

NEW LUONTOON SERVICE AND PARTNER VISIBILITY AS A SERVICE PROVIDER

Instructions for companies that do not yet use DataHub

These instructions are intended for companies that have a valid tourism cooperation agreement with Metsähallitus Parks & Wildlife Finland but have not yet used Visit Finland's DataHub database. New Luontoon service was launched in December 2024. Metsähallitus utilizes Visit Finland's DataHub product database to present the services and products of partner companies in the service. **Visibility gained by the tourism cooperation agreement can only be obtained by entering the company's tourism products and services into DataHub.**

We recommend proceeding as follows:

1. Familiarize yourself with DataHub through [Visit Finland's training recordings or written instructions](#).
2. [Register in DataHub >>](#)
3. Check for any DataHub trainings organized by your local tourism organization/municipality. Most of them are also happy to assist in this process!
4. **Familiarize yourself with both the instructions and criteria** created by the local tourism organization and Metsähallitus before entering products in DataHub.
5. Once the products and/or services have been entered into DataHub, the regional organization or municipality will automatically check through this content. If there are no remarks, they will be approved and become public products in the DataHub database.
6. **After the above steps, notify us at Metsähallitus via email: matkailyhteisty@metso.fi** when your company is registered and products have been added and are public in DataHub. We will then send you separate instructions to complete the process, i.e., how to add your products to product groups.

Remember that the company's products and services must be suitable for the content of Luontoon service, and their location must be at or near the destination to serve our joint customers.

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

- Restaurants and cafes
- Equipment rental
- Accommodation
- Guide and experience services

- For companies and groups

Metsähallitus reserves the right to decide whether the company's operations and service offering is suitable for presentation in the Luontoon service. There is no time limit for entering product and service information into the DataHub database for the partner company.

More information:

For any technical questions related to the use of DataHub, please send them to Visit Finland DataHub team 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 your 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 content and criteria of the products, or if you notice deficiencies in the product groups.

You can reach us by email: matkailuyhteistyö@metsä.fi

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