Lakeland Region Pack
Background and objectives

What are Lakeland’s key selling points which we want tourists to understand?

- The number, beauty and diversity of the lakes and waterways
- Forests, wildlife watching and photographing
- Consumer taking their ‘Piece of Lake’
- Natural wonders
- Cottage holidays
- Local food

Key goals for Lakeland region in 2020:

- Raising awareness and promotion of Lakeland as a year round destination
- Increase Lakeland’s appeal to selected markets and consumers, especially Germany, China, Japan and Russia
- Expanding the summer season from May until October
Awareness and consideration of the Lakeland Region
Awareness in the key markets is somewhat divided, Russia, Germany and China see good levels of familiarity whilst Japan sits quite far behind. However, there’s a large share of limited knowledge.

Awareness of Lakeland Region

Q16. REGION AWARENESS
How much do you feel you know about each of these regions in Finland as tourist destinations? Please select one answer for each region.
Consideration of the region is highest in Europe, with work needing to be done to boost consideration in the Asian markets.

**Consideration of Lakeland Region – Total Sample**

- **Russia:** 45%
- **Italy:** 38%
- **Germany:** 41%
- **China:** 14%
- **Spain:** 47%
- **France:** 32%
- **UK:** 39%
- **Japan:** 11%
- **US:** 26%

---

**Q17. REGION CONSIDERATION**

If you were going on holiday to Finland, which of the following regions would you consider visiting?
A similar picture when looking at conversion from Finland considerers to Lakeland considered. Spain see the best consideration of the region.

Q17. REGION CONSIDERATION
If you were going on holiday to Finland, which of the following regions would you consider visiting?

- Russia
- Italy
- Germany
- China
- Spain
- France
- UK
- Japan
- US
Profile of those considering Lakeland as a holiday destination

- Familiarity with Lakeland is higher among men, those aged 25-54 and those that travel with their young family
- Similar levels of consideration between men and women and across age groups
- Lower consideration for those travelling alone
- Higher consideration amongst those that prefer country holidays and region/country tours.
Perceptions of Lakeland
Spontaneous association with the Lakeland are strongly focused on the nature and the beauty of the region in France and the UK. A sense of peace and tranquility is coming through too.

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.

Mentions of ‘Lake’ removed

Spontaneous Associations – Lakeland

Nature, sunset, relaxation, calm, quiet

France

Peace. Tranquility. Nature

Nature, beautiful landscapes, swimming

Great outdoors, scenery, hiking

Countryside, mountains, beautiful scenery

Beautiful scenery, relaxing, unique, clean, escape, rejuvenate

United Kingdom

Fantastic scenery and breath-taking experiences.

Countryside and endless forests

Boats, attractive coastline, unforgettable experience

Forests, lakes, fishing, reindeer, camping

Hidden cabins by the edge of the lake, beautiful forest, calm lakes for swimming and boating, saunas, mushrooms, berries, need to drive.
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.

Mentions of 'Lake' removed

Spontaneous Associations – Lakeland

A similar picture in Italy and Germany, with the latter also strongly associating Lakeland with its fishing opportunities

Italy

Large and icy lakes, woods and forests

Great Lakes in the middle of the woods, cold, eternal light, the sauna, the unspoiled nature, solitude

Germany

Boating, fishing, sauna, log cabin, log fire, cozy

Great way to relax, peace, diversity, good air, nature experiences

Frozen lakes ... or not? However, a wonder to be discovered

Breath-taking views in a boundless environment

The sweetness of the landscape, inner relaxation in contact with nature, the poetry of the lights and colours of the North ...

Swimming, boating, water sports

Relaxation and adventure

Nature and relaxation

Simply pure nature - Fishing - Fish - Silence
In Spain and the US, the beauty of the natural environment is top of mind

**Spontaneous Associations – Lakeland**

- Tranquillity, nature, cold
- Quiet area to disconnect from the world

**In Spain**
- Spain
- Purity, diversity and sustainability

**In the USA**
- USA
- Clean air, unusual cuisine, friendly people

**Lots of beautiful lakes. Plenty of water activities**

**Spectacular lakes and outdoor activities, friendly citizens.**

**A large area with almost 200,000 lakes surrounded by fauna, flora, forests, islands, rivers, canals ... the cottages by the lakes where you can spend the summer seasons**

**If you rent a boat you can visit Saimaa, the largest lake in Finland and travel city to city. You can fish, swim etc. It’s pretty good and good food too! People in this region are very nice.**

**Prime fishing location**

**Forest; natural landscapes; lakes; saunas; rustic accommodations**

**It's a great place to go and connect with nature**

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.

Mentions of ‘Lake’ removed
The nature and the beauty of the region comes through with the Asian markets too. In Japan, saunas and to some extent cottages have strong associations with the region.

**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.

- Beautiful forest
- Tranquil lake
- Beautiful nature and landscape
- Scenic environment
- Lakes everywhere, a feeling of tranquility, the lake is very pure, beautiful scenery. Forest is very lush, you can also take a steamboat
- Europe’s largest lake, is a maze of blue lakes, islands, rivers, canals and dotted with forests and mountains, extending hundreds of kilometres, endless, quiet and serene, magnificent scenery.
- Europe’s largest lake, quiet and beautiful.
- Beautiful forest, tranquil lake.
- Coexistence of nature and town
- Lakeside sauna, summer cottage
- Cruise, sauna,
- Hot Springs
- 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 – Lakeland**

China

Europe’s largest lake, quiet and beautiful.
In Russia, where claimed knowledge of the region is highest, the theme of fishing and the clean air dominates

**Spontaneous Associations – Lakeland**

- Boating, fishing, sauna on shore, the white nights, the northern lights, music festivals, walks in the woods
- Magnificent scenery and outdoor recreation
- Beautiful nature, fresh air, excellent fishing

The Lake District is the best place for an active holiday in Europe. Hundreds of picturesque lakes and rivers, dense forests and mild climate attract millions of visitors and tourists.

- The perfect place for a quiet measured rest and unity with nature
- Fresh air, fishing, nature, boating, eco tourism

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.

Mentions of 'Lake' removed
Summary and Final Thoughts

• Overall, familiarity of the Lakeland region is quite high across three of the key markets (Germany, Russia and China), work needs to be done to increase awareness in Japan. Much of the region familiarity is driven by those who only have a bit of knowledge - this may not be enough to convince them to visit. Increasing awareness of the region and what it has to offer could help drive consideration of it as a holiday destination.

• Consideration of Lakeland as a holiday destination is higher among the European countries. The region needs a further push in Japan and China where only around 1 in 10 consider the region.

• The region is strongly associated with its nature and its beauty. Fishing has strong associations in Germany and particularly Russia.

• Although the local food is a key selling point for the Lakeland, this isn’t yet something travellers associate with the region. Further work needed to get that across better.