Visit Finland
Digital Demand – D2©

Executive Summary – Data refresh Q2

Version 1.0
August 5th, 2022
Introduction of Digital Demand

The data that the D2 - Digital Demand tool collects provides an understanding of the international demand for a specific country, region or city. This information comes from analyzing the specific keywords that global citizens use on the most popular search engines worldwide.

According to the ideology presented by D2 - Analytics, when someone searches for information about a country, region or city, the search engine is one of the primary sources used today. Researchers, travelers, investors, professionals, and others use search engine results to inform their decisions on next steps.

Prior to analyzing the data in the D2 – Digital Demand software, please consider that the nature of the results is mainly focused on the total searches global citizens perform online.
Scope of the project

The Insight+ solution is prepared for Visit Finland to reflect the international appeal of Finland within the Tourism dimension.

The Tourism dimension is defined by 274 unique search tags (Micro-brandtags), reflecting a wide scope of potential touristic searches from Generic Information through Accommodation and specific Tourism Attractions.

The time range for the project includes a quarterly data refresh from January to December 2022, and baseline searches covering the previous three years (2019 – 2021).

A total of 19 international target markets (Germany, United States, Japan, United Kingdom, Italy, France, Spain, Netherlands, Estonia, India, Switzerland, Canada, Sweden, Austria, Belgium, China, Australia, South Korea, and Russia) and the domestic market (Finland) are overviewed in terms of searches, Brandtag popularity, seasonality and the rank of importance.

Subscription details

<table>
<thead>
<tr>
<th>Type of Subscription</th>
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<tbody>
<tr>
<td>Destination (1): Finland</td>
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<tr>
<td>Dimension (1): Tourism</td>
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<tr>
<td>Time Range (3 years): January to December 2019 – January to December 2021</td>
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<td>Refresh (1 year): Q1, Q2, Q3 and Q4 2022</td>
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<tr>
<td>Languages (22): Arabic, Chinese, German, Danish, Estonian, English, Spanish, Finnish, French, Indonesian, Italian, Japanese, Korean, Lithuanian, Dutch, Norwegian, Polish, Portuguese, Russian, Swedish, Turkish, and Vietnamese</td>
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The subscription includes:

(a) Overview of Finland’s D2D Summary with number of searches, evolution, seasonality of searches, ranking in the region, most popular Brandtags, and target markets.

(b) In-depth analysis of Finland’s All Brandtags Families (dynamic cards), featuring the number of searches, rank of importance, evolution, Micro-Brandtag share, seasonality, and target markets. Detail of Brandtag Families (3).
For further details please check the Brandtag Classification chapter

(c) In-depth analysis of Finland’s All Brandtags (dynamic cards), featuring the number of searches, rank of importance, evolution, Micro-Brandtag share, seasonality, and target markets. Detail of Brandtags (69).
For further details please check the Brandtag Classification chapter

(d) In-depth analysis of Finland’s All Micro-Brandtags of your choice (dynamic cards), featuring the number of searches, evolution, seasonality, and target markets. Detail of Micro-Brandtags (274).
For further details please check the Brandtag Classification chapter

(e) Overview of Finland’s 20 Target Markets of your choice (dynamic cards), featuring the number of searches, evolution, rank of importance, evolution, top Brandtag popularity, and seasonality. Detail of Target Markets: Germany, United States, Japan, United Kingdom, Italy, France, Spain, Netherlands, Estonia, India, Switzerland, Canada, Sweden, Austria, Belgium, China, Australia, South Korea, Russia, and Domestic (Finnish) market.

(f) Overview of the 4 Competitors of your choice (dynamic cards), with number of searches, evolution, seasonality of searches, ranking in the region, and most popular Brandtags. Detail of Competitors: Denmark, Iceland, Norway, Sweden
Conclusions Q1 2022

#1 The analysis framework remains the same: The analysis framework remains the same: International searchers exc. Russia and China

#2 Finland consolidated its Covid-19 recovery, showing stable growth in Q1 2022, while Denmark continued the strong growth trend from 2021.

#3 The Ukraine invasion is having a visible initial impact on Finland’s tourist demand, however not yet on other competitors.

#4 Germany consolidated its position as the main target market for Finland, while the Netherlands, the UK and France show a high recovery rate.

#5 *Northern Lights* and *Skiing* show high growth, along with other important Brandtags, such as *Tourism packages, Tours, Hotels* and *Things to do*.

#6 The domestic market volume remains high and stable.
Conclusions

Q2 2022 data refresh
Conclusion #1

**Demand is increasing for the Nordic countries in Q2 2022**

During Q2 2022, all Nordic countries grew by an average of 34.6% compared to the same quarter in 2021.

Finland’s recovery speed is close to the Nordic average (33.9%).
Conclusion #2
The initial impact of the Ukraine invasion on Finland’s tourist demand has passed. May peak for Finland

Data from Q1 and Q2 2022 shows a systematic decrease in searches. It was particularly felt in March, with the start of the Ukraine invasion, until April 2022. The trend changed in May, when demand significantly increased (450K searches). In June the trend stabilized.

The search volume experienced during Q2 2022 is 34% higher than in the same period last year.
Conclusion #3

United States becomes the main target market for Finland in Q2 2022

The top 3 target markets for Finland remain the same, but the order has changed.

The United States now leads the ranking for the international target markets distribution with 134K searches. The American market gained its position with an increase in demand by +39.5% compared to the previous year (Q2 2022).

Japan (119K) and Germany (113K) follow in the first tier, and the United Kingdom (68K), Italy (59K), France (54K), and Spain (52K) in the second tier.

![Target Market Distribution Q2 2022 (excluding RU)](image)
Conclusion #3

**United States becomes the main target market for Finland in Q2 2022, while long haul markets show fast recovery**

All English-speaking markets (with the exception of India) have experienced an amazing growth in demand. Canada and Australia stand out with +47.1% and +73.8%, respectively.

The European markets with the highest demand, such as the United Kingdom, France, and Spain, show growth of over 25% in Q2 2022. Meanwhile, the Netherlands with the highest recovery rate back in Q1, is now the only market showing a decrease in demand of -25.6%.

Finally, India, China and Belgium’s volumes stabilized at 2021 levels.
Conclusion #4

**Generic searches continue to grow**

Compared to the same period in 2021, the majority of the Micro-brandtags for Finland show growth in terms of searches in Q2 2022.

The amount of international tourist searches grew for **Hotels** (+127%) and for general information, such as **Places to Visit** (+110%), **Tourism** (+42%) and **Vocational Packages** (+43%), respectively.

Demand for **Tours** in general increased seven times compared to the respective period in 2021.
Conclusion #4

**Generic searches** as well as searches for inspiration and outdoor activities continue to grow

The number of international tourist searches for inspiration is higher than it was in 2021 for the *Northern Lights* (+25%), *Glass Cabins* (17%), and *Santa Claus* (+60%).

*Camping* grew by +43%, meanwhile *Lakes* stabilized (+2%).

Demand for *Golf* increased by 122% compared to the respective period in 2021.
Conclusion #5

The domestic market volume starts to decrease

The gap between the volume in Q2 2022 and the same period the year before is starting to get wider. With over 211K searches, the domestic market of Finland is now 13% below the 2021 results.
Conclusions 21 2022

#1 Demand is increasing for the Nordic countries in Q2 2022.

#2 The initial impact of the Ukraine invasion on Finland’s tourist demand has passed. May peak for Finland.

#3 The United States became the main target market for Finland in Q2 2022, while long haul markets are showing a fast recovery.

#4 The number of generic searches continues to grow, as it does for inspiration and outdoor activities.

#5 The domestic market volume has started to decrease.
Thank you!

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