

# Bloom Consulting

Countries Regions and Cities

Helsinki and Madrid

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## Finland's Touristic Appeal to be analyzed by Bloom Consulting



Visit Finland has commissioned Bloom Consulting to analyze the Finland's Touristic Appeal.

For this purpose, D2-Digital Demand© software and other Bloom Consulting intelligence tools are going to be used. It is expected for Visit Finland to be able to identify their most important target markets and analyze their tourism strategy in relation to their competitor's strategy, as well as analyzing their digital campaign results after using D2 – Digital Demand© software.

Final delivery will include the access to D2 – Digital Demand© software and presentations to local stakeholders in Finland.

Bloom Consulting, founded in 2003, specializes in the development and evaluation of strategies for national, regional and local governments around the world, and collaborate with Prime Ministers, Presidents and mayors, as well as tourism bureaus and trade and investment agencies. Bloom Consulting have worked extensively in the field of Country Branding, having worked with over 45 Countries in 4 Continents. [www.bloom-consulting.com](http://www.bloom-consulting.com)