

USA market Outlook webinar

27th November, 2025



Visit Finland



USA – market insights

November 2025

Summary of key findings

- **Robust Post-Pandemic Recovery:** American tourism to Finland has not only recovered but **exceeded pre-COVID levels**. In 2024, U.S. travellers logged **445,100** nights in registered accommodation in Finland (+16% YoY, **+27% vs 2019**). Counting Airbnb-style rentals, Americans spent **592,500** total nights in paid lodging (+17% YoY, **+46% vs 2019**) – an all-time high that cements the USA as Finland’s **largest non-European market** and 5th biggest overall by volume.
- **High Spending Market:** The USA is a top contributor to tourism revenue. American visitors spent about **€312 million** in Finland in 2024, making the U.S. the **3rd highest-spending source** (after Germany and Estonia, ahead of the UK). Although Americans represented 6% of foreign visitors, they contributed 8% of spend. In Jan–Sep 2025 their average spend was **€902 per trip** (€105/day) – higher than most Europeans – though this was down 16% YoY as travellers shortened trips and economized due to a strong Euro.
- **Leisure Travel Dominates: 86% of U.S. visitors** come for leisure (vacation 60% + VFR 22%). Business travel together with study trips is a small share (18%). Finland is primarily a holiday destination for Americans. Popular motivations include unique Arctic experiences, nature, and culture.

Summary of key findings

- **Year-Round Record Growth:** U.S. arrivals hit record levels in **every season** of 2024. **Summer 2025** saw **176,500** U.S. nights (+12% YoY, +61% vs 2019) – the highest ever, making Americans the 3rd largest summer visitor group after Germany and Sweden. **Winter 2024–25** reached **103,100** U.S. nights (+19% YoY, +92% vs 2018–19 winter) – also a record, with Finland attracting many Americans for Christmas and Northern Lights trips. Spring and fall were also up, reflecting broad-based growth rather than reliance on a single peak.
- **Helsinki and Lapland are Key Destinations:** U.S. tourists concentrate in **Helsinki region** (64% of trips) and **Lapland** (14%). Helsinki is the entry point and popular year-round for its history and design, while Lapland is a huge draw in winter (Santa Claus Village, aurora viewing, Arctic resorts). Americans spent €167M in Helsinki and €79M in Lapland in 2024, evidencing Lapland's high per-visitor spend. Other parts of Finland (Lakeland, coast, etc.) see relatively few American visitors, indicating opportunity to promote more regional travel if product-market fit (e.g. summer cottages, national parks) can be found.
- **Shorter Trips, Advance Planning:** The median stay for Americans is **4 nights**, with many doing 3–5 night itineraries (often as part of a multi-country tour). Despite the distance, they plan ahead – average booking lead time **3.1 months**. Many U.S. travellers add Finland onto a broader Europe trip rather than spending very long solely in Finland.

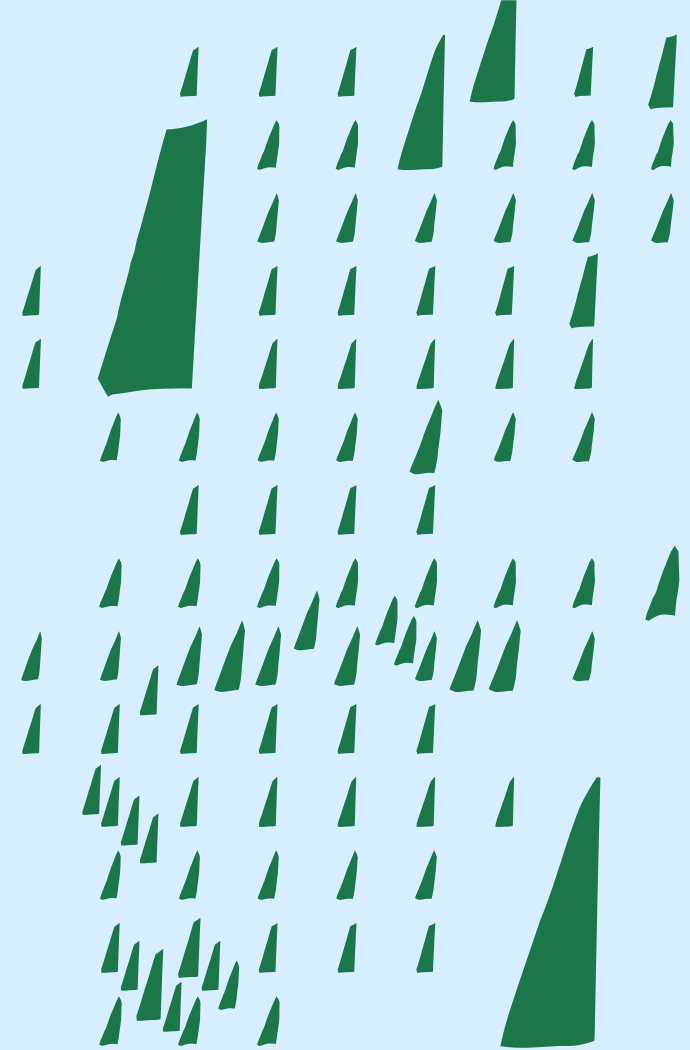
Summary of key findings

- **Strong Nordic Presence:** The U.S. is now a major source across the Nordic region. As of 2025, the USA ranks **#2 in Norway** and **#3 in Finland, Sweden, Denmark** for visitor overnights. (Iceland likely #1 if data available.) All Nordics have seen rising U.S. travel.
- **Flight Connectivity Improving:** Direct air service between the U.S. and Finland is expanding. For Dec 2025–Feb 2026, **airline seat capacity from the U.S. to Finland is up 20%** vs the previous winter. Finnair has added routes/frequencies to meet demand. This expanded connectivity lowers barriers for American travellers and is a significant opportunity to welcome more visitors, especially outside of peak months when flights are year-round. Continued support for new routes will be key to sustaining U.S. growth.
- **Digital Interest at All-Time High:** American online search demand for Finland hit new highs in 2024. U.S. searches about travel to Finland were **consistently above 2023 levels** and spiked for specifics like “sauna,” “Northern lights,” “glass igloos,” and “Santa Claus”. Notably, interest in “**vacation packages**” for Finland also grew, suggesting many Americans are looking for packaged tours. This digital signal indicates robust curiosity – a ripe chance for targeted marketing and content to convert this interest into bookings.

Summary of key findings

- **Shift in Traveler Mix:** Compared to 2024, **2025 saw more solo travellers and fewer families** from the U.S., and travellers were more budget-conscious. Total U.S. visitor numbers held steady (-1% YoY for vacation trips) but **spending dropped 16%** as visitors shortened stays and spent less on accommodation and dining (due to a weaker USD). Ensuring value for money – e.g. promoting travel in months where prices are lower, or value-added deals – could help maintain U.S. volumes if economic headwinds continue.
- **Continued Growth Potential:** Long-term forecasts expect U.S. travel to Finland to keep rising (overnights +29% by 2034, spend +44%). Moreover, Finland still captures a tiny share of Americans traveling to Europe. The **USA is the largest source of tourists to Europe** overall, and with Finland relatively “undiscovered” (compared to, say, Italy or France), the upside is significant. The Nordic region’s profile among Americans is high – many dream of seeing the Northern Lights, Viking history, or Nordic design – and Finland can capitalize on those interests (e.g., Finland offers Aurora hunting, unique Sámi culture, world’s happiest country vibe, etc.). By investing in marketing, partnerships, and product development as outlined above, Finland and its Nordic neighbours can expect the U.S. market to remain a vital and growing source of high-value visitors in the years ahead.

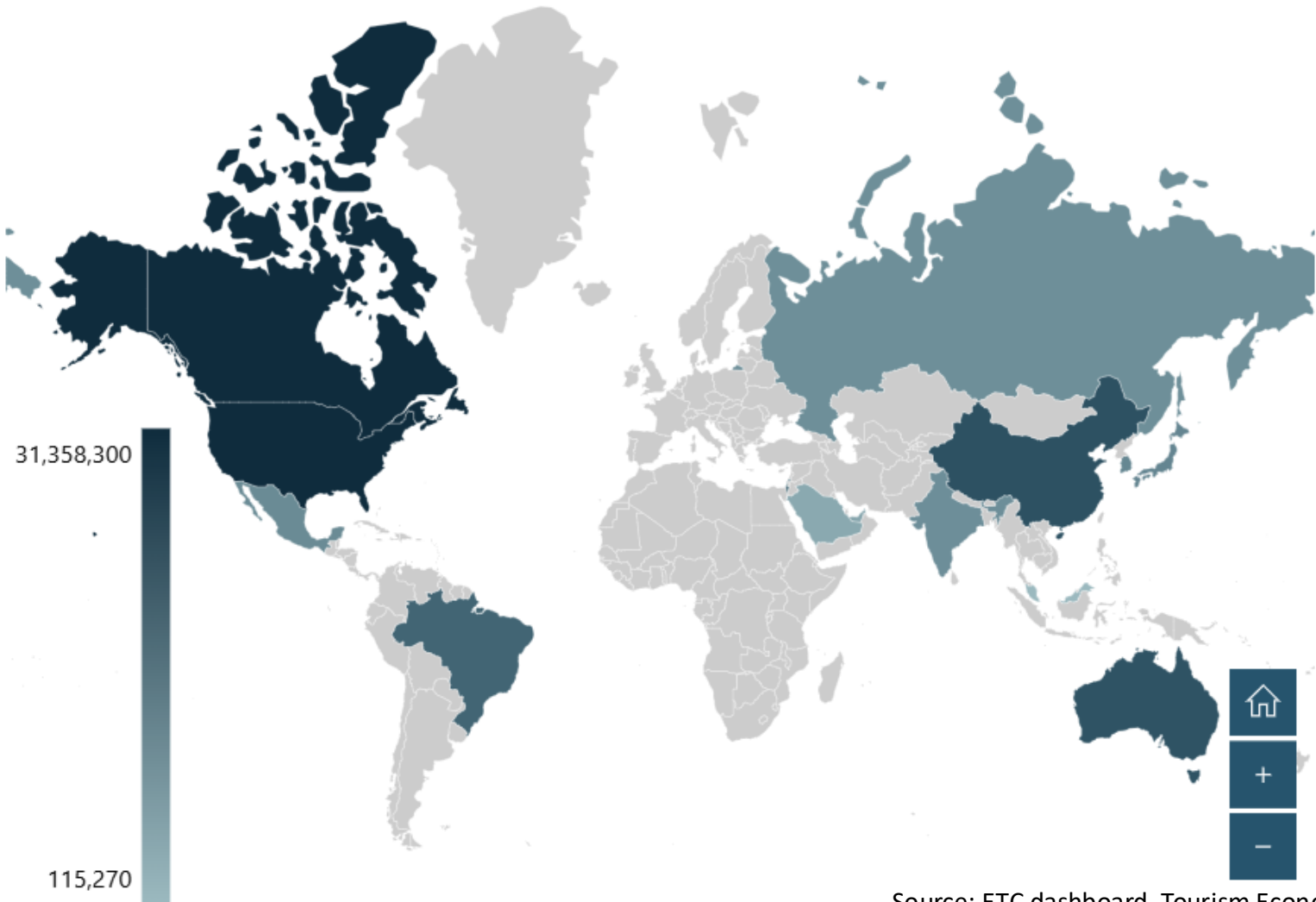
US travel to Europe



Absolute ☒ Growth

United States	31,358,300
Canada	5,694,270
China	4,795,630
Australia	4,712,380
Brazil	3,903,210
Israel	3,117,470
Japan	2,439,380
South Korea	2,379,070
Mexico	2,199,960
India	2,036,430
Russia	2,007,260
United Arab Emirates	959,262
Saudi Arabia	833,670
Singapore	350,783
Malaysia	115,270

The **United States** clearly represents the biggest international source of tourists visiting the EU.

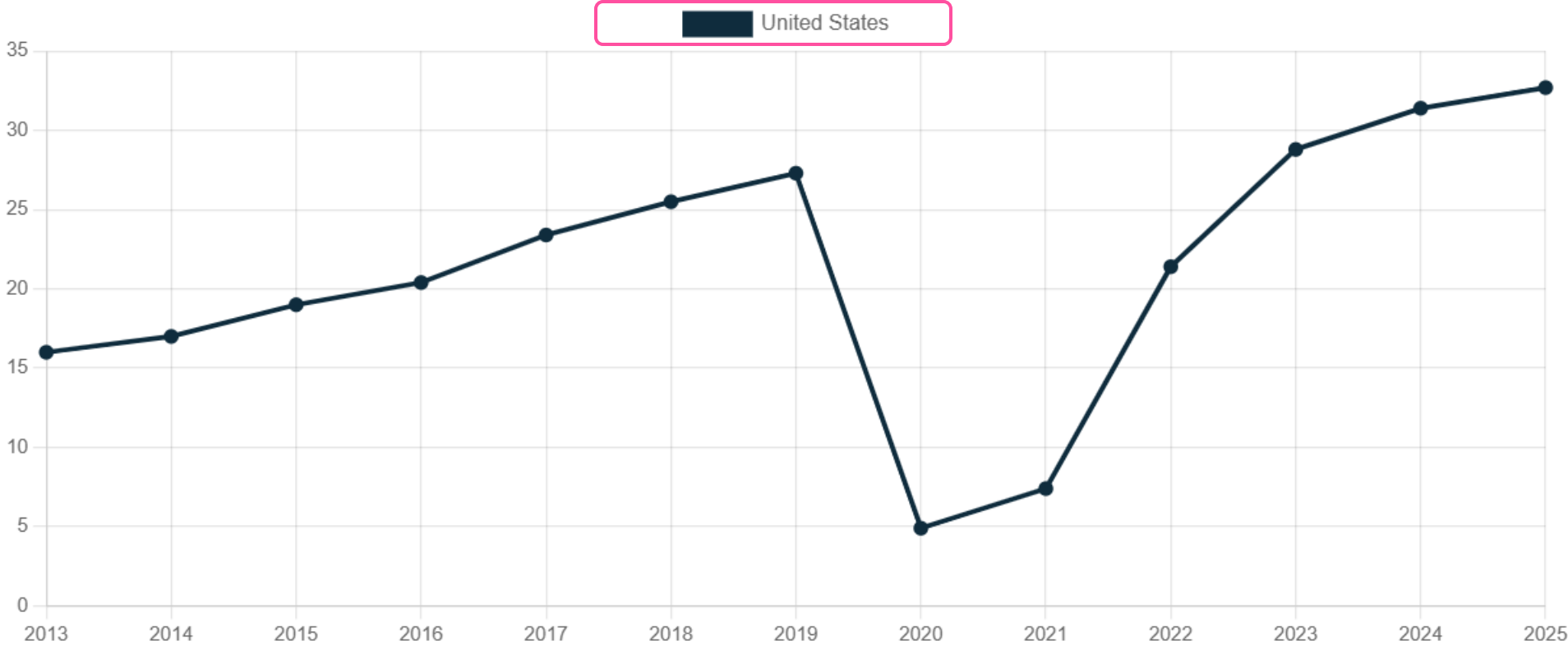


Steady growth in US arrivals to the EU

International tourist arrivals to European Union by source market (millions)

United States

Absolute ☒ Growth



Year	YoY change
2025	+4%
2024	+9%
2023	+34%
2022	+189%
2021	+52%
2020	-82%
2019	+7%
2018	+9%
2017	+14%
2016	+8%
2015	+12%
2014	+6%

Market insights - USA

United States

2024



Total Arrivals (World) in 2024

139,404,700

↑ 9.35% from previous year



Total arrivals to Europe in 2024

42,437,303

↑ 9.47% from previous year



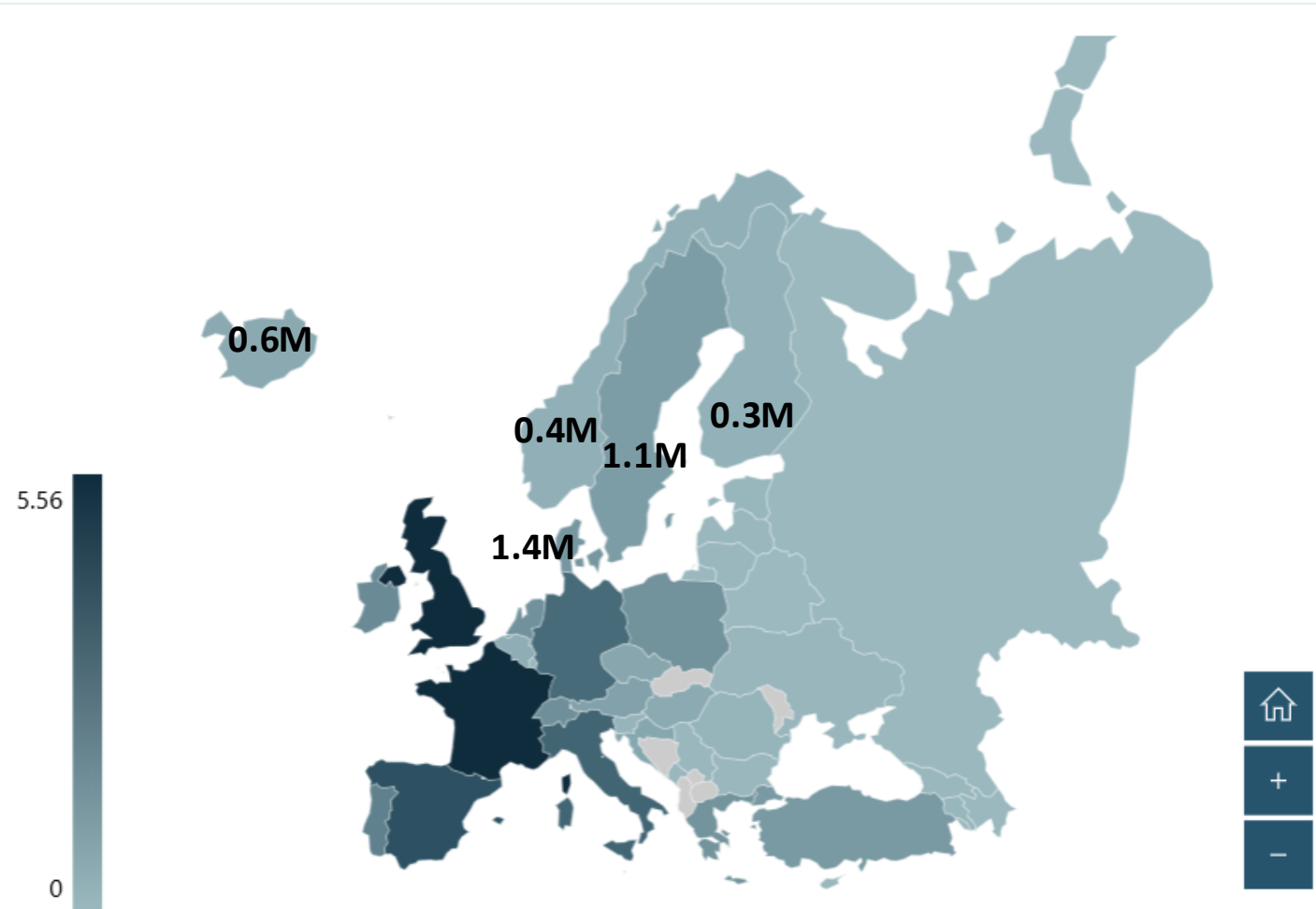
Growth of arrivals to Europe

3.48%

2025/2024 (forecast)

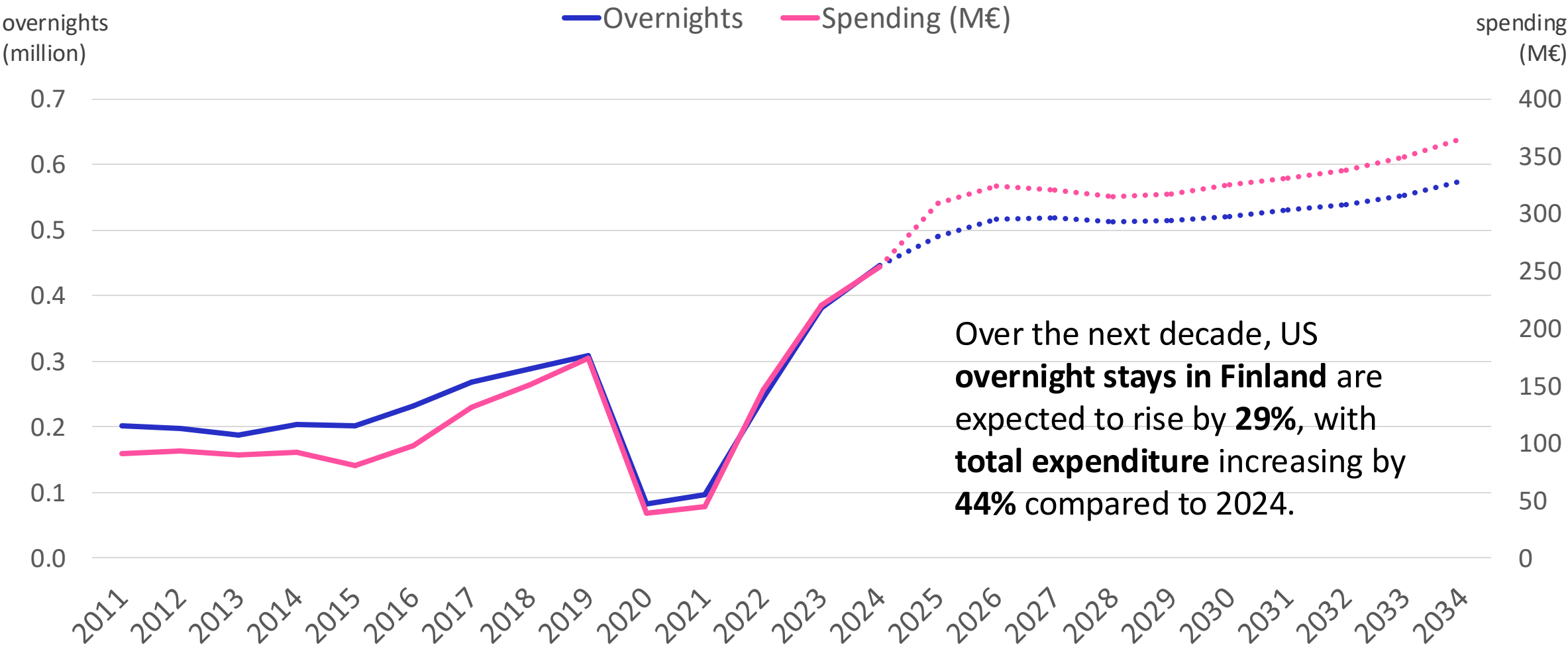
US tourist arrivals to European destinations in 2024

Absolute ☒ Growth



US Overnights (million) & Spending (M€) in Finland

in 2011-2024 and forecast for 2025-2034



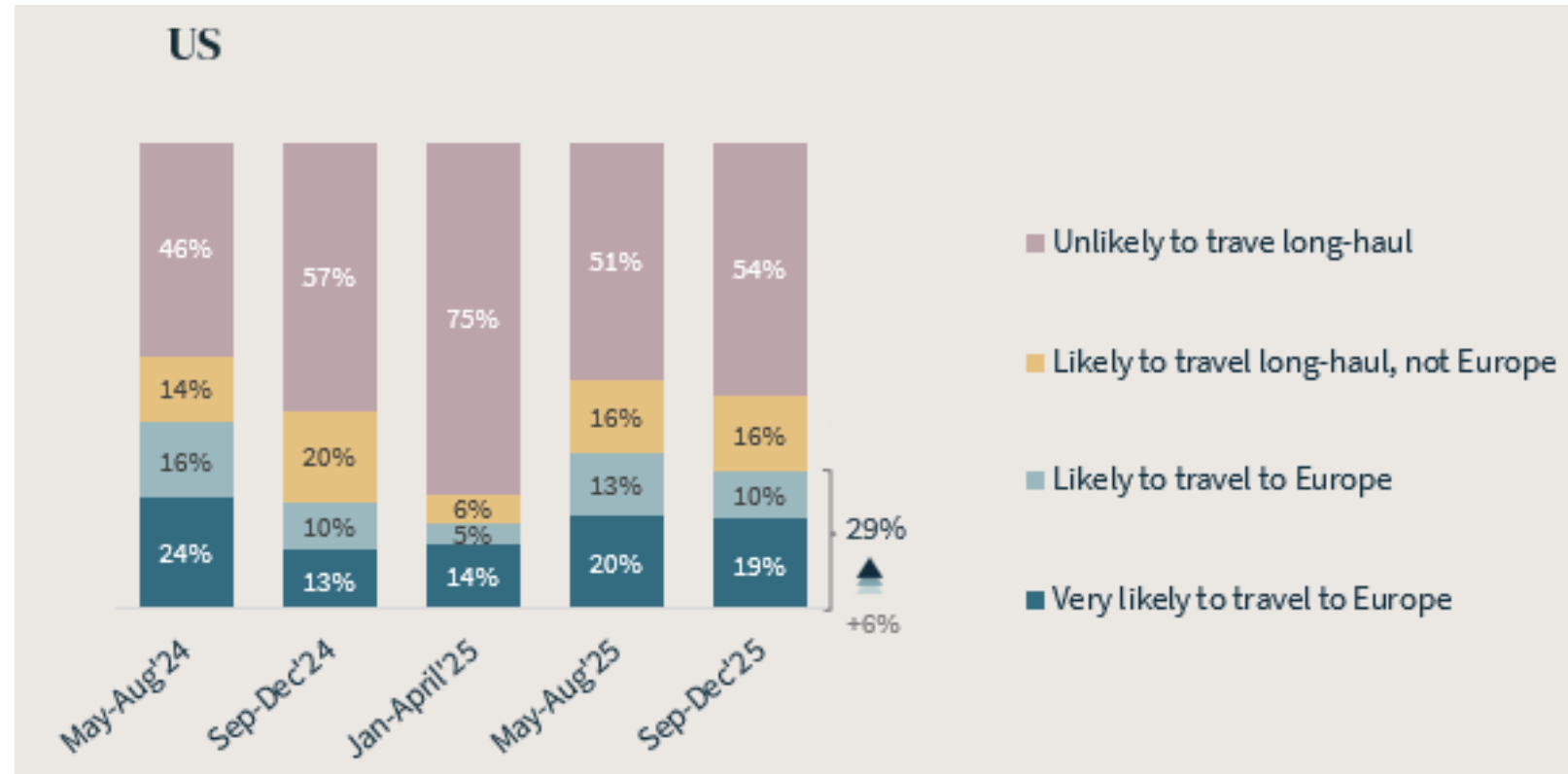
Over the next decade, US **overnight stays in Finland** are expected to rise by **29%**, with **total expenditure** increasing by **44%** compared to 2024.

Evolution of US travel intention to Europe

Travel intentions from the US to Europe over the next four months remain modest, with **29% of Americans planning a trip**. Still, this marks a **notable increase of six percentage points** compared to last year's 23%, reflecting a gradual rebound in interest.

Lufthansa reports that demand from the US was particularly strong during the summer of 2025, though a slowdown is expected in the autumn as economic uncertainty, a decline in business travel, and shifting consumer behaviours weigh on travel plans.

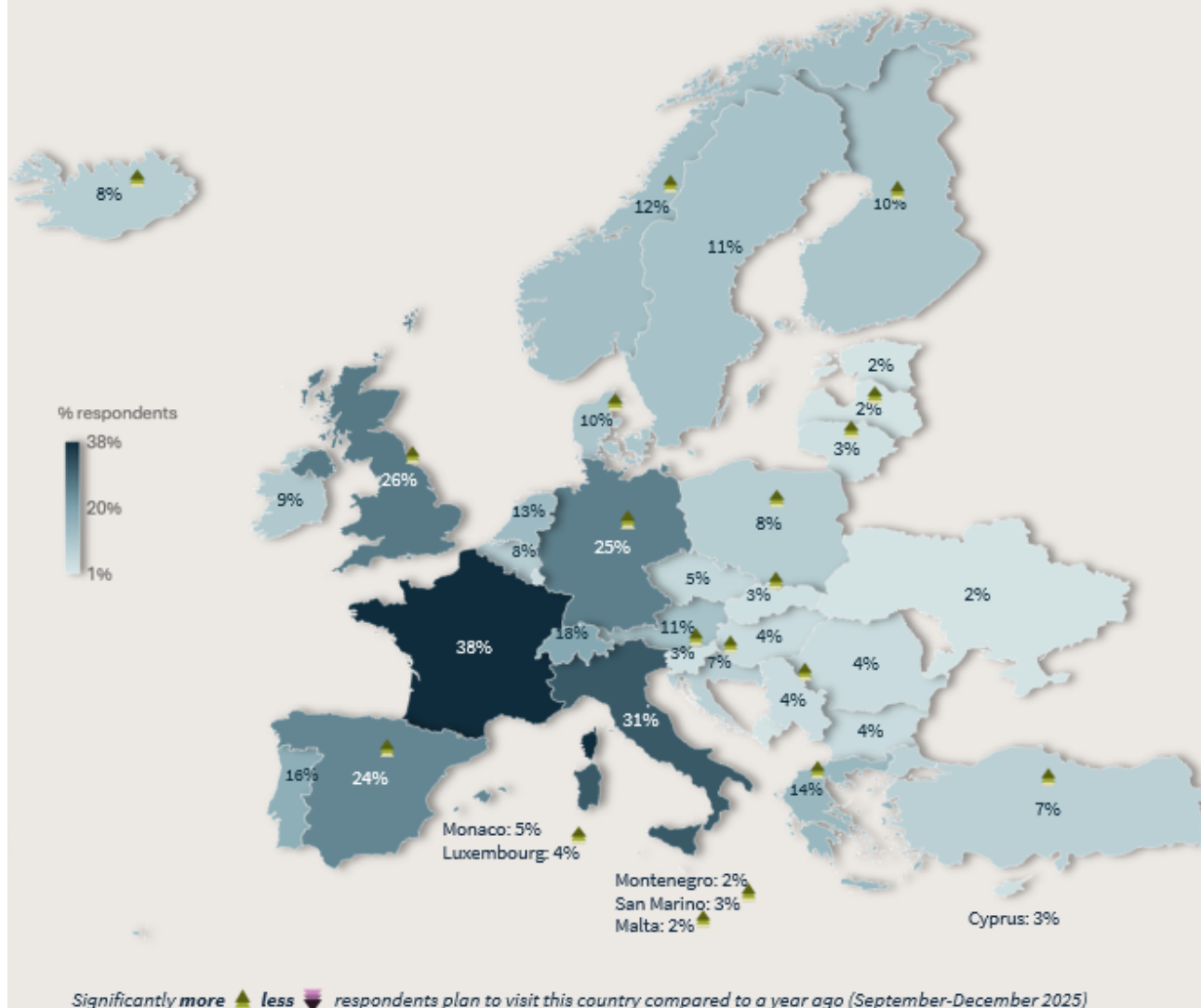
While the fragile economy continues to shape purchasing decisions, political factors appear to have little influence.



A diverse range of destinations shapes autumn travel

From selected* long haul markets

Preferred European destinations for holidays in autumn 2025

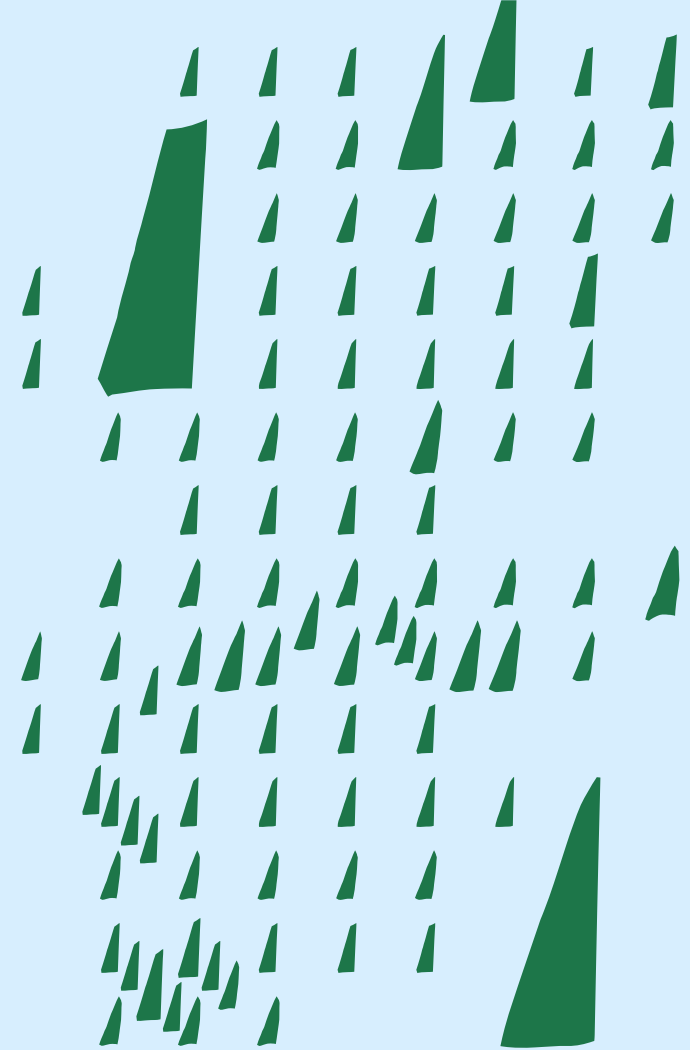


73% ⁺³ of autumn travellers to Europe plan to visit more than one country

Interest in Nordic destinations is on the rise, with Norway, Iceland, and Finland all showing significant growth — +3% each since last year — as long-haul travellers are increasingly drawn northwards toward the end of the year.

*) Australia, Brazil, Canada, China, Japan, South Korea, US

US overnights in the Nordic countries

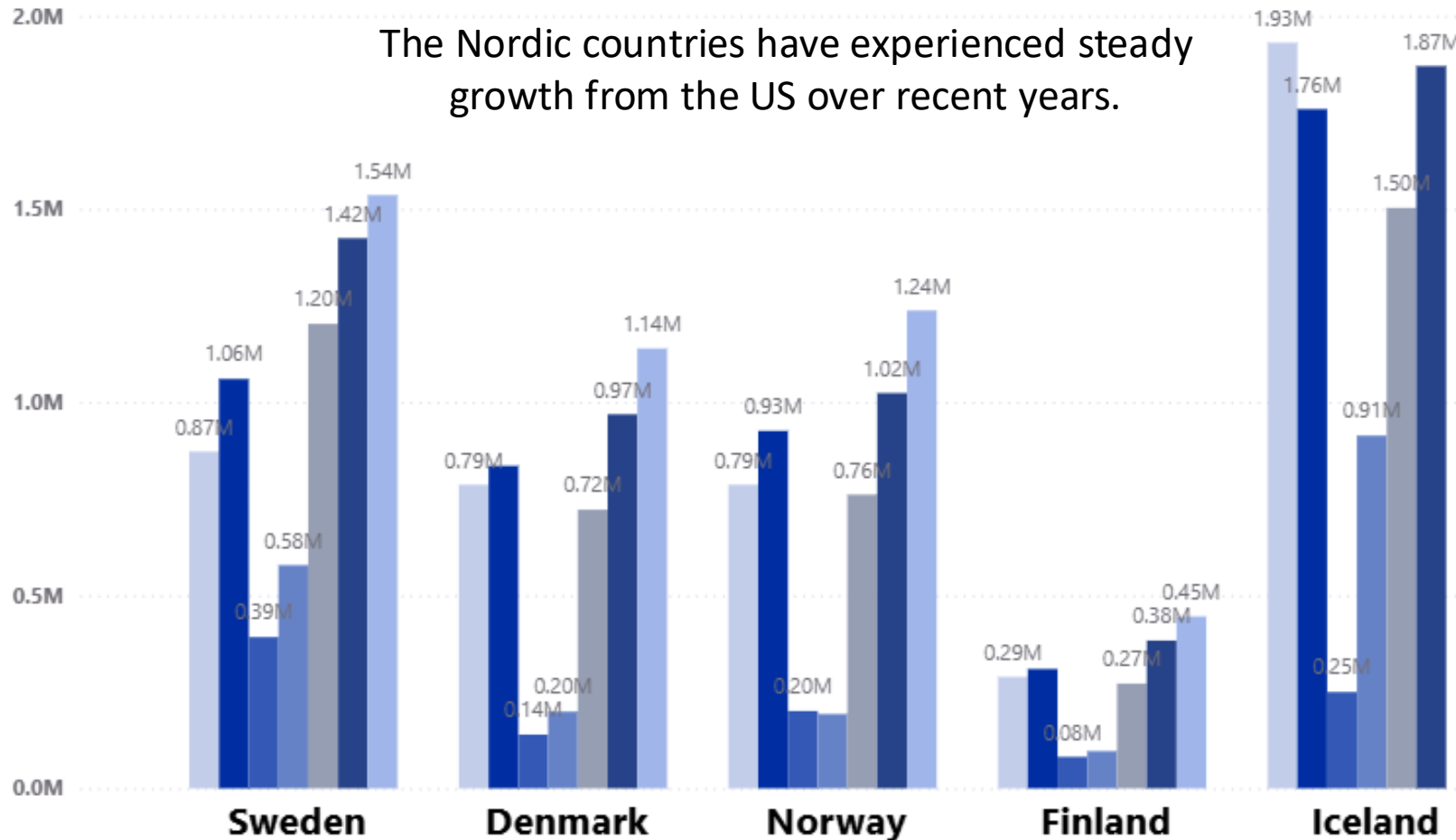


US registered overnights in the Nordics

Overnights in the Nordic countries

WHOLE COUNTRY Foreign United States

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

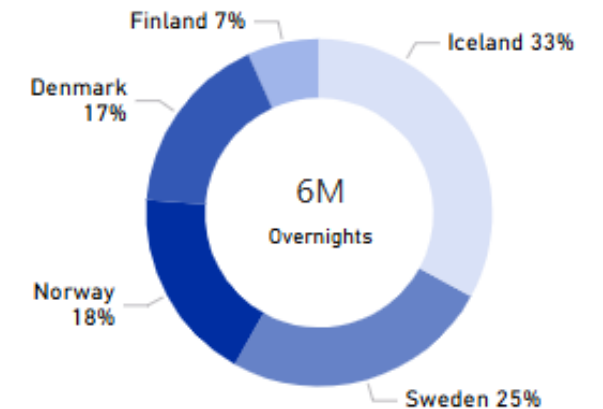


Select year for shares

2023

Share of overnights

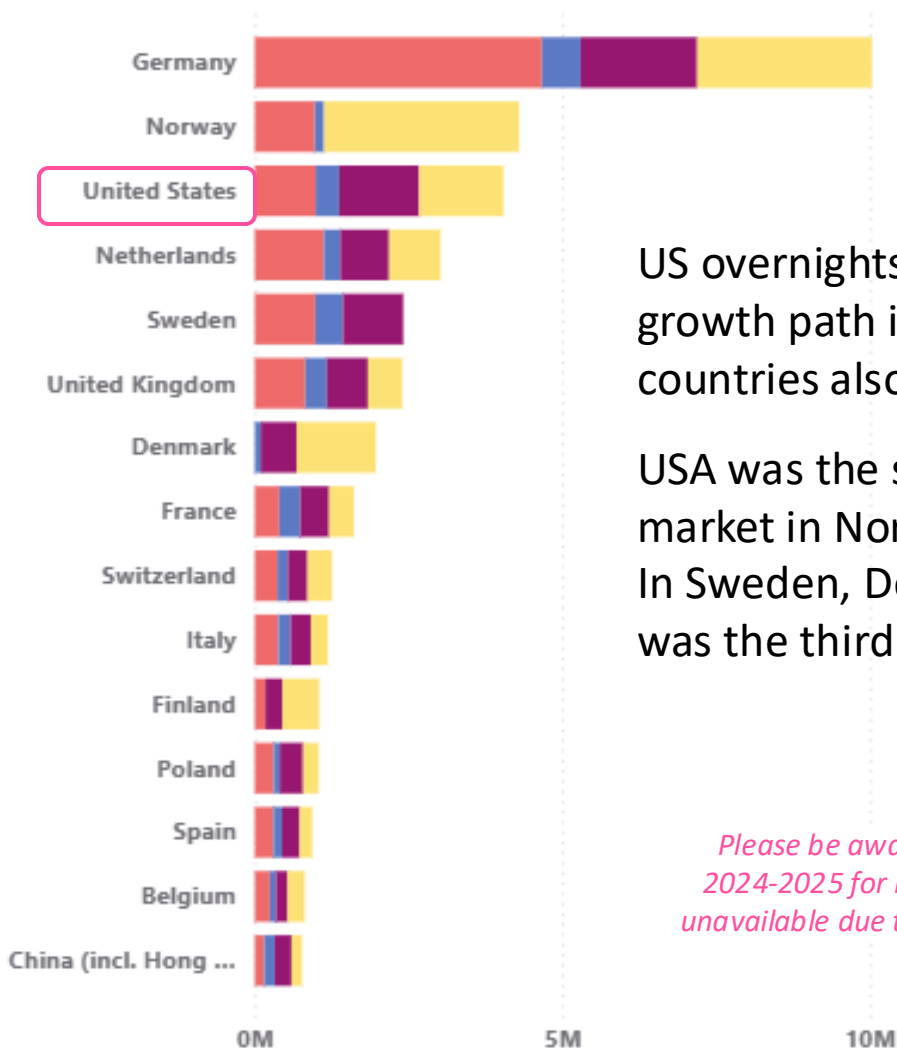
WHOLE COUNTRY Foreign United States 1.1.2023-31....



Graph of market shares is for year **2023** as **Iceland** is not currently publishing data for 2024 & 2025 on overnights by nationality due to undergoing revisions in statistics.

US overnights in the Nordics Jan-Sep 2025

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

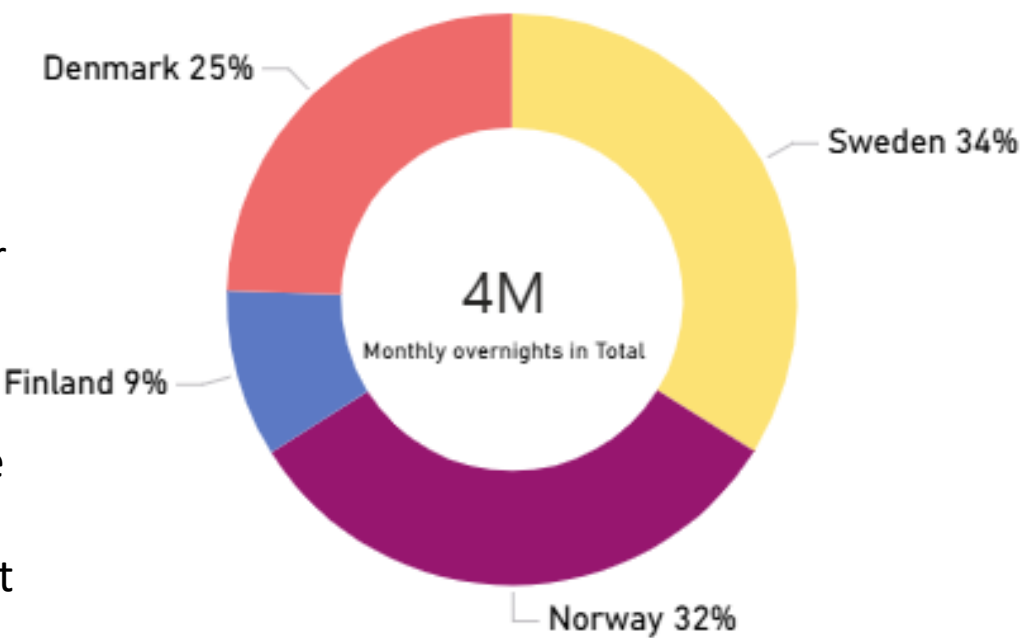


US overnights have continued their growth path in the Nordic countries also this year.

USA was the second biggest source market in Norway in Jan-Sep2025. In Sweden, Denmark, and Finland it was the third biggest market.

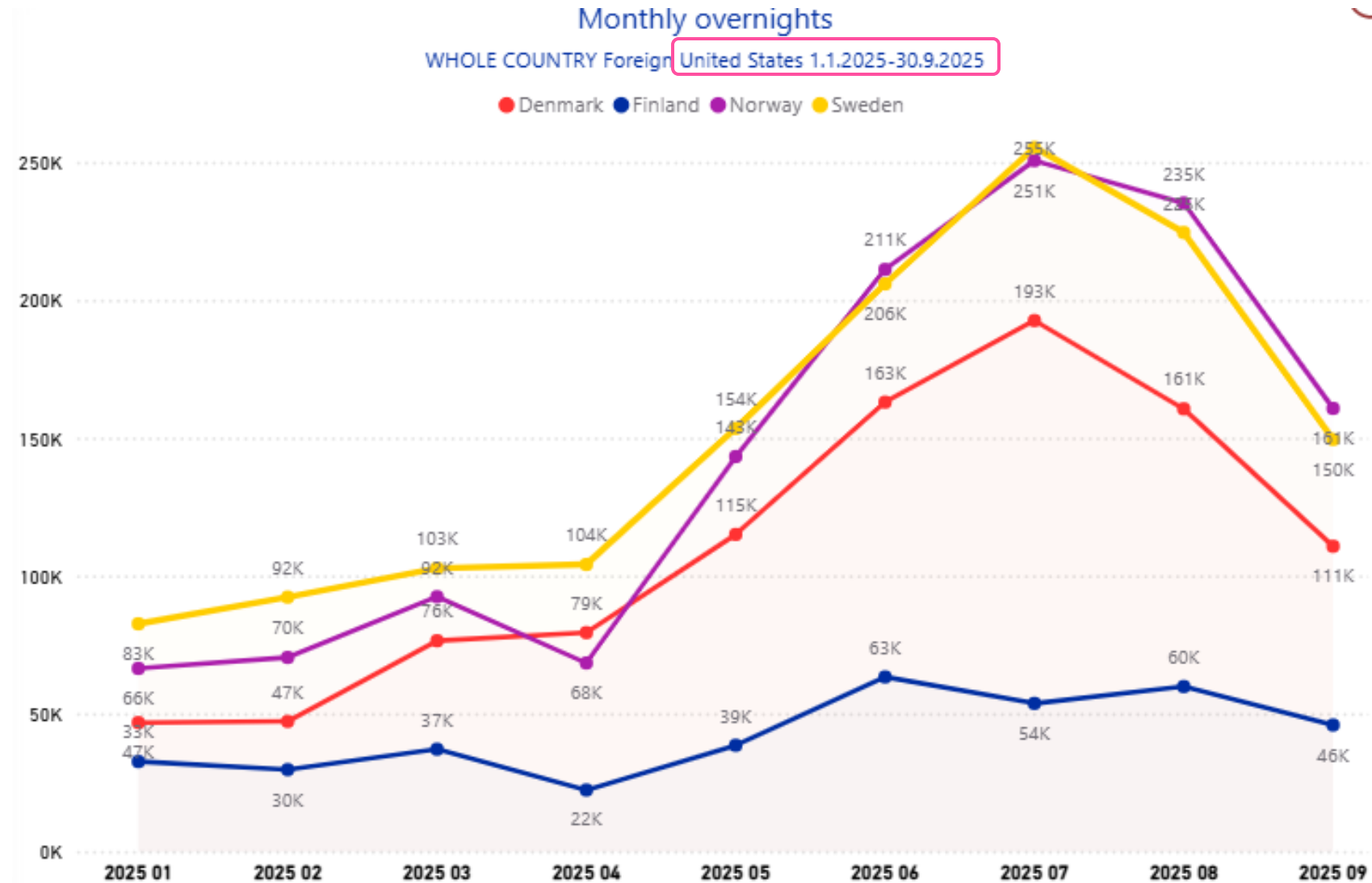
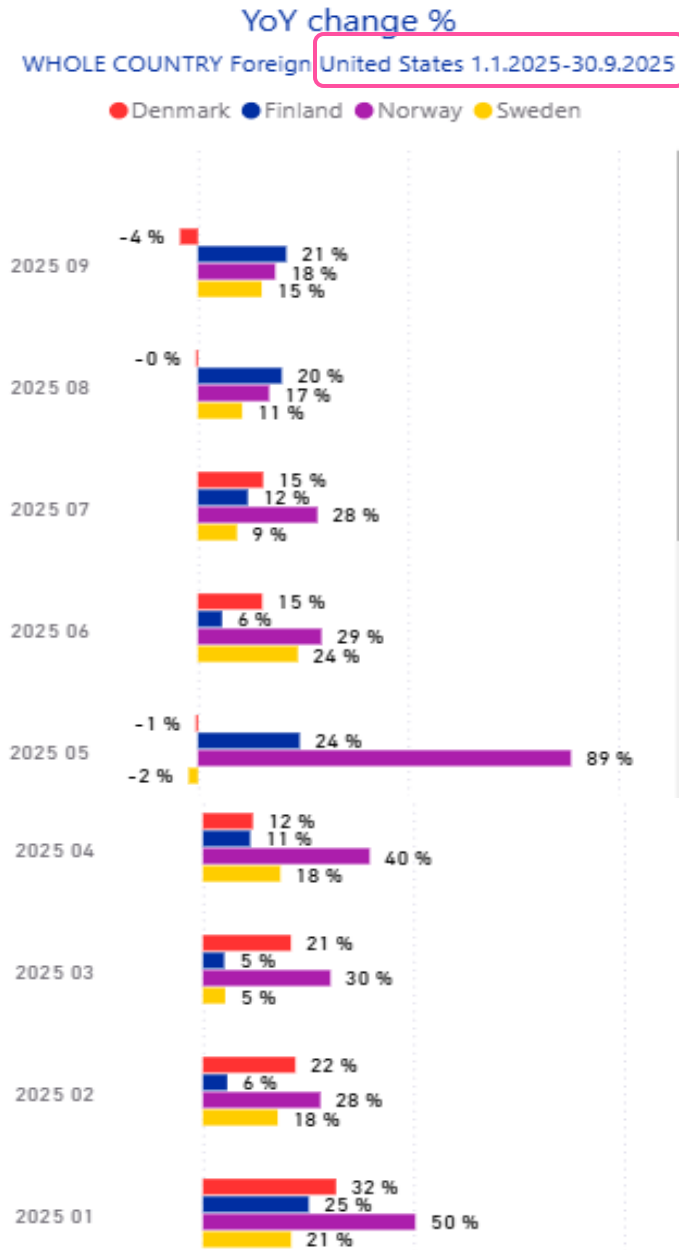
Please be aware that the statistics 2024-2025 for Iceland are currently unavailable due to ongoing revisions.

WHOLE COUNTRY Foreign United States 1.1.2025-30.9.2025



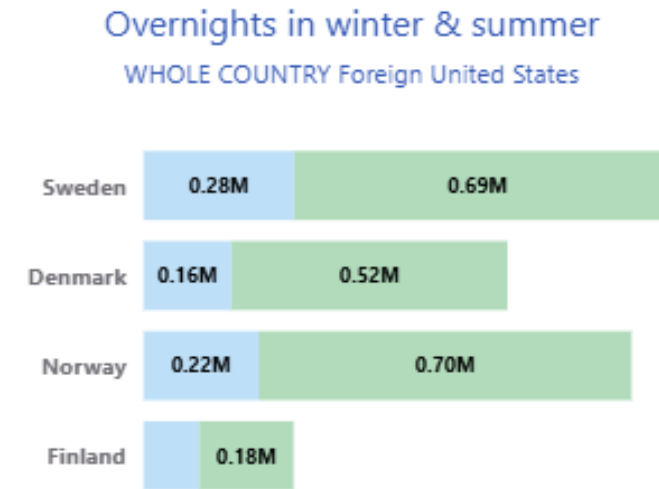
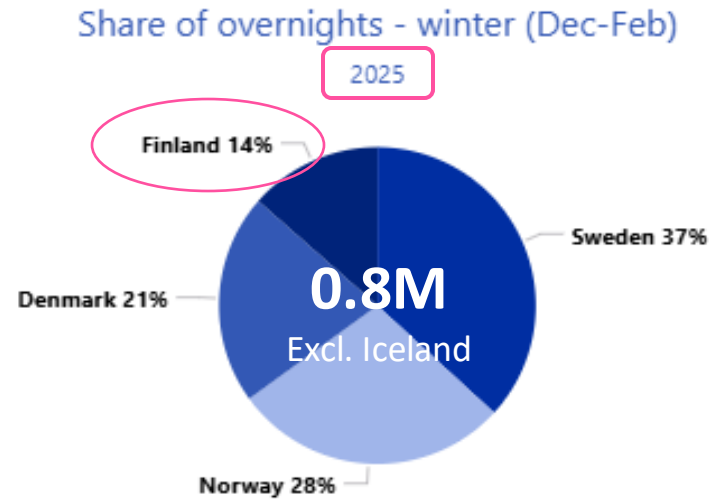
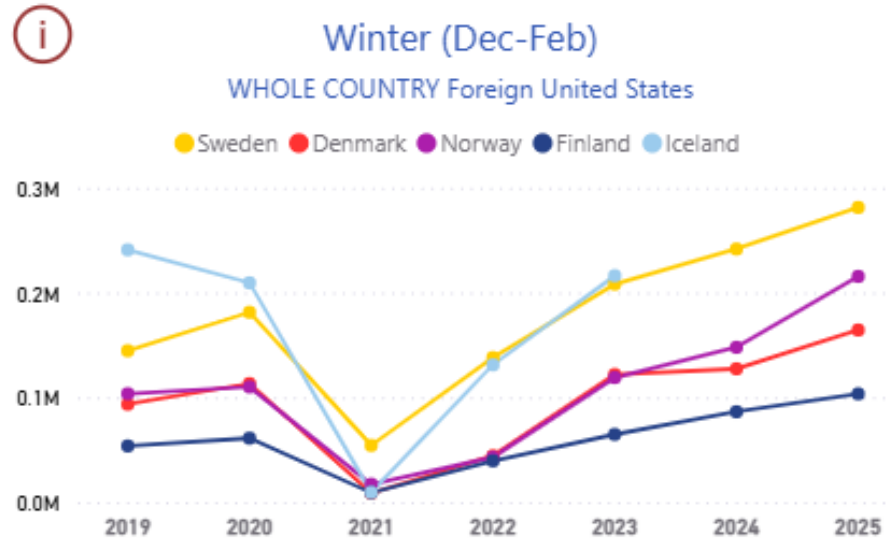
Nordics	Monthly	YoY change %
Sweden	1,370,832	12 %
Norway	1,298,990	31 %
Denmark	992,038	9 %
Finland	383,389	14 %

US monthly overnights in the Nordics Jan-Sep 2025

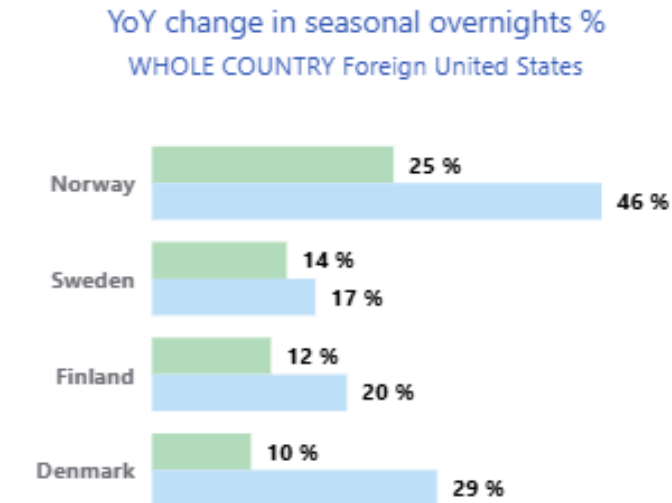
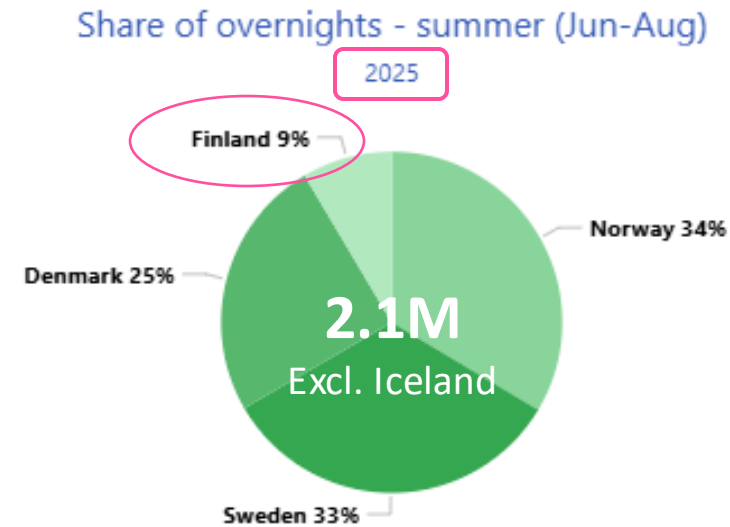
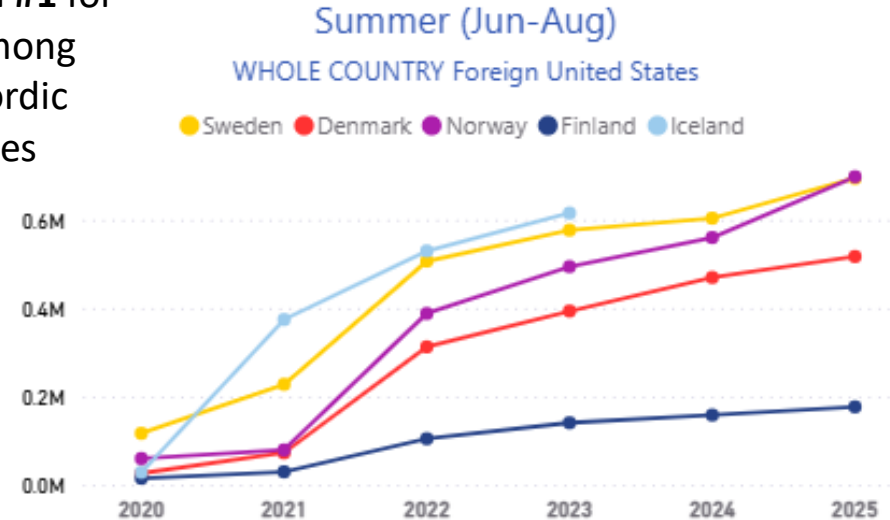


[Nordic report](#)

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



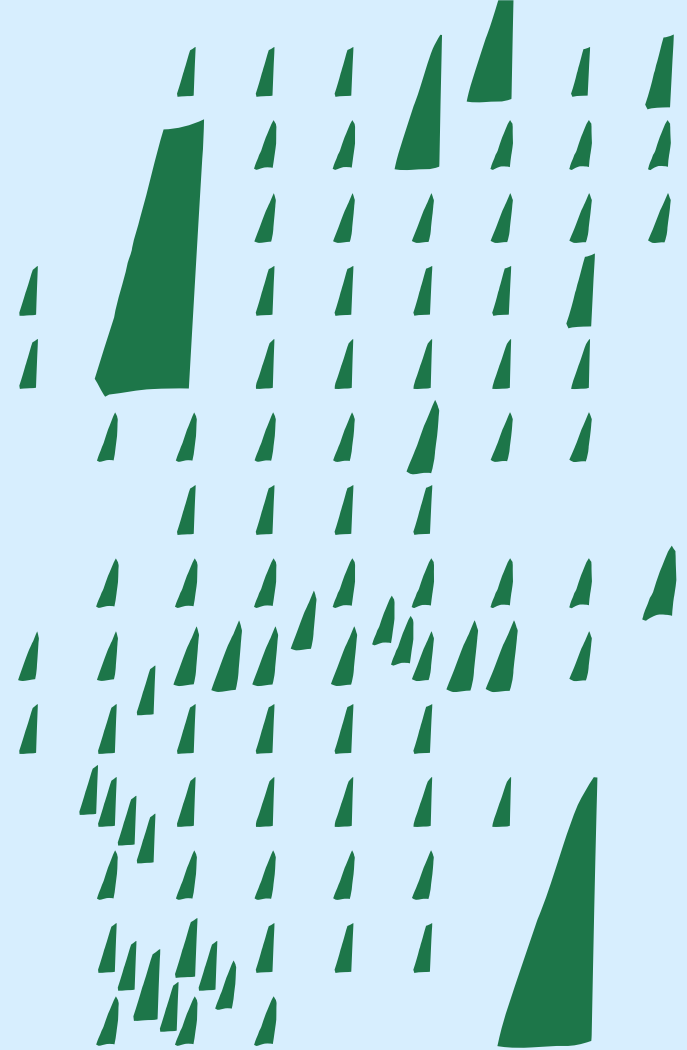
Iceland #1 for USA among the Nordic countries



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

Border survey **US trips to Finland**

Year 2024

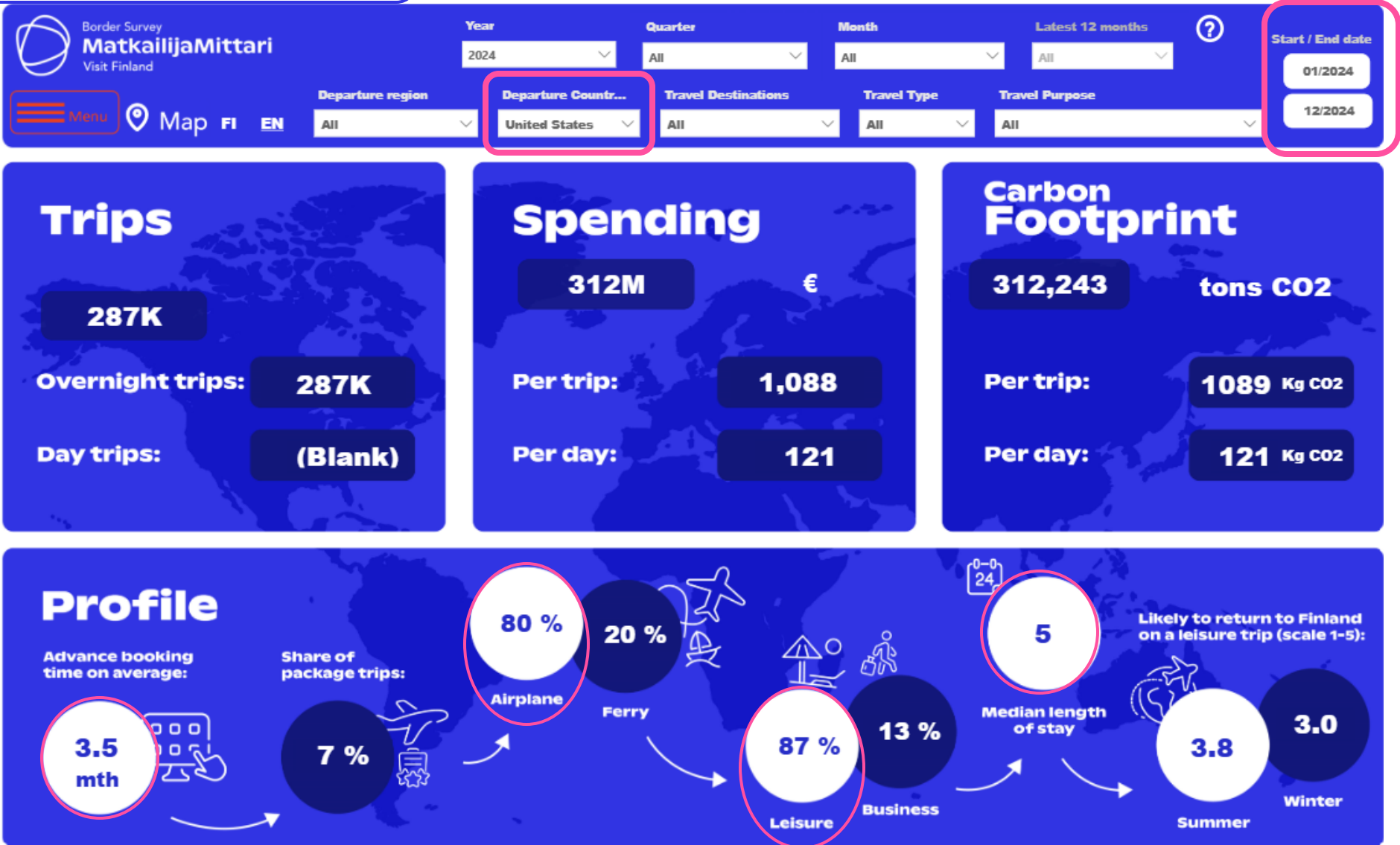


All US travellers to Finland

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

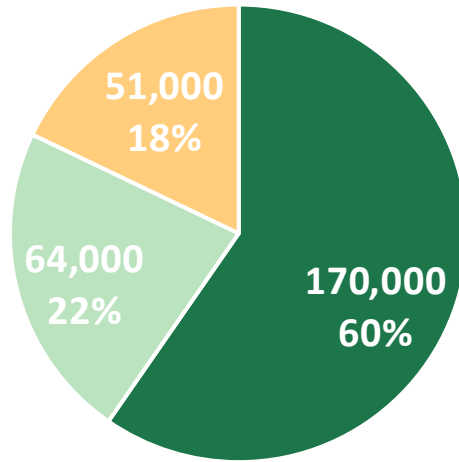
Country	Spend M€
Germany	376
Estonia	328
United States	312
United Kingdom	273
France	252
Sweden	191
Spain	154
China	154
Italy	149
Netherlands	111



US trips & spending by travel purpose & main destination

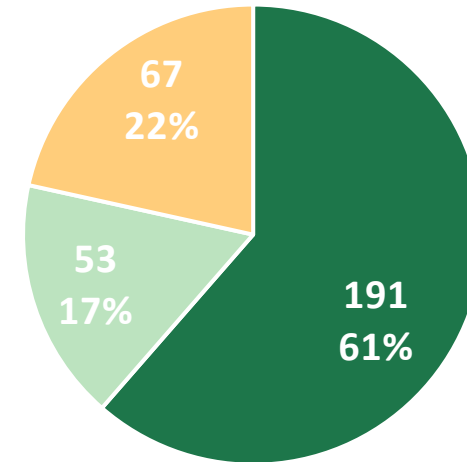
USA: Trips to Finland

■ Vacation/recreation ■ Visiting friends/relatives ■ Business, Study



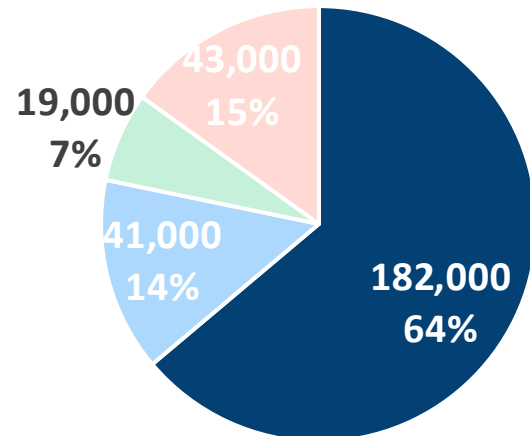
USA: Spending in Finland, M€

■ Vacation/recreation ■ Visiting friends/relatives ■ Business, Study



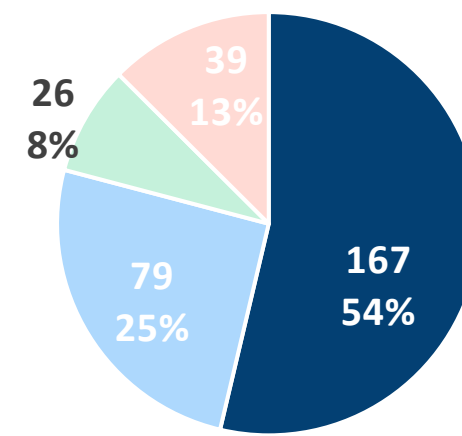
USA: Trips to Finland

■ Helsinki & Uusimaa ■ Lapland ■ Tampere & Pirkanmaa ■ Other

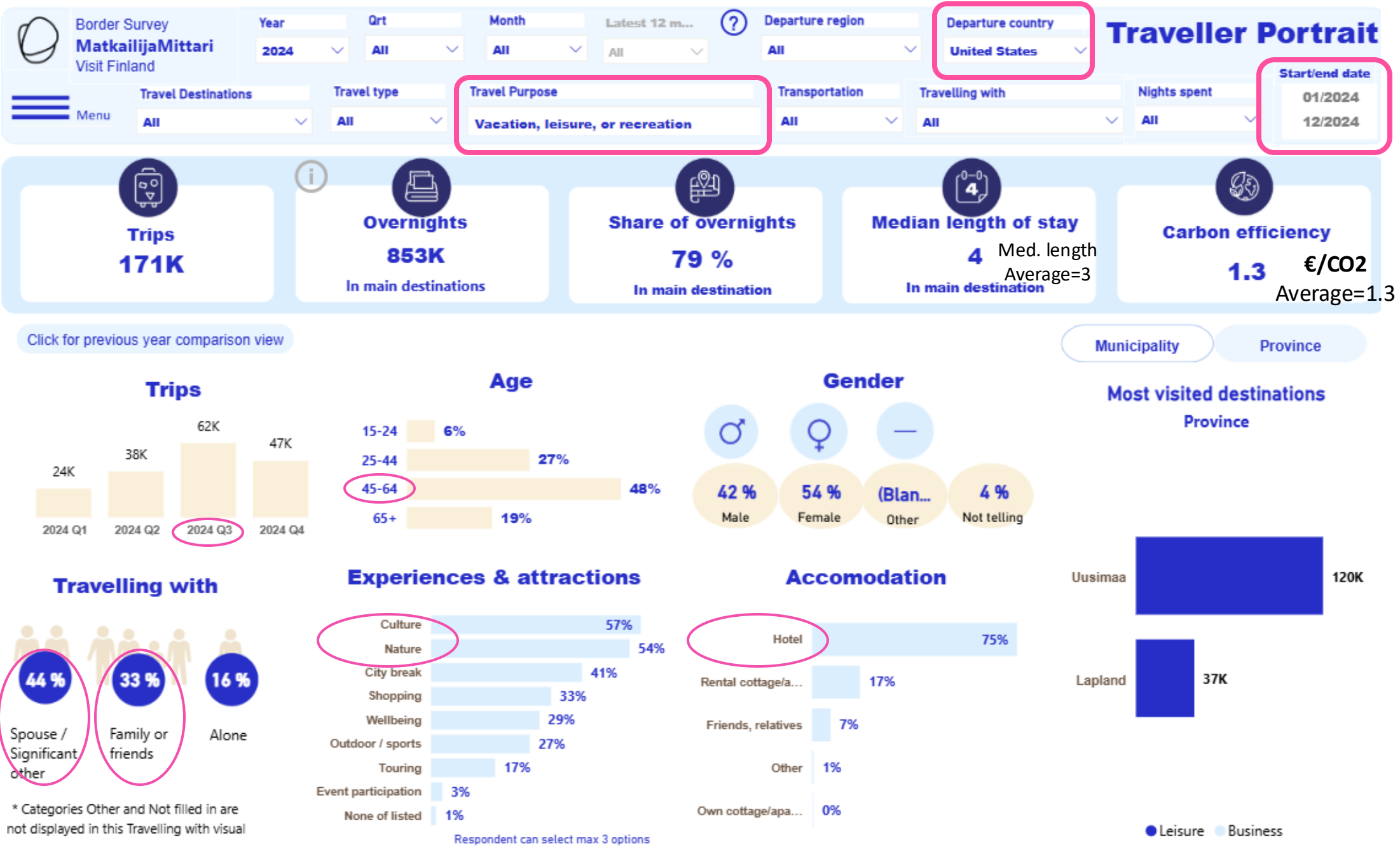


USA: Spending in Finland, M€

■ Helsinki & Uusimaa ■ Lapland ■ Tampere & Pirkanmaa ■ Other

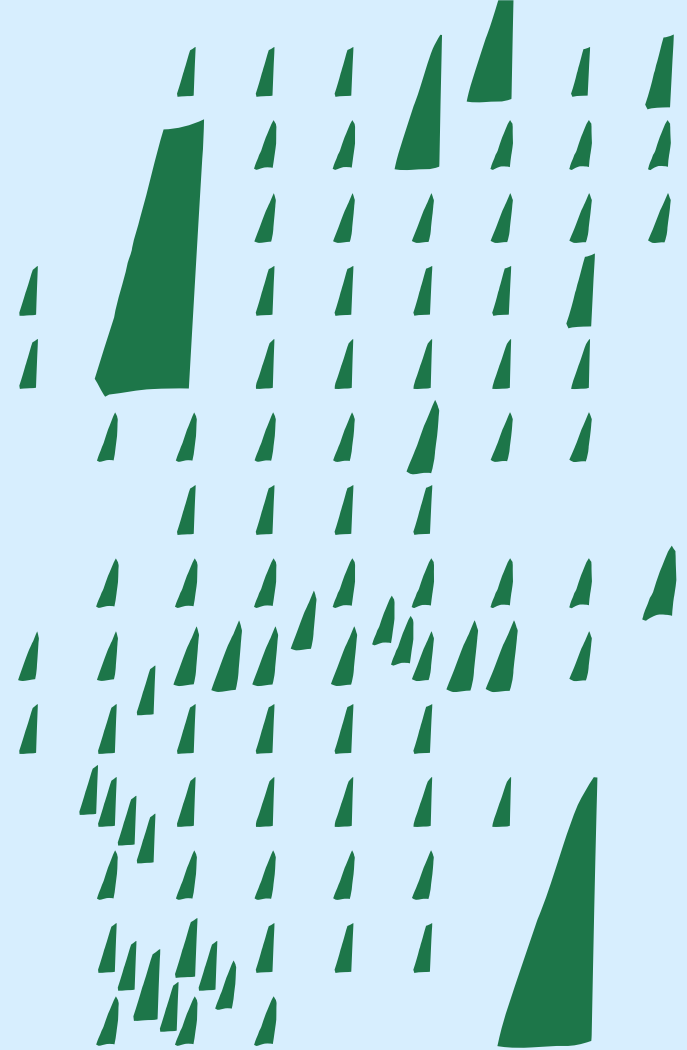


US vacation
/ recreation
travellers to
Finland
Year 2024



Border survey **US trips to Finland**

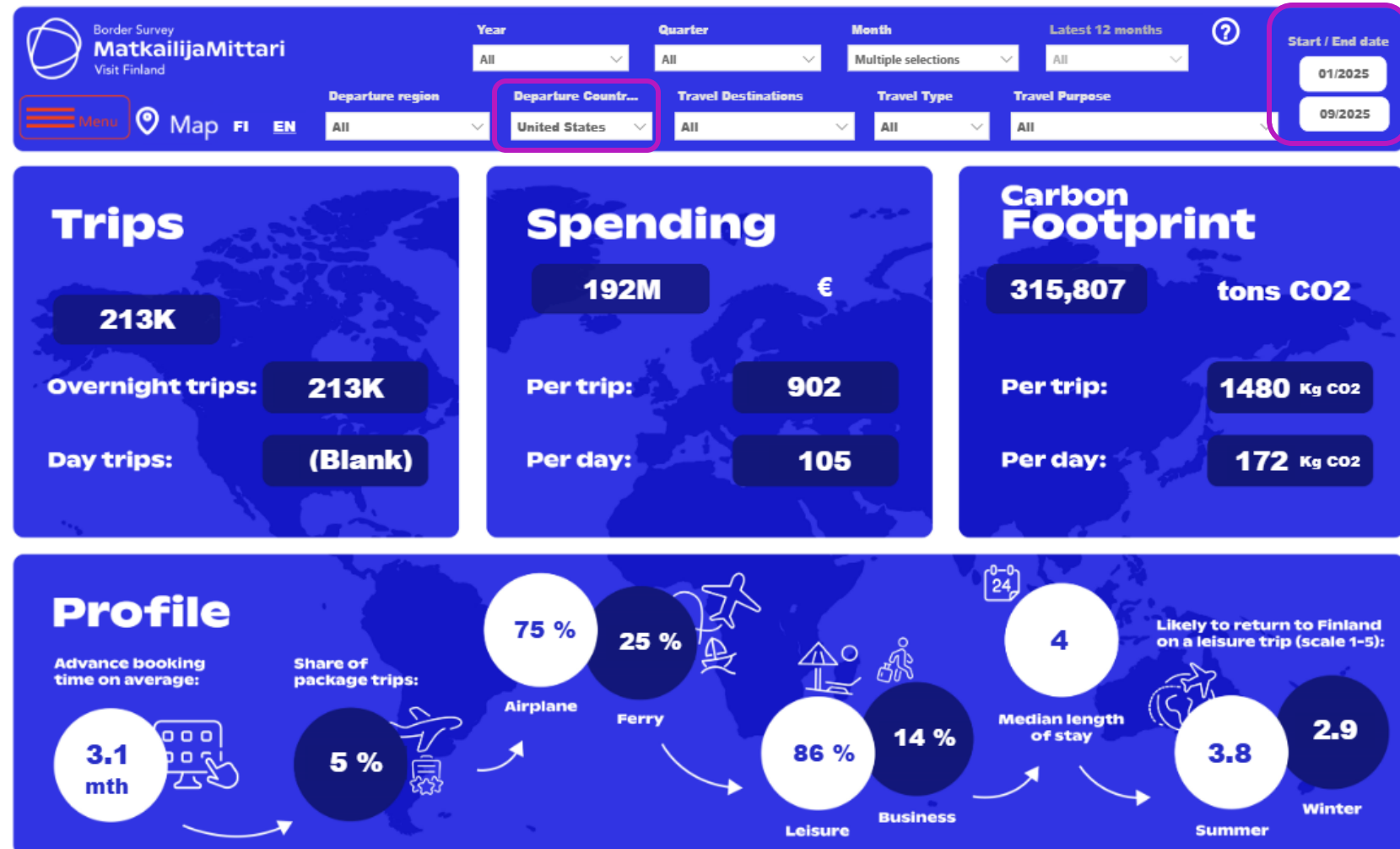
Jan-Sep 2025



US visitors to Finland

Border Survey / January – September 2025

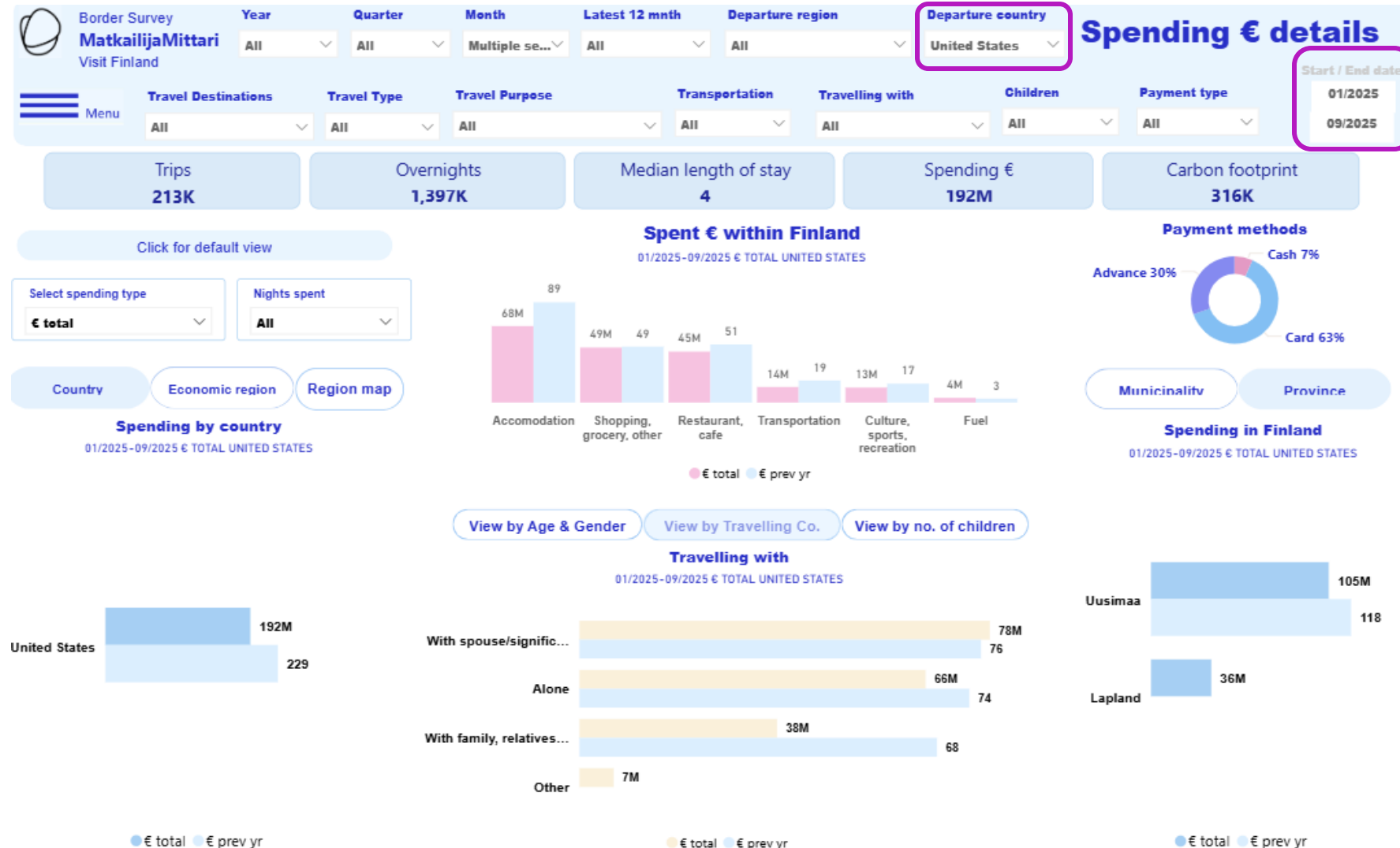
- **213,000** US visitors (YoY 0%)
- Spending **192 M€** (YoY -16%)
 - 902 € / trip (YoY -16%)
 - 105 € / day (YoY -13%)
- **86%** traveling for **leisure** (leisure trips -1% & spending -20%)
- Advance booking time, avg. **3.1 months** (YoY -0.7 months)
- Median length of stay **4 nights** (YoY -2 nights)



US visitors to Finland

Border Survey / January – September 2025

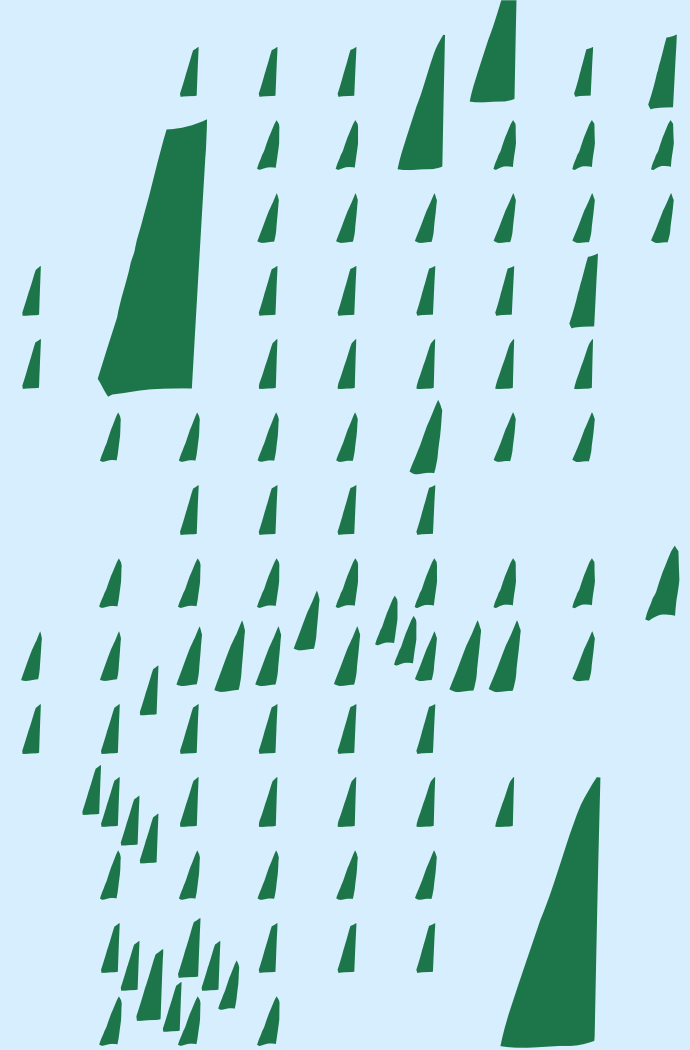
- Even though the number of **US travelers visiting Finland** remained on the same level as in Jan-Sep 2024, overall **spending** noticeably **declined**.
- Spending on **accommodation** and **dining** has been significantly lower.
- While family travel has declined, solo travel has risen. However, total expenditures for both groups remain below the previous year's level, indicating that **travelers are more cautious with their spending** due to less favorable currency exchange rates for US visitors.



Border survey

US vacation trips to Finland

Comparison with winter and summer seasons 2025



US vacation travel to Finland during summer & winter

- Vacation travel from the USA to Finland **declined by 1%** in the **summer season** of 2025, whereas vacation travel in the last **winter season** saw a **notable increase**.
- Nonetheless, data from both summer and winter seasons indicate that **US vacationers took shorter trips** to Finland and were **more careful with their spending**, due to a less favorable US\$ to € exchange rate compared to the previous year.

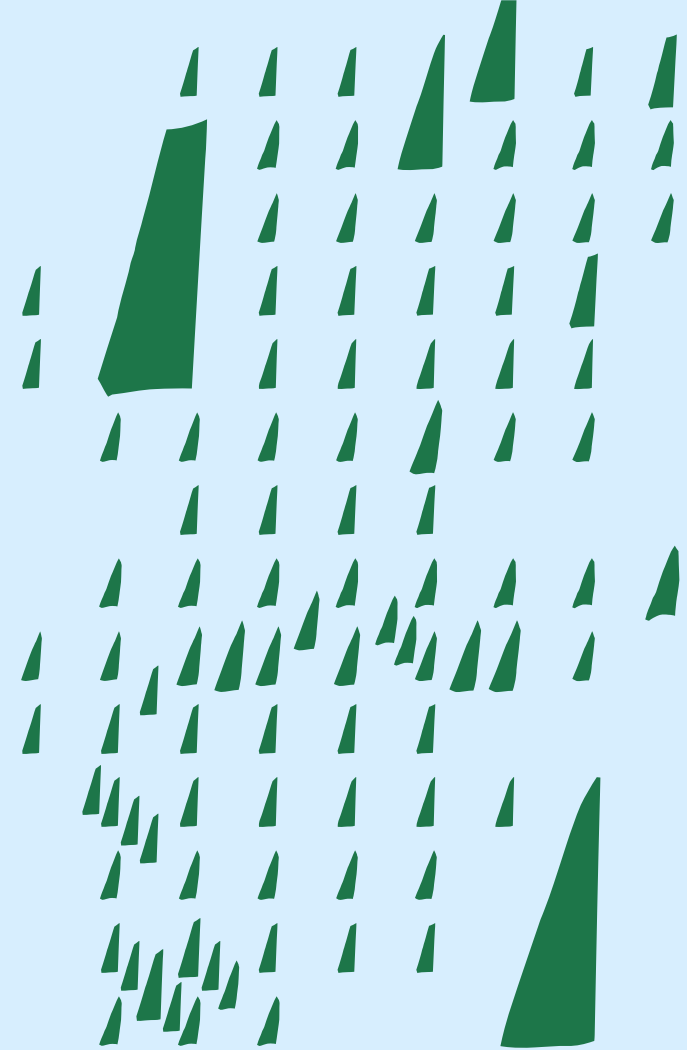
Summer season 2025 – US vacation travelers

Trips	Spending	Spend/trip	Spend/day	Median length of stay	CO2 efficiency
67K	52M€	778€	113€	3 nights	0.9
YoY change					
-1%	-17%	-16%	-10%	-1 nights	-0.2

Winter season 2024-2025 – US vacation travelers

Trips	Spending	Spend/trip	Spend/day	Median length of stay	CO2 efficiency
35K	49M€	1,402€	205€	4 nights	1.2
YoY change					
+44%	+3%	-28%	+30%	-3 nights	-0.8

US overnights in Finland



Overnights in Finland & top16 source markets in 2024

Year 2024 vs. 2023 & (2019)

Overnights in 2024

Total foreign 6.4 M

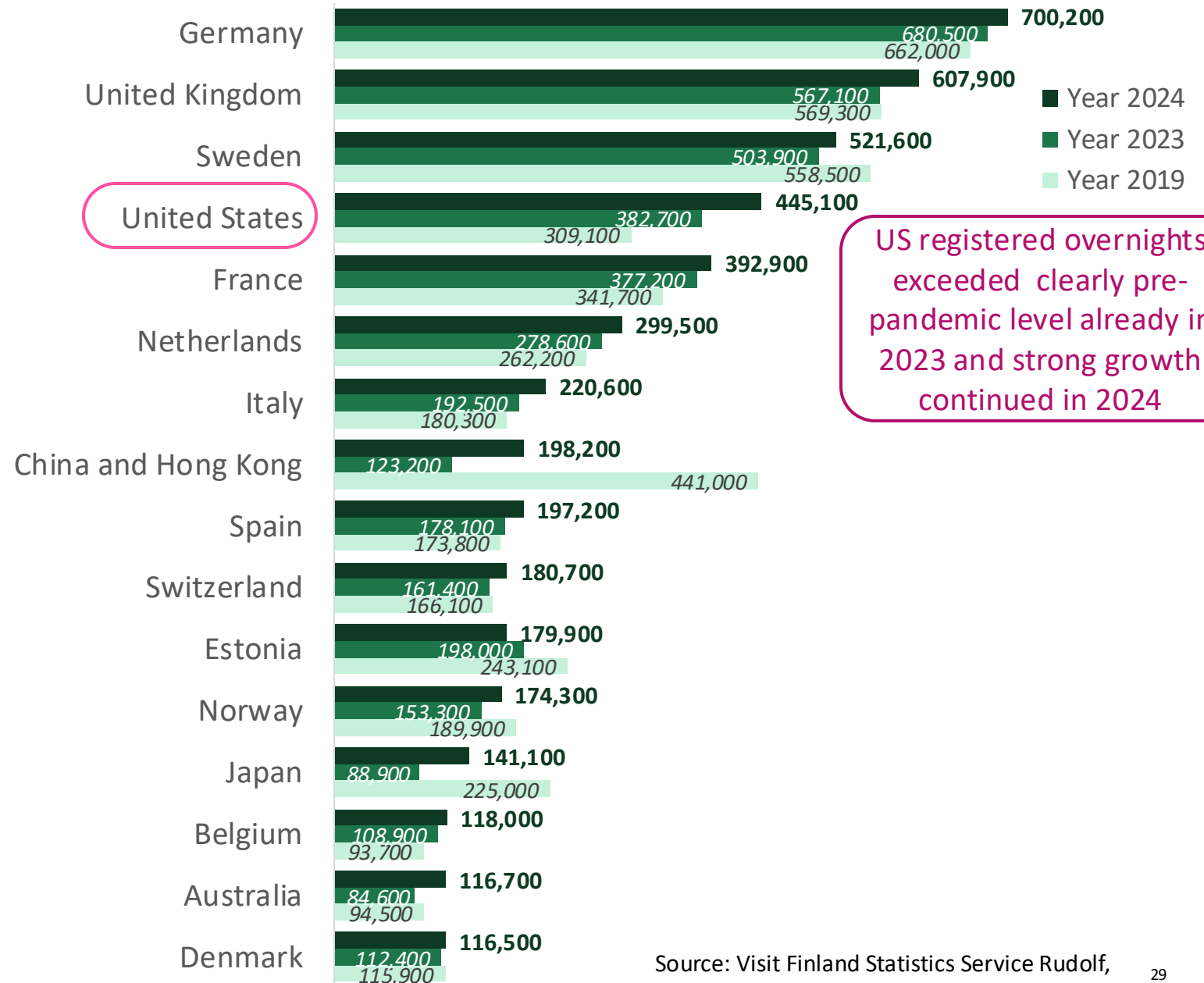
+11% vs. 2023
(-10% vs. 2019)

Foreign excl. Russia 6.4 M

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

EU+UK 4.0 M

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



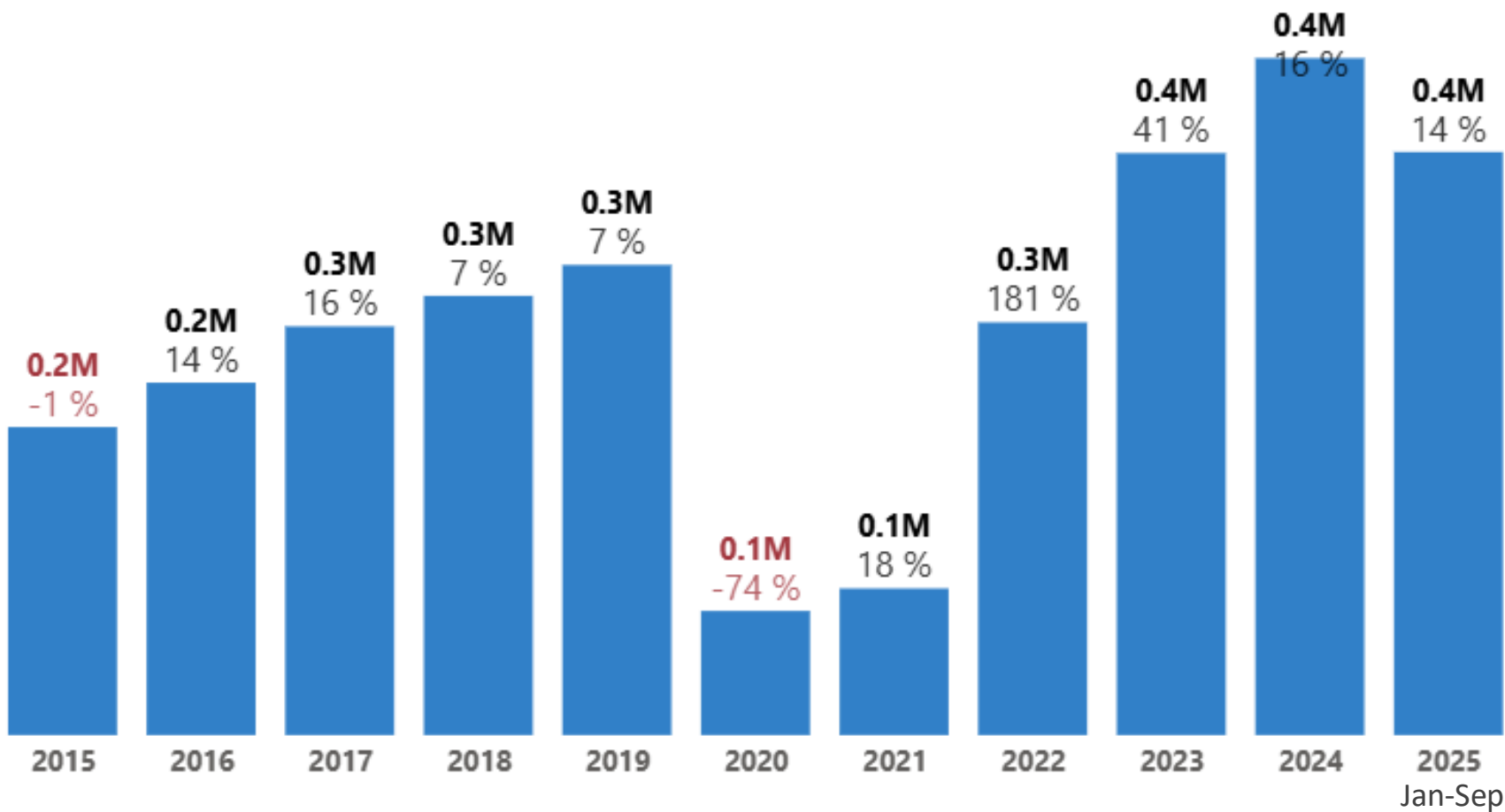
US registered overnights exceeded clearly pre-pandemic level already in 2023 and strong growth continued in 2024

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

NO. OF OVERNIGHTS IN FINLAND AND YoY CHANGE %

UNITED STATES

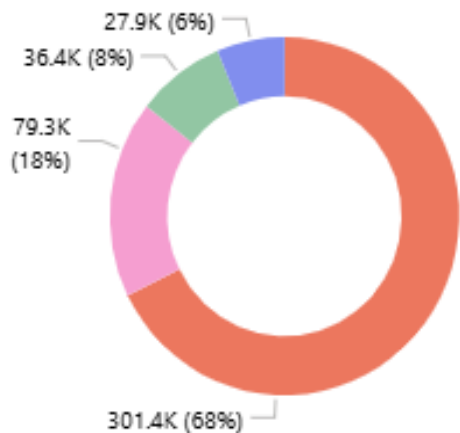
New record in 2024!



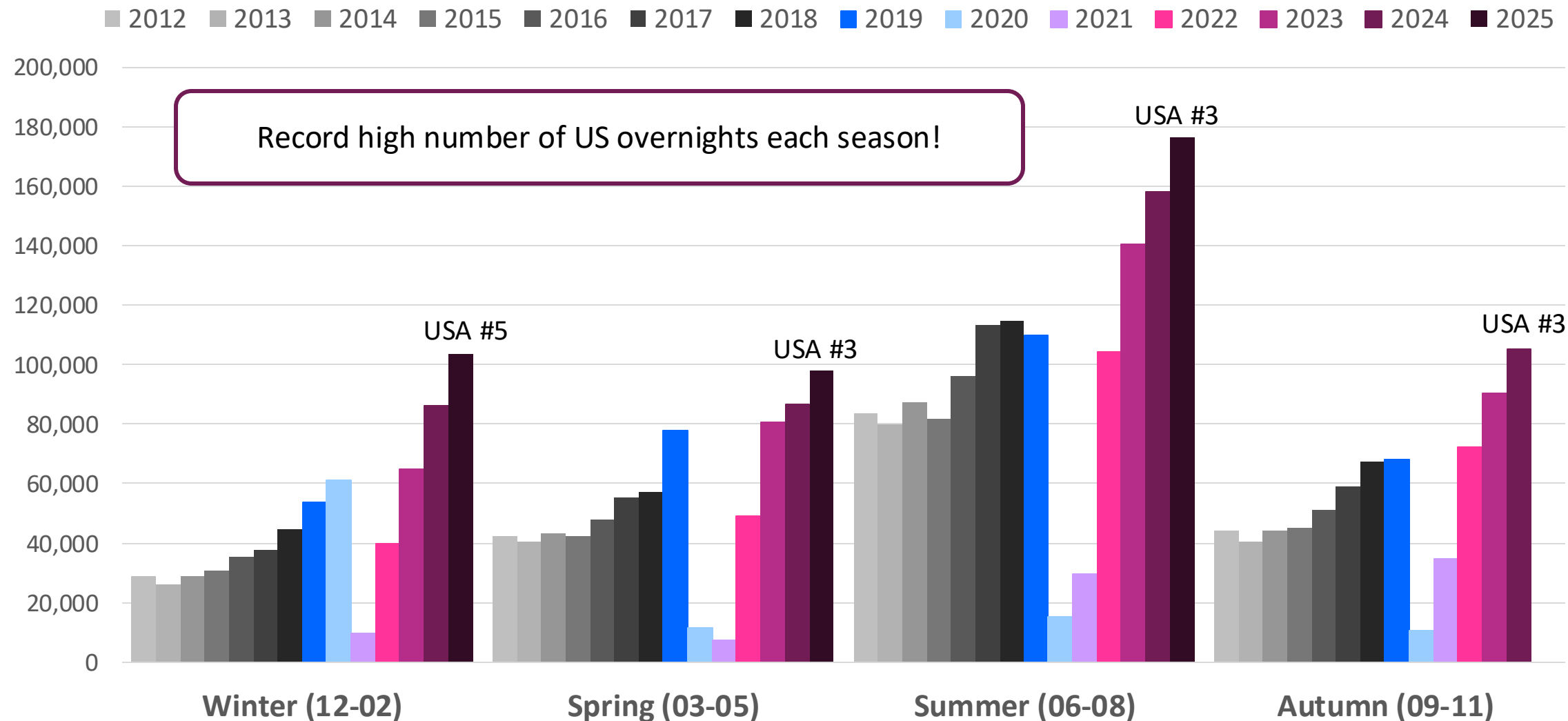
OVERNIGHTS IN MAIN REGIONS

UNITED STATES - Year 2024

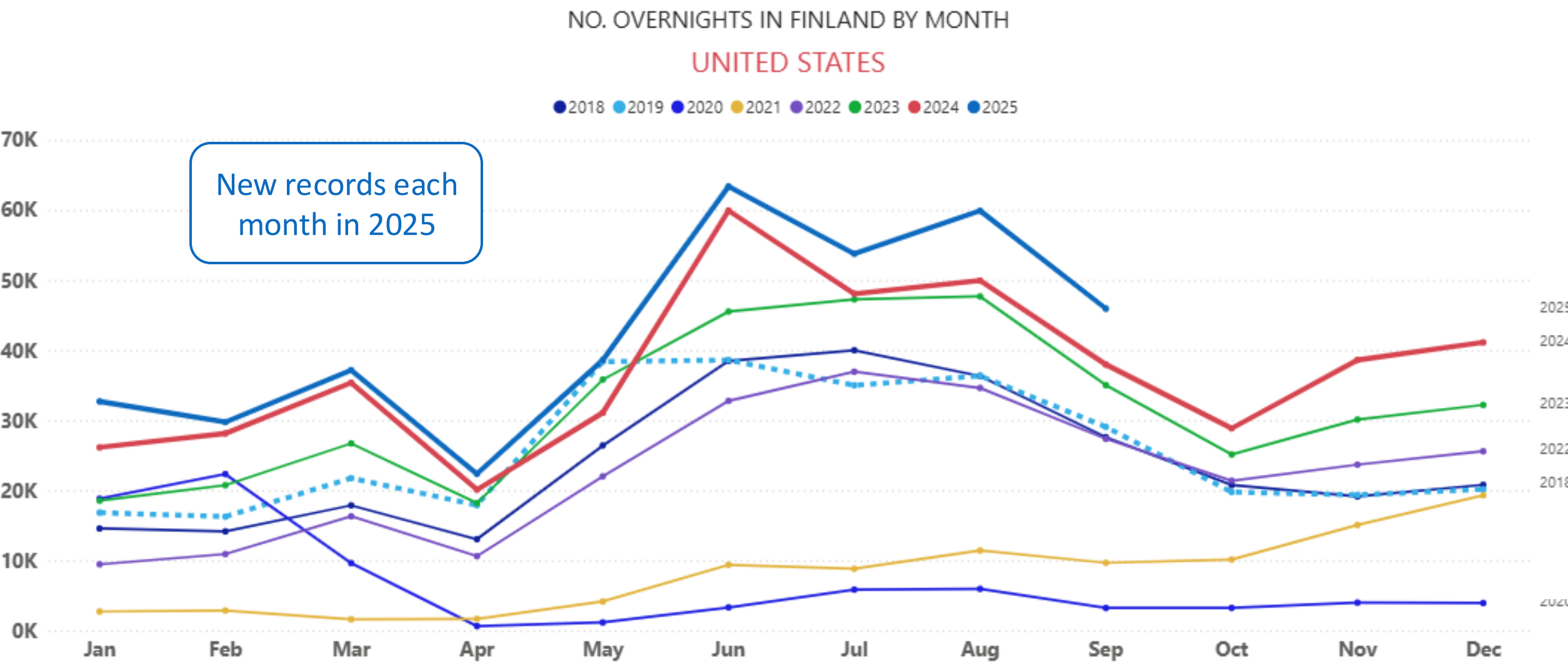
HELSINKI ... LAPLAND ... LAKELAND COAST & ...



USA – Seasonal Overnights in Finland 2012-2025



US monthly overnights in Finland 2018 – Sep/2025



Overnights in high summer season 2025

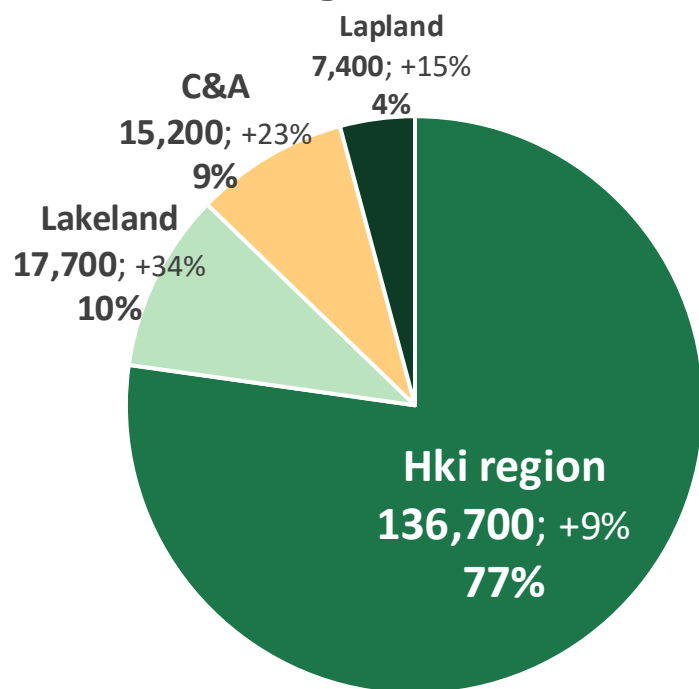
And change compared to summer 2024 & pre-pandemic

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%)

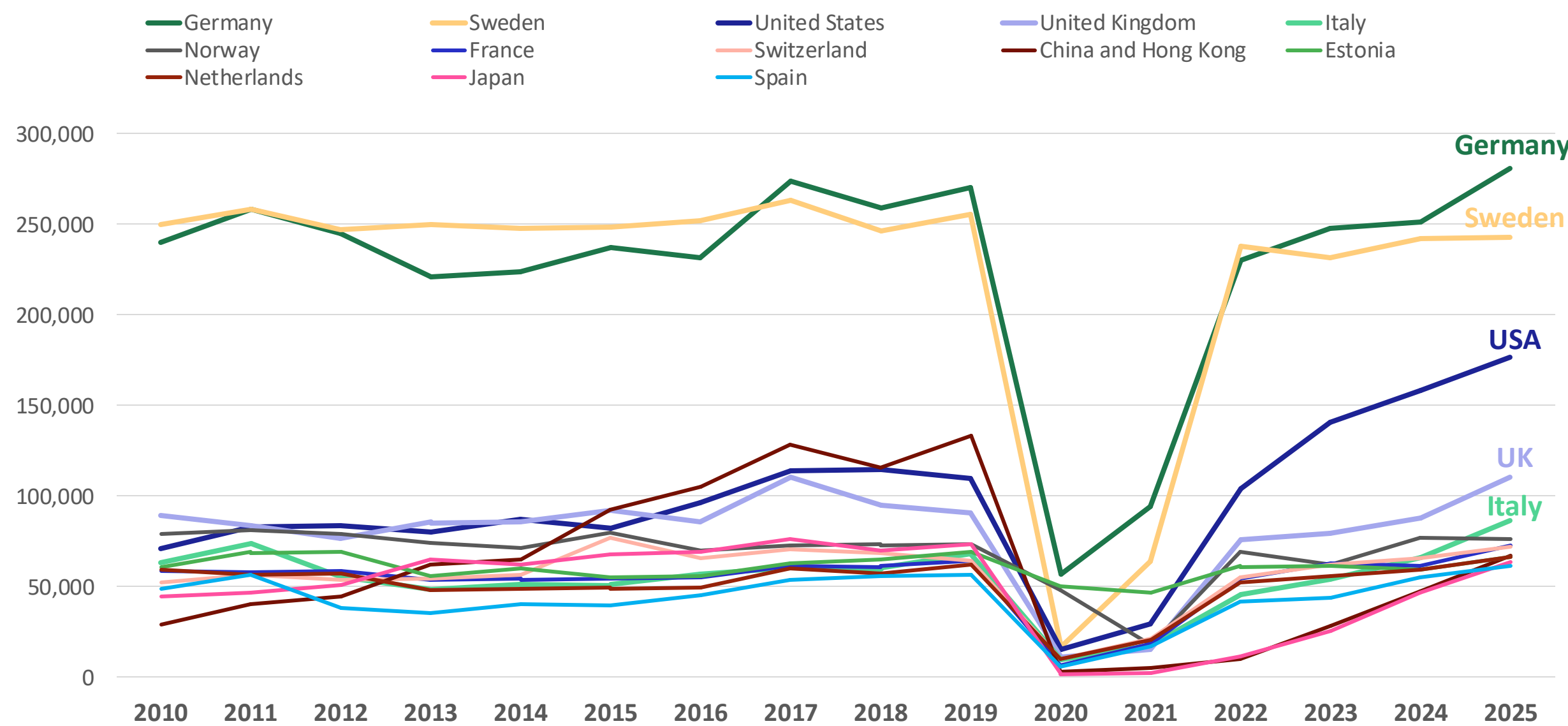
US overnights / summer 2025



	Jun-Aug 2019	Jun-Aug 2024	Jun-Aug 2025	2025 vs. 2019	2025 vs. 2024
Germany	270 300	251 500	281 100	+4 %	+12 %
Sweden	255 200	242 300	242 800	-5 %	0 %
USA	109 900	157 900	176 500	+61 %	+12 %
UK	90 800	87 700	110 200	+21 %	+26 %
Italy	68 200	65 600	86 600	+27 %	+32 %
Norway	73 400	76 800	75 900	+3 %	-1 %
France	64 100	61 400	72 400	+13 %	+18 %
Switzerland	64 400	65 200	71 800	+11 %	+10 %
China & Hong Kong	133 300	47 400	67 300	-50 %	+42 %
Estonia	69 400	59 400	66 400	-4 %	+12 %
Netherlands	62 300	59 500	66 100	+6 %	+11 %
Japan	73 100	46 300	63 500	-13 %	+37 %
Spain	56 600	54 800	61 200	+8 %	+12 %
Poland	31 400	38 300	46 000	+46 %	+20 %
Denmark	37 700	36 400	38 600	+2 %	+6 %
Austria	27 900	28 900	34 500	+24 %	+19 %
Australia	27 600	25 800	29 500	+7 %	+14 %
Belgium	21 500	23 400	25 800	+20 %	+10 %
Canada	17 700	19 000	24 900	+41 %	+31 %
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

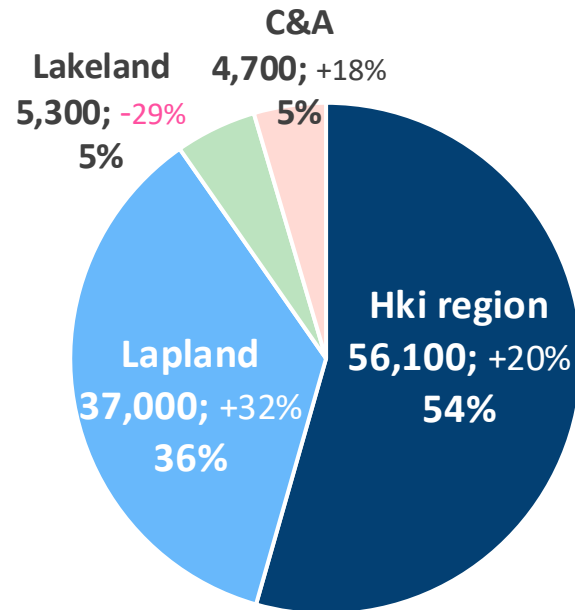
And change compared to winters 2023-2024 & (2018-2019)

High winter season (12-02)

2.3M foreign overnights
+12% vs. winter 2023-2024
 (+9% vs. winter 2018-2019)

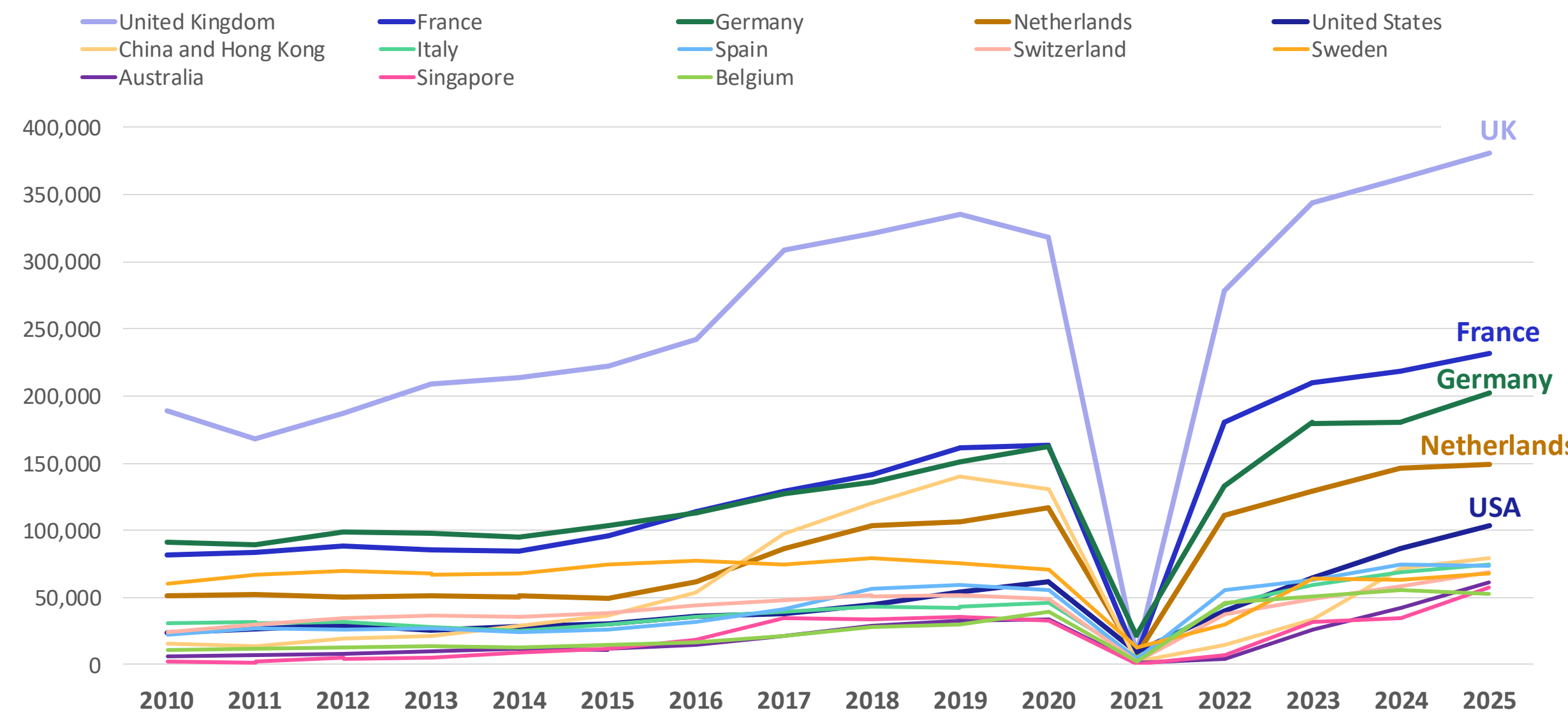
- **1.5M** from EU-27 & UK / **+5%** (+26%)
- **353,400** from Asia / **+37%** (+4%)
- **144,800** from America / **+27%** (+99%)

US overnights / winter 2024-2025



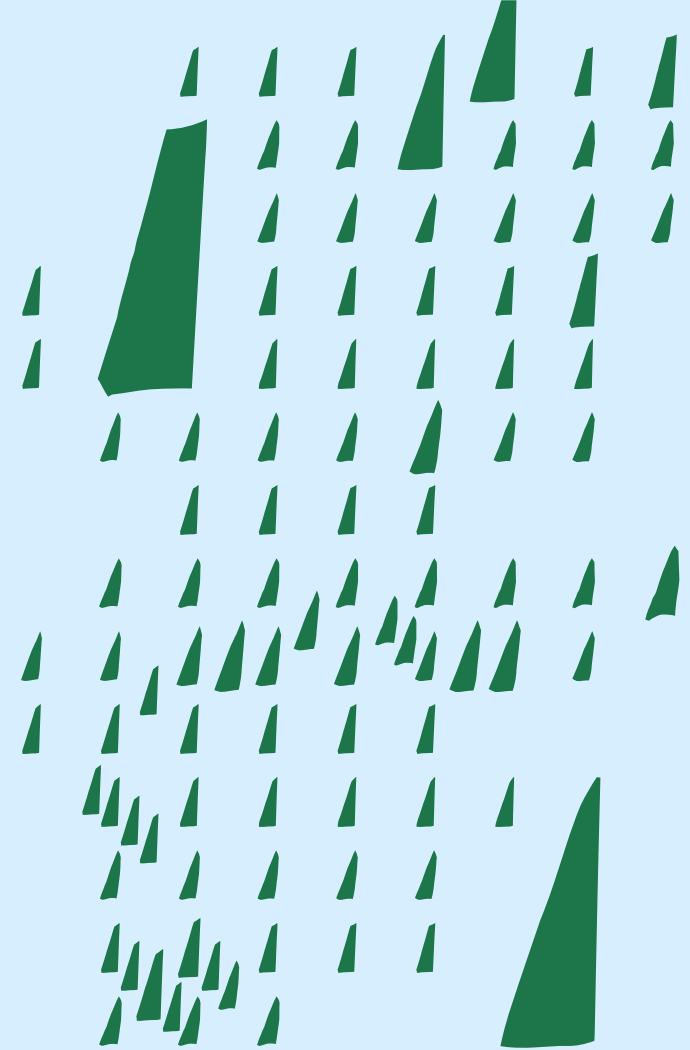
	winter 2019	winter 2024	winter 2025	winter 2025 vs. 2019	winter 2025 vs. 2024
UK	334 900	361 800	375 900	+12 %	+4 %
France	161 700	218 800	224 000	+38 %	+2 %
Germany	151 300	180 700	198 500	+31 %	+10 %
Netherlands	106 700	145 900	144 900	+36 %	-1 %
USA	53 800	86 400	103 100	+92 %	+19 %
China & Hong Kong	139 700	71 600	79 400	-43 %	+11 %
Italy	42 900	68 800	74 800	+75 %	+9 %
Spain	59 400	74 900	73 000	+23 %	-2 %
Switzerland	51 800	58 100	67 800	+31 %	+17 %
Sweden	75 100	63 200	67 400	-10 %	+7 %
Australia	32 600	42 300	60 900	+87 %	+44 %
Singapore	35 300	35 000	56 700	+61 %	+62 %
Belgium	30 300	55 200	50 100	+66 %	-9 %
Estonia	58 200	48 800	47 200	-19 %	-3 %
Japan	49 900	28 000	44 300	-11 %	+58 %
India	19 000	24 300	37 400	+96 %	+54 %

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



Overnights in short-term rentals

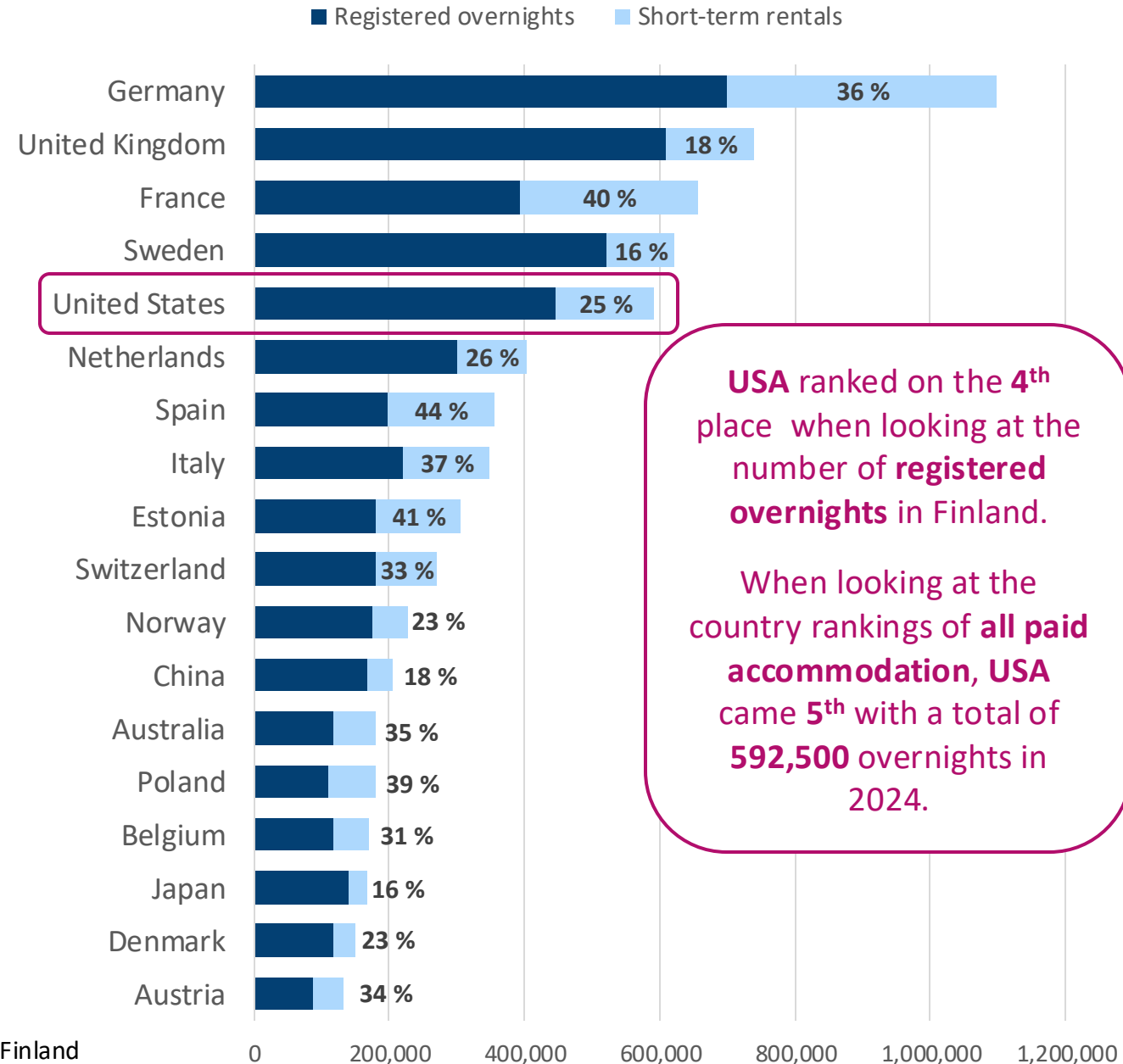
Year 2024



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

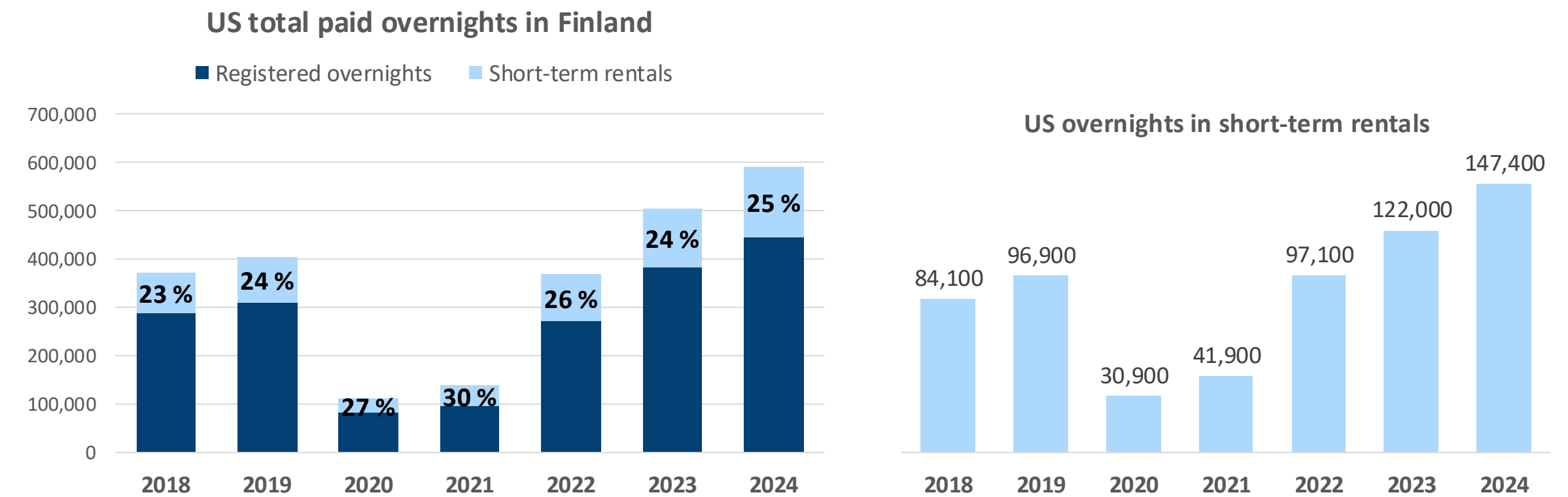


Registered and short-term rentals overnights in Finland - Year 2024

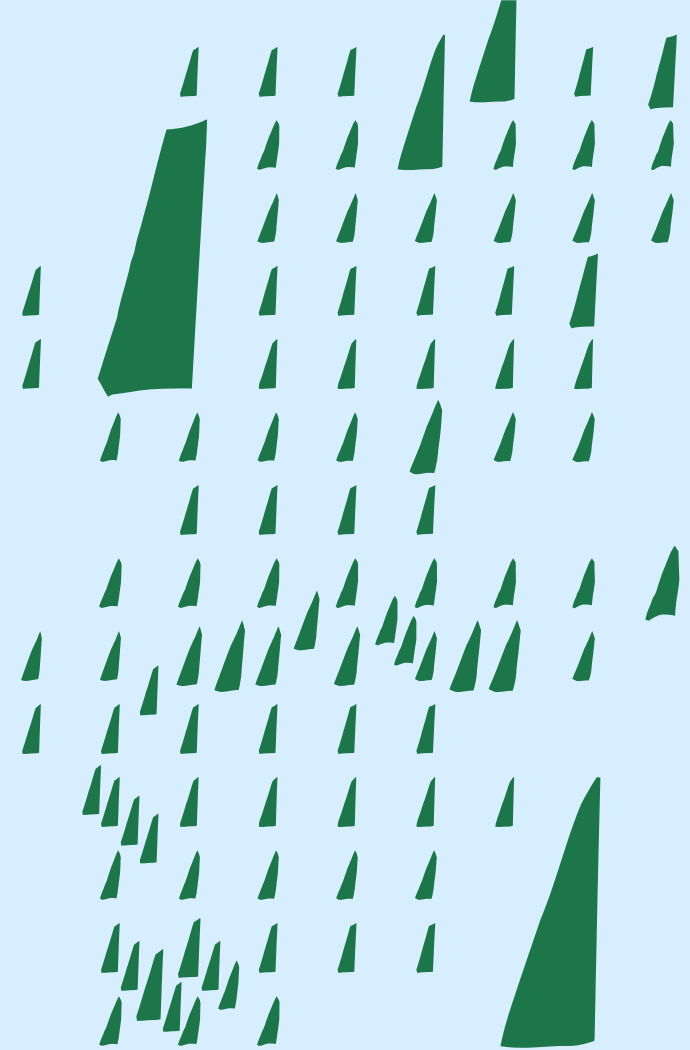
In 2024, US visitors spent **147,400 overnights in short-term rentals**, accounting for **25% of their total paid nights in Finland**.

US overnights of short-term rentals have **increased by 21%** compared to 2023. The year-on-year **increase in registered overnights** for US visitors was **16%**.











As a result, US visitors spent **592,500 nights in paid accommodation** in Finland in 2024, marking a **17% increase** from 2023 and a *46% rise compared to 2019*.



US travel related internet searches

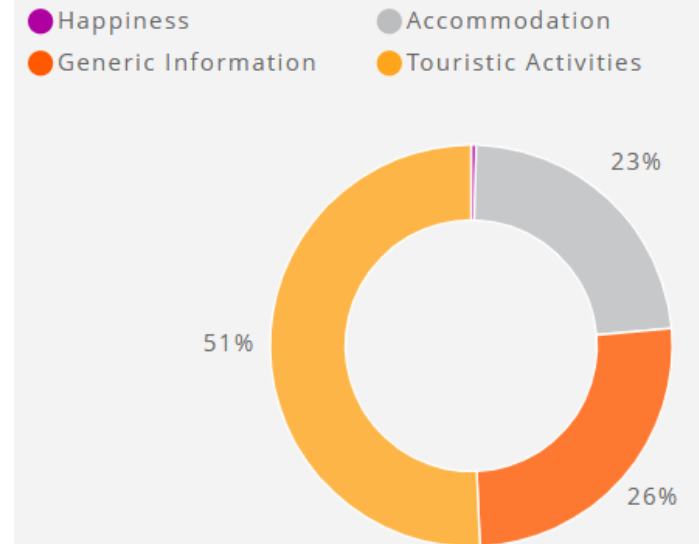


Top10 Target Markets 2024 vs. 2023

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 US searches

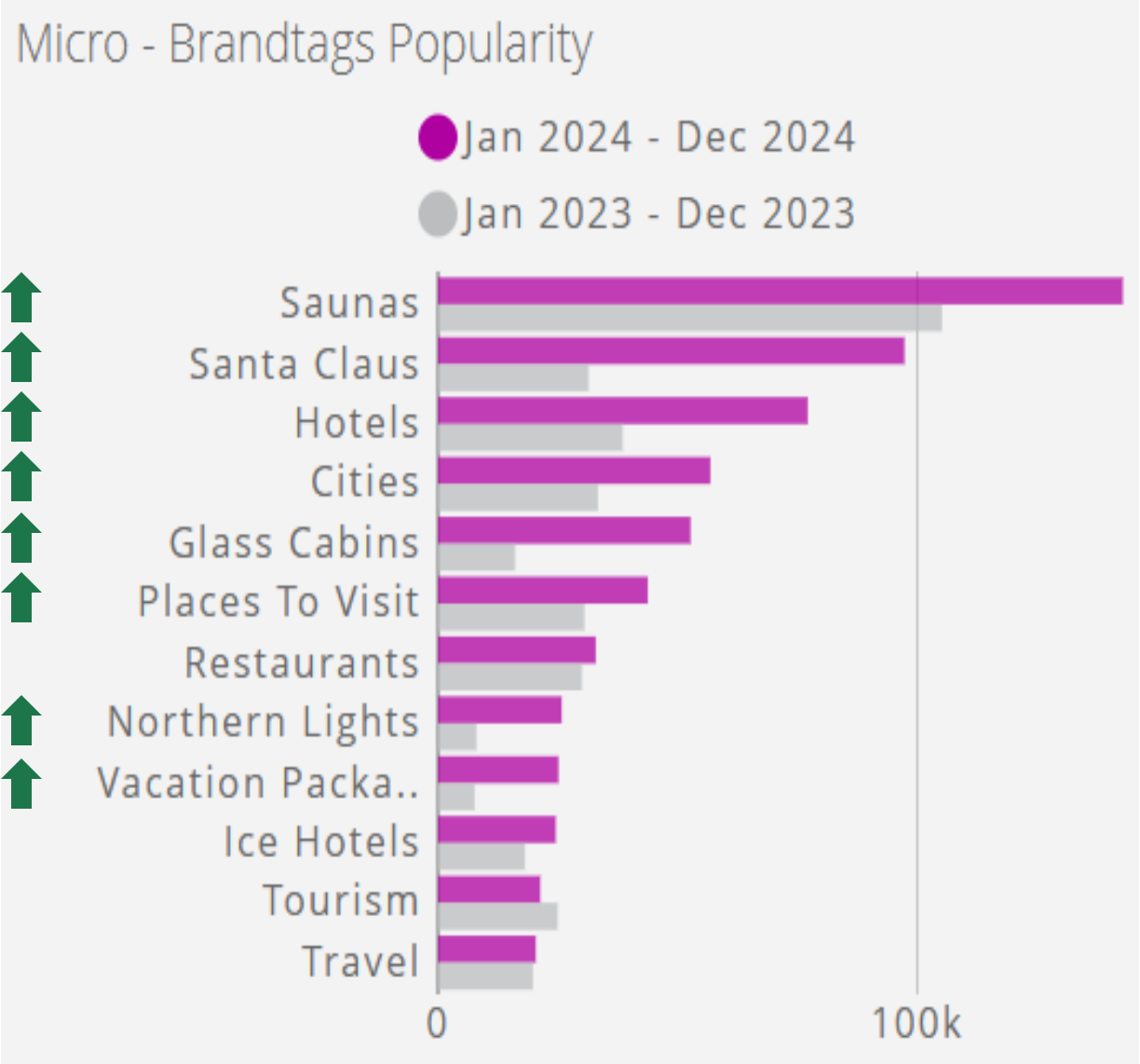
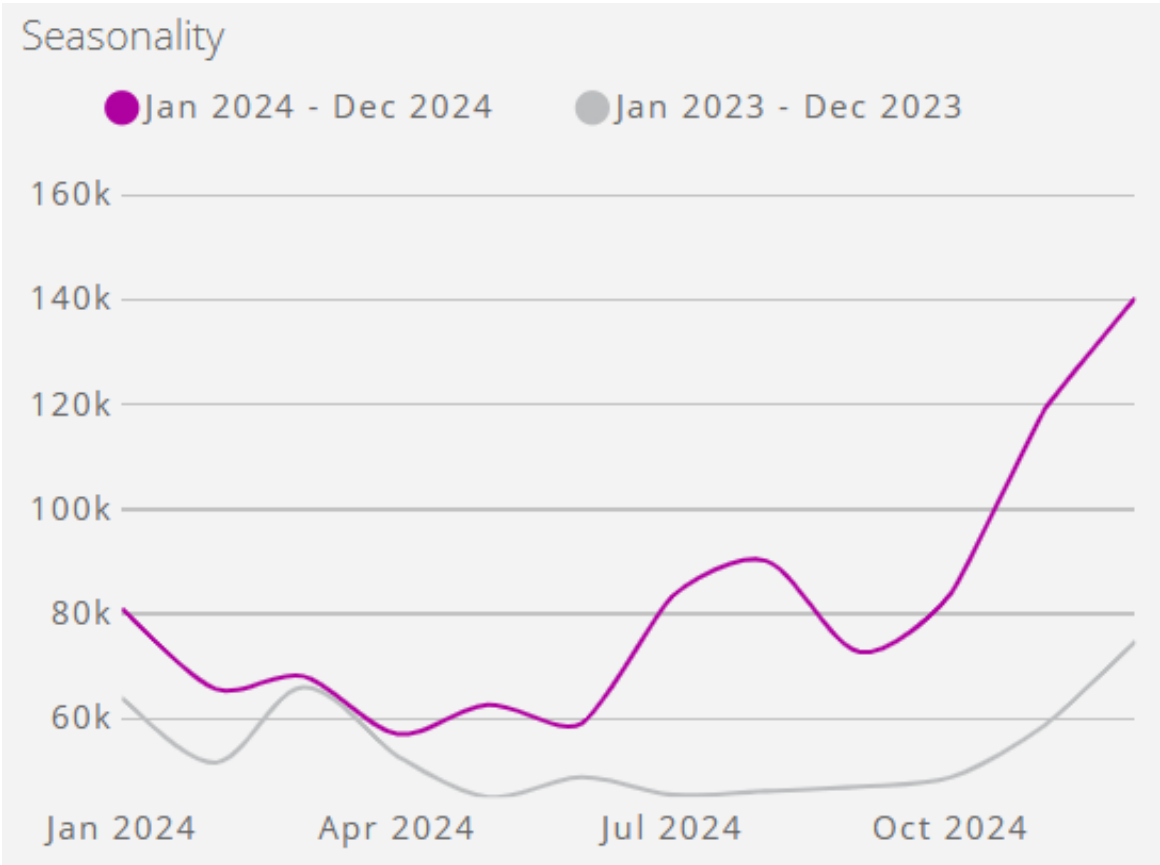
Brandtag Family Distribution



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

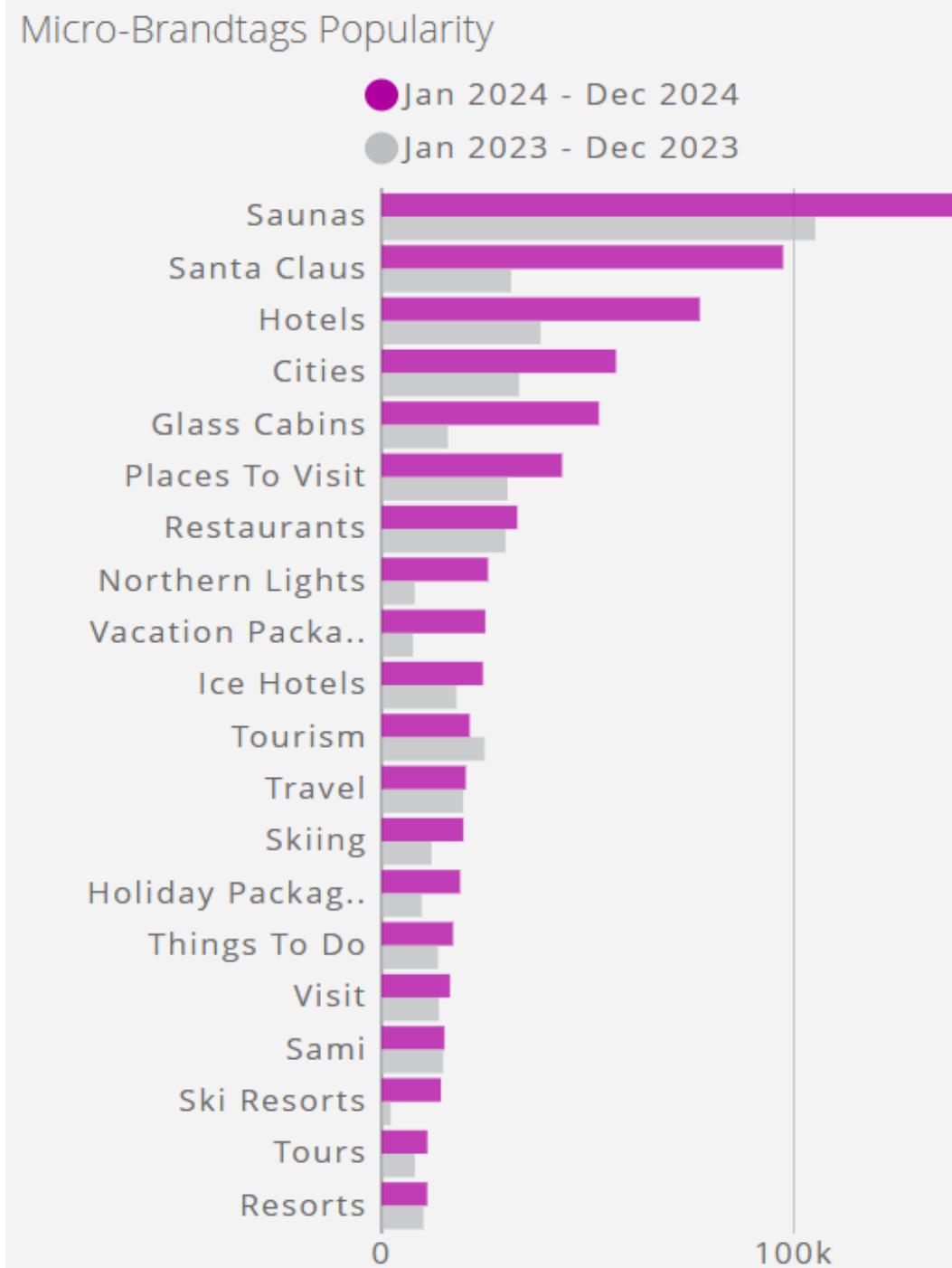
US travel related searches for Finland **increased especially during the second half of 2024** compared to previous year.

Interest towards **saunas, Santa, hotels, cities, glass cabins, places to visit, northern lights**, and **vacation packages** increased the most.



USA:

Top 20 topics in 2024





ForwardKeys

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

Seat capacity from USA to Finland in Dec 2025 – Feb 2026

Comparison to previous winter

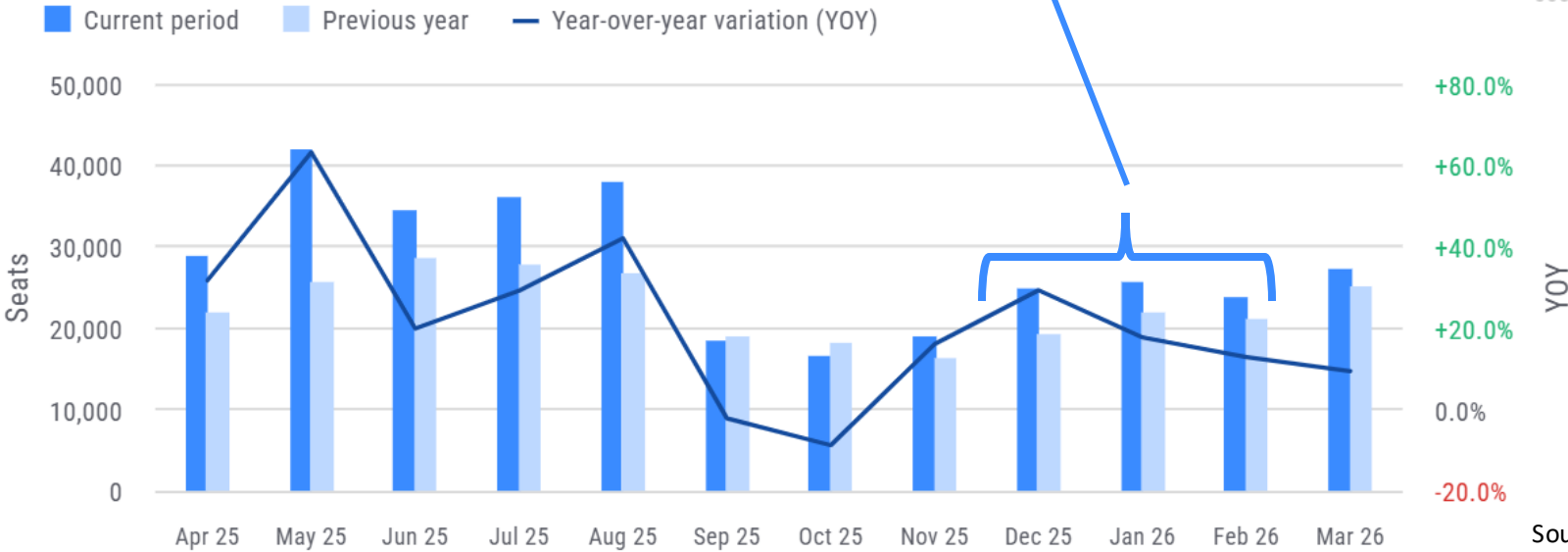
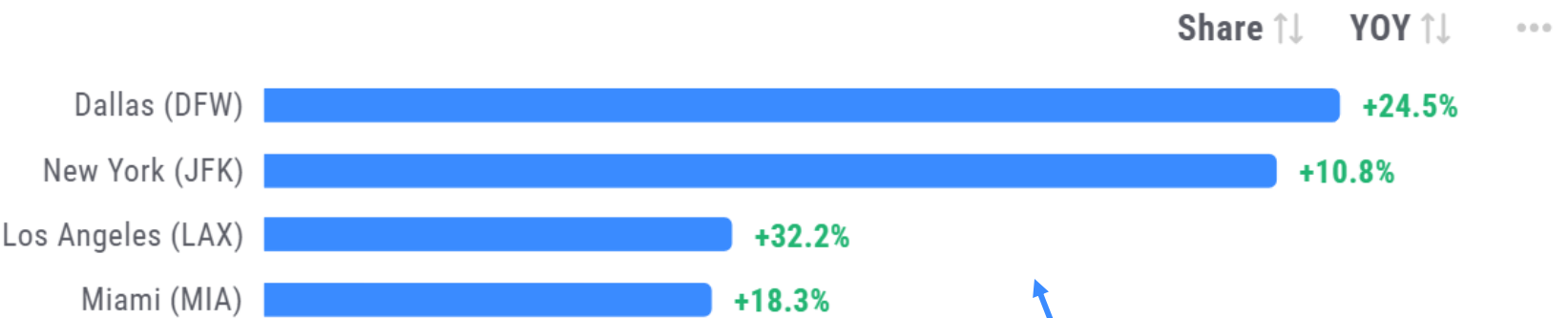
✈ U.S.A. (excl. domestic) → Finland

Database update 04 Oct 2025

Filtered period 01 Dec 2025 - 28 Feb 2026

4 airports

+19.7% YOY for selected locations



During the peak winter season, seat availability from the **USA is rising by 20%** compared to last winter.

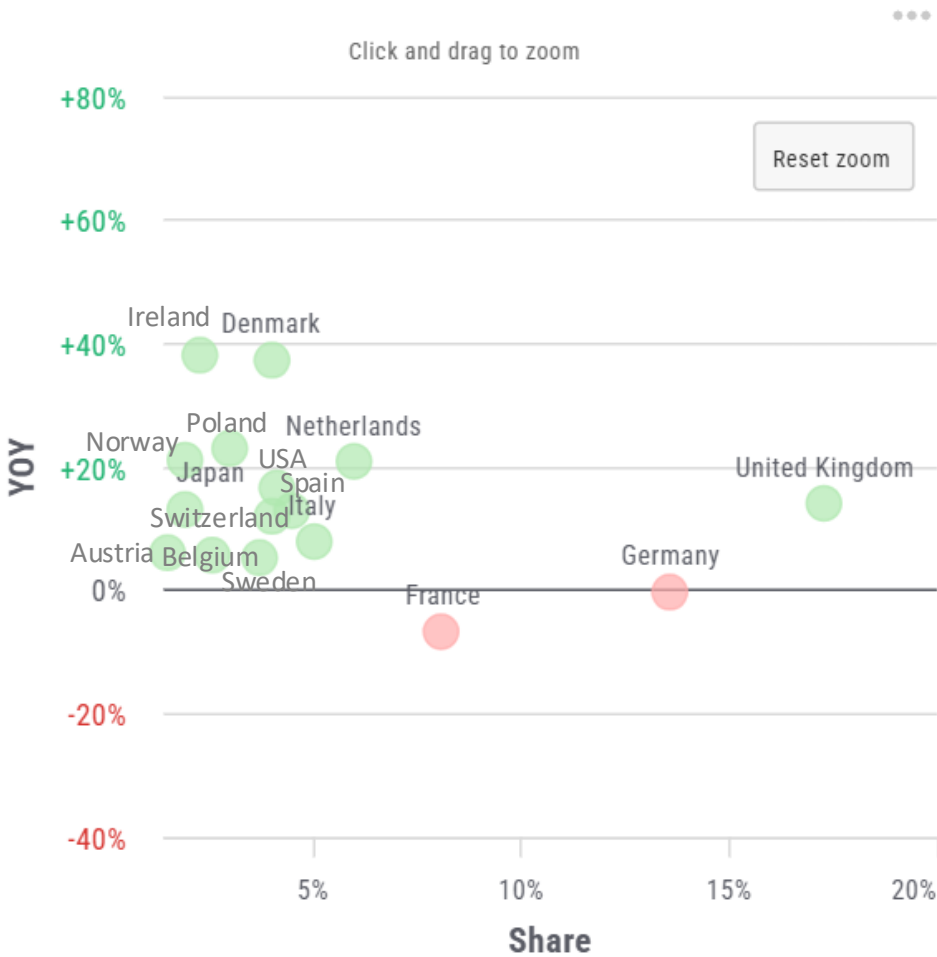
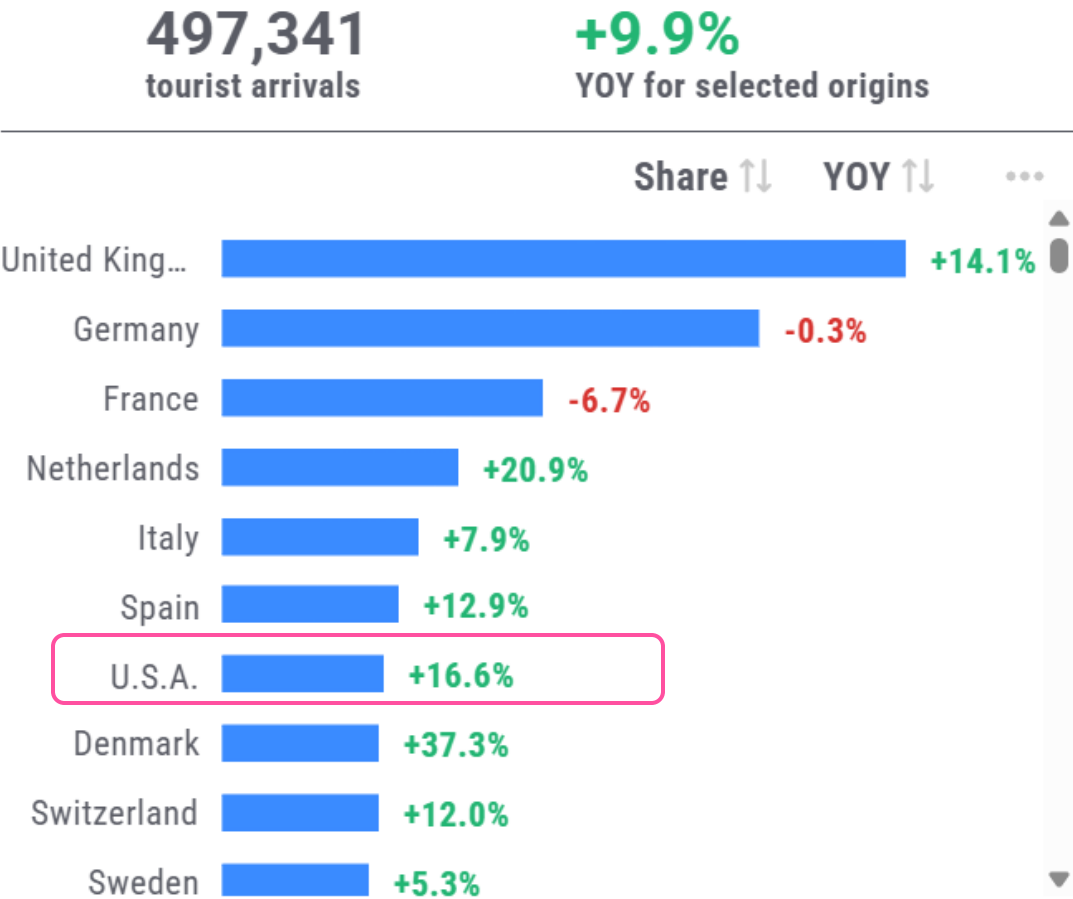
Forecast for Flight arrivals in Dec 2025 – Feb 2026

Comparison to previous winter

✈ Worldwide (excl. domestic) → Finland

Database update 09 Nov

Filtered period 01 Dec 2025 - 28 Feb 2026



An aerial photograph of a city, likely Helsinki, Finland, during autumn. The foreground is dominated by a large park with trees in vibrant shades of yellow, orange, and red. A dark blue river or lake flows along the left side of the park. In the background, a dense urban landscape with various buildings, including a prominent red-roofed building, stretches towards the water. The sky is clear and blue.

USA Market Check

Finland's position in the market

USA

- Finland isn't a first-time Europe pick - **Finland converts well among repeat visitors to Europe** looking for something new, safe, and nature-led, with fewer crowds.
- Even if Finland remains a niche choice compared to the well-known European destinations, **the popularity and awareness are steadily growing.**
- **Summer** is the most popular season to visit Finland – this is also the season for multi Nordic / Baltic itineraries - **Interest in Lapland's winter season is rising significantly.** – Northern Lights, special accommodations, winter activities, reindeers and Sami culture
- **Accessibility** – 5 non stop gateways with Finnair; JFK,DFW,LAX,MIA,SEA,ORD new in 2026 YYZ
- **Positive media coverage** -president Stubb has given multiple interviews to major TV channels; his views are highly regarded here. Finnish Happiness still “going strong”
- Although the awareness of Finland has been growing very well in the US, Finland is still behind the other Nordic destinations in awareness and overnights from the US (compared to Iceland, Sweden, Norway and Denmark). Other competitors: Alaska, Canada

Consumer trends and behavior

- ***Adventure Tourism Growth*** – Adventure tourism expects 16.8% CAGR through 2030, expanding from \$406 billion to over \$ 1 trillion.
- ***Luxury Travel Market*** – Luxury travel anticipates over 8% CAGR globally with private and customized tours driving growth.
- ***Group & Celebration Travel*** – Multi-generational and celebration travel grows with demand for private villas and family-style tours.
- ***Slow Season Travel*** – Travelers are purposely looking for off-season travel to allow for a slowed, deeper experience in destination.
- ***Next-Level Wellness*** – Emerging wellness trends include biohacking and longevity treatments for improved health and vitality.
- ***Rise of Solo Travel*** – Solo travel continues to rise as more people seek personal empowerment and unique adventures.
- ***Culinary Immersion*** – Travelers increasingly seek deep culinary experiences to connect with local cultures through food.
- ***Expanding Exploration within Popular Destinations*** – Travelers discovering more of popular countries. New experiences.

High Spending Power: U.S. luxury travelers are among the world's highest spenders per trip, often exceeding \$5,000–\$10,000 per person



Distribution channels

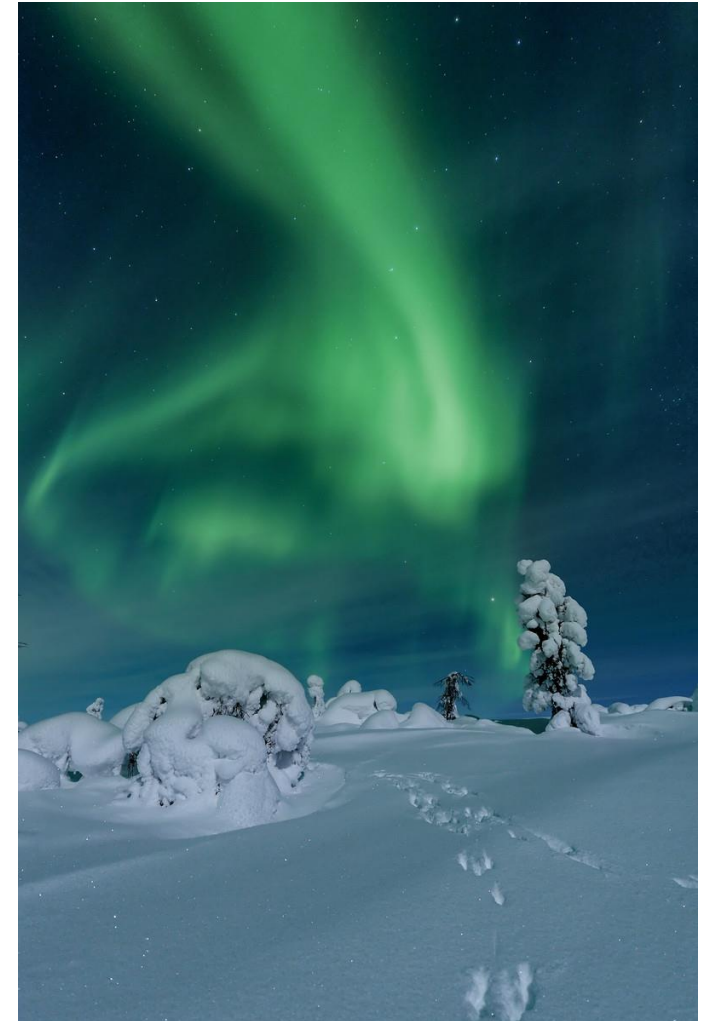
- Still many of the travelers in the US book through traditional sales channels such as tour operator and travel advisors. Americans use much more travel advisor's services than consumers in other markets and therefore travel advisors, travel agencies and consortias are important B2B partners. Especially luxury category travels with tailor made itineraries designed by their travel advisor.
- **USTOA** – United States Tour Operators Association – approx. 145+ member brands
- **Luxury Travel Advisors:** Remain influential; Virtuoso, Signature Travel Network. Travel Edge, CCRA, Ensemble
- **Online Luxury Booking Platforms:** e.g., Inspirato, Black Tomato, Scott Dunn. Main **OTAs** Expedia, Booking.com, Hotels.com – **Travelzoo** for inspiration and booking
- **Social Media & Influencer Marketing:** High impact on younger luxury travelers



Future outlook and upcoming season

- The outlook for the upcoming winter season is strong for Finland. Tour operators continue to increase their capacity in Lapland and more and more travel advisors are getting familiar with Finland. Many TOs continue to bundle Northern Norway and Northern Finland into combined itineraries, while Swedish Lapland is pushing hard to compete through aggressive promotions. At the same time, demand for Finnish Lapland is exceptionally high.

For ex. Abercrombie & Kent says the Nordic region is experiencing unprecedented demand as travelers chase the “peak aurora” moment of the solar maximum. But the company also is seeing a shift towards wellness-focused Arctic experiences—ice therapy retreats, midnight sun meditation and biophilic design hotels. **It's wellness tourism meets celestial theatre, appealing to guests seeking both physical and spiritual transformation.**



USA 2026 Market activities

Key priorities and supportive actions

What are the key priorities for the market and which actions supports these selected priorities

Increasing Finland's awareness in USA through food promotion

- Important to build Finland's awareness as a standalone, year around destination, not only as part of Nordics
- Focus on PR and B2C awareness building
- Can be easily combined with other relevant themes, such as culture, sauna and happiness

Increasing the Finnish travel products in distribution channels

B2B sales work:

- Introducing new sales event, Visit Finland Roadshow, at the end of March
- Fam-trips (MATKA and Midnight sun)
- Nordic Roadshow
- VF representation in sales events at the market

Launching the "Golden Triangle" project

- Working together with Turku, Tampere and Helsinki to make "Golden Triangle" as the southern Finland's spearhead product for the market
- In 2026: Product development and increasing market/customer understanding, creating the marketing and sales plan for 2027-2028
- Requires external funding

Sales events and fam-trips 2026

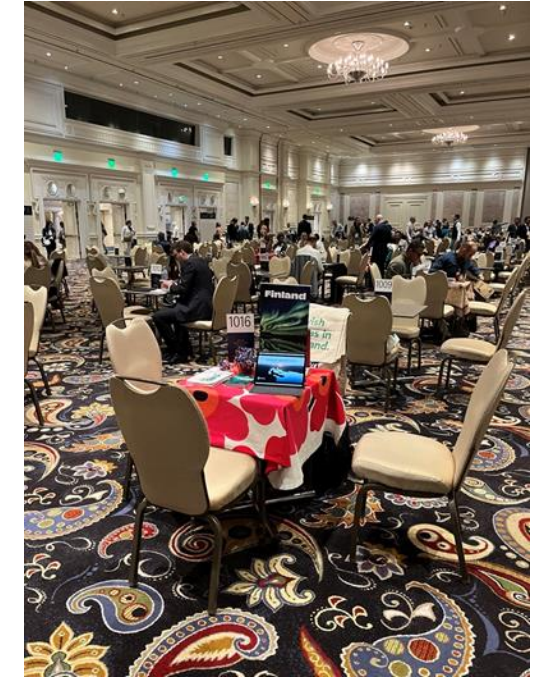
USA

Sales Events

- Visit Finland Roadshow (23-26 March)
- Midnight Sun workshop in Finland (June)
- Nordic Roadshow (5-9 Oct)
- Virtual Workshop, TBA (November)

FAMs

- MATKA (TOs), 4pax
- Midnight Sun (TOs), 7pax
- Supporting Boost Nordic FAMs (Advisors)
- Travel Edge (or similar) consortia fam for advisors



Other activities 2026

USA

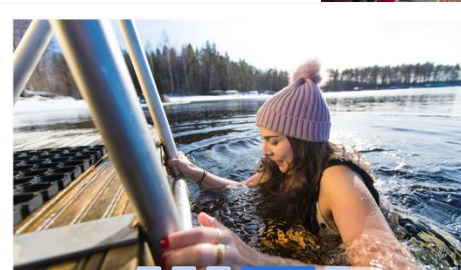
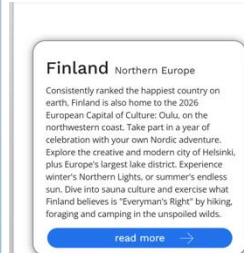
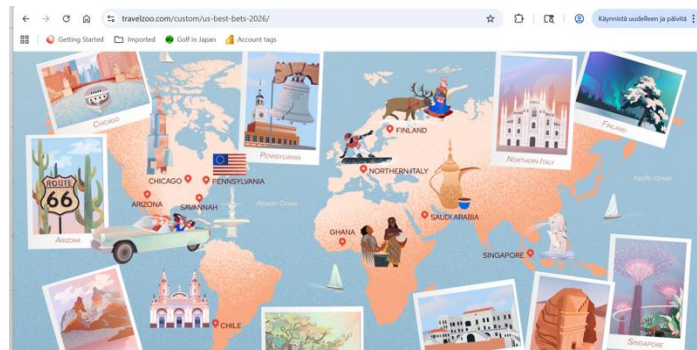
B2B

Sales Events with VF Representation:

- Travel Relations Virtual Roadshow , Adventure (VF Participation / February)
- 2 Boost Nordic Roadshow (VF participation / Luxury Leisure)
- USTOA conference and marketplace (December)

Joint Promotions

- USTOA conference and marketplace initiatives (2025/Q4)
- Exodus UK/USA Golden Triangle January burst
- Travelzoo Best Bets 2026



B2C

B2C Campaigns

- Global food campaign (US is one of the main markets)

PR

- Participation at IMM North America for media pitching
- Food themed PR event to promote the campaign
- US participants on international press/influencer trips
- Group press trips
- Individual press & influencer trips
- TV crews (TBC)
- Proactive pitching and press releases



Culture



2025 Highlights

This is Finland virtual workshop, April 23

Some 230 registered buyers – 130 attended the live event. - 28 Finnish suppliers

Boost Nordic Roadshow

CHI, DFW, HOU, SAT

Feb 17-21 -5 workshops – 2 office meetings. Meeting approx.

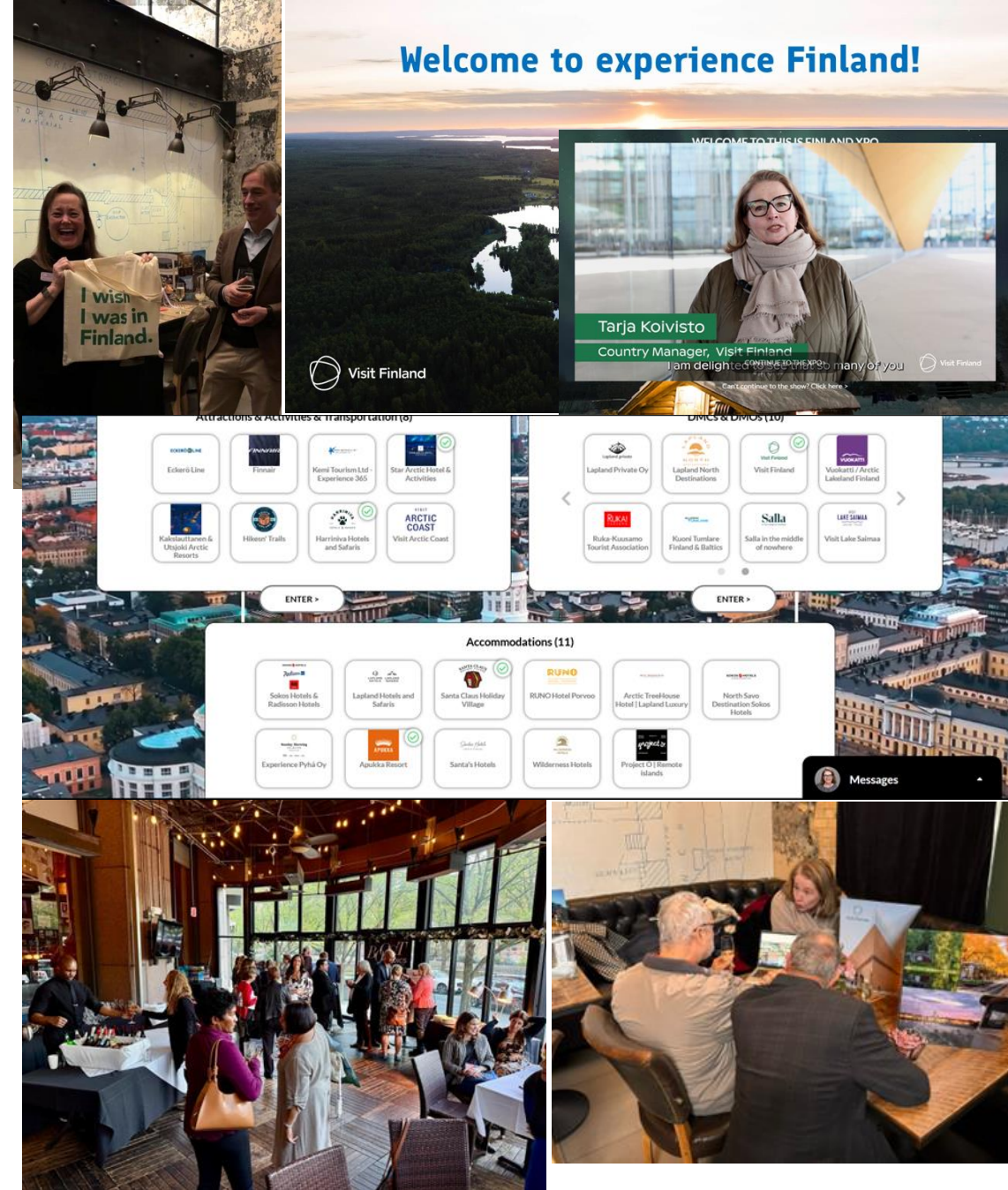
110 luxury travel advisors

BOS, PHL, DC

Apr28-May1 – 3 workshops and 3 agency visit – meeting over 80 luxury travel advisors

TA webinars: Montecito Village Travel, FROSH together with Finnair...

→ Webinars are recorded and live for 3-6 months



Joint Advisor Marketing Campaigns

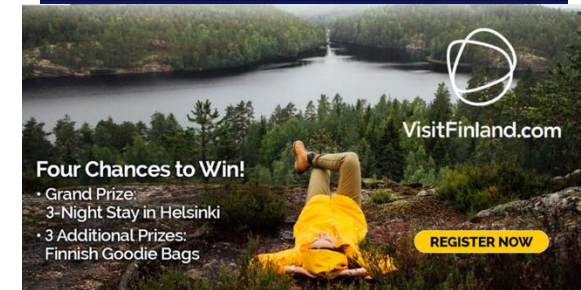
CCRA and Travel Edge

- (1) Webinar July 17. 265 registered – 152 attended live
- (1) **Leisure Tourism Board Marketing Package:**
 - TRUE Preferred Supplier Directory Listing – valid until 22 July 2026
 - (1) One Check-In Custom Email
 - (1) One Let's Talk Leisure Display Ad – 24 July
 - (1) One Let's Talk Leisure Featured Placement
 - Speaking Opportunities at Chapter Meetings

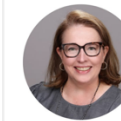


FINLAND

The Finnish sauna is a cornerstone of Finland's culture and offers your clients a unique wellness experience that goes beyond simply warming up. It is a place to relax, reconnect, and recharge. From sleek, modern urban saunas like Löyly in Helsinki to traditional smoke saunas nestled by serene lakesides, Finland offers a wide variety of sauna experiences that blend heritage with innovation. Your clients can explore this rich tradition through diverse public saunas across the country, each providing an authentic glimpse into Finland's enduring sauna



Welcome to Experience Finland!
Thursday, July 17, 2025 @ 2:00 PM ET



Presenter:
Tarja Koivisto
Country Manager USA
Visit Finland

Planning a client trip to Finland? Join our webinar to explore Finland's four incredible regions—the Fantastic Four! Discover Arctic adventures and Sámi culture in Lapland, serene lakeside escapes in Lakeland, vibrant urban-meets-nature experiences in the Helsinki region, and the stunning coastline with its 50,000 islands.

From reindeer and Northern Lights to design, saunas, and island hopping, you'll learn how to plan the perfect Finnish journey tailored to your clients. Start your Nordic adventure with expert insights and inspiration!

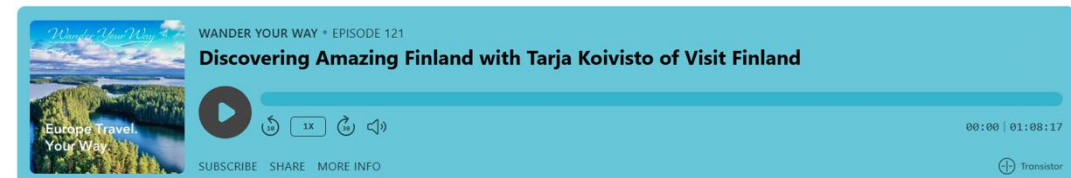


Four Chances to Win!

- Grand Prize: Win a 3-Night Hotel Stay in Helsinki
 - Three Additional Prizes – Finnish Goodie Bags
- All webinar attendees will be entered for a chance to win.*

[Register Now](#)

- **PODCAST** aired in August [Discovering Amazing Finland with Tarja Koivisto of Visit Finland • Wander Your Way](#)



USTOA Global Kitchen

Overview:

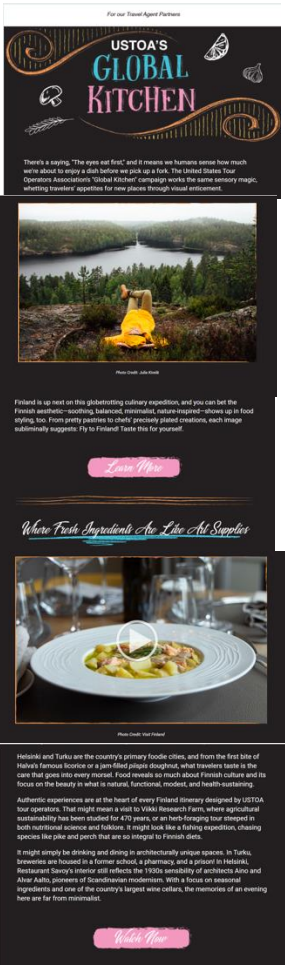
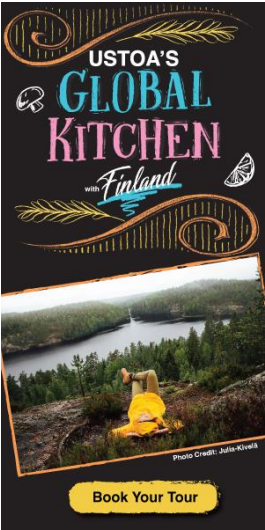
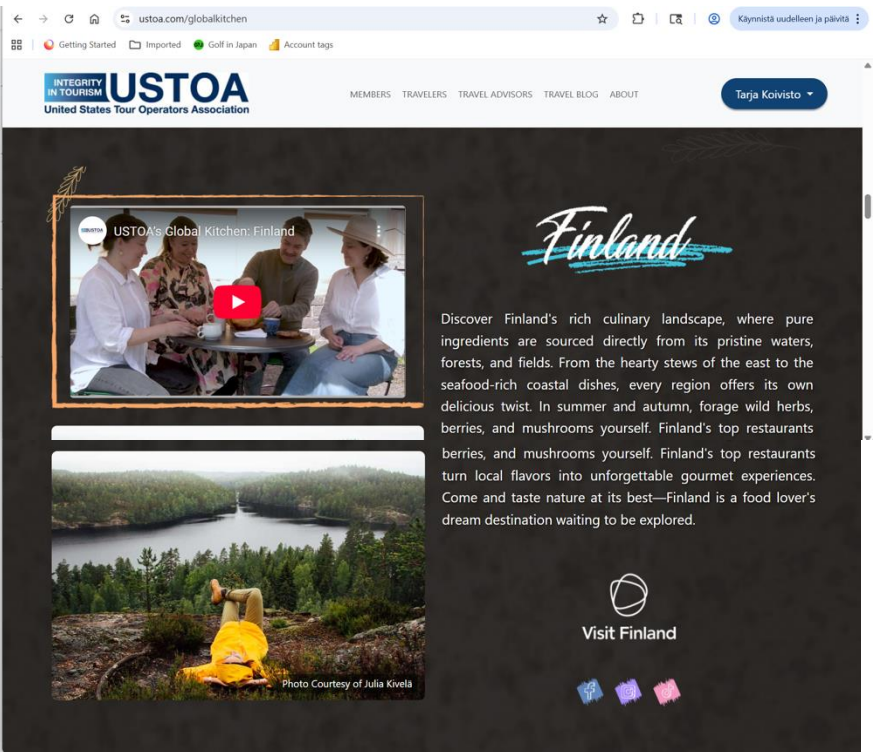
USTOA’s 2025 “Global Kitchen” campaign is a cultural exploration around the globe through a culinary lens. The campaign will be anchored around a culinary-themed video series that follows a local expert (tour guide, chef, restaurateur, influencer, cookbook author, etc.) to the best street food and culinary hidden gems within a destination. These are the local culinary dishes/street food items that embody the flavor and culture of a destination, at the locations and places that only locals and foodie insiders would know how to find, but travelers dream to discover. A compilation-style, short video will drive consumers to USTOA’s campaign landing page. There will also be a digital global cookbook with recipes from local chefs in various destinations.

Destination Sponsor Benefits:

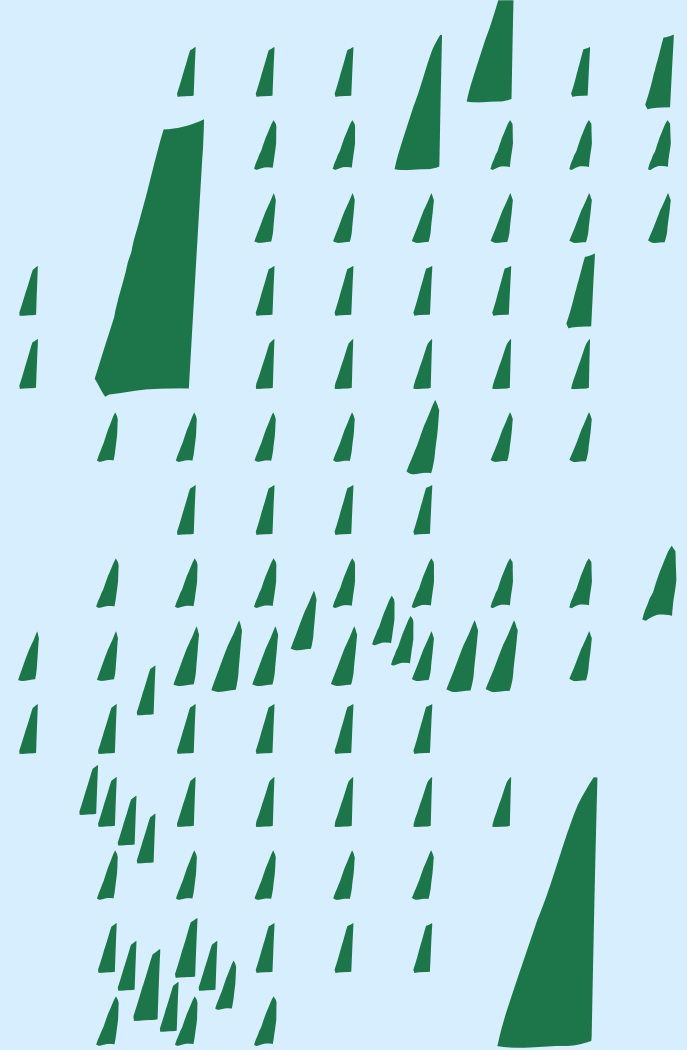
- One (2-3 minute) destination “episode” video (sponsor destination only)
Two (sponsor destination only) short social cuts
Sponsor spotlighted in compilation video short (includes all participating destination sponsors)
One destination recipe with (one) image featured in USTOA’s digital cookbook
Sponsor logo, website and key messages to be featured on campaign landing page on USTOA.com
Exposure through AFAR
Trade media promotion driving travel advisors to the campaign landing page
USTOA promotion such as: YouTube advertising campaign, public relations, USTOA social media and USTOA newsletter to travel advisor and consumer databases
Sponsor recognition to all USTOA membership

PRELIMINARY RESULTS:

- **Finland video views: 61,000+**
- **Compilation (all destinations) video views: 300,000+**
- **Combined video views (five videos): 554,000+**
- **Combined YouTube Impressions: 4 million+**
- **Campaign website landing page views: 34,800+**



USA PR update 2025



PR & Media Activities

US market

Visit Finland's PR activities include press releases, proactive pitching, media and influencer visits, and press events – all in close collaboration with our Chicago-based PR agency. So far in 2025, we've hosted 22 individual visits, joined two international group press/influencer visits, organized two national group press visit from the US market, and shared numerous press releases and pitches. In addition, we organised a pop-up restaurant event together with a media preview and joined the IMM media networking event in January.

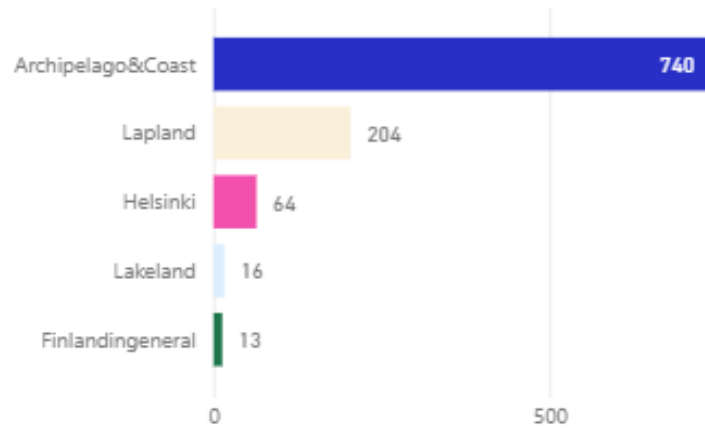
Coverage Highlights Q1-Q3 2025

- 1011 Media Hits
- Average Visibility Score 60 %
- Brand Building Effect 983.7 million
- Average Tone 3.00/3.00
- Media highlights: CBS News, USA Today, The New York Times, Forbes, Yahoo Life, Bloomberg, Time Out New York, Travel + Leisure etc.
- Content Creators: @thesharkdaymond, @jaglever, @befatbehappy, @gwynethyuma, @exploregg

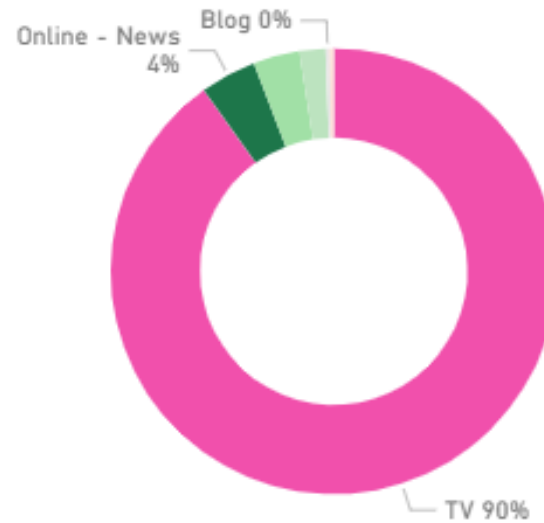


PR work results, USA Q1-Q3/2025

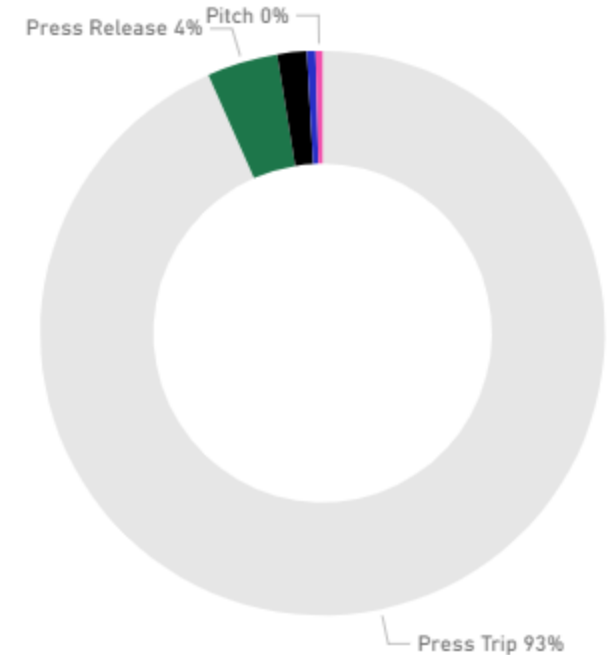
Number of hits per region



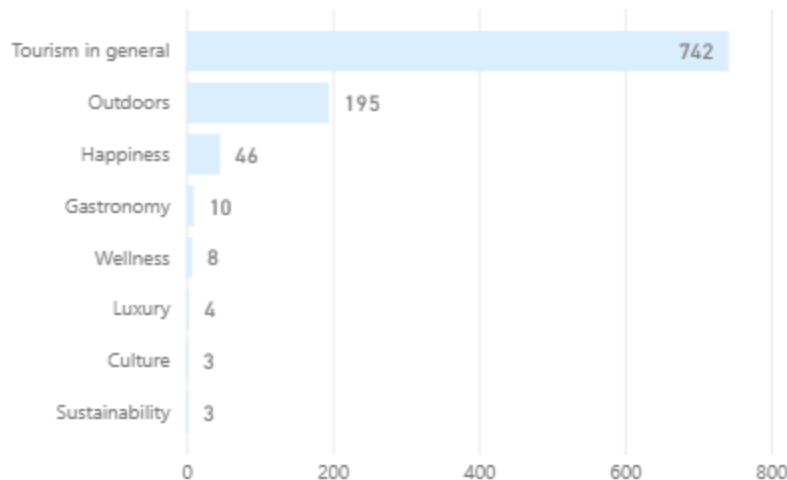
Share of hits by Media type



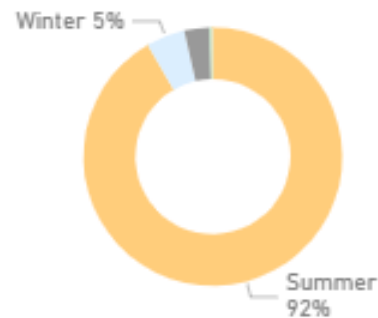
Share of hits by Origin



Number of hits by Theme



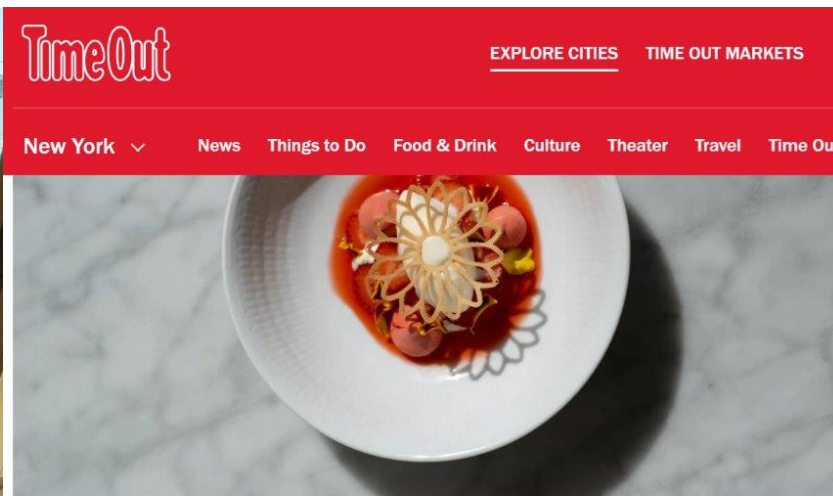
Season



Coverage Highlights

- Archipelago&Coast has been the most popular region with 740 hits.
- Summer was the most popular season with 92% hits.
- Tourism in general was the most popular theme (742 hits), followed by outdoors (195 hits) and happiness (46 hits).
- The biggest share of the hits were TV coverage.
- Most of the hits resulted from press trips.

Coverage Highlights



Taste of Finland—A Midsummer Pop-Up

TRAVEL+ LEISURE

TRIP IDEAS DESTINATIONS WORLD'S BEST AWARDS TIPS + PLANNING HOTELS + RESORTS SHOPPING NEWS A

This Country Was Just Named the Happiest Country in the World—and It Has More Than 150,000 Lakes

Forbes

Discover Finnish Lakeland With This 4-Day Summer Road Trip Itinerary

The New York Times

Finland Says It Can Teach Tourists to Be Happy. Challenge Accepted.

Coverage Highlights



befatbehappy and befedbehappy
Brooklyn, New York

befatbehappy Edited • 22 w
GIVEAWAY CLOSED

Who in NYC wants a FREE DINNER FOR TWO? 🇫🇮 ✨ We're giving away a dinner for 2 to at [@ourfinland's](#) Taste of Finland - A Midsummer Pop-Up — a two-night culinary experience that brings Finnish Midsummer magic to Brooklyn, hosted at [@hildur.brooklyn](#).

This is your chance to taste Nordic flavors with NYC flair, from three incredible chefs blending Finnish traditions with global inspiration. Trust me — Finland served some of the best food I've had while traveling, and this dinner is channeling that energy for

jaglever Lapland, Finland [View profile](#)



os on TikTok Watch [Watch now](#)

@jaglever
If you're in New York City I highly recommend checking out Hildu ...See more



thesharkdaymond Original audio Following ...

thesharkdaymond 45 w
THANK YOU FINLAND 🇫🇮
Vacation time is officially over!
Time to head home.
And since [@heather_john](#)
[@minkajaggerjohn](#) and I are now
officially preppers.
We have decided to take a more scenic
ride home. Our GPS says we should be
there in about 15 months!
HAPPY NEW YEAR 🎉🎉🎉🎉🎉

811 likes
6 January

NYC Restaurant Pop-Up

- A two-day restaurant pop up open for public in June
- Menu created by Ina Niiniketo (Canvas Canteen), Lana Lagomarsini (Top Chef contestant 2025) & Brennan Taulbee (Hildur Restaurant)
- Influencer cooperation, Time Out New York eblast and a media preview event arranged beforehand to boost bookings
- Cooperation with Finnish brands Marimekko and Kyrö Distillery
- The goal was to raise awareness of the Finnish food culture and to encourage foodies to visit Finland



