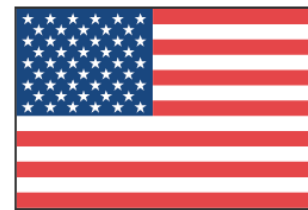
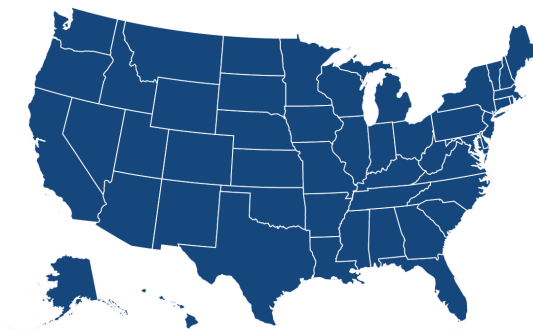


# The United States

A Market Review Based on the Visit Finland Visitor Surveys 2016–2018



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# Background of the Review

- The purpose of the review is to examine the American visits to Finland and highlight the possible distinctive features of American visitors compared to other departure countries. The main emphasis is put on the American holidaymakers in Finland.
- This review is based on the Visit Finland Visitor Surveys 2016–2018. The main part of the results presented in this review are derived from the survey of 2018. These surveys were conducted at the ports of Helsinki and Turku, at the airports of Helsinki, Turku, Tampere, Rovaniemi and Kittilä, as well as at the eastern border at Vaalimaa, Nuijamaa, Vainikkala, Imatra and Niirala.
- A total of 180,000 travellers from the USA visited Finland in 2018. Among these travellers 442 interviews were conducted when they were leaving Finland. For a randomised sample of this size, the theoretical sampling error is up to  $\pm 4.7$  percentage points (with a 95% probability).
- More information of the methodology can be found on the [Visit Finland Visitor Surveys](#).
- It should be noted that the place of residence is considered here more important than the actual nationality. Therefore, the concept of American travel to Finland may include other nationals residing in the USA. However, for the reasons of simplicity, American travel or American visitors mentioned in this review refer to all people residing in the geographical area of the United States of America. In this review, 'America' refers to the United States of America.



# Did You Know, for Example, That ...

## HIGH SPENDING

...all the US visitors are the fifth biggest foreign spenders (EUR 124M) in Finland.

## SENIOR COUPLES

...typical American holidaymakers are over 64 years old and travel with their partners.

## CALIFORNIA & NEW YORK

...typical American holidaymakers come from California or New York.

## CULTURE & ENTERTAINMENT

...culture & entertainment were the main reasons to choose Finland for over half of the holidaymakers.

## MONEY ON ACCOMMODATION

...in 2018, the American visitors spent 33% more money per visit on accommodation than the other visitors.

## FINNISH FOOD

...65% of all the American visitors were interested in Finnish culinary experiences in 2018.

## RESTAURANT INCOME

...in 2018, the American visitors spent 62% more money per visit on restaurants than the other visitors.

## NOT ONLY FINLAND

...in 2018, over half of the American holidaymakers had some other country as their main destination.

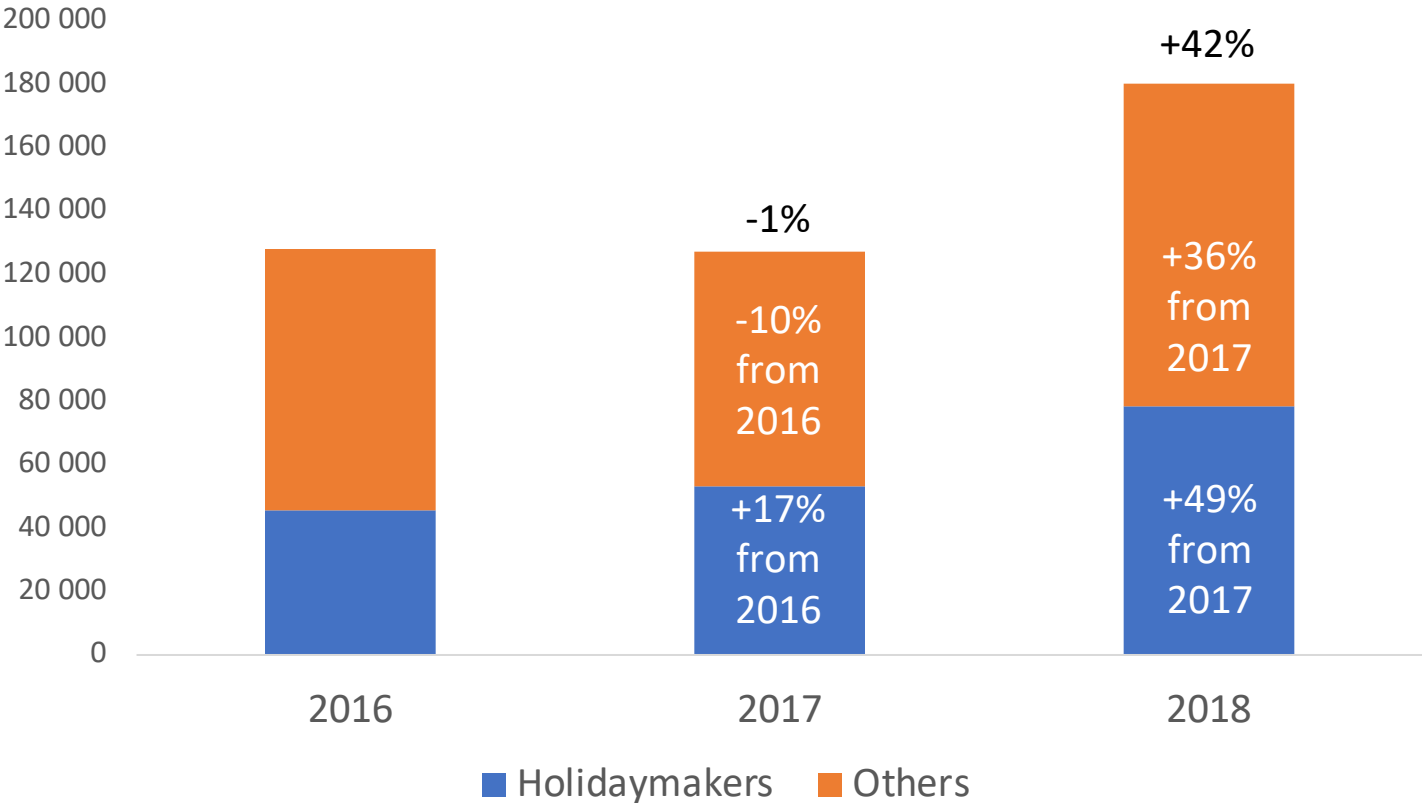
## THREE NIGHTS

...in 2018, the average length of stay of the American holidaymakers was 3.2 nights.

## WEALTHY VISITORS

...in 2018, over two thirds of the American holidaymakers had a yearly household income of over EUR 80,000.

# Number of Trips to Finland 2016–2018



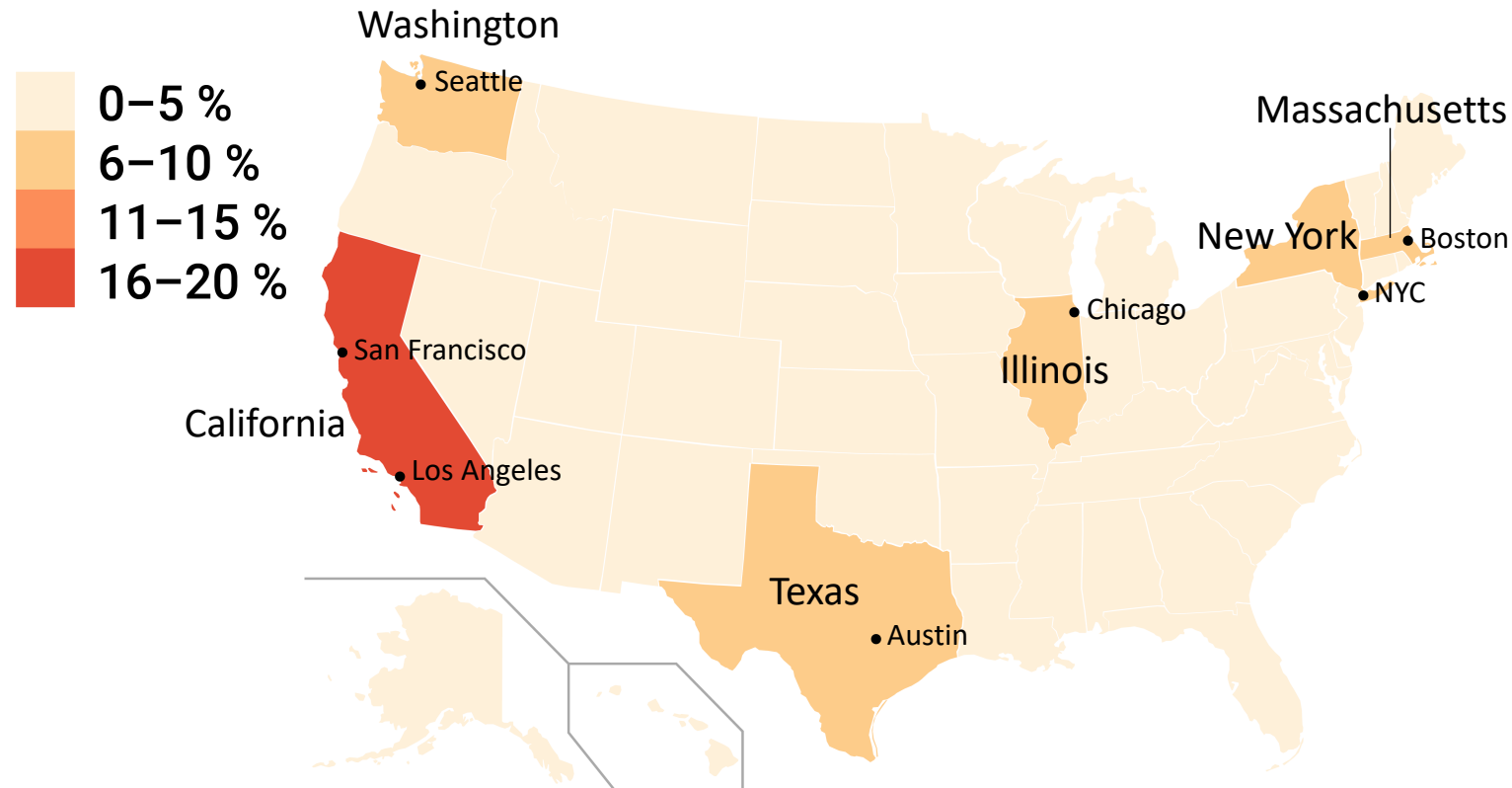
The total number of trips from the USA to Finland was about 180,000 in 2018. This is over 40 percent more than in 2017.

Holidaymakers’ share of all American trips has been growing since 2016. Holidaymakers took over two-fifths (44%) of all the trips in 2018.

Trips from US composed approximately two percent of all the trips to Finland in 2018.



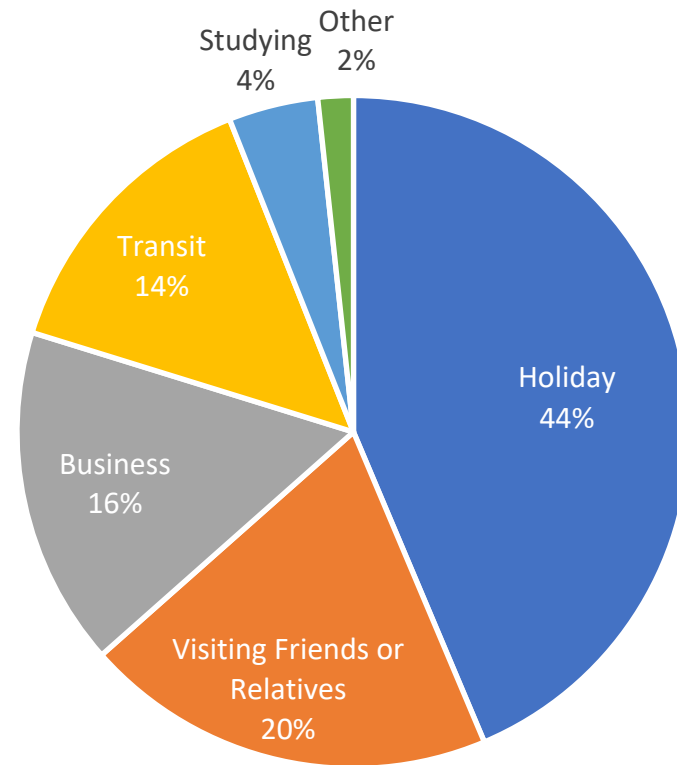
# Place of Residence of All American Visitors



In 2018 the major departure areas from USA to Finland included California (19% of all the American trips), New York (10%), Texas (7%), Massachusetts (7%), Washington (6%) and Illinois (6%). Florida was a place of residence for almost 5 percent of American visitors.

These states covered almost 60 percent of the trips from US to Finland in 2018.

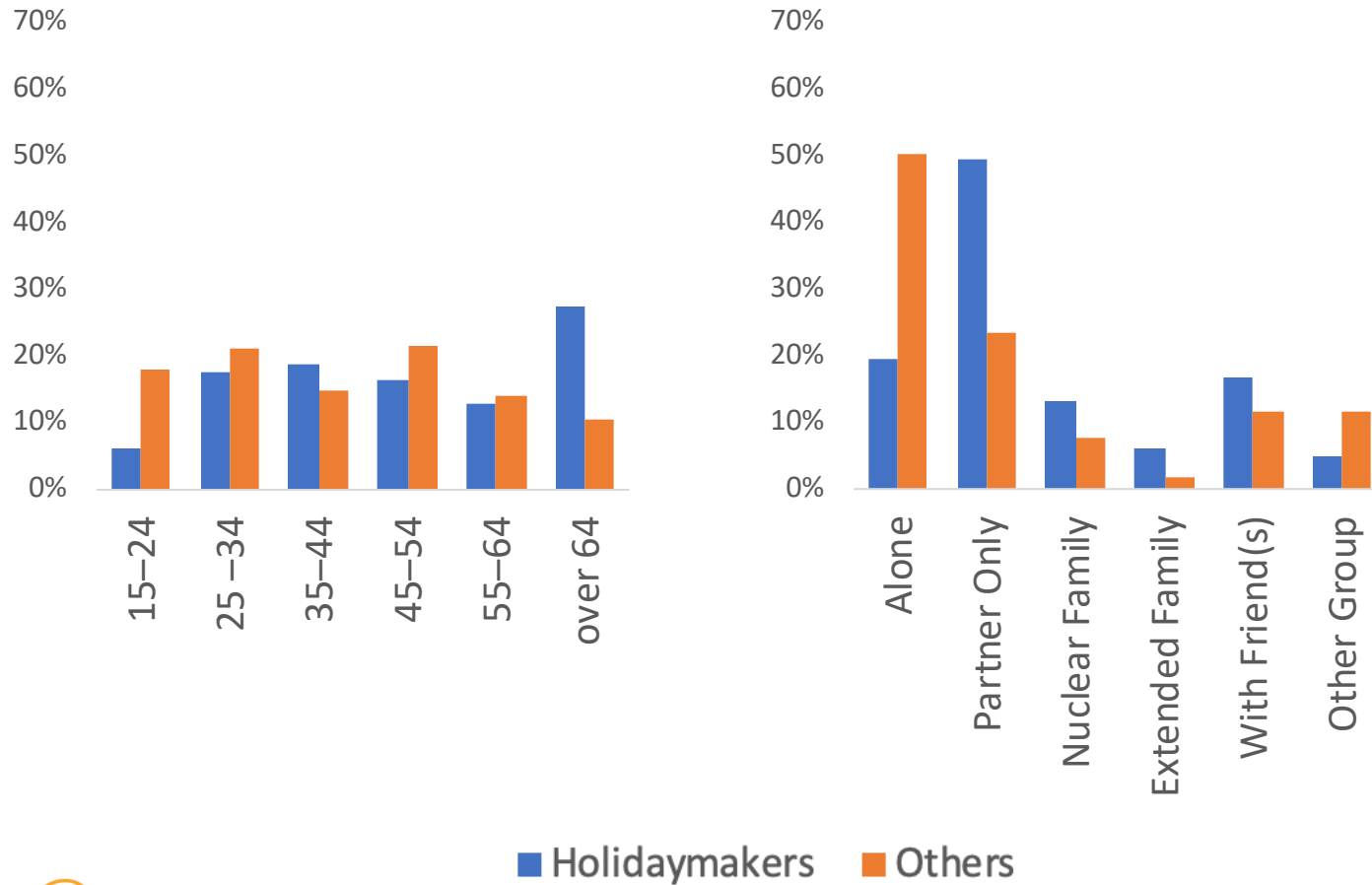
# Purpose of the Trip 1/2



Holiday was the main purpose of the trip to Finland for over two-fifths of the American visitors in 2018.

In addition, visiting friends or relatives (20%) and business trips (16%) were the major reasons to visit Finland in 2018.

# Purpose of the Trip 2/2



The largest single age group of American holidaymakers was people over 64 years of age. This is a distinctive feature for American holidaymakers. However, almost every fourth American holidaymaker was under 35 years of age.

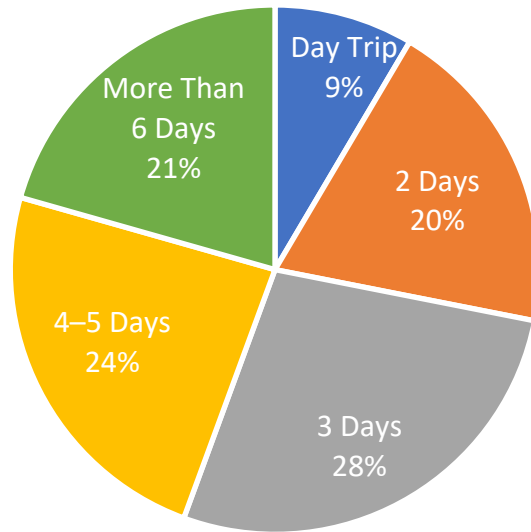
American holidaymakers most often came to Finland with partner only (50%) which is connected to the age distribution of the American visitors: senior American couples were the most typical American visitors in Finland in 2018.

Traveling alone was the most typical 'travel party' for other visitors.

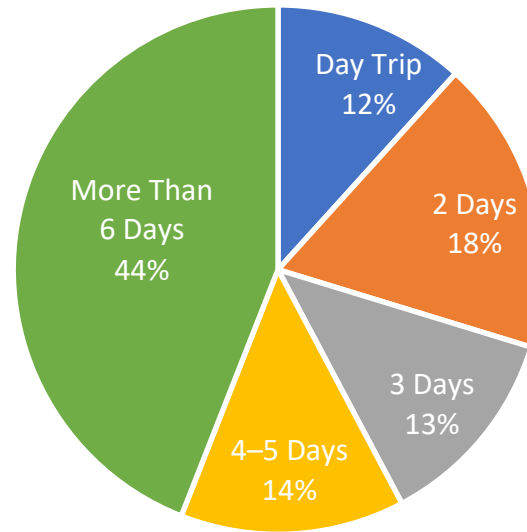


# Length of Stay

## Holidaymakers



## Other Visitors

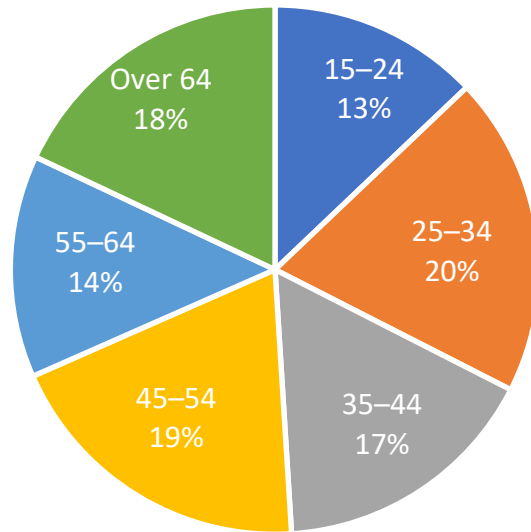


The average length of stay for American holidaymakers was 3.2 nights and 5.3 nights for the other visitors in 2018. The medians were two and three nights respectively.

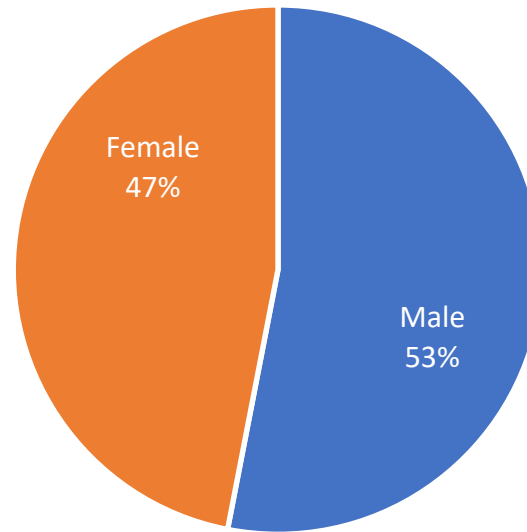
American holidaymakers' visits in Finland were a little bit shorter than the average of the other holidaymakers (3.2 vs. 3.8, Russia included) in 2018.

# Demographics of All American Visitors 1/2

Age



Gender

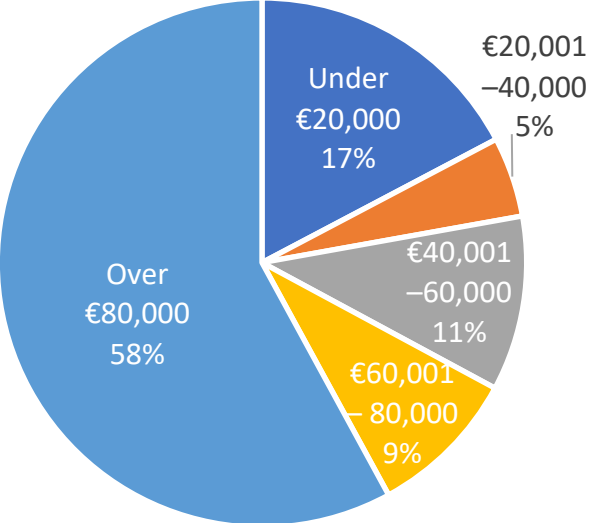


About half (51%) of the American visitors were over 45 years of age in 2018. American holidaymakers were a bit older than the other American visitors.

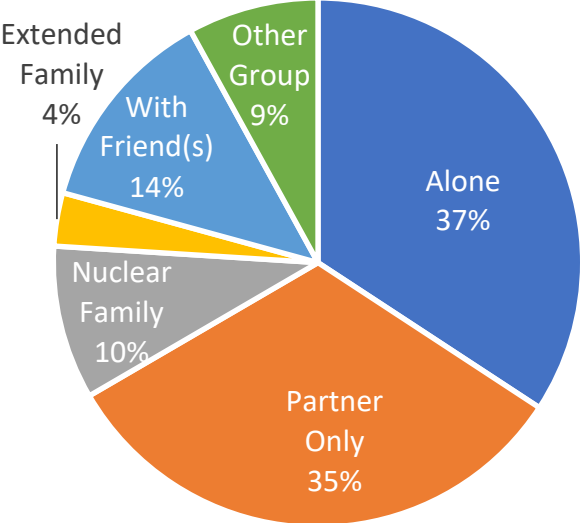
American visitors in Finland were more often men (53%) than women (47%). However the American holidaymakers were more often women (52%) than men (48%).

# Demographics of All American Visitors 2/2

Household income



Travel party



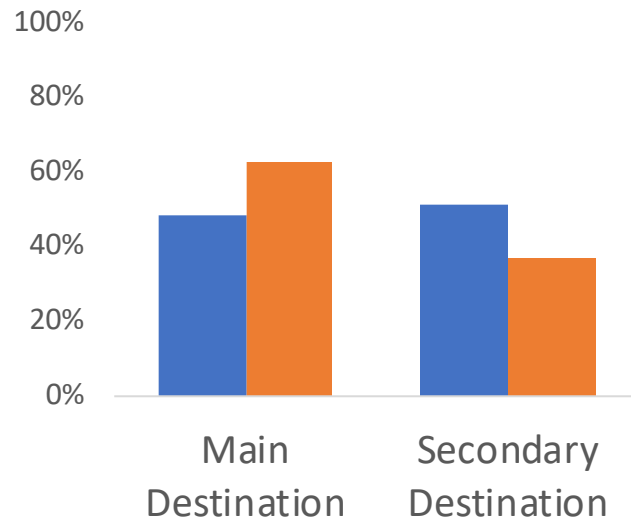
American visitors were very wealthy compared to others: over half (58%) of them had a household income of over EUR 80,000 and almost three quarters (78%) had a household income of over EUR 40,000 in 2018.

Traveling alone was common for American visitors. However, most of these were other than holidaymakers, as the latter tend to travel with their partners (50% of the holidaymakers).

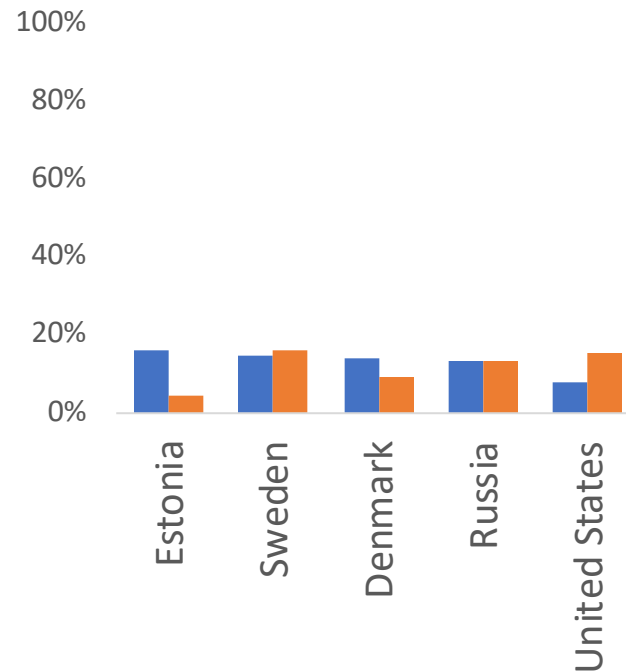


# Finland as the Main Destination

## Finland as the Main Destination



## Top-5 Destinations When Departing from Finland



■ Holidaymakers ■ Others

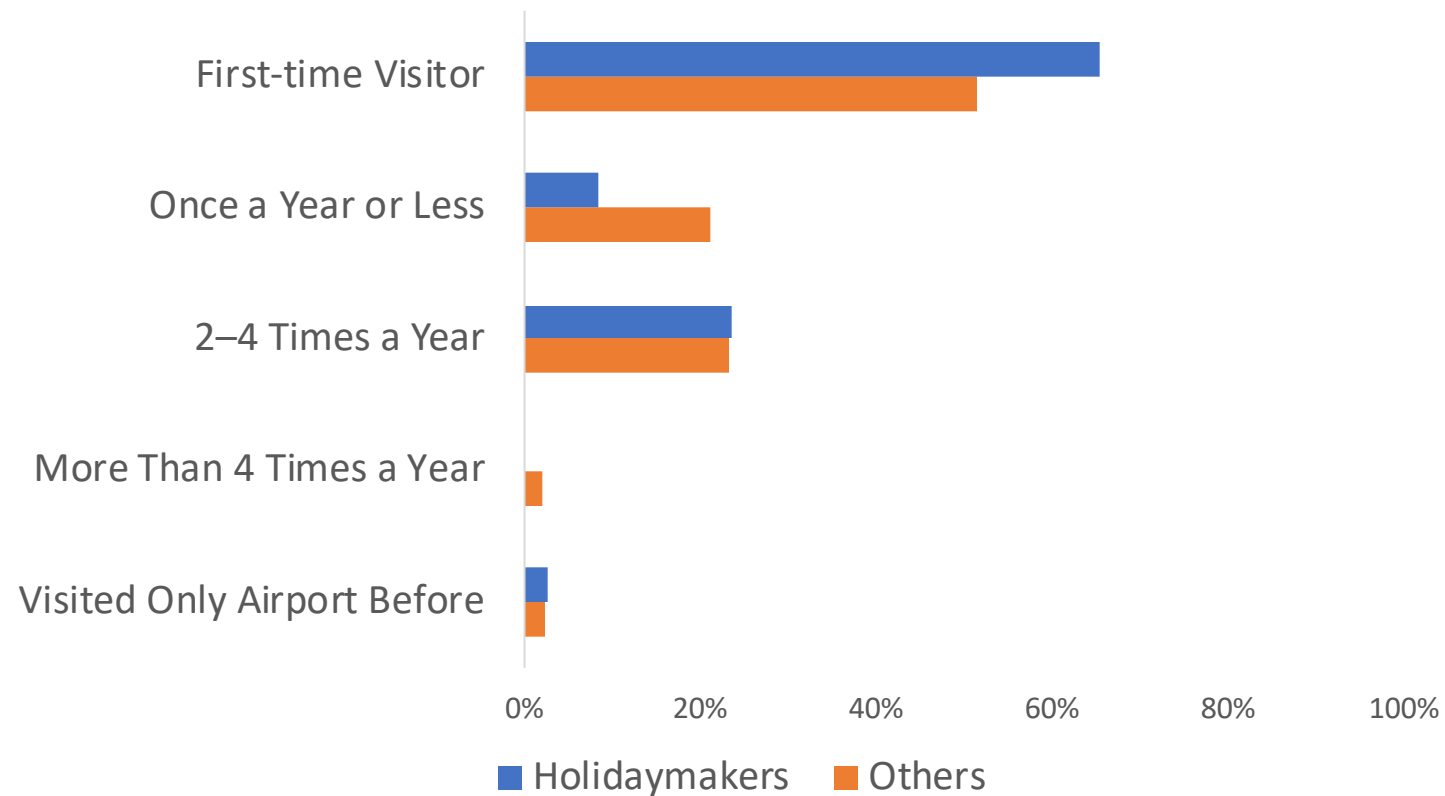
Finland was the main destination for almost half (49%) of the American holidaymakers.

Only about eight percent of the American holidaymakers headed straight back to the US when departing from Finland.

Estonia (16%), Sweden (15%) and Denmark (15%) were the most popular destinations for the holidaymakers departing from Finland.



# Frequency of Visits to Finland

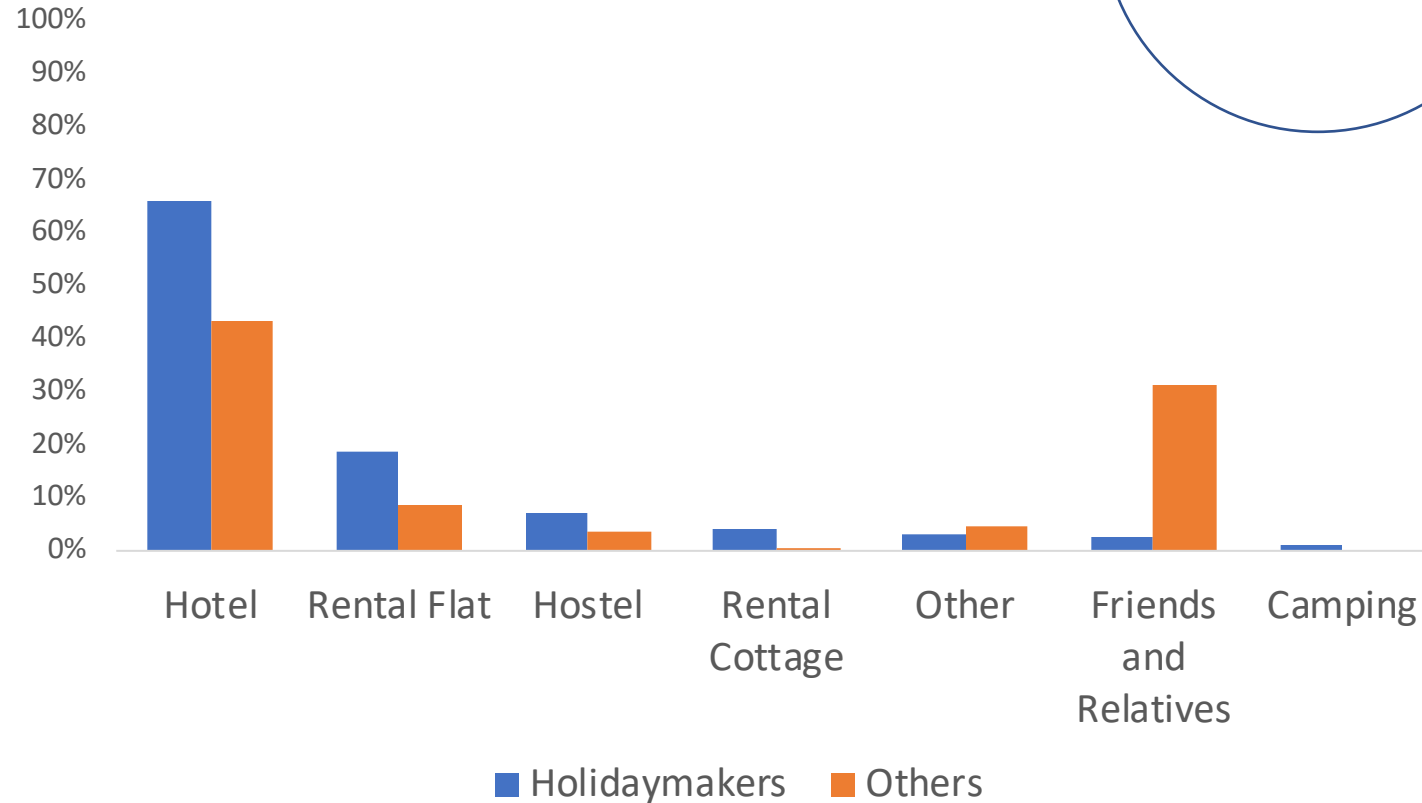


In 2018, about two thirds (66%) of the American holidaymakers visited Finland for the first time.

However, there were also many (23%) American holidaymakers who had visited Finland 2-4 times a year.



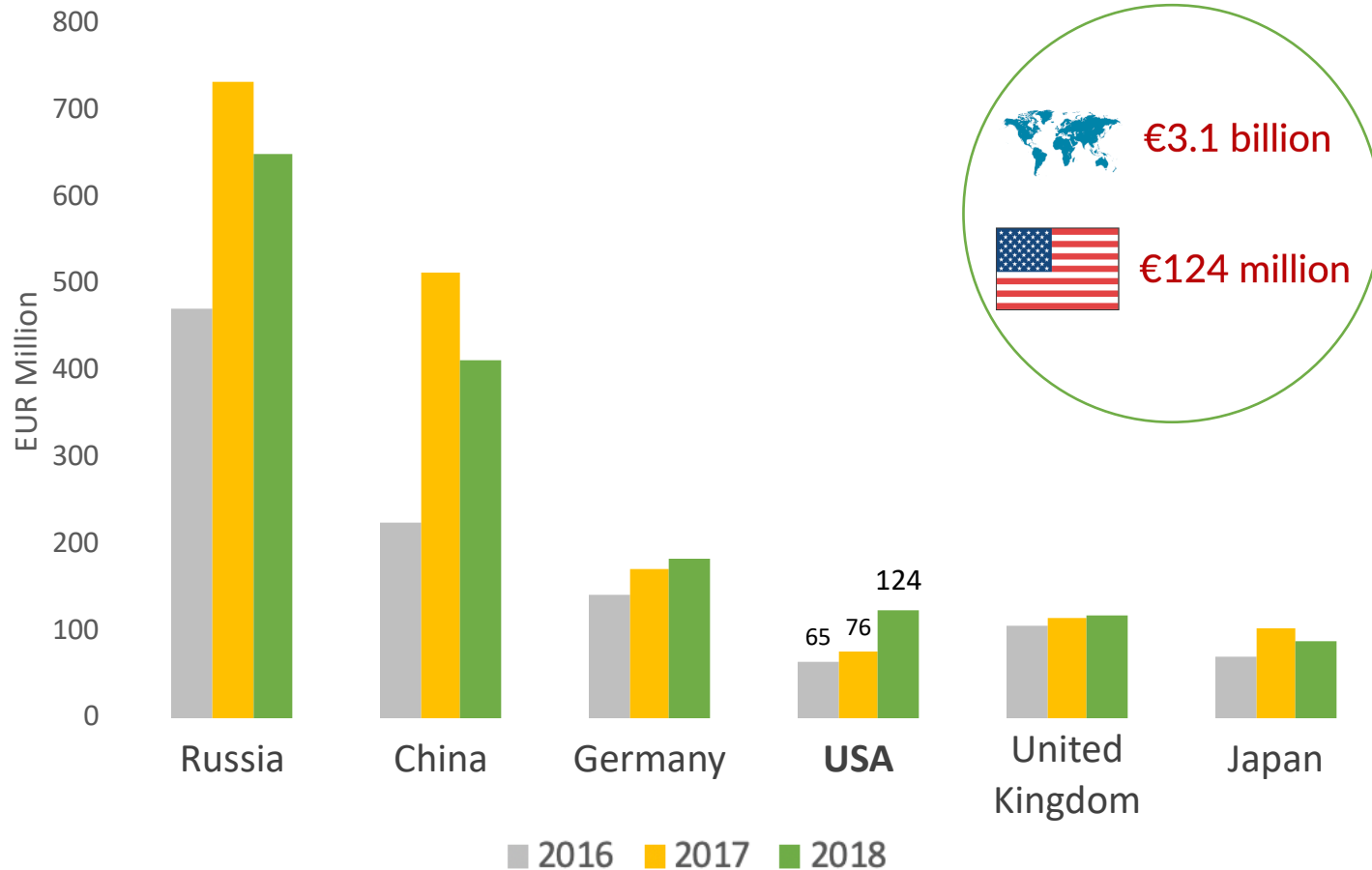
# Accommodation



The most popular type of accommodation for the American holidaymaker was a hotel (a choice for 66% of all trips made by holidaymakers). Almost one fifth of the holidaymakers also chose a rental flat as their accommodation in 2018.

American visitors contributed to a total of **0.8 million nights** of which **0.3 million** were nights spent by holidaymakers in 2018.

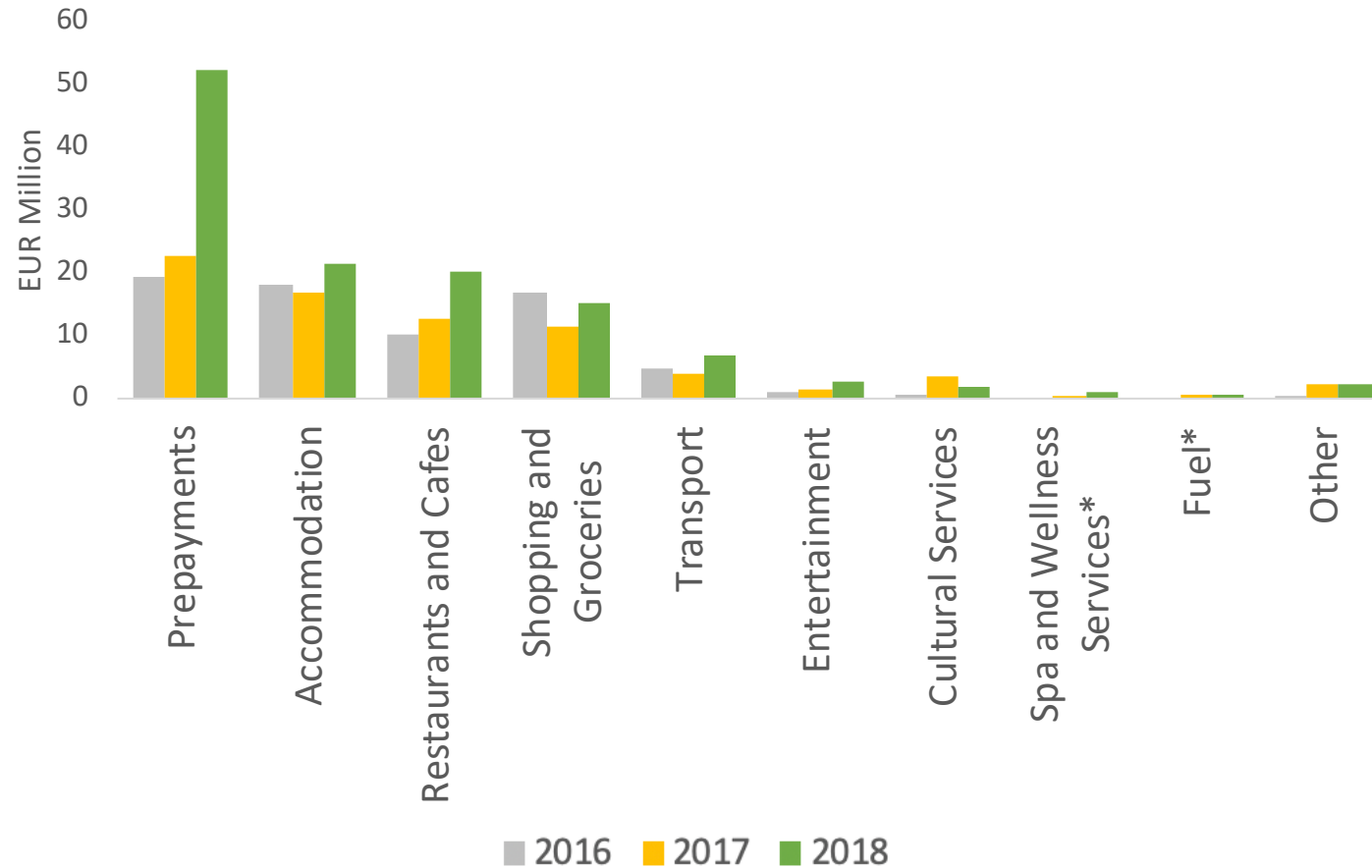
# Total Spending in Finland 2016–2018



American visitors spent EUR 124 million in Finland in 2018. The sum was about four percent of total foreign spending (EUR 3.1 billion) in Finland.

In terms of visitor expenditure, American visitors were the fifth biggest spenders in products and services in Finland. Only Russian, Chinese, German and Swedish visitors brought in more money than the American visitors.

# Spending Targets of all American Visitors



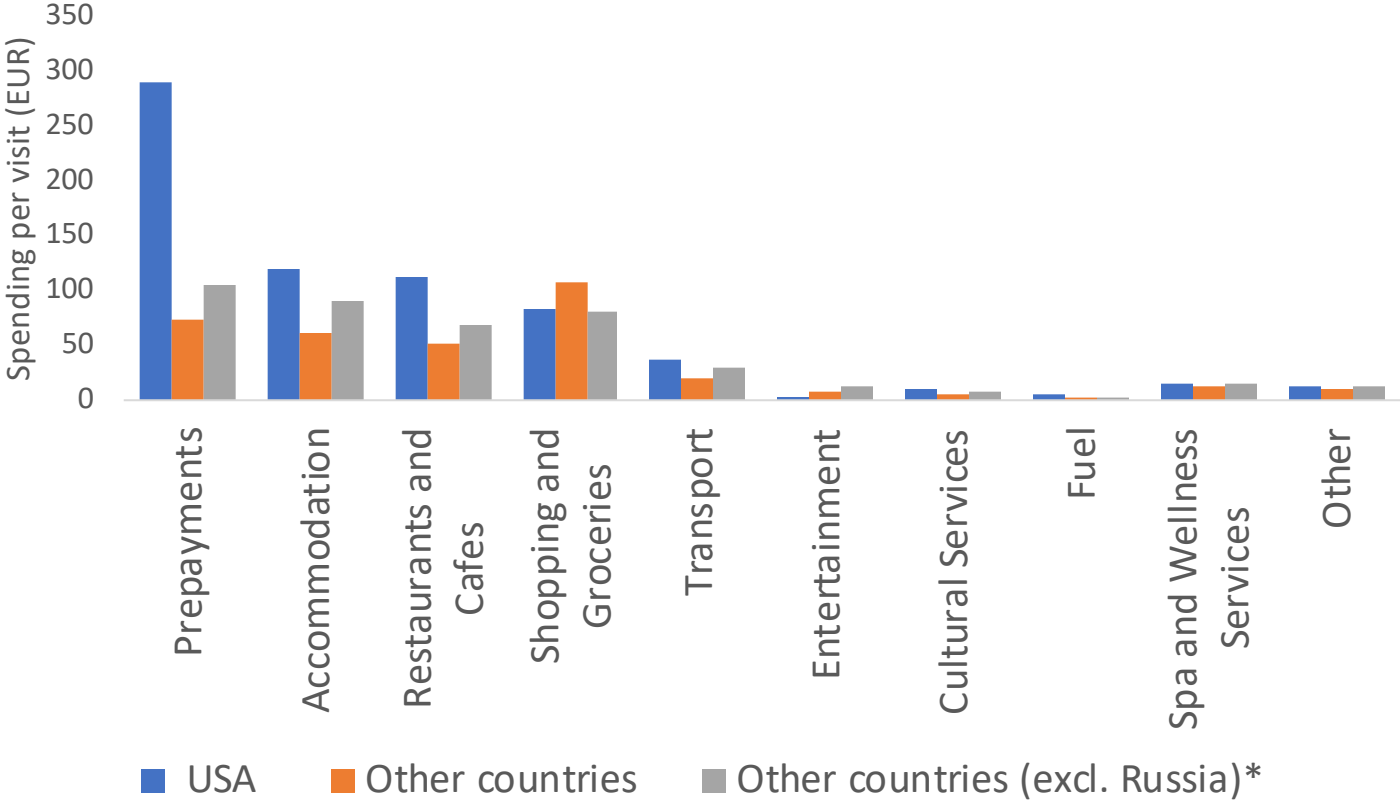
American visitors spent the largest amount on prepayments (EUR 52M), accommodation (EUR 22M) and restaurants and cafes (EUR 20M) in 2018.

However, prepayments may distort the figures somewhat: it is not always clear to the respondents how much of the advance expenses pertain to Finland.

\* Fuel and spa & wellness services were added to the survey in 2017. Thus, data from 2016 is not available. The same applies for the following slides, too.



# Breakdown of American Spending in 2018



In 2018 the average spending by American visitors was EUR 690 per visit (others' avg. EUR 351).

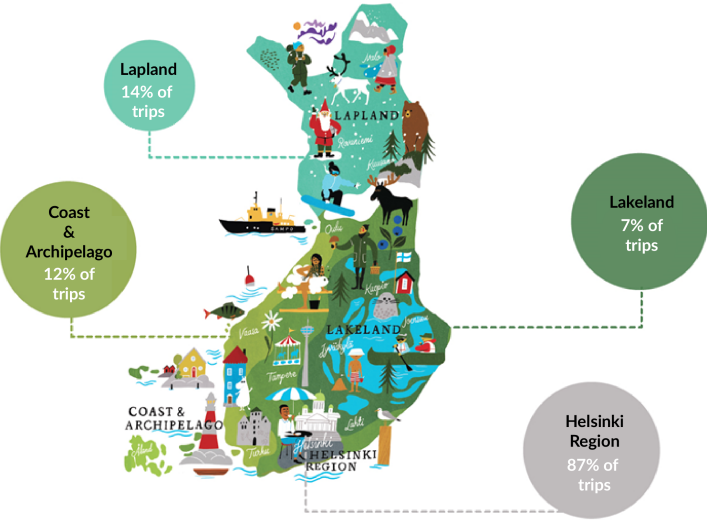
On average, American visitors spent more money per visit on prepayments, accommodation and restaurants and cafes than the visitors from other countries in 2018.

\* Russia is excluded here as the huge number of Russian shopping tourists distort the figures of the group 'other countries'.

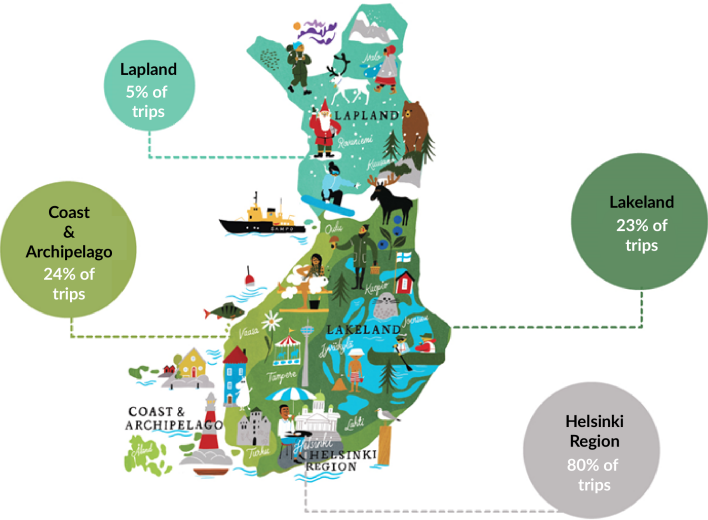


# Destination in Finland

### American Holidaymakers



### Other American Visitors

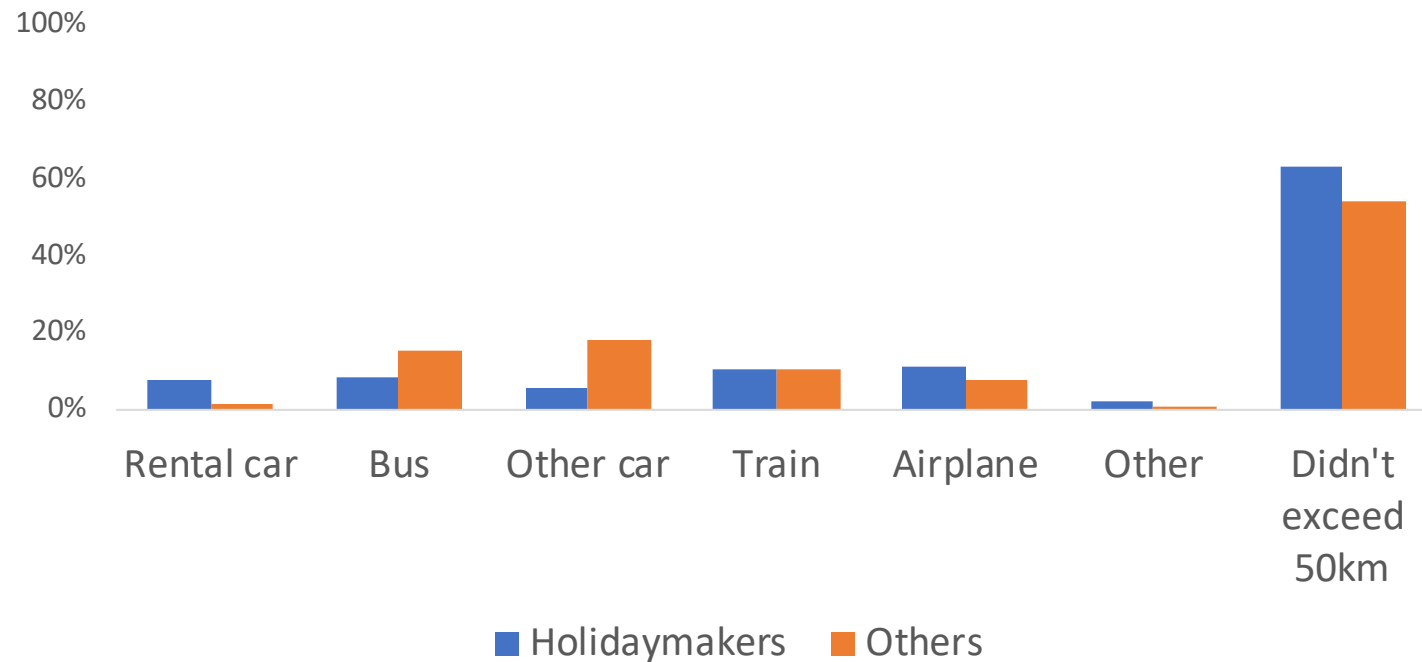


Helsinki region was by far the most popular destination for the American holidaymakers (87% of trips).

Every seventh holidaymaker visited Lapland as well and almost as many paid a visit to the Coast and Archipelago. Visits to the Finnish Lakeland were not as common among the American holidaymakers.

# Methods of Transport

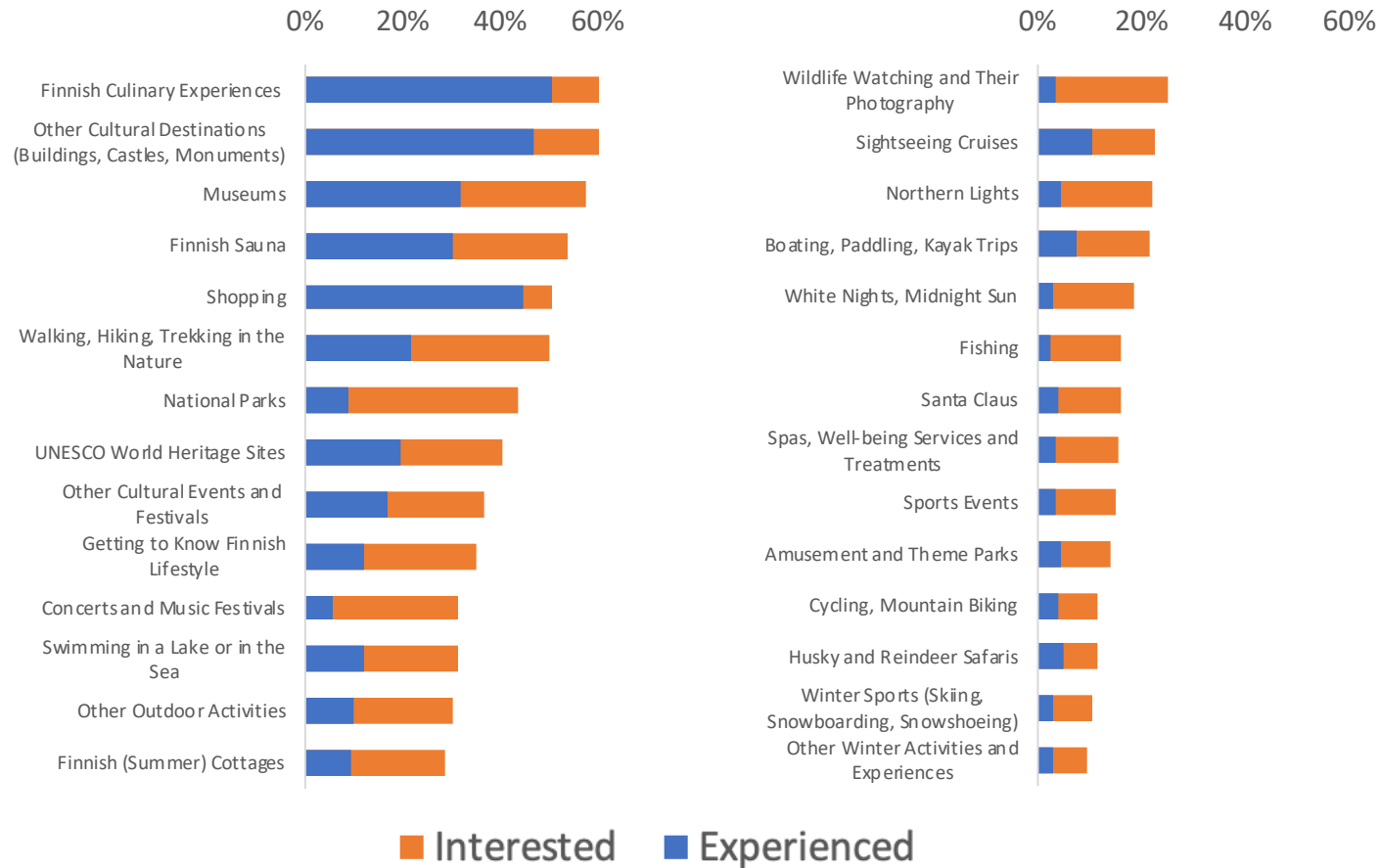
Methods of Transport on Journeys of More Than 50 km in Finland



For the American holidaymakers, trains (11%) and airplanes (11%) were the most popular ways of transportation inside Finland.

However, it should be noted that most (63%) of the American holidaymakers did not travel distances exceeding 50km in Finland.

# Interest in Activities in Finland (All American Visitors)



Finnish culinary experiences, ‘traditional cultural destinations’, museums and Finnish sauna were among the most interesting attractions / activities for all the American visitors in Finland.

The gap between the expressed interest and experiencing the activity was highest in experiencing national parks, walking in the nature, attending to a concert or a festival and visiting museums.

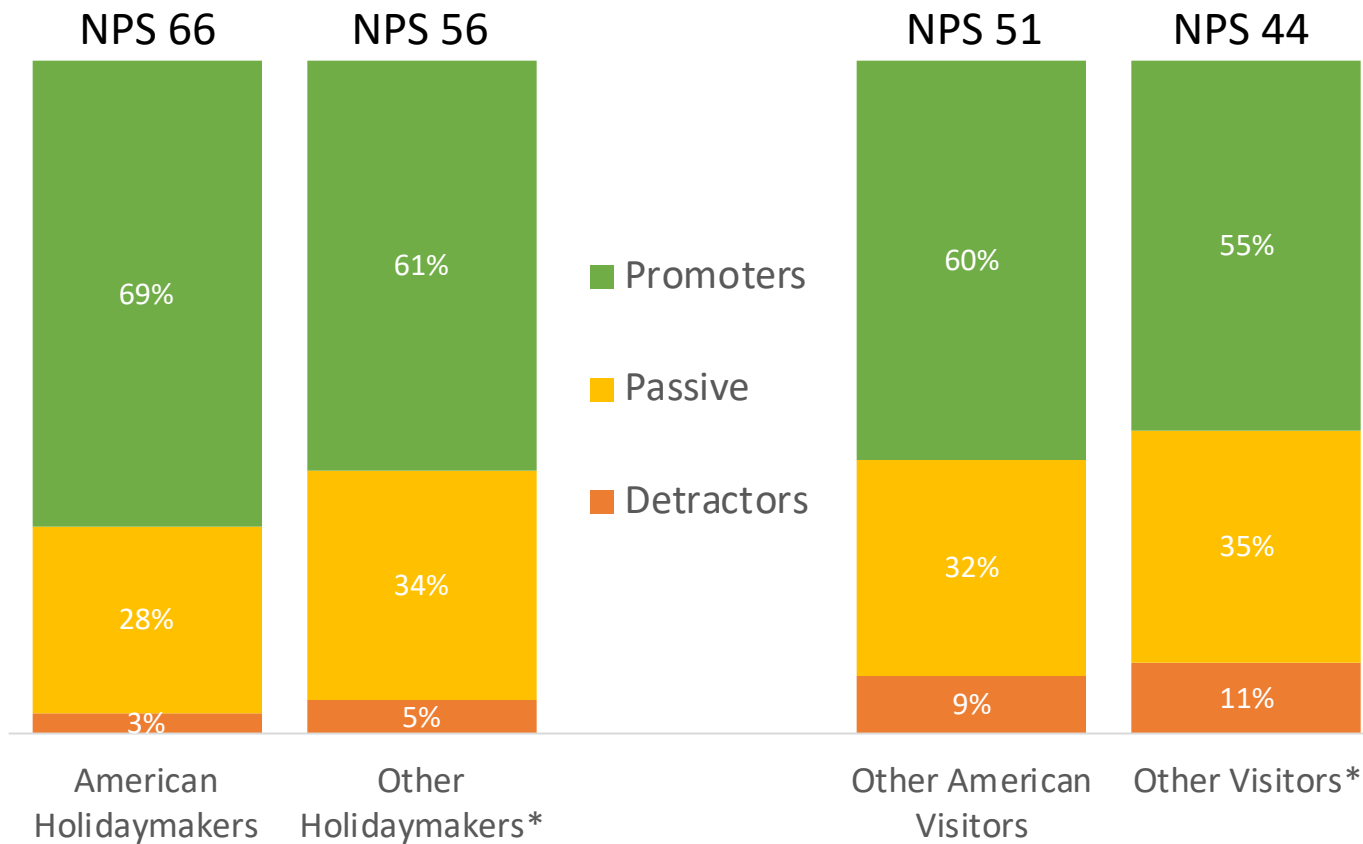
# Holidaymakers' Top-5 Activities by Finland's Main Attractions

Finland's Main Attractions (% of all the American Holidaymakers)				
Holidaymakers were asked the main attraction factors (max. 2 out of 5 options) for choosing Finland as a destination				
Culture or Entertainment (57%)	Nature (36%)	Well-being (9%)	Shopping (5%)	Sports or Exercise (1%)
1. Other Cultural Destinations (e.g. Buildings, Castles)	Other Cultural Destinations (e.g. Buildings, Castles)	Finnish Sauna	Finnish Culinary Experiences	Winter Sports
2. Finnish Culinary Experiences	Finnish Culinary Experiences	Finnish Culinary Experiences	Museums	Northern Lights
3. Museums	Walking in Nature	Museums	Other Cultural Destinations (e.g. Buildings, Castles)	Finnish Culinary Experiences
4. Shopping	National Parks	Other Cultural Destinations (e.g. Buildings, Castles)	Getting to Know Finnish Lifestyle	Santa Claus
5. Walking in Nature	Museums	Shopping	Other Cultural Destinations (e.g. Buildings, Castles)	Museums

Finnish culinary experiences, museums and other cultural destinations were among the most interesting activities or attractions for the American holidaymakers. Quite surprisingly, culture or entertainment (43%) was the most popular factor before nature (36%) for the American holidaymakers why they chose Finland as their destination. Well-being (9%), shopping (5%) and sports or exercise (1%) seem to be additional factors for the two primary attraction factors of choosing Finland. Almost every fifth American holidaymaker did not choose any of these factors.



# Promoting Finland



The Net Promoter Score (NPS) for Finland among all the American visitors was 58. Holidaymakers were more likely to recommend Finland compared to the other American visitors (66/51).

\*Other countries include Russia.

