Helsinki Region Pack
Background and objectives

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

**Consideration of Helsinki Metropolitan Area – Total Sample**

- **Russia**: 39%  
- **Italy**: 31%  
- **Germany**: 37%  
- **Japan**: 20%  
- **China**: 19%  
- **Spain**: 38%  
- **UK**: 48%  
- **France**: 23%  
- **US**: 35%

Q17. REGION CONSIDERATION
If you were going on holiday to Finland, which of the following regions would you consider visiting?
US, Japan and the UK have the strongest conversion of considerers of a Finland holiday to considerers of Helsinki

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<th>Country</th>
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<td>US</td>
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<td>78%</td>
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</tbody>
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**Q17. REGION CONSIDERATION**
If you were going on holiday to Finland, which of the following regions would you consider visiting?
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”
- “Makes me think of museums and galleries, days out with family or friends”
- “Cultured city and architecture and a metropolitan hub full of activities.”

**United Kingdom**

- “Good food, interesting museums, shopping, culture, modern, contemporary.”

**France**

- “Visit museums, gastronomy, culture”

*The word ‘city’ has been removed from the word cloud to see more specific associations.*
The Germans are more aware of the nearby nature of the region, while modernity is a big theme in Italy.

Q19. REGION IMAGE ASSOCIATIONS
Please take a few moments to think about the <REGION> region in Finland. Please tell us everything that pops into your mind when you think of <REGION> as a tourist destination.

Spontaneous Associations – Helsinki
Culture, museums, architecture

“Modern and contemporary city”
“Modern and traditional city, many interesting destinations, museums and architecture”

“Very nice, stylish, close to nature, beautiful”
“Culture, monuments, museums”
“Capital of Finland, where you can admire many cultures”
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.”

“I think of a modern city with many historic attractions.”

“Cosmopolitan culture”

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

“Cathedral, markets, rivers, nature, town with little pollution, cold.”

“Lots to see and do, museums, culture, events.”

Q19. REGION IMAGE ASSOCIATIONS

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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"
- "Nordic goods such as Helsinki Cathedral and Marimekko"
- "Happy people"
- "Shopping, Old Market, Nordic design"
- "Helsinki Cathedral, Moomin Valley, Moomin Museum, Gregorian Church"

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**Spontaneous Associations – Lakeland**

Europe's largest lake, quiet and beautiful.

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.

**Spontaneous Associations – Coast and Archipelago**

“Beautiful coastline, numerous islands”

“Scenery, coast and islands to enjoy the slow life, artisan village”

“Long coastline, you can boat out to sea”

Mention of ‘Lake’ removed
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”

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Summary and recommendations
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 association 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 have rich and detailed association with Helsinki, with a large focus on churches and cathedrals but also more specific association 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