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Finnair, Helsinki Airport Partner to Improve Air Travel Experience

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Recruited by Finnair and Helsinki Airport, seven Quality Hunters have spent the last five weeks combing the world's four corners in search of ground-breaking solutions for an improved air travel experience. Now Finnair and Helsinki Airport are giving the public the opportunity to submit their ideas for shaping the future of international air travel.

Meat-free Mondays, in-flight karaoke, virtual chess games and airport speed dating are just a few of the ideas submitted to Finnair and Helsinki Airport for consideration by air travel enthusiasts around the world. In their latest initiative to develop the customer experience and the role of Helsinki Airport as a central hub for travelers between Europe and Asia, Finnair and Helsinki Airport are actively encouraging creativity by offering prizes for the most innovative submissions for improving their service. Both companies are committed to implementing the most feasible and outstanding ideas.

"Our aim is to make air travel as convenient and pleasurable as possible by actually changing things. We are inviting people to share their innovative ideas and encourage out-of-the-box thinking and active discussion," said Johanna Metsälä, Helsinki Airport's customer experience manager, and Antti Nieminen, Finnair's marketing innovations director.

The original seven Quality Hunters will be joined by Dutch Arjan Tupan as they begin their final week of travel. The 38-year-old entrepreneur who resides in Latvia was selected by the original Quality Hunters for his active participation on the Quality Hunters' blogs and other social media. For his first assignment as Quality Hunter, Tupan will be flying to Stuttgart.

Finnair and Helsinki Airport emphasize that the initiative is open to all passionate air travelers willing to share their ideas and see concrete changes in the nature of air travel. For more information or to submit ideas, visit www.qualityhunters2.com.

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