

Bloom Consulting COUNTRIES, REGIONS & CITIES

Visit Finland Digital Demand – D2©

Executive Summary – Data refresh Q4

Version 1.0

March 18th, 2024



Funded by
the European Union
NextGenerationEU

Scope of the project

The Insight+ solution is prepared for Visit Finland to reflect the international appeal of Finland within the Tourism dimension.

The Tourism dimension is defined by 276 unique search tags (Micro-Brandtags), reflecting a wide scope of potential touristic searches from Generic Information through Accommodation and specific Tourism Attractions.

The project timeline includes quarterly data refreshes from January to December 2023, and baseline searches for the previous two years (2021–2022).

The 19 international target markets of Germany, the United States, Japan, the United Kingdom, Italy, France, Spain, the Netherlands, Estonia, India, Switzerland, Canada, Sweden, Austria, Belgium, China, Australia, South Korea, and Russia) and the domestic market of Finland are covered in terms of searches, Brandtag popularity, seasonality, and the rank of importance.

Subscription details

The "Insight+" solution is prepared for *Visit Finland* to reflect the international appeal of Finland within the *Tourism* dimension.

Destination (1):	Finland
Dimension (2):	Tourism, Tourism Branded
Time Range (3 years):	January to December 2021 – January to December 2023
Refresh (1 year):	Q1, Q2, Q3 and Q4 2023
Languages (22):	Arabic, Chinese, German, Danish, Estonian, English, Spanish, Finnish, French, Indonesian, Italian, Japanese, Korean, Lithuanian, Dutch, Norwegian, Polish, Portuguese, Russian, Swedish, Turkish, and Vietnamese

The subscription includes the following:

- (a)** Overview of Finland's D2© Summary with a number of searches, evolution, seasonality of searches, ranking in the region, most popular Brandtags, and target markets.
- (b)** In-depth analysis of Jyvaskyla's ALL Brandtags Families (dynamic cards), featuring the number of searches, a rank of importance, evolution, Micro-Brandtag share, seasonality, and target markets.
Detail of Brandtag Families (4).
For further details, please check the Brandtag Classification chapter.
- (c)** In-depth analysis of Finland's ALL Brandtags (dynamic cards), featuring the number of searches, a rank of importance, evolution, Micro-Brandtag share, seasonality, and target markets.
Detail of Brandtags (70).
For further details, please check the Brandtag Classification chapter
- (d)** In-depth analysis of Jyvaskyla's ALL Micro-Brandtags of your choice (dynamic cards), featuring the number of searches, evolution, seasonality, and target markets.
Detail of Micro-Brandtags (276).
For further details, please check the Brandtag Classification chapter
- (e)** Overview of Jyvaskyla's 20 Target Markets of your choice (dynamic cards), featuring the number of searches, evolution, a rank of importance, evolution, top Brandtag popularity, and seasonality.
Detail of Target Markets: Germany, United States, Japan, United Kingdom, Italy, France, Spain, Netherlands, Estonia, India, Switzerland, Canada, Sweden, Austria, Belgium, China, Australia, South Korea, Russia, and Domestic (Finnish) market.

Conclusions Q3 2023

1. While searches for Finland consistently surpass last year's volume, they do not follow the trend of previous years.
2. Top Brandtags remain unchanged, however, searches related to Saunas, Lakes, and Vacation Packages decrease. While searches for the majority of Brandtags continue to grow.
3. Top 3 Target Markets remain the same and Japan is moving to the lead position.
4. While many markets show a stagnation, Indian, Australian, and South Korean markets show a rapid growth.
5. The behaviour of Finnish market remains the same as Q3 2022, with volume of searches surpassing last year's.

Conclusions

Q4 2023 data refresh

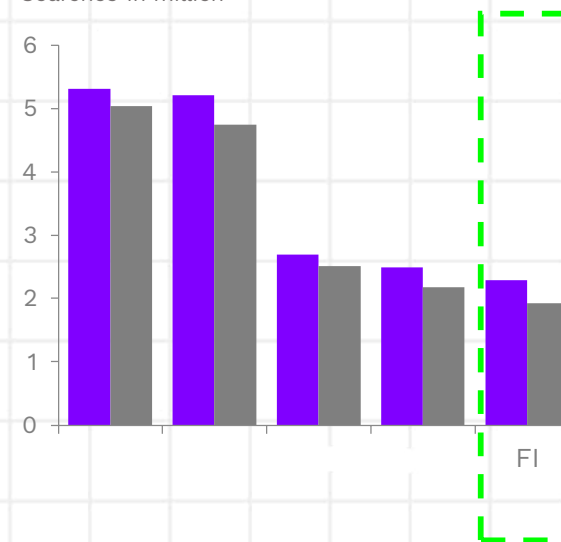
Conclusion 1 Finland leads in Growth

The order of the countries in the benchmark ranking, search volume wise, remains the same as in Q4 2022. Finland comes last with 2,2m searches.

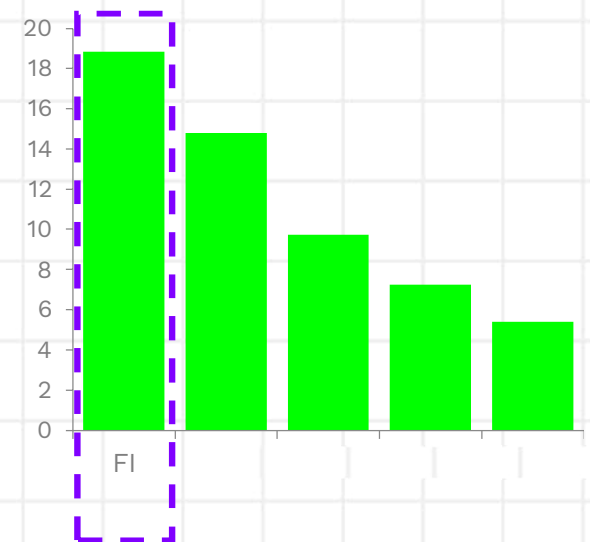
During Q4 2023, there are important differences in the growth of benchmark competitors, compared to Q4 2022. Finland displays the biggest growth of over +18,8%.

Benchmark ranking (excluding RU and CN)

■ 4Q 2023 ■ 4Q 2022
Searches In million



■ Growth %



Conclusion 2

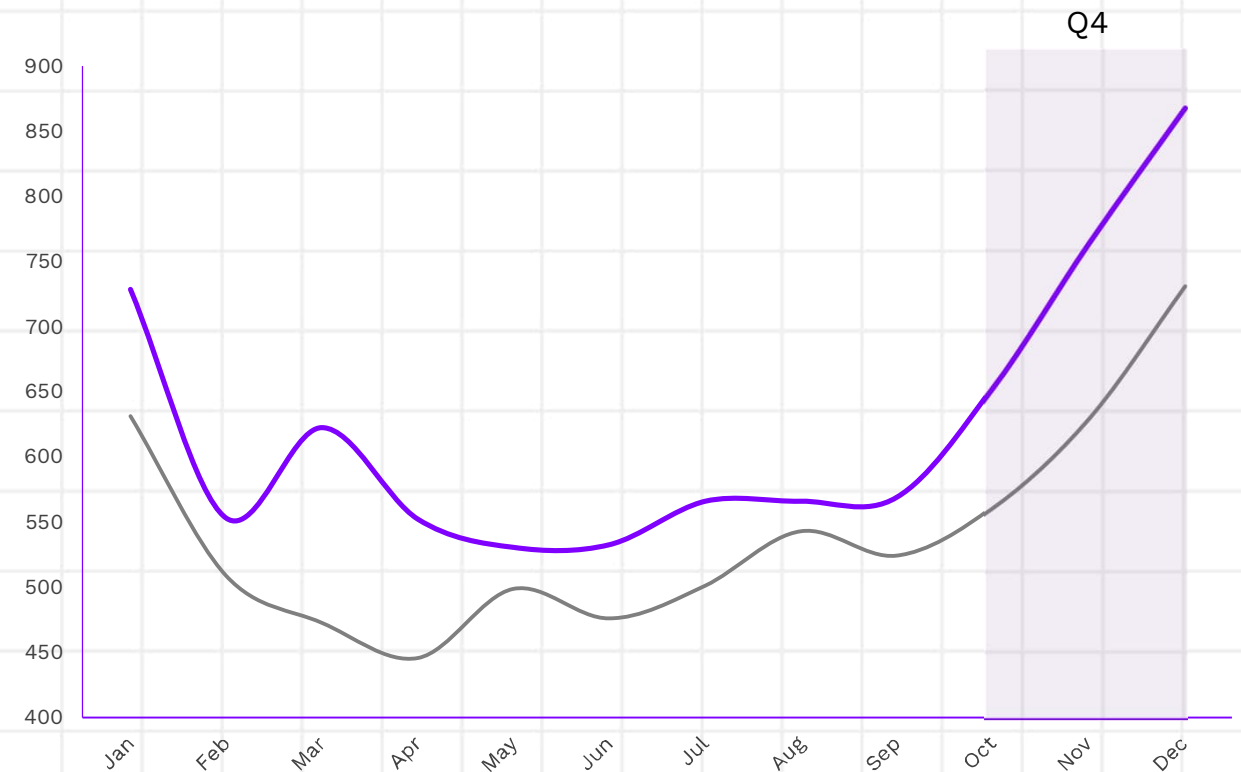
Searches for Finland consistently surpass last year's volume

Volume of searches from Q4 2023 shows an increase of +18,8% in search volume compared to the same period last year.

The international search behavior is similar to the previous year. The growth during that quarter is significantly higher than during any other quarter this year (except for the March peak).

Seasonality of searches for Finland

■ Jan - Dec 2023
■ Jan - Dec 2022
Searches In thousand



Conclusion 3

Top Micro-Brandtags remain unchanged, however, searches related to Cities and Lakes decrease

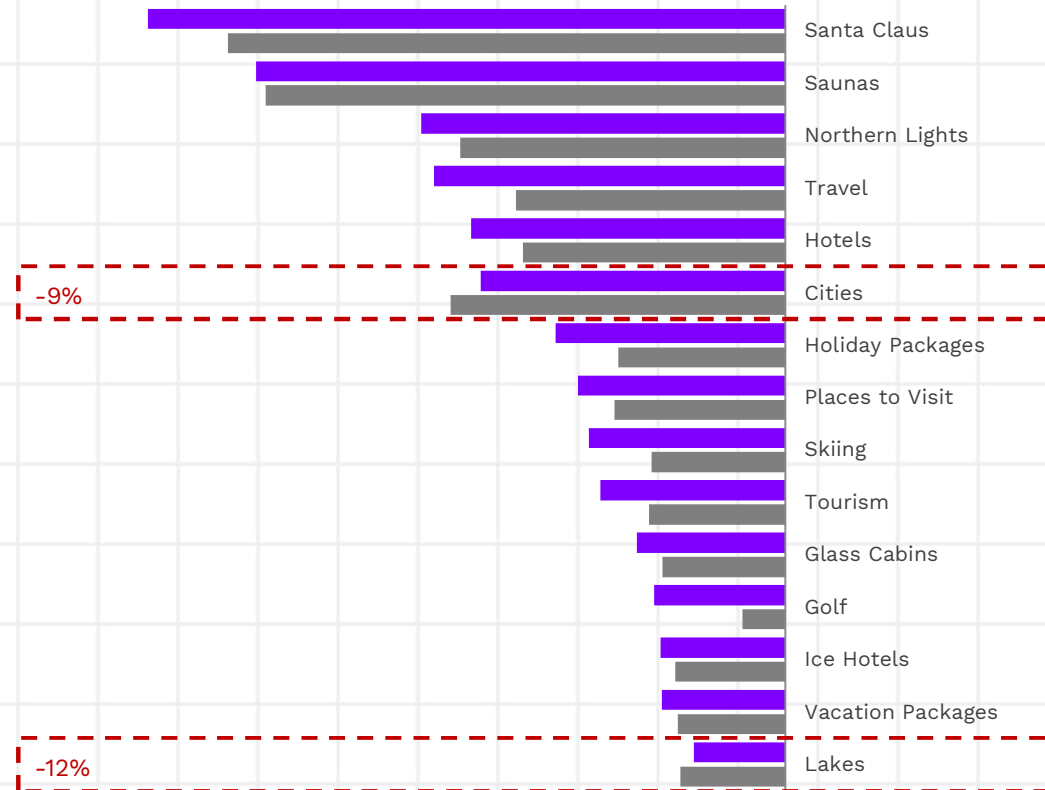
The top of the Micro-Brandtags remains the same, featuring Saunas (186k), Northern Lights (128k), Travel (124k), Hotel (111k), and Cities (107k).

With Santa Claus in the first place with 225k searches, we see a winter season influence.

However, international search demand for some of them, like Lakes (32k), has decreased by -12%. International tourists' interest in Cities (107k) is also down, reporting decreases of -9%.

Top 20 Micro-Brandtags for Finland Internationally

■ 4Q 2023 ■ 4Q 2022



Conclusion 3

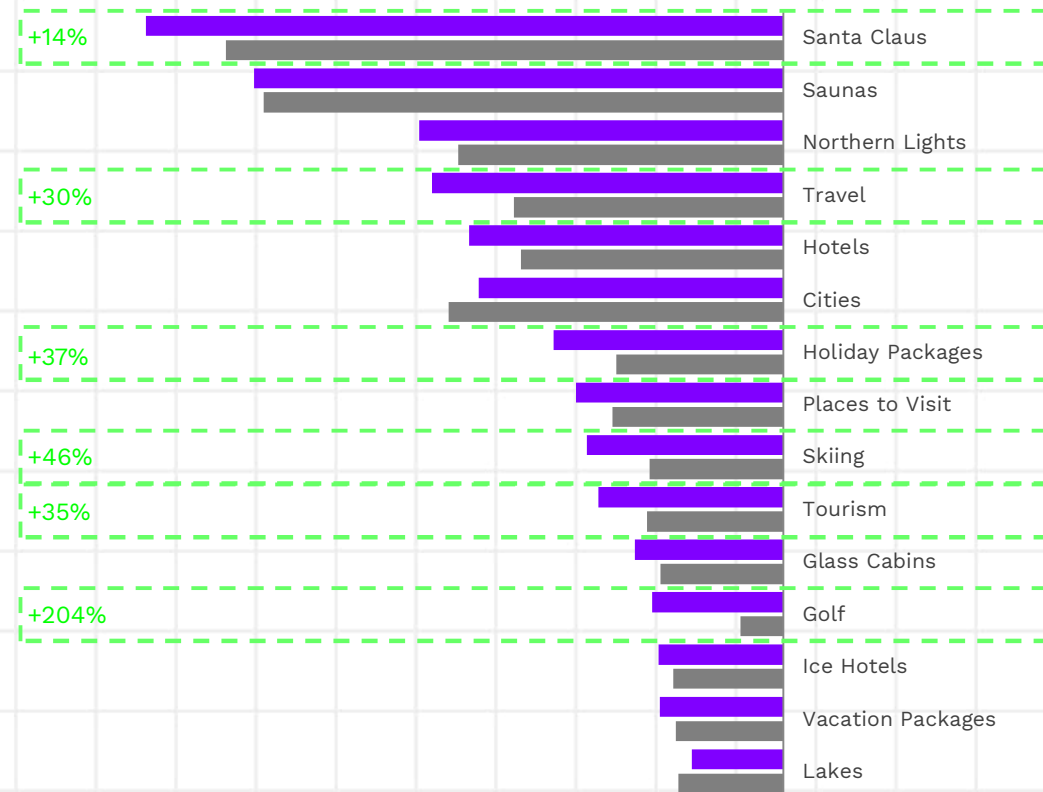
Top Micro-Brandtags remain unchanged, however, searches related to Cities and Lakes decrease... While searches for the majority of Micro-Brandtags continue to grow.

The majority of the top Micro-Brandtags for Finland show growth in search volume in Q4 2023 compared to the same period in 2022.

Especially noteworthy is the growth for Golf (+204%), Skiing (+46%), Holiday Packages (+37%), and Tourism (+35%). Additionally, there is significant growth for Travel (+30%) and Santa Claus (+14%) among the top Micro-Brandtags.

Top 20 Micro-Brandtags for Finland Internationally

■ 4Q 2023 ■ 4Q 2022



Conclusion 4

Top 3 Target Markets remain the same and Japan is moving to the lead position.

Japan, Germany, and the United States maintain their positions in the Top 3 target market ranking for Finland, as in 2022. However, there is a minor shuffle, with Japan (263k) taking over the first position from Germany.

Top 3 markets are followed by the United Kingdom (174k), France (109k) and Italy (97k). The order of the following markets has remained the same as in 2022.

Out of the Top 10 markets, the United Kingdom (+26,1%), the United States (+25,4%), Estonia (+20,2%), and Japan (+19,5%) have the highest growth.

Target market Distribution Q4 2023

Rank	Flag	Target Market	Searches	Growth
1		Japan	263k	+19.5%
2		Germany	251k	+9.4%
3		United States	209k	+25.4%
4		United Kingdom	174k	+26.1%
5		France	109k	+5.8%
6		Italy	97k	+2.8%
7		Spain	78k	+8.2%
8		Netherlands	58k	+12.4%
9		India	53k	+17.9%
10		Estonia	51k	+20.2%
11		Sweden	51k	+8.8%
12		Switzerland	48k	+9.4%
13		Canada	44k	+3.1%
14		Australia	39k	+23.9%
15		Austria	37k	+12.9%
16		China	33k	+95.7%
17		Belgium	27k	+11.6%
18		South Korea	22k	+42.2%

Conclusion 5

Demand continues to grow, especially from the distant markets.

In Q4 of 2023, there is a general increase of international searches.

China and South Korea are the fastest-growing markets for Finland, where they experienced growth of +95,7% and +42,2% in Q4 2023, respectively.

They are followed by the United Kingdom, the United States, Australia and Estonia, all growing above +20%.

The growth levels maintained below +10% is visible especially for the European markets and Canada.

Target market Distribution Q4 2023

Rank	Flag	Target Market	Searches	Growth
1		Japan	263k	+19.5%
2		Germany	251k	+9.4%
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7		Spain	78k	+8.2%
8		Netherlands	58k	+12.4%
9		India	53k	+17.9%
10		Estonia	51k	+20.2%
11		Sweden	51k	+8.8%
12		Switzerland	48k	+9.4%
13		Canada	44k	+3.1%
14		Australia	39k	+23.9%
15		Austria	37k	+12.9%
16		China	33k	+95.7%
17		Belgium	27k	+11.6%
18		South Korea	22k	+42.2%

Conclusion 6

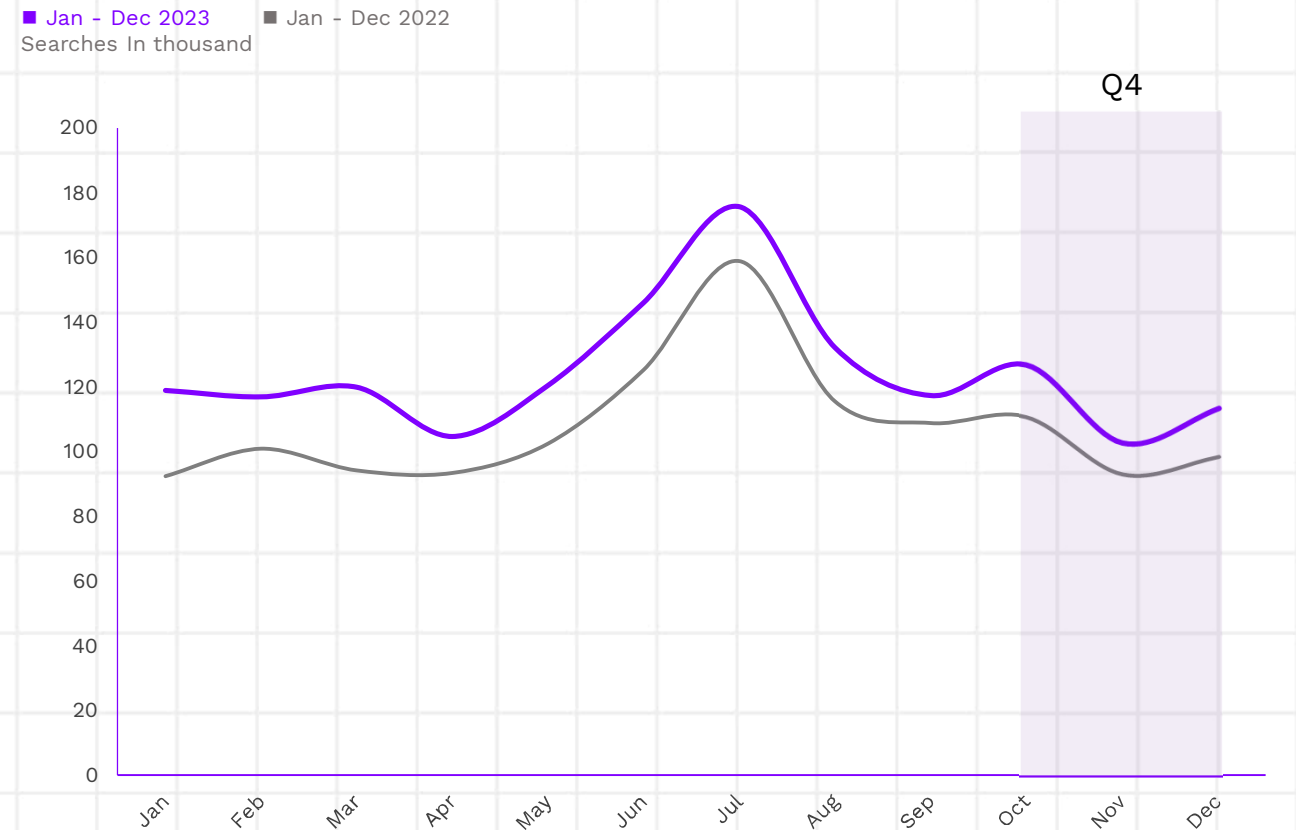
The behavior of Finnish market remains the same as Q4 2022, with volume of searches surpassing last year's.

With 343k searches in Q4 2023, the domestic market displayed an increase of 13,4% compared to Q4 2022.

The behavior of the Finnish market remains almost the same as that of the same period last year, with an increase in October, a low in November, and another increase in December.

Overall, the whole 2023 searches appear to have a similar behavior compared to the previous year.

Seasonality of searches for Finland Domestic



Conclusions Q4 2023

1. Finland leads in Growth.
2. Searches for Finland consistently surpass last year's volume.
3. Top Micro-Brandtags remain unchanged, however, searches related to Cities and Lakes decrease. Searches for the majority of Micro-Brandtags continue to grow.
4. Top 3 Target Markets remain the same and Japan is moving to the lead position.
5. Demand continues to grow, especially from the distant markets.
6. The behavior of Finnish market remains the same as Q4 2022, with volume of searches surpassing last year's.

Thank you!

Gonzalo Vilar
Partner and Strategy Director
gvilar@bloom-consulting.com

Olga Nowak
Place Analytics Senior Consultant
onowak@bloom-consulting.com