France
Travel insights
Finland’s image as a travel destination in France

Brand Tracking survey 2019
When asked spontaneously which countries they would consider as a holiday destination in the next three years, Finland struggles to stand out from its Nordic competitors, ranking in the middle at #3.

Finland on the same level as Iceland — Norway and Sweden clearly higher in spontaneous consideration.
Nature and weather associations stand out in when they spontaneously think of Finland.

**Spontaneous impression - Finland**

Nature walk in the snow, sledding, pretty towns, sauna, cold, ice, snow, lake, aurora borealis

Not much, a cold country with bizarre culinary customs but with gorgeous environments.

Lakes, nature, snow, lifestyle ..... Santa Claus!

Northern countries where the people are very welcoming, and as all countries of the north, the scenery is beautiful.

Country of Father Christmas, it's cold, there is snow

Many beautiful landscapes, whether summer or winter. Fascinating country in but also quite expensive

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For me Finland is ideal for a trip in the winter to see the Northern Lights and doing activities such as skiing and sledding, Father Christmas, Fjords and the Northern Lights

Lakes, Lapland, forest, midnight sun

Magnificent scenery and diverse wildlife

Snow, cold, reindeer, nature, quiet, calm

Mountain, cold, beautiful scenery, hiking

Nature, Helsinki, Lapland, islands, lakes, legends

Base: Consideration Set: Finland (555)
Travel related searches

Digital Demand 2019
French travelers’
Internet searches

- 249,000 travel-related Internet searches concerning Finland
- +21% compared to previous year

France Seasonality in Searches

France Top Microbrandtags

Travel
Northern Lights
Cities
Saunas
Lakes
Islands
Hotels
Visit
Tourism
Cottages

Expedia campaigns on lakes in 2018

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

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

Development of French overnights 2009-2019

Nordic countries' share of French overnights 2019

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

**Year 2019**

- **341 700 overnights in total**
- 6th in country rankings with a 5% share of foreign overnights
- Average change 2000-2019: +5%
- Change 2019 compared to 2000: +138%

**Share of overnights by regions 2019**

- 27%
- 8%
- 11%
- 54%

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

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 on the same level as consideration of visiting Iceland – **Norway was clearly on top of French travellers minds** and also consideration of visiting Sweden was on a higher level when comparing the ranking of the Nordic countries

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

• Travel-related **internet searches** of Finland **increased by 21%** in 2019 compared to the previous year

• **Northern lights** was the most searched theme, but also **cities**, **sauna** and **lakes** were popular in searches. The biggest increase in searches was for **islands**.

• French overnights in the **Nordic countries** have been **growing strongly during the past 5 years**. Finland is clearly the most popular travel destination among the Nordics during the winter season.

• Nights spent **in Finland** have **increased rapidly** since 2015 reaching a **record high level in 2019**

• French overnights in Finland are concentrated heavily on **winter season** where also the strongest growth can be seen. Nevertheless, also travel during spring and summer have experienced nice growth during the recent years.
French Travel Habits
Euromonitor International Lifestyle Surveys, 2020
French Travel Habits (pre-covid19)

• The French are keen travellers - especially within their own country. With many middle-class families owning secondary residences by the sea, 36% of consumers reported going on at least four domestic leisure trips a year - much higher than the global average of 20%.

• Nevertheless, 42% of consumers reported taking also 1-3 international leisure trips a year, and 6% taking 4 or more.

Most important travel destination features

- Relaxation (37%)
- Safe destination (25%)
- Quality of food & dining and Family-oriented (16-17%)

Most important travel destination activities

- Nature & outdoor activities (30%)
- Immersion in local culture (22%)
- Arts & heritage (20%)

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

France

Popular Articles on visitfinland.com

Practical Information for Travelers to Finland during Corona Pandemic (French/English)
On the Hunt for the Northern Lights
21 reasons to love Finland
Land of the Midnight Sun
Doze off under the Northern Lights
10 best things to do in Finland
Autumn and Spring – The Best Northern Lights Seasons
Finland’s Wonderful Wildlife
What are the Finns like?
10 ‘Must Experience’ Ski Resorts in Finland

French 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 French were popular, were mostly popular in French.

Other articles of interest were related to Wildlife and Skiing.

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
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!

Source: TRAVEL 2040 - Sustainability and Digital Transformation as Recovery Drivers, Euromonitor July 2020
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 lock downs 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!