

# China

Travel insights



Visit Finland



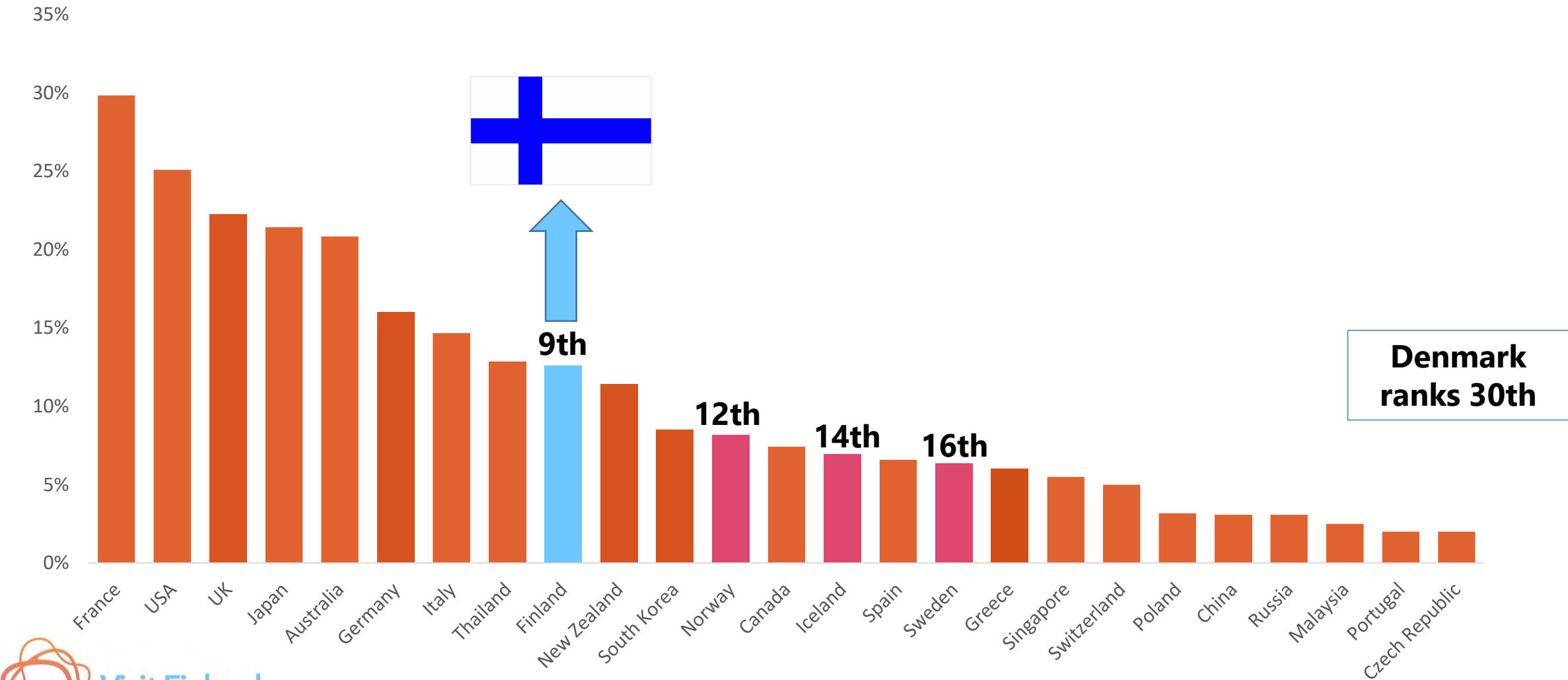


# Finland's image as a travel destination in China

Brand Tracking survey 2019

When asked spontaneously which countries are considered as a holiday destination in the next three years, Finland stands out from its Nordic competitors – ranking as #1 in the Nordics

*Spontaneous Destination Consideration*



**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)







An aerial photograph of a coastal landscape. In the foreground, a rocky shoreline leads to a small red cabin with a grey roof and white window frames. The cabin is surrounded by greenery and a small wooden structure. The middle ground is dominated by a dense forest of tall, thin trees. In the background, a large body of water stretches towards the horizon under a cloudy sky. A small lighthouse or tower is visible on a distant island.

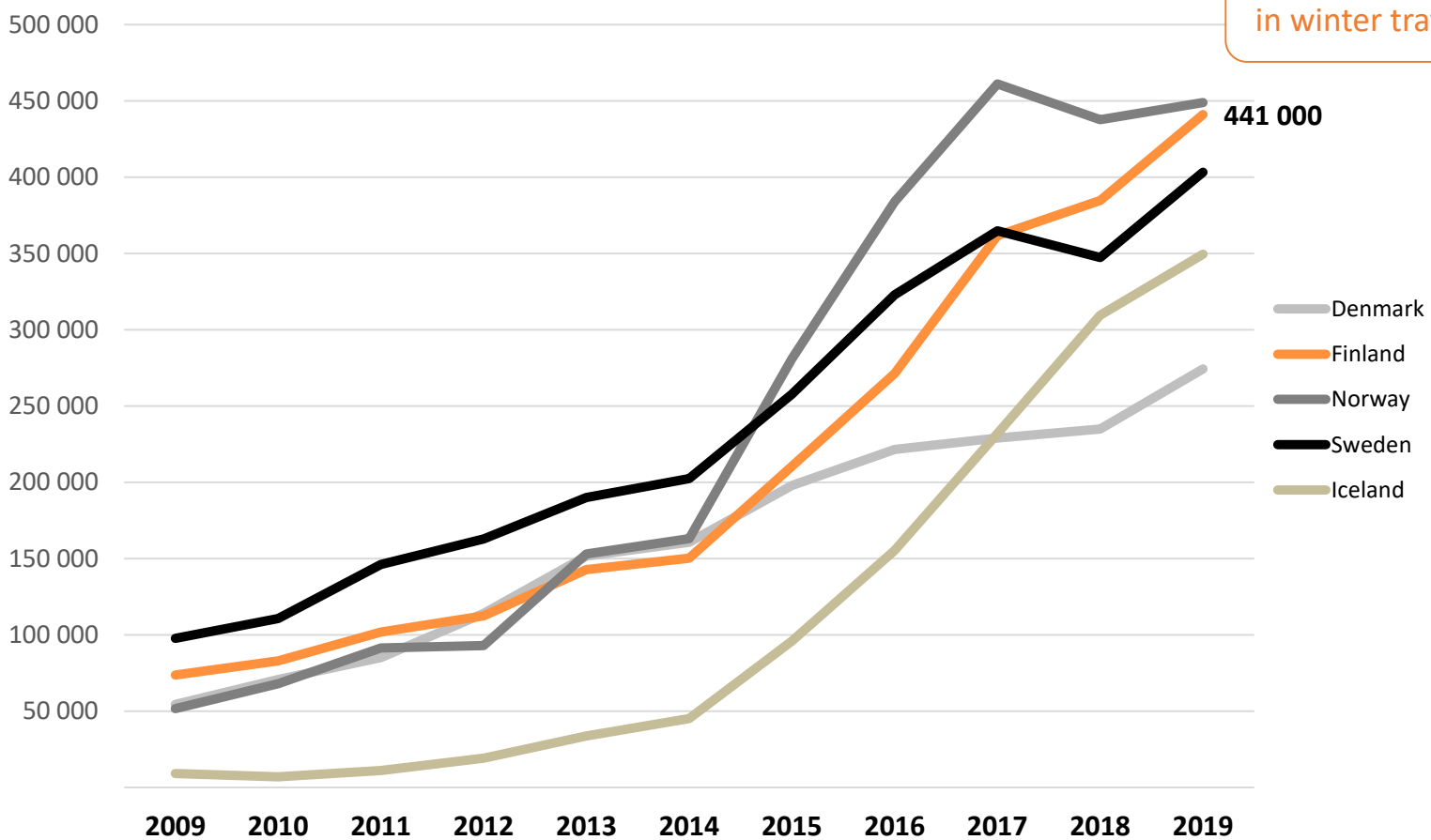
# Chinese overnights in the Nordic countries & in Finland

Statistics Service Rudolf, Statistics Finland

Statistics Sweden, Norway, Denmark and Iceland

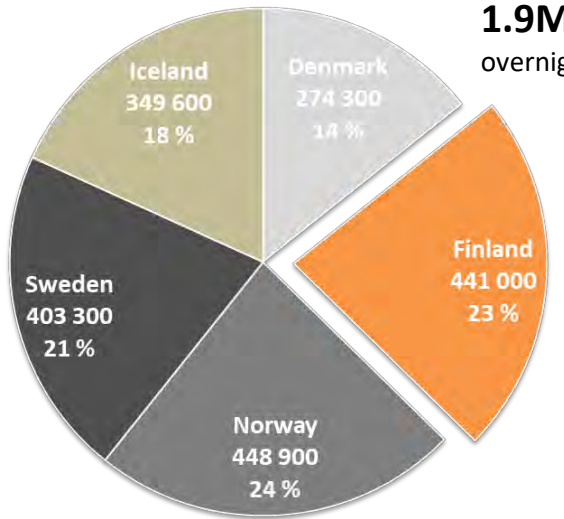
# China incl. Hong Kong: Yearly overnights in the Nordic countries

Development of Chinese overnights 2009-2019

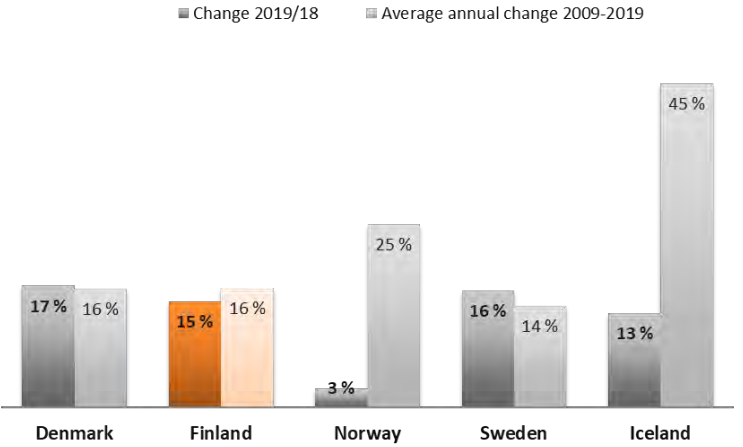


Finland no. 1 in winter travel

Nordic countries' share of Chinese overnights 2019



Chinese overnights, change %



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



# Chinese (incl. Hong Kong) overnights in Finland

In 2019:

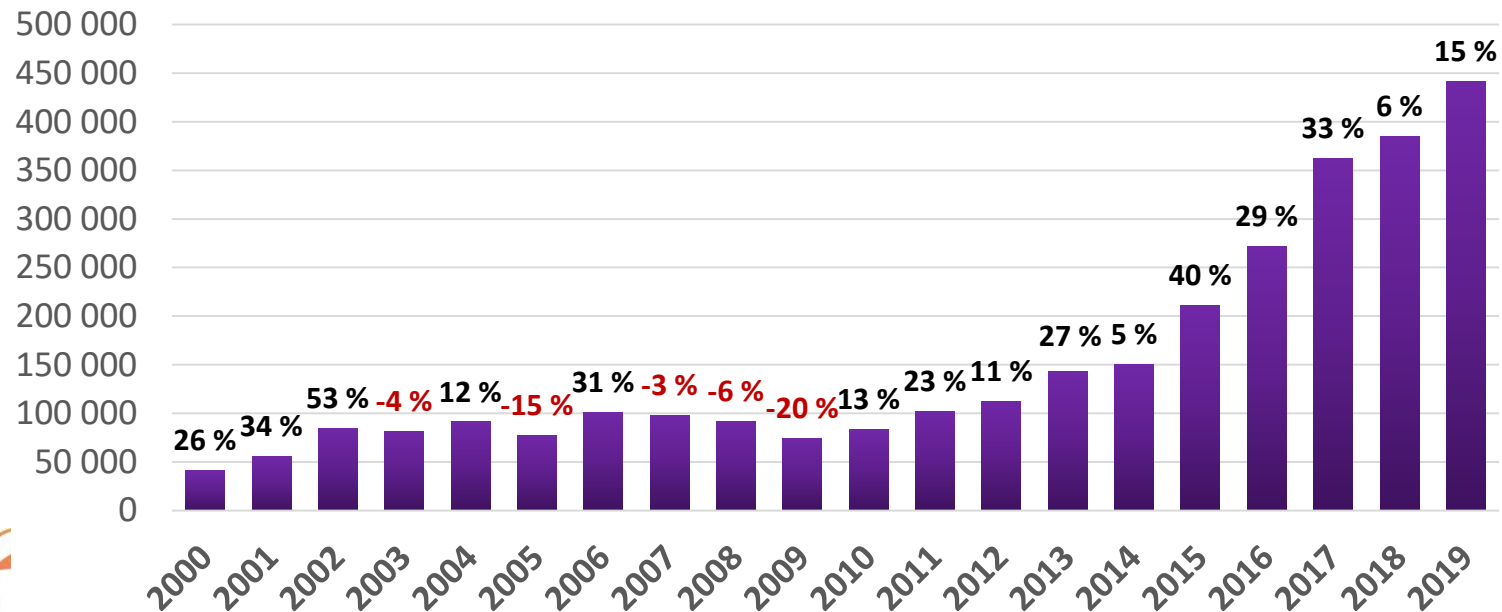
- Population: 1.4 billion
- Outbound travel from China: 143 million arrivals to all destinations in 2019 (+3% from 2018)
- Travel Expenditure (total outbound travel from China): 176 Billion EUR
- Europe's share of total Chinese outbound travel: 13%
- Finland's share of total Chinese outbound travel when:
  - Including outbound from Hong Kong: 0.3%
  - Excluding outbound from Hong Kong: 0.2%

## Year 2019

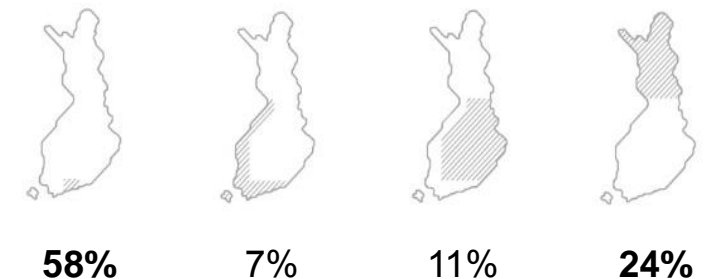
**5<sup>th</sup>** in country rankings  
with a **6% share** of foreign overnights

Average change 2000-2019: **+15%**

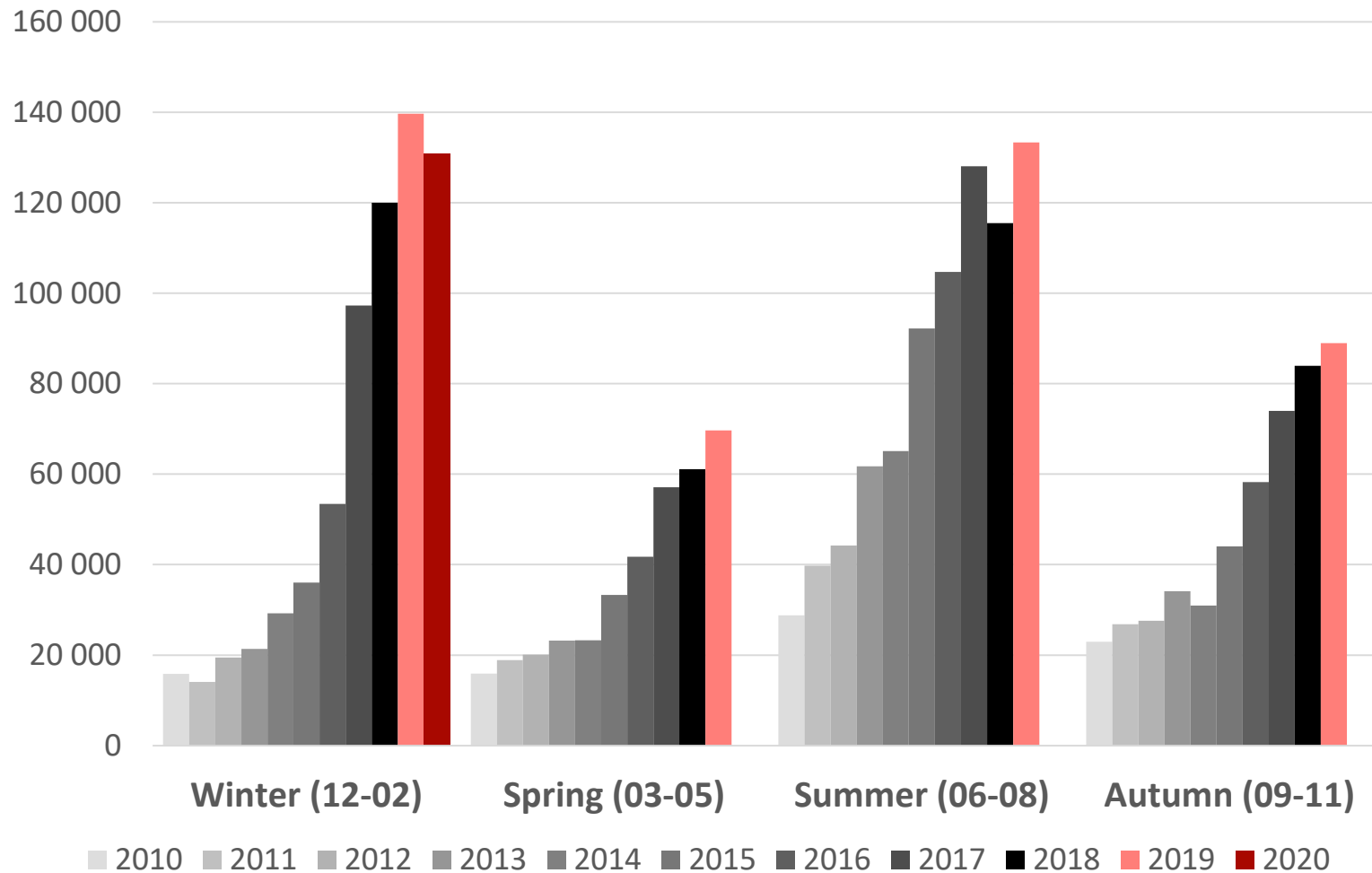
Change 2019 compared to 2000: **+968%**



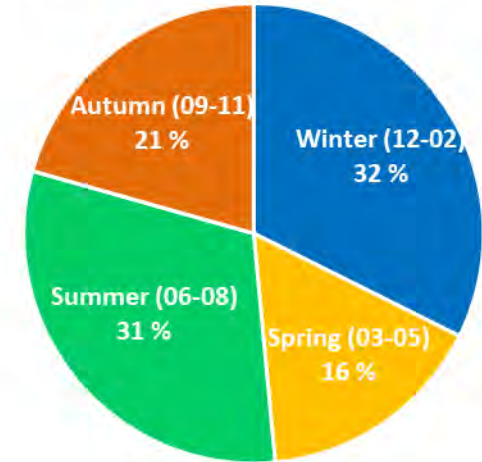
Share of overnights by regions 2019



# Seasonality of Chinese overnights in Finland (pre-covid19)



Chinese overnights in 2019







Most popular Visit Finland website content during June-October 2020



# Popular Visit Finland articles summer and autumn seasons 2020 (06-11) - China

Popular Articles on visitfinland.com during summer 2020:

- Iconic Finnish Foods of All Time
- 17 reasons to Visit Finland in 2017
- Finland facts FAQ
- Finland's 'Ten Most Beautiful Landscapes'
- Practical Information for Travelers to Finland during Corona Pandemic
- What are the Finns like?
- Finnish Modernism's 10 must-sees
- 10 Best Things to do in Finland
- On a Virtual Tour Around Finland
- Camping in Finland – the hidden gem of the Nordics

Additionally during the Autumn 2020:

- Sustainable Finnish Design
- Celebrating with a Finnish Twist

During the summer months Chinese site visitors were interested in Finnish Food, general information, reasons to visit and things to do but also the landscape and 10 must-see modernism's.

During this autumn the interest has otherwise stayed very similar but Sustainable Finnish Design and the Finnish way to celebrate different traditions during the winter months was also amongst the top articles.

## ICONIC FINNISH FOODS OF ALL TIME

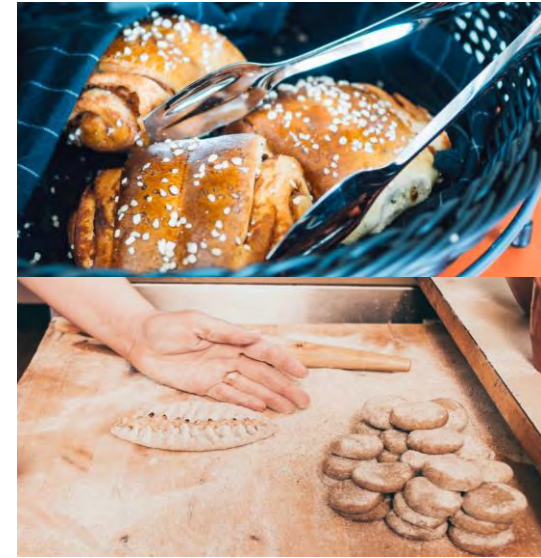
**Finns are passionate about their food and they know how to celebrate it. Finns are also fiercely loyal to their culinary roots.**

Although you can buy just about anything your heart desires in Finland these days, go native when you are here and you will be in for a treat.

In Finland, market stalls everywhere overflow with seasonal produce and local delicacies. Festivals mark the arrival of favourite foods throughout the year.

Finns even name pastries after their poets!

We've compiled a list of ten iconic foods that you SHOULD try – go on, don't be shy.



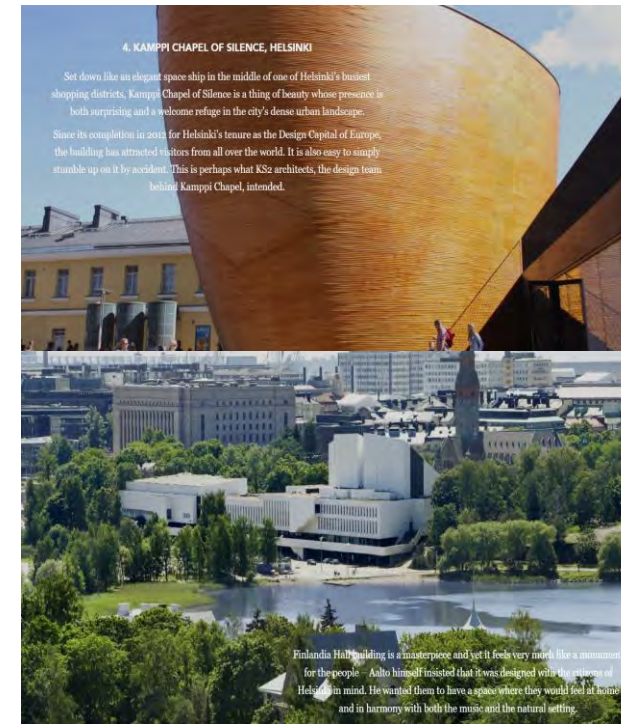
## FINNISH MODERNISM'S 10 MUST-SEES

***"Form must have a content and that content must be linked with nature."* Finland's most beloved architect and designer, Alvar Aalto, lived by those words.**

Aalto, often referred to as the father of Finnish Modernism, borrowed shapes and colors from the Finnish landscape and believed that by embracing the natural world, it was possible to create a more humane society.

Aalto's Organic Modernism set Finland apart from its contemporaries in the early modernist movement, blending form and function to create sensuous and livable spaces for the modern world. His legacy can be seen throughout Finland and although Finnish architecture has changed with the times, the deep connection to nature remains at its core today.

For a unique tour of the country, why not visit some of Finland's most iconic modernist buildings?



### 4. KAMPPI CHAPEL OF SILENCE, HELSINKI

Set down like an elegant space ship in the middle of one of Helsinki's busiest shopping districts, Kamppi Chapel of Silence is a thing of beauty whose presence is both surprising and a welcome refuge in the city's dense urban landscape.

Since its completion in 2011 for Helsinki's tenure as the Design Capital of Europe, the building has attracted visitors from all over the world. It is also easy to simply stumble up on it by accident. This is perhaps what K&S architects, the design team behind Kamppi Chapel, intended.

Finlandia Hall building is a masterpiece and yet it feels very much like a monument for the people. Aalto himself insisted that it was designed with the purpose of Helsinki in mind. He wanted them to have a space where they would feel at home and in harmony with both the music and the natural setting.



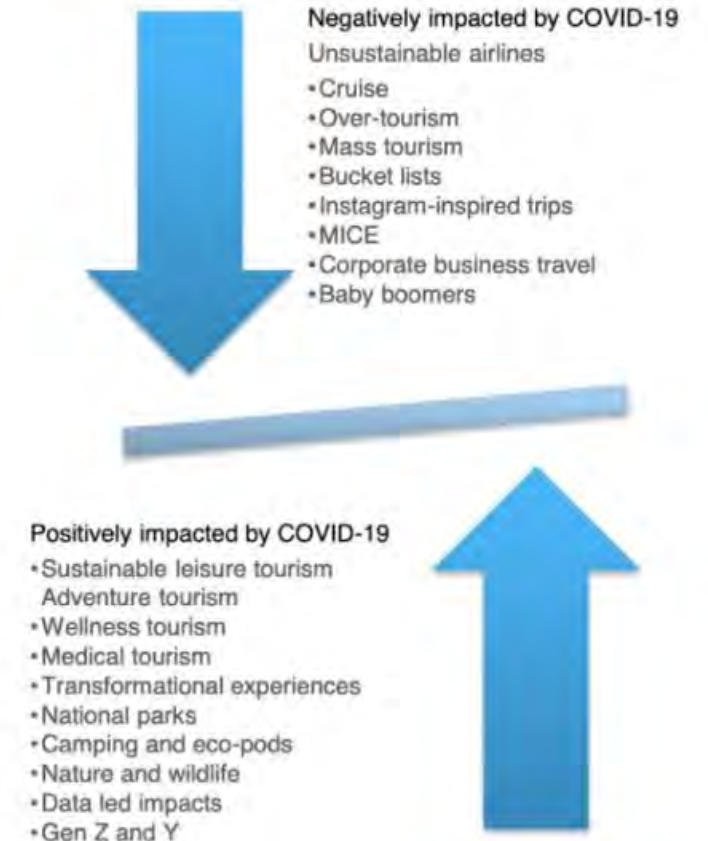


# Global outlook for post-covid19 travel trends and traveller needs



# New normal – first impacts on travel demand

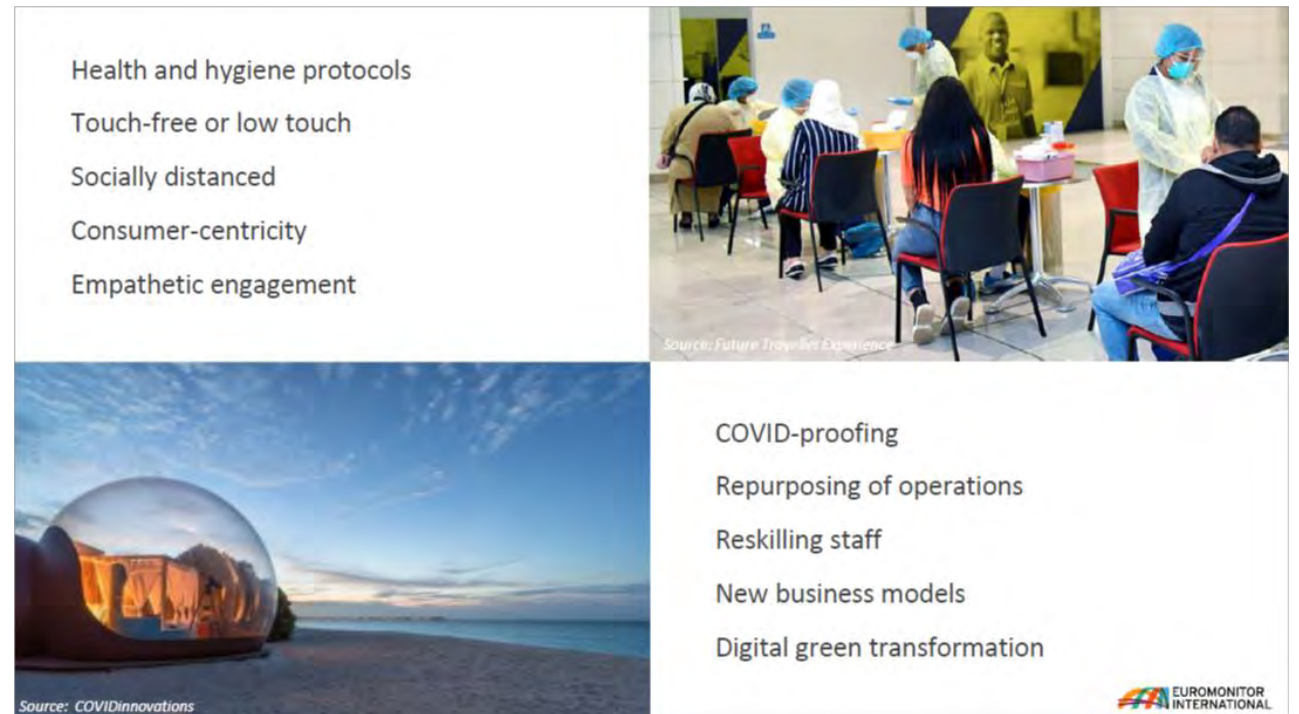
- Being immersed in nature and culture are likely to see a surge in interest as the tide turns on mass tourism and **“Off the beaten path”** destinations with wide open space become more popular
- After lockdowns and remote work, consumers are looking for **nature activities, wellness, luxury** as well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



# Traveller needs in the new normal

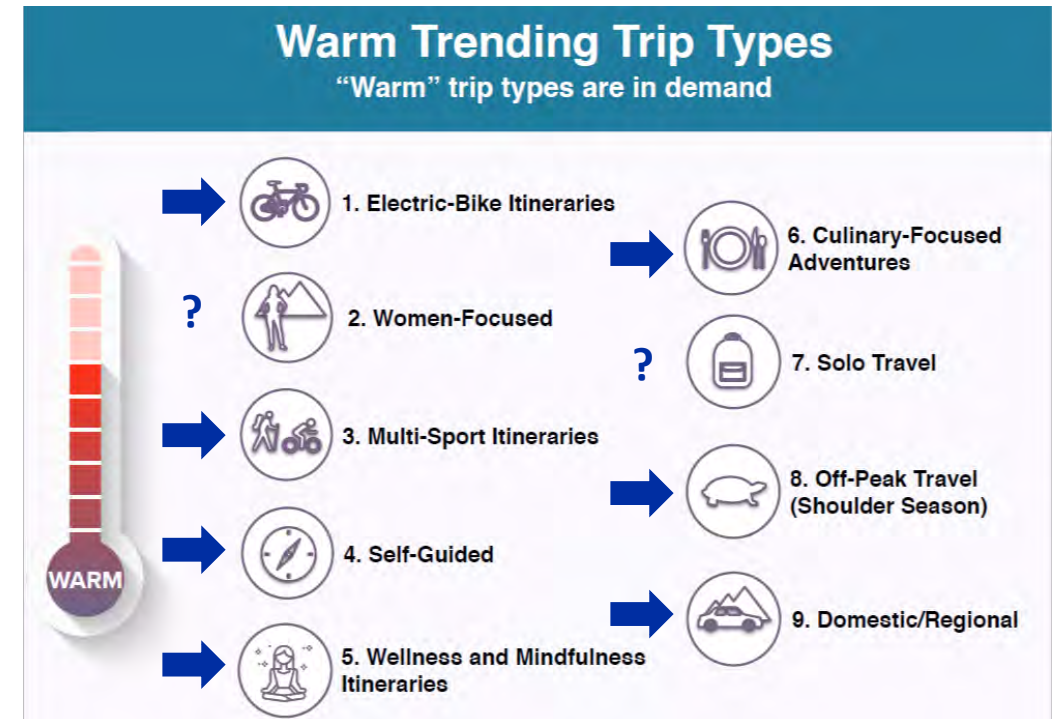
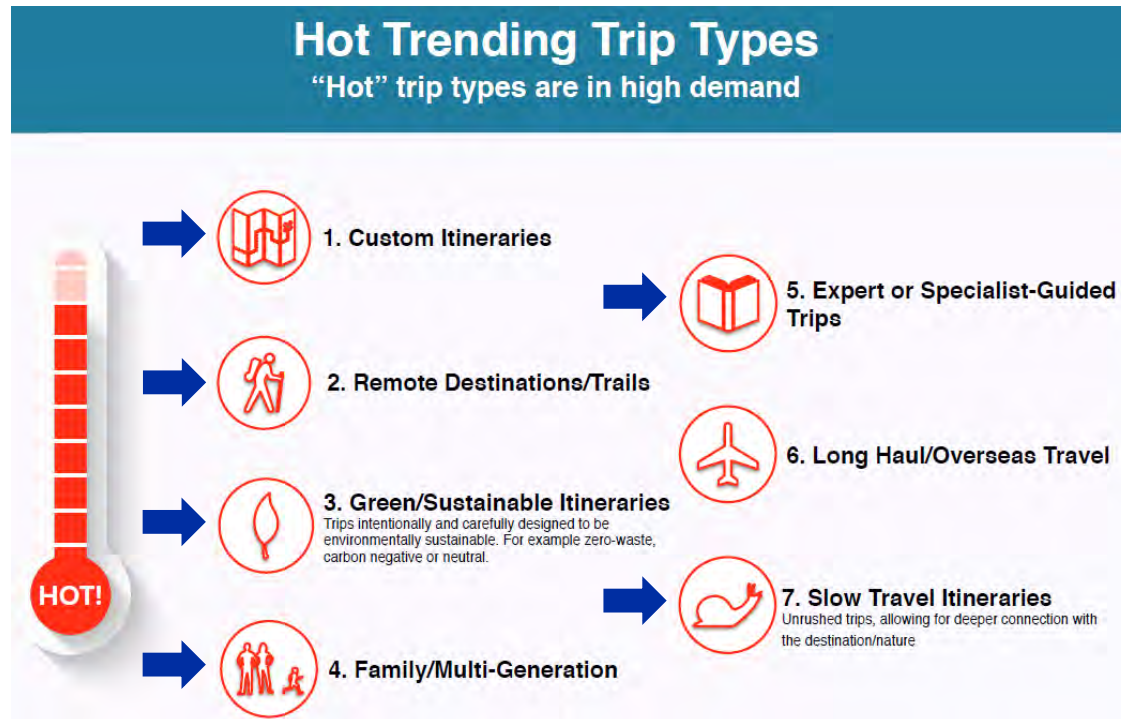
- **Customization** and **personalization** are key cornerstones of the trip
  - Travellers now place a higher premium on **problem solving and support**, especially for longer journeys
  - Travellers want more control over their travel, and **tailored travel experiences** win out over pre-packaged leisure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

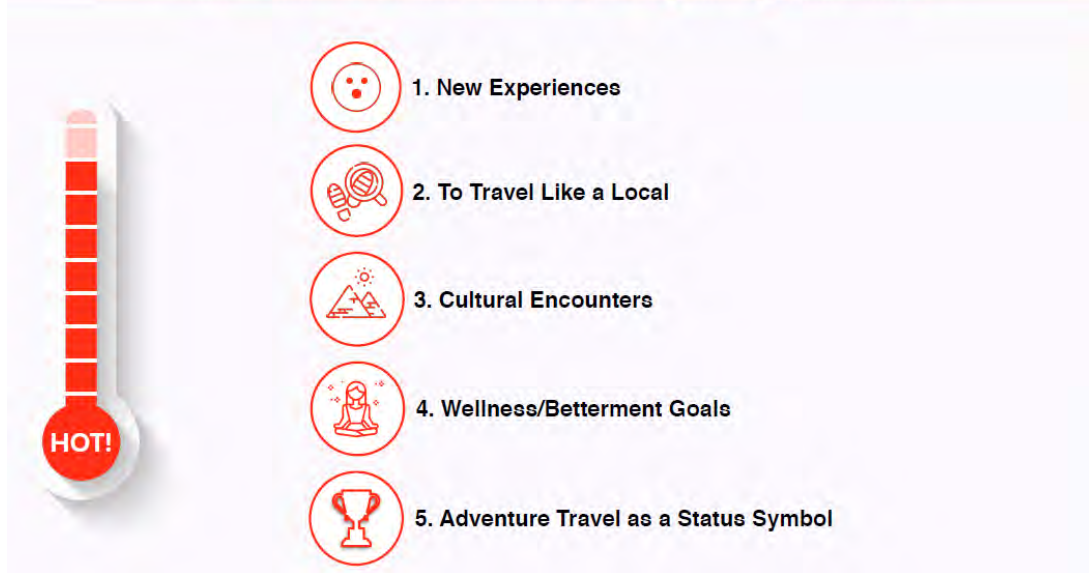


# Travel motivations for nature-oriented travellers

- 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

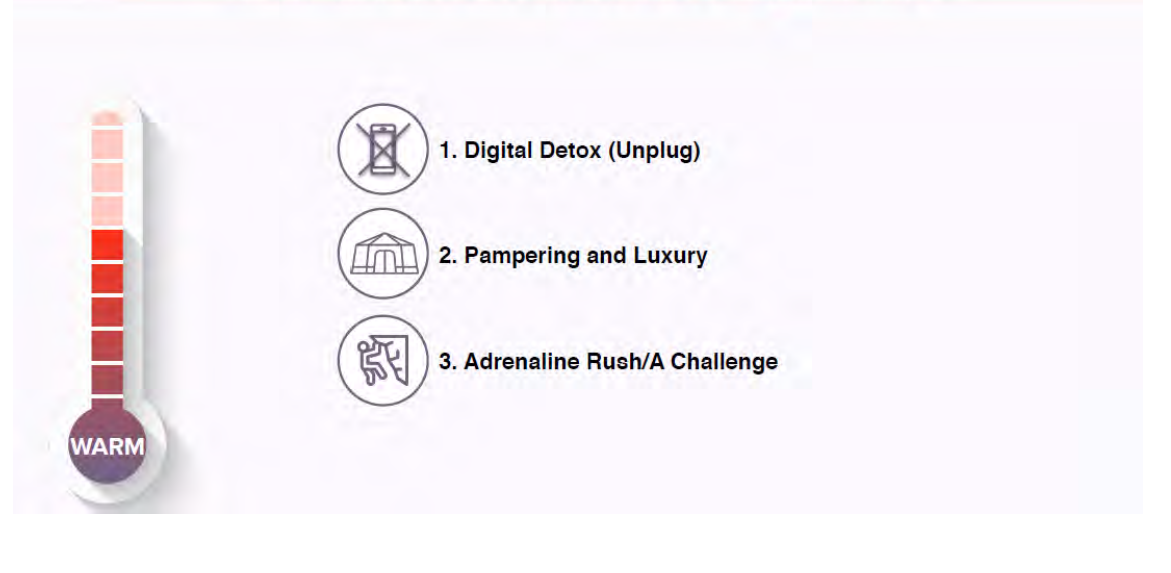
## Hot Trending Consumer Motivations for Adventure Travel in 2019

“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