

Handbook: Southern Finland as a wedding destination

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Bachelor's Thesis
Degree Programme in
Hotel, Restaurant and
Tourism Management
2017



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Degree programme Degree Program in Hotel, Restaurant and Tourism Management	
Report/thesis title Handbook: Southern Finland as a wedding destination	Number of pages and appendix pages 33+31
<p>The objective of this thesis is to contribute to the creation and further developing of Southern Finland's image as wedding destination. The main aim is to achieve it by creating a destination wedding handbook for Southern Finland while studying its potential of usage for foreign wedding couples who wish to celebrate their wedding in Southern Finland.</p> <p>The background of the thesis topic originates from both authors' personal experience in organising wedding events in Finland, Mauritius and Uzbekistan.</p> <p>Based on qualitative research methods, primary data was generated from unstructured interviews and by participants' observation.</p> <p>The theoretical framework of this study provides background information on tourism product development for wedding events.</p> <p>The thesis continues with considerations of the managerial, financial and practical aspects.</p> <p>The final product itself contains the introductory information about Finland and also mention about the convincing reasons for a potential wedding couple to opt for Southern Finland as a wedding destination.</p> <p>The handbook will guide the reader stepwise on the different phases of wedding planning. It will cover the managerial aspects to give an idea on the research & design, legal issues and implementation of wedding event. Financial aspects provide sample of wedding event's budget plan and give an estimation of costs involved. The last part of the handbook gives information on practical aspects and provides information on wedding venues, catering companies etc.</p>	
Keywords weddings, destination weddings, event planning, product development	

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1 Introduction

Different countries across the entire planet symbolise the celebration of marriage with a nuptial knot ceremony usually referred to as a wedding (Daniels, Wedding Planning and Management, 2007). During the past decades, the wedding's culture, needs and decisions making have been influenced with major consequences because of globalisation, technology, the media, law and economic development. According to Liisa Rohleder, Events/Sales Manager of Restaurant Sunn, a wedding celebration plan can vary from a minimum time of one month to a maximum time of twelve months (Rohleder, 2017).

The background of the thesis topic originates from both authors' personal experience in organizing wedding events in Finland. They believe that Finland has a great potential to become a wedding destination for international customers. While considering the location, seasons and the natural beauty aspects of Finland, the authors got the idea that Finland could and should use its advantages to become a wedding destination for international markets.

However, a basic online research by the authors proved that we do not have a reliable source of information package for a potential foreign wedding couple who are planning for their wedding in Finland. The Finnish National Portal websites provides basic information about wedding registrations and office matters but there is a lack of practical aspects to be considered for a wedding plan and organisation (Helsinki, 2014). Therefore, a real need of a handbook arises which will provide an excellent base of information for foreign wedding couples. If there will be a rise in wedding and travel businesses because of a reliable handbook, it will also contribute to the Finnish hotel, tourism and hospitality industry.

There are two authors of this thesis- Kumarsingh Nadan and Ismat Ishmuradov Both of the authors started their studies in Hotel, Restaurant and Tourism Management Degree Programme in Haaga-Helia in 2010 fall. The authors have first-hand experience in wedding planning and therefore have chosen this topic as their thesis work. The authors believe that they will produce a better result and develop better product by working together on this research.

1.1 The aims and objectives

The objective of this thesis is to contribute to the creation and further developing of Southern Finland's image as a wedding destination for foreign couples. The authors aim to achieve it by creating a destination wedding Southern Finland handbook by studying the current and future situation of destination weddings in Finland and the potential of Finland as a wedding destination. It can be useful for couples who are planning their weddings in Finland and other potential wedding couples who would become interested after reading the handbook. The motivational factors of foreign couples to choose Finland as their wedding destination will play a key role in our research. We will also study the possible marketing strategies used to attract foreign tourists to get married in Finland. Once the handbook is ready, it can be linked to the official travel guide of Finland.

1.2 Methodology

The methodology used in this study to gather data is qualitative based. Primary data was generated from unstructured interviews and participant observation. Unstructured interviews were carried out with Banquet & Event Managers of Restaurant Sunn and with the authors' parents about their wedding events. The author participated in a few wedding plans processes to observe and note down the key points required during a wedding's event deal between the wedding couple and the service provider, in the weddings organised by Restaurant Sunn. Furthermore, secondary data was analysed from online materials and books.

1.3 Key definitions

Wedding	Weddings are unique events in which two people are united in marriage to be equal in front of law. This legal contract establishes rights and obligations between united families (Joni & Yixiao, 2014).
Destination weddings	A destination wedding is defined as marrying just 100 or more miles from where the bride currently lives (Showell, What is a Destination Wedding?, 2012).
Event planning	“An event is a one time or infrequently occurring event outside normal programs or activities of the sponsoring or organizing body. To the customer or guest, an event is an opportunity for a leisure, social or cultural experience, outside the normal range of choices or beyond everyday experience” (Matthews, 2016) Event planning is the process of managing a project such as a meeting, convention, tradeshow, ceremony, team building activity, party, or convention. Event planning includes budgeting, establishing timelines, selecting and reserving the event sites, acquiring permits, planning food, coordinating transportation, developing a theme, arranging for activities, selecting speakers and keynotes, arranging for equipment and facilities, managing risk, and developing contingency plans (International Institute of Event Management, 2017)
Product development	The process of converting needs into a technical and commercial solution and each product development process is unique but the processes share common features or elements (Tajvidi & Karami, 2015)

Figure 1. Key Definitions (Ismat Ishmuradov)

2 Theoretical Framework

The theoretical framework is the formation that supports and holds together the theoretical part of a research work. The framework describes and introduces the theory that suggests the research problem under study exists (University of Southern California, 2017).

A theoretical framework includes different background studies, concepts and their definitions, and references to their sources, the existing theories for the research being done. Theoretical framework strengthens and supports the research work (University of Southern California, 2017).

The theoretical framework in this research work provides an insight about the background information of developing a tourism product through a handbook for wedding destination as Southern Finland. The different topics such as tourism product development, Finland as a destination and three different aspects of wedding event planning support the authors' researchssss by analysing the potentiality of Southern Finland as a wedding destination. Moreover, the research will require the authors to consider the managerial, financial and practical aspects of wedding event's planning and organisation.

2.1 Tourism product development

A product is defined as something that is sold by an entity to its consumers. Product development is the set of activities starting with the perception of a market opportunity and ending in the production, sale, and delivery of any product (Ulrich & Eppinger, 2012). The product planning takes place before substantial resources are applied to a project. It considers the range of projects that an entity might pursue (Trott, 2012). This concept identifies the portfolio of products to be developed by the organization. the planning process considers product development opportunities from many sources, including marketing, research and development, customers, current product teams and competitor analysis (Trott, 2012)

Product development is an essential process in tourism industry as well. It improves the efficiency of tourism industries by increasing the number of

products and services offered. New products also raise the number of visitors, duration of stay and amount of money spent by each tourist.

Though all tourism destinations do marketing and promotion, a much lower percentage put enough effort on the development and delivery of the different attractions and happenings that create the tourism product. Unless the tourism product meets the needs and expectations of visitors, the tourism destination cannot show its full potential. Tourism products are the basis for a destination's tourism sector operation. Critically, the marketing of a tourism destination starts with product research. Unless the product offer is indigenous and appropriate for the region or country, while also meeting ever changing customer needs, marketing alone will not achieve the destination's potential (Robert Cleverdon & Nulty, 2011).

Tourism products satisfy the tourist needs and are the objects of the transactions between tourists and businesses (Koutoulas, 2015). Even though, tourism itself is a single industry, it is consisting of different industries such as restaurant industry, hotel industry, different airlines, travel companies, events etc. Each one of them delivers separate product or they combine to deliver tourist experience. Visiting a travel destination includes a mix of several mechanisms of different establishments. A traveller might buy all the travel services or products from a commercial provider, for instance, travel agency as a separate product or might buy tourist products separately from different suppliers. Tourism product is the final experience of the visitors. It can comprise every individual or place a tourist meet throughout their stay. Tourism product is a group of products and services put together to serve the consumer's needs and expectations. Therefore, tourism product is more of an experience rather than a good. It can be something that can be offered for consumption and satisfaction. It can contain physical objects, organizations, services, places and ideas. When tourists buy products, they do it for expectation of benefits. That's why, tourism product is a mixture of what a tourist does or experience during a visit.

A wedding event can be a type of tourism product or just a product on its own. Comparing to all the other events in human life, a wedding maybe the most important and memorable one. Wedding products are produced and consumed at the same time, therefore, they cannot be evaluated in advance. The wedding experience has to be planned according to the wishes of the bride and the groom (Daniels, Wedding Planning and Management, 2007). Wedding products are also

monumental in many measures – the dreams extended, the financial funds required, the planning phase and most importantly the role and symbol of wedding event in one's life. Wedding experience begins in childhood, when weddings occur as the most fanciful and magical event (Daniels, Wedding Planning and Management, 2007).

2.2 Wedding Destinations

As Lonely Planet also points out, destination weddings have become a major trend. While some might think a wedding abroad will be very costly and challenging, it will be something unique and the guests will always remember it (Matchar, 2012). By having the wedding abroad, the wedding party itself tends to be more than one day and many of the wedding couples prefer having a holiday/honeymoon after the wedding and ceremonial parts (Wingrove, 2017). Traditionally wedding couples dream about luxurious destinations with spectacular views as their wedding destinations. The Knot magazine lists few amazing locations as a preference on their webpage such as St. Lucia, Bali, Lake Placid, and different locations in California, Italy and France as examples (Koch, 2017). According to Islands online magazine, the top wedding destinations in 2017 are Cayman Islands, St Lucia and Tahiti (Showell, Romantic getaways, 2016). Once the happy couple has made the decision to get hitched abroad, it is time to decide the perfect location. Choosing the location must be taken in consideration many aspects, such as travel, time and budget for example. In some countries visas and paperwork need to be addressed specifically. A trip to the wedding venue is highly recommended before-hand, but if the location is in a luxury location, it might not be possible and you might have to give the full trust to a local wedding planner. Timing of a wedding is just as well crucial; high tourist season might raise the prices of the services and accommodation in a large scale and put a huge price tag for the wedding. Always when planning a wedding abroad it must be understood if a close friend or relative cannot attend the wedding because of the financial or other matters due to the distance. That is only one more thing adding to the list why the planning for a wedding abroad must be started early (Knot, 2017).

2.2.1 Finland as a destination

Finland has a great potential to become a wedding destination. Though small in size, here are a lot of things that Finland can offer. Finland has one of the cleanest air in the world (World Health Organization, 2016) and the landscapes are one of the most beautiful. This country has thousands of forests and lakes – and it needs to utilize them by improving its image as a wedding destination. According to Lonely Planet, Finland is one of the top 3 travel destinations in 2017 (Lonely Planet, 2017). Having four seasons, Finland has amazing contrast, darkness in winter and bright nights in summer, busy cities and calm countryside. Finland will celebrate its 100 years anniversary in 2017 with theme called ‘together’ (Prime Minister’s Office, 2017). The year is filled with different events and there is always something interesting going on. Now, Finland has thirty-nine national parks around the country, and this year it will increase to one more. This country has interesting natural characteristics such as valleys, lakes, archipelago, forests, swamps etc.

Aurora Borealis, is another experience which Finland offers to the world and it is well advertised. These once in a lifetime attractions for many foreign guests are visible approximately 200 nights a year in Northern Finland, meaning that almost every other night with a clear sky. In the recent years, Finland started to develop more diverse tourism products in its north to attract more tourists. Unique accommodations which give the opportunity to view the northern lights and the other nature were created, such as the TreeHouse Hotel in Rovaniemi, nest-like aurora domes in Mounio and Kemi’s Glass Villages (Regional Council of Lapland, 2017).

The world-famous Santa Claus resides in Lapland. The Christmas season brings thousands of tourists from all over the world to Finnish Lapland. Even though, Santa’s office is open year-round, lack of marketing does not give the Santa’s popularity to utilize its’ full potential to get high number of visitors throughout the year, not just Christmas season. However, Christmas Village is still the most popular destination in Finnish Lapland (Santa Claus Village, 2017)

Finland is a good destination for winter sports enthusiasts and everyone else who enjoys winter activities. Hiking in the national parks, snowboarding in the hills, sliding in husky pulled sleds, riding reindeers and downhill skiing are some of the many activities Finland has to offer in winter time. Lapland has been a popular destination within Finland for winter sports.

Finland also hosts different competitions and championships in sports. This year Lahti hosted skiing World Championships and that showcases Finland's ability to host big events and showcased the beautiful nature this country can offer (Lahti, 2017).

Capital city area

Capital region consists of Helsinki, Espoo, Vantaa and Kauniainen and has a population of over 1.1 million. The capital city area is the largest industrialized area in the country. It is also the most important financial, scientific, tourism and cultural region of Finland. Finland's main airport Helsinki-Vantaa, most of the governmental institutions, headquarters of the biggest companies and seven out of seventeen universities are located in capital region. Just a 15 minute boat trip from the mainland Helsinki, Suomenlinna – 'the fortress of Finland' includes a cluster of four islands which are connected by bridges. It's a UNESCO World Heritage Site and was built in the mid-eighteenth century by Swedes (Symington & Parnell, 2012). Within the capital region, the authors consider that Suomenlinna plays an important role as a wedding destination. Therefore, the capital region is divided into two subcategories: Suomenlinna and the rest of the destinations in capital area.

Porvoo and Loviisa

These two towns in eastern Uusimaa are both famous for their beautiful summer landscape and summer events. Both are excellent locations for destination weddings:

Being the second oldest town of Finland, **Porvoo** is a popular destination for day trips from Helsinki. However, it is becoming a trend to stay there for the weekend. Though officially becoming a town in 1346, it was an important trading hub before that as well. Porvoo is best known for its beautiful red brick houses, which are located along the river and used to be warehouses for storing goods before they were sent to their destinations around Europe. These sites are

expected to become Unesco World Heritage Site and even the new buildings around this area are painted in the matching colors.

Porvoo city has three distinctive areas: the new town, old town and Empire quarter which was established by Russian Tsar Nicholas 1. Old town is the most popular tourist destination within Porvoo, thanks to tightly clustered wooden houses and riverside setting (Symington & Parnell, 2012).

Loviisa is a small town by the Baltic Sea. It is located 90 km from Helsinki and it is on the way to St. Petersburg. Loviisa has been declared as a wedding town in 2013 (Kehrs, 2013). Ute Kehrs, a Haaga Helia graduate did her Bachelor's thesis on wedding themes in Loviisa. According to Ute, it was not a long planned marketing decision to announce Loviisa as a wedding town. In fact, it was more like a citizens' initiative. Some locals sent the city of Loviisa a request regarding Loviisa becoming a wedding town. The idea was accepted and went forward since it suited the marketing plans and image of Loviisa (Kehrs, 2013).

“Loviisa - Small town, great experiences. Whether you wanted to get married at sea or on dry land, Loviisa is the town of weddings, offering perfect scenes for unforgettable ceremonies. The most beautiful wedding churches of Southern Finland are located in Loviisa, not to mention the their venues in the city. That is why Loviisa has been named to "the Wedding Town"” (City of Loviisa, 2017).

2.2.2 Potential Handbook Users

At this stage, based on secondary data from active websites, the authors have identified that the only way to organise a wedding from abroad, in Finland, is possible by contacting wedding service providers by email and consulting the hotels/venues & wedding websites (Eloperite, 2011). The final product as a handbook, will be a reliable source of information to be provided to the potential wedding couples about a series of unique advantages. The product's benefits will add value to the customer's needs as it will show how to research about wedding planning in line with managerial, financial and practical aspects.

The handbook must reflect value in the perception of the user and therefore the authors will consider 'what' brings value to the wedding couples, 'what' will be beneficial to them and 'what' will a better product in the form of the handbook: Southern Finland as a wedding destination.

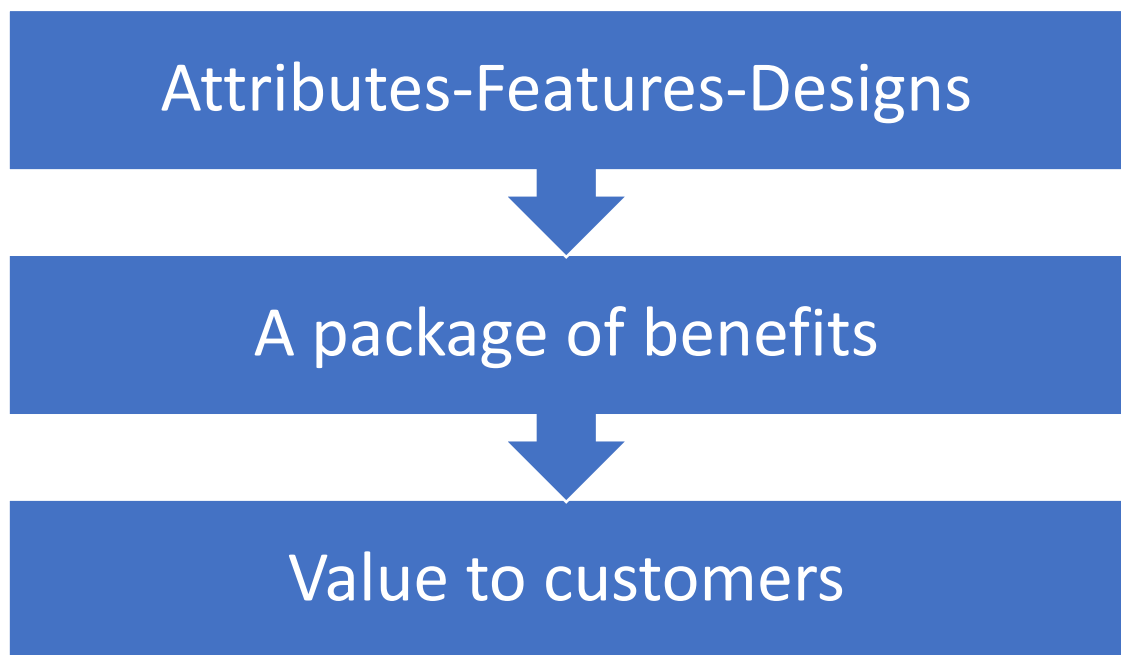


Figure 2. Link between product design and value to customer (Tajvidi & Karami, 2015)

Destination Tourism

The destination marriage happens when a wedding pair plans to celebrate their wedding in a country where neither one of them lives. Usually, wedding couples opt for a famous tourism location to be used as the wedding spot, the honeymoon and for tourism activities (Daniels, Wedding Planning and Management, 2007, s. 94). In the recent years of Finnish tourism history, Foreign travellers' proportion of total tourism yearly consumption was about 29 per cent which accounts to about 3 billion of euros per year (Tyrkö, 2009)

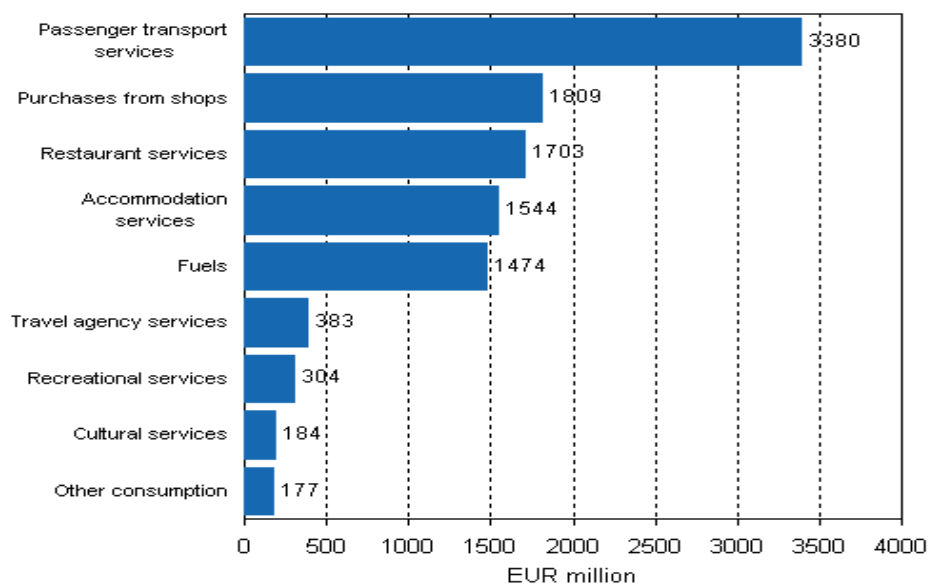


Figure 3 Foreign travelers' proportion of total tourism yearly consumption (Tyrkö, 2009)

There is considerable amount of purchases for both restaurant/catering and accommodation services which represent about 1.6 billion Euros for each sector. Based on the current data where it shows the potential foreign markets exists already, we believe that a handbook for potential wedding consumers will encourage more wedding travellers to Finland and hence increase the economic generation for the recreational and cultural tourism sectors.

2.2.3 Strengths and weaknesses of Finland as a destination

The strengths and weaknesses can be identified by considering part of the SWOT analysis which is the systematic investigation of the country's strengths, weaknesses, opportunities and threats and their impact of their strategic implications (Mooradian;Matzler;& Ring, 2012).

Finland celebrates the 100th anniversary of its independence this year (2017) from Russia. Despite the long history of wars and instability between the two countries, nowadays they both share good relations in educational, business and travelling activities (Utti, 2007). Primarily, the strengths which the country possessed already will eventually be the various motivating factors for a potential couple to travel to the country for tourism purposes. Knowing the facts that Finland provides a series of advantages in different sectors, can encourage future wedding partners to consider Finland as an excellent wedding destination.

According to the world happiest report 2017, Finland was ranked the 5th happiest country on the planet (Gilchrist, 2017). Recently the country was also mentioned in the world famous magazine VOGUE where the author has gathered information from local architect, businessman and bloggers about where to eat, where to sauna and where to wander (Burshtein, 2017).

Consequently, that precious information can be exposed to possible international market segments that are planning to organise weddings in a suitable foreign country.

As far as the Finland 2016 Crime & Safety Report is concerned, the Overseas Security Advisory Council (OSAC) of USA reveals that Finland is classified as stable country with a perfect police force to maintain public security and grows a sound political and economic environment. Moreover, Finland provides a safe and healthy environment for sustaining a healthy life, business, travel and tourism (OSAC, 2016).

As far as weaknesses are concerned, the authors think must think about the aspects which act as factors to demotivate a potential wedding couple to come to Finland. People coming from countries which are not part of the European Union must make the effort of applying visiting visas or short term permits which cost time and money. Prior to the author’s wedding in Finland during the year 2015, his parents from Uzbekistan had to apply for a tourist visa which took about 2-3 months to process from the German Embassy of Uzbekistan. As Finnish Embassies are not present in many countries, it makes the processing time of visiting permits even longer (Ministry, 2017). While travelling from non-EU countries to Finland, the challenges of currency conversion occur which affect the buyer’s power specially during fluctuation rates of euros (Geogheghan, 2014). Finland has 4 amazing seasons during which it can receive weddings celebrations all year round depending on the choice of the wedding couple. The country is reputed for long lasting cold winters, cold springs & autumns and just a few weeks of warm summer days (Climate, 2017). The different variety of seasons might affect the decision makers while choosing a wedding destination. Southern Finland which is usually the warmest part of Finland might have a limited amount of options for venue choices during the short peak summer season.

Strengths	Weaknesses
High Happiness Index & Motivation Factors	Difficulties in Obtaining Tourist Visas
Social and Economic Stability	High Cost of Living
Security	Short Summer Period for Wedding Events

Figure 4 Strengths and Weaknesses of Finland as a destination (Ismat Ishmuradov)

2.3 Managerial aspects

Based on the author's personal professional field, during events management at Restaurant Sunn, it reveals that a successful wedding project revolves around the different management functions. It represents a series of main essential tasks as planning, organising, staffing, directing and controlling (Koontz & O'Donnell, 1972). As far as the handbook for a wedding is concerned, the managerial aspects consist of seven phases of wedding timelines as research, design, coordination, legal issues, confirmation and implementation and wrap-up/evaluation. (Daniels, Wedding Planning and Management, 2007, pp. 103-124).



Figure 5 Phases of Managerial Aspects (Kumarsingh Nadan)

2.3.1 Research and Design

Initially, the wedding couple will have to visualise the size of the wedding which will impact other main related factors like finance, location of the wedding ceremony and reception. Apart from the bride and bridegroom as the main stakeholders, a series of stakeholders need to be considered during the research stage.



Figure 6 Possible wedding vendors (Daniels, Wedding Planning and Management, 2007)

While doing the research during the wedding planning process, the wedding couple can go through all the vendors and list out the priorities according to their wedding budget.

The **wedding design** is based on a theme and vision for the wedding. A wedding vision reflects a summary for the main objectives of the wedding event which covers the five senses: sight, sound, smell, taste and touch (Daniels, Wedding Planning and Management, 2007, p. 139).

After knowing the couple's vision, wedding themes that will suit the choice of wedding destination and location might be suggested. The colour themes can also vary according to different seasons of the wedding destination, e.g., Finnish winters will go very well with dark shades and light colours for Finnish bright dry summers. Wedding themes can also be imagined based on popular calendar holidays like Valentine's Day or Easter, festive weekends, historical connection or popular culture (Daniels, Wedding Planning and Management, 2007, p. 142). During the design phase, the couple will also like to establish a dress code that will correspond for their wedding theme and vision.

2.3.2 Coordination

During the organising of a wedding, the coordination stage plays a major role in the process as it allows the couple and the selected vendors to start binding all the deals and agreements. At this particular stage, the couple can start documenting an official file for the wedding project which will consist of all the different detailed plans to be executed for the wedding (Daniels, *Wedding Planning and Management*, 2007, p. 109). The official draft can also include a checklist to follow at all time when required. For the sake of other stakeholders like transportation, decor, logistics companies and guests, it will be wise to attach a floor plan of the wedding venue.

2.3.3 Legal issues

The legal aspects are more relevant when the wedding is to be organised in a foreign country. Different host countries of the wedding events demand different criteria from the wedding couples by the immigration authorities. Usually the embassy of the concerned country assists the foreign couple to make sure that the important requirements are met (Daniels, *Wedding Planning and Management*, 2007, p. 109). However, the process can be less bulky if the couple would have already done the civil wedding in their home country. Contrarily, in Finland, e.g. the couple must spare a minimum of 7 days upon arrival in Finland prior to wedding date (7 days or less to file the paperwork and obtain a Certificate of the Examination of Impediments to Marriage) as the authority recommends to give more time due to preparation, weekends, holidays or unexpected delays (Eloperite, 2011).

2.3.4 Confirmation

At this stage, the wedding couple will be able to finalise all the preceding steps during the wedding planning process. It also involves a final confirmation with each selected vendors hired to make the wedding event happen (Daniels, *Wedding Planning and Management*, 2007, p. 110). The final confirmation with different vendors can still have a last minute opportunity to make minor changes like 1-2 guest's seats (no shows) , music list for DJ, speech time period and food diets. After the confirmations, an official draft of the entire wedding schedule can be finalised to be used as a constant guide.

2.3.5 Implementation

The detailed and reliable schedule for the wedding event's execution will facilitate the implementation of the wedding to go fluently. This production schedule will act as a portfolio that provides a detailed format of relevant tasks to be considered during the implementation of the wedding (Daniels, Wedding Planning and Management, 2007, p. 111). For events such as weddings, the detailed plan usually contains information for the pre-wedding, day of wedding and post wedding. The schedule can offer information about the details of the wedding vendors, different times schedules of each steps and specific tasks to be carried out by who, when and how.

2.3.6 Wrap-up and evaluation

After having organised a wedding event, it is always wise to gather comments and suggestions from the hired vendors and guests. That precious data can be recorded and stored for future needs or financial accounts (Daniels, Wedding Planning and Management, 2007, p. 111). If the couple will plan to have wedding anniversaries or other parties, the grand wedding event's wrap-up and evaluation report can useful as a reference while planning vendors selection and budget.

2.4 Financial Aspects

This subchapter deals with the cost of a wedding event. According to the Forbes magazine, it depends on three main factors: where the wedding takes place, the number of the guests, and the type of food being offered (Sun, 2016).

In these modern times, considerable changes have taken place as far as wedding finance is concerned. Based on the author's experience, it concluded that the total budget spent turned out to be way higher than originally planned. Moreover, it showed that due to educational and career expansion of potential future wedding couples, we tend to delay our wedding stages (Daniels, *Wedding Planning and Management*, 2007, p. 125).

Currently, the authors' parents who are in their late 60s, revealed that back in the days, people were ready to tie the knot mostly below the age of 25 years old. Nowadays, it is more often that the couples are more likely to pay for the entire wedding costs rather than relying on parents. However, for the sake of the handbook's objectives, we will provide basic information about financial aspects to be considered for any couple who are planning for their wedding to be organised in Southern Finland, regardless of age, education level or nationality.

Though there can be dozens of different type or themes of wedding events, we will categorize the wedding budget into to three different categories to look at in more simple way: simple/budget ceremony, traditional wedding event and lavish wedding (Daniels, *Wedding Planning and Management*, 2007).

Simple/budget Ceremony

Some couples might want to have a simple wedding ceremony, more personal and unconventional. This type of wedding ceremony naturally requires less financial resources considering the number of the guests, the catering expenses and size of the wedding venue. Simple ceremonies sometimes might even have their own food instead of hiring a catering company, therefore, requiring even lower budget (Daniels, *Wedding Planning and Management*, 2007).

Traditional wedding

This type of wedding requires professional catering service, much larger wedding venue comparing to simple ceremonies, well planned seating order, and transportation from hotels to wedding venue etc. Alcoholic beverages are also to

be taken into consideration while planning a traditional wedding, since the prices for alcohol are relatively higher in Finland than in most countries (Global Alcohol Prices, 2015).

Lavish wedding

Some couples might want to organize a lavish wedding event in Finland. This type of wedding requires much larger budget comparing to traditional or simple ceremonies (Wedding Report Inc, 2017). Lavish weddings are common in Middle East, India and rich western families. In such cases, the wedding couples are recommended to hire professional wedding organizers since there are a lot of things that must be done. The wedding couple might end up too stressed if they try to organize the event by themselves. The budget for a lavish wedding must be carefully planned well in advance, since there can be many hidden costs that come up while organizing an event for such a large number of guests (Torgerson, 2017). In order to get an estimated average cost of a wedding in Finland, the authors will break down the most common costs for a wedding event.

2.5 Practical Aspects

Planning a wedding is not a simple thing to arrange, it is an event you should arrange only one time in your life. Let alone, when you are organizing it in another country, you might need some more assistance with the practical issues especially. The visas are one thing you need to pay attention to and start planning the wedding well in advance. If there are people attending your wedding with several different nationalities, it is something you have to be prepared and spread knowledge about to the guests.

Two principles considering the planning of the wedding are in order: 1) it is never too early to plan and 2) Never make decisions without considering the alternatives (Spencer, 2012). Planning the wedding is something you need to make time for and biggest outlines like a budget and date should be agreed and set early so it will be easier to put more pieces in the puzzle and organize. In general, the overlook of the wedding has changed: we tend to get married at a later age in the modern times. Deciding on where the ceremony and/or the reception will be, you will be deciding the theme of the wedding. Whether or not the couple has similar/different religious views, it is something to take in consideration and plan properly before the big day. The ceremony can be held in a religious facility or in

the place of the reception but it needs to be discussed beforehand that whoever is conducting the ceremony, is willing to perform the ceremony in this specific place (Doell, 2008).

2.5.1 Wedding venues

Wedding venues or sites can be opted according to the type of weddings which can be defined by a special theme or the size of the wedding. In many cases, the religious or traditional marriage ceremony takes place in churches, temples or pagodas and then the newly wedded couple and guests will throw the wedding party in a different location for the grand celebration. However, it also exists in different locations where the venue can cater for both the nuptial ceremony and the wedding celebration. Nowadays many wedding venues consist of aquariums, atriums, banquet rooms, summer cottages, gardens, historic estates mansions, hotels, museums and hotels resorts. While choosing a wedding venue, special considerations must be taken into account to address the following aspects (Daniels, Wedding Planning and Management, 2007, s. 144):

- capacity – According to the author who was organising his wedding on the western part of Mauritius island which consists a range of 5-star luxury hotel venues to 3-star deluxe hotel venues, the size of the wedding plays a major role during the selection of the venue. After confirming the number of guests (150) who would have attended the wedding, the Manisa Hotel, Mauritius, which lies few meters way from the beach was hired for both the religious ceremony and the wedding reception. As the wedding reception was planned to be organised in open air, the only challenge was the weather as rain water would have ruined the entire outdoor evening banquet. However, the hotel's events manager had organised his own backup plan which was an indoor banquet room, with same outdoor beach theme celebrations and décor (Manisa, 2016).
- rental costs or cost per guest – The rental costs are not always applied to all the wedding venues. It all depends on the type of wedding locations. As the author described his wedding at the Manisa Hotel, the main costs incurred were the hotel accommodation rooms and food & beverages. But the hotel yard property was available for free to erect a rented tent for the religious wedding and the pool side outdoor lounge was offered for free as well for the reception. However the other author reveals that for his wedding at Karhusaari ART Centre, Espoo, he had to

cover a cost of 800 euros rental fees for 12 hours, apart from the wedding food & beverage and entertainment costs (VisitEspoo, 2015).

- restrictions and special requirements – Some venues like Manisa hotel of Mauritius forces you to buy their own food and beverages but while organising a wedding in the venue of the Karhussari Art Centres of Espoo, you will likely have to organise your own catering. Moreover, the wedding venue's owner can provide strict regulations to follow, like smoking prohibitions or sound/noise limit within the time allowed (Manisa, 2016).
- set up time – The final day set up time becomes very critical for the venue's staff as all the plans made on paper or verbal ones will be put into practice to satisfy different demands of the buyers like proper seating plan, types of food & beverage service, dietary requirements, light and entertainment logistics (Daniels, Wedding Planning and Management, 2007, s. 148).

2.5.2 Catering and Cake

Catering is one of the most crucial parts in a wedding planning. There are many details that the wedding guests will forget days or weeks after the reception, such as what color flowers were in the bouquet or whether the bride's French manicure was chipped. What they will not forget easily is a great meal. They also will not forget a not-so-great meal. For both these reasons, it makes sense to concentrate plenty of planning energy on the food, drink, service and atmosphere of a wedding reception (Doell, 2008).

There are several different kinds of catering services available, for example companies focused only on events and then restaurants that can offer catering services. It is important to discuss the menu thoroughly with the catering service, what the wedding couple wants and what would be the kind of food the guests would like. In Finland of course the time of the year impacts on the availability of the food and it is nice to have for example lighter options during summer. It depends on the occasion, whether the wedding couple wants the food in a buffet or table service (Daniels, Wedding Planning and Management, 2007).

A modern wedding cake can be as beautiful and imaginary as the wedding couple wants it to be and it can be covered in fondant or butter-cream icing with lace, flowers etc. The cake serves both the part of decoration, which is why it should be centered in the middle of the reception, but it is naturally a dessert too. The cake

is associated with a traditional part of the wedding as well, cutting the cake bring the groom and bride together to join hands and cut their first piece of dessert as husband and wife. Some couples save the top of the cake for themselves, freeze it and have it on their first wedding anniversary. As many other wedding traditions, in ancient Greek was started the tradition of serving a slice of confection. Those times however it was not cake, but a slice of bread. The bread used to be broken on top of their heads to ensure fertility and prosperity. Guests would then head out for the bread crumbs from the floor to share the good luck being wished for the wedding couple (Doell, 2008). Wedding cake and the moment of cutting the cake is a traditional part of the weddings in Finland as well. The type of the cake can vary a lot: someone likes it big, someone likes to have it small and simple. Especially nowadays special diets are one thing to think about: vegan cakes can also be offered in a wedding.

2.5.3 Wedding Flowers

It is being said that flowers set the stage at a wedding. They can be used as background arrangements, traditional bride's bouquet and groom's flower attached in the suit, the wedding couple's parents wearing a piece of flowers in the outfits, used as a way of remembering other important people in the couple's lives and used as beautiful centerpieces in the tables at the reception. The trend these days is for the flower bouquet of the bride to be small and tailored with bright colors and at the same time matching with the other flowers in the wedding venue. Recent trends towards more simple and compact bouquet are the most cost effective and still beautiful (Doell, 2008). But indeed there no rules to decide what kind of flowers the bride should have on the special day. A single flower can be just as beautiful as a big bouquet of flowers. It might be as a quality of the flowers that they fit with just about anything (Stewart, 1987). Often the bridesmaid's flowers are smaller versions of the bride's bouquet but it can be also suited with the bridesmaid's dresses, however the bride decides it to be. Flowers have for a very long time played a part of weddings in several cultures. Already in ancient Greek and Rome, shafts of wheat and grain were thought to evoke fertility. Then again the color of white in flowers symbolizes innocence, as do pink as well (Doell, 2008). When considering weddings in Finland, there are obviously more options during summer and imported flowers have their high season during

summer as well. A tradition is also linked to the bride's bouquet in Finland; at the end of the wedding it can be thrown by the bride in to a crowd of unmarried women and whoever catches it, will have their wedding next. Especially during summer time brides also might have flowers as a part of their hairdo.

2.6 Product framework

In this sub-chapter, the authors create the product frame which links the theoretical framework with the final product – Handbook: Southern Finland as a wedding destination. Different aspects of the wedding planning discussed In the theoretical framework will be briefly assessed and final points will be decided, which will then appear on the product.

- **Why Finland**

The handbook will start with introducing Finland and giving brief facts about the country in general. However, most of the information will be concentrated on Southern Finland and its regions. After that, some special features of Finland as a wedding destination will be listed. The authors will take into consideration that the reader can be a potential wedding couple who already have decided to have their wedding event in Southern Finland or someone who would become interested to organize their wedding here after reading the handbook.

- **Managerial aspects**

The managerial aspects to be considered for a wedding plan in Southern Finland are mainly research & design, legal issues and implementation plan. Those three important stages of wedding plan will comprise of a combination of tasks to realize the wedding project effectively.



Figure 7 Managerial aspects of wedding planning (Kumarsingh Nadan)

- **Financial aspects**

In financial aspects part of the handbook, the authors will give a sample wedding budget plan, and give an estimation of costs for each possible expense category. Also, the actual costs for certain venues and catering menus will be provided. As discussed in financial aspects sub-chapter, financial estimation for simple, traditional and lavish wedding events in different destinations of Southern Finland will also be created.

- **Practical aspects**

Practical aspects part of the handbook will make up most of the pages of the handbook. This part will especially be important for those couples who are generally looking at different wedding destination countries and have not yet decided to choose Finland as their option. However, also those who have already made up their mind and planning to organize their wedding event in Finland will find the necessary info regarding practical aspects in this part. The authors consider that wedding venues will be the first part that a potential reader will be looking at.

- Wedding venues

In the wedding venues section, we will write the list of wedding venues located in capital city area and Porvoo and Loviisa. We will provide brief but essential info such as the intro, capacity, location, price, catering possibilities, contact details and some pictures of the each wedding venue.

- Catering

Catering section will include necessary information that a potential wedding couple will need. The contact details and some sample menus with prices will be provided for each catering company. Catering suggestions will be made considering the location and characteristics of the wedding venues in each destination.

- Cake

Though many catering companies offer wedding cakes as well, we are going to list the suggestions for the wedding cake providers separately. The possible pictures and prices from different wedding cakes and the contact details of several bakeries and wedding cake makers will be listed

- Flowers

Flowers are one of the most crucial elements of any wedding. Choosing the right flowers can make the wedding event very memorable. The handbook will include different selections for wedding flowers and the flower shops that will provide

them. The location of the venues will also be taken into consideration while listing the flower shops.

➤ Other wedding event vendors

Besides, the wedding venue, catering, flowers etc, one might need the services of other possible wedding event vendors as well. This section will include the list of other possible vendors and type of service they provide.



Figure 8 Practical aspects (Ismat Ishmuradov)

3 The planning and implementation of the project

This chapter will explain from start to finish about how we finalize the title of the thesis and how the sub chapters were formed during the planning process. The planning process involves all the relevant topics which can be of constructive concern to the area of the thesis topic. The process consists of the main subjects which together act as a backbone of the overall thesis structure. A chart will show how the tasks and plans were implemented. Furthermore the limitations and risks of the final product will be discussed.

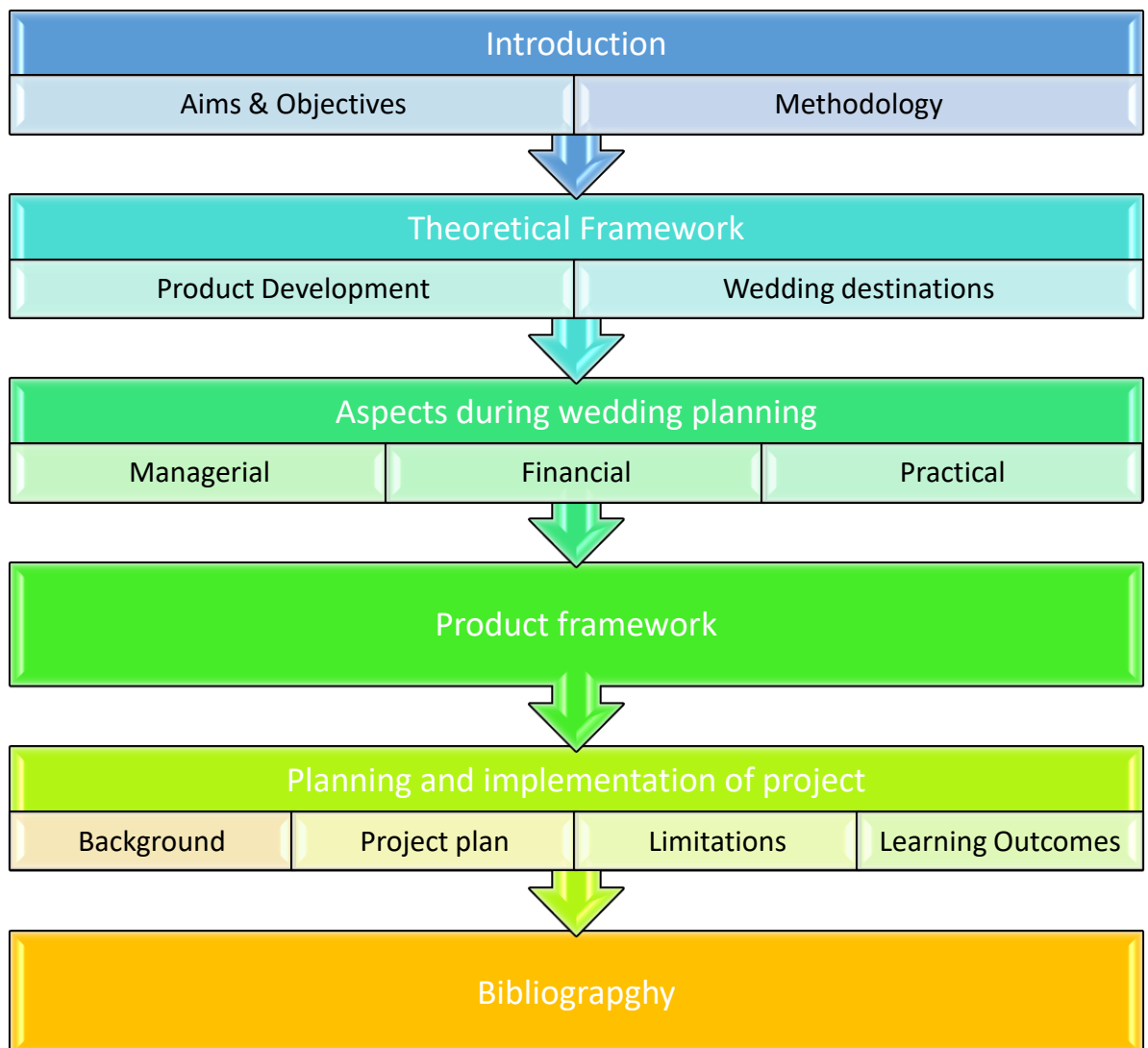


Figure 9 The main topics during planning (Ismat Ishmuradov)

3.1 Background of the Project

Both of the authors decided to focus on the wedding topic as they have already experienced wedding planning in real life. One of the authors who comes from the island Mauritius being a holiday and wedding destination, has already gathered some experience in the field of events management while working in Mauritius. Moreover, last year, he has organised his own wedding in Mauritius. The wedding plan started about a year before the wedding date which involved budget plan, travel options (Helsinki-Mauritius-Helsinki), accommodations and wedding venues selection. As for the other author who also had wedding event management experience from Uzbekistan and Finland. He has actively participated in planning and executing a 600-people wedding event for his older brother and that was the first time when he realized how much time and effort it takes. Also, he organized his own wedding event in Finland in 2015 and the knowledge and experience gained from that helped the authors a lot while writing this thesis. While planning his own wedding, the author found out that there was a lack of sources to provide about wedding planning in Finland. To make things more complicated, there were minimum amount of information available in English concerning wedding organisation and planning. In fact one of the famous wedding magazines company (mennään naimisiin) was contacted to get some basic information about wedding planners but the person answering the phone totally refused to answer in English (Mennään naimisiin, 2017). However the company managed to list out one name of a wedding planner which was 'divine' and was solely in Finnish language. Considering the fact that a common platform of information about wedding planning is absent in Finland, the authors decided to create a handbook for wedding planning in Southern Finland. The idea of the handbook will generate a final product which will target mainly foreign future wedding couples who are planning for their marriage in Southern Finland.

3.2 Project Plan

The project plan acted as a guide to follow in order to realise the aim and objectives of the project. Under the advice of the thesis supervisor, the authors actually made a temporary table of contents to follow as part of the project plan. As the authors practically started the thesis by late February, they were already in a very tight schedule. While both having a busy work schedule working on a shift system, they had a minimum time available per week to concentrate on the thesis. However the preliminary Gantt chart was very useful to plan all the future tasks and schedules. Eventually the authors made it a must to meet up two times per week to move on with the thesis at both Haaga and Pasila campuses. Therefore, they always set up a weekly time frame for a weekly target to complete. Every now and then, they had scheduled meetings with their supervisor to assist and give feedbacks on their progress.

The schedule initially started with a continuous proposal of possible topics to the thesis coordinator and finally the topic of wedding planning was accepted but on the condition that a concrete and convincing thesis outline about the topic will be produced. During the same period of producing the outline, the thesis supervisor Ms Salonen was allocated to guide the authors' team.

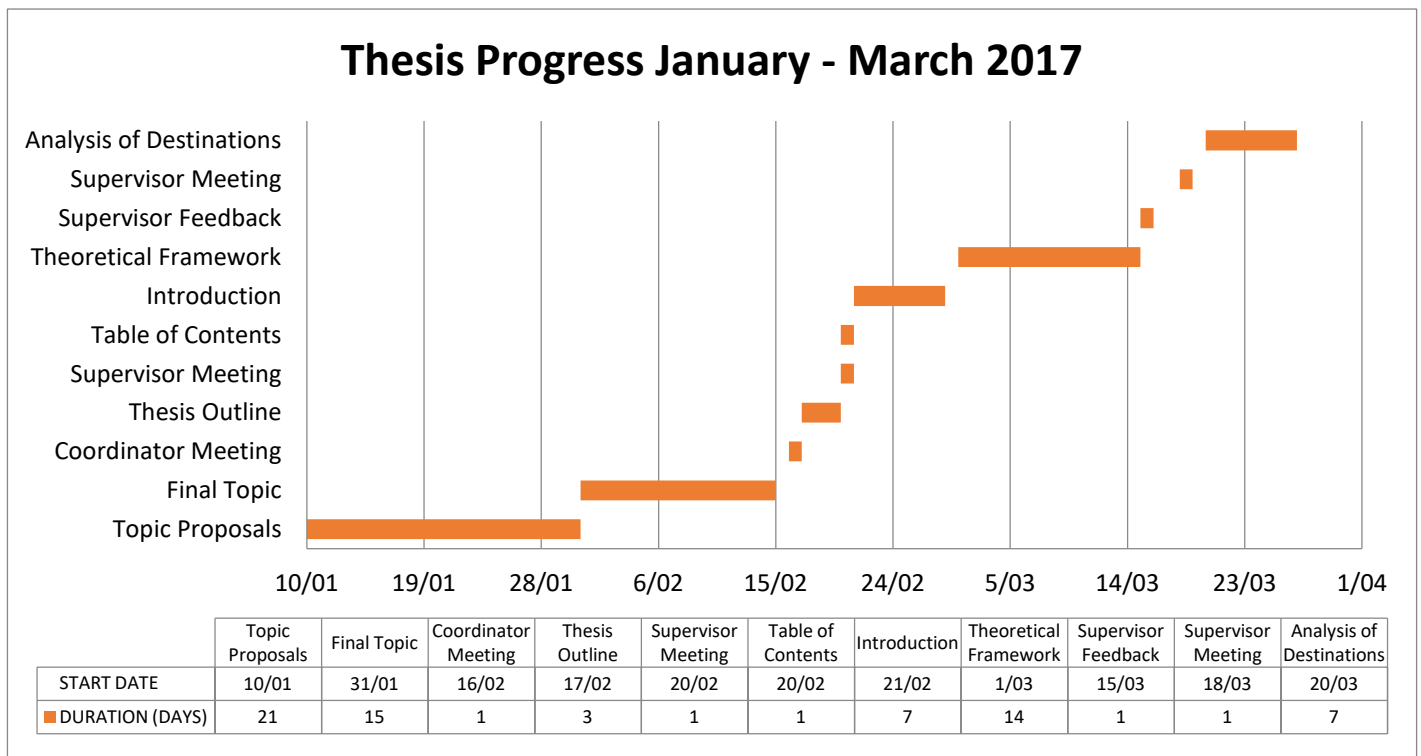


Figure 10 Gantt Chart - Thesis Progress January - March 2017 (Kumarsingh Nadan)

The chart depicts the progress level from beginning to the early stage of the theoretical framework. It shows that authors spent longest days on topic proposals, finalizing topic and initiating the theoretical framework. As far as the supervisor’s meetings and feedbacks are concerned, 1-2 hours were spent for discussion and rest of the day was used to make necessary corrections at school in the Haaga Campus.

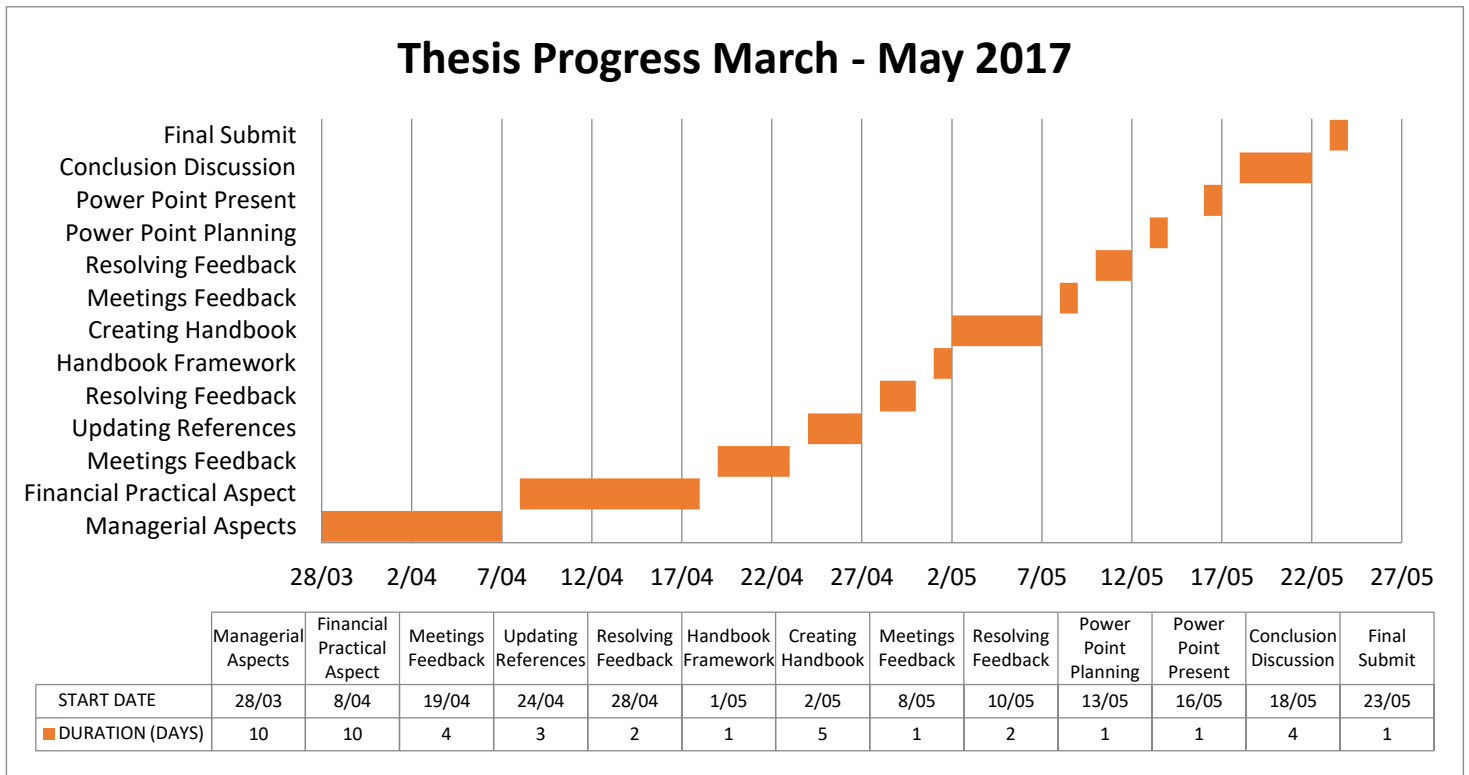


Figure 11 Gantt Chart - Thesis Progress March - May 2017 (Kumarsingh Nadan)

This part of the Gantt chart shows the progress level from the core topics of the theoretical framework to the last stage of thesis submission for final reviewing by the thesis supervisor. The entire thesis took about 3 months to complete and the main challenge was to find the right books to get the direct theories about wedding management. Knowing that those books were rare, few were successfully requested from Poorvoo campus to be picked up from Pasila campus and sometimes it took 3-4 days to reach. Most of the information for the theoretical framework of the thesis was found from the books, journals, research papers etc. related to the thesis topic. Authors also used information available online. The process of writing the handbook itself required a lot of detailed information search from hundreds of service providers and stakeholders of wedding events. The authors called and sent emails to many of the vendors in order to get the most up to date information on prices, contact details, types of services or products offered etc. Almost all the plans were implemented as required and the deadlines were met except in special cases where one of the authors was sick.

Thesis was presented in Haaga campus on 18th of May, 2017.

3.3 Limitations and Risks of the product

The targeted market segment for the handbook

The handbook is targeted towards international markets that can only research in English language. There might be possibility of potential markets segment that do not use English language at all and therefore will neither get access to our handbook nor enjoy the benefits it provides while planning for a wedding in Southern Finland. At this stage the authors have not carried out a research about wedding planning of a size above 200 guests to be organised in Southern Finland. While considering the legal issues, the updated requirements of Finnish immigration rules might alter from time to time and the information about permit required might not be valid as listed in the handbook at all time. Regarding the hassles about applying for visas and permits might be perceived as a burden to future foreign couples and guests and therefore not opting for Southern Finland as wedding destination, specially the people from the non-european countries. The product explains the wedding budget's options while considering the current rate of foreign currency exchange in Finland, which might fluctuate in different countries on different days of budget calculations.

3.4 Learning Outcomes

The reason behind why the authors chose this topic was that both of the authors have personal and professional experience in wedding event planning. However, during the process of writing this thesis and creating the handbook, the authors learnt a lot of new things. The writing process of this thesis in a way worked as a summary of the studies in Haaga-Helia University of Applied Sciences. The authors had the chance to apply all their academic knowledge into this thesis. The background research, managerial aspects, financial aspects and practical aspects sections of the thesis gave the authors opportunity to use all the knowledge they gained during their studies. The authors also learnt how to write a professional academic paper, the use of sources and their appearance in the research work, the theoretical and practical sides of wedding event planning, improved their cooperation and team work skills and so on. All in all, writing this thesis helped the authors gain knowledge and skills and improve the ones they already had.

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5 Appendix

Handbook: Southern Finland as a Wedding Destination

Introduction

The authors of this handbook believe that Finland has a great potential to become a wedding destination. Considering the summer season and the urban infrastructure available, this handbook will be dedicated to the Southern Finland; capital area and Porvoo and Loviisa in particular. By writing the current handbook, the authors want to contribute to creating and further transforming Southern Finland's image as a great place to have your wedding.



The map retrieved from lonelyplanet.com shows the location of Finland

Finland Quick Facts

Population	5.5 million
Area	338,424 km ²
Capital	Helsinki
Languages	Finnish(88 %), Swedish(5,25 %)
Currency	Euro

Southern Finland Facts:

Population: 1.63 mln

Area: 9567 km²

Biggest cities: Helsinki, Espoo,

Porvoo, Vantaa, Loviisa



The Fonecta map shows the location of Southern Finland within Finland

Why Finland?

Though small in size, here are a lot of things that Finland can offer.

- ❖ Finland has one the cleanest air in the world
- ❖ Landscapes are one of the most beautiful
- ❖ One of the safest countries in the world
- ❖ According to Lonely Planet, Finland is one of the top 3 travel destinations in 2017
- ❖ Has interesting natural characteristics such as valleys, lakes, archipelago, forests, swamps etc
- ❖ The capital and the biggest city Helsinki is historic but modern at the same time, Located at the seaside, it is a city of many islands and green parks
- ❖ Helsinki is easy to reach from Asia with direct flights from the biggest cities of Japan, China, Korea Republic, Singapore and Thailand
- ❖ The customer service is available in at least Finnish and English in most restaurants and shops, and bigger institutions often employ staff with the knowledge of Russian, Chinese, French, and Spanish etc
- ❖ Summer is usually booked with different outdoor events, festivals and concerts which welcome international tourists

Managerial aspects of planning a wedding event in Southern Finland

The managerial aspect of the wedding plan in Southern Finland covers three main important stages as the research & design, legal issues and implementation plan.



Figure shows the managerial aspects of wedding event planning (Kumarsingh Nadan)

Research & Design

What will a wedding couple need to research at the early stage?

It is very important to determine the size of the wedding to be organised as that number will affect all other sectors of concern for the planning process.

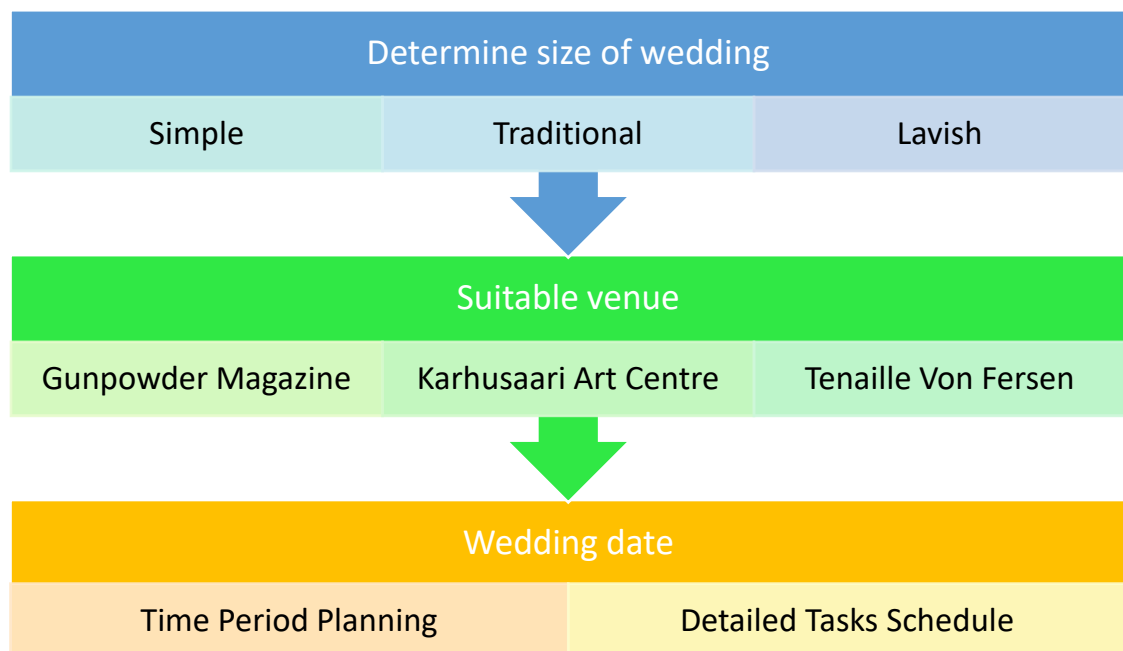
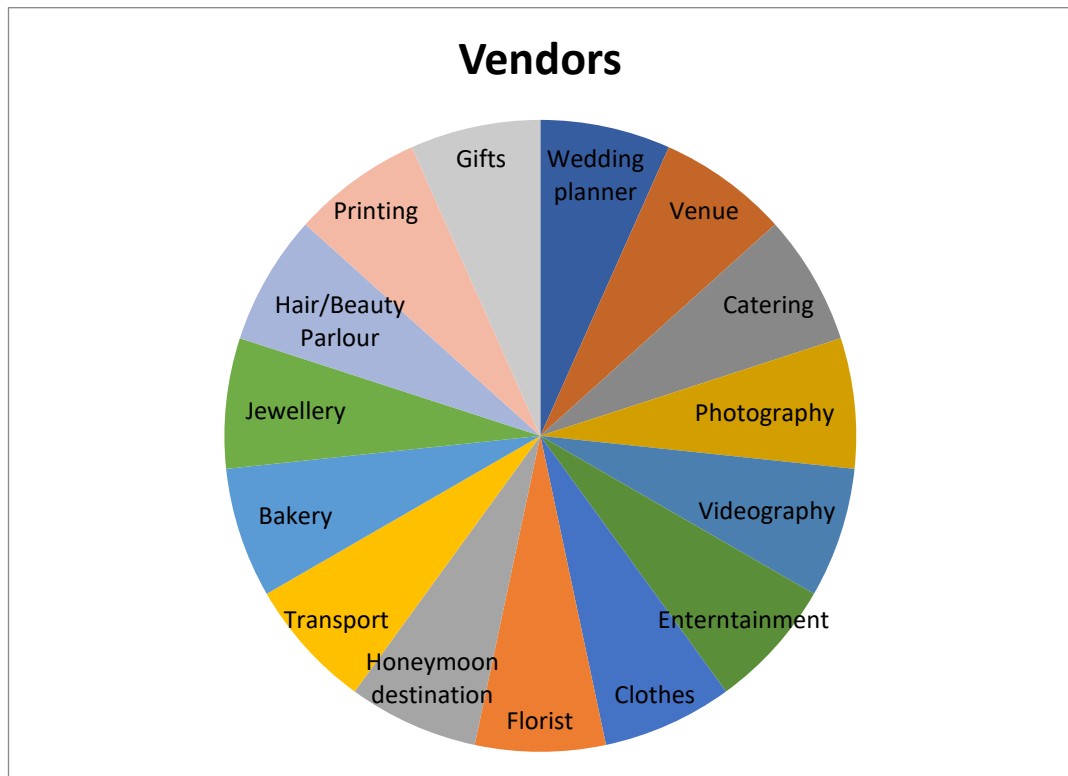


Table of initial research stage. (Kumarsingh Nadan)

During the research stage, it is wise to identify all the different stakeholders (vendors) required to accomplish the goal of the wedding project.



Stakeholders Pie Chart (Ismat Ishmuradov)

The above chart can reflect the vendors required for a full lavish wedding.

While having a list of the vendors, a list of priorities can be figured out to make a selection of the ones to be retained or discarded in order to maximise the wedding budget available. Based on a very tight budget, a couple can eliminate printing of invitation cards, entertainment or videography.

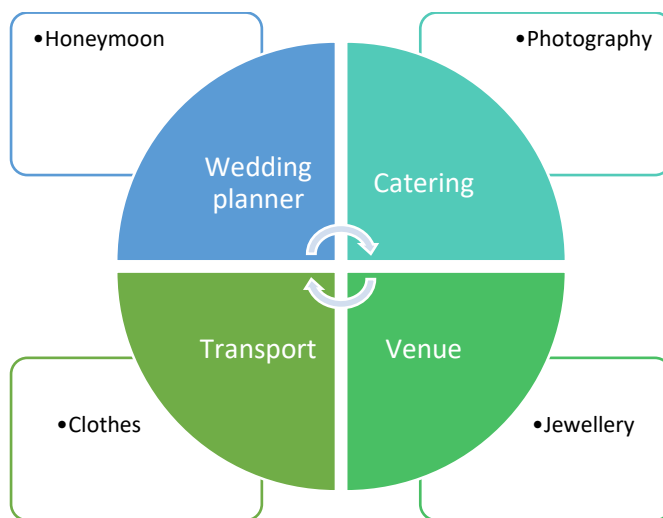


Figure showing main required vendors for a simple/traditional wedding. (Kumarsingh Nadan)



The **design phase** is about concentrating the type, theme and vision for the wedding. For example, if it is a type of a traditional Scottish wedding in Finland, a dress code can be designed to fit the wedding ambience.

Scottish Wedding couple at Karhussari Art Centre, Espoo.

Possible wedding themes can be inspired from seasons and holidays in Finland:

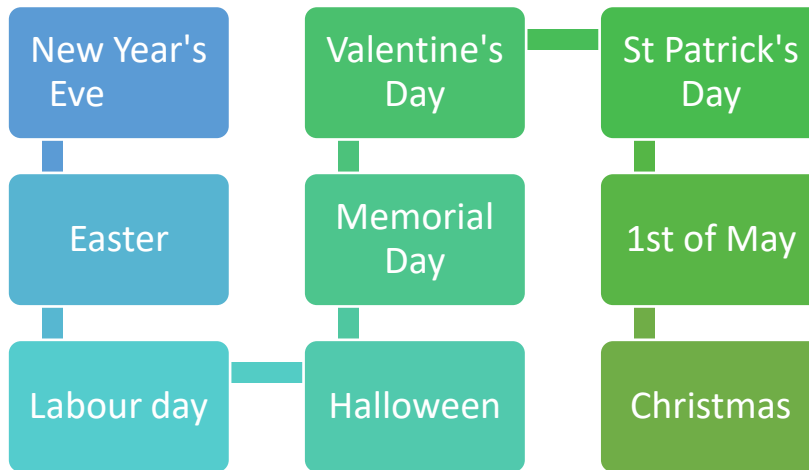
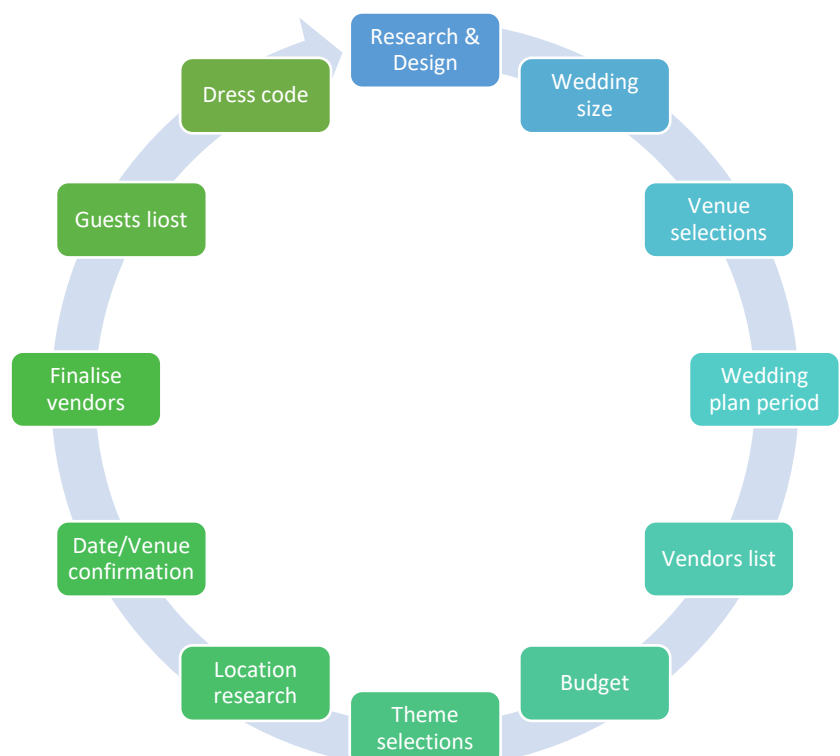


Figure showing possible themes. (Kumarsingh Nadan).

Other themes:

- Military weddings (Suomenlinna)- Old battle fortress.
- Historical Connections- Restaurant Sunn is part of one of the first stone building of Helsinki designed by architect Hansson Sunn in the 1700s.
- Outdoor natural themes- Outdoor parks, mansions' yard, estates garden.

Research & Design considerations
(Kumarsingh Nadan)



Legal issues

The legal aspects are always essential to consider when the wedding is to be organised in a foreign country like Finland.

Keep in mind:

- Immigration rules differ in different countries
- Different rules for nationalities of the Non-European countries
- Consult the local embassy for visa requirements
- Advance civil wedding eases the wedding processes in Finland
 - It takes 1-2 weeks to obtain a Certificate of Impediments to Marriage in Finland.
 - Revise legal documents before finalising payment deals with vendors, hotels or wedding venues
 - Wiser to inspect all contracts attentively in English before concluding agreements
 - Penalty fees might occur due to event cancellations depending on time delays.

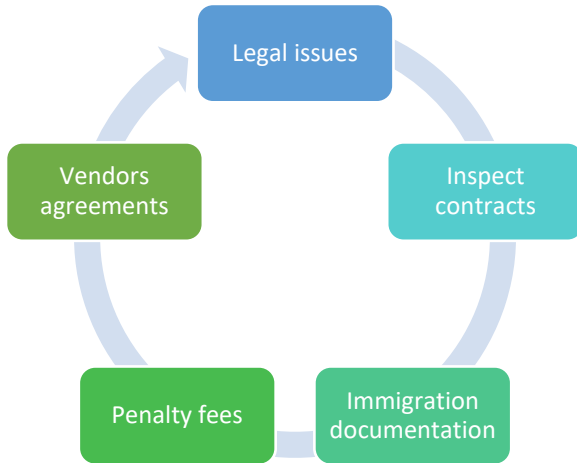


Figure of legal issues (Ismat Ishmuradov)

Implementation

For the implementation phase, it is important to have a detailed schedule plan for the series of wedding tasks execution. For the case of wedding in Finland, the schedule can include tasks about the pre-wedding, wedding day and post wedding.

Initially the wedding couple can record a sheet for the essential connections during the pre-wedding stage as in the following example:

<i>Venue Host</i>	<i>Suomenlinna Director</i>	<i>029 5338410</i>
<i>Bride and groom</i>	Mr/Mrs Kumar Nadan	0404605721
<i>Parents</i>	Mrs Nadan Savita	
<i>Caterer</i>	Restaurant Sunn	0504135538
<i>Photographer</i>	Maria Hedengren	0451408408
<i>Transportation</i>	CHS Logistics	020 7669 420

Sample record sheet for the essential connections (Kumarsingh Nadan)

A list of daily tasks can be recorded and assigned of what to be implemented during the three days before a wedding as in the following example. (Monday to Wednesday):

List of tasks for Monday, June 19, 2017

- Airport pick-ups for guests
- Wedding outfits trials
- Wedding tables/chairs seating plans
- Tasks assignments to close family members

List of tasks for Tuesday, June 20, 2017

- Transport of guests
- Breakfast/lunch/dinner
- Dance/songs practice
- Connecting with hired vendors

List of tasks, Wednesday, June 21, 2017

- Liaising with hired vendors
- Hair dressing
- Flowers and cake deliveries
- Lighting
- Music selection
- Catering supervision
- Bridemaids and bestmen assignments
- Wedding celebration

Financial aspects

This part of the handbook provides a sample wedding expenses table and gives an estimation of costs for each possible expense category. Also, the actual costs for certain venues and catering menus will be provided. Estimation of a wedding event budget for simple/budget, traditional and lavish wedding events will be followed.

Common wedding expenses in Southern Finland:

Expense Name	Price Range (€)	Notes/web addresses
Venue (reception)	640-2070	Fri-Sat, 7-9 hours, extra hours from 70€/h
Attire for bride (rental or buy)	120-600 / 250-1800	häätori.fi, morsiusgalleria.com,
Attire for groom (rental or buy)	139-300/ 200-1500	zazabella.fi, seremonia.fi
Beauty and getting ready	98-110	Bridal make-up prices from holistic-care.fi and goalas.fi
Invites (invitation letters, posting)	1.34-3.6 per invitation	ifolor.fi
Decor	100-450	Candles, balloons, vases for flowers, colorful stones from häätori.fi; decorahouse.com
Flowers	100-800	Kaivokukka; diia.ekukka.fi price is for basic bridal bouquet up to flower decorations
Catering	28-60 €/person for food; 30-35€/hour per waiting staff	basecatering.fi; ateriax.fi; newscatering.fi 1 waiting staff per 25 people is the average.
Beverages (alcohol and non alcohol)	15-30/person	Average cost of beverages per guest at a wedding which served light and hard alcohol, non-alcoholic beverages: juomanlaskija.net
Wedding Cake	151-939	anninjuhla.fi; kakkugalleria.fi
Music (Live music/DJ)	400-1950	häädj.fi Solo singers – bands for 2-5 h
Photography	400-2000	valokuvaajat.fi
Wedding planner	300-2700	blush.fi lilydreamwedding.com
Wedding car rental	130-580	autoeurope.fi For 1 luxury car/day

Figure shows the common wedding expenses in Southern Finland (Kumarsingh Nadan)

Sample financial estimation for a simple/budget wedding event with 15 guests:

Expense	€	Notes/web addresses
Venue	640	Gunpowder Magazine (Suomenlinna)
Attire for bride	120	Rental from Zazabella (zazabella.fi)
Bridal make-up	98	From Holistic Care (holistic-care.fi)
Décor-candles	100	This venue has special spots for candles, any other decoration is unnecessary
Flowers	100	Bridal bouquet from Kaivokukka (kaivokukka.fi)
Catering	730	Wedding Menu 1 from AteriAx Catering (ateriAx.fi); 15*32€/person + one staff and dish rental
Beverages	375	15*25€/person alcoholic beverages bought in bulk from Alko (alko.fi)
Wedding cake	151	Ordered from Anni's Party Services (anninjuhlapalvelut.fi)
Music	400	A DJ from HääDJ (haadj.fi). Price includes the tools and their transportation
Photography	400	Freelancer from Valokuvaajat.fi
TOTAL	3414	This is an estimation and the prices can change or vary from the vendors' page.

Sample financial estimation table (Ismat Ishmuradov)

Sample financial estimation for a traditional wedding event with 85 guests:

Expenses:	€	Notes/web addresses
Venue	950	Karhusaari Art Center
Attire for bride	600	Bought from Morsiusgalleria (morsiusgalleria.com)
Attire for groom	200	Rental from Seremonia (seremonia.fi)
Bridal make-up	110	from Goalas (goalas.fi)
Décor	200	Wedding balloons, diamond decorations for table, candy table cups, rose leaves etc. From DecoraHouse (decorahouse.com)
Flowers	250	Bridal bouquet, flowers for the bestmen and bridesmaids, single flower vase to each table etc. from Kaivokukka (kaivokukka.fi)
Catering	3948	Wedding Menu 2 from AteriAx Catering (ateriAx.fi); 85*34€/person, 85*7.5€ Evening Snack +3 staff and dish rental
Beverages	2125	85*25€/person alcoholic beverages bought in bulk from Alko (alko.fi). Soft drinks from grocery shop.
Wedding cake	345	Ordered from Anni's Party Services (anninjuhlalpalvelut.fi); 90-person cake
Music	900	Wedding band "SENSE" (mikko.arlin@gmail.com)
Photography	700	By Juha Martikainen (häävalokuvaus.fi)
Wedding car rental	130	Luxury car rental from AutoEurope (autoeurope.fi)
Wedding planner	1200	By Blush (blush.fi)
TOTAL	11658	This is an estimation and the prices can change or vary from the vendors' page.

Sample financial estimation table (Kumarsingh Nadan)

Sample wedding budget estimation for a 200 people lavish wedding event in

Suomenlinna:

Expenses:	€	Notes/web addresses
Venue	2070	Tenaille von Fersen (Suomenlinna)
Attire for bride	1500	Bought from Morsiusgalleria (morsiusgalleria.com)
Attire for groom	620	Bought from Seremonia (seremonia.fi)
Bridal make-up	110	from Goalas (goalas.fi)
Décor	450	Wedding balloons, candles, diamond decorations for table, heart shaped stones, banners, rose leaves etc. From DecoraHouse (decorahouse.com)
Flowers	800	Bridal bouquet, flowers for the bestmen and bridesmaids, flower decorations etc. from Kaivokukka (kaivokukka.fi)
Catering	13000	Table service catering from baseCatering (basecatering.fi); 28€/person starter, 19€/person main dish. 1.5€/person coffee/tea, 6.5€/person evening snack; 8 waiters 36€/h for 4 hours
Beverages	6000	200*30€/person alcoholic beverages bought in bulk from Alko (alko.fi). Soft drinks from grocery shop.
Wedding cake	939	Made and delivered by KakkuGalleria; 3x72 person cakes, each 313€
Music	1950	Full package music equipment and instalment + DJ from HääDJ (haadj.fi). Ordering a well-known band in Finland costs 2500-5000 €
Photography	1250	Full package photography by Juha Martikainen (häävalokuvaus.fi)
Wedding car rental	580	Luxury car rental from AutoEurope (autoeurope.fi)
Wedding planner	2700	Full package wedding planning by LilyDreamWedding (lilydreamwedding.fi)
TOTAL	31969	This is an estimation and the prices can change or vary from the vendors' page.

Sample financial estimation table (Ismat Ishmuradov)

- **Practical aspects**

- **Wedding venues in capital city area**

Capital city area consists of Helsinki, Espoo and Vantaa and has a population of around 1.1 million. The capital city area is the largest industrialized area in the country. It is also the most important financial, scientific, tourism and cultural region of Finland. Finland's main airport Helsinki-Vantaa, most of the governmental institutions, headquarters of the biggest companies and seven out of seventeen universities are located in capital region. The capital region is divided into two subcategories: Suomenlinna and the rest of the destinations in capital area.

Suomenlinna:

Just a 15 minute boat trip from the mainland Helsinki, Suomenlinna – ‘the fortress of Finland’ includes a cluster of four islands which are connected by bridges. It's a UNESCO World Heritage Site and was built in the mid-eighteenth century by Swedes (Symington & Parnell, 2012). Within the capital region, the authors consider that Suomenlinna plays an important role as a wedding destination.

The contact details and photos are taken from the web pages of the venues.

The contact details of all the wedding venues in Suomenlinna are the same:

Suomenlinna Island, 00910 Helsinki
Contact details: tel. +358 295 338 420
e-mail: tilavuokra@suomenlinna.fi

Gunpowder Magazine



In the 18th century, Suomenlinna had few gunpowder magazines for keeping the gunpowder from humidity and enemies. In late 90s, the gunpowder magazine was transformed to a venue to be used as a conference and banquet facility.



The venue is offered for parties (from 10 a.m. to 1 a.m.).

- Maximum capacity: 60 people at a time (including the staff working there)
- Price: Summer time Fri-Sat 650 euros / other times 540 euros
- The venue includes party hall, small kitchen for heating the food
- Dining tables for 60 pax
- Equipment available: screen, data projector, internet connection (WLAN), mixer-amplifier, CD player, microphone, flipchart
- The toilets are located in a separate building close by. The premises are closed from January till March. This place is not appropriate for people with mobility difficulties.

The Gunpowder Magazine does not have any windows and is not accessible for mobile phone network because of heavy thick earth on top.

Myllysali hall

The Myllysali hall is situated in the centre of the fortress, in the Tenaille von Fersen.

In 2006, the Myllysali hall was given a new look to convert it to a banquet and concert space which can host about 60 people.





- The venue is available for: parties and wedding events from 10 a.m. to 1 a.m.
- It can host 72 people for a party
- Price: summer time Fri-Sat 690 euros / winter and other days 590 euros
- Facilities include party hall, WC facilities, kitchen and a separate cabinet
- Dining tables for 60 pax
- Equipment available for wedding events: mixer-amplifier, CD player, loudspeakers, projector and screen
- This venue is not suitable for people with mobility difficulties due to the fact that the WC facilities are upstairs

Pirunkirkko banquet hall

The Pirunkirkko event venue is a unique place that can host up to 120 people. The banquet hall lies along with long grey tables and benches that fit with the appearance of the room.

The hall is decorated in traditional colours: with white upper walls and blue lower parts. The hall with a church ambience is excellent for organising wedding events with religious themes.

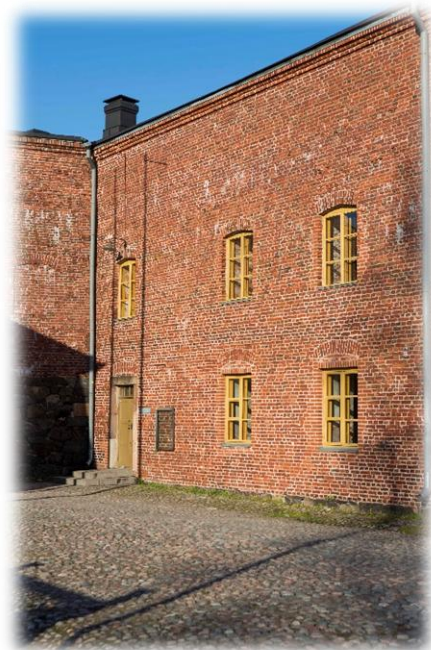




- The venue is available for wedding events from 10 AM to 1 AM
- Maximum capacity - 120 people
- Rental of the venue: summer time Fri-Sat 1010 euros / winter and other days 810 euros
- Facilities include event hall, WC facilities and a kitchen
- Dining furniture for 120 people
- Equipment available: screen, mixer-amplifier, CD player, wired microphone and projector

Tenalji von Fersen

The Tenalji von Fersen is one of the most precious buildings on Suomenlinna. Tenalji von Fersen is situated on Susisaari island, not far from the dry dock. The venue was converted from the 1775 fortress' bakery to a new banquet hall in early 2000s.





- The venue hosts parties from 10 a.m. to 1 a.m.
- Venue can host up to 200 people at a time
- Rental of the venue is summer time Fri-Sat 2070 euros / winter and other days 1600 euros
- Facilities include big wedding event hall, WC facilities, kitchen and a lobby.
- Dining furniture for 200 people
- Equipment available: lift for guests with mobility difficulty, grand piano, microphone, WLAN internet connection and flipchart

Rest of the capital city area

Besides the beautiful and antique venues in Suomenlinna, capital region is also home for several estate mansions, banquet restaurants and lakeside villas which are ideal for summer and fall wedding banquets. Back in the days, the estate mansions were owned by different groups of people. The owners varied from representatives of the church, social groups, orphanages or marshals/officers of the army. One of the most common features of these venues are the the beautiful external settings and a garden by the lake or sea.

The contact details and photos are taken from the web pages of the venues.

Restaurant Sunn's wedding banquet

Aleksanterinkatu 26, 00170 Helsinki
Contact details: tel. +358 10 2312 800
e-mail: varaukset@ravintolasunn.fi

Restaurant Sunn is located in the heart of Helsinki's old city centre. The wedding banquet area offers an impressive view of the Helsinki cathedral square.

The restaurant was launched in 2011.



- The venue is available for parties (from 10 a.m. to 4 a.m.) all year around
- Maximum capacity is 150 people (banquet table style)
- Price for 2017: Charges applies to Food and Beverage only. Set menus are in the range of 65 euros and wines in the range of 60 euros (budget of 100 euros per guest)
- Facilities include venue's kitchen source, large main hall, 2 extra dining rooms, lobby & bar, lifts and toilet facilities (separate for disabled people).
- Furniture includes tables and chairs for 200 people
- Equipment: screen, data projector, internet connection (WLAN), mixer-amplifier, microphone, flipchart, lift for people with disabilities, grand piano (available at an additional charge)

The Kulosaari Mansion

+358 40 7624629
Silmukka 5, 00810 Helsinki
e-mail: hyj.kulosaarenkartano@wippies.fi

Kulosaari is one of the most famous venues in the metropolitan area for organising weddings. It has got an old connection with 'Rälssitila' during the 1500s which means tax exemption for farms. The Kulosaari estate was formed from the 'Rälssitila' back in the days. Kulosaari mansion is listed on the Helsinki Regional Planning Association drawn up in the list of cultural and historical valuable buildings and cultural landscapes.



Renting:

- Available from 9 am to midnight
- It can host upto 100 people.
- The entire mansion: 100 euros/hour
- Groundfloor only: 70 euros/hour
- Advance payment of 200 euros is required
- Utensils and kitchen wares can be rented at a reasonable rate.

Sinebrychoff_mansion

Karhusaarenpiha 5 A, 02100 Espoo
Contact details: tel. +358 50 5666 479
e-mail: karhusaari.taidekeskus@espoo.fi



Owned by the city of Espoo, The Sinebrychoff mansion is located by the sea, at Karhusaari Art Center, next to Länsiväylä highway which connects Helsinki and Espoo. The mansion is an excellent place for wedding events with its seaside

garden and beautiful interior design. The mansion is located next to the sea which makes the mansion a perfect wedding venue in summertime. The surroundings and the boat pier belonging to the mansion area offer perfect setting for wedding photographs and the wedding guests to stroll and enjoy the event among the beautiful nature. In the house fits about 100 persons. The catering needs to be organized from outside, the place does not provide catering services. One of the authors had his wedding event organized in this place. The mansion is divided in three floors, but only two of the floors are available for events. Bottom floor is for kitchen, restrooms and non-official dining area, second floor is for the actual events with several dining areas and dance hall etc. The top floor is still in the use of artists during the weekdays.



- Capacity to host max. 100 people
- Design of the mansion is beautiful old style which makes it a special atmosphere

- Great location, right next to Länsiväylä highway, guests can arrive easily with public transport as well

- Beautiful surrounding: next to the

sea, the area includes a boat pier and gardens full of flowers

- Due to the old style building, difficult access to people with physical disabilities, since there are small and crowded stairs to bottom floor where the restrooms are located
- The basic charge for 9 hours in the venue is 682e (2015) + 71e/hour, after 9h has passed

➤ Wedding venues in Porvoo and Loviisa

These two towns in eastern Uusimaa are both famous for their beautiful summer landscape and summer events. Both are excellent locations for destination weddings.

Being the second oldest town of Finland, **Porvoo** is a popular destination for day trips from Helsinki. However, it is becoming a trend to stay there for the weekend. Though officially becoming a town in 1346, it was an important trading hub before that as well. Porvoo is best known for its beautiful red brick houses, which are located along the river and used to be warehouses for storing goods before they were sent to their destinations around Europe. These sites are expected to become Unesco World Heritage Site and even the new buildings around this area are painted in the matching colors.

Porvoo city has three distinctive areas: the new town, old town and Empire quarter which was established by Russian Tsar Nicholas 1. Old town is the most popular tourist destination within Porvoo, thanks to tightly clustered wooden houses and riverside setting (Symington & Parnell, 2012).

“**Loviisa** - Small town, great experiences. Whether you wanted to get married at sea or on dry land, Loviisa is the town of weddings, offering perfect scenes for unforgettable ceremonies. The most beautiful wedding churches of Southern Finland are located in Loviisa, not to mention the their venues in the city. That is why Loviisa has been named to "the Wedding Town"” (City of Loviisa, 2017).

The contact details and photos are taken from the web pages of the venues.

Kiala Manor

Kiala Gård, Kiialantie 77, FI-06500 Porvoo
Contact details: tel. +358 40 753 8317
e-mail: kialagard@kialagard.com



Kiala Manor has a long and interesting history and is one of Finland's biggest farms. Kiala Manor is located just a few kilometers north of the Porvoo Old town. One can see the old cathedral from the assembly hall.

In the very special and beautiful facilities one can arrange immemorial weddings, birthday parties or other celebrations. The facilities are also easy to change into inspiring conference rooms. There are three main celebrations facilities at Kiala.

The assembly hall in the main building at Kiala Manor

The assembly hall reconstructed to look like it did originally and has a historic atmosphere with a wonderful view of Kiala Garden and Porvoo old town. There is room for 120 guests and in the club room next to it is for 20 people.



Haikko Manor

Haikkoontie 114, 06400 Porvoo
Contact details: tel. +358 19 57601
e-mail: hotelli.haikko@haikko.fi



Have a wedding in the Hotel Haikko Manor, it is only 45 km from Helsinki and 7 km from Porvoo city centre. The hotel can book limousines, buses or boats for the wedding couple guests.

Haikko has expertise on traditional banqueting and festivities. They have fantastic menus and buffet choices for any type of celebration.

In addition to the romantic Manor House premises, the wedding couples can choose Villa Haikko, a lovely archipelago style villa by the sea for the celebration.

As the venue forms part of a hotel, wedding couples can check in a few days in advance in the same hotel to help customizing the implementation of their wedding final plans like decoration and menu/beverage tastings. In addition to accommodation options, the hotel



which is located in the middle of a beautiful park by the sea, provides spa treatment services.

The Romanov dining room:

An excellent place for banquets and wedding parties. This room is named after the Russian Czar family who spent a lot of time in Haikko in the early 19th century. The colors remind of the

imperial colors of the Romanov's: golden, blue and velvety red.

Degerby Gille

Sepänkuja 4, 07900 Loviisa
Contact details: tel. +358 44 99 22 179
e-mail: restaurantgille@gmail.com



Degerby Gille is the oldest wooden house that is still standing in Loviisa. It has been built in 1695. Degerby Gille is also a perfect venue to organize a wedding. A cafe has been located in the venue already for 80 years and restaurant Gille is continuing this tradition. In restaurant Gille there are several rooms and salons available for organizing a wedding. The place has class and interesting atmosphere

due to its history. By booking all the salons in the venue, it is possible to organize a wedding up to 80 people.

The salon is one of the rooms available for booking and it resembles the style from late Swedish royals. The room is spacious and bright and is possible to be modified for different kind of occasions with one long 16 people table to smaller table groups. A video projector is also available to be used in the room.



- Located in the wedding town Loviisa
- Catering services available
- Maximum capacity is for 80 people
- Equipment: videoprojector, projectorscreen
- Interesting atmosphere, guests can experience history
- All the guests will be sitting in different rooms, difficult to organize common program during the wedding party

➤ Catering

This section will include information regarding catering service providers who have experience in wedding event catering. The contact details, areas covered and wedding menu prices will be provided for each catering company.



+35892415803
www.ateriaux.fi
myyntipalvelu@haukilampi.fi
Haukilammentie 35, 05250 Nurmijärvi

Ateriaux is a professional catering service provider located in Nurmijärvi, a town located 20 kms from Helsinki. They provide catering services in most of Southern Finland, including capital area, Porvoo and Loviisa. They have experience in catering wedding events in Suomenlinna as well, so transportation of the goods to the island is not a problem for them. Ateriaux has also its own banquet venue Haukilampi by the lake in Nurmijärvi.



+358 400 512 722
www.newscatering.fi
marko.suikki@newscatering.fi
Hitsaajankatu 6 | 00810 Helsinki

News Catering is an experience catering company located in Herroniemi region of Helsinki. Besides catering in big corporate events, News Catering also works in wedding catering industry. They are famous for delicious food and offer a wide selection of different types of menus for weddings. They offer competitive prices. They provide catering in capital city area.





+35844 44444 60
www.sweetpepper.fi
asiakaspalvelu@sweetpepper.fi
Niittymäentie 9, 02200 ESPOO

SweetPepper offers quality catering services in capital city area. They create the menus according to the customer wishes. SweetPepper owns an event house Soutupaviljonki in Helsinki's Töölö region which can be rented for wedding events as well. Besides the food, this company can arrange the alcoholic beverages as well, so that the customer does not have to order it from elsewhere.



+358105248210
www.basecatering.fi
micke@basecatering.fi
Asentajankatu 5, 00880 Helsinki

Base Catering is a full-service catering company. They claim to be the best catering service provider in capital city area. They take orders for buffet, cocktail and table service catering events. Besides the food, they provide the drinks, dishes and staff for the events. They are innovative and take good care of their customers. They have ready menus to choose from but also they can make custom made menus for specific themed wedding events.



+358405477776
www.cateringhenriksson.fi
myynti@cateringhenriksson.fi
Teollisuustie 4, 06100 Porvoo

Catering Henriksson offers catering services in Porvoo and Loviisa areas. But they are flexible with the areas covered, therefore, one can order services from them even though the wedding event is in Helsinki area. They also own their own Villa Molnby, located in Porvoo which can be rented for events if necessary. They can recommend and deliver wines that match the menus being offered. They were nominated to be one of the best catering companies in 2016.



+358400905541
 www.rundamunken.fi
 loviisa@rundamunken.fi
 Aleksanterinkatu 6, 07900 Loviisa

Runda Munken has started as a cafe in Loviisa and these days they offer catering services in Loviisa area. Saying that kitchen is their heart, they are especially proud of their cold cuts and pastry products. Their food is made from fresh ingredients and they love using different flavours. Alongside good food, they promise to give an excellent service. Runda Munken also can pick up the alcohol drinks from Alko on your behalf.



	Areas Covered	Type of Dining	Menu Price per Person in Euros	Can Arrange Alcohol Beverages	Own Venue
AteriAx	Capital area; Porvoo; Loviisa	Buffet	32-34	✗	Haukilampi
News Catering	Capital area	Buffet; Table Service	35-40	✗	✗
SweetPepper	Capital area	Buffet	28-35	✓	Soutupaviljonki
baseCatering	Capital area; Porvoo; Loviisa	Buffet; Table Service	45-50	✓	✗
Catering Henriksson	Porvoo; Loviisa	Buffet; Table Service	30-35	Wines only	Villa Molnby
Runda Munken	Porvoo; Loviisa	Buffet; Table Service	28-35	Can pick up from Alko on customer's behalf	✗

List of catering companies (Kumarsingh Nadan)



➤ **Cake**

Though many catering companies offer wedding cakes as well, we decided to give the list of the suggestions for the wedding cake providers separately. After all, wedding cake is one of the most memorable details of a wedding party. Below are the prices from different wedding cakes and the contact details of several bakeries and wedding cake makers.



+358092412014
www.kakkugalleria.com
info@kakkugalleria.com
Bulevardi 34, HELSINKI

Kaku Galleria, literally meaning ‘cake gallery’ is a bakery with its own cafes and wedding cake providing service. They offer eleven different types of wedding cakes to choose from. Cakes can be picked up or delivered to the wedding venues in capital area for an extra fee of 50€.



+35898870370
www.anninjuhla.fi
anninjuhla@anninjuhla.fi
Läkkisepäntie 21, 00620
Helsinki

With 35 years of experience, Annin Juhlpalvelu/Anni’s party services has been providing events and parties with cakes of different kinds. They are probably the biggest and the most popular wedding cake provider in Southern Finland. Orders need to be picked up from their bakery.





+358405752111
 www.kakkukuningatar.com
 Lohentie 54, 06150 PORVOO

Kakkukuningatar Oy is a bakery located at Kevätkummus area of Porvoo. They are specialized in different fantasy cakes, wedding cakes and other cakery products. Satu Strömberg, the owner and the main baker of the house, personally guarantees the quality of cakes. They make the cakes according to the customer's wishes and the final price will depend on the type and the decorations needed for the desired cake.



+35819533484
 jose.fuentes@corint.fi
 www.corint.fi
 Seppäläntie 39, 07900 Loviisa

Corint is the biggest bakery in Loviisa and offers wide range of bakery products, including wedding cakes. They do not offer delivery services, but the wedding cakes are offered for competitive prices.



	Location	Price for 90people cake in Euros	Delivery
KakkuGalleria	Helsinki	366,5	Capital city area
AnninJuhlaPalvelut	Helsinki	345	✗
Kakkukuningatar	Porvoo	250	✗
Conditoria Corint	Loviisa	199,9	✗

List of wedding cake providers (Ismat Ishmuradov)



➤ **Flowers**

Flowers are one of the most crucial elements of any wedding. Choosing the right flowers can make the wedding event very memorable. The handbook will include different selections for wedding flowers and the flower shops that provide them. The location of the venues will also be taken into consideration while listing the flower shops



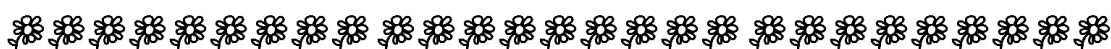
+358207528580
www.kaivokukka.fi
asematunneli@kaivokukka.fi
Asematunneli, Helsinki

Kaivokukka is a franchising flower shop network with five shops in capital area. They also take orders for wedding flower needs and have florists who can consult the customers to help them choose the right flowers for their special day. They however do not have delivery services and the customers will have to pick up the flowers from one of their flower shops.



+358445294249
www.floramore.fi
myynti@floramore.fi
Töölönkatu 7, 00100 Helsinki

Flora More is a flower shop located in Helsinki. They want to be more than just a flower shop. They promise their customers to help them with everything related to flowers. Customers can order from their e-shop or visit their shop in Töölo to discuss their flower needs for the wedding events.



+3589174941
www.madonnakukat.com
info@madonnankukat.com
Mariankatu 14, 00170 Helsinki

Madonna flower shop is probably the most wedding flower oriented flower shop in capital city area. With professional and friendly service, they provide flowers, bouquets and flower decorations to wedding events. Not only they provide flowers, but also help you decide and decorate the wedding premises with flowers and candles. Flowers can be ordered online or at their flower shop. Delivery available for capital city area.



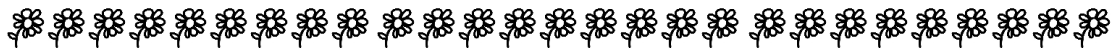
+35819533362
 www.kukkameri.fi
 info@kukkameri.fi
 Kuningattarenkatu 18, 07900 Loviisa

Kukkameri, translated as sea of flowers, is located in the center of Loviisa. Entrepreneur Lotta Reimi works as the main florist of the shop and offers variety of wedding flower options. Flowers can be ordered through their online shop and delivery service is available for areas around Loviisa.



+358401393344
 www.henrietta.fi
 info@henrietta.fi
 Jokikatu 37, 06100 Wanha Porvoo

Henrietta's flower shop is located in the old town of Porvoo, not far from the main church of Porvoo. This shop provides flowers and flower decorations for all kinds of occasions, including wedding events. Wedding flowers are planned with a personal touch and the florist can deliver the flowers and decorate the premises as well.



	Location	Price for a bridal bouquet	Delivery	Wedding venue decorating
Kaivokukka	Helsinki/Espoo/Vantaa	85	✗	✗
Floramore	Helsinki	90	✗	✗
Flowershop Madonna	Helsinki	120	capital area	✓
Kukkameri	Loviisa	70	Loviisa area	✓
Henrietta's	Porvoo	85	Porvoo area	✓

List of wedding flower providers (Kumarsingh Nadan)

➤ **Other wedding event vendors**

Besides, the wedding venue, catering, flowers etc; one might need the services of other possible wedding event vendors as well. Below is the list of such vendors, services they provide and web addresses.

Name of the Vendor	Type of Service	Web Address
Häätori	Online market for everything related to weddings	häätori.fi
Morsiusgalleria	Attire for bride	morsiusgalleria.com
Zazabella	Attire for bride	zazabella.fi
Seremonia	Attire for groom	seremonia.fi
Holistic Care	Bridal Make-UP	holistic-care.fi
Goalas	Bridal Make-UP	goalas.fi
Ifolor	Wedding Invitations/Banners/Printed Decors	ifolor.fi
Decorahouse	Decorations shop	decorahouse.com
Juomanlaskija	Event alcohol consumption/price estimator	juomanlaskija.net
Hääbändi	Bands and freelancer musicians	haabandi.fi
HääDJ	DJ and music instruments provider	haadj.fi
Anne Tanskenen	Wedding Music Professional	annetanskanen.fi
Valokuvaajat	Wedding Photography Freelancers	valokuvaajat.fi
Janne Miettinen	Wedding Photography	jannemiettinen.fi
Juha Martikainen	Wedding Photography	häävalokuvaus.fi
Anna Jarske & Derek Latham	Wedding Photography	derekandanna.com
Ben Elf	Entertainer/Magician	taikuribenelf.fi
Blush	Wedding planner	blush.fi
Anu Beadle	Wedding planner	lilydreamwedding.fi
AutoEurope	Luxury car rental	autoeurope.fi
Tilausajot	Charter Bus Transportation	tilausajot.net

List of other wedding vendors (Ismat Ishmuradov)