

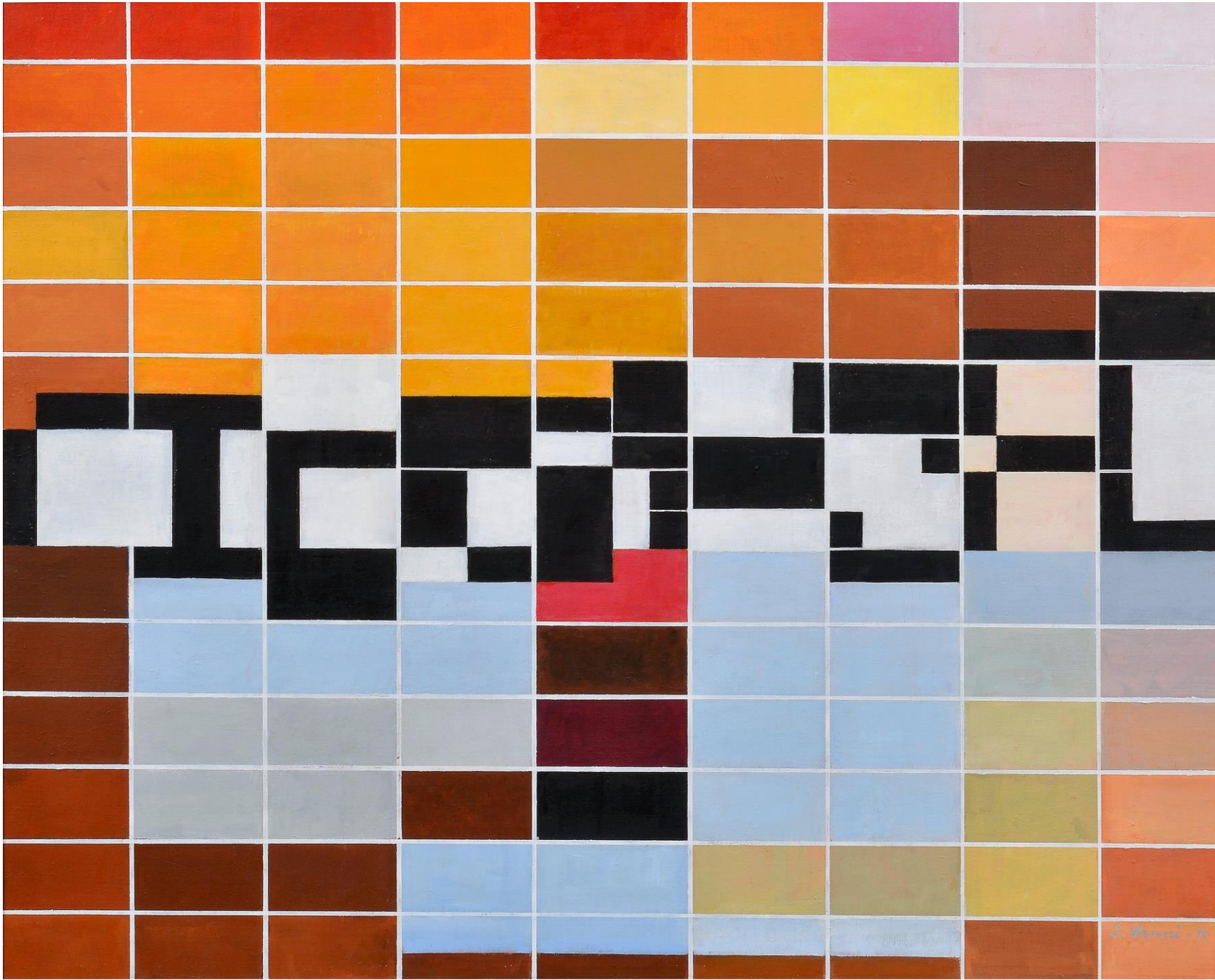


Turning online users into
incremental visitors

Insights from Visit Finland Pilot Campaign

What's up seminar
March 2018
Helsinki





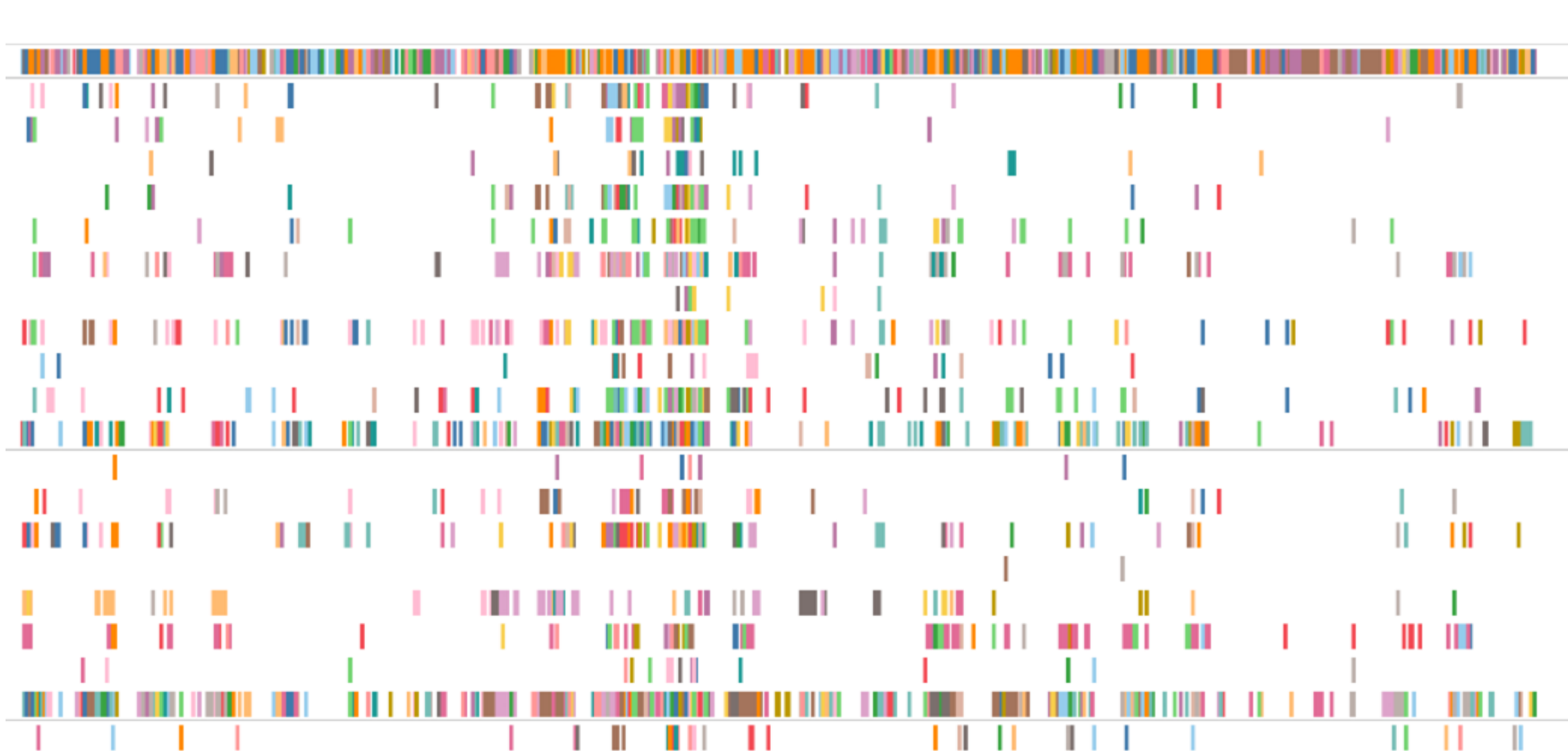
BUSINESS
FINLAND



travel audience
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Data Scientists or Data Artists?



Data Scientists or Data Artists?

- Each color is a consumer;
- Each line is a provider (an OTA, a Metasearch): we analyse more than 500 “lines”;
- Consumers go from provider to provider and from destination to destination;

TRAVEL INSPIRATION WEBSITE 1
TRAVEL INSPIRATION WEBSITE 2
TRAVEL INSPIRATION WEBSITE 3
TRAVEL INSPIRATION WEBSITE 4
TRAVEL INSPIRATION WEBSITE 5
METASEARCH 1
METASEARCH 2
METASEARCH 3
METASEARCH 4
METASEARCH 5
METASEARCH 6
OTA 1
OTA 2
OTA 3
OTA 4
OTA 5
OTA 6
OTA 7
CONTENT REVIEW
NON TRAVEL

Apr 11 Apr 13 Apr 15 Apr 17 Apr 19 Apr 21 Apr 23 Apr 25 Apr 27 Apr 29 May 1 May 3

First number of the day:



87% of people decide their travel destination online. They then either book online or offline.



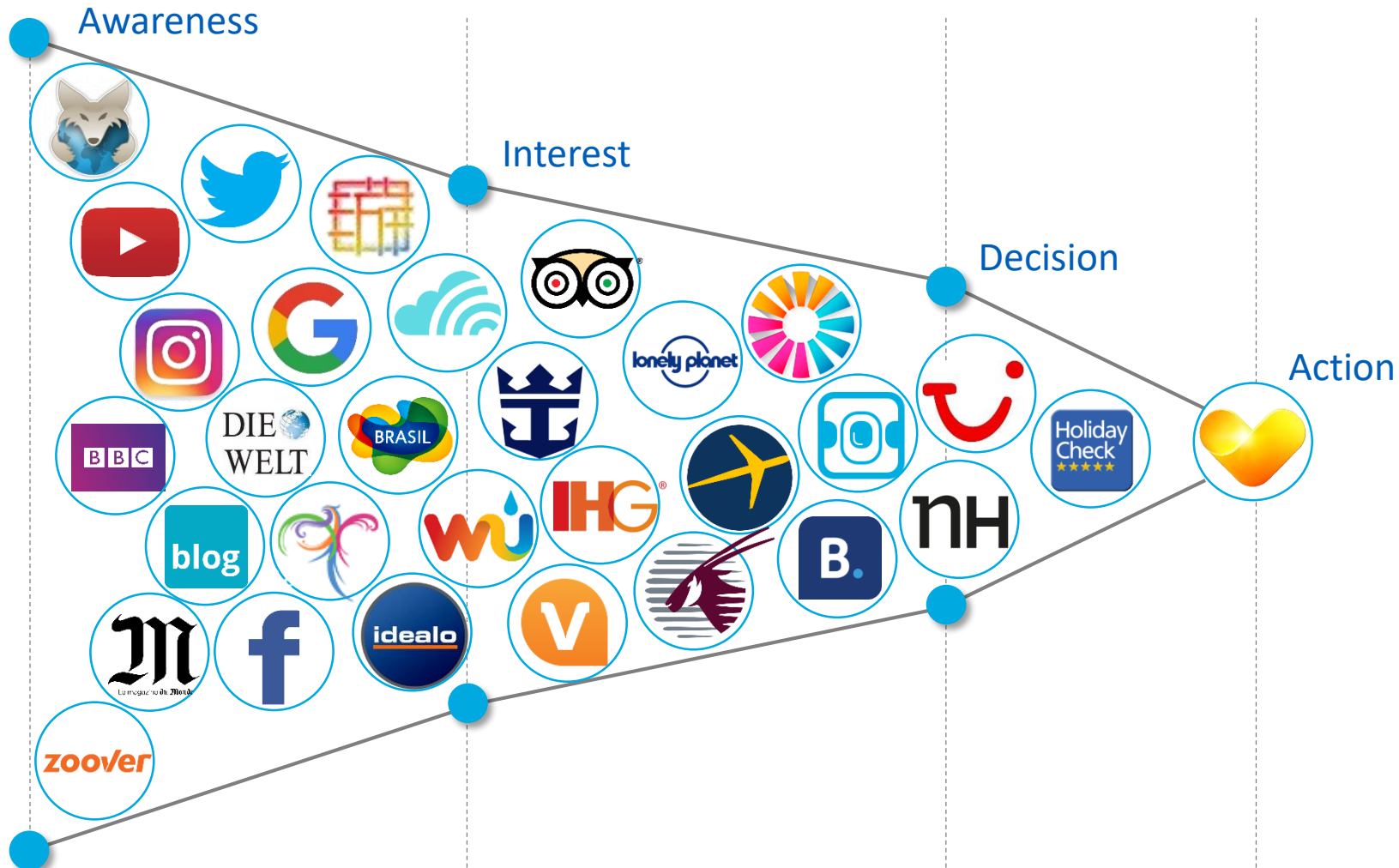
Second number of the day:

38

38 different websites are browsed by consumers online to decide which destination to visit

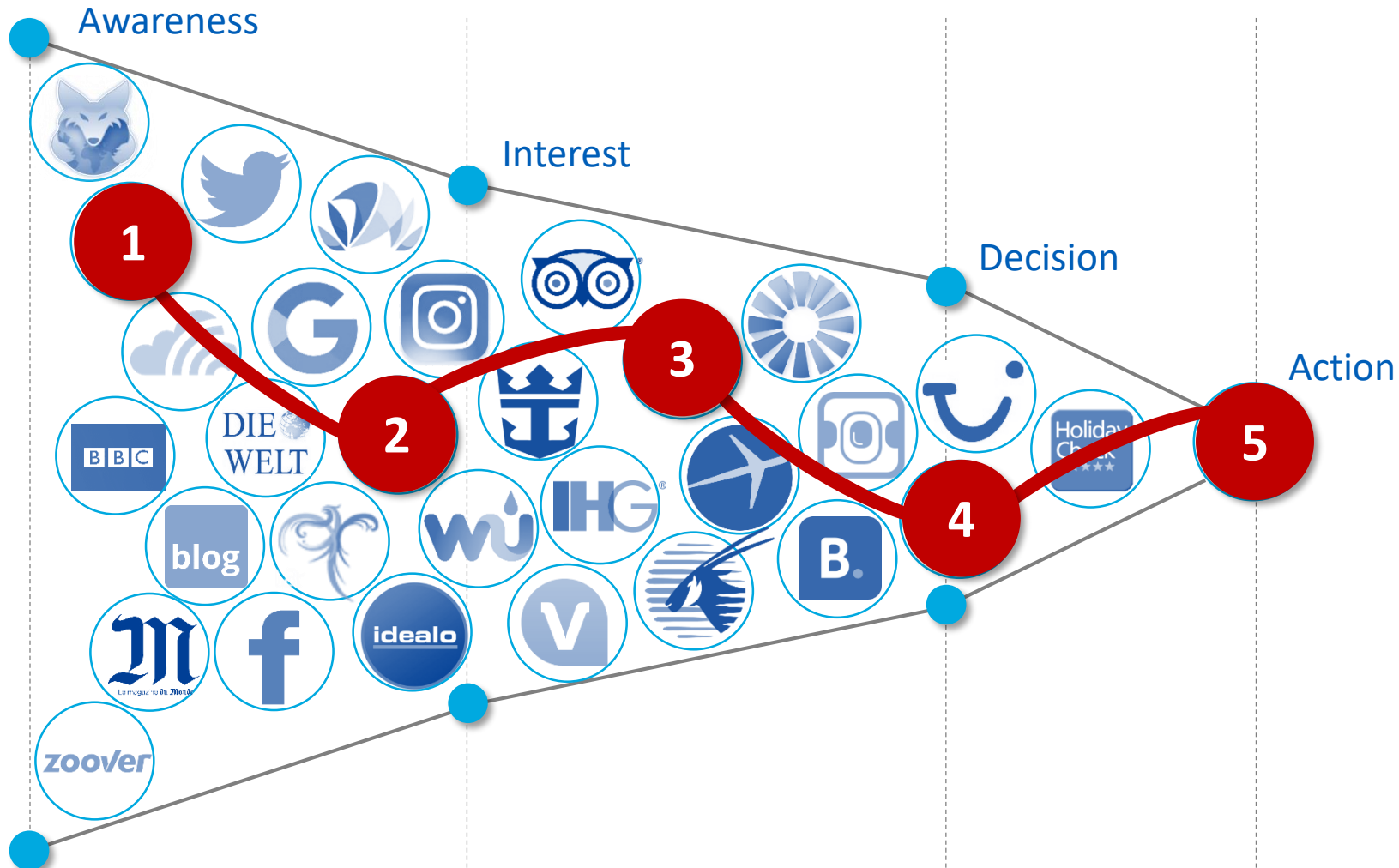


Awareness – Interest – Decision – Action funnel



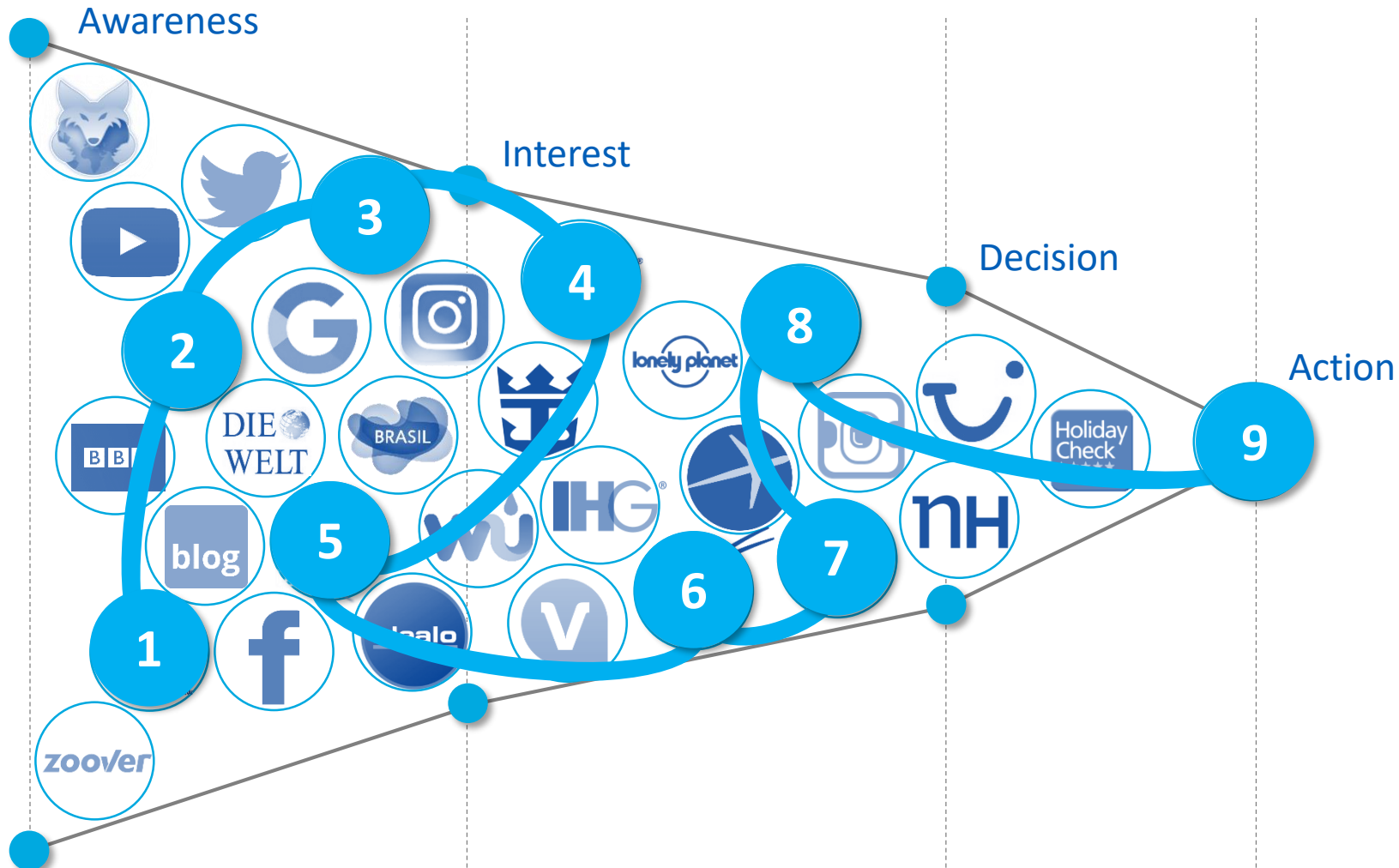
Awareness – Interest – Decision – Action funnel

Real consumer path



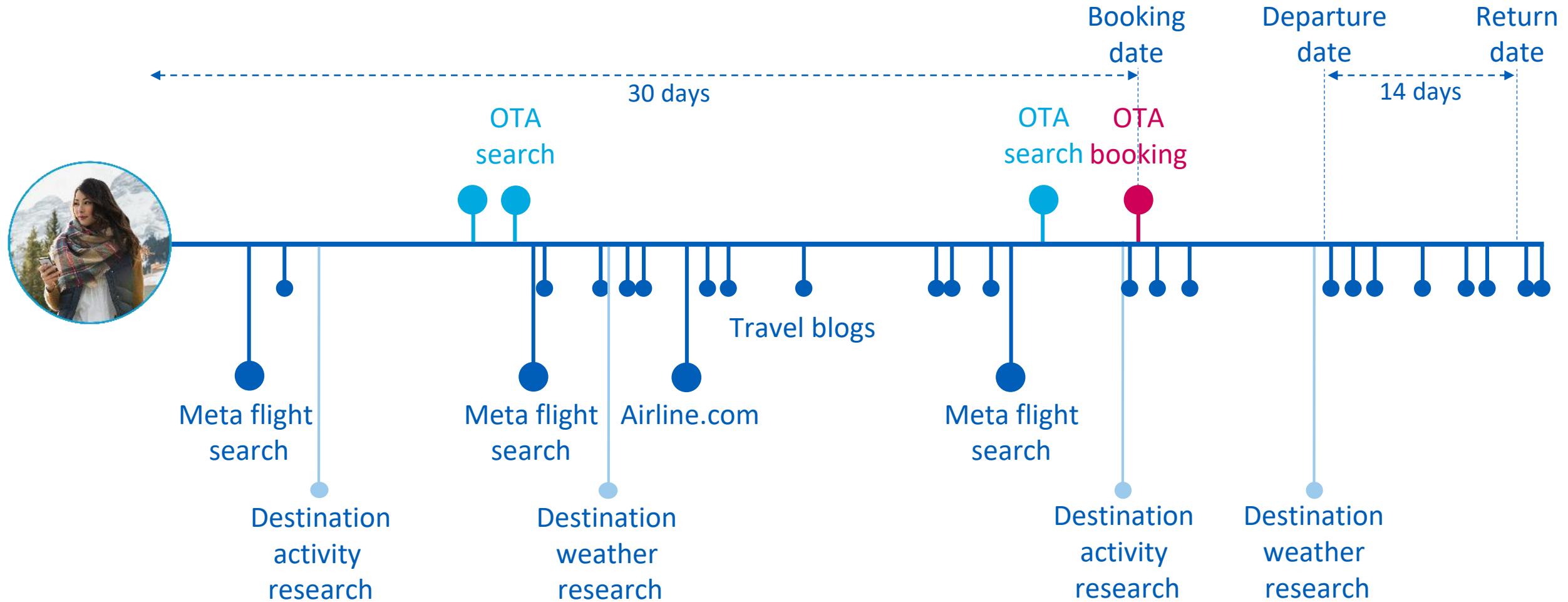
Awareness – Interest – Decision – Action funnel

Real consumer path





A traveler's journey



Third number of the day

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12

12 different destinations are considered when getting inspiration for a destination



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Finland: most customers search other destinations

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How many German leisure travelers we see each month searching for a trip to Helsinki?

42,000

German leisure travelers
/ month search Helsinki

How many
of them just search for Helsinki?

39,0%

Just searched for Helsinki

Top alternatives to
Helsinki

Lofoten, Lapland, Uppsala, Visby,
Malmo

Source: travel audience, European markets

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Fourth and fifth numbers of the day

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100

1M
each

More than 100 DMOs spend at least 1M EUR on online marketing by 2020



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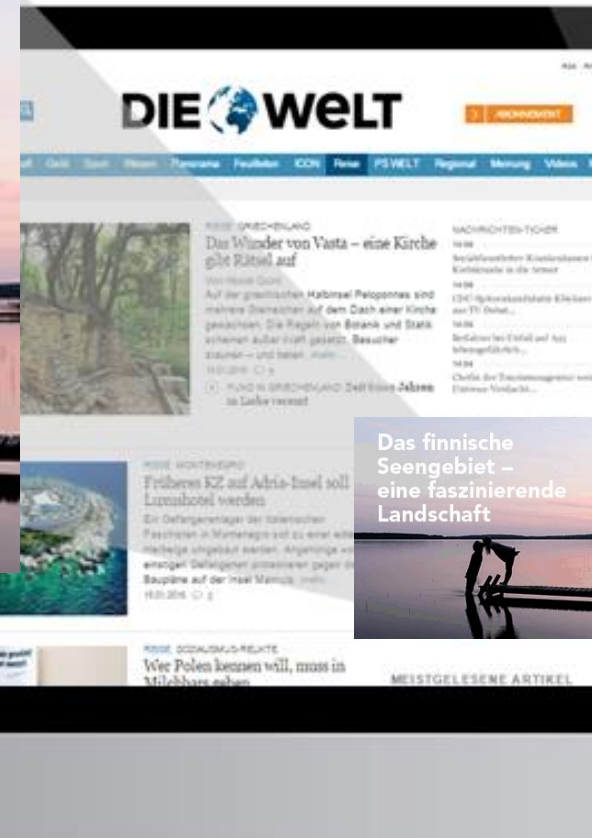
Visit Finland Best Practice

Reach the online user with travel intention

We know that Paula is searching for Aarhus and we offer an alternative

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*Aarhus is on the top
of my list! But wait:
what if we go to
Tampere instead?!*



*Our data identified Aarhus as a top competitor to
Finland in the mind of German travelers*

Campaign

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Secure | https://www.swoodoo.com/flights/BER-VHM/2018-04-18/2018-04-25/2adults?sort=bestflight_a

SWOODOO FLUG+HOTEL Flüge Hotels Mietwagen Powersuche Pauschalreisen Bahn Anmelden

Berlin (BER) $\rightleftarrows$ Vilhelmina (VHM) Mi 18.4. – Mi 25.4. 2 Reisende, Economy

UNSER TIPP
Für diese Strecke sind nicht genügend Daten verfügbar.

79 von 291 | ZURÜCKSETZEN

Sortieren
Empfehlung

Preisrechner
Zahlungsart
Sofortüberweisun...

Preise beobachten Erhalte E-Mails mit Preis-Updates und Reisetipps für diesen Trip. AUS

Flüge von Berlin nach Vilhelmina

opodo Jetzt zum günstigen Preis buchen beim Testsieger Opodo **333 €** opodo.de Zum Angebot

333 € 1 Stopp
opodo.de | Gesponsert

DIE BESTEN OPTIONEN

 SAS	14:10 TXL	 ARN	10:35 VHM (+1)	20:25 Std.	
 SAS	6:45 VHM	 ARN	13:30 TXL	6:45 Std.	

323 € tripsta Zum Angebot

Mit Expedia Hotel hinzutufen
324 € Travelstart 326 € SeatGuru 12 weitere

MEHR ERFAHREN

 VisitFinland.com

Vergleiche SWOODOO mit

opodo VERGLEICHEN

Programmatic Advertising – 750+ private Deals

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Specific audience for campaign

Campaign



Couples



Luxury traveler



Family traveler



Frequent traveler



Business traveler



Silver surfer traveler



Weekend traveler

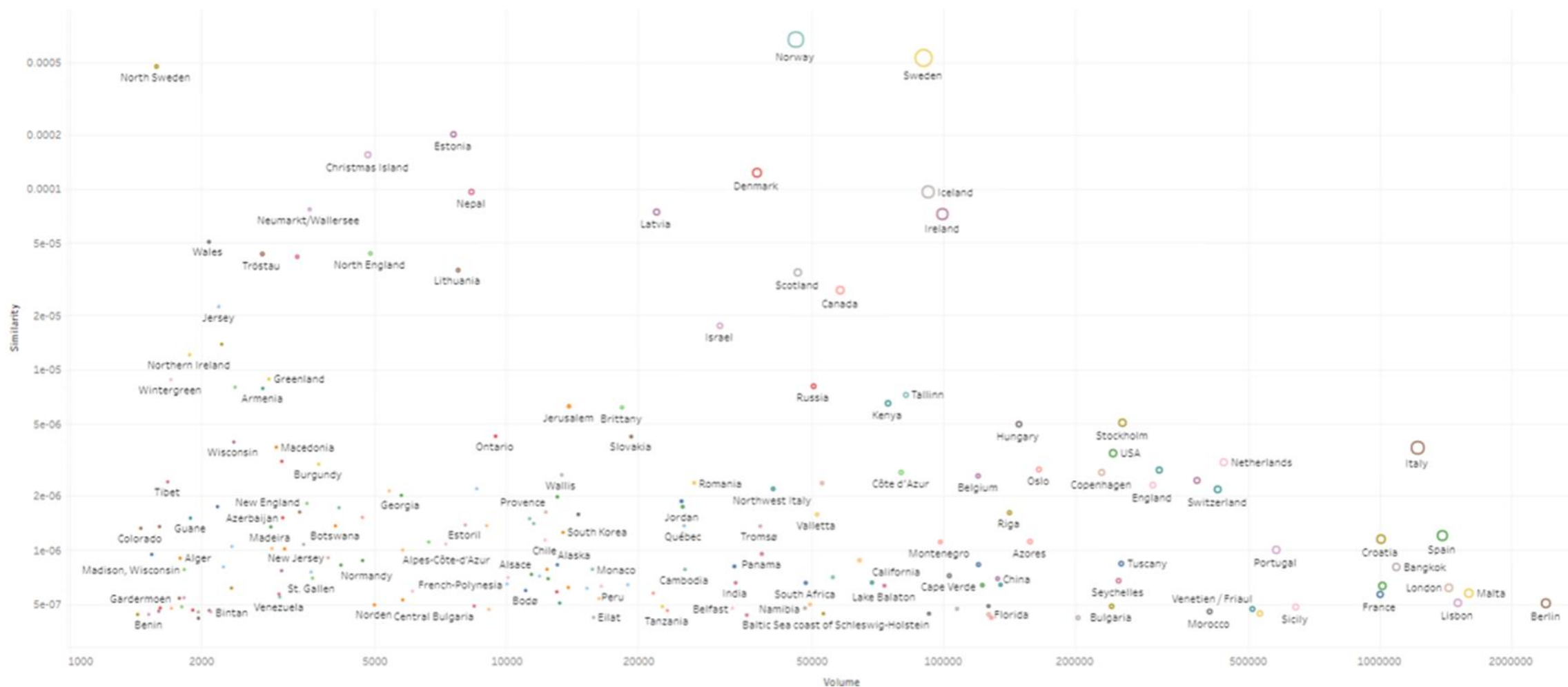


Event traveler



... and many more
custom audiences

Finland – Similar destinations



travel audience Methodology: Conversion of consumers into travelers

Consumer: F89F45EB-302A-445A-B8DD-261446D80217

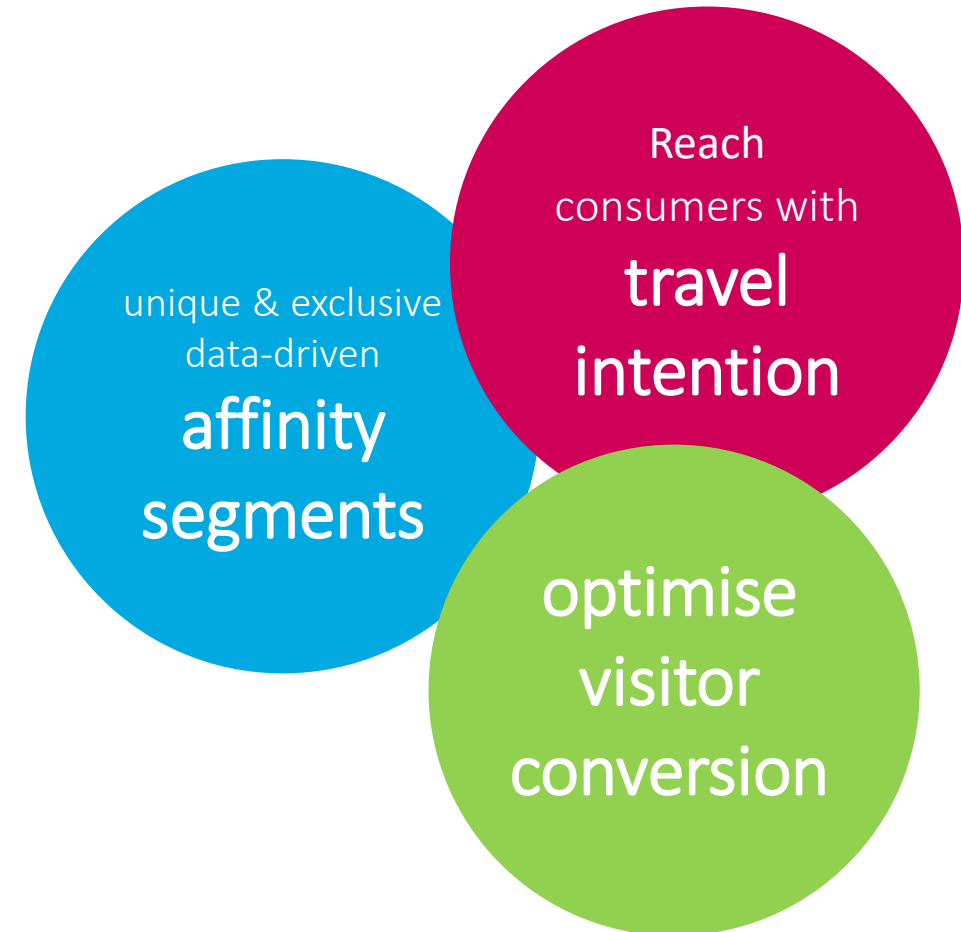
Date of Search	Destination Searched	Website	Action
08.03.2018 21:56	Riga	www.opodo.de	
08.03.2018 21:58	Riga	www.swoodoo.com	Ad Shown
08.03.2018 21:59	Rovaniemi	www.swoodoo.com	
08.03.2018 22:03	Memmingen	www.swoodoo.com	Ad Shown
10.03.2018 20:13	Rovaniemi	www.kiwi.com	Conversion



travel audience Methodology: Conversion of consumers into travelers

Consumer: 6A4EF0DE-57D3-4F11-A10E-0F2DAD03C8C3

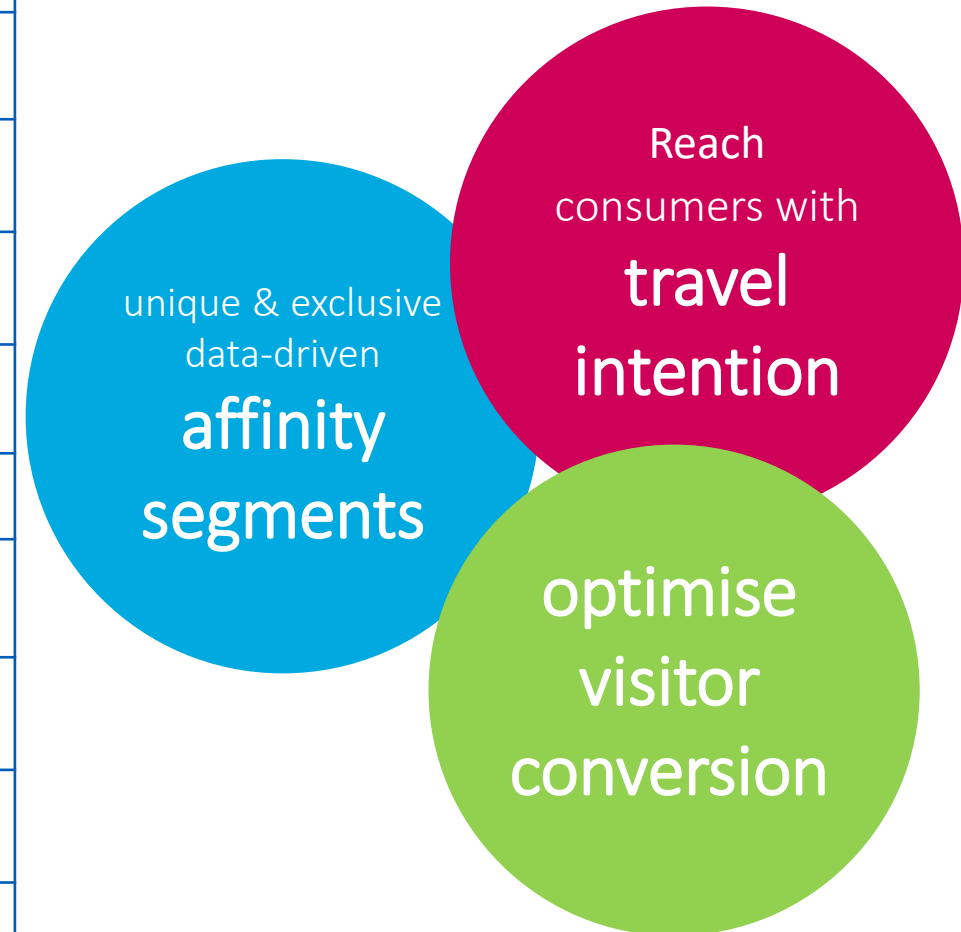
Date of Search	Destination Searched	Website	Action
19.02.2018 19:53	Paris	www.opodo.de	
20.02.2018 11:36	Dubrovnik	www.wetter.sz-online.de/sz/kroatien	
20.02.2018 19:59	Tallinn	www.opodo.de	Ad Shown
20.02.2018 20:13	Berlin	www.opodo.de	
20.02.2018 20:13	Tallinn	www.opodo.de	Ad Shown
20.02.2018 21:57	Dubrovnik	www.opodo.de	Ad Shown
20.02.2018 21:58	Tallinn	www.opodo.de	Ad Shown
23.02.2018 22:55	Paris	www.opodo.de	
23.02.2018 23:00	Berlin	www.fluege.de	Ad Shown
23.02.2018 23:03	Paris	www.opodo.de	
27.02.2018 20:06	Helsinki	www.opodo.de	Conversion



travel audience Methodology: Conversion of consumers into travelers

Consumer: 6A4EF0DE-57D3-4F11-A10E-0F2DAD03C8C3

Date of Search	Destination Searched	Website	Action
19.02.2018 13:17	Thessaloniki	www.pauschal-reise.opodo.de	
21.02.2018 13:09	Corfu	www.pauschal-reise.opodo.de	
21.02.2018 13:11	Ibiza	www.pauschal-reise.opodo.de	
21.02.2018 13:14	Croatia	www.pauschal-reise.opodo.de	Ad Shown
21.02.2018 13:16	Malta	www.pauschal-reise.opodo.de	Ad Shown
23.02.2018 13:42	Rhodes	www.pauschal-reise.opodo.de	
23.02.2018 13:47	Mallorca	www.pauschal-reise.opodo.de	
24.02.2018 08:51	Malta	www.pauschal-reise.opodo.de	Ad Shown
01.03.2018 16:02	Mallorca	www.pauschal-reise.opodo.de	Ad Shown
02.03.2018 17:27	Turku	www.pauschal-reise.opodo.de	Conversion



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So what?

- **87%** of people decide where to travel on internet: be there or you miss your opportunity to inspire them;
- People consider **12** destinations: advertise to be top of mind;
- People browse **38** different websites on average: work with a partner who covers them all;
- More than **100** DMOs invest at least **1**M Eur on online marketing by 2020

A large commercial airplane is shown from a low angle, positioned on a runway. The aircraft's white fuselage, windows, and blue-tinted engine are prominent. The runway stretches into the distance under a dramatic sky with orange and pink clouds. A large blue circle is overlaid on the right side of the image.

Kiitos!