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International Marketing & Relations of MATKA Travel Fair in Helsinki

Kharel, Suraj

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Laurea University of Applied Sciences
Kereva

International Marketing & Relations of MATKA
Travel Fair in Helsinki

Kharel Suraj
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Kharel Suraj

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This Bachelor's thesis was done in order to know about the international marketing and atmosphere of MATKA Nordic Travel Fair in Helsinki. The topic of this thesis International Marketing & Relations of MATKA Travel Fair in Helsinki itself is an interesting topic. It shows how international atmosphere and marketing is done in MATKA Nordic Travel Fair and international atmosphere in MATKA Nordic Travel Fair. The MATKA Nordic Travel Fair in Helsinki is only one of the biggest travel fair in Finland which attracts domestic as well as international customers, exhibitors and visitors.

The theoretical framework focused on event management, international marketing, travel fairs and MATKA Nordic Travel Fair, which describes different types of events, international events, and different famous travel fairs in the World. The theoretical part of the thesis also includes the statistics of the MATKA Travel Fairs.

The method used in this thesis is qualitative research and it includes semi-structured interviews. The interviews took place in August 2015 and five respondents participated in interviews in order to find the international atmosphere of MATKA Travel Fair and to reach the goal of the thesis research. Therefore, the different three types of interview questionnaires were prepared and sent them via e-mail.

The result of this thesis indicates that MATKA Nordic Travel Fair is one of the largest travel industry events in Northern Europe which provide platform for the B2B and B2C businesses. The workshop done by MATKA Nordic Travel Fair, Global Workshop and Meet Finland Workshop are the two events to meet the International and domestic customers respectively. MATKA Nordic Travel Fair uses different types of marketing tools and it has a future aim to do more and stabilize its position as the third largest travel trade in Europe after ITB (International Tourism Borse) Berlin and WTM (World Travel Market).

All in all, MATKA Nordic Travel Fair is the event to feel the international as well as domestic environment in Helsinki. Furthermore, the answer given by the exhibitors, professional visitors, and itself MATKA Nordic Travel Fair exhibition and conventional center's responsible person is the results of the research.

Keywords: event, fair, Helsinki, international, marketing.

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1 Introduction

“MATKA” is a Finnish word which means Travel. MATKA Nordic Travel Fair is one of the biggest travel fairs in Northern Europe. It is organized by The Finnish Fair Corporation every year in January in Helsinki Exhibition and Conventional Center. The MATKA Nordic Travel Fair (later MATKA Travel Fair) attracts nearly 80 000 visitors each year. It is the meeting point of International travel trade professionals, exhibitors and consumers interested in travelling. The fair include international atmosphere as well as domestic. (Messukeskus 2015.)

The marketing of a travel fair is always an interesting topic for the author. The reason behind choosing this topic is because of high motivation towards and interest in Travel Fair in Finland and about international marketing related with travel fairs. Therefore, the author choose “International Marketing & relations of MATKA Travel Fair in Helsinki” as his thesis topic.

The aim of this thesis is to demonstrate the international relations of MATKA Travel Fair and to know about travel fair details. The second objective of thesis is to do qualitative research conducting semi- structure interview with the representative of Helsinki Conventional & Exhibition Center, interview with two tourism companies who have been in a travel fair and with two travel industry professionals who have been visiting MATKA Travel Fair and exhibition. For that, the author prepares interview questions and sends them via electronic mail.

The interview with interviewees covers the issue regarding the marketing of travel fair, international atmosphere of MATKA Travel Fair, future of fair and about MATKA Travel Fair from the view of exhibitors, professionals of travel industry and from themselves MATKA Travel Fair’s representative.

The structure of the thesis is accordingly. The first part of the thesis is based on theoretical part including, the information based on the event management, international marketing. The second part of the thesis is based on travel fair, famous travel fairs in the world and others fairs. The third part discuss about the MATKA Travel Fair in Helsinki. The following part is based on research study. The research study demonstrate the interviews of the exhibitors, professionals of tourism industry and representative of Helsinki Convention and Exhibition Center, shows the result of the research, measure the reality and validity of research. Finally, the thesis concludes with the conclusion.

2 Event Management

Events made Human civilization since ancient time. They have marked moving seasons, heralded the appointment of new leaders, celebrated religious rites and rituals and also signified births and deaths. The intentional activities which are done to provide entertainment and promotion of language, music, art, culture and food is known as event. Events are occasions such as convention, meetings, sports, exhibitions, dinners, fairs. The management of all the occasion and process is called Event Management. (Ferninand & Kitchin 2012, 5.)

Event is anything which happens; result; any incidence or occurrence esp a memorable one; contingency or possibility of occurrence; an item in a programme (of sports, etc.); a type of horse-riding competition, often held over three days (three-day event), consisting of three sections, i.e., dressage, cross- country riding and showjumping; fortune or fate (obs); an organized activities at a particular venue, eg for sales promotion, fundraising. (The Chambers Dictionary 1998, 560.)

Event industry is playing the vital role in the tourism industry and is increased meaningfully. The growth of society reflects in terms of technological, economic, environmental, social, political is the development of event industry. (Bowdin & al. 2001, 17.)

2.1 Types of Events

Events can be categories in different terms. For example, they can be grouping by size, form and content. The size of the event determines the capacity of the event whereas, form can determined the method used in organizing events. Furthermore, the content of the event signifies the theme of the events. (Bowdin & al. 2011, 18.) The different types of events are described below.

2.1.1 Special Events

Special events are those events which have purposes and goals, which describe the special rituals, performances and presentations that are prearranged and shaped to mark special rituals. Special Events include the days such as, national days and celebration, extra ordinary cultural program, occasions. The Special event is different from normal days. Special event is a unique monument in time celebration with rituals and ceremony to make happy for special needs. (Goldblatt 2011, 6.)

2.1.2 Mega-Events

That event which affects the economy and reverberates in the global media is known as Mega Events. Mega Events such as FIFA World Cup and World Fairs are the some instance of Super events. These types of events targeted the international tourism market and may be suitable to describe as “Mega” by virtue of their size in terms of attendance, target market, political effects, and level of publication of public finance involvement, extent of television coverage, facility construction, economic impact and social material of the host community. (Hall 1997, 5.)

2.1.3 Hallmark Events

Hallmarks are the events of international status such as major fairs, expositions, sporting and cultural events which are held in regular or a one-off basic. It provide the host community with an opportunity to secure high significant in tourism market. Hallmark events are the one time or recurring events of limited duration, firstly developed to provide awareness appeal and profitability of tourism destination in short period or long period. Hall mark event can trust for their success on exceptionality, statues or timely important to develop interest to attract attention for the people. Some examples of the Hallmark events are Carnival in Rio, The Chelsea Flower Show in the UK, and The Kentucky Derby in the USA. (Ritchie 1984, 2.)

2.1.4 Major Events

The event which is capable of attracting visitors, economic benefits, media coverage, and includes number of nation is called Major events. Major event attract public interest internationally and cover the large scale coverage of media interest. Major events are known as international event because it includes international countries, people and also affect the international calendar. Some of the instances of Major events are, Art, sporting and business, cultural in regular or one off basic. (Bowdin & al. 2011, 20.)

2.2 International Events

Event that is associated with two or more than two countries is recognized as international events. International events describe the various types of events. For instance, Major events, Mega events, Hall mark events are some international events. It is because, they attract the international audiences, and it has significant impact on host countries. They also attract in-

ternational or global media attention. Furthermore, they have economic imperatives, For instance, increase tourism visitors, job creation and providing new business opportunities. International event management requires an engagement with international activities, cultural difference and global issues. International events are becoming increasingly common place in the event market place. International events also include meetings, conferences, exhibition, and incentive travel. In other word, International events are the events which are associated with the Mega, Hallmark and Major events. International event must be internationally importance and feature conspicuously on its international calendar. Furthermore, such events give important for the international customers and visitors in the events. These types of events are large in scale because it includes two or more than two countries in the event. International events such as Olympic Games, The FIFA World Cup, World Fairs, Inter country exhibitions and festivals shows are specific illustration of International events. (Getz 2005, 16.)

2.3 Event Marketing

Marketing can be defined as the communication between buyers and suppliers for purchasing the goods and services. The American Marketing Association defines marketing as an organizational function and a set of processes for creating, communicating a delivering value to customers and for managing customer relationship in ways that benefit the organization and its stakeholders. (AMA 2004.)

Marketing in tourism means organized and harmonized execution of business policy by the tourist undertaking whether private or stated owned at local, regional, national or international level to accomplish optimal satisfaction of the needs of recognizable customer groups, and doing so to achieve an appropriate return. Marketing in tourism can be defined as the systematic and coordination effort utilized by the national tourist organization or the tourist enterprises at international, national and native level to develop the fulfillment of tourists, groups and individual, in view of the sustainable tourism development. (Bhatia 2006, 309.)

2.3.1 International Marketing

International marketing combines the science and the art of business with many other disciplines. Economic, anthropology, cultural studies, geography, history, languages, jurisprudence, statistics, demographics, and many other fields combine to help you explore the global market. The process of planning and conducting operation across national borders to create relations that satisfy the objectives of individuals and organizations is called international marketing. (Czinkota & Ronkainen 2003, 4.)

International Marketing also includes the event marketing process. Mainly, the event marketing process includes three ES of Marketing. They are Entertainment, Excitement and Enterprise. These three things make the success of any event. The key way to make the successful marketing is to provide the entertainment to the audience to leave home to experience something they will not find there. It includes the unique, different and designed just for the audience. Excitement generated from the entertainment and which support to make the enterprise stronger itself. Moreover, there is Five Ps of Event Marketing. They are Price, Product, Place, Public Relations and Positioning. These are the key way to make the marketing successful internationally as well as domestic level. (Hoyle 2002, 2-12)

Finally, International marketing includes the strategic marketing process. The Strategic marketing process is process of analyzing, planning and implantation of marketing. It is also called as marketing process. The analysis of marketing is done with collecting data and doing research using qualitative or quantitative research method about environment opportunities. Secondly, according to the research finding planning stage begins with long and short term strategic marketing plans. Then, the implementation of the plans will be held and will make the marketing process success. (Czinkota & Ronkainen 2003, 20).

2.3.2 Relation of Event Marketing and Management

An event marketing and event management have very tight relationship between each other. Event marketing and management are inter connected it is because; event management is the management of its people, expertise and human skills, and its process management. For example, lighting, site layout, sounding, ticketing, queuing and other function are included in event management. The manager of event management must work with very closely with event marketer to guarantee consumer needs and expectations. When we visit the event, our experience is enhanced by the demonstration of lighting, special sound effects or ways in which the venue is designed to bring the presentation to the audiences. Our experience can be meeting with the poor acoustics or wrong advice from the venue staffs about parking or entry to the event. Therefore, the event manager and event marketer need to plan corresponding to meet the objectives of successful event and its target market. (Bowdin & al. 2011, 370.)

2.3.3 Social Medias

Social media are the major marketing and communicating medium for exhibitors. Social Medias assists to promote the business and run the business in an effective way. Nowadays, social

Medias are capturing the interest of million people and are the easier and faster medium of marketing of products. They are also effective way of marketing for the international destination and targeting customers from international countries. Social media sites are providing their ability to sell products, provide insights into customers' needs, improve search engine rankings, nurture sales leads, and build long term relationship between customers and prospects. Social Medias are playing the significant important role in marketing. They find different opportunities and venues for presenting information to the right messages for the right person at the right time. (Albarran 2013, 86.)

Social Medias such as Facebook, Instagram, Pinterest, Youtube, Twitter, LinkedIn and Google are very common marketing tools. They play the strong role to establish online communication with desired audiences. Social Medias have lots of advantages as using marketing tools in events or in a fair. Firstly, it helps to build the numerous channels and network relations between customers and suppliers. Secondly, it is the easier way to learn about audience, it is because business man can easily get feedback from audience interest and opinions about the business products and services. Thirdly, social Medias can target the audience more efficiently. Moreover, social Medias play the role of viral communication and the medium of developing relationship between producer and audiences. (Cisnero 2014.)

Finally Social Medias is cheaper than traditional advertising. Social Medias are the two way conversation where as traditional marketing is one way conversation. Social Medias are open system and transparent but traditional Medias are closed system and opaque. Furthermore, traditional advertising are passive and use formal language but social Medias are active and use informal language. (Hausman 2012.)

3 Travel Fairs

Fair are probably prehistoric in origin which were used to trade goods in the middle ages. Fairs are taken as the important pillars for the development of country in the economy from the very beginning. The Normans granted 5 000 CHARACTERS OF FAIRS. Moreover, the trade arm diminishes as the amusement side increased in the 17th century as other forms of distribution like shops increased. In 1897 Randall Williams became the first showman to display moving picture to the public at the Valentine's day fair in King's Lynn in England. (Kasprzak 2012, BBC News.)

Travel Fair is taken as the highly marketing vehicles in today's highly competitive market world. This is the world of the innovation and the design of new products, so travel fairs have significant and important in this sector. In today's world no country developed in technology and creativeness remain apart from participating travel fairs. The rapid knowledge and experience is shared together on a common stand. Almost every country organized the travel fair and exhibitions in small, large or medium size. Many countries have their own exhibitions halls, groups, partners and complexes equipped just to participate in the exhibitions. The process and way of participating in such program related with travel and tourism and the way of demonstration is known as travel fair. (Kumar 2010, 295).

Travel Fair is a demonstration and meeting point for traders such as tour operators, attraction and accommodation providers and buyers such as travel agents or the general public. The Dissimilarity may be created accordingly between travel fairs from which general public is or is not omitted; in some both are accommodated, usually by admitting them on different days. (Medik 2003, 170.)

3.1 Advantages of Participating in Travel Fairs

International travel fair and exhibition give an opportunity to the exhibitors to meet the large number of buyers and sellers in the exhibition from different countries and place at the common place. Secondly, it helps to do face to face communication between buyers and sellers which helps to make the relation stronger between them. Thirdly, participating in travel fair helps to know about the trend in travel fairs and the price of the product also supports to compare the price of one price with next one. In addition, participating in travel fairs and exhibitions provide the common platform to participating countries to come under same roof and exchange the ideas about the travel and tourism, share technical knowledge and experience in tourism business. These all activities help exhibitors and suppliers as well as visitors

to take necessary steps to achieve better performance and consequences in tourism business. (Bhatia 2001, 276.)

Secondly, Participating in travel fair creates the two way communication among international partners in the market. It creates the proper surrounding or encounters and exchange of ideas between suppliers and customers. It builds the international contacts and relation between exhibitors and visitors. What is more, with the growing tourism market, fairs are the opportunity themselves for earning money from holding fair in itself. At the same time, international images is shown positive by participating, supporting and showing the interest to organize the fairs by the government. (Wolfgang 2006, 119.)

3.2 Famous Travel Fairs in the World

3.2.1 ITB (International Tourism Borse) Berlin

ITB Berlin is known as the biggest travel trade fair in the World. It is held in the capital of the Germany. It makes turnover of around € 5 billion in just five days. ITB Berlin is one of the international meeting places for hundred thousands of exhibitors and visitors. Three quarters of the almost 11 000 exhibitors travel to Germany from all corners of the earth. The objective of trade visitors to visit ITB is to find out about the latest market development and design business deals at ITB Berlin. Since, 1966, representatives from an ever increasing number of countries and regions have been meeting in an ever- increasing number of exhibitors halls under the Berlin radio tower. An authentic holiday ambiance is evoked by the authentic design of exhibition stands typifying the country representative. (Messe Berlin 2015.)

ITB Berlin was the first international trade show with nine exhibitors in 1966. Prof. Dr. Manfred Busche launched the first event in 1966. It was part of an overseas imports trade show: Nine exhibitors from five countries- Brazil, Egypt, the Federal Republic of Germany, Guinea and Iraq- presented their products and served to 250 trade visitors in a display area of 580 m². (Messe Berlin 2015.)

ITB Berlin is a travel trade fair which includes 5 continents and 180 countries of participation making 6 billion euro turnover. They have 10 000 exhibitors, 600 qualified top buyers. In addition, they have different types of visitors, for instance, 20 000 conventional visitors and 110 000 trade visitors, 50 000 private visitors. ITB Berlin includes the space of 160 000 square meter for the exhibition of travel fair. (Messe Berlin 2015.)

3.2.2 World Travel Market (WTM) London

World Travel Market is the chief global event for the travel and tourism industry professionals and conduct business deals. World Travel Market creates business as well as personal opportunities, providing customer with contacts, content and communities. World Travel Market has grown beyond belief in the past four decades. In 1980, 40 countries, 221 exhibitors and 9 000 trade visitors took part in first event at London Olympia. Two moves (Earls Court in 1992 and Excel in 2002) and 36 years later, now World Travel Market facilitates £ 2.5 billion in industry deals and has around 5 000 exhibitors from 186 countries and more than 50 000 visitors. (World Travel Market 2015.)

World Travel Market focuses on speed networking, responsible tourism, and student program. Firstly, World Travel Market popular event is speed networking. This event runs for the two seasons, which bring more than 1 400 exhibitors and 300 senior buyers. It helps to maintain the relationship between brokers and gives the business opportunities. Secondly, World Travel Market focuses on responsible tourism which creates comprehensive thought provoking and searching agenda on responsible tourism. It works with UNWTO to make the WTM World Responsible Day success. Finally, World Travel Market create events for the students knowing that students are the leaders of the future to lead the world and make them understand, develop knowledge and explore the tourism industry. (World Travel Market 2015.)

3.2.3 Swedish International and Travel Fair

The Swedish international travel and tourism trade fair is hosted every year at Gothenburg, Sweden. Svenska Mässan is the venue where TUR is held. The trade show organizer responsible for organization and management of TUR is Svenska Mässan- the Swedish Exhibition and Congress center. This travel exhibition is International which was started from 1984. (Svenska Mässan 2015.)

Swedish International travel and tourism trade fair have divided their shows in two profiles. From view point of exhibitors, Swedish international travel fair is national and regional tourist organizations, transport (air, rail, bus, ship and car rental), tour operators and travel agencies, hotels, conference venues, reservations systems, travel guides, camping sites. Whereas view point from the visitors profile, it includes staff and management from travel agencies and tour operators, corporate travel buyers, travel managers, tourism organizations, hotel and other accommodation, incentive travel buyers, conferences, buyers, carriers (air, rail, road, sea and car hire), conference centers. According to the statistics 2014, there were total 34 745 visitors who had been visited the Swedish international travel and tourism trade fair. The marketing of Swedish International Travel Fair is done via number of public daily

papers, travel magazines and travel specific channels. The target advertisement of Swedish Travel Fair is done with different offers and information to specific target through Facebook and Google AdWords. (Svenska Mässan 2015.)

3.2.4 Other Travel Fairs

The table 1 shows the ten different travels fairs which performed in different countries and the year of the origin. The Salmon Mondial Du Tourism Et Voyages (SMTV) is the travel fair which is organized in France started since year 1975. The Feria International Tourism (FITURE) is organized by Spain which was started from since January 1980. The country Switzerland performs two travel fairs, Travel Trade Workshop (TTW) and European Incentive and Business Travel Meeting (EIBTM) started since 1980 and 1988 respectively. Likewise, International Tourism Exchange (ITE) Italy, and Dutch Travel Trade Exhibition (TOUR) Netherlands are started since year 1979 and 1981 correspondingly. The Pacific Asia Travel Association (PATA) Travel mart is established in Hawaii since year 1950, whereas British Travel Trade Fair (BTTF) is established in England. The International Tourism Asia (ITA) and Moscow International and Travel and Tourism Exhibition (MITT) are performed in England and Russia respectively.

S.N	Travel Fairs	Country and Started year
1	Salon Mondial Du Tourism Et Voyages (SMTV)	France, February since 1975
2	Feria International Tourism (FITURE)	Spain, January since 1980
3	Travel Trade Workshop (TTW)	Switzerland, October since 1975
4	European Incentive & Business Travel and Meeting (EIBTM)	Switzerland, May since 1988
5	International Tourism Exchange (ITE)	Italy, February since 1979
6	Dutch Travel Trade Exhibition (TOUR)	Netherlands, December since 1981
7	Pacific Asia Travel Association (PATA) Travel mart	Established in Hawaii, 1950
8	British Travel Trade Fair (BTTF)	England
9	International Tourism Asia (ITA)	Hong Kong
10	Moscow International Travel and Tourism Exhibition (MITT)	Russia, 1994 March

Table 1: List of Travel Fairs in the World.

4 MATKA Nordic Travel Fair in Helsinki

MATKA Nordic Travel Fair is a leading travel exhibition in Northern Europe. It is organized by the Finnish Fair Corporation every year on January for four days in Helsinki. It meets 1 000 exhibitors representing 80 countries from the World. MATKA Nordic Travel Fair gives contact to Finnish and International travel trade professionals and general public interested in traveling.

4.1 History

MATKA Nordic Travel Fair has long traditional in Finland. The first travel fair event was held in 1936 which focused on travelling and maritime transportation. The new exhibition hall in Töölö welcomed the wonders of the world and travelling. Firstly, travel fair Finland was introduced as a technically developed country with diverse forms of transportation. In the spirit of this development a boat, a train and an airplane were placed on the cover of the fair catalogue. As trips organized by travel agencies and flying in general gained more ground started also the general public gets an interest in travel fairs. In 1979 the Finnish Fair Corporation first organized an annual travelling event in cooperation with the Finnish Travel Association. The name of the event changed in the course of time from Travelling to Travel and vacation, and Finntravel. The name MATKA has been used since 1987 when the Association of Finnish Travel Agents (AFTA) commissioned the Finnish Fair Corporation to organize the event. (Messukeskus 2015.)

MATKA Travel Fair gives opportunity to meet and know about whole Finland in Meet Finland Workshop. It is the most significant sales events for the Finnish travel industry and it offers domestic destination as an opportunity to get familiar with foreign buyers and travel agents. On the other hand, Global Workshop gives an opportunity to meet with international exhibitors, travel agents, other professionals and visitors in MATKA Travel Fair. The MATKA Travel Fair is the largest travel event which attracts nearly 80 000 visitors each years. (Messukeskus 2015.)

4.2 Fair Organisers Union Association

Fair Organizers Union Association was founded in 1996 with the aim of promoting general operating conditions of the industry and to enhance mutual cooperation between trade fair companies. The association founding members are the Finnish Fair Corporation, Tampere Trade Fairs Ltd, Turku Fair and Congress Center Ltd, Lahti Fair Ltd, Jyväskylä Fair Ltd and the

North Finland Fair companies Association of Exhibition Organizers Union are omitted to provide reliable information about these events to the media. Becoming a member can apply well- established and professionally operationally operate in the Finnish trade fair organizers. (Exhibition Organizer, the Union Association.)

4.3 Statistics and Figures

The table 2 shows the statistics of MATKA Travel Fair since last three years (2013 to 2015). In the year 2013 there were maximum number of visitors who visited MATKA Travel Fair and least in year 2014 which was 76 477 and 66 904 respectively. The numbers of Professional Visitors in the year 2015 were maximum and minimum in the year 2014 which was 20 523 and 15 704 correspondingly. The numbers of Exhibitors in the year 2013 were at highest and lowest in year 2015. There were 86 countries participated in MATKA Travel Fair in the year 2015, 81 countries in the year 2014 and 80 countries in the year 2013. The Media Representatives in the year 2013 were 1 272 which was followed by the year 2015 by 1215 and slightest in the year 2014 by 1 168. Likewise, the Exhibition Area covered by exhibition in the year 2015 was the least and the year 2013 was the extreme which was 9 562 m² and 11 785 m² individually. The numbers of International Professionals Visitors who had visited MATKA Travel Fair were 1545, 14 11 and 1585 in the year 2013, 2014 and 2015 respectively. There were more international exhibitors in year 2013 and least in year 2015 which were 421 and 392 respectively. Moreover, in year 2014 there were 401 numbers of exhibitors in MATKA Travel Fair.

S. N	Particulars	Year 2013	Year 2014	Year 2015
1	Visitors	76 477	66 904	68 524
2	Professionals Visitors	18 358	15 704	20 523
4	Exhibitors	1 102	966	824
6	Media Representatives	1 272	1 168	1 215
7	Countries Participated	80	81	86
8	Exhibition Area	11 785 m ²	10 642 m ²	9 562 m ²
9	International Professionals Visitors	1 545	1 411	1 585
10	International Exhibitors	421	401	392

Table 2: Statistics of MATKA Travel Fair since Year 2013 to 2015 (Source: Suomen Messut 2015.)

The Table 3 shows about the MATKA Travel Fairs and exhibitions Center. Helsinki conventional, Fair and exhibition center can hold 100 of professionals and public events and organize fifteen hundreds of meetings and congresses in a year. The number of visitors to Fairs, Meeting, Congresses and Parties are 1.1 million in a year. It has ten thousands media representatives and area of fifty-eight thousands meter square of an area for the fairs. In addition, it has seven halls and forty Meeting rooms which is displayed by the table 3.

S.N	Items	Numbers
1	Professionals and public events	100
2	Meeting and Congresses	1 500
3	Visitors to Fairs, Meeting, Congresses & Parties	1.1 million
5	Media Representatives	10 000
6	Area	58 000 m ²
7	Halls	7
8	Meeting rooms	40
9	Seat-Amfi Auditorium	4 400
10	Employees	270
11	Parking Spaces	4 600
12	Room in the Holiday Inn Helsinki Hotel	244

Table 3: MATKA Travel Fair Exhibition & conventional center's Statistics. (Source: Suomen Messut 2015.)

The figure 1 demonstrates the Helsinki Conventional and exhibition center's event map. The event map shows the different types of event organized in Helsinki Conventional and exhibition center. The map is classified in different five types. Firstly, from the Northern entrance, customers in MATKA Travel Fair can feel 'The Best of Finland' which is shown by light blue shade in the figure. The following is dark blue shade for 'Tasty Travel' at the right top corner in the figure. The Southern entrance in the figure leads customers to the 'Air, Sea, Rail and Road Traffic' which is exposed by yellow color. Additionally, the Eastern entrance symbols customer to the pink area of Fairs shown by 'Europe'. Finally the green area shows the fairs by 'Long haul-Destination'.

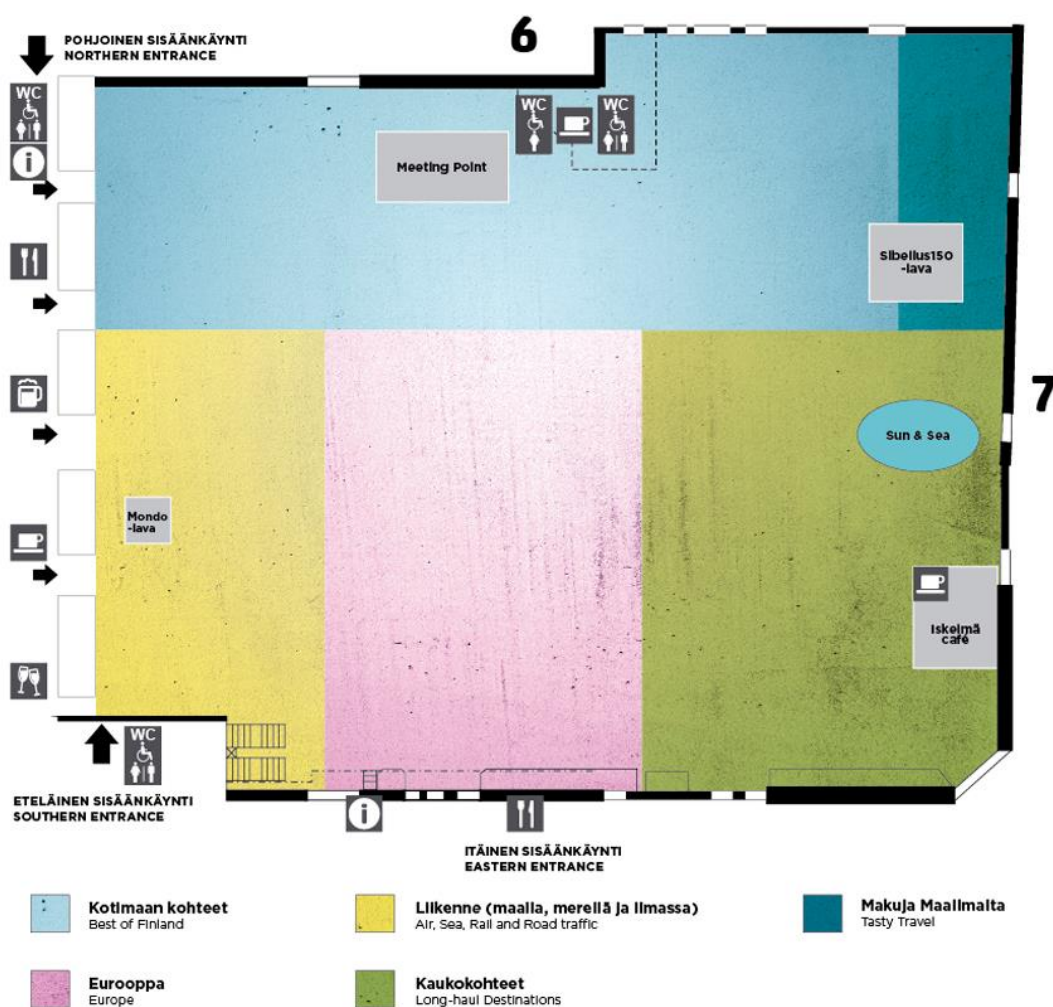


Figure 1: Helsinki Conventional and exhibition center's event map. (Source: Suomen Messut 2015.)

The figure 2 displays the product groups of MATKA Nordic Travel Fair. The figure demonstrates the different eight types of products groups. The different types of products MATKA Travel Fair offers for the customers are Travel agencies and tour operators, travel services and equipment, air, sea, rail and road traffic. In addition, accommodation, tasty travel (Cuisine Culture), BTF (Business Travel Forum), Friendship Association, other travelling products and services are the products groups which are shown in figure 2.

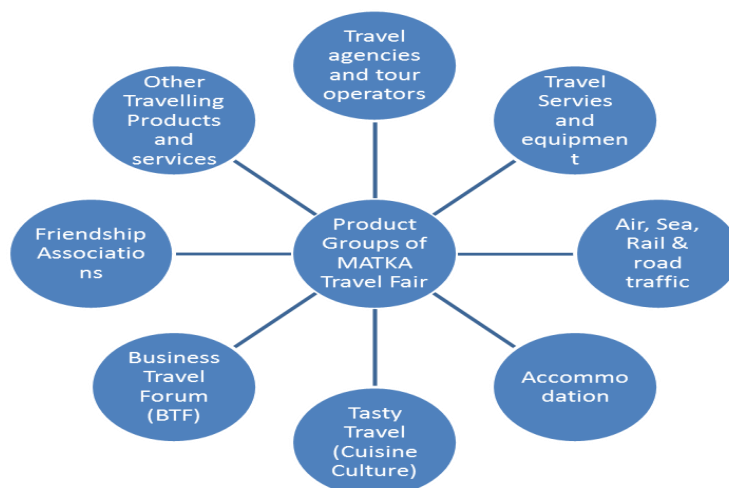


Figure 2: Product groups of MATKA Travel Fair. (Suomen Messut 2015.)

5 Research Case

Research is always important part in thesis report writing process. In this chapter, author discuss about the research method that is been used in thesis. Moreover, author explains about the aims and objectives of conducting research, the method used to collect data, presenting the interviews and examine the Validity and reliability.

5.1 Research Method

The author has used both primary and secondary data to complete the thesis process. The primary data includes the semi structured interviews and text data analysis whereas, secondary data includes data taken from journals, articles, published materials from related authorities, internet. All the interviews questions were sent for the interviewee and the answers have collected via e-mail.

According to Veal (2006) there are three different kinds of research; descriptive, explanatory and evaluative. Finding the right method for the research is very important, it is very important for the researchers to know about the method they are using. As the main aim of the thesis is to analyze international marketing in MATKA Travel Fair, the type of the research used is explanatory research. (Veal 2006, 3, 95.)

The information required for research was collected from semi structured interviews and public materials from the authorities and internet. Furthermore, the data about the MATKA Travel Fair was collected from web page Messukeskus and from the interviews with representatives of MATKA Travel Fair, exhibitors and professionals visitors of MATKA Travel Fair.

5.2 Validity and Reliability

“Reliability is the extent to which the research finding would be the same if the research were to be repeated at a later date or with a different sample of subjects” (Veal 2006). “Validity is the extent to which the data collected truly reflect the phenomenon being studied” (Veal 2006, 135). Reliability is an idea used for examining or evaluating qualitative research, the concept is commonly used in every classes of research. The most significant test of any qualitative study is its quality. It is not compulsory to test reliability and validity for carrying research work. The noteworthy will be given on the research whether research work is honorable or effective.

The research method of the thesis included the semi-structured interview. The interviews were conducted with the aim of getting reliable and valid information for the research. The interviewees for the research were very experienced in their own field. They had been participating in MATKA Travel Fair for several years therefore; the information given by them is reliable and valid. The data about the MATKA Travel Fair was also collected from the web page of Messukeskus. Thus, the information about research is reliable and the internet source was authentic.

5.3 Qualitative Research Method

There are different types of method used for collecting qualitative data which includes observation, information and in-depth interview, and text analysis. Interview can be taken as unstructured interviews, structured interviews and semi-structured interviews. (Veal 2006, 40.) Qualitative research method collects more information than quantitative research method. For instance, it gathers more detailed information, provide more freedom and more flexible than other research methods. It is also pre authorized in comparison to qualitative research method in information collection. The data gathering, analysis and writing happens in same time in qualitative research method. This research method follows recursive approach making the element of research fluid relation with each other. (Veal 2006, 193, 196.)

5.4 Analysis of Interviews

During the process of preparing questions for the research, it is very important what is the subject and aim of doing research and what was necessary to found. The research questions were made based on “The strategic event marketing process” of (Bowdin & al. 2011, 374.) from Event Management book. The questions were made for three different type of interviewee which was approved by the supervisor of the thesis. The author came with six different themes of research. The name and details about the interview and interviewee is in Table no 4.

S.N	Interviewee	Number of Interviewee	Name of Interviewee
1.	The person responsible for travel fairs exhibition and conventional Center, Messukeskus.	One	Private
2.	Tourism Companies which have been in MATKA Travel Fair.	Two	Private Private
3.	Travel industry professionals, who are visiting MATKA Travel Fair.	Two	Private Private

Table 4: Interview and interviewee details for research

5.4.1 Interview with MATKA Travel Fair Exhibition and Conventional Center Messukeskus's Responsible Person

Theme A: In this part of interview, questions were related with the missions and Goals of MATKA Nordic Travel Fair, Messukeskus. This theme is important because it helps to find out the answers about their missions and goals, business policies and positions, and their market positions internationally.

According to the person who is responsible for Exhibition & conventional center Messukeskus: Their goal is to grow the MATKA brand globally, strengthen their position as the one of the largest travel trade events in Europe and increase awareness among all the travel professionals globally. MATKA Nordic Travel Fair is the largest travel industry event in Northern Europe, fits the whole world into Helsinki Exhibition & Conventional Center. Theirs Travel Fair provides a fruitful platform for all businesses that are working in or with travel industry both for doing B2B and B2C business. According to her, In connection with Nordic Travel Fair MATKA 2016 Finnish Fair Corporation is organizing the MATKA workshop Day on Wednesday 20th of January which includes two parallel events, Meet Finland Workshop and Global Workshop.

She also stated that on Workshop Day visitors have chance to reach buyers who seek for information about service providers. Pre-scheduled meetings give visitors a possibility to trade and effect on purchasing decisions face to face. Workshop Day consists of Meet Finland and Global Workshop parts. There were approximately 5 700 pre-scheduled meetings from 54 different countries in year 2015. Business Travel Forum on Thursday 21 January gives visitors chance to reach travel trade professionals. Year 2015 Business Travel Forum gathered approximately 2,800 travel trade professionals together. Both of these events bring together travel trade professionals around the world and enables visitors and exhibitors to get an update on the wide range of products and service Finland and other country offer.

She adds: Visitors can meet suppliers of your choice from both workshops. Suppliers at Meet Finland Workshop represents destinations, towns and regions, hotels, spas, attractions, transportation companies from Finland and suppliers at Global Workshop represents destinations, towns and regions, spas, safaris, attractions, transportation companies from all over the world. All suppliers are exhibitors at the MATKA Travel Fair and you can easily continue discussions with chosen suppliers also at the stands after the workshop. MATKA is Northern Europe's most important event in travel industry. Our strategy is to develop MATKA to be a place where Northern Europe's travel destinations and Asia's growing markets buyers have a

chance to meet in an inspiring environment. Finnish and Baltic Sea area professionals also get to meet in MATKA.

About market position internationally she adds, they analysis how the brand is, they analysis the number of their own global exhibitors, global visitors and the feedback they get from them. She includes, they analysis how theirs visitors and followers compare to ITB Berlin and WTM London.

Theme B: In this part, questions were related with Situation analysis of Travel Fair exhibition and conventional center, Messukeskus. This theme includes Market situation of MATKA Travel Fair since last five years.

According to the interviewee, the market situation of MATKA Travel Fair has grown and they are now the third largest travel event in the Europe.

Theme C: In this part of Interview, questions were related with marketing tools. It deals with the marketing tools that MATKA Exhibition and conventional center are been using for marketing of travel fair and marketing for international guests.

According to her, they are using different tools for marketing. They are using digital marketing from own channel. They have bought media marketing. They also do marketing through marketing in news and other travel trade magazines such as TTG-magazines. Moreover, they send e-newsletter to previous visitors. They do event marketing at travel show globally. They do face-to-face marketing through theirs sales managers and partners. Digital marketing with global partners, Twitter and Google+ marketing are some others marketing tools they are using for marketing international as well as domestic customers. They have good communication to international media. In addition, they have Nordic bloggers experience too.

Theme D: In this part of interview, questions were related with strategic marketing plans and policies for marketing internationally. Also, it concern with innovative, creative, dissemination of new forms of marketing plans, and satisfaction of international perceived needs. MATKA Nordic Travel Fair increasing the quality of their event and highlighting it in theirs all marketing and they are using more content marketing allocated to specific visitors and exhibitors segments. They have also partnering with the major players in the travel trade business. They think that fairly well as all their exhibitors are very satisfied with all the international customers that they bring them and also theirs international exhibitors are very satisfied with the local and international customers. Also their international visitors are very satisfied with event of MATKA Nordic Travel Fair exhibition and convention center, Messukeskus.

Theme E: In this part of Interview, questions were based on marketing research. According to interviewee, they always do researches after the event for both visitors and exhibitors. The conclusion is that MATKA is much appreciated event with a loyal customer base and the devilment that they have done for the event is appreciated and clearly taken the event in the right direction. The advantages of conducting research into event consumers is MATKA Nordic Travel Fair exhibition and convention center, Messukeskus get vital information to how they should develop their event and what are the expectations for their visitors and exhibitors for the future.

Final theme F which describes about the future plans for marketing of travel fairs exhibition and conventional center.

She stated:

To do more and stabilized our position of the third largest travel trade in Europe.

5.4.2 Interview with Exhibitors

Exhibitor 1:

Theme A: In this part of the interview, questions were related with the background information of the tourism company who has been in MATKA Travel Fair.

According to exhibitor 1, the field of his tourism business is accommodation and restaurant services. The business idea of his company is to provide quality service for both FIT and MICE customers. They are one of the biggest accommodation and restaurant service producers in Finland. They have been participating in MATKA Travel Fair for several years via company x marketing company. The size of their stand in MATKA Travel Fair has been approximately 20m².

Theme B: In this part of interview, questions were related with mission and goals participating as exhibitor in MATKA Travel Fair.

According to interviewee, their mission has always been divided in three different sectors participating as exhibitor in MATKA Travel Fair. Firstly, they do marketing and spreading information to FIT. Secondly, they meet with professionals buyers and finally, they search new high lights and products from other exhibitors. Moreover, they look for professional buyers and new FIT contacts from MATKA Travel Fair.

Theme C: in this part of interview, questions were related with situation analysis in MATKA Travel Fair.

Interviewee told that, MATKA Travel Fair is itself and its does not show any international atmosphere. However, the Meet Finland event that has been arranged together with MATKA Fair

is very good channel to meet professional partners. They have got international contacts they were looking from Meet Finland but not from the MATKA Travel Fair. Additionally, they have gotten statistics and other information and it has always been very good for them.

Theme D: In this part of interview, questions were based in marketing tools.

According to the interviewee, MATKA Travel Fair is not interesting enough to reach new professionals buyers. They also told us that, the price for the fair for exhibitor is way too high.

Theme E: In this part of interview, question was based on Future of MATKA Travel Fair.

They told us that, they have some wishes concerning the international operations of MATKA Travel Fair is to lower the exhibition rates and by that get more exhibitors that will tempt the international buyers for the fair.

Theme G: In this part of interview, question was about greeting to MATKA Travel Fair.

The interviewee does not have any greetings to MATKA Travel Fair.

Exhibitor 2:

Theme A: In this part of interview, the questions were related with background information about Exhibitor 2.

According to Exhibitor 2, they are providing country's x companies and organizations business development services in tourism and assist them in every way. The business idea and the size of company is that they are one of the 110 country x trade promotion offices, which are part of the country x Federal Economic Chamber. They participate in MATKA Travel Fair. In 2015 they had stand 15 m².

Theme B: This part of the interview includes the questions related to mission and goals of Exhibitor 2.

She answered that, their goal was to help their own country's companies and organizations to get B2B-contacts and to help them in every way. Therefore, they were looking for B2B-contacts for their country's companies and organizations from MATKA Travel Fair.

Theme C: In this part of interview, questions were related with Situation analysis of MATKA Travel Fair in the view of Exhibitor 2.

She replied that, International atmosphere in MATKA Travel Fair was showed by themselves because they were the international organization themselves. They were not looking for international contacts rather their intention and they would have preferred more Finnish B2B contacts. Furthermore, they have got enough statistics and information about the interna-

tional guests and companies. They have not participated in any events organized by MATKA Travel Fair.

Theme D: In this part of interview, question was related with marketing tools. According to the interviewee, they think that marketing operations of MATKA Travel Fair reach the international customers and company.

Theme F: In this part of Interview, question was concerning the future. The interviewee said, they have no wishes concerning the international operations of MATKA Travel Fair.

Theme G: In this part of interview, question was related with greetings to MATKA Travel Fair´.

The exhibitor 2, stated:

The MATKA -homepage for the next fair could be made ready a bit sooner. Nice fair - greetings to all!

5.4.3 Interview with Professionals

Professional 1:

Theme A: In this part of interview, questions for the interviewee were based on background information of professional in tourism business.

According to the interviewee, he is a director of Tour Production which means he is responsible with team responsible of creating, planning, building, operating and running out different Tour Series to worldwide destinations on charter and regular flights as well as ferries (to the Baltics and Sweden only). He is working at Travel Agency & Tour Operator x Ltd. They are middle size tour operator with approximately 140 000 passenger annually (40 000 on air and 100 000 by ferry). He has been working full time in tourism since 1990 and part time already before (from 1983). He visits the MATKA Travel Fair every year.

Theme B: In this part of interview, questions were based on missions and goals visiting MATKA Travel Fair.

He stated:

When we have a stand of our own, as an exhibitor, the goal is to meet customers and to promote our services and products. When we only visit the fair as a trade visitor (no stand), the goal is to study and inspect our deal competitor's offerings. For us the Finnish Travel Fair is

not anymore a venue for making purchases or contracts- they are done electronically throughout the year.

Theme C: In this part of interview, questions are related with situation analysis and the international atmosphere in MATKA Travel Fair.

He answered that; International atmosphere in the MATKA Travel Fair is shown mostly through the international exhibitor's stands. He has found those countries and companies he was looking for. Moreover, he has got enough statistics and information about international guests and companies. He participates in some events organized by MATKA Travel Fair. He usually participates depending on the topics but not every time.

Theme D: In this part of interview question is related with marketing operation of MATKA Travel Fair for international customers.

He stated:

At least MATKA is able to get more and more international exhibitor's every year. Not so sure if they are able to get more international visitors?

Theme E: In this part of interview, questions were based on wishes concerning the international operation of MATKA Travel Fair.

He told us that, Armenia and Georgia could be of interest in Finland. Moreover, they may be partner land for further visibility.

Theme F: In this part, we asked any greetings for the MATKA Travel Fair.

He stated:

Focus on getting exhibitors interesting to public, to the consumers rather than sellers to the trade. The trade has its channel for purchasing and finding partners also otherwise. The Fair is still a good place for marketing and promotion for the consumers.

Professional 2:

Theme A: In this part of interview, questions were related with background information of tourism professional and company.

She is the tourism professional and director of company x. She said that her field of company is DMC & incoming tour operator. She is providing tour planning and execution with best possible local know how of Finnish travel products to B to B clients. She has own stand 3-4 times at SMAL stand during professional times. Not there for last years in MATKA Travel Fair.

Theme B: In this part of interview, questions were related with missions and goals visiting in MATKA Travel Fair.

She was visiting MATKA Travel Fair with the mission to find new foreign tour operators as clients. Moreover, her company was looking for the foreign tour operators who use local DMC from MATKA Travel Fair.

Theme C: In this part of interview, questions for the professional interview were related with situation analysis and international atmosphere in MATKA Travel Fair.

According to her, the international atmosphere is showing in Travel Fair was outgoing and domestic travel sales more visible than incoming. She did not found those international contacts from MATKA Travel Fair and she found mainly from Meet in Finland workshop. Moreover, she does not need any statistics but guaranteed meeting and being on the tour operators' route at the fair.

Theme D: This part of the interview contains the questions related with marketing tools.

According to the interviewee, marketing operation of MATKA Travel Fair may be not enough reach the international company and customers. It is because, MATKA Travel Fair should do marketing to VF and FINAIR to bring them and make sure they visit the fair.

Theme F: In this part, question was related with Future and was asked wishes concerning the international operations of MATKA Travel Fair.

She stated:

B to B workshop without MATKA Travel Fair participation or clear plan/booth for incoming

Theme G: This is the last part of the interview in which question was about greeting to MATKA Travel Fair.

He stated:

MATKA Travel Fair needs more info who wants to meet with a DMC rather than deal directly with suppliers.

5.5 Results

In general, the study finds the international marketing and atmosphere in MATKA Travel Fair from the view point of exhibitors, Professionals of tourism and itself MATKA Travel Fair and conventional center representative. The semi structured interview with exhibitors, professionals and with Travel Fair exhibition and convention center representative fulfilled the objective of the research of the thesis. The findings and results of the research will be described in below paragraphs.

The interview with the representative of MATKA Travel Fair exhibition & conventional center showed the detailed facts and information about the international relations in MATKA Nordic Travel Fair. MATKA Travel Fair's goal is to grow the MATKA brand globally. It is the largest travel industry event in Northern Europe. It is providing productive platform for all business in tourism industry working with B2B and B2C business. MATKA includes two parallel events, Meet Finland Workshop and Global Workshop. Meet Finland Workshop represents destinations, towns and regions, hotels, spas, safaris, attraction, transportation companies from Finland whereas, Global Workshop represents from all over the world. MATKA conventional center always analysis the number of global visitors, exhibitors and feedback from them. Moreover, they use every types of marketing tools for instance, digital, marketing in news, e-newsletter, face-to-face marketing, Twitter, Google +, Nordic bloggers and magazines. They think that exhibitors are very satisfied. In order to take the event in the right direction they have always done researches after the events for both visitors and exhibitors. MATKA Nordic Travel Fair plans for marketing international customer is to do more and stabilize their position of the third largest travel trade event in Europe.

The interview with exhibitors exposed the relationship between exhibitors and MATKA Travel Fair. Besides, it showed the exhibitors experiences in MATKA Travel Fair and opinions about it which helped author to make findings about research part. The interview with first exhibitor showed that, exhibitor visit MATKA Travel Fair to find professional buyers and new FIT contacts. Moreover, they are in search for new high lights and products from other exhibitors. Meet Finland Workshop is always best Workshop to find international contacts. MATKA Travel Fair is not interesting enough to reach new professional buyers whereas the price for the fair for the exhibition is too high. The suggestion is to lower the exhibition rates and get more exhibitors that will attract the international buyers for the fair. The interview with second exhibitors shows their goal was to help Austrian companies and organizations to get B2B-contacts and to help them in every way and find B2B Finnish contacts and information from MATKA Travel Fair. They were themselves international exhibitor to represent the MATKA as international atmosphere in Fair. They have positive though about marketing operation of MATKA Travel Fair reach the International Company and customers. Finally, the suggestion is that, "the MATKA -homepage for the next fair could be made ready a bit sooner. Nice fair -greetings to all."

The interview with professionals in tourism presented the connection between the professionals and MATKA Travel Fair. Moreover, it also reflected the proposals from professionals, facts, reality and viewing point of professionals of tourism towards MATKA Travel Fair. The conversation with the first professional displayed that MATKA Fair is not any more venue for making purchase of contracts. The goal of the professional to visit MATKA is to study and ex-

amine their dear competitor's offering. MATKA Travel Fair is getting more and more international exhibitors but quite less international visitors. Armenia and Georgia could be the best choice for MATKA Travel Fair for international marketing operation. MATKA Travel Fair should focus on getting exhibitors interesting to the public, to the consumers rather than sellers to the trade. The interview with second professional displayed that outgoing and domestic travel sales more visible than incoming. MATKA Travel Fair is not best to find international customers but Meet Finland Workshop is best. Marketing Operation of MATKA Travel need to include VF and FINAIR and make them visit the fair. The MATKA Travel needs more info who wants to meet with a DMC rather than deal directly with suppliers.

6 Conclusion

Initially, the key inspiration behind selecting this topic “International Marketing & Relations of MATKA Travel Fair” was because of high motivation in the subject during the visit to the exploring fair center activities in Messukeskus. Moreover, to know how international travel trade fair takes place. The aim of the research was to find out the international marketing and relations of MATKA Travel Fair. The themes of the research were also based with the strategic event management process from the book “Event Management” (Bowdin & al. 2011, 374).

On the contrary, author faced lots of difficulties during his research. The first problem was he was unable to meet the persons for the interviews. He sent lots of e-mails but did not get any response from interviewees. The second problem was author is international student living in Finland faced Finnish language problem. Nevertheless, author with the help of his thesis’s instructor finally managed to find interviewees for the interview on behalf of the research.

On the basic of research result, it can be concluded that, MATKA Travel Fair is the largest travel industry event in Northern Europe. It is providing fruitful stand for all business in tourism industry working B2B & B2C business. Meet Finland Workshop and Global Workshop are the event organized by MATKA Travel Fair, which create environment to meet international as well as domestic exhibitors, visitors and professionals in Tourism under same roof. MATKA Travel Fair always analysis the global visitors, takes feedback from customers and exhibitors for moving fair towards right direction. MATKA Travel Fair uses almost every type of marketing tools for marketing international customers, visitors and exhibitors. MATKA Travel Fair has Nordic Bloggers Experience too. In addition, MATKA Travel Fair, plans for marketing international customer is to do more stabilize their position as third largest trade event in Europe.

The interview with exhibitors and professionals in Tourism helped researcher to find out the positive and negative facts about MATKA Nordic Travel Fair. MATKA is the place which included lots of international exhibitors but less international visitors, MATKA Travel Fair should focus on getting exhibitors interesting to the public, to the consumers. The main them from the interview with professional and visitors was MATKA Travel Fair is place to find tourism exhibitors, professionals and visitors from Finland as well as International countries.

Furthermore, the interview summaries with all five interviewees are shown in the table 5 and table 6 below.

S.N	About	Responsible Person of MATKA Travel Fair and Conventional Center
1	Mission & Goals	To grow MATKA brand globally. Largest travel industry event in Northern Europe, provide platform to all business doing B2B and B2C business. Meet Finland and Global Workshop
2	Situation Analysis	Third largest travel event after ITB Berlin and WTM London.
3	Marketing Tools	ALL most all types of marketing tools as well as Bloggers experience.
4	Strategic Marketing	Increase quality, content marketing, partnering, and Very Satisfied exhibitors.
5	Marketing Research	Always does marketing researches after every Fairs, gets feedback and analysis it to organize fairs in future in right direction.
6	Future	Do more and stabilize position as third largest travel trade in Europe after ITB and WTM.

Table 5: Interview summary with MATKA Nordic Travel Fair conventional and Exhibition center's responsible person

S.N	About	Exhibitors		Professionals Visitors	
		A	B	A	B
1	Background	Accommodation and Restaurant Business Service for FIT and MICE customers.	Business development services in tourism and assist them, 110 country x Trade promotion Offices.	Director of Tour Production. Tourism field since 1983	DMC and IN-COMING TOUR OPERATOR. 3-4 times visit, products to B2B Clients
2	Mission and Goals	Marketing to FIT Meeting with Professional buyers	To help country x companies and organizations to	To study and inspect dear competitor's	To find foreign tour operators as

		Search new high light products from other exhibitors.	get B2B-contacts	offerings	clients and who use local DMC
3	Situation Analysis	Meet Finland workshop is good enough to meet international customers and pro.	Self international Exhibitors. preferred more Finnish B2B-contacts.	International atmosphere through International's exhibitors stands. Enough statistics, finds international customers.	Outgoing and domestic travel sales visible than incoming. Not enough statistics, Meet Finland Workshop best.
4	Marketing Tools	Not interesting to reach professional buyers	Yes, marketing reach international companies and customers.	exhibitors yes, visitors don't know	In dilemma about marketing
5	Future	Lower the exhibition rate	No wishes	Armenia and Georgia as partner country with Finland: interest.	B2B Workshop without participating MATKA Fair.
6	Greetings	none	Homepage for the next fair could be made ready a bit sooner, nice Fair.	Focus, interesting exhibitors to public. Good place for marketing	Need more info who wants to meet a DMC.

Table 6: Interviews summary with Exhibitors and Professionals Visitors who have been in MATKA Nordic Travel Fair

All in all, MATKA Travel Fair demonstrates the world which includes the travel and tourism activities from all over the World and it is the meeting points of international as well as domestic exhibitors, tourism professionals and visitors under the same roof.

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Figures

Figure 1: Helsinki Conventional and Exhibition Center's Event Map.

Figure 2: Product Groups of MATKA Nordic Travel Fair.

Tables

Table 1: List of Travel Fairs in the World

Table 2: Statistics of MATKA Travel Fair since Year 2013 to 2015

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Table 6: Interviews Summary with Exhibitors and Professionals Visitors

Appendixes

Appendix 1: Interview email.

Dear Sir/Madam,

I am a tourism degree student at Laurea University of Applied Sciences. I am currently working on my thesis and the topic of my thesis is “International Marketing and relations in Matka Travel Fair”. For the research purpose, I need to take interview with Exhibition and Convention Centre marketing MATKA Travel Fair, Travel Fair exhibitors who are seeking international customers and Professional Visitors, who wants international contacts.

I would like to kindly ask you if you would like to participate in answering these research questionnaires. It would help my thesis with a strong research if you have time to answers to these questions. Besides, your name is not going to get mentioned in thesis and kept highly confidential.

The interview questions are attached in this email. Please, find the attachment.

Thank you!!

Kind Regards,
Suraj Kharel

Appendix 2: Interview Questions for MATKA Travel Fair exhibition and Conventional Center

Laurea University of Applied Sciences

Interview Questions for Thesis

Author: Suraj Kharel

Teacher: Tarja Rinne

“International Marketing and Atmosphere of Matka Travel Fair in Helsinki”

Questions for MATKA Travel Fair

A. Missions or Goals

1. What are your objectives and direction for marketing internationally?
2. What are your business policies and position?
3. How do you analysis market positions internationally?

B. Situation Analysis

1. What is the market situation of “Matka Nordic Travel Fair” since last 5 years?
2. Is it possible to get statistics and datas of “Matka Nordic Travel Fair” since last 5 years?

C. Marketing Tools

1. What types of marketing tools do you use for marketing internationally?
2. How do you do marketing for international guests?

D. Strategic Marketing

1. What are your strategic plans and policies for marketing internationally?
2. Do you have any innovative, creative and dissemination of new art forms of marketing plans?

3. How does your marketing satisfy yours international customers perceived needs?

E. Marketing Research

1. Have you done any marketing research? If yes, how and when? What was the conclusion made?
2. What are the advantages of conducting research into event consumers?

F. Future

1. What are your future plans for marketing international customers?

Appendix 3: Interview Questions for Exhibitors

Laurea University of Applied Sciences

Interview Questions for Thesis

Author: Suraj Kharel

Teacher: Tarja Rinne

International Marketing and Atmosphere of Matka

Travel Fair in Helsinki

Questions for Exhibitors

A. Background Information

1. What is the field of your company in Tourism Business?
2. Describe the business idea and the size of your company.
3. Describe your participation in Matka Travel Fair during last years.
The size of your stand, history, some other matters.

B. Mission & Goals

1. What was the mission or goal when participating as exhibitor in Matka Travel Fair?
2. What kind of contacts or information your company was looking from Matka Travel Fair?

C. Situation Analysis

1. How the international atmosphere is showing in the Matka Travel Fair?
2. Did you have those international contacts you were looking from Matka Travel Fair?
3. Have you gotten enough statistics or other information about the international guests and companies?
4. Did your company participate in any events organized by Matka Travel Fair?

D. Marketing Tools

1. Do you think that the marketing operations of Matka Travel Fair reach the international company and customers?

F. Future

1. Do you have wishes concerning the international operations of Matka Travel Fair, any specific country or some new events?

G. Greetings to Matka Travel Fair

1. Would you like to send any greetings to Matka Travel Fair concerning the international relations?

Appendix 4: Interview Questions for Professionals in Tourism

Laurea University of Applied Sciences

Interview Questions for Thesis

Author: Suraj Kharel

Teacher: Tarja Rinne

International Marketing and Atmosphere of Matka

Travel Fair in Helsinki

Questions for Professionals in Tourism Business

D. Background Information

4. What is your position in Tourism Business?
5. Are you working in a big company or in a small one?
6. How long history you have in Tourism Business?
7. Do you visit Matka Travel Fair regularly every year?

E. Mission & Goals

3. What was your personal mission or goal when visiting Matka Travel Fair?
4. What kind of contacts or information you are looking from Matka Travel Fair?

F. Situation Analysis

5. How the international atmosphere is showing in the Matka Travel Fair?
6. Have you found those countries and those companies you are looking for?
7. Have you gotten enough statistics or other information about the international guests and companies
8. Do you normally participate in any events organized by Matka Travel Fair?

D. Marketing Tools

1. Do you think that the marketing operations of Matka Travel Fair reach the international customers?

F. Future

2. Do you have wishes concerning the international operations of Matka Travel Fair, any specific country or some new events?

G. Greetings to Matka Travel Fair

2. Would you like to send any greetings to Matka Travel Fair concerning the international relations