

The United Kingdom

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 British visits to Finland and highlight the possible distinctive features of British visitors compared to other departure countries. The main emphasis is put on the British 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 307,000 travellers from the United Kingdom visited Finland in 2018. Among these travellers 942 interviews were conducted when they were leaving Finland. For a randomised sample of this size, the theoretical sampling error is up to ± 3.2 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 British travel to Finland may include other nationals residing in the UK. However, for the reasons of simplicity, British travel or British visitors mentioned in this review refer to all people residing in the geographical area of the United Kingdom.

Did You Know, for Example, That ...

SEVENTH ON SPENDING

...all the British visitors are the seventh biggest foreign spenders (EUR 118M) in Finland.

FAMILY VACATION

...a typical British holidaymaker is 35-44 years of age and travels with a nuclear family..

GREATER LONDON

...a typical British holidaymaker comes from Greater London area.

NATURE NUMBER ONE

...nature was the number one reason to come to Finland for 64 % of the British holidaymakers.

EUR 386

...on average, all the British visitors spent EUR 386 on their trip to Finland (others' average EUR 357) in 2018.

HAPPY HOLIDAYMAKERS

...the Net Promoter Score (NPS) for Finland among the British holidaymakers was 70 (other holidaymakers 55).

FOOD AND SAUNA

...the most interesting activities for all the British visitors were Finnish culinary experiences and sauna.

DESTINATION FINLAND

...Finland was the main destination for nearly 90% of the British holidaymakers.

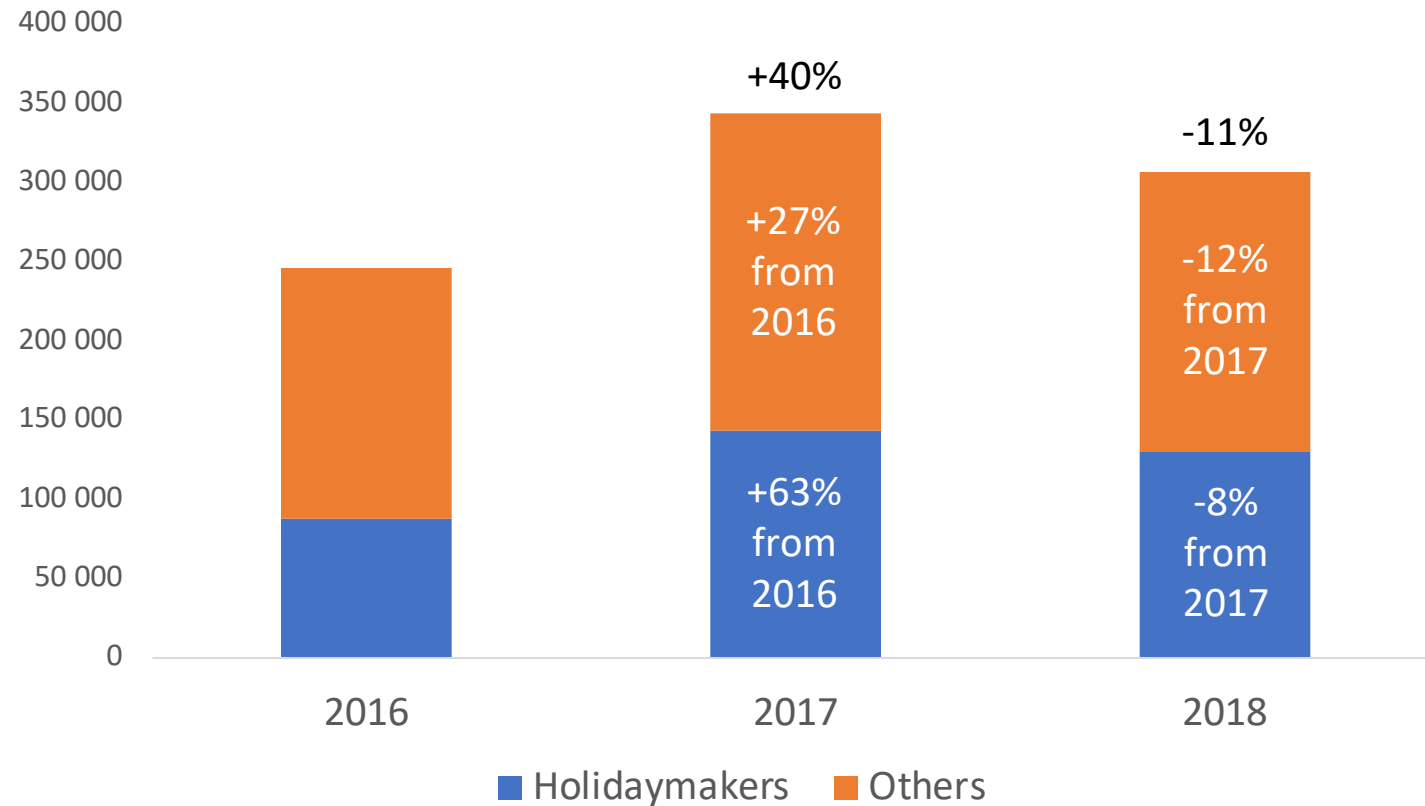
FIRST-TIMERS

...in 2018, 73% of all the British holidaymakers were for the very first time in Finland.

LAPLAND CALLING

...over half of all the British holidaymakers visited Lapland. They found northern lights as the most interesting activity.

Number of Trips to Finland 2016–2018

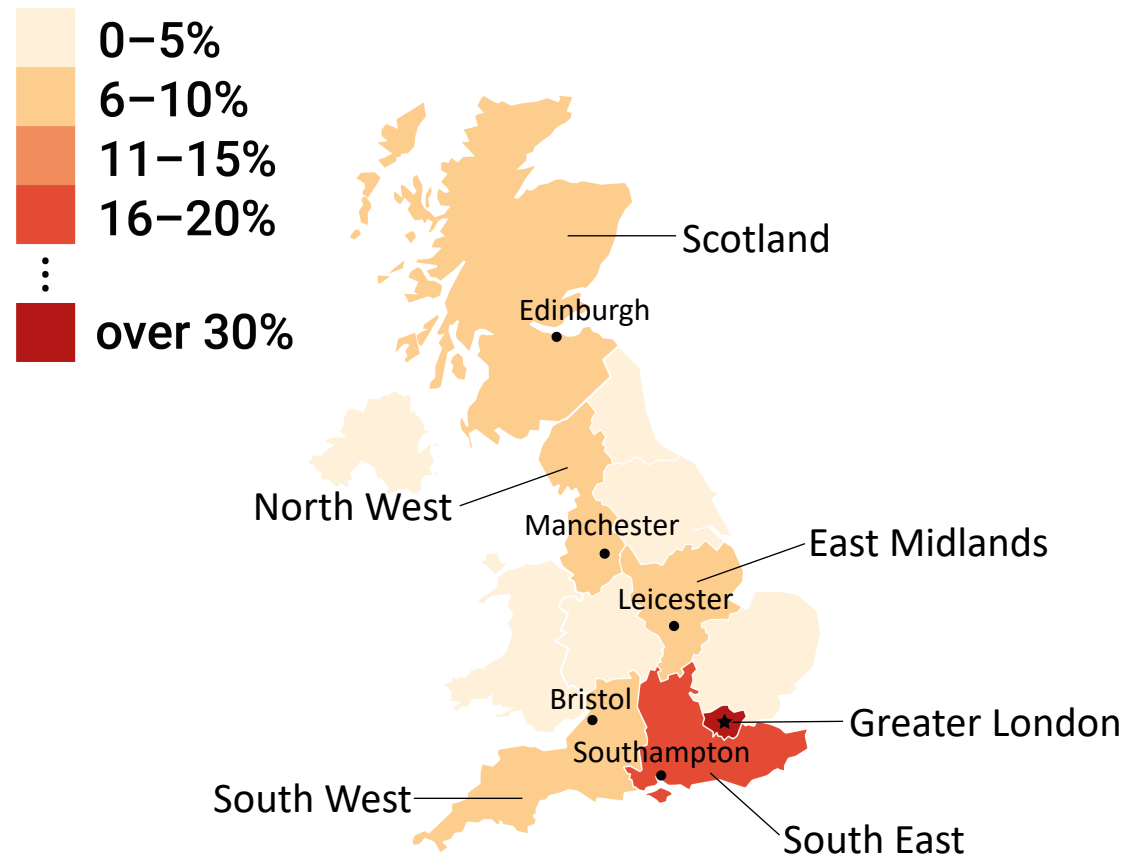


In 2018 the total number of trips from the United Kingdom to Finland was approximately 307,000.

Holidaymakers' share of all trips has been growing since 2016. They took over two-fifths (43%) of all the British trips in 2018.

The trips from the UK composed approximately four percent of all trips to Finland in 2018.

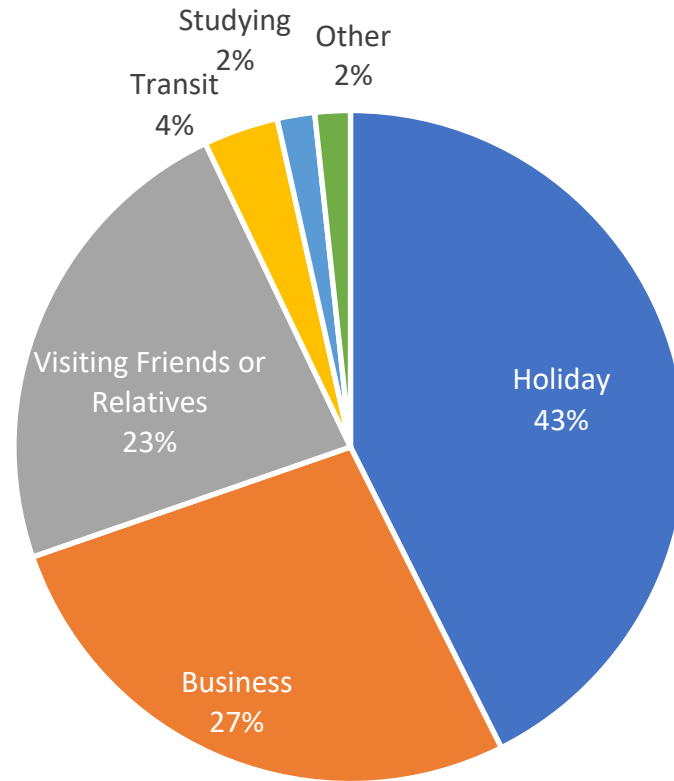
Place of Residence of All British Visitors



In 2018 the major departure areas from the United Kingdom to Finland included Greater London (33% of all the British trips), South East (16%), South West (9%), North West (9%), East Midlands (6%) and Scotland (6%).

These areas covered almost 80 percent of all the British trips to Finland in 2018.

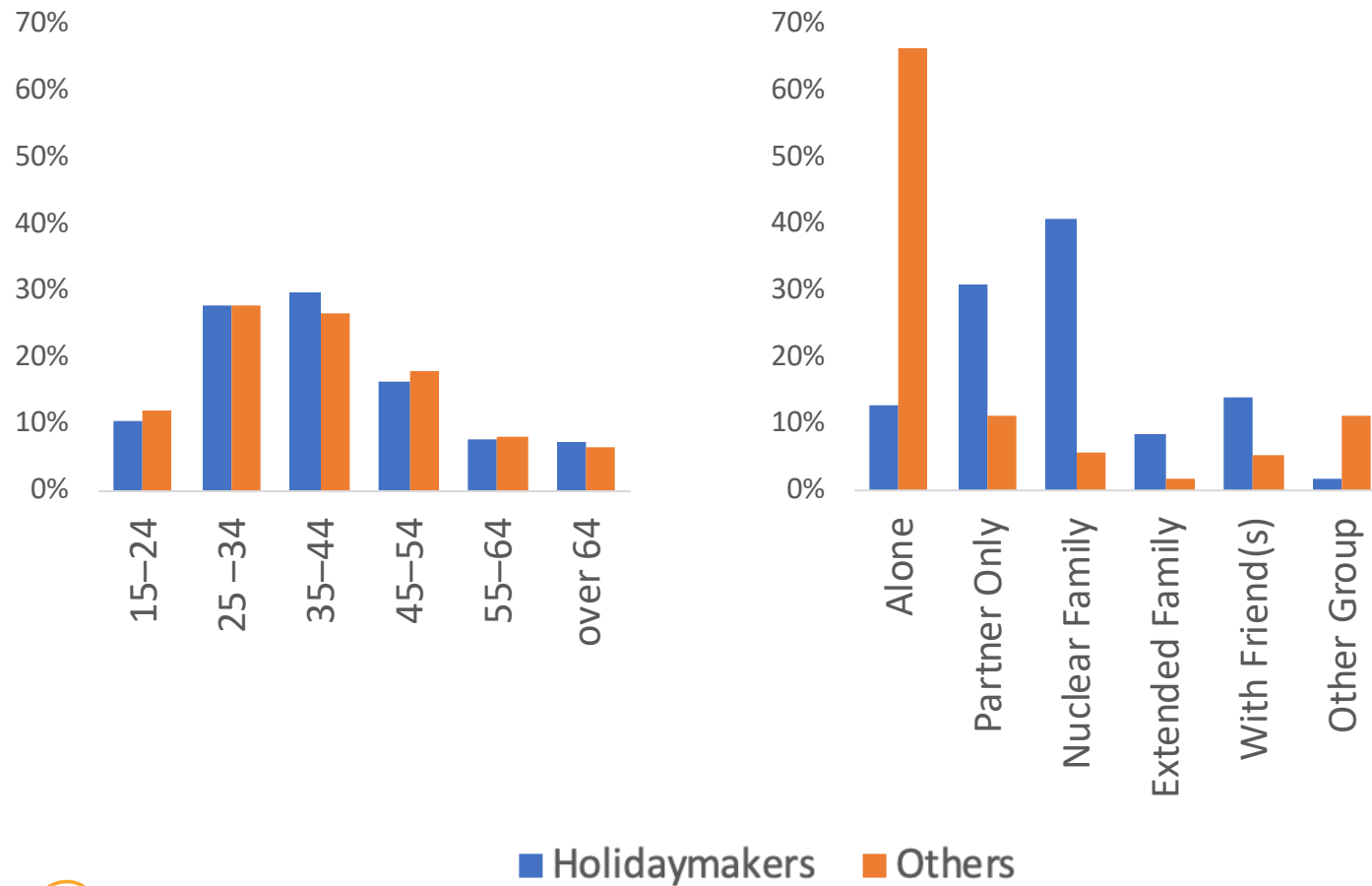
Purpose of the Trip 1/2



Holiday was the main purpose of the trip to Finland for over two-fifths of the British visitors in 2018.

In addition, business trips (27%) and visiting friends or relatives (23%) were major reasons for visits in 2018.

Purpose of the Trip 2/2

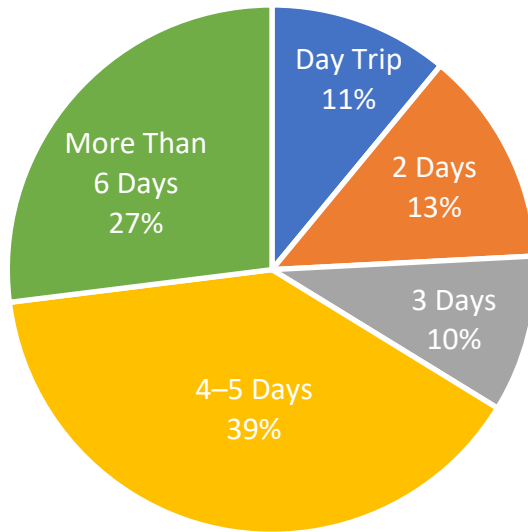


The largest single age group of the British holidaymakers was 35–44.

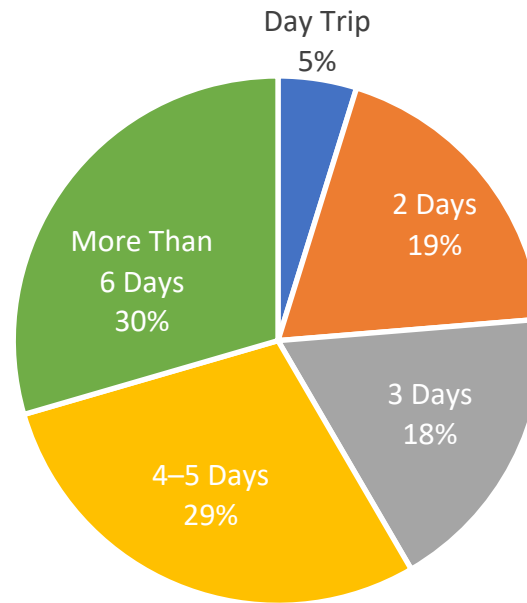
British holidaymakers most often came to Finland with family (41%) or with partner only (31%). Traveling alone was the most typical 'travel party' for other visitors.

Length of Stay

Holidaymakers



Other Visitors

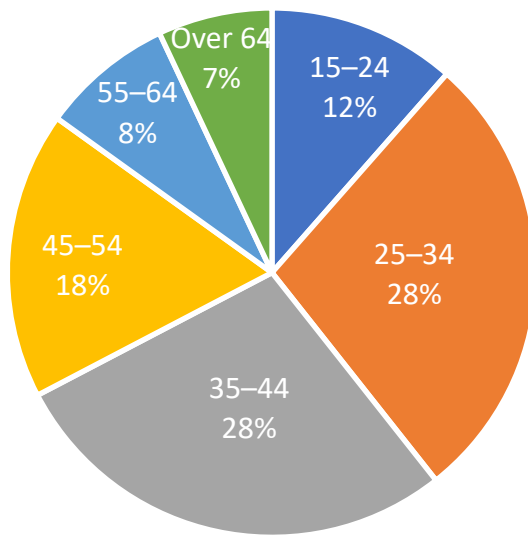


The average length of stay for British holidaymakers was 3.6 nights and 5.5 nights for the other visitors in 2018. The median for both groups was three nights.

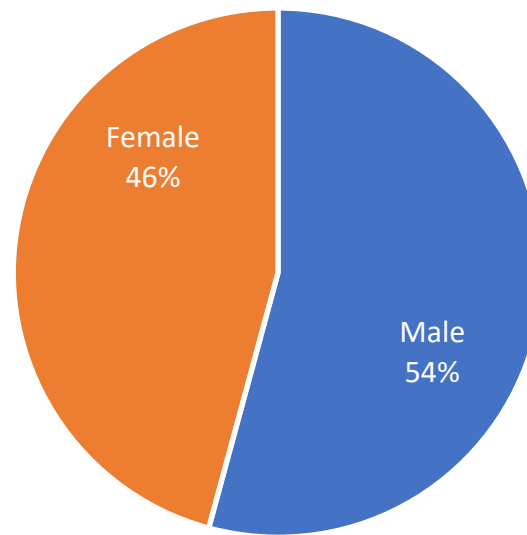
The length of stay for British holidaymakers in Finland was very near to the average of other holidaymakers (3.6 vs. 3.8, Russia included) in 2018.

Demographics of All British Visitors 1/2

Age



Gender

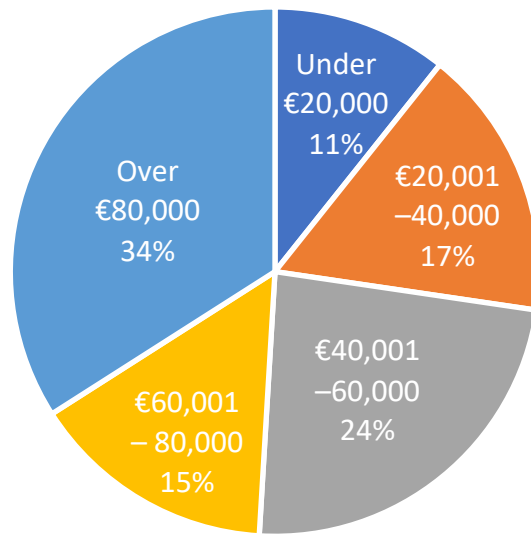


Over half (56%) of the British visitors were 25–44 years of age in 2018. There were no major differences in age between holidaymakers and other visitors.

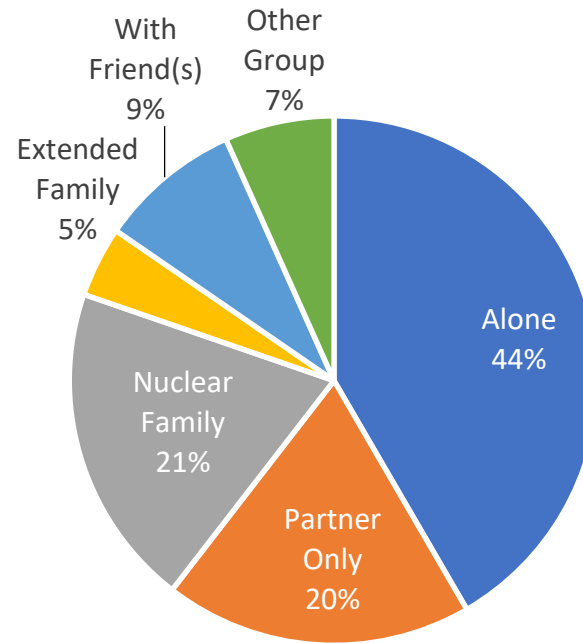
Holidaymakers were more often women (55%) and other visitors more often men (61%).

Demographics of All British Visitors 2/2

Household income



Travel party

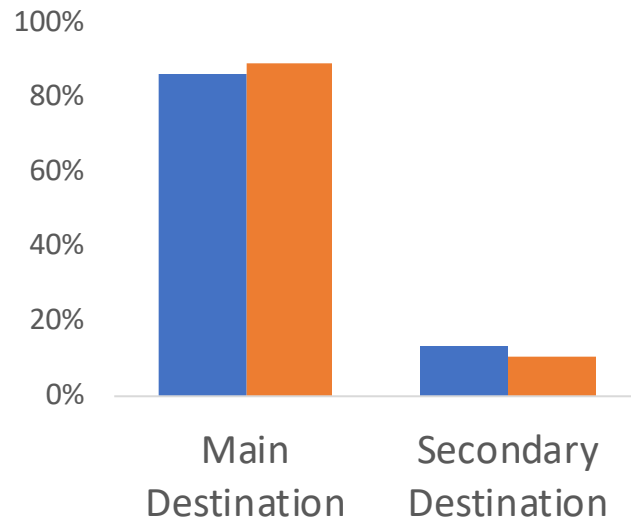


British visitors were quite wealthy: over third of them had a household income of over EUR 80,000 and almost three quarters had a household income of over EUR 40,000.

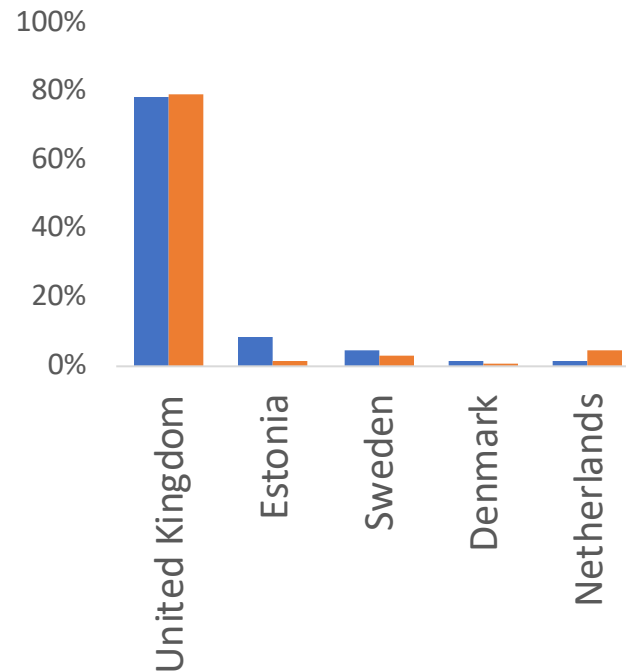
Traveling alone was common for British visitors. However, most of the lone visitors were other than holidaymakers as the latter tended to travel with their families.

Finland as the Main Destination

Finland as the Main Destination



Top-5 Destinations When Departing from Finland



■ Holidaymakers ■ Others

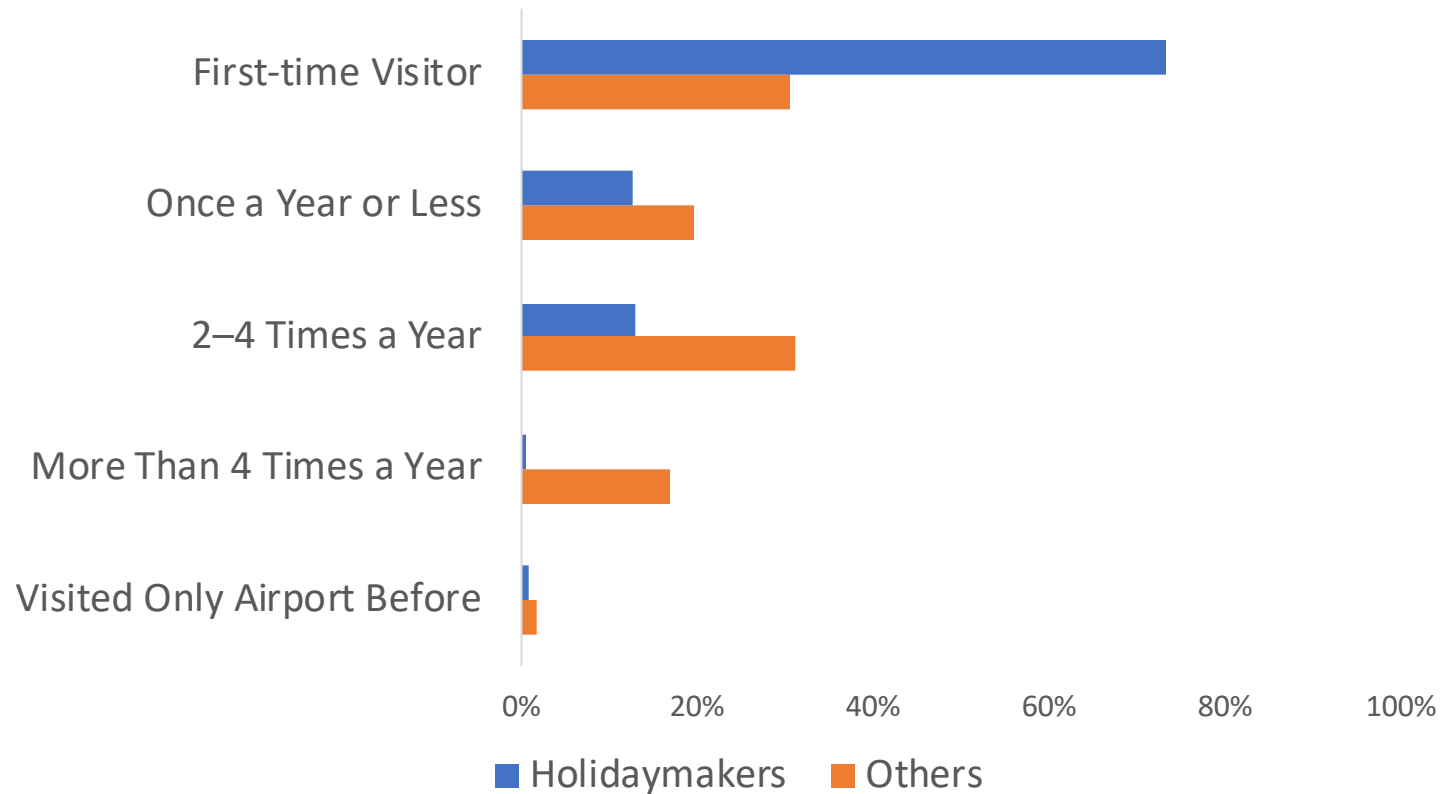
Finland was the main destination for 87 percent of the British holidaymakers which is more than for other holidaymakers (76%).

Almost 80 percent of the British holidaymakers headed back to the UK when departing from Finland.

Estonia (8%) and Sweden (5%) were the most popular destinations for holidaymakers departing from Finland (UK excluded).



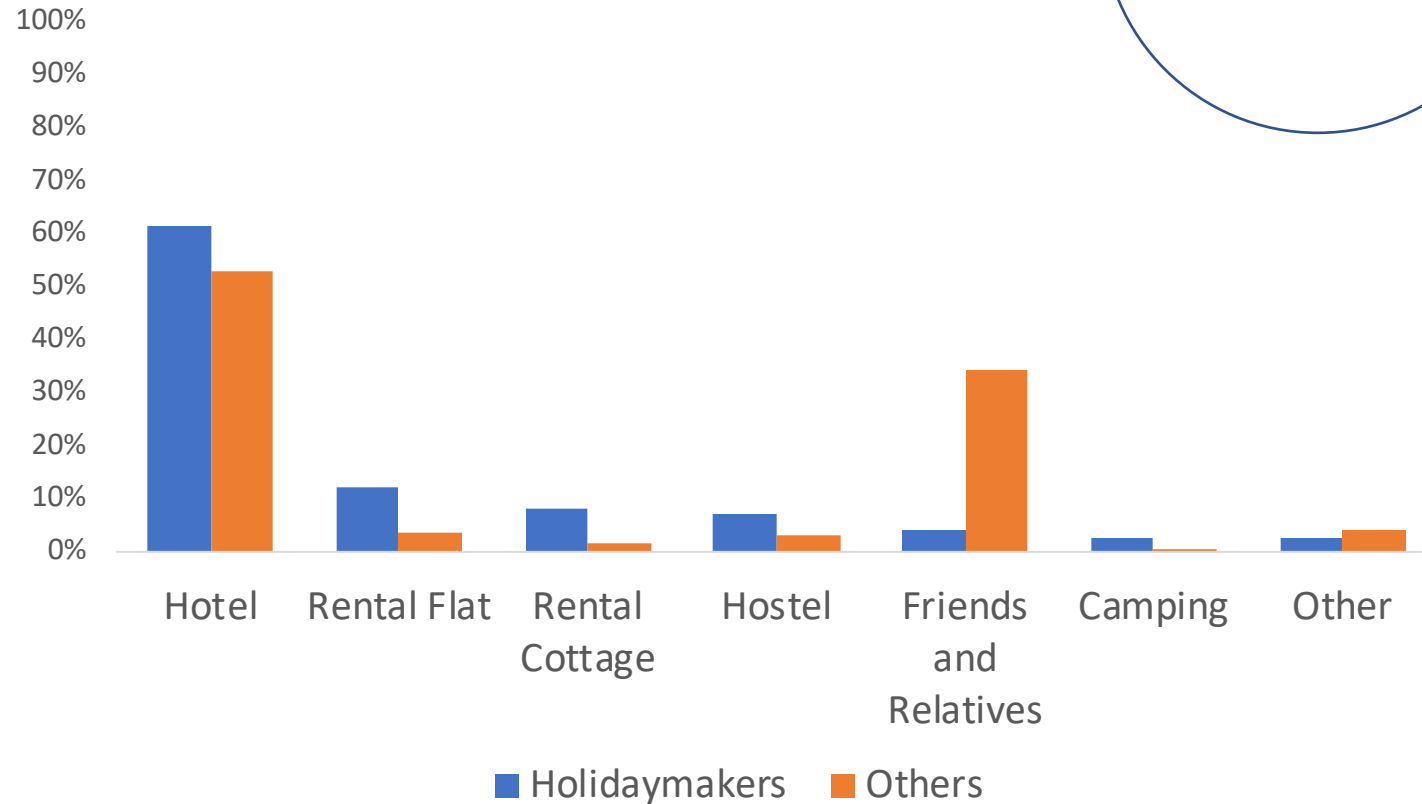
Frequency of Visits to Finland



In 2018, almost three quarters of the British holidaymakers (73%) visited Finland for the first time. Holidaymakers from the other countries were not as often newcomers (46%).

Frequent visitors were mostly other than holidaymakers.

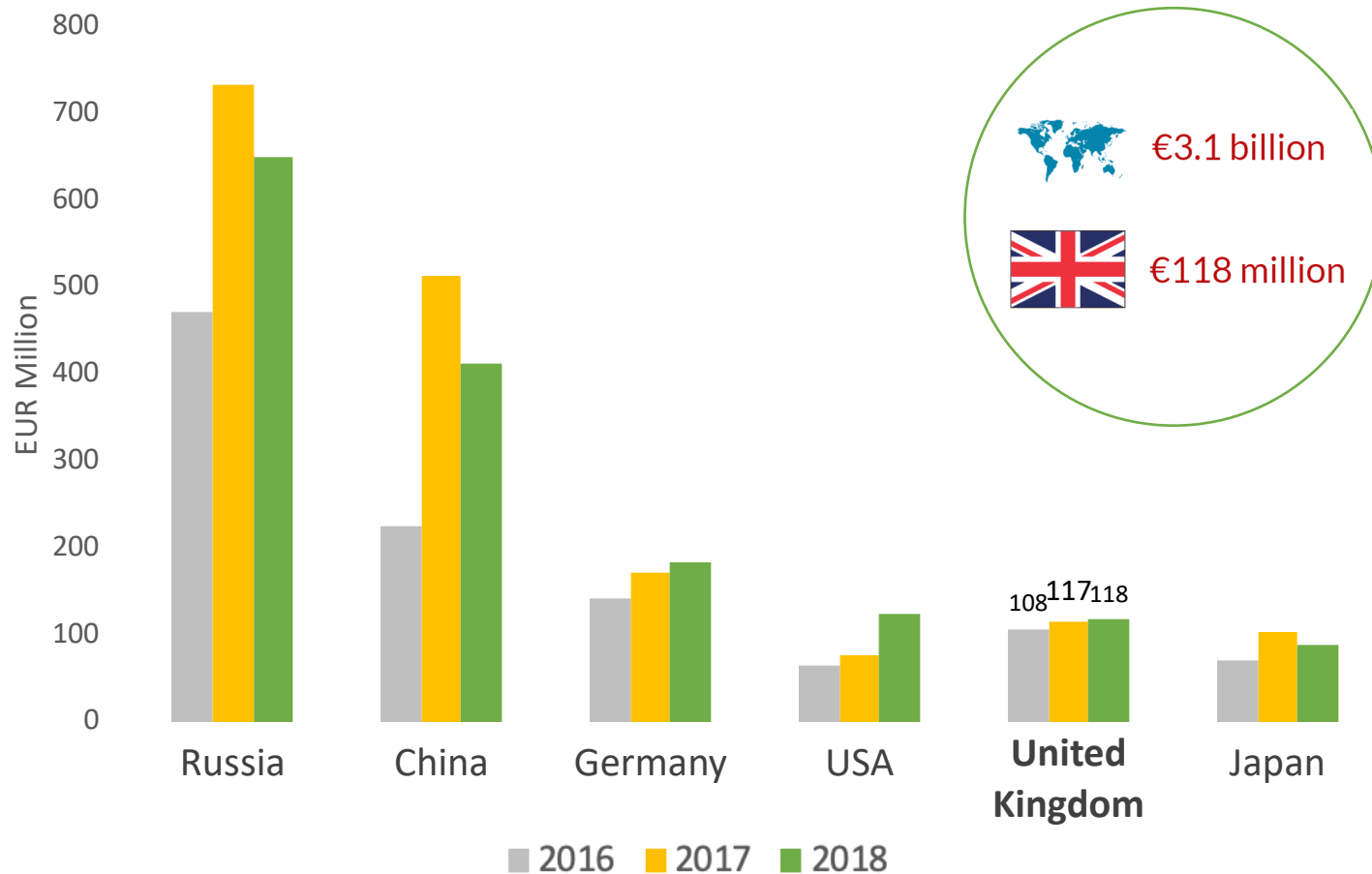
Accommodation



Hotel was the most popular type of accommodation for British holidaymakers (choice of accommodation for 61% of all trips made by holidaymakers). One fifth of the holidaymakers chose either a rental flat or cottage as their accommodation in 2018.

All visitors from the UK contributed to a total of **1.4 million nights** of which **0.5 million** were nights spent by holidaymakers in 2018.

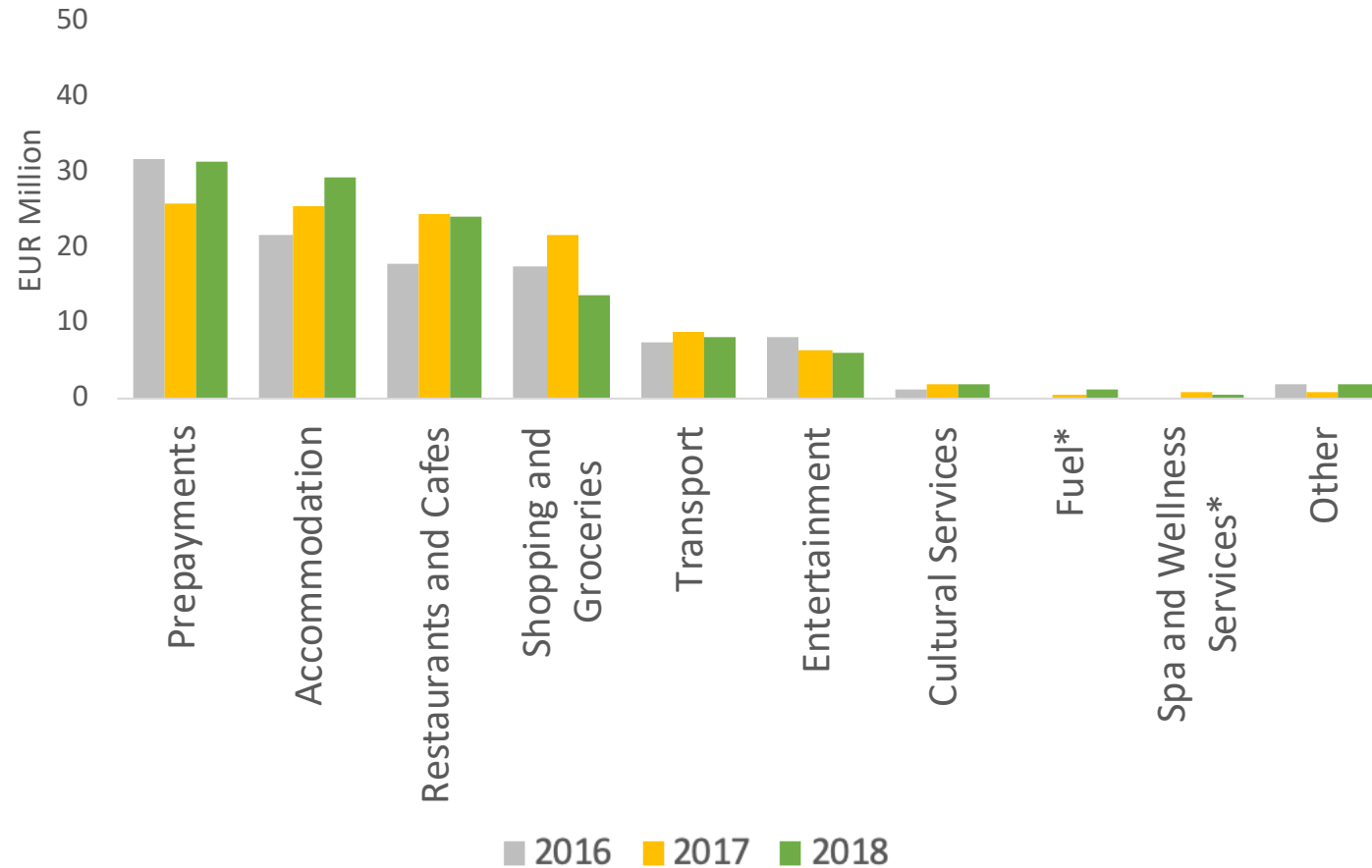
Total Spending in Finland 2016–2018



British visitors spent EUR 118 million in Finland in 2018. The sum was approximately four percent of all the foreign spending (EUR 3.1 billion) in Finland.

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

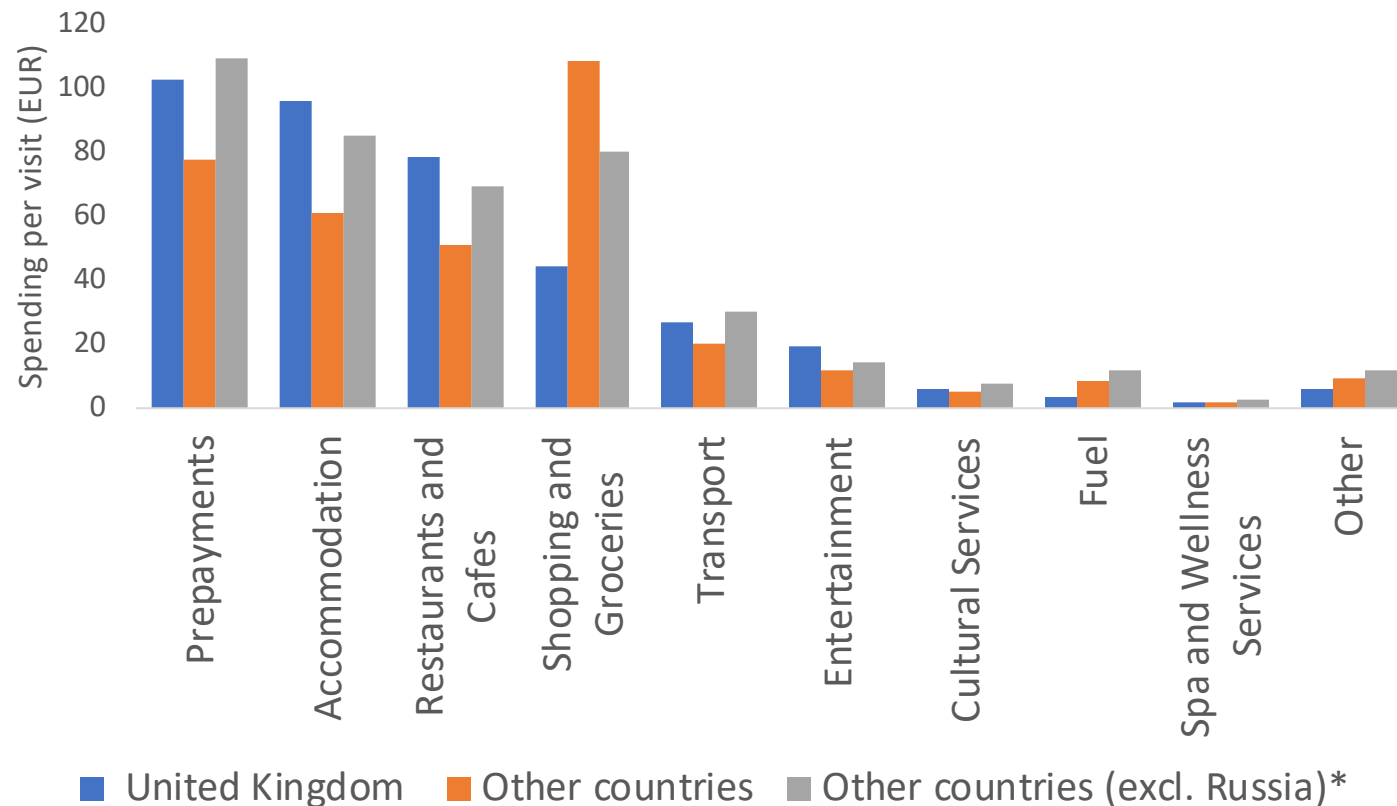
Spending Targets of all British Visitors



British visitors spent the largest amount on prepayments (EUR 31M), accommodation (EUR 29M) and restaurants and cafes (EUR 24M) 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 British Spending in 2018



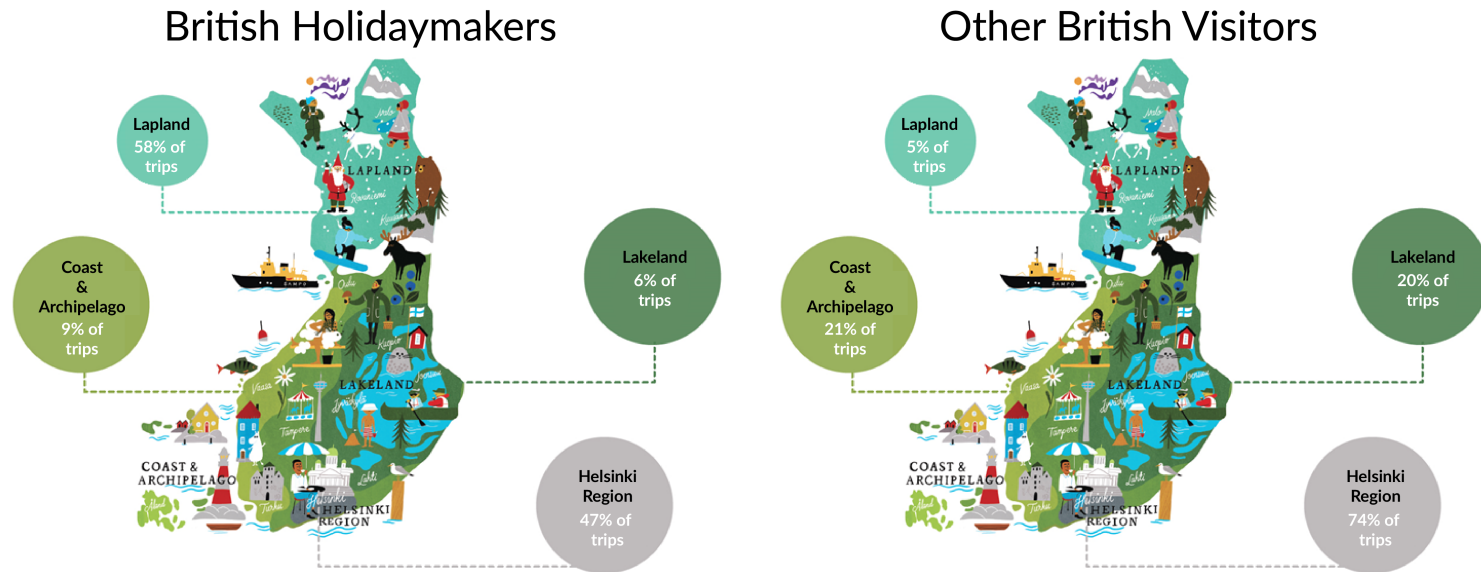
British visitors spent on average EUR 386 per visit in 2018 (others' avg. EUR 357).

British average expenditure on accommodation and restaurants and cafes per visit was more than the visitor expenditure from other countries.

However, their spending on shopping and groceries was about half of the average expenditure by other visitors (Russia excluded).

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

Destination in Finland

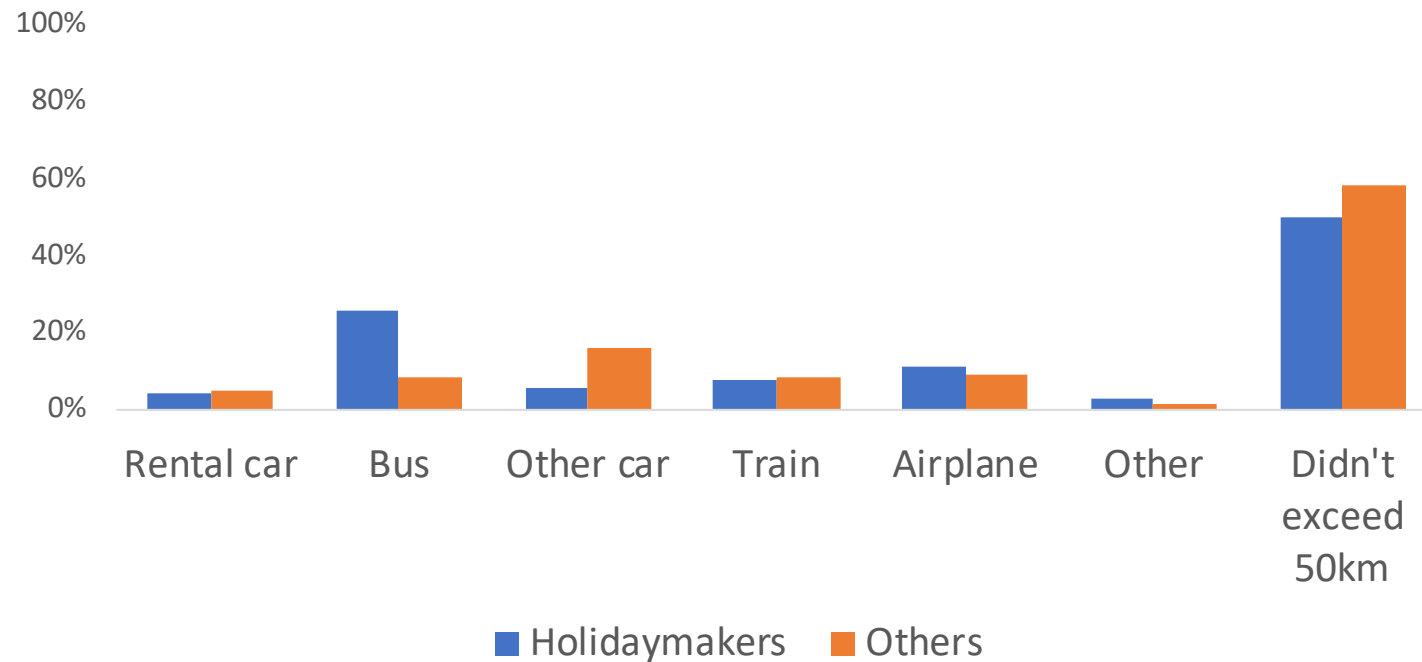


Lapland was the most popular destination for British holidaymakers (58% of trips). However, it should be noted that British visitors may be a bit overrepresented in the sample of Lapland's airports as those interviews were conducted in December and January only. According to the accommodation statistics, Lapland's share was 37 percent of the arrivals of all the British visitors in Finland.

Helsinki region was visited by 48 percent of the holidaymakers. Visits to Coast & Archipelago and the Lakeland area were quite rare among the British holidaymakers (9% and 6% respectively).

Methods of Transport

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



For the British holidaymakers, buses (26%) and airplanes (11%) were the most popular ways of transportation inside Finland.

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

Interest in Activities in Finland (All British Visitors)



Finnish culinary experiences, sauna, walking in the nature and northern lights were among the most interesting attractions / activities for all British visitors in Finland.

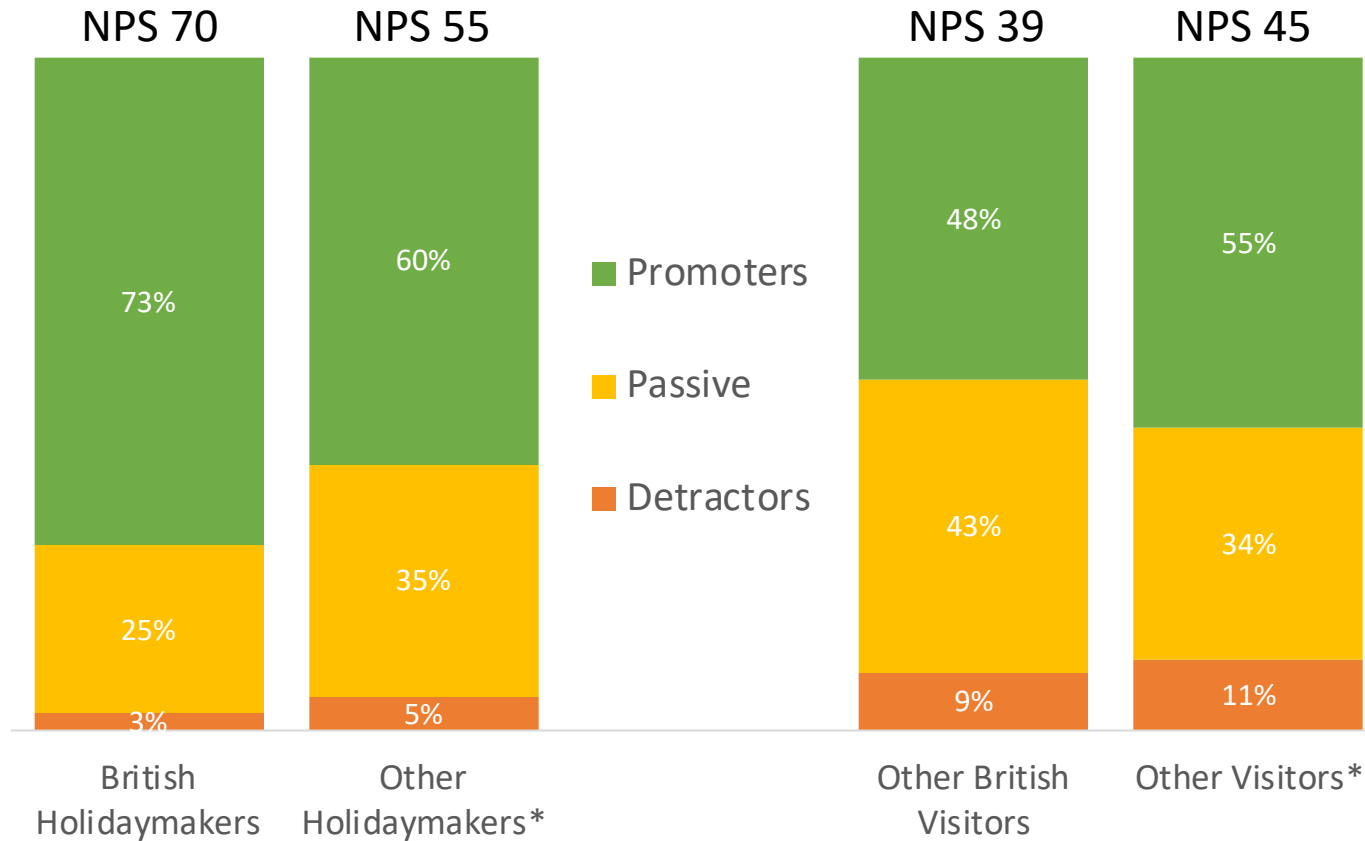
The gap between the interest and experiencing the activity was highest (over 30 percentage points) in nature-connected activities: experiencing northern lights, national parks or walking in the nature.

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

Finland's Main Attractions (% of all the British Holidaymakers)				
Holidaymakers were asked the main attraction factors (max. 2 out of 5 options) for choosing Finland as a destination				
Nature (64%)	Culture or Entertainment (54%)	Well-being (10%)	Sports or Exercise (10%)	Shopping (2%)
1. Northern Lights	Santa Claus	Finnish Sauna	Husky and Reindeer Safaris	Shopping
2. Husky and Reindeer Safaris	Husky and Reindeer Safaris	Museums	Other Winter Activities and Experiences	Walking in Nature
3. Walking in Nature	Northern Lights	Walking in Nature	Walking in Nature	Museums
4. Santa Claus	Walking in Nature	National Parks	Winter Sports	Other Cultural Destinations (e.g. Buildings, Castles)
5. Other Winter Activities and Experiences	Other Winter Activities and Experiences	Other Cultural Destinations (e.g. Buildings, Castles)	Northern Lights	Finnish Culinary Experiences

Walking in nature, northern lights, husky and reindeer safaris and other winter activities were among the most interesting activities or attractions for the British holidaymakers. Nature (64%) and culture or entertainment (43%) were the most popular factors for holidaymakers in choosing Finland as their destination. For British holidaymakers, winter activities (and Lapland) seem to be much more interesting than it is for other holidaymakers.

Promoting Finland



The Net Promoter Score (NPS) for Finland among all the British visitors was 53. Holidaymakers were much more likely to recommend Finland compared to the other visitors (70/39).

The share of 'promoters' is considerably higher among the British holidaymakers compared to their counterparts from other countries.

*Other countries include Russia.