China
Travel insights

Visit Finland
Finland’s image as a travel destination in China
Brand Tracking survey 2019
When asked spontaneously which countries are considered as a holiday destination in the next three years, Finland stands out from its Nordic competitors – ranking as #1 in the Nordics.

**Spontaneous Destination Consideration**

When asked spontaneously which countries are considered as a holiday destination in the next three years, Finland stands out from its Nordic competitors – ranking as #1 in the Nordics.

**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)
Spontaneously, the beauty of Finland comes through strongly in China, as does its association as the home of Santa Claus, and as a location where you can view the Northern Lights.

**Spontaneous impression - Finland**

- My aim is to visit the Santa Claus village and enjoy the seafood there.
- The scenery is very beautiful, honest, good benefits, and high happiness.
- Nordic, high welfare, high consumption, beautiful scenery.
- You can relax there and go and see the Northern Lights.
- Nordic polar scenery, lakes and mountains, highly developed economically and culturally.

**Santa's Village, Northern Lights**

Sustainable, in harmony with the environment.

- Finland is known as the country of a thousand lakes, with a Santa Claus town.
- Finnish people are very enthusiastic, the country has a polar scenery and sometimes you can see the aurora.
- Santa Claus, a beautiful environment, large and small lakes all over the territory, the air is clean, suitable to visit all year round.
- Aurora, Santa Claus Village, high consumption, Nordic, good law and order.
- Finland is a country of thousands of beautiful lakes, especially suited to families and for strolls along the lakes in the summer.

Beautiful natural environment, the Northern Lights, Helsinki.

Base: Consideration Set: Finland (416)
Chinese overnights in the Nordic countries & in Finland

Statistics Service Rudolf, Statistics Finland
Statistics Sweden, Norway, Denmark and Iceland
China incl. Hong Kong: Yearly overnights in the Nordic countries

Development of Chinese overnights 2009-2019

- Finland no. 1 in winter travel
- 1.9M overnights in total

Sources: Visit Finland Statistics Service Rudolf, Statistics Finland, Statistics Denmark, Statistics Norway, Statistics Sweden and Statistics Iceland
Chinese (incl. Hong Kong) overnights in Finland

In 2019:
- Population: 1.4 billion
- Outbound travel from China: 143 million arrivals to all destinations in 2019 (+3% from 2018)
- Travel Expenditure (total outbound travel from China): 176 Billion EUR
- Europe’s share of total Chinese outbound travel: 13%
- Finland’s share of total Chinese outbound travel when:
  - Including outbound from Hong Kong: 0.3%
  - Excluding outbound from Hong Kong: 0.2%

Year 2019
5th in country rankings with a 6% share of foreign overnights
Average change 2000-2019: +15%
Change 2019 compared to 2000: +968%

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Share of overnights by regions 2019

58% 7% 11% 24%
Seasonality of Chinese overnights in Finland (pre-covid19)

Source: Visit Finland Statistics Service Rudolf, Statistics Finland
Most popular Visit Finland website content during June-October 2020
Popular Visit Finland articles summer and autumn seasons 2020 (06-11) - China

Popular Articles on visitfinland.com during summer 2020:

- Iconic Finnish Foods of All Time
- 17 reasons to Visit Finland in 2017
- Finland facts FAQ
- Finland’s ‘Ten Most Beautiful Landscapes’
- Practical Information for Travelers to Finland during Corona Pandemic
- What are the Finns like?
- Finnish Modernism’s 10 must-sees
- 10 Best Things to do in Finland
- On a Virtual Tour Around Finland
- Camping in Finland – the hidden gem of the Nordics

Additionally during the Autumn 2020:

- Sustainable Finnish Design
- Celebrating with a Finnish Twist

During the summer months Chinese site visitors were interested in Finnish Food, general information, reasons to visit and things to do but also the landscape and 10 must-see modernism’s.

During this autumn the interest has otherwise stayed very similar but Sustainable Finnish Design and the Finnish way to celebrate different traditions during the winter months was also amongst the top articles.
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

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!