



Press Release, free to publish 13 August at 10 AM

## **Global Travel Restart will be held in connection with the MATKA Nordic Travel Fair 2022**

**The Global Travel Restart event prepared jointly by the Association of Finnish Travel Industry (SMAL) and the MATKA Nordic Travel Fair will be held in connection with the upcoming MATKA Fair. The new date is 21 January 2022. The rescheduling is due to tightening meeting restrictions in the Helsinki Metropolitan Area.**

The Global Travel Restart was originally planned to be held on August 25 at Messukeskus Helsinki. A large number of travel professionals and top performers in international travel were expected to attend the event. The meeting restrictions imposed on the Helsinki Metropolitan Area by the Regional State Administration Authority prevent the practical implementation of the event.

"Global Travel Restart will be rescheduled due to regulatory requirements. Messukeskus' own safety arrangements are in order. We have prepared for the trade fair autumn and even large public events with strong safety measures," says **Lumia Ankkuri**, Business Manager of the MATKA Fair.

"We prepared the event with confidence until the last minute, since the restrictions were expected to ease last week. However, situations change rapidly. We hope to meet a larger number of travel professionals at the MATKA Fair next January," says **Anne-Marjut Väänänen**, Chairman of the Association of Finnish Travel Industry.

The travel industry has large expectations for next January.

"Global Travel Restart further strengthens the programme offering for professionals at the MATKA Nordic Travel Fair. The MATKA Fair plays a major role in the recovery of the entire industry. The joint display of strength of the travel industry and networking after a long break is now more important than ever," says **Heli Mäki-Fränti**, Managing Director of the Association of Finnish Travel Industry.

The largest travel event in Northern Europe, MATKA Nordic Travel Fair, opens on 19-23 January 2022 at Messukeskus. The Global Travel Restart will be held on Friday, 21 January 2022. The ticket of those who already bought a ticket to Global Travel Restart is also valid as such at the January event.

### **More information about the Global Travel Restart event:**

Heli Mäki-Fränti, Managing Director, Association of Finnish Travel Industry AFTA +358 40 575 1303

Anne-Marjut Väänänen, Chairman, Association of Finnish Travel Industry AFTA +358 41 522 2322

Lumia Ankkuri, Business Manager, Travel Fair, +358 50 387 0023

### **More information about the Travel Fair:**

Messukeskus, Business Manager Lumia Ankkuri, [lumia.ankkuri@messukeskus.com](mailto:lumia.ankkuri@messukeskus.com), +358 50 3870 023.

Communications Manager Tarja Gordienko, [tarja.gordienko@messukeskus.com](mailto:tarja.gordienko@messukeskus.com); +358 50 5847 262.

*The largest travel event in Northern Europe **MATKA Nordic Travel Fair 19-23 January 2022** at Messukeskus in Helsinki. Global Travel Restart event in connection with the Travel Fair on 21 January 2022.*

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