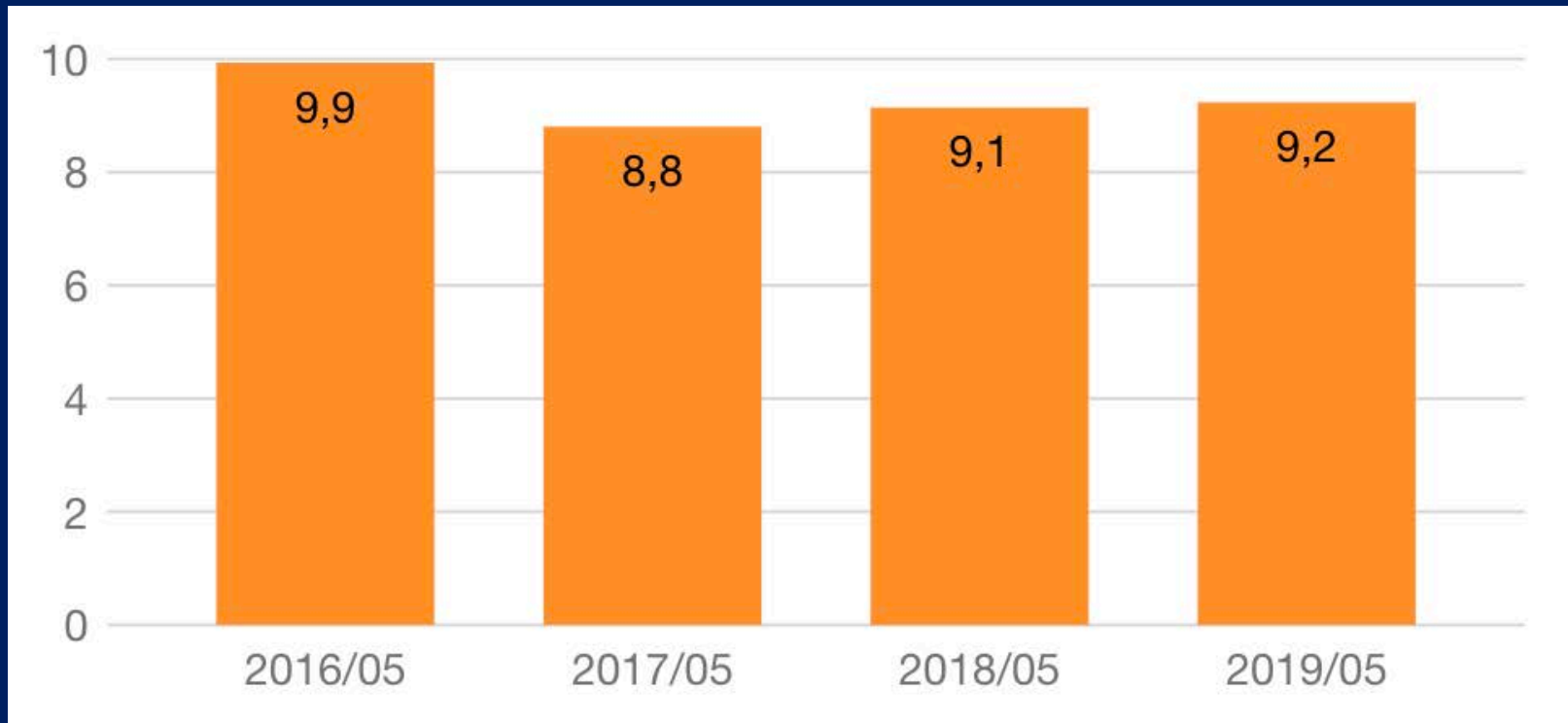
VERSATILE ROLE

- Building and developing the brand and strategy
- International marketing
- FAM trips, media management, TV and film productions
- Levi.fi and eCommerce
- Digital customer path
- Developing accessibility
- Political lobbying
- International events

COMPANY STRUCTURE

- Kittilä municipality ownership is 14%
- Levi Ski Resort ownership is 10,5%
 - Total ownership of municipality through Levi Ski Resort is 20%
- Other major owners are local companies and private investors

T U R N O V E R LEVIN MATKAILU OY (million eur)



Total turnover app. 12 million eur

Organization

SALES

Levin Matkailu Oy

Sales and Tourist Information

Levi Travel Oy

Travel Agency Services
Package sales

Sales: **Katja R.**, (Johanna),
Anne, Arina, Laura, **Lily**,
partnerships

Holiday Homes: **Minna**,
Margit

Tourist Information: **Stefania**,
Anu, Niina, Virpi

MARKETING & PRODUCTION

Levi Marketing Oy

Marketing Company

Marketing: **Maija**
Administration:
Y.t., Riina

**Lapland
Productions Oy**

Event productions
TV & film production
FAM trips

Satu, Pilvi, Maarit, Antti,
Katja L., **Paula**, **Anette**

B U S I N E S S M O D E L

SALES

Levin Matkailu Oy

Sales and Tourist Information

Levi Travel Oy

Travel Agency Services
Package sales

INCOME:

- Sales partnership product sales
- Sales partnership fees
- Package sales
- Travel agency sales
- Tourist Information Sales

MARKETING & PRODUCTION

Levi Marketing Oy

Marketing Company
Destination Management

INCOME:

- Municipality contracted fee
- Levi Sales service purchases
- Marketing partnership fees
- EU or ELY funded projects

**Lapland
Productions Oy**

Event productions
TV & film production
FAM trips

IMCOME:

- Profit from events
- Official partnership
- Funded projects
- Levi Marketing purchases
- Income from misc.sales and projects



MARKETING PARTNERSHIPS are the lifeblood of Visit Levi.

BACKGROUND

- Marketing fees 2016-2017
€ 422,736
(accommodation 71%, other companies 29%)
- Marketing fees 2017-2018
€ 475,543
(accommodation 62%, other companies 38%)
- Marketing fees 2018-2019
€ 458,321
(accommodation 63%, other companies 37%)
- Marketing fees 2019-2020
€ 463,024
(accommodation 63.5%, 36.5% other companies)





MARKETING FEES 2019/ 2020

There are about 175 marketing partners in total

Marketing partners - €151,500

Strategic partners - € 116,550

TOTAL €268,050

Vacation apartment rentals – Multi-Channel Fee - €195,000

Total marketing fees approx. €465,000



USE OF MARKETING PARTNER PAYMENTS 2019/2020

Digital marketing approx. €165,000 (domestic, Norway and Sweden)

Fairs (Goexpo winter, Travel Fair, GoExpo Summer) €50,000

Brochures (LeviDays, Language versions) €42,000

International Marketing €100,000 (Municipal Support €50,000)

Event Marketing €245,000

(World Cup, Autumn Marathon, Sparky Days, Northern Light Gala, Outdoor and Bikefest, Municipal Days, New Year's disco, etc.)



WHAT IS VISIT LEVI MARKETING PARTNERSHIP?

- Levi.fi - over 2.4 million visits per year
- Facebook - 82,000 followers (20.4.2020)
- Instagram - 56,500 followers (20.4.2020)
- Levi Travel Information - 60,000 visitors per year
 - Levi Travel Sales Organisation - over 50,000 sales reservations in a year

- The contract term is 36 months, 1.6. – 31.5, the contract can be terminated in the middle of a three-year period if the company ceases to operate on Levi.
- Payment levels will remain the same throughout the agreement period.
- Invoicing will take place in two instalments, in June and January, per season.
- Contracts are concluded electronically.



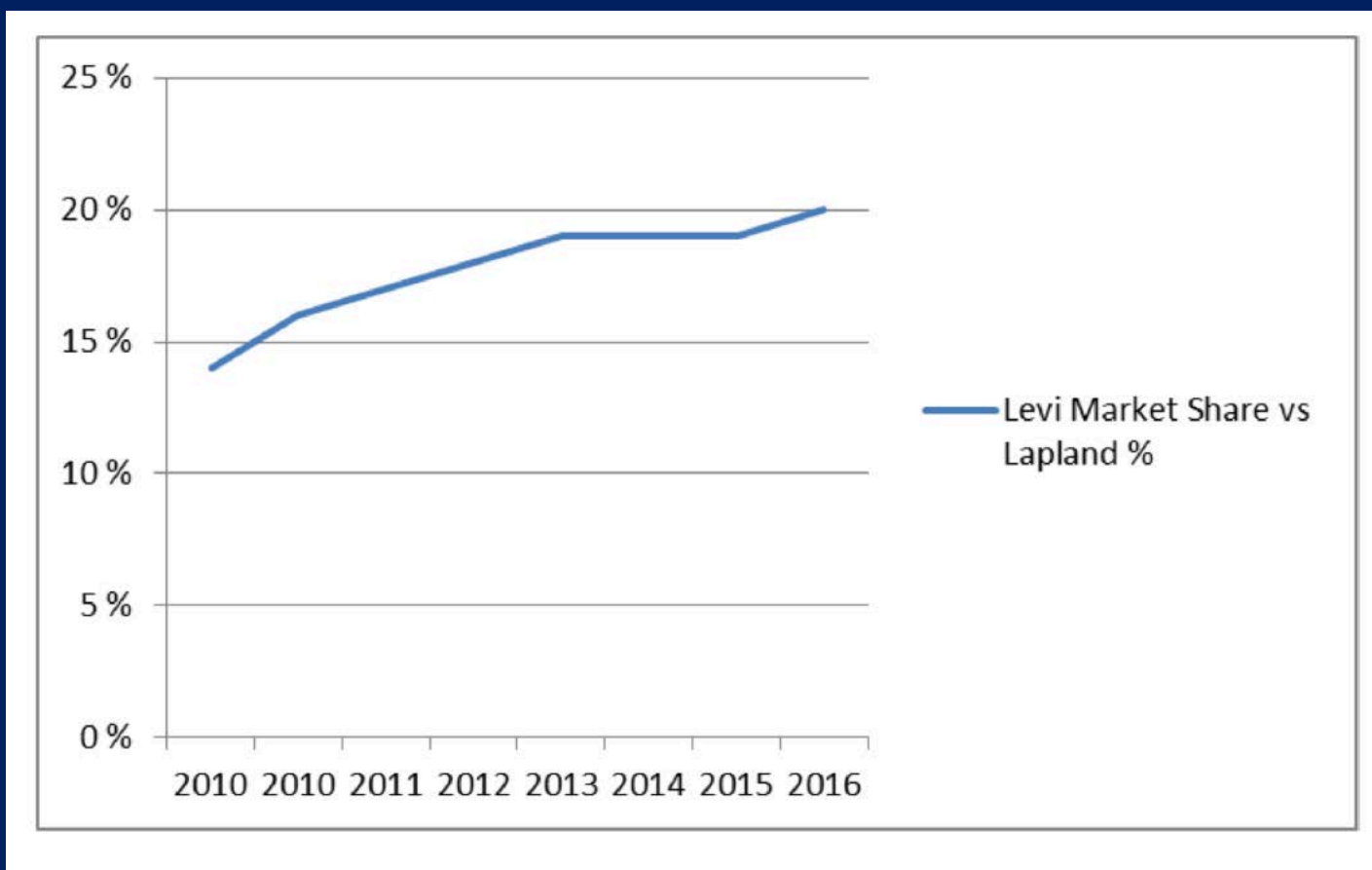
Partner Turnover	Marketing partnership fee (+ VAT) 2020-2023/year (1.6-31.5)
<50,000	€ 300
€50,001 -100,000	€500
€100,001 - 150,000	€1,000
€150,001 - 350,000	€1,300
€350,001 - 700,000	€ 1,700
€700,001 - 1,500,000	€ 3,000
> € 1,500,000	€ 5,600

MARKETING PACKAGES 1-7 content for all	1	2	3	4	5	6	7	MARKETING PACKAGES 2-7, contents according to packages	1	2	3	4	5	6	7
Printed map and electronic map	X	X	X	X	X	X	X	Opportunity to participate in tailored programme entities for tour operators, travel agencies and media representatives		X	X	X	X	X	X
Opening hours at levi.fi and Visit Levi App	X	X	X	X	X	X	X	Levi.fi email address			X	X	X	X	X
License to use the Levi logo in your company marketing	X	X	X	X	X	X	X	Possibility of event partnerships with Lapland Production (Levi Events), does not apply to World Cup event				X	X	X	X
Levi Passport training and benefits for company staff, if the company grants benefits. Includes guidelines for the sustainable development of the area	X	X	X	X	X	X	X	"Visit Levi tests", e.g. Product testing of the product and introduction at Visit Levi channels					X		
Opportunity to participate in partner days	X	X	X	X	X	X	X	Spark Your Soul - Room Board						X	
Business card visibility on Levi.fi	X	X	X	X	X	X	X	Top Pictures, Photography Design and Description, 5 Ready-to- Use Pictures, for Company and Visit Levi							X
MARKETING PACKAGES 2-7, contents according to packages	1	2	3	4	5	6	7	We make Levi - corporate story.							X
Brochure distribution in Tourist Information and access to Visit Levi Central Reservation and Tourist information mediation		X	X	X	X	X	X	YEAR 2: MARKETING PACKAGES 3-7	1	2	3	4	5	6	7
Social media visibility on Levi channels in general		X	X	X	X	X	X	Spark Your Soul - targeted photo guidelines			X	X	X	X	X
Distribution of official communications via Meltwater and Levi Team Letter			X	X	X	X	X	Spark Your Soul - writer training			X	X	X	X	X
Spark Your Soul– social media training			X	X	X	X	X	Spark Your Soul Brand Studio, Instagram Stories						X	X
Sharing your company’s social media updates			X	X	X	X	X	YEAR 3: MARKETING PACKAGES 3-7	1	2	3	4	5	6	7
All trainings organized by Visit Levi			X	X	X	X	X	1 x training of current events by trend			X	X	X	X	X
								The content of the packages will be tailored more closely to current trends							

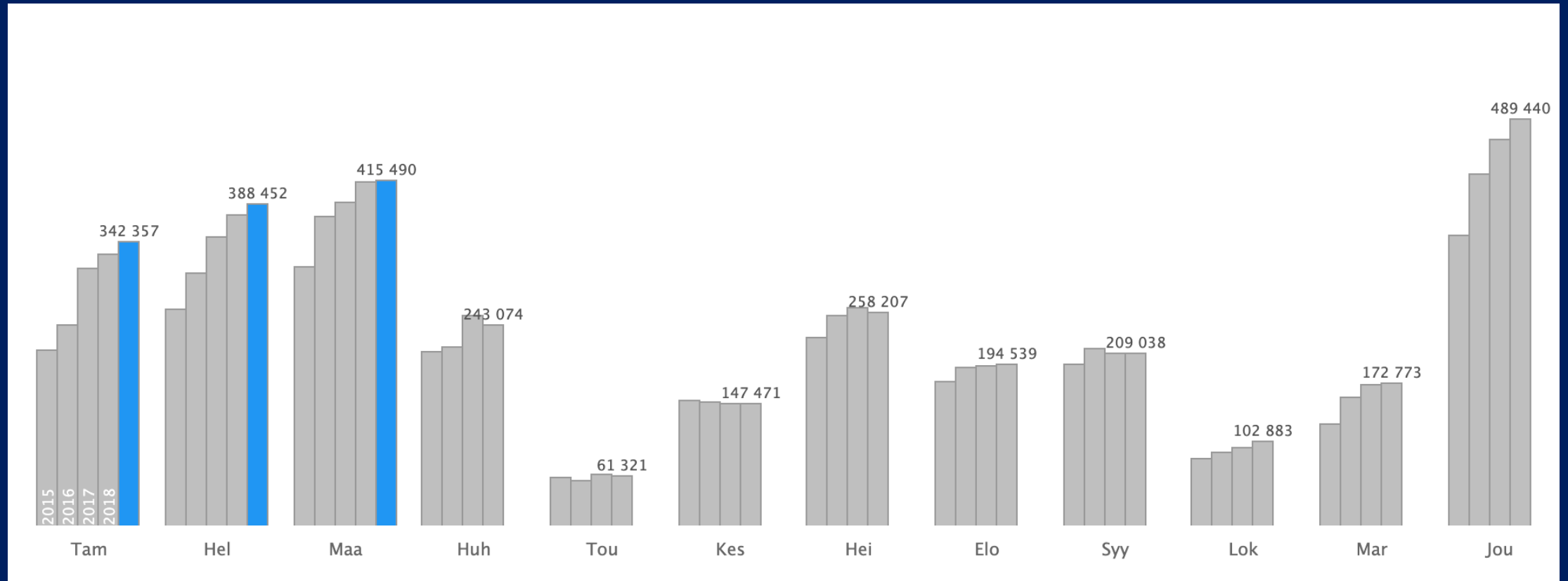
CHALLENGES OF BUSINESS MODEL

- Strongly dependent on marketing partners and official partners and OTA's (Booking.com and AirBnB) taking big market share on holiday home rentals
- World economical and political situation (Russian sanctions, Brexit, COVID-19)
- Travelling trends – "fly-shame"
- High cost of event production

LEVI MARKET SHARE vs LAPLAND

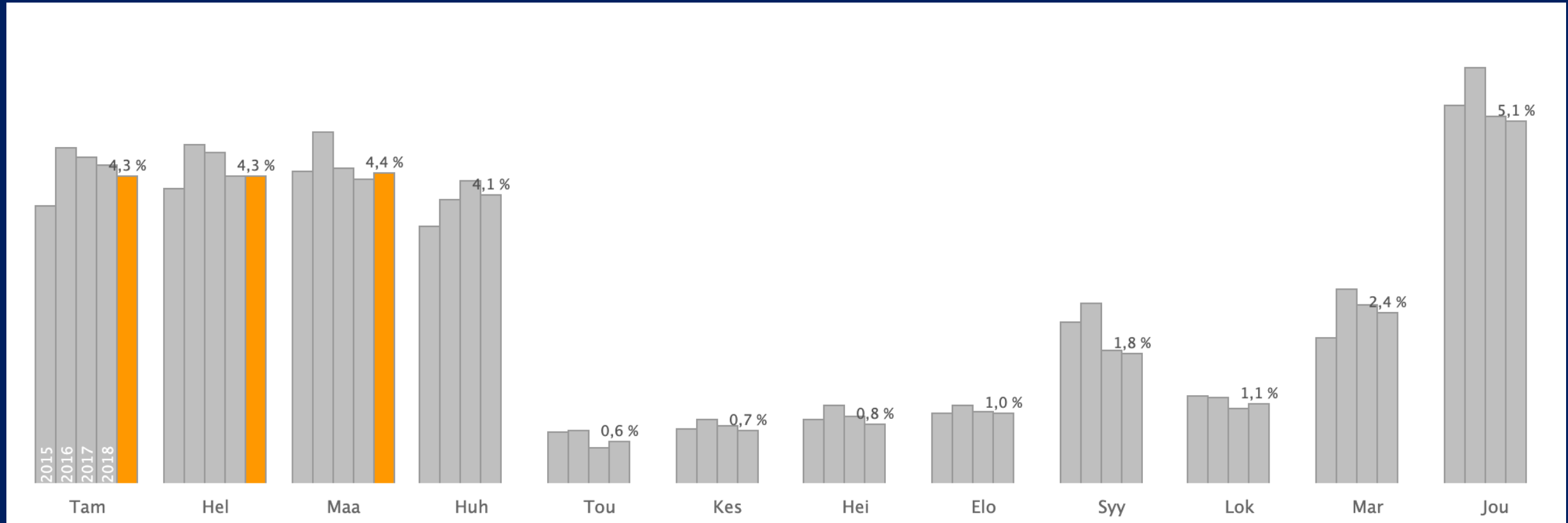


MONTHLY VARIATION

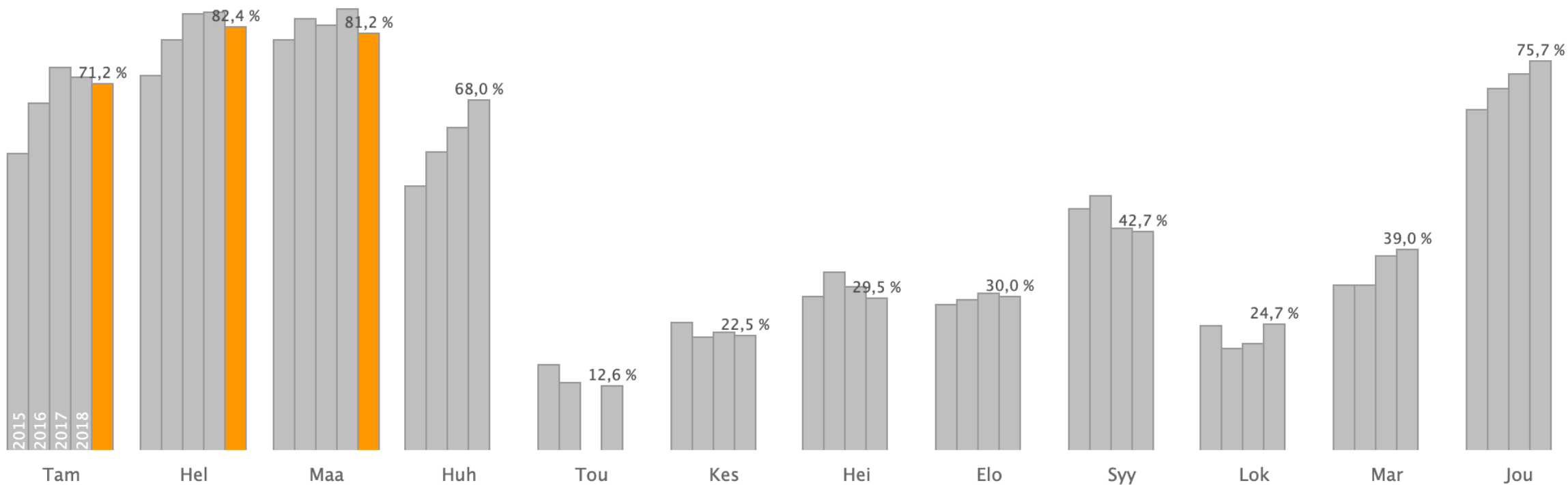


VISIT LEVEL

POSITION IN FINLAND – 5TH PLACE



OCCUPANCY



SALES ACCORDING TO ORIGIN

- **60% DOMESTIC, 40% FOREIGN**

- UK
- Russia
- Germany
- Switzerland
- Estonia
- Neatherlands
- Norway
- Sweden
- Belgium

VISION FOR 2025

- 1 200 000 annual visitors.
- Tourism income 500 million euros.
- 35% market share of all Lapland destination over- nights
- Balanced year around tourism flow.
Winter 60%. Summer 40%.



CORNERSTONES OF LEVI 4 STRATEGY





VISIT LEVI

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LEVI.FI

#LEVILAPLAND

#VISITLEVI

LET US SPARK
YOUR SOUL



VISIT LEVI