SKISTAR ÅRE · FINNISH SKI HOLIDAY · 21–26 FEBRUARY 2027

Finnkampen on *skis*

Finland vs Sweden, settled on the slopes of Åre.

Joel from Britain hosts. The audience decides the winner.

Six challenges · Daily Stories · 1 Reel · English, Finnish or Swedish subtitles · The audience decides

FIN 0 - SWE 0



THE IDEA

Every Finn knows about Finnkampen, the yearly athletics international between Finland and Sweden. This winter, the rivalry moves to Åre's slopes.

HOW IT WORKS

Joel Willans, the Englishman behind Very Finnish Problems, has lived in Finland for 22 years, and he spent 10 of those learning to ski. In Champoluc in 2025, Joel put the Alps and Lapland head to head, and the result was a tie. During Finnish ski holiday 2027, it'll be Finland vs Sweden.

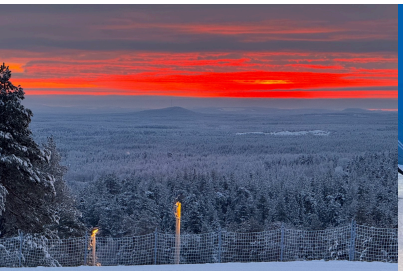


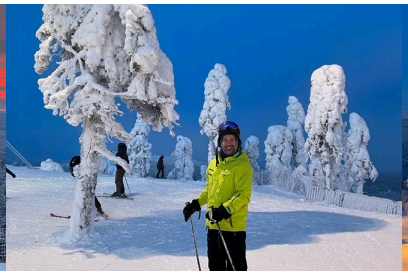
Joel in Ylläs, New Year 2025

The six challenges

1	Queues	FIN 0 – 0 SWE	2	Snacks	FIN 0 – 0 SWE	3	Slopes and lifts	FIN 0 – 0 SWE
4	Scenery	FIN 0 – 0 SWE	5	Sauna	FIN 0 – 0 SWE	6	Après-ski	FIN 0 – 0 SWE

Voting is blind: the clips aren't labelled, so nobody knows which country they're voting for. The final score is revealed on the World Cup slope in Åre, three weeks before the Men's Alpine World Cup comes to town on 13–14 March 2027.









1.31M
followers on six platforms

53.3M
views in the last 90 days

73%
aged 25–54, the people who book family ski trips

51.6%
of the audience lives in Finland

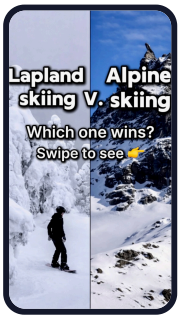
Past travel partners include MyHelsinki, Visit Tampere, Pyhä Ski Resort, STS Alppimatkat, Lapland Hotels and Finnlines.

Why it will work



1.0M views

Finland vs Sweden is already a VFP hit: Swedish vs Finnish Midsummer reached 1.0M views and 26,638 likes.



Team Lapland or Team Alps

Our audiences vote. Last year STS Alppimatkat asked them to pick Team Lapland or Team Alps, and IKI-Kiuas's Löylyvision sauna vote was part of a campaign with 571,761 Instagram views.

What you get

- Daily Instagram Stories with a vote for each event, filmed 21–26 February 2027
- 1 Reel with the final result, shared to Facebook, TikTok and YouTube Shorts, live in early March
- Timed to sell Easter in Åre (20 March–4 April) and next winter
- In English, with Finnish or Swedish subtitles.

The deal

Four 6-day SkiPasses for the family can be part of the package.

For packages, prices and past results, see the media pack: **vfpmediapack.com**

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