

# Sokotel Oy in Travel and Tourism (Finland)

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## Abstracts

As a subsidiary of the largest retailer in Finland, S Group, Sokotel Oy holds a strong position in travel accommodation in Finland and is expected to benefit from the connection to S Group also in the forecast. Sokotel Oy's position in online travel was improved by S Group's launch of the S-Matkat.fi website. The website sells the travel retail products of Sokotel Oy. The Sokotel concept was re-launched in 2012- 2013 when the company's hotels were divided into four categories.

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