

## MARKKU "LUIGI" NORD

In the heart of Finnish Golf Tourism since 1986

- Tour guide, Ski guide, Golf guide
- Destination Manager
  - 1885-1990 (Finnmatkat-Finntours)
- Golf Product Manager
  - 1990-1999 (Finnmatkat/TUI)
- Founder and CEO in Golfresepti Travel
  - 2000-2018
- Founder of Via Nord
  - 2018-
- Head of Golf Travel, Golfpiste.com
  - 2021-
- Board Member - Partner Committee
  - Association of Finnish Travel Industry

### Honorary Awards:

- Twice Finland's Best Outbound Golf Tour Operator 2014-2015
  - (Issued by World Golf Travel Awards)
- Best Golf Event Organizer Award 2013
  - (Issued by Finnish Golf Union)
- Best Golf PR & Media Award 2015
  - (Issued by Finnish Golf Union)
- Outstanding Service Award Winner 2021
  - (IAGTO Awards)



VIA  
NORD

## VIA NORD EVENT & TRAVEL SPECIALIST



- **Via Nord** produces and executes high-class golf trips and events in collaboration with chosen partners
- Enhances the travel culture
- Tour Operator
- Partner of Golfpiste.com
- IAGTO member
- IGTWA member
- SMAL member (Association of Finnish Travel Industry)
- Event Organizer
  - MercedesTrophy Finland
  - Finnish Amateur Championship - The Erkkö Trophy AM-AM
  - The 59 Fund Kivitippu Classic & Pro-Am
  - Mikko Korhonen 59 Fund Invitational
  - Elisa - Mercedes Invitational
  - United Bankers - Mercedes Invitational
- Bespoke events on request

**Golfpiste**



[WWW.VIANORD.FI/ENGLISH](http://WWW.VIANORD.FI/ENGLISH)

# Golfpiste reaches all Finnish golfers

# Golf Magazine



Total reach  
Print + digital\*  
167 000



Number of print readers  
153 000

Av.  
Reading  
time  
50 min



**32 %**

Population 51 %

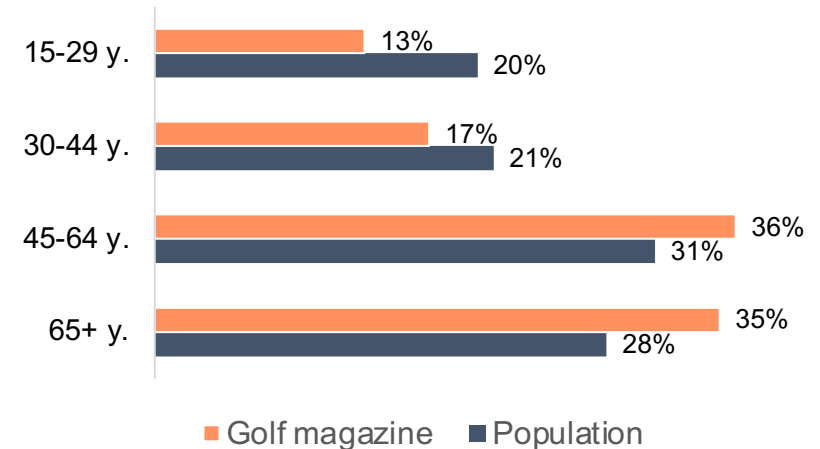


**68 %**

Population 49 %

Areas of interest	Profile%	Index
Sports and physical activity	61	132
Economic and monetary affairs	47	162
Foreign travel	45	122
Investing	34	155
Automobiles, motor vehicles	33	127

Index base: the whole 15+ population = 100; KMT 2023



Source: KMT2023, 15+ population est. 4,299,000.

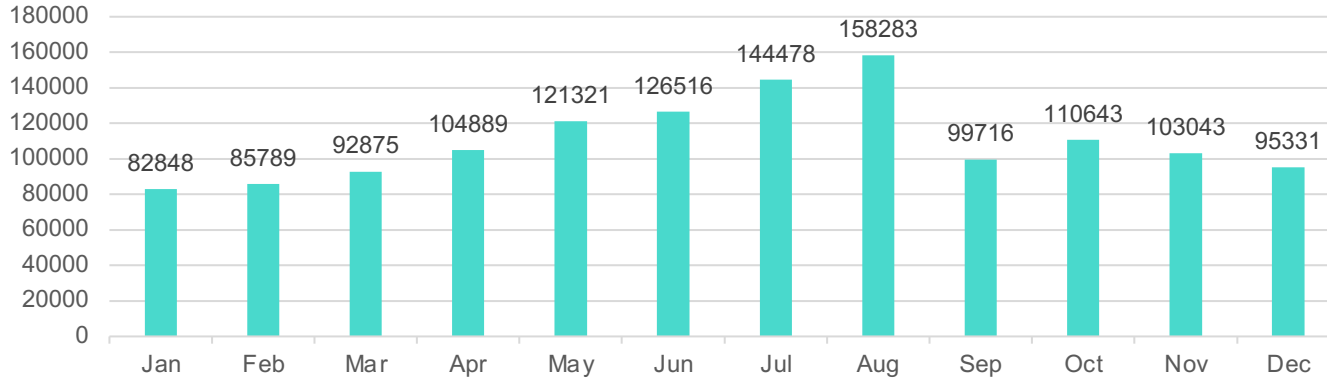
\*Total reach = \* Single magazine av. number of readers + net number of weekly visitors to the digital magazine

# Golfpiste.com

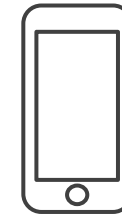


## Unique visitors in 2023

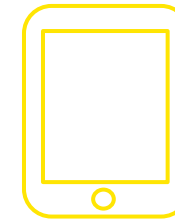
Max. 62 491 unique visitors / week



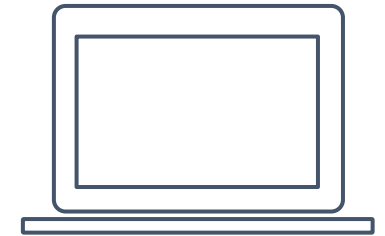
## Terminals



67%



5%



28%

## Usage statistics

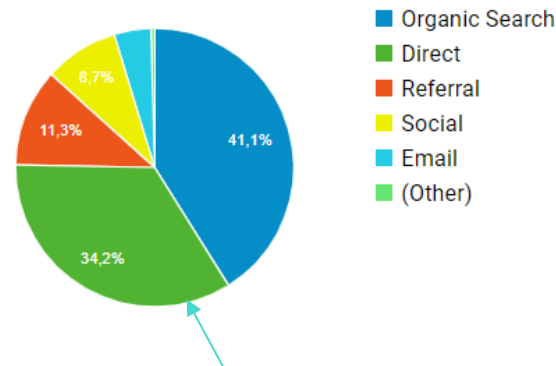
Total page views 11.8M

Total sessions 5.4M

Duration of visit av. 3:07

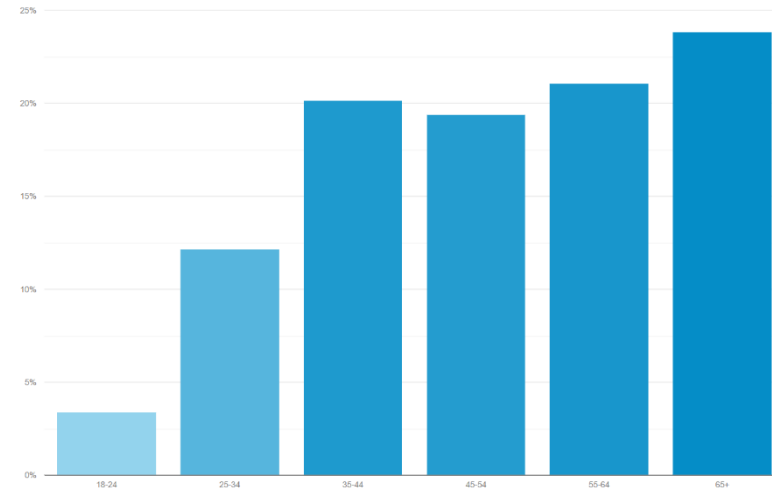
Pages / visit 2.21

## Traffic sources



More than every third visitor comes to the site directly

## Demography



33 %

67 %

# Golfpiste

# OTAVA MEDIA

# OTAVA

## About Golfpiste & Otavamedia

Golfpiste is a part of Otavamedia Ltd, one of the biggest media companies in Finland. Otavamedia is a part of the family owned Otava Ltd, one of the biggest book publishers in Finland. Golfpiste publishes the Finnish Golf Union's official magazine "Golflehti", runs the biggest golf online media platform Golfpiste.com and creates and operates multiple national golf event series across the nation. Golfpiste also operates and develops the golfers benefit card "Golfpiste membership card" and provides the Finnish golf courses with versatile digital services.



CONTACT

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