



Saksan markkinakatsaus – webinaari

German market outlook – webinar

03.11.2025

Agenda

15.00-15.45 EET/ recorded

15.00 Welcome, Heli Saari

15.05 Market outlook, Jyrki Oksanen

15.20 PR & visibility of Finland, Jyrki Oksanen

15.30 Market activities 2026, Heli Saari

Team Germany

Berlin

Jyrki Oksanen

Ulla Hempel

Finland

Heli Saari



PLANNING FOR 2026

Visit Finland Focus 2026



PROJECTS
**Eastern Finland
&
Food**

AWARENESS BUILDING, AWARENESS BUILDING, AWARENESS BUILDING



THEMES

Happiness

Culture: e.g. Sauna and
Kalevala

Finnish Food

WE PRIORITIZE OUR
ACTIVITIES IN

Snow Free Season

ELEVATED ACTIONS IN

Business Events

SECTOR

Top traveller segments



Nature lover

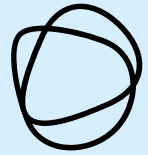
Why this segment: Main motive to travel to Finland is nature, over 90 % of Germans put it first.
Products: Touring, winter holidays, potentially resort holidays
Sales channels: Tour operators, OTA, carriers

Lifestyle traveller

Why this segment: Wellness-nature-culture combination
Products: Winter holidays, short holidays, resort holidays
Sales channels: Tour operators, OTA

Outdoor explorer

Why this segment: Outdoor explorer is our strong segment with very independent guests
Products: Hiking, biking, canoeing, long winter tours with husky
Sales channels: Scandinavia specialists, directly at carriers



Visit Finland

Germany – Market Insights

October 2025

Market Situation in Germany

Geopolitical instability, tariffs, 15 years slow economic growth BUT...

- But Germans love to travel! “Die schönste Zeit des Jahres”
- According to studies, travel remains **stable** at 70 million long holidays each year
- German expenditure is ca. 80 billion Euros annually
- 40 billion Euro organized travel + 7 % and self organized + 4 % in 2024: this makes them on par with each other
- German international travel expenditure in 2024 is **up** 35 % from 2019 and will double until 2034
- The everyday life is harder for consumers: need to relax grows. Big **opportunity** for Nordics!
- **AI** brings a massive disruption to travel distribution: Chat GBT has opened first integrated travel shops
- Airlines suffer at high taxes and cost in Germany and sustainability regulations at EU

Market Situation in Germany

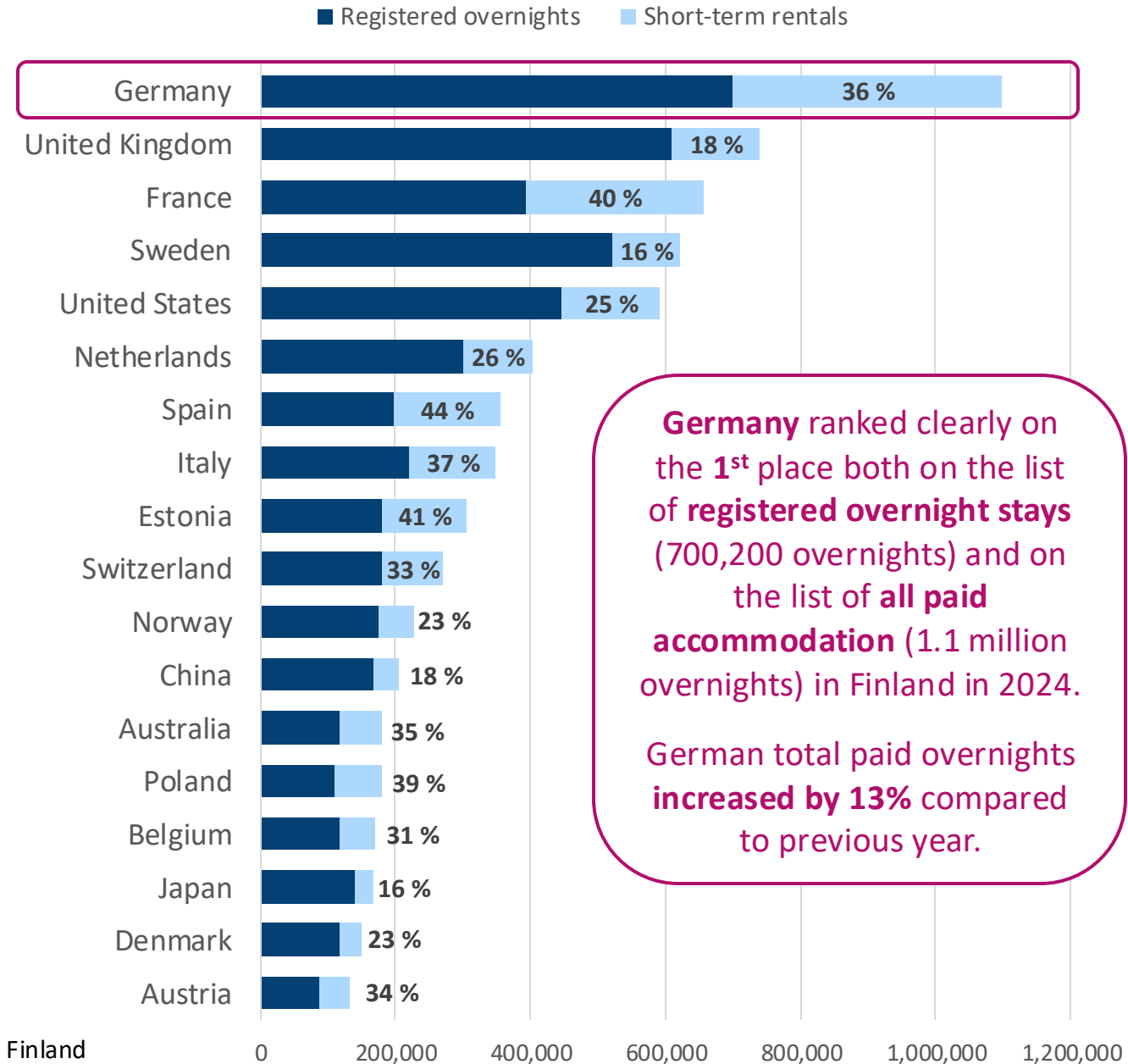
Big picture for Finland

- **Germany is Finland's number one leisure source market with 1.1 million overnights in Finland**
- **400-million-euro income** in Finland, 500 million already 2025?
- German market has **10 x higher potential than what we can convert** into visitors according to Reiseanalyse 2024
- Germans travel to Finland in **all seasons and to all regions**
- Germans are interested in nature and culture in Finland
- Finland is known in the area and has a positive image as one of the Nordic countries
- Finland is not too far for overland accessibility and has a **direct ferry connection** Travemünde-Helsinki daily
- Germany also has **most flights** to Finland from any market: over 1 million seats in a year, 11 % of all accessibility to Finland
- German market also opens Austria and Switzerland with a total of over 100 million consumers

Registered and short-term rentals overnights in Finland Year 2024

- In 2024, foreign overnights in short-term rentals added up to **2.7 million**, with a **growth rate of 33%** compared to 2023. Thus, the **total number of foreign paid overnights** was over **9.1 million** in 2024 which was **17% more** than in 2023.
- **The share of foreign overnights in short-term rentals** was already **30% in 2024**, while the share was 26% in 2023 and 21% in 2019.
- **Spanish, Estonian, and French** visitors were the most active users of short-term rentals.
- **Lowest shares** of short-term rentals were for visitors coming from **Sweden, Japan, UK, and China**.

Registered and short-term rentals overnights in Finland - 2024



German Vacation Travel to Finland during Summer & Winter

- Vacation travel from Germany to Finland **increased by 10%** in the **summer season**, and **by 11%** in the **winter season** of 2025. **Total spend** increased even more, by **20% in summer** and **by 43% in winter** compared to previous year.

Summer season 2025 – German vacation travelers

Trips	Spending	Spend/trip	Spend/day	Median length of stay	CO2 efficiency
105K	84M€	799€	92€	5 nights	2.0
YoY change					
+10%	+20%	+9%	-14%	+2 nights	+0.2

- Data from both summer and winter seasons indicate that German vacationer's **median length of stay** was **5 nights** during both seasons. **Spend per trip** and **per day** were clearly **higher in winter** than in summer season.

Winter season 2024-2025 – German vacation travelers

Trips	Spending	Spend/trip	Spend/day	Median length of stay	CO2 efficiency
76K	99M€	1,313€	192€	5 nights	1.9
YoY change					
+11%	+43%	+29%	+21%	-	+0.3

Market Development Winter

- Volume and income **strong growth**
- Helsinki and Lapland lead the development
- Other areas also positive development
- “**Overland**” also growing strong, not only flight-based travel.

Winter season 2024-2025 – German vacation travelers

Trips	Spending	Spend/trip	Spend/day	Median length of stay	CO2 efficiency
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Market Development Summer

- **Strong** development in the summer
- August main season
- Seasonality challenge in Finland with **availability**
- **Regional** awareness needs attention

Summer season 2025 – German vacation travelers

Trips	Spending	Spend/trip	Spend/day	Median length of stay	CO2 efficiency
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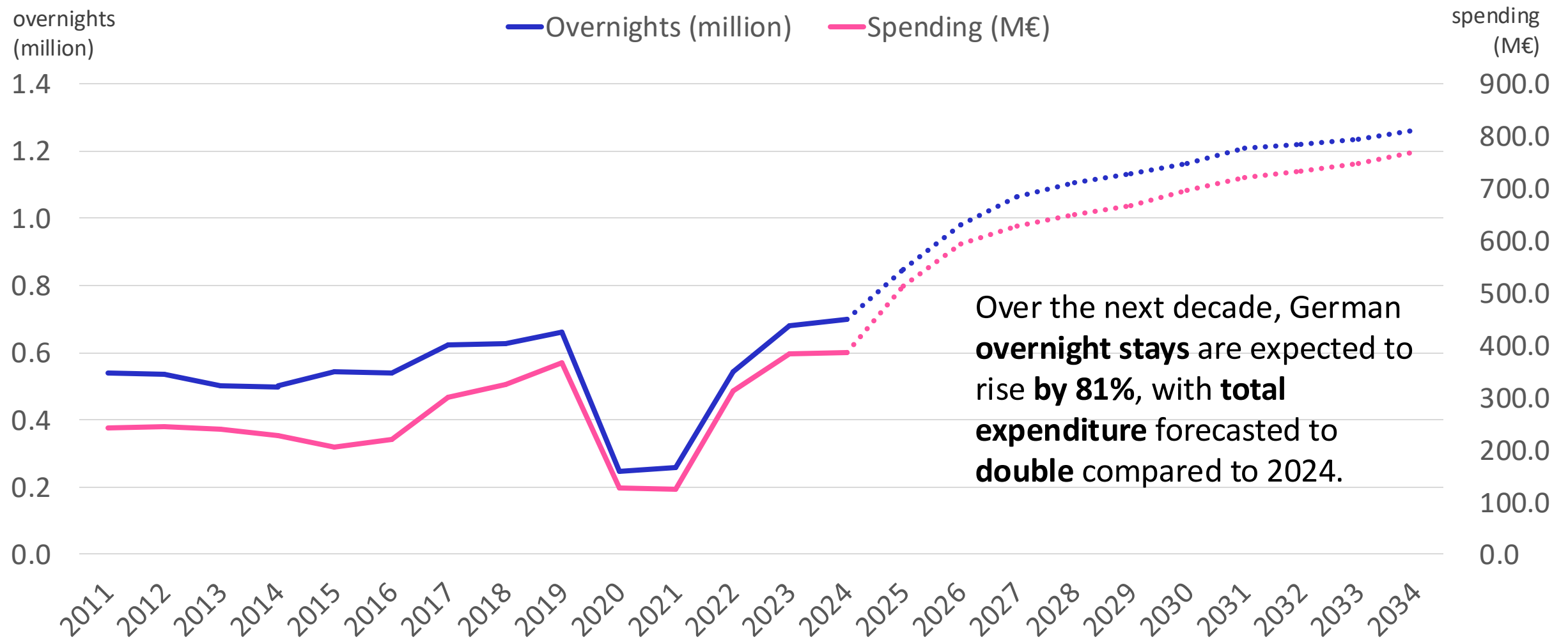
Outlook German Market

Is one billion euros annual revenue relevant in 5 years?

- No, but soon after: the “**Nordic Boom**” started in south and west and reaches Finland
- Winter will keep **growing** and the business will start spreading to all Finland
- Finnlines **doubles** ferry capacity 2028 Travemünde-Helsinki making sustainable accessibility growth reality
- “**Coolcation**” trend will start converting to a movement
- The Z generation and younger are looking for another type of holidays besides the older sun & beach generations
- Off the beaten track – Authentic experiences – Slow travel – Multi stop holidays
- 45 % of consumer research **online**: digital accessibility becomes more critical for destinations
- Liebe geht durch den Magen: **Food Travel** is a hot topic, 46 % of German invest in dining
- **Back to nature**: reconnecting with the wild nature

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

in 2011-2024 and forecast for 2025-2034



Why this market?

VF.fi website: <https://www.visitfinland.fi/en/toiminta-markkinoilla/germany-market-report>

- Germany is Finland's number one leisure source market with 1.1 million overnights in Finland and 400-million-euro income in Finland
- German market has 10 x higher potential than what we can convert into visitors according to Reiseanalyse 2024
- Germans travel to Finland in all seasons and to all regions
- Germans have highest expenditure per visitor according to "Matkailijan Mittari".
- Germans stay longer on long holidays ca 10 days summer, 7 days winter. This is sustainable
- Germans are interested in nature and culture in Finland.
- Finland is not too far for overland accessibility and has a direct ferry connection Travemünde-Helsinki daily
- Germany also has most flights to Finland from any market: over 1 million seats in a year, 11 % of all accessibility to Finland
- Working in German market also opens Austria and Switzerland with a total of over 100 million consumers
- Working with sales channels and digital channels opens a big market at reasonable cost
- Finland is known in the area and has a positive image as one of the Nordic countries

Finland selling points in Germany

VF.fi website: <https://www.visitfinland.fi/en/toiminta-markkinoilla/germany-market-report>

- Nature combined with Finland other main USPs happiness, freedom to roam, thousand lakes and Finnish wellbeing-sauna are all highly potential for our audiences.
- Now it seems sauna is everywhere: very trendy community saunas in UK, Swedish Eurovision contribution, media coming just for sauna: market would love to include special sauna experiences to their Finland trips.
- Safety and sustainability play an increasingly big role in travel decisions.
- Finland owns Santa Claus and it works in Germany. Christmas is one of the main holidays with new year celebration which are often combined, and both together form a peak winter travel season.
- We seem lack hit products that link to our USPs. So, our recommendation is to discover better ways to use the USPs in communication, stack USP in tour suggestions and highlight the benefits for consumers more.
- Sustainability is something we can own with the other Nordics and maybe we should conclude that sustainability is always included in a Finland holiday.

Summary of key findings

Intra-European Travel: Intra-European travel is expected to grow further during the next five years, and **Germany** continues as the **largest source market** for intra-European travel.

Forecast for travel to Finland: According to the forecast of Tourism Economics, German overnights are expected to **grow by 81%** and **spending is forecasted to double** by 2034 (vs. 2024) in Finland.

Overnights in the Nordics: Germany is the **top source market** for the Nordics. Germany marked **record number** of overnights in all Nordic countries in 2024 and the growth continued further in January-August this year. **Finland's share** of German overnights among the four Nordic countries was **7% in 2024**.

- **Germany** was the **top foreign summer market** for Denmark, Norway, and Finland, and #2 for Sweden in Jun-Aug 2025. Finland's share was only 4%, but all Nordics benefited from surging German demand, with record summer volumes each country during the high summer season 2025. So, with the growing German interest towards the Nordic countries there is good potential for growth in summer season also for Finland.

Strong German visitation and spending: Germany was Finland's **3rd largest source of visitors** in 2024 (462,000 trips) but **#1 in tourism spending** (€376 million), indicating a high spend per visitor. German travellers thus contribute more to Finland's tourism revenue than any other market.

Summary of key findings

Leisure focus and top destinations: The majority of German trips to Finland are for holidays or recreation (54% of trips in 2024) followed by visits to friends/relatives (24%). Geographically, Helsinki & Uusimaa region is the most popular destination (over half of German trips and 37% of spending in 2024), with Lapland being the second-largest draw (14% of trips and 27% of spending).

- **Vacation trips** from Germany to Finland increased by **10% in the summer season**, and by **11% in the winter season** of 2025. **Total spend** increased even more, **by 20% in summer** and **by 43% in winter** compared to previous year.
- Data from both summer and winter seasons indicate that **German vacationer's median length of stay was 5 nights** during both seasons. **Spend per trip and per day** were clearly **higher in winter** than in summer season.

Record overnight stays: German visitors generated more than 700,000 registered overnight stays in Finland in 2024 – a new record, about 3% higher than 2023 and roughly 6% above the pre-pandemic 2019 volume. When including short-term rentals (Airbnb, Booking, Tripadvisor, Expedia group), **total paid overnights** by German visitors **reached 1.1 million in 2024** (the highest of all markets), which is a 13% increase year-on-year and +29% versus 2019 levels. Notably, **Germany ranked #1** in 2024 for both registered overnights and short-term rentals among all international markets.

Summary of key findings

Shift toward short-term rentals: German travellers are increasingly using alternative accommodations. In 2024 they logged about **397,000 overnight stays in short-term rentals**, accounting for **36% of all their paid overnight stays in Finland**. This figure has more than doubled compared to pre-pandemic 2019 (when 21% of German nights were in short-term rentals) and grew +35% vs 2023, far outpacing growth in hotel nights (registered overnights were up just +3% in 2024). This trend boosts total overnight volumes and reflects changing travel preferences (more Germans opting for rental cabins, cottages, etc.).

Seasonal patterns: German tourism to Finland is increasing year-round with record-high German overnights each season in Finland. During **summer high season 2025** (June-Aug), German overnight stays were +12% above the figures of previous summer and 4% above summer 2019. With over 281,000 registered overnight stays Germany was clearly the biggest source market for Finland during the summer season.

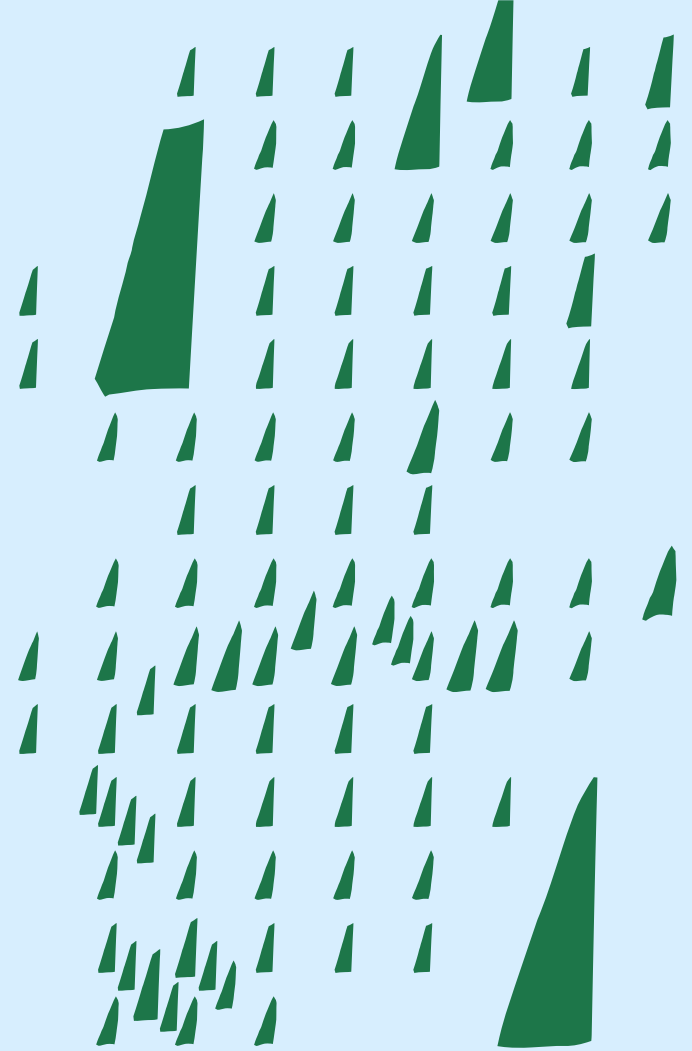
- Biggest share of German overnights took place in **Helsinki region** where the growth rate vs previous summer was also the highest (25%). Beside Helsinki region, German overnights increased also in Lakeland and Lapland regions compared to previous summer.

Summary of key findings

Flight capacity forecast: For the upcoming peak winter season, the number of available seats from Germany is expected to stay consistent with the previous winter. While seat capacity from Frankfurt, Berlin, and Dusseldorf to Finland will increase, the capacity from Munich and Hamburg is projected to decrease compared to last year. In addition to flights to Helsinki, several new direct flights to airports in Lapland will be available during the winter season.

Flight arrival forecast: The volume of flight arrivals from Germany during the peak winter period is anticipated to remain similar to last winter. Among Lapland destinations, arrivals from Germany are expected to rise at Kittilä and Kuusamo, while arrivals to Helsinki are forecasted to stay steady compared to the previous winter.

German intra-European travel



Intra-European travel expected to grow further

Germany tops the list as the largest source market

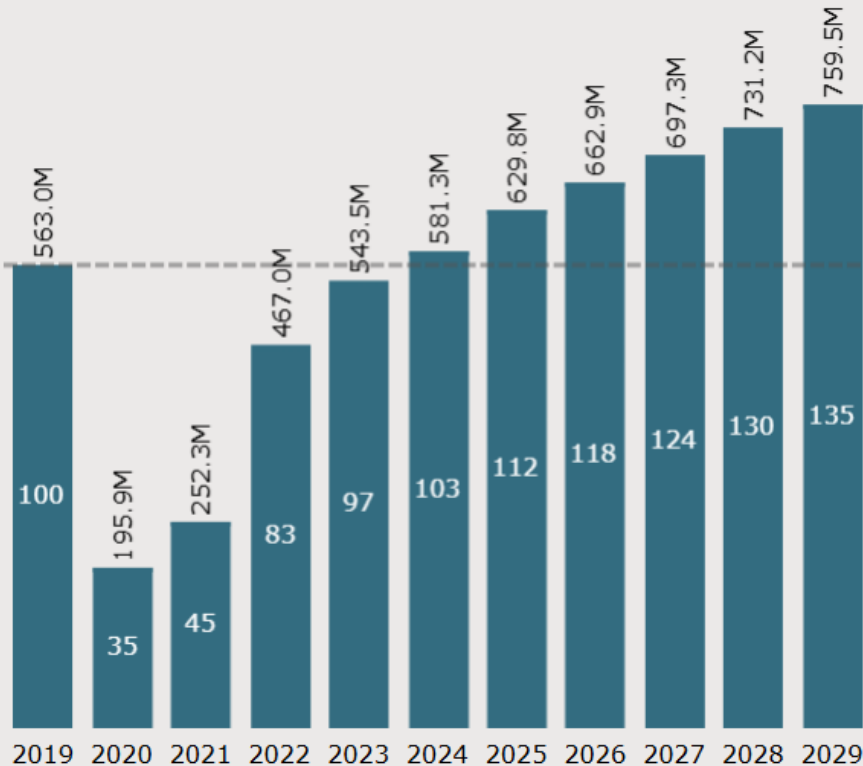
Finland's share of **German**
travel to **Europe**

0.4% (2024)

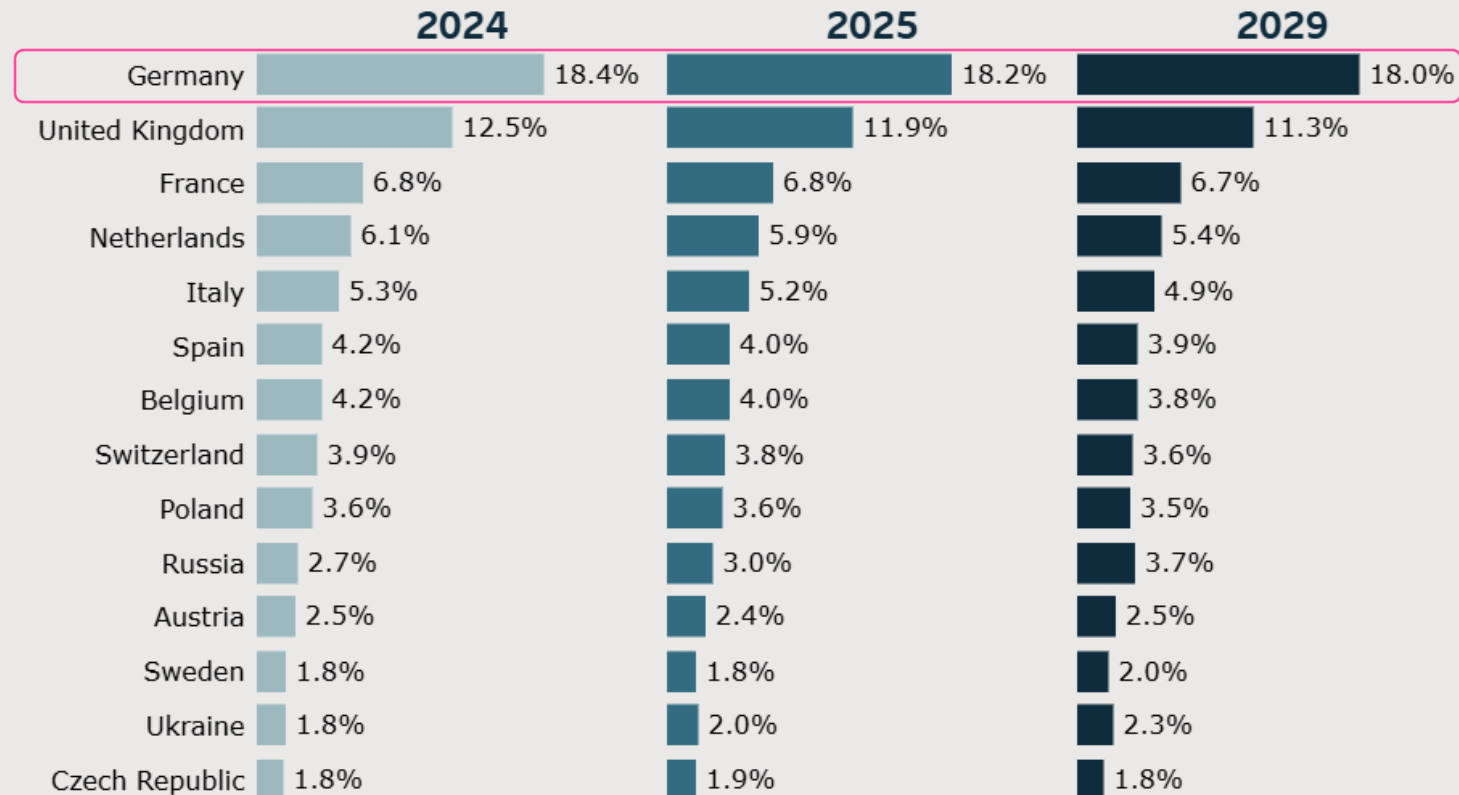
0.5% (2025)

0.6% (2029)

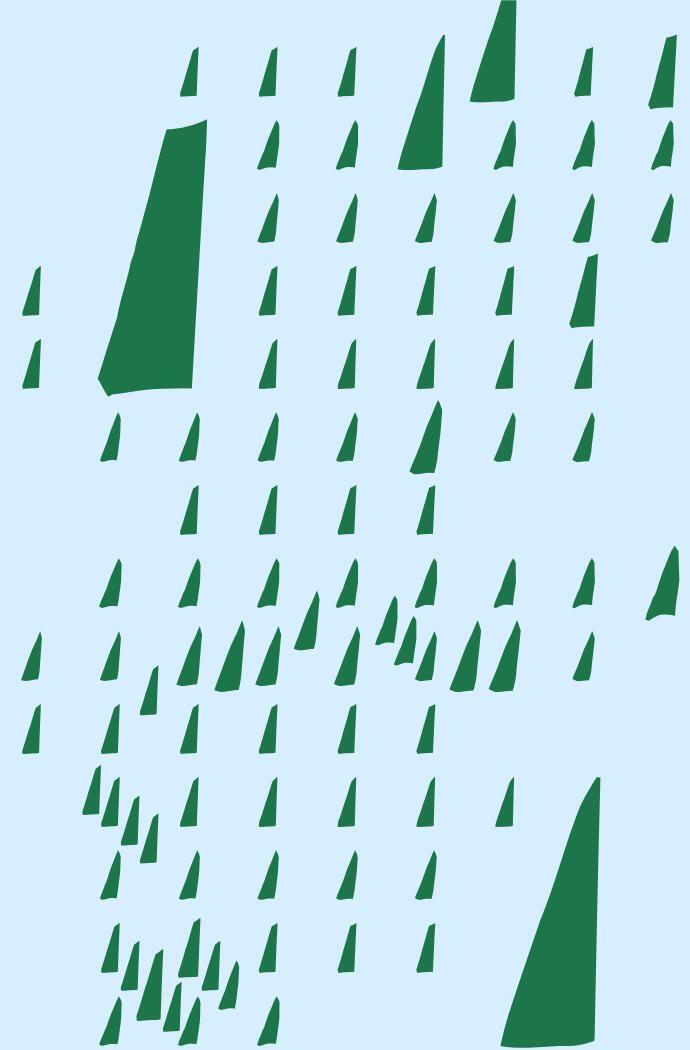
Intra-European Visitor Arrivals
Index (2019 = 100)



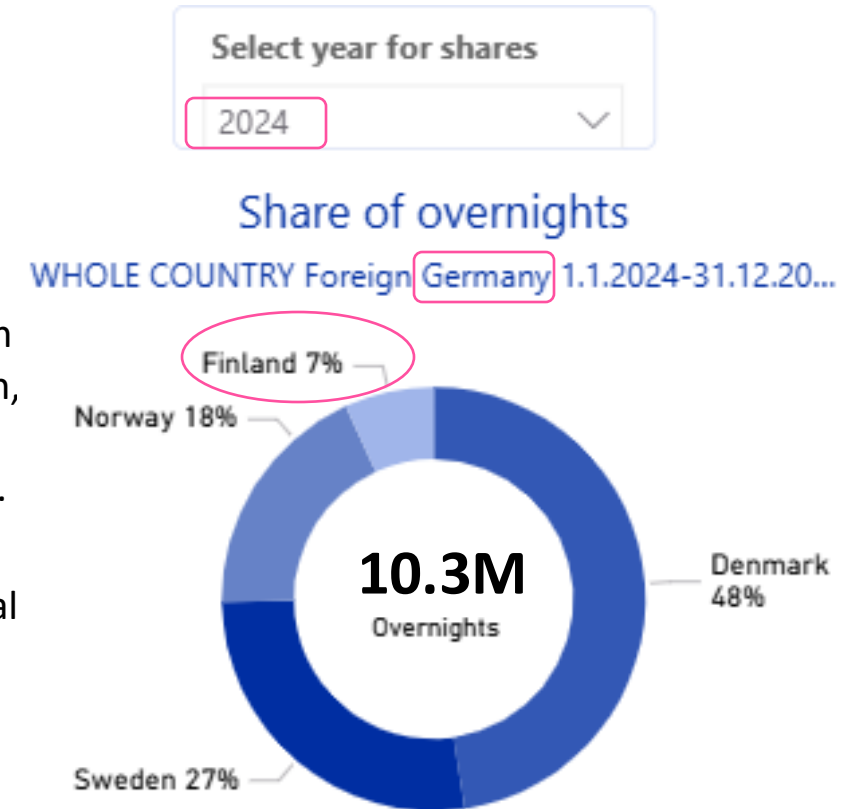
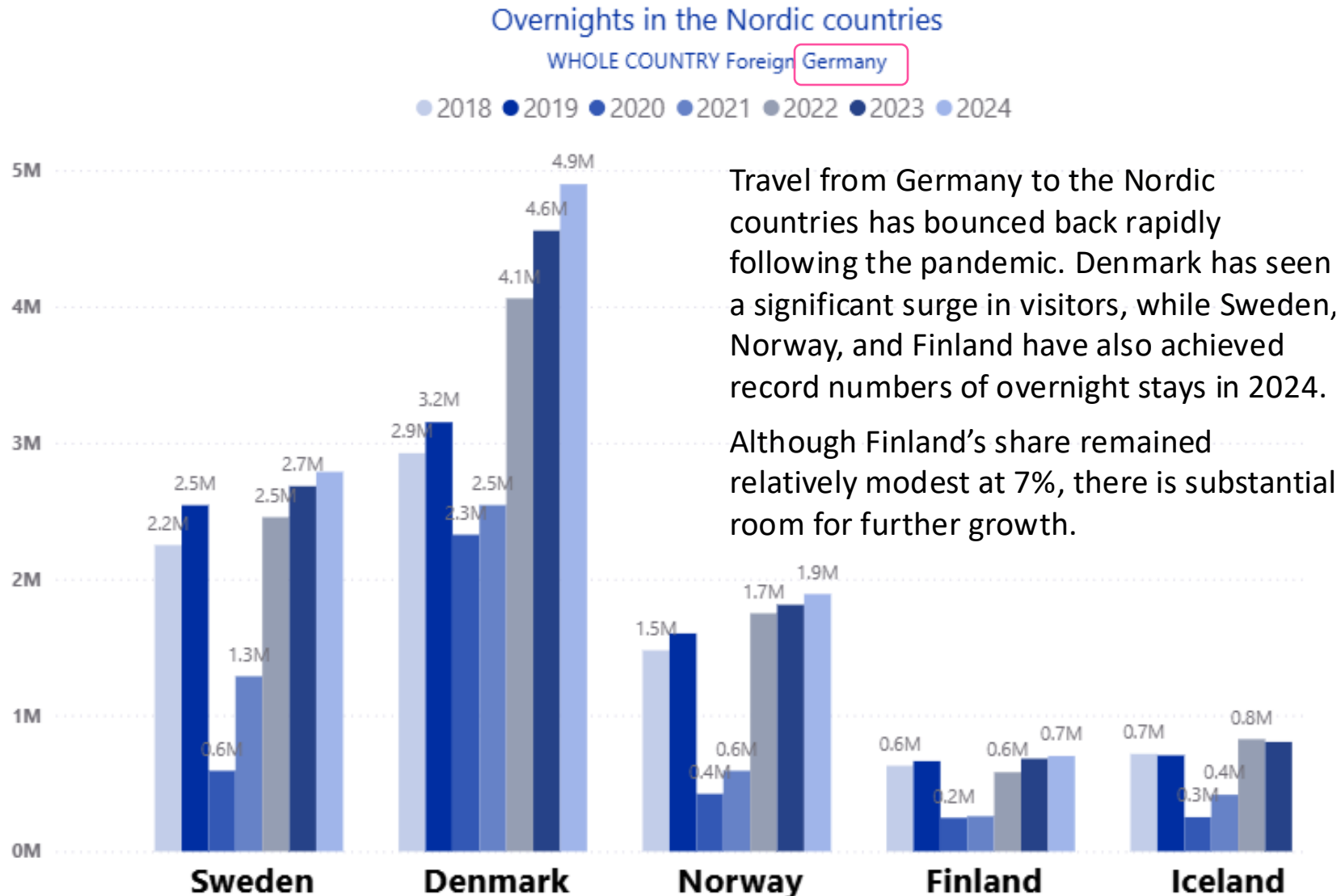
Top Intra-European Source Markets
Source market's share of intra-European travellers



German overnights in the Nordic countries

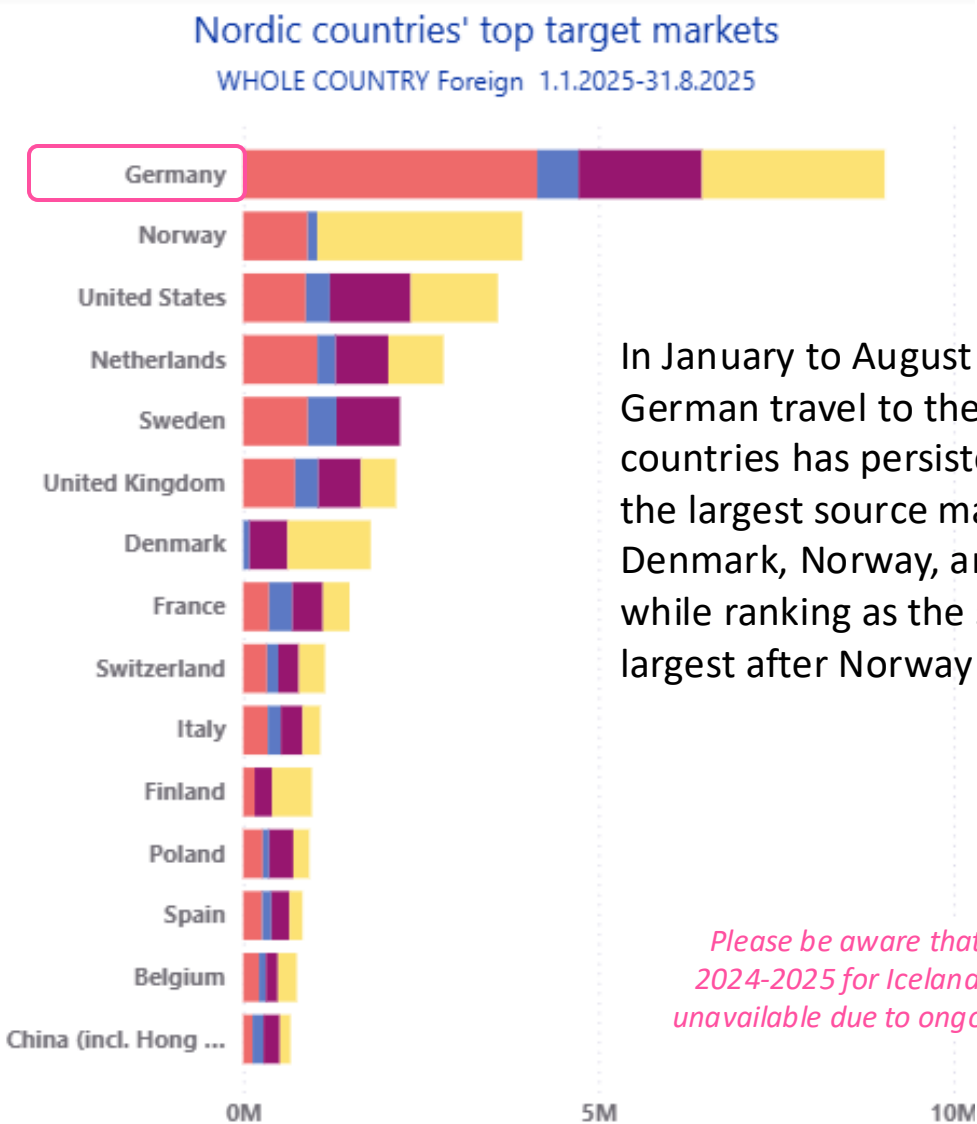


German registered overnights in the Nordics



Graph of market shares is for year **2024** so it does not include statistics for Iceland (due to their revision work in overnight statistics).

German overnights in the Nordics Jan-Aug 2025



In January to August 2025, German travel to the Nordic countries has persisted, remaining the largest source market for Denmark, Norway, and Finland, while ranking as the second largest after Norway for Sweden.

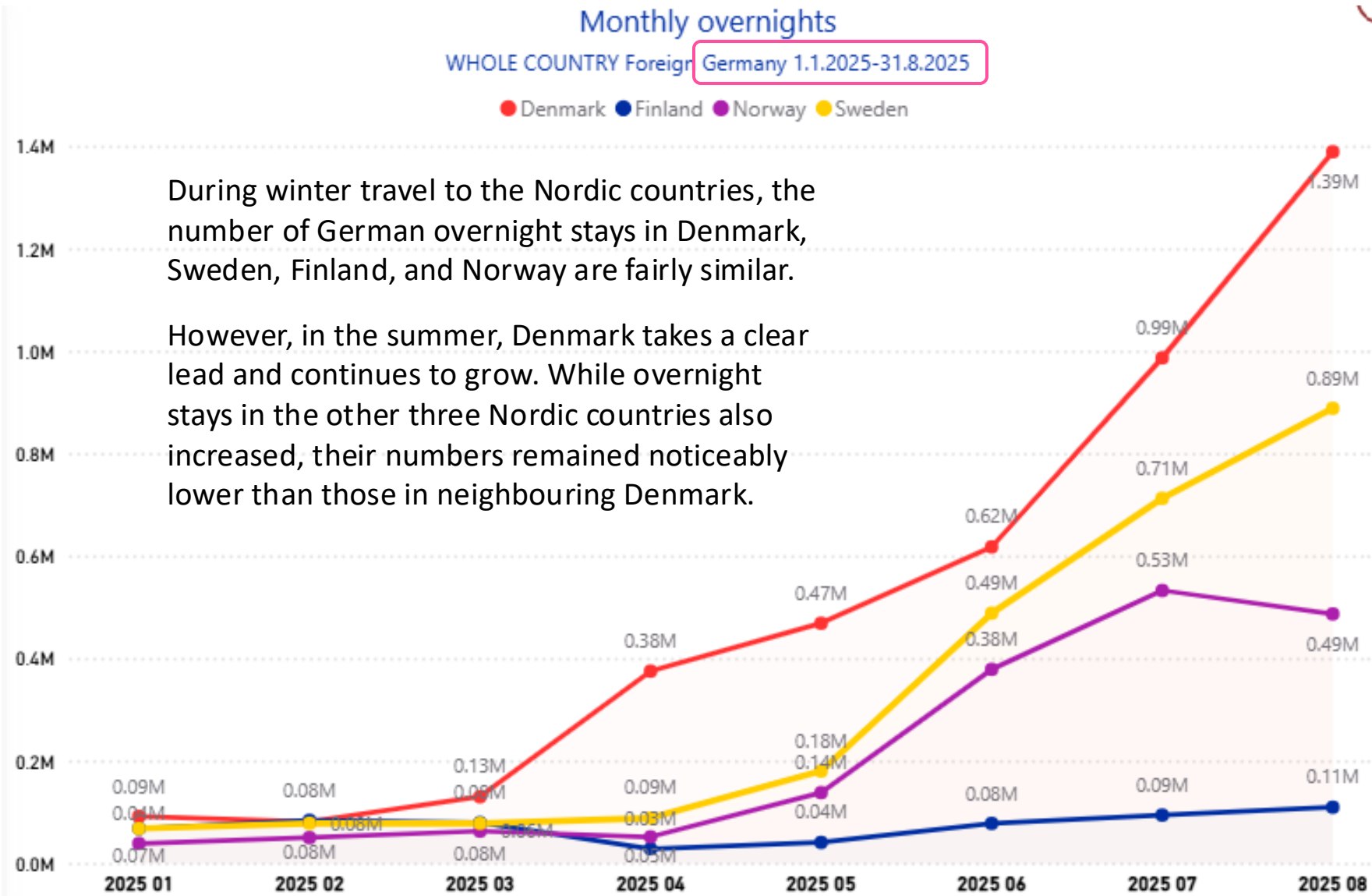
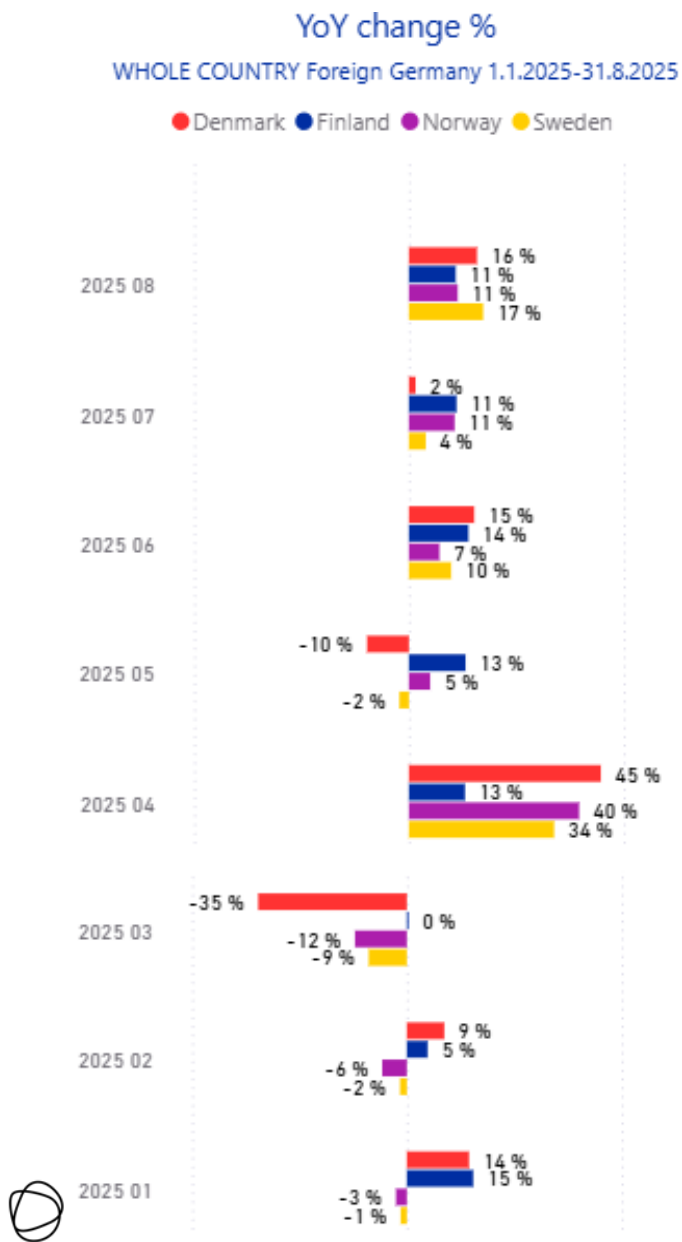
Please be aware that the statistics 2024-2025 for Iceland are currently unavailable due to ongoing revisions.

WHOLE COUNTRY Foreign **Germany 1.1.2025-31.8.2025**



Nordics	Monthly	YoY change %
Denmark	4,138,993	8 %
Sweden	2,580,589	9 %
Norway	1,738,239	8 %
Finland	580,811	10 %

German monthly overnights in the Nordics Jan-Aug 2025



During winter travel to the Nordic countries, the number of German overnight stays in Denmark, Sweden, Finland, and Norway are fairly similar.

However, in the summer, Denmark takes a clear lead and continues to grow. While overnight stays in the other three Nordic countries also increased, their numbers remained noticeably lower than those in neighbouring Denmark.

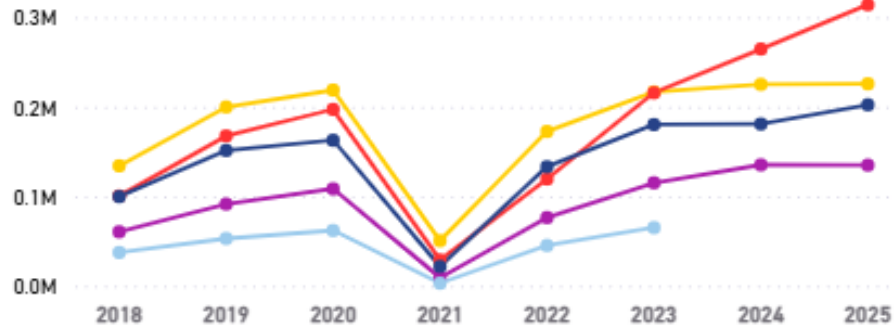
Winter & summer high seasons: German registered overnights in the Nordics



Winter (Dec-Feb)

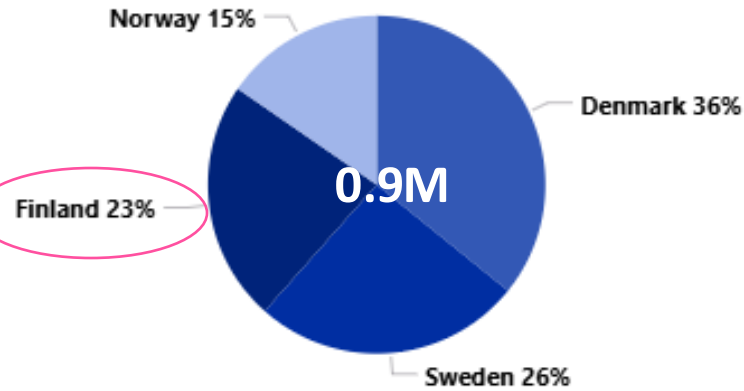
WHOLE COUNTRY Foreign **Germany**

Sweden Denmark Norway Finland Iceland



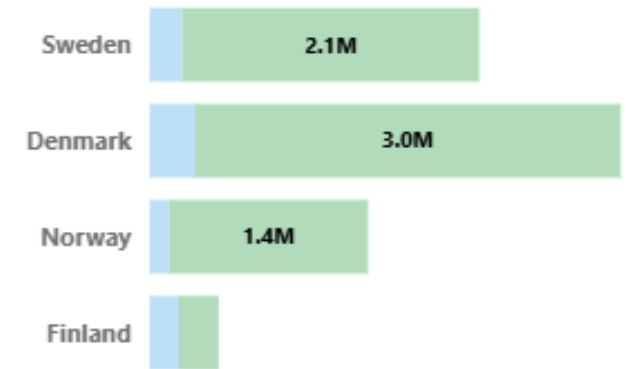
Share of overnights - winter (Dec-Feb)

2025



Overnights in winter & summer

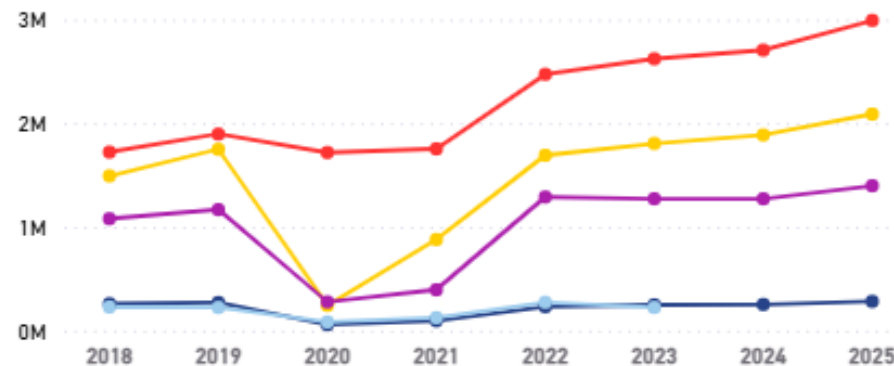
WHOLE COUNTRY Foreign **Germany**



Summer (Jun-Aug)

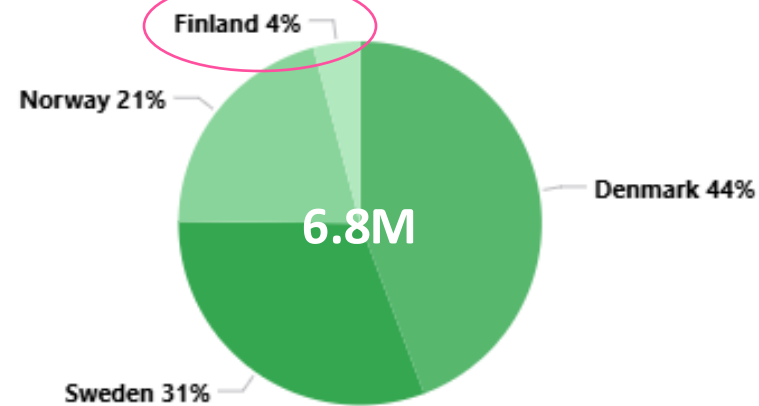
WHOLE COUNTRY Foreign **Germany**

Sweden Denmark Norway Finland Iceland



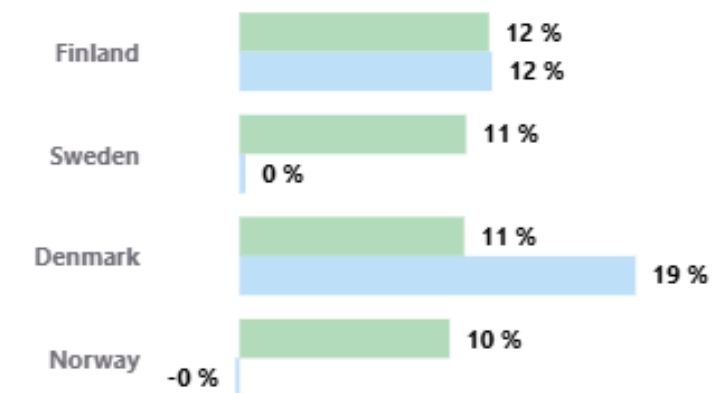
Share of overnights - summer (Jun-Aug)

2025



YoY change in seasonal overnights %

WHOLE COUNTRY Foreign **Germany**

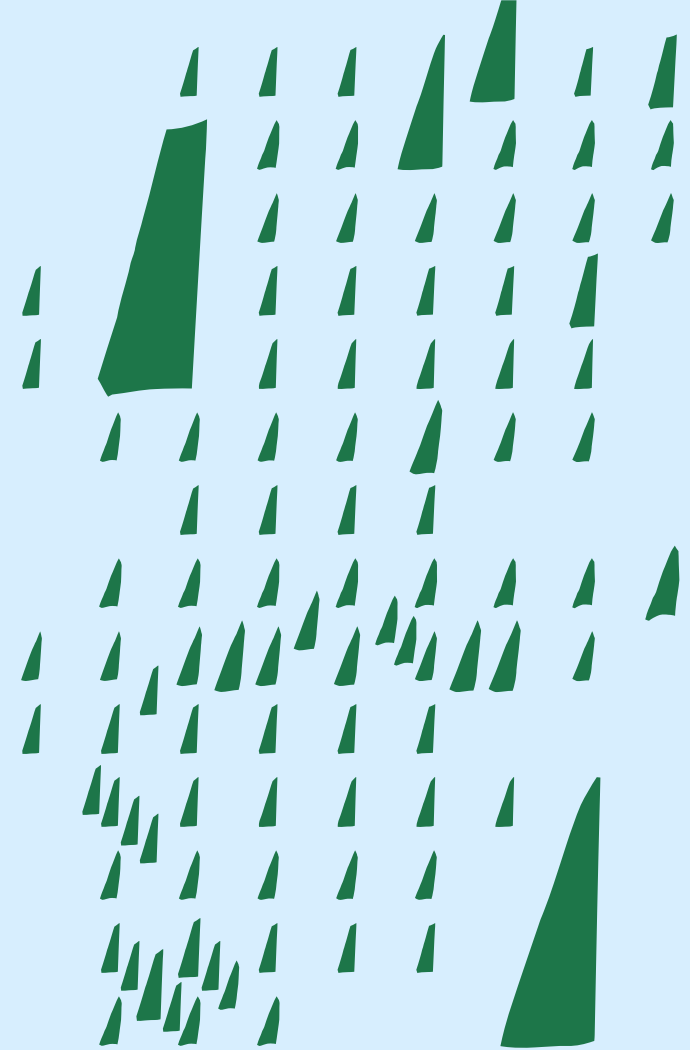


Monthly overnight statistics for Iceland include hotels & guest houses only.

Border survey

German trips to Finland

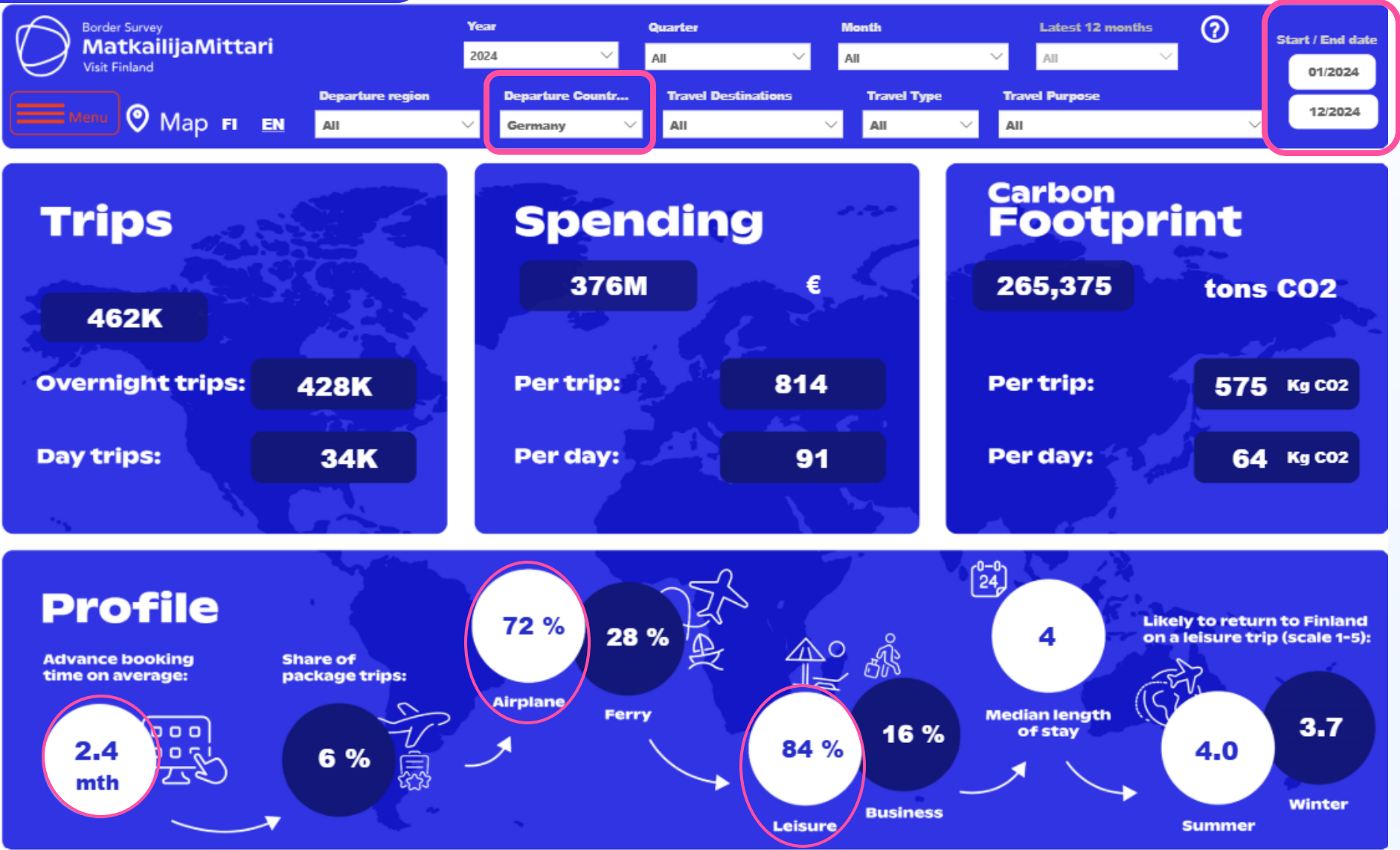
Year 2024



All German travellers to Finland Year 2024

Country	Trips
Estonia	797 000
Sweden	498 000
Germany	462 000
United Kingdom	386 000
United States	287 000
France	256 000
Spain	200 000
Italy	192 000
Netherlands	124 000
Poland	119 000

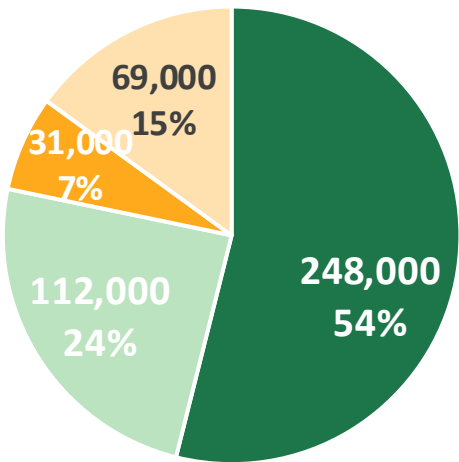
Country	Spend M€
Germany	376
Estonia	328
United States	312
United Kingdom	273
France	252
Sweden	191
Spain	154
China	154
Italy	149
Netherlands	111



German trips & spending by travel purpose & main destination

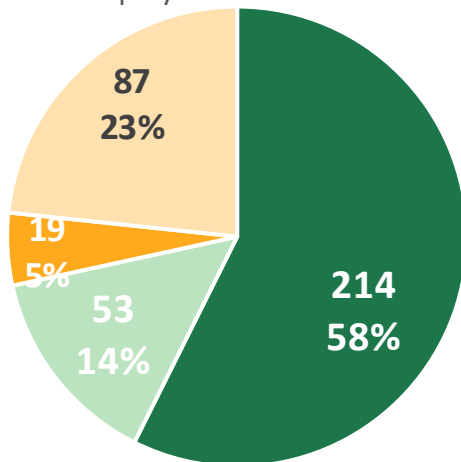
Germany: Trips to Finland

- Vacation/recreation
- Visiting friends/relatives
- Work trip, non-Finnish employer
- Other work related, Study



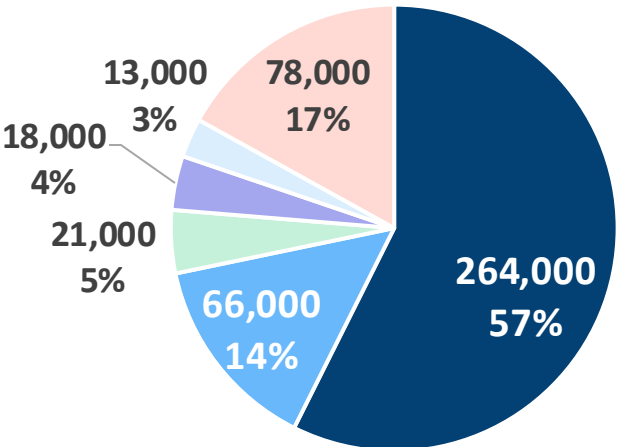
Germany: Spending in Finland, M€

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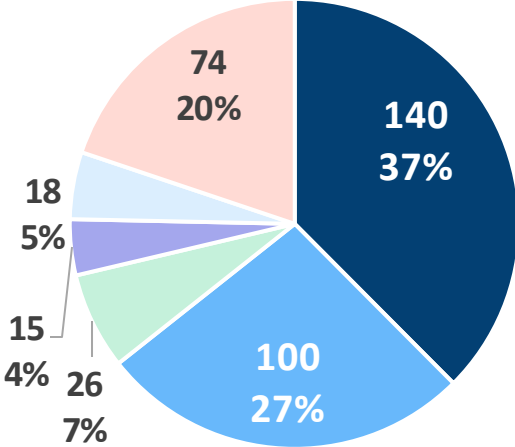
Germany: Trips to Finland

- Helsinki & Uusimaa
- Lapland
- Tampere & Pirkanmaa
- Southwest Finland
- North Ostrobothia
- Other

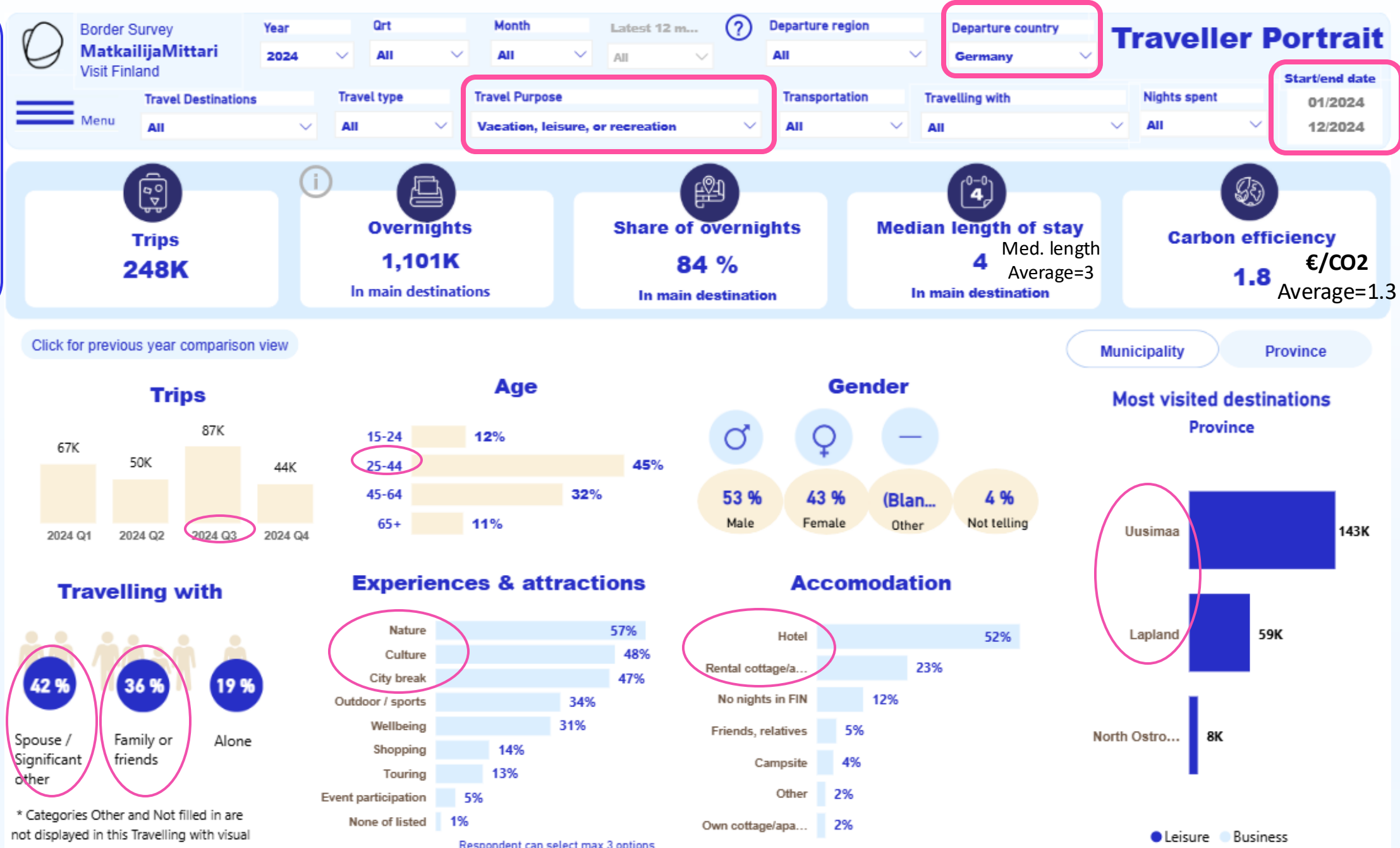


Germany: Spending in Finland, M€

- Helsinki & Uusimaa
- Lapland
- Tampere & Pirkanmaa
- Southwest Finland
- North Ostrobothia
- Other



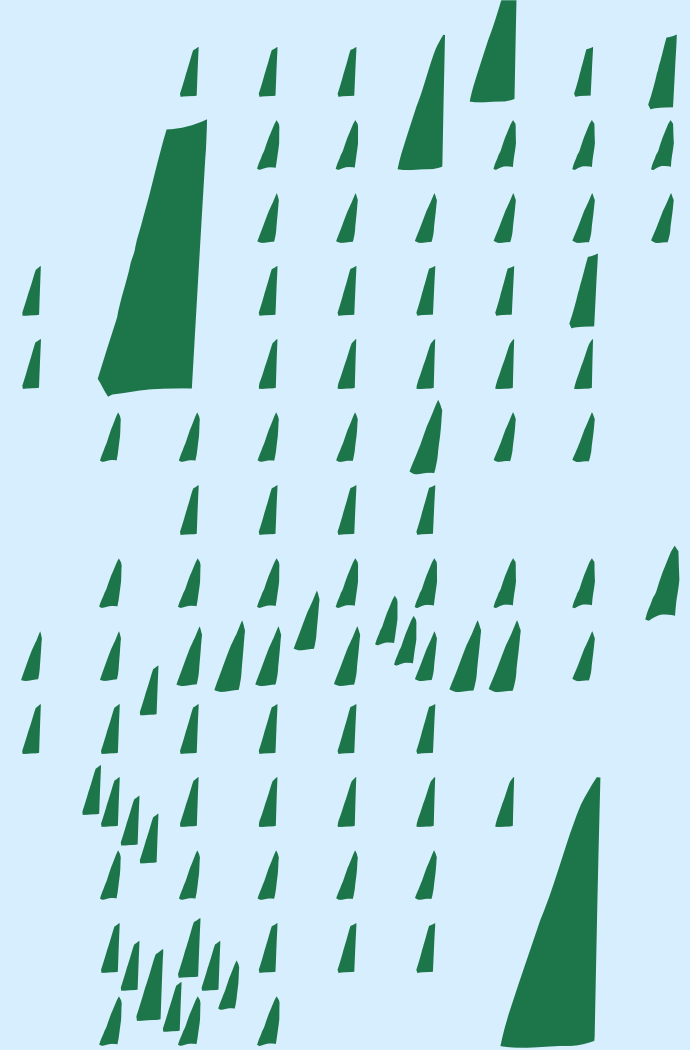
German
vacation /
recreation
travellers to
Finland
Year 2024



Border survey

German trips to Finland

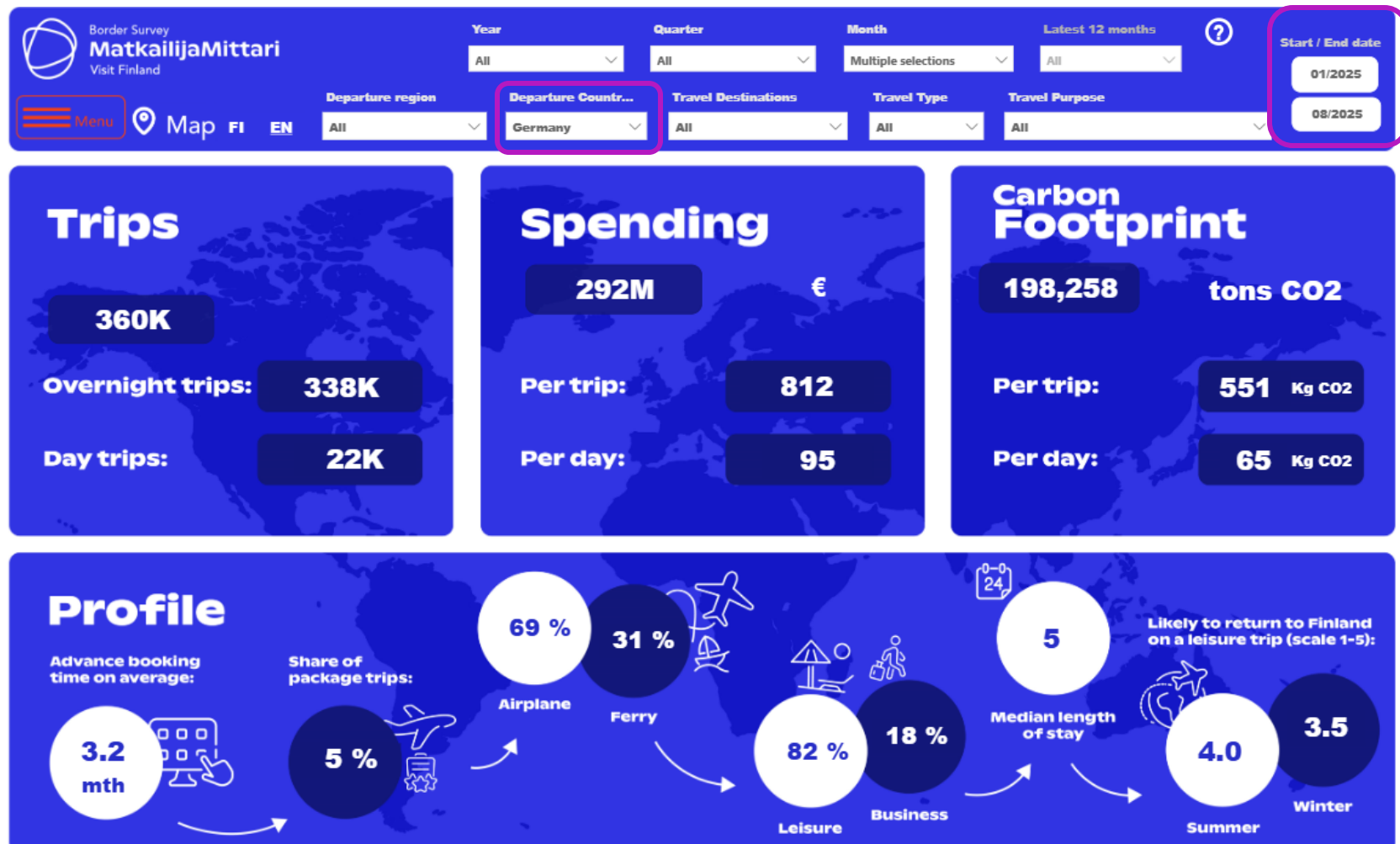
Jan-Aug 2025



German visitors to Finland

Border Survey / January – August 2025

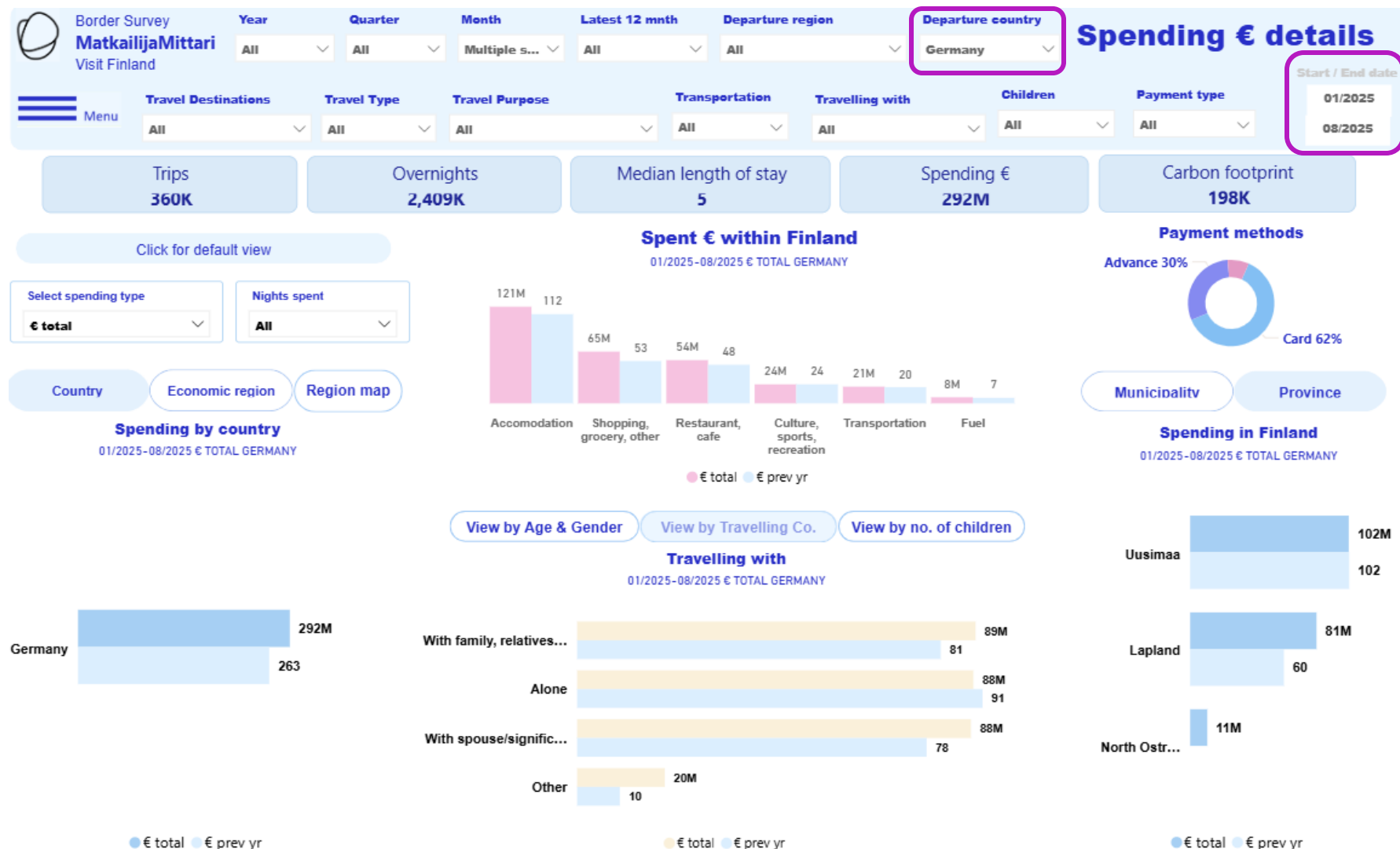
- **360,000** German visitors (YoY **+8%**)
- Spending **292 M€** (YoY **+11%**)
 - 812 € / trip (YoY **+3%**)
 - 95 € / day (YoY **+1%**)
- **82%** traveling for **leisure**
(leisure trips **+2%** & spending **+11%**)
- Advance booking time, avg.
3.2 months (YoY **+0.9** months)
- Median length of stay **5 nights**
(YoY **+1** nights)



German visitors' spending in Finland

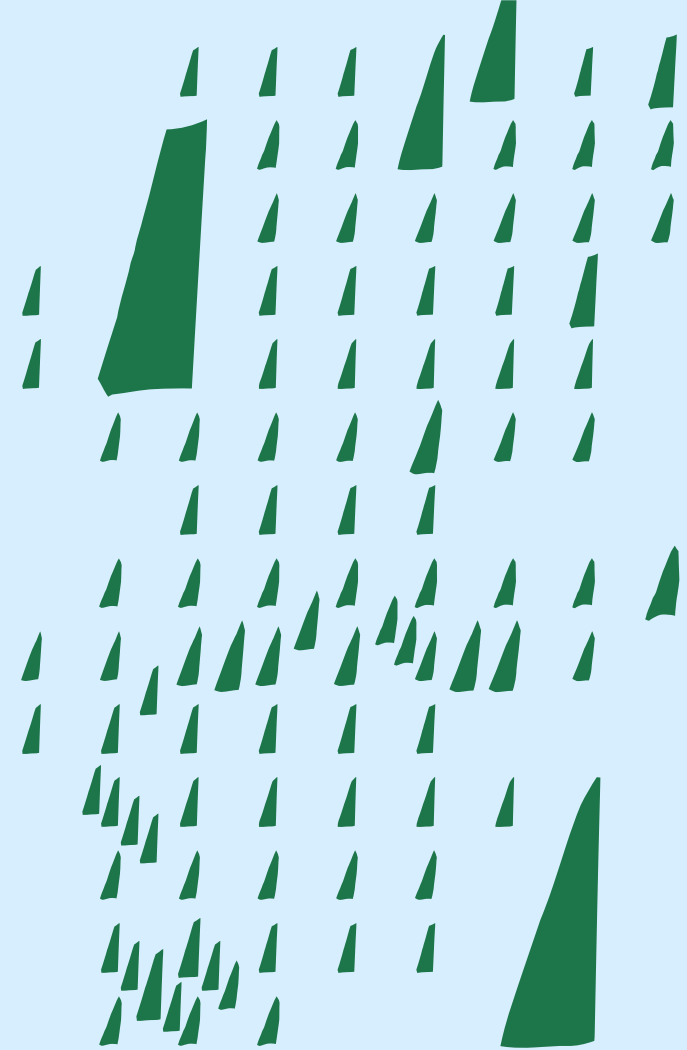
Border Survey / January – August 2025

- Number of **German travelers visiting Finland** grew by 8% from January to August 2025, and overall **spending increased** even more (+11%) as the median length of trip increased by 1 night.
- Spending on **accommodation, shopping, and dining** has clearly increased.
- Travelling with **family or friends** and **with spouse** have both **increased**.
- Those travelling to **Lapland** have clearly **increased their total spend** compared to previous year.

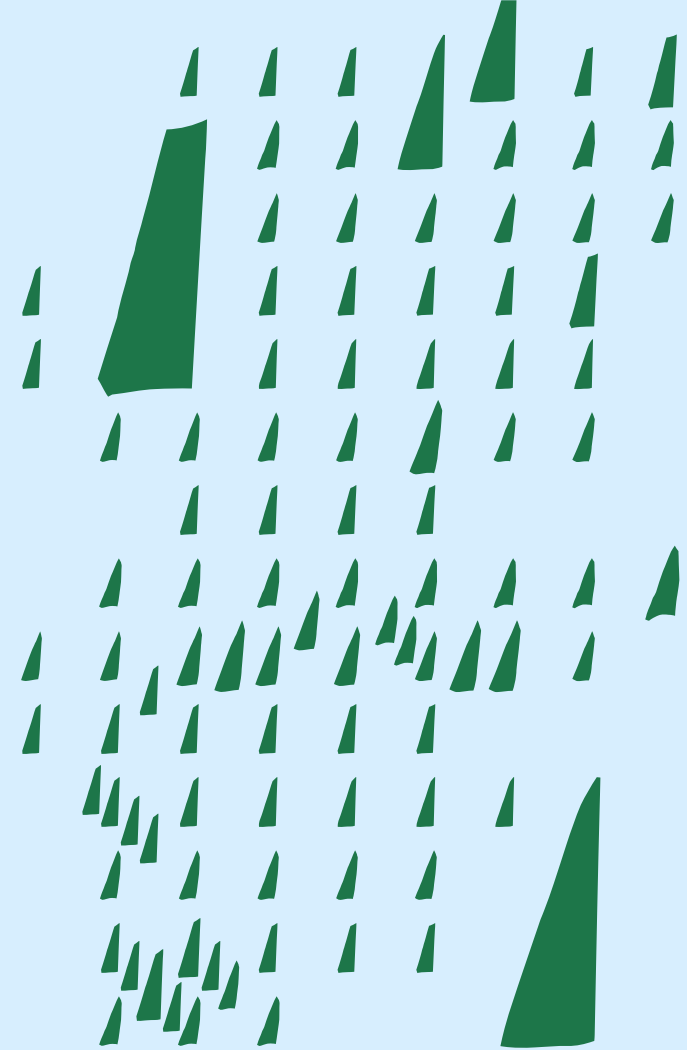


Border survey **German vacation trips to Finland**

Comparison with winter and summer seasons 2025



Registered overnights in Finland



Overnights in Finland & top16 source markets in 2024

Year 2024 vs. 2023 & (2019)

Overnights in 2024

Total foreign 6.4 M

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

Foreign excl. Russia 6.4 M

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

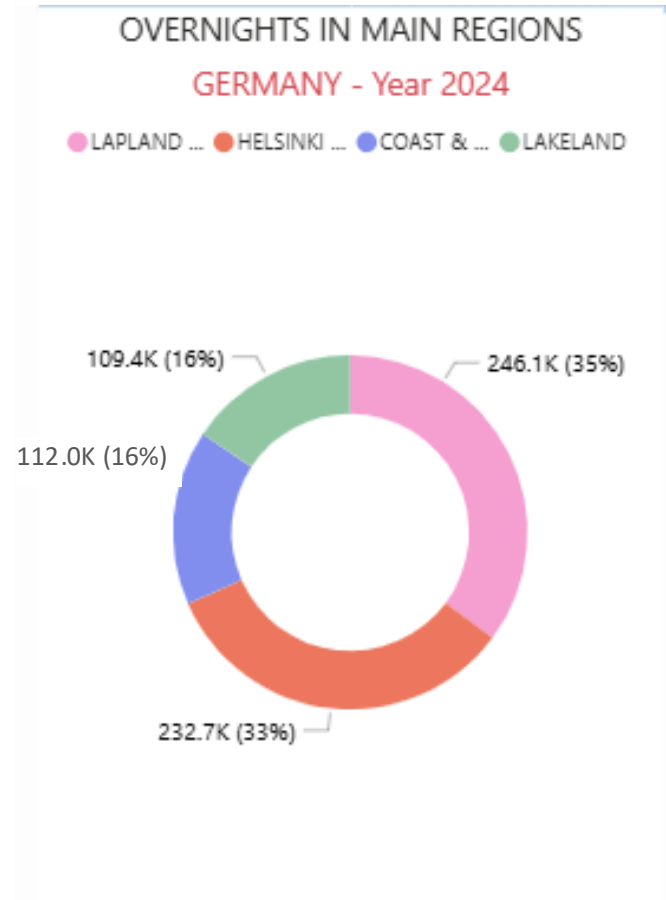
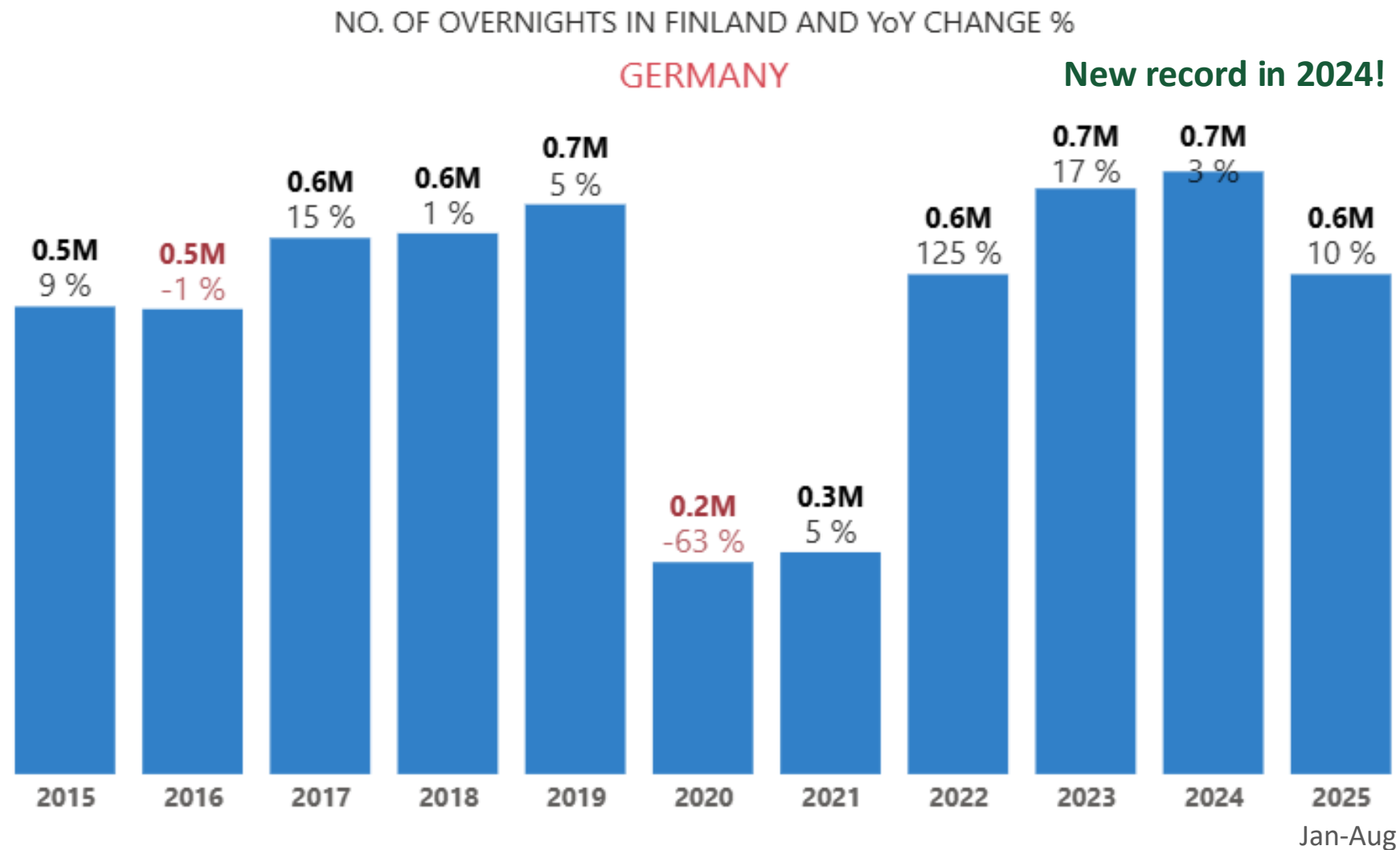
EU+UK 4.0 M

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

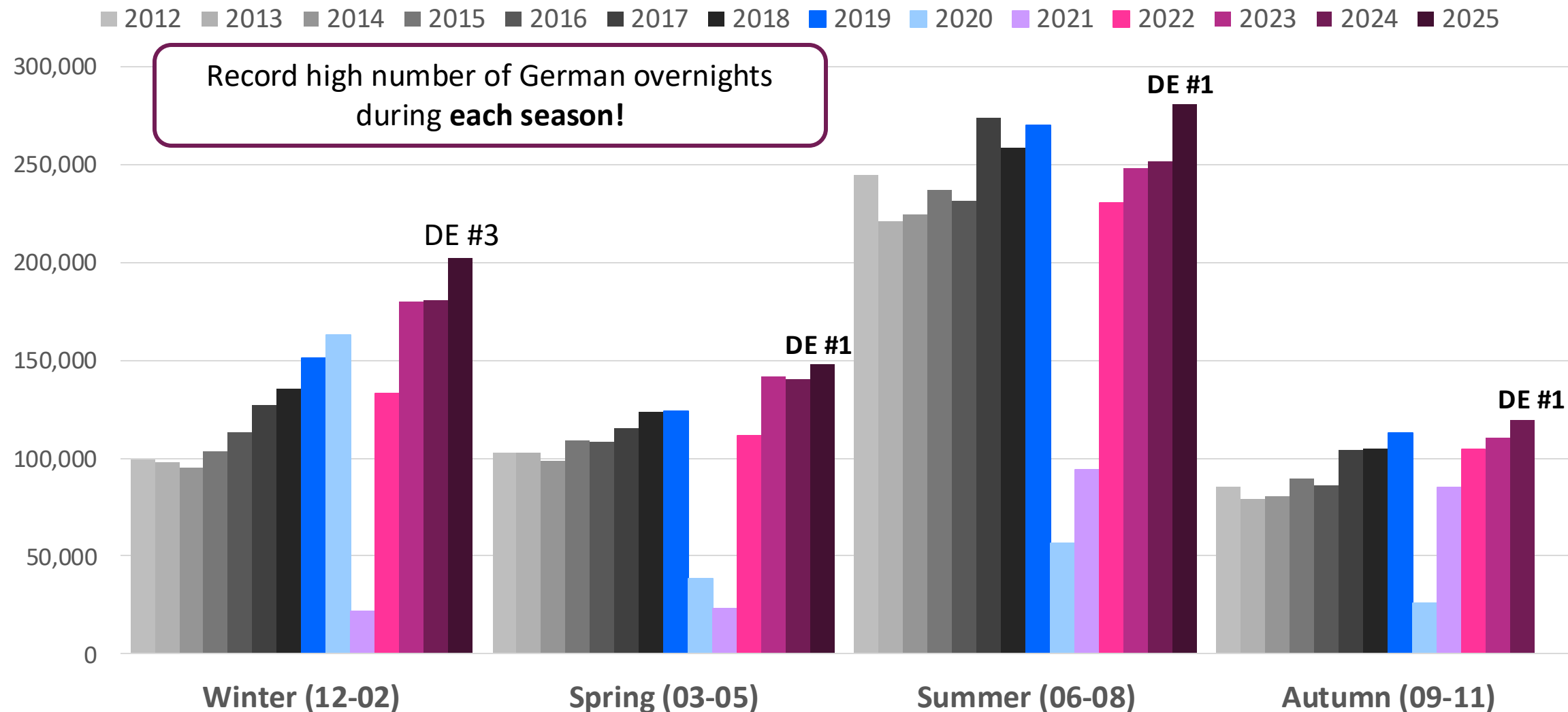


German registered overnights have kept increasing year-by-year. Year 2024 marked a new record again after previous record year of 2023.

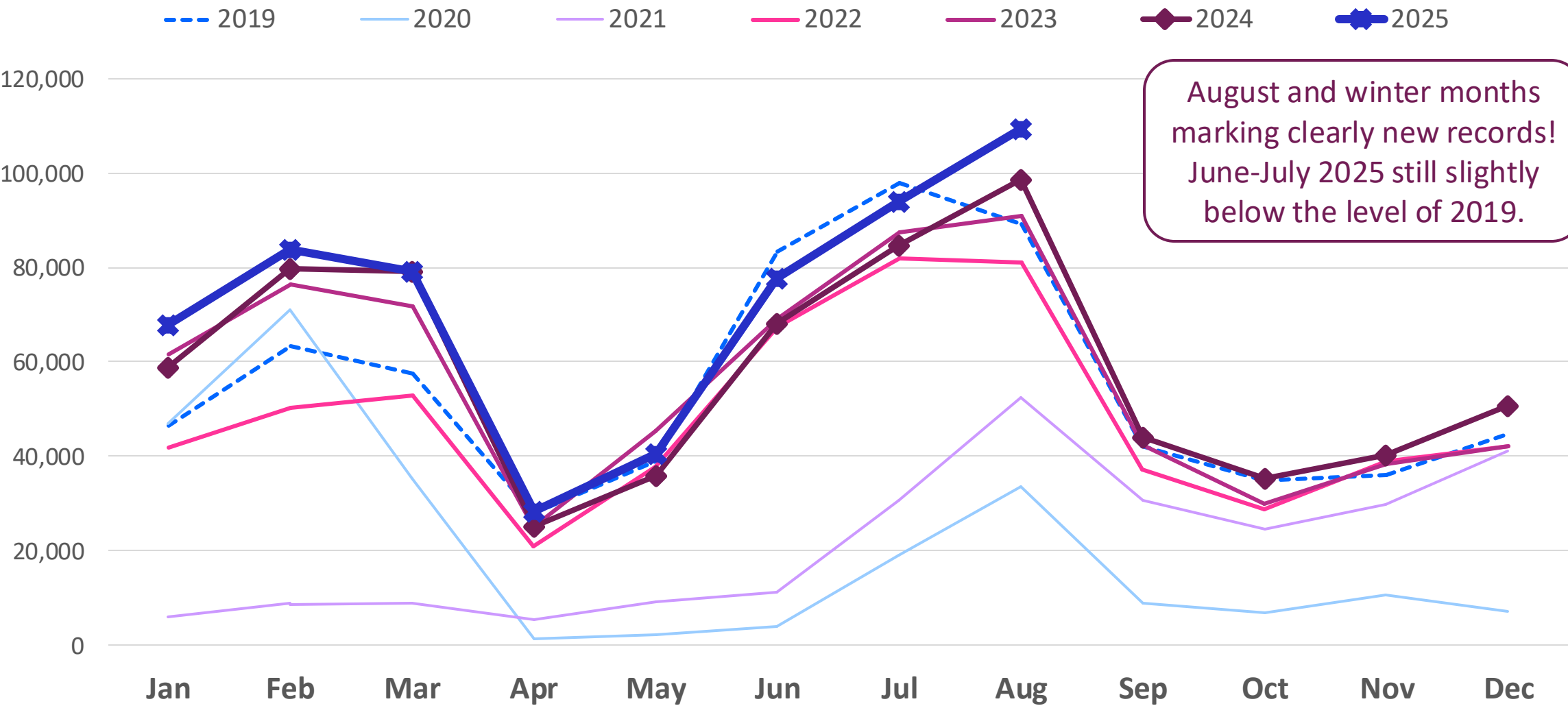
German overnights in Finland 2015-2024 & Jan-Aug 2025



Germany – Seasonal Overnights in Finland 2012-2025



German monthly overnights in Finland 2019-2025



Overnights in high summer season 2025

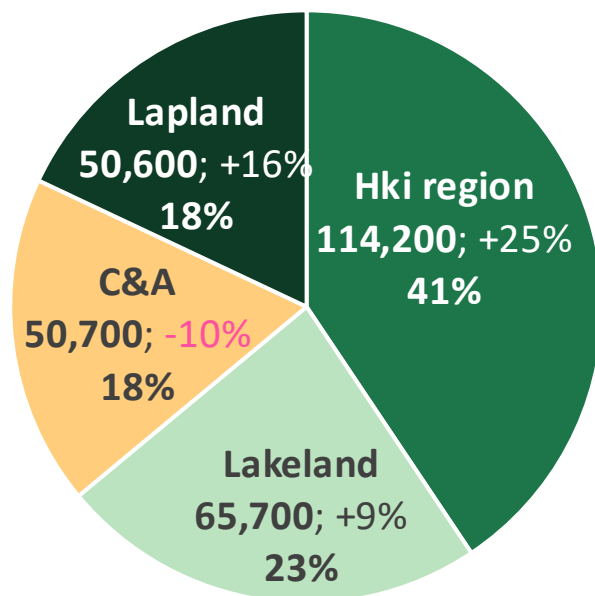
And change compared to summer 2024 & pre-pandemic

2.1M foreign overnights

(+12% vs. summer 2024 & -6% vs. summer 2019)

- **1.3M** from EU-27 + UK (+13% & +9%)
- **250,300** from Asia (+25% & -27%)
- **233,500** from America (+15% & +47%)

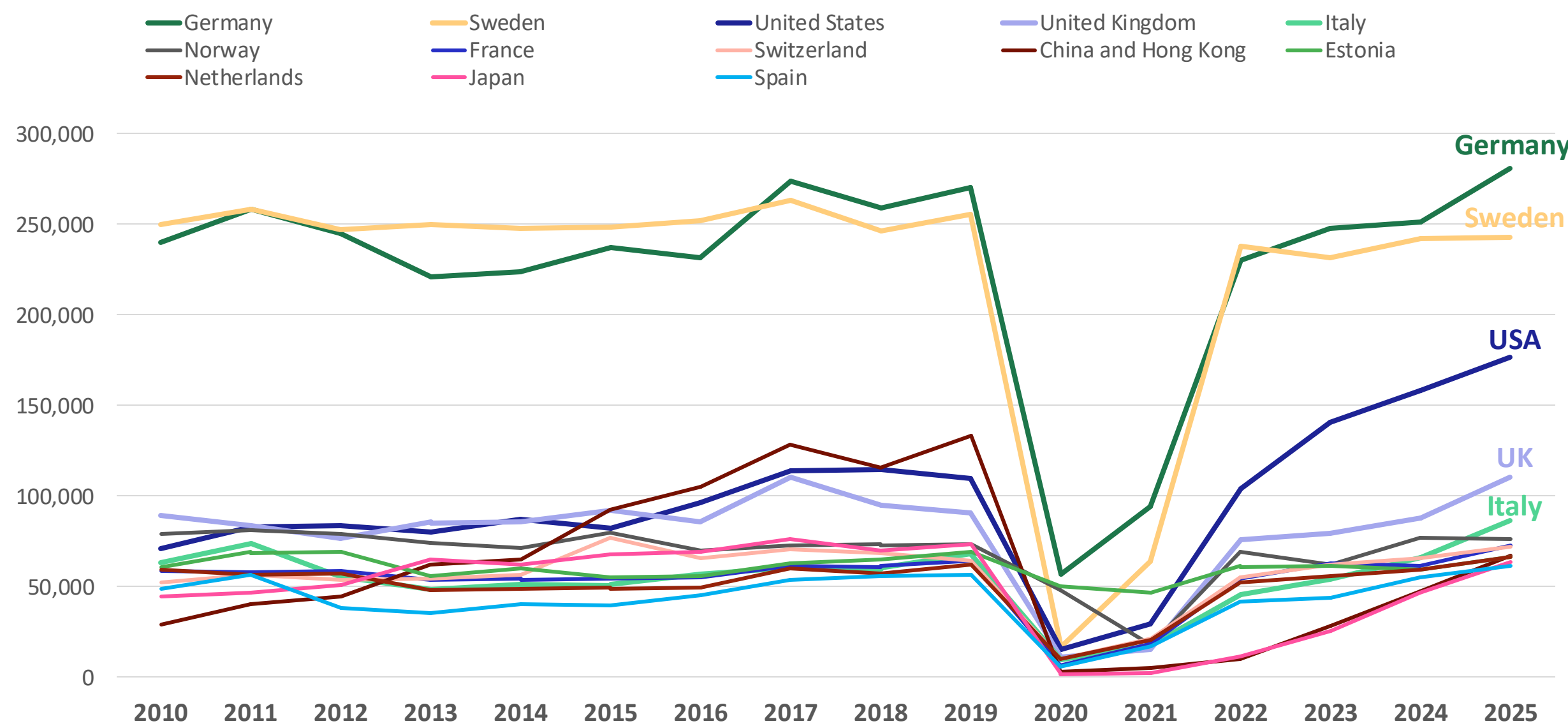
German overnights / summer 2025



	Jun-Aug 2019	Jun-Aug 2024	Jun-Aug 2025	2025 vs. 2019	2025 vs. 2024
Germany	270 300	251 500	281 100	+4 %	+12 %
Sweden	255 200	242 300	242 800	-5 %	0 %
USA	109 900	157 900	176 500	+61 %	+12 %
UK	90 800	87 700	110 200	+21 %	+26 %
Italy	68 200	65 600	86 600	+27 %	+32 %
Norway	73 400	76 800	75 900	+3 %	-1 %
France	64 100	61 400	72 400	+13 %	+18 %
Switzerland	64 400	65 200	71 800	+11 %	+10 %
China & Hong Kong	133 300	47 400	67 300	-50 %	+42 %
Estonia	69 400	59 400	66 400	-4 %	+12 %
Netherlands	62 300	59 500	66 100	+6 %	+11 %
Japan	73 100	46 300	63 500	-13 %	+37 %
Spain	56 600	54 800	61 200	+8 %	+12 %
Poland	31 400	38 300	46 000	+46 %	+20 %
Denmark	37 700	36 400	38 600	+2 %	+6 %
Austria	27 900	28 900	34 500	+24 %	+19 %
Australia	27 600	25 800	29 500	+7 %	+14 %
Belgium	21 500	23 400	25 800	+20 %	+10 %
Canada	17 700	19 000	24 900	+41 %	+31 %
India	27 200	19 600	22 700	-17 %	+15 %



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



Foreign overnights in winter high season 2024-2025

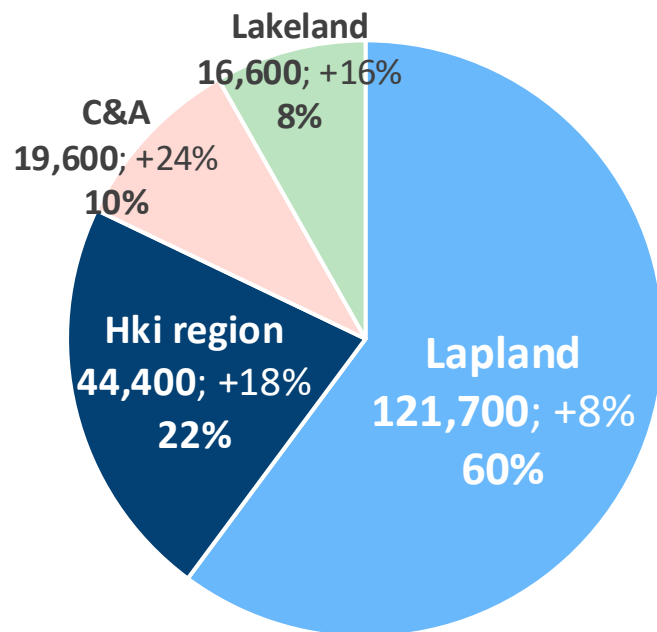
And change compared to winters 2023-2024 & (2018-2019)

High winter season (12-02)

2.3M foreign overnights
+14% vs. winter 2023-2024
(+11% vs. winter 2018-2019)

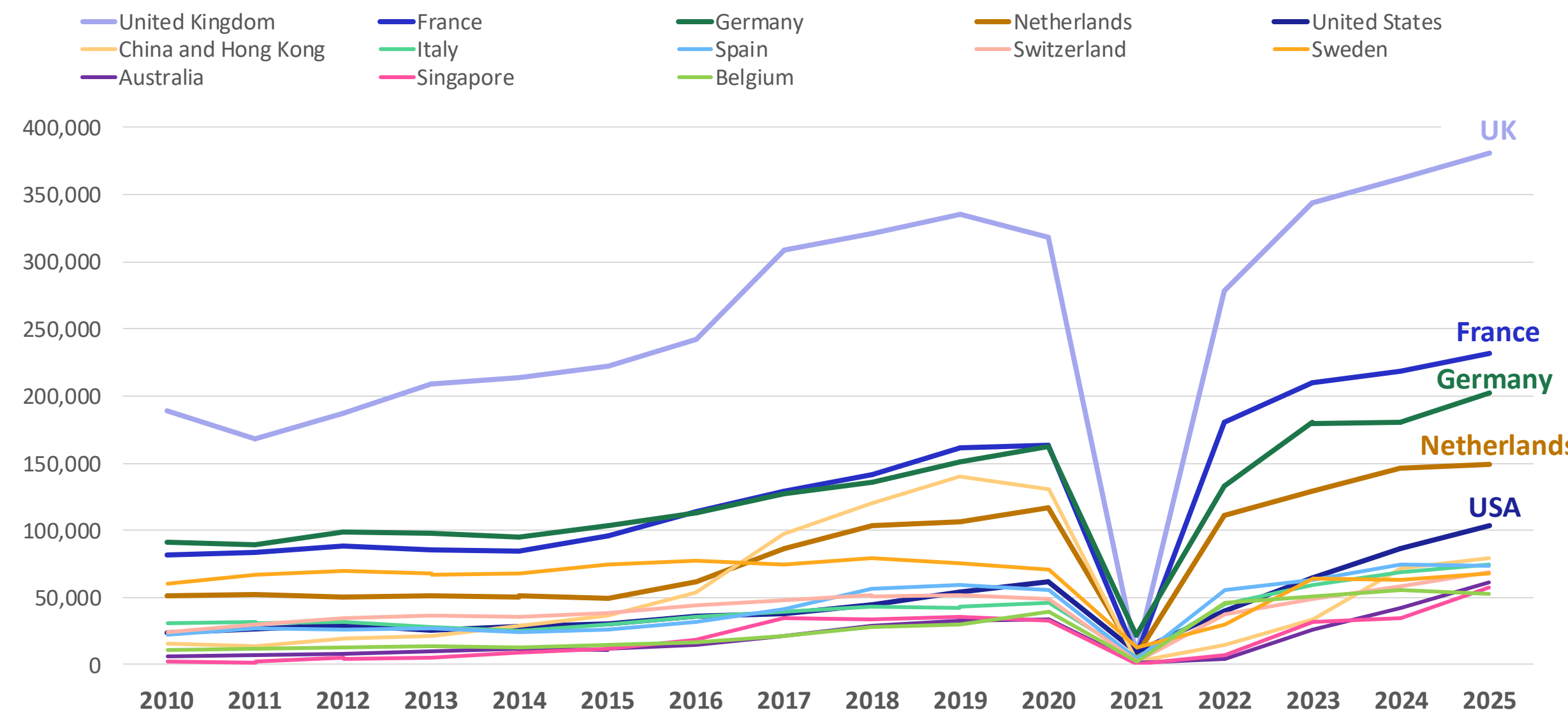
- **1.5M** from EU-27 & UK / **+6%** (+28%)
- **354,600** from Asia / **+37%** (+4%)
- **145,800** from America / **+28%** (+100%)

German overnights / winter 2024-2025



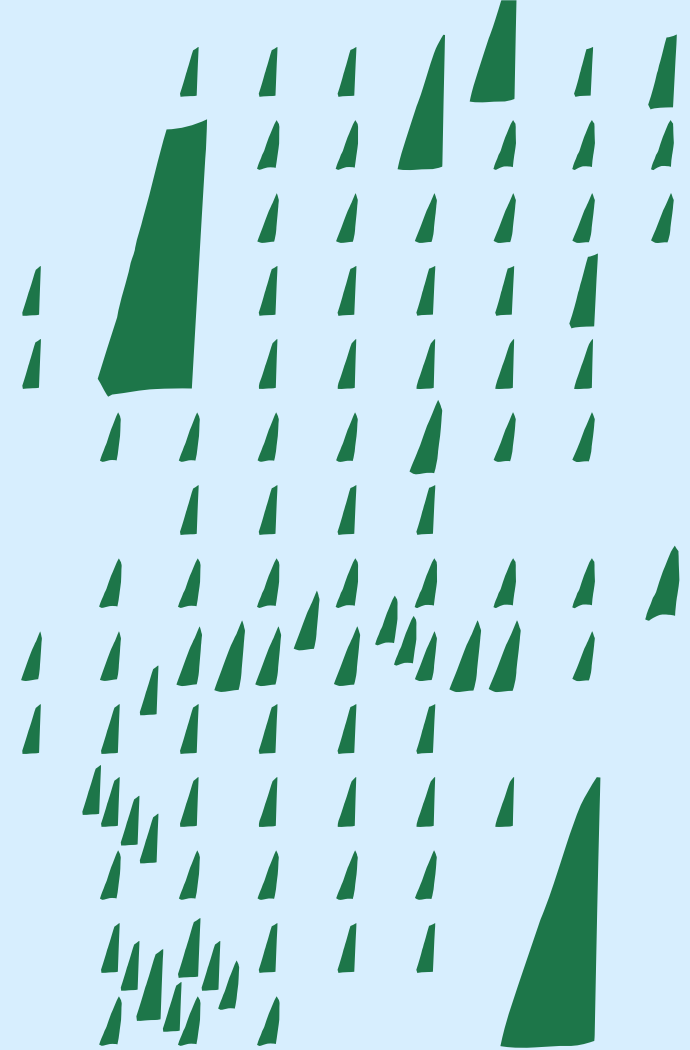
	winter 2019	winter 2024	winter 2025	winter 2025 vs. 2019	winter 2025 vs. 2024
UK	334 900	361 800	380 800	+14 %	+5 %
France	161 700	218 800	231 400	+43 %	+6 %
Germany	151 300	180 700	202 300	+34 %	+12 %
Netherlands	106 700	145 900	149 600	+40 %	+3 %
USA	53 800	86 400	103 500	+92 %	+20 %
China & Hong Kong	139 700	71 600	79 500	-43 %	+11 %
Italy	42 900	68 800	75 000	+75 %	+9 %
Spain	59 400	74 900	73 400	+24 %	-2 %
Switzerland	51 800	58 100	68 700	+33 %	+18 %
Sweden	75 100	63 200	67 600	-10 %	+7 %
Australia	32 600	42 300	61 100	+88 %	+44 %
Singapore	35 300	35 000	57 100	+62 %	+63 %
Belgium	30 300	55 200	52 600	+74 %	-5 %
Estonia	58 200	48 800	47 200	-19 %	-3 %
Japan	49 900	28 000	44 600	-11 %	+59 %
India	19 000	24 300	37 500	+97 %	+54 %

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



Overnights in short-term rentals

Year 2024



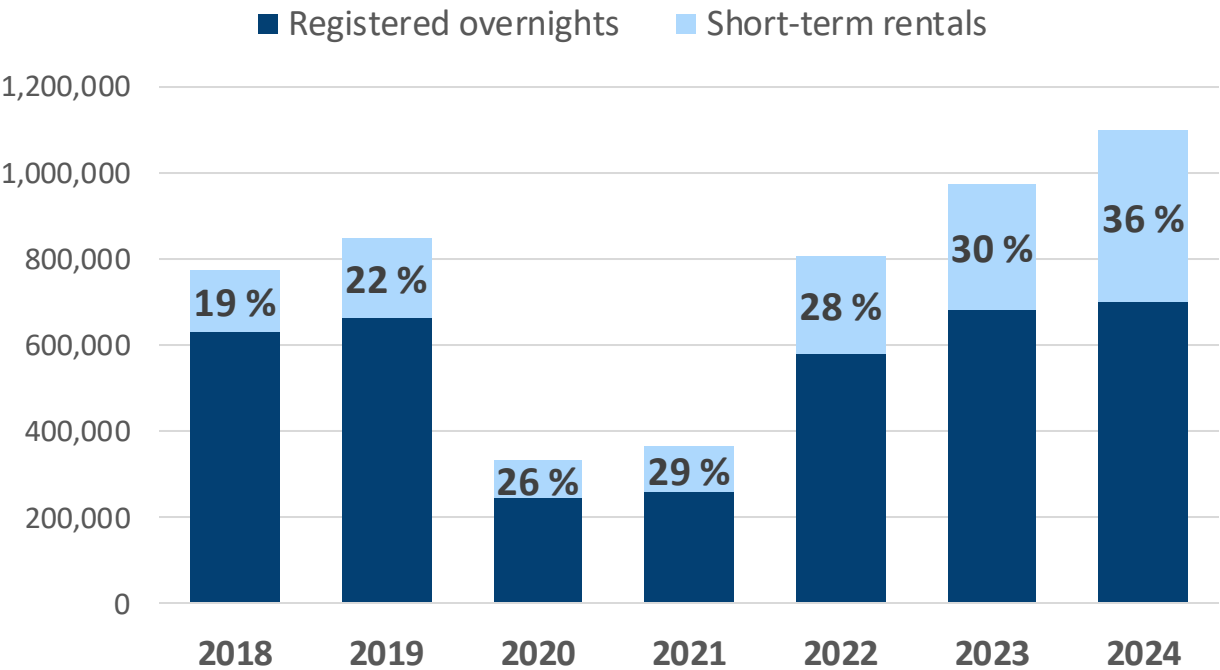
Registered and short-term rentals overnights in Finland - Year 2024

In 2024, German visitors stayed for **397,300 nights in short-term rentals**, representing **36% of their total paid overnight stays in Finland**.

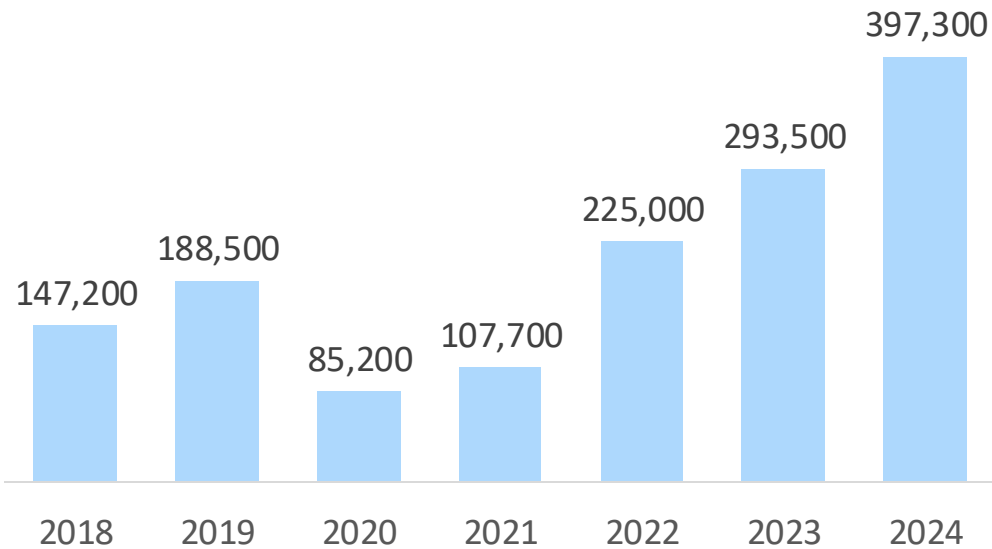
*The number of nights spent in short-term rentals for German guests has **more than doubled since before the pandemic** and has also **increased by 35% compared to 2023**.* By comparison, the **increase in registered overnight stays** for German visitors in 2024 was only **3%** over the previous year.

As a result, German visitors spent nearly **1.1 million nights in paid accommodation** in Finland in 2024, marking a **13% increase** from 2023 and a **29% rise compared to 2019**.

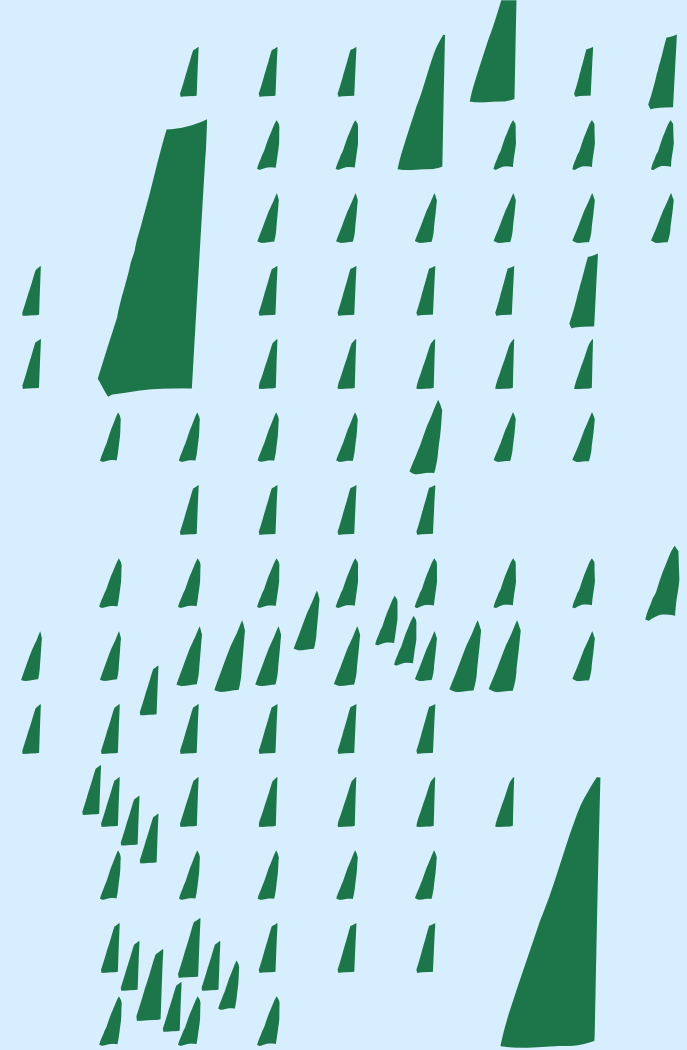
German total paid overnights in Finland



German overnights in short-term rentals



German travel related internet searches



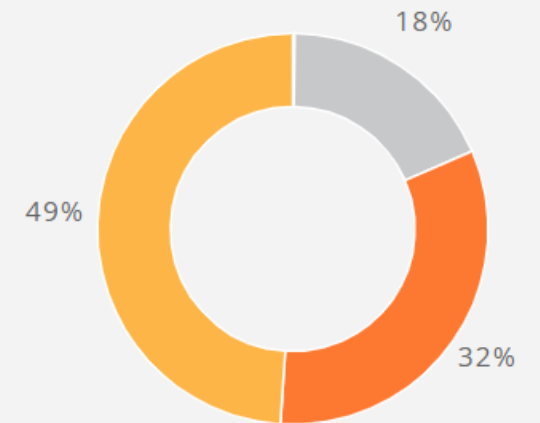
Top10 Target Markets 2024 vs. 2023

Target Market Distribution			2024	2024/2023
Rank	Flag	Target Market	Searches	Growth
1		United States	983,170	51%
2		Japan	871,460	15%
3		Germany	758,470	-4%
4		United Kingdom	572,410	21%
5		Italy	334,210	-4%
6		France	329,260	-6%
7		India	285,960	43%
8		Spain	244,390	-1%
9		Sweden	198,110	-12%
10		Canada	197,980	27%

Distribution of German searches

Brandtag Family Distribution

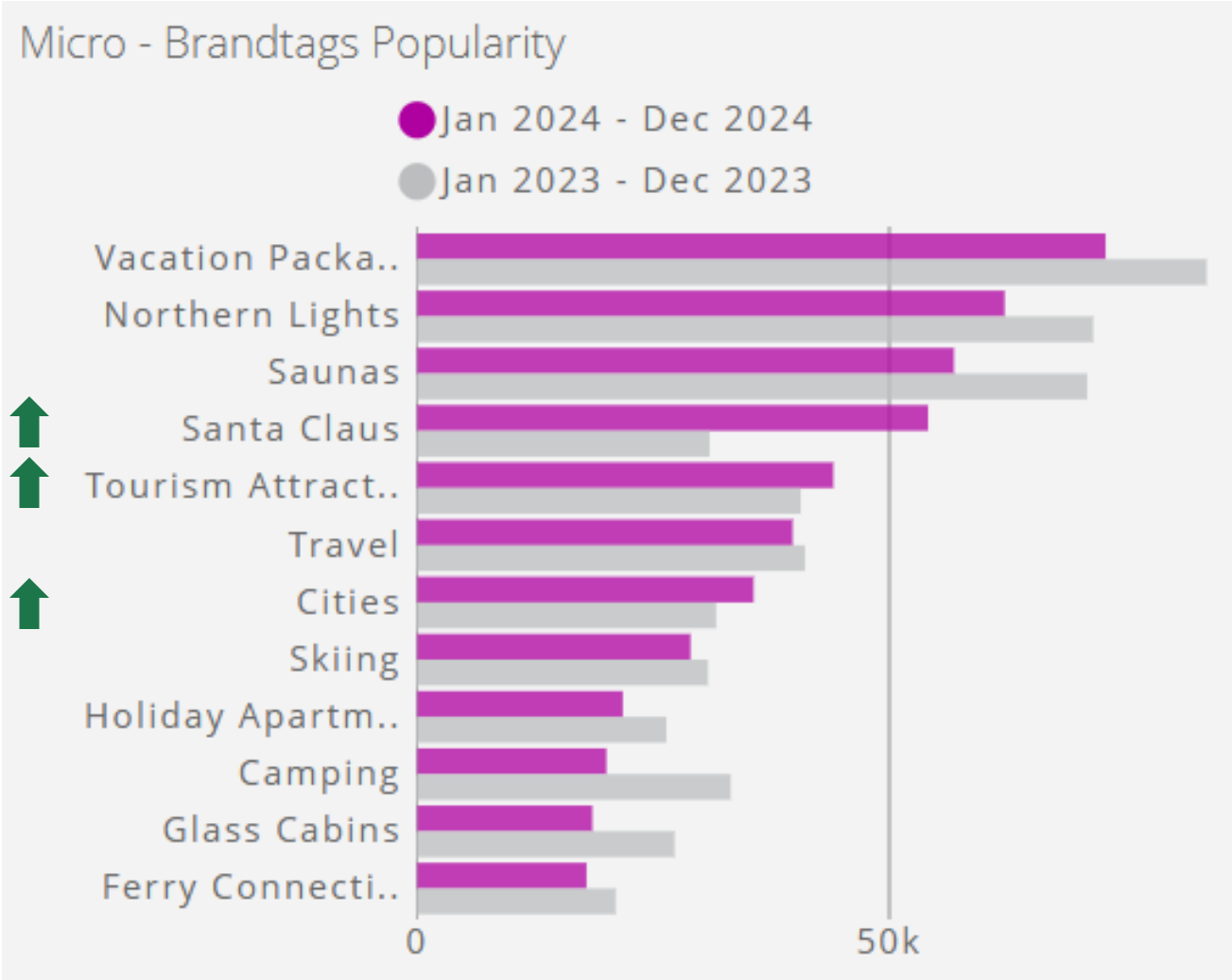
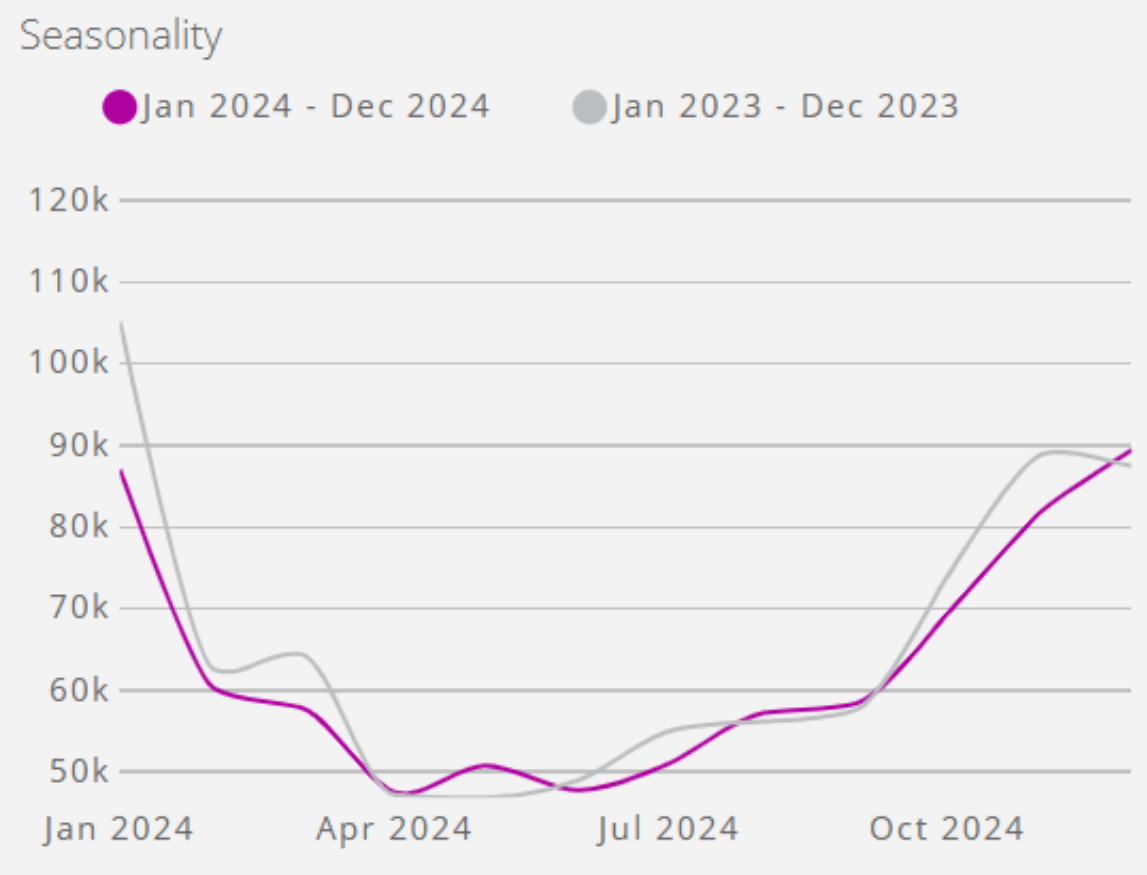
● Happiness ● Accommodation
● Generic Information ● Touristic Activities



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

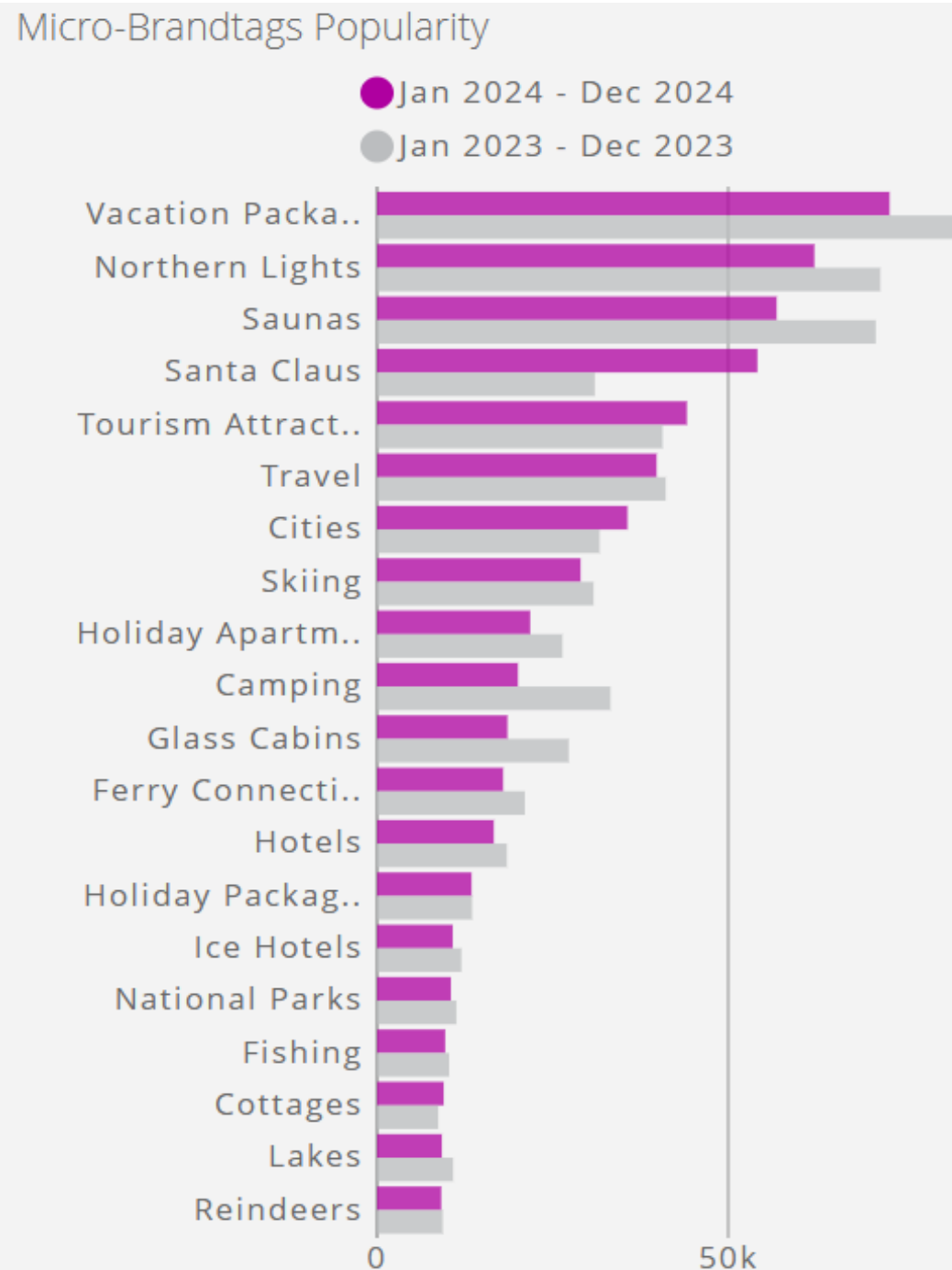
German travel related searches for Finland in 2024 were following the trend of 2023, but on a slightly lower level.

Interest towards Santa Claus, tourism attractions, and cities increased compared to previous year.



Germany:

Top 20 topics in 2024





ForwardKeys

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

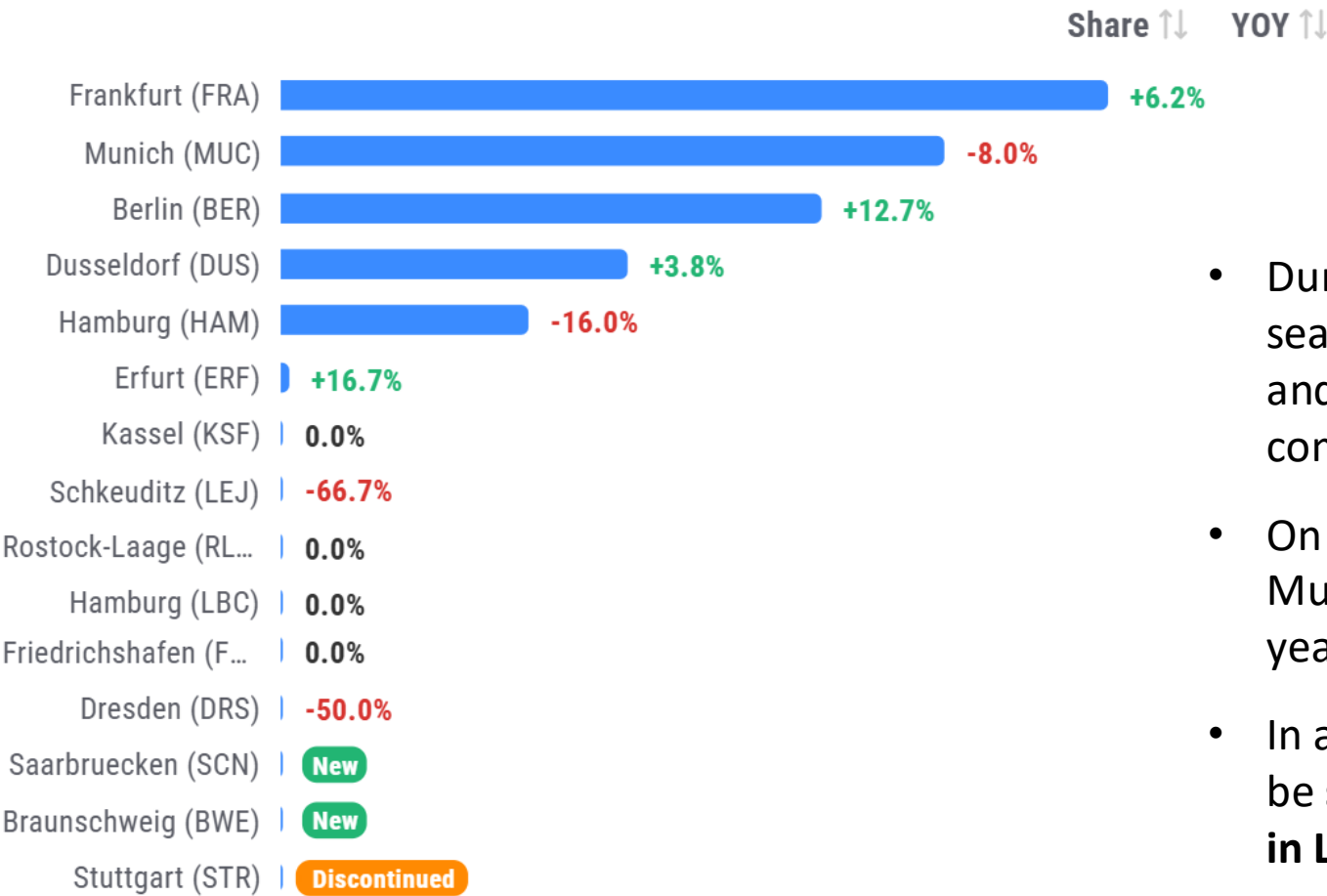
Seat capacity from Germany to Finland in Dec 2025 – Feb 2026

Comparison to previous winter

✈ Germany (excl. domestic) → Finland

Filtered period 01 Dec 2025 - 28 Feb 2026

14 airports +0.0% YOY for selected locations



- During the coming peak winter season, seat availability from **Frankfurt, Berlin, and Dusseldorf** to Finland is **increasing** compared to last winter.
- On the other hand, seat capacity from Munich and Hamburg will be lower than year before.
- In addition to flights to Helsinki, there will be **several more direct flights to airports in Lapland** during the winter season.

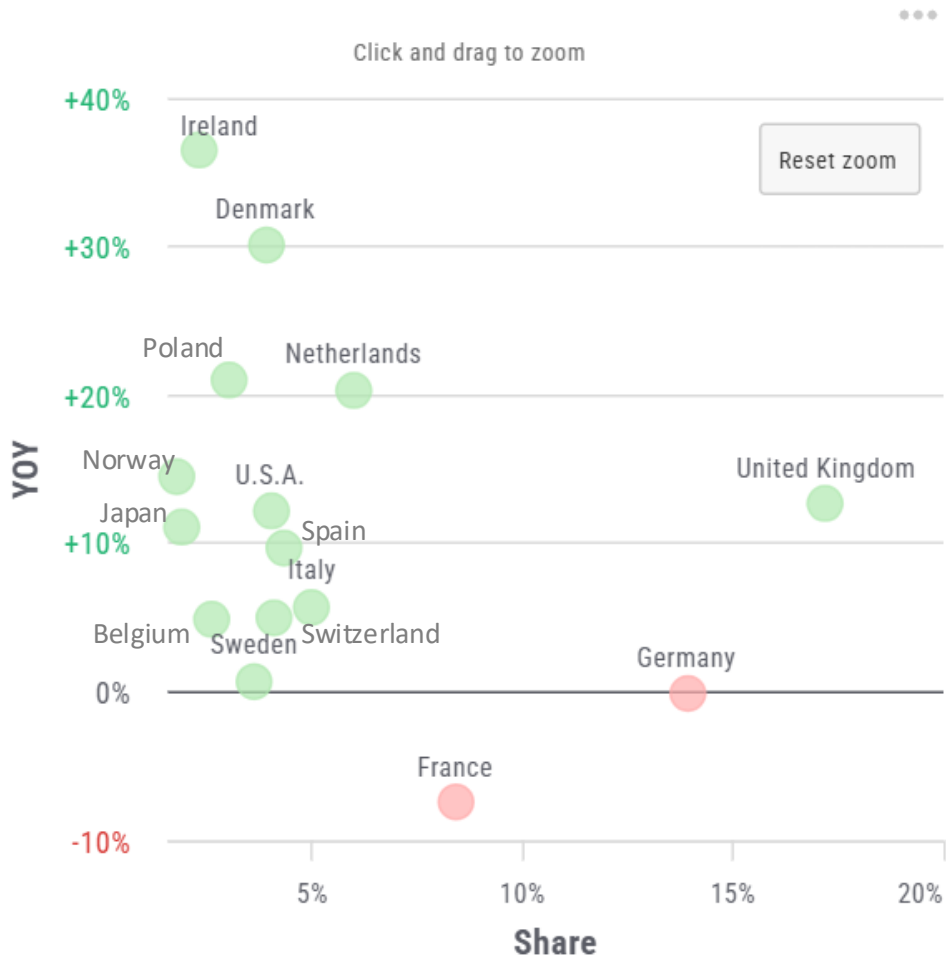
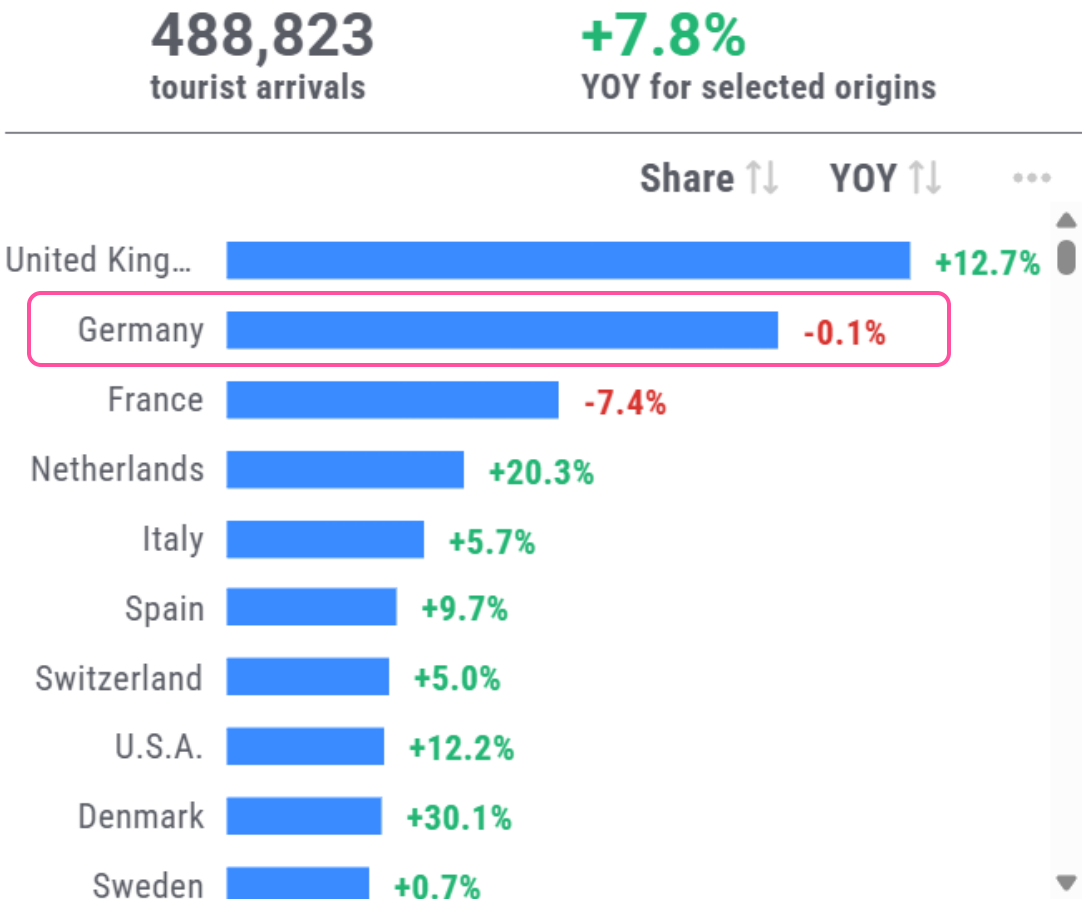
Forecast for Flight arrivals in Dec 2025 – Feb 2026

Comparison to previous winter

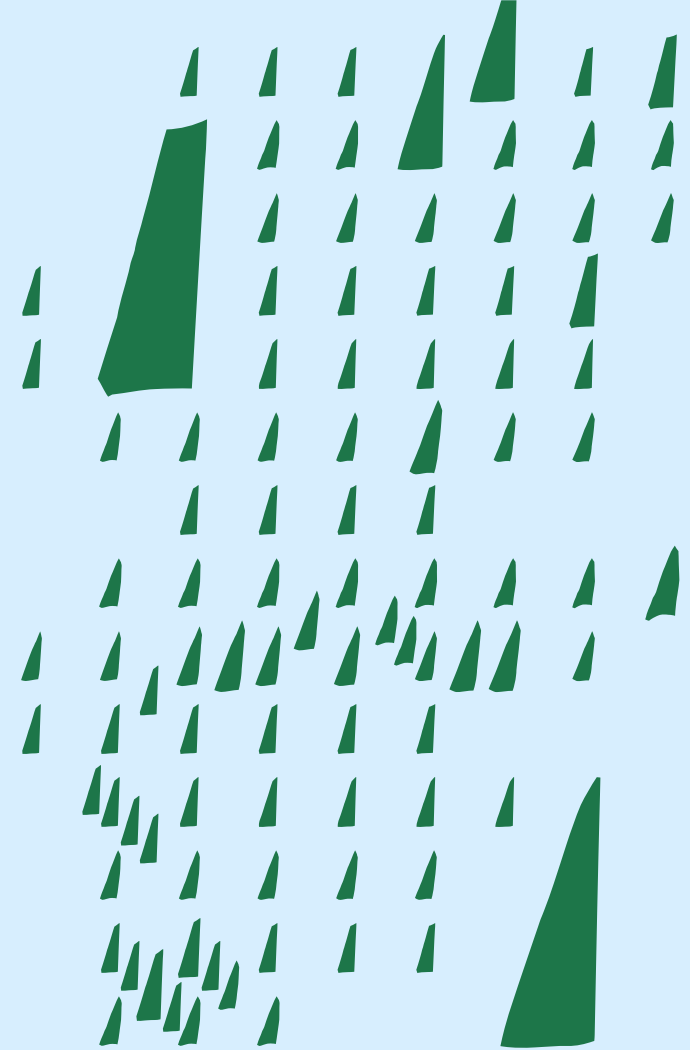
✈ Worldwide (excl. domestic) → Finland

Database update 19 Oct

Filtered period 01 Dec 2025 - 28 Feb 2026



DACH PR & Media 2025



PR & Media Activities

DACH market

Visit Finland's PR activities include press releases, proactive pitching, media and influencer visits, and press events – all in close collaboration with our Frankfurt-based PR agency. So far in 2025, we've hosted 13 individual visits, joined four international group visits, organized three national group visits from the DACH market, and shared numerous press releases and pitches.

Coverage Highlights Q1-Q3 2025

- 680 Media Hits
- Visibility Score 68%
- Brand Building Effect 602.7 million
- Average Tone 2.93/3.00
- Media: Welt am Sonntag kompakt, Deutsche Welle, Merkur, web.de, msn.com/de, Freundin, TZ, Tagesspiegel, Stern, FAZ and many more
- Content Creators: @mokka.ccino, @wasissthanna, @jonnyfoe and collaboration with Falke

1. The average **Visibility Score** talks about attention, e.g., an article can be expected to get.

2. **Brand Building Effect** is an estimate of the number of media consumers that have seen the article.



Coverage Highlights

18 REISEN



Tagesspiegel



Mehr als 100.000 Seen, riesige Wälder, drei Millionen Saunen, eine spannende Kulturszene und ganz besonders glückliche Menschen: Das ist Finnland. Als Reiseziel ist es noch ein Geheimtipp.

„Finnland? Da ist es doch immer kalt und dunkel.“ Das ist eines der Vorurteile, über das die Finnen nur lachen können. Natürlich ist es in dem skandinavischen Land nicht so heiß wie am Mittelmeer. Aber dunkel ist es nur im Winter – im Sommer geht die Sonne zeitweise praktisch gar nicht unter. Und es gibt noch viel mehr Gründe für einen Sommerurlaub in Finnland. Wir stellen neun davon vor.



Merkus.de

STRENG GEHEIM IN FINNLAND

Für ihn ist die Sauna der Sinn des Lebens

In der ältesten Sauna Finnlands, dem Mutterland des Schwitzbads, führt ausgerechnet ein Nicht-Finne die Geschäfte.

ANHÖREN

IN KÜRZE



Kleine Zeitung



Lapland - Skandinavischer Sommer unter der Mitternachtssonne

Lapland wird häufig mit verschneiten Winterlandschaften und Polarlichtern in Verbindung gebracht. Doch die nördlichste Region Finnlands entfaltet auch im Sommer ihren ganz eigenen Zauber. Im Juli taucht die Mitternachtssonne die weiten Wälder, Flüsse und Seen rund um die Uhr in sanftes Licht und schafft ideale Bedingungen für Outdoor-Aktivitäten.

Web.de



STRENG GEHEIM

Janne Hämäläinen kreiert die Augen zusammen und starrt über die glänzende Wasseroberfläche. „Das ist hier das beste“, brummt er und zeigt auf ein winziges Boot, das kaum sichtbar in der Ferne von links nach rechts fährt. „Ungewöhnlich viel Verkehr“, sagt der Fischer, „normalerweise sieht man hier niemanden.“ Er wendet sich wieder dem See zu, auf dem er einige Dutzend frisch gebratene Marlinen über dem offenen Feuer grillt.

Daneben, in einer großen Metallkassette, blubbert schwarzer Kaffee. „Wissen Sie, ein einfaches nicht süßes“, grinst Hämäläinen, „es und schmeckt sich einem

der Meinen Fische, „Mätkä“ auf Finnisch, in den Mund. Eine halbe Stunde und wir mit dem Motorboot über den blauen See. Der See ist das einzige, das am Sommerabend liegt. Ein paar Trampelpfade führen zu kleinen Inseln, Felsen am Wasser, weißen Sandstränden. In einer kleinen Bucht stehen die Küsten lagern Fische für den Grill – ganz natürlich. Auch Camps, Pflanz- und Brennholzstände und Lager für jede hier, das finnische Abenteuer erleben.

„Diese Inseln sind wie Steine“, philosophiert Fischer Hämäläinen auf der Bootsfahrt zurück zu seinem Boot. „Und der See ist wie ein Glas.“ Finn-

land gilt als Sommerland, ein Wasser-Paradies mit fast 4400 Quadratkilometern Größe. Ein Labyrinth aus 14.000 Inseln. Mit einer Küstentiefe von 1000 Metern, das sind fast doppelt so viel Kilometer wie die Küstentiefe des Mittelmeers. Das Wasser ist glasklar, hat in Teilen die Transparenz von Aquarienwasser. Zwischen den Felsen und Küsten lagern Fische für den Grill – ganz natürlich. Auch Camps, Pflanz- und Brennholzstände und Lager für jede hier, das finnische Abenteuer erleben.

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Sommer in Lappland: Wenn die Nacht nie dunkel wird

Bislang ist Lappland eher für Nordlichter und Wintersport bekannt. Dabei hat das nördliche Land im Sommer noch viel mehr zu bieten: etwa ein Treffen mit dem Weihnachtsmann höchstpersönlich und das erste Influencer-Rentier der Welt.

Artikel ansehen



Yoga findet in Finnland auch mal inmitten einer Rentierherde statt. Susanne Bickel

Die Presse

COOL HELSINKI

In Finnlands Hauptstadt beginnt der Herbst erfreulich: mit offenen Terrassen und Saunen für den Notfall.

von PATRICIA ENDEHORN
Illustration: TOBY MITCHELL

Die Menschenmenge beginnt kurz vor dem Einbruch der Dunkelheit. Sie zieht sich auf dem Ufer des Meeressportplatzes in der Nähe des Hafens zusammen. Hier findet der Herbstfest der Stadt Helsinki statt. Die Menschenmenge ist eine Mischung aus Touristen und Einheimischen. Sie sind hier, um das Fest zu feiern und die Stadt zu genießen. Die Menschenmenge ist eine Mischung aus Touristen und Einheimischen. Sie sind hier, um das Fest zu feiern und die Stadt zu genießen.



Was macht die Menschen in Finnland so glücklich?

Globale Umfrage widerspricht dem World Happiness Report

Neben demographischen Angaben und Fragen zur Kindheit wurden unterschiedliche Bereiche des Lebens abgefragt: Die Gesundheit, das subjektive Wohlbefinden, der Lebensstil, der Charakter, Beziehungen und finanzielle Sicherheit.

Daraus ergibt sich ein „Flourishing“-Index. Das „Flourishing“-Konzept soll übergreifend die Qualität aller Lebensbereiche einer Person erfassen. Dazu wurden weltweit mehr als 200.000 Personen befragt – unter anderem auch in Deutschland. Diese Befragungen werden mit denselben Personen in den kommenden Jahren jeweils jährlich wiederholt, um Veränderungen im Zeitverlauf analysieren zu können.

Forschende würden vor allem den umfangreichen Datensatz der neuen Studie, dessen Resultate sich zum Teil auch mit denen des jährlich erscheinenden World Happiness Report überschneiden, so Prof. Dr. Hilke Brockmann, Assistentin Professor für Soziologie an der Universität Bremen. Sie deckt sich das Ranking der Länder nicht mit dem des diesjährigen World Happiness Reports (WHR), der die reichsten skandinavischen Nationen (Norwegen) ganz oben stellt. Und umgeben liegt Indonesien auf Platz 1 in der GHS, beim WHR 2023 jedoch auf Platz 83.

Deutsche Welle



Die Welt umarmt die Natur – TreeHugging Weltmeisterschaften am 23. August 2025 in Finnland

Artikel von Outdoor Elements • 2Mon. • 3 Minuten Lesezeit



Am Samstag, den 23. August 2025 ist der idyllische Halpuu-Wald in Levi, Finnland Gastgeber der 6. TreeHugging Weltmeisterschaften.

istag, den 23. August 2025, wird es im hohen Norden besonders herzlich: Der idyllische i, Lappland, ist Gastgeber der 6. TreeHugging Weltmeisterschaften. Hier treffen sich aller Welt, um ihre Umarmungskünste in einem einmaligen Wettkampf zu messen – live t online.

msn.com/de

REISEBLATT

Reiseblatt

REISEBLATT

Die Welt umarmt die Natur – TreeHugging Weltmeisterschaften am 23. August 2025 in Finnland. Hier treffen sich aller Welt, um ihre Umarmungskünste in einem einmaligen Wettkampf zu messen – live t online.



Wer sich verliert, lernt uns kennen

Dass das Glück auf einer kleinen Insel wartet, wusste schon Toni Järven, die Entdeckerin der Meisters. Auf die Schätze der Natur hat sie sich eingelassen, wenn ihr der Trübsal zu viel wurde. Auch 80 Jahre später kann man hier noch besser die Welt entdecken. Von Alexander Jürgs



Von Järven in der Natur

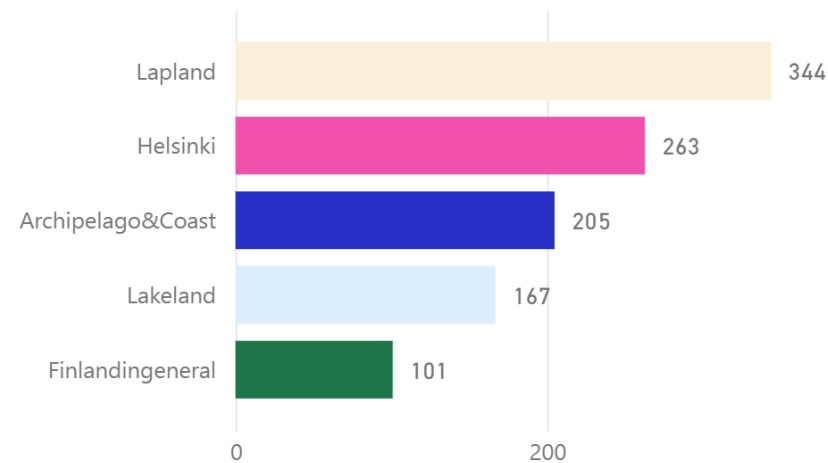
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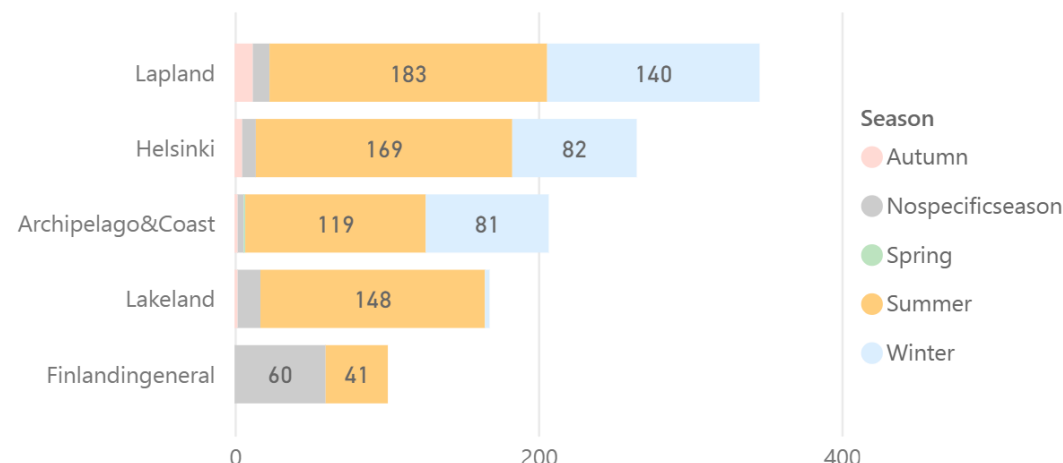
FAZ

Region, Season & Themes, DACH Q1-Q3/2025

Number of hits per region



Regional coverage by season



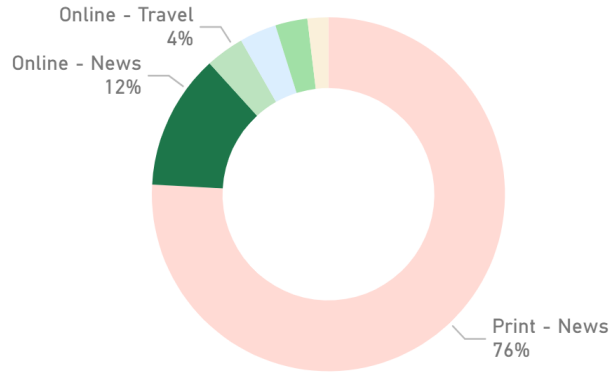
Theme	Number of hits	Visibility Score	Brand Building Effect
Outdoors	357	72 %	216M
Culture	108	72 %	239M
Gastronomy	65	75 %	15M
Tourism in general	57	37 %	9M
Wellness	41	74 %	8M
Happiness	29	54 %	58M
Sport	20	54 %	1M
Sustainability	2	38 %	7M
Global campaign	1	50 %	51M
Total	680	68 %	603M

Coverage Highlights

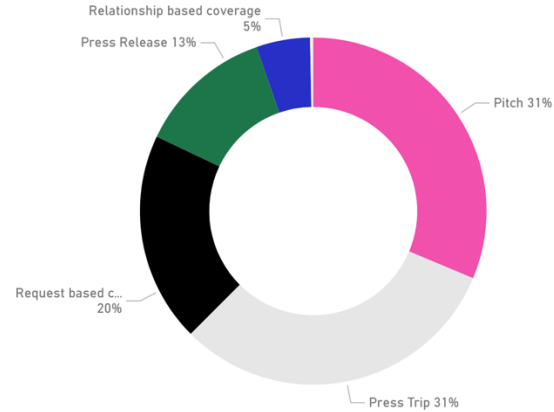
- Lapland has been the most popular region with 344 hits.
- Summer was the most popular season with 431 hits.
- Outdoors was the most popular theme (357 hits), followed by culture (108 hits) and gastronomy (65 hits).

Origin, Media Types & Media Relevance, DACH Q1-Q3/2025

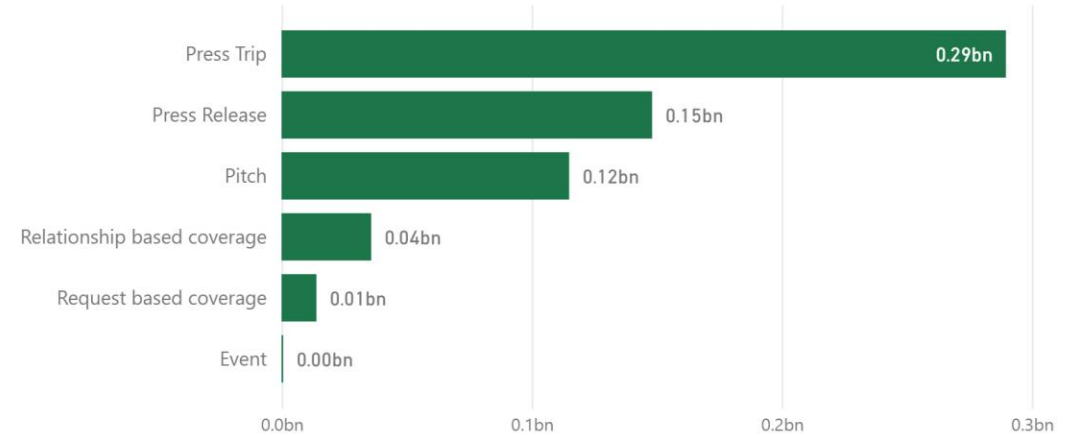
Share of hits by Media type



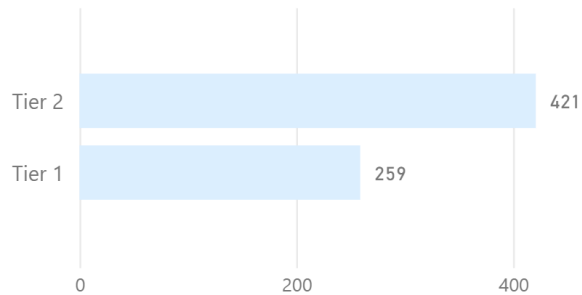
Share of hits by Origin



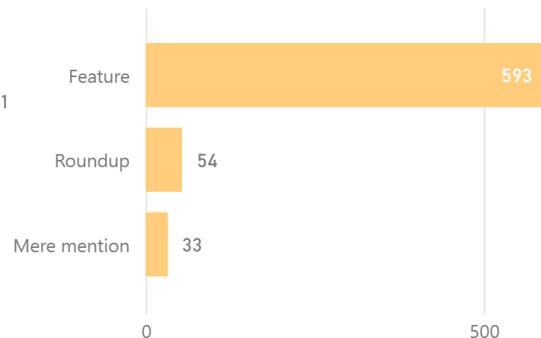
Brand Building Effect by Origin



Number of hits by Media Relevance



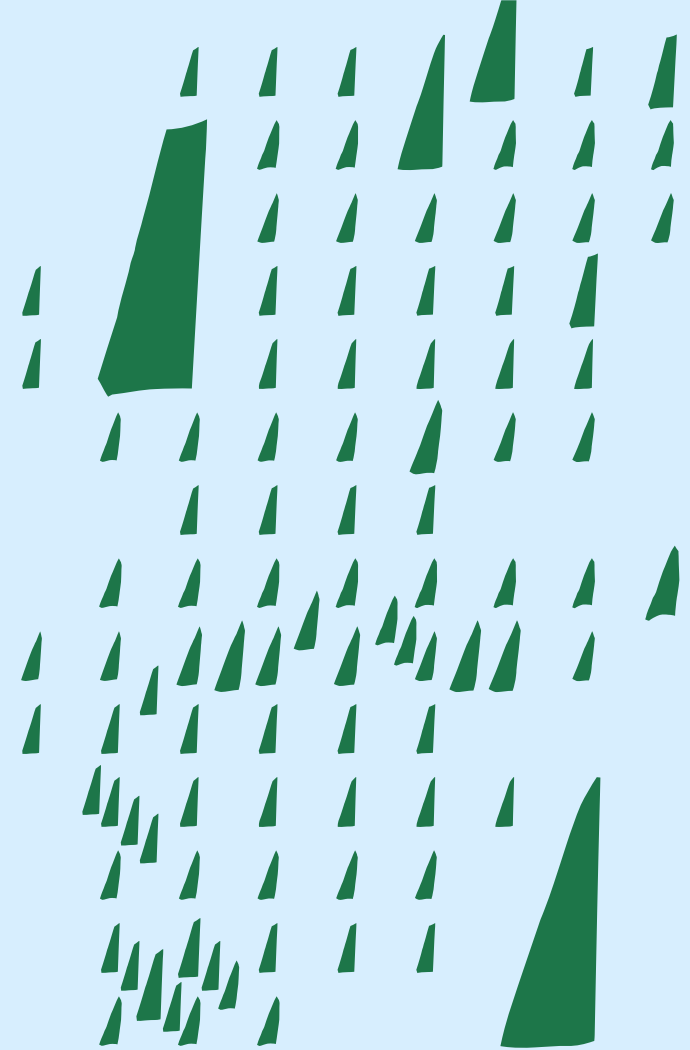
Number of articles by Subject Prominence



Coverage Highlights

- 81% of coverage featured in print media and 19% online.
- Most hits originated from pitching and press trips – with press trips leading in Brand Building Effect.
- 87% of articles were feature stories, offering in-depth exploration of Finland.
- Slightly more Tier 2 hits, as many regional DACH papers republish content based on Tier 1 coverage.

German market activities 2026



Activity plan 2026

Visit Finland Sales Events

- ITB, 3.-5.3.2026, 2-3 tables available
- Nordic Workshop 24.9.2026 tbc

Eastern Finland sales events

- Online workshop 25.3.
- Eastern Finland sales calls 5.-7.5.
- Workshop, November 2026

Famtrips

- Joint famtrips for European markets



Activity plan 2026

Joint promotion cooperation

- Joint promotions on 50-50 funding basis
 - TO-OTA / Visit Finland / partners
- X over campaigns with aligning brands
- Campaign formats to boost awareness and increase sales and tour production
 - Effective, value for money

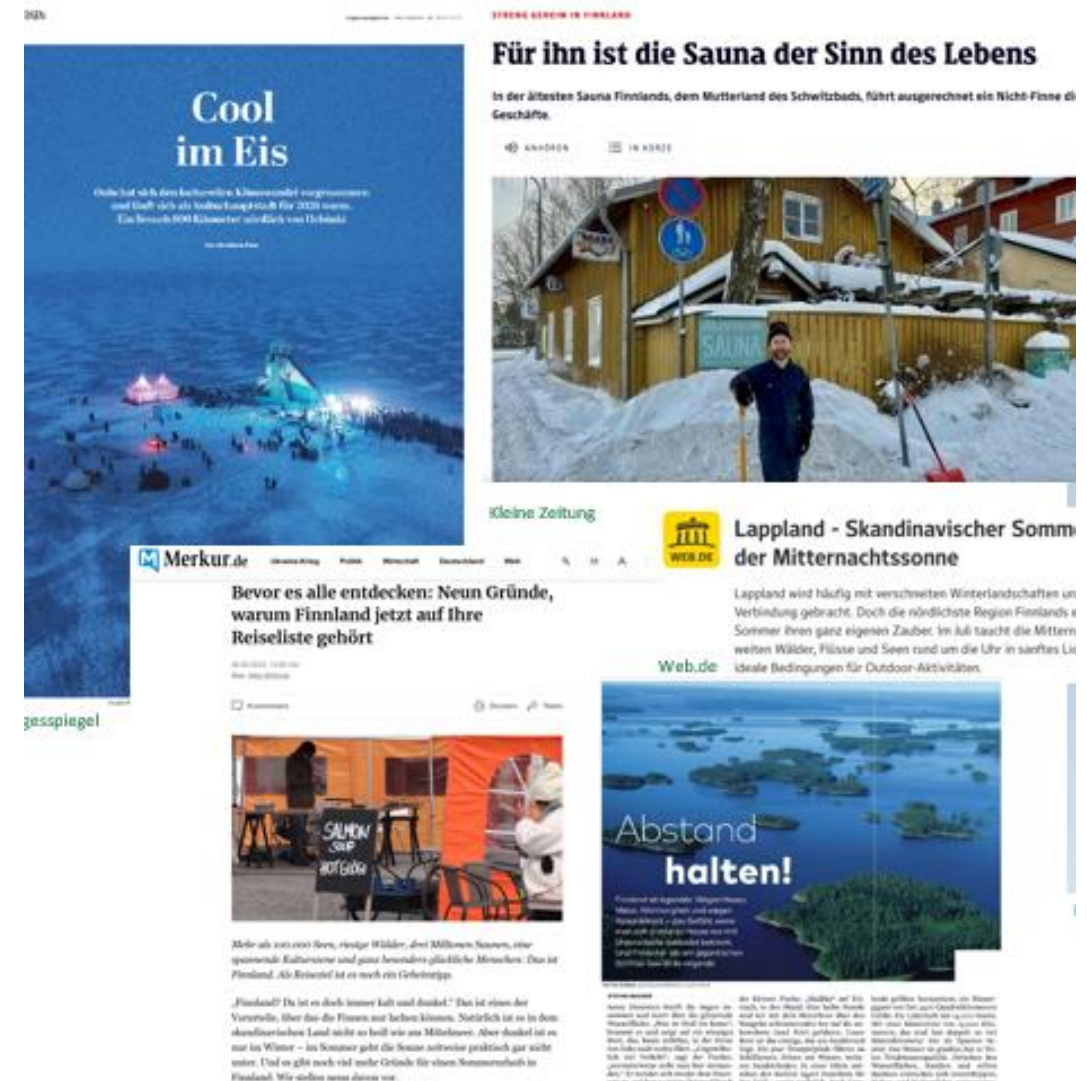
Activity plan 2026

B2C Campaigns - imago

- Food
- Eastern Finland

PR & media work

- Campaigns
 - PR event/activations, press releases, international & national group press trips and individual press & influencer trips
- international press/influencer trip(s)
- 2-3 group press trips
- individual press/influencer trips



LINKS

<https://www.visitfinland.fi/toiminta-markkinoilla/saksa>

<https://www.visitfinland.fi/ajankohtaiset/matkailun-tapahtumat>

[Tilaa uutiskirje](#)

<https://www.visitfinland.fi/ajankohtaiset/seminaarien-satoa>

Upcoming market outlooks:

07.11. France & Spain

17.11. Japan & China

27.11. UK & USA

