

Visit Finland



France Market Context

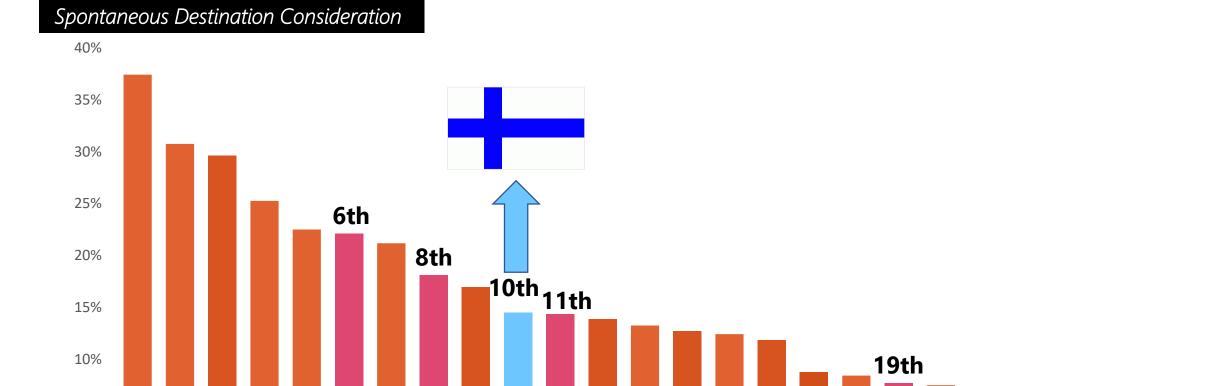
- Finland's winter image in France is good. This position allows us to further grow our offering to regions beyond Lapland and attract new sales channels.
- The Finnish summer has great potential in the French market: the French are looking for new, hustle-free and stable destinations where they can relax and enjoy their holiday. With a stronger summer image we can attract a large target group in France, which has in the past few years visited the popular Norway and Iceland. Also, visitors who have already been in Finland in the winter could be attracted to come to Finland in the summer as well.
- Once they come to Finland, the French are interested in different types of activities and are also ready to invest into quality services.
- There is an increasing interest in France in Finnish culture, design and fashion. We can benefit from this trend and introduce cultural travel products in the French market.
- Outbound travelling is growing and there is strong growth potential in the Meeting industry sector, with interest in Finland growing, all-be-it from a low base.







When asked spontaneously which countries they would consider as a holiday destination in the next three years, Finland struggles to stand out from its Nordic competitors, ranking in the middle at #3





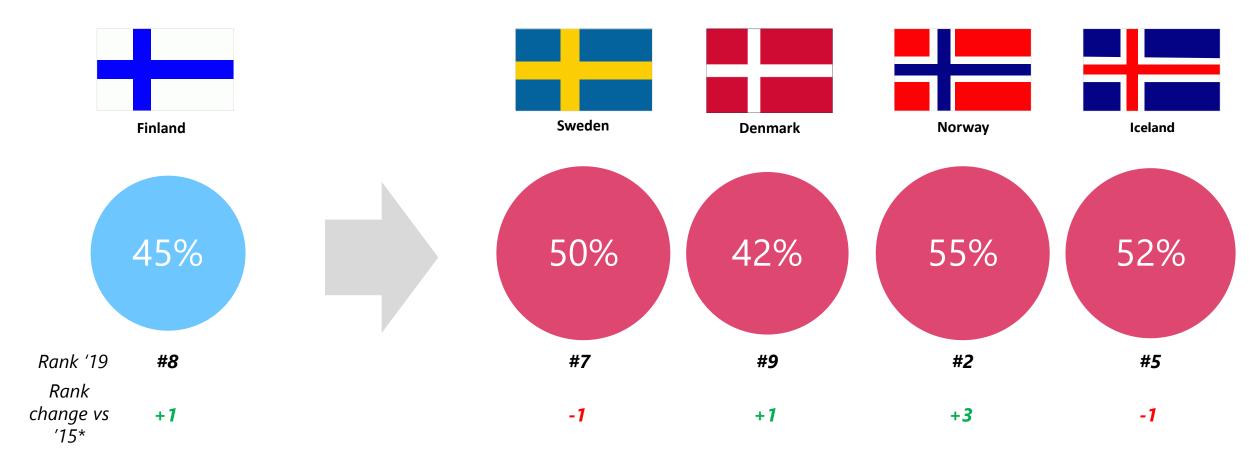
5%

0%



When prompted, consideration of Finland as a holiday destination falls slightly behind Iceland. Norway's popularity is evident as they grow 3 places since 2015

Total Consideration



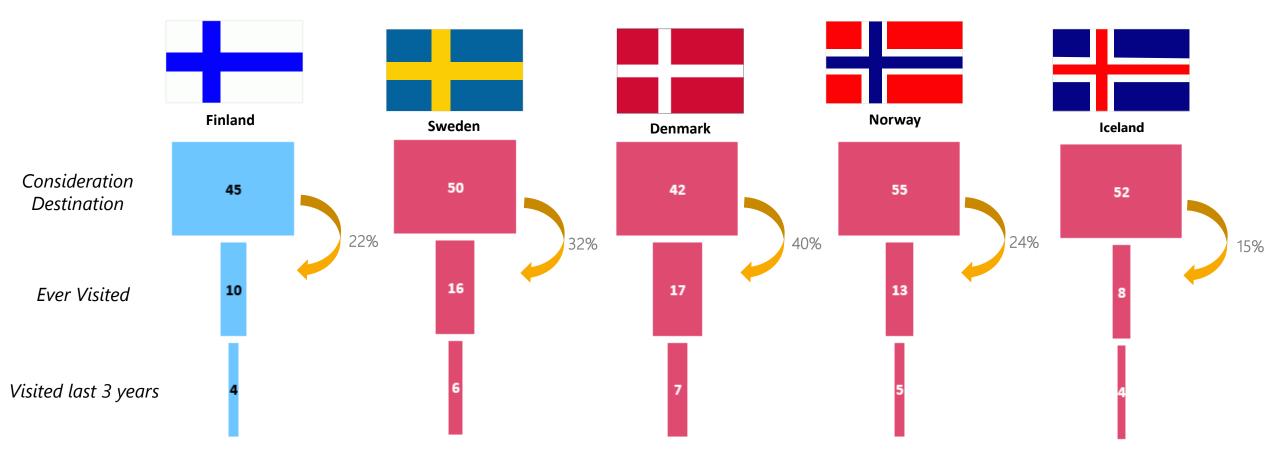




Base: Total Sample (1,200)

Whilst consideration of the Nordics as travel destinations is reasonably strong in France, conversion from consider to visit Finland is quite a bit weaker than Denmark, Sweden and Norway

Consideration to P3Y visit funnel

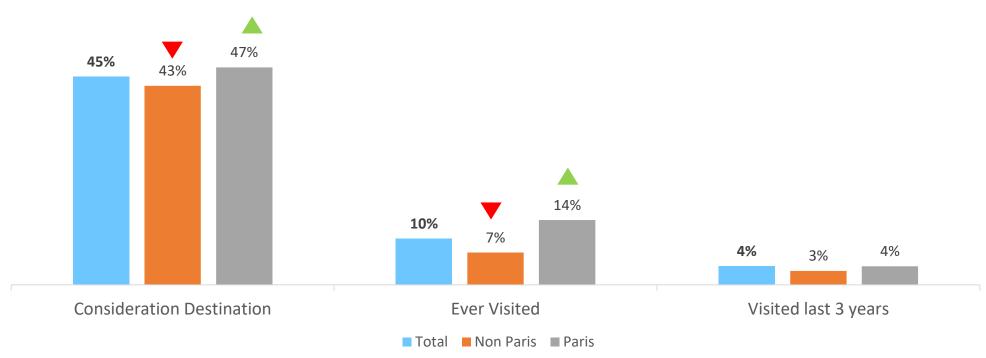






Regionally, consideration and visitation to Finland is driven by Parisians

Regional Differentiation

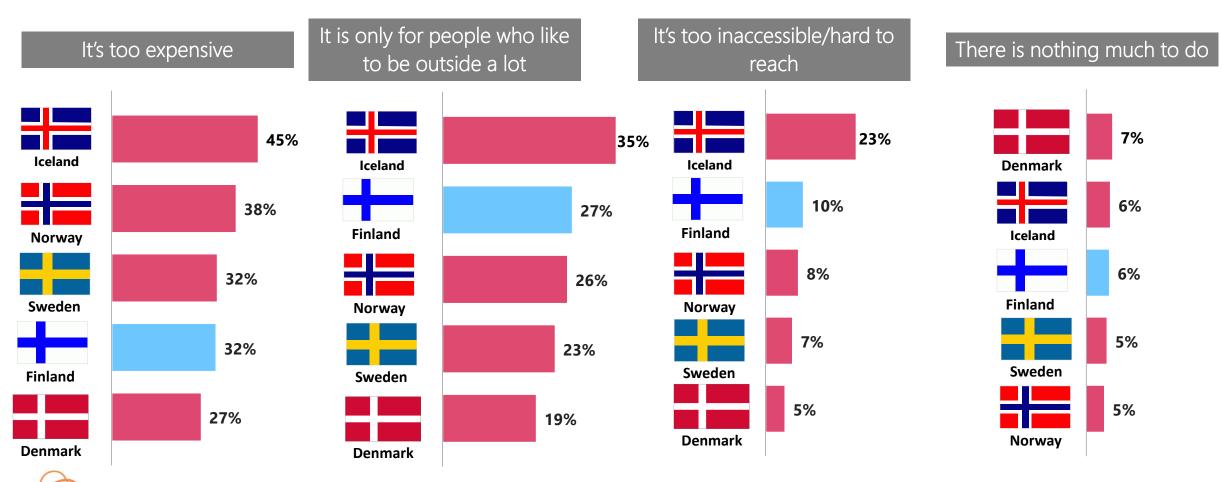






The biggest barriers to visit Finland in France focus around the cost and perception that Finland is only for people that like to be outside a lot. Fairly similar levels seen across the Nordics

Barriers to visit





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Nature and weather associations stand out in when they spontaneously think of Finland.

Spontaneous impression - Finland

Nature walk in the snow, sledding, pretty towns, sauna, cold, ice, snow, lake, aurora borealis

Lakes, nature, snow, lifestyle Santa Claus!

Not much, a cold country with bizarre culinary customs but with gorgeous environments.

Northern countries where the people are very welcoming. and as all countries of the north, the scenery is beautiful.

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Countries in northern Europe, where it's cold, you can see the Northern Lights and the population is very open-minded

Sled circle Space Happy Scenery Quality Still Noel Really SunsetSource SunsetSource SunsetSource College Colle

Country of Father Christmas, it's cold, there is snow

Many beautiful landscapes, whether summer or winter. Fascinating country in but also quite expensive Nature, Helsinki, Lapland, islands, lakes, legends

For me Finland is ideal for a trip in the

winter to see the Northern Lights and

doing activities such as skiing and



Mountain, cold, beautiful scenery, hiking

Base: Consideration Set: Finland (555)



Weather associations are strong in Sweden too, whilst nature is more prominent in Norway,

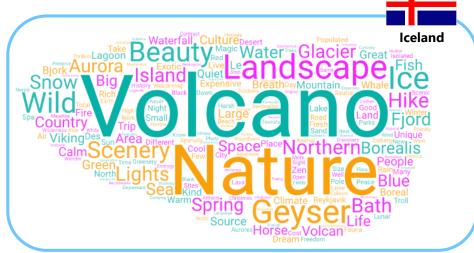
Denmark and Iceland. Denmark see good spontaneous mentions of its capital.

Spontaneous Impressions – Competitors









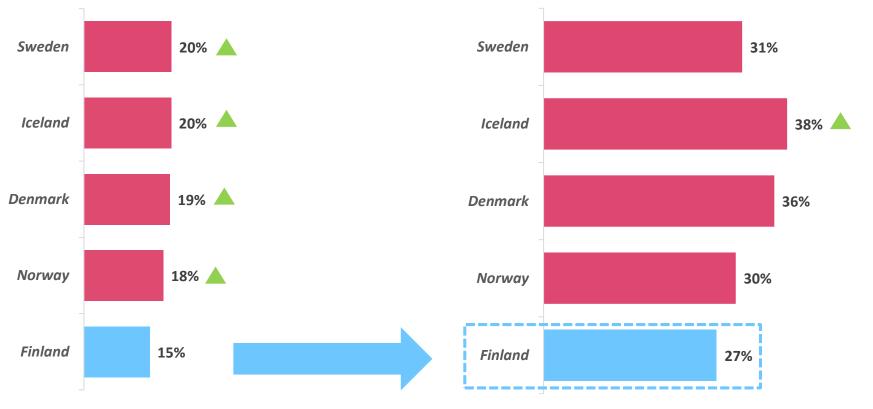
Base: Consideration Set: Sweden (569), Denmark (468), Norway (620), Iceland (572)



Knowledge of Finland as a tourist destination is low in France and amongst those who do claim some knowledge, visitation still falls behind other Nordic countries (need to shift associations from weather to more specific info)



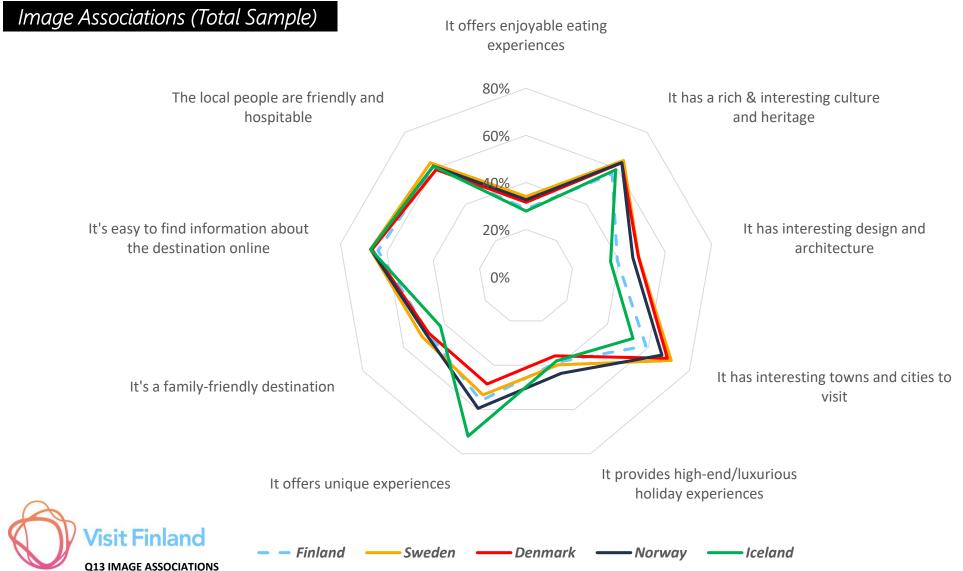
Claimed visitation to country in the next three years based on more than a fair amount of knowledge of that country







Although there is an overall increasing interest in Finnish design in France, perceptions of having interesting design and architecture is more strongly associated with some of our Nordic neighbours

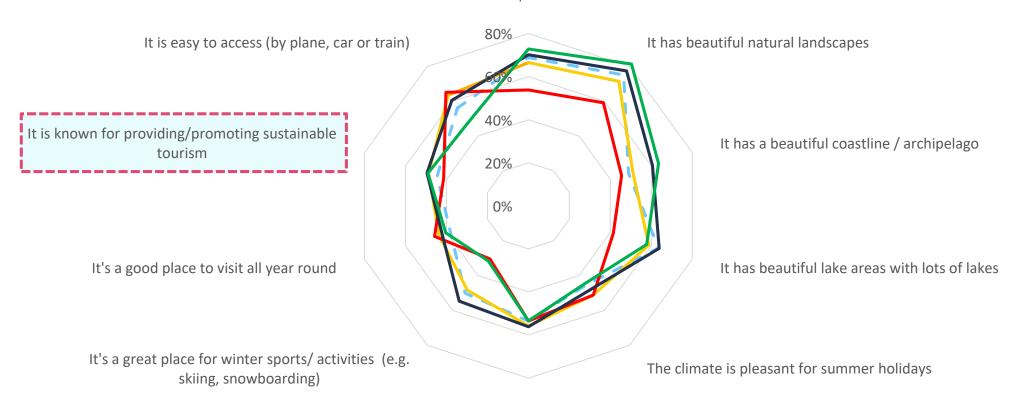




Whilst Finland are on par with competitors for perceptions relating to summer holidays, it does not own any of these. Except from Denmark perceptions across the Nordics are fairly undifferentiated

Image Associations (Total Sample)

It offers calming and relaxing wilderness escapes and experiences



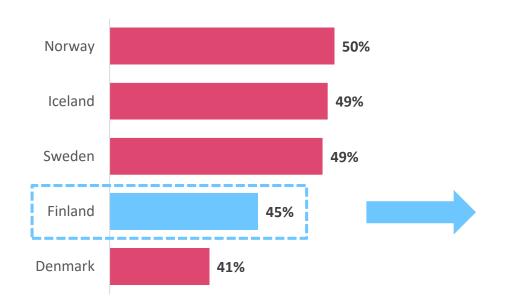


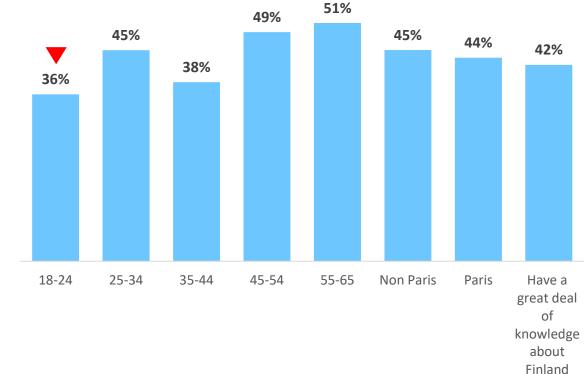


Base: Total Sample (1,200)

Norway, Iceland and Sweden are the countries most strongly associated with providing/promoting sustainable tourism in the Nordics. There is room to grow this association among the young in France

Image - It is known for providing/promoting sustainable tourism











French perceptions of what a 'sustainable travel destination' is, is focused around protecting the local ecology, limiting the impact on the environment and advocating respect

Sustainable travel destination - OEs

No mass tourism, unspoilt destination

A control of the annual number of tourists in line with the respect for wildlife to nature and peoples

Home stay or small hotel, organic meals and local assistance of regional projects, carbon offsettina

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This is a journey during which passengers are responsible. They pollute less. Do not use too much fuel. Recycle

> Avoid using polluting transport, adapt to local culture, local food

> > Ecological, anti mass tourism, respecting the visited country and its environment

Traveling with low carbon thinking to preserve our planet

This is to do activities related to the local culture that brings enrichment to the host country and being as green as possible.

Destination that has a long term view of tourism,



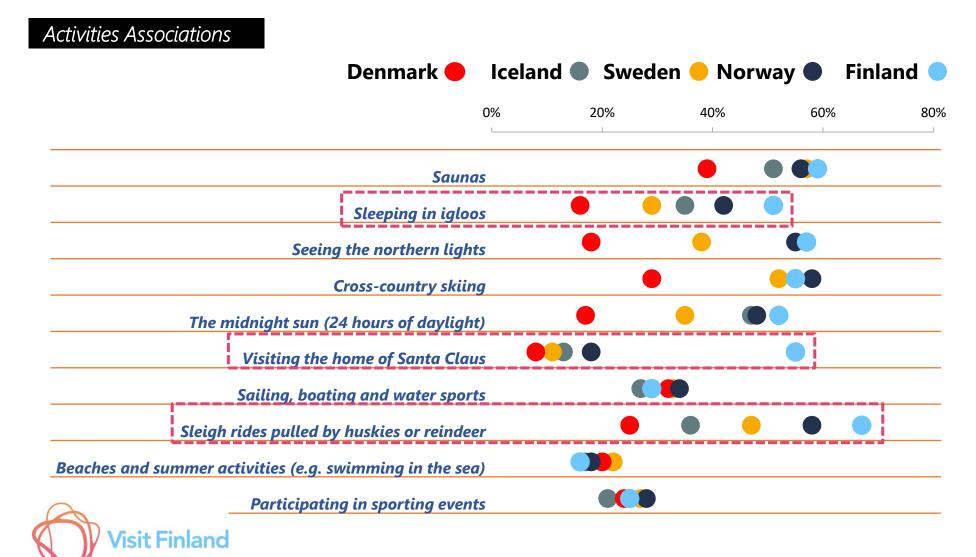


Vacations that disrupt the ecosystem least, which are more in harmony with nature, more ecological housing. That tries to link tourism and "ecology" to ensure that tourism does not negatively impact the country, environment etc.





Activities linked to winter are strongly associated with Finland in France such as Santa Claus, sleeping in igloos and sleigh rides





The French strongly associate the Nordic countries with pure nature and clean air

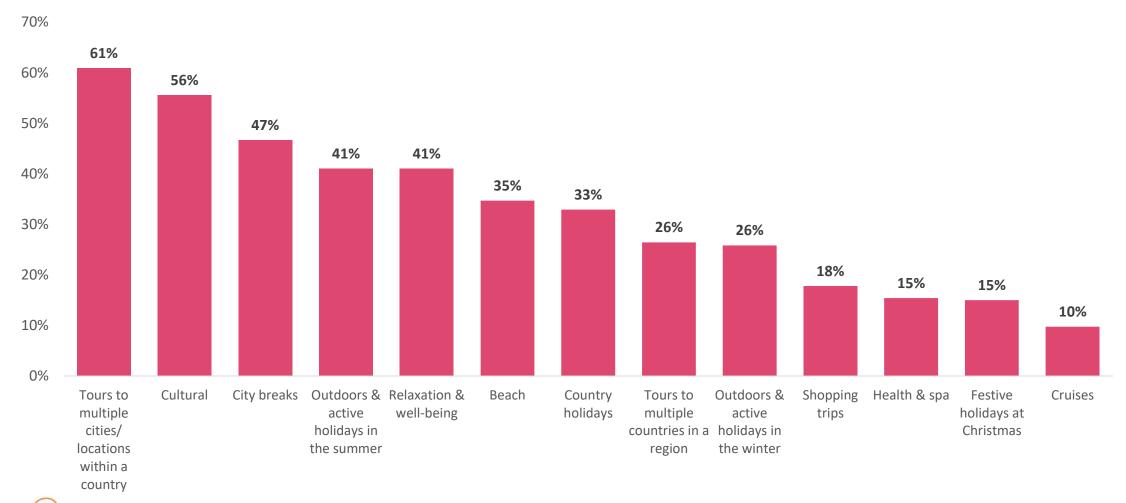
Activities Associations Denmark Iceland Sweden Norway Finland 0% 20% 40% 60% 80% Cottage and villa retreats **Experiencing indigenous cultures Cultural festivals and events Island hopping** Pure nature and clean air Visiting lakes/ lake cruises Visiting national parks **Enjoy culinary experiences** Heritage sites and museums **Moomins fisit Finland**





The French population prefer multi-location intra-country tours, cultural holidays and city breaks

Preferred Holiday Type (Total Sample)

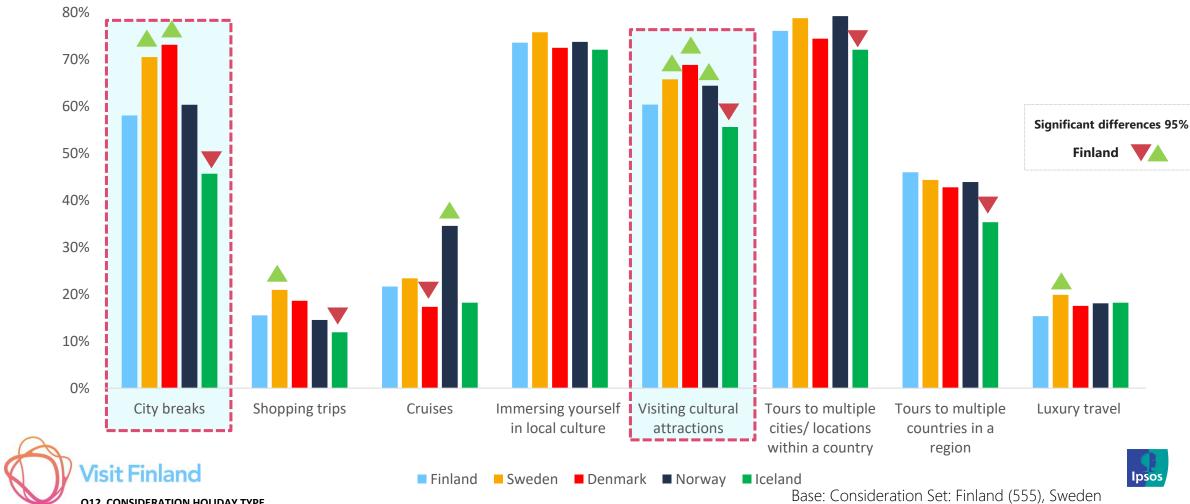




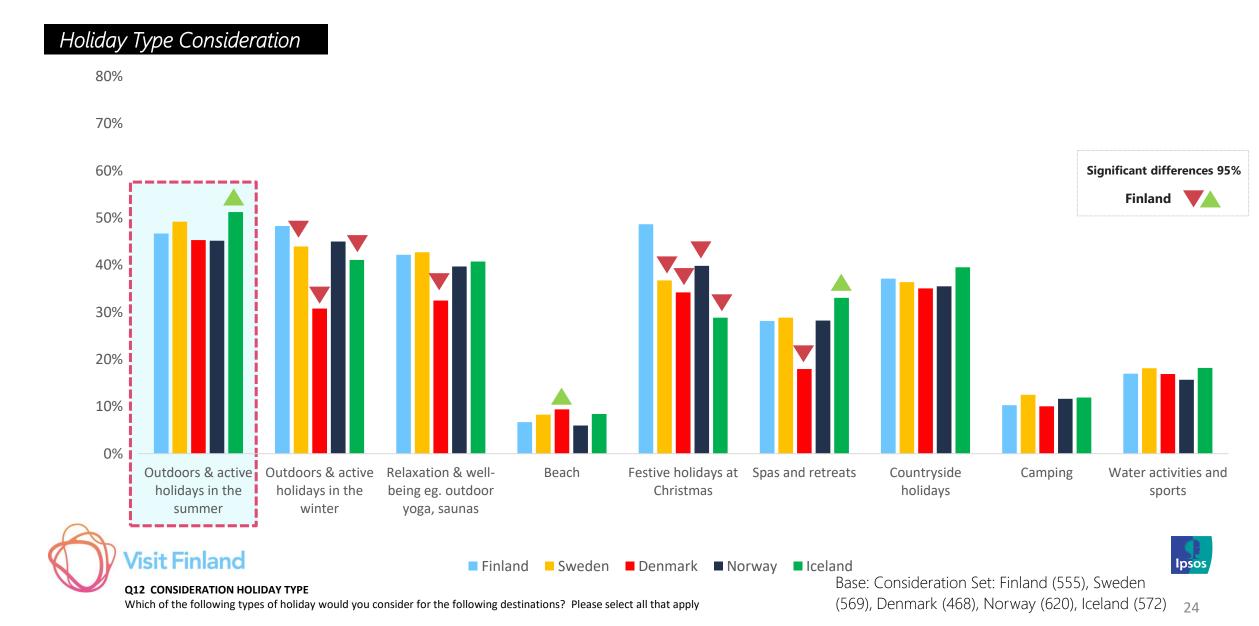


In a market that prefers cultural holidays and city breaks we should aim to better promote Helsinki and our cultural attractions to compete with our Nordic competitors, who currently have an advantage in this regard

Holiday Type Consideration



Inline with strong associations to winter activities we see an advantage in winter and festive holidays. There is scope to further promote our summer image to become a more all year around destination





Summary and Final Thoughts.

- Consideration of Finland as a holiday destination in France has seen a slight improvement since 2015 but remains ranked behind its Nordic neighbours. Inline with lower consideration, we also see lower levels of conversion to claimed visitation for Finland
- The low consideration is likely driven by an overall lack of knowledge about what Finland has to offer as a
 holiday destination. Amongst those with claimed knowledge, likelihood to visit in the next three years is greater,
 but still behind the Nordic competition this highlights the importance of growing more detailed knowledge in
 the French market
- Consideration and visitation is higher in Paris, therefore consider the blend/efficiency between Paris vs. non-Paris focussed communication
- Although Finland is strongly associated with winter activities and festivities, these are not the most sought after holidays in France. Cultural holidays and city breaks are more preferred so we should aim to better promote Helsinki and our cultural attractions to compete with our Nordic competitors, who currently have an advantage in this regard
- The lack of differentiation of the Nordic countries perceptions relating to the summer, highlight an opportunity for Finland to try to communicate the unique experiences on offer in Finland at this time of year more







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