

Japan

A Market Review Based on the Visit Finland Visitor Surveys 2016–2018

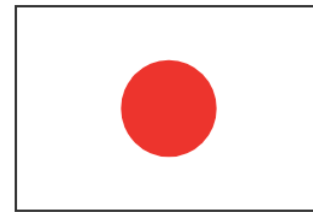


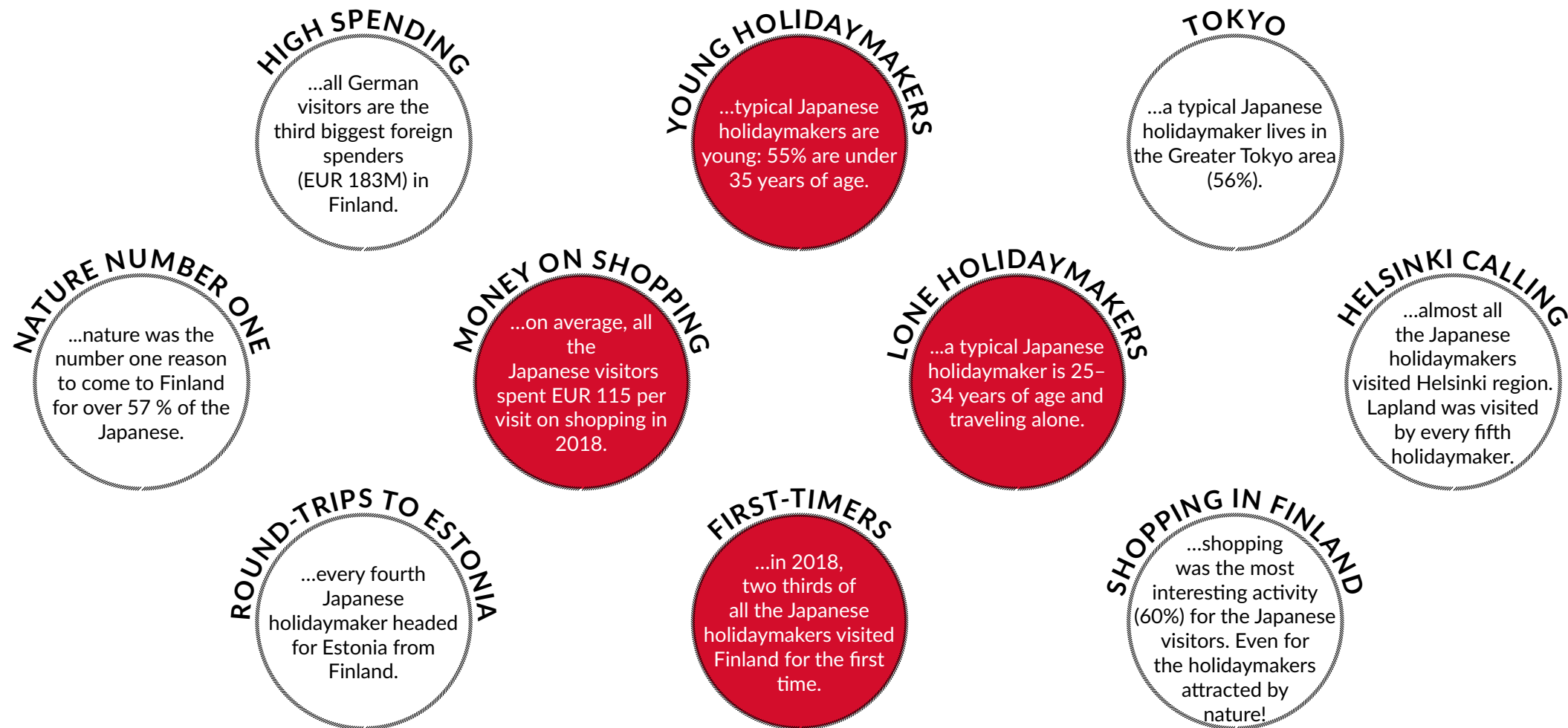
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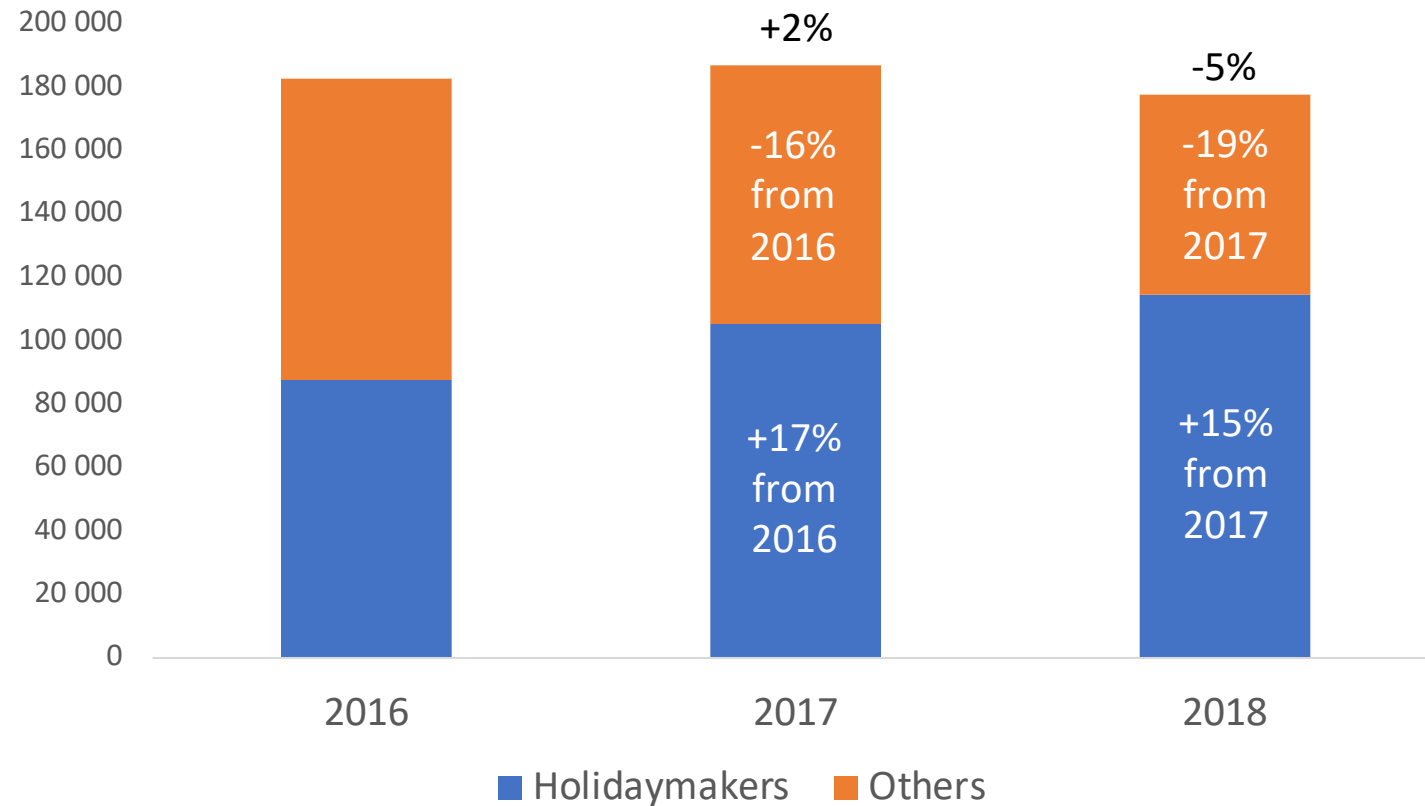
Background of the Review

- The purpose of the review is to examine the Japanese visits to Finland and highlight the possible distinctive features of Japanese visitors compared to other departure countries. The main emphasis is put on the Japanese holidaymakers in Finland.
- This review is based on the Visit Finland Visitor Surveys 2016–2018. The main part of the results presented in this review are derived from the survey of 2018. These surveys were conducted at the ports of Helsinki and Turku, at the airports of Helsinki, Turku, Tampere, Rovaniemi and Kittilä, as well as at the eastern border at Vaalimaa, Nuijamaa, Vainikkala, Imatra and Niirala.
- A total of 178,000 travellers from Japan visited Finland in 2018. Among these travellers 494 interviews were conducted when they were leaving Finland. For a randomised sample of this size, the theoretical sampling error is up to ± 4.4 percentage points (with a 95% probability).
- More information of the methodology can be found on the [Visit Finland Visitor Surveys](#).
- It should be noted that the place of residence is considered here more important than the actual nationality. Therefore, the concept of Japanese travel to Finland may include other nationals residing in Japan. However, for the reasons of simplicity, Japanese travel or Japanese visitors mentioned in this review refer to all people residing in the geographical area of Japan.

Did You Know, for Example, That ...



Number of Trips to Finland 2016–2018

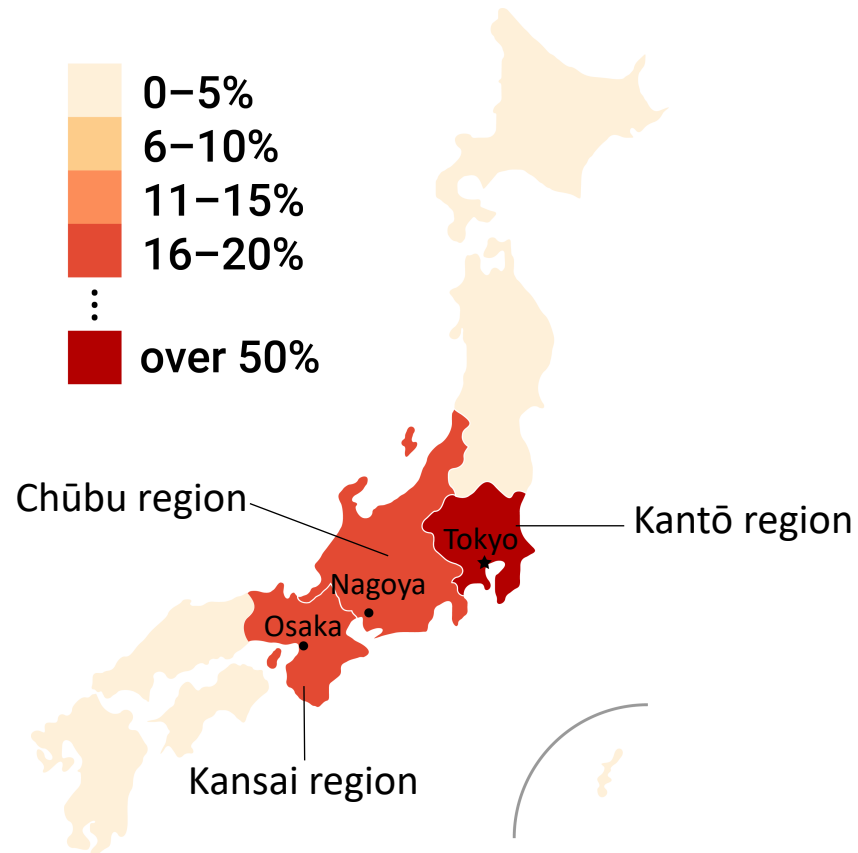


In 2018 the total number of trips from Japan to Finland was approximately 180,000.

The number of holidaymakers has been growing since 2016 even though the total number of trips from Japan to Finland declined five percent in 2018: Holidaymakers took almost two-thirds of all Japanese trips.

Trips made by Japanese composed approximately two percent of all trips to Finland in 2018.

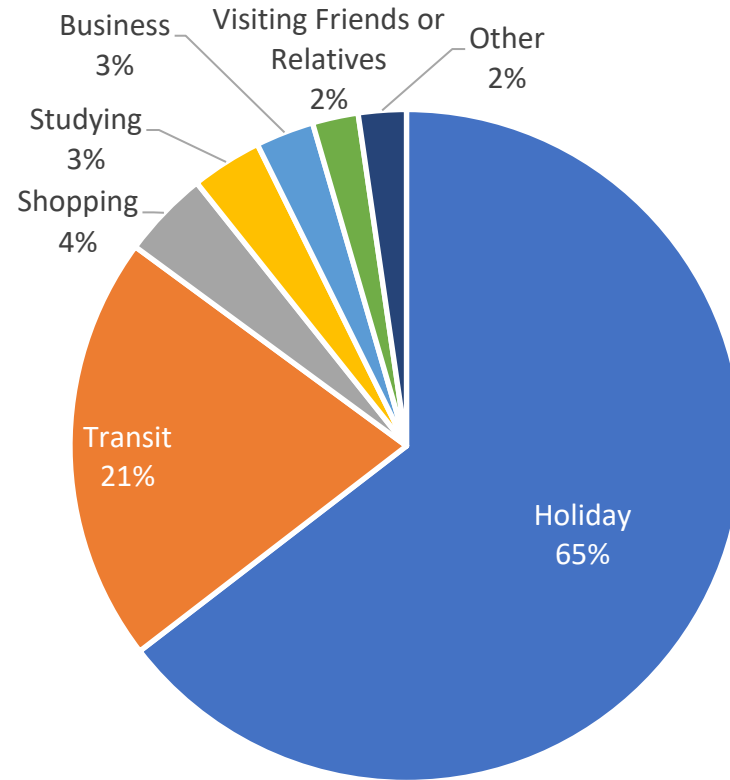
Place of Residence of All Japanese Visitors



Major departure areas from Japan to Finland include Kantō region (50% of all Japanese trips), Chūbu region (18%) and Kansai region (18%).

Nearly 90 percent of the trips from Japan to Finland were made from these areas in 2018.

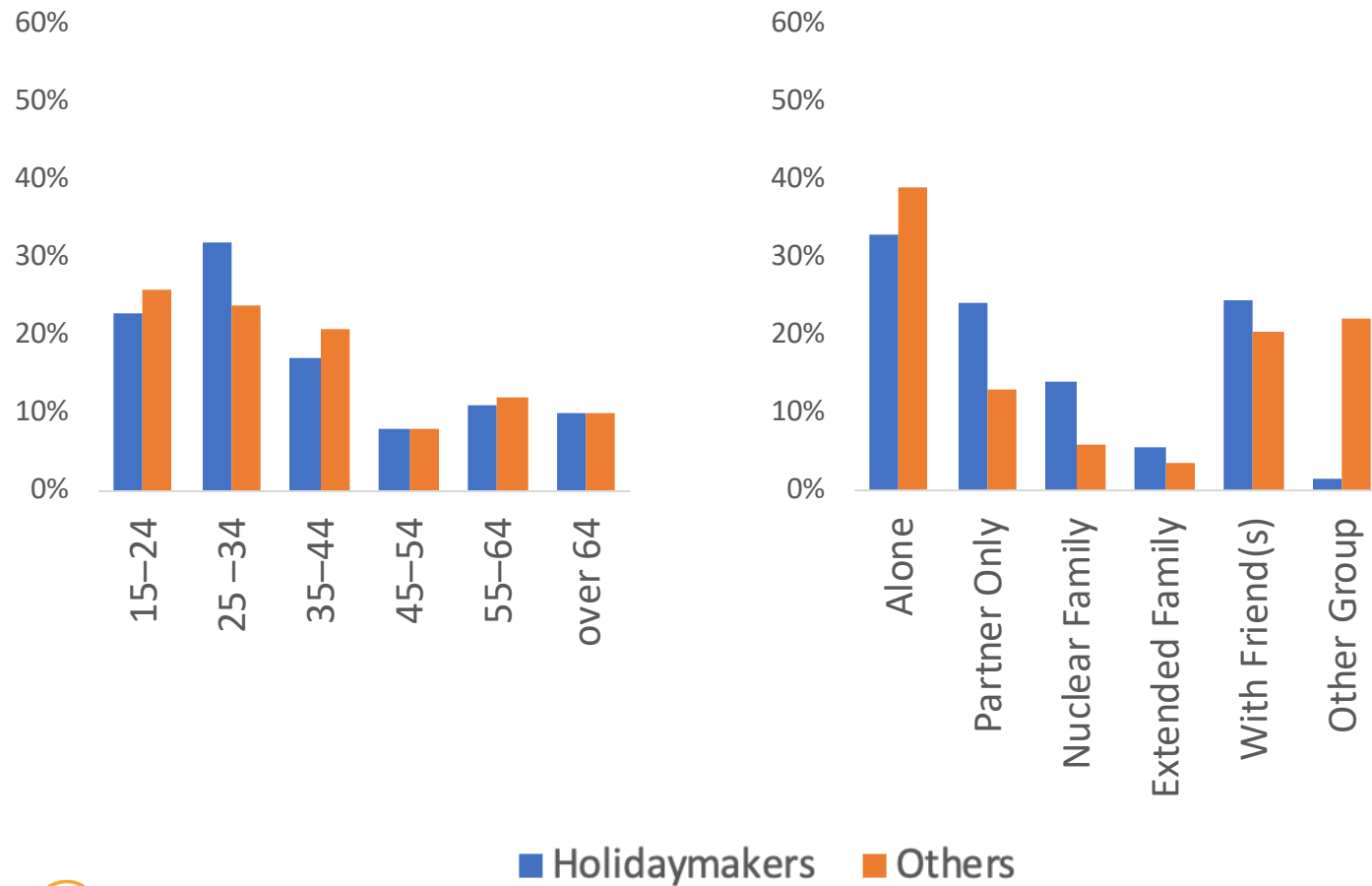
Purpose of the Trip 1/2



Holiday was the main purpose of the trip to Finland for almost two-thirds of the Japanese visitors in 2018.

Every fifth Japanese visitor came here as a transit visitor. For them, Finland is not the main destination of their trip and they simply travel through Finland. Transit visitors may, however, spend time in Finland and even stay overnight before continuing their journey.

Purpose of the Trip 2/2



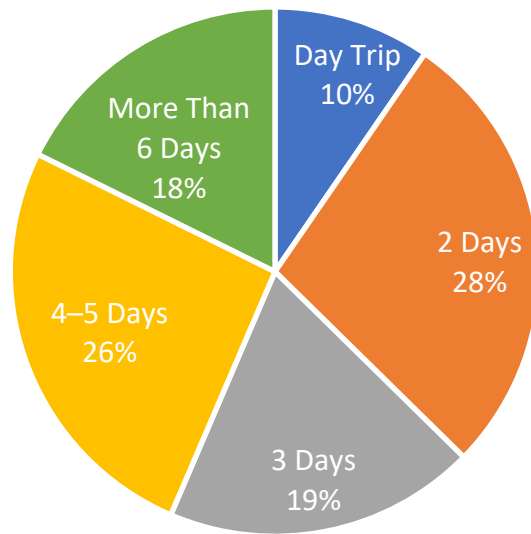
The largest single age group of the Japanese holidaymakers was 25–34.

For the Japanese holidaymakers, it was common to travel alone (33%). In addition, the travel party often consisted of friends (25%) or of partner only(20%).

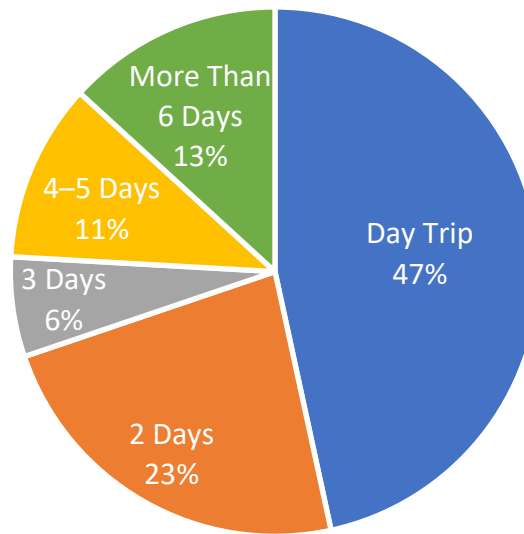
Traveling with friends was more common for the youngest visitors (15–24) and for the oldest visitors (over 64).

Length of Stay

Holidaymakers



Other Visitors

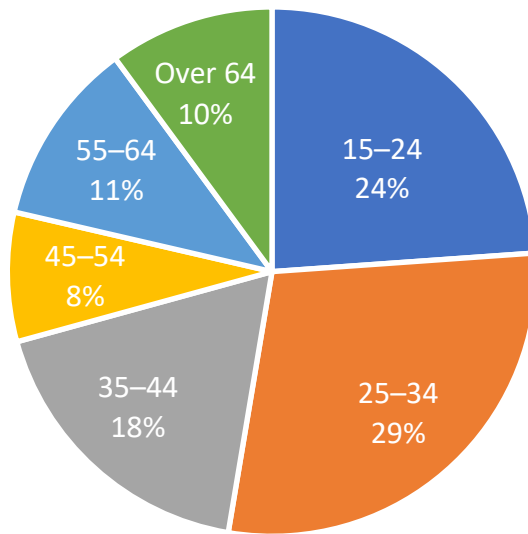


In 2018 the average length of stay for Japanese holidaymakers was 2.7 nights and 3.7 nights for the other visitors. The medians were two nights and one night respectively.

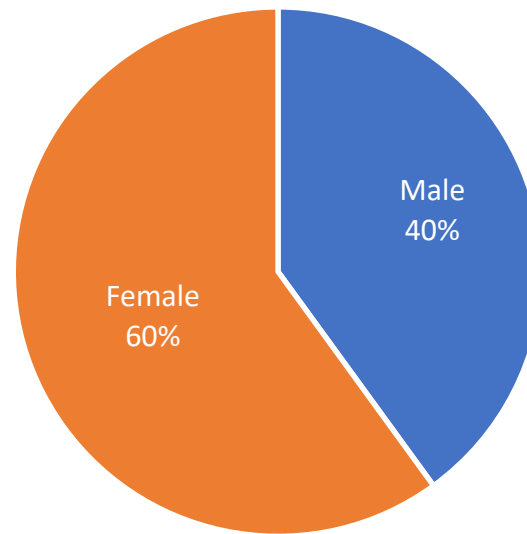
On average the Japanese holidaymakers spent less time in Finland than other holidaymakers. (2.7 vs. 3.9, Russia included).

Demographics of All Japanese Visitors 1/2

Age



Gender

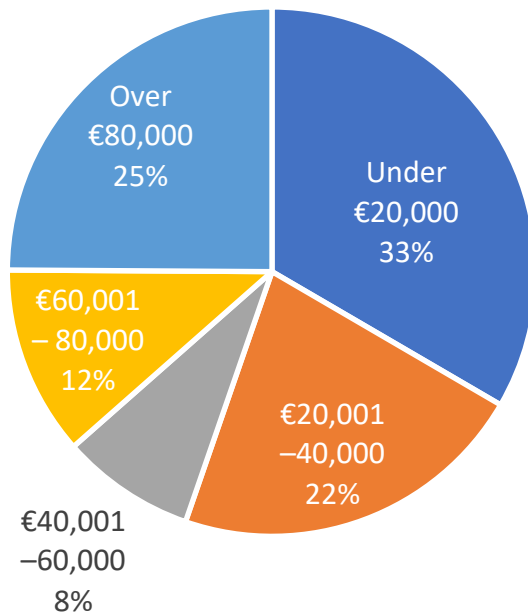


All Japanese visitors were relatively young: over half of them (53%) were under 35 years of age in 2018.

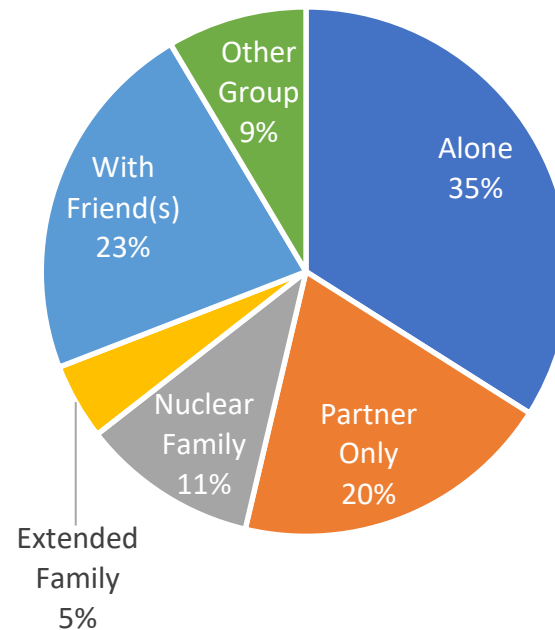
Among all the Japanese visitors there were more women (60%) than men.

Demographics of All Japanese Visitors 2/2

Household income



Travel party

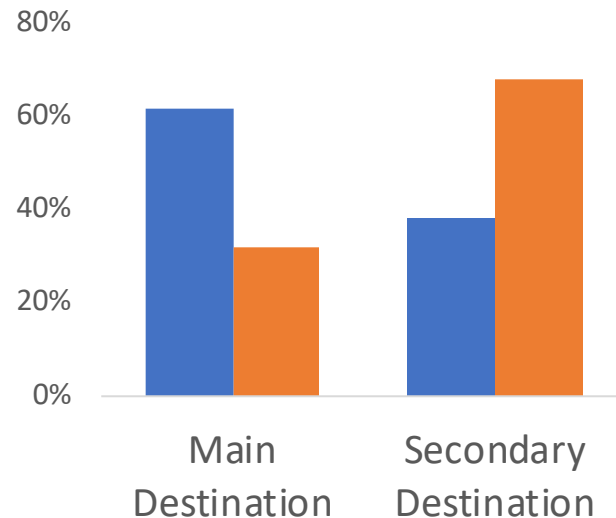


Over half of the Japanese visitors had a yearly household income below EUR 40,000 in 2018. However, every fourth Japanese visitor came from a household where the yearly income was over EUR 80,000.

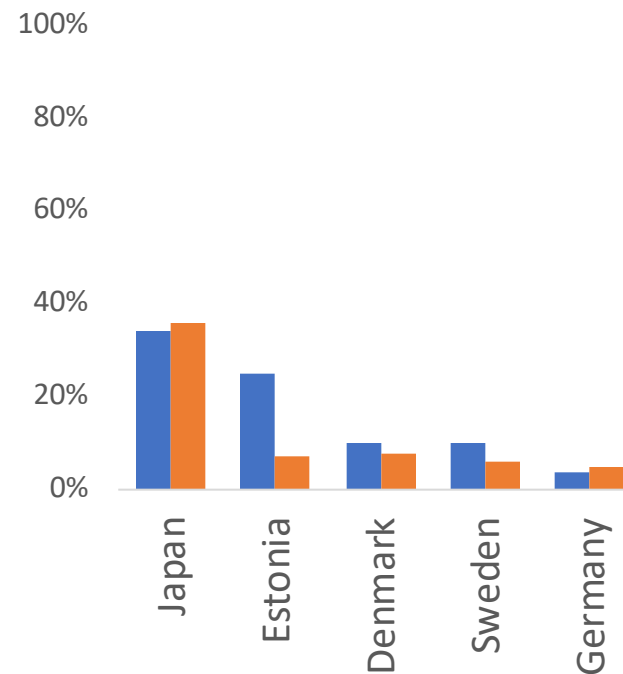
Traveling alone was common for the Japanese visitors—even for the holidaymakers which was not as common for the holidaymakers from other countries.

Finland as the Main Destination

Finland as the Main Destination



Top-5 Destinations When Departing from Finland



■ Holidaymakers ■ Others

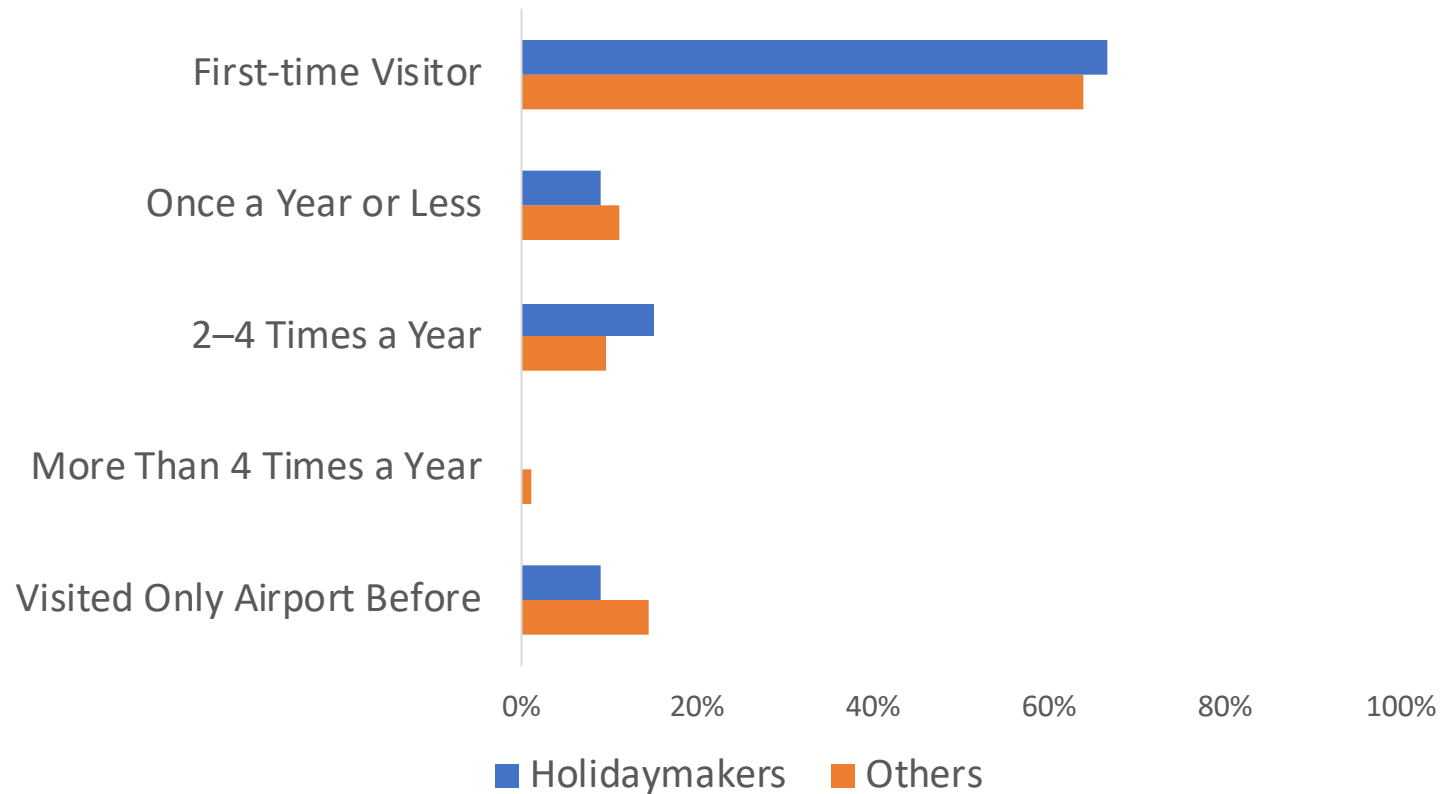
Finland was the main destination for 62 percent of the Japanese holidaymakers, which was less than for others (77%).

Almost two-thirds of the Japanese holidaymakers headed for some other country than Japan when departing from Finland.

Estonia (25%), Denmark (10%) and Sweden (10%) were the most popular destinations for the holidaymakers departing from Finland (Japan excluded).



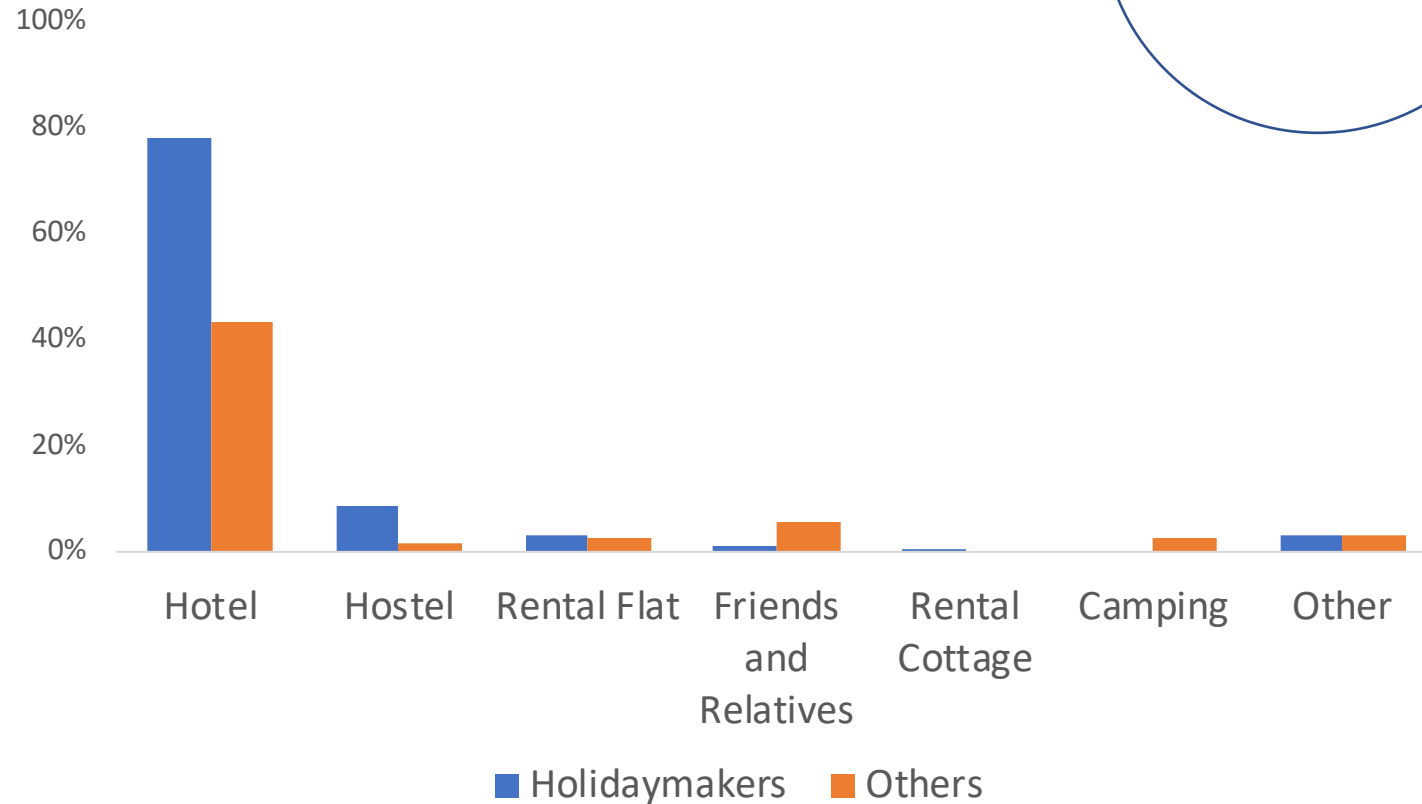
Frequency of Visits to Finland



In 2018, two-thirds of the Japanese holidaymakers (67%) visited Finland for the first time. The holidaymakers from other countries were not as often newcomers (46%).

Every tenth holidaymaker had visited a Finnish airport before coming to Finland in 2018.

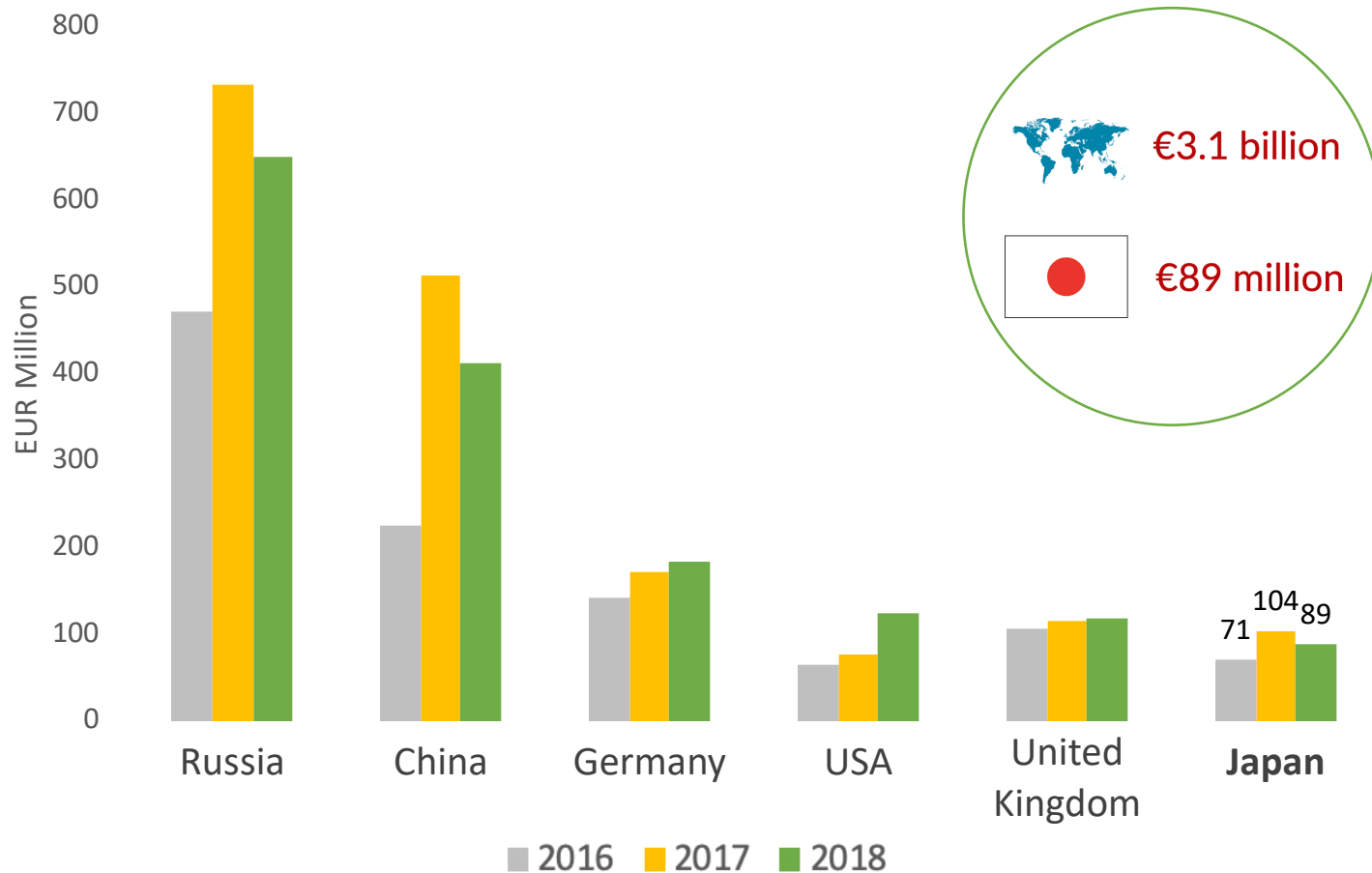
Accommodation



The most popular type of accommodation for a Japanese holidaymaker was hotel (a choice for 78% of all the trips made by holidaymakers). Apart from a hostel, other type of accommodation was seldomly chosen.

Japanese visitors contributed to a total of **0.5 million nights** of which **0.3 million** were nights spent by holidaymakers in 2018.

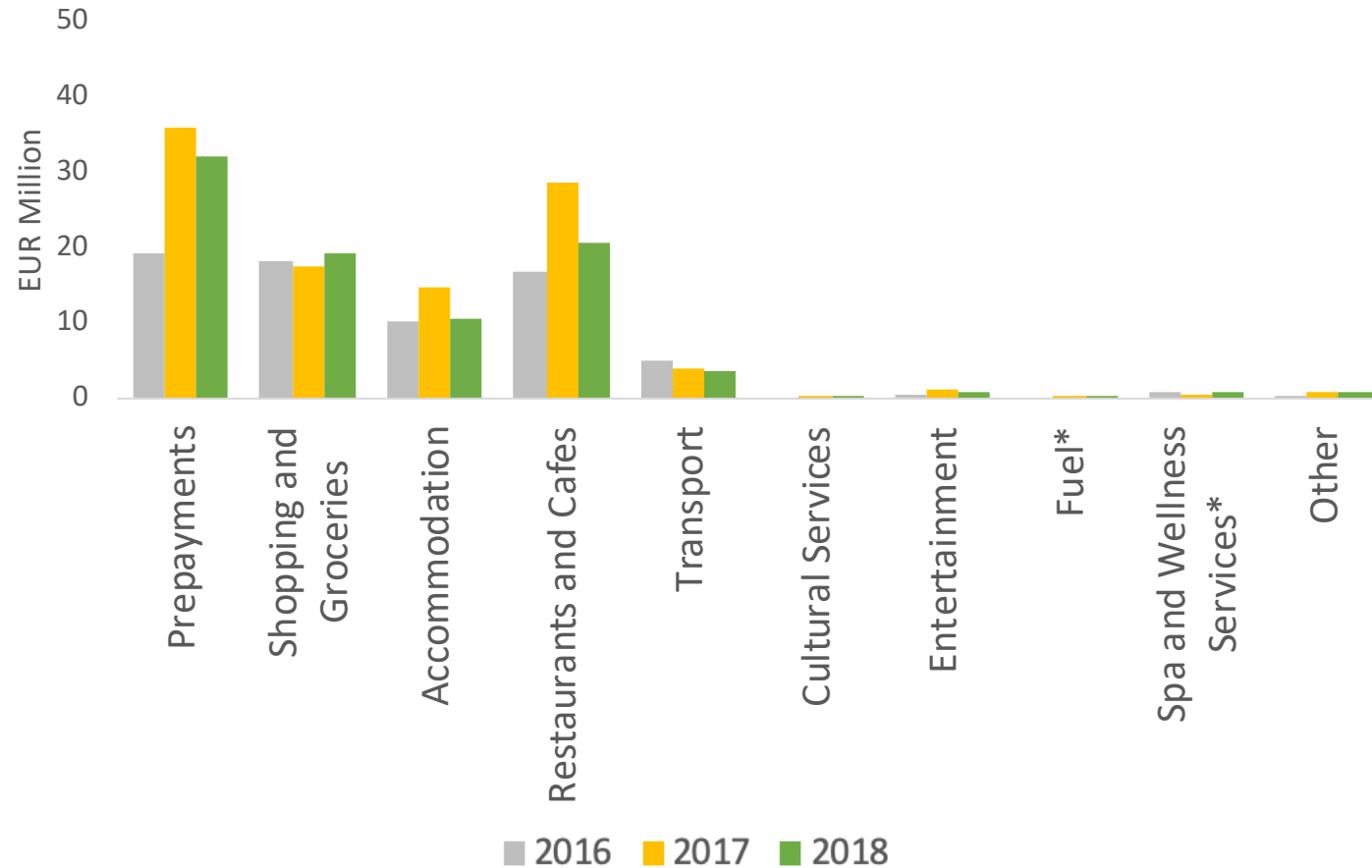
Total Spending in Finland 2016–2018



Japanese visitors spent EUR 89 million in Finland in 2018. The sum was about three percent of the total foreign spending (EUR 3.1 billion) in Finland.

In terms of visitor expenditure, Japanese visitors were the tenth biggest spenders in products and services in Finland.

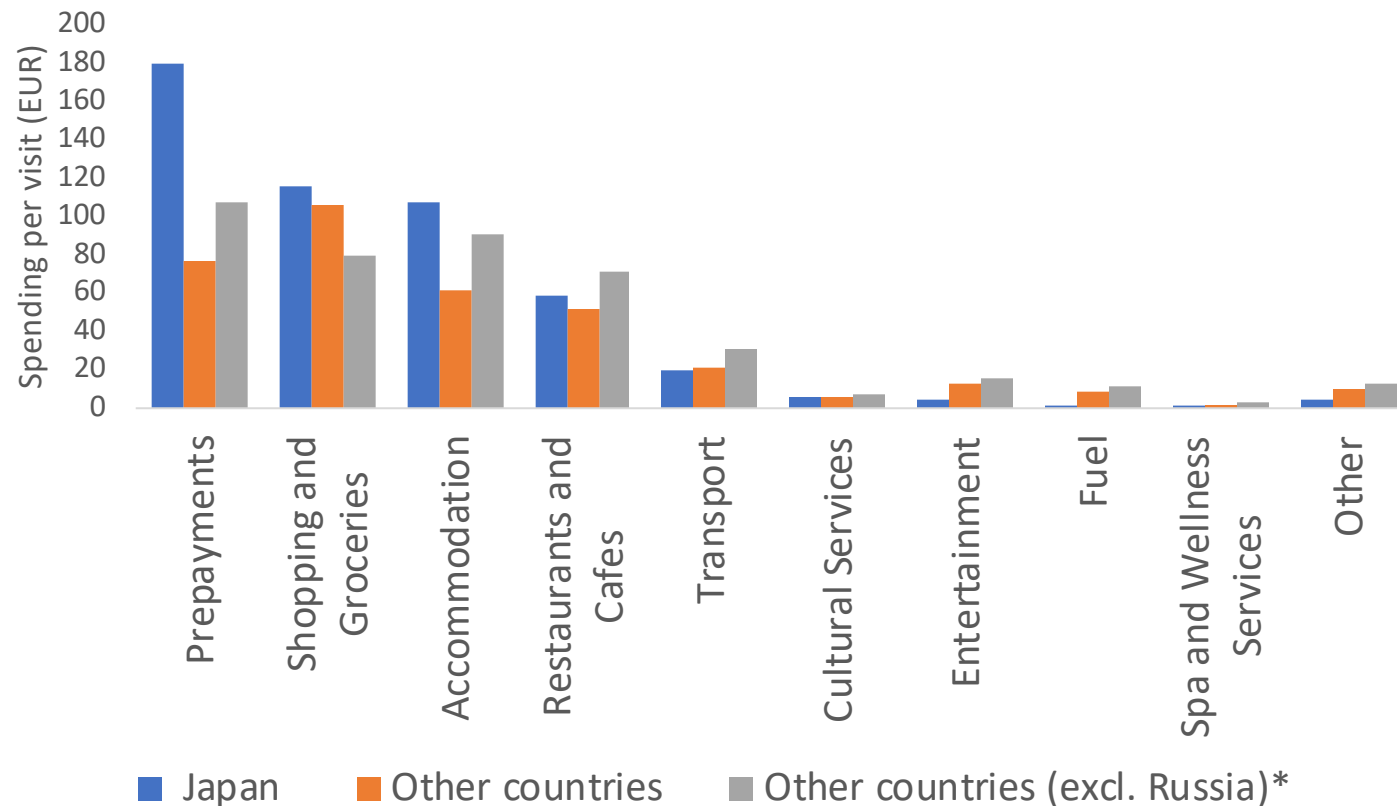
Spending Targets of all Japanese Visitors



Japanese visitors spent the largest amount on prepayments (EUR 32M) and shopping and groceries (EUR 32M) in 2018.

* Fuel and spa & wellness services were added to the survey in 2017. Thus, data from 2016 is not available. The same applies for the following slides, too.

Breakdown of Japanese Spending in 2018



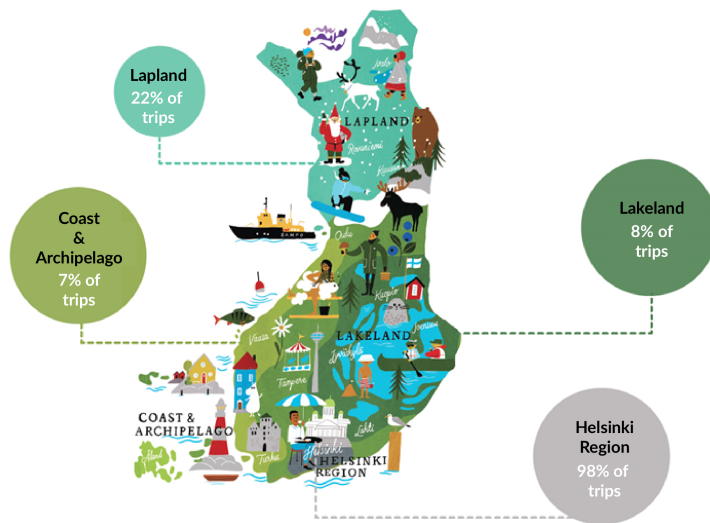
The average spending of all Japanese visitors was EUR 498 per visit in 2018 (others' avg. EUR 351).

On average the Japanese visitors spent more money per visit on prepayments, shopping, groceries and accommodation than the visitors from other countries in 2018.

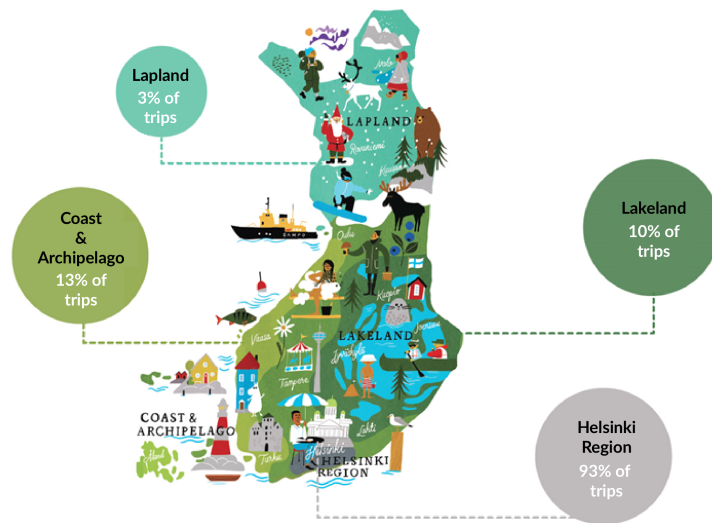
* Russia is excluded here as the huge number of Russian shopping tourists distort the figures of the group 'other countries'.

Destination in Finland

Japanese Holidaymakers



Other Japanese Visitors

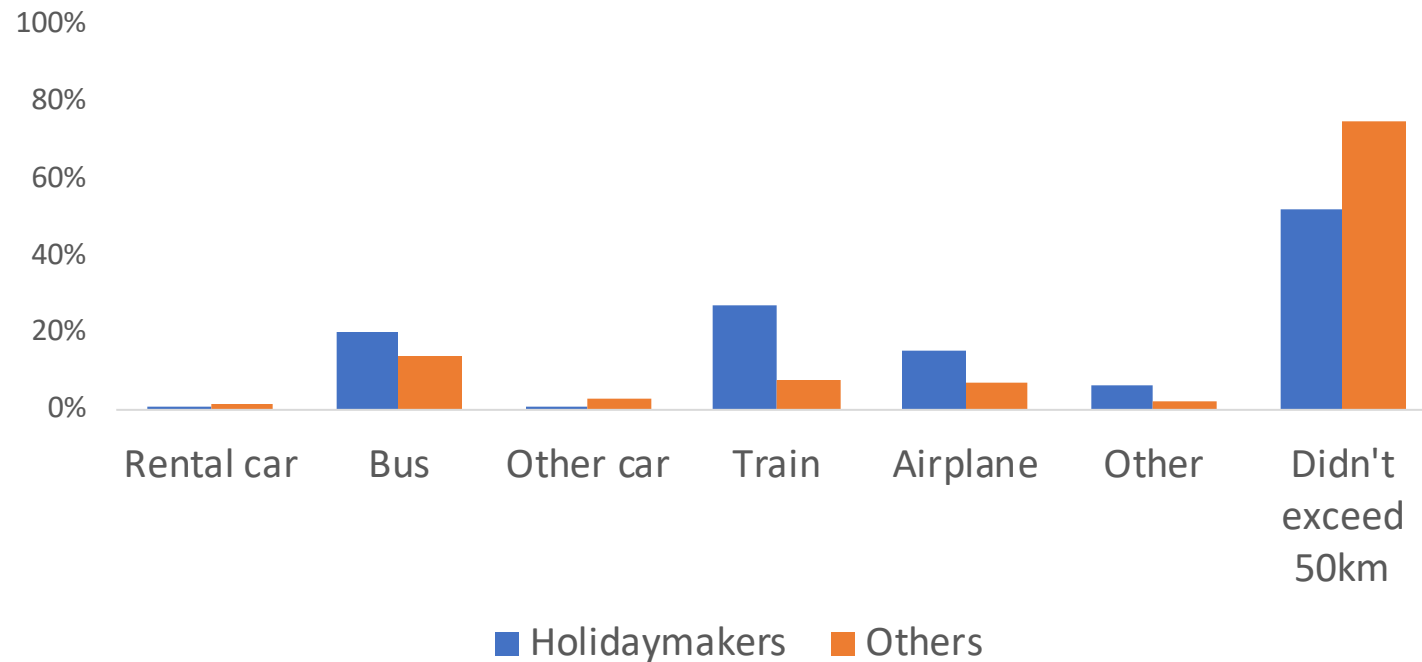


Helsinki region was by far the most popular destination for the Japanese holidaymakers (over 98% of trips).

One fifth of the holidaymakers visited Lapland. Visits to the Coast & Archipelago and Finnish Lakeland were quite rare among the Japanese holidaymakers (7% and 8% respectively).

Methods of Transport

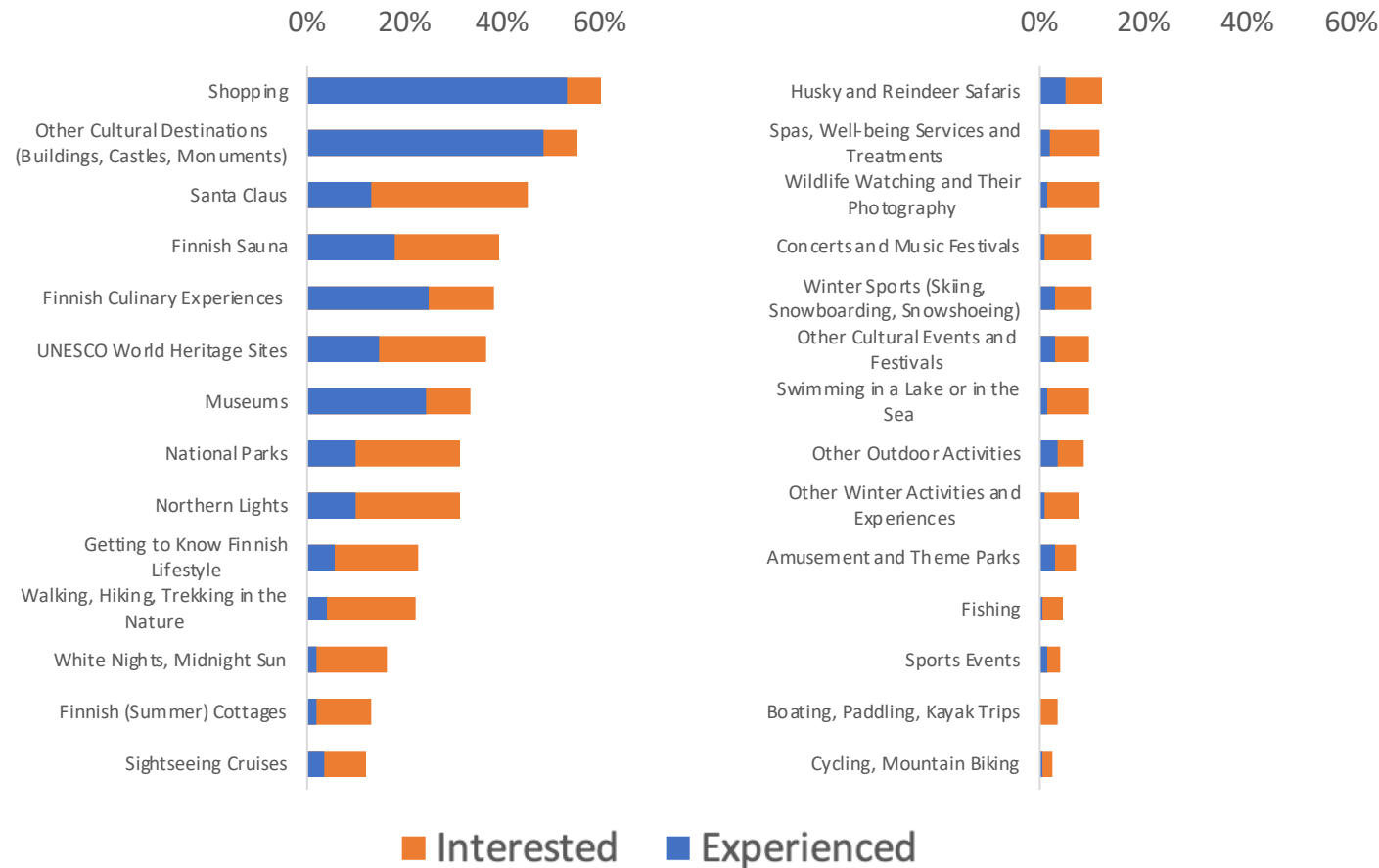
Methods of Transport on Journeys of More Than 50 km in Finland



For Japanese holidaymakers, trains (27%), buses (20%) and airplanes (15%) were the most popular ways of transportation inside Finland.

However, it should be noted that over half (52%) of the Japanese holidaymakers did not travel distances exceeding 50km.

Interest in Activities in Finland (All Japanese Visitors)



Shopping, 'traditional cultural destinations (e.g. monuments)' and Santa Claus were among the most interesting attractions / activities for all Japanese visitors in Finland.

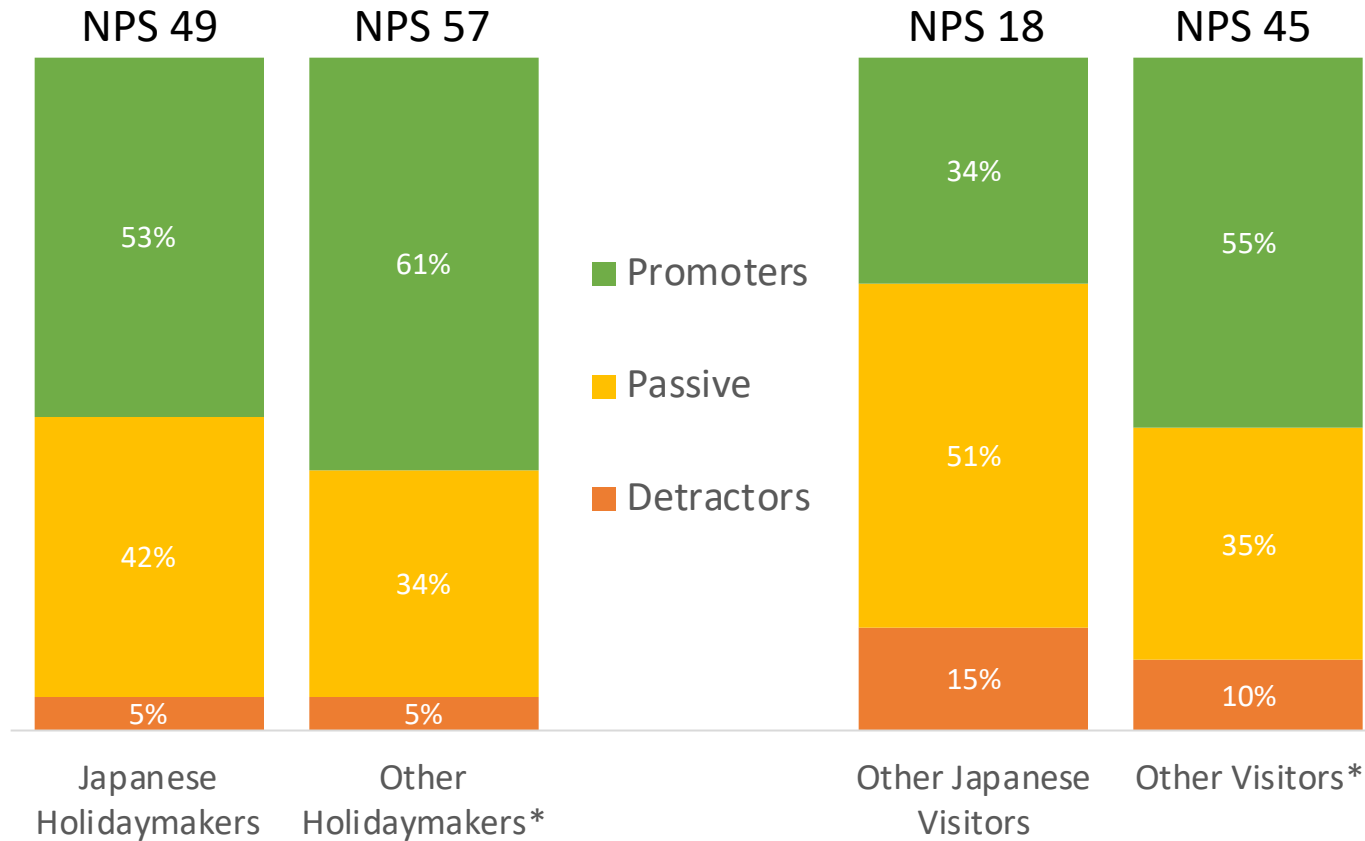
The gap between the expressed interest and experiencing the activity was highest in experiencing Santa Claus, Finnish sauna or northern lights, visiting UNESCO World Heritage Sites or national parks.

Holidaymakers' Top-5 Activities by Finland's Main Attractions

Finland’s Main Attractions (% of all the Japanese Holidaymakers)					
Holidaymakers were asked the main attraction factors (max. 2 out of 5 options) for choosing Finland as a destination					
	Nature (57%)	Shopping (43%)	Culture or Entertainment (37%)	Well-being (6%)	Sports or Exercise (4%)
1.	Shopping	Shopping	Other Cultural Destinations (e.g. Buildings, Castles)	Finnish Culinary Experiences	Northern Lights
2.	Other Cultural Destinations (e.g. Buildings, Castles)	Other Cultural Destinations (e.g. Buildings, Castles)	Shopping	Other Cultural Destinations (e.g. Buildings, Castles)	Winter Sports
3.	Santa Claus	Santa Claus	Museums	Museums	Finnish Sauna
4.	Finnish Culinary Experiences	Finnish Culinary Experiences	Finnish Culinary Experiences	UNESCO World Heritage Sites	Other Cultural Destinations (e.g. Buildings, Castles)
5.	UNESCO World Heritage Sites	Finnish Sauna	UNESCO World Heritage Sites	Finnish Sauna	Other Winter Activities and Experiences

Shopping, 'other cultural destinations', Finnish culinary experiences and Santa Claus were among the most interesting activities or attractions for the Japanese holidaymakers. Nature (57%) and shopping (43%) were the most popular factors for holidaymakers to choose Finland as their destination. It is noteworthy that even the holidaymakers that were attracted to Finland primarily by nature chose shopping as the most interesting activity in Finland!

Promoting Finland



The Net Promoter Score (NPS) for Finland among all the Japanese visitors was 39. Holidaymakers were much more likely to recommend Finland compared to the other visitors (49/18).

The share of 'passives' is higher among the Japanese holidaymakers and other visitors compared to their counterparts from other countries.

*Other countries include Russia.