ReiseAnalyse 2019

Positioning and potentials of Finland on the German holiday travel market

Report for Visit Finland

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Introduction and Methodology

- Visit Finland commissioned this report to find out about the position and potentials of Finland on the German holiday travel market.
- The central aim is to get a thorough and complete picture on the volume, the structure, the attitudes and developments of the market potential in Germany, in order to provide a sound basis for the future strategic planning of the three destinations concerning their marketing efforts, product development and communication on this market.
- Basis for the analyses in this report is the German Reiseanalyse 2019, the most established syndicated study on holiday travel demand in Germany.
- The Reiseanalyse is a representative survey of the holiday travel behaviour of Germans and German-speaking foreign nationals living in Germany, their related attitudes, motivations and interests. The survey describes and analyses **holiday trips with a length of 5 days** and more as well as **short breaks with a length of 2 to 4 days**. The RA has been carried out yearly since 1970. Since 2007 the annual face-to-face survey is supplemented by online surveys within the RA online, implemented in two waves per year.
- **RA *face-to-face* survey**: Representative for the German-speaking population aged 14 years and above, living in private households in Germany (sampling method: random route). Each January, more than 7,500 persons were interviewed personally in their household about holiday-related aspects.
- **RA *online***: Representative for the German-speaking population aged 14 to 70 years, living in private households in Germany (sampling method: online access panel). Online surveys in each May and November with 5,000 respondents. Topics focus on online-relevant questions as well as short and city breaks.
- This report is the 2019 update of key trend figures that we have reported for the first time in 2016. The full report, including a special focus on nature tourism will follow in the coming months.

CONTENT

1. General market trends:
Key findings of Reiseanalyse 2019

Holiday trips and short breaks in 2018
Key figures

Holiday trips (5+ days)

Year	Travellers	Holiday travel frequency	Holiday trips in total	Spending p.p. and trip	Total spending on holiday trips
2018	**55.0m**	**1.27**	**70.1m**	**€ 1.017**	**€ 71.2bn**
2017	54.1m	1.29	69.6m	€ 1.045	€ 72.7bn

Short breaks (2-4 days)

Year	People on short breaks	Short break frequency	Short breaks in total	Spending p.p. and short break	Total spending on short breaks
2018	**35.4m**	**2.49**	**88.0m**	**€ 268**	**€ 23.6bn**
*2017**	*34.3m*	*2.39*	*82.1m*	*€ 268*	*€ 22.0bn*

» Tourism demand in Germany is booming. In 2018, 55 million people went on holiday, almost 1 million more than in the previous year. For the first time, the holiday travel propensity exceeded 78%. This indicator reflects the proportion of the population who went on at least one holiday of 5 days or more in 2018.

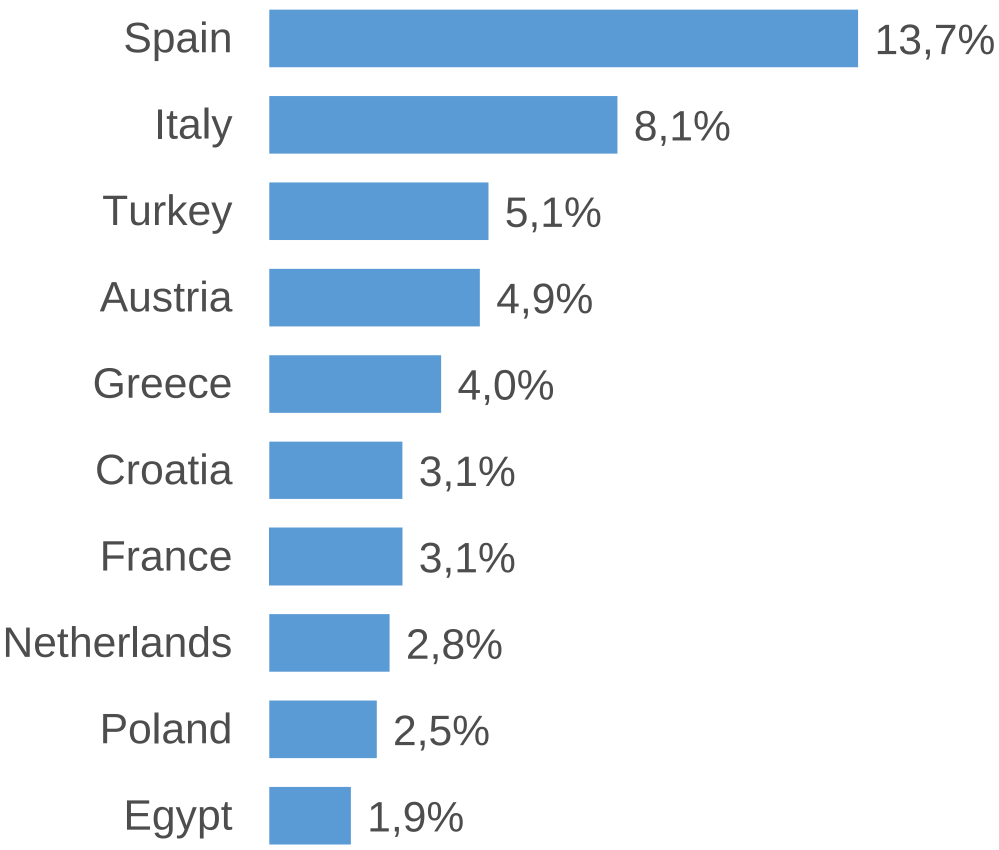
» The number of holiday trips was slightly above 70 million, the total volume of expenditure was over €71 billion.

» In addition, about 35 million short break travellers went on a total of 88 million short breaks with a duration of 2 to 4 days and spent more than €23 billion.

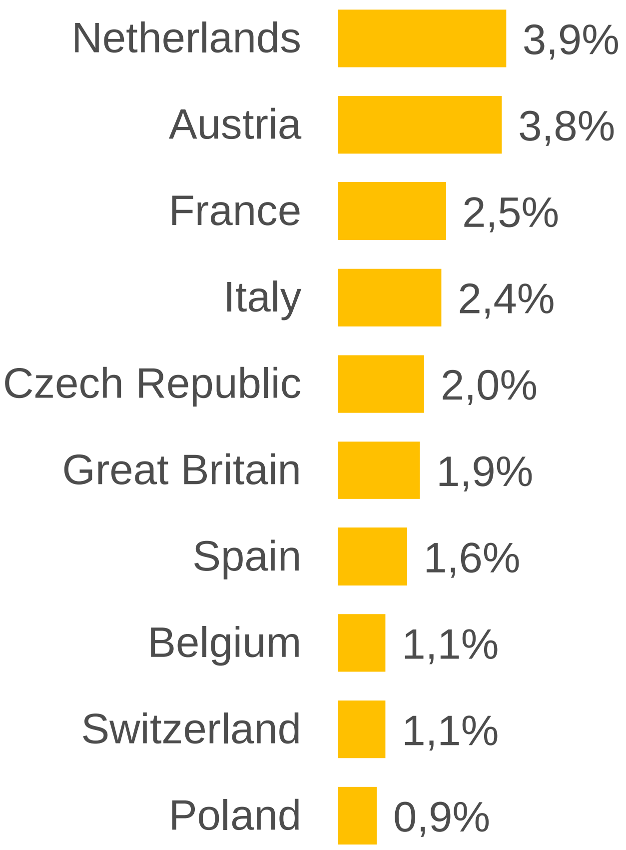
p.p.: per person
Basis: holiday trips (5+ days) of the German-speaking population aged 14 or over, Jan. to Dec., source: RA 2018-2019 *face-to-face*
Basis: short breaks (2-4 days) of the German-speaking population aged 14-75 years (* 14-70 years), Nov. to Oct., source: RA 2018-2019 *online*

Top 10 holiday destinations in 2018,
on long and short holiday trips

Long holiday trips
(5+ days)*



Short breaks
(2-4 days)**



- In 2018, 73% of all holiday trips went abroad. This equates to more than 51 million trips, more than ever before.
- Nevertheless, Germany remained the most important holiday destination for Germans, accounting for 27% of all holiday trips.
- Abroad, Spain was the undisputed leader, followed by Italy, Turkey and Austria.
- Regarding the short holiday trips, Germany accounts for 74% of all short breaks. Abroad, the Netherlands lead the ranking in front of Austria and France.

* Basis: holiday trips (5+ days) of the German-speaking population aged 14 or over, Jan. to Dec., source: RA 2019 *face-to-face*
** Basis: short breaks (2-4 days) of the German-speaking population aged 14-75 years, Nov. to Oct., source: RA 2019 *online*

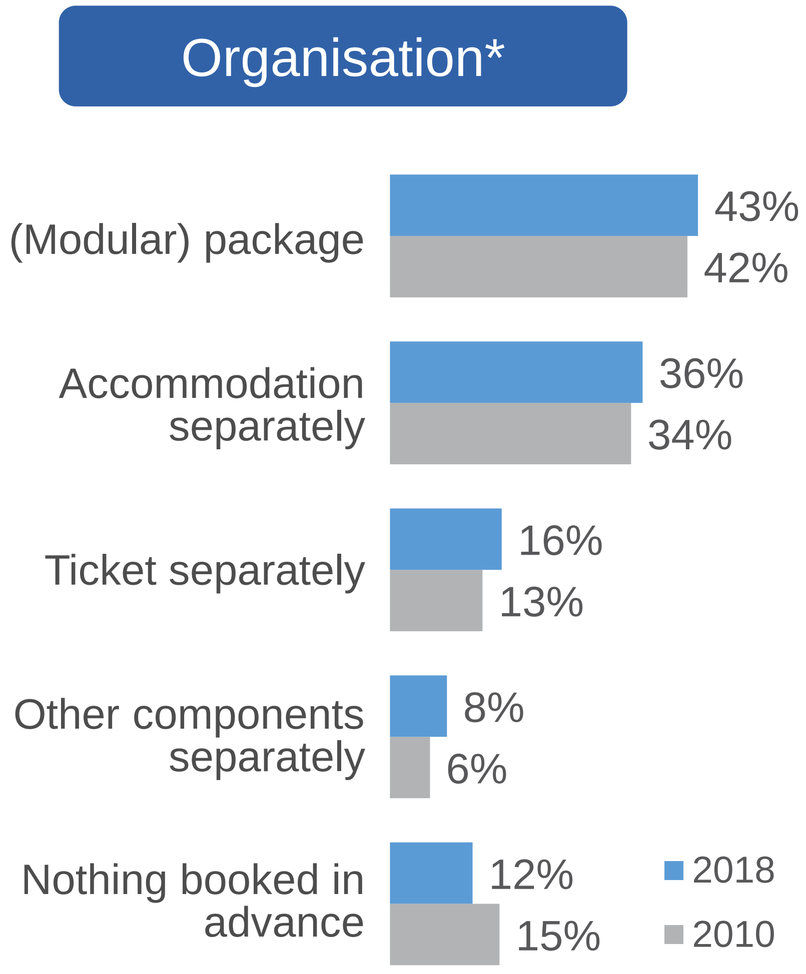
Holiday travel behaviour in 2018
(holiday trips 5+ days)

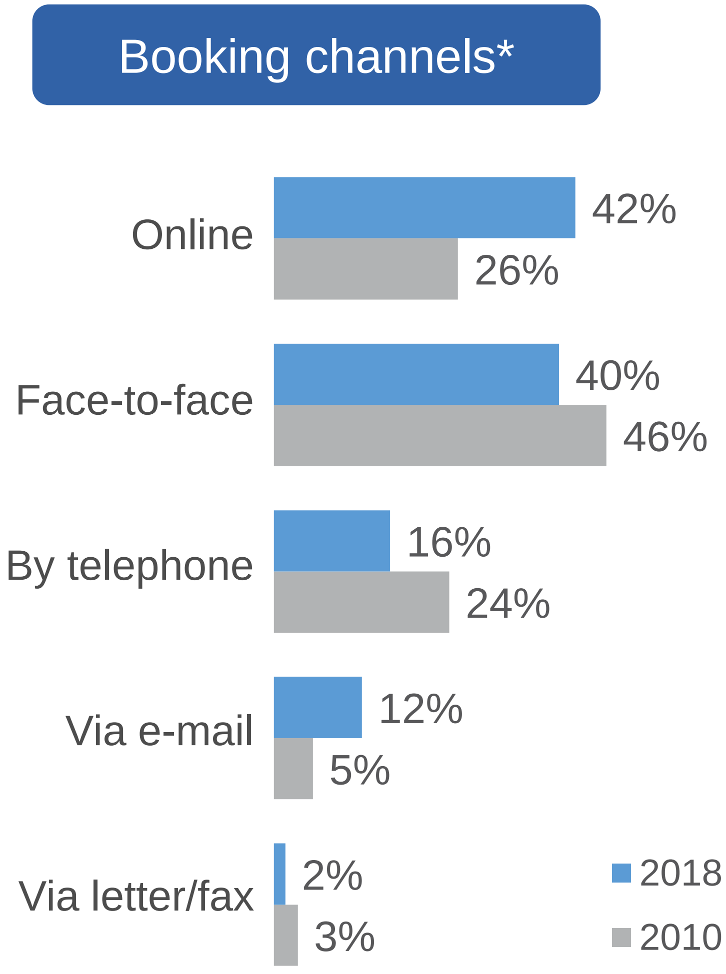
		2010	2017	2018	2018	
		Total	*Total*	*Total*	*Domestic*	*Abroad*
	Basis: holiday trips 5+ days = 100%	*69.5m*	*69.6m*	*70.1m*	*18.9m*	*51.1m*
Means of transport	Car/motorhome	48%	46%	***45%***	*74%*	*34%*
	Plane	37%	40%	***41%***	*1%*	*56%*
	Coach	8%	7%	***6%***	*8%*	*5%*
	Train	5%	5%	***5%***	*14%*	*2%*
Accom-modation	Hotel/motel/guesthouse	47%	48%	***48%***	*28%*	*55%*
	Holiday apartment/home	24%	25%	***25%***	*37%*	*20%*
	Camping	6%	6%	***7%***	*10%*	*6%*
	Ø Average **holiday spending** per person and trip	€ 845	€ 1,045	**€ 1,017**	**€ 603**	**€ 1,170**
	Ø Average **travel duration** in days	12.8	12.6	**12.5**	**10.2**	**13.3**

- Transportation: Car is the most important, followed by air travel.
- Accommodation: Hotels dominate overall. Domestically, holiday apartments and houses are most popular. The camping segment registers an overall increase thanks to a significant growth in Germany.
- Due to the slight decline in holiday duration, total expenditure per person and holiday trip is slightly lower. Expenditure per day and person, however, remains stable.

Basis: holiday trips (5+ days) of the German-speaking population aged 14 or over, Jan. to Dec., source: RA 2018-2019

Holiday organisation and booking in 2010 vs. 2018
(holiday trips 5+ days)





- For the first time, in 2018 more holiday trips were booked online than in a personal conversation.
- This marks a milestone in the long-term structural change in holiday booking that is driven by digitalisation.
- It can be assumed that the share of online bookings will continue to rise in the coming years.
- Regarding holiday organisation, package travel/modular travel remain in front of separate bookings of accommodation.

* Basis: holiday trips (5+ days) of the German-speaking population aged 14 or over
** Basis: holiday trips with advance booking (5+ days) of the German-speaking population aged 14 or over
Source: RA 2011-2019

To learn 1:
Key figures about the German holiday travel demand

» Volume of trips: Tourism demand in Germany is booming. In 2018, 55 million people went on holiday, almost 1 million more than in the previous year. For the first time, the holiday travel propensity exceeded 78%. This indicator reflects the pro-portion of the population who went on at least one holiday of 5 days or more in 2018. The number of holiday trips was slightly above 70 million, the total volume of expenditure was over €71 billion.

» In addition, about 35 million short break travellers went on a total of 88 million short breaks with a duration of 2 to 4 days and spent more than €23 billion.

» Holiday destinations: In 2018, 73% of all holiday trips went abroad. This equates to more than 51 million trips, more than ever before. Nevertheless, Germany remained the most important holiday destination for Germans, accounting for 27% of all holiday trips. Abroad, Spain was the undisputed leader, followed by Italy, Turkey and Austria.

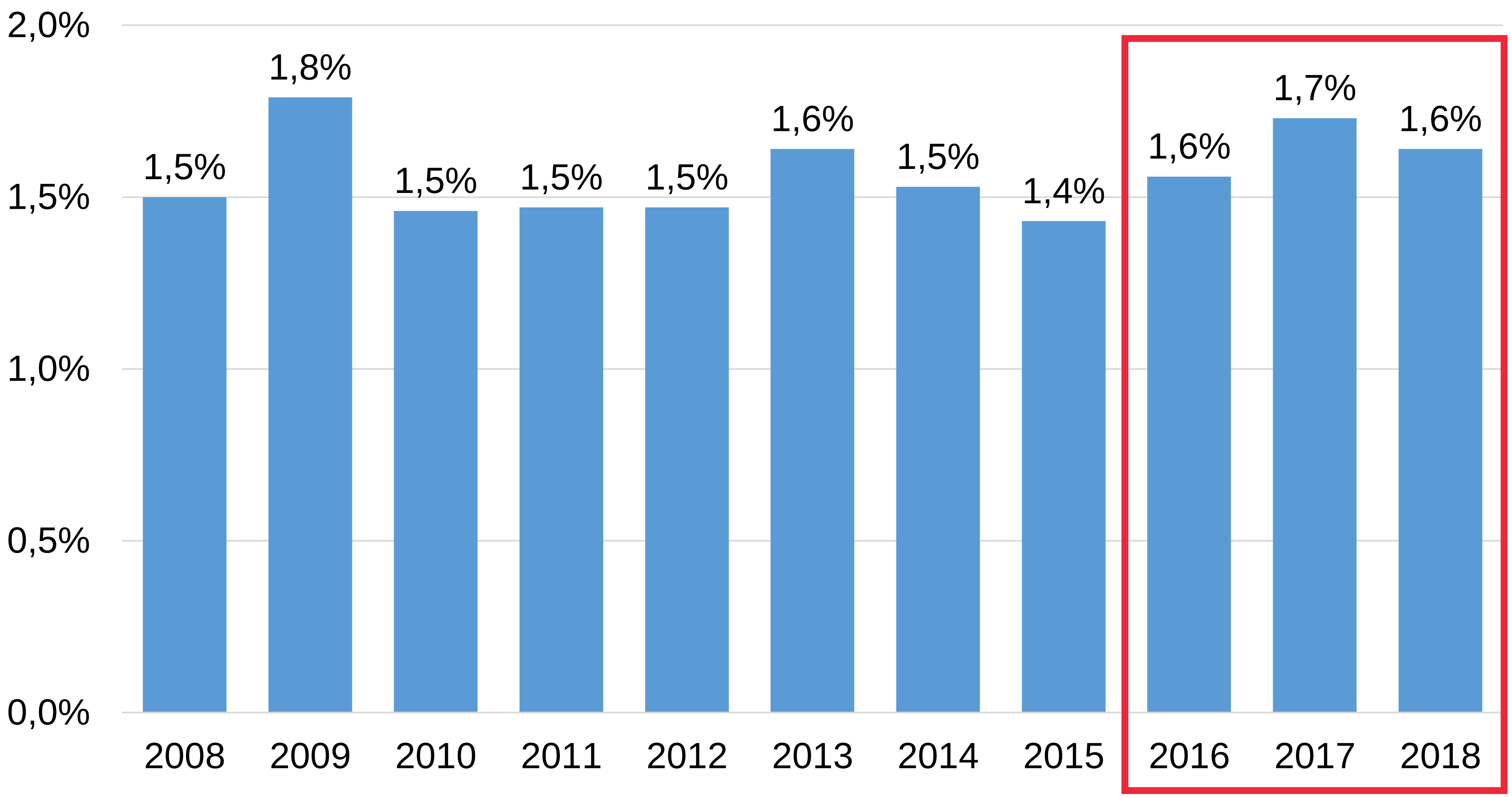
» Regarding the short holiday trips, Germany accounts for 74% of all short breaks. Abroad, the Netherlands lead the ranking in front of Austria and France.

» Holiday behaviour (5+days): Transportation: Car is the most important, followed by air travel. Accommodation: Hotels dominate overall. Domestically, holiday apartments and houses are most popular. The camping segment registers an overall increase thanks to a significant growth in Germany. Due to the slight decline in holiday duration, total expenditure per person and holiday trip is slightly lower. Expenditure per day and person, however, remains stable.

» Holiday organisation and booking (5+ days): For the first time, in 2018 more holiday trips were booked online than in a personal conversation. This marks a milestone in the long-term structural change in holiday booking that is driven by digitalisation. It can be assumed that the share of online bookings will continue to rise in the coming years. Regarding holiday organisation, package travel/modular travel remain in front of separate bookings of accommodation.

2. Interest/experience in Germany to travel to Nordic destinations

Holiday trips 5+ days to Scandinavia: Market share of SWE, NOR & FIN in 2018 is equal to 1.6% of all holiday trips



- 1.6% of all holiday trips 2018 (5+ days) of the population in Germany went to Scandinavia (Finland, Sweden, Norway)
- This equals around 1.2 million holiday trips.
- During the last 10 years the market share of Scandinavia has been quite stable around 1.6%.
- As we do not cover enough interviews reporting about actual holiday trips to Finland, we will describe the travel behaviour on trips to Scandinavia in Chapter 2.

Basis: Holiday trips (5+ days) of German/German speaking population; Source: Reiseanalyse 2009-2019

Interest to travel to FINLAND: 6.6 million Germans are generally interested to travel to Finland between 2019-2021

Finland last 3 years

1.0% **(0.7 million)**
of the population in Germany (aged 14+) have been to Finland on holiday or short holiday in the years 2016-2018

Finland next 3 years

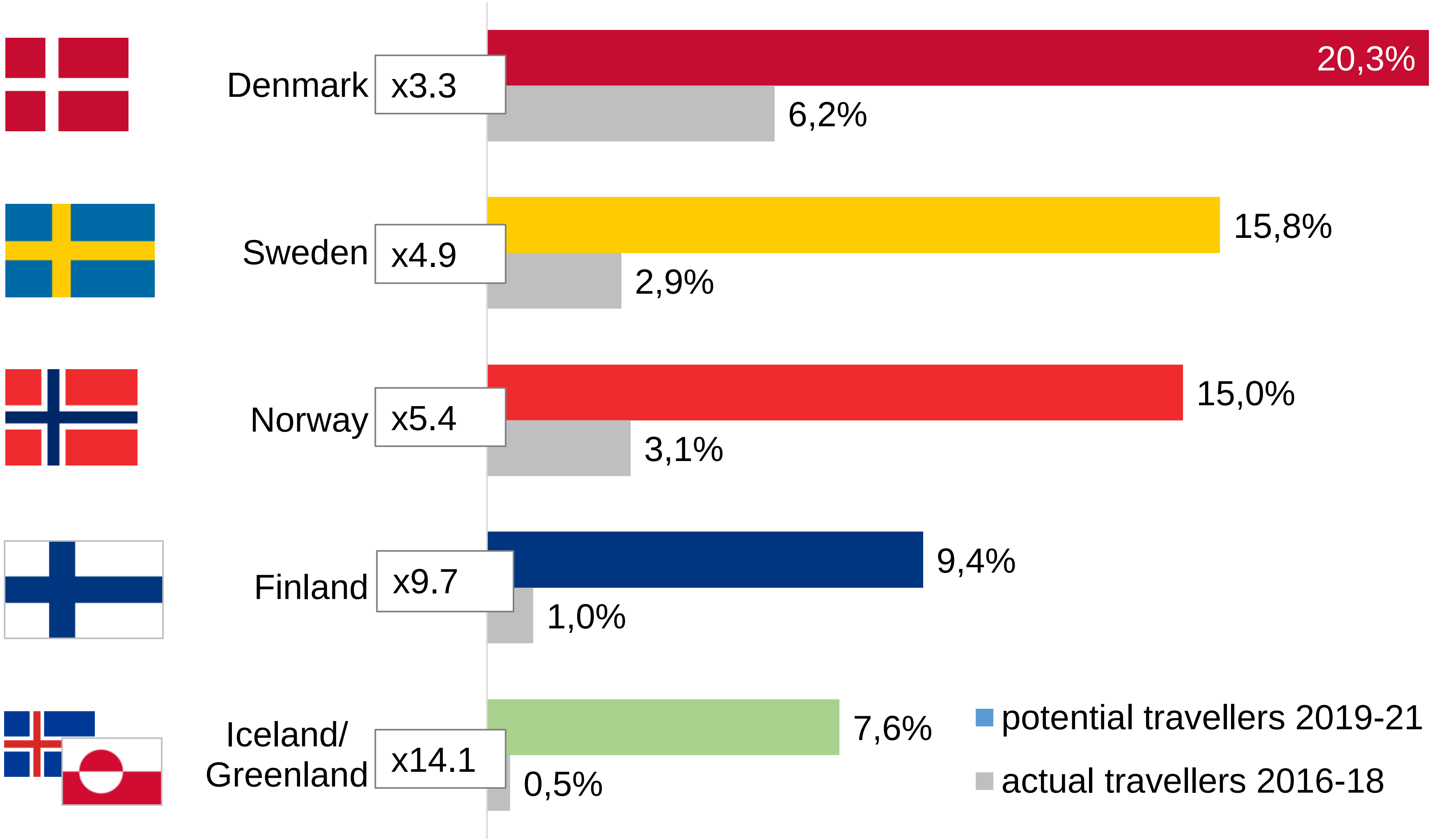
9.4% **(6.6 million)**
of the population in Germany (aged 14+) are "almost definitely planning“ or "generally considering" to spend a (short-)holiday in Finland in the years 2019-2021.

Interest for Finland almost 10x bigger than experience
→ space for marketing

» The Reiseanalyse can provide you with precise information about the German travellers to Finland in the last 3 years and the potential travellers to Finland in the next three years.
» 9.4% (6.6 million) of the German population is interested in travelling to Finland in the next three years, 1.0% (0.7 million) have been visiting Finland in the past three years.
» The interest to travel to Finland is almost 10 times higher than the actual demand → This is the “room to manoeuvre” for tourism marketing.
» This report will focus mainly on the detailed analysis of these potential travellers to Finland and how to convince them to actually plan a holiday to Finland.

“In which of these countries have you spent a holiday during the last three years (that is 2016, 2017 or 2018)?”
“Are you almost definitely planning to go on a holiday to one of these countries in the next three years? (2019-2021) And which of these countries would you generally consider as a holiday destination in the next three years?”
Basis: German-speaking population 14+ years in Germany; Source: Reiseanalyse 2019

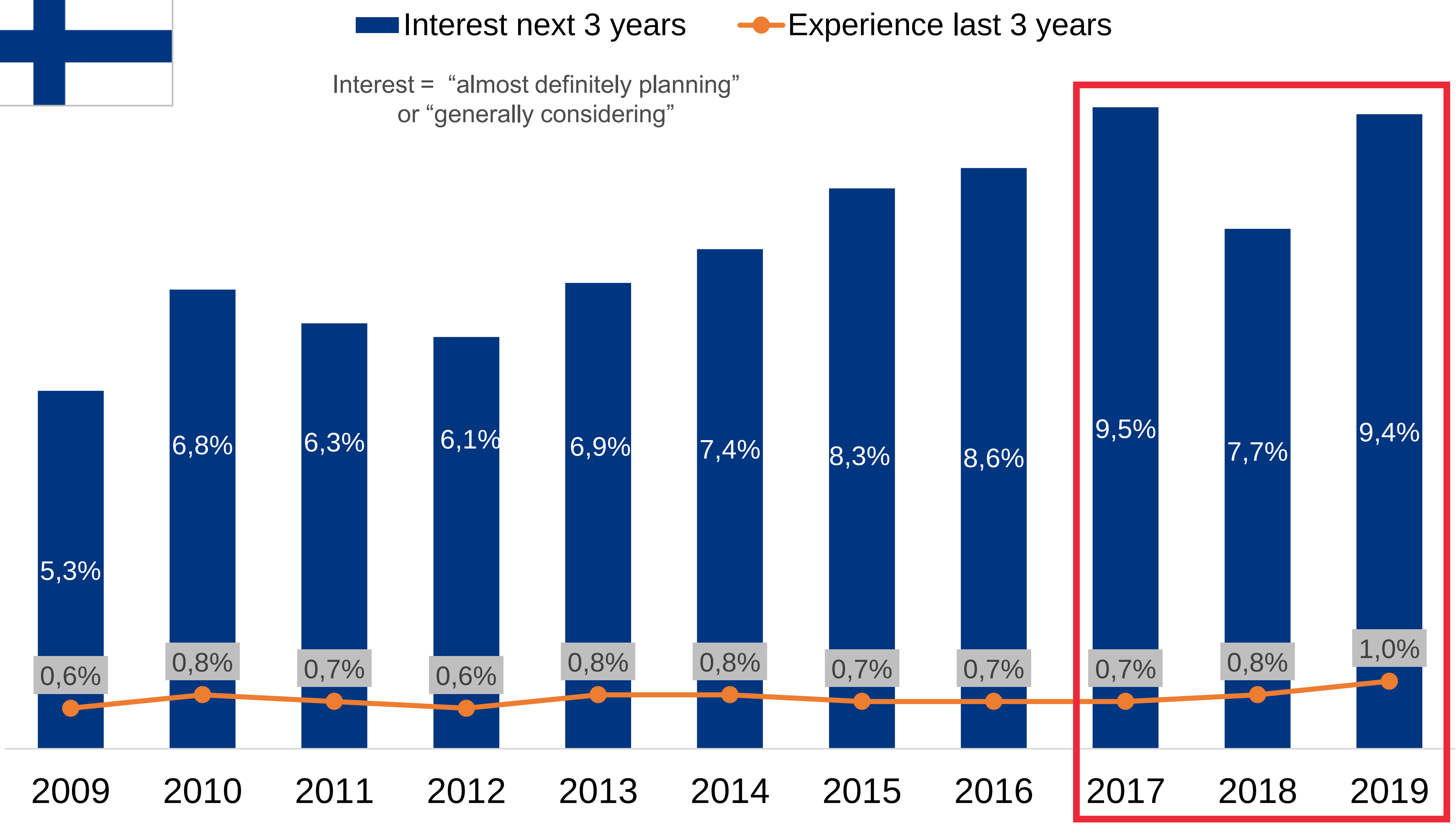
Interest to travel to FINLAND: Share of actual and potential guests compared with competitors in Northern Europe



- Compared with its competitors in the North, Finland comes fourth in actual demand and interest, after Denmark, Sweden and Norway.
- Regarding the ratio of potential vs. actual guests, the rule is: The "smaller" the destination, the bigger this factor.
- Denmark's potential is 3x bigger than its actual market share.
- The potentials of Sweden and Norway are 5x higher than their actual market shares.
- The potentials of Finland and Iceland/Greenland are respectively 10x higher and 14x higher than their actual market shares.

"Are you almost definitely planning to go on a holiday to one of these countries in the next three years? (2019-2021) And which of these countries would you generally consider as a holiday destination in the next three years?" Set of 46 destinations worldwide;
Basis: German/German-speaking population 14+ years in Germany; Source: Reiseanalyse 2019

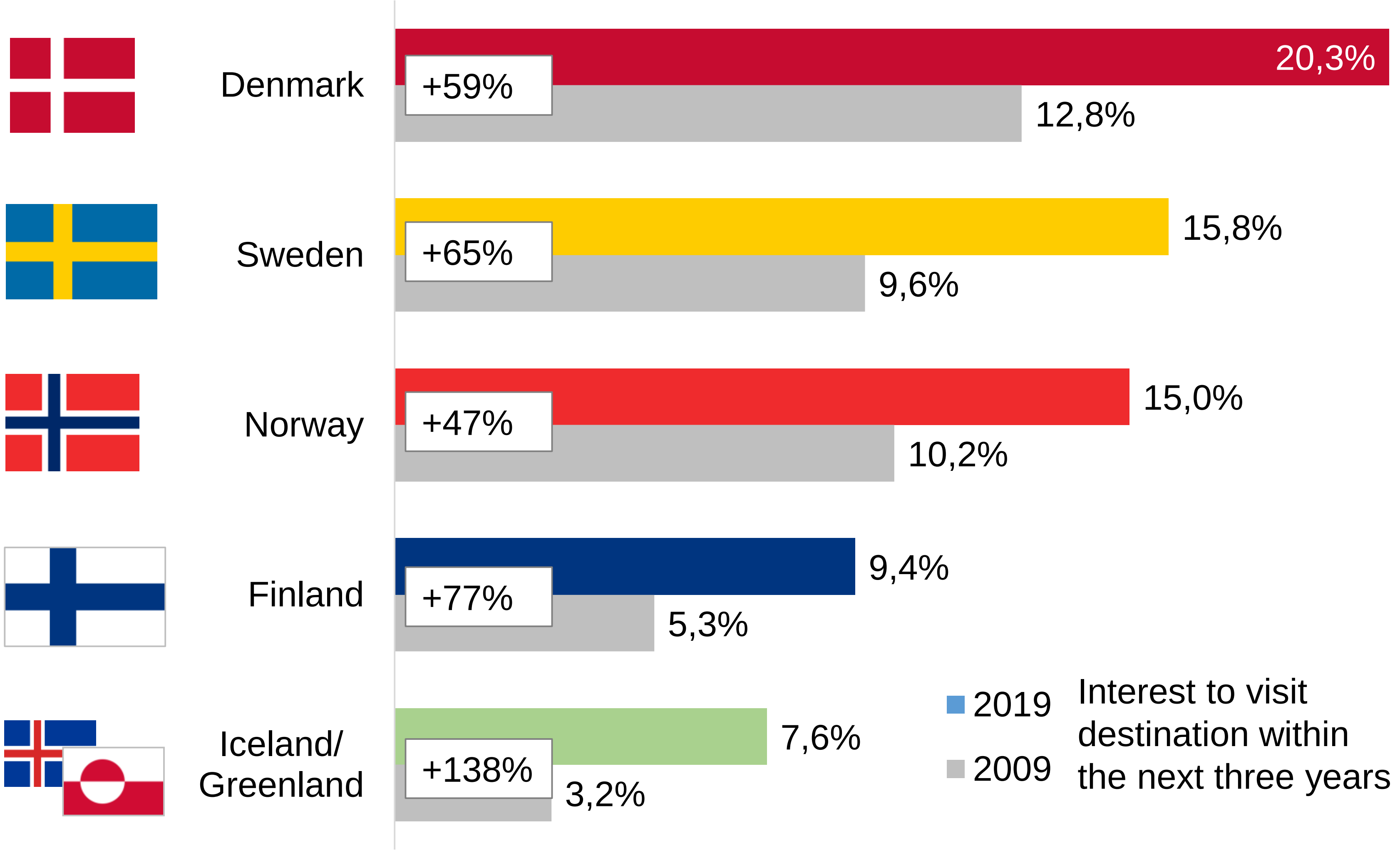
Interest to travel to FINLAND: Increased share of potential travellers, stability of actual demand



"In which of these countries have you spent a holiday during the last three years (that is 2016, 2017 or 2018)?"
"Are you almost definitely planning to go on a holiday to one of these countries in the next three years? (2019-2021) And which of these countries would you generally consider as a holiday destination in the next three years?"
Basis: German/German-speaking population 14+ years in Germany; Source: Reiseanalyse 2009-2019

- Within the last decade the share of Germans "almost definitely planning" or "generally considering" Finland as a holiday destination increased from 5.3% to 9.4%
- The actual demand has seen a solid growth to 1.0% since 2017 after a period of stability on a level of around 0.7% during the years 2009 to 20017.
- The 9.4% potential guests to Finland are divided in 0.8% "hard" potential ("almost definitely planning") and 8.6% "soft" potential ("generally considering").

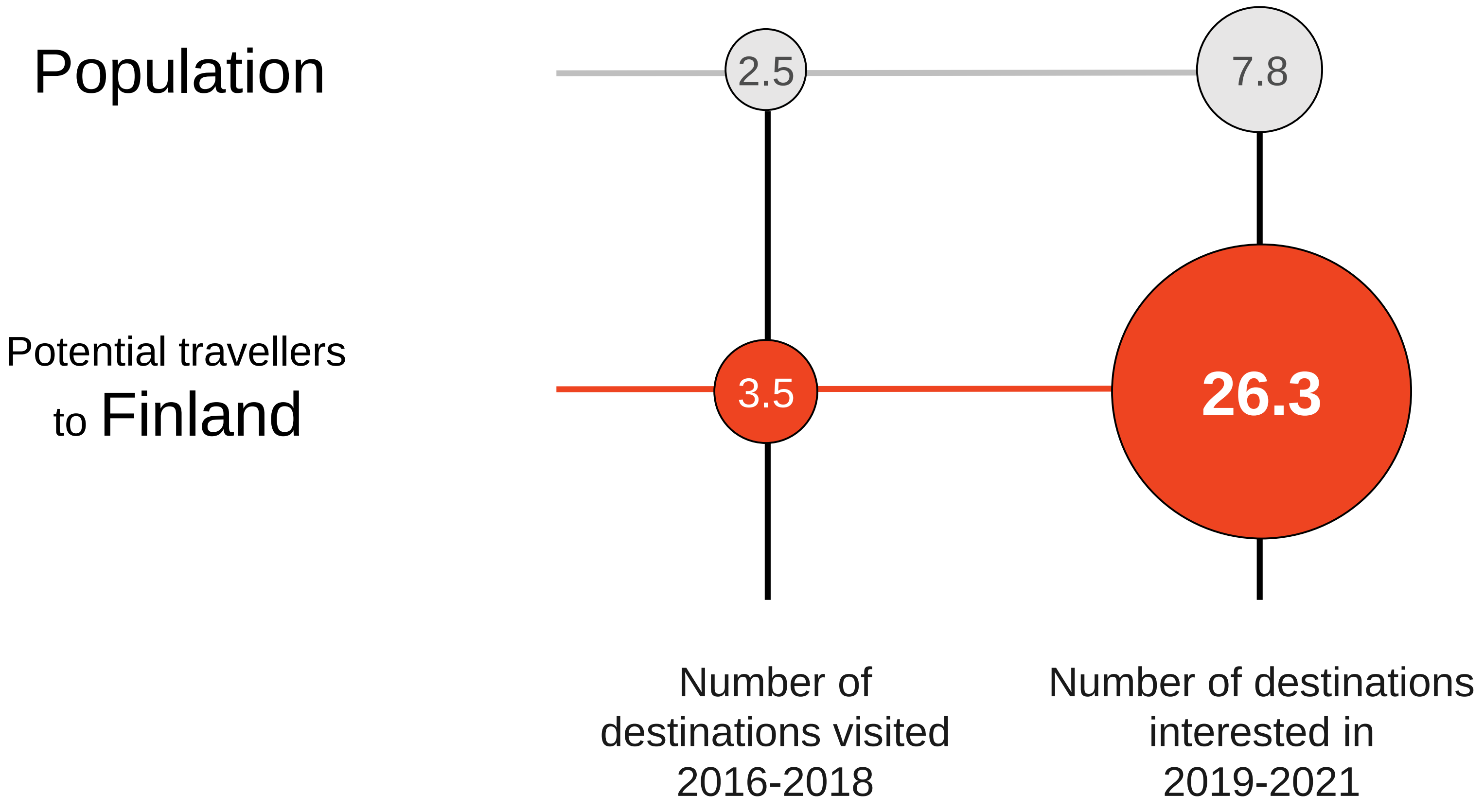
Interest to travel to FINLAND: Developments potential guests 2009-2018 compared with competitors in Northern Europe



- Concerning the development of the share of potential guests in the German population in the last 10 years, all Nordic countries have seen tremendous growth of the interest to travel there.
- The biggest growth rates can be found in the “smaller” destinations.
- The interest to travel to Iceland/Greenland increased by 138%.
- The interest to travel to Finland increased by 77%.
- The growth rates for Denmark, Sweden and Norway are 59%, 65% and 47%, respectively.

“Are you almost definitely planning to go on a holiday to one of these countries in the next three years? (2019-2021) And which of these countries would you generally consider as a holiday destination in the next three years?” Set of 46 destinations worldwide;
Basis: German/German-speaking population 14+ years in Germany; Source: Reiseanalyse 2009 & 2019

Competition for FINLAND: Potential guests to Finland have also many, many other travel options in mind

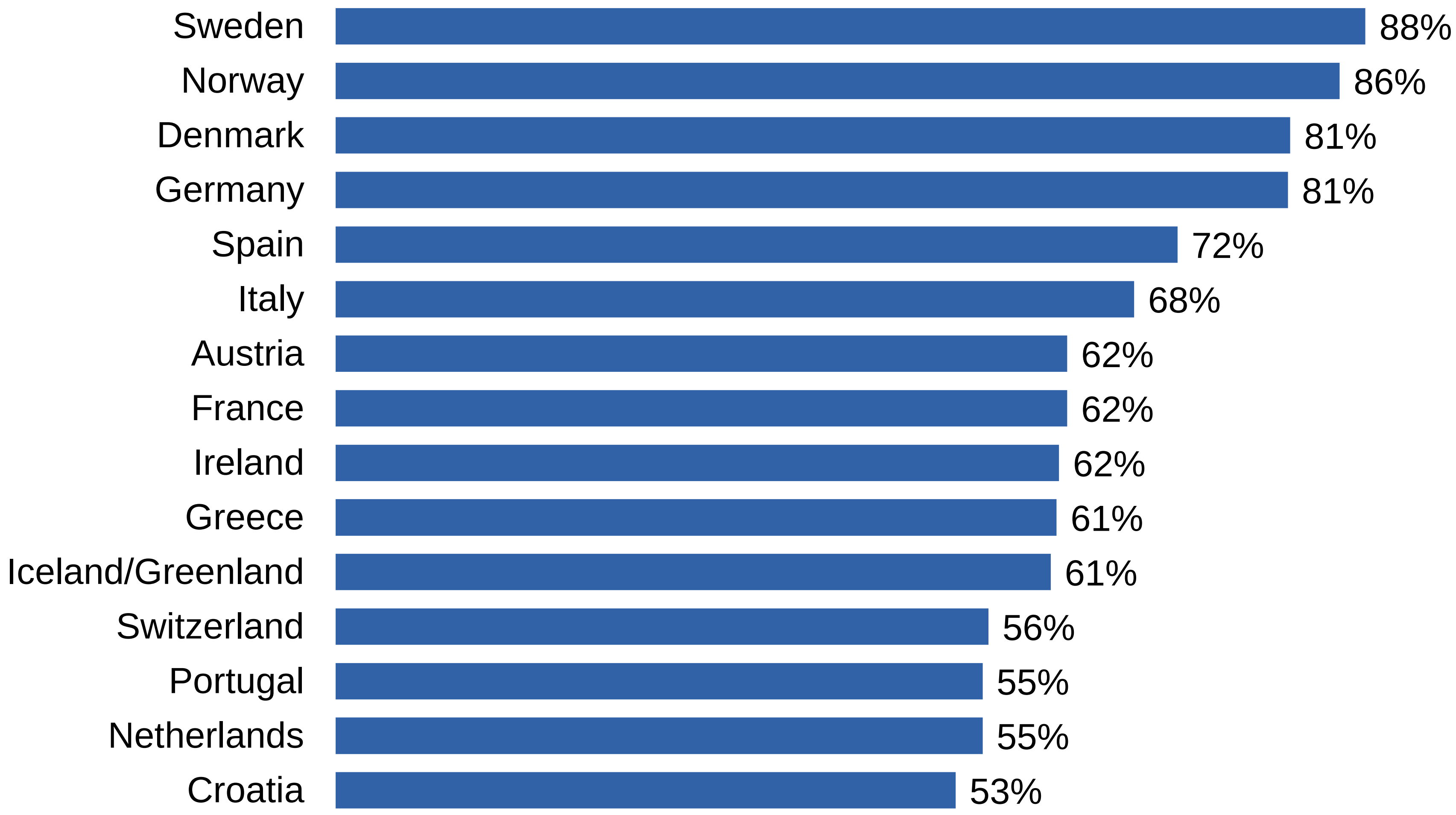


- The average person living in Germany has been to an average of 2.5 holiday destinations in the last 3 years and is interested to visit 7.8 holiday destinations in the next 3 years (out of a set of 59 international destinations).
- Potential guests to Finland have been to 3.5 destinations and are interested in 26.3 (!)
- This clearly shows the very fierce competition, that Finland is facing on the German market.
- Finland has made it into the consideration set of these persons, but has to compete against more than 26 other destinations!

Basis: German-speaking population 14+ years in Germany; Source: Reiseanalyse 2019

Competition for FINLAND: Potential guests to Finland have many alternative destinations on their minds

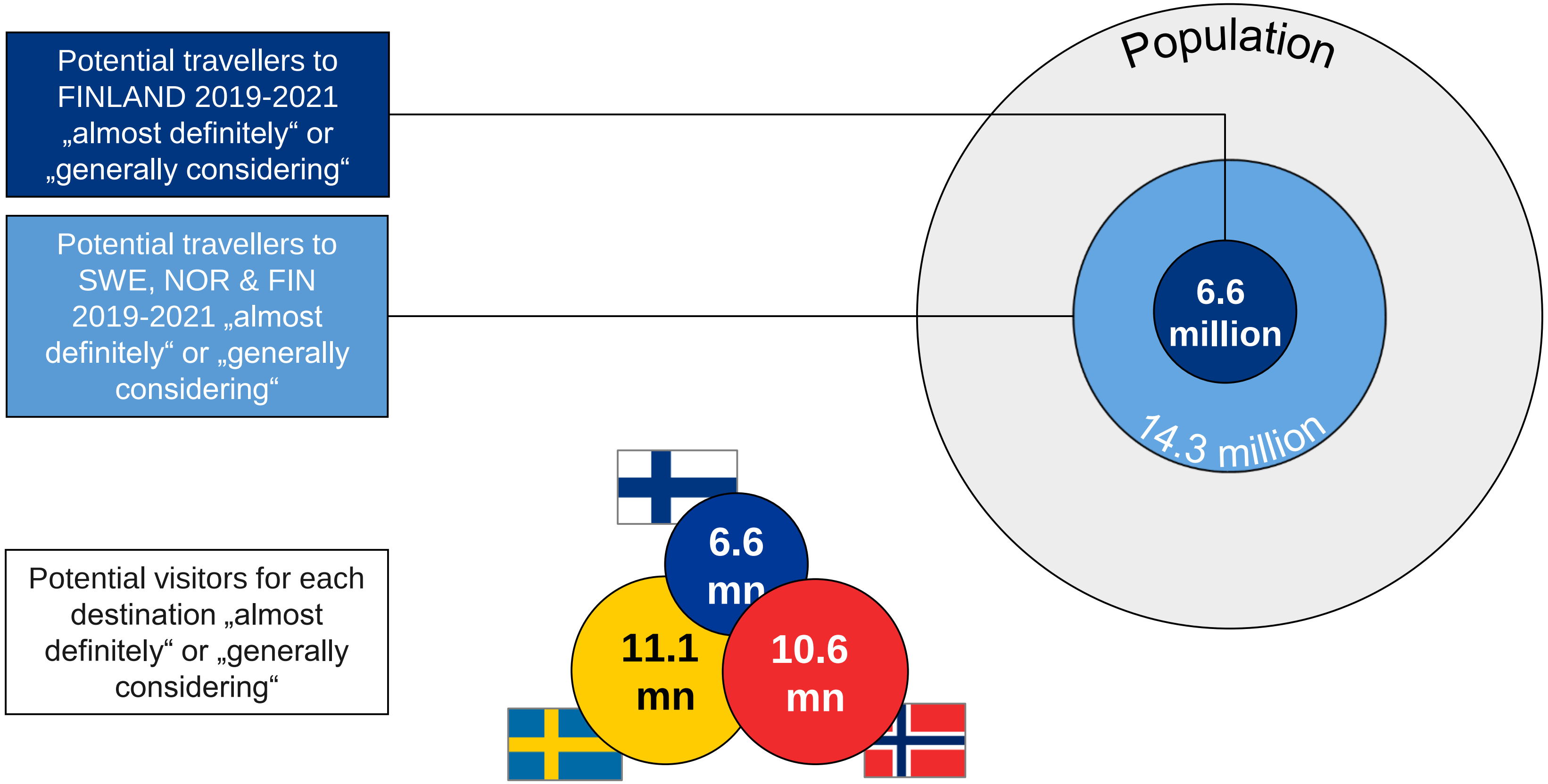
People, interested to go to Finland 2019-2021 for a holiday also would go to …



Basis: Persons interested to travel to Finland 2019-2021 (“almost definitely planning” or “generally considering”) in German-speaking population 14+ years in Germany; Set of 45 destinations abroad. Source: Reiseanalyse 2019

- As described earlier, 9.4% of the population in Germany are „almost definitely planning“ or „generally considering“ a holiday in Finland 2019-2021.
- 88% of these persons also would like to visit Sweden in the same time, 86% Norway, 81% Denmark.
- The high ranks of Germany, Spain, Italy, Austria, France etc. show that Finland is in competition with destinations around the globe. Nevertheless Finland’s main competitors are its “neighbours” in Scandinavia.
- This list again highlights the fierce competitive situation of Finland on the German market.

Competition for FINLAND: Volumes of potential guests for Finland, Norway and Sweden



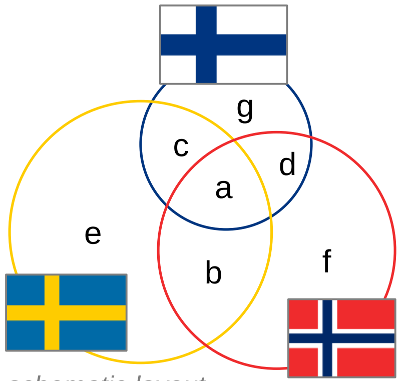
- As described earlier, the total volume of persons in Germany who are „almost definitely planning“ or „generally considering“ a holiday in Finland 2019-2021 is equal to 6.6 million.
- The volume of potential guests to Norway is equal to 10.6 million, the volume of potential guests to Sweden, 11.1 million.
- The combined volume of potential guests to FIN, NOR & SWE is 14.3 million. This indicates once more that there must be a significant amount of persons who are interested to travel to more than one of the three destinations at the same time.

“Are you almost definitely planning to go on a holiday to one of these countries in the next three years? (2019-2021) And which of these countries would you generally consider as a holiday destination in the next three years?”, Set of 46 destinations worldwide;
Basis: German-speaking population 14+ years in Germany; Source: Reiseanalyse 2019

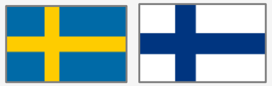
Competition for FINLAND: Overlapping of the potential guests for FIN, NOR & SWE

Potential travellers to SCANDINAVIA 2019-2021

14.3 million



schematic layout

Basis: 14.3 million potential travellers to SCANDINAVIA 2019-2021		%	million
a		38	5.4
b		18	2.6
c		3	0.4
d		2	0.3
e		19	2.7
f		17	2.4
g		4	0.5

- Here we can see in detail the overlapping of the potential guests for the three Scandinavian destinations.
- The biggest group (a) is interested to travel to all three destinations (38%).
- 17-19% of the potential travellers to Scandinavia are interested in Sweden and Norway (b) or in Sweden only (e) or Norway only (f)
- 2-4% are interested in Finland only (g) or Finland with either Sweden (c) or Norway (d).

"Are you almost definitely planning to go on a holiday to one of these countries in the next three years? (2019-2021) And which of these countries would you generally consider as a holiday destination in the next three years?", Set of 46 destinations worldwide;
Basis: German-speaking population 14+ years in Germany; Source: Reiseanalyse 2019

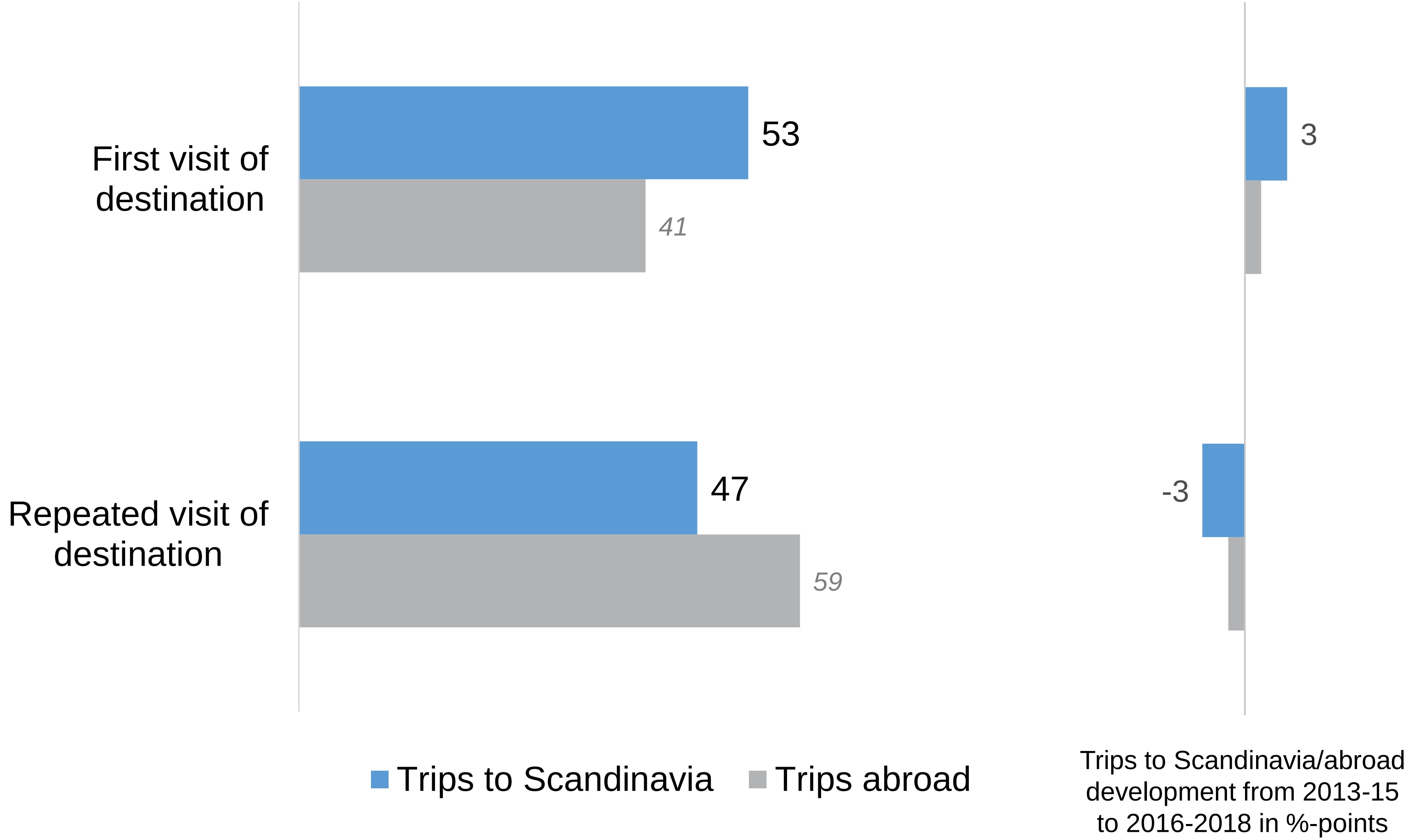
To learn 2:
Interest/experience in Germany to travel to Nordic destinations

- 1.6% of all holiday trips 2018 (5+ days) of the German population went to Scandinavia (Finland, Sweden, Norway). This equals around 1.2 million holiday trips. During the last 10 years the market share of Scandinavia has been quite stable on a level of around 1.6%.
- 9.4% (6.6 million) of the German population is interested in travelling to Finland in the next three years, 1.0% (0.7 million) have been visiting Finland in the past three years.
- Within the last decade the share of potential guests to Finland increased from 5.3% to 9.4%. These 9.4% are divided in 0.8% “hard” potential (“almost definitely planning”) and 8.6% “soft” potential (“generally considering”).
- The potential guests to Finland have a total of almost 26 destinations in their minds which they are interested to visit during the same time.
- As they have been to only 3.5 different destinations in the last 3 years, it is obvious that only a small share of these potential guests will actually make it to Finland in the next three years.
- Finland’s main competitors are its “neighbours” in Scandinavia; 88% of the potential guests to Finland would also like to visit Sweden in the same time, 86% Norway, 81% Denmark. These destinations are followed by Germany, Spain, Italy, Austria, France etc.
- This highlights the fierce competitive situation of Finland on the German market.
- There is some heavy overlapping of the potential guests for the three Scandinavian destinations: The biggest group is interested to travel to all three destinations (38%). Only 4% are interested to travel to Finland only.

- 6.6 million persons in Germany are generally interested to travel to Finland. The interest to travel to Finland is 10 times higher than the actual demand → This is the “room to maneuver” for tourism marketing.
- The results of this competition analysis show that Finland is in a very fierce competition on the German market with holiday destinations in Scandinavia and around the world.
- To grow on the German market, Finland will have to work hard to outplay these competitors in the future.
- The findings in this report should help to find strategic conclusions how to better exploit the guest potential in the future.

3. Holiday trips to Scandinavia: Travel behaviour

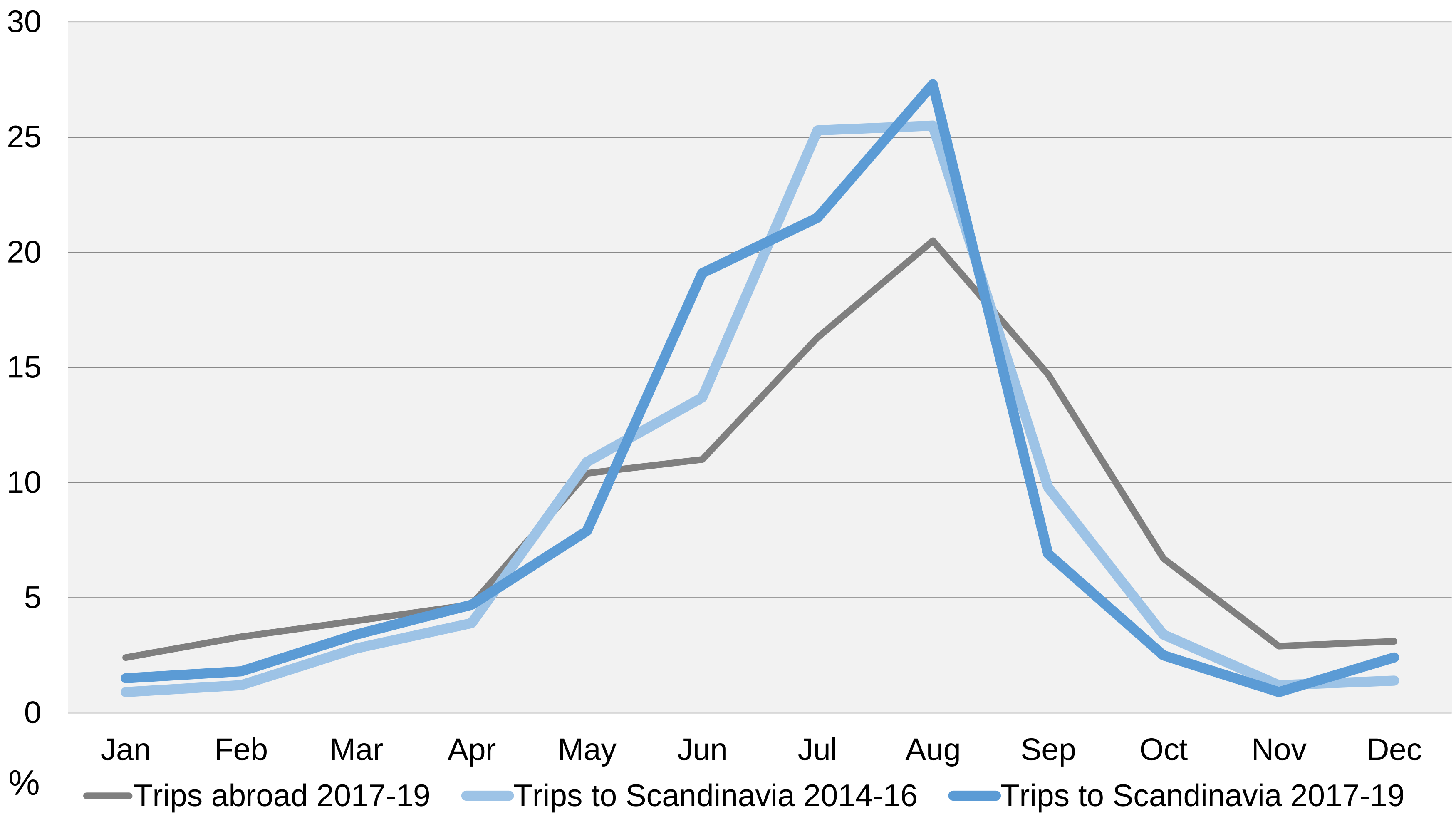
Holiday trips 5+ days to Scandinavia: First time at destination? 53% newcomers, 47% repeating guests



- 53% of all holiday trips to Scandinavia are first time visits to the destination.
- This share is much higher than with all holiday trips abroad.
- It has decreased by 3%-points during the last years.
- This is an important information for tourism marketers as it shows the important of addressing the new guests with relevant information about the destination.

Trips to Scandinavia = Holiday trips (5+ days) to Sweden, Norway or Finland; in %
Basis: Holiday trips (5+ days) of German/German speaking population 2013-2015/2016-2018; Source: Reiseanalyse 2014-2019

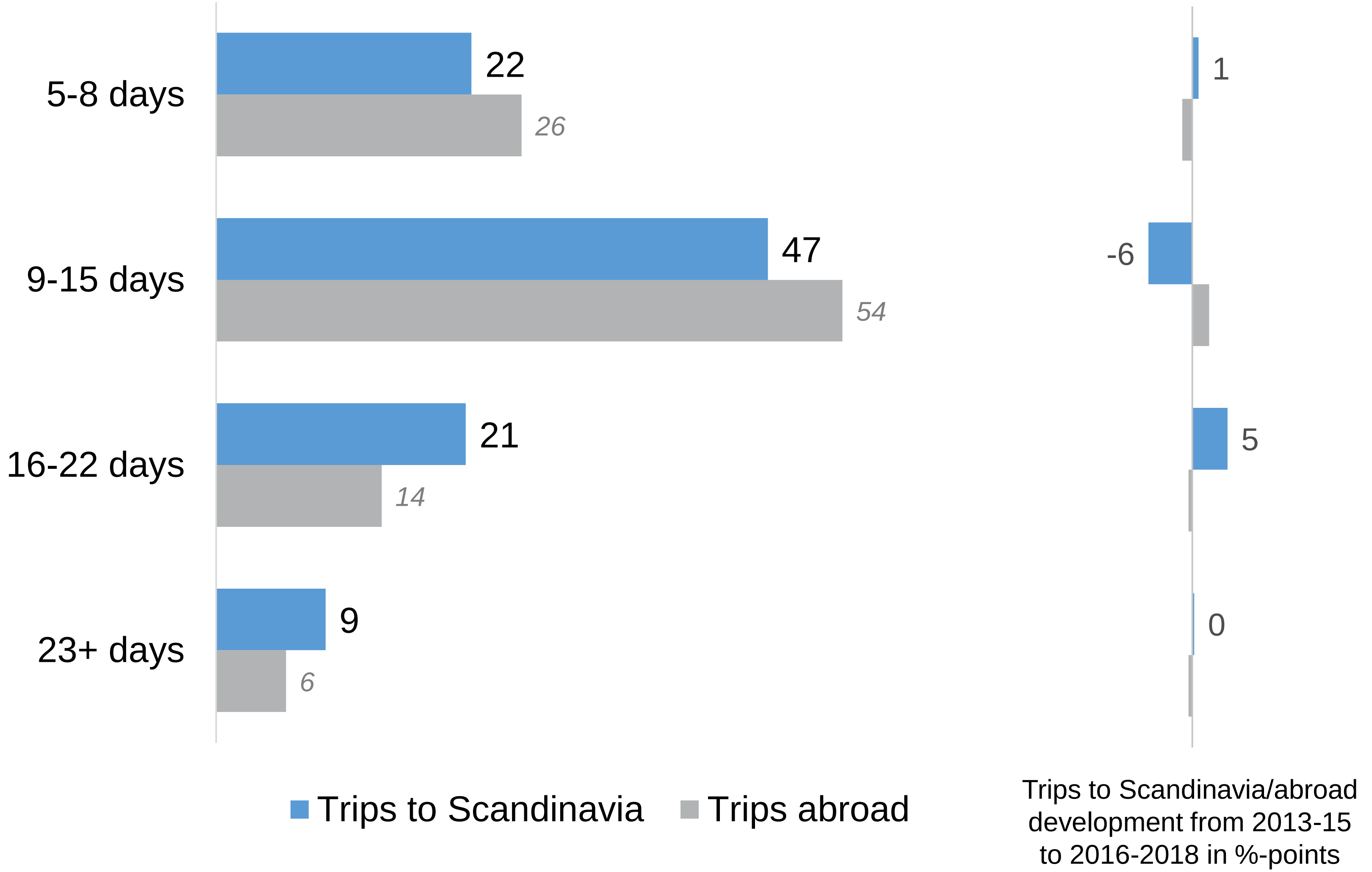
Holiday trips 5+ days to Scandinavia: Month of departure
Most trips during summer; comparatively high seasonality



- Holiday trips to Scandinavia are very concentrated in a brief summer season: 48% of all holiday trips to Scandinavia start in July and August; 27% start in May/June, 7% in September.
- Each other month has a share equal to or below 5%.
- The seasonality of all holiday trips abroad also peaks in August, but the summer is less dominant over the other seasons.

Trips to Scandinavia = Holiday trips (5+ days) to Sweden, Norway or Finland; in %
Basis: Holiday trips (5+ days) of German/German speaking population 2013-2015/2016-2018; Source: Reiseanalyse 2014-2019

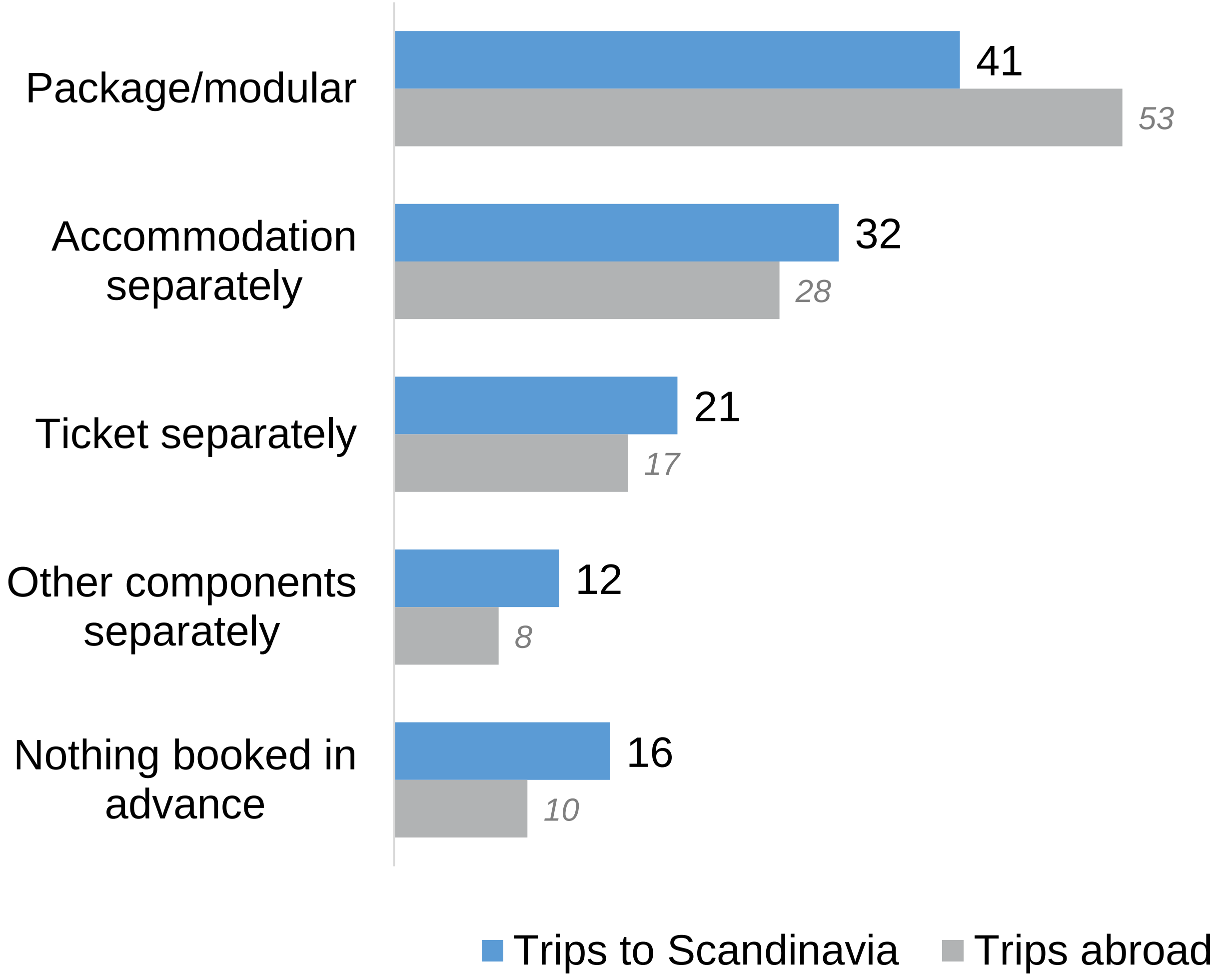
Holiday trips 5+ days to Scandinavia: Duration – On average a holiday trip to Scandinavia lasts more than 14 days

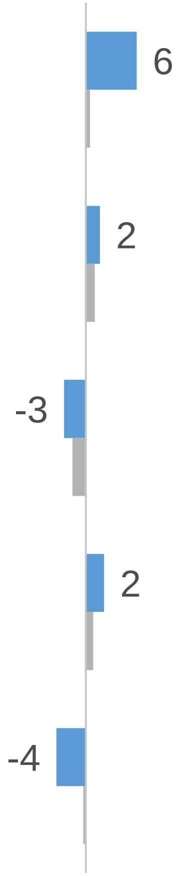


- The majority of holiday trips to Scandinavia last two weeks (47%). This is similar to all holiday trips abroad (54%).
- 22% of all holiday trips to Scandinavia last around one week, 30% last longer than two weeks.
- In the past years, three and week holiday trips increased at the cost of two-week holiday trips.
- The average duration of holiday trips to Scandinavia is 14.8 days, an increase of 0.4 days in the last years.

Trips to Scandinavia = Holiday trips (5+ days) to Sweden, Norway or Finland; in %
Basis: Holiday trips (5+ days) of German/German speaking population 2013-2015/2016-2018; Source: Reiseanalyse 2014-2019

Holiday trips 5+ days to Scandinavia: Organisation/Booking
In front are package and separate accommodation bookings



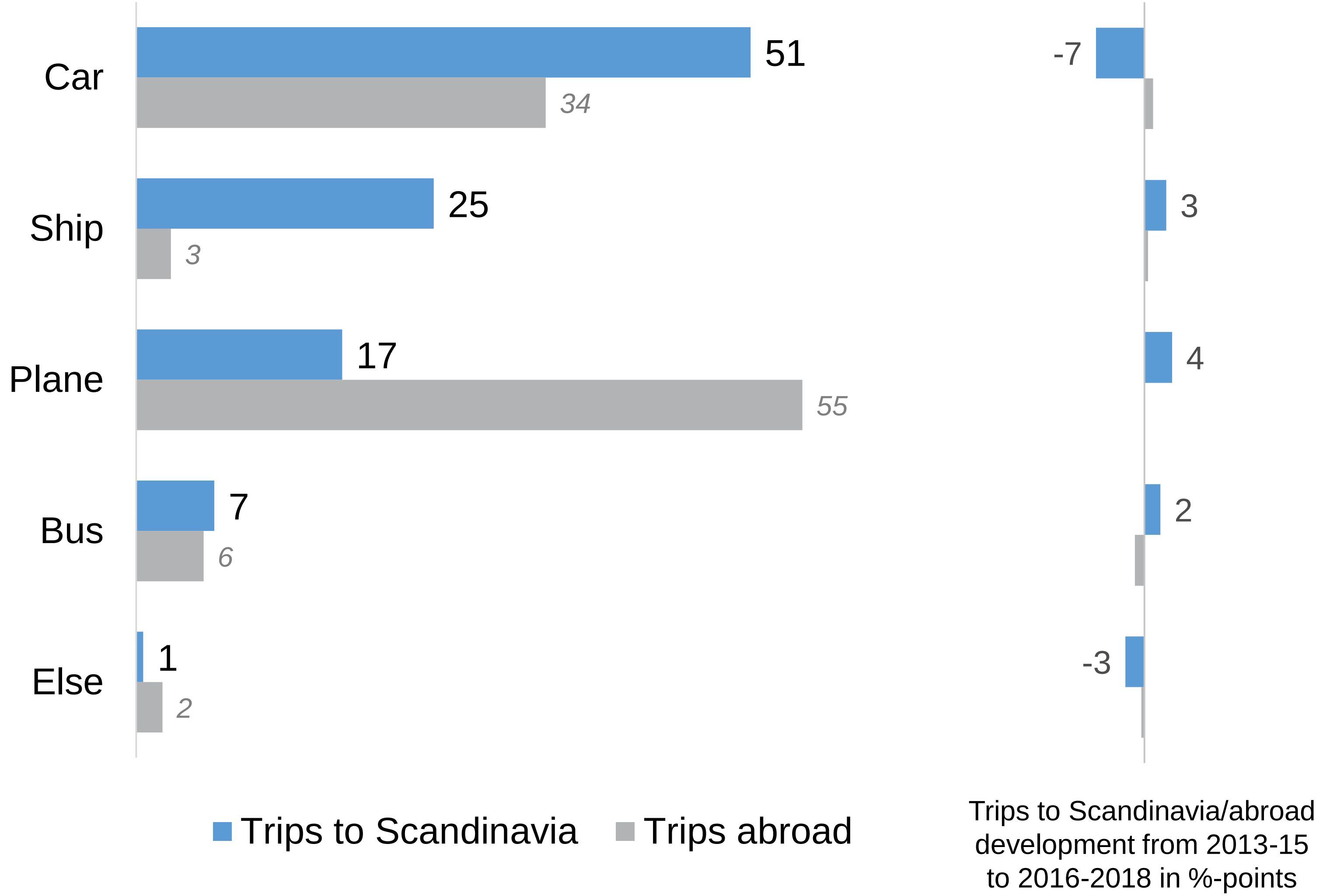


Trips to Scandinavia/abroad development from 2013-15 to 2016-2018 in %-points

- 41% of all holiday trips to Scandinavia were organised as package tours, followed by 32% of the trips with separate accommodation bookings.
- With 16% the share of “nothing booked in advance” is quite high, probably due to the high share of the camping segment.
- Compared to all trips abroad the share of package holidays is lower, the share of individual bookings higher.
- Nevertheless, the package trips have increased in the past years. That is against the previous trend in Scandinavia and also against the general trend. But is in line with the trends towards more hotel und cruise accommodation.

Trips to Scandinavia = Holiday trips (5+ days) to Sweden, Norway or Finland; in %
Basis: Holiday trips (5+ days) of German/German speaking population 2013-2015/2016-2018; Source: Reiseanalyse 2014-2019

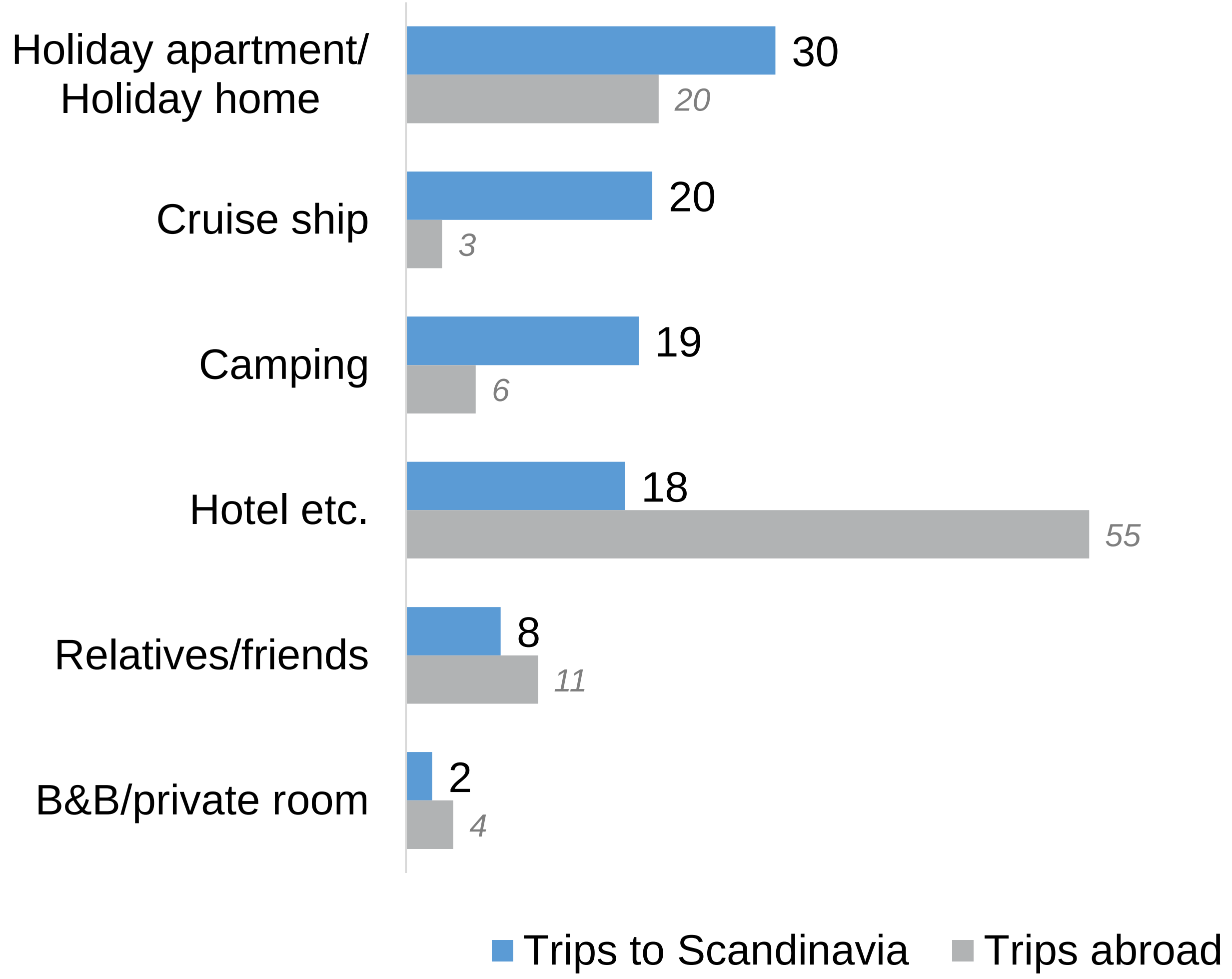
Holiday trips 5+ days to Scandinavia: Means of transport
the car is most important, relevance of the ship is striking

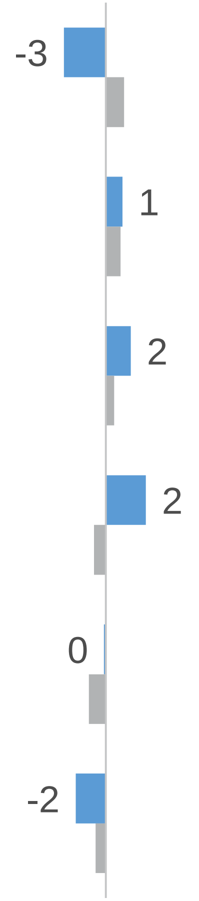


- 51% of all holiday trips to Scandinavia were made by car/caravaning, 25% by ship and 17% by plane.
- Compared to all holiday trips abroad the significance of the ship as a means of transport is really striking.
- The trends of the last years show a decrease of car travel and an increase for air travel and travel by ship.

Trips to Scandinavia = Holiday trips (5+ days) to Sweden, Norway or Finland; in %
Basis: Holiday trips (5+ days) of German/German speaking population 2013-2015/2016-2018; Source: Reiseanalyse 2014-2019

Holiday trips 5+ days to Scandinavia: Accommodation
Holiday apartment/home in front of camping and hotel



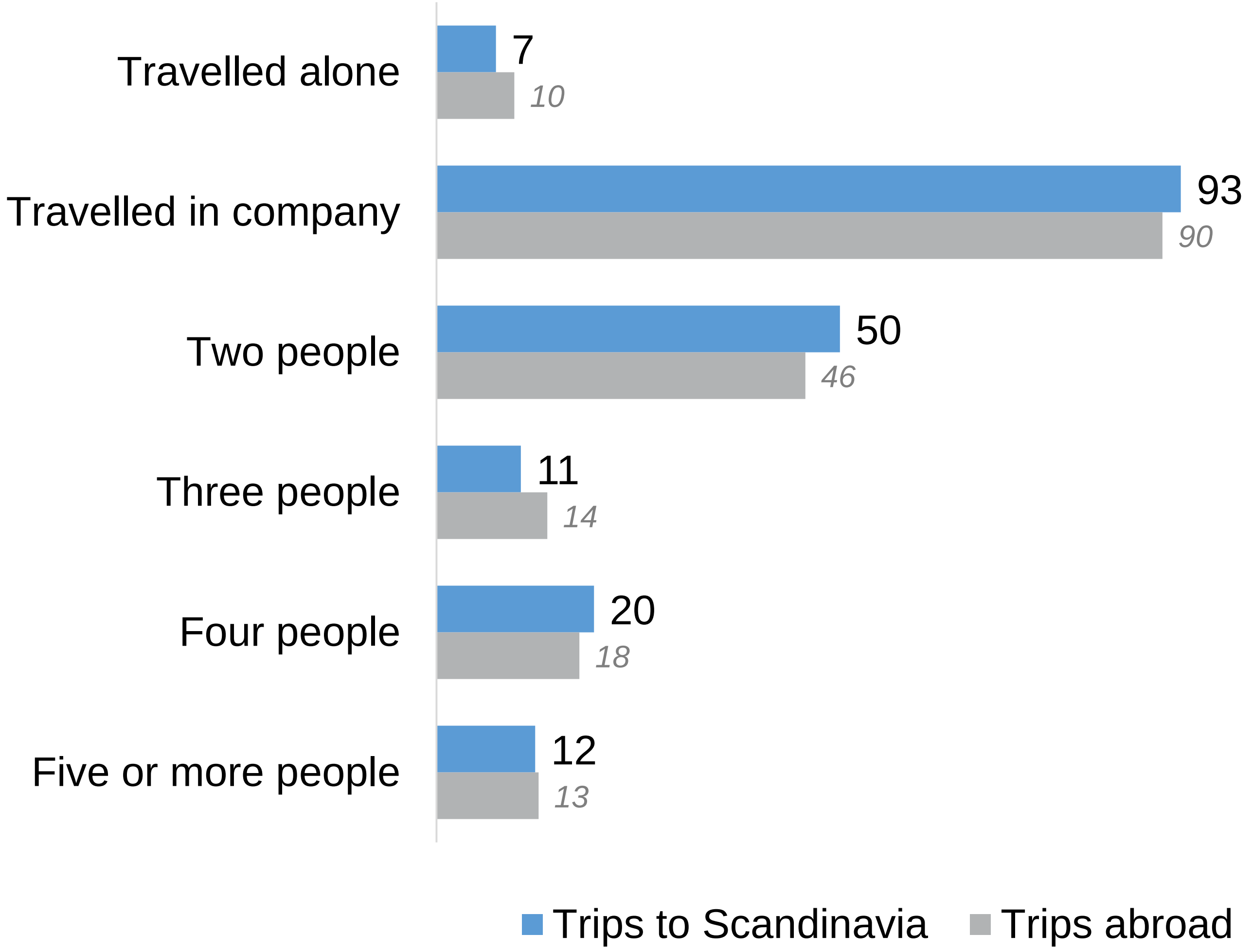


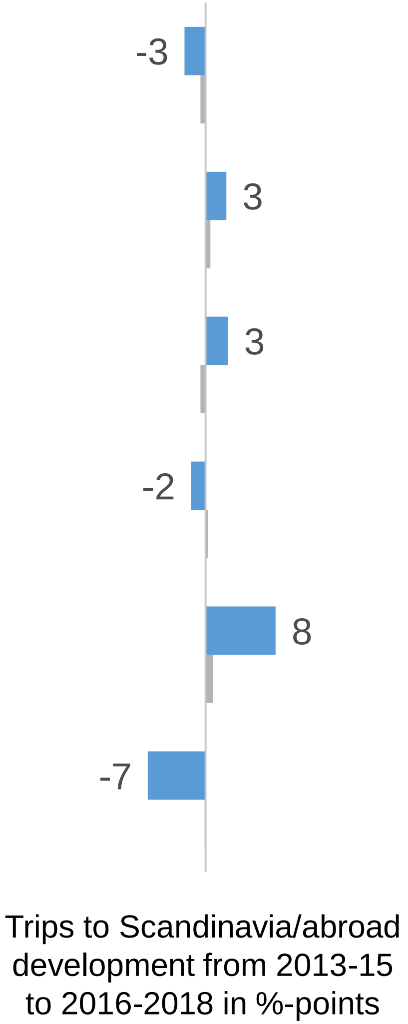
Trips to Scandinavia/abroad development from 2013-15 to 2016-2018 in %-points

- The holiday home/apartment is still the most important accommodation, accounting for 30% of all holiday trips to Scandinavia.
- Cruise with 20% and Camping with 19% follow.
- Hotels, by far the dominating form of accommodation of all holiday trips abroad only play a minor role in Scandinavia (18% of all trips there).
- The last years have seen decreases of the holiday homes and slight increases for hotels, camping and cruise.

Trips to Scandinavia = Holiday trips (5+ days) to Sweden, Norway or Finland; in %
Basis: Holiday trips (5+ days) of German/German speaking population 2013-2015/2016-2018; Source: Reiseanalyse 2014-2019

Holiday trips 5+ days to Scandinavia: Number of people travelling – Almost always in company, most often couples

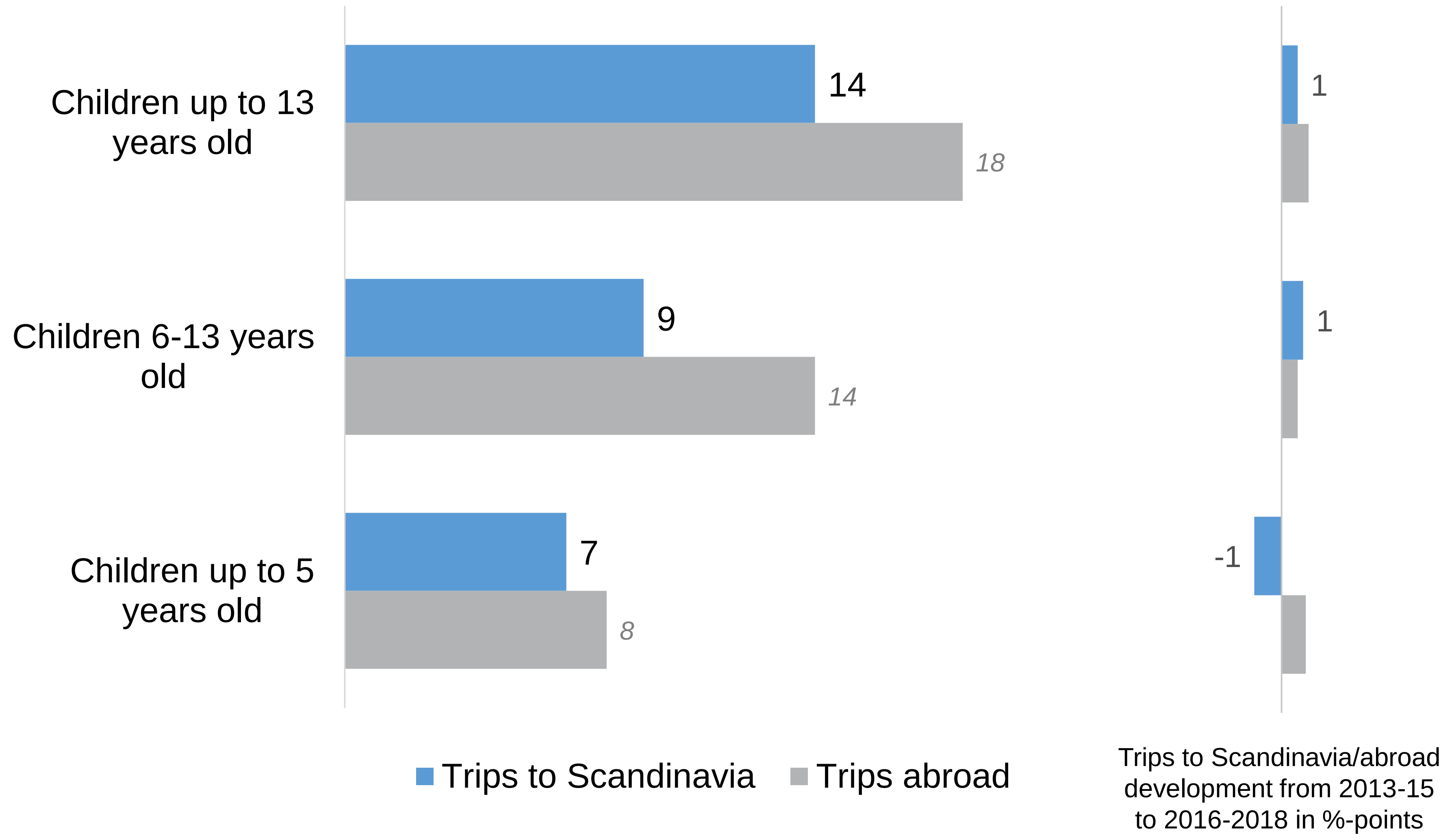




- On the vast majority of holiday trips to Scandinavia people are travelling in company.
- During the last years, the shares of party sizes of two people and of four people increased, other party sizes have decreased.
- Compared to all holiday trips abroad, the average party size travelling to Scandinavia is slightly larger (3.4 persons vs. 3.1).

Trips to Scandinavia = Holiday trips (5+ days) to Sweden, Norway or Finland; in %
Basis: Holiday trips (5+ days) of German/German speaking population 2013-2015/2016-2018; Source: Reiseanalyse 2014-2019

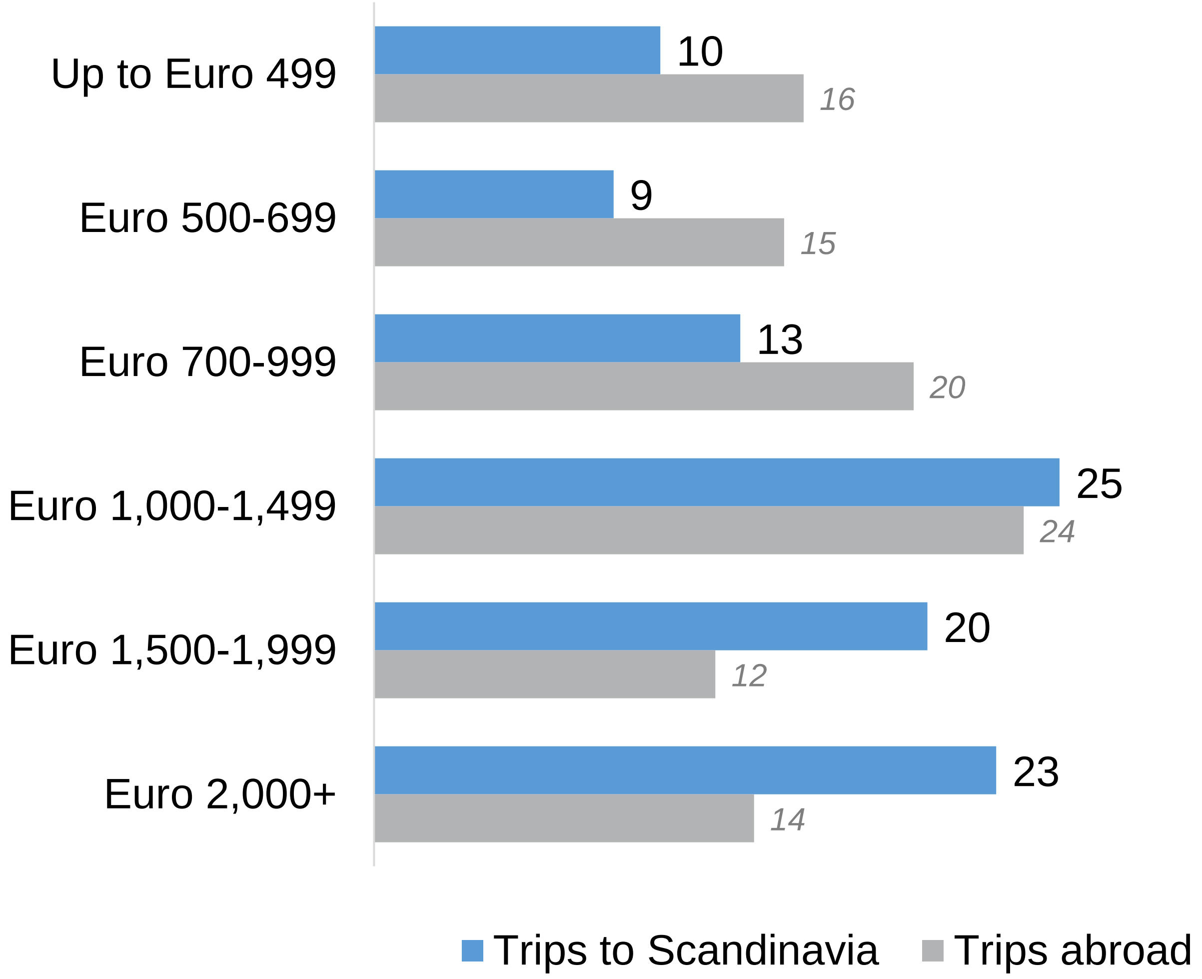
Holiday trips 5+ days to Scandinavia: Children en-route
14% of all trips with children up to 13 years old

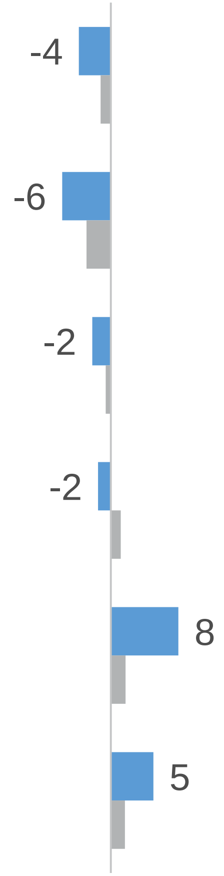


- On 14% of all holiday trips to Scandinavia people travelled with children up to 13 years; 9% with 6-13 years old and 7% with children up to 5 years old.
- This is much less than with all holiday trips abroad.

Trips to Scandinavia = Holiday trips (5+ days) to Sweden, Norway or Finland; in %
Basis: Holiday trips (5+ days) of German/German speaking population 2013-2015/2016-2018; Source: Reiseanalyse 2014-2019

Holiday trips 5+ days to Scandinavia: Travel expenditure* per person and trip. Dominance of quite high expenditure



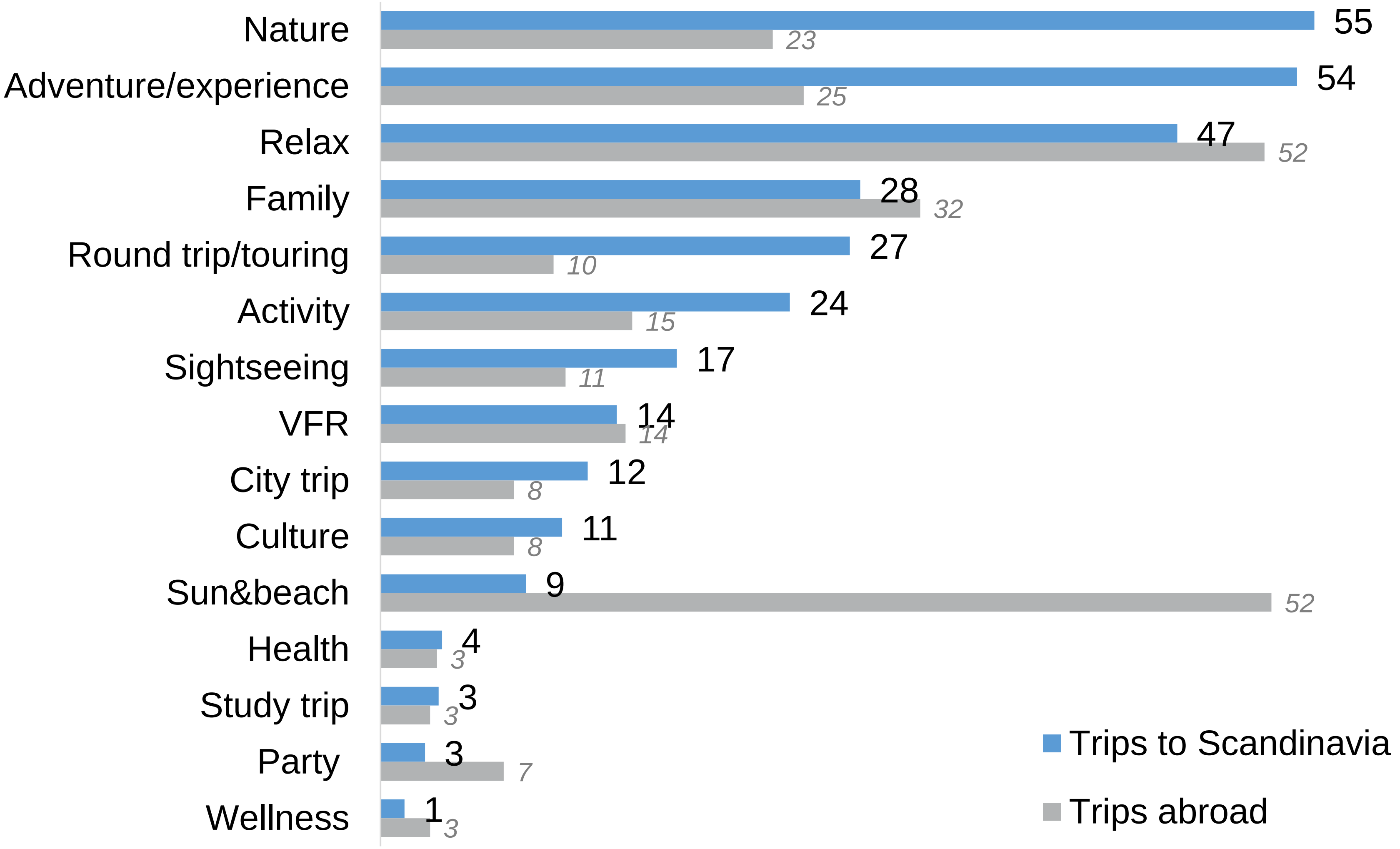


Trips to Scandinavia/abroad development from 2013-15 to 2016-2018 in %-points

- 68% of all holiday trips to Scandinavia have a holiday spending of more than 1,000 EUR per trip and person (total expenditure including transport and all spending at destination).
- Expenditure for holiday trips to Scandinavia increased by 14% in the last years from an average 1,226 EUR to 1,395 EUR.
- In the same time expenditure for all holiday trips abroad increased by 7% from 1,100 EUR to 1,177 EUR.

* „total" travel expenditure: Transport, accommodation, food & beverages, associated cost
Trips to Scandinavia = Holiday trips (5+ days) to Sweden, Norway or Finland; in %
Basis: Holiday trips (5+ days) of German/German speaking population 2013-2015/2016-2018; Source: Reiseanalyse 2014-2019

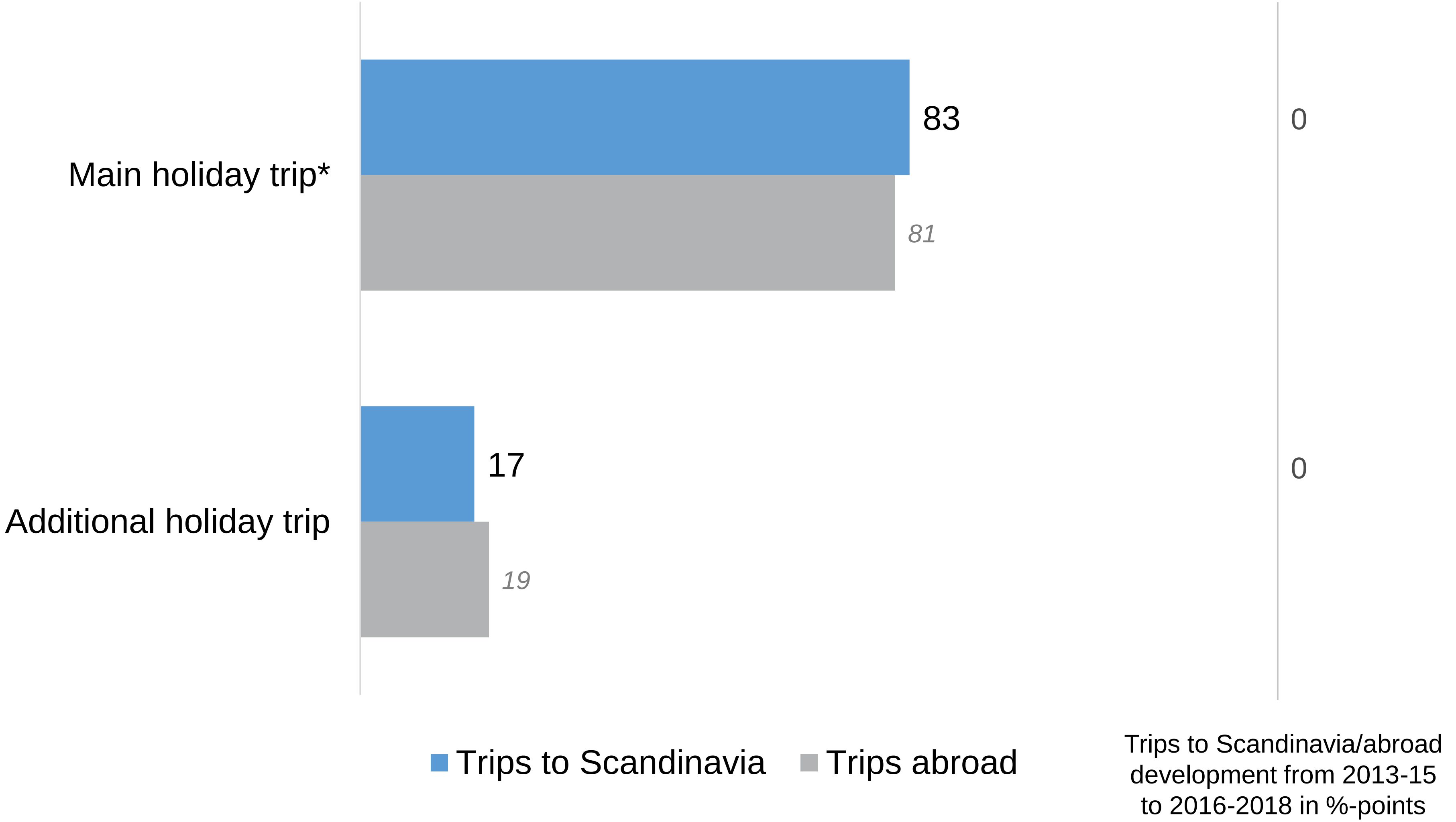
Holiday trips 5+ days to Scandinavia: Type of trips
Nature, experience, and relaxing



- Most important are nature holiday and adventure/ experience holidays (German: "Erlebnisurlaub") with a share of more than 50% each of all holiday trips to Scandinavia. Those types of holidays are overrepresented in Scandinavia in comparison with trips abroad.
- These are followed by relax and family holidays.

Trips to Scandinavia = Holiday trips (5+ days) to Sweden, Norway or Finland; in %
Basis: Holiday trips (5+ days) of German/German speaking population 2013-2015/2016-2018; Source: Reiseanalyse 2014-2019

Holiday trips 5+ days to Scandinavia: Importance of trip
83% are main holidays*



- The vast majority of holiday trips to Scandinavia are main holidays.
- The main holiday is the only or the most important holiday trip (5+ days) in one calendar year.
- There are hardly any differences between holiday trips to Scandinavia and all holiday trips abroad regarding the importance of trip.

* 'main holiday trip' = only or most important holiday trip (5+ days) in one year, as expressed by the respondent.
Trips to Scandinavia = Holiday trips (5+ days) to Sweden, Norway or Finland; in %
Basis: Holiday trips (5+ days) of German/German speaking population 2013-2015/2016-2018; Source: Reiseanalyse 2014-2019

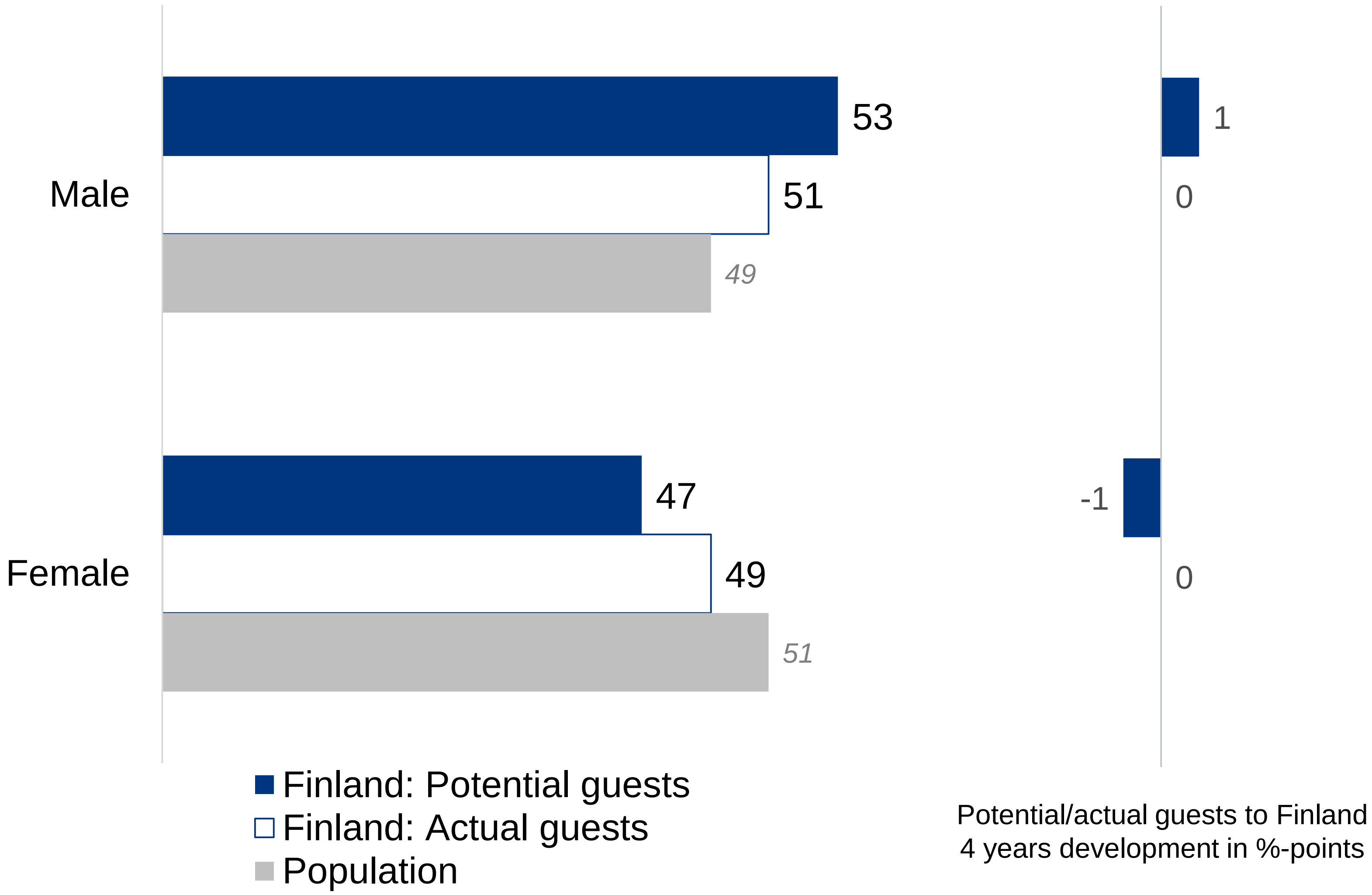
To learn 3:
Holiday trips to Scandinavia: Travel behaviour

- Repeating guests: 53% of all holiday trips to Scandinavia are first time visits to the destination. This share is much higher than with all holiday trips abroad.
- Season: Holiday trips to Scandinavia are concentrated in a brief summer season: 49% of all holiday trips to Scandinavia start in July and August; 27% start in May/June, 7% in September.
- Duration: 47% of holiday trips to Scandinavia lasts two weeks. 29% last longer than two weeks. The average duration of holiday trips to Scandinavia is 14.8 days, an increase of 0.4 days in the last years.
- Organisation and booking: 41% of all holiday trips to Scandinavia were organised as package tours, followed by 32% of the trips with separate accommodation bookings. Compared to all trips abroad the share of package holidays is lower, the share of individual bookings higher. But package holidays are increasing against the previous Scandinavian trend and against the genereal trend.
- Transport and accommodation: A majority of guests comes by car/campers; second comes ship. This also reflects in the accommodation, here first is holiday homes, second is cruise ship.
- Expenditure: 68% of all holiday trips to Scandinavia have a holiday spending of more than 1,000 EUR per trip and person. During the last decade, the average expenditure has been increasing from 1.135 EUR to 1.395 EUR per trip and person.
- Types of holidays: Most important are nature holiday and adventure/ experience holidays (German: “Erlebnisurlaub”) with a share of more than 50% each of all holiday trips to Scandinavia. Those two types are overrepresented in Scandinavia. Nature and adventure holidays are followed by relaxing and family holidays.

- On the positive side we observe a long duration of holidays to Scandinavia together with comparatively high spending and a high share in growing segments such as cruise and camping. The focus on nature and “Erlebnis” seems to be very appropriate.
- On the negative side we observe a very high seasonality and a high number of new guests to the destination.

4. Potential guests to Finland: Sociodemography and Sinus Milieus

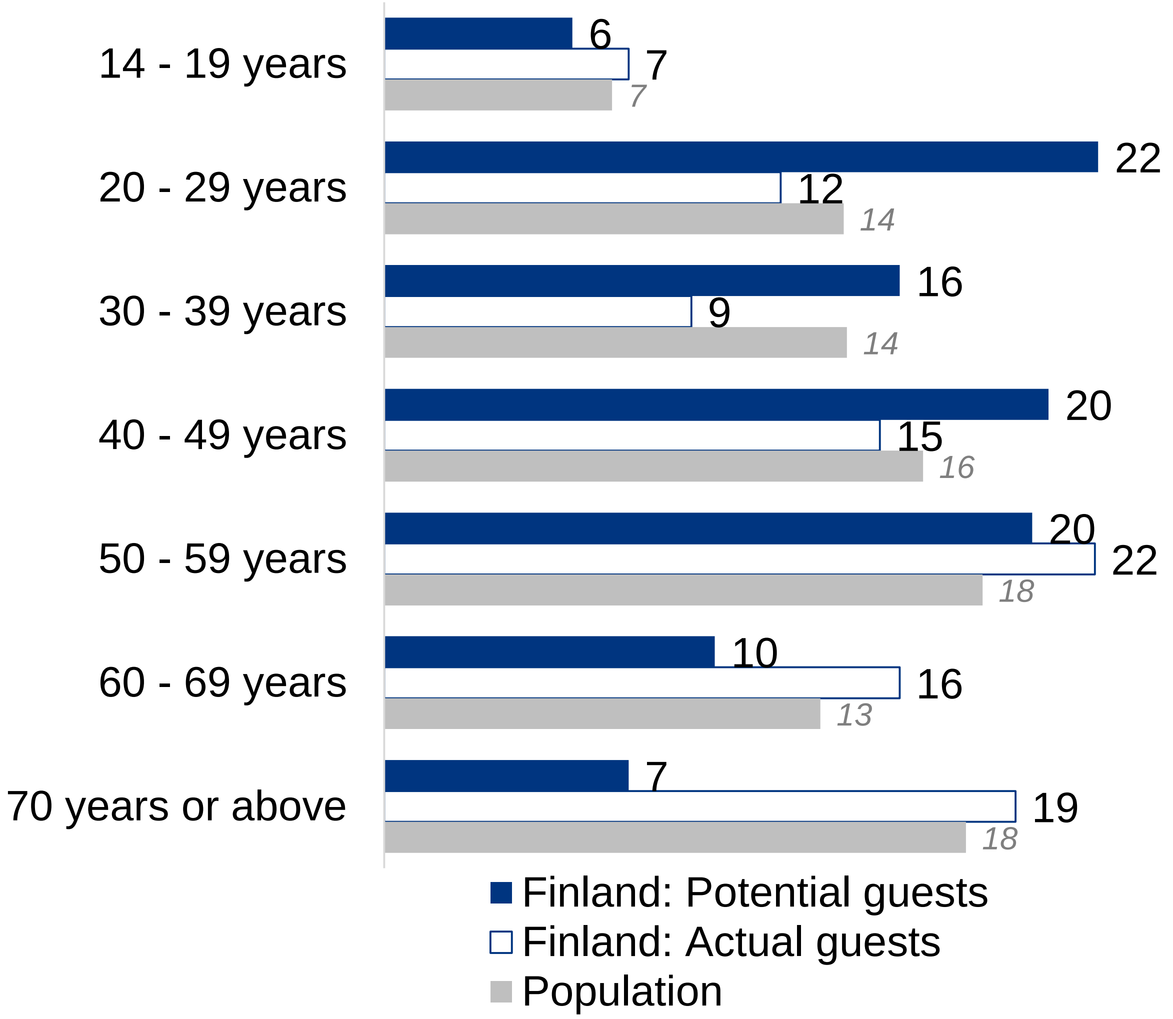
Potential guests to Finland: Sex
Almost half men, half women, with just slightly more men

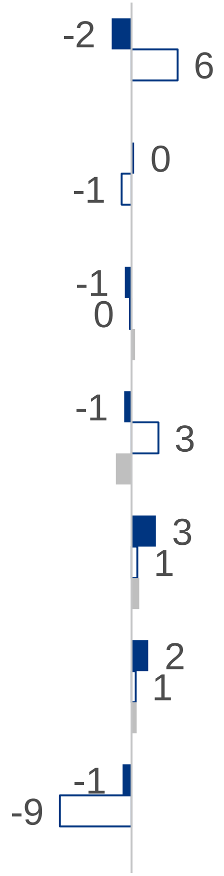


- The ratio of men and women within all actual and potential guests to Finland is almost half and half.
- Within the potential guests to Finland there are just slightly more men (53%) than women (47%).

"Finland: Potential guests": Respondents who are almost definitely planning or would generally consider to go to Finland for a holiday in the next three years; "Finland: Actual guests": Respondents who visited Finland for a holiday in the last 3 years; in %
Basis: German/German-speaking population 14+ years in Germany 2014-2016/2017-2019; Source: Reiseanalyse 2014-2019

Potential guests to Finland: Age
Younger than actual guests and than the German average



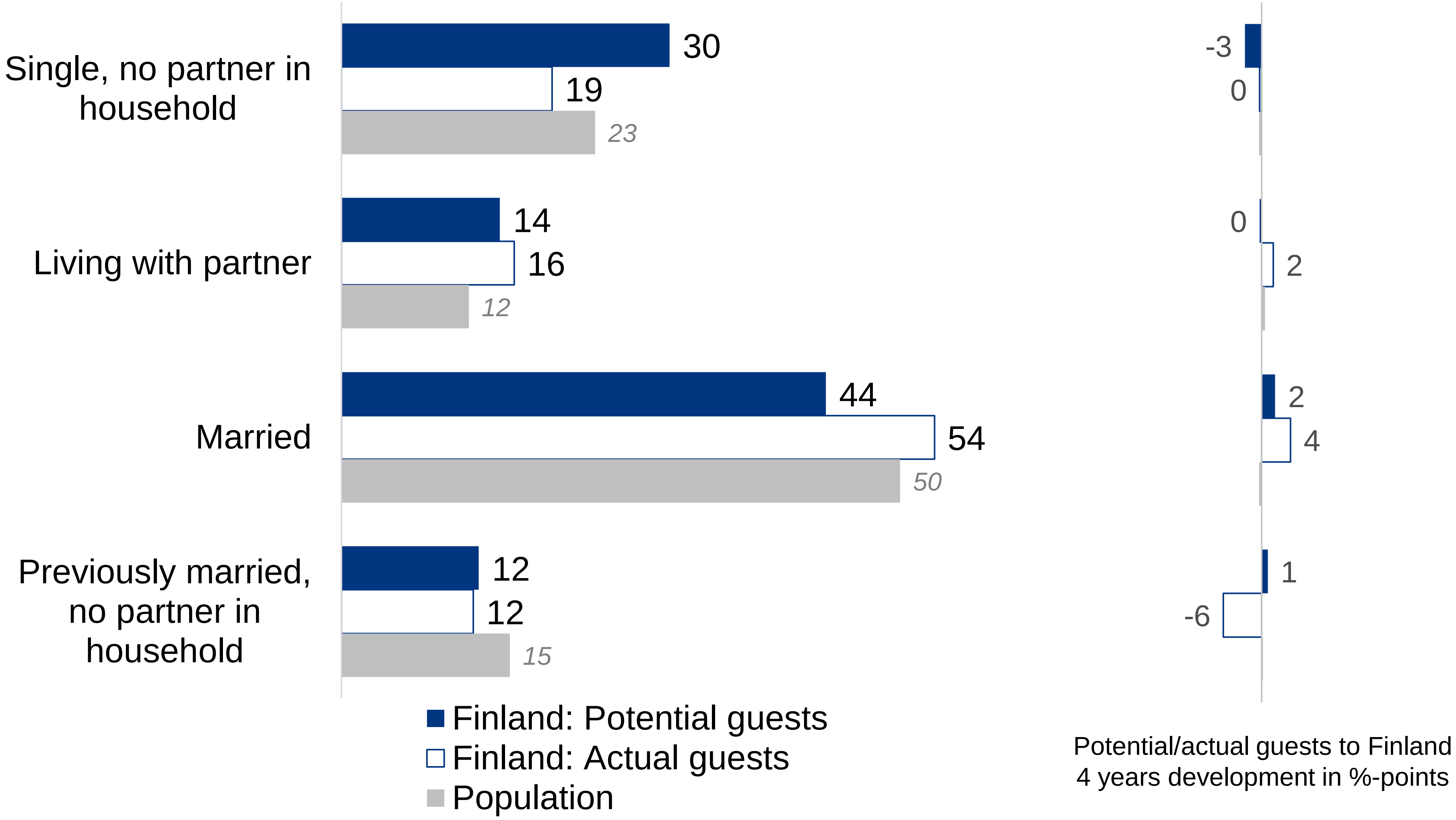


Potential/actual guests to Finland
4 years development in %-points

- 28% of the potential guests to Finland are below 30 years old, 36% are 30-49 years old, 30% are 50-69 years old and 7% 70+ years.
- The potential guests are younger (Ø 43 yrs.) than the actual guests (Ø 51 yrs.) and younger than the German average (Ø 49 yrs.).
- This could be interpreted as an opportunity for Finland as there are plenty of young potential guests – on the other hand it can be a challenge as the tourism offer and marketing has to adapt to the needs of the “new” and young guests that is likely to differentiate from the needs of the “old” guests.

“Finland: Potential guests”: Respondents who are almost definitely planning or would generally consider to go to Finland for a holiday in the next three years; “Finland: Actual guests”: Respondents who visited Finland for a holiday in the last 3 years; in %
Basis: German/German-speaking population 14+ years in Germany 2014-2016/2017-2019; Source: Reiseanalyse 2014-2019

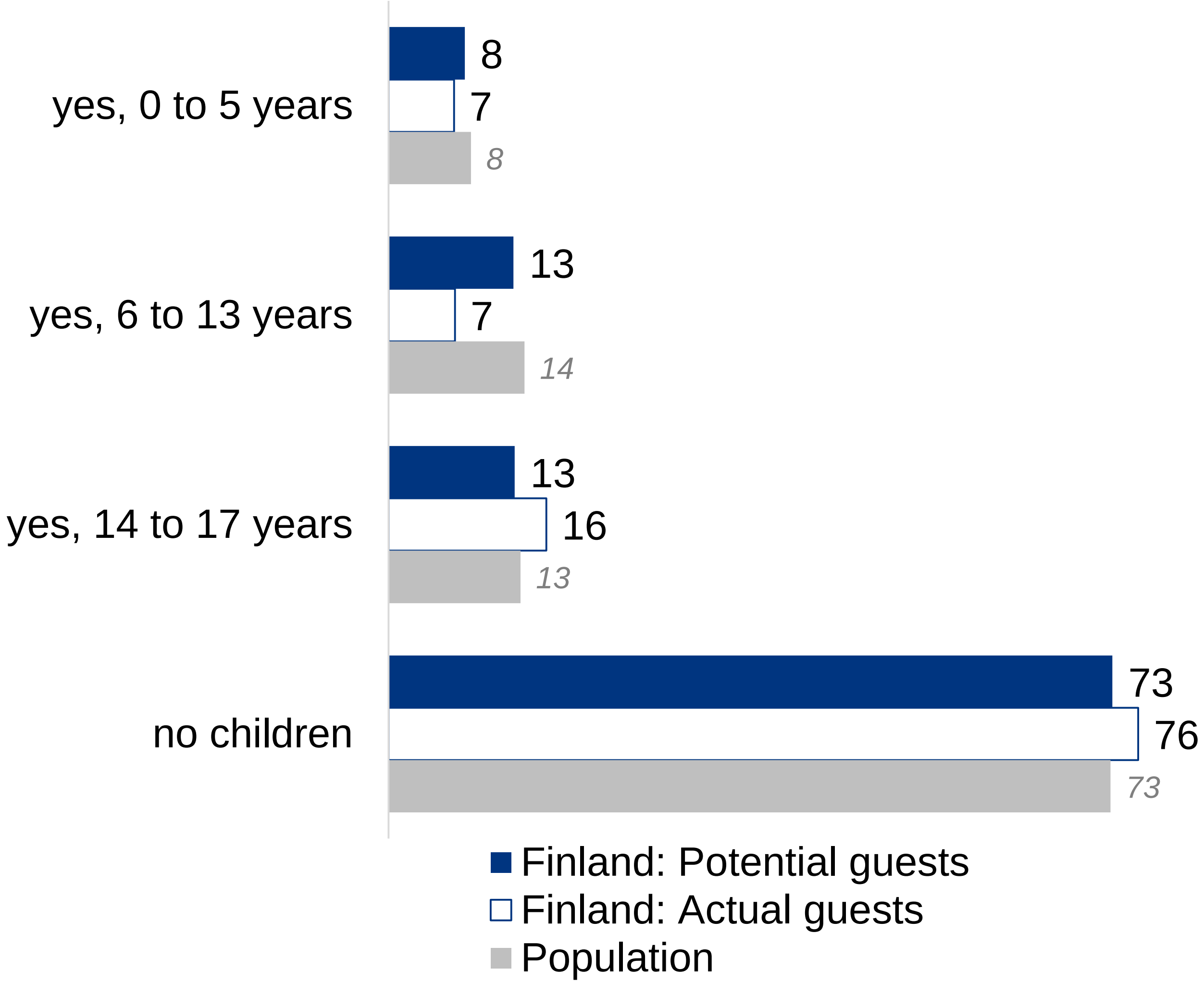
Potential guests to Finland: Family status
Lots of singles with no partner in household

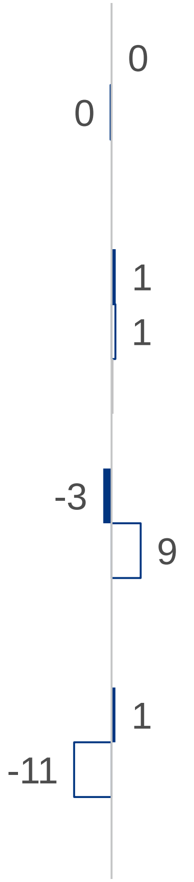


- 58% of the potential guests to Finland are married or living together with their partner. The remaining part of the population is living without partner.
- Probably due to the differences in age structure, the share of married persons is lower than with the actual guests and the share of singles is higher.
- In the last four years, the share of singles decreased whereas the share of persons living with a partner has been increasing.

"Finland: Potential guests": Respondents who are almost definitely planning or would generally consider to go to Finland for a holiday in the next three years; "Finland: Actual guests": Respondents who visited Finland for a holiday in the last 3 years; in %
Basis: German/German-speaking population 14+ years in Germany 2014-2016/2017-2019; Source: Reiseanalyse 2014-2019

Potential guests to Finland: Children in household
72% have no children in household



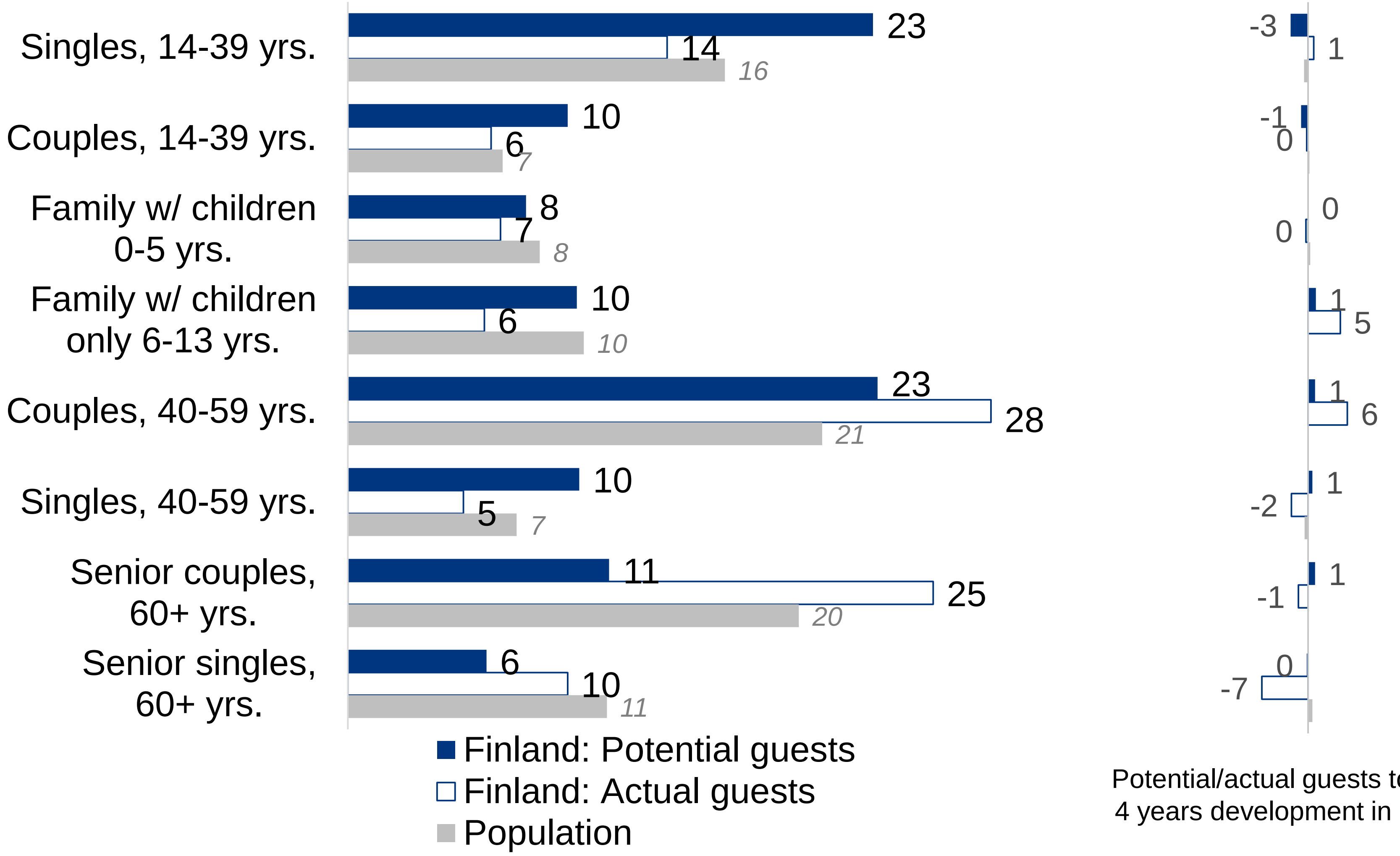


Potential/actual guests to Finland
4 years development in %-points

- 34% of the potential guests to Finland live with children under 18 years in their households; most of them with older children of 14-17 years old and school-children of 6-13 years.
- The share of potential guests with children in their households has been stable over the past decade.
- Within the actual guest we now find more 14-17 years old in the households than four years ago.

"Finland: Potential guests": Respondents who are almost definitely planning or would generally consider to go to Finland for a holiday in the next three years; "Finland: Actual guests": Respondents who visited Finland for a holiday in the last 3 years; in %
Basis: German/German-speaking population 14+ years in Germany 2014-2016/2017-2019; Source: Reiseanalyse 2014-2019

Potential guests to Finland: Stages of life
Young singles and older couples are most important

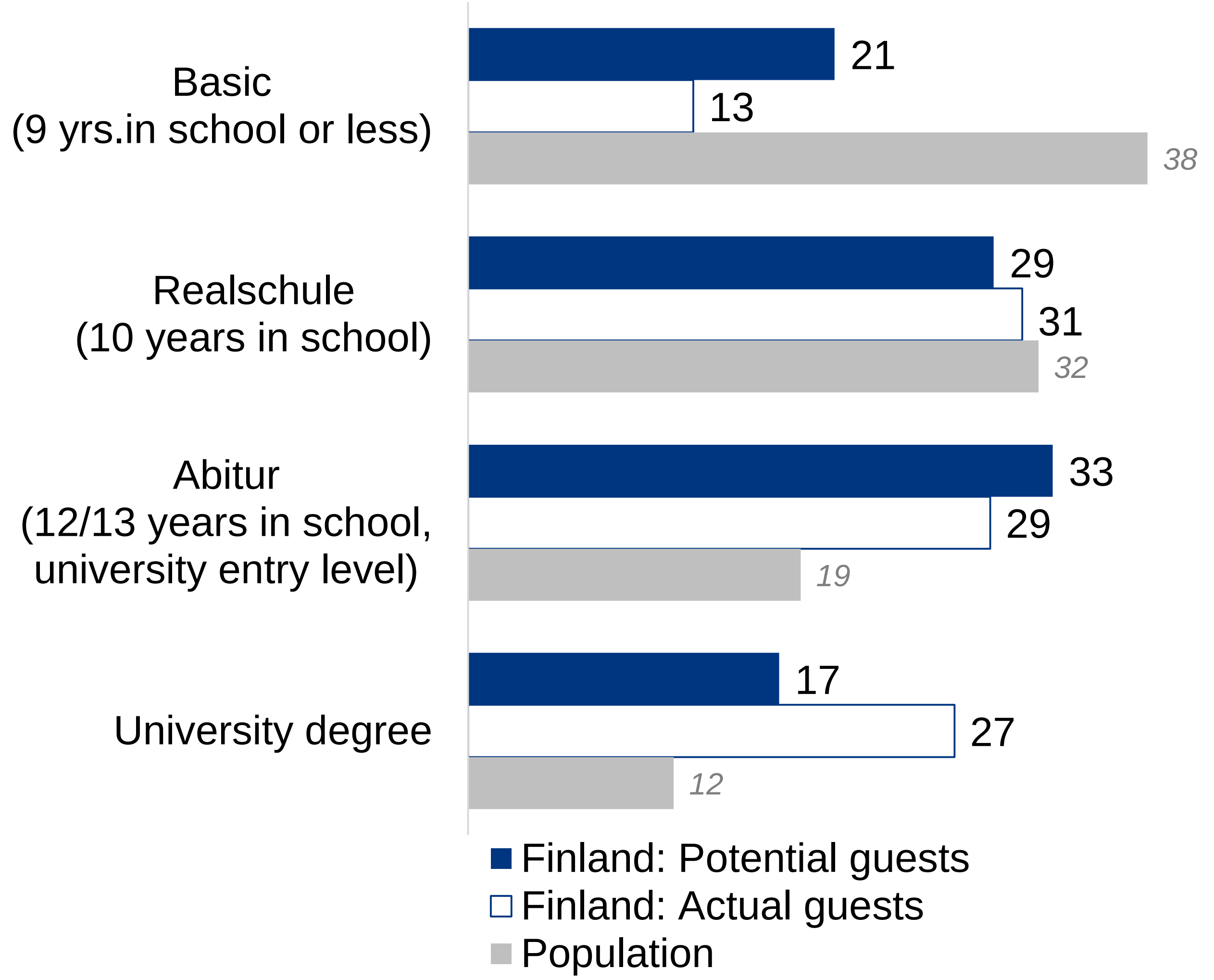


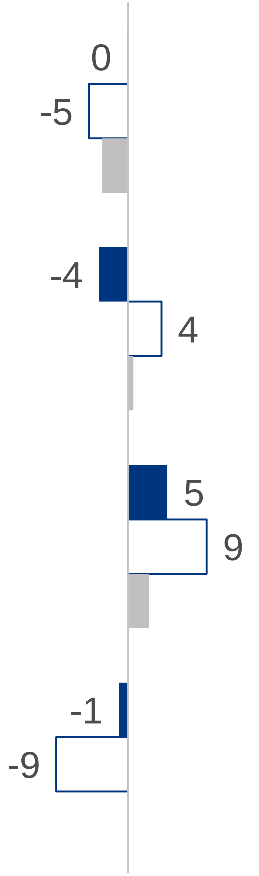
Potential/actual guests to Finland
4 years development in %-points

- The stages of life is an aggregated variable, combining age, family status and children in household.
- The view on the stages of life clearly shows the differences between potential and actual guests. These are mainly due to the previously shown differences in their age structures.
- Nevertheless, compared with four years ago, the differences between actual and potential guests have decreased a bit.

"Finland: Potential guests": Respondents who are almost definitely planning or would generally consider to go to Finland for a holiday in the next three years; "Finland: Actual guests": Respondents who visited Finland for a holiday in the last 3 years; in %
Basis: German/German-speaking population 14+ years in Germany 2014-2016/2017-2019; Source: Reiseanalyse 2014-2019

Potential guests to Finland: Education
Education level a high above the German average



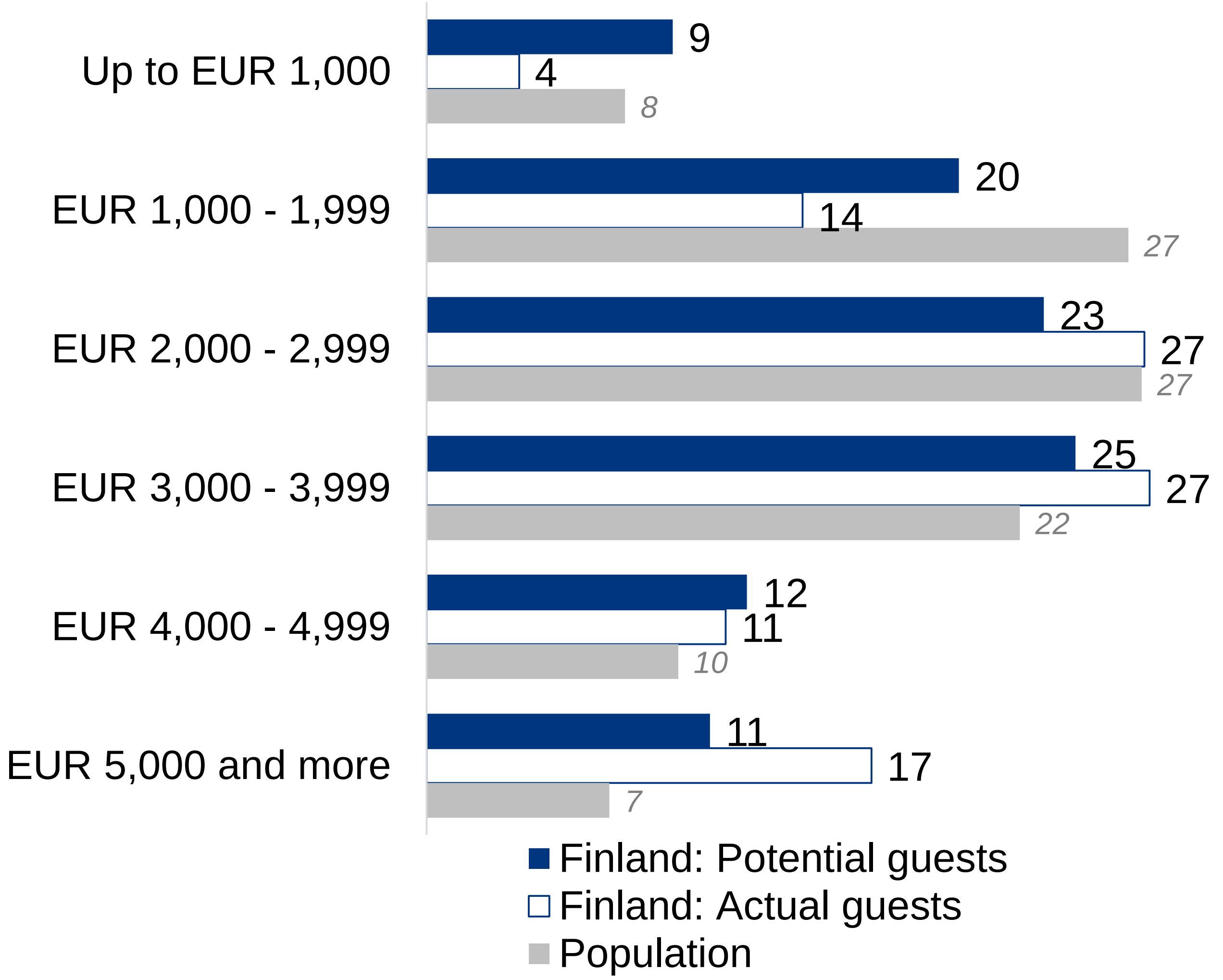


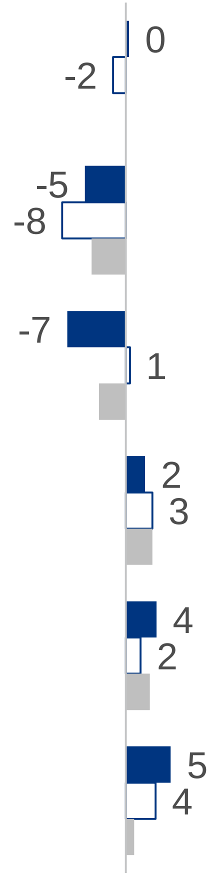
Potential/actual guests to Finland
4 years development in %-points

- 50% of the potential guests to Finland have a higher education of at least 12/13 years at school, 29% have successfully finished 10 years of school, 21% have a basic education of 9 years at school or less.
- This means the education level of the potential guests to Finland is higher than in the population.
- The education of the actual guests is even higher than of the potential guests with 27% university degree vs. 17%.
- In the last four years the differences between the potential and actual guests has decreased a bit.

"Finland: Potential guests": Respondents who are almost definitely planning or would generally consider to go to Finland for a holiday in the next three years; "Finland: Actual guests": Respondents who visited Finland for a holiday in the last 3 years; in %
Basis: German/German-speaking population 14+ years in Germany 2014-2016/2017-2019; Source: Reiseanalyse 2014-2019

Potential guests to Finland: Household net income
A little better off compared with the German population



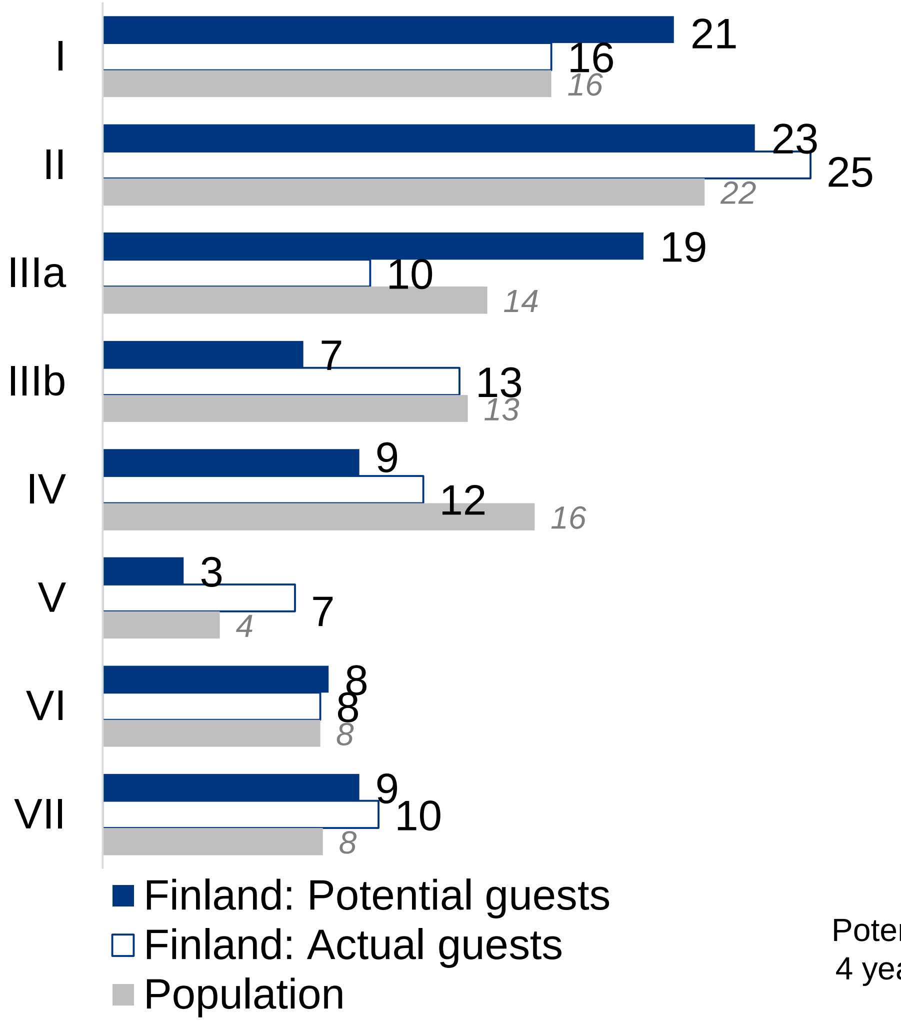


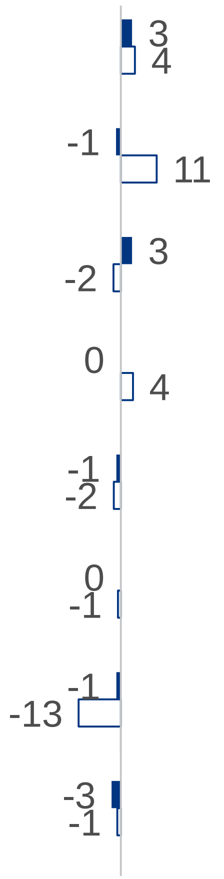
Potential/actual guests to Finland
4 years development in %-points

- 35% of all potential guests to Finland have an monthly household net income of 3,000+ EUR, 23% an income of 2,000-2,999 EUR, 29% an income of up to 1,999 EUR.
- The income structure of the potential guests is slightly higher than compared with the population but lower than compared with the actual guests.
- The last four years have seen increases of the higher income groups, also due to inflation.
- Nevertheless, the increase of the EUR 5,000+ segment with the actual and potential guests is way above the average and striking.

"Finland: Potential guests": Respondents who are almost definitely planning or would generally consider to go to Finland for a holiday in the next three years; "Finland: Actual guests": Respondents who visited Finland for a holiday in the last 3 years; in %
Basis: German/German-speaking population 14+ years in Germany 2014-2016/2017-2019; Source: Reiseanalyse 2014-2019

Potential guests to Finland: Residency
The North-West is dominating, but do not forget the East



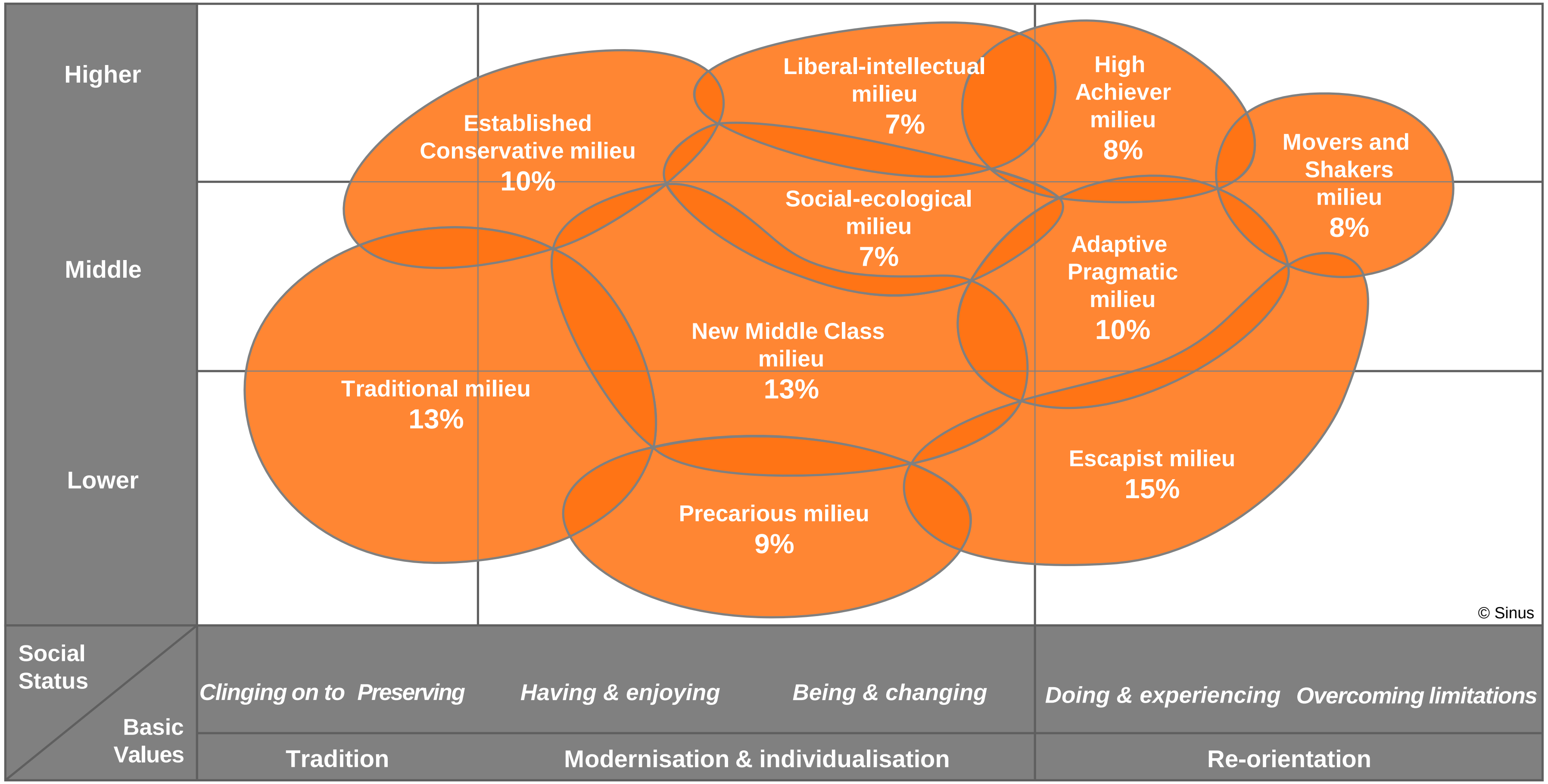


Potential/actual guests to Finland
4 years development in %-points

» 44% of the potential guests to Finland are from the North-West (Nielsen I and II); 20% are from the East,16% from the South, 19% from Hesse, Rhineland Palatinate, Saarland.

"Finland: Potential guests": Respondents who are almost definitely planning or would generally consider to go to Finland for a holiday in the next three years; "Finland: Actual guests": Respondents who visited Finland for a holiday in the last 3 years; in %
Basis: German/German-speaking population 14+ years in Germany 2014-2016/2017-2019; Source: Reiseanalyse 2014-2019

SINUS© Milieus: Distribution across the population



- This target group segmentation is based on an analysis of everyday life within our society. It groups together people with similar attitudes and ways of life.
- Basic values as well as attitudes towards work, family, leisure, money and consumption all play a part in the analysis.
- The higher the location of the milieu in this chart, the higher the level of education, income and occupational status of its members.
- The further to the right its position, the more modern their basic values in a sociocultural sense.
- Within this 'strategic map', it is possible to plot products, brands and media, etc.

Basis: German-speaking population 14+ years in Germany; Source: Reiseanalyse 2017-2019

SINUS© Milieus: Profile of the “higher” class milieus

Established Conservative Milieu

10.0%, 7.0 million
The classical establishment

- responsibility and success ethic
- aspirations of exclusivity and leadership versus
- tendency towards withdrawal and seclusion
- holiday travel demand above average
- relaxing very important but without being idle
- culture/nature

Liberal Intellectual Milieu

7.2%, 5.0 million
The fundamentally liberal

- enlightened educational elite with post-material roots
- desire for self-determination
- an array of intellectual interests
- holiday travel demand above average
- high expectations towards their holidays
- culture/relaxing/nature

High Achiever Milieu

8.1%, 5.7 million
Multi-optional, efficiency-oriented top performers

- with a global economic mindset and
- a claim to avant-garde style
- high level of IT and multi-media expertise
- milieu with the highest holiday travel demand
- highest holiday travel spending
- very high expectations towards their holidays
- active holidays

Movers and Shakers Milieu

8.2%, 5.8 million
The unconventional creative avantgarde

- hyper-individualistic
- mentally and geographically mobile
- digitally networked and
- always on the lookout for new challenges and change
- high holiday travel demand
- high holiday spending
- experience/adventure/ curiosity

Basis: German-speaking population 14+ years in Germany; Source: Reiseanalyse 2017-2019, Sinus-Institute 2016

SINUS© Milieus: Profile of the “middle” class milieus

Middle Class Milieu

12.7%, 8.9 million
The modern mainstream with the will to achieve and adapt

- general proponents of the social order
- striving to become established at a professional and social level
- seeking to lead a secure and harmonious existence
- holiday travel demand below average
- no characteristic holiday interests and motivations

Adaptive Pragmatist Milieu

10.2%, 7.2 million
The ambitious young core of society

- with a markedly pragmatic outlook on life and sense of expedience
- success oriented and prepared to compromise, hedonistic and conventional
- flexible and security oriented
- average holiday travel demand
- a little higher expectations towards their holidays
- fun/curiosity/sun&beach

Socio-Ecological Milieu

7.1%, 5.0 million
Idealistic, discerning consumers with normative notions of the ‘right’ way to live

- pronounced ecological and social conscience
- globalisation skeptics
- standard bearers of political correctness and diversity
- holiday travel demand above average
- holiday travel spending below average
- culture/nature/relaxing

Basis: German-speaking population 14+ years in Germany; Source: Reiseanalyse 2017-2019, Sinus-Institute 2016

SINUS© Milieus: Profile of the “lower” class milieus

Traditional Milieu

12.5%, 8.8 million
The security and order-loving wartime/post-war generation

- rooted in the old world of the petty bourgeoisie or that of the traditional blue-collar culture
- holiday travel demand below average
- all holiday motivations and activities way below average

Precarious Milieu

9.0%, 6.3 million
The lower class in search of orientation and social inclusion

- with strong anxieties about the future and a sense of resentment
- keeping up with the consumer standards of the broad middle classes in an attempt to compensate for social disadvantages
- scant prospects of social advancement
- a fundamentally delegative/ reactive attitude to life, and withdrawal into own social environment
- least holiday travel demand of all milieus

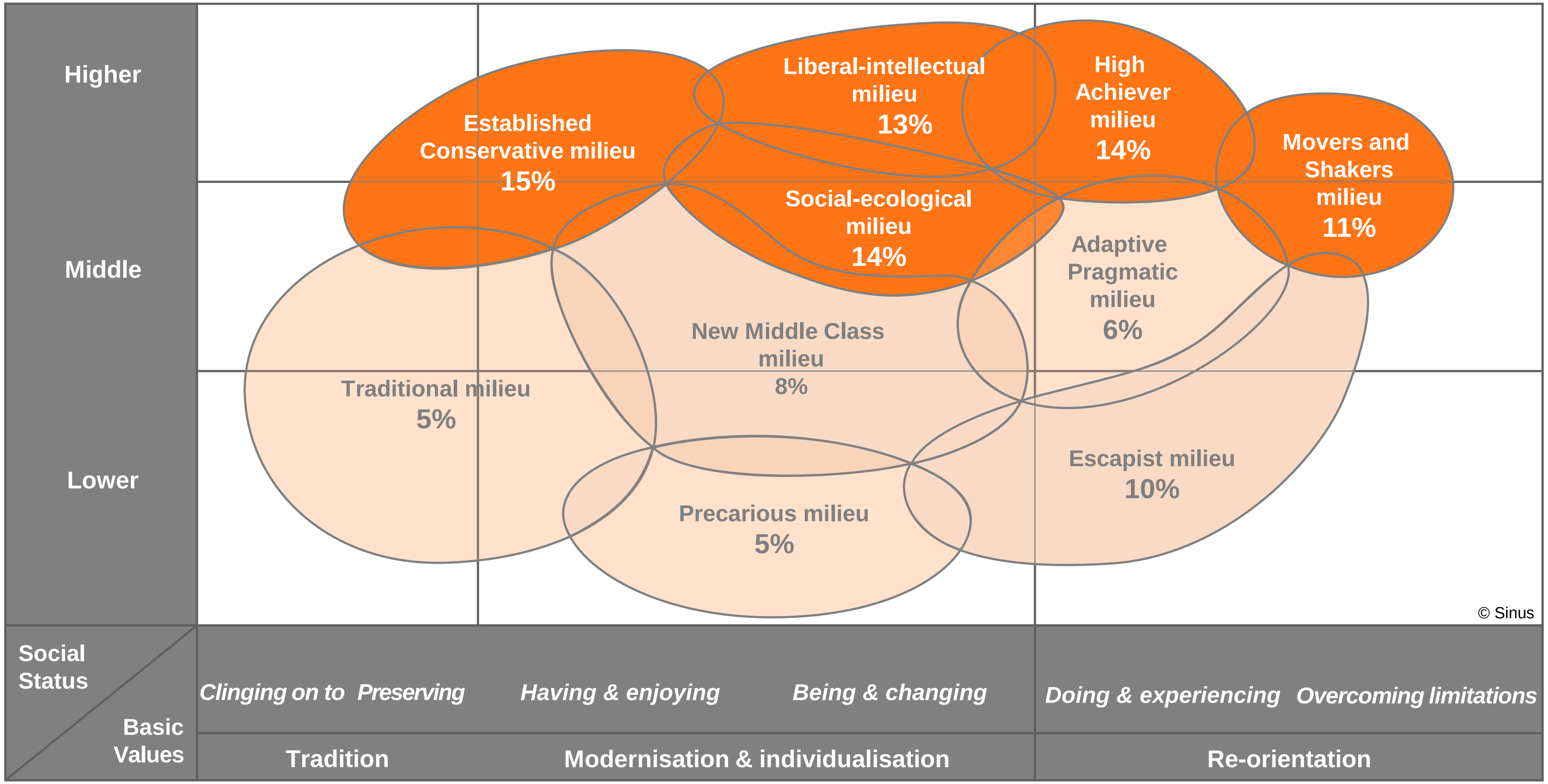
Escapist Milieu

14.7%, 10.3 million
The fun and experience-oriented modern lower class/lower-middle class

- living in the here and now
- shunning convention and the behavioural expectations of an achievement-oriented society
- average holiday travel demand and spending.
- important: fun/curiosity/flirt
- not important: nature/health

Basis: German-speaking population 14+ years in Germany; Source: Reiseanalyse 2017-2019, Sinus-Institute 2016

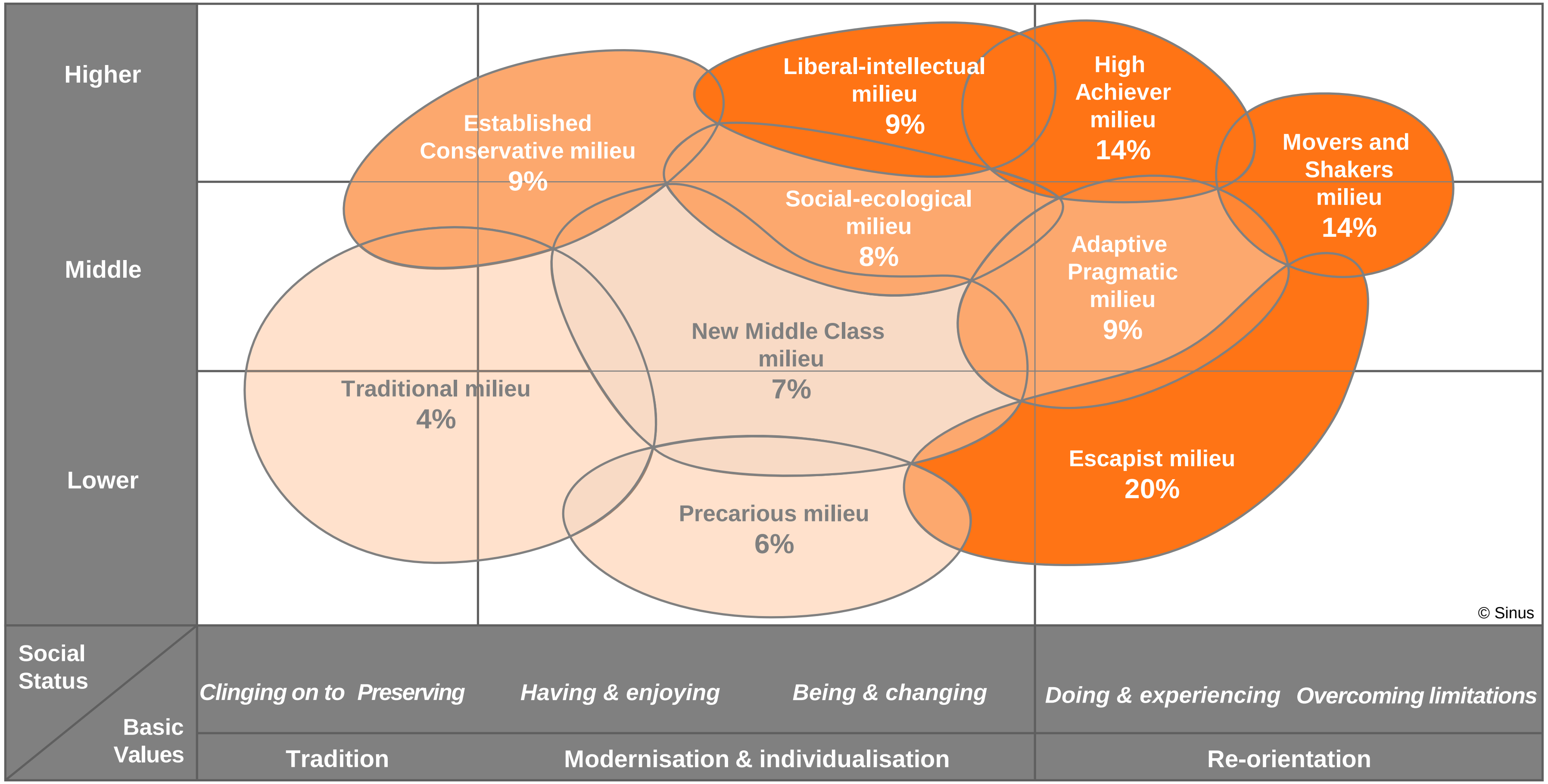
Actual guests to Finland: SINUS© Milieus



- This graph shows the structure of the actual guests to Finland according to the Sinus-Milieus.
- The ‘established conservative’ ‘high achievers’, ‘liberal intellectuals’ and ‘social-ecological’ are important milieus with 13% to 15% share of the potential guests each – all of them are highly over-represented.
- The ‘movers and shakers’ (11%) milieu is also quite important and overrepresented.
- The remaining milieus are all comparatively less important.

Basis: Actual guests to Finland in the last 3 years; Source: Reiseanalyse 2017-2019

Potential guests to Finland: SINUS© Milieus



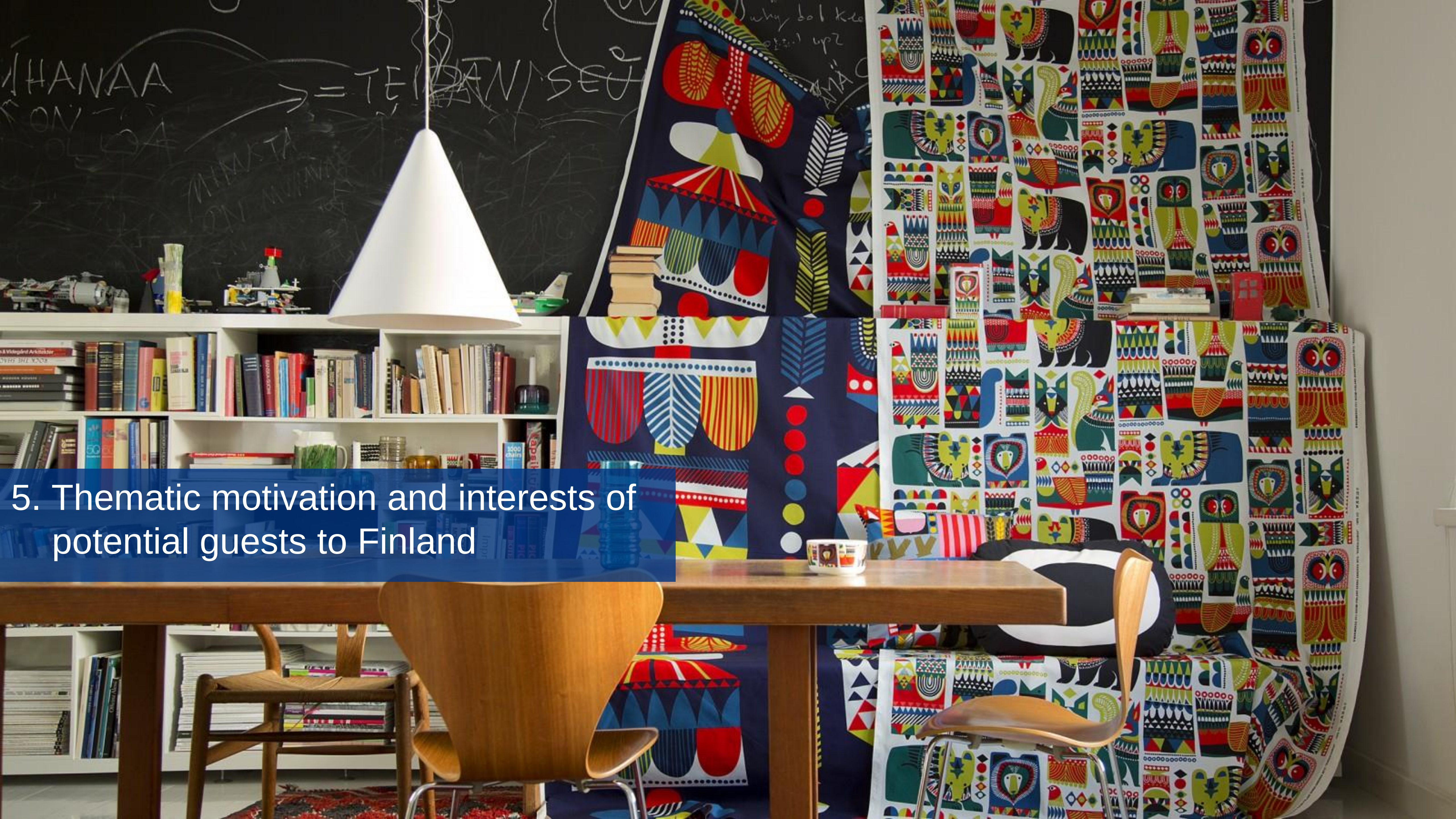
- This graph shows the structure of the potential guests according to the Sinus-Milieus.
- The 'high achievers' and 'movers and shakers' are important milieus, each with 14% of the potential guests – both are highly over-represented. The same is true for the 'escapists'.
- The 'liberal-intellectual' (10%) and the 'socio-ecological' (10%) are also quite important and overrepresented.
- Compared with the actual guests we see a shift to the more modern milieus.

Basis: Potential guests to Finland: Respondents who are <u>almost definitely planning</u> or would <u>generally consider</u> to go to Finland for a holiday in the next three years;
Source: Reiseanalyse 2014-2016

To learn 4:
Potential guests to Finland Sociodemography

- Age: 28% of the potential guests to Finland are below 30 years old, 36% are 30-49 years old, 30% are 50-69 years old and 7% 70+ years. The potential guests are much younger than the actual guests and even than the German average.
- Income: The income structure of the potential guests is slightly higher than compared with the population but lower than compared with the actual guests. The last four years have seen increases of the higher income groups, also due to inflation. Nevertheless, the increase of the EUR 5,000+ segment with the actual guests is way above the average and striking.
- Education: The education level of the potential guests is quite higher than in the population.
- Residency: 44% of the potential guests to Finland are from the North-West (Nielsen I and II); 20% are from the East,16% from the South, 19% from Hesse, Rhineland Palatinate, Saarland.

- The analysis shows that the potential guests to Finland are attractive clients, often with high income and good education.
- The analysis of the potential guests to Finland shows that there are still some differences compared with the actual guests, but these have become smaller in the four years since the last study.



5. Thematic motivation and interests of potential guests to Finland

Potential guest to Finland: General holiday motivation
Get away from daily routine, relaxation

	Very important aspects when on holiday	%	*Index**
1	get away from daily routine	78	117
	relaxation, no stress, no pressure	74	120
	recuperate	72	121
	sun, warmth, good weather	71	107
	freedom, free time	71	136
	fun, amusement, enjoy myself	70	117
	enjoy nature (beautiful scenery, clean air, clean water)	66	131
	spend time with people close to me (partner, family, children, friends)	62	115
	get completely new impressions, discover something totally different	59	149
	spoil myself, treat myself to something	57	114
	rest, do nothing, be lazy	57	118
	travel around, be on the move	56	151
	get to know other countries, see the world	55	171
	healthy climate	54	131
15	new experiences, diversion from the ordinary, do a lot of different things	54	143

	Very important aspects when on holiday	%	*Index**
16	share experiences, do something with nice people	51	145
	gentle sports or games/fitness	45	156
	meet new people	44	148
	do something for my appearance, get a tan, get a nice, healthy glow	43	138
	meet the locals	39	143
	do something for my health	39	134
	escape from pollution	38	197
	do something cultural and educational	37	157
	revisit an area, relive memories of a place	35	105
	be entertained	34	127
	adventure, take risks, do something extraordinary	22	220
	flirt, holiday romance, sex/erotic experience	20	176
	play with the children, spend time with them	18	101
29	sports	16	198

- For potential guests to Finland, the most important general motives to go on a holiday are to get away from daily routine, relaxation, recuperation, sun and warmth, fun and enjoyment.
- Nature is important for 66% of the potential guests to Finland and quite high above the population average.
- Compared with the population, the potential guests are much more curious to see the world, to do something cultural, to escape from pollution, adventure, flirt and sports.

* Index (100)= Population average
Basis: "Potential guests": Respondents who are almost definitely planning or would generally consider to go to Finland for a holiday in the next three years; German-speaking population 14+ years in Germany; Source: Reiseanalyse 2014-2016

Potential guest to Finland: General holiday activities
Excursions, food/drinks, swimming

	Holiday activities: frequently exercised during last 3 years	%	*Index**
1	trips, excursions	**84**	115
	eating local specialities	**79**	115
	window shopping, shopping	**78**	112
	swimming in a lake or the sea	**76**	121
	swimming in a pool	**61**	129
	gentle sports	**60**	156
	rest, relax, catch up on sleep	**59**	139
	visiting natural attractions	**58**	159
	visiting sites of cultural or historical interest/museums	**54**	144
10	making new friends	**50**	143

	Holiday activities: frequently exercised during last 3 years	%	*Index**
11	hiking	**49**	143
	cycling	**36**	169
	visiting amusement parks	**22**	164
	playing with the children	**21**	105
	used spa/wellness facilities	**16**	145
	downhill skiing / snowboarding	**10**	155
	e-biking	**05**	193
	cross-country skiing	**05**	167
	golf (not miniature golf)	**04**	300
20	mountain biking	**02**	169

- For potential guests to Finland, the general holiday activities they most frequently engage in are excursions, eating local specialties, shopping and swimming in a lake/the sea.
- Compared with the population, they are more active, more into nature and culture, into meeting new people and wellness.

* Index (100)= Population average
Basis: "Potential guests": Respondents who are almost definitely planning or would generally consider to go to Finland for a holiday in the next three years; German-speaking population 14+ years in Germany; Source: Reiseanalyse 2014-2016

Potential guest to Finland: General interest in types of holiday
Showing at the same time opportunities and challenges

RA ReiseAnalyse

	Almost definitely planning or generally considering to go next 3 years	%	*Index**
1	Beach holiday	**75**	122
	Vacation in a holiday apartment	**70**	147
	Holiday to rest and relax	**70**	124
	Vacation in a holiday home	**67**	177
	All-Inclusive-holiday	**65**	140
	City holiday	**60**	179
	Adventure/Experience holiday	**56**	211
	Nature holiday	**56**	170
	Winter holiday in the warmth	**54**	212
	Family holiday	**53**	128
	Visiting family and friends	**51**	143
	Cruise	**51**	237
	Tour	**50**	233
	Activity holiday	**43**	231
15	Winter holiday in the snow	**43**	222

	Almost definitely planning or generally considering to go next 3 years	%	*Index**
16	Sightseeing holiday	**42**	255
	Wellness holiday	**39**	217
	Vacation in a holiday park	**37**	247
	Cultural holiday	**34**	260
	Club holiday	**31**	231
	Motor caravan holiday	**31**	290
	Bus/coach tour	**30**	129
	Health holiday	**29**	193
	Study trip	**26**	338
	Health spa holiday	**25**	179
	Caravan holiday	**23**	252
	Party holiday	**22**	207
	Holiday on a farm	**22**	220
29	Camping holiday (tent)	**18**	244

- The highest general interest with potential guests to Finland can be found concerning sun&beach, holiday to relax, city trips, "Erlebnis" holiday and nature holiday.
- The types of holiday high on the index ranking show at the same time opportunities (when the interest is fitting with Finland's tourism offer), e.g. activity, camping, winter/snow, culture, and challenges (when the interest is NOT fitting with Finland's tourism offer), e.g. sun&beach, winter in the sun, club holidays).

* Index (100)= Population average
Basis: "Potential guests": Respondents who are almost definitely planning or would generally consider to go to Finland for a holiday in the next three years; German-speaking population 14+ years in Germany; Source: Reiseanalyse 2014-2016

Thematic motivation and interests of potential guests to Finland

NATURE &
„Erlebnis“

CURIOSITY
genuine
interest in
destination

CULTURE,
too.

ACTIVE

Conflicting
interests
…

To learn 5:
Thematic motivation and interests of potential guests to Finland

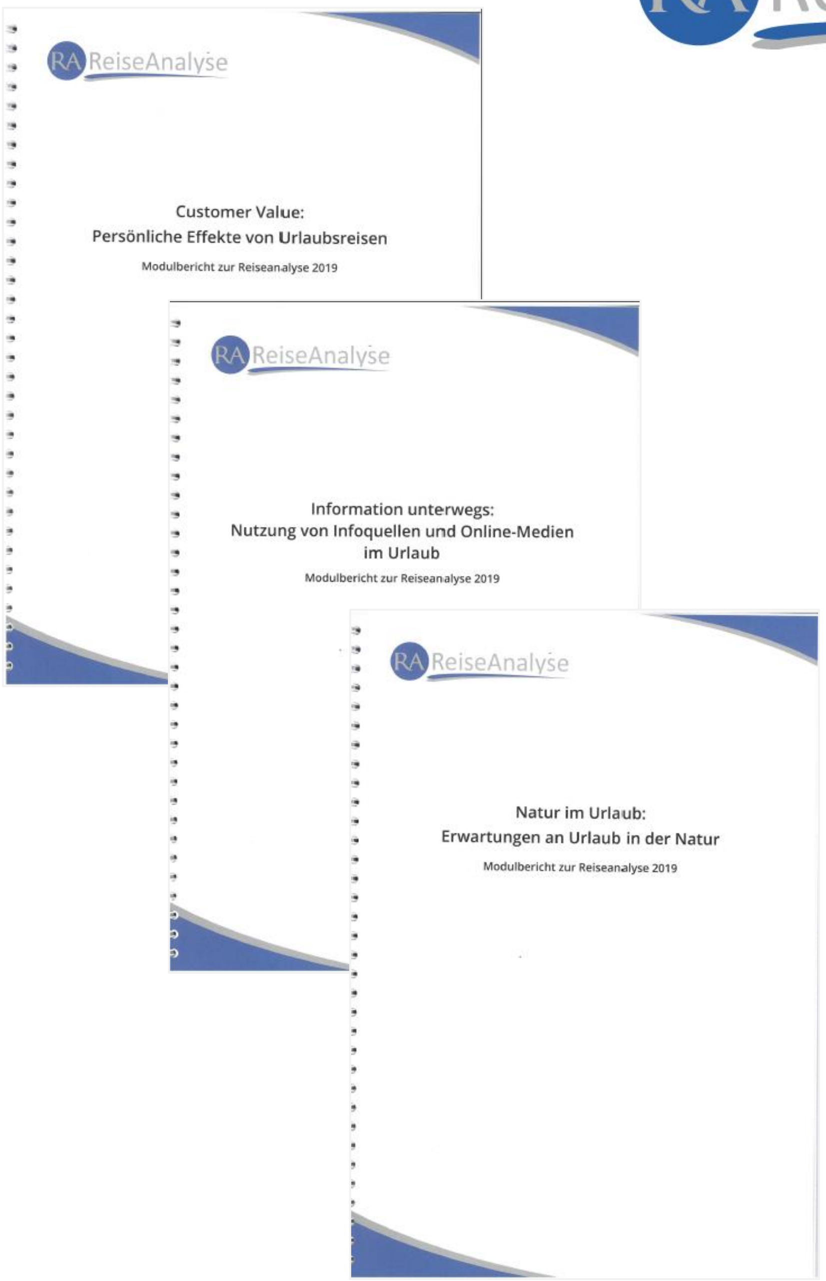
- General holiday motivation: For potential guests to Finland, the most important general motives to go on a holiday are to get away from daily routine, relaxation, recuperation, sun and warmth, fun and enjoyment. Nature is important for 66% of the potential guests to Finland and quite high above the population average. Compared with the population, the potential guests are much more curious to see the world, to do something cultural, to escape from pollution, adventure, flirt and sports. The general motivation thus fits quite well with what Finland has to offer, on the other hand it shows challenges, e.g. the high rating of sun and warm weather, where other destinations for sure have a comparative advantage over Finland.
- General holiday activities: For potential guests to Finland, the general holiday activities they most frequently engage in are excursions, eating local specialties, shopping and swimming in a lake/the sea. Compared with the population, they are more active, more into nature and culture, into meeting new people and wellness.
- General interest in types of holiday: The highest general interest with potential guests to Finland can be found concerning beach, holiday to relax, city trips, "Erlebnis" holiday and nature holiday. The types of holiday high on the index ranking show at the same time opportunities (when the interest is fitting with Finland's tourism offer), e.g. activity, camping, winter/snow, culture, and challenges (when the interest is NOT fitting with Finland's tourism offer), e.g. beach, winter in the sun, club holidays).

- This chapter helps to get to know better WHAT the potential guests to Finland want in their holidays.
- The results about holiday motivation, activities and interest in types of holiday show at the same time opportunities and challenges for Visit Finland when trying to address their potential guests in Germany.
- This information can be used as a basis for a further segmentation of the potential guests to Finland.

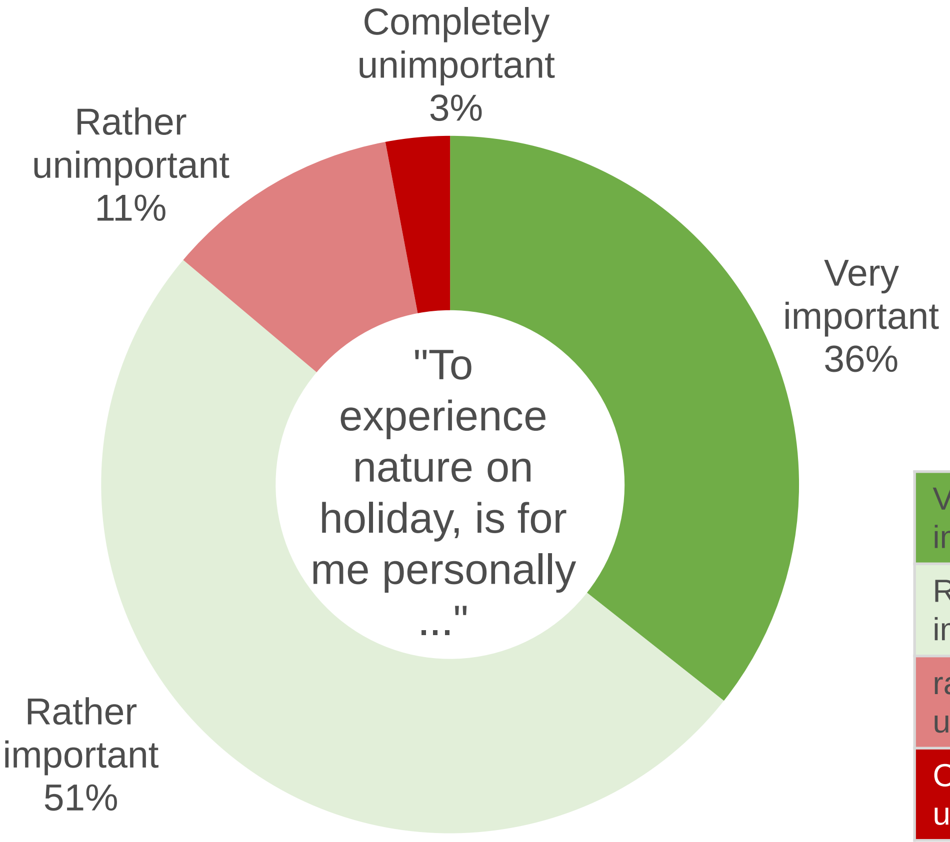
6. Nature on holiday – findings for Finland

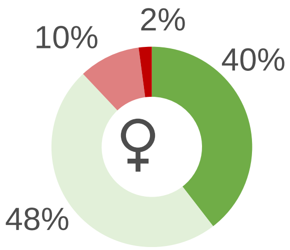
The Modules of the Reiseanalyse

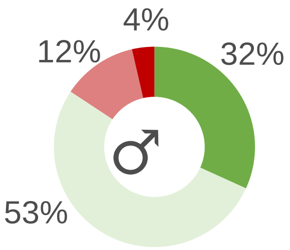
- In addition to the extensive standard questionnaire, the Reiseanalyse includes modules on annually changing focal topics.
- The selection of topics takes place together with the customers.
- In connection with the Reiseanalyse RA 2019 the modules "Nature on holiday", "Information on the road“ and "Customer Value“ realized.
- On the following pages the module questions about "Nature on holiday" are analysed for Finland.



Relevance of nature experiences during holidays: For 87% of the population, it is important to experience nature on holiday







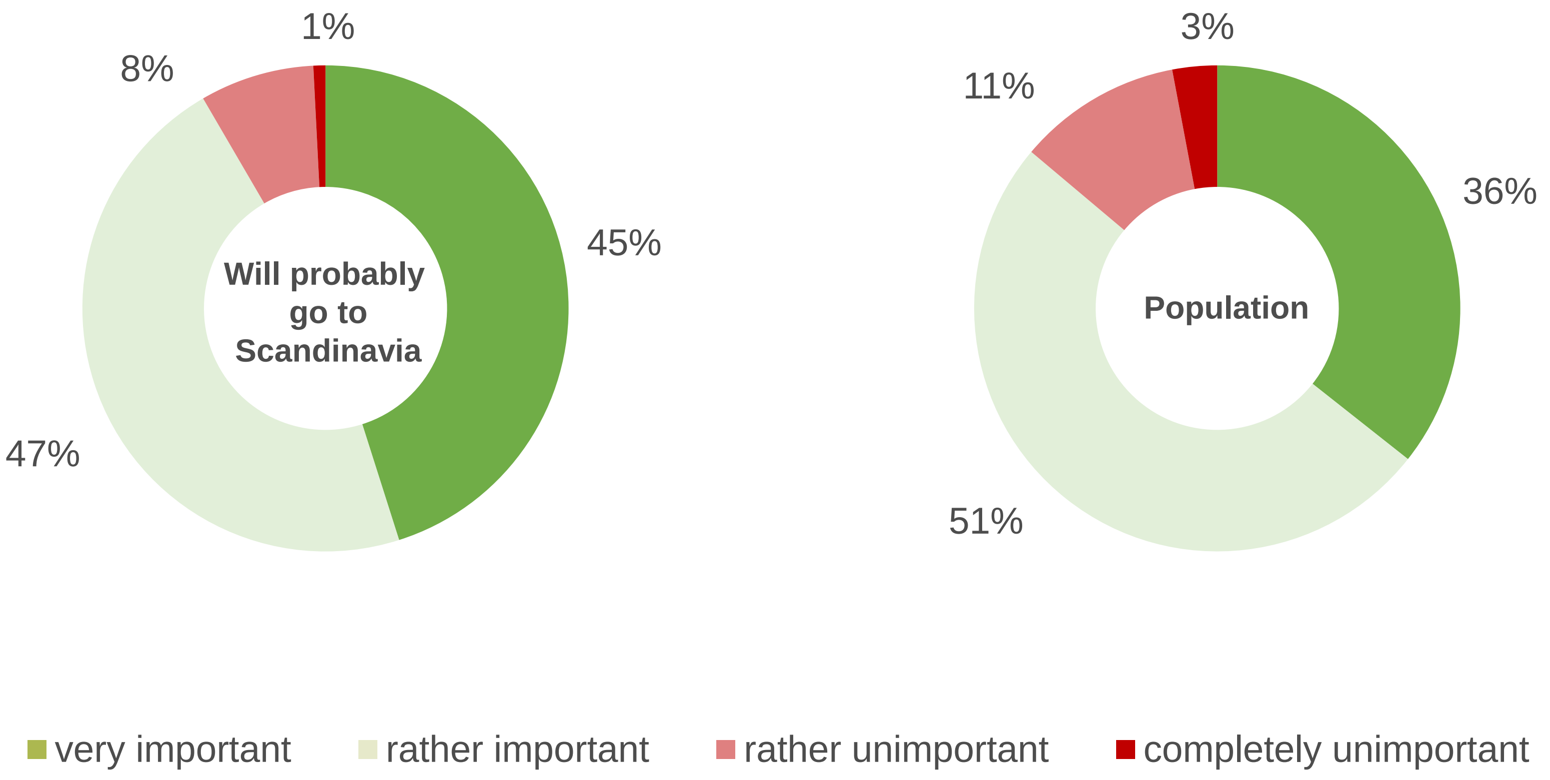
	14-29 years	30-44 years	45-59 years	60+ years
Very important	29%	34%	39%	40%
Rather important	55%	52%	49%	47%
rather unimportant	14%	12%	9%	10%
Competely unimportant	3%	2%	3%	3%

- For 36% of the population it is particularly important to experience nature on holiday, for 51% rather important, for 11% rather unimportant and for 3% completely unimportant.
- The relevance of experiencing nature differs somewhat in different age groups: 29% of young people and young adults (14 to 29 years), but 40% of senior citizens (60 years+), describe nature experiences as particularly important for their holidays.
- There are also some differences in the answers given by women and men.

Question: "How important is it for you, personally, to experience nature on holiday?"
Basis: German-speaking population 14 to 75 living in Germany (n=2,530 or 63.0 million), in%
RA 2019 *online*

For prospective Scandinavia-guests, experiencing nature has a higher relevance than for the population

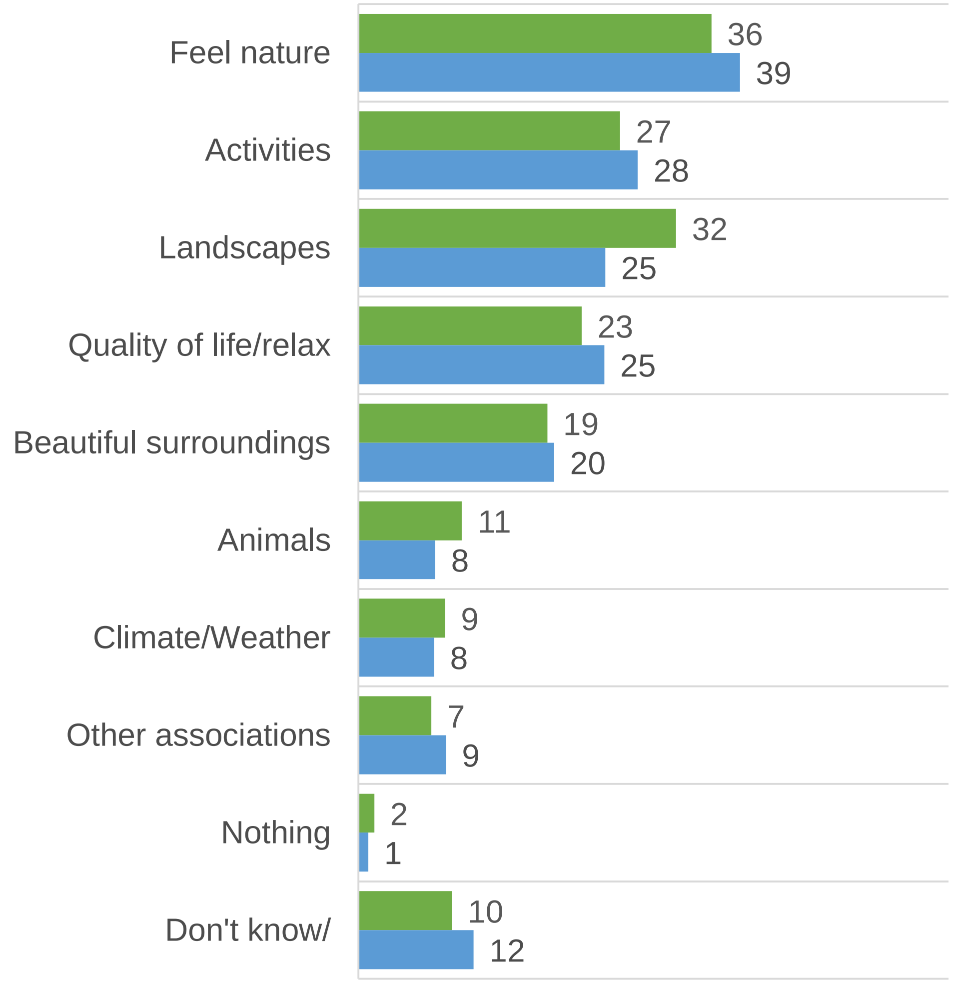
"To experience nature on holiday, is for me personally ..."



- For 45% of the people interested to travel to Scandinavia in the next 12 months, it is particularly important to experience nature on holiday, for 47% rather important, for 8% rather unimportant and for 1% completely unimportant.

Question: "How important is it for you personally to experience nature on holiday?" (single mention)
Basis: German-speaking people 14 to 75 living in Germany who want to make a holiday trip to Scandinavia (Denmark, Norway, Sweden or Finland) within next 12 months (n = 329 resp. 8.19 million) vs. German-speaking population 14 to 75 living in Germany (n = 2,530 resp. 63.02 million), in%
RA 2019 *online*

Experiencing nature - conceptual understanding:
to feel nature, activities, landscapes and recovery



Being outdoors and discovering nature/plants, with all senses, untouched nature

Hiking, walking (with dog), bicycling, going by boat excursions, fishing, eating outside

Waters, sea, beach, shore, lakes, rivers, waves, forest, mountains/hills

Quiet/no noise/silence, relax/recover, switch off, enjoy, little people

Beautiful landscape, away from the city, no concrete, green areas, nature parcs

Observing animals, animal sounds

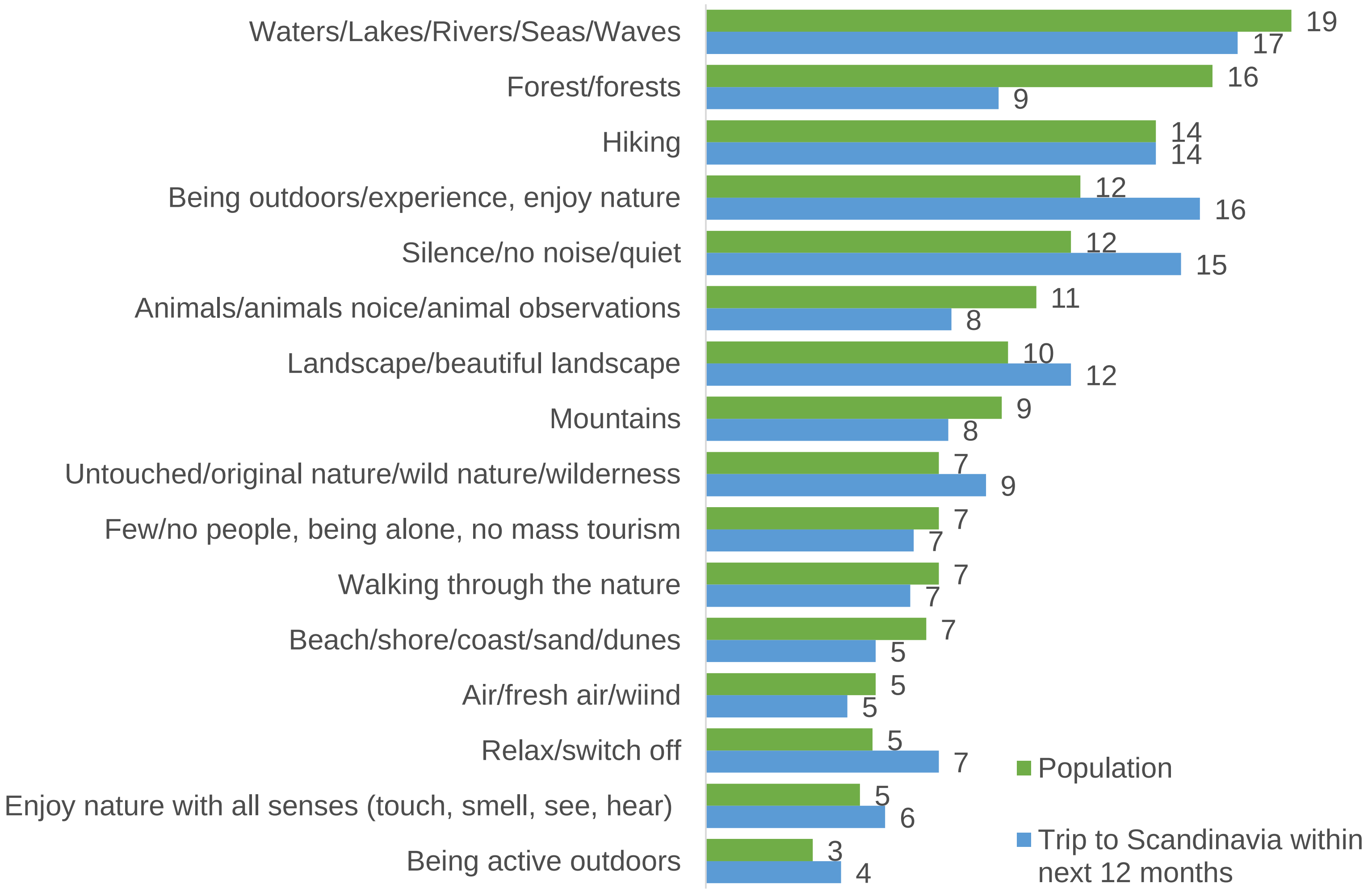
Good/fresh/clean air, sun, good weather, wind

Splendid colours, lots of green, discover new things

- In an open question, we have asked what the population in Germany understands by “nature experiences".
- Looking at the results by category, we see that the top aspect is a quite general “feeling nature” (36%).
- Second place goes to landscapes with 32%.
- 27% associate it with certain outdoor activities such as hiking, cycling or eating outdoors.
- For 23%, nature experiences are equated with quality of life and relaxation.
- The figures for the people interested to travel to Scandinavia are quite similar to the population.

Question: "When you hear the term ‘experiencing nature‘, what do you personally mean by it? Please give me all the details you can think of." (open answers, summarized by category)
Basis: German-speaking population 14 to 75 years, with interest in experiencing nature on holiday (n=2,179; 54,3 million) resp. the subgroup of those who want to spend a holiday within Scandinavia within the next 12 months (n=301; 7,5 million); in %; RA 2019 *online*

Experiencing nature - conceptual understanding:
Being close to waters/outdoors, silence and hiking



- Looking at the results of the same question by individual responses we see the following results.
- Water, in its various natural forms (lake, river, sea, etc.), is at the top with a share of 19%
- It is followed by forest (16%) and hiking (14%).
- A further 12% of the population think that when it comes to experiencing nature, it is above all being outdoors or being quiet.
- The figures for the people interested to travel to Scandinavia are quite similar to the population, but some distinctions regarding a good holiday product for them can already be made.

Question: "When you hear the term ‘experiencing nature‘, what do you personally mean by it? Please give me all the details you can think of." (open answer, top15 of responses are shown)
Basis: German-speaking population 14 to 75 years, with interest in experiencing nature on holiday (n=2,179; 54,3 million) resp. the subgroup of those who want to spend a holiday within Scandinavia within the next 12 months (n=301; 7,5 million); in %; RA 2019 *online*

Overview on nature holiday

Population: 70.5 million (100%)

holiday motive “experiencing nature“ especially important: 31.4m (45%)

Nature holiday interest 2019-2021:
21.0 million (30%), of which: 11.3 million (54%) „almost definitely" and 9.8 million (46%) "generally considere"

Nature holiday experience 2016-2018:
19.9m (28%)

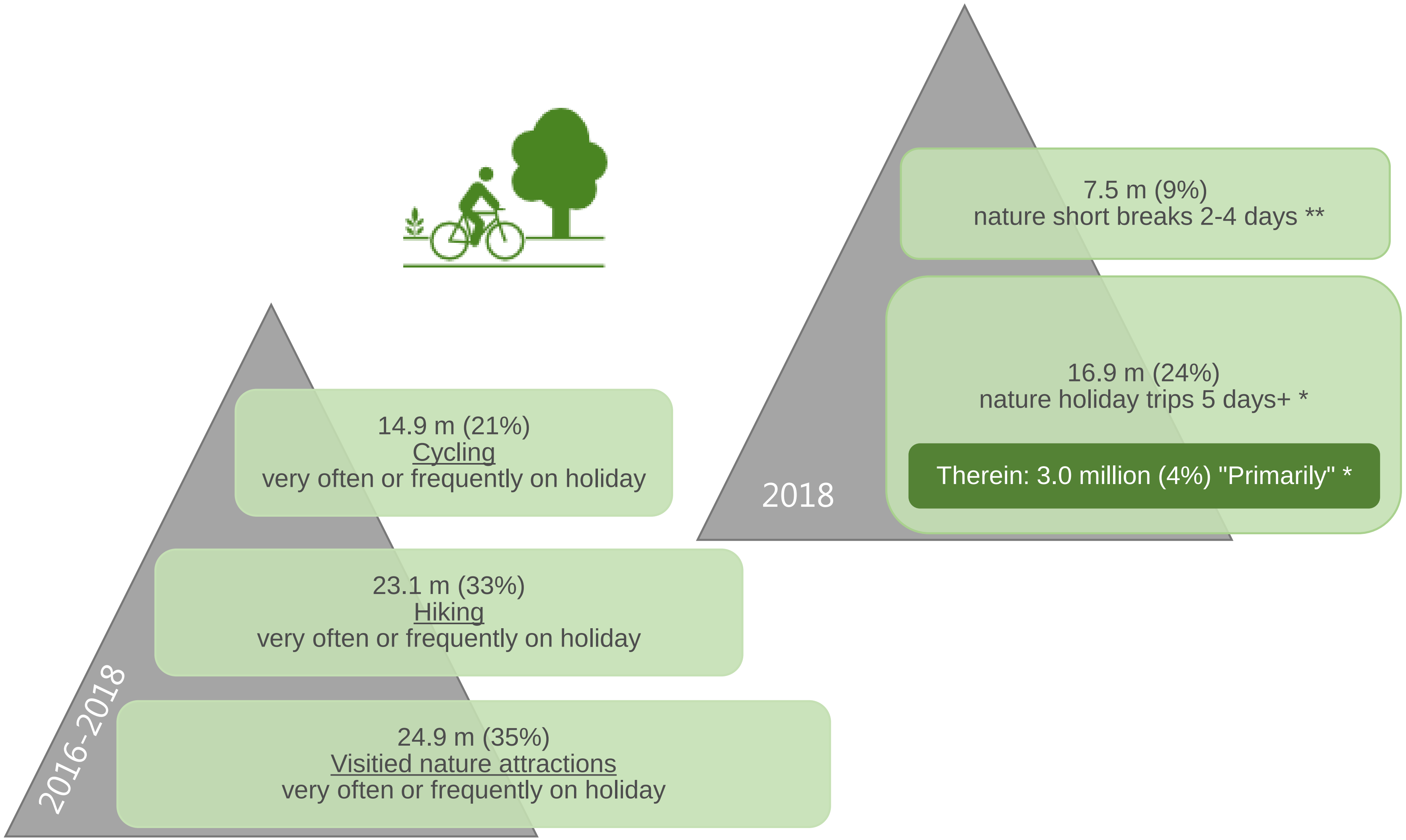
„First and foremost“ nature tourists
2.8 million (4%)

Nature tourists in 2018 (5 days +):
14.0 million (20%)

- » Within the questionnaire of the Reiseanalyse we are looking at the topic of nature and holidays from different perspectives.
- » 45% of the population are considering “experiencing nature” a very important general motive when travelling for holidays.
- » 30% are interested in going on a nature holiday in the next three years, 28% have been on a nature holiday in the last 3 years.
- » 20% have been on a nature holiday of 5+ days in 2018.
- » 4% have been on a nature holiday where the nature was the first and foremost aspect of their holiday.

Basis: German-speaking population is 14 years + (n = 7,733 or 70.5 million)
RA 2019 *face-to-face*

Holiday and nature with the holiday activities and during long holidays and short breaks



- The orientation towards nature on holiday is also reflected in the holiday activities.
- The proportion of those who have frequently or very frequently visited natural attractions during a holiday in the last three years was 35% in January 2019 and has hardly changed in recent years. 33% have been hiking during their holiday and 21% have ridden bicycles.
- 24% of all holiday trips 2018 (5+ days) have been nature holiday trips.
- 9% of all short breaks 2018 (2-4 days) have been nature short breaks.

Based on population over 14 years (n = 7,733 or 70.5 million); RA 2019 *face-to-face*
* Basis: Holiday trips 5 days+ of the population 14 years and older (n = 7,689 or 70.1 million); RA 2019 *face-to-face*
** Basis: Short breaks 2-4 days of population 14 -75 (n = 2,530 or 63.0 million); RA 2019 *online*

30% of the population are interested in a nature holiday in the period 2019-2021 (21.0 million people)

RA ReiseAnalyse

Nature holiday potential:
30% (21.0 m)
of the population (14 years and older) are planning a nature holiday in 2019 to 2021 (“almost definitely“ or “generally considered“)

New potential
26% (5,5 m)
nature holiday potential
without
nature holiday experience
2016-2018

Hard potential
10% (0.5 m)
“almost definitely“

***Soft* potential**
90% (4.9 m)
“generally considered“

Potential repeaters
74% (15,6 m)
nature holiday potential
with
nature holiday experience
2016-2018

Hard potential
69% (10.8 m)
“almost definitely“

***Soft* potential**
31% (4.8 m)
“generally considered“

- Looking at the 30% of the population that are interested in taking a nature holiday in the next three years, we have to possibility to break down this segment into more detail.
- 74% of the 21 million potential nature tourists are “potential repeaters” – this means they have been on a nature holiday in the previous 3 years.
- 69% or almost 11 million of these potential nature holiday repeaters are “hard nature potential”, this means, they are almost definitely considering a nature holiday in the next 3 years.
- This shows that nature tourists are very loyal regarding this form of holiday.

Basis: German-speaking population 4 years + (n = 7,733 or 70.5 million)
RA 2019 *face-to-face*

58% of potential Finland guests express interest in a nature holiday 2019-2021

58% (3.9 m)
of potential Finland guests
are planning a nature holiday in 2019 to 2021 (“almost definitely“ or “generally considered“)

New potential
41% (1.6 m)
nature holiday potential
without
nature holiday experience
2016-2018

Hard potential
***3%* (0.1 m)**
“almost definitely“

***Soft* potential**
97% (1.5 m)
“generally considered“

Potential repeaters
58% (2.3 m)
nature holiday potential
with
nature holiday experience
2016-2018

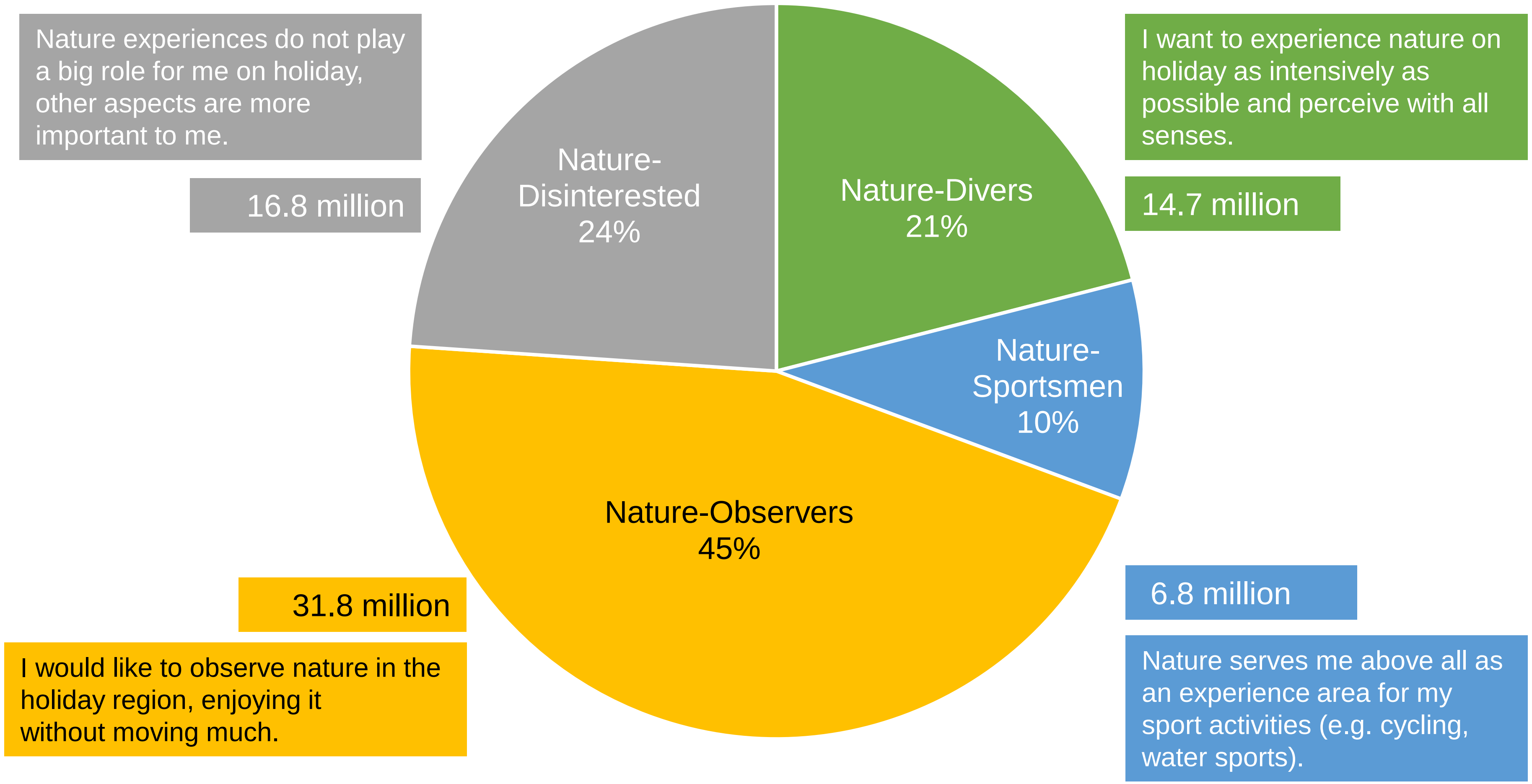
Hard potential
***61%* (1.4 m)**
“almost definitely“

***Soft* potential**
39% (0.9 m)
“generally considered“

- Of all the potential guest of Finland in the years 2019-2021, 58% are considering to spend a nature holiday in the same time.
- 58% of the 3.9 million potential nature tourists to Finland are “potential repeaters” – this means they have been on a nature holiday in the previous 3 years.
- 61% or 1.4 million of these potential nature holiday repeaters to Finland are “hard nature potential”, this means, they are almost definitely considering a nature holiday in the next 3 years.
- They might be a very interesting segment to look at to market Finnish nature holiday products.

Basis: Finland potential 2019-2021 (n = 726; 6.6 million)
RA 2019 *face-to-face*

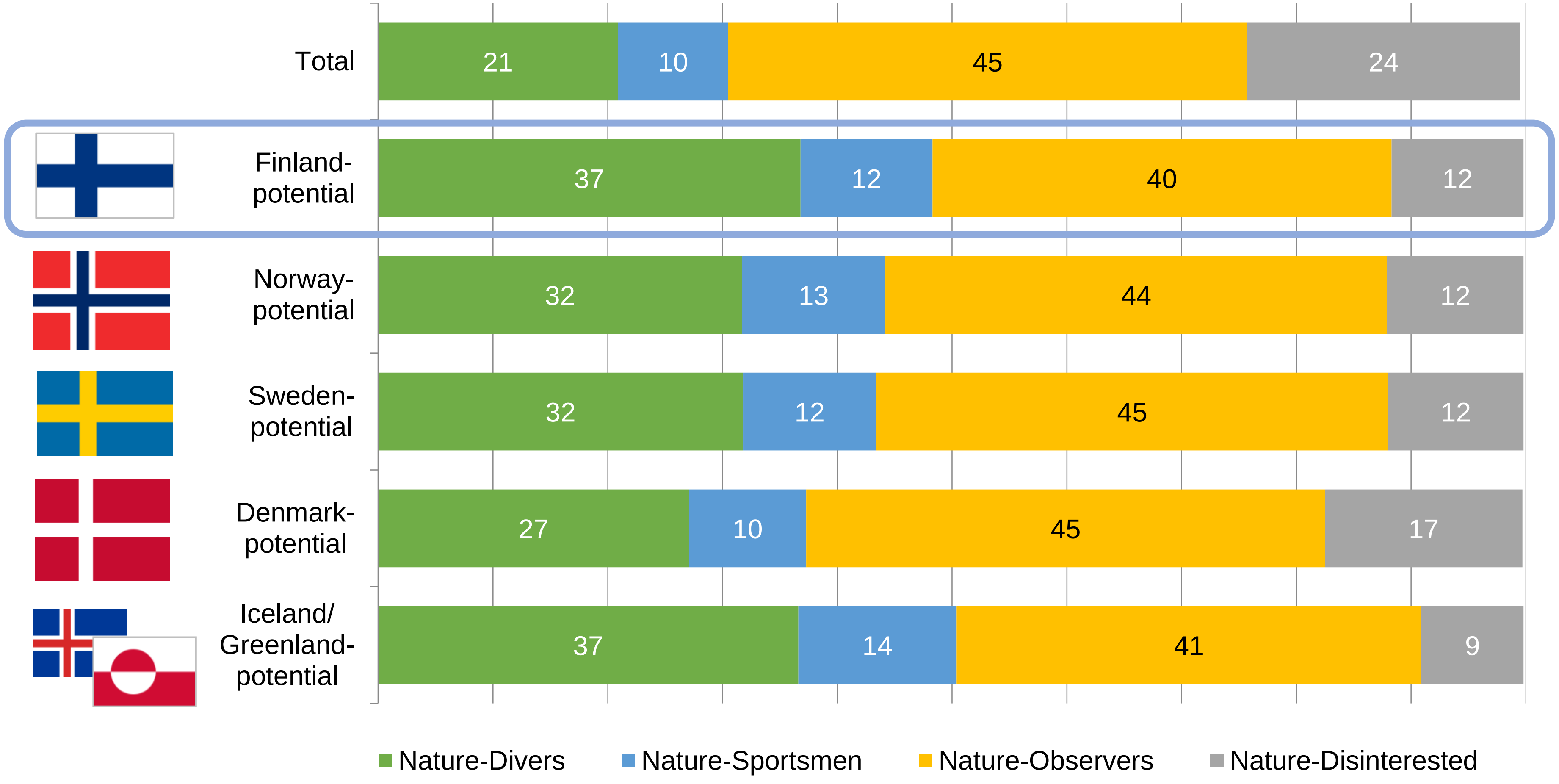
Nature types: 45% nature observers, 21% nature divers, 10% nature sportsmen and 24% nature disinterested



- Based on the question on how intensively the guests want to experience nature, we can define four types of nature experience:
- 21% would like to experience nature as intensively as possible on holiday and feel it with all their senses (‘nature divers’).
- 10% would like to use the nature on holidays particularly for their sporty activities (‘nature sportsmen’).
- 45% of the population would like just to see nature on holiday (‘nature observers’).
- For the remaining 24% of the population, nature experiences on holiday do not play a major role.

Question: "How would you like to experience nature on holiday? Please tell me which of the following statements fits best to you personally."
Basis: German-speaking population is 14 years + (n = 7,733 or 70.5 Million), in%
RA 2019 *face-to-face*

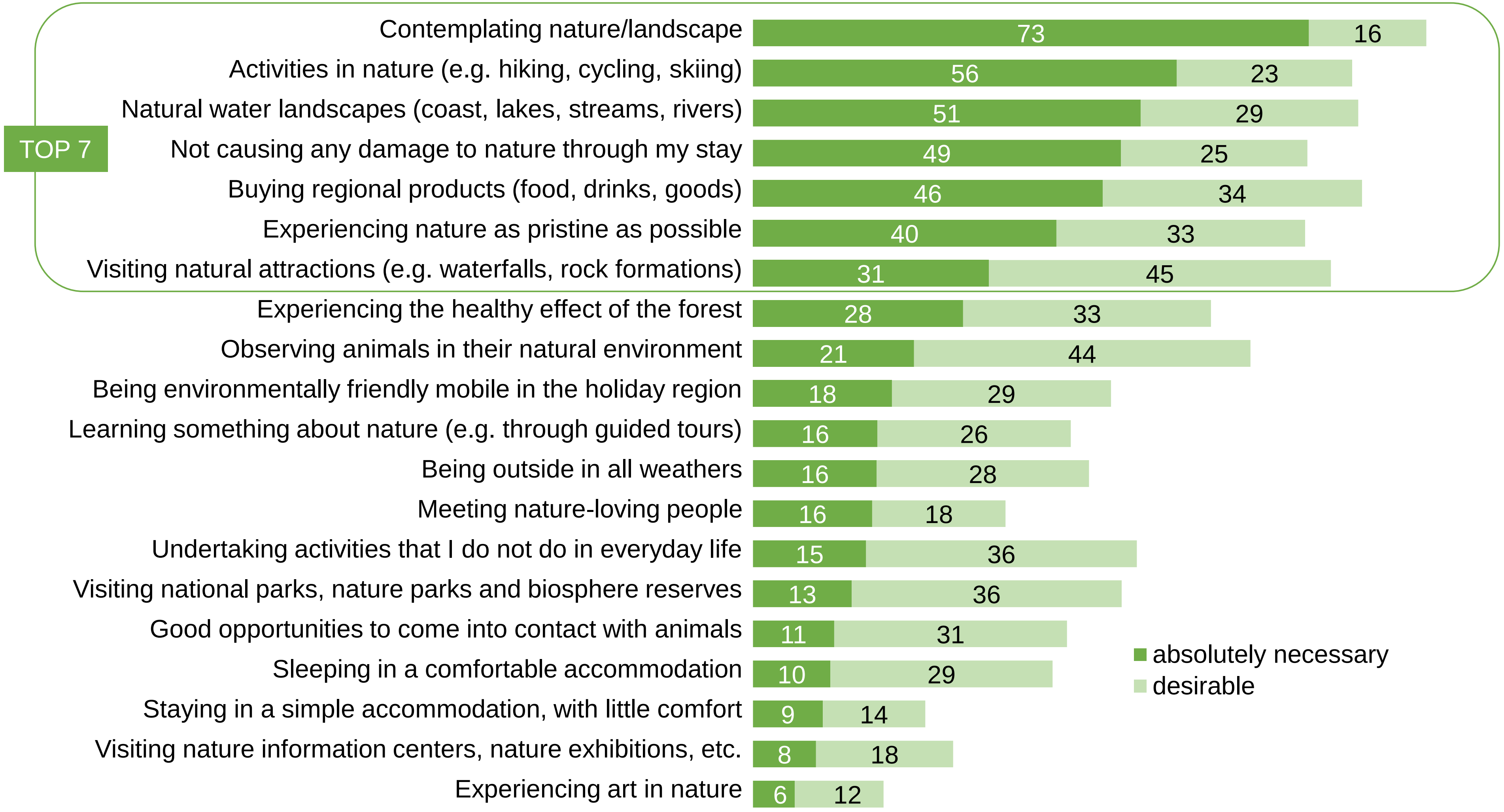
Potential Finland guests: The share of ‘nature divers’ is much higher than in the population and for most of the competitors



- With the potential guest to Finland we find 37% ‘nature divers’, 12% ‘nature sportsmen’ and 40% ‘nature observers’
- This stresses once more the high importance of nature for the positioning of Finland on the German holiday market.
- Especially the ‘nature divers’ seem to be an interesting segment for Finland – the share of them with all potential guest is higher in Finland than in the other Nordic countries, except Iceland/Greenland with the same share.

Question: "How would you like to experience nature on holiday? Please tell me which of the following statements fits best to you personally."
Basis: German-speaking population is 14 years + (n = 7,733 or 70.5 million) and potential guest to Finland and competitors 2019 to 2021, in%
RA 2019 *face-to-face*

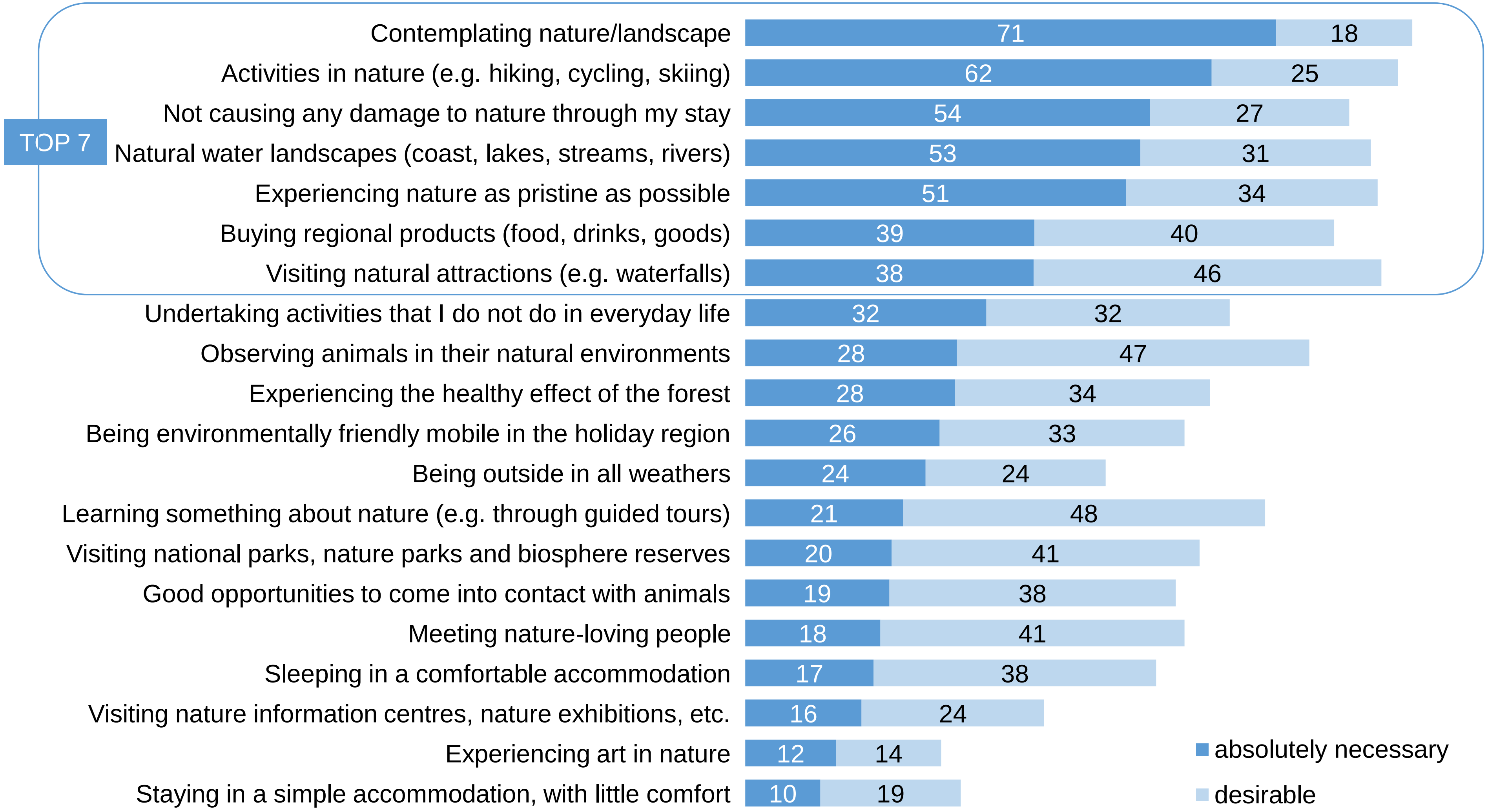
Product expectations concerning nature holidays: Enjoying nature, being in motion, natural waterscapes



- Here, the product requirements for a nature holiday are shown in detail for persons interested to go on a nature holiday 2019-2021 (the 21 million, introduced in chart 57).
- The quite general ‘contemplating nature’ is leading the ranking by quite a distance.
- It is followed by activities in nature, water landscapes, conscious behavior, regional products, the wish for pristine nature and natural attractions.
- On the other hand, art in nature, nature info centers and specific types of accommodation only play a minor role when thinking of the important aspects of a nature holiday.

Question: "Which aspects are absolutely necessary for your nature holiday? And which aspects are desirable, but are not necessary for your nature holiday? (multiple answers possible), in%
Basis: German-speaking persons 14 years generally interested in nature holidays (n = 2,306 or 21.0 million), RA 2019 *face-to-face*

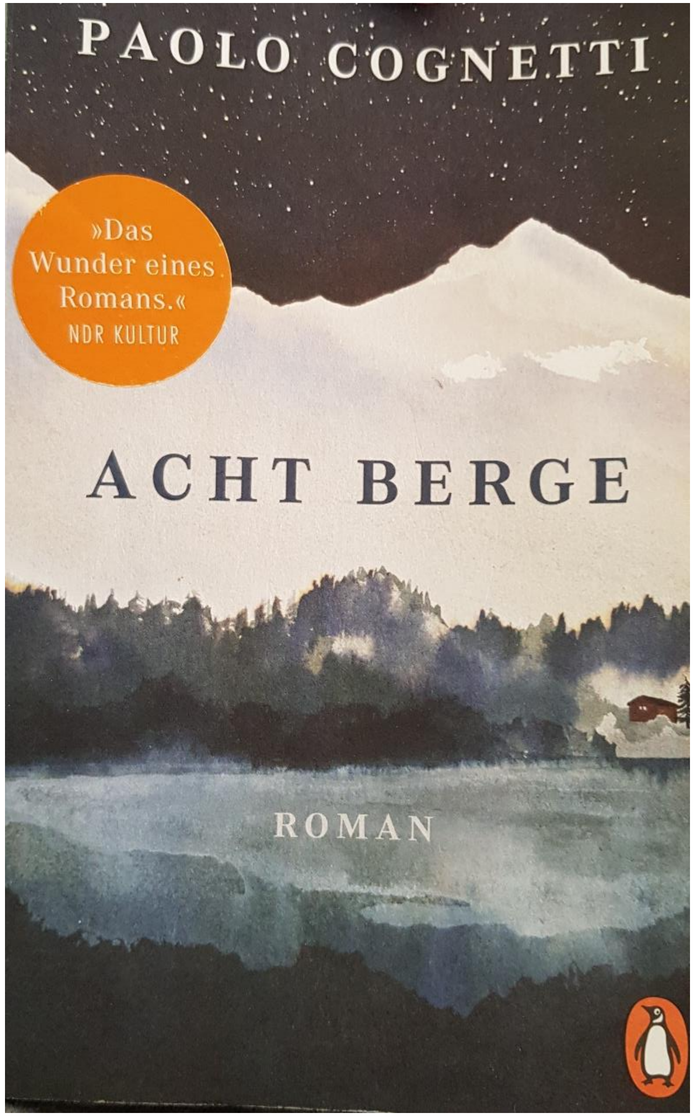
Expectations of Finland potential concerning nature holidays: Ranking is similar to the population

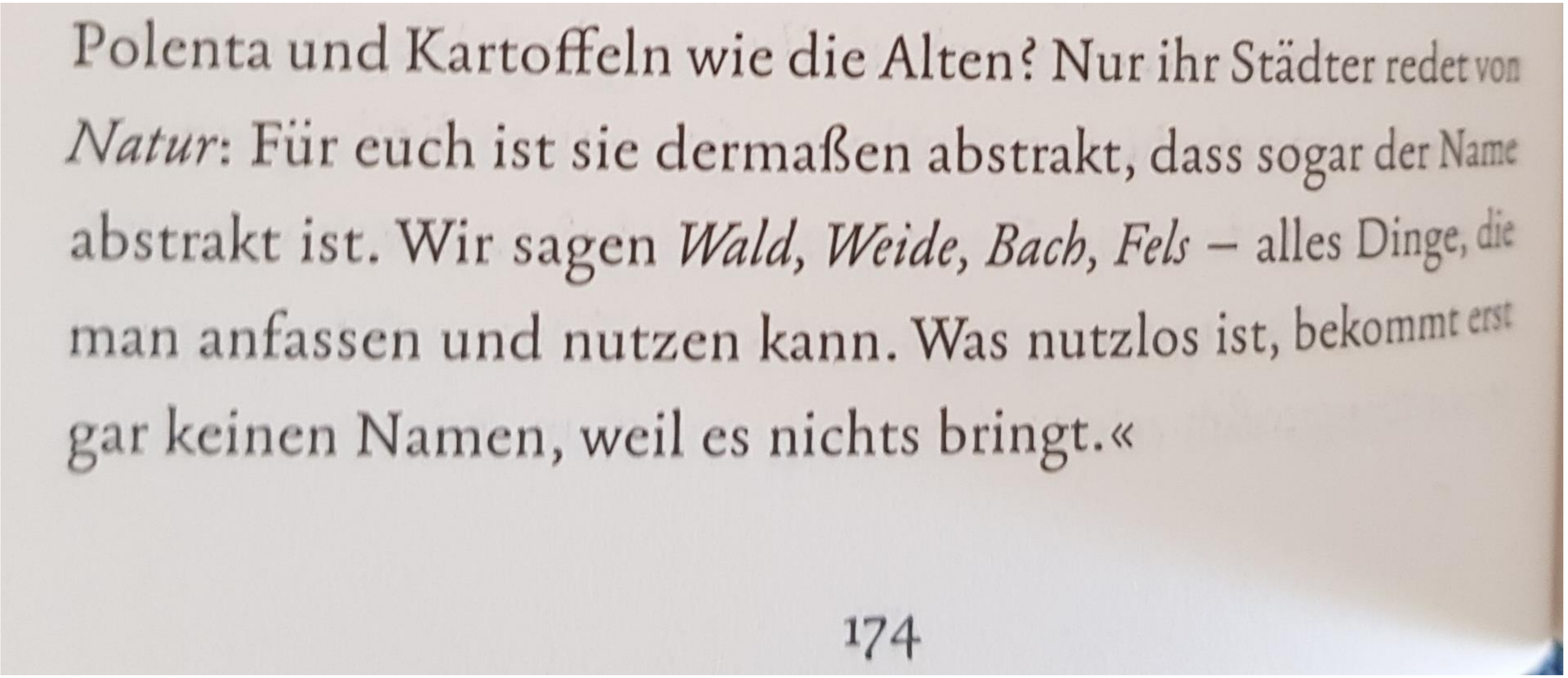


- Here, the product requirements for a nature holiday are shown in detail for persons interested to go to Finland and on a nature holiday 2019-2021 (the 21 million, introduced in chart 57).
- The ranking is similar to that of all potential nature tourists on the previous slide.
- Of higher importance for the potential Finland guests are ‘special activities like canoeing, dog sledding, climbing’ (+16 %-points ‘absolutely necessary’), contact with animals (+9), being outside in all weathers (+8), visiting natural parks (+8).
- These and other aspects, e.g. ‘water landscapes’ can be used for further segmentation of the nature travelers.

Question: "Which aspects are absolutely necessary for your nature holiday? And which aspects are desirable, but are not necessary for your nature holiday? (multiple answers possible), in%
Basis: Potential Finland guests 2019-2021 (total), with interest in nature holidays (n = 424; 3,9 million), in%; RA 2019 *face-to-face*

… make nature “experienceable”





Polenta und Kartoffeln wie die Alten? Nur ihr Städter redet von *Natur*: Für euch ist sie dermaßen abstrakt, dass sogar der Name abstrakt ist. Wir sagen *Wald*, *Weide*, *Bach*, *Fels* – alles Dinge, die man anfassen und nutzen kann. Was nutzlos ist, bekommt erst gar keinen Namen, weil es nichts bringt.«

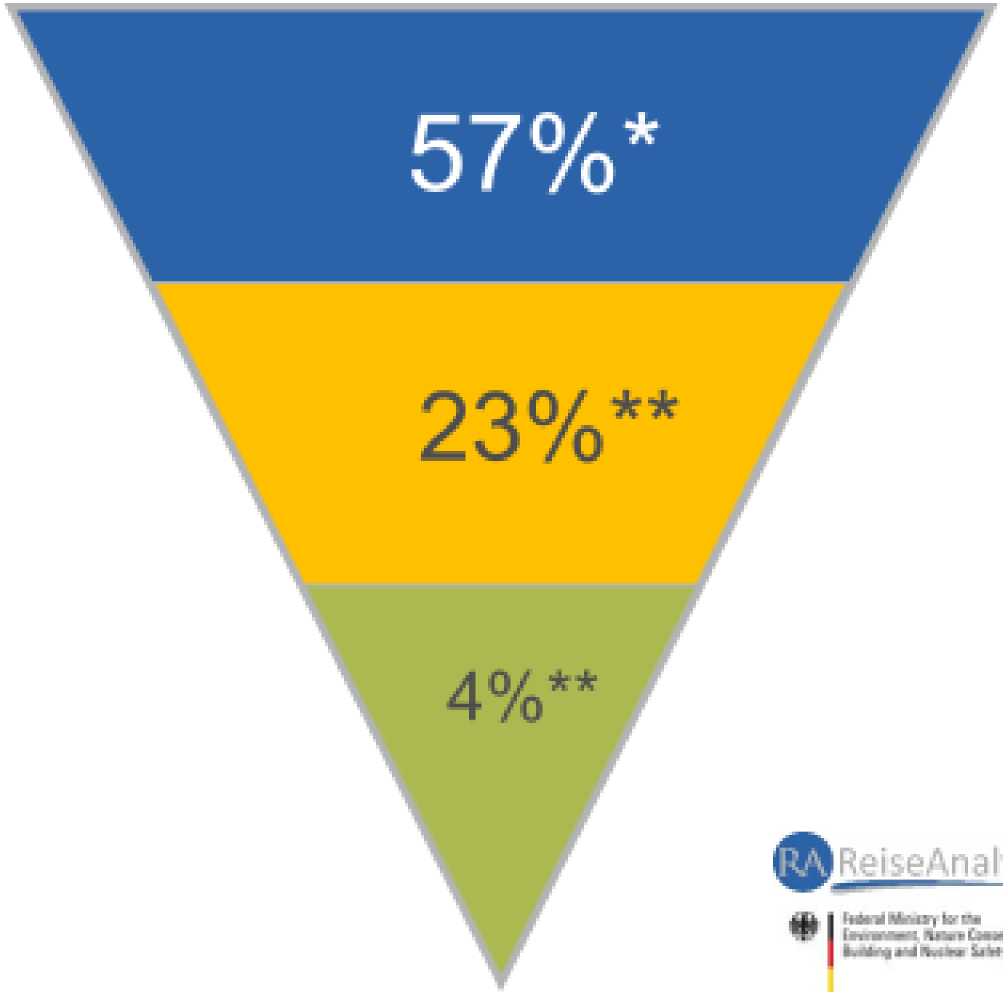
174

To learn 6:
Nature on holidays – findings for Finland

- <u>Relevance of nature experiences during holidays</u>: For 45% of the people interested to travel to Scandinavia in the next 12 months, it is particularly important to experience nature on holiday, for 47% rather important, for 8% rather unimportant and for 1% completely unimportant.
- <u>Conceptual understanding of nature experiences</u>: Water, in its various natural forms (lake, river, sea, etc.), is at the top, followed by forest and hiking. Then comes being outdoors or being quiet/silent.
- <u>Key volume figures about nature and holidays</u>: 45% of the population are considering “experiencing nature” a very important general motive when travelling for holidays. 30% are interested in going on a nature holiday in the next three years, 28% have been on a nature holiday in the last 3 years. 20% have been on a nature holiday of 5+ days in 2018. 4% have been on a nature holiday where the nature was the first and foremost aspect of their holiday.
- 58% (3.9 million) of all the potential guest of Finland in the years 2019-2021 are considering to spend a nature holiday in the same time.
- <u>Nature experience types</u>: With the potential guest to Finland we find 37% ‘nature divers’, 12% ‘nature sportsmen’ and 40% ‘nature observers’ → This stresses once more the high importance of nature for the positioning of Finland on the German holiday market. Especially the ‘nature divers’ seem to be an interesting segment for Finland – the share of them with all potential guest is higher in Finland than in the other Nordic countries, except Iceland/Greenland with the same share.
- <u>Nature holiday product requirements</u>: The quite general ‘contemplating nature’ is leading the ranking by quite a distance. It is followed by activities in nature, water landscapes, conscious behavior, regional products, the wish for pristine nature and natural attractions
- Of higher importance for the potential Finland guests are ‘special activities like canoeing, dog sledding, climbing’ (+16 %-points ‘absolutely necessary’), contact with animals (+9), being outside in all weathers (+8), visiting natural parks (+8). These and other aspects, e.g. ‘water landscapes’ can be used for further segmentation of the nature travelers.

7. Sustainable travel – the consumers' view

Tourism and sustainability: The travellers' mindset in Germany



My holiday should be as socially compatible, resource-saving and/or environmentally friendly as possible.

Sustainability was - among other things - one aspect in the planning of the trip.

Sustainability has been the deciding factor in the choice between otherwise equal offers.

ReiseAnalyse

Federal Ministry for the Environment, Nature Conservation, Building and Nuclear Safety

*Holiday travellers (5+ days) in the German-speaking population aged 14+ years, value for "is absolutely true" and "is true";
** Holiday trips 2018 (5+ days) of the German-speaking population aged 14+ years
Source: Reiseanalyse 2019

In Germany many want sustainable tourism, only few act accordingly

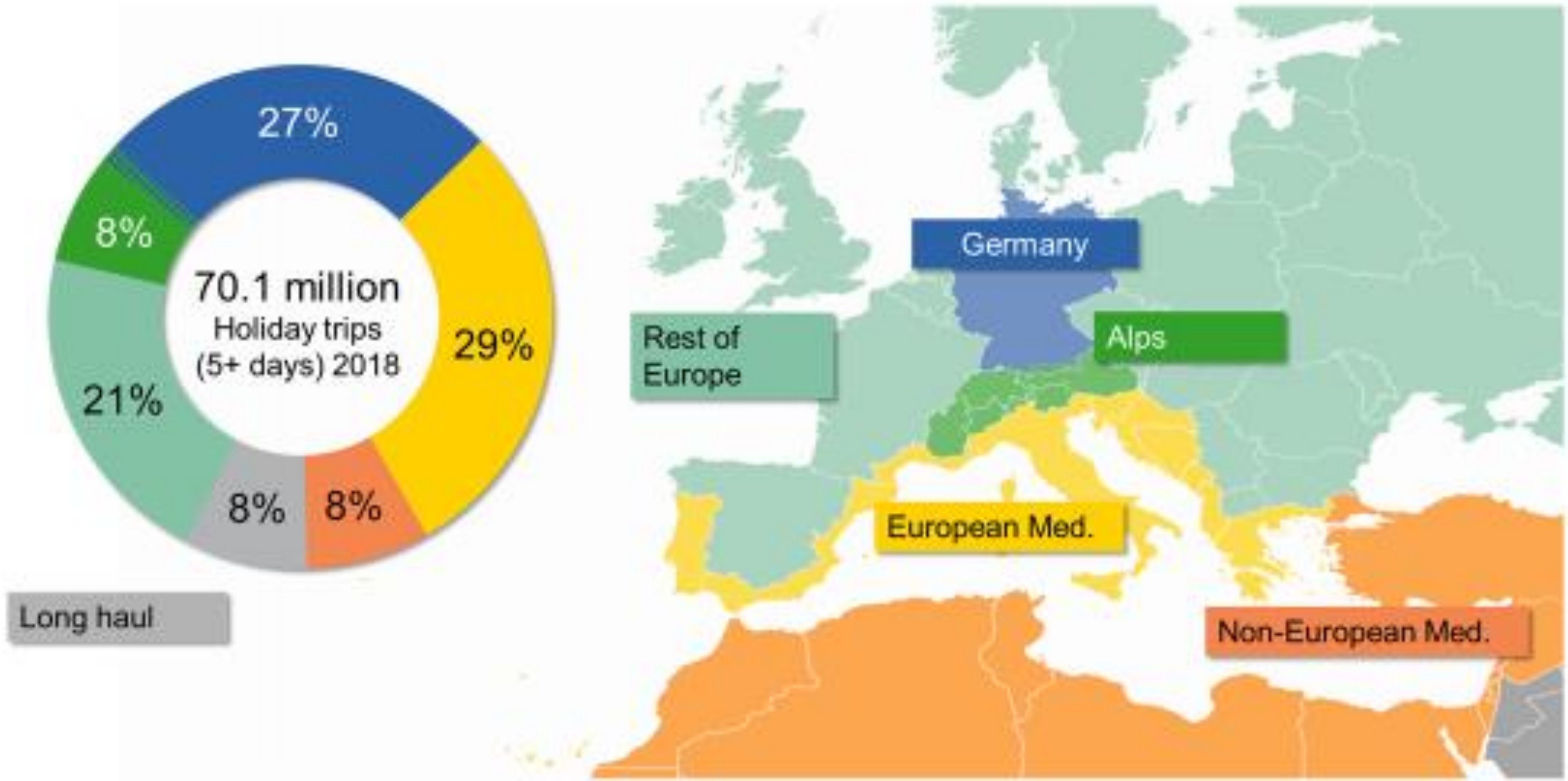
CIVITAS DESTINATIONS

2% consider "environmental/sustainability aspects" to be most important when deciding for the MoT of their main holiday trip 2018. 21% consider these aspects as "of some importance".

2% have been offsetting the carbon emissions of their air travel in 2018.

ReiseAnalyse Holiday trips 2018 (5+ days) of the German-speaking population aged 14+ years; Source: Reiseanalyse 2019

Tourism and sustainability:
No changes in German tourism mobility, so far



ReiseAnalyse Holiday trips 2018 (5+ days) of the German-speaking population aged 14+ years; Source: Reiseanalyse 2019

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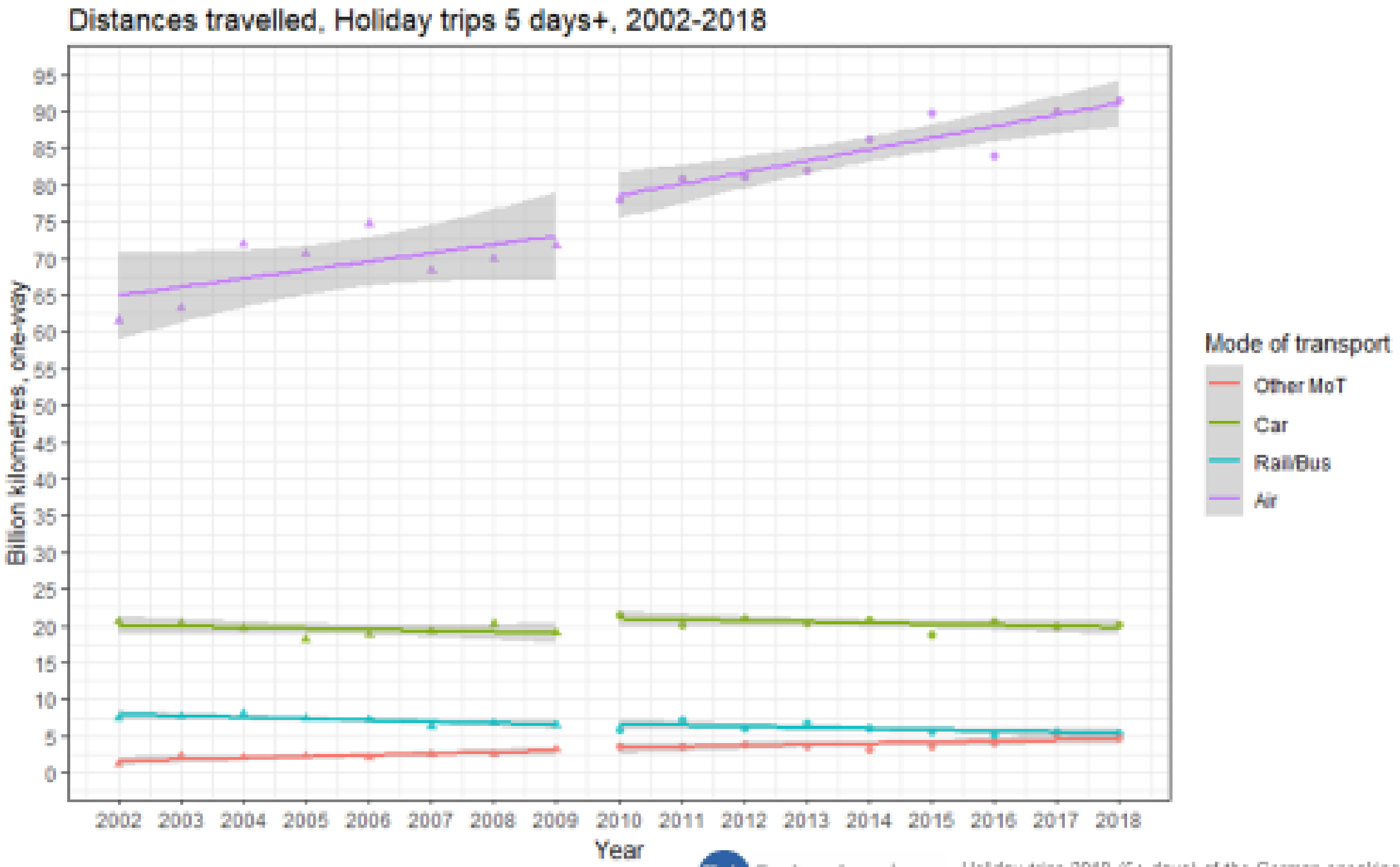
Tourism and sustainability: Tourism mobility in Germany is heading in the wrong direction

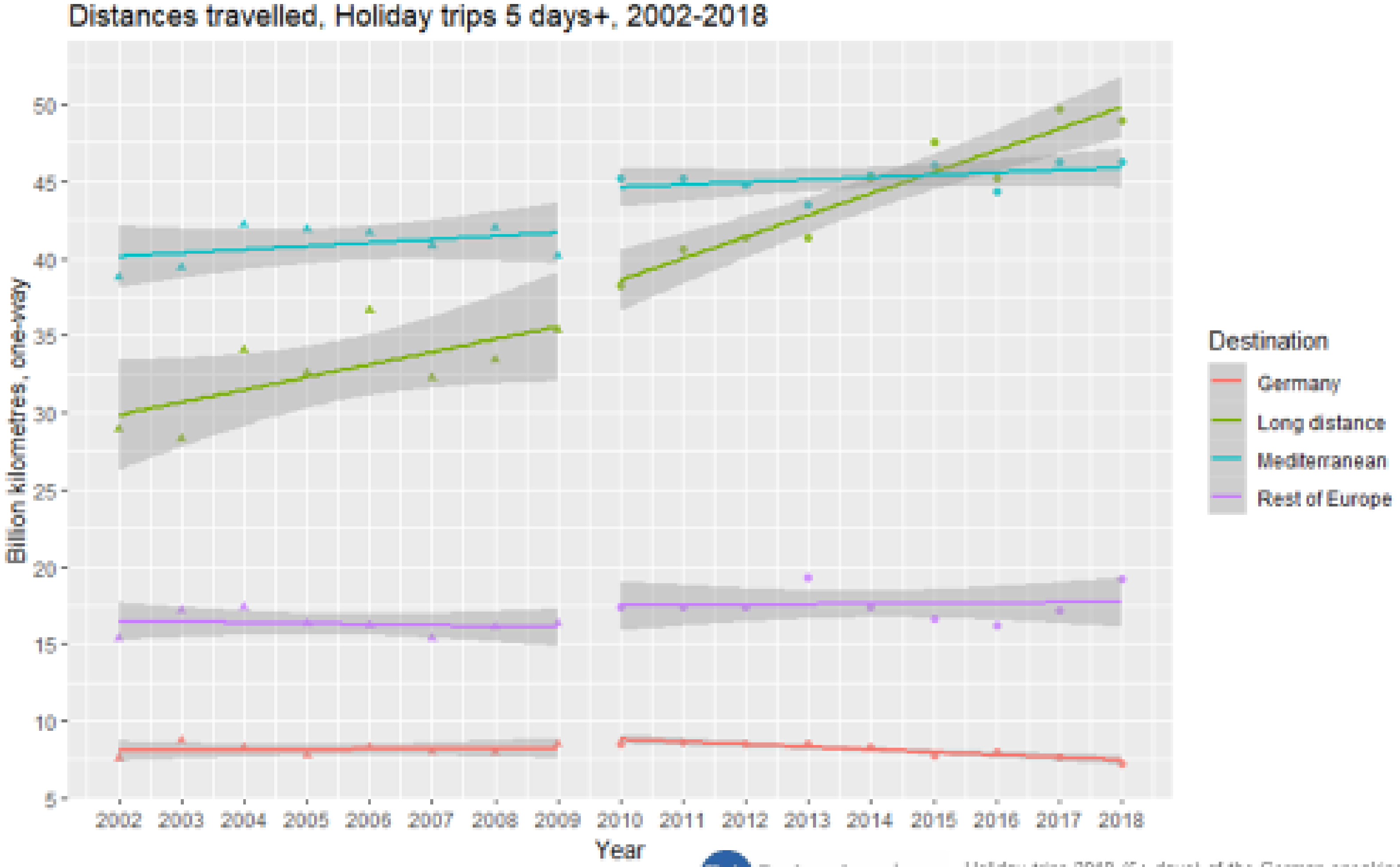


ReiseAnalyse Holiday trips 2018 (5+ days) of the German-speaking population aged 14+ years; Source: Reiseanalyse 2019

Tourism and sustainability: Tourism mobility in Germany is heading in the wrong direction

2020 CIVITAS
Cleaner and better transport in cities
DESTINATIONS

Analyse



ReiseAnalyse Holiday trips 2018 (5+ days) of the German-speaking population aged 14+ years; Source: Reiseanalyse 2019

Sustainable attitude of potential guest to Finland

Holiday trips (more than 5 days duration)

Yes 6041

RA2019	**total**	**Finland** Next 3 years: interest (total)	
	%	%	index
number of interviews	6041 100%	639 11%	
projection (mn)	55.03	5.82	
Top Boxes (1 + 2)			
My holiday should be as ecologically sound as possible, be resource saving and environmentally friendly.	43.0	50.6	118
My holiday should be as socially acceptable as possible (i.e. fair working conditions for staff and respect for the local population).	52.0	61.7	119
Sustainable			
Eco OR Social	57.1	65.9	115

Destination experience types within the potential guests to Finland

Holiday trips (more than 5 days duration)
Yes 6016

RA2018	total	Finland	
		Next 3 years: interest (total)	
	%	%	index
number of interviews	6016 100%	493 8%	
projection (mn)	54.08	4.43	
Destination experience			
I like immersing myself as deeply as possible in local life at the holiday destination, e.g. temporarily living like a local.	12.4	15.7	126
I like to get to know and experience local life in the holiday resort.	48.1	56.2	117
I like observing local life in the resort, but not participate myself.	24.8	19.9	80
I'm not so interested in local life in the holiday resort. Other aspects are more important to me.	13.6	7.9	58
No answer	1.1	0.4	34

Destination experience wishes within the potential guests to Finland

Holiday trips (more than 5 days duration)
Yes 6016

RA2018	total	Finland – Next 3 years: interest (total)	
	%	%	index
number of interviews	6016 100%	493 8%	
projection (mn)	54.08	4.43	
Future holidays			
Good weather	74.5	78.0	105
Scenery/view	67.6	77.5	115
Regional food and beverages	66.3	71.5	108
Atmosphere at the holiday destination	63.8	74.1	116
Visit typical cafés and restaurants	57.3	68.3	119
Time for myself	48.9	67.9	139
Sightseeing	46.8	59.4	127
Get immersed in life at the holiday destination	41.6	56.9	137
Chatting with locals	35.3	49.6	141
Getting to know the local tradition and lifestyle	34.1	52.7	154
Shopping at the market/directly from the producer/manufacturer	33.2	44.8	135
Townscape	28.3	44.1	156
Cultural events	24.3	34.6	143
Own sports activities	18.6	29.5	159
Communicating with the landlord, tour guide, hotel staff etc.	14.8	25.5	173
Traditional crafts	13.1	20.0	153
Typical means of transport	7.9	17.6	224
Sports events	4.6	10.2	221
Spiritual experiences	4.3	8.9	208
None of the above	2.3	1.8	77

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