

NEW LUONTOON SERVICE AND PARTNER VISIBILITY FOR A SERVICE PROVIDER

Instructions for partner companies that already have products in DataHub

These instructions are made for companies that have a tourism cooperation agreement concerning areas managed by Metsähallitus Parks & Wildlife Finland and also existing products and/or services in Visit Finland's DataHub database. New Luontoon service was launched in December.

We are currently working on including partners' product and service content on the website. **We have opened product groups for DataHub for nearly all of our destinations. We have linked (existing agreements) or will link (new customers) your company to product group(s) as part of the agreement process. This gives you the right to add suitable products and services to those product groups.** A product group is always one destination, e.g., one national park or recreational area.

Luontoon service includes the following categories where your company can gain visibility:

- Restaurants and cafes
- Equipment rental
- Accommodation
- Guide and experience services
- Transport services
- For companies and groups

Follow these steps:

1. Log in to DataHub and search for the destinations marked in your agreement, i.e., product groups (national park, recreational area).
 - a. The Product Groups category can be found in the left sidebar, under the name "Product Groups". Click into the product group (destination) from the pink title.
 - b. Scroll down the page. Under Products, click the "Add products" button.
 - c. In the window that opens, first write the company name in the search field in the upper left corner. This will bring up your product range next to it. From there, you can select the products you want to add to the product group.
2. It is important to remember that the company's services must be suitable for the general content and target groups (nature recreation and tourism) of this website.



Metsähallitus reserves the right to decide whether the company's product and service offerings are suitable for this website.

3. Only valid, published products can be added to the product groups. Check and update your products, if necessary, before transferring them to the product groups.
4. Add products to the product group at one product group at a time. Product groups listed under the Product Groups heading are the same as the operational areas marked in your agreement (as far as they have been opened in DataHub, see the list below).
5. Products can be added/removed later, e.g., if you have new products to add to DataHub or when we open new product groups (keep an eye on our newsletter). After the renewed website has opened, we will review and publish new products approximately every two weeks.

For technical questions related to the use of DataHub, the **Visit Finland DataHub team** can help, you can reach them by email at datahub@visitfinland.com.

[More information and instructions can be found here >>](#)

The basic information of the products is checked and published by the **regional tourism organization (municipality, DMO)**. You can contact them if needed to speed up the publication of new products. If the municipality/regional organization does not curate the products you can inform the tourism team of Metsähallitus about this, see contact information below.

Metsähallitus' tourism team is happy to assist with contract matters and the suitability and criteria of the products, or if you notice deficiencies in the product groups. You can reach us by email: matkailuyhteistyö@metsa.fi

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