

Spain

Travel insights



Visit Finland



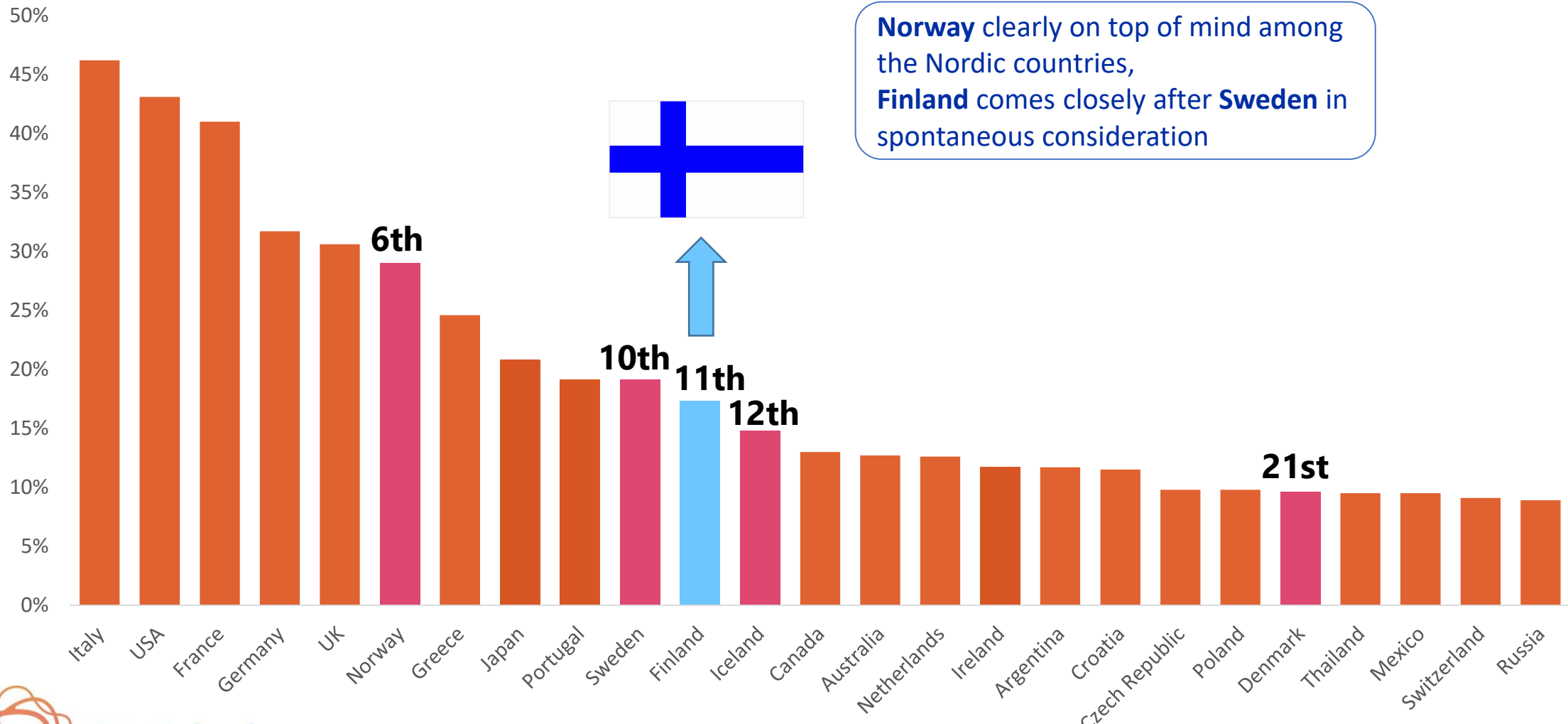
Finland's image as a travel destination in Spain

Brand Tracking survey 2019

When asked spontaneously which countries are considered as a holiday destination in the next three years, Finland ranks in the middle of its Nordic competitors – behind Norway and Sweden

Spontaneous Destination Consideration

Norway clearly on top of mind among the Nordic countries, Finland comes closely after Sweden in spontaneous consideration



Visit Finland

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 (1,000)



Travel related searches

Digital Demand 2019

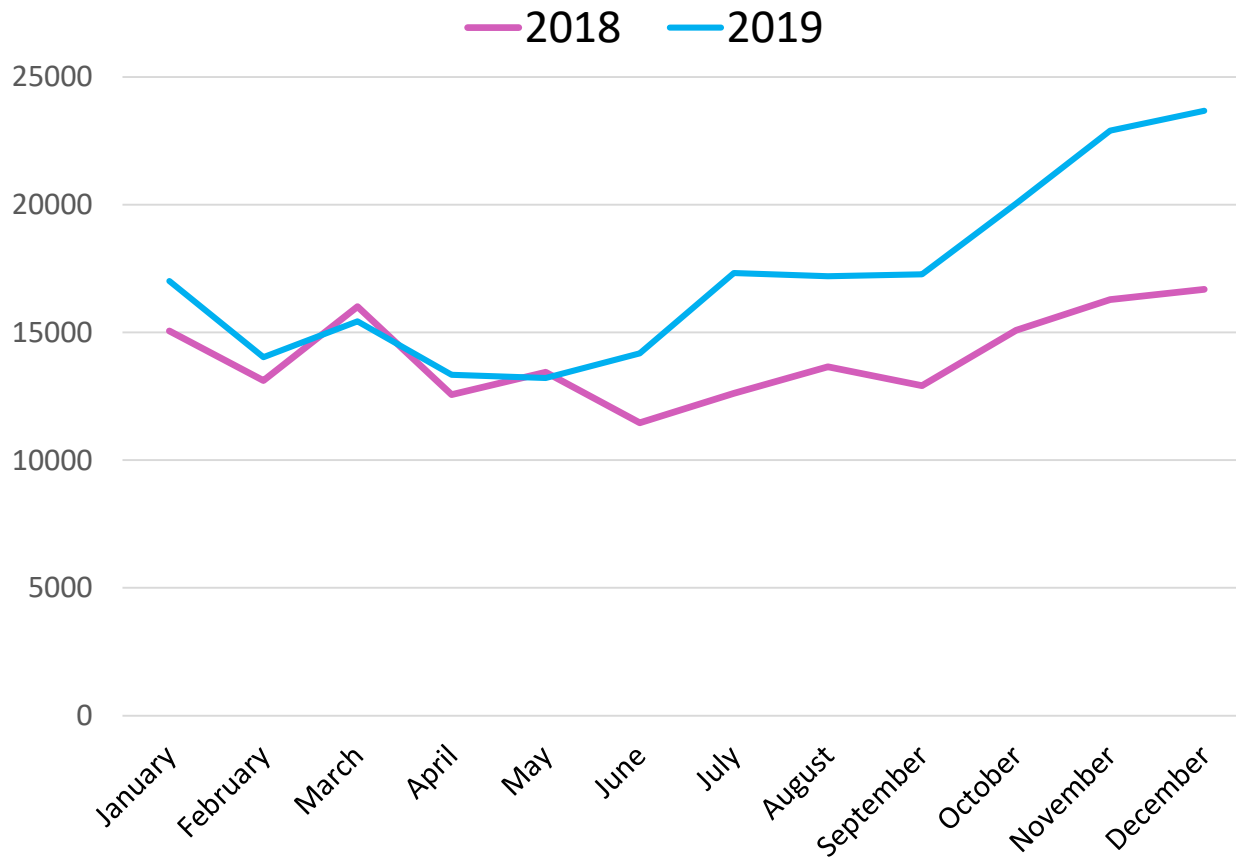
Spanish travelers' Internet searches

Source:
D2 Digital Demand

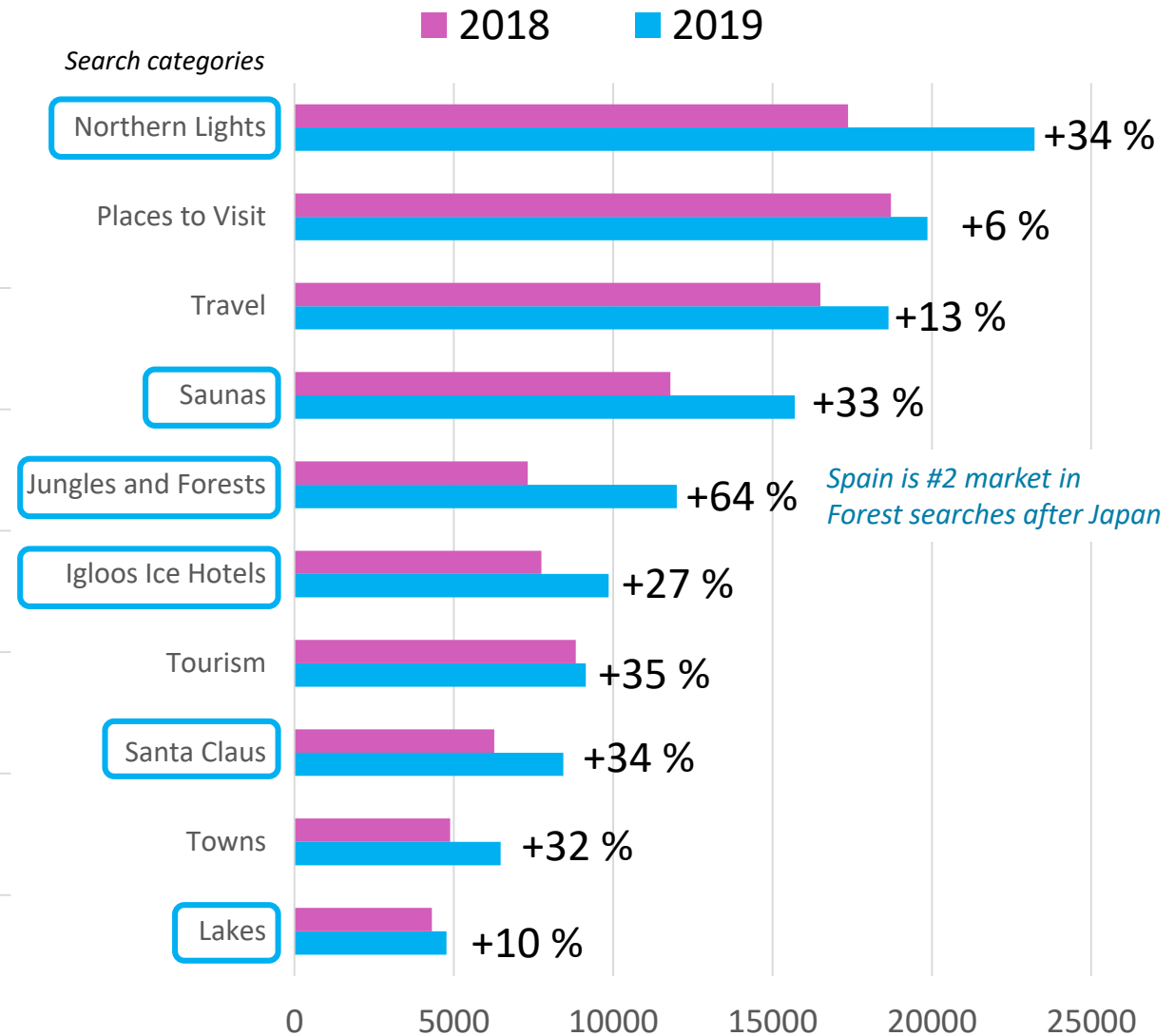


- 205 600 travel-related Internet searches about Finland
- **+22%** compared to previous year

Spain - Seasonality in Searches



Spain - Top Microbrandtags



An aerial photograph of a small, rocky island surrounded by water. The island is densely forested with tall, thin trees. In the foreground, a prominent red cabin with a grey roof and white window frames sits on a rocky outcrop. Other smaller buildings are visible further up the island. The water is calm, and the sky is overcast with soft, grey clouds. In the distance, a lighthouse is visible on a small island.

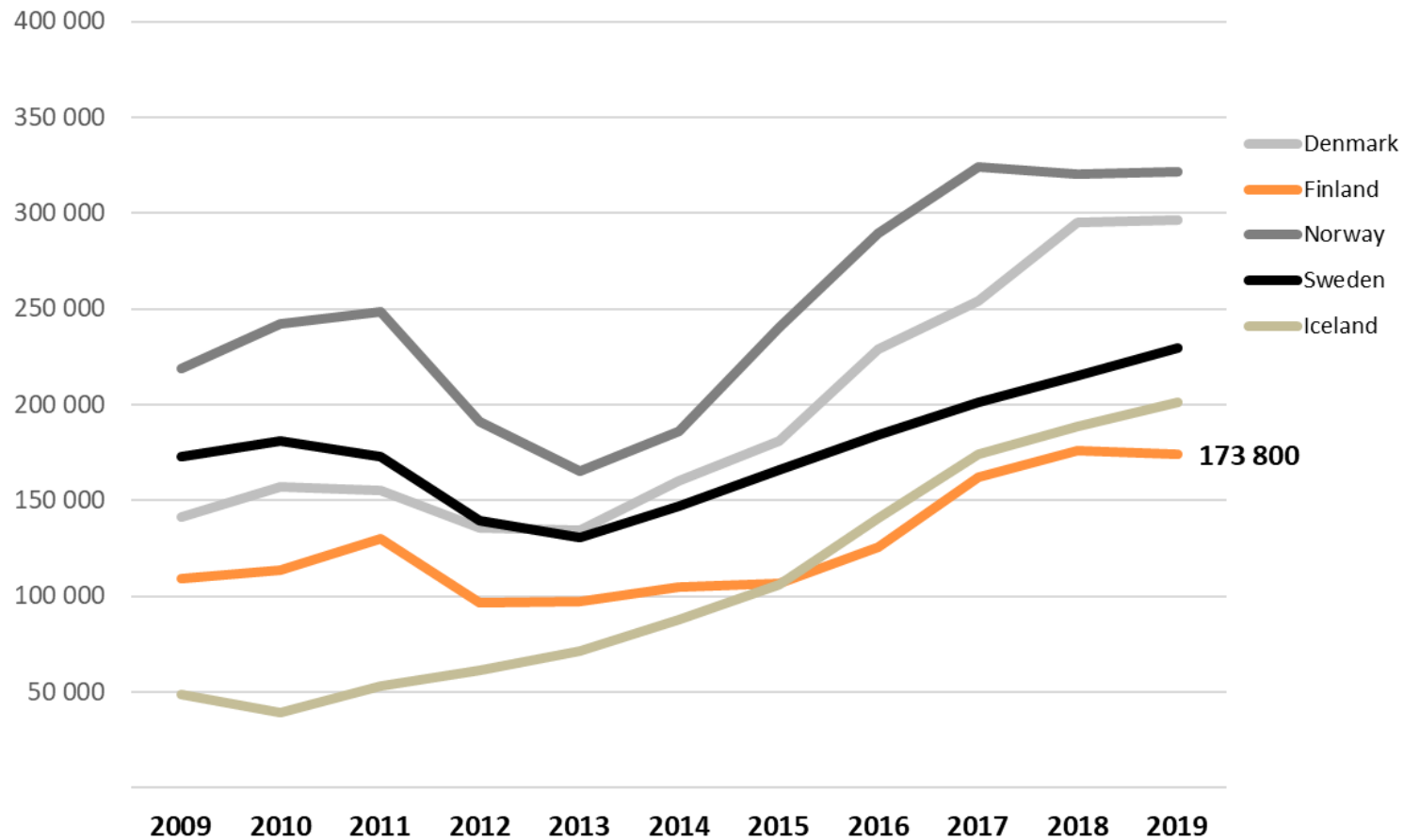
Spanish overnights in the Nordic countries & in Finland

Statistics Service Rudolf, Statistics Finland

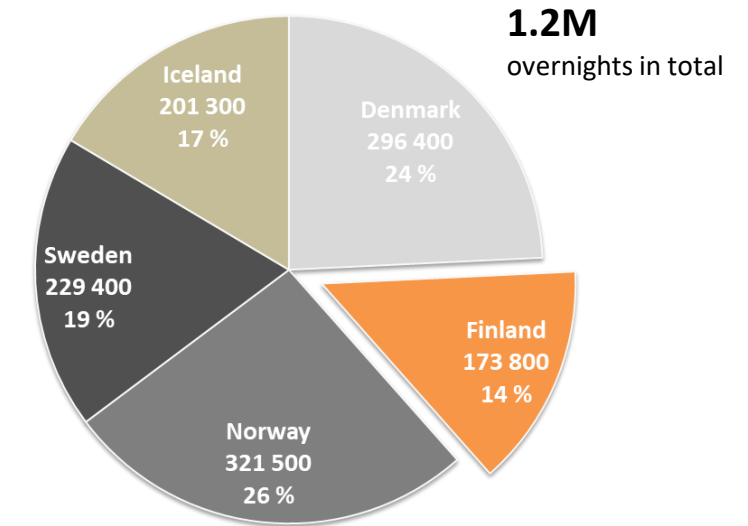
Statistics Sweden, Norway, Denmark and Iceland

Spain: Yearly overnights in the Nordic countries

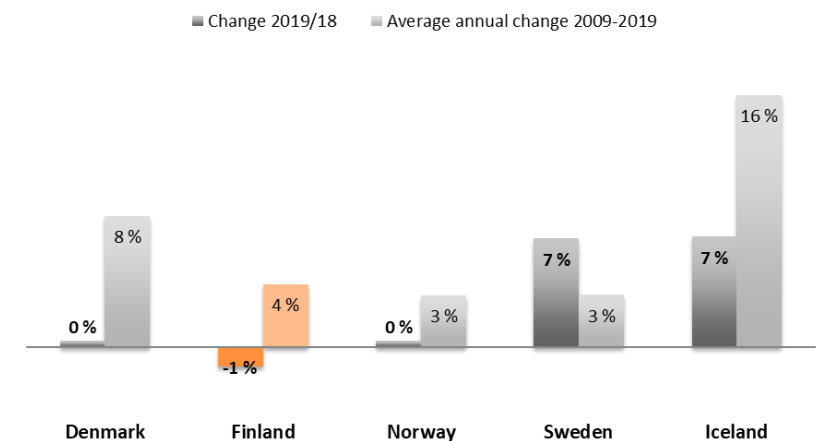
Development of Spanish overnights 2009-2019



Nordic countries' share of Spanish overnights 2019

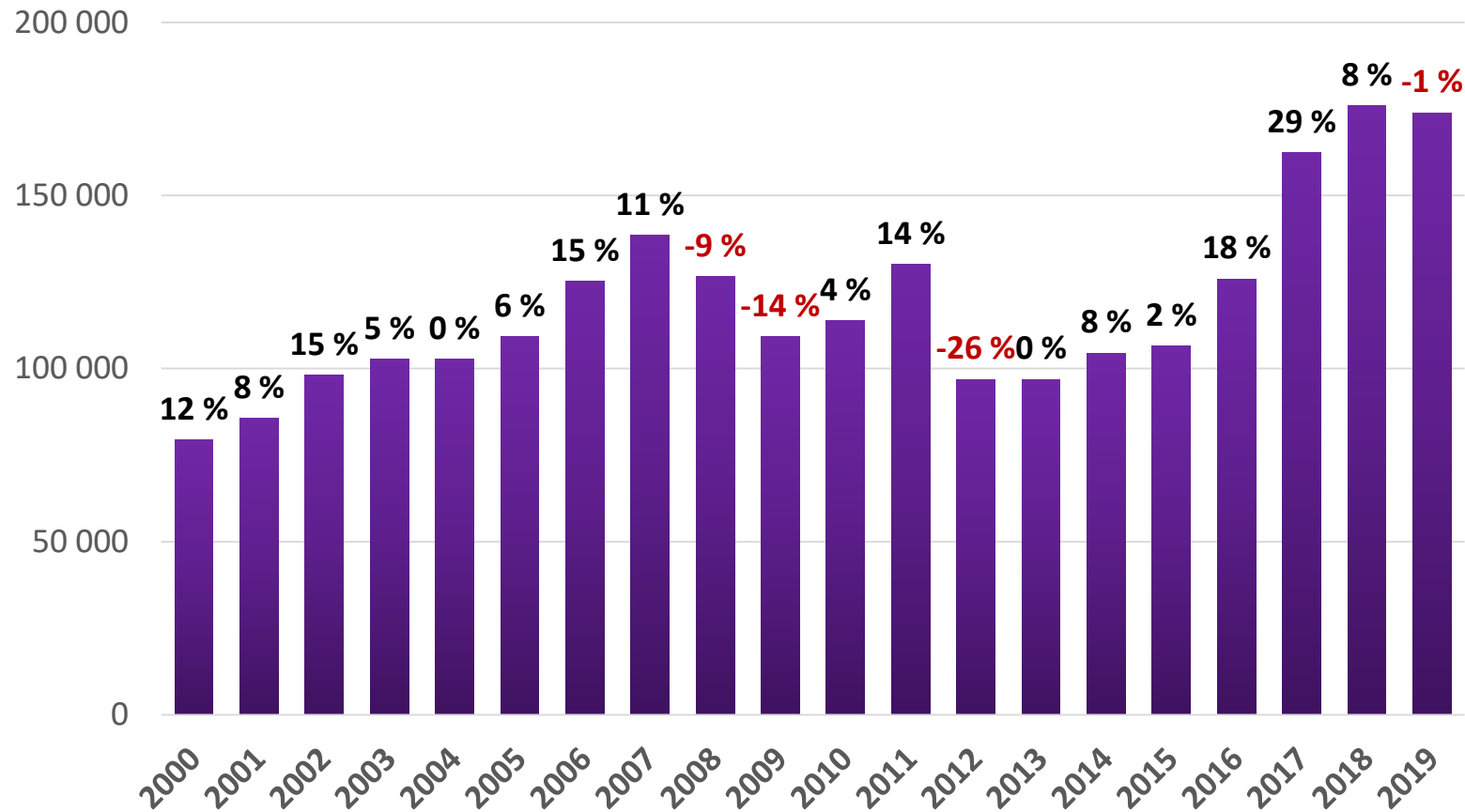


Spanish overnights, change %



Sources: Visit Finland Statistics Service Rudolf, Statistics Finland, Statistics Denmark, Statistics Norway, Statistics Sweden and Statistics Iceland

Spanish overnights in Finland



Year 2019

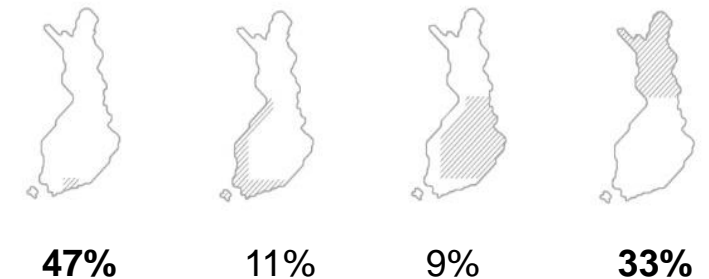
173 800 overnights in total

13th in country rankings
with a **2% share** of foreign overnights

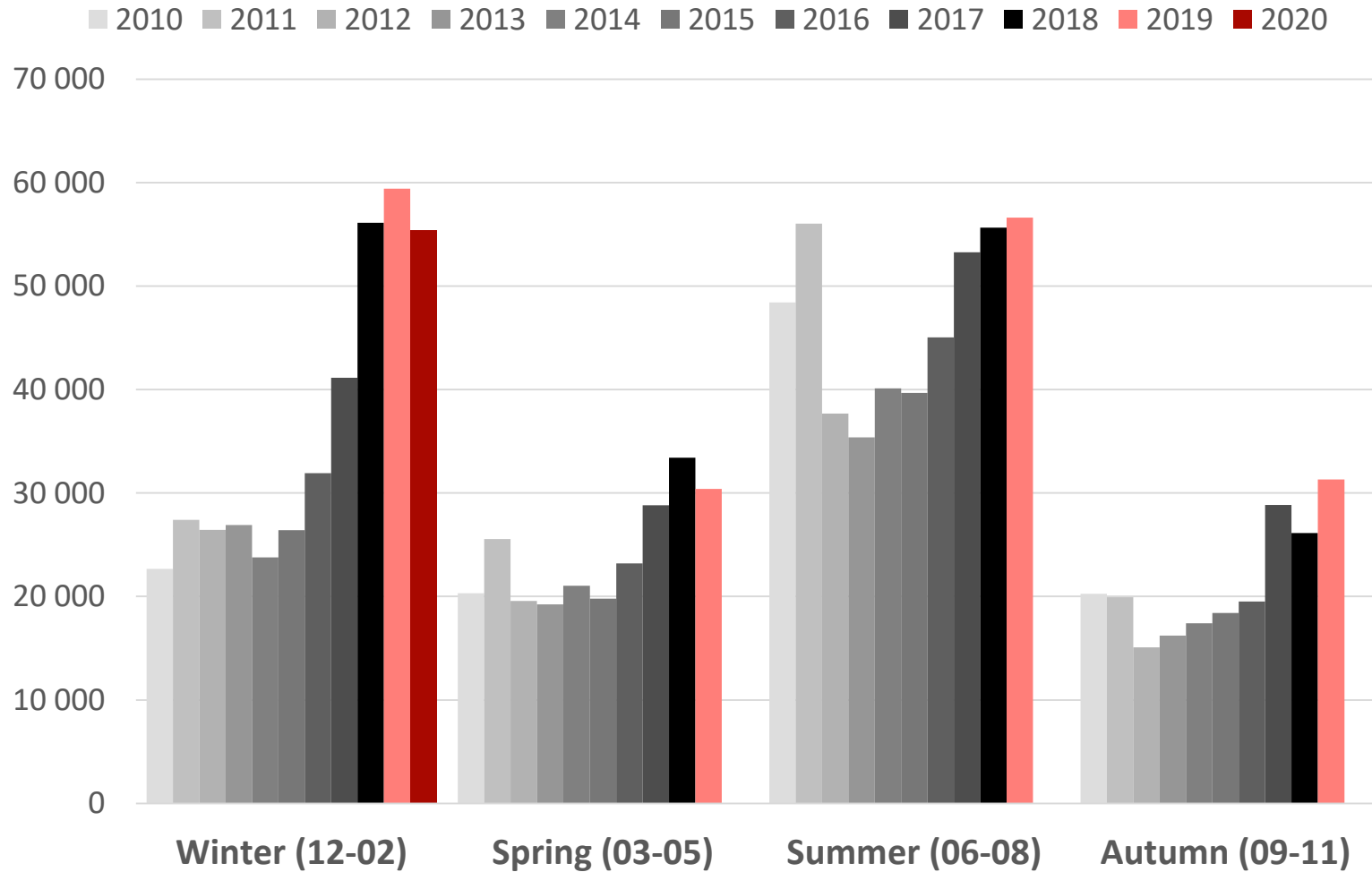
Average change 2000-2019: **+5%**

Change 2019 compared to 2000: **+119%**

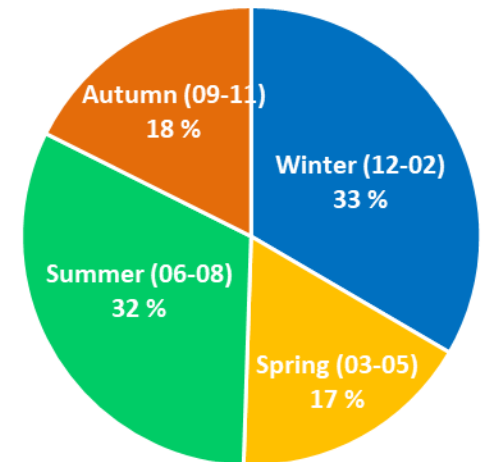
Share of overnights by regions 2019



Seasonality of Spanish overnights in Finland (pre-covid19)



Spanish overnights in 2019



Summary of VF surveys and statistics

- According to Visit Finland Brand tracking survey conducted in 2019, consideration to visit Finland was nearly on the same level as consideration of visiting Sweden and a little above that of Iceland – **Norway was clearly on top of Spanish travelers' minds** when looking at the ranking of the Nordic countries
- When thinking about Finland, **nature** and **winter** themes come through strongly in Spain
- Travel-related **internet searches** of Finland **increased by 22%** in 2019 compared to the previous year
- **Northern lights** was the most searched theme, but also **sauna** and **forests** were popular in searches
- Spanish overnights in all **Nordic countries** experienced a **rapid growth during the past 5 years**
- Nights spent **in Finland** jumped to a **new record in 2017** and remained at that **good level also in 2018 and 2019**
- Spanish overnights in Finland are spread **quite evenly in winter and summer seasons**, each one making a third of the yearly overnights

Spanish Travel Habits

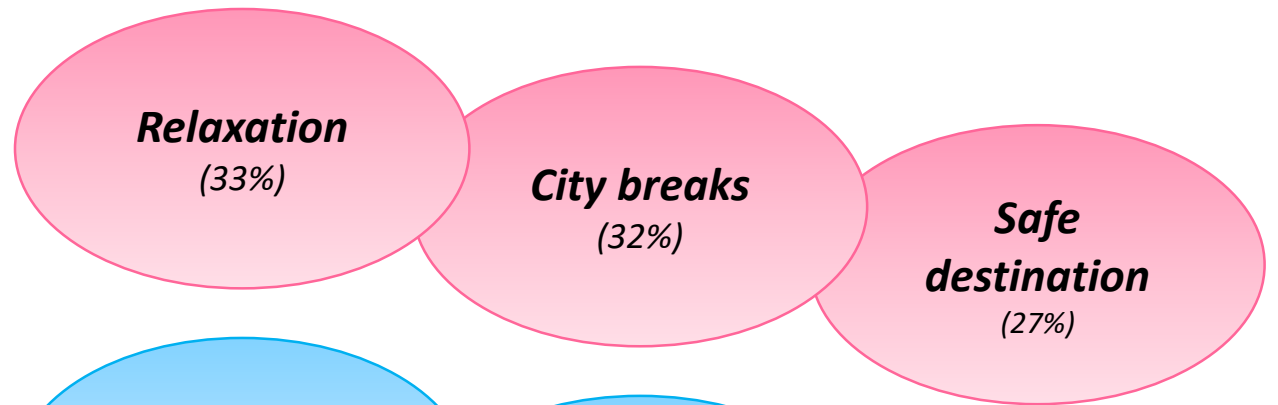
Euromonitor International Lifestyle Surveys, 2020



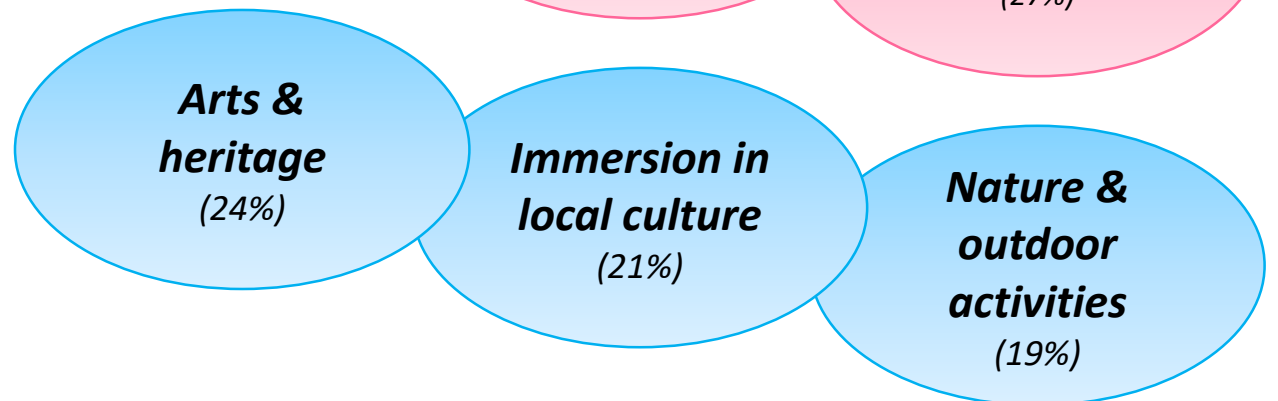
Spanish Travel Habits

- Prior to the pandemic, 19% of Spanish consumers went on four or more domestic trips per year.
- In addition, 52% of consumers reported taking 1-3 international leisure trips a year, and 6% taking 4 or more.
- Although travel within the country has been curtailed, it is expected that consumers will be keen to get out and enjoy some vacation time, albeit with restrictions on social distancing in place.

Most important travel destination features



Most important travel destination activities





Most popular Visit Finland website content during summer 2020

Popular Visit Finland articles - summer season 2020 (06-08)

Spain

Popular Articles on visitfinland.com

Practical Information for Travelers to Finland during Corona Pandemic (Spanish/English)

21 reasons to love Finland

Doze off under the Northern Lights

Land of the Midnight Sun

What are the Finns like?

Iconic Finnish Foods of All Time

9 Hot Summer cities in Finland

On the Hunt for the Northern Lights

10 Sauna Tips for Beginners

Finland's '10 Most Beautiful Landscapes'

Spanish site visitors during summer 2020 were interested in **Coronavirus Information**, **Northern Lights** and **Midnight Sun** related articles. All Articles with the exception of Coronavirus where both English and Spanish versions were popular, were mostly popular in Spanish.

Other articles of interest were related to **Sauna** and **Landscapes**.



9 CIUDADES FASCINANTES PARA EL VERANO EN FINLANDIA

Debido al largo y frío invierno del país, los finlandeses celebran el verano con mucha pasión, y por esta razón la mayoría de las ciudades finlandesas están especialmente vivas en los meses de verano, desde finales de mayo hasta agosto. Durante mayo, los finlandeses esperan con impaciencia los días más cálidos y, cuando llegan, se disponen a absorber rápidamente esos preciosos rayos de sol y a disfrutar de las agradables temperaturas.

¿Cómo es el verano finlandés? Festivales, sauna, kayak y deportes de remo, cruceros, eventos, más sauna, y todo esto bajo el mágico sol de medianoche. Aquí te mostramos 9 ciudades que definitivamente debes visitar durante el verano.



10 CONSEJOS PARA PRINCIPIANTES EN LA SAUNA

¿Qué se hace exactamente en la sauna finlandesa, y qué no se hace?

No hay nada más finlandés que la sauna y muchos finlandeses piensan que no puedes comprender Finlandia o su cultura sin haberte bañado en una sauna. Sin embargo, los finlandeses entienden que los extranjeros tienen ciertas inhibiciones y preocupaciones cuando se trata de entrar en un cuarto caliente sin ropa. Echa un vistazo a las imágenes que presentamos aquí con consejos para que no necesites preocuparte más.



Visitfinland.com summer 2020

June-August 2020 vs. June-Aug 2019

Compared to same period in 2019 (June-Aug 2019)

- Traffic during summer has decreased by fifth compared to same time last year
- Both organic and paid traffic have decreased a little
 - Traffic from all countries has NOT dropped compared to last year
 - From Germany, UK, Netherlands, Switzerland, Japan traffic has **increased**
 - Bigger decreases in traffic (over -20% decrease): Sweden, Italy, China, Spain, Russia
- During summer 2020 traffic was close to same as last year
 - On a few days we reported **higher traffic** than year before
 - We have less campaigns now that year before and the traffic is only about a fifth behind last year overall
- Most traffic still comes from Google search, as before, also Social Media brings a lot of traffic

June-August 2020 vs. Mar-May 2020

Compared to previous period (March-May 2020)

- Traffic has **increased** from spring substantially
 - Virtual Rent a Finn –campaign in May was a success!
 - The traffic stayed at a higher rate after the campaign
- Organic traffic has increased and paid traffic has decreased
 - Germany, Switzerland, Netherlands, Austria, Norway and Estonia are the countries that have **increased** in organic traffic most
 - Biggest traffic decreases from (around -30%): Italy and Spain
 - **Increase** in traffic from both Google and Social Media
 - Direct traffic, organic Yahoo & Bing as well as organic Facebook traffic have continued to **increase** in August
- Most read articles including all language versions:
 - COVID-19 traveler info article
 - 21 Reasons to Love Finland
 - Iconic Finnish foods of all time

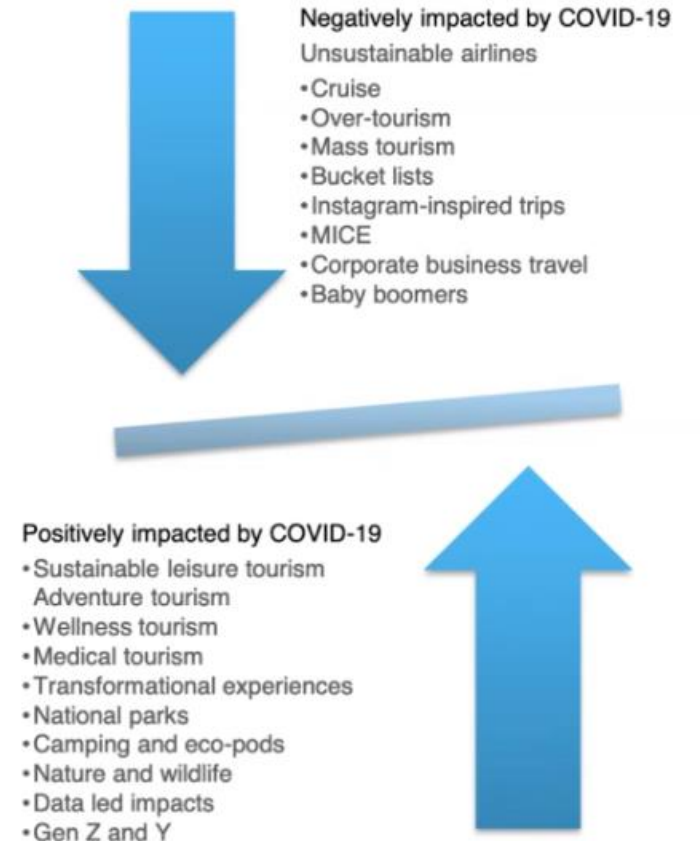
- New articles have been released during summer; for example Virtual tour around Finland & Extraordinary life in the Archipelago.
- More new content is in the pipeline



Outlook for post-covid19 travel trends and traveller needs

New normal – first impacts on travel demand

- Being immersed in nature and culture are likely to see a surge in interest as the tide turns on mass tourism and **“Off the beaten path”** destinations with wide open space become more popular
- After lockdowns and remote work, consumers are looking for **nature activities, wellness, luxury** as well as **transformational experiences**
- As the **social and environmental sustainability awareness** increases, **“Back-to-basics”** & **“live-like-a-local”** trends get stronger
- **Families** and **small groups** travelling together
- Cruise travel will be negatively impacted
→ what will this wealthy segment be looking for **to escape the everyday life, in order to experience relaxation and indulgence?**



Going towards the new normal

- Travel brands and destinations will need to become more consumer-centric to ensure their customers and staff feel safe and secure as the phased recovery begins
- Emphasize the digital services along the journey – dreaming phase, clear and easily accessible information about hygienic safety and services at destination, flexible and easy-to-understand terms on reservation and purchase
- Listen to the customer and learn how the traveller needs are changing

→ *Focusing on the customer and ensuring reliable, transparent, sustainable services – value for money!*

Health and hygiene protocols
Touch-free or low touch
Socially distanced
Consumer-centricity
Empathetic engagement



COVID-proofing
Repurposing of operations
Reskilling staff
New business models
Digital green transformation

Traveller needs in the new normal

- **Customization** and **personalization** are key cornerstones of the trip
 - Travellers now place a higher premium on **problem solving and support**, especially for longer journeys
 - Travellers want more control over their travel, and **tailored travel experiences** win out over pre-packaged leisure travel options
 - Consumers are opting for **fewer holidays but with longer stays**
- Signs of leisure travel are slowly emerging in places where **natural parks, beaches** and **outdoor spaces** are safely accessible and supported by testing and tracing measures.
- Travellers are trying to find their way and make the most of what they can to fulfil their holiday needs – **traveller confidence** is the single most important element.



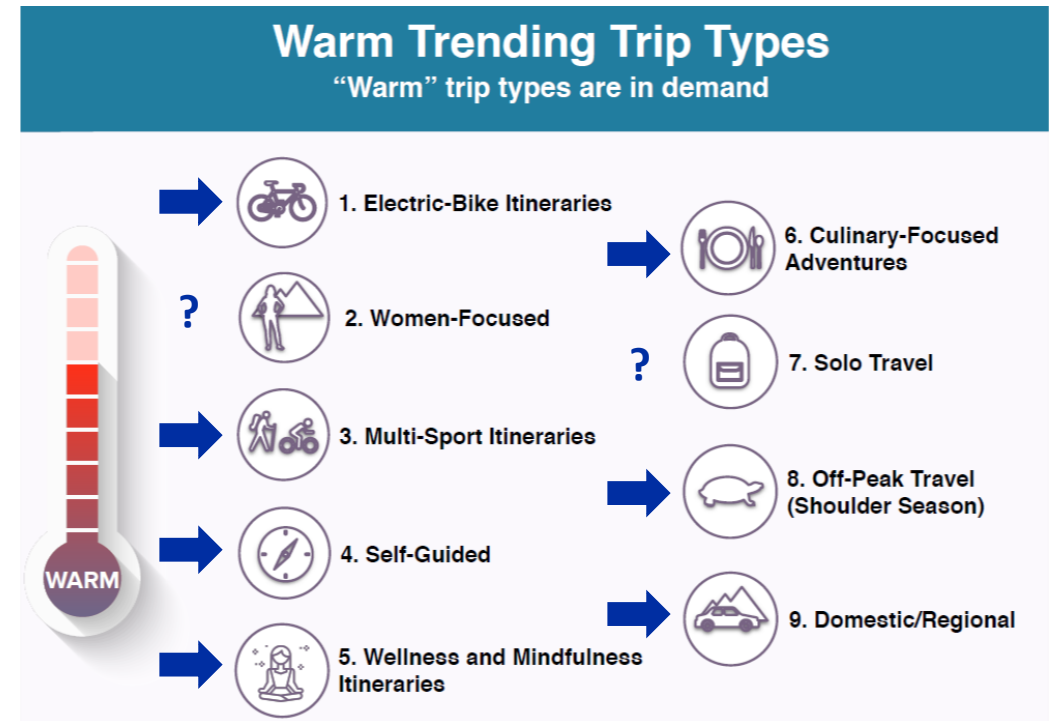
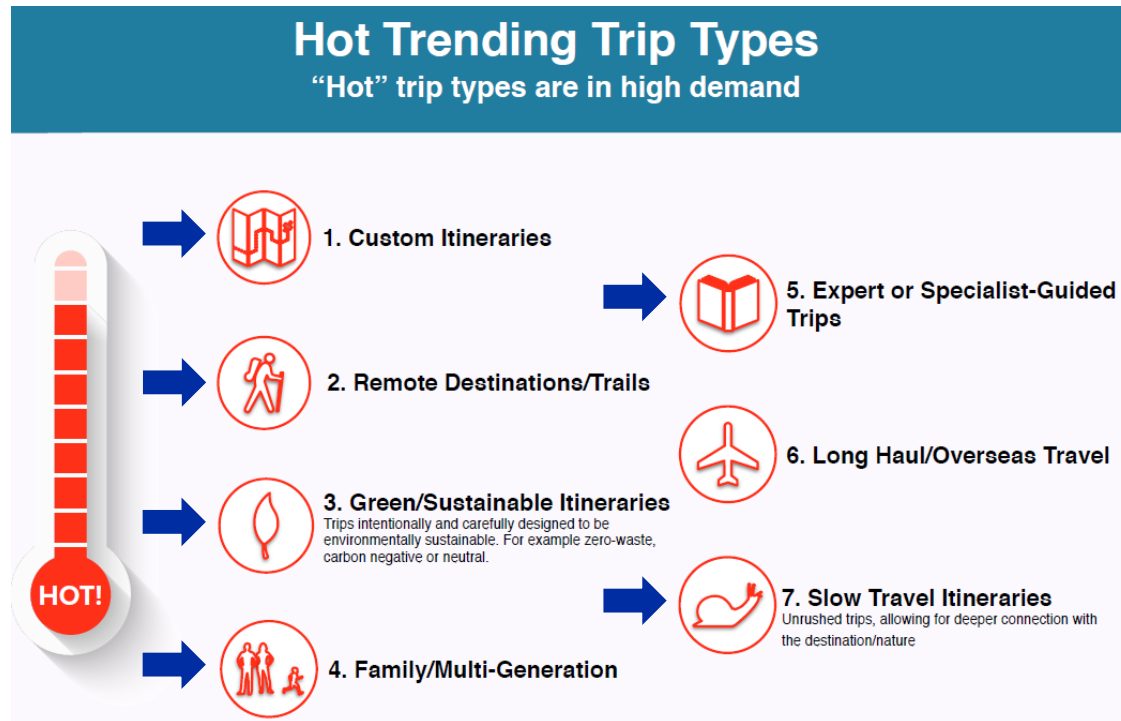
What Global Travelers Say Matters Most to Them In Order to Remain Confident About Travel Going Forward

AIR	HOTEL	RAIL
<ul style="list-style-type: none">• Safety & security measures• Presence of masks• Widely available vaccine• Transparent refund policy• Enforcement of social distancing	<ul style="list-style-type: none">• Enhanced cleaning techniques• Stricter hygiene practices• Safety & security measures• Presence of masks• Widely available vaccine	<ul style="list-style-type: none">• Enhanced cleaning techniques• Safety & security measures• Stricter hygiene practices• Enforcement of social distancing• Presence of masks
CAR	INSURANCE	TRAVEL AGENT
<ul style="list-style-type: none">• Enhanced cleaning techniques• Safety & security measures• Stricter hygiene practices• Enforcement of social distancing• More economical options	<ul style="list-style-type: none">• Comprehensive coverage• Transparent refund policy• Medical assistance eligibility• More economical options• Clarity around restrictions	<ul style="list-style-type: none">• Keeping travelers well informed• Support and honesty• Highly responsive, able to contact anywhere, anytime• Safety & security• Advice & expertise

AMADEUS

Trending trip types for nature-oriented travellers

- Most of the pre-covid trends in adventure travel are most likely to accelerate in the new normal
 - Sustainability and pure nature, tailor-made activities and services, wellbeing and transformational experiences in focus
- **Finland will have new opportunities with these trends accelerating and the nature travel segments growing**

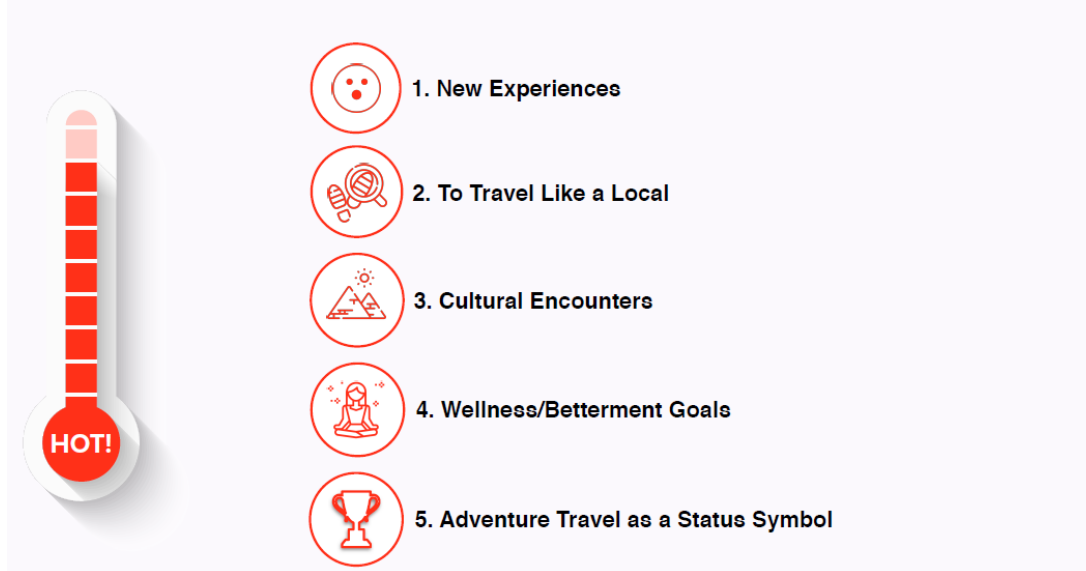


Travel motivations for nature-oriented travellers

- New experiences in safe and pure environment with room to roam
- Experiencing and getting to know local cultures and lifestyles
- Wellness in body and mind – counterbalance for work through silence and mindfulness, physical activities and luxury experiences in nature

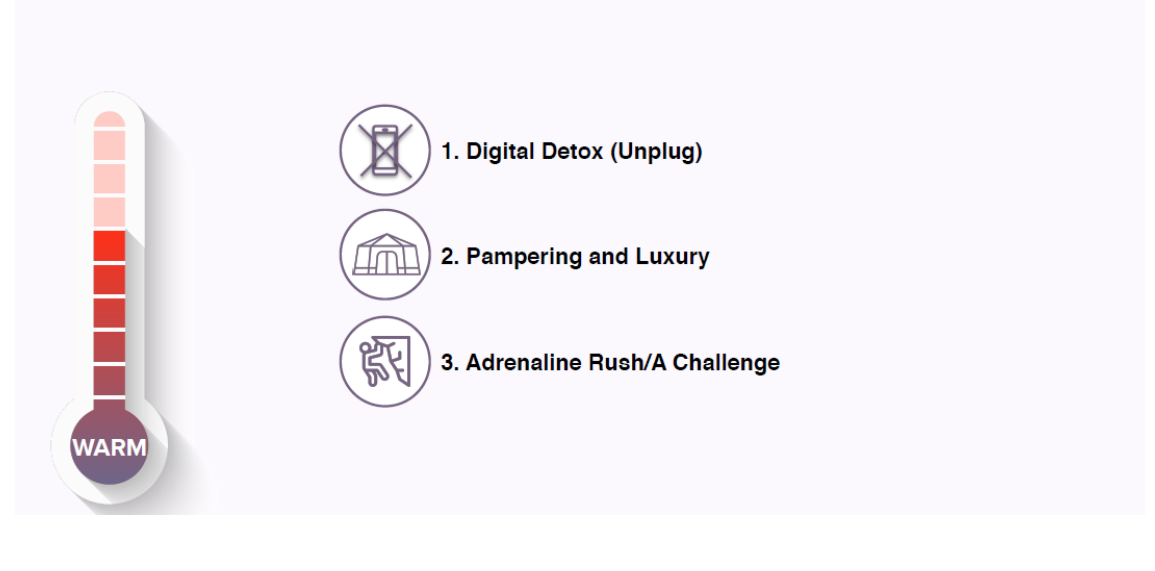
Hot Trending Consumer Motivations for Adventure Travel in 2019

“Hot” indicates these factors are very strong motivators



Warm Trending Consumer Motivations for Adventure Travel in 2019

“Warm” indicates these factors are strong motivators



Entering the “next normal”

- Interest towards the Nordic countries was on the rise already pre-covid, and the image of spaciousness / room to roam and pure, beautiful nature are most likely to increase the interest even further
- After lockdowns and restrictions, consumers are looking for new authentic experiences, wellbeing through nature as well as tailor-made services
- Nature traveller segments seem to grow

 **Great new opportunities also for Finland!**





Visit Finland