

India

Travel insights



A photograph of a modern, two-story cabin with large glass windows, situated in a snowy forest. The cabin's interior is warmly lit, showing a cozy living space. The surrounding trees are heavily covered in snow. In the background, the Northern Lights (Aurora Borealis) are visible in the dark night sky, displaying vibrant green and blue hues. The overall scene conveys a sense of tranquility and natural beauty.

Finland's image as a travel destination in India

Indian Market Segment: High Spending FITs. Opportunities and Challenges for Nordic Destinations 2020

TOP LEVEL ASSOCIATIONS, NORDICS

(region, rather than individual countries)

- Northern Lights
- Snow and ice
- Snow related activities
- Closeness to nature
- Connection with history
- Unique and 'wow' factor experiences
- Pushes you outside your comfort zone
- Sustainability



[Source: Indian Market Segment: High Spending FITs – Opportunities and Challenges for Nordic Destinations, April 2020](#)

REASONS TO GO TO THE NORDICS: WINTRY DELIGHTS

- Winter related activities
- The Northern Lights
- Fjords
- Closeness to nature
- Famed locations or things to do
- A connection with the past
- Wellbeing

Where there are deeper end benefits

Calm

Deep Quiet

Freshness

[Source: Indian Market Segment: High Spending FITs – Opportunities and Challenges for Nordic Destinations, April 2020](#)

SUMMER AN UNTAPPED SEASON

- Not widely associated with non winter seasons
- Yet a particular opportunity vs. the increasingly hot Southern / Central European destinations

[Source: Indian Market Segment: High Spending FITs – Opportunities and Challenges for Nordic Destinations, April 2020](#)














Travel related searches

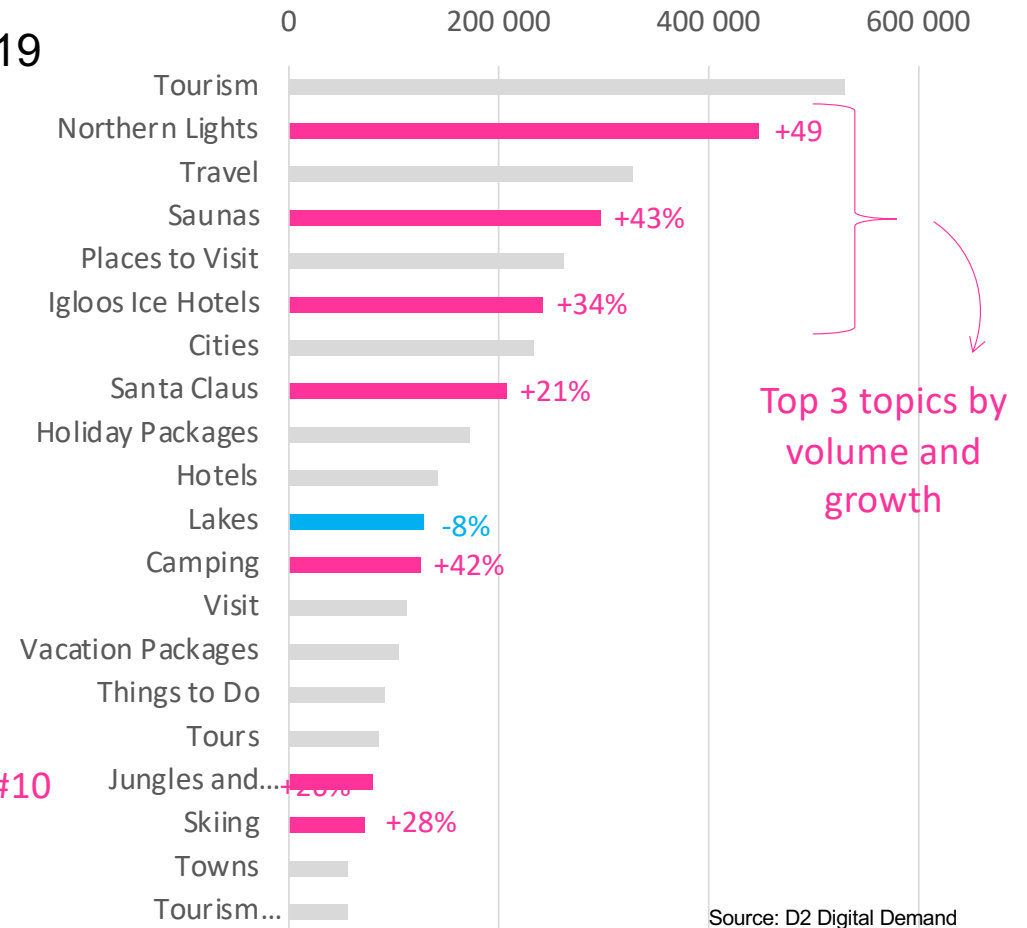
Digital Demand 2019

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%

India #10



Source: D2 Digital Demand



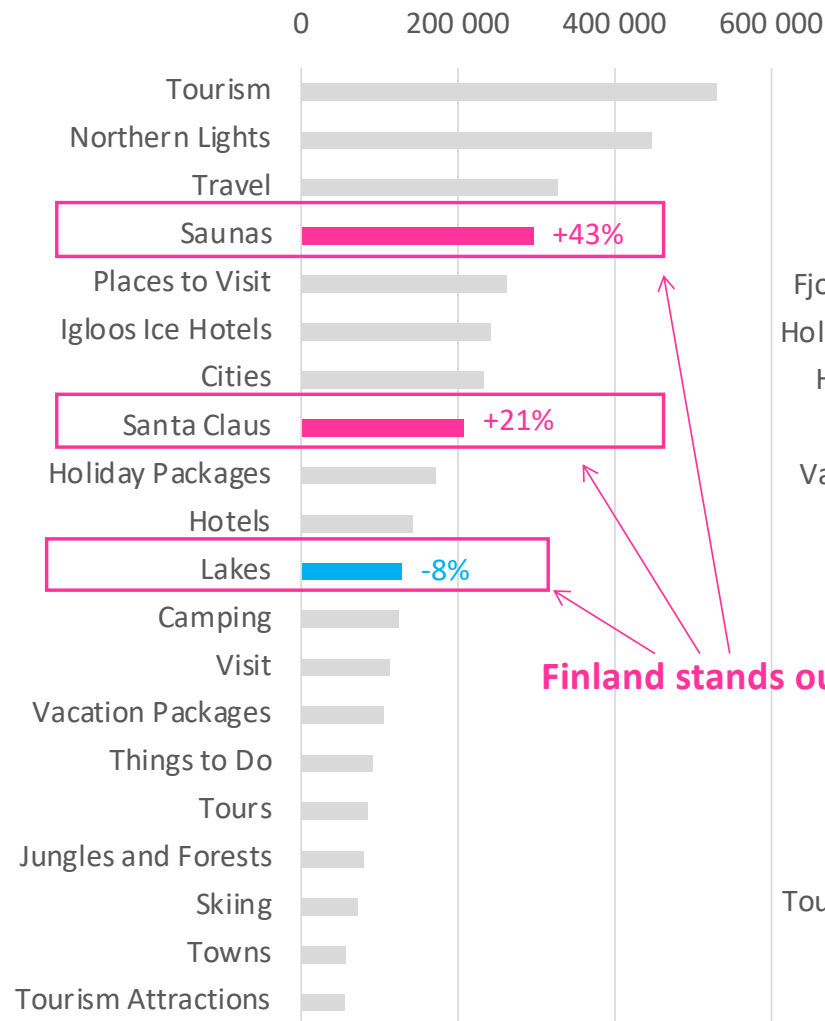
Top topics in Finland's touristic internet searches globally – USP's

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.

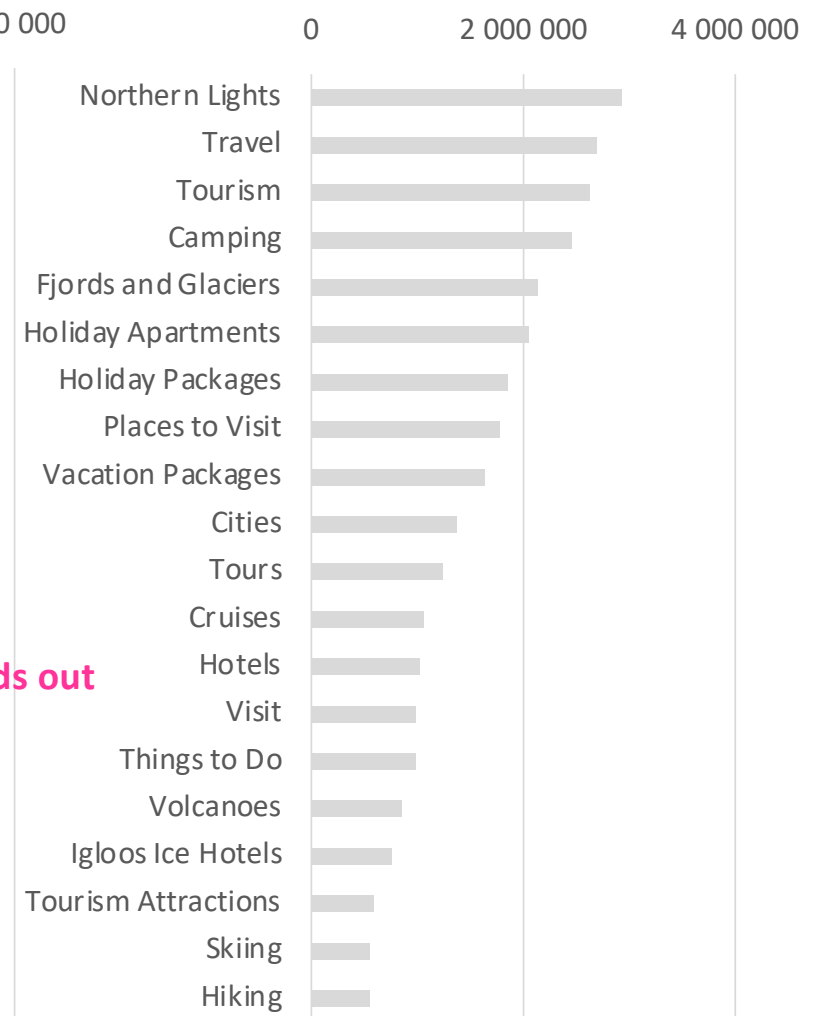
Other brandtags reaching close to the top 20 most searched topics and growing fast especially for Finland include *spa & beauty treatments, islands and parks & reserves*.



Top 20 micro-brandtags 2019 for Finland



Top 20 micro-brandtags 2019 for the Nordics



Finland stands out

Source: D2 Digital Demand

A person is sitting in a hammock, looking out over a vast landscape at sunset. The sun is low on the horizon, casting a warm, golden glow over the scene. The person is wearing a dark jacket and light-colored pants. The hammock is suspended between two trees. The background shows a forested area with a body of water in the distance. The overall mood is peaceful and serene.

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) - India

Popular Articles on visitfinland.com during summer 2020:

Practical Information for Travelers to Finland during Corona Pandemic

21 Reasons to love Finland

Land of the Midnight Sun

Doze off under the Northern Lights

Land of a Thousand lakes

On a Virtual Tour Around Finland

On the Hunt for the Northern Lights

10 Best Things to do in Finland

17 Reasons to Visit Finland in 2017

What are the Finns like?

Additionally during the Autumn 2020:

Meet Santa Claus

Autumn and Spring – the Best Northern Lights Seasons

During the summer months Indian site visitors were mostly interested in Midnight Sun, Lakes, Northern Lights and general information on Finland, reasons to visit and what to do in Finland.

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



LAND OF A THOUSAND LAKES

Taking a trip to Lakeland is like taking a trip into the heart of Finnish identity. One of the most important birthplaces of the Finnish identity are the deep green forests, the rolling hills and the glittering lakes that cover most of central Finland.

Drive through Finland in the summer and you'll find two colours dominating the scenery: green and blue. The forested landscape is dotted with patches of water – or, in some areas, vice versa – so numerous they have earned Finland the nickname "the land of the thousand lakes". In fact, the moniker is an understatement, as there are a total of 188 000 lakes in Finland. From the metropolitan area around Helsinki all the way up to Inari in Lapland, Finland is filled with oases of the clean blue.

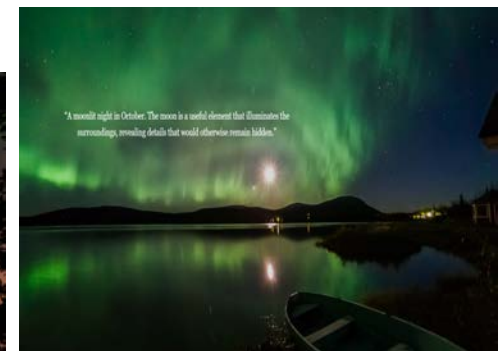
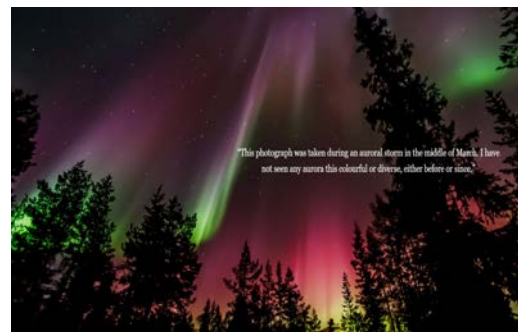
Finns feel certain closeness to the element of water, and it is a source of livelihood for many. Lakeland in Eastern Finland is where Saimaa, the country's greatest lake, is situated. It is home to the Saimaa ringed seal, one of the most endangered species in the world, and nestles several cities on its shores.



AUTUMN AND SPRING – THE BEST NORTHERN LIGHTS SEASONS

Even though many people associate the Northern Lights with cold and snowy winter scenery, the most active seasons are actually autumn and spring when the earth's orientation towards the sun maximises the probability of solar flares interacting with the planet's magnetic field to generate this phenomenon.

As a nature photographer from Lapland, Markus Kiili finds that the equinox seasons are the best times for capturing the Northern Lights on film.



Source: Visit Finland

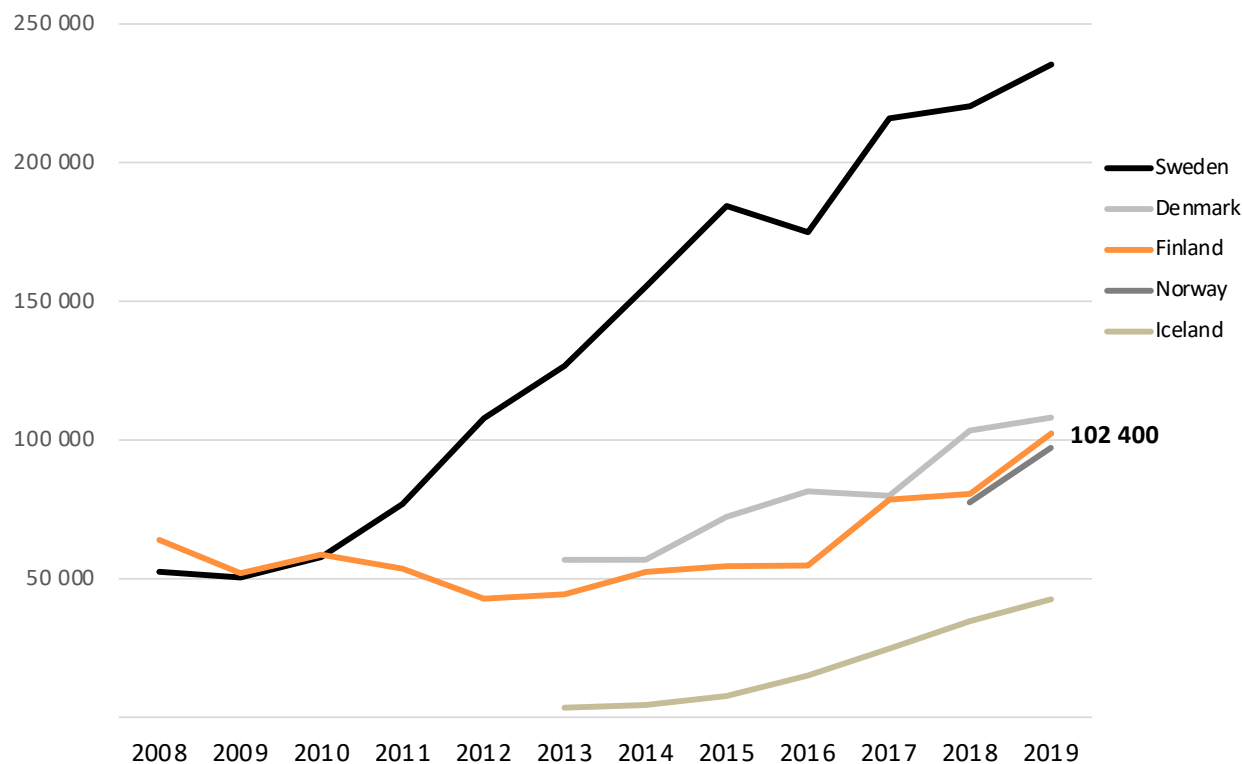
An aerial photograph of a small, rocky island surrounded by water. The island is covered with dense green forest. A small red house with a white roof and windows is situated on the right side of the island. There are some rocks and a small path leading to the house. In the background, more forested islands and a body of water are visible under a cloudy sky.

Indian overnights in the Nordic countries & in Finland

Statistics Service Rudolf, Statistics Finland
Statistics Sweden, Norway, Denmark and Iceland

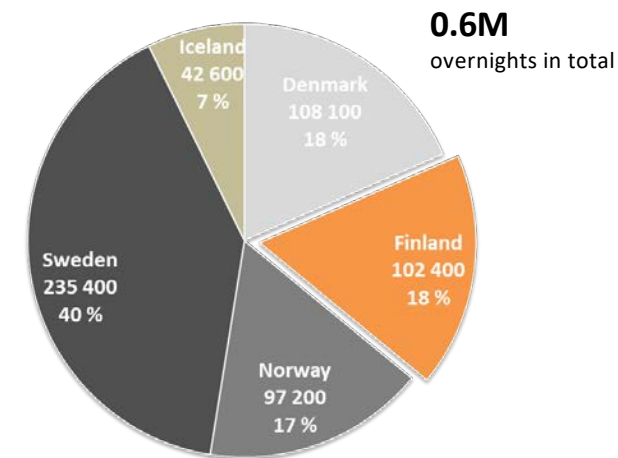
India: Yearly overnights in the Nordic countries

Development of Indian overnights 2009-2019

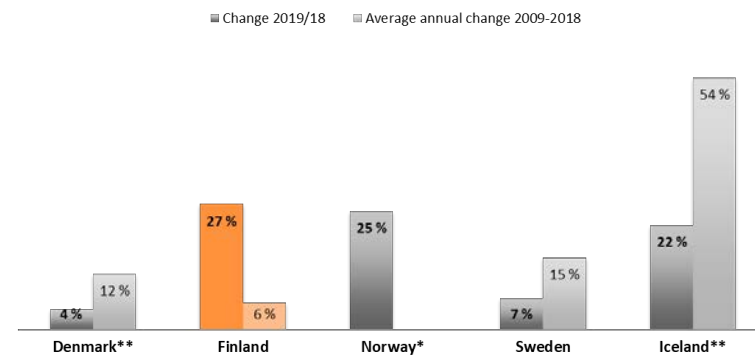


Statistics for Norway available since 2018,
and for Denmark and Iceland since 2013

Nordic countries' share of Indian overnights 2019

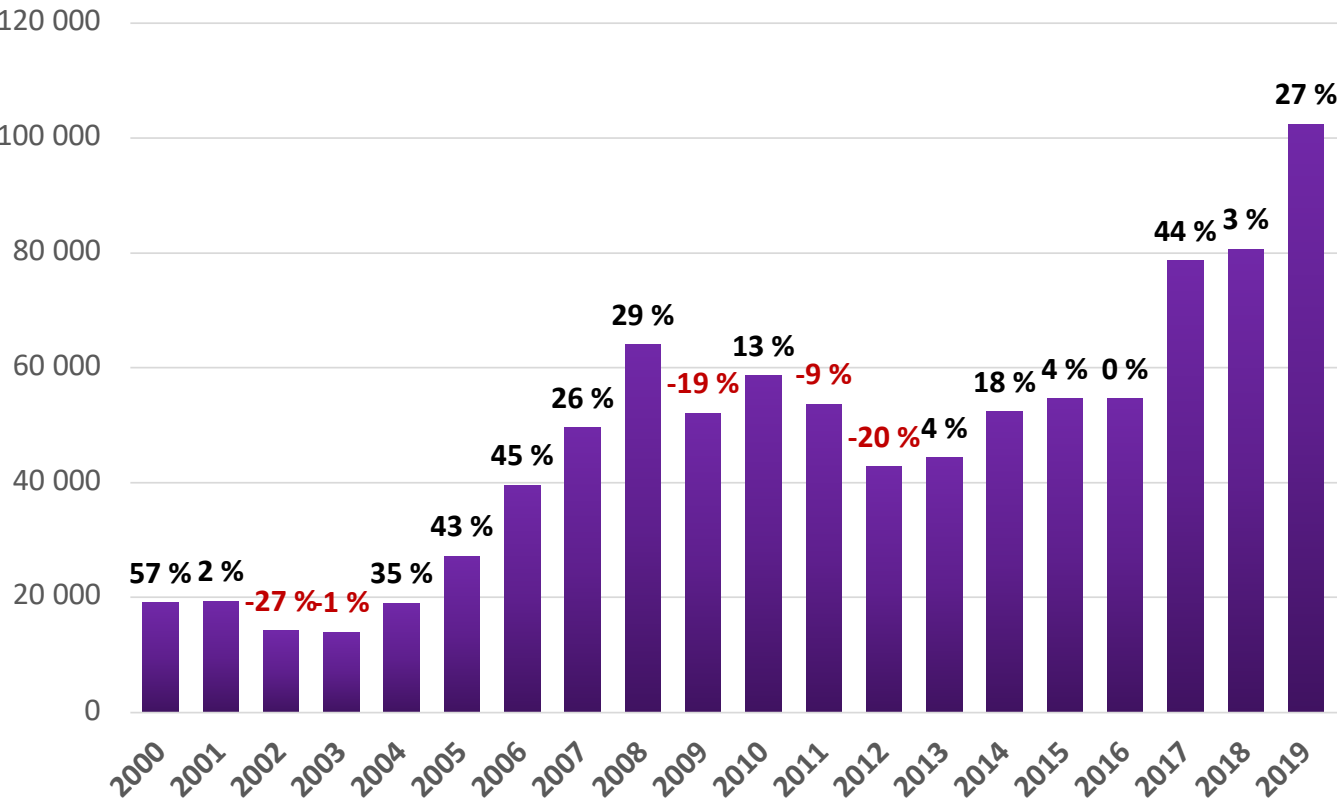


Indian overnights, change %



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

Indian overnights in Finland 2000-2019



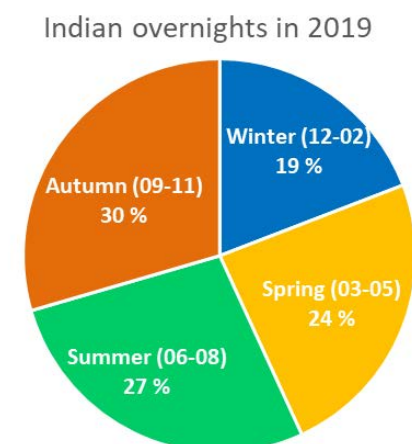
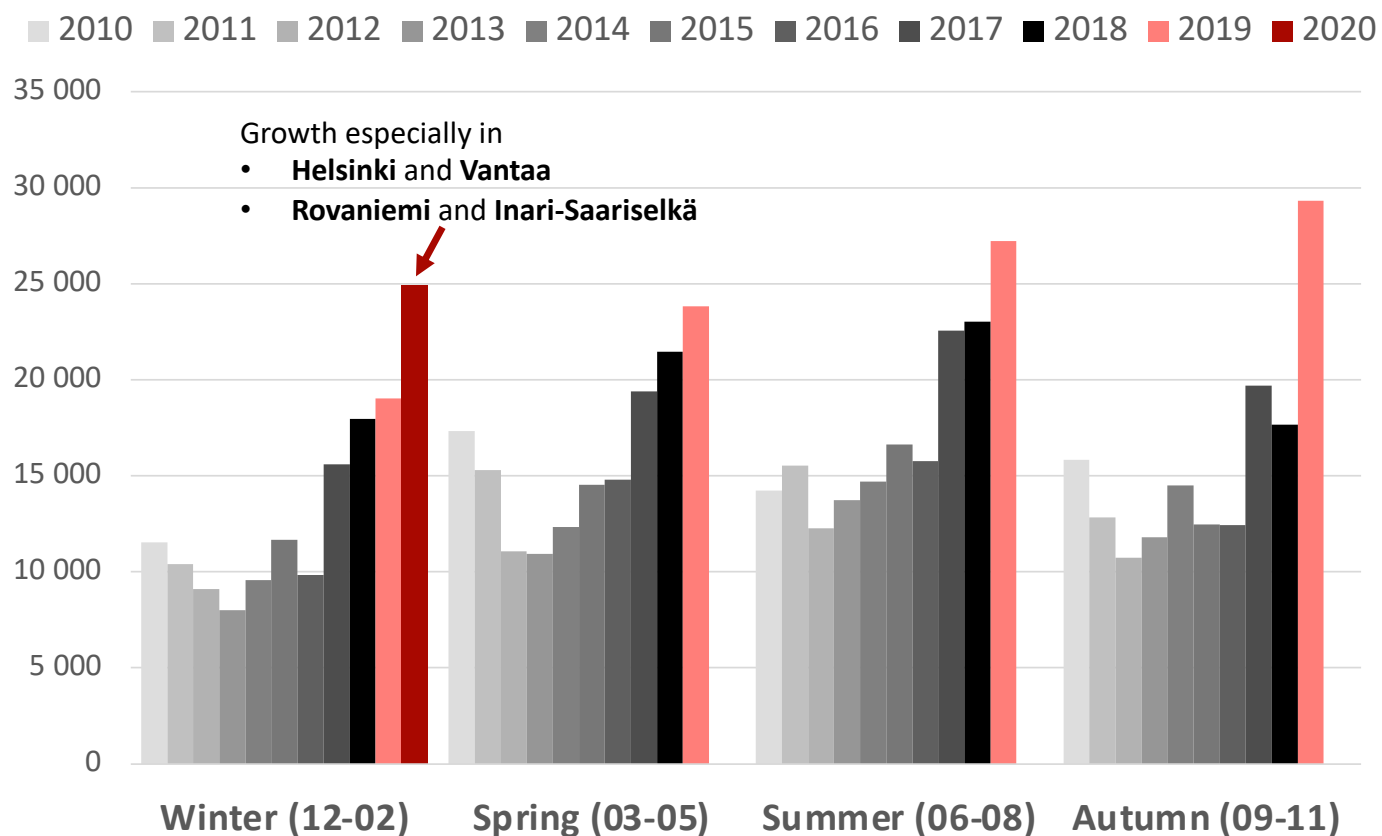
Year 2019
17th in country rankings
with a **1% share** of foreign overnights
Average change 2000-2019: **+14%**
Change 2019 compared to 2000: **+434%**

Share of overnights by regions 2019



Sources: Visit Finland Statistics Service Rudolf, Statistics Finland

INDIAN OVERNIGHTS IN FINLAND BY SEASON





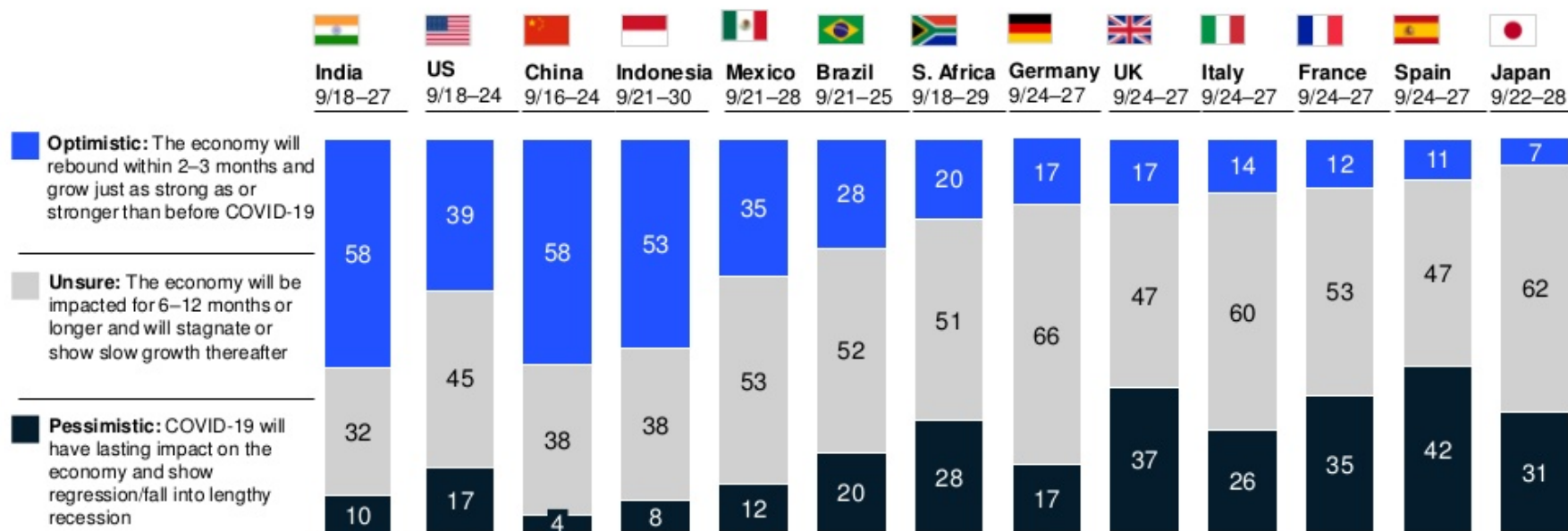
Consumer sentiment and trends in India

Shift to value and essentials

India is more optimistic than the rest of the world about its economic recovery

Confidence in own country's economic recovery after COVID-19¹

% of respondents



¹Q: How is your overall confidence level in economic conditions after the COVID-19 situation? Rated from 1 "very optimistic" to 6 "very pessimistic"; bars may not sum to 100% due to rounding.

Source: McKinsey & Company COVID-19 Consumer Pulse Survey

McKinsey & Company

2

McKinsey & Company: Indian consumer sentiment during the coronavirus crisis. COVID-10 consumer pulse survey, November 2020.

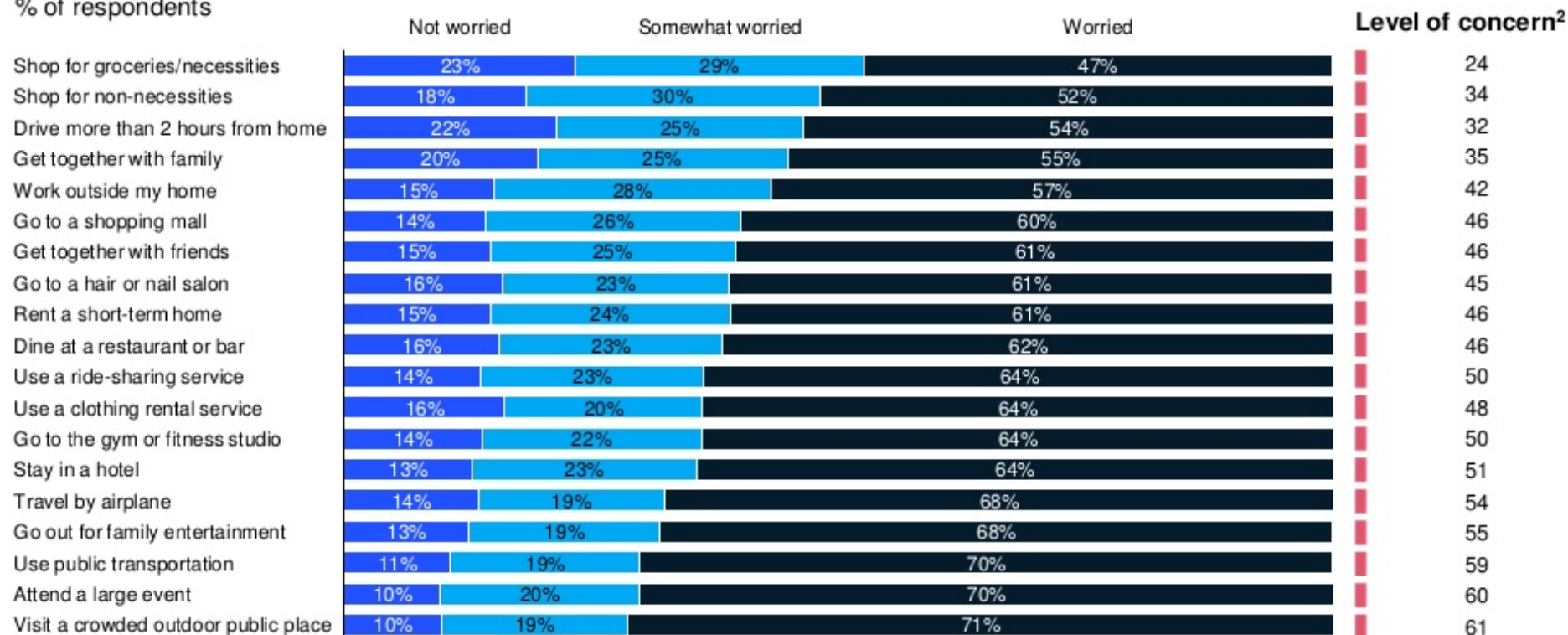
Indian consumers' optimism in the economic recovery has improved steadily, reaching levels last seen in mid-April.



Indian consumers are most concerned about visiting crowded public spaces, attending large events, and traveling by public transportation

Consumers' level of concern undertaking various activities¹

% of respondents



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 "not worried at all" and "not very worried" from "very worried" and "extremely worried."

Source: McKinsey & Company COVID-19 India Consumer Pulse Survey 9/18–9/27/2020, n = 1,051, sampled and weighted to match India's general population 18+ years

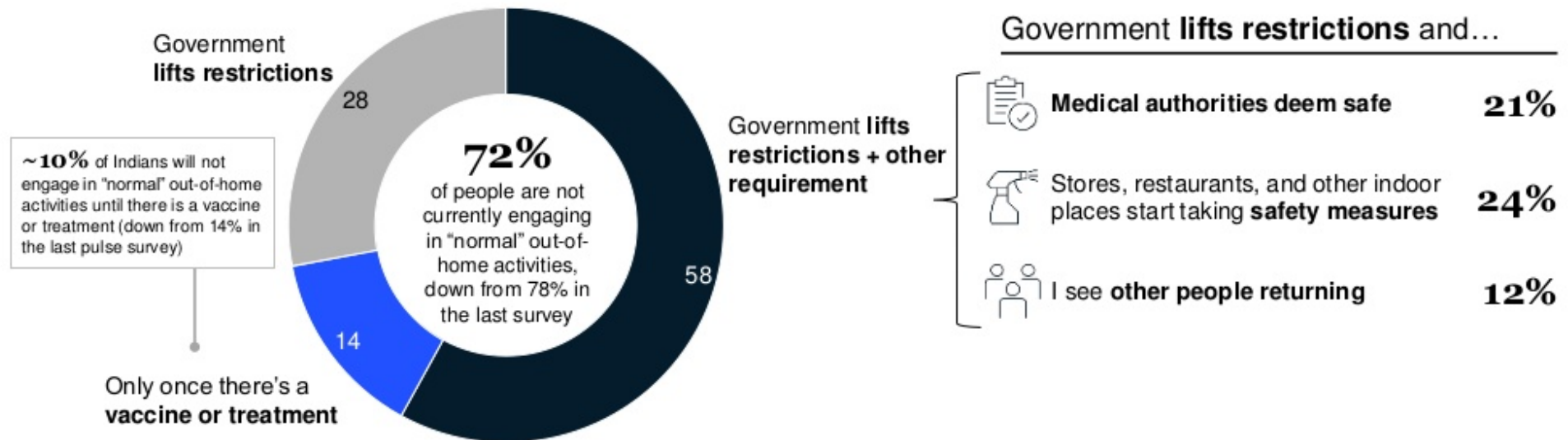
McKinsey & Company 18



Most Indians are waiting for indicators beyond lifting of restrictions, but more are engaging in 'normal' out-of-home activities

Milestones for the Indian 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. Figures may not sum to 100% because of rounding.

An aerial photograph of a long, multi-lane bridge spanning a large body of water. The bridge is surrounded by numerous small, forested islands and peninsulas. The water is a deep blue, and the surrounding land is covered in dense green trees. A small white boat is visible on the water near the bridge. The title 'INDIAN TRAVEL HABITS & THE INDIAN HSFIT MARKET' is overlaid in large white letters on the left side of the image.

INDIAN TRAVEL HABITS & THE INDIAN HSFIT MARKET

- Status display - conformism to individualism
- Moving away from the destination 'tick-list' and interest in the previously unknown
- A market more daring
- Captured through social media
- Smaller group sizes
- High opportunity market, in its nascency

[Source: Indian Market Segment: High Spending FITs – Opportunities and Challenges for Nordic Destinations, April 2020](#)

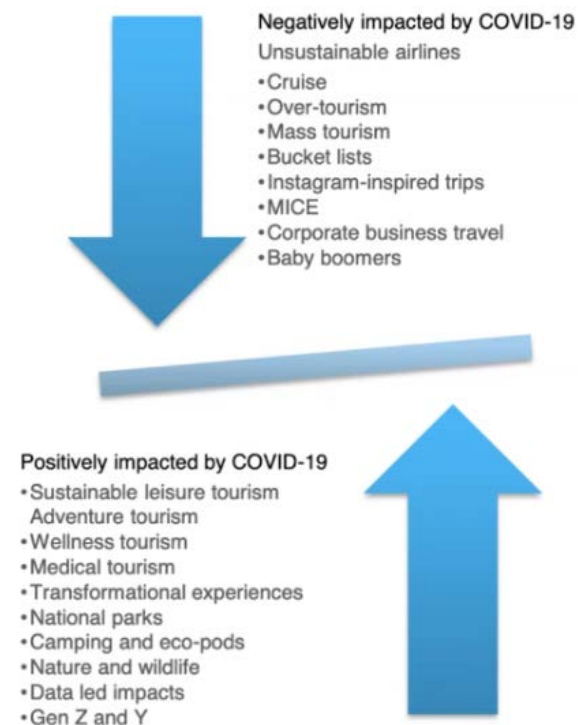
A photograph of two people riding horses on a grassy hill at sunset. The sun is low on the horizon, creating a warm orange glow. In the background, there is a lake and rolling hills. The riders are silhouetted against the bright sky. The person on the left is on a dark horse, and the person on the right is on a speckled horse. The overall mood is peaceful and scenic.

Global outlook for post-covid19 travel trends and traveller needs

New normal – first impacts on travel demand

Global Outlook

- 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

Global Outlook

- 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



Source: Future Traveller Experience



Source: COVIDInnovations

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

EUROMONITOR
INTERNATIONAL



Source: TRAVEL 2040 - Sustainability and Digital Transformation as Recovery Drivers , Euromonitor July 2020

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.

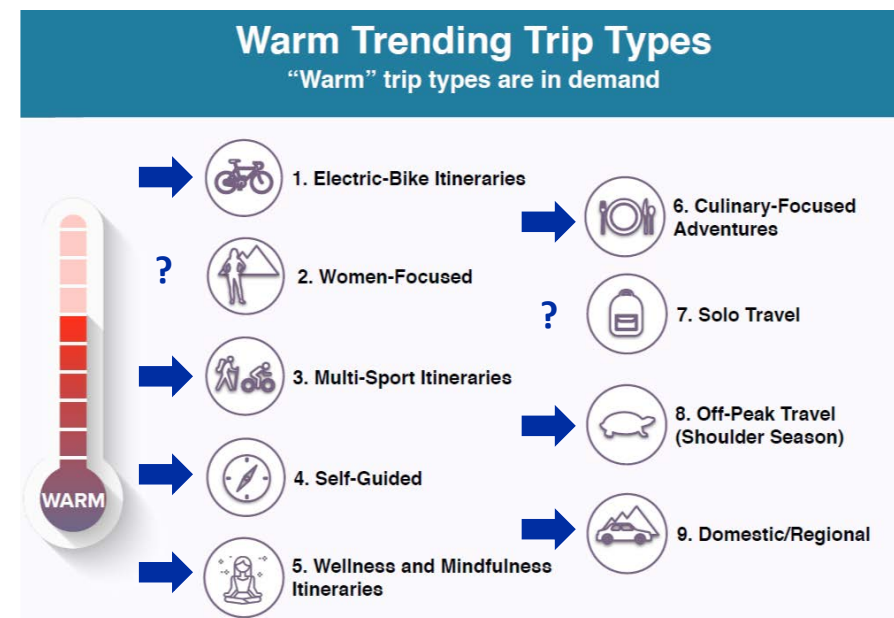
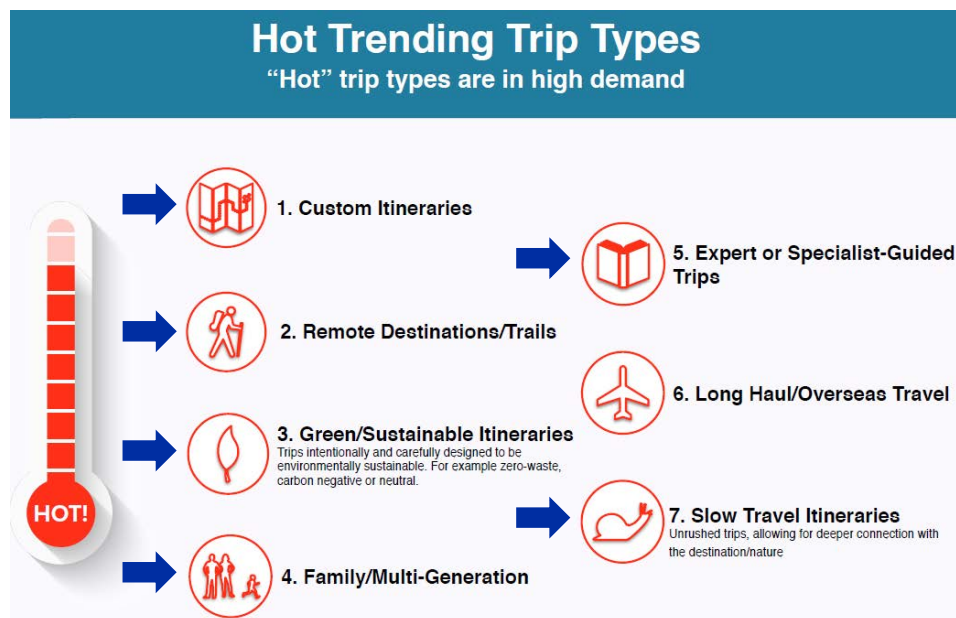


Source: What Leisure Travelers Want in a COVID-19 World, Amadeus May 2020

Trending trip types for nature-oriented travellers

Global Outlook

- 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



Source: ADVENTURE TRAVEL TRENDS SNAPSHOT, ATTA 2019

Travel motivations for nature-oriented travellers

Global Outlook

- 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