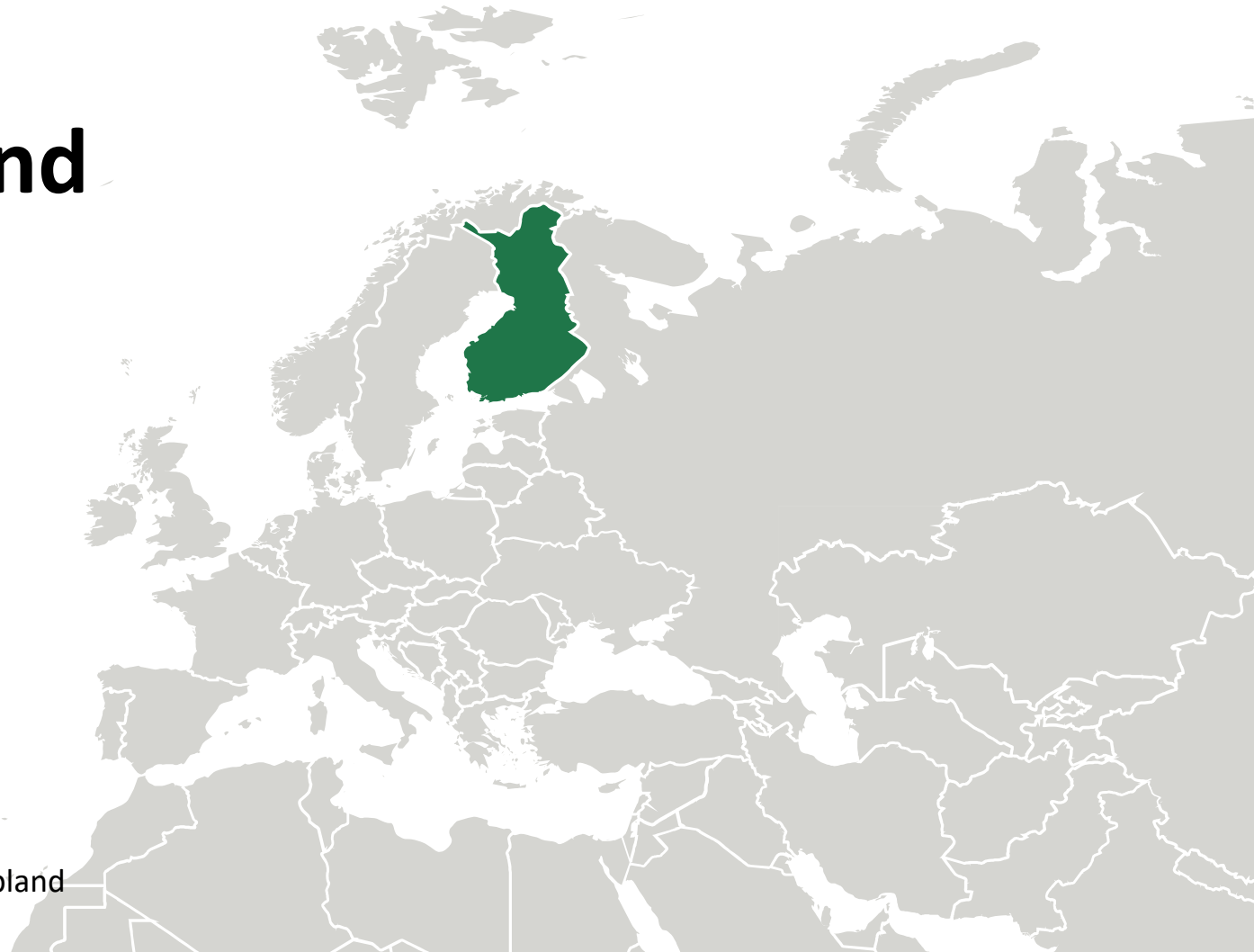


Finland's Touristic Demand Overview 2021

The overview gives a holistic picture of international touristic online searches regarding Finland in 2021.

The most popular travel-related search topics regarding Finland are reviewed in the following order:

1. Searches from the international and domestic markets
2. Searches in the Nordic countries
3. Searches about accommodation
4. Searches that relate to Finland's four regions
 - Coast & Archipelago, Helsinki Region, Lakeland Region and Lapland



Description of the Data

- Most popular travel-related search topics are compared through different lenses examining search volumes, annual changes, seasonality, target markets and Nordic comparison.
- Touristic Online Searches 2021-2019 that is based on the data of the most popular search engines worldwide with a 90 % market share provided by D2 Digital Demand, Bloom Consulting
- 20 Target Markets: Austria, Australia, Belgium, Canada, China, Estonia, France, Germany, India, Italy, Japan, Russia, UK, Netherlands, Spain, Sweden, Switzerland and South Korea, USA and domestic market.
- 5 Nordic destinations: Finland, Denmark, Iceland, Norway and Sweden.
- Around 70 main topics (e.g., Natural Wonders, Well-being, Travel, Tourism Packages), which are divided into three main categories (Generic Information, Touristic Activities, Accommodation)
 - Nearly 300 single topics (E.g., Northern Lights, Cities, Saunas, Lakes, Santa Claus)
- For further and more detailed insights, we have created a Power BI report that is free to use for anyone: Finland's Digital Demand Power BI.
- A more detailed insights are found in the following reports that Bloom Consulting has provided to us:
 - What's Up Seminar 6th of April 2022, Review, Gonzalo Vilar and Olga Nowak, Bloom Consulting
 - Finland's Touristic Demand – Key Findings of Q1 2022

Key Takeaways

Finland reached over 4.4 million tourism-related online searches

In 2021, the search volumes for Finland were above the pre-pandemic levels but below the Nordic average

Germany took Japan's number 1 spot with most searches for Finland in 2021

However, Japanese keep actively searching for Finland despite the travel restrictions

Estonia was the top riser with the highest annual growth in 2021

Summer search volumes for Finland from April until July have risen notably from 2019 to 2021

Domestic market keeps growing

The domestic market looks for summer activities; the foreign markets search for winter-related topics

Iceland is the number one in the Nordic comparison

Natural Wonders continue to be the most popular travel-related topic in the Nordics

Key Takeaways

Finland is searched the most towards the end of the year

Other Nordic countries' searches peak in the summer months

Northern Lights and Santa Claus stay popular year after year

The popularity of discovering food in travelling keeps rising in 2021

Forest is the fastest-growing single topic for Finland in 2021

Holiday Houses is the most emerging single topic for Finland in 2021

Sauna maintains its popularity year after year

Sauna has been the most searched single topic for Finland for four consecutive year

Midnight Sun is on the rise

In 2021, Finland grew the fastest in the Nordics in Midnight Sun searches

1. International and Domestic Markets

TOP SINGLE TOPICS

The Most Searched Travel-Related Single Topics in Finland (2018-2021)

2018	2019	2020	2021
1 Saunas	1 Saunas	1 Saunas	1 Saunas
2 Cities	2 Tourism	2 Cities	2 Cities
3 Tourism	3 Cities	3 Travel	3 Travel
4 Travel	4 Northern Lights	4 Northern Lights	4 Northern Lights
5 Northern Lights	5 Travel	5 Tourism	5 Travel Restrictions
6 Places to Visit	6 Glass Cabins	6 Glass Cabins	6 Glass Cabins
7 Glass Cabins	7 Places to Visit	7 Lakes	7 Tourism
8 Lakes	8 Holiday Packages	8 Santa Claus	8 Santa Claus
9 Hotels	9 Santa Claus	9 Places to Visit	9 Places to Visit
10 Holiday Packages	10 Hotels	10 Holiday Packages	10 Hotels
11 Santa Claus	11 Vacation Packages	11 Hotels	11 Lakes
12 Vacation Packages	12 Lakes	12 Travel Restrictions	12 Holiday Packages
13 Things to Do	13 Things to Do	13 Vacation Packages	13 Vacation Packages
14 Camping	14 Ice Hotels	14 Skiing	14 Camping
15 Tours	15 Camping	15 Camping	15 Ice Hotels

The most searched single topics exclude the searches from China and Russia.

The top single topics keep their popularity over time, with no drastic changes or new top trends appearing in searches for Finland.

Sauna remains in the first-place over time, from 2018 to 2021.

Saunas, Northern Lights, Glass Cabins, Santa Claus, Lakes, Camping and Ice Hotels are particularly interesting about Finland for travellers.

A new trend exception is internationally widespread keyword *travel restrictions* caused by the pandemic.

Target Market Distribution

Rank	Country	Position*	'21 Searches	'20-'21 Growth	'19-'20 Growth
	ALL INTERNATIONAL SEARCHES		4.4 M	8%	2%
1	Germany	▲ 2	499K	5%	3%
2	Japan	▼ 1	484K	0%	-12%
3	United States	▲ 2	458K	10%	9%
4	United Kingdom	▲ 2	351K	12%	6%
5	Russia	▼ 2	278K	-14%	-35%
6	Italy	▼ 2	250K	8%	9%
7	France	-	222K	12%	-16%
8	Spain	▲ 1	194K	18%	-12%
9	Netherlands	▲ 2	170K	8%	30%
10	Estonia	▲ 4	169K	30%	24%
11	India	▼ 1	145K	12%	4%
12	Sweden	-	128K	8%	-1%
13	Switzerland	-	112K	4%	-4%
14	Canada	▲ 1	108K	11%	5%
15	China	▼ 14	85K	-58%	-63%
16	Austria	-	81K	7%	-6%
17	Belgium	▼ 1	72K	7%	5%
18	Australia	▼ 1	55K	-13%	-10%
19	South Korea	-	46K	2%	9%

*) The column 'Position' shows the change in ranking from 2020 to 2021.

All in all, the online touristic searches for Finland show a positive trend with 8% annual growth.

In 2021, Germany took Japan's top spot in online touristic searches for Finland with nearly 500 000 annual searches.

Japanese remain active with searches despite the pandemic causing travel restrictions.

The top countries by search volume are Germany, Japan and the United States.

The top countries with the highest annual growth are Estonia, Spain, France, the United Kingdom and India.

The countries with the highest annual decrease are China, Russia and Australia, foreseeable given the countries' circumstances.

FASTEST GROWING ACTIVITIES AND EMERGING TOPICS

*Finland's nature attracts
international searchers*

The fastest-growing activities

Forests



Cities



Emerging topics

Holiday Houses



Natural Wonders



Midnight Sun



Lakes



Beaches

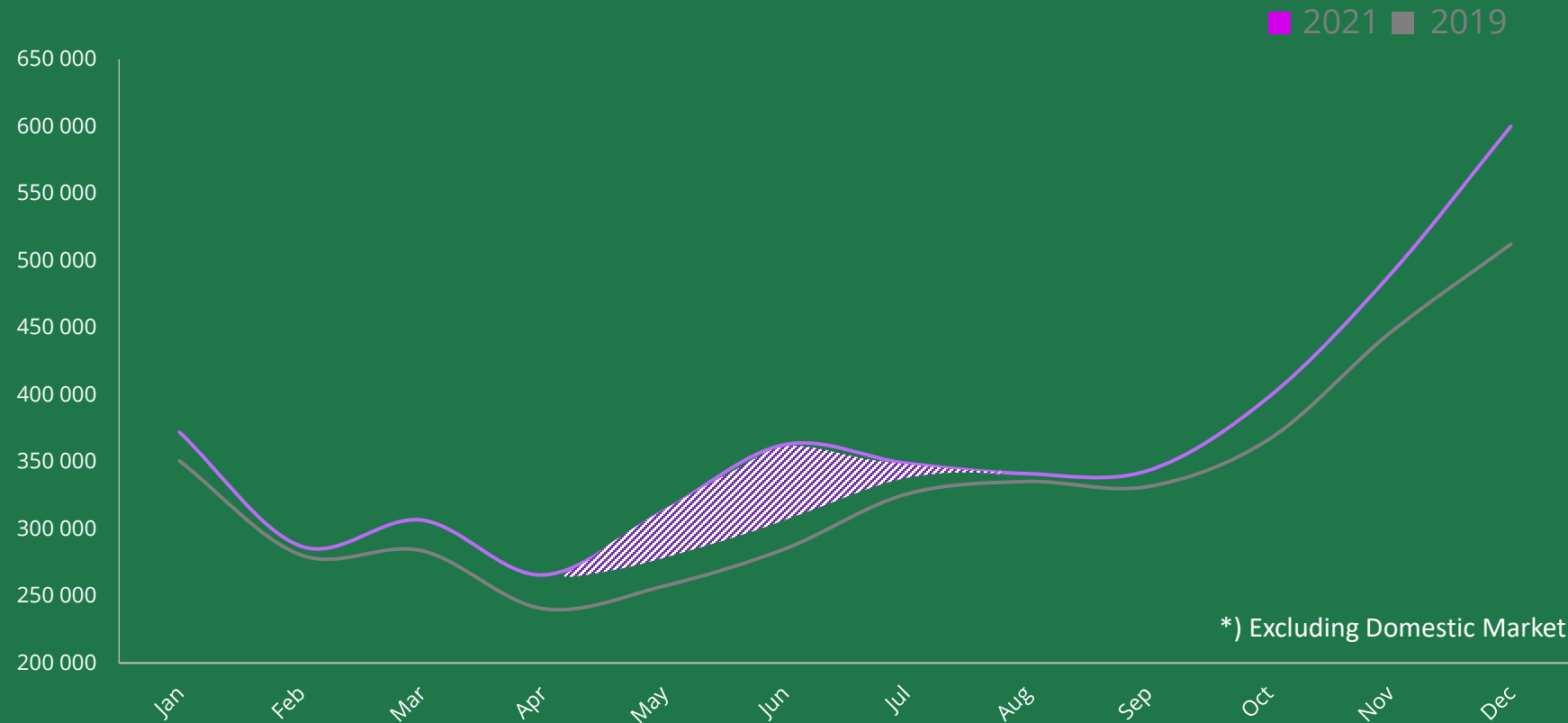


Wood Houses



SEASONALITY FOR INTERNATIONAL SEARCHES (2021-2019)

Rest of the World Seasonality* Finland – 2021 is above pre-pandemic levels



The pandemic influenced the growth; however, the trend in 2021 shows that the searches are above the pre-pandemic levels (2019).

The volume of summer searches from April until July has risen notably from 2019 to 2021.

*) Excluding Domestic Market

DOMESTIC SEARCHES

TOP SEARCHED SINGLE TOPICS

Single Topics	Searches	Growth (YtoY)
1. Cities	150K	+27%
2. National Parks	100K	+42%
3. Spa Resorts	71K	+15%
4. Travel Restrictions	47K	+1407%
5. Lakes	43K	+19%
6. Camping	41K	+7%
7. Castles and Fortresses	30K	+21%
8. Spa Hotels	17K	+23%
9. Hotels	16K	+40%
10. Cycling	15K	+10%
11. Holiday Packages	14K	+35%
12. Golf	14K	+37%
13. Amusement Parks	12K	+20%
14. Islands	12K	+23%
15. Tourism	12K	+17%

The 15 most searched single topics for the domestic market in 2021

MOST EMERGING SINGLE TOPICS

Camping



Castles & Fortresses



Cycling



Pandemic influenced positively to the domestic travel searches

The topics of interest for domestic searches refer to the summer market.

The domestic market's search volumes have grown influenced by the pandemic.

Whether the domestic market is here to stay remains to be seen.

The single topics that increased their popularity the most from 2020 to 2021 are **Travel Restrictions, National Parks, Hotels, Golf and Holiday Packages.**

- **Travel Restrictions** and **Travel** are new keywords for travel-related searches globally influenced by pandemic

The most emerging single topics to look out for in the domestic market are **Camping, Castles & Fortresses and Cycling.**

DOMESTIC VS. INTERNATIONAL SEARCHES

Differences in Markets

Domestic

1. Cities
2. **National Parks**
3. **Spa Resorts**
4. Travel Restrictions
5. Lakes
6. Camping
7. **Castles and Fortresses**
8. Spa Hotels
9. Hotels
10. **Cycling**
11. Holiday Packages
12. **Golf**
13. **Amusement Parks**
14. **Islands**
15. Tourism

International

1. **Saunas**
2. Cities
3. Travel
4. **Northern Lights**
5. Travel Restrictions
6. **Glass Cabins**
7. Tourism
8. **Santa Claus**
9. Places to Visit
10. Hotels
11. Lakes
12. Holiday Packages
13. Vacation Packages
14. Camping
15. **Ice Hotels**

The words in bold indicate the difference between the two markets.

Domestic market searches relate to summer and international to winter

For Finland, the 15 most searched single topics (January-December 2021) vary between domestic and international markets.

- The international markets exclude searches from China and Russia.

The most searched single topics show that the Finnish domestic market refers to summer and international to winter markets.

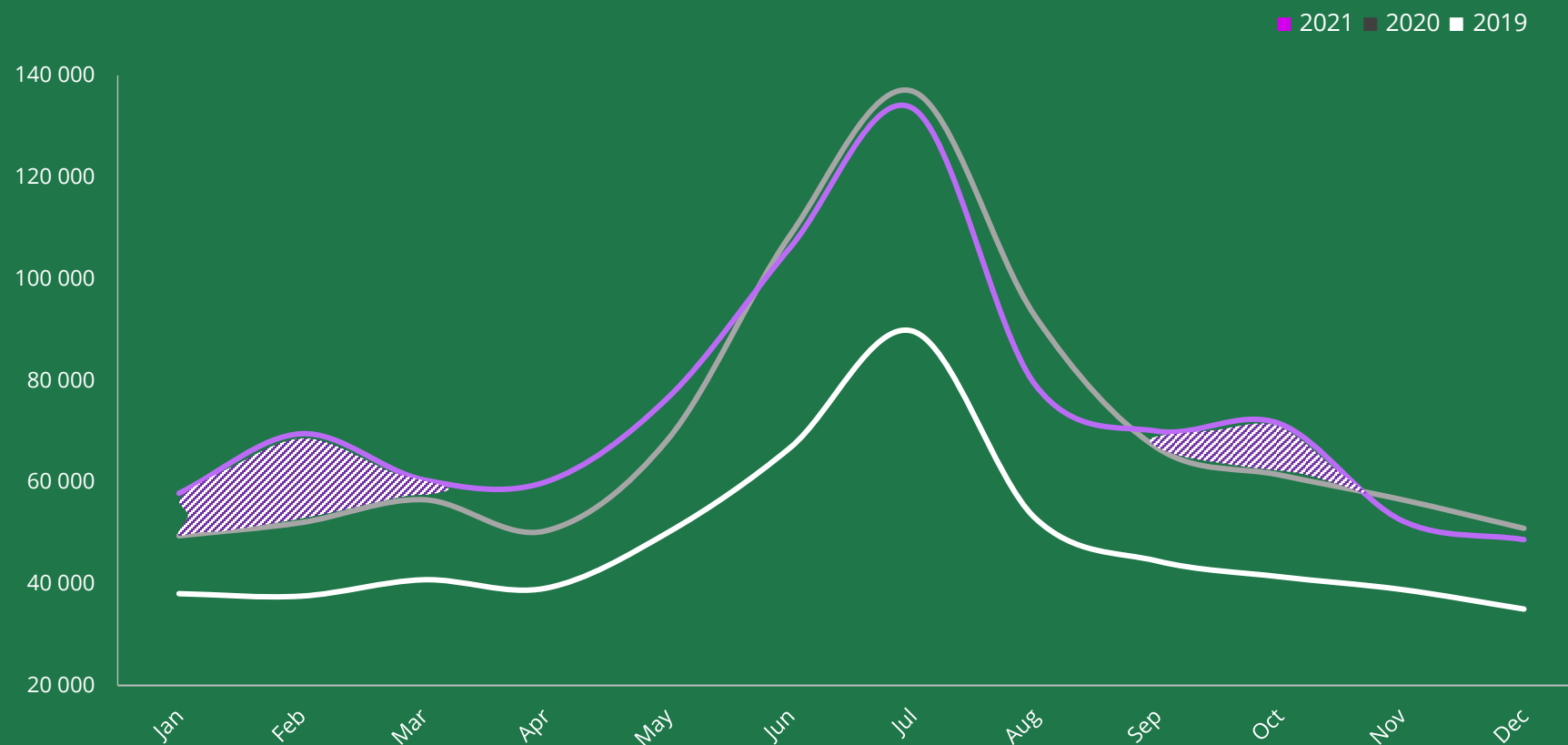
The domestic market search for summer-related activities; **National Parks, Lakes, Camping, Castles and Fortresses, Cycling, Golf, Amusement Parks and Islands** are given examples.

The international market's top keywords refer to the winter season and its activities such as **Saunas, Northern Lights, Glass Cabins, Santa Claus and Ice Hotels.**

The most popular activity-related single topics that are common for both markets are **Cities, Lakes, and Camping.**

SEASONALITY FOR DOMESTIC SEARCHES (2021-2019)

In 2021, Finland as a travel destination attracted more interest than ever among the domestic market – winter and autumn keep growing



885

thousand searches in 2021

17% of share global searches

The domestic travel-related searches for Finland have grown each year. Finland as a travel destination has become more appealing to the domestic market.

The searches are timed mainly in the summer months; however, in 2021, there was an apparent change to positive during the winter months (January-March) and autumn months (September-October).

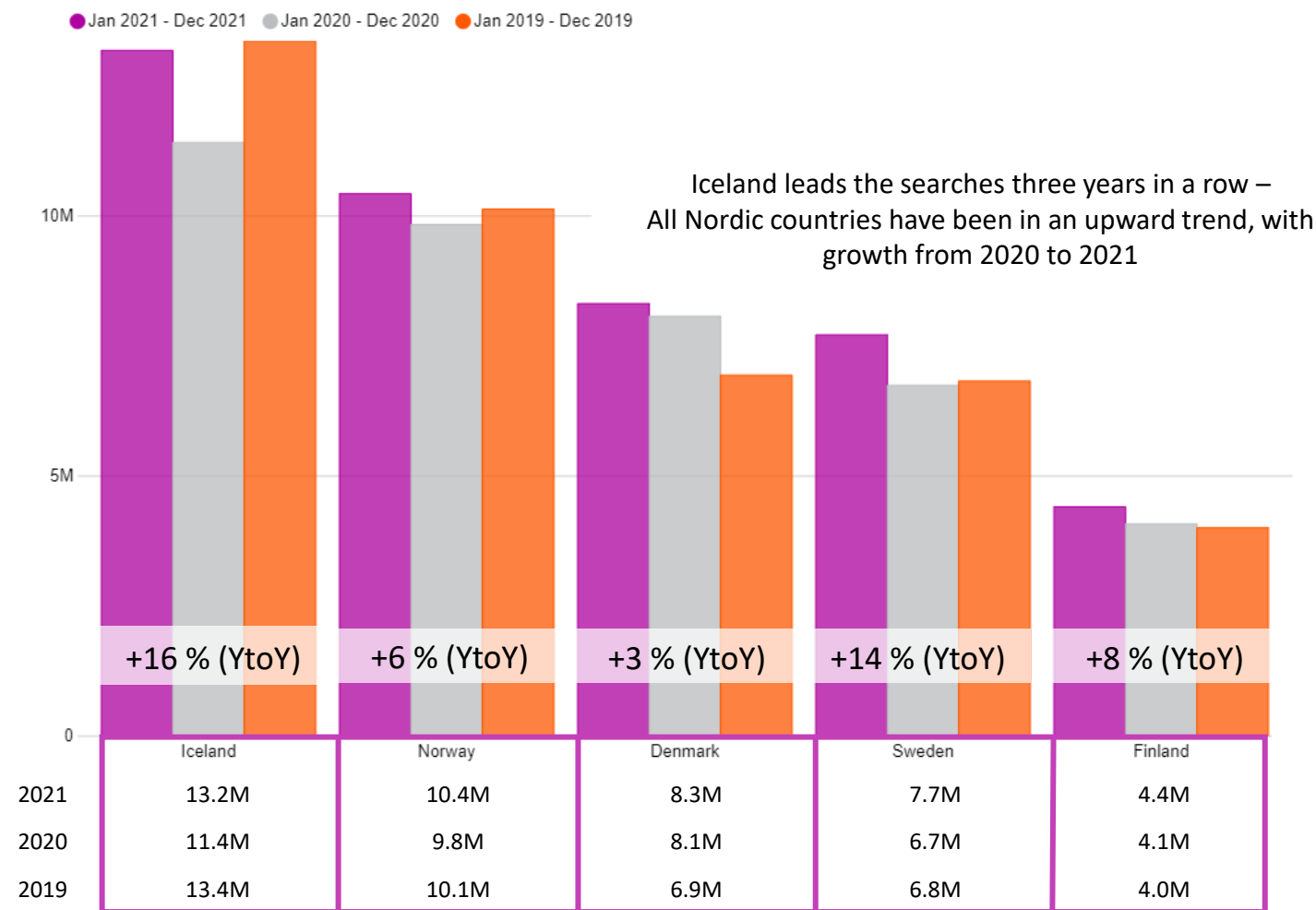
The pandemic influenced the growth in domestic searches, particularly in 2020 (+48%), when the summer growth was distinctive.

Finland kept its popularity in the domestic market from 2020 to 2021 by +4% annual growth.

2. Nordic Comparison

*Iceland is the number 1 in the Nordics
– Finland’s growth is below
the Nordic average*

Travel-related Searches in the Nordics



Iceland is the most popular destination for travel-related searches in the Nordics, with more than 13.2M annual searches in 2021. Norway is the second one with 10.4M searches, Denmark the third with 8.3M, Sweden the fourth with 7.7M and Finland following with 4.4M annual searches.

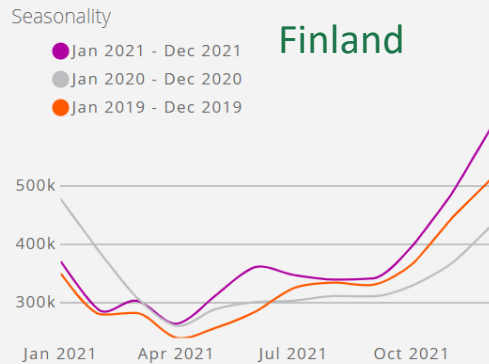
In 2021, Finland (+8%) grew slower than the Nordic average (+9%).

All Nordic countries had a growth in searches from 2020. Iceland and Sweden had the most significant annual growth in 2021 – Denmark with the smallest increase.

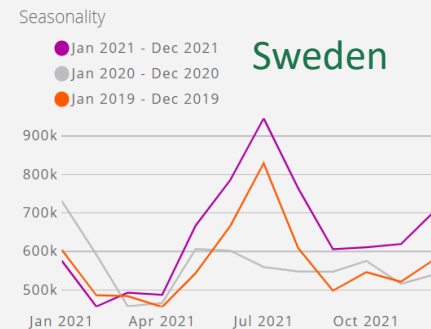
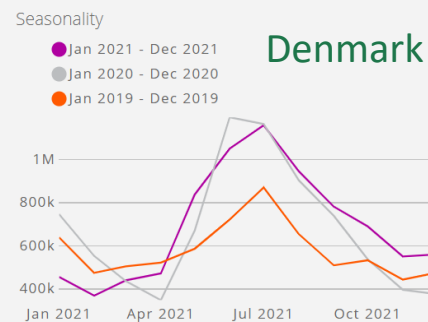
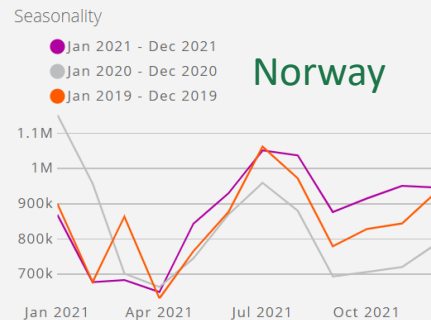
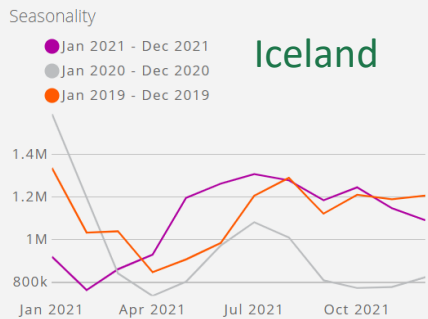
Iceland is the number 1 in annual search volumes for three years in a row Finland following the Nordic comparison.

The pandemic year 2020 hit Iceland the most regarding a percentual decrease in travel-related searches. Iceland did not exceed the levels of pre-pandemic (2019) whilst the other Nordic countries did. However, Iceland has remained in the number 1 position in the Nordic comparison year after year.

NORDIC COMPARISON



People search Nordic countries mostly in summers and in January and February.



Seasonality in the Nordic Countries

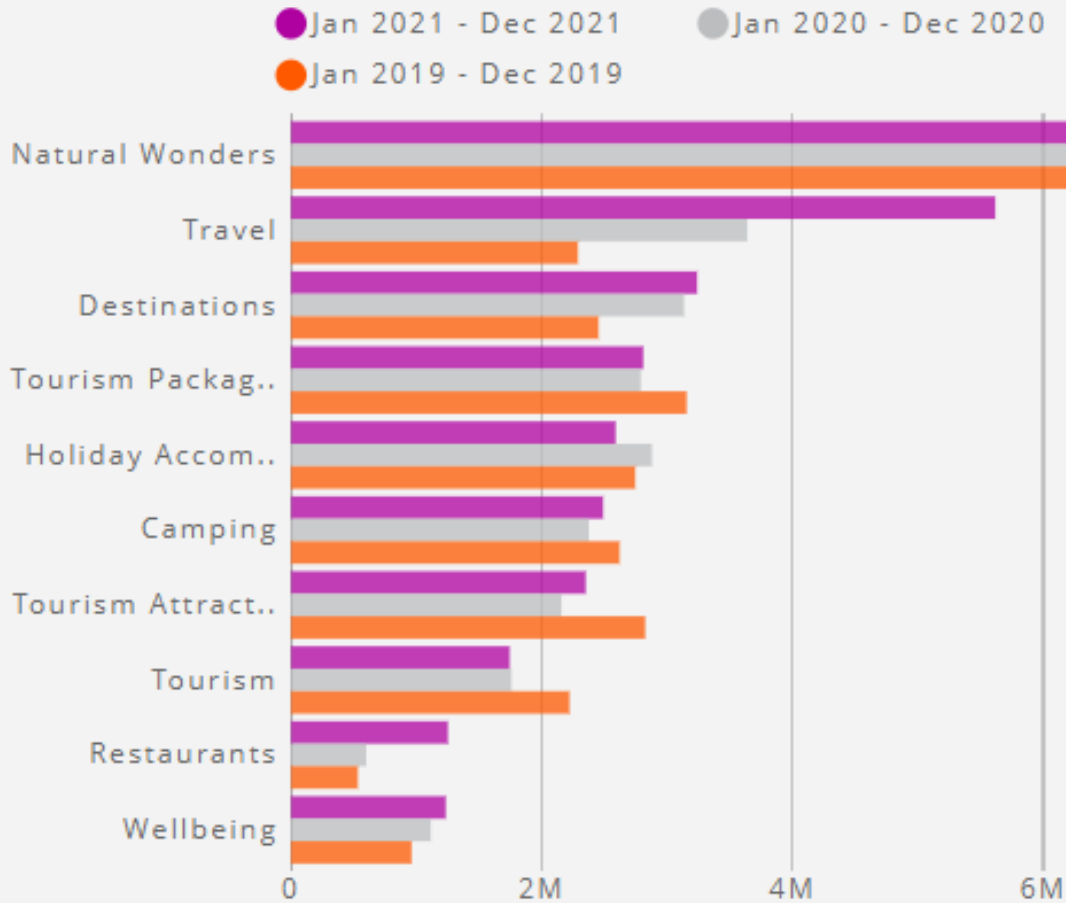
Seasonality of international searches regarding the Nordic countries focus primarily on the summer and secondly on January and February.

Compared to previous years, the trend shows that people have increasingly searched Nordic countries in the spring (from April) in 2021.

- Except for this change, each country's searches follow a nearly similar timeline in 2021 than before the pandemic in 2019.

Finland's seasonality for searches differentiates it from the other Nordic countries. Finland's search volume increase towards the end of the year whereas other Nordic countries' peak is during the summer months.

NORDIC COMPARISON



Top Main Topics

The figure shows the ten most searched main topics in the Nordic countries by search volumes from 2019 to 2021.

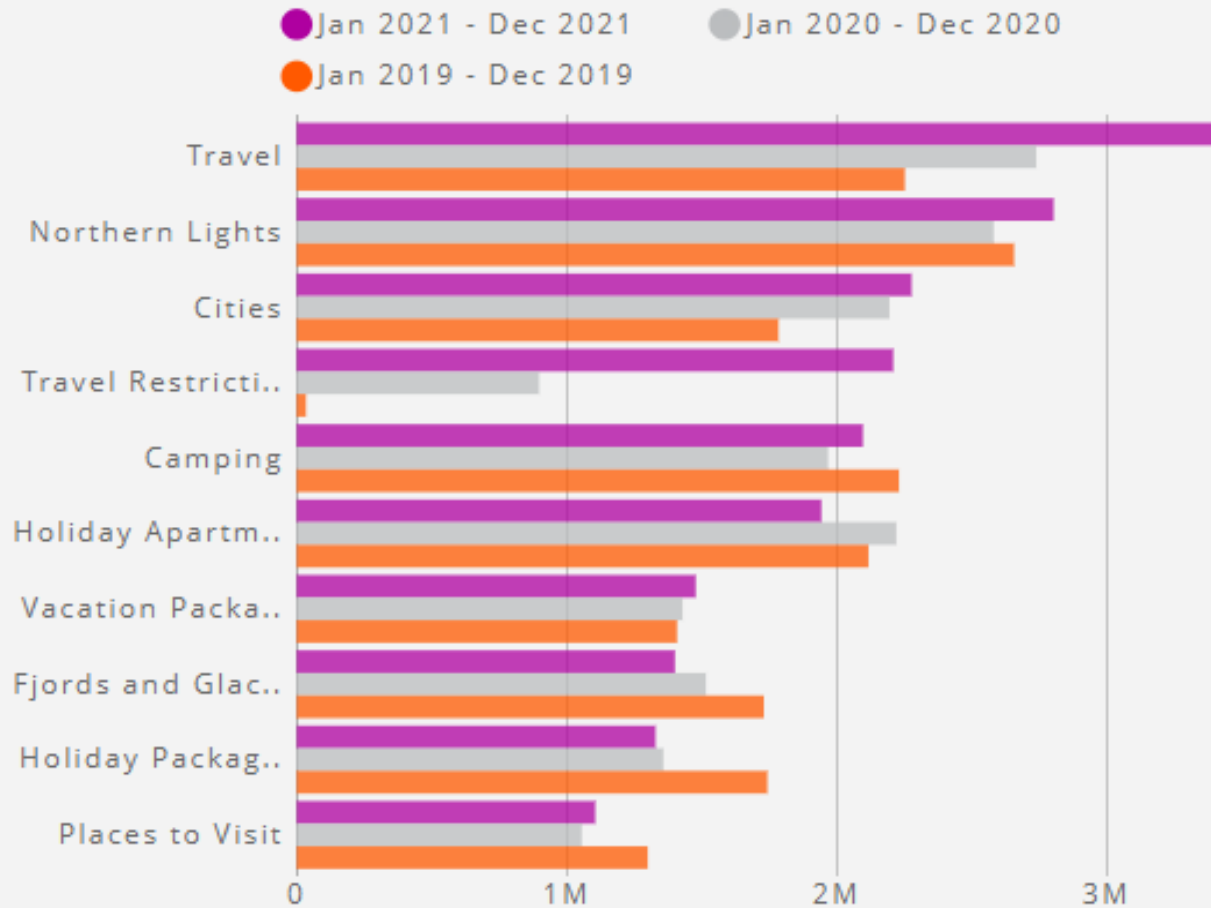
Natural Wonders continue to be the most popular topic over the years.

- Natural Wonders include keywords such as **Coastline, Lakes, Northern Lights, Swamps and Wetlands, Forests, Midnight Sun, Sea, Caves and Waterfalls.**

The topics that had the most significant relative change rate and growth from 2019 to 2021 were **Travel, Restaurants and Wellbeing.**

The topic that had the most significant decrease was **tourism**, which can be explained by the influence of the pandemic and new keyword's **Travel** rising popularity.

NORDIC COMPARISON



Top Single Topics

The figure shows the ten most searched single topics in the Nordic countries by search volumes from 2019 to 2021.

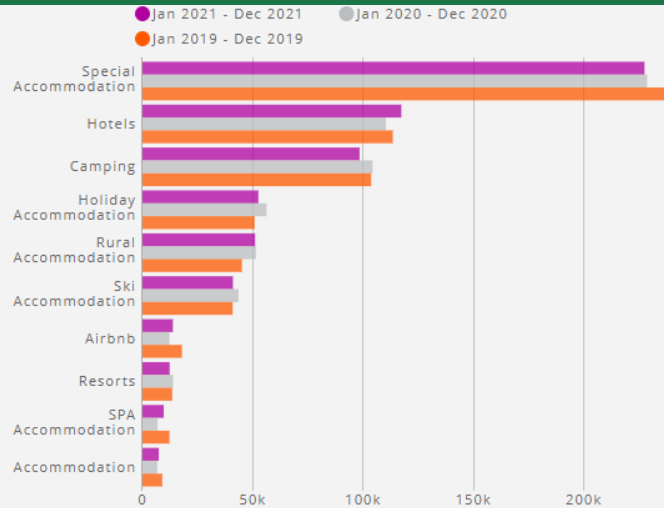
Northern Lights and **Camping** are the most popular activity-related single topics in the Nordics.

Travel continues with the most searches from 2020 to 2021.

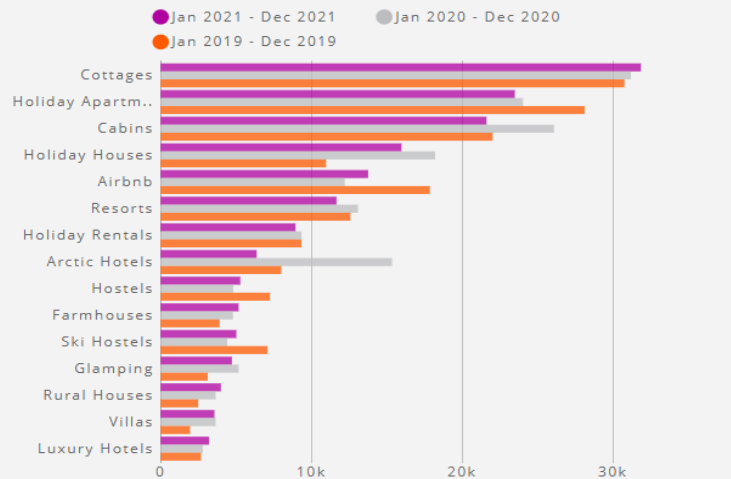
3. Accommodation

ACCOMMODATION

MOST SEARCHED ACCOMMODATION



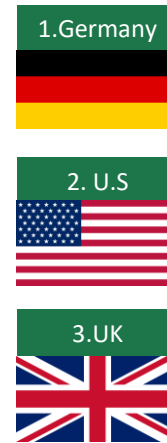
ACCOMMODATION > SPECIAL ACCOMMODATION



In 2021, there were around 644K accommodation-related travel searches for Finland. The most searched accommodation types for Finland in 2021 are **Special Accommodation, Hotels and Camping**. **Hotels** returned to the levels of pre-pandemic in 2021. Searches for Airbnb have decreased since 2019.

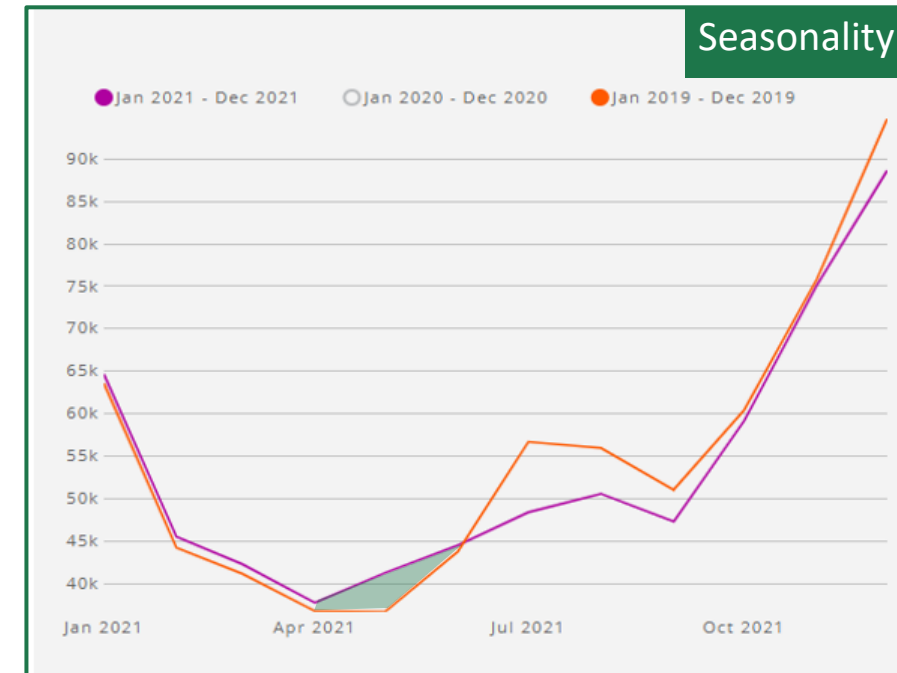
Special Accommodation has been Finland's most searched accommodation type for three consecutive years. The most popular type of special accommodation was **Cottages, Holiday Apartments and Cabins**. When 2020 was a year for **Cabins, Holiday Houses and Arctic Hotels**, 2021 was a downward trend for these searches.

Germany, the United States and the United Kingdom are the top countries searching for Finland's accommodation. Accommodation is searched towards the end of the year –growth in searches for 2021 happened in April-June compared to 2019.



Rank	Country	'21 Searches	'20-'21 Growth	'19-'20 Growth
1	Germany	106K	3%	3%
2	United States	78.6K	-4%	0%
3	United Kingdom	52.7K	-16%	3%
4	France	30.1K	3%	-11%
5	Canada	28.5K	33%	1%
6	Spain	27K	-1%	-5%
7	Netherlands	23.1K	4%	3%

Special Accommodation – and particularly Cottages, keep going strong



4. Finland's Four Regions

Coast & Archipelago, Helsinki Region, Lakeland and Lapland

(Internet-search topics relating to each region)

Internet-searches Relating to Each Region

- In this section, the purpose is to represent each region's (Coast & Archipelago, Helsinki Region, Lakeland and Lapland) key selling points in international markets while still differentiating them from the supply of Finland in general.
- Some of the region's theme-related single topics have been assigned to many different regions, but most are assigned only to one area. (Example: National Parks for all regions, Santa Claus for Lapland)
- Search numbers for each region, presented in the following slides, represents the whole number of international searches in Finland relating to chosen theme words. For example, the 'Lakes' single topic represents all Lakes-related searches in Finland, even though lakes are assigned particularly to the Lakeland region in Finland.

4.1 Coast & Archipelago

A photograph of a person sitting on a wooden bench against a dark wooden wall. A thick, coiled rope is draped over the bench. The image is used as a background for the text boxes.

World's
largest
archipelago

Sea-faring
towns &
artisan villages

The calm and
the storm
– Lighthouses

Sea as a way
of living

COAST & ARCHIPELAGO

COAST & ARCHIPELAGO THEMED SEARCHES

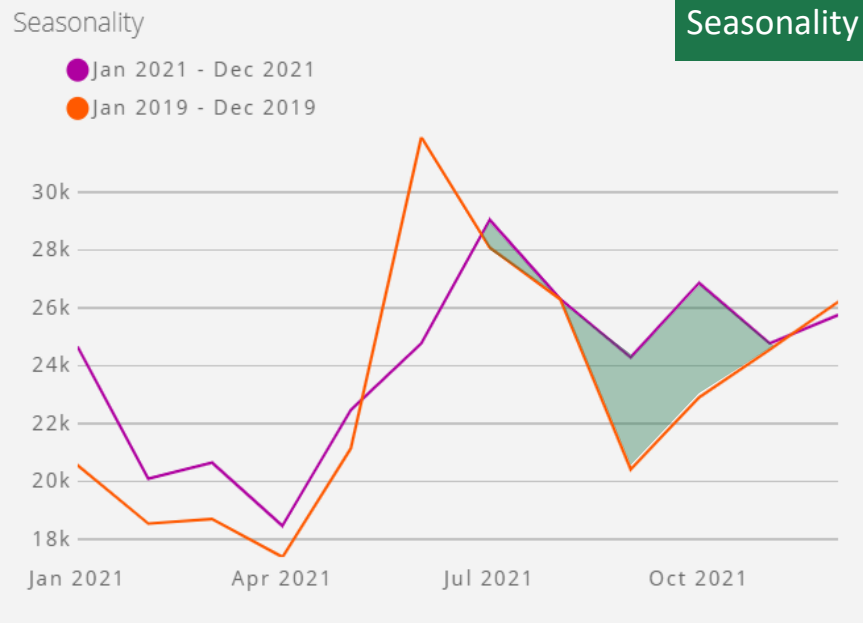
2021: 288K (+8% YtoY growth)

2020: 268K (-3% YtoY growth)

2019: 277K

ALL SEARCHES FOR FINLAND 2021:

4.4 M (+8% YtoY growth)



Coast & Archipelago Themed Single Topics	2021	2020	Growth' 20'21
Islands	37792	35633	6%
Cottages	31867	31204	2%
Food Tourism	31781	21184	50%
Restaurants	26148	16641	57%
Fishing	22689	24536	-8%
Cabins	21621	26098	-17%
Beaches	20910	21052	-1%
Ferry connections	17709	18009	-2%
Villages	13967	11100	26%
National Parks	12984	13227	-2%
Cruises	12949	11297	15%
Cycling	10651	9985	7%
Wood Houses	10002	11761	-15%
Boating	7726	6241	24%
Coastline	6992	7205	-3%
Lighthouses	2195	2358	-7%

Coast & Archipelago themed-searches have recovered from the pandemic, as the 2019 levels have been reached again all but in June and December. The 2021 trend followed a similar pattern to 2019 up until June after which searches increased in July which did not happen in 2019. The peak months for 2021 were July and October. Searches above 2019 levels were from July to November 2021.

Islands, Cottages, and Food Tourism/Restaurants are in the top three

Coast & Archipelago themed searches had almost 600 000 annual searches in 2021.

The graph represents the total number of searches per topic in Finland. As an example, the 'Beaches' single topic represents Beaches-related searches in the whole of Finland, not only in the Coast & Archipelago area.

Food Tourism and **Restaurants** were the top risers in 2021. Food Tourism consists mainly of Japanese searches - Restaurant searches coming from the US

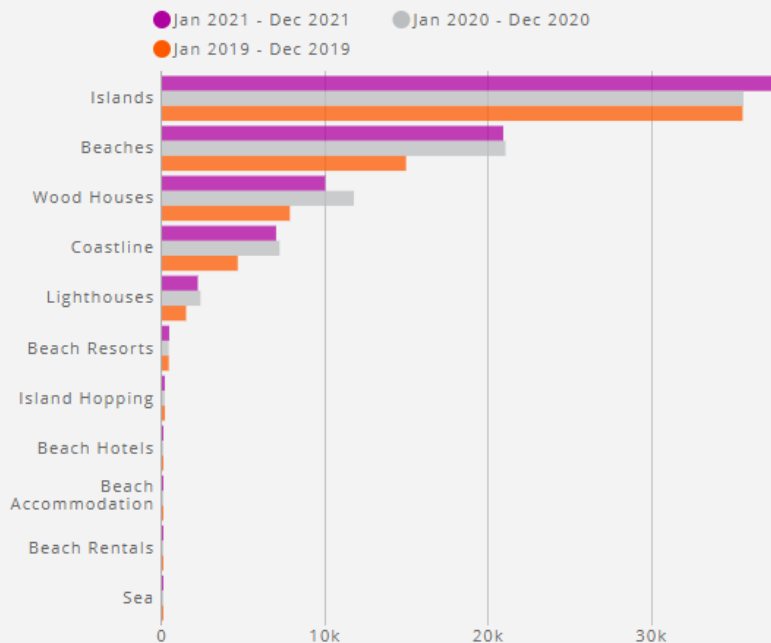
Food-related travel topics are on the rise

TOP SINGLE TOPICS IN COAST & ARCHIPELAGO

COASTAL HOLIDAYS

2021: 78.5K (0% YtoY growth)
2020: 78.6K (+21% YtoY growth)
2019: 65.1K

MOST SEARCHED COASTAL HOLIDAYS



Coastal holidays mean a cluster of single topics that are closely related to the holidays spent on the coast and archipelago, for example, **Islands, Beaches, Wood Houses, Coastline and Beach Resorts**. The top risers of city break activities in 2021 were **Islands. Wooden Houses** peaked in 2020 and in 2021 the searches decreased.

The trend in 2021 for coastal is upward in Finland and other Nordic countries compared to the pre-pandemic (2019).

The top three countries that search for different coastal holidays in Finland vary. Islands are most searched by Italy, Germany and the U.S. Beaches by the U.S., and Wood Houses by Germany and Spain.

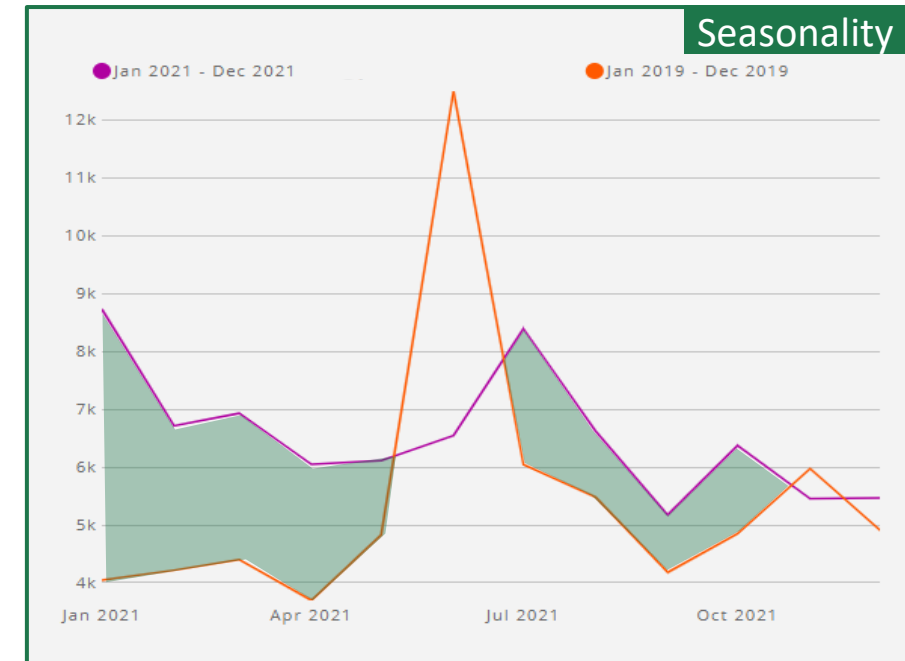
The seasonality in coastal holiday searches was distributed more evenly over the year 2021 than in 2019 peaking in July 2021.



Rank	Country	'21 Searches	'20-'21 Growth
1	Germany	10.8K	8%
2	Italy	8.6K	58%
3	United States	8.2K	-8%
4	Spain	5.7K	-8%
5	United Kingdom	4.5K	-6%
6	France	4K	-1%
7	Japan	3.2K	-13%

Islands keep their popularity year after year

Germany, Italy and the U.S. are the top markets



4.2 Helsinki Region

A person with long blonde hair is seen from behind, looking out over a city from a boat. The city features white buildings and a body of water. The scene is overlaid with a dark green banner at the top and a dark green banner at the bottom. The banner at the bottom contains the Visit Finland logo and text.

World Class
events in a
World Class
environment

Urban nature
just around
the corner

Design &
Architecture
offering sights
for all senses

Distinctive
towns & villages
near the capital

Helsinki region
-
designed to be
enjoyed on your
terms

HELSINKI REGION

HELSINKI REGION THEMED SEARCHES

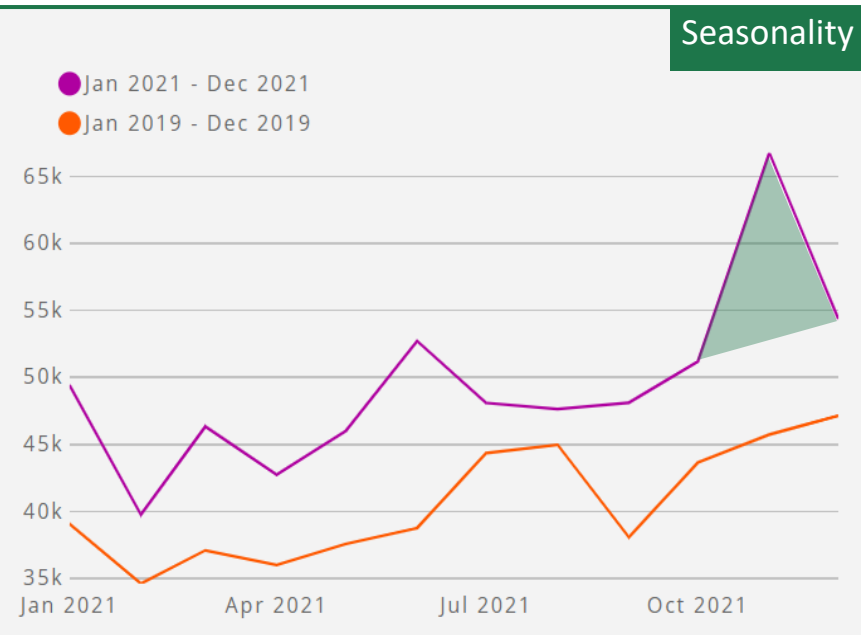
2021: 593K (+14% YtoY growth)

2020: 537K (+6.7% YtoY growth)

2019: 486K

ALL SEARCHES FOR FINLAND 2021:

4.4 M (+8% YtoY growth)



Helsinki Region

Themed Single Topics	2021	2020	Growth '20-'21
Cities	396K	354K	12 %
Cafes	35K	31K	15 %
Food Tourism	32K	21K	49 %
Restaurants	27K	17K	55 %
Museums	18K	18K	2 %
Shopping	15K	18K	-18 %
Villages	14K	11K	25 %
Cruises	14K	13K	11 %
National Parks	14K	14K	-3 %
Cycling	11K	11K	5 %
Sport Events	10K	12K	-15 %
Music Events	9.2K	8.5K	7 %
Events	9.1K	7.9K	14 %
Boating	8.1K	6.7K	22 %
Conferences	2.1K	2.9K	-28 %

Searches regarding Helsinki Region themes have recovered from the Covid-19 pandemic, as the levels of 2019 have been reached and even exceeded. During the peak (October-November 2021), there is a remarkable rise in searches for single topics **Cities, Cafés, Food Tourism and Restaurants**. Especially Estonia and the United States searched cities during the peak particularly much – Japan searched for food tourism and cafes during the peak particularly much. The searches for food tourism come mainly from Japan.

Cities, Cafes and Food Tourism/Restaurants are in the top three

Helsinki Region themed searches have almost 600K annual searches. The volumes have kept growing since 2019. The graph represents the total number of searches per topic in Finland. Cities, the most popular search topic for Helsinki Region, have been assigned entirely to the Helsinki area, even though there are other cities in Finland as well. However, if a foreign tourist is planning for a city destination holiday in Finland the most popular choice is obviously Helsinki.

In 2021, the top risers in single topics are **Restaurants** and **Food Tourism** – the MICE sector lags behind (different events and conferences).

The popularity of discovering food in travelling keeps rising

TOP SINGLE TOPICS IN HELSINKI REGION

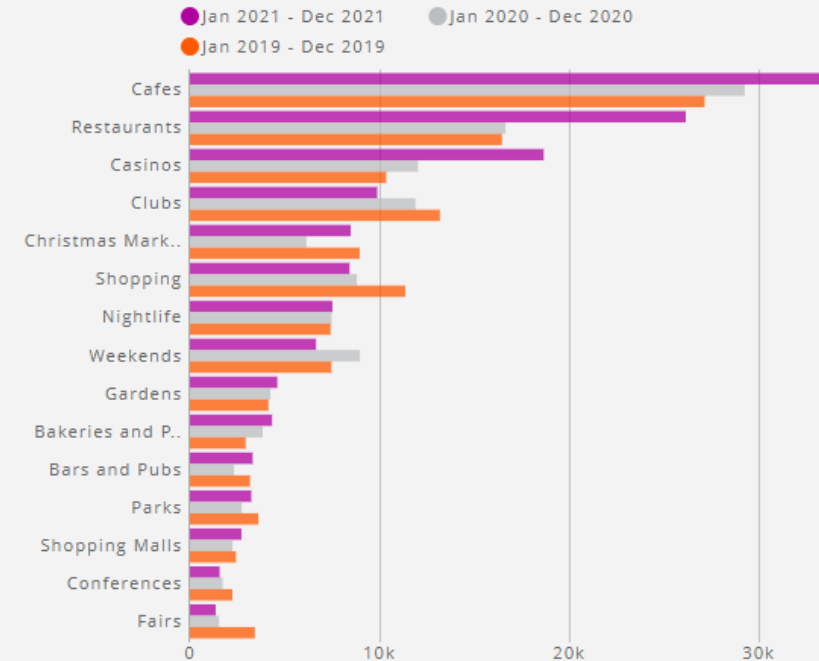
CITY BREAK ACTIVITIES

2021: 149K (+17% YtoY growth)

2020: 128K (-3% YtoY growth)

2019: 132K

MOST SEARCHED CITY BREAK ACTIVITIES



City break activities mean a cluster of single topics that are closely related to city life, for example, Cafés, Shopping, Bars and Shopping Malls. The top risers of city break activities in 2021 were **Cafes**, **Restaurants**, and **Casinos**.

The trend in 2021 for city break activities is upward in Finland and other Nordic countries.

The top three countries that search for different city break activities in Finland vary. Cafes are searched most in Estonia, the U.S., and India. Restaurants interested in Japan, the U.S., and Germany. The UK, the U.S., and Japan look for Casinos. Clubs are searched most by Japan, Spain and the U.S. Christmas Market searches for Finland come primarily from Japan, the UK and Germany. Shopping-related topics are interest of Japan, France and Germany.

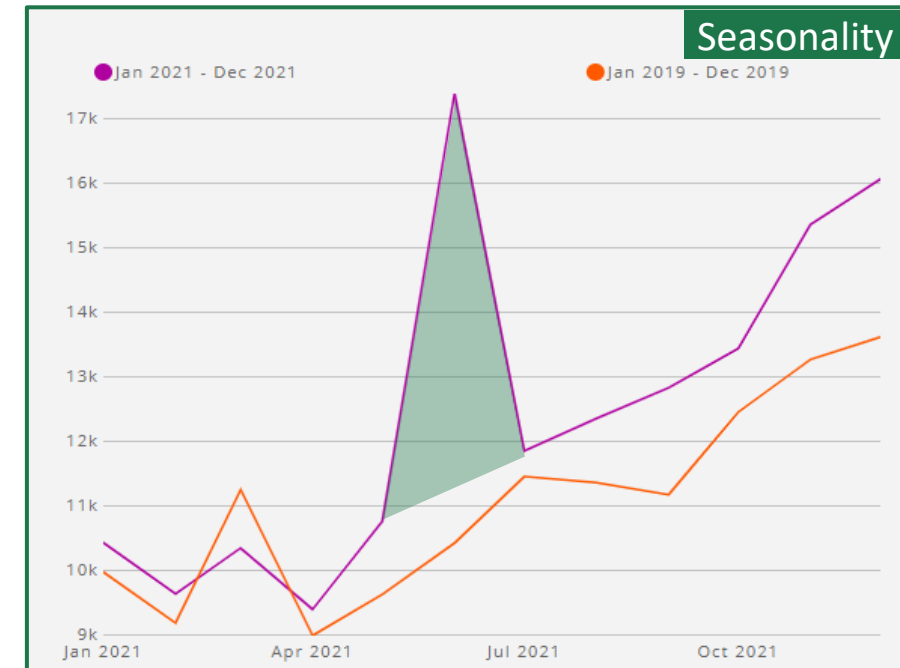
The seasonality from 2019 to 2021 had one major change in trend – the peak in June 2021 which was affected by the U.S. and the U.K. searches.



Rank	Country	'21 Searches	'20-'21 Growth
1	Japan	27.5K	-7%
2	United States	20.4K	50%
3	United Kingdom	10.5K	57%
4	Germany	7.6K	15%
5	Spain	6.8K	41%
6	France	5.5K	12%
7	Sweden	4.8K	7%

Cafés, Restaurants, Casinos, Clubs, Christmas Markets and Shopping are the top city break activities –

Japan, The U.S., and the UK are the top markets



4.3 Lakeland



Land of a
thousand lakes

National
Landscape

To know
Sauna is to
know Finland

Have a
holiday like
the Finns do

LAKELAND

LAKELAND THEMED SEARCHES

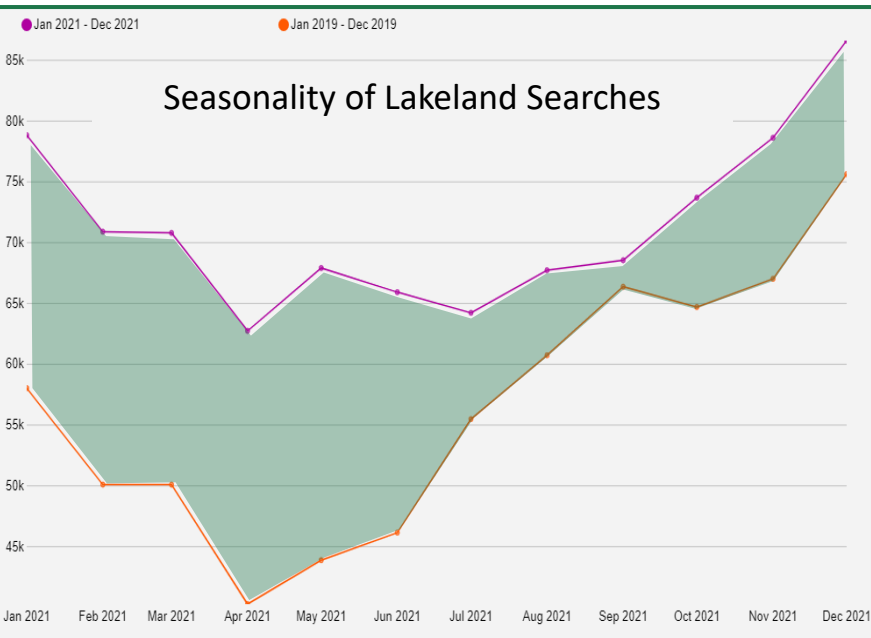
2021: 856K (+6% YtoY growth)

2020: 807K (+19% YtoY growth)

2019: 678K

ALL SEARCHES FOR FINLAND 2021:

4.4 M (+8% YtoY growth)



Lakeland Themed

Single Topics

	2021	2020	Growth' 20'21
Saunas	620K	552K	12%
Lakes	112K	125K	-10%
Cottages	32K	31K	2%
Fishing	23K	26K	-13%
Cabins	22K	25K	-12%
Hiking	16K	18K	-14%
National Parks	13K	13K	-2%
Cycling	11K	10K	7%
Boating	8K	6K	24%
Wildlife	684	548	25%

Seasonality of searches regarding the Lakeland region focused on the end of the year before the pandemic (2019) and in 2021. In both compared years the number of searches was at its lowest in April. However, the seasonality statistics of Lakeland is significantly impacted by the search number of Saunas. For example, searches related to Lakes and Cottages focused clearly on the summer months whereas Saunas have their peak during the winter months.

Lakeland themed searches have recovered from the pandemic as the levels of 2019 have been reached and even exceeded.

Saunas, Lakes and Cottages/Cabins are in the top three

Lakeland areas themed searches have more than 850 000 annual searches. The volumes have kept growing since 2019.

The graph represents the total number of searches per topic in Finland. As an example, the 'Lakes' single topic represents Lakes-related searches in the whole of Finland, not only in the Lakeland area.

Saunas have been assigned to the Lakeland area. As saunas are the most searched travel-related topic about Finland, it drastically increases Lakeland themed search volume.

The year 2020, notably influenced by the pandemic, turned out to be a better year for Lakes than 2021.

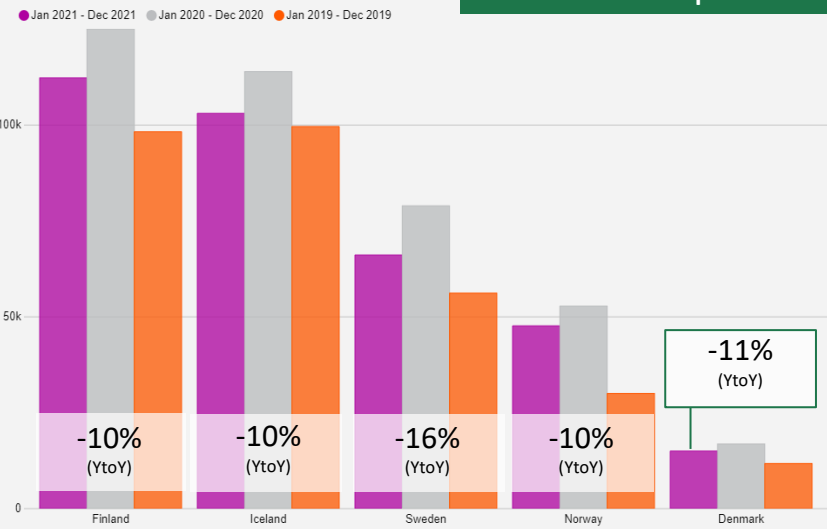
Lakeland themed searches keep growing since 2019 – year-round

LAKEs – TOP SINGLE TOPIC IN LAKELAND

LAKEs-RELATED SEARCHES

2021: 112K (-10% YtoY growth)
2020: 125K (+27% YtoY growth)
2019: 98K

Nordic Comparison



Finland is the number one destination in the Nordics for lakes. Lakes searches peaked in 2020 in all Nordic countries, partly explaining the decrease in volumes in 2021.

Lakes-related single topics were searched more than 112K times in 2021. In 2020, the amount was 125K which made 2020 a year of lakes. Even though the searches decreased from 2020 to 2021 by 10%, lakes retained their popularity by being one of the most searched Finnish travel-related single topics.



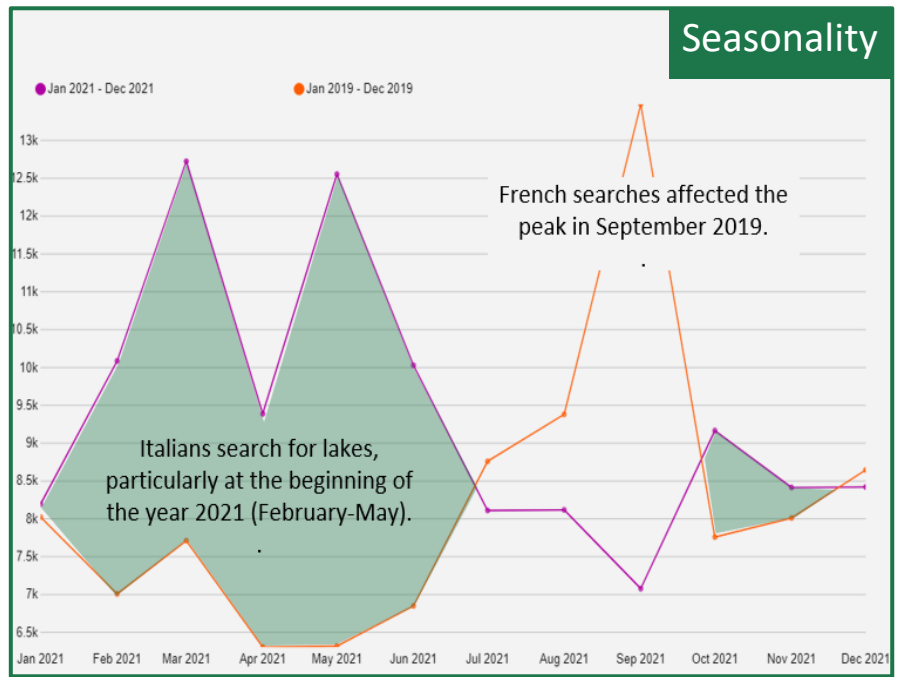
Rank	Country	'21 Searches	'20-'21 Growth	'19-'20 Growth
1	Italy	14K	-8%	45%
2	Germany	11K	6%	6%
3	Sweden	11K	135%	10%
4	France	8K	-52%	7%
5	Estonia	8K	0%	86%
6	United States	6K	-8%	26%
7	Japan	5K	-19%	69%

Italy, Germany, and Sweden are the top countries looking for Finland's lakes. In 2021, Swedes found Finnish lakes - by enormous 135% annual growth.

The seasonality of searches between 2021 and before the pandemic (2019) varied significantly. In 2021, there were two significant peaks in lakes searches at the beginning of the year (March and May), which were affected by Italian, German and Swedish searches. Italians actively searched lakes from February to May, Germans in May, and the Swedes in March and May 2021.

Finland is the leading lake destination in the Nordics

Swedes found Finnish lakes in 2021

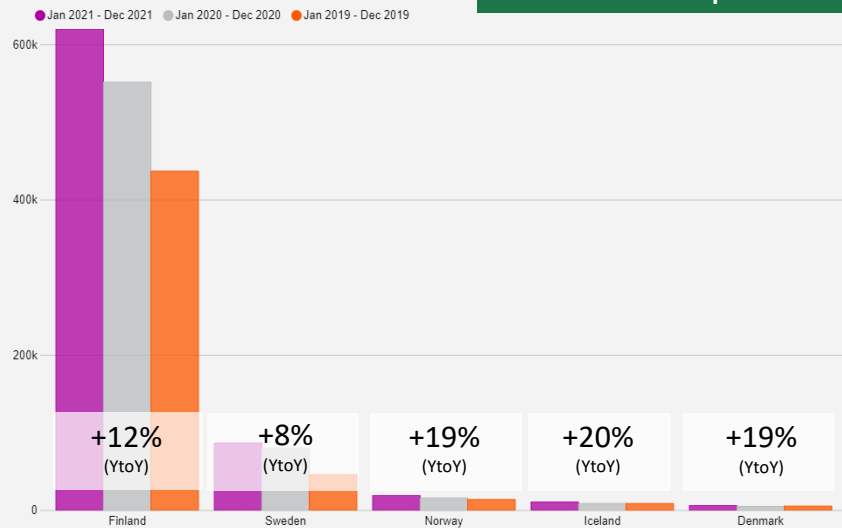


SAUNA – TOP SINGLE TOPIC IN LAKELAND

SAUNA-RELATED SEARCHES

2021: 620K (+12% YtoY growth)
2020: 551K (+26% YtoY growth)
2019: 437K

Nordic Comparison

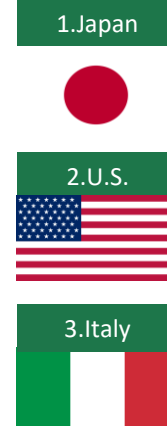


Finland is the number one destination in the Nordics for saunas, with a distinctive lead from others. Sauna showed a positive trend in all Nordic countries in 2019-2021.

Sauna-related single topics were searched more than 620K times in 2021, making it the most popular travel-related single topic for Finland. Sauna has kept its number one position since 2018, and the numbers keep growing.

Japan, the United States, and Italy are the top countries looking for Finland's saunas. Japan is most interested in saunas – every fifth search for saunas comes from Japan.

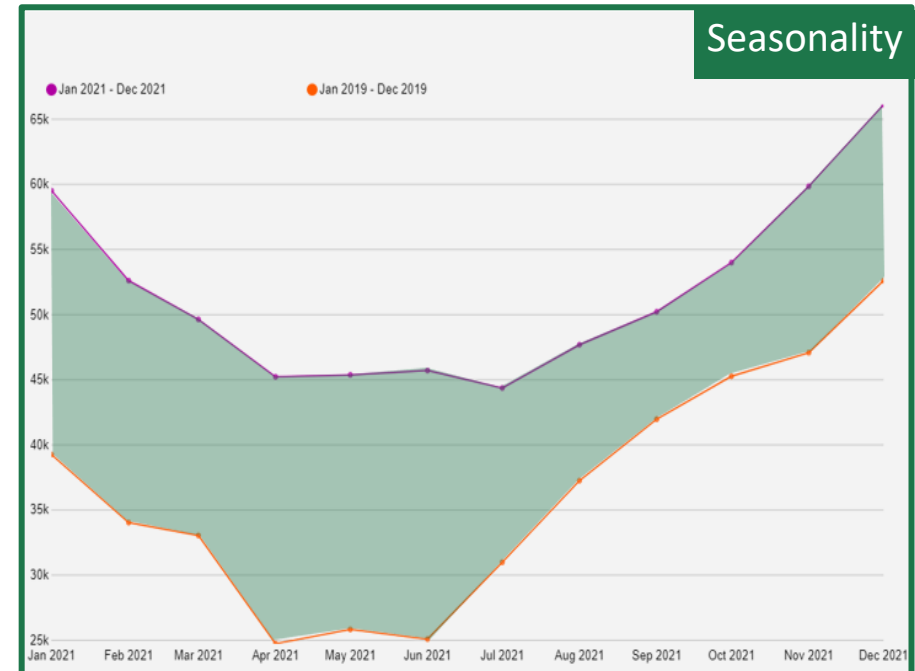
The interest in the sauna is growing among most target groups in 2021. Especially France (+23%) and India (+31%) had the most significant annual growth from 2020 to 2021. Sauna searches for Finland from India have been notable increasing since 2019.



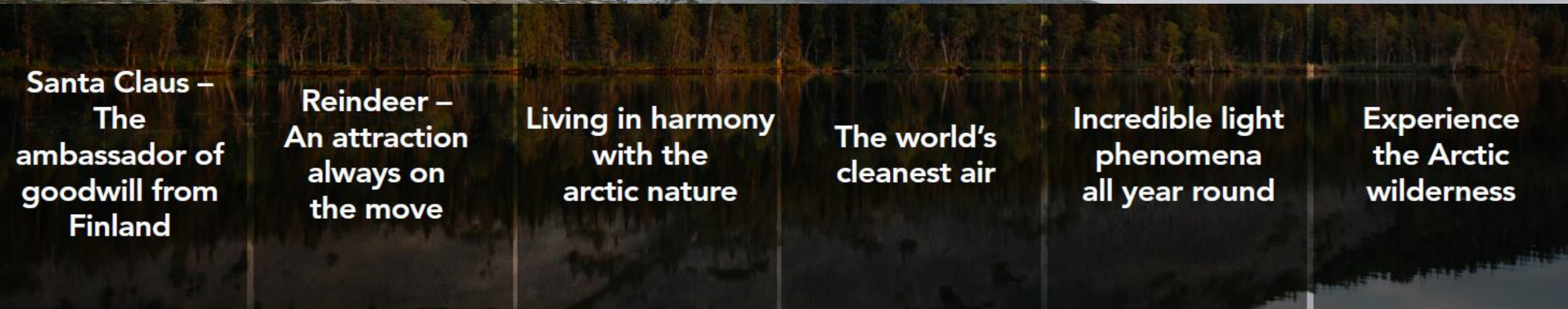
		'21	'20-'21	'19-'20
Rank	Country	Searches	Growth	Growth
1	Japan	142K	28%	44%
2	United States	94K	8%	34%
3	Italy	90K	1%	24%
4	Germany	57K	8%	18%
5	France	24K	23%	-2%
6	Spain	20K	11%	7%
7	United Kingdom	20K	14%	16%

Saunas popularity keeps growing year-round – Finland owns the sauna searches in the Nordics

Seasonality



4.4 Lapland



**Santa Claus –
The
ambassador of
goodwill from
Finland**

**Reindeer –
An attraction
always on
the move**

**Living in harmony
with the
arctic nature**

**The world's
cleanest air**

**Incredible light
phenomena
all year round**

**Experience
the Arctic
wilderness**

LAPLAND

LAPLAND THEMED SEARCHES

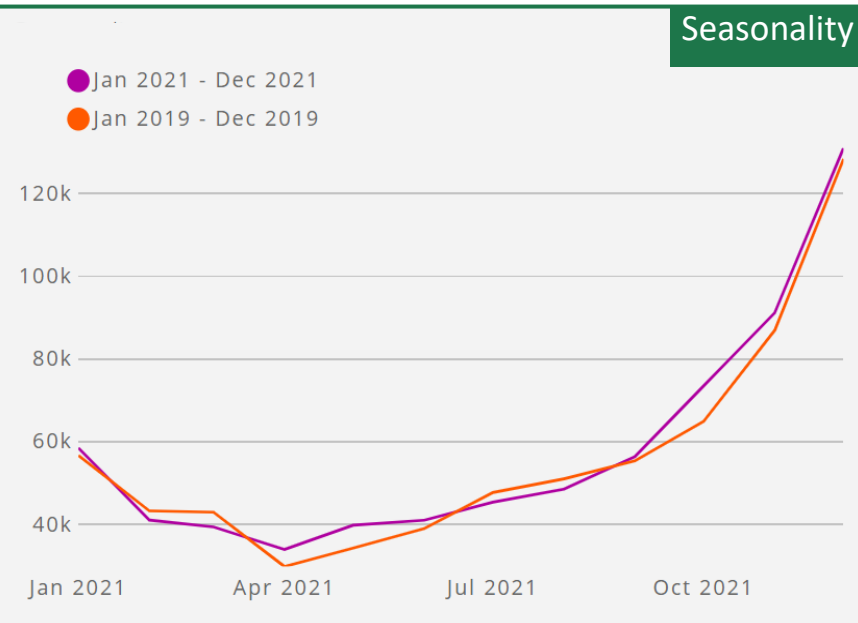
2021: 700K (+3% YtoY growth)

2020: 677K (0% YtoY growth)

2019: 680K

ALL SEARCHES FOR FINLAND 2021:

4.4 M (+8% YtoY growth)



Lapland Themed Single

Topics	2021	2020	Growth' 20'21
Northern Lights	277K	265K	4%
Santa Claus	133K	125K	7%
Lakes	112K	123K	-9%
Camping	66.4K	67.7K	-2%
Skiing	6.15K	67.4K	-9%
Golf	39.3K	37.2K	6%
Midnight Sun	386K	35.2K	10%
Ski Resorts	34.1K	31.2K	9%
Cottages	31.8K	31.2K	2%
Food Tourism	31.7K	28.2K	12%
Forests	31.3K	26.7K	17%
Regions	30K	26K	15%
Restaurants	26.1K	24.5K	7%
Fishing	22.6K	21.2K	7%
Cabins	21.6K	18.3K	18%
Hiking	15.7K	16.6K	-5%
National Parks	12.9K	13.KK	-2%
Happiness	11.9K	10.1K	18%
Cycling	10.6K	9.9K	7%
Boating	7.7K	6.2K	24%
Happiness Index	5.3K	5.1K	3%
Glamping	4.7K	2.7K	72%

Seasonality of searches regarding Lapland focused on the end of the year before the pandemic (2019) and in 2021. In both compared years, the number of searches was at its lowest in April. The Lapland themed single topics have a focus on winter.

Northern Lights and Santa Claus stay popular year after year

Lapland themed searches have more than 700 000 annual searches. All in all, 2021 search numbers show a positive trend for the Lapland themed searches - in 2021 the search volumes have exceeded the pre-pandemic levels.

The graph represents the total number of searches per topic in Finland. As an example, the 'Camping' single topic represents Camping-related searches in the whole of Finland, not only in the Lapland area. Santa Claus and Northern Lights have been assigned to the Lapland area. Midnight Sun is one of the fastest-growing single topics for Finland.

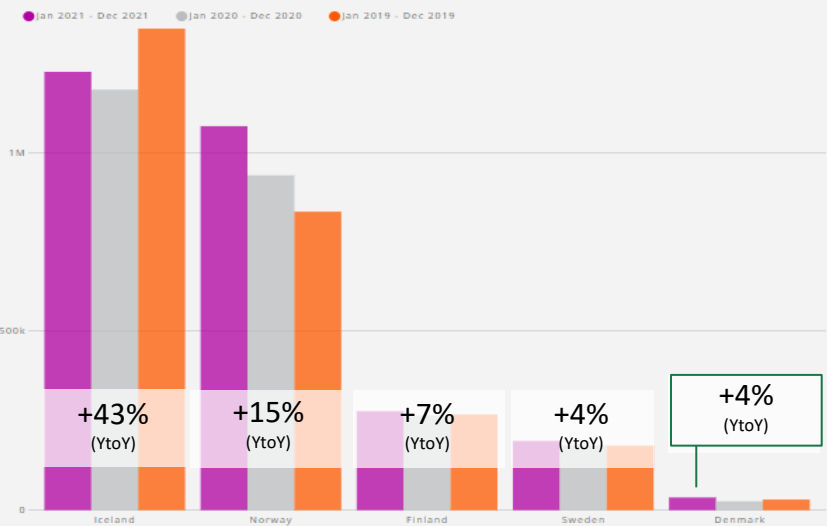
Interest in Midnight Sun grows fast

NORTHERN LIGHTS – TOP SINGLE TOPIC IN LAPLAND

NORTHERN LIGHTS-RELATED SEARCHES

2021: 276K (4% YtoY growth)
2020: 265K (-1% YtoY growth)
2019: 267K

Nordic Comparison



Iceland and Norway lead the searches for the Northern Lights in the Nordics. Norway has constantly grown from 2019 to 2021. The average growth for Nordic countries in 2021 was +15%, Finland's growth (+4%) being below the average.

Northern lights-related single topics were searched more than 276K times in 2021, growing from 2020.

Northern Lights have kept its popularity by being among Finland's top five most-searched travel-related keywords for three consecutive years.

Japan, Germany, and Spain are the top countries looking for Finland's northern lights. From 2019 to 2021, Italy has had an increasing interest in the northern lights.

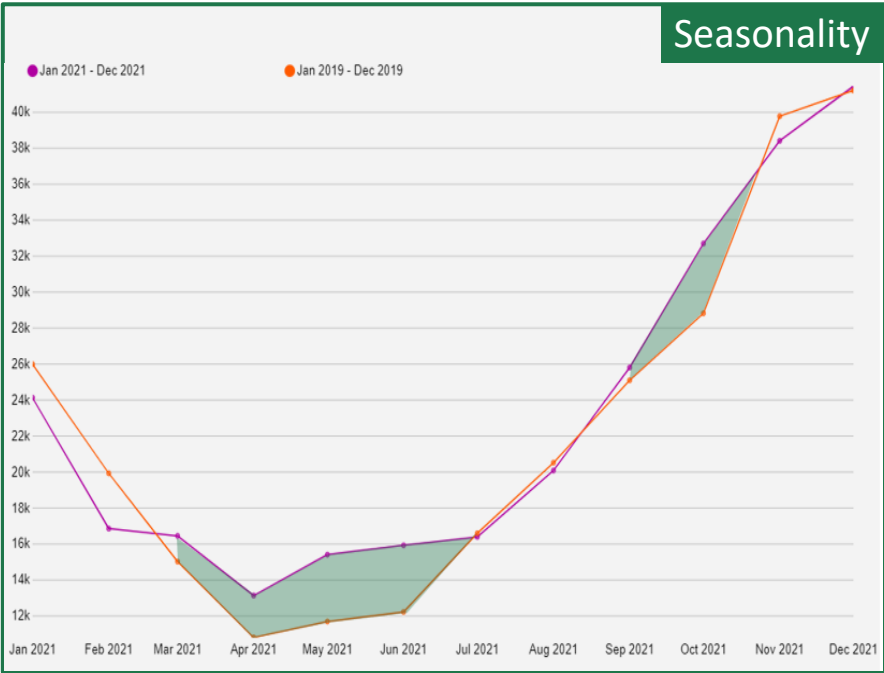
The most significant growth in the seasonality of searches from 2019 to 2021 was between March-July and September-November.

In 2021, the growth in searches from Japan, Spain and Italy affected the positive change in spring and early summer (April-June).



Rank	Country	'21 Searches	'20-'21 Growth	'19-'20 Growth
1	Japan	51.7K	6%	-13%
2	Germany	45.9K	10%	-11%
3	Spain	25.6K	27%	-10%
4	Italy	23.8K	5%	19%
5	France	22.1K	30%	-20%
6	Switzerland	8.4K	6%	-26%
7	Netherlands	8.1K	10%	-14%

*Northern Lights have kept their popularity –
Iceland leads the searches*



MIDNIGHT SUN – TOP SINGLE TOPIC IN LAPLAND

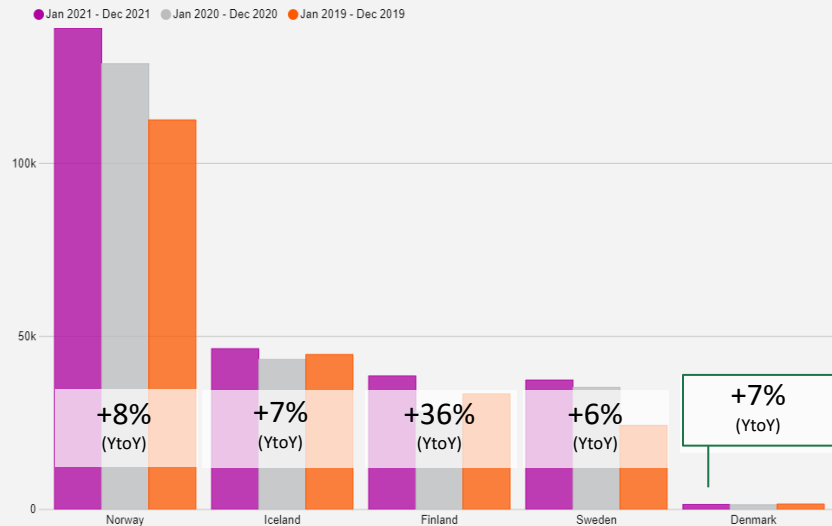
MIDNIGHT SUN-RELATED SEARCHES

2021: 38K (+36% YtoY growth)

2020: 29K (-15% YtoY growth)

2019: 33K

Nordic Comparison



Midnight Sun keeps growing in the Nordic countries. Norway leads the Midnight Sun searches distinctively. And has constantly grown since 2019. Finland had the most significant annual growth (36%) in 2021, the average yearly growth in the Nordics being 15%.

Midnight Sun-related single topics were searched more than 38K times in 2021, growing strong from 2020.

Japan leads the search distinctively - **India** and **the United States** following Japan in the top three for Midnight Sun searches. From 2020 to 2021, India has had significant growth in interest in the Midnight Sun. The interest in the Midnight Sun has grown among many of the target groups in 2021.

The season when people search for Midnight Sun the most has changed since 2019. The peak shifted from March to October. The spike in March 2019 was affected by Japanese searches; whereas the spike in October 2021 was affected by searches from India and the U.S.

1. Japan



2. Germany



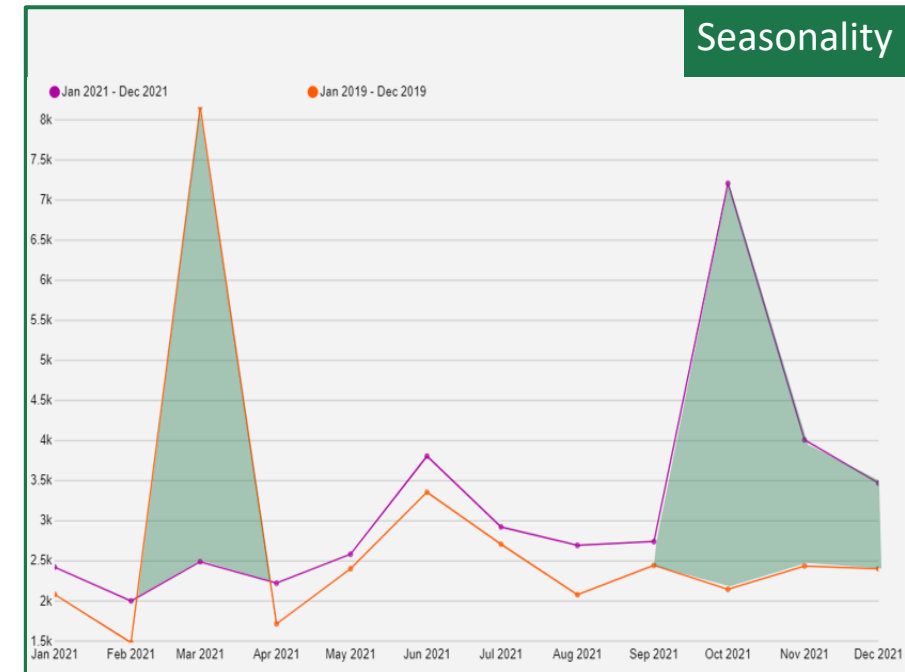
3. Spain

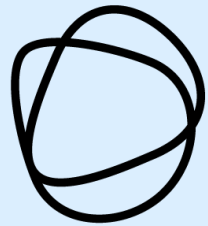


Rank	Country	'21 Searches	'20-'21 Growth
1	Japan	12077	43%
2	India	4526	317%
3	United States	3420	31%
4	Germany	1925	13%
5	United Kingdom	1413	-8%
6	Italy	1340	-2%
7	Spain	1254	24%

Midnight Sun is on the rise

Finland grows the fastest in the Nordics





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