

PORTRAIT OF AMERICAN INTERNATIONAL TRAVELERS™

VISIT FINLAND

December 2019



OBJECTIVE & METHODOLOGY

MMGY Global conducted its second annual national survey of American international travelers to learn about their travel behaviors, including destination preferences, travel spend, preferred communication touch points, sources used during travel planning, motivators for traveling internationally, flight preferences and attitudes toward safety, among other topics.

An online survey was conducted from October 21 through November 2, 2019, and received a total of 2,022 responses. In order to qualify for the survey, respondents had to:

- Have an annual household income of \$100,000 or more
- Have taken at least one vacation outside of North America during the past 12 months
- Expect to take at least one vacation outside of North America during the next 12 months

Included in the survey were questions specifically about Finland as a vacation destination. This report contains the results of those questions and also compares results to select core survey questions based on travelers who are Interested in visiting Finland (n=634) to those who are not interested in visiting Finland (n=1,388).

Significance testing was conducted between these subsets of interest at the 95% confidence level. A statistically significant difference is the likelihood that a relationship between two variables is caused by something other than chance. Testing at the 95% confidence level means that if we were to replicate any of the survey questions 100 times, we would expect the results to vary by no more than 5 points between the two groups 95 of those times. Throughout the report, data in bold indicates a statistically significant difference from the data being compared.

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- There is a general lack of knowledge about Finland. Finland is the least well-known of the Nordic countries. Surprisingly, only half of those interested in visiting Finland indicate they are knowledgeable about the destination, which means that half are interested and don't know much about it. An increased level of awareness and education of Finland as a vacation destination is likely to generate interest and conversion.
- Among those who have visited Finland, three-quarters (73%) are not interested in visiting again in the next three years, perhaps suggesting that they feel they have seen all there is to see. It could also be that travelers tend to want to visit somewhere new when traveling internationally. Among those who have visited Finland, the most commonly mentioned barrier to visiting again is that they would rather visit other destinations first. This traveler behavior is not one that can necessarily be changed; however, informing travelers of all there is to see and do in Finland could cause them to stay longer or come back again sooner. As one respondent said, their motivation for vacationing to Finland is that "a return trip would allow us to focus on specific activities."
- Experiencing nature is a priority for travelers interested in visiting Finland. Not only is visiting natural attractions the top activity of interest among Finland prospects when traveling internationally, but experiencing nature is the primary motivator for visiting Finland. Ensure marketing materials highlight the natural elements of Finland to make the destination more appealing to the Finland prospect.
- More so than those not interested in visiting Finland, those interested in visiting prefer to visit multiple destinations on an international vacation. This substantiates the finding that the most popular way to visit Finland would appear to be as part of a Nordic multi-destination tour. It is recommended to have strong relationships with tour operators as well as other Nordic tourist boards to cross-promote and educate travelers on the different activities available in the destination.



- Experiencing off-the-beaten-path destinations is important to Finland prospects – more so than to those not interested in visiting. Fortunately, nearly 9 in 10 of those interested in visiting Finland associate Finland with being an undiscovered destination, therefore it would be acceptable for Finland to use this in messaging strategy.
- Additionally, prospective Finland travelers find local experiences to be a top activity of interest when traveling internationally in general, and experiencing the local Finland lifestyle is a primary motivator to visiting Finland. Therefore, offering curated guided tours focused on local experiences that can't be found anywhere else is a good way to attract this traveler. A specific example would be food tours. Nine in 10 travelers interested in visiting Finland are interested in authentic food eaten by locals, and it's important to note that 80% of all travelers associate Finland with culinary experiences and local delicacies.
- From a sustainability perspective, travelers' expectations of travel service providers are evolving, particularly among younger generations. Half of travelers interested in visiting Finland agree that their perception of a travel service provider's focus on sustainability and environmental considerations impacts their decision to purchase from that provider. It's important to recognize this shift in traveler behavior and explore ways to meet these evolving expectations.

FINLAND-SPECIFIC QUESTIONS

Interest in Visiting Finland/Past Visitation to Finland

- Thirty-one percent of American international travelers are interested in visiting Finland on vacation during the next three years.
- Interest is relatively similar across Millennial, Gen X and Boomer generations; therefore, vacationing in Finland appeals to a range of ages. However, significantly more Millennials (37%) than Gen Xers (32%) and Boomers (30%) have visited in the past.
- About the same percentage of respondents have visited Finland (33%) as are interested in visiting (31%) in the next three years. This is due to only 27% of past visitors being interested in visiting again in the near future. When asked potential barriers to visiting Finland, this group is most likely to say that they would rather visit other destinations, the destination is too expensive or the flight is too expensive.
- Interest in visiting Nordic countries is fairly similar, with roughly 3 in 10 being interested in visiting Sweden (33%), Norway (32%), Finland (31%), Iceland (30%) and Denmark (29%).
- More than half of those interested in visiting Finland are female (56%), three-quarters are married (74%) and 57% do not have children under 18 living at home.
- The regions with the largest percentage of travelers interested in visiting Finland are the South (23%), Middle Atlantic (19%) and Pacific regions (18%).

FINLAND-SPECIFIC QUESTIONS

Knowledge of Nordic Countries/Finland

- Respondents were asked to describe what sets Finland apart from other destinations in their consideration set. The most mentioned responses were Finland's beauty, culture, people and uniqueness.
- Among all of the Nordic countries measured, Finland is the least well-known. Forty-six percent (46%) of travelers indicate that they know a fair amount or a great deal about Finland, while more than 5 in 10 indicate they are knowledgeable about Sweden (56%), Denmark (55%), Norway (55%) and Iceland (55%).
- It is interesting to note that only half (51%) of those interested in visiting would say they are knowledgeable about the destination.
- Travelers most associate Finland with natural wonders (77%), a variety of winter activities (64%), being less crowded than other destinations (63%) and an undiscovered destination (57%).
- More travelers strongly associate unique accommodation options with Finland (48%) than affordable (39%) or luxury accommodations (37%).
- More than half of those interested in visiting Finland are female (56%), three-quarters are married (74%) and 57% do not have children under 18 living at home. The regions with the largest percentage of travelers interested in visiting Finland are the South (23%), Middle Atlantic (19%) and Pacific regions (18%).

FINLAND-SPECIFIC QUESTIONS

Vacationing in Finland

- The primary motivation to visiting Finland is experiencing nature (65%) and experiencing the local lifestyle (62%).
- Travelers were asked their level of interest in a variety of Finland vacation options. Travelers are most interested in experiencing the attractions in Helsinki (92%). Visiting Finland’s archipelago (84%) and visiting Lapland (80%) also garner great interest. Seven in 10 express interest in vacationing in a summer house by the lake with a private sauna (70%).
- There is not just one way to visit Finland, though the most common ways would appear to be as part of a Nordic multi-destination tour (32%) or visiting Finland as a stand-alone destination (26%). About the same percentage of travelers indicate they would visit as part of a cruise (15%), as a stopover destination (14%) or as part of a multi-destination tour that is not a Nordic tour (13%).
- When making plans to visit Finland, most respondents would plan and book the vacation themselves (44%). Two in 10 indicate they would use a tour operator for some parts of their trip (22%).

INTERESTED VS. NOT INTERESTED IN VISITING FINLAND TRAVEL BEHAVIORS & ACTIVITIES

Travelers interested in visiting Finland spend more on each vacation than those not interested in visiting Finland.

- On average, travelers interested in visiting Finland took roughly the same number of vacations as those not interested in visiting Finland (1.95 and 2.22, respectively); however, they spent about \$600 more per vacation than those not interested in visiting.

Travelers interested in visiting Finland are seeking new experiences when traveling internationally.

- The top three travel motivators for those interested in visiting Finland are experiencing new cultures (95%), exploration/adventure (90%) and experiencing new cuisines (88%). Significantly more travelers interested in visiting Finland than those not interested are motivated to travel internationally by these three experiences.
- Significantly more travelers interested in visiting Finland find experiencing off-the-beaten-path destinations a motivation to travel (82%) than those not interested in visiting (75%).

Experiencing nature is a priority for travelers interested in visiting Finland.

- Eighty-four percent of travelers interested in visiting Finland are motivated to travel by experiencing nature, significantly more than those not interested in visiting (78%).
- Natural attractions are the top activities of interest among Finland prospects—84% are interested in this type of activity while traveling internationally, compared to just 71% of those not interested in visiting.

INTERESTED VS. NOT INTERESTED IN VISITING FINLAND TRAVEL BEHAVIORS & ACTIVITIES

Travelers interested in visiting Finland want to be immersed in the culture of the destination they're visiting.

- More than 9 in 10 (95%) travelers interested in visiting Finland are motivated to travel to experience new cultures.
- Nine in 10 (89%) travelers interested in visiting Finland find local experiences that they can discover themselves desirable when traveling internationally, which is significantly more than those not interested in visiting Finland (82%).
- Significantly more travelers interested in visiting Finland than those who aren't are interested in seeking out authentic food eaten by locals when traveling (91% vs. 84%, respectively).
- The most cited attractions of interest when on an international vacation among those interested in visiting Finland are natural attractions (84%) and historic/cultural sites/World Heritage sites (84%), both of which are significantly higher percentages than those not interested in visiting (natural attractions: 71%, historic/cultural sites/World Heritage sites: 70%).

Significantly more travelers interested in visiting Finland are interested in taking a cruise in the next two years.

- More travelers interested in visiting Finland are interested in taking a river cruise (81%) than an expedition cruise (75%) or a big ship cruise (72%).

INTERESTED VS. NOT INTERESTED IN VISITING FINLAND VACATION PLANNING: INFORMATION SOURCES

Travel review websites are a top source used for planning international travel, both before and during a vacation.

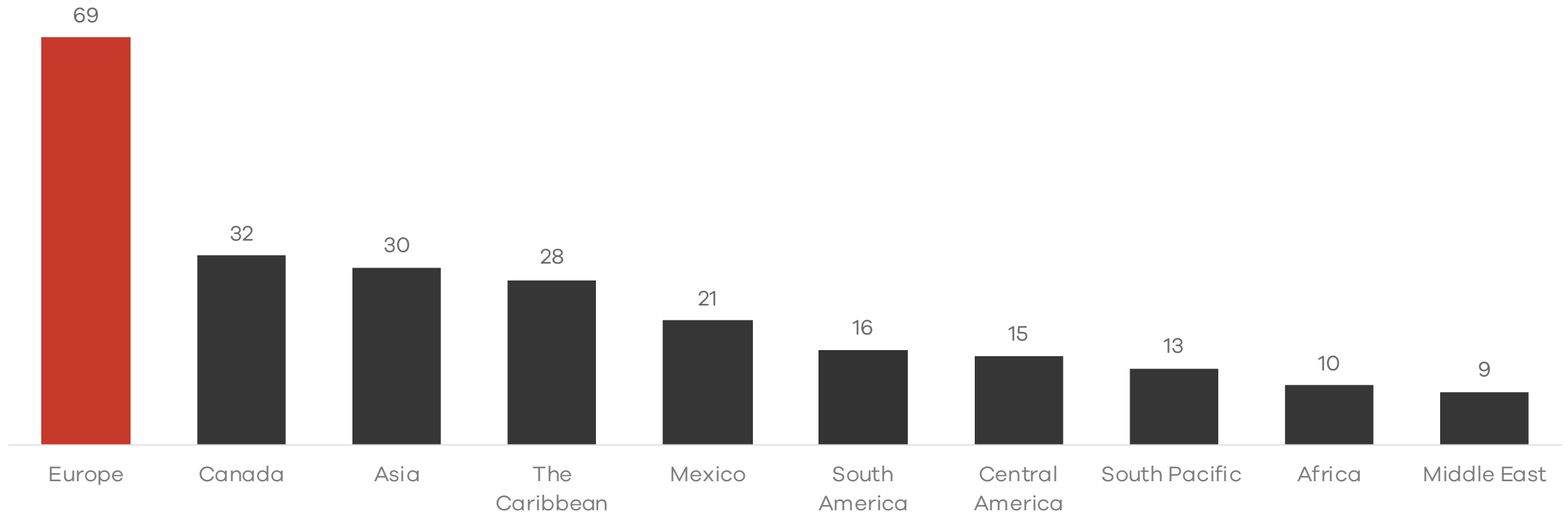
- When planning international travel, travel review websites are the top source of information considered by travelers interested in visiting Finland (60%), followed by search engine results (54%) and destination websites (53%).
- Travel review websites are the most influential source when deciding things to do while in an international destination among those interested in visiting Finland (56%), which is significantly more than those not interested in visiting (51%).
- The most frequently used websites to obtain travel information among those interested in visiting Finland are TripAdvisor (59%), Expedia (46%), a specific hotel brand website (43%) and a specific airline brand website (41%).

The majority of travelers interested in visiting Finland plan their international vacations less than six months ahead of time (66%).

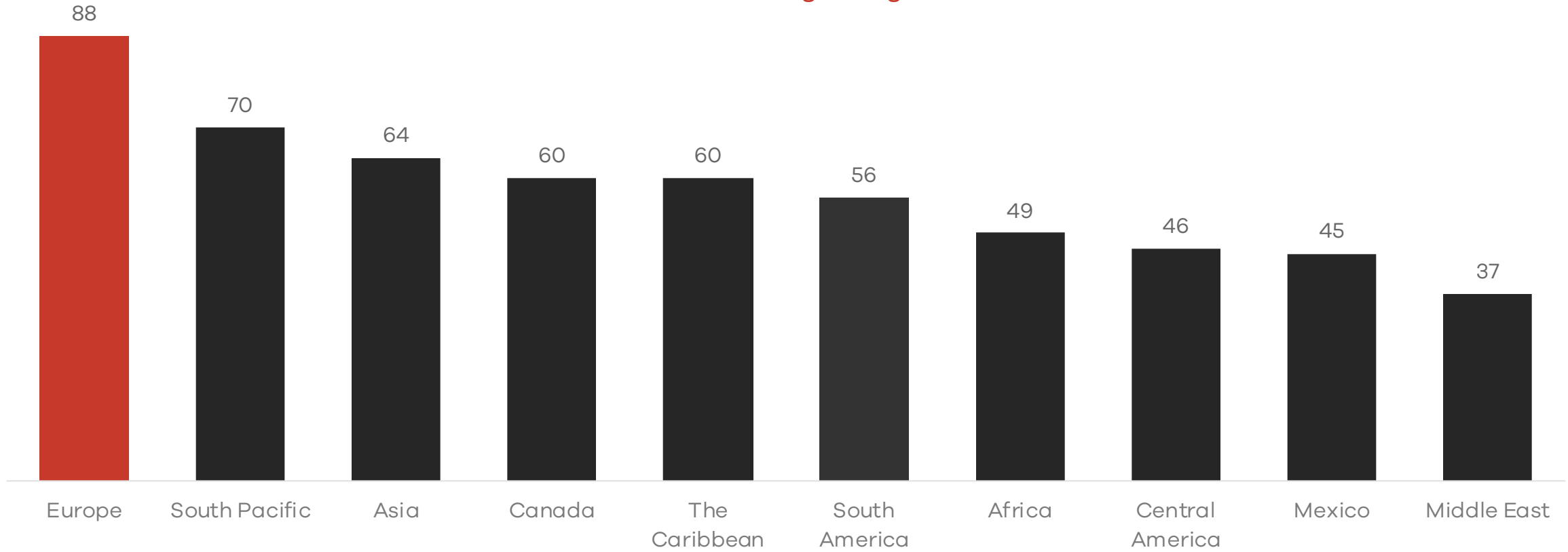
- 22% plan less than three months out, and 43% plan three to six months ahead of time.

INTEREST IN VISITING FINLAND/PAST VISITATION

Destinations Visited in the Past Two Years

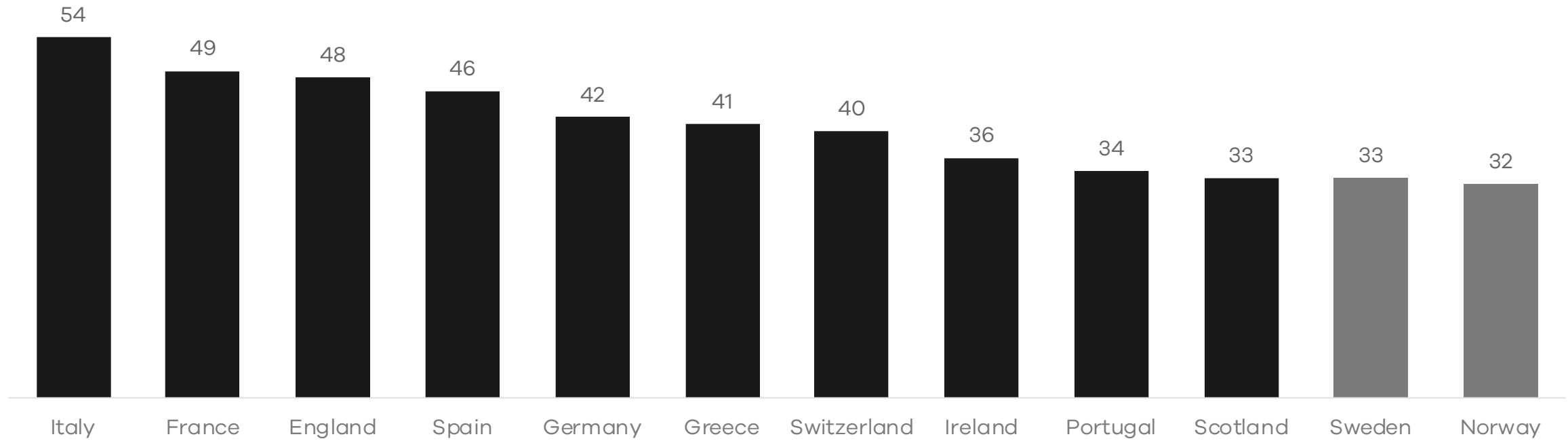


Destinations Interested in Visiting During the Next Three Years



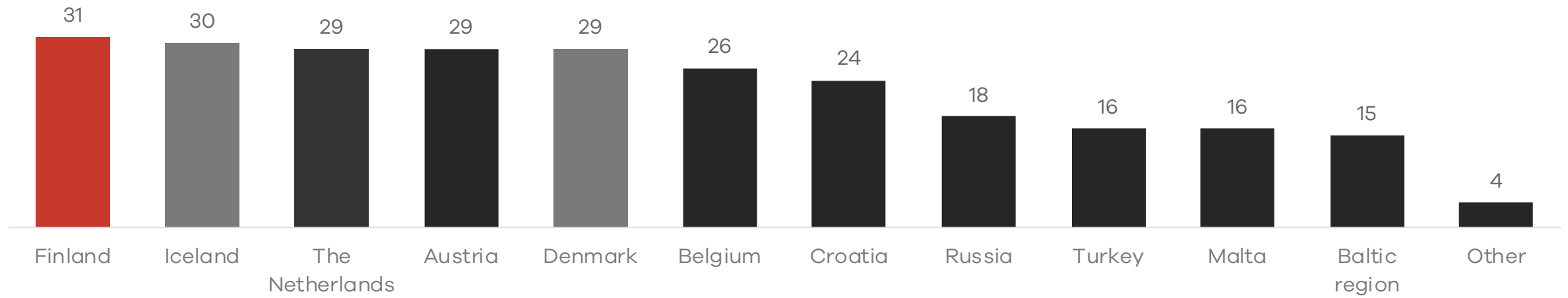
European Countries Interested in Visiting in the Next Three Years (Top 12)

% of all international travelers

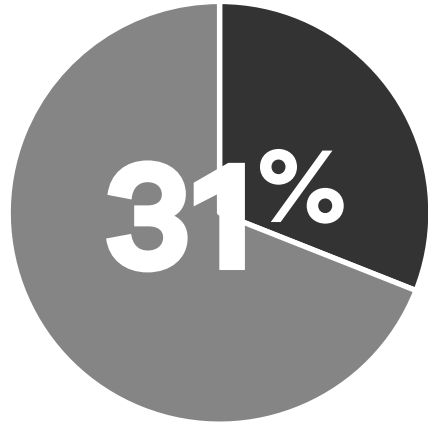


European Countries Interested in Visiting in the Next Three Years (Continued)

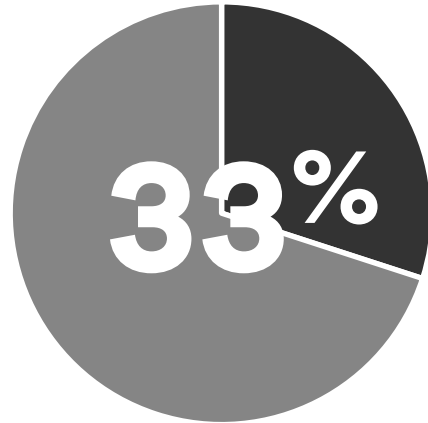
% of all international travelers



AMERICAN INTERNATIONAL TRAVELERS



are interested in visiting Finland in the next three years.



have visited Finland.

	MILLENNIALS	GEN X	BOOMERS
Interested in visiting Finland	31%	34%	32%
Have visited Finland	37% ^{bc}	32%	30%

b Denotes a significant difference from Gen X.

c Denotes a significant difference from Boomers.

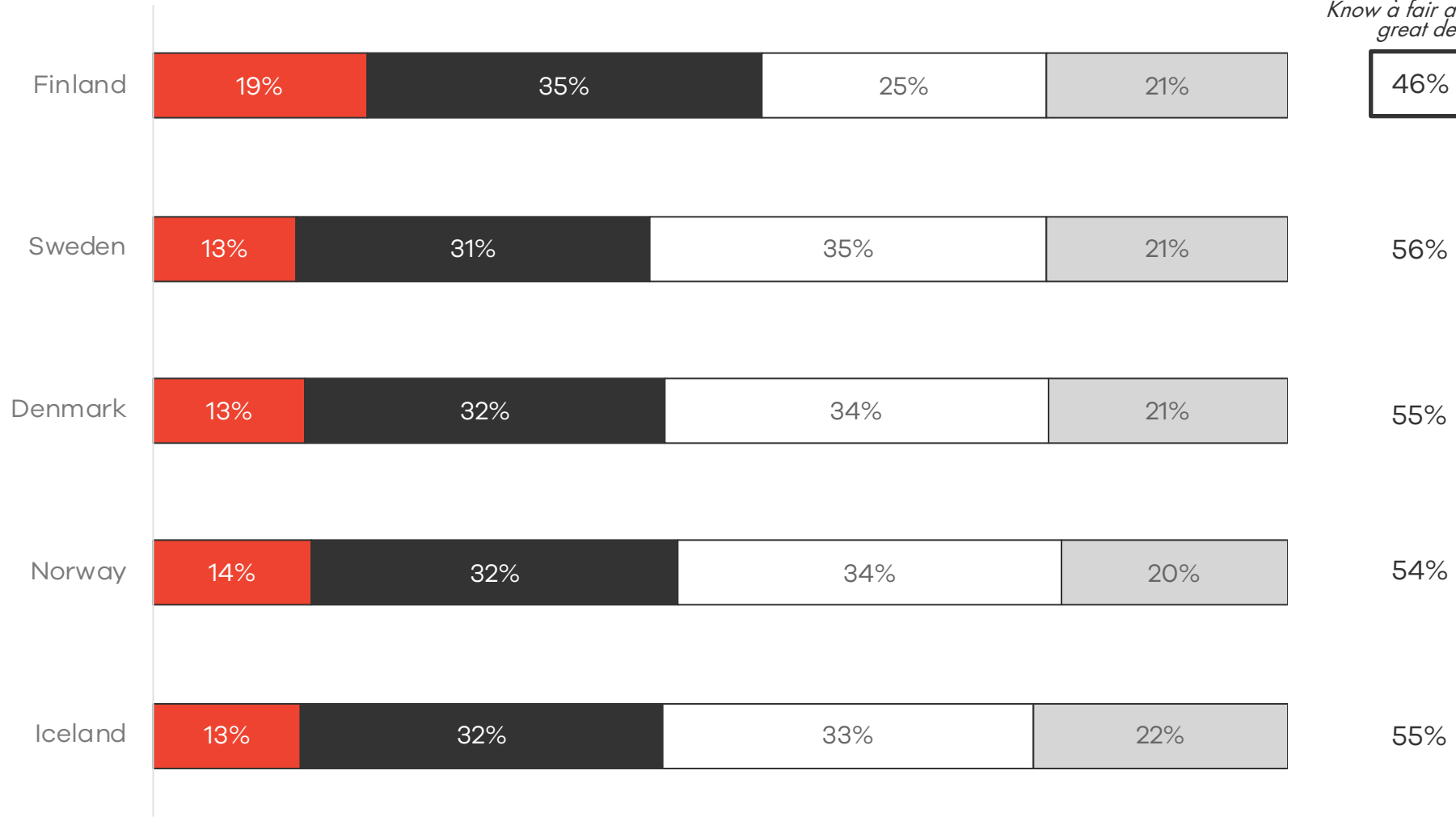


FINLAND-SPECIFIC QUESTIONS

KNOWLEDGE OF NORDIC COUNTRIES

■ Don't know anything
 ■ Know a little bit
 Know a fair amount
 Know a great deal

Top 2 Box
*Know a fair amount/
 great deal*



How much do you feel you know about each of the following countries as a vacation destination?

KNOWLEDGE OF NORDIC COUNTRIES

KNOW A FAIR AMOUNT/GREAT DEAL ABOUT...	INTERESTED IN VISITING FINLAND	NOT INTERESTED IN VISITING FINLAND
Sweden	61%	54%
Iceland	59%	53%
Denmark	58%	53%
Norway	58%	52%
Finland	51%	45%

VACATIONING IN FINLAND

ASSOCIATIONS WITH FINLAND	STRONGLY ASSOCIATE	SOMEWHAT ASSOCIATE	DON'T ASSOCIATE	NOT SURE
Experiencing natural wonders (the northern lights, midnight sun)	77%	17%	2%	4%
Variety of winter/snow activities	64%	27%	3%	6%
Less crowded than other destinations	63%	25%	2%	11%
Undiscovered destination/off-the-beaten-path	57%	30%	3%	10%
A lot of things to do/wide variety of activities	54%	35%	4%	7%
Sauna experiences	52%	30%	9%	8%
Interesting architecture and design	51%	37%	5%	7%
Interesting local festivals and other special events	49%	37%	6%	9%
Extra-ordinary accommodation options (i.e. glass igloos)	48%	35%	7%	11%
New Nordic cool	48%	29%	5%	18%
Variety of summer/outdoor activities	43%	37%	12%	9%
Culinary experiences and local delicacies	40%	40%	11%	9%
Affordable accommodations	39%	38%	9%	14%
Luxury accommodations	37%	39%	9%	15%



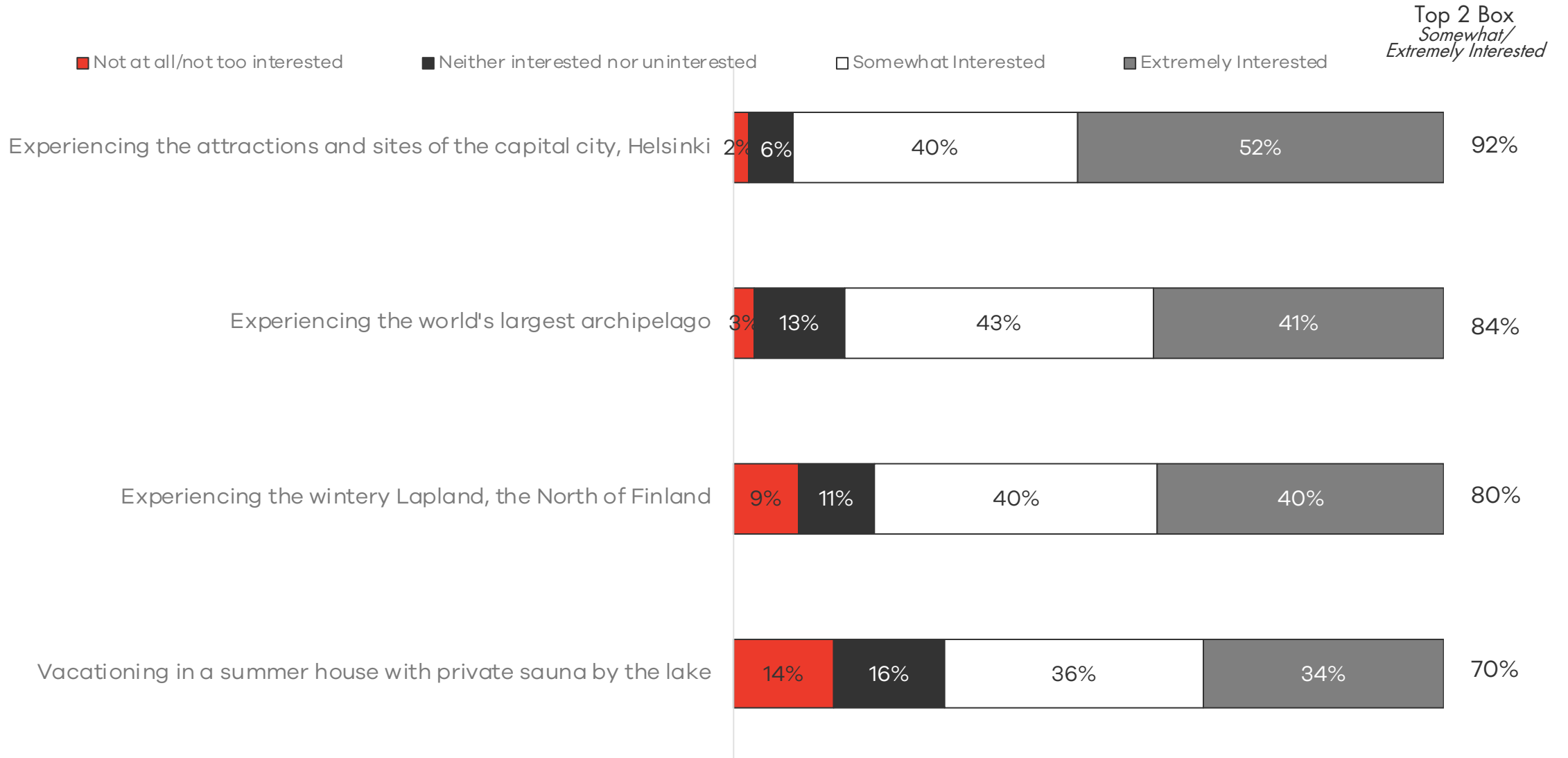
Please indicate the extent to which you associate each of the following with Finland.

MOTIVATIONS FOR VACATIONING IN FINLAND	INTERESTED IN VISITING FINLAND
Experiencing nature	65%
Experiencing the local lifestyle	62%
Traveling to an undiscovered destination	57%
Experiencing cities	55%
Having an active vacation	39%
Enjoying a high-end travel experience	33%
Other	2%

Other motivations include:

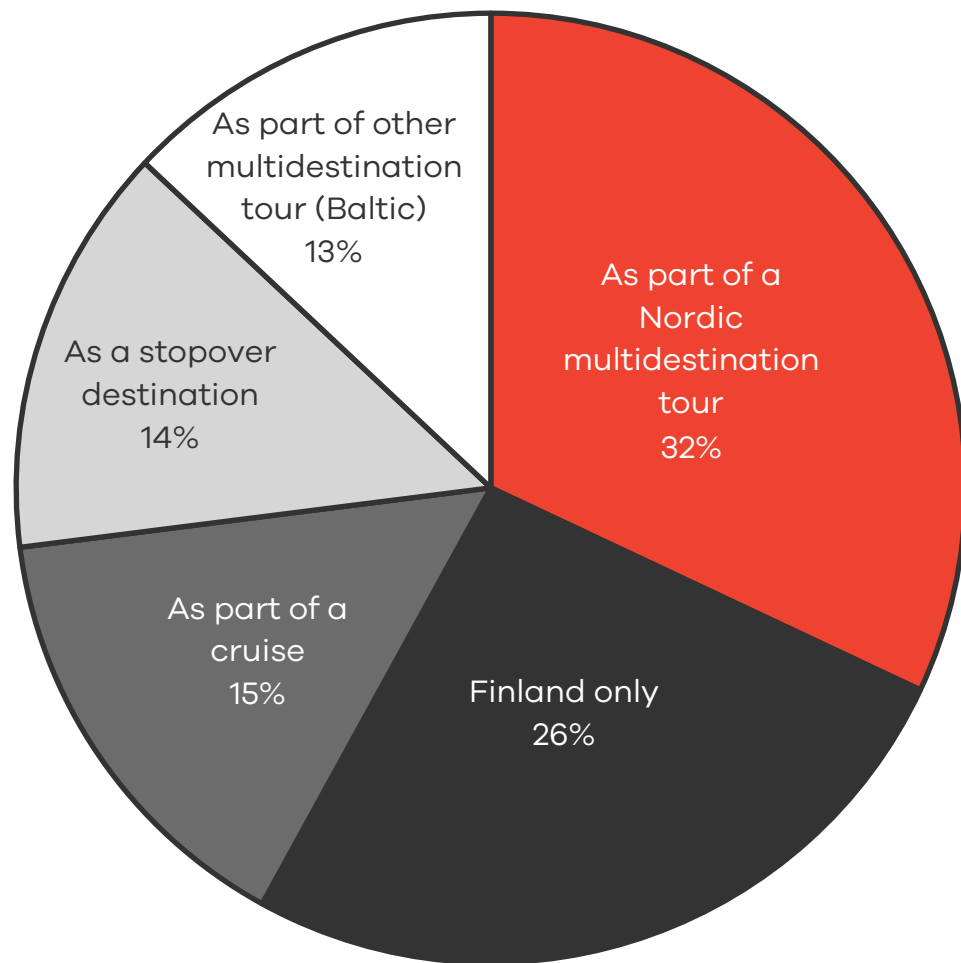
- Visiting friends and family
- The Northern Lights
- A professional conference
- Moominvalley
- Significant historical locations
- Clean air
- Family roots
- A return trip would allow us to focus on specific activities

INTEREST IN VARIOUS FINLAND VACATION OPTIONS



Please indicate how interested you are in each of the following Finland vacation options:

Manner in Which Would Visit Finland



METHOD OF ARRANGING A VACATION TO FINLAND	INTERESTED IN VISITING FINLAND
Plan and make bookings myself	44
Plan and book some parts of the trip myself and use a tour operator for other parts	22
Book a ready-made package from a tour operator with a fixed itinerary	15
Use a tour operator to arrange a tailor-made trip according to my (or my family's/company's) wishes	14
Other	1

BARRIERS TO VISITING FINLAND

POTENTIAL BARRIERS TO TRAVELING TO FINLAND	TOTAL %	INTERESTED IN VISITING FINLAND %	NOT INTERESTED IN VISITING FINLAND %	HAVE VISITED FINLAND %
Would rather visit other destinations first	35	30	37	35
Destination is too expensive	23	28	20	23
Flight is too expensive	22	27	20	24
Just never considered it for a vacation	20	16	21	14
Don't know enough about it	20	17	21	10
Flight is too long	17	15	17	22
Safety concerns	16	17	15	21
Language barrier	15	15	15	18
It's not appealing to me	10	6	11	12
Just not interested	3	0	4	3
Other	7	10	6	11

“Other” responses include: Already been to Finland (37), cold weather concerns (13), have other places want to visit first (3), and the time of year to visit seems limited.

TRAVEL MOTIVATORS & BEHAVIORS

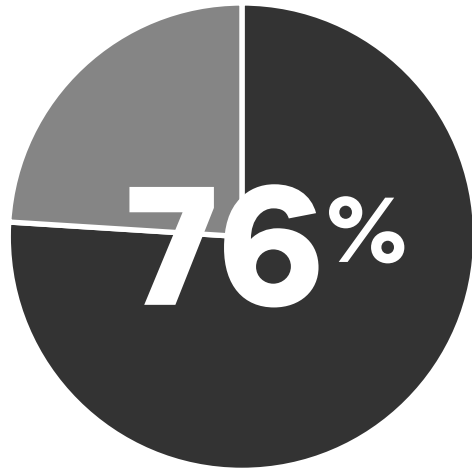
INTERNATIONAL VACATIONS AND SPENDING

NUMBER OF VACATIONS AND SPENDING	INTERESTED IN VISITING FINLAND	NOT INTERESTED IN VISITING FINLAND
Average number of international vacations taken during the past 12 months	1.95	2.22
Average amount spent on international vacations during the past 12 months	\$11,485	\$11,071
<i>Average amount spent per vacation</i>	<i>\$5,890</i>	<i>\$5,271</i>

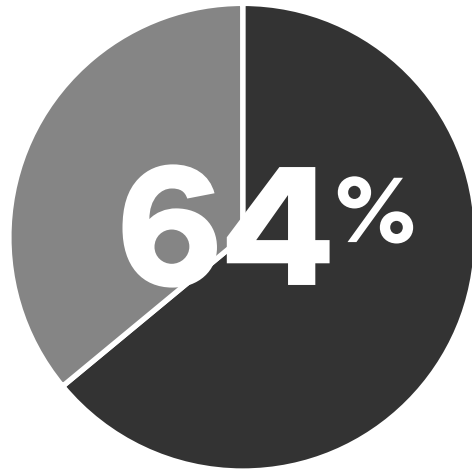
INTERNATIONAL TRAVEL BEHAVIORS

PREFER TO VISIT MULTIPLE DESTINATIONS ON ONE VACATION AS OPPOSED TO A SINGLE DESTINATION

Interested in
Visiting Finland



Not Interested in
Visiting Finland



Please indicate the extent to which each of the following motivates you to travel internationally.



INTERNATIONAL VACATION BEHAVIOR

REASONS FOR PREFERENCE OF VISITING MULTIPLE DESTINATIONS ON VACATION	INTERESTED IN VISITING FINLAND %	NOT INTERESTED IN VISITING FINLAND %
To make the most of an international trip	76	65
To experience as much as possible on one trip	72	64
To learn as much as possible	52	42
To spread out the costs/time of the international trip	27	23
Other	1	1

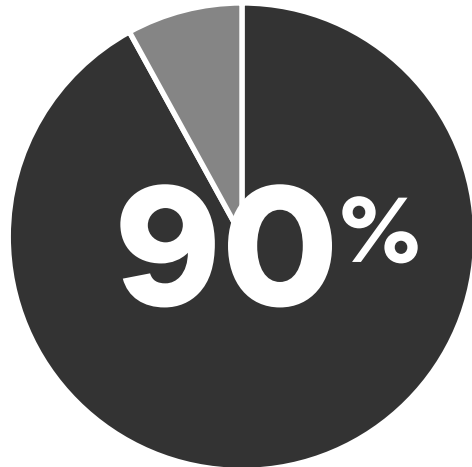
REASONS FOR PREFERENCE OF STAYING IN ONE DESTINATION FOR THE ENTIRE VACATION	INTERESTED IN VISITING FINLAND* %	NOT INTERESTED IN VISITING FINLAND %
I like to see all of the things the destination has to offer	59	44
I like to really immerse myself in the culture	51	42
It's less stressful than moving from place to place	42	32
I don't like having to pack up and move from one destination to the next	35	24
It's more affordable than moving from place to place	30	25
Not enough time to visit other destinations	26	24
Other	2	2

TRAVEL MOTIVATORS

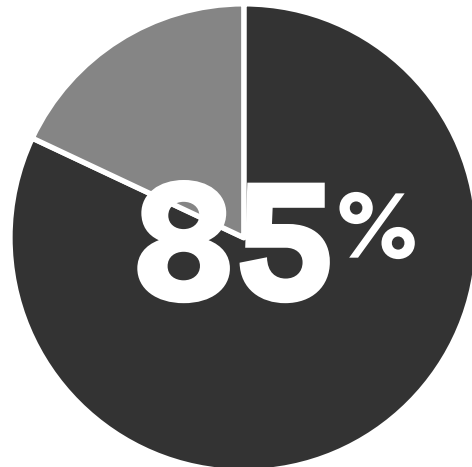
Significantly more travelers interested in visiting Finland are motivated to travel by exploration and adventure.

EXPLORATION & ADVENTURE

Interested in Visiting Finland



Not Interested in Visiting Finland



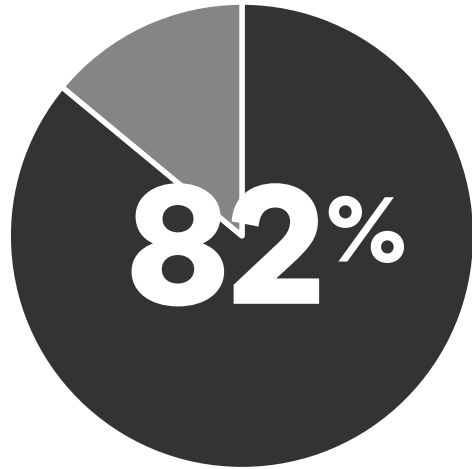
Please indicate the extent to which each of the following motivates you to travel internationally.

TRAVEL MOTIVATORS

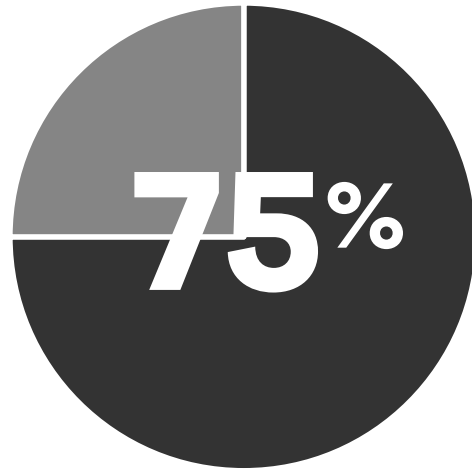
Significantly more travelers interested in visiting Finland are motivated to travel by experiencing off-the-beaten-path destinations.

VISITING OFF-THE-BEATEN-PATH DESTINATIONS

Interested in Visiting Finland



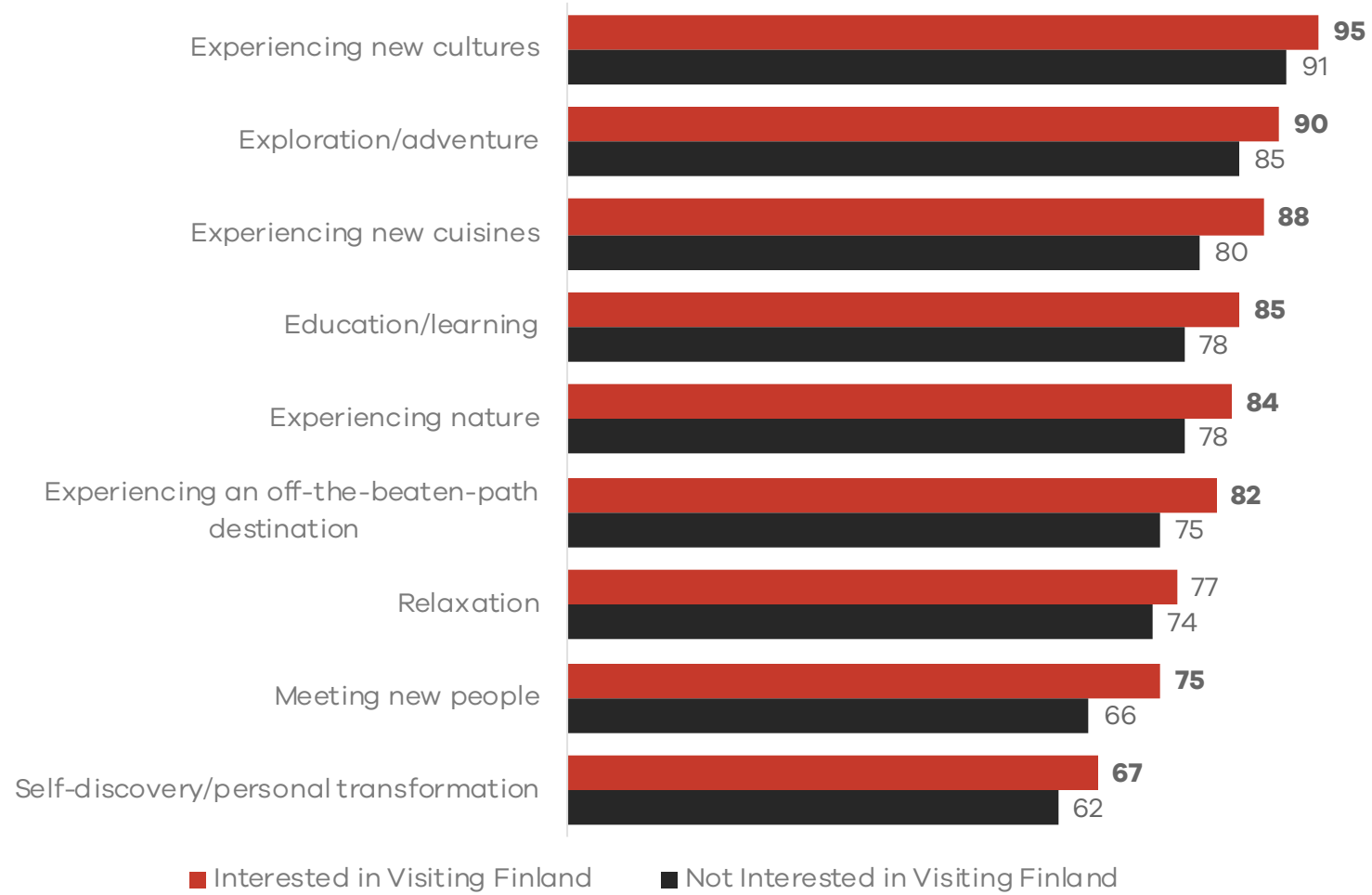
Not Interested in Visiting Finland



Please indicate the extent to which each of the following motivates you to travel internationally.



TRAVEL MOTIVATORS



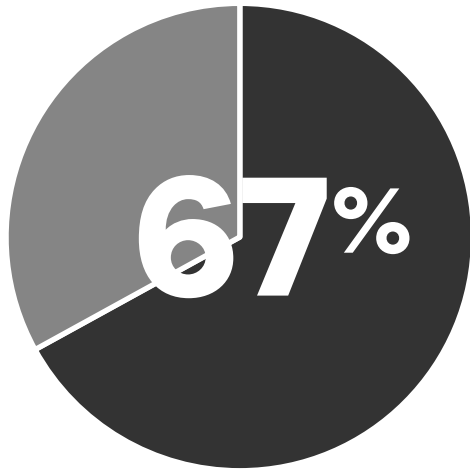
INTERNATIONAL VACATION ACTIVITIES

DESIRABLE ACTIVITIES

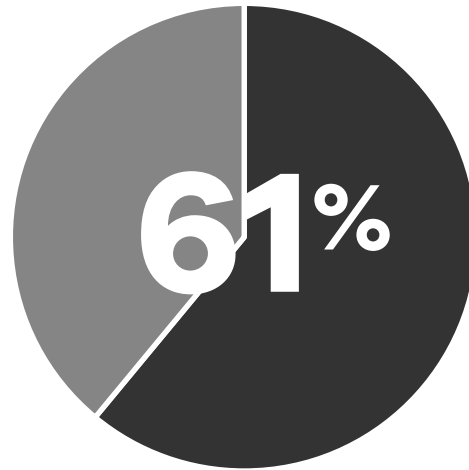
When prioritizing the next international destination to visit, significantly more travelers interested in visiting Finland are influenced by special events taking place in a destination.

% FIND SPECIAL EVENTS INFLUENTIAL WHEN PRIORITIZING THEIR NEXT INTERNATIONAL VACATION DESTINATION

Interested in Visiting Finland



Not Interested in Visiting Finland



Please indicate how desirable each of the following attributes are when traveling internationally.



INTERNATIONAL VACATION ACTIVITIES

DESIRABLE ACTIVITIES/ATTRIBUTES WHILE TRAVELING INTERNATIONALLY	INTERESTED IN VISITING FINLAND %	NOT INTERESTED IN VISITING FINLAND %
Beautiful scenery	96	90
Historical sites	94	87
Notable architectural sites	89	85
Local experiences I can plan/discover for myself	89	82
Ease of getting to the destination	83	80
Guided tours with access to local experiences that are otherwise inaccessible	78	75
Adventure travel (safaris, mountain climbing, trekking vacations, etc.)	64	63
Shopping at local boutiques	64	61
Hiking/climbing/biking/other outdoor adventures	65	59
Exploring family's background/past on a heritage vacation	62	57
Film/music/art/other festivals	60	55
Family-friendly activities	55	56
Participating in water sports (waterskiing, surfing, scuba diving, sailing, rafting etc.)	51	50
Vibrant nightlife	50	47
Shopping at high-end retailers	45	46

INTERNATIONAL VACATION ACTIVITIES

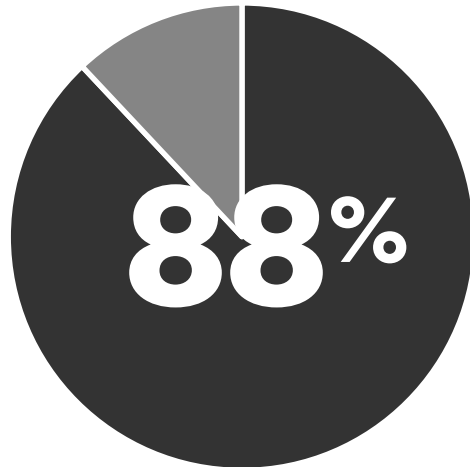
ATTRACTIONS INTERESTED IN VISITING ON AN INTERNATIONAL VACATION	INTERESTED IN VISITING FINLAND %	NOT INTERESTED IN VISITING FINLAND %
Natural attractions	84	71
Historic/cultural sites/specific World Heritage sites	84	70
Restaurant/food experiences	79	65
Architectural buildings/sites	73	55
Art/history museums	71	55
Religious sites	41	31
Zoos/aquariums	33	25
Theme parks/amusement parks	32	22
Sporting events	28	22

TRAVEL MOTIVATORS

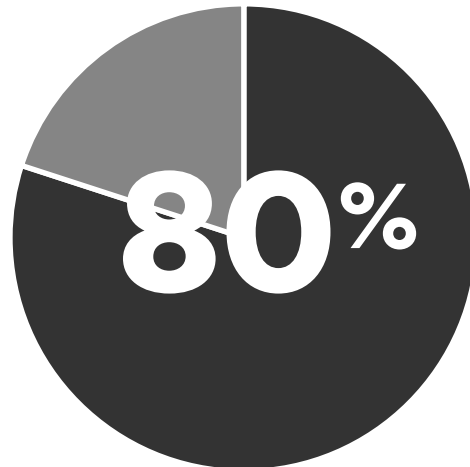
Significantly more travelers interested in visiting Finland are motivated to travel by experiencing new cuisines.

EXPERIENCING NEW CUISINES

Interested in
Visiting Finland



Not Interested in
Visiting Finland

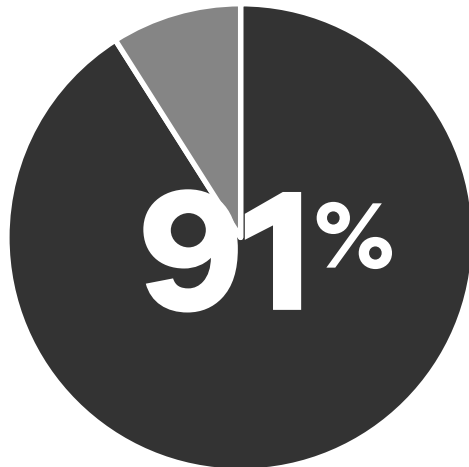


CULINARY OPTIONS

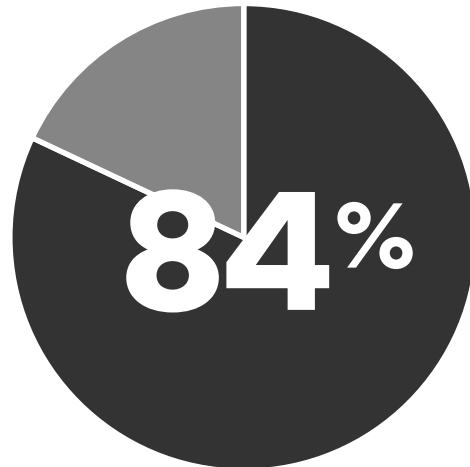
Significantly more travelers interested in visiting Finland are interested in authentic food eaten by locals than those not interested in visiting.

% INTERESTED IN AUTHENTIC FOOD EATEN BY LOCALS

Interested in
Visiting Finland



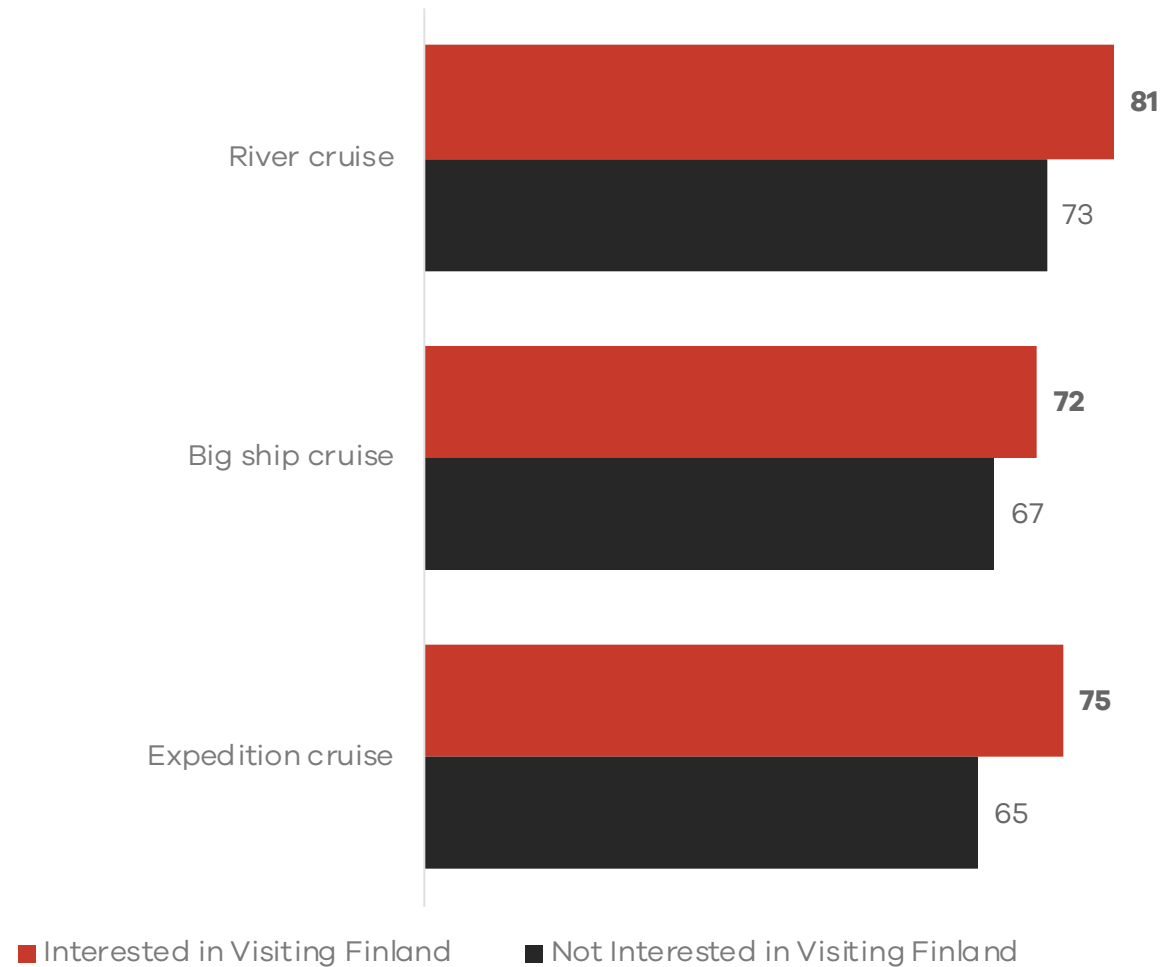
Not Interested in
Visiting Finland



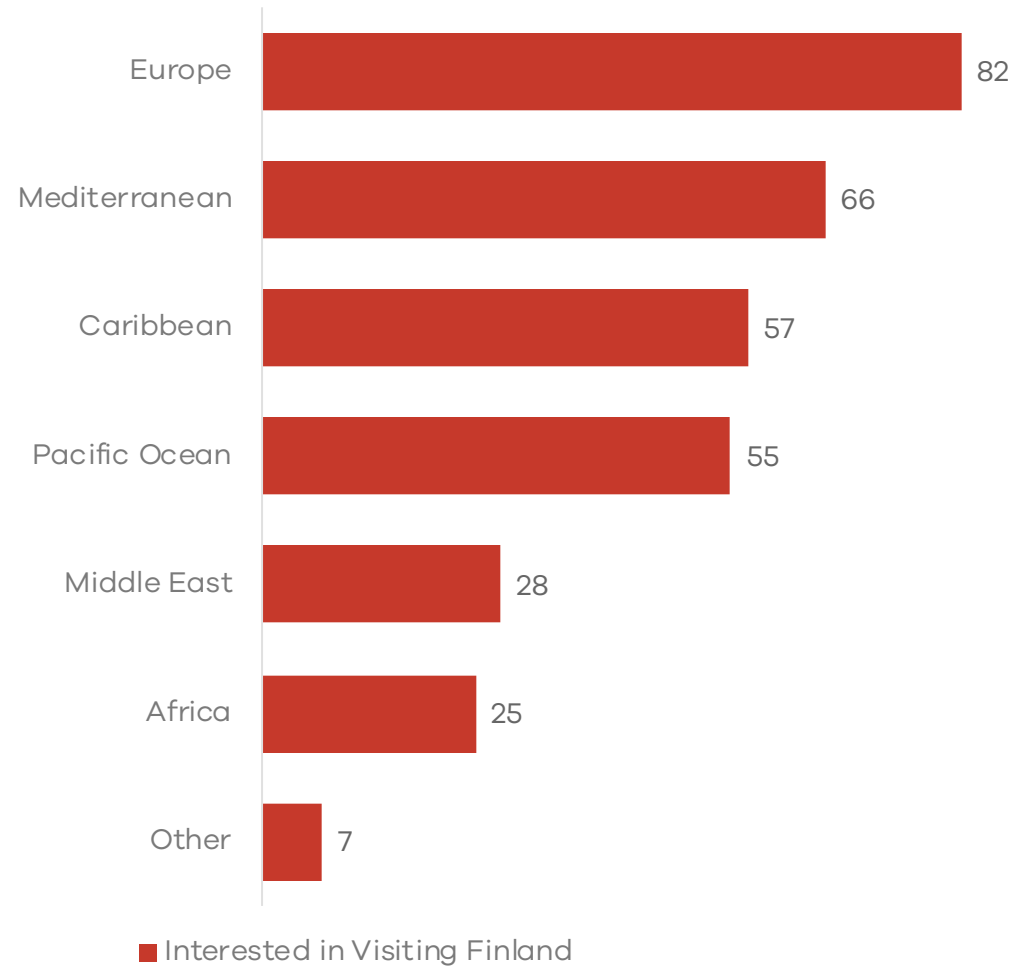
INTERNATIONAL VACATION ACTIVITIES

CULINARY EXPERIENCES INTERESTED IN WHILE TRAVELING INTERNATIONALLY	INTERESTED IN VISITING FINLAND %	NOT INTERESTED IN VISITING FINLAND %
Authentic food eaten by locals	91	84
Brand-new dining experiences	84	80
Hard-to-find foods/dishes that are only available in the destination	82	74
Street food, including food trucks	78	69
Food tours	74	67
Winery tours	71	67
Distillery or brewery tours	65	61
Michelin-starred restaurants	59	58
Cooking classes	57	52
Food that reminds me of home	43	46

Interested in Taking an International Cruise in the Next Two Years



Destinations Interested in Visiting on a Cruise*



INTERNATIONAL VACATION PLANNING

INFLUENTIAL WHEN PRIORITIZING NEXT INTERNATIONAL DESTINATION TO VISIT	INTERESTED IN VISITING FINLAND %	NOT INTERESTED IN VISITING FINLAND %
Somewhere I haven't visited before	87	84
Time of year planning to travel	86	85
Accessibility of the destination	83	80
The amount of time available for travel	82	77
Finding a good deal	78	78
Input from travel companions	73	71
Budget	71	69
Special events taking place in the destination	67	61
Being the first of my family/friends to visit	43	45

TYPICALLY START PLANNING INTERNATIONAL TRAVEL...	INTERESTED IN VISITING FINLAND %	NOT INTERESTED IN VISITING FINLAND %
Less than three months ahead of time	22	25
Three to six months ahead of time	44	42
Six months to a year ahead of time	29	26
More than a year ahead of time	5	7

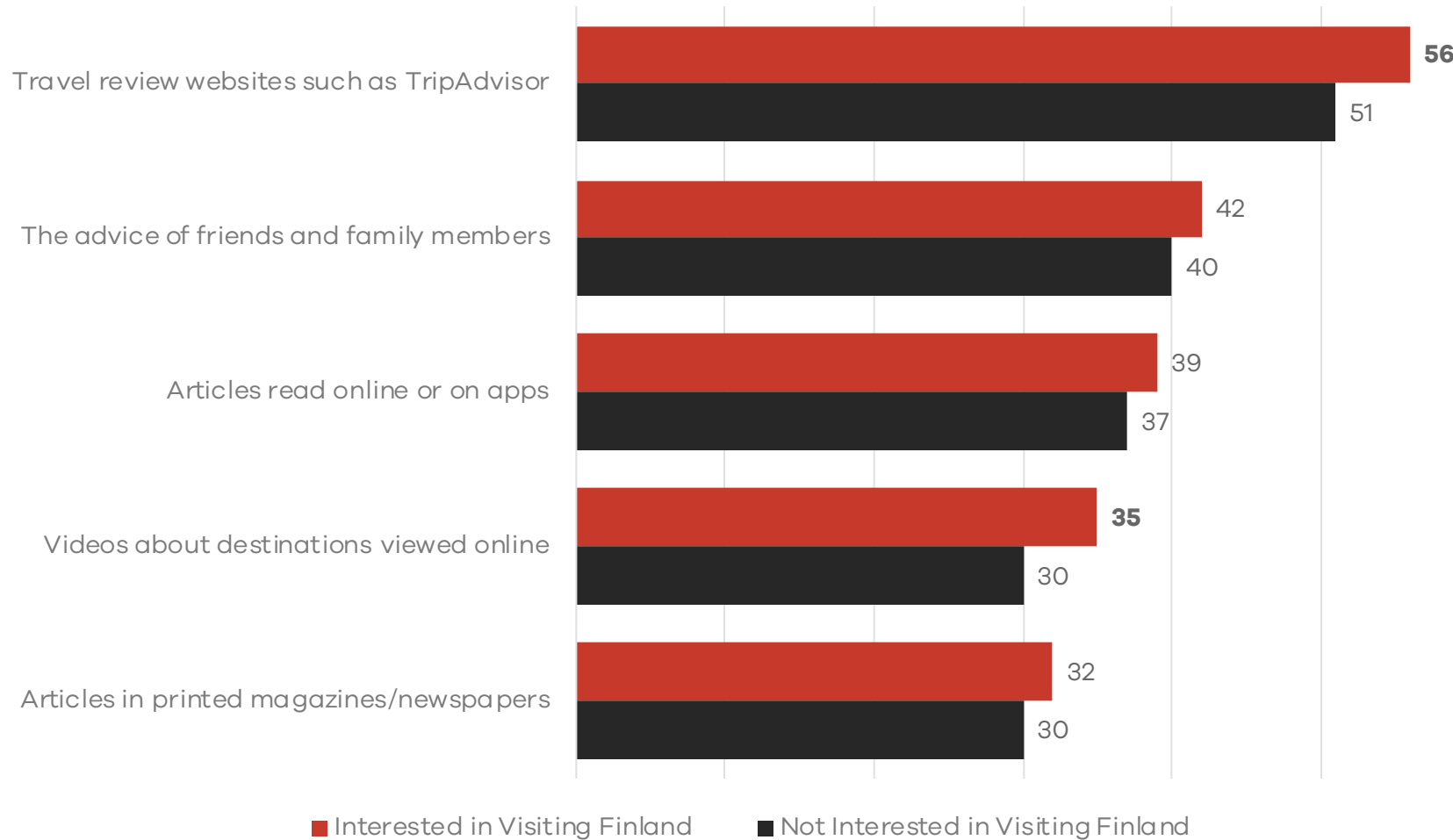
INTERNATIONAL VACATION PLANNING

SOURCES OF INFORMATION USED FOR PLANNING	INTERESTED IN VISITING FINLAND	NOT INTERESTED IN VISITING FINLAND
	%	%
Travel review websites (e.g. TripAdvisor)	60	50
Search engine results	54	41
Destination websites (e.g. Visit London)	53	37
Friends/family (not through social media)	47	36
Online travel agencies (e.g. Expedia/Orbitz)	46	35
Travel promotions from hotel, airlines, tour companies	45	33
Travel service provider websites (e.g. Delta/Hilton)	41	31
Printed travel guidebooks	37	30
Magazine advertising/articles	34	21
Video sharing websites (e.g. YouTube)	29	22
Travel agents	28	21
TV programs	27	21
Travel bloggers/social media influencers	27	19
Social media posts from publishers (e.g. BuzzFeed, Travel & Leisure, New York Times)	26	17
Social media posts from friends/family	25	18
Social media posts from destinations/travel service providers	23	17
Direct mail (flyers, brochures etc.)	22	18
Television advertising	19	16
Social media advertising	18	14

INTERNATIONAL VACATION PLANNING

SPECIFIC WEBSITES USED TO OBTAIN TRAVEL INFORMATION	INTERESTED IN VISITING FINLAND %	NOT INTERESTED IN VISITING FINLAND %
TripAdvisor	59	48
Expedia	46	34
Specific hotel brand website (such as Hilton/Marriott)	43	33
Specific airline brand website (such as Delta/British Airways)	41	32
Hotels.com	39	30
Booking.com	36	30
Specific vacation destination website (such as Visit London)	34	23
Google Travel	33	27
YouTube	32	29
Travelocity	31	24
Trivago	30	26
Kayak	29	20
Orbitz	24	16
Priceline	22	14
Bing	11	9

Influential Sources When Choosing Activities in an International Destination



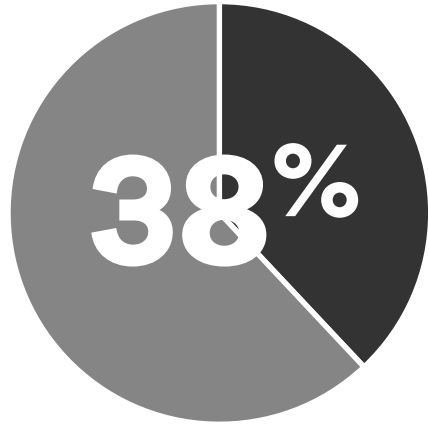
ENVIRONMENTAL & SOCIAL ISSUES

AGREEMENT STATEMENTS <i>% Agree</i>	INTERESTED IN VISITING FINLAND %	NOT INTERESTED IN VISITING FINLAND %
I avoid destinations at peak times to miss the crowds	71	76
I believe climate change will have a significant influence on the destinations I want to visit in the next 5-10 years	62	64
My perception of a travel service provider's focus on sustainability and environmental considerations impacts my decision to purchase from that provider	51	50
I avoid visiting popular destinations	35	44

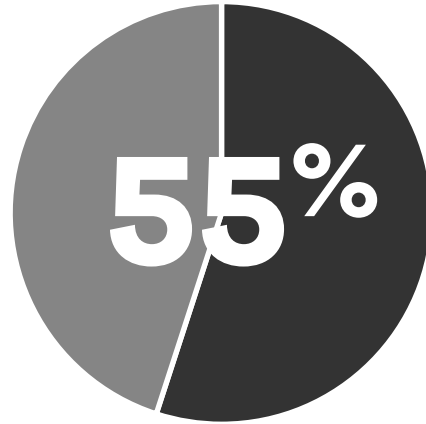
ORGANIZED GROUP TOURS

ORGANIZED GROUP TOURS

AMONG THOSE INTERESTED IN VISITING FINLAND



vacationed as part of an organized group tour in the past 12 months.

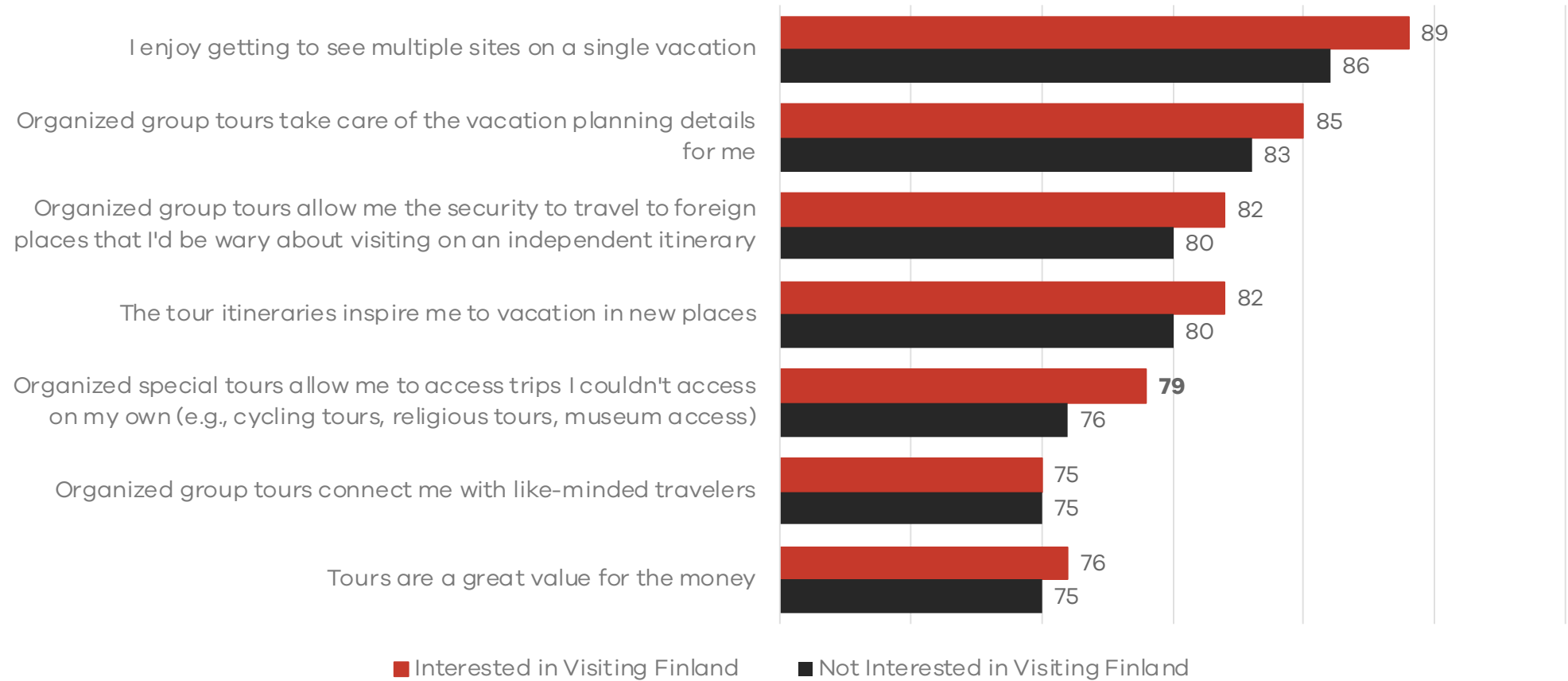


are likely to vacation as part of an organized group tour during the next two years.



Statements about Organized Group Tours

% Agree



DEMOGRAPHICS

DEMOGRAPHICS

	INTERESTED IN VISITING FINLAND %	NOT INTERESTED IN VISITING FINLAND %
Gender		
Male	44	51
Female	56	49
Average age	48	48
Income (\$US)		
\$100,000-\$124,999	26	24
\$125,000-\$149,999	26	23
\$150,000-\$249,999	34	34
\$250,000-\$499,999	11	13
\$500,000 or more	3	6

DEMOGRAPHICS

	INTERESTED IN VISITING FINLAND %	NOT INTERESTED IN VISITING FINLAND %
Marital Status		
Married	74	79
Never married	12	9
Unmarried couple living together	7	6
Divorced/separated	4	4
Widowed	3	3
Ethnicity		
White, non-Hispanic	80	75
Black, non-Hispanic	5	8
Hispanic	5	6
Asian	11	11
Other	1	2
Have children under 18 living at home	57	56

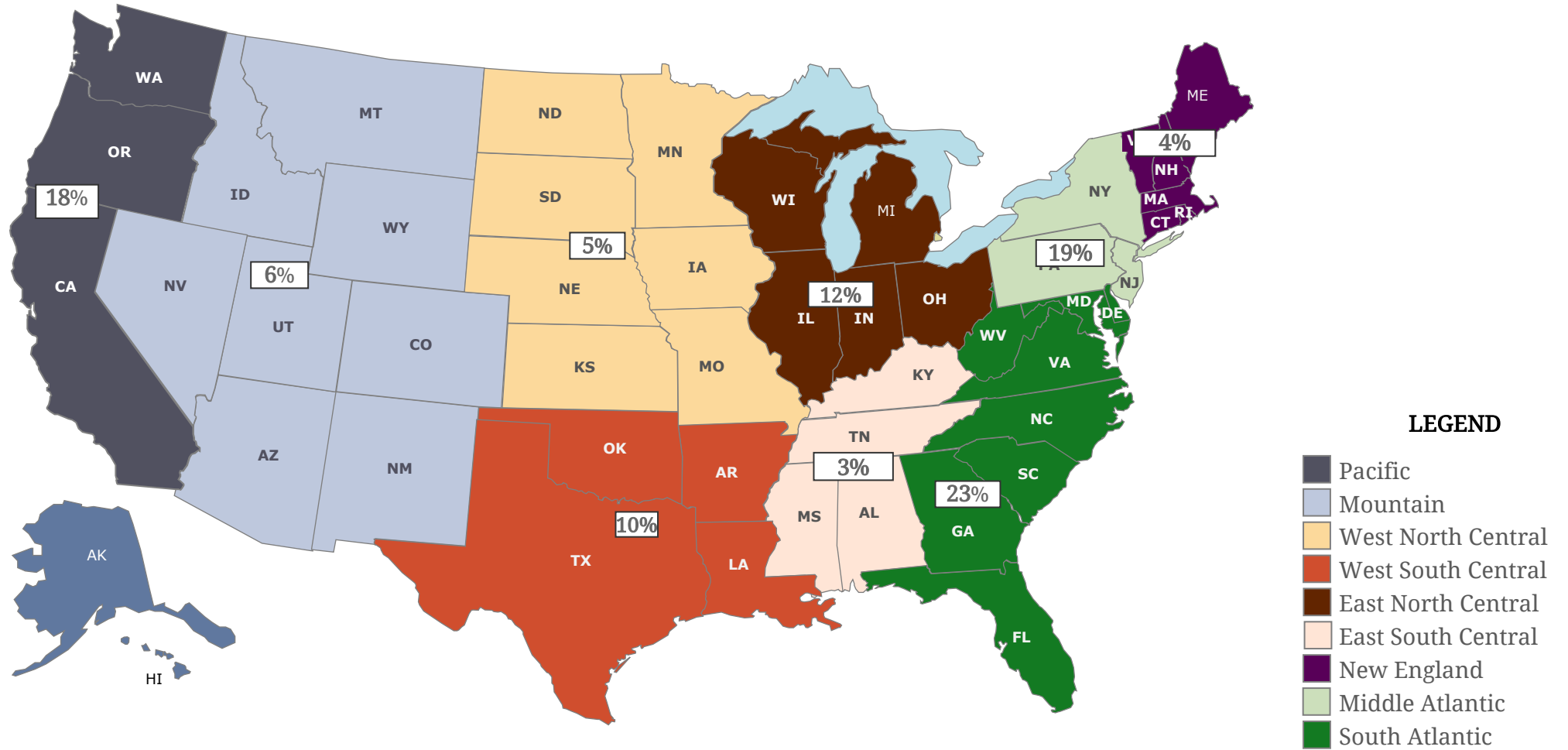


DEMOGRAPHICS

	INTERESTED IN VISITING FINLAND %	NOT INTERESTED IN VISITING FINLAND %
Education		
4 years or less of high school	3	3
1-3 years of college	9	7
4 years of college	34	30
Some graduate school	6	7
Graduate/professional degree	48	53
Occupational Status		
Employed full-time	69	70
Employed part-time	9	7
Temporarily unemployed	1	1
Homemaker full-time	3	3
Student	1	1
Retired	16	19



INTERESTED IN VISITING FINLAND - REGION OF ORIGIN



PORTRAIT OF AMERICAN INTERNATIONAL TRAVELERSTM

VISIT FINLAND

December 2019

