

Japan Market Outlook

Koichi Numata
Sari Hey
Teemu Ahola

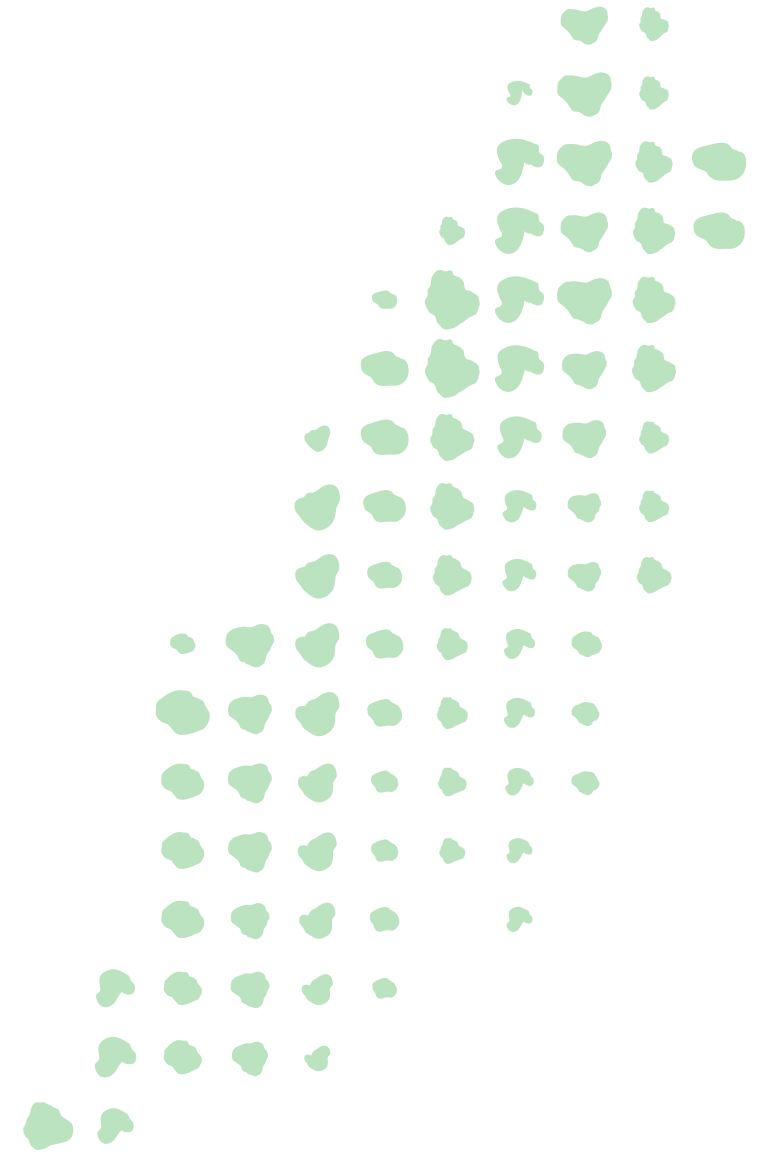
November 2025



Visit Finland

Agenda

- **Facts and figures**
- **Market update**
- **2026 Activity Plan**
- **PR & Social Media update**
- **2025 Highlights**



Facts and figures Japan

Summary of key findings

Slower Recovery vs. Peers: Japan was the **7th largest non-European source market** for EU tourism in 2024. Japanese arrivals to Europe are growing each year but remained roughly **30% below 2019** volumes as of 2024.

The Japanese travel market to Finland and the Nordics is rebounding post-pandemic, with Finland emerging as the top Nordic destination for Japanese visitors. However, overall volumes remain below pre-2019 levels, influenced by economic factors (notably a weak yen), longer flight times and evolving travel preferences.

Travel Sentiment: Caution among Japanese travellers persists. However, **signs point upward:** as exchange rates stabilize and economic conditions improve, outbound demand is expected to strengthen. Notably, **younger generations** are leading the comeback – with women in their 20s emerging as the most eager to resume international travel. This suggests a pipeline of pent-up demand likely to materialize as affordability and confidence improve.

Digital Interest: Despite recent challenges, Japanese *interest* in Finland is high. In 2024 there were **8.5 million travel-related searches** about Finland globally (15% more than 2023), and Japan was the **second-largest source** of these searches (after the US).

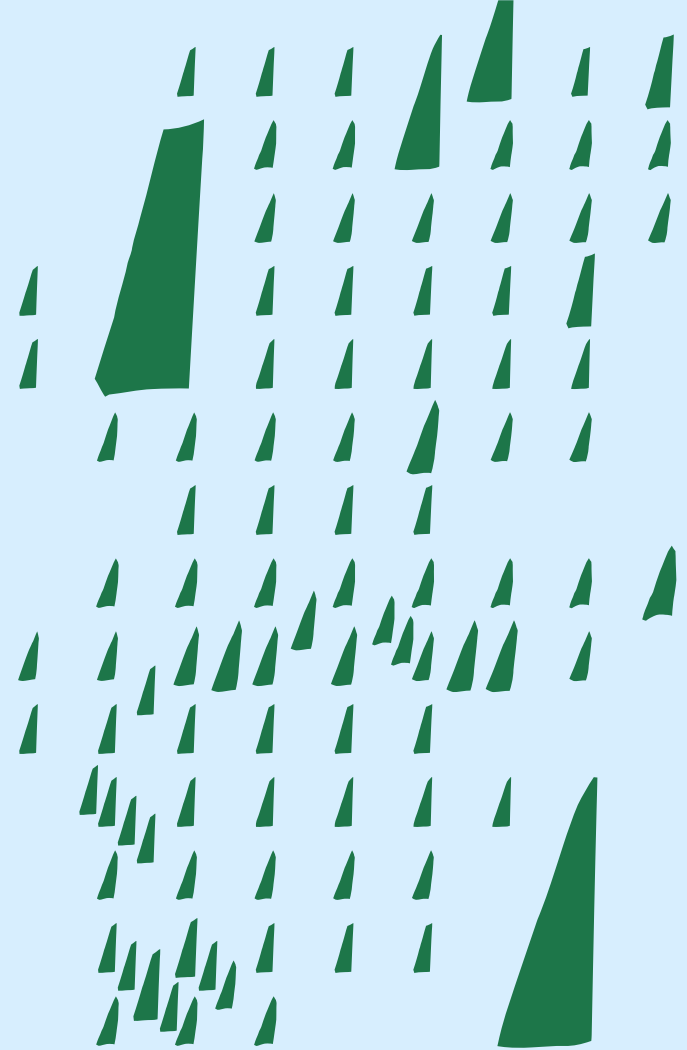
Summary of key findings

- **Finland is the top Nordic destination** for Japanese travellers, with the highest share of overnights among Nordic countries.
- **Japanese overnight stays in Finland grew +59%** in 2024 and continued rising in 2025, already surpassing 2024 totals by September.
- **Travel intent is cautiously optimistic:** only 20% of Japanese planned Europe trips in autumn 2025, but younger generations (especially women in their 20s) show strong interest.
- **Main barrier to travel is cost**, driven by the weakened yen; however, recovery is expected as exchange rates stabilize.
- **Digital interest is strong:** Japan ranks second globally in online searches about travel to Finland, with rising interest in Santa Claus, Northern Lights, food tourism, and Finnish culture.

Summary of key findings

- **Forecasts predict +93% growth in Japanese overnights** and **+112% increase in spending** in Finland by 2034 compared to 2024.
- **Winter and summer are peak seasons:** winter 2024–25 saw 44,600 Japanese nights (nearly back to 2019 levels); summer 2025 reached 63,600 nights (+37% vs 2024).
- **Japanese travellers spend heavily:** average daily spend in Finland is €148, among the highest of all source markets.
- **Short-term rentals are growing:** Japanese use of Airbnb-style accommodations rose +56% in 2024, now 16% of total paid nights.
- **Flight capacity is expanding:** Finnair and Japan Airlines increased winter 2025–26 flights from Tokyo and Osaka to Helsinki.

Japanese outbound tourism

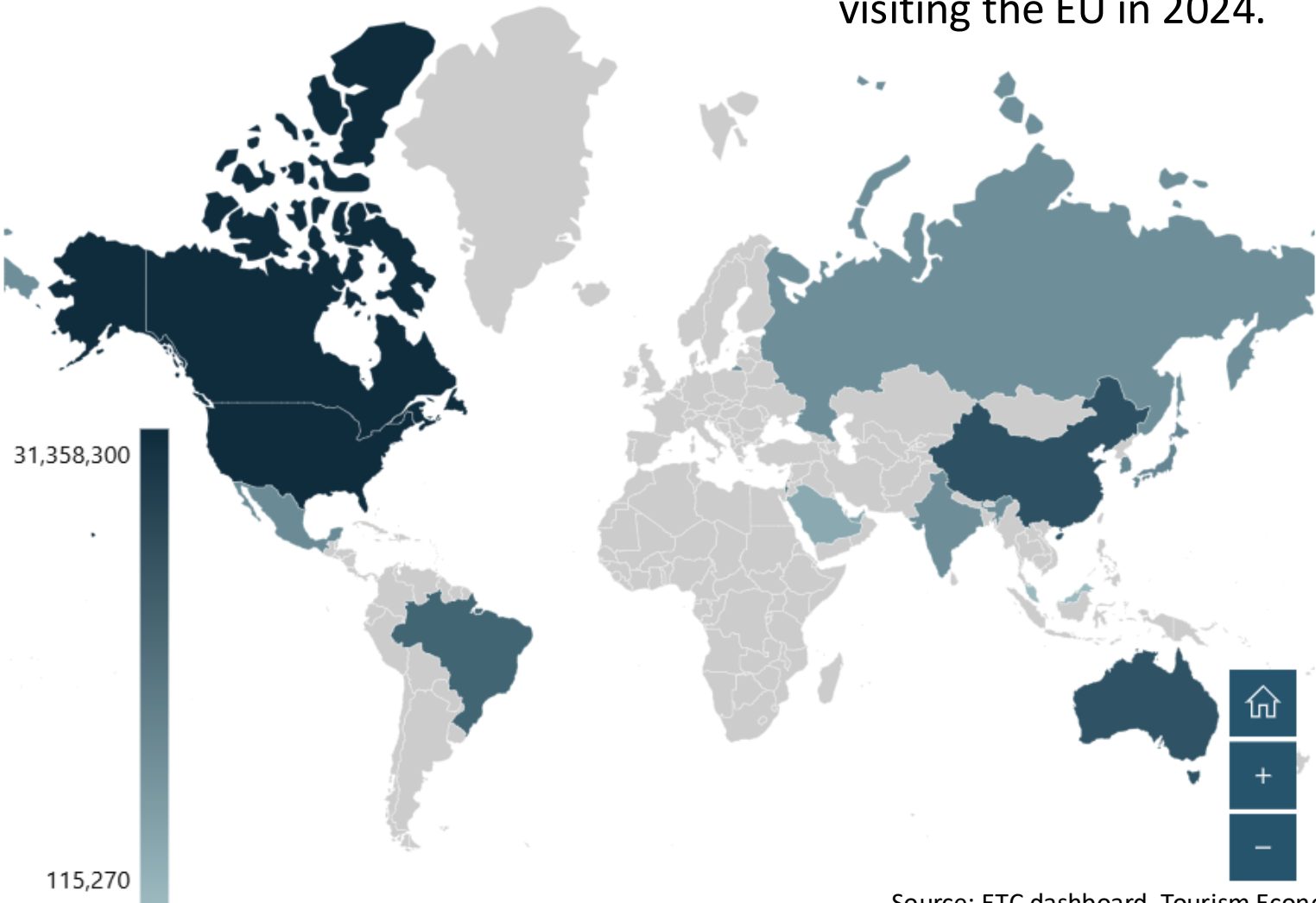


International tourist arrivals to European Union by origin 2024

Absolute ☒ Growth

United States	31,358,300
Canada	5,694,270
China	4,795,630
Australia	4,712,380
Brazil	3,903,210
Israel	3,117,470
Japan	2,439,380
South Korea	2,379,070
Mexico	2,199,960
India	2,036,430
Russia	2,007,260
United Arab Emirates	959,262
Saudi Arabia	833,670
Singapore	350,783
Malaysia	115,270

Japan was the 7th biggest international source of tourists visiting the EU in 2024.

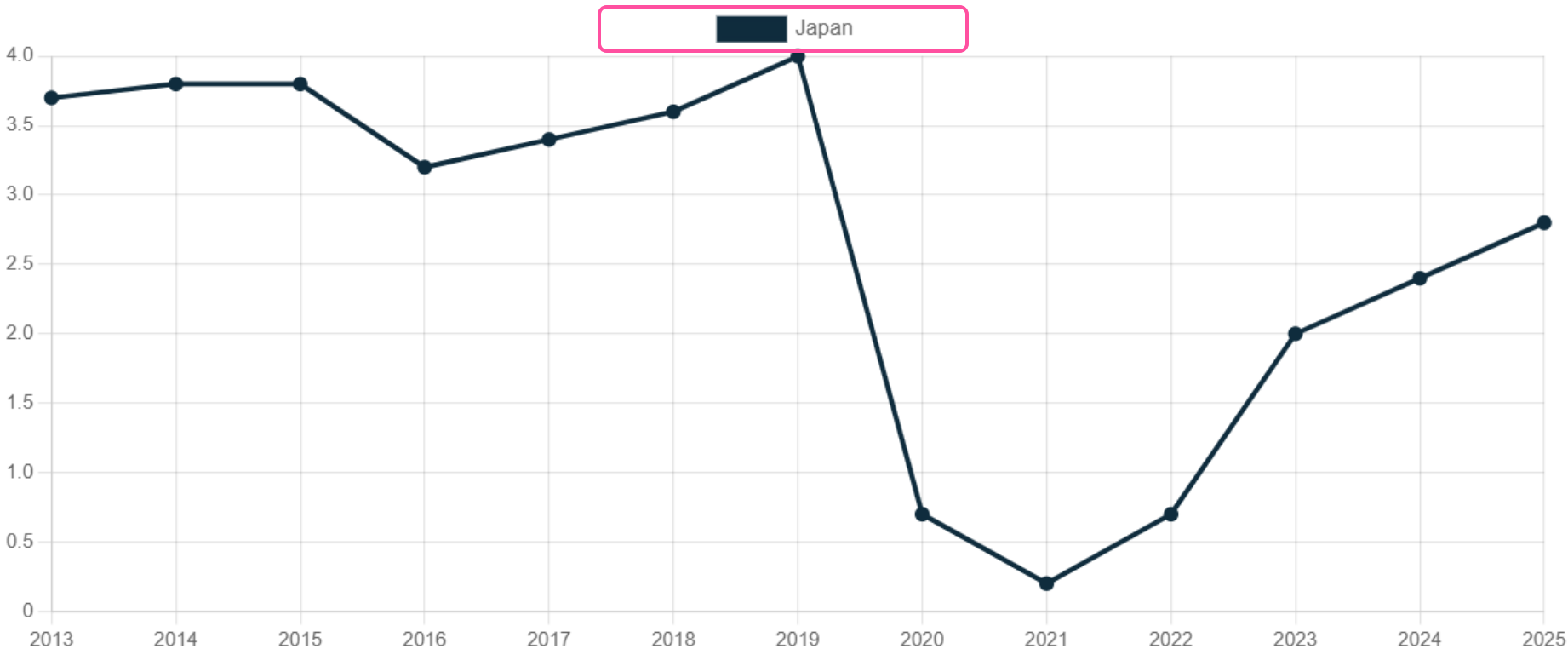


Japanese arrivals to the EU still 30% below 2019

International tourist arrivals to European Union by source market (millions)

Japan

Absolute ☒ Growth



Year YoY change

2025 +16%

2024 +24%

2023 +172%

2022 +231%

2021 -68%

2020 -83%

2019 +9%

2018 +7%

2017 +7%

2016 -16%

2015 +1%

2014 +2%



Total Arrivals (World) in 2024

17,902,230

↑ 33.18% from previous year



Total arrivals to Europe in 2024

3,089,995

↑ 24.64% from previous year



Growth of arrivals to Europe

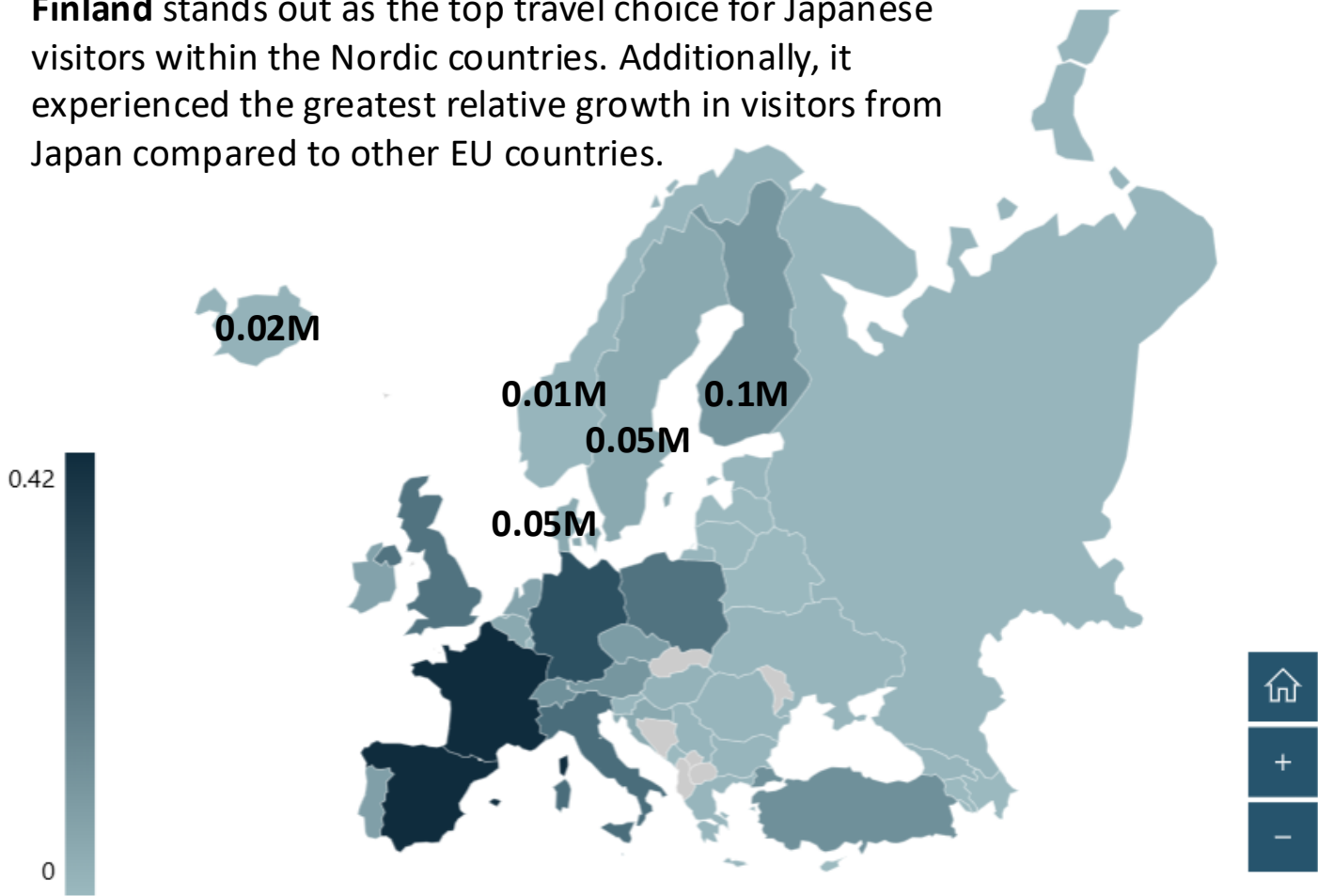
16.12%

2025/2024 (forecast)

Japanese tourist arrivals to European destinations in 2024

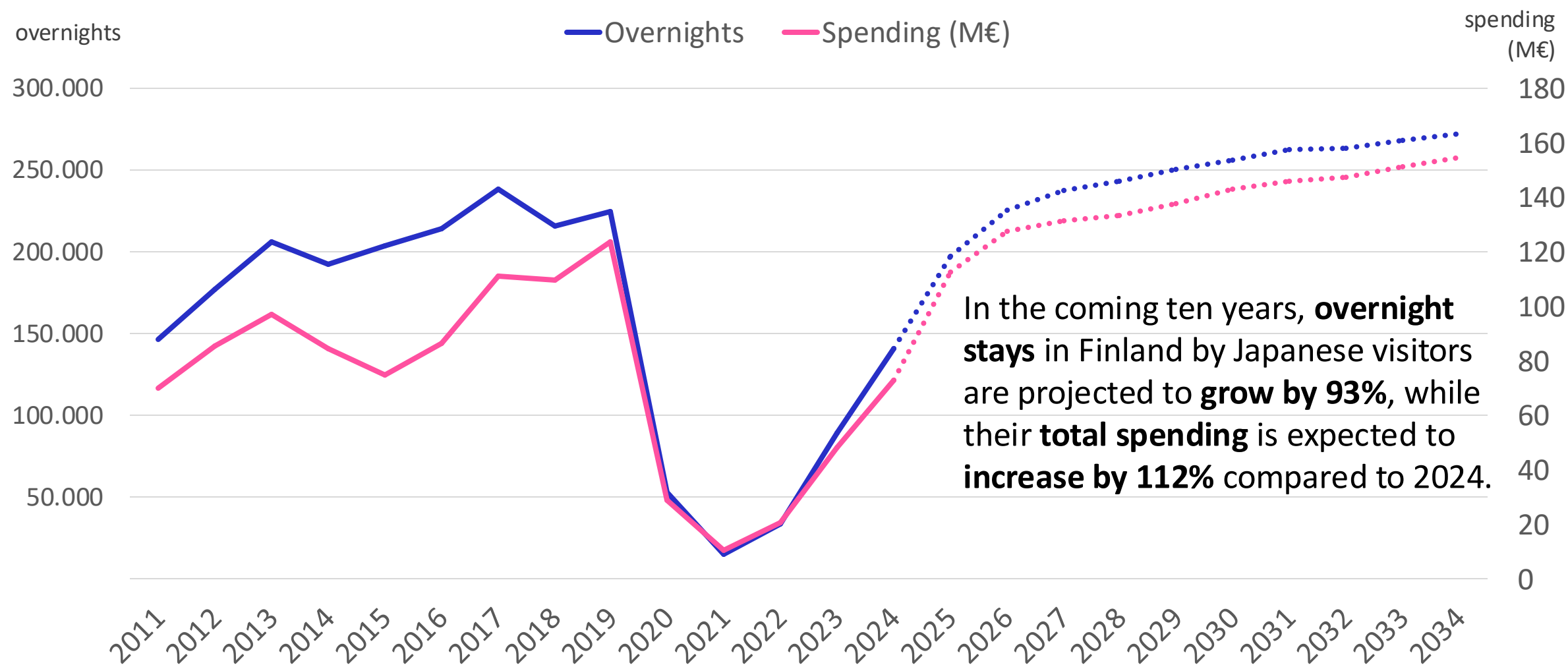
Absolute ☒ Growth

Finland stands out as the top travel choice for Japanese visitors within the Nordic countries. Additionally, it experienced the greatest relative growth in visitors from Japan compared to other EU countries.



Japanese Overnights & Spending (M€) in Finland

in 2011-2024 and forecast for 2025-2034

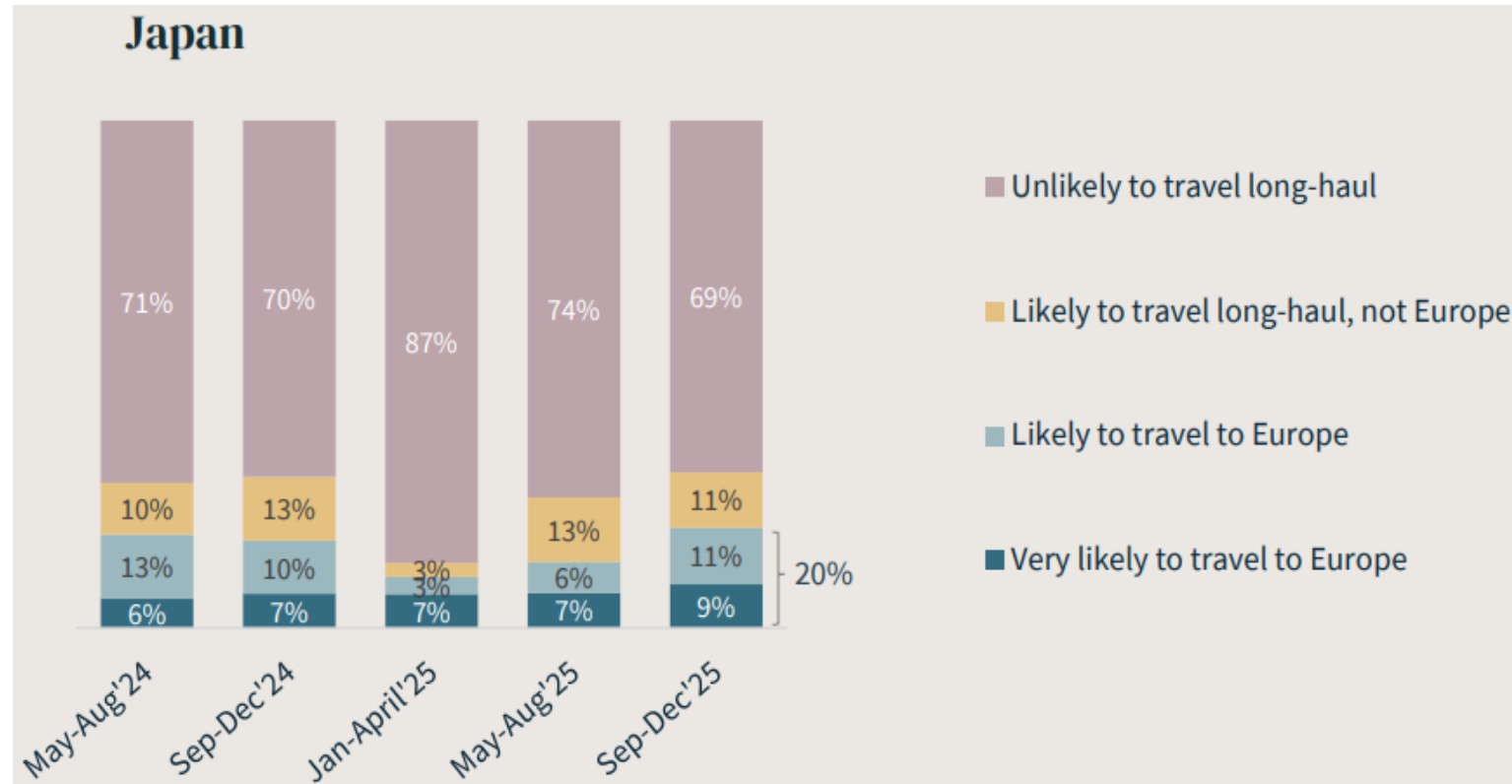


Evolution of Japanese travel intention to Europe

Japanese travellers remain notably hesitant to venture abroad, with only 20% expressing plans to visit Europe in autumn 2025. Again, the primary barrier holding back demand is the high cost of travel, cited by 43% of respondents, and largely a consequence of the weakened yen.

Yet, there are **signs of a slow but steady recovery**. Looking ahead, the outlook is cautiously optimistic: As exchange rates begin to stabilise and broader economic conditions improve, outbound demand is expected to strengthen.

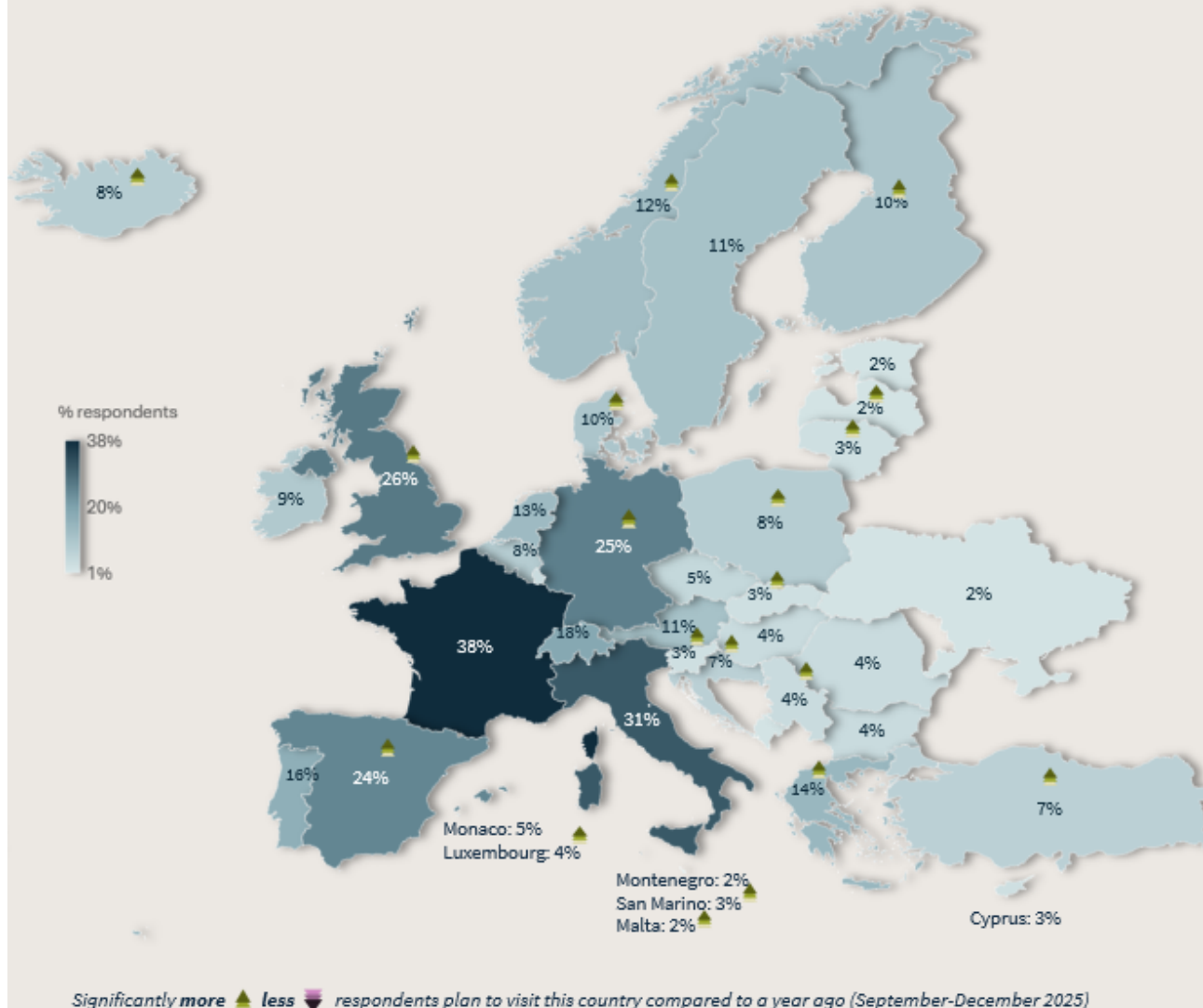
This resurgence is likely to be fuelled in particular by **younger generations**, with **women in their 20s** emerging as the most eager group to embrace international travel once again.



A diverse range of destinations shapes autumn travel

From selected* long haul markets

Preferred European destinations for holidays in autumn 2025

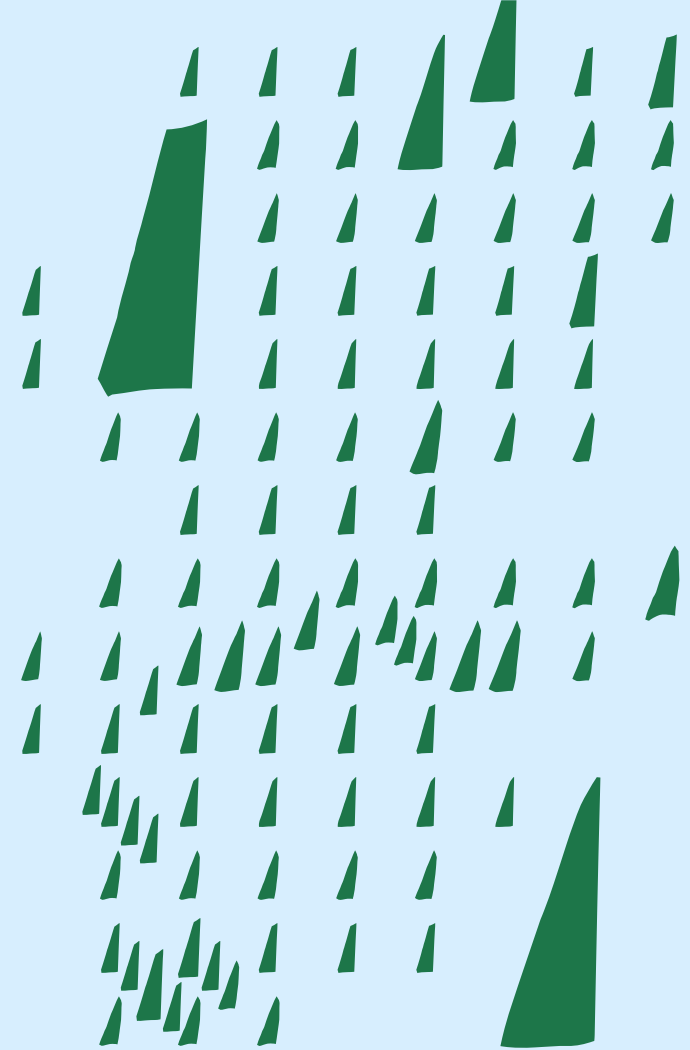


73% ⁺³ of autumn travellers to Europe plan to visit more than one country

Interest in Nordic destinations is on the rise, with Norway, Iceland, and Finland all showing significant growth — +3% each since last year — as long-haul travellers are increasingly drawn northwards toward the end of the year.

*) Australia, Brazil, Canada, China, Japan, South Korea, US

Japanese overnights in the Nordic countries

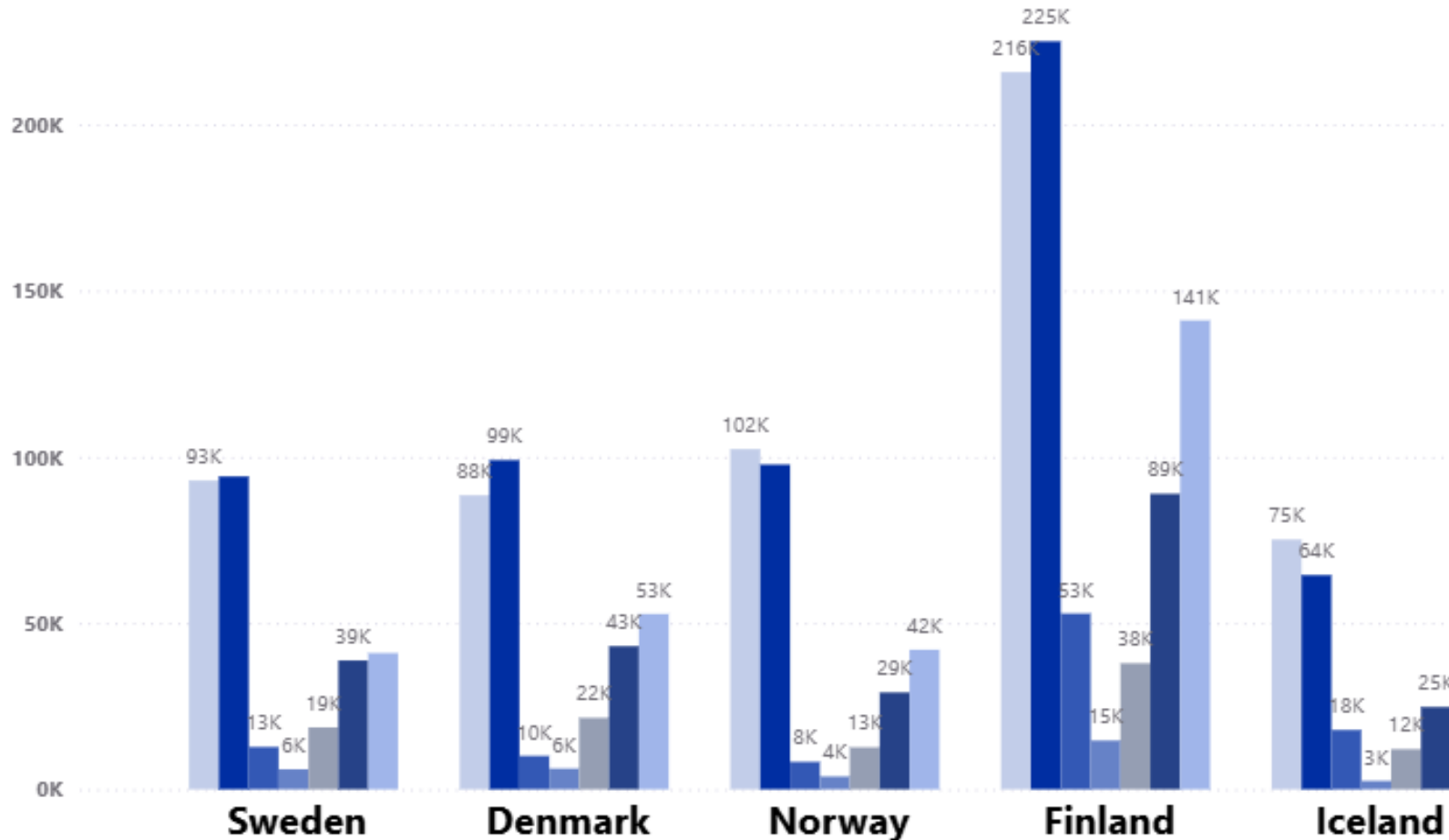


Japanese registered overnights in the Nordics

Overnights in the Nordic countries

WHOLE COUNTRY Foreign Japan

● 2018 ● 2019 ● 2020 ● 2021 ● 2022 ● 2023 ● 2024

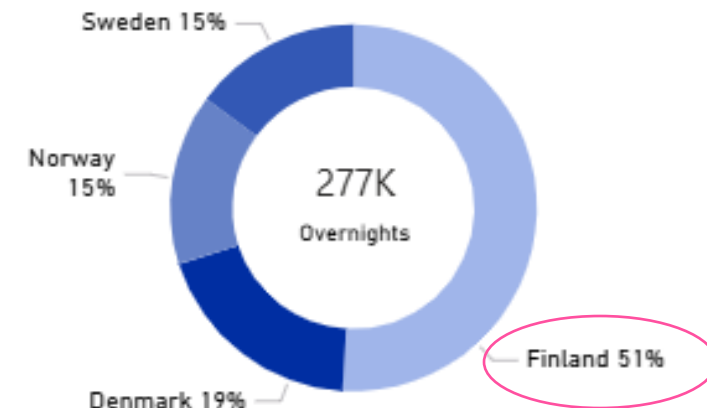


Select year for shares

2024

Share of overnights

WHOLE COUNTRY Foreign Japan 1.1.2024-31.12.2024

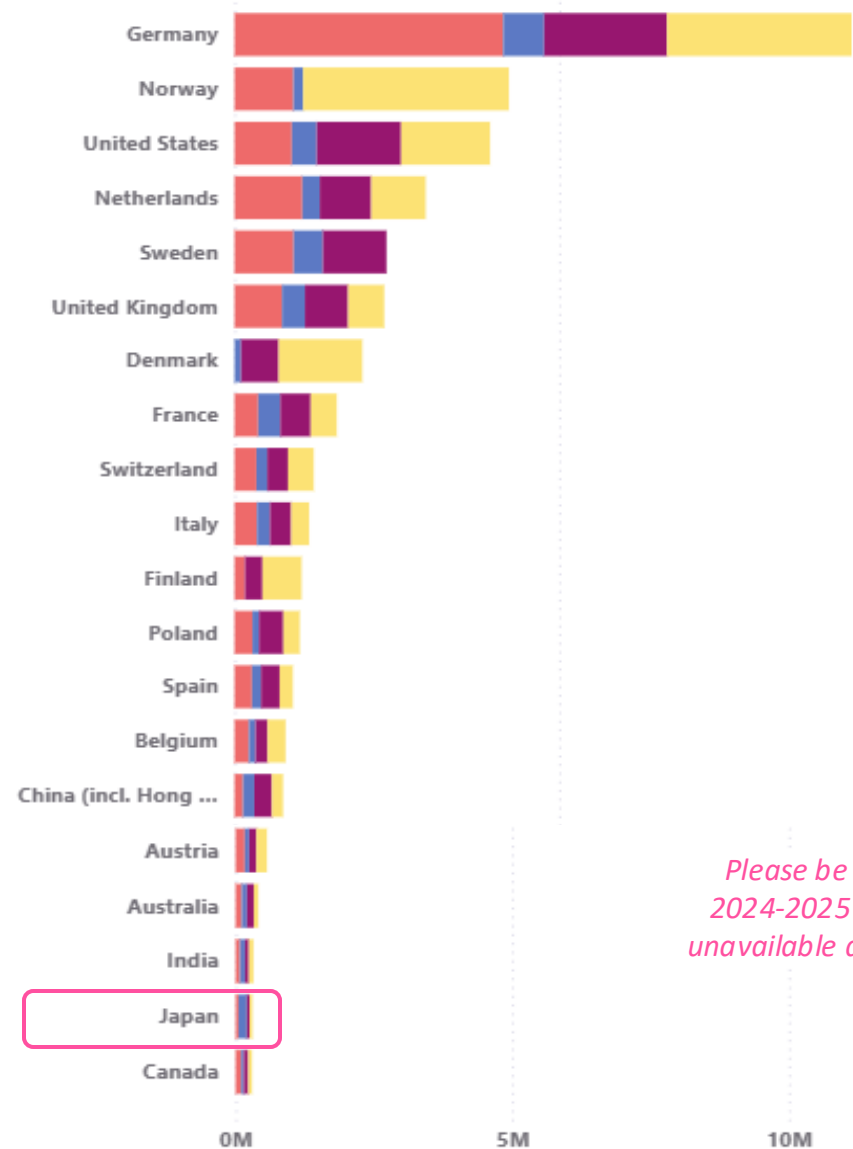


Graph of market shares is for year **2024** so it does not include statistics for Iceland (due to their revision work in overnight statistics).

Japanese overnights in the Nordics Jan-Sep 2025

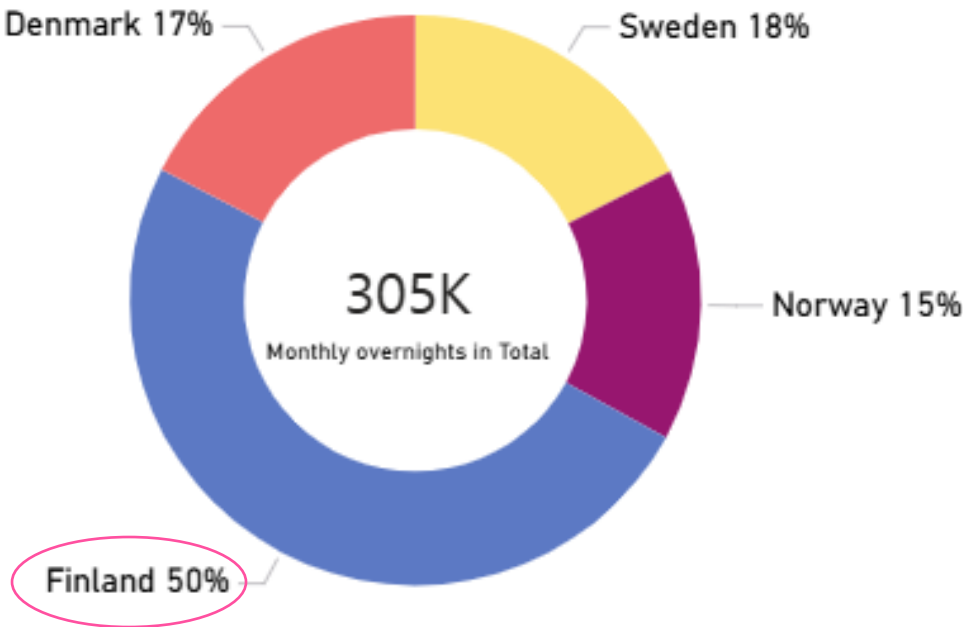
Nordic countries' top target markets

WHOLE COUNTRY Foreign 1.1.2025-30.9.2025



Finland is clearly the most popular Nordic destination for the Japanese travellers.

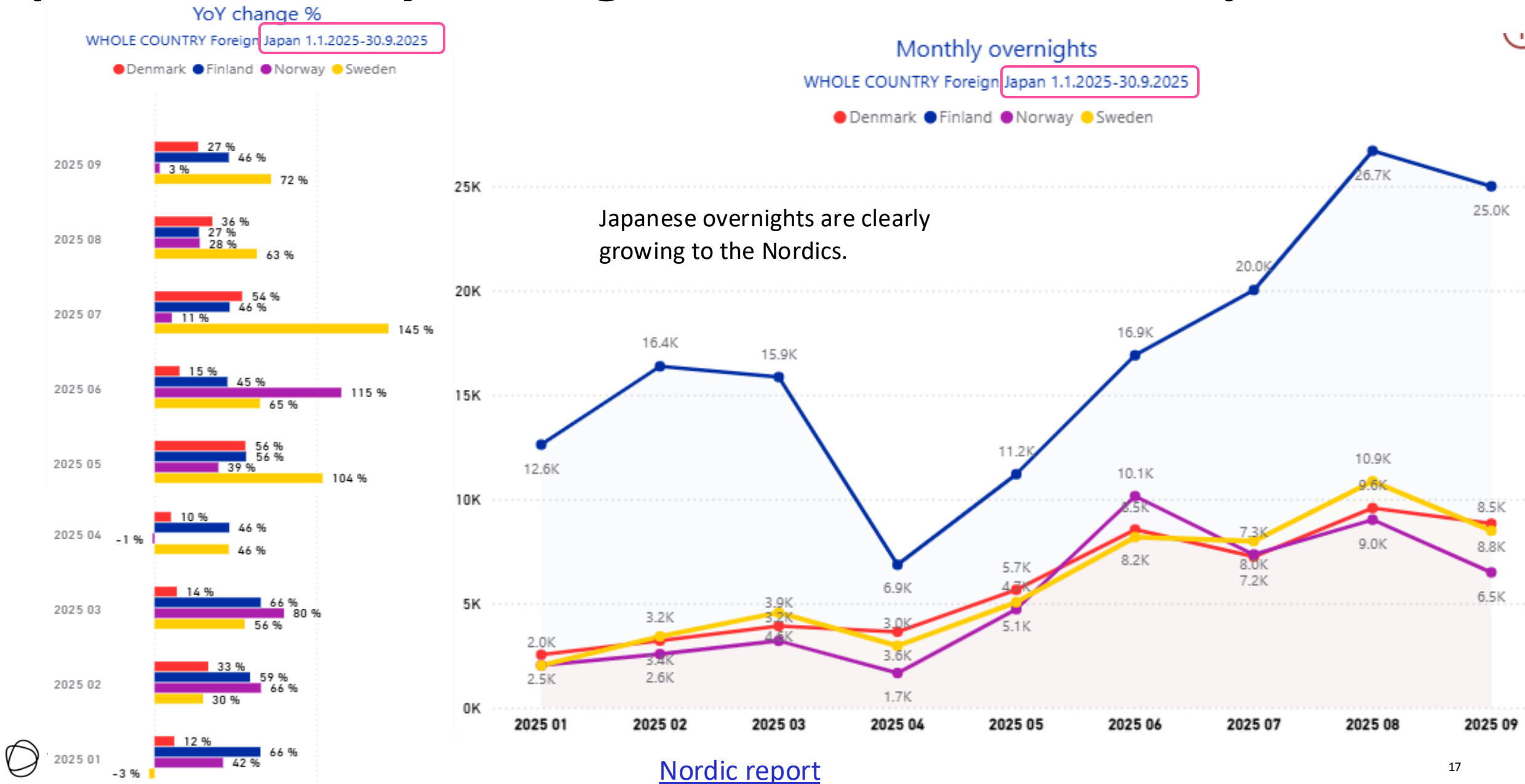
WHOLE COUNTRY Foreign Japan 1.1.2025-30.9.2025



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

Nordics	Monthly	YoY change %
Finland	151,494	47 %
Sweden	53,540	67 %
Denmark	53,153	29 %
Norway	47,190	37 %

Japanese monthly overnights in the Nordics Jan-Sep 2025

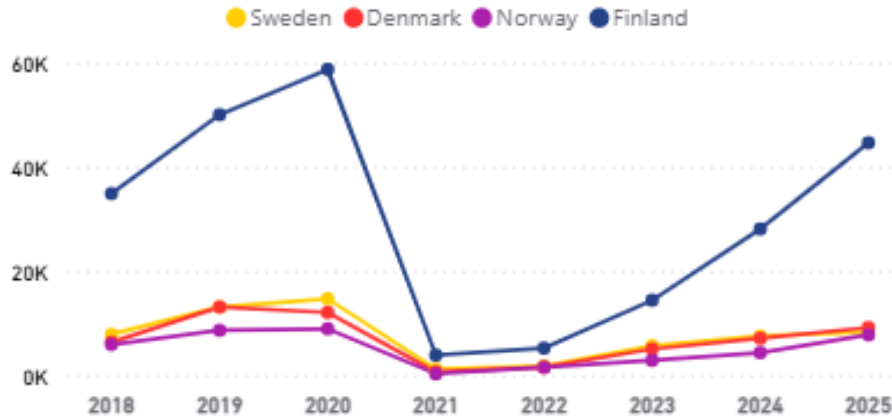


Winter & summer high seasons: Japanese registered overnights in the Nordics



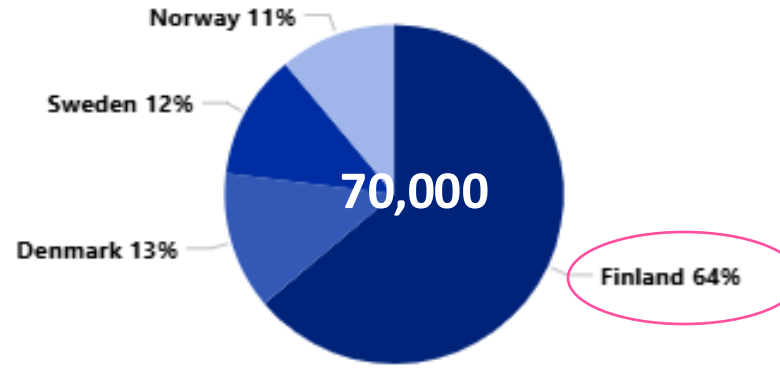
Winter (Dec-Feb)

WHOLE COUNTRY Foreign Japan



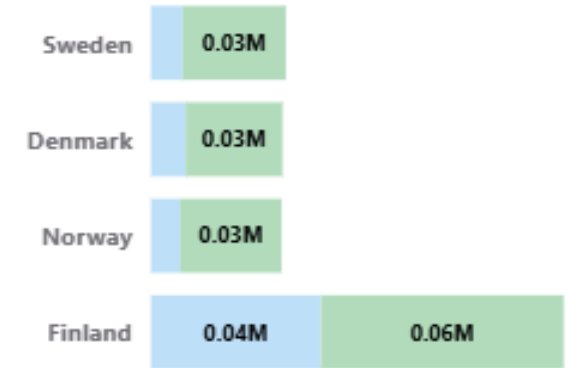
Share of overnights - winter (Dec-Feb)

2025



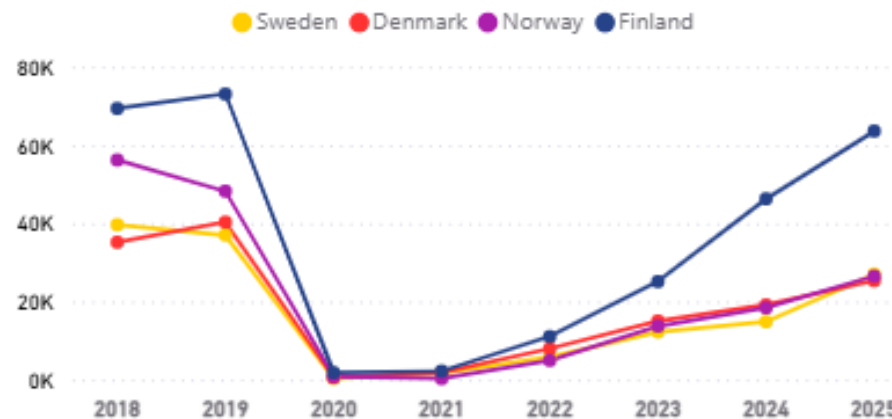
Overnights in winter & summer

WHOLE COUNTRY Foreign Japan



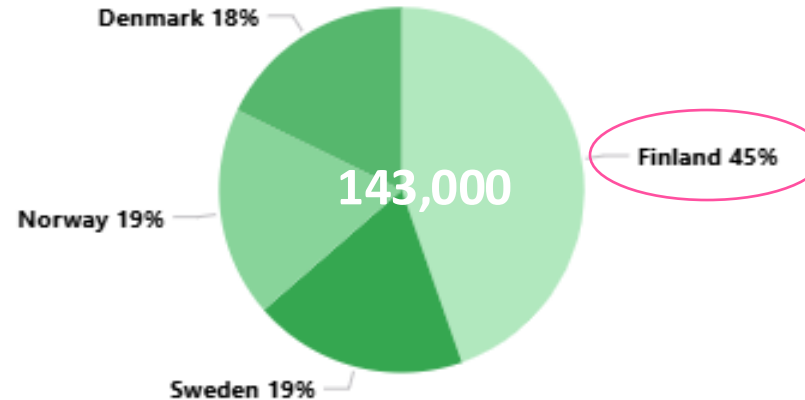
Summer (Jun-Aug)

WHOLE COUNTRY Foreign Japan



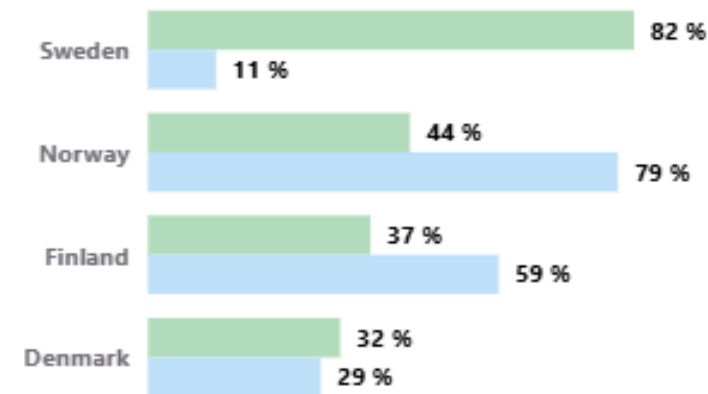
Share of overnights - summer (Jun-Aug)

2025



YoY change in seasonal overnights %

WHOLE COUNTRY Foreign Japan



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



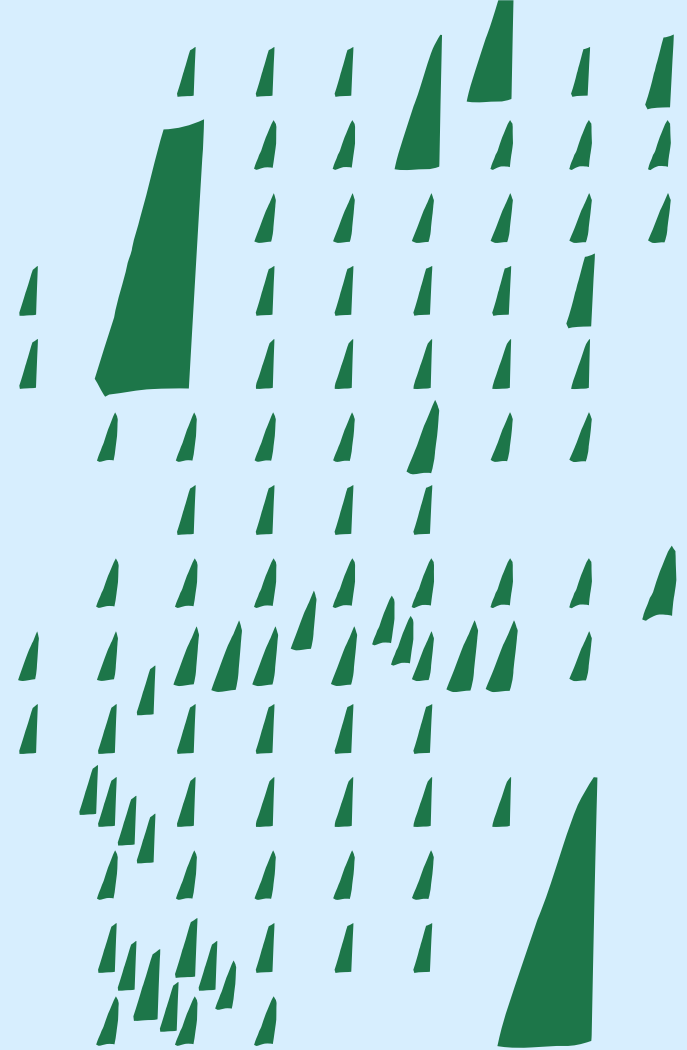
[Nordic comparison](#)

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

Border survey

Japanese trips to Finland

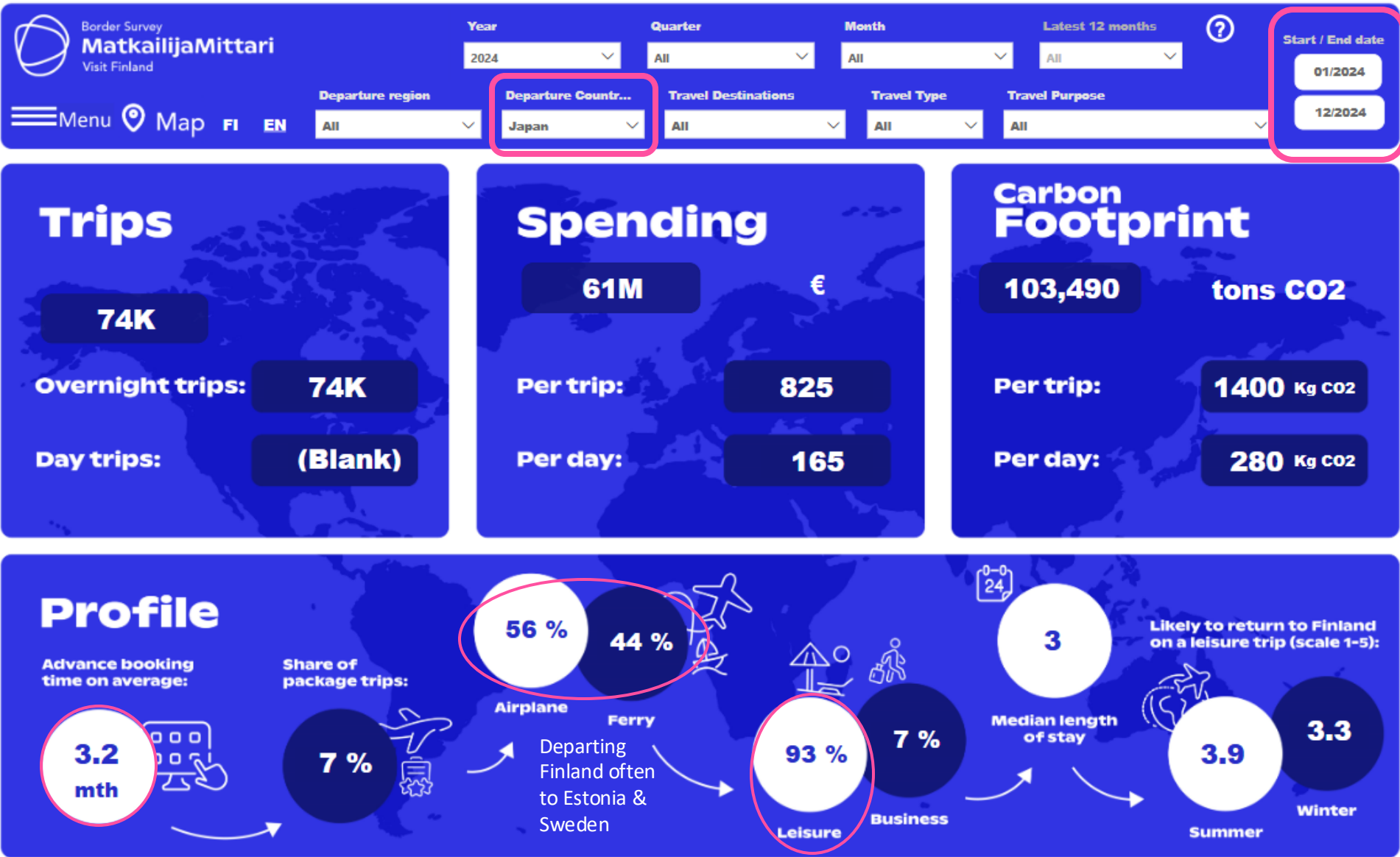
Year 2024



All Japanese travellers to Finland – Year 2024

Country	Trips
1. Estonia	797 000
2. Sweden	498 000
3. Germany	462 000
4. United Kingdom	386 000
5. United States	287 000
6. France	256 000
7. Spain	200 000
8. Italy	192 000
9. Netherlands	124 000
10. Poland	119 000
⋮	
18. Japan	74 000

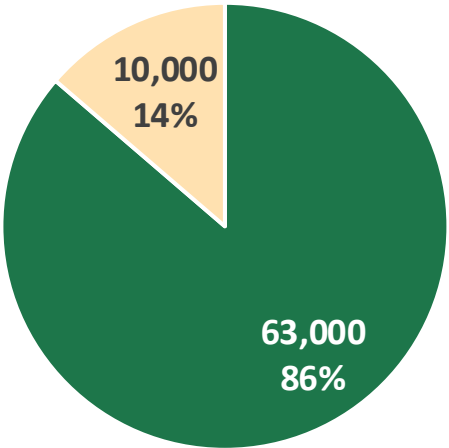
Country	Spend M€
1. Germany	376
2. Estonia	328
3. United States	312
4. United Kingdom	273
5. France	252
6. Sweden	191
7. Spain	154
8. China	154
9. Italy	149
10. Netherlands	111
...	
16. Japan	61



Japanese trips & spending by travel purpose & main destination

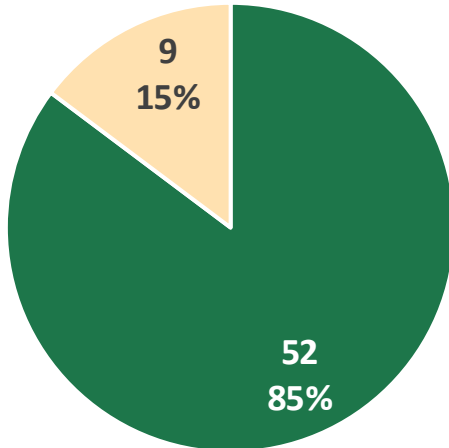
Japan: Trips to Finland

■ Vacation/recreation ■ VFR, Business, Study



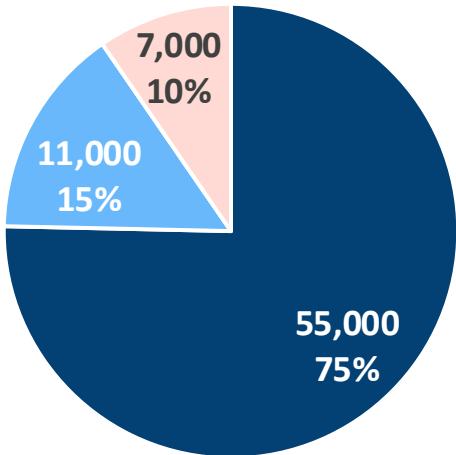
Japan: Spending in Finland, M€

■ Vacation/recreation ■ VFR, Business, Study



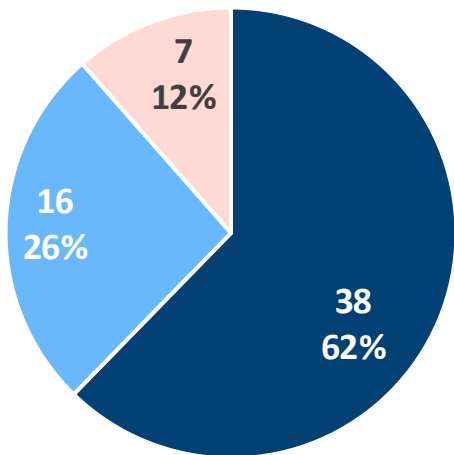
Japan: Trips to Finland

■ Helsinki & Uusimaa ■ Lapland ■ Other

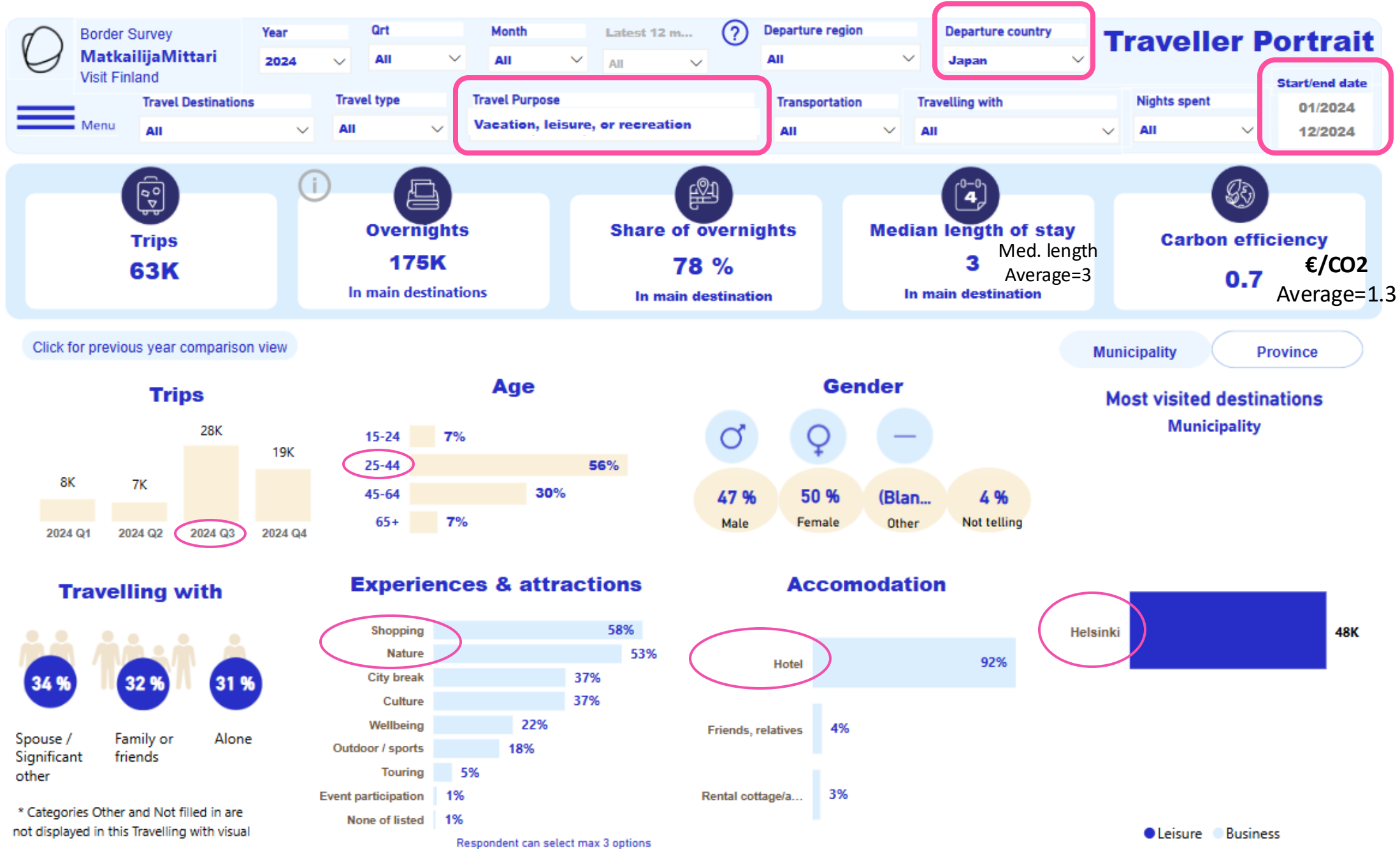


Japan: Spending in Finland, M€

■ Helsinki & Uusimaa ■ Lapland ■ Other



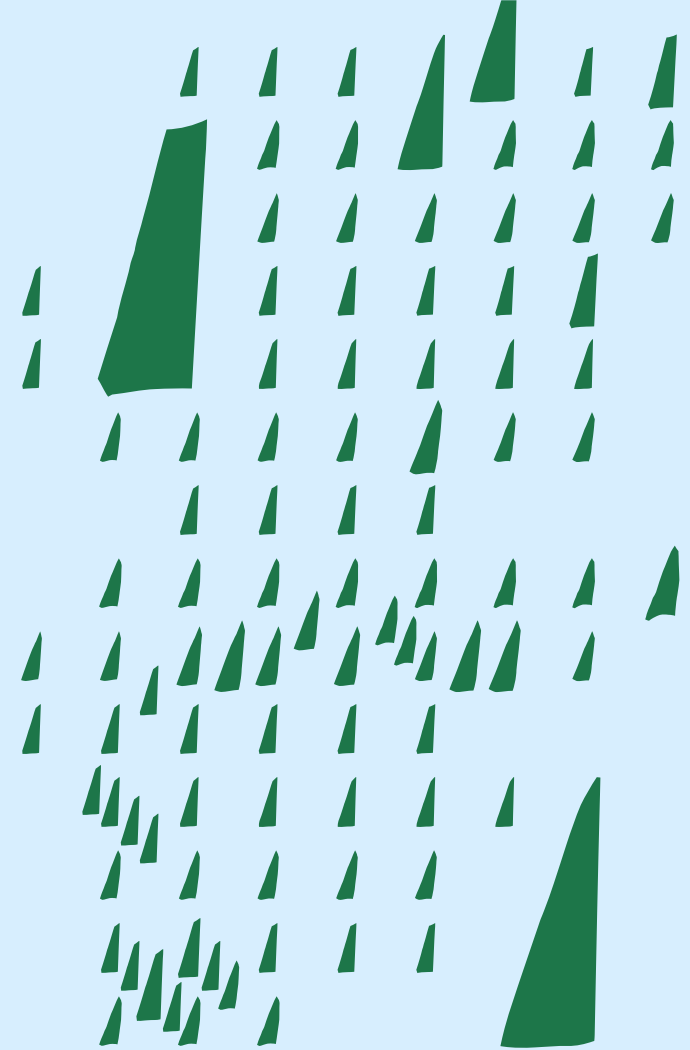
Japanese
vacation /
recreation
travellers to
Finland
Year 2024



Border survey

Japanese trips to Finland

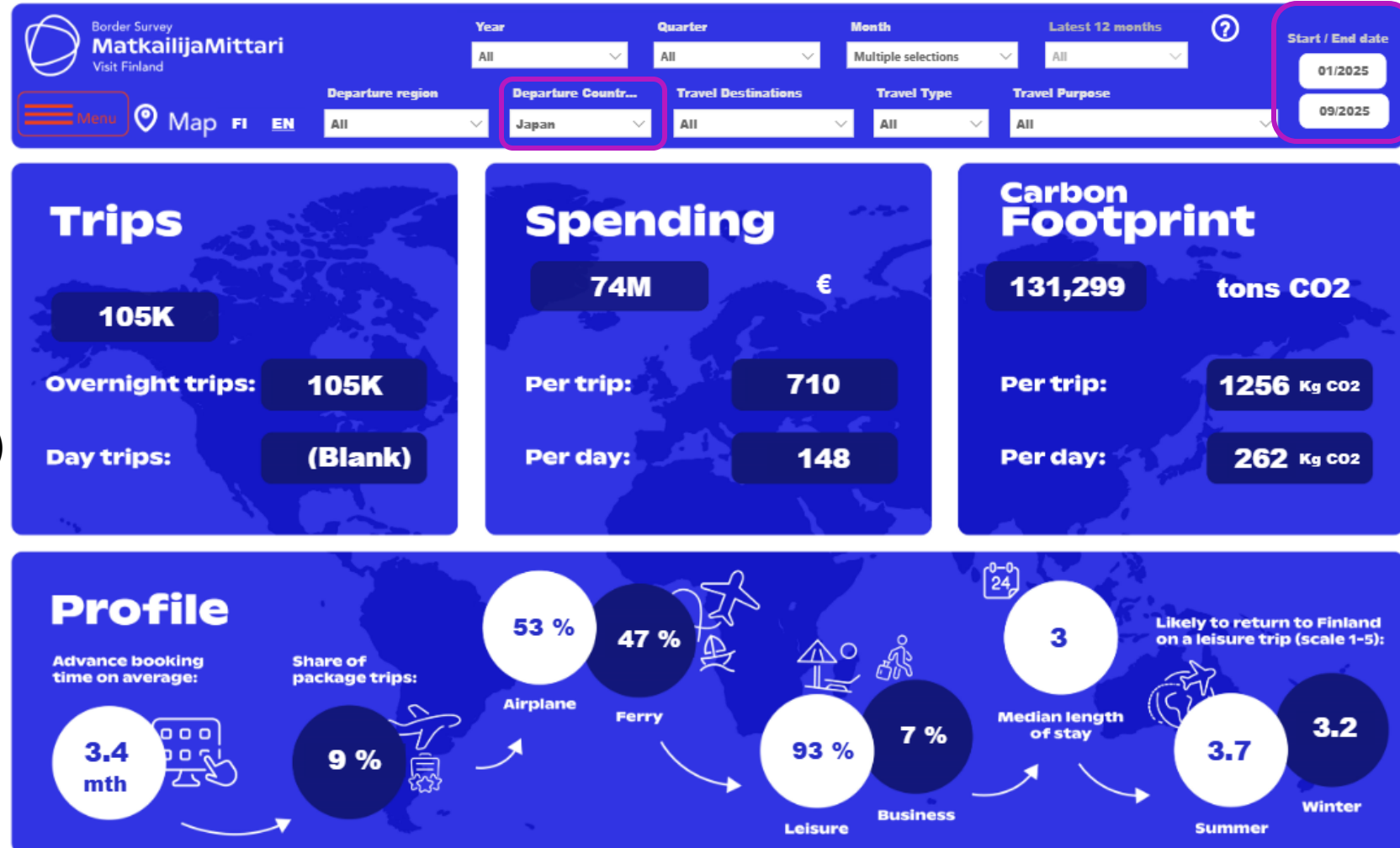
Jan-Sep 2025



Japanese visitors to Finland

Border Survey / January – September 2025

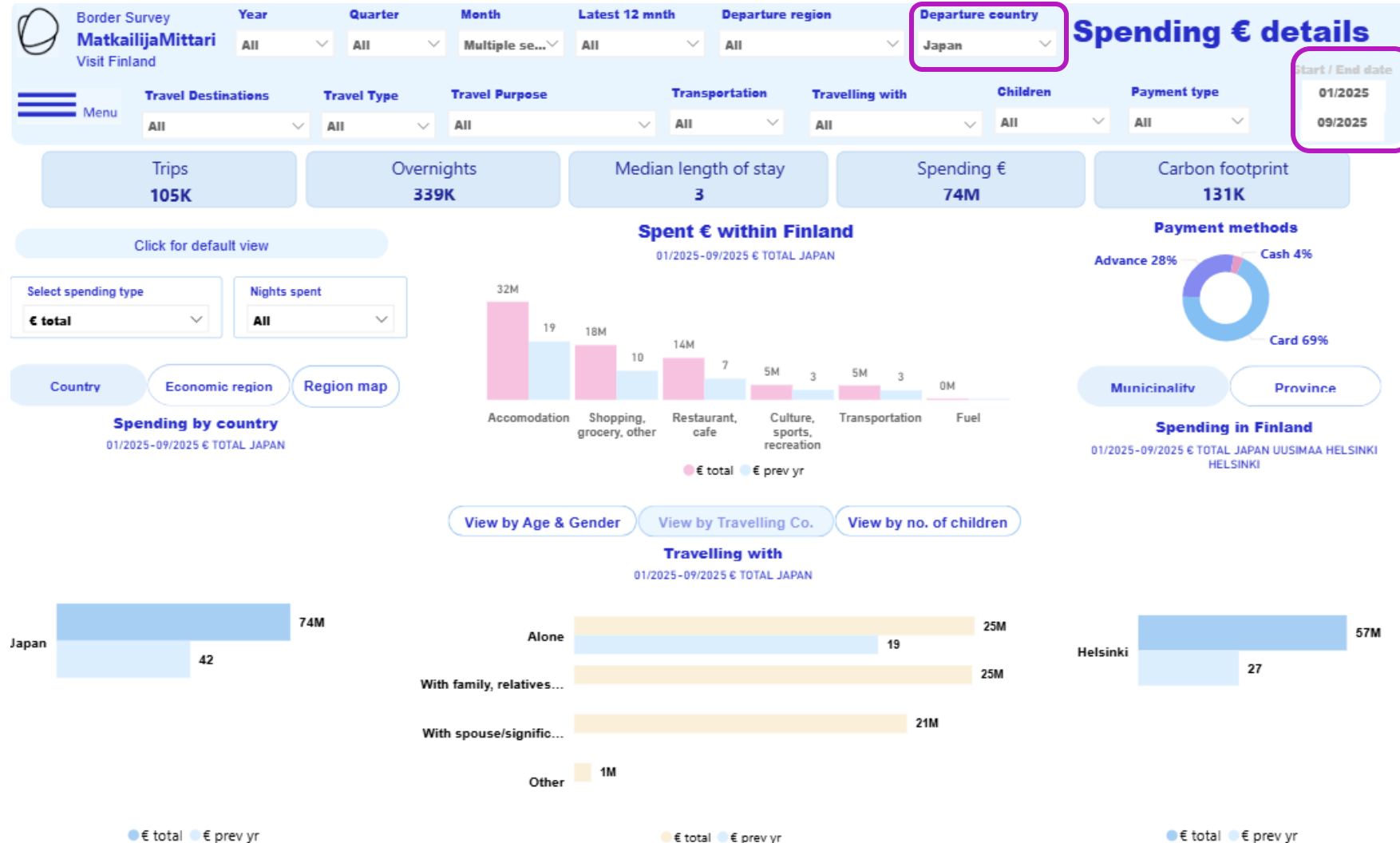
- **105,000** Japanese visitors (YoY **+103%**)
- Spending **74 M€** (YoY **+75%**)
 - 710 € / trip (YoY **-14%**)
 - 148 € / day (YoY **-9%**)
- **93%** traveling for **leisure** (leisure trips **+98%** & spending **+69%**)
- Advance booking time, avg. **3.4 months** (YoY **+0.7 months**)
- Share of package trips **9%** (YoY **+1 %-points**)
- Median length of stay **3 nights** (YoY no change)



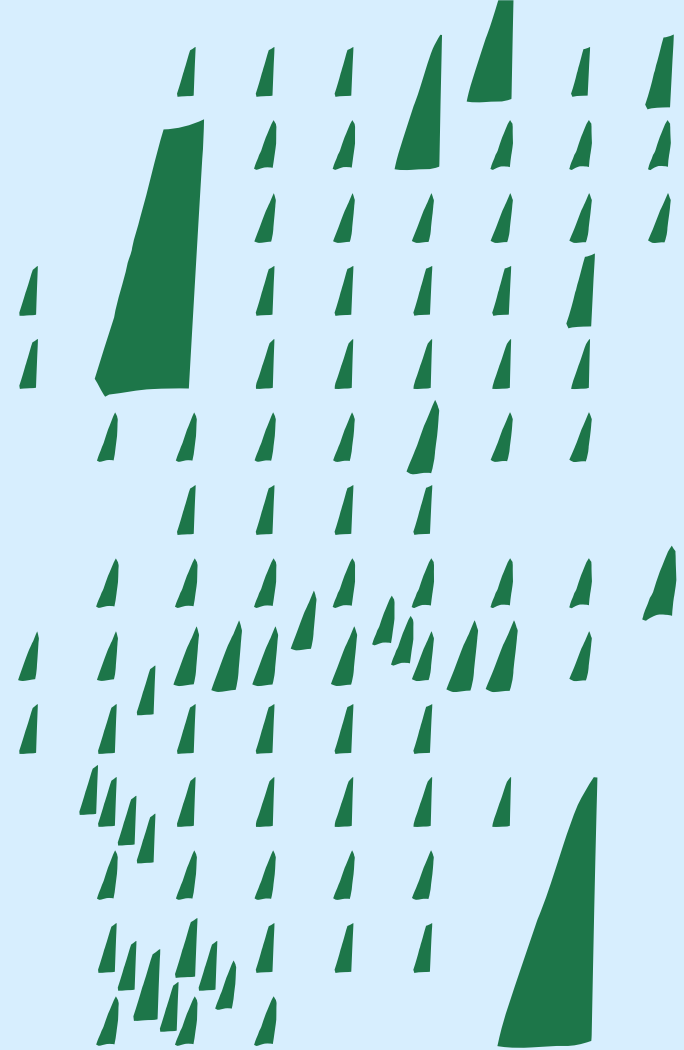
Japanese visitors' spending in Finland

Border Survey / January – September 2025

- Number of **Japanese travelers visiting Finland grew** by 103% from January to September 2025 compared to same period of the previous year. As a result, also the overall **spending increased clearly** (+75%).
- Japanese travelers spent the most on **accommodation** (43% of total spending), **shopping** (24%) and **restaurants/cafes** (19%).



Registered overnights in Finland



Overnights in Finland & top16 source markets in 2024

Year 2024 vs. 2023 & (2019)

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)

Asia 860,000

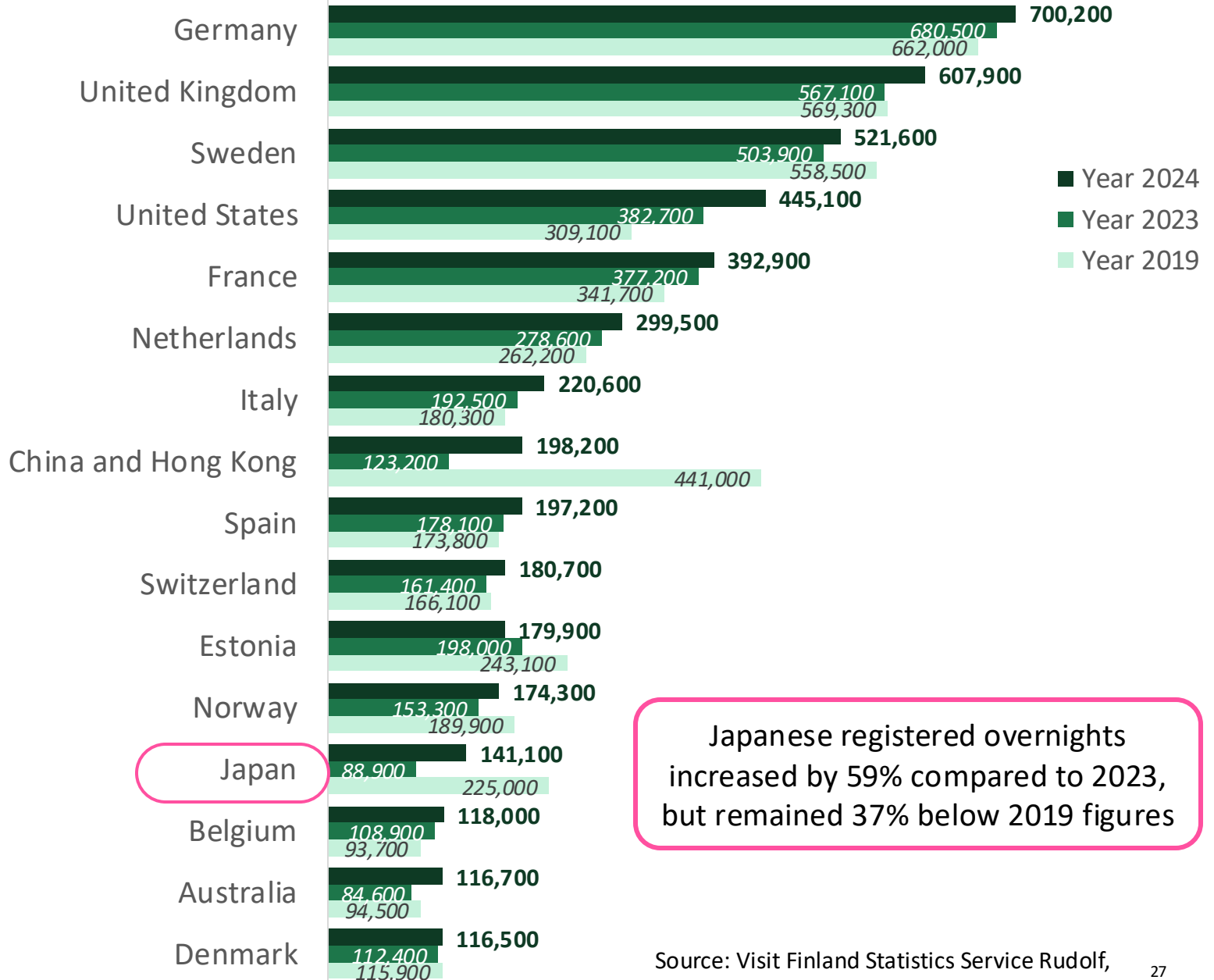
+33% vs. 2023

(-29% vs. 2019)

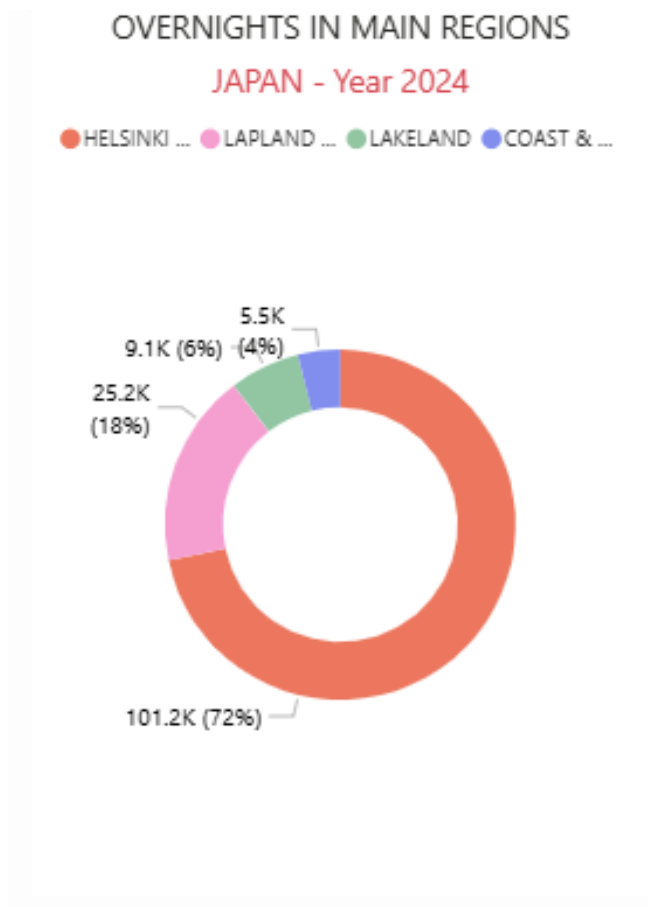
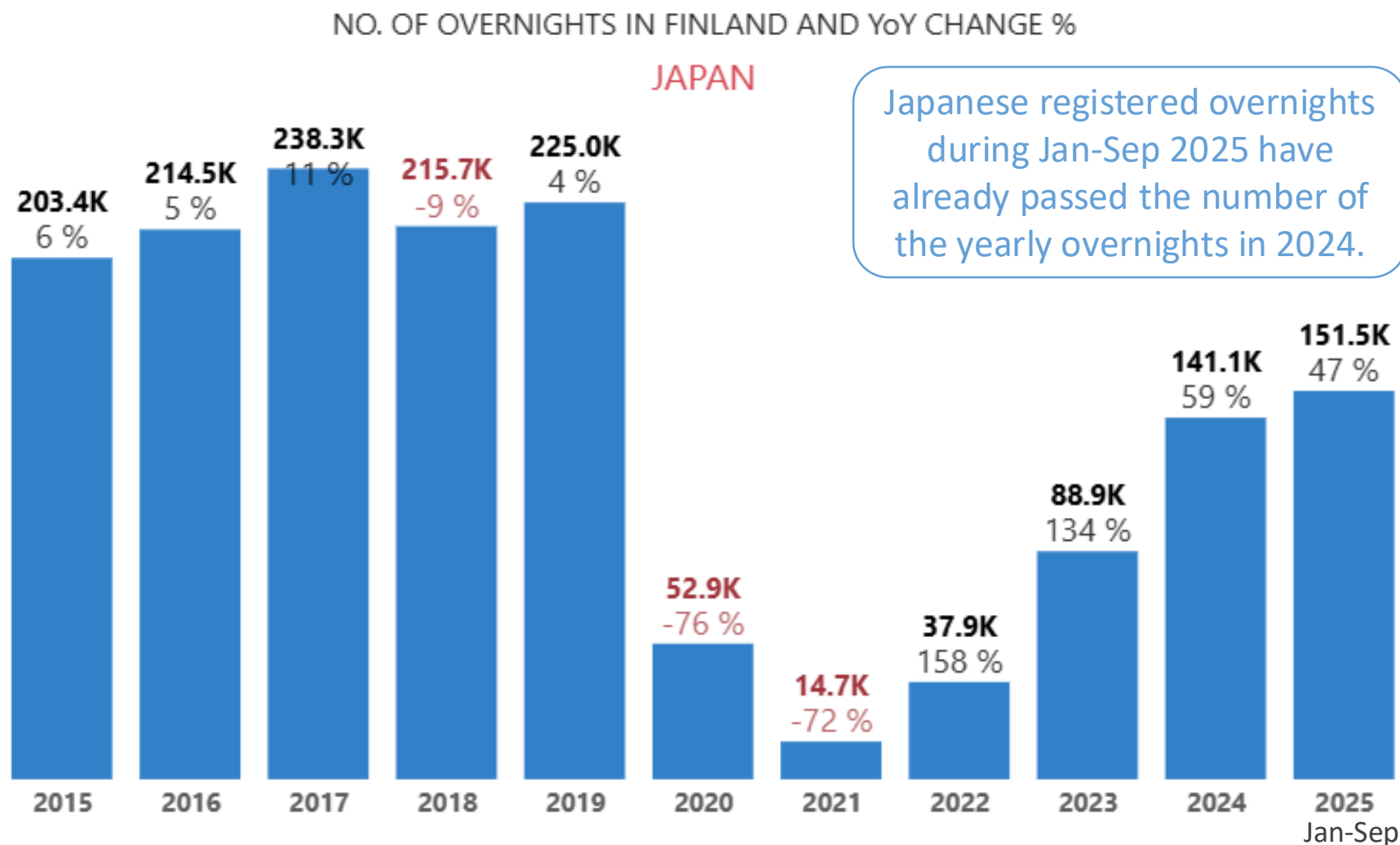
America 589,000

+16% vs. 2023

(+35% vs. 2019)



Japanese overnights in Finland 2015-2024 & Jan-Sep 2025



Main source markets

January – September 2025

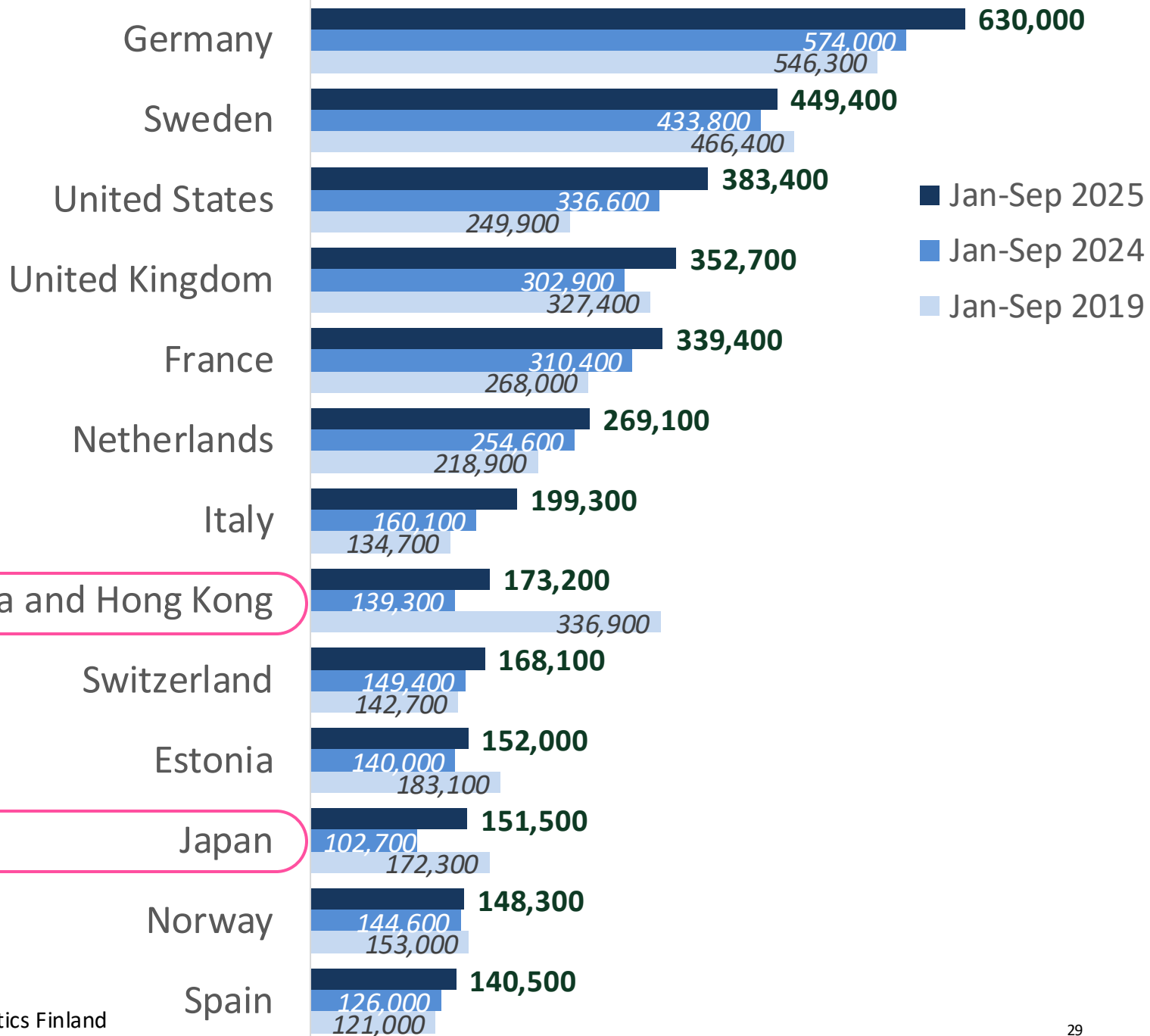
vs. Jan-Sep 2024 & Jan-Sep 2019

Chinese overnight stays in Finland have maintained their **consistent growth** this year, showing a **24% rise** compared to January-September 2024. Nevertheless, with accessibility still well below 2019 levels, the number of overnights remains 49% lower than in 2019.

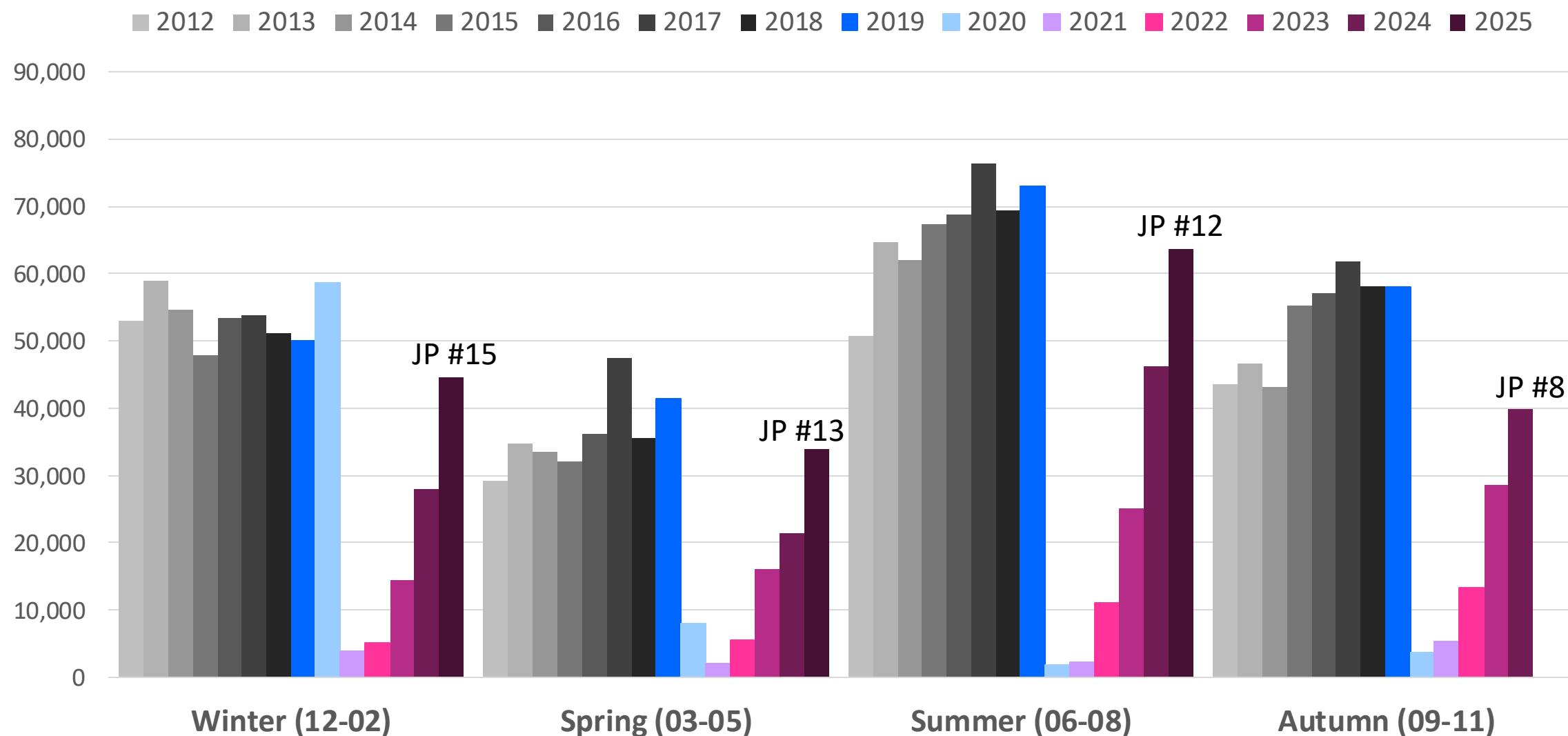
This year has seen a **significant recovery in Japanese travel** to Finland. Japanese overnight stays have **grown by 48%** compared to January-September 2024, reaching just 12% below the 2019 figures. In fact, the number of Japanese overnights during January-September 2025 has already **surpassed the total annual overnights recorded in 2024**.

China and Hong Kong

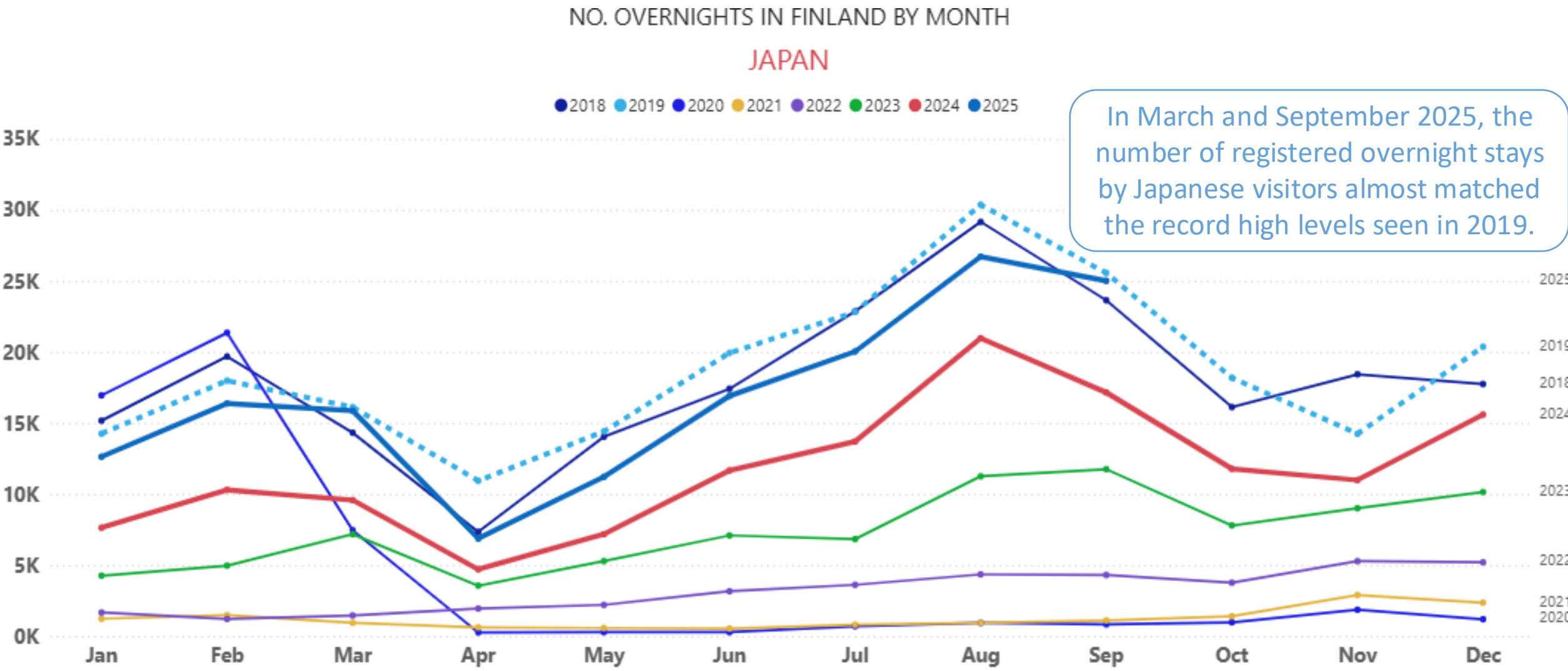
Japan



Japan – Seasonal Overnights in Finland 2012-2025



Japanese monthly overnights in Finland 2018 – Sep/2025



Overnights in high summer season 2025

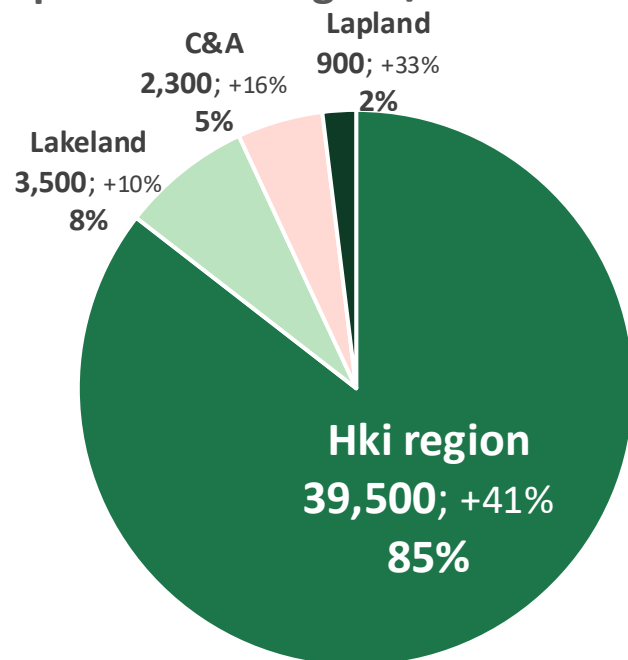
And change compared to summer 2024 & pre-pandemic

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%)

Japanese overnights / summer 2025



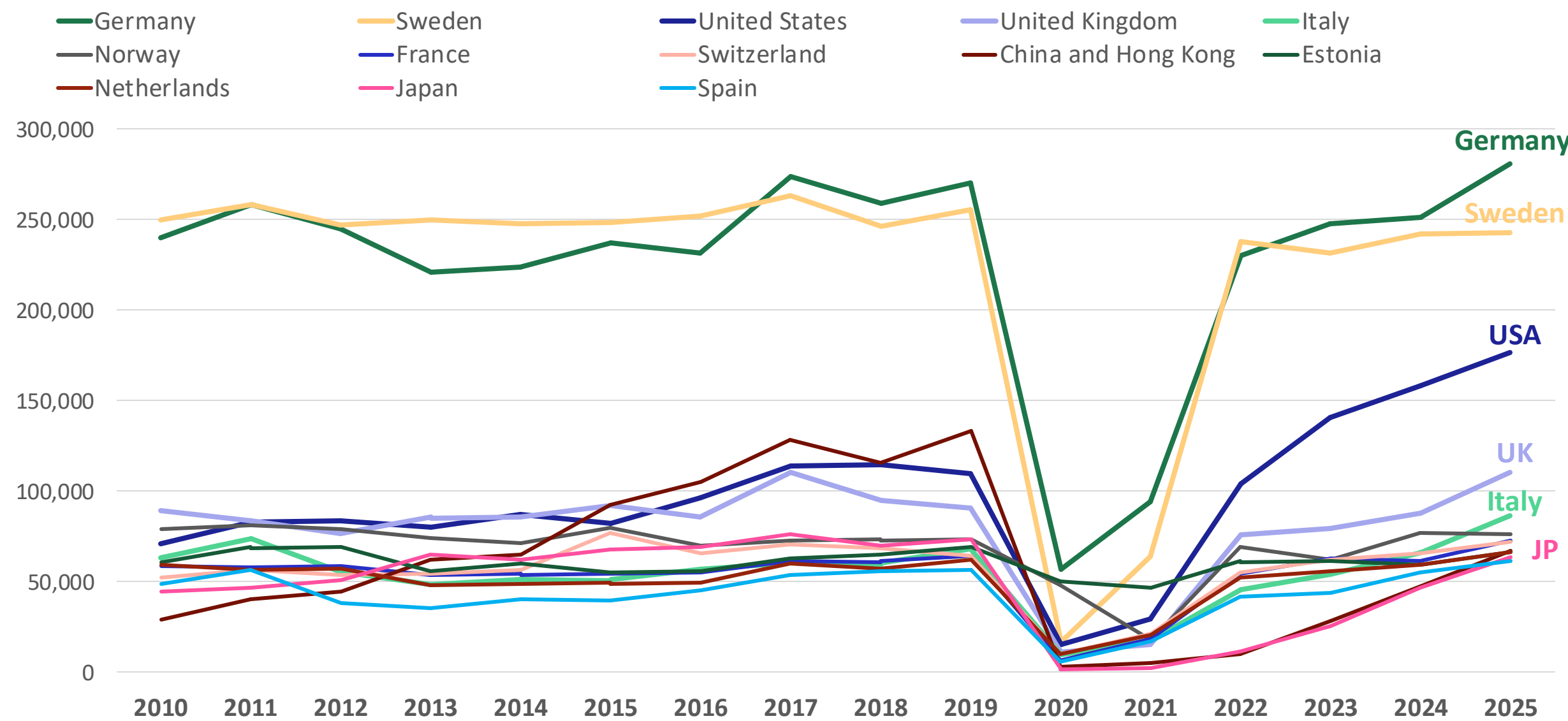
	Jun-Aug 2019	Jun-Aug 2024	Jun-Aug 2025	2025 vs. 2019	2025 vs. 2024
Germany	270 300	251 500	282 100	+4 %	+12 %
Sweden	255 200	242 300	241 700	-5 %	0 %
USA	109 900	157 900	177 000	+61 %	+12 %
UK	90 800	87 700	110 600	+22 %	+26 %
Italy	68 200	65 600	86 500	+27 %	+32 %
Norway	73 400	76 800	75 700	+3 %	-1 %
France	64 100	61 400	72 700	+13 %	+18 %
Switzerland	64 400	65 200	72 000	+12 %	+10 %
China & Hong Kong	133 300	47 400	67 000	-50 %	+41 %
Estonia	69 400	59 400	66 200	-6 %	+11 %
Netherlands	62 300	59 500	66 100	+6 %	+10 %
Japan	73 100	46 300	63 600	-13 %	+37 %
Spain	56 600	54 800	61 300	+8 %	+12 %
Poland	31 400	38 300	45 900	+46 %	+20 %
Denmark	37 700	36 400	38 700	+3 %	+7 %
Austria	27 900	28 900	34 600	+24 %	+20 %
Australia	27 600	25 800	29 600	+7 %	+14 %
Belgium	21 500	23 400	25 600	+19 %	+9 %
Canada	17 700	19 000	25 000	+41 %	+32 %
India	27 200	19 600	22 700	-17 %	+15 %



Visit Finland

Source: Visit Finland Statistics Service Rudolf, Statistics Finland

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



Foreign overnights in winter high season 2024-2025

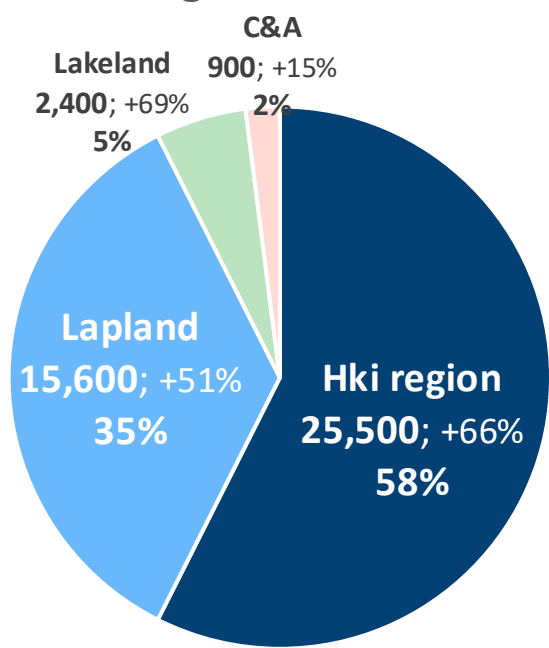
And change compared to winters 2023-2024 & (2018-2019)

High winter season (12-02)

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

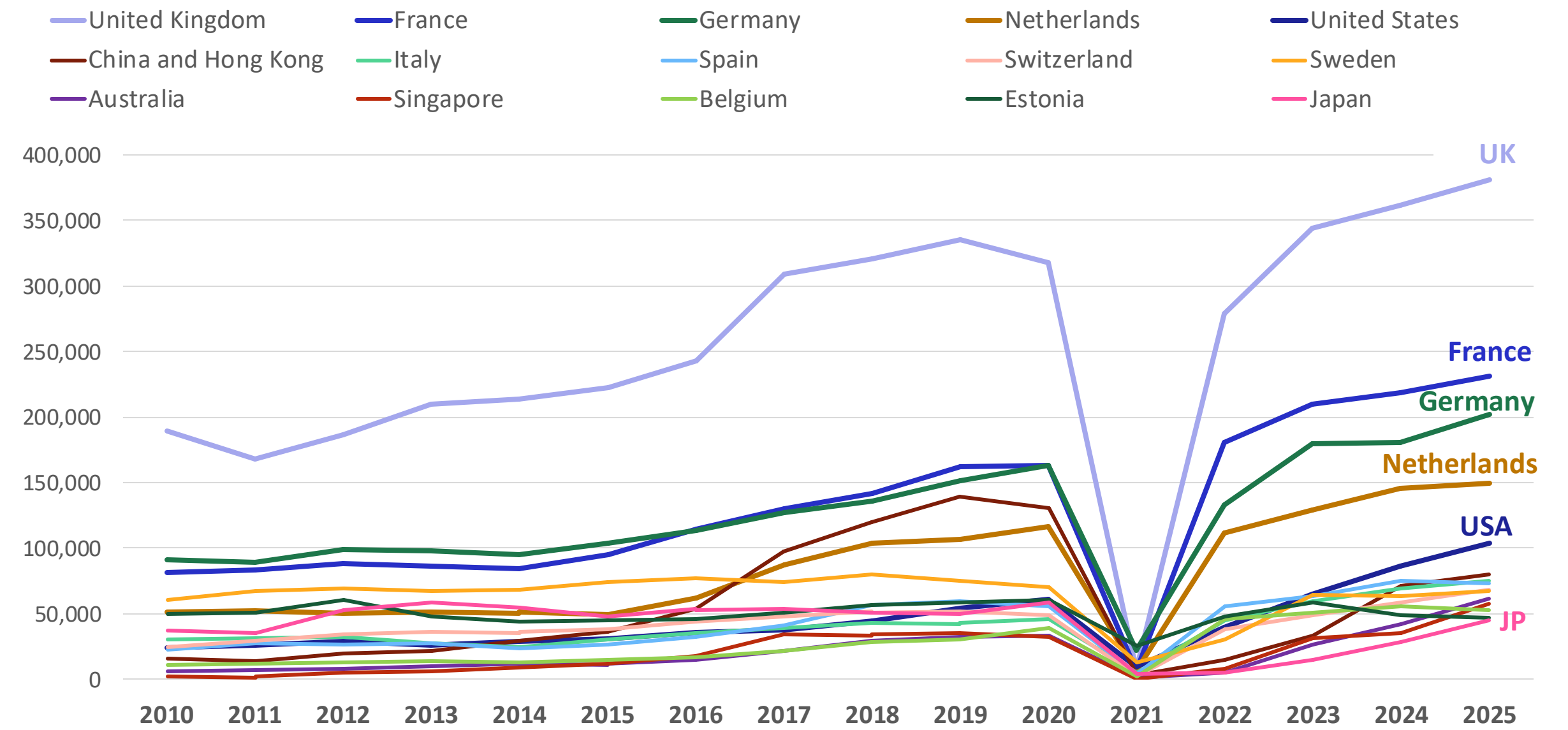
- 1.5M** from EU-27 & UK / **+6%** (+28%)
- 354,600** from Asia / **+37%** (+4%)
- 145,800** from America / **+28%** (+100%)

Japanese overnights / winter 2024-2025



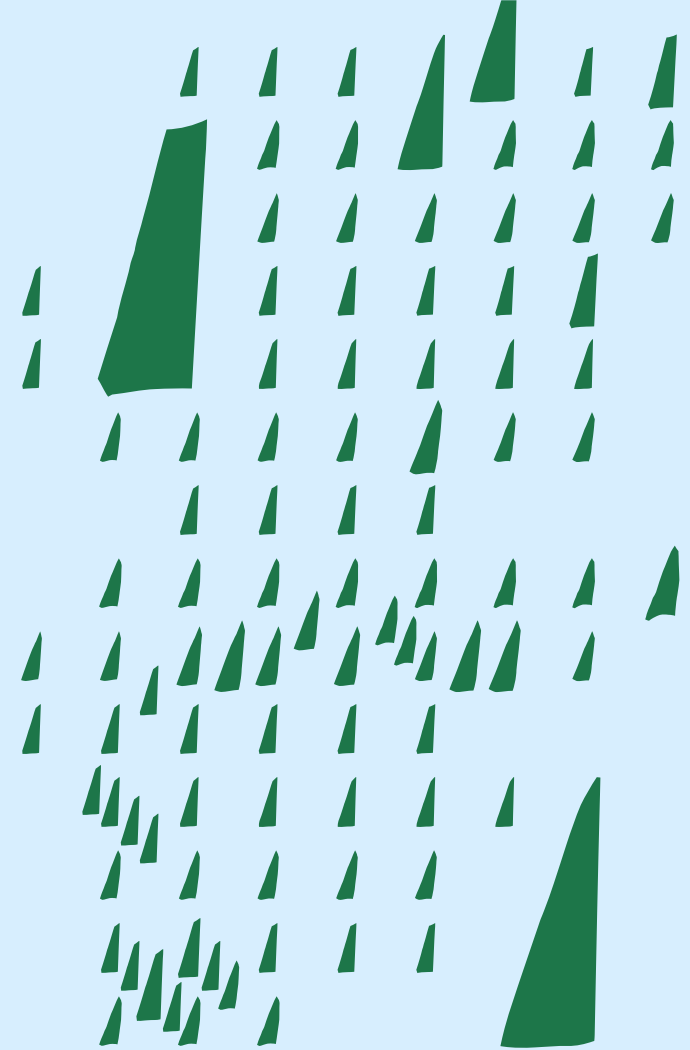
	winter 2019	winter 2024	winter 2025	winter 2025 vs. 2019	winter 2025 vs. 2024
UK	334 900	361 800	380 800	+14 %	+5 %
France	161 700	218 800	231 400	+43 %	+6 %
Germany	151 300	180 700	202 300	+34 %	+12 %
Netherlands	106 700	145 900	149 600	+40 %	+3 %
USA	53 800	86 400	103 500	+92 %	+20 %
China & Hong Kong	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

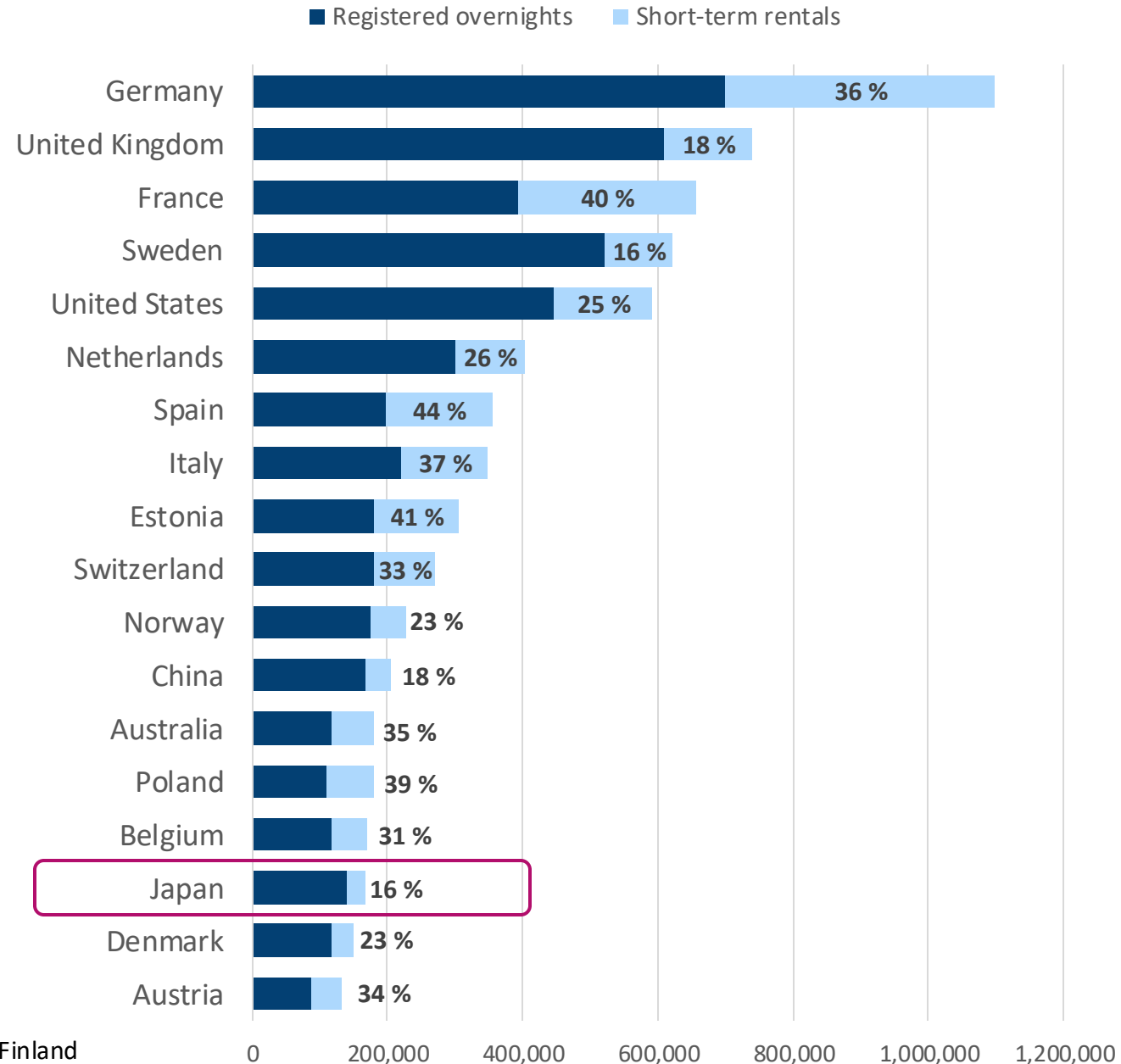
Year 2024



Registered and short-term rentals overnights in Finland Year 2024

- In 2024, 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

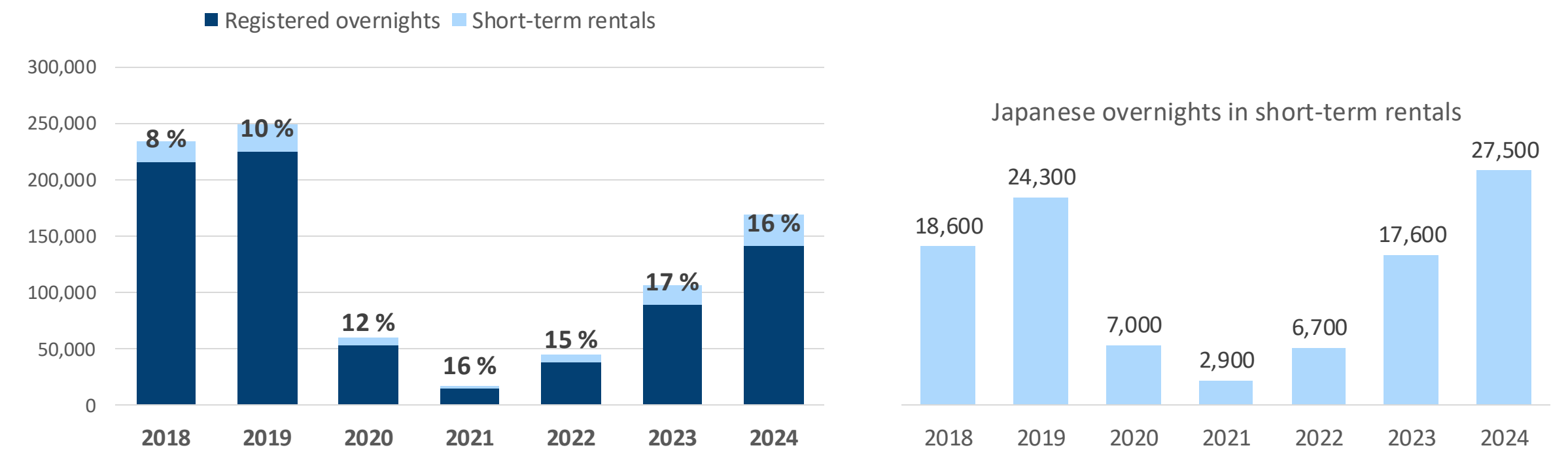


Registered and short-term rentals overnights in Finland - Year 2024

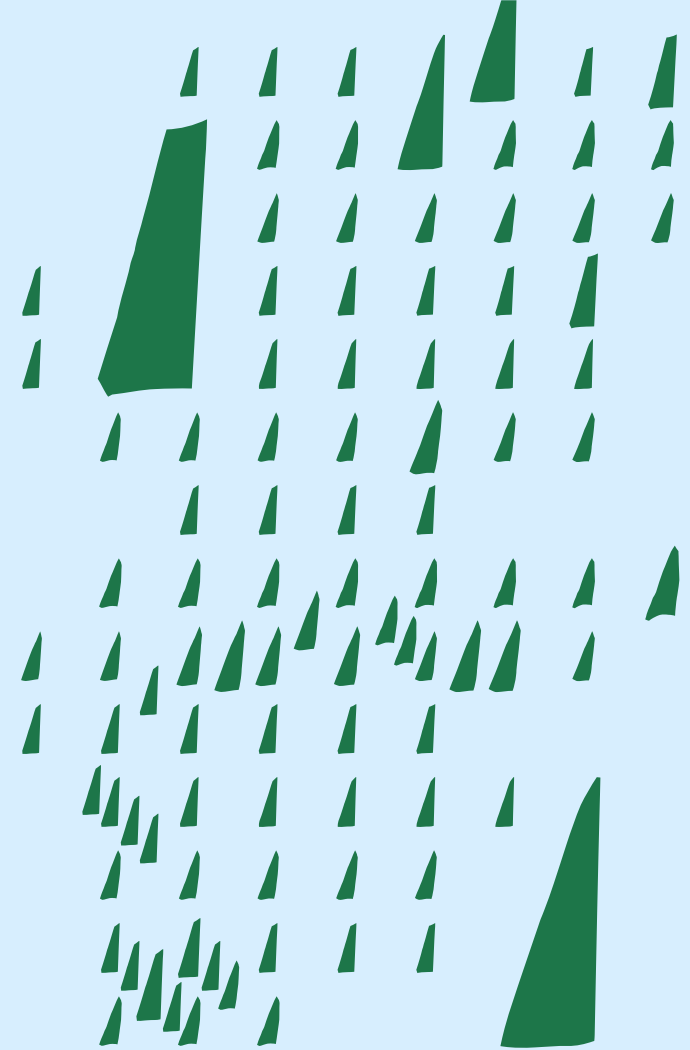
In 2024, **Japanese** visitors recorded **27,500 overnights in short-term rentals**, representing **16% of their total paid overnights**. Japanese stays in short-term rentals have **grown by 56%** compared to 2023, and by 13% relative to 2019.

The **growth rate in registered overnights** for Japanese visitors in 2024 was **59%** over the previous year. Despite this, registered overnights remained 37% lower than in 2019, meaning short-term rentals have partially compensated for the decrease in Japanese total paid overnights.











Consequently, Japanese visitors spent **168,500 nights in paid accommodation** in 2024, which was **58% more than in 2023**, but **32% less than in 2019**.



Japanese 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 Japanese searches

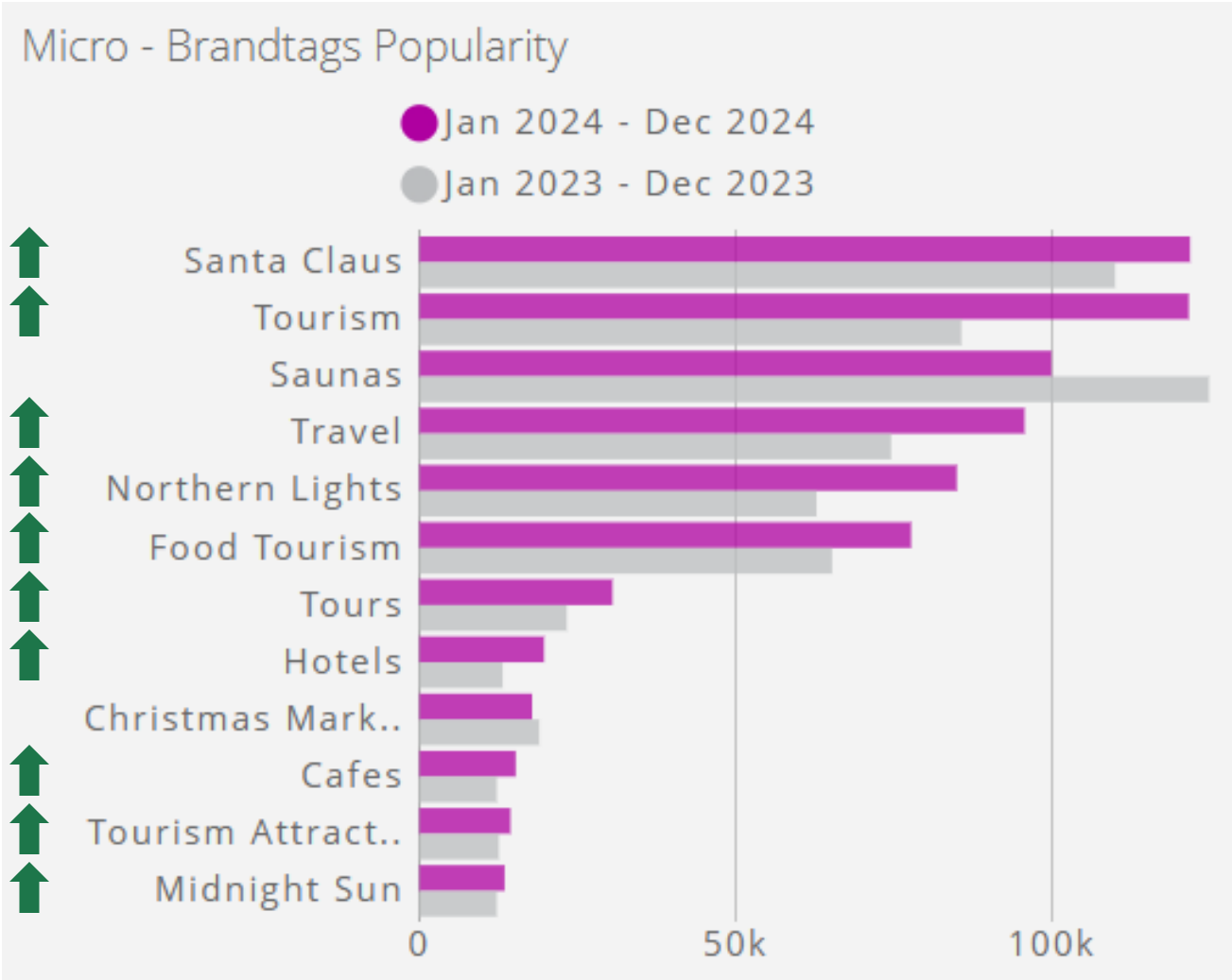
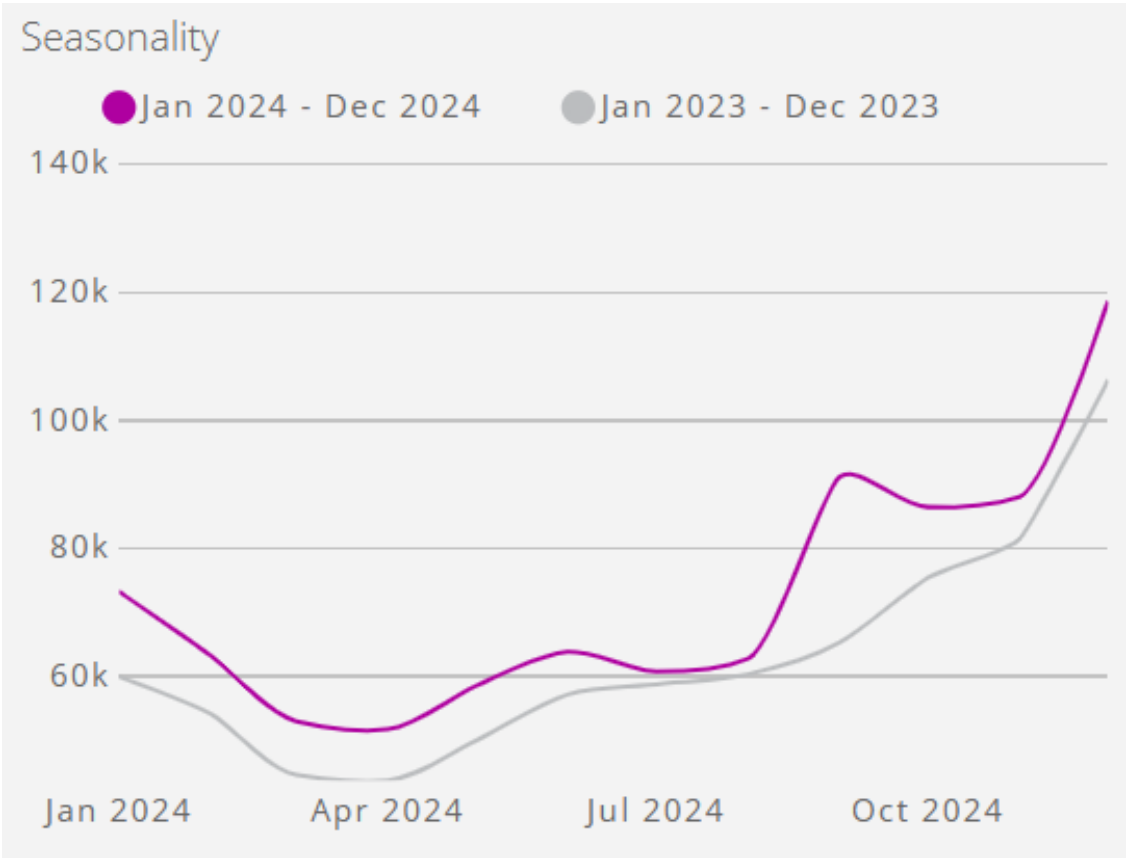
Brandtag Family Distribution



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

Japanese were doing more searches on travel to Finland **during each month in 2024** compared to 2023.

Interest towards **Santa Claus, tourism and travel in general, northern lights, food tourism, tours, hotels, cafes, tourism attractions, and midnight sun** increased compared to previous year.



Japan: Top 20 topics in 2024





ForwardKeys

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

Seat capacity from Japan to Finland for Dec/2025 – Feb/2026

Comparison to Dec/2024 – Feb/2025

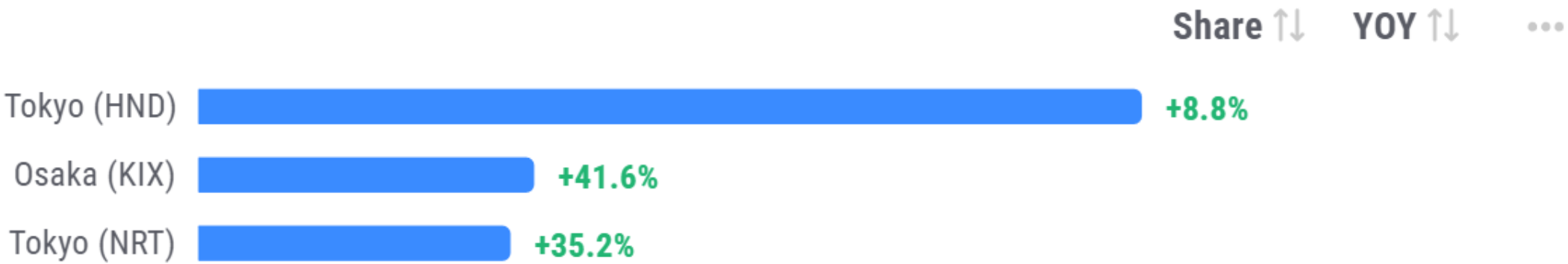
✈ Japan (excl. domestic) → Finland

Database update 08 Nov

Filtered period | 01 Dec 2025 - 28 Feb 2026

3 airports

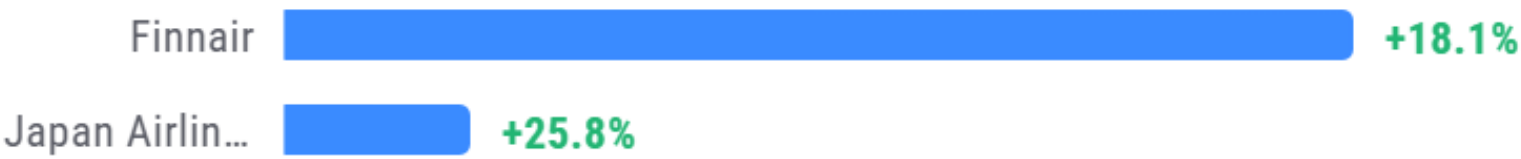
+19.2% YOY for selected locations



There will be **clearly more flights and more seats available** from Japan to Finland this winter than during the previous winter season.

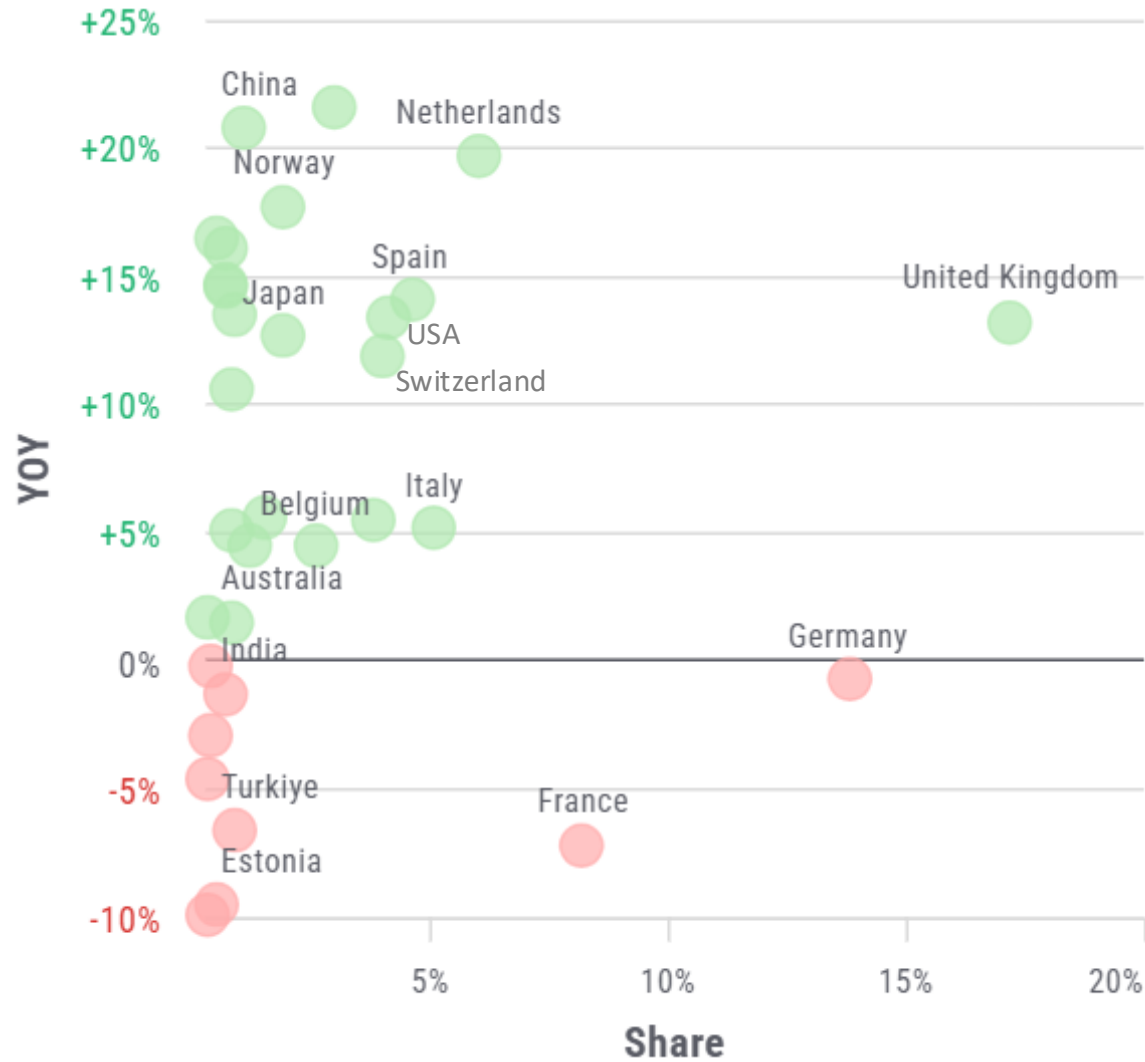
Finnair will have daily flights from Tokyo-Haneda to Helsinki. It will also have more flights from Tokyo-Narita as well as from Osaka to Helsinki compared to the previous winter.

Japan Airlines will have four weekly flights from Tokyo-Haneda to Helsinki in December and three weekly flights during the rest of the winter season.



Forecast for Flight arrivals in Dec 2025 – Feb 2026

Comparison to previous winter



491,290 tourist arrivals		+8.7% YOY for selected origins	
		Share ↑↓	YOY ↑↓
United King...			+13.2%
Germany			-0.7%
France			-7.2%
Netherlands			+19.7%
Italy			+5.2%
Spain			+14.1%
U.S.A.			+13.4%
Switzerland			+11.9%
Denmark			+32.8%
Sweden			+5.5%
Poland			+21.6%
Belgium			+4.5%
Ireland			+36.6%
Japan			+12.7%
Norway			+17.7%
Austria			+5.6%
Latvia			+4.5%
China			+20.8%

Japan market update



Visit Finland

Finland selling points in Japan

Mix of traditional and emerging USP appealing to wider audience

- Finland is highly visible through our USP's -> Santa, Moomins, Design, northern light
- Happiest country in the world is now attracting potential travelers
- Finnish sauna, wellbeing & work life balance are widely admired
- For these reasons above, Finland is beyond sightseeing destination
- Finnish lifestyle is considered opposite to Japanese corporate culture – opens mind for creativity
- Attracting new visitors across emerging segments such as students, honeymooners, families, corporate travelers, sauna enthusiasts and seniors while continuing to attract repeat travelers
- Seasonality - evenly split visitors over the all 4 seasons, more overnights in non-winter season
- Aurora products have been extremely popular in Q1, Q3 and Q4
- Helsinki and winter Lapland are driving but increasing opportunities for Lakeland and autumn Lapland

Finland's position in the market

Unique and Trendy

- Overnights have reached almost 90% of 2019 despite adverse factors such as longer flight time, currency depreciation of JPY and inflation.
- Finland is now a very popular destination
- Definitely one of the best performing destinations in the longhaul markets
- Consumers are looking for authentic and cultural experiences
- Connect with nature is also emerging interests as awareness of Finnish happiest nation image keep on growing.
- Japanese celebrities are traveling to Finland. SoMe postings are stimulating desires to visit Finland.
- Travel agents have been very active in product developments and sales for Finland and northern Europe.

Consumer trends and behavior

Booking early, Traveling longer and Searching for new destinations

- Currency affecting the decision making as Euro appreciating against JPY
- Booking lead-time is getting longer especially price conscious travelers.
- Avid travelers have already started booking for the 2026 summer tours.
- Direct booking to airlines increasing trend, growing faster than OTA channel
- High-end and repeat senior FIT markets continue to book through the traditional travel agents.
- Duration of travel is getting longer.
- Combination of Finland with Baltic countries and Sweden are becoming more popular.

Industry update and distribution channels

Very active and keen to promote Finland

- Japanese inbound is expected to reach 40.0M visitors in 2025
- Overall Japanese outbound is around 70% of 2019 level
- North America and Hawaii continue to show around 50 to 60% level compared to 2019.
- Australia has more air capacities in 2025. However, the outbound is only around 80% still as Australians are visiting Japan more frequently.
- Spain, France and Italy have been driving the volume for the travel agents.
- Turkiye is the only growth destination over 2019 due to the favorable exchange rate and abundant capacity/frequency.
- Tour escorted products are now dominating the share.
- Airline's direct booking growing
- **Helsinki is 3rd after London and Paris.**

Accessibility is the key factor. Finnair and Japan Airlines operated 30 daily flights in 2025 summer schedule.

Top traveller segments



City life enthusiasts

This segment has been driving the traffic to Finland. Tour products are widely available in the market as it is easy for the travel agents to develop package tours

Products: Sightseeing, shopping, Finnish design, cafe hopping and recently public sauna experiences as an emerging trend. Also light nature activities close to the city center, such as Nuuksio and islands outside Helsinki.

Sales channels: Mainly traditional travel agents and OTA. Finnair's direct channel

Nature lover

Japanese are eager to learn the Finnish happiness and wellbeing from the nature, like locals do. Experiencing northern lights has traditionally drawn great attention for Finland among this segment

Products: Northern light viewing in Lapland, nature walks, everyman's right for berry picking

Sales channels: Mainly traditional travel agents for both FIT and groups.

Lifestyle traveller

Japanese are very interested in the world's happiest country.

Products: Traditional sauna experiences, sauna hopping for enthusiasts, live like a Finn, Finnish designs, the Moomins, local food experiences.

Sales channels: Traditional travel agents for FIT, honeymooners, families and students as well as Finnair's direct channel

Key priorities and supportive actions

Sauna and wellbeing promotion

- Re-launch of a Sauna campaign by partnering with Finnish suppliers/DMOs, travel agents, airline partners and co-branding partners from comprehensive sauna ambassador network
- Develop communication plan to stimulate strong motivation for traveling to Finland with added value/authentic experience
- Sauna and wellbeing themed PR & social media content

Longer stay for snow free season

- Continue to engage in-market trade partners on product developments for Finland mono tour packages for FIT and Groups
- Work with Finnair and Finnish partners in developing attractive fam programs to attract quality buyers focusing on snow free season
- PR & social media content for snow free season
- Aligning with Sauna and Wellbeing promotion is the key

Collaboration with Finnair

- Work with travel agents, local governments and Japan Association of Travel Agents to attract Finnair's year-round operation of Nagoya/Helsinki
- Bring Finnair's frequency back to pre-covid's 34 weekly flights
- Aligning with Sauna and Wellbeing promotion is the key

2026 Activity plan

2026 Activity plan

Sales Events B2B

- MATKA Travel Fair in January
- **Moi Finland Roadshow on 16 - 17 April**
- Midnight Sun Workshop 2026 in June
- Tourism EXPO Japan 2026 in October
- European Travel Commission Workshop in December

Fam trips

- MATKA FAM in January
- Midnight Sun FAM in June
- Lifestyle traveller & Sauna FAM in June (right after MNS)

B2C and B2B2C Campaigns

- Food themed global campaign
- Visit Finland Sauna Campaign 2.0 launch

Co-branding opportunities with Japanese corporations

PR

- Press releases & pitching
- Press and influencer trips
- Other activities TBC

SoMe

- Always on content on Facebook, Instagram and X

Joint Promotions

- **HIS** Travel Fair in February
- **Hankyu Travel** Oulu aurora promotion
- **JTB** Europe campaign
- **Finnair** and **Veltra** direct booking promotion
- Celebrity opportunities with Finnair
- Tactical tour operator promo as part of sauna campaign

PR & Social Media update Japan

PR & Media Activities

Japan market

Visit Finland's PR activities include press releases, proactive pitching, media and influencer visits, and press events – all in close collaboration with our Tokyo-based PR agency. So far in 2025, we've hosted 6 individual visits, joined two international group press visits, organized one national group press visit from the Japan market, and shared numerous press releases and pitches. In addition, we organised an influencer event at Osaka Expo this September.

Coverage Highlights Q1-Q3 2025

- 83 Media Hits
- Average Visibility Score 71%
- Brand Building Effect 583 million
- Average Tone 3.00/3.00
- Media highlights: Non Stop! TV Show, Yahoo! News, msn news, macaroni, Frau, @DIME, Safari, Liniere, BE-PAL, GQ Japan
- Influencer highlights: @takasutile, @ooooooooayumioooooo, @aya.v_v.ka, @eri3580

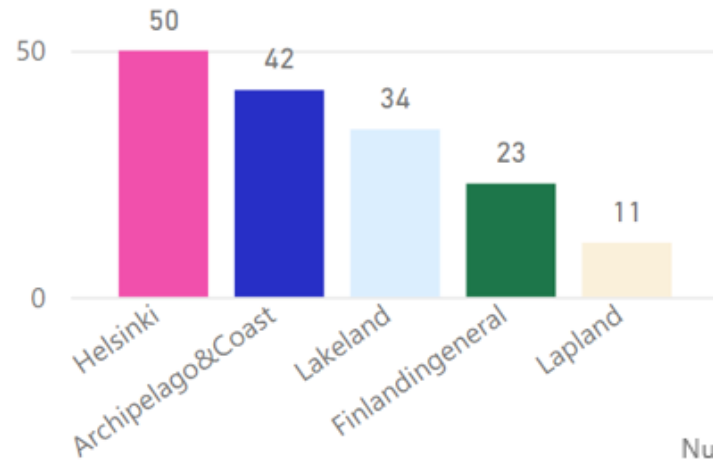
1. The average **Visibility Score** talks about attention, e.g., an article can be expected to get.

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

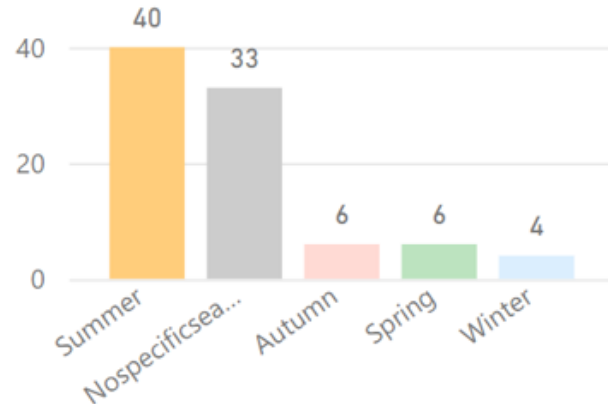


PR work results, Japan Q1-Q3/2025

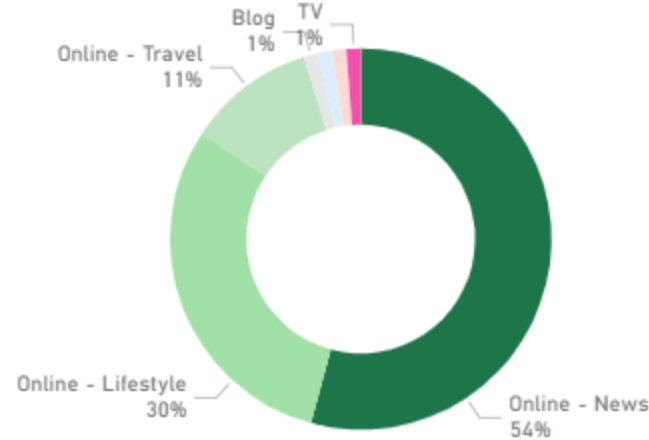
Number of hits by Region



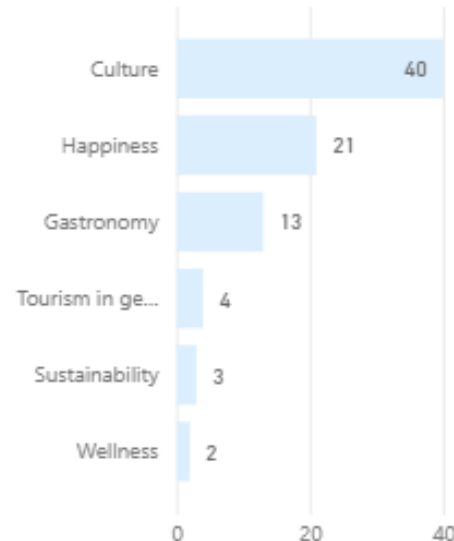
Number of hits by Season



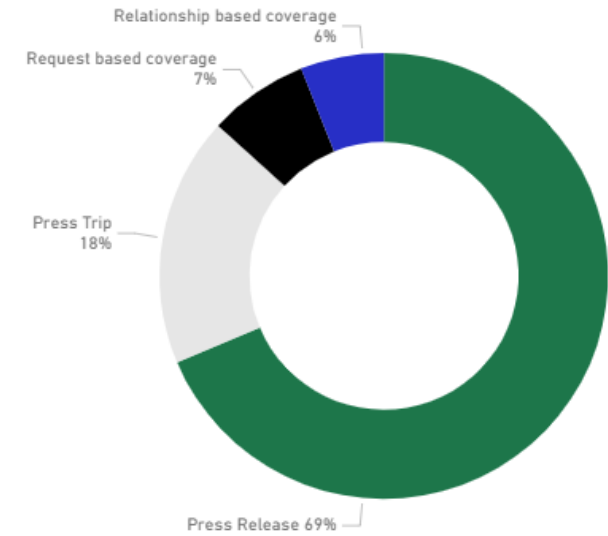
Share of hits by Media type



Number of articles by Theme



Share of hits by Origin



Coverage Highlights

- Helsinki has been the most popular region with 50 hits.
- Summer was the most popular season with 40 hits.
- Culture was the most popular theme (40 hits), followed by happiness (21 hits) and gastronomy (13 hits).
- The largest share of the hits were covered by online news sites, followed by online lifestyle sites.
- Press releases were the most common origin of the hits, followed by press trips.

Coverage Highlights



みんなのライフハック

TECHNOLOGY BUSINESS MONEY LIFESTYLE ENTERTAINMENT

TOP > ライフスタイル > トラベル > ウイスキー樽から軍用機サウナまで！一度は行きたいフィンランドのユニークなサウナ5選

ウイスキー樽から軍用機サウナまで！一度は行きたいフィンランドのユニークなサウナ5選

2025.03.14 ライフスタイル #サウナ



FRAU

FRAU S-TRIP FRAU edu FRAU the Earth

SDGs 旅 ライフスタイル 美容・健康 文化・観光 マネー 食・グルメ イン



photo by Santa Claus Village

2025.08.31 #LIFESTYLE #海外旅行 #旅 #北欧 #SDGs #S-TRIP #TRIP

「世界一幸福な国」フィンランドでサンタに「幸せとは何か」聞いてわかった、日本人が幸せを感じにくい本当の理由



「ユニターで」
「フレージ」を披露

披露された
「カッパ」の作り

NAO's WORD
～奇跡のような旅を終えて～
フィンランドは
想像どおりの素敵な国でした

「フィンランドの衣食住を見てみたい」という思いが叶った旅でした。私は「僕についていく中で何を愛したか」が、今までの人生で最も大切な経験の一つです。フィンランドの自然の美しさ、人々の温かさ、そして「サウナ」の文化は、私にとって大きな学びとなりました。今回は、フィンランドの魅力を伝えるために、いくつかの写真を紹介します。

「フィンランドの自然は、想像以上に美しいです。特に、湖と森の風景は、心を癒やします。また、人々の生活スタイルも、とても興味深いです。例えば、サウナはフィンランドの文化の一部で、人々にとって大切な時間です。私は、フィンランドの自然と人々の生活スタイルを、今回の旅で学びました。」

「フィンランドの自然は、想像以上に美しいです。特に、湖と森の風景は、心を癒やします。また、人々の生活スタイルも、とても興味深いです。例えば、サウナはフィンランドの文化の一部で、人々にとって大切な時間です。私は、フィンランドの自然と人々の生活スタイルを、今回の旅で学びました。」



「フィンランドの自然は、想像以上に美しいです。特に、湖と森の風景は、心を癒やします。また、人々の生活スタイルも、とても興味深いです。例えば、サウナはフィンランドの文化の一部で、人々にとって大切な時間です。私は、フィンランドの自然と人々の生活スタイルを、今回の旅で学びました。」

「フィンランドの自然は、想像以上に美しいです。特に、湖と森の風景は、心を癒やします。また、人々の生活スタイルも、とても興味深いです。例えば、サウナはフィンランドの文化の一部で、人々にとって大切な時間です。私は、フィンランドの自然と人々の生活スタイルを、今回の旅で学びました。」



「フィンランドの自然は、想像以上に美しいです。特に、湖と森の風景は、心を癒やします。また、人々の生活スタイルも、とても興味深いです。例えば、サウナはフィンランドの文化の一部で、人々にとって大切な時間です。私は、フィンランドの自然と人々の生活スタイルを、今回の旅で学びました。」

「フィンランドの自然は、想像以上に美しいです。特に、湖と森の風景は、心を癒やします。また、人々の生活スタイルも、とても興味深いです。例えば、サウナはフィンランドの文化の一部で、人々にとって大切な時間です。私は、フィンランドの自然と人々の生活スタイルを、今回の旅で学びました。」

mixi



10:08

群馬 34℃ 10%

フィンランド 愛の力が試される？ 妻運び選手権！

NEXT 世界が認めた未来のジョッキー



女性を逆さまにしておんぶ

Wife Carrying World Championships office

Osaka Expo influencer event

- Food and tourism specialties showcased from all greater regions in Finland
- Talk session with Michelin starred chef Zaiyu Hasegawa highlighting his food experiences in Finland
- Cooperation with Finnish brands Lovi, Helsinki Distilling Company and Fiskars
- The goal was to raise awareness of the Finnish food culture and to encourage foodies to visit Finland through social media influencers
- Results:
 - Posts: 32
 - Engagements: 2.1K
 - Reach: 118.5K



Japan social media channels

January-October 2025 results

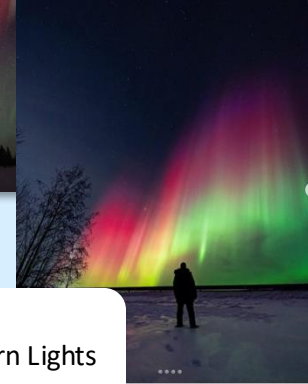
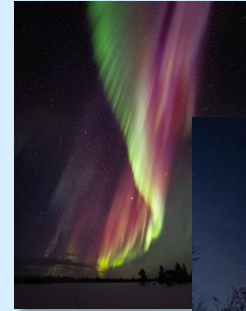


Instagram

January-October 2025

- Our content received a total of **126,000 engagements** (likes, comments, shares and saves)
- We've maintained a **consistently high engagement rate of 10%** (above typical organic performance)
- Our **organic reach is on a good level of 1.3 million**
- **80% of our followers are based in Japan**
- We've attracted **2,000 new followers** in 2025, contributing to steady growth of our audience currently at 40K followers
- The themes that continue to perform best year after year are **Moomins, Finnish design, Northern Lights, café culture, cities & towns and urban life**

Top performing:



Northern Lights



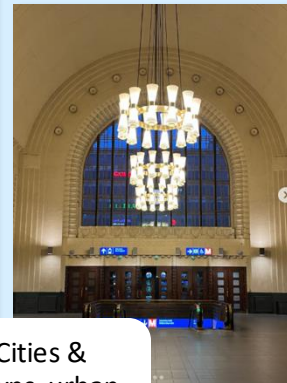
Moomins & design



Café culture & Food



ムーミン柄のトラム 🚊
📍 ラッペ



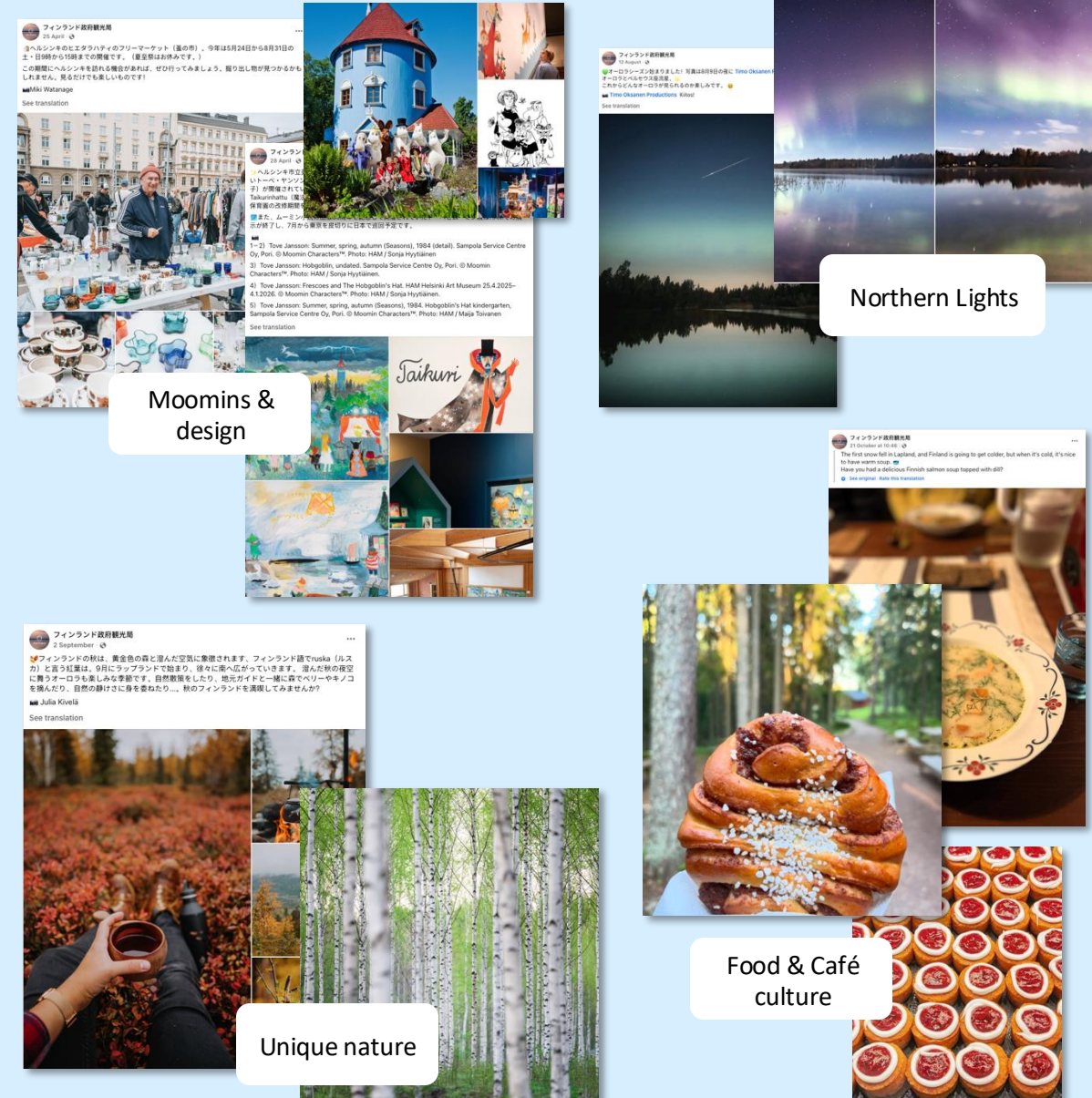
Cities & towns, urban life

Facebook

January-October 2025

- Our content received **129,000 engagements** (likes, comments, shares and reactions) already surpassing our full-year result from 2024
- The **average engagement rate is 6%**, with especially strong performance during Q3
- **Organic reach of 2.5 million**, showing that we are able to reach a wide audience in Japan also without paid
- We've gained **2,500 new followers** this year, and now have a total of **102,000 followers**
- An impressive **97% of our followers are based in Japan**
- The most engaging themes: **Moomins, Finnish design, Northern Lights, unique nature, food and café culture**

Top performing:

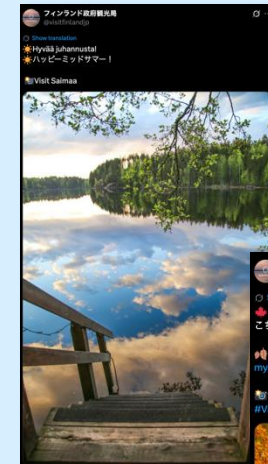


X

January-October 2025

- Our posts have received **105,000 total engagements** (likes, replies and retweets)
- The **engagement rate has remained stable at 3%**, in line with last year's performance
- With an **organic reach of 3.1 million**, X is currently our **strongest channel in Japan** for reaching wide audiences without paid promotion
- We've seen **moderate follower growth** this year bringing our total to **86,000**
- The best-performing themes are **Northern Lights, Finnish nature, food and café culture, with Christmas and Santa** standing out more here than on our other channels

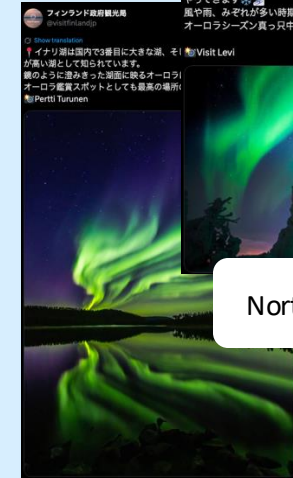
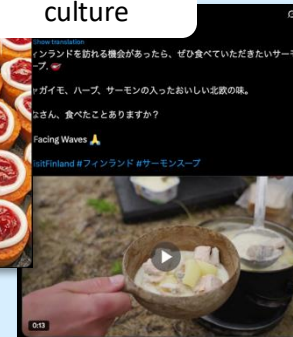
Top performing:



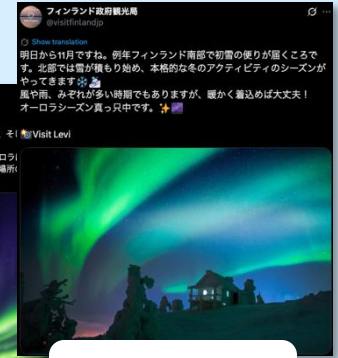
Unique nature



Food & Café culture



Northern Lights



Christmas & Santa



Summary

- Our content generated a **combined 360,000+ engagements**
- **Total organic reach exceeded 6.9 million**
- We gained **over 5,000 new followers**, growing our combined community to **over 270,000 followers**
- **Instagram** stands out for its **high engagement rate (10%)**
- **Facebook** combines **strong reach (2.5M)** with a high share of Japanese followers (97%)
- **X** is currently our **most effective channel for organic reach (3.1M)**, though engagement and follower growth remain moderate
- While **Moomins** and **design** are top-performing themes on Instagram and Facebook, **Christmas and Santa** stand out on X
- Core content themes across all platforms remain stable: **Northern Lights, Finnish nature, café culture and food**



2025 Highlights

Moi Finland Roadshow in Osaka & Tokyo

Finnish partners 24 Japanese buyers 84



Celebration of Sauna Life

EXPO2025 Osaka @Nordic Pavilion





Celebration of Sauna Life EXPO2025



Industry wide collaboration

European Travel Commission

ETC Workshop 2025



Tourism EXPO Japan in Nagoya



Industry wide collaboration European Travel Commission



New product/destination development

Finnair, Hankyu Travel, KuoniTumlare, Visit Oulu

Northern light safari in Oulu



Icebreaker in Kemi



Finnair, Hankyu Travel, KuoniTumlare, Visit Oulu

オーロラ観賞
チャンスが3回!

中部国際空港着フィンエアー利用!!
湖に面するガラスイグルーに泊まる

神秘的
フィンランド
オーロラ探訪

フィンランド政府観光局よりご挨拶

Visit Ouluよりご挨拶

秋のオーロラならではのポイント

スケジュール

フィンランド名物
含む計11回の
食事付!

Season 1: September to October 2025

Season 2: December 2025 to March 2026

Destination: Oulu, Rovaniemi, Ranua Helsinki

Overnights: 4 nights/5 days

Finnish suppliers: Ranua Resort Arctic Fox Igloo,

Sokos Arena, Scandic Oulu,

Ranua Wild Park, Go Arctic,

Santa Clous Village,

Eskelisen Lapin Linjat

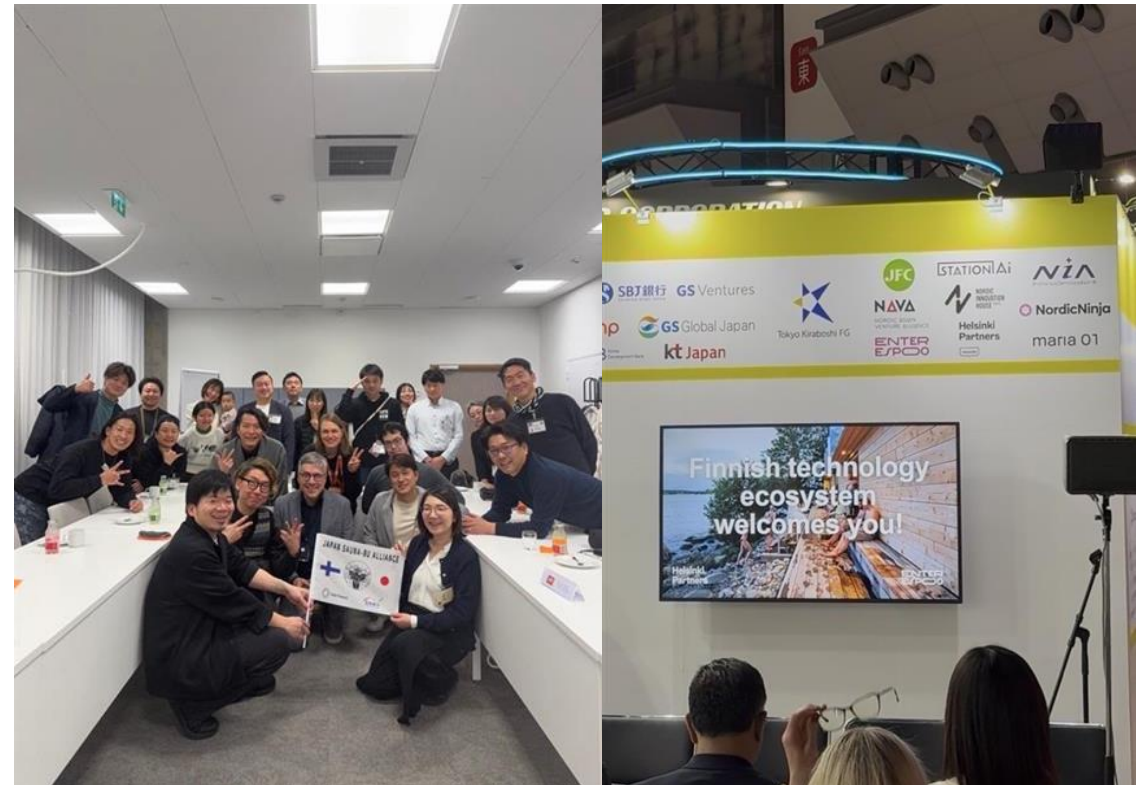
Markets: Tokyo, Nagoya and Osaka

Japan Sauna-bu Alliance meets VTT and Startups

Authentic experience in Tampere



Learning from VTT in Finland & Japan



Japan Sauna-bu Alliance & Nippon Travel Agency

JAPAN SAUNA-BU ALLIANCE × 日本旅行 **羽田発**
2025年 2月7日出発

新しい旅のかたち
~Connect with Nature~

ポジティブクレイジーな
仲間たちと行く
ウェルビーイングな旅

。サウナを満喫!!。 **世界が注目する 幸せの国フィンランドとデジタル先進国エストニア6日間**

3日目 レフモンカルキ・リゾート/サウナワールド
フィンランドで一番大きな豪華なサウナ施設に隣接するレフモンカルキでは、4種類のサウナが楽しめます。
A 2日目 フィンランド最古のサウナ「ラヤボルティサウナ」
B 2日目 サウナレストラン「クーマ」でのサウナ体験
C 4日目 タリンの巨大サウナ施設「エラムス・スハ」

1・2日目 ヘルシンキ
ラップランド・ホテルズ・プレグアルディ **4日目 タリン**
タリン・タス&カンパレンス・ホテル **Aクラス**

出発日と旅行代金
出発日 2月7日(金) 旅行代金 460,000
1人部屋追加代金 42,000 (利用部屋タイプは要覧表をご覧ください)

旅行代金に別途サービスチャージは含まれておりません。別途必要です。(別途要)
目安額: 60,000円(2024年11月1日現在) ※別途要の場合は別途要となります。
※現地空港送迎税及び国内空港送迎使用料等、国際観光客税は別途必要です。(要覧表参照) 国際観光客税: 約5,150円

日本旅行利用規約 日本旅行
最少旅行人数 10名 (ただし、これは出発前45日までに最少旅行人数に満たない場合は、旅行を中止させていただきます。場合が異なります。)
送 迎 送迎は、出発前45日までに、日本旅行に送迎希望の旨を申し込まなければなりません。
食 料 朝食: 朝食: アメリカン・ブレックファースト(4食) 昼食: 3食 夕食: 2食
利用ホテル ヘルシンキ(ラップランド) A ① ラップランド・ホテルズ・プレグアルディ
レフモンカルキ(リゾート) A ② レフモンカルキ・リゾート
タリン(タス) A ③ タス・カンパレンス・ホテル
④ ヘルシンキ(タス) A ④ タス・カンパレンス・ホテル
⑤ ヘルシンキ(タス) A ⑤ タス・カンパレンス・ホテル
⑥ ヘルシンキ(タス) A ⑥ タス・カンパレンス・ホテル
⑦ ヘルシンキ(タス) A ⑦ タス・カンパレンス・ホテル
⑧ ヘルシンキ(タス) A ⑧ タス・カンパレンス・ホテル
⑨ ヘルシンキ(タス) A ⑨ タス・カンパレンス・ホテル
⑩ ヘルシンキ(タス) A ⑩ タス・カンパレンス・ホテル

協力
フィンランド政府観光局
エストニア政府観光局
ヨーロッパ観光委員会 日本支部

日本旅行
NIPPON TRAVEL AGENCY

行程

行 程	コース内容
1/7 羽田発	■空港、日本航空 JAL 羽田発でフィンランドのヘルシンキへ。約13時間15分。到着後、専用車でホテルへ。その後、ホテルへ。
2/7 ヘルシンキ着	■午前、「スマートシティ」ヘルシンキの持続可能な街を散策(約2時間)。■散策後、列車(2等)でタンペレへ。■午後、「サウナキャピタル」タンペレ市内散策。徒歩や公共交通機関(お客様負担)を利用し、「湖とアーバンカルチャーの町」をお楽しみください。また、フィンランドゲーム博物館にもご案内します。■夕食は、100年以上の歴史を誇るマーケットホールでサモスタブをどうぞ。■午後、市内のフィンランド最古の公共サウナをお楽しみください。■夕食、サウナレストラン「クーマ」でサウナと夕食(お客様負担)をお楽しみください。■夕食後、徒歩で駅へ向かい、列車(2等)でヘルシンキへ。■ヘルシンキ着後、徒歩でホテルへ。
3/7 ヘルシンキ着	■午前、各自散策やホテルでプランなど思い通りにお過ごしください。■専用車で、湖水地方のリゾート、レフモンカルキへ。■午後、オーナーの「アリス」からフィンランドのライフスタイルについてお話しいただきます。その後、レフモンカルキ・リゾートの「サウナワールド」でサウナをご堪能ください。■Aクラス、レフモンカルキ着。
4/7 ヘルシンキ着	■専用車で、ヘルシンキへ。■ヘルシンキ着後、タリン・タス(コンフォートラウンジ利用)でエストニアの首都タリンへ。■タリン着後、専用車でホテルへ。■午後、タリン市街散策。■散策後、デジタル先進国エストニアを垣間見る事ができる視察先を訪問(①スタートアップハブまたは②エストニア・ショールーム)。③サウナシャップ見学。■夕食(17:00頃)、タリンの人気サウナ・スハ施設「エラムス・スハ」をお楽しみください。■Aクラス、タリン泊。
5/7 ヘルシンキ着	■午前、専用車で港へ。■タリン・タス(コンフォートラウンジ利用)でヘルシンキへ。■ヘルシンキ着後、出発までフリータイム(約90分)。■専用車で空港へ。■空港、日本航空 JAL 羽田発で帰国の途へ。機中泊。
6/7 羽田着	■お疲れ様でした。

※4・5日間の食事は、ファミリー内コンフォートラウンジで朝食をおいいただきます。

- Group of 22 young professionals
- 7 repeats from 2024 program
- Lapland Hotel Bulevardi 2 nights
- Lehmonkarki 1 night
- Estonia 1 night
- Tallink Silja return trip
- Japan Airlines
- Orientation at VTT with help by Enter Espoo



Various representation opportunities



Various representation opportunities

Japan Tourism Agency Educational Seminar



スケジュール ※詳細は裏面にお願いします。

第1部 開発プログラムの報告
2024年度の観光庁「海外教育旅行プログラム付加価値向上支援事業」にて開発されたプログラムを、各旅行会社より発表します。

第2部 パネルディスカッション
テーマ「今後の海外教育旅行に求められることとは」

第3部 交流会 国旗: 日本, フィンランド, 韓国, マレーシア, タイ, アメリカ
※外国政府観光局 (フィンランド、韓国、マレーシア、タイ、アメリカ) からの紹介
※懇談会

開催方法 会場参加・オンライン参加をお選びいただけます。※いずれも事前のご予約が必要です。

会場 渋谷ソラスタコンファレンス (JR渋谷駅西口から徒歩5分) 東京都渋谷区道玄坂1丁目21-1 渋谷ソラスタ 4階

申込締切 2025年3月12日(水) 24:00まで

申込方法 申込フォームにて必要事項をご入力いただき、申込をお願いします。
スマートフォンはこちらから ▶▶▶

QRコード

<https://forms.office.com/r/ePUmW7m2A5>

※当日のシンポジウムの内容は後日、観光庁公式YouTubeにてアーカイブ配信予定です。

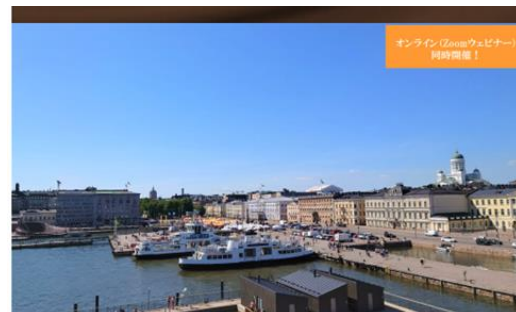


Markets: All Japan
Target: Travel agents, schools, municipal gov'ts
Countries: Thailand, Hawaii, Korea, USA, Finland
Online: 200 people
Real: 100 people

VF and Asahi Travel presented destination cases

Various representation opportunities

About Ski resorts in Lapland and wellbeing to Resort Business Association



◆ 講演 ◆ **2025年4月17日(木)** 13:30 ~ 16:00(開場 13:00)
東京・京橋「アンジェリオン プラザ TOKYO」

◆ 第1部 ◆ 13:30~14:20

「世界で一番幸せな国に学ぶ〜リゾートでのウェルビーイングな過ごし方」

フィンランド政府観光局日本支部代表 兼 フィンランド大使館商務部上席商務官 沼田 晃一 氏

◆ 第2部 ◆ 14:20~15:10

「タイトル未定」

日経BP総合研究所 チーフコンサルタント 主席研究員 藤井 省吾 氏

< 15:10~15:20 休憩 >

◆ 第3部 ◆ 15:20~16:00

「講師2氏とのパネルディスカッション」

ファシリテーター
慶応義塾大学大学院 政策・メディア研究科特任教授/横田アノシエツ 代表取締役 横田 浩一 氏



日経BP総合研究所 チーフコンサルタント 主席研究員
藤井 省吾 (ふじいしょうご) 氏

89年東京大学農学部卒業、91年東京大学大学院農学系研究科修士了、農学修士。91年日経BP入社。医療雑誌『日経メディカル』記者、健康雑誌『日経ヘルス』副編集長を経て、2008年〜13年まで6年間『日経ヘルス』編集長を務める。14年〜17年3月まで、ビズライフ局長・発行人として働く女性の雑誌『日経WOMAN』、健康・美容雑誌『日経ヘルス』、共働き向けウェブマガジン『日経DUAL』、女性を応援するウェブ『日経ウーマンオンライン』を事業推進。2014年には健康・医療の最新情報サイト『日経Gooday』を立ち上げる。18年4月から執行役員日経BP総合研究所副所長マネジメントソリューション局長(メディカル・ヘルスラボ所長業務)。22年4月から現職。



【お問合せ】株式会社日本経済社 リゾートビジネス研究会 事務局 飛澤・西島
TEL: 070-1436-9304(平日 10:00~17:30) E-mail: resort-b@nks.co.jp

Moomin Valley Park targeting moomin fans joining fellow Nordic Embassies



カルチャープログラム

隔週日曜は、さまざまな分野の専門家をゲストに迎えて、北欧の文化に親しむカルチャープログラムを開催!

5/24(土) 大使館スタッフ DAY

日本と北欧をつなぐ機関・大使館からのスタッフをお迎えする1日

【同時開催】アムスランド映画『突然、君がいなくなって』
×metsä'sコラボキャンペーン

5/25(日) 暮らし×観光 DAY

ライフスタイルも旅行も、どちらも大切にしたい人におすすめ

★ 定規の、とても美しい「やさしい」照明術
★ フィンランドのきらめく夏の観光とサウナの魅力



Various representation opportunities



Materials and links

Important links

Seminaarien satoa (Presentation materials)

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

Matkailun tapahtumat (Visit Finland events):

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

Toiminta markkinoilla (Market specific sites):

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

Uutiskirje (VF FI newsletter):

- [Tilaa uutiskirje](#)

Bi-annual market reports are published!

- Visit Finland's country managers publish market reports twice a year, in May and November.
- Bi-annual market reports provide current insights into Finland's position in each market, highlight key consumer trends, present an industry overview, and offer a preview of the upcoming season.
- You can find the reports on the market subpages under Toiminta markkinoilla:
<https://www.visitfinland.fi/toiminta-markkinoilla>



Toiminta markkinoilla

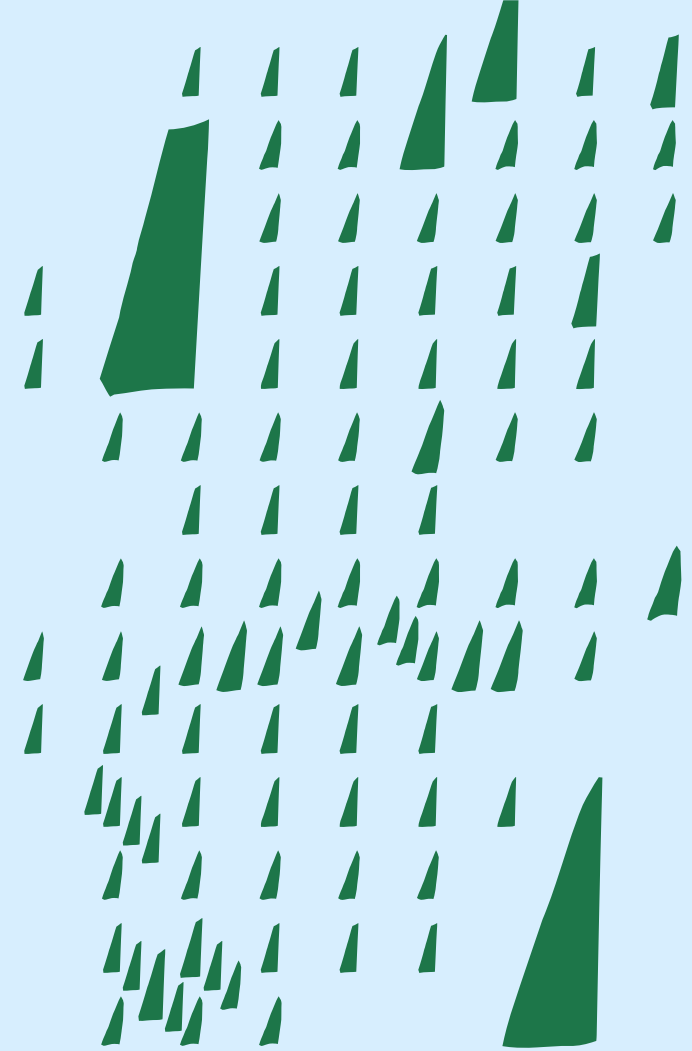
VISIT FINLANDIN KOHDEMARKKINAT

Visit Finlandin markkinavalintoja ohjaavat strategiset painopistealueet matkailualan taloudellisen kasvun, kestävän kehityksen ja kilpailukyyn vahvistamisessa.

Upcoming Market outlook webinar

UK and USA on Thu 27th Nov at 15.00-16.00

Register: [UK and USA market outlook](#)



Kiitos!

Visit Finland www.visitfinland.com

Facebook
facebook.com/visitfinland

Instagram
instagram.com/ourfinland/

Twitter
twitter.com/OurFinland

Youtube
youtube.com/user/VisitFinland