



Finland's Touristic Demand

Understanding the proactive interest of tourists prior to the trip

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March 15th, 2018



About Bloom Consulting

Bloom Consulting is a company **100% specialized in Country Branding**, working for Countries, Regions and Cities over the last 14 years. From our headquarters in Madrid and our offices in Lisbon and Sao Paulo, the projects we have worked on cover 5 world continents.

The specialization in Country Branding makes Bloom Consulting one of the most advanced and globally renowned companies in the sector.

Bloom Consulting has developed an intelligence tool called **Digital Demand - D2©**, specifically for the development and measurement of Country Brands in the areas of Exports, Investment, Tourism, Talent and Prominence, under a new concept within Country Brands known as **#DigitalCountry**.

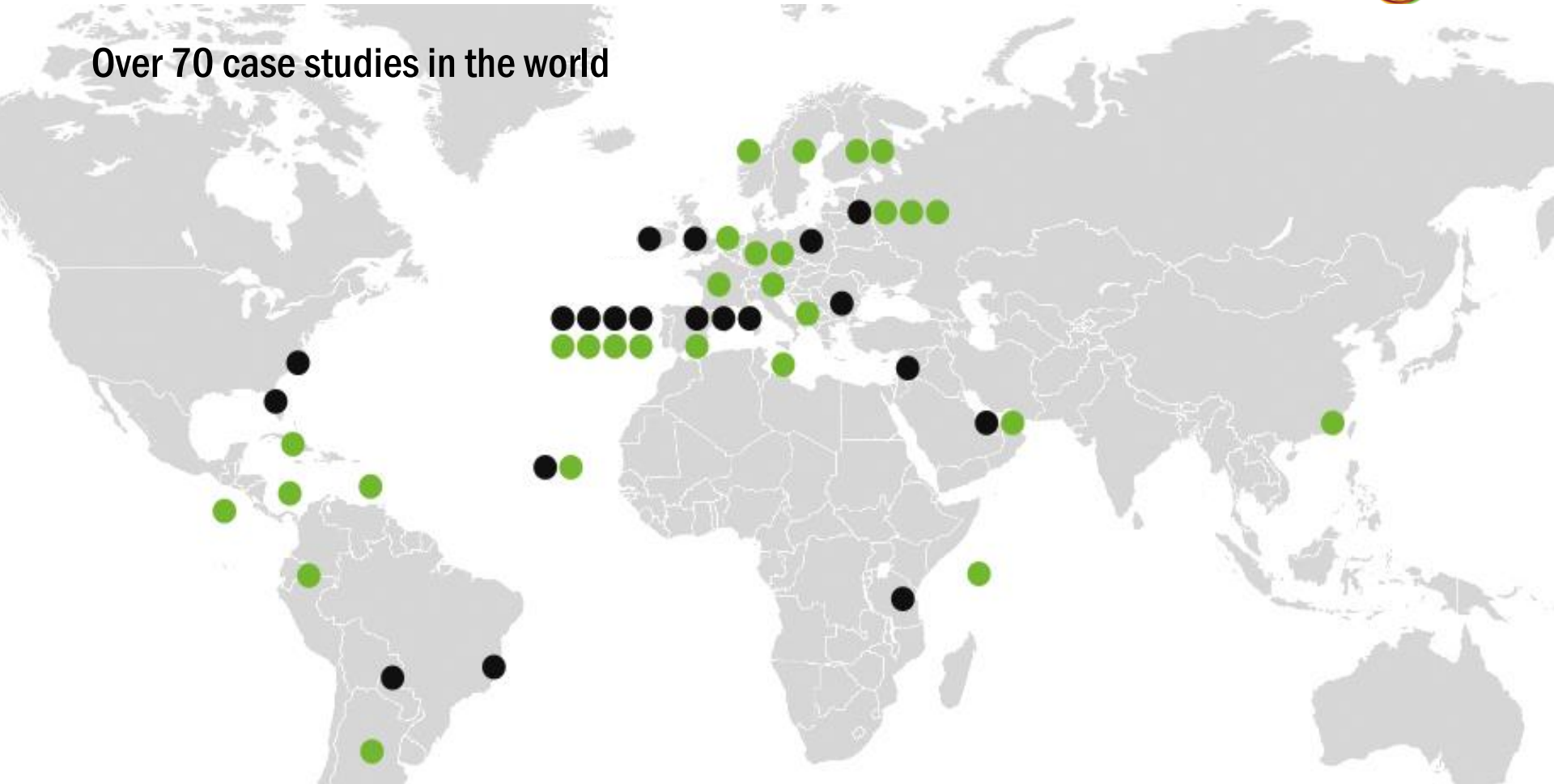
In addition, Bloom Consulting publishes the **Bloom Consulting Country Brand Ranking ©** annually for both Trade and Tourism, to analyze the state of the art of the Brand performance of 180 Countries and territories worldwide.

Bloom Consulting proudly collaborates with the perspective.

to measure the Nation Brand appeal of every Country from a tourism

WORLD
ECONOMIC
FORUM

Over 70 case studies in the world





Research publications

Bloom Consulting
**Country
Brand
Ranking©**



Bloom Consulting
**Country
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Bloom Consulting
**Digital
Country
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**Digital
City
Index**



And also R&D and innovation

#Digitalidentity
#DigitalCountry



Digital
Feed



Digital
Demand

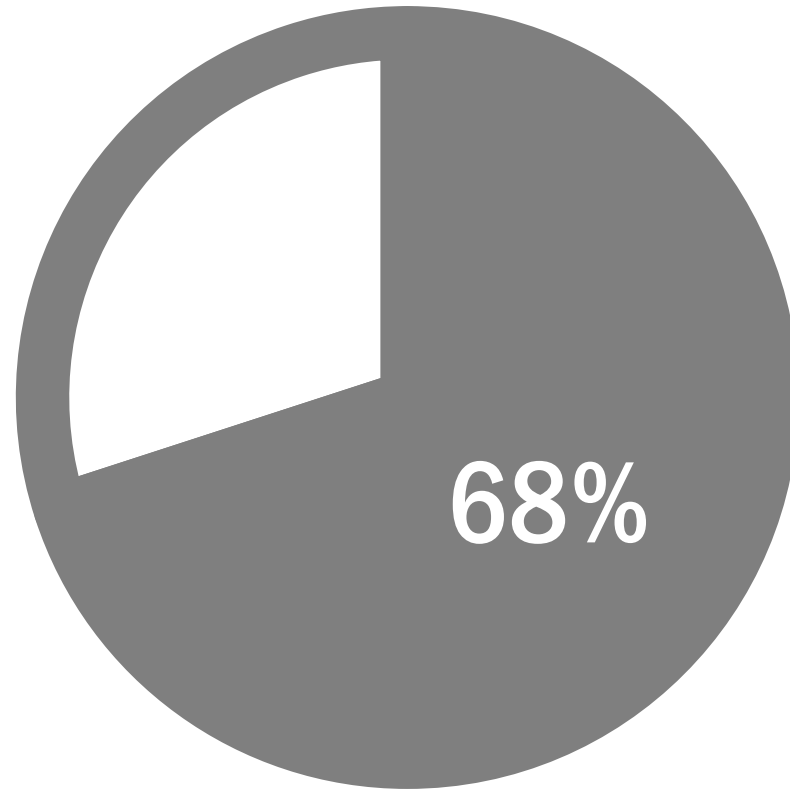


#Digitalidentity

#Digitalidentity

The proactive interest triggered from different Stakeholders towards a country or a city in the Digital world

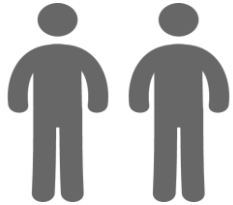
#Digitalidentity = Realidentity



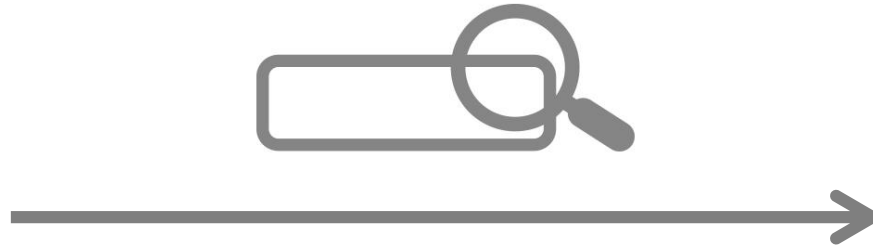




A new way of looking at destinations



Perceptions



Demand



“The search”

A new KPI for destinations



Digital Demand



1. D2 Summary



Continent: America

Dimension: Tourism

Country: Vietnam

Ranking among Competitors

#4
Position

Searches

3.940598M

Apr 2016 - Mar 2017

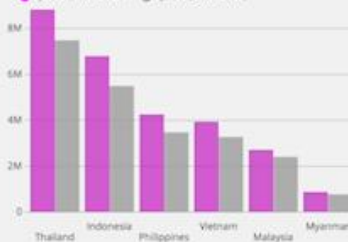
Growth Searches

21%

compared to last year

Benchmark Competitors

Apr 2016 - Mar 2017 Apr 2015 - Mar 2016



Brandtag Family Distribution

Accommodation Generic Informa... Touristic ACT...



Seasonality

Searches



Target Market Distribution

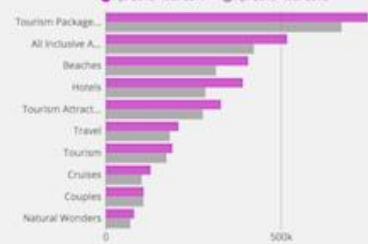
Rank	Flag	Country	Searches	Growth %
1		United Kingdom	447.651k	15.20
2		Canada	359.818k	18.80
3		Germany	215.834k	23.80
4		France	66.444k	15.70
5		India	28.946k	15.30
6		China	2.117k	5.10

1 to 6 of 6

« 1 »

Brandtag Popularity

Apr 2016 - Mar 2017 Apr 2015 - Mar 2016



MacBook

Easy and comprehensive way with 5 levels of information

Dimension



Brandtag Family



Brandtag






Micro-Brandtag



Keywords per destination

For tourism, a classification with 3 families, 69 brandtags, and 261 micro-brandtags

 Accommodation	 Generic Information	 Touristic Activities	
<ul style="list-style-type: none"> Accommodation Airbnb All Inclusive Accommodation Beach Accommodation Bed and Breakfast Camping Casino Accommodation Family Accommodation Golf Accommodation Holiday Accommodation Hotels LGBT Accommodation Luxury Accommodation Resorts Rural Accommodation Ski Accommodation SPA Accommodation Special Accommodation 	<ul style="list-style-type: none"> Destinations Short Trips Tourism Tourism Attractions Tourism Packages and Products Tours Travel 	Leisure and Entertainment <ul style="list-style-type: none"> Aquariums Beaches Entertainment Parks Gambling Golf Nightlife Shopping Special Events Wellbeing Zoos 	Niche Markets <ul style="list-style-type: none"> Business Couples Cruises Family LGBT Luxury Tourism Medical Tourism Senior Santa Claus Sustainable and Rural Tourism Youth and Backpackers
		Cultural Assets <ul style="list-style-type: none"> Gastro Activities Historical Sites Museums Performing Arts Religious Sites and Pilgrimage Restaurants Traditional Markets UNESCO Urban Landmarks 	Outdoor and Nature <ul style="list-style-type: none"> Adventure and Outdoor Animal Watching Boating Diving Fishing Hiking Hunting Natural Wonders Parks and Reserves Water Sports Winter Sports



Insights

Strategy and product definition

Marketing campaigns (traditional + digital)

Brand communication (Web, social networks)

Market segmentation



Insights

Strategy and product definition

Marketing campaigns (traditional + digital)

Brand communication (Web, social networks)

Market segmentation

Measurement

Brand Effectiveness (policies, events, campaigns)

Geopolitical factors (insecurity, terrorism attacks, political instability)

Brand performance (KPI definition, benchmarking)

Finland



Finland

3,9

million searches



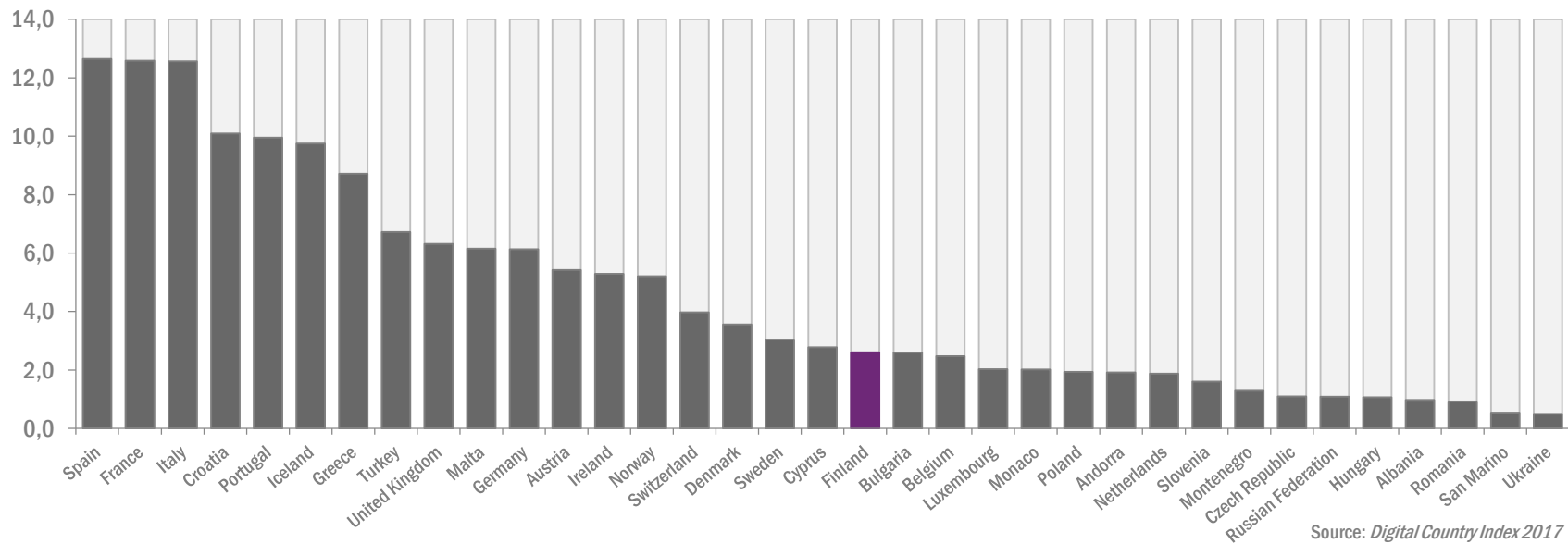
For Tourism, Finland ranks 21st in Europe



Overall search volumes (m) Digital Country Index 2017

January 2016 - December 2016

21st



Source: Digital Country Index 2017

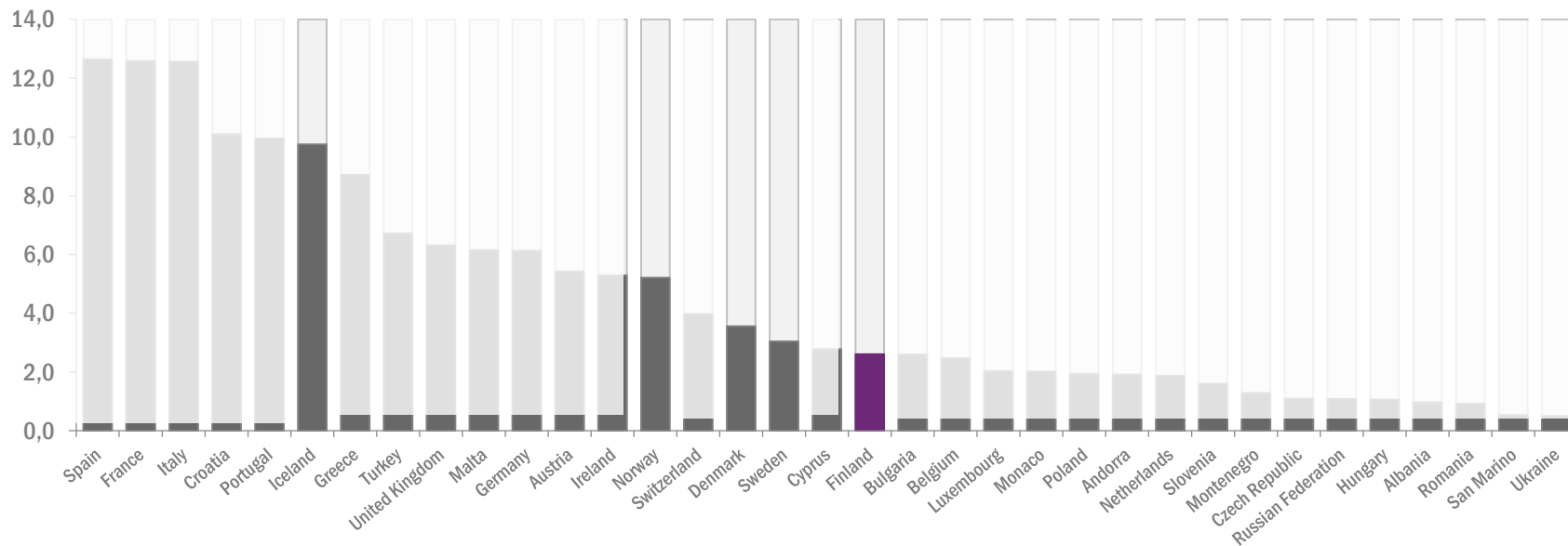


... but trails behind the direct competition



Overall search volumes (m) Digital Country Index 2017

January 2016 - December 2016

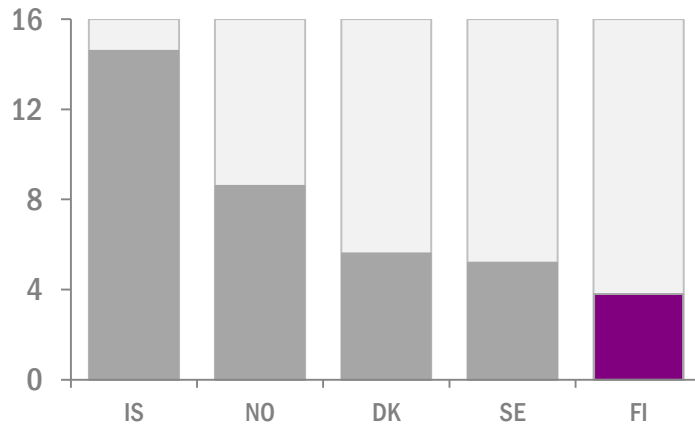


Looking closer at competitors, Finland ranks 5th in searches



Benchmark of competitors

Searches, millions 2017 data



Bloom Consulting

Countries Regions and Cities



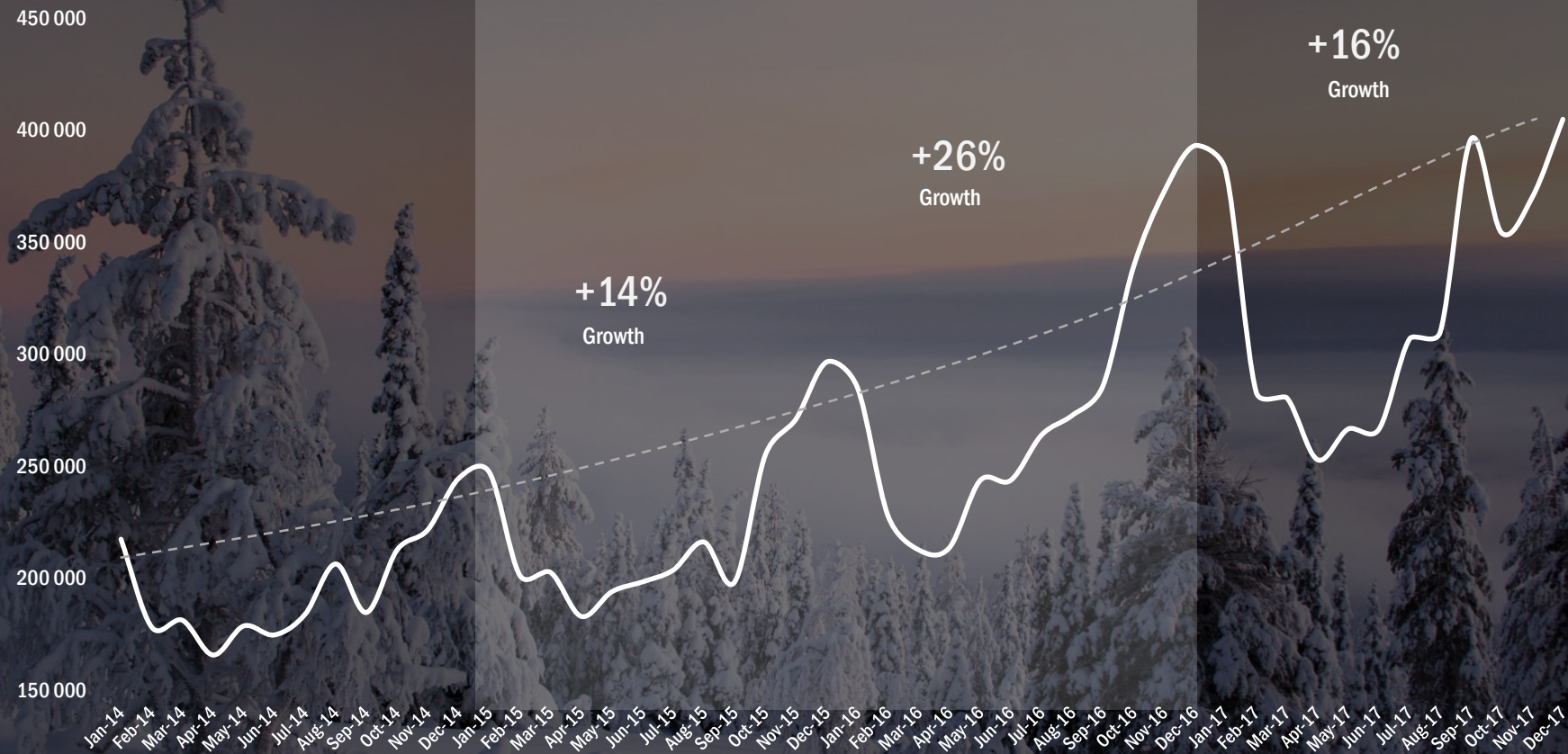
Bloom Consulting

Countries Regions and Cities



Bloom Consulting

Countries Regions and Cities

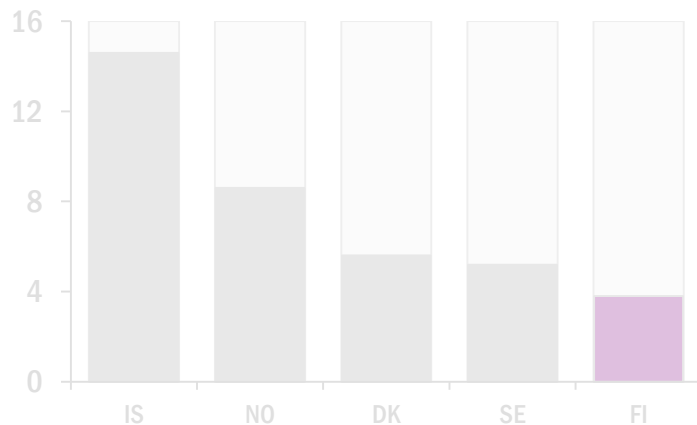


Finland and Norway are the fastest growing Nordic nations



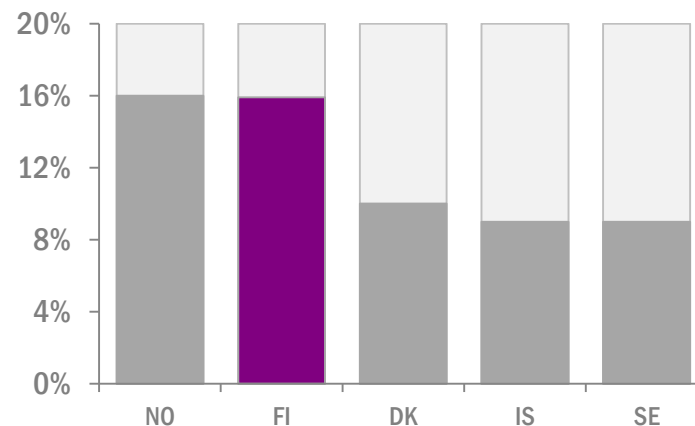
Benchmark of competitors

Searches, millions 2017 data



Benchmark of competitors Growth

2016 - 2017 data in percentage



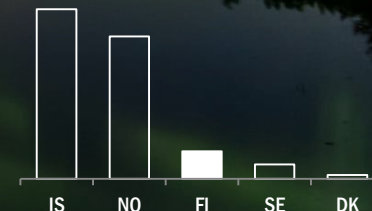


Natural Wonders

Brandtags 2017



Natural Wonders Competitors ranking



Wellbeing

Brandtags 2017



Sauna Competitors ranking



Winter Sports

Brandtags 2017



Winter Sports Competitors ranking





And of course for...

Santa Claus

Brandtags 2017



Santa Claus Competitors ranking

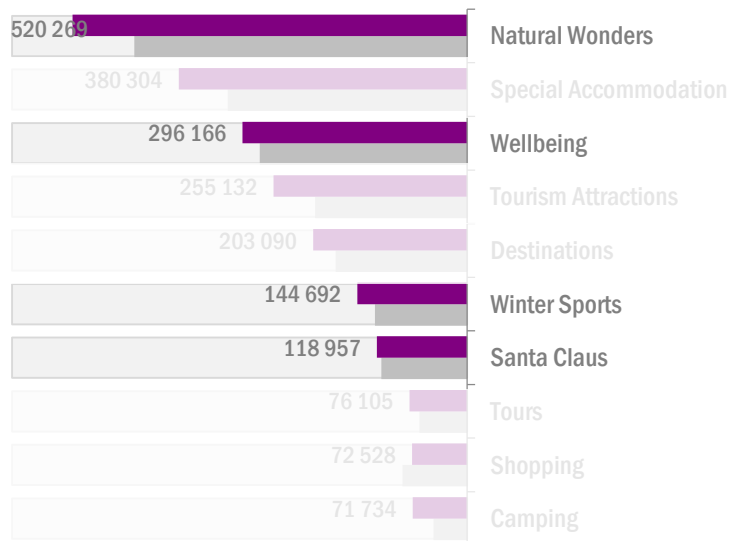


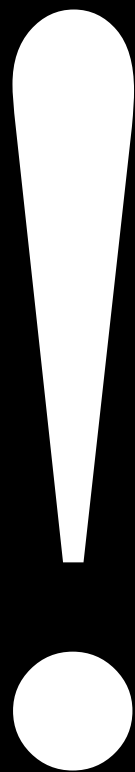
These touristic activities conform a very important part of Finland's touristic demand, as they are top 10 Non-generic Brandtags



Searches: Top 10 non-generic Brandtags

■ 2016 ■ 2017





Igloo Hotels

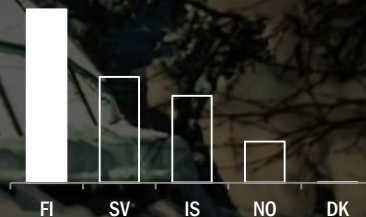


Igloo Hotels

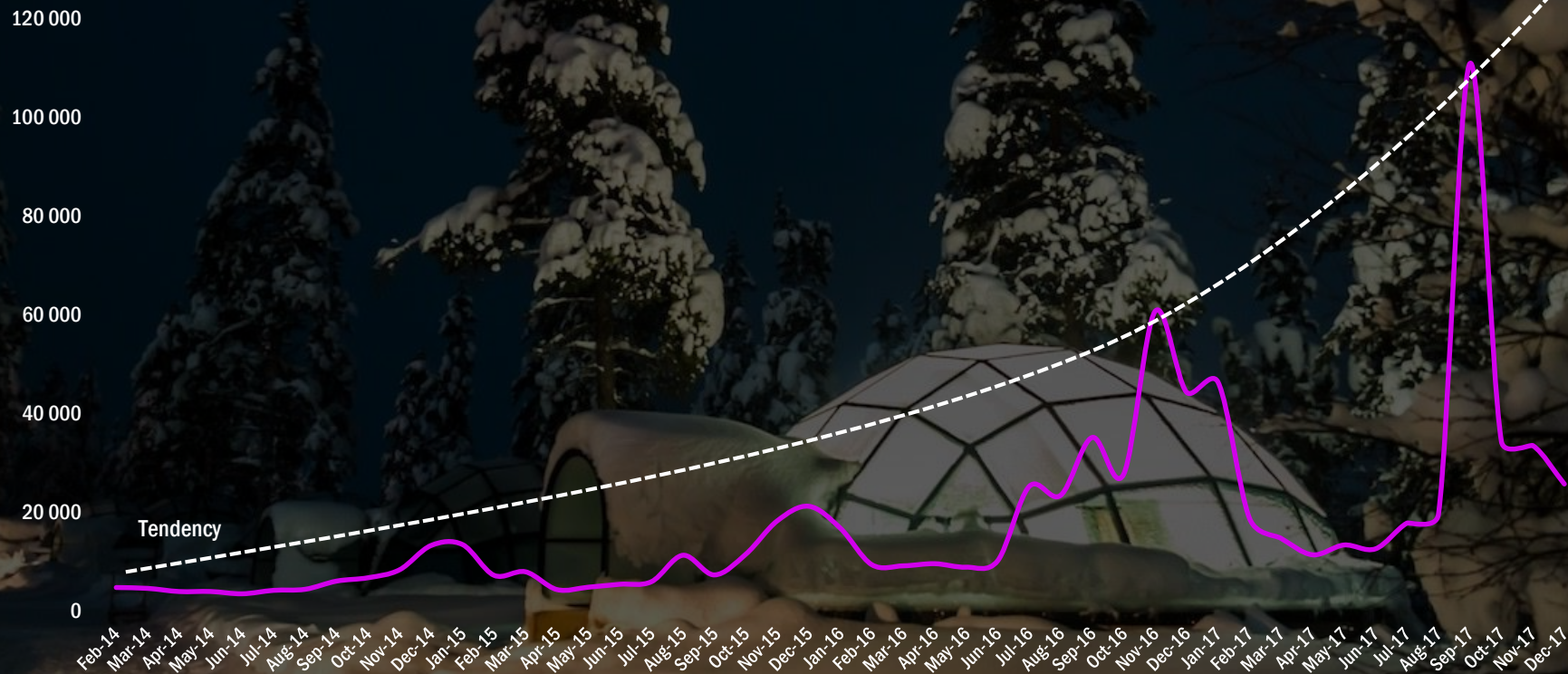
375

thousand searches

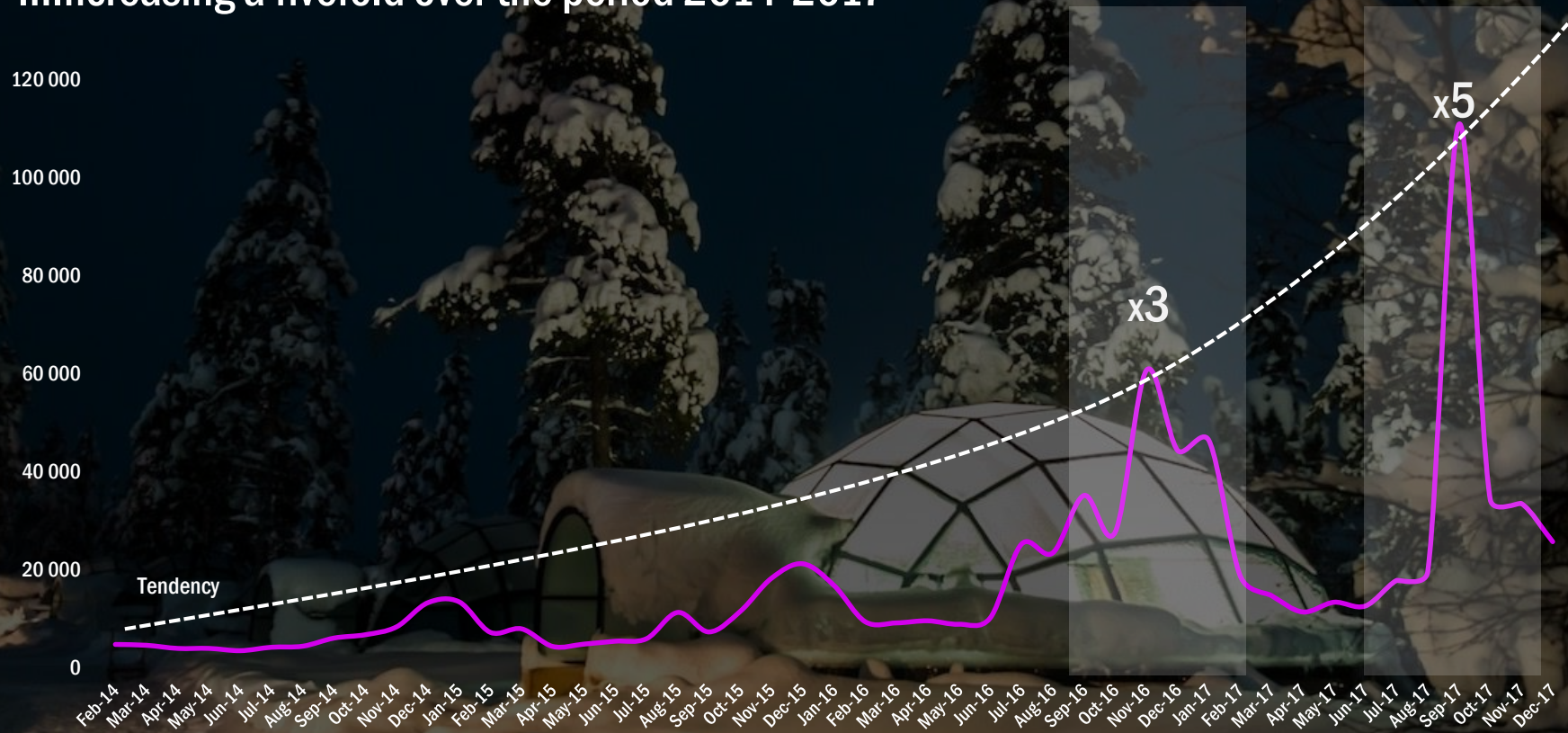
Ice igloo Hotel Competitors ranking



The evolution shows a very positive historical trend



...Increasing a fivefold over the period 2014-2017



Igloo Ice hotels and Northern lights have positively influenced each others growth

Top 10 Finnish Micro-Brandtags

2014

1. Travel
2. Saunas
3. Tourism
4. Northern Lights
5. Holiday Packages
6. **Igloos Ice Hotels**
7. Cities
8. Cottages
9. Visit
10. Lakes

2015

1. Travel
2. Saunas
3. Tourism
4. Northern Lights
5. **Igloos Ice Hotels**
6. Holiday Packages
7. Cities
8. Places to Visit
9. Visit
10. Lakes

2016

1. Travel
2. **Igloos Ice Hotels**
3. Saunas
4. Northern Lights
5. Tourism
6. Holiday Packages
7. Cities
8. Places to Visit
9. Hotels
10. Lakes

2017

1. Travel
2. **Igloos Ice Hotels**
3. Northern Lights
4. Saunas
5. Tourism
6. Holiday Packages
7. Places to Visit
8. Cities
9. Hotels
10. Lakes

Igloo Ice hotels and Northern lights have positively influenced each others growth

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8. Places to Visit
9. Visit
10. Lakes

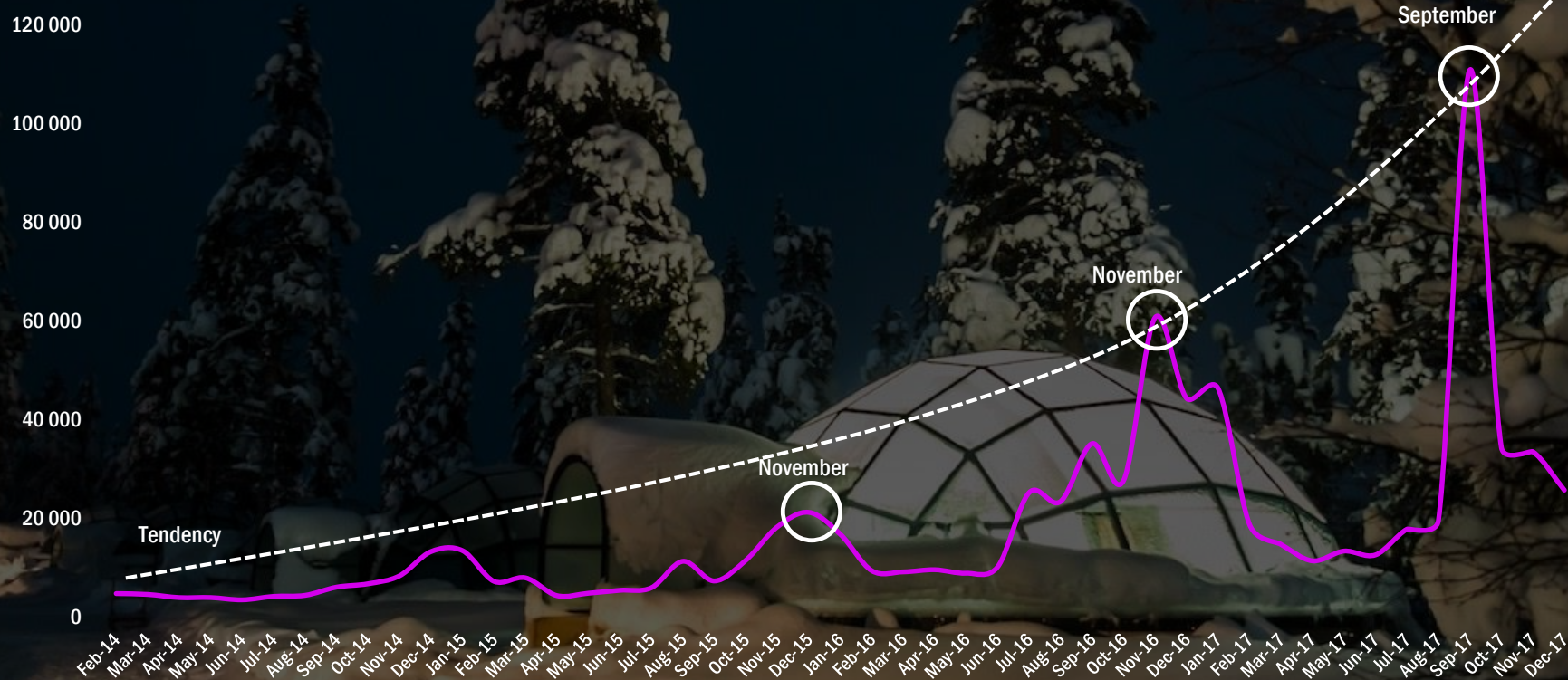
2016

1. Travel
2. Igloos Ice Hotels
3. Saunas
4. Northern Lights
5. Tourism
6. Holiday Packages
7. Cities
8. Places to Visit
9. Hotels
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2017

1. Travel
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4. Saunas
5. Tourism
6. Holiday Packages
7. Places to Visit
8. Cities
9. Hotels
10. Lakes

How can we explain the peaks?





BUSINESS INSIDER

These glass igloos in the Finnish wilderness are the best way to stare at the Northern Lights all night

Kristen Griffin and Sophie-Claire Hoeller

🕒 Dec. 9, 2015, 11:26 AM 🔥 10,733

CBS NEWS

Craziest hotel rooms in the world

Hotel Kakslauttanen Igloo Village

The world is full of wonders, but did you know it's also full of crazy hotel rooms? These accommodations are as wacky as they are extraordinary, and they'll probably leave you contemplating a few unexpected additions to your bucket list.

THE AUSTRALIAN 
FOR THE INFORMED AUSTRALIAN

TRAVEL

See the Northern Lights from a luxury glass igloo in Finland



Stay in an igloo

There are several places that offer northern lights packages inclusive of an igloo stay – these are especially popular in Finland. Guests can get romantic or cozy up with friends in an igloo at Kakslautanen Arctic Resort in Finland. There are three types from which to choose. The glass igloo is one of the most ideal for anyone wanting to see the magic unfold from the comfort of your bed. The glass igloos are perfect for two, but can also be good for a group of friends. They are equipped with no-suit rooms, but showers and saunas are available in separate buildings.



BUSINESS INSIDER

These glass igloos offer a magical view of the Northern Lights all night long.

Kristen Griffin and Sophie-Claire | Dec 9, 2015, 11:26 AM

See the Northern Lights from a glass igloo in the middle of the Finnish wilderness

Mag Josephson, INSIDER | Jun 22, 2016, 5:18 PM | 4,205

BUSINESS INSIDER

What could be better than seeing the Northern Lights?

Seeing them from bed.

And at the Kakslautanen Arctic Resort, a hotel in Finnish Lapland, you can do just that.

Just north of the Arctic Circle, the hotel offers incredible glass igloos to sleep in, allowing for unobstructed views of the Aurora Borealis.



REFINERY29

Spend The Night In These Glass Igloos For The Coziest View Of The Northern Lights

OLIVIA HARRISON | SEPTEMBER 30, 2016, 8:40 PM



At Home in the World



Getty
Applicants interested in the role don't need to speak Finnish, but they should be prepared to ring the "Northern Lights alarm."

TRAVEL INTEL • HOTELS



An Ice Hotel in Finland Is Hiring a Northern Lights Spotter

By Katherine Ladlow | August 30, 2016

Hoping to change careers? You're in luck.

Anyone tired of the morning commute on a [dirty subway](#) and the slog of a 9-5 job will want to keep reading—if they don't mind sub-zero temperatures, that is. In an announcement on [their Facebook page](#) dated August 17, the Arctic Snow Hotel in Rovaniemi, Finland (about 500 miles north of Helsinki), posted a job opening for a [Northern Lights spotter](#). Applicants don't need to speak Finnish, but they do need to be able to know what the Northern Lights are, and should be able to speak English. They should also be prepared to change up their usual work shift. The Aurora Borealis monitor will begin their shift at 11 p.m. and end at 6:30 a.m., during which they will be expected to ring the "Northern Lights alarm" for guests should the natural phenomenon occur.

Each year, the Arctic Snow Hotel—one of the largest [ice hotels](#) in the region—is carved from ice, and sleeps 70 guests in rooms "close to freezing." Interested in [applying](#)? The deadline is September 11, though the winning applicant won't need to travel to Finland until December. The post will last between three and six months, and the salary "depends on experience." Better [start practicing](#) your light-spotting abilities while you can.

Is this the best travel job in the world? Finland Arctic Snow Hotel is hiring a northern lights spotter



Annie Dang | Sep 7 2016

THE HUFFINGTON POST

TRAVEL | 04/26/2016 01:34 pm ET | Updated Apr 27, 2016

10 of the Craziest Places to Sleep Around the World



EXPRESS

Home of
the Daily and
Sunday Express

VAST
der

At Home in the World

BUSINESS
INSIDE

These gla
Lights all

Kristen Griffin and Sophie
Dec. 9, 2015, 11:26 A

Would YOU stay in a frozen hotel? Best igloos and ice hotels in the world

of the Finnish wilderness

May 10, 2015, 10:00 A

6:10 PM

What could be better than seeing
the Northern Lights?

The world

Seeing them from bed.

Gakalauntanen Arctic
nel in Finnish Lapland,
get that.

if the Arctic Circle, the
incredible glass tables

This is a once-in-a-lifetime way to see the
Northern Lights—from a glass igloo hotel



MAKE IT.

METRO

**Fancy sleeping in a luxury igloo under
the Northern Lights?**

FINGTON POST

laces to Sleep Around the

The Northern Lights

WORLD

Finland has a new product that reinforces its “nature” digital demand



Finland

1. Natural Wonders
2. Travel
3. Special Accom.
4. Tourism
5. Wellbeing
6. Tourism Attractions
7. Destinations
8. Tourism P & P
9. Winter Sports
10. Hotels
11. Santa Claus
12. Shopping
13. Tours
14. Camping
15. Rural Accom.

Nordic Countries are seen also as Nature destinations...

 Natural Brandtags

 Shared Brandtags

 Unique Brandtags



Finland

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Iceland

1. **Natural Wonders**
2. Travel
3. Tourism P&P
4. Tourism Attractions
5. Tours
6. Hotels
7. Tourism
8. **Wellbeing**
9. Camping
10. Adventure and Outdoor
11. Hiking
12. Special Accom.
13. Destinations
14. Shopping
15. Hostels



Norway

1. **Natural Wonders**
2. Travel
3. Tourism P&P
4. Tourism
5. Tourism Attractions
6. Cruises
7. Winter Sports
8. Camping
9. Destinations
10. Hiking
11. Fishing
12. Tours
13. Holiday Accom.
14. Hotels
15. Adventure and Outdoor



Denmark

1. Holiday Accom.
2. Tourism P&P
3. Travel
4. Camping
5. Tourism Attractions
6. Destinations
7. Tourism
8. Hotels
9. Couples
10. Tours
11. Entertainment Parks
12. Historical Sites
13. Beaches
14. **Natural Wonders**
15. Accommodation



Sweden

1. Tourism P&P
2. Holiday Accom.
3. Destinations
4. Camping
5. Tourism Attractions
6. Travel
7. Special Accom.
8. **Natural Wonders**
9. Winter Sports
10. Tourism
11. Hotels
12. Rural Accom.
13. Adventure and Outdoor
14. **Parks and Reserves**
15. Special Events

However, each country experiences different nature preferences

 Natural Brandtags

 Shared Brandtags

 Unique Brandtags



Finland

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4. Tourism
5. Wellbeing
6. Tourism Attractions
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11. Santa Claus
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13. Tours
14. **Camping**
15. **Rural Accom.**



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Sweden

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5. Tourism Attractions
6. Travel
7. **Special Accom.**
8. Natural Wonders
9. **Winter Sports**
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12. **Rural Accom.**
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15. Special Events

...As well as unique value added activities

 Natural Brandtags

 Shared Brandtags

 Unique Brandtags



Finland

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






Finland's touristic appeal...



...Expands further than European bounds

		2017	Growth	Change
	Japan	443 785	+7%	-
	United States	386 434	+22%	-
	Russian Federation	349 561	+36%	+3
	Germany	333 911	+18%	+1
	United Kingdom	326 709	+14%	-1
	China	250 672	-19%	-3
	France	158 661	+18%	-
	Italy	129 683	+13%	-
	Switzerland	91429	+13%	-
	South Korea	33 082	+12%	-

Japan as the main market in terms of proactive demand

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	Germany	333 911	+18%	+1
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	France	158 661	+18%	-
	Italy	129 683	+13%	-
	Switzerland	91429	+13%	-
	South Korea	33 082	+12%	-

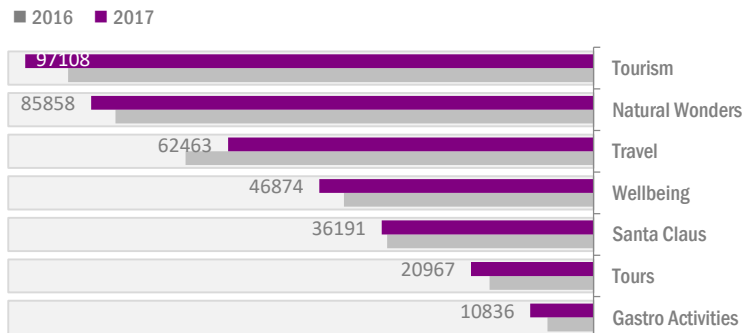


Japan

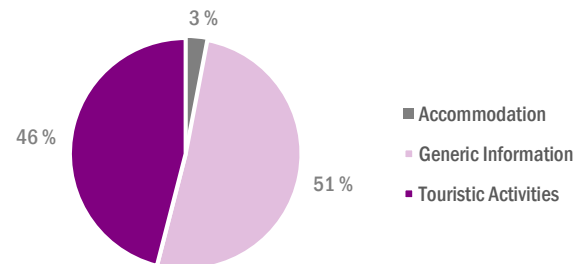
Share and growth rate 2017



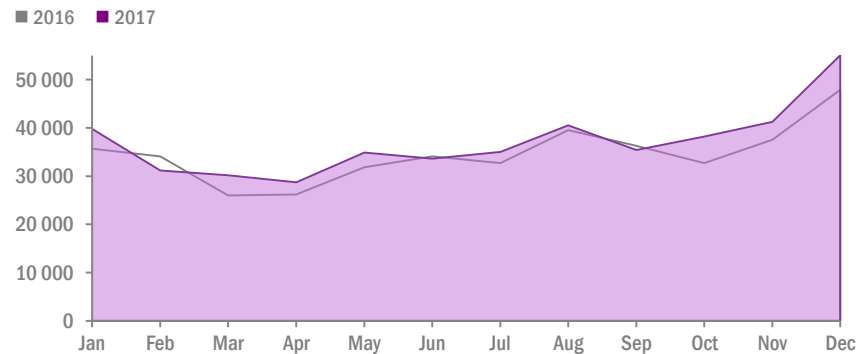
Top 5 Brandtags



Brandtag family distribution 2017



Seasonality of searches





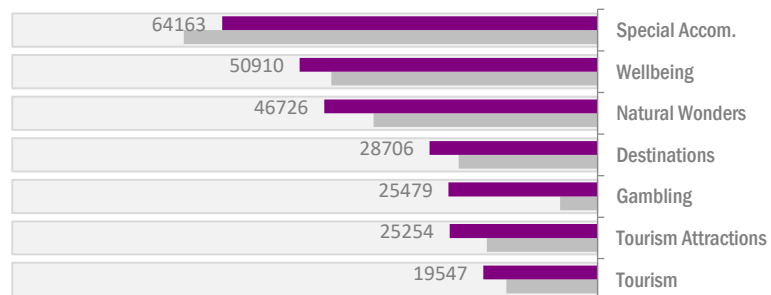
United States

Share and growth rate 2017

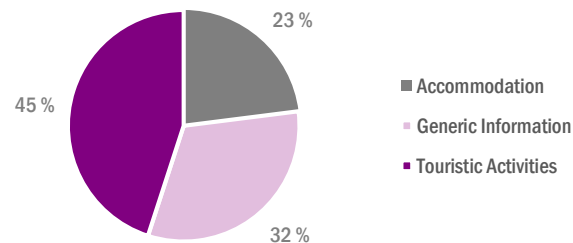


Top 5 Brandtags

■ 2016 ■ 2017

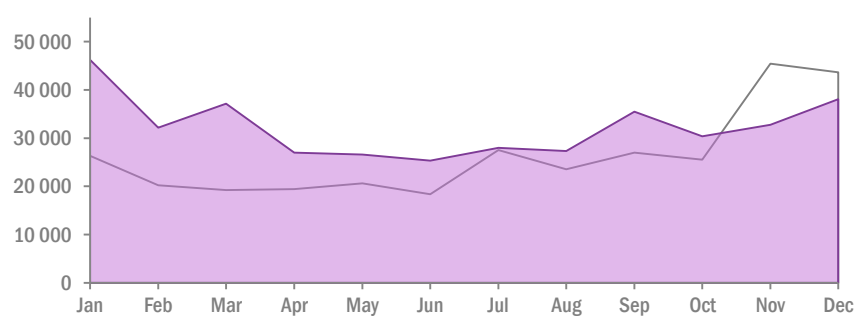


Brandtag family distribution 2017

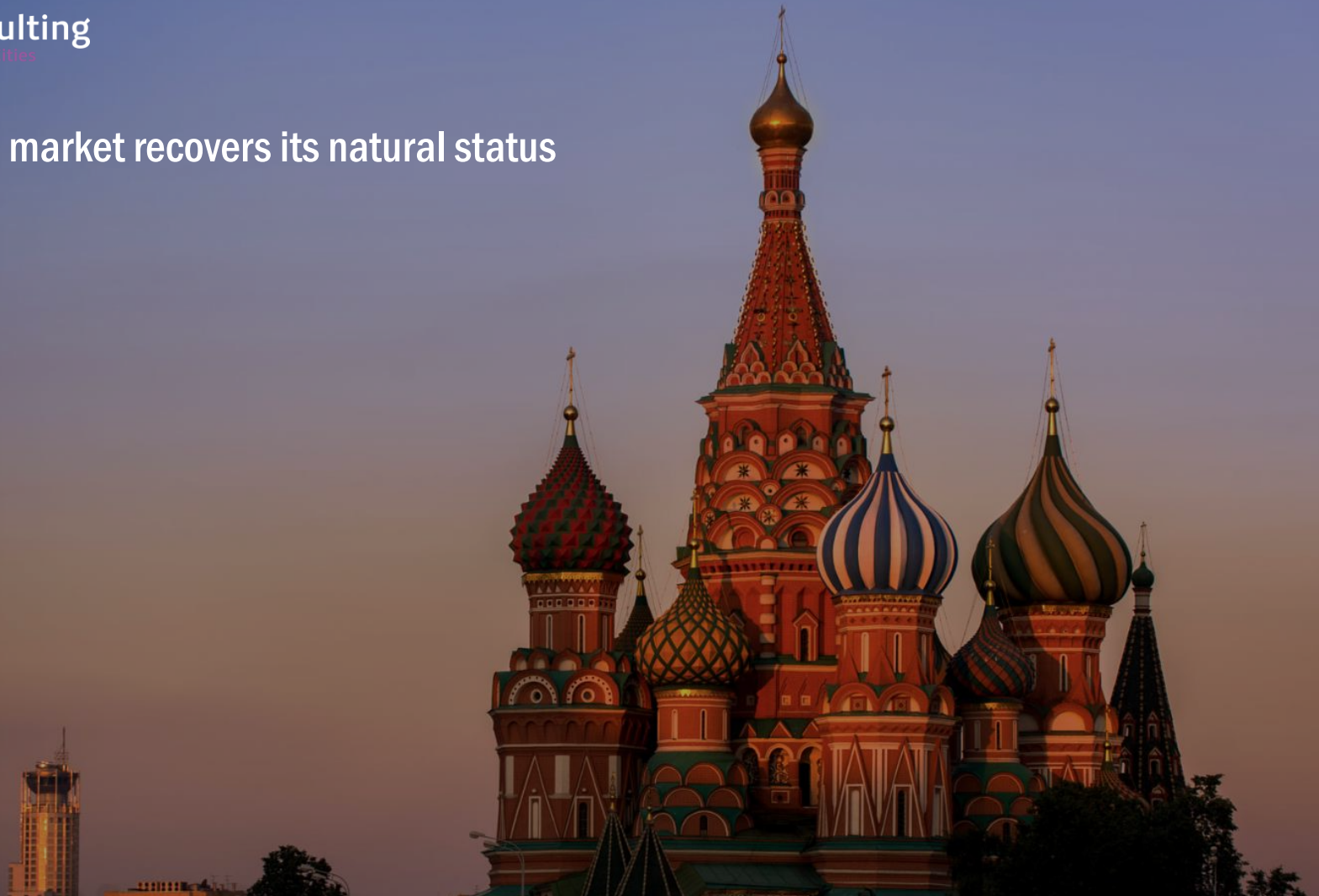


Seasonality of searches











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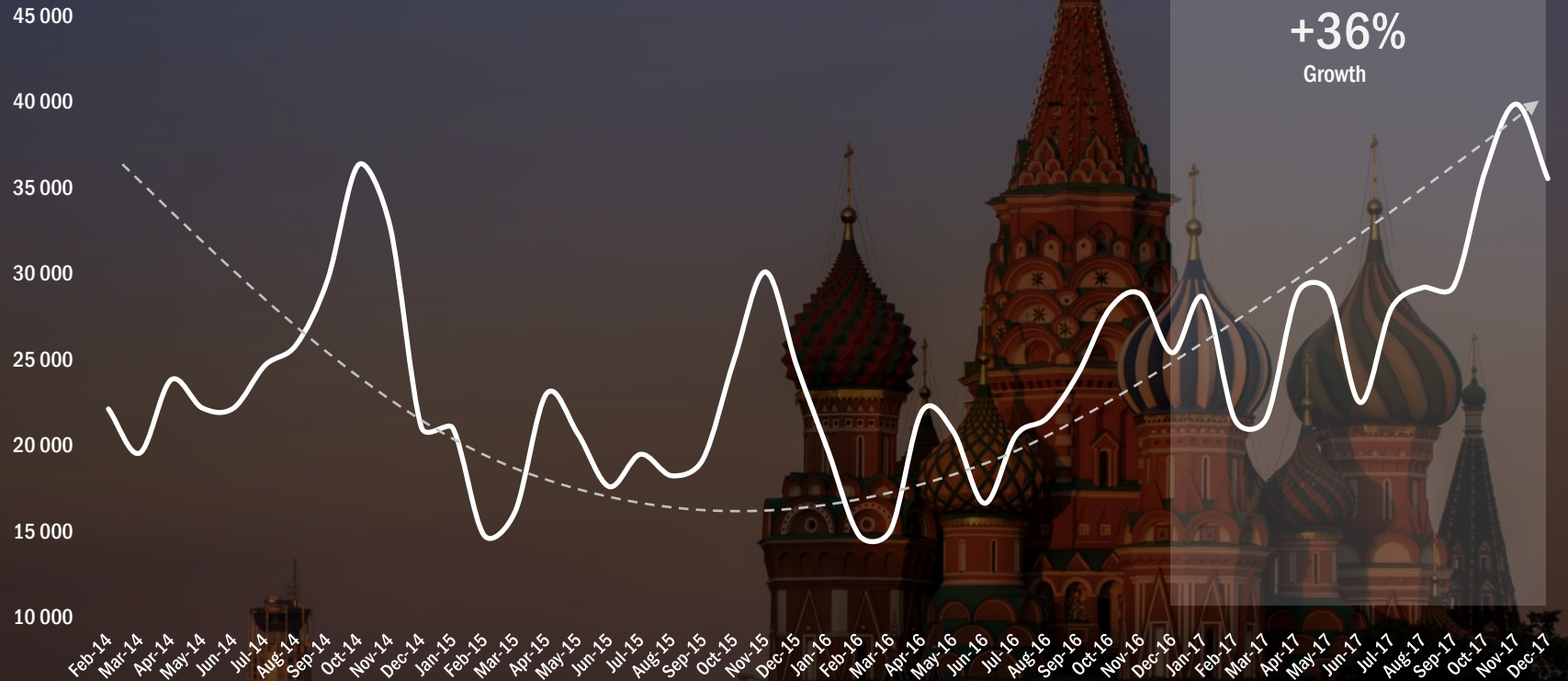
The Russian market recovers its natural status



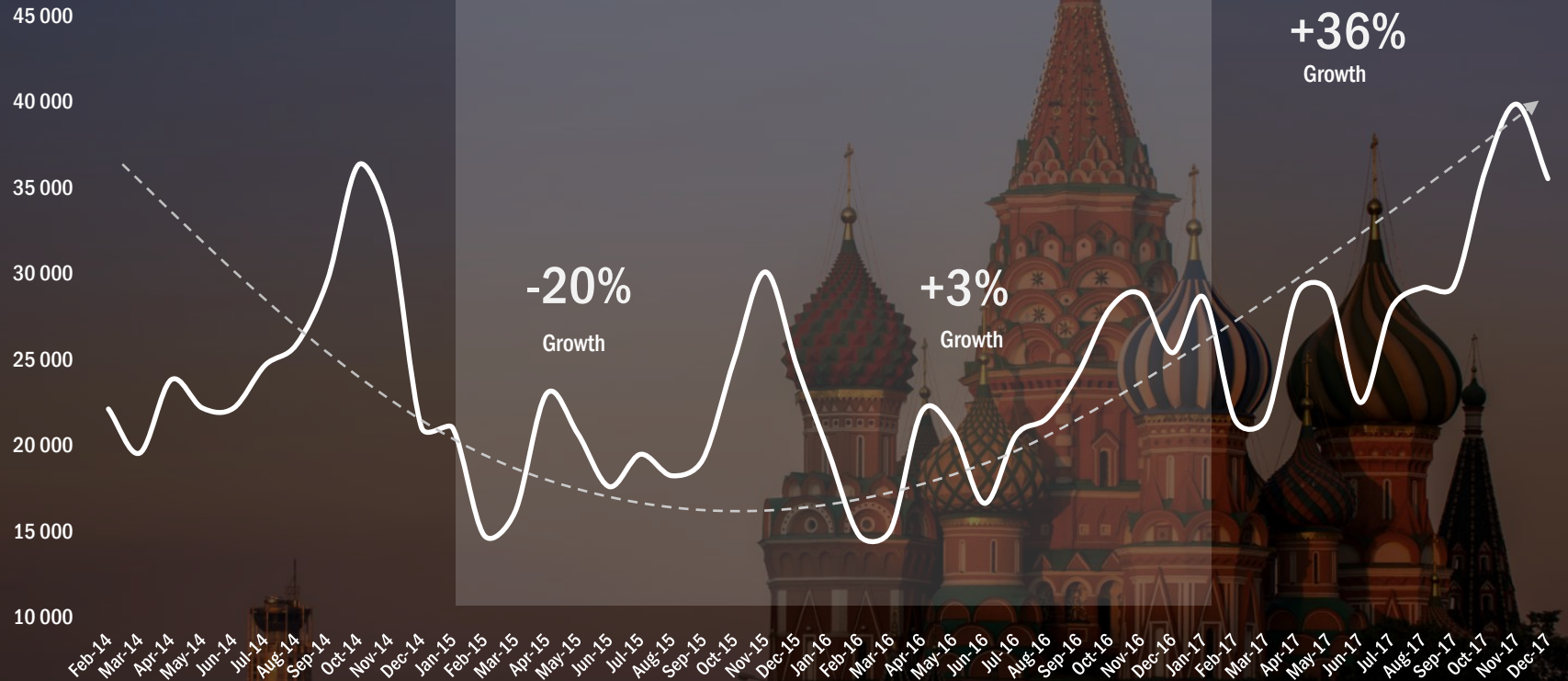
The Russian market recovers its natural status

		2017	Growth	Change
	Japan	443 785	+7%	-
	United States	386 434	+22%	-
	Russian Federation	349 561	+36%	+3
	Germany	333 911	+18%	+1
	United Kingdom	326 709	+14%	-1
	China	250 672	-19%	-3
	France	158 661	+18%	-
	Italy	129 683	+13%	-
	Switzerland	91429	+13%	-
	South Korea	33 082	+12%	-

Experiencing a fantastic growth trend last year compared to past ones



Experiencing a fantastic growth trend





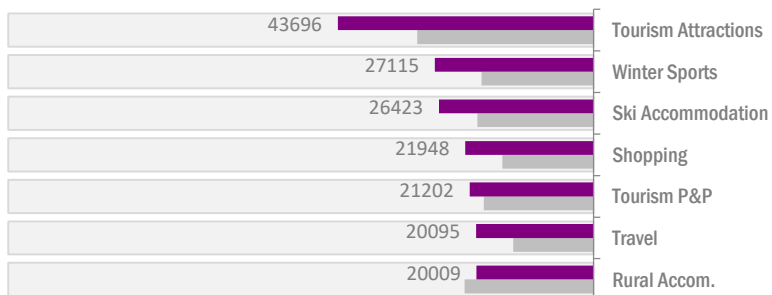
Russia

Share and growth rate 2017

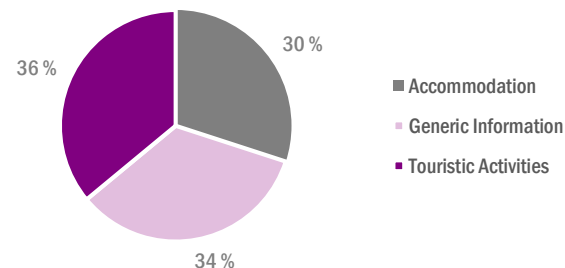


Top 5 Brandtags

■ 2016 ■ 2017

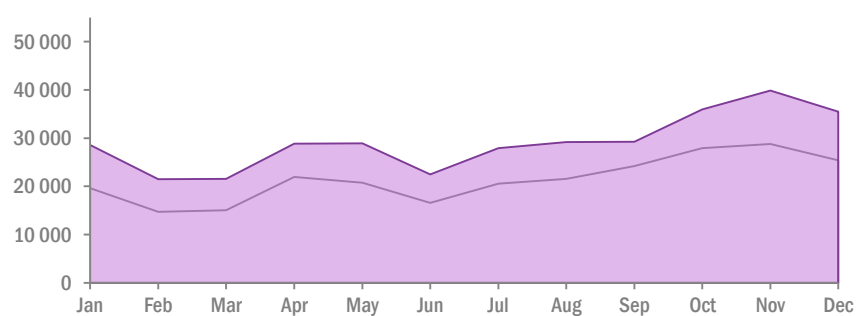


Brandtag family distribution 2017



Seasonality of searches

■ 2016 ■ 2017



Overview of top Markets



Japan

443.7K

yearly searches

+7%

growth

1. Tourism
2. Natural Wonders
3. Travel
4. Wellbeing
5. Santa Claus
6. Tours
7. Gastro Activities



USA

386.4K

yearly searches

+22%

growth

1. Special Accom.
2. Wellbeing
3. Natural Wonders
4. Destinations
5. Gambling
6. Tourism Attractions
7. Tourism



Russia

349.5K

yearly searches

+36%











growth

1. Tourism Attractions
2. Winter Sports
3. Ski Accommodation
4. Shopping
5. Tourism P&P
6. Travel
7. Rural Accom.

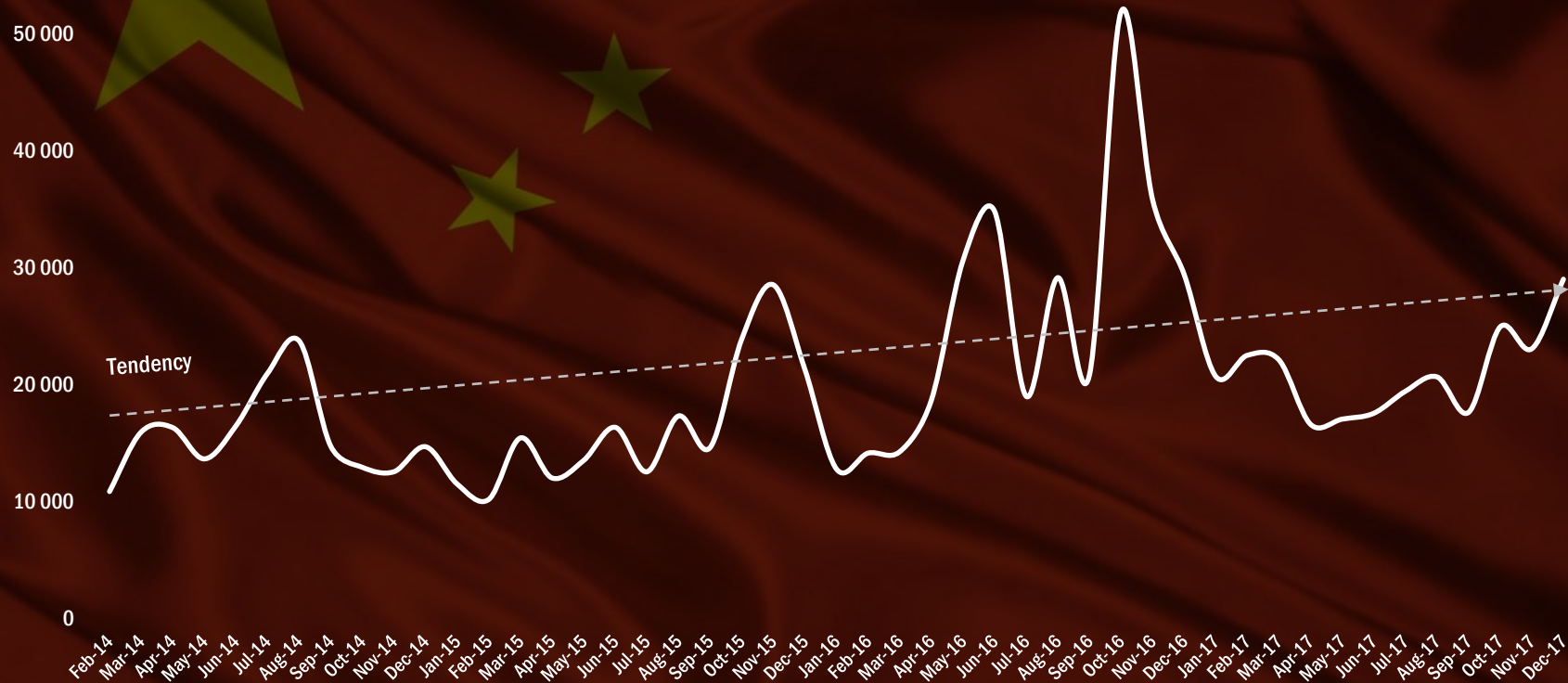
Analyzing the Chinese Market



China suffers weak growth...

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However the tendency reinforces the positive trend

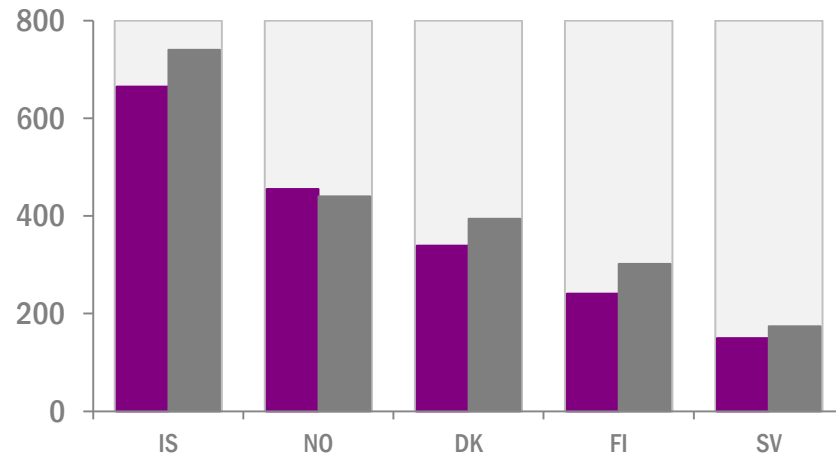


Chinese behavior in Nordic Markets remains good despite recent decrease



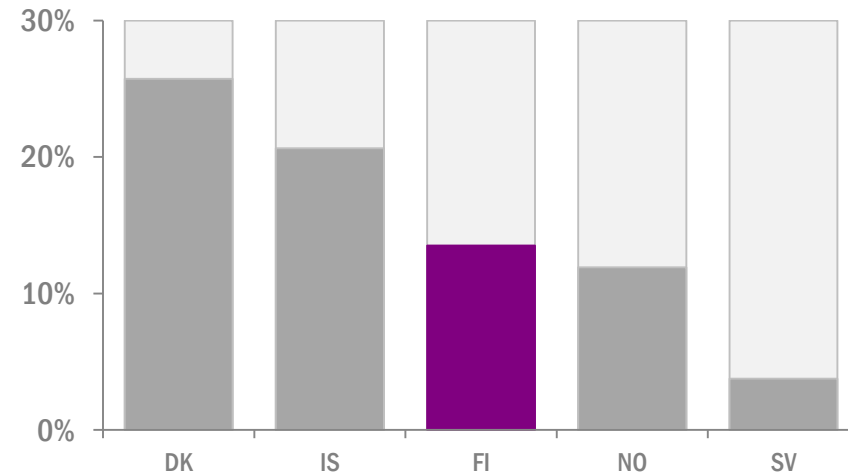
Benchmark of Baidu searches results 2016-2017 (Thousands)

■ 2016 ■ 2017



Benchmark of Compound Average Growth Rate

Avg growth rate in % 2014-2017



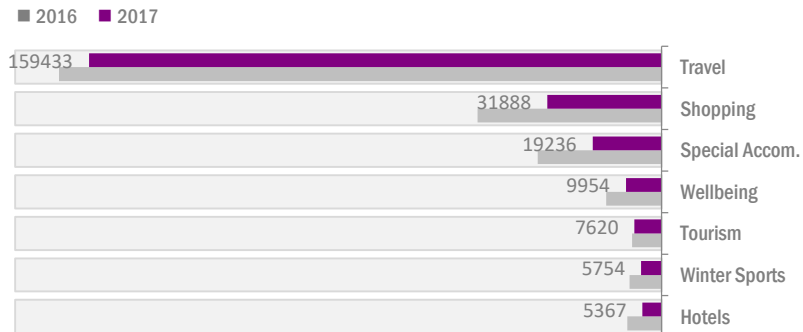


China

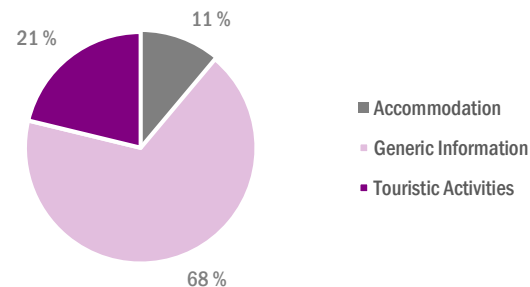
Share and growth rate 2017



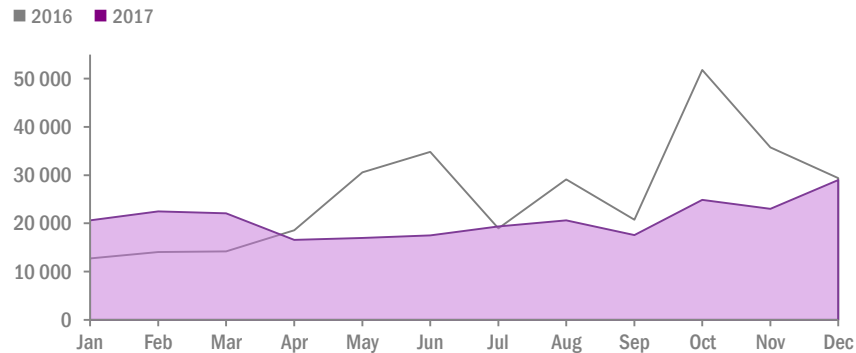
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Brandtag family distribution 2017













Seasonality of searches



European Market



European market experience stable growth

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Overview of European Markets



Germany

333.9K
yearly searches

+18%
growth

1. Special Accom.
2. Tourism P&P
3. Natural Wonders
4. Wellbeing
5. Tourism Attractions
6. Holiday Accom.
7. Travel



UK

326.7K
yearly searches

+14%
growth

1. Special Accom.
2. Tourism P&P
3. Natural Wonders
4. Winter Sports
5. Destinations
6. Tourism Attractions
7. Tourism



France

158.6K
yearly searches

+18%
growth

1. Natural Wonders
2. Travel
3. Tourism
4. Destinations
5. Special Accom.
6. Winter Sports
7. Santa Claus



Italy

129.6K
yearly searches

+13%
growth

1. Natural Wonders
2. Tourism Attractions
3. Travel
4. Tourism
5. Special Accom.
6. Santa Claus
7. Destinations



Switzerland

91.4K
yearly searches

+13%
growth

1. Natural Wonders
2. Travel
3. Special Accom.
4. Tourism Attractions
5. Tourism P&P
6. Wellbeing
7. Winter Sports

Bloom Consulting
Countries Regions and Cities

Trending in 2017
Spotlight for 2018



Finnish trending activities that have experienced high growth in demand...

Camping



Brandtag Ranking: #14

Searches: 71,734

Growth: +62.3%

Top markets: RU, DE, UK, FR, US

Gambling



Brandtag Ranking: #16

Searches: 44,771

Growth: +102.7%

Top markets: US, DE, JP, RU, UK

Parks and Reserves



Brandtag Ranking: #18

Searches: 36,782

Growth: +62.1%

Top markets: DE, RU, US, UK, FR

Entertainment Parks



Brandtag Ranking: #19

Searches: 34,021

Growth: +62.5%

Top markets: RU, UK US, DE, FR

Summary and takeaways



Summary and takeaways

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Thank you!

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[@bloomconsult](#)



About Bloom Consulting

Bloom Consulting is a company **100% specialized in Country Branding**, working for Countries, Regions and Cities over the last 14 years. From our headquarters in Madrid and our offices in Lisbon and Sao Paulo, the projects we have worked on cover 5 world continents.

The specialization in Country Branding makes Bloom Consulting one of the most advanced and globally renowned companies in the sector.

Bloom Consulting has developed an intelligence tool called **Digital Demand - D2©**, specifically for the development and measurement of Country Brands in the areas of Exports, Investment, Tourism, Talent and Prominence, under a new concept within Country Brands known as **#DigitalCountry**.

In addition, Bloom Consulting publishes the **Bloom Consulting Country Brand Ranking ©** annually for both Trade and Tourism, to analyze the state of the art of the Brand performance of 180 Countries and territories worldwide.

Bloom Consulting proudly collaborates with the **World Economic Forum** to measure the Nation Brand appeal of every Country from a tourism perspective.