



## **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







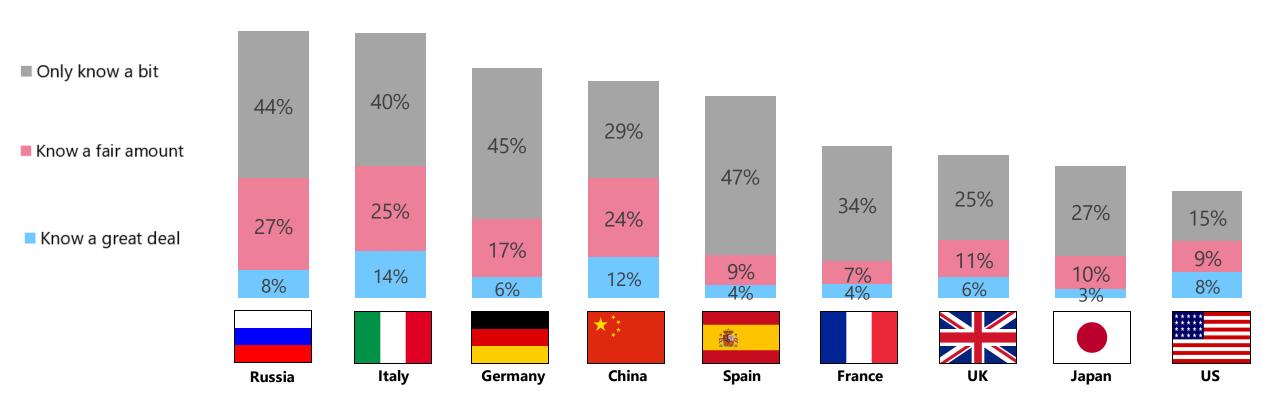






# Awareness in the key markets is somewhat divided, Russia, Germany and China see good levels of familiarity whilst Japan sits quite far behind. However, there's a large share of limited knowledge

### Awareness of Lakeland Region

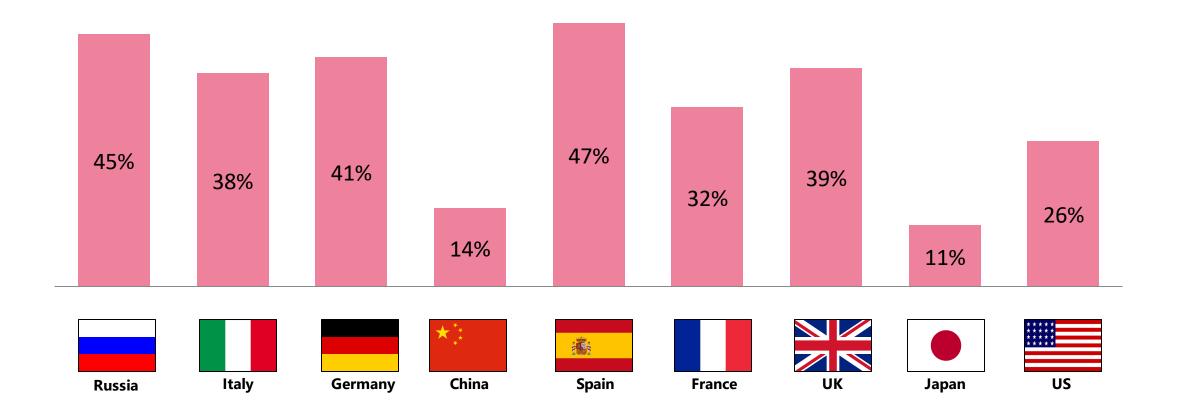






# Consideration of the region is highest in Europe, with work needing to be done to boost consideration in the Asian markets

### Consideration of Lakeland Region – Total Sample

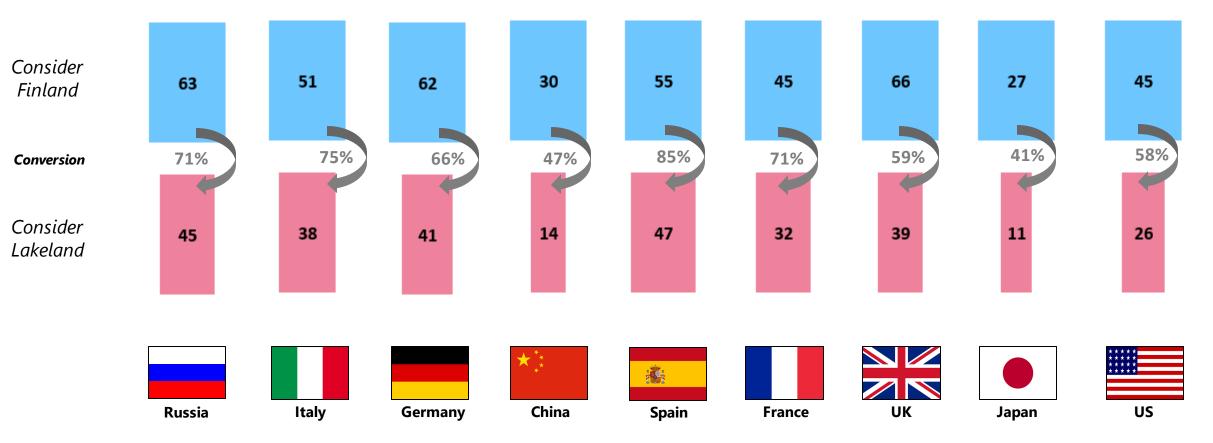






# A similar picture when looking at conversion from Finland considerers to Lakeland considered. Spain see the best consideration of the region

#### 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.





## 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

#### Spontaneous Associations – Lakeland

Nature, sunset, relaxation, calm, quiet



Peace. Tranquillity. Nature



Countryside, mountains, beautiful scenery

Great outdoors, scenery, hiking

Nature, beautiful landscapes, swimming

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

> Forests, lakes, fishing, reindeer, camping



Fantastic scenery and breath-taking experiences.



Countryside and endless forests

> Boats, attractive coastline, unforgettable experience

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





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

#### Spontaneous Associations – Lakeland

Large and icy lakes, woods and forests

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



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



Boating, fishing, sauna, log cabin, log fire, cosy



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 ...

Relaxation and

adventure

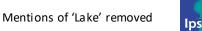
Nature and relaxation

Simply pure nature -Fishing - Fish - Silence

Swimming, boating, water sports







### In Spain and the US, the beauty of the natural environment is top of mind

#### Spontaneous Associations – Lakeland

Purity, diversity and sustainability

Purity, diversity and sustainability

Perny Fresh Relative from the world

Frozen Good Filled Wonderful Peace Largest

Route Frozen Good Filled Wonderful Peace Largest

Adventure Gomen Incredible Green Incr

Lots of beautiful lakes. Plenty of water activities

Clean air, unusual cuisine, friendly people

Spectacular lakes and outdoor activities, friendly citizens.



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





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

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.



# 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.



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 Cruise, sauna,

Hot Springs

Lakeside sauna, summer cottage



Scenic environment

Beautiful nature and landscape.

Tranquil lake

Beautiful forest





# In Russia, where claimed knowledge of the region is highest, the theme of fishing and the clean air dominates

#### Spontaneous Associations – Lakeland

Magnificent scenery and outdoor recreation



Boating, fishing, sauna on shore, the white nights, the northern lights, music festivals, walks in the woods

Usic

Wind

Dunes Tent

Climate Summer

Come Castle

Purity

People

Castle

Purity

People

Castle

Curise

Cruise

Cruise

Cruise

Cruise

Cruise

Cruise

View

Numbrous Feo

Space

Freedom

Curise

Cruise

View

Numbrous Feo

Cliffs

Space

Space

Freedom

Curise

Cruise

Cr

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



Beautiful nature, fresh air, excellent fishing



#### 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







Visit Finland