

France

Travel insights



Visit Finland



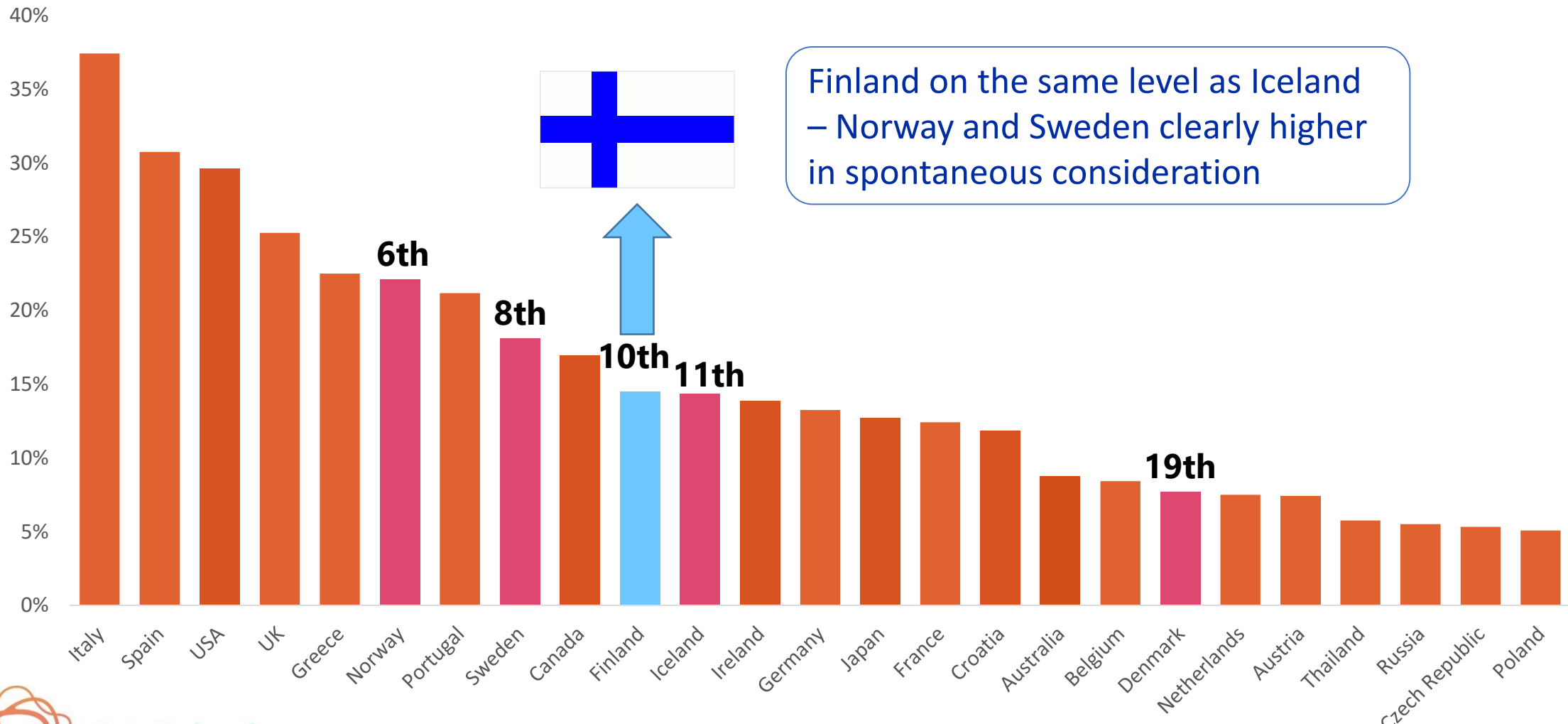


Finland's image as a travel destination in France

Brand Tracking survey 2019

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

Spontaneous Destination Consideration



Finland on the same level as Iceland
– Norway and Sweden clearly higher 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 (1,200)



Travel related searches

Digital Demand 2019

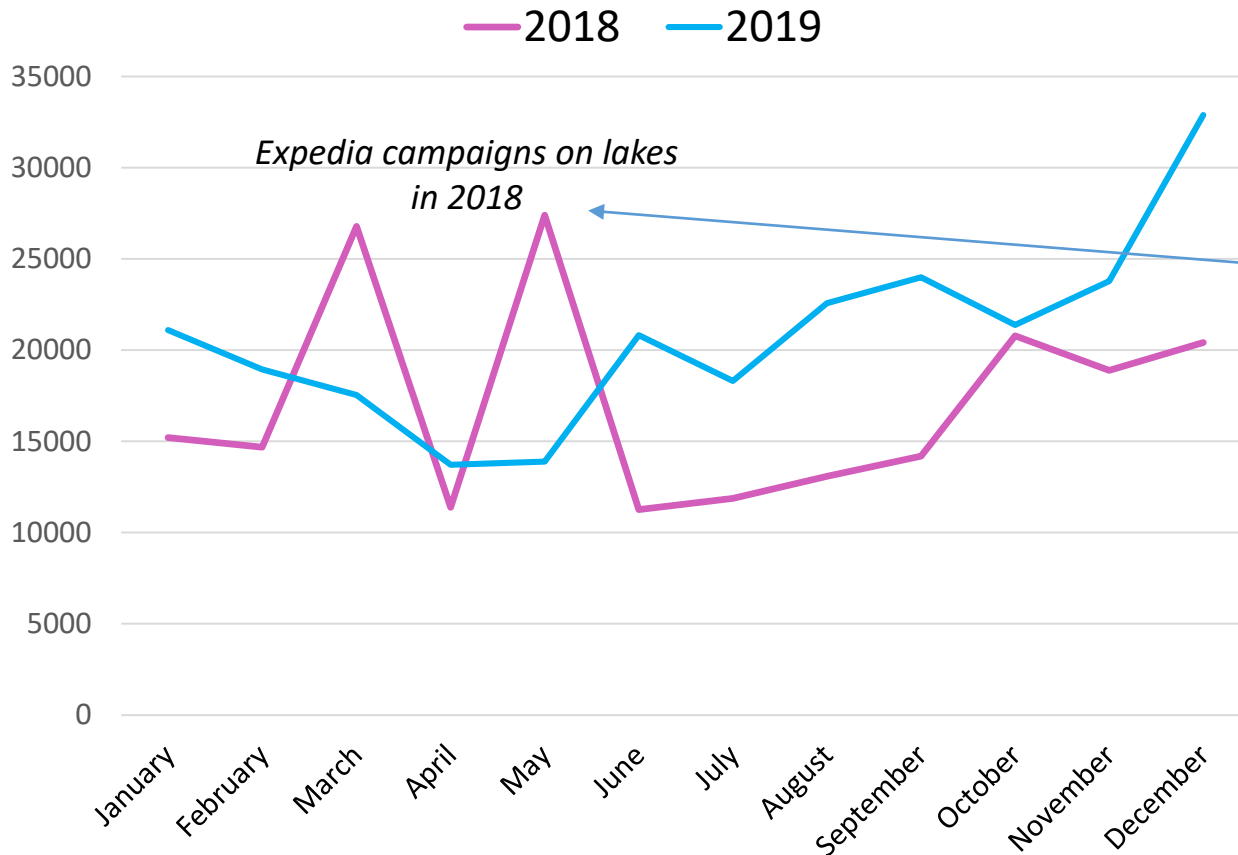
French travelers' Internet searches

Source: D2 Digital Demand

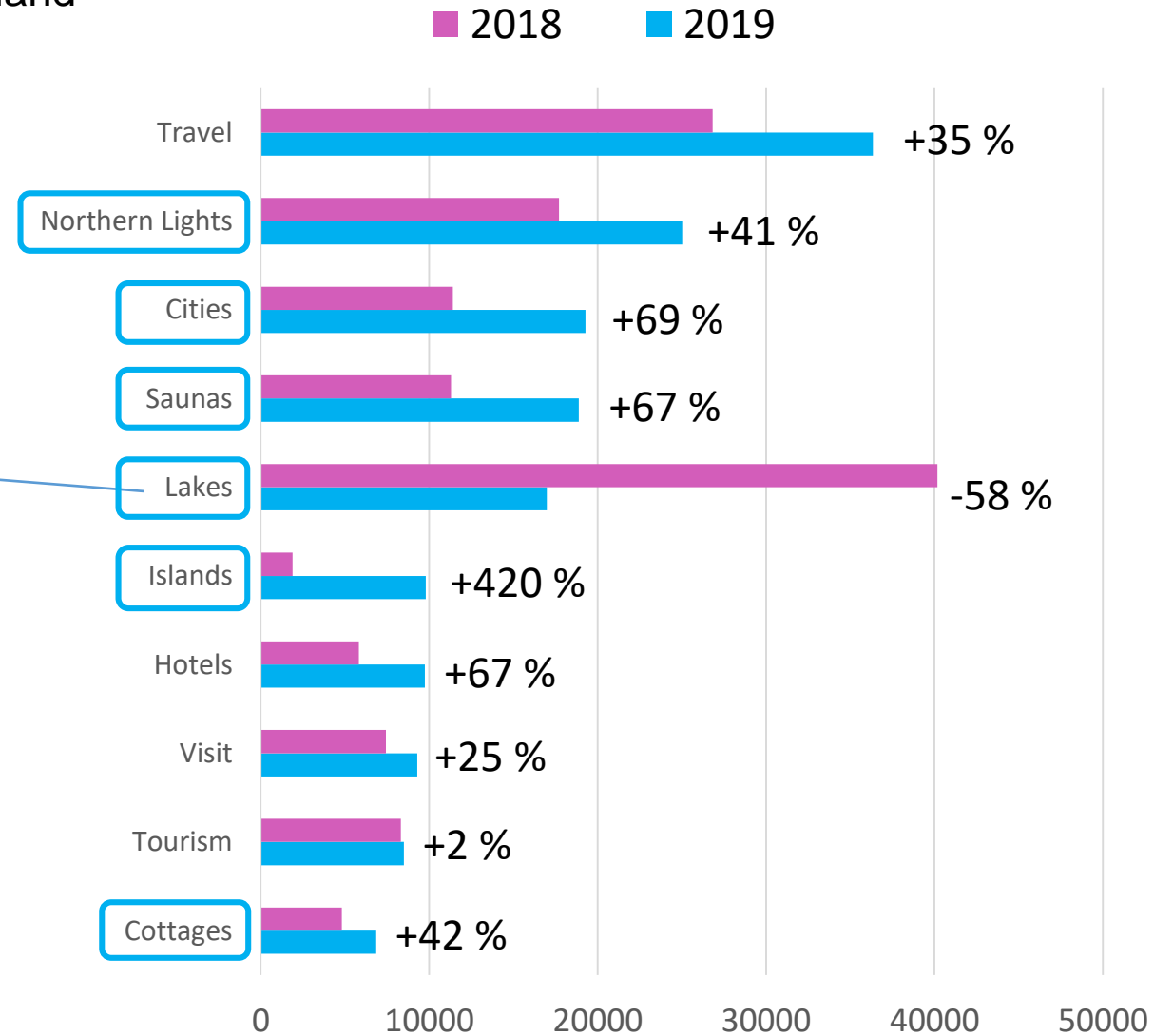


- 249 000 travel-related Internet searches concerning Finland
- +21 % compared to previous year

France Seasonality in Searches



France Top Microbrandtags



An aerial photograph of a coastal landscape. In the foreground, a small red cabin with a grey roof and white window frames sits on a rocky shore. The cabin is surrounded by greenery and a few trees. To the left, a body of water extends towards the horizon. The middle ground is dominated by a dense forest of tall, thin trees. In the background, more land and water are visible under a cloudy sky. A small red and white flag is visible on a distant island.

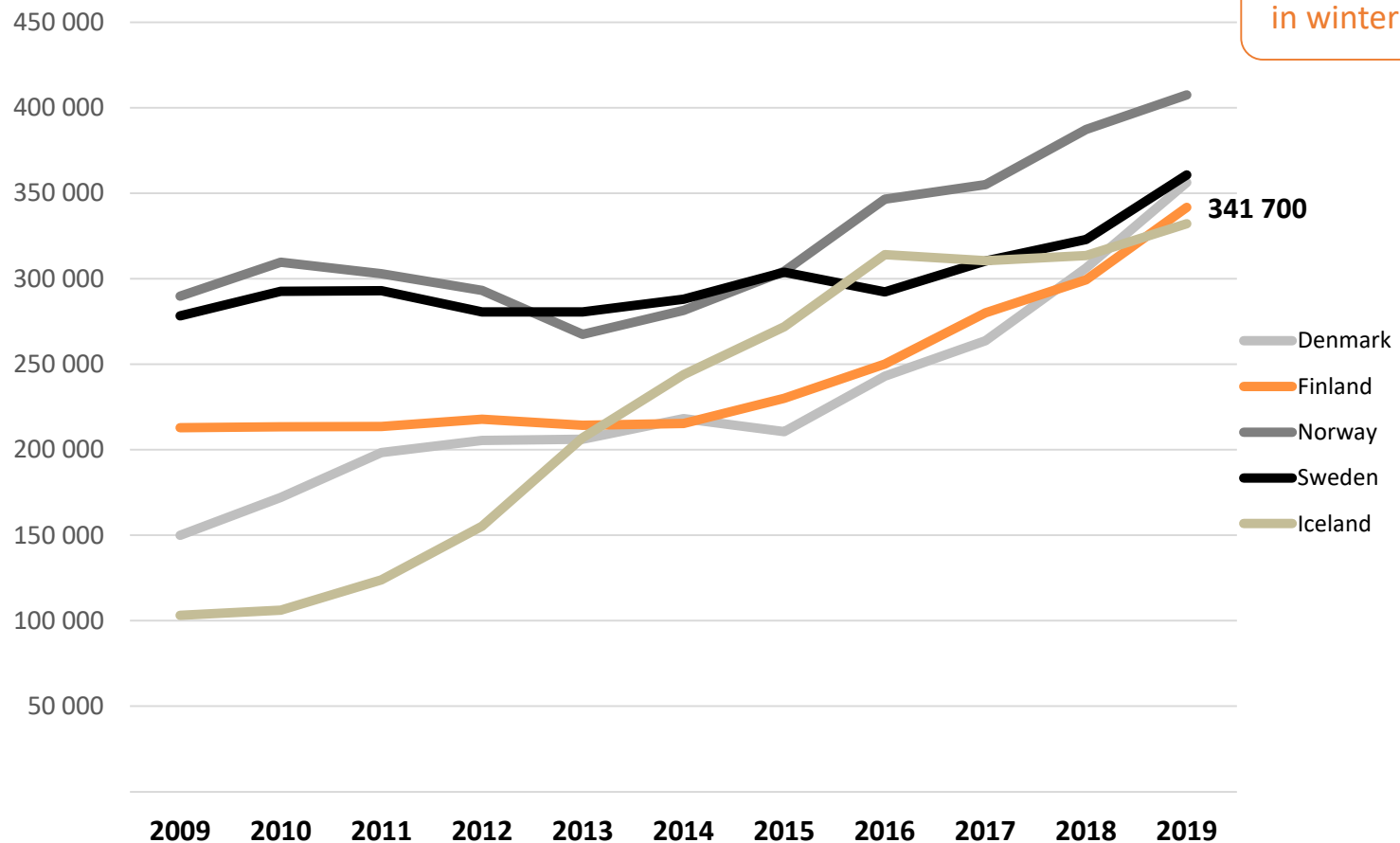
French overnights in the Nordic countries & in Finland

Statistics Service Rudolf, Statistics Finland

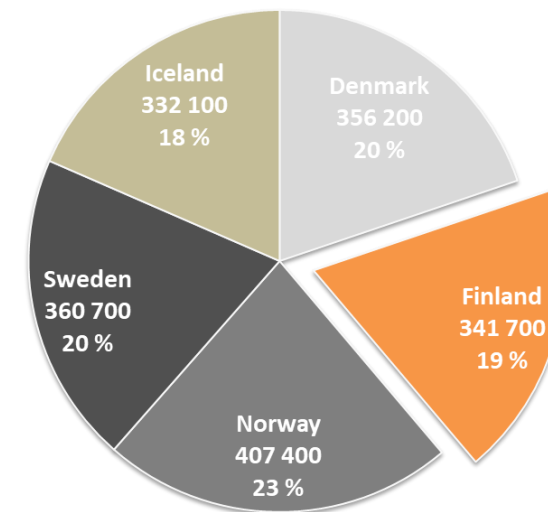
Statistics Sweden, Norway, Denmark and Iceland

France: Yearly overnights in the Nordic countries

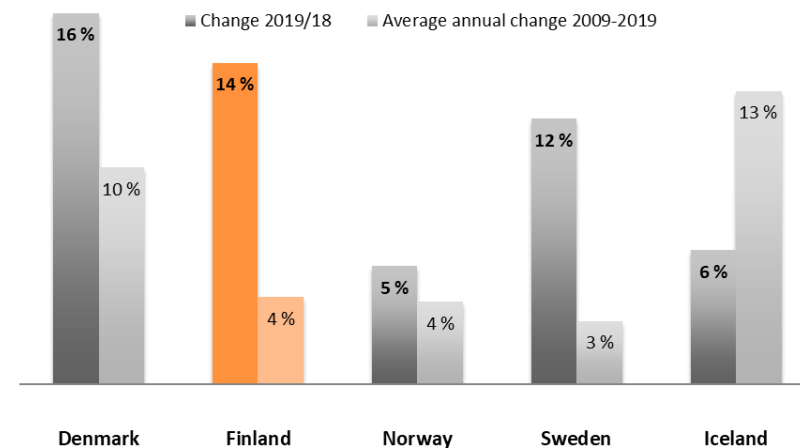
Development of French overnights 2009-2019



Nordic countries' share of French overnights 2019

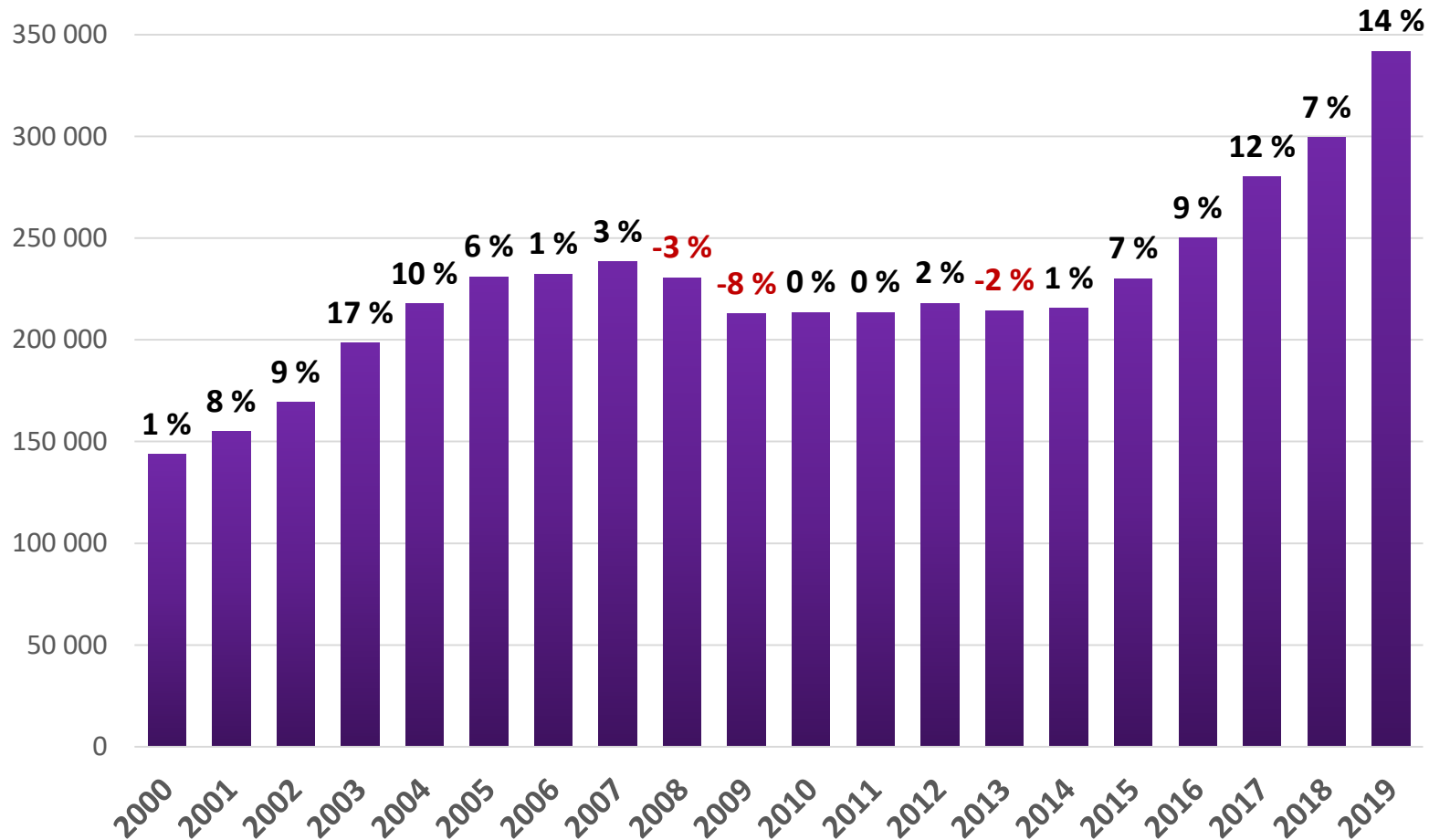


French overnights, change %



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

French overnights in Finland



Year 2019

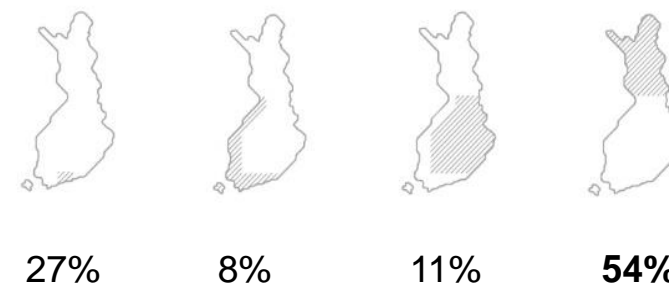
341 700 overnights in total

6th in country rankings
with a **5%** share of foreign overnights

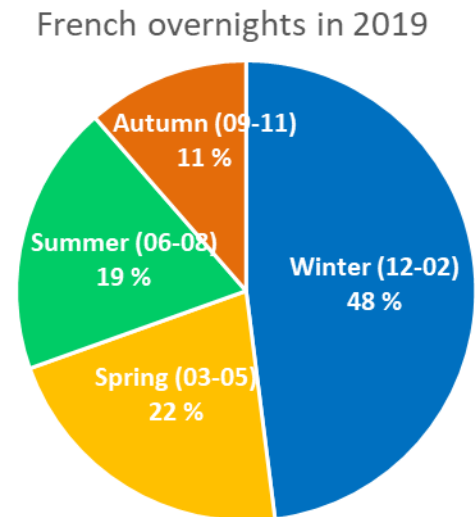
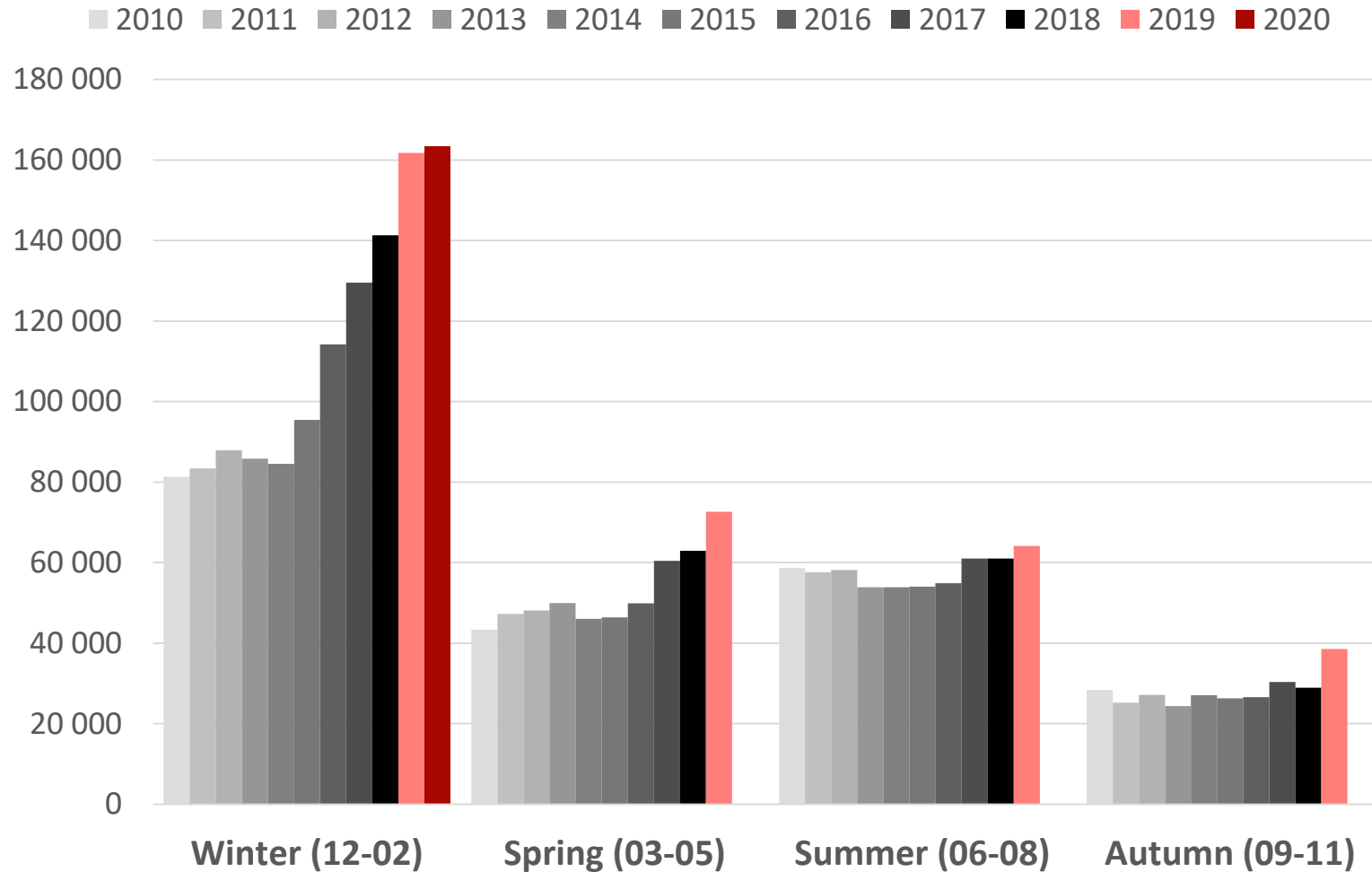
Average change 2000-2019: **+5%**

Change 2019 compared to 2000: **+138%**

Share of overnights by regions 2019



Seasonality of French overnights in Finland (pre-covid19)



Summary of VF surveys and statistics

- According to Visit Finland Brand tracking survey conducted in 2019, consideration to visit Finland was on the same level as consideration of visiting Iceland – **Norway was clearly on top of French** travellers minds and also consideration of visiting Sweden was on a higher level when comparing the ranking of the Nordic countries
- When thinking about Finland, **nature** and **winter** themes come through strongly in France
- Travel-related **internet searches** of Finland **increased by 21%** in 2019 compared to the previous year
- **Northern lights** was the most searched theme, but also **cities**, **sauna** and **lakes** were popular in searches. The biggest increase in searches was for **islands**.
- French overnights in the **Nordic countries** have been **growing strongly during the past 5 years**. Finland is clearly the most popular travel destination among the Nordics during the winter season.
- Nights spent **in Finland** have **increased rapidly** since 2015 reaching a **record high level in 2019**
- French overnights in Finland are concentrated heavily on **winter season** where also the strongest growth can be seen. Nevertheless, also travel during spring and summer have experienced nice growth during the recent years.

French Travel Habits

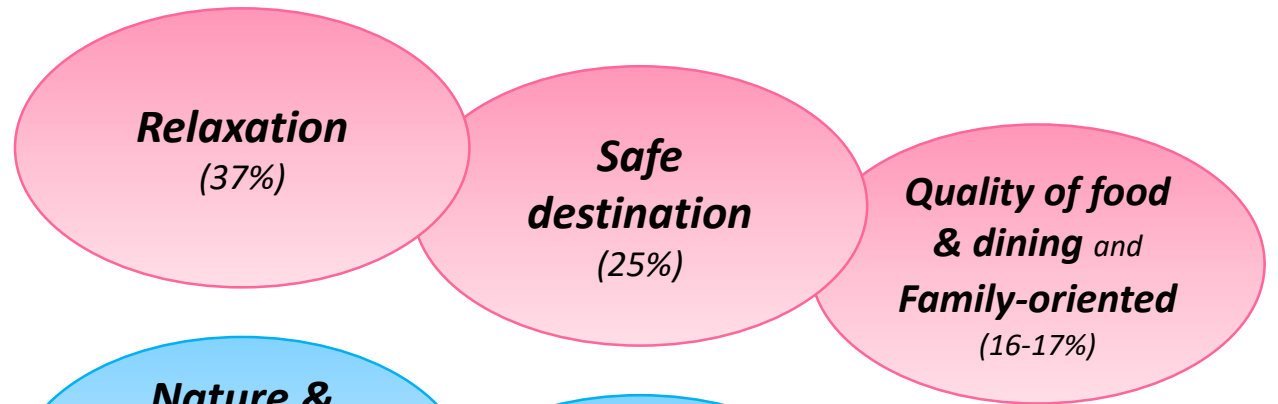
Euromonitor International Lifestyle Surveys, 2020



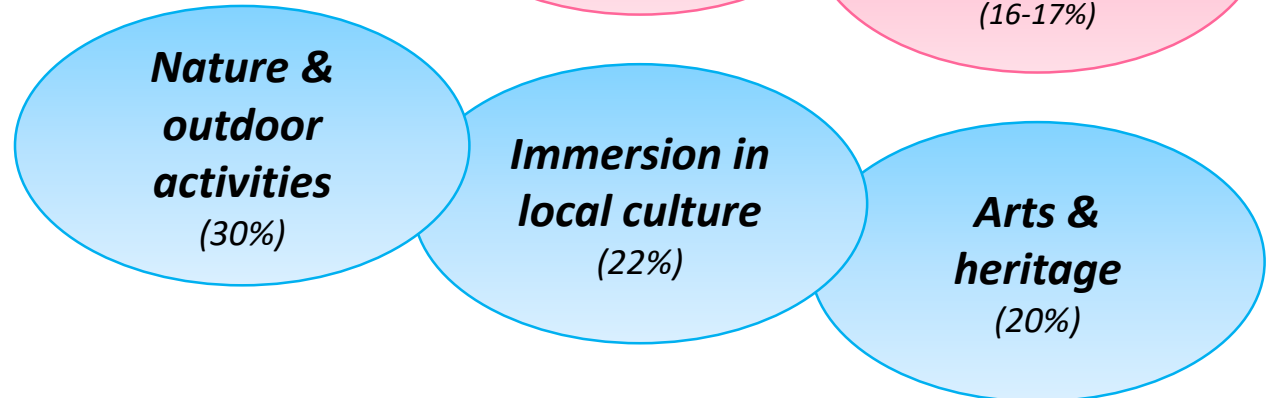
French Travel Habits (pre-covid19)

- The French are keen travellers - especially within their own country. With many middle-class families owning secondary residences by the sea, 36% of consumers reported going on at least four domestic leisure trips a year - much higher than the global average of 20%.
- Nevertheless, 42% of consumers reported taking also 1-3 international leisure trips a year, and 6% taking 4 or more.

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)

France

Popular Articles on visitfinland.com

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

On the Hunt for the Northern Lights

21 reasons to love Finland

Land of the Midnight Sun

Doze off under the Northern Lights

10 best things to do in Finland

Autumn and Spring – The Best Northern Lights Seasons

Finland's Wonderful Wildlife

What are the Finns like?

10 'Must Experience' Ski Resorts in Finland

French 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 French were popular, were mostly popular in French.

Other articles of interest were related to **Wildlife** and **Skiing**.



10 STATIONS DE SKI INCONTOURNABLES DE FINLANDE

La Finlande compte environ 75 stations de ski, chiffre plutôt élevé pour un pays qui n'a pas de montagnes. On y trouve cependant de nombreuses collines qui sont recouvertes de neige près de 200 jours par an. Les conditions d'enneigement des stations de ski finlandaises sont idéales tout au long de l'hiver, étant entendu que la saison des sports d'hiver débute dès octobre pour se terminer en mai.

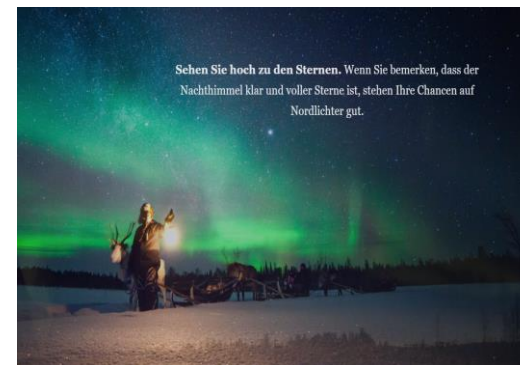
On trouve en Finlande des pistes de ski adaptées à tous les niveaux. Les jeunes enfants et les débutants peuvent profiter de pentes douces idéales pour l'apprentissage du ski. La plupart des pistes sont parfaitement accessibles et larges, sans compter que le pays offre par ailleurs des pistes de haut niveau et des snowparks qui raviront les skieurs et snowboardeurs "new school".



LA CHASSE AUX AURORES BORÉALES

Être témoin d'une aurore boréale est toujours un enchantement, même si beaucoup de visiteurs ne feront peut-être cette expérience qu'une seule fois dans leur vie. Certains d'entre eux tombent pourtant à tel point sous le charme de ce phénomène qu'ils ne peuvent plus se passer de l'incroyable feu d'artifice qui se produit chaque hiver dans le ciel du Grand Nord.

La danse céleste des aurores boréales est un phénomène naturel si puissant et exceptionnel qu'il arrive que la vie des modestes terriens que nous sommes en soit changée. En tout cas, ces explosions lumineuses dans le ciel de la Finlande du Nord, l'un des meilleurs points d'observation au monde pour y assister, ont décidé certains étrangers à venir tout simplement s'installer en Finlande. Voici quelques indications qui pourront vous aider à devenir à votre tour chasseur d'aurores boréales !



Sehen Sie hoch zu den Sternen. Wenn Sie bemerken, dass der Nachthimmel klar und voller Sterne ist, stehen Ihre Chancen auf Nordlichter gut.



Packen Sie sich warm ein. In den klaren Winternächten, in denen Nordlichter am häufigsten zu sehen sind, ist es meistens ziemlich eiskalt. In eine tolle Alternative sind Ighus mit Glasdächern - dann können Sie die Lightshow vom warmen Bett aus erleben.

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

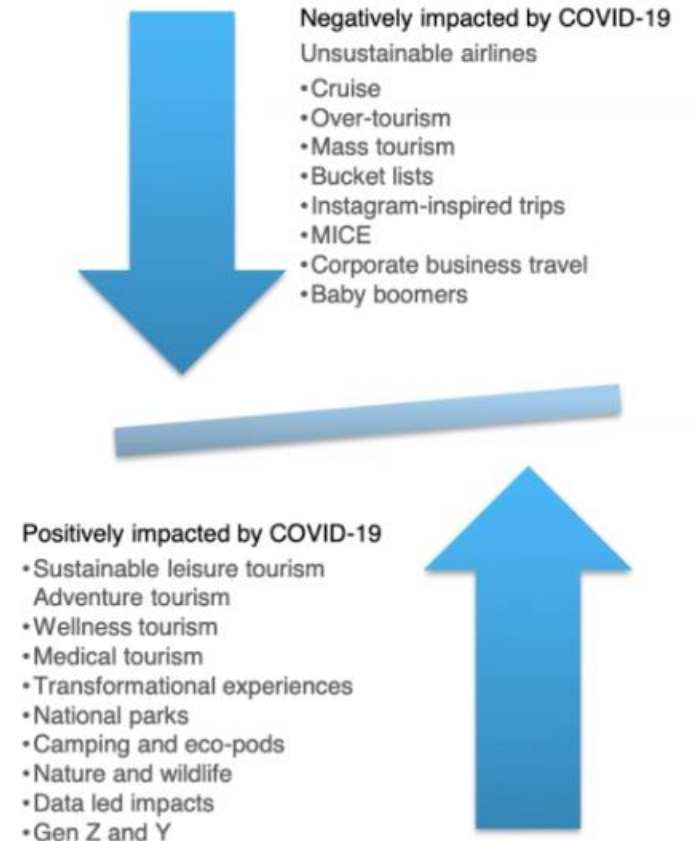
- New articles have been released during summer; for example Virtual tour around Finland & Extraordinary life in the Archipelago.
- More new content is in the pipeline



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

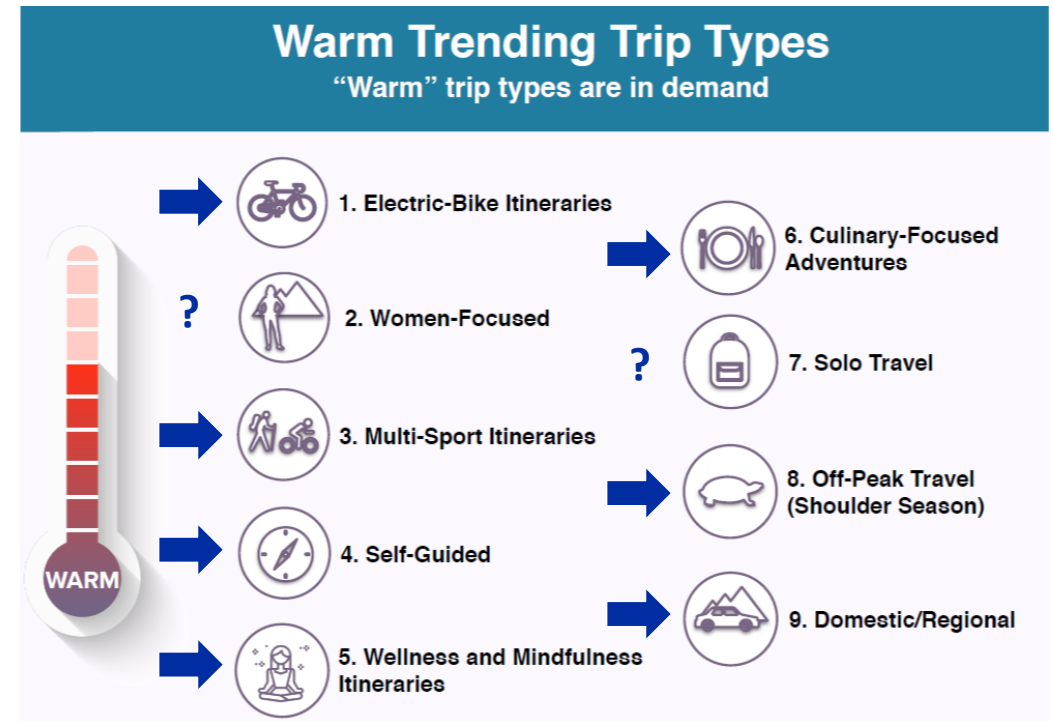
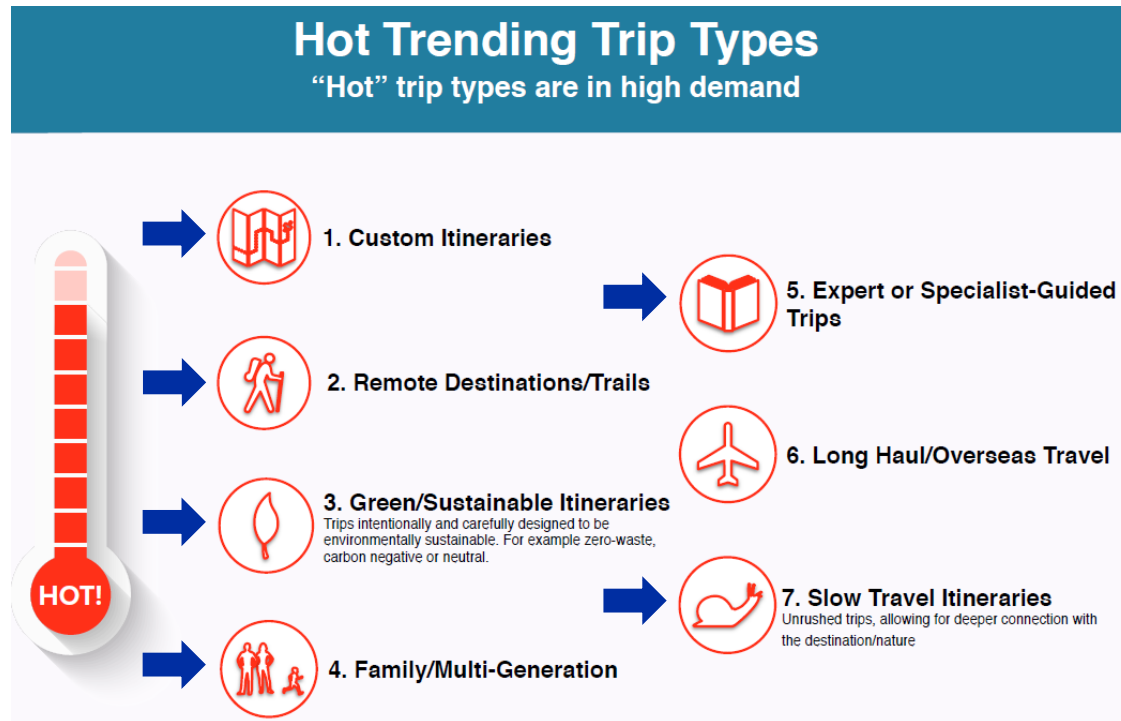
- **Customization** and **personalization** are key cornerstones of the trip
 - Travellers now place a higher premium on **problem solving and support**, especially for longer journeys
 - Travellers want more control over their travel, and **tailored travel experiences** win out over pre-packaged leisure 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.



Source: What Leisure Travelers Want in a COVID-19 World, Amadeus May 2020

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**

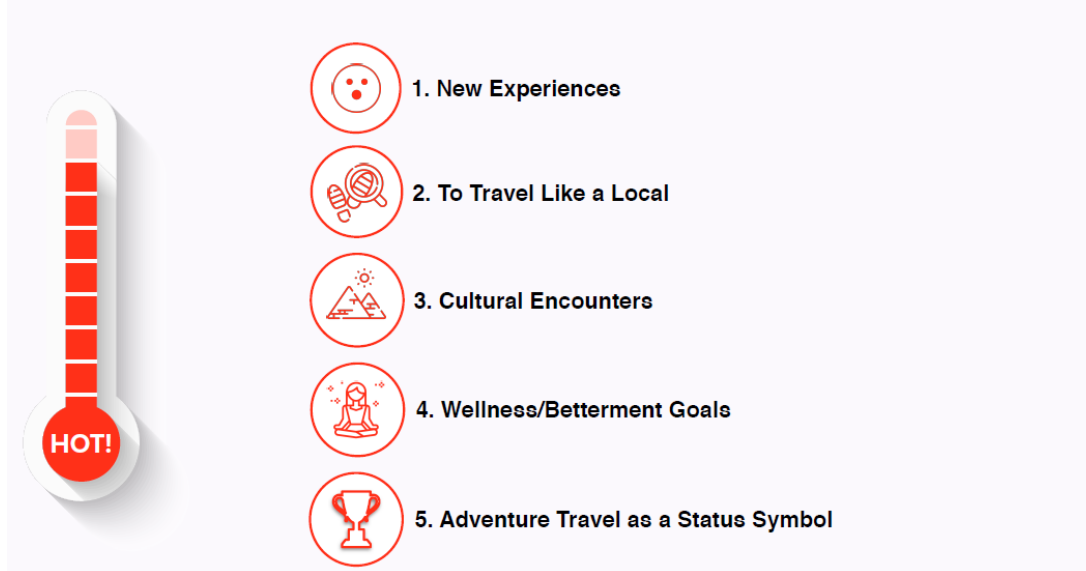


Travel motivations for nature-oriented travellers

- 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