

MEDIA UPDATE per 10.5.2022

EUROPE WEST (UK, Germany, Sweden)

General overview about travel/tourism

- **Neutral sentiment.** The main theme amongst UK travel media is how some UK airports are still continuing to struggle to cope with the increasing numbers of people travelling.
- The Russian invasion of Ukraine and persistently high inflation have so far not affected Germans' travel bookings. Demand for holiday travel remains high. After two years of the Corona pandemic, Germans finally want to travel again.

Media coverage surrounding travel to Finland

- Media concentrates almost only on the possible membership of Finland to NATO. There is still no coverage revolving around the impact on travel to Northern Europe.
- Most mentions in Swedish press regarding Finland has been in a Hockey world cup context or debates regarding the Nato question.

EUROPE SOUTH (France, Italy, Spain)

General overview about travel/tourism

- Some media echoed the news about the possibility of Finland entering the decisive phase of its possible entry into NATO with possible consequences.
- In Italy the Green Report states that the war and the pandemic represents an opportunity to transform and build a new global tourism industry: more sustainable, more resilient and more responsible

Media coverage surrounding travel to Finland

- There are no articles indicating that travelling to Finland is dangerous at the moment.
- Some media echoed the news about the possibility of Finland entering the decisive phase of its possible entry into NATO with possible consequences.

ASIA

General overview about travel/tourism

- **Neutral sentiment.** Travel media in China continues to focus on domestic destinations. Summer travel and water activities are expected to attract media attention as summer vacation starts this month.
- Japanese are beginning to travel overseas, tours are booked steadily from after Golden Week to summer.
- Finland was mentioned only in few articles about visiting "a dream destination" and most futuristic library Oodi.

USA

General overview about travel/tourism

- Summer travel plans to Europe continues to be a popular topic in the U.S. media.
- In terms of trip cancellations in relation to the Russia/Ukraine conflict, the second TravelPulse article cites a survey done by Global Rescue, a leading provider in risk management services, which found that "the majority of all of the world's international trip-takers (89 percent) aren't altering their travel plans because of the ongoing disaster in Ukraine." However, the article also notes that "42 percent of survey respondents said they'd canceled or postponed a trip to Russia, Ukraine or other Eastern European countries." Additionally, "one-third (36 percent) of participants also said the war caused them to cancel or postpone their travels to other European destinations."

Media coverage surrounding travel to Finland

- The U.S. media outlets have not shared any negative news surrounding traveling specifically to Finland in the past week.