

National Parks Finland is developing a national digital service – the Nationalparks.fi service and application – that brings together different actors' destinations, routes and services related to outdoor activities. The new online service and application will present, for example, outdoor and excursion destinations maintained by municipalities and associations in the same service as destinations on state-owned land via the Lipas geographic information system. The new application and online service will be available to everyone in 2024, free of charge.

Certain criteria have been designed for the visibility of National Parks Finland's partners, and these will be used as the basis for determining which products and companies are added to the website. Product information for the website is retrieved via the Visit Finland DataHub product database, where each entrepreneur adds their own products. A product group for each Nationalparks.fi destination will be established in DataHub, and an entrepreneur with a contract has the opportunity to add their products/services to the product groups (regions) specified in their agreement and for which they have a suitable product offering.

National Parks Finland will curate the products of all contract companies. We will start organising and collecting information after the summer, and this work will continue well into the autumn. The new website will be opened at the end of 2024, and the old Nationalparks.fi website will be open alongside the new one for a while.

What we expect from a company

- The company must have a valid tourism cooperation agreement with Metsähallitus, Parks & Wildlife Finland, which provides the right to visibility on our website.
- The company's services must be suitable for the content and target groups of the Nationalparks.fi service. However, Metsähallitus reserves the right to decide whether the company's activities and service offering are suitable for presentation in Metsähallitus' Nationalparks.fi service.
- The company must have a website in both Finnish and English. A Facebook page or similar is not enough, but the English website can be a scaled down version of the Finnish website, such as a landing page.
- Products must be added to DataHub in at least English and Finnish. In order to add an English-language product, the company must have information on the product in English on its website. It is not enough to simply mention the product name on the website without a product description.
 - Please note that other language versions are also recommended, because other publishing platforms, such as visitfinland.com, may utilise the products on their websites.
- The products/services offered by the company must be located/take place within or in the immediate vicinity of areas managed by Metsähallitus (the company may be registered elsewhere) so that they serve visitors to the area.
- All products added to the Nationalparks.fi service from DataHub must comply with the rules of the operating area (destination) in question and other regulations. However, if you offer tourism

products outside the boundaries of our area (i.e. in the immediate vicinity as a service to visitors in the area), please remember the principles of sustainable tourism.

- Metsähallitus will curate the content displayed on the Nationalparks.fi service website and check the suitability of every product for the service selection at the nature site in question. The owner of the product (the company) will be notified if changes in the product content are required. If the company does not respond to the curator's messages and requests for editing within one month, Metsähallitus reserves the right to edit the content by, for example, reducing the number of categories to a maximum of five (5) in accordance with the guidelines. Alternatively, Metsähallitus may reject the product and return it to the company as a draft version.
- Whenever your company updates a published product, please leave a comment indicating what information has been updated so that the Metsähallitus curator can find the updated sections immediately.

Instructions for adding information to the Visit Finland DataHub

Registration, demos and instructions: <https://datahub.visitfinland.com>

Past DataHub clinics

Visit Finland has organised DataHub content clinics for companies. These have focused on filling in product cards by product type. There is a separate recording for each product type. Watch the recordings of past clinics, which are also available in Swedish and English: [Videos - Business Finland \(icareus.com\)](#)

Also check the [Visit Finland Events page](#) to find out when future DataHub Clinics will be held.

Visit Finland and Metsähallitus instructions and criteria for creating good product information

When adding product information, please note the Visit Finland instructions and Metsähallitus' own criteria below. Visit Finland's general content instructions provide tips on product headings, product descriptions, links, product categories, images as well as examples of good images and product cards in DataHub.

Pay particular attention to the following:

- An attractive product description of 1–2 sentences in length.
- The required language versions. To be displayed on the Nationalparks.fi website, your company must enter the products in at least English and Finnish.
- Website and webshop links.
 - For product descriptions in Finnish, add a link to a Finnish page where people can find information about that product. In other language versions, add a link to the page where the information can be found in that language or in English.
 - The webshop link must take the customer to a real webshop where the product can be purchased. A link can only be added to the language versions if the webshop is also available in English. A link to a Request an offer page cannot be used as a webshop link.
 - A Facebook page or link to a PDF file cannot be used as a website link.

- Select a maximum of the 5 most relevant categories for each product. Choosing the most appropriate categories makes it easier for people to find a product in searches, while irrelevant categories only complicate the customer's search for information. For example, you may be tempted to select the Berry & mushroom picking category for an accommodation product offered by a hotel located near a forest, but the mushroom picking excursion offered by the hotel should be made into a separate product (activity product, so select the Experience product type). This avoids situations in which hotel accommodation products are offered to a customer looking for mushroom excursions.
- Price information is recommended but not mandatory.
- If you add information about opening hours, remember to also update the information in DataHub whenever changes occur!
- Corporate sustainability work / STF label. The STF label can only be selected by companies that have completed the programme. However, we encourage you to include information about your company's other environmental certificates and sustainability work in the product description. You can write a brief 1–2 sentence description and then copy the same text to the descriptions of all your company's products.
- Images. At least 1 image must be added to the product to serve as the cover image. However, we recommend adding more than one image.
 - The images must be of good quality and describe the product. Please note that if the image includes a person or other object, it must always be in the middle of the image and not near the edges. Some publishing platforms may crop the edges of an image.
- If you produce programme services that maintain work ability and promote well-being at work for groups (tyhy/tyky), select the Product category: Other -> Recreation Day (new category in DataHub).
- We recommend adding the term 'national park' to the title or product description if you operate inside the national park boundaries.

Where to start?

1. Read the instructions

DataHub implementation instructions for companies:

<https://datahub.visitfinland.com/faq>

Nationalparks.fi criteria and instructions for contract companies

Visit Finland's general content instructions for making products

2. Register for DataHub

[GO TO REGISTRATION HERE](#)

3. Participate in DataHub clinics organised by Visit Finland.

The clinics for tourism companies discuss how to start using DataHub, the addition and flow of a product, and answer any questions that have come up.

You can also watch recordings of clinics held earlier at a time that is suitable for you. These are available in three languages: Finnish, Swedish and English. [Watch recordings >>](#)

4. Add your company's products/services to DataHub

You can also retrieve product information directly from the Johku or Bókun platforms. The minimum requirements for product card language versions are Finnish and English.

5. Remember to update regularly

For example, it's a good idea to select images according to the season.