

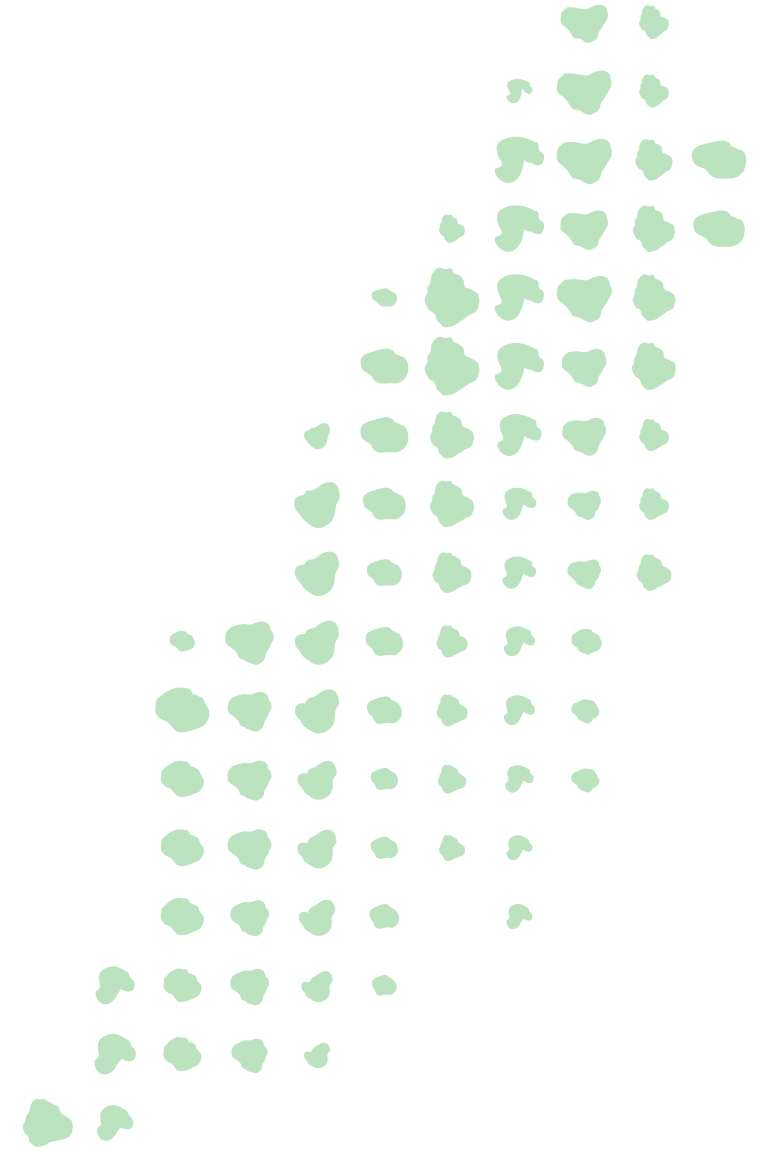
Spain market update webinar

May 2026

David Campano & Heli Saari

Agenda

- **Welcome**
- **Spain market overview**
- **Market insights**
 - **Spain 2025 statistics**
 - **Winter season DEC25 – FEB26**
 - **Summer outlook**
- **Industry update and consumer trends**
- **PR Review**
- **Ongoing 2026 activities & 2027 planning**



Spain market overview

SPAIN MARKET OVERVIEW



High-value & attractive destination

Finland remains one of the most attractive and high-value destinations for Spanish travelers in the Nordics, perceived as safe, sustainable, authentic and uniquely Nordic.



Strong post-pandemic recovery

The market shows a strong recovery, with steady growth in both leisure travel and overnight stays, reinforcing Spain's transition into a strategic and mature source market.



Competitive across seasons

In winter, Finland competes with Norway, Sweden, and Iceland for Arctic experiences. In summer, with Switzerland, Austria, and the Baltics for nature and wellness travel.



Sustainability & emotional connection

Finland stands out thanks to its strong sustainability positioning and emotional connection with travelers, aligned with demand for meaningful experiences.



Expanding air connectivity

Air connectivity continues to expand with multiple airlines, strengthened by the new Finnair Valencia-Helsinki route launched on 11 April 2026.



High visibility & industry engagement

Strong media visibility and B2B engagement in Spain, powered by Team Finland collaboration (Embassy, cultural institutes, airlines, and trade partners) through joint initiatives that reinforce the Finland country brand.



NEW DIRECT ROUTE
Valencia – Helsinki
Launch:
11 April 2026
Year-round operation



+10%

Overnight stays by Spaniards in Finland in 2025 vs. 2024



Year-round appeal

Destination with strong summer & winter appeal



High-value traveler

Nature, well-being, quality & authenticity



Sustainable choice

In line with values & travel trends

SPAIN MARKET OPPORTUNITIES 2026

— Key drivers and opportunities for continued growth



RECORD GROWTH IN SPAIN

216,400 overnights in 2025,
up +10% vs 2024 and
+25% vs pre-pandemic (2019).



POSITIVE MARKET OUTLOOK

Spanish overnights are
expected to grow by
+8–10% in 2026, with
strong summer momentum.



NEW VALENCIA CONNECTION

The new Finnair
Valencia–Helsinki route
expands connectivity and
opens new opportunities
beyond Madrid and Barcelona.



STRONG B2B MOMENTUM

Record participation at
FITUR 2026 and our
Madrid workshop
confirms increasing
trade interest in Finland.



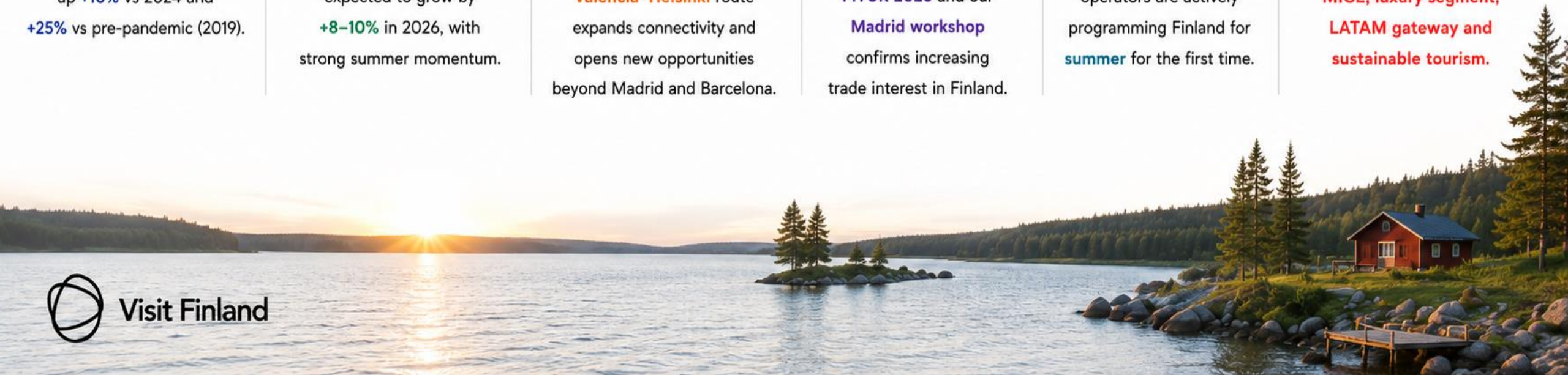
SUMMER AS GROWTH DRIVER

More Spanish tour
operators are actively
programming Finland for
summer for the first time.



KEY OPPORTUNITIES

Focus on **summer travel**,
MICE, **luxury segment**,
LATAM gateway and
sustainable tourism.



Spain Travel Outlook 2026



Key opportunities for destinations and the outlook ahead

KEY OPPORTUNITIES FOR DESTINATIONS



PROMOTE SHORT BREAKS YEAR-ROUND

Capitalize on city breaks and escapes up to 4 nights.



FOCUS ON QUALITY AND VALUE

Target higher-value segments and improve profitability.



LEAD IN SUSTAINABILITY

Offer authentic, responsible and regenerative experiences.



DEVELOP SENIOR & EXPERIENCE-DRIVEN OFFERS

Design products for senior travelers and experience seekers.



DIVERSIFY AND DE-SEASONALIZE

Spread demand across regions and seasons.



STRENGTHEN CONNECTIVITY

Enhance air connectivity and year-round access to key markets.



OUTLOOK 2026

Spanish travelers will continue to seek **meaningful, sustainable and high-quality experiences**. Destinations that adapt to these new expectations—offering value, authenticity and balance—will be the ones that **grow better and stronger** in the years ahead.



THE NEW SPANISH TRAVELER



More selective



Digital



Experience-driven



Quality-oriented

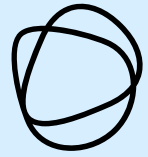


Strong desire to travel



Visit Finland

Market insights



Visit Finland

Spain – market insights

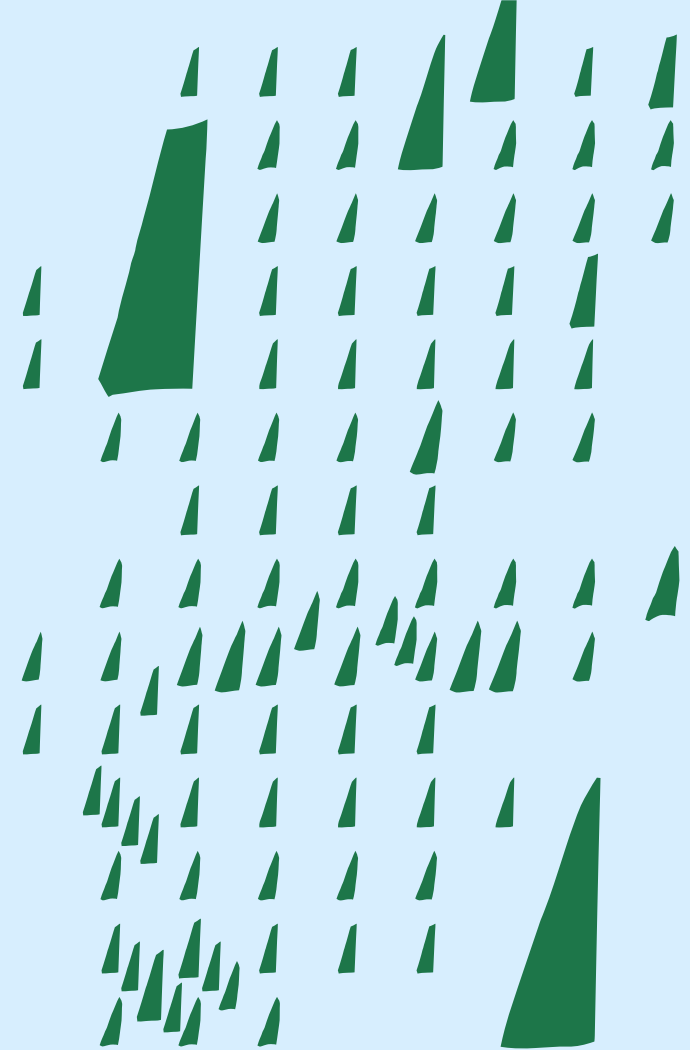
Year 2025 & Winter high season 2026

Outlook for the summer 2026

Border survey

Spanish trips to Finland

Year 2025

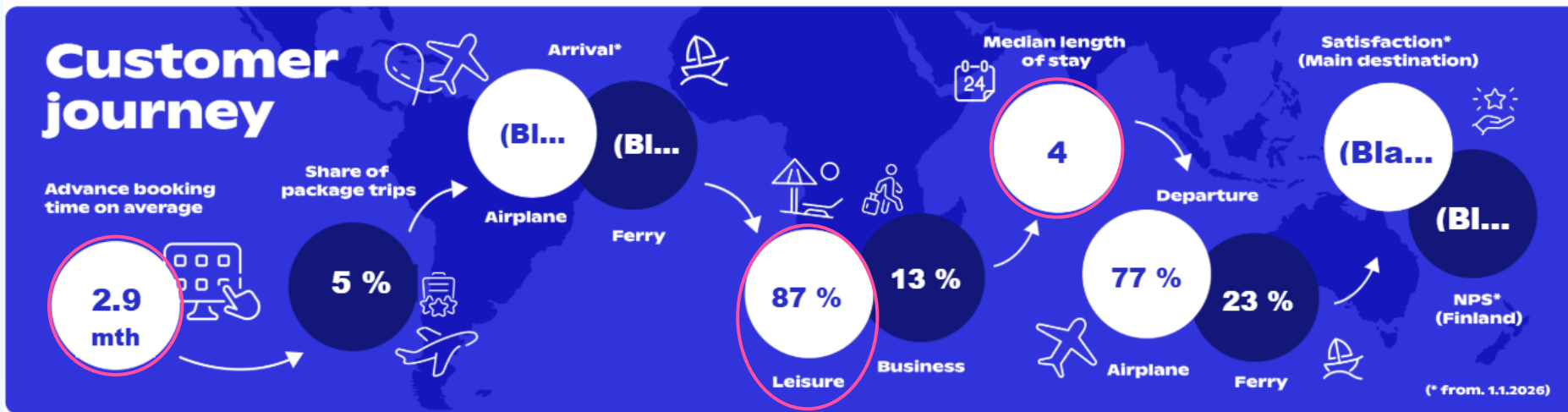
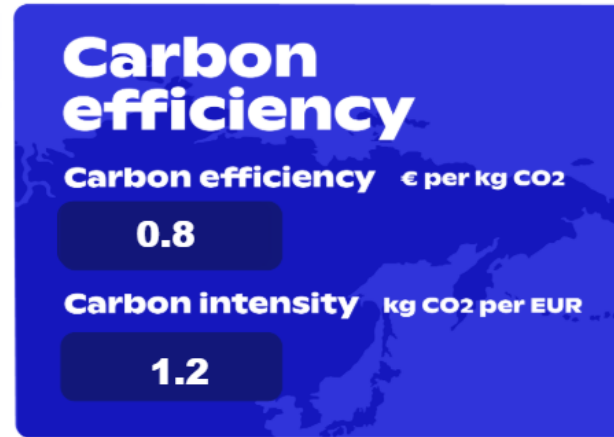
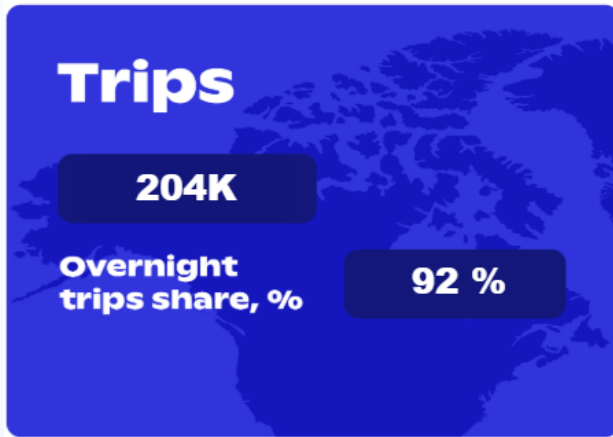


All Spanish travellers to Finland Year 2025

MatkailijaMittari Visit Finland

Year: 2025 Quarter: All Month: All Latest 12 months: All Start / End date: 01/2025 - 12/2025

Departure region: All Departure Countr...: **Spain** Travel Destinations: All Travel Type: All Travel Purpose: All



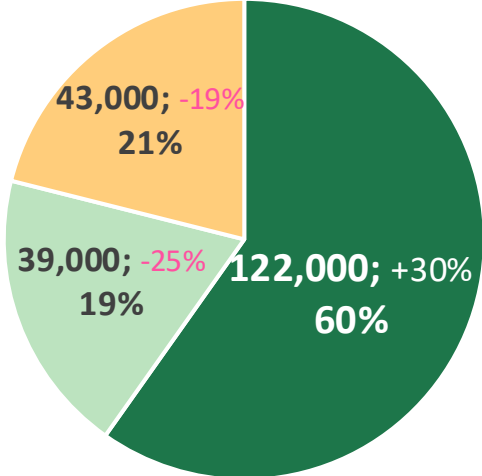
Country	Trips	YoY
Estonia	773,000	-3%
Germany	489,000	+6%
Sweden	468,000	-6%
UK	451,000	+17%
USA	257,000	-10%
France	253,000	-1%
Spain	204,000	+2%
Italy	195,000	+2%
Netherlands	161,000	+30%
Poland	135,000	+14%
Japan	129,000	+75%
China	106,000	+1%

Country	Spend M€	YoY
Germany	369	-2%
Estonia	310	-6%
UK	306	+12%
France	260	+3%
USA	227	-27%
Sweden	182	-5%
Spain	176	+14%
Italy	137	-9%
Netherlands	132	+20%
China	120	-22%
Japan	98	+61%

Spanish trips & spending by purpose & main destination 2025

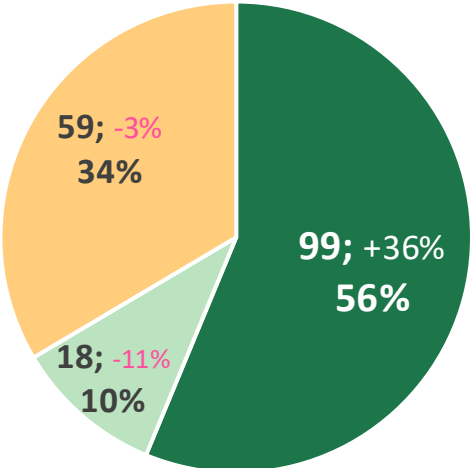
Spain: Trips to Finland

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



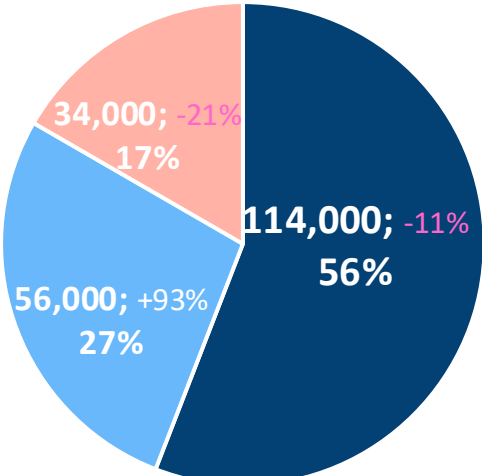
Spain: Spending (M€) in Finland

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



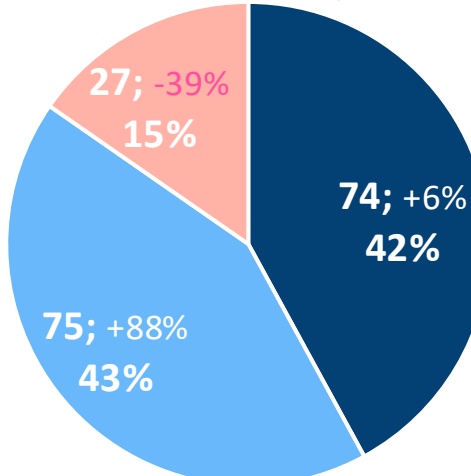
Spain: Trips to Finland

■ Helsinki & Uusimaa ■ Lapland ■ Other



Spain: Spending (M€) in Finland

■ Helsinki & Uusimaa ■ Lapland ■ Other



Vacation/recreation travellers to Finland - Year 2025

Country	Trips	YoY
Germany	297K	+19%
UK	283K	+31%
Estonia	251K	+17%
France	173K	+10%
Sweden	158K	-6%
USA	156K	-9%
Spain	122K	+30%
Italy	122K	-2%
Japan	112K	+77%
Netherlands	88K	+14%
China	75K	+14%
Poland	72K	+47%

Country	Spend M€	YoY
Germany	246	+15%
UK	217	+30%
France	188	+12%
USA	142	-26%
Spain	99	+36%
Netherlands	92	+18%
Italy	85	-10%
Japan	83	+60%
Estonia	82	+16%
China	70	-12%
Sweden	62	-10%
Switzerland	61	+18%

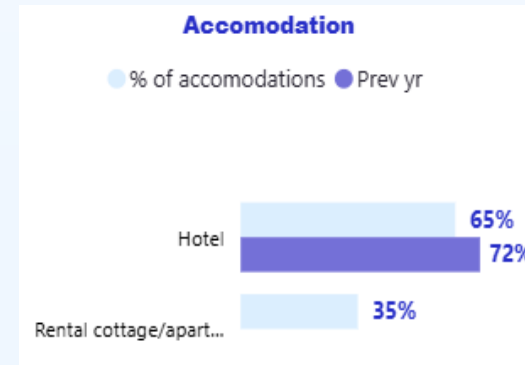
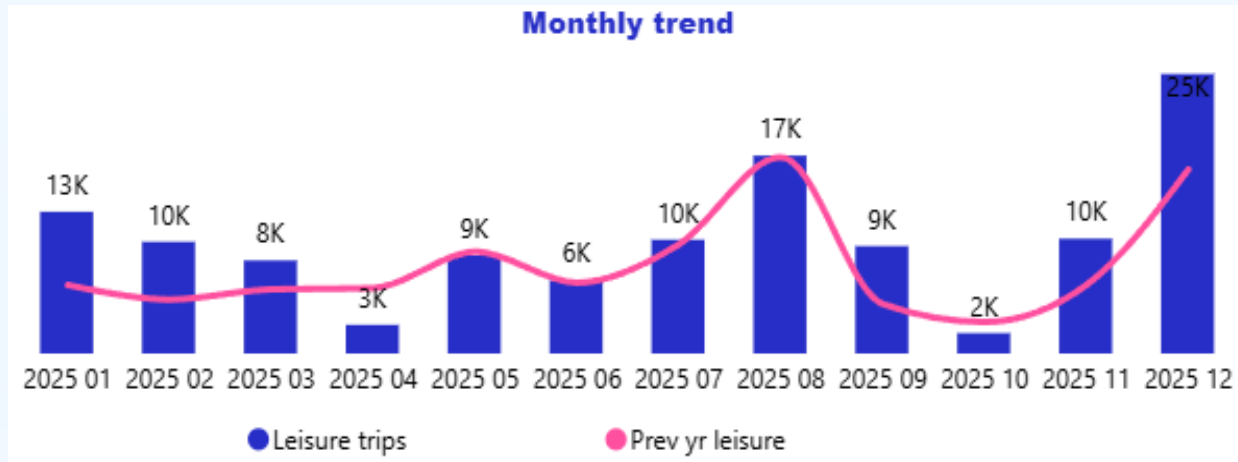
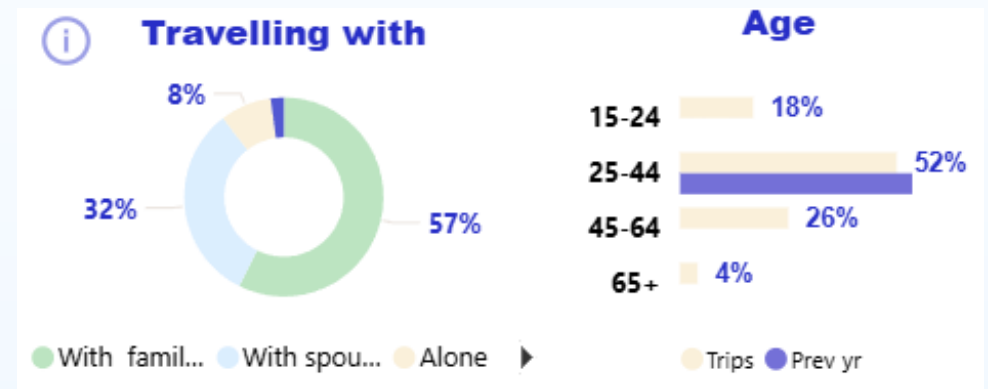
Country	Spend/trip €	YoY
Switzerland	1,141	0%
Austria	1,127	+46%
Singapore	1,087	+7%
France	1,087	+1%
Netherlands	1,036	+20%
Canada	965	N/A
Australia	946	-23%
China	936	-23%
Belgium	923	+10%
USA	915	-18%
Brazil	874	N/A
India	873	N/A
Germany	829	-4%
Spain	809	+5%
UK	767	-1%
Japan	741	-9%
South Korea	732	-8%

Country	Spend/day €	YoY
Singapore	195	-7%
Canada	179	N/A
China	173	-7%
Japan	173	-4%
Ireland	171	-1%
UK	168	+4%
Austria	168	+31%
Spain	165	+27%
Brazil	155	N/A
Australia	152	-19%
Switzerland	152	0%
France	150	+7%
Netherlands	141	+8%
Italy	135	-13%
USA	134	-13%
Belgium	128	+42%
Germany	124	-10%

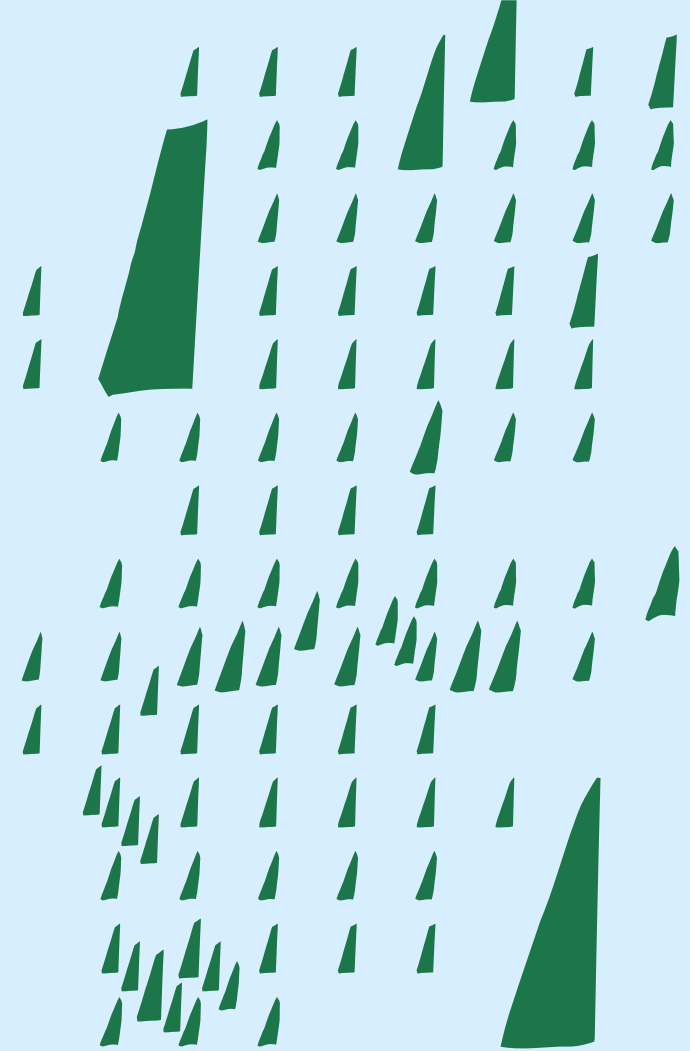
Spanish holiday travel to Finland has clearly increased compared to 2024. The **overall expenditure** of Spanish tourists has risen even more as the spending by day has clearly increased.

Spanish vacation/recreation travellers to Finland - Year 2025

- Holiday travel from Spain to Finland **increased in several months in 2025** compared to the previous year. Only April and October experienced decrease.
- Nearly 60% of the Spanish holiday makers were travelling with their **family or friends**. Half of the travellers were young adults (age group of 25-44 years).
- 65% of the Spanish holiday travellers chose **hotel** and 35% **rental cottage/apartment**.
- **Activities in nature** as well as **culture** and **city breaks** were the most popular among the experiences in Finland during the holidays.



Spanish registered overnights in Finland



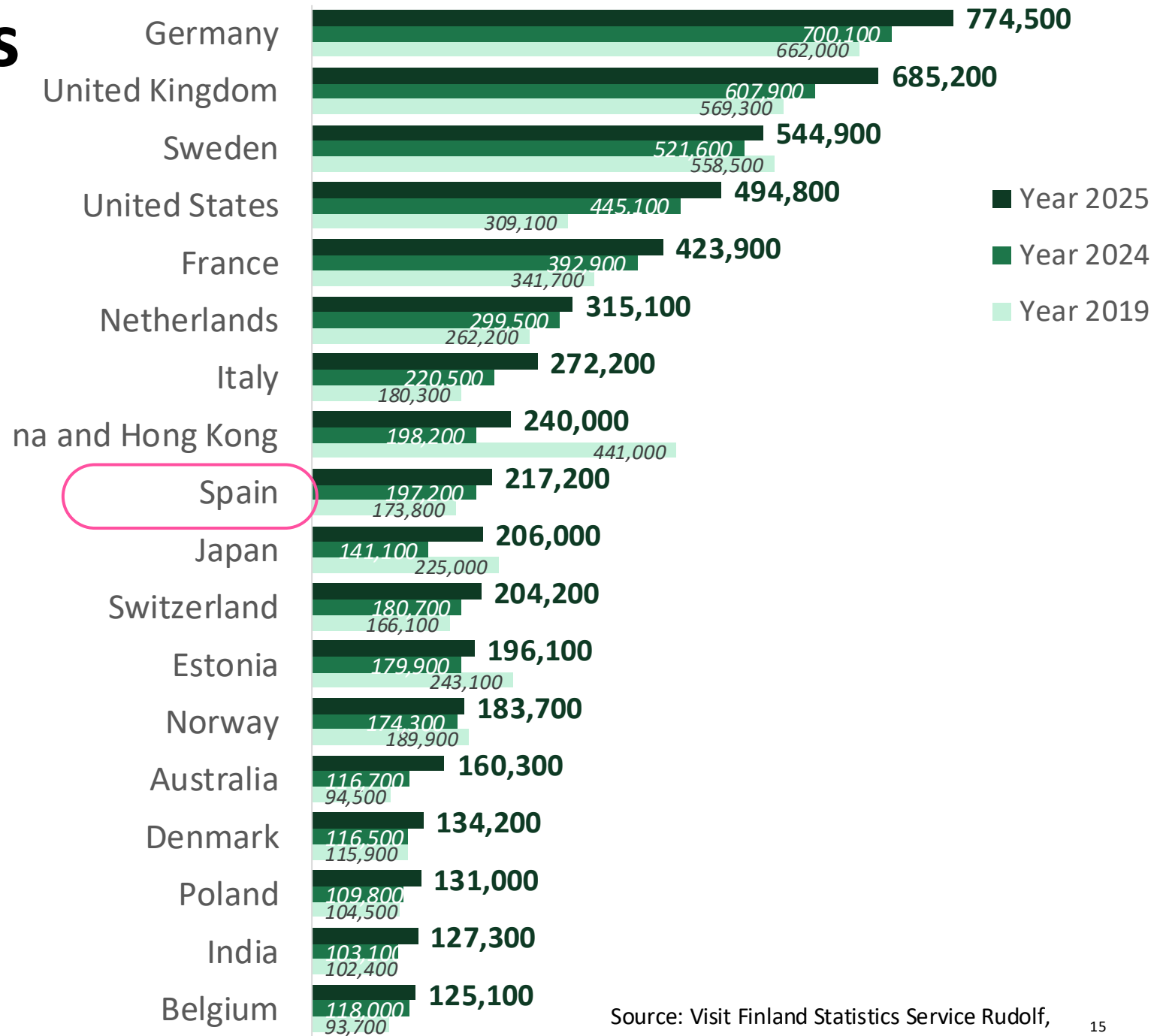
Main source markets in 2025

217,200 Spanish
registered overnights in 2025
+10% vs. 2024 (+25% vs. 2019)

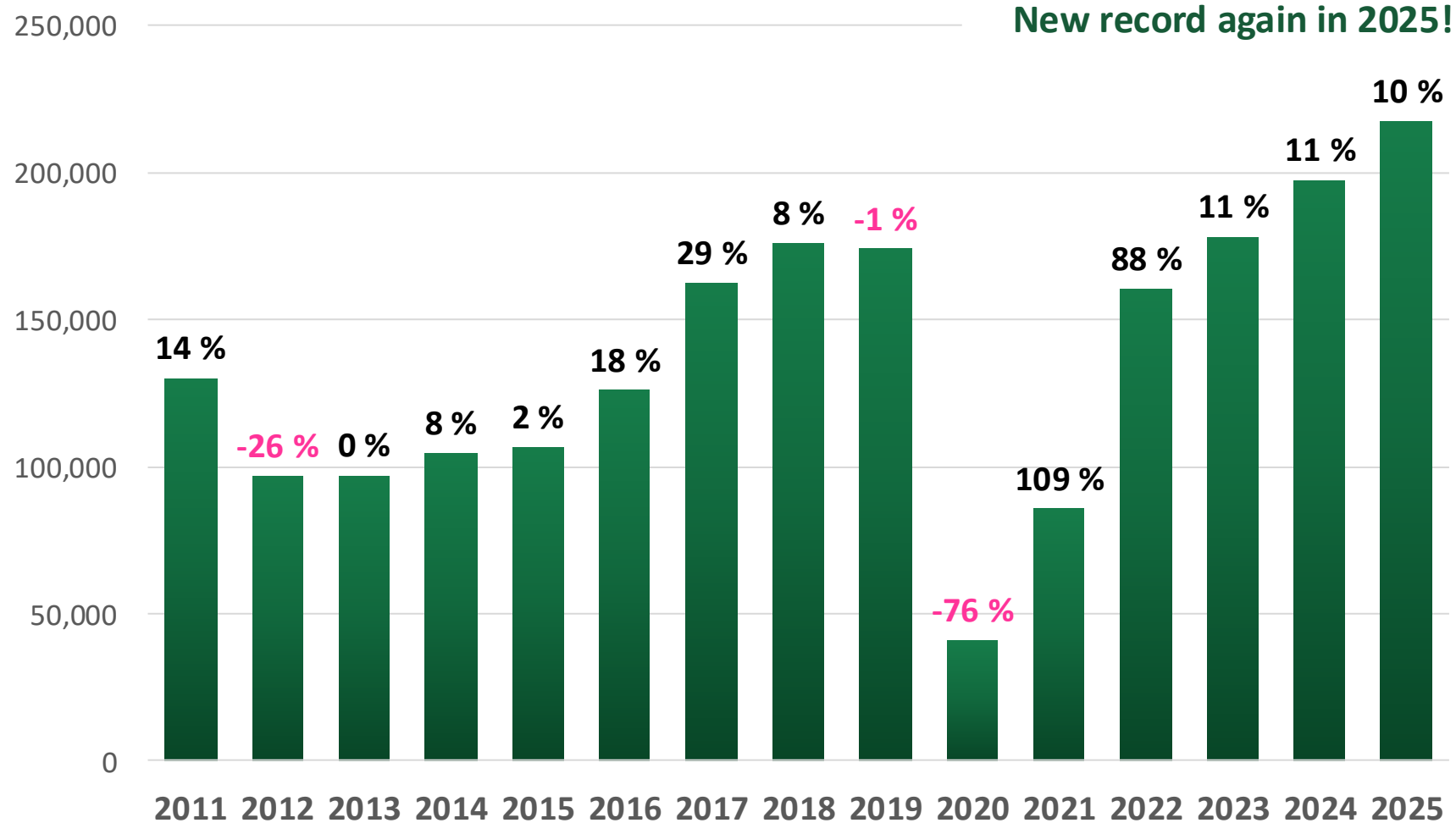
Spanish registered overnights reached pre-pandemic level already in 2023 and the **growth has continued.**

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

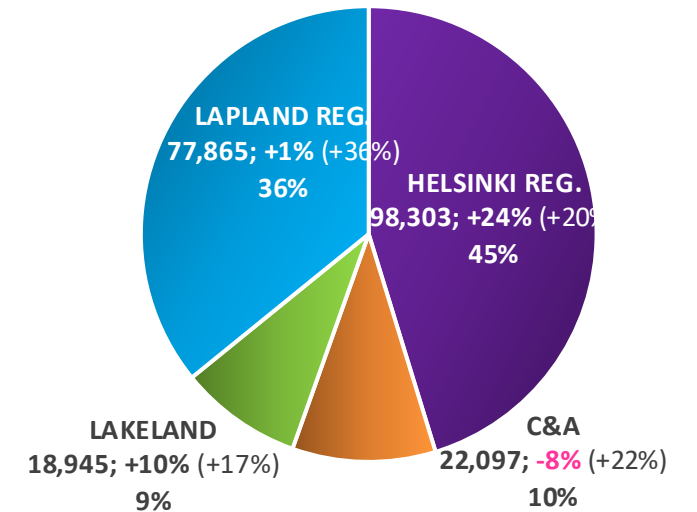
(statistics for short-term rentals 2025 will be published later this year)



Spanish overnights in Finland 2011-2025



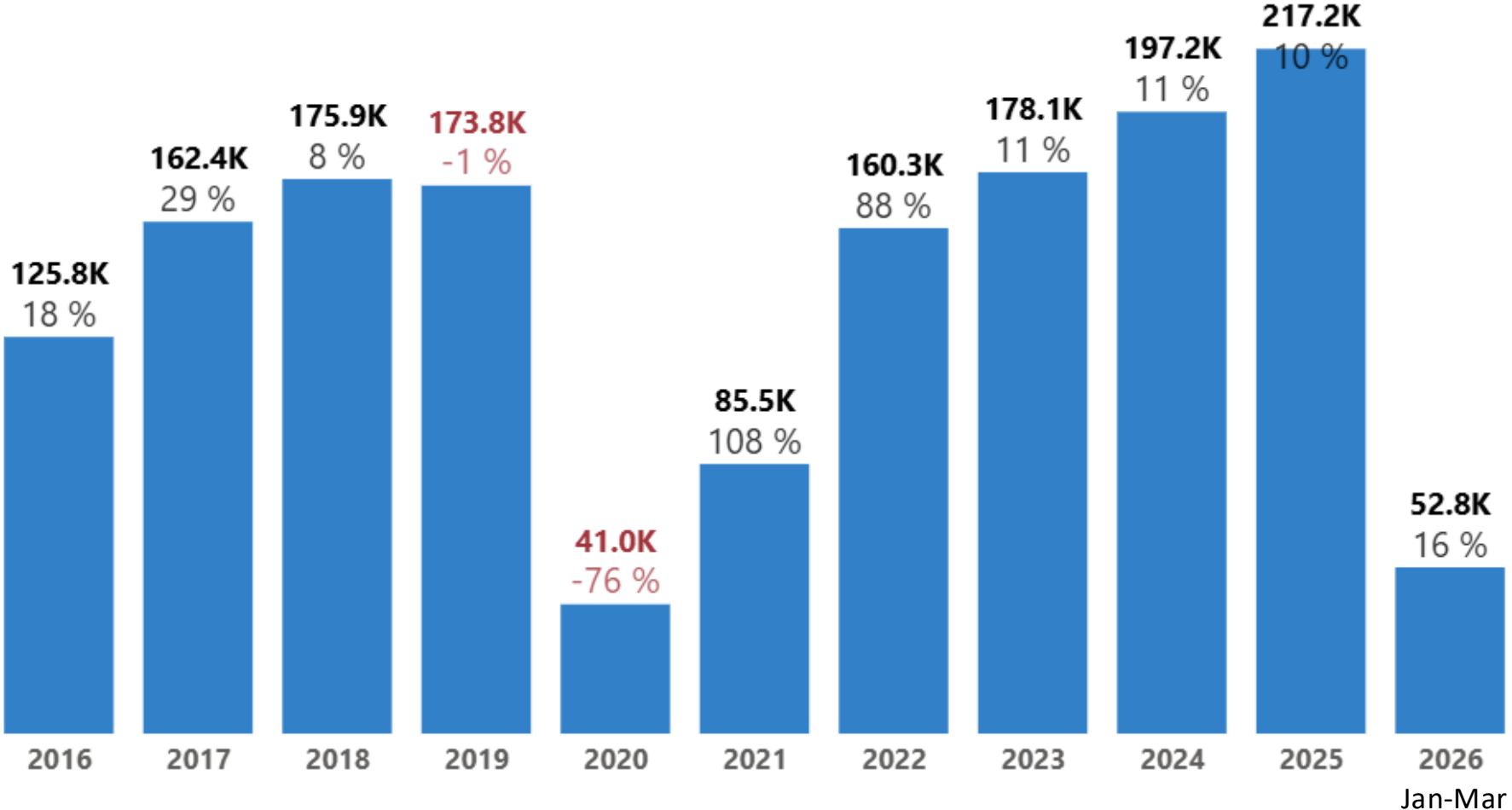
Spanish overnights in main marketing areas
Year 2025 & change-% vs. 2024 & (2019)



Spanish overnights in Finland 2016-2025 & Jan-Mar 2026

NO. OF OVERNIGHTS IN FINLAND AND YoY CHANGE %

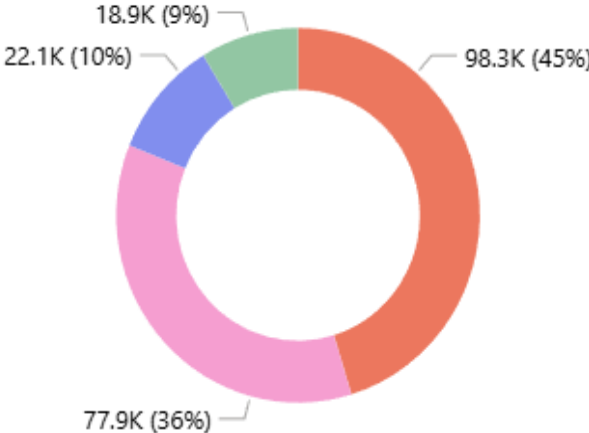
SPAIN



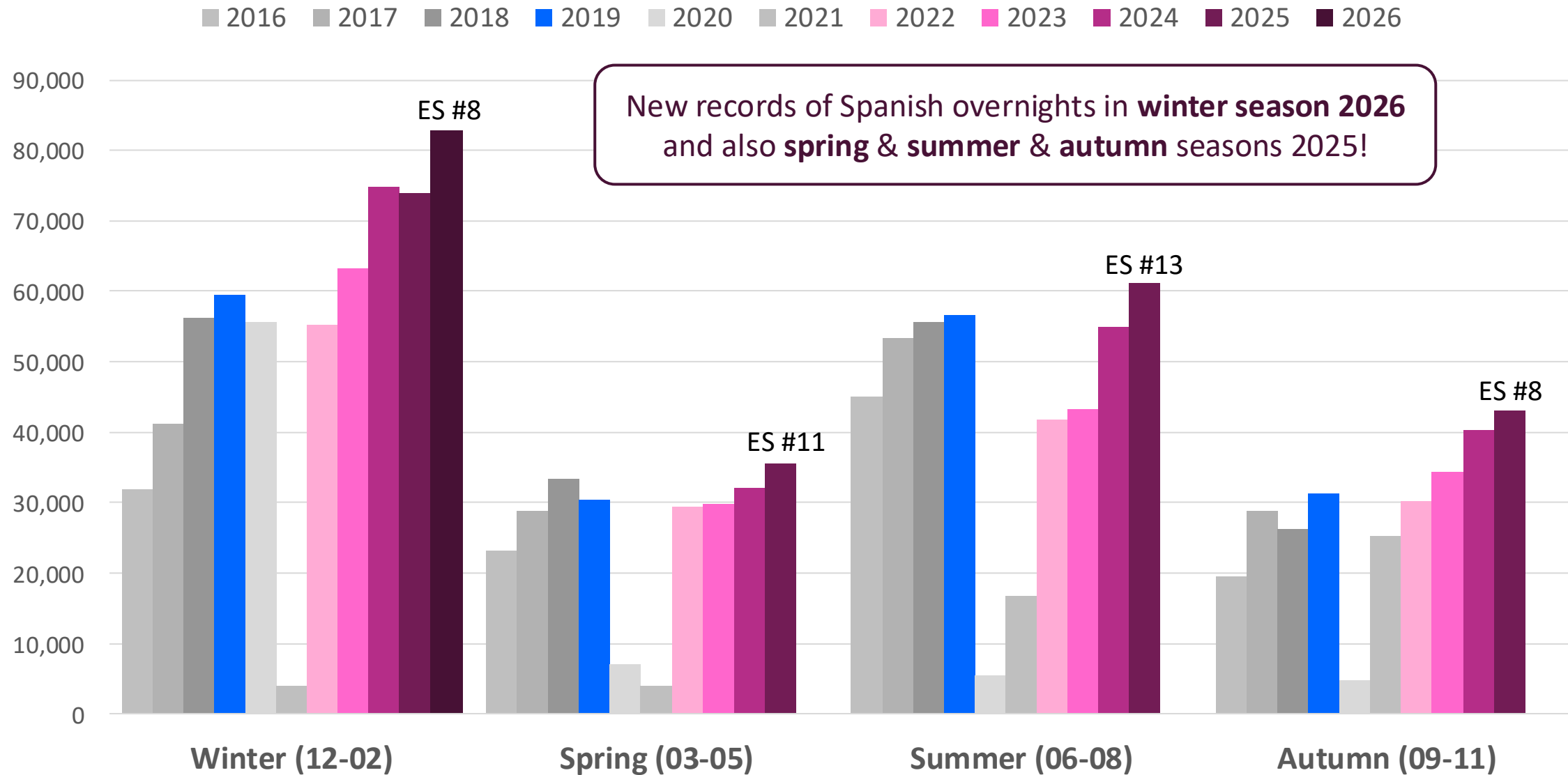
OVERNIGHTS IN MAIN REGIONS

SPAIN - Year 2025

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



Spain – Seasonal Overnights in Finland 2016-2026



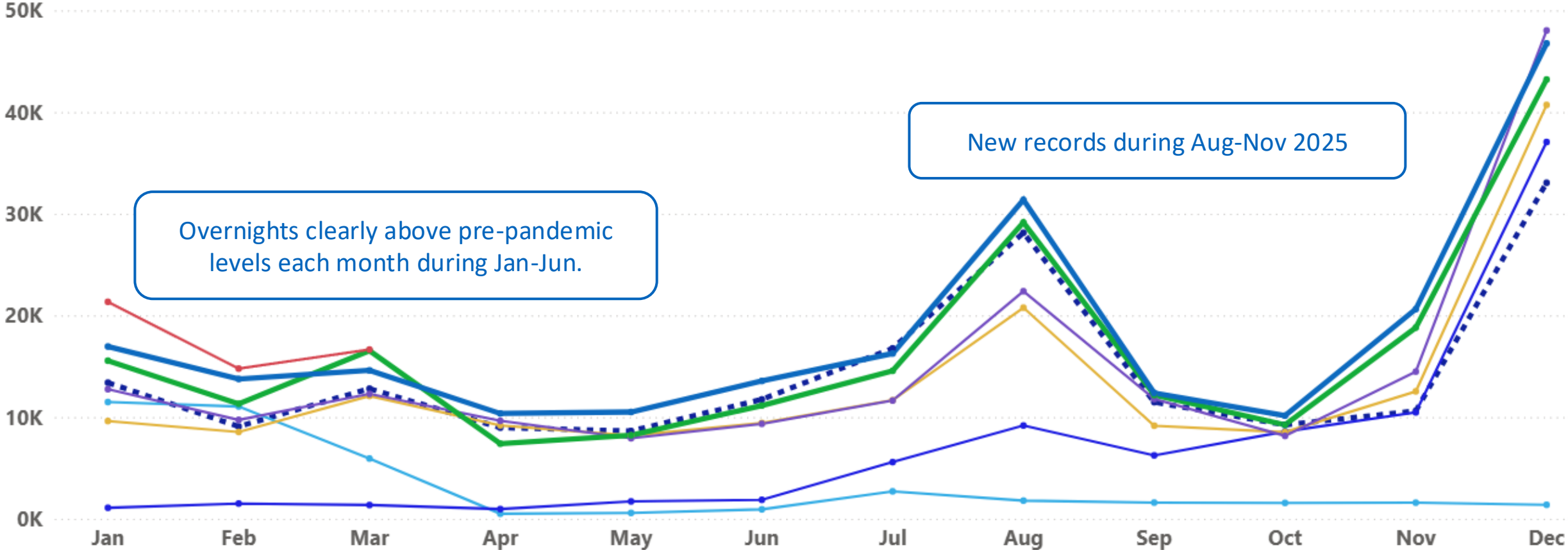
New records of Spanish overnights in **winter season 2026** and also **spring & summer & autumn** seasons 2025!

Spanish monthly overnights in Finland 2019–2025 & Jan-Mar 2026

NO. OVERNIGHTS IN FINLAND BY MONTH

SPAIN

● 2019 ● 2020 ● 2021 ● 2022 ● 2023 ● 2024 ● 2025 ● 2026



Overnights in high summer season 2025

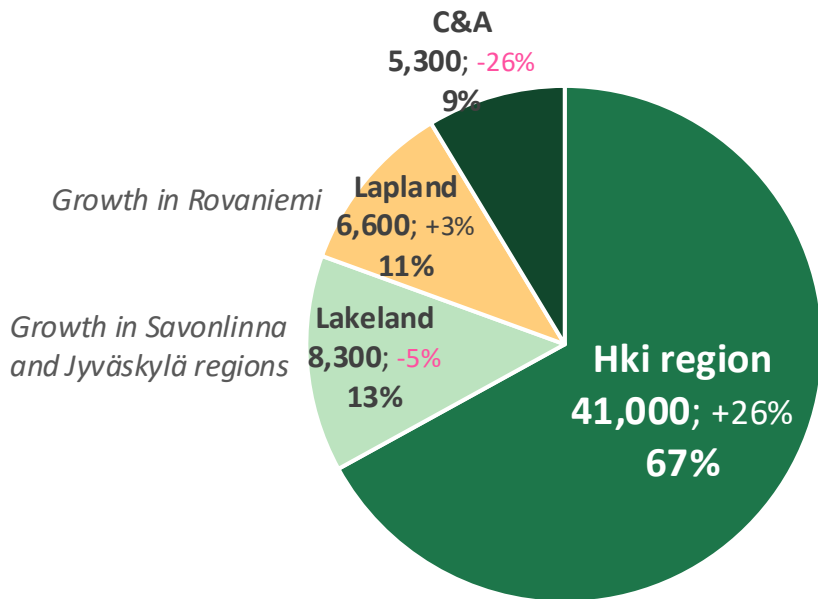
And change compared to summer 2024 & pre-pandemic

2.1M foreign overnights

(+13% vs. summer 2024 & -5% vs. summer 2019)

- **1.3M** from EU-27 + UK (+14% & +10%)
- **252,500** from Asia (+27% & -27%)
- **236,100** from America (+16% & +48%)

Spanish overnights / summer 2025



	Jun-Aug 2019	Jun-Aug 2024	Jun-Aug 2025	2025 vs. 2019	2025 vs. 2024
Germany	270 300	251 500	285 500	+5 %	+14 %
Sweden	255 200	242 300	243 800	-5 %	+1 %
USA	109 900	157 900	177 800	+62 %	+13 %
UK	90 800	87 700	111 000	+22 %	+27 %
Italy	68 200	65 600	86 300	+27 %	+32 %
Norway	73 400	76 800	76 000	+4 %	-1 %
France	64 100	61 400	73 000	+14 %	+19 %
Switzerland	64 400	65 200	72 700	+13 %	+12 %
Netherlands	62 300	59 500	67 900	+9 %	+14 %
China & Hong Kong	133 300	47 400	67 600	-49 %	+43 %
Estonia	69 400	59 400	66 000	-5 %	+11 %
Japan	73 100	46 300	63 600	-13 %	+37 %
Spain	56 600	54 800	61 200	+8 %	+12 %
Poland	31 400	38 300	46 100	+47 %	+20 %
Denmark	37 700	36 400	40 000	+6 %	+10 %
Austria	27 900	28 900	34 500	+24 %	+19 %
Australia	27 600	25 800	29 400	+6 %	+14 %
Belgium	21 500	23 400	25 200	+17 %	+8 %
Canada	17 700	19 000	25 100	+42 %	+32 %
India	27 200	19 600	22 600	-17 %	+15 %



Foreign overnights in winter high season 2025-2026

And change compared to winters 2024-2025 & (2018-2019)

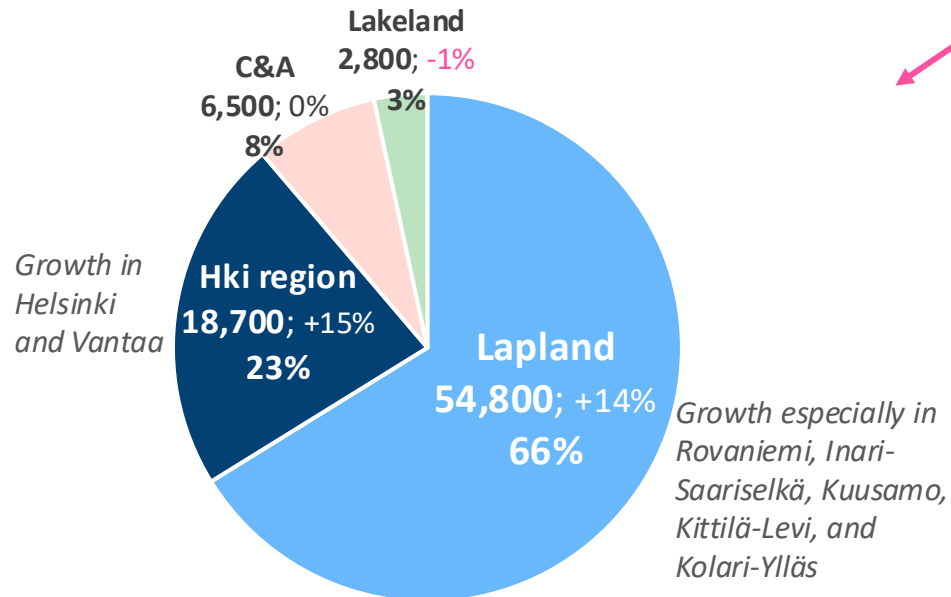
High winter season (12-02)

2.4M foreign overnights

+6% vs. winter 2025 (+18% vs. winter 2019)

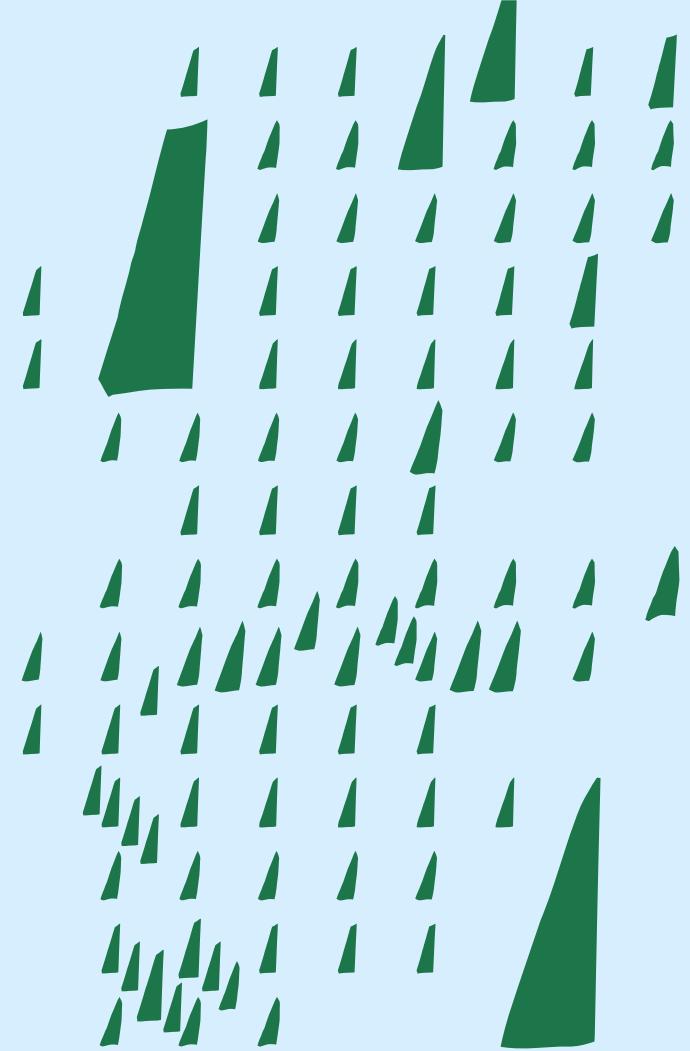
- **1.6M** from EU-27 + UK / **+6%** (+36%)
- **387,200** from Asia / **+8%** (+14%)
- **170,400** from America / **+17%** (+134%)

Spanish overnights / winter 2025-2026



	winter 2019	winter 2025	winter 2026	winter 2026 vs. 2019	winter 2026 vs. 2025
UK	334 900	379 900	404 900	+21 %	+7 %
Germany	151 300	199 400	232 100	+53 %	+16 %
France	161 700	234 000	206 200	+28 %	-12 %
Netherlands	106 700	149 300	142 900	+34 %	-4 %
USA	53 800	103 800	114 700	+113 %	+10 %
China & Hong Kong	139 700	79 500	89 800	-36 %	+13 %
Italy	42 900	74 800	84 000	+96 %	+12 %
Spain	59 400	73 900	82 900	+40 %	+12 %
Australia	32 600	61 200	81 000	+148 %	+33 %
Sweden	75 100	68 500	76 200	+2 %	+11 %
Switzerland	51 800	68 700	70 200	+36 %	+2 %
Belgium	30 300	51 600	61 800	+104 %	+20 %
Japan	49 900	44 600	54 800	+10 %	+23 %
Estonia	58 200	47 200	54 200	-7 %	+14 %
Singapore	35 300	58 400	49 700	+41 %	-15 %
Taiwan	11 000	24 800	38 500	+252 %	+55 %
Ireland	14 900	32 700	37 400	+151 %	+14 %
India	19 000	37 500	36 600	+92 %	-3 %
Poland	21 900	31 900	33 600	+53 %	+5 %
Denmark	21 200	27 000	33 100	+56 %	+23 %

Spanish overnights in the Nordic countries

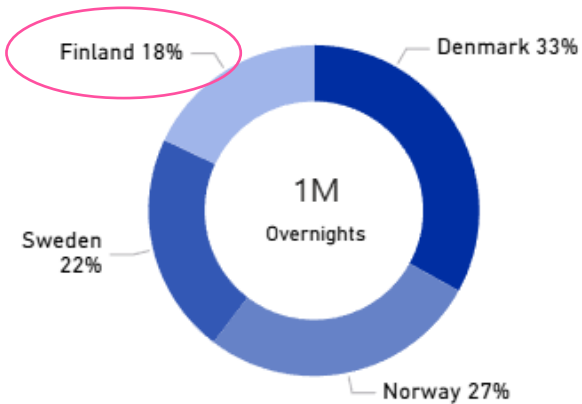


Spanish registered overnights in the Nordics

Select year for shares
 2025

Share of overnights

WHOLE COUNTRY Foreign Spain 1.1.2025-31.12.2025

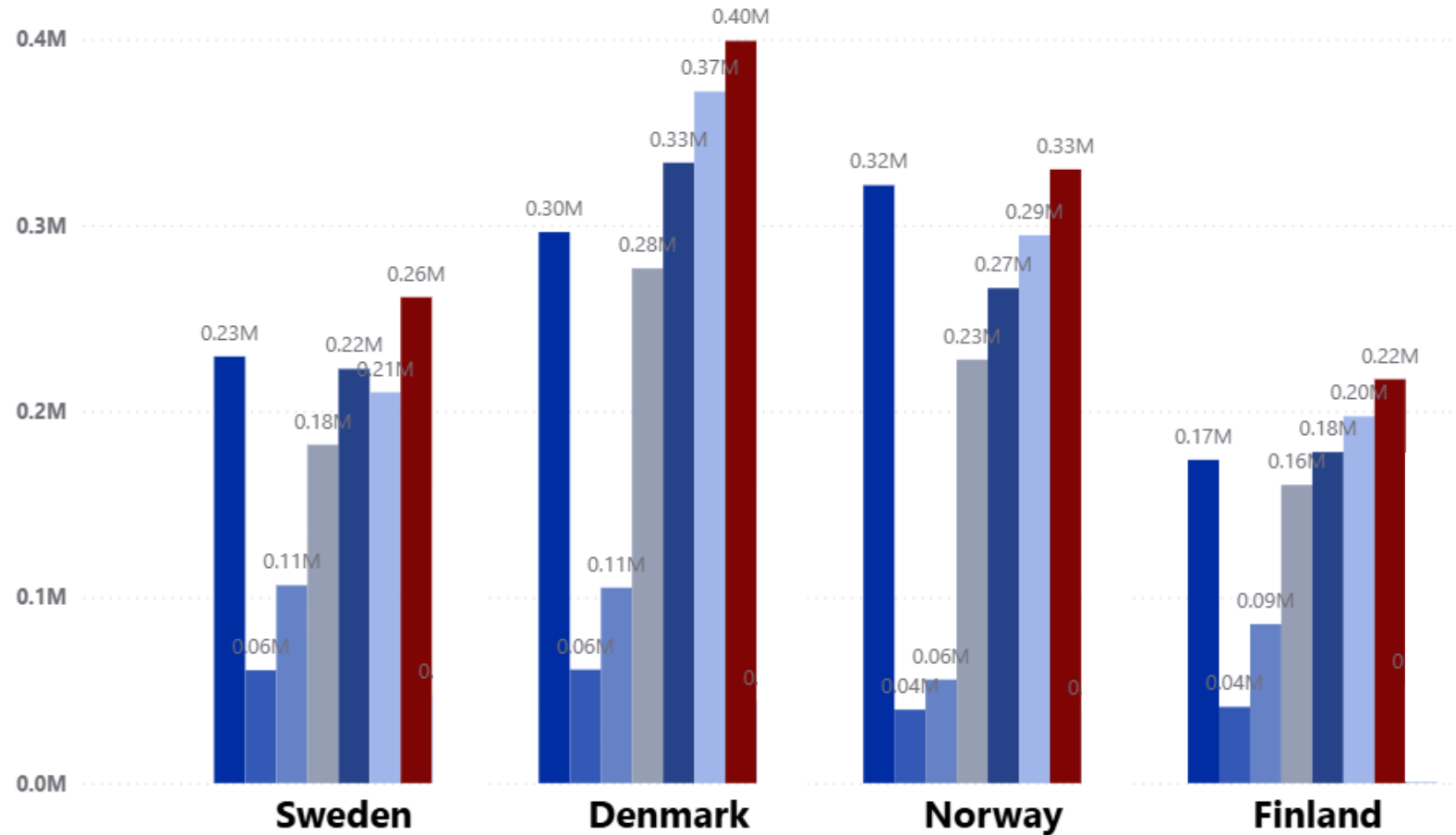


Year	Overnights	YoY change %
2025	1,207,723	12 %
2024	1,073,939	7 %
2023	1,000,654	18 %
2022	846,856	140 %
2021	352,707	74 %
2020	202,327	-80 %
2019	1,021,193	2 %

Overnights in the Nordic countries

WHOLE COUNTRY Foreign Spain

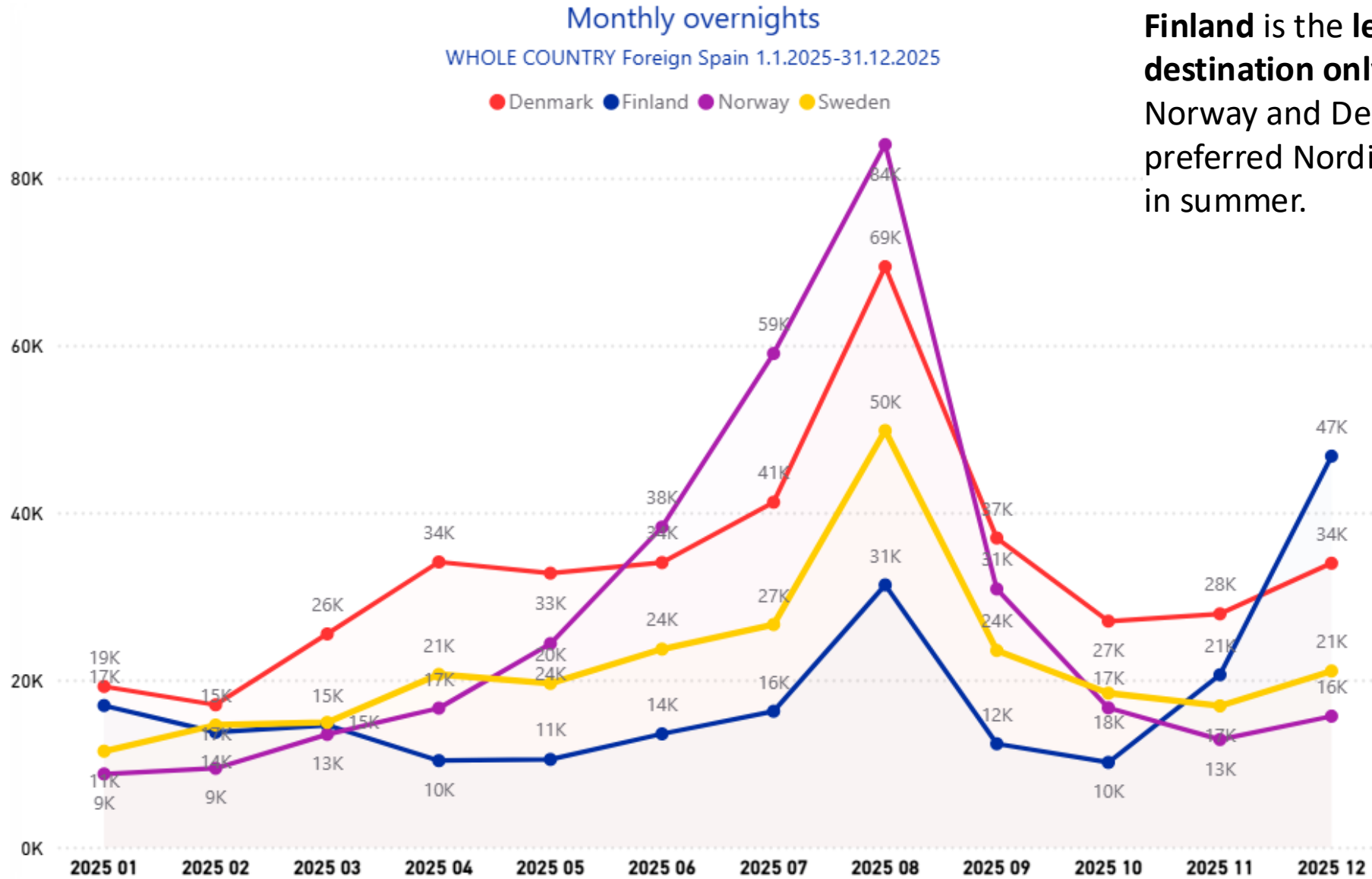
● 2019 ● 2020 ● 2021 ● 2022 ● 2023 ● 2024 ● 2025 ● 2026



Nordic comparison

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

Spanish monthly overnights in the Nordics in 2025



Finland is the leading travel destination only in December. Norway and Denmark are the preferred Nordic destinations in summer.

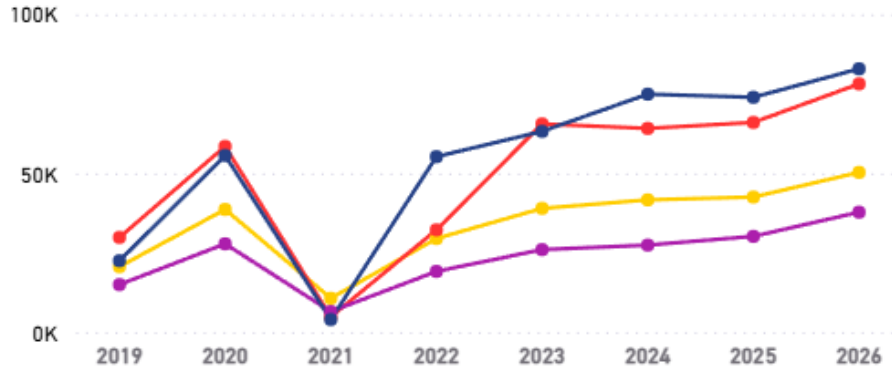
Winter & summer high seasons: Spanish registered overnights in the Nordics



Winter (Dec-Feb)

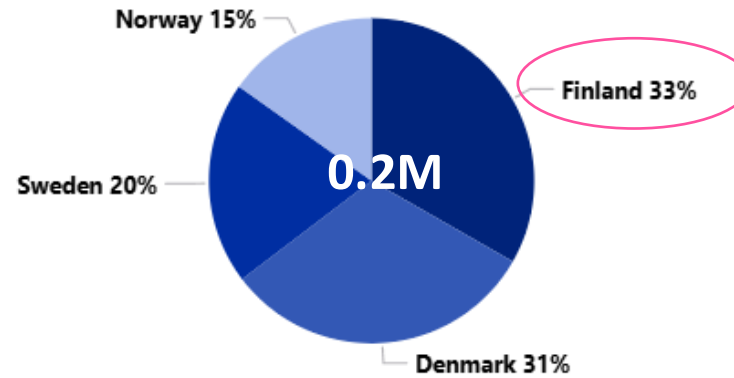
WHOLE COUNTRY Foreign Spain

● Sweden ● Denmark ● Norway ● Finland



Share of overnights - winter (Dec-Feb)

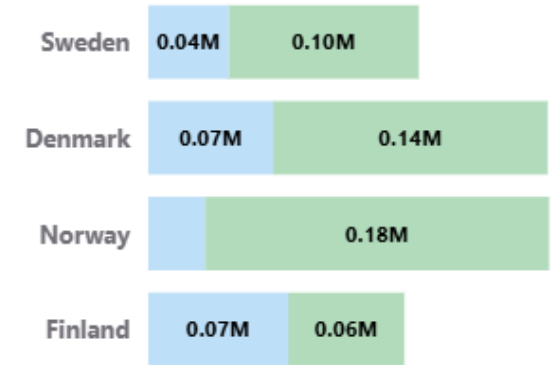
2026



Overnights in winter & summer

WHOLE COUNTRY Foreign Spain

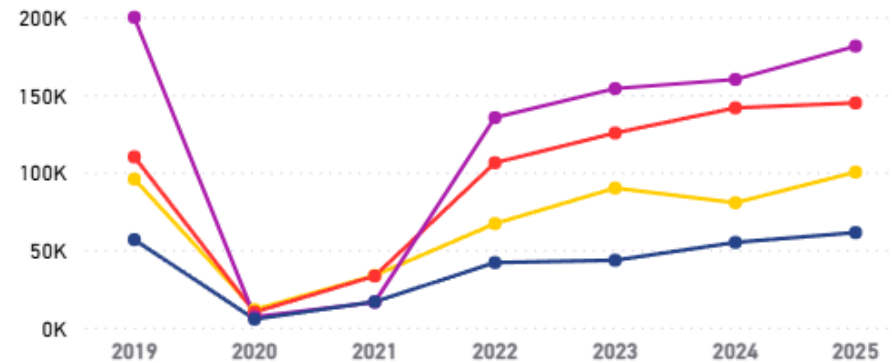
2025



Summer (Jun-Aug)

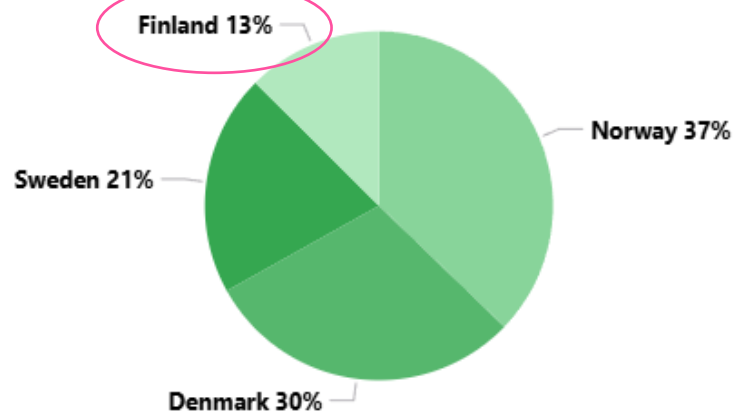
WHOLE COUNTRY Foreign Spain

● Sweden ● Denmark ● Norway ● Finland



Share of overnights - summer (Jun-Aug)

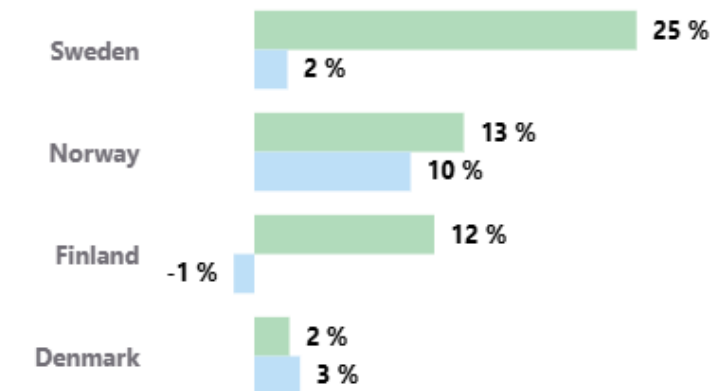
2025



YoY change in seasonal overnights %

WHOLE COUNTRY Foreign Spain

2025





Amadeus/Destination Gateway

**Seat capacity &
forecast for
Flight arrivals during
Jun-Aug 2026**

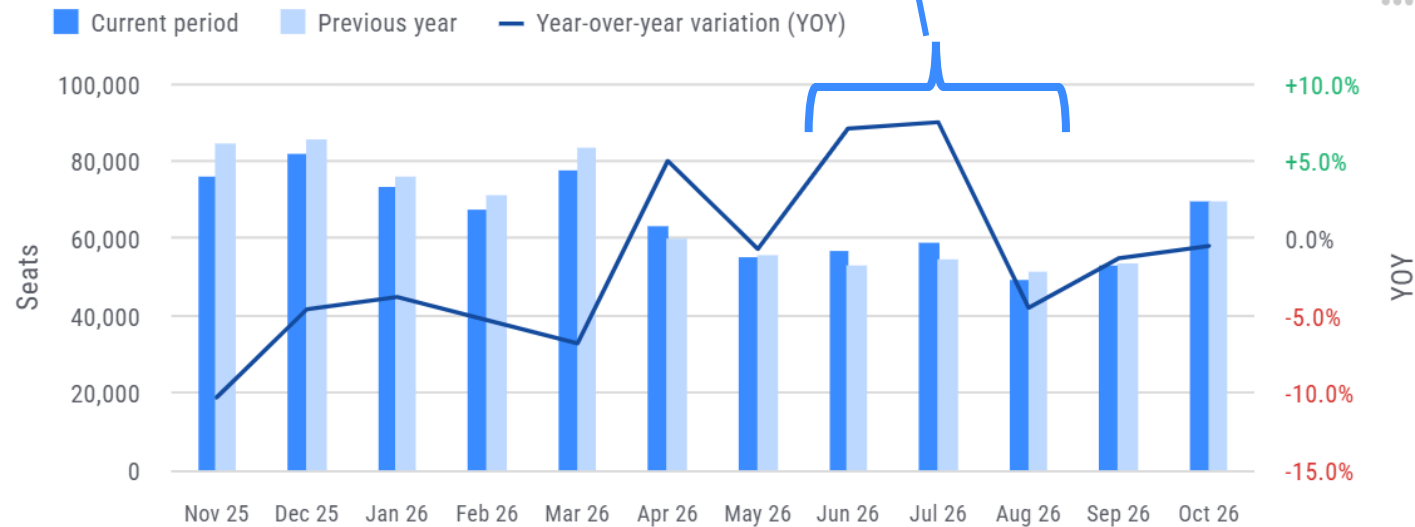
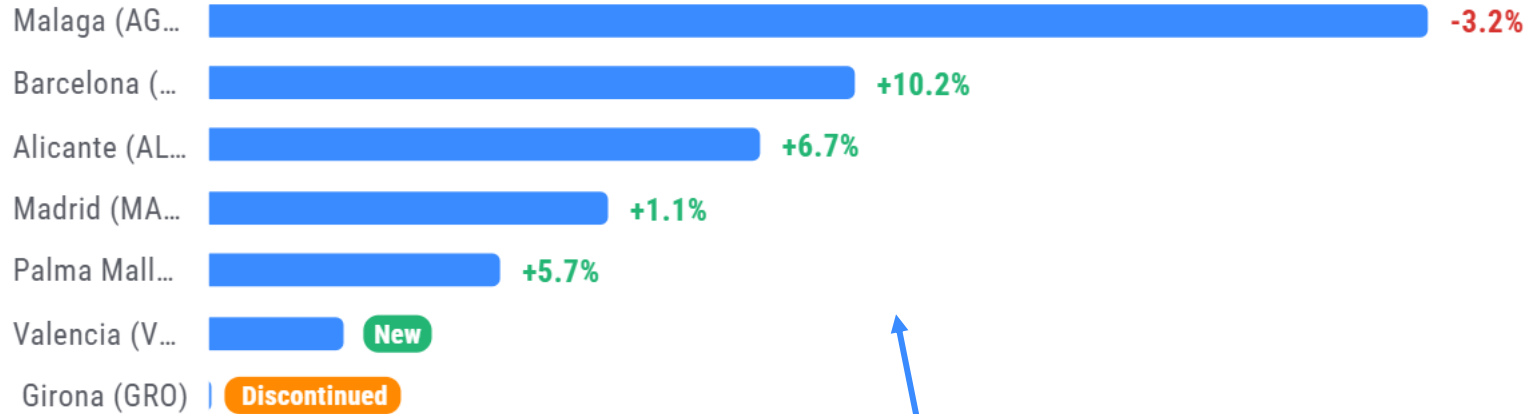
Seat capacity from Spain to Finland in Jun – Aug 2026

Comparison to previous summer

6 airports

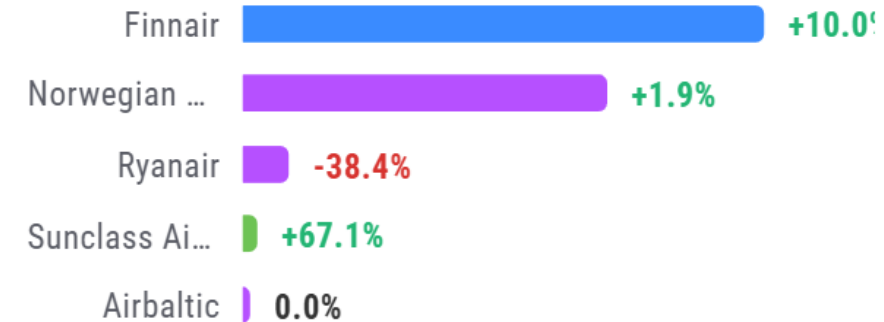
+3.5% YOY for selected locations

Share ↑↓ YOY ↑↓



The total seat capacity from Spain to Finland will increase by **4%** compared to the previous summer.

Finnair started flights to/from Valencia in the beginning of April and will operate 2-4 flights a week in Jun-Aug.

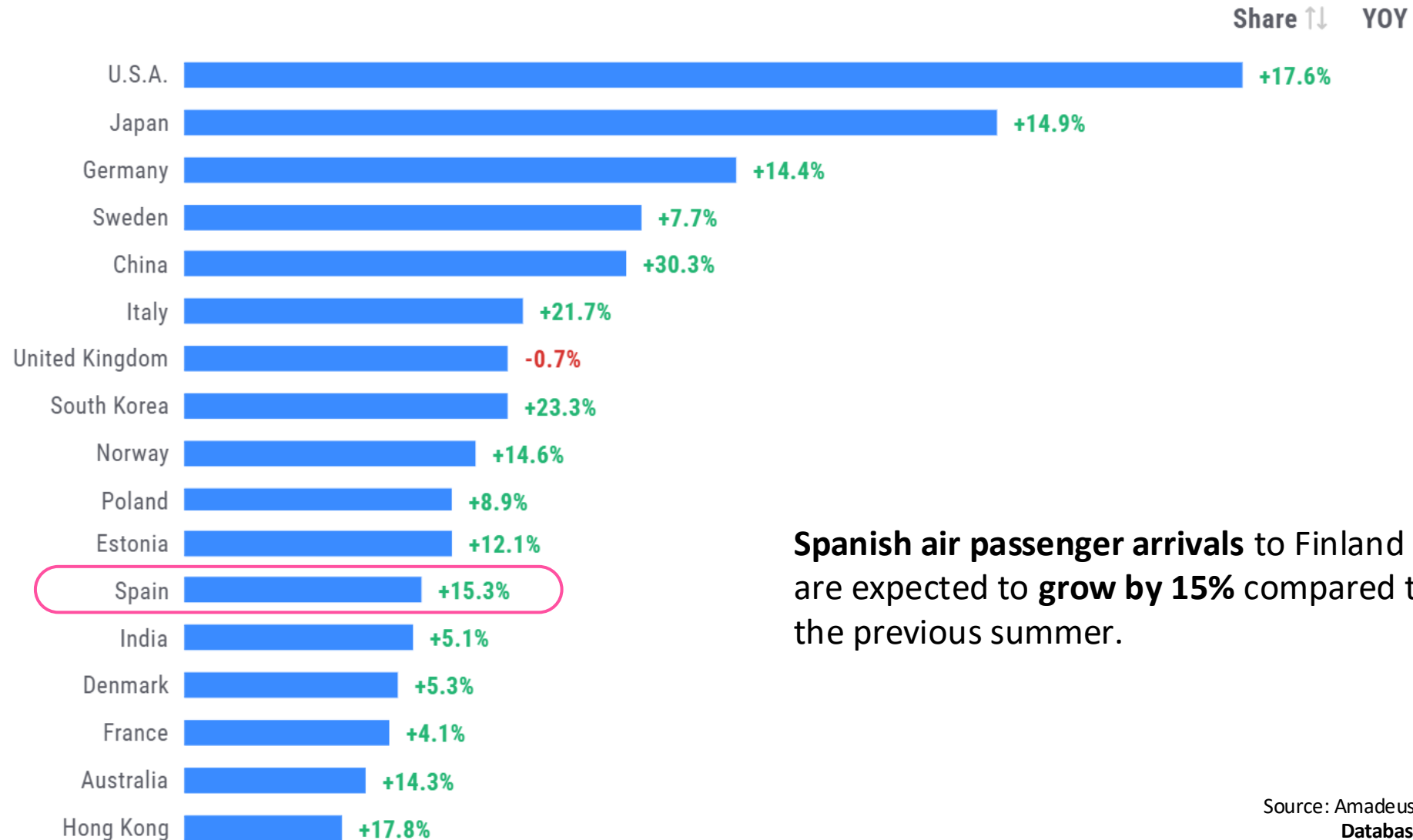


Forecast for Flight Passenger arrivals in June – August 2026

Comparison to previous summer

582,887 tourist arrivals

+14.7% YOY for selected origins



Spanish air passenger arrivals to Finland are expected to **grow by 15%** compared to the previous summer.

SPAIN – FINLAND CONNECTIVITY



Strong and growing air connectivity linking Spain to Finland all year round

KEY TAKEAWAYS



Direct flights **year-round** from Madrid and Barcelona to Helsinki with **Finnair**.



Excellent connections via Helsinki to **all key destinations** across Finland.



Convenient onward connections from other Spanish cities via Madrid or Barcelona.



Increased capacity during **peak summer season** to meet growing demand.

DIRECT ROUTES TO HELSINKI (HEL)



Year-round operations



Trusted carrier with strong connection

FLIGHT OVERVIEW

ROUTE	FREQUENCY (AVERAGE)	SEASON	FLIGHT TIME (APPROX.)
Madrid (MAD) – Helsinki (HEL)	Daily	Year-round	4h 45m
Barcelona (BCN) – Helsinki (HEL)	Daily	Year-round	4h 30m
Other Spanish cities – Helsinki (HEL)	Multiple daily connections	Year-round	Via MAD/BCN

FINNAIR

Your gateway to Finland and beyond

- ✓ Smooth connections to +20 destinations across Finland
- ✓ Short and efficient transfer time in Helsinki
- ✓ Premium Nordic experience on board
- ✓ Committed to sustainability



Visit Finland



BETTER CONNECTED. CLOSER THAN YOU THINK.

Finland is easily accessible from Spain – connecting travelers to unique experiences all year round.



Network 2026

Spain

New!

VLC as of 11 April 2026



Continental Spain & Islands



Madrid-MAD

1 daily year-round
Operated by IB



Barcelona-BCN

1 daily year-round
Operated by IB



Malaga-AGP

2 daily year-round



Valencia-VLC *(New!)*

4 weekly year-round



Alicante-ALC

Up to 3 weekly year-round



Palma De Mallorca

2 weekly during Summer



Las Palmas-LPA

1 daily during Winter



Tenerife-TFS

6 weekly during Winter



Fuerteventura-FUE

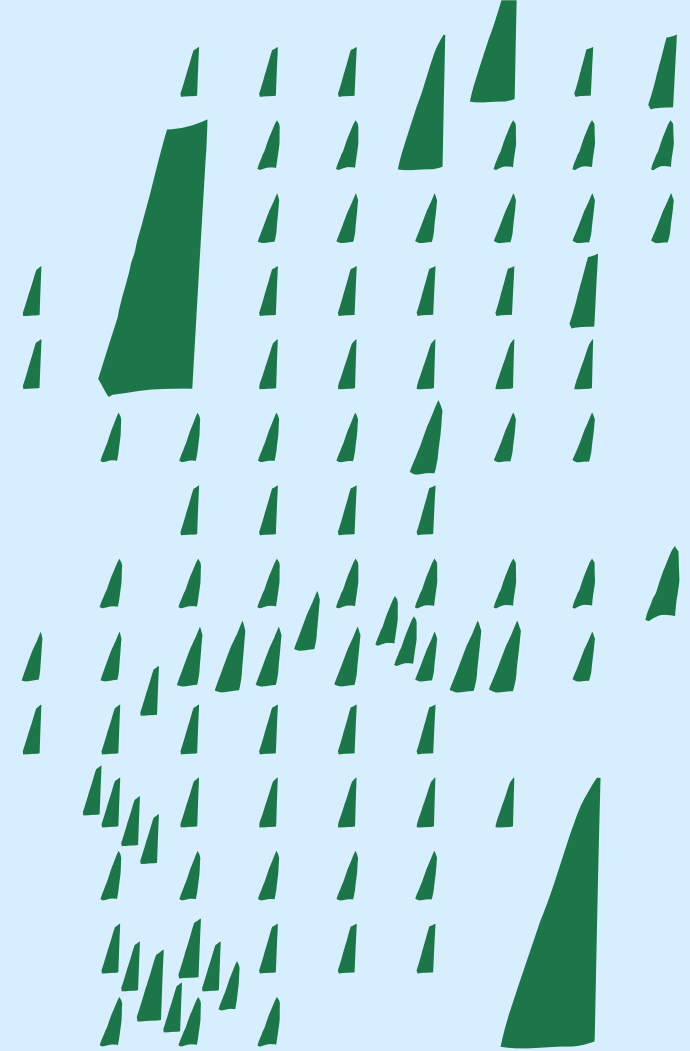
2 weekly during Winter



Lanzarote-ACE

2 weekly during Winter

Winter season DEC25 – FEB26



WINTER SEASON DEC25 – FEB26



STRONG PERFORMANCE

- Our efforts are focused on **extending the winter season** and driving demand beyond the traditional peak period.
- Top tour operators will have **charter operations in 2027 for Easter**.



SPAIN AMONG TOP MARKETS

Spain continues to consolidate its position among the **top international source markets** for winter travel to Finland.



Spain is one of the **top 3 markets** in special operations in **December**.



MORE CAPACITY

Tour operators have increased capacity by **approximately 10%**, including new departures from regional Spanish cities.



EARLIER BOOKINGS

Booking behavior shows a clear shift toward **earlier reservations**, driven by pricing and availability considerations.



STRONG & STRUCTURED PRODUCT

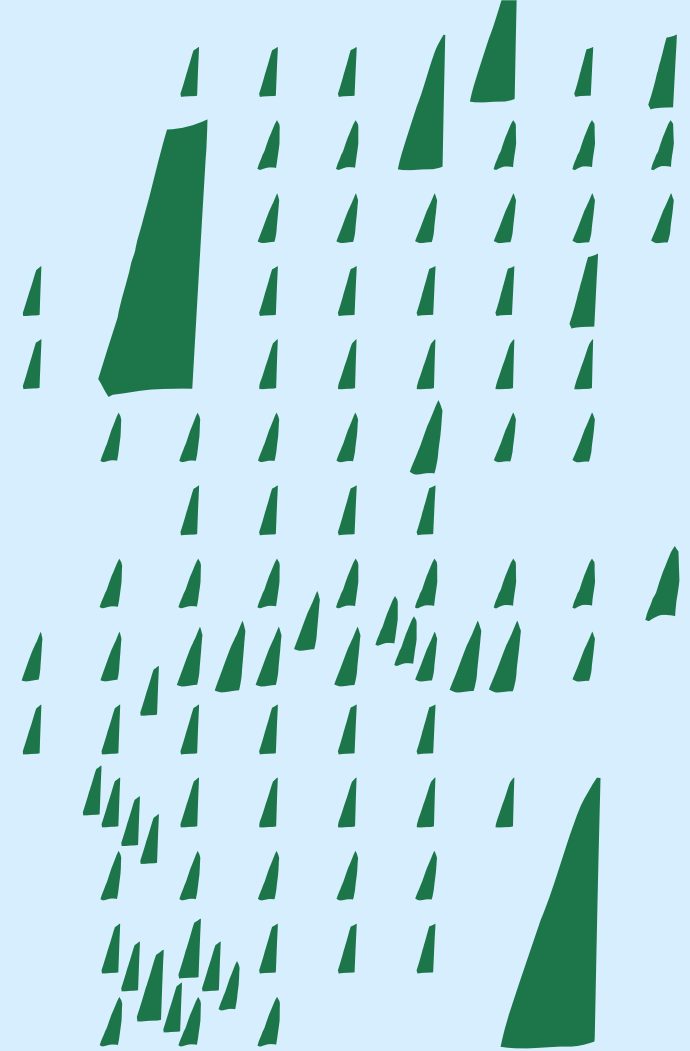
The product remains highly structured around tour operators, with strong demand for **Northern Lights, Santa Claus, and snow-based activities**.



Visit Finland



Summer outlook 2026



SUMMER OUTLOOK



AIRLINES REASSURE CUSTOMERS

Iberia and Vueling have reassured their customers there will be **no fuel shortages or extra charges** this summer, despite Europe's fuel crisis. Both airlines say operations will continue as normal.



POSITIVE OUTLOOK FOR SUMMER 2026

The outlook for summer 2026 is highly positive, supported by a **shift** from long-haul to **European destinations**.



Strong interest in **cultural activities and gastronomy** in Finland, seen as exotic and authentic experiences.



DRIVEN BY 'COOLCATION' TREND

The 'coolcation' trend continues to drive demand, positioning Finland as an **attractive alternative** to Southern Europe.



PEAK DEMAND IN JULY & AUGUST

Peak demand is expected during July and August, with increasing interest in **nature, lakes, and outdoor activities**.



FINLAND: A YEAR-ROUND DESTINATION

Finland is consolidating its position as a year-round destination, with summer becoming a **key growth driver**.



PRODUCT FOCUS

Product demand focuses on **Lakeland, wellness, and authentic local experiences**.



Industry update and consumer trends

Industry update and consumer trends



Key insights from the Spanish market to help Finnish tourism partners grow and succeed



EXPERIENTIAL & SENIOR TOURISM GROWTH

Experiential and senior tourism show the strongest medium-term growth potential in Spain. Travelers increasingly seek meaningful and authentic experiences.



SHORTER & MORE FREQUENT TRIPS

Spanish travelers continue prioritizing shorter European getaways and flexible travel patterns, driven by **costs** and **convenience**.



VALUE & QUALITY OVER VOLUME

The Spanish tourism industry is shifting focus from volume to **profitability, quality,** and **higher-value** travelers.



TRAVEL AGENCIES REMAIN RELEVANT

Travel agencies continue playing a key role, especially for **complex itineraries, packaged products,** and **long-haul travel**.



SUSTAINABILITY & AUTHENTICITY

Sustainability matters more than ever, especially when combined with **local culture, nature,** and **authentic experiences**.



KEY OPPORTUNITIES FOR FINNISH PARTNERS



Promote year-round travel

Position Finland beyond the winter season.



Focus on nature & wellbeing

Lakes, forests, wellness, and relaxation resonate strongly.



Target senior & experiential travelers

High-potential segments seeking quality and authenticity.



Develop easy-access fly & drive products

Flexible itineraries and self-drive options are in demand.



Communicate sustainability clearly

Spanish travelers value responsible and sustainable choices.



NEW OPPORTUNITY FOR FINLAND

Spain's outbound travel market remains stable and resilient, entering a more mature phase focused on **quality, experiences,** and **sustainability**.

Finland is well-positioned to benefit by aligning with these evolving traveler priorities.



Spanish outbound travel market 2026



Key insights from ObservaTUR report and related news



NORMALIZATION PHASE

After years of exceptional growth, Spanish travel enters a phase of normalization with **strong but more moderate** and sustainable growth.



GROWING BETTER

The focus shifts from “growing more” to “growing better”: prioritizing **profitability, quality, sustainability,** and **higher-value travelers.**



EXPERIENCES & SENIORS

Experiential tourism and **senior** travel show the strongest medium-term growth potential in Spain.



SHORTER, MORE FREQUENT TRIPS

Travelers prefer shorter but more frequent trips, especially **city breaks** and escapes of up to four nights.



DEMAND FOR COMPLETE PACKAGES

Growing demand for **all-in-one packages** combining transport, accommodation, activities and insurance.



SUSTAINABILITY & AUTHENTICITY

Sustainability, authenticity and **meaningful experiences** are key factors in destination choice, especially for higher-value travelers.



CONCERN ABOUT OVERTOURISM

Rising concern about overtourism and pressure on local communities reinforces the need for **de-seasonalization** and destination **diversification.**



CONNECTIVITY & YEAR-ROUND TRAVEL

Air connectivity and **year-round** travel remain essential drivers of tourism growth and destination competitiveness.



A NEW TRAVELER PROFILE

Spanish travelers are more **selective, digital, experience-driven** and **quality-oriented**, while maintaining a strong desire to travel despite uncertainty.



KEY OPPORTUNITIES FOR DESTINATIONS



Promote short breaks year-round

Capitalize on city breaks and escapes up to 4 nights.



Focus on quality and value

Target higher-value segments and improve profitability.



Lead in sustainability

Offer authentic, responsible and regenerative experiences.



Develop senior and experience-driven offers

Design products for senior travelers and experience seekers.



Diversify and de-seasonalize

Spread demand across regions and seasons.



OUTLOOK 2026

Spanish travelers will continue to travel, seeking **meaningful, sustainable** and **high-quality experiences.** Destinations that adapt to these new expectations—offering value, authenticity and balance—will be the ones that **grow better and stronger** in the years ahead.



STRONG B2B DISTRIBUTION WITH WIDE REACH



Broad presence across all key segments to maximise visibility, demand and growth for Finland



TOUR OPERATORS



TRAVEL AGENCIES



OTAs / DIGITAL PLATFORMS



LARGE RETAILERS



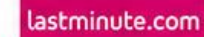
CORPORATES & MICE SEGMENT



SPECIALISED TRAVEL AGENCIES



TRAVEL AGENCY CONSORTIA



SPECIALISED TRAVEL AGENCIES



LUXURY



AVENTURA



LGBTQ+

TRAVEL AGENCY CONSORTIA



WIDE DISTRIBUTION, STRONG OPPORTUNITIES.

We work with a diverse mix of partners to reach every type of traveller and maximise business opportunities for Finland.



MASSIVE DISPERSION

We are present across a very large number of partners and channels.



MULTIPLE CHANNELS & SEGMENTS

Tour operators, agencies, OTAs, retailers, corporates and MICE – covering all key customer segments.



MAXIMUM REACH & VISIBILITY

Broad distribution ensures strong market presence and higher conversion potential.



GROWTH DRIVEN

This diversity drives demand, increases bookings and supports long-term growth for Finland.

PR Review

A woman with long dark hair, wearing a light-colored wide-brimmed hat and a green top with white polka dots, is smiling and smelling a large white hydrangea flower. She is in a garden with various other flowers, including pink roses. In the background, there is a large red wooden house with white window frames and a green roof. The sky is blue with some white clouds.

Visit Finland PR & Media Results

Annual Report 2025

Table of Contents

1. Coverage in 2025

- Press Releases and Pitches
- Media Visits: Individual, Group & International Group
- Influencer Visits
- TV Productions
- Campaigns, Events & Other Activities

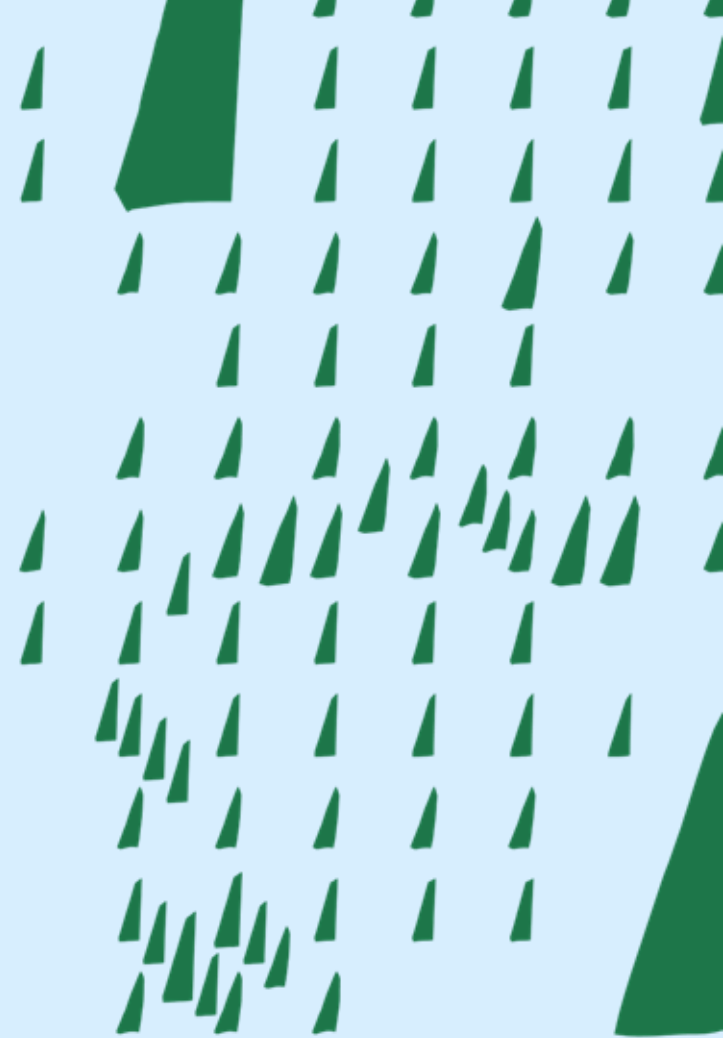
1. Coverage in 2026

- Press Releases and Pitches
- Influencer Visits
- Campaigns, Events & Other Activities

1. Upcoming 2026 projects



Coverage in 2025



Coverage 2025

LA VANGUARDIA

CURIOSIDADES

Finlandia, el país que ha hecho que abrazar árboles sea una competición mundial



ABC Viajar

CELEBRACIONES POR EL MUNDO

Pascua fuera de España

Finlandia. Este país nórdico vive otro ambiente durante la Pääsiäisviikko -Semana Santa en finés-: cuanto más se acerca la fecha, más brujas y magos se ven por las calles. El Domingo de Ramos, los niños tienen por costumbre tocar los timbres gritando un conjuro mágico específico -'Virvon, varvon, tuoreeks terveeks, tulevaks vuodeks: viitsa sulle, palkka mulle', traducido como 'agito una ramita para un año fresco y saludable por delante: una ramita para ti, una golosina para mí' - que promete proporcionar buena salud. A cambio, se les dan dulces, chocolates o huevos de Pas-

cua. Esta tradición se remonta a la época pagana de Finlandia y a su sociedad agraria, que creía que las brujas aseguraban una buena cosecha para el año siguiente. Del mismo modo, se hacen hogueras para ahuyentar a los espíritus malignos y a las brujas y se suceden una serie de ceremonias solemnes. La Pasión del Via Crucis (El Camino de la Cruz), celebrada el Viernes Santo en Helsinki, es el evento más destacado de este tipo, atrayendo a unos 15.000 asistentes.



Investigación exclusiva sobre el reparto de regalos de los Reyes Magos: ¿Cómo saben cómo me he portado?



COCINILLAS

El mejor restaurante finlandés fuera de Helsinki que busca una estrella Michelin con un fino de Cádiz y un cava del Penedés

- En el menú degustación de Kajo, en Tampere, se incluyen dos bebidas españolas que son muy apreciadas por los finlandeses.
- Más información: Andrés, el joven chef que participó de la estrella en Cebo, abre un restaurante en Lugo por amor: "Aquí es más difícil"



Madrid Fusión 2025 (III): "residuo cero" desde Helsinki

EL PAÍS

Por el Helsinki del director finlandés Aki Kaurismäki



Finlandia inspira el turismo de Bizkaia

Clara



Coverage 2025

Condé Nast
Traveler

VIAJES URBANOS

Qué ver en Tampere: la capital mundial de la sauna

Finlandia, además del país más feliz del mundo, es conocido por sus excelentes saunas. La ciudad de Tampere es, sin lugar a dudas, el mejor lugar para conocer este hábito de bienestar que tanto envidiamos.



EL PAÍS

La felicidad se fragua a cien grados con cero ropa

ENRIQUE ALFARO

Tampere

El vapor golpea al entrar como una acrobacia hotrodada. En una habitación oscura, encerrada en Marmas 170 litros de agua enciende el vapor hasta que se crea un campo de agua y presión. Solo se ve el reflejo del fuego, el vapor que golpea la cabeza y el de una cascata de bombas que parecen escapar con ella. Desde entonces empiezo, mecido con viento. Hay un ruido de vapor sobre otros juntos a su padre y un ruido con mucha profundidad a las espaldas. El caso de Finlandia como una ciudad industrializada con los 60 a los 70 años. No es una ciudad de media como muchas de ellas. La necesidad de necesidad y espacio para ser descubiertos para ser descubiertos. Pero no tanto como los 200 grados de temperatura.

Seguiré en la zona pública, con vapor de Finlandia, como trabajo en 1990 para los obreros que perdieron la ciudad de Tampere en plena transición industrial. Las saunas finlandesas no son solo bañarse y la sauna ha sido los centros de salud, los y gimnasios. También se encuentra en Tampere y los siguientes edificios en medio de un barrio vivo, pero más tranquilo en su propia vida y ambiente. Es genial el tener un



Una sauna en Tampere, Finlandia, la capital mundial de estos baños de vapor. (Foto: iStock)

PIO
SALVA JE



Forbes

Finlandia es el país más feliz del mundo por octavo año consecutivo

infobae

Finlandia, el país más feliz del mundo, tiene un secreto para la salud y la mente: el sauna

LA VANGUARDIA

Oulu: la llamada del hielo

La exótica capital cultural europea del 2026 reivindica la paz y la naturaleza



La música electrónica con el festival Proven People - y el festival de fitness a una ciudad que mira a Barcelona

Finlandia cuenta también con el festival Proven People y el festival de fitness a una ciudad que mira a Barcelona

epturismo

europress / epturismo / nacional

¿Sabías que España compete en el Mundial de abrazar árboles 2025 en Finlandia?



EL ESPAÑOL
cocinillas

¿Qué se come en la nación más feliz del mundo? Helsinki y su gastronomía visitan Madrid

- Los secretos culinarios de la capital finlandesa se desvelarán en el escenario de la próxima edición de Madrid Fusión.
- Más información - Comida callejera que no te puedes perder en Europa

mia



Al este del país se extiende la región de los Mil Lagos, un mosaico de agua y bosques en los que la calma reina como en pocos rincones del mundo. Todo invita a parar, respirar y reconectar con la naturaleza... y con uno mismo. [www.mia.com](#)



ctrl

De la inspiración a la hiperpersonalización: el nuevo mapa del turismo es digital



INSPIRACIÓN Y PLANIFICACIÓN: EL VIAJE EMPIEZA ANTES DEL CHECK-IN David Campaño, Country Manager de Visit Finland, destaca que "el viaje empieza en una foto en Instagram, un video en cualquier red social o una recomendación online", lo que obliga a las marcas a ser más ágiles y creativas en la comunicación de destinos.

Coverage 2025

Individual Media Visits

- El País - Tampere
- Clara Magazine - Lake Saimaa, Lappeenranta & Imatra region
- Conde Nast Traveler - Tampere

Condé Nast
Traveler

Qué ver en Tampere: la capital mundial de la sauna

Finlandia, además del país más feliz del mundo, es conocido por sus excelentes saunas. La ciudad de Tampere es, sin lugar a dudas, el mejor lugar para conocer este hábito de bienestar que tanto envidiamos.



EL PAÍS
EL PERIÓDICO GLOBAL EN ESPAÑOL

Finlandia tiene más de tres millones de saunas. Más allá de su riqueza, su sociedad igualitaria y su Estado de bienestar, muchos señalan estos baños como el auténtico secreto de la imbatible dicha de los finlandeses

La felicidad se fragua a cien grados con cero ropa

ENDEQUE ALMÉN
Tampere

El vapor ardiente al entrar comienza una oración finlandesa. Es una habitación rústica, encalada en blanco. Un hombre de pelo mojado durante horas en una cascada ingiere sal de agua y goudon. Junta al que al cruzar del fuego, al respirar profundo la sauna y el de una decena de hombres que parecen respirar con ella. Entre ruidos muy juntos, mucho con mucho. Hay un silencio de unos cinco años antes a su padre y un silencio con mucha población a los espaldas. El resto de hombres tienen una edad indeterminada entre los 30 y los 50 años. No están tanto derretidos como está el de fuera. La estructura de intensidad y espacio produce un momento para un extranjero. Para los nativos entre los 800 grados de temperatura.

Reportaje en la semana pública más antigua de Finlandia, como era en 1880 para los aldeanos que poblaban la ciudad de Tampere en pleno momento industrial. Las cosas han cambiado en estos días y la sauna hacia los meses de ducha, bar y almuerzo. Todo ha cambiado en Tampere y hoy Tampere es diferente con mucho de un barrio fino, pero manteniendo su espíritu rústico y su historia. Es aquí el mejor ejemplo de una tradición que sigue de historia que los lugares hasta nuestros días sin muchos cambios, pero con un interés creciente.

San para control de la sociedad en un país con 5,5 millones de habitantes. No, 5 millones de



Una sauna en Tampere, Finlandia, la capital mundial de estos baños de vapor. (Foto: Getty)

descubrir si existe relación entre estos dos elementos. Tampere, una ciudad moderna rodeada de lagos y bosques, es la capital mundial de la sauna. A los visitantes de cualquier país les

Pero también hay un componente histórico. En Finlandia, cuando vides carpentería y carpentería en una sauna, señala Villanueva. "Es un lugar donde las saunas de madera a los 100 grados son

placer? ¿Qué relación existe con la salud, la riqueza o el bienestar social? Es un estudio de años. ¿Un suceso o un momento? ¿Por qué? Inconclusivo, incluso más allá de una encuesta.

Romero y Sano cuentan cómo recuperaron Finlandia en Finlandia para volver los mejores momentos más agitados. Los hombres para aprender de otros experimentos con saunas.

Coverage 2025

Group Media Visits

- Wellness & Gastronomy - Harper's Bazaar, Forbes, El Español (Cocinillas) & Vanitas

BAZAR

De Lathi a Tampere: Finlandia, el país gasto de los lagos y saunas al que siempre es buena idea ir

Hay lugares que sanan, y después está Finlandia. Entre sopas de salmón, servicios wellness, paisajes de ensueño y una naturaleza en la que parecen haberse inspirados los cuentos, viven los fineses en un país que presume de llevar ocho años siendo el "más feliz del mundo".



GETTY IMAGES

El país les invita a pasear por estos espacios naturales, si, pero también a habitarlos y explorarlos respondiendo a esa libertad que han apodado como *Lahjojenmaat* ("Marques de todos"). Solo una norma no debe

EL ESPAÑOL

cocinillas

Ni Italia ni Francia: el increíble país donde comen una morcilla como la de Burgos pero con mermelada y leche

- Conocida como "salchicha negra" está hecha igualmente de carne de cerdo y su sangre, además de harina y centeno. Se sirve también con un vaso de leche fría.
- Más información: [El histórico aceite que nace de olivos milenarios en Castellón y que arrasa en Japón: cuesta 263 euros el medio litro](#)

Si tuviéramos que elegir un producto patrio, de esos que sólo se comen en España, **serían muchos los que apuntarían a la morcilla**, tanto la de arroz como la de cebolla, sobre todo por el uso de la sangre como uno de sus principales ingredientes.

Sin embargo, hay un país en Europa **donde fabrican y degustan una morcilla muy parecida a la de nuestro país** salvo por el acompañamiento y el momento del día en el que la suelen comer. Lejos de lo que pudiéramos pensar, no se trata ni de Italia ni de Francia, cuya cocina podría tener ciertas similitudes con nuestra gastronomía, sino que **la otra morcilla europea se fabrica en Finlandia**, concretamente, en una de las regiones gastronómicas más potentes del país: **Tampere**.



Coverage 2025

International Group Media Visits

- Frozen Wonders - La Vanguardia & El Español
- Santa Claus - Cuore

EL ESPAÑOL
EL CULTURAL



Frozen People, el festival que se celebra sobre el mar helado de Oulu, en su edición de 2024. Foto: Harri Tervainen/Oulu Urban Culture

MÚSICA
Frozen People: techno sobre el mar congelado de Oulu, la próxima Capital Europea de la Cultura

LA VANGUARDIA

Cultura

EL VIEJO CONTINENTE MIRA AL NORTE

Oulu: bailando techno junto al Círculo Polar Ártico



• La exótica capital cultural europea del 2026 lanza las líneas maestras de su programa, centrado en el medio ambiente y la paz



LA VANGUARDIA

Cultura

Sudando en la sauna



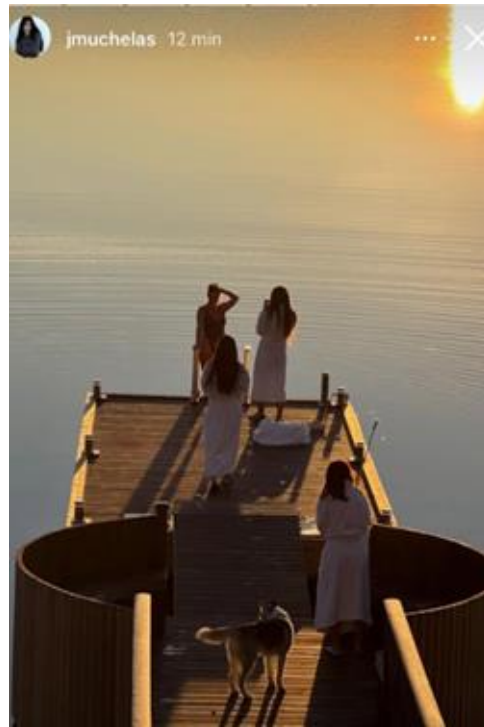
(Petri Jauhiainen / istock)

Qué maravillosa mutación se produjo nada más entrar en la cabaña de madera que nos asignaron. Si la cena se había desarrollado con la morigeración y corrección que suele producirse en los encuentros de gente que se ha conocido hace poco, fue entrar desnudos en la sala de vapor *löyly*, allí, como si nadie tuviera nada que esconder, empezaron a emerger las auténticas personalidades de cada uno. En apenas veinte

Coverage 2025

Influencer Visits

- Lifestyle & Wellness Group Influencer trip - Laura Rouder & JMuchelas, Nuria Blanca, Mada Mariño & Dorothy Collado
- Ana Fernández Individual trip
- Buscando al Sol Individual influencer trip



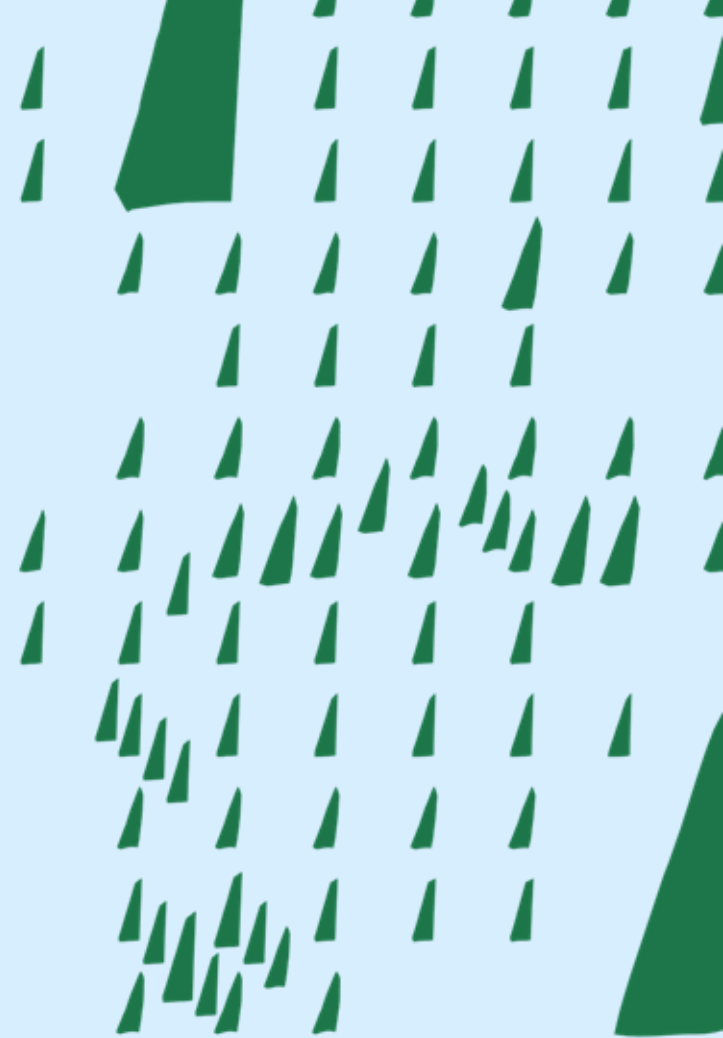
Visit Finland PR Activities: TV Broadcast

SPAIN

- Descubrir TV (to be broadcasted Fall'26)



Coverage in 2026



Coverage 2026

VIAJESTIC

Oulu en Finlandia y Trenčín en Eslovaquia son las Capitales Europeas de la Cultura en 2026



Condé Nast
Traveler

Ylläs, esa otra Laponia finlandesa



as

Ni Suiza ni Noruega: este es el país más feliz del mundo



3N

Finlandia repite en 2026 como el país más feliz del mundo



LA VANGUARDIA

Valencia estrena conexión aérea con Helsinki y ya hay reservas para enlazar por esa vía con Asia



Granada Hoy

Finlandia es, de nuevo, el país más feliz del mundo



europa press

Escapada a Finlandia: naturaleza, silencio y desconexión digital



servimedia

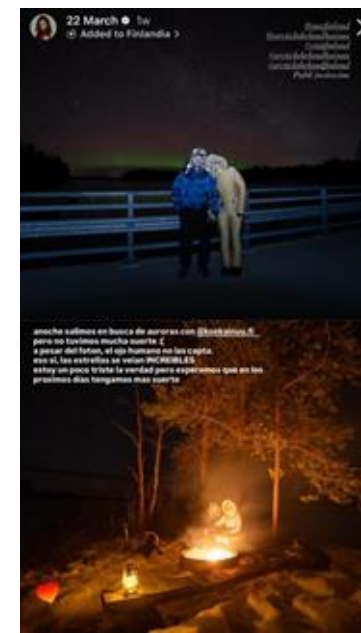
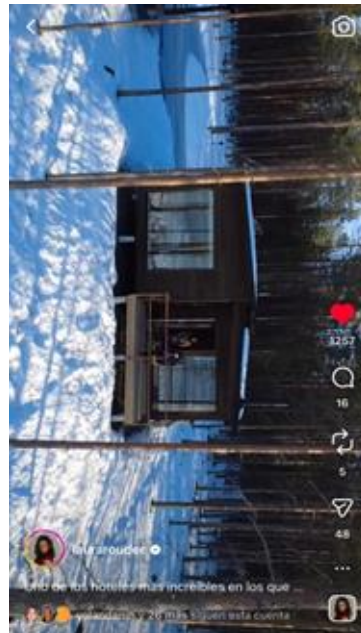
Finlandia es el país más feliz del mundo por noveno año consecutivo



Coverage 2026

Influencer Visits

- Laura Rouder individual influencer trip



Visit Finland PR Activities

SPAIN

FITUR Interviews 2026

- Cool The Lifestyle: The lifestyle section of the general information outlet OK Diario which counts over 13.7M UMVs
- Euronews: Key general information outlet counts over 4.2M UMVs
- Corporate: Leading B2B business outlet which counts 20K UMVs
- Grupo Joly: One of the most important media group in Spain which counts over 13.7M together with all its outlets
- Travel & Tour World: Key travel outlet with over 18K UMVs
- Es Diario: Tier 1 general media which counts over 3M UMVs



FITUR 2026

Viajar por Europa a través de tres miradas: nórdica, atlántica e interior

Europa despliega en FITUR un mosaico de territorios que van del bienestar nórdico a la autenticidad atlántica y la cultura interior, siete entrevistas nos permiten recorrer tres Europas distintas que invitan a viajar todo el año.



Por qué debería visitar la Capital Europea de la Cultura más reciente de Finlandia: Oulu



Diario de Almería

Ruska, la experiencia finlandesa además de saunas, bosques y lagos

Entrevista con David Campano, country manager de Visit Finland para España e Italia
[Finlandia, el Norte para los perdidos](#)



DIARIO DE CADIZ

David Campano, VISIT FINLAND

“Finlandia es un país para ir todo el año”

Con el 70% de su territorio cubierto de bosques y 3 millones de saunas el verano nórdico es tentador

REPORTAJE

David Campano, country manager de Visit Finland para España e Italia, nos cuenta cómo es vivir en un país tan diferente como Finlandia. Desde su capital, Helsinki, nos habla de la vida cotidiana en un país que, a pesar de ser tan pequeño, ofrece una gran variedad de paisajes y actividades. Desde los bosques y lagos hasta las saunas y el esquí, todo es posible en este país nórdico.



Finlandia es un país muy interesante por su diversidad de paisajes y actividades. Desde los bosques y lagos hasta las saunas y el esquí, todo es posible en este país nórdico. La experiencia de vivir en Finlandia es única y merece la pena ser visitado todo el año.



Travel & Tour World



Euronews



Cool The Lifestyle



Corporate

Upcoming 2026 projects

What's planned for 2026?

SPAIN

Press trips:

- **Chill Like a Finn FAM trip (four Tier 1 media outlets)**
- **Have a Finnish International FAM trip (one gastronomy media outlet from Spain)**
- **Individual press trip with Telva, a leading lifestyle media**

Influencer trips:

- **Chill Like a Finn Internacional FAM trip (two travel influencers from Spain)**
- **Have a Finnish Internacional FAM trip (one influencer influencers from Spain)**

Broadcast:

- **“Aquí la Tierra”, a travel programme on Spanish national television**
- **“Nos vamos de madre”, an entertainment programme featuring one of Spain’s most prominent presenters on a leading TV channel**

Ongoing 2026 activities 2027 planning

25 January 2026

FITUR 2026 Closes with a Strong Boost to Global Tourism, Reaffirming Its International Leadership

- **255,000 visitors** (+-2025)
(ITB 160K /WTM 55K)
- **155,000 professionals**
- **10,000 companies** (+5.3Vpy)
- **967 stands**
- **161 countries**
- **Gateway to Latin America**





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was in

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BULGARIA

BULGARIA
visitbulgaria.com

GREEK NATIONAL
TOURISM BOARD

azert

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Visit Finland

Visit Finland

Visit Finland





Martes, 19 de mayo



LOS PATIOS DE BEATAS
C. Beatas, 43, Distrito Centro,
29008 Málaga

*Destinos del Mundo & Visit Finland
Te invitamos a descubrir "Finlandia"*

Destinos del Mundo y Visit Finland:

Te invitamos a un almuerzo para conocer todo sobre nuestro producto para este 2026.

Te esperamos a las **14.00 hrs.**

Recepción invitados
Formación
Almuerzo
Despedida invitados.

Rogamos confirmación de asistencia

¡REGÍSTRATE AQUÍ!





VII Foro Iberoamericano de Turismo **SOS**tenible #Turi**SOS**2026

ORGANIZA  Málaga en Mundial  Viajar en Mundial

Finlandia:
El destino más
SOStenible del mundo



David Campano
Country Manager Spain &
Italy en Visit Finland

PATROCINADORES GOLDEN



PARTNERS ESTRATEGICOS



COLABORADORES

MEDIA PARTNERS



VII Foro Iberoamericano de Turismo **SOS**tenible #Turi**SOS**2026



2027 PLANNING



Our roadmap for continued growth in the Spanish market



STRATEGIC PRIORITIES FOR 2027



Strategic focus will be on strengthening Finland's position as a **year-round destination**, with emphasis on summer and shoulder seasons.



Efforts will focus on increasing conversion through **stronger partnerships** and targeted B2B actions.



Key growth segments include **luxury travel**, **FCB activities**, and **tailor-made experiences**.



Opportunities exist in expanding **regional markets** within Spain and leveraging Spain as a **gateway to Latin America**.

KEY EVENTS IN OUR MARKET FOCUS



1

FITUR 2027 (TBC)

Madrid
January 2027

Spain's leading international tourism trade fair. We plan to participate to showcase Finland and meet key stakeholders.



2

WORKSHOP IN MADRID

September / October 2027

B2B workshop with travel professionals and partners to strengthen relationships and drive conversion.



3

IBTM BARCELONA

November 2027

Key event for the FCB segment and business travel industry.

ONGOING ACTIVITIES TO STAY CLOSE TO THE TRADE



We will continue with a series of **presentations** and **meetings** across Spain together with key tour operators to the trade.



As well as 1 major event with **media** and the **Team Finland** network.



Visit Finland



STRONG PARTNERSHIPS. SMART ACTIONS. SHARED GROWTH.

Together, we can continue to grow Finland's presence in Spain – sustainably and successfully.





**SAVE
THE DATE**

WORKSHOP VISIT FINLAND

MADRID
24 Septiembre

Horario:

De 10:00 a 18:30 horas. Jornada ininterrumpida

Dónde:

Hotel NH Collection Madrid Suecia.
C/ Marqués de Casa Riera, 4

Regístrate ya aquí

Sales events autumn 2026

Visit Finland Madrid workshop 24.9.2026

Pre-registration open until 31.5.

<https://www.visitfinland.fi/ajankohtaista/tapahtumat/2026/visit-finlandin-myyntitapahtuma-madridissa/>

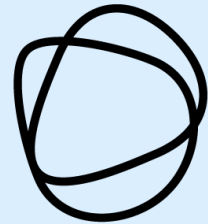
TTG Travel Experience – trade show Rimini 14.-16.10.2026

Pre-registration open until 31.5.

<https://www.visitfinland.fi/ajankohtaista/tapahtumat/2026/ttg-travel-experience-2026--messut/>

FITUR 2027 pre-registration will be open soon (same dates than Matka 2027!)

¡Muchas Gracias!



Visit Finland