



Finland's Nation Brand 2021

Anholt-Ipsos Nation Brands Index (NBI)
Tourism Review

What do they think of us?

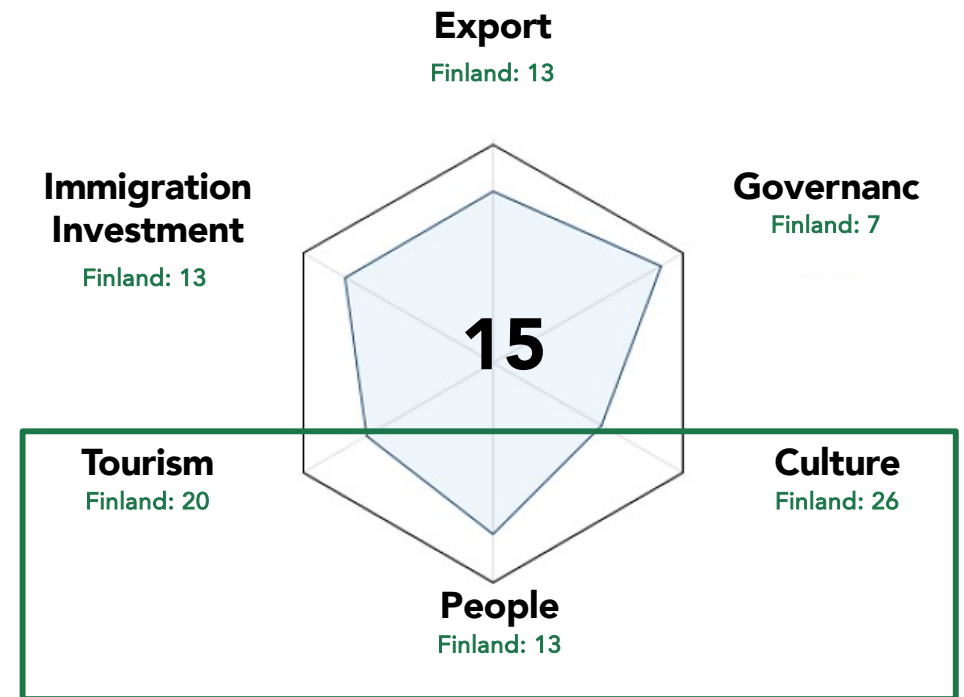
Finland receives its highest ranking ever

Tourism the biggest contributor



Finland's brand image is defined by people

- 60 countries were ranked based on 60,000 interviewees ages 18 and up from 20 core panel countries.
- 23 questions were asked covering all 6 themes.



Finland's reputation is rising in all categories and target markets in 2020 to 2021

Persistent work yields results

Tourism made a stunning rise - from 27th to 20th place in just over ten years



Finland's NBI Score and Rank (2008-2021)



tourism



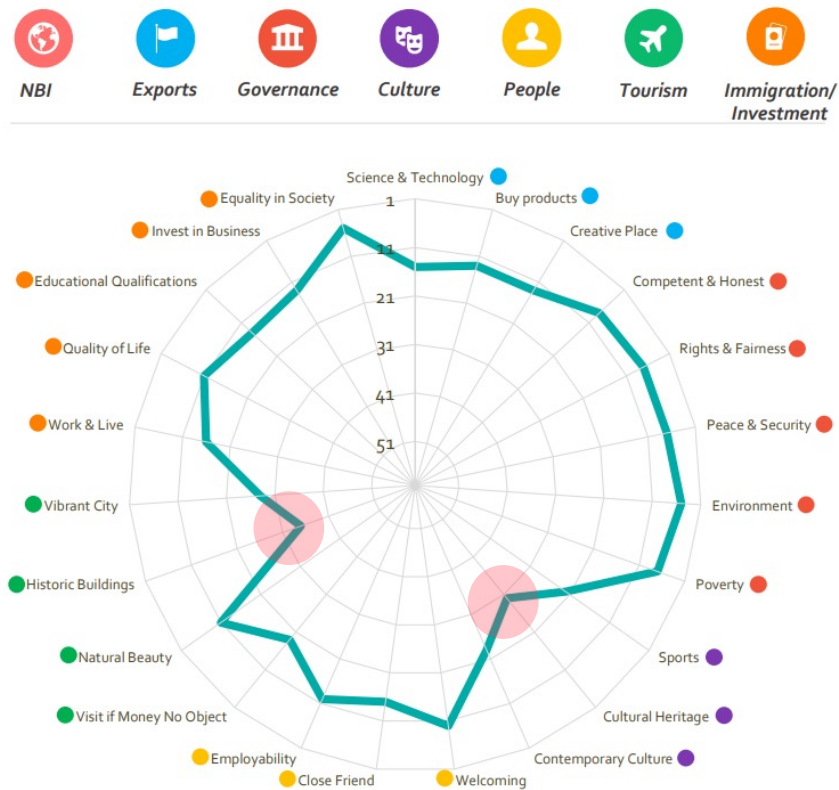
culture



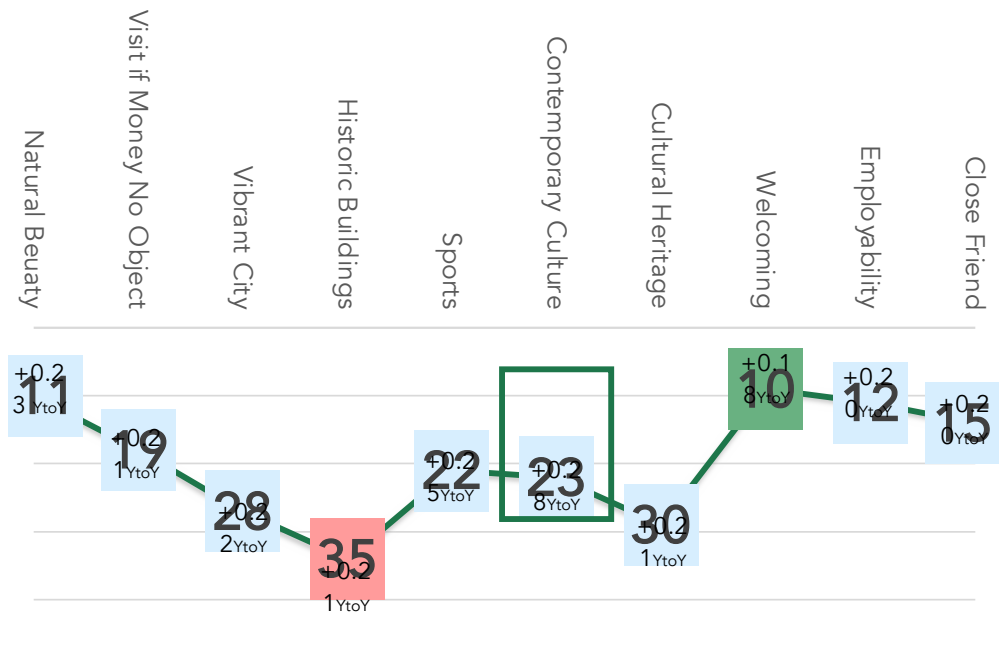
people



Tourism and Culture are top risers in 2021



Contemporary Culture rises the most from 2020

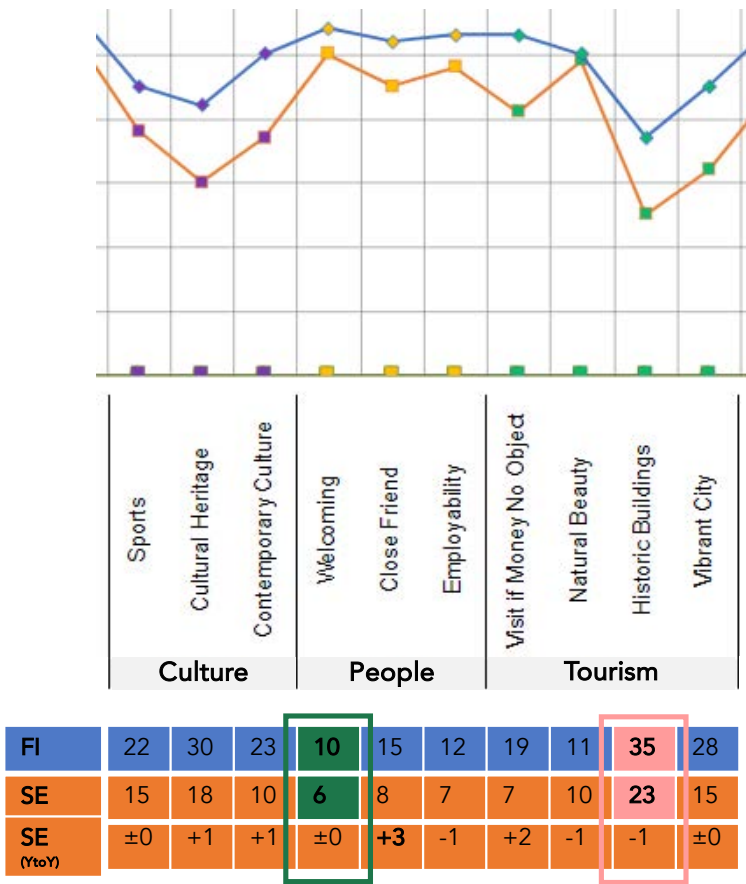


Finland's reputational areas are ranked between 60 countries

Finland follows Sweden in the rankings

Finland's **nature beauty** ranks best against Sweden;
vibrant city and **historic buildings** follow the most.

Finland's persistent work has yielded results,
yet work is to be done.






Sweden leads the Nordic comparison

Finland is a fascinating and safe tourist destination

...with modern design, museums and high technology

Finland's image as a safe destination is on solid ground

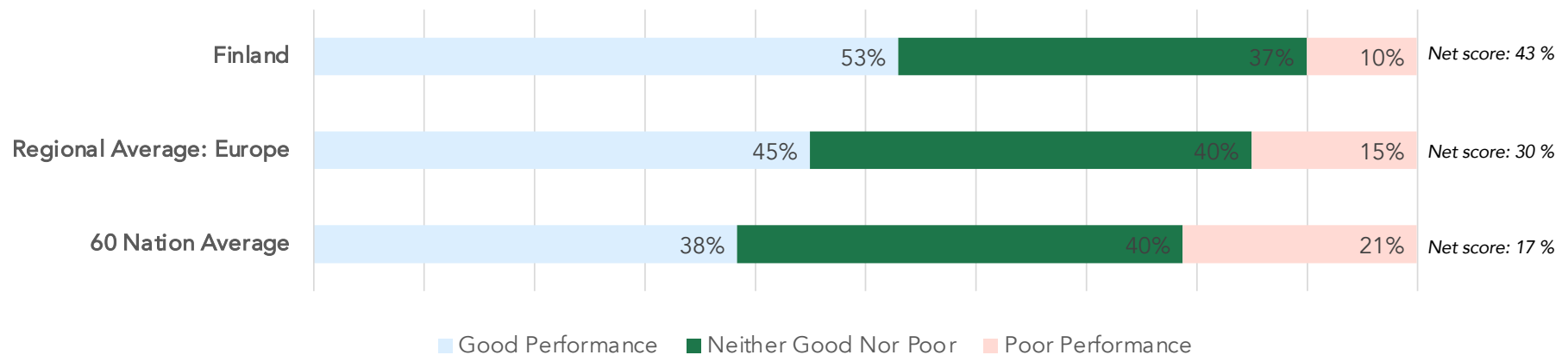
Finland is a fascinating and safe destination,
with hard-working, honest, and skillful people.

 Tourism		 Culture		 People	
Fascinating	32%	Modern Design	28%	Hard-Working	37%
Relaxing	32%	Museums	27%	Honest	32%
Educational	27%	Sports	22%	Skillful	31%
Exciting	26%	Music	21%	Tolerant	25%
Romantic	18%	Sculpture	18%	Fun	18%
Spiritual	12%	Films	17%	Rich	17%
Boring	6%	Opera	12%	Aggressive	4%
Stressful	4%	Street Carnival	11%	Unreliable	4%
Depressing	4%	Pop Videos	11%	Ignorant	3%
Risky	3%	Circus	8%	Lazy	3%

The words Finland is associated most and least with

Finland tackles health care crises

COVID-19 performance and management of health care crises are above the European average



Net scores are calculated by subtracting poor performance from good performance

Did you know?



Finland's best ranking in tourism is in South Korea

The best overall improvement is among Indian people, rising more than ten places

Different sexes rank Finnish tourism in the same way

Finland's tourism performs best among older generations, the over-45s

No apparent change in the cultural perception of Finland between generations

Finland follows the other Nordic countries in rankings, especially in tourism and culture

The Germans perceive the Finns as the most welcoming people of all

Different generations rank Finnish people in the same way



Thank you!