

PRESENTATION

Visit Finland

Helsinki, December 15, 2022

Portrait *of*
American &
European
International
Travelers

Methodology

U.S.A.

- Survey of American international travelers
- Fielded July 11 – 28, 2022
- Sample size: 2,000
- Annual household income: >\$100,000
- Took at least 1 vacation outside of North America during the past 3 years
- Expect to take at least 1 vacation outside of North America during the next 12 months

EUROPE

- Survey of international travelers in the U.K., Germany, France, Spain and Italy
- Fielded October 10 19, 2022
- Sample size: 4,000 (800 each country)
- Annual household income: any
- Took at least 1 outbound vacation during the past 3 three years
- Expect to take at least 1 outbound vacation during the next 12 months

International Travel Outlook

U.S.A.

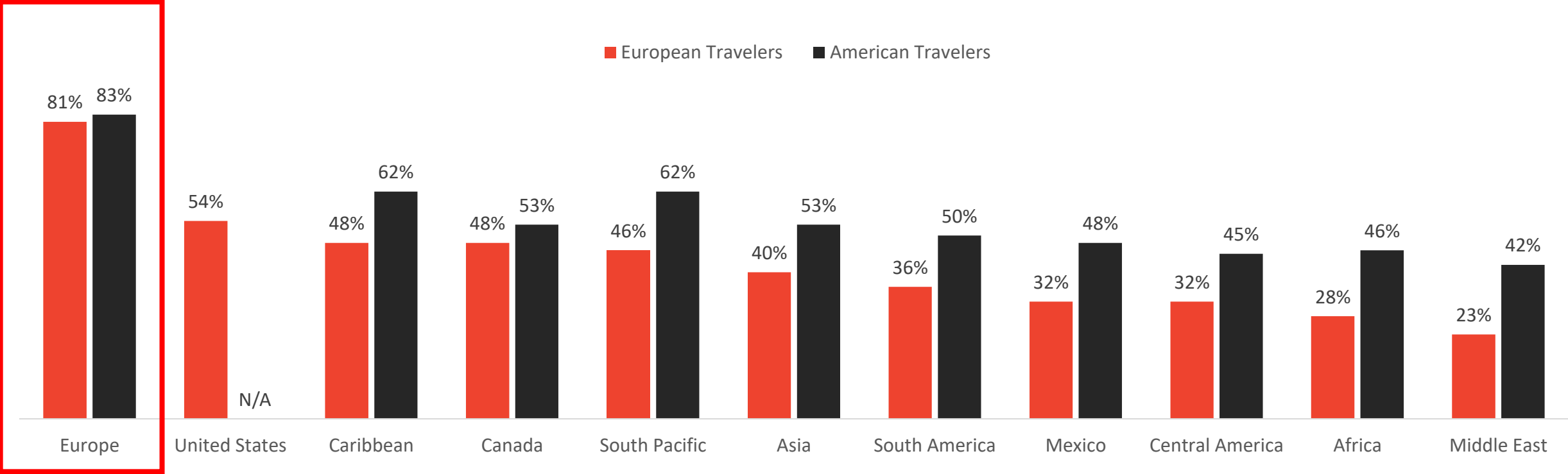
- Intent to take 3.8 international trips (up from 2.2)
- Anticipate spending 16% more than in 2019
- Wish list of destinations to visit is shorter than pre-Covid
- Concerned about travel disruptions, violence and unrest
- Strong dollar is a benefit

EUROPE

- Intent to take 2.3 international trips
- Anticipate spending \$3,975 per trip which is the same as pre Covid
- Want to visit less-crowded destinations
- Concerned about inflation, costs of travel and travel disruptions

Interest in Visiting Regions during the next three years

Very/Extremely Interested in Visiting During the Next Three Years

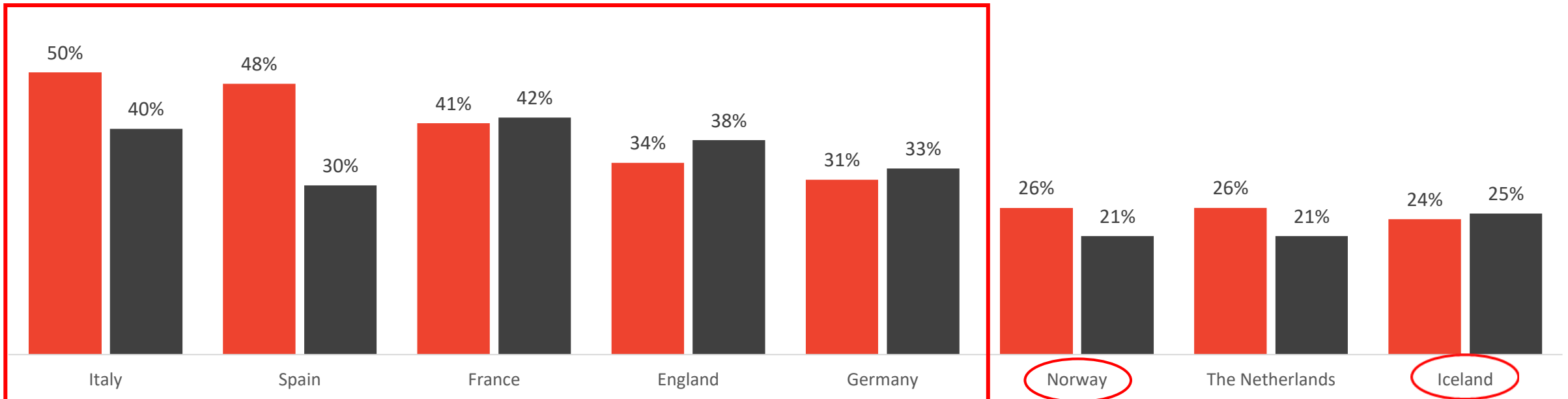


Base: European travellers (n=4,019), American travellers (n=2,024)
Source: MMGY Global's 2022 Portrait of European Travellers™ and MMGY Global's 2022 Portrait of American International Travelers™

Interest in Visiting European Countries in the Next Three Years

Interested in Visiting During the Next Three Years

■ European travellers ■ American travellers



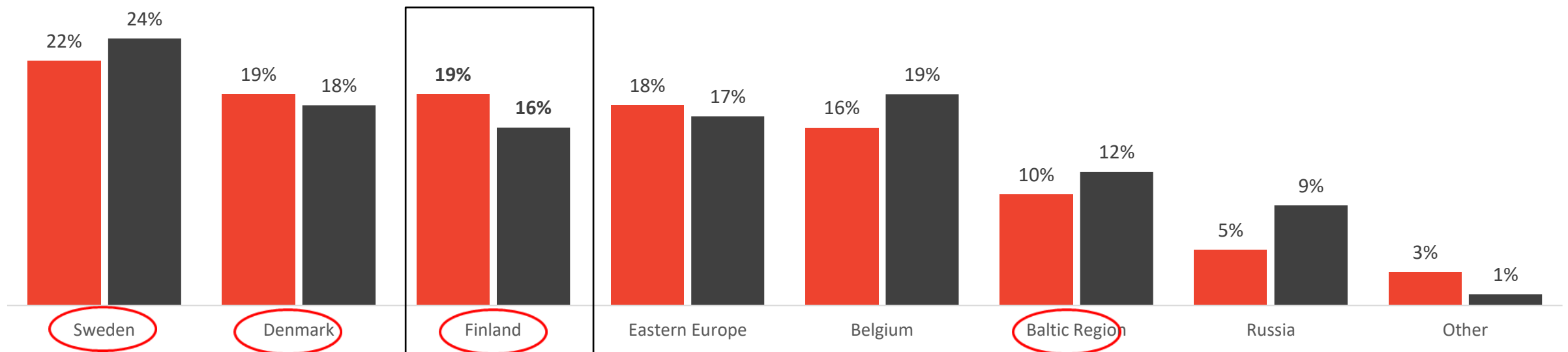
Base: European travellers (n=4,019), American travellers (n=2,024)

Source: MMGY Global's 2022 Portrait of European Travellers™ and MMGY Global's 2022 Portrait of American International Travelers™

Continued: Interest in Visiting European Countries in the Next Three Years

Interested in Visiting During the Next Three Years

■ European travellers ■ American Travelers



Base: European travellers (n=4,019), American travellers (n=2,024)

Source: MMGY Global's 2022 Portrait of European Travellers™ and MMGY Global's 2022 Portrait of American International Travelers™

Interested in Visiting in the Next Three Years: By Country of Origin

Interested in Visiting During the Next Three Years – Among travellers interested in visiting Europe	France	Germany	Italy	Spain	U.K.	U.S.
Italy	55%	49%	44%	54%	49%	40%
Spain	48%	48%	50%	41%	55%	30%
France	42%	38%	40%	44%	39%	42%
England	29%	29%	41%	39%	32%	38%
Germany	19%	47%	28%	38%	24%	33%
Norway	24%	27%	33%	27%	19%	21%
Iceland	25%	18%	27%	27%	21%	25%
Sweden	21%	25%	25%	21%	17%	24%
Denmark	15%	22%	24%	22%	13%	18%
Finland	21%	15%	27%	21%	13%	16%
Eastern Europe	15%	15%	20%	21%	20%	17%
Baltic Region	11%	9%	12%	11%	9%	12%

Base: European travellers (France: n=800, Germany: n=800, Italy: n=800, Spain: n=805, U.K.: n=814, U.S.: n=2,024)

Source: MMGY Global's 2022 Portrait of European Travellers™ and MMGY Global's 2022 Portrait of American International Travelers™



The Finland Prospect

Snapshot of the Finland Prospect

	European Travellers		American International Travellers	
	Finland Prospect	Finland Non-prospect	Finland Prospect	Finland Non-prospect
Average age	45	52	44	46
Median income (£/€)	58.9K	47.9K	\$204K	\$159K
Avg. number of international holidays plan to take during the next 12 months	2.8	1.9	3.8	3.7
Avg. amount plan to spend on international holidays during the next 12 months	\$3,998	\$3,889	\$20,990	\$14,323
% increase from pre-pandemic annual international spend	+2%	+1%	16%	16%

Statistically significant difference from non-prospects is in bold.

Base: European travellers (Prospects: n=1,470; Non-prospects: n=1287), American travellers (Prospects: n=382; Non-prospects: n=1642)

Source: MMGY Global's 2022 Portrait of European Travellers™ and MMGY Global's 2022 Portrait of American International Travelers™

Snapshot of the Finland Prospect by Country of Origin

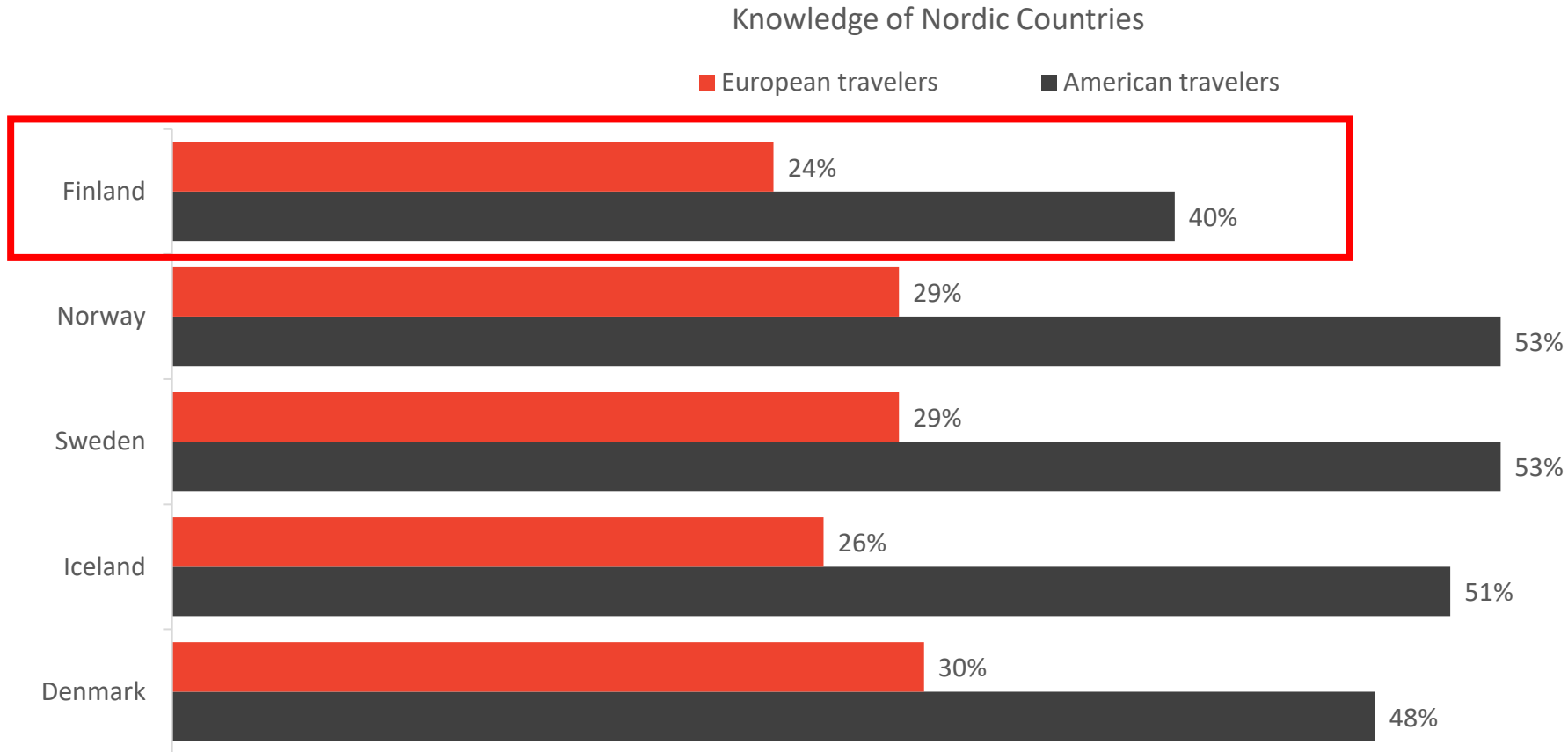
	France	Germany	Italy	Spain	U.K.	U.S.
Average age	44	46	46	46	40	44
Median income (£/€)	73.6	82.0	58.1	60.2	102.9	\$204K
Avg. number of international holidays plan to take during the next 12 months	3.2	2.5	2.6	2.2	3.7	3.8
Avg. amount plan to spend on international holidays during the next 12 months	€3919	€3833	€3750	€3730	£5128	\$20,990
% increase from pre-pandemic annual international spend	-6%	1%	-6%	0%	27%	16%

Base: European travellers (France: n=800, Germany: n=800, Italy: n=800, Spain: n=805, U.K.: n=814, U.S.: n=2,024)

Source: MMGY Global's 2022 Portrait of European Travellers™ and MMGY Global's 2022 Portrait of American International Travelers™

Finland Custom Questions

U.S. and European Travelers Knowledge of Finland is lower than other Nordic countries.



Base: European travellers (n=4,019), American international travelers (n=2,024)

Source: MMGY Global's 2022 *Portrait of European Travellers™* and MMGY Global's 2022 *Portrait of American International Travelers™*

Experiencing nature is the top motivation for holidaying in Finland, followed by experiencing cities.

Motivations For Holidaying in Finland	European Finland Prospects	American Finland Prospects
Experiencing nature	67%	72%
Experiencing cities	51%	48%
Experiencing the local lifestyle (everyday life of local people)	49%	49%
Travelling to an undiscovered destination	48%	59%
Having an active holiday	31%	54%
Enjoying a high-end travel experience	23%	18%
Other	2%	2%

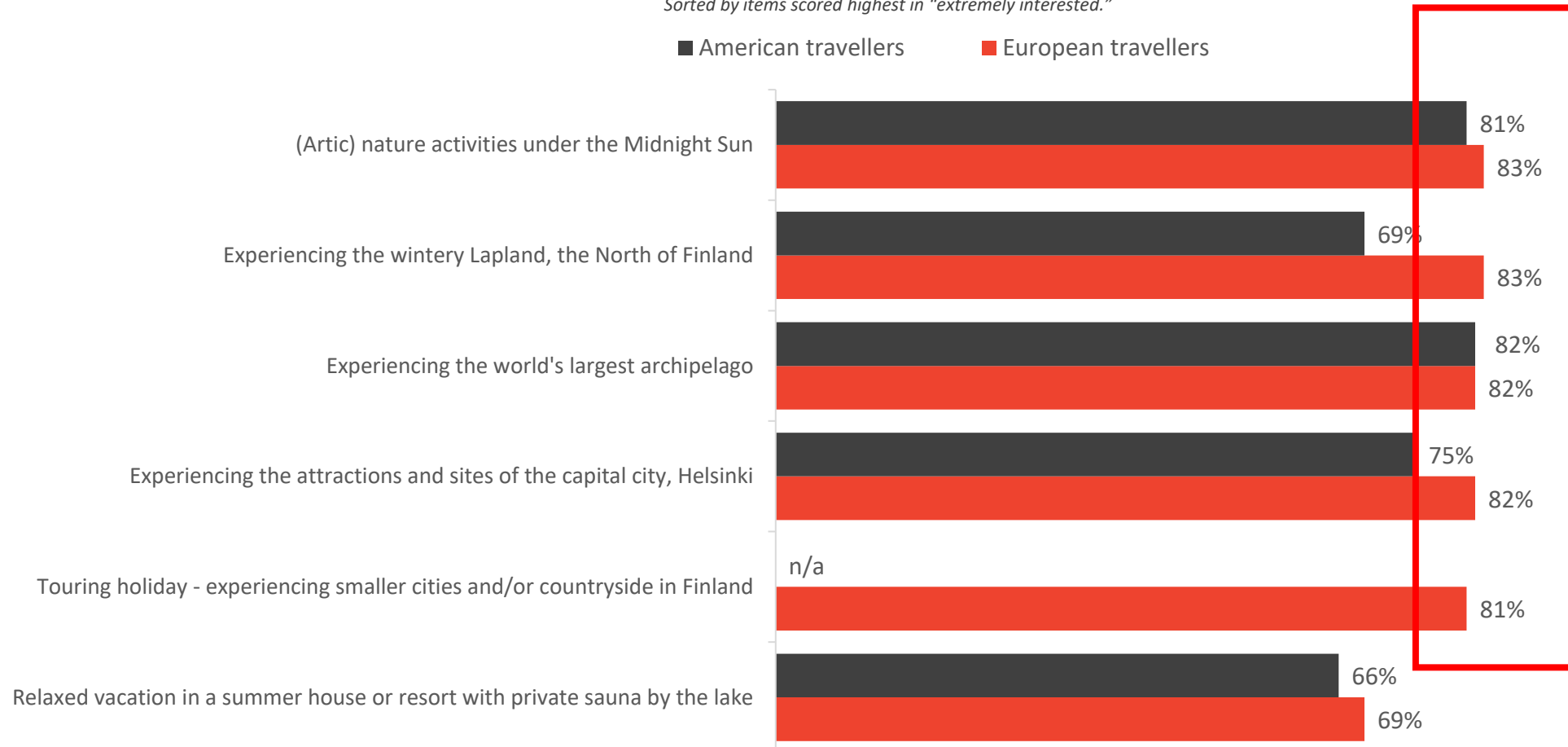
Base: European Finland prospects n=1,470, American Finland Prospects n=371)

Source: MMGY Global's 2022 Portrait of European Travellers™ and MMGY Global's 2022 Portrait of American International Travelers™

About half of prospects are *extremely* interested in experiencing the wintery Lapland and nature activities under the Midnight Sun.

Interest in Various Finland Holiday Options

Sorted by items scored highest in "extremely interested."



Base: European Finland prospects n=1,470; American Finland Prospects n=371

Source: MMGY Global's 2022 Portrait of European Travellers™ and MMGY Global's 2022 Portrait of American International Travelers™

The most popular method of arranging a holiday to Finland among prospects is to plan and make bookings themselves.

Method Of Arranging A Holiday To Finland	European Finland Prospects	American Finland Prospects
Plan and make bookings myself	39%	35%
Use a tour operator to arrange a tailor-made trip according to my (or my family's/company's) wishes	25%	28%
Book a ready-made package from a tour operator with a fixed itinerary	20%	23%
Plan and book some parts of the trip myself and use a tour operator for other parts	15%	14%

Base: European Finland prospects n=1,470; American Finland prospects (n=371)

Source: MMGY Global's 2022 *Portrait of European Travellers*TM and MMGY Global's 2022 *Portrait of American International Travelers*TM

Those interested in Finland are concerned by the cost to visit Finland, both overall as a destination and the flights.

Potential Barriers To Travelling To Finland	European Finland Prospects	American Finland Prospects
Destination is too expensive	37%	28%
Flight is too expensive	29%	37%
Language barrier	19%	17%
Would rather visit other destinations first	16%	37%
Safety concerns	12%	31%
Don't know enough about it	12%	22%
Just never considered it for a holiday	10%	36%
Flight is too long	10%	20%
Nothing interesting to do	7%	1%
It's not appealing to me	6%	5%
Other	6%	4%

Base: European Finland prospects n=1,470; American Finland prospects (n=371)

Source: MMGY Global's 2022 Portrait of European Travellers™ and MMGY Global's 2022 Portrait of American International Travelers™

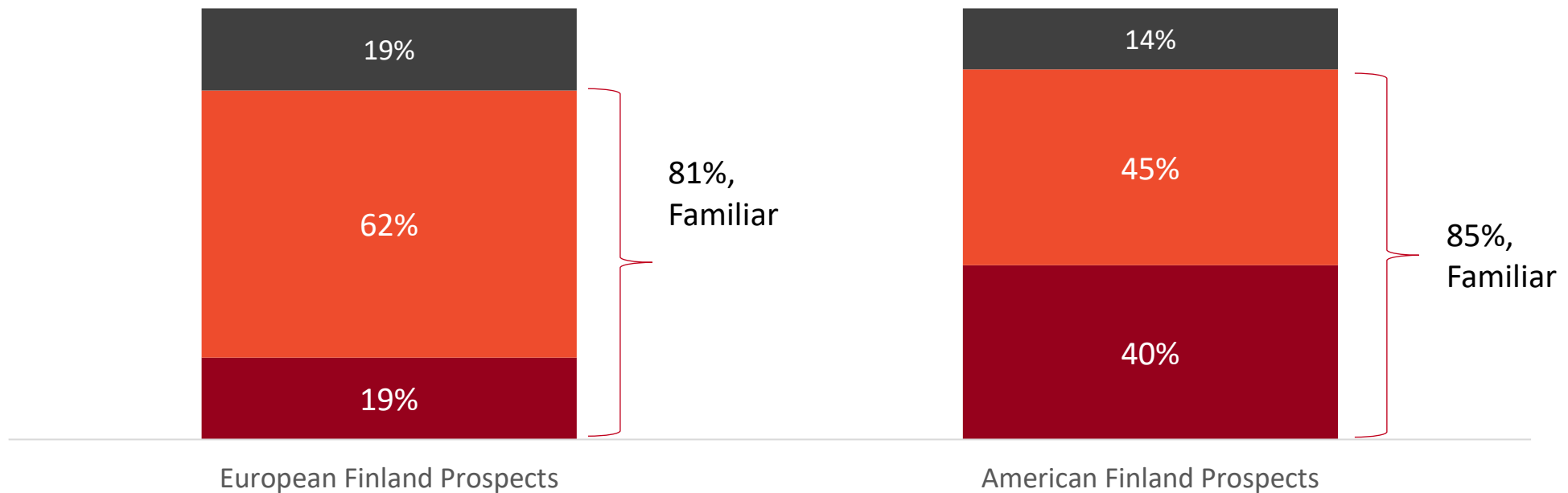


Sustainability in Travel

Finland prospects are very knowledgeable about ways to travel sustainably...

How familiar are you with ways in which you can travel more sustainably?

Very familiar Somewhat familiar Not familiar



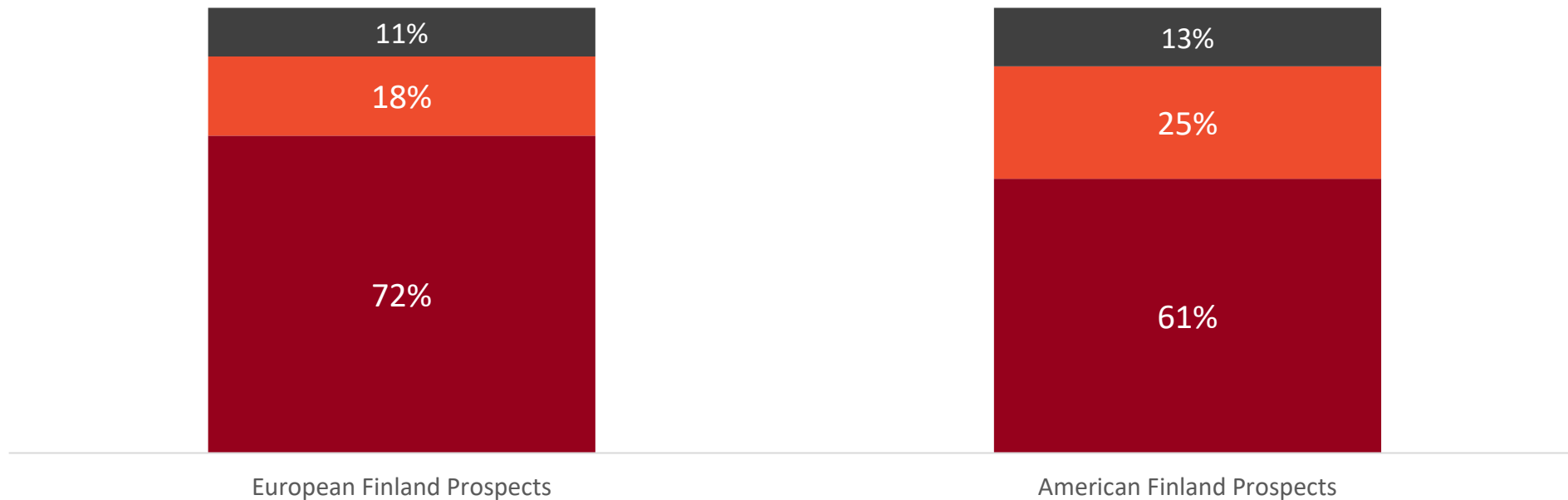
Base: European Finland prospects n=1,470; American Finland prospects n=382

Source: MMGY Global's 2022 Portrait of European Travellers™ and MMGY Global's 2022 Portrait of American International Travelers™

... and are more interested in learning ways to travel sustainably.

I am interested in learning about ways in which I can travel more sustainably.

■ Agree ■ Neither agree/disagree ■ Disagree



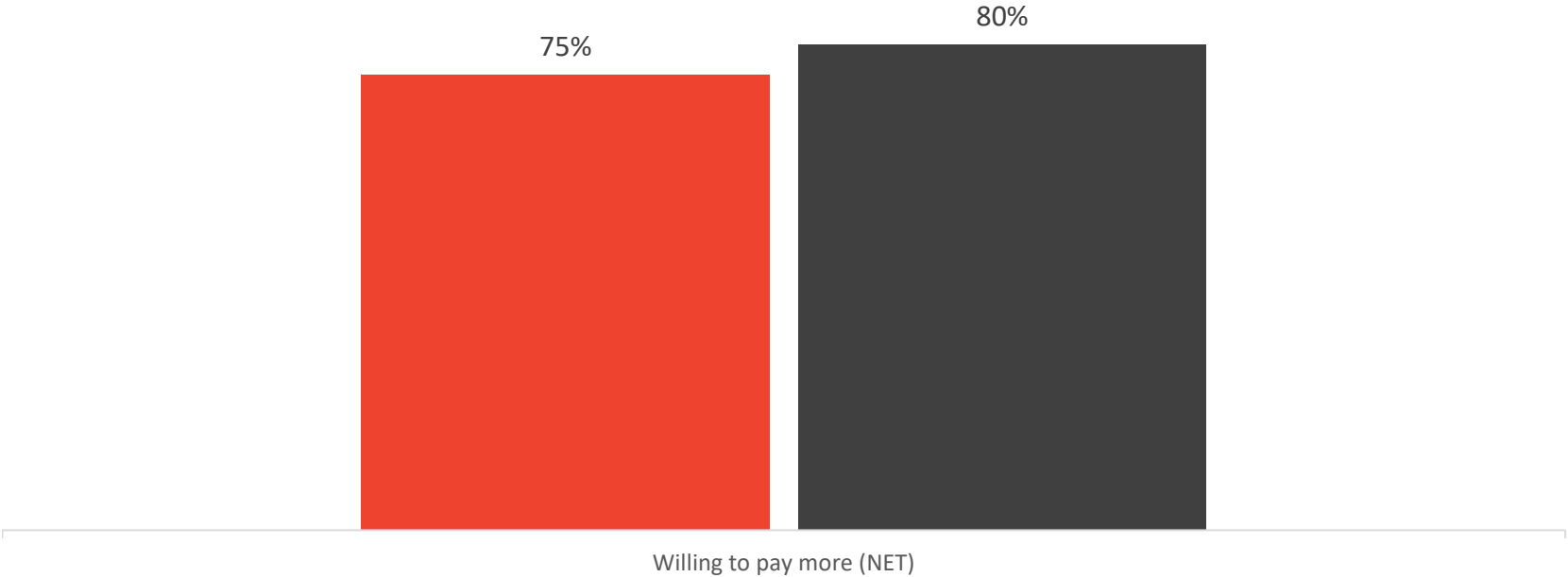
Base: European Finland prospects n=1,470; American Finland prospects n=382

Source: MMGY Global's 2022 *Portrait of European Travellers™* and MMGY Global's 2022 *Portrait of American International Travelers™*

Finland Prospects say they are willing to pay more; the majority is willing to pay a maximum of 10% more.

Willingness to Pay a Higher Rate to Patronize Travel Providers Who Demonstrate Environmental Responsibility

■ European Finland Prospects ■ American Finland Prospects



Base: European Finland prospects n=1,470; American Finland prospects n=382
Source: MMGY Global's 2022 *Portrait of European Travellers™* and MMGY Global's 2022 *Portrait of American International Travelers™*



International Travel Planning

OTA's websites are used more often for international travel information than others.

Specific Websites Used to Obtain International Travel Information	European Finland Prospects	American Finland Prospects
Booking.com	60%	31%
Tripadvisor	45%	34%
Trivago	38%	23%
Expedia	34%	39%
YouTube	30%	34%
Specific airline brand website	22%	29%
Specific destination website	22%	26%
Skyscanner	21%	n/a
Google Travel	19%	36%
Travel blogs	18%	20%
Specific hotel brand website	18%	26%
Kayak	17%	31%
lastminute.com	16%	n/a
eDreams ODIGEO	9%	n/a
None of the above	3%	2%

Base: European Finland prospects n=1,470; American Finland prospects n=382

Source: MMGY Global's 2022 Portrait of European Travellers™ and MMGY Global's 2022 Portrait of American International Travelers™

6 in 10 Finland prospects indicate they use social media for travel planning, but usage differs among Americans and Europeans.

Social Media Platforms Used when Planning Travel	European Finland Prospects	American Finland Prospects
Instagram	30%	24%
YouTube	26%	41%
Facebook/META	21%	24%
TikTok	11%	25%
Twitter	8%	16%
Pinterest	7%	13%
Telegram	7%	10%
Snapchat	5%	18%
Twitch	4%	15%
LinkedIn	4%	13%
Tumblr	2%	8%
None of the above	40%	20%

Base: Those that have a social media profile European Finland Prospects: n=1,341; U.S. Finland Prospects: n=375

Source: MMGY Global's 2022 Portrait of European Travellers™ and MMGY Global's 2022 Portrait of American International Travelers™



TAKE AWAYS:

1. The outlook for international travel looks “**very** positive” for American travellers and “positive” for European travellers, especially among younger, high earning households
2. The destination wish list of American travellers has become shorter
3. The demand for sustainable travel options is on the rise. Travellers are eager to learn more about sustainable travel and sustainable travel options
4. Travellers are concerned about inflation, high costs of travel, travel disruptions, safety/security
5. Travellers are aware of Finland as a travel destination but less so than for other Nordic destinations
6. However, prospects are extremely interested in experiencing the wintery Lapland and nature activities under the Midnight Sun
7. OTA websites remain the websites of choice for travel planning but different OTAs are leading in the U.S. compared to Europe
8. Social media remains an important source for travel planning, but the popularity of these platforms differs between the U.S. and Europe

Q&A



Cees Bosselaar

Managing Director, Travel Intelligence

CBosselaar@MMGYIntel.com

THANK YOU