

**Visit Finland**

# The United Kingdom (UK)

Country Pack





# UK Market Context

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information

- The UK is the *4th largest market* for travellers to Finland.
- Finland is still considered a *novelty destination* compared with the other Nordic countries. We are also gaining *a lot of visibility in the UK media* which is creating a *buzz and momentum* to travel here.
- *Winter travel* to Finland is still *growing* and there is a demand for special accommodation and winter activities. There is an increase in the number of flights from the UK to Lapland and *potential exists for summer travel to Lapland* as well.
- There is also an increasing demand for *city breaks, wellness and nature holidays* in the UK.

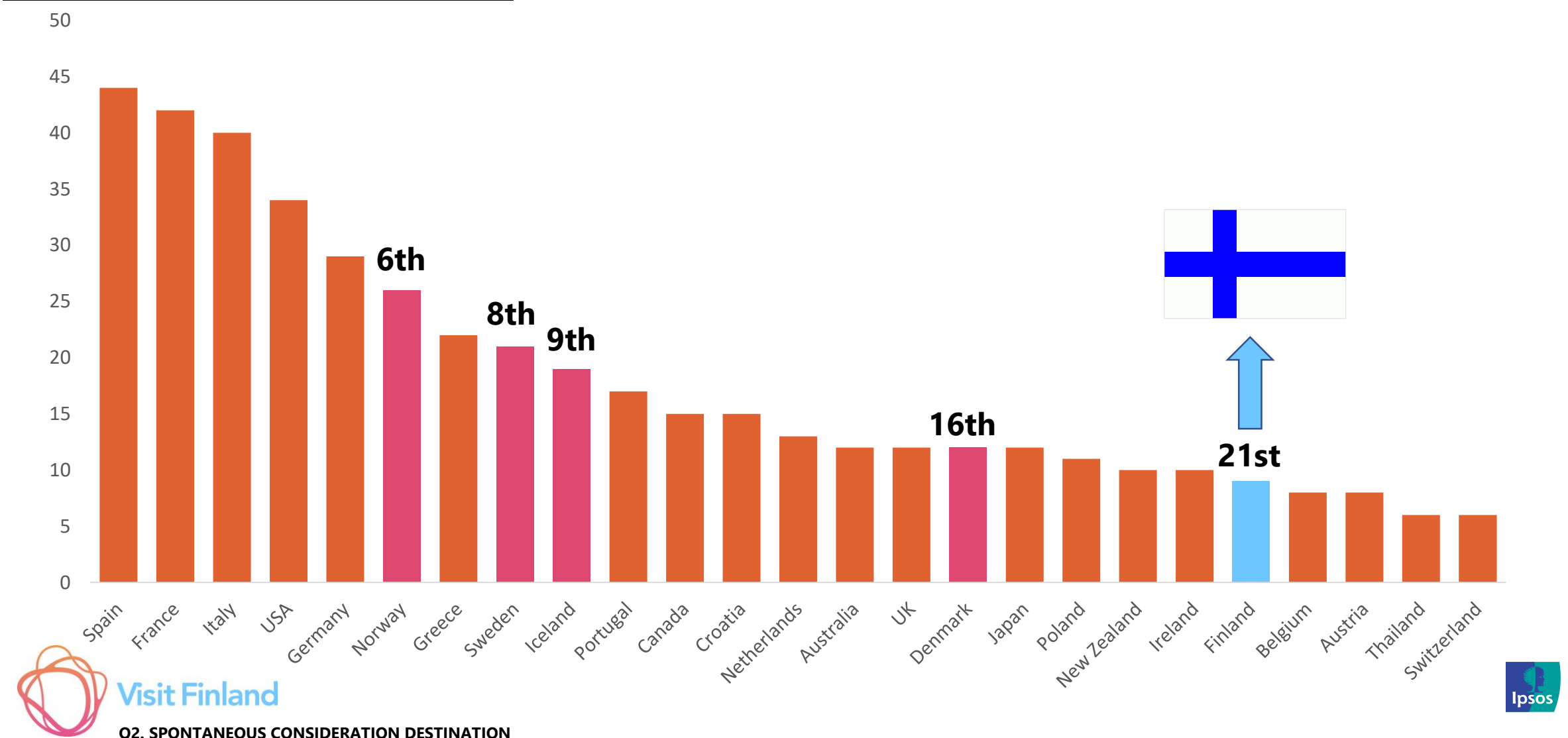


# Where do we rank in visitors minds?



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 21<sup>st</sup> place.

Spontaneous Destination Consideration



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Q2. SPONTANEOUS CONSIDERATION DESTINATION

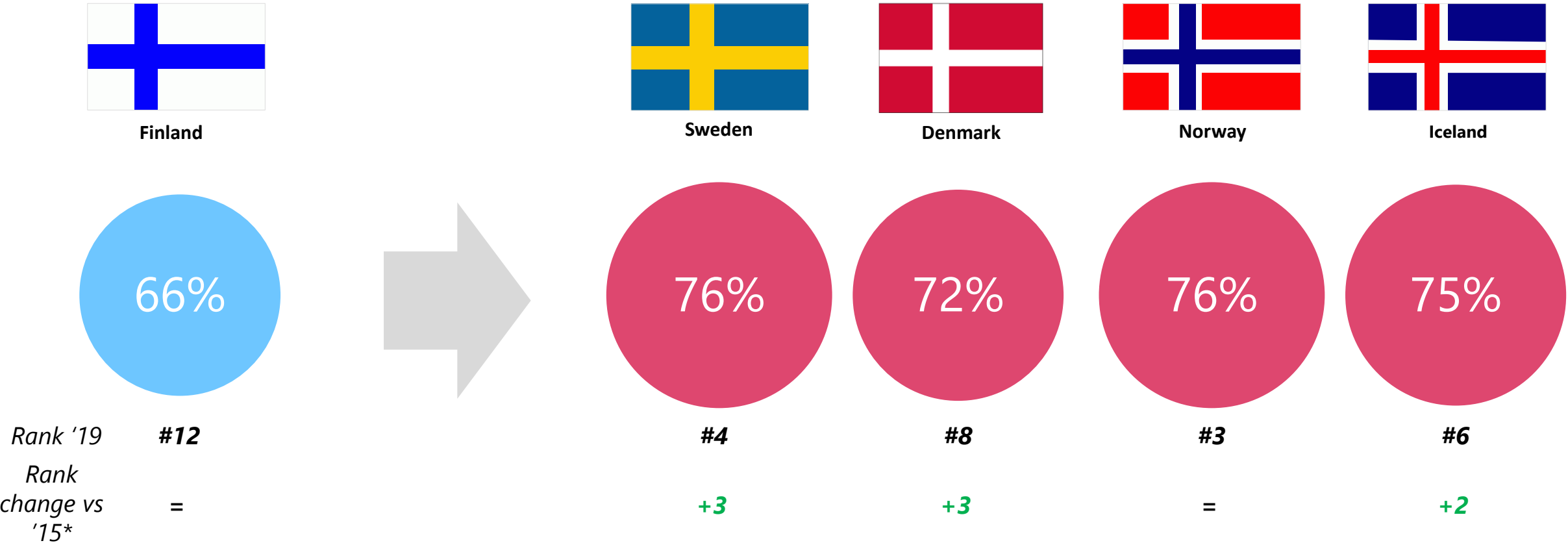
Which countries would you consider for a holiday or short break over the next three years? Please include up to 10 countries

Base: Total Sample (1,200)



When prompted, consideration of Finland as a holiday destination is stronger but still falls behind our Nordic neighbours.

Total Consideration



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Q7. PROMPTED CONSIDERATION DESTINATION

Which of the following countries would you ever consider visiting (or visiting again) as a holiday or short break destination?

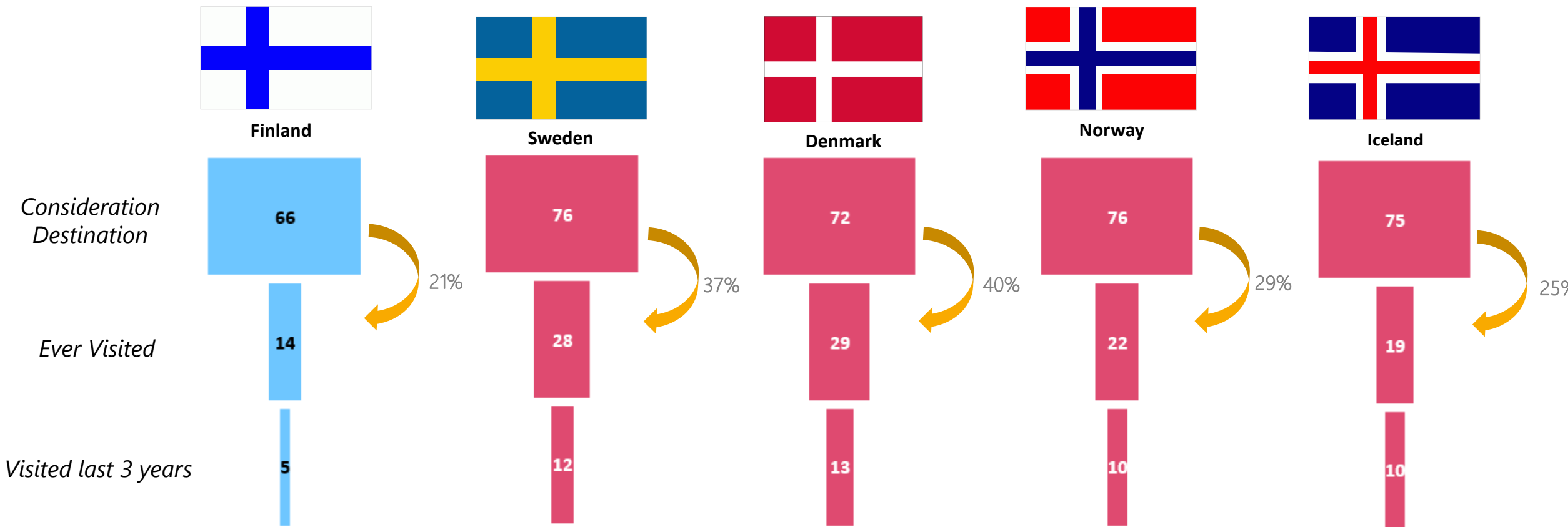
\*=different methodology and consideration set used



Base: Total Sample (1,200)

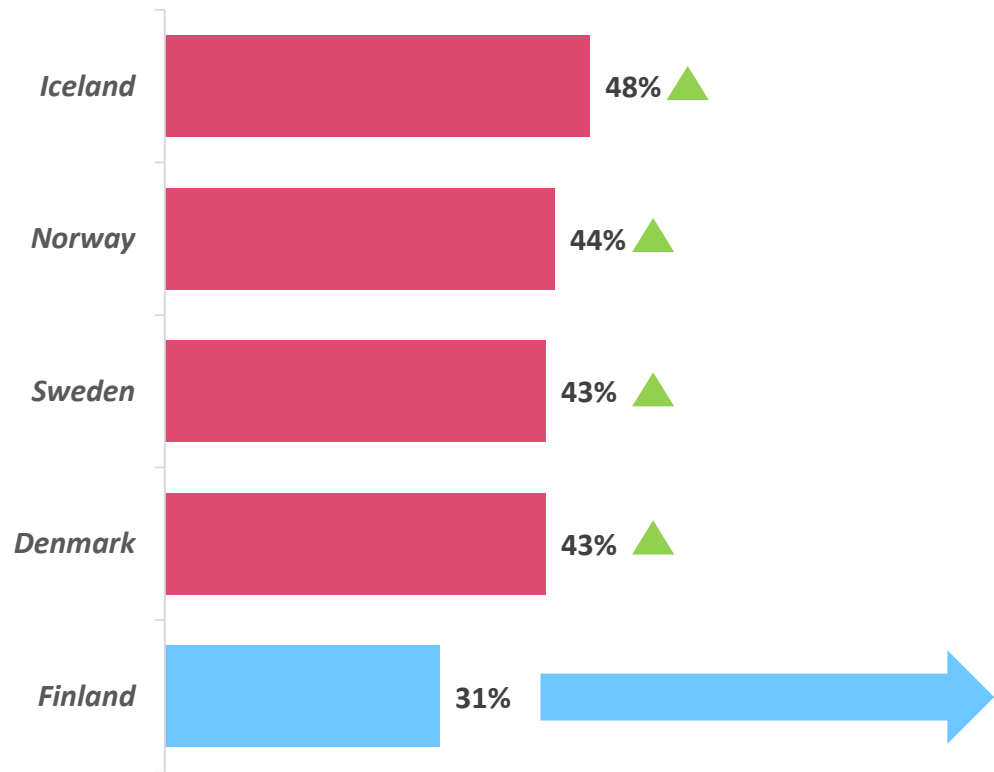
This is further seen when looking at claimed visitation. Denmark and Sweden are considerably stronger at converting considerers to visitors.

Consideration to P3Y visit funnel

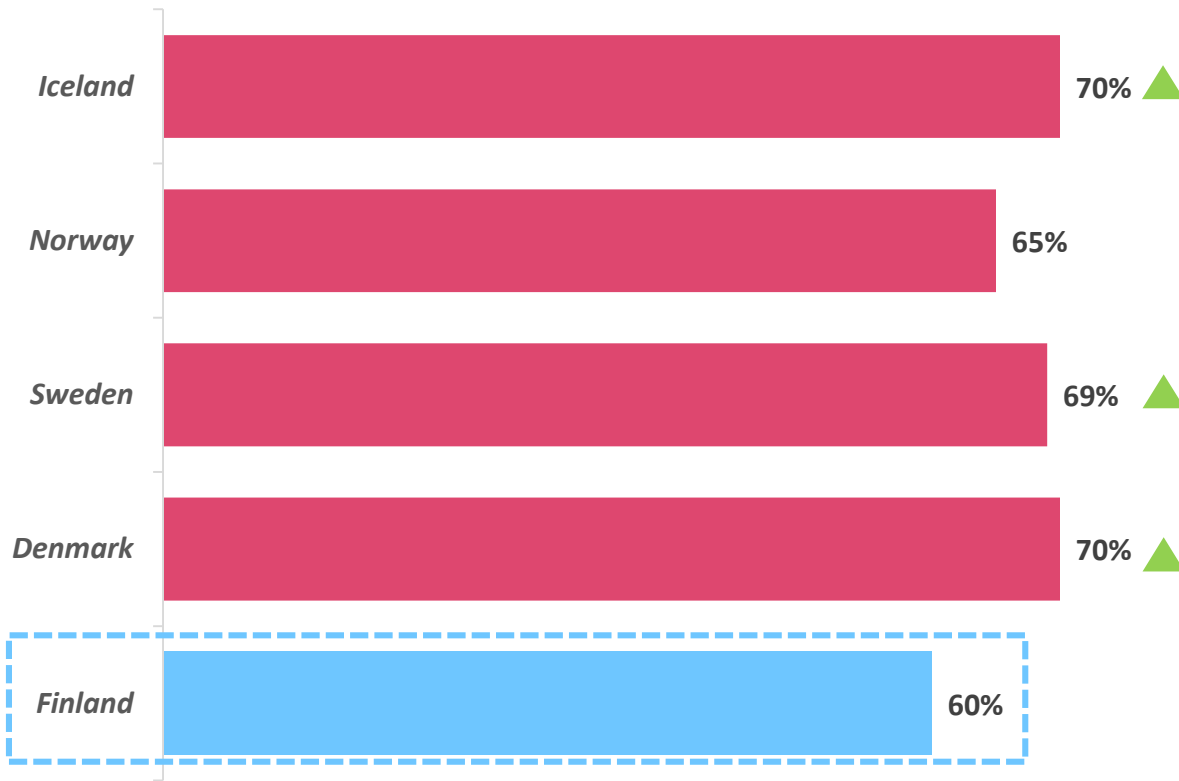


The lower consideration towards Finland as a holiday destination is likely linked to a lack of knowledge. A majority of those with strong knowledge are considering visiting it, highlighting a need to grow knowledge.

Destination Knowledge (T2B)



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



Q10 DESTINATION KNOWLEDGE  
How much do you feel you know about each of these countries as a holiday destination?

Sig diff at 95%  
vs Finland



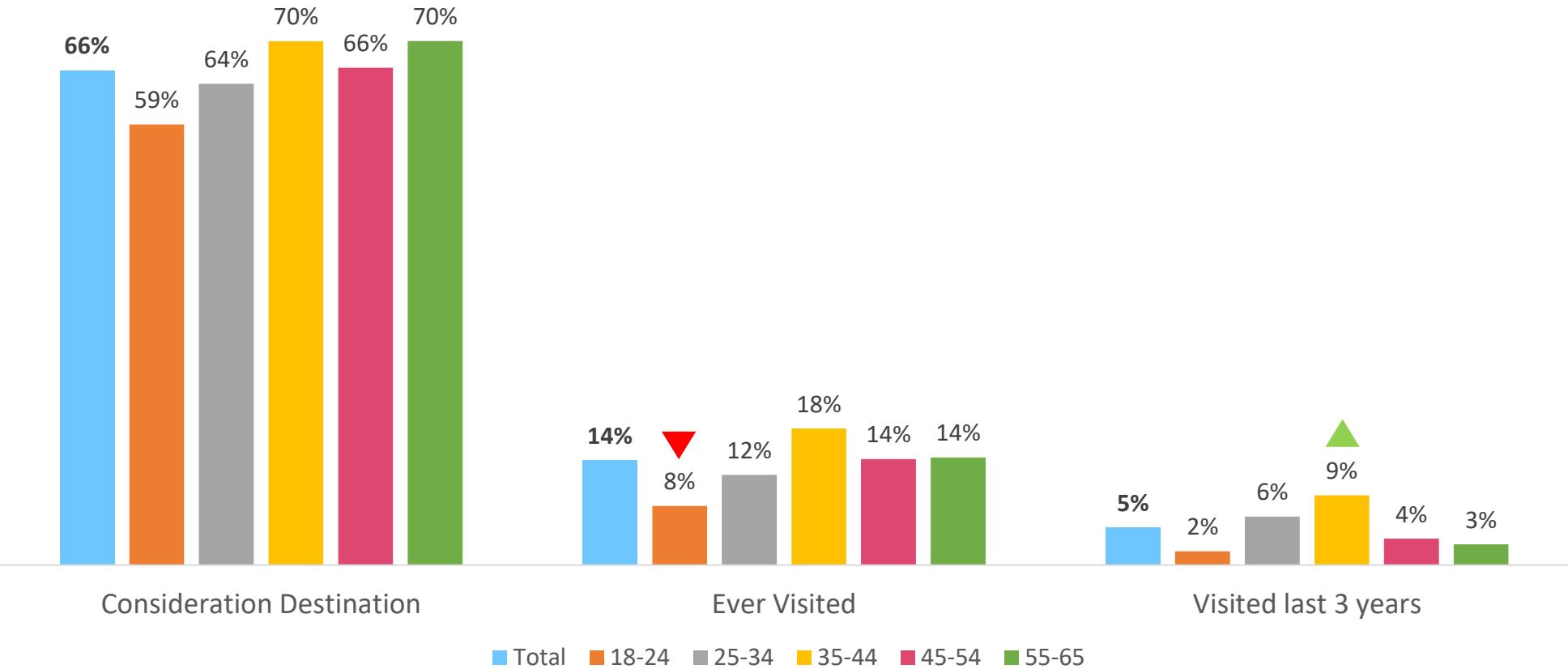
Base: Total Sample (1,200)





Demographically, the young are the least likely to be aware, consider or have visited Finland whilst the 35-44 group show the most momentum towards a Finland holiday.

Age profile



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Q7 CONSIDERATION DESTINATION, Q3 EVER VISITED DESTINATION, Q6 VISITED P3Y

Sig diff at 95%  
vs Total Sample

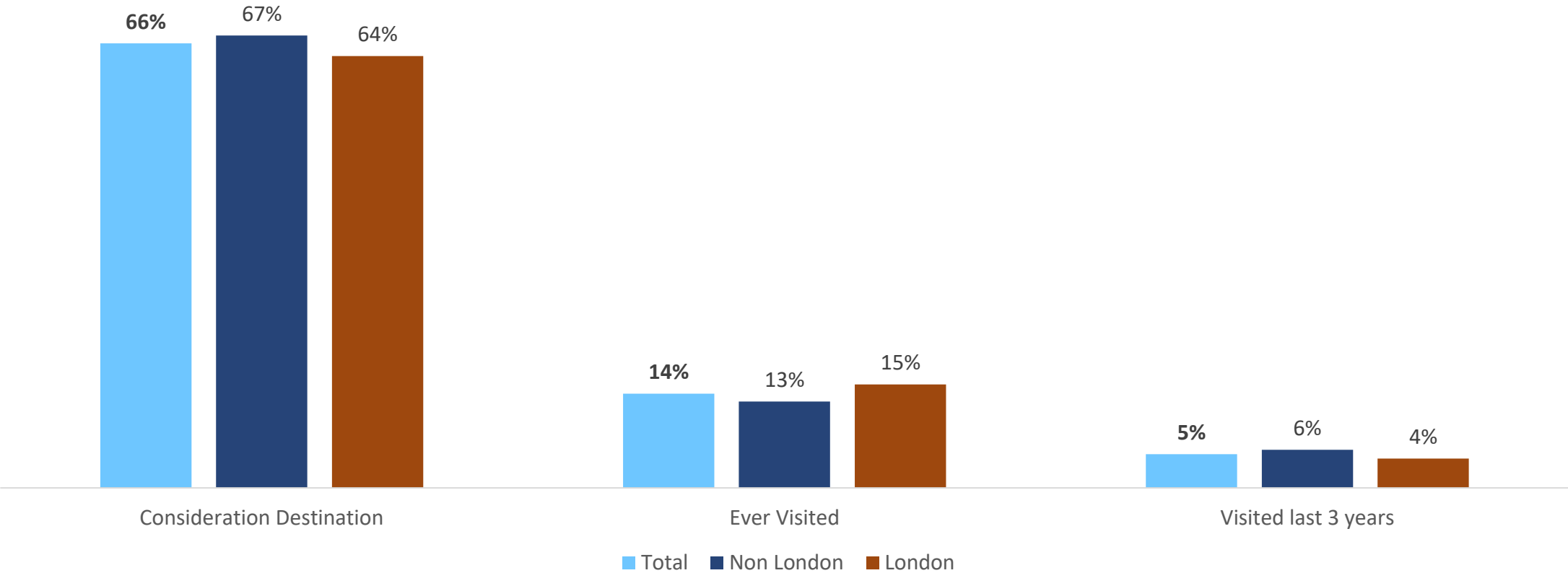


Base: Total Sample (1,200)



There is little variation between London and the rest of the country.

London vs rest of country



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Q7 CONSIDERATION DESTINATION, Q3 EVER VISITED DESTINATION, Q6 VISITED P3Y

Sig diff at 95%  
vs Total Sample



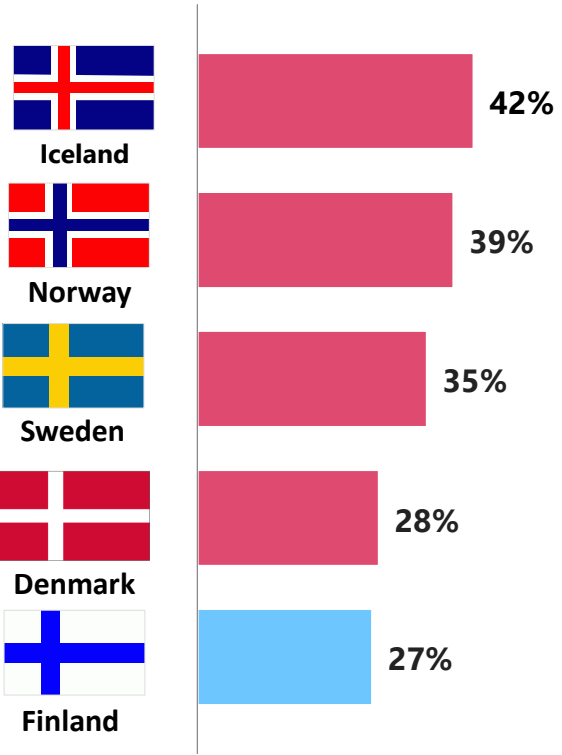
Base: Total Sample (1,200)



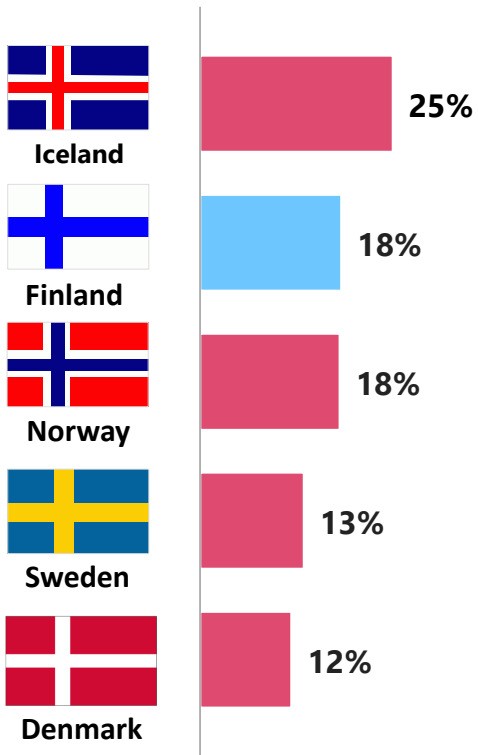
Key perceived barriers to visit Finland and its Nordic neighbours lie around value and mainly offering outdoor activities. Finland is perceived as more difficult to reach.

Barriers to visit

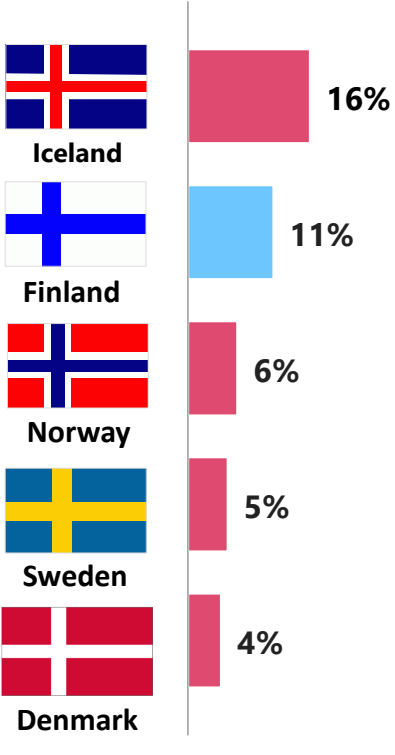
It's too expensive



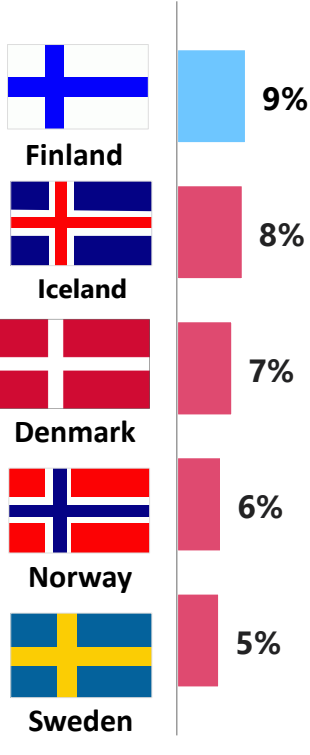
It is only for people who like to be outside a lot



It's too inaccessible/hard to reach



There is nothing much to do



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Q14 BARRIERS

Please now consider the following statements. Do you associate any of these holiday destinations with these statements?



Base: Total Sample (1,200)

**What are we known  
for as a travel  
destination?**



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# Mental Network Analysis: discover what is truly associated with Finland

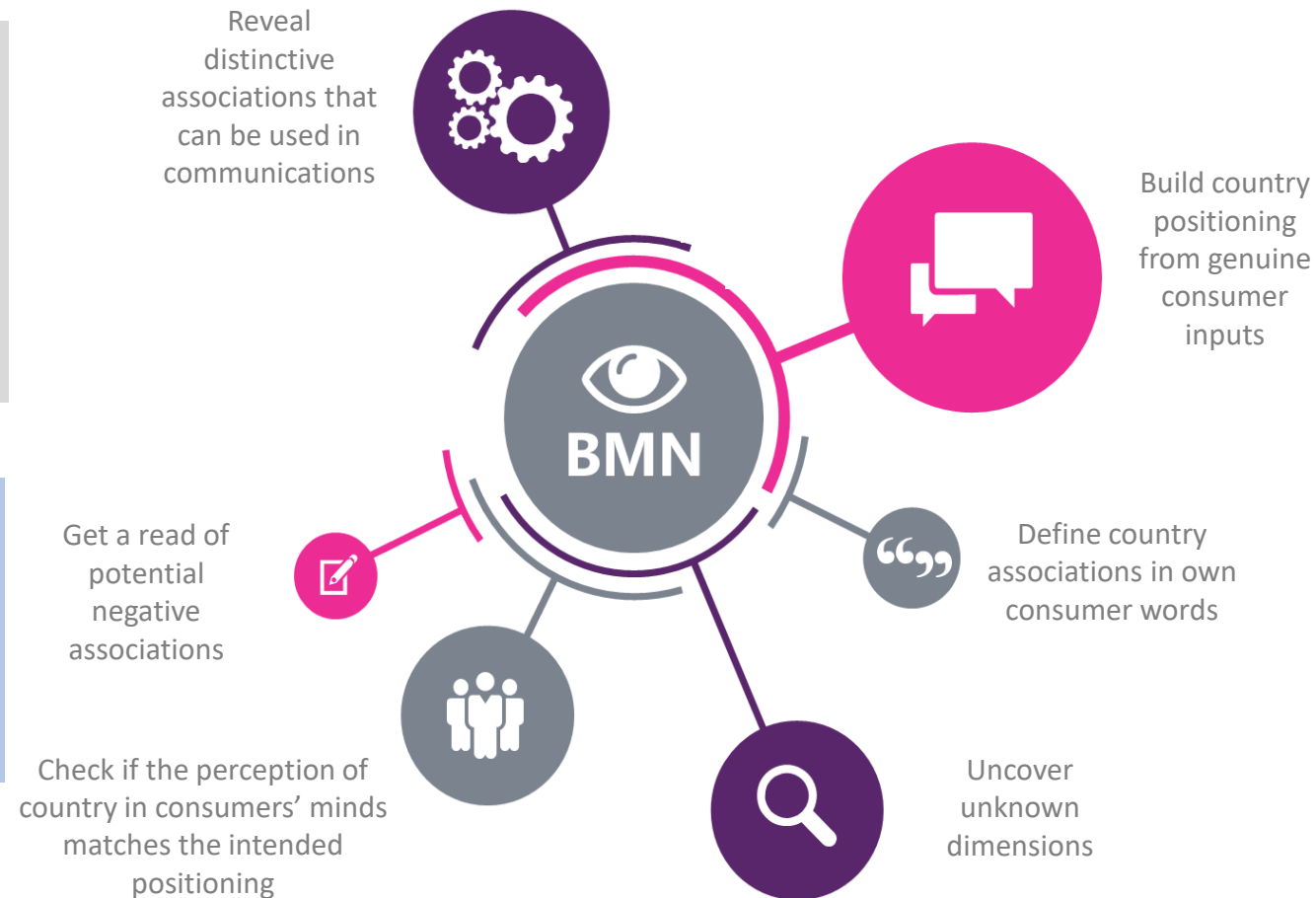
## What is Mental Network analysis?

We ask travellers to use their own words to share emotions about destinations – we then use **text mining software** to identify mental shortcuts to destinations.

– **One step beyond** spontaneous impressions

## What does it show us?

We can accurately quantify the **main themes** and highlight **distinctive associations** for Finland and competitors



# How to read the mental network map?

## STRENGTH

The **size of the bubbles/thickness of lines** represents the percent of mentions.

## RICHNESS

Each **bubble represents a theme/association**.

- The more the number of brand associations, the more the number of bubbles in the map.

## CONNECTEDNESS

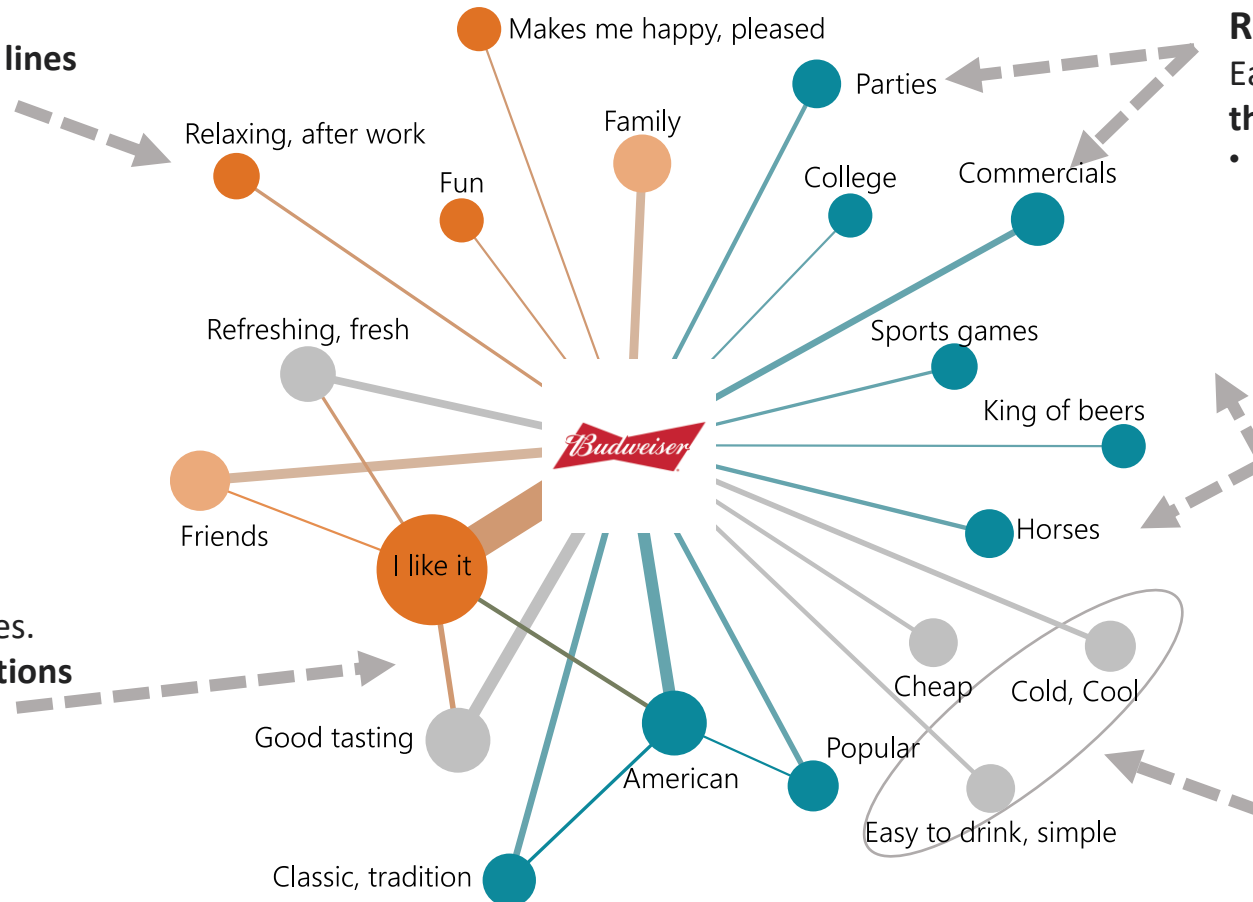
Inter-connections between bubbles. **represent co-occurrences of mentions of a theme:**

- These are themes / associations that respondents mentally link together.

**Color coding** represents groupings of themes, which can be based on various things:

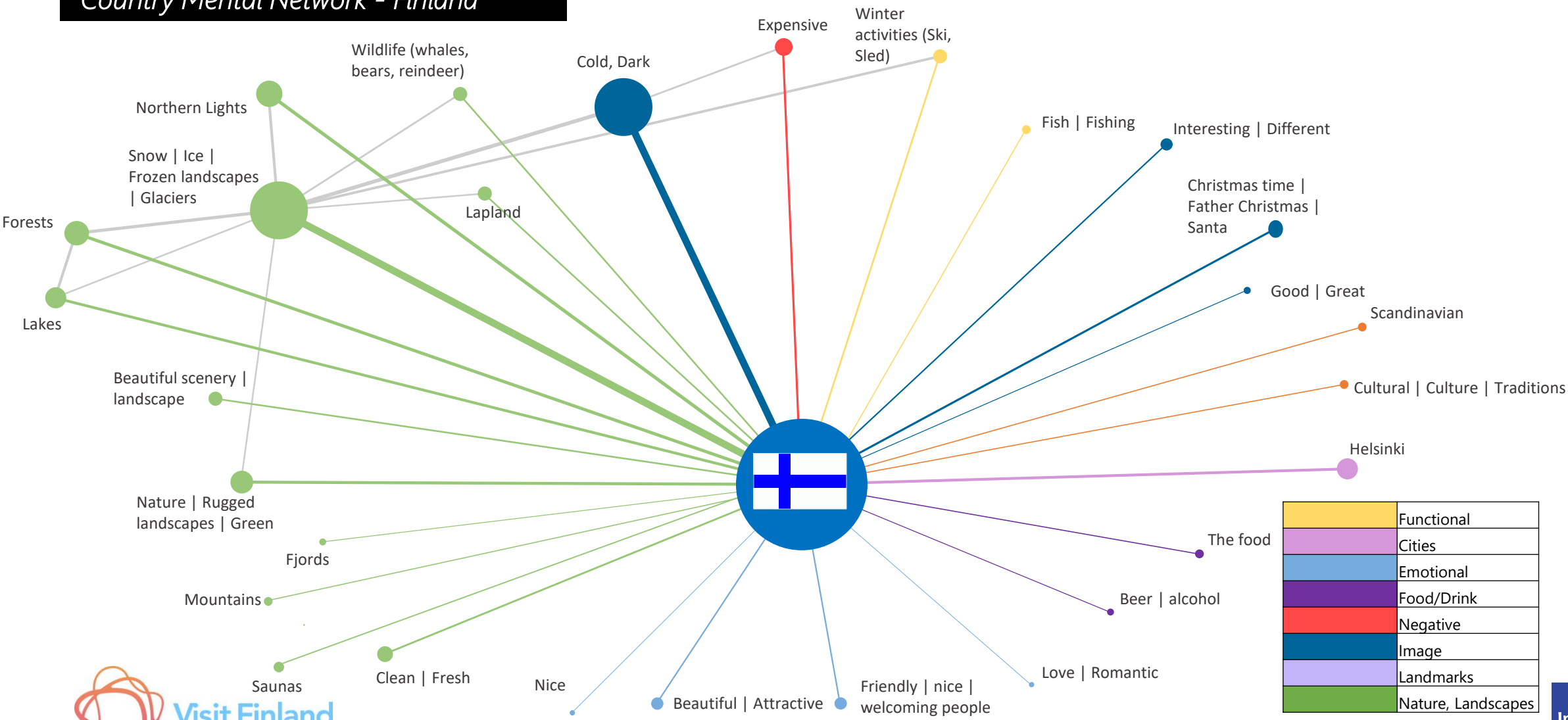
- Sentiment (positive, negative)
- Other groupings (e.g. product related themes vs contextual themes vs emotion themes)

**Themes or associations** that are closer together are NOT more closely related, UNLESS they are connected by a line.



# Snow and Nature elements come through strongly among spontaneous associations with Finland in the UK.

## Country Mental Network - Finland



Q9 BMN

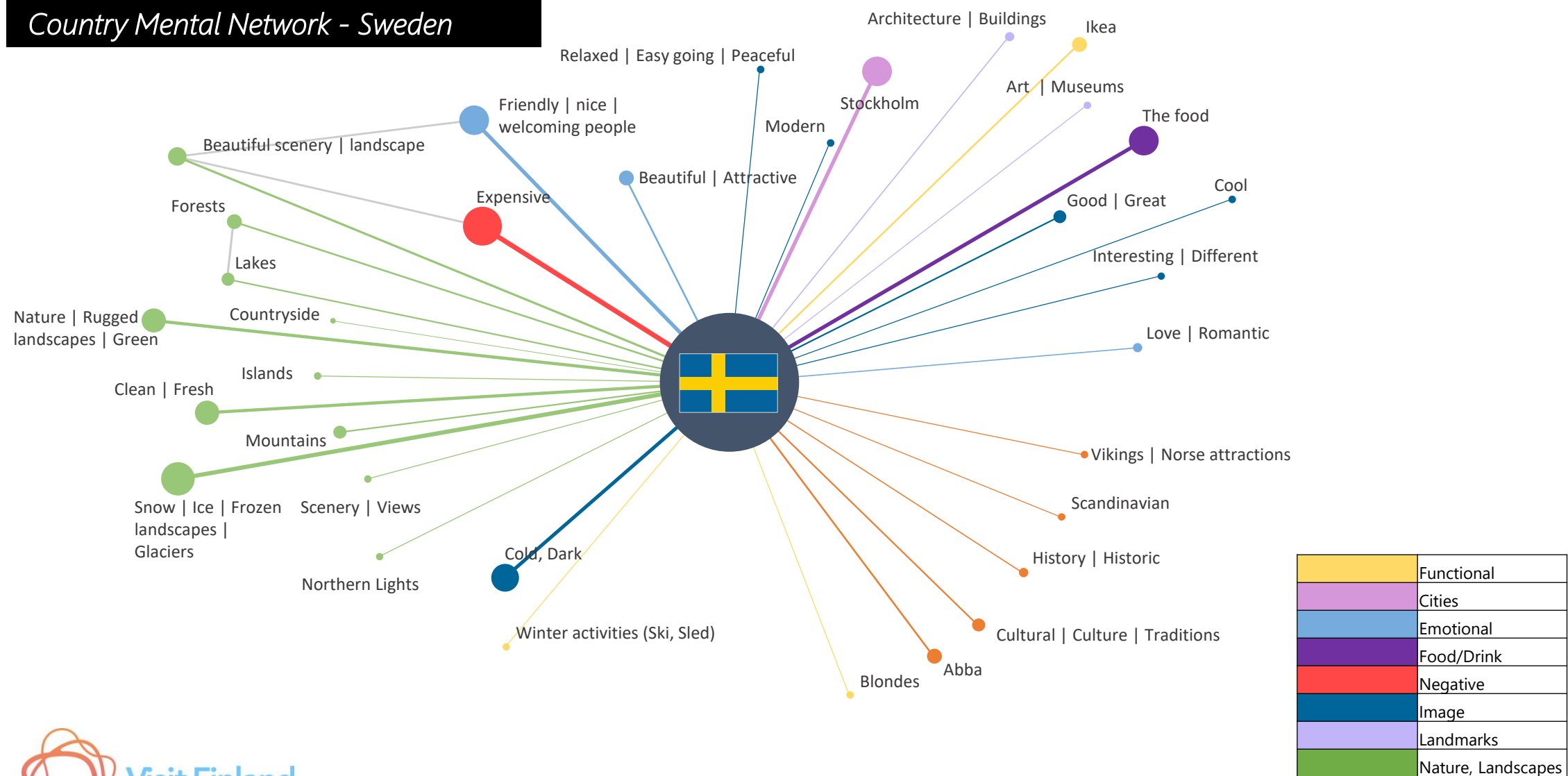
Please take a few moments to think about <COUNTRY>. Please tell us everything that pops into your mind when you think of <COUNTRY> as a tourist destination.

Base: Consideration Set: Finland (800)



The association to Snow is also strong in Sweden, as is its association as being an expensive country.

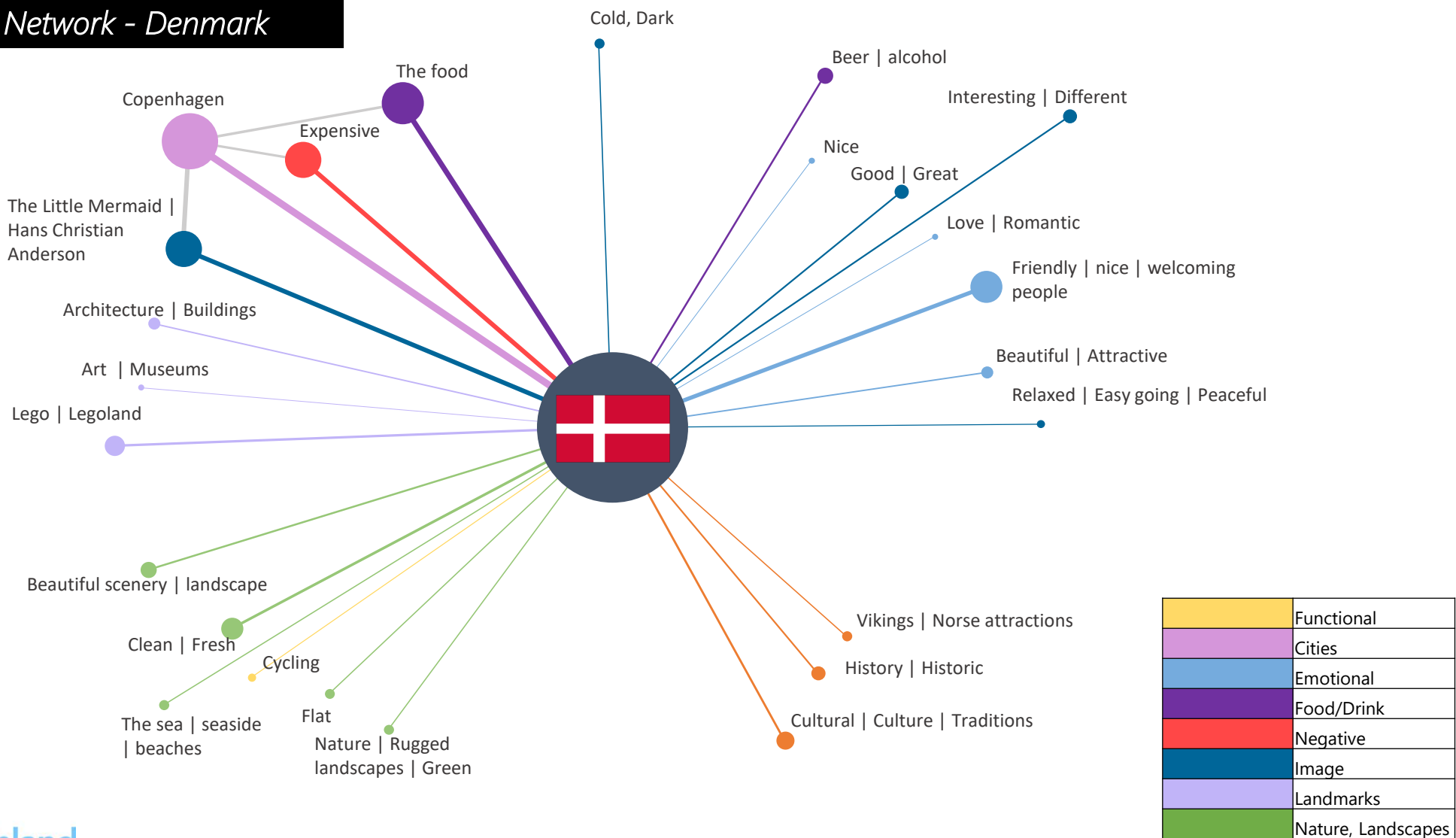
Country Mental Network - Sweden





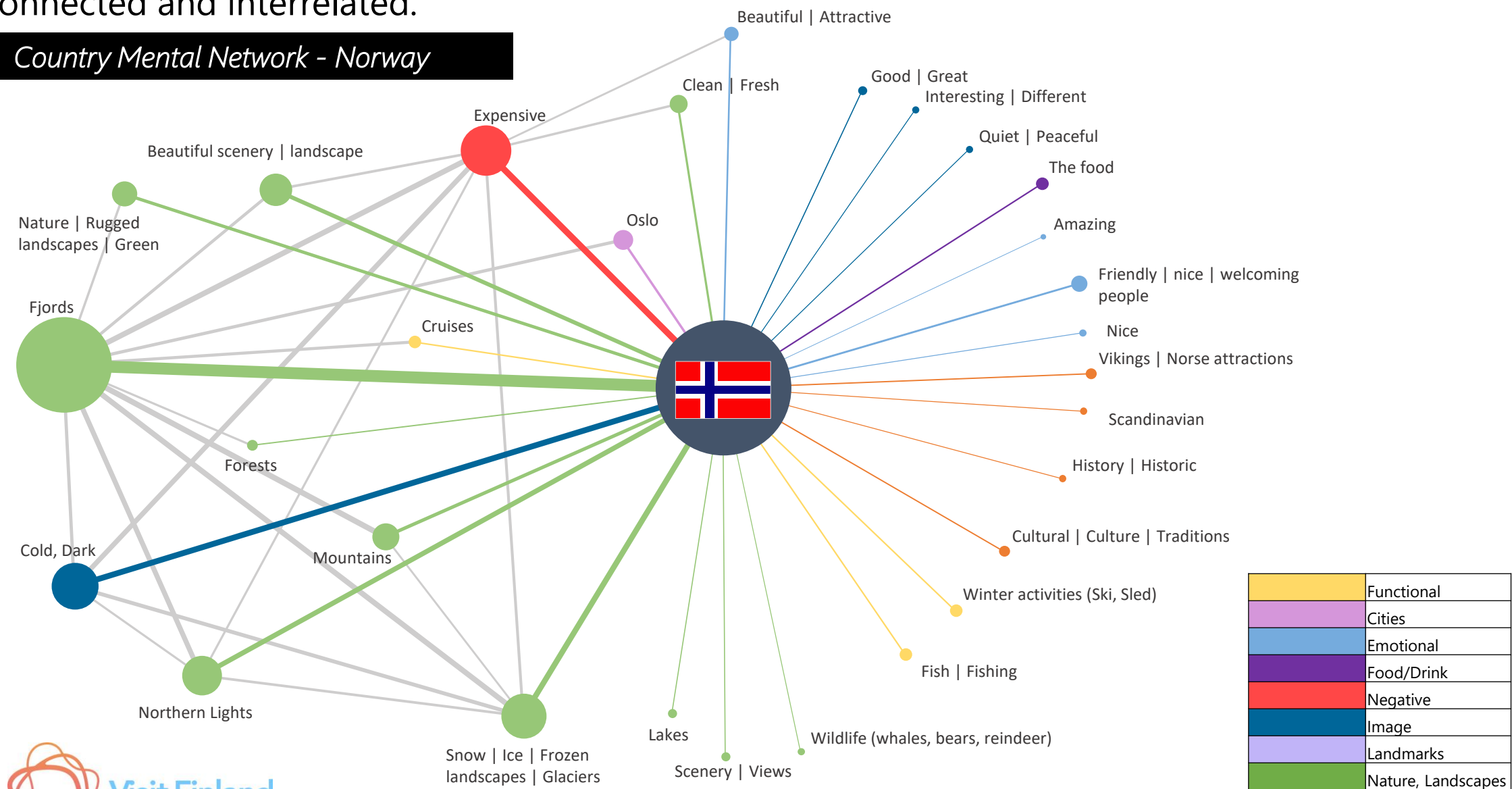
Copenhagen is associated with its Food, the Expense of the city, and The Little Mermaid. Denmark lacks on the number and strength of, its Nature associations, compared to the other Nordics.

Country Mental Network - Denmark



Norway is strongly associated with its Fjords. The Natural and Expense associations are all highly connected and interrelated.

Country Mental Network - Norway



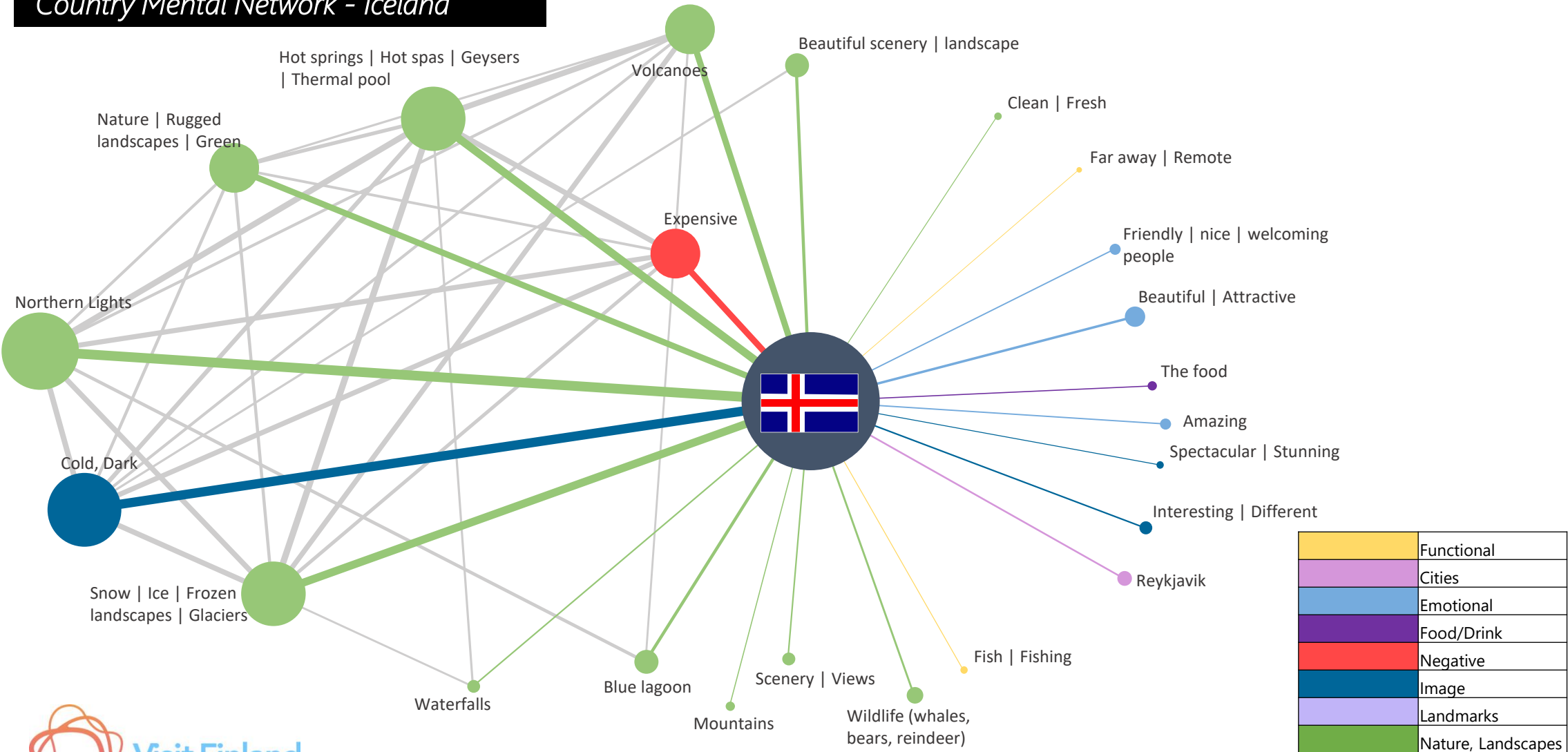
Q9 BMN  
Please take a few moments to think about <COUNTRY>. Please tell us everything that pops into your mind when you think of <COUNTRY> as a tourist destination.

Base: Consideration Set: Norway (765)



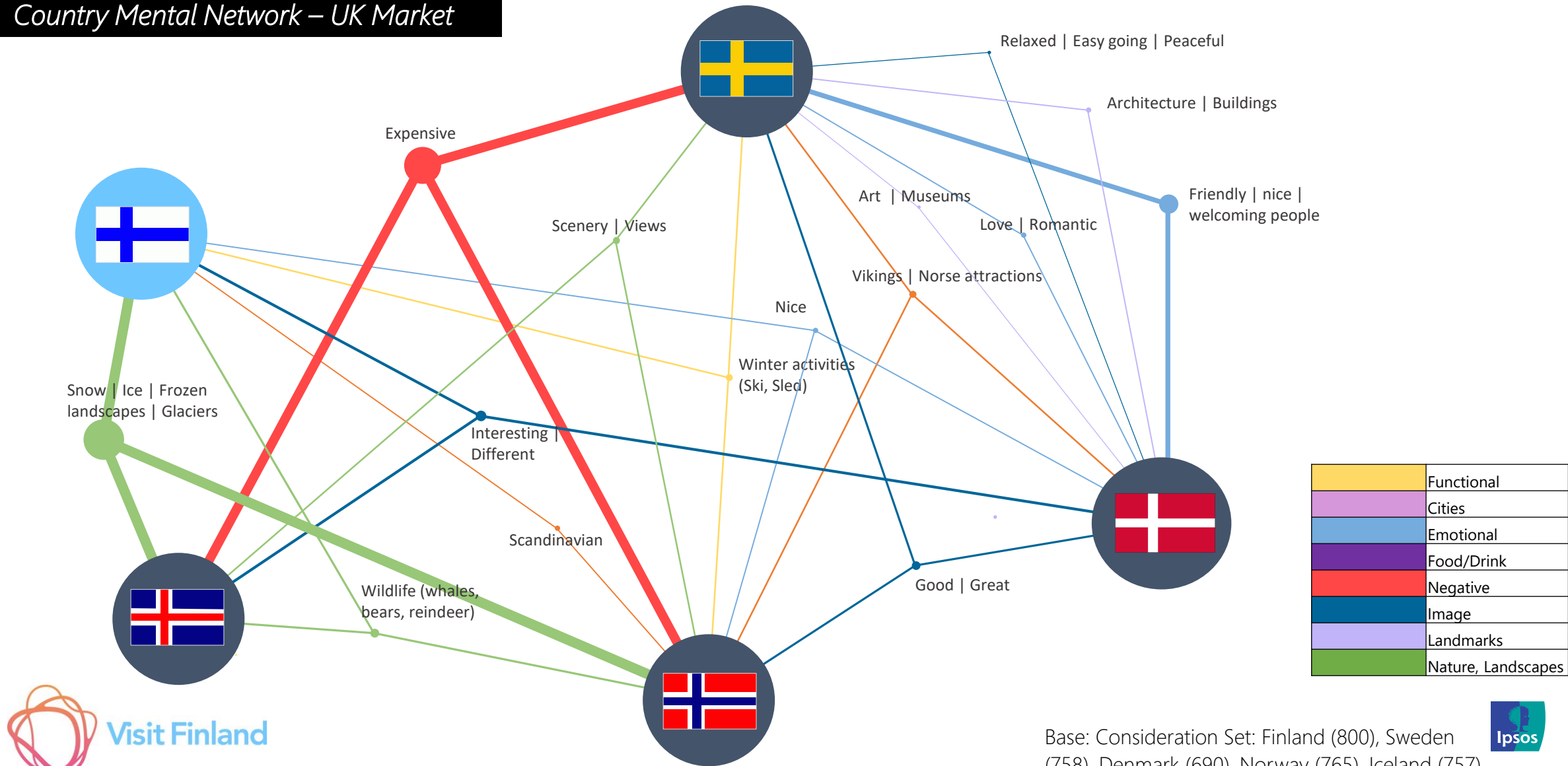
A similar picture to Norway emerges in Iceland, although Iceland's Natural associations are distinct in their geothermic associations (Hot springs, Blue Lagoon and Volcanoes).

Country Mental Network - Iceland



Viewing the shared associations between the Nordics, Finland, Iceland and Norway share the theme for Snow, but Finland avoids being labelled as Expensive like the other destinations.

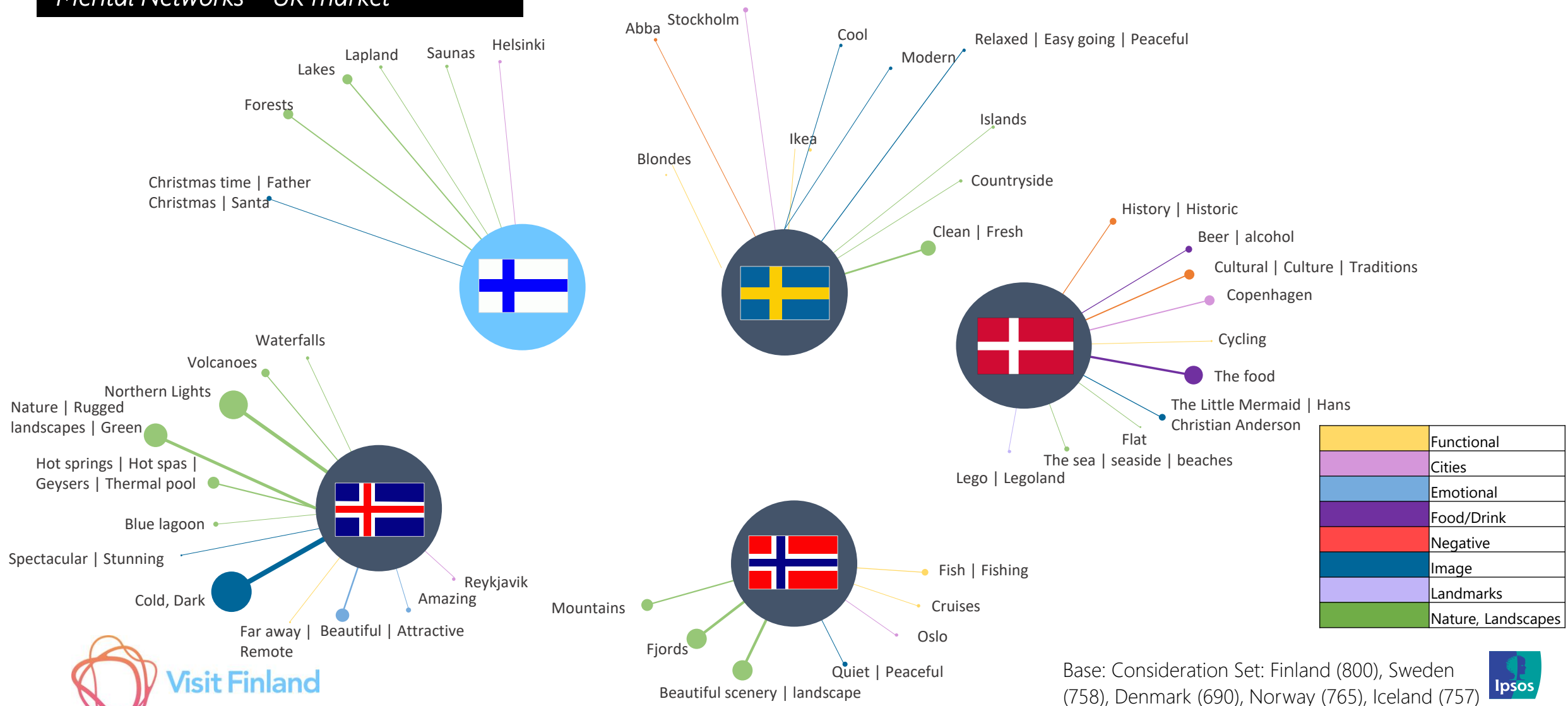
Country Mental Network – UK Market





Looking at areas of distinction, the more generic 'Nature' association is more linked to Iceland and Norway, whereas Finland holds smaller associations to Lakes and Forest and seasonal elements.

Mental Networks – UK market



Q9 BMN

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.

Base: Consideration Set: Finland (800), Sweden (758), Denmark (690), Norway (765), Iceland (757)



*Mental Networks – UK market*



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.

# Snow and Nature elements come through strongly among spontaneous associations with Finland in the UK

## Country Mental Network - Finland

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

A place where you can see the northern lights

Visiting Santa!

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

Scenic, unspoiled, ecologically sound and friendly

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

Beautiful scenery, ability to get close to the nature and wilderness, guaranteed winter snow

Breath-taking snowscapes, lots of adventure and activities such as skiing, kayaking. Very cold climate and land of the midnight sun.

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

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



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Q9 BMN

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.



Base: Consideration Set: Finland (809)



## Country Mental Network – Competitors

[illegible][illegible][illegible][illegible]

### Q9 BMN

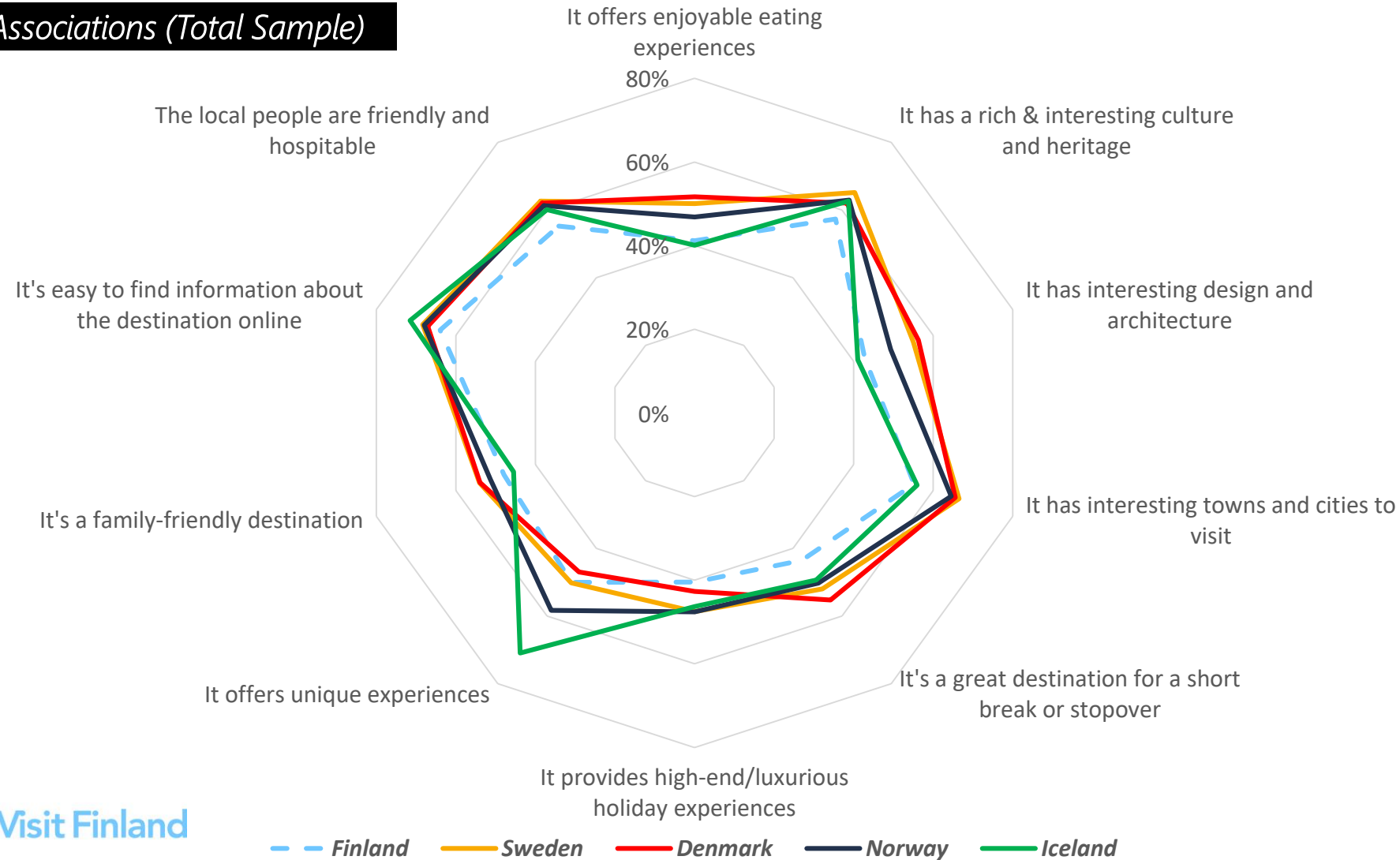
Base: Consideration Set: Sweden (766),  
Denmark (705), Norway (774), Iceland (765)





On the whole, there isn't much differentiation between the Nordic countries in terms of image perceptions amongst the wider UK population. In keeping with lower knowledge, Finland's image perceptions are also slightly lower

Image Associations (Total Sample)



Q13 IMAGE ASSOCIATIONS

Do you associate any of these holiday destinations with the following statements?

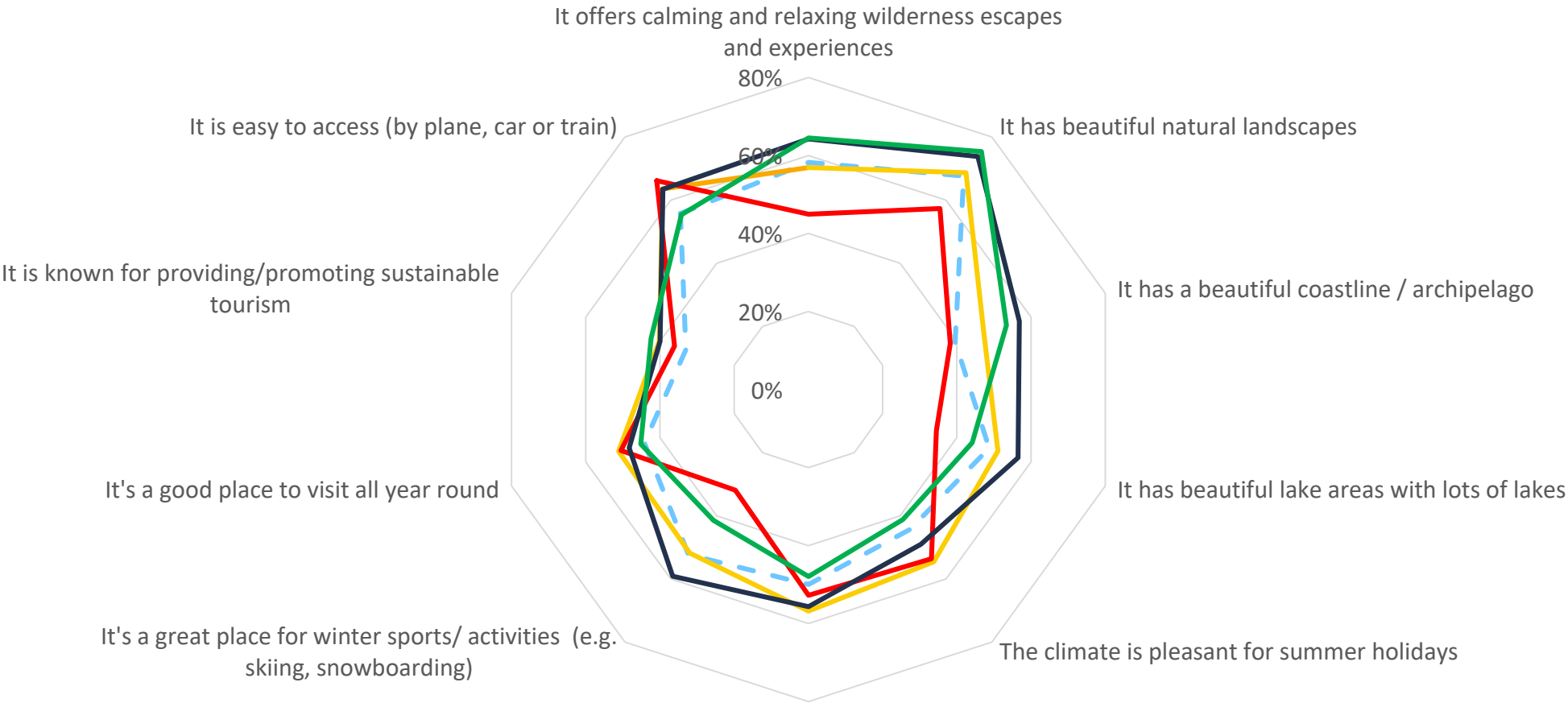
Finland Sweden Denmark Norway Iceland



Base: Total Sample (1,200)

A similar picture in terms of nature associations and sustainable tourism

Image Associations (Total Sample)



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Q13 IMAGE ASSOCIATIONS

Do you associate any of these holiday destinations with the following statements?

Finland Sweden Denmark Norway Iceland



The UK perceptions of what a 'Sustainable Travel Destination' is, is focused on minimising the negative environmental impact of tourism and shopping and eating locally

## Sustainable travel destination - OEs

*One that encourages recycling, uses biodegradable utilities and has a low carbon footprint, and helps out in the local communities.*

*A destination that does not get eroded by too many visitors*

*A place where the tourism industry is actively involved in measures to combat climate change and pollution and one that doesn't require a massive carbon footprint to visit.*

*Leave little carbon footprint and contribute to sustainable activities - e.g. recycling, activities that don't contribute to environmental damage. Be more conscious about our choices of activities. Activities that help sustain the nature.*

*A way tourism can be sustained without harming the environment. Not destroying homes of animals or chopping down trees to make pathways or rides for tourists.*

*A destination that limits the number of tourists and of activities the tourists can carry out there to preserve the environment.*

*Endeavouring to eat food produced in that country.  
Travelling by method with the least environmental impact.  
Spending money on goods services which benefit local communities.*

*A destination that is taking all the steps it can to provide a clean, green and environmentally ecosystem.*

*Somewhere that is striving to be as environmentally friendly as it can. A place that recognises the negative impact of tourism and seeks to lessen that by using green transport etc. Where the countryside is not damaged or has a chance to recover so not over used, hiked or skied. Where food and drink is locally produced. Where land is not cleared of trees for building to accommodate visitors.*

*A destination which tries to minimise disruption to nature and manages tourism accordingly.*

*Eco friendly, solar panels, reduced energy, using products sourced locally from markets and local shops rather than supply chains.*



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## Q23 SUSTAINABILITY

In your opinion, what is meant by a 'sustainable' travel destination?





# Activity Associations

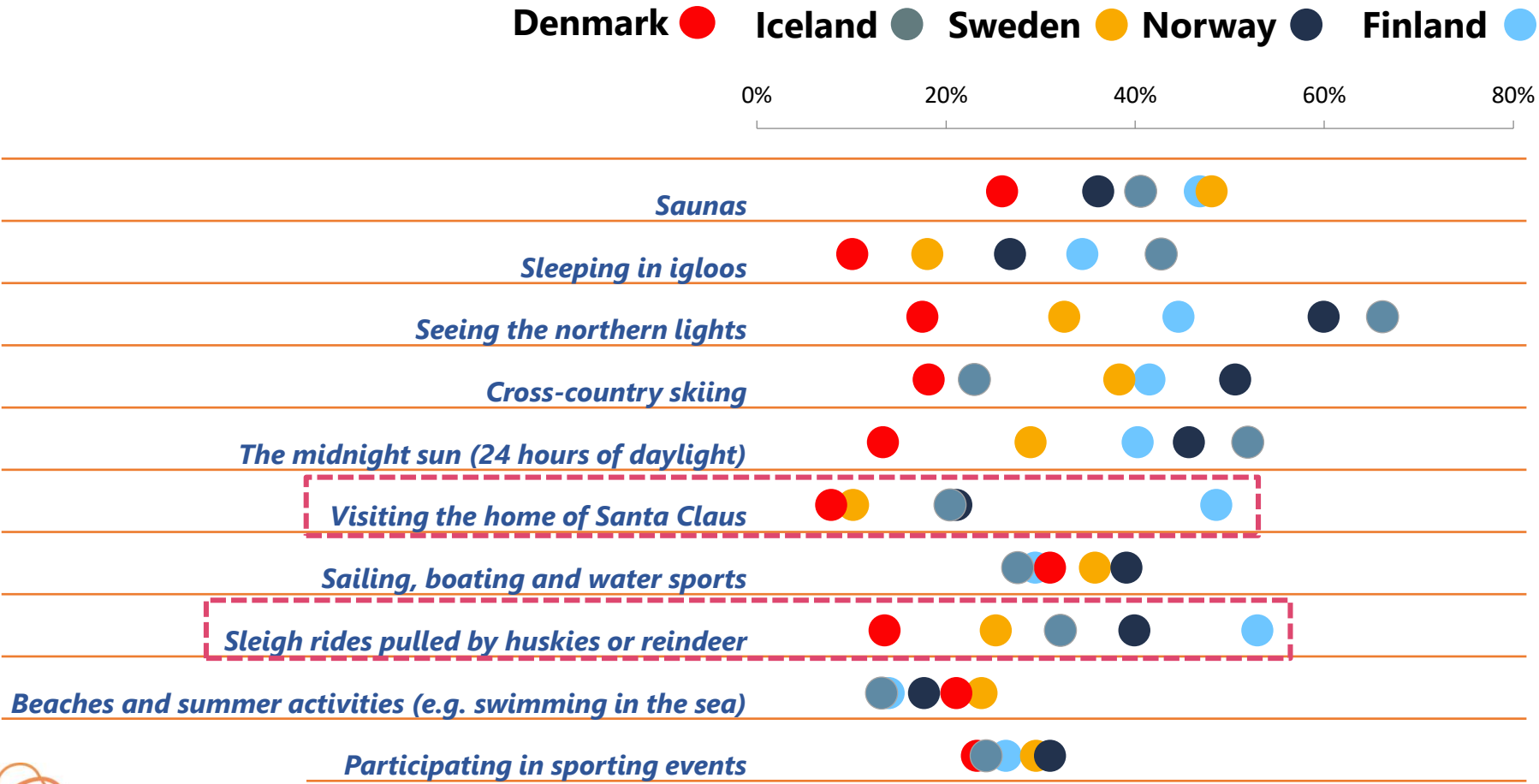


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In terms of activities and experiences associated with Finland, Santa and Sleigh rides are strongly linked to Finland in the UK population's minds.

Activities Associations



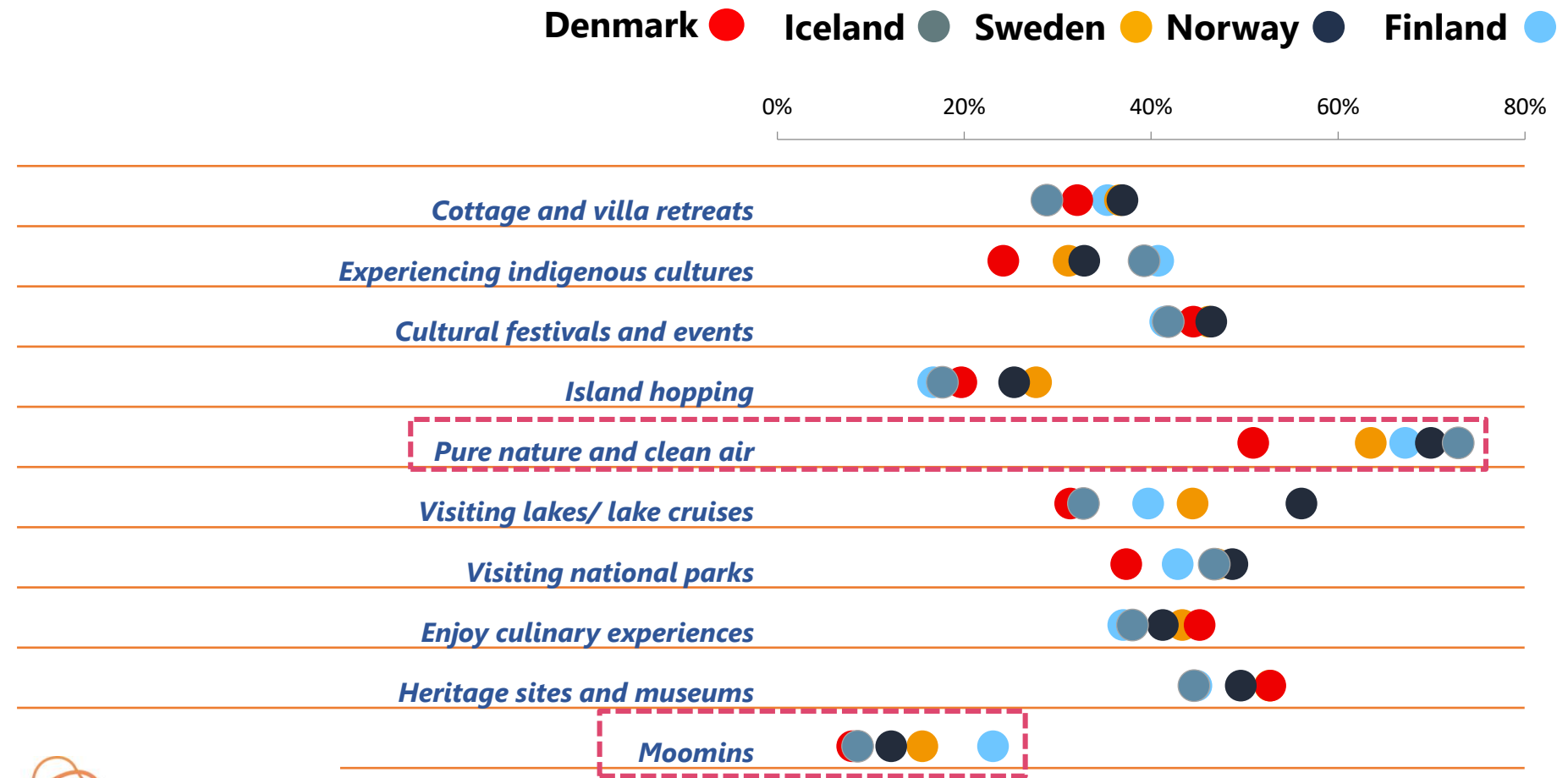
Q15 ACTIVITIES ASSOCIATION  
Do you associate any of these holiday destinations with the following activities and experiences?





Whilst not very well know, Moomins are also correctly linked to Finland. The pure nature and clean air is a clear association with all Nordic countries.

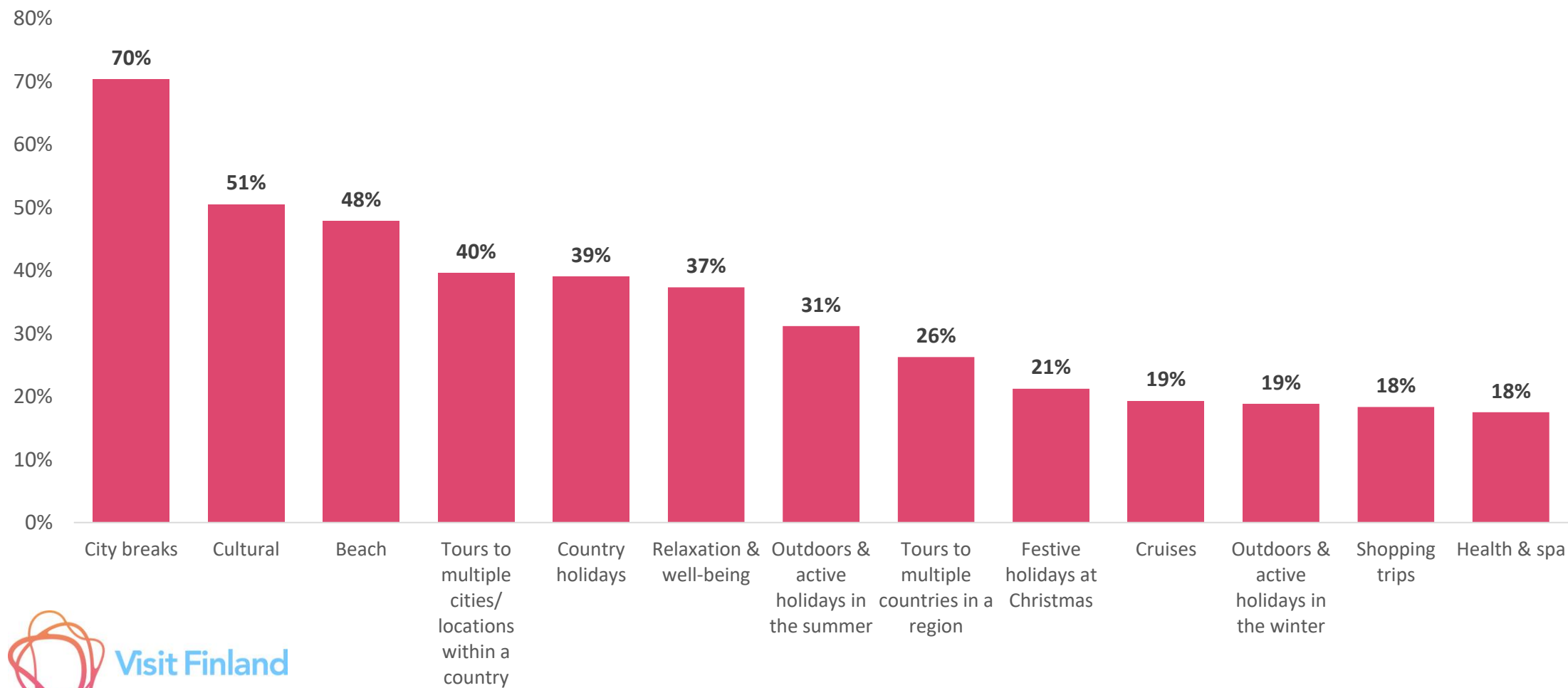
Activities Associations



# How are people visiting us?

The UK population most prefer City breaks, Cultural and Beach holidays when they travel abroad.

Preferred Holiday Type (Total Sample)



Q22 PREFERRED HOLIDAY TYPE

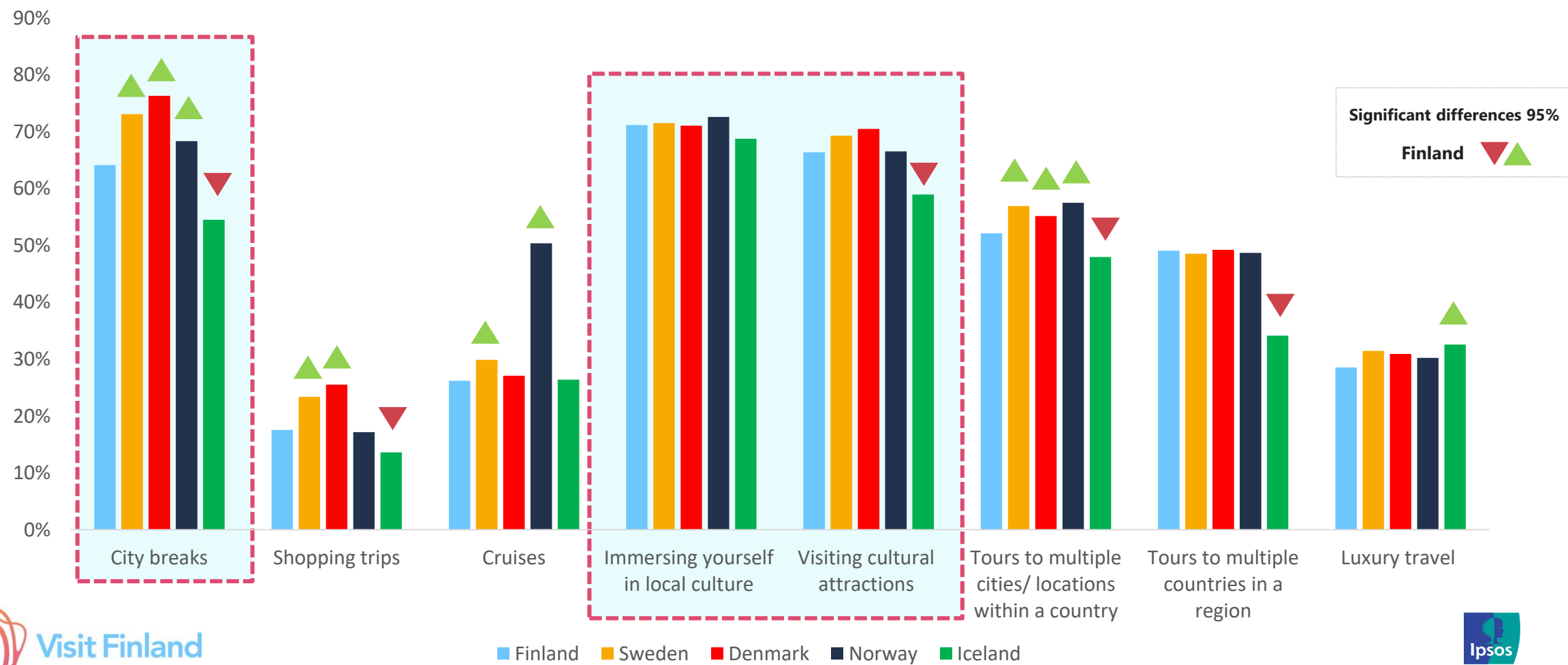
Still thinking about when you travel abroad for holidays, which type of holiday do you prefer to go on?



Base: Total Sample (1,200)

There is an opportunity to push and promote the possibilities of City breaks with a Finnish twist to the UK population, as other Nordic countries currently hold an advantage here. Finland is currently on par with its Nordic neighbours in terms of Cultural holidays.

*Holiday Type Consideration*



Q12 CONSIDERATION HOLIDAY TYPE

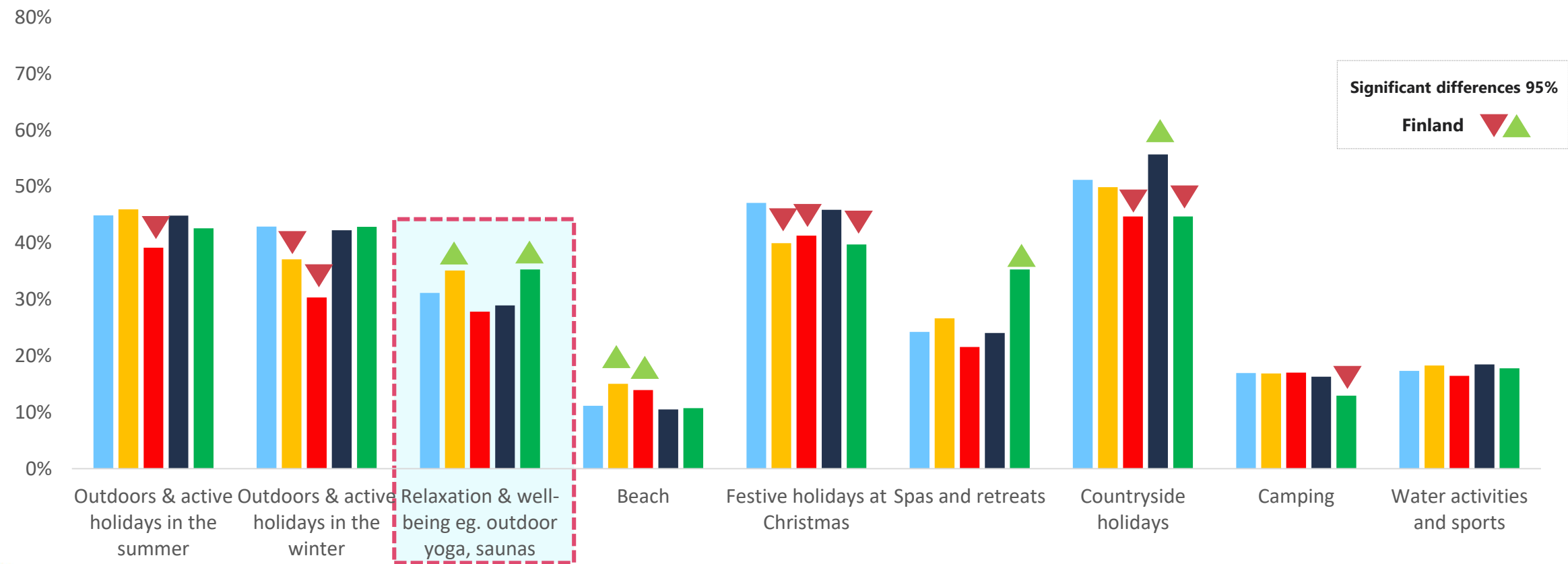
Which of the following types of holiday would you consider for the following destinations? Please select all that apply

Base: Consideration Set: Finland (809), Sweden (766), Denmark (705), Norway (774), Iceland (765)



There is a clear Finnish advantage for winter holidays but some room to improve in terms of relaxation and wellbeing where both Sweden and Iceland hold strong advantages.

Holiday Type Consideration



Q12 CONSIDERATION HOLIDAY TYPE

Which of the following types of holiday would you consider for the following destinations? Please select all that apply

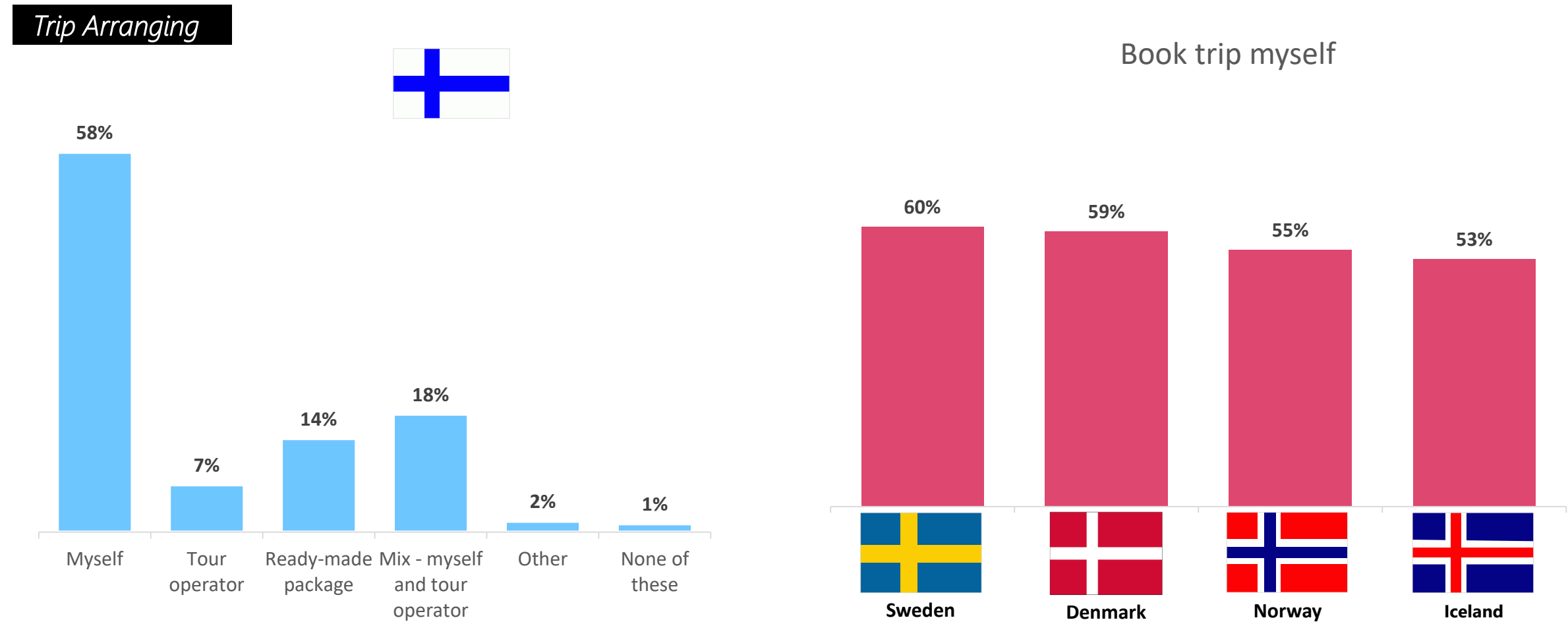
Finland Sweden Denmark Norway Iceland

Base: Consideration Set: Finland (809), Sweden (766), Denmark (705), Norway (774), Iceland (765)



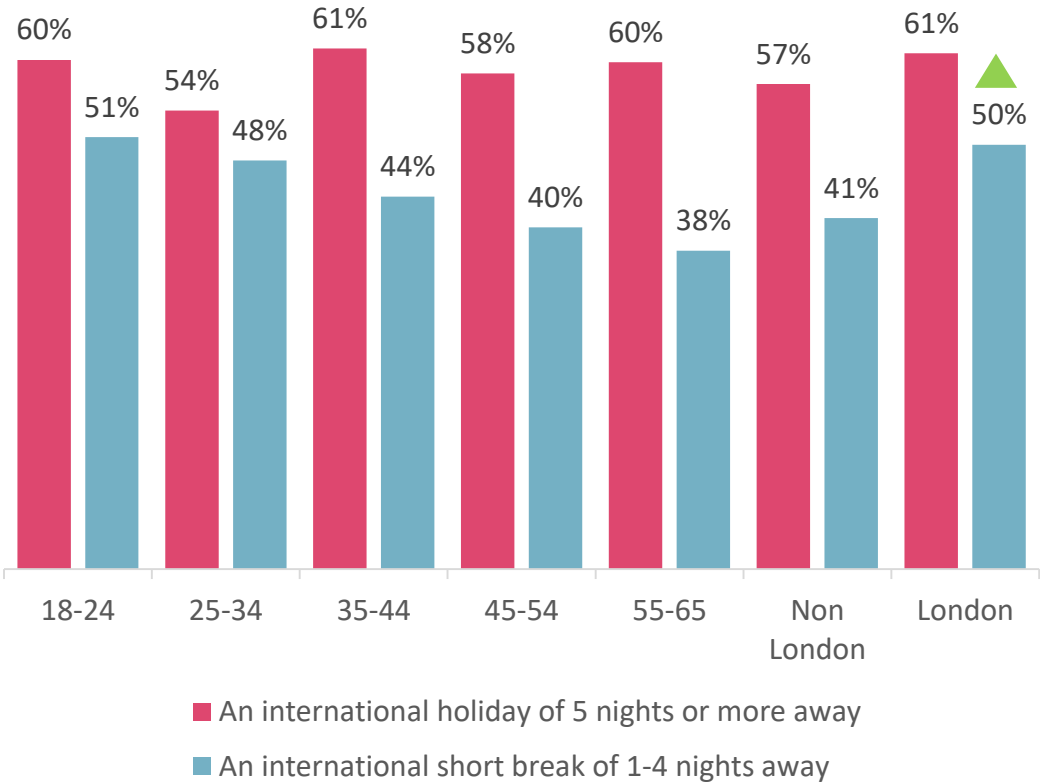
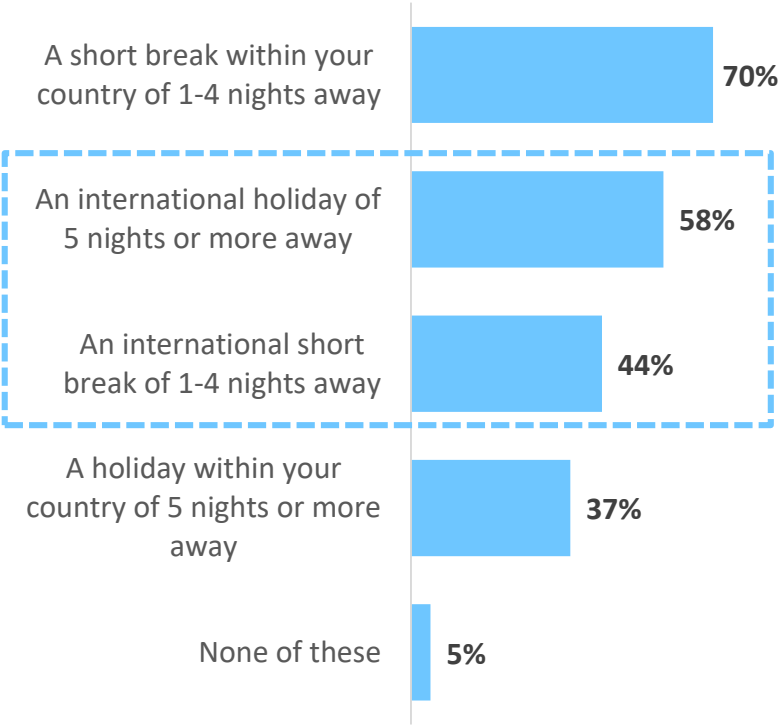


The majority of people in the UK who are considering visiting the Nordic countries plan and make the bookings themselves.



A majority of people in the UK have been on a long international trip in the last year. Those from London are more likely to have been on a short international break in the last year.

Past Year Holiday



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Q20 PAST YEAR HOLIDAY

Which of these types of holiday or leisure trip have you taken over the past year?

Sig diff at 95%  
vs Total Sample

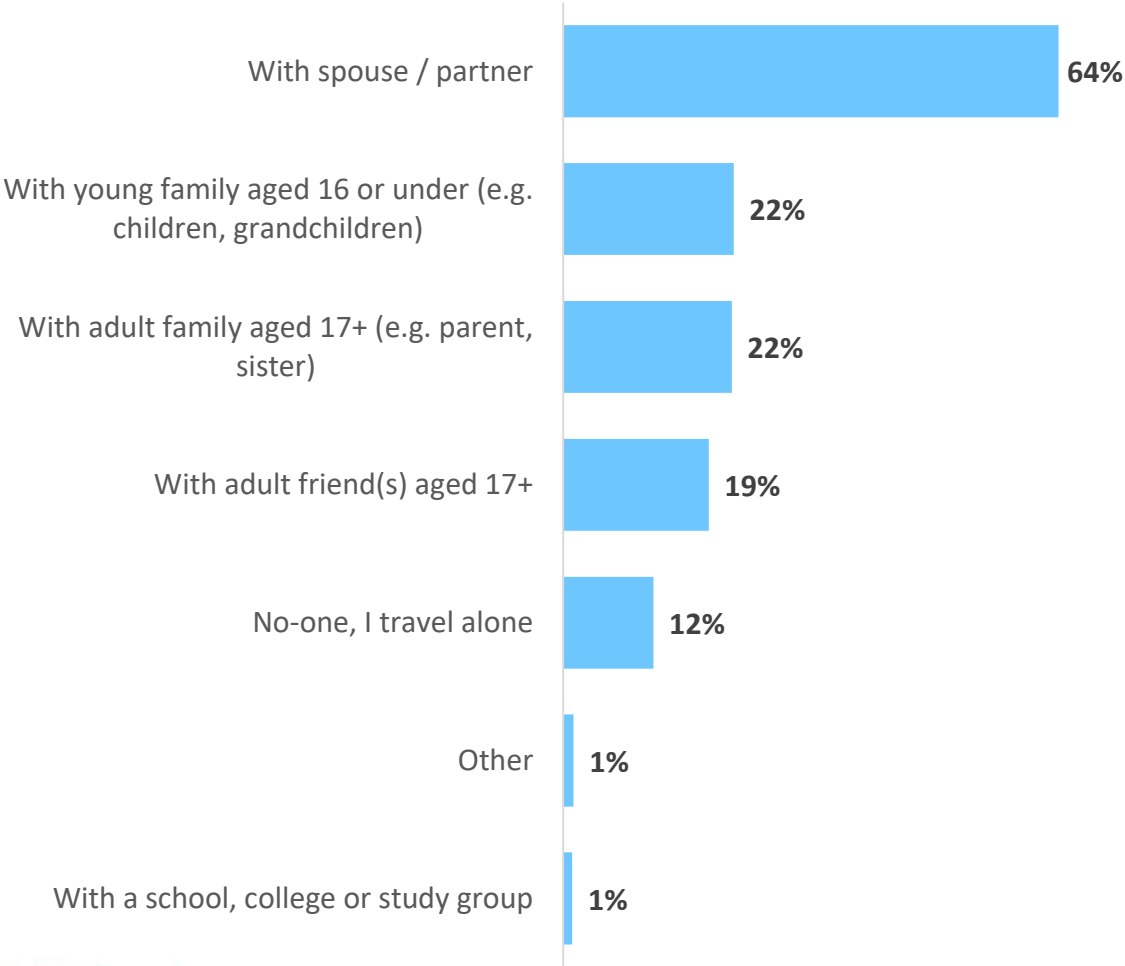


Base: Total Sample (1,200)



# Most people in the UK travel with their Spouse or Partner.

## Travel Companion



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**Q21 TRAVEL COMPANION**  
When you travel abroad for holidays, who do you usually travel with?



Base: Total Sample (1,200)

# Summary & Recommendations



## Summary and Final Thoughts

- Consideration of Finland as a travel destination falls behind other Nordics. Building awareness of Finland and making the destination stand out is needed.
- Without prompting, Finland is associated particularly with lakes, forest, Lapland and winter festivities, however unique associations in other countries are stronger.
- As a market, the UK are particularly keen on city breaks, as well as culture. We already see many positive spontaneous associations around culture, shopping and food in Helsinki amongst those aware, so continue promoting these aspects and pushing city breaks in Helsinki.
- Activity strengths are on Christmas and winter themes, if you are focused on making it an all year round destination, there's more work to be done here, as Christmas is really your strength and UK tourists struggle to understand what else is on offer.
- Given accessibility is more of a barrier compared to places like Denmark, consider comms highlighting ease of travel and low-cost flights, as well as the opportunities for short city breaks in Helsinki





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