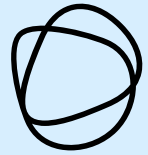


UK market Outlook webinar

27th November, 2025



Visit Finland



Visit Finland

UK – market insights

November 2025

Summary of key findings

- **UK Market Importance:** The United Kingdom is **Europe's 2nd largest** intra-European source market, and it will keep the importance also over the next decade. British travel to Finland is projected to grow **41% in overnights by 2034**, with **expenditures up 57%**. Finland's share of Brits' European travel (currently 0.5%) is expected to rise slightly – meaning Finland stands to capture a bigger slice of Britain's large outbound market.
- **Regional Context:** British travel to the **Nordic region is growing overall**. In 2025, UK visitor numbers to Finland, Sweden, and Norway all rose, while Denmark saw a slight decline. This trend underscores Finland's competitive advantage in key segments (winter experiences, nature), as well as the significant interest among Brits in Nordic travel generally.
- **Record Winter & Summer Peaks:** Finland achieved record British overnight stays in both winter 2024–25 (381,000 nights) and summer 2025 (111,000 nights). December 2024 alone was 40% of UK annual nights, reflecting Finland's huge appeal for Lapland winter holidays, while summer 2025 UK nights jumped +26% YoY as more Brits discovered Finland's summer attractions.

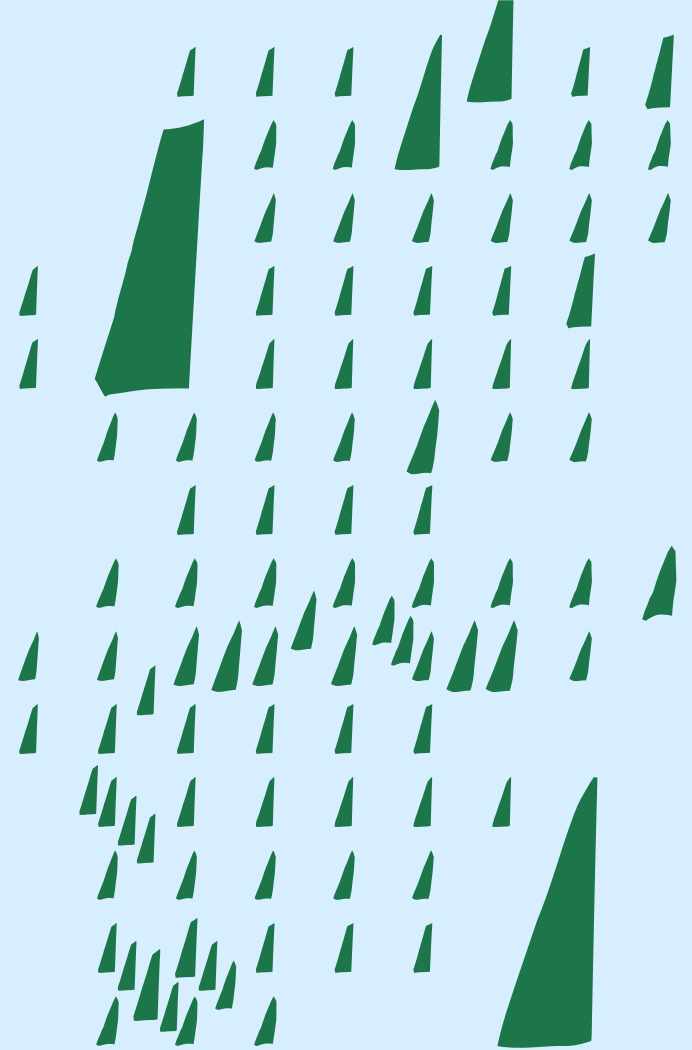
Summary of key findings

- **Leisure-Driven Growth:** 76% of British visitors come to Finland for leisure (holiday or to visit friends/family or to study). **Holiday travel** from the UK is **growing quickly** – e.g. Jan–Sep 2025 saw UK leisure visitor numbers up +8% YoY – indicating strong tourism demand.
- **Spending Patterns:** UK visitors spent about €622 per trip on average (≈€95 per day) in 2025. Accommodation is the single biggest expense (36% of spend), and spending on dining and experiences is growing. Total UK tourist spend in Finland reached €273M in 2024, making Brits one of the top contributors to tourism revenue.
- **Key Destinations:** Helsinki region and Lapland are the top destinations for British travellers. In 2024, 47% of British trips centred on Helsinki and 28% on Lapland. Lapland yields higher spend per trip (Brits spent €113M there vs €83M in Helsinki in 2024), due to winter resort packages and activities. Other regions (Lakeland, coast, etc.) see fewer UK visitors, pointing to room for growth outside the main hubs.

Summary of key findings

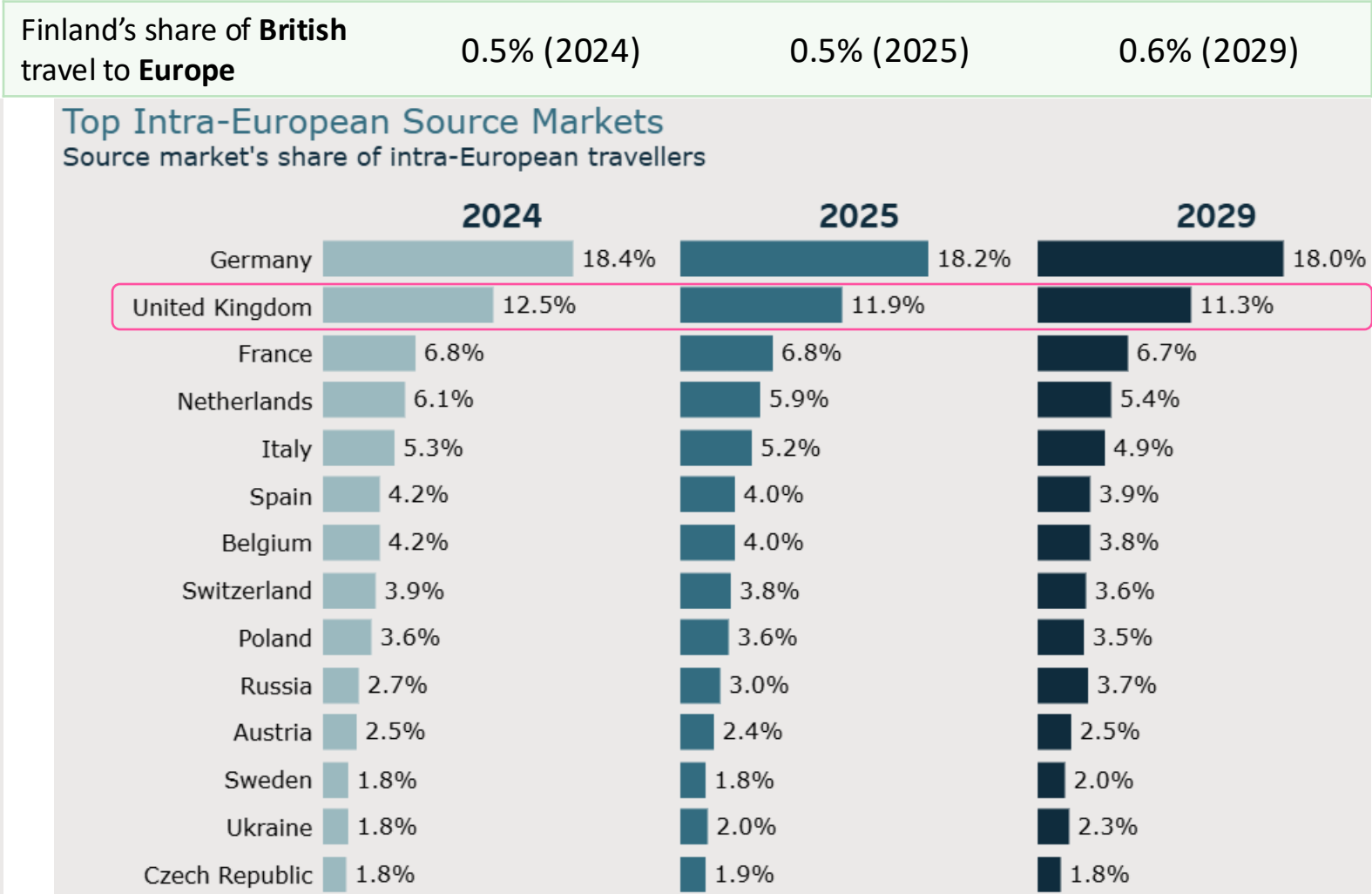
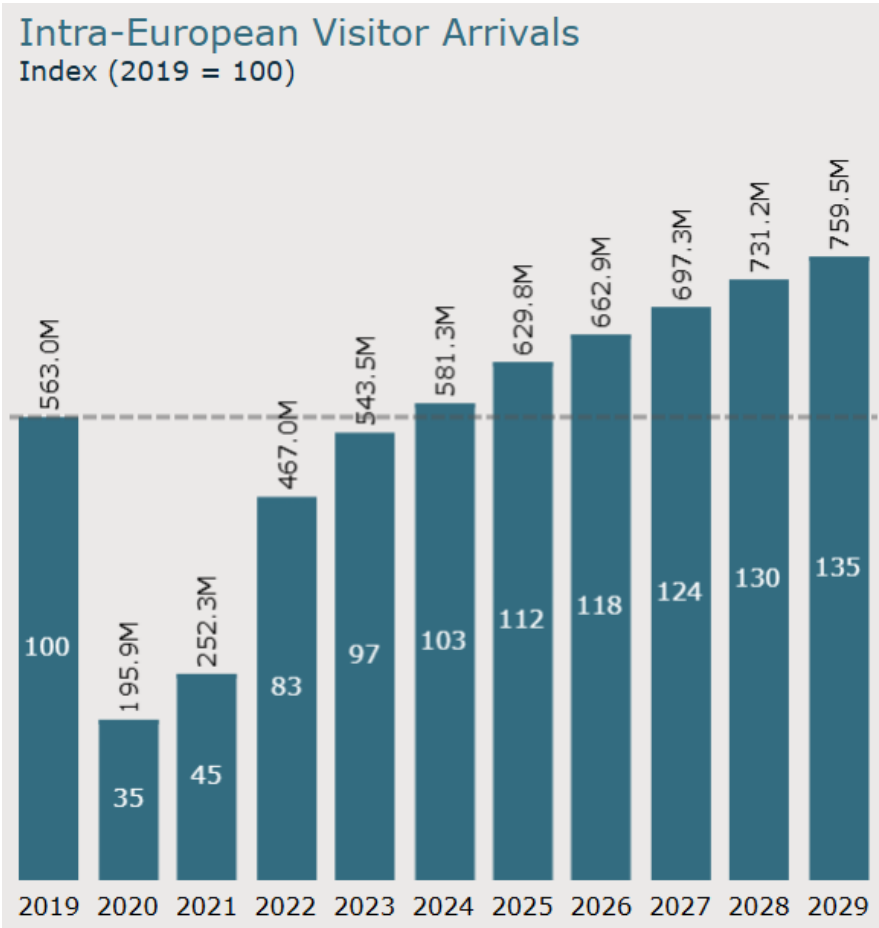
- **Seasonality:** British visits are highly seasonal – peak winter (Dec–Feb) accounts for the largest share of nights (UK is the #1 winter source market for Finland), but summer travel is now surging as well. Spring and autumn from the UK, while smaller, are also on an upswing (autumn 2024 was record-breaking for UK nights), suggesting potential to develop these shoulder seasons further.
- **Improved Connectivity:** Flight capacity from the UK to Finland is increasing. Despite a small cut in some Helsinki flights, winter 2025–26 will see **more direct seats to Lapland from the UK**, facilitating British travel. The UK-Finland air link is strong with multiple airlines and charters, which is crucial given Finland's distance – maintaining and expanding these links (including potential new routes or added frequencies) is a major opportunity to fuel further growth.
- **Digital Demand & Opportunities:** British digital interest in Finland is at an all-time high. In 2024, UK online searches about Finland grew year-round, with big spikes in topics like **auroras, ski resorts, sauna, and unique accommodations**. This indicates a ripe opportunity for Finnish tourism to capture attention through online marketing, tailor content to UK audiences, and convert that interest into actual visits. With Finland's high traveller satisfaction and unique offerings, the groundwork is laid for continued strong growth in British leisure travel in the coming years.

UK intra-European travel



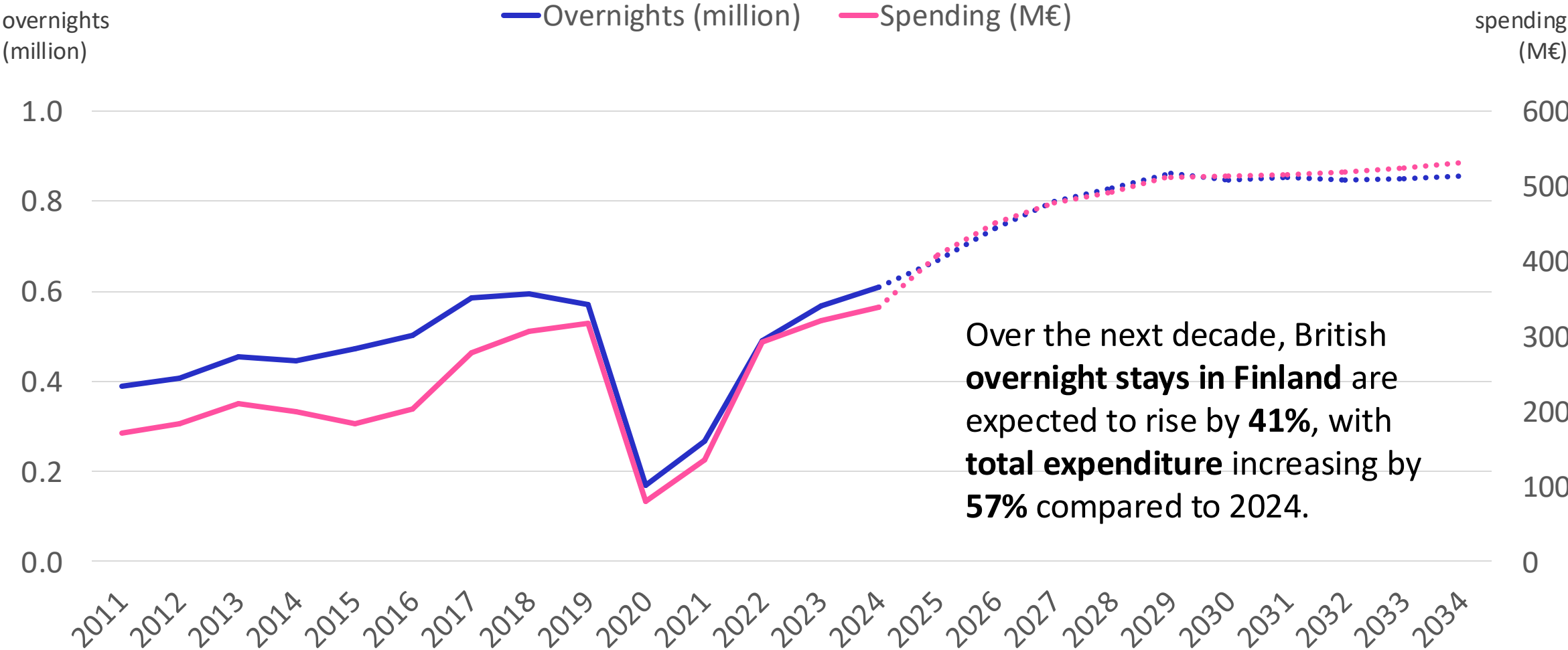
Intra-European travel expected to grow further

UK is the 2nd largest source market



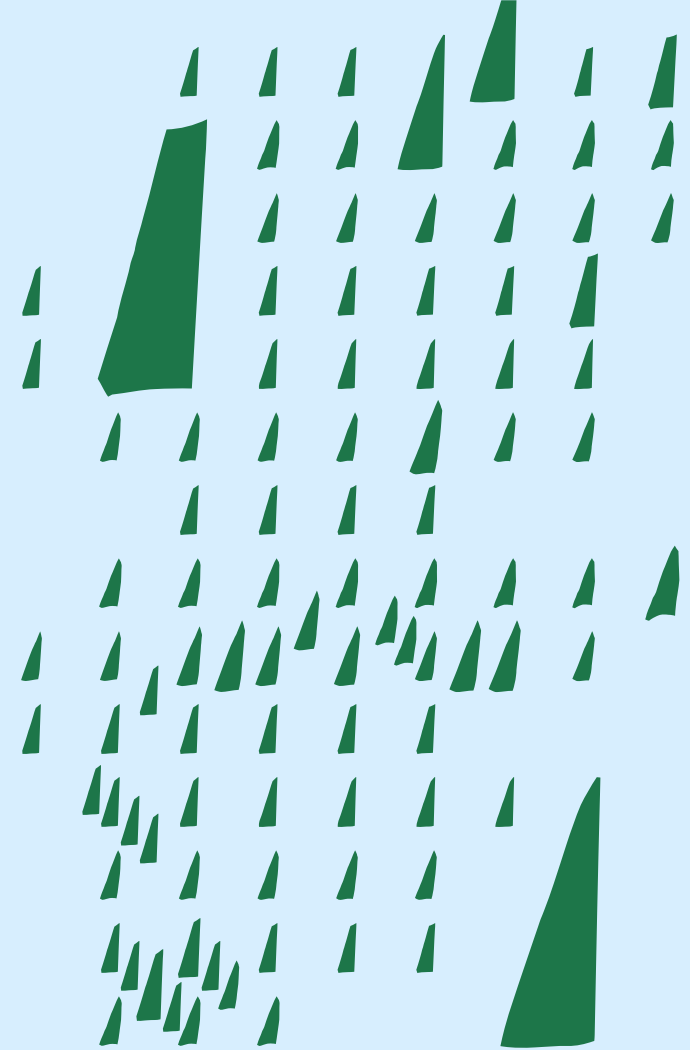
British Overnights & Spending (M€) in Finland

in 2011-2024 and forecast for 2025-2034



Over the next decade, British **overnight stays in Finland** are expected to rise by **41%**, with **total expenditure** increasing by **57%** compared to 2024.

British overnights in the Nordic countries

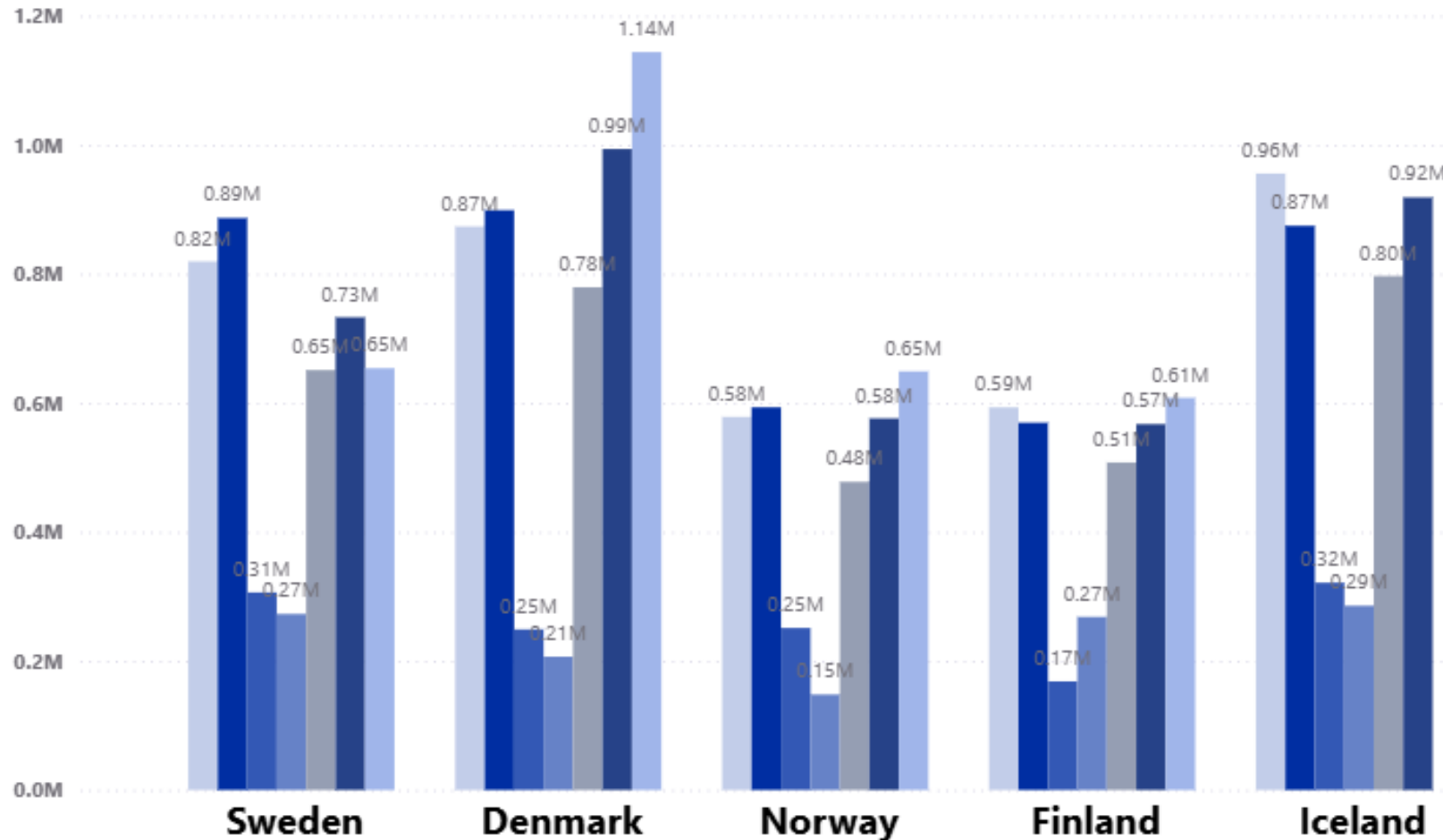


British registered overnights in the Nordics

Overnights in the Nordic countries

WHOLE COUNTRY Foreign United Kingdom

● 2018 ● 2019 ● 2020 ● 2021 ● 2022 ● 2023 ● 2024

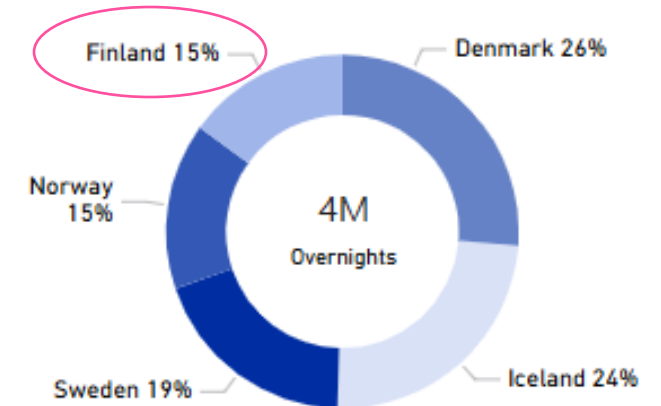


Select year for shares

2023

Share of overnights

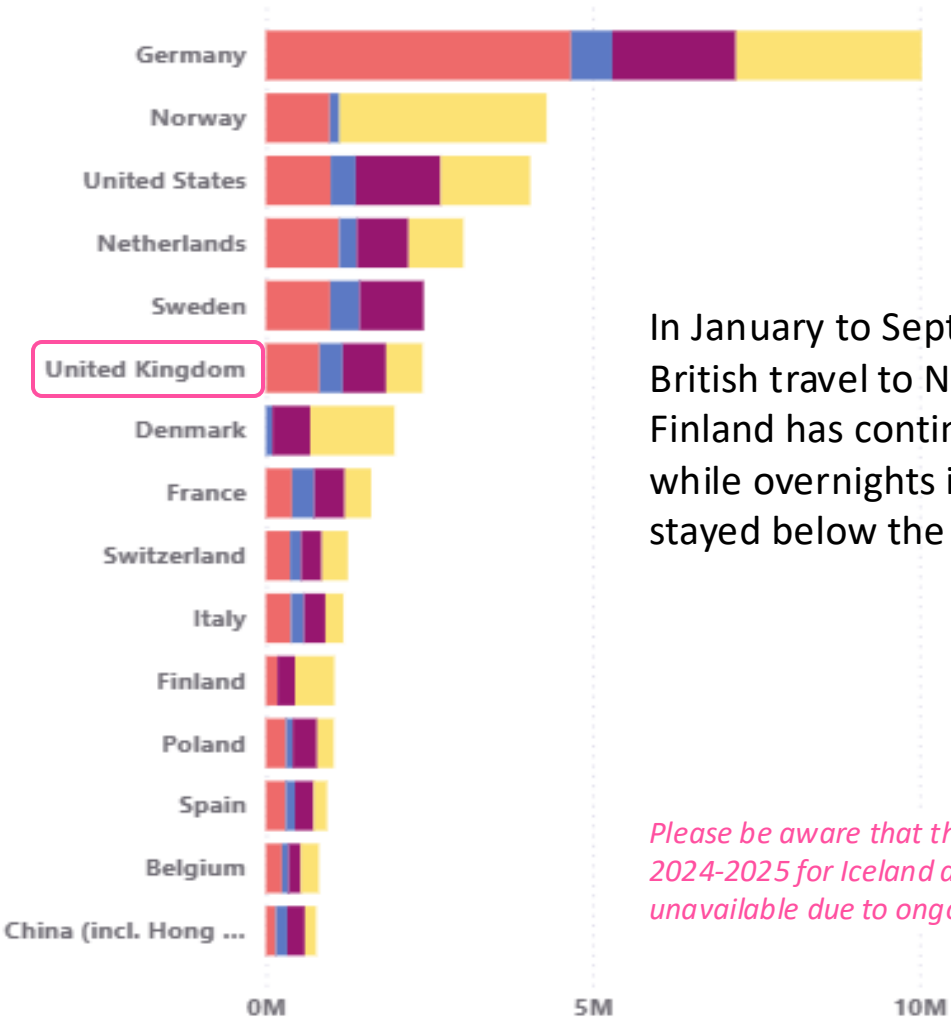
WHOLE COUNTRY Foreign United Kingdom 1.1.2023-...



Graph of market shares is for year **2023** as Iceland is not currently publishing data for 2024 on overnights by nationality due to undergoing revisions in statistics.

British overnights in the Nordics Jan-Sep 2025

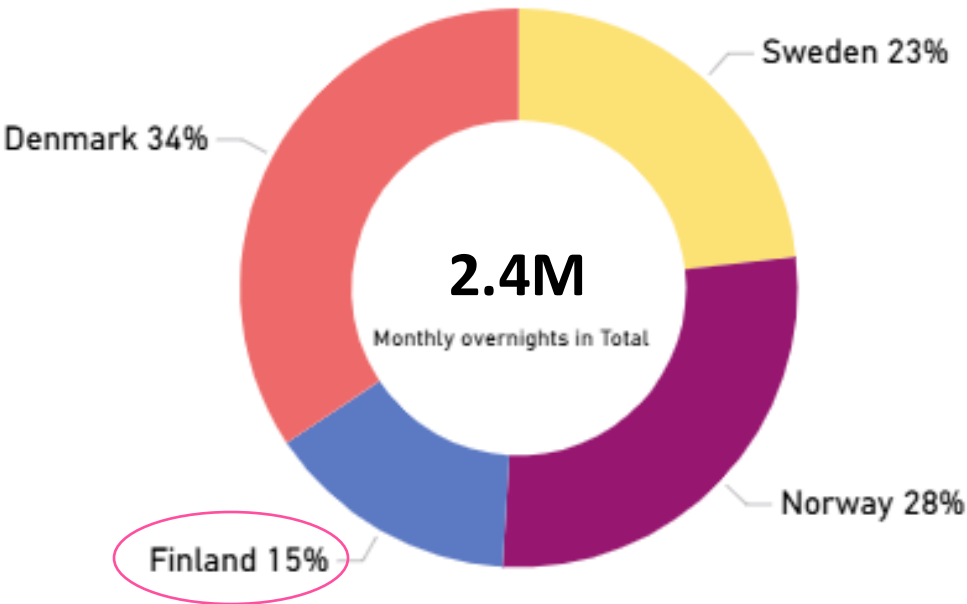
Nordic countries' top target markets
WHOLE COUNTRY Foreign 1.1.2025-30.9.2025



In January to September 2025, British travel to Norway, Sweden, and Finland has continued its growth, while overnights in Denmark have stayed below the 2024 level.

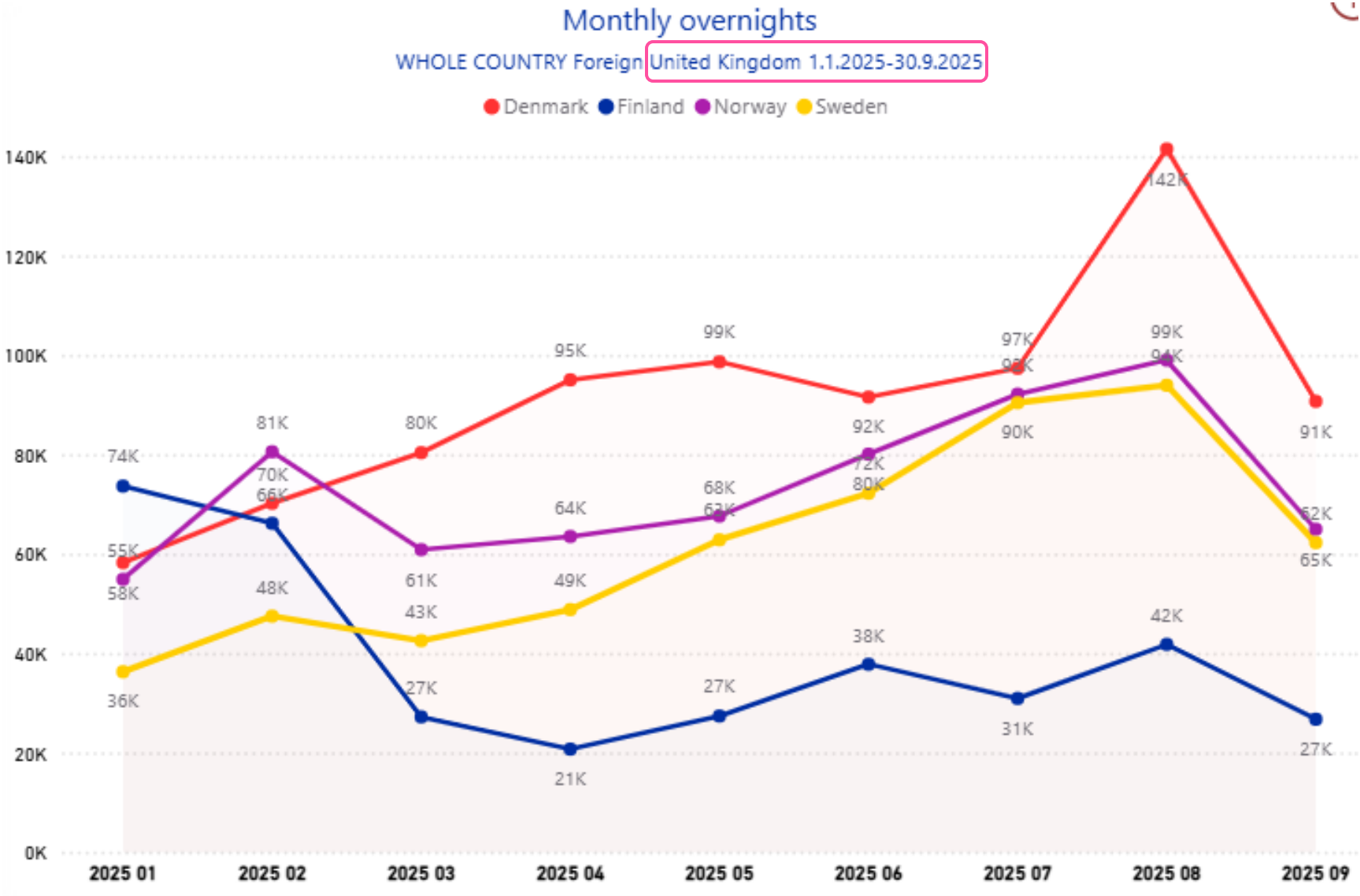
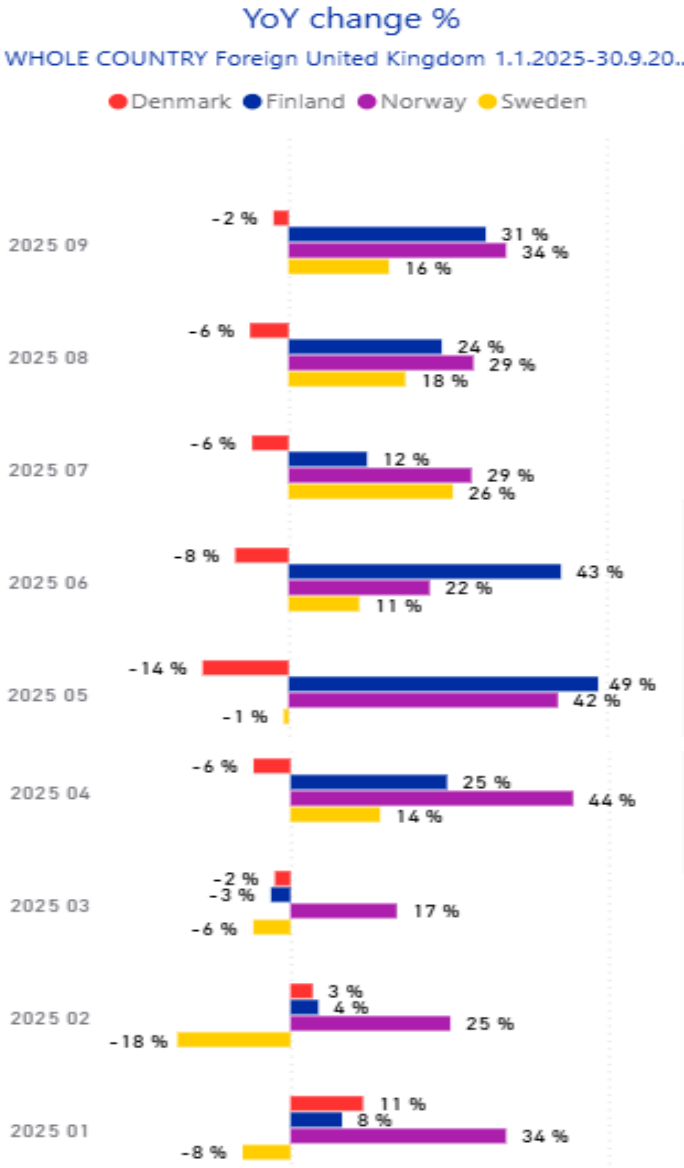
Please be aware that the statistics 2024-2025 for Iceland are currently unavailable due to ongoing revisions.

WHOLE COUNTRY Foreign **United Kingdom 1.1.2025-30.9.2025**



Nordics	Monthly	YoY change %
Denmark	823,843	-5 %
Norway	663,899	30 %
Sweden	557,061	7 %
Finland	352,657	16 %

British monthly overnights in the Nordics Jan-Sep 2025

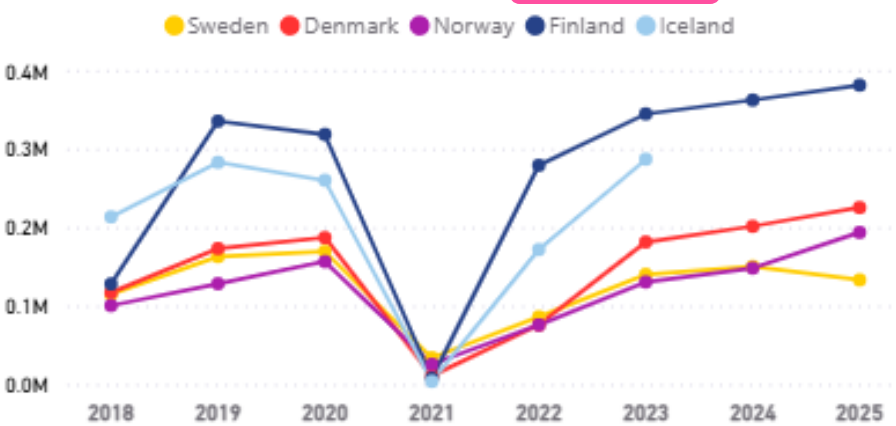


Winter & summer high seasons: British registered overnights in the Nordics



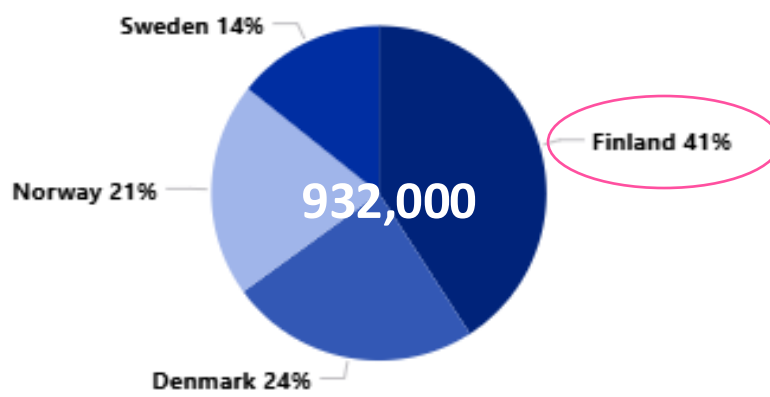
Winter (Dec-Feb)

WHOLE COUNTRY Foreign United Kingdom



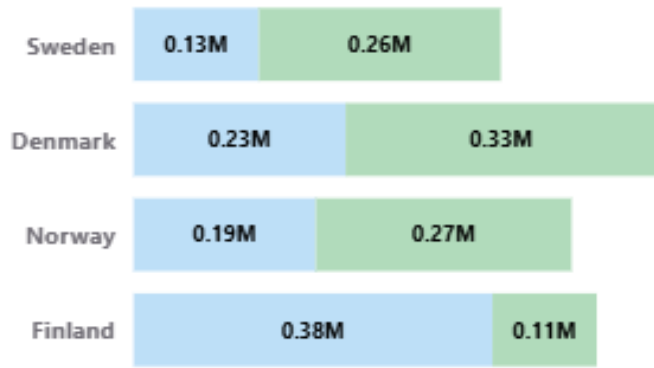
Share of overnights - winter (Dec-Feb)

2025



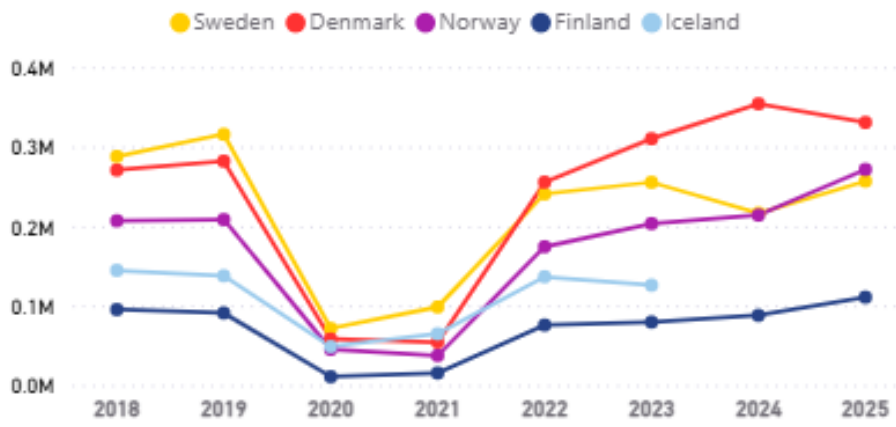
Overnights in winter & summer

WHOLE COUNTRY Foreign United Kingdom



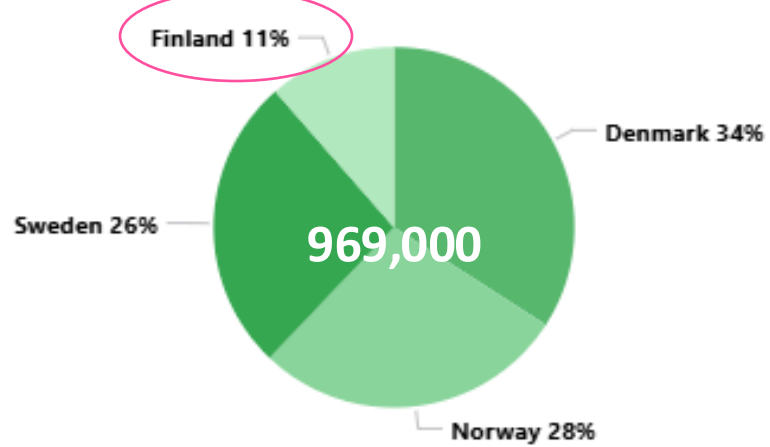
Summer (Jun-Aug)

WHOLE COUNTRY Foreign United Kingdom



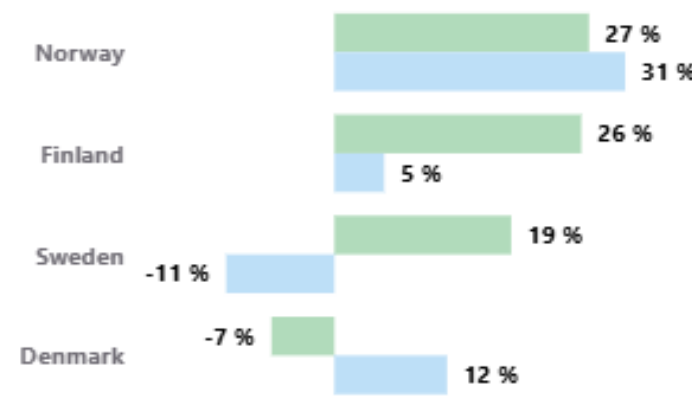
Share of overnights - summer (Jun-Aug)

2025



YoY change in seasonal overnights %

WHOLE COUNTRY Foreign United Kingdom



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



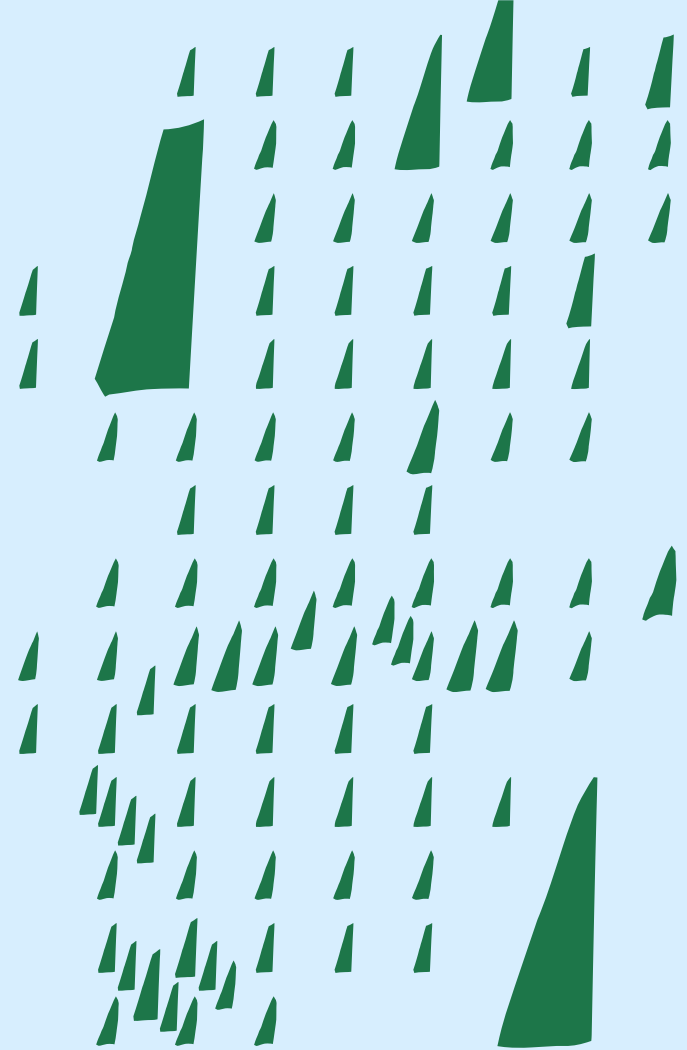
Nordic comparison

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

Border survey

British trips to Finland

Year 2024

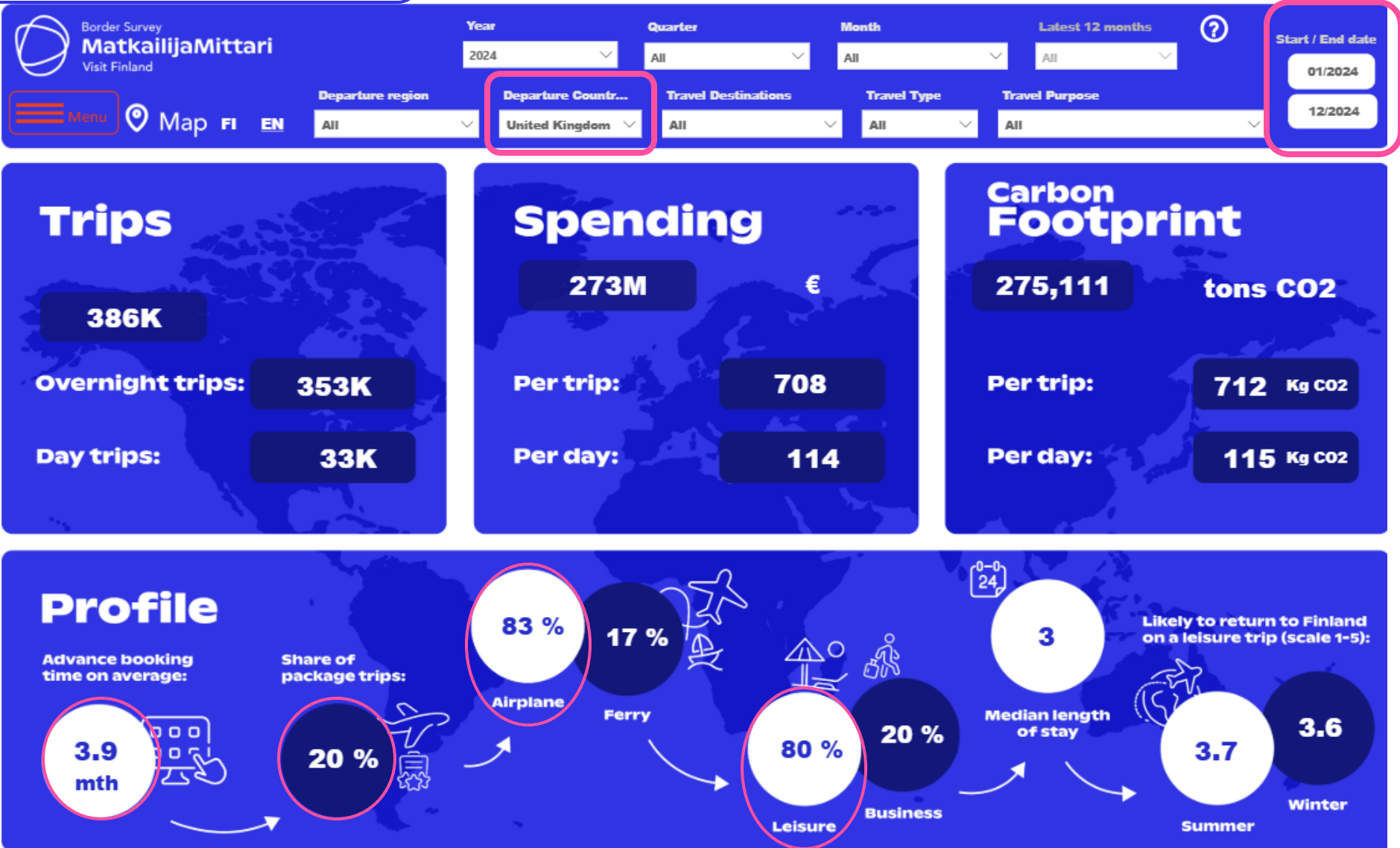


All British travellers to Finland

Year 2024

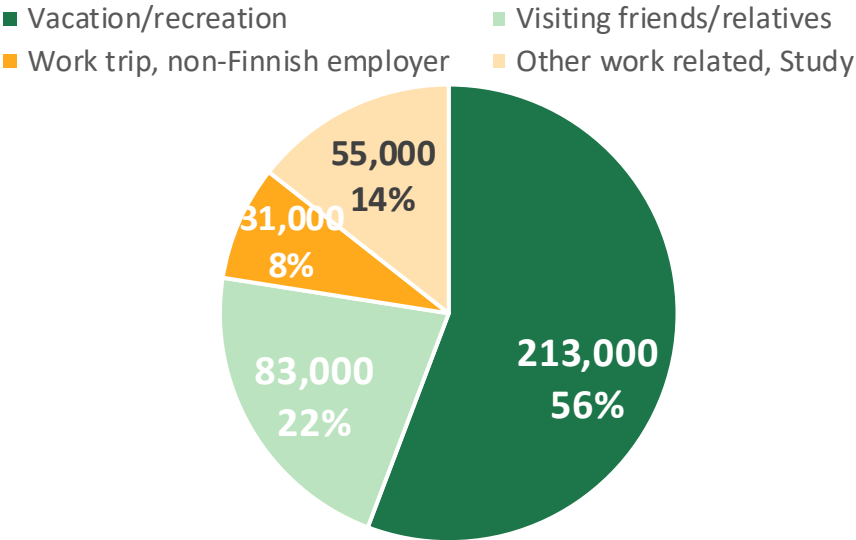
Country	Trips
Estonia	797 000
Sweden	498 000
Germany	462 000
United Kingdom	386 000
United States	287 000
France	256 000
Spain	200 000
Italy	192 000
Netherlands	124 000
Poland	119 000

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

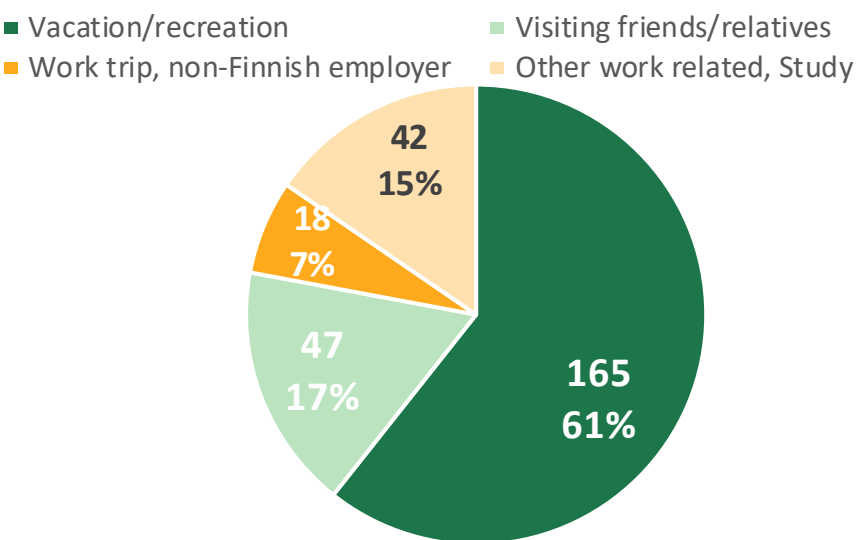


British trips & spending by travel purpose & main destination

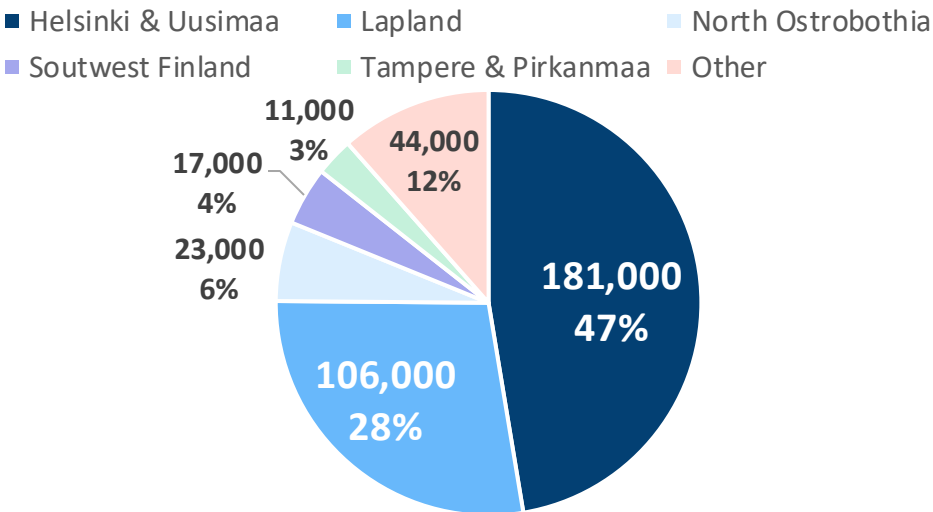
UK: Trips to Finland



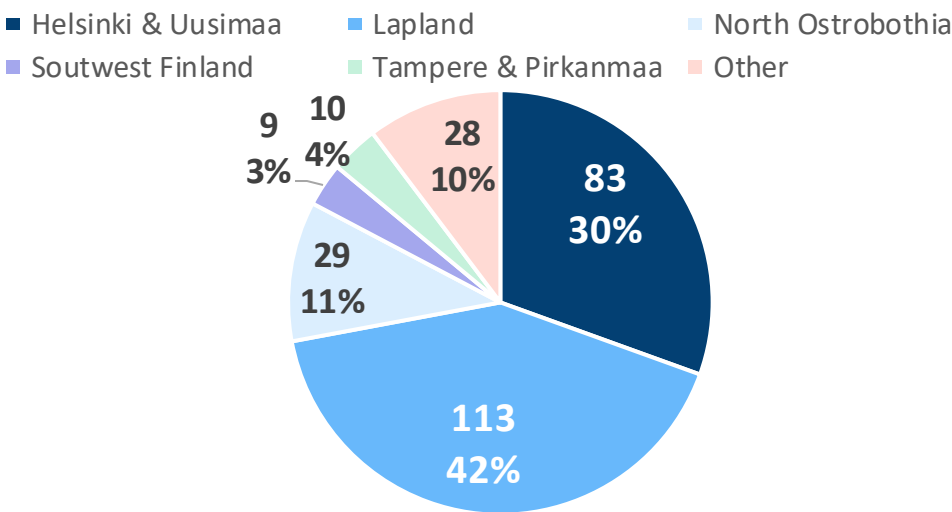
UK: Spending in Finland, M€



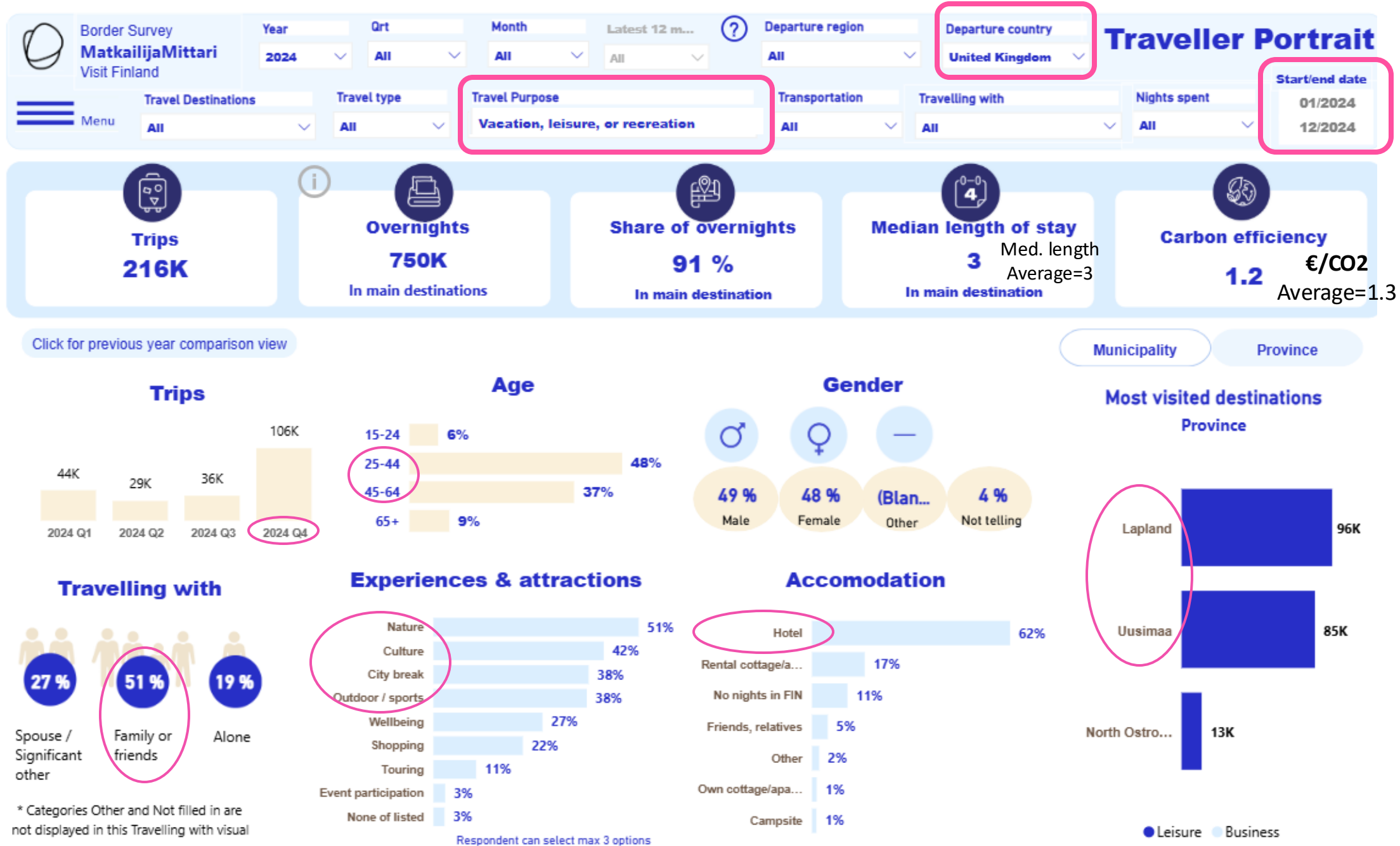
UK: Trips to Finland



UK: Spending in Finland, M€



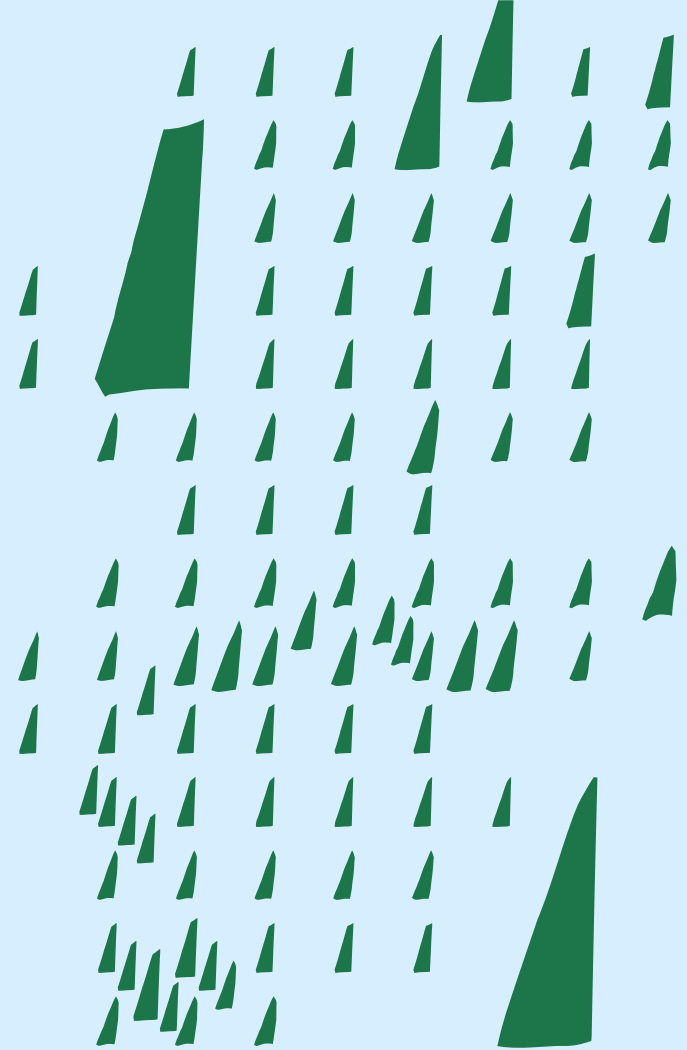
British
vacation /
recreation
travellers to
Finland
Year 2024



Border survey

British trips to Finland

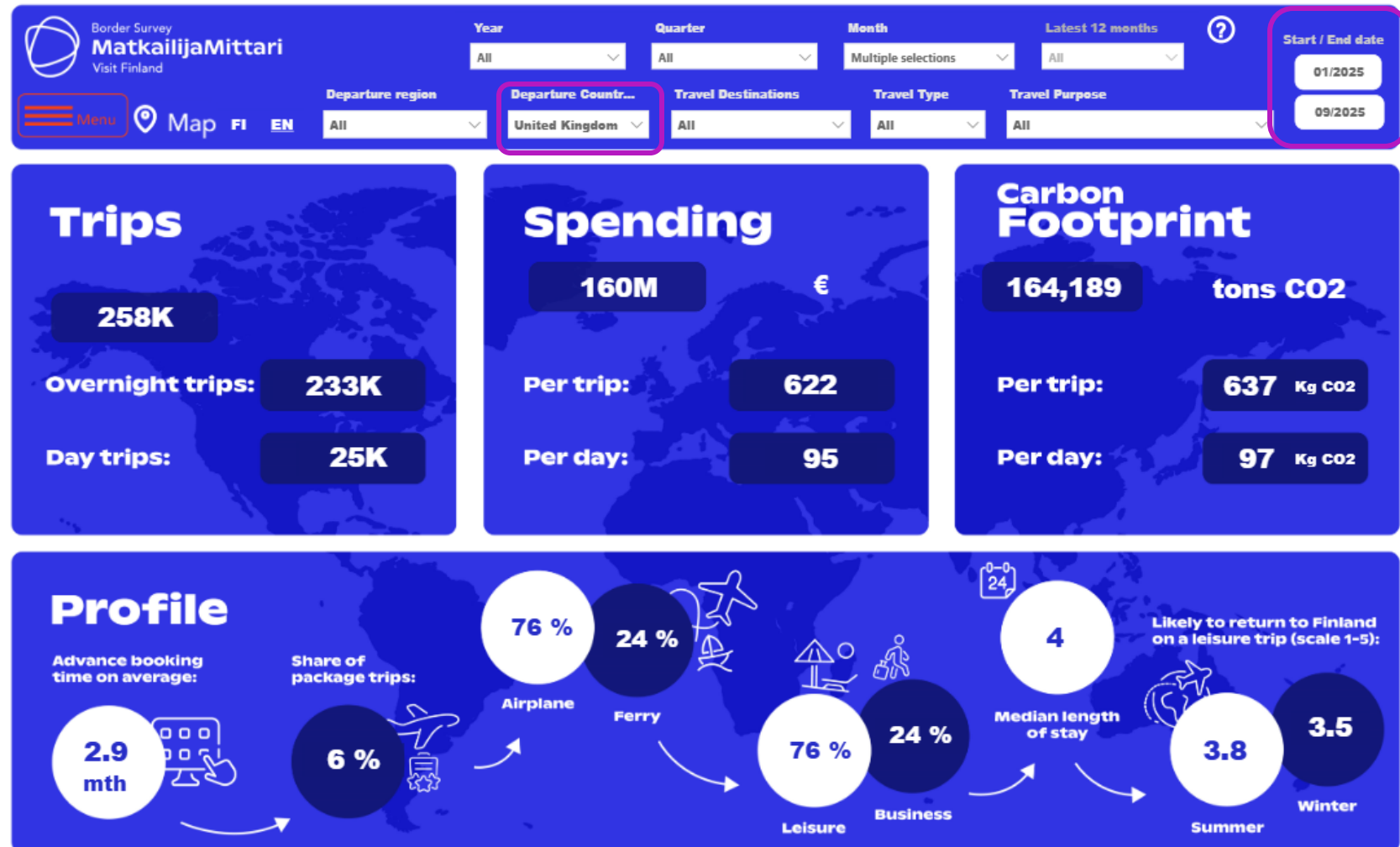
Jan-Sep 2025



British visitors to Finland

Border Survey / January – September 2025

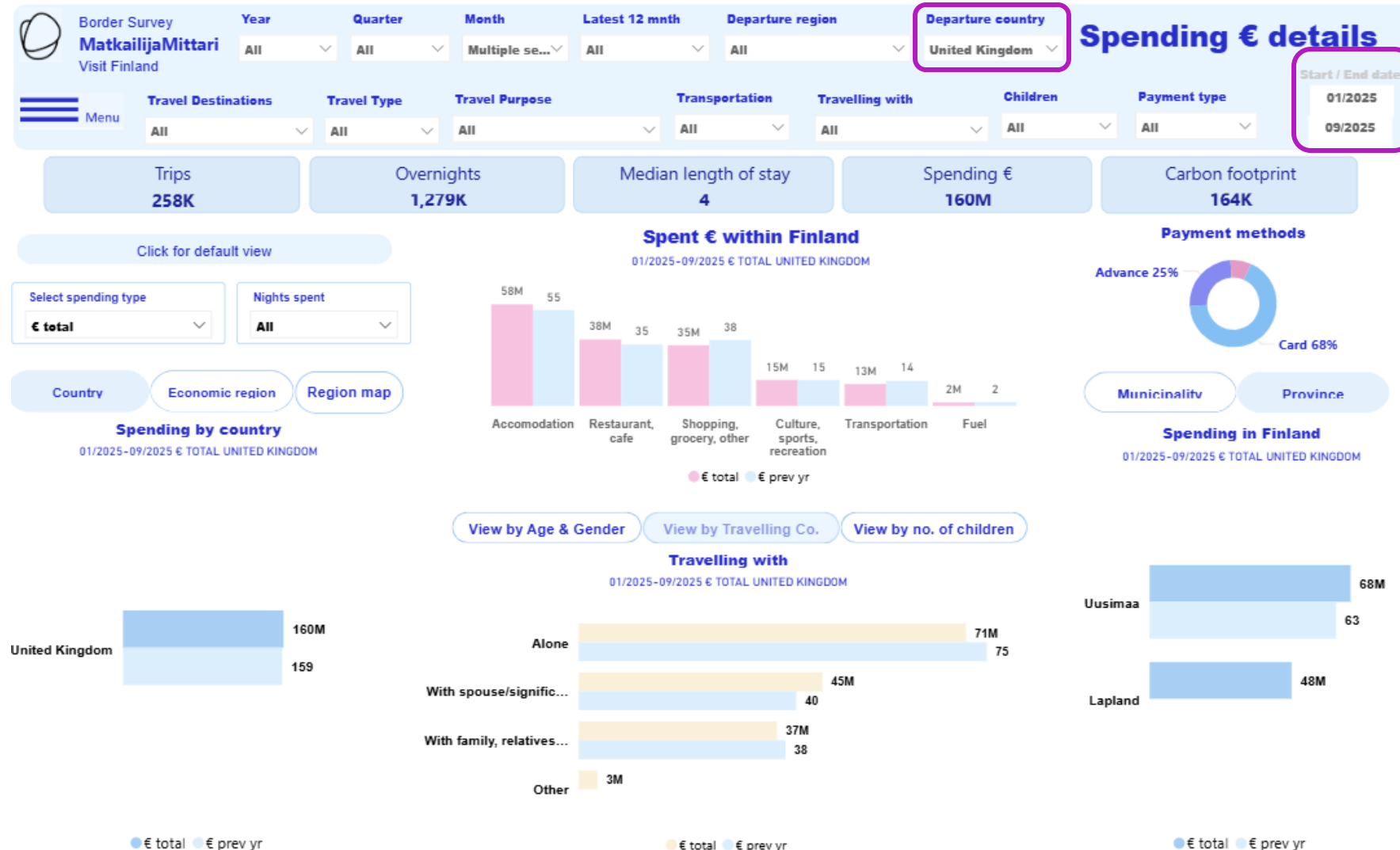
- **258,000** British visitors (YoY **+7%**)
- Spending **160 M€** (YoY **+1%**)
 - 622 € / trip (YoY **-6%**)
 - 95 € / day (YoY **-5%**)
- **76%** traveling for **leisure**
 - Leisure trips **+8%** & spending **+4%**
 - Share of package trips: **6%** (YoY **-4 %-points**)
- Advance booking time, avg. **2.9 months** (YoY no change)
- Median length of stay **4 nights** (YoY no change)



British visitors' spending in Finland

Border Survey / January – September 2025

- Number of **British travelers visiting Finland** grew by 7% from January to September 2025, and overall **spending increased** by 1%.
- The biggest share (36%) of total spending was spent on **accommodation**. Beside spending on accommodation, also spending on restaurants and cafes increased from previous year.
- Travelling with **spouse / significant other** has **increased** compared to previous year.



Border survey **British vacation trips to Finland**

Comparison with winter and summer seasons 2025

British vacation travel to Finland during summer & winter

- **Vacation travel from the UK to Finland increased by 20%** in the **summer season**, while **winter** travel remained on the same level than during the previous winter. **Total spend increased** clearly in **summer (+34%)**, while it increased only slightly during the winter season.

Summer season 2025 – British vacation travelers

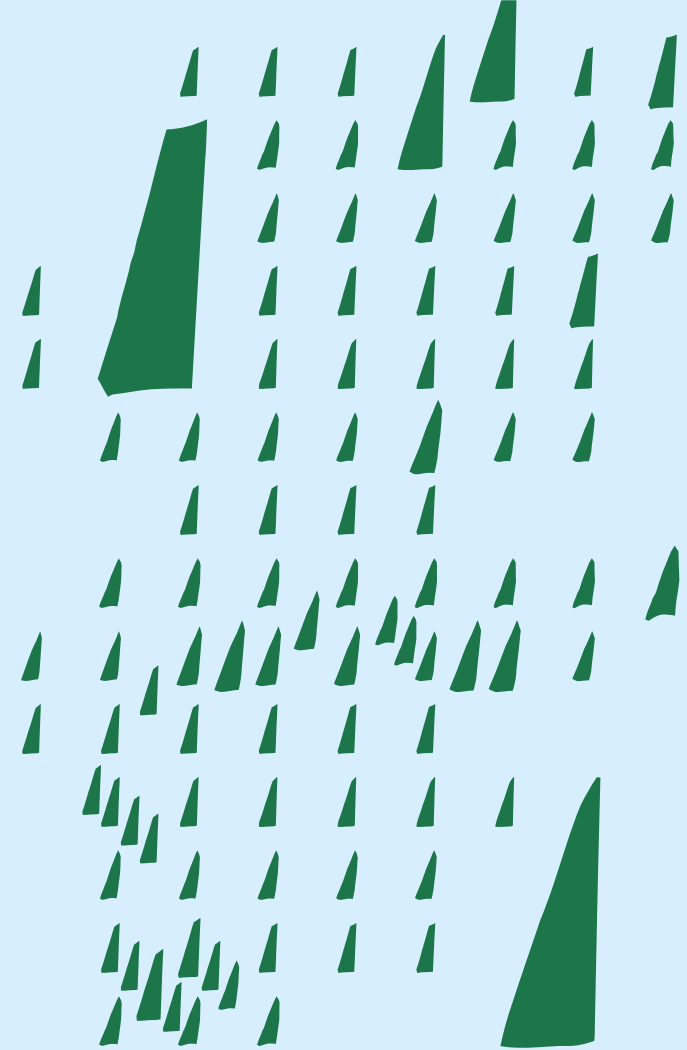
Trips	Spending	Spend/trip	Spend/day	Median length of stay	CO2 efficiency
46K	24M€	515€	122€	3 nights	1.3
YoY change					
+20%	+34%	+11%	+62%	-	+0.2

- **British holiday makers** had the same **median length of stay** during the summer and winter seasons. As the spending increased more in summer than in winter, also the **CO2 efficiency (€/CO2) developed more positively** during the summer.

Winter season 2024-2025 – British vacation travelers

Trips	Spending	Spend/trip	Spend/day	Median length of stay	CO2 efficiency
135K	125M€	926€	209€	3 nights	1.2
YoY change					
0%	+1%	+1%	+9%	-	+0.1

British overnights in Finland



Overnights in Finland & top16 source markets in 2024

Year 2024 vs. 2023 & (2019)

Overnights in 2024

Total foreign 6.4 M

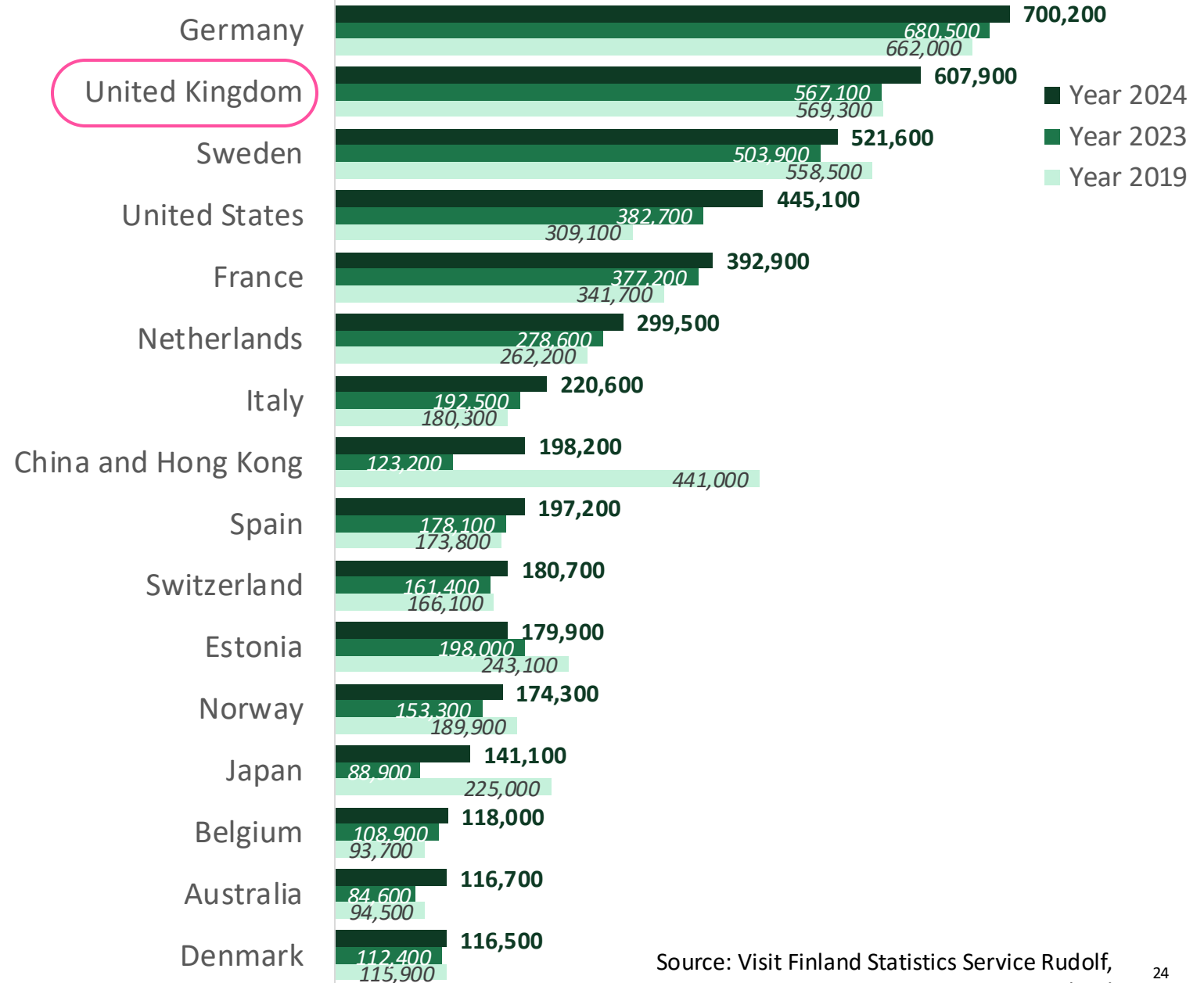
+11% vs. 2023
(-10% vs. 2019)

Foreign excl. Russia 6.4 M

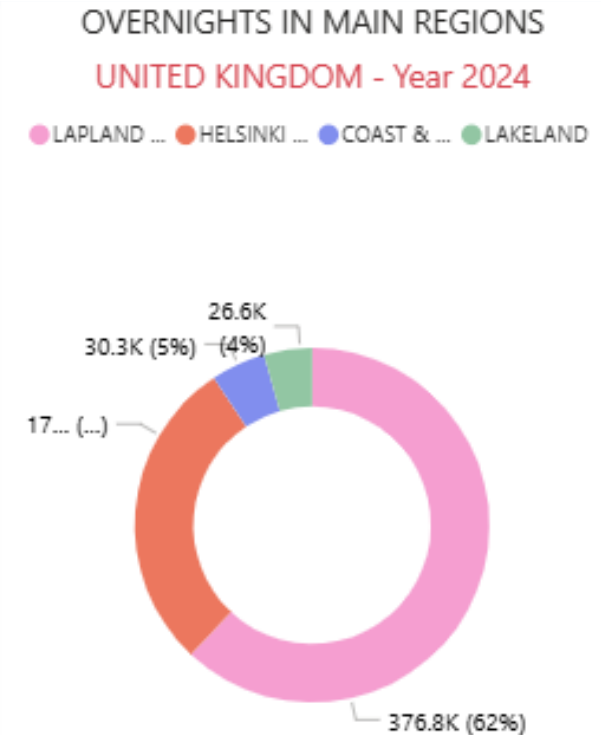
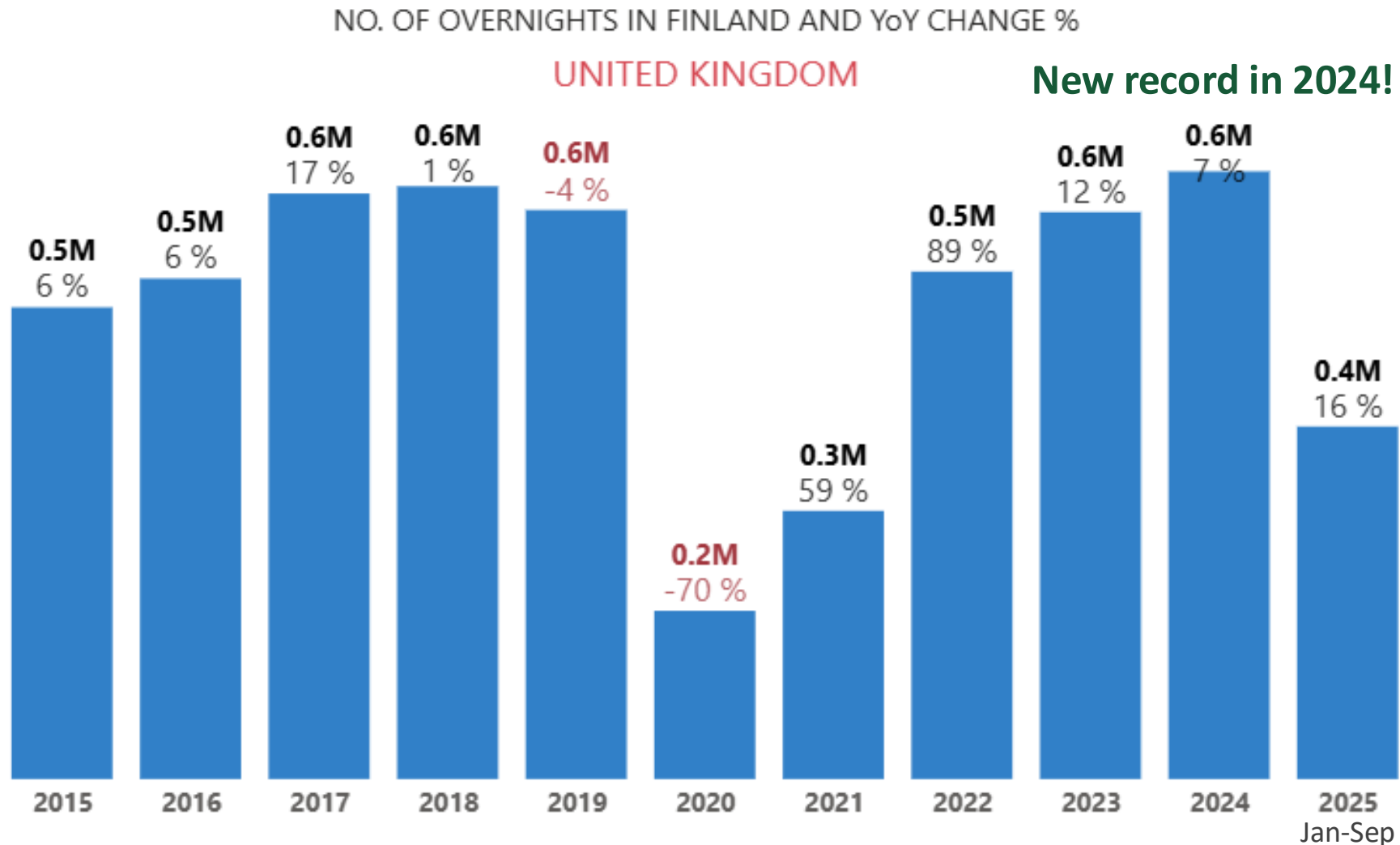
+11% vs. 2023
(+2% vs. 2019)

EU+UK 4.0 M

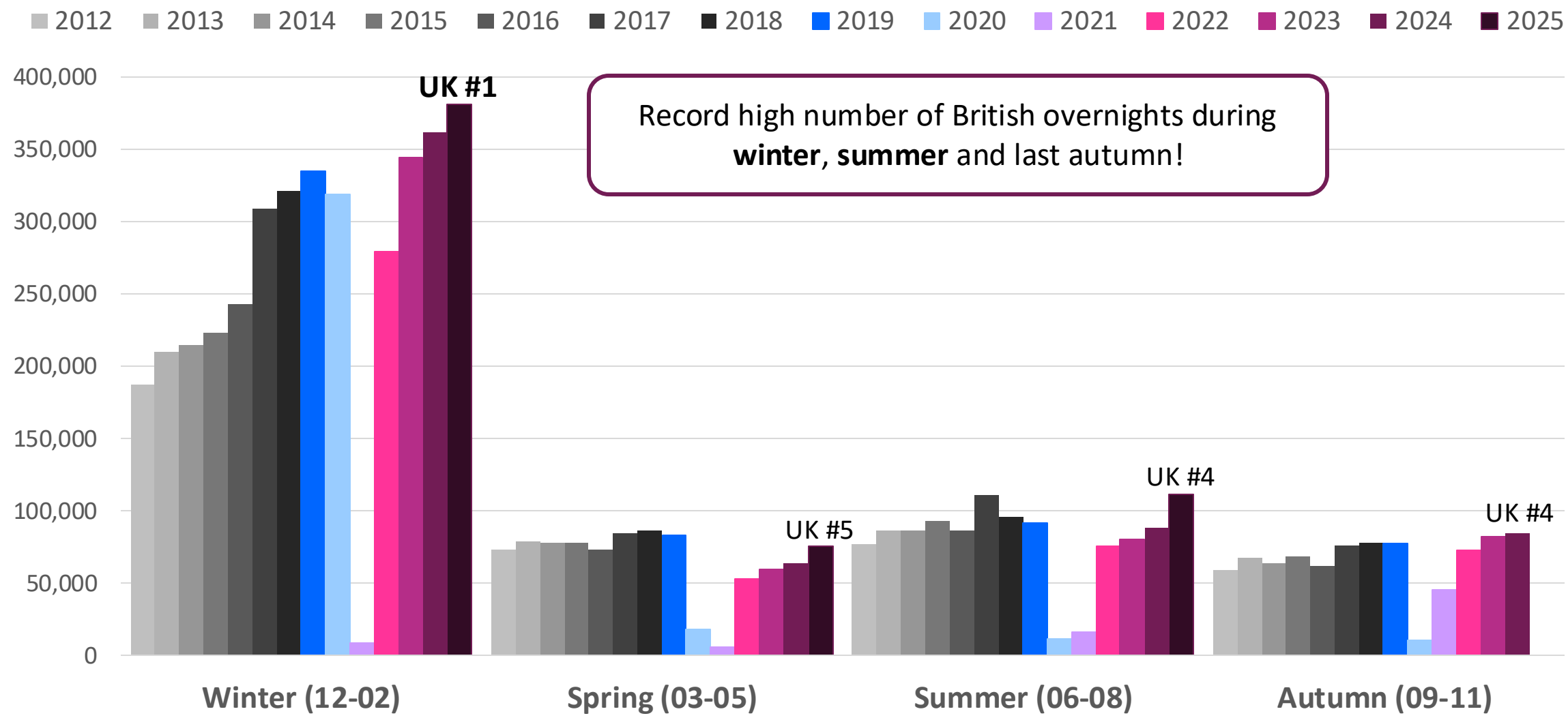
+6% vs. 2023
(+6% vs. 2019)



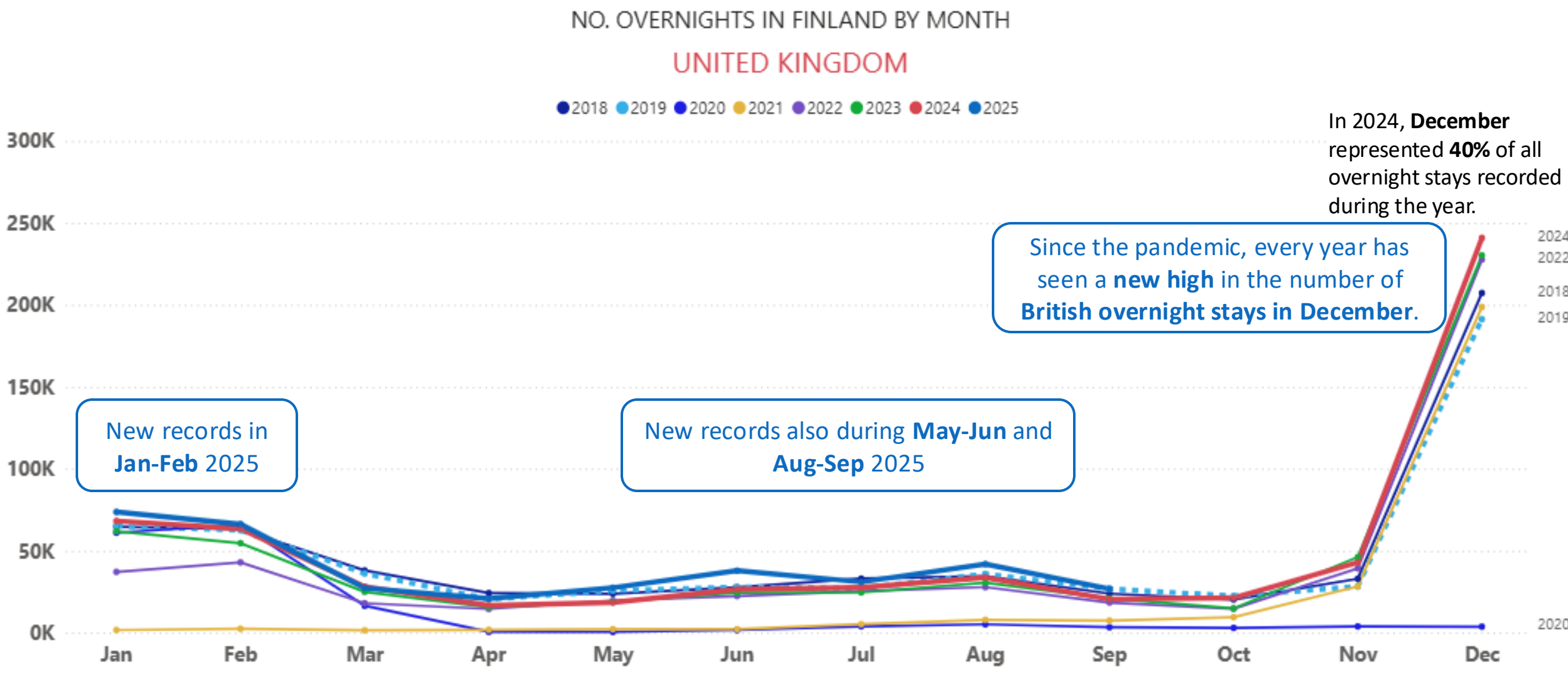
British overnights in Finland 2015-2024 & Jan-Sep 2025



UK – Seasonal Overnights in Finland 2012-2025



British monthly overnights in Finland 2018 – Sep/2025



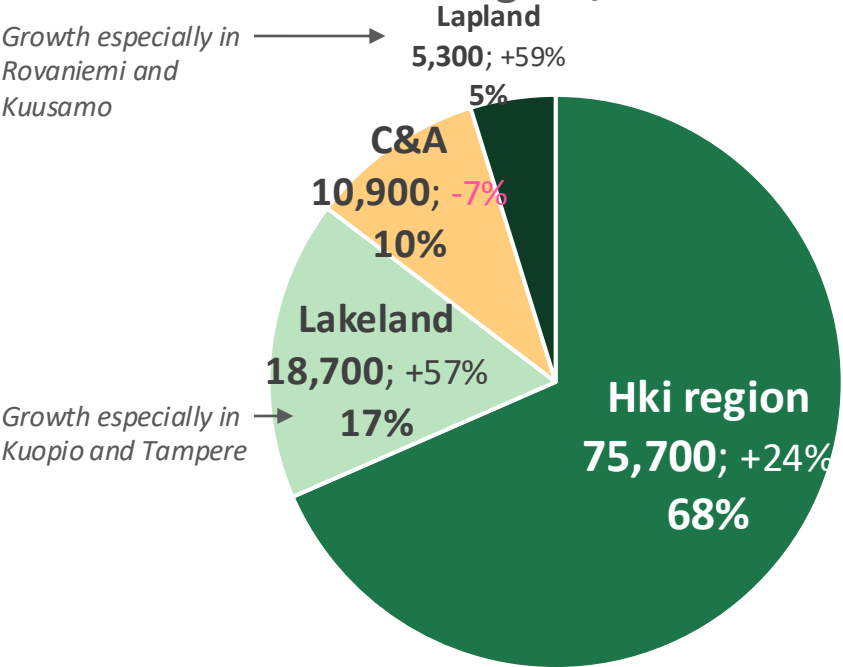
Overnights in high summer season 2025

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%)

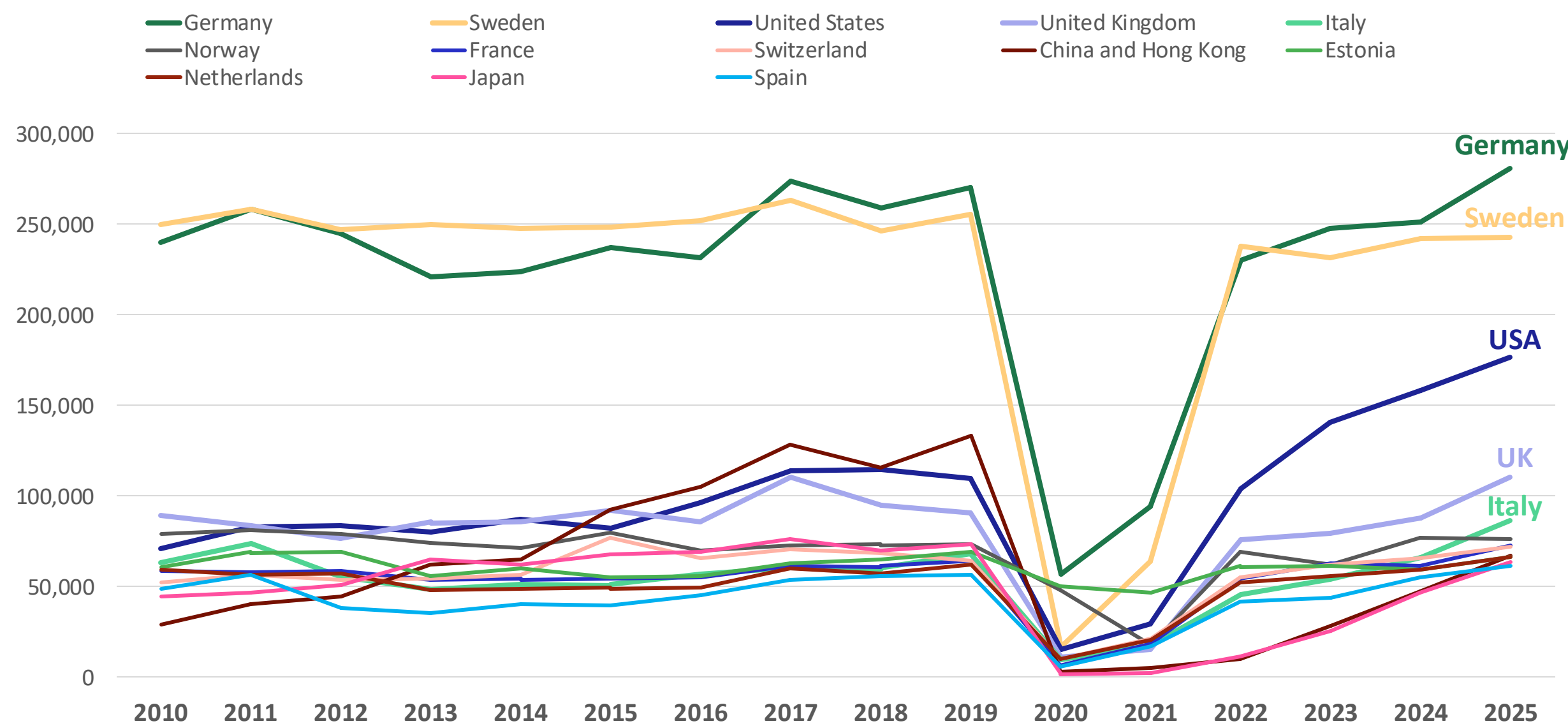
British overnights / summer 2025



	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

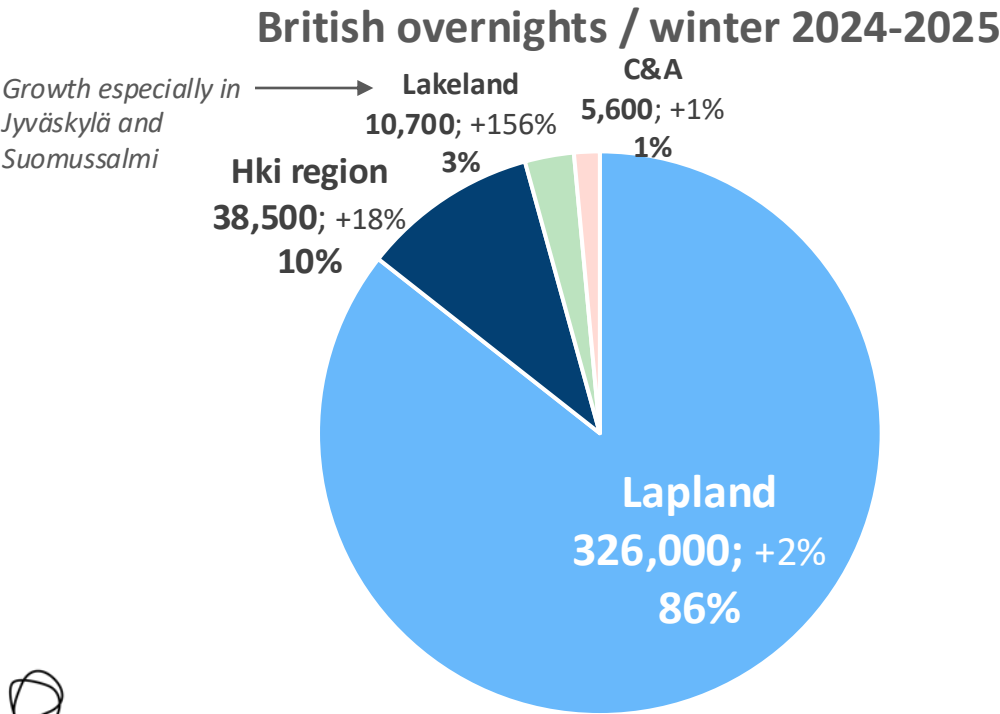
And change compared to winters 2023-2024 & (2018-2019)

High winter season (12-02)

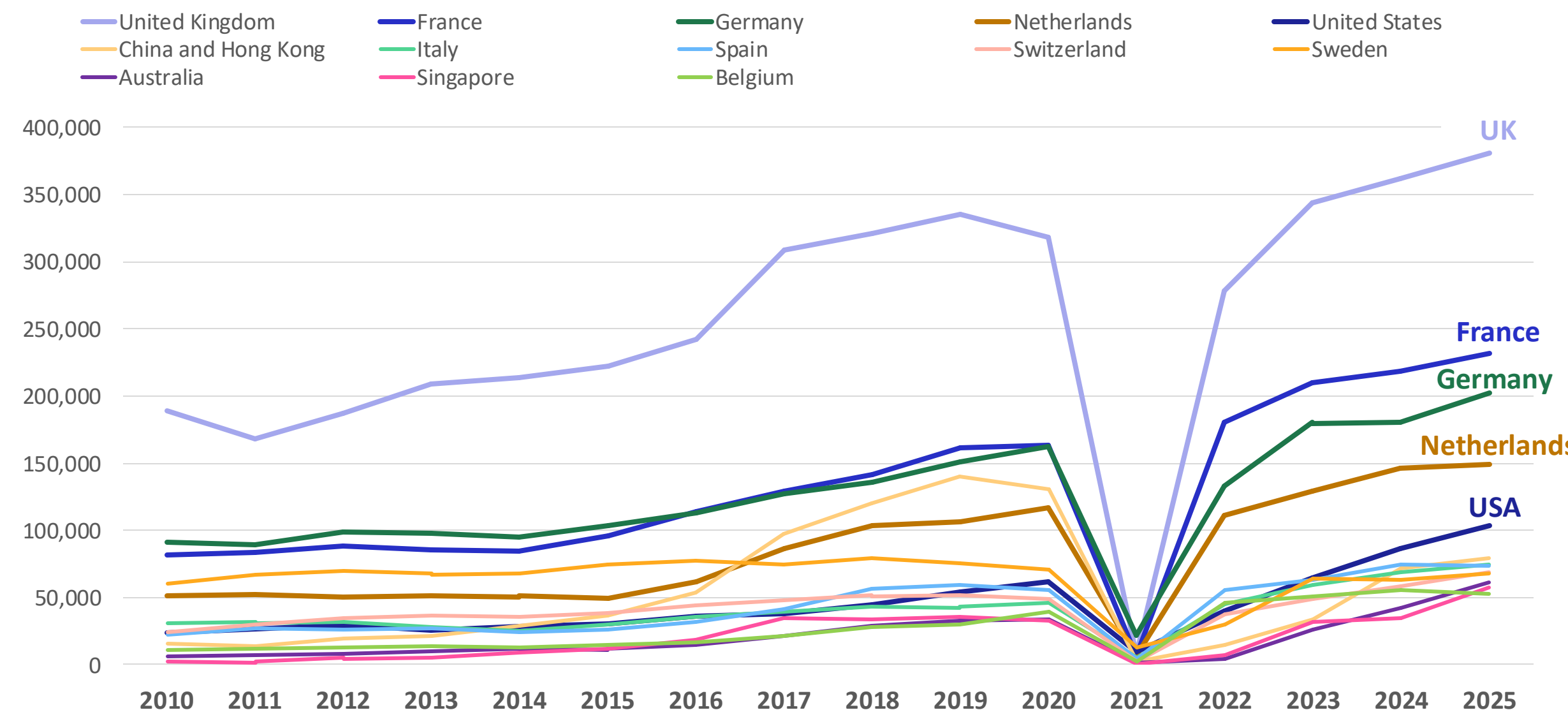
2.3M foreign overnights
+14% vs. winter 2023-2024
(+11% vs. winter 2018-2019)

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

	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 %

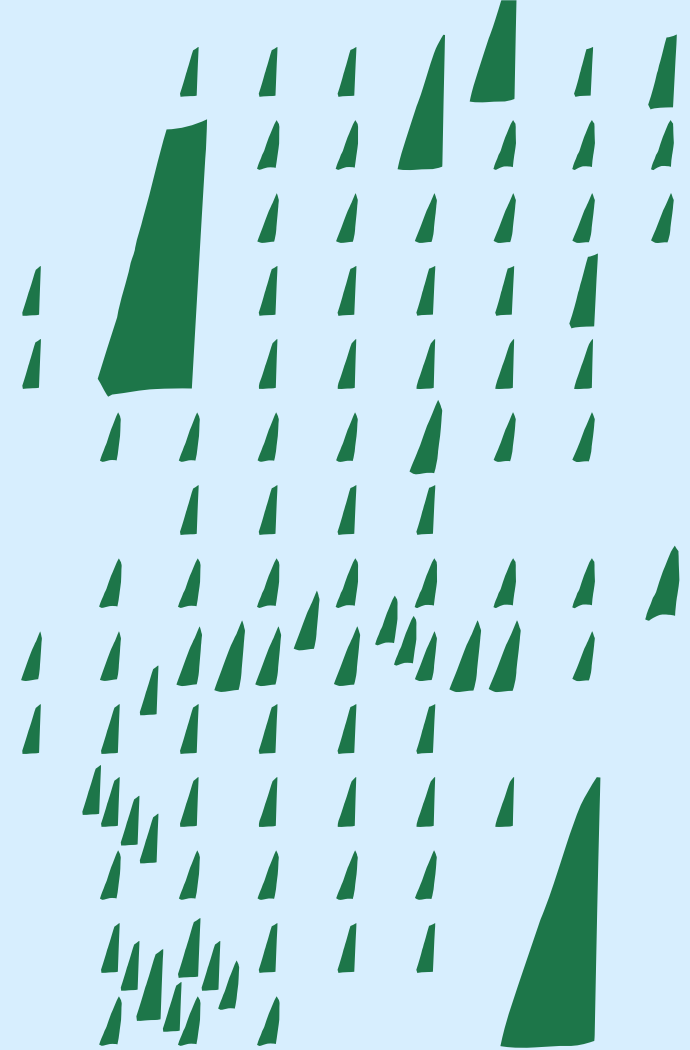


Overnights in Finland among the main markets – winter seasons 2010 - 2025



Overnights in short-term rentals

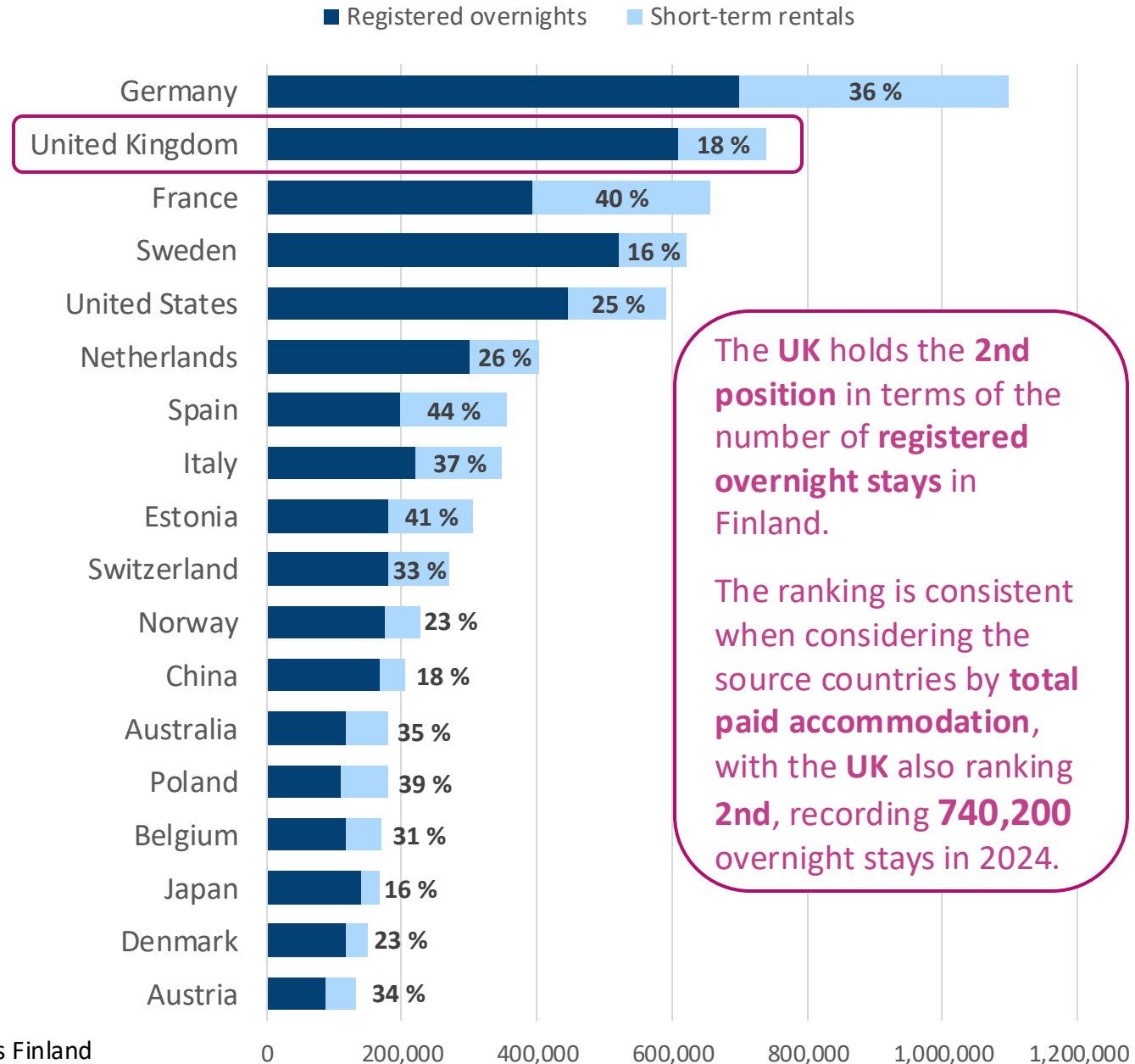
Year 2024



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



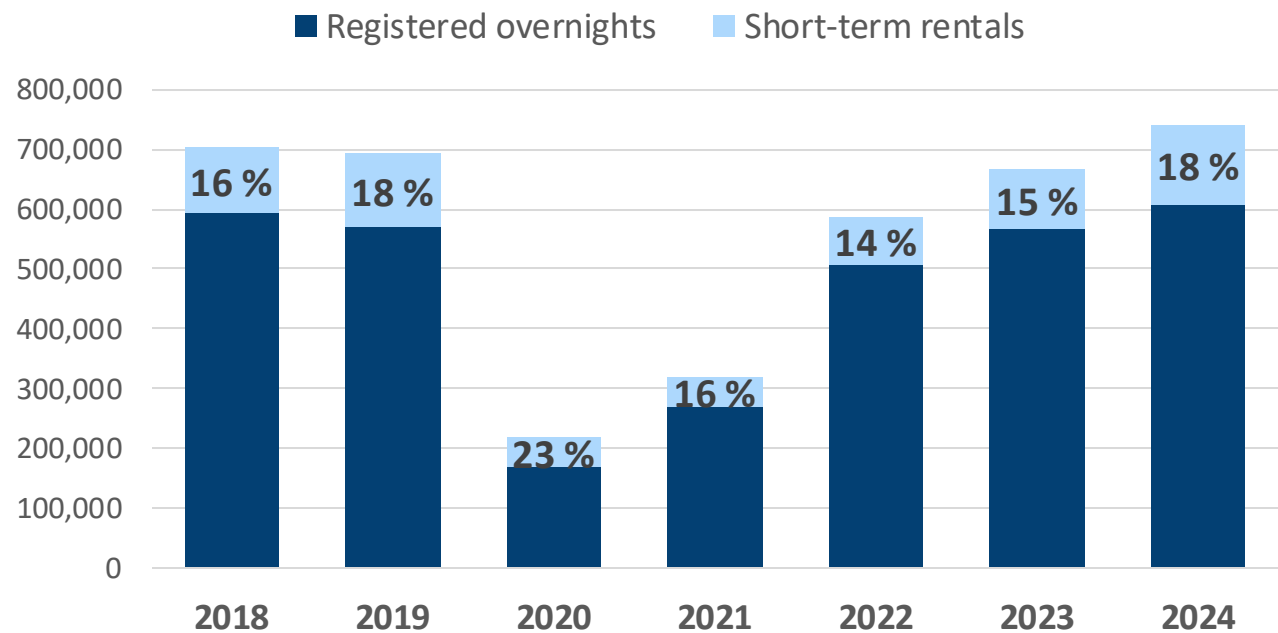
Registered and short-term rentals overnights in Finland - Year 2024

British travellers use short-term rentals less frequently during their trips to Finland compared to several other markets. In 2024, they accounted for **132,300 overnight stays in short-term rentals**, representing just **18% of their total paid nights**.

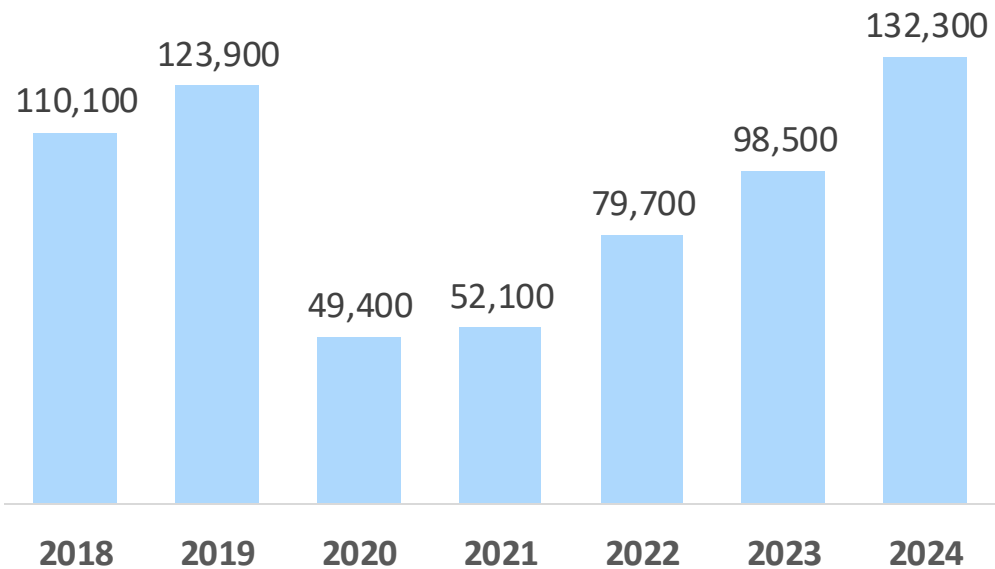
The number of British overnight stays in short-term rentals has grown slightly (+7%) compared to pre-pandemic years. However, compared to 2023, these stays have **risen by 34%**. On the other hand, registered overnight stays by British visitors in 2024 increased by **7%** compared to the previous year.

In total, British visitors spent **740,200 nights in paid accommodations** in Finland in 2024, reflecting an **11% increase** from 2023 and a *7% growth compared to 2019*.

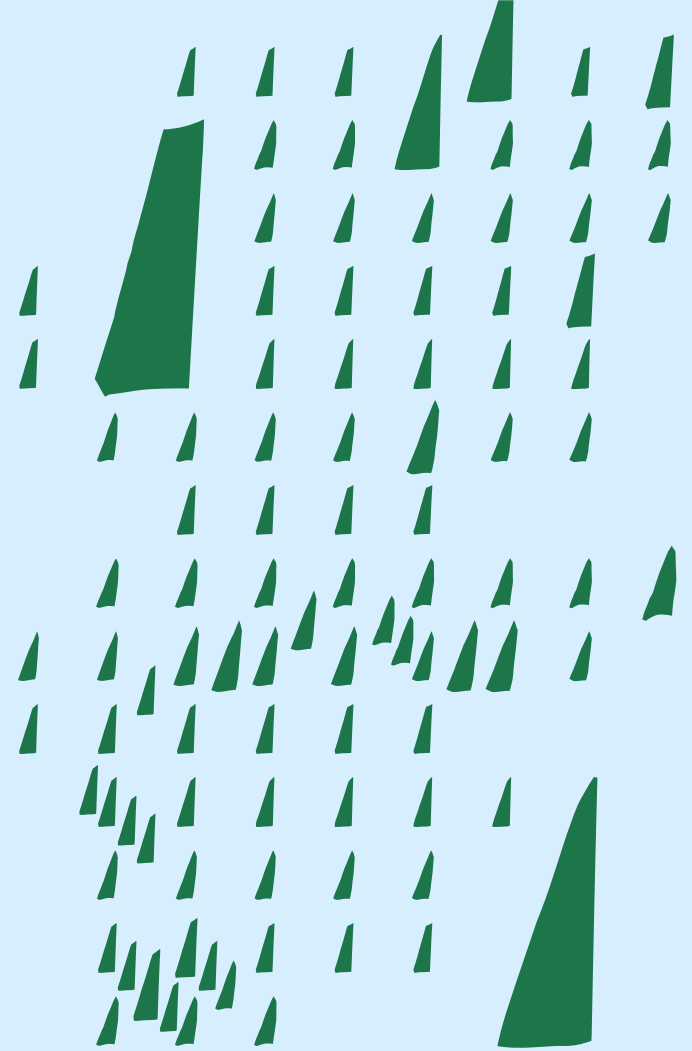
British total paid overnights in Finland













British overnights in short-term rentals



British travel related internet searches 2024 vs. 2023



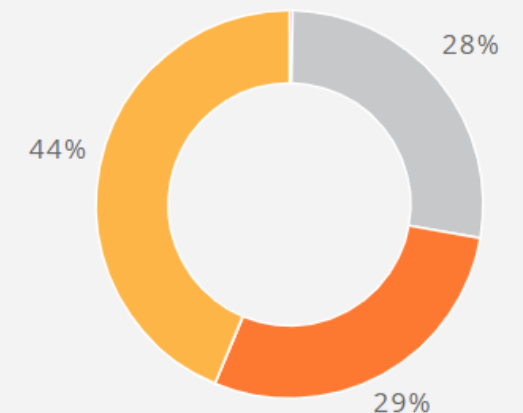
Top10 Target Markets 2024 vs. 2023

Target Market Distribution			2024	2024/2023
Rank	Flag	Target Market	Searches	Growth
1		United States	983,170	51%
2		Japan	871,460	15%
3		Germany	758,470	-4%
4		United Kingdom	572,410	21%
5		Italy	334,210	-4%
6		France	329,260	-6%
7		India	285,960	43%
8		Spain	244,390	-1%
9		Sweden	198,110	-12%
10		Canada	197,980	27%

Distribution of British searches

Brandtag Family Distribution

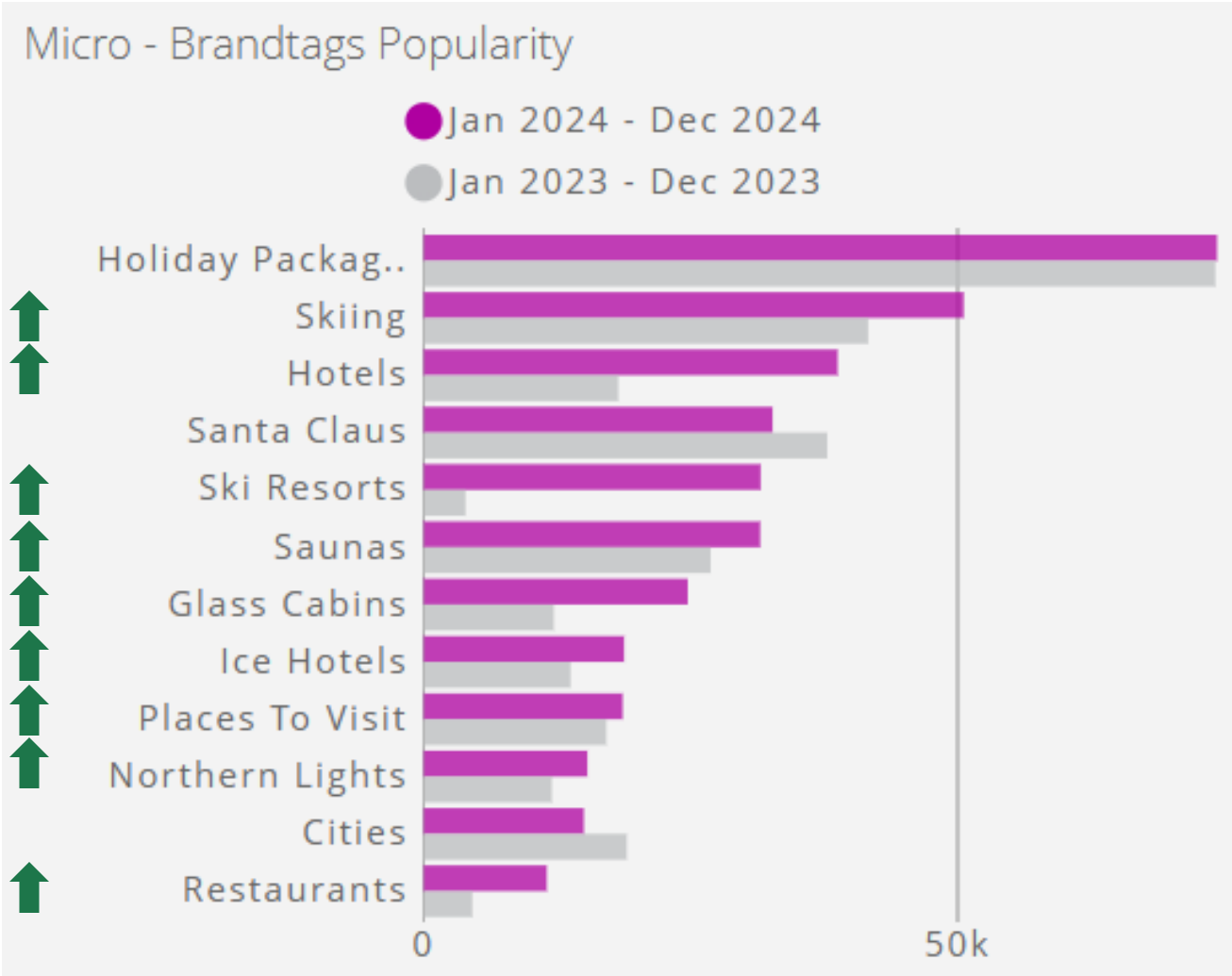
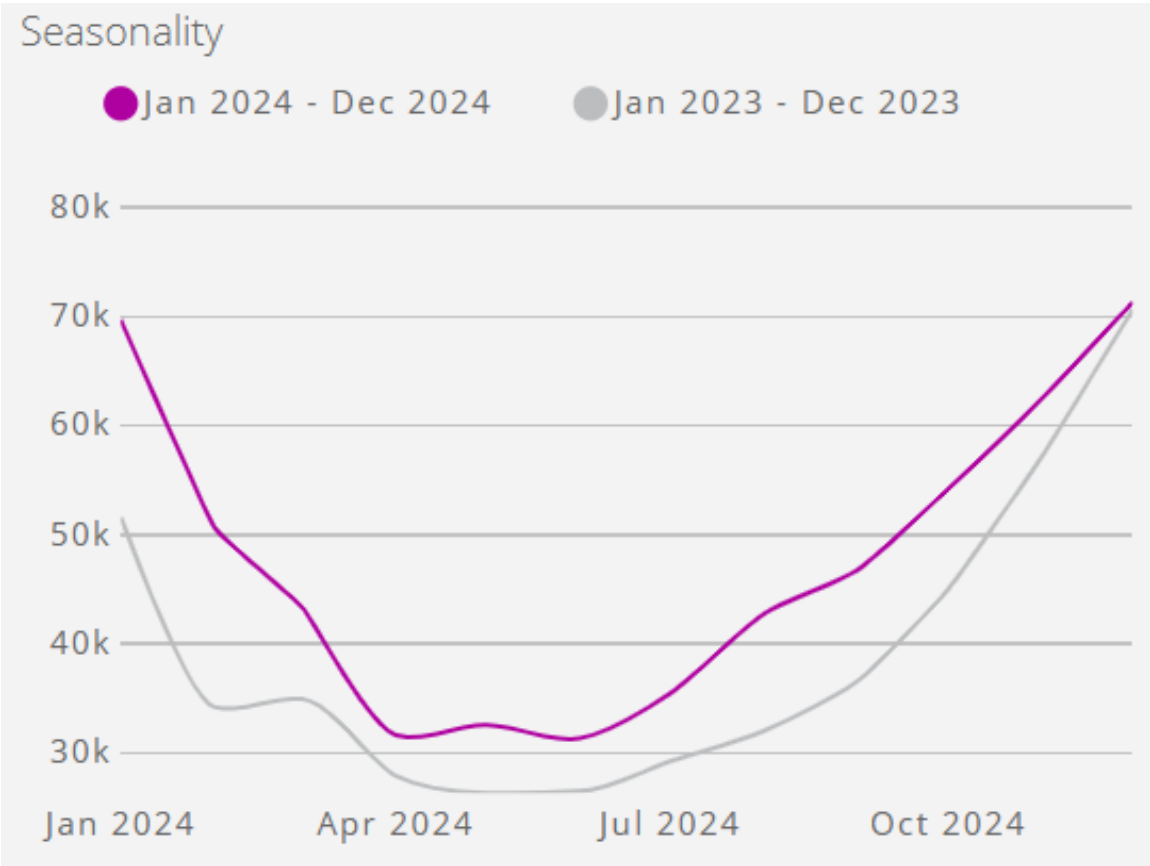
● Happiness ● Accommodation
● Generic Information ● Touristic Activities



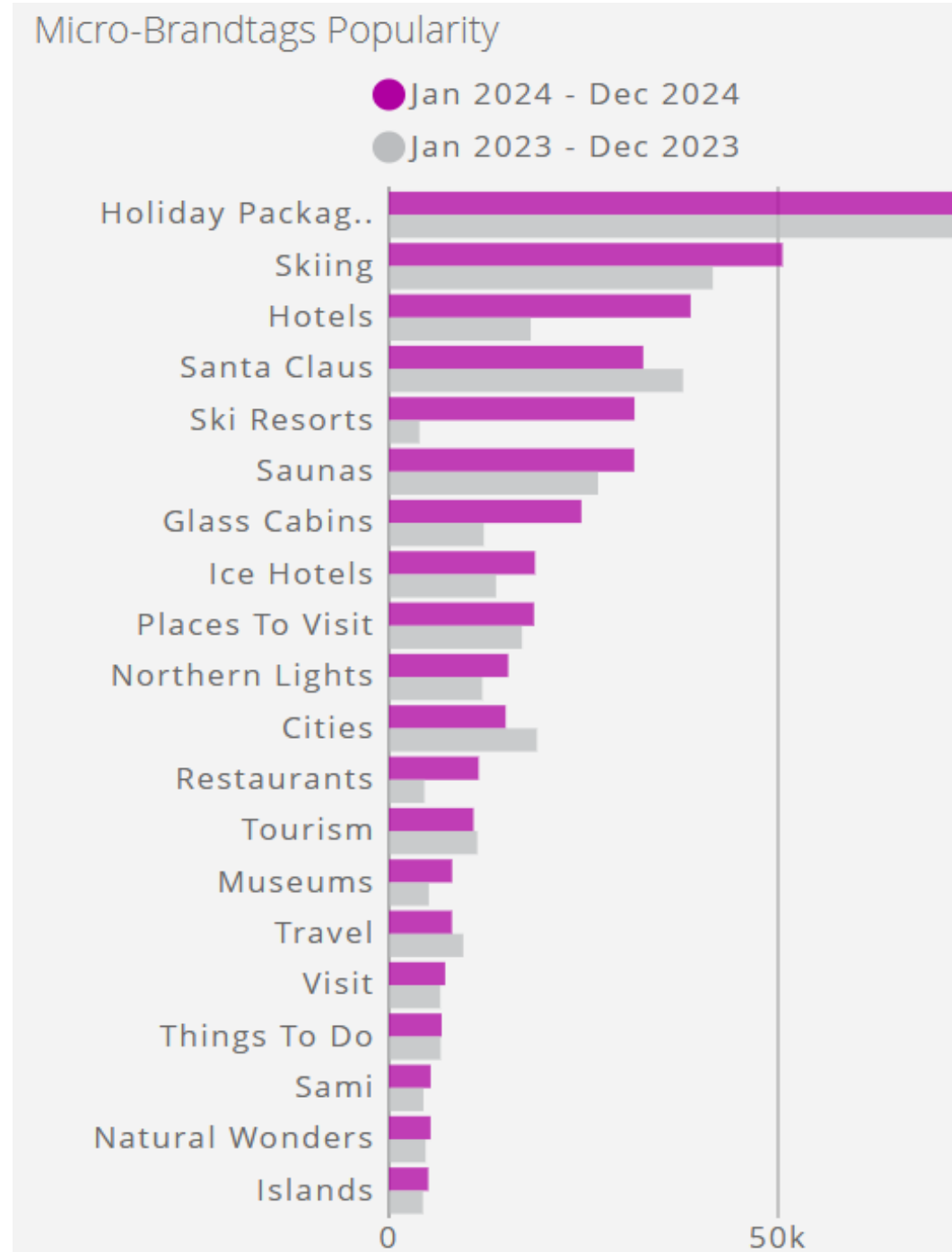
UK: Seasonality of searches 2023-2024 & Main topics in 2024

British travel related searches for Finland in 2024 were above 2023 level throughout the year.

Interest especially towards **skiing and ski resorts, hotels, glass cabins, ice hotels, saunas, and restaurants** increased the most.



UK: Top 20 topics in 2024





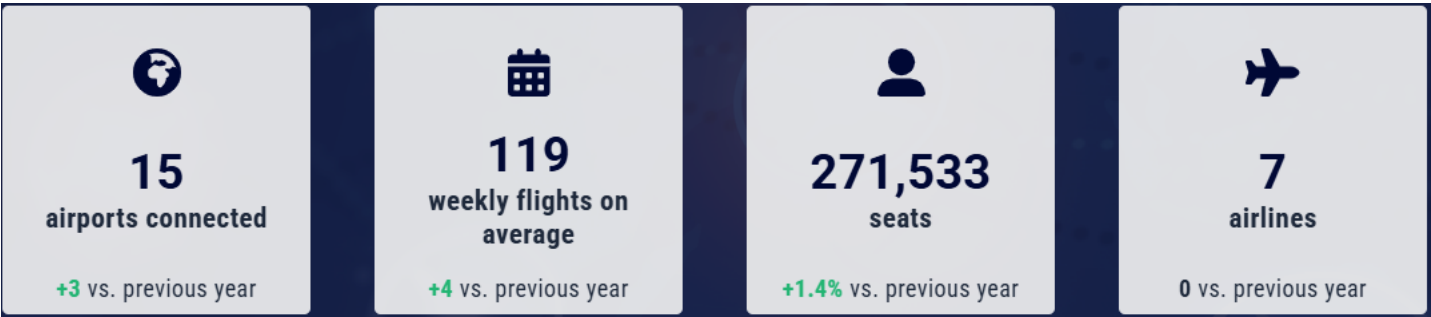
ForwardKeys

Seat capacity & forecast for Flight arrivals during winter season 2025-2026

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

Comparison to Dec/2024 – Feb/2025

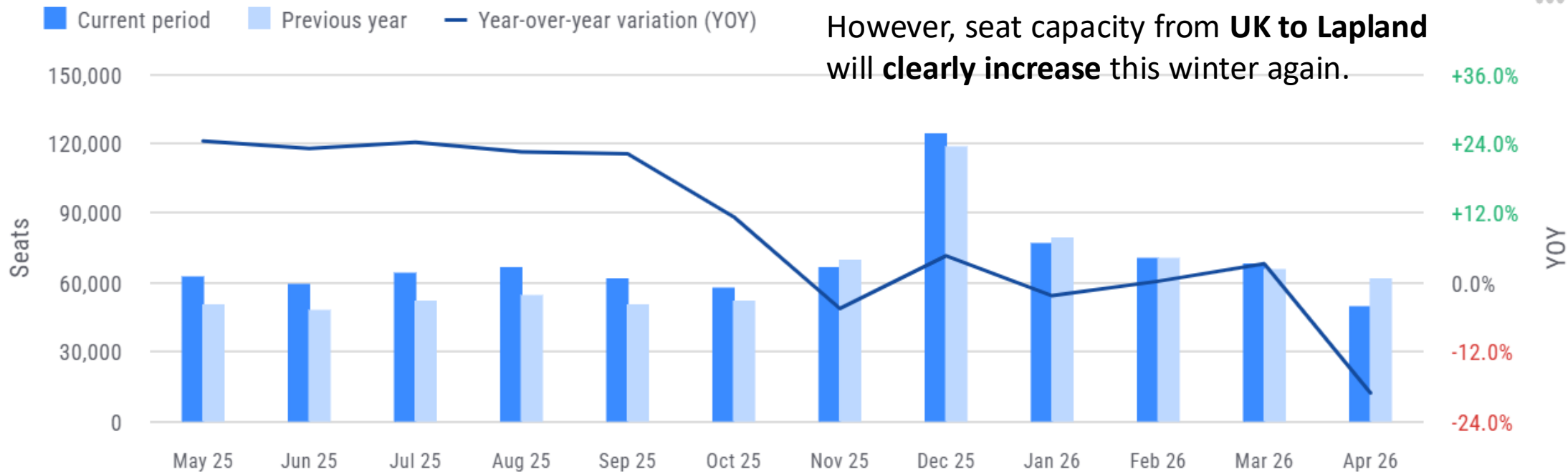
The total seat capacity on flights between the UK and Finland will **increase slightly** during the winter season compared to the previous winter due to fewer Finnair flights from London to Helsinki.



✈ United Kingdom (excl. domestic) → Finland

Database update 15 Nov

Filtered period 01 Dec 2025 - 28 Feb 2026



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

Comparison to Dec/2024 – Feb/2025

✈ United Kingdom (excl. domestic) → Finland

Filtered period 01 Dec 2025 - 28 Feb 2026

15
airports

+1.4%
YOY for selected locations



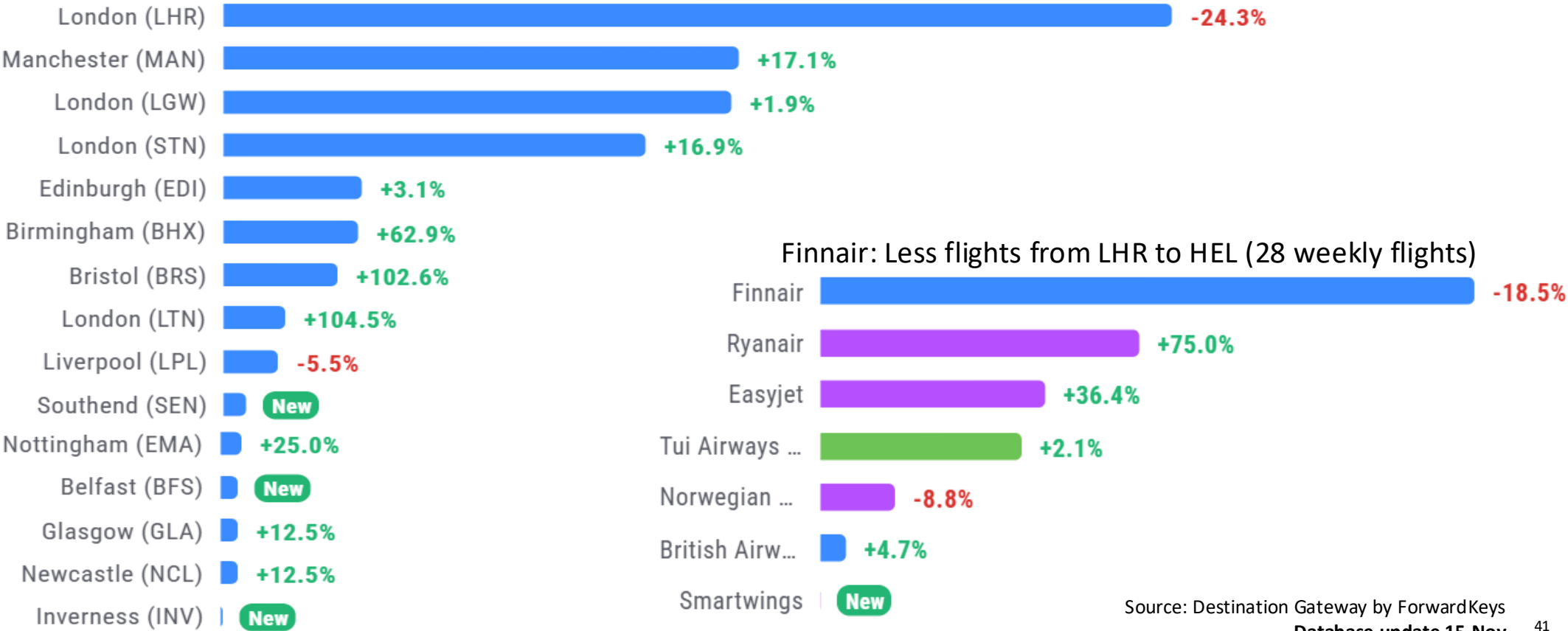
119
weekly flights on average

+4 vs. previous year



271,533
seats

+1.4% vs. previous year



Forecast for Flight arrivals in Dec 2025 – Feb 2026

Comparison to previous winter

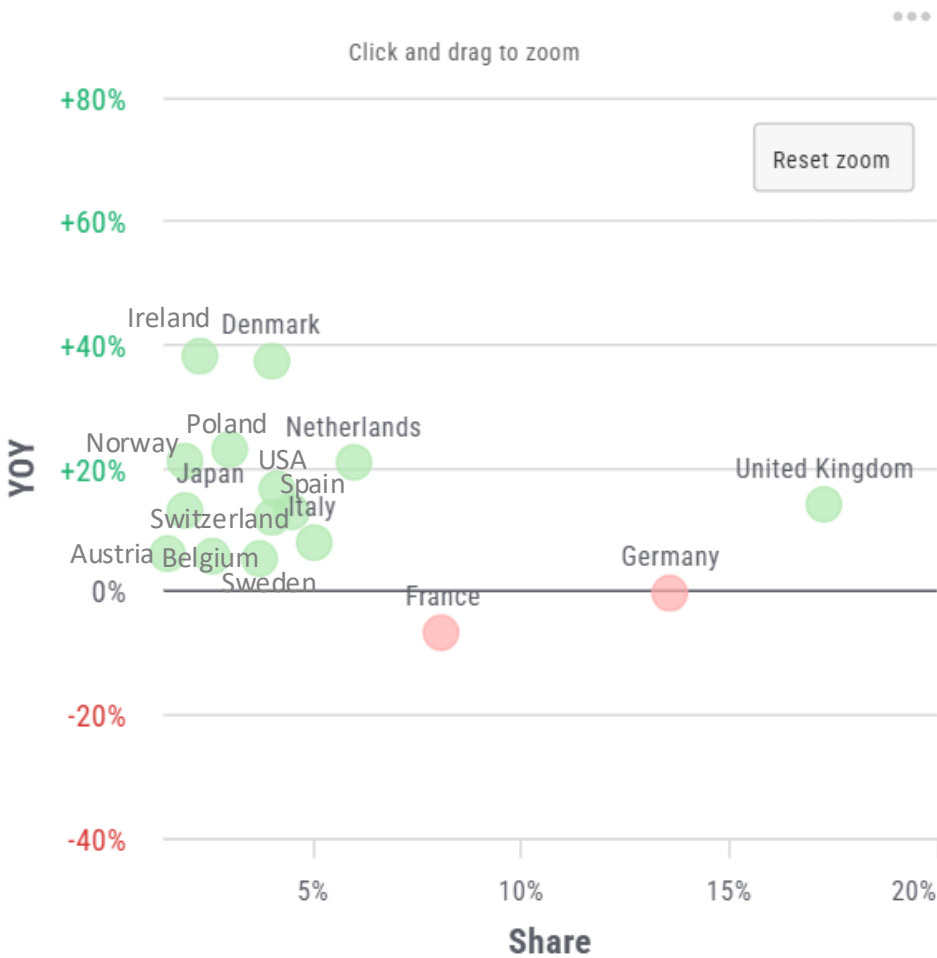
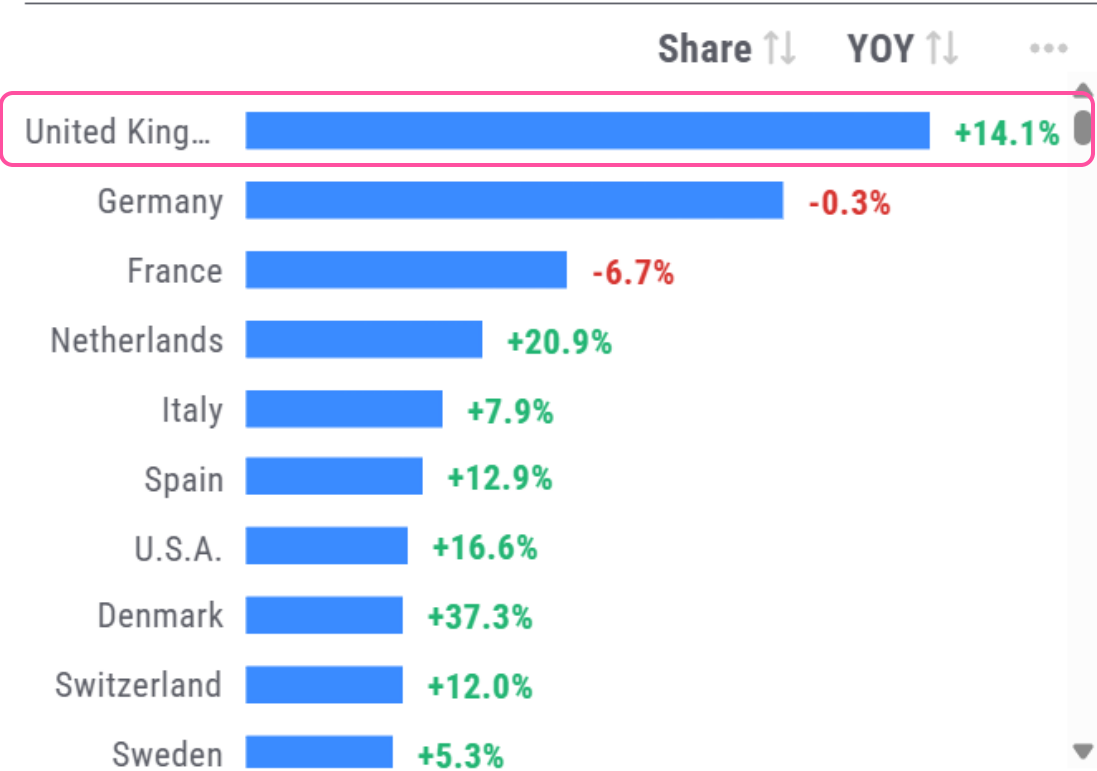
✈ Worldwide (excl. domestic) → Finland

Database update 09 Nov

Filtered period 01 Dec 2025 - 28 Feb 2026

497,341
tourist arrivals

+9.9%
YOY for selected origins



UK Market Check

Finland's position in the market

UK

- **Santa Claus is the single strongest USP for Finland** and Christmas in Lapland a bucket list experience amongst the British families
- **Finland clearly "owns" the winter** compared to our competing destinations, but they are also growing
- With **Summer travel, Finland is behind the competing destinations**, but there is lot of potential and interest (market share 11%)
 - Big growth in high summer season in 2025, +26% YoY!!!
 - "Coolcations" raising interest in the UK as well
 - Bear-watching trips in Finland a popular niche in the UK
- Finland is also known for **Moomins, Sauna, beautiful clean nature with room to roam and Helsinki** – these USPs go well with the summer travel!

Great accessibility from the UK

- **Finnair**, multiple daily connections from many UK cities
- **Norwegian**, 6 times a week
- **Easyjet**, seasonal Lapland connections
- **Ryanair**, seasonal Lapland connections and massive expansion for winter 2025
- **BA Euroflyer**, Seasonal Ivalo
- **Multiple Charters** to Lapland and Arctic Lakeland

Consumer trends and behavior

- **Geopolitical and economical uncertainties**, cautious consumers and late bookings
 - Requires flexibility and agility from service providers
- **Travel trends in 2025 and 2026**
 - Quest for Quiet / in search of silence
 - Hotel hopping - touring and changing accommodation during the trip
 - Touch of luxury – luxury high-light included in the trip, for example the first or last night in 5* hotel
 - Noctourism – night skies and activities during the dark hours
 - Off the beaten path go mainstream
- **Coolcations arise** as popular Mediterranean destinations are becoming too hot
- **Avoiding peak seasons** in popular holiday destinations
- Growing **demand for travel agencies**, 2025 was "A Year of a Travel Agent"



Future outlook and upcoming season

- **Lapland and winter travel is booming and expected to grow still**
 - Bookings are coming in later
 - More versatile product: Skiing, Luxury segment, also budget travel thanks to many low cost carriers' direct connections
 - Prolonging the stay and extending the season
 - Popularity radiates to other regions, for example Arctic Lakeland
- **Summer starts to raise more and more interest after the covid years, Lakeland region driving the trend**
 - Premium accommodation
 - Fly&drive, walking and cycling holidays
- According to the forecast of Tourism Economics, **British travel to Finland is projected to grow 41% in overnights by 2034, with expenditures up 57%.**



Distribution channels

Lapland specialists



Other key tour operators

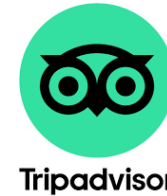
BEST SERVED
SCANDINAVIA



ELEGANT RESORTS
MASTERS IN LUXURY TRAVEL SINCE 1988



OTAs and Aggregators



UK 2026 Market activities

Top traveller segments



NATURE LOVER

Why this segment: Interested in reconnecting with nature and experiencing the natural wonders. High-end/luxury element included. Has potential to visit Finland during several different seasons, focus with extended summer season

Products: National parks, wildlife watching and arctic nature. Northern lights, midnight sun and the autumn colors in forests. Possible products for extended summer season: Saimaa, Arctic Lakeland, Autumn Lapland, Tahko and Koli areas, Helsinki combination

Sales channels: tour operators and travel agents

LIFESTYLE TRAVELLER

Why this segment: Travelling off the beaten track and finding authentic local culture and lifestyle. Is open to experiences and interested in getting to know a wide variety of destinations. Wants to avoid known tourist destination and is interested in exploring. Includes the city life enthusiastic and culture traveller segments. Has potential to visit Finland during several different seasons.

Products: Helsinki, Turku and Tampere combination products. Rail-, or Fly&drive touring. Sauna, culture, authentic lifestyle, culinary experiences, LGBTQ+

Sales channels: OTAs, other digital platforms, direct with Airlines and service providers.

Key priorities and supportive actions

1. Continue building summer awareness – Lakeland and Lapland focus

- Working with the key TOs in product development and joint sales promotion campaigns
- PR trips with TOs
- VF PR-work: targeting tier 1 media and influencers for PR trips
- Summer visuals in all fronts: sales events, MarCom etc
- Key Themes and products in UK, with potential for summer:
 - Outdoors, wildlife watching, Cycling, walking, wellness, gastro, sauna, luxury and light nature activities

2. Building year around awareness through “Golden triangle” products

- OTA campaigning
- TO joint sales promotions
- City hopping and rail journeys
- Key themes: Sauna, Gastro, Moomins and Tove, city life and culture
- Sustainability

3. Redirecting the incoming high-season winter Lapland promotion requests to other regions when possible

- Evaluated case by case, requires agility from VF and the regions

Preliminary Activity plan 2026

UK

Sales Events

- 5 countries workshop, 5th Feb
- Eastern Finland workshop, 23rd April
- Midnight Sun workshop, 9th-11th June
- **NEW**: Finland stand at WTM, 3rd – 5th November
- Eastern Finland Roadshow, 23rd-26th November

FAM-trips (multimarket)

- MATKA fam-trips, January
- Midnight Sun fam-trips, June
- Eastern Finland fam-trips, August/September

Campaigns:

- VF-lead Food image campaign and Eastern Finland image campaign
- Eastern Finland OTA campaign
- Golden Triangle OTA campaign
- Eastern Finland Joint promotions with TOs
- Joint promotions with TOs, whole of Finland and snowless season focus

PR and media activities

- Campaigns related media and influencer visits in Eastern Finland region (summer 2026) and food campaign related media and influencer visits throughout 2026
- Individual and group media influencer visits around key themes
- PR event/s in UK (to be confirmed)
- Press releases and constant proactive pitching

Visit Finland stand in WTM 2026

3.-5.11.2026

- Visit Finland national stand
- 12 tables
- In close vicinity with the other Nordics
- Joint Nordic networking event

Price 5900€ / company / 2 representatives

More information and pre-registration in

[WTM - World Travel Market 2026 -messut - Visit Finland](#)

Pre-registration open until 19th January 2026

LONTOO, ISO-BRITANNIA 3.-5.11.2026

WTM - WORLD TRAVEL MARKET 2026 -MESSUT

Venue: Excel London, Royal Victoria Dock
1 Western Gateway, Royal Docks, London E16 1XL

ILMOITTAUDU 

LISÄTIETOJA

Asta Kekkonen, Area Manager
[asta.kekkonen \(at\) businessfinland.fi](mailto:asta.kekkonen@businessfinland.fi)

Ulla Remes, Event Manager
[ulla.remes \(at\) businessfinland.fi](mailto:ulla.remes@businessfinland.fi)



Visit Finland palaa WTM-messuille 2026! World Travel Market messut järjestetään 3.–5. marraskuuta 2026 ja ennakkoilmoittautuminen on nyt auki. Visit Finland isännöi Suomen yhteisosastoa, jossa on 12 pöytää suomalaisille matkailualan toimijoille. Osasto sijaitsee lähellä muiden Pohjoismaiden osastoja.

ONKO WTM SINUA VARTEN?

2025 Highlights

VISIT FINLAND B2B ACTIVITIES IN THE UK 2025

- **B2B Sales Events**
 - February: 5 countries workshop
 - 18th June: Midnight Sun Tour
 - 5th November: Visit Finland sales day
- **Multi-market Familiarization trips to Finland**
 - MATKA 2025
 - May: 1000 Lakes Fams
 - 23rd-29th June: City Circuit
- **Other activities:**
 - Maintaining the B2B network
 - B2B Newsletters
 - Strategic distribution channel work
 - Joint promotion campaigns



Discover The World – Lakeland promotion

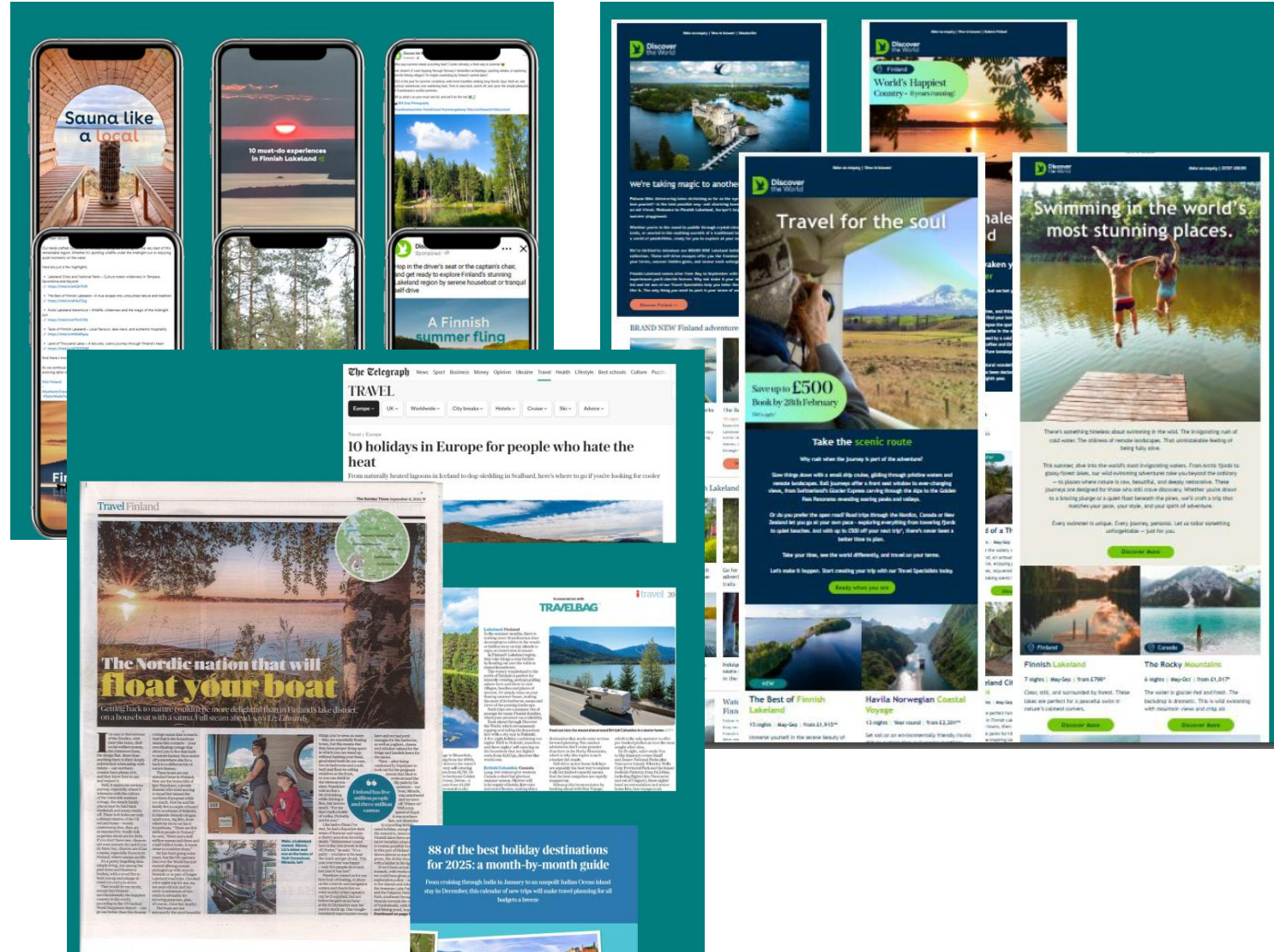
September 2024 – August 2025

Campaign overview recap

A 360 activation across all channels

Centred around new film and image content from the Lakeland shoot, this campaign delivered a balanced mix of digital, social, trade and PR activity designed to maximise awareness and engagement across all key channels. This included:

- Long and short form video
- DTW website & YouTube
- Travel shows & events (destinations, trade)
- Social media
- E-mail – DTW solus emails and inclusions plus third party emails (destinations)
- Blog – DTW website & Travel Trends 2025
- Mailing – DTW brochure inclusions & digital brochure (DTW website/trade)
- Trade – product highlights, content round-ups & video content sharing
- PR – press release & media outreach



Regent Holidays – Summer Promotion

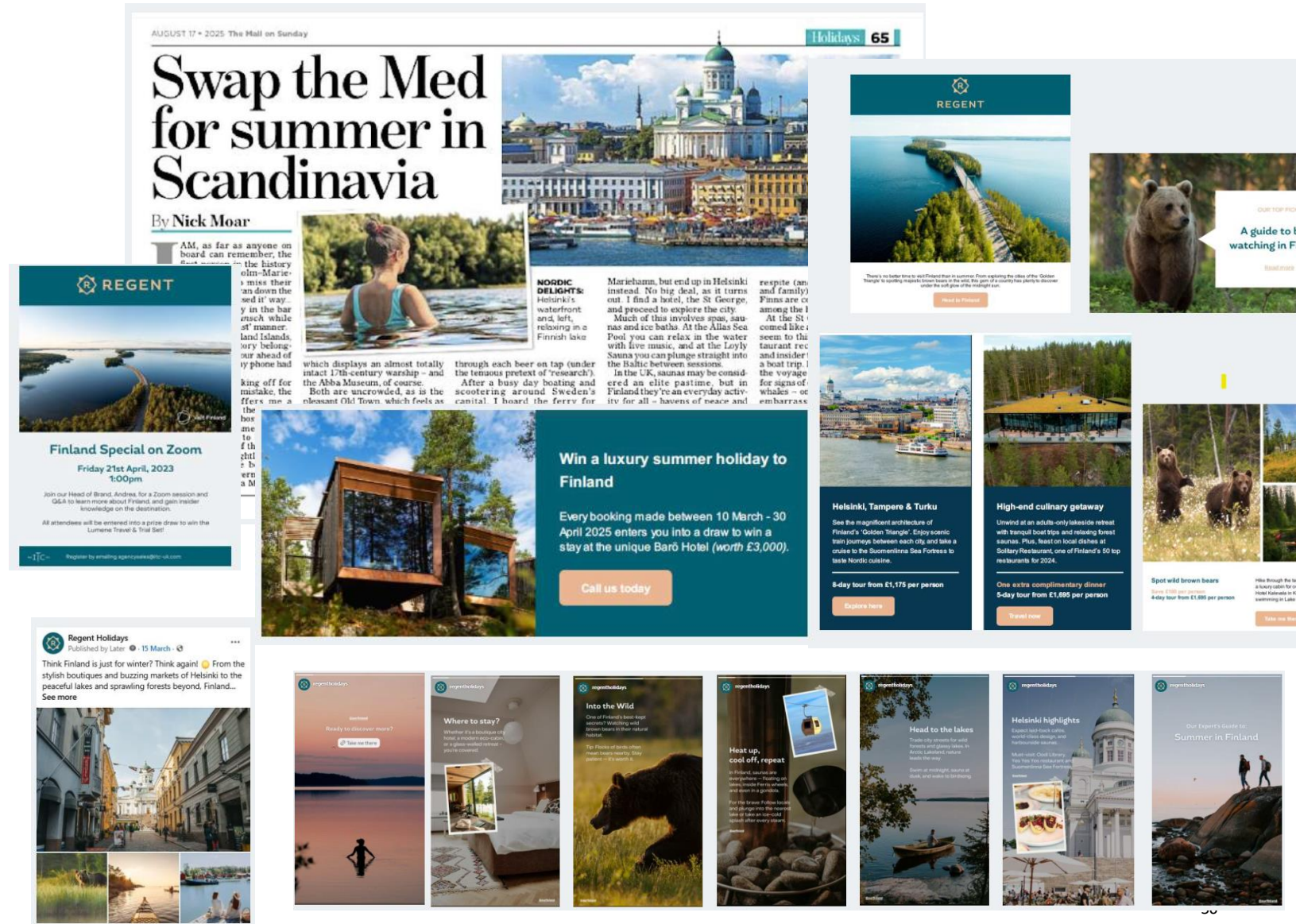
Timing: March 2025 – June 2025

Campaign Re-cap

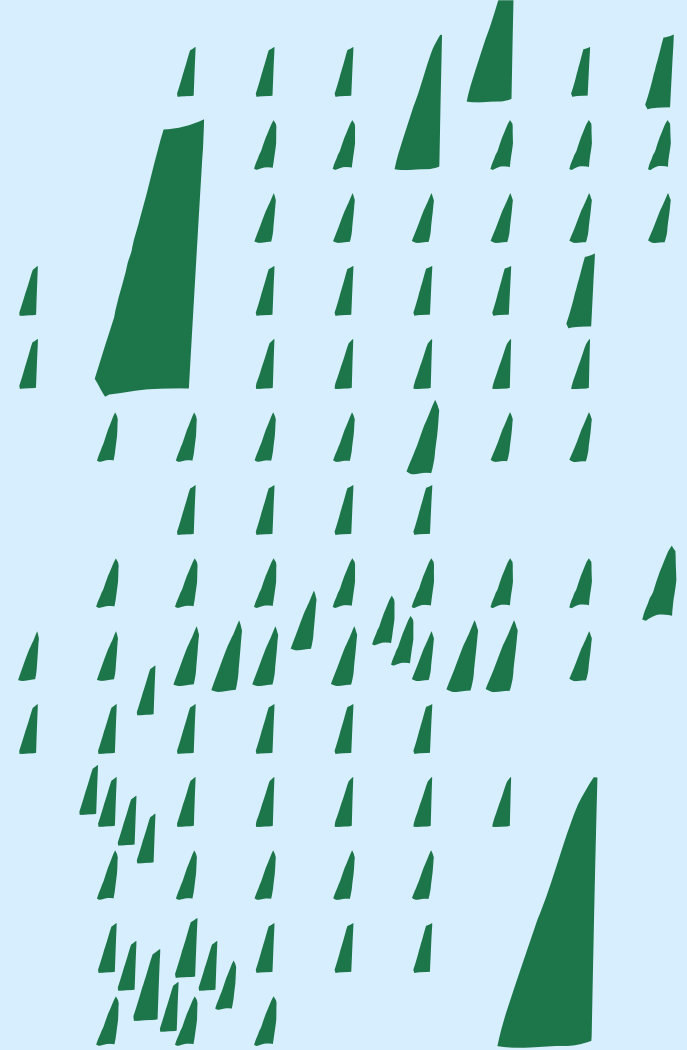
Target of the campaign was to raise awareness of Finland as a summer destination and to increase sales of Regent Holiday's summer production. The campaign was run across in various Regent Holiday's channels, targeting both B2B and B2C audiences.

Activities included for example:

- E-newsletters
- Website promotion
- Finland SoMe takeover
- SoMe campaigns
- Blog features and promotion
- Other shores magazine promotion
- Travel trade engagement
- PR promotion and press trip



UK PR & Media 2025



UK PR & Media Activities

Visit Finland's PR activities in UK include press releases, proactive pitching, media and influencer visits and PR events – all in close collaboration with our London-based PR agency. So far in 2025, we've hosted 18 individual visits, joined 4 international group visits, organized 3 national group visits, 4 TV visits, 1 PR event in UK and shared numerous press releases and pitches.

Coverage January-September 2025

- 288 Media Hits
- Visibility Score 68%
- Brand Building Effect 3.1 billion
- Average Tone 2.96/3.00
- Media: The Times, The Guardian, The Independent, Cosmopolitan, Conde Nast Traveller, Metro, BBC + many more
- Content Creators: @charlotteemilyprice, @loulouexplores, @vernahungrybanana, @thedataconnoisseur and many more

1. The average **Visibility Score** talks about attention, e.g., an article can be expected to get.

2. **Brand Building Effect** is an estimate of the number of media consumers that have seen the article.



Coverage Highlights



How a trip to 'Moomin island' made me rethink summers in the Med

Spending the summer attending music festivals, foraging and island hopping among the happiest people in the world is far preferable to sweltering on a beach in southern Europe, says **Matt Charlton**

The absolute must-do and see things in Finland's Lake Saimaa region

Finland is the kind of place that feels like it shouldn't be real — lakes outnumber people, the air smells like peace and quiet, and *sauna* is considered a nudist national sport.

How we became the world's 18th-best wife-carrying team

Aiming to win my wife's weight in booze, and armed with waterproof mascara and a can-do attitude, we plunged into central Finland for a strange but uplifting weekend away

COSMOPOLITAN

THE TIMES

Finland's offbeat third city — with 40,000 islands in its backyard

Turku, in the country's southwest, has late summer sunshine, riverside drinks and maritime history, plus easy access to one of the world's largest archipelagos



The Guardian

Travels in Moominland: summer in Tove Jansson's Finland



PLACES TO STAY

The Best Hotels in Helsinki, Finland

The Finnish capital is home to many wonderful hotels right in the heart of the action.

Manchester Evening News

I visited Lapland in the middle of summer

Elizabeth stayed in Lapland for one week and learned the secret to Finnish happiness - here's everything she got up to

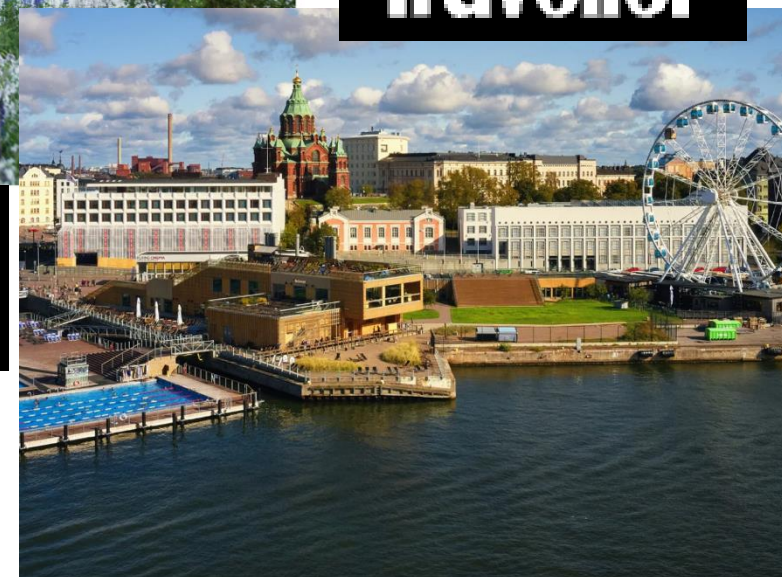
Foodie Finland: the best restaurants and cafes in Helsinki

METRO

I spent 48 hours in the 'Paris of Finland' — the perfect crowd-free city break

Finns' deep affinity with nature is blossoming in its restaurants, where a new generation of chefs are fusing local wild produce with more exotic flavours - all at reasonable prices

Condé Nast Traveller



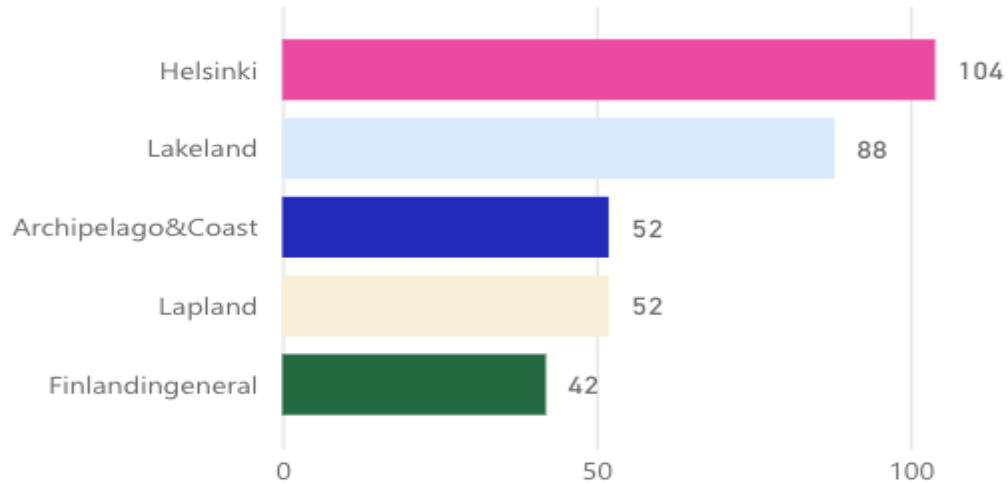
INSPIRATION

I took a spontaneous trip to this underrated European country, and found the ultimate summer escape

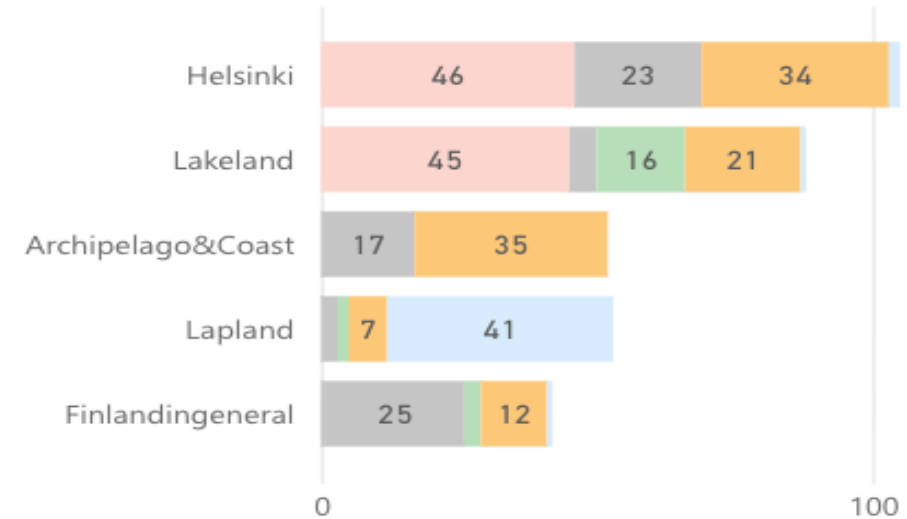
Why Finland should be on your summer bucket list

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

Number of hits per region



Regional coverage by season

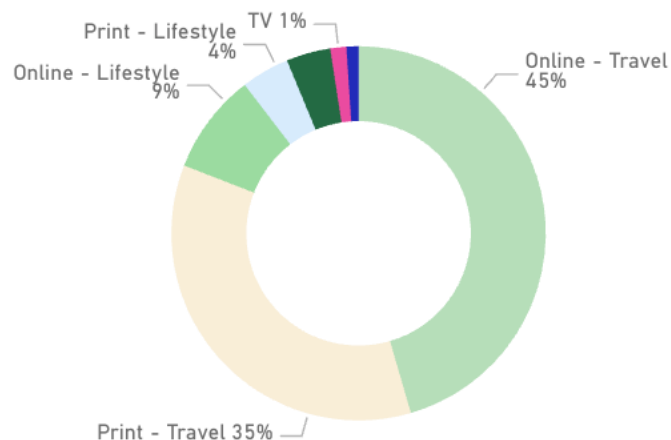


Theme	Number of hits	Visibility Score	Brand Building Effect	Publicity Value (€)
Outdoors	79	68 %	467M	982,155 €
Culture	58	69 %	405M	418,963 €
Tourism in general	52	62 %	433M	604,707 €
Happiness	34	76 %	689M	1,580,516 €
Wellness	23	72 %	93M	137,288 €
Sustainability	17	63 %	52M	110,174 €
Global campaign	11	70 %	735M	223,005 €
Gastronomy	4	69 %	152M	92,221 €
Luxury	4	53 %	16M	556,130 €
Local campaign	3	75 %	20M	73,267 €
Total	288	68 %	3063M	4,785,707 €

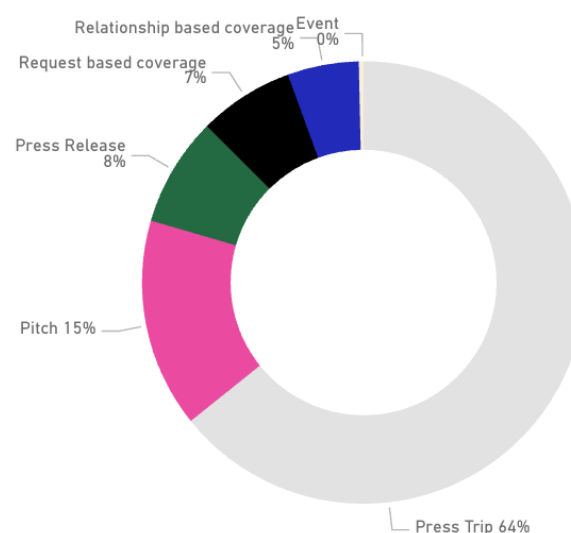
- Helsinki has been the most popular region with 104 hits.
- Autumn was the most popular season with 89 hits.
- Outdoors was the most popular theme (79 hits, 68% visibility score), followed by Culture (58 hits, 69% visibility score)

Origin, Media Type & Relevance, UK Q1-Q3/2025

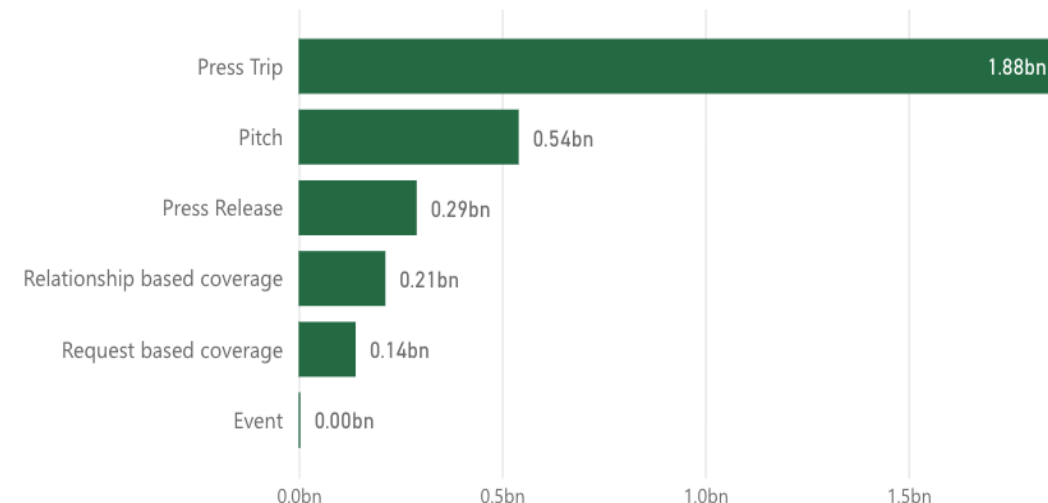
Share of hits by Media type



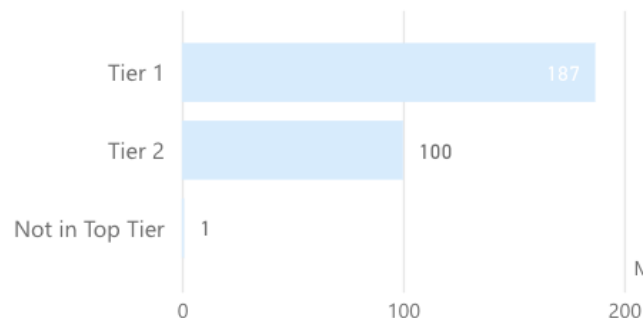
Share of hits by Origin



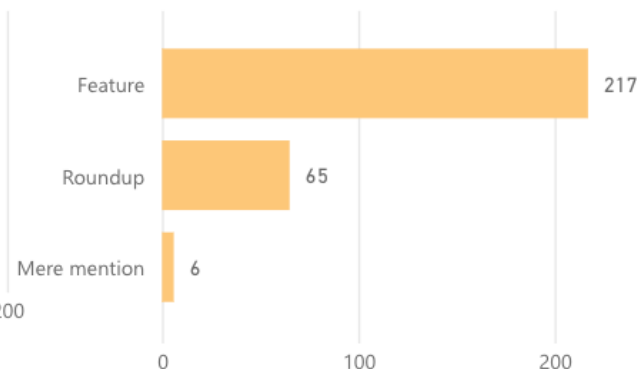
Brand Building Effect by Origin



Number of hits by Media Relevance



Number of articles by Subject Prominence



- 54% of coverage featured in online media and 39% in print media.
- Most hits originated from press trips, pitches and releases – with press trips also leading in Brand Building Effect.
- 75% of articles were feature stories, offering in-depth exploration of Finland.
- 65% of coverage in Tier 1 media.

