

China

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 Chinese visits to Finland and highlight the possible distinctive features of Chinese visitors compared to other departure countries. The main emphasis is put on the Chinese 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 in Vaalimaa, Nuijamaa, Vainikkala, Imatra and Niirala.
- A total of 454,000 travellers from China visited Finland in 2018. Among these travellers 703 interviews were conducted when they were leaving Finland. For a randomised sample of this size, the theoretical sampling error is up to ± 3.7 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 here considered more important than the actual nationality. Therefore, the concept of Chinese travel to Finland may include other nationals residing in China. However, for the reasons of simplicity, Chinese travel or Chinese visitors mentioned in this review refer to all people residing in the geographical area of China.
- The older Chinese visitors tend to refuse more often to be interviewed which leads to some bias in the sample. In this report, the age distribution of Chinese visitors has been corrected to represent the true age distribution of the Chinese visitors. The true distribution has been found out by writing down the age group also for the visitors who refuse to participate in the survey.

Did You Know, for Example, That ...

HIGH SPENDING
...all the Chinese visitors are the second biggest foreign spenders (EUR 413M) in Finland.

PLACE FOR ALL AGE GROUPS
...the Chinese holidaymakers come from all age groups. The biggest single group is people of 35-44 years of age (23%).

HONG KONG AND BEIJING
...over half of the Chinese holidaymakers come from either Hong Kong or Beijing.

NATURE NUMBER ONE
...nature was the number one reason to come to Finland for over 76% of the Chinese holidaymakers.

MONEY ON SHOPPING
...all the Chinese visitors spent over two-times more money on shopping per visit (EUR 220) than the other visitors.

HOTEL ACCOMMODATION
...a typical Chinese holidaymaker prefers hotels and spends over EUR 200 per visit on accommodation.

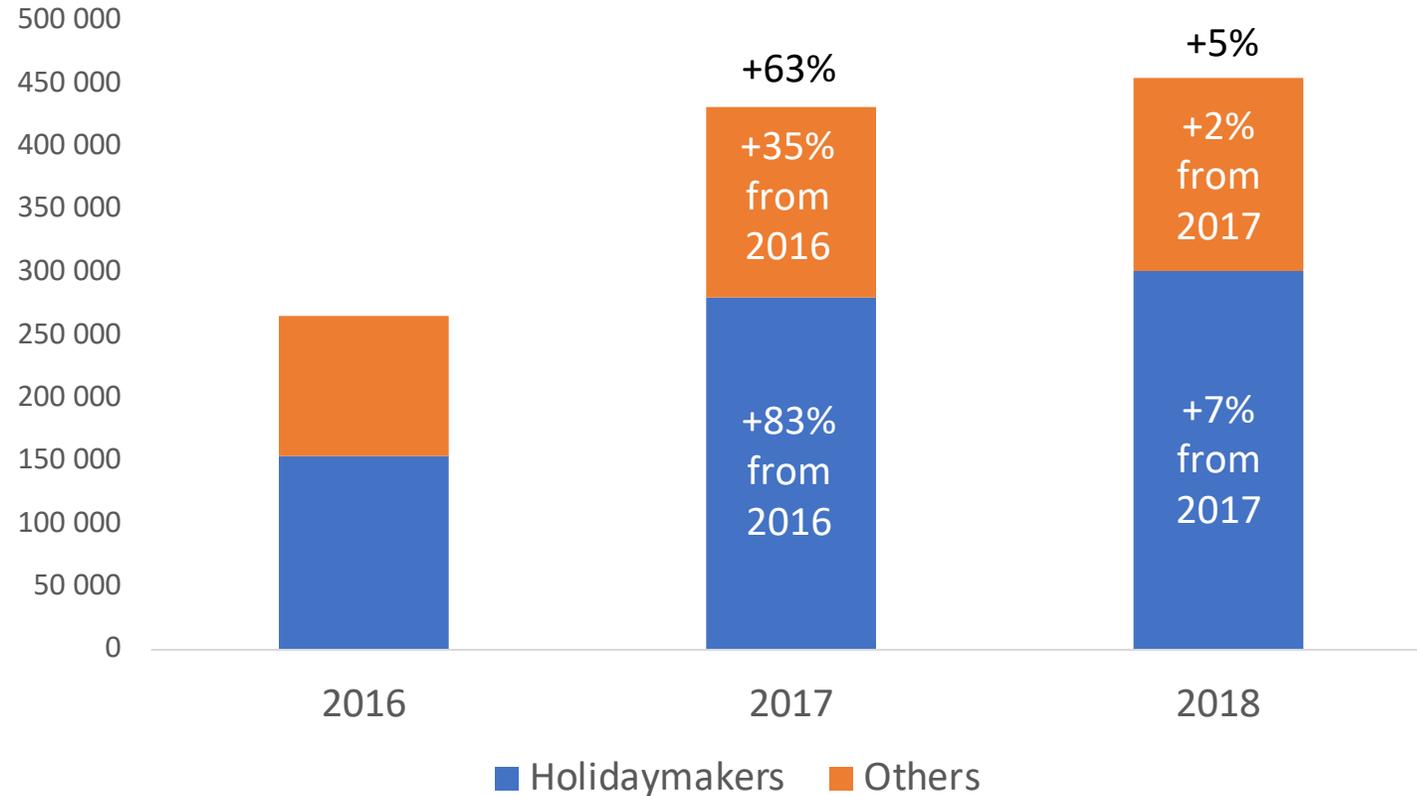
HELSINKI AND LAPLAND
...Helsinki region (92%) and Lapland (31%) are the most visited areas of the Chinese holidaymakers.

SHORT STAYS
...on average, Chinese holidaymakers stay less (2.5 nights) in Finland than other holidaymakers (4.6).

FIRST-TIMERS
...in 2018, almost 76% of all the Chinese holidaymakers were for the very first time in Finland.

ROUND TRIPS
...almost 90% of the Chinese holidaymakers headed for some other country than China when leaving Finland.

Number of Trips to Finland 2016–2018



The total number of trips from China to Finland was about 454,000 in 2018 .

The number of all trips grew five percent in 2018. A Huge growth in Chinese trips to Finland happened in 2017.

Holidaymakers took about two thirds of all the Chinese trips both in 2017 and 2018.

Chinese trips composed about five percent of all trips to Finland in 2018.

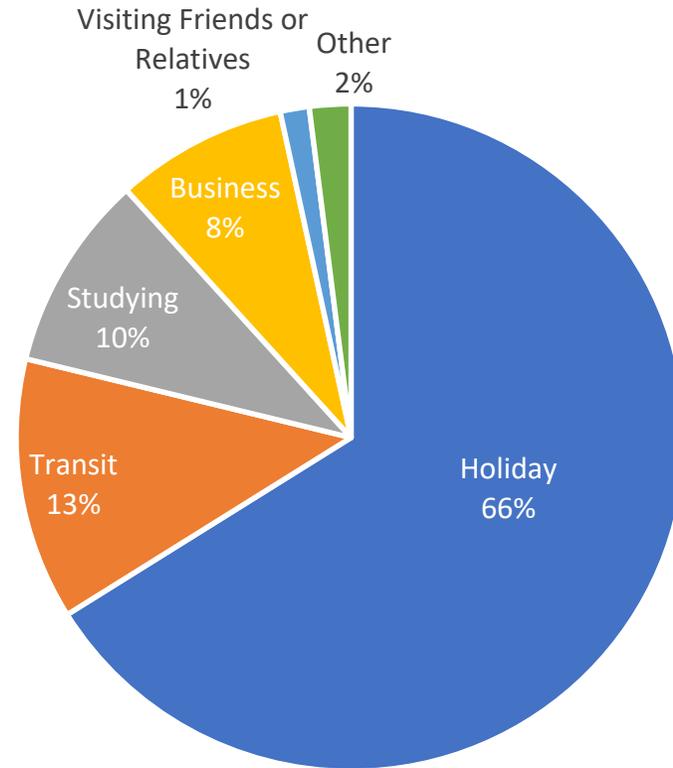
Place of Residence of All Chinese Visitors



Major departure areas from China to Finland include Hong Kong (25%), Beijing (21%), Shanghai (12%), Guangdong (10%) and Jiangsu (5%). These areas covered almost three-fourths of all trips to Finland in 2018. Hong Kong and Beijing are the departure areas for over half (53%) of the Chinese holidaymakers.

Beijing and Hong Kong, as major cities and airline hubs, are highly over-represented in the trip numbers compared to their population (2% of the Chinese population and 46% of the trips).

Purpose of the Trip 1/2

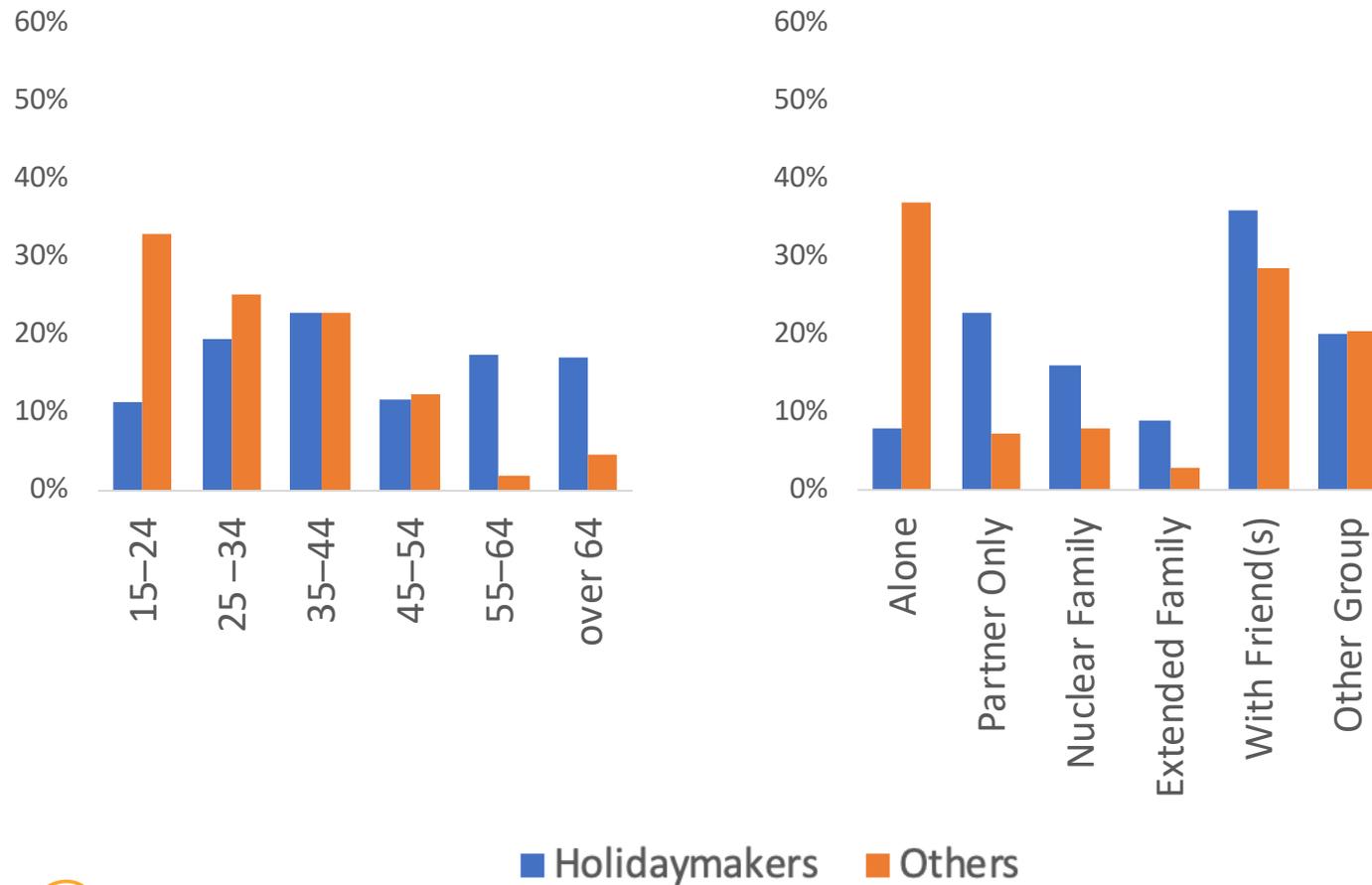


Holiday is the main purpose of trip to Finland for over 66% of the Chinese visitors.

Transit visits*, studying and business trips combined together form almost a third of all Chinese trips.

*Transit visitors are travellers for whom Finland is not the main destination of their trip. Their primary destination is another country; they simply travel there through Finland. Transit visitors may, however, spend time in Finland and even stay overnight before continuing their journey. Transit passengers who only stay at the Helsinki–Vantaa airport are not included in this review.

Purpose of the Trip 2/2

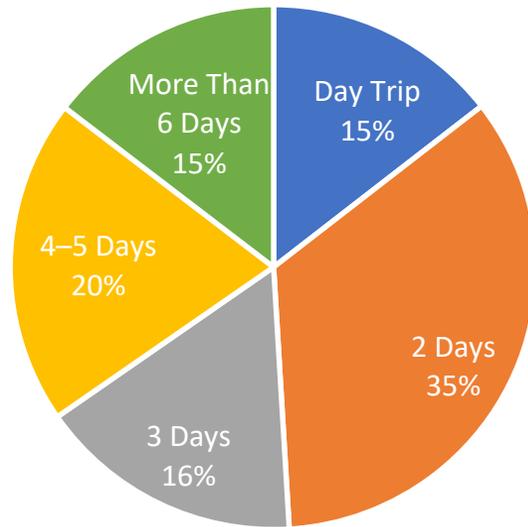


The largest single age group of the Chinese holidaymakers was 35–44. However, over third of the Chinese holidaymakers were over 55 years of age.

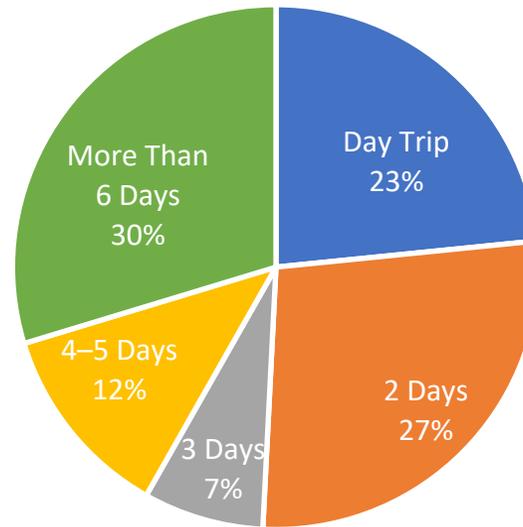
The Chinese holidaymakers' travelled most often with friends (36%) and the second biggest group was travelling with partner only (23%). Travelling alone was not as popular among the holidaymakers (8%) as with the other visitors (37%).

Length of Stay

Holidaymakers



Other Visitors

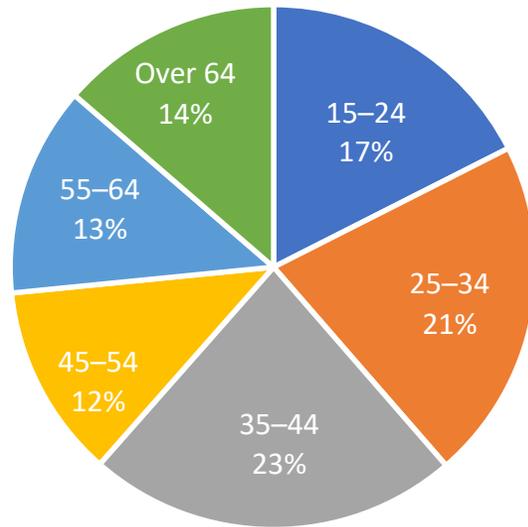


In 2018 the average length of stay for holidaymakers was 2.5 nights and for other visitors 9.8 nights. In the group of 'other visitors' there are some who stay for a very long time (e.g. students) which raises the average length of stay. The median for the holidaymakers was two nights and one night for the other visitors.

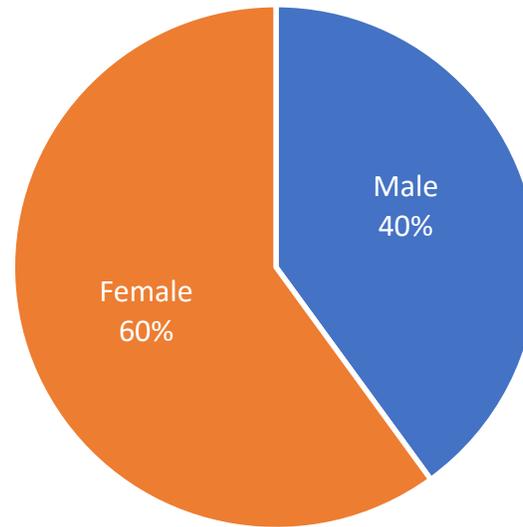
Almost half of the Chinese holidaymakers stay here for one or two days only. Their average length of stay (2.5 nights) is quite low compared to holidaymakers from other countries (4.6 nights, Russia excluded).

Demographics of All Chinese Visitors 1/2

Age



Gender



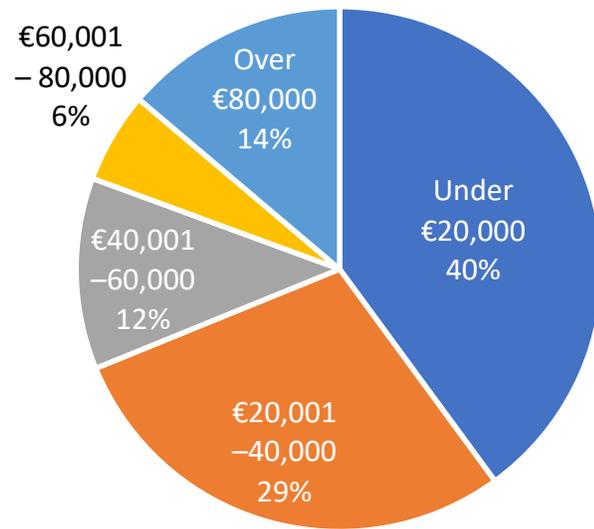
All Chinese visitors in Finland had quite an even age distribution. The largest single age group was 35–44. Almost two-fifths of all Chinese visitors were under 35 years of age in 2018.

The older Chinese visitors (over 55 years of age) are more likely to be holidaymakers than other visitors.

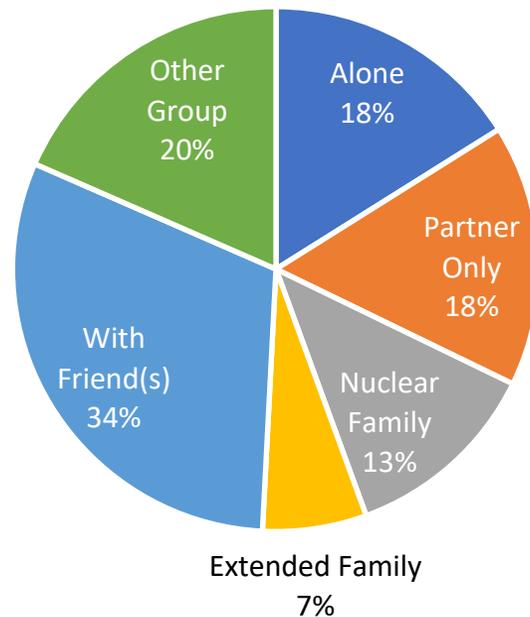
Among all Chinese visitors there were more women (60%) than men.

Demographics of All Chinese Visitors 2/2

Household income



Travel party

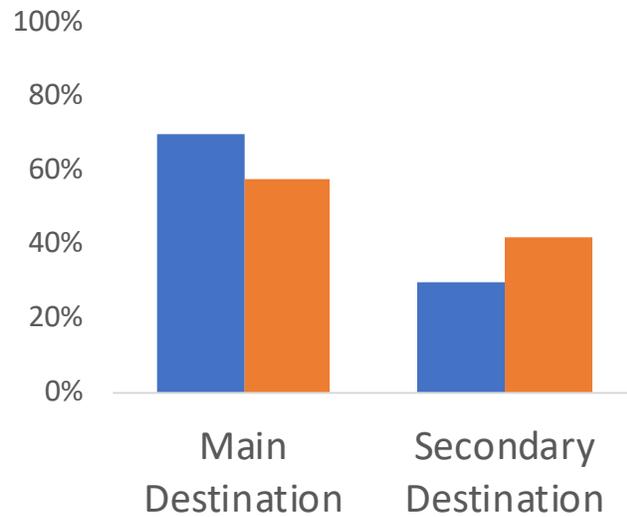


The majority (69%) of the Chinese visitors had a household income of under EUR 40,000 (59% in all other countries combined) in 2018.

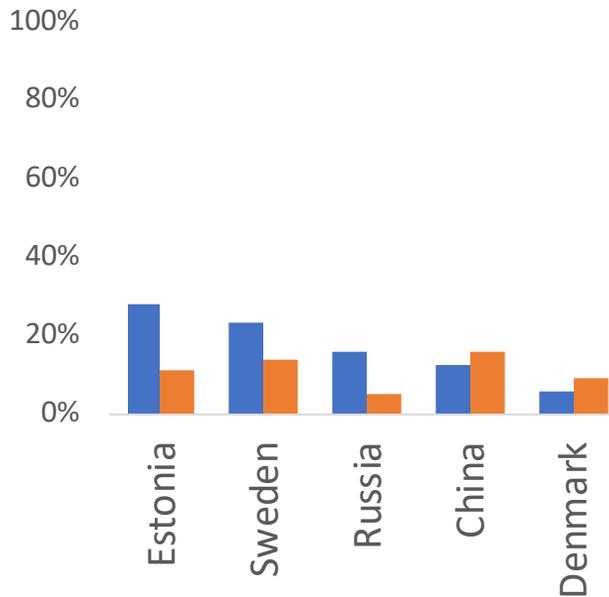
One third of all the trips were made with friends (34% in all other countries) and almost every fifth trip with a partner only or alone.

Finland as the Main Destination

Finland as the Main Destination



Top-5 Destinations When Departing from Finland



■ Holidaymakers ■ Others

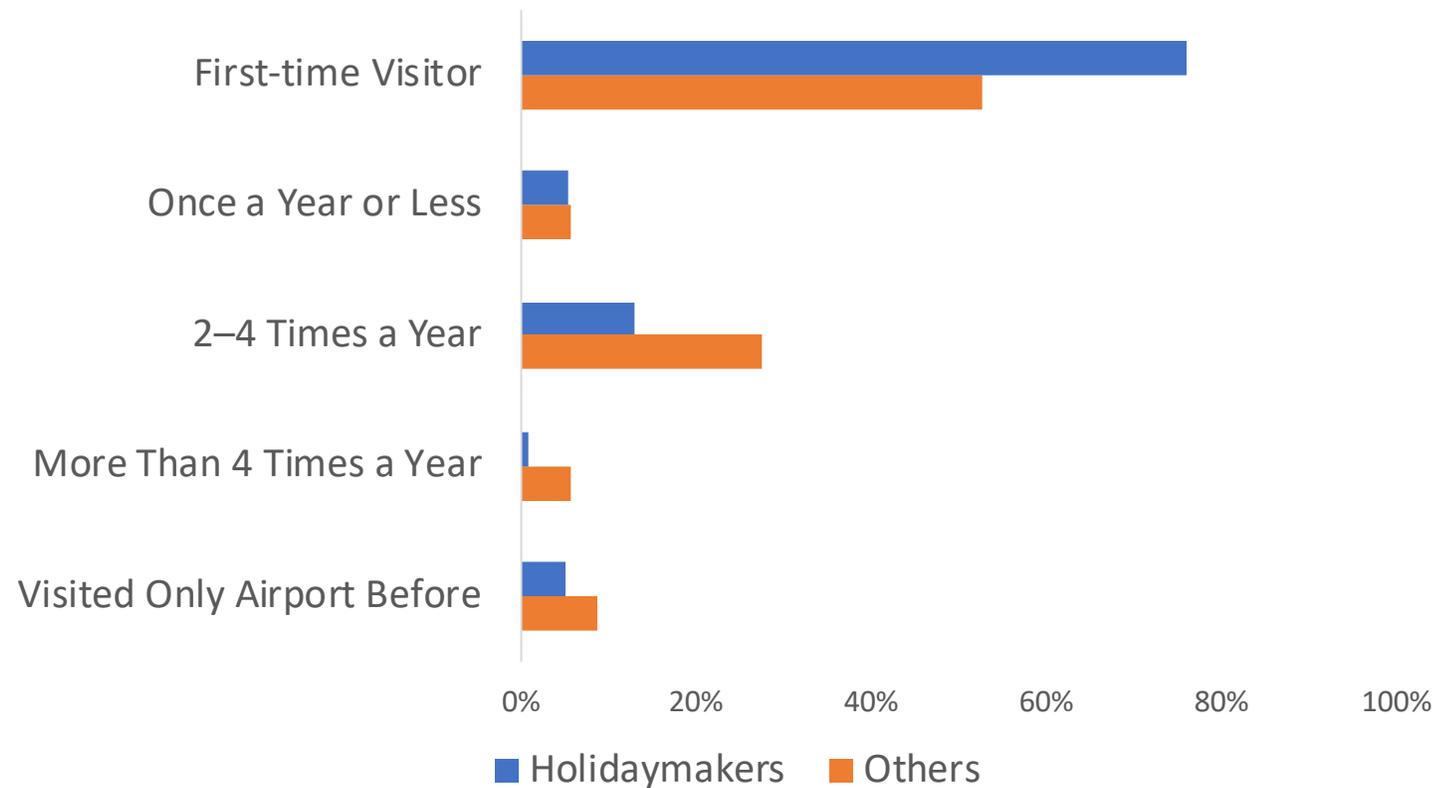
Finland was the main destination for over two-thirds (70%) of the Chinese holidaymakers.

Roundtrip is a distinctive feature of Chinese travel: almost 90 percent of the Chinese holidaymakers headed for some other country than China when departing from Finland.

Estonia, Sweden and Russia were the most popular destinations for the holidaymakers departing from Finland.



Frequency of Visits to Finland

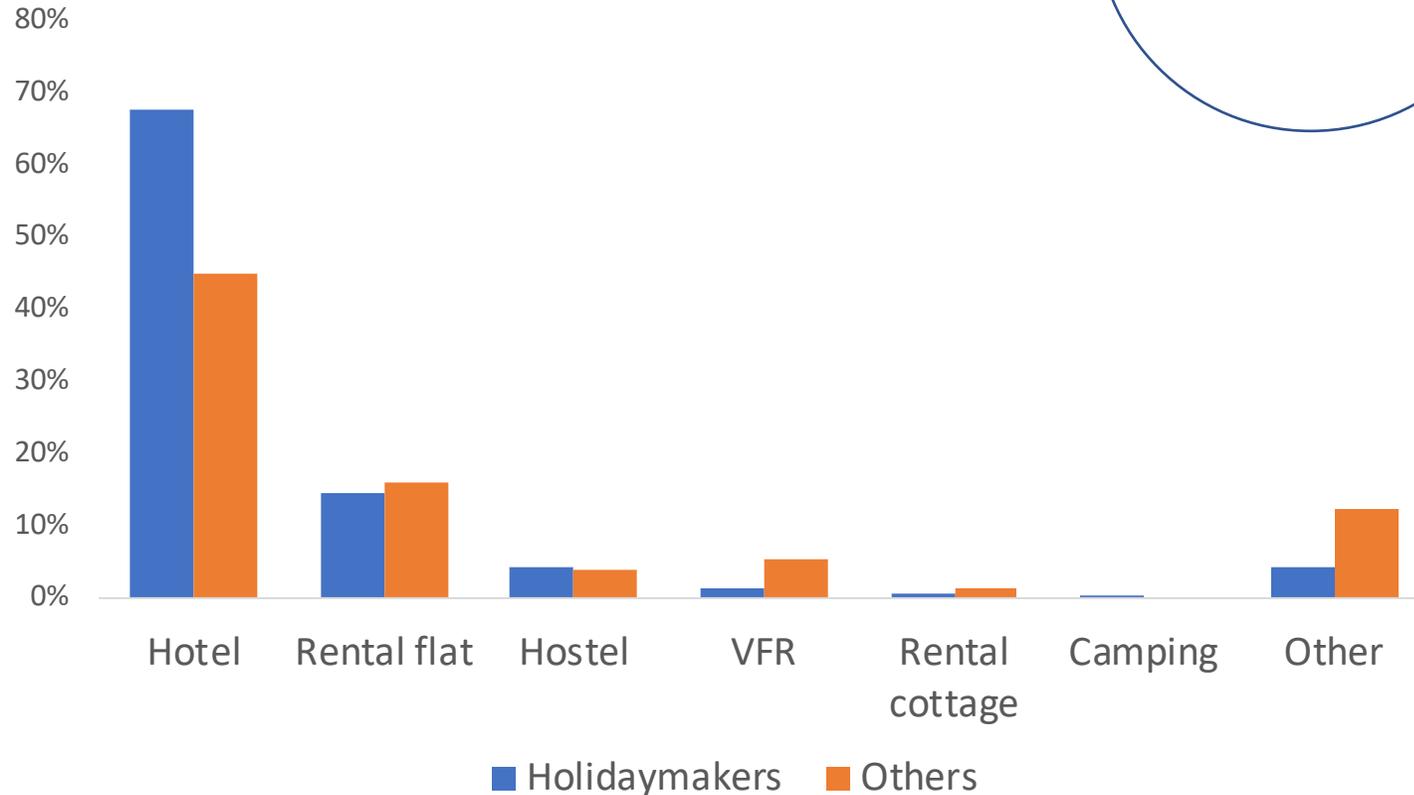


In 2018, over three-quarters of Chinese holidaymakers (76%) visited Finland for the first time.

Holidaymakers from other countries were not as often newcomers (44%).

Almost half of the other visitors had visited Finland before—at least in the airport.

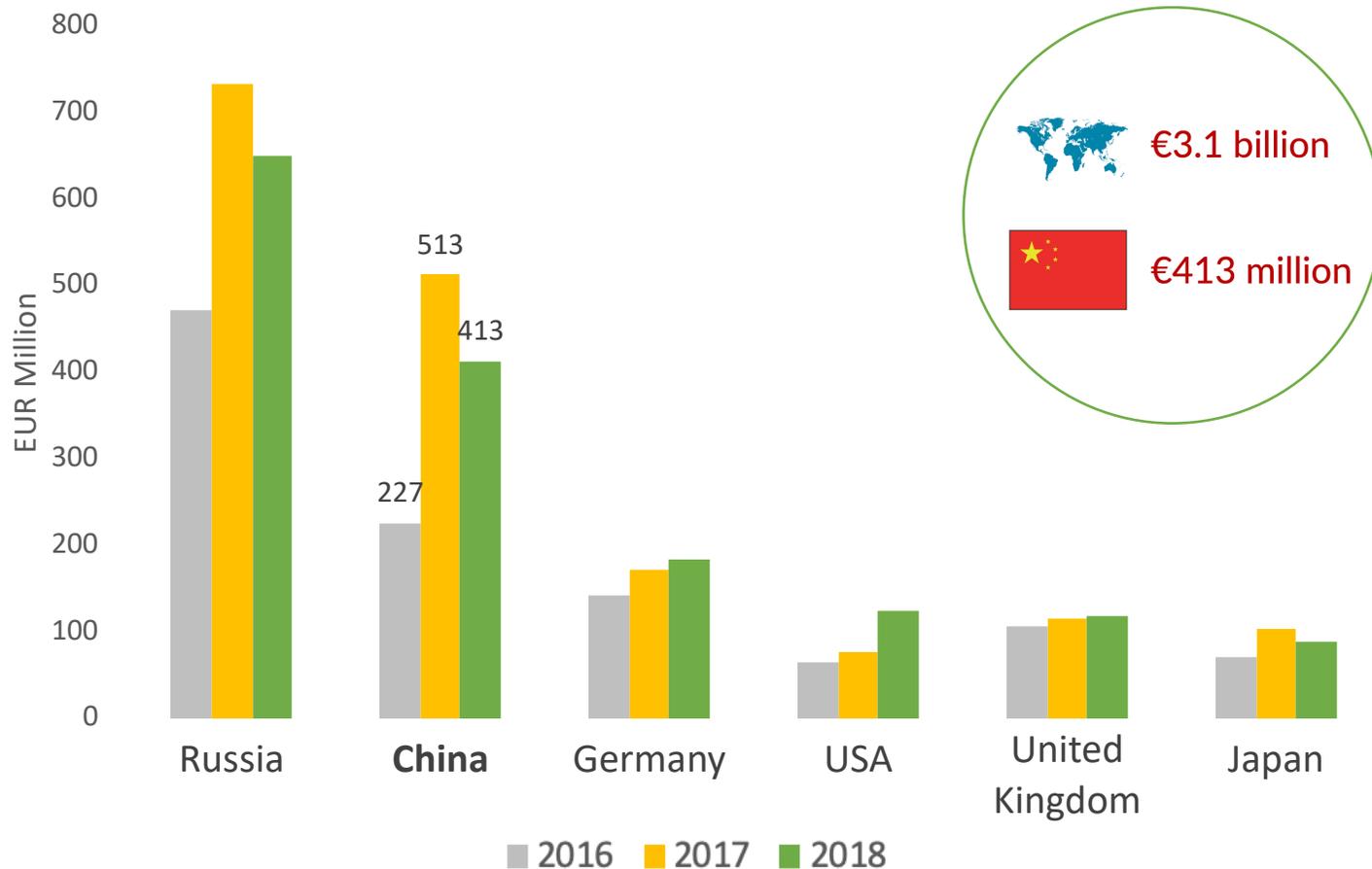
Accommodation



By far the most popular type of accommodation for Chinese holidaymakers was a hotel (a choice for 68% of all trips by holidaymakers). Rental flat was also a quite popular choice (15%) for the Chinese visitors.

In 2018 Chinese visitors contributed to a total of **2.2 million nights** of which **0.75 million** were nights spent by holidaymakers.

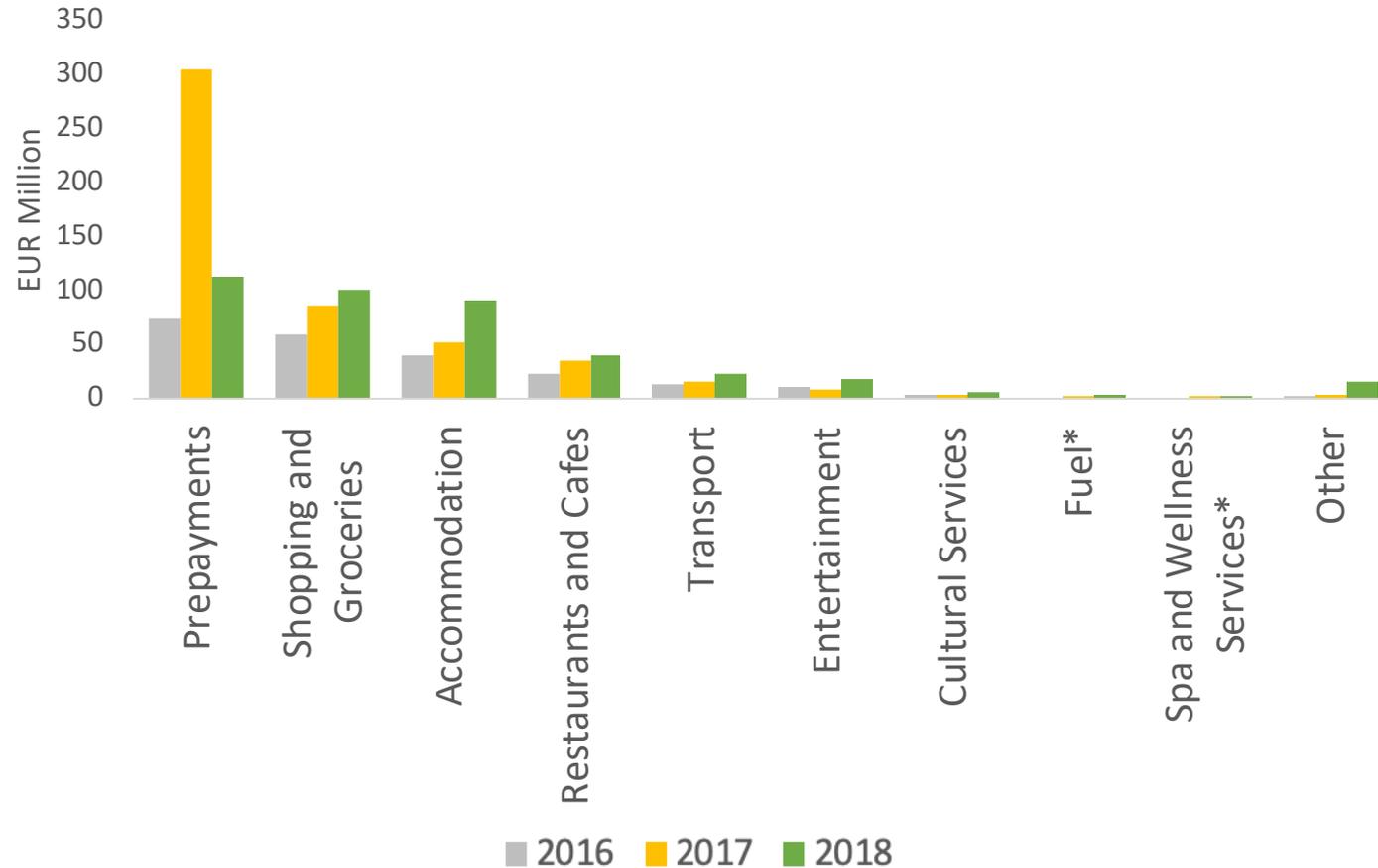
Total Spending in Finland 2016–2018



Chinese visitors spent EUR 413 million in Finland in 2018. The sum was about 14 percent of the total foreign spending (EUR 3.1 billion) in Finland.

In terms of visitor expenditure, China was the second biggest spender in products and services—only Russian visitors brought in more money than the Chinese.

Spending Targets of all Chinese Visitors

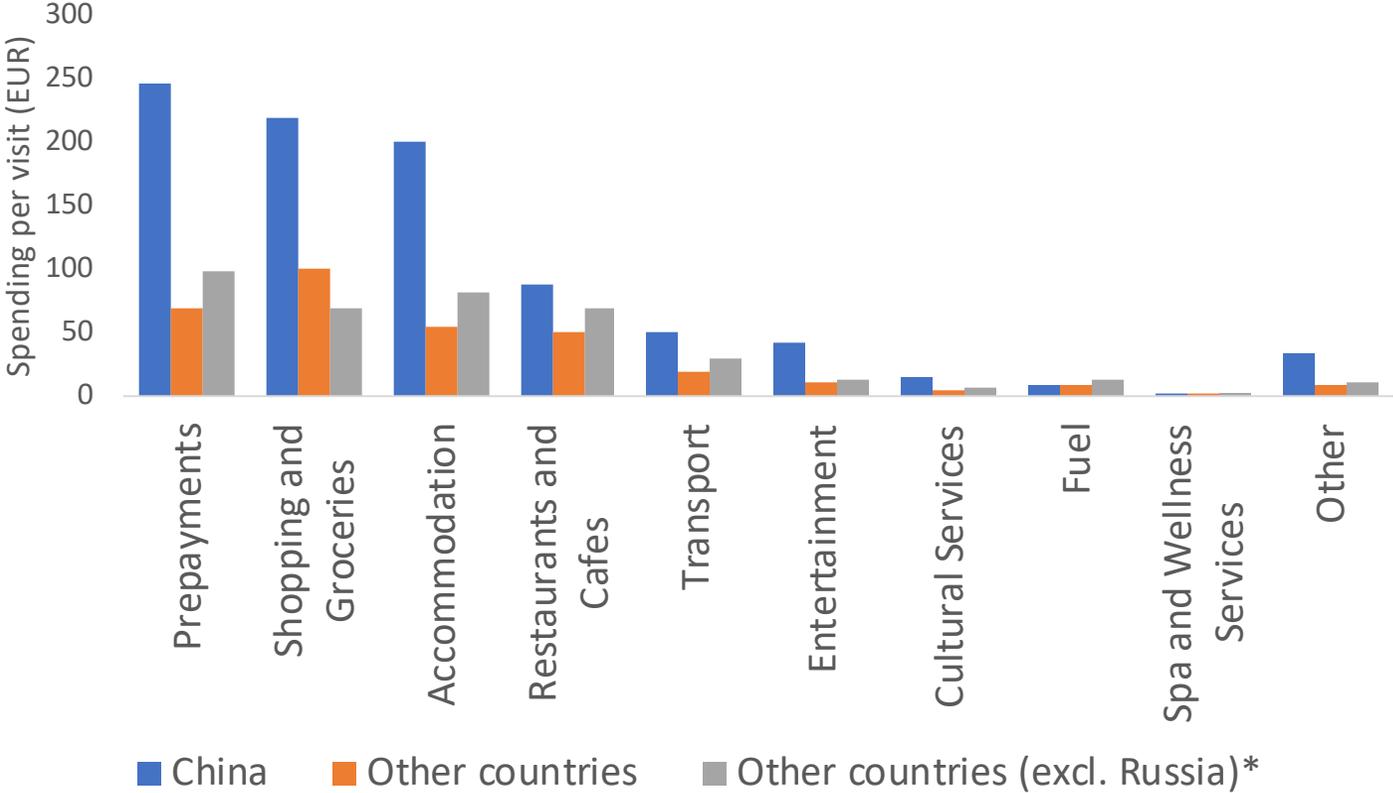


Chinese visitors spent the largest amount of money on prepayments (EUR 113M), shopping, groceries (EUR 100M) and accommodation (EUR 92M) in 2018.

However, prepayments may distort the figures somewhat: it is not always clear to the respondents how much of the advance expenses pertain to Finland.

* 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 Chinese Spending in 2018



Chinese visitors spent a total of EUR 910 per visit in 2018 (others' avg. EUR 327).

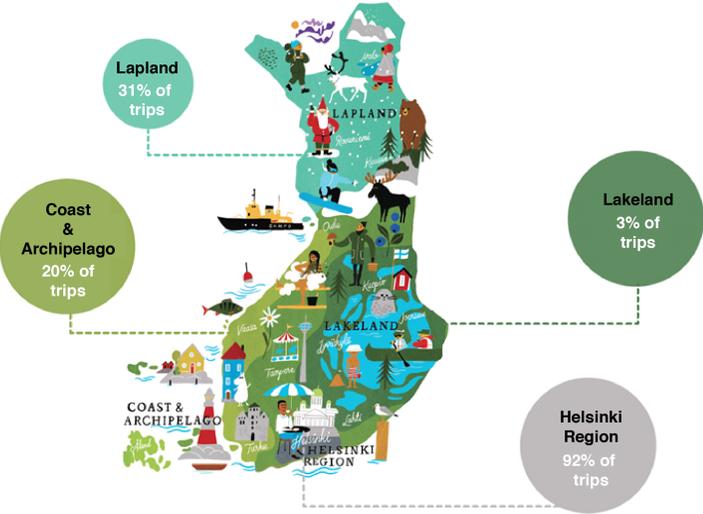
On average, Chinese visitors spent more than visitors from other countries per visit on all categories in 2018 (with the exception of fuel).

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

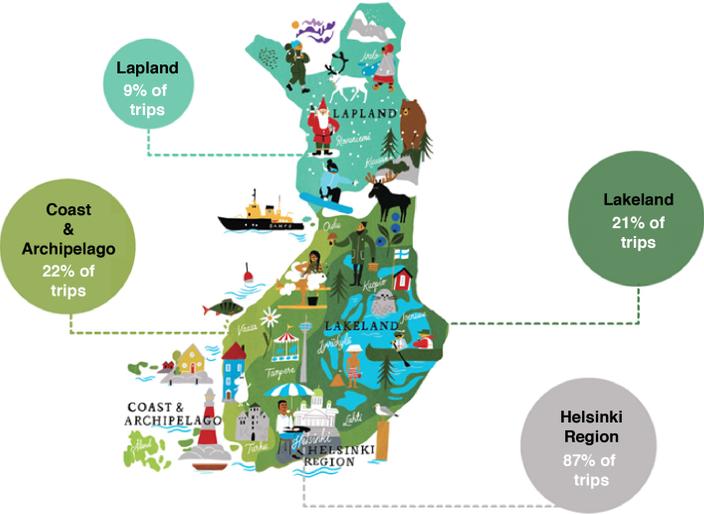


Destination in Finland

Holidaymakers from China



Other Chinese Visitors

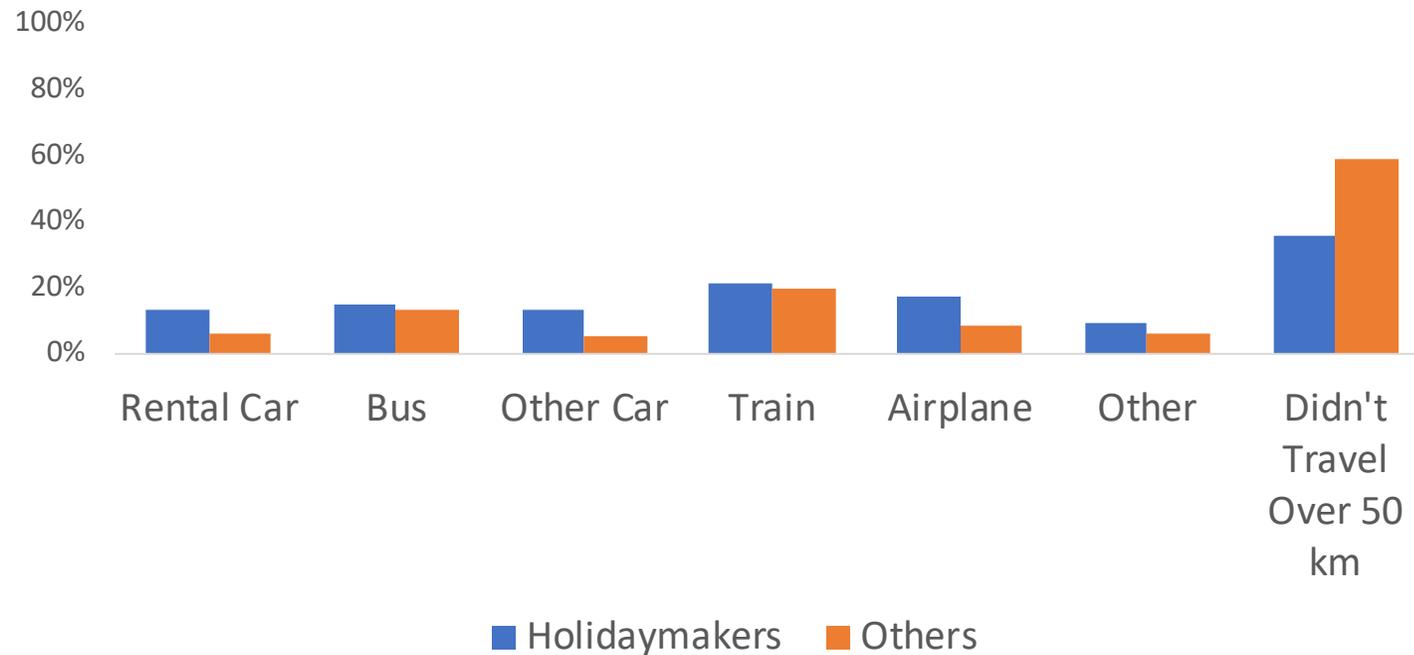


Helsinki region was by far the most popular destination for Chinese holidaymakers (over 90% of the trips).

Lapland was also very popular (almost a third of all holidaymakers' trips in 2018). By contrast, only 3% of the Chinese holidaymakers visited Finnish Lakeland.

Methods of Transport

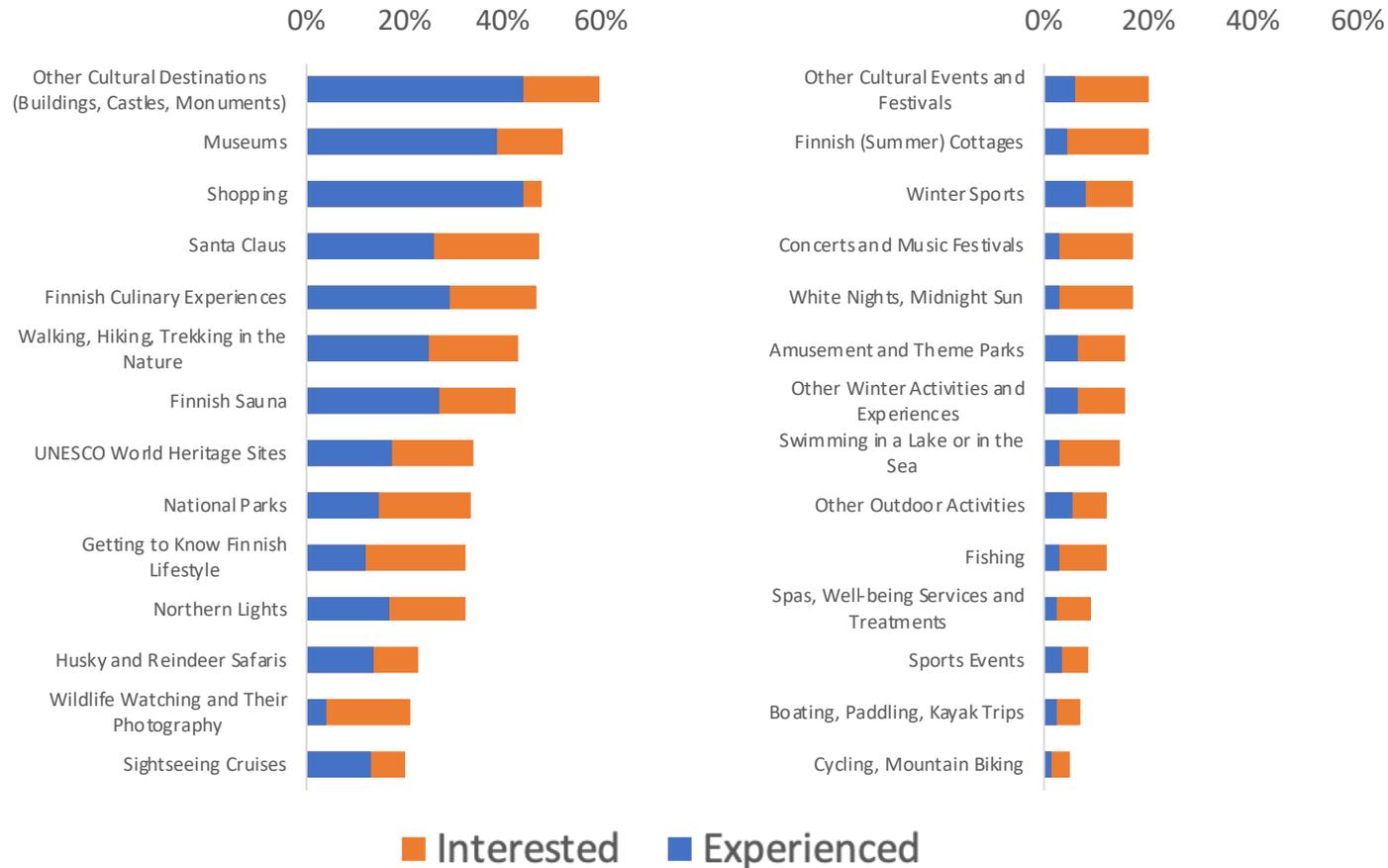
Methods of Transport on Journeys of More Than 50 km in Finland



For the Chinese holidaymakers, train was the most popular (32%) way of transportation inside Finland. Also airplanes (18%) and buses (15%) were used frequently.

However, it should be noted that for more than one-third (36%) of the Chinese visitors the journey inside Finland did not exceed 50km.

Interest in Activities in Finland (All Chinese Visitors)



'Traditional cultural destinations' (e.g. monuments), museums, shopping and Santa Claus were among the most interesting attractions/activities for all the Chinese visitors in Finland.

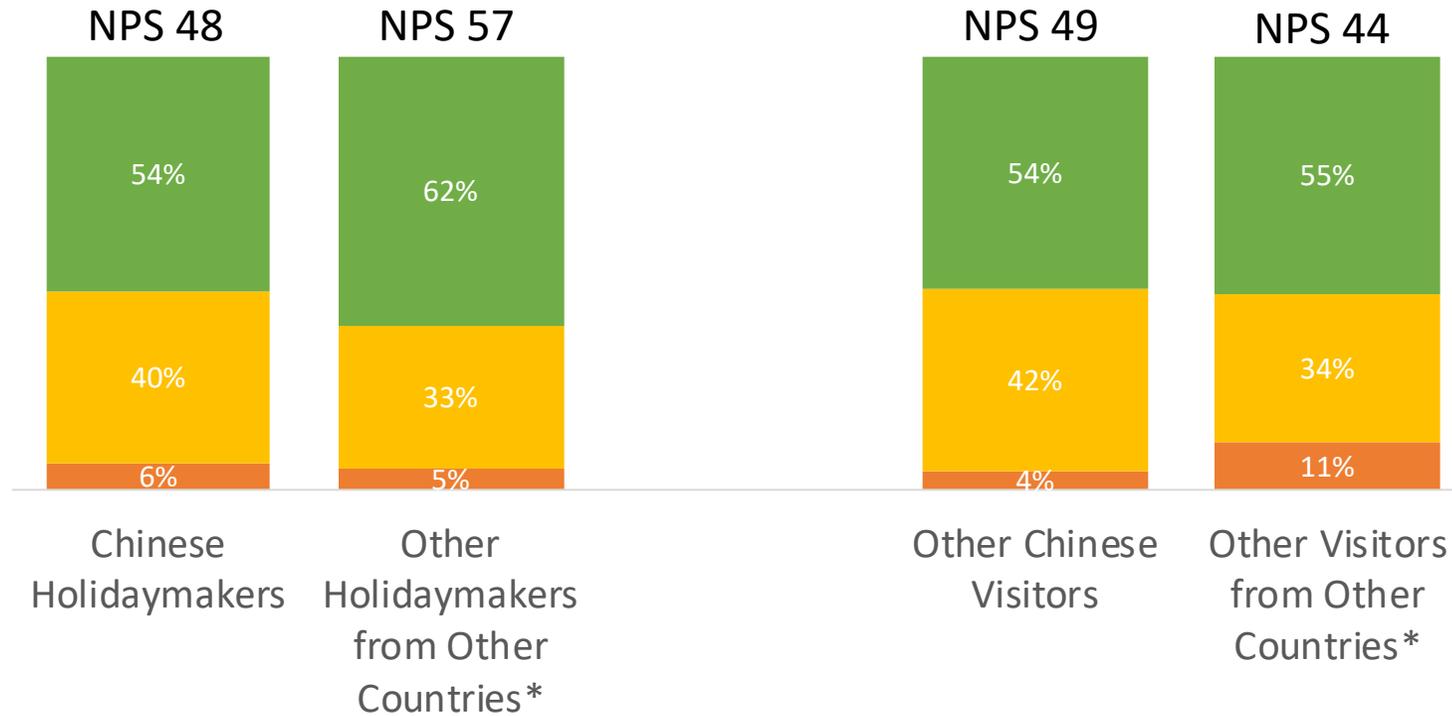
The gap between the expressed interest and experiencing the activity was highest in experiencing Santa Claus, getting to know Finnish lifestyle, visiting national parks, trying Finnish culinary experiences and walking in the nature.

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

Finland's Main Attractions (% of all the Chinese Holidaymakers)				
Holidaymakers were asked the main attraction factors (max. 2 out of 5 options) for choosing Finland as a destination				
Nature (76%)	Culture or Entertainment (35%)	Shopping (10%)	Well-being (5%)	Sports or Exercise (2%)
1. Walking in Nature	Other Cultural Destinations (e.g. Buildings, Castles)	Shopping	Walking in Nature	Walking in Nature
2. Santa Claus	Shopping	Other Cultural Destinations (e.g. Buildings, Castles)	UNESCO World Heritage Sites	Husky and Reindeer Safaris
3. Other Cultural Destinations (e.g. Buildings, Castles)	Museums	Museums	National Parks	Northern Lights
4. Museums	Finnish Culinary Experiences	Walking in Nature	Finnish Sauna	Getting to Know Finnish Lifestyle
5. Finnish Culinary Experiences	Santa Claus	National Parks	Museums	Santa Claus

Walking in nature, museums, 'other cultural destinations' and Santa Claus were the most interesting activities for Chinese holidaymakers. Nature (76%) and 'culture or entertainment' (35%) were the most popular factors for holidaymakers to choose Finland as their destination.

Promoting Finland



The Net Promoter Score (NPS) for Finland among all Chinese visitors was 49 in 2018.

NPS for the Chinese holidaymakers was nine points lower than NPS for the holidaymakers from other countries. However, other Chinese visitors were more likely to recommend Finland than their counterparts in other countries.

*Other countries include Russia.