Visit Finland x Tripadvisor

November 2026

Tripadvisor



Agenda





01. Introduction to Tripadvisor

02. Tripadvisor & Visit Finland – 2026 Partnership

03. Tripadvisor & Visit Finland – What's Next?

04. How is Finland Performing on Tripadvisor?

05. How Finland's Local Stakeholders Can Maximize Benefit from TA

What Is Tripadvisor in 2026?

Tripadvisor exists to make everyone a better traveler.



Tripadvisor

Tripadvisor is a global powerhouse

230M
Total visitors

2.2B
Pageviews

22
Languages

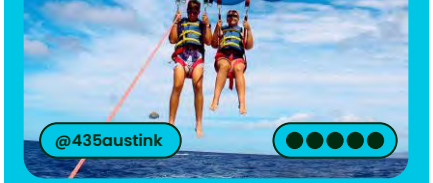


Source: Tripadvisor internal data

Tripadvisor is built on the opinions and voices of millions of real people

1B Reviews & Contributions

21.2M Members



From a real review of Honolulu Xtreme Parasail listed on Tripadvisor.



From a real review of Ultimate Island Jeep Safari with Natural Pool, Baby Beach, Lunch listed on Tripadvisor.





From a real review of Historic Center Food Tour in Mexico City listed on Tripadvisor.



From a real review of Playa del Carmen Walking Food Tour Mexico listed on Tripadvisor.



We connect 230MM travelers with 10MM listings everyday



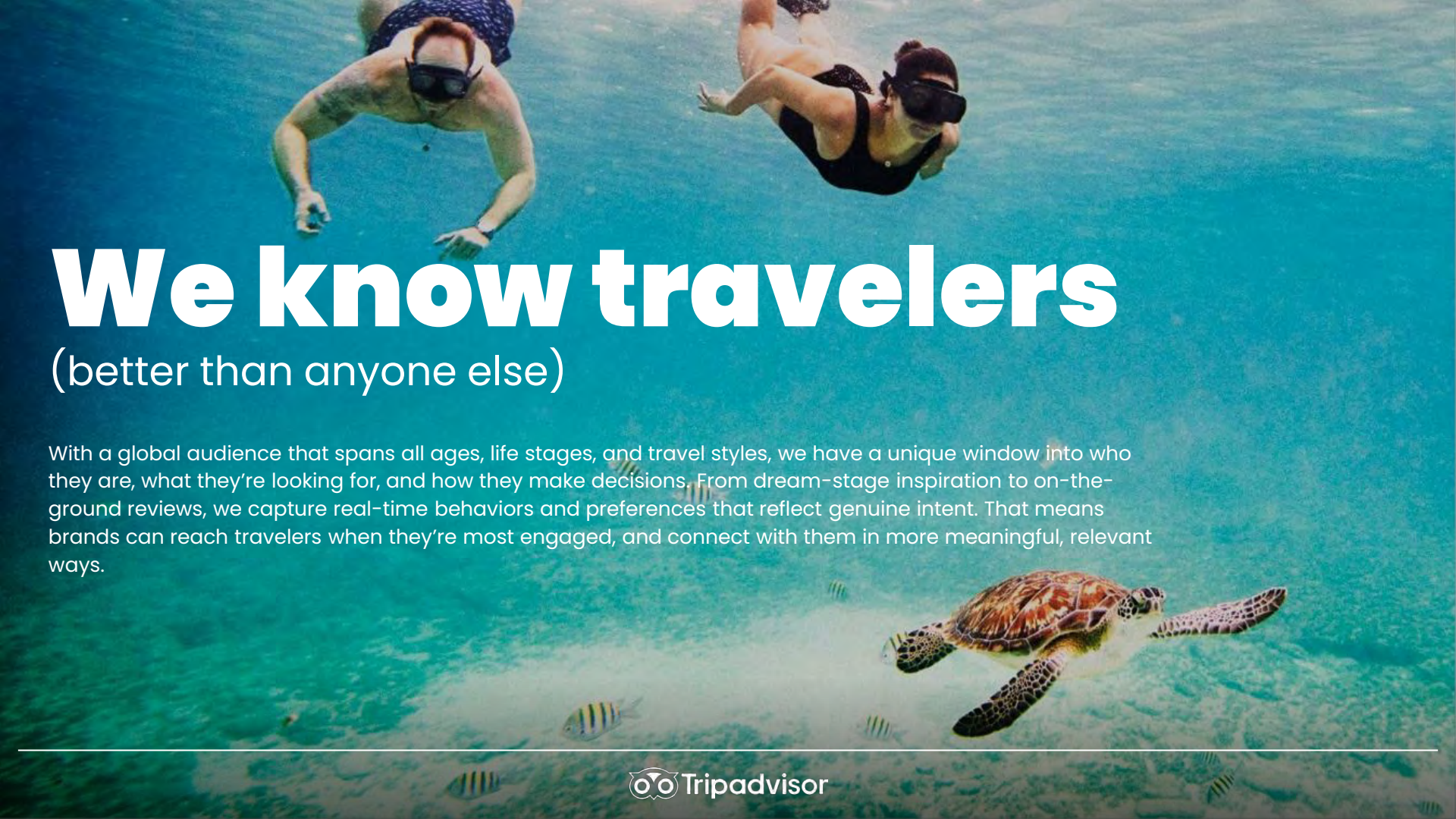


Source: Tripadvisor internal data

Tripadvisor

More than just a review website, we are an evolving ecosystem.

- UGC Content Destination
- A Brand Studio creating bespoke content
- AI innovator with best in class partnerships
- An advertising platform that drives results
- An experience app right at your fingertips
- A community that is loved and respected
- A tool for consumers and businesses
- Editorial platform that educates & inspires



We know travelers

(better than anyone else)

With a global audience that spans all ages, life stages, and travel styles, we have a unique window into who they are, what they're looking for, and how they make decisions. From dream-stage inspiration to on-the-ground reviews, we capture real-time behaviors and preferences that reflect genuine intent. That means brands can reach travelers when they're most engaged, and connect with them in more meaningful, relevant ways.

Tripadvisor engages with consumers at every stage of the travel journey.

Pre-Trip

On-Trip / Post-Trip

Dreaming

78%

of all travel booking journeys contain a visit to a travel site two months prior to the ultimate booking.

Planning

6x

During this time period, **Tripadvisor is visited six times more than the average travel site.**

Booking

228%

Increase in average daily visits to Tripadvisor from one week prior to booking to three days prior to booking.

Experiencing

57%

book attractions while on vacation.

Sharing

247

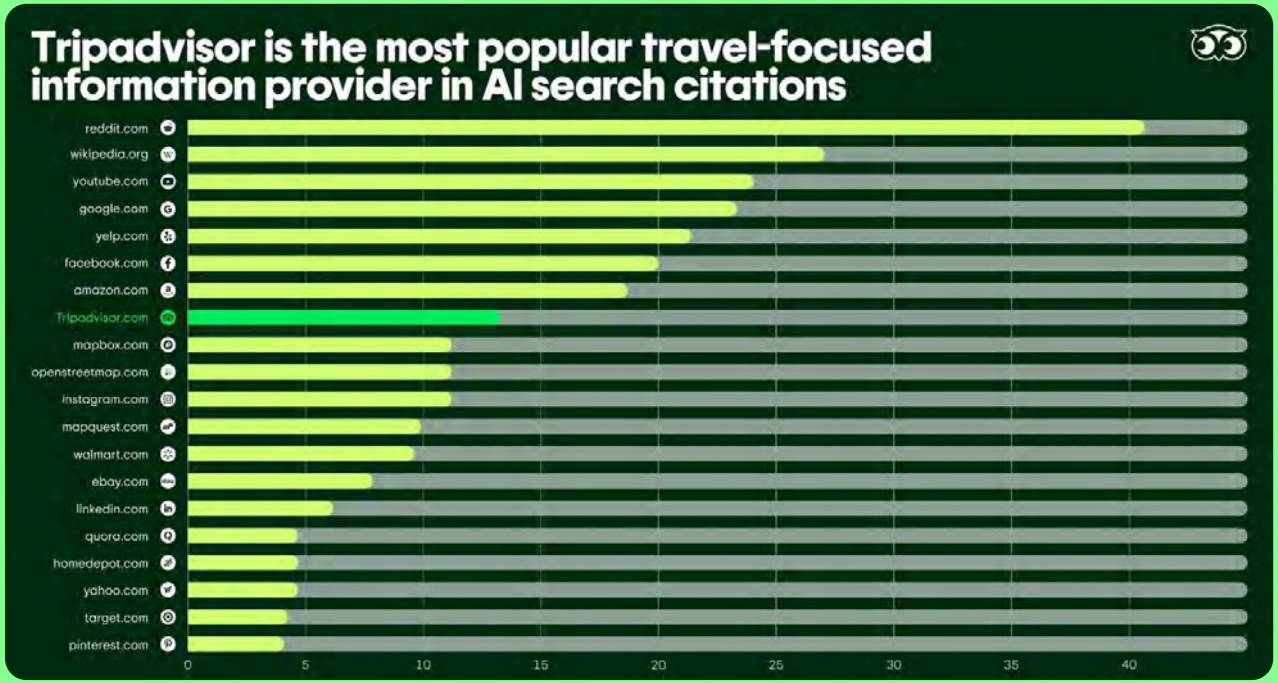
reviews per minute left on Tripadvisor.

Tripadvisor is a trusted platform

#1 in Trust



Tripadvisor: the #1 travel source shaping AI search



New third-party research highlights Tripadvisor's influence in the AI landscape, ranking us #8 among the most-cited websites by large language models (LLMs).

With a 12.5% citation frequency, Tripadvisor is not only shaping how AI learns and responds, but also stands out as the *only* travel brand to appear in the top 20 list.

Source: Based on a Semrush Study of 150,000 citations conducted in June 2025

Why AI models trust Tripadvisor

AI models trust Tripadvisor because **travelers** trust Tripadvisor.

Volume

1B+ reviews and opinions — the largest travel UGC database in the world.

Recency

Continuously updated content signal freshness and relevance to AI models.

Specificity

Content contains entity-rich details (hotel names, room types, prices, experiences).

Sentiment

Bubble ratings provide clear, structured quality signals that LLMs can easily parse.

Authority

25+ years of brand trust and domain authority in the travel industry.

What have Visit Finland and Tripadvisor done in 2026?

The Brief

THE CHALLENGE

- Five provinces, lakes & forests, calm accessible landscape
- Low international awareness & limited bookable inventory
- No international airport; all arrivals via Helsinki

THE GOAL

- Build awareness of Lakeland as a fly & drive / touring destination
- Longer term: grow summer inventory and sales

THE PLAN

- **Markets:** Germany, UK, France, Spain
- **Audience:** Nature lovers & lifestyle travellers (FITs, couples, families)



The Solution

CREATE THE DESTINATION

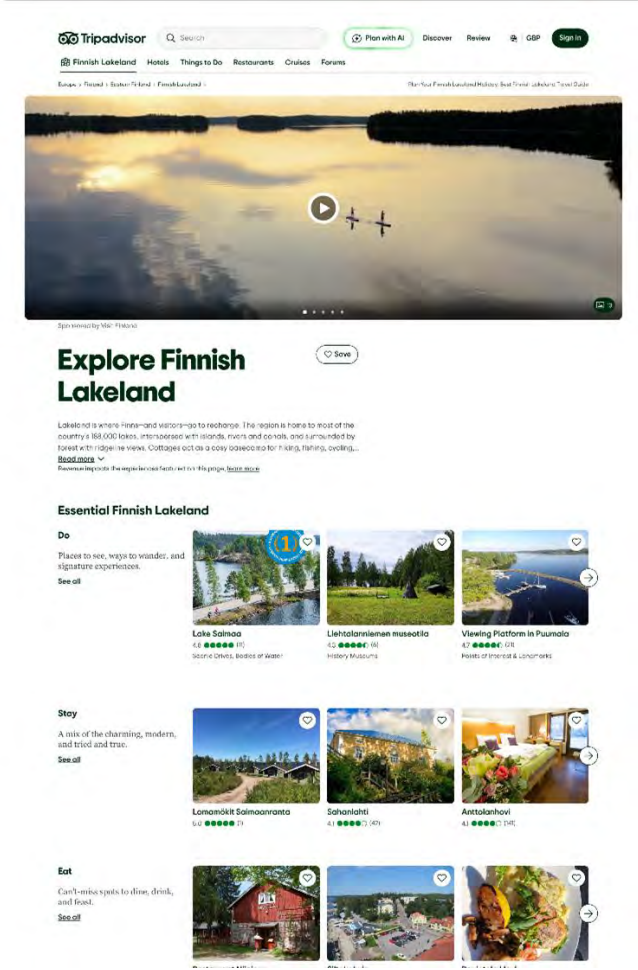
- Built Finnish Lakeland as a destination on Tripadvisor, giving travellers an organic place to discover and engage

MAKE IT VISIT FINLAND'S OWN

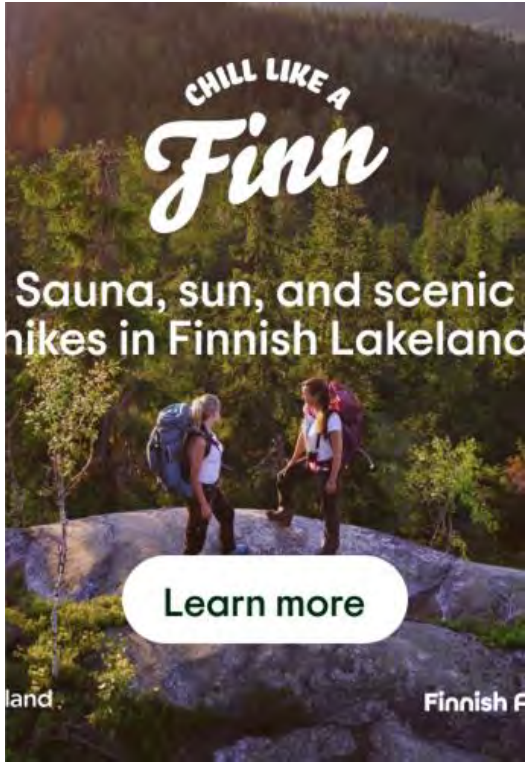
- Full control of the page during the campaign: imagery, video, content links and more

DRIVE THE RIGHT PEOPLE TO IT

- Targeted our audience segments in DE, UK, FR and ES
- Focused on travellers actively considering competitor destinations
- Campaign media click-through landed on the Finnish Lakeland page



The Results



2.9M
Unique Users Reached
(onsite traffic drivers)

+32%
Average Media Uplift
Benchmark EOC: +30%

€239.86k
Economic impact

2.8
ROAS
Benchmark EOC: 3

84.74k
Incremental lookers

€1.18
Cost per incremental looker
Benchmark EOC: €1.2

What’s next for Visit Finland and Tripadvisor?

2027 Partnership Expansion

Current Status

Still in discussion, but looking to expand on the 2026 partnership.

Target Markets

Key Source Markets

Targeting the same key source markets:

UK • FR • ES • DE

Seasonal Positioning

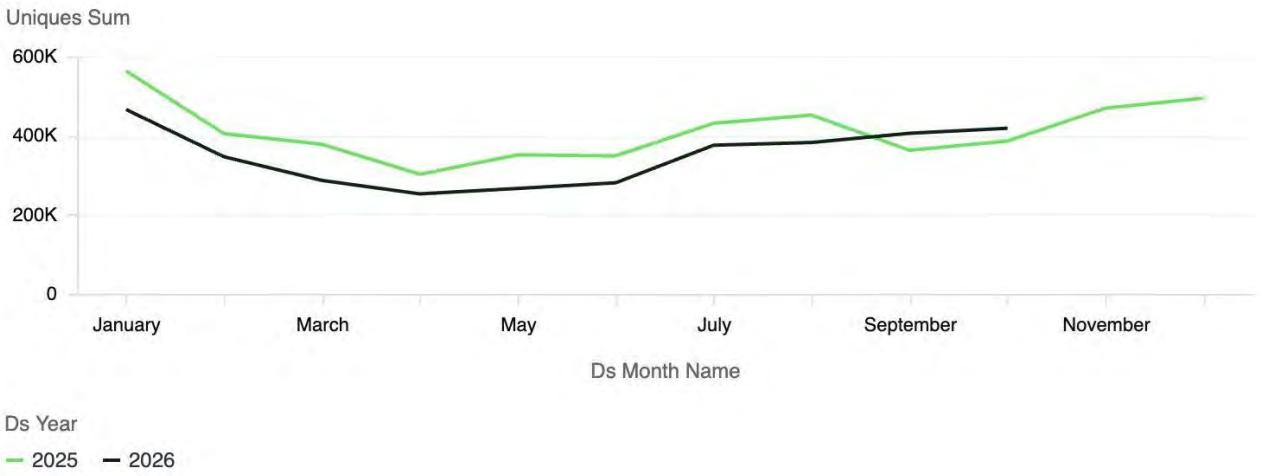
Summer Holiday Focus

Introducing them to Finland as a summer holiday destination.

🌼 **Summer Destination Concept**

Finland on Tripadvisor – stats and trends

International users looking at **Finland** — January 2025 to present



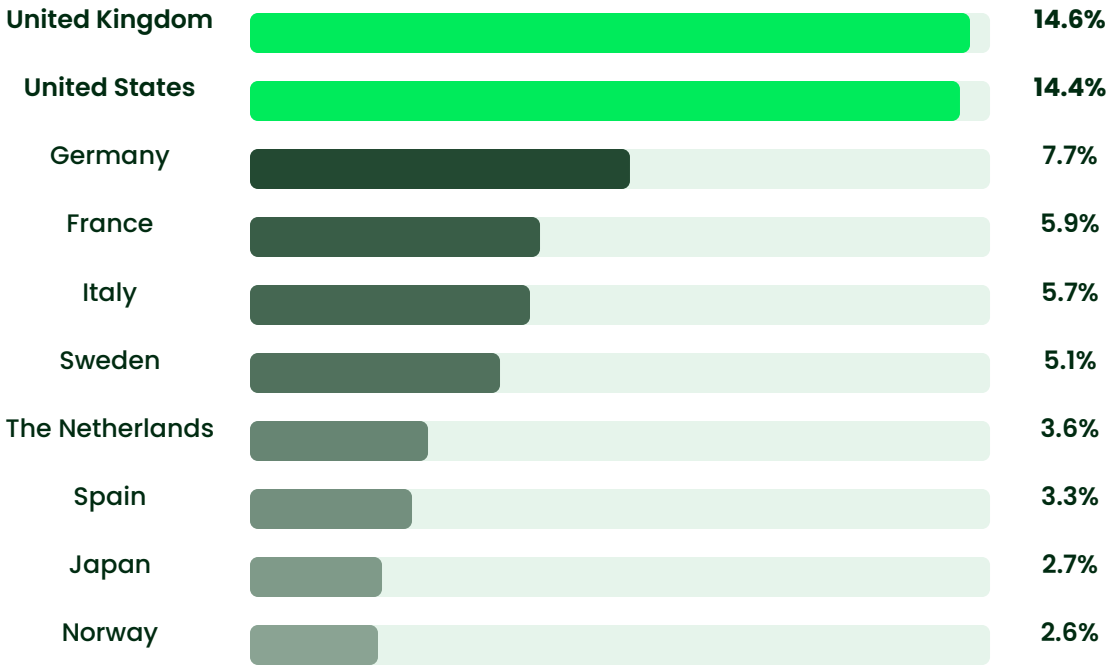
Year-on-Year Trend

-12.5%

Jan-Oct Total Decrease

This is outperforming the global average (-20%, due to the impact of AI on site traffic across the web)

Top Source Markets looking at **Finland** — past 12 months



KEY TAKEAWAYS

UK & US Drive Primary Volume

Combined, the UK and US generate **29%** of all international search interest.

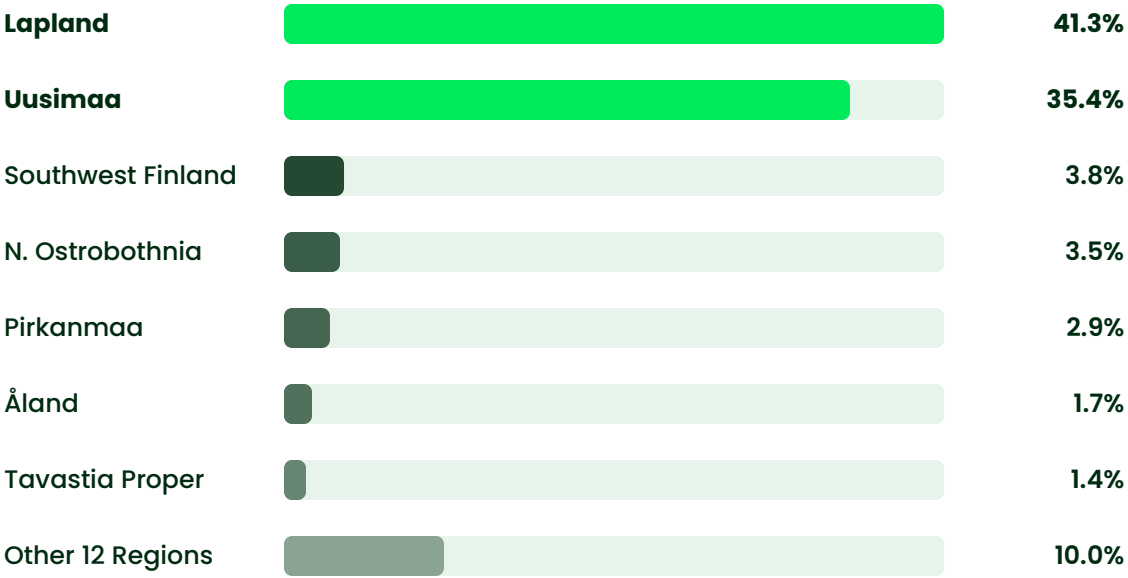
Strong European Base

8 of the top 10 markets are within Europe, providing steady regional demand.

Long-Haul High Performers

US (#2) and Japan (#9) represent the highest-volume long-haul traveler markets.

Where in **Finland** are they looking?



KEY TAKEAWAYS

Lapland & Uusimaa Lead Demand

Together, Lapland and Uusimaa account for **76.7%** of all regional searches in Finland.

Lapland is #1 Destination

With over **1.83M lookers** (41.3%), Lapland captures the highest search volume.

Broad Regional Long Tail

The remaining 23.3% of interest is spread across 17 other distinct regions.

What content does **Finland** have present on Tripadvisor?



Accommodation

3,714

Total listings present



Attractions

7,098

Total listings present

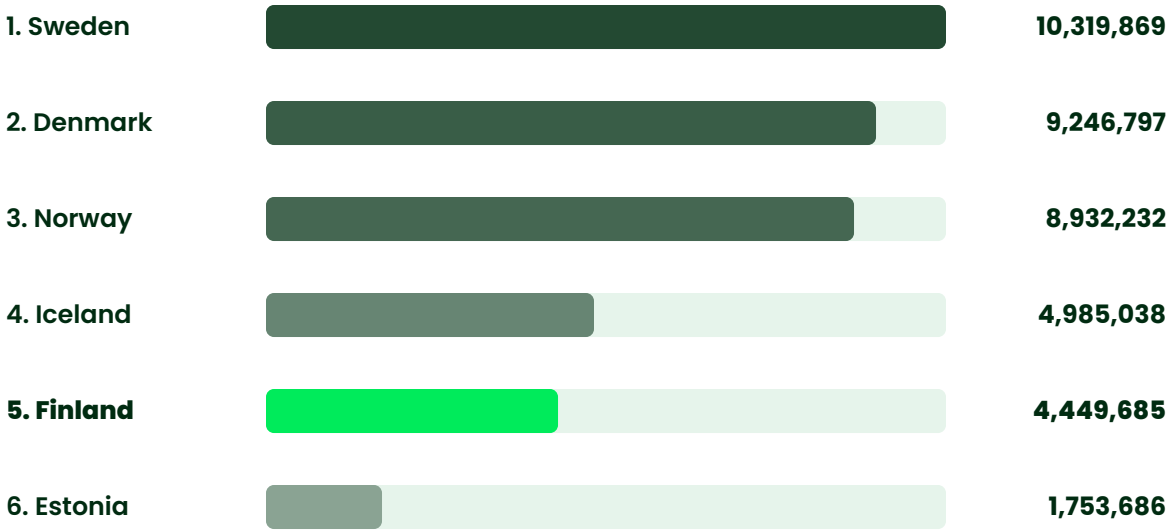


Restaurants

9,358

Total listings present

How does interest in **Finland** compare to competitors?



KEY TAKEAWAYS

Top Nordic Tier

Sweden, Denmark, and Norway generate the highest search volumes in the region.

Finland's Ranking

Finland holds 5th position with **4.45M lookers**, closely trailing Iceland.

Baltic Lead

Finland attracts over 2.5x the international looker volume of neighboring Estonia.

How does **Finland** compare to competitors in terms of product listed?

Accommodation

Sweden	7,210
Norway	5,238
Denmark	5,062
Finland	**3,714**
Iceland	2,261

Attractions

Denmark	11,074
Norway	10,679
Sweden	10,516
Finland	**7,098**
Iceland	3,336

Restaurants

Sweden	25,477
Denmark	14,204
Norway	11,170
Finland	**9,358**
Iceland	1,421

But how does **Finland** compare in customer satisfaction? (Spoiler, Finland punches above its weight)

Accommodation

Finland	**4.33**
Iceland	4.33
Sweden	**4.11**
Denmark	**4.08**
Norway	**4.03**

Attractions

Iceland	4.77
Finland	**4.68**
Norway	**4.63**
Denmark	**4.61**
Sweden	**4.49**

Restaurants

Iceland	4.53
Finland	**4.34**
Norway	**4.19**
Denmark	**4.12**
Sweden	**4.06**

What if we do a deep dive into **Finnish Lakeland**? A lack of activity listings becomes immediately clear

Region	Accommodation	Activity	Attraction	Eatery
Kainuu	118	19	144	113
Kymenlaakso	103	3	268	300
South Karelia	139	28	207	233
Southern Savonia	211	30	259	289
North Karelia	149	4	192	177
Northern Savonia	142	8	222	276

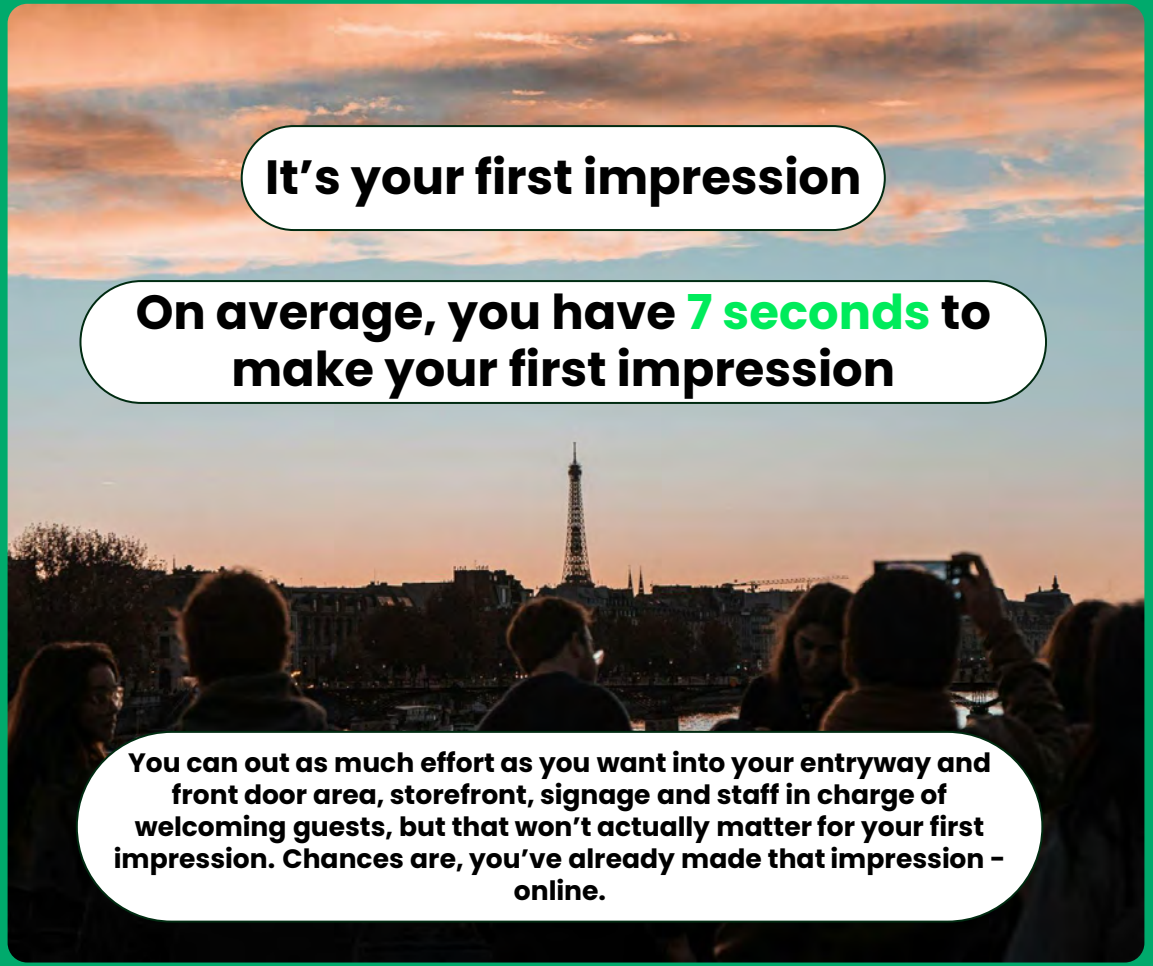
Managing your reputation and generating business on Tripadvisor

(at no cost)

Online Reputation Management

What is online reputation management?

It’s the process of understanding, analyzing, and actively building your brand anywhere anyone says anything about you online. This means your owned online properties, like your website and social media pages, but also review sites like Tripadvisor and other online communities where your business is mentioned.





Factors that drive **engagement** for your brand

- Number of photos
- Total number of reviews
- Management responses in the past year
- Number of reviews in the past year

A tiered approach to managing your online reputation

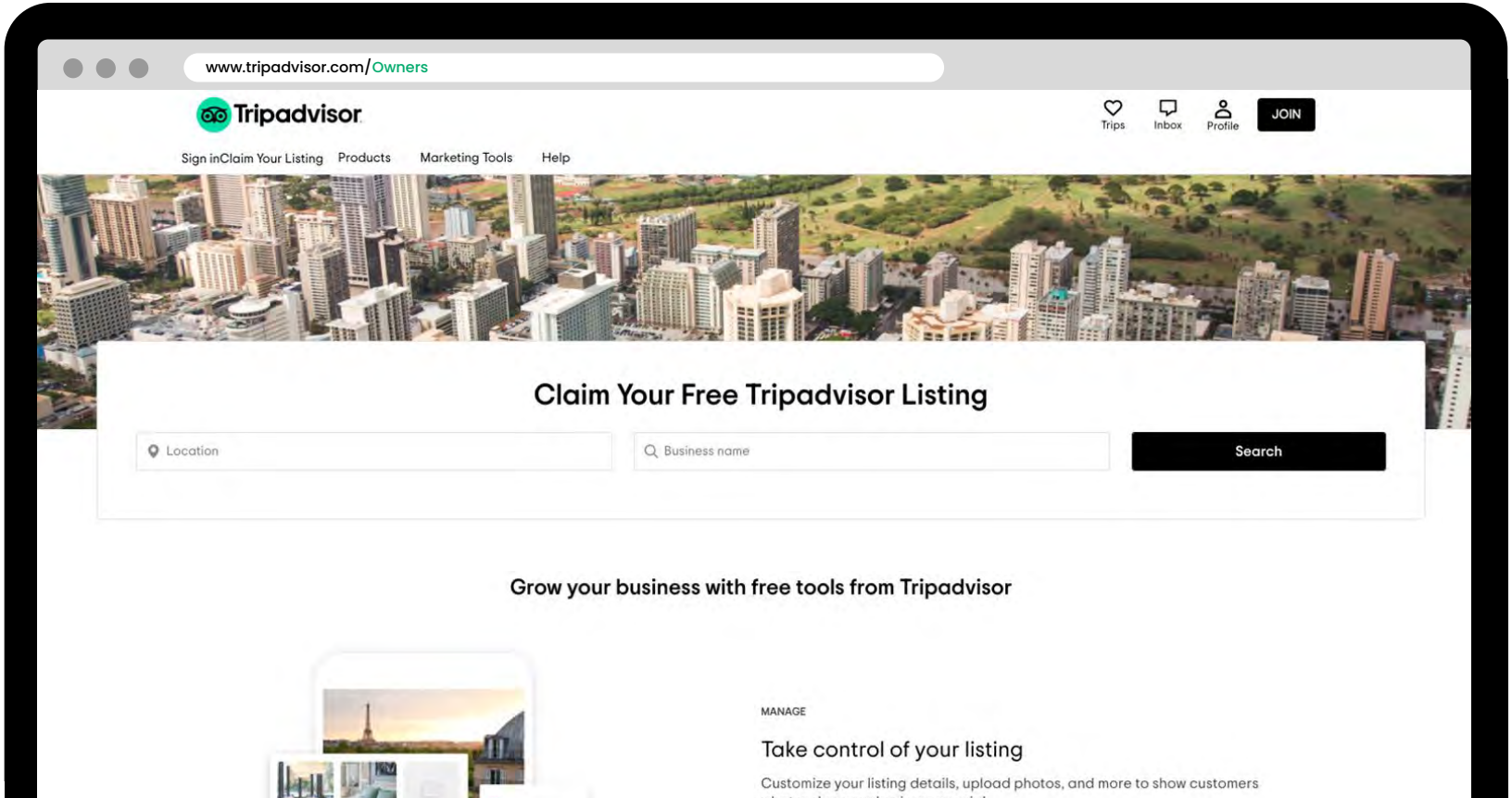
1. Claim your listing
2. Review & enhance business details
3. Upload & manage photos
4. Encourage guests to write reviews
5. Monitor and promptly respond to reviews



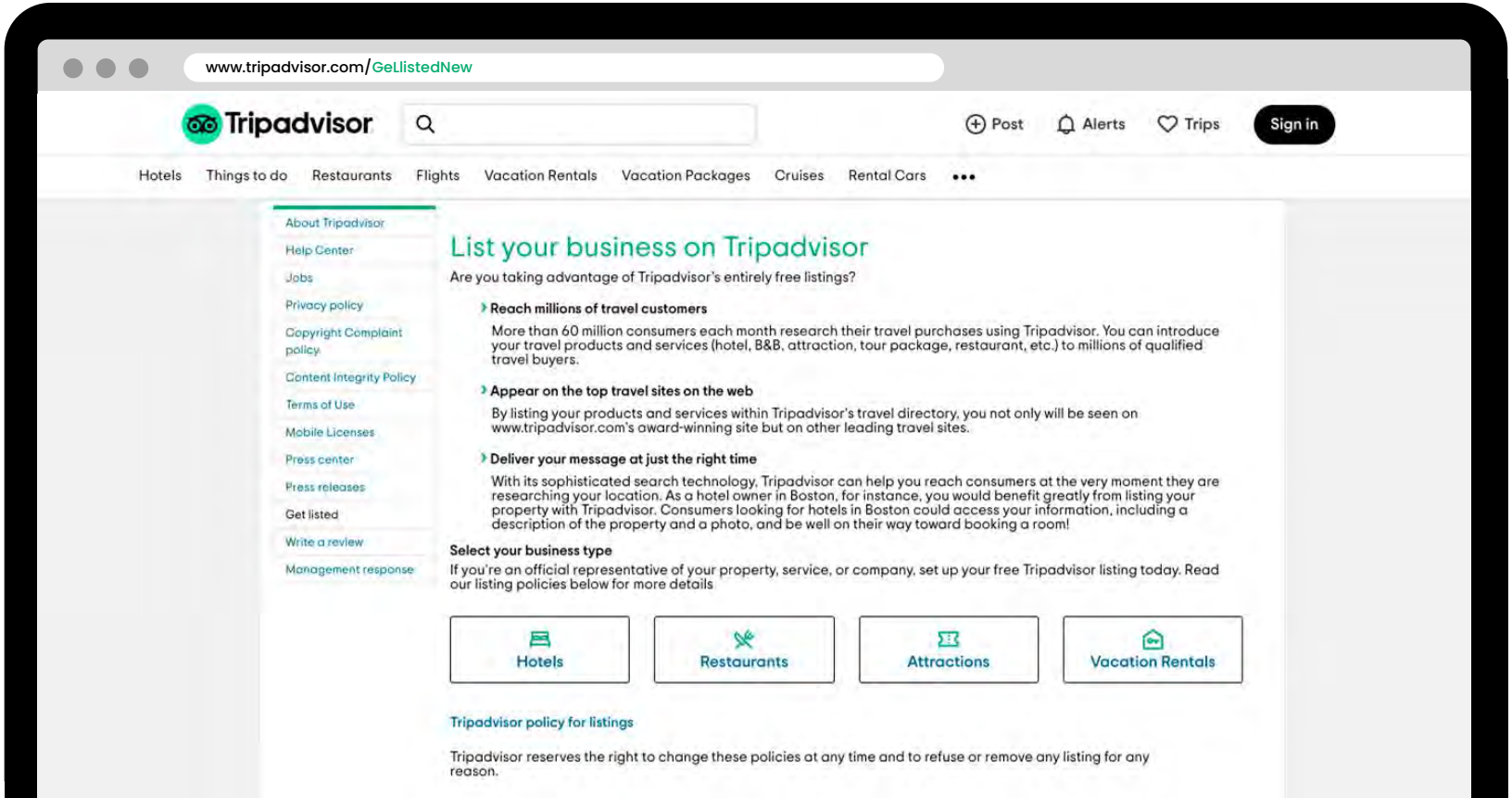




1 Claim your Tripadvisor listing



1 Claim your Tripadvisor listing (cont.)



How many businesses in Finnish Lakeland have taken ownership of their listing on Tripadvisor?

75%?

60%?

50%?

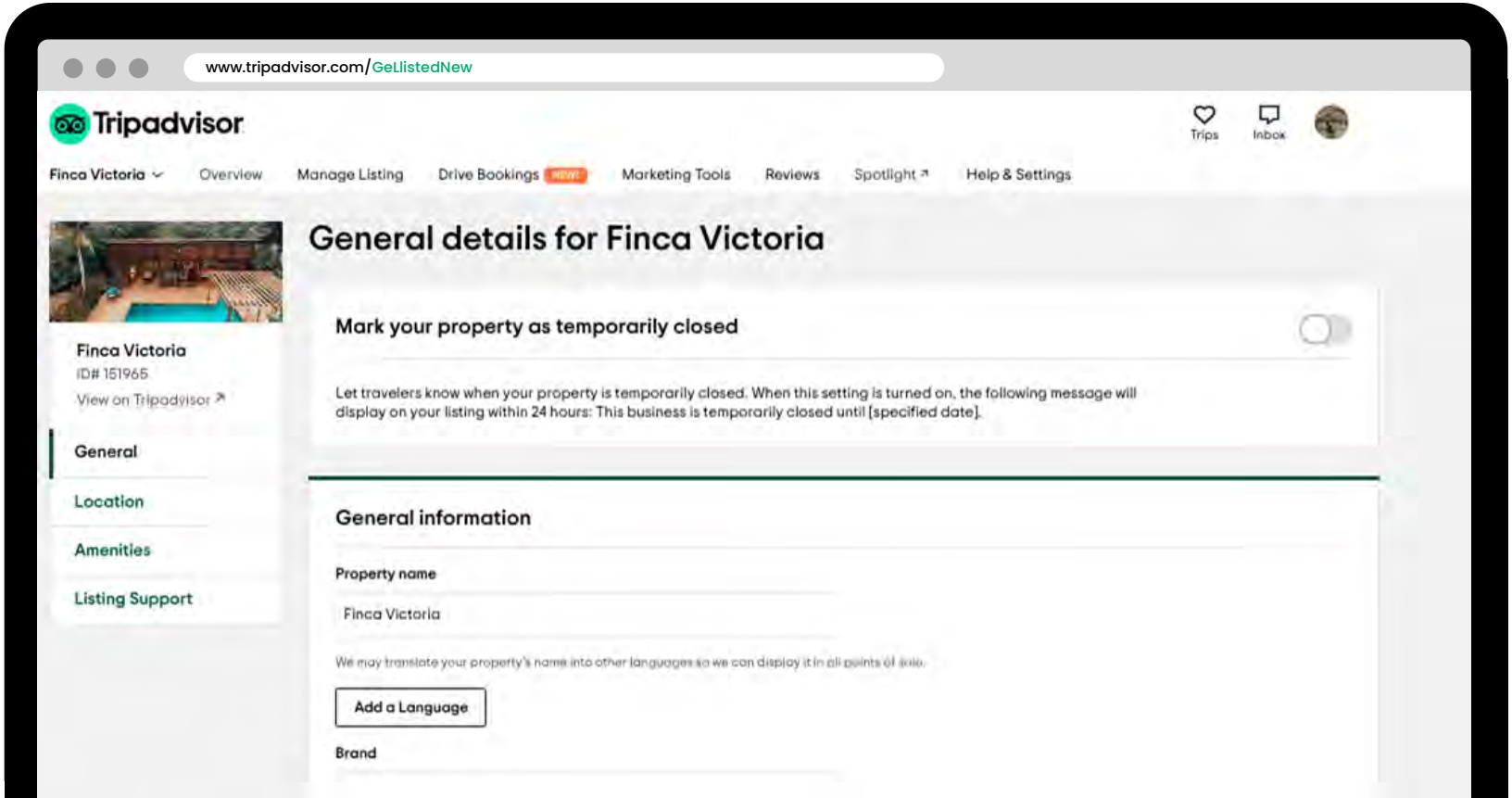


How many businesses in Finnish Lakeland have taken ownership of their listing on Tripadvisor?

31%



2 Review & enhance business details



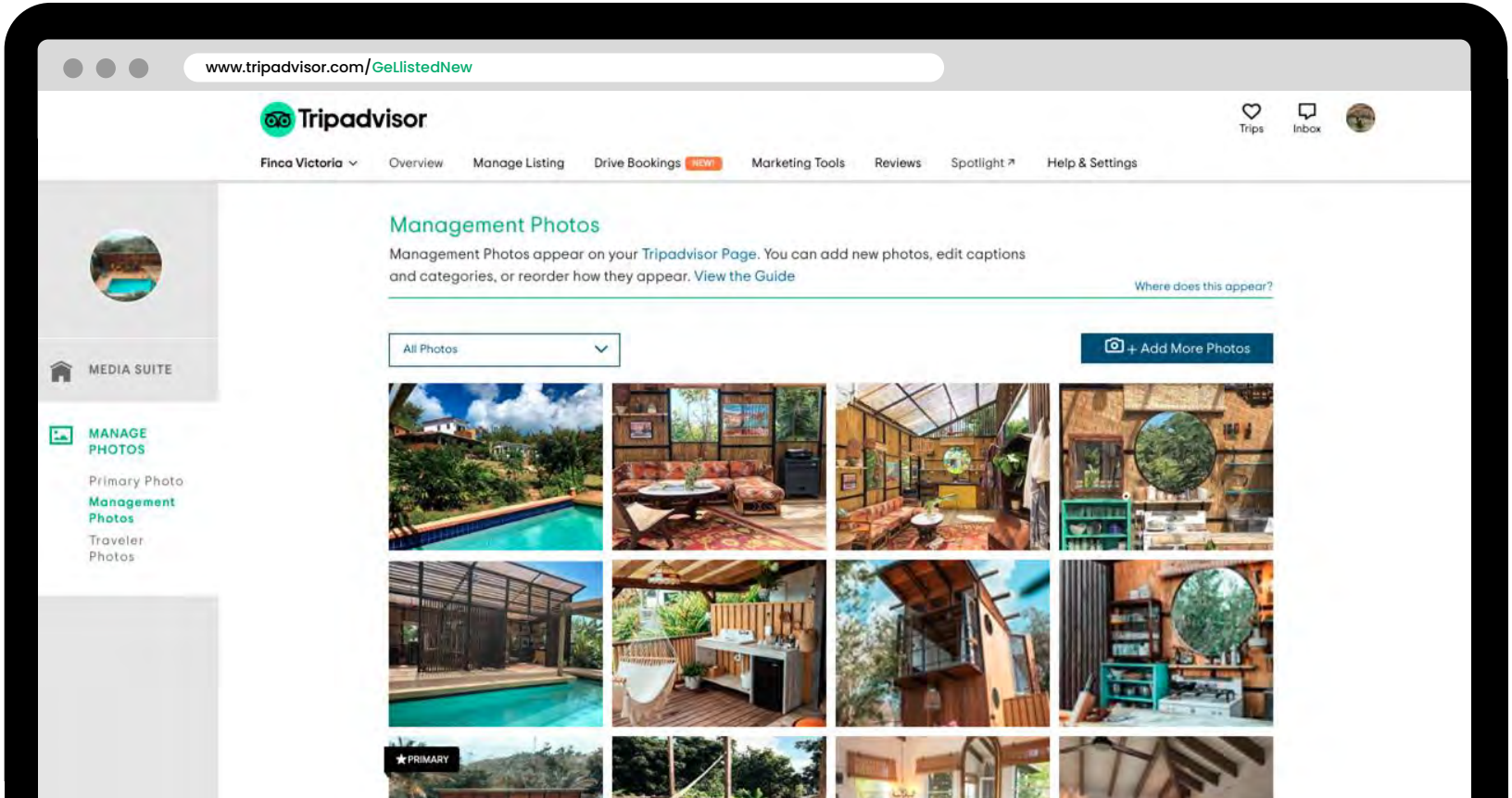
Anatomy of a strong business listing



To optimize your listing, consider how to attract visitors of different backgrounds, experiences, and abilities.

- **Review features** of your business
- Consider **different traveler perspectives, experiences and languages** within your target audience
- Provide **as much information as possible** to different identified audiences in ‘accessibility,’ ‘additional information,’ or ‘FAQ’ section
- Use **inclusive language**, such as, “We welcome all identities and experiences”
- Include **imagery** representing different types of travelers, ethnicities, abilities, sizes, age ranges, life stages, etc.
- Highlight how you can **connect with people of different backgrounds and experiences**

3 Upload and manage photos





4

Encourage guests to write reviews

As you see, **reviews matter.** Consider how your business is creating a safe and welcoming environment for community members and visitors from different background and abilities.

Fresh reviews matter
What are things like today at your property?

Improvements matter
How have you adapted to the current environment?

Rankings matter
What makes your property the best and safest option for potential guests?

How to encourage guests to write reviews:

- Reputation Pro
- Widgets
- Stickers
- Reminder cards
- Downloadable assets



Provide prompts

How did we create a **welcoming atmosphere** for you?

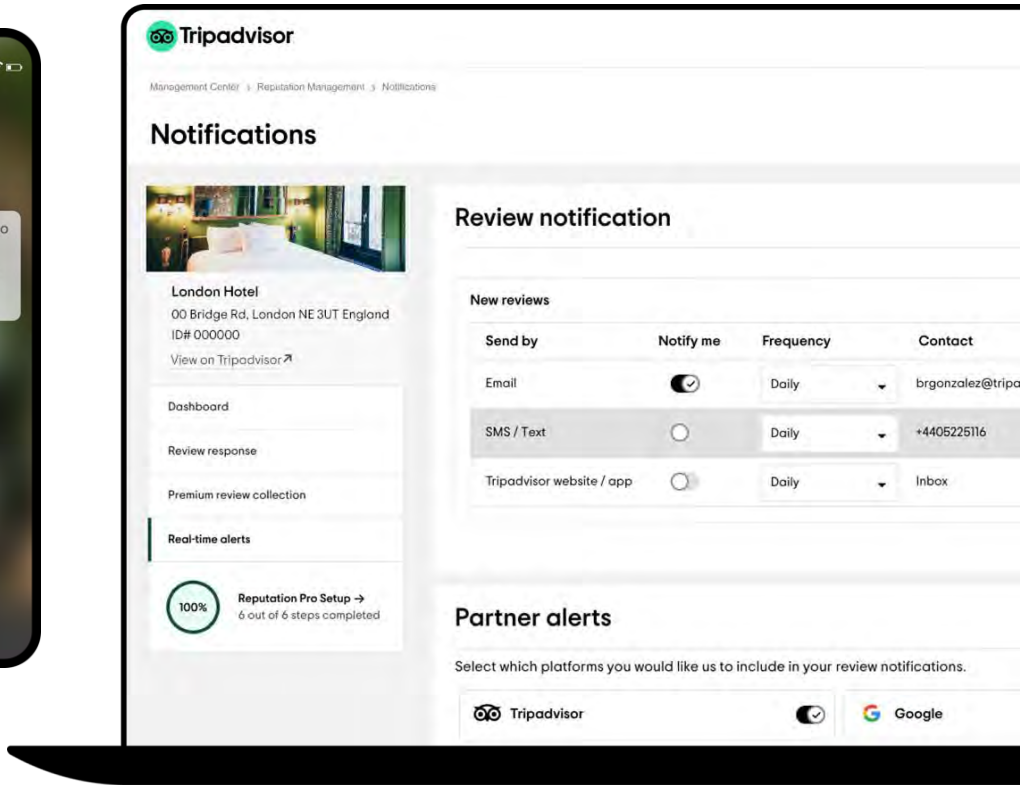
How did we **accommodate your needs**?

Is there anything **exceptional** or **special** about your experience that you can share?

5 Monitor & promptly respond to reviews

- Get **real-time review notifications (paid feature)** so you can manage issues as they arise and thank travelers for positive reviews, or utilize free daily summaries
- Choose **when** and **how** you're notified so you can act quickly on guest feedback
- **Showcase your customer service** to past and future guests by **responding to new reviews faster**





Best practices for responding to reviews

01 Sign up for review notification emails

02 Respond promptly

03 Say ‘Thank you’

04 Be original and empathetic

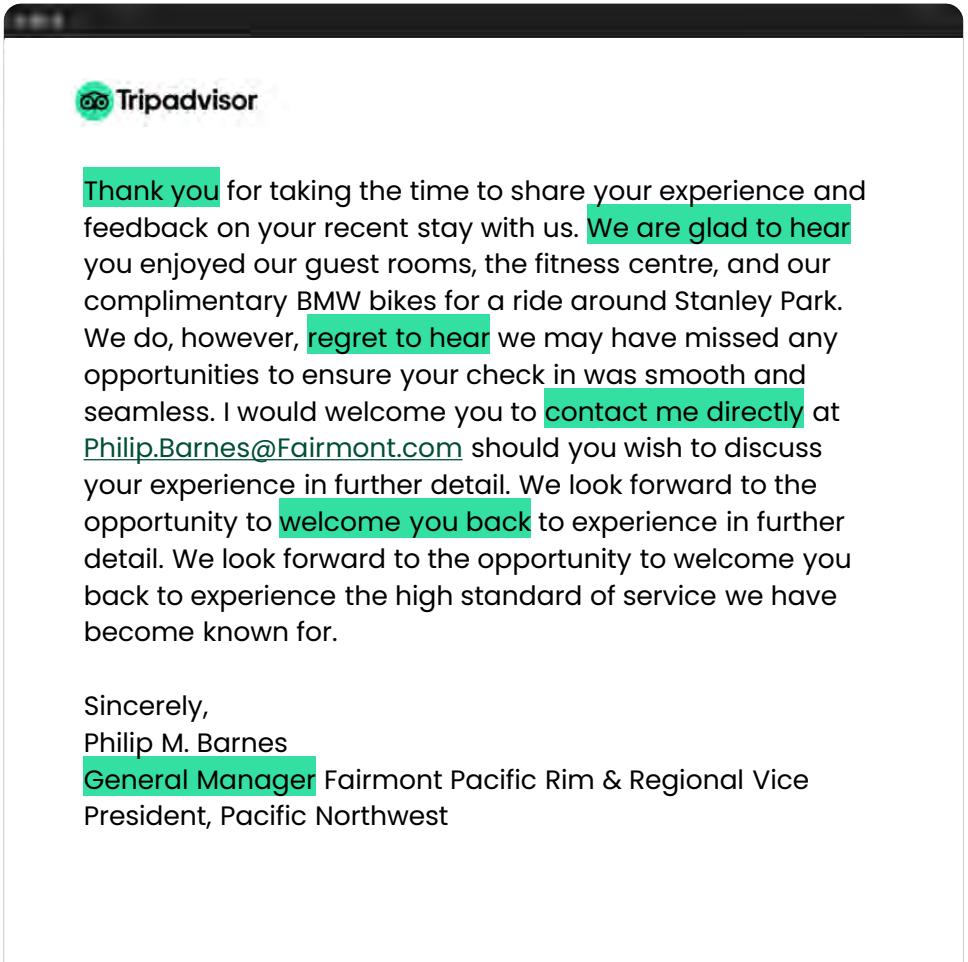
05 Highlight positives

06 Address any specific issues

07 Be polite and professional

08 Invite outreach by phone or email if relevant

The anatomy of a good response



Tripadvisor

Thank you for taking the time to share your experience and feedback on your recent stay with us. We are glad to hear you enjoyed our guest rooms, the fitness centre, and our complimentary BMW bikes for a ride around Stanley Park. We do, however, regret to hear we may have missed any opportunities to ensure your check in was smooth and seamless. I would welcome you to contact me directly at Philip.Barnes@Fairmont.com should you wish to discuss your experience in further detail. We look forward to the opportunity to welcome you back to experience in further detail. We look forward to the opportunity to welcome you back to experience the high standard of service we have become known for.

Sincerely,
Philip M. Barnes
General Manager Fairmont Pacific Rim & Regional Vice President, Pacific Northwest



Tips to remember

1. **Claim your listing:** Manage your business listing

2. **Include a thorough description of your business:** Include detailed features of your business (i.e. accessibility accommodations) and consider different traveler perspectives and languages.

3. **Add photos and videos:** Make sure they address accessibility concerns and include imagery of visitors of different demographics

4. **Encourage reviews:** Encourage consumers to leave reviews; welcoming service also encourages positive reviews

5. **Track reviews and respond in a timely fashion:** Manage reviews and responses in real time

More Reviews.
More Visibility.
More Booking.







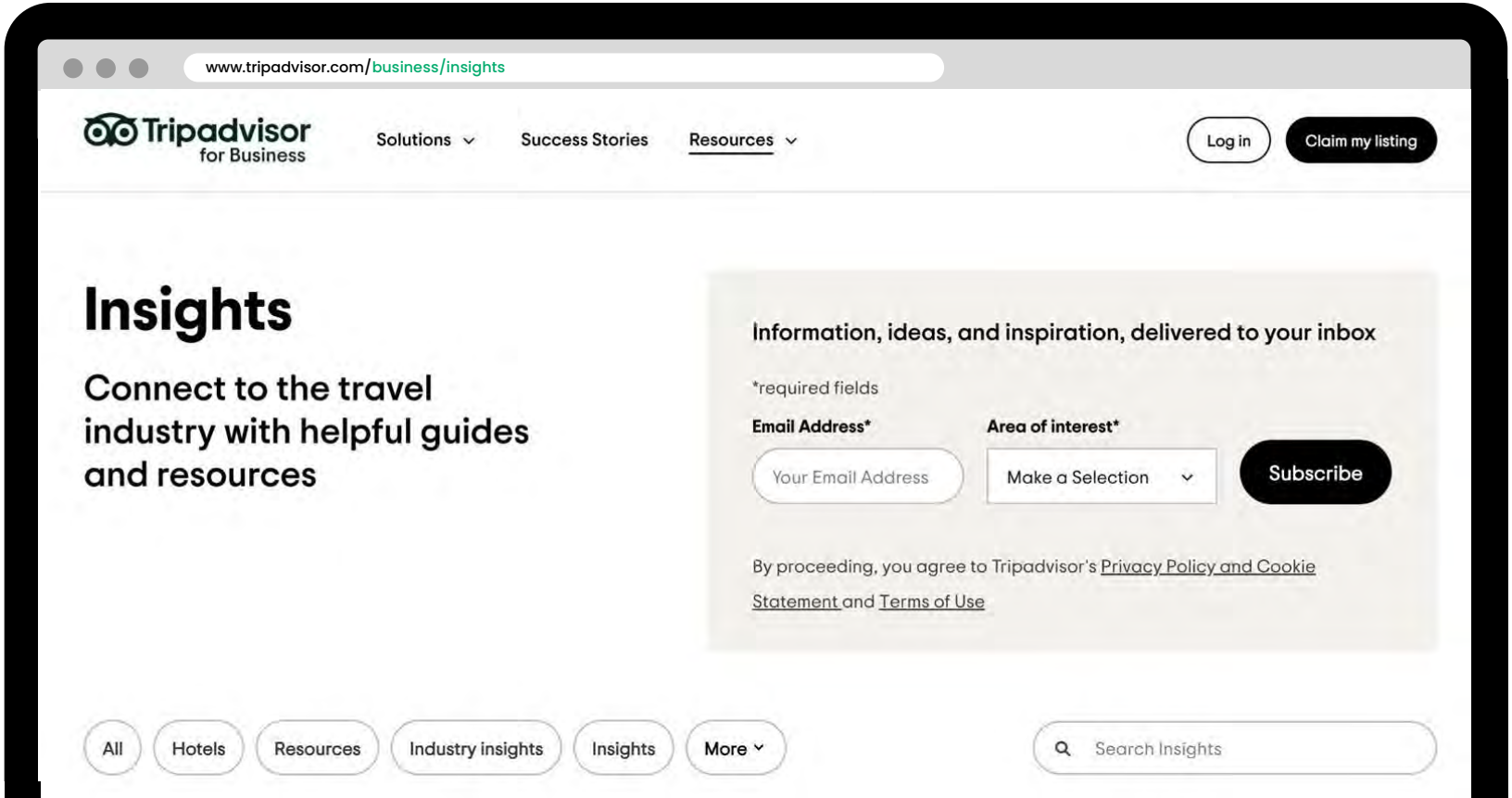




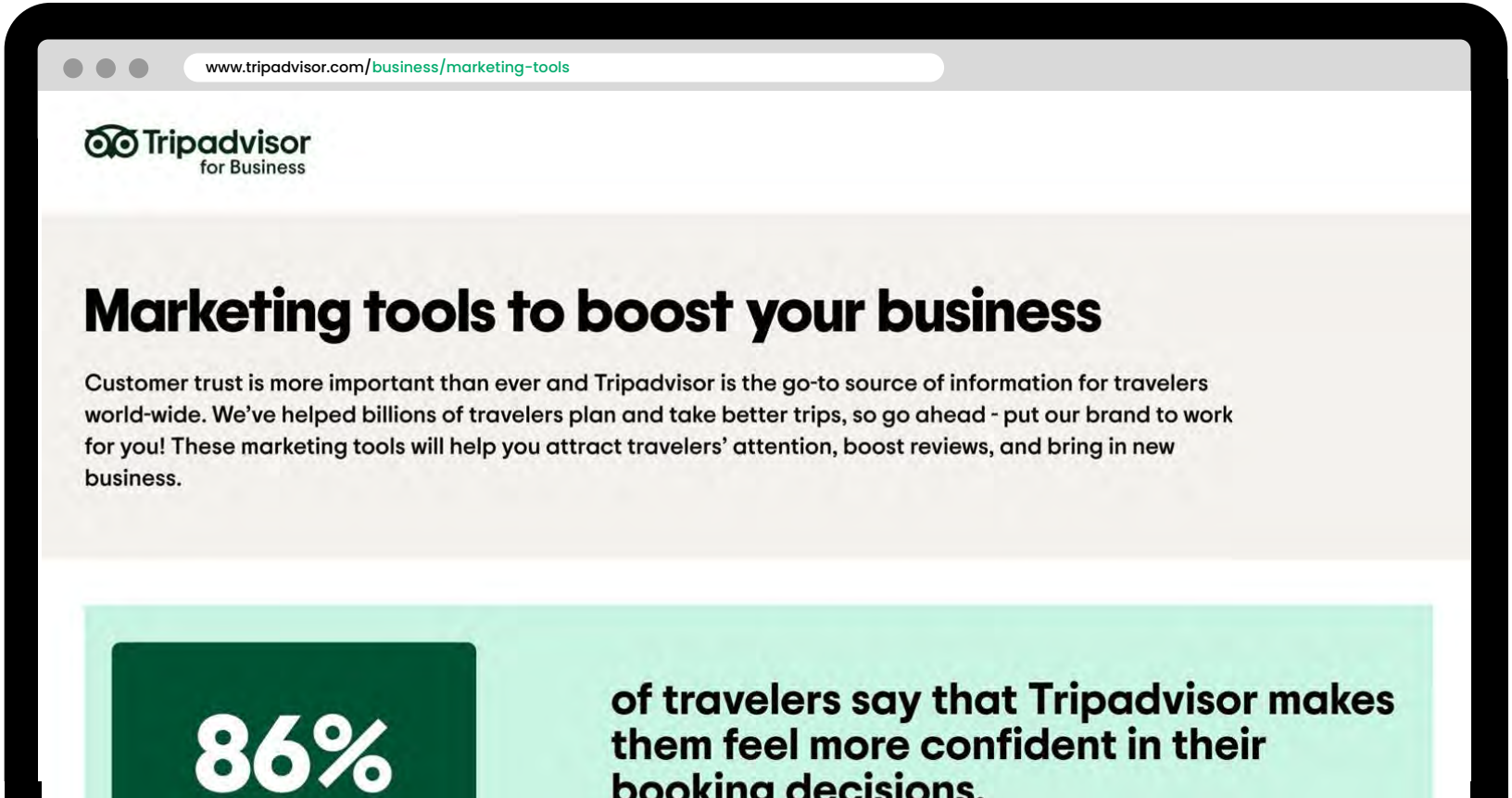
Additional tools and resources

Insights

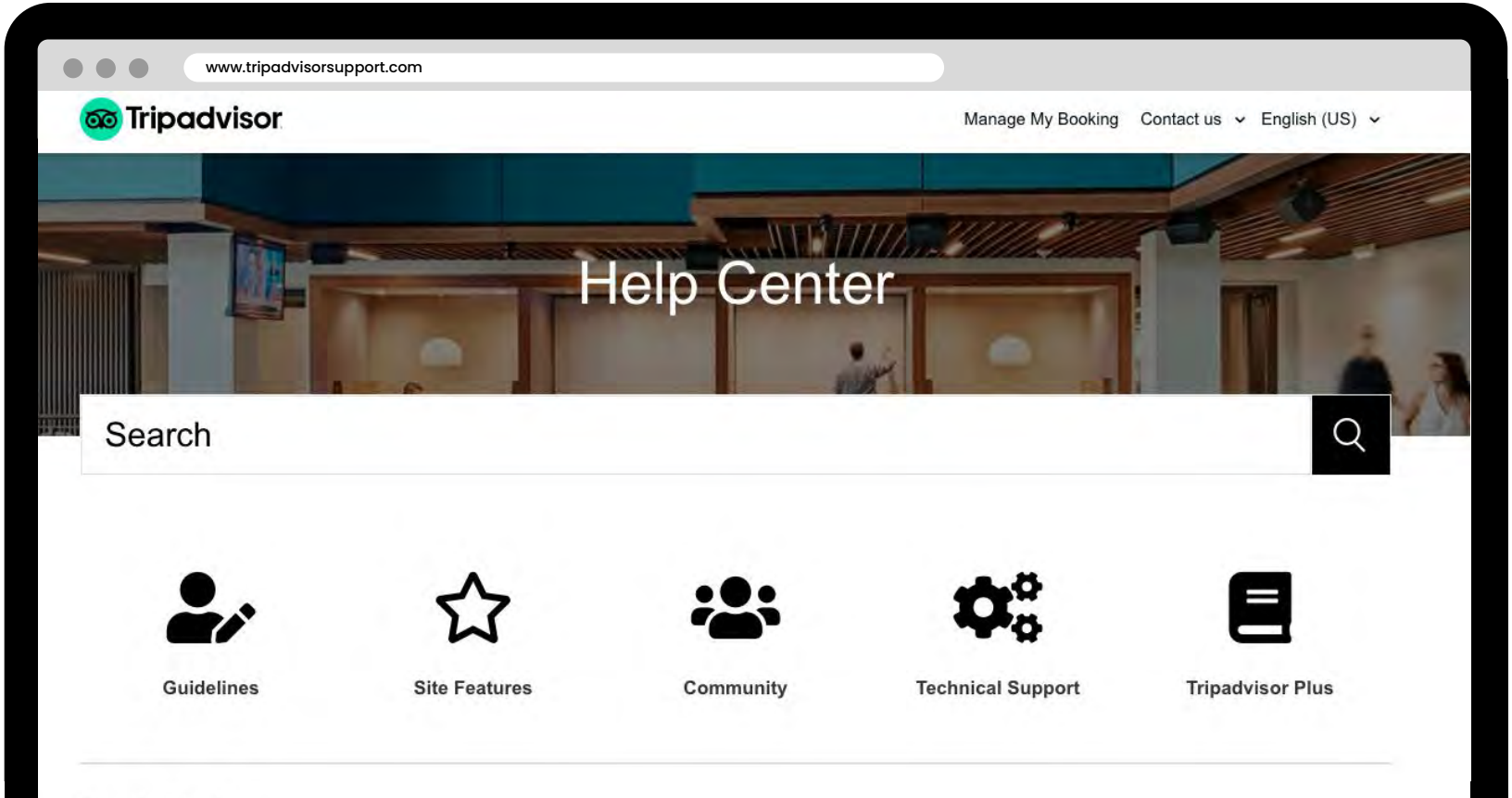
Research & Whitepapers • Tutorials • On-Demand Webinars • Best Practices



Promotional Tools for Business



Help Center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Contact us
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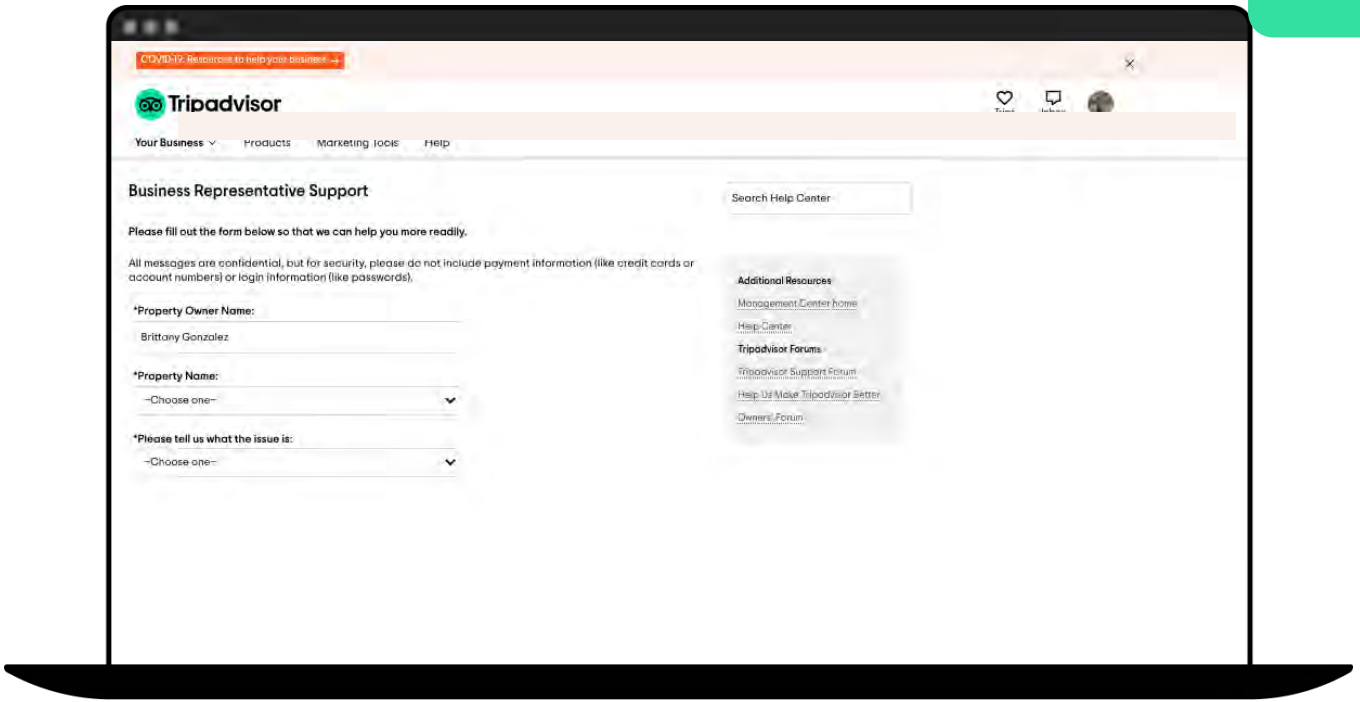
Guidelines
Site Features
Community
Technical Support
Tripadvisor Plus

Contact Us

Log into the owner Management Center
Click “Contact us” from the navigation
Complete and submit the form




Thank you