



WORKSHOP DAY DIGITAL 20 MAY 2021

Matka Workshop Day Digital on Thursday 20 May 2021

Virtual B2B matchmaking event between validated
travel trade suppliers and buyers

In co-operation with:

FINNAIR



Matka Workshop Day in Figures

Matka 2020 Workshop Day

- 746 attendees
- 45 countries
- 6781 meeting requests approved

Matka 2019 Workshop Day

- 670 attendees
- 45 countries
- 4840 meeting requests approved

Matka 2018 Workshop Day

- 632 attendees
- 50 countries
- 4957 meeting requests approved

Matka 2017 Workshop Day

- 622 attendees
- 51 countries
- 4417 meeting requests approved



More than 90% of the participants recommend the event!

Matka Workshop Day in Figures

Matka 2020 Workshop Day Suppliers

- 252 supplier companies from 26 countries
 - 196 in Meet Finland – Finnish suppliers
 - 56 in Global Workshop – international suppliers

Matka 2019 Workshop Day Suppliers

- 213 supplier companies from 24 countries
 - 167 in Meet Finland – Finnish suppliers
 - 46 in Global Workshop – international suppliers

Matka 2018 Workshop Day Suppliers

- 206 supplier companies from 36 countries
 - 126 in Meet Finland
 - 80 in Global Workshop



Matka Workshop Day in Figures

Matka 2020 Workshop Day Buyers

- 307 buyers – from 33 countries
- 7 media companies

Matka 2019 Workshop Day Buyers

- 291 buyers – of which 258 tour operators and 25 staff of event partners – from 35 countries
- 12 media companies

Matka 2018 Workshop Day Buyers

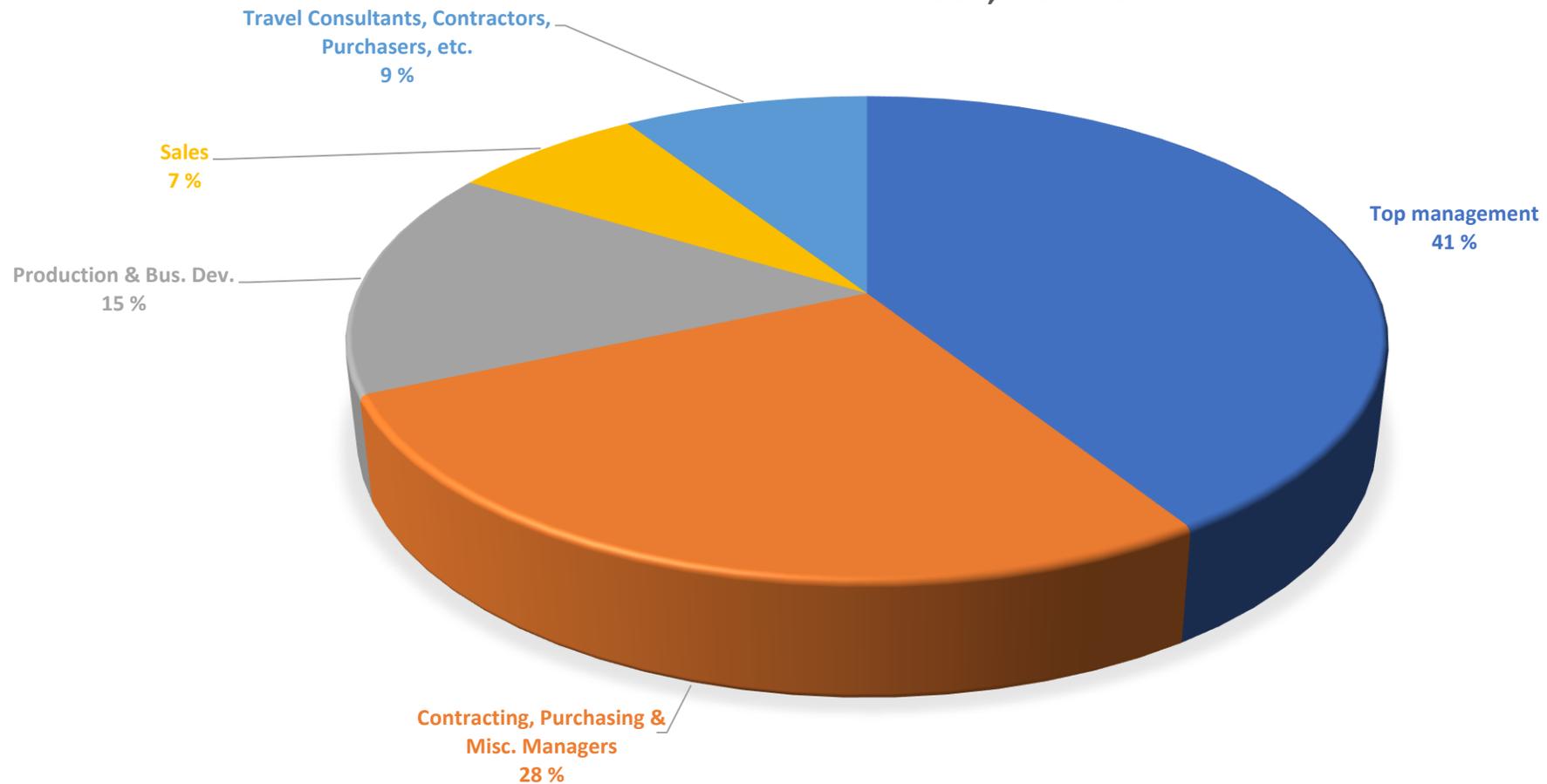
- 273 buyers – of which 238 tour operators and 35 staff of event partners – from 32 countries
- 23 media companies

All buyers are subject to qualification – no-shows eliminated.



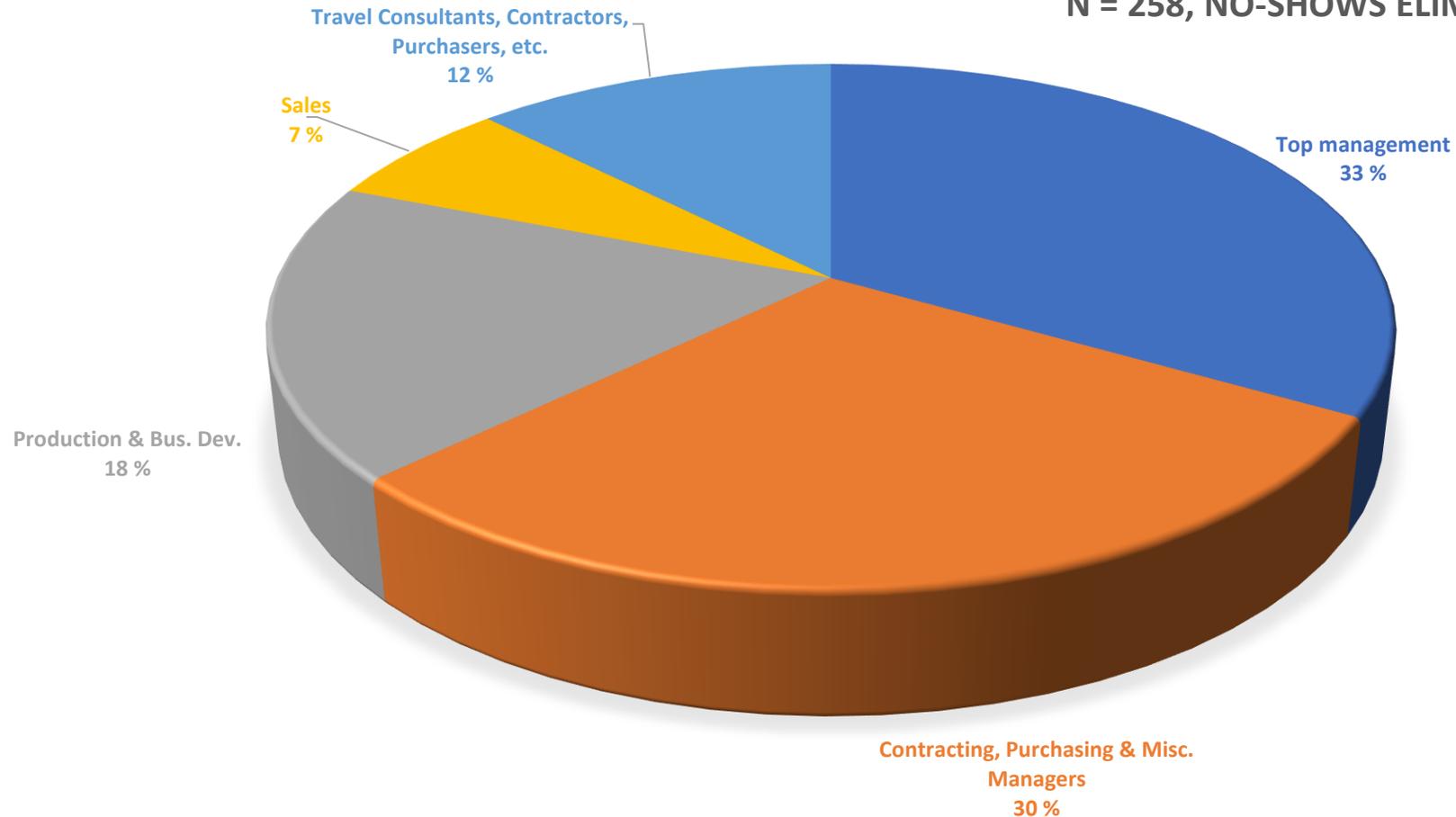
Matka Workshop Day in Figures

MATKA 2020 WORKSHOP DAY: BUYERS BY POSITION.
TOUR OPERATORS, TRAVEL AGENTS, EVENT ORGANIZERS.
N = 307, NO-SHOWS ELIMINATED.



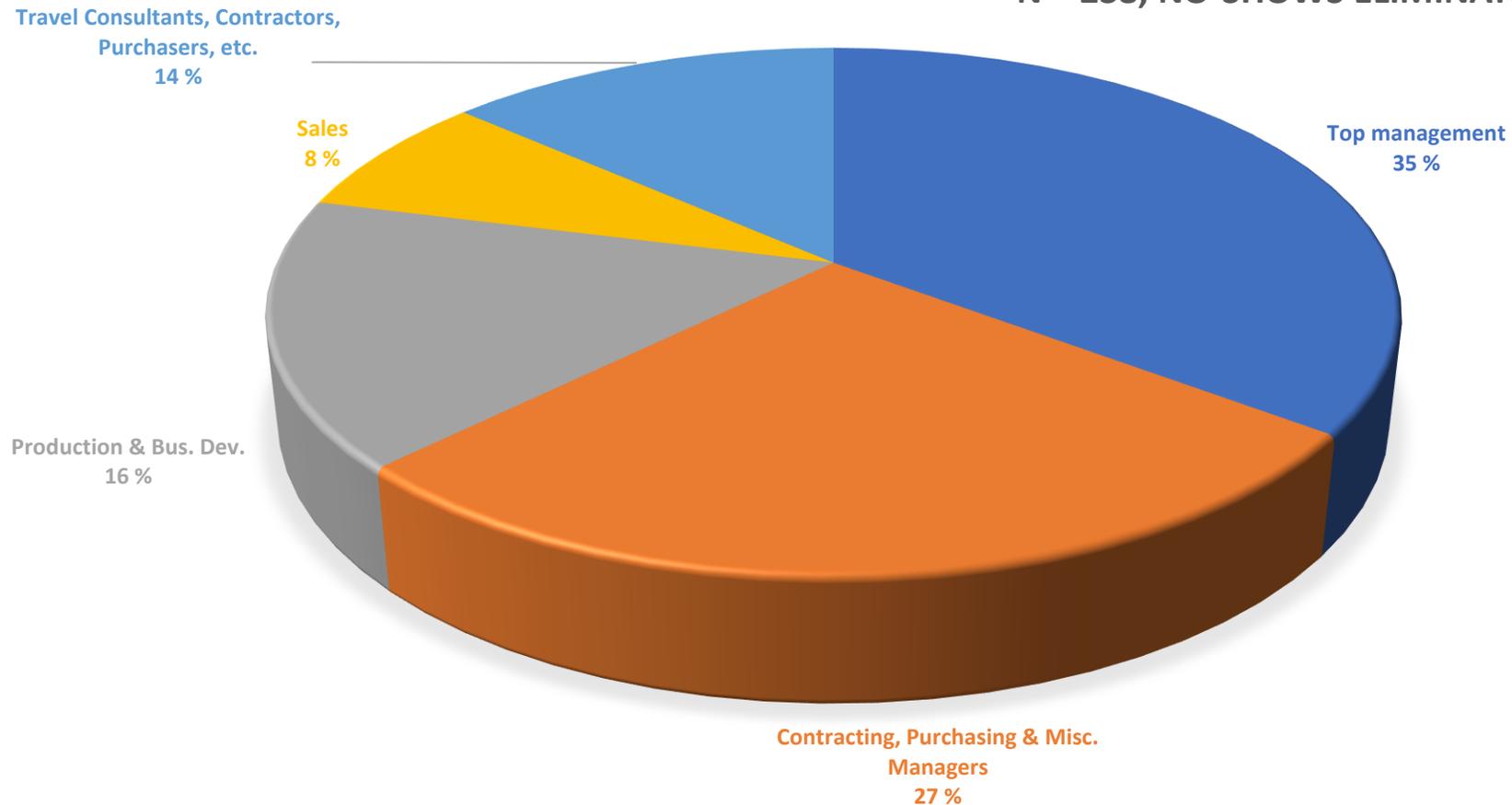
Matka Workshop Day in Figures

MATKA 2019 WORKSHOP DAY: BUYERS BY POSITION.
TOUR OPERATORS, TRAVEL AGENTS, EVENT ORGANIZERS ONLY;
N = 258, NO-SHOWS ELIMINATED.



Matka Workshop Day in Figures

MATKA 2018 WORKSHOP DAY: BUYERS BY POSITION.
TOUR OPERATORS, TRAVEL AGENTS, EVENT ORGANIZERS ONLY;
N = 238, NO-SHOWS ELIMINATED.



Matka Workshop Day Digital 2021 technical requirements

To be able to have successful video conferences you will need:

- A desktop or laptop computer with camera and microphone
- High-speed internet connection
- Latest version of Chrome or MS Edge browser



Matka Workshop Day Digital 2021 participation cost

960 euro + VAT

Participation includes:

- Virtual table for max. 2 sales delegates
- One company profile and two person profiles
- Two calendars; can be combined if needed.
Max. No of meetings per calendar: 19 x 15 min.
- Use of online matchmaking tool to pre-schedule meetings
- Supplier statistics download: Visits in your profile, activities there (e.g. document downloads)

To purchase a participation, please contact
Sales Manager Rea Sandström/Finnish suppliers,
email: rea.sandstrom@messukeskus.com, mobile: +358 50 382 6469
Sales Manager Laura Kaijanto/International suppliers,
Email: laura.kaijanto@messukeskus.com, mobile: +358 40 517 5379



Matka Workshop Day Digital 2021 private supplier lounges

Cost of a lounge: 1,600 euro + VAT



- Available on Thursday 20 May between 8 and 18 hours (Finnish summer time, UTC+3)
- You can specify when you are available and assign two separate representatives here
- You can give presentations or chat with buyers who enter the lounge
- Up to 10 buyers can enter the lounge at the same time
- Invitations to lounges can be sent in matchmaking system to buyers, media or event partner representatives

To purchase a participation, please contact
Sales Manager Rea Sandström/Finnish suppliers,
email: rea.sandstrom@messukeskus.com, mobile: +358 50 382 6469
Sales Manager Laura Kaijanto/International suppliers,
Email: laura.kaijanto@messukeskus.com, mobile: +358 40 517 5379



Welcome to Matka Workshop Day Digital 2021!

Home page:

<https://matkaworkshopday2021.converve.io/>

Link to prepopulated profile will be sent to all suppliers who have bought participation.
Meeting calendars will be opened on Thursday 8 April 2021.

Matka 2019 Workshop Day video in YouTube:

<https://www.youtube.com/watch?v=0qwpww6nI2I>

Any questions, or further info needed, please contact:

Maaret Manninen, Project Manager,
maaret.manninen@messukeskus.com

Matka home page:

[Matka Nordic Travel home page](#)

Matka 2022 Workshop Day on Wednesday 19 January.



Welcome to meet face-to-face in Matka in 2022 again!

Exhibiting Options

Main or sub exhibitor on 20-23 January – throughout the fair. In 2020: 71,497 visitors, incl. exhibitors.



**Exhibitor in Matka Business Forum on 20 January – one day only: 4,010 visitors in 2020.
Altogether 15,219 travel trade visitors.**

