



Visit Finland

An aerial photograph of Helsinki, Finland, taken during the golden hour of sunset. The city is densely packed with colorful residential buildings, mostly in shades of red, yellow, and white. Lush green trees are interspersed among the buildings. In the background, the city gives way to a harbor area with several large cranes and industrial structures. A prominent church with a tall, green-roofed spire stands out on the right side of the image. The sky is a soft, hazy orange and yellow, reflecting the setting sun.

Helsinki Region Pack

Background and objectives

Visit Finland
information

What are Helsinki's key selling points which we want tourists' to understand?

- ❖ Design and architecture
- ❖ Shopping
- ❖ Culture – artist villages, museums & attractions
- ❖ Urban nature – capital + outdoor experience
- ❖ Food
- ❖ Events
- ❖ Sauna
- ❖ Lifestyle / live like a local
- ❖ Stopover destination

Key goals for Helsinki region in 2020:

- ❖ Be the go to destination when looking for a sustainable holiday destination
- ❖ Increase awareness of Helsinki as a Christmas getaway
- ❖ Lengthen the summer season

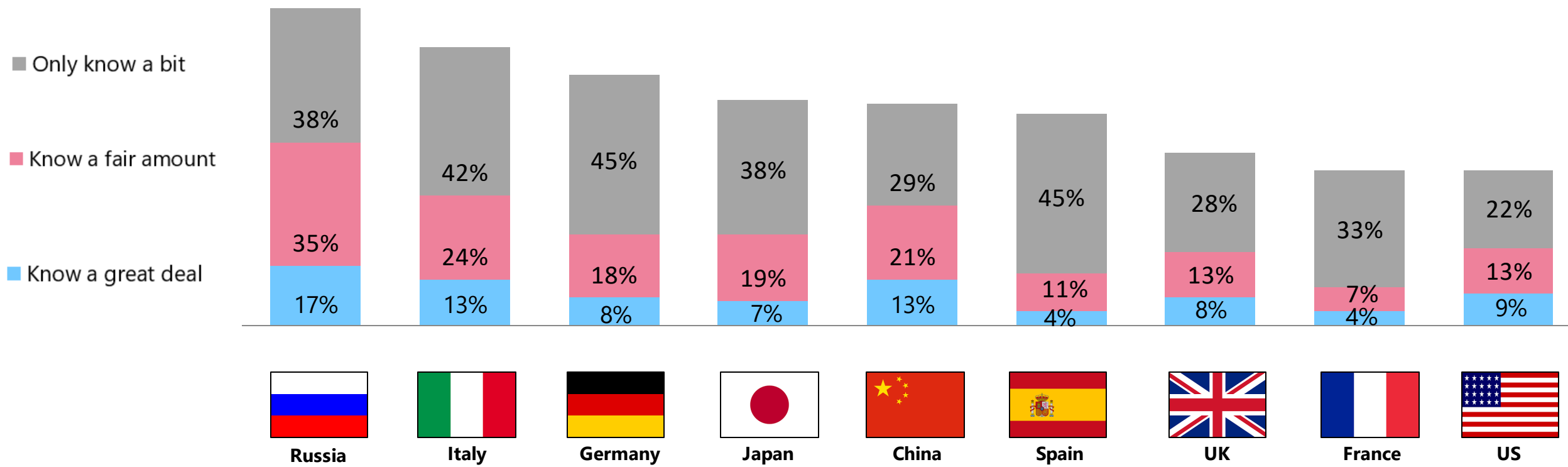




Awareness and consideration of Helsinki

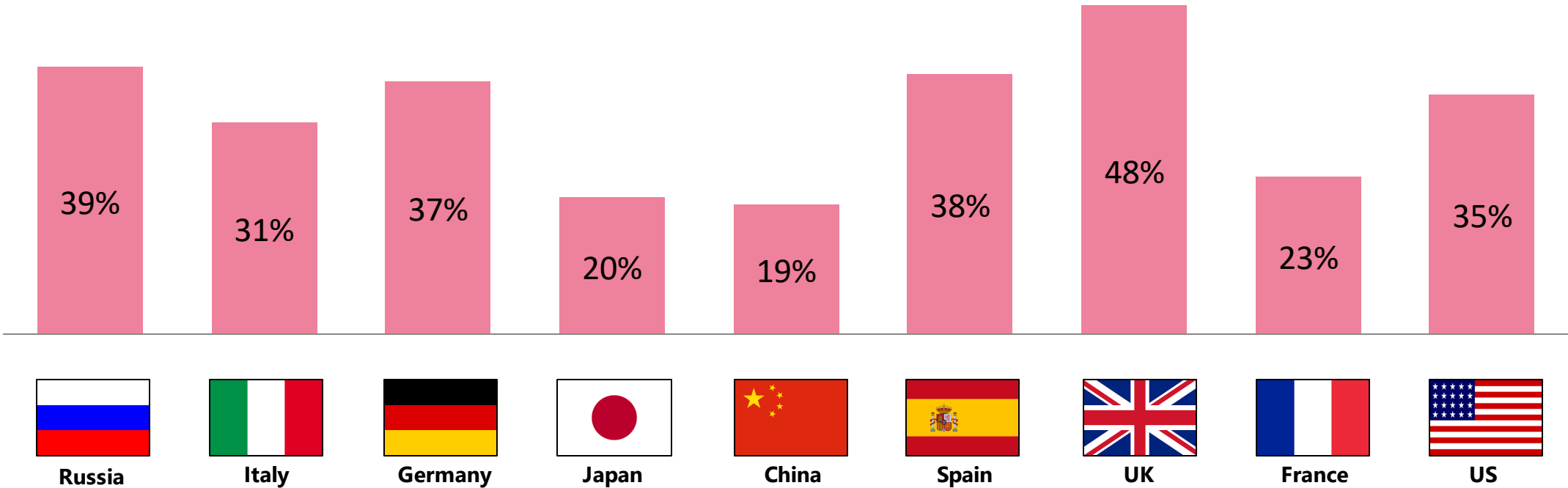
Familiarity with the Helsinki region is strongest in Russia whilst France, UK and US are the least aware markets

Awareness of Helsinki Metropolitan Area



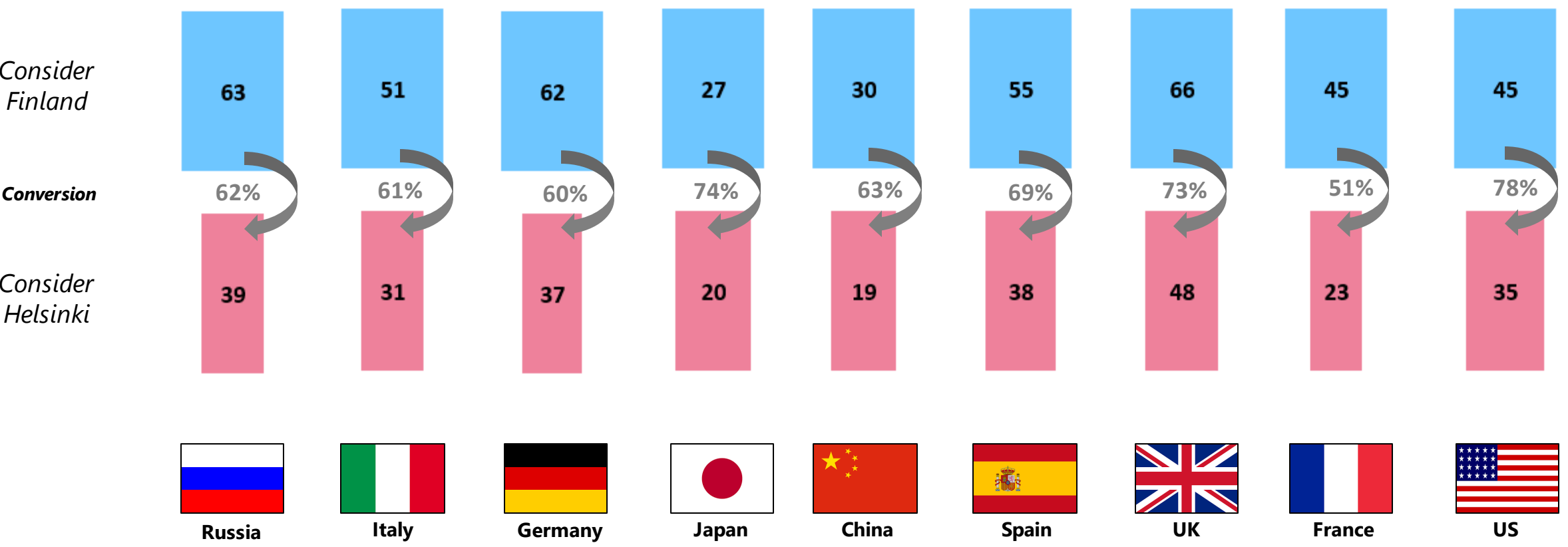
Whilst familiarity is low, consideration to visit Helsinki is high in the UK at a total level

Consideration of Helsinki Metropolitan Area – Total Sample



US, Japan and the UK have the strongest conversion of considerers of a Finland holiday to considerers of Helsinki

Consideration of Helsinki – Total sample





Profile of those considering Helsinki as a holiday destination

- ❖ Higher consideration of Helsinki among those travelling with friends
- ❖ Helsinki is considered more by those who prefer city breaks, shopping trips, in region tours, in country tours and cultural holidays.
- ❖ Consideration of the Helsinki region is similar across age groups and between men and women.



Perceptions of Helsinki

Cultural aspects around museums and architecture come through strongly in both the UK and France. The French further associate Helsinki with architecture whilst shopping and food stand out more in the UK

Spontaneous Associations – Helsinki

"Visit museums, gastronomy, culture"



"Old capital, monuments, historical centre"

*"Modern young and active city, bright,
digital, modern architecture"*

"Good food, interesting museums, shopping, culture, modern, contemporary."



United Kingdom



"Makes me think of museums and galleries, days out with family or friends"

"Cultured city and architecture and a metropolitan hub full of activities."

Cultural aspects come through for Helsinki in Spain and US too, notably museums and architecture. Helsinki is seen as a modern and cosmopolitan city

Spontaneous Associations – Helsinki

"Museums, architecture, nature, culture in general."



Spain



"Cosmopolitan culture"

"Cathedral, markets, rivers, nature, town with little pollution, cold."

"I think of a modern city with many historic attractions."



JS



"They have a lot of nice restaurants, churches and museums."

"Lots to see and do, museums, culture, events."

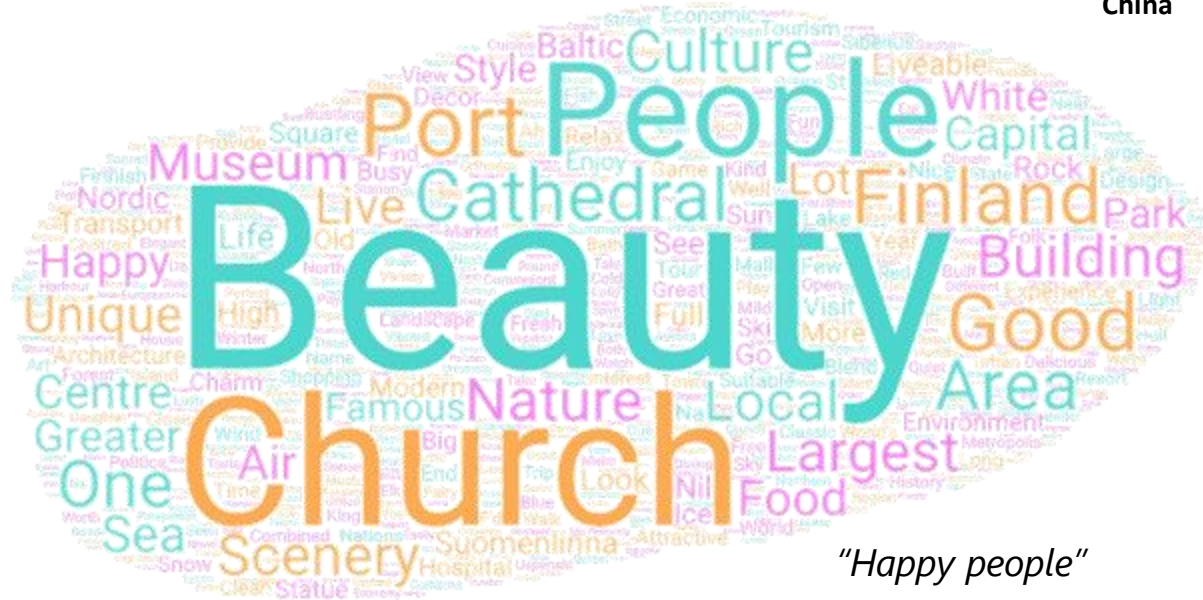
In the Asian markets, churches and cathedrals are a big feature. Japanese travelers have a lot of specific knowledge, for example around Moomins and Finnish design namely Marimekko

Spontaneous Associations – Helsinki

"Many churches pretty coastal river cruise"



China



"Happy people"

"Nordic goods such as Helsinki Cathedral and Marimekko"



Japan



*"Shopping, Old Market,
Nordic design"*

"Helsinki Cathedral, Moomin Valley, Moomin Museum, Gregorian Church"

"A vibrant seaside city with beautiful islands and lush parks"

China

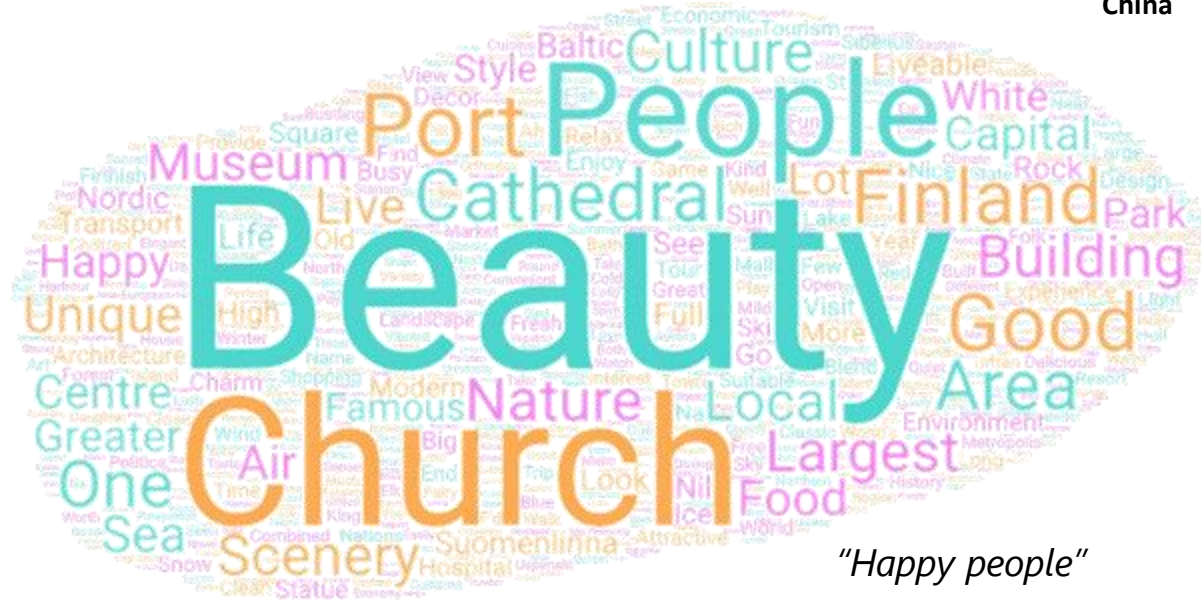
Extra

Spontaneous Associations – Helsinki

"Many churches pretty coastal river cruise"



China



"Happy people"

"A vibrant seaside city with beautiful islands and lush parks"

Spontaneous Associations – Lapland

"The magical Northern Lights, the hometown of Santa Claus, beautiful scenery, hospitable people."



China



"It is three-quarters in the Arctic Circle, has unique polar scenery, and indigenous peoples"


"The scenery is beautiful, you can experience the local culture"

Spontaneous Associations – Coast and Archipelago

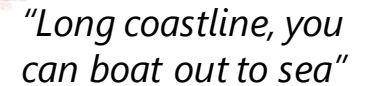
Finnish lakes, islands, rivers and canals make up the maze of blue, interspersed with forests and ridges, stretching for hundreds of kilometres, quiet and beautiful. Aurora is spectacular.



Lakes everywhere, a feeling of tranquillity, the lake is very pure, beautiful scenery. Forest is very lush, you can also take a steamboat



China



*"Scenery, coast and islands to enjoy the
slow life, artisan village"*

In Russia, shopping is the central focus, accompanied by associations with culture such as museums and architecture

Spontaneous Associations – Helsinki

“High standard of living, shopping, saunas”



“Many cultural attractions, shops, cafes, a lot of tourists, city life”

“A cultural holiday, a visit to museums and major attractions”

A scenic view of the Helsinki skyline at sunset. The sky is a mix of deep blue and orange, with scattered clouds. In the foreground, the dark silhouettes of the city buildings and the water are visible. The central focus is the Helsinki Cathedral with its large dome and cross. To the right, a large Ferris wheel is illuminated with blue lights. Further right, a tall tower with a red light at the top is visible. The text "Summary and recommendations" is overlaid in white, bold font.

Summary and recommendations

Summary and Final Thoughts

- Amongst those who are already considering a Finland holiday, visiting Helsinki is looking particularly encouraging with US, Japan and the UK.
- The French could do with a bit of a push as they currently see the lowest consideration conversions as well as claim low overall knowledge of the Helsinki region. Consider more focus on what the region has to offer to boost uptake from this market
- Spontaneous associations are strongly focused on culture with the European markets and should be emphasised when promoting the region to attract the 'culture loving' travellers
- The Asian market has rich and detailed associations with Helsinki, with a large focus on churches and cathedrals but also more specific associations with the Moomins and Marimekko
- Although Food comes up in spontaneous associations in UK and US, it is not a main feature across the markets. Increasing awareness of the Helsinki food scene, to rival other key players in Europe, could help broaden the appeal of the city
- In Spain particularly, we see a lot of associations around the climate (cold), positioning Helsinki as an all year around/summer destination instead could help overcome any concerns regarding the cold climate
- The 2020 goal of Helsinki being the sustainable go to destination needs further emphasis as this currently isn't strongly associated with the region in any of the markets



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