



Visit Finland Market Webinar Spring 2023

Spain & Italy



Spain & Italy market outlook

Agenda

- Facts & Figures
 - Overnights
 - Seat Capacity
 - Internet Searches
- Travel trends
- Market update
- B2B Activities
- PR
- Q & A

Visit Finland –Spain & Italy Team



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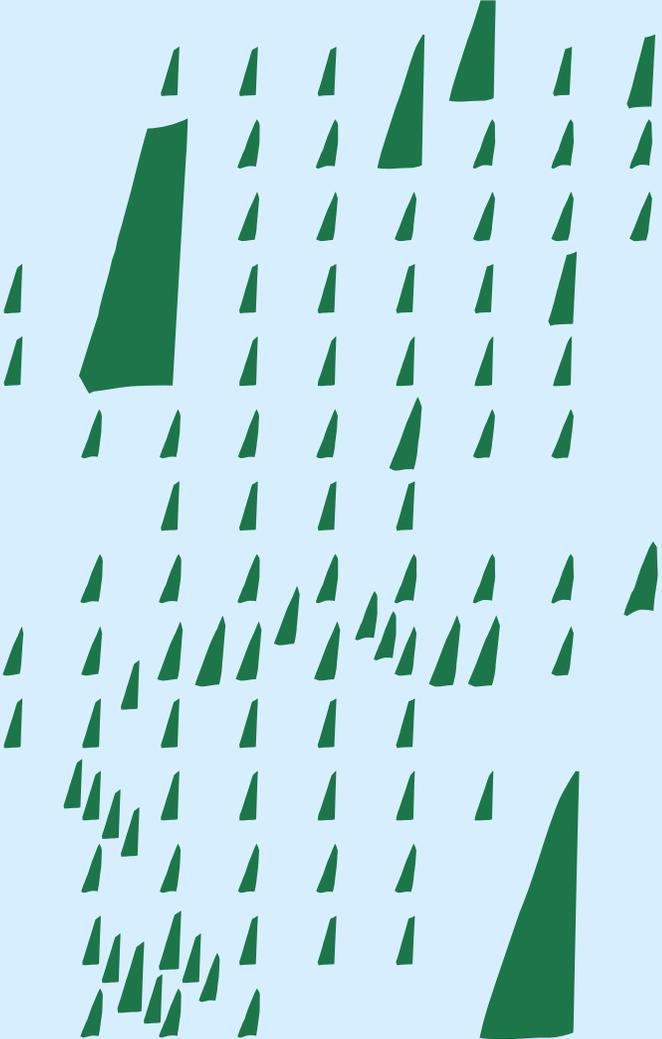
Hanna Muniovara
Regional Partnership
Manager



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Country Manager Spain &
Italy

Overnights in Finland

Year 2022 & Jan-Feb 2023



Overnights in Finland in 2022 & top source markets

Year 2022 vs. year 2019

Overnights in 2022

Total foreign 5.0 M

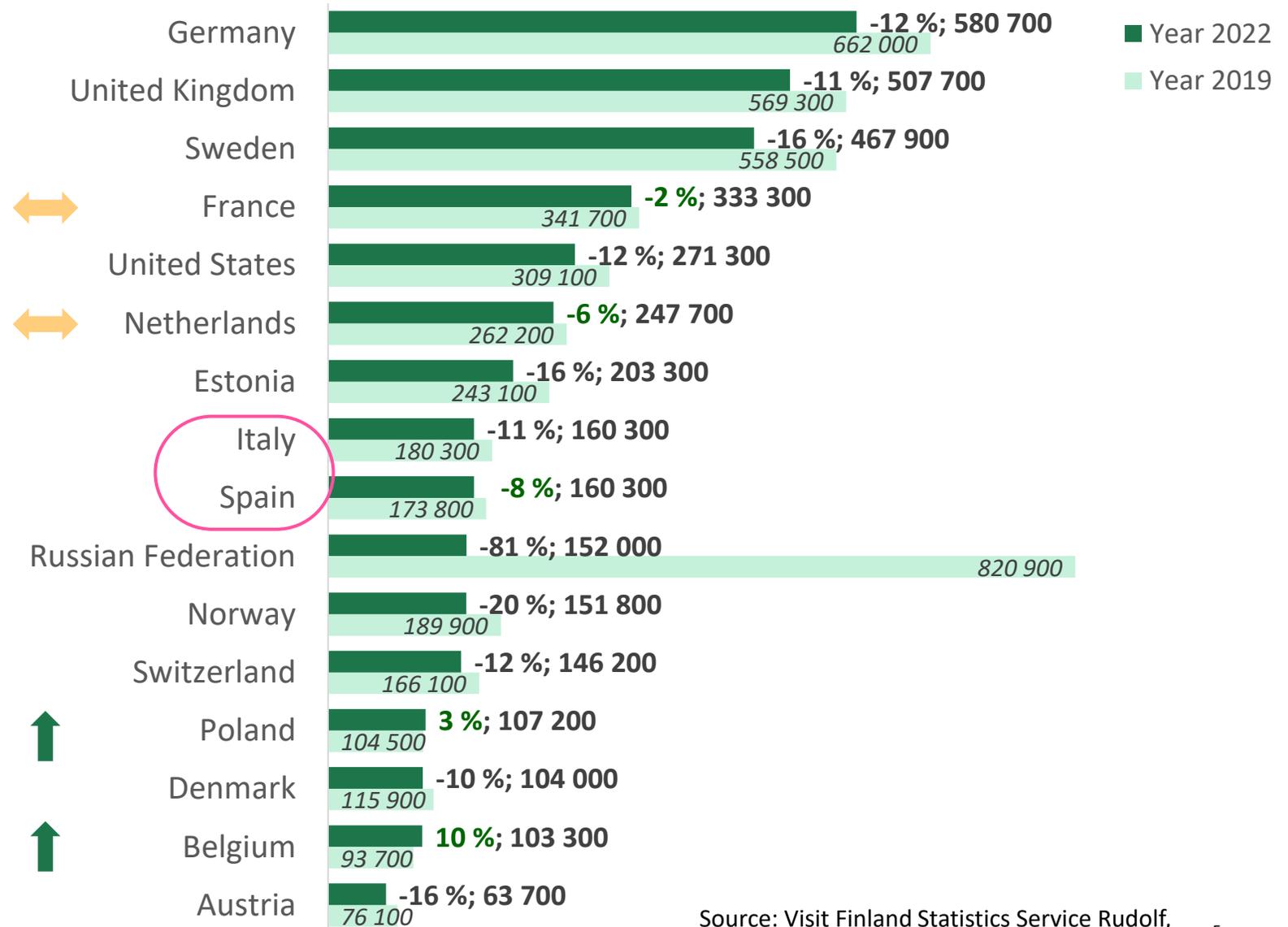
(-29% vs. 2019)

Foreign excl. Russia 4.8 M

(-23% vs. 2019)

EU+UK 3.4 M

(-9% vs. 2019)

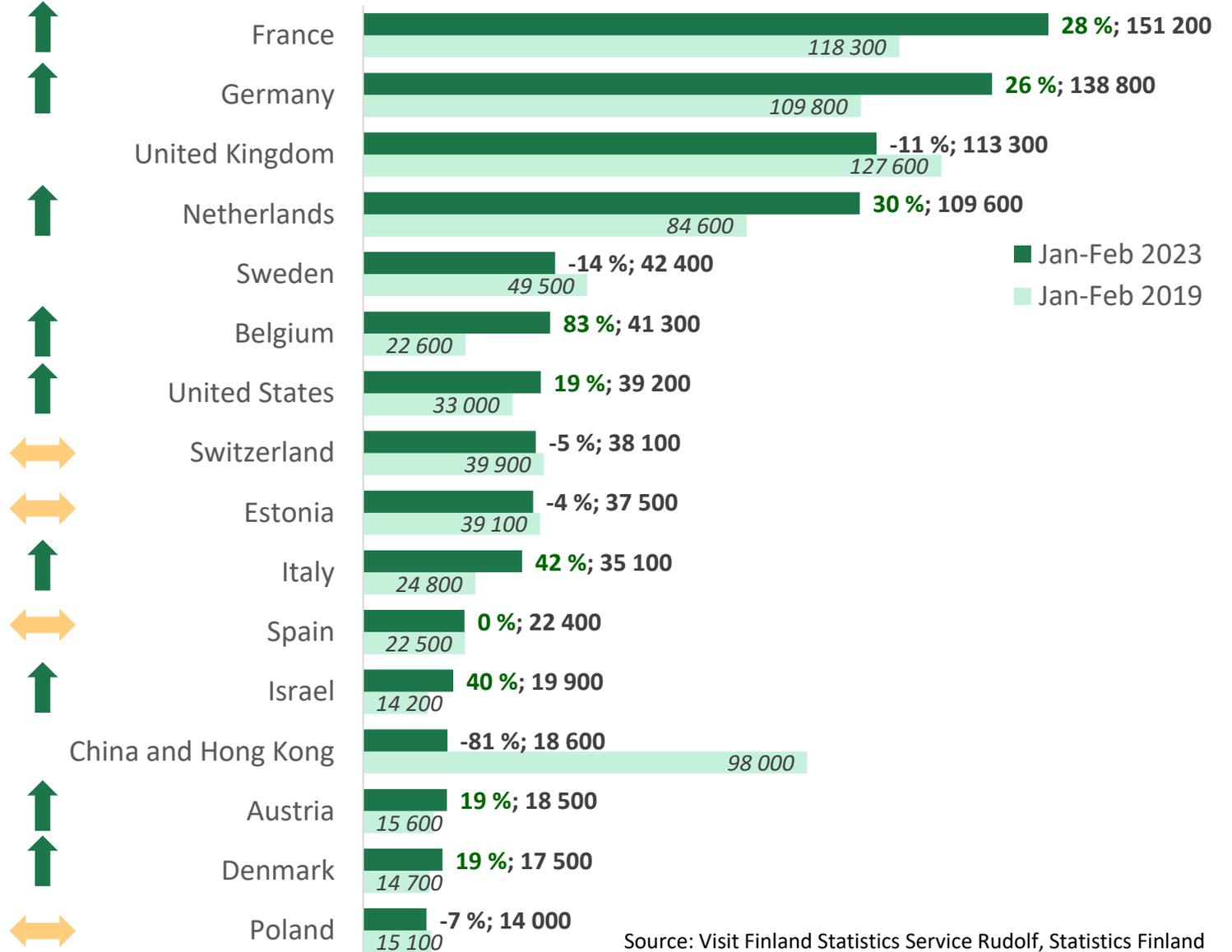


Top16 countries 2023 – overnights in Finland

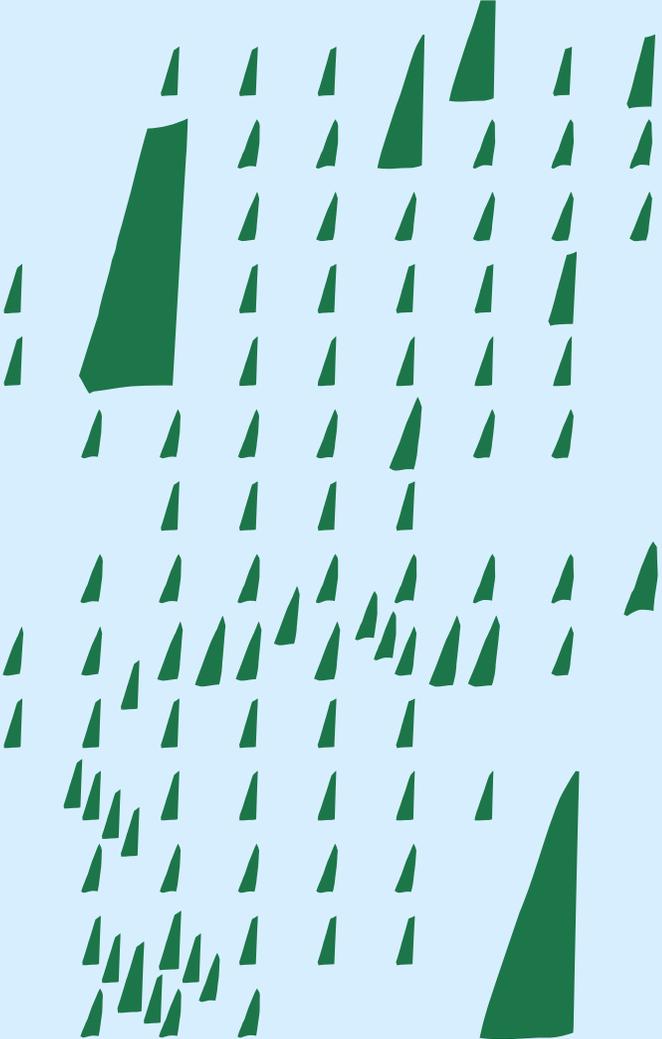
Jan-Feb 2023 vs. Jan-Feb 2019

Top5 origin countries for Feb2023 overnights

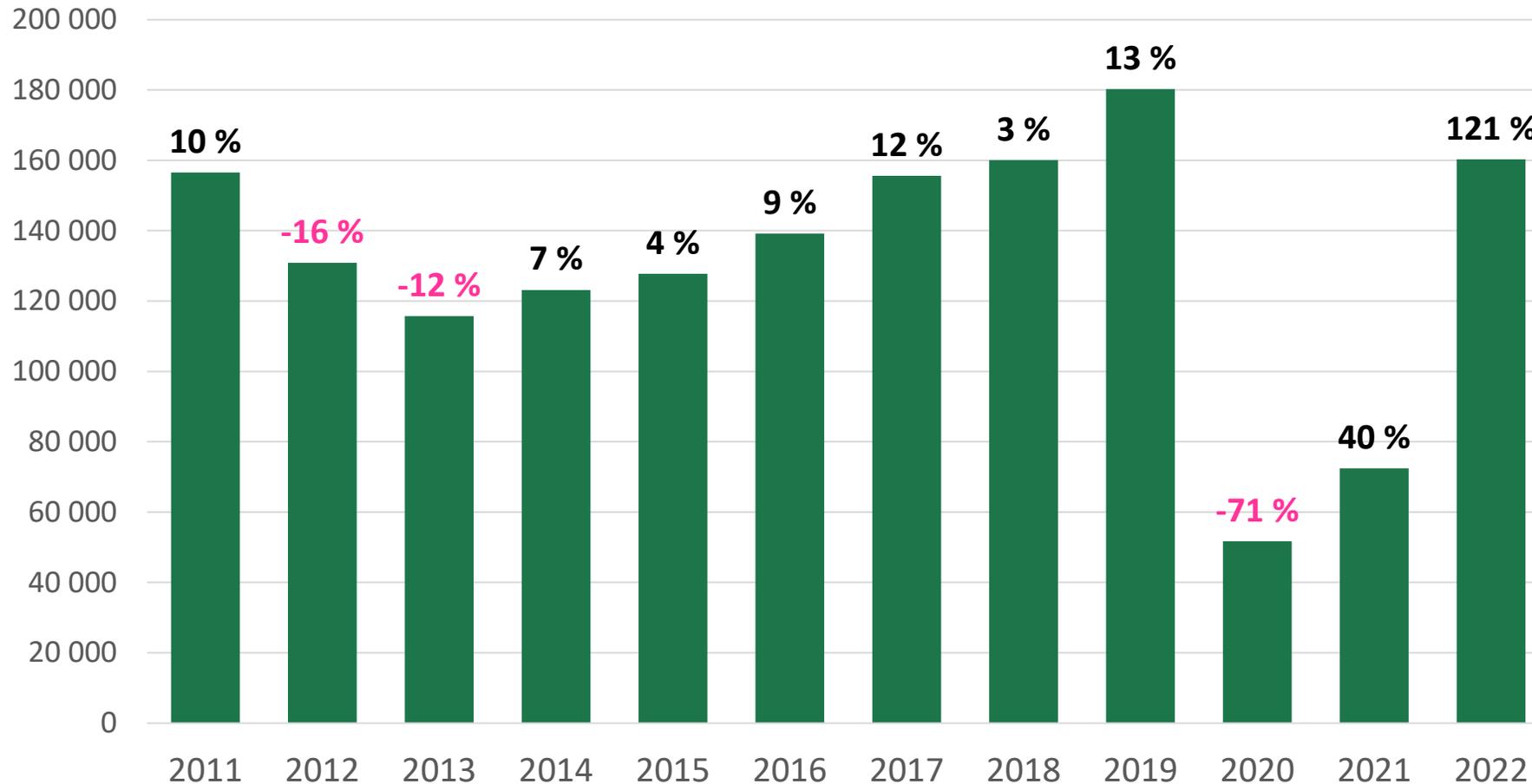
	Overnights	Change to Feb2019
France	79 800	+28%
Germany	77 000	+22%
Netherlands	54 300	+19%
UK	53 100	-15%
Belgium	22 800	+81%



Italian overnights in Finland



Italian overnights in Finland 2011-2022



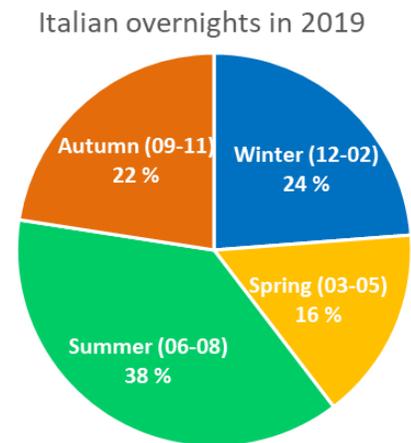
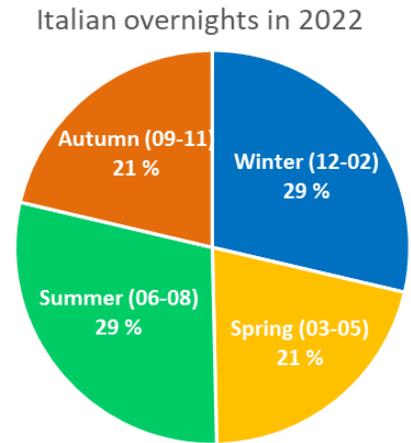
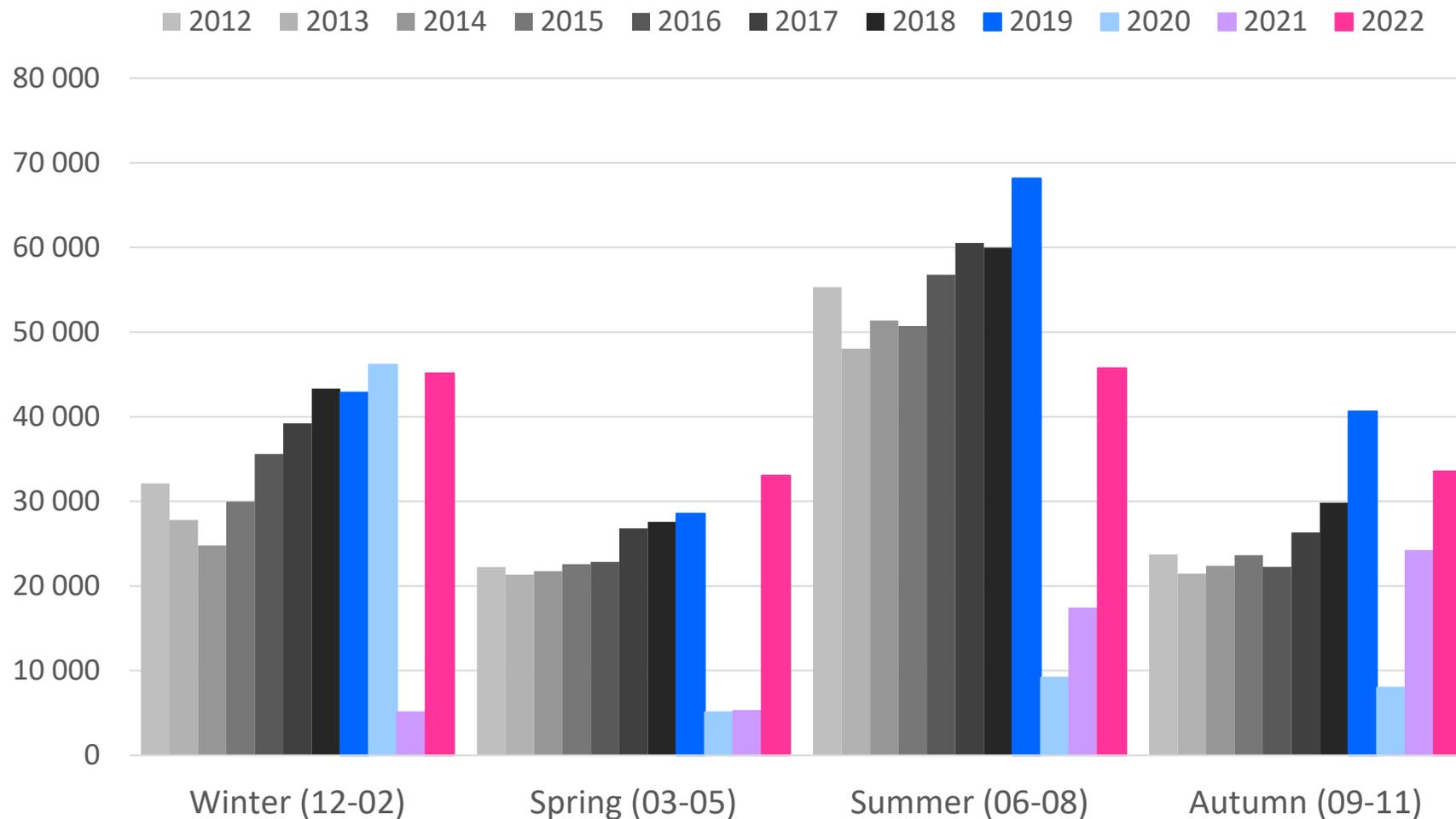
2022

160,300 nights
#8 in market ranking
(together with Spain)
YoY change +121%
2022 vs. 2019 -11%

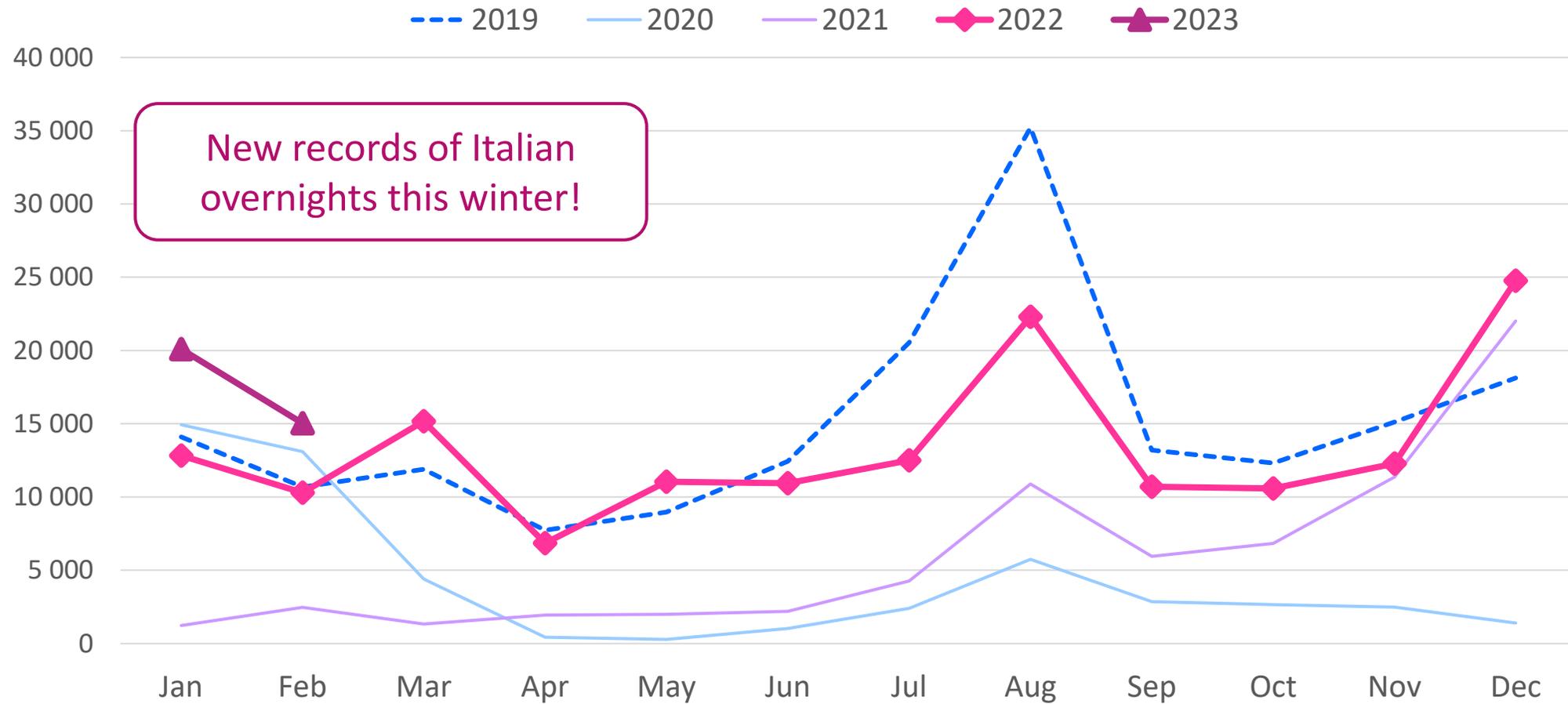
2019

180,300 nights
#12 in market ranking

Italy – Seasonal Overnights in Finland 2012-2022



Italian monthly overnights in Finland 2019-2023

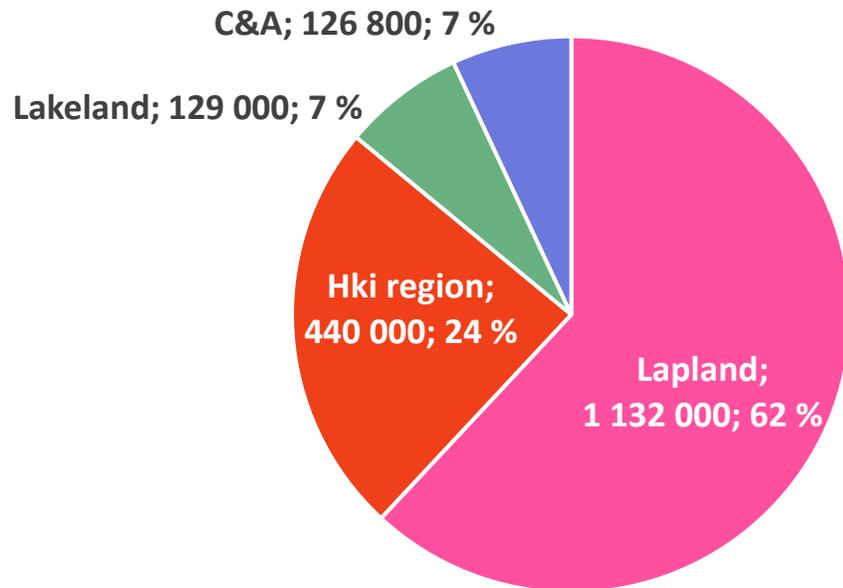


Foreign overnights in high winter season 2022-2023

And change compared to pre-pandemic

1.8 M foreign overnights
(-12% vs. winter2019)

- **1.3 M** from EU-27 + UK (+15%)
- **186,000** from Asia (-46%)
- **88,000** from America (+21%)



High winter season (12-02)

	Dec2018- Feb2019	Dec2022- Feb2023	Change 2023 vs. 2019
United Kingdom	334 900	341 100	+2%
France	161 700	209 900	+30%
Germany	151 300	180 700	+19%
Netherlands	106 700	131 200	+23%
USA	53 800	64 700	+20%
Sweden	75 100	63 600	-15%
Spain	59 400	63 100	+6%
Italy	42 900	59 900	+40%
Estonia	58 200	59 600	+2%
Belgium	30 300	51 100	+69%
Switzerland	51 800	48 600	-6%
China & Hong Kong	139 700	33 200	-76%
Singapore	35 300	31 400	-11%
Ireland	14 900	28 600	+92%
Australia	32 600	26 000	-20%
Denmark	21 200	24 300	+14%

Winter high season 2023: Foreign overnights in main regions

And comparison with winter high season 2019

Lapland region

1,132,000 overnights
+8% vs. winter2019

Share of all foreign **62%**

Main dest: **Rovaniemi, Inari-Saariselkä, Levi, Ylläs**

Helsinki region

440,000 overnights
-26% vs. winter2019

Share of all foreign **24%**

Main dest: **Helsinki**

Lakeland

129,000 overnights
-53% vs. winter2019

Share of all foreign **7%**

Main dest: **Tampere, Lahti, Jämsä, Sotkamo, Jyväskylä**

Coast & archipelago

126,800 overnights
-19% vs. winter2019

Share of all foreign **7%**

Main dest: **Oulu, Syöte, Turku, Åland, Vaasa**

Top5 countries of origin

UK	298,700	+8%
France	179,600	+38%
Germany	111,100	+44%
Netherlands	103,800	+35%
Spain	41,900	+5%

Top5 countries of origin

Germany	38,100	-5%
USA	35,900	+12%
UK	33,700	-23%
Sweden	30,800	-15%
France	19,200	+8%

Top5 countries of origin

Estonia	22,200	+4%
Germany	14,000	-16%
Netherlands	6,600	-22%
Sweden	6,400	-41%
UK	5,200	-29%

Top5 countries of origin

Sweden	19,700	-10%
Germany	17,600	0%
Estonia	9,500	-18%
Netherlands	7,600	+19%
France	6,000	+14%

New records for the Italian visitors in Lapland region during high winter season 2022-2023

Dec 2022 – Feb 2023

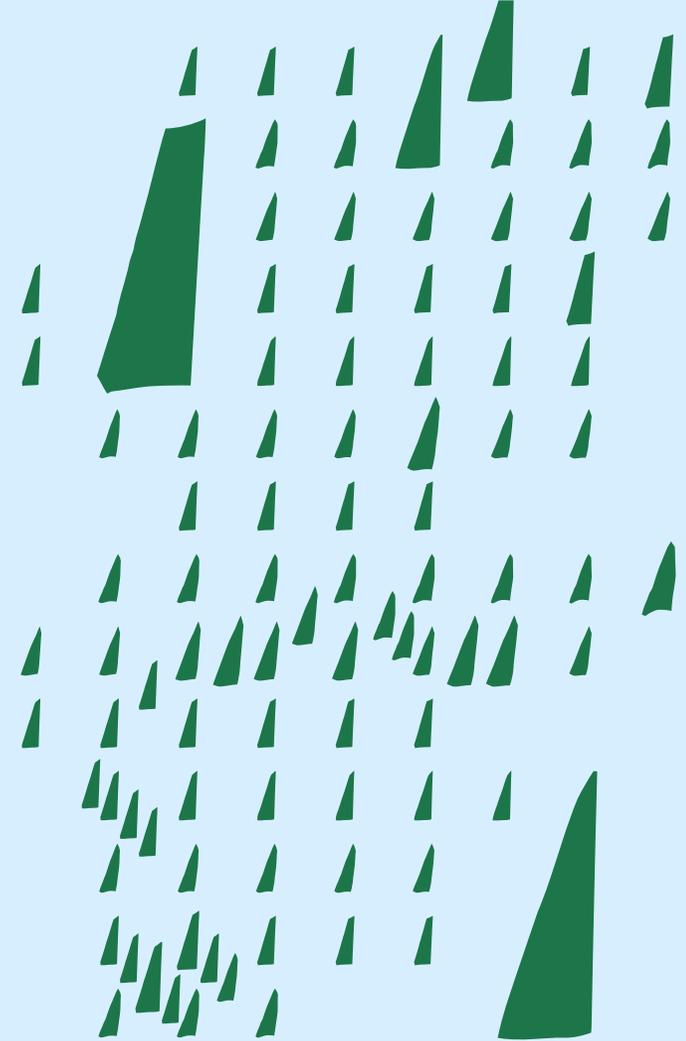
37,000 Italian overnights
in the Lapland region

+62% vs. winter 2019
&
+47% vs. winter 2020

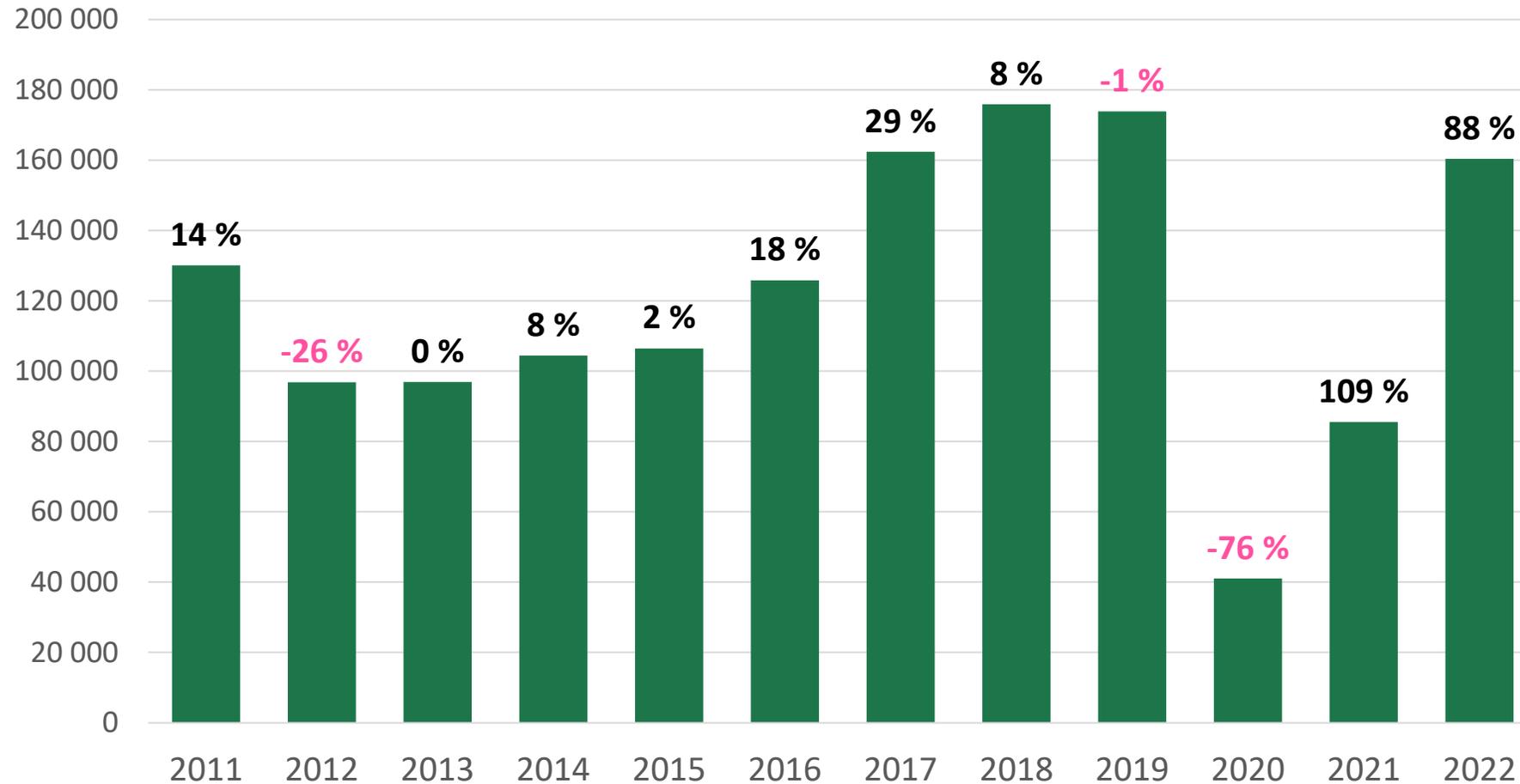
Most popular destinations for Italian visitors in Lapland during winter 2023

Rovaniemi	21,900
Inari-Saariselkä	8,000
Sodankylä	1,400
Enontekiö	1,400
Salla	1,000
Kittilä-Levi	900

Spanish overnights in Finland



Spanish overnights in Finland 2011-2022



2022

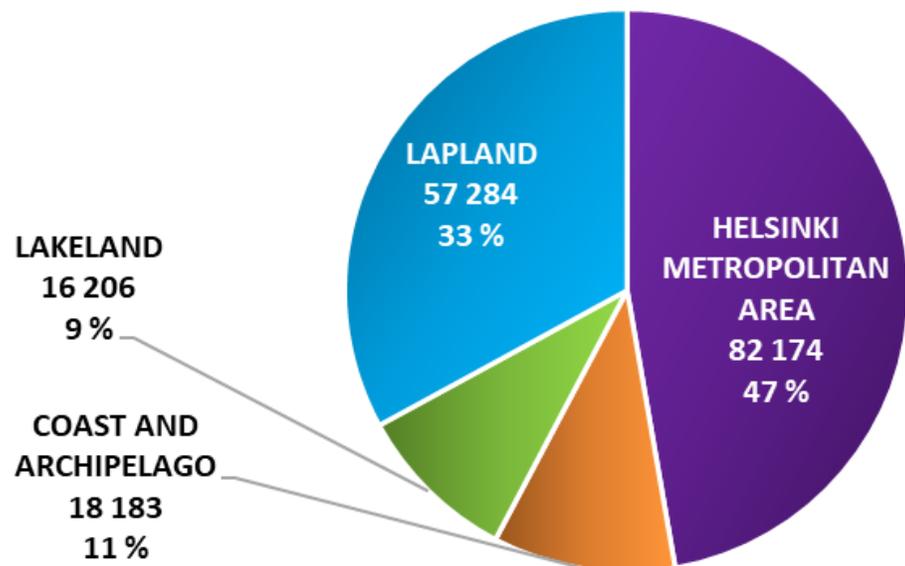
160,300 nights
#8 in market ranking
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YoY change +88%
2022 vs. 2019 -8%

2019

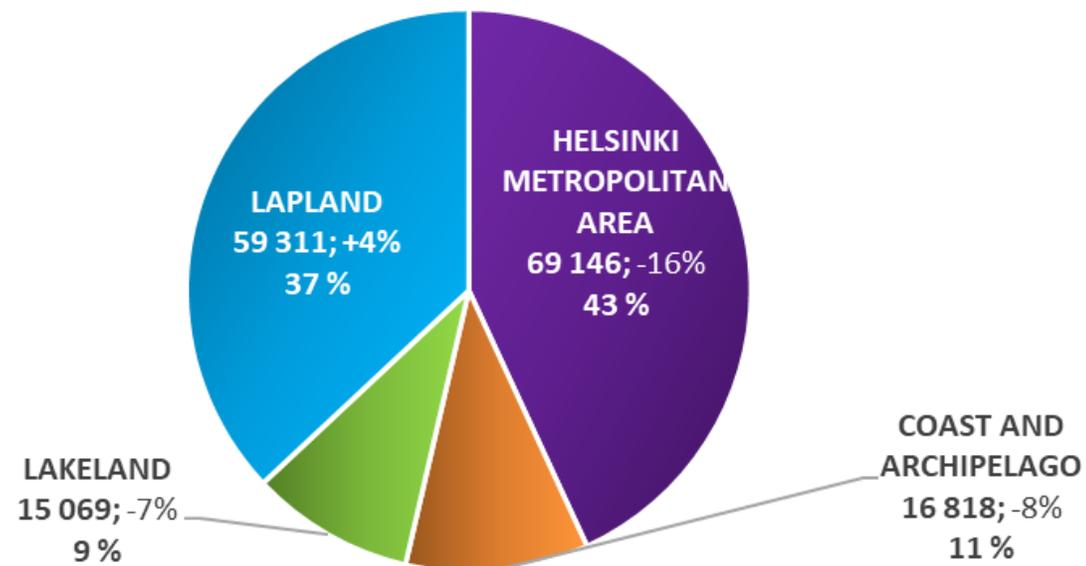
173,800 nights
#13 in market ranking

Italian overnights in Main Regions 2019 & 2022

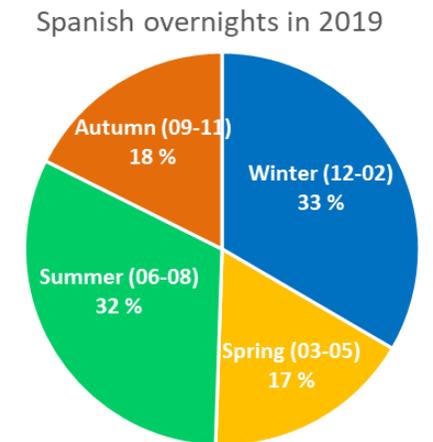
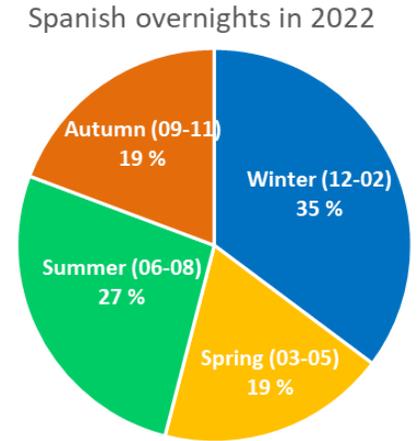
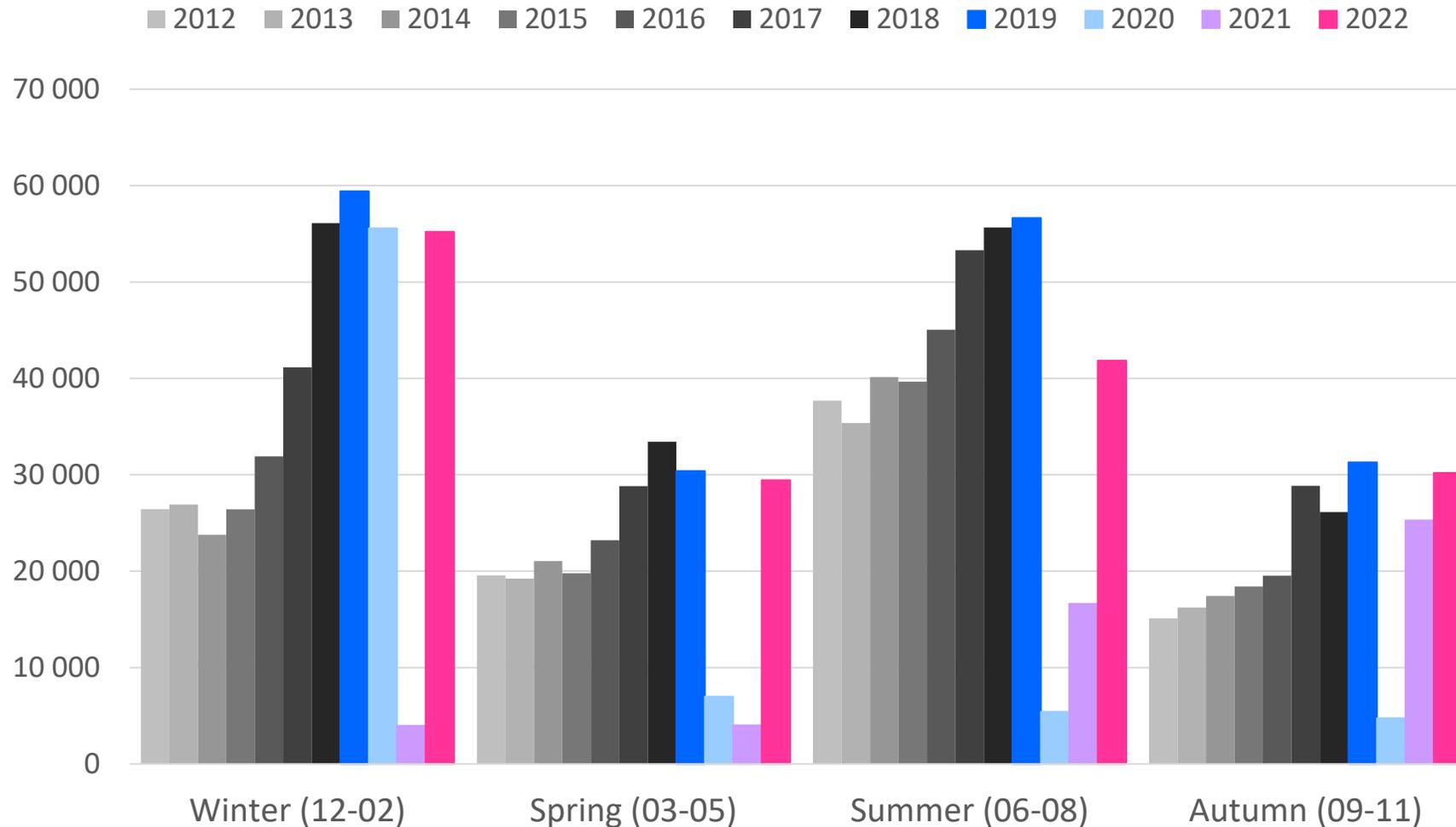
Spanish overnights in main marketing areas
Year 2019



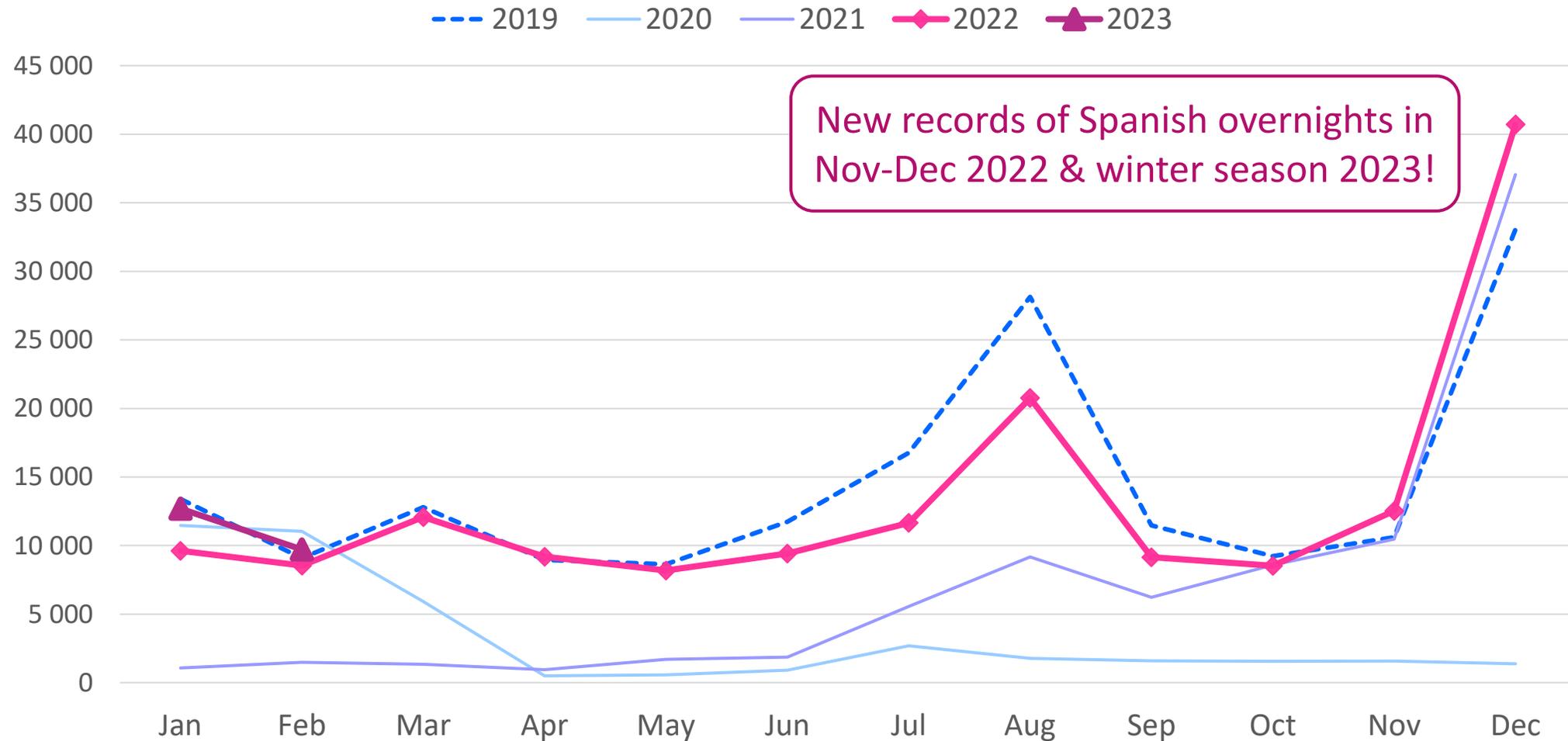
Spanish overnights in main marketing areas
Year 2022 & change-% vs. 2019



Spain – Seasonal Overnights in Finland 2012-2022



Spanish monthly overnights in Finland 2019-2023

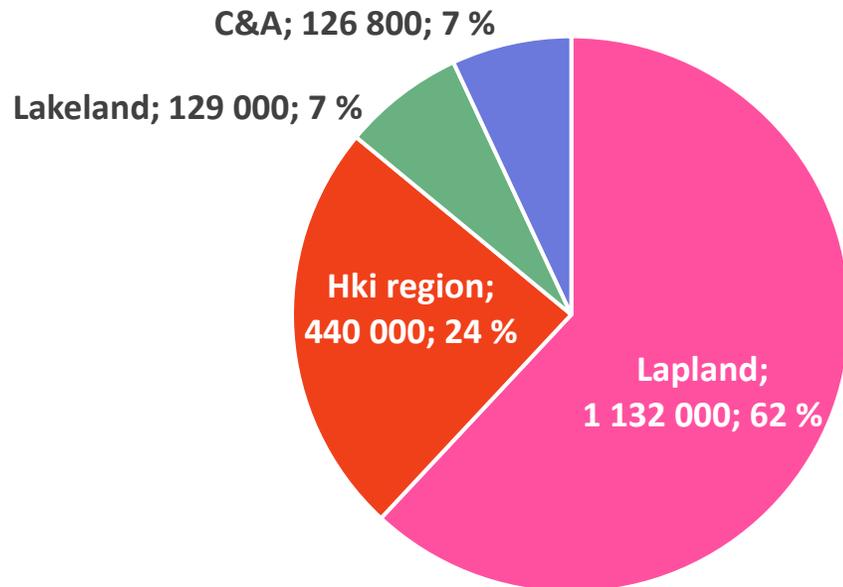


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And change compared to pre-pandemic

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+8% vs. winter2019

Share of all foreign **62%**

Main dest: **Rovaniemi, Inari-Saariselkä, Levi, Ylläs**

Top5 countries of origin

UK	298,700	+8%
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Germany	111,100	+44%
Netherlands	103,800	+35%
Spain	41,900	+5%

Helsinki region

440,000 overnights
-26% vs. winter2019

Share of all foreign **24%**

Main dest: **Helsinki**

Top5 countries of origin

Germany	38,100	-5%
USA	35,900	+12%
UK	33,700	-23%
Sweden	30,800	-15%
France	19,200	+8%

Lakeland

129,000 overnights
-53% vs. winter2019

Share of all foreign **7%**

Main dest: **Tampere, Lahti, Jämsä, Sotkamo, Jyväskylä**

Top5 countries of origin

Estonia	22,200	+4%
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Coast & archipelago

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Netherlands	7,600	+19%
France	6,000	+14%

New records for the Spanish visitors in Lapland region during high winter season 2022-2023

Dec 2022 – Feb 2023

41,900 Spanish overnights
in the Lapland region

+5% vs. winter 2019
&
+15% vs. winter 2020

Most popular destinations for Spanish visitors in Lapland during winter 2023

Rovaniemi	17,100
Kuusamo	6,900
Inari-Saariselkä	5,000
Kittilä-Levi	4,600
Kolari-Ylläs	2,300
Salla	1,800



ForwardKeys

Seat capacity

Direct flights to Finland April – September 2023

and change in seat capacity compared to pre-pandemic

USA
21 avg. weekly flights
(Share; %YoYPP Var)
(3%; +1%)

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

Europe
1,091 avg. weekly flights
(Share; %YoYPP Var)
(86%; -22%)

Asia
71 avg. weekly flights
(Share; %YoYPP Var)
(11%; -46%)

Total seat capacity to Finland for Apr-Sep/2023
-25%

From	To	Average weekly frequency
Tokyo (HND)	HEL	12
Delhi (DEL)	HEL	7
Singapore (SIN)	HEL	7
Bangkok (BKK)	HEL	7
Seoul (ICN)	HEL	7
Doha (DOH)	HEL	7
Hong Kong (HKG)	HEL	7
Tokyo (NRT)	HEL	4
Shanghai (PVG)	HEL	2 → 6
Osaka (KIX)	HEL	3
Mumbai (BOM)	HEL	3
Zhengzhou (CGO)	HEL	1

Direct flights to FIN, SWE, NOR / April – September 2023

and change in seat capacity compared to pre-pandemic

	Seat capacity from USA	change-% vs. pre-pandemic from USA	Seat capacity from Asia	change-% vs. pre-pandemic from Asia	Seat capacity from Europe	change-% vs. pre-pandemic from Europe	Seat capacity TOTAL INT'L	change-% vs. pre-pandemic TOTAL INT'L
Finland	153,700	+1%	538,000	-46%	4,219,200	-22%	4,911,500	-25%
Sweden	155,500	-38%	260,800	-41%	8,271,600	-14%	8,764,000	-15%
Norway	107,900	-25%	123,300	-40%	7,529,200	-6%	7,760,500	-8%

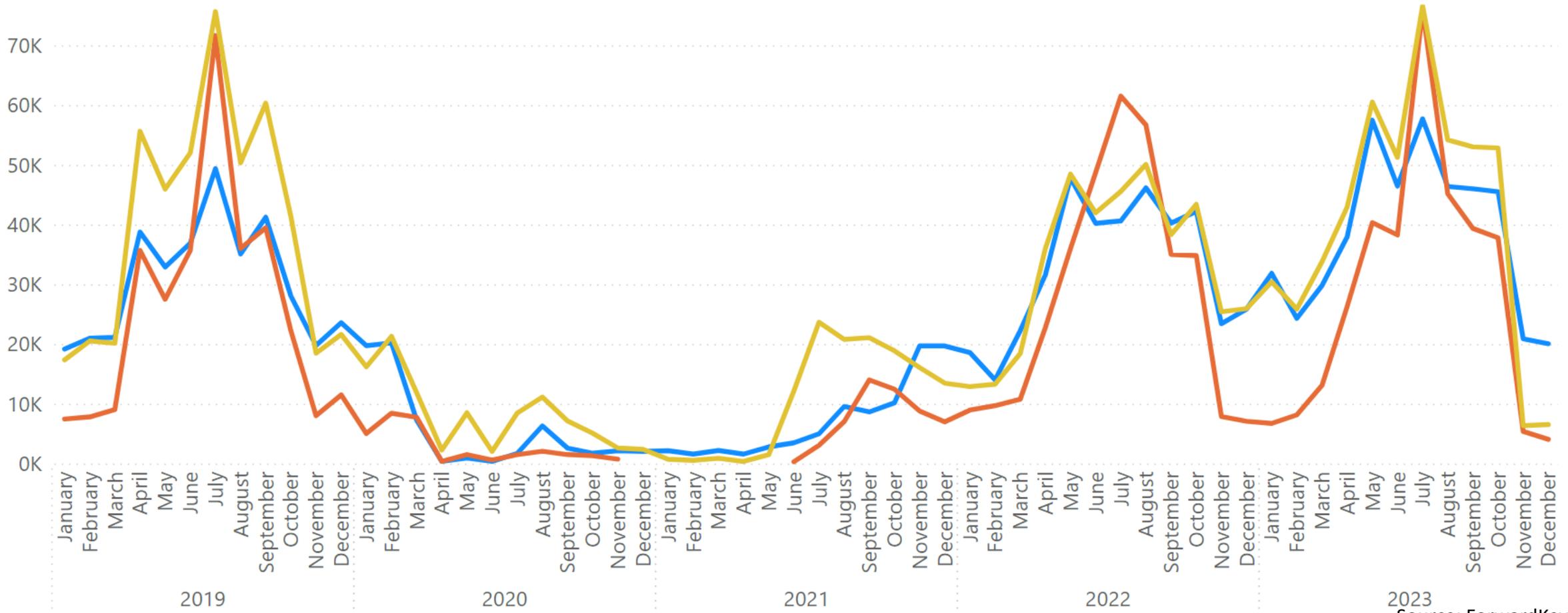
Monthly seat capacity from Italy to FIN, SWE, NOR

2019-2023

From Italy

TOTAL SEAT CAPACITY

DESTINATION COUNTRY: ● FI ● NO ● SE



Seat capacity from Italy to Finland / Apr-Sep 2023

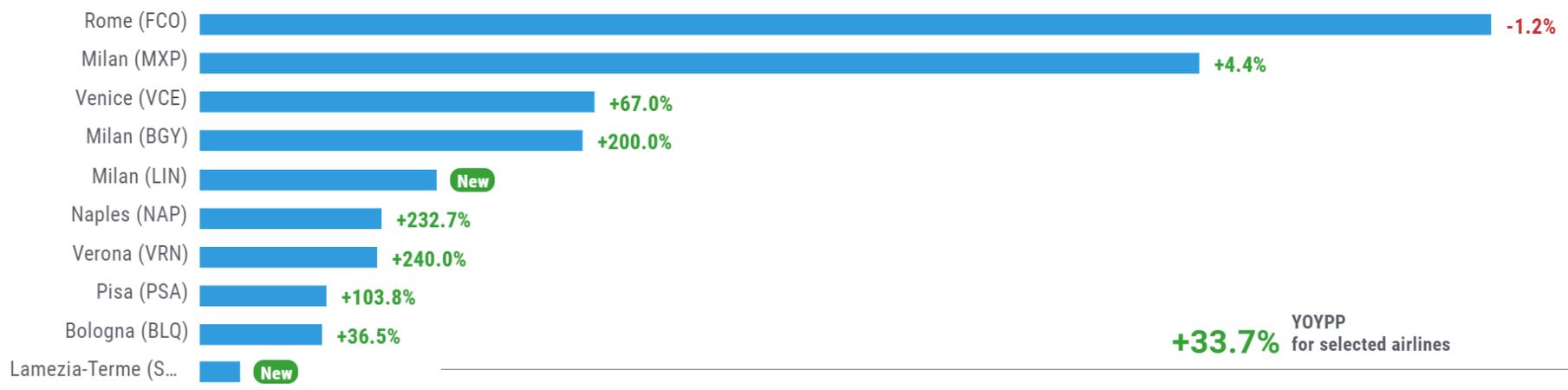
Comparison to pre-pandemic

Seat capacity from Italy to **Finland** will be **34% above** the pre-pandemic during spring-summer 2023

✈ Italy (excl. domestic) → Finland **Pre-pandemic analysis**

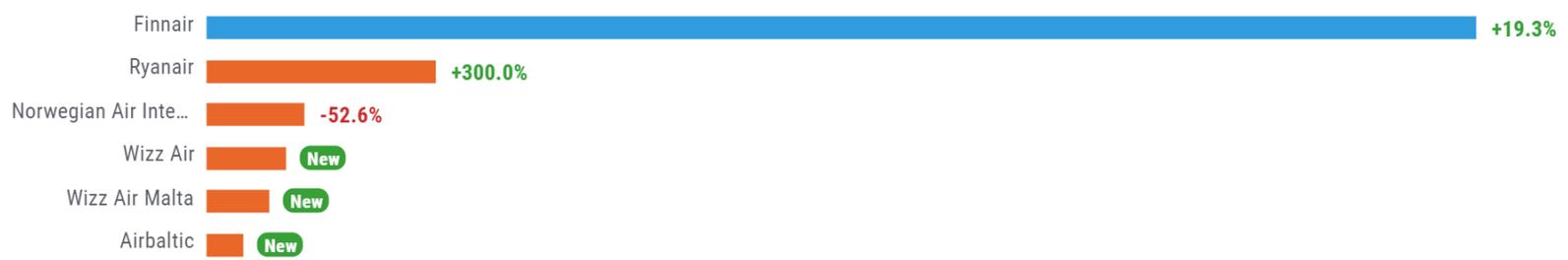
Filtered period | 01 Apr 2023 - 30 Sep 2023 compared to 01 Apr 2019 - 30 Sep 2019

Flight origins 10 airports **+33.7%** YOYPP for selected locations



+33.7% YOYPP for selected airlines

Share ↑↓ YOYPP ↑↓



- Ryanair is flying twice a week from Venice to HEL and from Milan to Lappeenranta
- Wizz Air/Wizz Air Malta is flying four times a week from Rome to Turku
- Airbaltic is flying twice a week from Milan to Tampere

Seat capacity from Italy to Sweden / Apr-Sep 2023

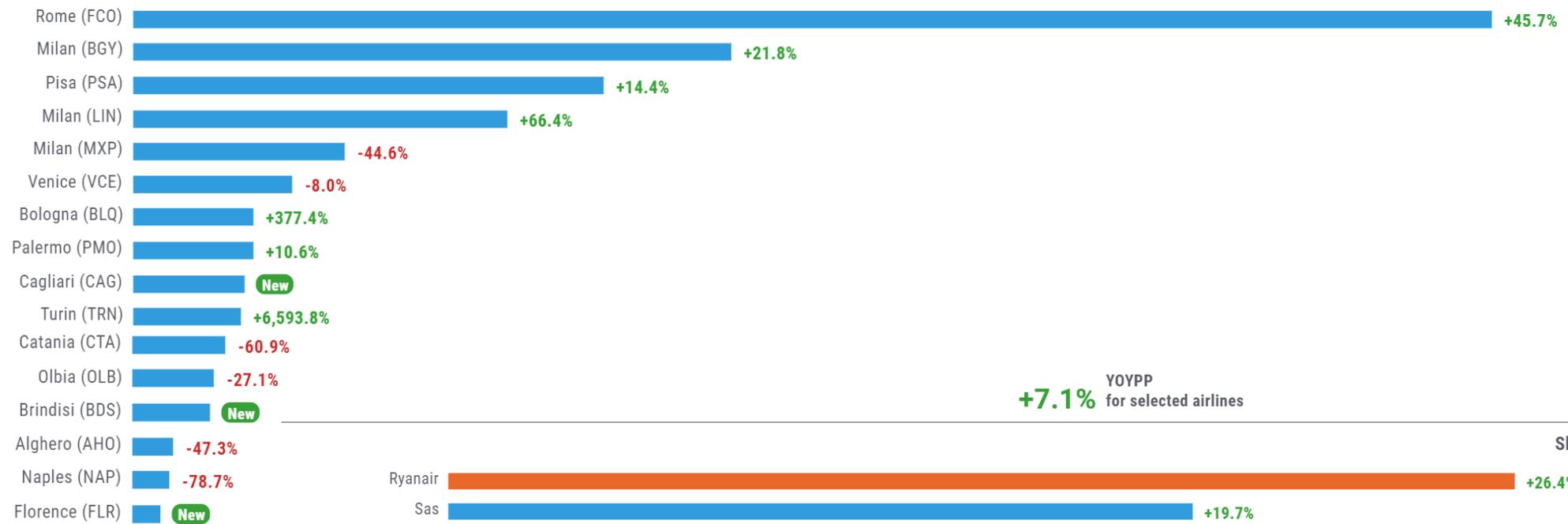
Comparison to pre-pandemic

Seat capacity from Italy to Sweden will be **7% above** the pre-pandemic during spring-summer 2023

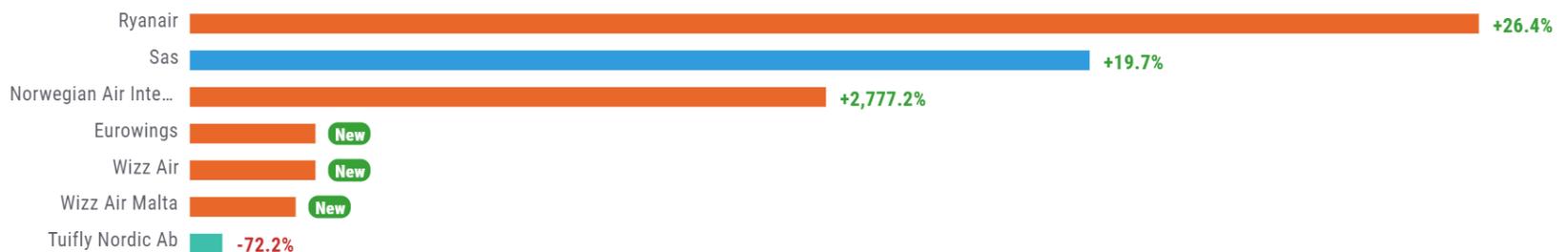
✈ Italy (excl. domestic) → Sweden **Pre-pandemic analysis**

Filtered period | 01 Apr 2023 - 30 Sep 2023 compared to 01 Apr 2019 - 30 Sep 2019

16 airports **+7.1%** YOYPP for selected locations



+7.1% YOYPP for selected airlines



Share ↑↓ YOYPP ↑↓

Seat capacity from Italy to Norway / Apr-Sep 2023

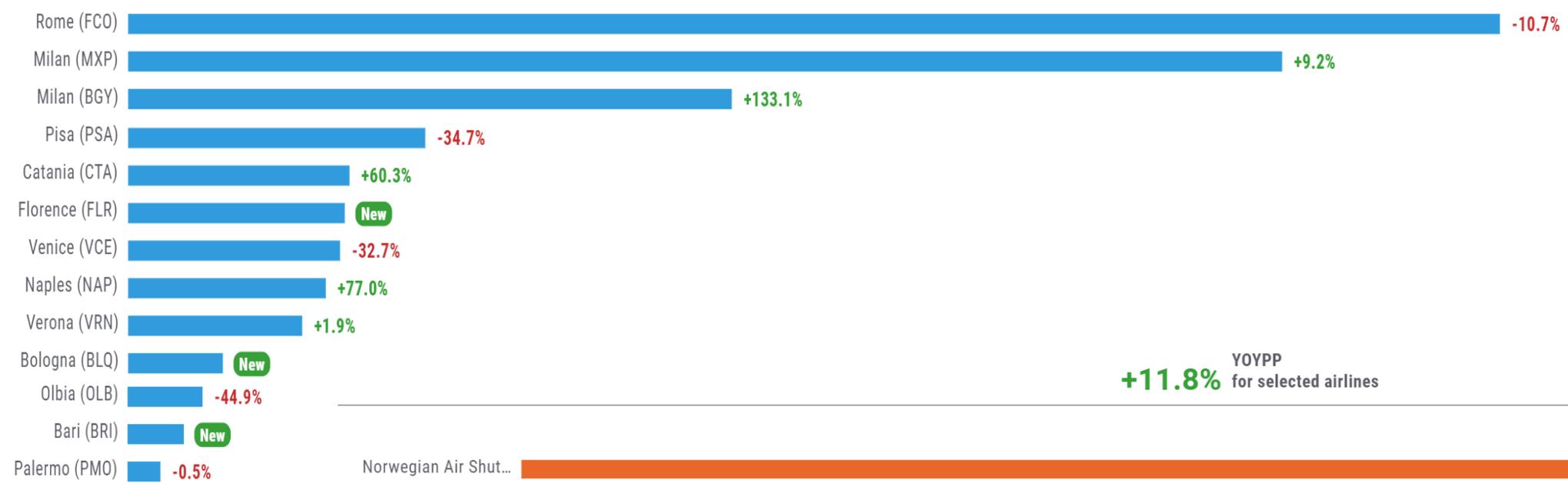
Comparison to pre-pandemic

Seat capacity from Italy to **Norway** will be **12% above** the pre-pandemic during spring-summer 2023

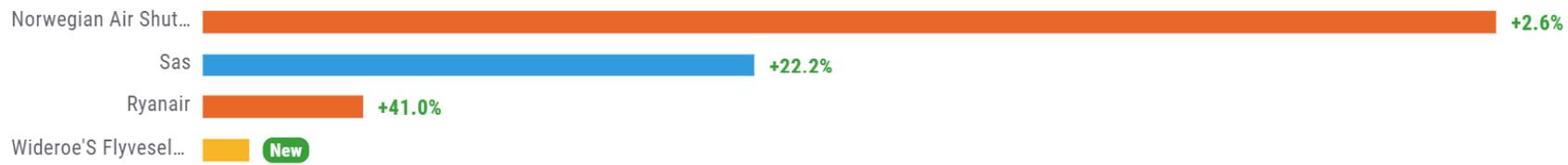
✈ Italy (excl. domestic) → Norway **Pre-pandemic analysis**

Filtered period | 01 Apr 2023 - 30 Sep 2023 compared to 01 Apr 2019 - 30 Sep 2019

13 airports **+11.8%** YOYPP for selected locations

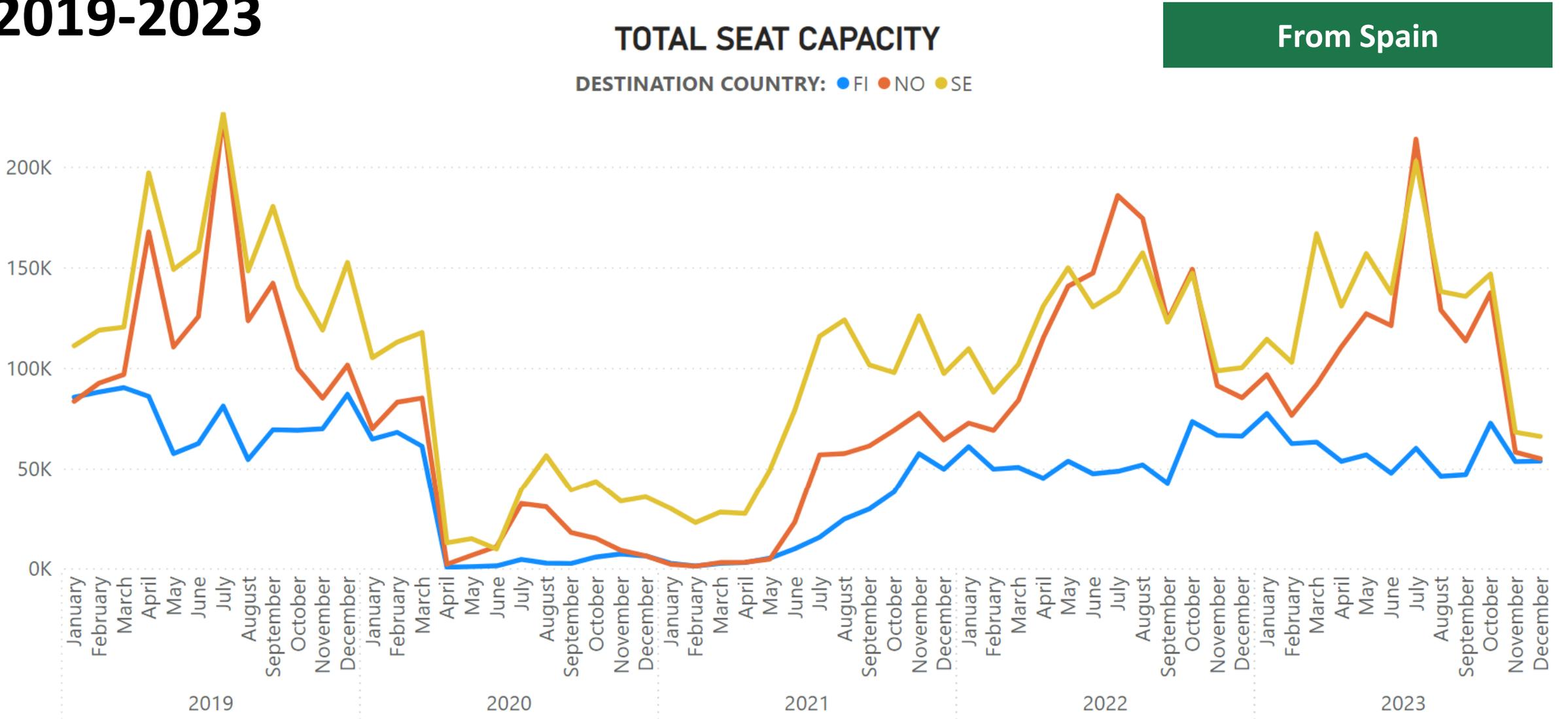


+11.8% YOYPP for selected airlines



Monthly seat capacity from Spain to FIN, SWE, NOR

2019-2023



Seat capacity from Spain to Finland / Apr-Sep 2023

Comparison to pre-pandemic

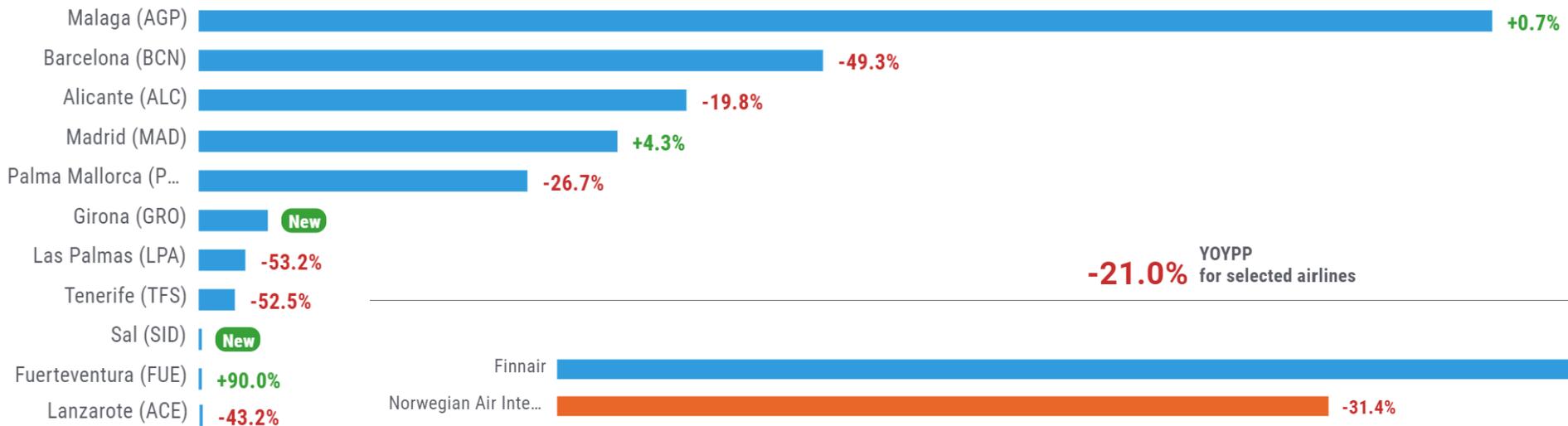
Seat capacity from Spain to Finland will be **21% below** the pre-pandemic during spring-summer 2023

Spain (excl. domestic) → Finland **Pre-pandemic analysis**

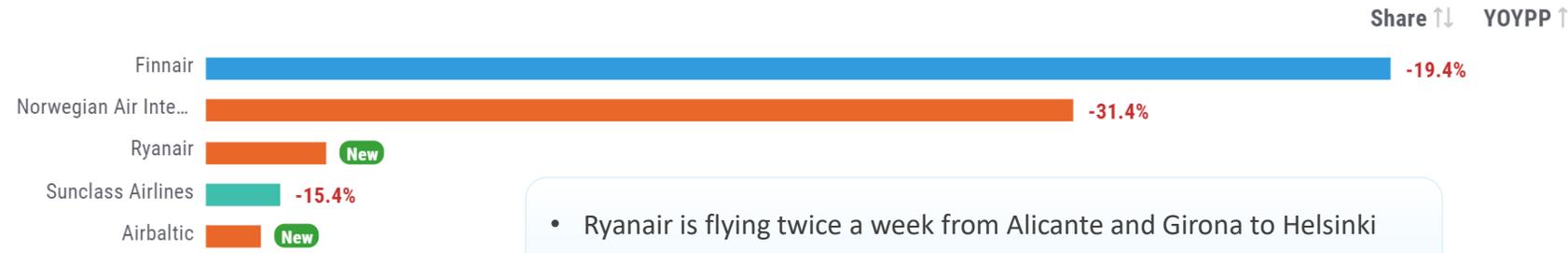
Filtered period | 01 Apr 2023 - 30 Sep 2023 compared to 01 Apr 2019 - 30 Sep 2019

Flight origins

11 airports **-21.0%** YOYPP for selected locations



-21.0% YOYPP for selected airlines



- Ryanair is flying twice a week from Alicante and Girona to Helsinki
- Airbaltic is flying twice a week from Malaga to Tampere

Seat capacity from Spain to Sweden / Apr-Sep 2023

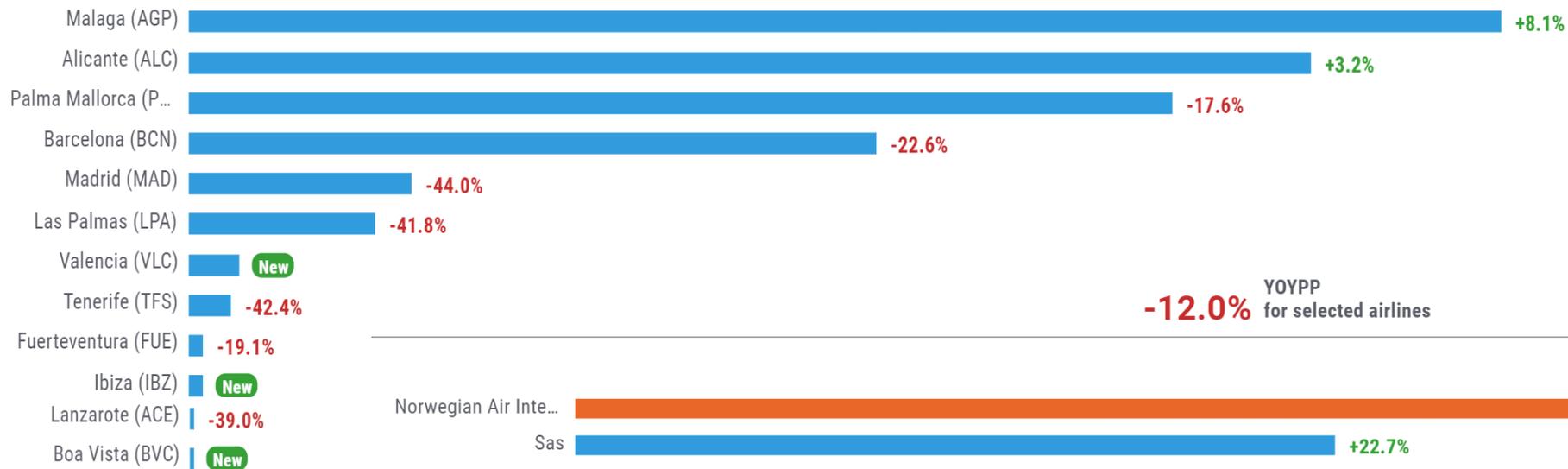
Comparison to pre-pandemic

Seat capacity from Spain to **Sweden** will be **12% below** the pre-pandemic during spring-summer 2023

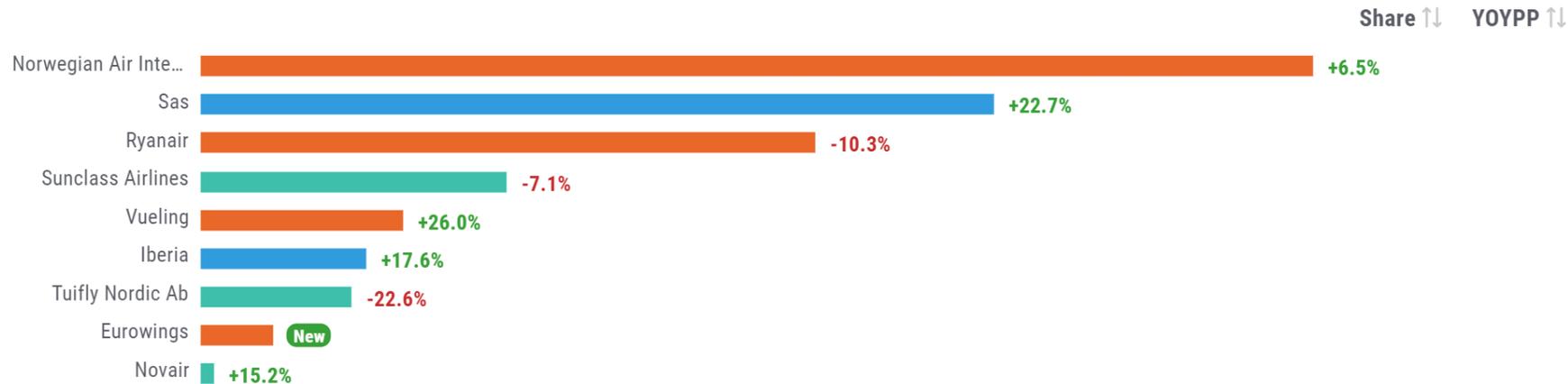
Spain (excl. domestic) → Sweden **Pre-pandemic analysis**

Filtered period | 01 Apr 2023 - 30 Sep 2023 compared to 01 Apr 2019 - 30 Sep 2019

12 airports **-12.0%** YOYPP for selected locations



-12.0% YOYPP for selected airlines



Seat capacity from Spain to Norway / Apr-Sep 2023

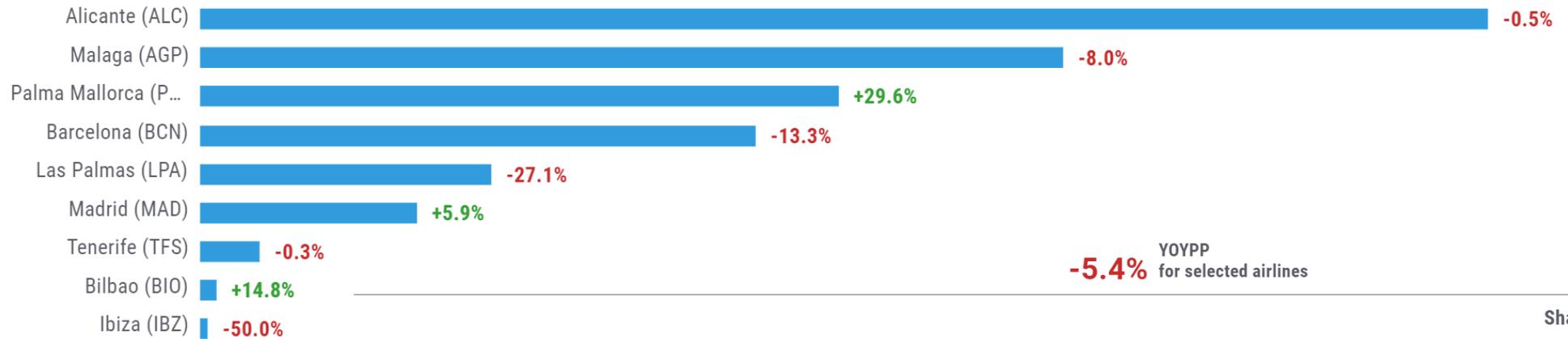
Comparison to pre-pandemic

Seat capacity from Spain to Norway will be **5% below** the pre-pandemic during spring-summer 2023

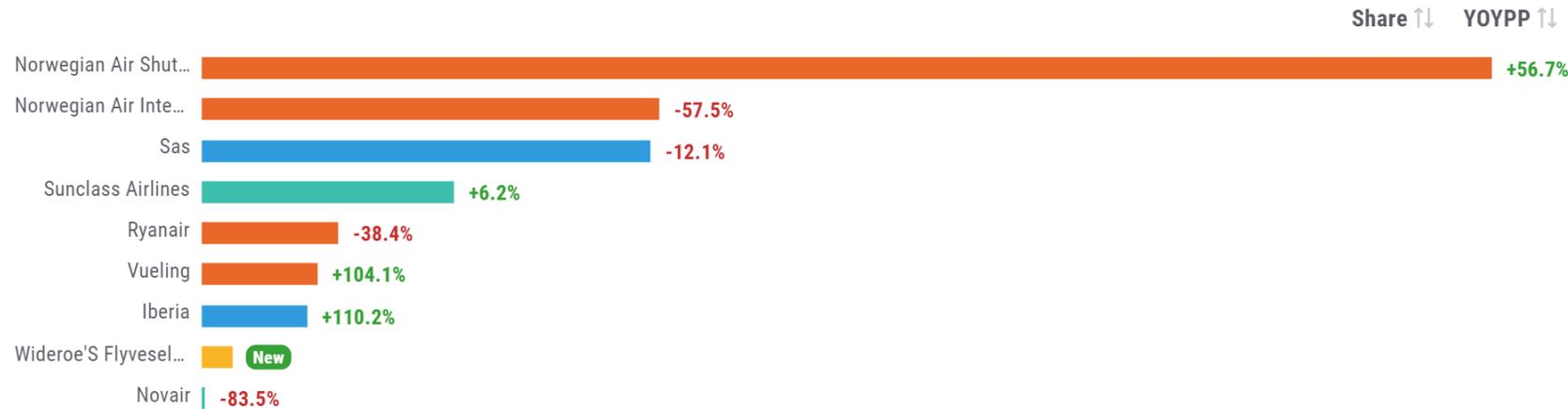
✈️ Spain (excl. domestic) → Norway **Pre-pandemic analysis**

Filtered period | 01 Apr 2023 - 30 Sep 2023 compared to 01 Apr 2019 - 30 Sep 2019

9 airports **-5.4%** YOYPP for selected locations



-5.4% YOYPP for selected airlines





ForwardKeys

Flight arrivals/bookings

Change in flight bookings* for Jun-Aug 2023 compared to summer pre-pandemic

*change in flight bookings for Jun-Aug → data update 12.3.

→ 2.4.

June-August

Total int'l
summer 2023 vs. 2019



101,000

No. of flight tickets*

Germany



15,600

USA



10,200

UK



8,900

Switzerland



6,900

France



6,100

Hong Kong



4,600

Netherlands



4,500

Italy



3,300

Spain



3,200

Sweden



2,900

Japan



1,500

Please note! Ryanair, EasyJet and most of the charter flight bookings are not included in the booking data and this needs to be taken into account when comparing the markets.

Change in flight arrivals/booking from Italy

Comparison to pre-pandemic

- Travel from Italy to Finland recovered this winter and summer bookings seem to continue the positive trend.
- Also Sweden and Norway seem to be recovering during the summer and autumn.

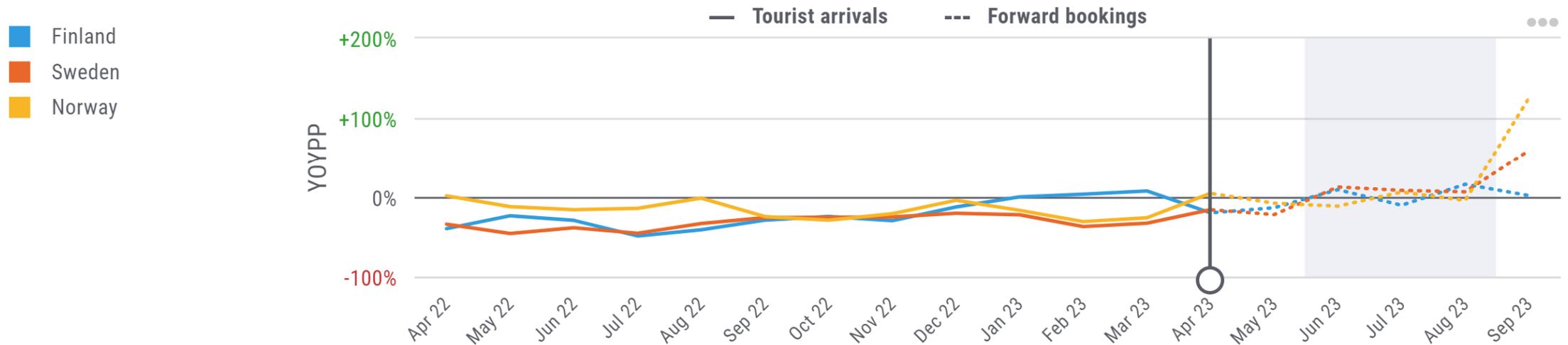
Destination benchmark

YOYPP of tourist arrivals

Data updated 09-Apr

Italy - Change in arrivals / bookings vs. pre-pandemic

Tourist arrivals to my competing destinations



Including at least 1 night in destination.

Biggest low-cost carriers like Ryanair and Easyjet not included in the data.
Most of the charter flights also missing.

Source: ForwardKeys Destination Gateway

Change in flight arrivals/booking from Spain

Comparison to pre-pandemic

- Despite the reduced connectivity from Spain to the Nordics, travel to Finland, Sweden and Norway has already now recovered, and the growing travel demand can also be seen in the bookings for the coming summer and autumn.

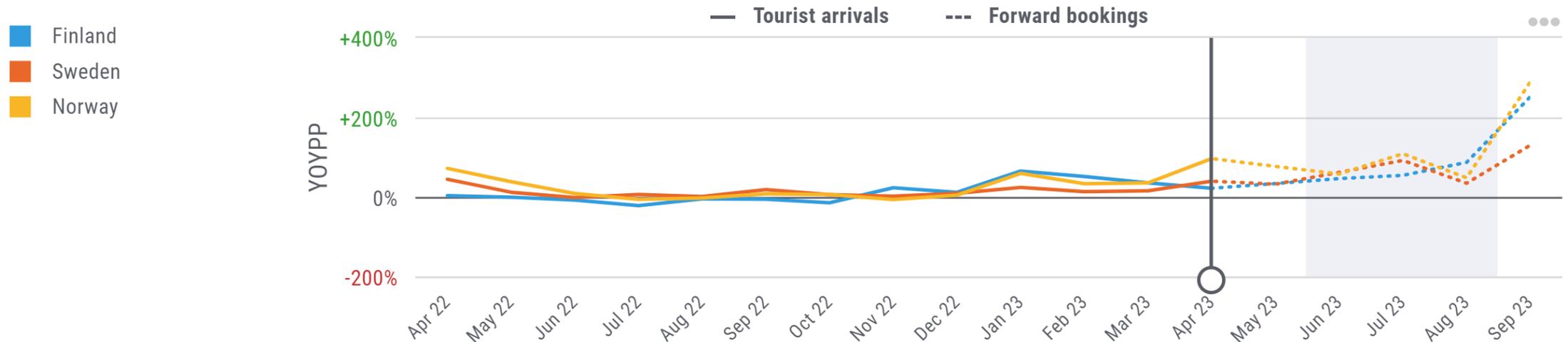
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Flight bookings for summer 2023 (Jun-Aug)

Comparison with pre-pandemic



Italy - Bookings for Jun-Aug 2023

	June	July	August	Jun-Aug
Finland	1,200	1,000	1,500	3,700
Sweden	1,300	800	900	3,100
Norway	1,100	1,500	1,700	4,300
Finland	+9%	-10%	+16%	+5%
Sweden	+13%	+8%	+7%	+10%
Norway	-12%	+6%	-4%	-3%

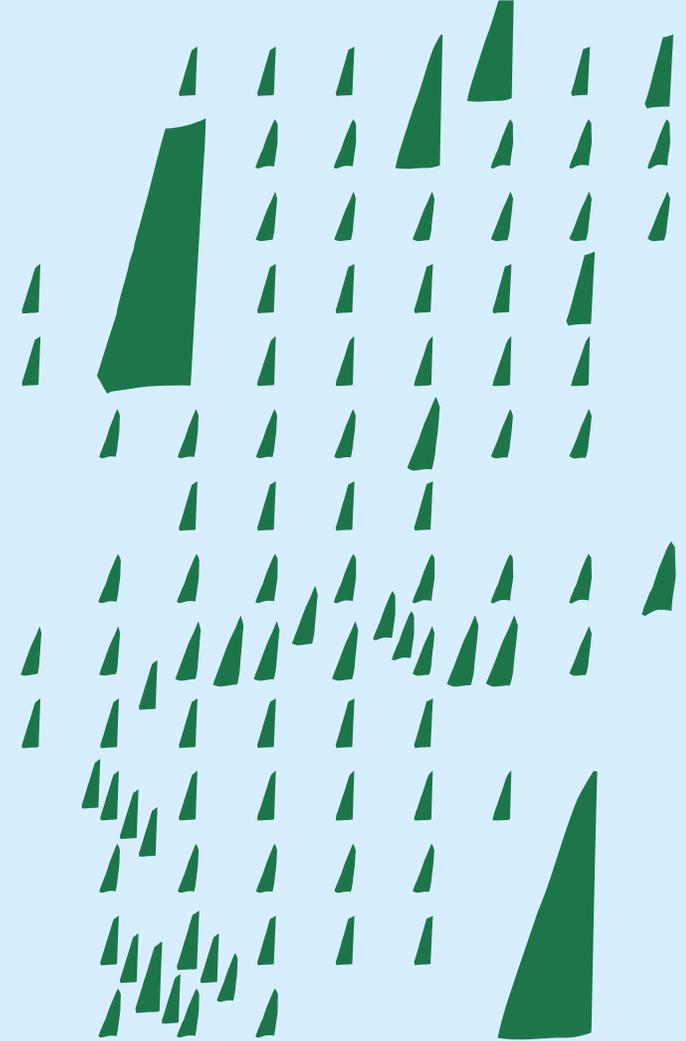
Spain - Bookings for Jun-Aug 2023

	June	July	August	Jun-Aug
Finland	1,200	1,200	1,200	3,600
Sweden	1,500	1,700	1,000	4,200
Norway	1,200	1,500	1,300	4,000
Finland	+46%	+54%	+87%	+61%
Sweden	+62%	+92%	+35%	+64%
Norway	+58%	+109%	+48%	+70%

Including at least 1 night in destination.

Biggest low-cost carriers like Ryanair and Easyjet not included in the data.

Travel related internet searches 2022 vs. 2019



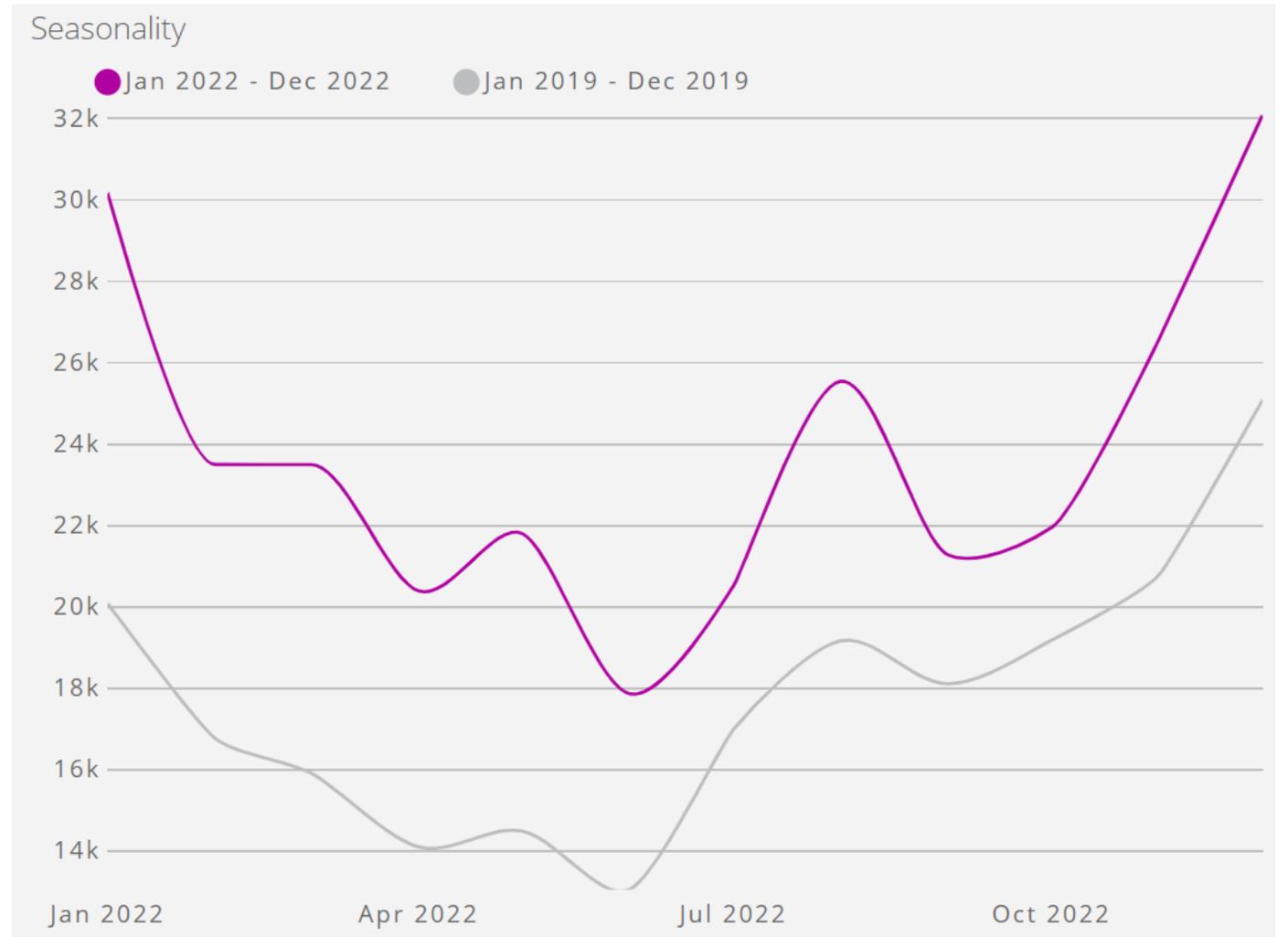
Top Target Markets 2022 vs. 2019

Target Market Distribution

Rank	Flag	Country	2022 Searches	22/19 Growth
1		Germany	635,793	36.7%
2		Japan	592,326	7.9%
3		United States	590,094	53.8%
4		United Kingdom	382,169	29.2%
5		Italy	285,187	33.4%
6		France	283,549	20.9%
7		Spain	243,895	30.5%
8		Estonia	175,015	66.0%
9		Netherlands	166,802	38.1%
10		India	164,824	30.7%

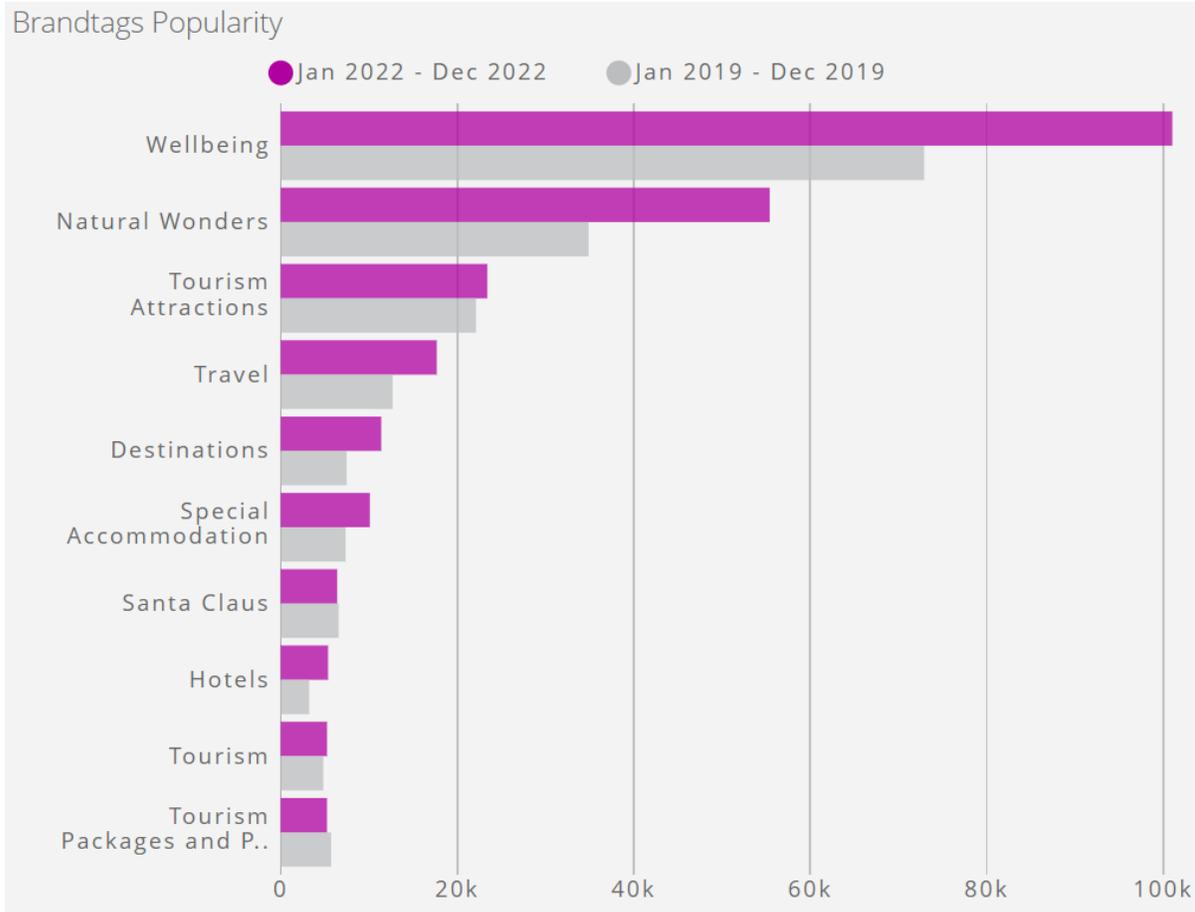
Italy: Seasonality of Searches

2022 and 2019

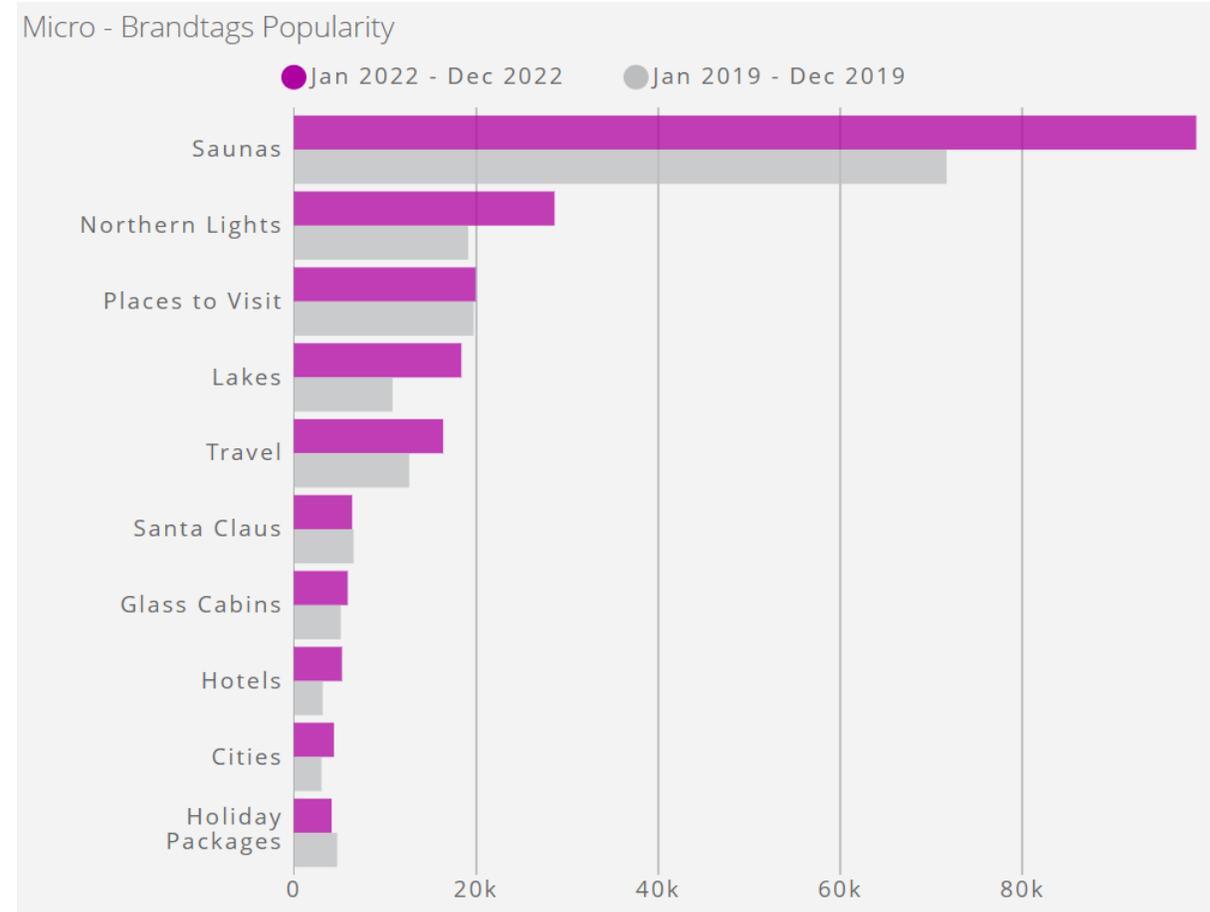


Italy: Most searched topics and keywords 2022 vs. 2019

Most Popular Topics

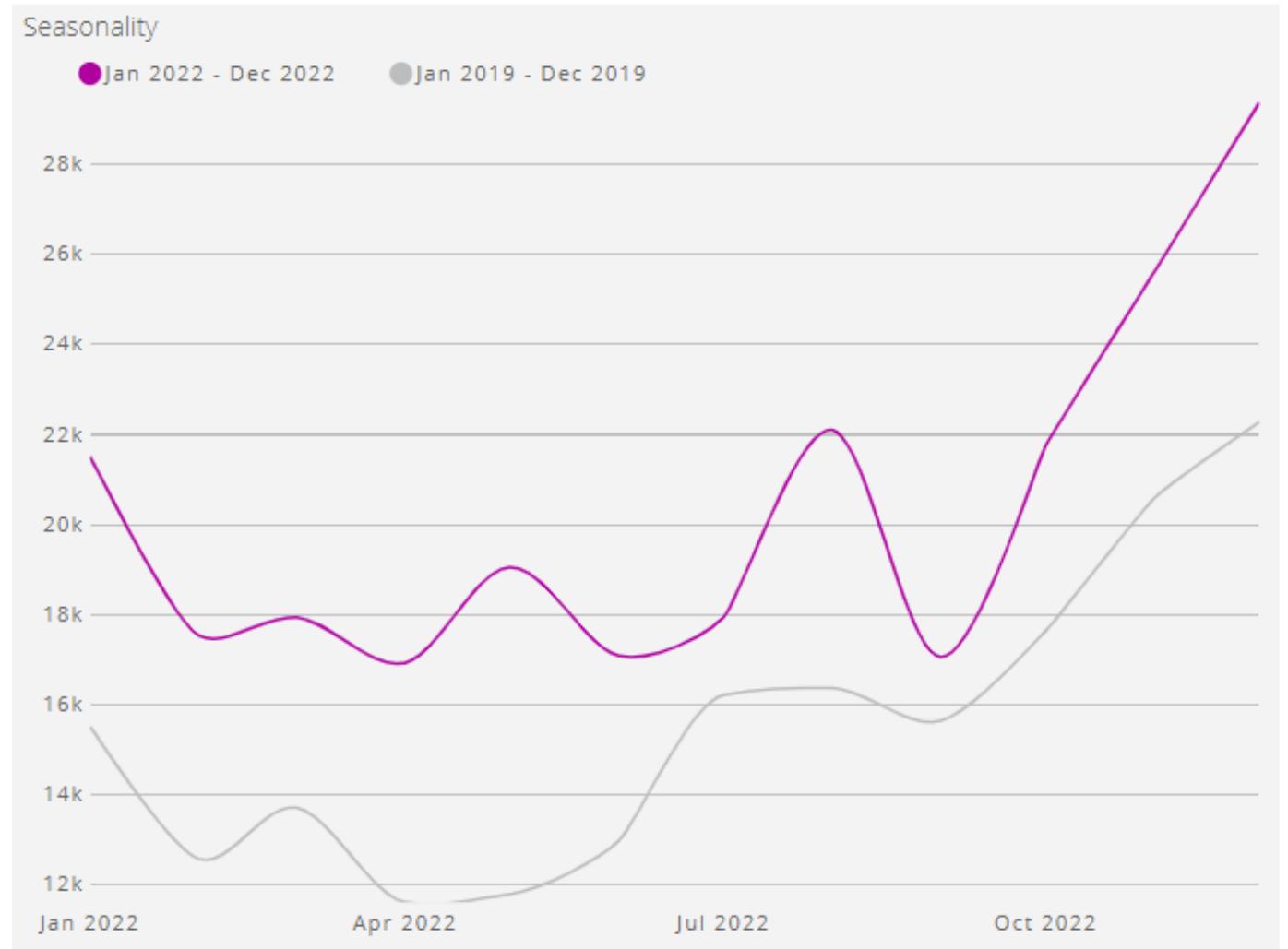


Most Popular Keywords



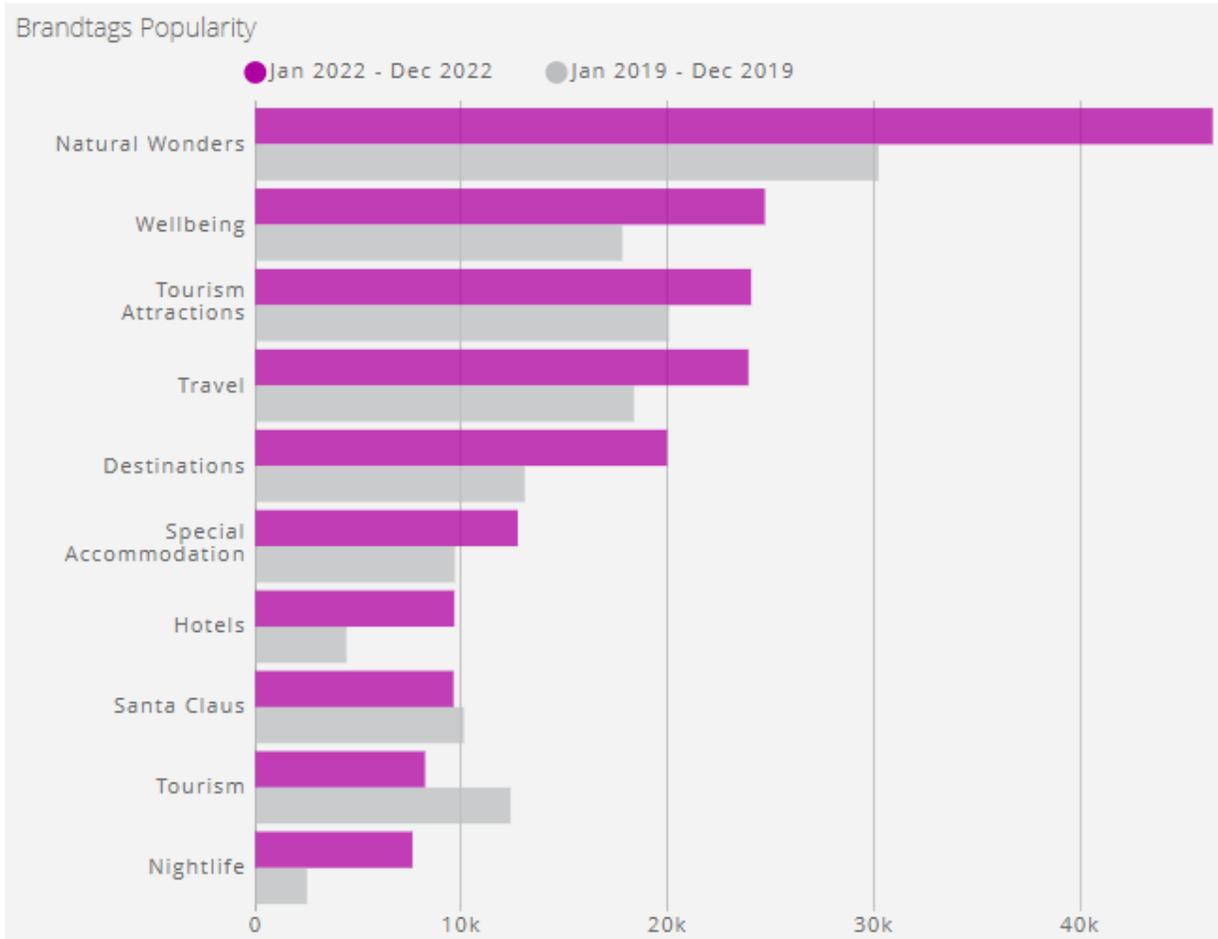
Spain: Seasonality of Searches

2022 and 2019

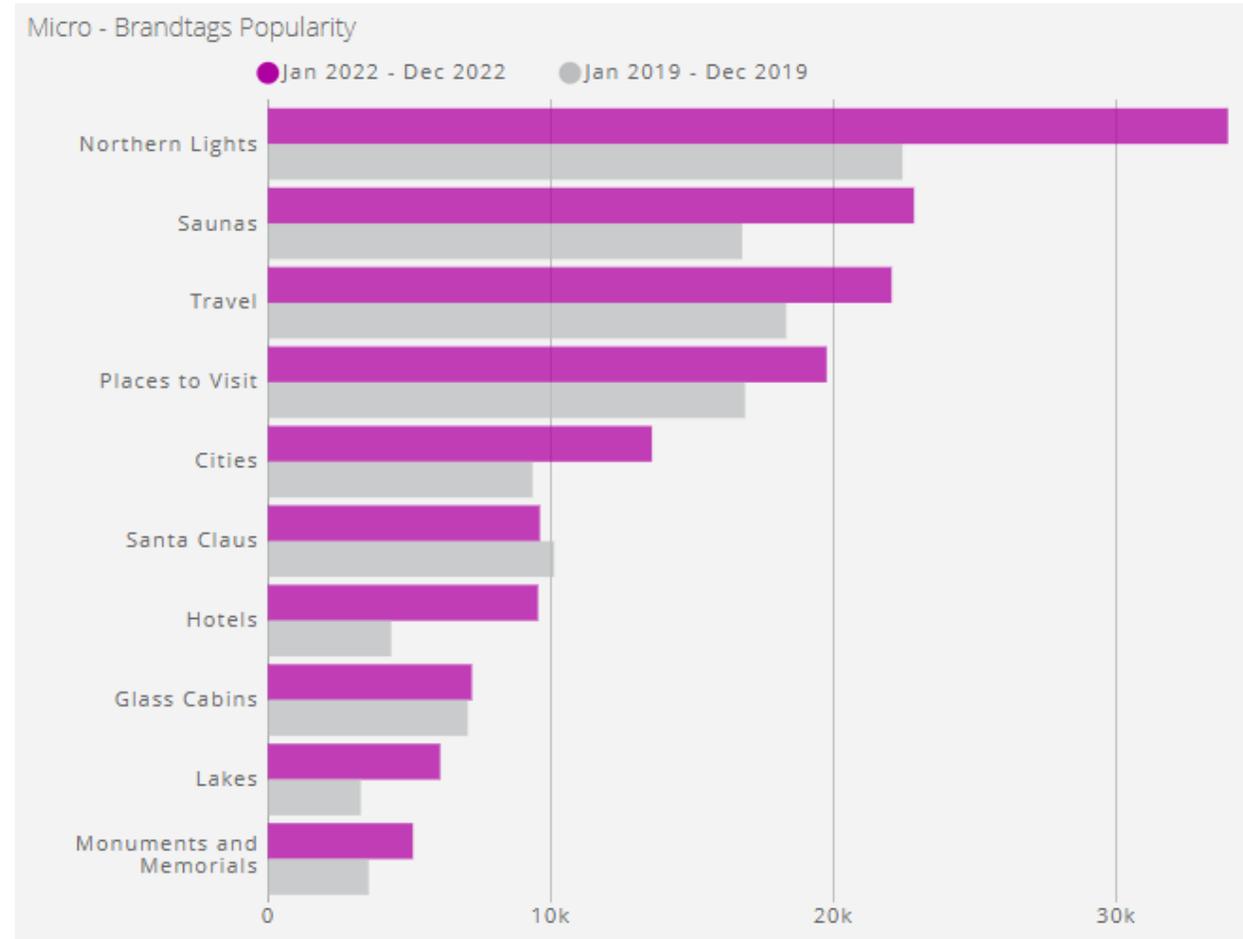


Spain: Most searched topics and keywords 2022 vs. 2019

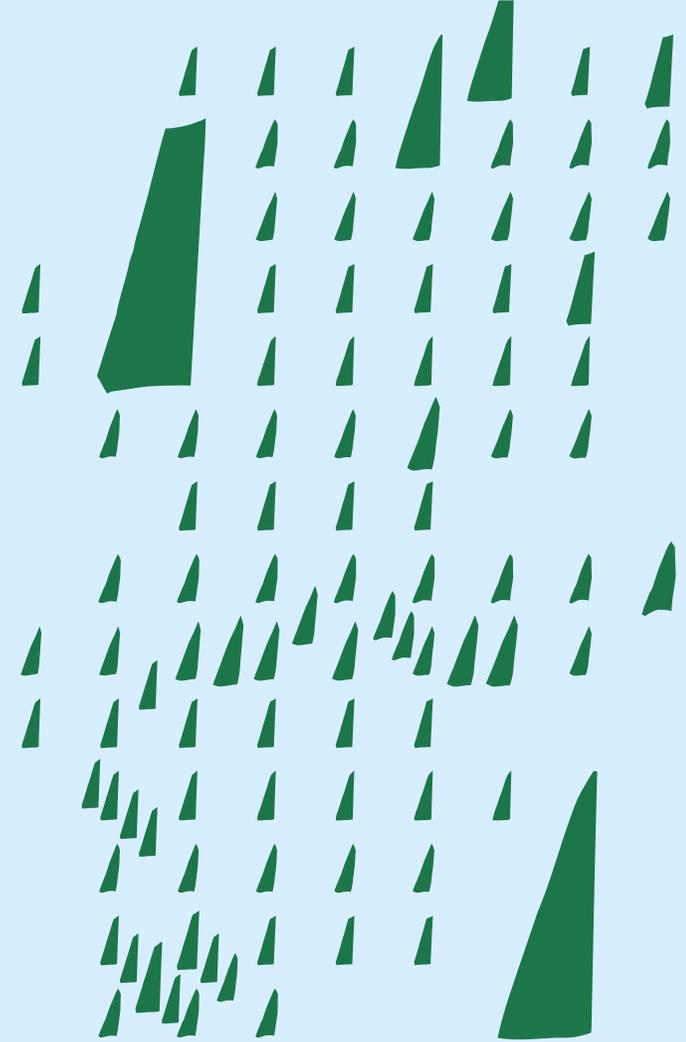
Most Popular Topics



Most Popular Keywords



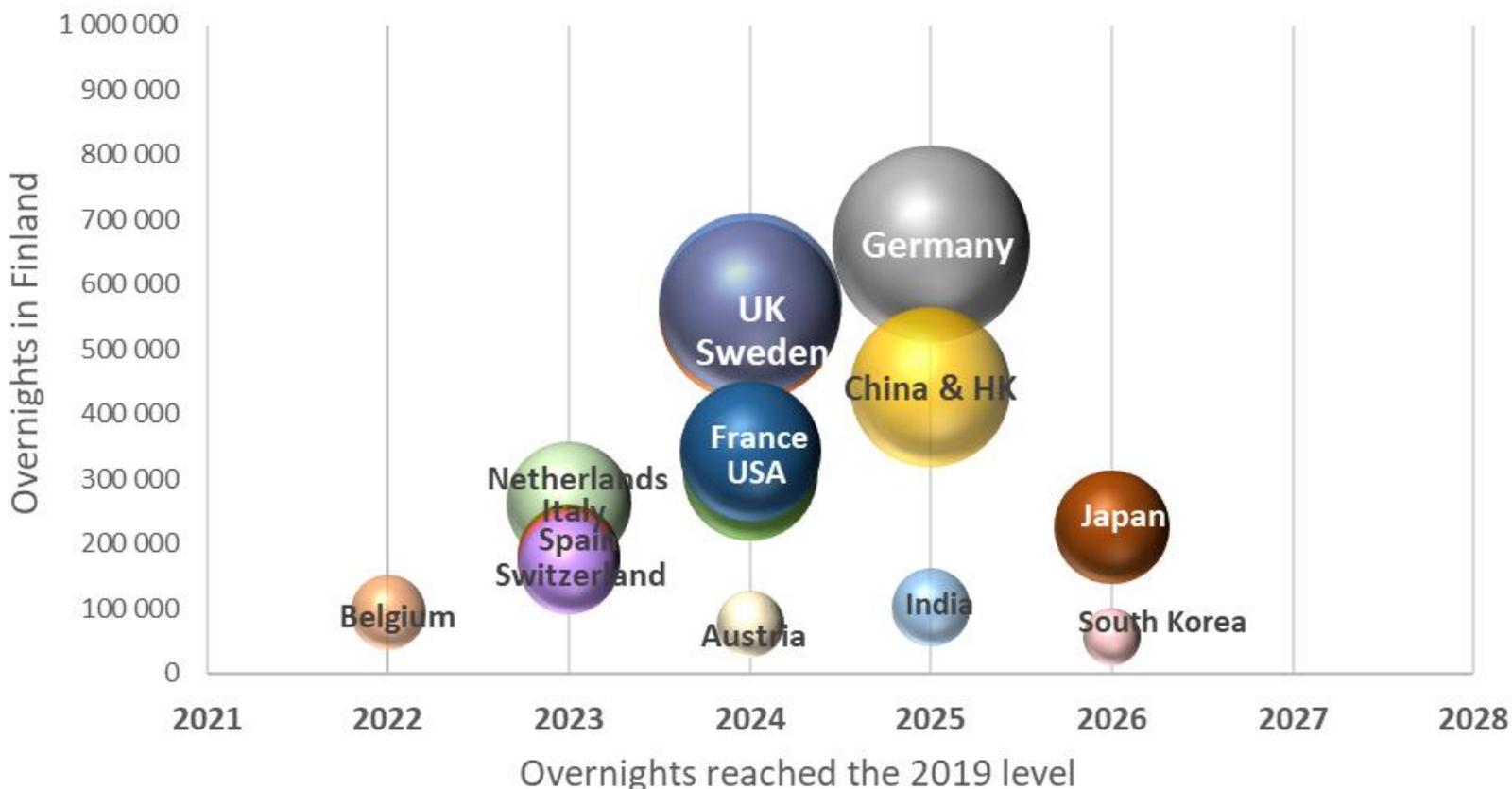
Oxford Economics forecast for Travel Recovery



Overnights – Recovery to 2019 levels

Databank update March/2023

Recovery timeline - Overnights in Finland reached the level of 2019



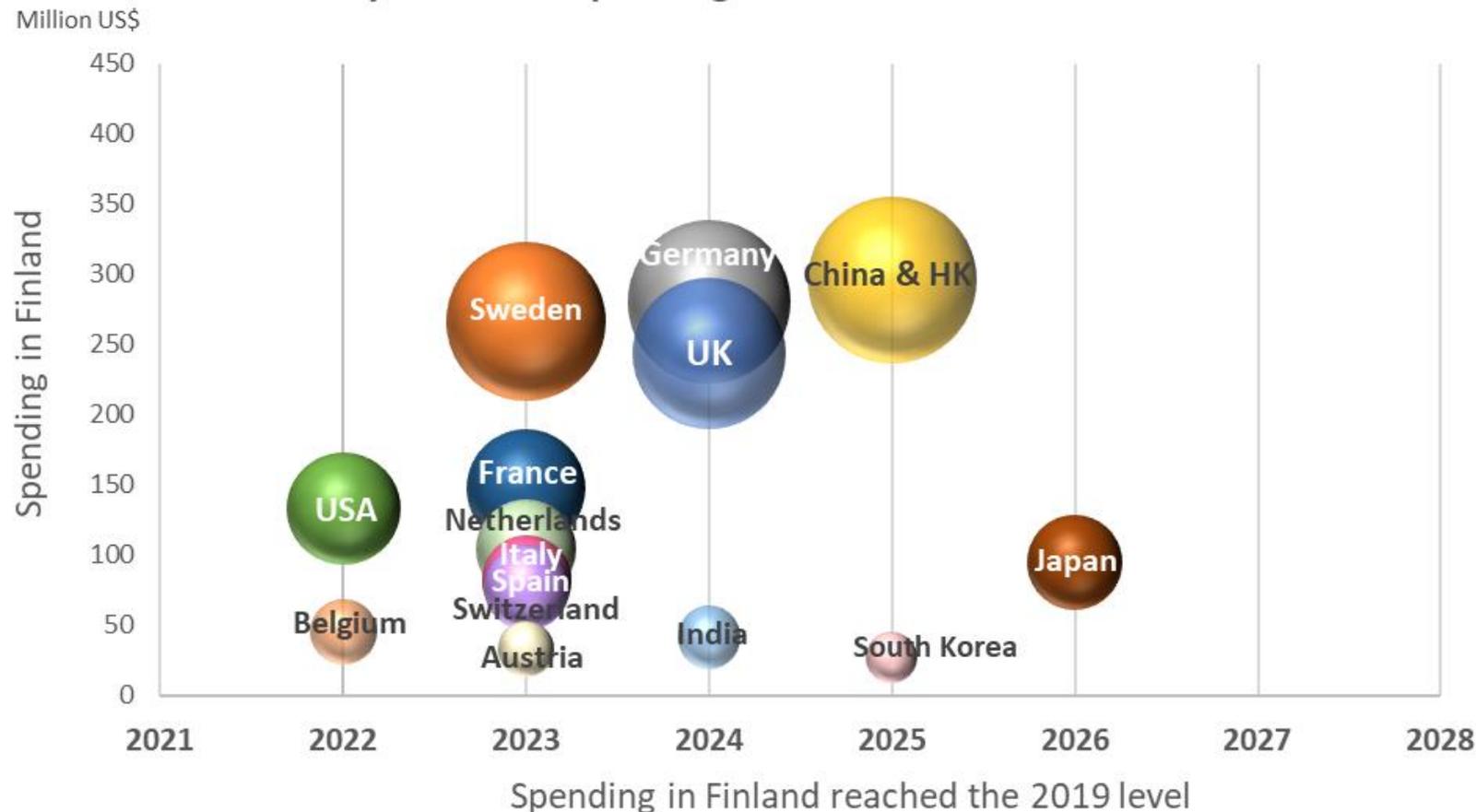
Source: Oxford Economics, databank update Mar 27, 2023

	No. of overnights in 2023	comp. to 2019
Germany	546 200	-17 %
Sweden	523 300	-6 %
UK	503 100	-12 %
France	329 900	-3 %
Netherlands	298 100	14 %
USA	290 400	-6 %
Italy	193 800	7 %
Spain	193 700	11 %
Russia*	180 200	-78 %
China	174 200	-61 %
Switzerland	167 700	1 %
Belgium	122 200	30 %
Japan	91 200	-59 %
Austria	74 000	-3 %
India	71 300	-30 %
South Korea	37 100	-34 %

Spending – Recovery to 2019 levels

Databank update March/2023

Recovery timeline - Spending in Finland reached the level of 2019



Source: Oxford Economics, databank update Mar 27, 2023

	Spending (Million US\$) in 2023	comp.to 2019
Sweden	260,6	-2 %
Germany	225,2	-20 %
United Kingdom	212,1	-13 %
France	143,6	-2 %
United States**	124,3	-6 %
China	113,3	-62 %
Netherlands	113,3	9 %
Spain	89,6	9 %
Italy	88,8	10 %
Russia	79,2	-79 %
Switzerland	77,3	1 %
Belgium	57,9	28 %
Japan	35,7	-62 %
Austria	32,3	-2 %
India	30,9	-25 %
South Korea	19,4	-26 %

**) USA will recover to 2019 level in 2022, but will remain slightly below 2019 level in 2023

Travel trends in Spanish market

Travel Trends

SPAIN

[Espanjan markkinakatsaus - Business Finland](#)

- Finland is well known as a winter destination in Spain, mainly Lapland area that is considered an expensive but unique destination offering a wide range of products comparing to our competitors. Nordic countries are trendy destinations in Spain; a fantastic opportunity for Finland to develop and grow in all areas and to gain popularity as an all-year-round destination.
- According to a recent study published by the newspaper "el Mundo" on travel trends and how Spaniards will travel in 2023, 38% of travelers will make the same number of trips as in 2022 where nature prevails as a claim to the time of travel and the price will also be decisive due to the rise in the cost of living suffered in recent months.
- Authentic travel is also important, with many travelers wanting to immerse themselves in a total cultural change, with more than half (59%) wanting to experience new destinations and cultures and four out of ten (42%) saying they love discovering the local gastronomy when you are away from home. To soak up the local culture, 12% plan to take an “extended vacation” of three weeks or more in one destination.
- Luxury segment/product growing strongly after pandemic times: new actors in the marketplace to develop our business.
- Travelers expect premium experiences: this year, 44% of Spanish travelers plan to invest more in their vacations than in 2022, and only 11% will spend less money. For this reason, they maintain high expectations regarding accommodation in terms of cleanliness (62%), location (56%) and tranquility (36%). Cleanliness, surely because of the pandemic, is now their second priority, second only to price (74%), which will undoubtedly continue to be a key factor.

Travel Trends

SPAIN

[Espanjan markkinakatsaus - Business Finland](#)

- Sustainability is a fundamental factor when deciding on holiday plans for Spaniards, since 69% indicate that environmental aspects now have a certain impact on their preparations. Almost four out of ten (39%) say they are aware of the environmental impact of their vacations, while 30% go so far as to say that environmental aspects condition their travel plans, and they only spend in companies that have a positive environmental impact.
- Holidays are the main reason why Spaniards travel abroad, followed by visits to family and friends. These two reasons mark the recovery of his taste for traveling after the pandemic in 2022.
- Regarding visits to family and friends, 44% of the participants indicate that they have grown during 2022 and 38% observe that they remain at similar levels.
- Bloomberg 24.04.23 : according to ETC, Europeans are rethinking summer vacations because of overcrowding and extreme weather changes are shaping Europeans' regional trip choices, new data shows. This applies for both ES & IT markets!

Market updates/outlook in Spain

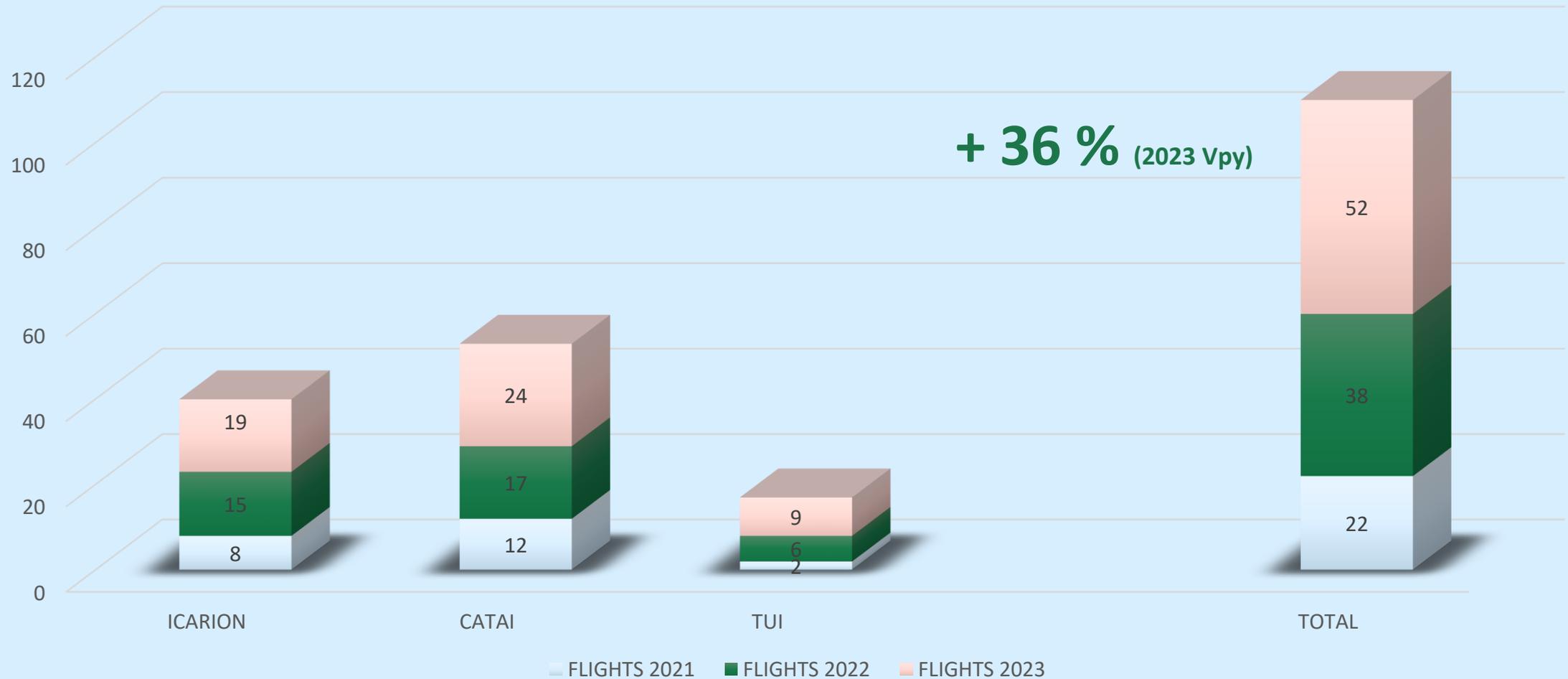
Market Update

SPAIN

[Espanjan markkinakatsaus - Business Finland](#)

- Spain as 4th European market after Germany in overnights to Finland & 3rd largest market in Europe in arrivals to Lapland in December 2022.
- 2023 offering for winter is quite optimistic: exceeding by 30% last years' availability and above pre pandemic levels.
- We are by far the first destination chosen by the Spaniards in winter and where Norway is the first option regarding summer. There are plenty of opportunities to develop our summer –autumn products in the market especially for Lakeland & Archipelago as part of our all-year-round offer.
- Seat capacity from November 2022 to March 2023 is about -20% less compared to pre pandemic times. Even though we are only behind -8% in 2022 overnights compared to 2019.
- Finnair full recovered and increased connectivity for S23 flying from MAD/BCN/ALC/AGP/LPA/TCI
- Iberia will start their new operation to Rovaniemi next 2nd December with two weekly flights (days 3 & 6) until 10.02.24
- Other new airlines routes from Air Baltic (AGP-TME) , Ryanair and Norwegian.
- More new summer programs (mainly fly & drive) launched from our main partners this year.
- According to latest Tourspain connectivity & capacity report OCT22 from Spain to Finland is -20% compared to 2019.

SPAIN – Charter Flights Lapland 2023



Activities Spain 2023

B2B activities

Sales Events in 2023

- Joint Presentations with Key TO's Spain: Started April until October 2023 -28 cities
- Workshops in Madrid & Barcelona 26th & 28th October

- Other B2B activities:
 - ✓ MICE: EVENTOPLUS, February 2023
 - ✓ SMAL Event, Sevilla, April 2023
 - ✓ Sustainable Congress, Málaga, May 2023
 - ✓ Team Finland event summer 2023, Instituto Iberoamericano de Finlandia, Embassy-TBC

B2B activities

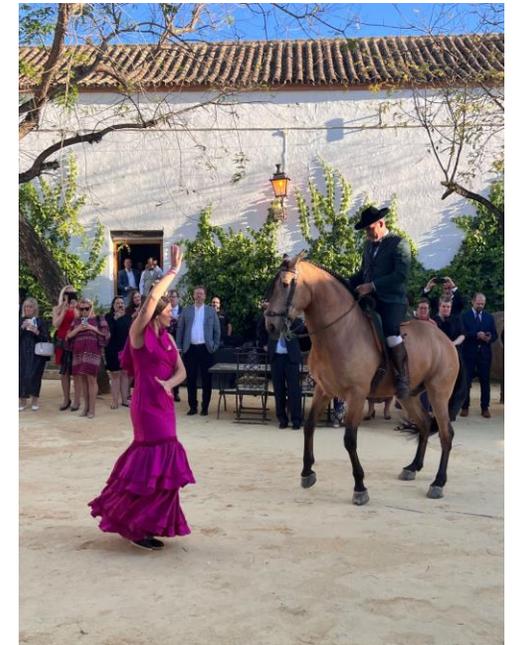
FAM trips in 2023

- Joint Spring famtrip (FR, ES, IT) : June 2023, themes: nature & sustainability, TBC
- Autumn famtrip, September/October 2023, nature, sustainability, luxury TBC
- Ad hoc individual tour operator famtrips, TBC

MICE –MIS 2023



smal SMAL 2023 SPRING EVENT SEVILLA



Iberoamerican Sustainable Congress Málaga

13
mayo

III Foro Iberoamericano de Turismo **Sostenible**
#TurISOS2022

Master Class.

Caso de Éxito: El Turismo **Sostenible** en Finlandia



David Campano
Country Manager
España e Italia
de Visit Finland

Patrocinadores



Colaboradores Oficiales



Colaboradores



Organizadores



Roadshows Key Partners 2022

Roadshows in 14 Spanish cities:

Alcalá de Henares, Pamplona, San Sebastián, Barcelona, Sabadell, Bilbao, Vitoria, Zaragoza, Palma de Mallorca, Córdoba, Granada, Tarragona, Lérida, Murcia.

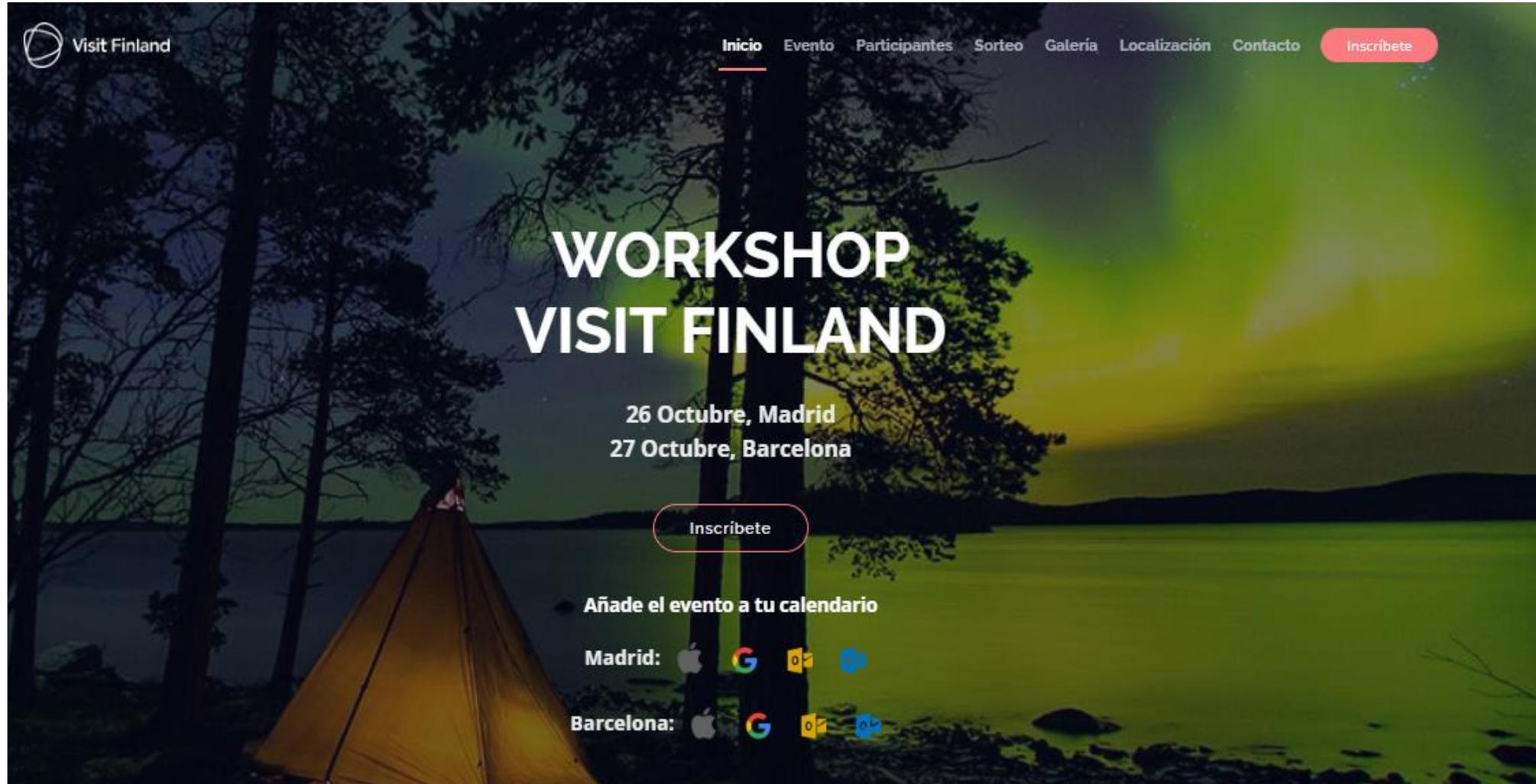


Roadshows Key Partners 2022



B2B sales events Spain

- **Workshops Madrid & Barcelona 26 & 27.10.22**
 - 12 Finnish partners in both cities
- -So far 150 registrations



The screenshot shows the Visit Finland website for a workshop event. The background is a scenic image of a tent in a forest at night with the aurora borealis in the sky. The website features a navigation menu at the top with links for Inicio, Evento, Participantes, Sorteo, Galería, Localización, and Contacto, along with a red 'Inscríbete' button. The main heading reads 'WORKSHOP VISIT FINLAND'. Below this, the dates are listed: '26 Octubre, Madrid' and '27 Octubre, Barcelona'. A central 'Inscríbete' button is present. At the bottom, there is a section for adding the event to a calendar, with social media icons for Apple, Google, Outlook, and Facebook for both Madrid and Barcelona.

Workshops Madrid & Barcelona 26 & 27.10.22



PR & Media in Spain

PR & Media activities in Spain

January-March 2023

PR activities: press releases, pitches, media trips (group, individual and influencer), interviews

Topics that has interested media: Ice swimming, ice fishing, sauna, happiness

PR & Media Highlights January-March 2023



'Planeta Calleja' con Palomo Spain (22/02/2023), online y completo en Cuatro



El programa completo



HOME | VIAJES

Guía práctica para disfrutar de baños helados en Finlandia

Esta experiencia extraordinaria que es tendencia entre los jóvenes en TikTok, es de esas que hay que probar al menos una vez en la vida.



Finlandia es el país más feliz del mundo, según el Informe Mundial de la Felicidad 2023. ©Stock

SALUD

Por qué Finlandia es el país más feliz del mundo (con el frío que hace) y España ocupa el puesto 32

España ha caído varias posiciones en el Informe Mundial de la Felicidad 2023, que lidera Finlandia desde hace ya seis años.



Laponia finlandesa, el lugar para olvidarte del mundo

Volamos a Inari, una de las regiones con más encanto del círculo polar ártico para ver auroras, soñar en silencio o conocer una de las culturas indígenas más genuinas del mundo, los sami. Si, estás antes uno de esos viajes que tienes que hacer una vez en la vida.



SALUD



LOS SECRETOS DE LAS NUEVE SAUNAS FINLANDESES

Precisamente, el país europeo encabeza el ranking del Informe Mundial de la Felicidad por sexto año consecutivo. «Se debe sin duda a nuestro estilo de vida, en contacto con la naturaleza, y al espacio diario de meditación sin teléfonos móviles que es nuestra sauna». La compara con los bares en España, un punto de reunión donde ahogar penas y vivir el presente. «Después del trabajo, nos reservamos este momento. Salimos sudando y respiramos uno de los aires más puros del mundo», describe mirando al pintoresco

PR Highlights from Find Your Inner Finn –campaign in Spain

Forbes

El país más feliz del mundo lanza una clase para ser feliz

El informe sobre la Felicidad en el Mundo que se publicará a finales de este mes elige al país mejor cualificado para ofrecer lecciones sobre cómo alcanzar la felicidad. Es la quinta vez que se alza con el galardón.



La imagen de las Islas de Finlandia según la Red mundial. © Peta Järvelin/Visit Finland

expreso

¿Listo para encontrar al finlandés que llevas dentro?
EXPRESO - 14.03.2023



El Confidencial

EN UN HOTEL APARTADO DE LAKELAND

¿Se puede enseñar a ser feliz? Qué demonios pasa con Finlandia y sus 'masterclass' del bienestar

El país nórdico vuelve a copar el primer puesto de los informes de felicidad. Tanto es así que la industria del bienestar y la del turismo se han hecho inseparables allí

BUSINESS INSIDER

Finlandia regala viajes gratis para aprender por qué lleva siendo 6 años el país más feliz del mundo



La Opinión
Desde 1926

Así puedes solicitar un viaje gratis a Finlandia para aprender a ser feliz

La Masterclass de la Felicidad es una sesión presencial que se celebrará en Finlandia en junio de 2023 y cualquier persona del mundo puede aplicar para tomarla gratis.



yahoo! finanzas

Finlandia regala viajes gratis para aprender por qué es el país más feliz del mundo

Finlandia ha vuelto a ser nombrada el **país más feliz del mundo** en el [World Happiness Report 2023](#), repitiendo primer puesto por sexto año consecutivo. Ahora está regalando **viajes** para que los interesados reciban una clase magistral de 4 días sobre equilibrio vital y filosofía finlandesa.



Visit Finland

Italy



Travel trends in Italian market

Travel Trends

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

- In 2022, in fact, the trips of residents in Italy were 54 million, an increase compared to 2021 (+ 31.6%) but below the values prior to Covid (-23% compared to 2019). A -23% that hopefully will be filled during the summer season.
- According to the presentation of the Consultant “Blueeeggs” in the Nordic Workshop in Milano last March, travel top travel trends in the Italian market are related to recoding reality and reconnecting with oneself in order to achieve emotional well-being
- Italians are looking for nature, silence, clean air and accessible landscapes in Finland.
- The strengths of winter are: The Snowy Winter Kingdom, the Northern Lights, Lapland, Santa Claus and Rovaniemi.
- In the summer, interest is focused on: City Breaks, Helsinki as part of Scandinavian/Baltic capitals tours, cruises, Fly&Drive tours, outdoor activities (most popularly cycling and hiking), cottage holidays, wildlife spotting and Finnish Lapland combined with the Nordkapp. Big interest for the lakes ; explaining the difference between “Italian and Finnish lakes”
- Italians appreciate sustainability, nature-oriented adventure experiences, energetic city break offerings, Finnish design and architecture, and food culture as part of their trip. Authentic experiences and exoticism are interesting, but combined with high-quality accommodation and service

Market updates/outlook in Italy

Market Update

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

- Huge growth of overnights in Dec22-Jan23 (59.400) + 40% Vs. 2019.
- Italians are a traveling people a lot and there is a lot of travel, especially from the prosperous north of Italy.
- Accessibility improved: In 2023 we have 30% more flights availability compared to 2022 including the new operation from Finnair from Linate to Helsinki.
- There is a lot of potential especially in summer tourism, as the longest holidays in the summer and the summer holidays of Italians are mainly long.
- For many years in a row, Italy has seen growth.
- The Nordic countries are a trendy destination for Italians.

Activities Italy 2023

B2B sales events Italy

Nordic Workshop Milan –MAR23



Nordic Workshop Italy 2023: Deep Trends to build the future of tourism

[0] March 29, 2023 09:10

Journal of professional interest for tourism
Quotidiano Travel
www.travelquotidiano.com
April 19, 2023



Elisabeth Ones, Visit Norway with David Campano, Visit Finland

The Nordic Workshop Italy 2023 this year started with a particular interpretation, that of Deep Trends: the emerging consumption patterns analyzed by the international Blueeggs observatory which, according to the Tourism Boards of Norway, Finland, Denmark and Iceland will be a good point of reflection and development for the Northern Europe product.



B2B sales events Italy

TTG Rimini with Nordic partners—Next OCT 23



PR & Media Italy

PR & Media activities in Italy

January-March 2023

PR activities: press releases, pitches, media trips
(group, individual and influencer)

Topics that has interested media: Wellbeing,
food, sauna, happiness

PR & Media Highlights January-March 2023



Speciale Eden



ELLE

La Finlandia è (ancora una volta) il Paese più felice al mondo, e l'Italia?

di [ELENA FIORETTA GARDICHI](#) 21/03/2023

Arrivati al sesto anno consecutivo, forse è il caso di arrendersi e ammettere che la Finlandia è davvero il Paese più felice al mondo, senza se e senza ma. Lo dicono i dati del World Happiness Report 2023, pubblicati ieri, 20 marzo, in occasione della Giornata internazionale della felicità dal Sustainable Development Solutions Network delle Nazioni Unite, lo dichiarano i suoi 5,5 milioni di abitanti, appena un dodicesimo di quelli italiani, ma quanto basta per portare in cima alla classifica il Paese anche nel 2023. Questo report, nato per la prima volta nel 2010 e basato su sei criteri fondamentali – supporto sociale, reddito, salute, libertà, generosità e percezione del livello di corruzione –, fotografa il benessere e la qualità di vita dei cittadini in 137 paesi al mondo.

la Repubblica

IL GUSTO

Cosa si mangia (e dove) in Finlandia, il Paese più felice del mondo?

di Antonio Scuteri



AD



La sauna in un museo? In Finlandia si può fare, ed è un'esperienza unica al mondo

di [Alessandra Pellegrino](#)
26 marzo 2023

Serlachius Art Sauna, foto Marc Goodwin

Art Sauna, ovvero godersi il piacere della sauna finlandese dentro un museo. Un edificio unico al mondo, progettato dal pluripremiato trio Héctor Mendoza, Mara Partida e Boris Bežan, che integra arte, natura, architettura e design autoriale. Da vedere (e provare) almeno una volta nella vita.

PR Highlights from Find your Inner Finn –campaign in Italy

CORRIERE DELLA SERA

Correre, respirare, esercitare gratitudine: le pratiche per imparare a essere felici. «Una condizione da allenare come un muscolo»

di Carlotta Lombardo

Lo rivelano gli esperti sulla Scienza della Felicità e delle Organizzazioni Positive: «la chiave di volta è creare un'abitudine sana e positiva». La ricerca: il 45% delle persone non è felice da più di due anni. In Finlandia, una Masterclass (gratuita) insegna i segreti della felicità

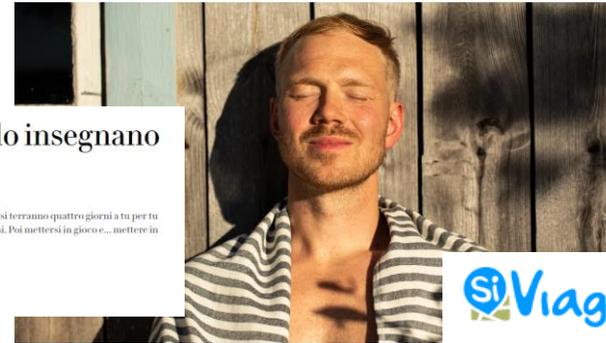


VANTY FAIR

Vuoi imparare a essere felice? Te lo insegnano i finlandesi!

Dalla Finlandia, detto Paese più felice del mondo, arriva la prima Masterclass sulla felicità: a giugno si terranno quattro giorni a tu per tu con coach finlandesi per carpire ogni segreto. Per partecipare, basta iscriversi e seguire le istruzioni. Poi mettersi in gioco e... mettere in pratica la felicità!

DI FRANCESCA FAVOTTO
26 MARZO 2023



SiViaggia

sky tg24

LIFESTYLE

Finlandia, a scuola di felicità: a giugno la Masterclass of Happiness

16 mar 2023 - 12:28
Costanza Ruggeri



Fino al prossimo 2 aprile è possibile candidarsi per essere uno dei 10 fortunati vincitori del concorso internazionale per partecipare alla prima Masterclass of Happiness indetta da VisitFinland. Quattro giorni (dal 12 al 15 giugno) nell'esclusivo Kuru Resort di Rantasalmi, nella regione del Savo meridionale, a stretto contatto con coach esperti per apprendere tutti i segreti del "popolo più felice del mondo"

Adesso puoi scoprire il segreto della felicità prendendo lezioni in Finlandia

Molto più di un corso di formazione, si tratta della Masterclass of Happiness che ti insegna il segreto della felicità finlandese. Ecco come partecipare gratuitamente

14 Marzo 2023 10:13



Kuru Resort, la struttura ricettiva dove si terrà la Masterclass sulla felicità

¡Muchas gracias!



