Finland’s image as a travel destination in Spain

Brand Tracking survey 2019
When asked spontaneously which countries are considered as a holiday destination in the next three years, Finland ranks in the middle of its Nordic competitors – behind Norway and Sweden.

**Spontaneous Destination Consideration**

Norway clearly on top of mind among the Nordic countries, Finland comes closely after Sweden in spontaneous consideration.

**Q2. SPONTANEOUS CONSIDERATION DESTINATION**

Which countries would you consider for a holiday or short break over the next three years? Please include up to 10 countries.
When thinking about Finland, nature and winter themes come through strongly in Spain.

**Spontaneous Impressions - Finland**

- Beautiful landscapes, auroras, good education, high culture
- Very beautiful forests, lakes, snow, wilderness, unique metal music and of course, Ville Valo.
- Arctic Circle, lakes, nature, language, reindeer, aurora borealis.
- Cross-country skiing in winter, visiting the home of Santa Claus, auroras
- Auroras, Santa Claus, snow, wooden house and hot chocolate
- Cold, fjords, snow-covered landscapes to wander
- Aurora borealis, cold snow landscapes
- The best place to observe auroras, visit its many forests, enjoy your food and, if you like skiing, it’s a perfect place!

- Nature, tranquillity, peace, disconnection, democracy, education, high standard of living
- Very good education system. Very mountainous and green landscapes. A little sad about the weather
- The most important thing is that my son wants to go see the home of Santa Claus
- Lapland, northern lights, cold and snow, winter
- Cold, Snow, Winter sports, Auroras borealis, midnight sun, sauna
- Good atmosphere. Cold Clean Air
- It is a very cold country, which has amazing areas.

**Base:** Consideration Set: Finland (575)
Travel related searches

Digital Demand 2019
Spanish travelers’ Internet searches

- 205,600 travel-related Internet searches about Finland
- +22% compared to previous year

Spain - Seasonality in Searches

Spain - Top Microbrandtags

Search categories
- Northern Lights: +34%
- Places to Visit: +6%
- Travel: +13%
- Saunas: +33%
- Jungles and Forests: +64%
- Igloos Ice Hotels: +27%
- Tourism: +35%
- Santa Claus: +34%
- Towns: +32%
- Lakes: +10%

Spain is #2 market in Forest searches after Japan
Spanish overnights in the Nordic countries & in Finland

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

**Development of Spanish overnights 2009-2019**

- Denmark
- Finland
- Norway
- Sweden
- Iceland

1.2M overnights in total

**Nordic countries’ share of Spanish overnights 2019**

- Denmark: 296,400 (24%)
- Finland: 229,400 (19%)
- Norway: 321,500 (26%)
- Sweden: 201,300 (17%)
- Iceland: 173,800 (14%)

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

Year 2019

173,800 overnights in total

13th in country rankings with a 2% share of foreign overnights

Average change 2000-2019: +5%

Change 2019 compared to 2000: +119%

Share of overnights by regions 2019

47% 11% 9% 33%

Sources: 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 and a little above that of Iceland – **Norway was clearly on top of Spanish travelers’ minds** when looking at the ranking of the Nordic countries

• When thinking about Finland, **nature** and **winter** themes come through strongly in Spain

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

• **Northern lights** was the most searched theme, but also **sauna** and **forests** were popular in searches

• Spanish overnights in all **Nordic countries** experienced a **rapid growth during the past 5 years**

• Nights spent **in Finland** jumped to a **new record in 2017** and remained at that **good level also in 2018 and 2019**

• Spanish overnights in Finland are spread **quite evenly in winter and summer seasons**, each one making a third of the yearly overnights
Spanish Travel Habits
Euromonitor International Lifestyle Surveys, 2020
Spanish Travel Habits

- Prior to the pandemic, 19% of Spanish consumers went on four or more domestic trips per year.
- In addition, 52% of consumers reported taking 1-3 international leisure trips a year, and 6% taking 4 or more.
- Although travel within the country has been curtailed, it is expected that consumers will be keen to get out and enjoy some vacation time, albeit with restrictions on social distancing in place.

**Most important travel destination features**

- Relaxation (33%)
- City breaks (32%)
- Safe destination (27%)

**Most important travel destination activities**

- Arts & heritage (24%)
- Immersion in local culture (21%)
- Nature & outdoor activities (19%)

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)

Spain

Popular Articles on visitfinland.com

- Practical Information for Travelers to Finland during Corona Pandemic (Spanish/English)
- 21 reasons to love Finland
- Doze off under the Northern Lights
- Land of the Midnight Sun
- What are the Finns like?
- Iconic Finnish Foods of All Time
- 9 Hot Summer cities in Finland
- On the Hunt for the Northern Lights
- 10 Sauna Tips for Beginners
- Finland’s ‘10 Most Beautiful Landscapes’

Spanish 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 English and Spanish versions were popular, were mostly popular in Spanish.

Other articles of interest were related to Sauna and Landscapes.

Source: Visit Finland

- 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