



Visit Finland

Luxury Travel

Statistics and Trends




THE NEW LUXURY

Luxury is an ever-evolving concept with a definition that changes as rapidly as the values of consumers and the world they live in.

For luxury travelers, an experience in itself is no longer enough. The personal fulfillment and self improvement to become the person they aspire to be are taking precedence

In other words, the new luxury is personal fulfillment.



Luxury travel is growing faster than overall travel. Over the next 10 years, the growth rate in outbound luxury trips is projected at 6.2%, almost a third greater than overall travel (4.8%).

North America and Western Europe account for 64% of global outbound luxury trips, despite making up only 18% of the world's population.

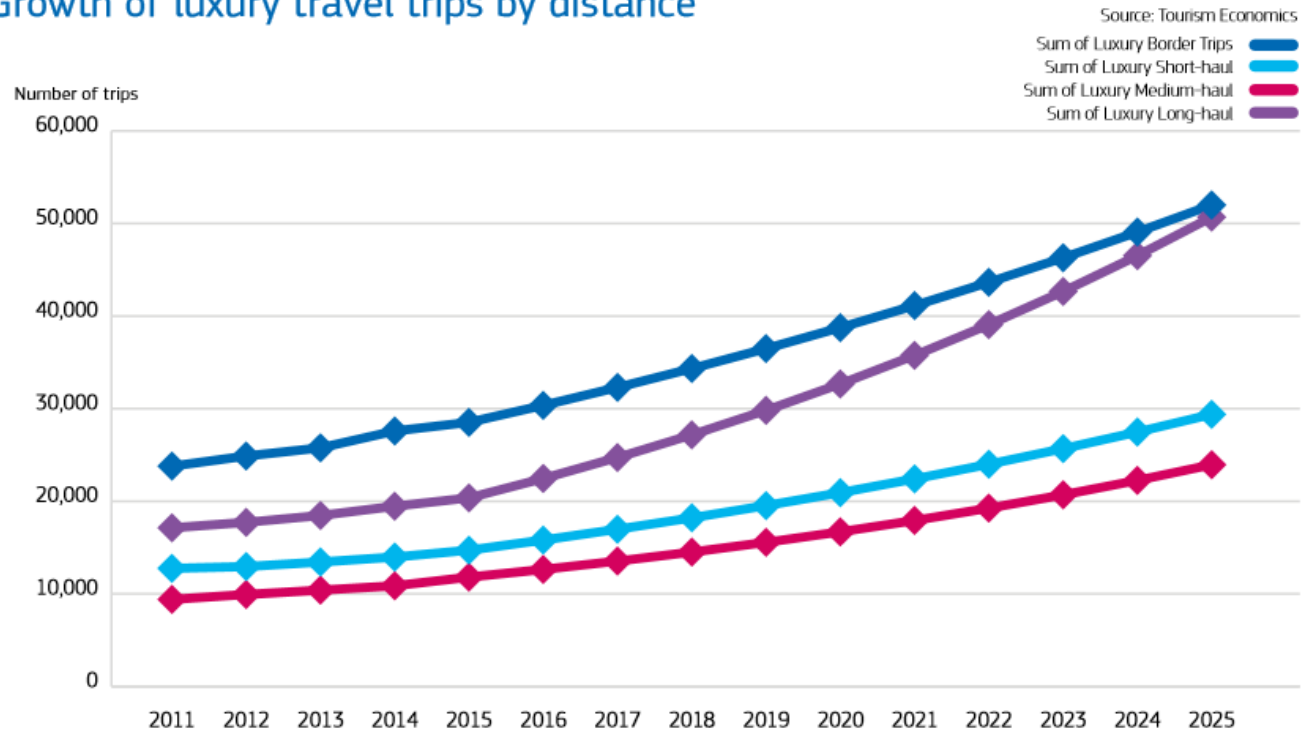
Asia Pacific's luxury travel market will see faster overall growth than Europe's from 2011-2025.

India's luxury market's CAGR of 12.8% is higher than any of the other BRIC nations. India's booming middle class presents great potential for luxury travel investment over the coming decade.

Shaping the Future of Luxury Travel - Future Traveller Tribes 2030

Connections/Amadeus/Tourism Economics

Growth of luxury travel trips by distance



Luxury Travel : Consumer Behaviour 2018

1. Word of the year – MEANING

- “Meaningful” experiences toward self fulfillment and personal growth is the true luxury today.
- People with a Millennial Mindset are looking for “meaningful consumption”. They want to spend wisely, not because they have to but because they want to and they feel good about it.

2. BUT ... people want to chill, too

- Today’s luxury is about quality with comfort and connection; it is about inclusion – not exclusion.

3. Approachable Luxury

- The luxury consumer today wants luxury that is approachable rather than stuffy. People want socially savvy luxury that is sophisticated and flawless , but also doesn’t take itself too seriously.

4. “Millennial Mindset”

- While demographics can play a role in consumer behavior, today it is all about attitudes and aspirations of a client.

5. Ferraris for Florence - Continuing to spend on Experiences over goods

- According to a recent study 3 out of 4 Millennial Mindsetters prefer to spend on experiences over goods.

6. Relevance of Personal Service

- Despite having access to robust digital platforms and 24/7 instant gratification, luxury clients still value humans. The relationship business is still critical in any art of selling, especially with big ticket items in the luxury market. **They value the lost art of human connection.**

7. Disconnect to Connect

- Ironically, as connected as we are in the Social Media age, we are completely disconnected. Humans crave personal touch and attention which has become a huge void.
- Travel presents an opportunity for people to put their fast-paced “connected” world behind them and build true, deep connections that you just can’t get from a Facebook Feed or InstaLive videos.
- They want to connect to other cultures, not just by exploring the world, but more so, connecting to the people traveling with them – whether it be couples, friends, or family. **People seek fulfillment by sharing experiences with others.**

8. Bifurcation of Luxury Buyers

- Clients expect critical thinking, top tier service and most importantly, expect you to advocate on their behalf. While not price sensitive, they are **value driven** with a strange paranoia of getting ripped off.
- For them rules are mere guidelines. They **expect you to “get to yes” when the answer is no** and want things done at their time and pace.

9. Wellness

- Wellness travelers spend 130% more than the average traveler.
- The top wellness spaces include: Mental wellness, Nutrition, Mindfulness, Fitness, Health, Weight loss
- To understand wellness we must understand that it is yet another manifestation of our quest towards self-improvement, the “self actualization”.



11. The Unpredictable Gypsy

In an era where change is exponentially faster than before, people are embracing change as a part of life and expecting to see and learn different things when they travel too.

They want a predictable level of luxury, of service, of standards, but how and what that looks like **must embrace their destination and be different than what they have at home.**

12. The New Bucket List

The new bucket list is **not about a place but an experience.** It is about “what” and “why” not “where”. Extreme experiences are on the top of the lists where people push themselves beyond their boundaries.

13. Art

Where food has been the buzz word for some time, we see a significant focus on art. Mainstream clients are getting in on the once “elite” art world and incorporating it into their lives.

14. Food

Continues to accelerate as a priority in affluent spending.

From celebrity chefs to authentic local trattorias to foodie pilgrimages around the world. And as with wellness, this leading consumer trend is only magnified when people travel.

People are choosing a destination because of its food scene and then asking what to do in between meals!

Luxury of Nature – Finnish High-End Travel

23.11.2018

TARGET MARKETS

UK, USA, UAE, India



GOALS

- To define the contents of Finnish luxury experience
- To increase the awareness of Finland as a potential luxury destination on the chosen target markets
- To enhance the quality of existing product supply and especially the service
- To develop new product supply according to the demand on target markets
- To increase the number and revenue of high-end travellers



WHAT IS FINNISH HIGH-END TRAVEL?

Meaningful and authentic experiences in unique, clean environment

Possibility to get to know Finnish culture, be active or relax from everyday life by something exceptional

High quality, versatile, professionally executed products

Easily tailor made into unique experiences for even the most demanding customer

Hospitable, flexible and individual service

PRODUCT DEVELOPMENT

- Baseline study: supply and demand
- Developing the quality of service
- Theme a part of Visit Finland Academy trainings
- Mapping of high quality products and marketing thereof
- Guide book "What is Finnish Luxury Travel"
 - Product criteria



Product Criteria

In x-over co-operation and paying special attention to hospitality, customer service and ambience.

http://www.visitfinland.fi/wp-content/uploads/2018/11/VF_FinRelax_Luxury_v4.pdf

Clients's Point of View, Tailor-made

- **Product Development** always starts with the needs of the client and the experience is based on his wishes and targets him and him only.
- **Every employee** knows the services and concepts
- **The client has a possibility** to fulfill himself and on request also participate in the shaping of the experience

Sustainability, Responsible Business Practices

- The company's services are **sustainable**.

Individuality

- **The experience is unique** and is as such only available for the customer in question
- **The needs and dreams** of the customer are recognized and they will be sincerely served
- The service provider has a **genuine interest** in making the experience as easy and fun as possible

Authenticity, Uniqueness

- The experience must always be **genuine**. The company should aim to provide favourable conditions for a unique service.

Quality, Aesthetics and Details

- Offer your customer a **seamless service portfolio** during the experience
- **Quality comes first**. Surpassing the wishes of the customer and providing services with a surprise effect add value to the experience
- **Aesthetics is completed** by thoughtful details. Discardance has no place in high-end travel
- Please pay attention to all senses when dealing with **details**.

Privacy

- The customer is provided with **the level of privacy** he desires

Attention, Hospitality, Anticipation and Flexibility

- **Undivided attention** is given to the customer and his wishes are anticipated when possible even before he can express them
- **Special wishes** are carried out immediately without letting rigid practices restrict fulfilling the wishes
- Customer service with **discretion** is expected from the personnel

Safety

- **Safety** in all activities is emphasized in high-end travel and is a **selling point**

HOLISTIC VIEW

MARKETING AND SALES

B2B ACTIVITIES

- Luxury as a theme in sales events and workshops and joint promotions)
- Fam trips 2019 : 1 from UK, 1 from USA (winter), 1 from UAE (winter), 2 from India (summer and winter),

PR AND MEDIA ACTIONS

- PR events on all target markets to raise awareness of Finland as a high-end destination
- PR newsletters
- Media fam trips





B2C ACTIVITIES

- Theme is part of marketing campaigns
- Theme in visitfinland.com and My Stay
- Joint TO campaigns in all the markets



HIGH-END PRODUCTS

Tailor-made, individual and one-of-a-kind

LAPLAND

- Exotic and Extraordinary Accommodation
- Individual Northern Lights Programmes
- Individual White Nights Programmes
- Tailor-made Snowmobile and Husky Safaris
- Tailor-made Canoeing and Rafting Trips
- Learning from Finnish Rally Drivers: Winter Driving
- Cottage Hideaway (incl. Finnish Cottage Christmas)
- Wilderness Camps
- Arctic Wellbeing (incl. Finnish sauna experience and Ice swimming)
- Meet the Sami People: Reindeer Husbandry, Music, Traditions etc.
- Culinary Delights à la Lapland (fresh local ingredients, game, berries, mushrooms, fish)

LAKELAND:

- Extraordinary Accommodation “Lakeland Way”
- Private Charter Cruise on Lake Saimaa (with Dinner)
- Fishing with an Experienced Guide in his Favorite Fishing Waters
- Individual Canoeing Tours in the Enchanting and Rugged Landscape of Saimaa Lakeland combined with e.g. Ancient Rock Paintings, Seal Watching
- Jet-ski Safaris Through the Waters and Channels of Lakeland
- Exclusive Seal Safari
- Lakeside Cottage Hideaway in High-end Cottages
- Wildlife Watching and Photographing
- Lake Wellbeing (incl. Finnish sauna experience in lakeside saunas)
- Tailor-made Tour Skating Programmes
- Walking, Skiing and Kick-Sledding on Ice
- Treasures of the Forest Tours (picking berries and mushrooms)
- Karelian Cuisine



COAST AND ARCHIPELAGO

- Extraordinary Accommodation “Maritime Way”
- Night in a Lighthouse with Private Dinner on a Boat
- Exclusive Fishing Trip in the World’s most Beautiful Archipelago with a Local Fisher
- Stay Overnight on a Private Island
- Seaside Cottage Hideaway in High-end Cottages
- Midnight Golf on the Sandy Dunes
- Private UNESCO Sites Tour (Rauma, Sammallahdenmäki, Kvarken)
- Shopping Spree in the Small Local Shops (Ceramics, Jewelry etc.)
- Private Boat Tour “Flora and Fauna of Archipelago”
- Winter Adventure on Ice
- Maritime Wellbeing (incl. Finnish sauna experience in seaside saunas)
- Maritime Cuisine (western influences, fish, sea buckthorn, herbs, kakko etc.)





Hotel Haven, Helsinki

METROPOLITAN AREA

- First Class Hotel Accommodation
- Private Sea Trip on a Historical Wooden Sailing Boat
- Tailor-made Tour of Picturesque Ironmill Villages
- Metropolitan Wilderness “Nuukio” in Summer and Winter
- High-end Shopping (e.g. private appointments)
- Michelin Star and other Culinary Highlights (Finnish cuisine tour)
- City Wellbeing (incl. Finnish sauna experiences in city saunas)
- Cultural Extravaganza (opera, dance, music, art, history)
- Manor House Moments, History and Wellbeing

Kiitos! Thank You!



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