



Visit Finland

# Finland's Nation Brand 2022

Anholt-Ipsos Nation Brands Index (NBI)  
Tourism Review

**What do they think of us?**

# Finland keeps up the good work

Culture is the rising star of 2022






# Determined work yields results

Tourism made a significant rise – from 27<sup>th</sup> to 21<sup>st</sup> place in just over ten years



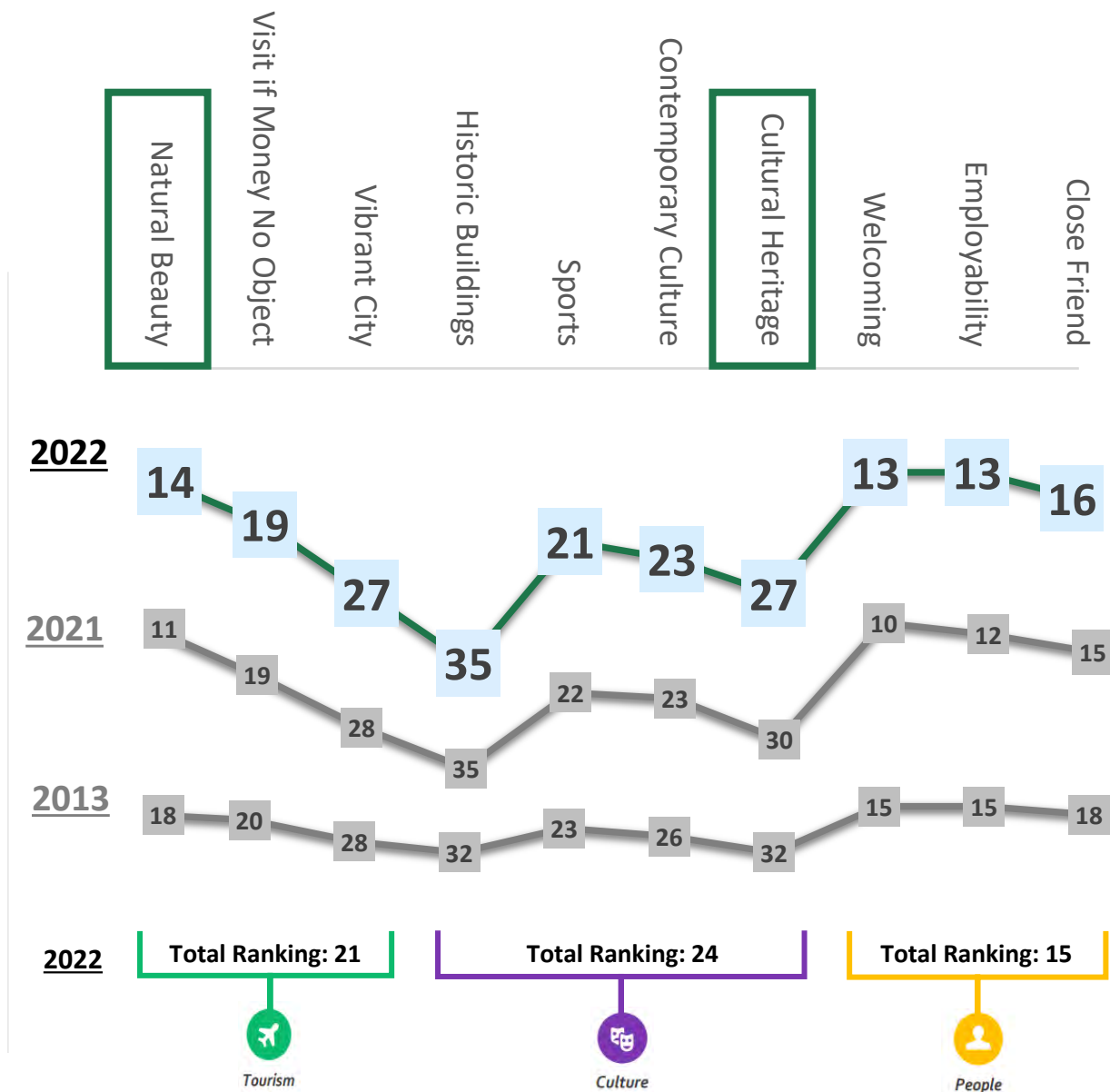
Finland's NBI Rank for Tourism, Culture and People (2008-2022)

	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
<b>tourism</b> 	27th	26th	26th	26th	27th	27th	24th	22nd	22nd	23rd	24th	22nd	21st	20th	21st
<b>culture</b> 	27th	27th	28th	29th	30th	27th	27th	27th	27th	28th	30th	28th	28th	26th	24th
<b>people</b> 	18th	16th	17th	16th	18th	17th	19th	18th	17th	16th	17th	17th	16th	13th	15th

# Natural Beauty and Cultural Heritage have improved the most in the last ten years

The reputational areas of tourism, culture and people are divided into sub-categories


- 1 represents the best ranking and 60 the lowest.




# Finland's tourism-related areas perform best among older generations

DEMOGRAPHIC GROUPS	TOURISM	CULTURE	PEOPLE
General Population	21	24	15
Female	20	24	15
Male	21	28	14
18-29 y/o	27	30	21
30-44 y/o	21	28	12
45-59 y/o	20	22	11
60+ y/o	19	20	13


# The results of hard work are reflected positively in most target markets (2022 vs. 2008)

 **Tourism**

Panel Country	Finland's Ranking in Tourism
China	13 (▲7)
South Korea	15 (▲6)
Germany	18 (▲5)
Japan	18 (▼1)
Russia	18 (▼2)
France	19 (▲1)
USA	20 (▲3)
Sweden	21 (▲2)
UK	22 (▲4)
Italy	24 (▲4)
India	26 (▲4)





 **Culture**

Panel Country	Finland's Ranking in Culture
Sweden	10 (▲3)
Germany	16 (▲4)
Russia	16 (▼1)
China	17 (▲4)
Japan	20 (▲14)
France	21 (▲6)
USA	21 (▲2)
UK	23 (▲5)
Italy	25 (▲1)
South Korea	26 (▲7)
India	41 (▼7)

 **People**

Panel Country	Finland's Ranking in People
Sweden	4 (▲5)
Germany	8 (▲5)
South Korea	8 (▲10)
France	10 (±0)
Italy	10 (▲2)
Japan	12 (▲2)
Russia	18 (▼10)
USA	18 (▲1)
UK	21 (▼2)
China	21 (▲1)
India	24 (▲4)

The up/down arrows show the change in ranking from 2008 to 2022

	Total	China	France	Germany	India	Italy	Japan	South Korea	Sweden	U.K	U.S.
 <b>Nation Brands</b>	16	15	10	9	28	14	13	15	4	19	16
 <b>Tourism</b>	21	13	19	18	26	24	18	15	21	22	20
Visit if Money No Object	19	10	12	15	28	16	16	11	19	20	20
Natural Beauty	14	12	12	14	9	15	6	5	13	15	20
Historic Buildings	35	15	33	34	38	39	31	22	30	33	29
Vibrant City	27	15	26	30	28	24	20	16	28	26	26
 <b>People</b>	15	21	10	8	24	10	12	8	4	21	18
Welcoming	13	27	8	4	24	8	16	8	6	18	16
Close Friend	16	19	9	13	27	10	10	7	6	20	18
Employability	13	18	13	7	14	12	13	11	3	22	15
 <b>Culture</b>	24	17	21	16	41	25	20	26	10	23	21
Sports	21	21	22	14	37	25	26	25	6	24	20
Cultural Heritage	27	16	27	31	39	28	23	37	20	29	25
Contemporary Culture	23	19	18	16	41	20	16	18	14	23	24

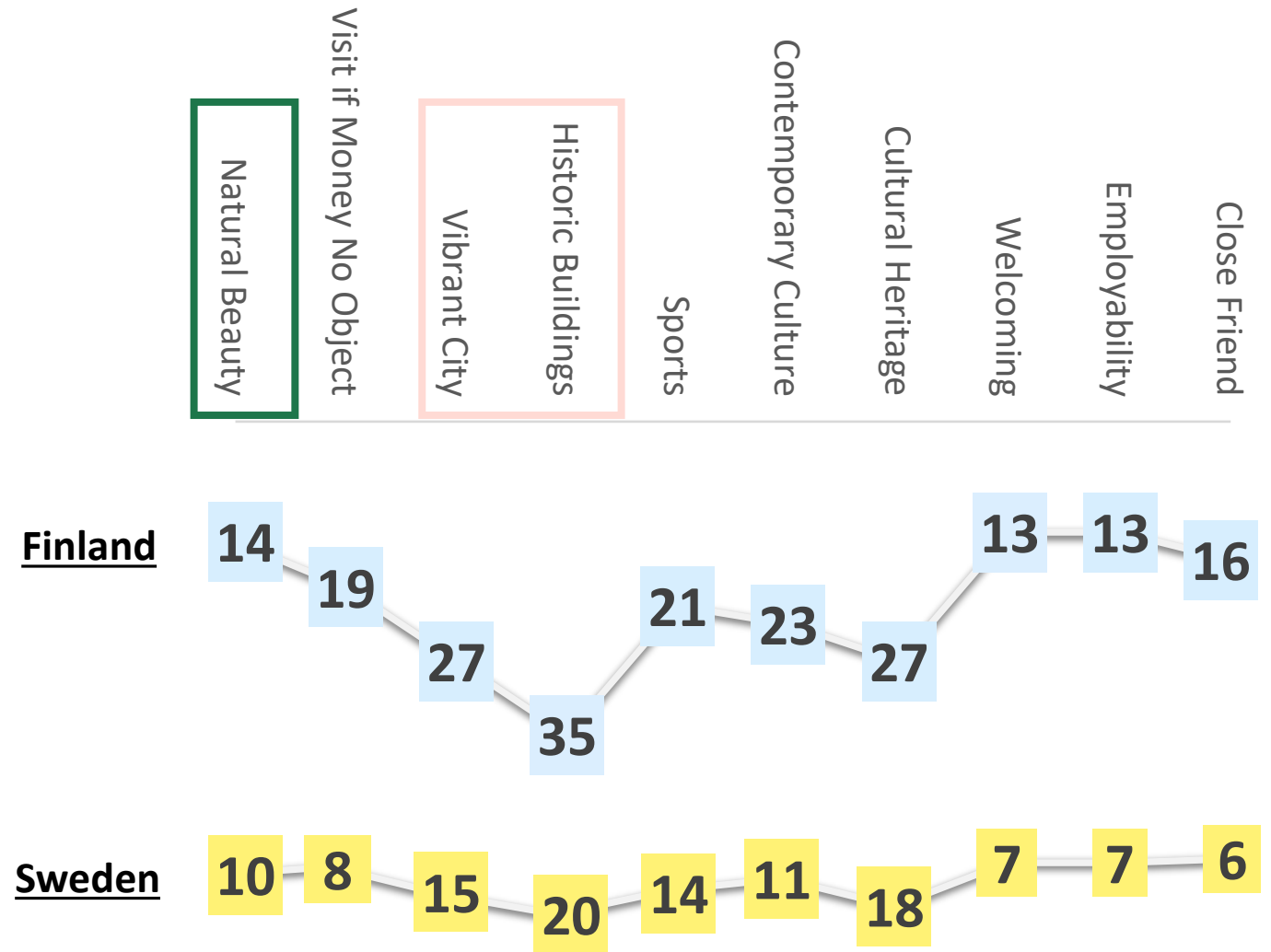
# Finland's 2022 NBI Rankings by Panel Country



# Finland follows Sweden in the rankings

Finland's **nature beauty** ranks best against Sweden;

**vibrant city** and **historic buildings** follow the most.

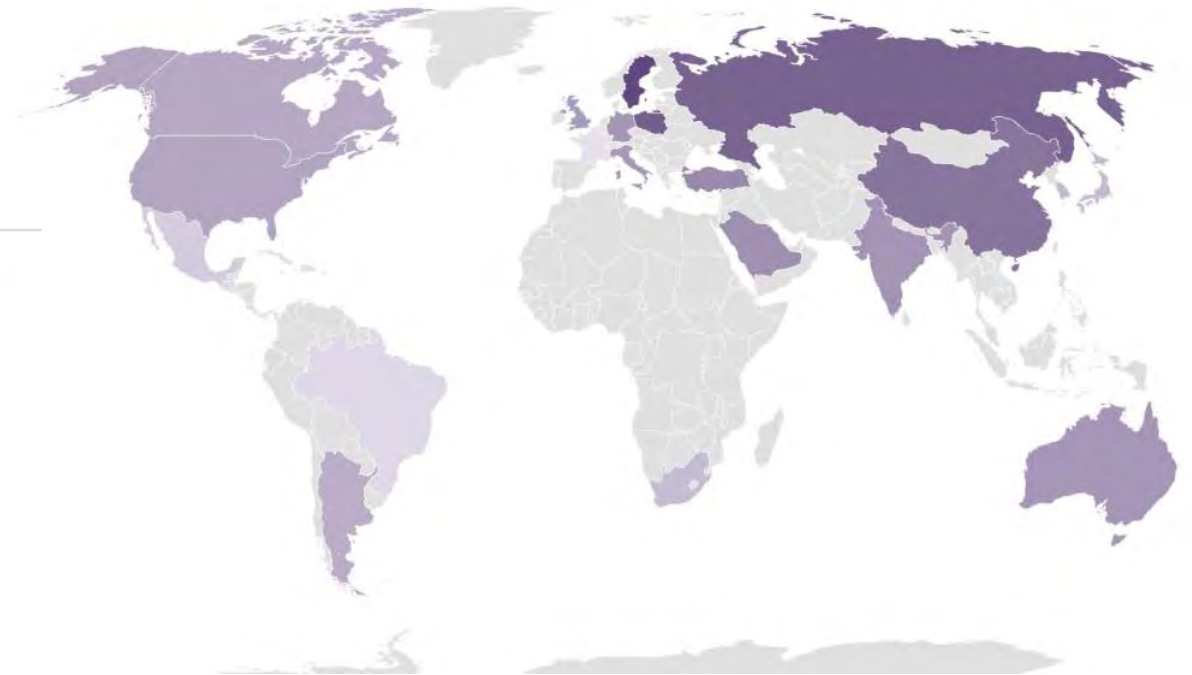


# Finland's image as a safe destination remains on solid ground

Tourism		Culture		People	
	Finland		Finland		Finland
Fascinating	32%	Museums	28%	Hard-Working	36%
Relaxing	31%	Modern Design	27%	Honest	33%
Educational	27%	Sports	22%	Skillful	31%
Exciting	26%	Music	21%	Tolerant	27%
Romantic	17%	Sculpture	18%	Fun	19%
Spiritual	11%	Films	17%	Rich	18%
Boring	6%	Opera	12%	Aggressive	4%
Depressing	4%	Street Carnival	11%	Lazy	4%
Stressful	4%	Pop Videos	11%	Unreliable	4%
Risky	4%	Circus	8%	Ignorant	3%

# Finland ranks 35th out of all countries in overall NBI familiarity

■ Never heard of it ■ Heard of, but know almost nothing ■ Just a little ■ Somewhat well ■ Very well



# Did you know?



**Finland's best ranking in tourism is among Chinese and South Koreans**

**The best improvement in Culture from 2008 to 2022 is among Japanese people, rising more than ten places**



**Females and males rank Finnish tourism in a similar way**

**Finland's tourism performs best among older generations, the over-45s**

**Finland has an established image as a destination for Natural Beauty**

**Finland's Natural Beauty is ranked most favourably by Japanese and South Koreans**

**The Germans and Swedes perceive the Finns as one of the most welcoming people of all**

**Young Germans (18-to 29-year-old) rank Finland most favourably out of all demographic groups**



Visit Finland

**Thank you!**