



Visit Finland

# UK & USA markets' Outlook webinar

12 October, 2022

# Webinar agenda

## UK Market

- Market insights, market strategy, activity plan 2023  
Caroline Beaton-Moscatelli, Sales and marketing manager UK
- PR update for the UK market  
Sergei Shkurov, PR manager

## USA Market

- Market insights, market strategy, activity plan 2023  
Heli Mende, Head of Visit Finland North America
- PR update for the USA market  
Meri Sipilä, PR Manager

## B2C Marketing Campaigns, UK & USA

- Mervi Holmén, Marketing Manager

# UK market



# Visit Finland UK market team



Päivi Hobbs  
Account Manager, UK



Caroline Beaton-  
Moscatelli  
Sales and marketing  
manager, UK



Mervi Holmén  
Marketing Manager



Sergei Shkurov  
PR Manager



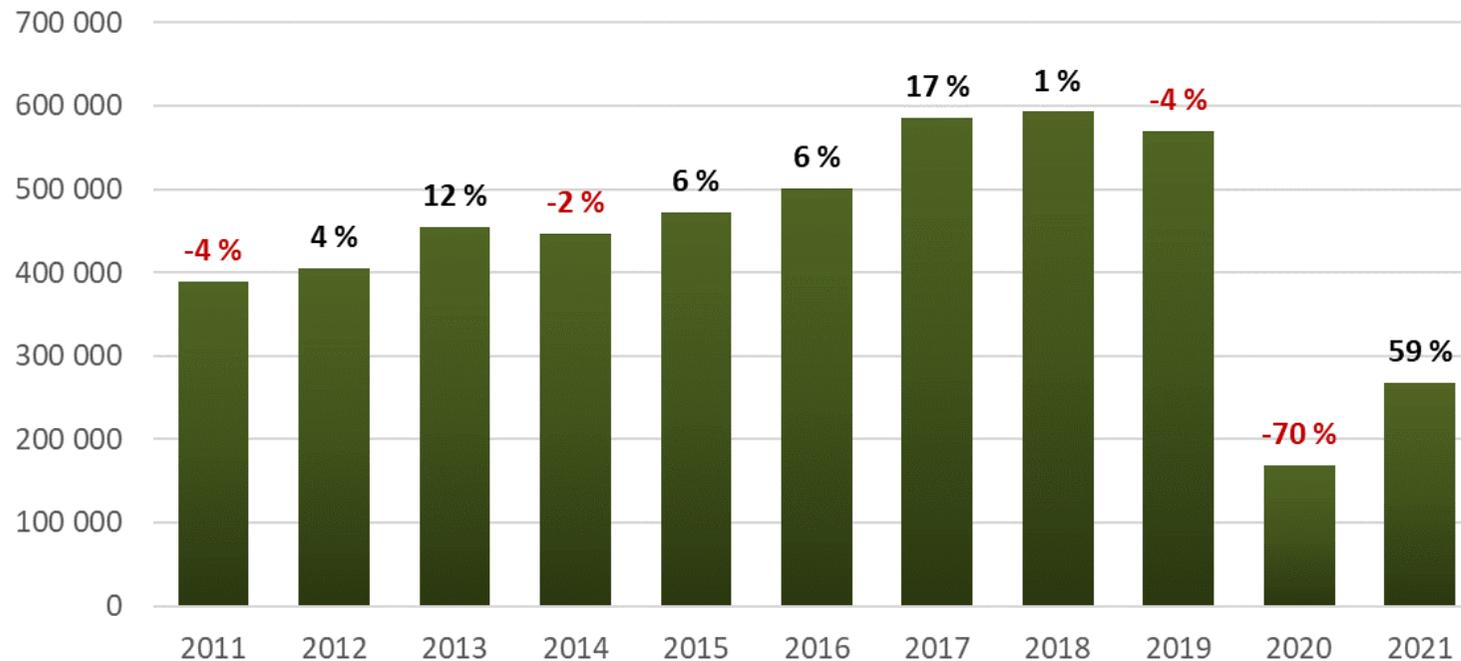
Susanne Heikkinen  
Analyst



Liisa Renfors  
Development  
specialist

# Market Insights

# UK – overnights in Finland 2011-2021



2021  
268,300 nights  
No. 1 in rankings  
YoY change +59%

2019  
569,300 nights  
2021 vs. 2019 -  
53%

# UK – Cumulative overnights in Jan-Aug 2022

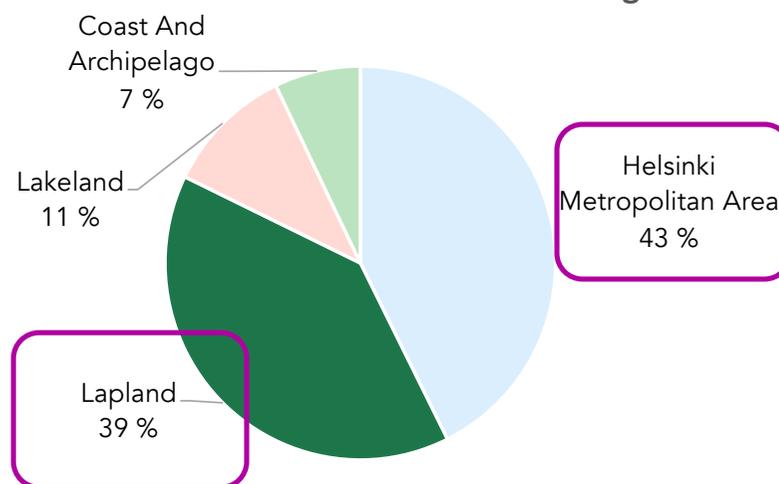
Area	Nationality	Monthly nights spent	Monthly YoY change (%)	Cumulative nights spent	Cum. YoY change (%)
1 Whole Finland	Germany	81,420	55 ▲	432,775	228 ▲
	Sweden	72,744	133 ▲	340,215	290 ▲
	France	22,904	94 ▲	239,838	771 ▲
	United Kingdom	27,699	251 ▲	206,335	741 ▲
	Netherlands	19,874	66 ▲	198,193	541 ▲
	United States	34,569	204 ▲	172,988	308 ▲
	Estonia	23,524	17 ▲	129,568	48 ▲
	Switzerland	15,026	40 ▲	114,515	373 ▲
	Norway	18,451	222 ▲	110,406	427 ▲
	Italy	22,307	105 ▲	101,923	288 ▲
	Spain	20,839	127 ▲	89,598	286 ▲
	Russia	38,680	857 ▲	82,192	368 ▲
	Belgium	7,291	80 ▲	80,044	687 ▲
	Denmark	9,469	58 ▲	70,981	272 ▲
	Poland	12,853	95 ▲	70,828	137 ▲
	Austria	7,387	48 ▲	47,503	266 ▲
	Israel	5,095	105 ▲	44,360	915 ▲
	Latvia	6,980	105 ▲	40,020	232 ▲
	Czech Republic	4,602	91 ▲	30,965	267 ▲
	Lithuania	5,925	111 ▲	30,417	171 ▲
	Ukraine	5,751	63 ▲	29,200	166 ▲

- UK is by far the 4<sup>th</sup> biggest source market in Finland, with over **206 000** British overnights so far this year.
- In 2019, UK was the 3<sup>rd</sup> biggest source market after Russia and Germany, as typically the majority of the British overnights in Finland takes place in December.
- The cumulative overnights for this year remain 31% below the level of Jan-Aug 2019.

# UK – Cumulative overnights in Finland

2022 January - August 2022	Nights spent	YonY change %
Uusimaa 1 (Helsinki Metropolitan Area)	88 000	489 %
Lapland	66 800	3859 %
Kuusamo	14 900	4098 %
Pirkanmaa	9 600	858 %
Southwest Finland	4 000	287 %
North Ostrobothnia (excl. Kuusamo)	3 900	470 %
Central Finland	3 100	569 %
Päijät-Häme	2 500	624 %
Uusimaa 2 (excl. Helsinki Metropolitan Area)	2 100	440 %
Kainuu	1 700	441 %
South Savo	1 700	518 %
North Savo	1 400	211 %
Kymenlaakso	1 300	116 %
Ostrobothnia	1 200	105 %
North Karelia	800	472 %
Satakunta	700	38 %
Åland	700	1206 %
Kanta-Häme	700	399 %
South Karelia	500	234 %
South Ostrobothnia	500	42 %
Central Ostrobothnia	200	319 %

Main Area's share of cumulative overnights



Helsinki Metropolitan Area	88 000
Lapland	81 700
Lakeland	22 000
Coast And Archipelago	14 700

- Helsinki region and Lapland are the most visited areas in Jan-Aug 2022 with around 40% share each
- British overnights in Pirkanmaa / Tampere have exceeded so far the Jan-Aug 2019 figures

# Top markets in winter season 2021-2022

And change compared to pre-pandemic

## High winter season (12-02)

	Dec2018- Feb2019	Dec2021- Feb2022	Change 2022 vs. 2019
United Kingdom	334 900	278 600	-17 %
France	161 700	180 300	+11 %
Germany	151 300	133 100	-12 %
Netherlands	106 700	111 300	+4 %
Spain	59 400	55 300	-7 %
Estonia	58 200	47 400	-19 %
Belgium	30 300	45 900	+51 %
Italy	42 900	45 200	+5 %
United States	53 800	39 600	-26 %
Switzerland	51 800	37 800	-27 %
Sweden	75 100	30 200	-60 %
Poland	21 900	21 500	-2 %
Denmark	21 200	17 100	-20 %
Russia	261 300	16 100	-94 %
Austria	19 500	15 900	-18 %
China & Hong Kong	139 700	14 800	-89 %

## Top destinations from UK

Winter 2021-2022	
Kittilä (Levi)	49 000
Inari (Saariselkä)	46 300
Kolari (Ylläs)	33 300
Kuusamo (Ruka)	31 700
Rovaniemi	30 600

Winter 2018-2019	
Kittilä (Levi)	65 100
Inari (Saariselkä)	49 000
Kolari (Ylläs)	40 800
Kuusamo (Ruka)	33 900
Helsinki	33 900

# Top markets in summer season 2022

And change compared to pre-pandemic

## High summer season (06-08)

	Jun-Aug2019	Jun-Aug 2022	Change 2022 vs. 2019
Sweden	255 200	235 800	-8 %
Germany	270 300	229 100	-15 %
United States	109 900	103 800	-6 %
United Kingdom	90 800	74 500	-18 %
Norway	73 400	68 200	-7 %
Estonia	69 400	60 400	-13 %
Russia	243 400	60 100	-75 %
Switzerland	64 400	54 100	-16 %
France	64 100	53 800	-16 %
Netherlands	62 300	52 400	-16 %
Italy	68 200	45 700	-33 %
Spain	56 600	41 800	-26 %
Poland	31 400	35 500	+13 %
Denmark	37 700	34 200	-9 %
Austria	27 900	22 400	-20 %
Belgium	21 500	19 900	-7 %

## Top destinations from UK

### Summer 2022

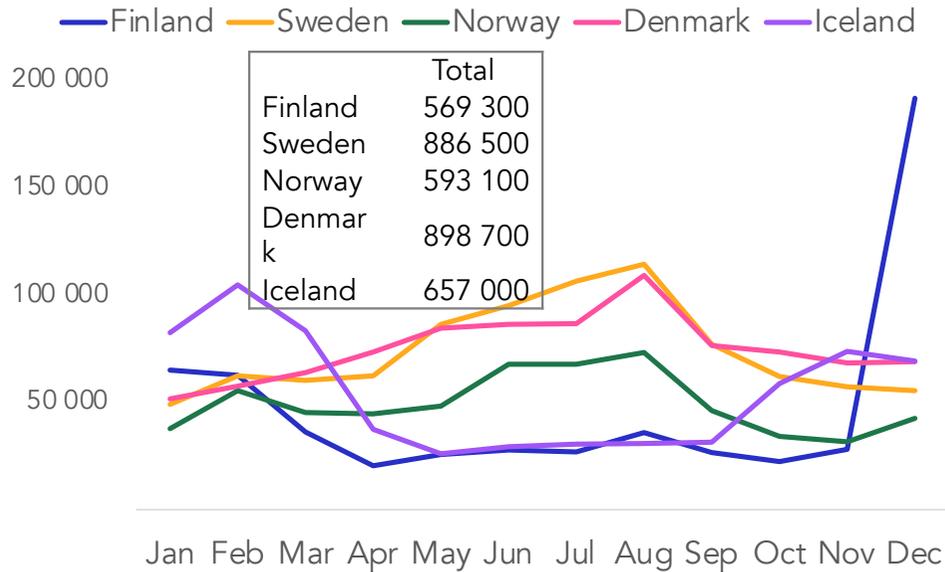
Helsinki	38 900
Vantaa	8 400
Tampere	4 300
Jyväskylä reg.	2 200
Espoo	2 200

### Summer 2019

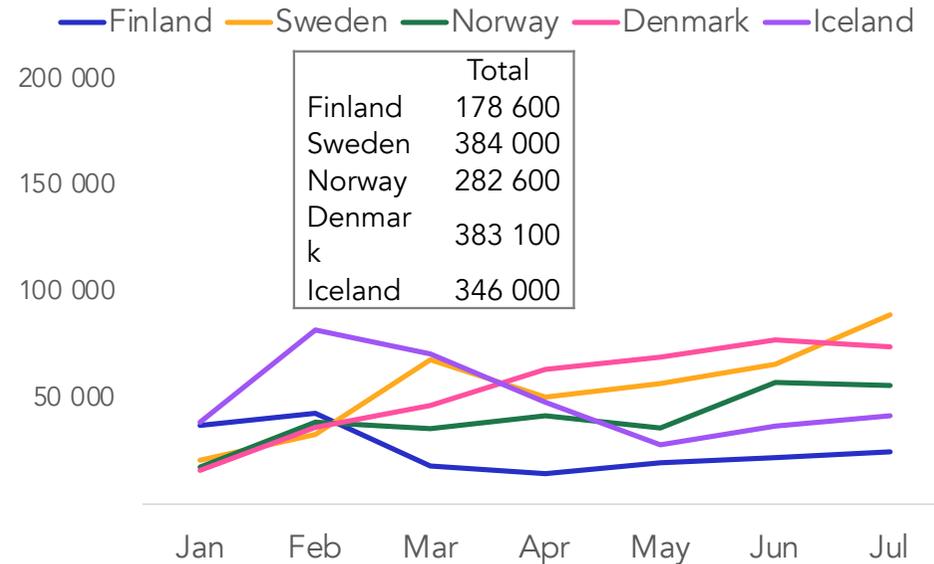
Helsinki	49 700
Vantaa	6 300
Tampere	3 600
Turku	3 400
Jyväskylä reg.	2 400

# UK – Overnights in Nordics (Jan-Jul 2022)

British overnights in 2019



British overnights in 2022\*



- *Visiting the Finnish Lapland in December is clearly the most preferred holiday within the Nordics among the Britts*
- *During the summer months visiting Finland or Iceland is not as popular yet as visiting the other Nordic countries → there is clearly potential to increase summer and autumn travel to Finland*



\*figures are preliminary

Change % 2022/2019

	Jan	Feb	Mar	Apr	May	Jun	Jul
Finland	-43 %	-32 %	-50 %	-30 %	-24 %	-21 %	-8 %
Sweden	-58 %	-47 %	13 %	-19 %	-34 %	-31 %	-16 %
Norway	-53 %	-30 %	-21 %	-6 %	-25 %	-15 %	-17 %
Denmark	-69 %	-37 %	-27 %	-13 %	-18 %	-10 %	-14 %

Share of total:

Finland:	12%
Sweden:	23%
Norway:	18%
Denmark:	25%
Iceland:	22%

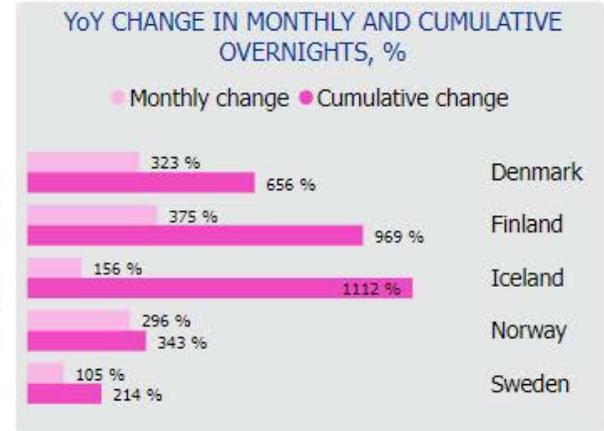
Sources: Ruoff database, Statistics Sweden, Statistics Norway, Statistics Denmark, Statistics Iceland

## 2. NORDIC COMPARISON OF OVERNIGHTS BY A TARGET MARKET

Nationality:  Year:  Month:

VISIT FINLAND

Filters



Monthly overnight statistics for Iceland include hotels only.

Sources: Rudolf Data Base, Statistics Denmark, Statistics Finland, Statistics Iceland, Statistics Norway, Statistics Sweden

Nordic Comparison of Nights Spent, 2. Nordic comparison  
Data updated on 9/12/22, 10:04 AM

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[Link to the Nordic report: Pohjoismaiden vertailu - Business Finland](#)



# Digital Demand – Travel Related Internet Searches

Q1/2022 & Q2/2022

# UK: Searches in Q1 & Q2 2022

Q1/2022

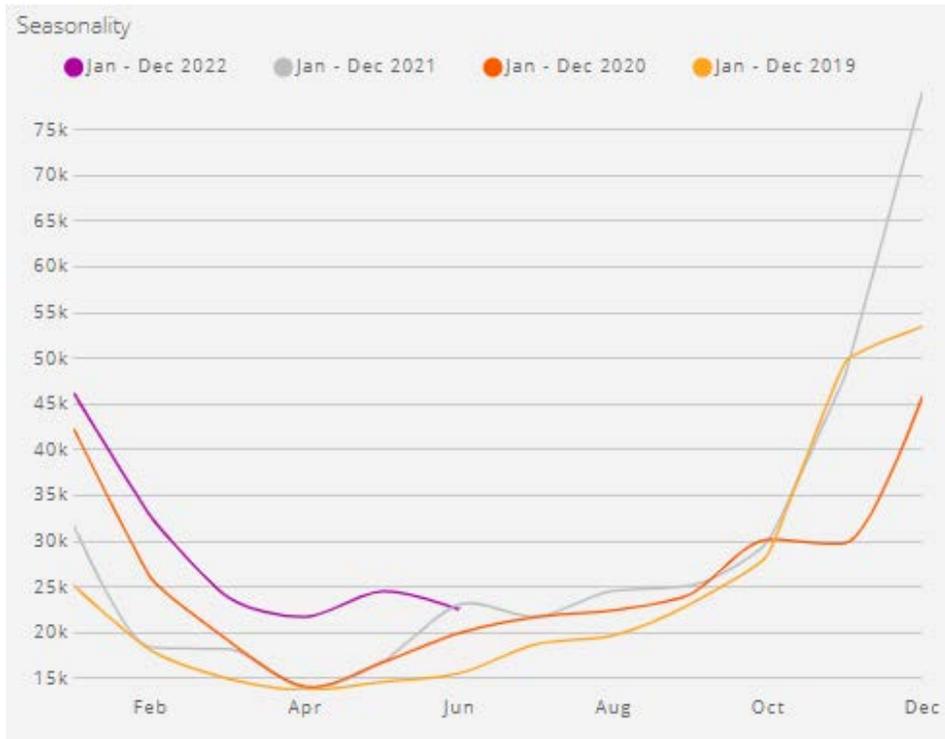
Target Market Distribution

Rank	Flag	Target Market	Searches	Growth
1		Germany	167,283	51.7%
2		United States	151,590	40.5%
3		Japan	122,944	22.5%
4		United Kingdom	102,743	50.5%
5		Italy	76,999	25.4%
6		France	75,588	52.8%
7		Spain	56,833	36.3%
8		Netherlands	54,827	92.1%
9		Estonia	48,181	26.1%
10		India	39,253	20.4%

Q2/2022

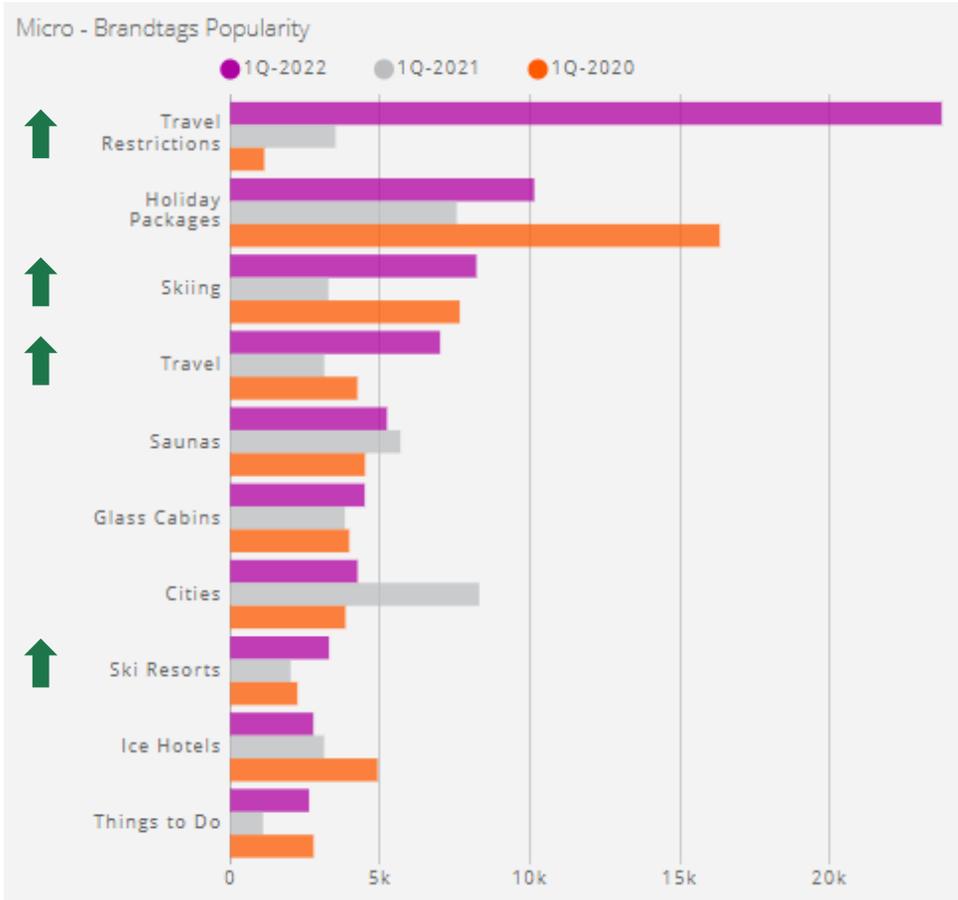
Target Market Distribution

Rank	Flag	Target Market	Searches	Growth
1		United States	134,907	39.5%
2		Japan	119,932	16.7%
3		Germany	113,935	9.1%
4		United Kingdom	68,831	27.8%
5		Italy	59,885	15.9%
6		France	54,190	26.7%
7		Spain	52,910	35.9%
8		Estonia	41,686	11.6%
9		India	38,792	2.9%
10		Sweden	37,606	18.8%

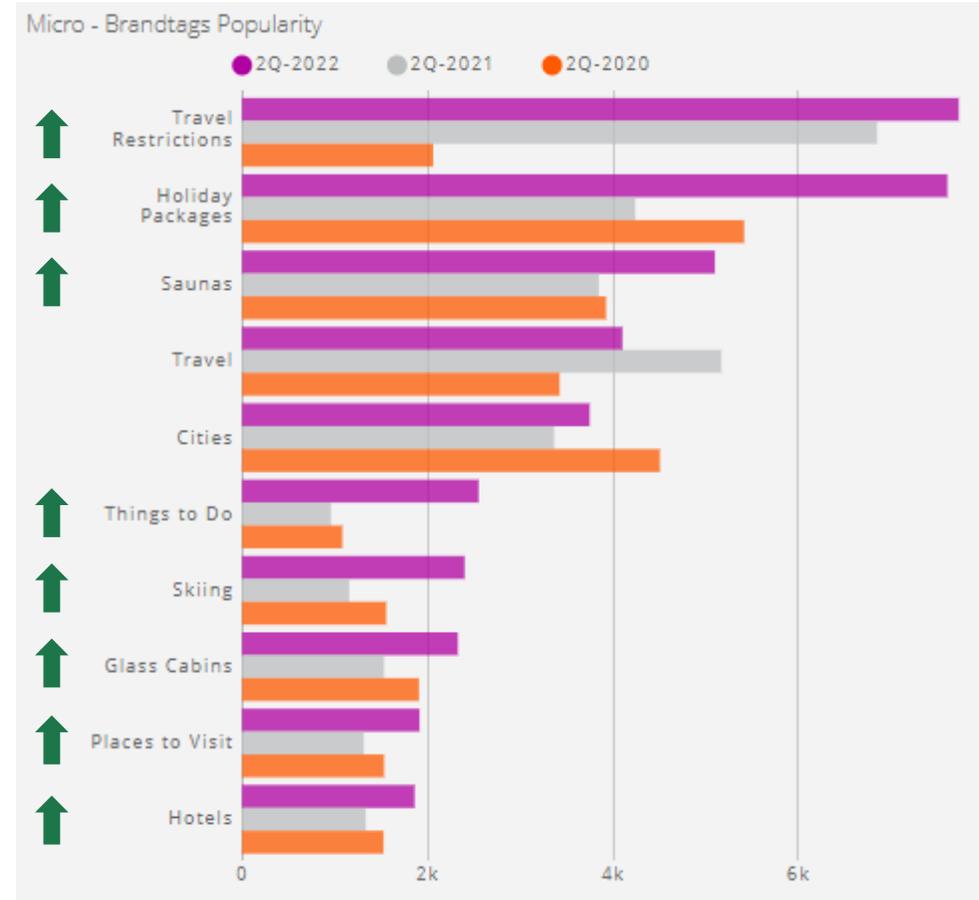


# UK: Most searched topics

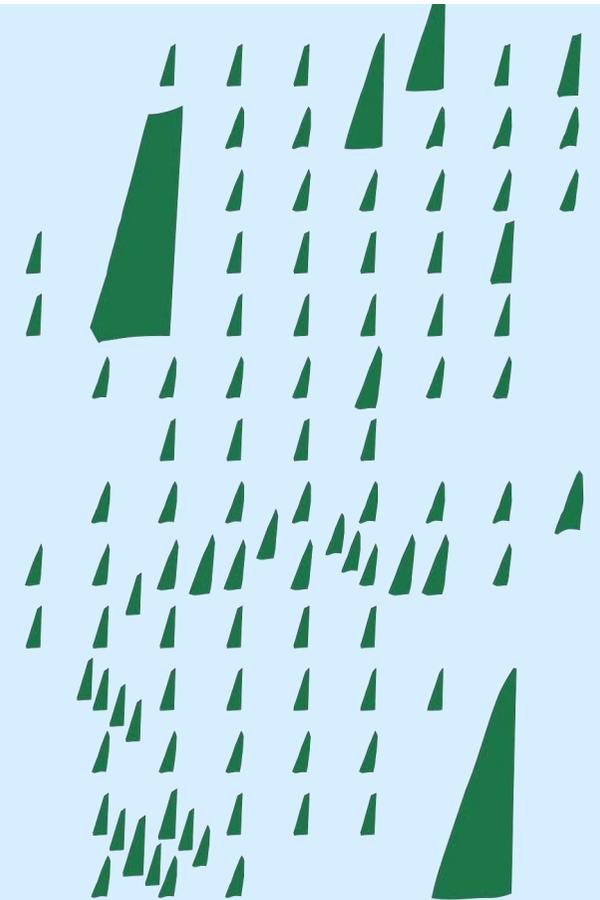
Q1/2022



Q2/2022



# Leisure travelers' length of stay UK



# British winter leisure travelers' profile – Length of stay

High winter season 2021-2022 vs. high winter season 2018-2019

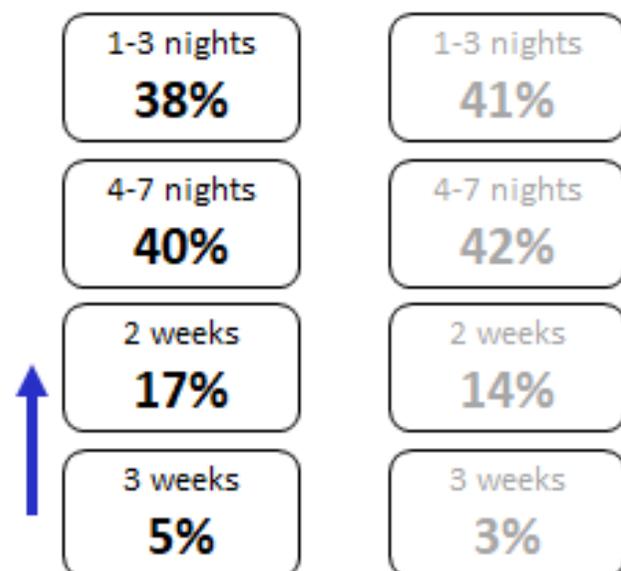
High summer season 2022 vs. high summer season 2019

• Longer stays have increased during the winter season

Shorter stays in Finland have increased during the summer season

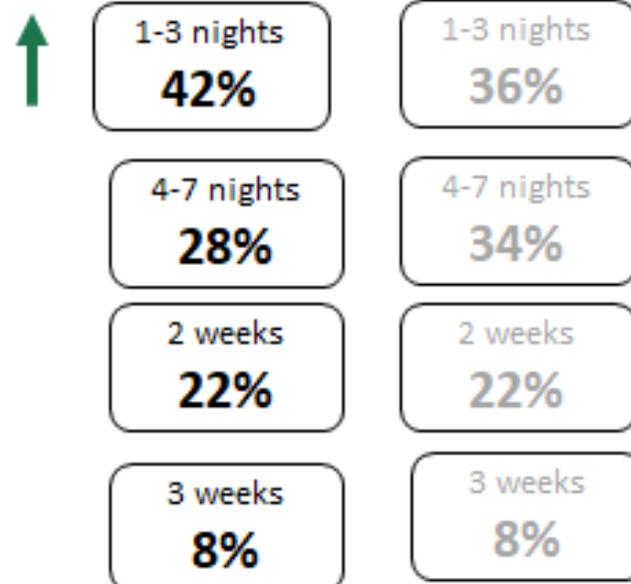
## Length of stay in Finland

Dec/21-Feb/22 vs. Dec/18-Feb/19

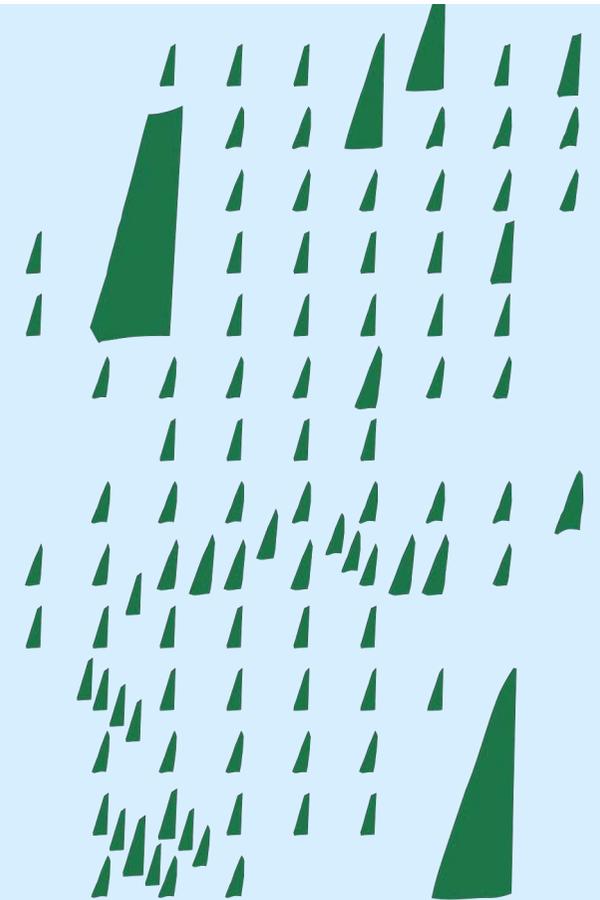


## Length of stay in Finland

Jun-Aug/22 vs. Jun-Aug/19



# Leisure travelers' group size UK



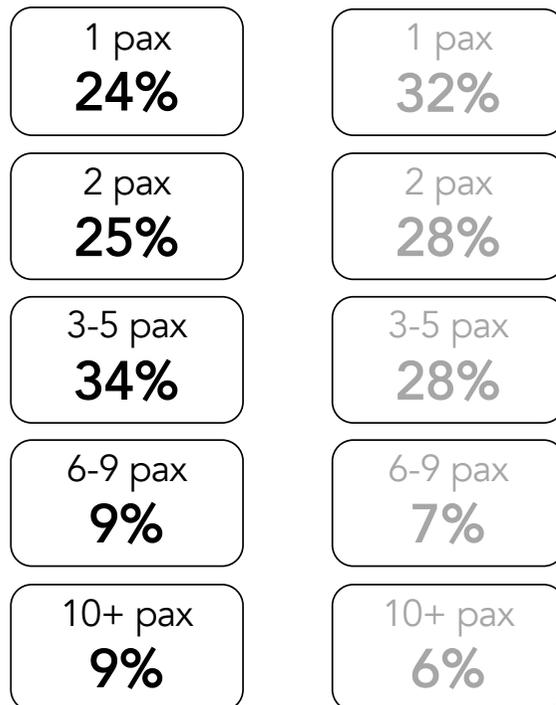
# British winter leisure travelers' profile – Group Size

High winter season 2021-2022 vs. high winter season 2018-2019  
 Family and group travel during the winter has increased to Finland

High summer season 2022 vs. high summer season 2019  
 Family/small group travel during the summer season has increased to Finland

## Group size in Finland

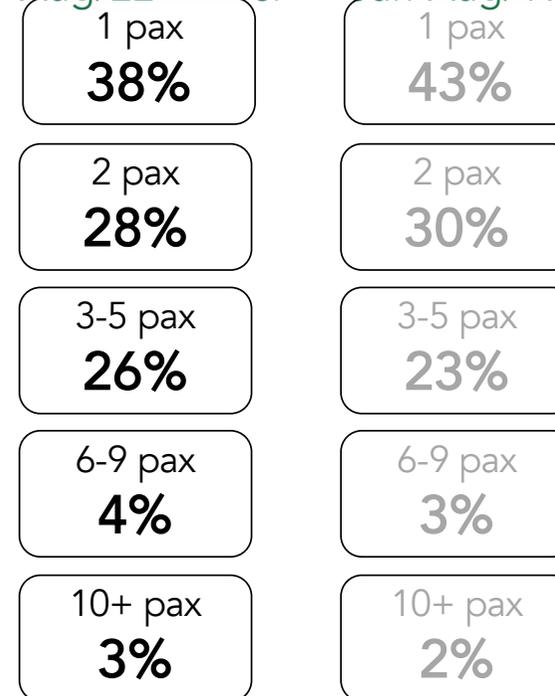
Dec/21-Feb/22 vs. Dec/18-Feb/19



## Group size in Finland

Aug/22 vs.

Jun-  
Jun-Aug/19



# Air bookings for November 2022- February 2023

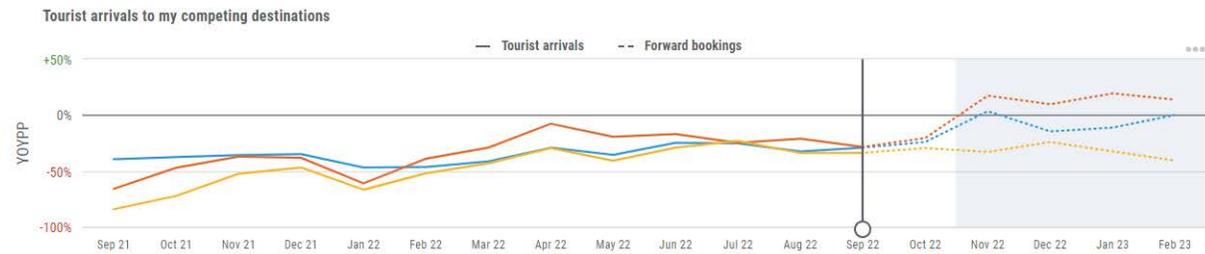
Comparison with pre-pandemic

Please note! Bookings for Ryanair are not included

## Bookings from November 2022 to February 2023



## British arrivals / bookings vs. pre-pandemic



## Bookings from UK / November 2022 - February 2023

	Nov 22	Dec 22	Jan 23	Feb 23
<b>Finland</b>	2 663	6 613	1 185	1 367
<b>Norway</b>	1 730	2 004	511	1 032
<b>Sweden</b>	1 400	1 598	315	404
	Nov 22	Dec 22	Jan 23	Feb 23
<b>Finland</b>	4 %	-15 %	-11 %	0 %
<b>Norway</b>	17 %	10 %	19 %	14 %
<b>Sweden</b>	-33 %	-24 %	-33 %	-41 %



# **ForwardKeys Air travel & Seat capacity**

# Seat capacity Nov/2022 – Mar/2023

Comparison with pre-pandemic UK to Finland

## Flight origins

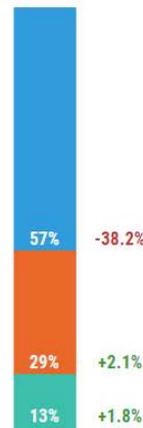
11 airports **-25.7%** YOYPP for selected locations



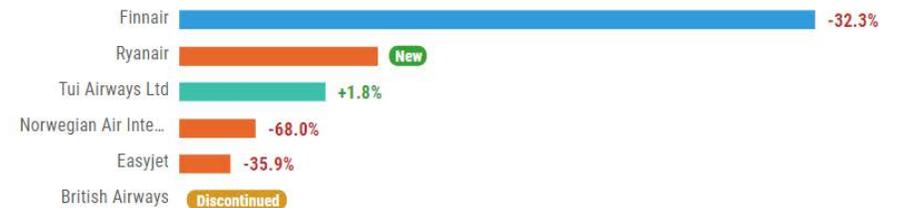
## Operating airlines

\*\*\*  
Business model

- Full service carrier
- Low cost carrier
- Charter



**-25.7%** YOYPP for selected airlines





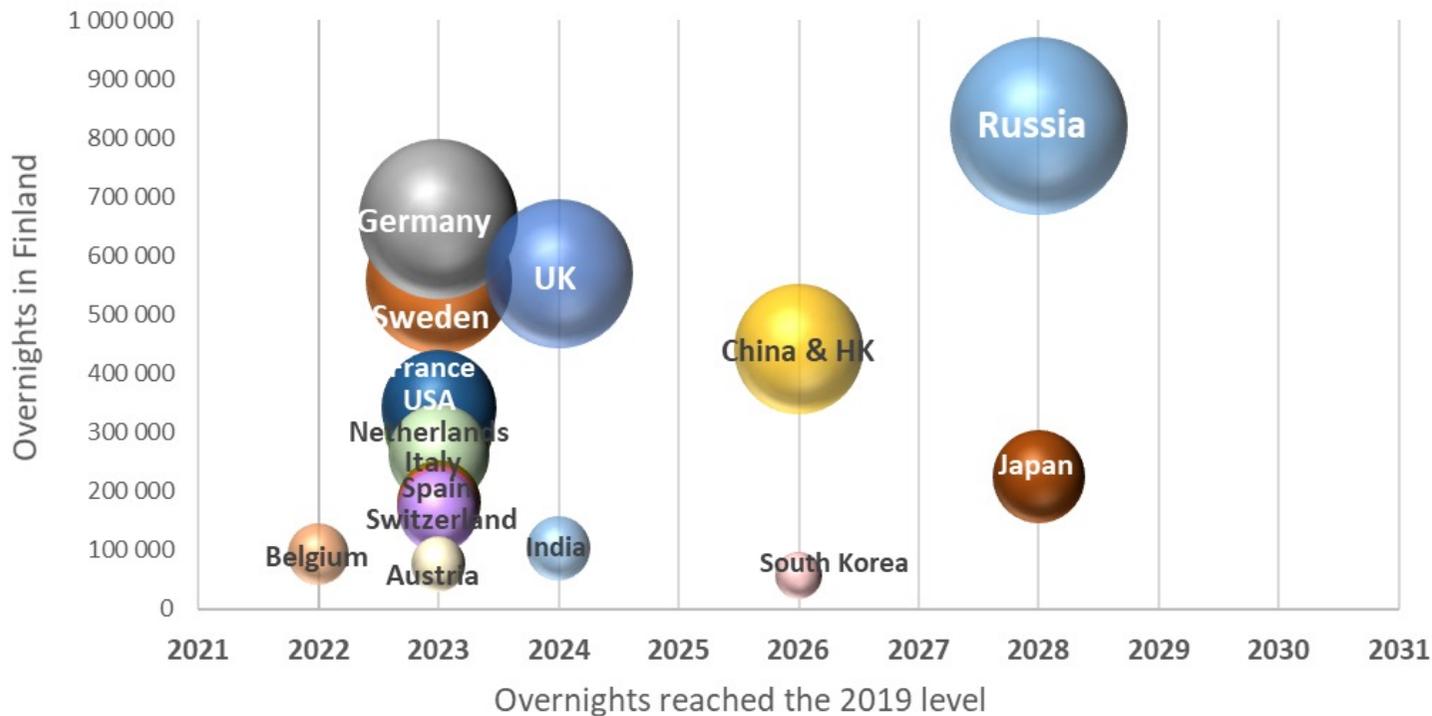
# Oxford Economics – Overnights & Spending

Recovery forecasts

# Overnights – Recovery to 2019 levels

Databank update June/2022

Recovery timeline - Overnights in Finland reached the level of 2019



	No. of overnights in 2023	comp.to 2019
Germany	691 400	4 %
Sweden	562 000	1 %
UK	556 200	-2 %
France	392 400	15 %
USA	323 100	5 %
Netherlands	308 500	18 %
Russia	215 300	-74 %
Italy	205 100	14 %
Spain	186 100	7 %
Switzerland	167 400	1 %
China	149 800	-66 %
Belgium	122 200	30 %
Japan	87 800	-61 %
India	84 000	-18 %
Austria	79 200	4 %
South Korea	27 600	-51 %

Source: Oxford Economics, databank update Jun 30, 2022

# Spending – Recovery to 2019 levels

Databank update June/2022



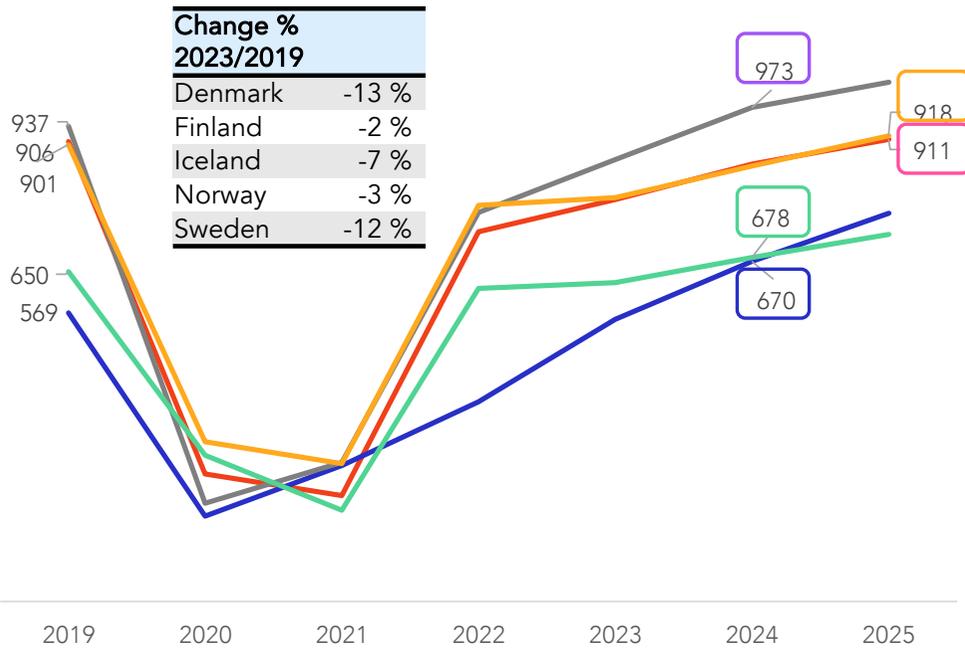
Source: Oxford Economics, databank update Jun 30, 2022

	Spending in 2023 (Million US\$)	comp.to 2019
Sweden	302,0	14 %
Germany	301,9	9 %
UK	236,0	-1 %
France	182,4	20 %
United States	147,8	10 %
China	130,8	-57 %
Netherlands	123,4	20 %
Russia	108,7	-72 %
Italy	91,7	19 %
Spain	87,1	12 %
Switzerland	70,3	5 %
Belgium	52,6	37 %
Japan	39,2	-59 %
Austria	37,0	10 %
India	35,7	-12 %
South Korea	14,4	-46 %

# Oxford Economics forecasts: UK Overnights & Spending

UK Overnights Recovery Forecast

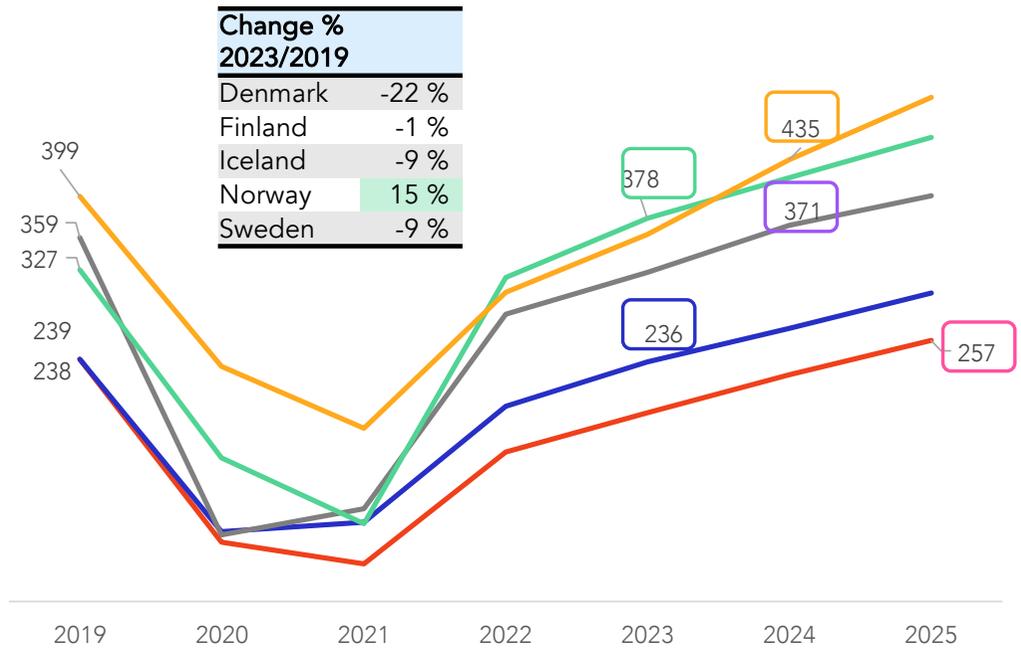
Denmark Finland Iceland Norway Sweden



Change % 2023/2019	
Denmark	-13 %
Finland	-2 %
Iceland	-7 %
Norway	-3 %
Sweden	-12 %

UK Spending (USD Millions) Recovery Forecast

Denmark Finland Iceland Norway Sweden



Change % 2023/2019	
Denmark	-22 %
Finland	-1 %
Iceland	-9 %
Norway	15 %
Sweden	-9 %

# Market strategy

# Why this market?

VF.fi website: [United Kingdom - Business Finland](#)

- In 2019, the United Kingdom was our third largest market in terms of accommodation days and among the top countries also when it comes to monitoring money consumption.
- The UK was clearly the number one market for the winter season 2021-2022.
- Finland is especially known as a winter destination and the homeland of Santa Claus. Lapland, in particular, is a popular destination for The British in the winter, and many Britons travel to Lapland with their families. Compared to the other Nordic countries, Finland remains the top UK winter destination in the Nordics.
- Finland is also especially known in the UK for its Northern Lights, extraordinary accommodation, saunas, city breaks, skiing, lakes and nature activities.
- There is an opportunity to grow year-round tourism. There is demand from the UK travel trade for shoulder season, off-peak and summer products.

# Finland selling points in the market

VF.fi website: [United Kingdom - Business Finland](#)

- **Clean nature and our room to roam** compared to the rest of Europe are our selling points, especially after the pandemic. Britons want to holiday in destinations with space, pure nature, culture and various activities, and in Finland, all this is on offer. The local way of life, Finnish food, guided nature activities, wildlife watching and "workation" holidays are all of interest to the British.
- **Wellness tourism** is on the rise in the UK, and Finland has interesting offerings in the form of spas, various retreats, nature meditation, yoga, sauna experiences and "digital detox".
- **Sustainable tourism** is still important for Britons. For Brits, sustainable tourism is not only about how to travel to the destination, but also about which form of accommodation to choose and what activities to do. There are a lot of sustainably implemented alternatives to tourism in Finland, we just need to be able to actively communicate these to British travellers as well.
- **Finnish luxury** Unique special accommodations and high-end experiences are in increasing demand by the UK luxury sector.

# Vision 2022-2024

VF.fi website: [United Kingdom - Business Finland](#)

- **Year 2022:** The market is recovering well. Travel sales to Finland have strengthened and Finland will retain its position as the first choice of Nordic winter travel destinations for British tourists. Finland's recognition as a sustainable luxury travel destination continues. The product range will be further developed for summer and autumn.
- **Year 2023:** Summer and autumn travel to Finland will continue to grow, and Finland will increase its market share as a sustainable luxury travel destination. The product range, sales and awareness in the summer and autumn have intensified. Flight accessibility has increased from the UK to Finland. Overnight stays in winter are growing and Finland continues to maintain its market position.
- **Year 2024:** Year-round leisure travel has recovered to the level of 2019. Finland is known as a year-round, sustainable travel destination, and leisure travel has significantly increased during the summer and autumn seasons. Finland is a popular travel destination among our main target groups, especially those looking for Finnish luxury.

Finland is the most desirable travel destination in the Nordics.

# Increasing demand

## VF TARGET

**Finland's share of Nordic accommodation overnights is increasing**

**Length of stay is increasing**

**Travel income is growing**

## Identify key market specific opportunities for this strategic theme

- The UK share of Nordic accommodation overnights is 13%
- Length of stay is increasing for example in the winter season Nov 21 – Apr22 - 5 nights on average
- The UK is forecasted to be one of the 3 biggest spenders in 2023
- Increased flight accessibility from the UK to Finland
- Significant rise in demand for luxury and tailor-made products
- Increased interest in the great outdoors – adventure activities, hiking
- Opportunity to grow year-round travel for FIT travellers and families

## Identify key market challenges for this strategic theme

- Competition from other Nordic countries (IE: greater accessibility in the Summer)
- Travel income is under threat from the increasingly high cost of living in the UK
- Finland has a weak Summer image in the UK

# Developing sustainable travel

Finland is a sustainable, reliable and safe travel destination. It's recognised as the world's leading sustainable travel destination. Finland has a competitive tourism industry – all year round.

## VF TARGET

**Finland is a global benchmark of sustainable tourism**

**Year-round travel Gini - index is improving**

### Identify key market specific opportunities for this strategic theme

- Sustainability remains important for UK travellers
- Further development of year-round travel
- Social and cultural sustainability and authentic local Finnish food and culture is of importance to the UK

### Identify key market specific challenges for this strategic theme

- A growing number of UK travellers are taking fewer holidays by plane to negate the impact of their travel
- Finland being perceived as a safe country is under threat from Russia's close proximity

# Segments

The main group of Modern Humanists is divided into segments based on their travel motives:



## NATURE EXPLORERS



### MOTIVE FOR TRAVEL:

Peace of nature and recovery



### INTERESTED IN:

National parks  
Forests and lakes  
Seaside views ✓ Archipelago  
Northern lights ✓ Midnight sun  
Wilderness retreats  
Mushrooms and berries



16% of all travellers are Nature Explorers



34%

of Nature Explorers are considering a trip to Finland



## NATURAL WONDER HUNTERS



### MOTIVE FOR TRAVEL:

Unique experiences in nature



### INTERESTED IN:

Northern lights  
Midnight sun  
National parks  
Forests and lakes



12% of all travellers are Natural Wonder Hunters



35%

of Natural Wonder Hunters are considering a trip to Finland



## ACTIVITY ENTHUSIAST



### MOTIVE FOR TRAVEL:

Active holidays in natural surroundings



### INTERESTED IN:

Extreme sports ✓ X-country skiing ✓ Animal spotting  
Activities in water, snow & nature



14% of all travellers are Activity Enthusiasts



41%

of Activity Enthusiasts are considering a trip to Finland



## AUTHENTIC LIFESTYLE SEEKER



### MOTIVE FOR TRAVEL:

Experiencing local lifestyles



### INTERESTED IN:

Museums and events  
Festivals and concerts  
Being in nature  
Sauna ✓ Food culture  
Cultural destinations  
Design districts  
Unique accommodation



22% of all travellers are Authentic Lifestyle Seekers



29%

of Authentic Lifestyle seekers are considering a trip to Finland



## COMFORT SEEKERS



### MOTIVE FOR TRAVEL:

General wellbeing and relaxation



### INTERESTED IN:

Unique accommodation  
Wellness services ✓ Spas  
Husky & reindeer safaris  
Easy exercise in nature



16% of all travellers are Comfort Seekers



35%

of Comfort Seekers are considering a trip to Finland



## CITY BREAKERS



### MOTIVE FOR TRAVEL:

Urban experiences and sights



### INTERESTED IN:

City sights  
Urban culture  
Distinctive character  
Museums and design districts  
Food culture ✓ Events  
Shopping



22% of all travellers are City Breakers



28%

of City Breakers are considering a trip to Finland

# Top 3 traveller segments in UK

## COMFORT SEEKERS



**Main product type:** High end- ja luxury experiences

**Interested in:** Unique accommodation, wellness services, spas, husky & reindeer safaris, easy exercise in nature

**Target groups:** Couples, families, seniors, LGBTQ+

**Travelling season:** Winter and summer

**Main channels to reach this segment:** Tour operators and luxury travel agents, PR and social media channels, premium digital print , media

**Other remarks:** Rising interest in the summer and autumn season with product and experience to match

# Top 3 traveller segments UK

## NATURE

## EXPLORERS



**Main product type:** Nature experiences

**Interested in:** National parks, forests and lakes, seaside views, archipelago, northern lights, midnight sun, wilderness retreats, mushrooms and berries

**Target groups:** Families, couples, groups of friends, solo travellers

**Travelling season:** Winter, summer, autumn

**Main channels to reach this segment:** Tour operators, travel agents, PR and social media, TV and digital, print media geared towards nature

**Other remarks:** Opportunity in the summer and autumn months to grow this traveller segment

# Top 3 traveller segments UK

## CITY BREAKERS

**Main product type:** City break



**Interested in:** City sights, urban culture, museums and design districts, food culture, events, shopping

**Target groups:** Couples, solo travellers, group of friends, LGBTQ+

**Travelling season:** All year round

**Main channels to reach this segment:** OTA's, tour operators, travel agents, PR and social media, TV and digital print media

**Other remarks:** Opportunity to grow Turku and Tampere as city break destinations

# Travel Trends UK

# Top Travel Trends



**Bucket list** Northern Lights was the no.1 on the bucket list recently published by Audley Travel and no.9 was seeing bears in Canada!

**Impactful Travel** According to a 2022 Impact Tourism Report, 96% of travellers said that they believed it's important their travels positively impact the communities and environments they visit

**Natural & Cultural Heritage** Data from Virtuoso reports that 58% of Gen Z and 52% of Millennials want to travel that preserves natural and cultural heritage

**Cruising** is very popular again and leading the way for 2023 bookings

**Incentive Travel** rewarding staff on the rise – less destinations being offered in the RFP's

**Wellness & Promoting personal growth, retreats** has a healthy year-on-year increase: 2021 (13%) vs. 2022 (24%) – google searches 341.4% uplift on July 22

**Multi and generational Travel** – groups of families and friends on the rise

**UK and Europe** remain the most popular destinations for UK travellers

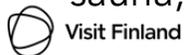
**Longer booking windows** – now there are little or no restrictions

# Activities 2023

# B2B activities

## Sales Events in 2023

- **Five Countries' Workshop**, February 7th, 2023
- **Visit Finland Luxury Travel Forum 3.0** - 2 day live event
  - for luxury suppliers and buyers in UK, May 2023, TBC by invitation only.
- **Mini roadshow in Northern Ireland** - Visit Finland, Visit Estonia Finnair summer and citybreak focus, March 2023
- **WTM 2023**, November 2023 - Visit Finland participation TBC
- Other B2B activities:
  - **Membership related sales activities** in ANTOR & AITO etc.
  - **Business Events Activities** (Finland Convention Bureau) TBC
  - **Sauna event with Finnish Institute in London**, summer, sauna, Finnish culture, TBC (Team Finland activity)



# B2B activities

## FAM trips in 2023

- Shoulder season Winter famtrip, March/April 2023, themes: nature, luxury & sustainability, TBC
- Summer famtrip, June 2023, themes: nature, sustainability, TBC
- Autumn famtrip, September/October 2023, nature, sustainability, luxury TBC
- Individual tour operator famtrips, TBC



# B2B2C activities

## Joint promotion campaigns:

- **Dnata Travel** Owned by Emirates Group, Leading Travel Management
- UK Brands B2b Gold Medal/Pure Luxury & Travelbag that sells Tailormade Holidays
- Product expansion for Finland and promotion, training of sales teams/agents through multi-media channels TBC
- Targeting - FIT, groups city breaks, shoulder season and Summer
  
- **Regent Holidays:** Part by ITC Luxury
- Summer campaign Raise awareness of the itineraries available in Finland during the summer months highlight that Finland is not just a winter destination through multi media channels TBC
- targeting families new family itineraries Lakeland and Lapland
  
- **Discover the World:**
- Summer and shoulder season product expansion and brand awareness through multi-media channels TBC
- FIT, Families, nature, culture

Other joint promotion campaigns TBC

**PR**

# Current media environment in UK

Q2: Travel is recovering from most of our markets, also from United Kingdom

- Recovery after the pandemic has started and we have resumed a normal level of activities, including bringing media to Finland. This will help us in achieving our targets, as prominence and thus the overall visibility for Finnish travel is always higher in stories that are the result of media trips.
- The war in Ukraine did not have a significant impact on our PR efforts to attract travelers to Finland. To date, there hasn't been news that would indicate that travelling to Finland would not be safe.
- The current economic situation and the prognosis towards the end of the year are affecting the travel expenditure globally. Factors such as fuel and food prices, inflation, electricity, as well as chaotic international airports are reducing the pace of recovery.

# PR & Media activities 1-8.2022

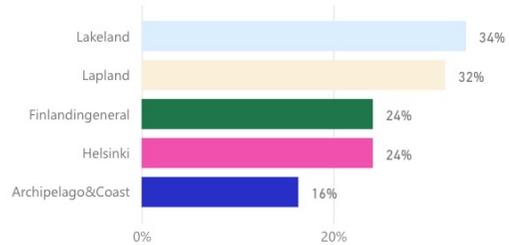


Year	Quarter	Month	Origin of the coverage	Theme	Media Name	Country	Region
2022	All	All	Multiple selections	All	All	Multiple selec...	All

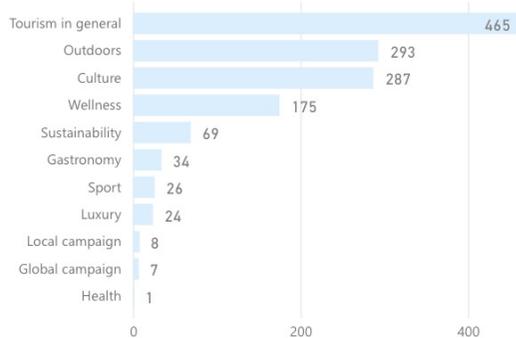
Number of hits    Average Visibility Score    Total Brand Building Effect    Average of Tone    Average Prominence    Total Publicity Value

1389    61 %    2.1bn    2.93    4.39    7M €

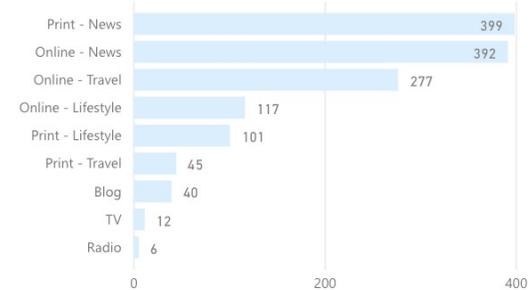
Share by Region



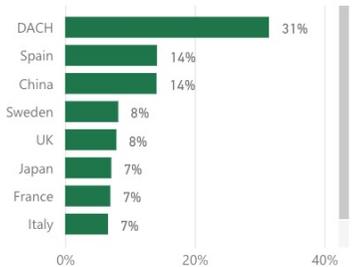
Number of hits by Theme



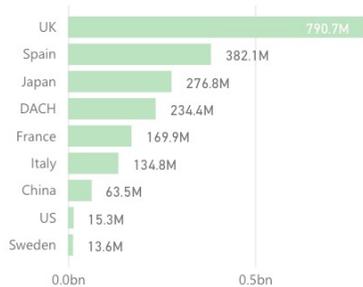
Number of hits by Media type



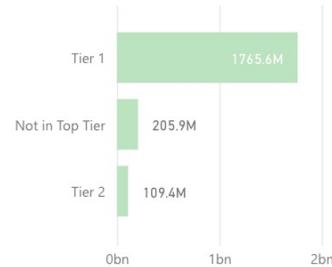
Share of hits by Country



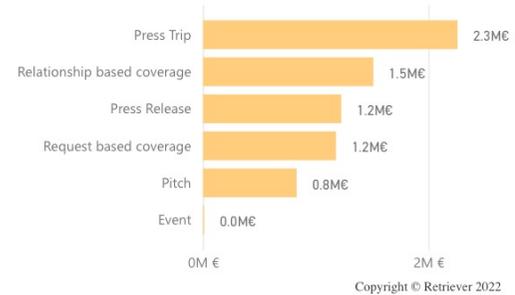
Brand Building Effect by Country



Brand Building Effect by Media Relevance



Publicity Value by Origin



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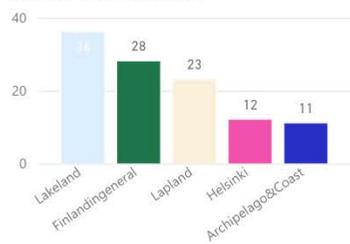
# PR & Media activities in UK 1-8.2022



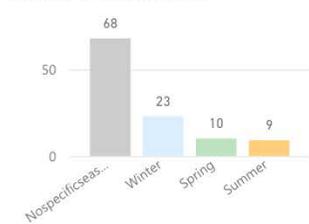
Year: 2022 | Quarter: All | Month: All | Origin of the coverage: Multiple selections | Theme: All | Media Name: All | Region: All

Average Visibility Score: **52 %** | Brand Building Effect: **791M** | Average Tone: **2.93**

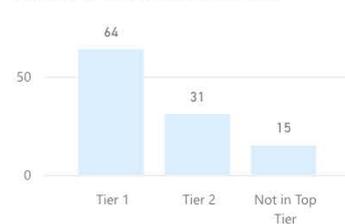
Number of hits by Region



Number of hits by Season

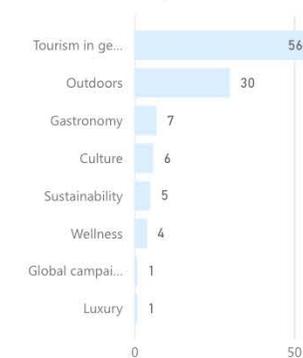


Number of hits by Media Relevance



Month	Number of hits	Visibility Score	Brand Building Effect	Publicity Value
January	20	63 %	309M	218K €
February	9	36 %	2M	18K €
March	19	53 %	109M	190K €
April	6	46 %	221M	61K €
May	10	54 %	90M	126K €
June	16	59 %	51M	135K €
July	22	34 %	4M	21K €
August	7	71 %	4M	33K €
September	1	75 %	0M	1K €
<b>Total</b>	<b>110</b>	<b>52 %</b>	<b>791M</b>	<b>803K €</b>

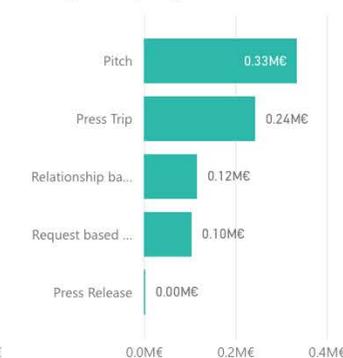
Number of articles by Theme



Publicity Value by Partner



Publicity Value by Origin



Media Name	Article Headline	Publicity Value	Link (URL)
Lonely Planet	10 of the best places to visit in Finland: from Helsinki cool to the frozen wilds of Lapland	4,582 €	<a href="https://www.lonelyplanet.com/finland">https://www.lonelyplanet.com/finland</a>
The Guardian	20 of Europe's coolest cabins - Nuuskion Taika	1,577 €	<a href="https://finpro.studio/20-of-europes-coolest-cabins-nuuskion-taika">https://finpro.studio/20-of-europes-coolest-cabins-nuuskion-taika</a>
The Guardian	20 of Europe's coolest cabins - Villa Lumme Lahti	1,577 €	<a href="https://finpro.studio/20-of-europes-coolest-cabins-villa-lumme-lahti">https://finpro.studio/20-of-europes-coolest-cabins-villa-lumme-lahti</a>
Travel Magazine	20 of the best european street food destinations	208 €	<a href="https://www.travelmagazine.com">https://www.travelmagazine.com</a>
The Guardian	20 of the coolest holiday cabins in Finland	30,000 €	<a href="https://www.theguardian.com">https://www.theguardian.com</a>
<b>Total</b>		<b>802,812 €</b>	



# PR and Media in UK in 2022 in results to date

The highest Brand Building Effect was recorded in April (292 million) of which the largest part derives from the hits in the UK media, namely The Guardian. Brand Building Effect, a composite of Reach and Visibility Score, means coverage in high-reach publications. Nearly 60% of the BBE in Q2 derived from the coverage in the UK.

8 press releases, 56 dedicated pitches to Tier 1 and Tier 2 UK media

3 group media visits for 12 journalists in total

7 individual media visits

3 individual social media influencer visits for 6 influencers in total

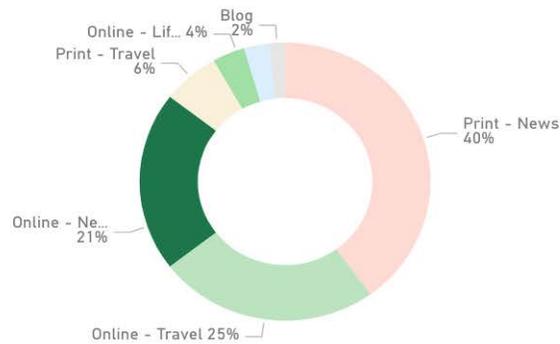
2 x UK TV filming visit are in progress

# UK coverage highlights 2022 to date

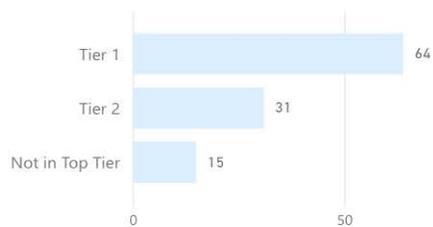


Year: 2022 | Quarter: All | Month: All | Origin of the coverage: Multiple selections | Theme: All | Media Name: All | Country: UK | Region: All

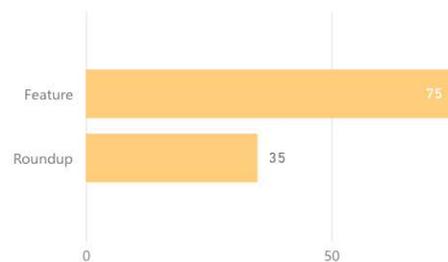
Share of hits by Media type



Number of hits by Media Relevance



Number of articles by Subject Prominence



Country	Media Name	Number of hits	Brand Building Effect	Publicity Value
UK	The Guardian	5	286.92M	93,154 €
UK	Daily Mail	1	213.75M	30,000 €
UK	The Independent	2	40.76M	75,000 €
UK	Yahoo UK	1	39.10M	30,000 €
UK	Yahoo! News	1	39.10M	30,000 €
UK	Daily Express	1	33.75M	30,000 €
UK	National Geographic	2	25.51M	30,869 €
UK	Financial Times	2	22.47M	33,137 €
UK	The Telegraph	4	16.63M	71,421 €
UK	Independent	3	14.11M	60,229 €
UK	Scottish Sunday Express	1	13.58M	45,000 €
UK	The Sun	2	8.26M	32,895 €
UK	The Times	6	7.95M	46,451 €
UK	CNT Traveler	1	7.20M	30,000 €
UK	Lonely Planet	3	3.05M	13,746 €
UK	Metro	2	2.53M	34,268 €
UK	wanderlust	3	2.06M	9,833 €
UK	inews	1	1.98M	8,912 €
UK	The Daily Star	1	1.79M	10,049 €
UK	Conde Nast Traveler	1	1.57M	7,054 €
UK	I news	1	1.47M	8,262 €
UK	Breaking Travel News	1	1.26M	7,089 €
UK	Daily Mirror	1	0.63M	7,505 €
<b>Total</b>		<b>110</b>	<b>790.71M</b>	<b>802,812 €</b>

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# UK coverage highlights 2022 to date

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A local's guide  
Helsinki holidays

Interview by Matthew Brace  
Mon 25 Apr 2022 07:00 BST

f t e

## A local's guide to Helsinki, Finland: delicious seafood, islands to explore and a dash of Arctic cool



# Forget hygge, embrace ruska

If you want to feel jollier this autumn, copy Finns, who know how to welcome this season's glories. By **Richard Franks**

Rock Cabin, Lake Saimaa, Finland

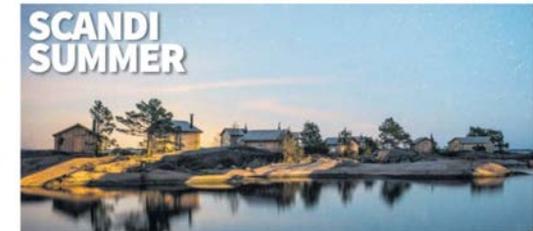


Finland is home to about 187,000 lakes and more than half a million summer cabins used as weekend escapes. These are typically made from logs, with a sauna by a lake where foraging, fishing and relaxing around the campfire are the order of the day. Lake Saimaa, the country's largest waterbody in the Lakeland region near Lappeenranta, is a popular choice. The tourist board website [gosaimaa.com](https://www.gosaimaa.com) lists many gorgeous options, including Rock Cabin, one of three grand structures hand-built from local trees at accommodation site [Villa Lumme Lahti](https://www.villalummelahti.fi). Built over a huge rock, it has a veranda, a glazed barbecue hut, its own dock and rowing boat and rustic-luxe interiors. *From €70 a night, sleeps three, [villalummelahti.fi](https://www.villalummelahti.fi)*

### Nuuksion Taika, Nuuksio national park, Finland

Close to Helsinki and the city of Espoo, and providing an easy-to-access wilderness fix for city dwellers, are the lakes and forests of the Nuuksio national park, north-west of the Finnish capital. Nuuksion Taika, a family-run retreat, offers a charming lakeside cottage, Villa Paratissi, built in 1961 as a hunting lodge and ideal for larger groups, with a sauna and hot tub, a variety of outdoor seating nooks and an al fresco kitchen. Go full Viking by booking wild food dinners and sessions on Finnish folklore and traditions in the site's iron age-style longhouse, the Wainöla. *From €680 a night, sleeps 14, [nuuskiontaika.fi](https://www.nuuskiontaika.fi)*

.....



### Laurel Waldron takes to the Finnish seas and counts thousands of islands on a summer gastronomic escape

Sitting down to dinner in what was once Finland's most dangerous prison wasn't exactly what I had in mind when I embarked on a recent Scandinavian sojourn. But soon after touching down I learn that the city of Turku's penchant for experimental dining is fast turning the place into Finland's culinary capital. It's all too easy to be lured by the call of the Med for late summer adventures, so I make for a great long weekend add-on: snowy scenes and Santa Claus. Finland's food scene and stunning vistas make it a destination as worthy of a summer visit as during the winter months. Helsinki of course deserves its own weekend, but I bypassed the capital and headed south west for a lesser-known, yet far taster, path. What was briefly the capital of Finland and known as the birthplace of the language, the medieval city of Turku is so much more than just its history. Being named the European Capital of Culture in 2011 had a profound effect on the city, not just with residents speaking of its refreshed spirit and atmosphere, but the transformation of its riverside into a vibrant cultural space with a thriving food scene. The title helped the city find its niche as Finland's food hub, not to mention the gateway to the Åland Islands. This enticing archipelago, just begging for summer exploration, is made up of thousands of tiny islands, and with an itinerary of hiking, biking and swimming they make for a great long weekend add-on. Turku's gastronomic rise is thanks to a new generation of talented chefs who are focused on local and sustainable cuisine. Less than a two-hour drive from the capital, the city lies 150km west of Helsinki. Through the fifth largest city in Finland, its population tipping just 100,000, it's feasible to see its main sights in a day, although you'll want to make it two - at least - to make the most of those precious meal times. My 48-hour food tour of the city begins

# UK coverage highlights 2022 to date

LIFESTYLE

TRAVEL



From Scandinavian rustic-luxe to floating eco-cabins in the south of France, we pick cosy and stylish hideaways in forests and lakeland

## 20 of Europe's coolest cabins

### 1 | Hostel Apeldoorn, Gelderland, Netherlands

For Big Foot types who want to occasionally come out of the forest to visit the Hendersons, the Stayokay Hostel Apeldoorn offers the best of both worlds: a designer cabin in woodlands on the edge of the small city of Apeldoorn in the Veluwe, a region known for its nature reserves, lakes and Hanseatic towns. The cabin is an off-the-shelf Wikkel'house - wikkelen being the Dutch word for cardboard - which these sustainable, biodegradable tiny houses with glass

Transylvania is completely enchanting and home to unpretentious but fashionable folk retreats such as Transylvania Log Cabins near the remote village of Festeana. Three woodland cabins include one raised on a hilllock in the treetops. It has bedrooms under the eaves, thick log walls, fairy lights and rocking chairs on the balcony from which to gaze at the glorious Ketezat mountains and wave down at the site's resident goats. *From £46pp a night, sleeps five, on Facebook*

Page 60

## Escape: Short haul

Daily Mail, Wednesday, December 29, 2021

Sauna yoga and bellowing in the dark will restore body and soul in the beautiful north

# A HEALTH FIX IN FINLAND

by MARGARET HUSSEY

**P**ITCH black and it's about 1c, yet I'm strangely calm and relaxed lying down in the middle of a forest. Earlier, I even hugged a tree.

That's what you do in Finnish Lakeland, where nature governs everything. We're near Lake Saimaa, three hours north of Helsinki and just two hours from former Russian capital, St Petersburg.

Our meditation with wellness coach Tero Vasinties, from Hotelli Punkaharju, Finland's oldest hotel, aims to ground us in the natural world and open our minds.

Once upright, Tero encourages us to bellow from our diaphragms as we stand in the dark. Apparently it will rid us of any stress.

'Don't be afraid to let go,' he says. I manage a loud yawn - more sleepy yawn than roaring lion.

This night all sound quite hippy, but for Finnish people, the lakes, nature and being outdoors, even in winter, is part of their psyche.

One of the biggest parts of this is the sauna. It's the only Finnish word to make it into the English language. 'I have one nearly every day,' says Tero. 'It's who we are.'

So next in Tero's wellness repertoire is sauna yoga. Sitting in the heat, you twist and turn your



Healing: Lake Saimaa - and a traditional sauna - will help you de-stress on a wellness break

body, stretching and rolling as he gently nudges us into position. After a 30-minute session, I can feel my posture improving.

Walking back to the hotel in the dark, it's handy it is painted an eye-catching pink. Lovingly restored by Finnish top model Saimi Hoyer, it's packed with retro, vintage and fashion finds.

Saimi loves foraging for wild mushrooms and our four-course tasting menu dinner is a revelation in the versatility of fungi.

The region is becoming well-known for its gastronomy and the D.O. Saimaa mark is the first

Finnish regional quality label for food. Local sourcing is apparent at Tertti Manor, an idiosyncratic country house packed with septa family photos, stuffed birds and samovars, where we stop for dinner.

Owner, Matti Pykkänen, has taken inspiration from Raitanghurst and Ballinacorney, so the menu is farm and garden to table: pickled celeriac, beetroot, pike and a riot of colour on the plate.

Leaving tradition behind, we move on to the uber-stylish Kuru Resort, a private retreat for adults. The cabins all have a sauna, views over the lake and no television.

'Your window is your viewing,' says the manager.

The food, too, is a big draw, with chef Remi Tremouille blending his experience of working in Asia and Australia with Finnish produce.

Kuru has yoga classes and a hot tub. Here I try a sound bath. Lying on the floor, smugged in a blanket, with the sound of chimes, my mind empties and I drift off.

Kuru is linked to the neighbouring Järviydän Hotel & Spa, where you can try 'fat' bike riding (with big tyres) or lake forest or lakeside strolls. I opt for another sauna.

The Finn, often viewed as intro-

verted, in the sauna seem liberated. I chat to a woman celebrating a family birthday with everyone from granny to son-in-law in their swimming costumes. It's Saturday night and a chance to get together, get a sweat on and drink beer. 'You feel so much better when you come here,' she says. I can only agree.

### TRAVEL FACTS

MARGARET was a guest of Visit Finland ([visitfinland.com](http://visitfinland.com)). Visit Saimaa ([visit.saimaa.fi/en/](http://visit.saimaa.fi/en/)) and Finland ([finland.com](http://finland.com); 020 3001 000), which lies between Heathrow and Helsinki from £10 return per person. Rates at Hotel Punkaharju ([hotellipunkaharju.fi/en/](http://hotellipunkaharju.fi/en/)), start at €96.

# UK coverage highlights 2022 to date

56 Travel

## Slowing down with a slice of cabin life on Finland's islands

The Moomins author Tove Jansson immortalised the art of simple seaside living in *The Summer Book*. **Laura Hall** follows in her footsteps with a stay in a lodge of her own

The first Moomin was drawn on the wall of an outhouse next to a cowshed by a 14-year-old girl who was feuding with her younger brother. Since the age of seven she had spent her summers in a red-painted cottage belonging to a boat builder and his family on Storpellinge, in the 200-island Finnish archipelago of Pellinge. That teenage girl

grew up to be Tove Jansson, Finland's most celebrated writer, and the island where she drew her first Moomin was immortalised in her novel *The Summer Book*, published in 1972. I've reread it every year since I bought it a decade ago, and I'm far from its only fan. I'm visiting Storpellinge to explore the world of this beloved book and see how much of it remains.

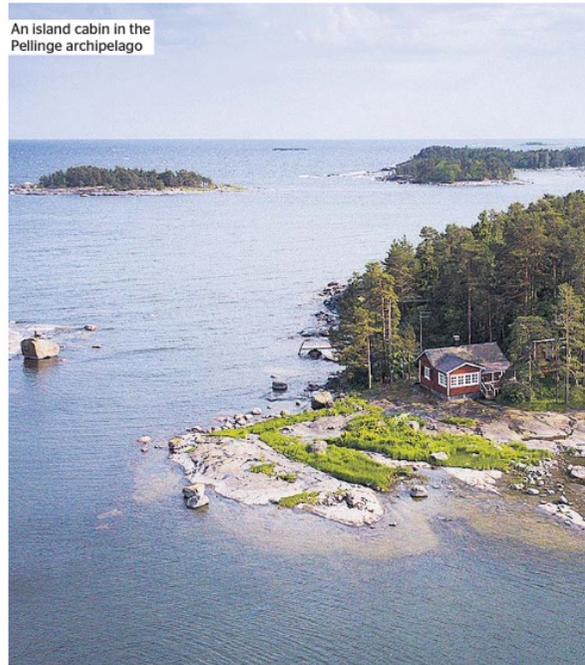
The novel is a series of vignettes about a grandmother and her six-year-old grand-

daughter, Sophia, as they summer on a rocky island. Partly based on the relationship between Jansson's mother and her niece, Sophia, the author set the book on Bredskar, the family's private island, and Storpellinge, drawing on her childhood

experiences. The novel is a Scandinavian classic and has been translated into 55 languages; in Finland it is so popular that the 50th anniversary edition sold out before its launch party took place.

Fifty years is a lifetime. In 1972 the

An island cabin in the Pellinge archipelago



THE TIMES Saturday June 25 2022

20 | METRO | Monday, August 1, 2022

ESCAPE TRAVEL // CULTURE // ADVENTURE



Healing: The Kuru Resort is home to the first Sisley Spa in the Nordic region

## HEAVEN NEAR HELSINKI



Shellies: Foraged and fish dishes can be had at Punkaharju

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FROM EATING A 'FOREST ON A PLATE' TO BEING 'WHISKED' WITH TWIGS, **RHONDA CARRIER** GOES AU NATUREL, FINN-STYLE, IN THE LESSER-VISITED SAIMAA REGION

I'M FLAT on my back on the forest floor, deep in the Finnish 'Land of the Lakes'. A full moon glimmers through the treetops. There's not a sound to be heard beyond my own breathing. It feels as if nothing at all is happening. And yet I feel intensely alive.

I've been walking with Tero Vänttinen of Punkaharju, Finland's oldest hotel (rooms from £18/pp), home to Punkaharju Island and one of my stop-offs on a restorative trip around Lake Saimaa in south-eastern Finland. Saimaa is a strange lake indeed: fragmented by canals, dotted by 13,710 islands, and with a ragged coastline that, at 9,020 miles, is the longest of any lake in the world. The rarest seal on Earth is found here: an sea otter, blue hare and even wolves and bears. Vintage wooden steamers ply its waters and the summer cabins of your wildest ecotourism dreams dot its shores.

Punkaharju is a dreamy pink confection, now owned by Finn supermodel Sanni Hyytiä, who decamped to the region for health reasons. Today it attracts foodies for its healthy yet indulgent dining based on forest-foraged products: a pre-dinner cocktail features black trumpet mushrooms infused bourbon, pickled chanterelles and rosemary; while one starter is a delicious artichoke soup with porcini and grilled mushroom oil.

I worked up an appetite walking with Tero, a 40-year-old personal trainer whose forest meditation inspires me to tune into what is going on around me. By closing off the visual, you focus in turn on what you can hear, smell, taste, touch. And what you can hug – in this case, the gnarly trunk of a pine tree by the lake. From here, Tero takes me to the hotel's lakeside sauna for a hot yoga session. An added Finnish touch is being 'whisked' by a vibta, a bunch of



Paddle up: Lovely Lake Saimaa is fragmented by canals and dotted by 13,710 islands



# UK coverage highlights 2022 to date



## Finland



**Lynne Coates visits the Archipelago of South East Finland**

With its scenic coastal towns, the Archipelago of South East Finland is a beautiful area to visit. The region is known for its stunning views and peaceful atmosphere. It's a perfect spot for a relaxing holiday or a weekend getaway. The area is also home to some of the best seafood in the country. If you're looking for a quiet escape, this is the place for you.



One of the great attractions in the Archipelago is the view from the water. The water is crystal clear and the views are simply stunning. It's a beautiful area to visit and a great place to relax. The region is also home to some of the best seafood in the country. If you're looking for a quiet escape, this is the place for you.



The Archipelago of South East Finland is a beautiful area to visit. The region is known for its stunning views and peaceful atmosphere. It's a perfect spot for a relaxing holiday or a weekend getaway. The area is also home to some of the best seafood in the country. If you're looking for a quiet escape, this is the place for you.

EUROPE / DESTINATION GUIDES

## Going green: Finland's eco-friendly attitude



12 | The National | Tuesday, September 6, 2022

## Finnish composer and the lessons we can learn from Nordic neighbours

The creation of a new concert hall to celebrate Sibelius helped rejuvenate a small city – and pay tribute to a national hero

**F**INLAND'S new concert hall is a testament to the country's commitment to sustainable architecture. The building is designed to be a model of green construction, with a focus on energy efficiency and environmental friendliness. It's a perfect example of how modern architecture can be both functional and beautiful. The hall is a tribute to the Finnish composer Sibelius and a symbol of the country's cultural heritage.



The concert hall is a masterpiece of modern architecture, designed to be a model of green construction. It's a perfect example of how modern architecture can be both functional and beautiful. The hall is a tribute to the Finnish composer Sibelius and a symbol of the country's cultural heritage.



Traveler

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ADVENTURE

## The Resurgence of Ice Swimming in Finland

A new generation is getting hooked on the 300-year-old winter tradition.

BY AMY GUTMAN

March 15, 2022

# UK coverage highlights 2022 to date

NATIONAL GEOGRAPHIC

SCIENCE TRAVEL ANIMALS CULTURE & HISTORY ENVIRONMENT

The global spread of the coronavirus is disrupting travel. Stay up to date on the science behind the outbreak >>

TRAVEL

## How to spend a long weekend in Salla, Finland's 41st national park

Finland's latest national park in Salla is home to a plethora of adventurous opportunities for a wild wintry weekend.

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s  
+



## Simple Pleasures

PHOTOS BY GRACE LEE  
PHOTOS BY TOBY MITCHELL

A city that has long defined itself through its aesthetic pride, low-key Helsinki's deep reverence for nature, tradition and a balanced way of life is the secret behind the capital's future facing outlook and enduring title as a global connoisseur of art and design.

IN SUITCASE MAGAZINE

04.07.22

(Clockwise, from below) Oliva/Meloni serving dish, Oliva/Pikku Koppa serving dish, Oliva/Unikka mug, all Marimekko. (Opposite) Tea Trolley 90L, Pendant Light A113, Westline, Armchair 41, 'Panna', all by Alvar Aalto for Artek



## Beauty in functionality

Finland is well known for its design classics and modern architectural gems, and a trip to the capital is the perfect opportunity to delve deeper into their history, as well as to discover many other attractions

Timeless or trendy. Which do you opt for? Do you choose something classic, long-lasting and generally more expensive, or do you go for the fun, trendy and affordability of fashion, of things that are fabulous for a little while before fading forever? If planet Earth had a vote, it would choose timeless. It would urge you to buy things that will endure through the decades, while pointing to the colossal amount of stuff that ends up in landfills. Many brands and marketers, however, would have you do the opposite. It's in their best interest to persuade you that your life could be improved by their w, s, e & du jour. There probably are times when that might prove true, but on the whole, these goods are aptly described as *du jour* - of the day - because they're not intended to last.

Backing this trend is Finnish design. From when it first emerged as an identifiable style during the middle of the last century to the items being made today, it has put sustainability at the core of its values - achieving it through combining durability with an enduring aesthetic that transcends trends.

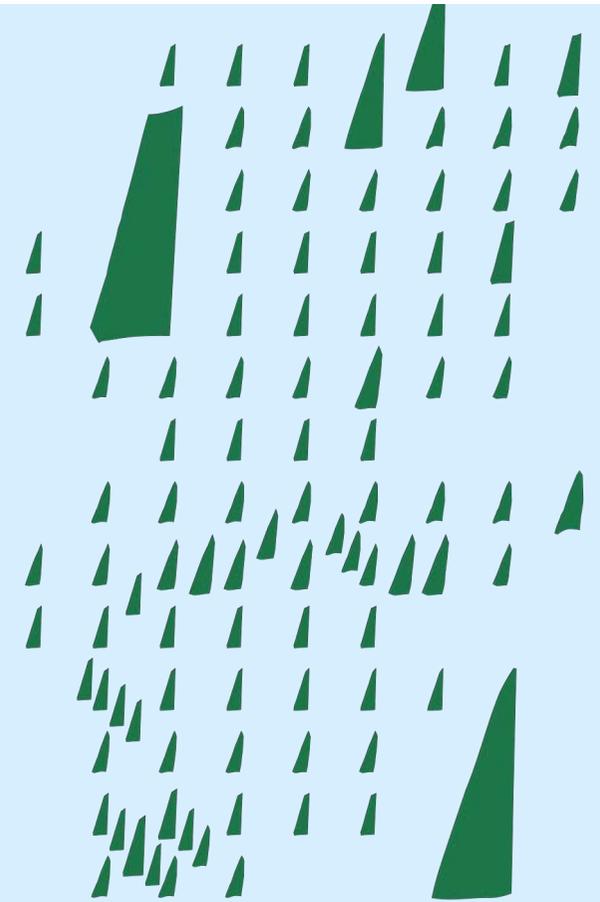
The work of, among others, furniture designers Eero Aarnio and Danish-born Arne Jacobsen (who was also an architect), polymath Alvar Aalto (architect, interior, designer and design houses Marimekko and Marimekko (known for their beautiful ceramics, textiles and other homeware), in timeless and becomes more collectible and desirable with each passing year.

Why is this? Why is Finnish design apt? Art historian and curator Katarina Silta is the director of Architehti Finland, which promotes Finnish architecture throughout the world and increases awareness of the social importance of the built environment. She says that it's because Finnish design is a paradigm of modernism - albeit in a gentler form. It embodies modernism's defining principles - namely beauty, exceptional craftsmanship and clean and structured lines - but what makes it more appealing to people is, I think, the fact that it eschewed the strict geometry of pure modernism for a more organic look. By introducing more natural forms, drawing inspiration from nature - from the lakes, the undulating landscape and



Visit Finland

# USA market



# Visit Finland USA market Team



Asta Kekkonen  
Account Manager,  
USA



Heli Mende  
Head of Visit Finland,  
North America



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Hanna Viitasaari  
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Virpi Aittokoski  
Outdoor Activities and  
sports, Sustainable  
Travel Finland  
manager

# Market Insights

# USA insights

- **Overnights**
- **Digital Demand – Travel Related Internet Searches**
- **Forward Keys – Flight bookings and Capacity data**
- **Oxford Economics – Recovery Forecast**



# USA – overnights in Finland 2011-2021



**2021**  
97,000 nights  
YoY change  
+18%

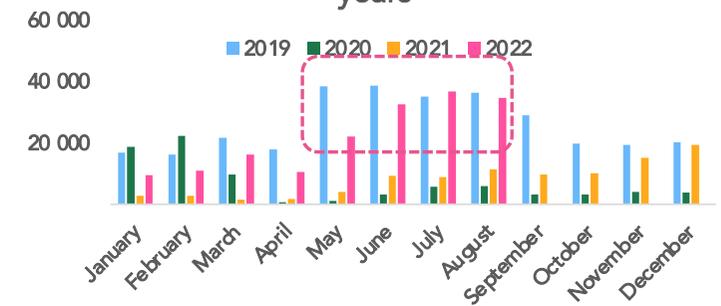
**2019**  
309,000 nights  
2021 vs. 2019 -  
69%

# USA – Cumulative overnights in 2022

Area	Nationality	Monthly nights spent	Monthly YoY change (%)	Cumulative nights spent	Cum. YoY change (%)
1 Whole Finland	Germany	81,420	55 ▲	432,775	228 ▲
Year	Sweden	72,744	133 ▲	340,215	290 ▲
2022	France	22,904	94 ▲	239,838	771 ▲
Month	United Kingdom	27,699	251 ▲	206,335	741 ▲
August	Netherlands	19,874	66 ▲	198,193	541 ▲
	<b>United States</b>	<b>34,569</b>	<b>204 ▲</b>	<b>172,988</b>	<b>308 ▲</b>
	Estonia	23,524	17 ▲	129,568	48 ▲
	Switzerland	15,026	40 ▲	114,515	373 ▲
	Norway	18,451	222 ▲	110,406	427 ▲
	Italy	22,307	105 ▲	101,923	288 ▲
	Spain	20,839	127 ▲	89,598	286 ▲
	Russia	38,680	857 ▲	82,192	368 ▲
	Belgium	7,291	80 ▲	80,044	687 ▲
	Denmark	9,469	58 ▲	70,981	272 ▲
	Poland	12,853	95 ▲	70,828	137 ▲
	Austria	7,387	48 ▲	47,503	266 ▲
	Israel	5,095	105 ▲	44,360	915 ▲
	Latvia	6,980	105 ▲	40,020	232 ▲
	Czech Republic	4,602	91 ▲	30,965	267 ▲
	Lithuania	5,925	111 ▲	30,417	171 ▲
	Ukraine	5,751	63 ▲	29,200	166 ▲

- USA is the 6<sup>th</sup> biggest source market this year so far with almost 173 000 overnights
- August was the most popular month for US visitors in Finland with 34 600 overnights
- The majority of US visitors come to Finland during the summer months

Monthly nights spent in Finland, last 4 years

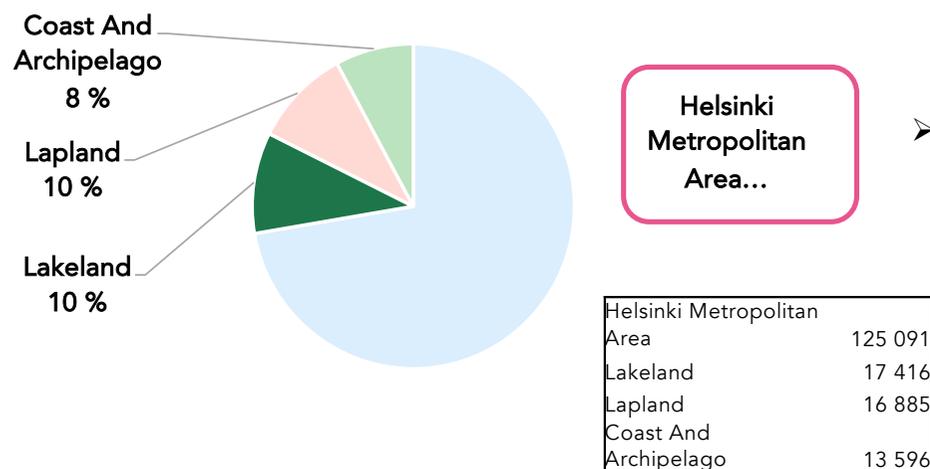


# USA – Cumulative overnights in Finland

## 2022

Area	Nights spent	Change %
Uusimaa 1 (Helsinki Metropolitan Area)	125 091	481 %
Lapland	16 490	686 %
Pirkanmaa	9 474	318 %
Southwest Finland	4 507	368 %
North Ostrobothnia (excl. Kuusamo)	3 285	11 %
Central Finland	2 229	220 %
Uusimaa 2 (excl. Helsinki Metropolitan Area)	1 687	200 %
Päijät-Häme	1 429	48 %
South Savo	1 359	43 %
Ostrobothnia	1 160	322 %
Satakunta	919	144 %
North Savo	917	-86 %
South Karelia	864	257 %
Kymenlaakso	766	-18 %
Åland	734	276 %
North Karelia	462	1149 %
Kanta-Häme	412	905 %
Kuusamo	395	841 %
South Ostrobothnia	340	139 %
Kainuu	270	-40 %
Central Ostrobothnia	198	281 %

Main Area's share of cumulative overnights



➤ Helsinki Metropolitan Area is overwhelmingly the biggest host for American visitors with a 72% share of total in Jan-Aug 2022

➤ There are already over 125 000 overnights so far this year in Helsinki Metropolitan Area and overall the busiest month there has been August with over 27 000 registered overnights from US visitors

# Top markets in summer season 2022

And change compared to pre-pandemic

## High summer season (06-08)

	Jun-Aug2019	Jun-Aug 2022	Change 2022 vs. 2019
Sweden	255 200	235 800	-8 %
Germany	270 300	229 100	-15 %
United States	109 900	103 800	-6 %
United Kingdom	90 800	74 500	-18 %
Norway	73 400	68 200	-7 %
Estonia	69 400	60 400	-13 %
Russia	243 400	60 100	-75 %
Switzerland	64 400	54 100	-16 %
France	64 100	53 800	-16 %
Netherlands	62 300	52 400	-16 %
Italy	68 200	45 700	-33 %
Spain	56 600	41 800	-26 %
Poland	31 400	35 500	+13 %
Denmark	37 700	34 200	-9 %
Austria	27 900	22 400	-20 %
Belgium	21 500	19 900	-7 %

## Top destinations from USA

Summer 2022	
Helsinki	62 761
Vantaa	13 193
Tampere	6 290
Espoo	3 875
Turku	2 620

Summer 2019	
Helsinki	70 967
Vantaa	9 014
Rovaniemi	3 853
Tampere	3 389
Inari (Saariselkä)	2 902

# Top markets in winter season 2022

And change compared to pre-pandemic

## High winter season (12-02)

	Dec2018- Feb2019	Dec2021- Feb2022	Change 2022 vs. 2019
United Kingdom	334 900	278 600	-17 %
France	161 700	180 300	+11 %
Germany	151 300	133 100	-12 %
Netherlands	106 700	111 300	+4 %
Spain	59 400	55 300	-7 %
Estonia	58 200	47 400	-19 %
Belgium	30 300	45 900	+51 %
Italy	42 900	45 200	+5 %
<b>United States</b>	53 800	39 600	-26 %
Switzerland	51 800	37 800	-27 %
Sweden	75 100	30 200	-60 %
Poland	21 900	21 500	-2 %
Denmark	21 200	17 100	-20 %
Russia	261 300	16 100	-94 %
Austria	19 500	15 900	-18 %
China & Hong Kong	139 700	14 800	-89 %

## Top destinations from USA

Winter 2022	
Helsinki	15 684
Rovaniemi	6 338
Vantaa	3 843
Sodankylä	3 081
Inari (Saariselkä)	2 945

Winter 2019	
Helsinki	26 430
Vantaa	4 801
Rovaniemi	4 638
Sodankylä	4 331
Inari (Saariselkä)	2 462

# USA – Cumulative overnights in Finland

## 7 NORDIC COUNTRIES' SHARE OF YEARLY AND MONTHLY OVERNIGHTS BY TARGET MARKETS

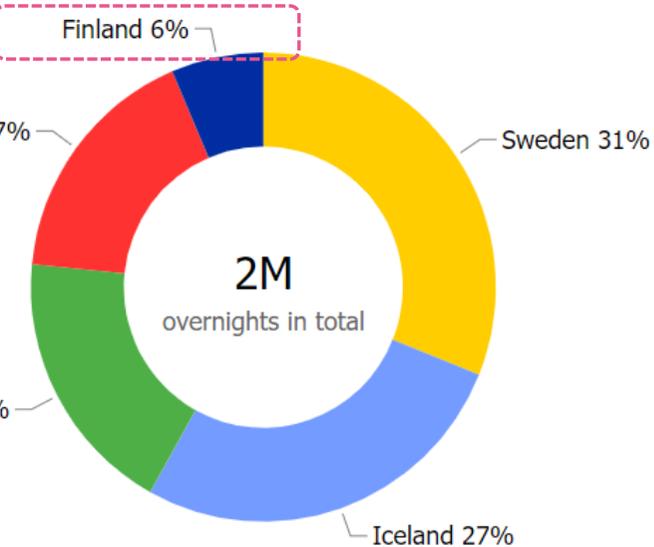
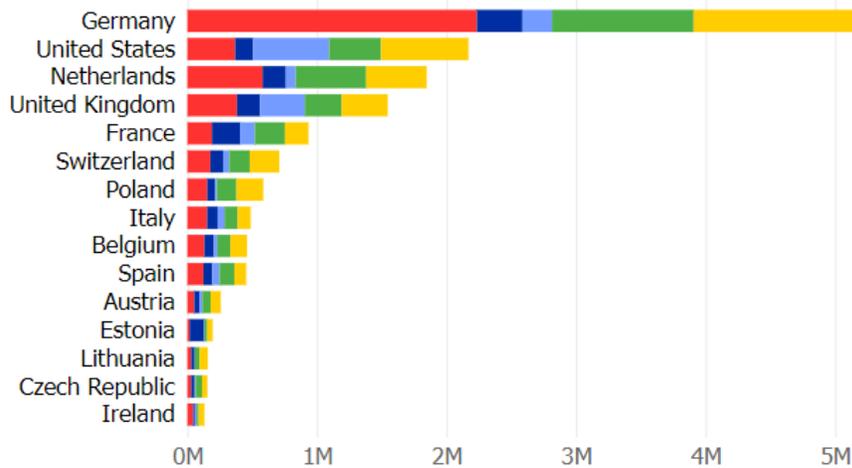
Nationality

VISIT  
**FINLAND**



NORDIC COUNTRIES' TOP TARGET MARKETS

● Denmark ● Finland ● Iceland ● Norway ● Sweden



- About 2 million overnights have been recorded so far from US to the Nordic countries (Jan-Jul 2022)
- Sweden has the biggest share (31%) with Iceland close second (27%) of total
- Finland's share is 6%
- US market offers huge potential for Finland

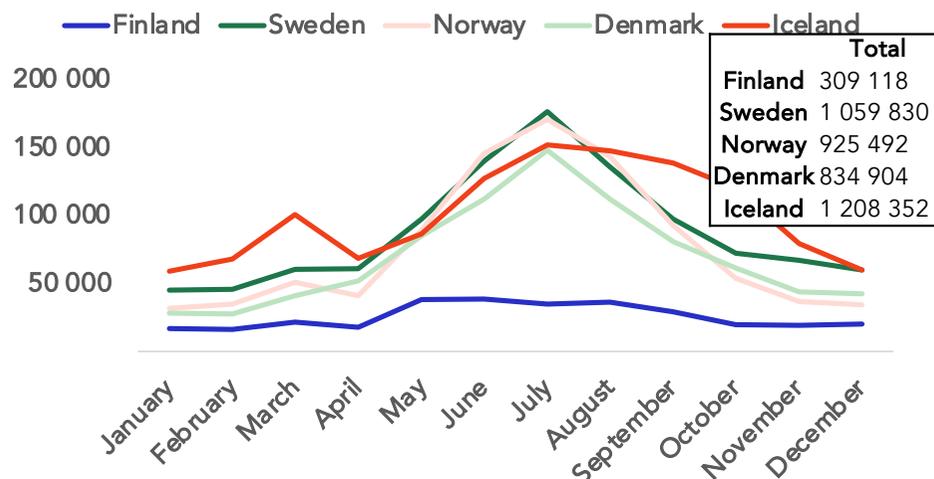
Monthly overnight statistics for Iceland include hotels only.

Sources: Rudolf Data Base, Statistics Denmark, Statistics Finland, Statistics Iceland, Statistics Norway, Statistics Sweden

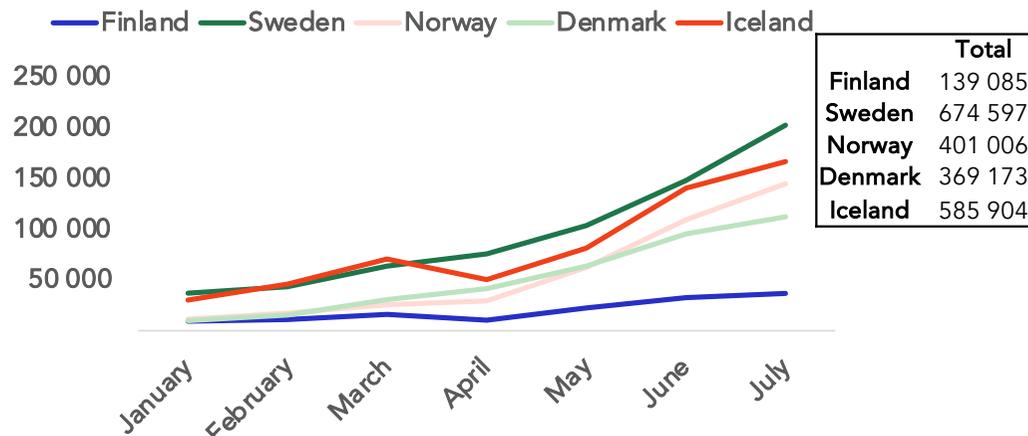


# USA – Overnights in Nordics (Jan-Jul 2022)

US overnights in 2019



US overnights in 2022\*



## Recovery

Change % 2022/2019	January	February	March	April	May	June	July	% Share of total
Finland	-44 %	-32 %	-25 %	-40 %	-42 %	-15 %	5 %	<b>Finland 6%</b>
Sweden	-18 %	-5 %	5 %	24 %	7 %	6 %	15 %	Sweden 31%
Norway	-64 %	-50 %	-49 %	-27 %	-30 %	-25 %	-15 %	Norway 18%
Denmark	-65 %	-43 %	-25 %	-20 %	-25 %	-15 %	-24 %	Denmark 17%
Iceland	-49 %	-33 %	-30 %	-27 %	-6 %	11 %	10 %	Iceland 27%

- Iceland was the biggest market for US visitors in 2019 with 1,2 million overnights. Finland was fifth with 309 000 overnights
- Sweden has exceeded the 2019 levels every month since March this year. Iceland exceeded 2019 overnights in June-July and Finland in July
- There are about 2 million total overnights in the Nordics this year and biggest share of these were recorded in Sweden (31%). Iceland is a close second and Finland is on 5<sup>th</sup> position with 6% share
- **US market has huge potential and it is growing in the Nordics**



\*figures are preliminary

Sources: Rudolf database, Statistics Sweden, Statistics Norway, Statistics Denmark, Statistics Iceland



# Digital Demand – Travel Related Internet Searches

Q1/2022 & Q2/2022

# USA: Searches in Q1 & Q2 2022

Q1/2022



Target Market Distribution

Rank	Flag	Target Market	Searches	Growth
1		Germany	167,283	51.7%
2		United States	151,590	40.5%
3		Japan	122,944	22.5%
4		United Kingdom	102,743	50.5%
5		Italy	76,999	25.4%
6		France	75,588	52.8%
7		Spain	56,833	36.3%
8		Netherlands	54,827	92.1%
9		Estonia	48,181	26.1%
10		India	39,253	20.4%

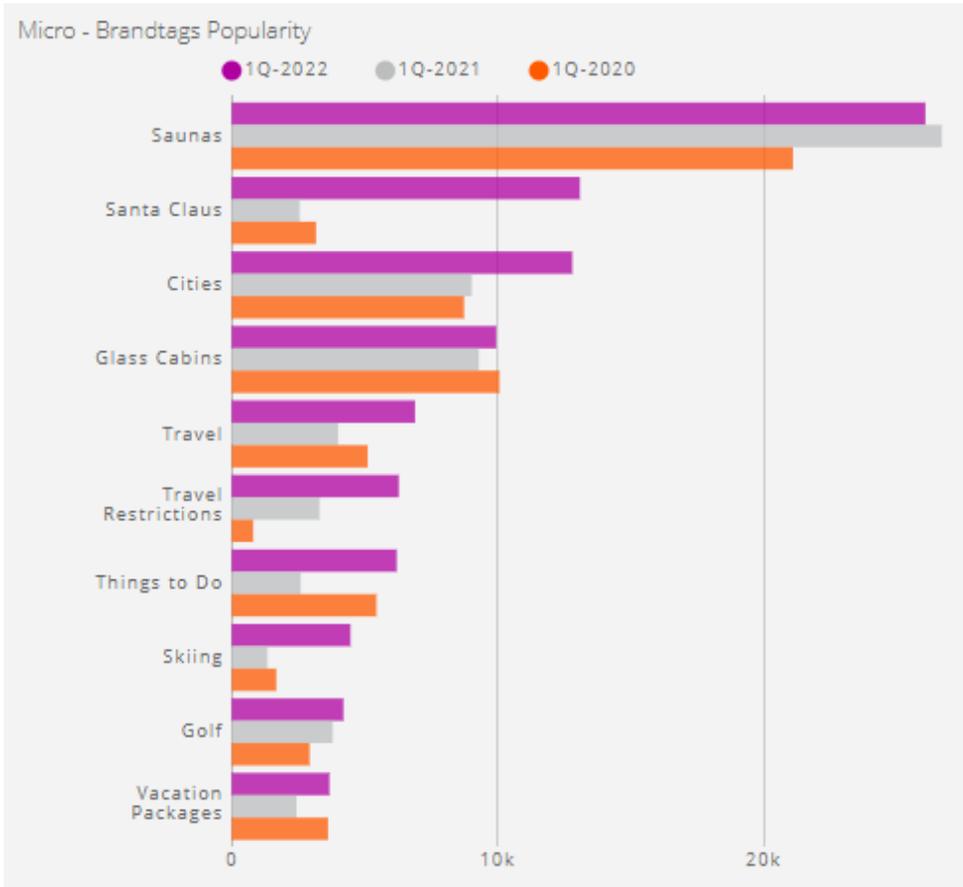
Q2/2022

Target Market Distribution

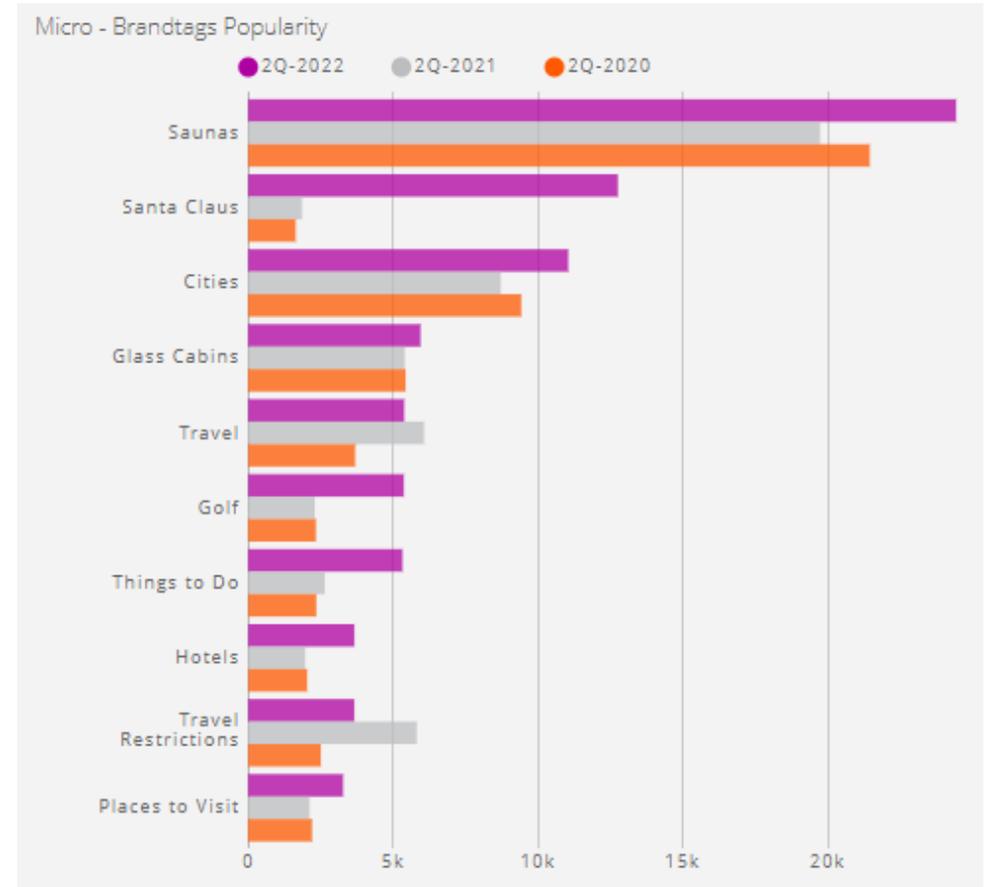
Rank	Flag	Target Market	Searches	Growth
1		United States	134,907	39.5%
2		Japan	119,932	16.7%
3		Germany	113,935	9.1%
4		United Kingdom	68,831	27.8%
5		Italy	59,885	15.9%
6		France	54,190	26.7%
7		Spain	52,910	35.9%
8		Estonia	41,686	11.6%
9		India	38,792	2.9%
10		Sweden	37,606	18.8%

# USA: Most searched topics

Q1/2022



Q2/2022





# ForwardKeys – Air travel & Seat capacity

Flight bookings November 2022 – February  
2023

Flight capacity November 2022 – March  
2023

# Air bookings November 2022 to February 2023

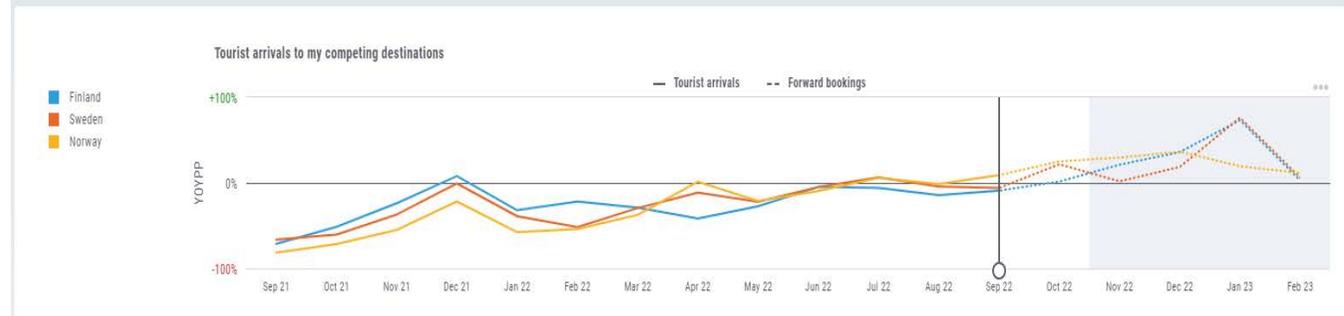
Comparison with pre-pandemic

## Bookings for November 2022-February 2023



Destination benchmark  
YOYPP of tourist arrivals

## US arrivals / bookings vs. pre-pandemic



## Bookings for November 2022 – February 2023

	November 2022	December 2022	January 2023	February 2023
Finland	2 487	3 152	1 087	541
Sweden	3 351	4 216	1 257	350
Norway	1 625	2 292	865	789
Finland	21 %	36 %	73 %	3 %
Sweden	2 %	19 %	76 %	6 %



Data update 25  
September

Source: ForwardKeys Destination Gateway

# Direct flights from US November 2022 - March 2023

Comparison with pre-pandemic

Overview of capacity



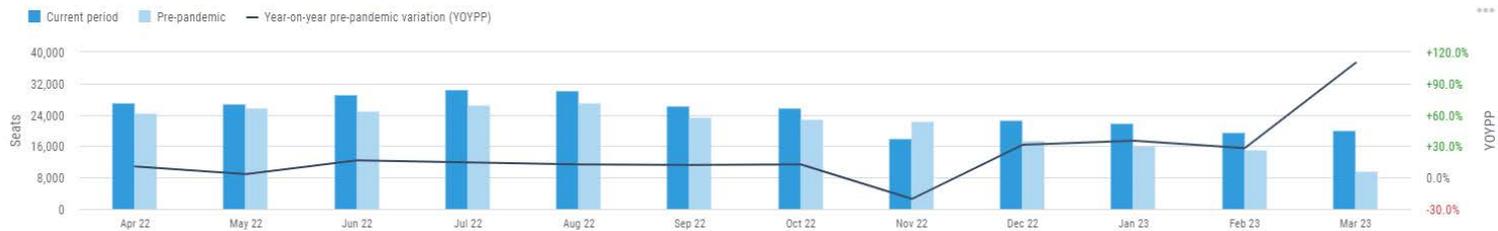
## Flight origins



## Operating airlines



## Seats in scheduled flights to Finland (FI)



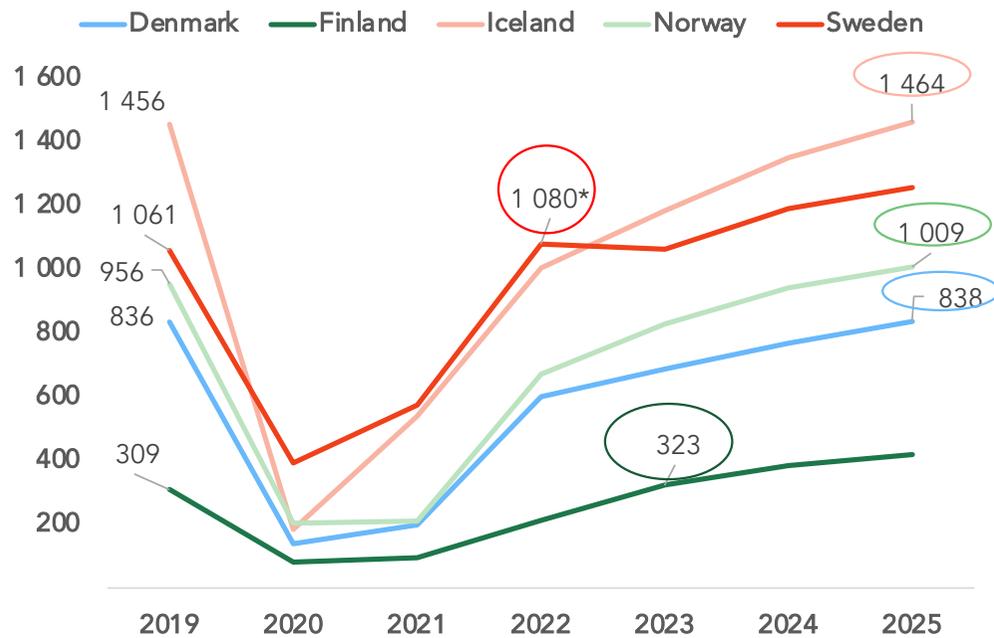


# Oxford Economics – Overnights & Spending

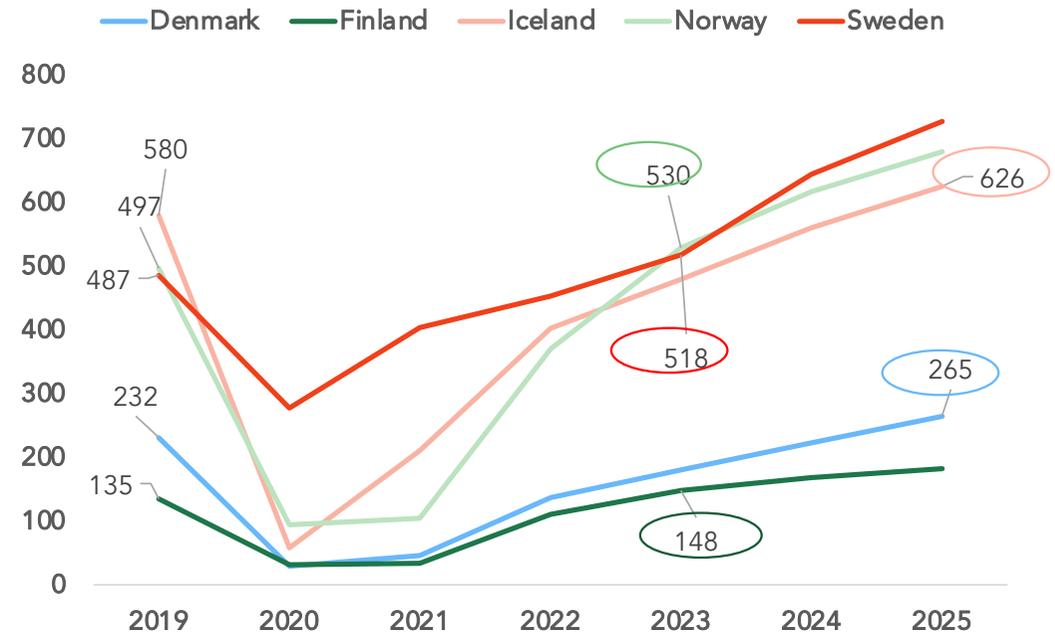
Recovery forecast

# Oxford Economics forecast: US Overnights & Spending

US Overnights Recovery Forecast



US Spending (USD Millions) Recovery Forecast



- In year 2019 you can see the situation pre-pandemic. Circled amounts are reflecting those years where each country will have recovered to the pre-pandemic level
- In overnights Sweden is predicted to recover this year and Finland next year, the rest will not recover until 2025. In spending, Finland, Sweden and Norway are all forecasted to recover in 2023 and Denmark and Iceland in 2025

\*2022 recovery in Sweden is a result from blended short and long-run drivers within the model whereby the recovery in 2022 (based on YTD), data lies slightly ahead of the trend that is predicted within the model with 2023 including some 'offset' to what is perceived as above trend growth in 2022. It also includes some slower growth assumptions as a result slower economic growth, higher inflation, rising travel costs and constrained household incomes.



Data update 30 June 2022

Source: Oxford Economics

# Market strategy

# Why this market?

VF.fi website: [VF.FI - USAn markkinasivu](#)

- 6th largest source market in terms of overnights and currently the largest long-haul market
- Recovery after covid on good track, expected to recover to pre-pandemic level on 2023 (OE)
- Strong dollar compared to Euro supporting travel to Europe
- Big spenders
  
- High potential:
  1. USA 1<sup>st</sup> in web searches in Q2 and the fastest growing market among all VF target markets (Digital Demand 2022)
  2. Interest towards the Nordics is all the time growing, currently Finland receives the least passengers (7% Jan-June) compared to our rivals (Sweden 31%, Iceland 28%, Denmark 17%, Norway 17%). Room for growing our share.
  3. Thanks to NATO discussions (and some other media coverage), Finland is now better known in USA than ever
  4. Increased flight capacity (14% growth Aug-Dec 2022 compared to 2019)
  5. Interest towards sustainability and sustainable travel is continuously growing
  6. American travelers want to support the local economy
  7. Americans travel year around, regardless of the popular holiday seasons
  8. Big groups, smaller groups and FIT
  9. Growing high-end segment
  10. Length of stay is growing
  11. Potential new segments in addition to high-end: adventure travelers, fly&drive, more families and mid-budget travelers

# Finland selling points in the market

VF.fi website: [VF.FI - USAn markkinasivu](https://www.visitfinland.com/usa/)

- Friendly people, innovations and clean nature and water.
- Finland is a **functioning and safe society**, suitable also for families with kids of all ages, and **the happiest country** in the world.
- American tourists are interested in experiencing **the Finnish way of life**, sauna experiences and culture, including Finnish Christmas and Santa Claus. They are also interested in Finnish design and the quality of our food and fresh ingredients always amazes Americans.
- **Unique experiences, northern lights and other natural phenomena, as well as extraordinary accommodation.**
- **Nature and adventure tourism interests American tourists**, and there is plenty to offer in Finland **year-round**. American adventure tourists want to use **good quality services**.
- **In addition to traditional luxury tourism, high-quality walking and cycling trips are of interest to the target group.** *With some product- and service development Finland has a high potential to become the European go-to destination for American high-end traveler interested in being active and relaxing in nature.*
- **Interest in sustainable tourism is increasing in USA**, and Finland is a great option for sustainability conscious American travellers.

# Vision 2022-2024

VF.fi website: [VF.FI - USAn markkinasivu](https://www.vf.fi/USAn/markkinasivu)

- 2024: Exceed 2019 overnights and improve Finland's brand awareness as the most sustainable Nordic country, compared to previous brand tracking surveys.
- 2023: Focus on ensuring Finland's position as a desired, sustainable, Nordic destination. Reach 2019 overnights level by continuing promotion to high end FIT and GIT and adding promotion to mid budget FIT and GIT year-round.
- 2022: Full blast on PR, sales promotion and marketing activities – strengthening the strengths - to ensure Finland's position as top-of-mind destination in the Nordics especially for high end FIT travelers to increase overnights in 2022. Testing promotion to mid budget GIT.

Finland is the most desirable travel destination in the Nordics.

# Increasing demand

## VF TARGET

**Finland's share of Nordic accommodation overnights is increasing**

**Length of stay is increasing**

**Travel income is growing**

## Key market specific opportunities for this strategic theme

- Increasing the awareness beyond Helsinki to lengthen the stay (fly & drive, Lapland fall and winter)
- Attracting new target groups: families, adventure travel, fly and drive, mid-budget travellers (less experienced American travellers)
- Growing high-end segment
- Positioning Finland more strongly as a sustainable travel destination
- Strong Nordic co-operation increases Finland's awareness, creates new networks and opens opportunities for new distribution channel partners

## Identify key market challenges for this strategic theme

- Lack of resources for USA specific travel marketing and PR activities (USA is an expensive market for marketing activities)
- More resources needed to increase Finland's awareness beyond Helsinki (both VF and regional)
- Limited high-end service and product offering
- Quality infrastructure and services for outdoors travel (cycling and walking routes)

# Developing sustainable travel

Finland is a sustainable, reliable and safe travel destination. It's recognised as the world's leading sustainable travel destination. Finland has a competitive tourism industry – all year round.

## VF TARGET

**Make sustainability an integral theme when promoting Finland abroad. Sustainable development should be considered holistically in operations nationwide.**

**Make sustainability a cross-cutting theme and increase message in Visit Finland's marketing.**

**Year-round travel Gini - index is improving**

## Identify key market specific opportunities for this strategic theme

- Interest towards sustainable travel is increasing in USA, 5% annually
- Increasing the STF product supply in US distribution channels\*
- Finding more sustainable distribution channel partners and joint campaigning with them
- Increasing awareness of Finland as a sustainable travel destination through the Nordic co-operation
- Possible to increase year round travel by attracting the new identified target groups

## Identify key market specific challenges for this strategic theme

- More marketing material needed (press releases, videos, etc.)
- More concrete and practical case examples needed for communication. What kind of sustainable actions Finland and/or companies are taking - not only environmental but also social and cultural.
- More versatility/inclusiveness in marketing material needed (images, descriptions, articles etc.)
- Lack of high-end STF products

\*Do those key and focus customers, interested in USA market have the STF label?

# Segments

The main group of Modern Humanists is divided into segments based on their travel motives:



## NATURE EXPLORERS



### MOTIVE FOR TRAVEL:

Peace of nature and recovery



### INTERESTED IN:

National parks  
Forests and lakes  
Seaside views ✓ Archipelago  
Northern lights ✓ Midnight sun  
Wilderness retreats  
Mushrooms and berries



16% of all travellers are Nature Explorers



34%

of Nature Explorers are considering a trip to Finland



## NATURAL WONDER HUNTERS



### MOTIVE FOR TRAVEL:

Unique experiences in nature



### INTERESTED IN:

Northern lights  
Midnight sun  
National parks  
Forests and lakes



12% of all travellers are Natural Wonder Hunters



35%

of Natural Wonder Hunters are considering a trip to Finland



## ACTIVITY ENTHUSIAST



### MOTIVE FOR TRAVEL:

Active holidays in natural surroundings



### INTERESTED IN:

Extreme sports ✓ X-country skiing ✓ Animal spotting  
Activities in water, snow & nature



14% of all travellers are Activity Enthusiasts



41%

of Activity Enthusiasts are considering a trip to Finland



## AUTHENTIC LIFESTYLE SEEKER



### MOTIVE FOR TRAVEL:

Experiencing local lifestyles



### INTERESTED IN:

Museums and events  
Festivals and concerts  
Being in nature  
Sauna ✓ Food culture  
Cultural destinations  
Design districts  
Unique accommodation



22% of all travellers are Authentic Lifestyle Seekers



29%

of Authentic Lifestyle seekers are considering a trip to Finland



## COMFORT SEEKERS



### MOTIVE FOR TRAVEL:

General wellbeing and relaxation



### INTERESTED IN:

Unique accommodation  
Wellness services ✓ Spas  
Husky & reindeer safaris  
Easy exercise in nature



16% of all travellers are Comfort Seekers



35%

of Comfort Seekers are considering a trip to Finland



## CITY BREAKERS



### MOTIVE FOR TRAVEL:

Urban experiences and sights



### INTERESTED IN:

City sights  
Urban culture  
Distinctive character  
Museums and design districts  
Food culture ✓ Events  
Shopping



22% of all travellers are City Breakers



28%

of City Breakers are considering a trip to Finland

# Top 3 traveller segments in USA 2023 -

## 1. NATURAL WONDER HUNTERS



**Main product type:** Nature Experiences

**Interested in:** Outdoor activities, water activities, adventure travel, national parks, forests and lakes, northern lights, midnight sun, snow activities, wilderness retreats, guided foraging, sauna

**Target groups:** Couples (young couples/DINKS), Honeymooners, LGBTQ+, Group of friends, Solo travellers, Families – small groups and FIT

**Traveling season:** Winter, summer, autumn

**Main channels to reach this segment:** Adventure travel association agents, tour operators

# Top 3 traveller segments in USA 2023 -

## 2. COMFORT SEEKERS



**Main product type:** High-end and Luxury Experiences

**Interested in:** Unique accommodation, high-quality resorts, sauna experience and spa, easy access to nature, shopping, food, authentic experiences, "bucket-list" experiences

**Target groups:** Seniors (50's generation/WHOPS), Couples (young couples/ older couples/DINKS), Honeymooners, LGBTQ+, Group of friends - small groups and FIT

**Traveling season:** Year round

**Main channels to reach this segment:** Virtuoso travel advisors, Luxury tour operators

# Top 3 traveller segments in USA 2023 -

## 3. CITY BREAKERS



**Main product type:** Citybreak

**Interested in:** food, shopping, Distinctive character, city sights, cruises, museums and design district, local life, culture experiences

**Target groups:** Seniors (50's generation/WHOPS), Couples (young couples/ older couples/DINKS), Honeymooners, LGBTQ+, Group of friends, Solo travellers, Families – Groups and FIT

**Traveling season:** Year round, summer focus

**Main channels to reach this segment:** OTAs, Expedia being the most important channel. Cruise lines, TOs that are selling for example “Scandinavian capitals” packages, Travel advisors

# Activities 2023

# Nordic Co-operation project

## Reboot Nordic Tourism

- A Nordic collaboration project with Denmark, Finland, Sweden, Norway, Iceland, Faroe Islands and Greenland to promote sustainable travel in the Nordics.
- Funding from Nordic Ministers Council, ETC and NTOs TBC (Goal 2023 approx. 500 000 USD)
- Funding and budget co-ordinated by Visit Denmark.
- Activities in 2023
  - Awareness marketing and promotion with travel agency consortias, USTOA and tour operators
  - B2B webinars and training
  - PR and media activities
  - Nordic Roadshow



**Denmark • Faroe Islands • Finland • Greenland • Iceland • Norway • Sweden**

The Nordics is an open and welcoming region that shares the core values of trust, equality, innovation, and sustainability. It is a place where creativity has the opportunity to grow and where dreams can be realized. When traveling to The Nordics, you'll experience preserving living traditions and culture heritage, discover close relationships with nature and the seasons, and be inspired new ways of thinking.

[The Nordics \(mytravelsite.com\)](https://mytravelsite.com)

# B2B activities

## Sales Events in 2023

- **Visit Finland and Visit Estonia Roadshow 17.4.-20.4.2023**
  - Los Angeles, New York, Dallas. Visit Finland will have 10 to 15 tables.
  - Registration to be opened soon
- **USA Nordic Roadshow, October, dates and cities TBA**

### Other Visit Finland B2B activities (for members only):

- ATTA Elevate 9.-11.5.2023 (TBC)
- Virtuoso Travel Week 12.-19.8.2023
- USTOA Conference and Marketplace, 2.-6.12.2023



# B2B activities

## FAM trips in 2023

- MATKA Fam-trip, January
- City break in Helsinki and Tallinn, May
  - Virtuoso travel advisors
- New resorts in Saimaa region + Helsinki, September
  - Tour operators
- Winter Fam TBA

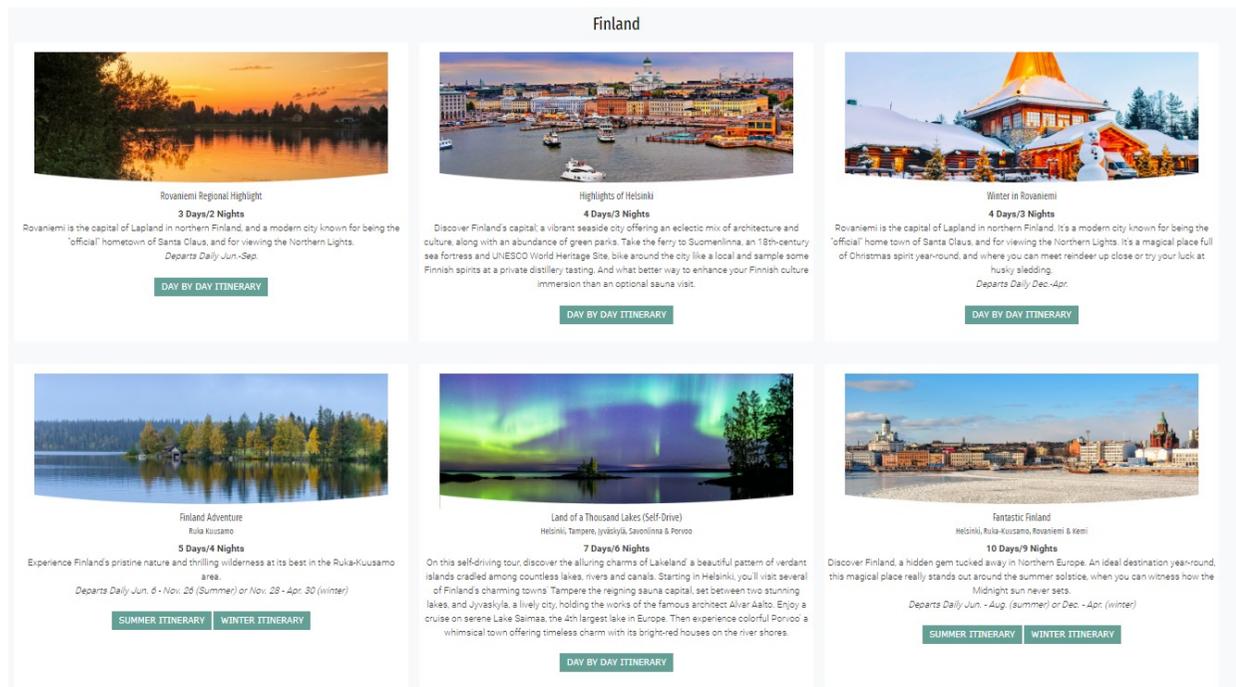


# B2B2C activities

## Joint Sales promotion campaigns

- Avanti Destinations
  - Wholeseller
  - Summer and shoulder season production push
  - Current summer production + adding new
  - Destination training for Avanti's agencies
- Expedia
  - Summer push
  - Target groups: mid-budget FIT, millennial couples and families, citybreakers, fly&drive, comfort seekers
- Virtuoso B2B and B2B2C marketing
- Other joint promotions TBA
- Nordic Co-operation joint sales promotions, TBA

Finland



**Rovaniemi Regional Highlight**  
3 Days/2 Nights  
Rovaniemi is the capital of Lapland in northern Finland, and a modern city known for being the 'official' hometown of Santa Claus, and for viewing the Northern Lights.  
Departs Daily Jun-Sep.  
DAY BY DAY ITINERARY

**Highlights of Helsinki**  
4 Days/3 Nights  
Discover Finland's capital, a vibrant seaside city offering an eclectic mix of architecture and culture, along with an abundance of green parks. Take the ferry to Suomenlinna, an 18th-century sea fortress and UNESCO World Heritage Site, bike around the city like a local and sample some Finnish spirits at a private distillery tasting. And what better way to enhance your Finnish culture immersion than an optional sauna visit.  
DAY BY DAY ITINERARY

**Winter in Rovaniemi**  
4 Days/3 Nights  
Rovaniemi is the capital of Lapland in northern Finland. It's a modern city, known for being the 'official' home town of Santa Claus, and for viewing the Northern Lights. It's a magical place full of Christmas spirit year-round, and where you can meet reindeer up close or try your luck at husky sledding.  
Departs Daily Dec-Apr.  
DAY BY DAY ITINERARY

**Finland Adventure**  
Ruka-Kuusamo  
5 Days/4 Nights  
Experience Finland's pristine nature and thrilling wilderness at its best in the Ruka-Kuusamo area.  
Departs Daily Jun - Nov, 26 (Summer) or Nov, 29 - Apr, 30 (winter)  
SUMMER ITINERARY WINTER ITINERARY

**Land of a Thousand Lakes (Self Drive)**  
Helsinki, Tampere, Jyväskylä, Oulu/Inari & Perovo  
7 Days/6 Nights  
On this self-driving tour, discover the alluring charms of Lakeland, a beautiful pattern of verdant islands cradled among countless lakes, rivers and canals. Starting in Helsinki, you'll visit several of Finland's charming towns: Tampere the reigning sauna capital, set between two stunning lakes, and Jyväskylä, a lively city, holding the works of the famous architect Alvar Aalto. Enjoy a cruise on serene Lake Saimaa, the 4th largest lake in Europe. Then experience colorful Porvoo, a whimsical town offering timeless charm with its bright-red houses on the river shores.  
DAY BY DAY ITINERARY

**Fantastic Finland**  
Helsinki, Ruka-Kuusamo, Rovaniemi & Kemi  
10 Days/9 Nights  
Discover Finland, a hidden gem tucked away in Northern Europe. An ideal destination year-round, this magical place really stands out around the summer solstice, when you can witness how the Midnight sun never sets.  
Departs Daily Jun - Aug, (summer) or Dec - Apr, (winter)  
SUMMER ITINERARY WINTER ITINERARY

 → Further information: <https://www.businessfinland.fi/suomalaisille-asiakkaille/palvelut/matkailun-edistaminen/toiminta-markkinoilla/usa>

**PR**

# Current media environment in USA

- Recovery after the pandemic has started and we have resumed a normal level of activities, including bringing media to Finland. This will help us in achieving our targets, as prominence and thus the overall visibility for Finnish travel is always higher in stories that are the result of media trips.
- The war in Ukraine did not have a significant impact on our PR efforts to attract travelers to Finland. To date, there hasn't been news that would indicate that travelling to Finland would not be safe.
- Finland joining NATO continues to be an ongoing topic in the U.S. media. The U.S. media has not shared negative coverage surrounding the decision to approve Finland's NATO bid, but rather cites the "overwhelming support" for the decision in the United States.
- With the dollar now being as strong as the Euro, stories surrounding travel destinations in Europe also continue to dominate the U.S. media. Through the media, it is clear that Americans are looking to take advantage of the dollar being strong and the lessened COVID restrictions by planning trips to Europe.

# PR & Media activities in USA in 2022

- We have resumed our normal level of PR activities. We pitch interesting stories about Finland as a travel destination to relevant media.
  - Up to 9 press releases and 13 pitches
- We have hosted 3 group press trips (11 journalists) and 4 individual press trips.
- PR event in New York around Somebody Feed Phil show featuring Helsinki. The episode was released on Netflix on May 25. The event was organised for media and influencers in New York on June 13.
- Planning to do still in 2022
  - TV production filming in Finland
  - Group influencer trip "On the footsteps of Somebody Feed Phil"
  - PR event in NYC for World According to Comedians show



# PR & Media in USA in 2022 in results

- January-August in total **47** hits (most for Lapland 29, Helsinki 12, Lakeland 11, Archipelago and Coast 3, Finland in general 3)
- Most of them appeared in **Tier 1** and 2 with brand building effect 15 milj.
- Average tone 3.00, average visibility score 60 %
- Main themes: **outdoor and luxury**
- Season: Winter 19, Summer 4, No specific season 23
- Overall satisfaction of media trips **4.7**

1.The average Visibility Score talks about the attention e.g. an article can be expected to get  
2.Brand Building Effect is an estimate of the number of media consumers that have seen the article

# Examples of coverage

**Forbes**

TRAVEL

## Finland's Lake Saimaa Is A Secret Wellness Paradise Steeped In Tradition

Joni Sweet Contributor @ [Follow](#)

Aug 18, 2022, 09:54am EDT

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in



Saimaa, Finland's largest lake, brims with traditional wellness experiences. VISIT SAIMAA

Ask a local in Finland where they take summer vacation, and chances are good they'll mention Lake Saimaa. The forests surrounding the country's largest lake are dotted with cozy holiday cottages handed down through generations, giving families the chance to forage for mushrooms and soak up the stunning scenery summer after summer.

But more than a beloved spot for locals, Lake Saimaa is also a worthwhile destination for wellness travelers worldwide who want their relaxing getaways to come with a big dose of culture. This is a place where you can learn the calming culinary art of making hand-pies in a local's home, get pampered in one of the country's most eco-friendly spas, sip wine with a wilderness sommelier in the middle of the woods, and wind down with sauna sessions followed by refreshing dips in the lake every night of your trip. Plus, the dreamy nature will nourish every part of your being.



# The ESCAPE



**SNOW HOUSE**  
Nestled 150 kilometres above the Arctic Circle, Lapland attracts travellers for the quirkiness, but they stay for the beauty and romance. An easy fifteen-minute drive from Kittilä International Airport, Finland's coziest hotel, Levin Iglut, brings a new meaning to sleeping under the stars. The all-glass domes rest on a snow, offering luxury stays on the edge of the wilderness. Picture this: Watching the magic of the Northern Lights dancing in the sky from the comfort of an adjustable bed that allows you to recline in different angles and positions for ultimate viewing. Book an igloo Suite to enjoy the tranquility of the Arctic outdoors in your private Jacuzzi. There's little-to-no reason to leave your enchanted snow globe. ■ [leviniglut.net](#)

# Examples of coverage

TRIP IDEAS

## This May Be the Secret to Why Finland Is the Happiest Country in the World

Inside Finland's sauna culture – from Ferris wheels to floating rafts.

By [Latifah Al-Hazza](#) | Published on May 7, 2022



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Finland, known as the [happiest country in the world](#), has a secret that the rest of the globe has neglected to discover and eagerly pursue. It's a staple of [Finnish culture](#) – a way of being – and it's incorporated into everyday life in unique ways. So, what's this hidden gem? The Finnish sauna.

"The sauna is the best place to relax, relieve stress, and heal – the perfect way to slow down," says Sari Hey, public relations and media manager for Visit Finland. "Combined with proximity to nature, as Finns love to take a refreshing dip in the lake or sea after the sauna year-round, saunas are an integral part of the secret to Finnish happiness."

### Finding Happiness Through Pure Nature in Finland

The serene and bountiful of a pristine natural landscape has a great and a full lot of things to offer. It's not just the beauty, but the way of thinking, the way of living, the way of being. It's a way of life that is deeply rooted and deeply meaningful. It's a way of life that is deeply rooted and deeply meaningful. It's a way of life that is deeply rooted and deeply meaningful.

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RobbReport | CARS | YACHTS | AVIATION | WATCHES | STYLE | HOME | FOOD & DRINK | TRAVEL | SUBSCRIBE | MARCH 1, 2022

### Inside the Aurora Queen, the Most Luxurious New Place to Take in the Northern Lights

There's still time to catch the celestial show from a base at this stylish new hotel in the wilds of northern Lapland.

By [ABBIE KOZOLCHYK](#)

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Before creating Aurora Queen Resort, the new [pinaway](#) hit of Finland's Northern Lights season, Nina Rantanen and Pasi Sivonen had, in Sivonen's words, "not built even a birdhouse before." But what this husband-and-wife team had built over the course of nearly three decades together was one of Helsinki's top [home décor shops](#), its inventory famously informed by the couple's love of travel and local craftsmanship.

# PR & Media work in 2023

- We will continue our PR activities: press releases, pitches, media trips (group, individual and influencer), PR events, TV
  - In USA media trips has a significant role. Media wants to tell real stories that they have experienced by themselves.
  - Goal is to reach our top tier 1 and 2 media
- New ways for influencer collaborations. Goal to attract our younger target group.
- Weave sustainability messaging throughout all media materials and position Finland as a leader in Sustainability
- **Seasons:** Year-round traveling but stronger focus in summer and autumn (ruska). Build Lapland summer awareness and Finland beyond Helsinki.
- **Topics:** Finnish Luxury, Outdoor destinations and wellness experiences, Authentic experiences and “bucket list” destinations
  - Top lists and unique things to do interests media

# B2C campaigns USA and UK

# Strategic Visit Finland campaign themes

**SUMMER:** Find yourself in refreshing Finnish summer



**Timing:** March-May targeting summer and autumn

**Target markets:** Mediterranean, Germany, Sweden

**Segment:** Comfort seekers

**Min/max amount of partners:** Min. 3, max 8

**Min. amount of investment per partner per target market:** 10 000 €

**FINNISH LUXURY:** Find yourself in authentic Finnish cities and pure nature



**Timing:** March-June targeting summer and autumn

**Target markets:** USA, UK

**Segment:** Comfort seekers and city breakers

**Min/max amount of partners:** Min. 3, max 8

**Min. amount of investment per partner per market:** 10 000 €

**AUTHENTIC, ALL YEAR:** Find your happiness in Finland



**Timing:** Sept-Oct, targeting all year

**Target markets:** Sweden

**Segments:** Authentic lifestyle seekers

**Min/max amount of partners:** Min. 3, max 8

**Min. amount of investment per partner per market:** 10 000 €

**NATURE, AUTUMN:** Find yourself in the pure Finnish nature



**Timing:** April-July targeting autumn

**Target markets:** UK, USA, Germany

**Segments:** Nature explorers/wonder hunters

**Min/max amount of partners:** Min. 3, max 8

**Min. amount of investment per partner per market:** 10 000 €



# UK and USA 1: Find yourself in authentic Finnish cities and pure nature

## Campaign details

### Timing

March-June targeting summer and autumn

### Campaign focus

Lengthening the stay in Finland during summer by combining Helsinki with other Finnish destinations suitable for comfort seekers. High-quality service offering and accommodation options with light nature activities.

## Audience

### Target audience

Preliminary segment: Comfort seekers  
Secondary segment: city breakers

### Target market

USA and UK

### Main themes

Lifestyle in Finland. Unique accommodation and high-end experiences, light nature activities, sustainability. Specific themes to be ideated as a part of the creative process.

### VF campaign partners

Min. 3, max. 8 partners.  
Minimum investment per partner per market: 10 000 €

### Tone of voice

Authentic, genuine, emotional

### Main competitors for summer and autumn seasons

Other Nordic destinations

### Areas of Finland to be covered

Whole Finland with suitable service offering

## Vision & objectives

### Campaign objectives

To improve brand awareness (brand refresh) in USA and UK, increase interest and consideration of Finland as a travel destination for the summer season. More tactical: enable travellers to choose amongst destinations and kickoff their planning and booking process.

## Distribution & KPI's

### Activation

Landing page on VisitFinland.com website, banners, social media posts  
- to be further defined in the campaign activation plan.

### Campaign KPI's

Awareness: reach, impressions, video views.  
Consideration: link clicks, sessions.  
Conversions: outbound clicks.

# UK and USA 2: Find yourself in the pure Finnish nature

## Campaign details

### Timing

April-July targeting late summer and autumn

### Campaign focus

Increase Finland's awareness as a nature and adventure destination during the autumn season. High-quality service offering and accommodation options with variety of nature-based activities in the destination.

## Audience

### Target audience

Preliminary segment: Nature explorers  
Secondary: Natural wonder hunters, Activity enthusiast, Comfort seekers

### Target market

UK and USA

### Main themes

Pure Finnish nature and activities. Specific themes to be ideated as a part of the creative process.

### VF campaign partners

Min. 3, max. 8 partners.  
Minimum investment per partner per market: 10 000 €

### Tone of voice

Authentic, genuine, emotional

### Main competitors for autumn seasons

Other nature destinations

### Areas of Finland to be covered

Lapland as a major region

## Vision & objectives

### Campaign objectives

To improve brand awareness (brand refresh) in UK and USA, increase interest and consideration of Finland as a travel destination for the autumn. More tactical: enable travelers to choose amongst destinations and kickoff their planning and booking process.

## Distribution & KPI's

### Activation

Landing page on VisitFinland.com website, banners, social media posts  
- to be further defined in the campaign activation plan.

### Campaign KPI's

Awareness: reach, impressions, video views.  
Consideration: link clicks, sessions.  
Conversions: outbound clicks.

# How to participate

## Visit Finland B2C campaigns

- Evaluate your service offering – is it suitable for the aimed target group and campaign theme?
- Express your interest to join the campaign by filling the enrollment template by 31.10. **The registration is NOT binding.**
  - [VF kampanjapaketit 2023 \(lyyti.fi\)](https://www.visitfinland.fi/kampanjapaketit/2023)
- Visit Finland will go through the enrollments and finalize the campaign plans based on the enrolled partners and partner negotiations.
- Negotiations with the campaign partners will take place in Q4 2022.

# Thank You!

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