

## **The importance of influencer marketing in travel promotion keeps on growing - the international influencers of PING Festival are ambassadors for Finland as a tourist destination**

**Almost 50 international social media influencers will arrive to Helsinki on 8 May to attend PING Festival, the leading professional influencer marketing event in the Northern Europe. After the Festival 45 influencers will get to know Finland with the guidance of Business Finland, Food from Finland, PING Helsinki and six regional travel organisations.**

The programme for the international influencers and speakers will start on Monday 7 May with getting to know Helsinki from the viewpoint of design, organised in cooperation with Helsinki Design Week. During the Festival eve all the international participants and speakers will gather to network, sauna and enjoy the oceanic Helsinki at Löyly.

After the event the influencers focusing on traveling and food will visit seven different destinations in Finland. They will get to know Finnish food culture in Turku, Porvoo and the Helsinki metropolitan area, and relax, sauna and bathe in Tampere and Nurmes. Sport is the focus point in Lahti. In Ruka the influencers will take part in creating new ideas for responsible travelling services. Helsinki's status as the gate to the Baltic region will also be reinforced as one of the groups will head to Latvia to enjoy the combination of nature and urban culture.

“Over 25% of the event participants join PING Festival from outside of Finland. The idea of these Post Tour trips is not only to present Finland to the influencers' wide groups of followers through social media, but also to create new ideas and knowledge in order to develop national travel services”, says **Inna-Pirjetta Lahti** from PING Helsinki.

*The Bonfire partners of PING Festival 2018 are: Clarion Hotel Helsinki, Business Finland, Food from Finland, Helsinki Marketing, Visit Turku, Visit Lahti, Löyly, Magnetic Latvia, Visit Porvoo, Pohjois-Karjalan Osuuskauppa / Kylpylähotelli Bomba, Visit Tampere and Ruka-Kuusamo.*

### **Info on PING Festival 2018**

PING Festival gathers 250 social media influencers from Finland and abroad under the same roof in Helsinki. Keynote speeches will offer insight from international experts such as Creative Director from Oatly, **John Schoolcraft**, Brand Strategist **Nick Westergaard**,

Futurist **Anne Lise Kjaer**, Founder of the Influencer Marketing Agency IMA **Emilie Tabor** and Entrepreneur and Top Influencer **Ebba Kleberg von Sydow**.

PING Festival will also award the most influential people, campaigns and phenomena in the field of influencer marketing with the PING Helsinki Best of the Year 2018 awards. Adprofit competition awarding productive marketing organised by Mainostajien liitto is also awarded at the event. Event page > [pingfestival.fi](http://pingfestival.fi)

**FOR MEDIA:** Media accreditation for the Festival 8.5 and the Festival press conference 7.5 is open at [pingfestival.fi](http://pingfestival.fi).

During the press conference 7 May PING Metrics study about the consumers' attitude towards influencer marketing will be released. We will also hear about the changing media and human to human marketing from the founder of the dutch Influencer Marketing Agency IMA Emilie Tabor. Keynote speakers John Schoolcraft, Nick Westergaard and Anne Lise Kjaer will also be present at the conference. Welcome! Sign up latest 4.5: [media@ping.fi](mailto:media@ping.fi)

Additional info and interviews: communicator Katja Viitalähde-Annala, 050 395 6084, [media@ping.fi](mailto:media@ping.fi)

*PING Festival is made possible by our partners uncluding A-lehdet, Adprofit, AlmaTalent, Avaus Marketing Innovations, Bonfire Agency, Business Finland, Canon, Dingle, Drum, Finnkino, HAI, Medita Communication, Meltwater, momondo, Monochrome, Mynewsdesk, Space Nation, Tallink Silja, Vapa, Videolle and ZOAN, to name a few.*