Finland’s image as a travel destination in Italy

Brand Tracking survey 2019
When asked spontaneously which countries are considered as a holiday destination in the next three years, Finland does not stand out from its Nordic competitors – ranked #3 in the region.

Norway stands out among the Nordic countries.
When thinking about Finland, nature (such as lakes/fjords, forest and green) and winter themes come through strongly in Italy.

**Spontaneous Impressions - Finland**

- A cold country, but with magnificent scenery
- Natural landscapes, exceptional services at the highest levels
- Finland makes me think of Santa Claus and wonderful, unspoilt places
- Fjords, unspoiled nature, immense spaces and full of vegetation
- Lakes, ponds and beautiful lakes. The attention to cleanliness of the largest cities and smaller towns.
- I would like to see the northern lights, but I fear that the journey and the stay is quite expensive
- Santa’s reindeer, tundra. I think that from a landscape point of view it’s a beautiful country
- Cold, vast wildlife, incredible views
- Interesting tourist destination for a healthy lifestyle, respect for the environment, not industrialized, a chance to live in uncontaminated places
- The green land, forests, at Europe’s borders, and so close to Russia. A land to discover, even exotic and pristine
- Cold, dark, quiet, good food, frozen lakes, nature, saunas, forests, reindeer, Christmas, summer, tranquillity.

*Base: Consideration Set: Finland (527)*
Travel related searches

Digital Demand 2019
Italian travelers’ Internet searches

- 223,300 travel-related Internet searches concerning Finland
- +22% compared to previous year

Italy Top Microbrandtags

- **Saunas**
  - 2018: 50,000
  - 2019: 65,000
  - +27%
- **Northern Lights**
  - 2018: 40,000
  - 2019: 50,000
  - +30%
- **Places to Visit**
  - 2018: 30,000
  - 2019: 35,000
  - +19%
- **Travel**
  - 2018: 20,000
  - 2019: 25,000
  - +25%
- **Lakes**
  - 2018: 15,000
  - 2019: 12,000
  - -13%
- **Igloos Ice Hotels**
  - 2018: 10,000
  - 2019: 13,000
  - +30%
- **Visit Santa Claus**
  - 2018: 7,000
  - 2019: 9,000
  - +28%
- **Holiday Packages**
  - 2018: 6,000
  - 2019: 6,700
  - +12%
- **Hotels**
  - 2018: 5,000
  - 2019: 7,000
  - +40%

Italy stands out being #2 market in sauna searches, right after the Japanese.
Italian overnights in the Nordic countries & in Finland

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

Development of Italian overnights 2009-2019

Nordic countries' share of Italian overnights 2019

1.2M overnights in total

Sources: Visit Finland Statistics Service Rudolf, Statistics Finland, Statistics Denmark, Statistics Norway, Statistics Sweden and Statistics Iceland
Italian overnights in Finland

Year 2019

- **180 300 overnights in total**
- 12th in country rankings
- with a 3% share of foreign overnights
- Average change 2000-2019: +2%
- Change 2019 compared to 2000: +26%

Share of overnights by regions 2019

- 45%
- 16%
- 15%
- 24%

Source: Visit Finland Statistics Service Rudolf, Statistics Finland
Seasonality of Italian overnights in Finland (pre-covid19)

Italian overnights in 2019
- Autumn (09-11) 22%
- Winter (12-02) 24%
- Spring (03-05) 16%
- Summer (06-08) 38%

Source: Visit Finland Statistics Service Rudolf, Statistics Finland
Summary of VF surveys and statistics

• According to Visit Finland Brand tracking survey conducted in 2019, consideration to visit Finland was nearly on the same level as consideration of visiting Sweden – Norway was clearly on top of Italian travelers’ minds when comparing the ranking of the Nordic countries.

• When thinking about Finland, **nature** (such as lakes/fjords, forest and green) and **winter** themes come through strongly in Italy.

• Travel-related **internet searches** of Finland **increased by 22%** in 2019 compared to the previous year.

• **Sauna** was clearly the most searched theme. Also **northern lights, lakes, igloos ice hotels** and **Santa Claus** were popular in searches.

• Italian overnights in the **Nordic countries** have been **growing since 2014** with the most rapid growth in Denmark and Iceland.

• Nights spent **in Finland** have also **increased strongly** since 2014 reaching a **record high level in 2019**.

• **Summer** is the most popular season for the Italian travelers to visit Finland. Nevertheless, also travel during the other seasons have experienced nice growth during the recent years.
Italian Travel Habits
Euromonitor International Lifestyle Surveys, 2020
Italian Travel Habits

- Recent social media activity suggests many Italians are not yet ready to even think about going on holiday, with any mention of planning beach holidays resulting in negative backlash on social media sites.
- Until consumers feel safe going on more traditional holidays, camping and villa holidays, with fewer interactions with others, will become more popular.
- Prior to the pandemic, 50% of consumers reported taking 1-3 international leisure trips a year, and 5% taking 4 or more.

**Most important travel destination features**

- **Relaxation** (39%)
- **Safe destination** (32%)
- **Quality of food & dining** (23%)

**Most important travel destination activities**

- **Arts & heritage** (28%)
- **Immersion in local culture** (21%)
- **Nature & outdoor activities** (17%)

Source: Euromonitor International Lifestyle Surveys, conducted early 2020
Most popular Visit Finland website content during summer 2020
Popular Visit Finland articles - summer season 2020 (06-08)

Italy

Popular Articles on visitfinland.com

Practical Information for Travelers to Finland during Corona Pandemic (Italian/English)
21 reasons to love Finland
10 best things to do in Finland
Doze off under the Northern Lights
On the Hunt for the Northern Lights
Land of the Midnight Sun
10 Sauna Tips for Beginners
What are the Finns like?
Finland Facts - FAQ
Finland’s 10 Most Beautiful Landscapes

Italian site visitors during summer 2020 were interested in Coronavirus Information, Northern Lights and Midnight Sun related articles. All Articles with the exception of Coronavirus where both Italian and English were popular, were mostly popular in Italian. Italians were looking for generic information on Finland.

Other articles of interest were related to Sauna and Landscapes.
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
Outlook for post-covid19 travel trends and traveller needs
New normal – first impacts on travel demand

• Being immersed in nature and culture are likely to see a surge in interest as the tide turns on mass tourism and “Off the beaten path” destinations with wide open space become more popular
• After lockdowns and remote work, consumers are looking for nature activities, wellness, luxury as well as transformational experiences
• As the social and environmental sustainability awareness increases, “Back-to-basics” & “live-like-a-local” trends get stronger
• Families and small groups travelling together
• Cruise travel will be negatively impacted → what will this wealthy segment be looking for to escape the everyday life, in order to experience relaxation and indulgence?

Source: THE IMPACT OF CORONAVIRUS ON TRAVEL AND TOURISM, Euromonitor May 2020
Going towards the new normal

- Travel brands and destinations will need to become more consumer-centric to ensure their customers and staff feel safe and secure as the phased recovery begins.
- Emphasize the digital services along the journey – dreaming phase, clear and easily accessible information about hygienic safety and services at destination, flexible and easy-to-understand terms on reservation and purchase.
- Listen to the customer and learn how the traveller needs are changing.

→ **Focusing on the customer and ensuring reliable, transparent, sustainable services – value for money!**
Traveller needs in the new normal

- **Customization** and **personalization** are key cornerstones of the trip
- Travellers now place a higher premium on **problem solving and support**, especially for longer journeys
- Travellers want more control over their travel, and **tailored travel experiences** win out over pre-packaged leisure travel options
- Consumers are opting for **fewer holidays but with longer stays**

→ Signs of leisure travel are slowly emerging in places where **natural parks, beaches** and **outdoor spaces** are safely accessible and supported by testing and tracing measures.

→ Travellers are trying to find their way and make the most of what they can to fulfil their holiday needs – **traveller confidence** is the single most important element.

Trending trip types for nature-oriented travellers

- Most of the pre-covid trends in adventure travel are most likely to accelerate in the new normal
- Sustainability and pure nature, tailor-made activities and services, wellbeing and transformational experiences in focus

→ Finland will have new opportunities with these trends accelerating and the nature travel segments growing

Source: ADVENTURE TRAVEL TRENDS SNAPSHOT, ATTA 2019
Travel motivations for nature-oriented travellers

- New experiences in safe and pure environment with room to roam
- Experiencing and getting to know local cultures and lifestyles
- Wellness in body and mind – counterbalance for work through silence and mindfulness, physical activities and luxury experiences in nature

Source: ADVENTURE TRAVEL TRENDS SNAPSHOT, ATTA 2019
Entering the “next normal”

- Interest towards the Nordic countries was on the rise already pre-covid, and the image of spaciousness / room to roam and pure, beautiful nature are most likely to increase the interest even further.
- After lockdowns and restrictions, consumers are looking for new authentic experiences, wellbeing through nature as well as tailor-made services.
- Nature traveller segments seem to grow.

Great new opportunities also for Finland!
Visit Finland