



**VF Spain Market Report**  
November 2019

Visit Finland Country Representative

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# Semiannual Report – SPAIN

## Summer season 2019 and outlook for winter 2019-20

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# Factors affecting the results of the summer season 2019

## Reasons for the increase/decrease in overall outbound travelling from your market?

- Following latest forecast from the European Commission, Spain will grow by 1.9% this year and 1.5% next, above the average growth of the continent. Italy will grow nothing, Germany a 0.4% stomp and France by 1.3%.
- Nevertheless, there is no firm government in Spain since the last 4 years and no Budget approved for 2019 or 2020 and, again, no clear prospect of that changing in the short term. Moreover, for both reasons, there are no measures, reforms or a sound plan to deal with the slowdown affecting the Eurozone as a whole. Alternatively, even to reduce the public deficit at the promised rate.
- Despite this, the Spanish economy is in a better position in the face of the global slowdown than in the past, but need to lower the employment rate and the indebted level of public debt.
- General elections to be held in Spain Nov 10<sup>th</sup> : Spain is holding its second general election this year—and the fourth in four years—and yet, political deadlock seems once again the most likely scenario after the ballot.
- The tourism association Barcelona Oberta estimates that economic activity in the city Centre – principally the retail and hospitality sectors – fell by between 30-50% during the week after the starting of protests on October

# Factors affecting the results of the summer season 2019

## Reasons for the increase/decrease in travelling to Finland?

### Changes in demand

- Spain is one of the Top 10 Increase countries in number cumulative overnights (January to September 2019) in the Coast and Archipelago Area.
- Cumulative nights spent in the whole country from January to September 2019 versus same period last year was 120.771 overnights ( -1% YoY ) but still +8% versus same period in the record year of 2017.

### Finland's image as a travel destination

- Finland is considered a trendy travel destination within the Nordic countries and now the image of Finland as a sustainable destination is gaining weight within the Spanish travelers.

### Changes in distribution

- Visit Finland strategy in the Spanish market focuses on Finland as an all year round travel destination; summer co-marketing campaigns in summer we already launched this summer with our trade partners are good examples on this particular matter.

### Changes in accessibility

- When we look at the seat capacity June-August and outlook for the next 6 months we had an important decrease of almost -20% YoY: Norwegian discontinued operations from Madrid to Helsinki in Jan2019, so now only Finnair operating directly to Finland

# Factors affecting the results of the summer season 2019

## Reasons for the increase/decrease in travelling to Finland?

### **Products that have been attractive**

- Fly & Drive
- Travel with families
- Stopover Helsinki
- Summer in Lapland

### **Regions that have been attractive**

- Coast & Archipelago
- Lakeland
- Helsinki Area

### **Campaigns, joint promotions results**

- Focus on Finland as a summer destination: Fly & Drive, cottages.
- Trade partners segments : OTA's / TO / MICE

# Outlook for the coming winter season 2019-20

## The overall outlook of travelling to Finland for the coming winter?

### **Increase/decrease and reasons for the increase/decrease**

- Seat capacity from Madrid decreased since January this year (-20%) ; this imply increases in ticket prices and will have a negative impact winter travel to Finland.
- Norwegian stopped flying from Madrid to Helsinki in the summer season; only airline flying from Madrid non-stop is Finnair
- There is a threat that the prices of Finnair tickets to fly to Finland from Madrid will not be competitive and therefore the increase the price of tourist packages could drive the demand to another Nordic countries.
- Despite this, some TO´s looking for some new opportunities are betting in charther operations and extending the high season in Lapland until April 2020

### **New winter products**

- Downhill skiing
- Health and Wellbeing

### **New sales channels**

- Small Niche TO´s
- OTA´s
- MICE travel agents

# Outlook for the coming winter season 2019-20

## The overall outlook of travelling to Finland for the coming winter?

### What are the trends for the winter 2019-20?

- Slow travel
- Sustainable travel
- Gastro /Wellbeing travel
- City Breaks

### Which are the traveler segments?

- Families with children
- Comfort & authentic lifestyle seekers
- Nature wonder hunters
- City Breakers
- Health and Wellbeing

# Outlook for the summer season 2020

## Ad hoc Marketing opportunities

### **TO cooperation, joint promotions, crossover, events, PR, social media**

- Strengthening our partnership agreements with our key trade partners doing more emphasis on Finland as an all year round sustainable destination.
- Finrelax – Turning Finland into a top country of wellbeing tourism
- Finland's strengths – clean nature, original culture, an environment that supports wellbeing, and a functioning infrastructure – must be made visible to customers.
- Marketing activities and opportunities based on the Roadmap for Growth and Renewal in Finnish Tourism for 2015–2025.



# Prospects for the autumn/winter season 2020

## The overall outlook of travelling to Finland?

### **What trends should be considered in product development to increase the demand in the autumn/winter time?**

- Finland as a leader in developing tourism under the principles of sustainability and also as all year round destination

### **Which present target groups should be considered to increase the demand?**

- Families with children
- Sports enthusiast
- Nature wonders

### **Which new target groups should be considered to increase the demand?**

- MICE
- Health and wellbeing
- LGTB
- DINK

# Theme check: Food tourism

## What kind of demand or potential you find in the market you represent?

### 1. What is "in" on your market in food tourism? Is food important for travelers on your market?

- Clearly food is quite important for the Spanish traveller and gastro is a big theme gaining importance when Spanish travel to Finland.

### 2. Is there any specialized tour operators for food tourism? Are "general" tour operators promoting food experiences?

- Not really; and this could be a good opportunity for some of them in my opinion; specially those small niche "luxury" TO's selling unique experiences.

### 3. What kind of food tourism offerings should be developed more in Finland? E.g. food related activities in nature (like foraging/picnic in a forest), cooking classes (like baking Karelian pies), food walks, home dining, food producers tours, local/Finnish restaurants, beverage tours/tastings, sustainable food, food routes etc.?

- Definitely food walks where our guest can collect berries, mushrooms etc., dining at Finnish restaurants.
- All this development under the umbrella of sustainability

### 4. The best benchmark and examples (destinations or products)?

- The "Culinary Revolution in Norway"  
<https://www.visitnorway.es/que-hacer-en-noruega/saborea-noruega/>

# Trends and other relevant travel related topics

## Trends

### **Any new travel trends on your market? What's hot now on your market (BtoC and/or BtoB)**

- The Spanish tourist shows heterogeneous perceptions and interests according to their destination, although in general, their preference for cultural, gastronomic and active products stands out.
- When considering the interest that the different tourism products of these increasingly popular destinations for Spanish travelers, we have observed different preferences, although in general, the cultural product, the gastronomic and the active, are the ones that attract the most attention.
- Spain is the 13th in the world ranking of countries that spend most on travelling abroad.
- More than 50 % of Spanish millennials have signed up to the new bleisure trend, a practice that combines business trips with leisure activities.
- Health Tourism is expected to continue to grow in Spain, especially in passenger spending, which in 2018 will leave 7% more than in previous years and compared to traditional tourists.

## New distribution channels

### **Your suggestion on how to develop business with them: what needs to be done?**

- Develop cooperation with niche and specialized TO: luxury travel, educational trips,, etc.
- Reinforce the collaboration with our existing partners helping to expand their actual product portfolio.

## Online channels

- OTA´s : tactical campaigns
- Digital: smartphones

# Trends and other relevant travel related topics

## Competitors' actions

- Norway is been quite active in our market through different marketing tools towards position them in the market as an all year round destination.

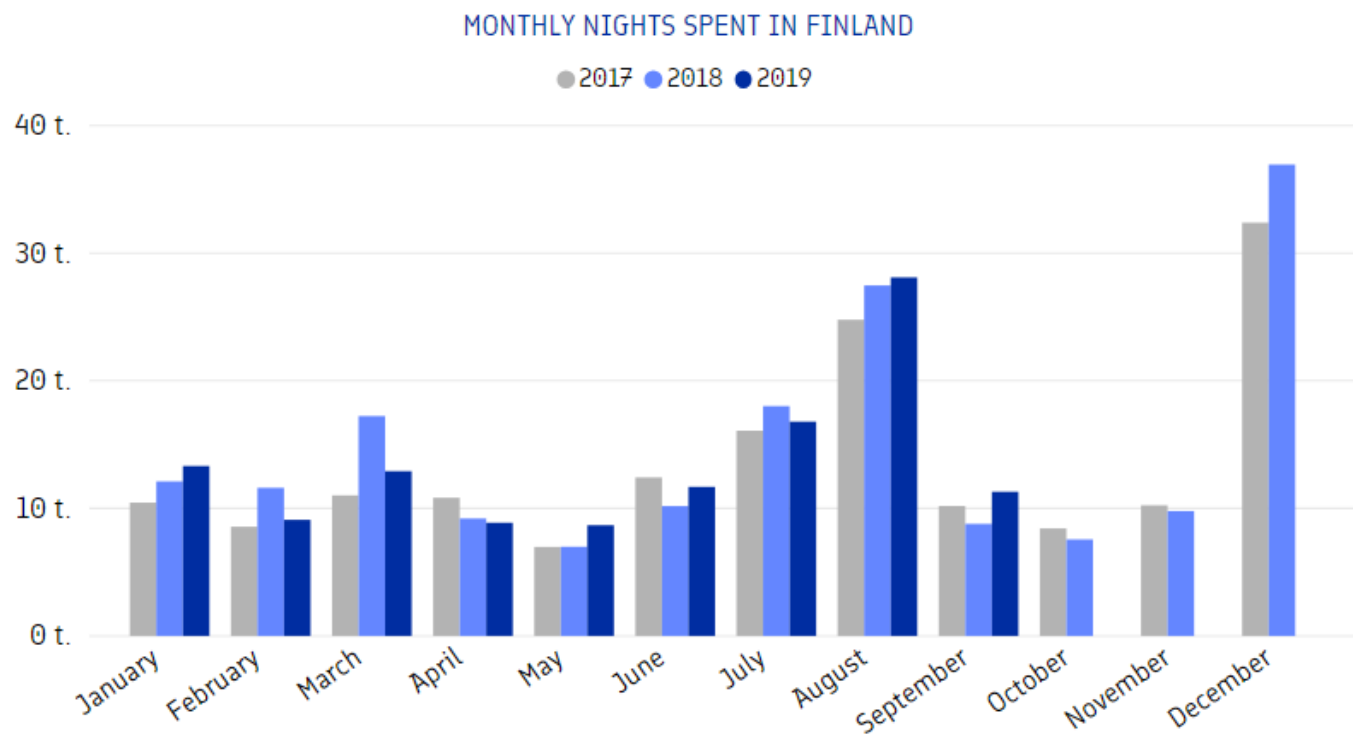
# Trends and other relevant travel related topics

## Free word

- We should take the lead as marketing Finland as the most sustainable country in Europe towards our goal to be the "most Desirable travel Destination" within the Nordic countries by 2025.
- Finland as an unique "Natural Luxury" destination.

# Spain – Market Review

# Spanish overnights in Finland



**Year 2018**

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

Average change 2000-2018: **+6%**

Change 2018 compared to 2000: **+122%**

Share of overnights by regions 2018

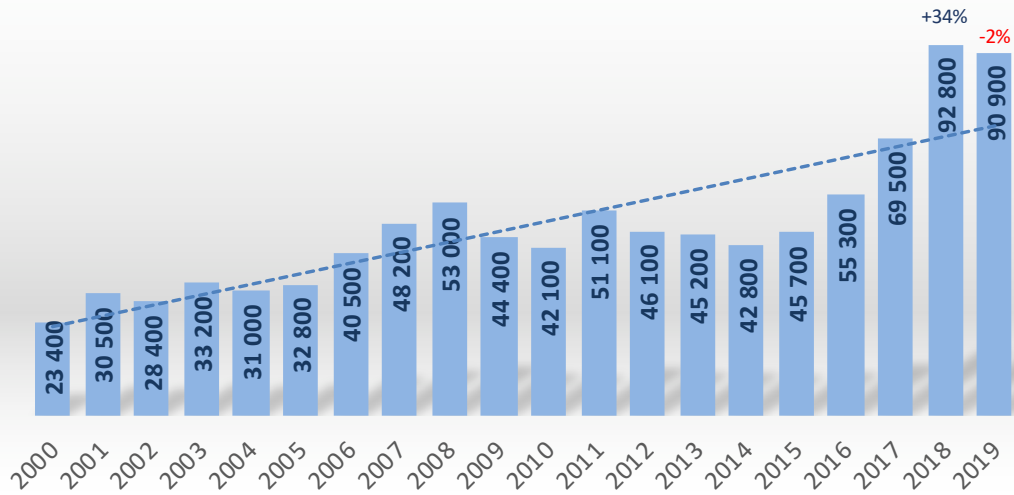


Sources: Visit Finland Statistics Service Rudolf, Statistics Finland

Spanish overnights in Finland

## Winter 2019 and Summer 2018

Registered overnights in winter season (Nov-Apr) by Spanish visitors

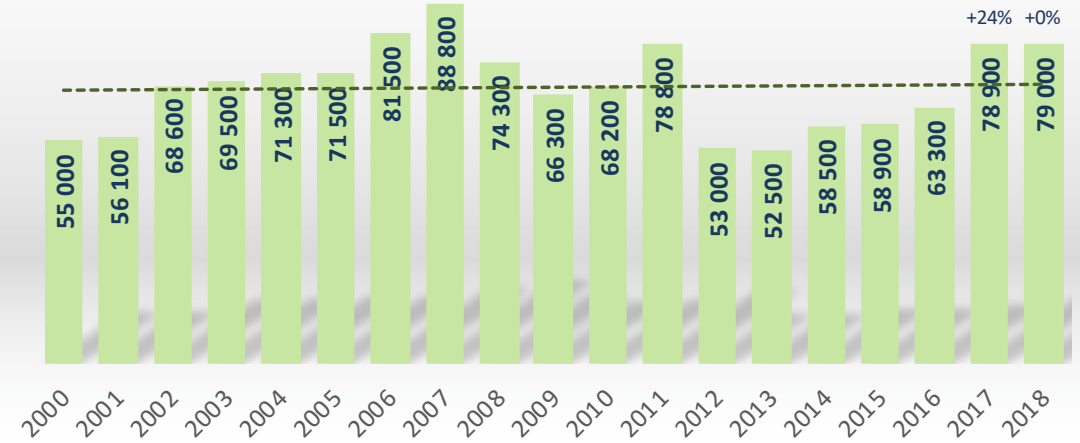


Winter 2019: **11<sup>th</sup>** in country rankings with a **3%** share of foreign overnights

Average change 2000-2019: **+9%**

Change 2019 compared to 2000: **+289%**

Registered overnights in summer season (May-Oct) by Spanish visitors



Summer 2018: **14<sup>th</sup>** in country rankings with a **2.5%** share of foreign overnights

Average change 2000-2018: **+3%**

Change 2018 compared to 2000: **+44%**



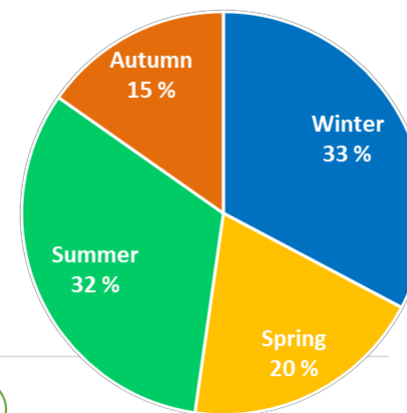


# Trends for seasonal overnights in Finland

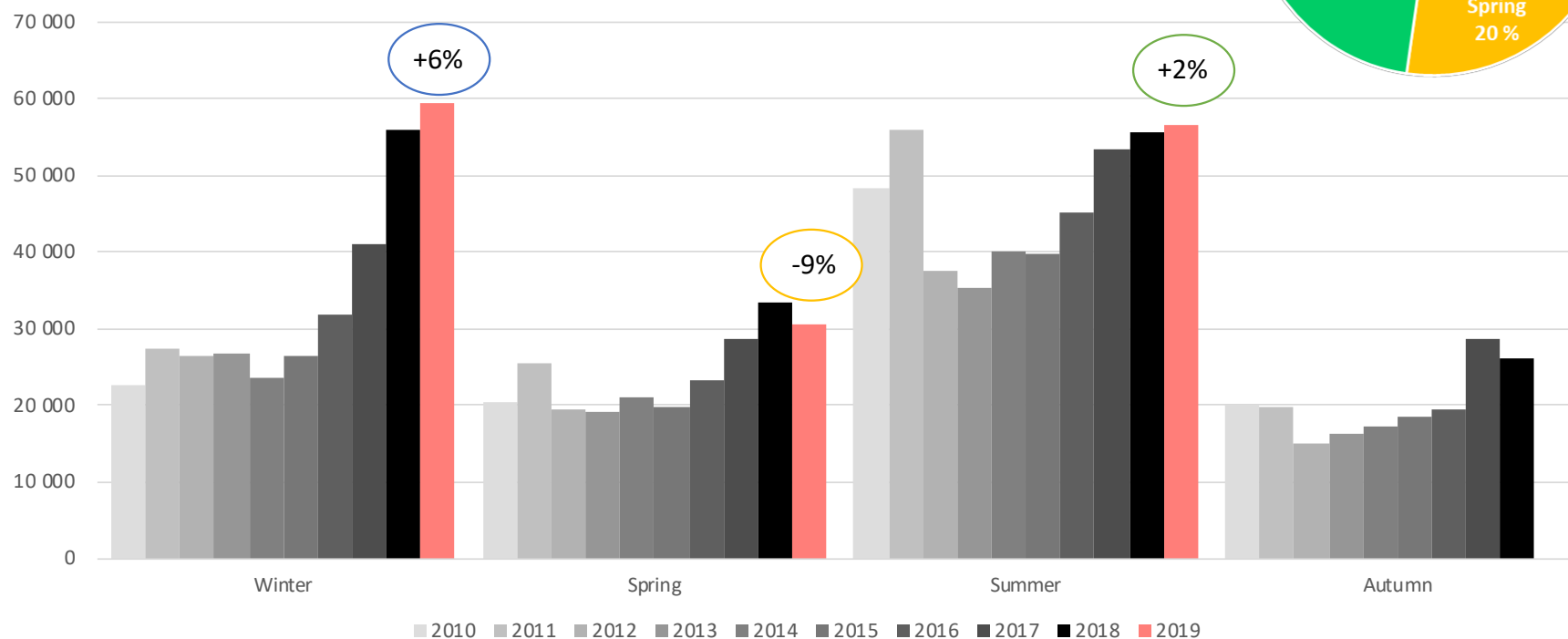
## Spanish visitors

*Winter has grown to be as popular travel season as summer is among Spanish visitors.*

Spanish overnights 2018



Spanish overnights by season



Source: Visit Finland Statistics Service Rudolf, Statistics Finland

## Spanish overnights in Finland

# Seasonal overnights in 2018

### Whole Finland

	No. of Spanish overnights				Seasonal YtoY change		
	2016	2017	2018	2019	2017 vs. 2016	2018 vs. 2017	2019 vs. 2018
<b>Winter</b> (Dec-Feb)	31 900	41 100	56 100	59 400	+29%	+36%	+6%
Spring (Mar-May)	23 200	28 800	33 400	30 500	+24%	+16%	-9%
<b>Summer</b> (Jun-Aug)	45 100	53 300	55 700	56 600	+18%	+5%	+2%
Autumn (Sep-Nov)	19 500	28 900	26 100		+48%	-10%	

### Spanish overnights in Finland by season in 2018

#### WHOLE COUNTRY 2018

