Finland’s image as a travel destination in Germany
Brand Tracking survey 2019
When asked spontaneously which countries are considered as a holiday destination in the next three years, Finland lags behind Sweden, Norway and Denmark.
Germans strongly associate Finland with its nature landscapes and features (especially the lakes); which are strongly interconnected. Helsinki comes to mind quite well

**Country Mental Network - Finland**

- Beautiful, great, wonderful scenery | landscape
- Northern Lights | Auroras | Polar lights
- Fjords
- Quiet | Peaceful
- Cold, Dark
- Christmas time | Father Christmas | Santa
- Expensive
- Nice
- Friendly | nice | welcoming people
- Difficult language
- Good - not specific
- Winter activities (Ski, Sled)
- Vastness | Expanse
- Fish | Fishing
- Untouched | Wild nature | Parks
- Mosquitoes
- Saunas
- Helsinki

- Forests
- Lakes
- Nature | Rugged landscapes | Green
- Wildlife (whales, bears, reindeer, horses, moose)
- Snow | Ice | Frozen landscapes | Glaciers

**Visit Finland**

Q9 BMN

Please take a few moments to think about <COUNTRY>. Please tell us everything that pops into your mind when you think of <COUNTRY> as a tourist destination.
Travel related searches

Digital Demand 2019
Germany

No. 3 in ranking in absolute numbers.

455 300 travel-related Internet searches concerning Finland.
+38 % compared to previous year.

<table>
<thead>
<tr>
<th>Micro-brandtag</th>
<th>Δ%</th>
</tr>
</thead>
<tbody>
<tr>
<td>National Parks</td>
<td>93 %</td>
</tr>
<tr>
<td>Northern Lights</td>
<td>80 %</td>
</tr>
<tr>
<td>Cities</td>
<td>75 %</td>
</tr>
<tr>
<td>Winter Sports</td>
<td>66 %</td>
</tr>
<tr>
<td>Vacation Packages</td>
<td>65 %</td>
</tr>
<tr>
<td>Hotels</td>
<td>56 %</td>
</tr>
<tr>
<td>Cabins</td>
<td>50 %</td>
</tr>
<tr>
<td>Rural Houses</td>
<td>43 %</td>
</tr>
<tr>
<td>Camping</td>
<td>40 %</td>
</tr>
<tr>
<td>Tourism Attractions</td>
<td>35 %</td>
</tr>
</tbody>
</table>

Top Micro-brandtags

- Vacation Packages: +65%
- Northern Lights: +80%
- Travel: +22%
- Camping: +40%
- Igloos Ice Hotels: +34%
- Tourism Attractions: +35%
- Holiday Apartments: +15%
- Cities: +75%
- Holiday Packages: +19%
- Santa Claus: +35%

Source: D2 Digital Demand
German overnights in the Nordic countries & in Finland

Statistics Service Rudolf, Statistics Finland
Statistics Sweden, Norway, Denmark and Iceland
Germany: Yearly overnights in the Nordic countries

Development of German overnights 2009-2019

Nordic countries' share of German overnights 2019

8.5M
overnights in total

Sources: Visit Finland Statistics Service Rudolf, Statistics Finland, Statistics Denmark, Statistics Norway, Statistics Sweden and Statistics Iceland
German overnights in Finland (pre-covid19)

Year 2019
2nd in country rankings with a 9% share of foreign overnights
Average change 2000-2019: +2%
Change 2019 compared to 2000: +35%

Share of overnights by regions 2019

36% 19% 17% 28%
German overnights in Finland by season

![Bar chart showing German overnights in Finland by season from 2010 to 2020.]
Most popular Visit Finland website content during summer 2020
Popular Visit Finland articles summer season 2020 (06-08) - Germany

Popular Articles on visitfinland.com

Practical Information for Travelers to Finland during Corona Pandemic (German, English)
Travel Info (German, English)
Iconic Finnish Foods of All Time (German)
21 reasons to love Finland (German)
Finland facts (German)
On the Hunt for the Northern Lights (German)
Camping in Finland – the hidden gem of the Nordics (German)
Finland’s ’Ten most beautiful landscapes’ (German)
Land of the Midnight Sun (German)
What are the Finns Like? (German)

Coronavirus info was the most popular article for the Germans this summer.
Finnish food, Travel Info and Finland facts were, articles on Camping and Finnish Landscapes were also of interest.

Source: Visit Finland
### June-August 2020 vs. June-Aug 2019

**Compared to same period in 2019 (June-Aug 2019)**

- Traffic during summer has decreased by fifth compared to same time last year
- Both organic and paid traffic have decreased a little
  - Traffic from all countries has NOT dropped compared to last year
  - From Germany, UK, Netherlands, Switzerland, Japan traffic has increased
  - Bigger decreases in traffic (over -20% decrease): Sweden, Italy, China, Spain, Russia
- During summer 2020 traffic was close to same as last year
  - On a few days we reported higher traffic than year before
  - We have less campaigns now that year before and the traffic is only about a fifth behind last year overall
- Most traffic still comes from Google search, as before, also Social Media brings a lot of traffic

### June-August 2020 vs. Mar-May 2020

**Compared to previous period (March-May 2020)**

- Traffic has increased from spring substantially
  - Virtual Rent a Finn –campaign in May was a success!
  - The traffic stayed at a higher rate after the campaign
- Organic traffic has increased and paid traffic has decreased
  - Germany, Switzerland, Netherlands, Austria, Norway and Estonia are the countries that have increased in organic traffic most
  - Biggest traffic decreases from (around -30%): Italy and Spain
  - Increase in traffic from both Google and Social Media
  - Direct traffic, organic Yahoo & Bing as well as organic Facebook traffic have continued to increase in August
- Most read articles including all language versions:
  - COVID-19 traveler info article
  - 21 Reasons to Love Finland
  - Iconic Finnish foods of all time

- New articles have been released during summer; for example Virtual tour around Finland & Extraordinary life in the Archipelago.
- More new content is in the pipeline

Source: Visit Finland