



Spain Market Report
May 2019

Visit Finland Country Representative

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Semiannual Report – SPAIN

Winter season 2018-19 and outlook for summer 2019

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Factors affecting the results of the winter season 2018-19

Reasons for the increase/decrease in overall outbound travelling from your market?

Economic situation, security situation

- Spanish economy grew by 0,7% between January and March. This is mainly due to the upturn in business investment, the recovery of the industry and the sustained progress in construction.
- GDP Growth Expected of the Spanish economy is been revised down by the EU up to 2,1% in 2019.
- Unemployment rate rose slightly from 14,45% to 14,7% in the first quarter. Forecast for this year is that unemployment rate will fall 1.5 points in annual average, up to 13.8%: the lowest rate since 2018.
- The Socialist Party (PSOE) of Prime Minister Pedro Sánchez won the Spanish general election on Sunday, 28 of April. After the first round the Socialists fall short on having enough seats to govern alone which, however, is most probably their intention.
- The municipal, regional and European elections will be held on May 26th.

Factors affecting the results of the winter season 2018-19

Reasons for the increase/decrease in overall outbound travelling from your market?

Other (for example holiday periods/timing, possible new traveller segments)

- This year "Semana Santa", the Easter holiday week, falls on April which might affect the numbers of the first quarter.
- Traveler Segments Winter Season:
 - Spanish are interested in winter & Lapland, reasons to visit Finland, best things to do in Finland, food and Finnish culture, Helsinki.
 - Most important traveler segment in winter are families with children and main interest are culture, gastro, shopping and nature.
- Areas (vs. Winter 2017-2018)
 - The number of visitors in the whole country decreased (-12,7%) in the first quarter 2019. The biggest drop can be seen in March compared to the same month in 2018. In 2018 Easter holidays started already in March, while this year Easter was celebrated in late April which certainly has an impact on outbound travel as well. So after all, this March was still the second best when we compare the overnights of Spanish visitors during the past five years.
 - Helsinki Metropolitan Area, Lapland and Lakeland stayed below last year's level.
 - Coast and Archipelago area increased in number of visitors (26,6%) in the first quarter.

Factors affecting the results of the winter season 2018-19

Reasons for the increase/decrease in travelling to Finland?

Changes in demand

- Lapland Area, specially Rovaniemi, Inari (Saariselkä) and Salla, experienced an important growth in demand: +14% versus same period previous year.
- Winter 2018: 9th in country rankings with a 3% share of foreign overnights

Finland's image as a travel destination

- UN World Happiness Report ranked Finland once again as the happiest country in the world 2019.
- Growing interest towards Nordic countries - Finland stronger on winter travel, Norway clear winner for the summer

Changes in distribution

- Helsinki Metropolitan Area, Lapland and Lakeland decreased from last year's level
- Coast and Archipelago area increased in number of visitors (26,6%) in the first quarter.

Changes in accessibility

- During the winter months, seat capacity from **Spain to Finland** (direct flights) increased by **30%**.
 - Mainly increases in destinations that are popular among Finnish winter travelers visiting Spain, but also capacity between BCN-HEL increased (Norwegian & Vueling).

Factors affecting the results of the winter season 2018-19

Reasons for the increase/decrease in travelling to Finland?

Products that have been attractive

- Lapland & Santa Claus
- Helsinki as an stop over

Regions that have been attractive

- Coast and Archipelago: increased by 26,6%
- In the Helsinki Area, Tampere and Porvoo grew in interest for the Spanish visitors.

Campaigns, joint promotions results

- Media Campaigns focusing mainly in Lapland Area (Radio & Press)

Outlook for the summer season 2019

The overall outlook of travelling to Finland for the coming summer?

Increase/decrease and reasons for the increase/decrease

- Seat capacity from Madrid is decreasing for the coming summer (-9,4%) which might imply increases in ticket prices and this might have a negative impact on summer travel to Finland.
Norwegian stopped flying from Madrid to Helsinki in the summer season; only airline flying from Madrid non-stop is Finnair
- There is a threat that the prices of Finnair tickets to fly to Finland from Madrid will not be competitive and therefore the increase the price of tourist packages could drive the demand to another Nordic countries.

New summer products

- Lapland as a summer destination
- Lakeland : "The Land of the thousand lakes" –Fly & Drive, cabins.
- Based on the travel trends for the Spanish market, themes to be developed are: natural luxury, vibrant cities & design & Finnish lifestyle

New sales channels

- Niche Luxury Tour Operators.
- Online Travel Agencies
- Meetings, Incentives, Coventions & Exhibitions specialized travel agencies.

Outlook for the summer season 2019

The overall outlook of travelling to Finland for the coming summer?

What are the trends for the summer 2019?

- More than 40% of Spaniards consider that traveling is their main priority over savings, an option that only 32% of surveyed have chosen, according to the conclusions of the TravelISDIgital study of the ISDI business school.
- Conscious and slow travel
- Out of radar destinations
- City breaks
- Solo travel
- Learning trips

Which are the traveler segments?

- Families with children
- Comfort & authentic lifestyle seekers
- Nature wonder hunters
- City Breakers

Outlook for the winter season 2019-20

Ad hoc marketing opportunities

- TO cooperation, joint promotions, crossover, events, PR, social media
- Continue working with our trade partners doing more emphasis on Finland as a sustainable destination.
- Finrelax – Turning Finland into a top country of wellbeing tourism
- Finland's strengths – clean nature, original culture, an environment that supports wellbeing, and a functioning infrastructure – must be made visible to customers.
- Marketing activities and opportunities based on the Roadmap for Growth and Renewal in Finnish Tourism for 2015–2025.

Prospects for the autumn/winter season 2019-20

The overall outlook of travelling to Finland?

What trends should be considered in product development to increase the demand in the autumn/winter time?

- Continuing with existing trends but through the lens of "responsible travelling"
- Promoting other regions that are not typical in the Spanish market

Which present target groups should be considered to increase the demand?

- Comfort & lifestyle seekers (culture, gastro...etc)
- Families with children
- Sports enthusiast
- Nature wonders

Which new target groups should be considered to increase the demand?

- "Bleisure" segment; mix of travel for business and pleasure
- MICE –Business travelers
- DINK- Double income, no kids
- Education: schools, universities

Theme check: Sustainability, digitalization and year-round tourism

Visit Finland strategic cross-cutting themes are sustainability, digitalization and year-round tourism.

What kind of demand or potential of these themes you find in the market you represent ? (Products, target groups)

- We are mainly focusing on develop **all year-round** tourism strengthen the cooperation with the tour operators expanding the range of products that they can offer to their clients.
- **Sustainability** is gaining more and more importance among Spanish travelers. Visit Finland in Spain core message for the market goes through explaining all the different actions we are taking and also Encouraging tourism companies to consider environmental and cultural responsibility in the development of their business.
- **Main Themes** on our marketing communications:
 - Natural Luxury
 - Design & Lifestyle
 - Vibrant Cities

Trends and other relevant travel related topics

Trends

Any new travel trends on your market? What's hot now on your market (BtoC and/or BtoB)

- **Food lovers:** travellers willing to experience local cuisine and local culture around food theme
- **Educational Travel:** learning is considered one of the main motivations of Spaniards. 63% of potential travelers say that travel has prepared them better for life, so in 2019 there will be a rebound of people who want to learn something new while traveling
- **Live like a local:** great success of latest Visit Finland campaign: "Rent a Finn" in the Spanish market.

New distribution channels

Your suggestion on how to develop business with them: what needs to be done?

- Develop cooperation with **niche and specialized TO:** luxury travel, educational trips,, etc.
- Reinforce the collaboration with our **existing partners** helping to expand their actual product portfolio.

Trends and other relevant travel related topics

Competitors' actions

Which countries have been active, where have you seen their promotion, what was the main message/content of the communication, competitors' new products or activities with tour operators/sales channels

- Most active Nordic country in Spain is Norway, focusing on all year round travel strategy, through different themes: wonders of nature, gastro...etc.
- Island is promoting nature mainly; fly & drive affordable packages.

Trends and other relevant travel related topics

Free word

Something else that you would like to say to the Finnish travel trade

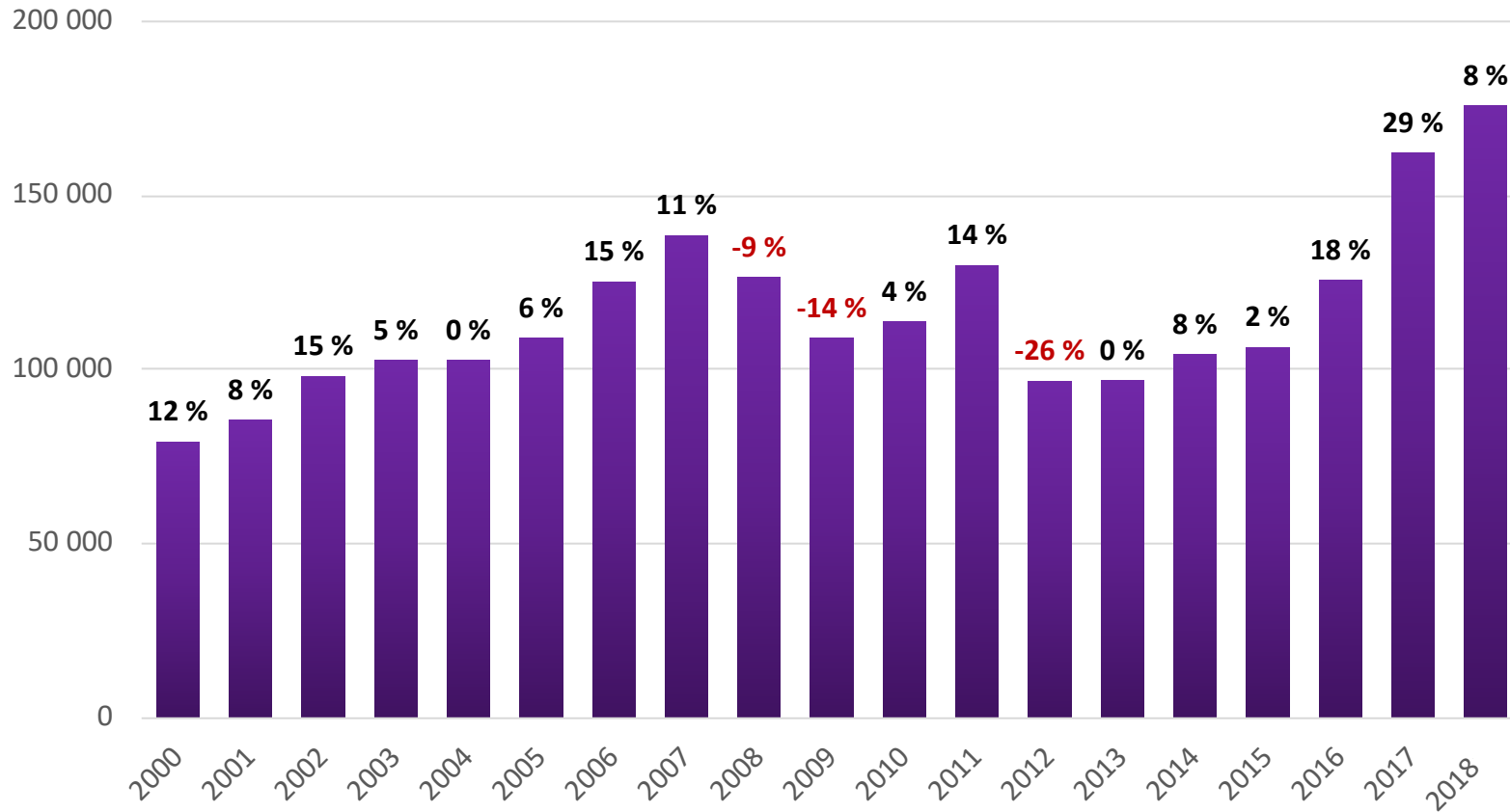
- Need to empower our message as Finland to be considered amongst top travel destination in the world for sustainable travel
- The goal is for Finland to be the number-one tourist destination in Northern Europe in 2025 according to the Roadmap for Growth and Renewal in Finnish Tourism for 2015–2025: Ministry of Economy Affairs and Employment of Finland
- Taking advantage of the opportunity to promote cities in Finland such as Helsinki, Tampere, Turku...etc as vibrant cities around different themes:
 - Design & Architecture
 - Local and creative food
 - Urban culture: from urban saunas to cultural events and exhibitions

Spain – Market Review



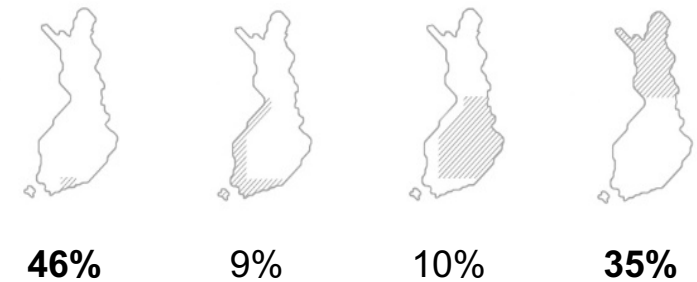
Visit Finland

Spanish overnights in Finland



Year 2018
12th in country rankings
 with a **3% share** of foreign overnights
 Average change 2000-2018: **+6%**
 Change 2018 compared to 2000: **+121%**

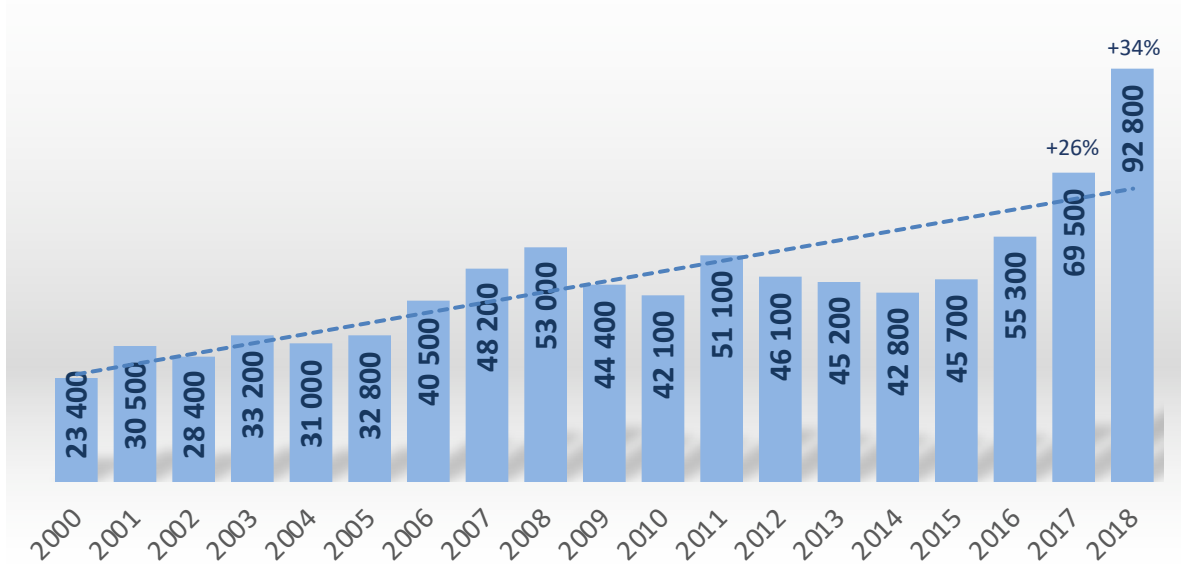
Share of overnights by regions 2018





Winter and Summer 2018

Registered overnights in winter season (Nov-Apr)
by Spanish visitors

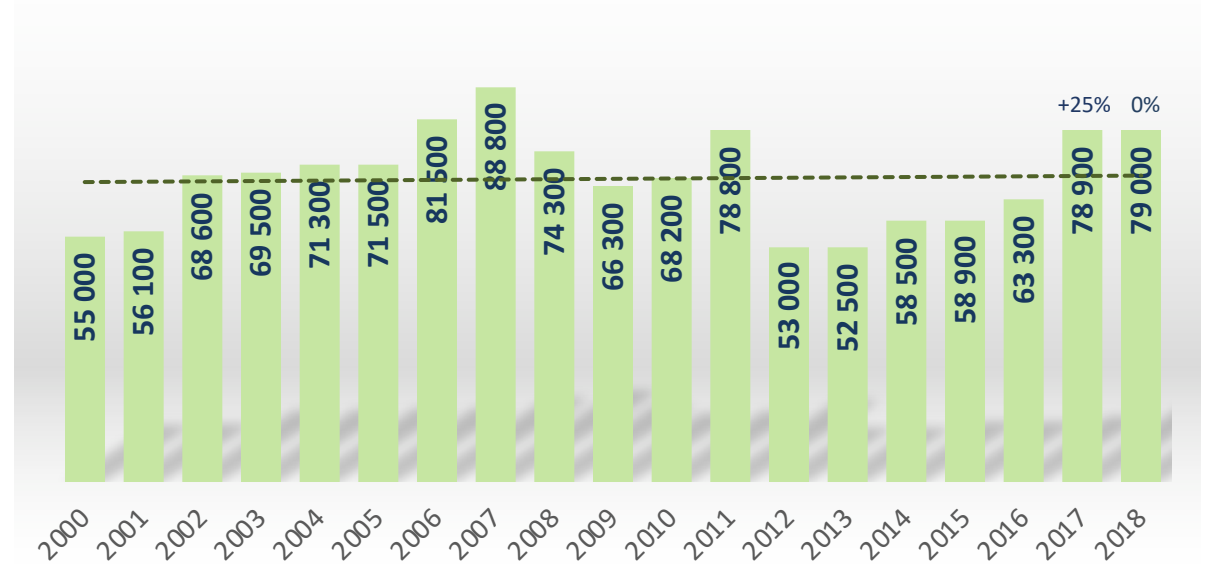


Winter 2018: **9th** in country rankings
with a **3%** share of foreign overnights

Average change 2000-2018: **+9%**

Change 2018 compared to 2000: **+297%**

Registered overnights in summer season (May-Oct)
by Spanish visitors



Summer 2018: **14th** in country rankings
with a **2%** share of foreign overnights

Average change 2000-2018: **+3%**

Change 2018 compared to 2000: **+44%**

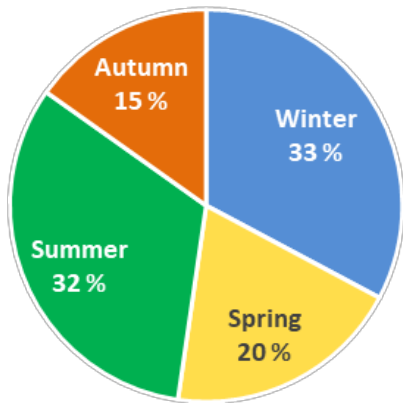


Seasonal overnights in 2018

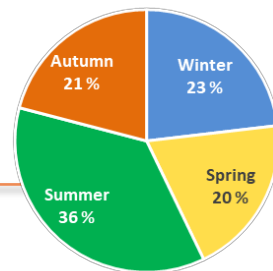
<u>Whole Finland</u>	No. of Spanish overnights				Seasonal YtoY change		
	2016	2017	2018	2019	2017 vs. 2016	2018 vs. 2017	2019 vs. 2018
Winter (Dec-Feb)	31 900	41 100	56 100	59 700	+29%	+36%	+6%
Spring (Mar-May)	23 200	28 800	33 400		+24%	+16%	
Summer (Jun-Aug)	45 100	53 300	55 700		+18%	+5%	
Autumn (Sep-Nov)	19 500	28 900	26 100		+48%	-9%	

Spanish overnights in Finland by season in 2018

WHOLE COUNTRY 2018



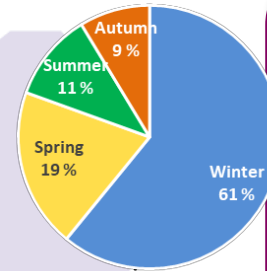
COAST AND ARCHIPELAGO 2018



Coast & Archipelago

Winter 2018:	3 900	(+18%)
Spring 2018:	3 300	(+2%)
Summer 2018:	6 100	(+20%)
Autumn 2018:	3 500	(+9%)
Winter 2019:	4 000	(+1%)

LAPLAND 2018



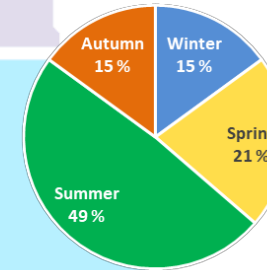
Importance growing:

- Rovaniemi
- Inari (Saariselkä)
- Salla

Lapland

Winter 2018:	34 500	(+33%)
Spring 2018:	11 100	(+45%)
Summer 2018:	6 100	(+5%)
Autumn 2018:	4 900	(+4%)
Winter 2019:	40 000	(+16%)

LAKELAND 2018



Lakeland

Winter 2018:	2 700	(+47%)
Spring 2018:	3 800	(+11%)
Summer 2018:	8 700	(-14%)
Autumn 2018:	2 700	(-17%)
Winter 2019:	2 100	(-20%)

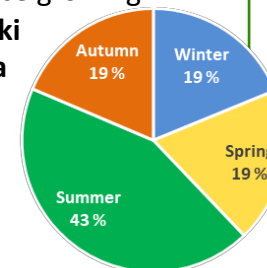
Importance growing:

- Tampere

Importance growing:

- Porvoo

HELSINKI REGION 2018



Importance growing:

- Helsinki
- Vantaa

Helsinki area

Winter 2018:	15 000	(+50%)
Spring 2018:	15 200	(+5%)
Summer 2018:	34 700	(+8%)
Autumn 2018:	15 000	(-15%)
Winter 2019:	13 500	(-10%)

Trends for seasonal overnights in Finland – Spanish visitors

