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Finnair and Helsinki Airport Up the Ante with the Return of Quality Hunters

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There's no getting around it: Frequent travelers are a valuable resource for travel providers seeking genuine feedback about their goods and services.

Finnair and Helsinki Airport are tapping into that knowledge base with the launch of [Quality Hunters 2013](#), the third round of what has become an annual tradition. The difference this year? The sponsoring parties are expanding the reach of the initiative.

Previously, the program relied on a select group of designated Quality Hunters to travel and make recommendations. This year, they're opening the network to crowd source ideas via Twitter, YouTube, Pinterest, Flickr and Facebook, asking followers to report on key moments that make or break a trip and identify practical ways of improving the travel experience.

"By inviting our passengers to take part in our product development, we hope to come up with practical ways of adding that little bit extra to make travelling via Helsinki even smoother and more enjoyable," said Johanna Metsää, customer experience manager at Helsinki Airport.

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