

MATKA Fair 15–18 January 2015, Helsinki, Finland



MATKA Nordic Travel Fair brings the whole world to Finland

The MATKA Nordic Travel Fair is the largest travel event in northern Europe. It gathers travel professionals and travel enthusiasts to Messukeskus Helsinki next time in January 2015. On display are the services and products of over 1,000 exhibitors from 80 countries.

With nearly 70,000 visitors, it is one of the biggest events in Finland. Helsinki is easily accessible from other Northern and Baltic Countries, as well as from Russia, which makes the number of potential visitors nearly 40 million.

This year the event is more international than ever before and special effort is being made to invite travel trade professionals from all over the world to visit Finland and the Matka fair. For example, flights are provided by Finland's leading airline Finnair. Boat rides to Finland and Helsinki are organised by the hosted buyers' programme Matka Boat which brings visitors from Sweden, Estonia and Latvia.

The MATKA Nordic Travel Fair is an important platform for travel trade professionals. The Business Travel Forum offers tailored programme and a selected group of exhibiting companies to the professionals of the travel industry.

The MATKA Nordic Travel Fair is a member of PATA, the Pacific Asia Travel Association. This membership opens new doors to the Asian travel market and brings growth to the event. The aim of PATA is to support the businesses of its members by providing information and analysis to back up decision making, and to organise training and networking events. The MATKA Nordic Travel Fair and PATA arrange a Pata Chapters Interaction event at the fair in January.

Helsinki and Matka fair - easily accessible

Helsinki is easily accessible in many ways and by any form of transportation. It has excellent flight connections from around the world and the capital cities Tallinn and Stockholm are only a boat ride away. With a population of 500,000 it is small enough and yet big enough, getting around is easy on foot or by using public transportation.

For more information, please contact:

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The MATKA Nordic Travel Fair is the largest travel event in northern Europe. Next time it is held 15-18 January 2015 at Messukeskus Helsinki. www.matkamessut.fi

The partner country of the MATKA Nordic Travel Fair in 2015 is Egypt. For years it has been one of the most visited destinations for Finns and it attracts with different options to spend a holiday, excellent selection of hotels and a sun guarantee.

