

Korea

Travel insights



Visit Finland














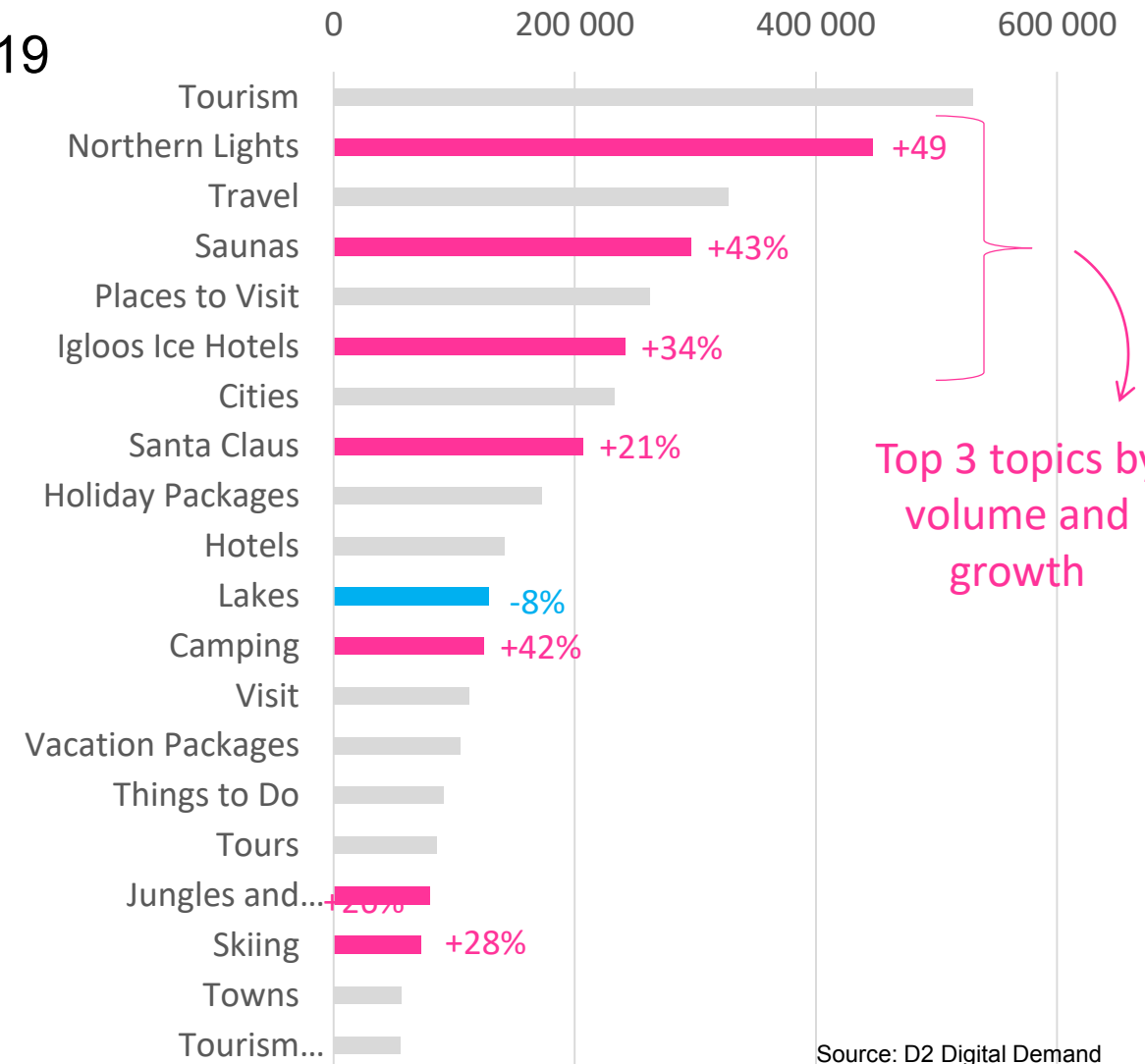
Travel related searches

Digital Demand 2019

Top countries and topics in Finland's touristic internet searches globally

- **5,1 million** travel-related internet searches in 2019
- **+23% growth** in searches from previous year

Flags	Markets	2019	Growth
	Japan	556.756	+37,3%
	Russian Federation	524.545	+15,9%
	Germany	455.265	+37,9%
	United States	402.123	+20,4%
	United Kingdom	353.340	+39,1%
	China	317.465	-16,3%
	France	248.971	+20,9%
	Italy	223.324	+21,9%
	Spain	205.899	+21,7%
	India	157.504	+33,4%
	Rest of the world	1.694.428	+24,7%



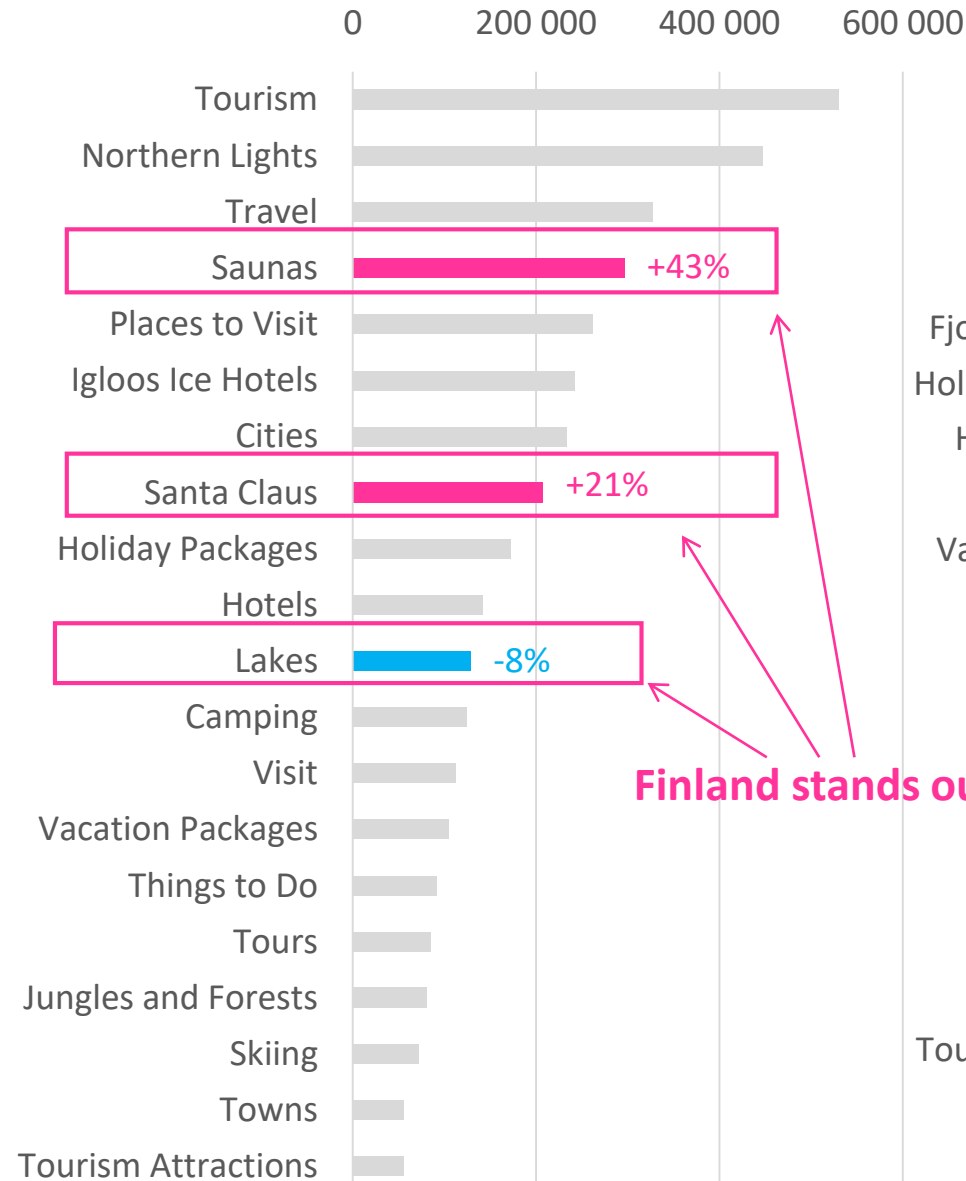
Top topics in Finland's touristic internet searches globally – USP's

Saunas, Santa Claus and lakes represent the USP's where Finland stands out from its fellow Nordic destinations. *Forests* also differentiate Finland, although they are as often related to Norway.

Other brandtags reaching close to the top 20 most searched topics and growing fast especially for Finland include *spa & beauty treatments, islands and parks & reserves*.



Top 20 micro-brandtags 2019 for Finland



Finland stands out

Top 20 micro-brandtags 2019 for the Nordics





Most popular Visit Finland website content during summer 2020

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

Popular Visit Finland articles summer and autumn seasons 2020 (06-11) – South Korea

Popular Articles on visitfinland.com during summer 2020:

- Practical Information for Travelers to Finland during Corona Pandemic
- What are the Finns like?
- 17 Reasons to Visit Finland in 2017
- 10 Wellbeing Tips From Finnish Nature
- UNESCO World Heritage Sites in Finland
- Finland's wonderful wildlife
- 19 Sauna Tips for Beginners
- Meet Santa Claus
- 22 Iconic Architecture Sites in Finland
- Finland facts FAQ

Additionally during the Autumn 2020:

- Autumn colours galore – experience Lapland
- On a Virtual Tour Around Finland
- Autumn and Spring – the Best Northern Lights Seasons

During the summer months Korean site visitors were interested in a variety of articles ranging from Wellbeing Tips from Finnish Nature to UNESCO World Heritage Sites. Koreans were also interested in Finnish Wildlife, Sauna tips, Santa Claus and Finnish Architecture.

During this autumn the interest has otherwise stayed very similar but autumn themed articles on colours and Northern Lights increased in popularity.

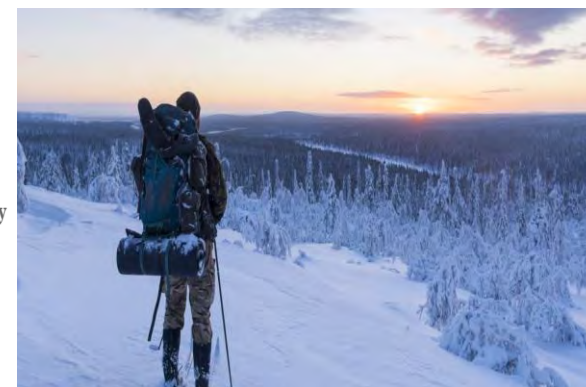


10 WELLBEING TIPS FROM FINNISH NATURE

Are you looking for a digital detox, natural beauty boosters, or simply a way to add more mindfulness into your life?

The nature in Finland offers many natural remedies. Whether you are visiting us in the summer, making a winter trip to see the Northern Lights, or in Finland just for the weekend, the exquisite beauty of Finnish nature will lure you in no time.

Here is the alphabet to Finnish beauty and wellbeing – all from nature!



AUTUMN COLOURS GALORE – EXPERIENCE LAPLAND

Autumn leaf colour, or “ruska” to locals, is a spectacular natural phenomenon that paints northern landscapes in deep and soft tones. Covered in forests and wildernesses, Finland is a prime destination for some serious leaf peeping.

The stark contrasts between the four seasons are the main characteristics of the annual natural cycle in Finland. Autumn leaf colour acts as a messenger of sorts; it bids a melancholy farewell to long summer days and serves as a reminder of the dark and cold winter that looms around the corner.

The peak season only lasts for roughly two weeks. The period varies from year to year, but the latter part of September is usually a safe bet (in Lapland) when planning a trip. The “ruska” season is popular with photographers, and why wouldn't it be: the variety of broadleaf trees and conifers as well as berries and moss on the ground provide an array of hues of green, auburn, blue, red and yellow so vivid not capturing them would be a crime.



Source: Visit Finland

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 green grass and some flowering bushes. To the left, a calm body of water reflects the sky. The middle ground is dominated by a dense forest of tall, thin trees. In the background, a larger body of water stretches towards the horizon under a cloudy sky. A small lighthouse or tower is visible on a distant island to the right.

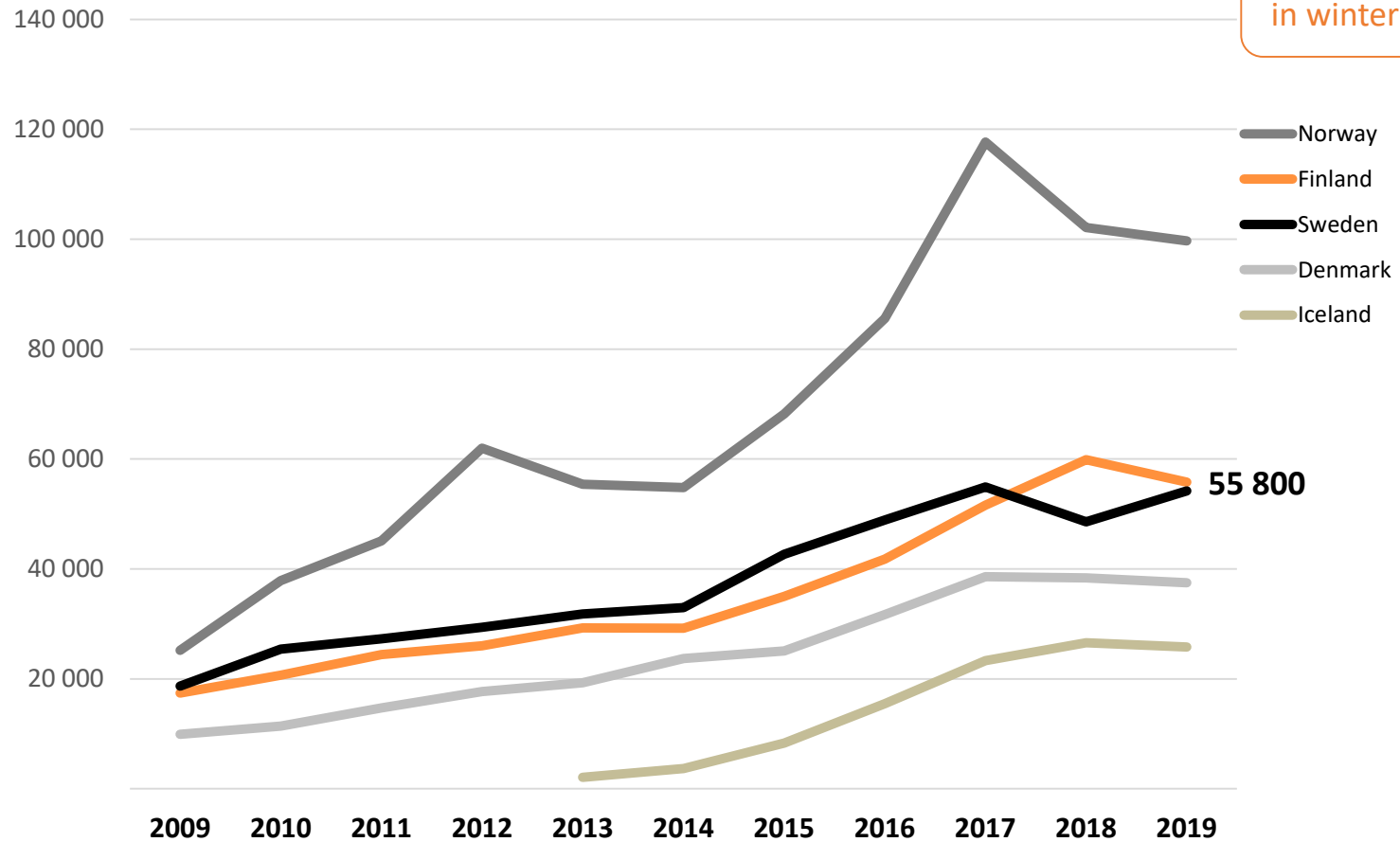
Korean overnights in the Nordic countries & in Finland

Statistics Service Rudolf, Statistics Finland

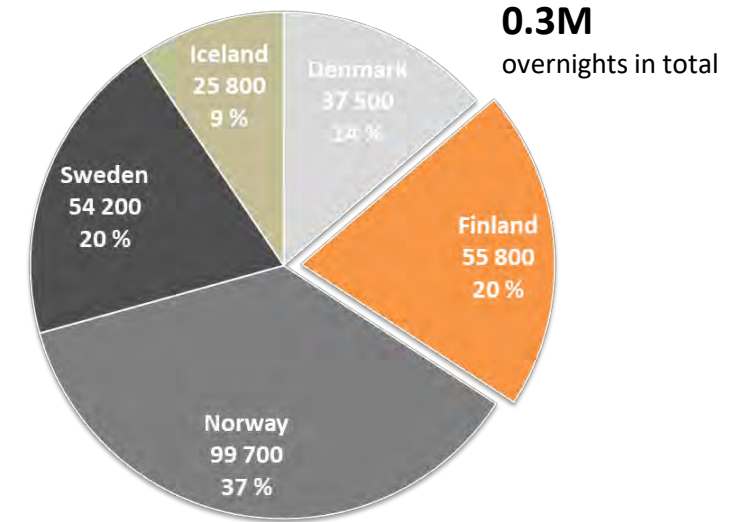
Statistics Sweden, Norway, Denmark and Iceland

South Korea: Yearly overnights in the Nordic countries

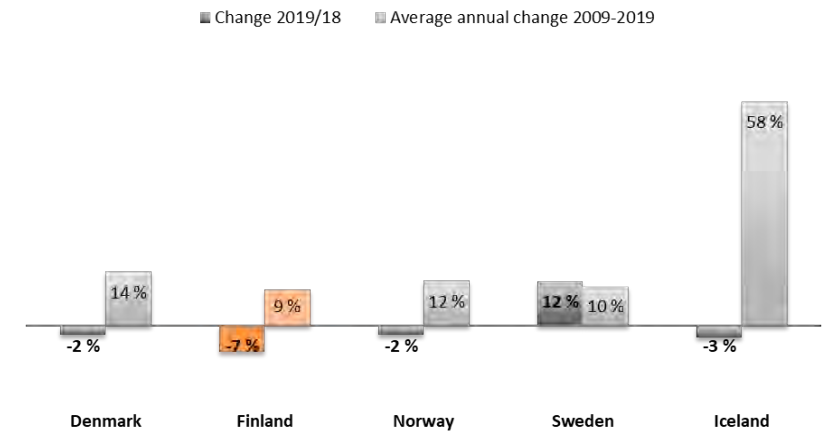
Development of South Korean overnights 2009-2019



Nordic countries' share of South Korean overnights 2019

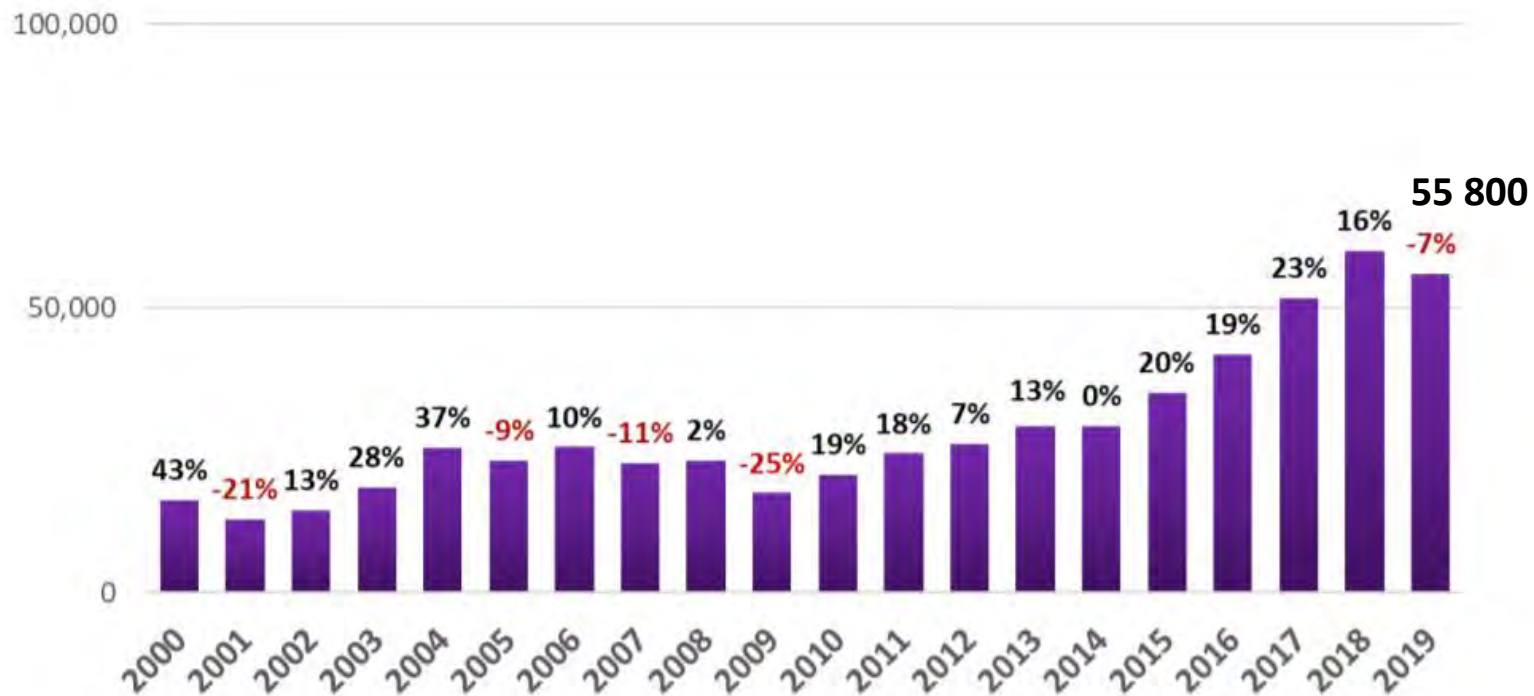


South Korean overnights, change %



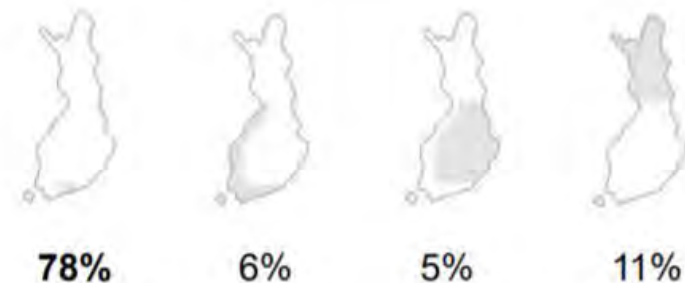
Sources: Visit Finland Statistics Service Rudolf, Statistics Finland, Statistics Denmark, Statistics Norway, Statistics Sweden and Statistics Iceland

Korean overnights in Finland



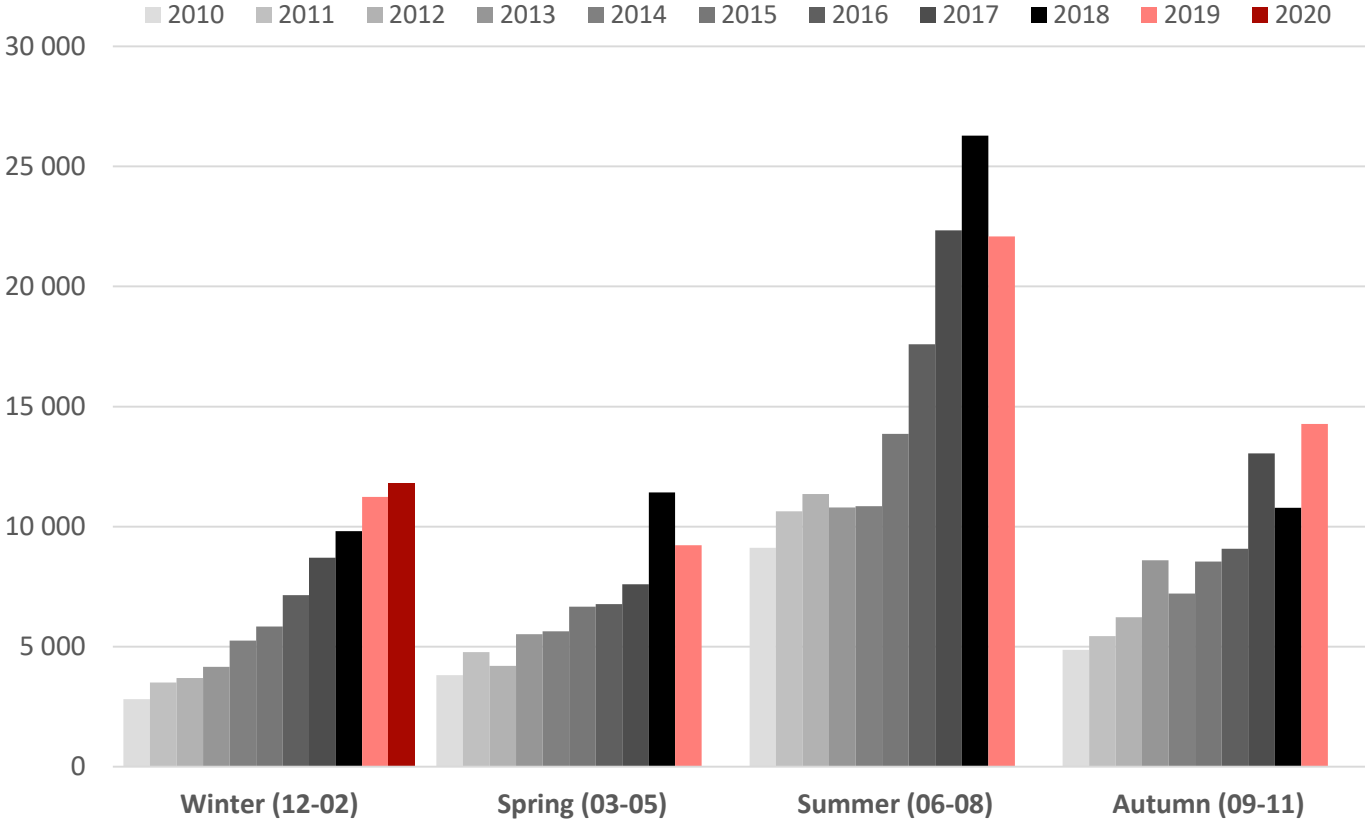
Year 2019
24th in country rankings
with a **1% share** of foreign overnights
Average change 2000-2019: **+10%**
Change 2019 compared to 2000: **+224%**

Share of overnights by regions 2019

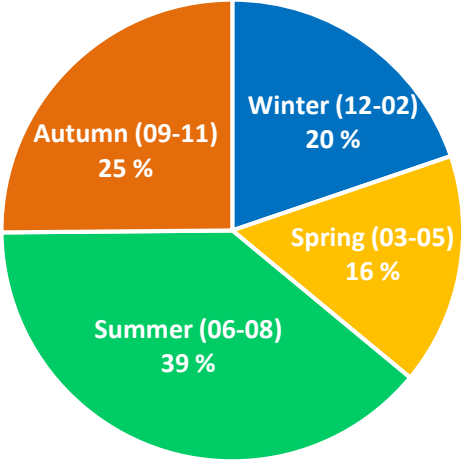


Seasonality of Korean overnights in Finland (pre-covid19)

South Korean overnights by season



South Korean overnights in 2019





Outlook for post-covid19 consumer trends in Korea



Digital lifestyles and more attention to health and wellness are the major changes among South Korean consumers amid COVID-19

1

Shopping Reinvented

COVID-19 resulted in a significant surge in the preference for shopping online. Many companies are putting more resources in expanding product lines to generate more growth from e-commerce. Competitive pricing, contactless and timely delivery, and availability of more options are the major drivers for online sales.

2

Loner Lifestyles

Product innovation to cater to loner consumers has accelerated. Many food companies are launching ready-to-eat, easy-to-cook single-serving food products. Due to COVID-19, loner living, loner camping and loner trips are expected to grow more.

3

Connected Consumers

The lines between home, work and leisure are blurring. Due to COVID-19, there is a significant decline in new physical foodservice outlets opening. Rather than physical restaurants, consumers prefer to order their daily food via delivery food apps. As a result, companies are now focusing more on delivering greater convenience with digital development and a better shopping experience through online platforms.

4

Healthy Living

People are paying more attention to their health after the outbreak of COVID-19. With growing awareness and concerns, demand for health supplements and health hygiene products has grown significantly. Due to COVID-19 preventative health and herbal products such as red ginseng, which is well known for its immunity-boosting properties, have become widely popular among all age groups as health supplements.

5

Ethical Living

Pre-COVID-19, ethical living was more focused towards environmental issues. However, after the outbreak of COVID-19, South Koreans are more concerned about society and focusing on how to solve social issues together by prioritising certain actions. Although the environment remains a priority, at the same time, with social distancing the sharing economy is not appropriate in this situation. Thus, it is expected that the question about how to live responsibly will be the main theme in the near future.

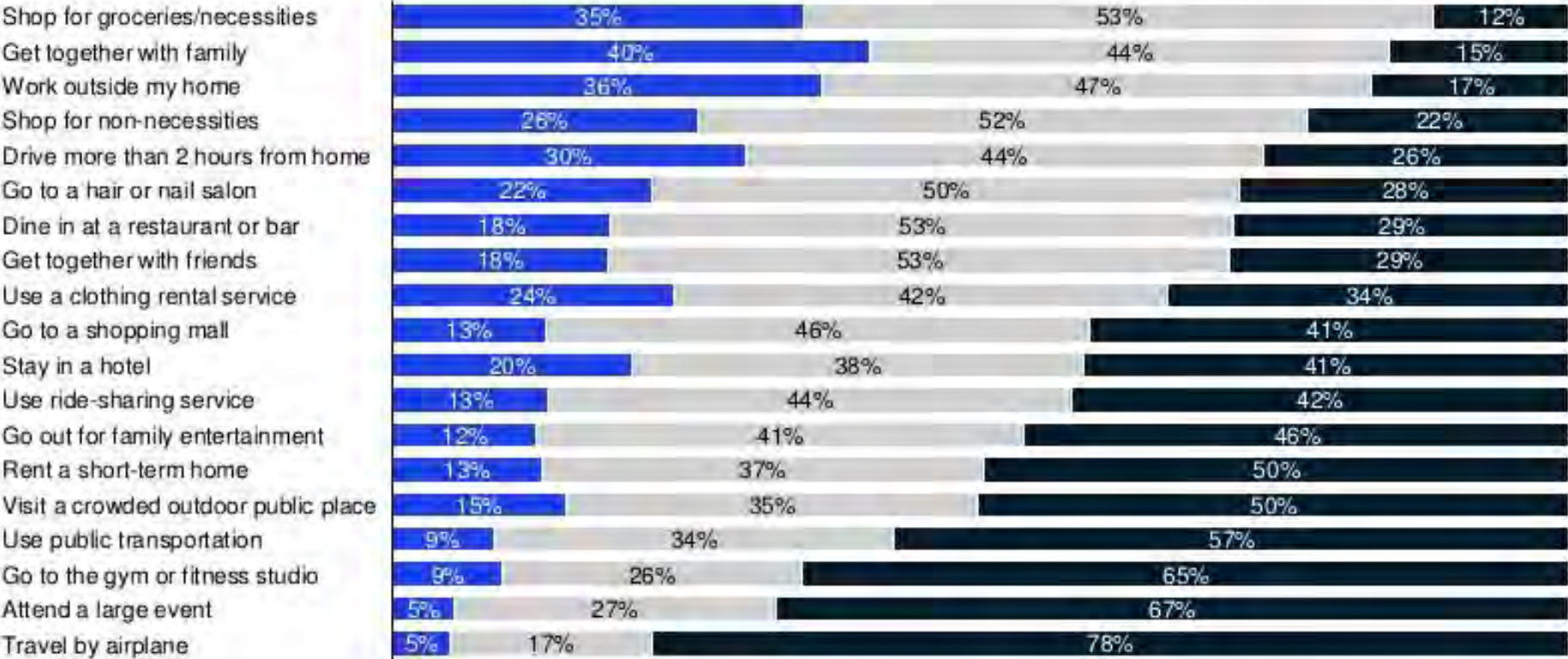


Consumers have the highest level of concern regarding traveling and attending events in crowded places

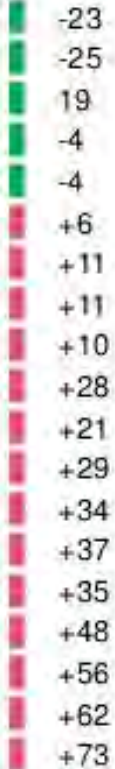
Consumers' worries about out-of-home activities in the next two weeks¹

% of respondents

■ Not worried ■ Somewhat worried ■ Worried



Level of concern²



¹ Q: How worried would you be if you were to do the following activities in the next two weeks? Possible answers: "not worried at all"; "not very worried"; "somewhat worried"; "very worried"; "extremely worried." Figures may not sum to 100% because of rounding.

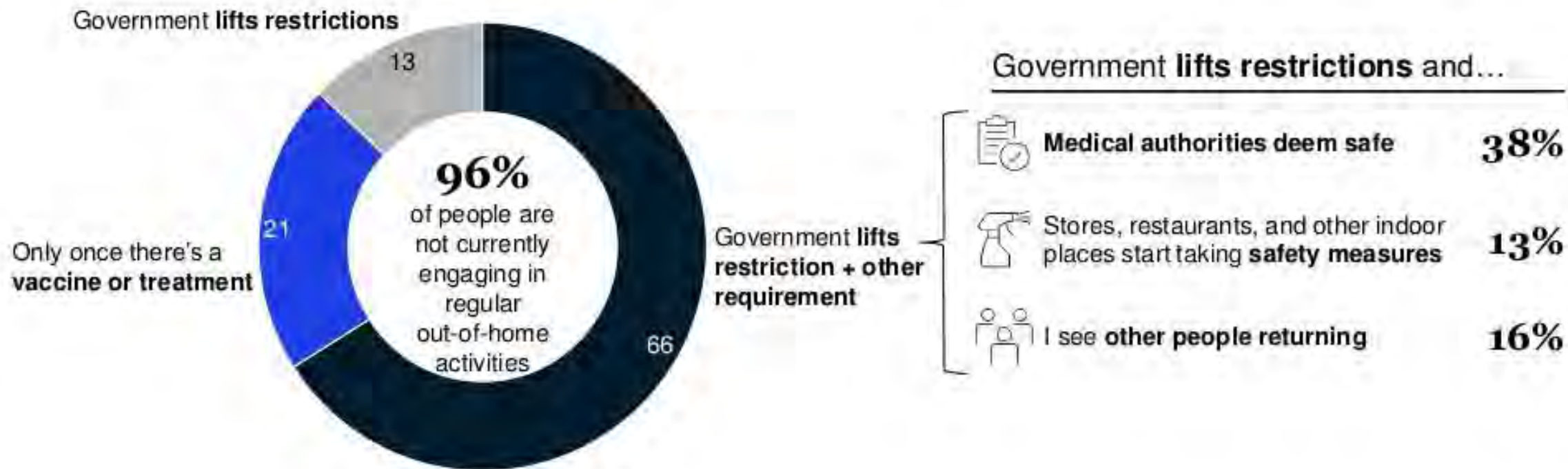
² Level of concern is calculated by subtracting the % of respondents stating they are "not worried at all" and "not very worried" from "very worried" and "extremely worried."



Of consumers waiting to restart out-of-home activities, 87 percent are waiting for milestones beyond the lifting of restrictions

Milestones for the Korean population not yet engaging with out-of-home activities¹

% of respondents awaiting each milestone before engaging



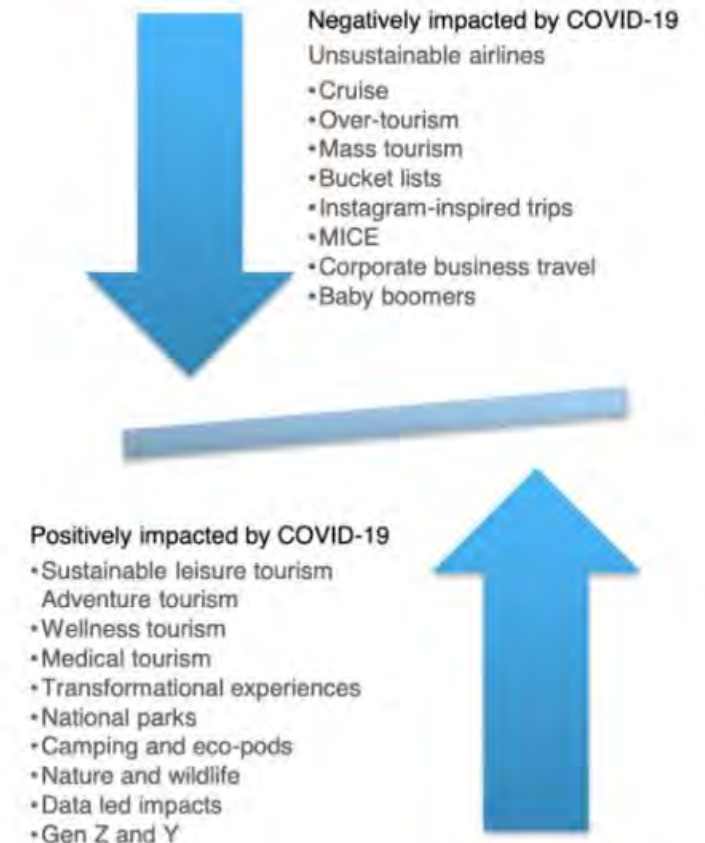
¹ Q: Which best describes when you will regularly return to stores, restaurants, and other out-of-home activities? Chart rebased to exclude those already participating in these activities and those who do not deem any of these items important. Numbers may not sum to 100% because of rounding.



Global outlook for post-covid19 travel trends

New normal – first impacts on travel demand

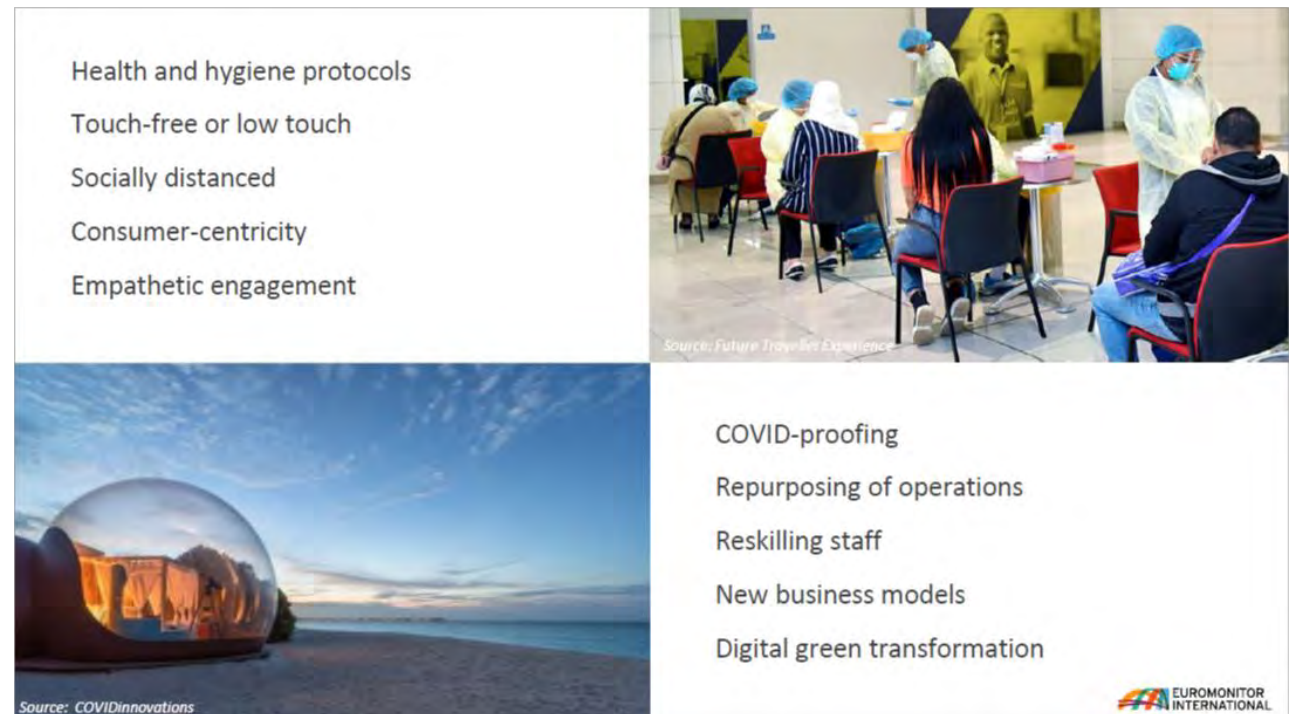
- Being immersed in nature and culture are likely to see a surge in interest as the tide turns on mass tourism and **“Off the beaten path”** destinations with wide open space become more popular
- After lockdowns and remote work, consumers are looking for **nature activities, wellness, luxury** as well 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!*



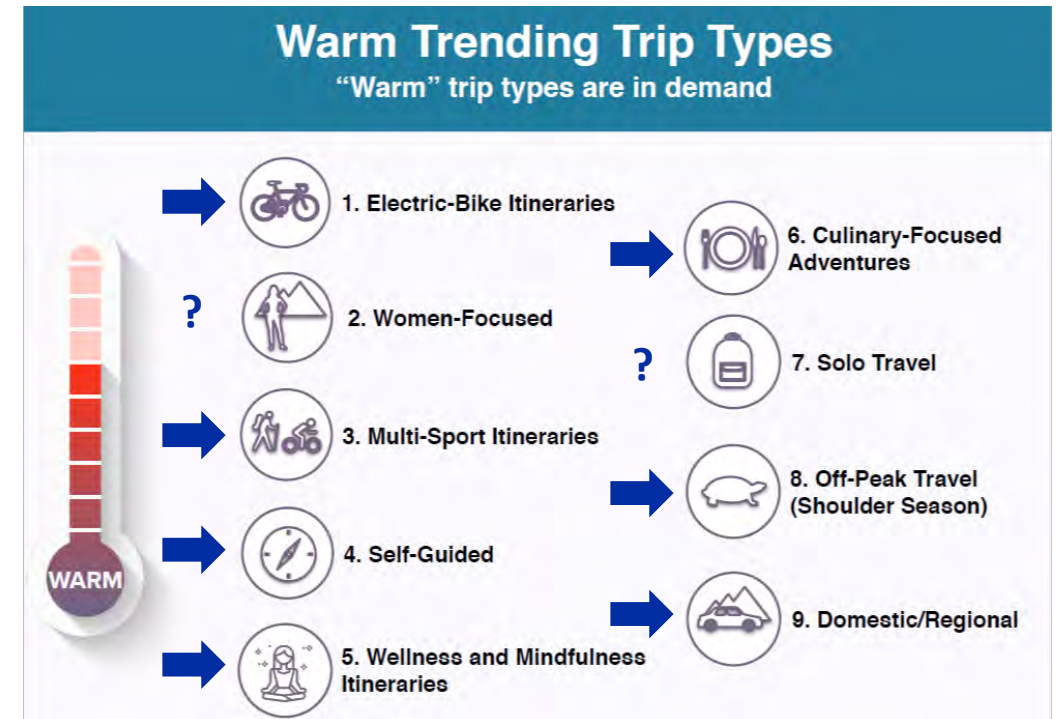
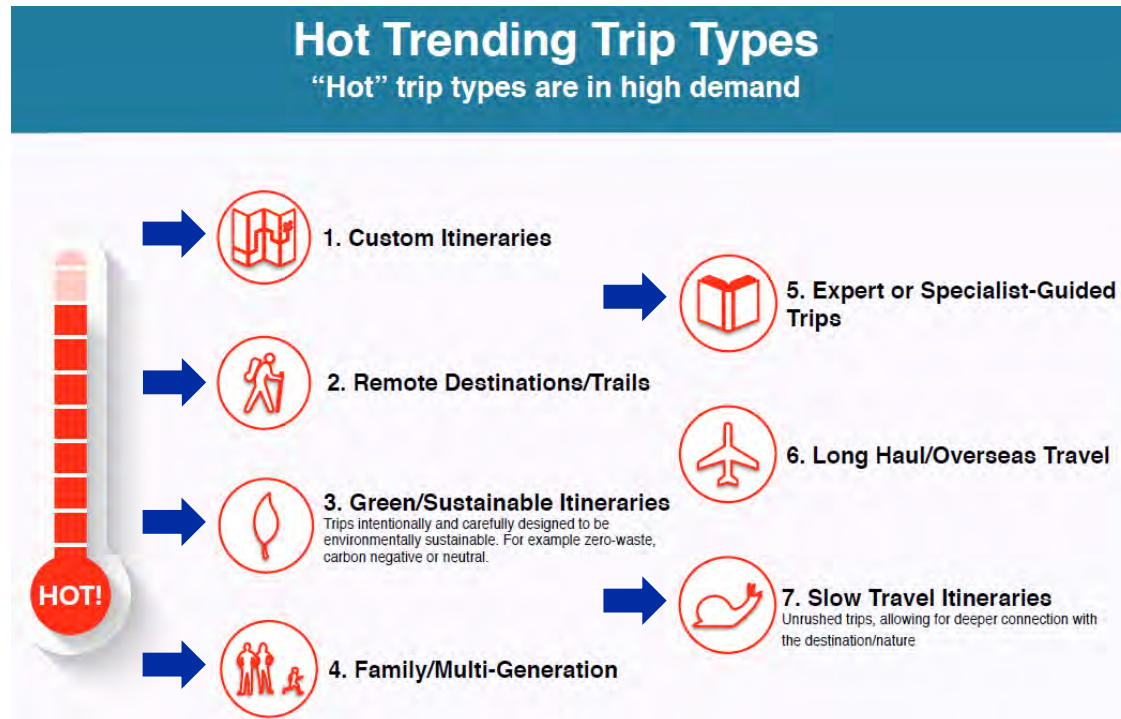
Traveller needs in the new normal

- **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.



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

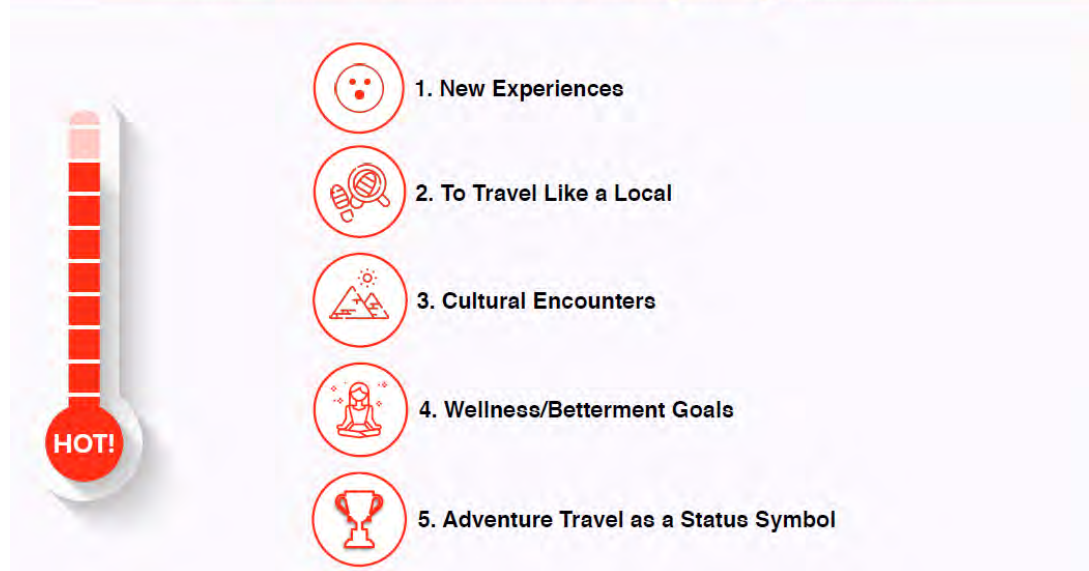


Travel motivations for nature-oriented travellers

- 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

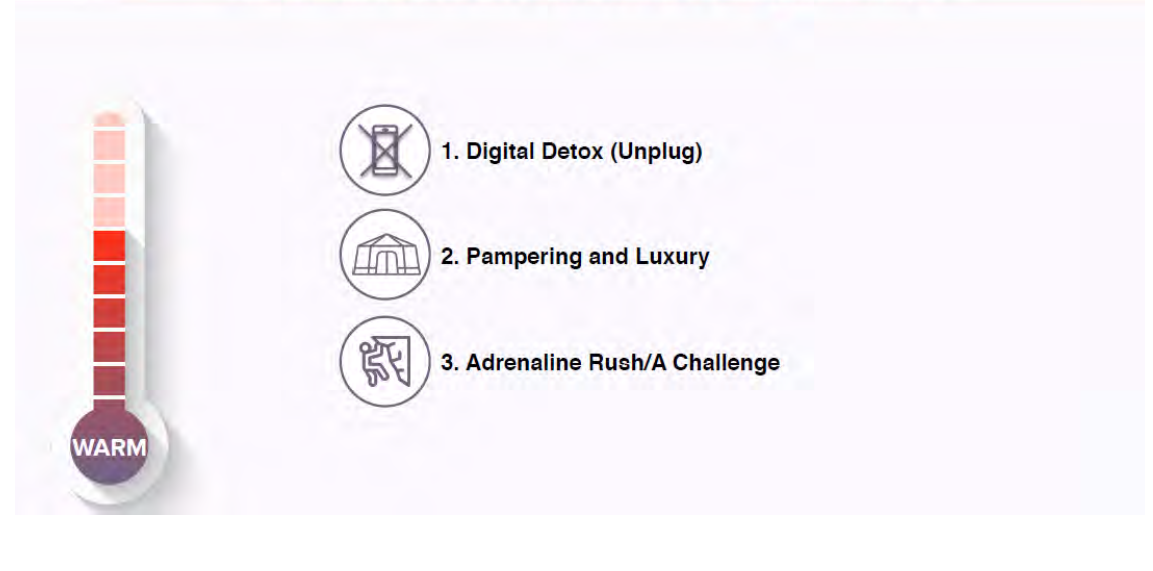
Hot Trending Consumer Motivations for Adventure Travel in 2019

“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