

USA

Travel insights



Visit Finland

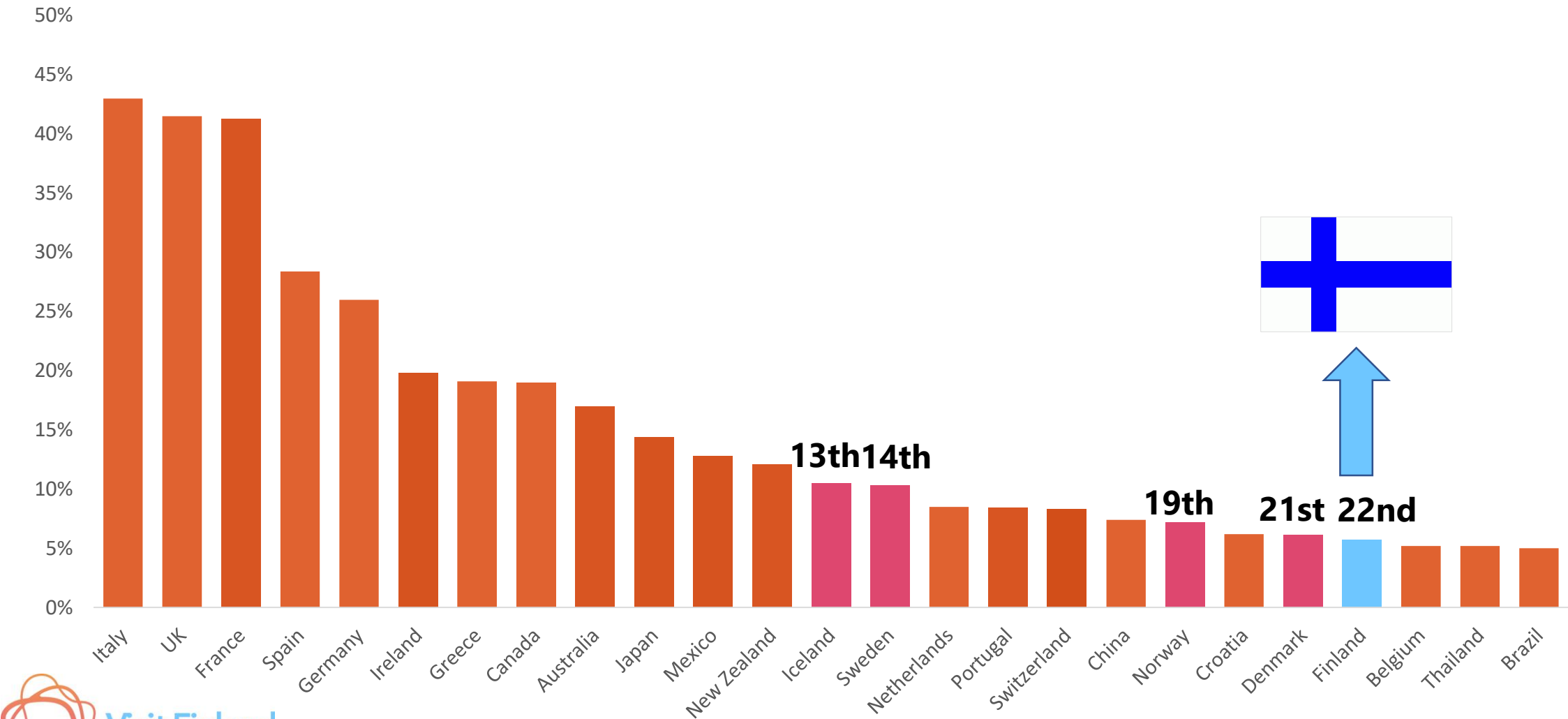
Finland's image as a travel destination in USA

Brand Tracking survey 2019



When asked spontaneously which countries are considered as a holiday destination in the next three years, the Nordics do not rank highly in the USA, with Finland narrowly at the back of the pack

Spontaneous Destination Consideration



Visit Finland

Q2. SPONTANEOUS CONSIDERATION DESTINATION

Which countries would you consider for a holiday or short break over the next three years? Please include up to 10 countries

Base: Total Sample (1,001)



Travel related searches

Digital Demand 2019

United States

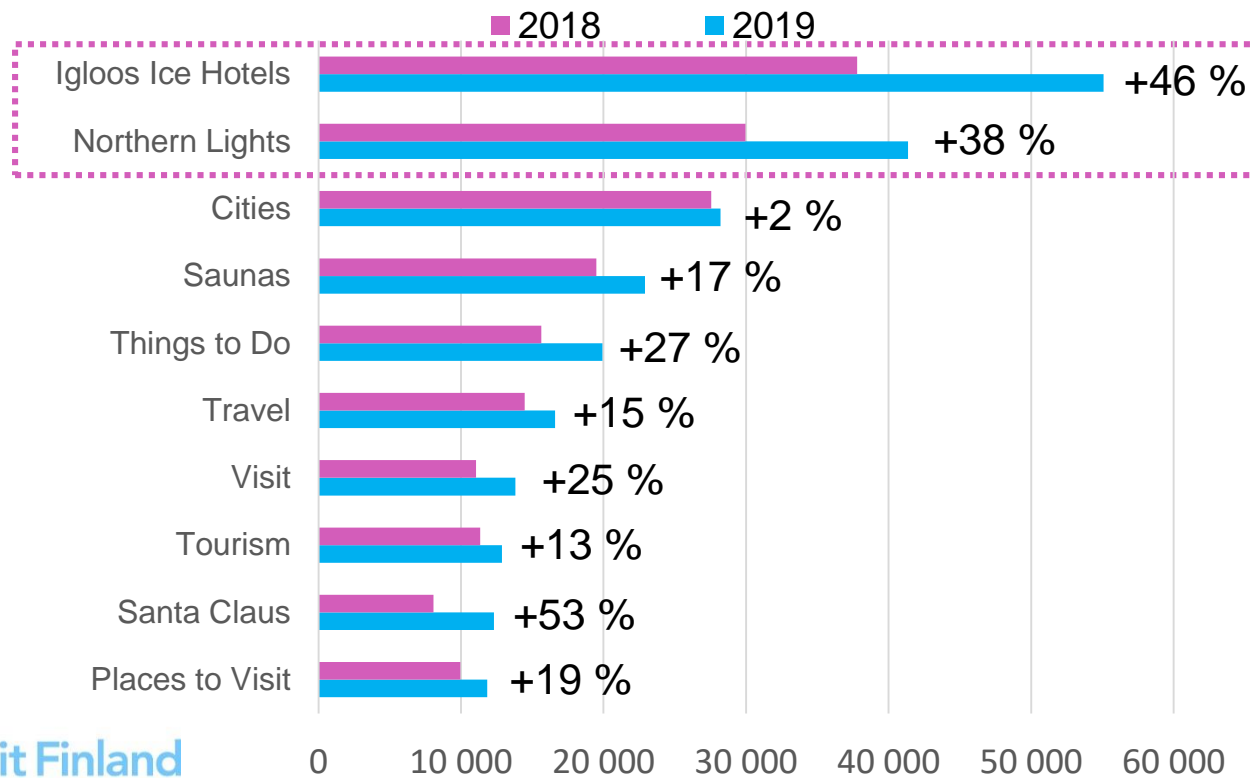


No. 4 in ranking in absolute numbers.

402 100 travel-related Internet searches concerning Finland.

+20 % compared to previous year.

Top Micro-brandtags



TOP 10 TRENDING MICRO-BRANDTAGS

Micro-brandtag	Δ%
Regions	79 %
Santa Claus	53 %
Hotels	51 %
Igloos Ice Hotels	46 %
Northern Lights	38 %
Camping	37 %
Vacation Packages	30 %
Restaurants	30 %
Skiing	27 %
Things to Do	27 %

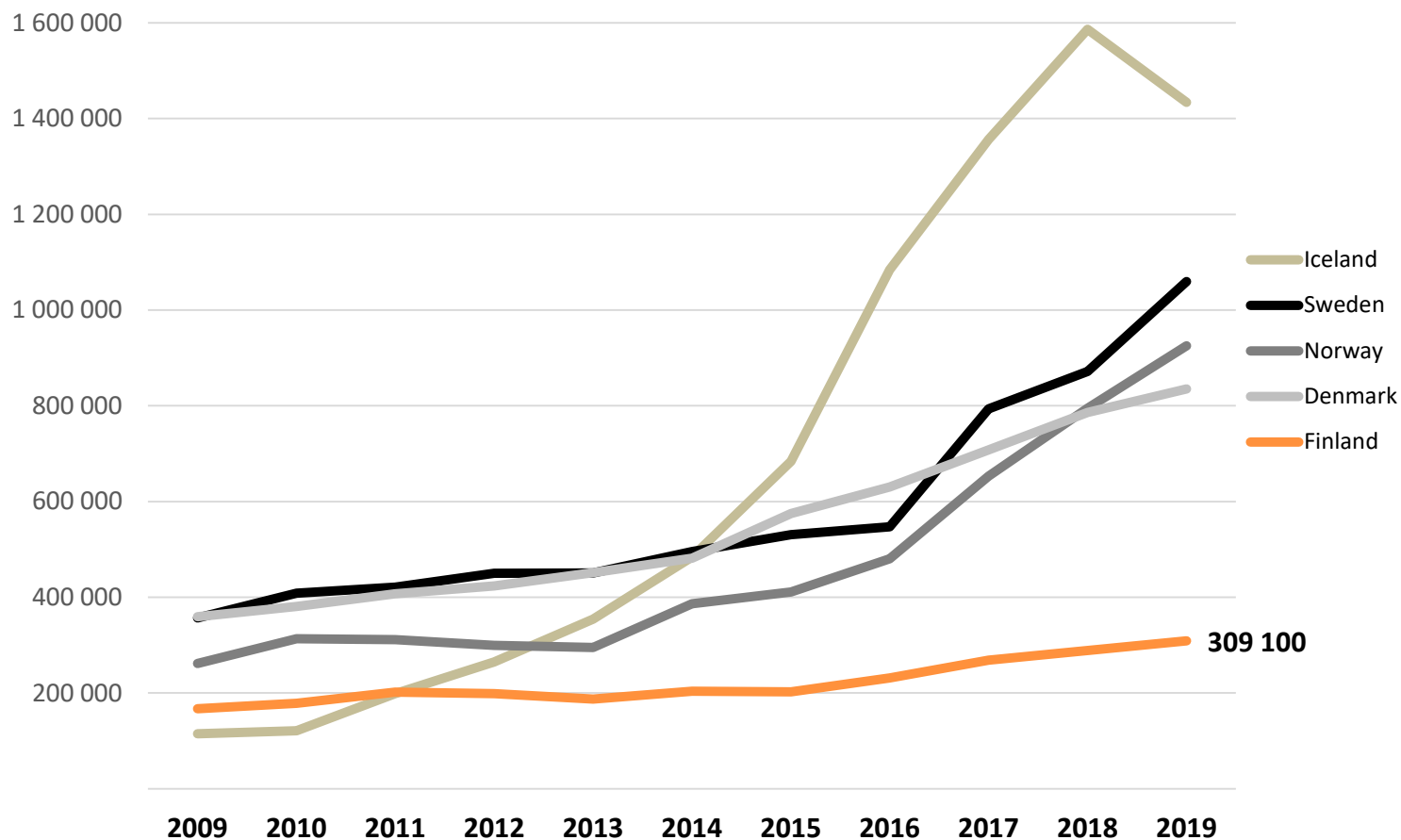
An aerial photograph of a small, rocky island surrounded by water. The island is covered in dense green forest. In the foreground, a small red cabin with a grey roof and white window frames sits on a rocky patch. A small wooden dock extends into the water near the cabin. In the background, more forested islands and a body of water are visible under a cloudy sky. A small red and white flag is visible on a distant island.

USA overnights in the Nordic countries & in Finland

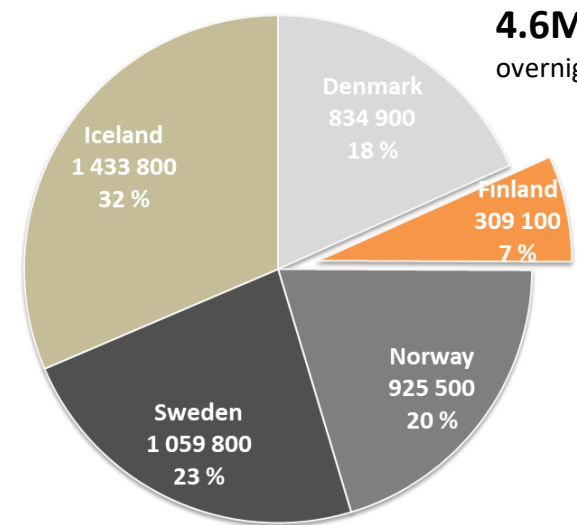
Statistics Service Rudolf, Statistics Finland
Statistics Sweden, Norway, Denmark and Iceland

USA: Yearly overnights in the Nordic countries

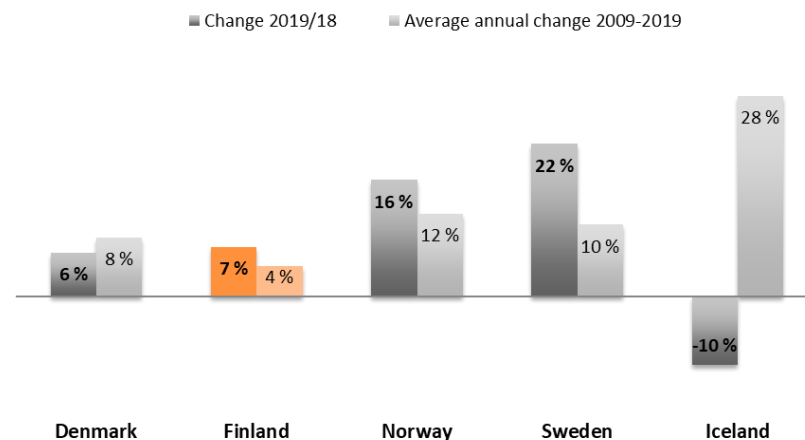
Development of US overnights 2009-2019



Nordic countries' share of US overnights 2019



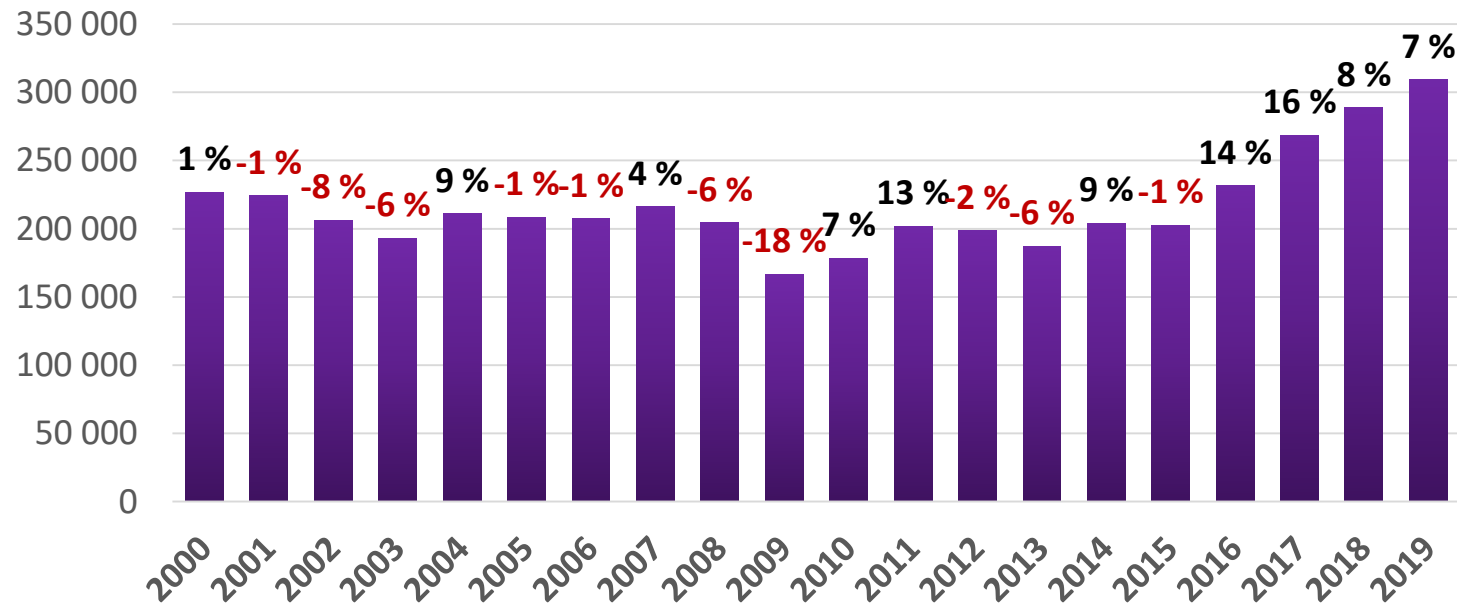
US overnights, change %



US overnights in Finland 2000-2019

In 2019

- Population: 328 million
- Outbound travel from The US: 129 million arrivals to all destinations in 2019 (+6% from 2018)
- Europe's share of The US outbound travel: 29%
- Finland's share of total US outbound travel: 0.2%
- Travel Expenditure (total outbound travel from The US): 101 Billion EUR



Year 2019

7th in country rankings
with a **4% share** of foreign overnights

Average change 2000-2019: **+2%**

Change 2019 compared to 2000: **+36%**

Share of overnights by regions 2019



69%



8%

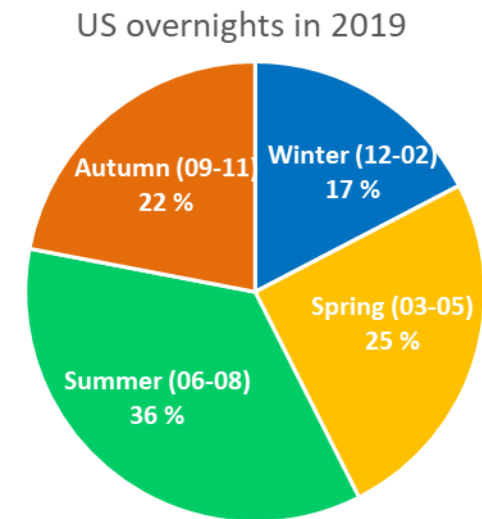
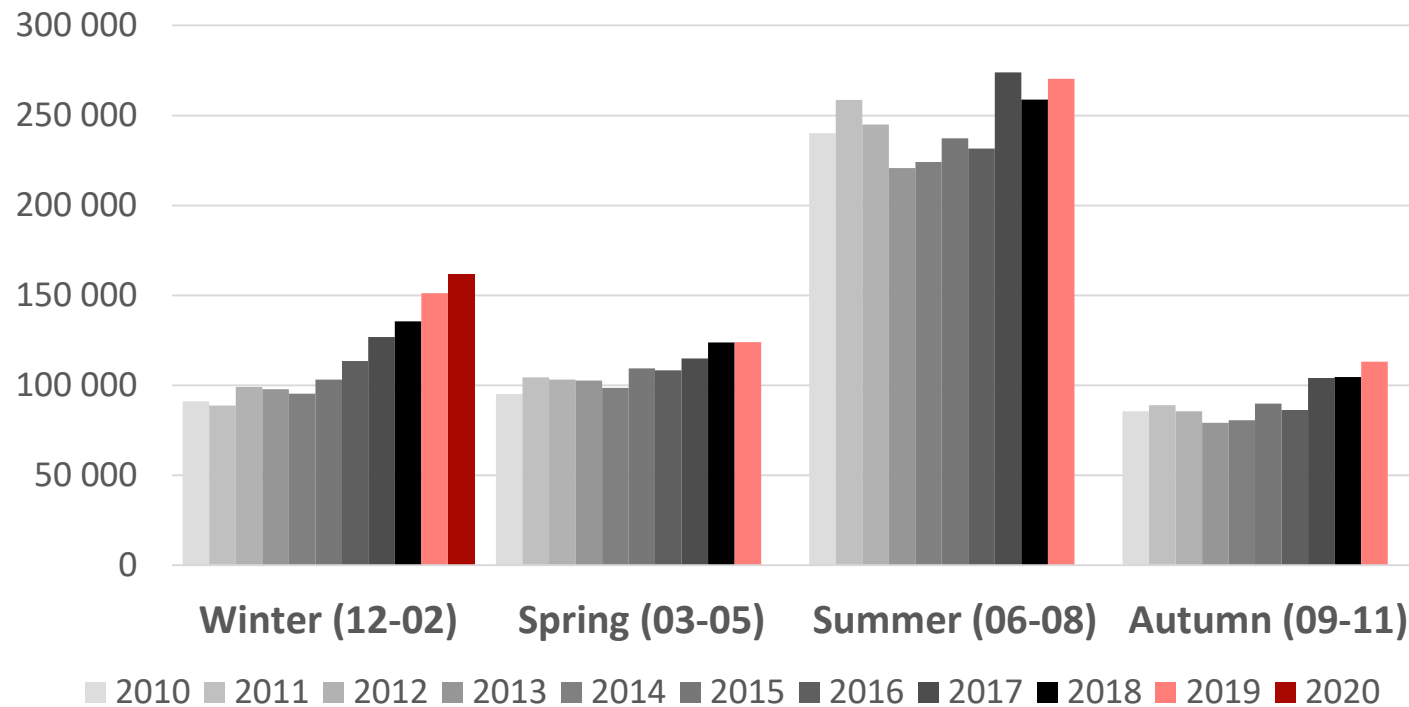


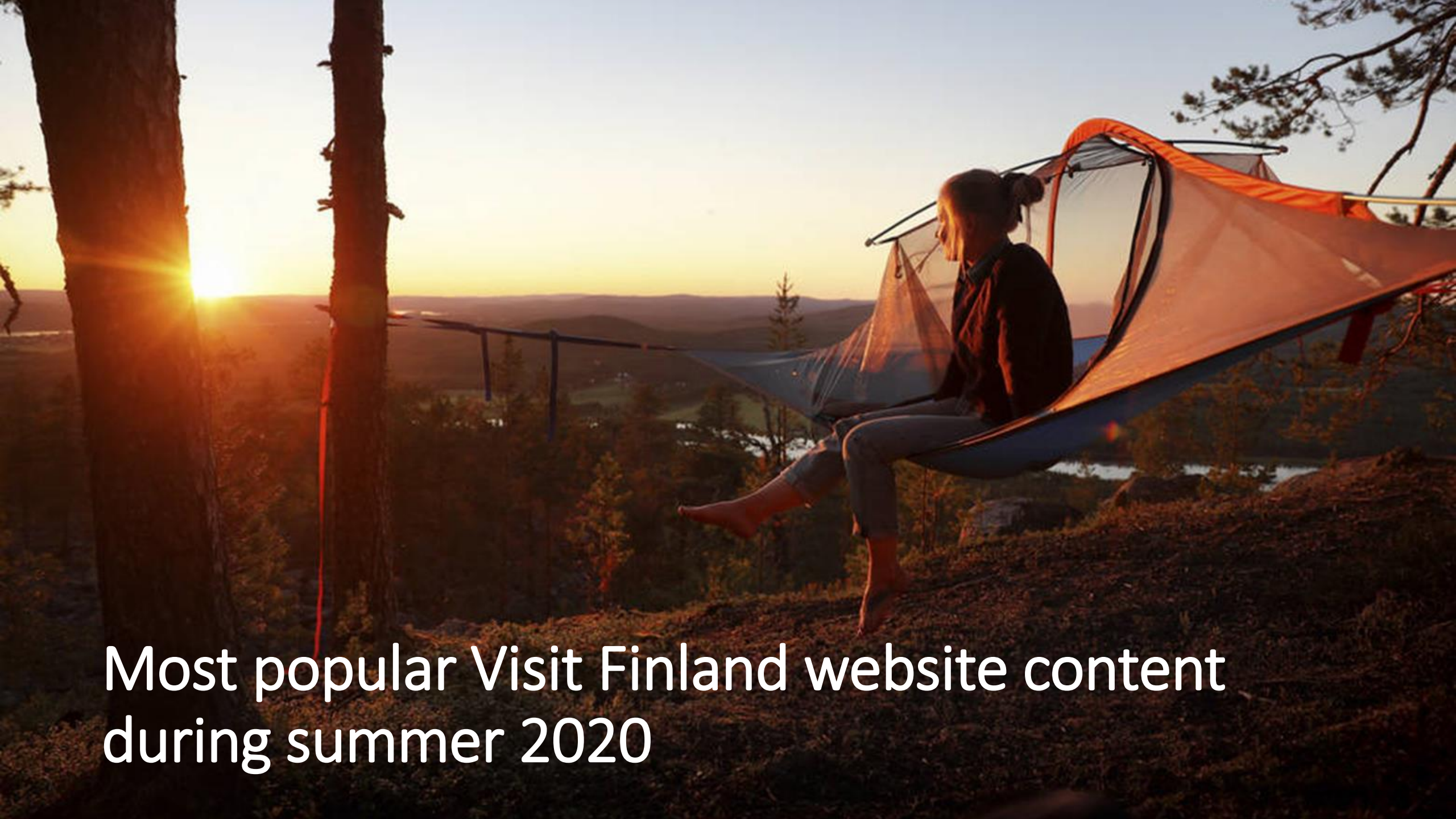
9%



14%

USA overnights in Finland by season





Most popular Visit Finland website content
during summer 2020

Visitfinland.com summer 2020

June-August 2020 vs. June-Aug 2019

Compared to same period in 2019 (June-Aug 2019)

- Traffic during summer has decreased by fifth compared to same time last year
- Both organic and paid traffic have decreased a little
 - Traffic from all countries has NOT dropped compared to last year
 - From Germany, UK, Netherlands, Switzerland, Japan traffic has **increased**
 - Bigger decreases in traffic (over -20% decrease): Sweden, Italy, China, Spain, Russia
- During summer 2020 traffic was close to same as last year
 - On a few days we reported **higher traffic** than year before
 - We have less campaigns now that year before and the traffic is only about a fifth behind last year overall
- Most traffic still comes from Google search, as before, also Social Media brings a lot of traffic

June-August 2020 vs. Mar-May 2020

Compared to previous period (March-May 2020)

- Traffic has **increased** from spring substantially
 - Virtual Rent a Finn –campaign in May was a success!
 - The traffic stayed at a higher rate after the campaign
- Organic traffic has increased and paid traffic has decreased
 - Germany, Switzerland, Netherlands, Austria, Norway and Estonia are the countries that have **increased** in organic traffic most
 - Biggest traffic decreases from (around -30%): Italy and Spain
 - **Increase** in traffic from both Google and Social Media
 - Direct traffic, organic Yahoo & Bing as well as organic Facebook traffic have continued to **increase** in August
- Most read articles including all language versions:
 - COVID-19 traveler info article
 - 21 Reasons to Love Finland
 - Iconic Finnish foods of all time

- New articles have been released during summer; for example Virtual tour around Finland & Extraordinary life in the Archipelago.
- More new content is in the pipeline

Popular Visit Finland articles summer season 2020 (06-08) - US

Popular Articles on visitfinland.com during summer 2020:

- Practical Information for Travelers to Finland during Corona Pandemic
- Doze off under the Northern Lights
- What are the Finns like?
- 21 reasons to love Finland
- Midsummer – Go Peaceful or Go Party
- Iconic Finnish Foods of All Time
- Land of the Midnight Sun
- 10 Sauna Tips for Beginners
- On the Hunt for the Northern Lights
- On a Virtual Tour Around Finland

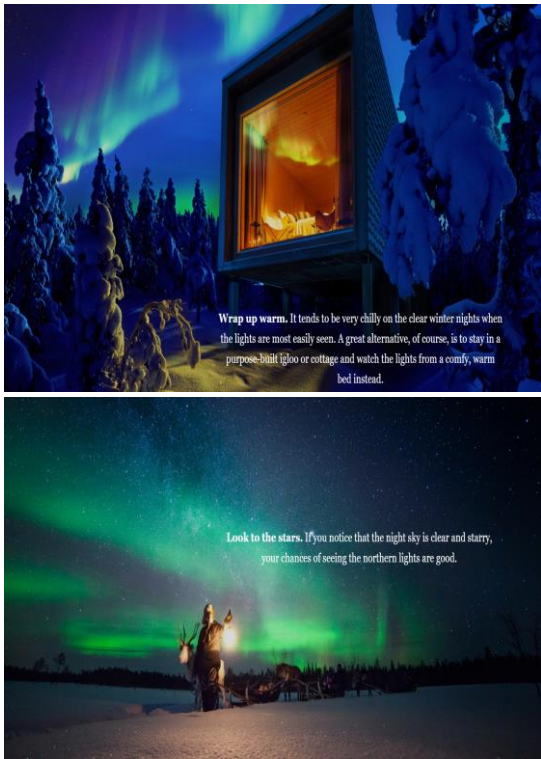
During the summer months American visitors were mostly interested in Northern Lights, Midsummer, Midnight Sun and Finnish Food.

During this fall the interest has otherwise stayed the same but Northern lights related articles have gained more popularity.

ON THE HUNT FOR THE NORTHERN LIGHTS

The thrill of witnessing the Aurora Borealis is a once-in-a-lifetime experience for many. Some, however, get hooked and can never get enough of the blazing colours in the sky.

The Northern Lights dancing up above is such a powerful and unique natural phenomenon it changes lives down on Earth. Being one of the best places to spot the Aurorae, Finland has even received immigration because of them. Below are some tips for becoming a Northern Lights Hunter yourself.



LAND OF THE MIDNIGHT SUN

With stark differences between seasons, Finns are used to contrasts. Dark Arctic winters have their counterpart in one of the most iconic of Finnish natural phenomena, the Midnight Sun.

Many wonder how Finns survive with no sunlight in the winter, and nature replies with 24 hours of it in the summer. The intense contrast in light conditions has a profound effect on all walks of life in Finland.

For understandable reasons, public spaces come to life in the summer. After the harsh winter, endless daylight never arrives a day too early. Summer in Finland is a time spent outside the house enjoying the short but sweet season, and all worries are postponed until nights get dark again.

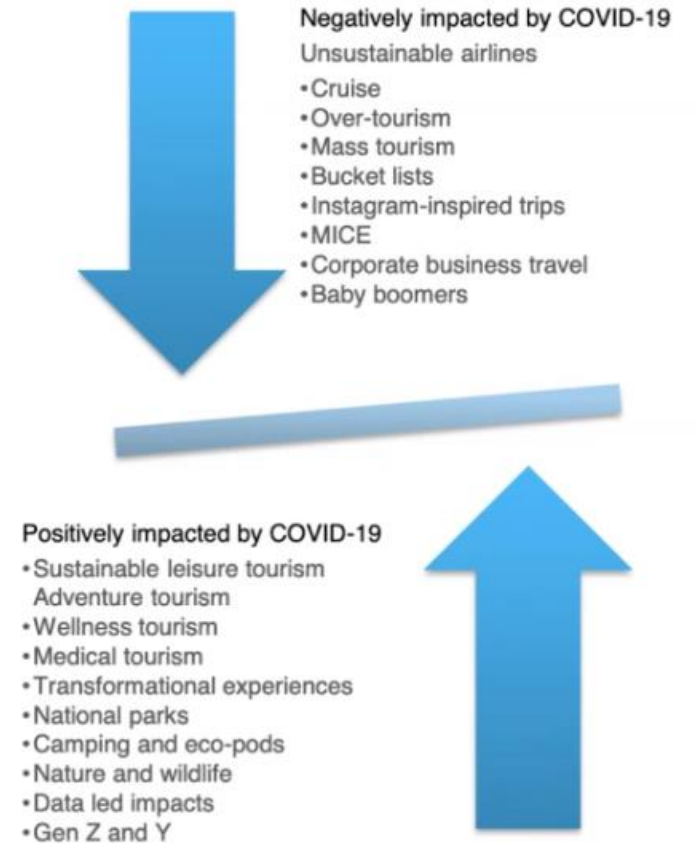


A scenic photograph of two people riding horses on a grassy hill at sunset. The sun is low on the horizon, creating a warm, golden glow. In the background, there is a calm lake and rolling mountains. The riders are silhouetted against the bright sky. The horse on the left is dark-colored, and the horse on the right is white with dark spots. The overall mood is peaceful and serene.

Global outlook for post-covid19 travel trends and traveller needs

New normal – first impacts on travel demand

- Being immersed in nature and culture are likely to see a surge in interest as the tide turns on mass tourism and **“Off the beaten path”** destinations with wide open space become more popular
- After lockdowns and remote work, consumers are looking for **nature activities, wellness, luxury** as well as **transformational experiences**
- As the **social and environmental sustainability awareness increases**, **“Back-to-basics”** & **“live-like-a-local”** trends get stronger
- **Families** and **small groups** travelling together
- Cruise travel will be negatively impacted
→ what will this wealthy segment be looking for **to escape the everyday life, in order to experience relaxation and indulgence?**



Going towards the new normal

- Travel brands and destinations will need to become more consumer-centric to ensure their customers and staff feel safe and secure as the phased recovery begins
- Emphasize the digital services along the journey – dreaming phase, clear and easily accessible information about hygienic safety and services at destination, flexible and easy-to-understand terms on reservation and purchase
- Listen to the customer and learn how the traveller needs are changing

→ *Focusing on the customer and ensuring reliable, transparent, sustainable services – value for money!*

Health and hygiene protocols
Touch-free or low touch
Socially distanced
Consumer-centricity
Empathetic engagement



Source: Future Traveller Experience



Source: COVIDinnovations

COVID-proofing
Repurposing of operations
Reskilling staff
New business models
Digital green transformation

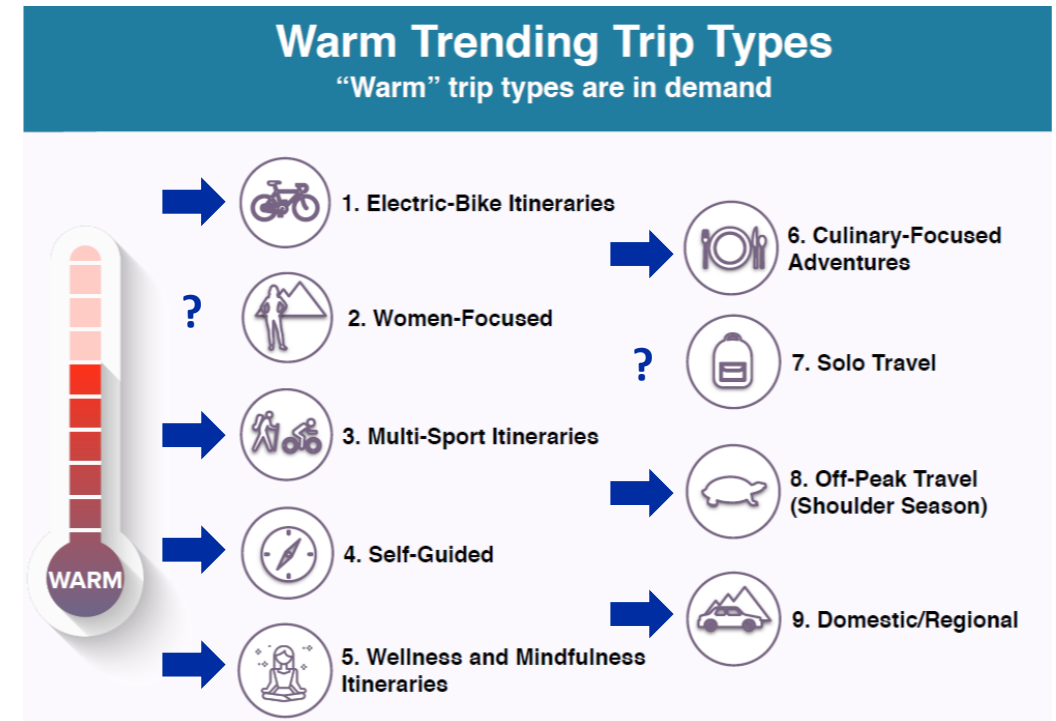
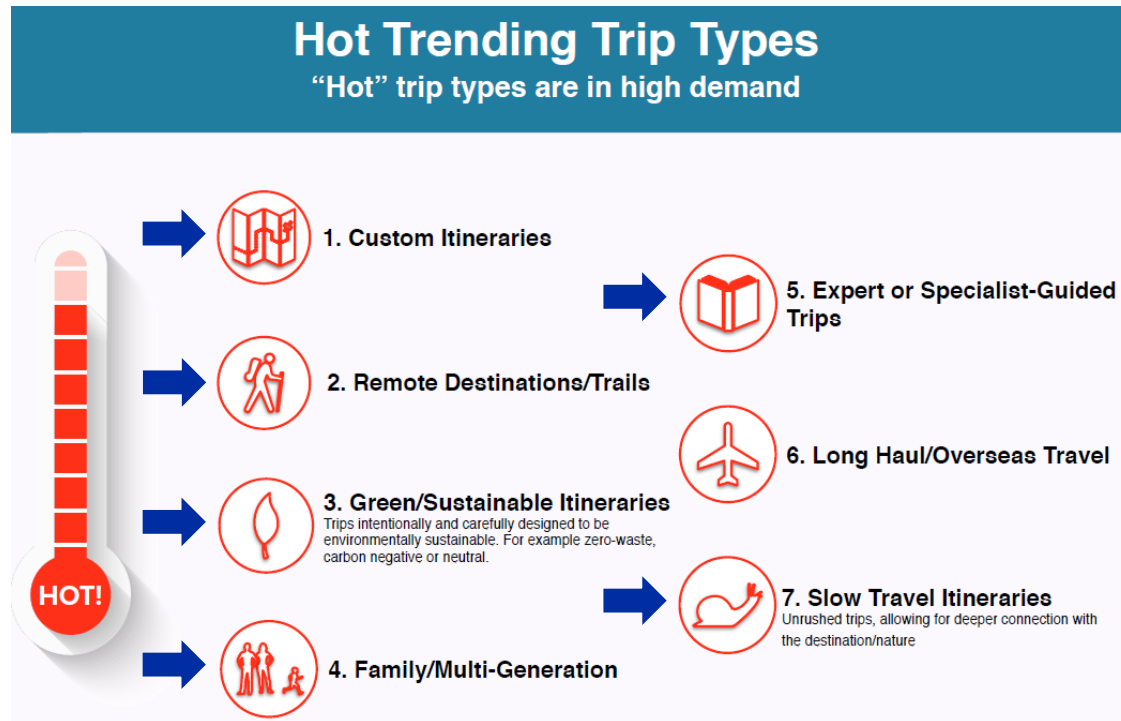
Traveller needs in the new normal

- **Customization** and **personalization** are key cornerstones of the trip
 - Travellers now place a higher premium on **problem solving and support**, especially for longer journeys
 - Travellers want more control over their travel, and **tailored travel experiences** win out over pre-packaged leisure travel options
 - Consumers are opting for **fewer holidays but with longer stays**
- Signs of leisure travel are slowly emerging in places where **natural parks, beaches** and **outdoor spaces** are safely accessible and supported by testing and tracing measures.
- Travellers are trying to find their way and make the most of what they can to fulfil their holiday needs – **traveller confidence** is the single most important element.



Trending trip types for nature-oriented travellers

- Most of the pre-covid trends in adventure travel are most likely to accelerate in the new normal
 - Sustainability and pure nature, tailor-made activities and services, wellbeing and transformational experiences in focus
- **Finland will have new opportunities with these trends accelerating and the nature travel segments growing**

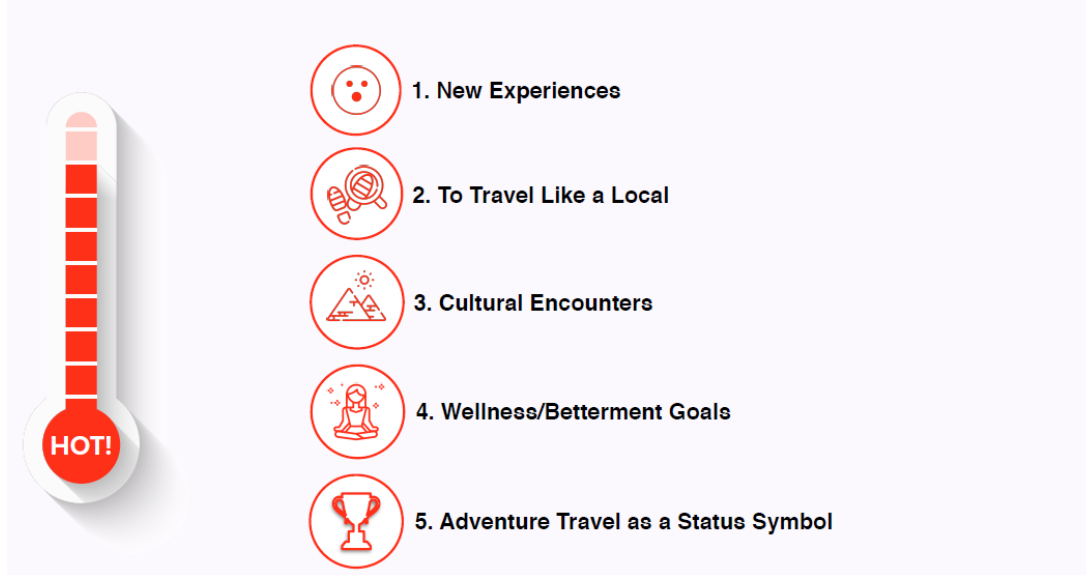


Travel motivations for nature-oriented travellers

- New experiences in safe and pure environment with room to roam
- Experiencing and getting to know local cultures and lifestyles
- Wellness in body and mind – counterbalance for work through silence and mindfulness, physical activities and luxury experiences in nature

Hot Trending Consumer Motivations for Adventure Travel in 2019

“Hot” indicates these factors are very strong motivators



Warm Trending Consumer Motivations for Adventure Travel in 2019

“Warm” indicates these factors are strong motivators



Entering the “next normal”

- Interest towards the Nordic countries was on the rise already pre-covid, and the image of spaciousness / room to roam and pure, beautiful nature are most likely to increase the interest even further
- After lockdowns and restrictions, consumers are looking for new authentic experiences, wellbeing through nature as well as tailor-made services
- Nature traveller segments seem to grow

 **Great new opportunities also for Finland!**



Visit Finland