



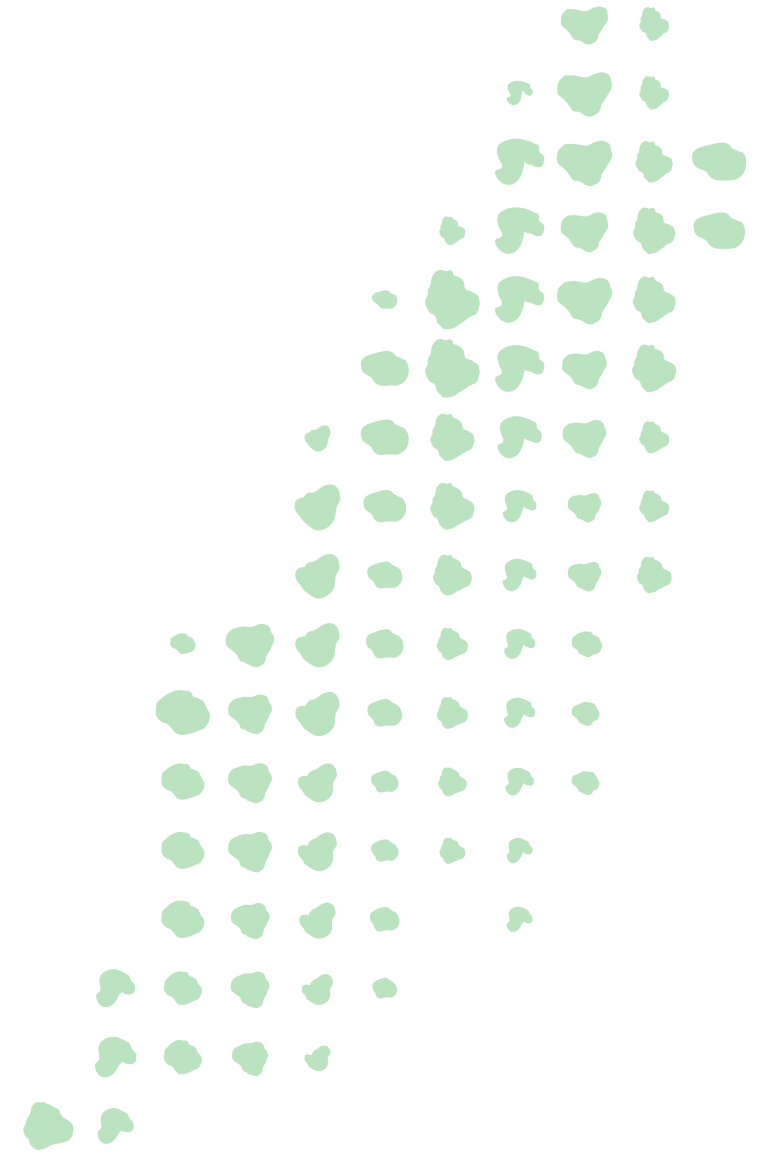
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# Luxury and food travel in USA

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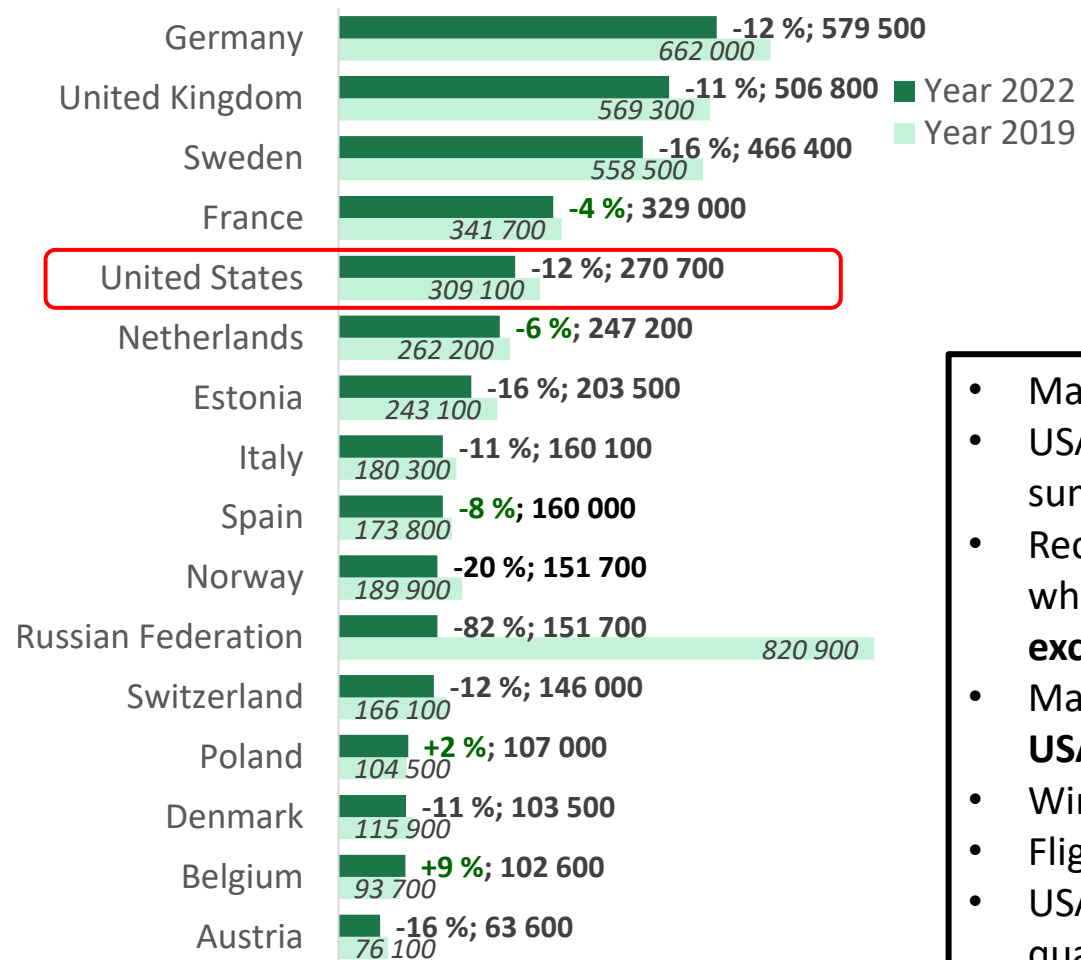
# Agenda

1. USA market position
2. USA Luxury market – what are the customers like?
3. Food as a part of luxury product
4. Key take-aways

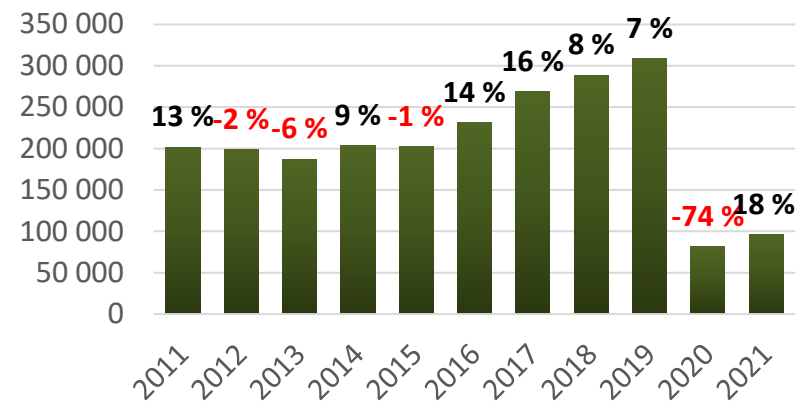


# Travel from USA to Finland

USA – overnights in Finland 2022 and comparison to 2019



USA – overnights in Finland 2011-2021



- Market has **developed** well since 2014 until covid
- USA was the **5th largest** market for Finland in 2022, **3rd largest during** the high summer months (06-08) and currently **the largest long haul market**
- Recovery after covid is on a good track: USA travel started to recover right away when travel restrictions eased in June 2022, so for **the USA overnights in 2022 exceeded the 2019 level in July, October, November, and December**
- Majority of the USA overnights were in Helsinki region (~70%) and **for Helsinki USA was the 2nd biggest market** in 2022 right after Germany
- Winter season 2022-2023 USA overnights **broke the 2019 record with 20%**
- Flight capacity currently already on pre-pandemic levels
- USA was among the **top 3 markets in travel related internet searches** every quarter of 2022 (together with Japan and Germany)
- Finland loosing in competition against our **Nordic neighbours** – room to grow our share



# LUXURY TRAVEL MARKET USA

The value of US luxury travel in 2021 was 321 billion USD

Expected to grow at a CAGR of 7.8% during 2022-2030

*Source: Grandview Research*

“The rich are just getting richer in the US”

David Kolner, Virtuoso

# Luxury travel trends in USA

## Strengthening still:

- Sustainability and responsibility
- Safety and “frictionless” of the travel
- Personalized, customized and private tours
- Experiential and immersive travel: authentic, cultural experiences
- Crossing off the bucket-list destinations and experiences
- Flexibility with the arrangements – planning ahead but last minute changes may occur
- “Wow-factor”, attention to detail and picture-worthiness

## New interesting “niche” trends – opportunities for Finland?:

- Sleep tourism
- Indigenous communities taking control
- Silence travel





# US HIGH END TRAVELER TO FINLAND

## High end travelers are an important target group

- Affluent FIT, small groups
- Affordable luxury, luxury upgraded, ultraluxury
  - Traditional luxury / Experiential luxury  
*(Immersive, adventurous and authentic, Scott Dunn)*
- 55+, Millennials growing fast
- Couples
- Families and multigeneration families



# US HIGH END TRAVELER TO FINLAND



## Types of tours

- Nordic tours for FIT's and small groups
- Winter mono-destination tours: Helsinki and Northern Lights winter experience
- In the future: Helsinki & Lakeland and Helsinki & Archipelago summer experience, Lapland summer adventure
- Culture, heritage, weddings and celebrations



# US HIGH END TRAVELER TO FINLAND

## Experiences appreciated by US luxury and affluent travelers

- Boutique hotels but also brands they trust
- Spacious unique accommodations
- High quality dining BUT local ingredients (farm to table)
- Learning about local culture and food: handicraft workshops, cooking & baking lessons
- Meeting local people and learning about local lifestyle
- Sauna culture!
- Design, architecture, art, music, history





# Food as part of a luxury product in USA

While cuisine has always been an important part of most travel experiences, the concept of traveling to a destination **specifically for its F&B product is a relatively recent mainstream consumer trend.** The 2013 “American Culinary Traveler Report” showed that the **percentage of U.S. leisure travelers who travel to learn about and enjoy unique dining experiences grew from 40% to 51%** between 2006 and 2013.

In 2012, it was estimated that tourism expenditures on food services in the U.S. topped **\$201 billion, nearly a quarter of all travel income.** That makes **food service the highest category of travel spend,** according to the University of Florida report: “A Flash of Culinary Tourism.”

The report estimates that **39 million U.S. leisure travelers choose a destination based on the availability of culinary activities,** while another **35 million seek out culinary activities after a destination is decided upon.**



# Luxury food trends in USA

## In addition to top quality restaurants...

- "Farm to table"
  - Local organic products and wild food
- Going "behind the scenes" in top restaurants
  - Hands-on participation
- A new kind of all inclusive
  - All-inclusive is traditionally not considered very high-end option
  - Innovative dining concepts, special food events, partnering with local restaurants
  - Combining with other services (yoga classes, afternoon tea i.e.)
- Adaptogenic menus
  - "Eat your food as your medicine. Otherwise, you have to eat medicine as your food." – Steve Jobs
  - Super foods and ingredients that release stress, combat fatigue and anxiety

And all the special diets: Vegan, keto, raw etc..



# The top associations with Finland are natural wonders and the safety of the destination.

ASSOCIATIONS WITH FINLAND	STRONGLY ASSOCIATE	SOMEWHAT ASSOCIATE	DON'T ASSOCIATE	NOT SURE
Experiencing natural wonders (the northern lights, midnight sun)	69%	26%	3%	1%
Safe travel destination	61%	33%	4%	3%
Variety of winter/snow activities	56%	33%	4%	6%
Family-friendly destination	53%	28%	9%	10%
Luxury accommodations	52%	34%	8%	6%
Undiscovered destination/off-the-beaten-path	50%	36%	10%	3%
Extra-ordinary accommodation options	48%	31%	<b>12%</b>	9%
Sauna experiences	47%	36%	6%	10%
<b>Culinary experiences and local delicacies</b>	46%	35%	<b>13%</b>	6%
Variety of summer/outdoor activities	42%	38%	10%	9%
Interesting architecture and design	40%	44%	10%	6%
A sustainable travel destination	40%	38%	10%	12%
Interesting local festivals and other special events	40%	35%	<b>14%</b>	10%
Less crowded than other destinations	36%	48%	3%	14%
Affordable accommodations	36%	40%	<b>15%</b>	9%

- There is opportunity to educate prospects on affordable accommodation options, interesting local festivals and culinary experiences that Finland offers as these are least associated with Finland.

Base: Finland prospects (n=371)

Source: MMGY Global's 2022 *Portrait of American International Travelers*™





# Key take-aways: tips and tricks



- High end services for high end travelers – don't think the Finnish way
- Quality and service is incredibly important!
- Attention to detail makes all the difference
- Customizability and flexibility are essential
- Food is an integral part of luxury travelers trip, but Finland is not (yet) known as food destination – requires more marketing
- Take pride of Finnish ingredients: Communicate where are the food and goods from and tell the stories of local producers
- Be creative with the (food) product design, allow the customers get hands on to the experience
- Luxury travelers want to have opportunities to support the local economy – make that easy for them

# Thank you!

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