



How to reach Finland's full potential?

Visit Finland, Potential, position and
segmentation study for Finland
Juri Mäki / Red Note 3-2023

RED NOTE



Agenda

What is the market like?

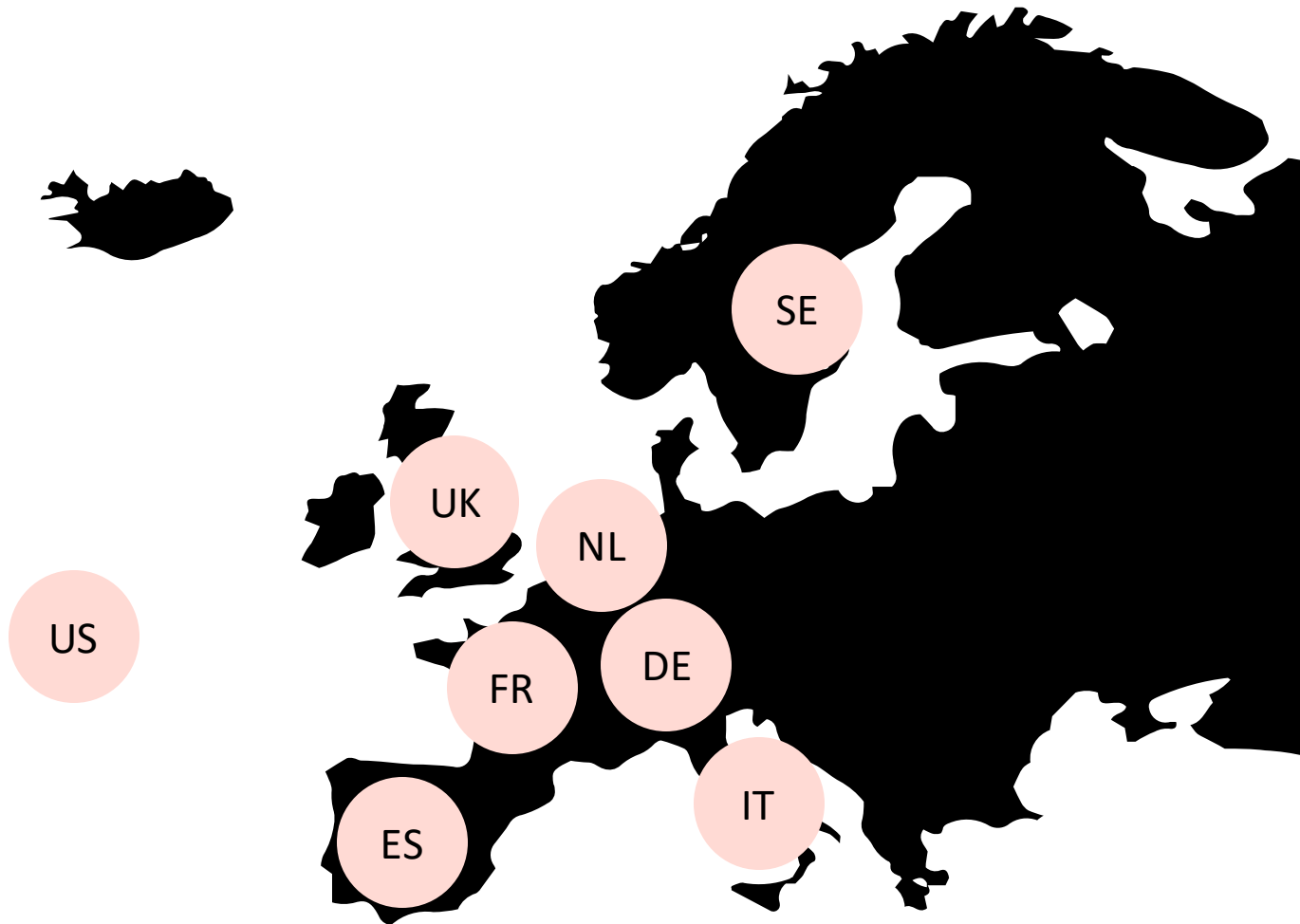
Competitive landscape & Finland's position

What is interesting?

Interest area classification

How to reach Finland's potential?

Offering development and communication



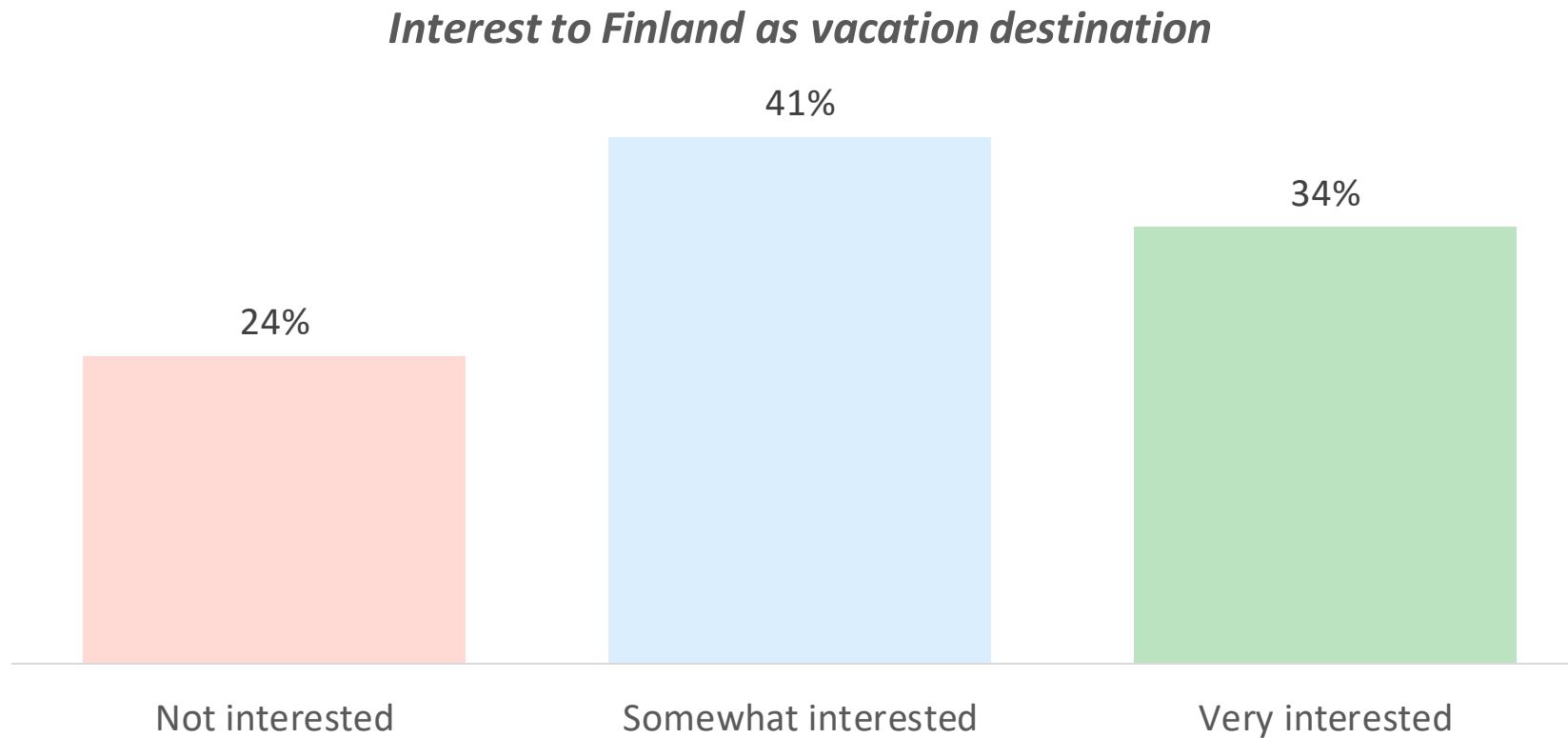
Over **16.000**
respondents
from **8**
countries

WHAT IS THE MARKET LIKE?

Competitive landscape & Finland's potential

About third was interested in Finland

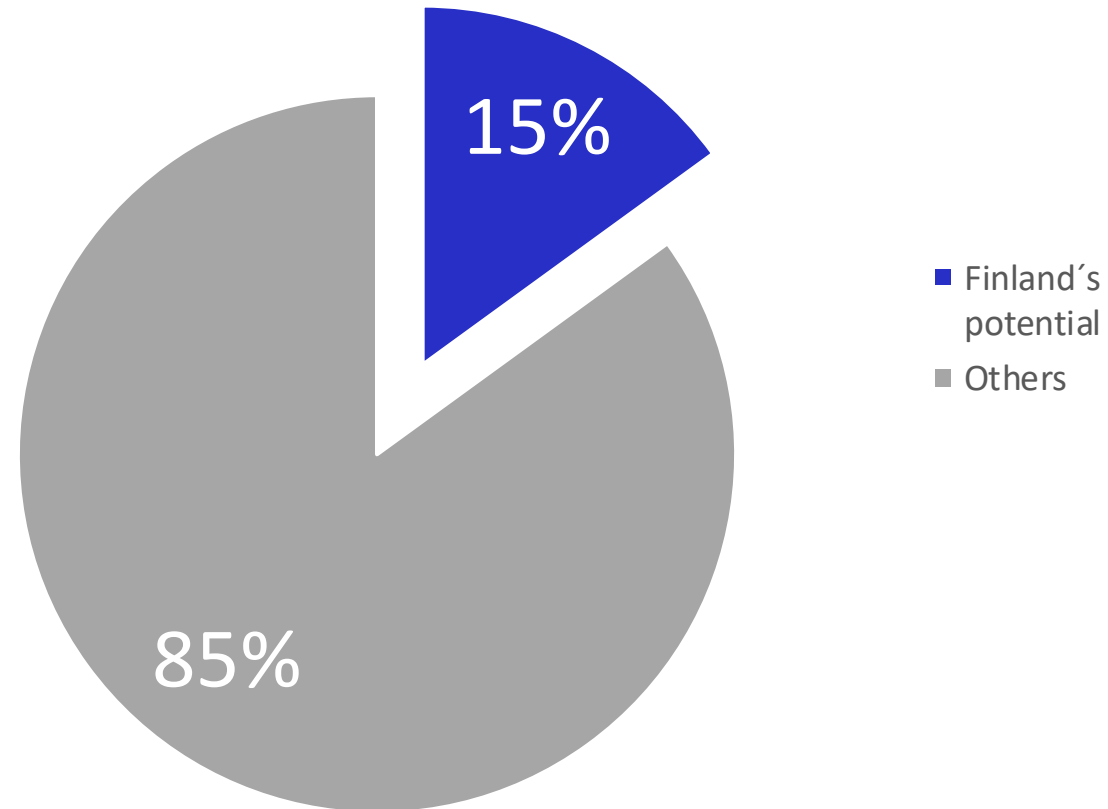
How interested are you in the following countries as vacation destinations?



We estimate that about 15% of all respondents are potential travellers for Finland

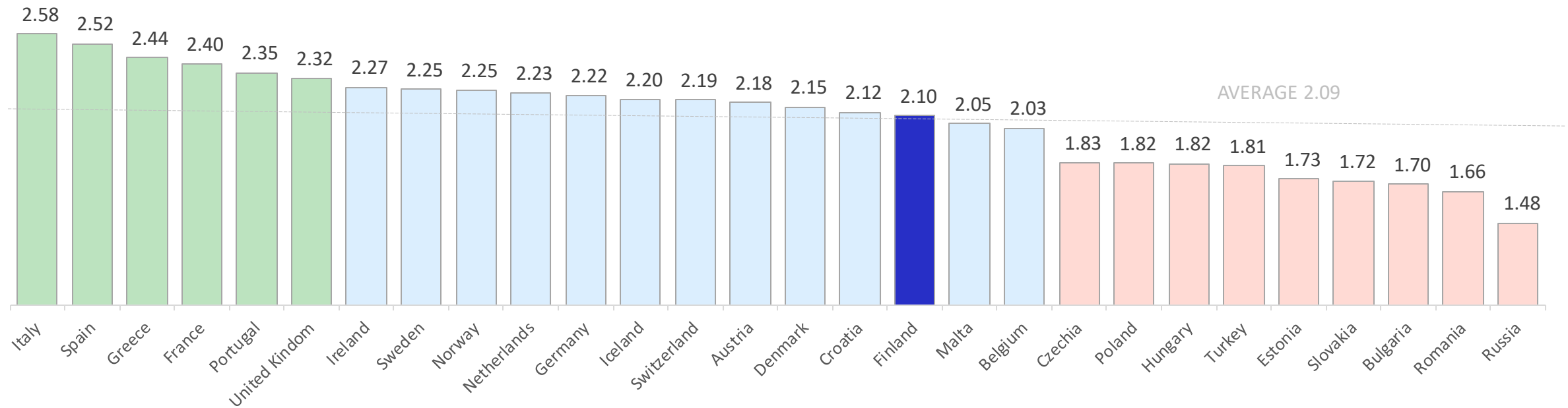
Key assumptions for estimated potential:

- Very interested in travelling to Finland
- Travels abroad at least every 2-3 years
- Has also high interest for Finland as destination
- Has a some knowledge about Finland



In terms of interest, Finland ranks a bit below the middle

How interested are you in the following countries as vacation destinations?



Finland, Sweden and Norway form a tight group

Data visualisation based on interest correlations



Eastern European countries create a tight group

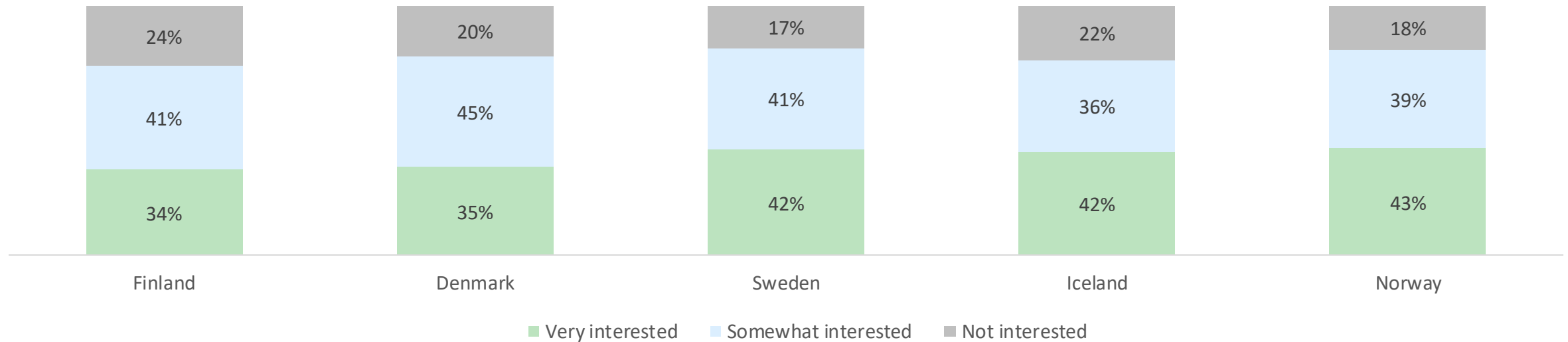


Denmark is linked to Sweden and only Iceland remains outside of Scandinavia

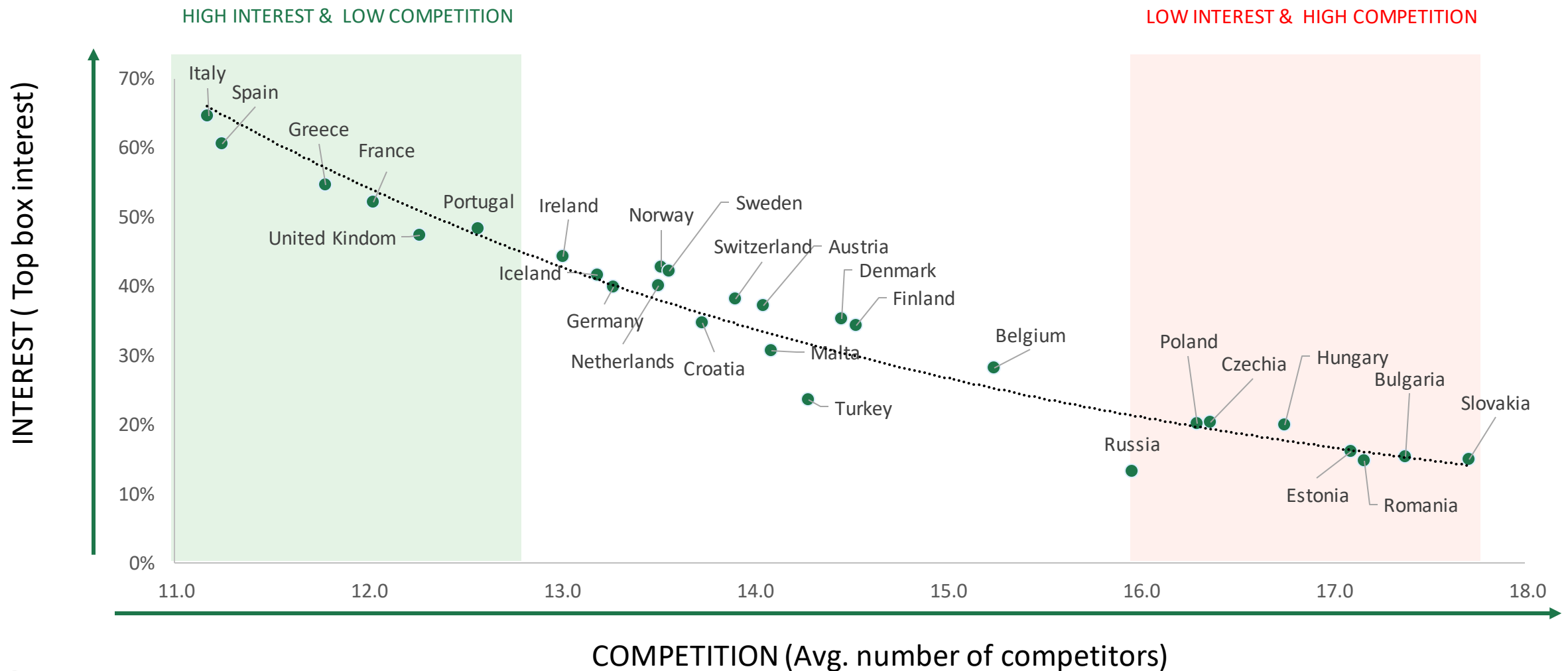


Interest in Finland is slightly lower compared to other Nordic countries

How interested are you in the following countries as vacation destinations?

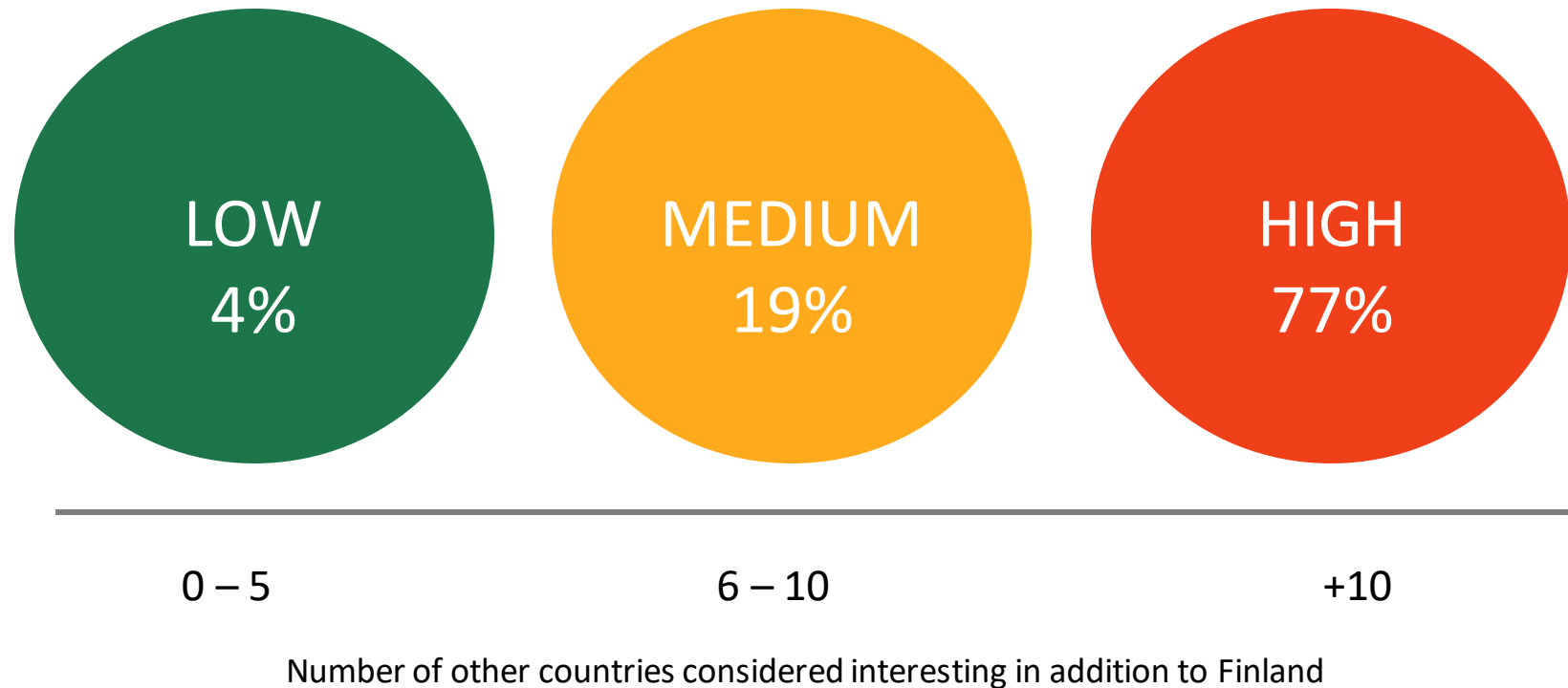


Big well known countries face less competition than small ones



Those interested in Finland have a wide interest in other countries as well

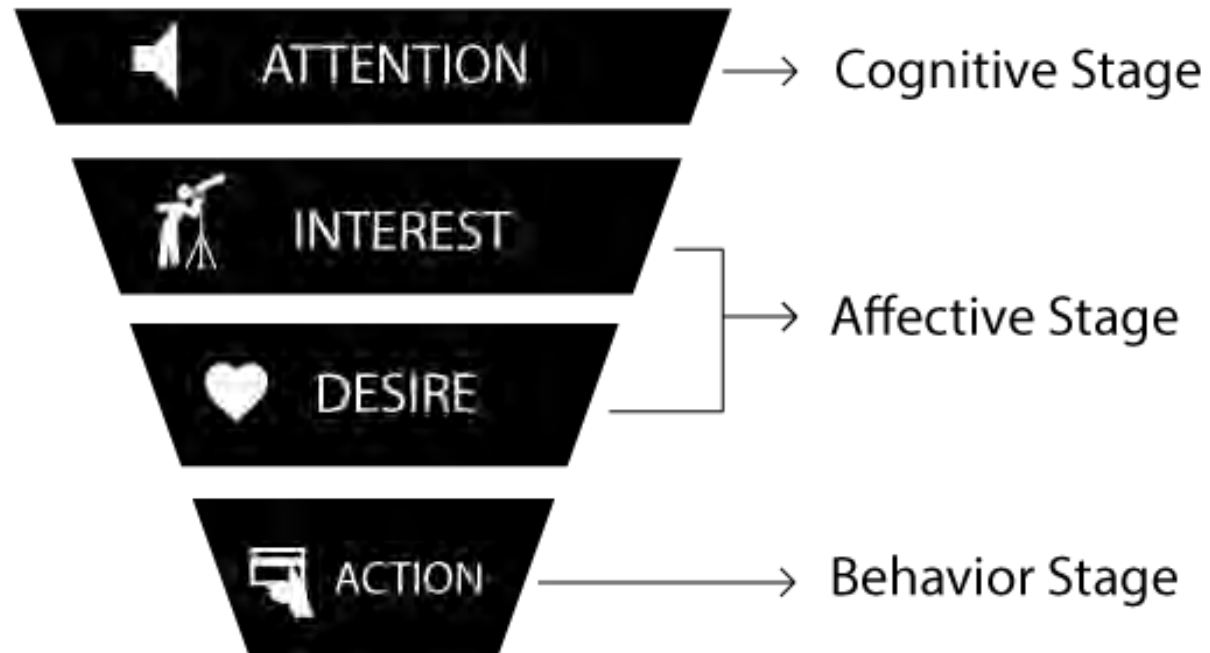
COMPETITIVE LANDSCAPE FOR FINLAND – LEVEL OF COMPETITION





Finland's challenge is more **tight competition** than lack of interest

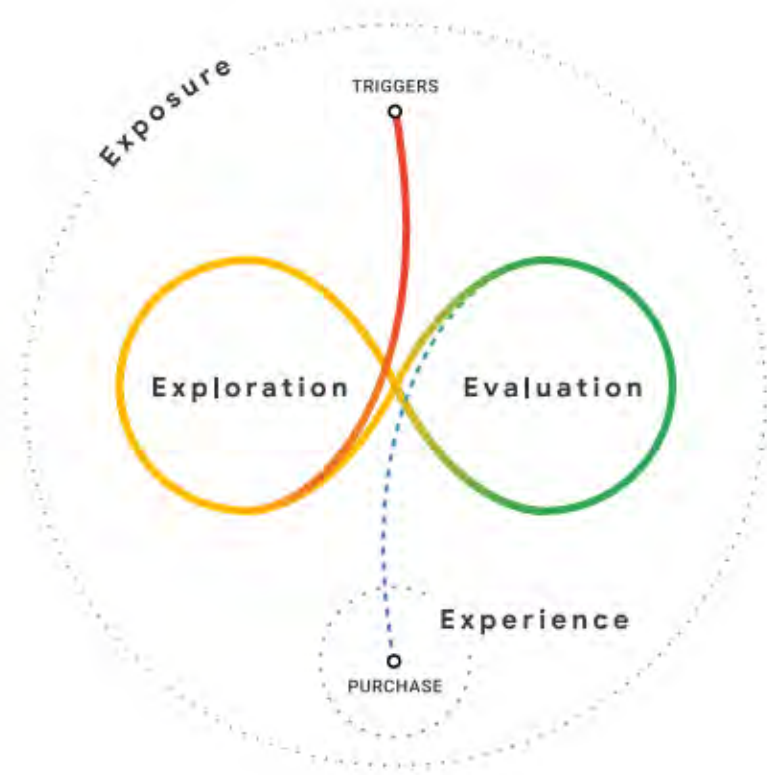
How do we make choice decisions?



In reality it is not a very clear path

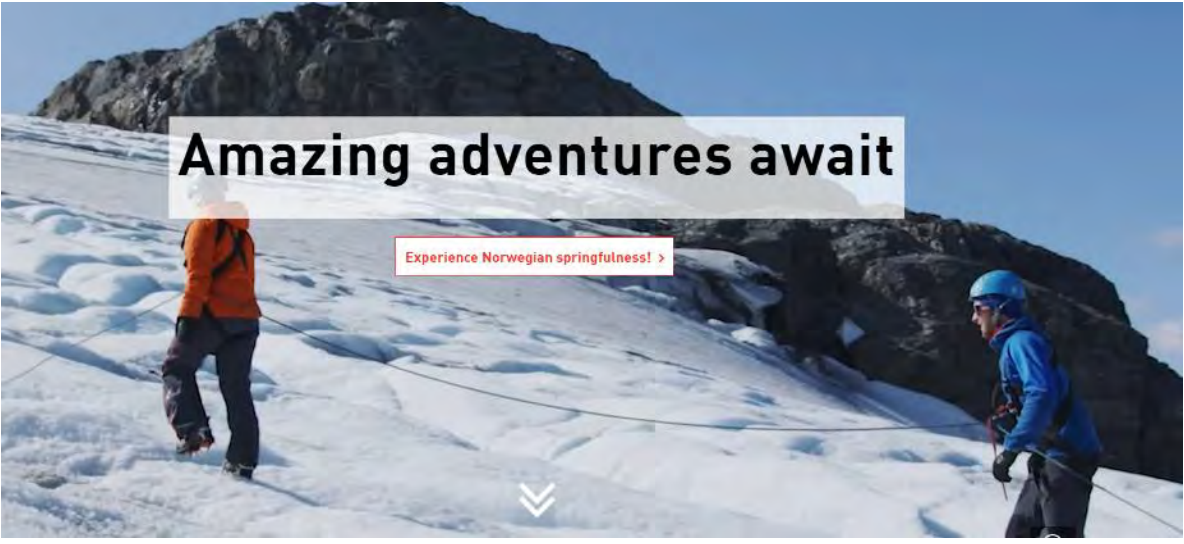


Our decision making is more like a loop than a path



First challenge for Finland is to get in to a consideration group





Friends or enemies?





Cooperation with Norway,
Sweden and Iceland could make
sense

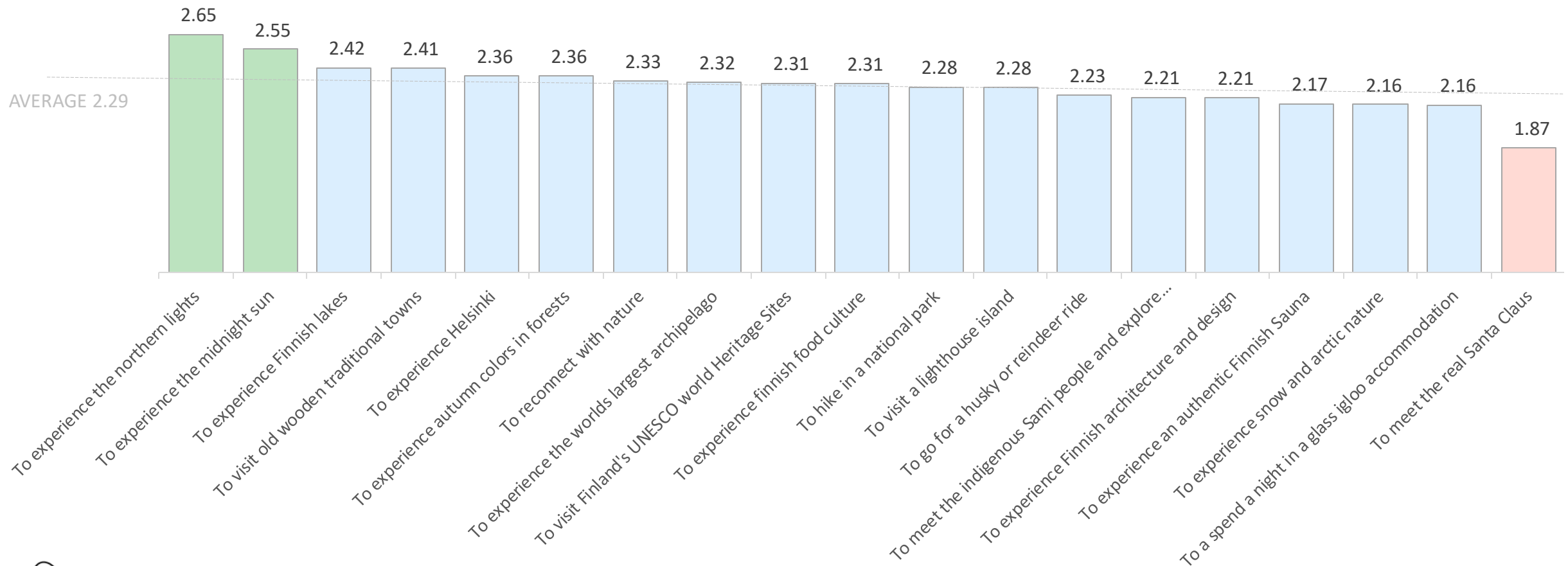


WHAT IS INTERESTING?

Interest area classification

The northern lights and the midnight sun were the most interesting topics

If you were to come to Finland, how interesting would you find the following destinations and activities?



What did we do?

METHOD & ANALYSIS

We did a factor analysis that grouped the tested Finnish subjects into three different groups. The groups were clearly profiling



- To meet the real Santa Claus
- To spend a night in a glass igloo accommodation
- To go for a husky or reindeer ride
- To experience snow and arctic nature
- To experience an authentic Finnish Sauna
- To visit a lighthouse island

- To meet the indigenous Sami people and explore their culture
- To hike in a national park
- To reconnect with nature
- To experience Finnish food culture
- To experience the world's largest archipelago
- To experience autumn colors in forests
- To experience Finnish lakes
- To experience Finnish architecture and design
- To experience the midnight sun
- To visit Finland's UNESCO world Heritage Sites
- To visit old wooden traditional towns
- To experience Helsinki
- To experience the northern lights

	Culture	Nature	Finnish exp.
To meet the real Santa Claus	0.244	-0.044	0.735
To spend a night in a glass igloo accommodation	0.174	0.299	0.716
To go for a husky or reindeer ride	0.133	0.386	0.667
To experience snow and arctic nature	0.259	0.422	0.588
To experience an authentic Finnish Sauna	0.366	0.166	0.573
To visit a lighthouse island	0.475	0.401	0.393
To meet the indigenous Sami people and explore their culture	0.534	0.298	0.382
To hike in a national park	0.365	0.519	0.312
To reconnect with nature	0.404	0.545	0.304
To experience Finnish food culture	0.633	0.187	0.296
To experience the world's largest archipelago	0.585	0.382	0.294
To experience autumn colors in forests	0.44	0.554	0.271
To experience Finnish lakes	0.484	0.565	0.239
To experience Finnish architecture and design	0.76	0.148	0.231
To experience the midnight sun	0.269	0.724	0.199
To visit Finland's UNESCO world Heritage Sites	0.673	0.343	0.185
To visit old wooden traditional towns	0.598	0.449	0.182
To experience Helsinki	0.678	0.237	0.137
To experience the northern lights	0.181	0.79	0.103

Finland has three main attraction factors



CULTURE

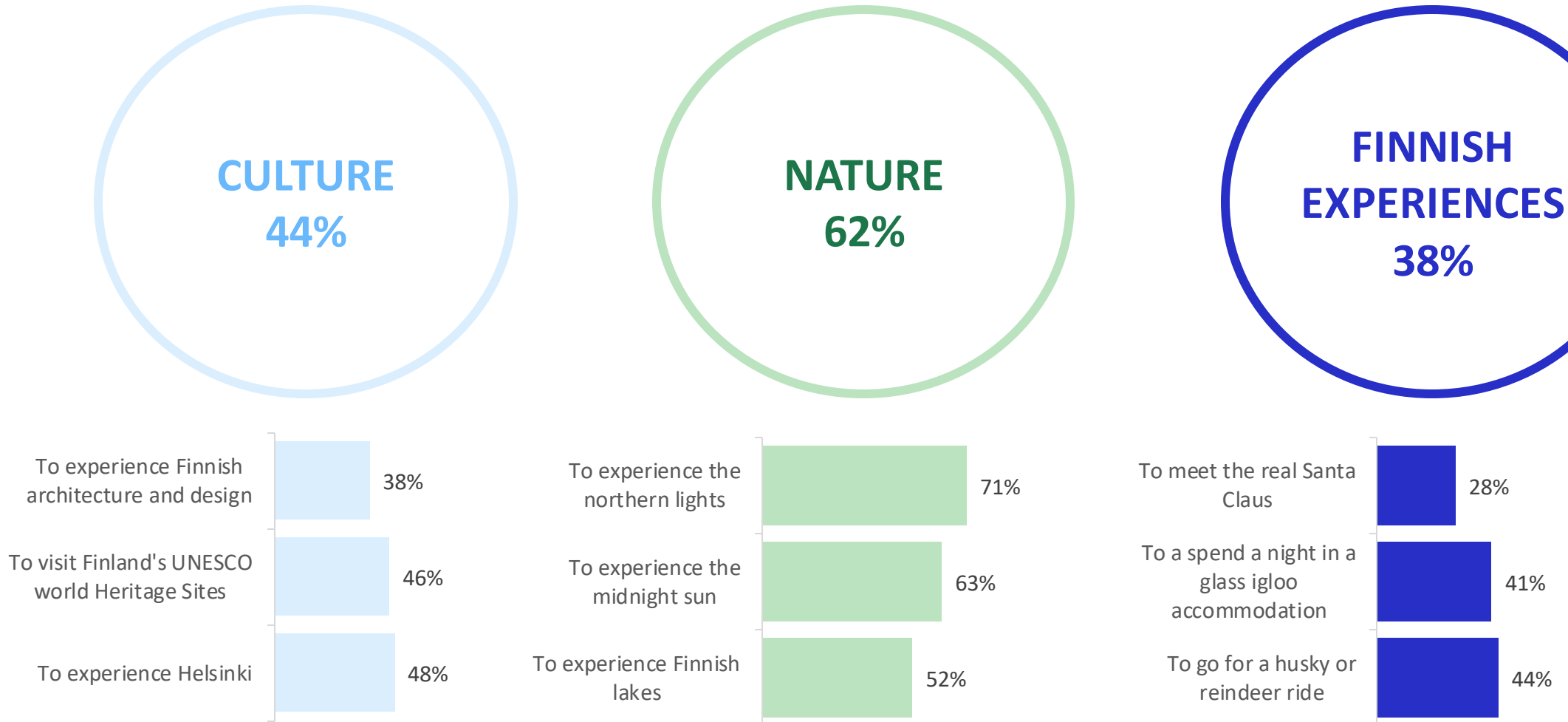


NATURE



**FINNISH
EXPERIENCES**

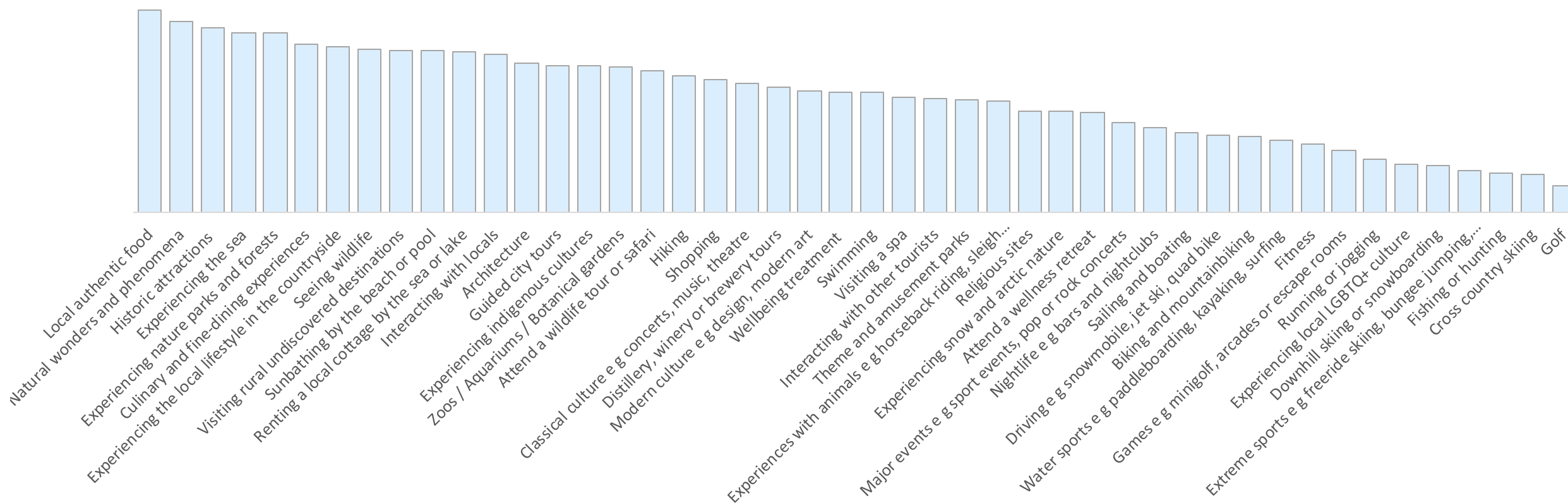
Nature related topics seem to have the highest appeal



Top three most attached topics to each factor/ Share of very interested respondents

We measured interest in 46 vacation related topics

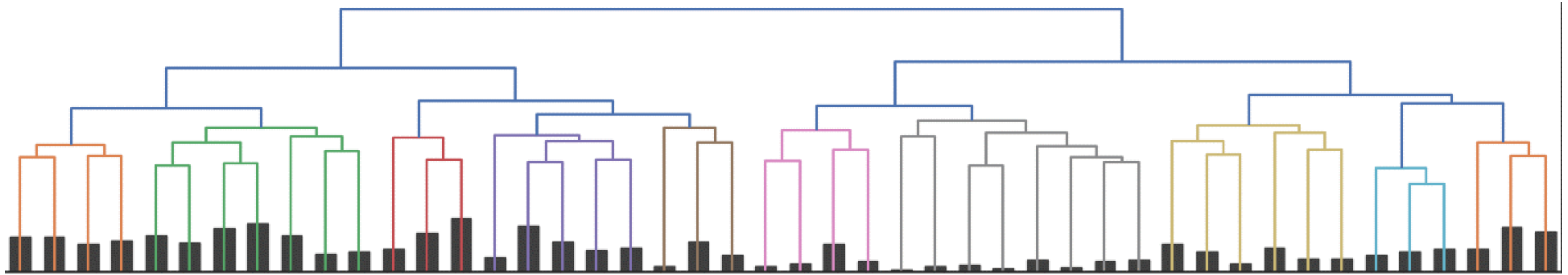
How interesting do you find the following vacation-related topics?



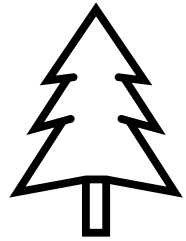
Each respondent was allowed to have several interest areas



We made a customer-oriented model of how different topics are related to each other



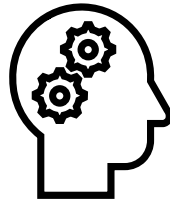
On a top-line level there are four main themes



NATURE &
DISCOVERY

Authentic
experiences

Nature
experiences



CULTURE &
LEARNING

Food & drinks

Culture &
history



SPORTS &
ACTIVITIES

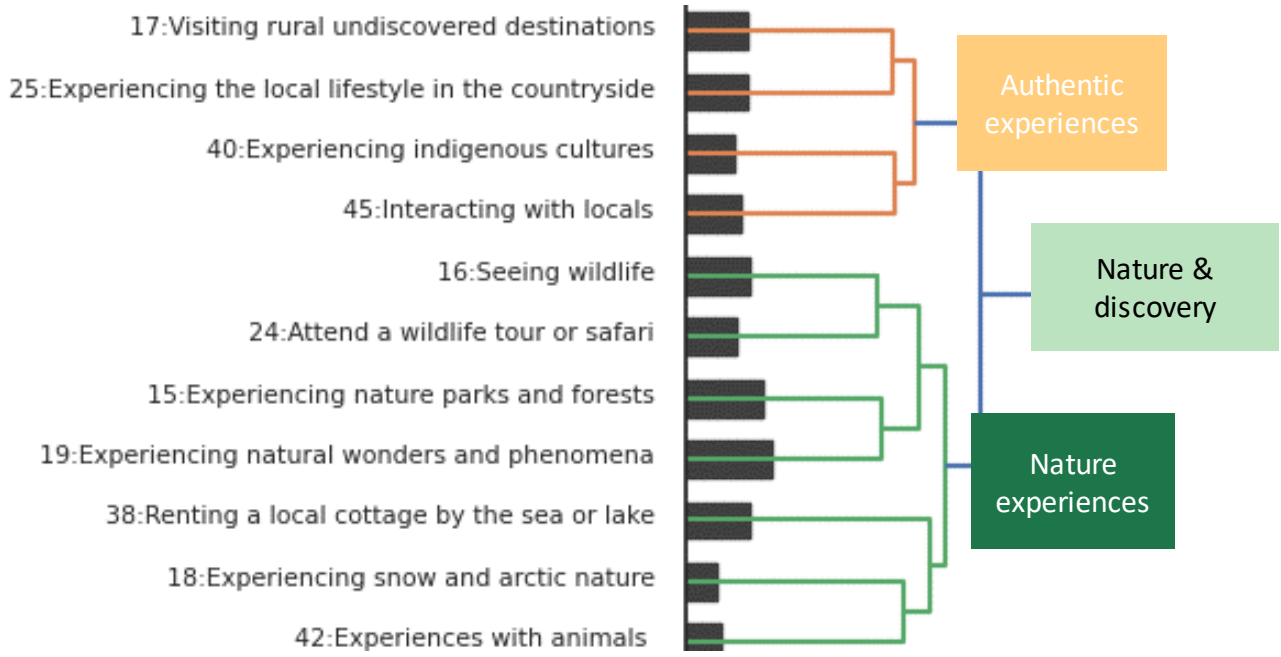
Sports &
activities



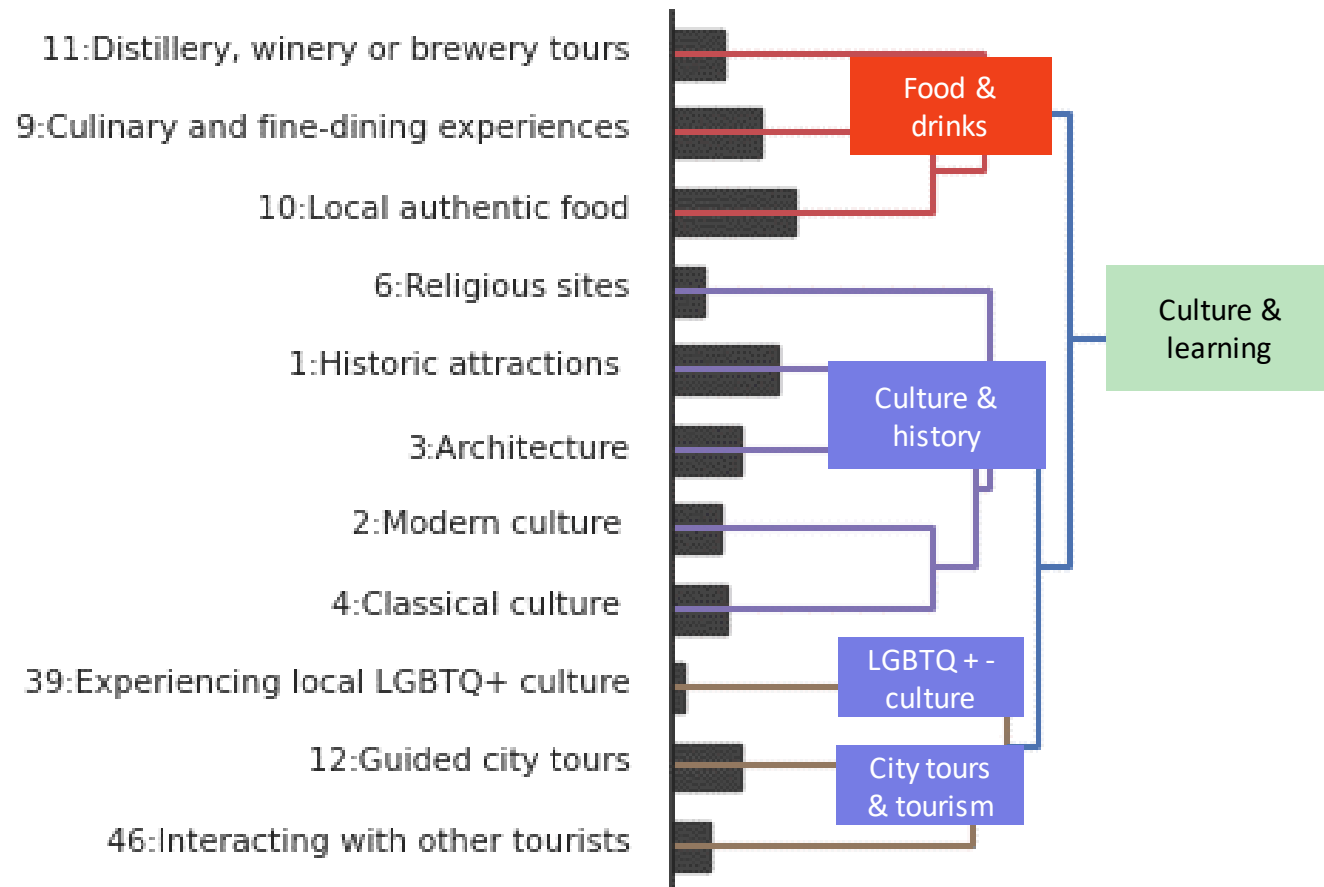
ENTERTAINMENT &
WELLBEING

Shopping &
entertainment

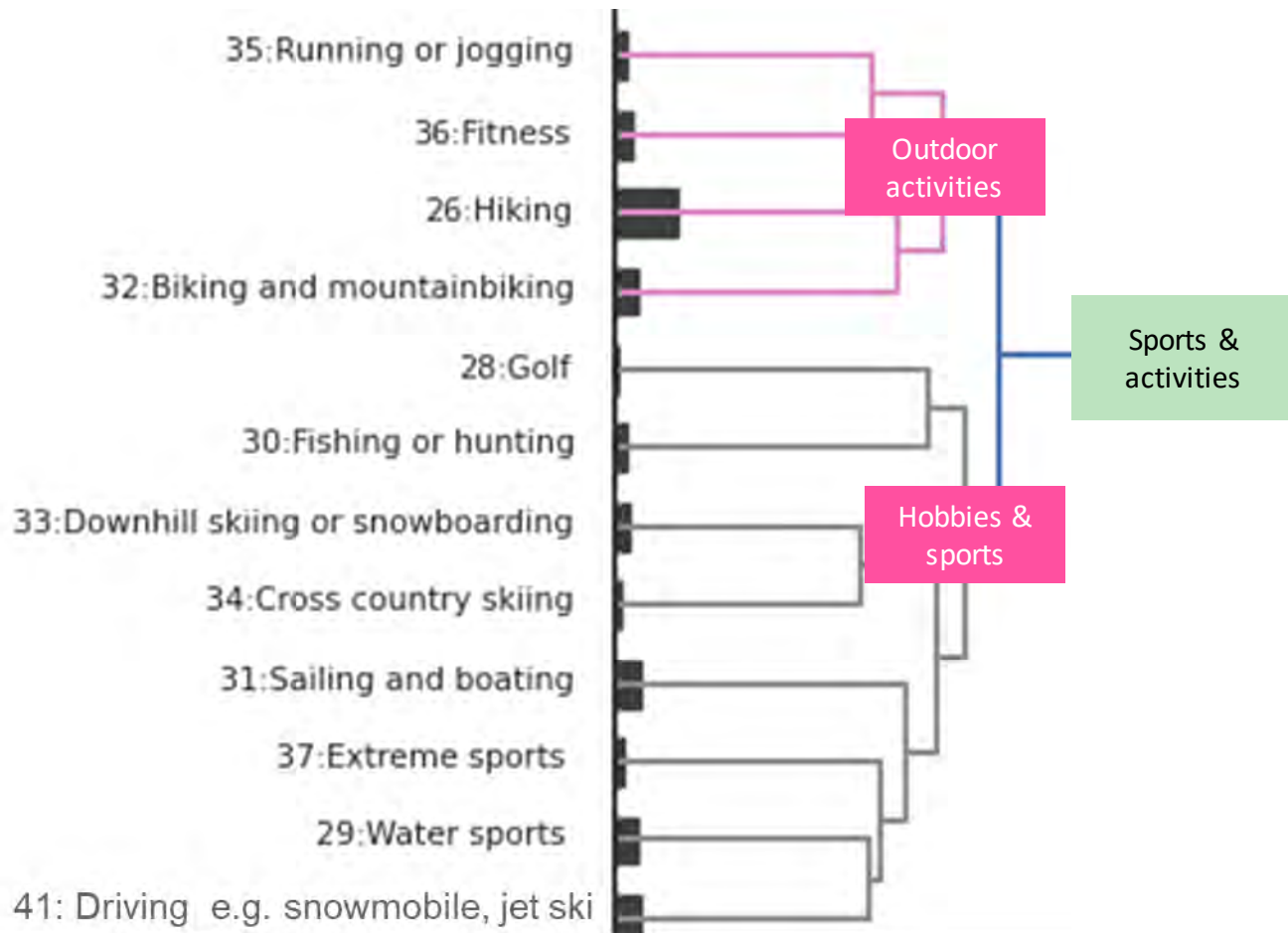
Relaxing &
wellbeing



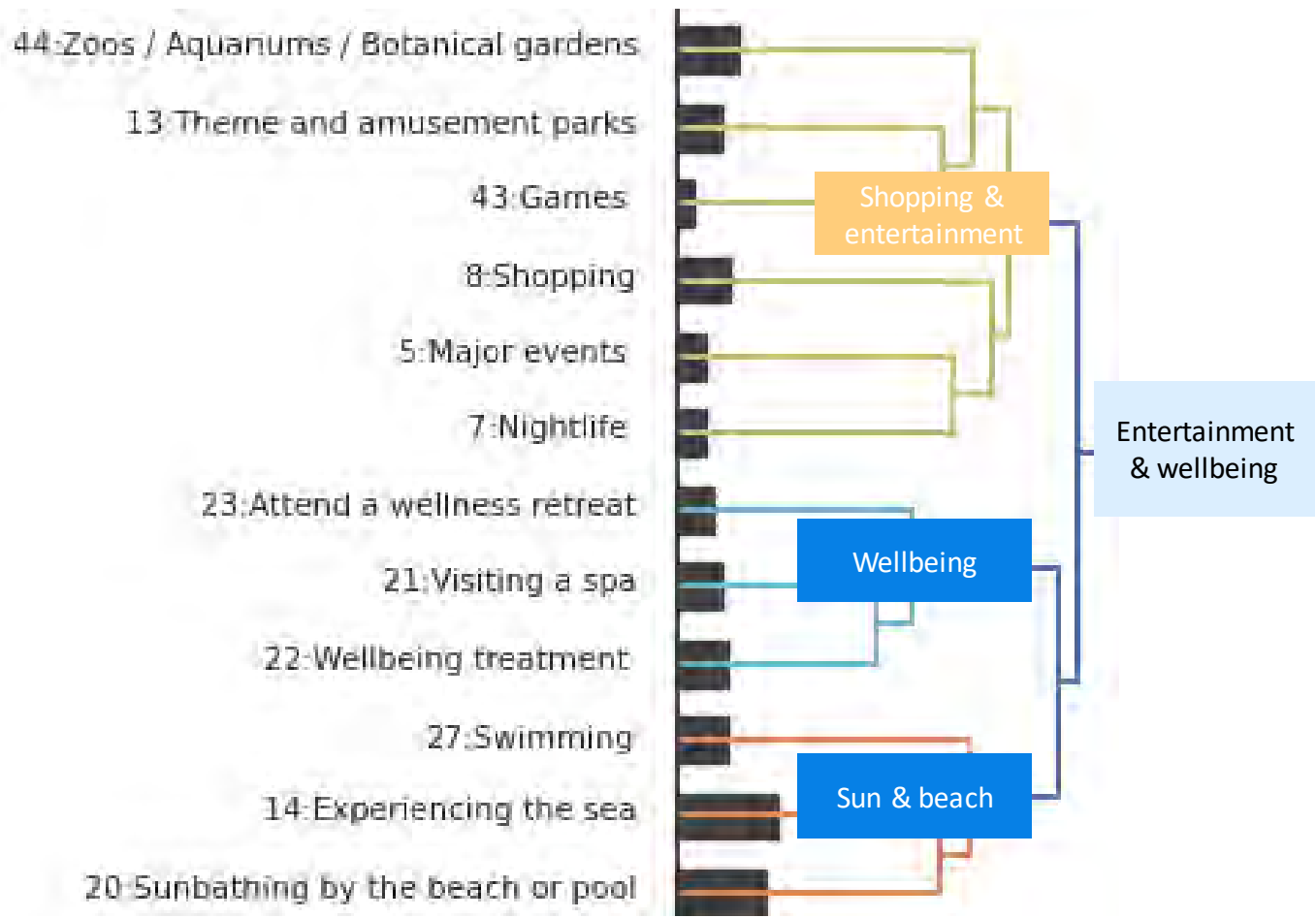
Relationship to nature divides nature and discovery theme in two



Interest in culture and learning is related to urban environment

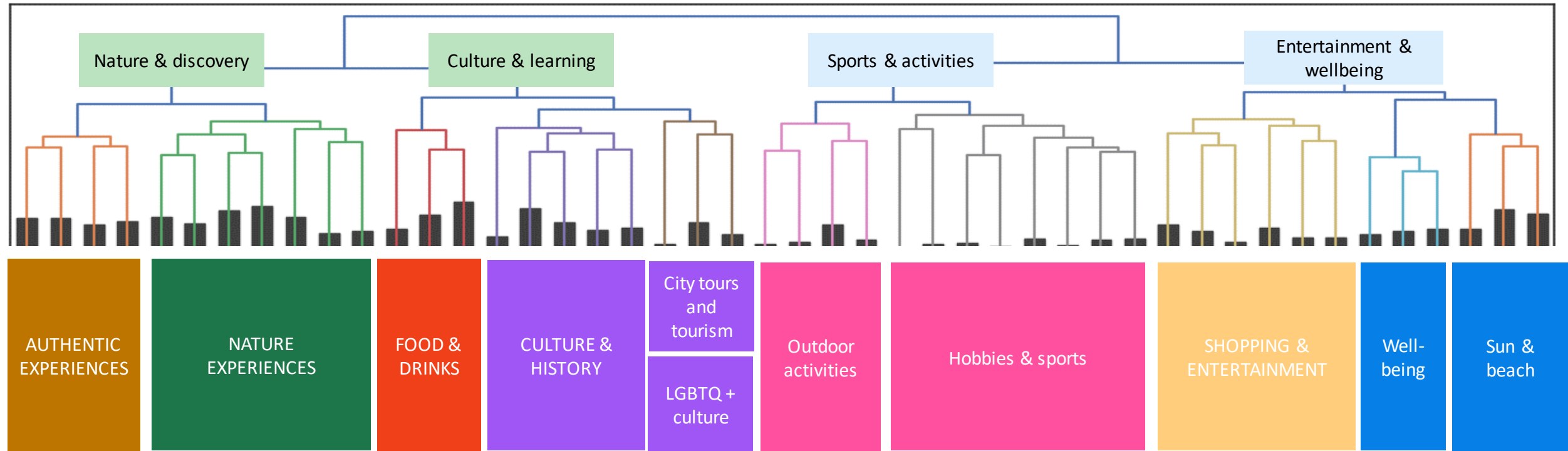


The sports and activities theme is divided into several subsections

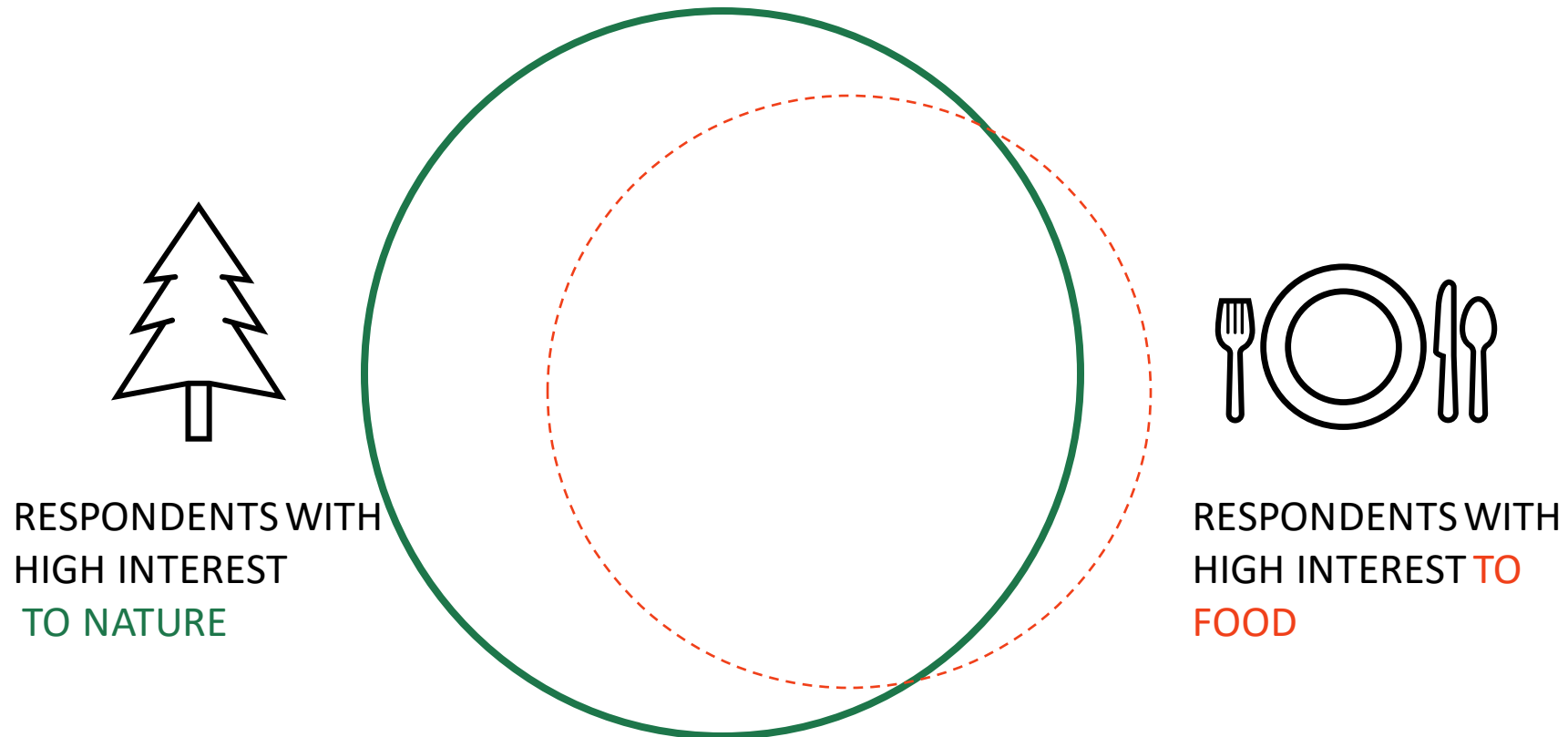


Entertainment and wellbeing theme has both an active and a relaxing side

We discovered 11 different areas on interest



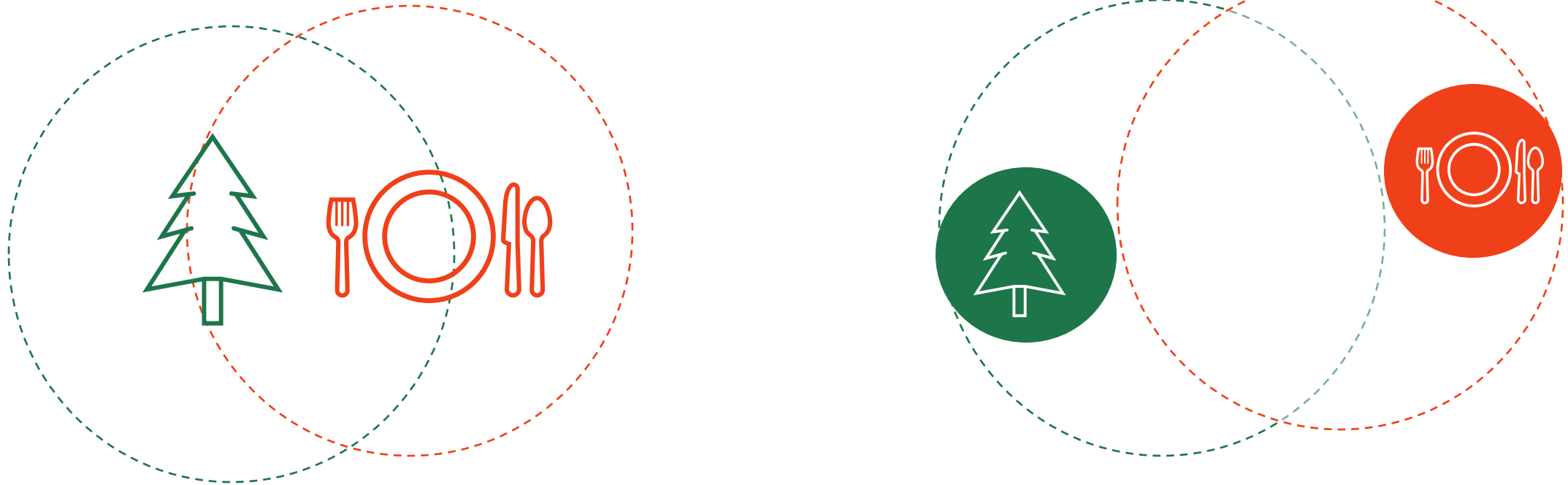
In reality interest areas are highly overlapping



85% of those interested in nature are also interested in food

What did we do?


METHOD & ANALYSIS



In order "sharpen" the segments we defined a core profile for each interest areas. In practise we will decrease the overlap and choose a smaller sub-sample to represent the core of the target group. This produces a sharper profile, but at the same time it is also a caricature. It creates an image that the segments are clearly different, which in reality they often are more overlapping and similar.

NATURE AND DISCOVERY



 Nature lover


 Lifestyle traveller


CULTURE AND LEARNING



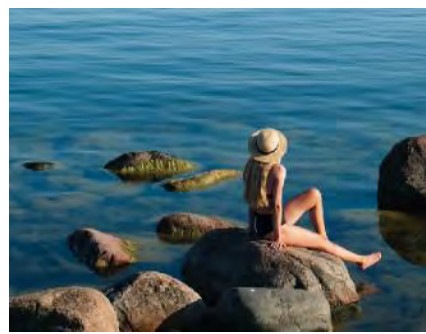
 Culture traveller


 Foodie


 Group traveller

 LGBTQ+ traveller

ENTERTAINMENT AND WELLBEING




 City breaker


 Sun & beach lover

 Wellbeing seeker

SPORTS AND ACTIVITIES




 Outdoor explorer

 Active hobbyist

NATURE AND DISCOVERY



 Nature lover

 Lifestyle traveller


CULTURE AND LEARNING



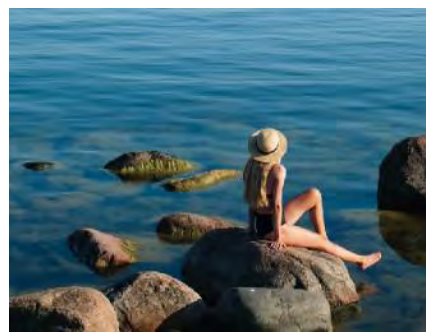
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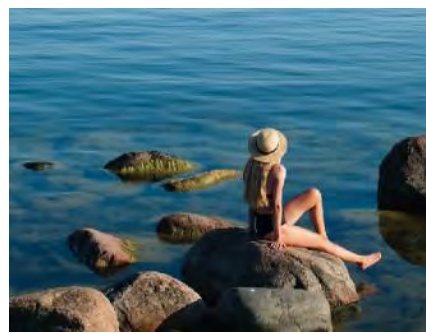
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ENTERTAINMENT AND WELLBEING




 City breaker

 Sun & beach lover

 Wellbeing seeker

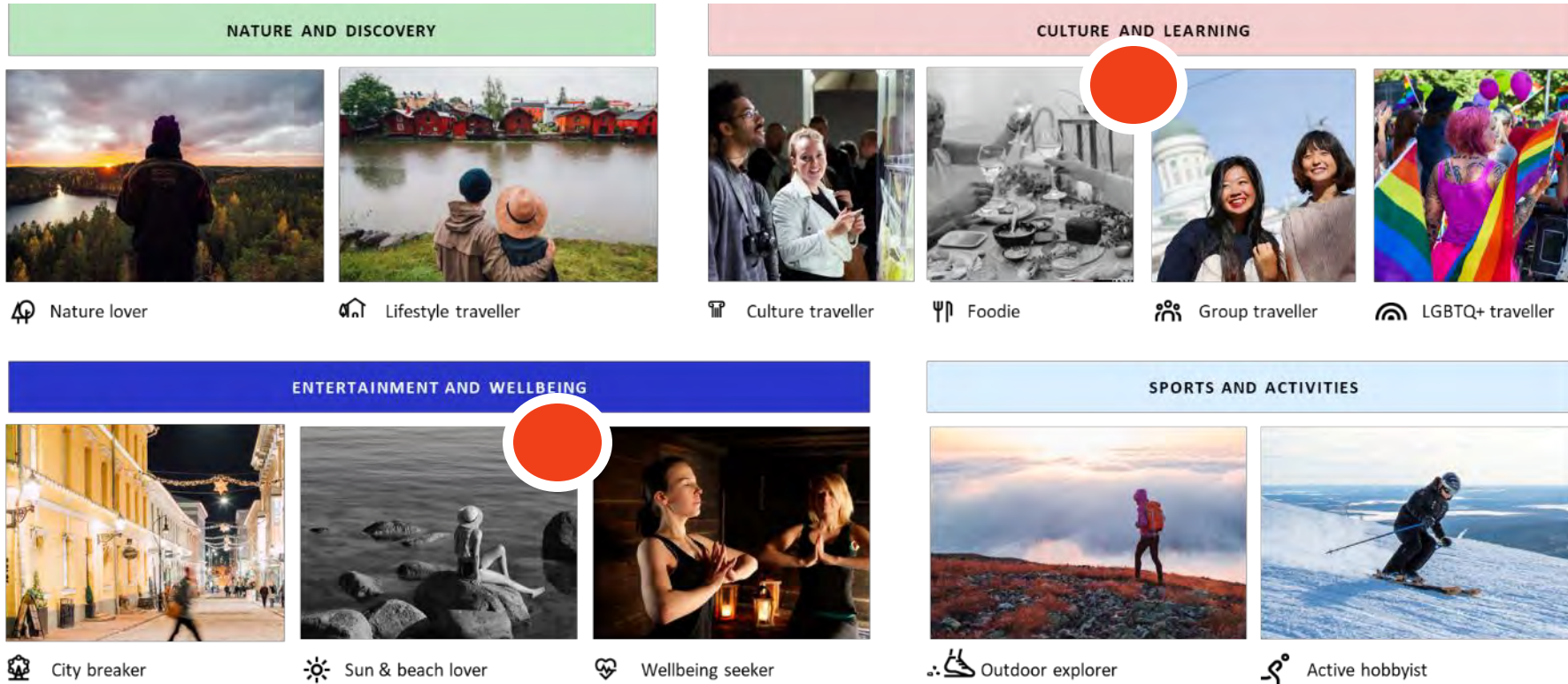
SPORTS AND ACTIVITIES



 Outdoor explorer

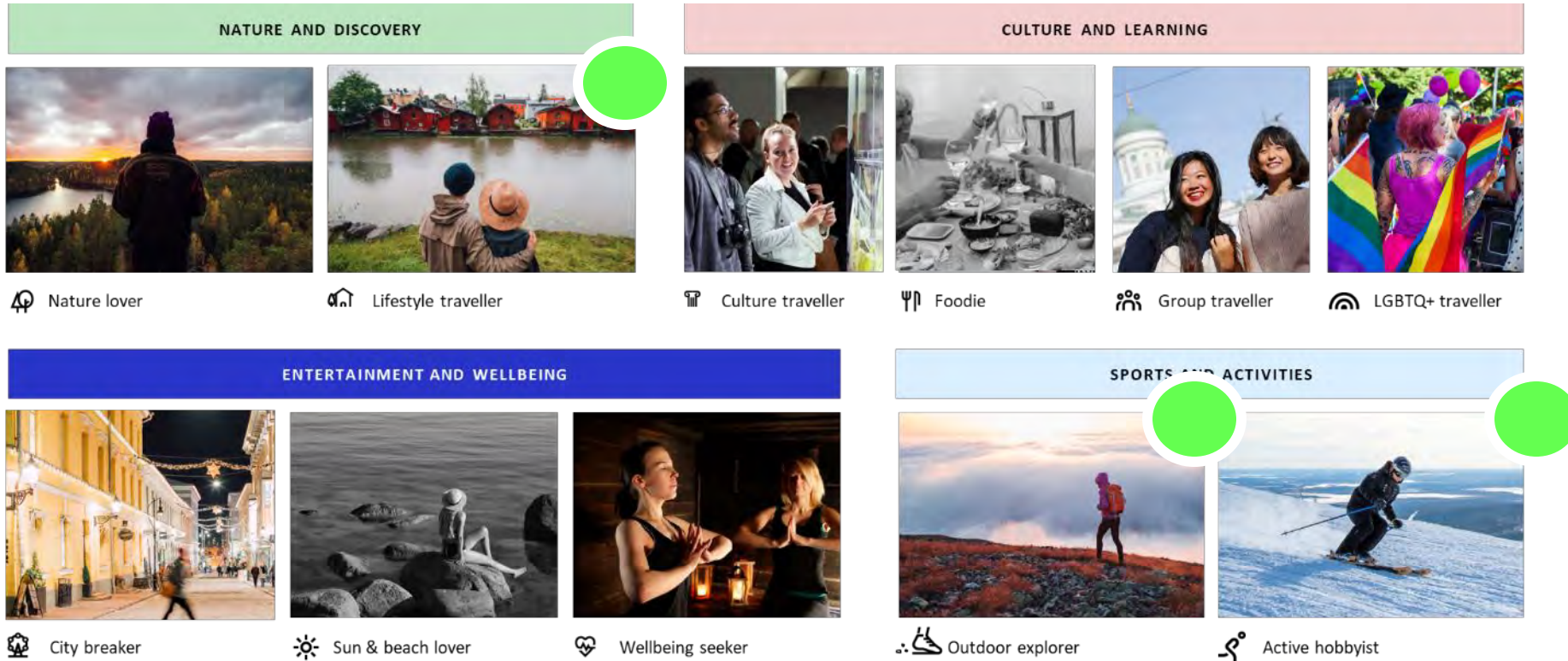
 Active hobbyist

What segments are more difficult for Finland?



As expected the sun and beach lover segment is clearly the weakest segment for Finland. Also Foodie segments interest level is a bit below average

What segments match best to Finland's offering?



At the segment level, interest in Finland is slightly higher in three segments. The results suggest that Finland has offering that resonates best with these segments

LIFESTYLE TRAVELLER

A segment that is interested in travelling off the beaten track and finding **authentic local culture and lifestyle**. Is open to experiences



AUTHENTIC FINLAND

Wide interest to Finland offering in general related to nature, authentic culture and lifestyle.

ACTIVE HOBBYIST

Adventure and excitement driven segment that has an interest to a wide range of sports and hobbies.



UNIQUE ADVENTURES

Finland can offer unique opportunities for sports adventures and active once in lifetime experiences

OUTDOOR EXPLORER

A segment interested in **outdoor activities** such as biking or hiking. The segment also emphasizes **interest in nature**



ACTIVITIES IN NATURE

Finland could offer interesting and new opportunities to spend active vacation close to real nature

What segments have also potential?

NATURE AND DISCOVERY



 Nature lover



 Lifestyle traveller

CULTURE AND LEARNING



 Culture traveller



 Foodie



 Group traveller




 LGBTQ+ traveller

ENTERTAINMENT AND WELLBEING



 City breaker



 Sun & beach lover



 Wellbeing seeker

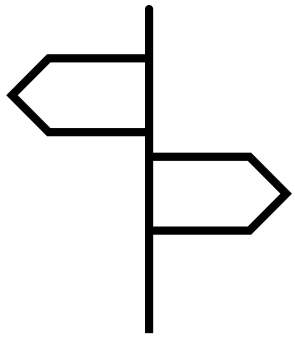
SPORTS AND ACTIVITIES



 Outdoor explorer



 Active hobbyist



Those interested in Finland do not form **a single consistent target group**

In Finland's offering, **nature themes** arouse the widest interest

Finland's offering is best suited for three segments, but **there is potential in several segments**

WHAT TO DO IN PRACTISE?

Offering development and communication

How do we get chosen more often?



Nature is a strong theme, but too broad to guide communication or service development



**OUTDOOR
EXPLORER**



ACTIVE

REAL NATURE

HIKING

**NATURE
LOVER**



SNOW

ANIMALS

EXPERIENCES

What Finland can offer to Outdoor Explorer?

New opportunities to spend **active vacation** close to real nature

Wants to **avoid well-know destinations**

Arctic nature and national parks are interesting.

More often **younger adults** aged 25 -44. Likes to travel with children

Mountain biking and hiking are also likely areas of interest

Likes to be active whereas cultural experiences are less interesting



How do we get chosen more often?





HIKING

BIKING

ACTIVE

REAL NATURE

CHILDREN

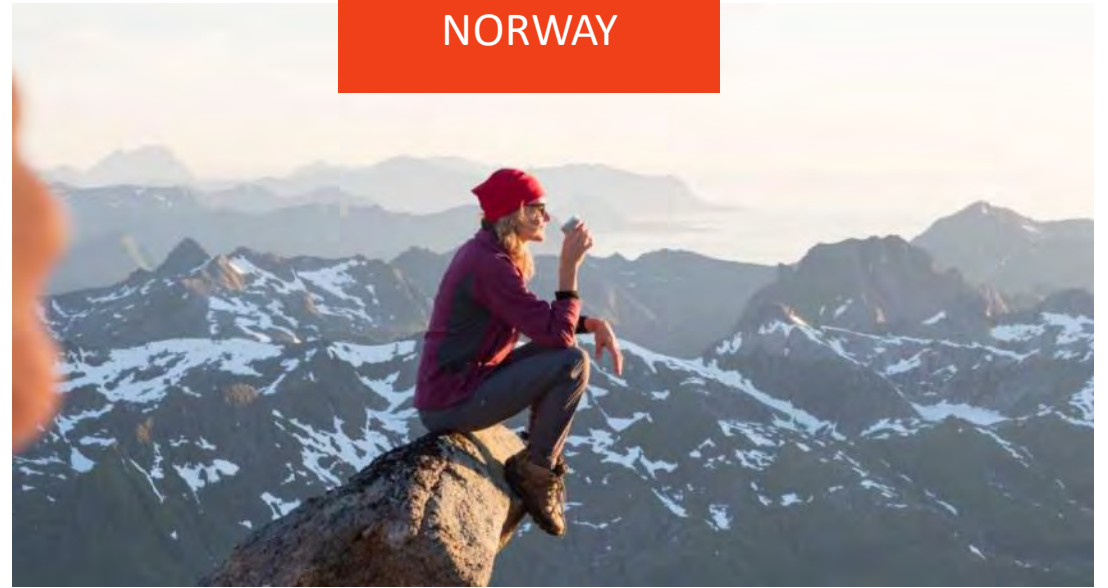


Good pictures
for Outdoor
Explorer

FINLAND



NORWAY



We went gravel biking with Formula 1 star Valtteri Bottas and fell in love with Finland's trails

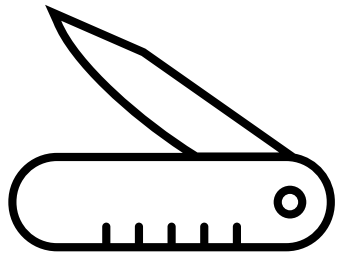
F1 driver Valtteri Bottas shows off his slice of gravel heaven, and some seriously fun groads

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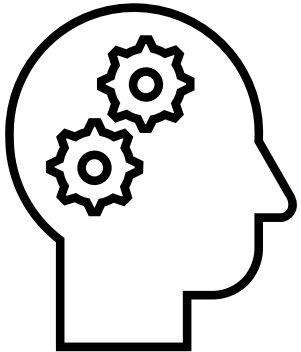
(Image credit: Thomas Mahtus)

For example,
an interesting
story can be a
deal breaker



Make sure your offering and message is sharp and consistent for each segment

FOOD for THOUGHTS



1. Finland's challenge is more **tight competition** than lack of interest
2. One challenge is to **get in to a consideration group more often** - cooperation with Norway, Sweden and Iceland could make sense
3. There is no a single target group for Finland - **there is potential in several segments**
4. Make sure your offering and message is **sharp and consistent** for each segment

How to utilize data at country level?



Top of mind opinions
from Germany

NATURAL BEAUTY

A country with a lot of natural beauty, including forests, lakes, and breath-taking landscapes.

UNIQUE, BUT ALSO COLD AND EXPENSIVE

Country is expensive, but not overrun by tourists, offering unique experiences for those seeking adventure

NORTHERN LIGHTS AND LAPLAND

Some people specifically mention the Aurora Borealis, and Lapland is noted as a popular destination.

Who are the ones that have already visited Finland?

Profiling factors for those Germans who have already visited Finland



 Culture traveller



 Lifestyle traveller

SUMMER & LAKES

OLDER AGE GROUPS


HISTORY & CULTURE

HIGH EXPERIENCE


Who are the ones who are interested?

Profiling factors for those Germans who are interested but have not visited Finland yet




 Nature lover



 Outdoor explorer



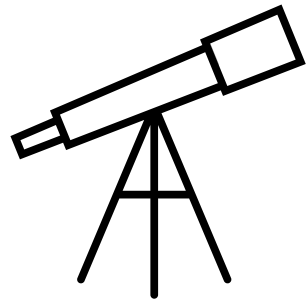
 Active hobbyist

EXCITING EXPERIENCES

NATURE & AUTHENTICITY

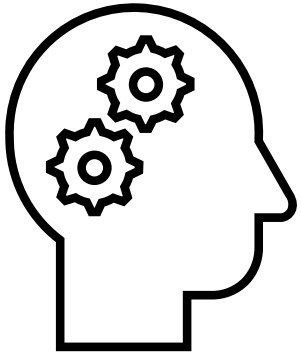
YOUNGER AGE GROUPS

ALL SEASONS



**Remember to develop offering
for future travellers as well**

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