

Have a Safe Adventure!

Japanese self-organized travelers in Helsinki.

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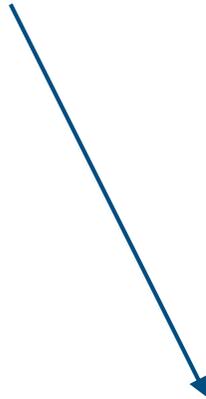
I wish
I was in
Finland.



Quick read

- How to inspire Japanese travelers on a self-organized holiday trip to come to Finland and experience new things.
- We suggest Safe Adventures -concept in marketing to inspire this target group to visit Finland.
- Safe Adventures are travel experiences for people not interested in package tours. (See the following slide.)
- The difference between a package tour traveler and these young, self-organized travelers is that the latter have personal interest to visit Finland. They are often related to stories, such as Moomins or Ruokala Lokki the movie:
 - It is important to emphasize the storytelling in all forms.
- Language skills might be an issue for many:
 - Information and inspiration before the trip is needed in Japanese.
 - Print is king as instructions and maps in Japanese are important on the road as well.
 - Airbnb is not very popular in Japan yet as it requires English skills. It is also considered to have safety issues but Finland might be seen as a safe place to try it for the first time.
- Finland is not necessarily the first European country these people travel to. Experiences from other European countries (or even from a previous trip to Finland) combined with the image of safety encourage them to try self-organized traveling in Finland.
- Sauna is seen as very interesting, as something very Finnish. But this target group feels that it is not for them (yet), because they don't know how to act there. They would need more encouragement and instructions to feel confident enough to visit.
 - In Japan sauna and swimming do not necessarily go together. For many swimming in the natural waters (sea or a lake) is something they have never done before and it is something unique and as exciting as sauna.

SAFE



SAFETY:

- Curated, experience-based suggestions from trusted sources.
- What might happen and what to do then.
- Tried and tested: Blogs are major source of information.
- Finland is already considered as a safe destination.

ADVENTURE



ADVENTURE:

- Not too easy (i.e. not everything in Japanese).
- You get to choose yourself (from curated suggestions).
- You are not tied to schedules (as one would be with a package tour).
- New experiences, not just the typical sights.

Next steps

- Safe adventure - tone of voice
- Webpage to collect up-to-date information
- Blog cooperation to inspire at home
- What to do -handouts to inspire while here
- Instruction for sauna-goers and other specific information
- Give inspiration for the next trip: experience different season, typical Finnish way of life, countryside... Something different and harder to reach!



Target group and field work

Field work: Japanese self-organized travelers in Helsinki

- Target group: Japanese travelers on a self-organized holiday trip, both male and female approx. 20-40 years old, traveling alone or in small groups of 2-4 persons.
- Field work conducted in Japanese in August 2018.
- Target group was reached in Helsinki city center (Senate Square, Railway Station, Esplanade, Suomenlinna Island, Iittala, Marimekko etc.)
- In total 28 short street interviews conducted face-to-face (10min each).

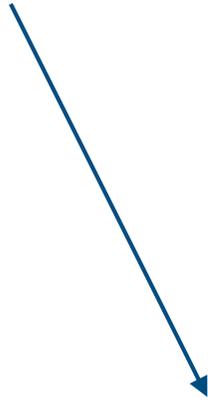
Based on this research we suggest a theme to communicate for this target group in marketing:
Safe Adventure.

What is a Safe Adventure?



Safe Adventures are travel experiences
for people not interested in package tours.

SAFE



SAFETY:

- Curated, experience-based suggestions.
- Narration on what might happen and what to do then.
- Tried and tested: Blogs are major source of information.
- Finland is already considered as a safe destination.

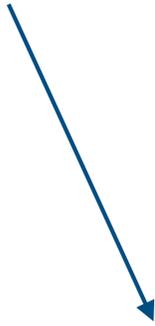
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Information needed before the trip

Before the trip - inspiring in Japanese

Blog: Ayana Kobayashi
<http://suomi-no-okan.seesaa.net>

Visit Finland

Guide books:
• Chikyu-no-Arukikata
• Aruco

Movies and documentaries,
such as
Ruokala Lokki -movie

- It is very important that this information is in Japanese. Photos are great for creating images of different areas of Finland.
- Overall stories and inspiration on what to do in Finland are looked for online and in travel blogs.
- Japanese use and trust travel guide books when traveling. They might not always have up-to-date info and might create problematic situations while traveling.

Why come to Finland and how to book it

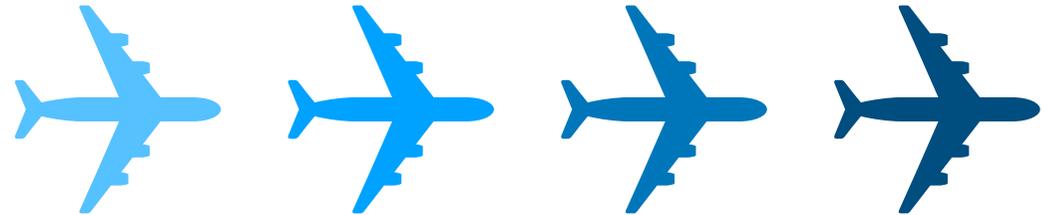
Rakuten- booking Expedia [hotels.com](https://www.hotels.com) [airbnb.com](https://www.airbnb.com)
(not very popular at the moment)

- What is booked in Japan has to be in Japanese to build trust.
- **Airbnb:** It is not very popular in Japan (yet), because people think of safety issues. Also, one has to know English to book accommodation there. Finland is seen as a safe country so people might be ready to try Airbnb in Finland.
- Finland is the closest European country with Finnair. Less than a 10 hour straight flight is seen as a short trip.

Reasons to come to Finland

Finland is not necessarily the first European country these people travel to. Experiences from other European countries (or even from a previous trip to Finland) combined with the image of safety encourage them to try self-organized traveling in Finland.

Reasons to come to Finland

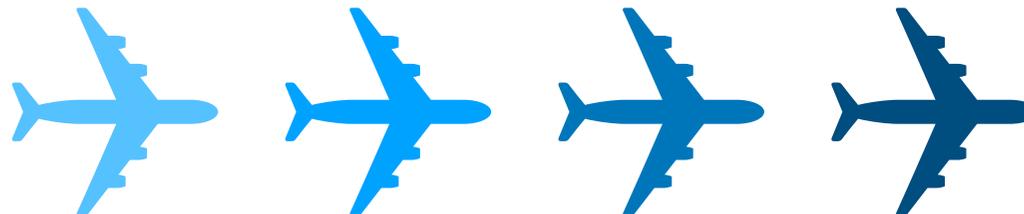


- Safety
- Short travel from Japan: Finland is the closest country in Europe.
- When visiting other European countries (Nordics but also Spain, Portugal...)
- Personal interests: Moomin, design, architecture, nature, Ruokala Lokki.
- Felt similarities between Japanese and Finns.

Interviewer: Why did you choose to come to Finland?
Woman: Hmm, Finland feels safe.
I: Do you think other European countries do not feel safe?
W: Yes... And Finland is the closest to Japan.
I: Is this your first time in Finland?
W: Yes. I watched this movie "Ruokala Lokki" and after that I have had a longing to travel to Finland.

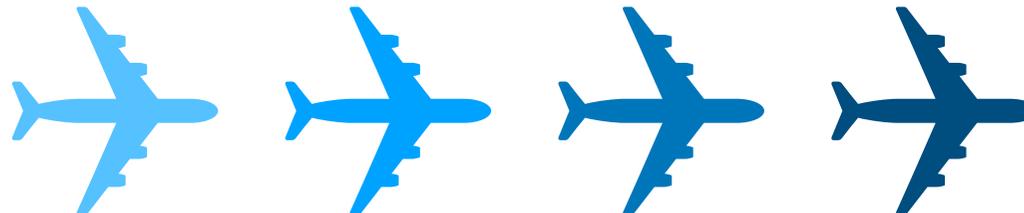
The difference between a package tour traveler and these young, self-organized travelers is that the latter have personal interest to visit Finland.

- Target group has a motive to see and experience something special. It can be sauna, Moomins, design, architecture, or that they have visited Finland years ago and want to visit again. It can be recreating the stories such as Ruokolahti Lokki or Moomins, just to feel the atmosphere.
- These people have very strong, good image of Finland.
- The images of Finland created by entertainment business should be recognized and exploited by Visit Finland in order to create opportunities for travelers to experience these images during their visit.
- For example, in the future, if there is a new movie similar to Ravintola Lokki, it can be expected that Japanese want to visit the places seen in the movie.
- Safety can be experienced in many ways: it can mean that even young women can walk on the street without being harassed; there are clean, functioning public toilet toilets; the streets are kept clean; people passing by stop and help you but do not come too close. It is a sense of familiarity between Finnish and Japanese cultures.



Reasons to come to Finland: What to do.

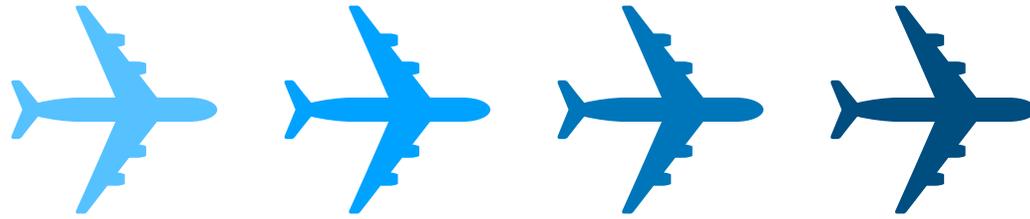
- It is important to emphasize the storytelling in all forms: How to experience the stories you love!
- Storytelling can be:
 - Blogs that create stories with real life experience in them. Blogs should be written by Japanese, in Japanese and be based on real experiences. Maybe Visit Finland can do cooperation projects with suitable Japanese bloggers.
 - Ruokala Lokki and entertainment business build inspirational, fictional experiences of Finland through storytelling that fans want to experience in real life.
 - People are inspired and want to make these experiences real and their own by visiting places that they have seen in these stories.
 - A special manga or other visual story about Finland or specific theme



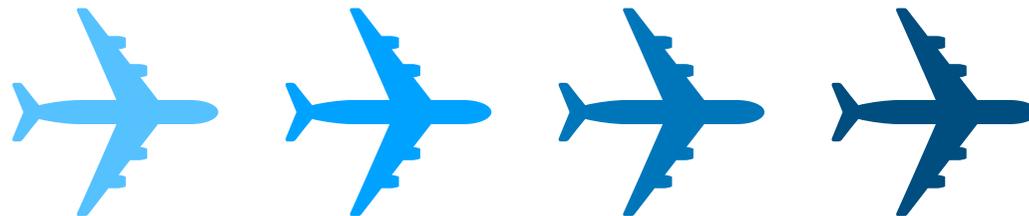
Finland compared to other countries

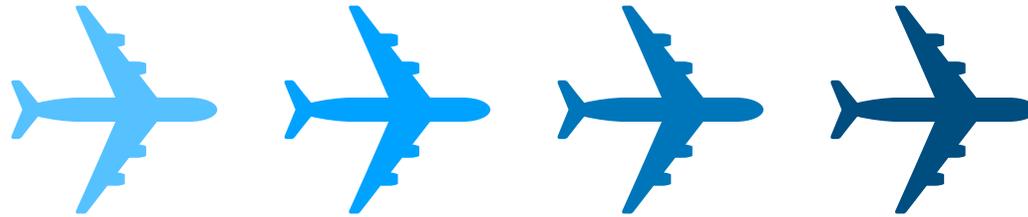
- Many have traveled before in Finland or in Europe.
- It is easier to come to Finland by themselves if they have previous experience in traveling in Europe, even if it was years ago.
- Europe is seen as same cultural circle as Finland, but Finland is the safest country.
- Many visit Tallinn on the same trip rather than other Nordic cities as it is seen as an easy day trip.





Long travel +
short stays = tight
schedule

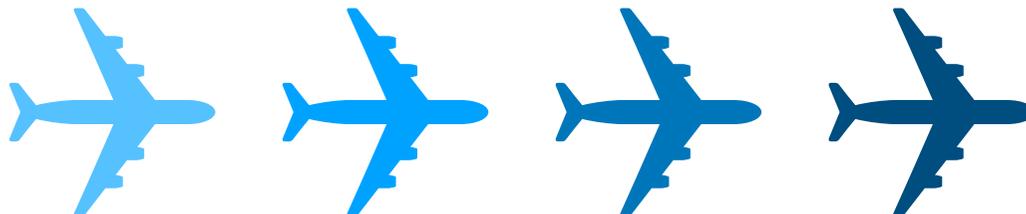




Even a small mistake can create
big disappointments

-

Looking for trusted experiences



How to ensure trusted experiences: Guidance



Moving around in Helsinki

- Walking is the preferred method of exploring Helsinki city, because it allows moving in one's own pace. Besides walking, Japanese travelers had used:
 - Finnair bus from airport to city center.
 - City bike as a quick way to get from one place to another. A new and interesting thing to try.
 - Suomenlinna ferry.
 - Tram is an interesting option, but not all had dared to use it, because buying tickets is considered tricky. Japanese travelers are unsure where to buy tickets and what kind of tickets to buy.
 - Preferring to walk was also a result from the feeling that the use of public transport was difficult.
 - Options to move around the greater city area could be expanded by offering separate bus rides to more remote destinations such as Nuuksio national park or Porkkala, since it is experienced difficult by public transport.
- Don't forget: Tickets and routing information, and guidance.
 - Many travelers have outdated information about where one can buy public transport tickets in Helsinki.
 - Trying to figure out the new system in English on-site feels difficult. Information in Japanese is not expected but instructions with pictures would help when language skills are limited.

We have an acute problem now because we are going to Nuuksio tomorrow, but there is no schedule for the bus. We were thinking of going to the Tourist info to get help.
(Man on his honeymoon, couple)

Apparently I cannot buy a day ticket from the machine. I tried reading instructions, but did not understand the system. What "seutu", which zone? Where can I get with this ticket? Difficult... Ended up buying a day ticket even though this way I paid extra.
(Woman on her honeymoon, couple)

Example of trust: Guidebooks - minor things matter

- Guide books are trusted companions on a trip and offer practical information in Japanese. Guidebooks have maps in Japanese which are a very important method of finding one's way around.
- Print is loved because information is needed in very small portions, step by step.
- The problem is that prints do not get updates.
- Any kind of special occasions, summer schedules, other exceptions can go unmentioned and this might cause disappointments.
- When traveling on a tight schedule, any changes or mistakes in timetables can cause a domino effect. Language barriers cause extra stress in these situations.
- There should be an easy way to check if the information is up-to-date. Many do not even know where they could check these kind of things. Checking the companies' websites is not an option if they only offer information in Finnish and English.
- Visit Finland could help by collecting up-to-date information about sights mentioned in the most popular guidebooks, in Japanese on a website or a handout.



What to do: Blog cooperation

- Because of language issues it is crucial to enable trip planning and inspiration in Japanese.
- Japanese travel blogs are seen as a very important way to gather information about Finland, both before and during travel.
- What is appreciated in blogs is that they give an overall picture of a certain destination, real experiences as well as practical information on how to get there by public transport.
- There should be an easy way to be able to check opening hours, prices etc. for example through links to service websites.
- Ayana Kobayashi's blog was mentioned several times. She no longer updates her blog but there is a wide selection of blog posts that cover different themes and areas of Finland.
- Since this blog no longer updates there seems to be missing a blog in Japanese that would present travel experiences in Finland.

Suomiのおかの湖畔会議
極北フィンランドで、関西人らしく笑って暮らそう！

<< 2017年05月 >> TOP / Koli-コリ
2014年07月13日 Haku 検索

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Tervetuloa ようこそ!

意外な場所で初ブルーベリー&CasaBRUTUS北欧特集号のお知らせ

今年冬があまり寒くならず、夏は夏ですと低温が続いたので、あまりブルーベリーの豊作は期待されない...という、しょぼんな情報が出回っています。確かに去年はもう今頃には森に行けばかなりたくさん熟れたベリーが見られたものですが、今年はまだ緑色の小さな実が点々としているところがほとんど。ちなみにブルーベリーも基本的には国土の南部から徐々に「収穫前線」が上がってくるので、先日ラジオだったかで聞いた情報では、ようやくヘルシンキなど南部では熟したベリーが森で見られるようになってきた、とのこと。

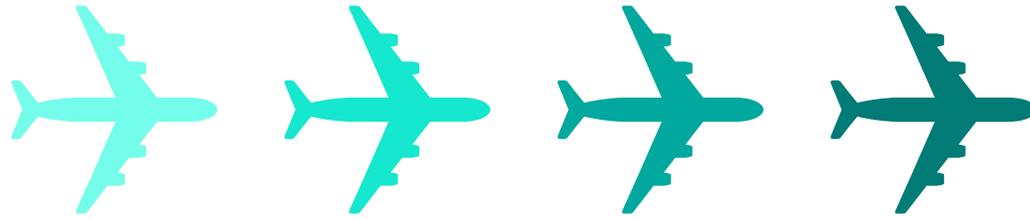
Suomiのおかん こと
こばやしあやなが
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フィンランドにて執筆や撮影のお仕事を承っております。
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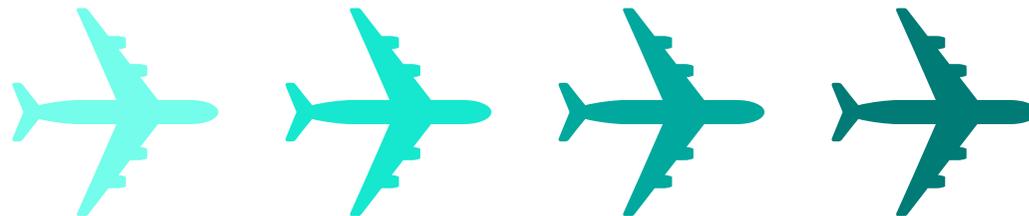
HPをご覧になられたうえで、下記メールアドレスまでご連絡ください(一般の方も、私がかになれそうなことがあれば気軽にメッセージをどうぞ!)

お知らせ(73)
出国前のばたばた(Suomi)で出会ったSuomiで見つめるSuomiでお買い物Suomiで考えごとSuomix歳時記(1: Suomix生活必需品 Suomix生きもの(Suomix教育(4) Suomix社会福祉(Suomixアート(2: Suomix音楽(84) Suomix文学(7) Suomix信仰(2) Suomixごはん(5: Suomixミステリ- Suomi事件簿(13) 大学院生活(101) わが家(107) フィン語彙関記(2: おかのイチオシオーロラ(15) Espoo-エスポー(3) Hanko-ハンコ(1) Helsinki-ヘルシン Hämeenlinna ハ 士(2) Iisalmi-イイサルミ Iittala-イッタラ

Screenshot from Ayana Kobayashi's blog
http://suomi-no-okan.seesaa.net



Tight schedule needs
quality time



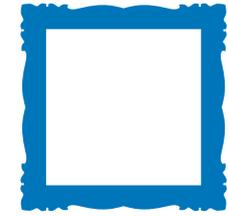
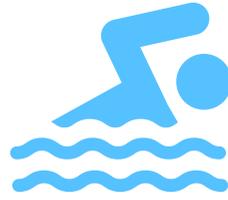
ARABIA
1873

Sat
10.00 - 17.00

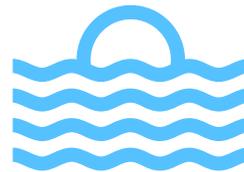


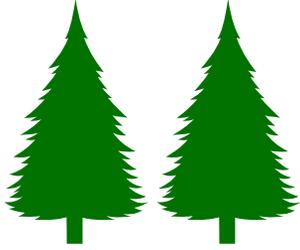
Visit Finland

kenno
ethnographic consulting

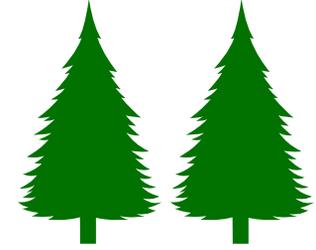


Themes: What to do in Finland





Theme: Nature



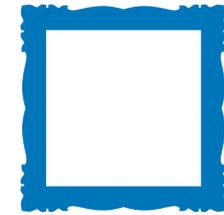
- Places to visit: National parks Koli and Nuuksio
 - What is expected: silence, solitude (it's best to go to Nuuksio in the morning), forest and lakes.
 - Where to look for information: Japanese blogs, Helsinki info, Visit Finland website. Some had a wish to get close to nature but hadn't found any information about it.
 - Problems encountered: Fear of getting lost in the forest, difficulties with finding the way with public transport. Finding inspiration and information about destinations.
 - What is needed: Easy access solitary experiences with forest and the feeling of safety. Materials such as info leaflets about day trips to forest, also other, more quiet places such as Porkkala. Glamping (glamour camping) is popular in Japan and it is expected in here, too. It gives the feeling of safety.
- Don't forget: Parks and recreation in Helsinki
 - Well-kept parks including Kaivopuisto and Sibelius parks with cafes and activities for children
 - Walking close to the sea in a park is already a nature experience for many.

Yesterday we went to Nuuksio. It was very nice, especially that it was so quiet. It's like the forest absorbs all the noises... it was a very unique feeling.
(Woman)

Koli national park had amazing nature! And the people, they were very kind. Also, it was not as noisy as it is here in Helsinki, which was nice. There were not that many people there... Just a great nature and very pleasant stay.
(Woman on her honeymoon)



Theme: Culture



- Places to visit: Fiskars, Moomin museum (Tampere), Moomin world (Naantali), Alvar Aalto studio&home, Porvoo, Suomenlinna, Helsinki city museum (for children), HAM, Tempeliahaukio church, Tuomiokirkko church.
 - What is expected: For some, Moomins are the highlight of the trip and they want to be seen in many forms. Alvar Aalto and Scandinavian design is inspirational for many. Fiskars and Porvoo are seen as nice day trips from Helsinki if one wants to see something else and compete with each other.
 - Where to look for information: Japanese blogs write about Fiskars and how to get there, guide books don't. Fiskars also has a Japanese language website. Moomin destinations are found in guide books.
 - Problems encountered: Day trips to mentioned destinations outside of Helsinki are not always easy to access with limited language skills.
 - What is needed: Inspirational stories about interesting places as well as clear instructions on how to get there. Information on Japanese on the museum/ site websites. There could be some sights related to Moomin culture in Helsinki as well.
- Don't forget: Tallinn!
 - Tallinn is compared to Porvoo as it is easy to access on a day trip. Both are seen different to Helsinki in architecture and history. Compared to Stockholm Tallinn is easier.

Oh, we talked that we would like to go to a local concert, a heavy metal concert. I heard that Finns listen to heavy metal music while sitting on chairs with their arms crossed.
[laughter] That's what we want to experience with locals. I wonder where I could find information about these kind of gigs.
(Middle-aged woman, traveling with husband and young adult son)

Today we visited Aalto home&studio. very nice. It had something Japanese in it, it felt like home to me. The size of the house as well is Japanese, not very large home, just like ours. The rooms are small, too.
(Couple, 40+)



Theme: Food



- Places to visit: Lokki restaurant, Cafe Ursula, Marimekko outlet's restaurant Maritori.
 - What is expected: Many have watched the movie Ruokala Lokki and want to visit locations from the movie: Lokki restaurant and Cafe Ursula. Food expectations (not necessarily connected with the movie) include salmon, reindeer and cinnamon buns, as well as fresh berries. Any "traditional Finnish food".
 - Where to look for information: Inspiration came from the movie. Opening times etc. are checked from a guidebook.
 - Problems encountered: Opening times, menus etc. are rarely in Japanese on restaurants' websites, so one has to rely on guidebook which might not have up to date information.
 - What is needed: Website or a leaflet that gathers info about restaurants, including: traditional Finnish foods with Finnish, English and Japanese names; recommendations of restaurants and what to eat there; as well as info about how to get there and their opening hours. Some might be interested in possibility to pick berries themselves on an arranged trip.
- Don't forget: Bread culture!
 - Bread is everywhere in Finland and it might not be that familiar for Japanese. It has great potential for branding!

I visited the restaurant from the movie Ruokala Lokki, it's a nice place. There was this very nice Japanese waitress and the atmosphere is great, it's a very peculiar place. The restaurant has changed a little bit but it still looks the same as in the movie.
(Young woman)

Before I came to Finland I dreamed about tasting a cinnamon bun while here. But the bun is so large I can't eat the whole of it! Instead, I found croissants and they are delicious.
(Woman with a 3 y.o. child)



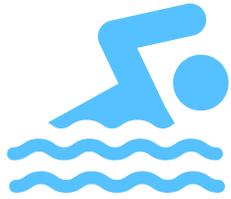
Theme: Shopping



- Places to visit: Marimekko (outlet), Iittala, Kauniste, vintage shops, small designer shops, Hietalahti flea market, Artek.
 - What is expected: Good selection in design products, tax free possibility gives a good discount compared to prices in Japan. Small gifts to bring back as souvenirs for friends and family. Often a lot of them is needed so they have to be light, small and inexpensive. Small Finnish handicrafts from Taito Shop as well as bigger ones like Iittala are both recognized for this purpose.
 - Where to look for information: Guide books (it says that you should go to the Marimekko outlet in the morning for the best selection), blogs for vintage shopping.
 - Problems encountered: If shopping is not the main goal for the trip, where to find inspiration for souvenirs? Also, shops close early on the weekend.
 - What is needed: Inspirational guides with tips for easy souvenir shopping.
 - Observation: Service culture is very different in Finland and in Japan. In Finland customer has a more active role (i.e. after lunch it is okay for customer to take the coffee independently). This might need a little encouragement for travelers who are not used to this.
- Don't forget: Supermarkets
 - Good places for souvenirs like Moomin tea, chocolate, and local food specialities.
 - Difficult to find products with guidance only in Finnish and with no personnel.

We visited Marimekko outlet and now we came here to the Iittala store. Day before yesterday we visited Hietalahti flea market. It was a rainy day so it wasn't that great. We just walked around it several times and did window shopping. (Woman, traveling as a couple)

Marimekko is very popular with Japanese... Well, I have to visit once.



Theme: Sauna



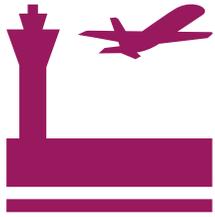
- Places to visit: Löyly, Yrjönkatu swimming hall, Naantali spa.
 - What is expected: Finnish sauna is trendy at the moment, not like Japanese sauna that is seen old-fashioned. Yrjönkatu swimming hall is seen on the movie Ruokala Lokki. Finnish sauna is good feeling, you get on a good mood there. Swimming in natural water is something special.
 - Where to look for information: Blogs, establishment websites.
 - Problems encountered: Sauna is seen as very interesting, as something very Finnish. But they feel it is not for them (yet), because they don't know how to act there. They would need more encouragement and instructions to feel confident enough to visit.
 - What is needed: More information on how to act in sauna: if you need swimsuit or not, do you go swimming, what to take with you etc.
 - Salary men was planned as a target group for the sauna campaign. There were some businessmen on a business trip to Finland who were looking for something easy to do while here. Sauna is not very easy to do at the moment but there is potential interest.
- Don't forget: Finnish sauna culture with swimming in natural water is a unique experience!
 - In Japan sauna and swimming do not necessarily go together. For many swimming in the natural waters (sea or a lake) is something they have never done before and it is something unique and as exciting as sauna.
 - Finnish sauna culture is much more of an experience than Japanese sauna that is often only briefly visited.

I think it's very unusual that you're supposed to go to sauna and swimming pool at the same visit.
(Young woman)

We still have one week left and we want to go to sauna at the Yrjönkatu swimming pool, it was in the movie Ruokala Lokki... I checked the opening hours online and it's open on Tuesdays and Thursdays so I asked my family if they want to go.

(Middle-aged woman, traveling with husband and young adult son)





Revisiting

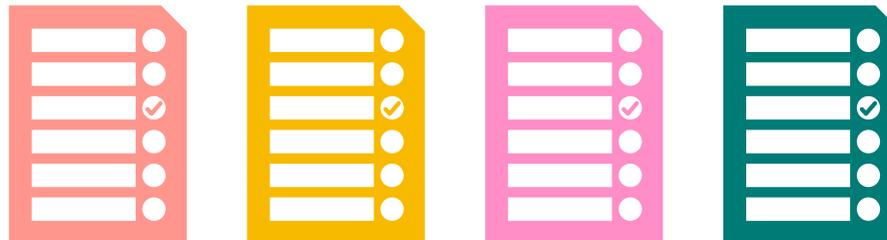
- Vast majority of informants would happily come back to Finland. On the next visit travelers hope to experience more than the first time.
 - Because of prior experience, revisiting travelers know what to expect and hence feel certain that they can manage traveling in Finland. They are ready to explore.
 - New experiences: Revisiting travelers hope to get off the beaten track by experiencing things that all Japanese tourists do not come across in Finland.
 - Out of Helsinki: Many travelers come to Helsinki on their first trip to Finland. During the second trip they want to visit other cities as well and get closer to nature.
- Don't forget leaving travelers!
 - Travelers need information and inspiration before, during and after their trip to Finland. Do not hesitate to include more than the main attractions in the information flyer (or something similar) to establish, that there is more to see, and enough to last for another trip to Finland.
 - For example, if they visited in the summer, next time they might want to come in the winter.

Next time we would like to travel north to see the northern lights. We are interested in them and looked for trips to Lapland online. We could only find full packages with flights and other activities included. They were very expensive. There aren't any small packages from Helsinki to Lapland that we could have added to this trip.
(Woman 25)

We would definitely come back. Next time we want to experience the great Finnish nature and sauna!
(Young couple)

What to do -handouts

- Airport is too soon to get organized for activities: Japanese want to go to hotel and freshen up and then start planning.
- Japanese love and still use a lot of print material. Although internet / mobile is also used, it seems that print is more convenient as well as trusted. Downloadable pdf-handouts could work as well.
- We suggest that on Visit Finland website there should be downloadable handouts for self-organized travelers.
- These handouts would each introduce a destination or activity with introductions on when to go, how to get there, how to enjoy said activity or destination, and how to prepare for it.
- One could search for a theme such as "nature" or "sauna", or with other perimeters such as "day trip from Helsinki", "suitable with children".



Important

- Safe adventure - tone of voice
- Webpage to collect up-to-date information
- Blog cooperation to inspire at home
- What to do -handouts to inspire while here
- Instruction for sauna-goers and other specific information
- Give inspiration for the next trip: experience different season, typical Finnish way of life, countryside... Something different and harder to reach!





Thank you!



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Profiles

Young couple on their honeymoon, 7 days in Finland. Woman has been once before to Finland, man once to Norway. Previous experience helps them find their way around.

- **Trip goals:** Nature, food.
- **Achievements:** Trip to Koli, tasting reindeer meat.
- **Problems: Finding info.** They want to go to Nuuksio but can't find bus timetable. They thought they would ask the tourist info but it has moved and they don't know where. Also, buying HSL tickets.
- **Special:** They tried city bikes and liked them.

For me, Finland and Norway are on the same level, they are both equally good countries.
(Man)

I like Finland because it has lush nature and people are very kind. They are very friendly for tourists.
Woman

Daughter 25 y.o. and mother 55 y.o. Fukuoka-Helsinki-Bergen-Stockholm, just arrived from Stockholm by boat to Helsinki to spend one week. Chose to fly to Helsinki because it is a short flight.

- **Trip goals:** Shopping at Marimekko, trip to Suomenlinna and Finnish food.
- **Achievements:** Just arrived, cruise from Stockholm to Helsinki was nice.
- **Problems:** The plane from Helsinki to Bergen was delayed for 7 hours which made these ladies with tight schedule miss their time in Bergen.
- **Special:** Cinnamon bun (korvapuusti) is too big and sweet, but bread made a good impression!

Besides some signs, there is nothing in English in supermarkets. It's hard to know which milk to choose when there are ten different milks on the shelf.
Woman

I didn't take bread seriously in the beginning, but we tried different breads here and we noticed that they are very good!
Woman

Young mother and 3 y.o. child, 10 days in Helsinki while husband is here on business.

- **Trip goals:** What to do with children. Visiting the Ruokala Lokki cafe (Cafe Ursula).
- **Achievements:** Enjoying Helsinki's parks with the child, Helsinki city museum is great for kids.
- **Problems:** Usually the public toilets in Helsinki are in very good condition but the one in Sibelius park was disastrous. She had to visit that one with her child.
- **Special:** It's a nice surprise that you can take stroller to the public transport for free.

Japanese strollers are very light - they would break on these cobblestones. It would be very useful for Japanese travelers to be able to rent strollers from the airport. It's easy to go around with kids when you have a stroller.

I took my child to a park every day so I visited several parks in Helsinki. Kaivopuisto park was very nice, the cafe from the movie Ruokala Lokki where those women were sitting on the terrace dressed nicely, was next to it. There are places to play for children as well.

Mother 65 y.o. and daughter 40 y.o. from Osaka, took a flight via Frankfurt. Visited Finland 10 years ago and wanted to come again now.

- **Trip goals:** Visited all the main sights last time they were here so this time they enjoy the trip with no timetables. Shopping.
- **Achievements:** Visited Temppeliaukio church they missed last time. They have been enjoying the summery weather.
- **Problems:** Nothing, Finland feels very safe.
- **Special:** Tram is a very nice way to move around Helsinki!

There is English guidance everywhere, we had no problems with that. Of course the things in Finland are Finnish style and we have to get used to it, that's what traveling is.

Young couple around 30 y.o. Took a flight via Doha to Stockholm because it was the cheapest option. Also visited Norway for the famous fjords. 3 nights in Helsinki. Budget traveling.

- **Trip goals:** Shopping - Marimekko and design.
- **Achievements:** Visiting Suomenlinna because it is Unesco World Heritage. There was Japanese guidance there which was nice.
- **Problems:** Public transport is difficult to understand, especially the maps and directions.
- **Special:** There are surprisingly lot of people in Helsinki!

It is very hard to use the public transport. We read the instructions but still... We meant to buy the Helsinki Card but ended up buying 3 day tickets. That's why we couldn't afford to go to a museum.

2 young women age 25-30. 8 days in Finland. Moomin-fans visiting only Finland. Only short time in Helsinki.

- **Trip goals:** Moomin in many forms.
- **Achievements:** Visiting the Moomin World in Naantali.
- **Problems:** It was really hard to find the way to Naantali with public transport (train and bus). Announcements on the bus were poor quality and hard to understand.
- **Special:** Staying in an Airbnb, although safety was something they thought about beforehand.

Beforehand, we read blogs of those who have traveled in Finland. But a lot of information like timetables or points of origin have changed since those were written.... The same problem with guide books, those renew themselves every 3-4 years so I'm not surprised things have changed... Visit Finland webpages were only in Finnish and English, it was hard to understand...

A young woman, solo-traveler. Came to Finland because of her love of Moomin.

- **Trip goals:** To see and shop Moomin.
- **Achievements:** Finland feels safe for solo woman traveler.
- **Problems:** Not enough information in English. For example restaurant menus or public transport info.
- **Special:** Package tour would have been too expensive. Instead, studied information about traveling in Finland until she felt she was ready to come here by herself.

I read magazines, Aruco guide book and Expedia website and made the booking once I felt ready.

Young couple traveling in Europe. Only 3 days in Finland. Interested in Finnish nature, economy and culture.

- **Trip goals:** To experience Europe.
- **Achievements:** Chose Helsinki because of the short, direct flight.
- **Problems:** Unsure whether to buy the Helsinki Card or not. Unclear if one can use a regular ticket to Suomenlinna.
- **Special:** In Finland customers get what they pay for, never more or less. This way one always know what he or she is going to get.

I am interested in glamping [glamorous camping]. I do not see myself carrying a tent and cooking equipment, but I would like to experience it in an easy way.

Japanese woman who studies in the US. Came for one week to visit a Japanese friend who lives in Finland.

- **Trip goals:** To walk around Helsinki and enjoy the city.
- **Achievements:** Lovely visits to Suomenlinna, Korkeasaari and Ruokala Lokki.
- **Problems:** Need of more information in English. Especially information on public transport.
- **Special:** Would like to taste more traditional Finnish food and see the country side.

There are not proper brochures [about available activities]. I think there could be more of them to read and get information.

A 40+ couple who came to Finland because it is the closest European country. Visiting for 6 days and during that time also going to Tallinn.

- **Trip goals:** Interested in design. Would like to also experience the Finnish forests and lakes.
- **Achievements:** A lot of program: The Aalto House, Marimekko outlet and lunch restaurant, Fiskars, Porvoo, Tampere, Turku.
- **Problems:** Prefer to do day trips because do not want to move around with luggage. For this reason, cannot do all trips they would have liked.
- **Special:** Would not revisit places like Marimekko outlet, which attract a lot of Japanese tourists.

Looked at websites related to Finland and came across a blog about Fiskars. That is how I got interested, and started to look for information about it. There is not a lot of information on Fiskars in travel guide books.

Two women in their thirties are on a 10-day trip Narita-Copenhagen-Helsinki-Stockholm-Oslo-Narita.

- **Trip goals:** Interested in vintage and second hand finds, and just walking around wondering at things. Not interested in organized trips and activities this time.
- **Achievements:** Came across Löyly while reading a blog.
- **Problems:** Would like to have more information about Finland outside of Helsinki.
- **Special:** Got most of their information about traveling in Finland from blogs.

Right away after landing everything felt like Kawaii [cute, pleasant]. There's design and nature all around: Aalto, plants and animals. They seem very soft, not too sharp.

Parents 45 y.o. and a son 18 y.o. The father has been to Finland before and is only visiting for 1 week now. The rest of the family is staying 2 weeks.

- **Trip goals:** The father had so much fun last time (2017) with friends, that wanted to come again with his family.
- **Achievements:** Finland feels very safe. One can safely walk outside alone even at night time. People are really nice and friendly, ready to help.
- **Problems:** Buying public transport tickets from the machine is not easy. Cannot find language selection and instead have to operate in Finnish.
- **Special:** Particularly impressed by Tove Jansson exhibition in HAM, and happy that they had information about the exhibition also in Japanese.

I'm not so much interested in trips and activities this time because we have a lot to do already. I even had to run to the bus station. I want to relax also. I don't want too much program.
(Father)

Two women in their twenties traveling in Helsinki for 5 days because they have been inspired by the movie Ruokala Lokki.

- **Trip goals:** The girls want to visit Café Ursula and experience the Helsinki of Ruokala Lokki movie.
- **Achievements:** They booked a day tour in Helsinki and learned how to use the tram. In addition to Helsinki, the girls have taken the bus to Porvoo.
- **Problems:** Not a problem, but would hope there were more organized day trips from Helsinki to the surrounding area.
- **Special:** Helsinki feels safe and not too busy, which is very relaxing.

This is our first time in Europe. Finland is the closest European country for us. We flew in from Narita.

(woman 22)

A 25 y.o. woman who has been to Finland once before and a 40 y.o. woman who has always wanted to come to Finland.

- **Trip goals:** They are interested in Scandinavian design and want to visit designer stores.
- **Achievements:** Wanted to come to Finland again, because the previous trip was so nice. This time the experience has been even nicer, because weather has been very sunny.
- **Problems:** On weekends the stores should have longer opening hours.
- **Special:** There are not many organized trips in Helsinki and the surrounding area. However, it is not really a problem for these ladies, because they already have a lot planned.

We read our guide book together and decide what we want to do.

(woman 25)

A young couple traveling for 9 days in Finland, Sweden, Norway and Denmark. Have been to Scandinavia before but not Finland.

- **Trip goals:** The couple wants to explore on their own without a travel agency organizing the trip for them.
- **Achievements:** Feel that they have been able to plan their trip activities really successfully with the help of blogs they have read beforehand.
- **Problems:** Went to Nuuksio the previous day, which was a very tranquil and nice experience. However, the couple feels that they would have not know where to go there without the information they got from blogs.
- **Special:** The air in Nuuksio feels different from the air in Japanese forests.

Why did you want to come back to Scandinavia?
(interviewer)

I am a little bit shy and...
It is so safe here that even I can explore safely, and have a safe adventure.

(man 27)

20-25 y.o. sisters traveling together in Finland for 3 days. Staying in an Air BnB, because it was the cheapest option.

- **Trip goals:** They want to do sightseeing, eat Finnish food and go to an amusement park.
- **Achievements:** Went to Moomin Museum in Tampere and visited Porvoo because they read, it is a UNESCO World Heritage Site.
- **Problems:** They did not know they have to buy a VR ticket to Tampere.
- **Special:** Have read the webpage of Visit Finland and found it very helpful in planning their trip.

My sister told me she was going to Finland and I wanted to come along right away.

(man 20)



Thank you!



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