

SAMK EDUTRAVEL INCOMING TRAVEL AGENCY

ANNUAL REPORT 2020



Edited by
Maaria Berg
Marion Plouet



| EduTravel

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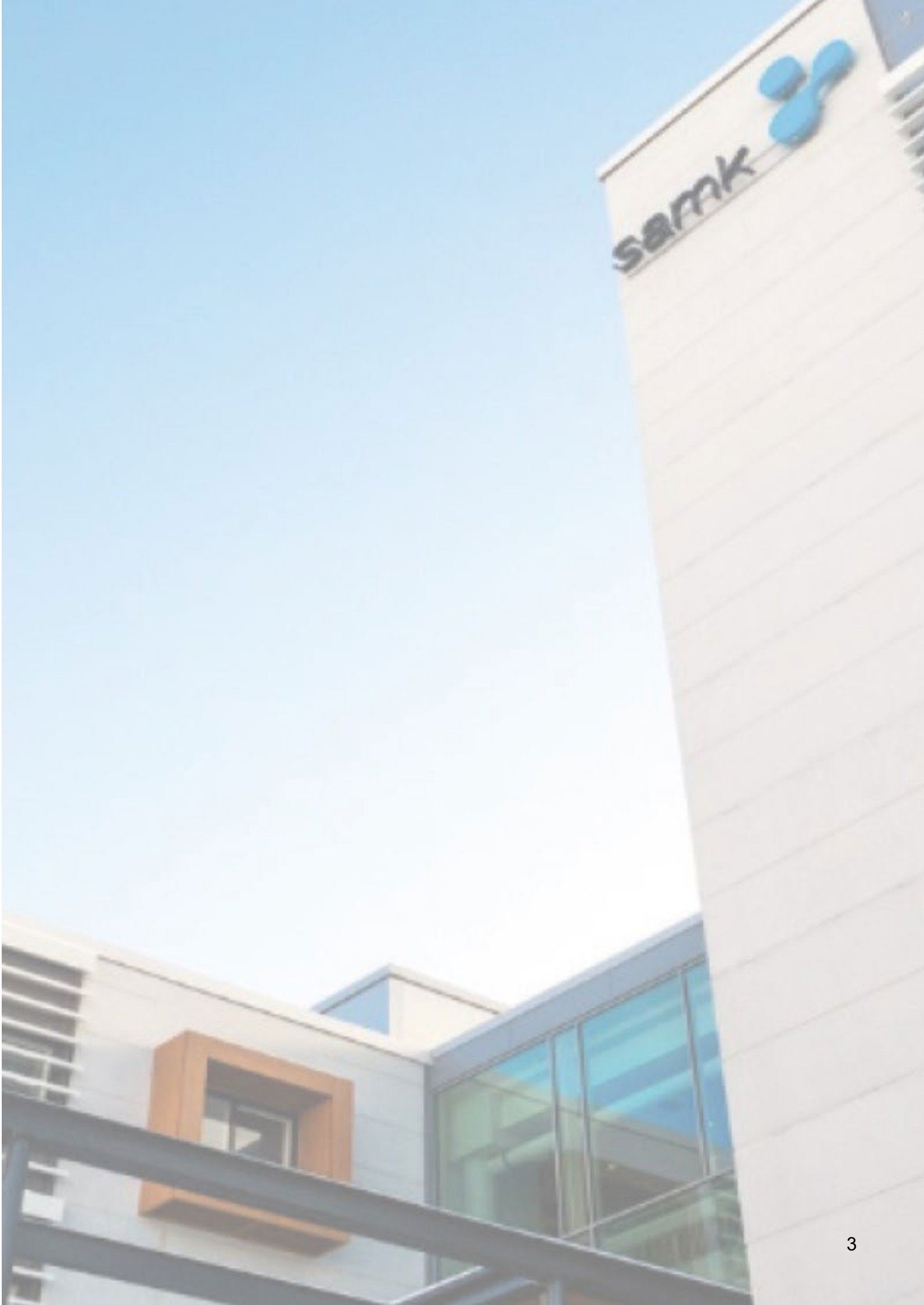
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OUR STORY: BUILDING BRIDGES TO EDUCATION TRAVEL

Years ago, in 2006, I, Markku Paukkunen from Satakunta, visited China and Changzhou where I met many important people from Changzhou city who showed willingness to cooperate with our western region from Finland. The Council of Satakunta was interested in the possibility for cooperation and an agreement between Changzhou City and the Satakunta region was signed in 2008. Ever since, many high-level administration groups have been visiting both sides to strengthen and maintain our cultural and educational cooperation.

The background of all activities told here is about the Satakunta-Changzhou cooperation and it is important to update that work and preserve it in the highest possible level from both sides. Cooperation started between SAMK and Changzhou University including students, teachers and research teams as part of the sister city agreement activities.

THE REASON FOR EDUCAMPS

During one visit in Changzhou I was invited to visit in QingYing school in Changzhou. QingYing is a primary school with about 2000 students aged from 7 to 13 years old and they asked if it was possible for them to find a sister school from Satakunta to start activities with. Cygnaeus International School, in Pori, wanted to start

a cooperation with them and they signed a sister city agreement in 2017. After that visit, discussions started in SAMK to determine whether this kind of activity would provide long term added value to SAMK. The outcome of the discussions was that this activity would be a part of the student recruiting process and the final decision was to continue. Each student that has participated in an EduCamp in Satakunta is a potential student to SAMK as well as someone with the potential to share positive feedback about the safe environment and high education in Finland.

In 2017 the first student group came to Satakunta and stayed at Lyseo high school in Pori. Since then Satakunta has received many groups in different schools, Cygnaeus school, Porin Suomalainen Yhteiskoulu, Kokemäki school... Groups visited many of our service providers, Yyteri beach, Sieravuori, Ali-Ketola farm, Pitkäjärvi Camp etc. It has been good to see how much Chinese children have enjoyed staying in environments so different to their own. Picking berries from the forest, feeling fresh air and enjoying times by the water (lakes and sea), skiing and playing in the snow and many other activities.

In 2018 China showed interest in training special groups, for example principals of primary schools. Since then,

SAMK has organized several training courses for these special groups (theme groups).

Chinese teachers and education administration managers are very interested in the Finnish educational system which has been one of the main goals of the teaching activities. The special skills of SAMK, robotic and artificial intelligent belong to their contents. A growing interest in these topics is still showing today.

THE AGREEMENT

Since then, Cygnaeus primary school, Porin Suomalainen Yhteiskoulu middle school (PSYL) have signed cooperation agreements with Chinese schools from different areas of China. Three principals of high schools from Satakunta visited Changzhou in 2018. Pori Lyseo high school, Kokemäki high school, Eurajoki high school and Harjavalta high school signed sister school agreements with QiangHuang high school from Changzhou – a high school of about 2.000 students.

FROM BRIDGE TO EDUTRAVEL

During a discussion between me (Senior China Advisor) and Senior Lecturer of Tourism Services Maaria Berg came the idea to establish a special learning environment for hospitality management students within the SAMK Tourism degree programs and other students in the Faculty of Service Business (Entrepreneur, Finance, Creative Marketing). These words brought the birth of SAMK Bridge, incoming education travel agency. The

management and administration of SAMK approved of the idea. Maaria Berg and I started the preparations in the autumn of 2018, strongly supported by Timo Mattila (the former dean of SAMK faculty of Service Business, current vice principal of Teaching in SAMK). Samk Bridge started its operations by recruiting its first group of students (4) from our Tourism Degree programs, who organized the opening event on 6 February 2019, meant for stakeholders in Satakunta and SAMK, with our SAMK Bridge mentors. The students also worked as tour leaders for the first customers: Theme Group and EduCamp groups from China in February 2019. A year after this starting point, the name of the agency was changed to what we now know as SAMK EduTravel.

Since 2017 camps have offered a possibility to many SAMK students to receive a concrete work experience in our EduTravel agency. The agency has also brought economic activity to SAMK which shows the potential of both the basic plan and the idea of Educational travel opportunities in Satakunta.

MARKKU PAUKKUNEN

Senior China Advisor, Envoy of People's Friendship of Jiangsu

EXECUTIVE MANAGER'S REPORT

Dear stakeholder, welcome to the first ever annual report of SAMK EduTravel incoming travel agency. Our interest to show you what we do in SAMK EduTravel is what motivated us to write this report and show that we still exist. We want to learn from our past activities, build a relation with our internal and external stakeholders and network, and develop the business by finding a new direction during a challenging pandemic era.

We wrote this annual report together with a team of students and mentors of SAMK EduTravel. Marion Plouet revised the language and style of texts of the annual report and wrote several chapters herself, Bogdan Enacica covered the visual outlook of the report and wrote chapters of Finance and Marketing. Anna Rantanen covered the chapter of B2B-suppliers network. Markku Paukkunen wrote the story, as he is the man behind the relationship of SAMK and China. Kirsi Nurmi-Rantanen mentored the use of the designing software, annual report models, visual design and coordinated the publication in SAMK. I thank this team for their strong effort, it has been a privilege to work with you on this report.

SAMK EduTravel started operating as SAMK Bridge incoming travel agency in 2019, which was a year of births: We hosted an opening ceremony on the SAMK Campus of Pori with stakeholders of both SAMK and our region's service providers on 6 February 2019, my birthday too. The same Spring, I gave birth to my son and departed to maternity leave for 1 year, when my mentor colleagues took the lead of incoming travel operations, which I thank them for. It can be said that both my son and SAMK EduTravel are toddlers now: learning from walking to running. It is great to see the development.

For the travel industry globally, learning to run again will take some time. The Covid-19 pandemic hit international travel hard. Travel restrictions have applied since March 2020 and no one knows how long it is going to take before groups can travel abroad again and we can

receive visitors from foreign markets. SAMK has stopped their international work and student exchange for Spring 2020 and the academic year 2020-2021.

SAMK EduTravel organized one Chinese Educamp to Satakunta in January 2020, before restrictions started in March and we had to close. We started EduTravel activities again in August 2020 and welcomed students in September to operate as a learning environment for our bachelor students of the hospitality management degrees. We worked as a team to develop our products, pricing, systems, network, and marketing. Even though we had no educational tours to sell and organize, at that point reopening looked like a reasonable thing to do: the pandemic situation looked promising from the summer until late autumn and our own processes needed further working after a promising start in 2019.

During autumn 2020, students performed their courses in an alternative way at EduTravel by performing practical development tasks related with our finance tool, administration systems, digital marketing, and content management in social media channels, productizing and market information. In November we promoted our region and tourism services of West Coast Finland to Chinese Tour operators in a Virtual Roadshow with China, by joining forces with the West Coast Finland project (Matkailuyrityksille Kasvua Kiinasta). Cooperation networks and gaining mutual value by strategic partnerships are key to advancing your business.

We took a step forward in our internal development, and we are determined to move to the next level and build stronger bridges with our old and new network partners locally, nationally, and internationally. From a financial perspective, we are a step behind – like most international tourism service providers are facing: no income – costs only. Many of them have had to lay off employees, close offices / start distant working, some are still on the edge whether to stay in business or finish.



Some have had a courageous approach to invest in new products and markets: after all, recession periods are usually followed by a period of growth.

SAMK EduTravel has worked remotely during most of the pandemic. As we are a learning environment, our recruits (students) work to obtain credits for their degree so we did not have to lay off anyone. Two of our mentors had to retire (for finances and Chinese affairs) but given the circumstances we see no justification to recruit new mentors at this time. It is the best time to focus on learning and development – personally, as a business and externally. There is no better investment to the future than educating a new generation. As the new slogan of SAMK goes: "Think Future".

In the same way, the travel industry is preparing to start new. Covid-19 is not yet over, but it will not last forever. Businesses have woken up to the trends of sustainable travel and safety, staycations, local tourism (lähimatkailu),

growing demand in Domestic Travel and Nature tourism. Social Media is full of communities of nature tourism enthusiasts. The Visit Finland Educational Travel Network recently published a "Beginner's guide to enjoy the Finnish nature" video from Metsähallitus and Retkipaikka. <https://educational-travel.in.howspace.com/marketing-materials>. (www-page Educational travel Howspace by Visit Finland). The video is targeted especially for young edu-travellers but also anyone not too familiar with Finnish nature. The trend is clear. We in SAMK EduTravel follow the trend by studying possibilities to productize and sell day trips based on Finnish Lifestyle to international degree and exchange students in our region with the help of our service providing partners. After the pandemic is over, there will be a need for incoming edu-travellers too. More about this in the chapter Business overview and Plan 2021.

MAARIA BERG
Executive Manager

A CHALLENGING YEAR OVER: LOOKING TO THE FUTURE

2020: what a challenging year for all and our small travel agency!

Despite a promising start, 2020 turned out to be quite challenging, for many different reasons, though the Covid pandemic was by far the main one.

The agency changed its name at the end of 2019 from SAMK Bridge to SAMK EduTravel. Our executive manager was on a maternity leave and another teacher had to take over for that period. After our first and only EduCamp group visit in January 2020, several others, planned for February were canceled due to Covid fears, and our activities went on a break from there, until our leader came back in May, recruited a new team of students at the beginning of Fall for the new semester and got all activities started together.

We worked on strengthening the roots of the agency through internal development (our processes, marketing, market segments and product offering) to make us ready and more efficient when the time to welcome new visitors would come. We are not there yet, as travels are still very restricted (Spring 2021) but we have made contacts when we participated in a virtual roadshow with Chinese Tour Operators and started working on digital solutions for introducing foreign students and professionals to our Finnish educational system. Indeed, challenging times do not mean that it is the end! It is about thinking out of the box and adapting to the situation, as always in the tourism industry when things are constantly moving fast!

MARION PLOUET

Student Team Leader



OUR TEAM OF STUDENTS AND MENTORS 2020

In January 2020 only one student was working for the agency, as the assistant, and is the only student who has welcomed a group of foreign (Chinese) visitors in 2020.

In September 2020, 5 students were recruited to work with the agency. Students working with EduTravel get to do tasks that serve the needs of the agency, but also help them receive the credits from classes happening at the same time, in an alternative way. They get to choose between the proper alternative of making an assignment or studying which is more demanding and demands prior knowledge of the agency.

Students worked on the digital marketing of the agency, as well as the design of packages to highlight what the agency has to offer, they studied the cultures of the main markets the agency is looking to attract and strengthened the accounting methods, all in a will to facilitate the process when new students get to start in the following seasons. To support the students the agency has a team of teachers working as mentors. Those teachers offer

help and guidance in relation to the tasks at hand. Their support is very valuable.

Working with Edutravel in 2020 was a pleasant experience, as the featured picture above highlights with our five students: Nathalie, Cedric and Ellen, Bogdan, and Marion; or the picture below featuring 2 of our mentors, Maaria Berg and Kirsi Nurmi Rantanen.



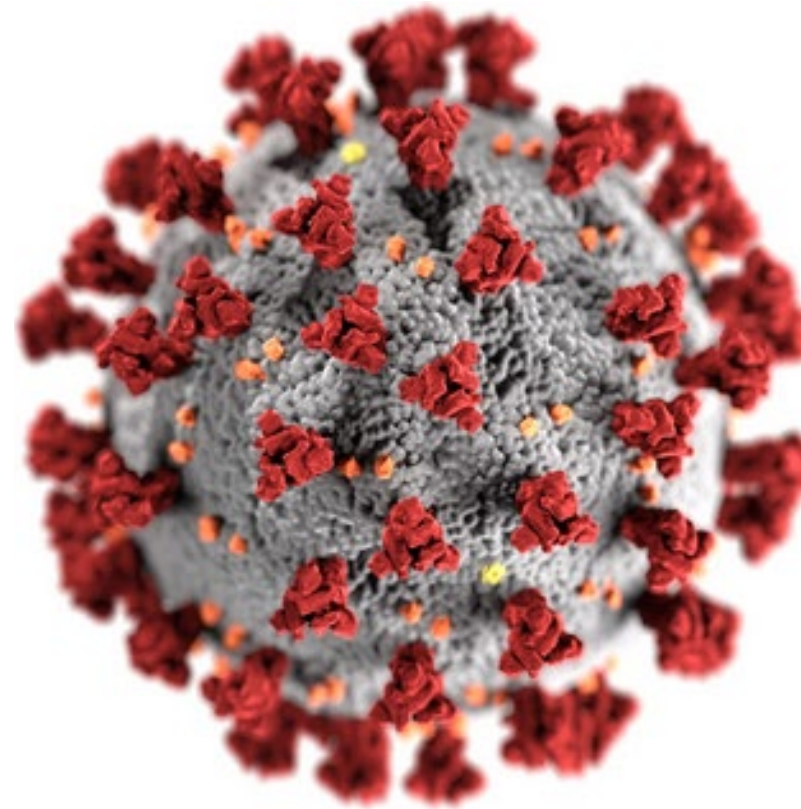
MARION PLOUET

Student Team Leader

YEAR 2020 IN NUTSHELL

MARION PLOUET

Student Team Leader



JANUARY

EduTravel welcomes a group from Jinan Xinhangin International School (China) which spends 3 days at a Finnish school in Harjavalta which, as the pictures show, enjoy their time here. (Three other visits were planned to happen in February, but they had to be canceled).

MARCH

Confinement started, and with no visits to schedule and start, SAMK EduTravel was on a break until further notice.

MAY

Return of our manager, organizing and re-opening of communications with the SAMK EduTravel mentors, the finance department, the international office, and the faculty of service business.

SEPTEMBER

New team of students recruited and assigned tasks covering both EduTravel needs and their course contents.

NOVEMBER

EduTravel represents WestCoastFinland and its service providers in a virtual roadshow organized by Visit Finland, with Chinese tour operators. This brings new sales contacts and potential business co-operators and introduces alternatives to physical visits (virtual educamps etc.)

DECEMBER

End of this dreaded year. Our students presented their work on studied subjects with positive feedback. Several (4) of the students are given the opportunity to do half of their internship with EduTravel in 2021.



JANUARY 2020: EDUCAMP WITH JINAN XINHANG INTERNATIONAL SCHOOL

Our only visit in 2020 happened in January with a group of Chinese students aged 13 to 14 from Jinan Xinhang International School.

This was quite a large group, 25 students, 4 teachers and guide. They arrived on the evening of 14 January and settled in their EduCamp premises by the lake in Pitkäjärvi Recreational Centre, in Kokemäki. After breakfast at camp everyday, they travelled to the Harjavalta school where they were welcomed by the headmistress and a team of teachers and were given a presentation of the Finnish educational system, before heading to class with local students from the school. As in any regular EduCamp, our visitors spent the day sharing a classroom with local students in their local school and received an authentic example of what school in Finland is like.

Finnish education is a lot about learning by doing, or in this case learn by experiencing. As this was a relatively large group, the students were divided into two groups and shared in two different classes.

AFTER SCHOOL ACTIVITIES

Of course, after school was over activities were organized for our young visitors. Staying in Pitkäjärvi for example, a recreational centre with lots of sports activities, they got to experience ice sports and other local activities. Activities after school were not limited to their accommodation camp, as the group had made a request to go to and experience a Finnish baking class in Ali-Ketola farm, which happened on their last school day.

This is, in essence, what an EduCamp is like, which is a great way to get an authentic experience of the school system and feel how it differs from the reality of your own home experience.

EXPERIENCE MEETS LEARNING

The service providers from West Coast Finland offer their visitors an Experience Meets Learning program, with activities based on learning by doing, using the environment offered to them to put those activities into practice. As part of an EduCamp, this makes our service providers the perfect accommodation places for our

visitors who get to learn things outside of the classroom too and get more acquainted to the relationship Finland and its people have with nature. Those activities deal with nature and the surrounding environments, as well as crafts and arts, cooking and what can be used from nature... A real learning experience in a relaxed atmosphere.

MARION PLOUET

Student Team Leader



PROGRAM

DAY 1

Welcome ceremony in the Harjavalta school, followed by a cooking class, sharing the art of making both dumplings and Karelian pies. Very good cultural food exchange activity, which our guests were very happy to share with our local students

After school, back to the accommodation camp for some ice fun activities in Pitkäjärvi

End of the day with dinner on camp and a relaxing free time before bed. One of our young guests celebrated her birthday with her friends.

DAY 2

Another day at school, with chemistry and English in the morning and music and math or history in the afternoon.

After school, back to the EduCamp to perform some team building activities "We are the Champions!"

End of the day with dinner on camp and a relaxing free time before bed.

DAY 3

Final day at school with hand and woodwork or literature and biology in the morning, and sports in the afternoon on the program today.

After school, the group heads to Ali-Ketola farm for a baking class, as they requested. Sometimes we need to adapt our programs to meet the wish of our visitors.

Back to camp for a last evening and night.

SAMK EDUTRAVEL IS A DOUBLE OPPORTUNITY FOR EDUCATION

If you work or study at SAMK, did you know an incoming travel agency dedicated to educational travel operates within our school? Then, meet EduTravel (formerly SAMK Bridge).

At EduTravel we organize visits for Asian students and education professionals interested in the Finnish educational system. The visitors attend classes or meet Finnish education professionals, and the reputation of the Finnish educational system makes Finland a very popular destination for education travel.

However, with EduTravel, the visitors are not the only ones benefitting from a learning experience, as every semester a team of students is hired, doing alternative tasks relating to their courses, which is also constructive for the travel agency itself. In normal times the work for students is mainly to prepare the visits for groups from abroad, and to coordinate the details of the visits between foreign tour operators and our local schools and service providers. Fall 2020 proved quite different, however, with the pandemic and strong travel restrictions.

STUDYING WITH EDUTRAVEL

Last semester, Fall 2020, we were a team of 5 students: four of us second year and one a third-year student of International Tourism Management. We all worked for the same goal: strengthening the basis of EduTravel and starting the foundation to make it more visible. If you answered yes to the question above “did you know that there is, in SAMK, an incoming travel agency dedicated to educational travel?” it means we had done a good job!

We had different tasks covering three different classes with alternative assignments to earn our credits:

- Digital Marketing Communication and Content Management: tasks relating to starting the foundation for visibility through the website and social media channels.
- Tourism Product and Experience Design: tasks related to building EduTravel packages (a very fulfilling experience learning what a package should contain and how to address the customer, which helped us build brochures with a much more comprehensive description of our beautiful Satakunta and all what visitors can discover coming here!)
- International Tourist and Tourism Markets: for this course two students wrote ABCs about cultural dos and don'ts in China and Japan.

This way we were given the opportunity to learn by doing, applying action to theory. There was a real professional outcome with responsibility added to the academic learning. Learning by doing, as we did, is one of the main defining points of the Finnish educational system, as opposed to remembering facts by heart.

VIRTUAL ROADSHOW

Another great opportunity we were given last semester was to participate in a virtual roadshow with Chinese tour operators, organized by Visit Finland, enabling Finnish suppliers to market their services and find new possible partners.

The roadshow took place for a full week late November and was mentioned on our Facebook page, and generated positive new connections. We, students, did not actively participate in the meeting (we had classes



and other assignments), but we were very active in the preparation for it: two of us wrote introductions, one of us a sales speech, another prepared needs charting to define what the tour operator on the other end of the call was looking for, and two of us did some benchmarking prior to the roadshow to evaluate competition and define what was unique about SAMK EduTravel. This was really fast paced but went smoothly, and we received very positive feedback about our work. We were given daily details about meetings which helped especially the student doing the follow up after the meetings (informative emails to keep the new connections active).

This roadshow was an interesting fast-paced project, where we all got involved. It also opened the door to the possibility of virtual “camps” where we could organize online classes.

<https://matkailu.samk.fi/edutrael-opportunity/?fbclid=IwAR2fgy-ldh4K-0N5ntpxrDP4E6QJm4d6xbQsfLSNTE9J3VPC4SfZuSUu1tk>

MARION PLOUET

Student Team Leader





BUSINESS

HOW WE CREATE VALUE

IN OUR REGION:

- TO EDUCATIONAL INSTITUTIONS: One-Point-Contact: Plan and coordinate the Satakunta program, handle the communication between your institution and the Tour Operator regarding the group, agree with school representatives about educational program, gather and communicate feedback.
- TO TOURISM SERVICE PROVIDERS & VISITOR ATTRACTIONS: Your representative in marketing, events (fam trips, workshops, exhibition) and sales. Productize / Retail, book, coordinate & invoice services between You and Tour Operators / Travel Agents. Build customer relationships for you. Gather and communicate feedback.
- TO DMO'S & REGIONAL ORGANISATIONS: Market Satakunta as an Educational Travel Destination in cooperation with You.
- TO SAMK & STUDENTS: Support the vision of SAMK. Market SAMK as an Educational Institution. Build a reputation as an Educational Travel Specialist both from sales intermediary and learning environment perspectives, bring income to cover the operating costs & develop.

WITH OUR TARGET MARKETS IN ASIA:

- TOUR OPERATORS & TRAVEL AGENCIES: One-Point-Contac: retail, book and coordinate the Satakunta program between You, Service Providers and Educational Institutions. Organize Fam Trips, offer Tour leader, Interpreting and Tourist Guide services.
- THEME GROUPS: EDUCATION PROFESSIONALS, OFFICIALS: Offer You high-quality educational tours retailed and themed according to your wishes, based on modern Finnish Pedagogics or booming industries. Authentic leisure activities in comfortable premises or in the fresh outdoors, cultural learning experience based on Finnish lifestyle.

- EDUCAMP TRAVELLERS: SCHOOLS & STUDENTS: Offer you Educamps with Joy: Learning together from educational, leisure and cultural activities in Finnish schools and within a small community, hosted by reliable and skilled adults.
- FRIENDSHIP CITY OF CHANGZHOU: Supporting the development of cooperation and friendship between parties in Changzhou and the Satakunta Region.

VISION

SAMK EduTravel is the locomotive of educational travel growth in Satakunta and West Coast Finland, consolidated by its attractivity, reliability and our partnership with customer oriented B2B co-operators. SAMK EduTravel supports SAMK'S vision that "all students are employed" by offering students an active work life phase in incoming travel operations and a springboard by learning the rules of work life and service business.

MISSION

The main purpose of the SAMK EduTravel incoming travel agency is to promote the growth of educational travel in the Satakunta region and on the West Coast Finland, and to serve as a learning environment for the students of SAMK's service business faculty. We work as organizing, sales intermediary and retailing partner of incoming travel at the destination level between actors in Satakunta and neighboring regions and for international companies and organizations providing education travel services to their customers.

FINANCIAL GOAL

SAMK EduTravel operates entirely under the ownership of SAMK Ltd. After a few years of operating as an established business hosting several educational travel groups in our region annually, we cover our own costs and use the potential profit to develop our services and marketing.

VALUES

Organizational values can be used to determine what the organization considers important and desirable. Values direct the behavior and decision-making of everyone working in the organization. The values should be reflected in all activities of the organization and be real. The values of the organization are also used to resolve problem situations. (Lämsä & Päivike 2013, 180.)

We thrive to be professional and show respect in the way we address and communicate with each other, our customers and our partners and service providers. Service starts with good communication on all parts.

MAARIA BERG

Executive Manager

THE VALUES OF SAMK EDUTRAVEL ARE:

1. Ability to co-operate
2. Customer satisfaction
3. Initiative
4. Open and constructive communication
5. Systematic and goal-oriented work attitude
6. Professionalism
7. Enthusiasm for responsibility
8. Confidentiality
9. Learning



BUSINESS OVERVIEW AND PLAN 2021

MARKETS

China (established travel demand)
South Korea & Japan (new, 2020-)

ROLE OF SAMK EDUTRAVEL

- Incoming travel & destination specialist, B2B sales intermediary and travel retailer
- Bridge between the service providers & educational institutions of the tourism destination vs. tour operators & professional organizations offering educational travel packages to the market
- Enabler of international cooperation, educational development, and cultural exchange experience

INTERMEDIARY SALES & MARKETING

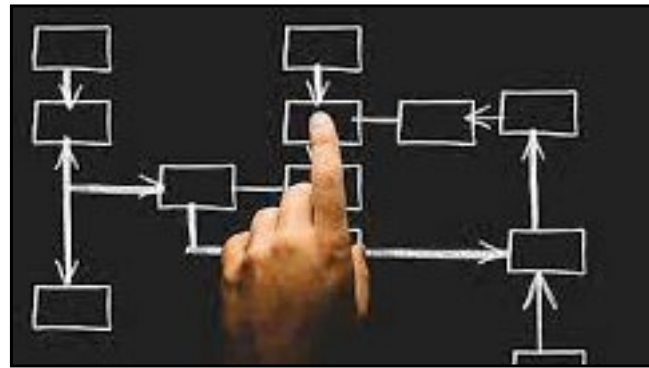
- Destination Sales representative in travel Industry B2B sales events (Visit Finland's China virtual Roadshow, Educational Travel Workshops, Fam Trips, Travel Exhibitions)
- Communication in Digital and social media marketing channels, marketing materials: own
- B2B sales covering negotiations, agreements, inquiries, offers, invitation letters, bookings, confirmations, travel itineraries, invoicing
- Earning logic: 2019: Sales commission. 2020: Mark-Up based on net rates from service suppliers
- Feedback & Follow Up

EDUCAMPS

- Core product: School visits & Cultural experience, provided in English with locals
- Duration 3 to 5 days in our region (+ other parts of -Finland / Nordic Countries by Tour Operator)
- Full-service principle in our region: B2B level accommodation (private facilities), meals, transfers, guided excursions & activities
- Supporting services: transfers (airport / train station), interpreter-, tourist guide- & tour leader services
- 2020: 1 winter camp (before covid-19 pandemic), 2019: 1 winter camp, 3 summer camps

THEME GROUPS

- Core product: Training / Familiarization with Finnish Education by professionals & directors
- Full-service principle in our region: good quality level hotel accommodation preferred, guided excursions &



- activities, meals (incl. common dinners or lunch), transfers, interpreter
- Supporting services: transfers (airport / train station), tourist guide- & tour leader services
- 0 groups in 2020, 5 groups in 2019: January 2019: Training for Guangdong delegation in Pori: SAMK, SataEdu (5 days), May: Hangzhou Delegation in Pori and Kokemäki schools (2 days), August: Training for group from Beijing, Finnish Higher Education / SAMK (5 days), August: Training for group from Jiangnan University, Finnish Higher Education / SAMK (5 days), October 2019 Delegation of headmasters from China in Pori and Kokemäki (4 days)

TOUR LEADER SERVICES:

Hospitality management students of SAMK EduTravel / Experienced professionals

INTERPRETING SERVICES:

English Chinese by native Chinese speaking person with interpreting experience

TOURIST GUIDE SERVICES:

Through DMO or directly from the guide (local professional tourist guides)

THE SOURCE FROM BUSINESS PLAN 2019 (PRODUCTS & SERVICES, GOALS, NR OF GROUPS):

- 7 Educamps 2019, 9 Educamps 2020, 2 Theme Groups / year 2019-2020
- Product- and marketing development services for B2B co-operators (marketing events and sales representative services, making brochures, product testing)

CURRENT STATUS:

No income, costs of mentor salaries and membership fees. We work with internal development (products, prices, co-operators network, marketing) & operate as learning environment for 3-5 students of Hospitality

Management at a time (practical training / alternative way of performance).

HOW TO DO IT?

SCENARIO 1)

- With incoming travel from Asia, we most likely will not be able to reach our goal in 2021 (Covid-19 travel restrictions) so we could close the office from July to December to save costs and start again in Spring 2022 keeping only our memberships to SMAL and Travius as costs but saving on mentoring salaries.

SCENARIO 2)

- Even without incoming travel, we continue developing our service concept, products and pricing, strengthen our regional and national co-operating network, market in digital Social Media channels in Asia, sales promote in VF marketing events, and join forces with international company group projects again.
- We start intermediating i.e., retailing & selling themed guided day trips with transportation, guided activities, meals, and a learning angle in mind. This requires opening a web shop (extra costs). Target group: Foreign students in SAMK (international degree students, exchange students) & foreign people living / working in Satakunta.

PRODUCT OFFERING

- Continue & Expand as sales intermediary with: Educamps & Theme Groups travel, Tour Leader-, Interpreter- and Tourist Guide services sales
- Semi-New: Market Plan & Action Plan of Product- and marketing related development services for B2B customers: marketing events planning and sales representative services, making brochures, product testing as well as analyzing and developing the criteria for internalization and educational travel set by Visit Finland.
- New: Guided Day trips and activities with different themes in West Coast Finland for SAMK international exchange and -degree students. The basis for these could be formed of destinations, visitor attractions and routes available in our region's websites www.outdoorsatakunta.fi, www.visitsatakunta.fi; National parks, UNESCO world heritage sites, and UNESCO global geopark.

MARKETS

- China -> continue marketing activities, activate Chinese Social Media Channels 2021
- Japan and South Korean markets -> start marketing activities - 2021
- Vietnam & India requires studying -> possible new markets in the future - 2022

NETWORK CO-OPERATION

SAMK EduTravel co-operates with a variety of service providers, tour operators and schools, and continually aim

to grow the network. The more co-operators, the more opportunities and options there will be for customers. We cooperate closely with the West Coast Finland project which includes four different service providers in Satakunta and one in the town of Loimaa (situated in the South West Finland region). We hope to continue our cooperation after the project ends. In 2022, there would be a need for the Educational Network development program including the schools and municipalities, in addition to the service providers. There are also other potential co-operative service providers, which include accommodation services in different categories, transportation companies, food-, guiding-, activity etc. service providers, who are contacted by our B2B Supplier coordinator in Spring 2021. We estimate a growing cooperation from our stakeholders of Lauhanvuori-Hämeen kangas UNESCO Global Geopark, with whom we have co-operated for years on different projects in SAMK Tourism Degree programs (Geopark Ranger, Nature Trails, Destination Management & Marketing, Product development & testing etc.)

Cooperation with schools is very important, as they provide the educational part in all packages. Primary schools, upper secondary schools, vocational schools (Pori, Eurajoki, Kokemäki, Harjavalta, Karvia, Honkajoki / Kankaanpää) and other SAMK campuses (Rauma and Kankaanpää) are part of the educational network. In the Pori Campus of SAMK we try to cooperate more in Business Administration degree programs (Creative marketing, Entrepreneur, Finance) and with faculties and degree programs that could provide educational STEAM activities (Science, Technology, Engineering / Education, Art, Math) for our international edutrail groups.

SAMK EduTravel sells travels to foreign tour operators, a foreign university or international office, who further sell the packages to the final customers and bring the groups to Satakunta. By taking part in the Educational Travel Network events of Visit Finland and partners also in 2021, like the roadshow with China, ITB China Travel exhibition, Fam Trips, Work Shops etc. we can find new potential operators we could work with in the future.

MAARIA BERG

Executive Manager





PERFORMANCE



FINANCE

This year we were hit with Covid, which has affected the agency overall, and the financial side of it more deeply. This year has seen a lot of business struggle financially and if it wasn't for being part of our University and having the chance to function within its walls, we would probably be struggling just as hard as many others have.

But we have used the opportunity of time we were given to look back at the basics and strengthen our documentation with new, clearer spreadsheets and guidance to keep our finances in order for the future, when travels to our region start again.

We have adopted a new way to charge our work in the preparation of the visits, establishing a profit margin rather than taking a commission on what service providers would charge our customers. This is also something that will enable us to make more connections and work with a more diverse set of service providers over Satakunta.

Of course, we were limited to one group of students visiting us at the beginning of 2020, which means that our revenue has not reached our planned needs, but the work we have done in the meantime should make the

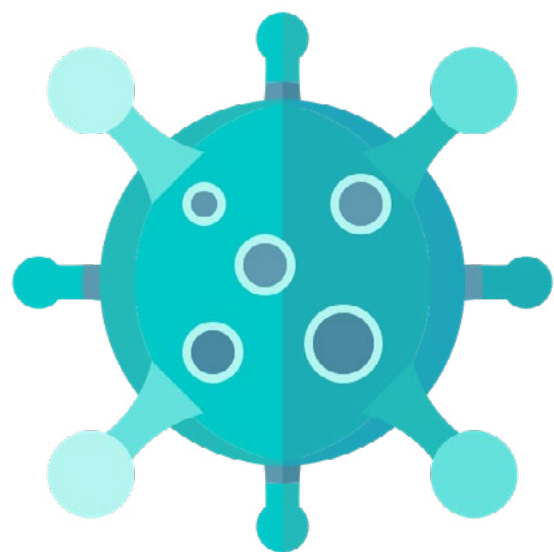
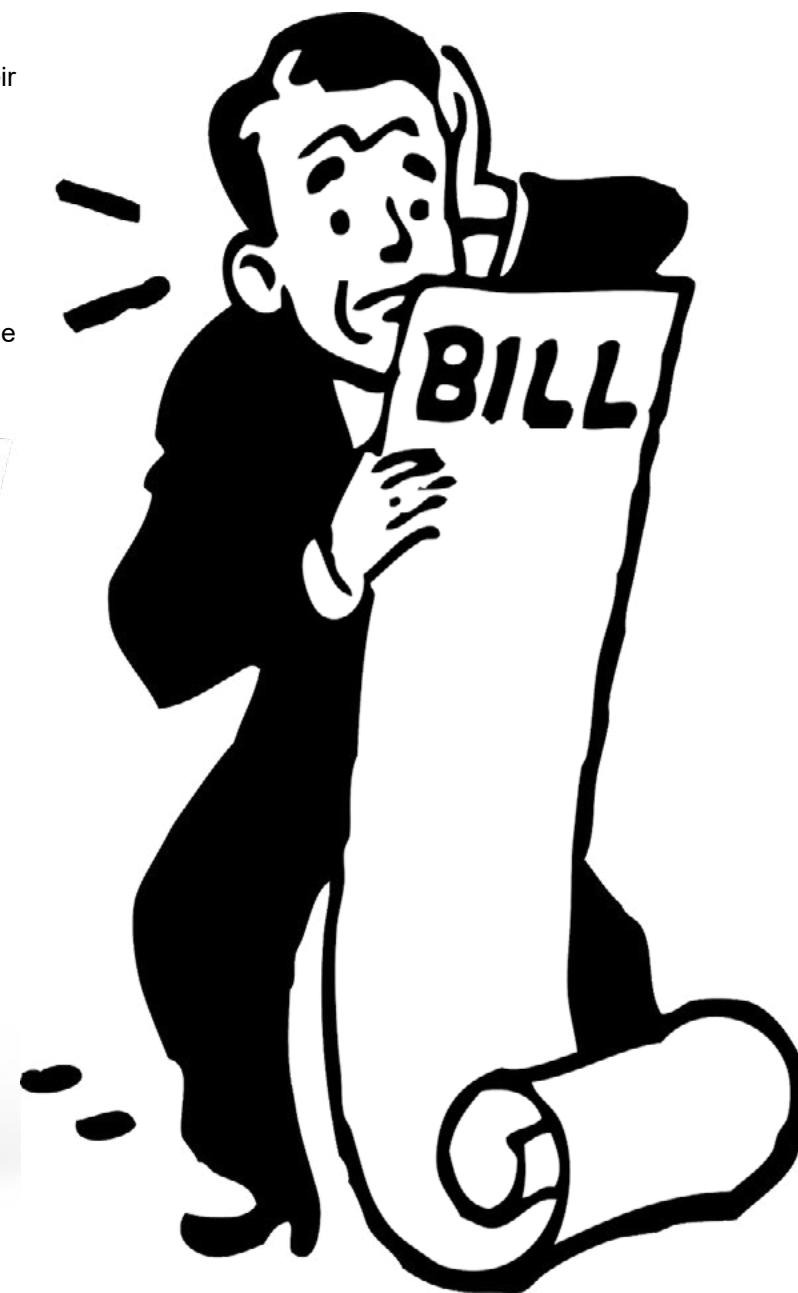
transition with new students faster, and the quality of their work stronger from the start.

We are grateful for the support our university has shown us and wanted to show them we have not been waiting around, and have developed our marketing, products and have started to look in virtual EduCamps to make the agency roll again as soon as possible.



BOGDAN ENACICA

Digital Marketing Coordinator & Financial coordinator



MARKETING

One of the most important mean of long-term marketing communication is a well-designed and easy-to-use website. For this reason, in 2020 we start developing a new interface to our website expecting to have a final version in the first half of 2021.

Adobe Bridge allows us to share business publications and events, news related to Satakunta tourism, and other publications associated with the operation of Adobe Bridge.

China has its own social media channels to which SAMK EduTravel strives to get involved. The targeted channels are Weibo and WeChat, which serve as the country's own WhatsApp, Facebook and Instagram. In order to start activating on these platforms, EduTravel would greatly benefit from cooperation with the new Chinese students, that are planned to make their practical training for ET in early 2021. Since they have a foothold in the applications already will be easier to develop our marketing tools in China. SAMK EduTravel beneficiaries from help on these channels also by SAMK Chinese employees of the International Office.

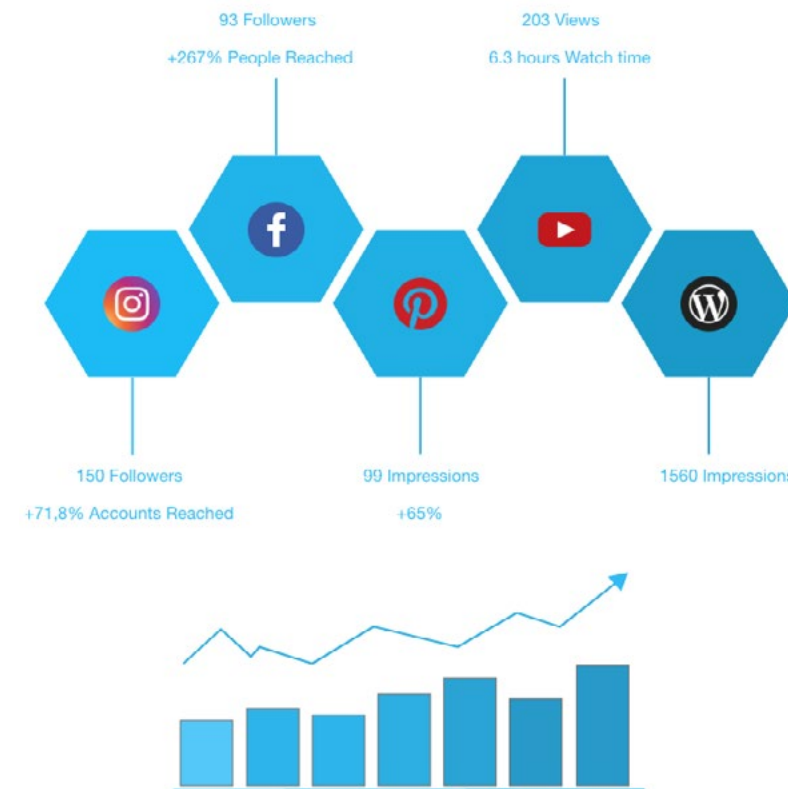
The website of SAMK EduTravel aims to make visible all of our organization, our own materials, such as brochures

and other publications and will also links to our different social media platforms.

SOCIAL MEDIA

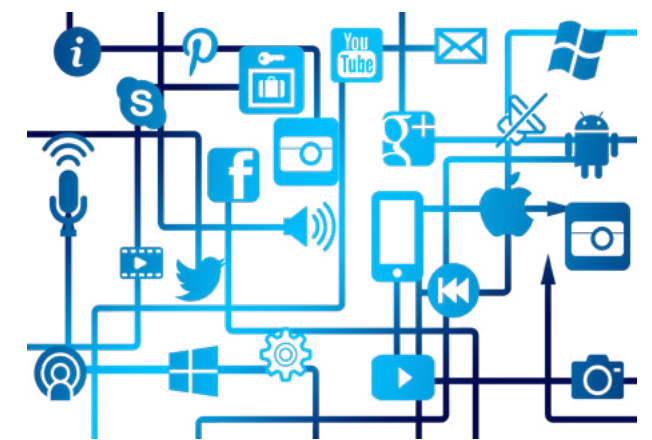
For SAMK EduTravel, the following social media channels were developed in 2020: Instagram, Facebook, YouTube, Pinterest. Being active on social media was challenging since ET had no activity in the past year except one group visit in January. However, our students managed to grow and develop ET social media channels further bringing more engagement and several impressions on different platforms.

With Instagram it is easier to make our agency look attractive. Starting from 2021 new students will study and plan EduTravel marketing strategy for the year.



itself and its activities, which is naturally hoped to be positive to customers and partners.

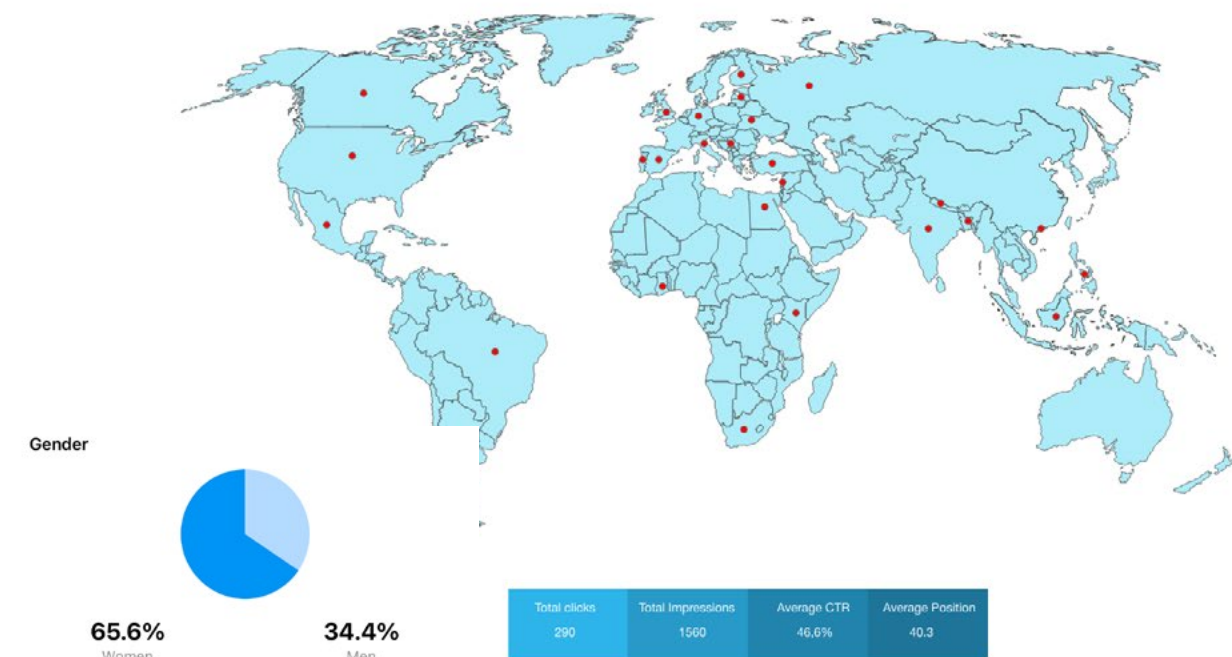
We tried to deliver consistent and good quality posts and visuals on our marketing channels in order to engage the audience. In 2021 we expect to register impressions all over the world and not only from China, and with the new interface of the website, more interest from possible customers.



For our Finnish co-operators the strongest channel is Facebook since all of them run on this platform by growing their visibility and engagement. Pinterest is a huge spot for sharing visuals moreover, an easy and intuitive way to link our website in order to create value.

Digital marketing is a continuously growing industry where change is the only constant. As we already prepare our strategy for 2021, it is crucial that we, as marketers and travel business professionals, stay on top of the latest industry developments. This way we

WEBSITE PERFORMANCES

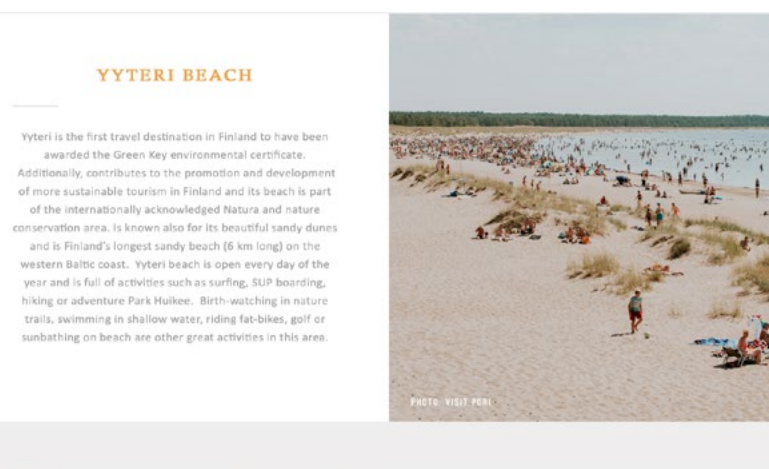


can adapt our marketing strategy by embracing the technologies and tactics of tomorrow's development.

Marketing communications is an important part of the organization's marketing and we must be consistent with it. With this tool, the agency conveys a strong image of

BOGDAN ENACICA

Digital Marketing Coordinator & Financial coordinator



OLD TOWN OF RAUMA

Old Rauma, one of UNESCO's World Heritage Sites, is the largest unified wooden town in the Nordic countries. Approximately 700 people live in the 70-acre area, which contains 600 buildings. Walking around Old Rauma is like stepping into a fairy tale. The colourful wooden houses, decorative gates, cobble stone streets and beautiful public buildings create an atmosphere of the long-forgotten past. The town of Rauma in western Finland's Satakunta region was founded in 1442. It is especially known for its colourful regional dialect and the well-preserved wooden buildings of Old Rauma.

OUR PEOPLE AND EDUCATIONAL PERFORMANCE

SAMK EduTravel incoming travel agency is an integral part of Satakunta University of Applied Sciences (SAMK). Our 'home' is in the Faculty of Service Business and we have our premises in the Pori Campus. We are both a learning environment for the students of Service Business Faculty working in the agency, and business environment: We work as sales intermediary for B2B customers, between Satakunta tourism & educational service providers (companies, schools, organizations) and foreign Tour operators / Travel Agencies and organizations.

We cooperate regularly inside SAMK with the professionals of our International Office (theme groups and delegations, culture exchange etc. programs), our China Office in Changzhou (educational export), Degree program in Hospitality Management and our Tourism Business Research Group: precisely with the Company Group Project Matkailuyrityksille Kasvua Kiinasta administered by SAMK (West Coast Finland in marketing). We have promoted the Satakunta region as an educational travel destination with our West Coast Finland partners during the Virtual Road Show Visit Finland organized with China in November 2020. Similarly, we joined in 2017-2019 the ITB China travel fair in Shanghai, organized with Visit Finland fam trips in Satakunta for Chinese and Korean groups and participated in B2B Educational Travel events in Finland. The idea is to join forces and gain mutual value.

With the work SAMK EduTravel students perform in our agency, we cooperate with our Service Business Faculty teachers who cover courses that can be done with an alternative way of performance (teachers evaluate, mentors supervise) or by studification. So far courses have been done in the Hospitality Management degree programs. Managerial support and resources are provided by Team leader and Senior Lecturer of Tourism Business Heini Korvenkangas and Jari Iisakkala, Dean of the Service Business Faculty. Other support services are provided by the SAMK Finance department (Invoicing,

income statement), IT department (IT programs, computers, and phones) and Caretakers department (Premises, keys, furniture, use of cars).

SAMK EduTravel mentors are teachers / professionals specialized in tourism business, digital marketing, visual design, communication, finance, or educational travel. They work part-time for SAMK EduTravel, in addition to their usual work as Senior Lecturers / Senior Advisors, in some of the fields mentioned. In 2019-2020 our mentors were Executive Manager and Tourism Business mentor Maaria Berg (Tiina Garcia during Maaria's maternity leave April 2019-May 2020), Business Communication and Visual Design mentor Kirsi Nurmi-Rantanen, Digital Marketing mentor Jere Kuusinen, Finance mentor Marja-Leena Blomroos and Senior China Advisor Markku Paukkunen. In 2020 Mr. Paukkunen was awarded the title of "Envoy of People's Friendship of Jiangsu" for his long-time commitment to the promotion of Changzhou city and the Satakunta region cooperation (friendship cities), and Mrs. Blomroos was awarded the Order of the White Rose (Suomen Valkoisen Ruusun ritarikunnan ansioristi). Mrs. Blomroos retired in the beginning of 2021 and Mr. Paukkunen is working part-time in SAMK in 2021, so nowadays we have Mrs. Berg, Mrs. Nurmi-Rantanen and Mr. Kuusinen working as mentors.

The student personnel of SAMK EduTravel consists mostly of students from both Finnish and International degrees in Hospitality Management programs: Matkailun Koulutusohjelma and International Tourism Development (from 2020- International Tourism Management). They are mostly 2nd and 3rd year students doing half or full internship (15-30 ects) or courses with alternative way of performance (most of the courses are 5 ects, quite often they work with 3 courses in one semester). In addition, they can choose to study certain courses, if they are already familiar with our way of working. The door is also opened to students from the Finance, Creative Marketing and Entrepreneur degree programs, but so far,





they have not opened it despite our internal marketing activities, so we have to improve how we approach them. Referring to our role as a Learning Environment, let's have look at our Educational Performance. To begin with, it should be clarified we interview students and recruit highly motivated ones to work and study in SAMK EduTravel, who show the potential to perform above average. Students are given a lot of responsibilities with a relatively independent working style. Mentors plan weekly mentoring sessions to support them, and teachers offer theory on the study course in question.

In 2020 due to Covid-19 restrictions, we only operated from January to March and September to December.

project management skills of finance or office-related administration projects. This way $1+1=3$, so students should gain more problem-solving skills than they would gain in classic contact teaching-based courses.

To compare, in Spring 2019 we had 4 students from the NMR17 group studying 4 courses (total 64 ects), 4 students 1 course (total 20 ects, NMR16SP and NTO18SP), 2 students did full practical training (total 60 ects, NMR17) and 2 students half practical training (total 30 ects, NMR17) in SAMK Bridge. Three students (NMR16SP) performed their bachelor's thesis to us / in co-operation with us: Marketing plan for SAMK Bridge (15 ects), and in cooperation with Satakunta Educational



At the beginning of 2020 we had one student, Marion Plouet working at EduTravel for one course, performing 5 ects, until Covid started. We recruited 5 students for Fall: Marion Plouet, Bogdan Enacica, Nguyen Thai Thanh Ngan, Nathalie Liimatta and Cedric Wright. In 2020 students performed 1-5 courses with a total of 55 educational credits. Qualitatively, the learning these students gained will help them to work in the international tourism business industry with capabilities of digital marketing communication and content management, understanding of the international travel markets, different cultures and tourism product design, and

Travel Network: Chinese Culture guide for Tourism service providers and Development of EduCamps in Pori. In autumn 2019, 6 students have done 2-3 of their courses (approx. 70 ects, NTO18SP) in SAMK Bridge. In total SAMK Bridge students performed ~270 educational credits in 2019 by working in incoming travel related Edutravel operations. To give some perspective, the credits for a bachelor's degree study cover 210 ects.

MAARIA BERG

Executive Manager

EDUCATIONAL SERVICE PROVIDERS NETWORK

We, in SAMK EduTravel, want to offer our foreign visitors as much of a Finnish experience as possible. We co-operate with many service providers, and continually aim to grow our network to diversify our offers to our educational visitors.

In 2020 we continued our co-operations with our partners from the previous year. However, as the year came to a stop in March, we could not really make any new contacts. Towards the end of the year, we started asking for updated product and pricing information from our existing co-operators, to be able to retail travel programs for our B2B customers (Tour operators etc.) and put them into action as soon as the pandemic would subside, and traveling would be safe again.

We have been doing close cooperation with the West Coast Finland - China project which includes four different service providers in Satakunta and one in the town of Loimaa in our neighbouring Varsinais-Suomi (Southwest Finland) region. We also cooperate with many other service providers over Satakunta. The network covers service providers from guides, interpreters, guided activities, transportation and food services, DMO's, Visitor Attractions; and Accommodation from hostels, B&Bs, hotels, villas, cottages, farms to recreational centers and holiday resorts.

Accommodation is offered from cosy hotel rooms in the city center to beautiful villas on the lake side or by the beach. More than mere accommodation, most of them also provide many kinds of activities, and something for everyone. The range of activities is varied: from guided trips in quiet forests, introduction to farm animals and fishing, to more active ones like frisbee golf, athletics and canoeing as well as exciting adventures with ropes high in trees. Our cooperation with a few local transportation providers enables our visitors to get from one place to

another easily and safely. Arrival and departure transfers to or from the airport, the harbour or train station can be provided.

Experience meets learning (EML) is a special concept in educational camps, brought up by the West Coast Finland - China project. The concept is implemented in programs by the co-operation of schools and service providers. It is based on learning by doing, and it interlinks with the Finnish national core curriculum (environmental education, for example). The concept covers school visits and lessons together with the local children as well as workshops at the camp destinations. The workshops and the lessons are meant to help the children learn new things by trying themselves, outside the classroom, and the authentic environment at the camp destinations is effective for new learning experiences.

For belonging to SMAL in the group of Finnish Travel against a yearly membership fee, SMAL provides us with visibility in industry catalogs, training, helpful information from the industry through e-mails and seminars and give legal advice when requested. EU Package Travel Legislation from 2018- has effecting the industry business activities, so guidance from SMAL lawyer is a valuable service.

As a Finnish travel agency, we need to follow the legislation and regulations set by the Finnish government and the European Union for the travel industry. In the COVID19 era, the instructions change constantly, and we need to keep an eye on them all the time, just so that we can adapt to them quickly as needed.

Visit Finland and Business Finland have been active in the development of educational travel in Finland. Through a channel dedicated to Education Travel they have made it possible for us to attend seminars about subjects like



pricing and marketing, allowing us to keep up to date with the industry and its matters. Through them, we can further develop our own performance in educational travel. Business Finland keeps track on the situations with the target markets and provides updated information enabling to continue accordingly.

Codegem Ltd is a Rovaniemi based company, which provides us with Travius, a sales administration system used for a monthly fee. The system is used by accommodation- and DMC service providers in Lapland, for instance. We add our B2B supplier services in the system by creating a resource to a product including basic information, pricing, and taxes. We are able to

perform orders (bookings), offers and confirmation through the system, and in the future we will also use it for sales statistics and planning.

ANNA RANTANEN

B2B Suppliers & Theme Groups coordinator

SCHOOLS AND EDUCATION PROVIDERS

Educational travel would not be worth its name if we didn't have cooperation with educational service providers. We cooperate with schools near our camp destinations, so that our customers do not have to travel far every day. The schools we cooperate with in EduCamps are mainly primary schools (grade 1-6) and middle schools (grade 7-9), but we also work with vocational institutions and upper secondary high schools. SAMK is also part of this network, with all its campuses.

We have already had Educamp visitors at primary, middle schools and upper secondary schools in Pori, Harjavalta and Kokemäki. Recently we entered in contact with the secondary schools of Karvia/Honkajoki and Kankaanpää, to widen our reach and open to new areas Maaria Berg worked on with the students of her Tourism Product Development course, building a new cooperation relationship with schools in the Lauhanvuori-Hämeenkanas UNESCO Global Geopark area. (We have co-operated with the geopark network and made relationships there since 2014). This is another way to champion EduTravel as a learning environment for SAMK students.

The Sister City agreement with the city of Changzhou includes several schools: upper secondary schools in Harjavalta, Eurajoki and Kokemäki, as well as Pori Kaarisilta middle school, Pori Lyceum upper secondary school and PSYL secondary school. The idea of friendship schools is to, for example, deepen the understanding of different cultures and eventually create international bonds between pupils. This is an invaluable experience both for our visitors and their hosts. Finnish schools offer activities our guests are really interested in, like cooking and woodwork, which are not found in all schools around the world.

It is not always possible to book a school for visits, we had demands for visits during exam week in middle and upper high schools which saw headmasters refuse groups. For this reason, the EML (Experience Meets Learning) program that is being worked on by our West Coast Finland service providers is instrumental, to give us

an option of educational activities for days when schools are not able to welcome guests.

MARION PLOUET & ANNA RANTANEN

Student Team Leader & B2B Suppliers & Theme Groups coordinator



CUSTOMERS

2020 was not, by far, our most active year regarding welcoming groups of visitors, as we were only able to welcome one before the pandemic started and brought the international tourism industry to a halt. However, we were able to make new contacts with Chinese Tour operators during the roadshow organised with China by Visit Finland. A good step to bring more customers when the travelling situation improves!

With the virtual roadshow that Visit Finland organised with China, EduTravel was given the opportunity to build a new portfolio of contacts and potential customers in China and its surrounding regions (Taiwan and Hong Kong) opening the door to more visits. More physical visits will be possible when travel restrictions are removed. As a result of the pandemic, new demand is rising: Tour Operators are asking for virtual EduCamps,

meaning the software, education and culture exchange part of the visit would be offered for educampers virtually from Finland, and educamp arranged in China. This is important when we have been informed, for example, that the main Chinese Tour-Operator we were working with had to make changes in the team and offered products. A pandemic like the 2020 one is crucial to show us how fragile our industry is, and how important contacts are, and how vital it is to keep building your customer and product portfolio.

NEW CUSTOMERS AND ALTERNATIVE METHODS

Starting to work on virtual EduCamps is an alternative that enables us to meet the demand of our potential customers, which we need to work upon actively to be ready to offer said services. This will be developed further in the coming year and should remain an option when physical visits can start again, as different markets can be reached with such alternatives. This is how we can fulfil customer expectation, offering a broader selection of services and different budgets for different visits.

Our customer base is diverse, from Chinese tour operators and International Exchanger Centers, who organise educational travels from China for groups of students (Educamps) or for education professional delegations (Theme groups), or for professionals and their employers (Incentive). Our B2B providers also become our customers when we represent them in fairs or roadshows. They are part of what we sell, Finnish Education, and our region of Satakunta, and its services. The service providers of the West Coast Finland – China project, in particular, are the ones we represented at the November roadshow with China that Visit Finland organised. We are their customer on a parallel when we bring them visitors for our EduCamps. We are, also, looking to add South Korea and Japan as new markets in



the near future and study other Asian potential markets for further market development.

DATA PROTECTION

Following the strict regulations for data protection set by the EU, we make sure that we only collect the information we need, in agreement with our customers, who keep control on what can be used and how it is treated. Of course, this is sometimes difficult when we must deal with possible data protection from China and must make sure our Chinese customers understand why we cannot share everything with them as we have strict rules to abide to. We want to assure our customers we are strictly using their data following the General Data Protection Regulations (GDPR) and will always request permission to use their data publicly (use of pictures, for example).

NEW WEBSITE

To facilitate the reach and interest of our existing and potential customers we are updating and finalising a new version of our website, for a better visual comfort and a more seamless use of the content. More information is added to enhance our presence in Satakunta, and attract our customers to our beautiful region, making it one of our customers too, indirectly. We are very proud of our region and try to highlight its best attractions and places through the packages we retail for our visitors, featuring our UNESCO World Heritage sites and geopark. Satakunta has, historically, been a very strong region in Finland, leading the industrial growth, which we try to share with our customers, for them to see it as we see it, small but beautiful and strong.

MARION PLOUET

Student Team Leader



FINANCIAL STATEMENT

INCOME STATEMENT SUMMARY 2019 VS 2020

INCOME STATEMENT EDUTRAVEL 2020								
Account	Budget 2020	Budget 1-12/2020	Expenditure 1-12/2020	Remaining(euros)	Remaining (%)	Change (%) 2019 vs. 2020	Expenditure 1-12/2019	Financial Statement
30 REVENUE			14 551,00	-14 551,00		-80,43 %	74 339,46	74 339,46
3000 Sales			14 551,00	-14 551,00		-80,43 %	74 339,46	74 339,46
3003 General Sales Account			14 551,00	-14 551,00		-80,43 %	74 339,46	74 339,46
30092 Know-how/Competence Sales			14 551,00	-14 551,00		-80,43 %	74 339,46	74 339,46
30350 Sales-International						-100,00 %	74 339,46	74 339,46
31 INCOME			14 551,00	-14 551,00		-80,43 %	74 339,46	74 339,46
40 Materials and services			-8 996,74	8 996,74		-74,00 %	-34 608,22	-34 608,22
400 Materials, equipment & goods			-46,78	46,78		-68,63 %	-149,13	-149,13
4000 Purchases during the financial year			-46,78	46,78		-68,63 %	-149,13	-149,13
4004			-46,78	46,78		-68,63 %	-149,13	-149,13
40040			-46,78	46,78		-68,63 %	-149,13	-149,13
445 External services			-8 949,96	8 949,96		-74,03 %	-34 459,09	-34 459,09
44830 Other services			-8 803,64	8 803,64		-72,00 %	-31 438,21	-31 438,21
44860 Device and premises rent						-100,00 %	-2 852,66	-2 852,66
47500 Other travel expenses			-146,32	146,32		-13,02 %	-168,22	-168,22
50 Staff expenses			-23 260,50	23 260,50		-49,46 %	-46 022,42	-46 022,42
500 Wages and salaries			-19 385,53	19 385,53		-48,03 %	-37 298,94	-37 298,94
5000			-19 385,53	19 385,53		-48,03 %	-37 298,94	-37 298,94
5004			-19 385,53	19 385,53		-48,03 %	-37 298,94	-37 298,94
50410			-19 385,53	19 385,53		-48,03 %	-37 298,94	-37 298,94
600 Social security expenses			-3 874,97	3 874,97		-55,58 %	-8 723,48	-8 723,48
6300 Other Social security expenses			-3 874,97	3 874,97		-55,58 %	-8 723,48	-8 723,48
6401 Obligatory insurance expenses			-3 874,97	3 874,97		-55,58 %	-8 723,48	-8 723,48
64850			-3 874,97	3 874,97		-55,58 %	-8 723,48	-8 723,48
70 Other operating expenses			-1 144,74	1 144,74		-79,10 %	-5 477,91	-5 477,91
700						-100,00 %	-1 740,00	-1 740,00
70020						-100,00 %	-1 590,00	-1 590,00
70040						-100,00 %	-150	-150
764 ICT-device and - programme expenses			-396	396		-78,76 %	-1 864,70	-1 864,70
76410						-100,00 %	-1 500,70	-1 500,70
76600			-396	-396		8,79 %	-364	-364
780 Travel expenses			0			-100,00 %	-643,09	-643,09
78100 Tickets and taxi						-100,00 %	-254,69	-254,69
78200 Accommodation expenses						-100,00 %	-16	-16
78700 Km-compensation			0			-100,00 %	-263,9	-263,9
78800 Daily allowance						-100,00 %	-108,5	-108,5
805 Marketing expenses						-100,00 %	-179	-179
82710 Other marketing expenses						-100,00 %	-179	-179
845 Other administrative expenses			-748,74	748,74		-28,77 %	-1 051,12	-1 051,12
84800 Membership fee			-500	500		22,38 %	-408,55	-408,55
85100 Mobilephone expenses			-248,74	248,74		-19,06 %	-307,32	-307,32
86500 Meeting and negotiation expenses						-100,00 %	-335,25	-335,25
41 EXPENSES			-33 401,98	33 401,98		-61,21 %	-86 108,55	-86 108,55
6 OPERATING PROFIT (LOSS)			-18 850,98	18 850,98		60,17 %	11 769,09	11 769,09
90 Financial income and expenses						-100,00 %	-953,46	-953,46
942 Interest and other financial expenses						-100,00 %	-953,46	-953,46
9441						-100,00 %	-953,46	-953,46
96200						-100,00 %	-953,46	-953,46
8 PROFIT(LOSS) BEFORE EXTRAORDINARY ITEMS			-18 850,98	18 850,98		48,17 %	-12 722,55	-12 722,55
9 PROFIT(LOSS) OF THE FINANCIAL YEAR			-18 850,98	18 850,98		48,17 %	-12 722,55	-12 722,55

EXPENSES

Only one EduCamp in January, 2020, was unable to cover the total expenses of the year. Except wages and salaries, EduTravel continue to pay the membership fee for The Association of Finnish Travel Industry, SMAL, as well as Codegem Oy fee, meaning the Travius Basic program where all resources and products of EduTravel are registered. Moreover, with the help of this tool, the students learn how to add resources and products for a company within a tourism industry.



CODEGEM OY
Make a difference

WHAT WE ACHIEVED IN 2020

Despite an almost complete lack of education travel activity since January 2020, we have limited our losses as well we could.



MARCH

In 2020 we reduced our costs by closing the agency from March to August.

AUGUST

QUALITATIVELY

in 2019 we only managed half the estimated number of Edu Camps (4 for 7-8 estimated) but exceeded the estimated number of Theme groups (5 for 2 estimated). Because of Covid restrictions, only one Edu Camp happened in 2020 so no target could be reached.

For the services of Product and marketing development in our region 2019-2020, there was no action plan in place (manager on maternity leave 4/2019-4/2020).


BOGDAN ENACICA

Digital Marketing Coordiwnator & Financial coordinator



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