



Visit Finland



Lakeland Region Pack

Background and objectives

Visit Finland
information

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:

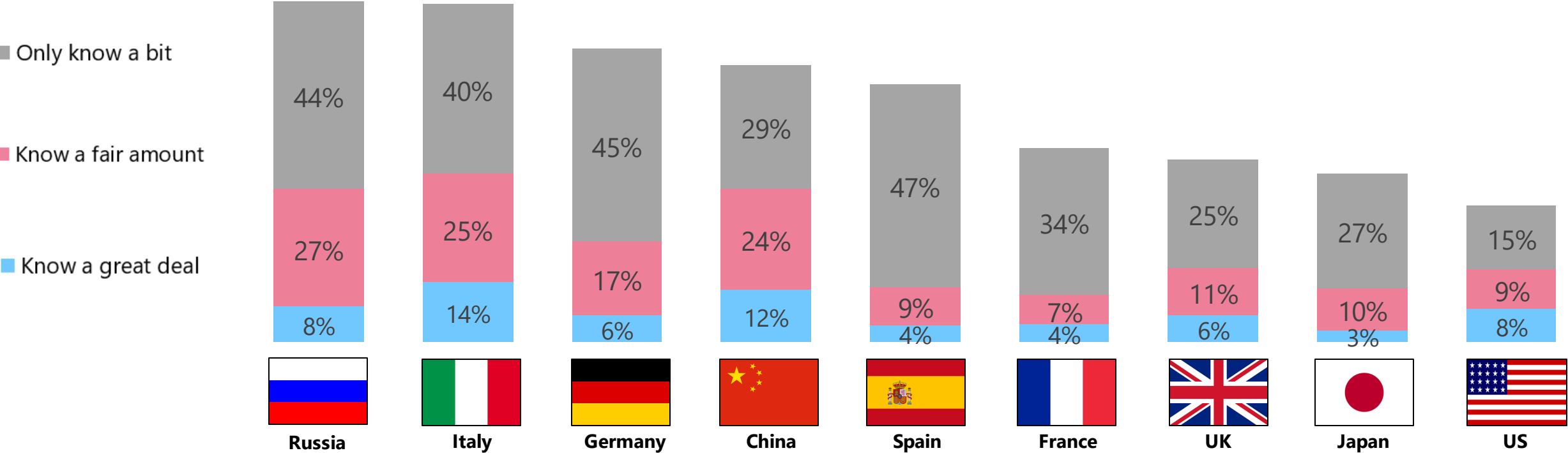
- ❖ Raising awareness and promotion of Lakeland as a year round destination
- ❖ Increase Lakeland's appeal to selected markets and consumers, especially Germany, China, Japan and Russia
- ❖ Expanding the summer season from May until October



Awareness and consideration of the Lakeland Region

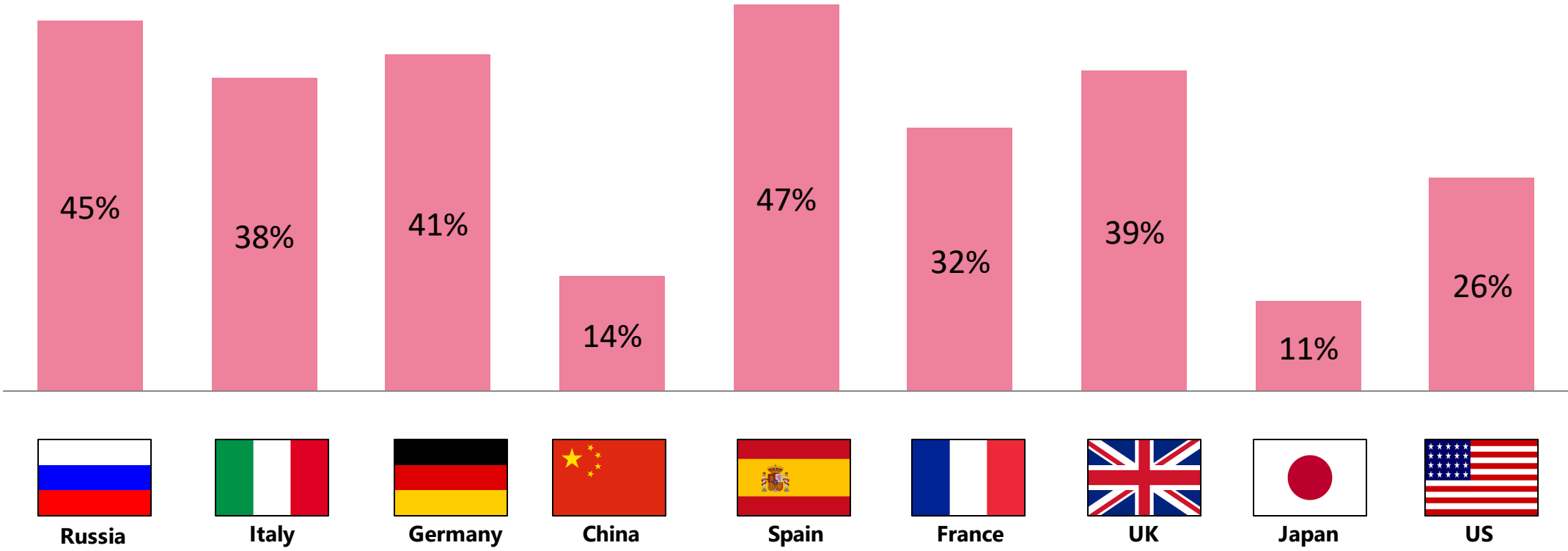
Awareness in the key markets is somewhat divided, Russia, Germany and China see good levels of familiarity whilst Japan sits quite far behind. However, there's a large share of limited knowledge

Awareness of Lakeland Region



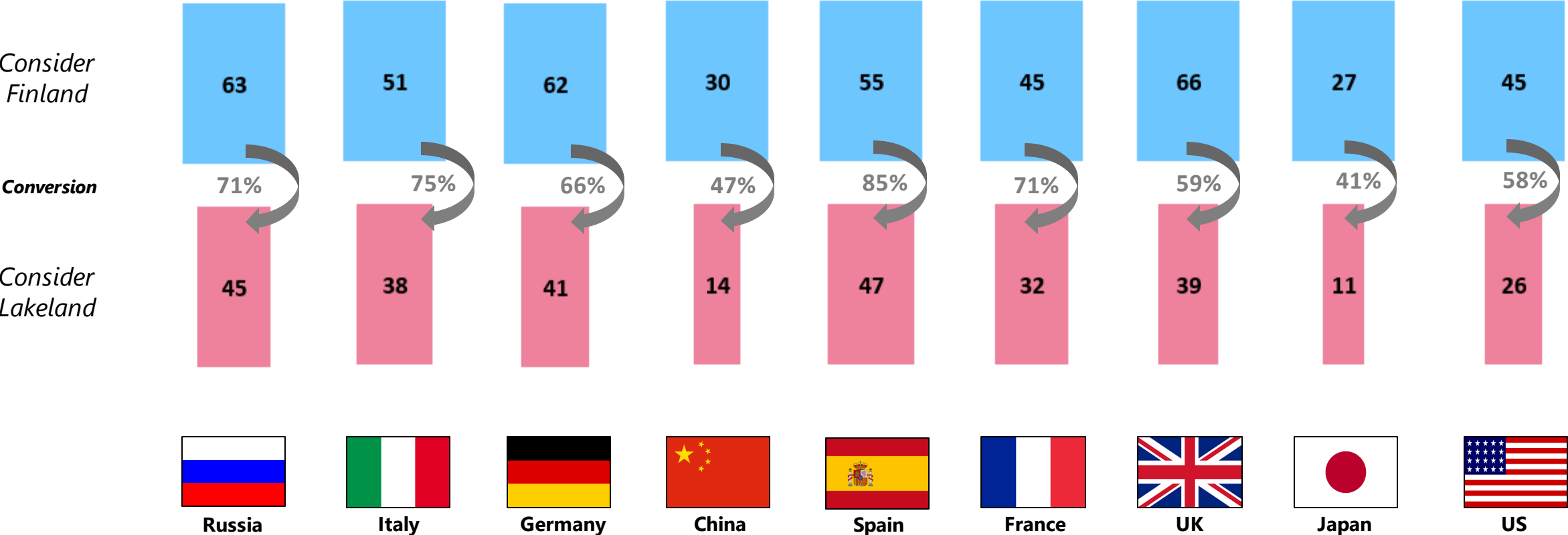
Consideration of the region is highest in Europe, with work needing to be done to boost consideration in the Asian markets

Consideration of Lakeland Region – Total Sample



A similar picture when looking at conversion from Finland considerers to Lakeland considered. Spain see the best consideration of the region

Consideration of Lakeland – Total Sample





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



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

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.



China

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.

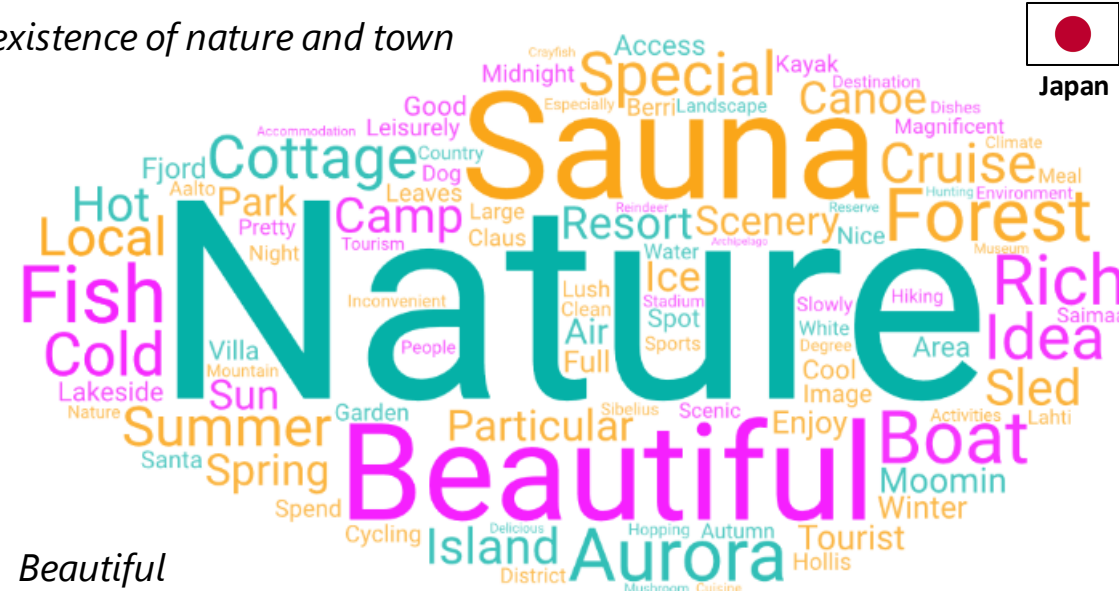
Lakes everywhere, a feeling of tranquillity, the lake is very pure, beautiful scenery. Forest is very lush, you can also take a steamboat

Hot Springs

Cruise, sauna,

Lakeside sauna, summer cottage

Coexistence of nature and town



Japan

Beautiful

Scenic environment

Tranquil lake

Beautiful forest

Beautiful nature and landscape.

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



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