

# United Kingdom

Travel insights



Visit Finland

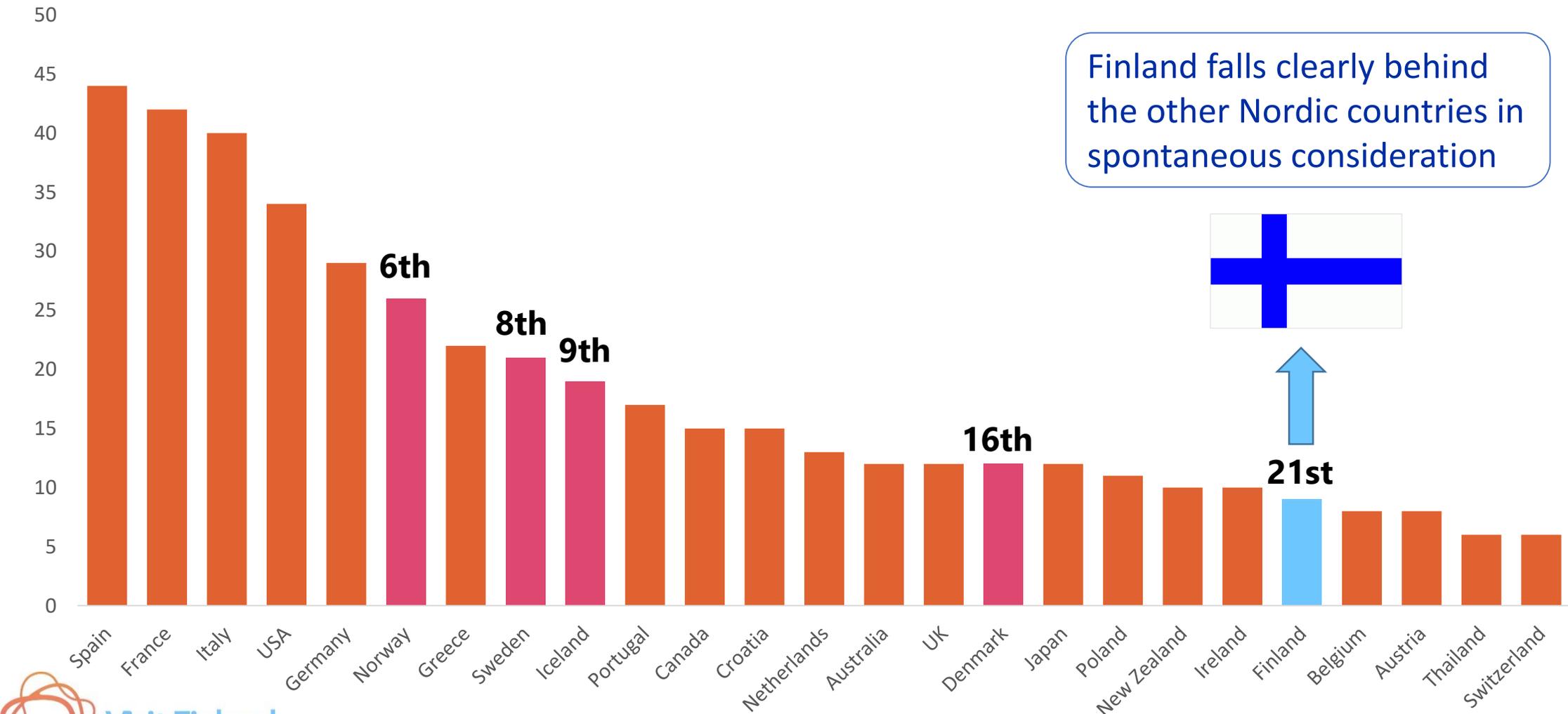
# Finland's image as a travel destination in UK

Brand Tracking survey 2019



When asked spontaneously which countries are considered as a holiday destination in the next three years, Finland falls behind its Nordic competitors and is ranked in 21<sup>st</sup> place.

*Spontaneous Destination Consideration*



Finland falls clearly behind the other Nordic countries 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

Base: Total Sample (1,200)

# Snow and Nature elements come through strongly among spontaneous associations with Finland in the UK

## Country Mental Network - Finland

*Christmas and winter breaks. Fish, cold weather, the outdoors.*

*A place where you can see the northern lights*

*Visiting Santa!*

*To see Father Christmas in December and the Northern lights. Again, a place to see the natural sights of the country but also expensive.*

*Scenic, unspoiled, ecologically sound and friendly*

*Very cold country, lots of saunas, lots of snow and winter sports like skiing, Helsinki*

*Beautiful scenery, ability to get close to the nature and wilderness, guaranteed winter snow*

*Cold - I think of snow, dark winters, pine forests, northern lights. Expensive but egalitarian society. Unique language.*

*Breathtaking snowscapes, lots of adventure and activities such as skiing, kayaking. Very cold climate and land of the midnight sun.*

To note: the word 'cold' has been removed from the word clouds, in order to see more detailed associations with 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.

Base: Consideration Set: Finland (809)

A couple in winter gear stands in a snowy landscape, looking up at the aurora borealis in a dark sky. In the background, a geodesic dome structure is illuminated from within, and evergreen trees are visible on the right side of the frame.

# Travel related searches

Digital Demand 2019

# British travellers' Internet searches

Source:  
D2 Digital Demand

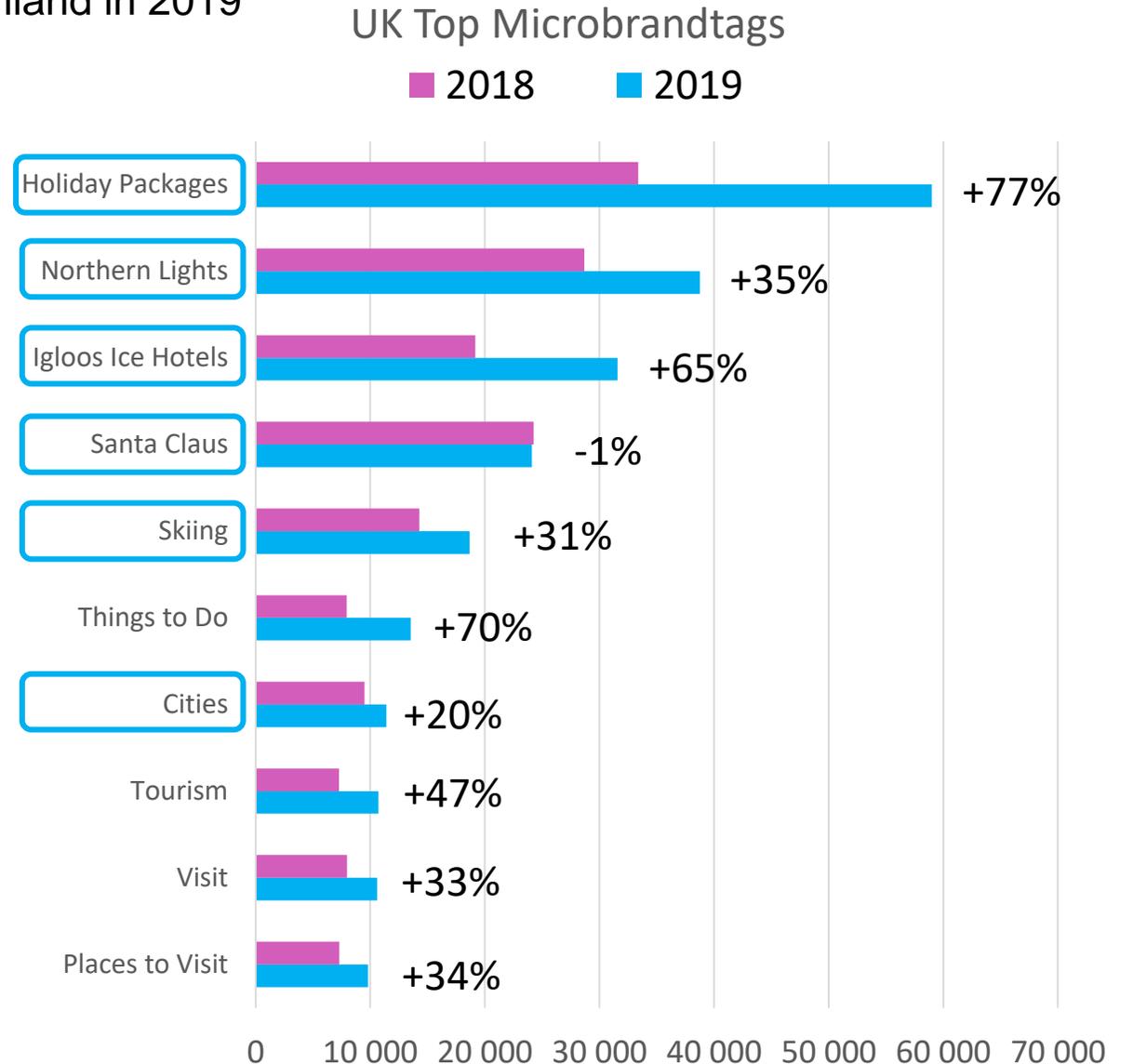


- **353 300** travel-related Internet searches concerning Finland in 2019
- **+39%** compared to previous year

**TOP 10 TRENDING MICRO-BRANDTAGS** ⓘ

Micro-brandtag	Δ%
Holiday Packages	77 %
Hotels	73 %
Things to Do	70 %
Igloos Ice Hotels	65 %
Tourism	47 %
Lakes	36 %
Northern Lights	35 %
Camping	35 %
Places to Visit	34 %
Natural Wonders	34 %

*Increase of 4.000+ searches for Lakes, Camping, Natural Wonders each*



# United Kingdom



**The Apprentice Episode 7:  
Advertising Task (Re-branding  
Finland) - Key Business  
Lessons for Entrepreneurs**



### Finland Advertising

Series 15 Episode 7 of 14

The candidates must create an advertising campaign to persuade UK tourists to visit Finland. Finland is known as a winter destination, but this campaign must entice us to visit during the summer. 59 minutes

Series  
"The Apprentice-BBC One"

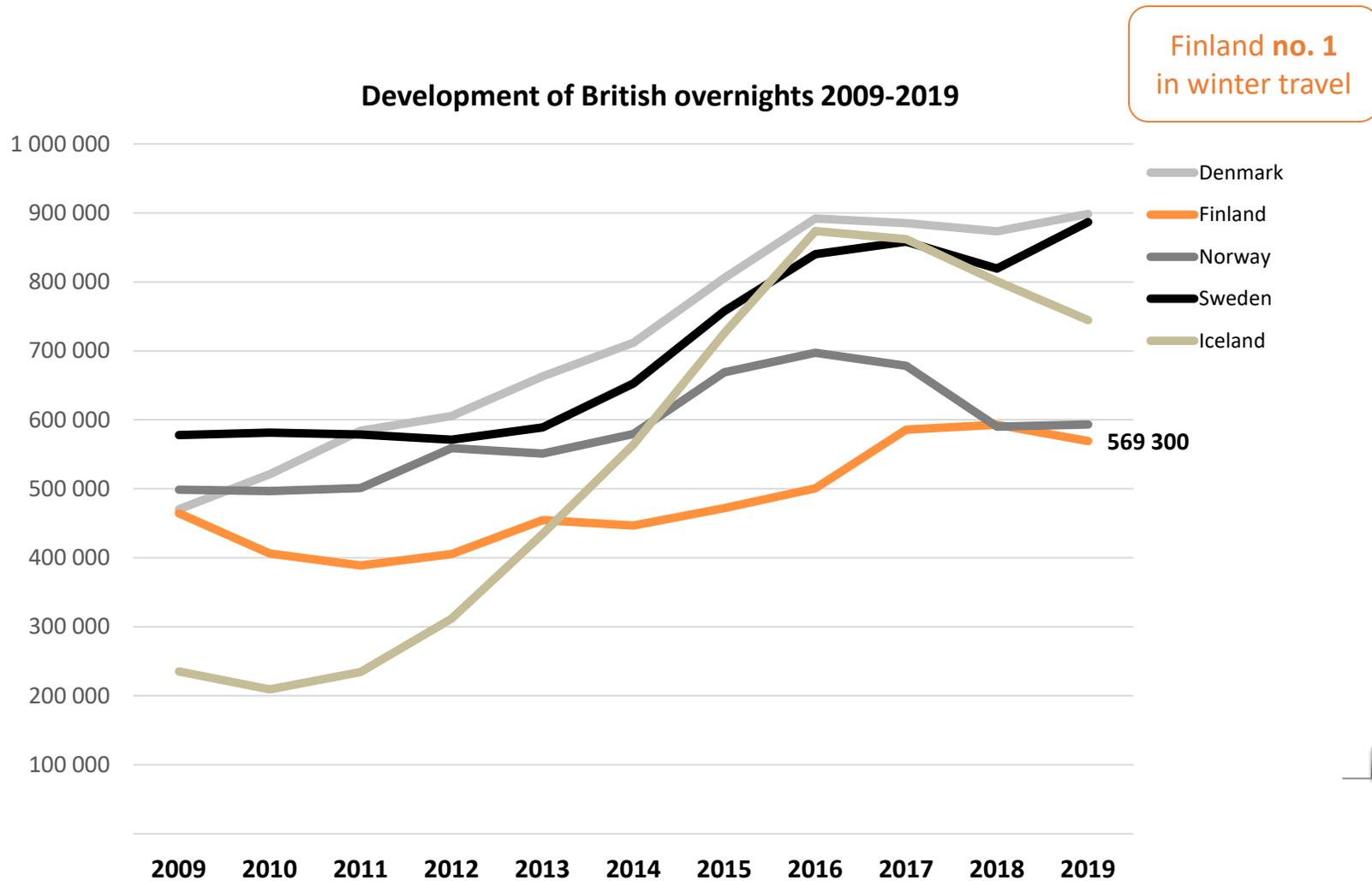
An aerial photograph of a coastal landscape. In the foreground, a red cabin with a grey roof sits on a rocky shore next to a body of water. The cabin has white window frames and a chimney. To the left, a rocky peninsula is covered in dense green forest. In the background, more forested islands and a body of water are visible under a cloudy sky. A small red and white flag is visible on a distant island.

# British overnights in the Nordic countries & in Finland

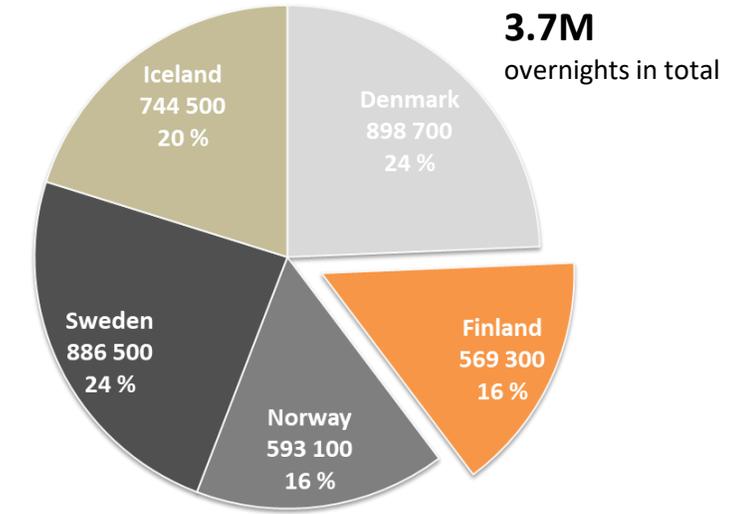
Statistics Service Rudolf, Statistics Finland

Statistics Sweden, Norway, Denmark and Iceland

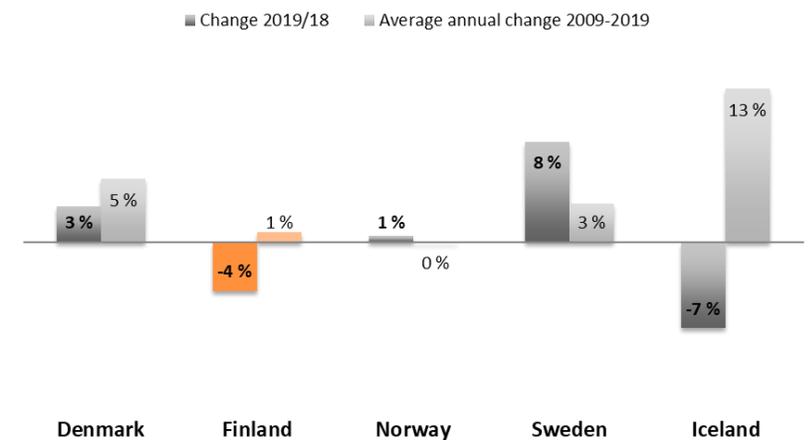
# UK: Yearly overnights in the Nordic countries



**Nordic countries' share of British overnights 2019**

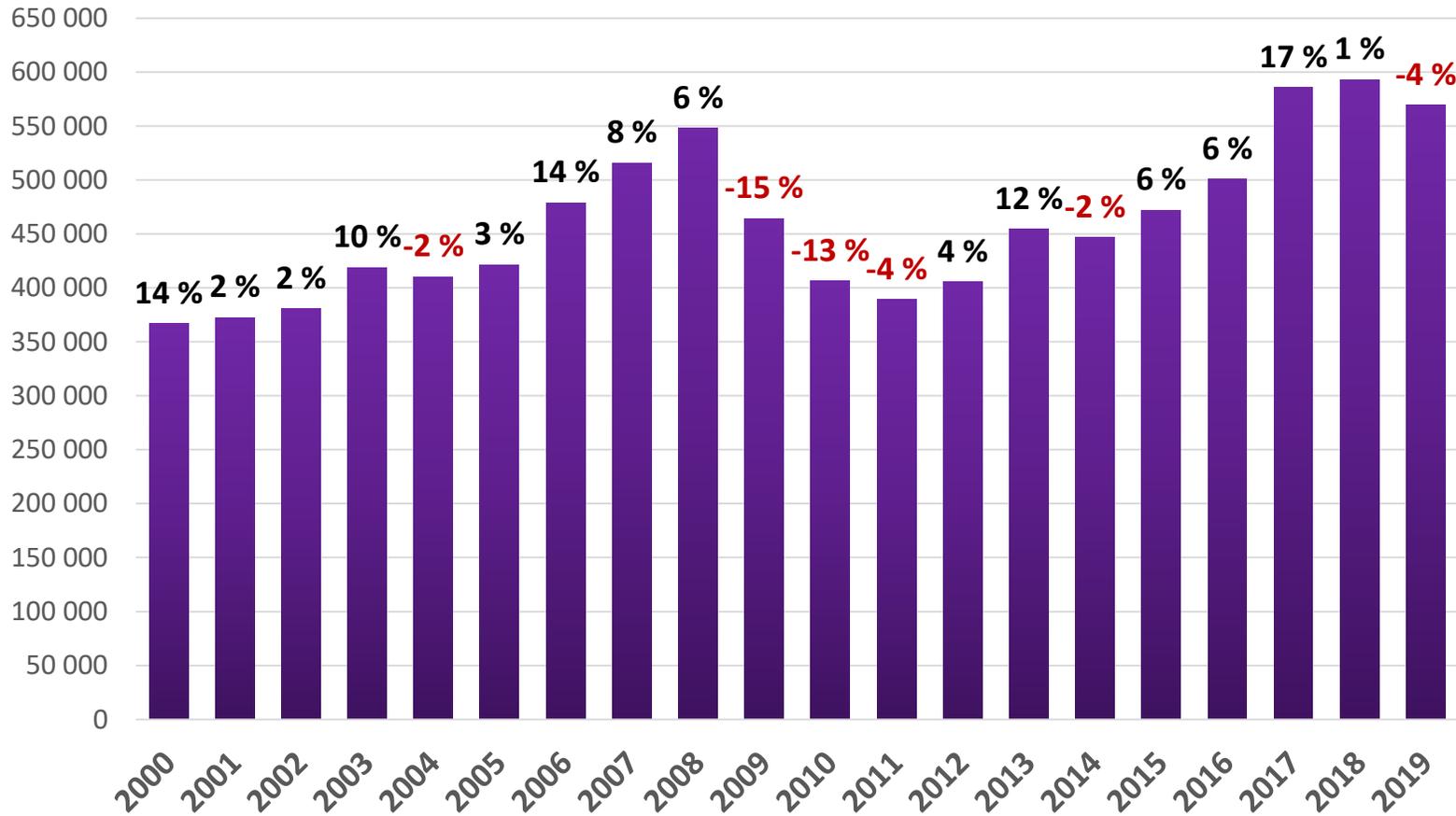


**British overnights, change %**



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

# British overnights in Finland



**Year 2019**

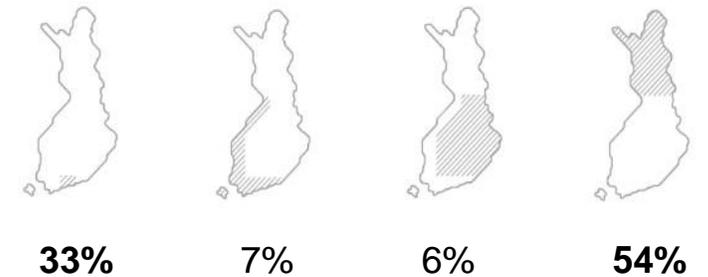
**569 300** overnights in total

3<sup>rd</sup> in country rankings  
with a **8% share** of foreign overnights

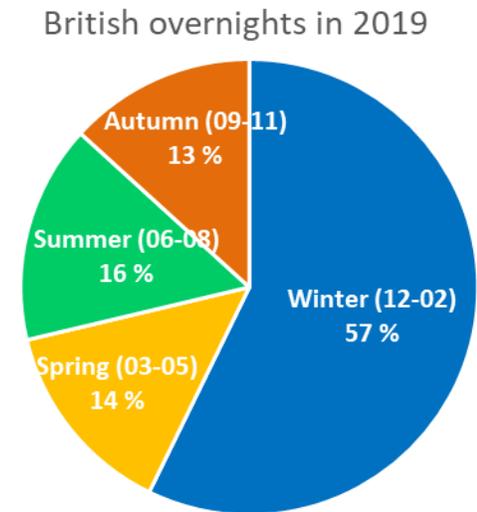
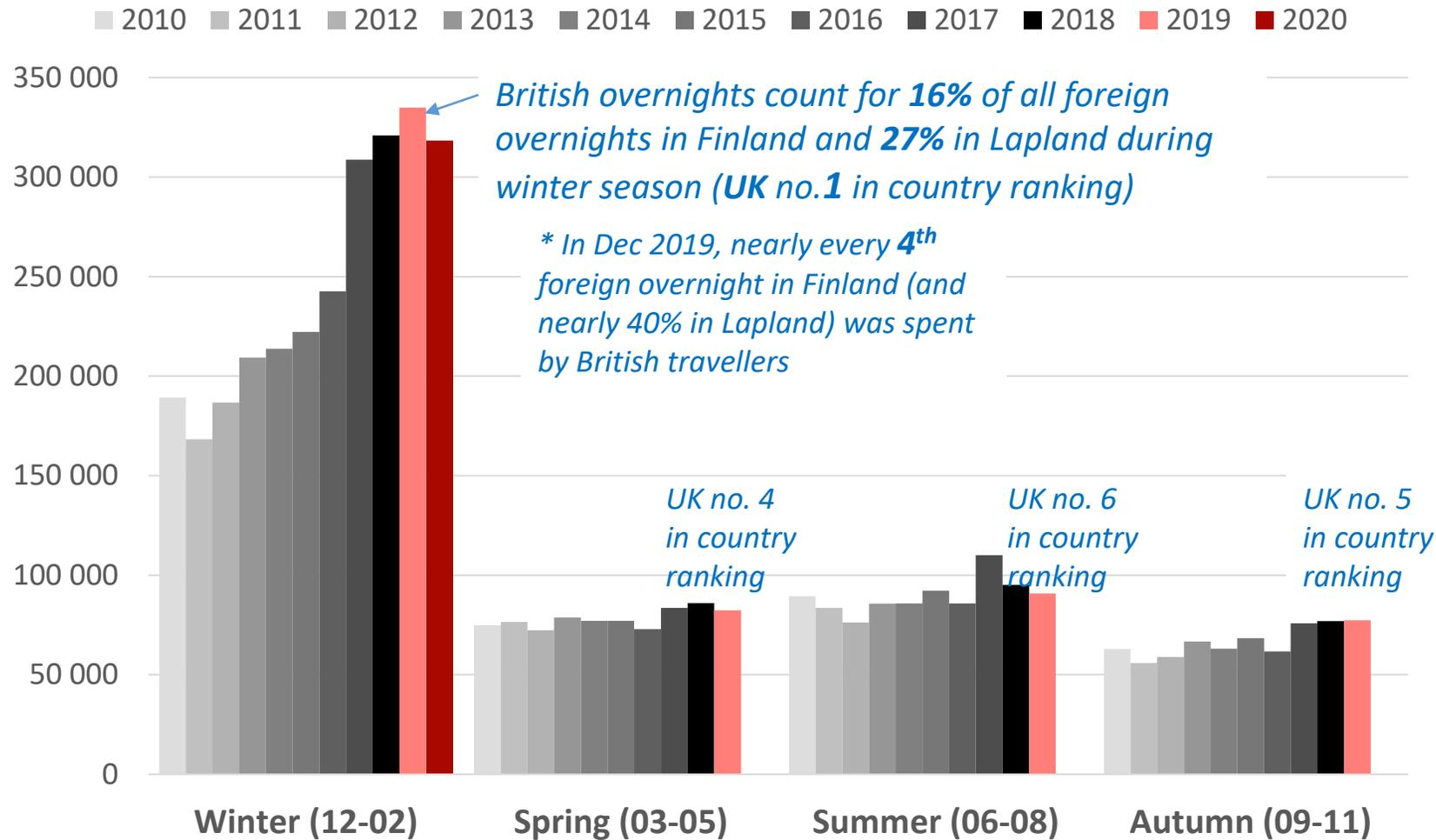
Average change 2000-2019: **+3%**

Change 2019 compared to 2000: **+55%**

Share of overnights by regions 2019



# Seasonality of British overnights in Finland (pre-covid19)



# Summary of VF surveys and statistics - UK

- According to Visit Finland Brand tracking survey conducted in 2019, consideration to visit Finland was clearly behind the other Nordic countries.
- Snow, winter and nature elements come through strongly among spontaneous associations with Finland in the UK
- Travel-related **internet searches** of Finland **increased by 39%** in 2019 compared to the previous year
- **Holiday packages** was clearly the most searched theme, but also **winter themes**, like **northern lights, igloos ice hotels, Santa Claus** and **skiing** were popular in searches. In addition, **lakes, camping, natural wonders** were themes gaining clearly more interest than during the previous year.
- Interest towards Iceland, Denmark and Sweden increased very rapidly early 2010's onwards. However, when **Finland experienced a strong growth in British overnights in 2017**, the trend for the other Nordic countries stabilized or turned even downward, which was the case for Iceland and Norway. The growth for Finland came especially for **growing interest towards winter holidays in Lapland**, and thus Finland has been clearly the most popular travel destination among the Nordics during the winter season.
- **Nearly 60%** of British yearly overnights in Finland were registered in **high winter season** in 2019, and UK was clearly the biggest country of origin during the winter. Even though, the number of British overnights in Finland during the other seasons fall far behind those of winter, UK was still among the top six countries of origin in all seasons.

# British Travel Habits

Euromonitor International Lifestyle Surveys, 2020



# British Travel Habits

- Fear of contracting the virus as well as the anticipated economic recession has dampened enthusiasm for overseas travel and holidays. However, demand for domestic self-catering holidays has surged as consumers **look for safe ways to enjoy a family vacation**. **Countryside** and **coastal holiday homes** are also being sought for longer stays of up to 12 weeks by people looking to get away from it all.
- Although city breaks are very popular (25% of survey respondents prefer this type of trip, versus 12% globally), vacationers will avoid visiting urban centres until they can be sure that the pandemic is under control.
- Nearly half of consumers reported taking 1-3 international leisure trips a year (pre-covid), and 7% taking 4 or more.

## *Most important travel destination features*

**Relaxation**  
(33%)

**Safe destination**  
(33%)

**City breaks  
and  
Quality of food  
& dining**  
(22-25%)

## *Most important travel destination activities*

**Nature &  
outdoor  
activities**  
(21%)

**Arts &  
heritage**  
(19%)

**Immersion in  
local culture**  
(15%)





Most popular Visit Finland website content during June-October 2020

# Popular Visit Finland articles summer & autumn 2020

## - UK

### Popular Articles on visitfinland.com during summer 2020:

- Practical Information for Travelers to Finland during Corona Pandemic
- Doze off under the Northern Lights
- 10 best things to do in Finland
- 10 Must Experience Ski Resorts in Finland
- On the Hunt for the Northern Lights
- Midsummer – Go Peaceful or Go Party
- Iconic Finnish Foods of All Time
- Land of the Midnight Sun
- 21 reasons to love Finland
- What are the Finns like?

During the **summer months** British visitors were mostly interested in **Northern Lights** and even **Ski resorts** but **Midnight sun** and **Midsummer** were of interest as well.

During this **autumn** the interest has otherwise **stayed the same** but the **Ski Resort** article has gained more popularity and **'Meet Santa Claus'** is now in top 5, **Top Sauna tips** has also reached the top list.



### MEET SANTA CLAUS

Everyone knows Santa – the one and only – comes from Finland. What some people don't know, however, is that it is possible to meet him in person all year round. Santa's official office, situated on the mysterious Arctic Circle, is open to each and everyone. Welcome!

Open each day of the year in the city of Rovaniemi, children and adults can visit Santa's office, enjoy a private chat with him and revel in the enchanted atmosphere. As we all know, Santa's annual mission is to deliver happiness around the world with the help of his team of furry reindeer friends.

Santa may only visit your home once a year, but he welcomes everybody to visit him during the rest of the year. Don't pass up the invitation.



### 10 'MUST EXPERIENCE' SKI RESORTS IN FINLAND

There are around 75 ski resorts in Finland. That's quite a high number for a country that has no mountains. Instead of mountains, there are a great deal of hills, which are covered with snow for about 200 days a year. Here we've picked ten ski resorts for you to have a peek.

Finnish ski resorts are practically guaranteed to have snow for the whole season, which, at the first resorts, starts as early as October and ends, at the latest, in May. For this, we can thank our northern location and the efficient snowing systems. You'll find slopes to fit every skill level at Finnish ski resorts. Even small children and absolute beginners can enjoy skiing down the gentle family slopes. Most of the slopes are pretty easy, wide and not very long. But there are also some world-class race slopes that are challenging enough for experts, as well as plenty of parks and streets for snowboarders and new school skiers.

### ON THE HUNT FOR THE NORTHERN LIGHTS

The thrill of witnessing the Aurora Borealis is a once-in-a-lifetime experience for many. Some, however, get hooked and can never get enough of the blazing colours in the sky.

The Northern Lights dancing up above is such a powerful and unique natural phenomenon it changes lives down on Earth. Being one of the best places to spot the Aurorae, Finland has even received immigration because of them. Below are some tips for becoming a Northern Lights Hunter yourself.

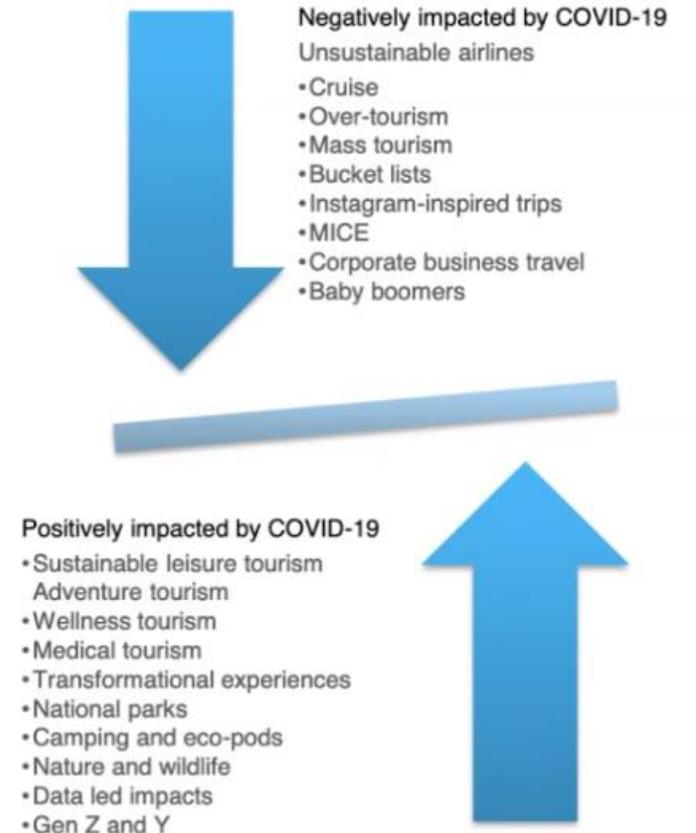




# Global outlook for post-covid19 travel trends and traveller needs

# 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?**



# 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!*

Health and hygiene protocols  
 Touch-free or low touch  
 Socially distanced  
 Consumer-centricity  
 Empathetic engagement



COVID-proofing  
 Repurposing of operations  
 Reskilling staff  
 New business models  
 Digital green transformation

# 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.



## What Global Travelers Say Matters Most to Them In Order to Remain Confident About Travel Going Forward



AIR

- Safety & security measures
- Presence of masks
- Widely available vaccine
- Transparent refund policy
- Enforcement of social distancing



HOTEL

- Enhanced cleaning techniques
- Stricter hygiene practices
- Safety & security measures
- Presence of masks
- Widely available vaccine



RAIL

- Enhanced cleaning techniques
- Safety & security measures
- Stricter hygiene practices
- Enforcement of social distancing
- Presence of masks



CAR

- Enhanced cleaning techniques
- Safety & security measures
- Stricter hygiene practices
- Enforcement of social distancing
- More economical options



INSURANCE

- Comprehensive coverage
- Transparent refund policy
- Medical assistance eligibility
- More economical options
- Clarity around restrictions



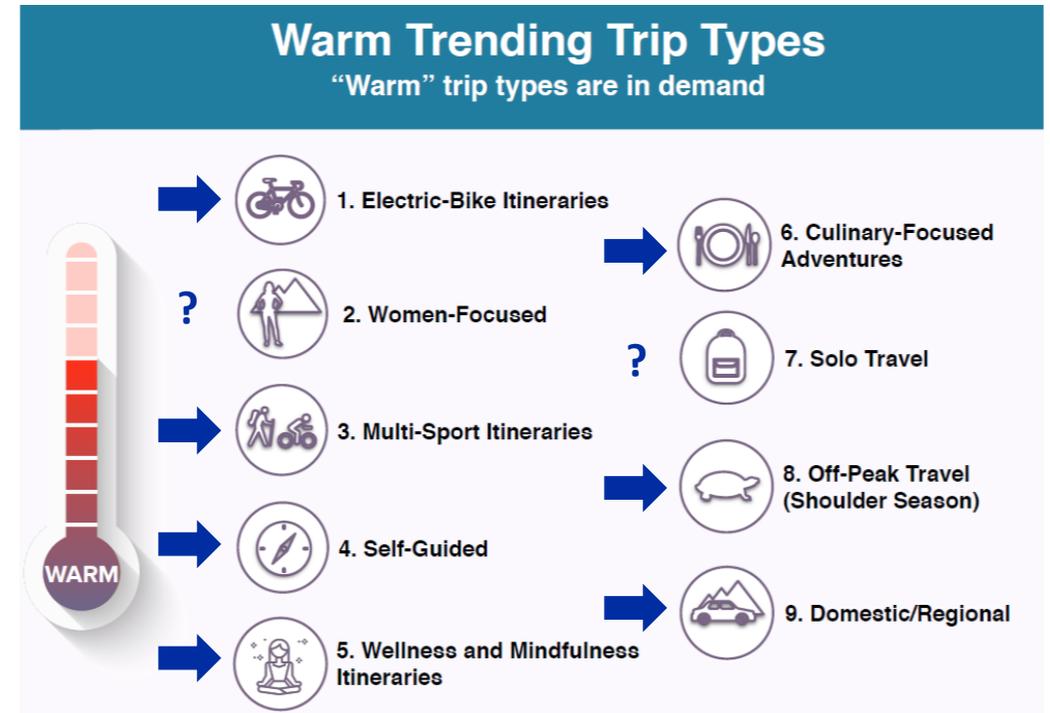
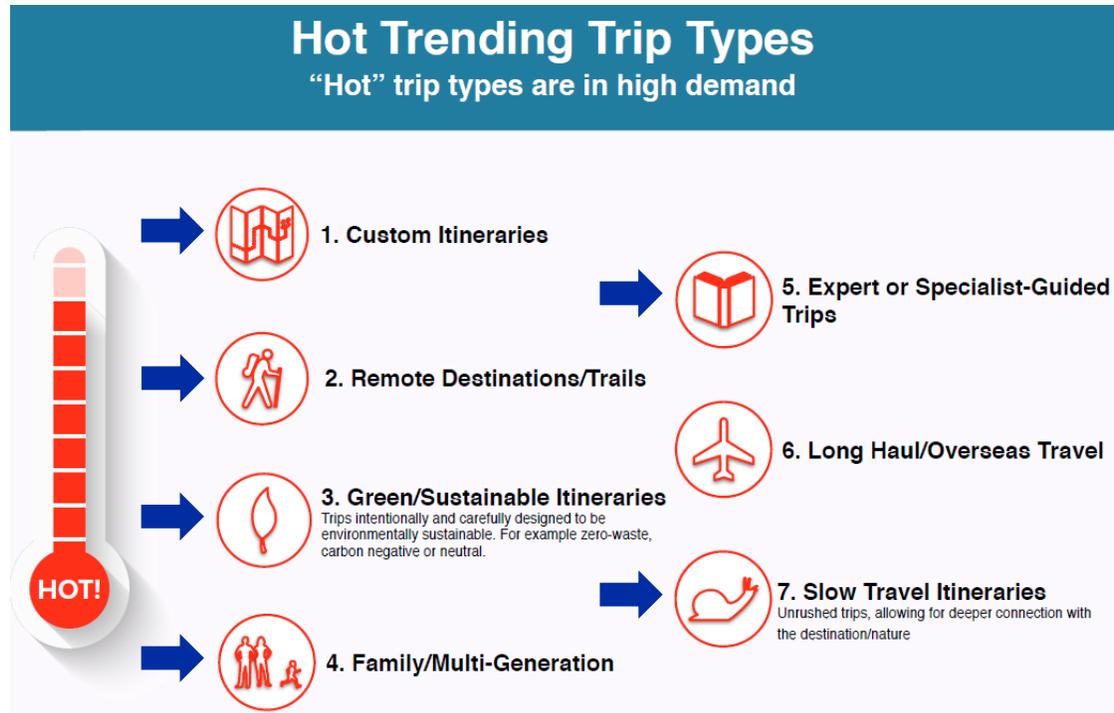
TRAVEL AGENT

- Keeping travelers well informed
- Support and honesty
- Highly responsive, able to contact anywhere, anytime
- Safety & security
- Advice & expertise

AMADEUS

# 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**

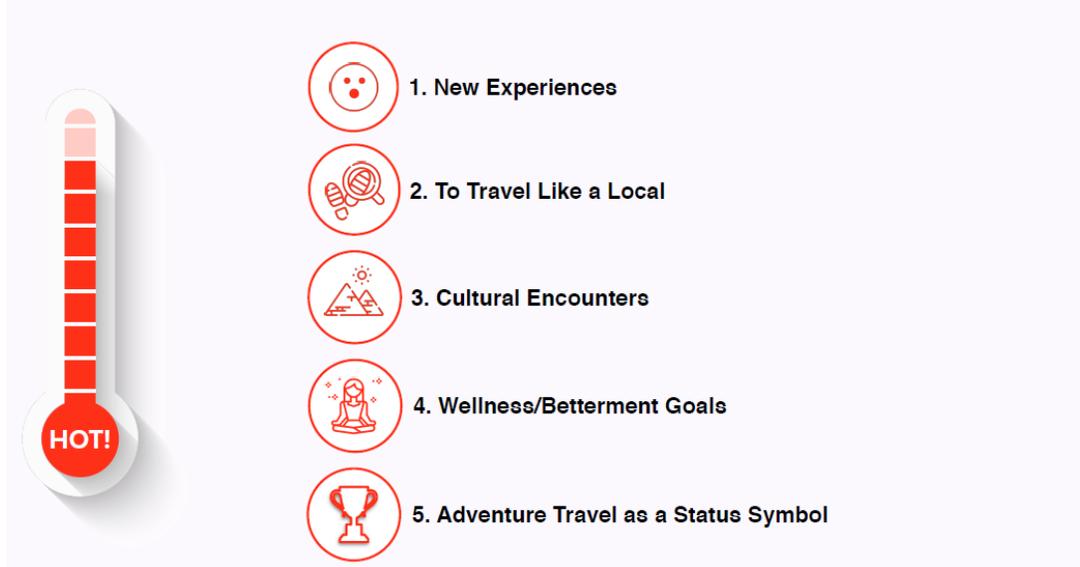


# Travel motivations for nature-oriented travellers

- 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

## Hot Trending Consumer Motivations for Adventure Travel in 2019

“Hot” indicates these factors are very strong motivators



## Warm Trending Consumer Motivations for Adventure Travel in 2019

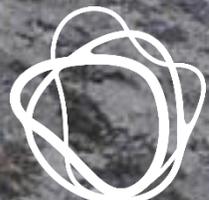
“Warm” indicates these factors are strong motivators



# 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**