



Market Outlook Spain

07.11.25





Spain – market insights

October 2025

Summary of key findings

Intra-European Travel: Intra-European travel is expected to grow further during the next five years, and **Spain** is one of the largest outbound markets in Europe.

Forecast for travel to Finland: According to the forecast of Tourism Economics, Spanish overnights are expected to **grow by 52%** and **spending by 86%** over the next decade (2034 vs. 2024) in Finland.

Robust Growth: Spain has emerged as a growing source of visitors to Finland and the Nordics. Spanish travel to Finland recovered to pre-pandemic levels by 2023 and set new records in 2024, with continued growth in 2025. Spain contributed about 200,000 visits in 2024 (7th largest market), and total paid overnights (354,000) jumped +23% vs 2023, exceeding pre-pandemic levels by +41%.

Leisure-Focused Travelers: The vast majority (87%) of Spanish visitors come for leisure (holidays or to visit friends or to study). In 2024 Spain delivered 94,000 holiday trips and €73M in vacation spending. Spanish tourists mainly visit Helsinki & Uusimaa (64% of trips), but those who venture to Lapland (15% of trips) spend disproportionately more (Lapland drew €40M of spend in 2024). This shows strong interest in both Finnish city culture and premium Arctic experiences.

Summary of key findings

Winter Travel Dominates: Winter is the peak season – Spanish winter holiday trips in 2024–25 soared +61% and spending nearly doubled (+91%) vs the prior winter. Winter travelers stayed longer (~4 nights) and spent €1,400/trip on average. Summer visits are shorter and fewer: Summer 2025 saw only +2% growth (34k trips) with €500/trip spending.

Broadening Seasonality: Spanish tourism is becoming less seasonal. New record volumes were achieved in autumn 2024 and spring 2025. Notably, summer 2024 Spanish overnights were 30% higher than the year before and this trend continued in 2025, indicating growing summer interest. There is an opportunity to further boost summer by marketing Finland as a “cool” summer destination to escape Spain’s heat.

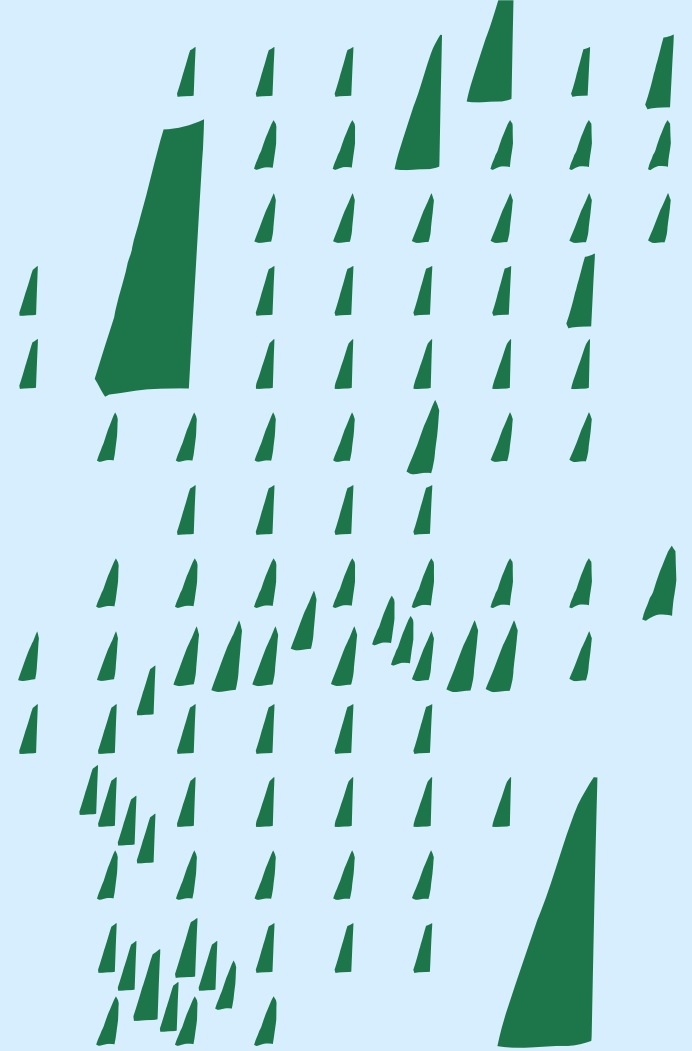
Higher Spending & Upscale Trend: Spanish visitors are spending significantly more per trip than before. Jan–Aug 2025 brought only +2% more Spaniards but +18% higher total spend. Spend per day and per visitor reached new highs. Spaniards are channeling more money into accommodation, dining and shopping. This suggests a shift toward higher-value travelers (e.g. families, longer-stay tourists). It’s a profitable segment for Finland – Spanish tourists in 2025 are yielding more revenue per capita than many other markets.

Summary of key findings

Short-Term Rentals Preference: Spaniards are the heaviest users of short-term rentals in Finland. In 2024, 44% of their nights were in non-hotel accommodation (rental cottages or apartments), the highest share among key markets. Spanish visitors logged 157,000 Airbnb-type nights (+42% YoY) vs 197,000 hotel nights (+11%). This means many Spaniards travel often independently, and official tourism stats may undercount their presence.

Rising Thematic Interests: According to digital demand data, the content of Spanish searches suggests shifting interests: there is surging curiosity about Finland's winter phenomena (especially the Northern Lights) but also growing interest in cultural and lifestyle topics like saunas, Finnish cuisine (restaurants), bars and museums. In 2024, Northern Lights was one of the top search drivers from Spain, but interest in Finnish city-life and culture has also increased. This diversification of interests (beyond just Santa Claus and nature) could encourage more year-round travel – for instance, city breaks in Helsinki or Tampere outside the winter season.

Spanish intra-European travel



Intra-European travel expected to grow further

Spain is the 6th largest source market

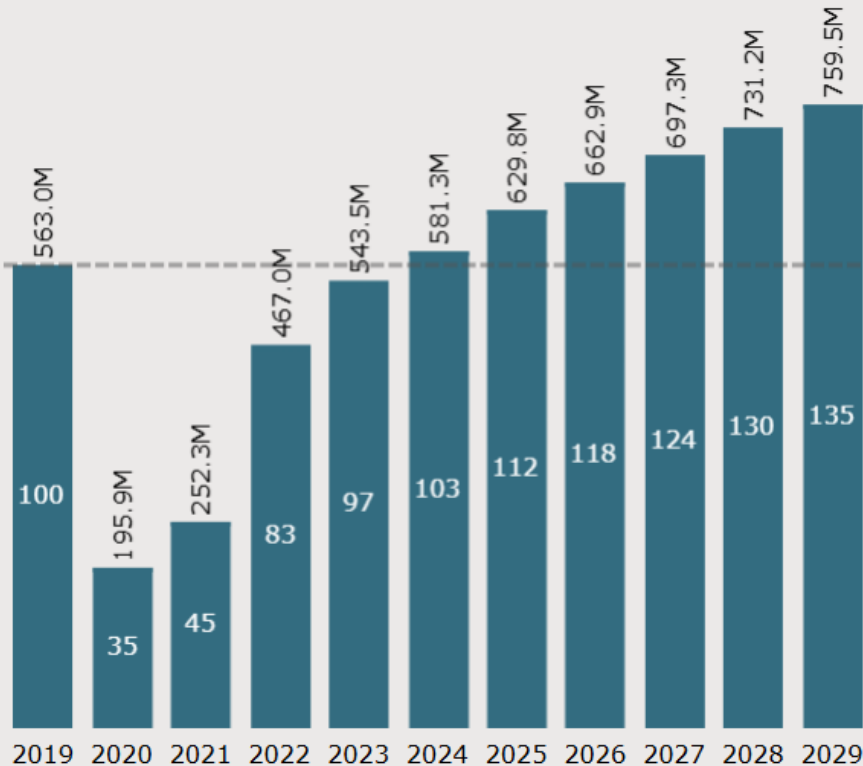
Finland's share of **Spanish**
travel to **Europe**

0.5% (2024)

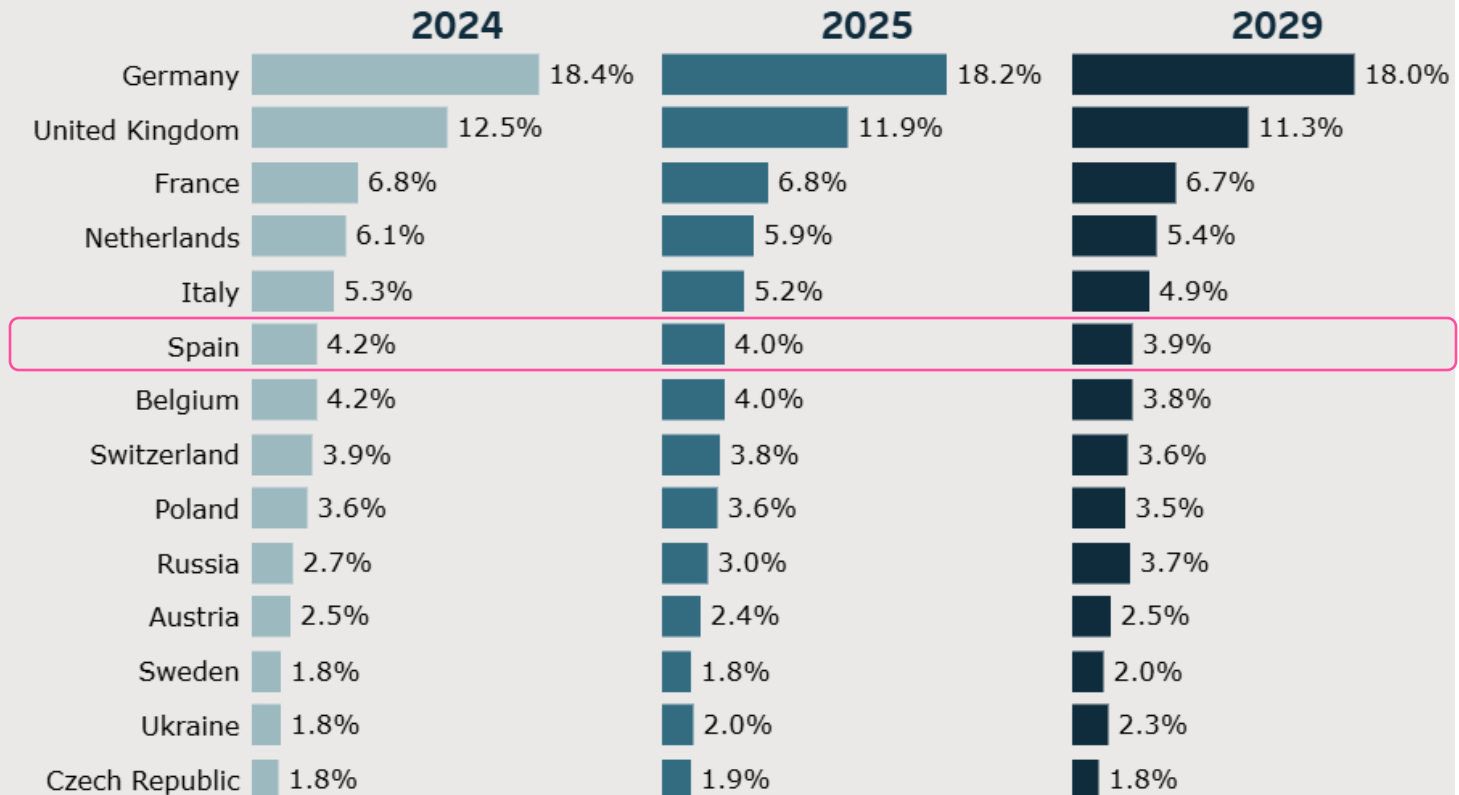
0.6% (2025)

0.6% (2029)

Intra-European Visitor Arrivals
Index (2019 = 100)

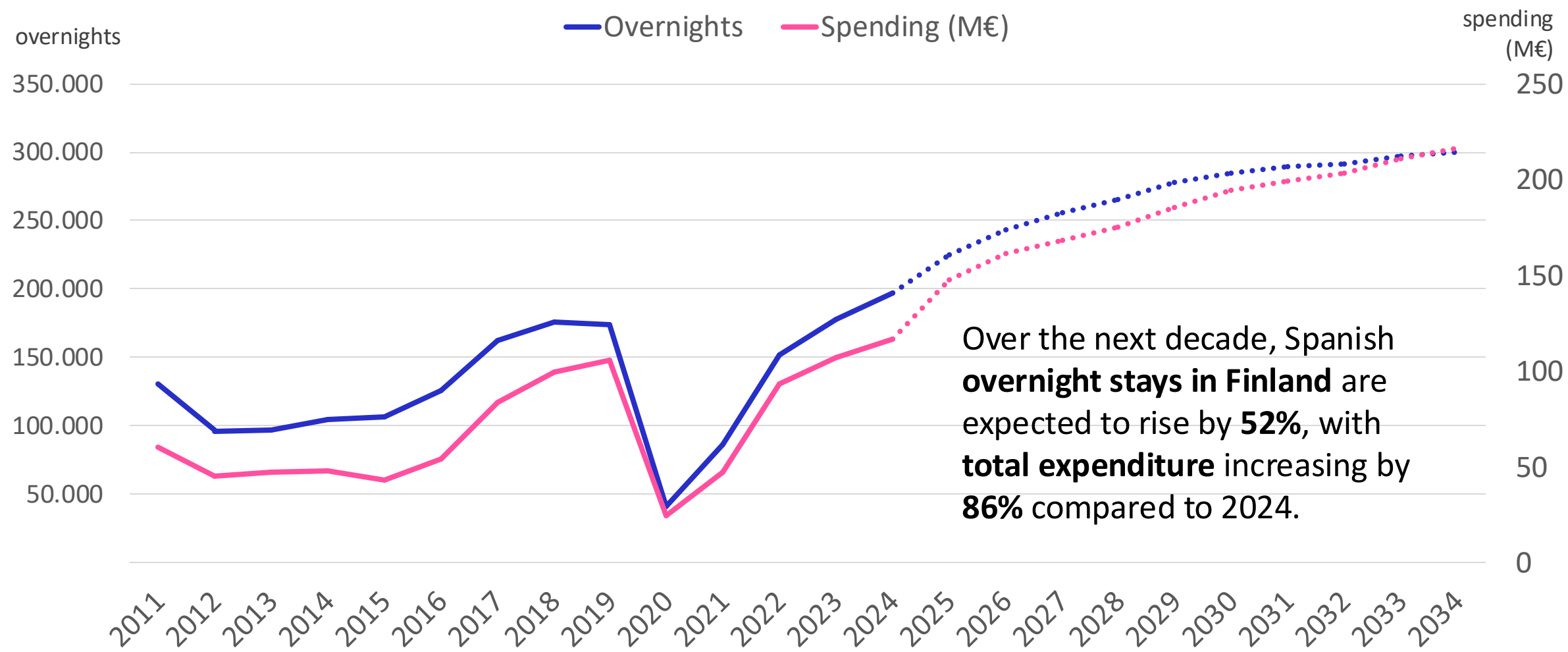


Top Intra-European Source Markets
Source market's share of intra-European travellers

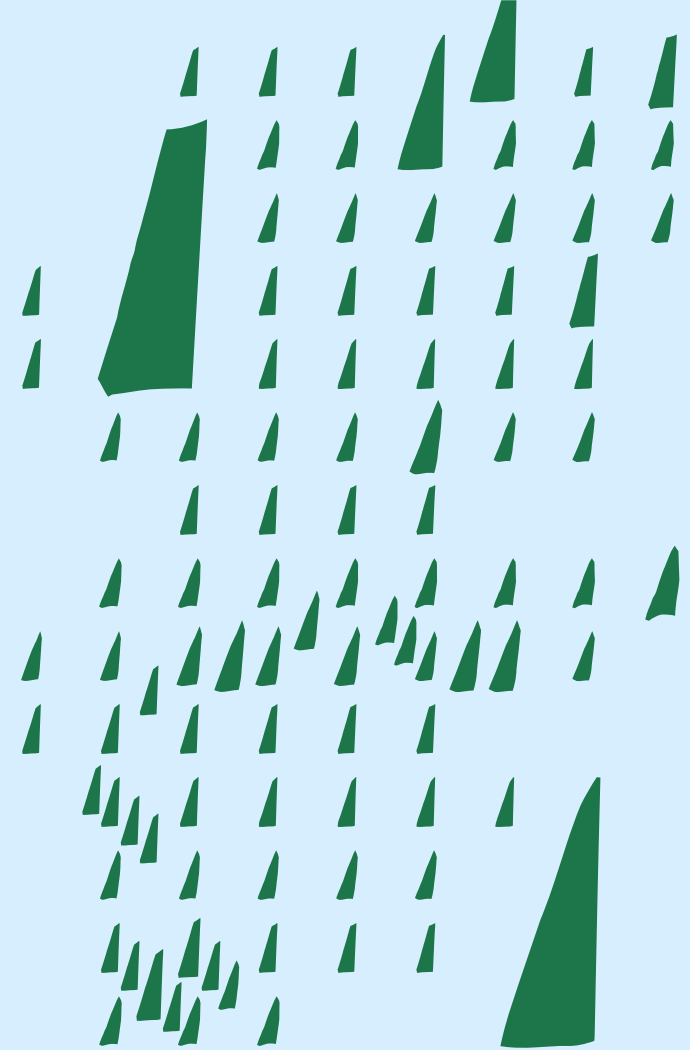


Spanish Overnights & Spending (M€) in Finland

in 2011-2024 and forecast for 2025-2034

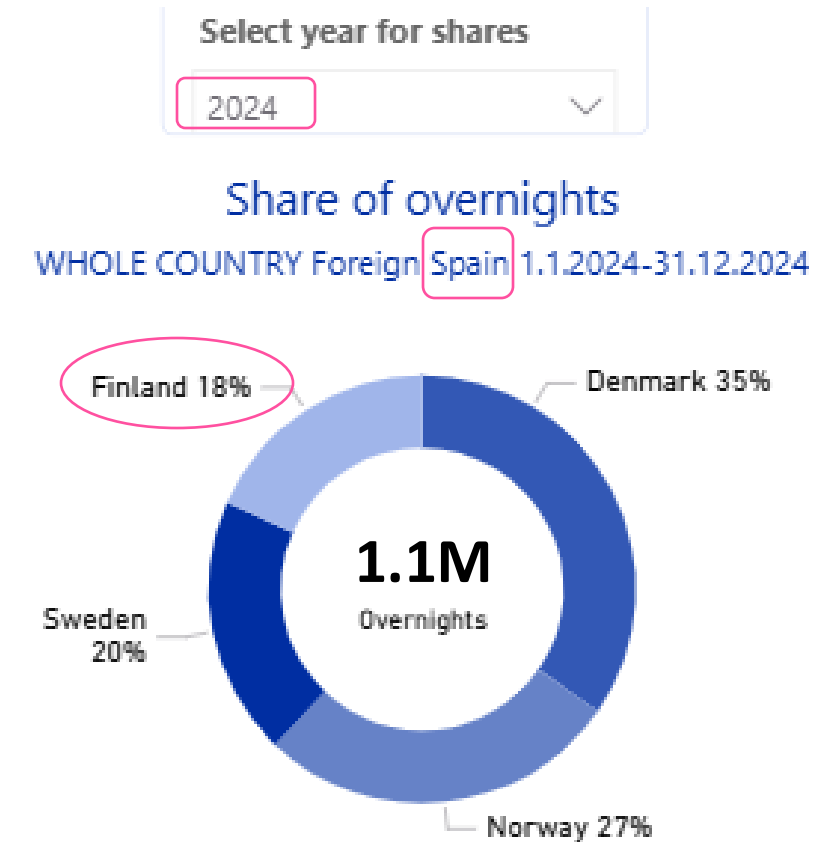
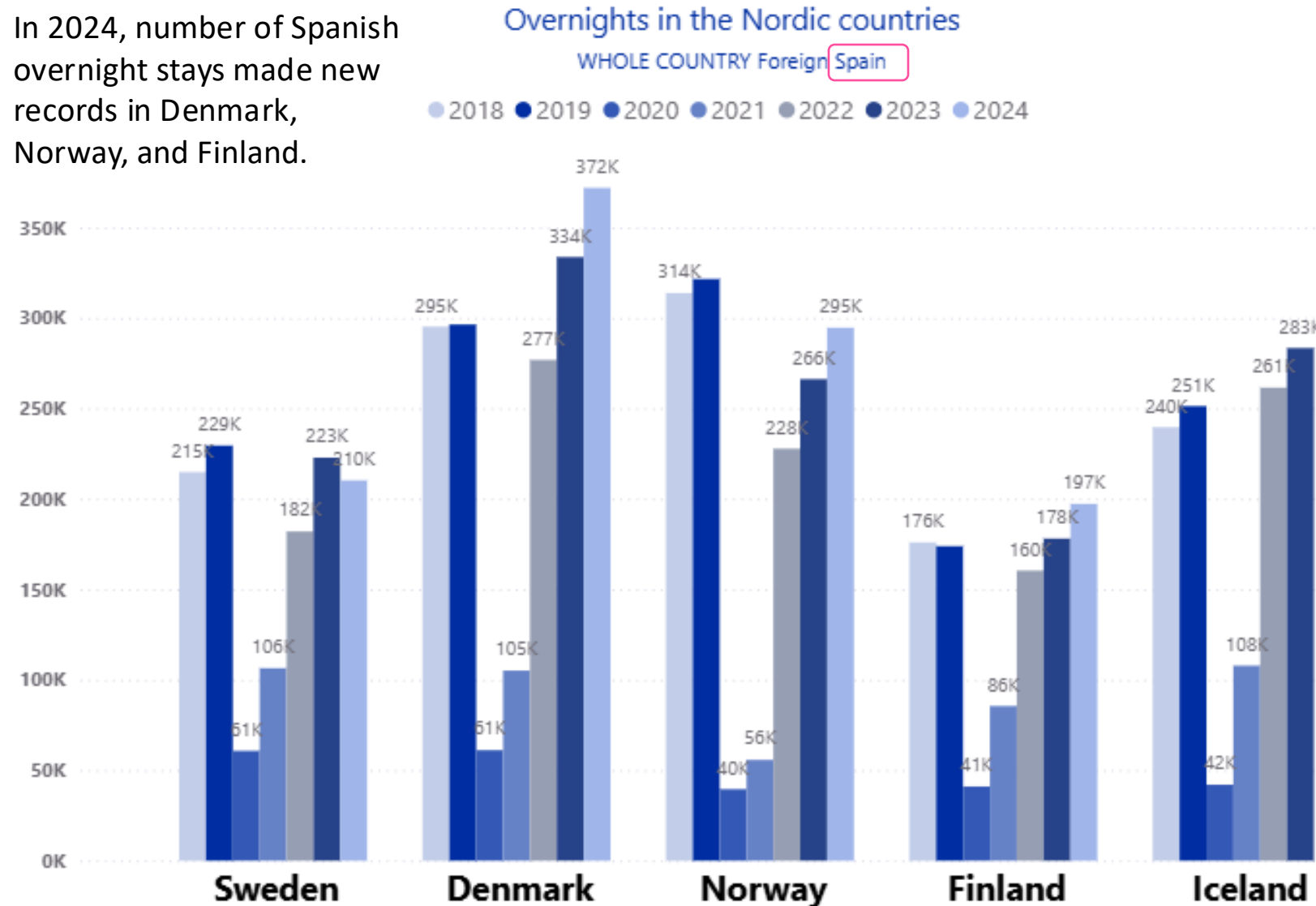


Spanish overnights in the Nordic countries



Spanish registered overnights in the Nordics

In 2024, number of Spanish overnight stays made new records in Denmark, Norway, and Finland.



Graph of market shares is for year **2024** so it does not include statistics for Iceland (due to their revision work in overnight statistics).

Spanish overnights in the Nordics Jan-Aug 2025

Nordic countries' top target markets

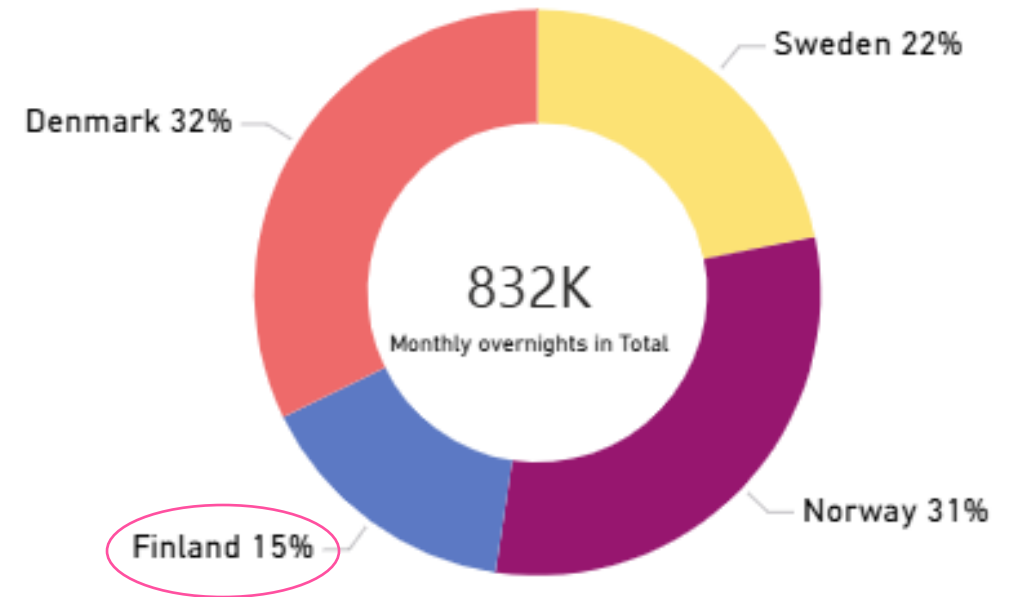
WHOLE COUNTRY Foreign 1.1.2025-31.8.2025



In January to August 2025, Spanish travel to the Nordic countries has continued its growth.

Please be aware that the statistics 2024-2025 for Iceland are currently unavailable due to ongoing revisions.

WHOLE COUNTRY Foreign Spain 1.1.2025-31.8.2025



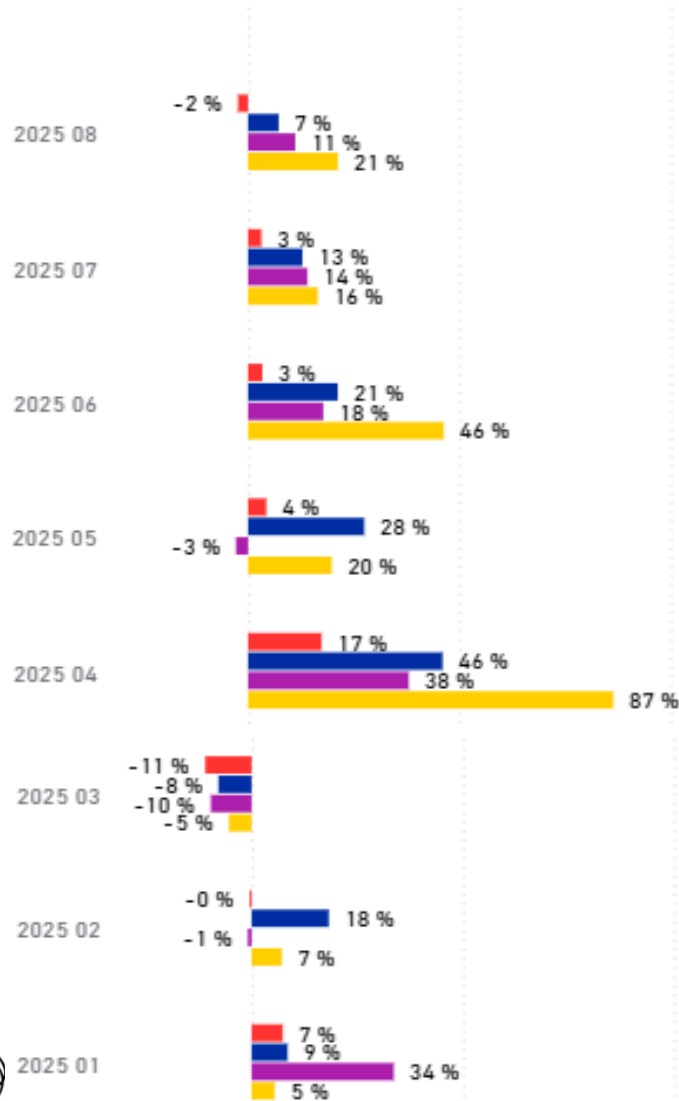
Nordics	Monthly	YoY change %
Denmark	268,491	2 %
Norway	253,965	11 %
Sweden	181,914	23 %
Finland	127,921	12 %

Spanish monthly overnights in the Nordics Jan-Aug 2025

YoY change %

WHOLE COUNTRY Foreign Spain 1.1.2025-31.8.2025

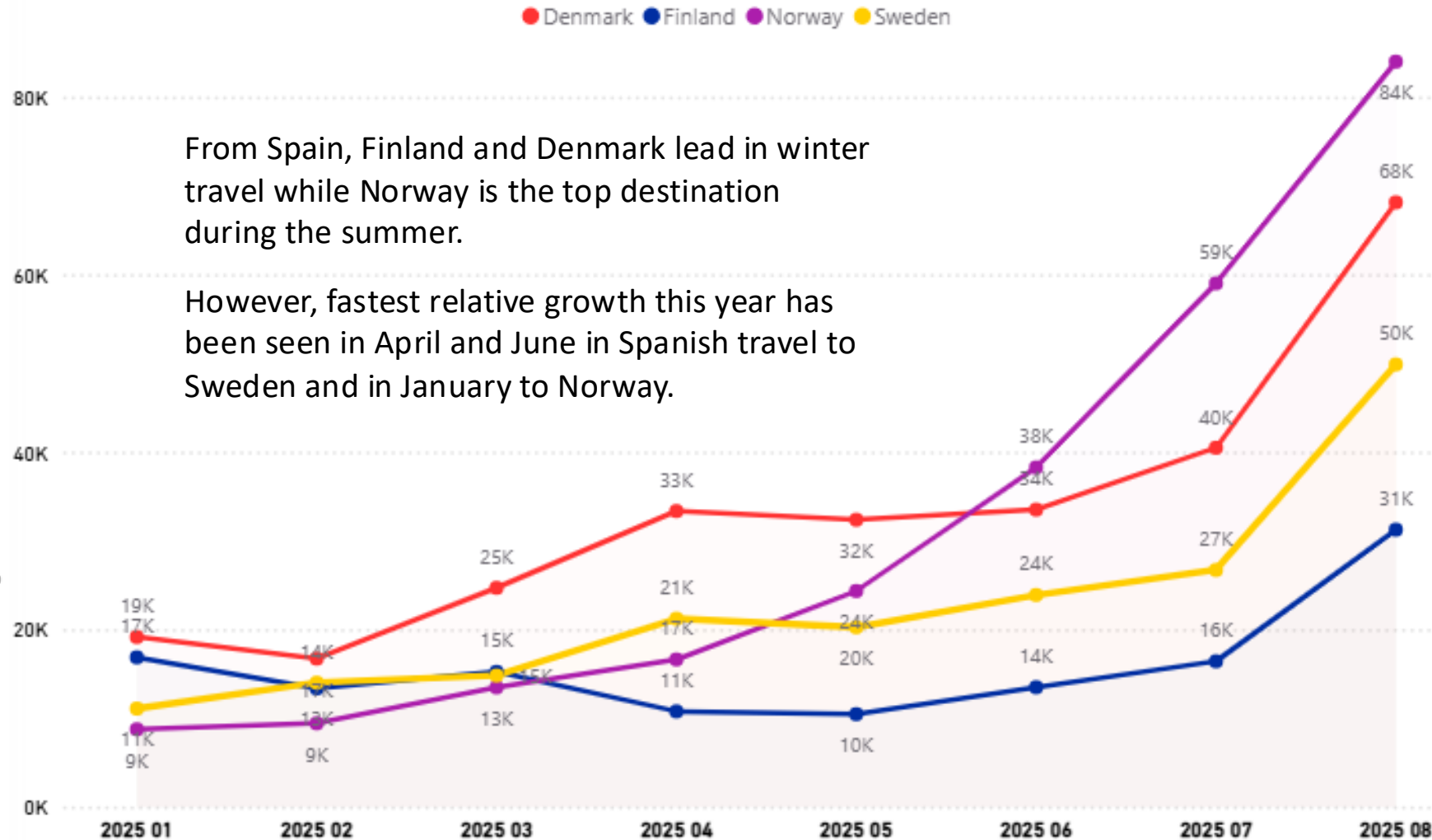
● Denmark ● Finland ● Norway ● Sweden



Monthly overnights

WHOLE COUNTRY Foreign Spain 1.1.2025-31.8.2025

● Denmark ● Finland ● Norway ● Sweden

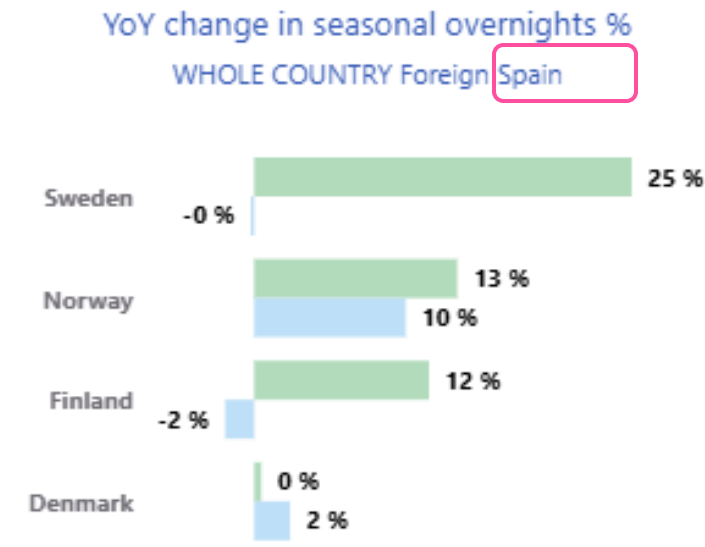
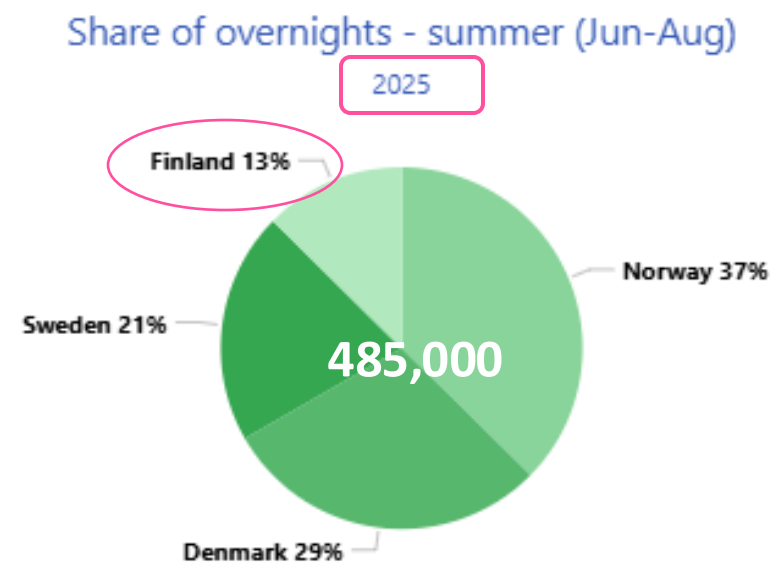
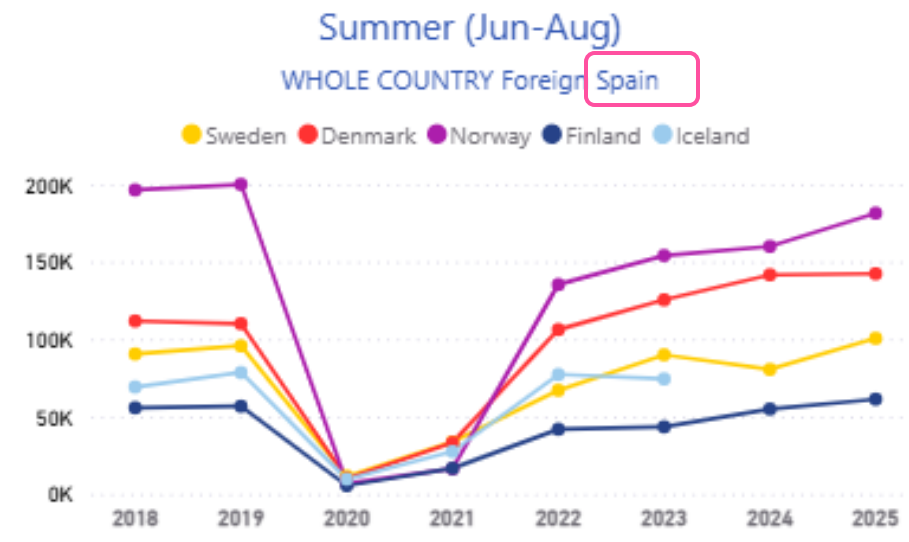
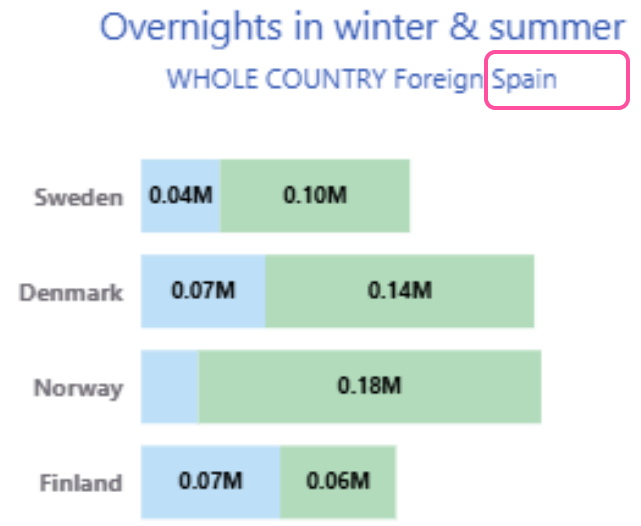
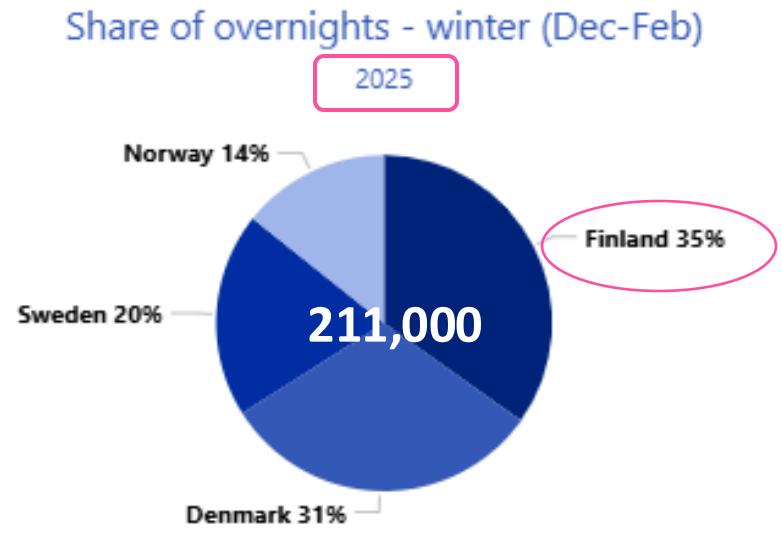
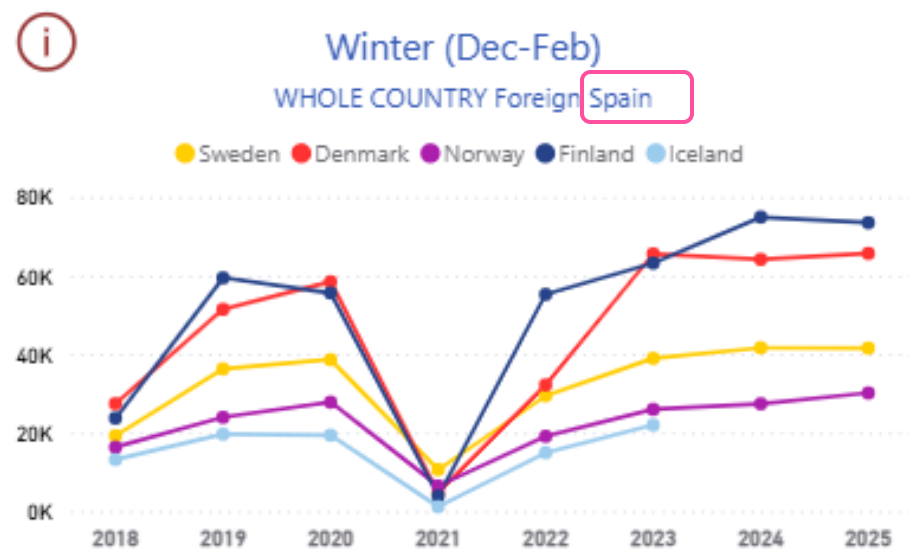


From Spain, Finland and Denmark lead in winter travel while Norway is the top destination during the summer.

However, fastest relative growth this year has been seen in April and June in Spanish travel to Sweden and in January to Norway.

[Nordic report](#)

Winter & summer high seasons: Spanish registered overnights in the Nordics



Monthly overnight statistics for Iceland include hotels & guest houses only.



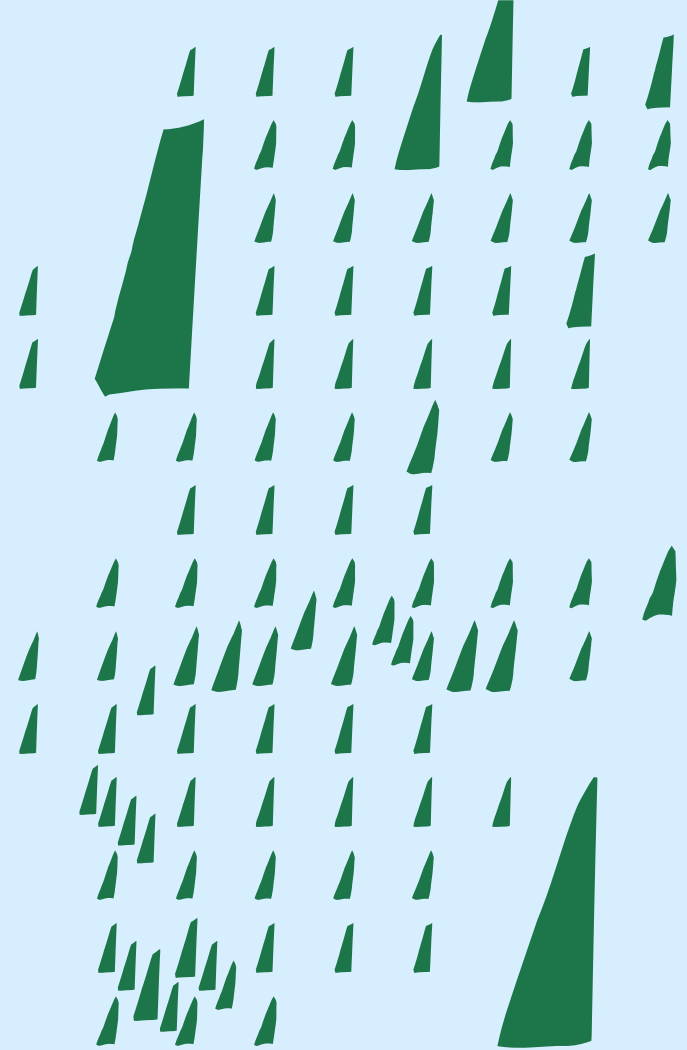
Nordic comparison

Sources: Visit Finland Statistics Service Rudolf, Statistics Finland, Statistics Sweden, Norway, Iceland, and Denmark

Border survey

Spanish trips to Finland

Year 2024

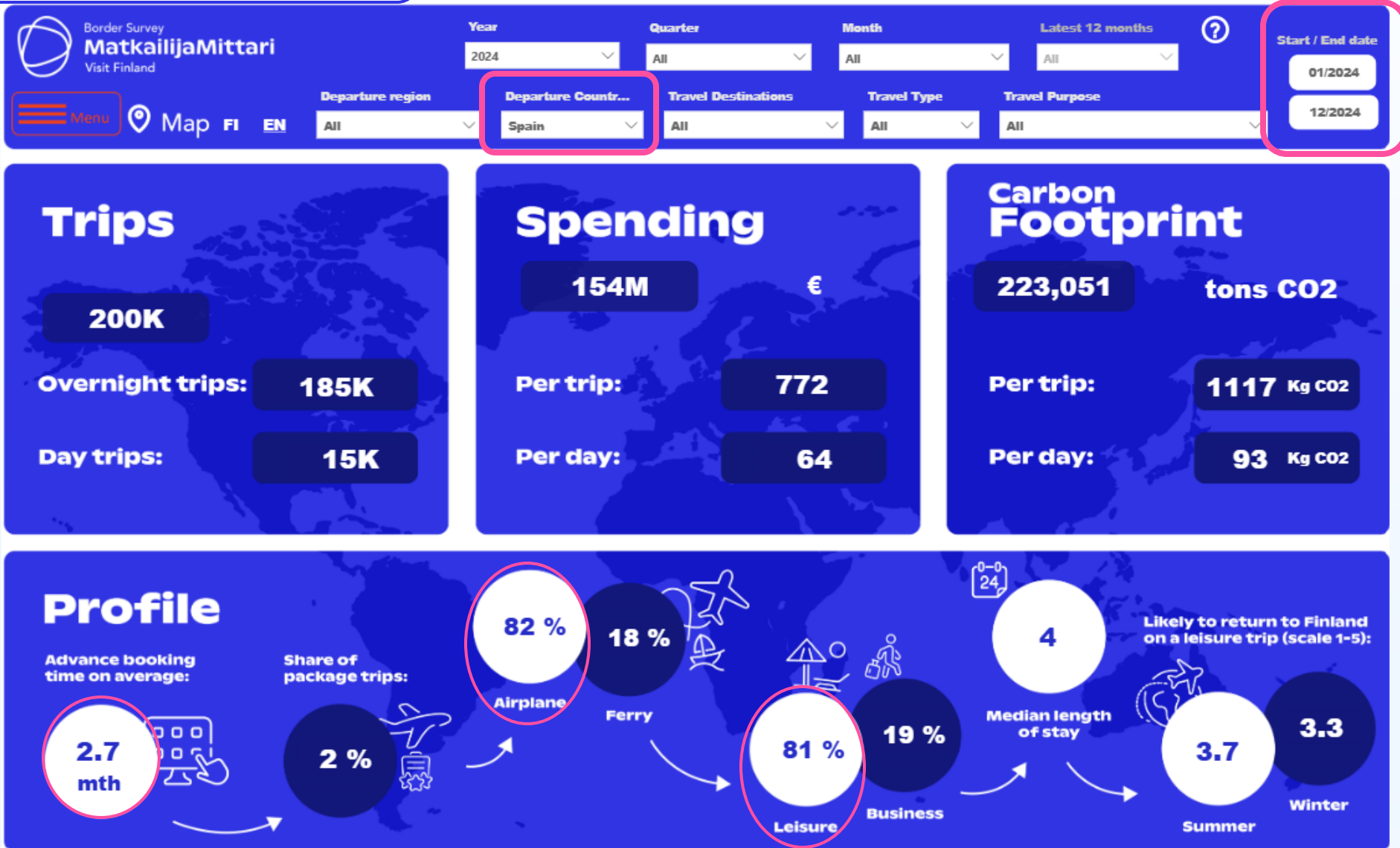


All Spanish travellers to Finland

Year 2024

Country	Trips
Estonia	797 000
Sweden	498 000
Germany	462 000
United Kingdom	386 000
United States	287 000
France	256 000
Spain	200 000
Italy	192 000
Netherlands	124 000
Poland	119 000

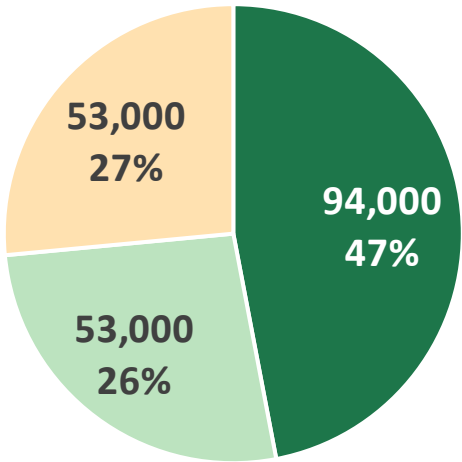
Country	Spend M€
Germany	376
Estonia	328
United States	312
United Kingdom	273
France	252
Sweden	191
Spain	154
China	154
Italy	149
Netherlands	111



Spanish trips & spending by travel purpose & main destination

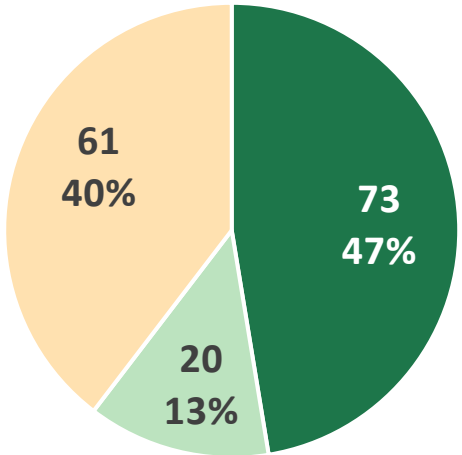
Spain: Trips to Finland

Vacation/recreation Visiting friends/relatives Business, Study



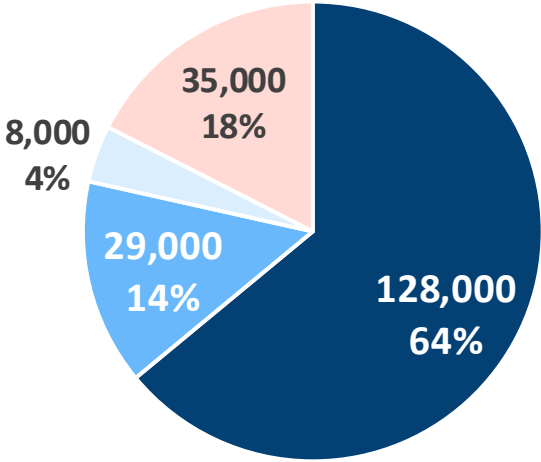
Spain: Spending in Finland, M€

Vacation/recreation Visiting friends/relatives Business, Study



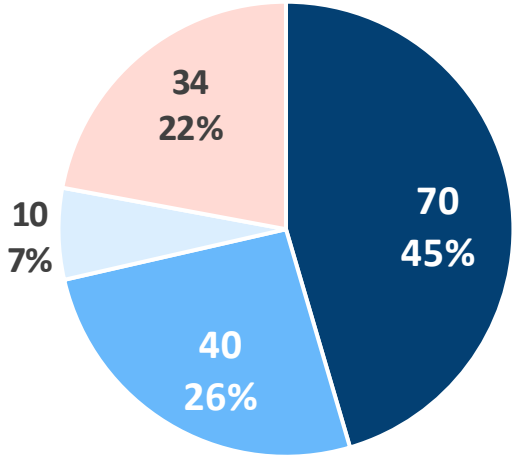
Spain: Trips to Finland

Helsinki & Uusimaa Lapland North Ostrobothnia Other

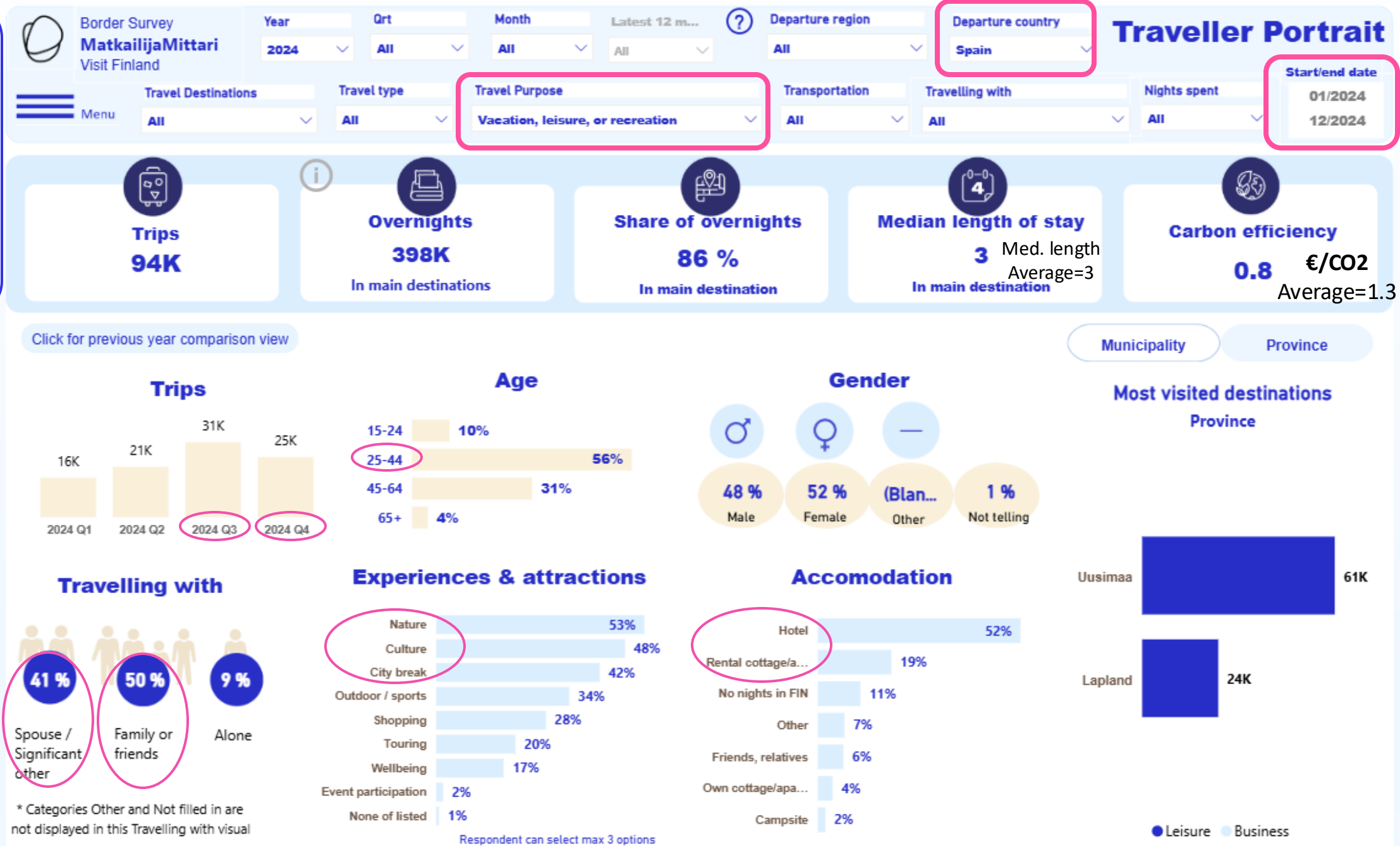


Spain: Spending in Finland, M€

Helsinki & Uusimaa Lapland North Ostrobothnia Other



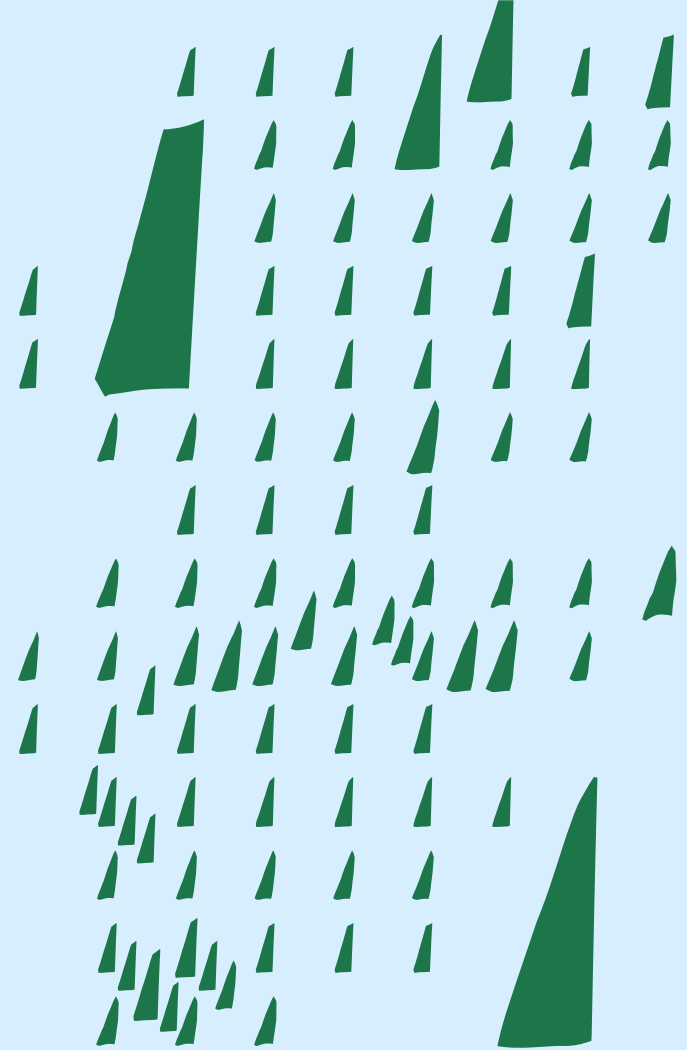
Spanish
vacation /
recreation
travellers to
Finland
Year 2024



Border survey

Spanish trips to Finland

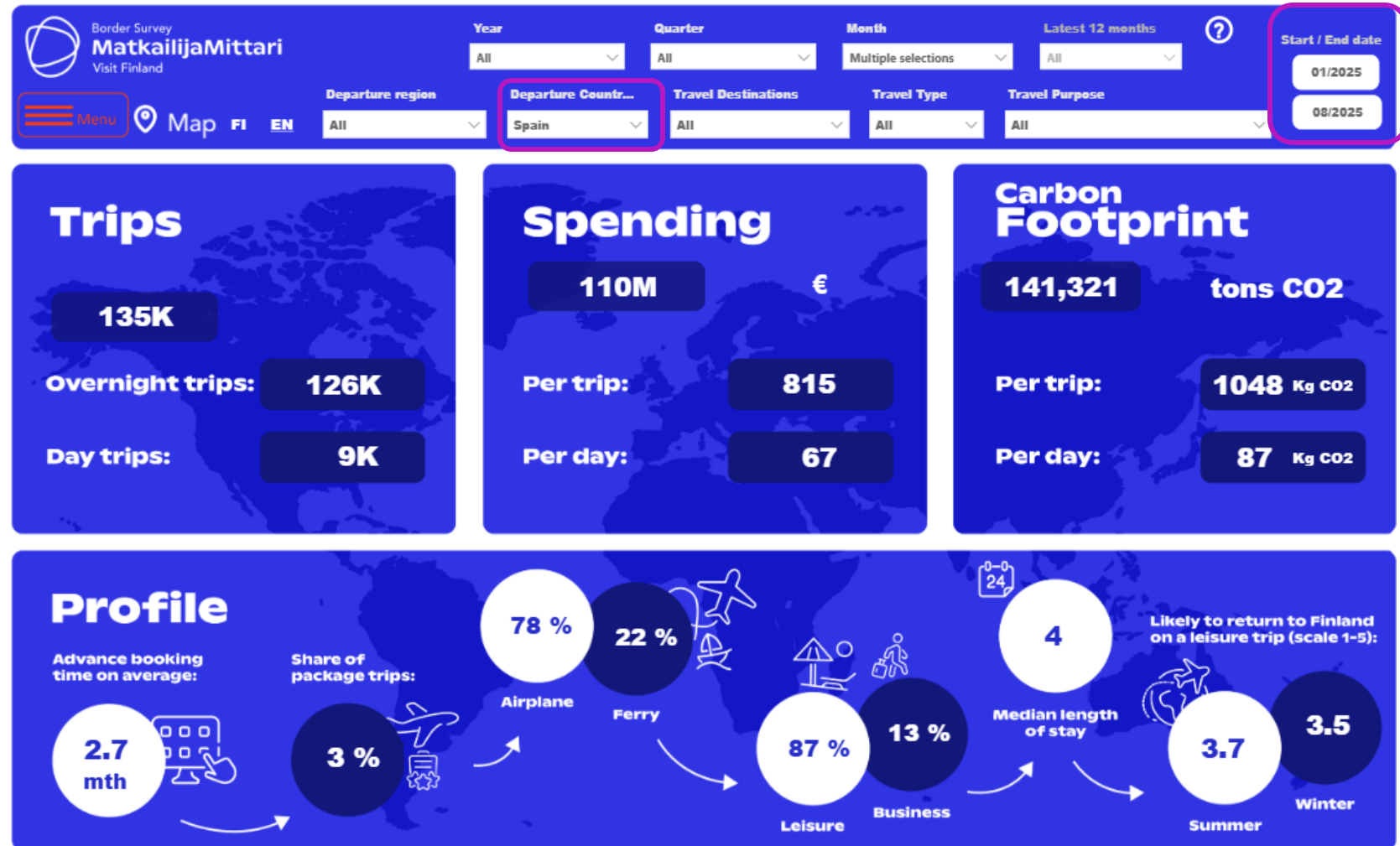
Jan-Aug 2025



Spanish visitors to Finland

Border Survey / January – August 2025

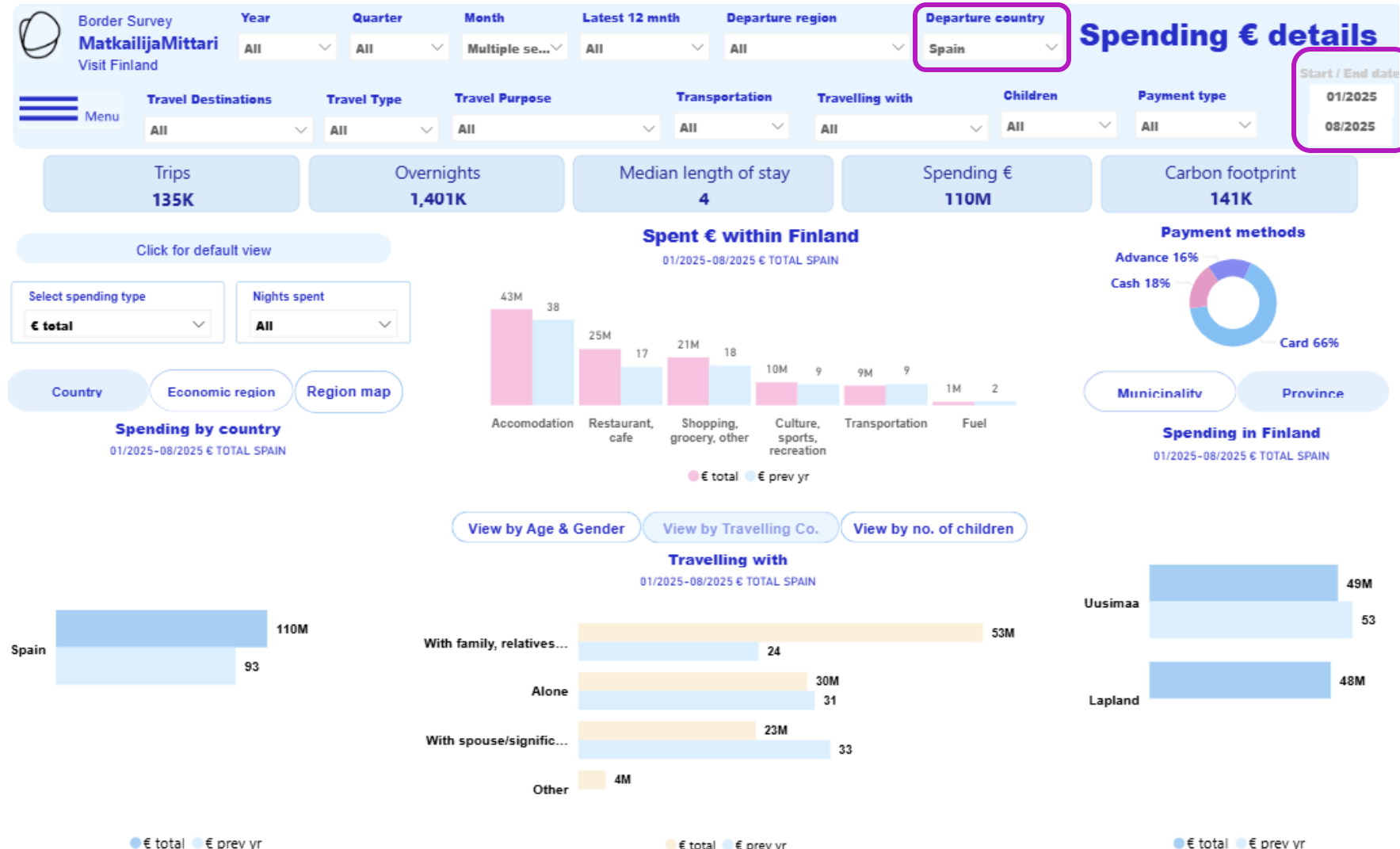
- **135,000** Spanish visitors (YoY +2%)
- Spending **110 M€** (YoY +18%)
 - 815 € / trip (YoY +15%)
 - 67 € / day (YoY +5%)
- **87%** traveling for **leisure**
(leisure trips +16% & spending +57%)
- Advance booking time, avg.
2.7 months (YoY +0.2 months)
- Median length of stay **4 nights**
(YoY 0 nights)



Spanish visitors' spending in Finland

Border Survey / January – August 2025

- Number of **Spanish travelers visiting Finland** grew by 2% from January to August 2025, and overall **spending increased** clearly more (+18%) as the spend per day and per trip increased.
- Spending on **accommodation, dining, and shopping** has clearly increased.
- Travelling with **family or friends** has more than doubled compared to previous year.
- Those travelling to **Lapland** have clearly **increased their total spend** vs Jan-Aug 2024.



Border survey **Spanish vacation trips to Finland**

Comparison with winter and summer seasons 2025

Spanish vacation travel to Finland during summer & winter

- **Vacation travel from Spain to Finland increased by 2% in the summer season**, while the growth in **winter** travel was as high as **61%**. **Total spend** increased only slightly during the summer, while it **nearly doubled (+91%) during winter** compared to previous year.
- **Spanish holiday makers had a longer median length of stay during the winter vs summer.** This combined with **clearly higher spend per day and per trip** during the winter resulted also in a better CO2 efficiency (€/CO2) during the winter.

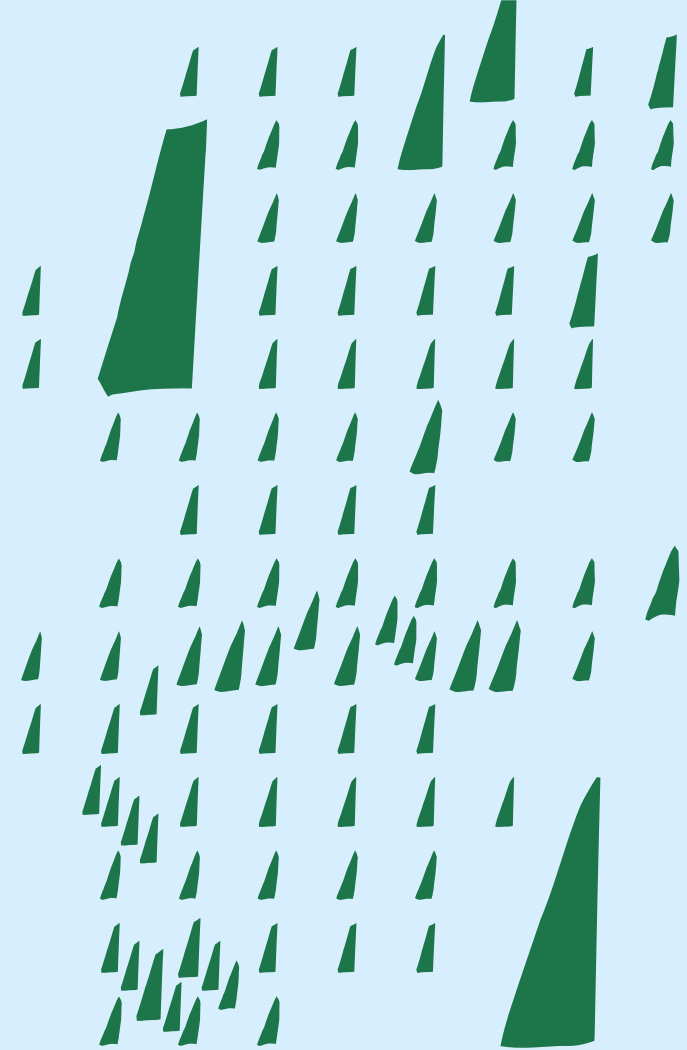
Summer season 2025 – Spanish vacation travelers

Trips	Spending	Spend/trip	Spend/day	Median length of stay	CO2 efficiency
34K	17M€	508€	138€	2 nights	0.8
YoY change					
+2%	+1%	-2%	+13%	-1 nights	+0.2

Winter season 2024-2025 – Spanish vacation travelers

Trips	Spending	Spend/trip	Spend/day	Median length of stay	CO2 efficiency
39K	54M€	1,403€	245€	4 nights	1.2
YoY change					
+61%	+91%	+19%	+11%	-	+0.3

Registered overnights in Finland



Overnights in Finland & top16 source markets in 2024

Year 2024 vs. 2023 & (2019)

Overnights in 2024

Total foreign 6.4 M

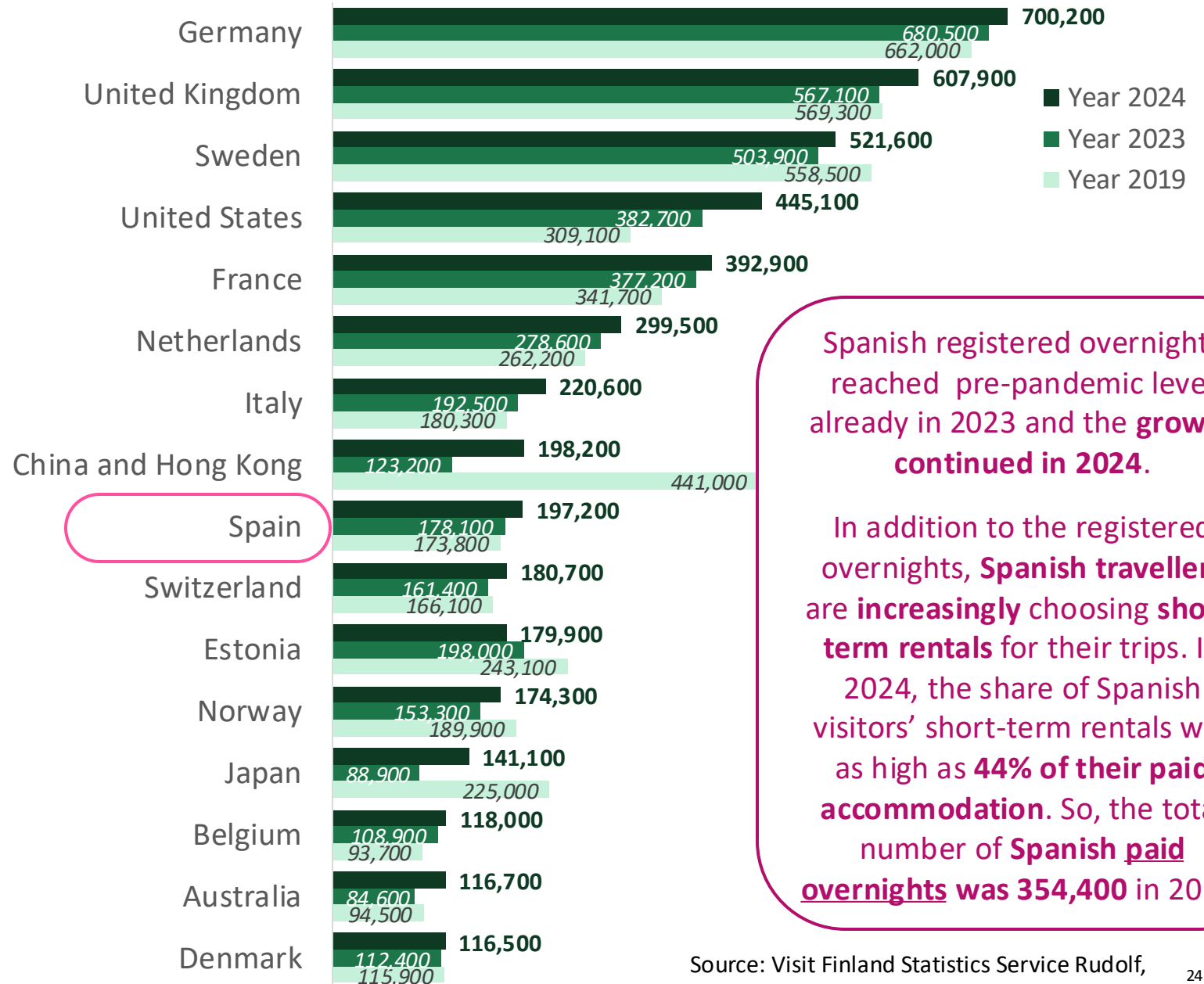
+11% vs. 2023
(-10% vs. 2019)

Foreign excl. Russia 6.4 M

+11% vs. 2023
(+2% vs. 2019)

EU+UK 4.0 M

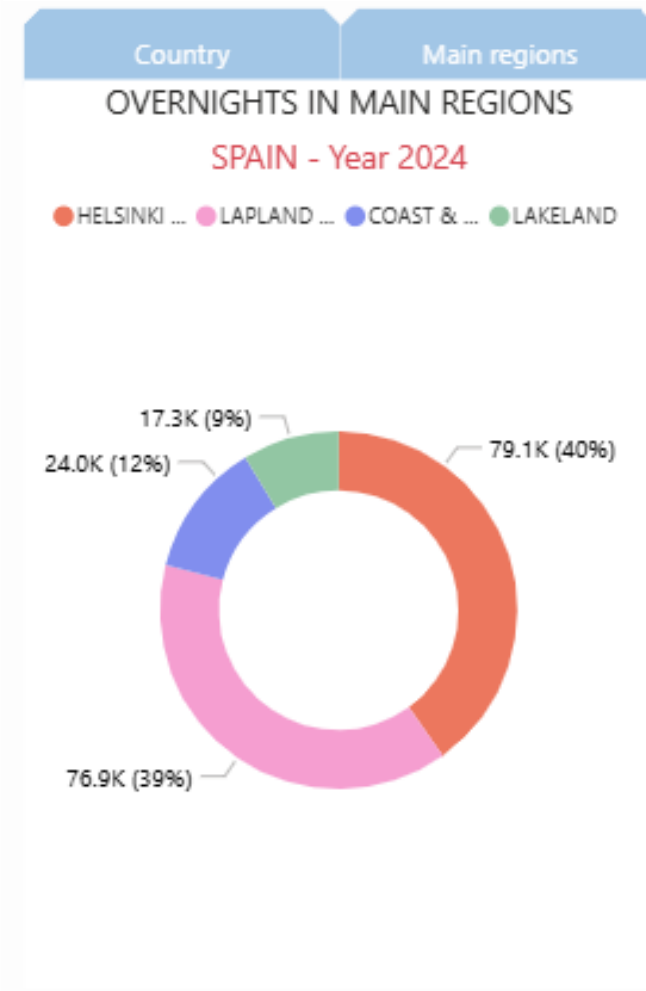
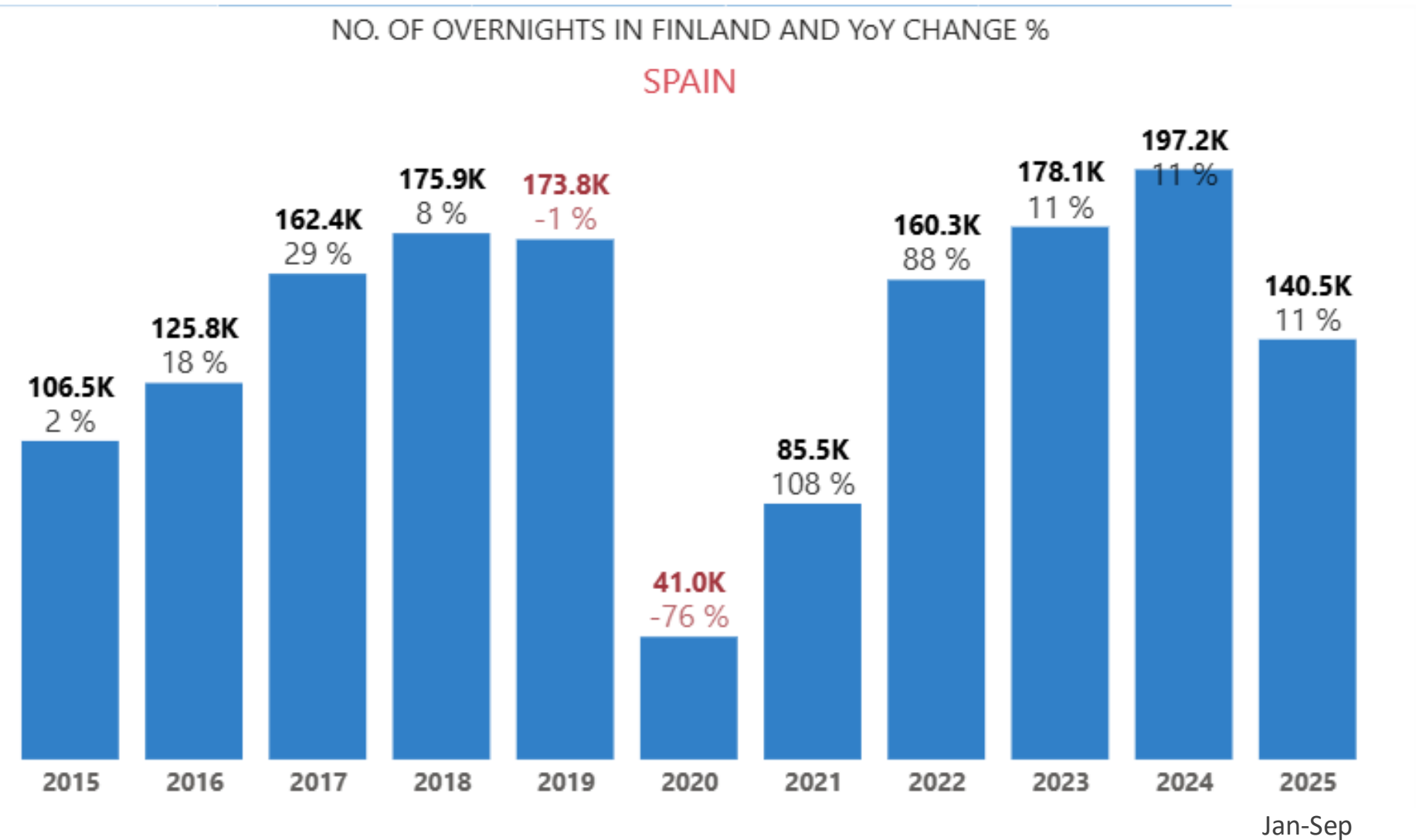
+6% vs. 2023
(+6% vs. 2019)



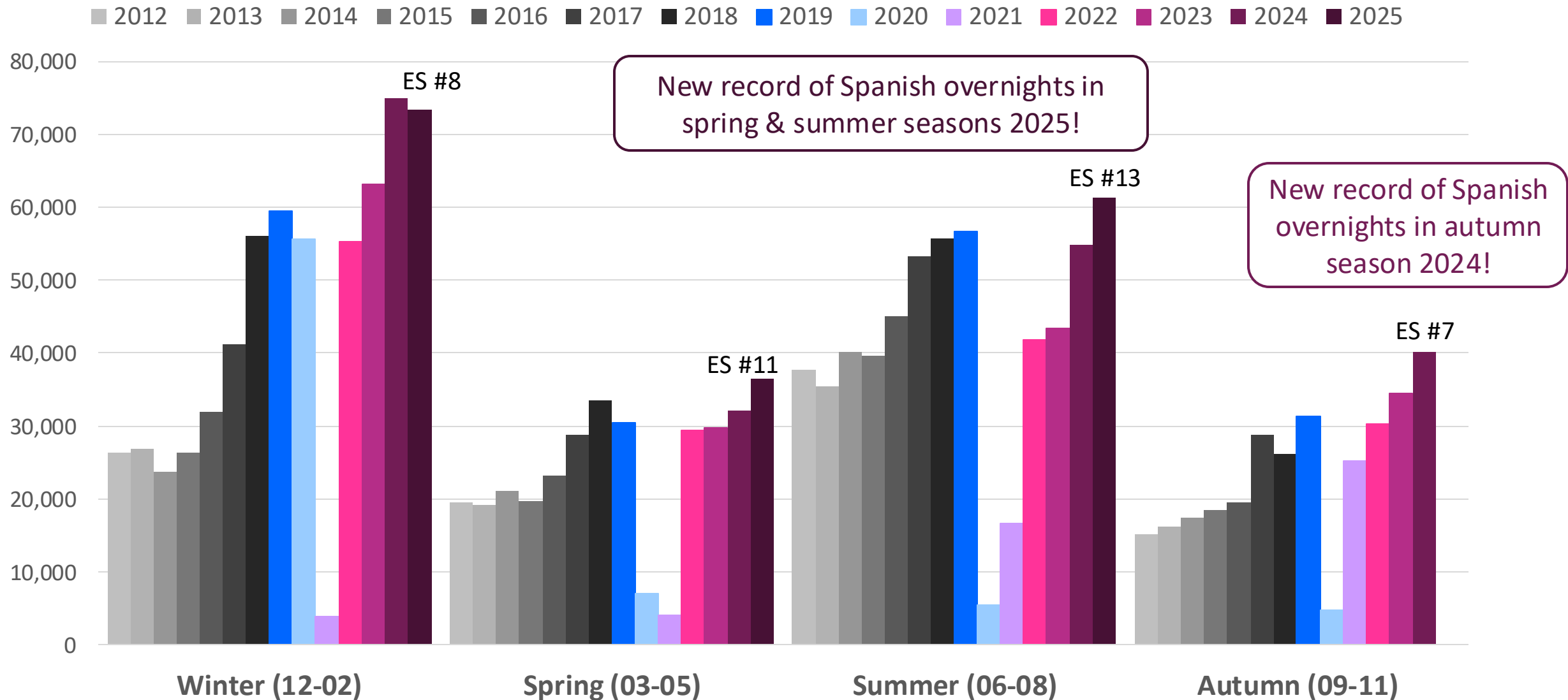
Spanish registered overnights reached pre-pandemic level already in 2023 and the **growth continued in 2024**.

In addition to the registered overnights, **Spanish travellers are increasingly choosing short-term rentals** for their trips. In 2024, the share of Spanish visitors' short-term rentals was as high as **44% of their paid accommodation**. So, the total number of **Spanish paid overnights was 354,400** in 2024.

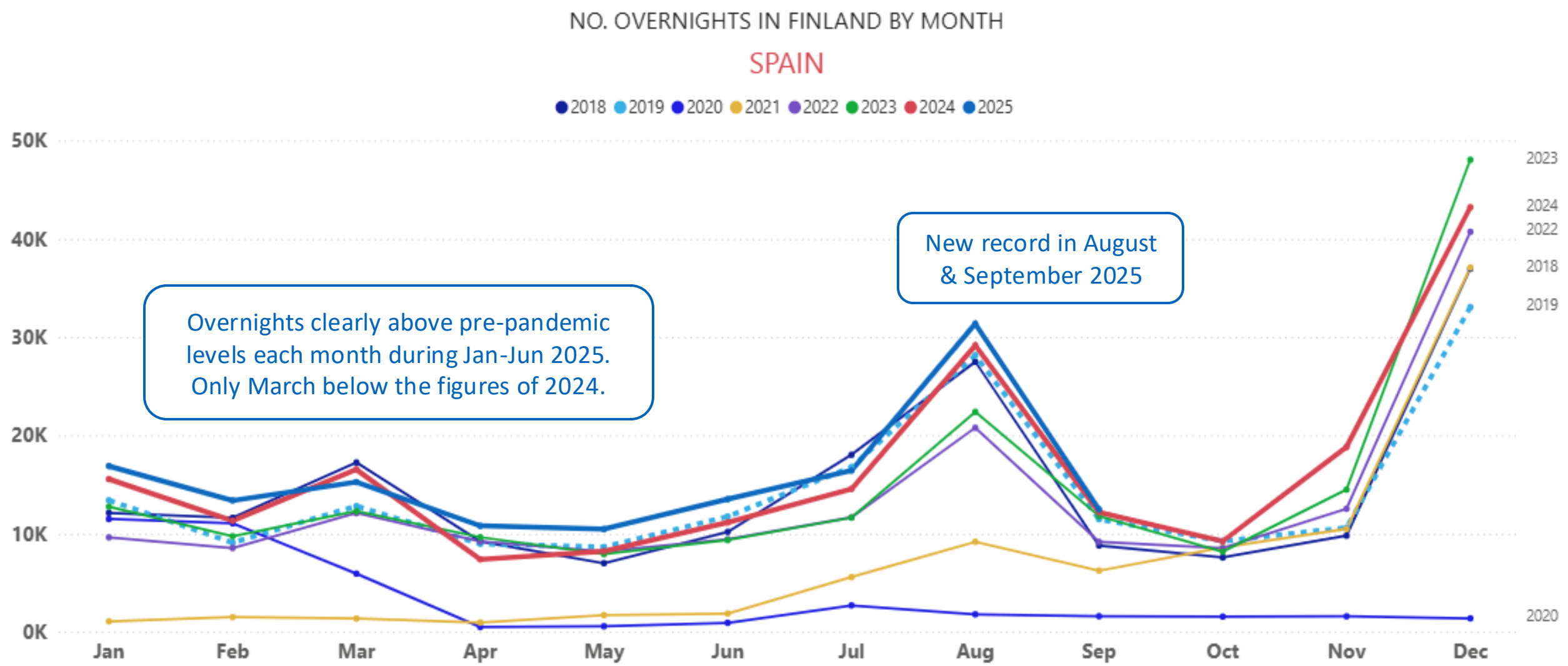
Spanish overnights in Finland 2015-2024 & Jan-Sep 2025



Spain – Seasonal Overnights in Finland 2012-2025



Spanish monthly overnights in Finland 2018 – Sep/2025



Overnights in high summer season 2025

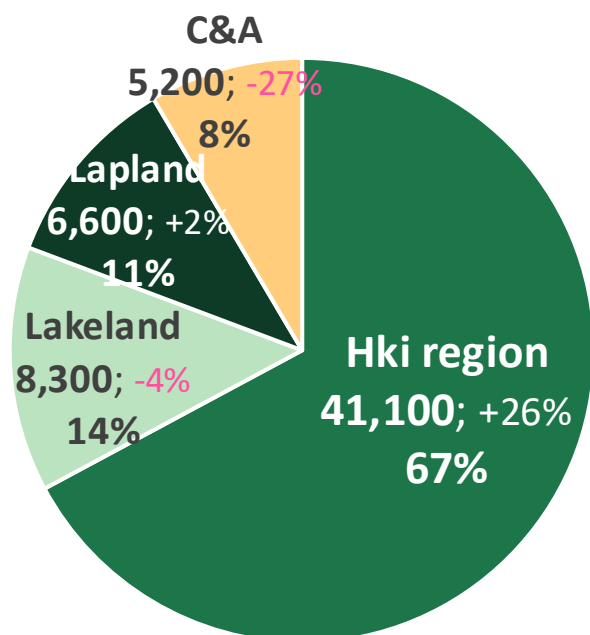
And change compared to summer 2024 & pre-pandemic

2.1M foreign overnights

(+12% vs. summer 2024 & -6% vs. summer 2019)

- **1.3M** from EU-27 + UK (+13% & +9%)
- **250,300** from Asia (+25% & -27%)
- **233,500** from America (+15% & +47%)

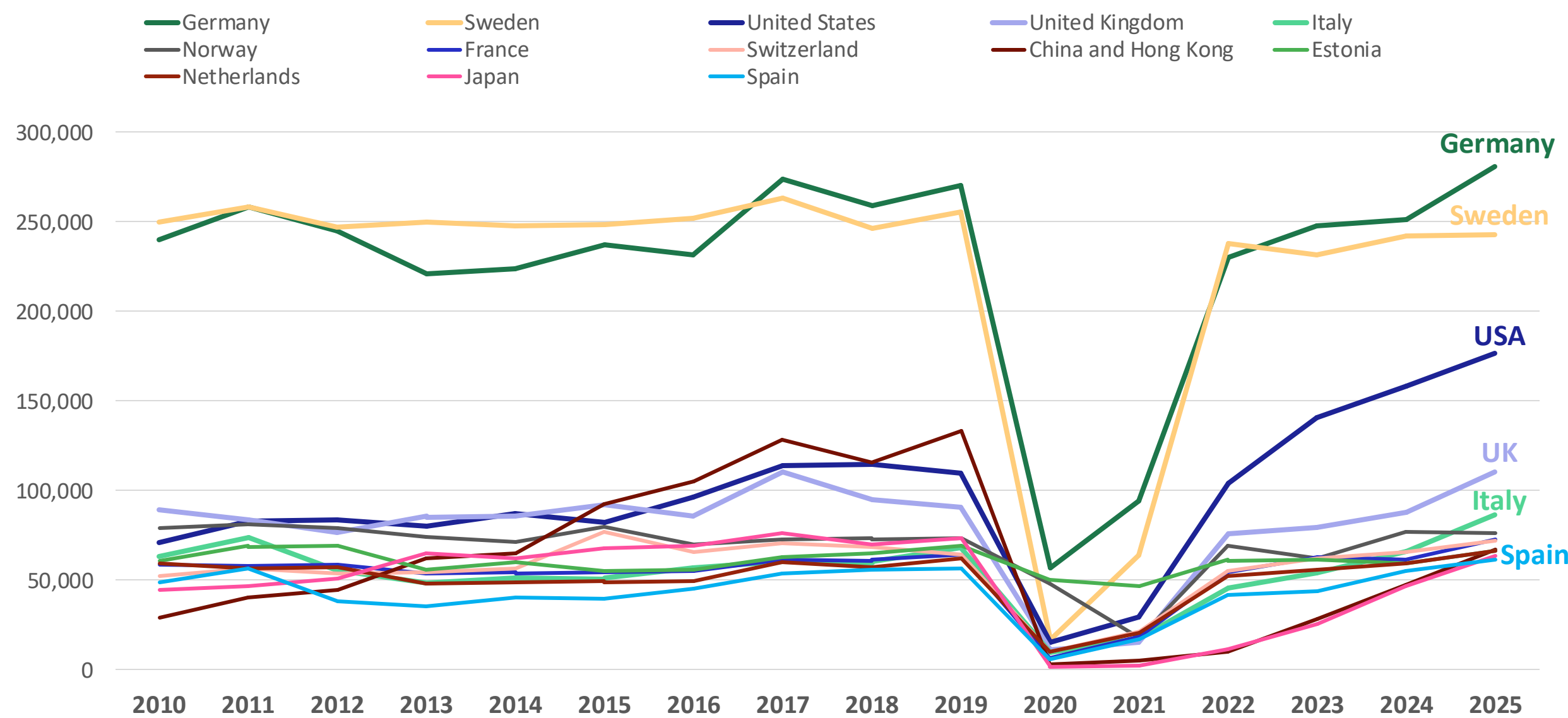
Spanish overnights / summer 2025



	Jun-Aug 2019	Jun-Aug 2024	Jun-Aug 2025	2025 vs. 2019	2025 vs. 2024
Germany	270 300	251 500	282 100	+4 %	+12 %
Sweden	255 200	242 300	241 700	-5 %	0 %
USA	109 900	157 900	177 000	+61 %	+12 %
UK	90 800	87 700	110 600	+22 %	+26 %
Italy	68 200	65 600	86 500	+27 %	+32 %
Norway	73 400	76 800	75 700	+3 %	-1 %
France	64 100	61 400	72 700	+13 %	+18 %
Switzerland	64 400	65 200	72 000	+12 %	+10 %
China & Hong Kong	133 300	47 400	67 000	-50 %	+41 %
Estonia	69 400	59 400	66 200	-6 %	+11 %
Netherlands	62 300	59 500	66 100	+6 %	+10 %
Japan	73 100	46 300	63 600	-13 %	+37 %
Spain	56 600	54 800	61 300	+8 %	+12 %
Poland	31 400	38 300	45 900	+46 %	+20 %
Denmark	37 700	36 400	38 700	+3 %	+7 %
Austria	27 900	28 900	34 600	+24 %	+20 %
Australia	27 600	25 800	29 600	+7 %	+14 %
Belgium	21 500	23 400	25 600	+19 %	+9 %
Canada	17 700	19 000	25 000	+41 %	+32 %
India	27 200	19 600	22 700	-17 %	+15 %



Overnights in Finland among the main markets – summer seasons 2010 - 2025



Foreign overnights in winter high season 2024-2025

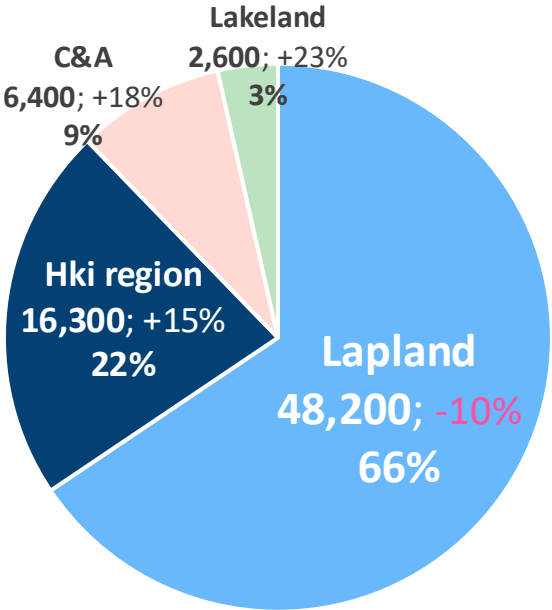
And change compared to winters 2023-2024 & (2018-2019)

High winter season (12-02)

2.3M foreign overnights
+14% vs. winter 2023-2024
(+11% vs. winter 2018-2019)

- 1.5M** from EU-27 & UK / **+6%** (+28%)
- 354,600** from Asia / **+37%** (+4%)
- 145,800** from America / **+28%** (+100%)

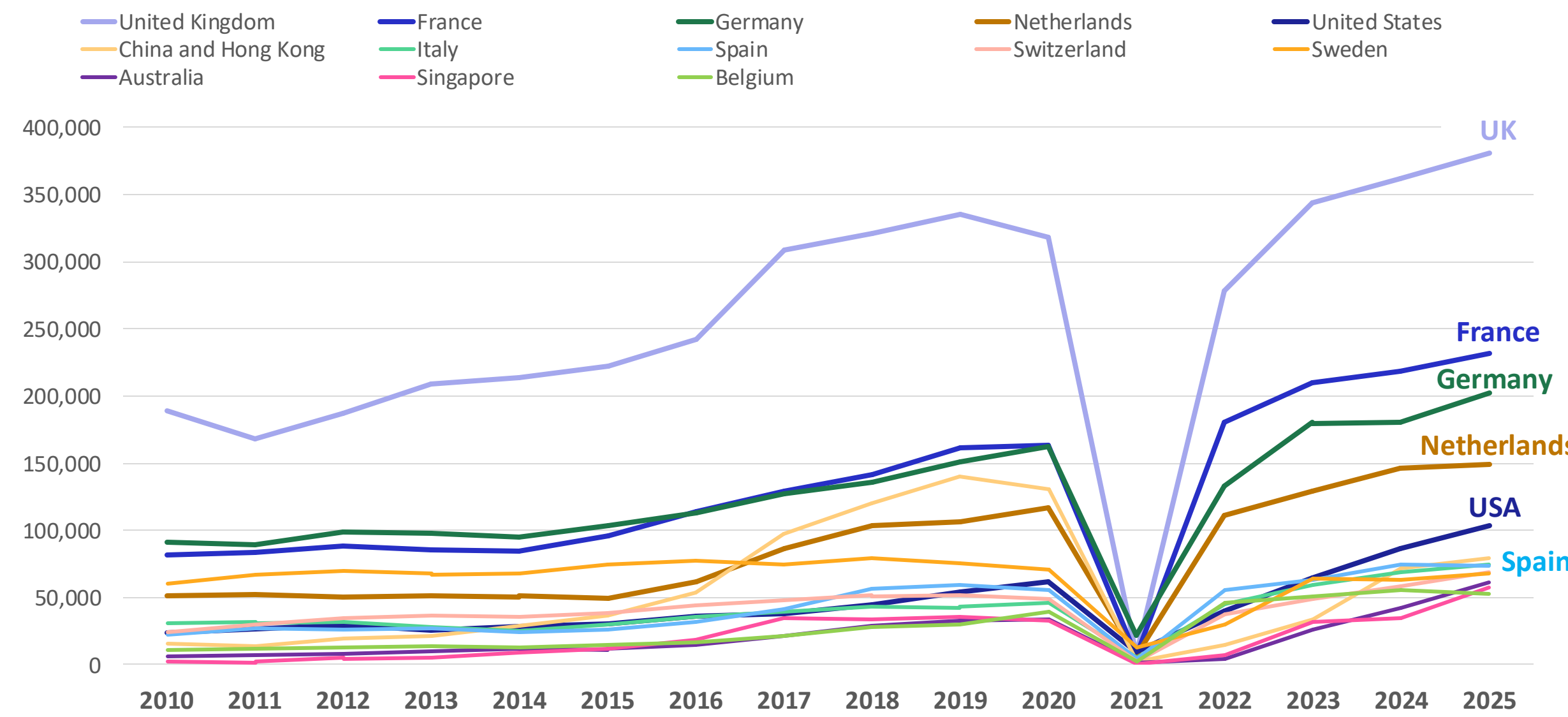
Spanish overnights / winter 2024-2025



	winter 2019	winter 2024	winter 2025	winter 2025 vs. 2019	winter 2025 vs. 2024
UK	334 900	361 800	380 800	+14 %	+5 %
France	161 700	218 800	231 400	+43 %	+6 %
Germany	151 300	180 700	202 300	+34 %	+12 %
Netherlands	106 700	145 900	149 600	+40 %	+3 %
USA	53 800	86 400	103 500	+92 %	+20 %
China & Hong Kong	139 700	71 600	79 500	-43 %	+11 %
Italy	42 900	68 800	75 000	+75 %	+9 %
Spain	59 400	74 900	73 400	+24 %	-2 %
Switzerland	51 800	58 100	68 700	+33 %	+18 %
Sweden	75 100	63 200	67 600	-10 %	+7 %
Australia	32 600	42 300	61 100	+88 %	+44 %
Singapore	35 300	35 000	57 100	+62 %	+63 %
Belgium	30 300	55 200	52 600	+74 %	-5 %
Estonia	58 200	48 800	47 200	-19 %	-3 %
Japan	49 900	28 000	44 600	-11 %	+59 %
India	19 000	24 300	37 500	+97 %	+54 %

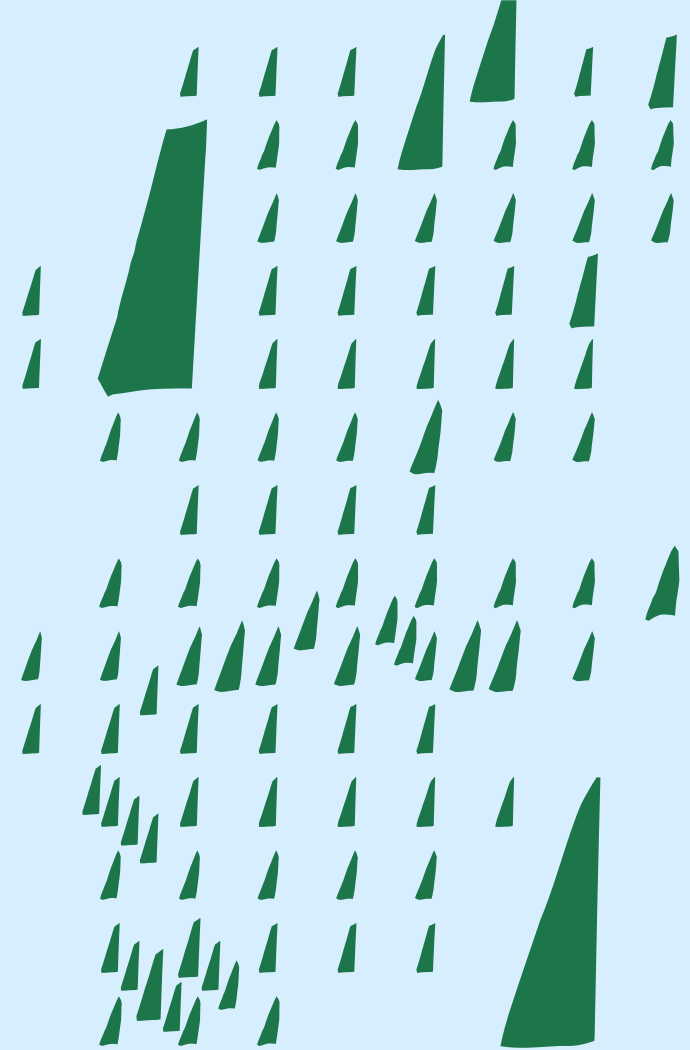


Overnights in Finland among the main markets – winter seasons 2010 - 2025



Overnights in short-term rentals

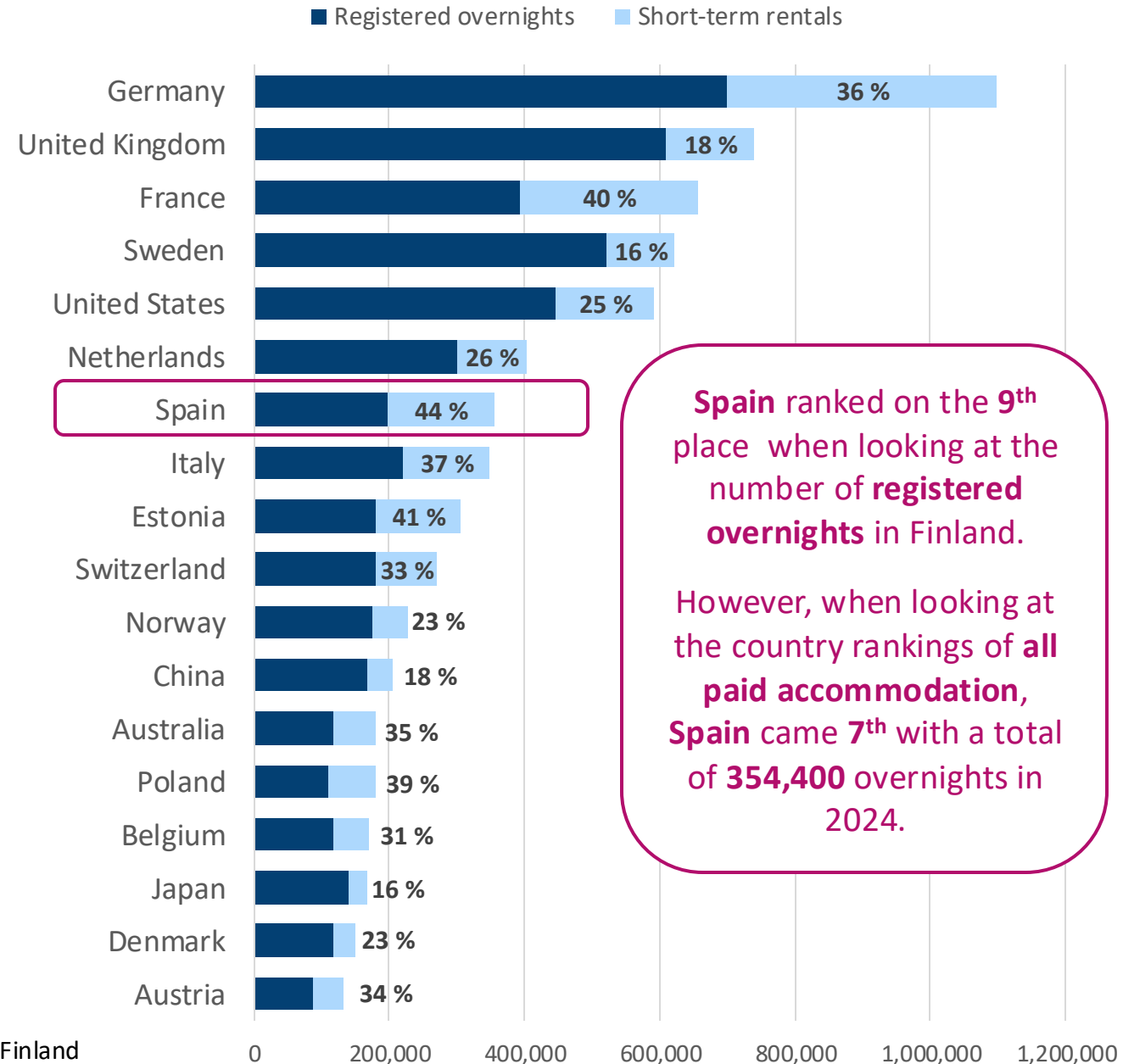
Year 2024



Registered and short-term rentals overnights in Finland Year 2024

- In 2024, foreign overnights in short-term rentals added up to **2.7 million**, with a **growth rate of 33%** compared to 2023. Thus, the **total number of foreign paid overnights** was over **9.1 million** in 2024 which was **17% more** than in 2023.
- **The share of foreign overnights in short-term rentals** was already **30% in 2024**, while the share was 26% in 2023 and 21% in 2019.
- **Spanish, Estonian, and French** visitors were the most active users of short-term rentals.
- **Lowest shares** of short-term rentals are for visitors coming from **Sweden, Japan, UK, and China**.

Registered and short-term rentals overnights in Finland - 2024



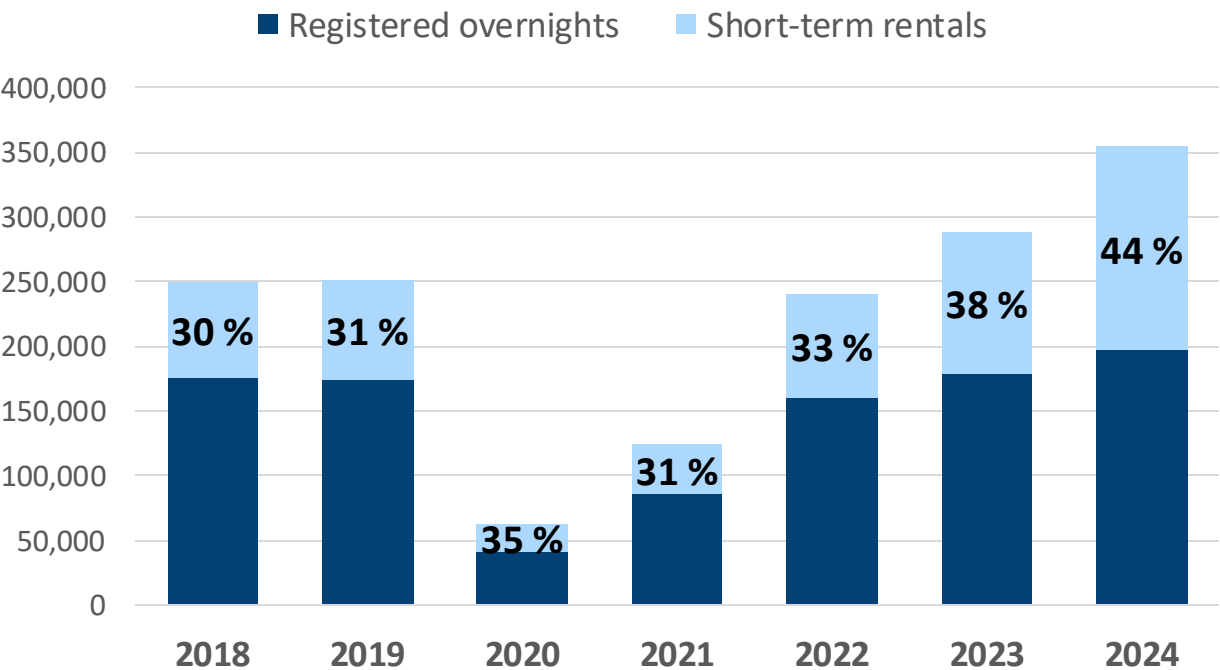
Registered and short-term rentals overnights in Finland - Year 2024

Spanish tourists represent the **most engaged users of short-term rentals** during their visits to Finland. In 2024, they recorded **157,200 overnights in these rentals**, accounting for **44% of their total paid nights**.

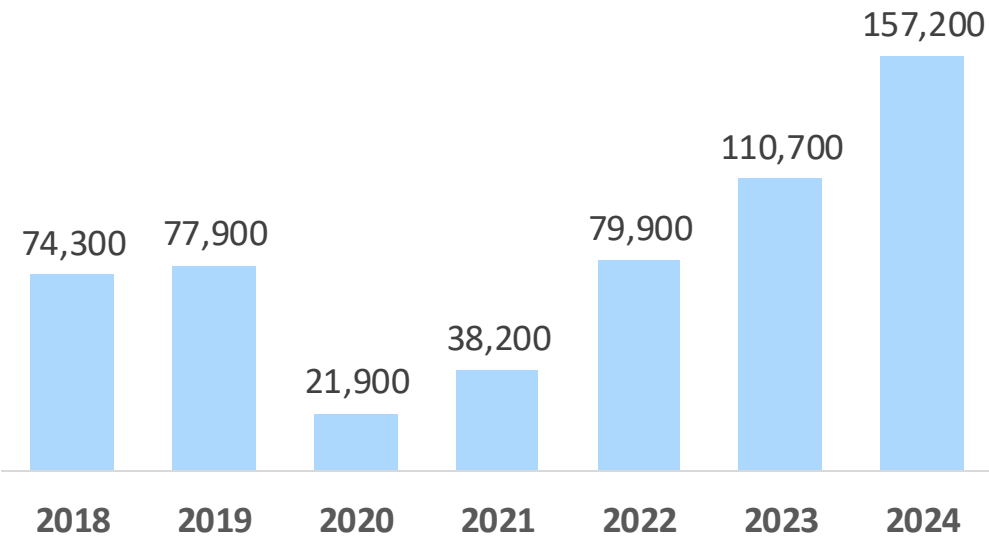
*Spanish overnights of short-term rentals has more than doubled since before the pandemic and has **increased by 42%** compared to 2023. In contrast, the **increase in registered overnights** for Spanish visitors in 2024 was **11%** compared to the previous year.*

As a result, Spanish visitors spent **354,400 nights in paid accommodation** in Finland in 2024, marking a **23% increase** from 2023 and a **41% rise compared to 2019**.

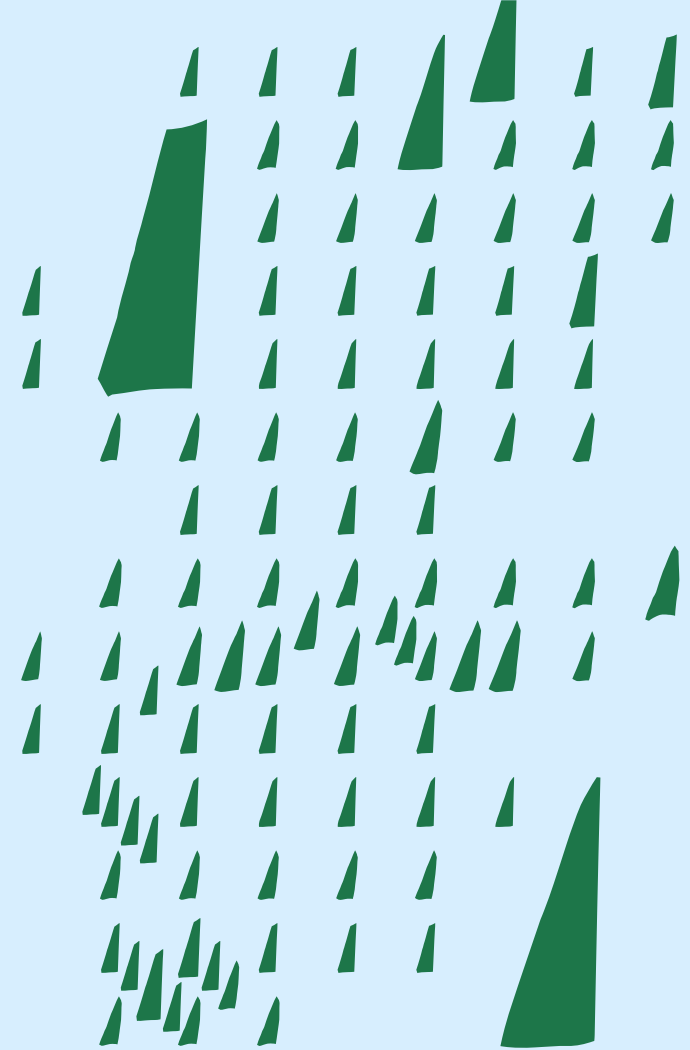
Spanish total paid overnights in Finland



Spanish overnights in short-term rentals



Spanish travel related internet searches

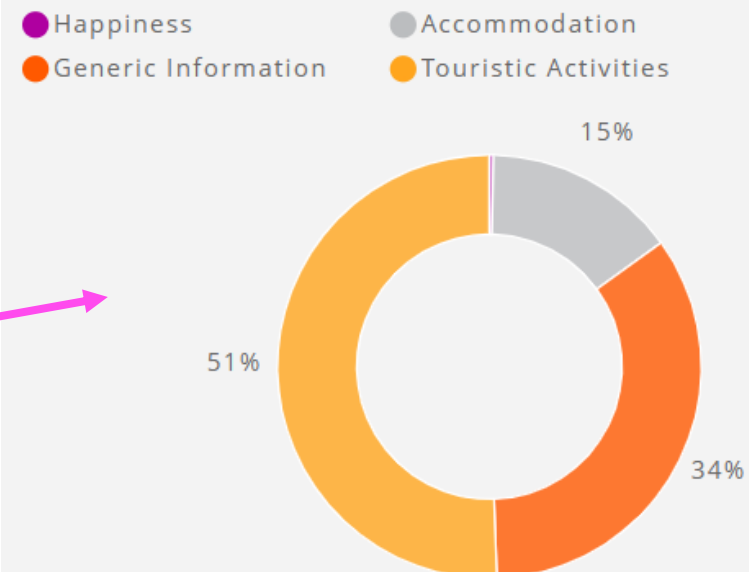


Top Target Markets 2024 vs. 2023

Target Market Distribution			2023	23/22
Rank	Flag	Origin	Searches	Growth
1		United States	983,170	51.5%
2		Japan	871,460	15.1%
3		Germany	758,470	-4.5%
4		United Kingdom	572,410	21.2%
5		Italy	334,210	-4.8%
6		France	329,260	-6.3%
7		India	285,960	43.1%
8		Spain	244,390	-1.4%
9		Sweden	198,110	-12.2%
10		Canada	197,980	27.6%

Distribution of Spanish searches

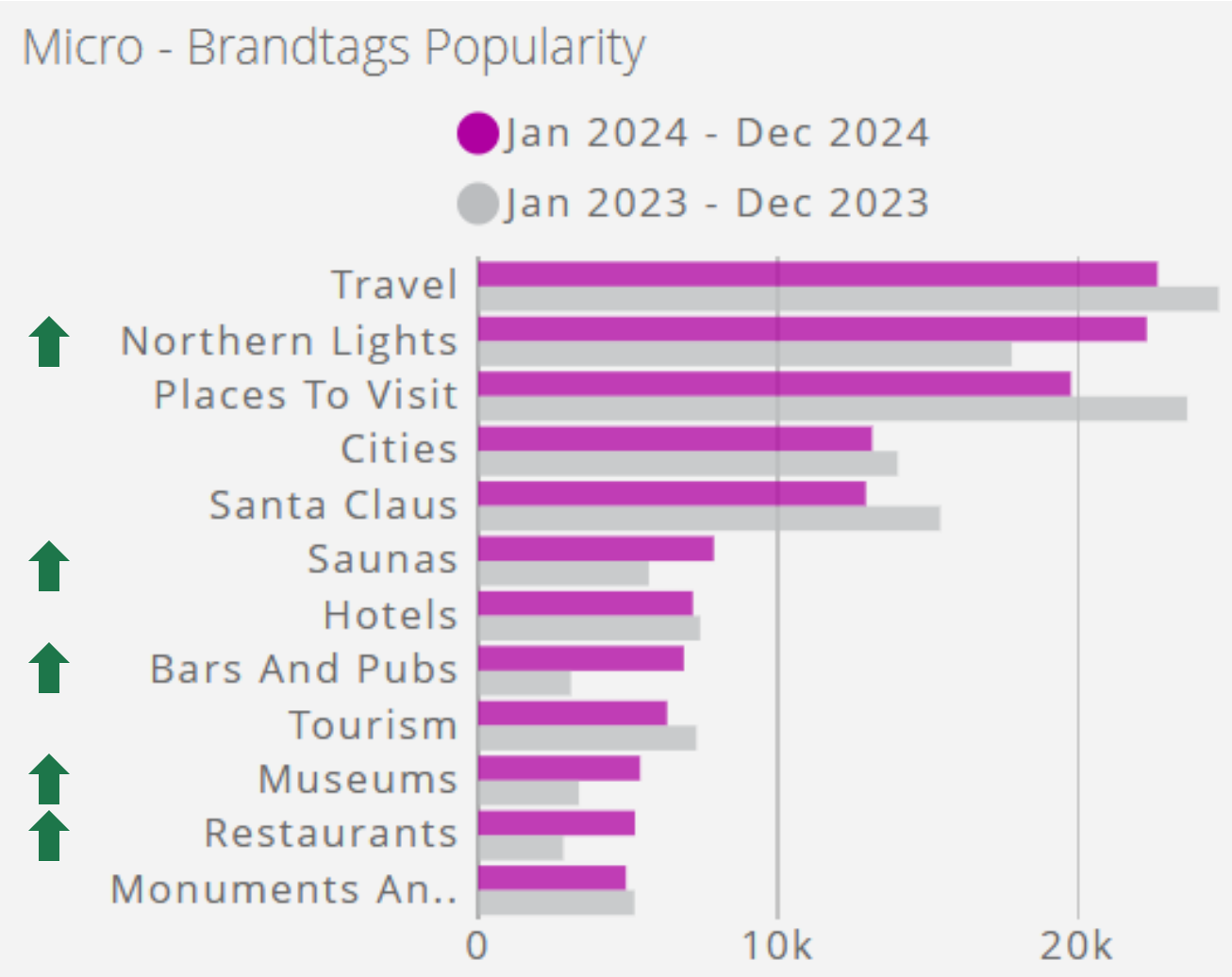
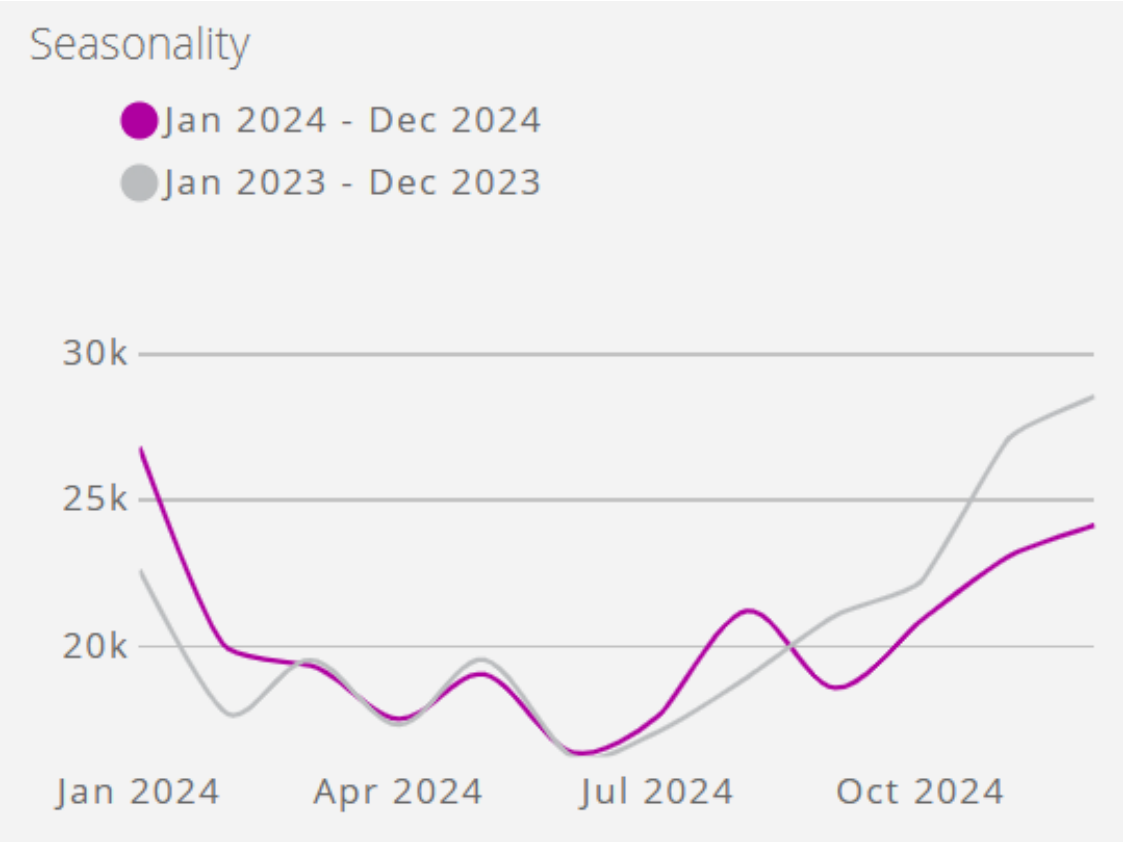
Brandtag Family Distribution



Spain: Seasonality of searches 2023-2024 & Main topics in 2024

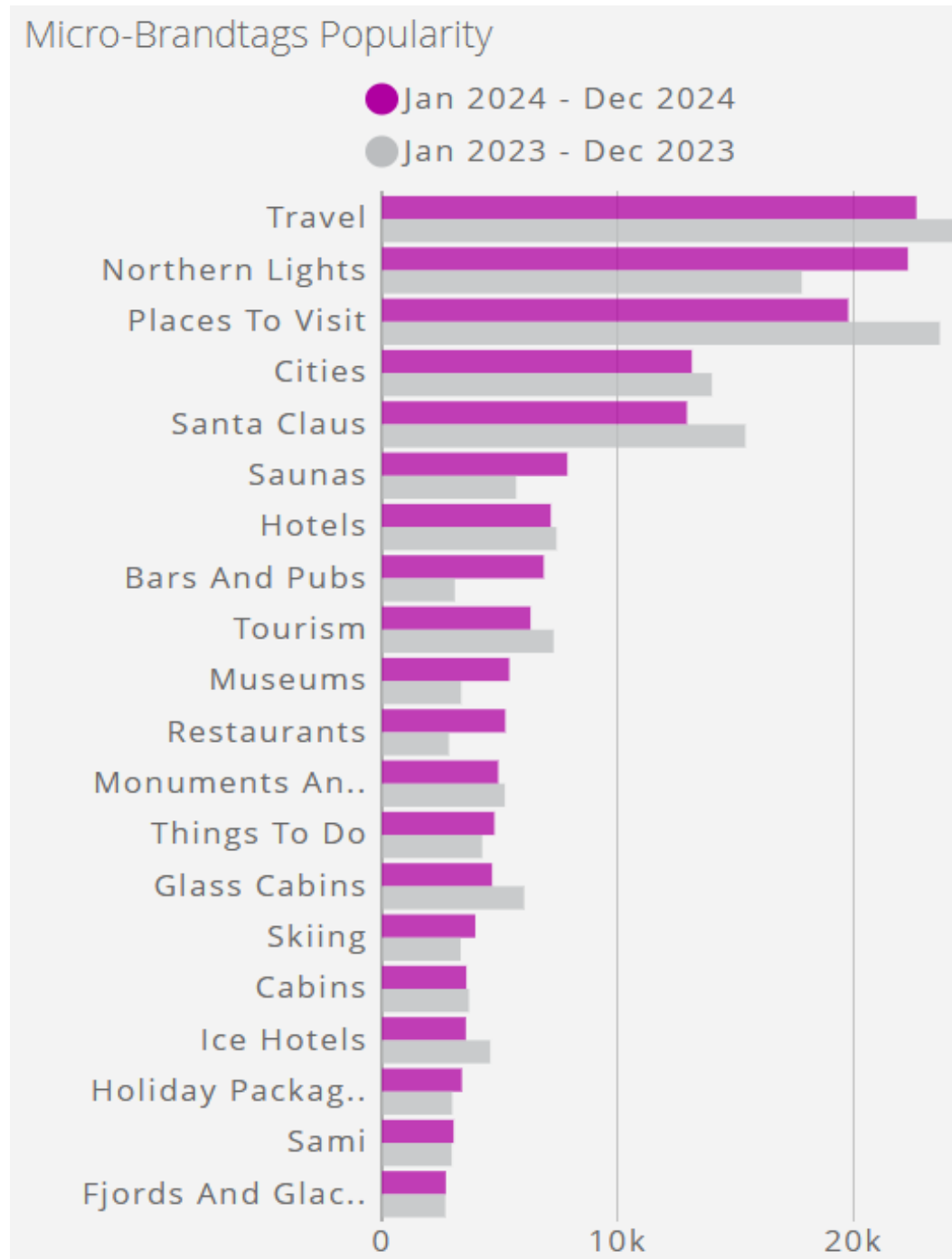
Spanish travel related searches on Finland increased in the beginning of last year and in August compared to previous year.

Interest towards **northern lights** and lifestyle themes, like **saunas**, **bars & restaurants** and **museums** has increased.



Spain:

Top 20 topics in 2024





ForwardKeys

Seat capacity & Outlook for flight arrivals in Dec 2025 – Feb 2026

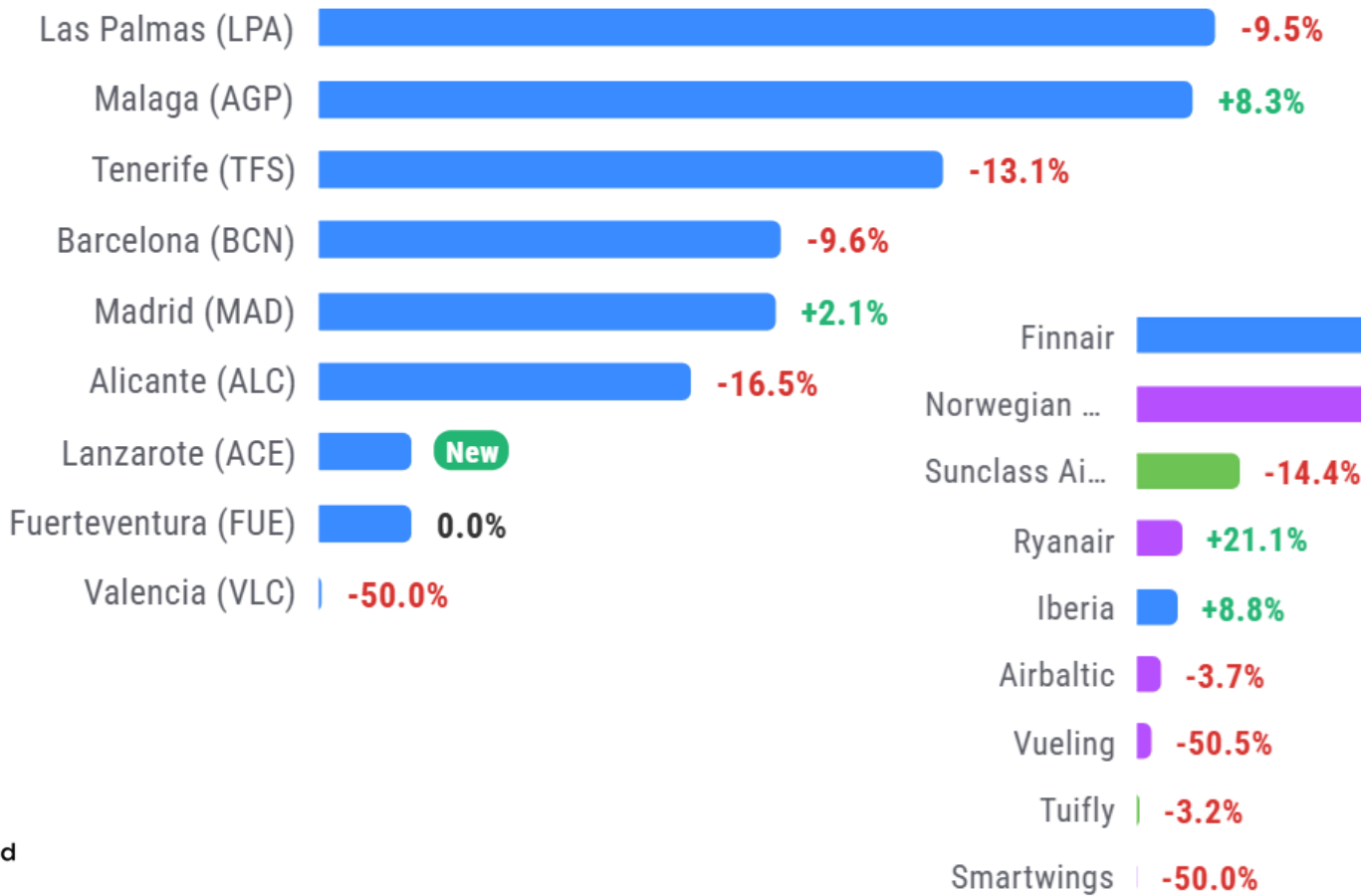
Seat capacity from Spain to Finland for Dec/2025 – Feb/2026

Comparison to Dec/2024 – Feb/2025

✈️ Spain (excl. domestic) → Finland

Filtered period | 01 Dec 2025 - 28 Feb 2026

9 airports -3.6% YOY for selected locations



The seat capacity on flights between Spain and Finland will slightly decline during the winter season compared to the previous winter.

However, seat capacity from Malaga and Madrid will increase.

Finnair is increasing its seat capacity from Malaga and Barcelona to Helsinki.
Ryanair increases its capacity from Alicante to Helsinki.
Iberia increases its capacity from Madrid to Rovaniemi.
Airbaltic increases its capacity from Malaga to Tampere.

Forecast for Flight arrivals in Dec 2025 – Feb 2026

Comparison to previous winter

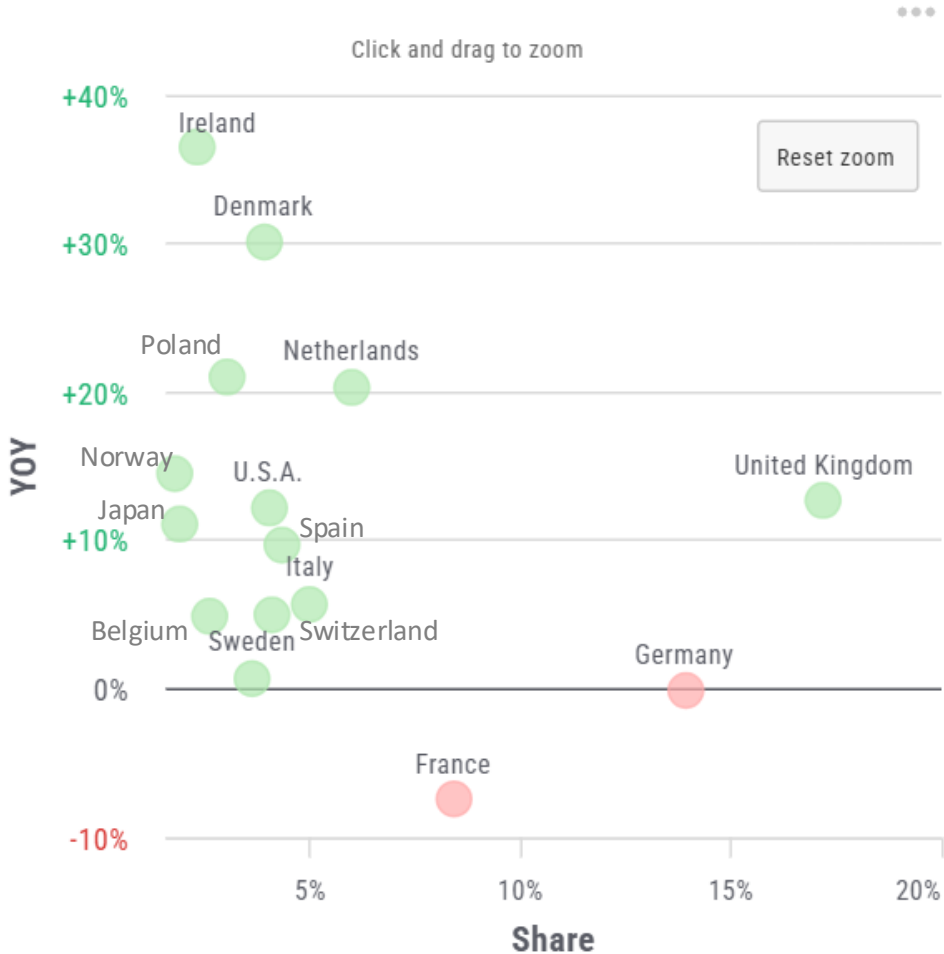
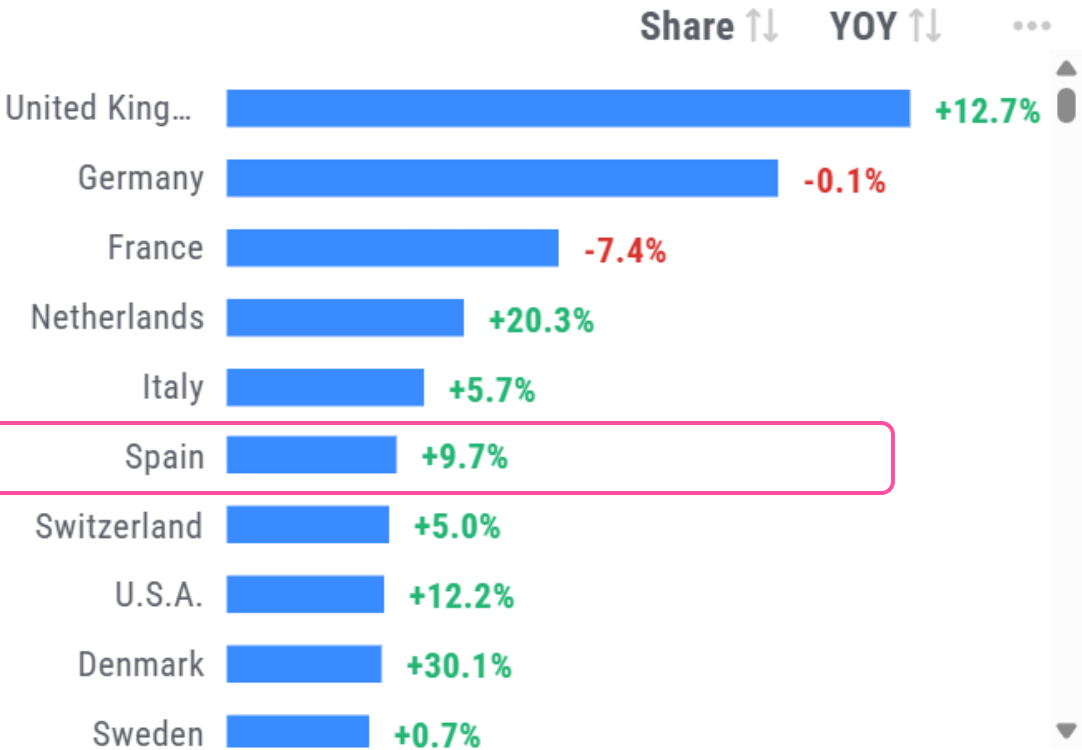
✈ Worldwide (excl. domestic) → Finland

Database update 19 Oct

Filtered period 01 Dec 2025 - 28 Feb 2026

488,823
tourist arrivals

+7.8%
YOY for selected origins





Finland's position in the market

- Finland remains one of the most attractive and high-value destinations for Spanish travelers in the Nordics — seen as safe, sustainable, and authentic, offering pristine nature, unique culture, and a modern Nordic lifestyle.
- Strong post-pandemic recovery, with steady growth in leisure travel and overnight stays. Seasonal competition
- Winter: Norway, Sweden, Iceland (Arctic & snow experiences)
- Summer: Switzerland, Austria, Baltics (nature & wellness holidays)
- Finland stands out for its strong sustainability focus and emotional connection with travelers.
- Air connectivity expanding: Finnair, Iberia, Vueling, Ryanair, airBaltic, Norwegian — plus new Valencia–Helsinki route launching Summer 2026.
- High visibility in Spanish media and social networks; influencer collaborations and press trips reinforce Finland's image as The Happiest Country in the World.
- The recent Visit Finland Workshop in Madrid (October 2025) broke records in Finnish supplier participation, confirming Spain's role as a strategic, high-value, and growing market for Visit Finland.

Consumer trends and behavior

- Spanish travelers increasingly seek authentic, high-quality, and nature-based experiences. Top motivations: nature (53%), culture (48%), gastronomy, and wellness.
- The “Coolcation” trend — escaping southern Europe’s heat — drives strong summer growth (+20% arrivals in 2025).
- Media and travel agencies report rising demand for cooler, sustainable destinations; families and couples lead activity bookings (Hosteltur, June 2025).
- Spanish travelers are emotional and visual decision-makers; social media, storytelling, and influencers play a key role. Finland should focus on Spanish-language content, flexible itineraries, and combining nature, comfort, well-being, and culture.
- Traveler profile: mostly 25–44 years, traveling as couples or with friends/family. Growing preference for cottages and independent stays (19%) alongside hotels (52%). Short trips (4–6 days), with more last-minute bookings in summer.
- Sustainability matters: 69% consider environmental responsibility in destination choice. Finland’s cool climate, clean nature, and authentic experiences make it an ideal year-round destination for Spanish travelers.

Industry update and distribution channels

- The Spanish outbound market grew +22% (Jan–Sept 2025), showing record interest in Nordic destinations.
- Finland ranked 7th in leisure markets and 5th in total overnight stays, confirming a strong, growing position.
- Spanish travelers are among Europe's top spenders (€807 avg / traveler, +22% vs EU avg); total spending reached €159M, with leisure trips +22% and total expenditure +66% YoY.
- Most bookings are made online via OTAs, especially for summer and autumn fly & drive packages, while tour operators dominate winter Lapland, placing Spain in the Top 3 globally.
- Travel agencies gain importance for longer, more complex trips, reflecting demand for expert advice and tailored service.
- Strong partnerships with Finnair, Team Finland, the Embassy, and our communication agency, driving both brand visibility and sales conversion.
- Flight connectivity expanding: Finnair, Iberia, Vueling, Ryanair, airBaltic, Norwegian — plus the new Valencia–Helsinki route (Summer 2026); +11% seat capacity expected for Winter 2025–26.
- The Visit Finland Workshop Madrid (Oct 2025) broke participation records, confirming Spain as a strategic, high-value, and year-round market.
- Growing interest beyond winter, with a diverse buyer mix: major tour operators, luxury brands, tailor-made and MICE agencies — supported by Finland Convention Bureau ahead of IBTM Barcelona 2025.

B2B TO/TA/OTA/CONGRESS & EVENTS/INDEPENDENT/CHAINS)



ESSENTIALIST



MARFA TRAVEL
Traveler's Choice



Special
TOURS



W2M
WORLDWIDE MEET

CATAI
DESCUBRE EL MUNDO QUE IMAGINAS



KIP Viajes



taiko
Tour operator



WOZOZO

civitatis



SOFIA

noland



Viajes Wimalaya

lastminute.com

destinos
MUNDO



SURVIV ATELIER



TOURIST FORUM
Foros por viajar



BIDON

DIFFERENT
ROADS



NUBA

VIAJAR

Travelkids

VS
SINGULARES

IDEATOUR

Future outlook and upcoming season

- Highly positive outlook for 2026: Spanish overnights in Finland expected to grow +8–10%, reaching ~230,000 stays and €175M in spending.
- Growth drivers: new flight connections, Oulu 2026 – European Capital of Culture, and an expanding portfolio of wellness, cultural, and premium nature experiences.
- Visit Finland at FITUR 2026: participation with the largest number of Finnish partners to date.
- The recent Visit Finland Workshop in Spain exceeded last year's record, with 20+ Finnish companies, confirming Spain's role as a high-value, strategic market.
- ForwardKeys forecast: +11% increase in Spanish arrivals for Winter 2026, reflecting the strong link between Spanish travelers and Finland's sustainable, year-round appeal
- .The Spanish market keeps expanding, offering exciting opportunities for further growth and collaboration.

Top traveller segments



NATURE LOVER

Why this segment: For Spanish nature lovers in winter, the most appealing products are those offering authentic, once-in-a-lifetime experiences in nature — such as husky and reindeer safaris, northern lights tours, visits to Santa Claus, and unique accommodation like glass igloos — all highly valued for their emotional impact, family appeal, and contrast with everyday life in Spain.

Products: Santa visits, huskies, northern lights tours, and glass igloos perfect for 3–5 day packages for families couples.

Sales channels: tour operator packages in winter.

CULTURE & LIFESTYLE

Why this segment: seeking meaningful summer experiences that combine nature, local culture, and relaxation: lakes, national parks, traditions like sauna, and vibrant cities like Helsinki especially appealing.

Products: lakeside cottage stays, national park activities, Helsinki cultural tours, local festivals, and sauna experiences

Sales channels: besides traditional tour operators, key sales channels also include OTAs offering dynamic packages and fly-and-drive options, catering to travellers seeking flexible and tailor made experiences.

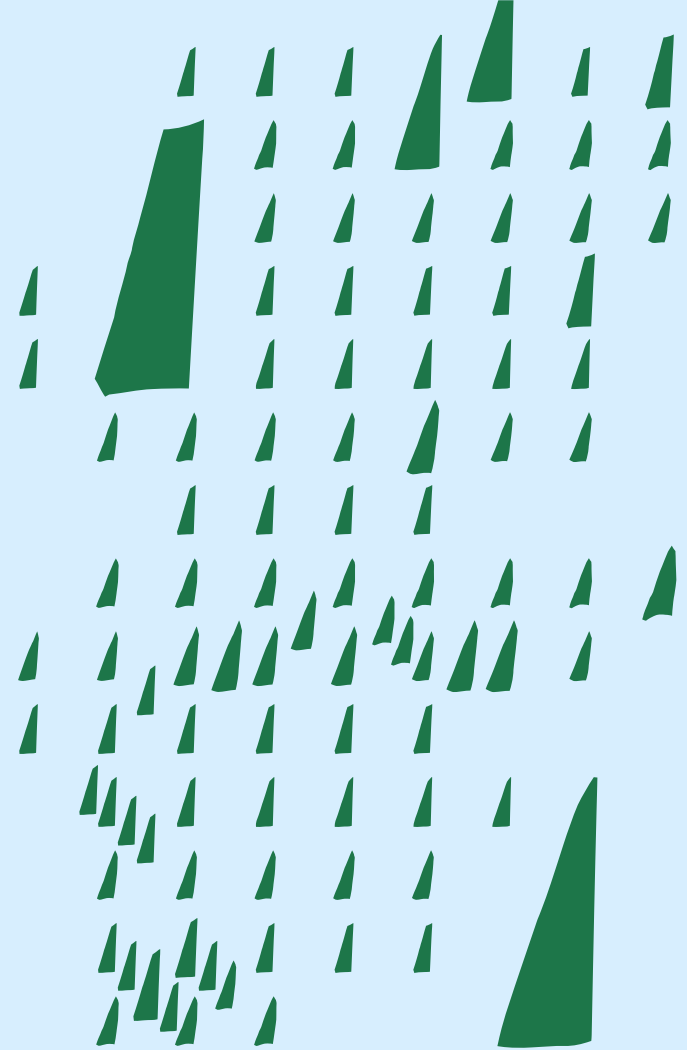
CITY LIFE ENTHUSIASTS

Why this segment: cool modern architecture, creative design, great food, and the chance to escape to nature easily —with Helsinki, Tampere, and Turku forming a vibrant triangle of exciting urban experiences.

Products: Ideal products for Spanish city lovers include architecture and design tours, foodie experiences, and cultural visits across Helsinki, Tampere, and Turku, perfect for short urban breaks.

Sales channels: direct bookings, online travel agencies (OTAs), and niche tour operators specializing in cultural and city breaks, fly & drive.

Spanish market activities 2026



Activity plan 2026

Visit Finland Sales Events

- FITUR 21-25.1.2026
- Midnight Sun Helsinki 6/2026
- Workshop Madrid (Sep/Oct)

Eastern Finland sales events

- Online workshop 25.3.

Famtrips

- Joint famtrips for European markets



Activity plan 2026

Joint promotion cooperation

- Joint promotions on 50-50 funding basis
 - TO-OTA / Visit Finland / partners
- Campaign formats to boost awareness and increase sales and tour production
 - Effective, value for money

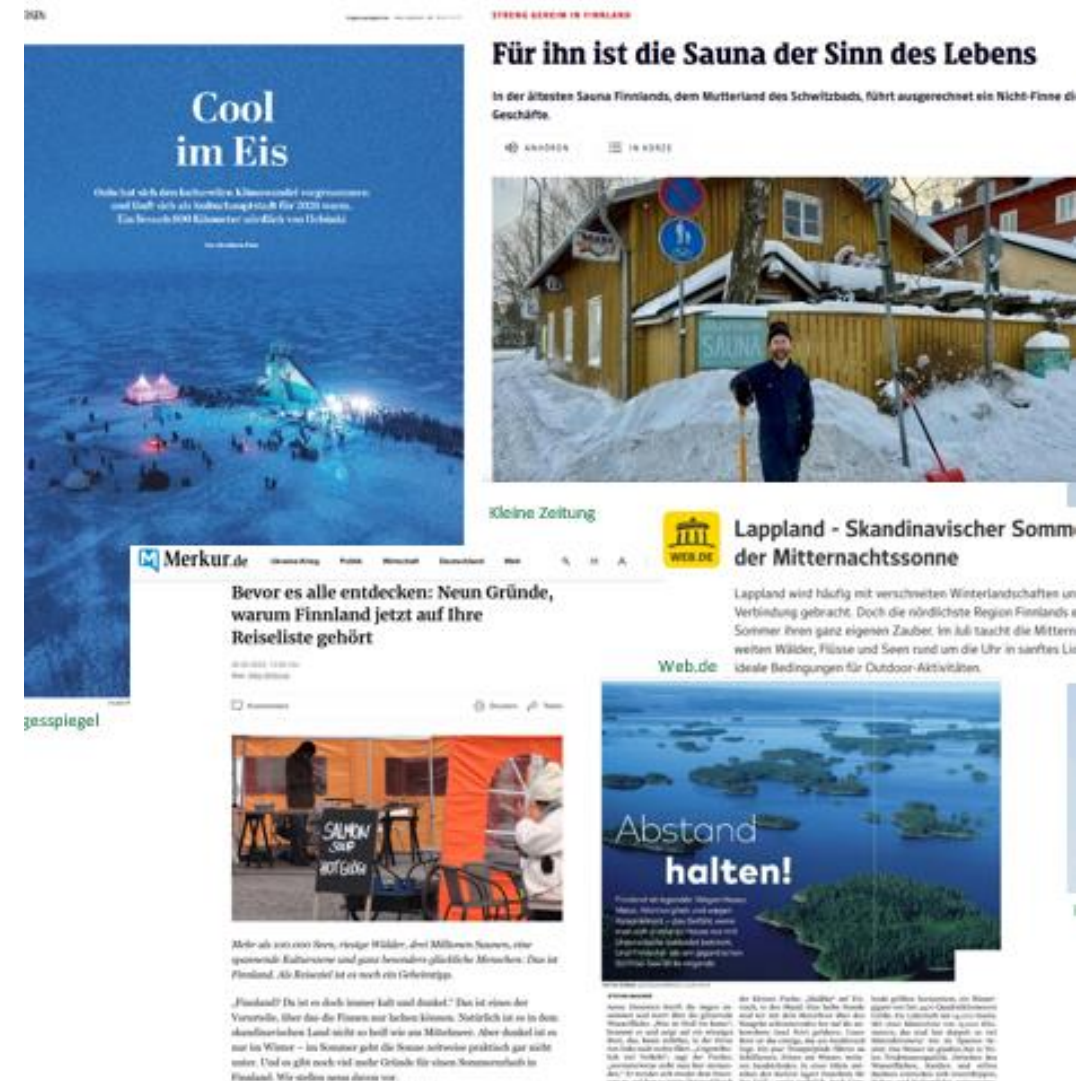
Activity plan 2026

B2C Campaigns - imago

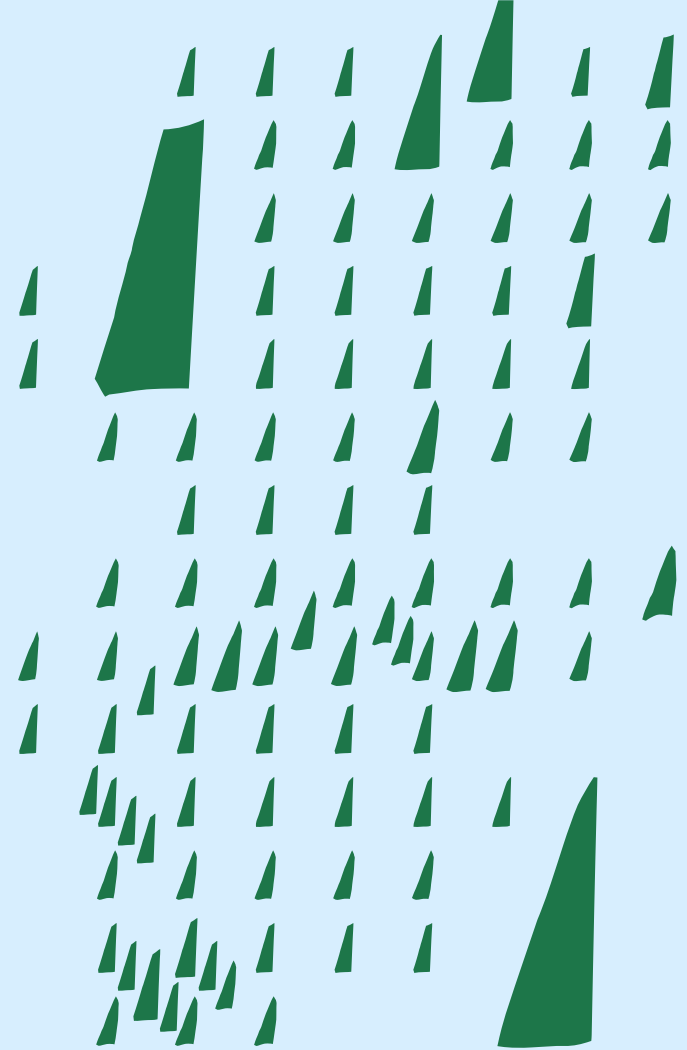
- Food
- Eastern Finland

PR & media work

- Campaigns
 - PR event/activations, press releases, international & national group press trips and individual press & influencer trips
- international press/influencer trip(s)
- group press trips
- individual press/influencer trips



Spain PR & Media 2025



PR & Media Activities

SPANISH market

Visit Finland's PR activities include press releases, proactive pitching, media and influencer visits, and press events – all in close collaboration with our Madrid based PR agency Marco.

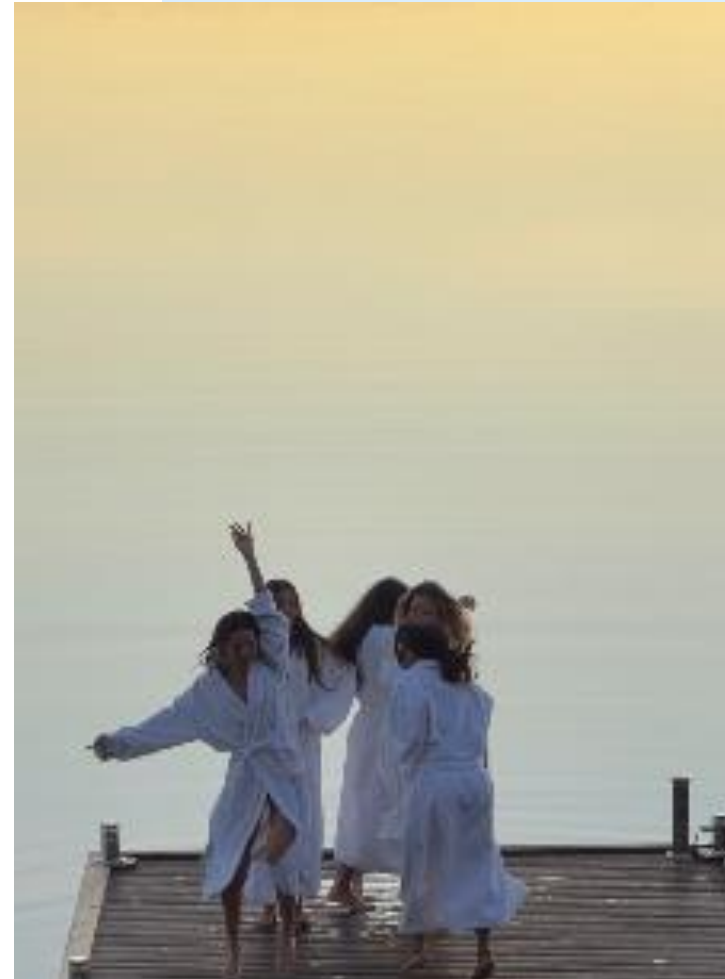
So far in 2025, we've hosted

- Organized 6 individual media and influencer visits
- Joined 1 international media group visit
- Organized 1 national group visit
- Organized 1 national group influencer visit
- Hosted 1 TV visit

In total of 23 media pax

Coverage Highlights Q1-Q3 2025

- Media Hits 158
- Visibility Score 66 %
- Brand Building Effect 294 million
- Average Tone 2.91



Coverage examples with publicity value

Viajestic , publicity
value 42 000 e

Viajes, publicity value
42 000 e

VIAJES

Cinco motivos para viajar al país más feliz del mundo: saunas, naturaleza pura y gastronomía tradicional

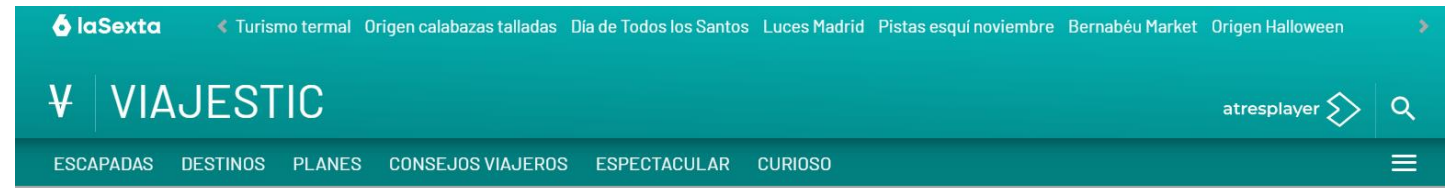


En una cabaña junto al lago



Cabaña con sauna junto al lago Vaikkojärvi. - Kotakylä Sauna Land

Situadas a orillas del lago Vaikkojärvi, en los hermosos paisajes del norte de Carelia, las saunas de Kotakylä invitan



FINLANDIA/

¿Sabías que la Semana Santa en Finlandia es tiempo de brujas y magos?

La Semana Santa en Finlandia es fantástica y sabe a pudín de centeno y huevos de Pascua.



El Debate Viajar,
publicity value 28 000 e

Region, Season & Themes, SPAIN Q1-Q3/2025

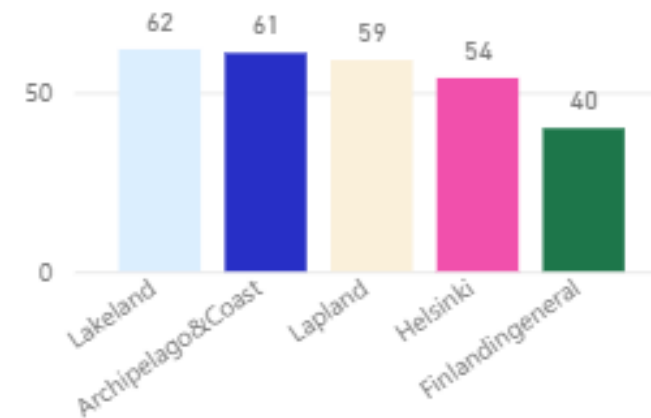
Number of articles by Theme



Coverage Highlights

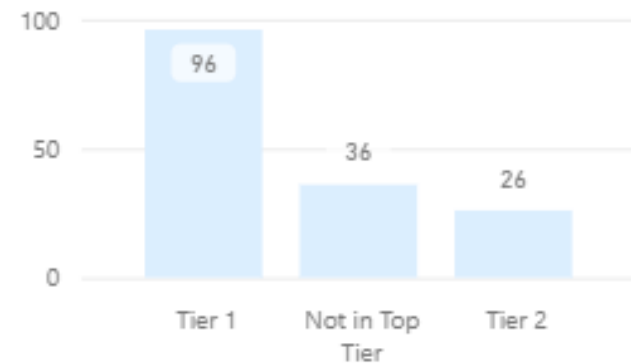
- Lakeland has been the most popular region with 62 hits.
- Summer was the most popular season with 39 hits followed by winter.
- Cultures was the most popular theme (357 hits), followed by culture (108 hits) and gastronomy (65 hits).

Number of hits by Region

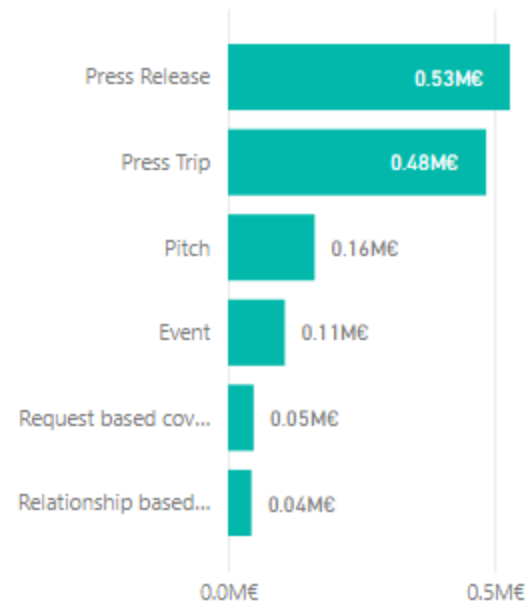


Origin & Media Relevance, SPAIN Q1-Q3/2025

Number of hits by Media Relevance



Publicity Value by Origin



Coverage Highlights

- More than half of them featured In Tier 1 media (most relevant media for Finland)
- Most hits originated from press release and press trips. Kindly note: good stories with great visuals bring also great visibility – it doesn't always need to be a press visit.

2025 Highlights

Joint Promotion campaigns

All Year round campaigns ongoing:

- ☐ ICARION campaign all year round– ongoing
- ☐ CATAI
- ☐ TUI
- ☐ DESTINOS DEL MUNDO

FITUR in Numbers

- 17 Finnish companies vs 8 companies in 2024
- 255,000 visitors (+5%Vpy)
(ITB 160K /WTM 55K)
- 155,000 professionals
- 9,500 companies
- 884 stands
- 156 countries
- Gateway to Latin America

26 January 2025

FITUR Surpasses Expectations in a Year of Record Numbers





ICÁRION



Roadshow Finlandia:
descubriendo juntos
el gran viaje.



Roadshows B2B partners

CA
TAI



Roadshows B2B partners



Roadshows B2B partners



Workshop Madrid 23.10.25



