

Germany

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 German visits to Finland and highlight the possible distinctive features of German visitors compared to other departure countries. The main emphasis is put on the German 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 399,000 travellers from Germany visited Finland in 2018. Among these travellers 732 interviews were conducted when they were leaving Finland. For a randomised sample of this size, the theoretical sampling error is up to ± 3.6 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 German travel to Finland may include other nationals residing in Germany. However, for the reasons of simplicity, German travel or German visitors mentioned in this review refer to all people residing in the geographical area of Germany.



Did You Know, for Example, That ...

HIGH SPENDING

...all the German visitors are the third biggest foreign spenders (EUR 183M) in Finland.

YOUNG AND WEALTHY

...typical German holidaymakers are younger and wealthier than the holidaymakers from other countries.

BAVARIA

...a typical German holidaymaker comes from Bavaria.

NATURE NUMBER ONE

...nature was the number one reason to come to Finland for over 71 % of the German holidaymakers.

MONEY ON ACCOMMODATION

...all the German visitors spend 40% more money on accommodation than visitors from other countries (RUS excluded).

TRAVELLING COUPLES

..a typical German holidaymaker is 25-34 years of age and travels with partner only.

SAUNA FANS

...60% of all the German visitors are interested in Finnish sauna and 41% have had sauna experience on their trip.

LONGER VISITS

...on average, the German holidaymakers stay longer in Finland than their counterparts from other countries.

FIRST-TIMERS

...in 2018, almost 60% of all the German holidaymakers were for the very first time in Finland.

NATIONAL PARKS CALLING

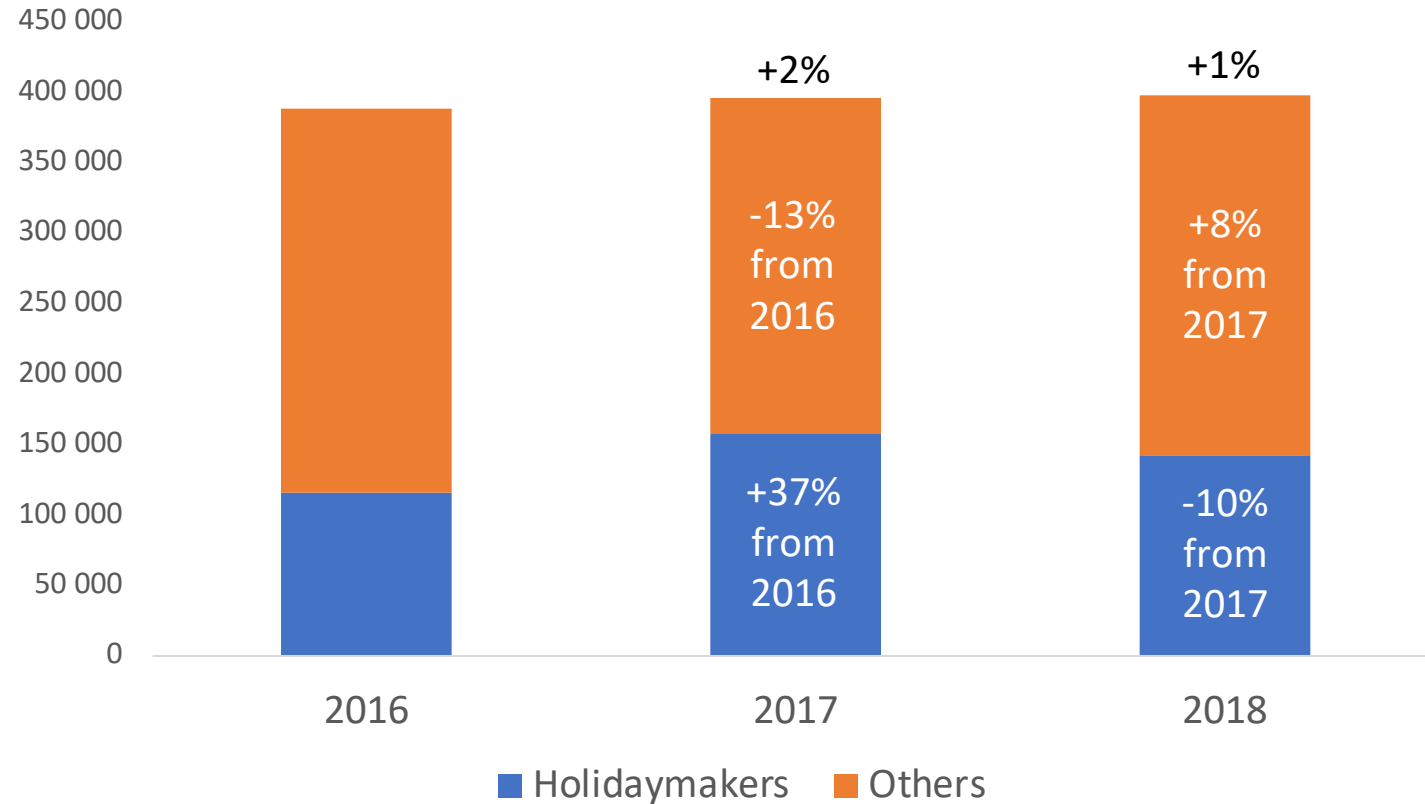
...almost half of all the German visitors are interested in national parks but only 15% have been in them.



Visit Finland



Number of Trips to Finland 2016–2018



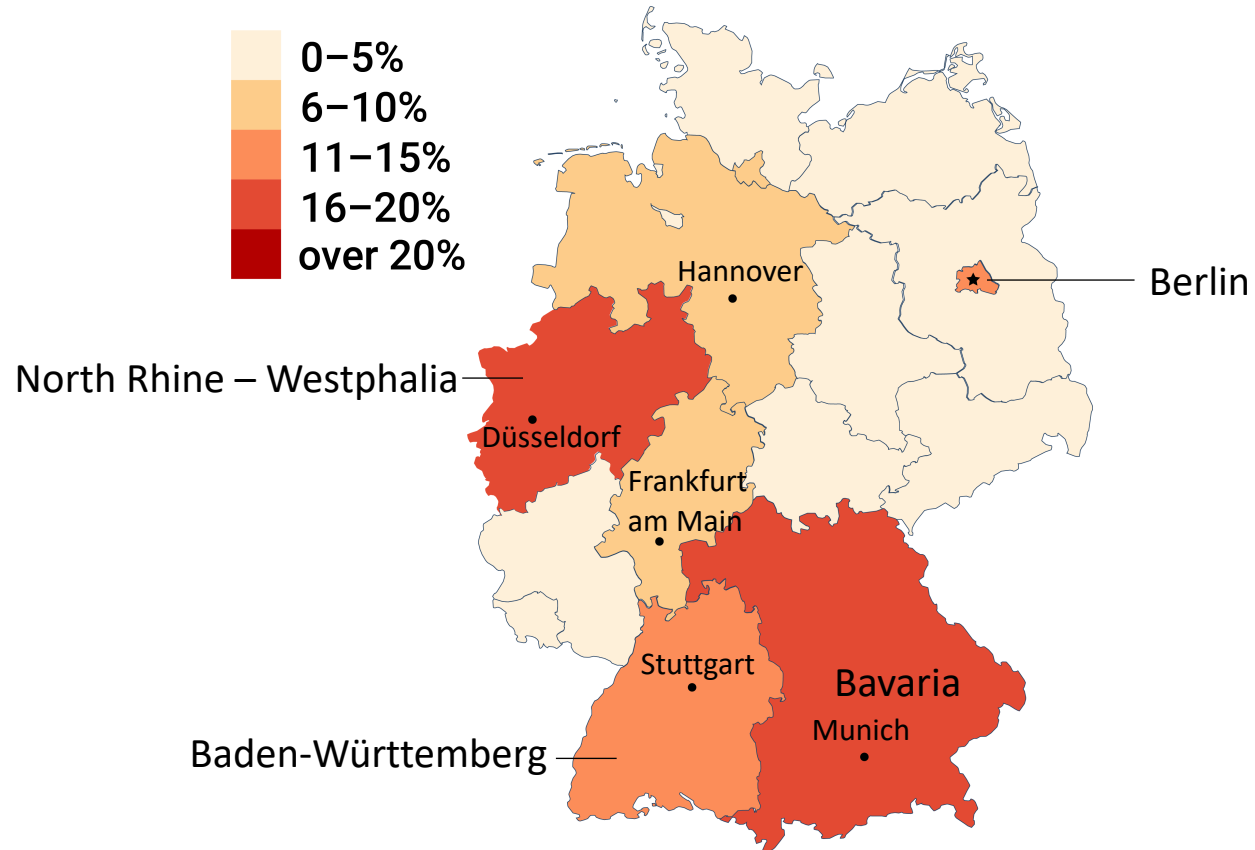
The total number of trips from Germany to Finland was about 400,000 in 2018.

The number of holidaymakers decreased slightly in 2018 compared to 2017 but the total number of trips from Germany to Finland grew by 1%.

Holidaymakers took a little over third of all German trips in 2018.

In 2018 approximately 5% of all the trips to Finland was made by Germans.

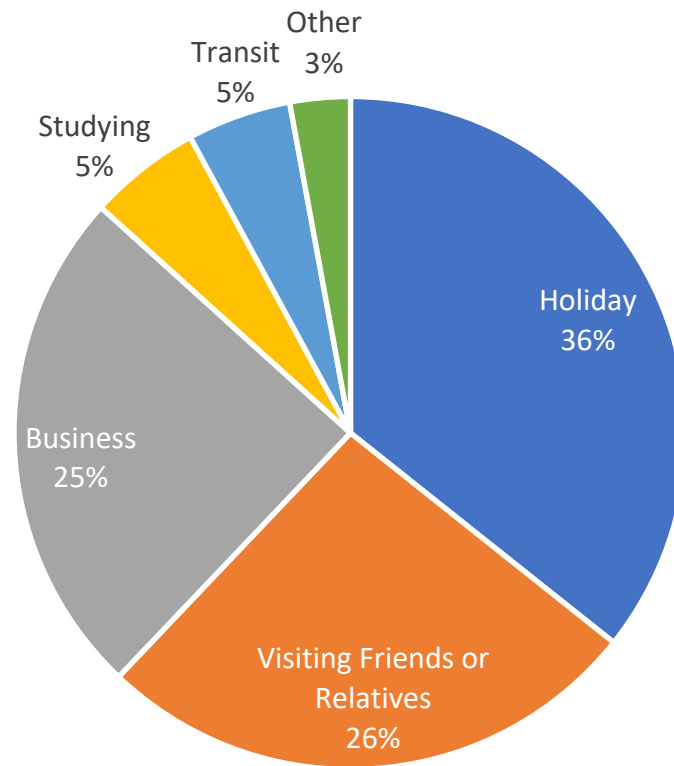
Place of Residence of All German Visitors



Major departure areas from Germany to Finland include North Rhine – Westphalia (18%), Bavaria (17%), Berlin (15%) and Baden-Württemberg (11%). These states covered almost two-thirds of the trips to Finland in 2018

Berlin is highly over-represented in the travel figures compared to the population (4% of the German population). The same applies to Hamburg (7% of the trips but 2% of the population).

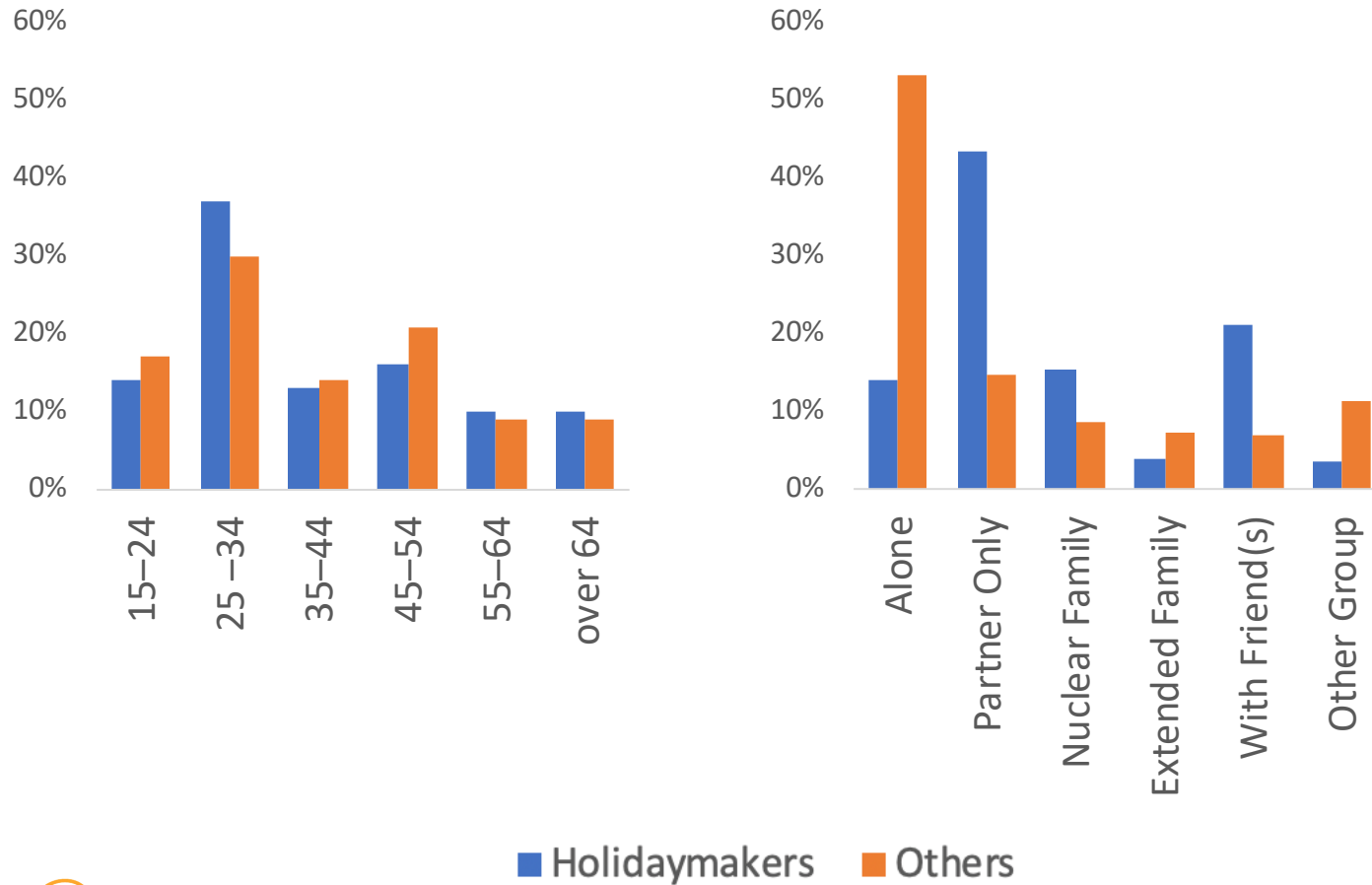
Purpose of the Trip 1/2



Holiday is the main purpose of the trip to Finland for over 35 percent of the German visitors.

Visiting friends or relatives and business trips form about one fourth of the trips each.

Purpose of the Trip 2/2



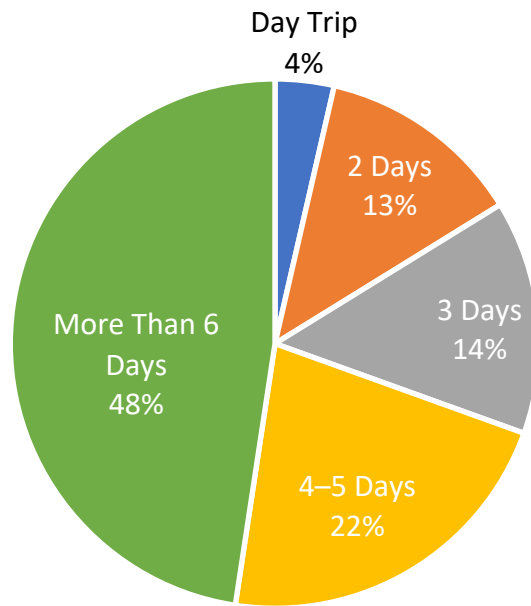
The single largest age group of the German holidaymakers was 25–34.

Holidaymakers were wealthier than other visitors: almost 50% of the holidaymakers had a household income of over EUR 60,000 compared to 33% of the other visitors.

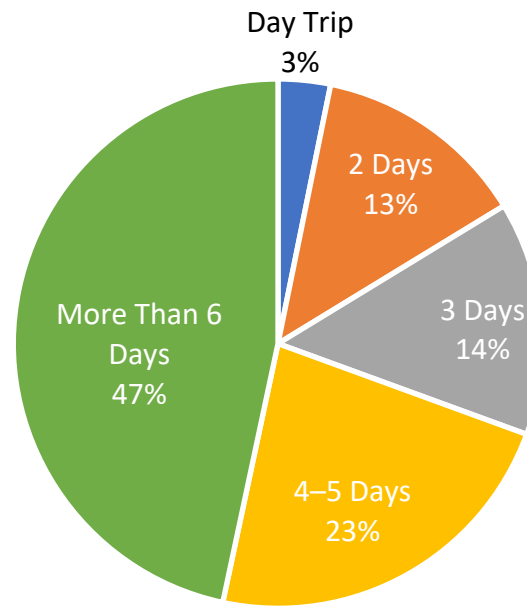
Holidaymakers' travel party consisted most often of 'partner only' (43%) and the second biggest group was visiting with friends (21%). Travelling alone was not that popular among the holidaymakers (14%) as it was with the other visitors (53%).

Length of Stay

Holidaymakers



Other Visitors

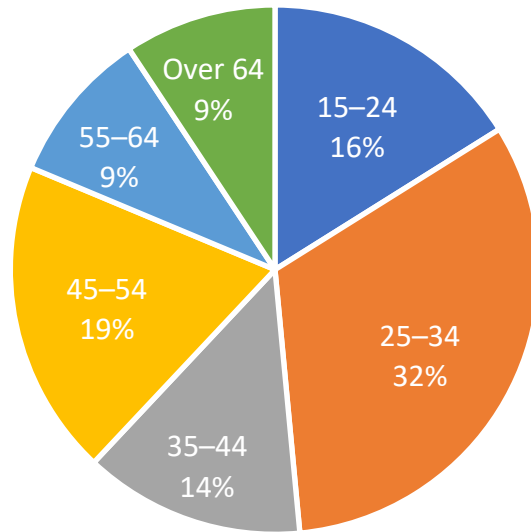


In 2018 the average length of stay for holidaymakers was seven nights, whereas the other visitors stayed for nine nights. In the 'other visitors' group there are some who stay for a very long time (e.g. students), which raises the average length of stay. The medians for both groups was four nights.

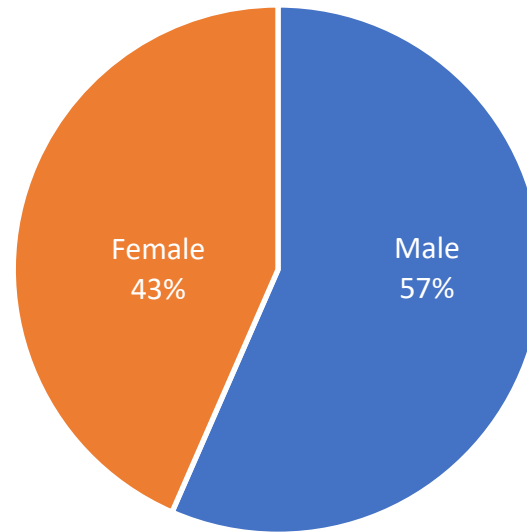
German visitors rarely stay for one day only (4%). Therefore, German spending on accommodation is quite high compared to other countries.

Demographics of All German Visitors 1/2

Age



Gender

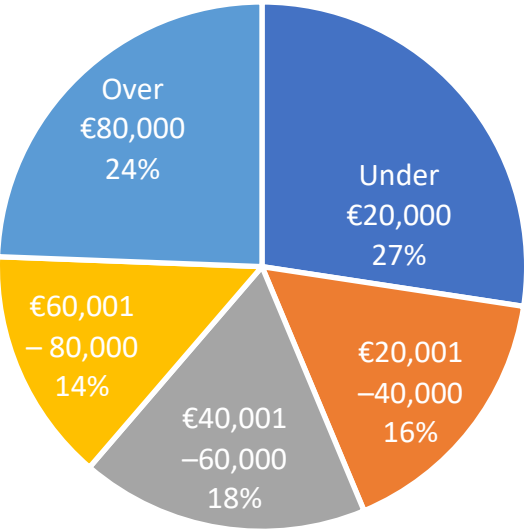


German visitors were relatively young: almost half of them (48%) were under 35 years of age in 2018.

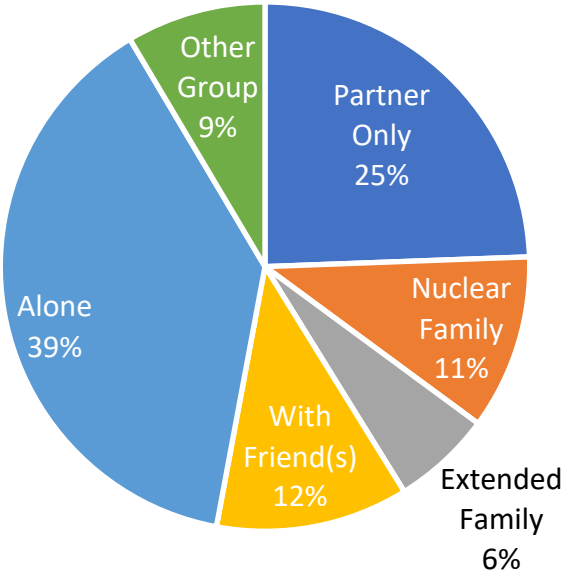
This is a distinctive feature of German visitors, as in all other countries (combined) the share of visitors under 35 years of age was only 35%.

Demographics of All German Visitors 2/2

Household income



Travel party



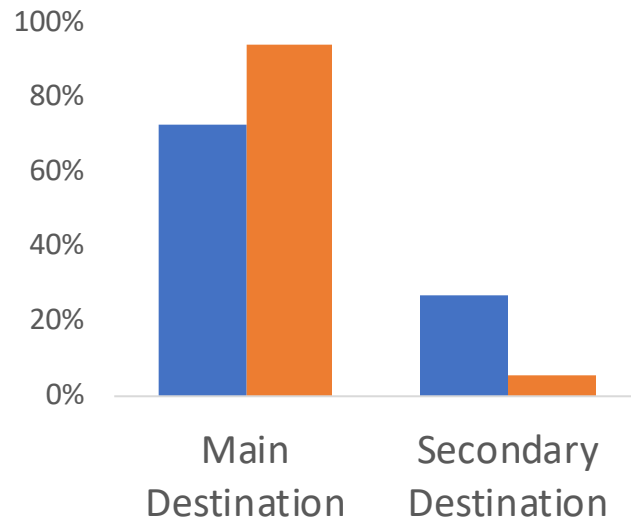
German visitors were quite wealthy: every fourth visitor had a household income of over EUR 80,000 (17% in all other countries combined) in 2018.

Almost 40 percent of the trips were made alone (24% for all the other countries) and every fourth trip was made with a partner only.

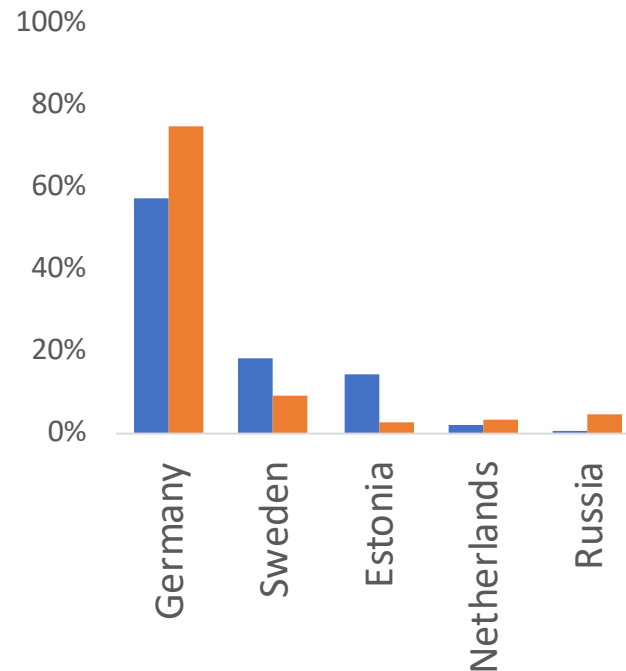


Finland as the Main Destination

Finland as the Main Destination



Top-5 Destinations When Departing from Finland



■ Holidaymakers ■ Others

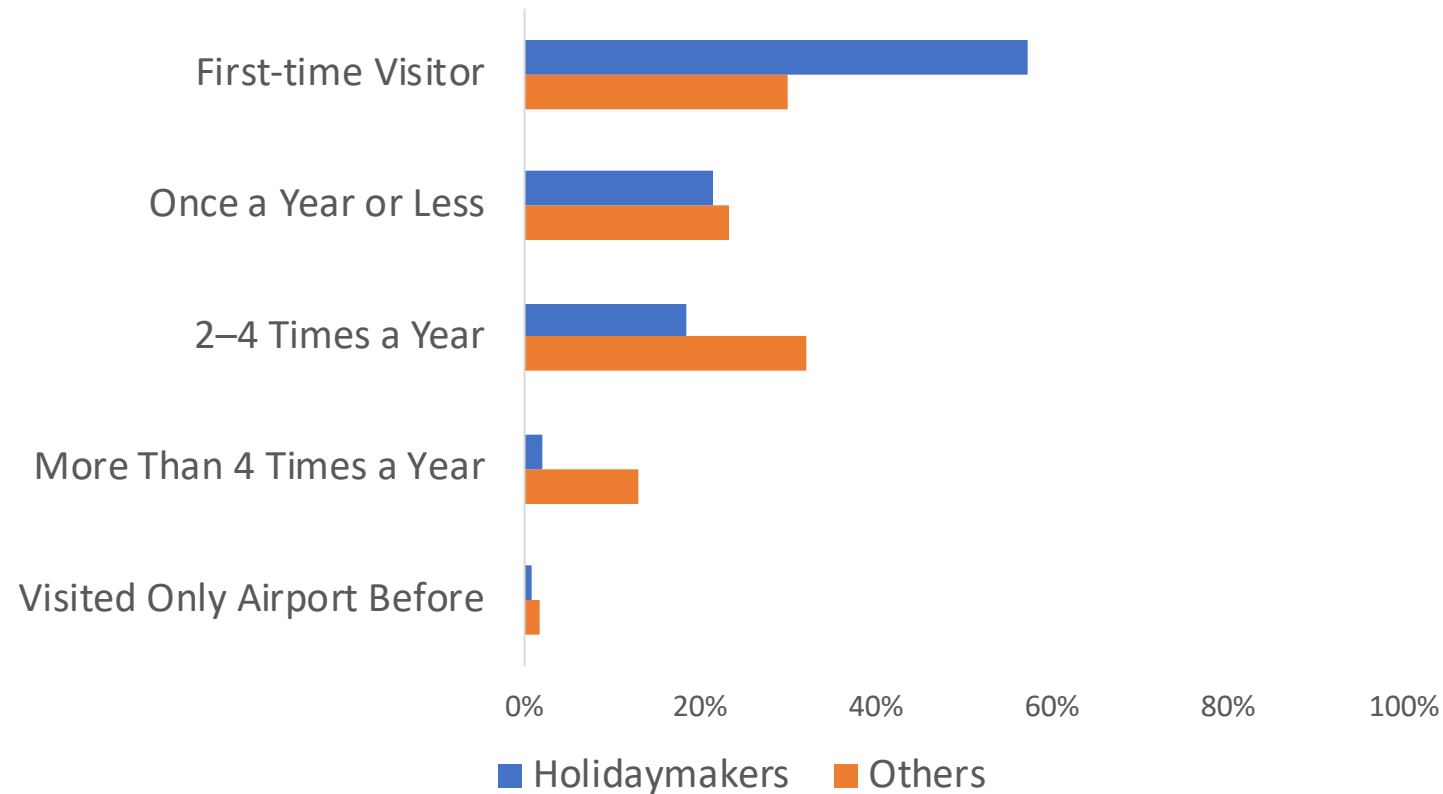
Finland was the main destination for three-fourths of the German holidaymakers.

Over 40% of the German holidaymakers headed for some other country than Germany when departing from Finland.

Sweden and Estonia were the most popular destinations for the holidaymakers departing from Finland (Germany excluded).



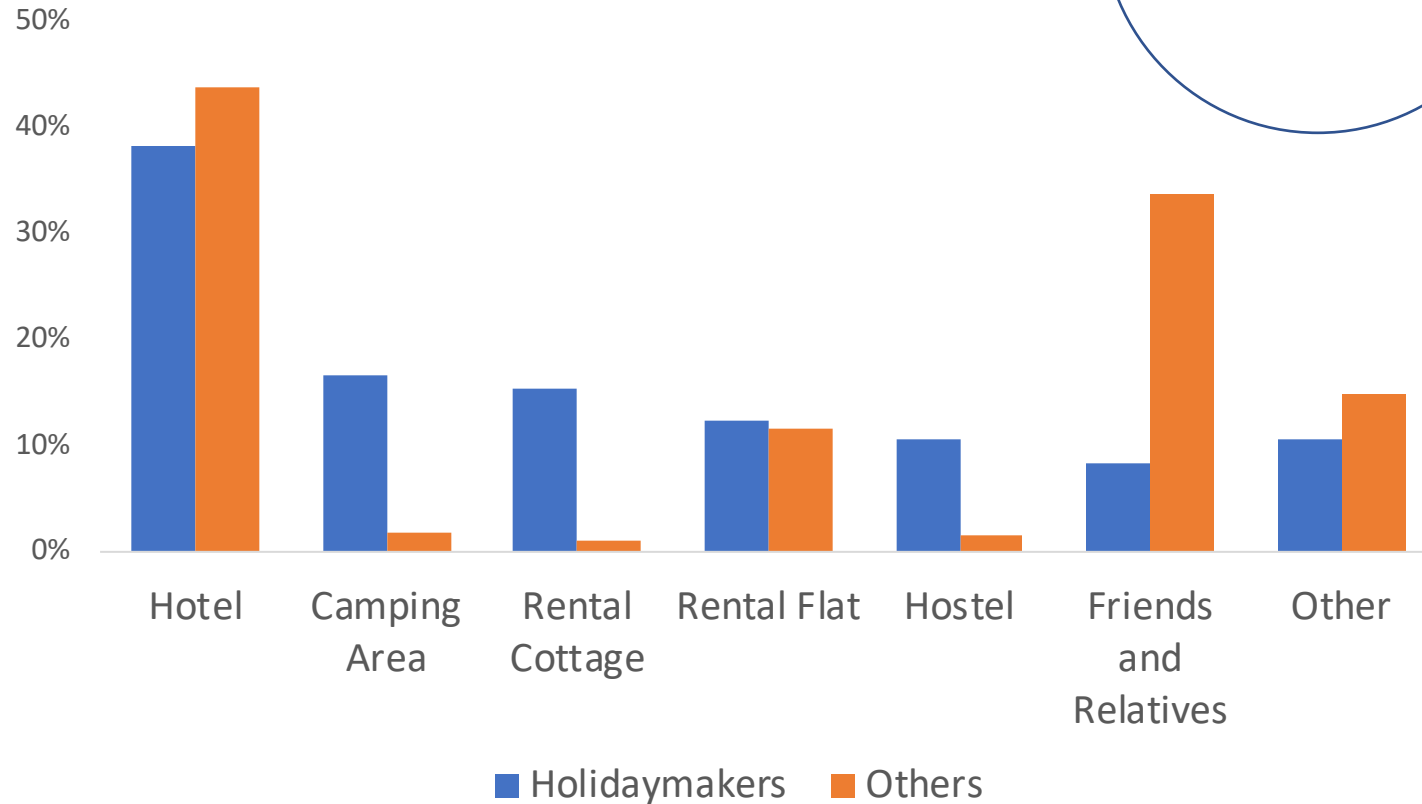
Frequency of Visits to Finland



In 2018, over half of the German holidaymakers (57%) visited Finland for the first time. Holidaymakers from other countries were not as often newcomers (46%).

The most frequent visitors (more than 4 times a year) were mainly business visitors or visiting friends and relatives.

Accommodation

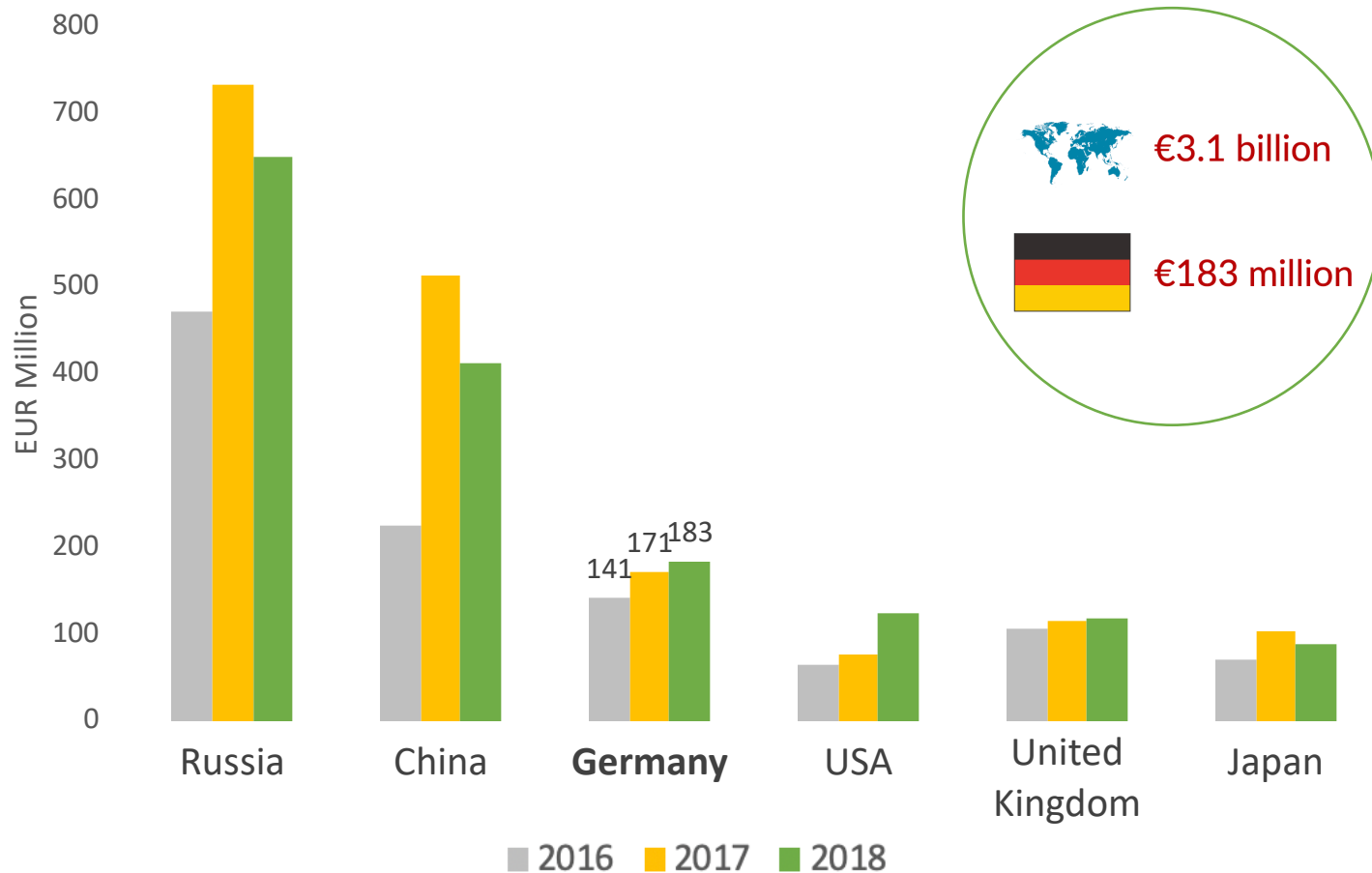


The most popular type of accommodation for the German holidaymakers was a hotel (the choice for 38% of trips made by holidaymakers). Camping areas (17%) and rental cottages (16%) were also popular among Germans, compared to the holidaymakers from other countries (5% and 7% respectively).

Every eighth German holidaymaker stayed in a rental flat.

In 2018 all German visitors contributed to a total of **3.4 million nights** of which **1 million** were nights spent by holidaymakers.

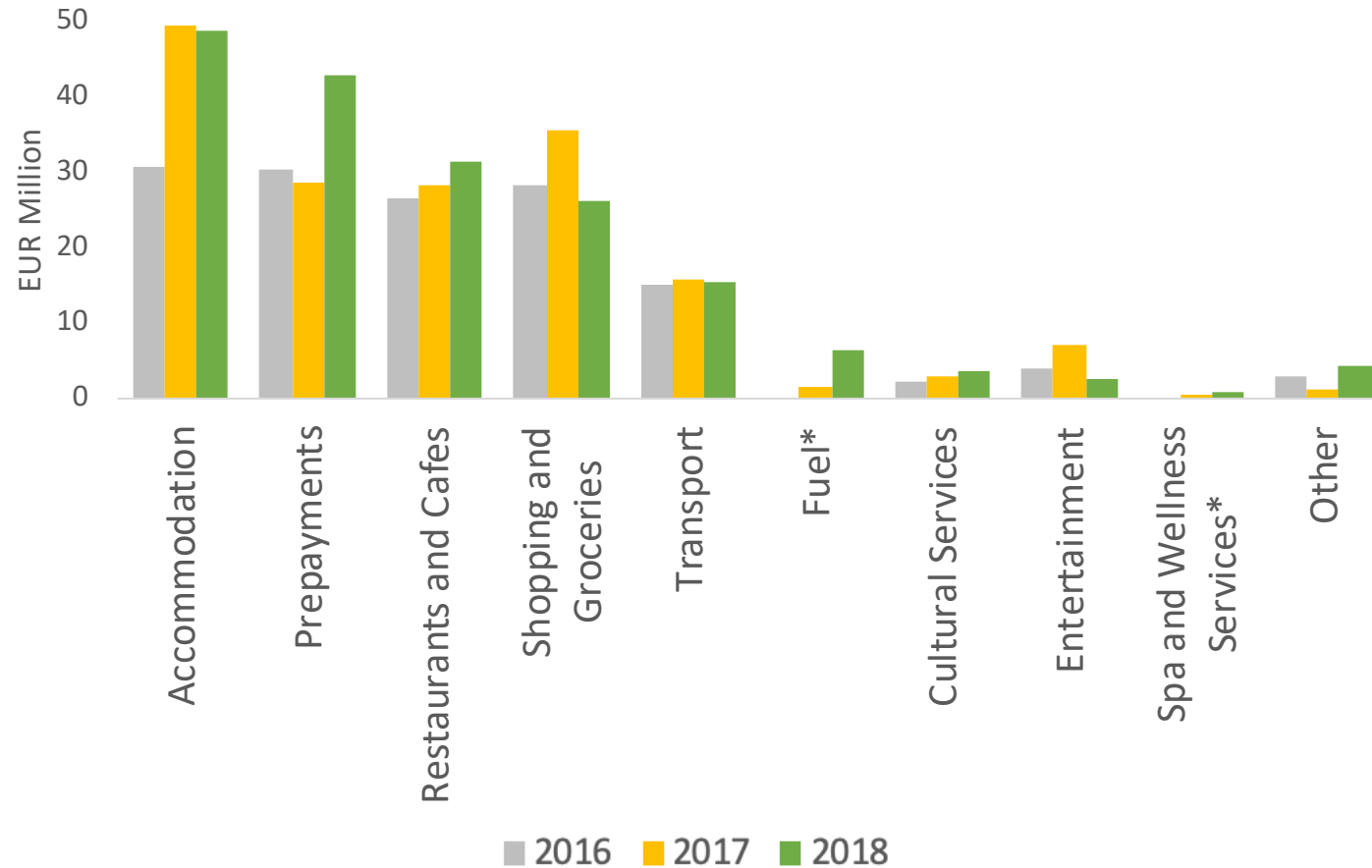
Total Spending in Finland 2016–2018



German visitors spent EUR 183 million in Finland in 2018. The sum was about six percent of total foreign spending (EUR 3.1 billion) in Finland.

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

Spending Targets of all German Visitors

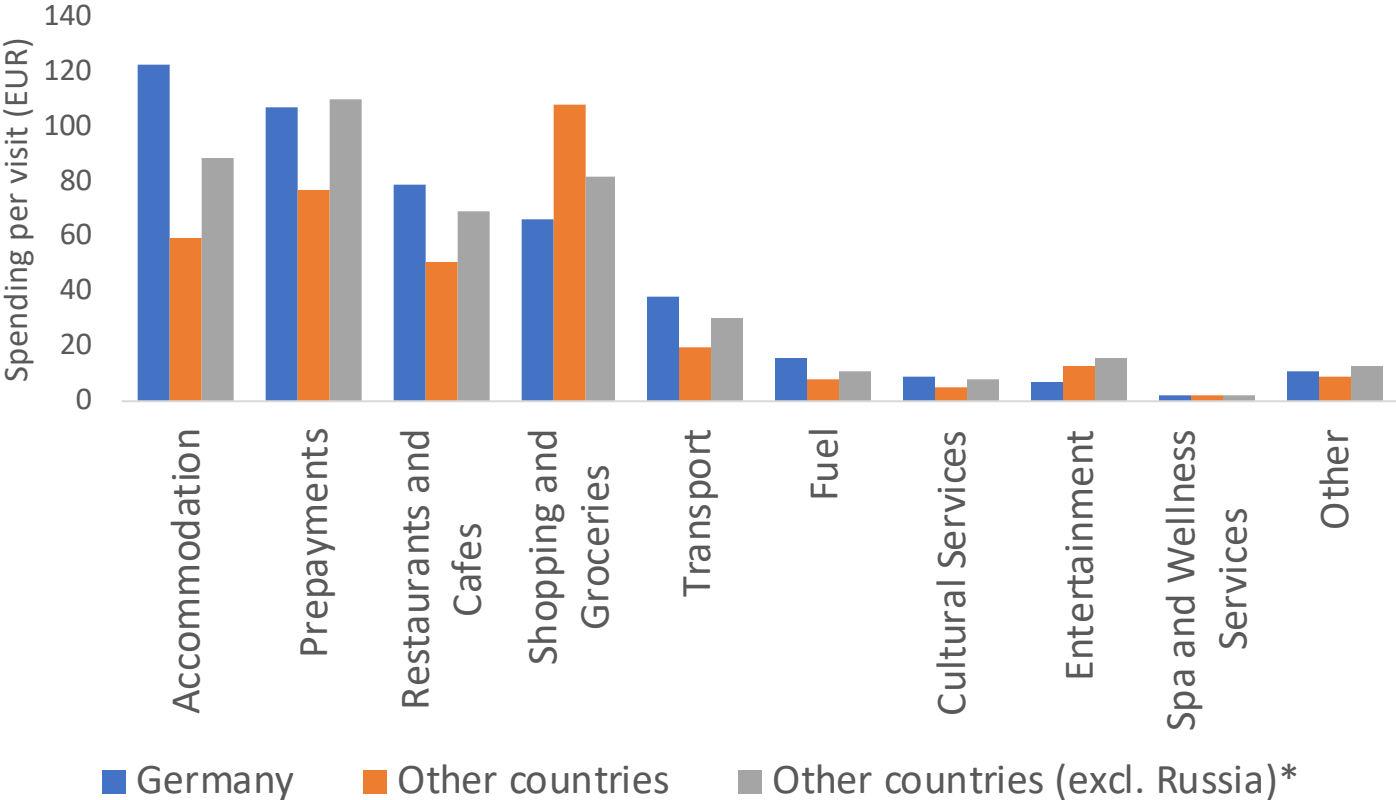


German visitors spent the largest amount on accommodation (EUR 49M) and prepayments (EUR 43M) in 2018.

The spending on restaurants and cafes seems to be rising steadily (from EUR 27M in 2016 to EUR 31M 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 German Spending in 2018



German visitors spent EUR 459 on average per visit in 2018 (others' avg. EUR 353).

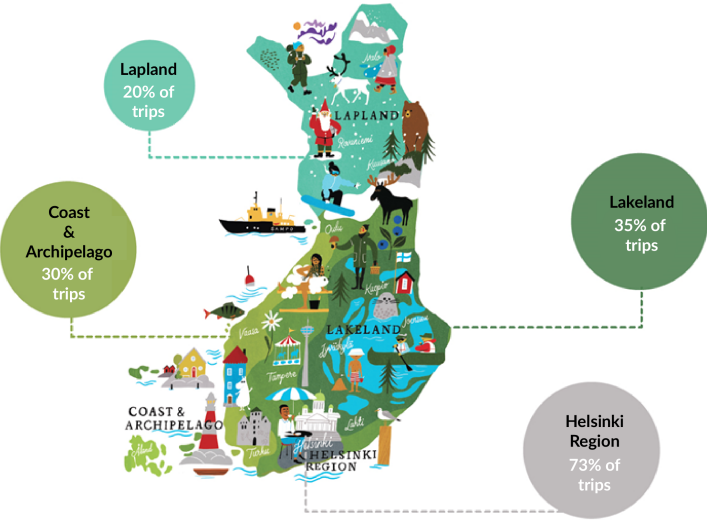
However, German visitors spent less money on shopping and groceries and entertainment than the average visitors from other countries—even if the Russian visitors are excluded.

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

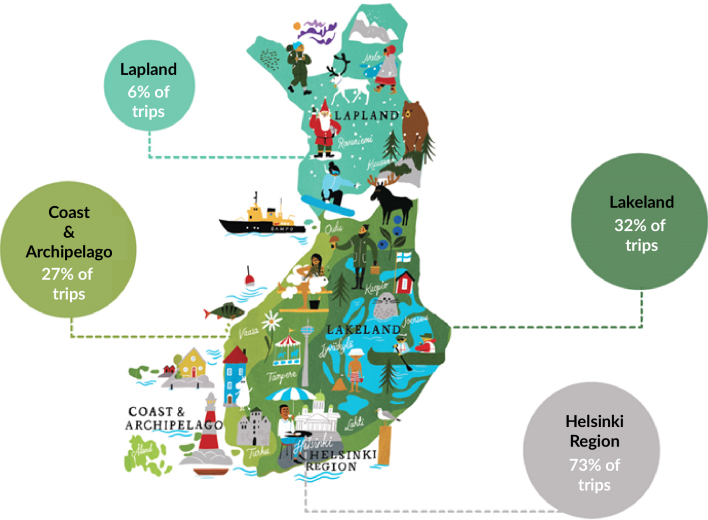


Destination in Finland

German Holidaymakers



Other German Visitors



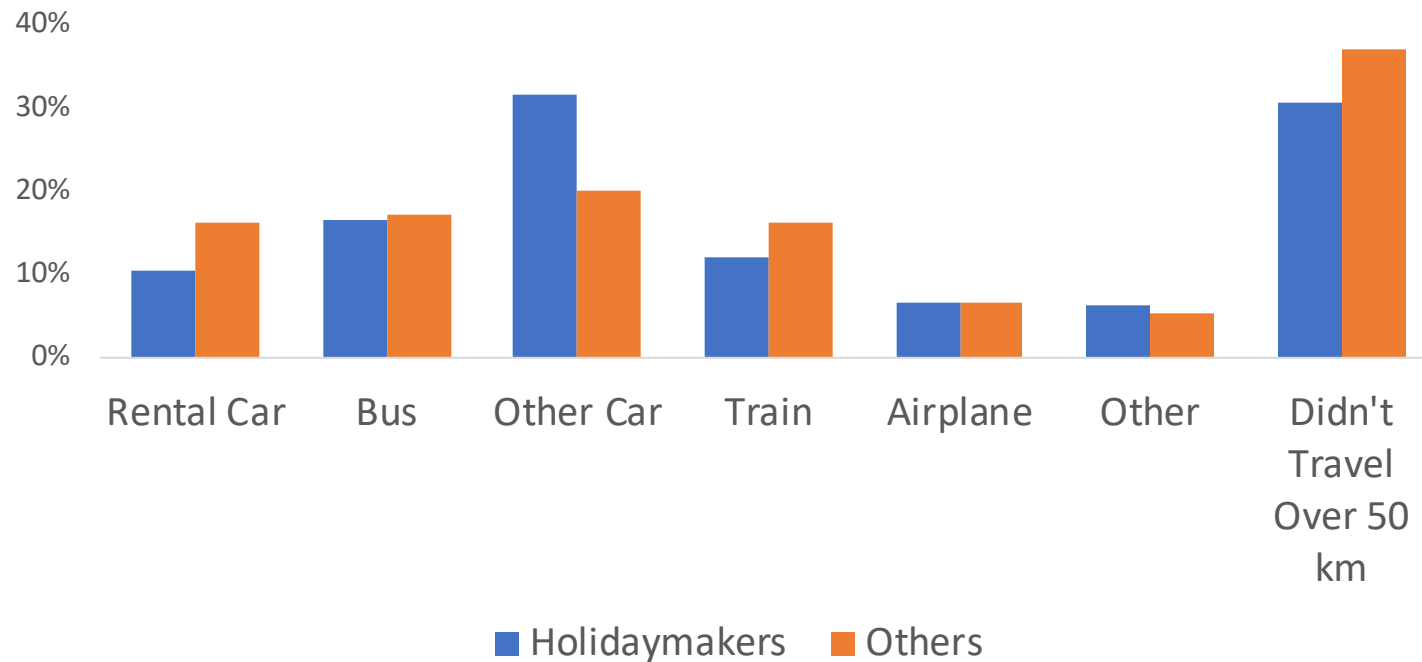
Helsinki region was the most popular destination for German holidaymakers (over 70% of the trips).

However, German holidaymakers traveled more often to the Lakeland and Coastal regions than the holidaymakers from other countries (Russia excluded).



Methods of Transport

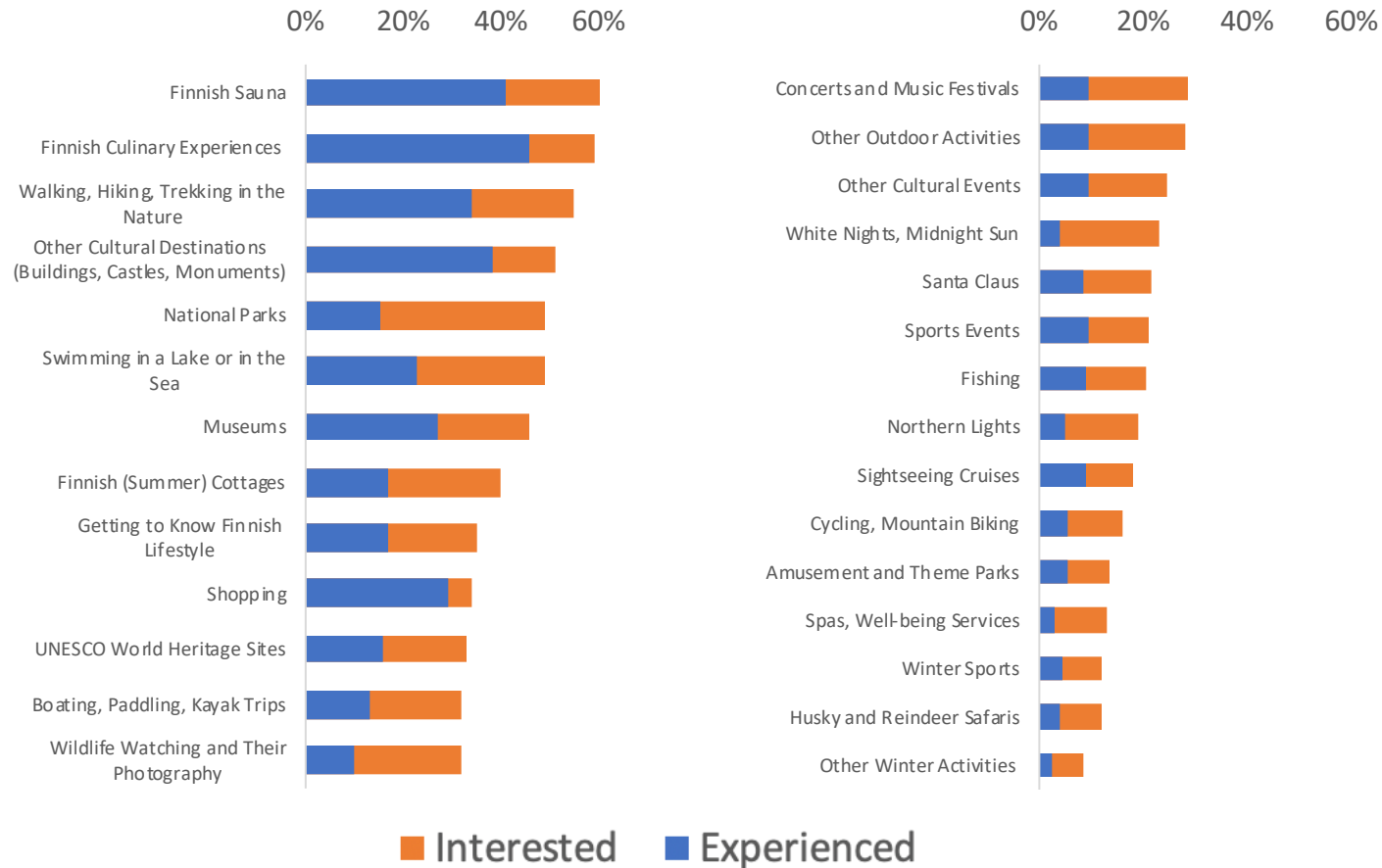
Methods of Transport on Journeys of More Than 50 km in Finland



'Other car' (e.g. own car) was the most popular way of transportation for German holidaymakers (32%), followed by a bus (17%), train (12%) and a rental car (11%).

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

Interest in Activities in Finland (All German Visitors)



Finnish sauna, Finnish culinary experiences, walking in the nature and 'traditional cultural destinations (e.g. monuments)' were among the most interesting attractions / activities for all German visitors in Finland.

For nature-based experiences such as national parks, outdoor swimming and summer cottages the gap between the expressed interest and experiencing the activity was the highest. This could be due to e.g. problems in accessibility—like getting in to the national parks—or temporal limits of one's trip.

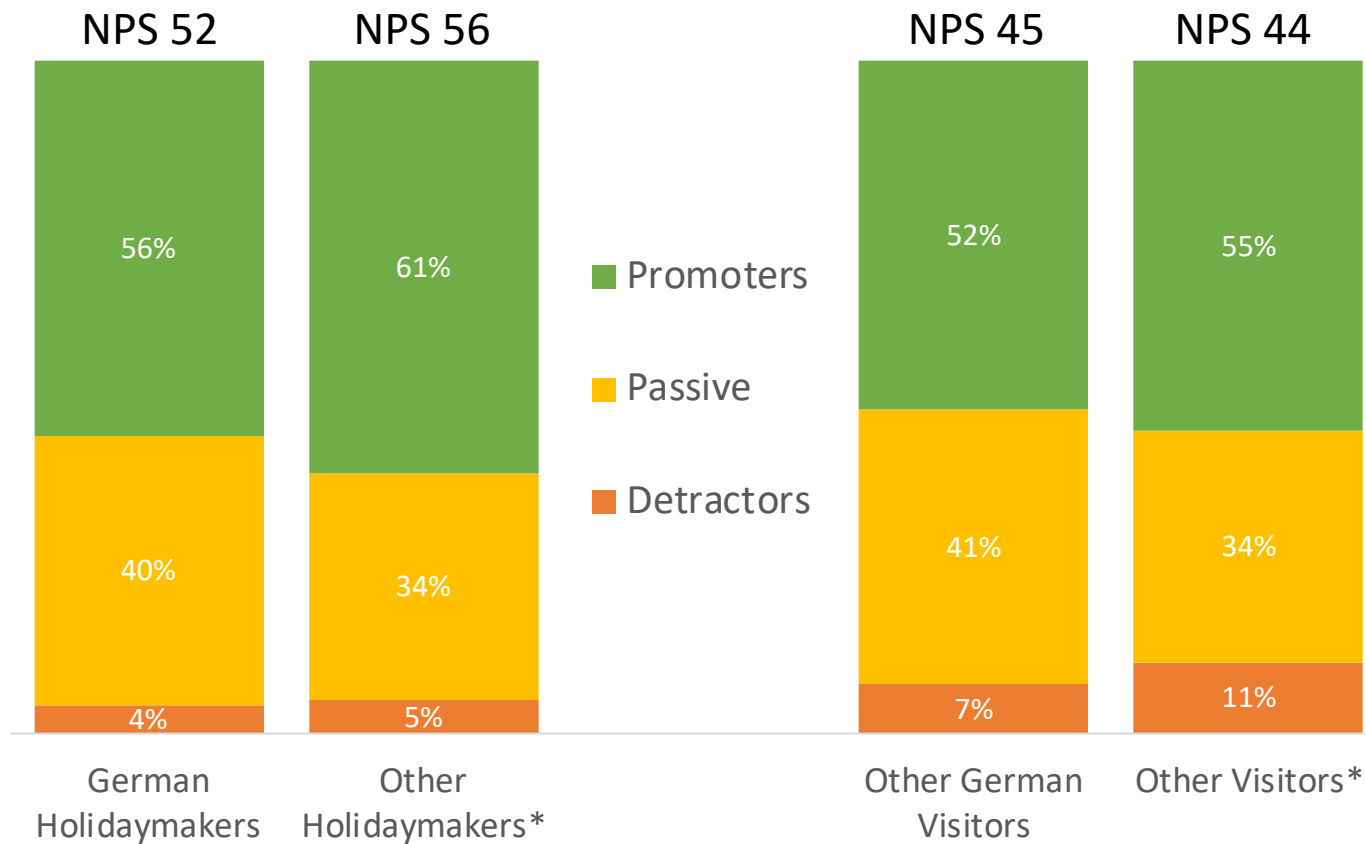
Holidaymakers' Top-5 Activities by Finland's Main Attractions

Finland's Main Attractions (% of all the German Holidaymakers)				
Holidaymakers were asked the main attraction factors (max. 2 out of 5 options) for choosing Finland as a destination				
Nature (71%)	Culture or Entertainment (37%)	Well-being (15%)	Sports or Exercise (8%)	Shopping (6%)
1. Walking in Nature	Other Cultural Destinations (e.g. Buildings, Castles)	Finnish Sauna	Finnish Sauna	Shopping
2. Finnish Culinary Experiences	Finnish Culinary Experiences	Walking in the Nature	National Parks	Boating, Paddling, Kayak Trips
3. Finnish Sauna	Museums	Swimming in a Lake or in the Sea	Sports Events	Santa Claus
4. National Parks	Walking in Nature	Boating, Paddling, Kayak Trips	Walking in Nature	Other Cultural Destinations (e.g. Buildings, Castles)
5. Swimming in a Lake or in the Sea	UNESCO World Heritage Sites	Finnish Summer Cottages	Swimming in a Lake or in the Sea	Finnish Culinary Experiences

Nature-based activities, sauna and cultural attractions were among the most interesting activities for German holidaymakers in 2018. Walking in nature is in the top-5 of all the lists, shopping tourists excluded.



Promoting Finland



The Net Promoter Score (NPS) for Finland among all the German visitors was 47. Holidaymakers were slightly more likely to recommend Finland compared to the other visitors (52/45).

However, NPS for holidaymakers from other countries is a bit higher (56) compared to the German holidaymakers (52).

*Other countries include Russia.