United Kingdom

Travel insights
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 21st place.

Finland falls clearly behind the other Nordic countries in spontaneous consideration.
Snow and Nature elements come through strongly among spontaneous associations with Finland in the UK.

**Country Mental Network - Finland**

**Visit Finland**

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

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

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

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

**Base: Consideration Set: Finland (809)**

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

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
British travellers’ Internet searches

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

<table>
<thead>
<tr>
<th>TOP 10 TRENDING MICRO-BRANDTAGS</th>
<th>2018</th>
<th>2019</th>
<th>Δ%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holiday Packages</td>
<td>77 %</td>
<td>77 %</td>
<td>0  %</td>
</tr>
<tr>
<td>Hotels</td>
<td>73 %</td>
<td>73 %</td>
<td>0  %</td>
</tr>
<tr>
<td>Things to Do</td>
<td>70 %</td>
<td>70 %</td>
<td>0  %</td>
</tr>
<tr>
<td>Igloos Ice Hotels</td>
<td>65 %</td>
<td>65 %</td>
<td>0  %</td>
</tr>
<tr>
<td>Tourism</td>
<td>47 %</td>
<td>47 %</td>
<td>0  %</td>
</tr>
<tr>
<td>Lakes</td>
<td>36 %</td>
<td>36 %</td>
<td>0  %</td>
</tr>
<tr>
<td>Northern Lights</td>
<td>35 %</td>
<td>35 %</td>
<td>0  %</td>
</tr>
<tr>
<td>Camping</td>
<td>35 %</td>
<td>35 %</td>
<td>0  %</td>
</tr>
<tr>
<td>Places to Visit</td>
<td>34 %</td>
<td>34 %</td>
<td>0  %</td>
</tr>
<tr>
<td>Natural Wonders</td>
<td>34 %</td>
<td>34 %</td>
<td>0  %</td>
</tr>
</tbody>
</table>

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

“The Apprentice-BBC One”
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

Development of British overnights 2009-2019

- Finland no. 1 in winter travel
- 3.7M overnights in total

Nordic countries' share of British overnights 2019
- Finland 569 300
- Denmark 898 700
- Sweden 886 500
- Norway 593 100
- Iceland 744 500

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

569 300 overnights in total

3rd 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

33% 7% 6% 54%

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

British overnights count for 16% of all foreign overnights in Finland and 27% in Lapland during winter season (UK no.1 in country ranking)

* In Dec 2019, nearly every 4th foreign overnight in Finland (and nearly 40% in Lapland) was spent by British travellers

Source: Visit Finland Statistics Service Rudolf, Statistics Finland
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.
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%)

Source: Euromonitor International Lifestyle Surveys, 2020
Most popular Visit Finland website content during June-October 2020
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.

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.

VisitFinnland.com offers tips on how to do so, including a four-day itinerary to the best locations and viewpoints, plus a list of the best places to stay.

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 merry helpers.

Santa only visits your home once a year, but he welcomes everybody to visit him during the rest of the year. Don’t miss out 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.

Finland’s ski resorts are practically guaranteed to have snow for the whole season, while, at the first resorts, start as early as October and end at the bronze, in May. But this, we can think our northern location and the efficient snowing systems. You’ll find slopes to fit every skill level at Finland’s 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 snowboarding and new school skiiers.

Source: Visit Finland
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?

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

### Hot Trending Trip Types

<table>
<thead>
<tr>
<th>“Hot” trip types are in high demand</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Custom Itineraries</td>
</tr>
<tr>
<td>2. Remote Destinations/Trails</td>
</tr>
<tr>
<td>3. Green/Sustainable Itineraries</td>
</tr>
<tr>
<td>4. Family/Multi-Generation</td>
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<tr>
<td>5. Expert or Specialist-Guided Trips</td>
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<tr>
<td>6. Long Haul/Overseas Travel</td>
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<tr>
<td>7. Slow Travel Itineraries</td>
</tr>
</tbody>
</table>

### Warm Trending Trip Types

<table>
<thead>
<tr>
<th>“Warm” trip types are in demand</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Electric-Bike Itineraries</td>
</tr>
<tr>
<td>2. Women-Focused</td>
</tr>
<tr>
<td>3. Multi-Sport Itineraries</td>
</tr>
<tr>
<td>4. Self-Guided</td>
</tr>
<tr>
<td>5. Wellness and Mindfulness Itineraries</td>
</tr>
<tr>
<td>6. Culinary-Focused Adventures</td>
</tr>
<tr>
<td>7. Solo Travel</td>
</tr>
<tr>
<td>8. Off-Peak Travel (Shoulder Season)</td>
</tr>
<tr>
<td>9. Domestic/Regional</td>
</tr>
</tbody>
</table>

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

**Hot Trending Consumer Motivations for Adventure Travel in 2019**

- 1. New Experiences
- 2. To Travel Like a Local
- 3. Cultural Encounters
- 4. Wellness/Betterment Goals
- 5. Adventure Travel as a Status Symbol

**Warm Trending Consumer Motivations for Adventure Travel in 2019**

- 1. Digital Detox (Unplug)
- 2. Pampering and Luxury
- 3. Adrenaline Rush/A Challenge

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!