



Visit Finland



Archipelago Region Pack



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Background and objectives

Visit Finland
information

What are the coast and archipelago region's key selling points which we want tourists to understand?

- ❖ Island hopping and islands
- ❖ Lighthouses
- ❖ Wooden towns
- ❖ Iron villages

What is the focus for 2020?

- ❖ Main markets to focus on are Germany and the UK
- ❖ In the UK, aim is to promote camping/glamping, cottages and city breaks, with a strong summer/early autumn focus
- ❖ In Germany, promote seasonal themes from May-Dec, such as harvesting, events and Christmas villages

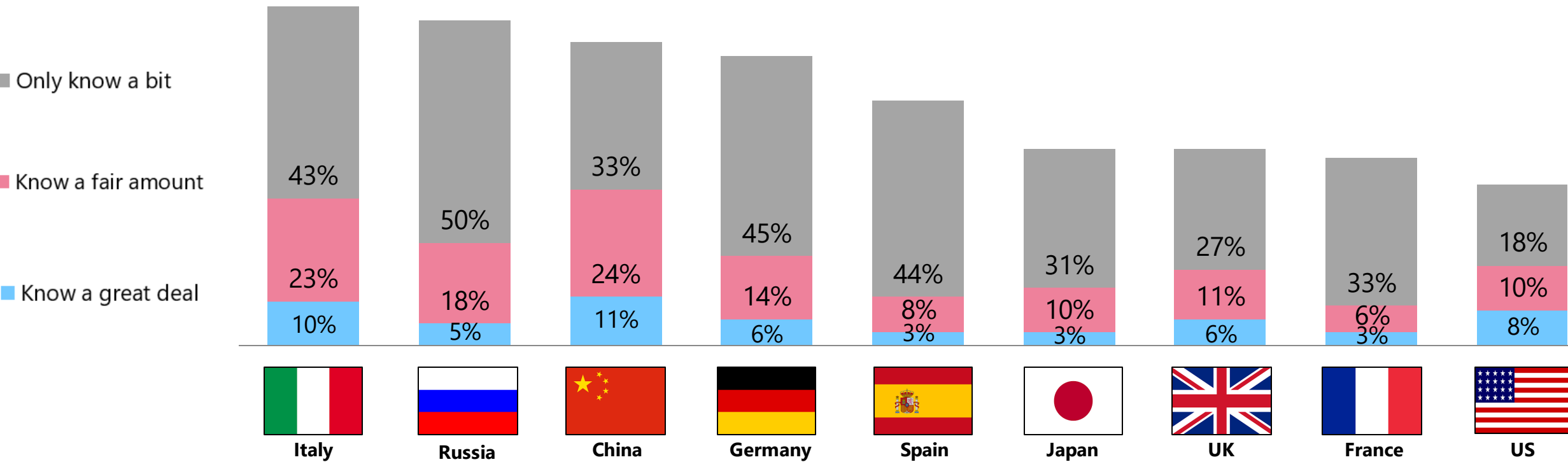


An aerial photograph of a coastal archipelago in Finland. A long, straight road bridge with a red surface spans a wide body of water, connecting several islands. The islands are densely covered with green trees and some have small houses. The water is a deep blue, and the sky is clear. The text "Awareness and consideration of the Coast and Archipelago Region" is overlaid in white, bold, sans-serif font.

Awareness and consideration of the Coast and Archipelago Region

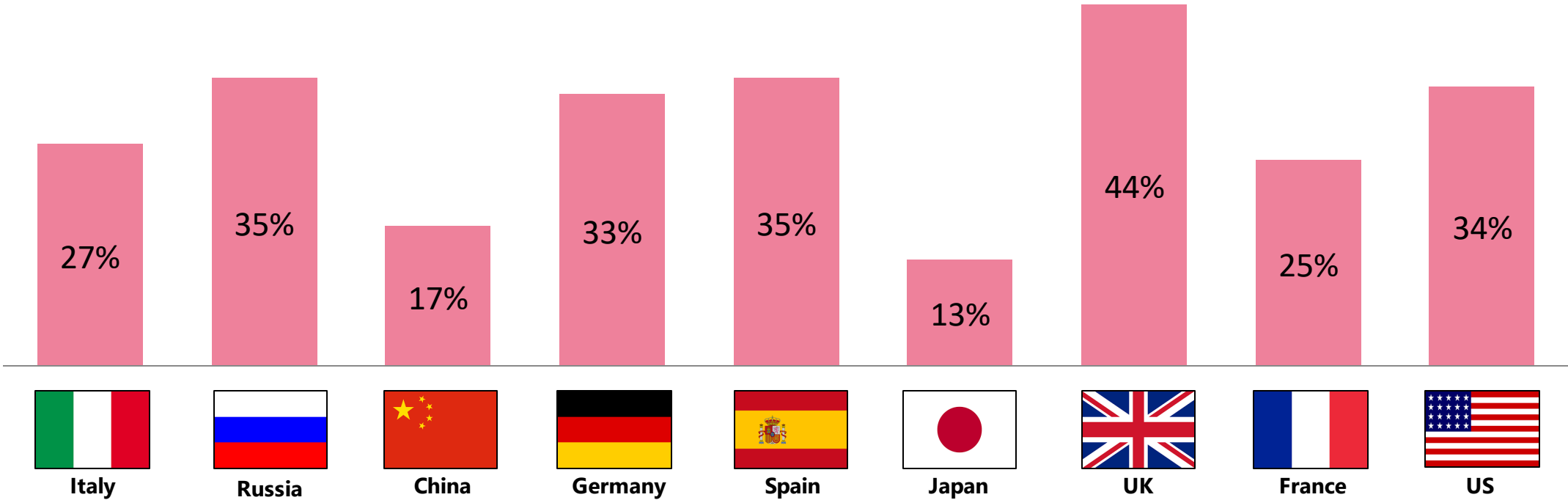
Awareness in the two key markets (UK and DE) is similar in terms of having at least a fair amount of knowledge. Germany has significantly more claiming to have only a little knowledge too

Awareness of the Coast and Archipelago Region



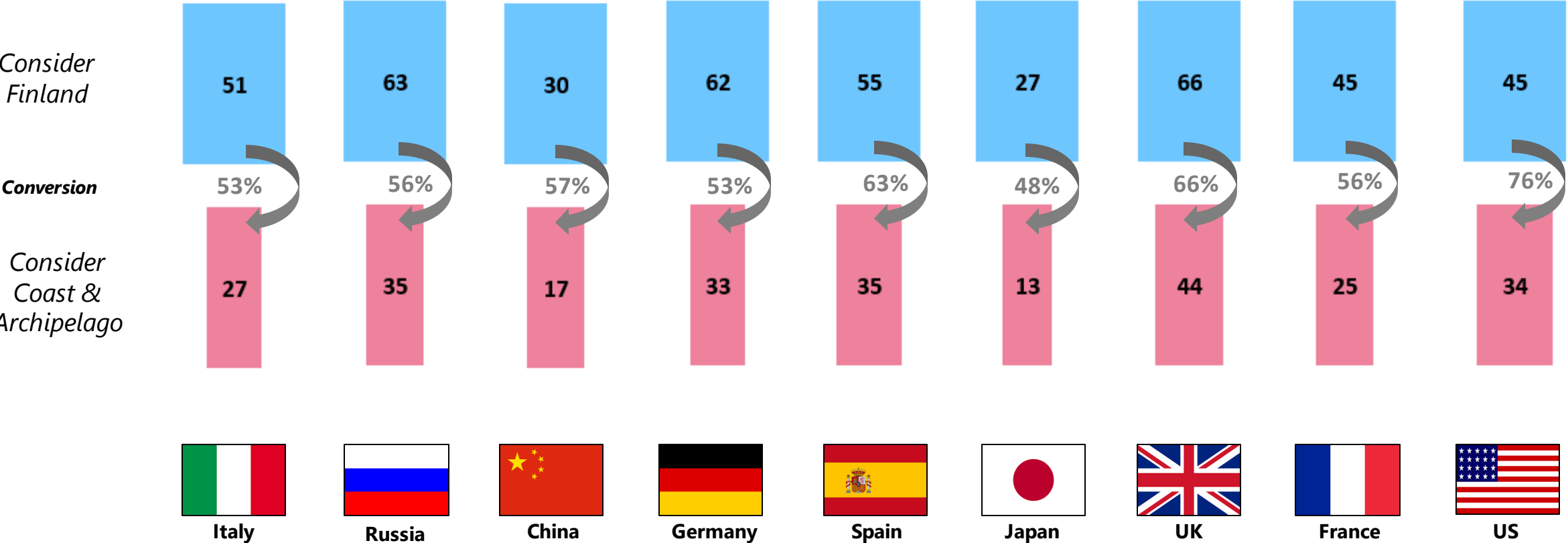
In terms of considering the costal area as a holiday destination, the UK market is the strongest. The Asian markets lag quite far behind

Consideration of the Coast and Archipelago Region – Total Sample



Conversion from Finland considerer to considerer of the region is noticeably lower for Germany than the UK. US travellers see the best conversion for this region

Consideration of Coast and Archipelago – Total sample





Profile of those considering the coast and archipelago as a holiday destination

- ❖ Consideration of the coastal region is higher among those aged 25 and over
- ❖ There are similar levels of consideration between men and women
- ❖ Those who travel more with family are more likely to consider visiting the region
- ❖ We see higher consideration amongst those that prefer country holidays, cruises, in region tours and outdoor holidays in the summer



Perceptions of the Coast and Archipelago region

Similarly in Italy and Germany, the coast is associated with beautiful landscapes and unspoiled nature

Spontaneous Associations – Coast and Archipelago

“Islands and interesting landscapes, lush nature”



Italy



“Lovely views, places of maximum unspoiled nature relaxation”

“Cold but beautiful landscapes”

“Clean and unspoiled nature”



Germany



“Countless small islands off the coast of Finland”

“Beautiful houses on the coast, sailing boats, fresh fish, fresh sea air, beautiful nature”

The US associate the costal region with its beauty and the islands. Spain focus more on the nature and landscape. Spain is also linking the region with a perceived cold climate

Spontaneous Associations – Coast and Archipelago



Spain

"I imagine some incredible scenery, but it must be a little cold"



*"Enchanting islands, nature,
colours"*

*"Wild nature. Loneliness.
Union with nature"*



US

"Isolated islands accessible by boat, unique wildlife"



*"I think of small island with
quaint little homes and
friendly people"*

"Its beautiful natural landscape, great to breath fresh air and be in contact with nature."

Beauty and nature are associations with the costal region in Russia too. Fishing is an activity Russia link to this region as well

Spontaneous Associations – Coast and Archipelago



"Picturesque islands and landscapes"

*"Ecology, fishing, solitude,
berries"*



*"The natural beauty, tranquillity,
peace"*

"The Baltic coast and the islands. The rugged coastline, numerous islands, with toy-like cottages. Boats, fishing, fog..."



Summary and final thoughts

Summary and Final Thoughts

- Awareness in the two key markets (UK and DE) is similar in terms of having at least a fair amount of knowledge. Germany have significantly more claiming to have only a little knowledge too
- In terms of considering the region as a holiday destination, UK outperform Germany (and the rest of the markets) with the highest consideration to visit. For those considering a holiday to Finland however, the coastal region does not seem to be the first choice of destination. Conversion rates from overall Finland consideration to region consideration is lower for the Cost and Archipelago region than Finland's other regions. Further push on what the region has to offer is needed
- Common associations with the region, across markets, are of nature, beauty and the islands. Possibly some misattribution with other Nordic countries in some markets – particularly Japan – with associations around fjords and cruises. Further highlighting the lack of knowledge and need for specific comms on what the region has to offer
- The 2020 goals for areas to promote in the UK and Germany are not currently top to mind in either market so will require investment to get across



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