



**Visit Finland**



# Lapland Region Pack



# Background and objectives

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information

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

- ❖ Outdoor resorts
- ❖ Santa Claus
- ❖ Sami culture, reindeer
- ❖ Natural wonders
- ❖ Pure air, incredible light, Santa, Northern Lights

## Key goals for Lapland region in 2020:

- ❖ Raising awareness and promotion of Lapland as a Summer / Autumn destination, and increasing travel to Lapland during Summer
- ❖ Commodification of snow-free Lapland
- ❖ Increasing the length of stay in Lapland



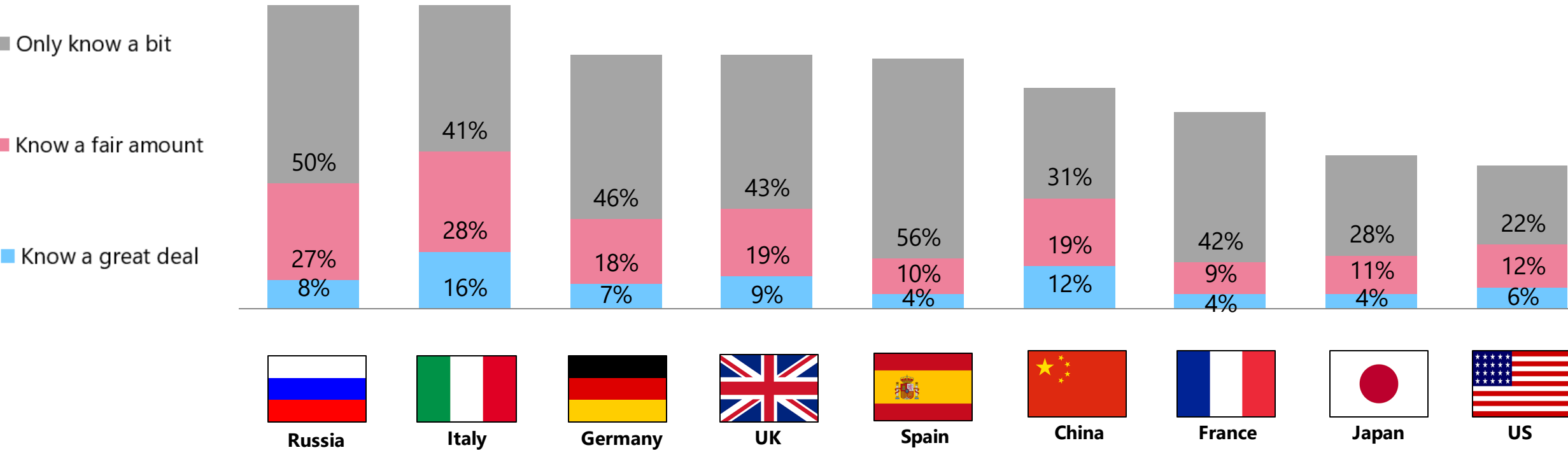


# Awareness and consideration of the Lapland Region



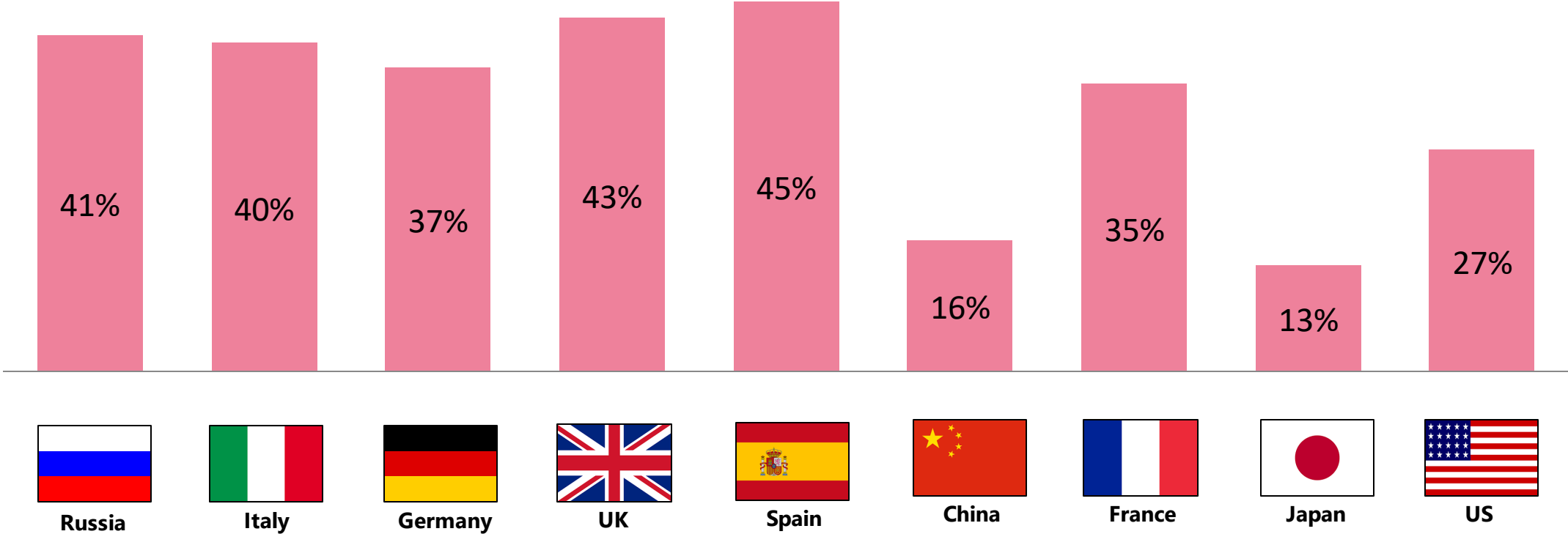
# Familiarity with Lapland is fairly high, particularly in the European markets, however the knowledge isn't very strong with a majority claiming to only know a bit about the region

Awareness of Lapland Region

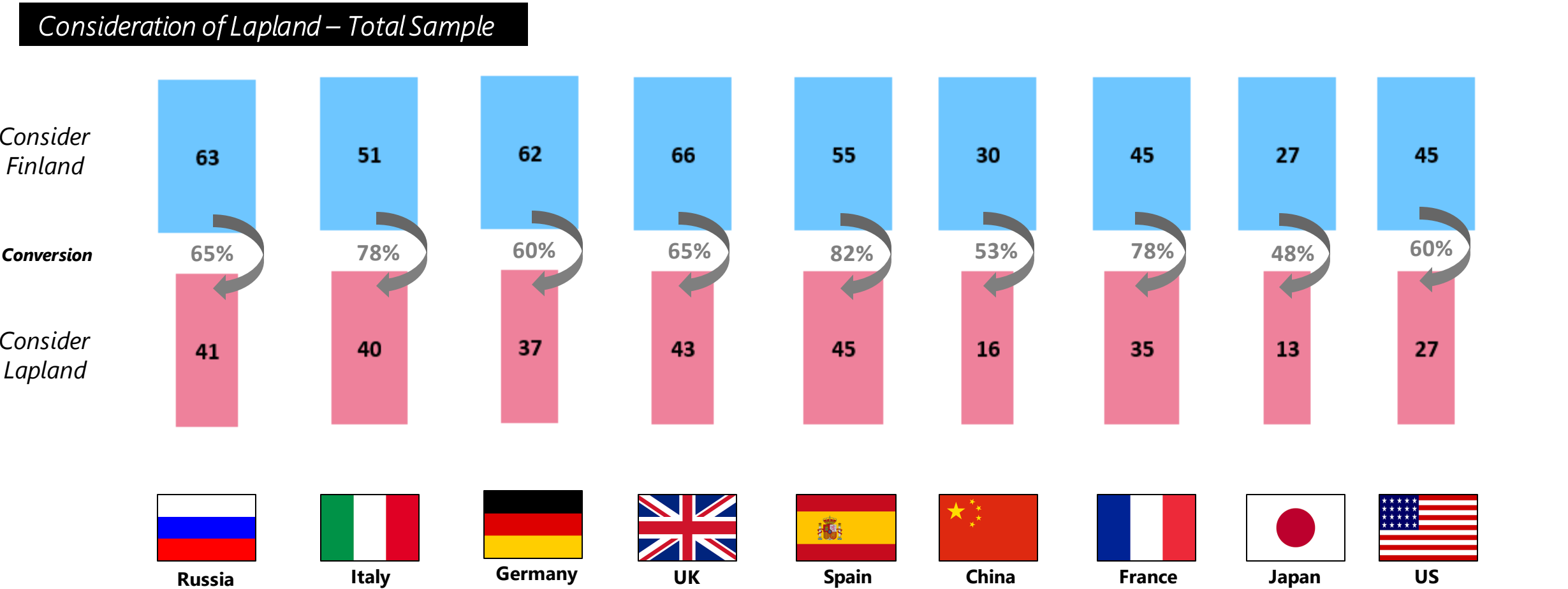


# Consideration of the region is also highest in Europe, with the Asian markets considering it the least

Consideration of Lapland Region – Total Sample



# Spain, Italy and France have the strongest conversion of considerers of a Finland holiday to considerers of Lapland





## *Profile of those considering Lapland as a holiday destination*

- ❖ Familiarity with Lapland is higher among the younger audience (under 45s) and with families
- ❖ Similar levels of consideration between men and women and across age groups
- ❖ Higher consideration for those travelling with family and friends
- ❖ Higher consideration amongst those that prefer festive holidays, outdoor holidays and region/country tours.



A cinematic photograph of Santa Claus sitting at a wooden desk in a dimly lit room. He is wearing his traditional red suit and has a long white beard. He is looking down at a letter in his hands. On the desk, there is a small lit candle in a brass holder, a lantern on the left, and a large lantern on the right. The desk is cluttered with various papers, envelopes, and a small inkwell. A window in the background shows a dark, snowy night scene.

# Perceptions of Lapland

**Christmas, northern lights and winter themes are those that come across strongly in France and the UK. Landscape and year-round themes seem to be lacking**

## Spontaneous Associations – Lapland

*"Great outdoors, northern lights,  
Santa Claus, reindeer, snow"*



*"Visit the home of Santa Claus, sled dogs, snow, forest, nature, disconnection from the outside world, magic, a unique experience."*

*"Reindeer, huskies, Santa Claus, northern lights, tundra"*



## United Kingdom

*"Christmas breaks and getaways".*

*"An adventure for children"*



*"A place to see Santa and his reindeers. Very very cold weather, need to be cosy by a fire. A magical place to visit."*





## In Spain and the US, winter activities also remain at the forefront

## Spontaneous Associations – Lapland

*"Lots of snow and the home of Santa Claus"*



## Spain



*"Travel activities in dog sledding in snowy landscapes, activities related to Christmas and Santa Claus"*

*"It is an area completely opposite to mine so I find it really interesting, I think of beautiful winter landscapes."*

*"I think of the Northern Lights and Reindeer, skiing, and winter and Christmas holiday activities."*



US



*"Winter wonderland! sleighs pulled by reindeer"*

*"I also think of wintertime when I think of the Lapland region. I think of reindeer and I know it is very far north."*









A scenic landscape at sunset. In the foreground, a husky dog stands on a rocky, mossy hillside, looking out over a calm lake. The lake reflects the golden light of the setting sun, which is low on the horizon to the left, creating a strong lens flare. The background features rolling hills and mountains covered in dense evergreen forests. The sky is a mix of orange, yellow, and soft blue, with scattered clouds.

# Summary and recommendations

## *Summary and Final Thoughts*

- Overall familiarity of the Lapland region is quite high across markets, however there is a large proportion who claim to only have a bit of knowledge – which may not be enough to drive consideration. Increasing awareness of the activities on offer in the region could help build knowledge and see stronger levels of consideration of the region as a holiday destination
- Among those who would consider visiting Finland, intention to visit Lapland is highest in the European markets. More of a push is needed to convince travellers from Japan and China, where awareness is reasonably low and only around half currently consider visiting
- The key selling points of the Lapland region, including Santa Claus, reindeer and natural wonders, are reflected in spontaneous perceptions of the region
- Lapland principally comes through as being a winter destination. Bearing in mind the 2020 region goals of raising awareness of snow-free Lapland and the summer/autumn seasons, a further push for the all year around aspects is needed





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