

MEDIA UPDATE per 21.6.2022

EUROPE WEST (UK, Germany, Sweden)

General overview about travel/tourism

- Neutral sentiment.
- Travel disruption continues to dominate the headlines in UK and Sweden.
- The current flight disruptions feature also quite prominently in German media. Cancellations of Eurowings and Lufthansa flights, and the lack of staff at airlines and airports have an impact on international travel, and editors are trying to predict whether this will have an effect on Summer holiday travel.

Media coverage surrounding travel to Finland

- There are still a lot of reports on the NATO process.
- Some articles about sustainable breaks in Helsinki were published in UK.

EUROPE SOUTH (France, Italy, Spain)

General overview about travel/tourism

- After two difficult years due to sanitary restrictions, travelers seem more inclined to turn to eco-responsible holidays. The transition towards more environmentally friendly tourism is a reality. Nature excursions, beaches and treks are among the most popular activities.

Media coverage surrounding travel to Finland

- All news coverage on Finland to date has been neutral or positive in tone.
- One article in Italy where Finland's Prime Minister explains the concept of 'sisu': 'When faced with difficulties, we are prepared to suffer for the sake of those who will come after'.
- In France if the situation in Finland continues to make the news, there are nevertheless fewer articles with crisis headlines. The geopolitical situation between Russia and Finland is particularly commented on in France from an economic point of view. The media don't deal with the consequences of the situation on tourism and do not position Finland as a leisure destination for summer. Nevertheless, Finland's security is still not in question and none of the media talks about the danger of going to Finland.

ASIA (China, Japan)

General overview about travel/tourism

- Neutral sentiment.
- Because the border opened up, Japanese travelers are shifting their destinations from domestic to overseas.
- Travel media in China continues to focus mostly on domestic destinations.

USA

General overview about travel/tourism

- Trending topics in the media the past two weeks that relate to traveling to Europe also include affordable European summer destinations, as many Americans who are looking to travel to Europe again are looking to stick to a budget. We also continue to see several articles featuring tips to deal with the travel chaos as tourists flood to Europe.

Media coverage surrounding travel to Finland

- Once again, in the past two weeks, U.S. media outlets have not specifically mentioned anything indicating that traveling to Finland is unsafe right now.
- The U.S. media has continued to feature more general travel coverage surrounding Finland, specifically in relation to the COVID restrictions, and the restrictions continue to change. The AARP and Forbes articles below specifically mention that despite many European countries lifting their COVID restrictions to enter the country, Finland is still only admitting those with proof of full COVID-19 vaccination or a negative test result