



Visit Finland

Visit Finland Market Outlook USA

Heli Mende June 7, 2022

BRYANT PARK

More than 80 US senators commit to expedite approval of Sweden and Finland's NATO membership



By Jennifer Hansler, CNN

Updated 1:25 PM ET, Tue May 24, 2022

Kremlin calls Finland's NATO move a threat to Russia

RUSSIA · Published May 12, 2022 7:13am EDT

Russia threatens to deploy nuclear warheads on Finland's border

Russian invasion of Ukraine >

The New York Times

Finland Moves to Join NATO, Upending Putin's Ukraine War Aims



May 12, 2022
Steven Erlanger and Norimitsu Onishi

Bloomberg

US Edition

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Markets

Finland Loses Main Gas Supply After Refusing Payment in Rubles

- Fuel accounts for just 5% of the nation's energy mix
- Supplies continue to arrive via pipeline from Estonia

AP Associated Press

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US general: No need to add ground forces in Sweden, Finland

By LOLITA C. BALDOR, Associated Press - Yesterday 6:53 PM



gettyimages
Bloomberg

Remarks by President Biden and President Niinistö of the Republic of Finland Before Bilateral Meeting

BRIEFING ROOM

MARCH 04, 2022 · SPEECHES AND REMARKS

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NATO

NATO Looks to 'Historic' Madrid Summit, With Sweden, Finland

NATO Secretary-General Jens Stoltenberg said he looked forward to welcoming Sweden and Finland at the summit hosted by Spain's capital on June 29-30

By Joseph Wilson · Published May 30, 2022

The Washington Post
Democracy Dies in Darkness

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May 26, 2022 at 11:19 am ET ★

Finland's Prime Minister Sanna Marin Tours Ukraine's Bucha, Irpin

By Alina Heineke



abc NEWS

VIDEO

LI

Turkey demands 'concrete steps' to back Nordics' NATO bids

A senior Turkish official says Turkey will not agree to Sweden and Finland joining NATO without "concrete steps in a certain timeframe" to address Ankara's concerns

By Suzan Fraser Associated Press

May 25, 2022, 2:09 PM

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Politics Fact Checker Biden administration The 202s Polling Redistricting tracker Elections

POLITICS

US: Turkey's NATO issues with Sweden, Finland will be fixed

By Matthew Lee | AP
May 27, 2022 at 5:21 p.m. EDT



Secretary of State Antony Blinken, right, arrives for a news availability with Finland's Foreign Minister Pekka Haavisto, after their meeting at the State Department, Friday, May 27, 2022, in Washington. (AP Photo/Alex Brandon)

Why this market – trends

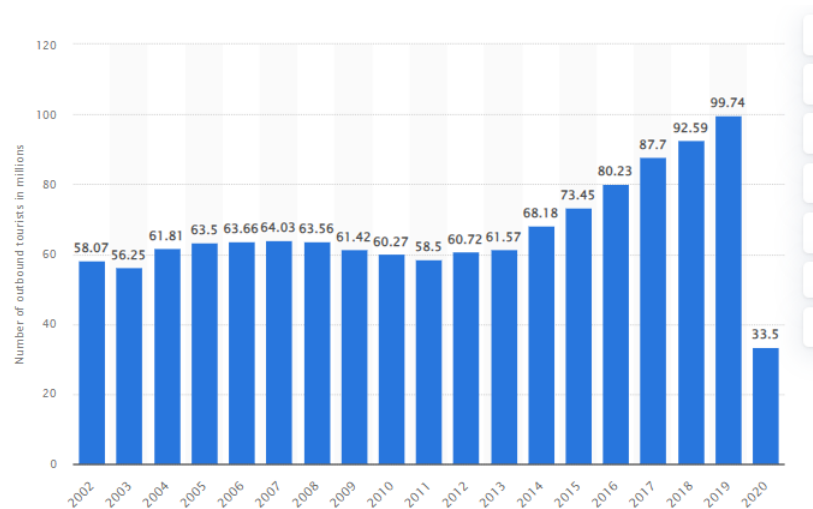
USA

- Population 334 million
- Passport holders 48%
- 99 million outbound – travelers in 2019

Travel, Tourism & Hospitality

Number of outbound tourists from the United States from 2002 to 2020

(in millions)



© Statista 2022

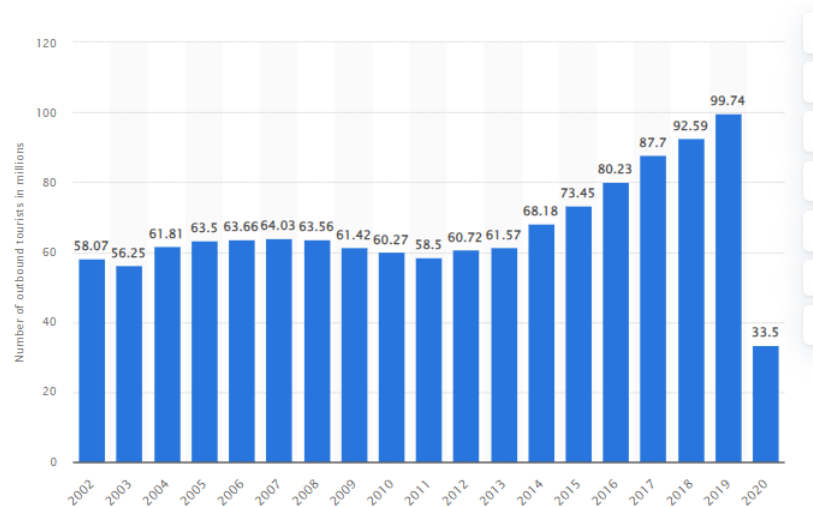
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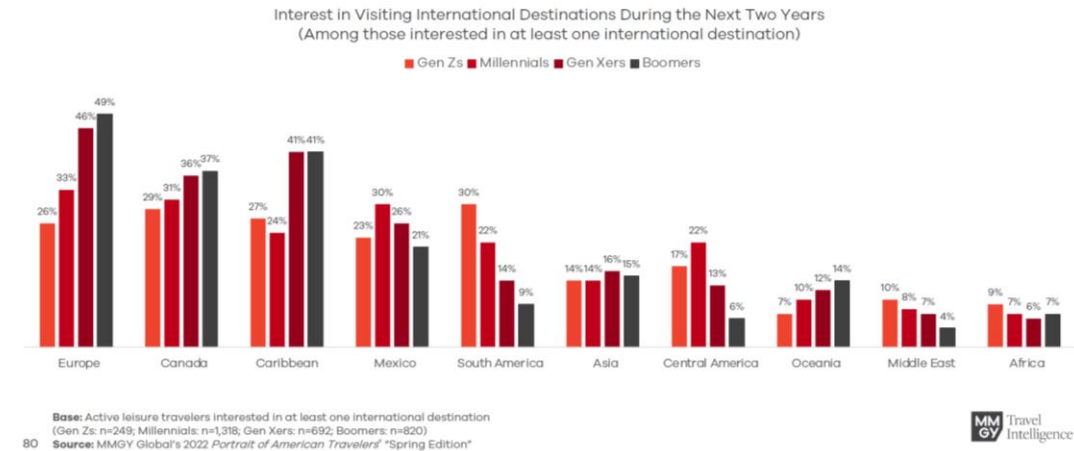
Number of outbound tourists from the United States from 2002 to 2020
(in millions)



© Statista 2022

- Europe number 1 destination region
- Gen X and Boomers still the biggest segment
- High spenders but expect comfort & quality

Interest in More Popular International Destinations (Europe, Canada, Caribbean) Increases with Age



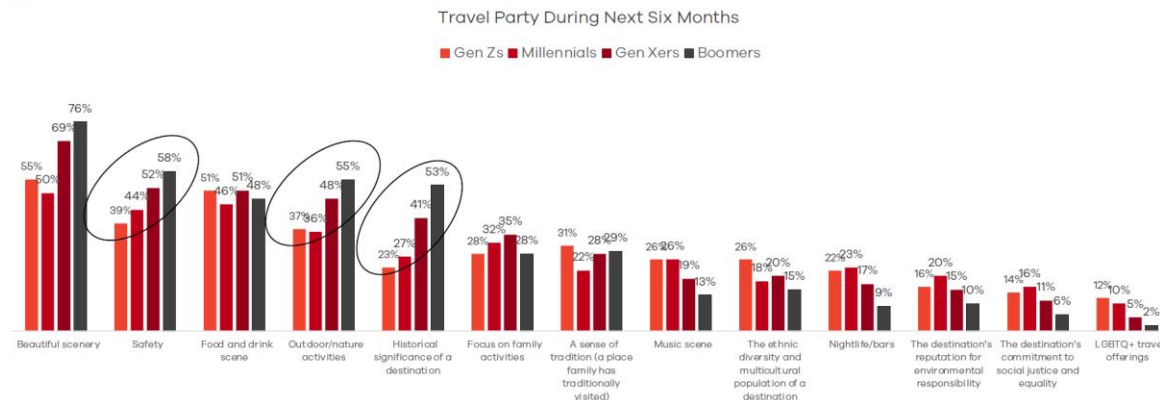
Why this market – trends

USA

➤ When selecting travel destination

1. Beautiful scenery
2. Safety
3. Food and drink
4. Outdoor & nature activities
5. History

Safety, Outdoor Activities and History of a Destination Tend to Be More Important As a Traveler Gets Older



Base: Active leisure travelers (Gen Zs: n=272; Millennials: n=1,494; Gen Xers: n=866; Boomers: n=1,198)

Source: MMGY Global's 2022 Portrait of American Travelers® Spring Edition*



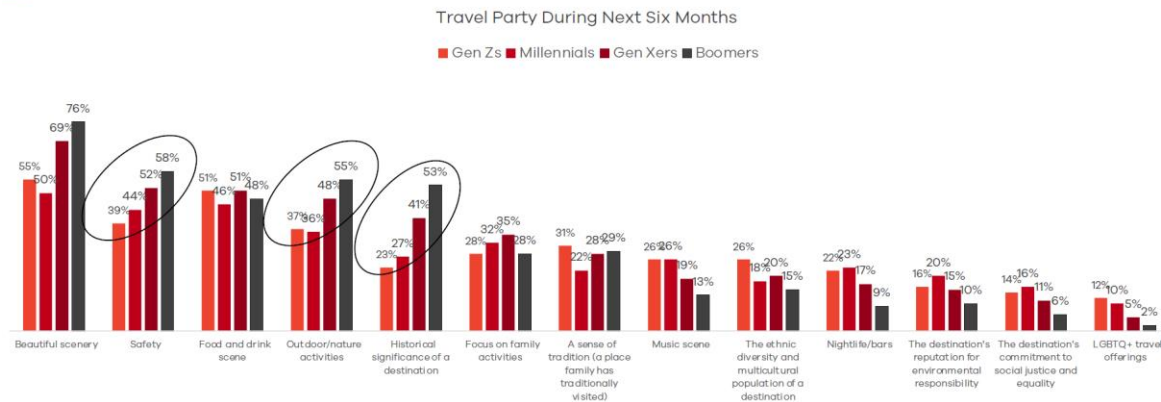
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➤ Interest in sustainability is growing



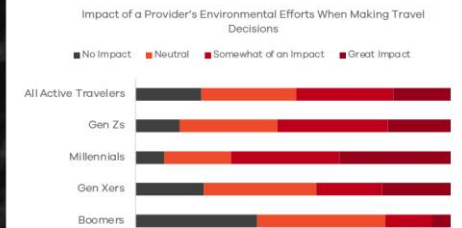
Compared to 2021, a Higher Proportion of Travelers Indicate They Consider a Provider's Environmental Efforts When Making Travel Decisions

Base: Active leisure travelers (n=3,985)
Source: MMGY Global's 2022 Portrait of American Travelers' "Spring Edition"

15% 2021 20% 2022

of active leisure travelers indicate a travel service provider's focus on sustainability and environmental considerations **greatly** impacts their travel decision-making.

/ Significantly more Gen Zs and Millennials indicate it has at least somewhat of an impact.





Visit Finland

Market Development - USA

Digital Demand internet searches

Forward Keys flight data

Overnight Statistics

Facts and Figures

USA

- Digital demand -> USA has been growing fast in terms of travel related internet searches in Finland, being the third biggest source market in 2021 and second biggest in Q1 2022 right behind Germany. Sauna is consistently the number one most searched word and Santa Claus, Cities and Glass Cabins also being very popular amongst American searchers
- Forward keys -> Flight bookings from US to Finland in June and July are getting close to pre-pandemic levels (-7% and -8%). Overall Sweden and Norway have recovered faster and are already almost or even above the 2019 levels. Capacity from US has increased significantly thanks to Finnair's additional and expanded flight network. The connectivity from US to Finland is now better than ever with a 17% increase from pre-pandemic levels
- Overnights -> Although Finland is still far behind pre-pandemic levels in overnights, there was a significant increase last December-February period, with only 26% less nights than in winter 2019. Prior to the pandemic, spring increased significantly (+36% from 2018 to 2019). In 2019 36% of the overnights (the majority) were recorded in the summer. USA was the 5th biggest market in Finland during the summer and spring before the pandemic



Digital Demand

Digital Demand: Tourism related searches in Finland Q1 2022

USA now the second biggest market behind Germany in Q1

Rank	Country	Searches	Growth Q1 2021
1	Germany	167 283	52%
2	United States	151 590	41%
3	Japan	122 944	23%
4	United Kingdom	102 743	51%
5	Italy	76 999	25%
6	France	75 588	53%
7	Spain	56 833	36%
8	Netherlands	54 827	92%
9	Estonia	48 181	26%
10	India	39 253	20%
11	Switzerland	37 519	52%
12	Canada	37 513	49%
13	Sweden	34 369	26%
14	Austria	26 874	54%
15	Belgium	23 516	47%
16	China	19 757	-36%
17	Australia	16 941	40%
18	South Korea	10 801	9%

All international searches in Q1 2022:

1 434 394 (growth YoY 49% compared to Q1 2021)

Top markets by volume:

Germany, **USA** and Japan

Biggest growth:

Netherlands

Over 50% growth:

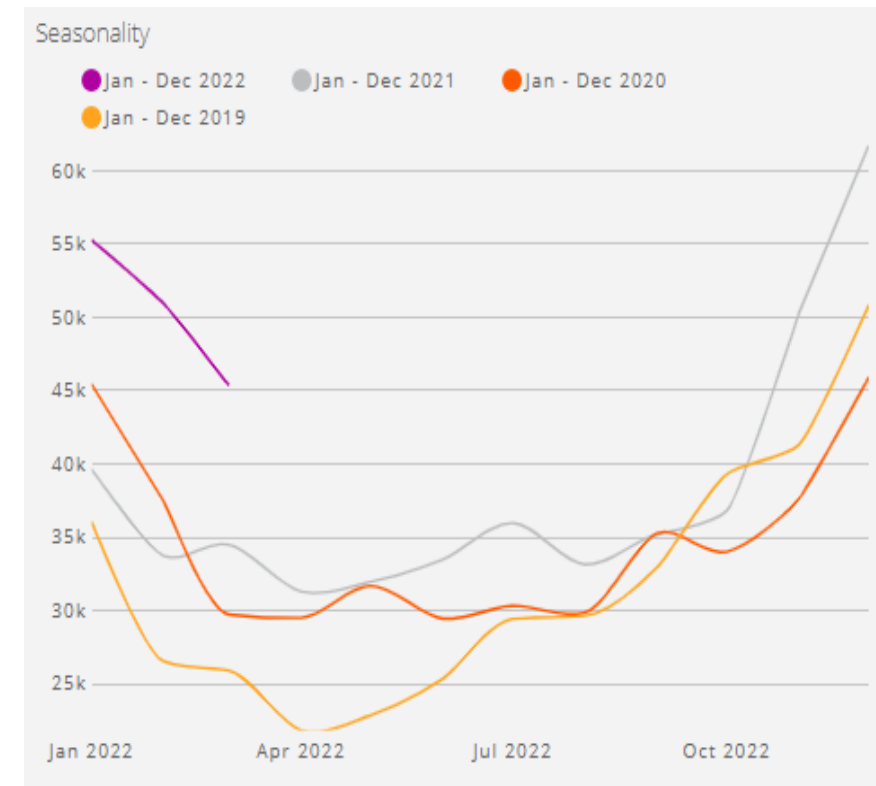
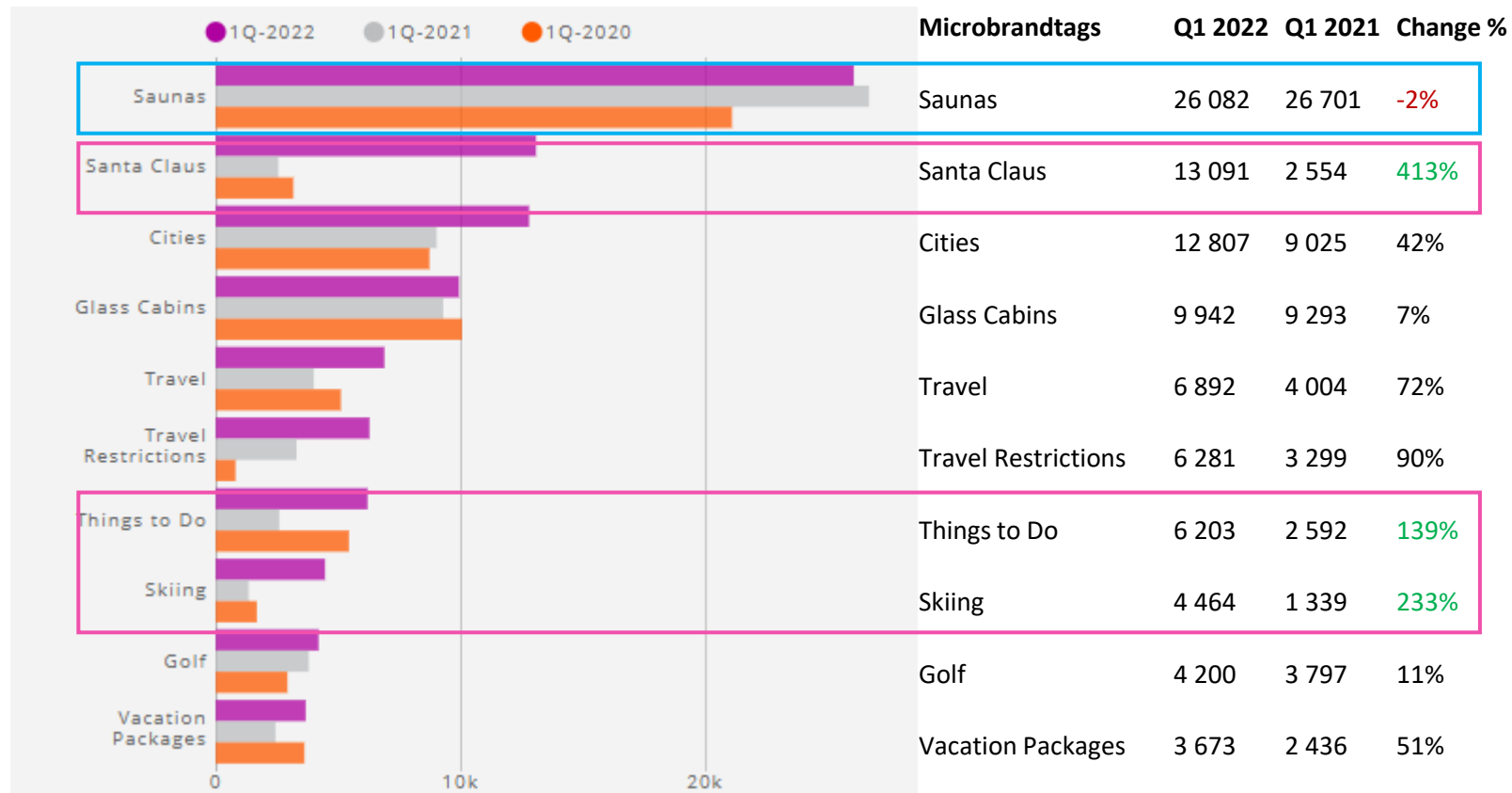
Austria, France, Germany, Switzerland, UK

Digital Demand USA: Market specific searches in Q1 2022

'Sauna' clear number one by volume, biggest growth for 'Santa Claus', 'Things to Do' and 'Skiing'

Number of searches from US: 52 000 (growth YoY 40% compared to Q1 2021)

Seasonality: The majority of searches are done in the fall and winter



Digital Demand: Tourism related searches in Finland 2021

USA the third biggest market behind Germany and Japan in 2021

Rank	Country	'21 Searches	'20-'21 Growth	'19-'20 Growth
1	Germany	499 041	5%	3%
2	Japan	484 472	0%	-12%
3	United States	457 733	10%	9%
4	United Kingdom	351 046	12%	6%
5	Russia	277 955	-14%	-35%
6	Italy	249 839	8%	9%
7	France	221 519	12%	-16%
8	Spain	194 325	18%	-12%
9	Netherlands	169 799	8%	30%
10	Estonia	169 027	30%	24%
11	India	145 189	12%	4%
12	Sweden	127 622	8%	-1%
13	Switzerland	112 178	4%	-4%
14	Canada	107 616	11%	5%
15	China	85 324	-58%	-63%
16	Austria	80 750	7%	-6%
17	Belgium	71 803	7%	5%
18	Australia	54 662	-12%	-9%
19	South Korea	45 618	2%	9%

All international searches in 2021:

4 410 900 (growth YoY 8% compared to 2020)

Top markets by volume:

Germany, Japan and **USA**

Biggest growth:

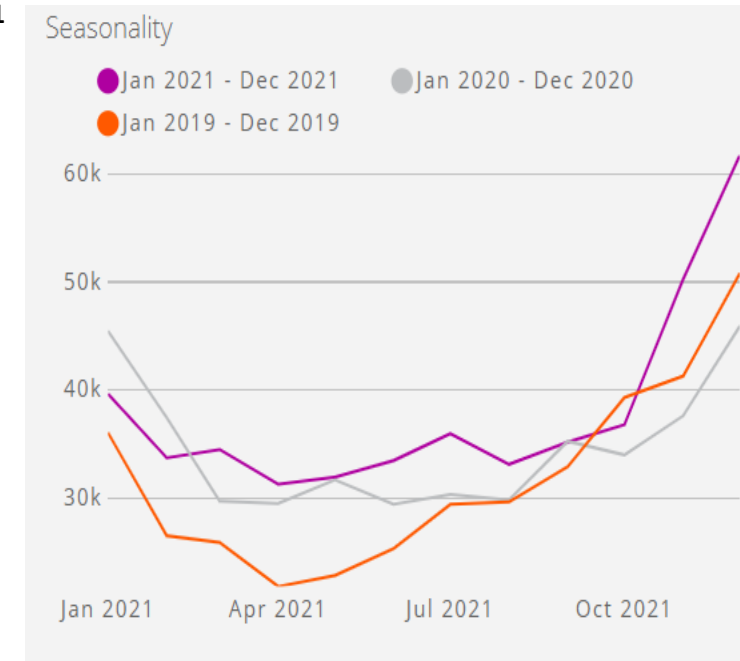
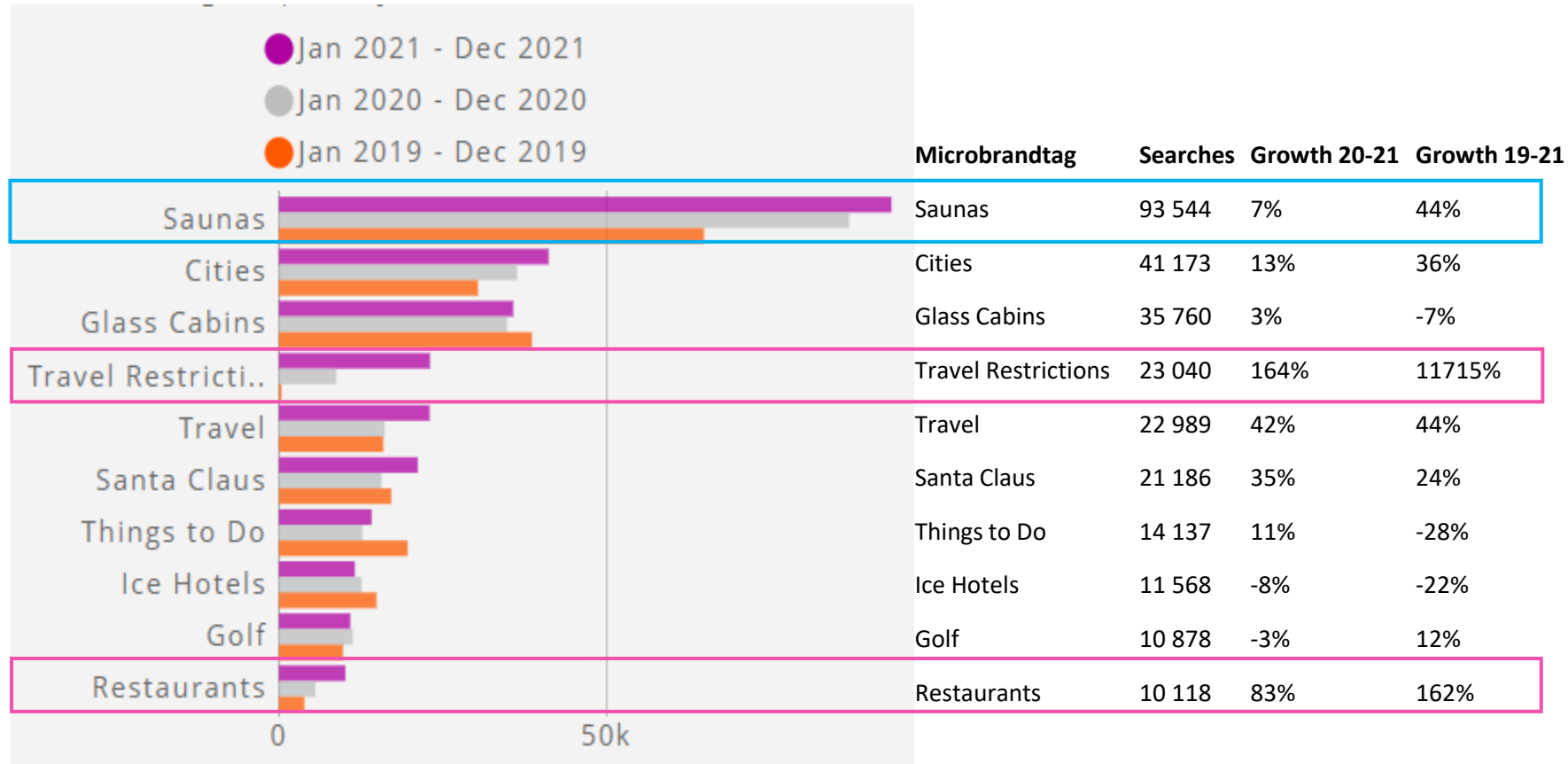
Netherlands and Estonia

Digital Demand USA: Market specific searches in 2021

'Sauna' clear number one by volume, biggest growth for 'Travel Restrictions' and 'Restaurants'

Number of searches from US: 458 000 (growth YoY 10% compared to 2020, 9% to 2019)

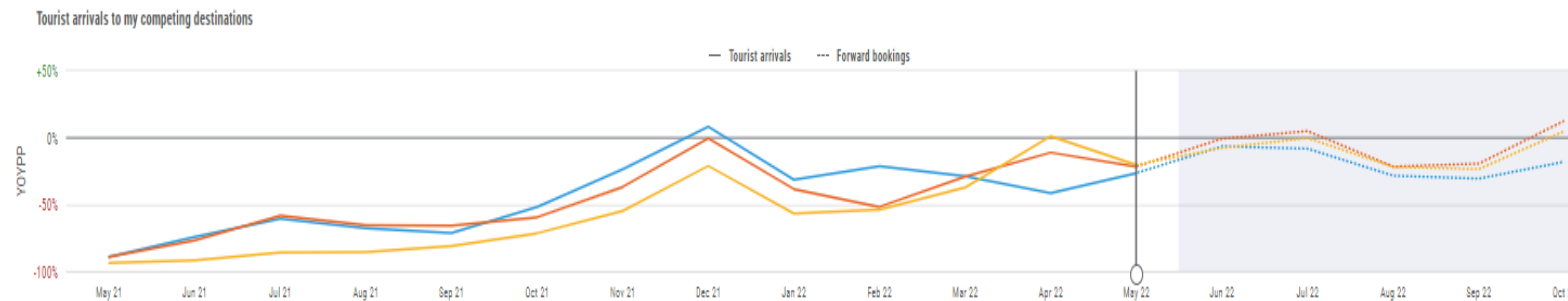
Seasonality: The majority of searches were done in November-December



Forward Keys

Bookings from USA to Finland, Sweden, Norway

Destination benchmark
YOYPP of tourist arrivals



- Finland is only -7% from 2019 levels in June and -8% in July
- Sweden is -1% behind in June and +5% ahead of 2019 levels in July
- Norway is slightly behind Finland in June recovery (-8%) but ahead of Finland in July (on-level with 2019)
- Norway and Sweden have much bigger volumes than Finland overall

2022	June	July	August	September	October
Finland	9 144	6 594	2 511	956	294
Sweden	26 318	20 842	8 480	2 826	650
Norway	20 417	16 000	9 055	3 509	821

2022	June	July	August	September	October
Finland	-7%	-8%	-29%	-31%	-18%
Sweden	-1%	5%	-22%	-20%	13%
Norway	-8%	0%	-22%	-24%	5%

Direct flights to Finland June-September 2022

and change in seat capacity compared to pre-pandemic

USA

25 avg. weekly flights

(Share; %YoYPP Var)

(4%; +17%)

From	To	Avg. weekly frequency
New York (JFK)	HEL	7
Chicago (ORD)	HEL	7
Dallas (DFW)	HEL	4
Los Angeles (LAX)	HEL	3
Seattle (SEA)	HEL	3

Europe

1,110 avg. weekly flights

(Share; %YoYPP Var)

(89%; -24%)

Asia

47 avg. weekly flights

(Share; %YoYPP Var)

(7%; -66%)

From	To	Average weekly frequency
Tokyo (NRT)	HEL	7
Tokyo (HND)	HEL	7
Singapore (SIN)	HEL	7
Bangkok (BKK)	HEL	7
Delhi (DEL)	HEL	7
Doha (DOH)	HEL	4
Mumbai (BOM)*	HEL	3
Seoul (ICN)	HEL	3
Hong Kong (HKG)	HEL	2
Shanghai (PVG)	HEL	2

*Osaka, Nagoya, Fukuoka, and Sapporo as well as Busan suspended due to the Russian airspace closure. *) Mumbai starts in Aug.*

Dubai (by Flydubai) will resume in late Sep 2022.

USA to Finland

Jun-Sep 2022

Database update 13-May

+17.2% YOYPP
for selected airlines

Share ↑↓ YOYPP

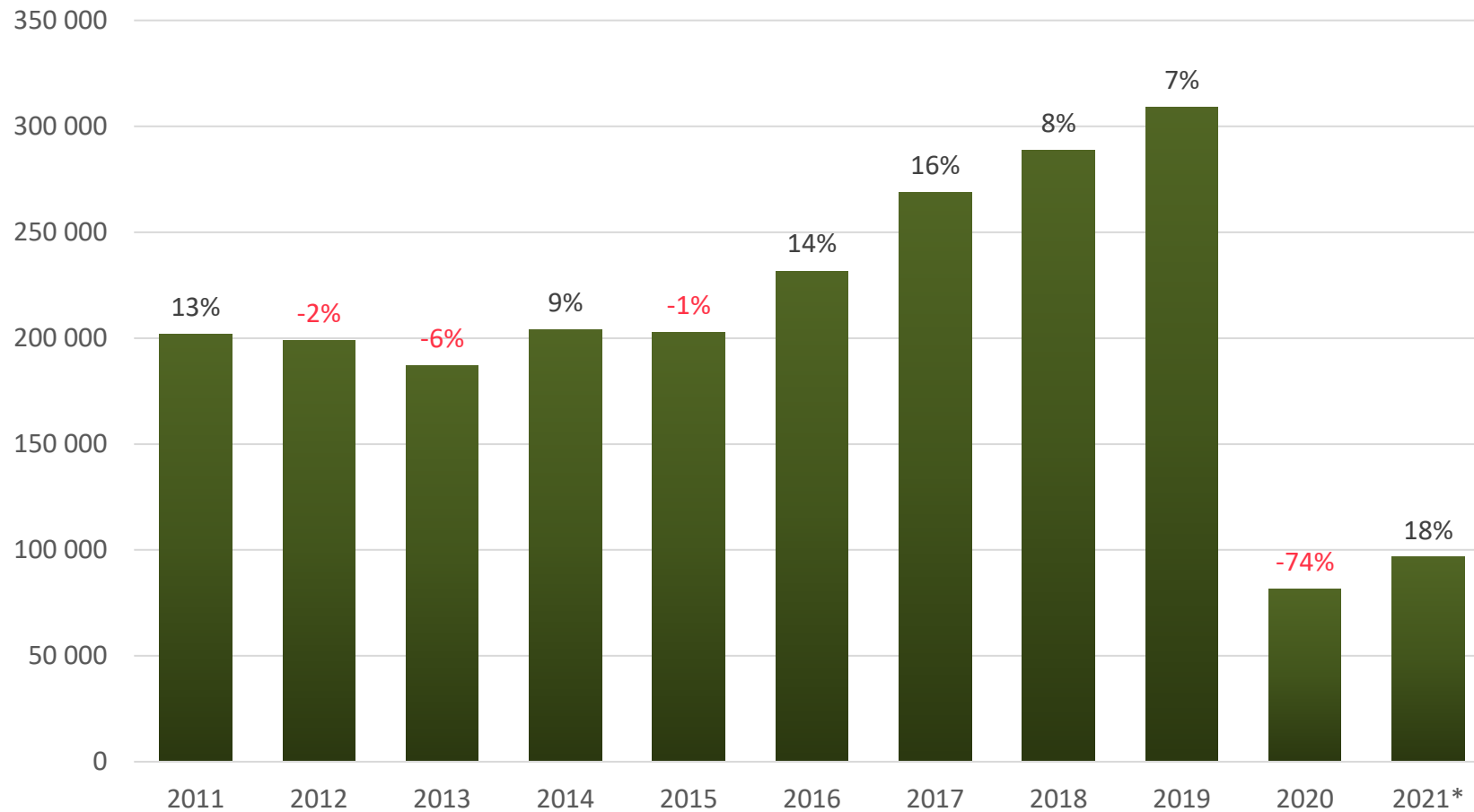
Finnair

+17.2%

From	To	Average weekly frequency
New York (JFK)	HEL	7
Chicago (ORD)	HEL	7
Dallas (DFW)	HEL	4
Los Angeles (LAX)	HEL	3
Seattle (SEA)	HEL	3

Overnights

USA – overnights in Finland 2011-2021

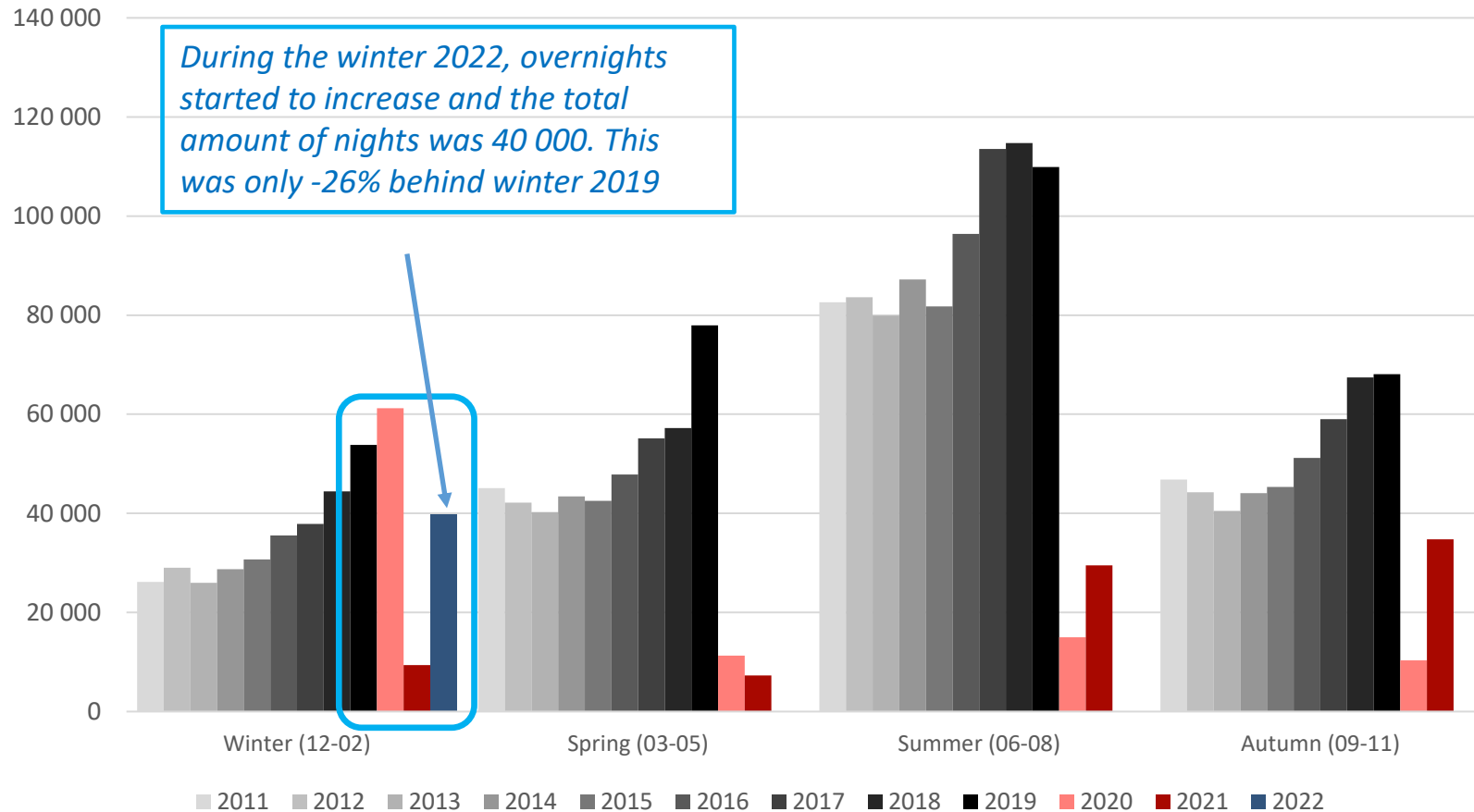


2021
97,000 nights
YoY change +18%

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

Seasonality of US overnights in Finland

US overnights by season 2011-2022



- In 2019 36% of the US overnights were spent in summer, 25% in spring.



- In winter 2022 (Dec-Feb) most overnights were spent in Helsinki Region (over 20 000). The second biggest region was Lapland with 15 000 overnights.

Visit Finland activities on the market - highlights

USA



Reboot Nordic Tourism- project 2022-

- ❖ Denmark, Finland, Sweden, Norway, Iceland, Greenland, Faroe Islands
- ❖ Developing sustainable tourism in the Nordics
- ❖ Funded by Tourist Boards, Minister Council of the Nordics and ETC
- ❖ Rotating Nordic co-ordination, external project manager in the US
- ❖ Destination training
- ❖ Marketing with tour operators and travel agency consortias
- ❖ Media relations
- ❖ Sales promotion
- ❖ Nordic Roadshow New York, Los Angeles, Seattle in October

<http://thenordics.travel>

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Ongoing Visit Finland marketing & PR activities

- Expedia & tour operator campaigns
- Virtuoso sales promotion activities
- Somebody Feed Phil Netflix Show

USTOA Conference & Marketplace Nov 28 –Dec 2, 2022

Visit Finland & Visit Estonia networking event in New York early December

Adventure Travel Association

DMC co-operation

Questions about Visit Finland in USA?

Visit Finland sales promotion activities

Asta Kekkonen asta.Kekkonen@businessfinland.fi

Heli Mende heli.mende@businessfinland.fi

Visit Finland PR

Sari Hey sari.hey@businessfinland.fi

KIITOS! THANK YOU!

