

My Stay ABC



From 1.4.2018



Visit Finland

My Stay

Visit Finland's My Stay-service showcases travel products from Finland to independent travelers from around the world. The service part of visitfinland.com-sivustoa. It gives travel businesses an opportunity to reach more international customers and provides easy access to online purchase paths for international travelers.

Before entering a product into My Stay take time to consider your product's description and photos. Plan your text carefully to make it both representative of your service and appealing for international audience. Remember to read My Stay's product criteria as well.

This guide helps you navigate My Stay's content and product criteria. It also gives advice on how to add products into the database.

www.visitfinland.com/mystay

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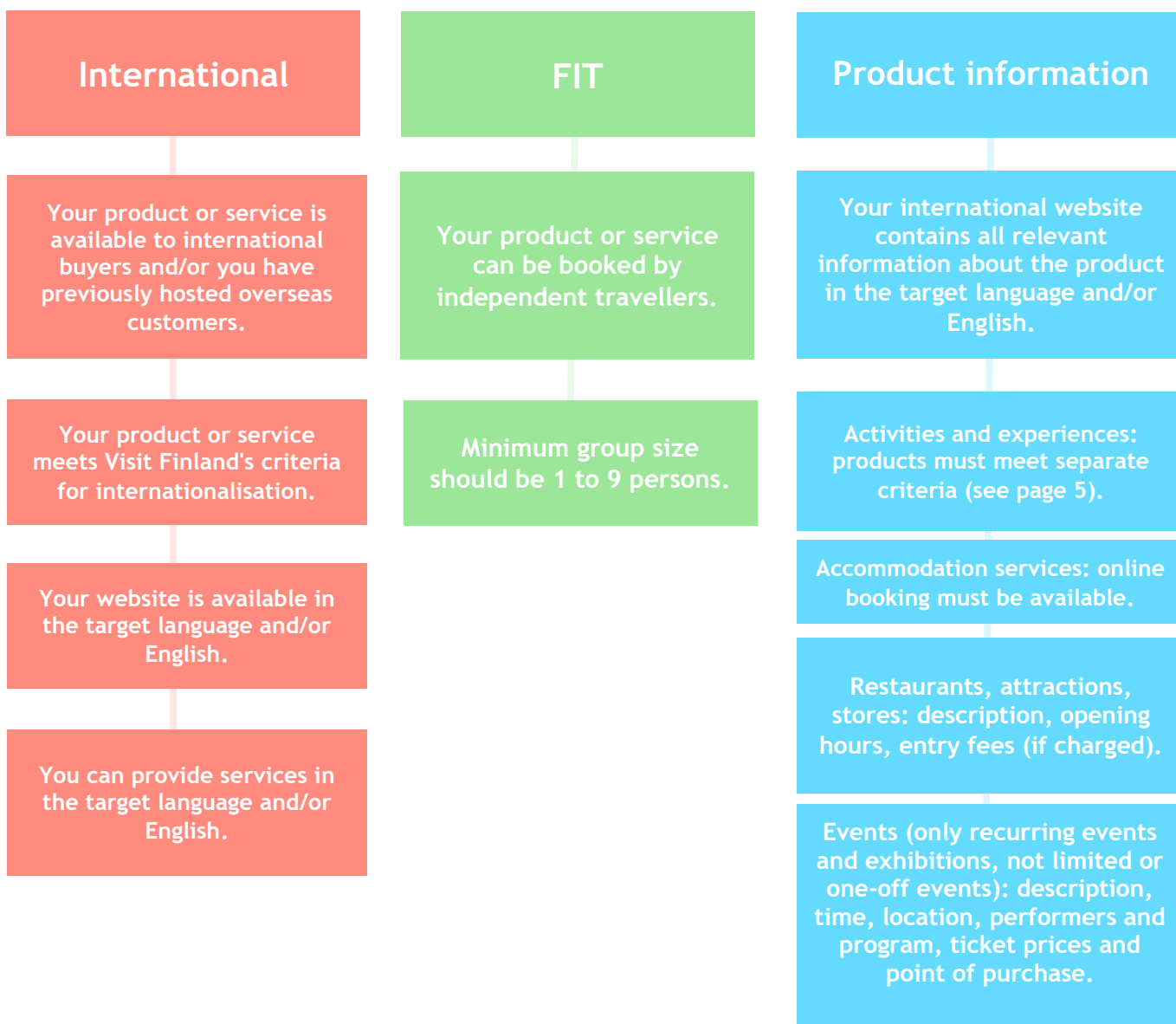
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Suitable products for My Stay?

My Stay-service is suitable for products that can be booked by individual travelers or small groups (minimum size between 1 and 9 persons) such as **online bookable** activities, experiences and accommodation services that can be purchased online. Company's online channel (in English) must be fully established and already in use before the product is added into My Stay. Restaurants and cafés, events and festivals, attractions and stores can also be added. Menus, opening hours and prices should be available on a dedicated business website in English. All products and businesses should be permanent or recurring. My Stay does not allow pop-ups or one-off events.

My Stay welcomes products that meet My Stay's product criteria (see below) and Visit Finland's criteria for internationalization (page 4). Activities and experiences also have their own criteria (page 5).

My Stay Product Criteria



Visit Finland's criteria for internationalisation

A. CUSTOMER ORIENTATION

You have defined your target groups and taken their needs into consideration when planning your services.

B. QUALITY

You have an active quality development system in place AND/OR have a tracking system for customer satisfaction which has been in use for at least a year OR you actively track customer feedback on social media and review sites, such as TripAdvisor, respond to negative reviews at the very least and develop your products based on the feedback received.

C. MARKET TESTING

Your product has been tested (for international customers, tour operators etc.) and deemed suitable for international markets.

D. CAPACITY AND NETWORKS

Your own capacity or shared capacity from a co-operative network guarantees a sufficient level of services for independent travellers and/or groups. You have formed networks with other service providers in the region, across industries if necessary, and can therefore provide diverse service packages and supplemental experiences.

E. ACCESSIBILITY

Your services can be easily reached with normal transport services or you can provide transport from the nearest bus or train station or airport.

F. AVAILABILITY

Your products and services have clear descriptions and prices in your target language or English and can be easily found and purchased from tour operators or other resale venues, on your own website or through other electronic booking channels.

G. LANGUAGE SKILLS

You can provide services in the target language and/or English.

H. AUTHENTICITY AND APPEAL

You develop and market your products with genuine Finnish experiences in mind, considering regional attractions, traditions, culture and way of life.

I. SAFETY

Your services adhere to industry-specific safety practices and guidelines.

J. SUSTAINABILITY

Your business follows the principles of sustainable development, proven by certificates, completed training or an implemented plan for sustainable business practices.

We also recommend having an internationalisation plan in place.

Read more about our internationalisation criteria: http://www.visitfinland.fi/wp-content/uploads/2015/04/VisitFinland_Kansainvälistymiskriteerit.pdf?dl

My Stay's criteria for activities and experiences

A) Product must be bookable online

The company's online booking channel must be in English, fully established and in use before the product is added to My Stay. The company must have a link to the online booking channel on their website and the product must be present there in English. Read also "Examples of online booking and request forms that meet My Stay's online booking criteria" on page 14.

B) Availability

i.e. when is the product valid / products available on request confirmed within 24 hours

C) Price per person and all that is included

D) Duration of program

E) Guided or independent, availability in which languages

F) Rendezvous and starting points of the program

G) Terms and requirements for participation

H) Your product can be booked on your website

PLEASE NOTE! If you offer both accommodation and activity service(s), it is not enough that only your accommodation services are bookable online. Your activity service(s) must also be available for online booking. Please also check that your reservation link doesn't direct the customer to your Finnish booking site.

Are you familiar with EU's new Package Travel Directive?

You can read more about the subject on the website of The Finnish Competition and Consumer Authority:

<https://www.kkv.fi/en/facts-and-advice/travelling-and-travel-agencies/travelling-and-transport/travel-package/>

How do I enter products?

How do I enter products to My Stay if I have never done so before?

- 1) Always start by checking the criteria from Visit Finland and My Stay to make sure your product or service is suitable.
- 2) Register an account through the entry link by creating a username and password. Remember to store your credentials in a safe place, as you can use them to access the service later on.
- 3) Fill in your company card first. You will need the following information:
 - Company name
 - Short description of your services in English
 - Contact details: address, phone number, e-mail
 - Link to your international (English) website
 - Your company logo as a PNG or JPEG file, minimum size 150 x 150 pixels
- 4) Next, fill in 1 to 10 product cards that all contain the following information:
 - Name of product/service in English
 - Short (max 500 characters), attractive and apt description of your product or service in English
 - Contact details for product/service, if different from the contact details on the company card - otherwise the company card contact information will be used also on the product card
 - Direct link to the English product/service page on your website
 - 3 to 10 suitable photos, minimum size 1920 pixels for width and 1080 pixels for height, JPEG file less than 4 MB in size.

NOTE! You ALWAYS need to fill in a product card to have your product published in My Stay. Entering a company card alone is not enough. Do you need help with filling out your product cards or choosing photos? Read on to learn more.

I have previously entered information on My Stay. What should I do?

- 1) Use the credentials you have created and sign in to My Stay through the link
- 2) Add your product/service with a product card (see above)

NOTE! Every product card is translated into ten languages and that is why updating the description text on the product cards is not possible after you have entered them into the system. Changes made on the English product card will not be transferred into other language versions. **PLEASE THINK CAREFULLY WHAT INFORMATION YOU GIVE IN YOUR PRODUCT DESCRIPTION. DON'T USE ANY INFORMATION WHICH IS SUBJECT TO CHANGE (e.g. prices, opening hours).**

Updating photos and URL-links is possible anytime. Contact Visit Finland and we will perform the changes: liisa.renfors@businessfinland.fi.

THE PRODUCT CARDS ARE PUBLISHED CA. 2 MONTHS AFTER THE MY STAY-LINK HAS BEEN CLOSED.

How do I choose good images?

1) Choose appealing, high-quality photos. The photos should represent only the services on the product card, not all of your services. This keeps the product cards user-friendly, as potential customers can visit your website for more information on your business.

2) Less is more. Only include your best photos.

3) Do not add any text, dates, watermarks etc. on your photos. They only confuse the layout and are soon out of date.

4) Remember the correct dimensions: 1920 x 1080 pixels. Your files must be in JPEG format and may not exceed 4 MB in size. All photos must be horizontal.

Your company logo must be at least 150 x 150 pixels and in PNG format.

Product images for My Stay:
Horizontal 1920 x 1080 pixels
JPEG format
Less than 4 MB



Tips for choosing images

Your main image should best represent the product on the card. A single, high-quality photo may be all you need. Do not use collages (several photos in one image), aim for clarity instead.



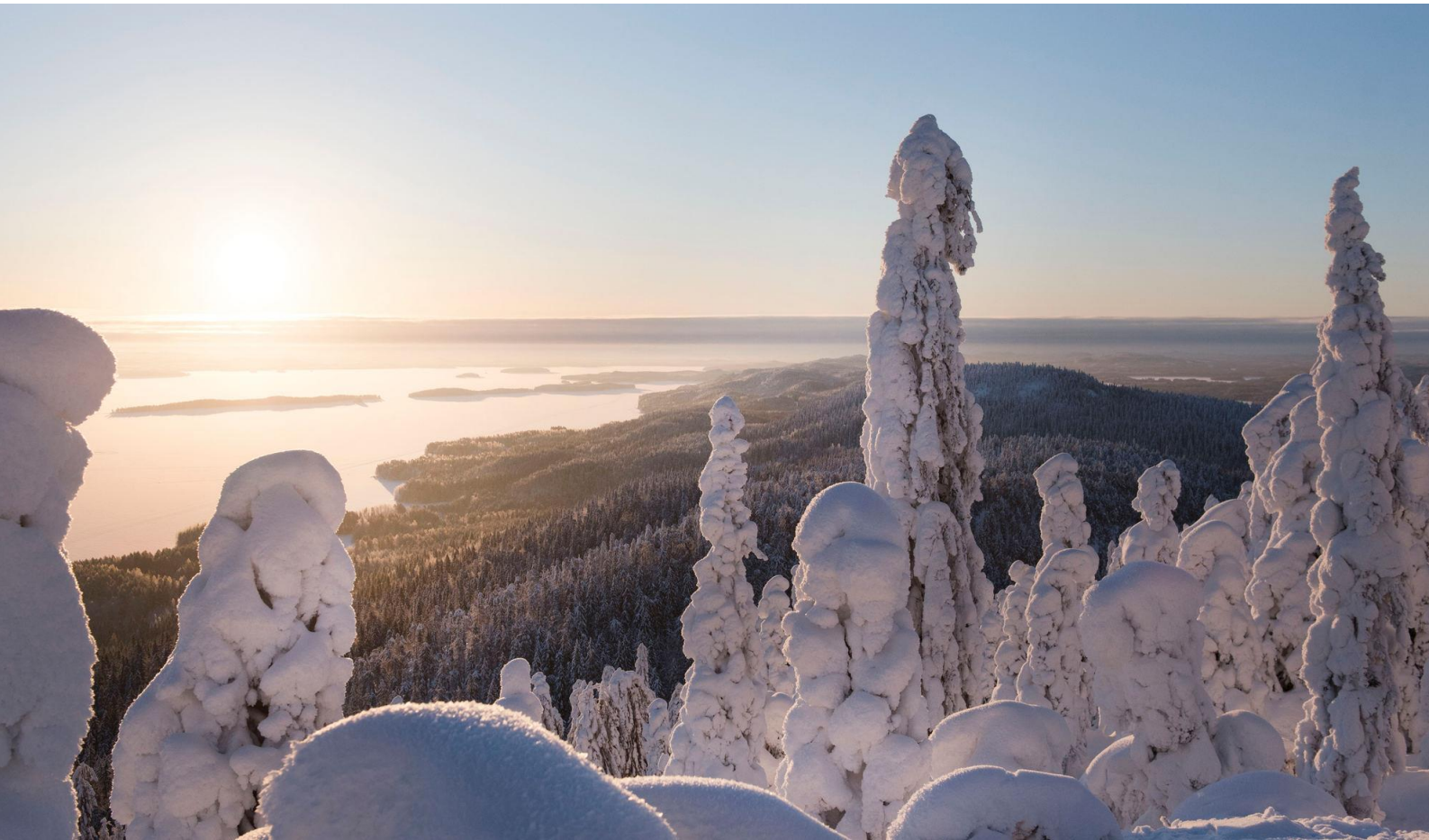
Don't stretch or crop photos to avoid making them confusing or cropping people out.



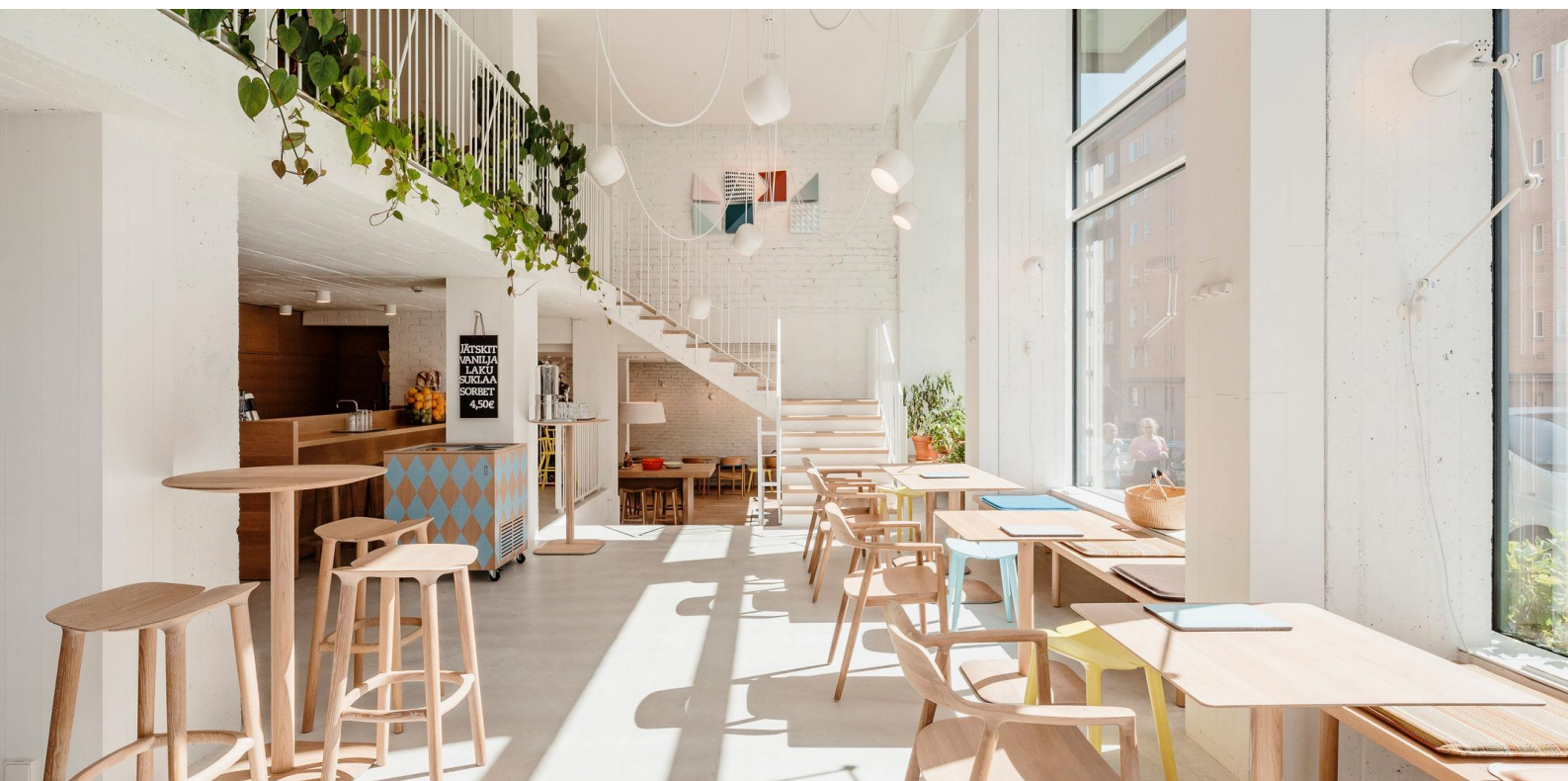
If you're adding several photos per product card, remember to be consistent. All photos should hold the same narrative and portray the same product.



If your photos contain nature or landscapes, choose a season when your region looks best – be it snowy winter, colourful autumn or bright summer. Natural light tends to work best in photos.



Scandinavian clarity, design and fresh layouts tend to work well.



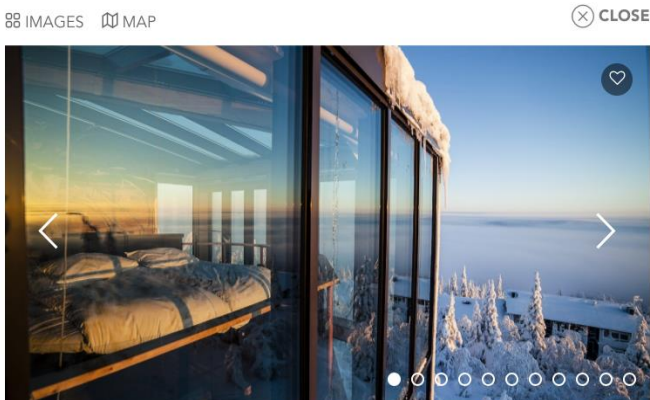
People and animals bring your photos to life. Do spend some time on the background, clothing (preferably plain and suitable for the image) and overall mood – a considered look makes for a favourable impression.



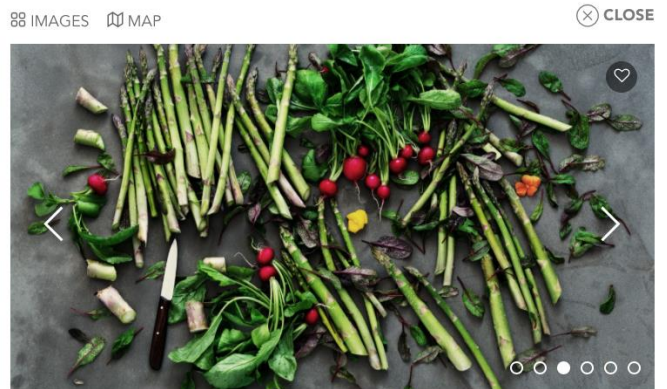
How do I write good titles?

- 1) **Your title should describe the product concisely, attractively and briefly.** Try to include your location and/or clear keywords that set your product apart. For instance, if you provide husky safaris in Saariselkä, your title should say so. This makes your product more discoverable with My Stay's search function.
- 2) **Do not use titles such as "Best Tour in the World" or "Most Amazing Day".** They do not tell users anything about your product and make finding your product on the search less likely.
- 3) **If possible, use the same name for your products on My Stay and your website.** This helps users find them.
- 4) **Do not mix several languages.**
- 5) **Do not include years, dates or prices.** This would only make your title too long and soon out of date.

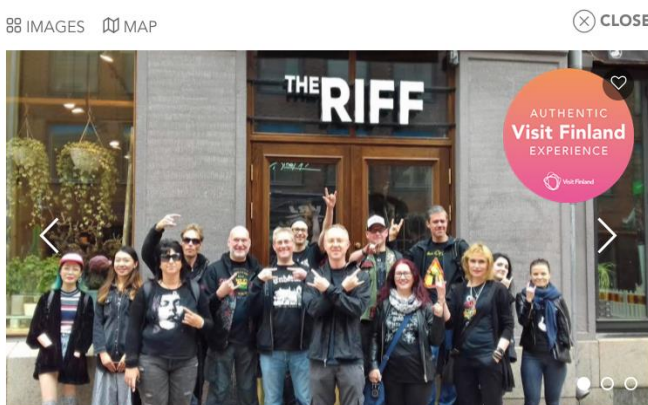
Examples of clear titles and images:



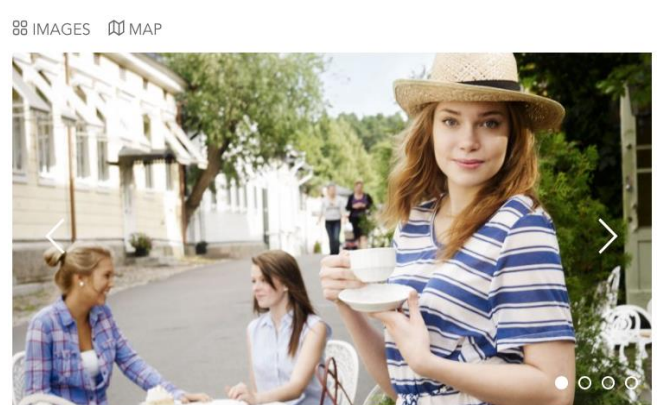
An Eagle View Suite at Iso-Syöte



Three-Course Dinner at Smakbyn



Helsinki Heavy Walk



Café Tour in Naantali

How do I write good descriptions?

- 1) Describe and explain the product - just one - clearly and appealingly. Less is more.** Do not explain every detail about your business or products, focus only on the product at hand.
- 2) Present your product favourably and tell what makes it unique, but be short and sweet.** Include facts that would interest and help typical users.
- 3) Do not copy the text from your website.** Write your description specifically for My Stay and its users (international FITs interested in seeing what Finland has to offer).
- 4) Remember the character limit: 500 (not counting spaces).**
- 5) Do not mix several languages.**
- 6) Do not include years, dates or prices. They will soon be out of date.**

Where to direct product link?

- 1) Direct your product link straight to the product page on your website.**
This way the user path remains intact and to the point.

We recommend having an online booking option on your website. Remember that My Stay users are potential customers! If your product is an activity, experience or accommodation service, online booking must be available.

- 2) Make sure all links on your My Stay product cards are up to date.**
Should a link expire, notify Visit Finland.

Example product card

Beautiful, consistent images of the product

IMAGES MAP

Clear title and location

Tasty Korvapuusti Tour in Helsinki

Welcome to the tasty world of Finnish pastries! Helsinki Pastry Tour Company offers daily tours in the Helsinki Market Hall and other downtown locations for all pastry lovers 365 days of the year.

During the tour, we will introduce you to the most famous Finnish pastries such as the Korvapuusti (Cinnamon Bun) and Mustikkapiirakka (Blueberry pie). During seasonal times, such as Christmas, we will also invite you to taste special delicacies. The Helsinki Korvapuusti Tour is one of a kind - your tour guide is always a pastry chef. The tour is available in English, Japanese, German and French. More information and booking available on our website.

CATEGORIES
Cafés and restaurants,
Culinary Highlights

*
SERVICE IS
Sustainable
Accessible

*
CONTACT
Maija Meikäläinen
Esimerkkikatu 1
Helsinki

[VISIT WEBSITE](#)

Short, clear and attractive description of the product

The uniqueness of the product

FAQ

Q: How can I access My Stay and enter products?

A: If you have never entered products to the database, register an account through our link by creating a username (ä, ö or å not allowed) and password. You can then create your company card and enter 1 to 10 product cards to the service.

Q: I have forgotten my password. How can I reset it?

A: If you have previously entered products to the database but have forgotten your password, you can reset it through the Forgot Your Password? link.

<http://www.visitfinland.com/your-stay-travel-products/login/>

Q: Must the product descriptions be in English?

A: Yes. Some of our translators do not speak Finnish.

Q: What information is required for company cards and product cards?

A: Your company card should include the company name a short description and contact details in English as well as your logo (150 x 150 pixels). Your product card must be in English and include the product name, a short description, contact details for the product (if different from the company details), your region (Helsinki, Lakeland, Coastal and Archipelago Regions , Lapland) and product availability (all year, summer, autumn, winter, spring), a URL link to the English product page on your website, a link to the English online-booking page and 3 to 10 representative, high-quality photos of your product (1920 x 1080 pixels).

Q: What size should I use for my logo on the business card?

A: The minimum size is 150 x 150

pixels in PNG format.

Q: Why can't I include my images on the product card?

A: Your image is most likely too small or too large. The minimum size for images is 1920 pixels for width and 1080 pixels for height. The file must be in JPEG format and may not exceed 4 MB in size.

Q: Why won't my products show up on My Stay after I enter them?

A: After the entry link expires, we will check all entries (typically hundreds at a time) for text, images and compliance to our criteria. The products are then sent for translation to ten different languages. Due to this process, new products will be published approximately 8 weeks after the last day for entries.

Q: Is My Stay available in Chinese?

A: Yes. My Stay is available in ten languages: English, French, German, Italian, Swedish, Spanish, Russian, Chinese, Japanese and Korean. All product cards are translated to every language.

Q: What kind of digital solution should my company use to meet My Stay's online booking criteria?

A: On the next page, we have collected examples of the kind of online booking and reservation request forms that meet My Stay's criteria. Please note that only an email address or a very simplified and generic contact form on a website do *not* meet the criteria. The booking/ request platform or service must be available in English. Also, the platform or service must notify the user clearly whether they are making a booking or a reservation inquiry that will be replied with a separate booking confirmation.

Examples of online booking and request forms that meet My Stay's online booking criteria

1) Booking calendar

Book now

< November 2018 >

Mon	Tue	Wed	Thu	Fri	Sat	Sun
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	1	2

= Available = Sold out

Dates

Tue 20.Nov'18 10:00 - Min. pa

People

Adults **Children under 15**

Adults €136.22, Children under 15 €68.11

Min passengers: 2

Select your pick up option

The meeting place will be at the Lapland Welcome Safari Office, Rovakatu 26, 2nd floor, 96200 Rovaniemi and the meeting time is 15 minutes before the starting time of the safari, i.e. 09:45.

Book

<https://laplandwelcome.fi>

2) Detailed booking request

Send your reservation request to us

Our sales team will contact you within one weekday.

Name *

Company

Telephone *

Email *

Start date *

Start time *

 :

End date *

End time *

 :

Number of guests *

Event *

- Ahlström Voyage
- Villa Mairea
- Makkarakoski sawmill
- Guided tours of the Works
- Outdoor activities

Open field

I am also interested in the following

- Accommodation
- Meeting services
- Restaurant services
- Saunas

Submit

www.ahlstrominruukit.fi

My Stay API

Did you know that products in the My Stay database are also available to third parties through the My Stay API (Application Programming Interface)? The API allows integration of My Stay's vast catalogue into your own online services.

Read more and fill out an API application at www.visitfinland.com/travel-trade/my-stay-api

Read more about the My Stay API terms and conditions: www.visitfinland.fi/markkinointi/visit-finland-kanavat/visit-finland-my-stay/

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