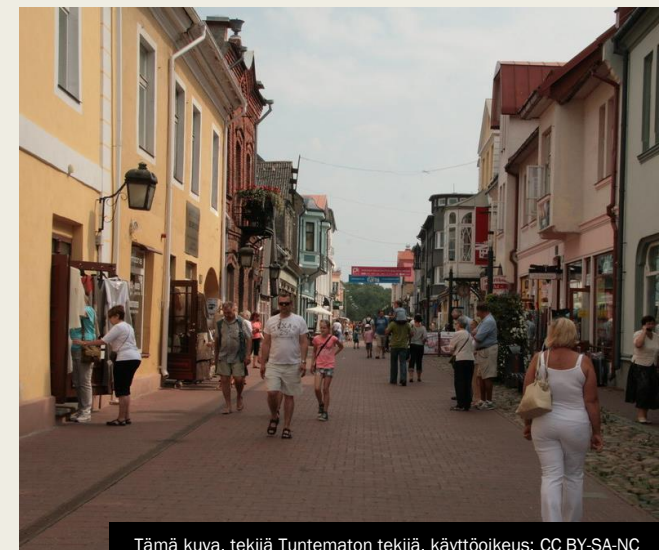


A person is silhouetted against a sunset over a mountain range. The person is standing on a path, looking out over the landscape. The sky is a mix of orange, yellow, and blue. The mountains are dark and layered. A white L-shaped graphic frame is overlaid on the image, with the top-left corner on the left and the bottom-right corner on the right.

# HELLO PÄRNU

Tour Operator challenge:  
Chase of the customer

# Soojad tervitused Soomest

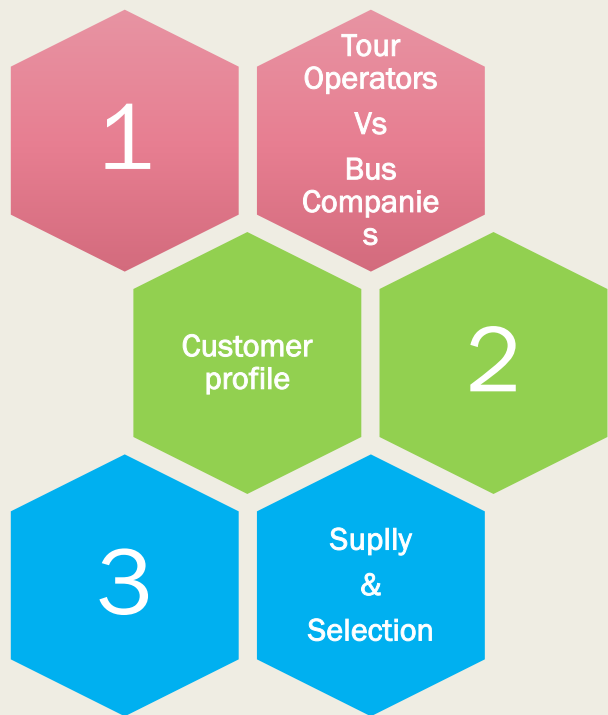


## **MATKAPOJAT**

### **Key Financial Figures (Fiscal Year Ending 6/2024)**

- **Revenue: €29.8 million**
- **Growth from previous year: +21.9%**
- **Operating profit: €861,000**
- **Operating profit margin: 3.0%**
- **Net profit for the fiscal year: €1,033,000**
- **Net profit margin: 3.1%**
- **Equity ratio: 34%**
- **Total assets: €8.77 million**

# Current status

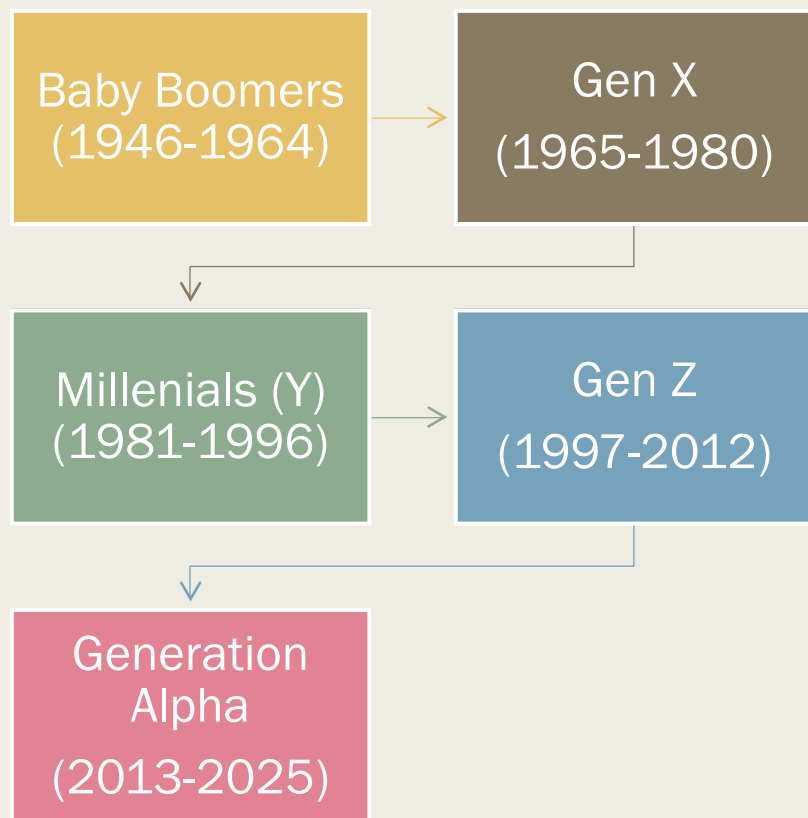


Tämä kuva, tekijä Tuntematon tekijä, käyttöoikeus: CC BY

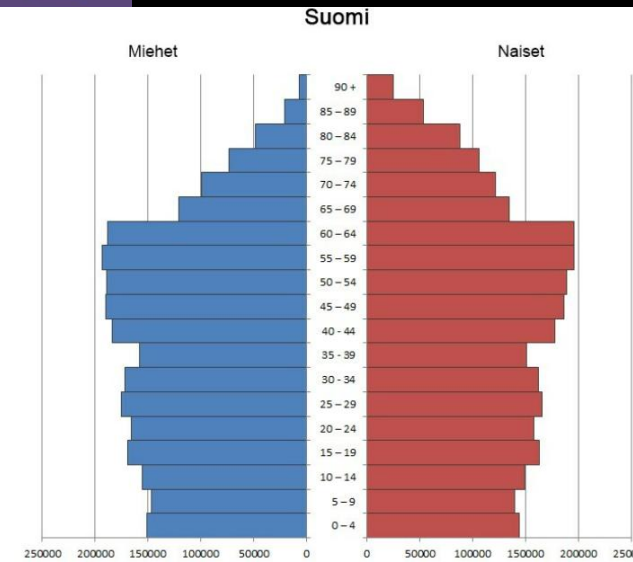


Tämä kuva, tekijä Tuntematon tekijä, käyttöoikeus: CC BY-SA-NC

# Consumer generations 2025



Tämä kuva, tekijä Tuntematon tekijä, käyttöoikeus: CC BY-SA







# Where are people going to live in finland – four scenarios

## 1. Baseline Scenario 2039

Urbanization continues at its current pace without major policy changes.

## 2. Immigration-Driven Nation 2039

Strong immigration, particularly due to global crises and climate migration, boosts population across all urban centers.

## 3. Fragmented Work and Metropolitan Dominance 2039

The nature of work becomes fragmented and platform-based.

## 4. One-Hour Tech-Finland 2039

Helsinki, Tampere, and Turku form a unified labor market area connected by 60-minute rail links.



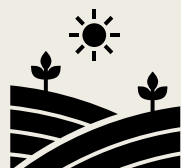
# Next steps



CO-OPERATION - SUSTAINABILITY



BOLD VISION AIMED FOR THE FUTURE



NEW STRATEGY – A PÄRNU SUCCESS STORY

A person wearing a red coat is shown from the waist down, standing over a light-colored suitcase. They are using a key to unlock the suitcase's latch. The suitcase has dark brown leather straps and corners. The background is dark and out of focus. The text "THANK YOU! SUUR AITÄH" is overlaid in white, bold, sans-serif font in the center of the image. The text is framed by a white L-shaped graphic element on the left and bottom right.

THANK YOU!  
SUUR AITÄH