

A photograph of a group of people gathered around a campfire on a rocky hillside at sunset. The scene is bathed in warm orange and yellow light from the setting sun, with silhouettes of trees and hills in the background. The people are dressed in outdoor gear, and a tent is visible on the left.

Japan Market Outlook

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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).

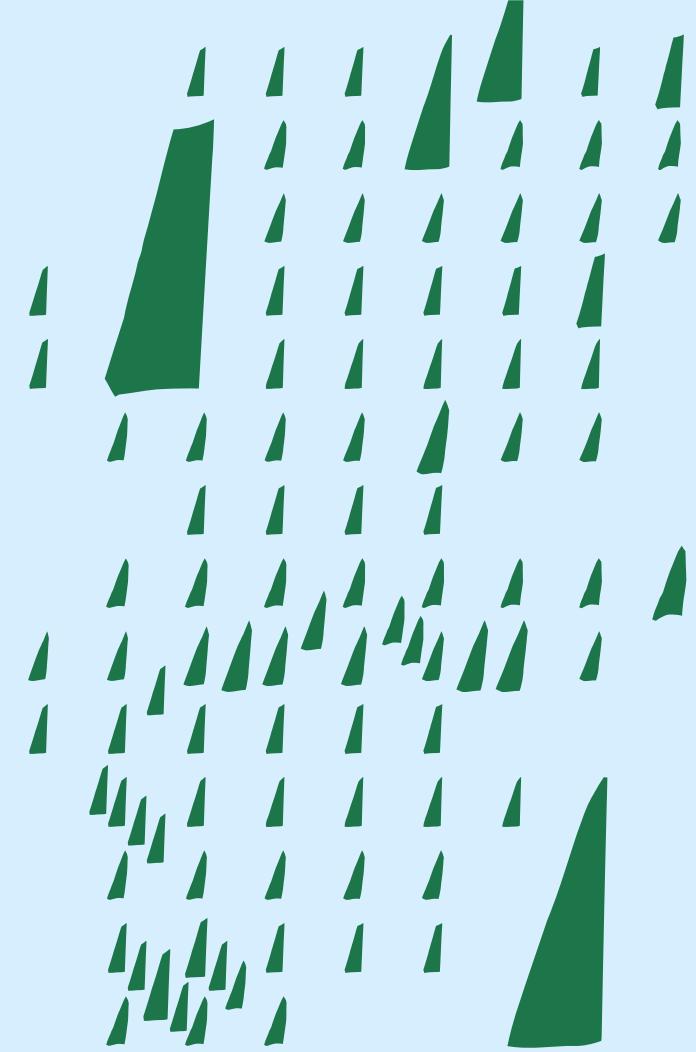
Summary of key findings

- **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

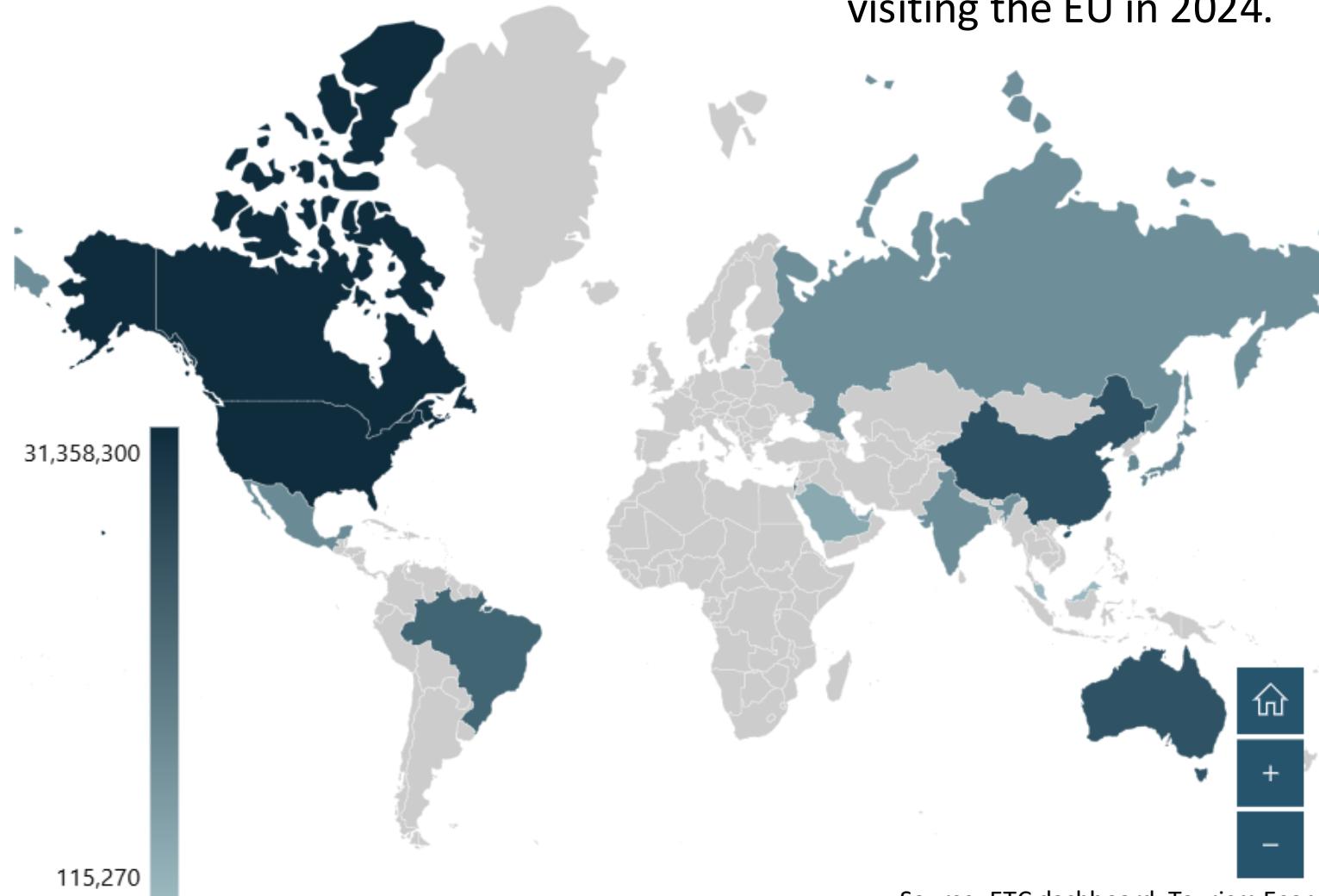
- **Forecasts predict +93% growth in Japanese overnights and +112% increase in spending in Finland by 2034 compared to 2024.**
- **Winter and summer are peak seasons:** winter 2024–25 saw 44,600 Japanese nights (nearly back to 2019 levels); summer 2025 reached 63,600 nights (+37% vs 2024).
- **Japanese 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



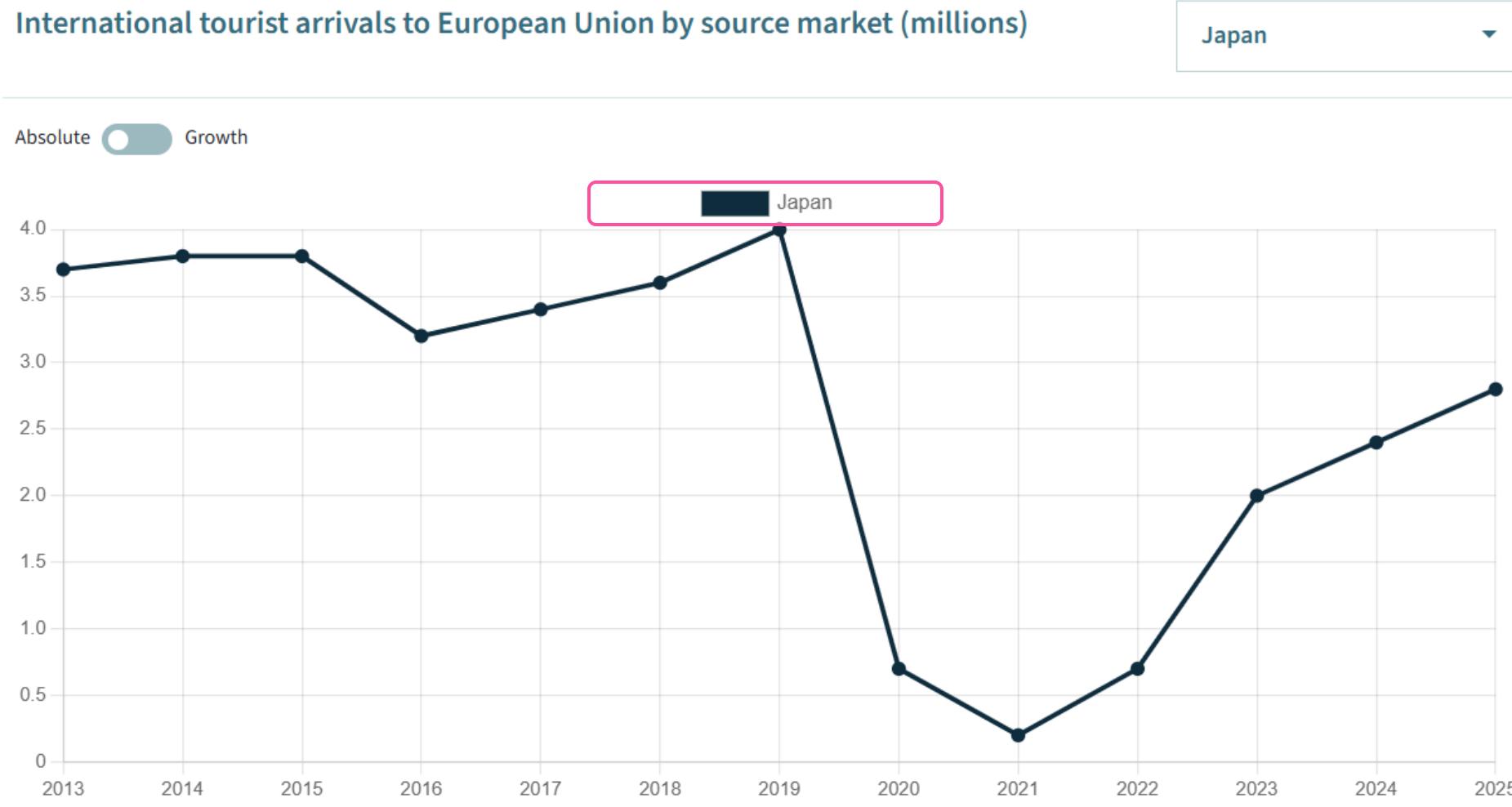
Absolute Growth

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



Japanese arrivals to the EU still 30% below 2019

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



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

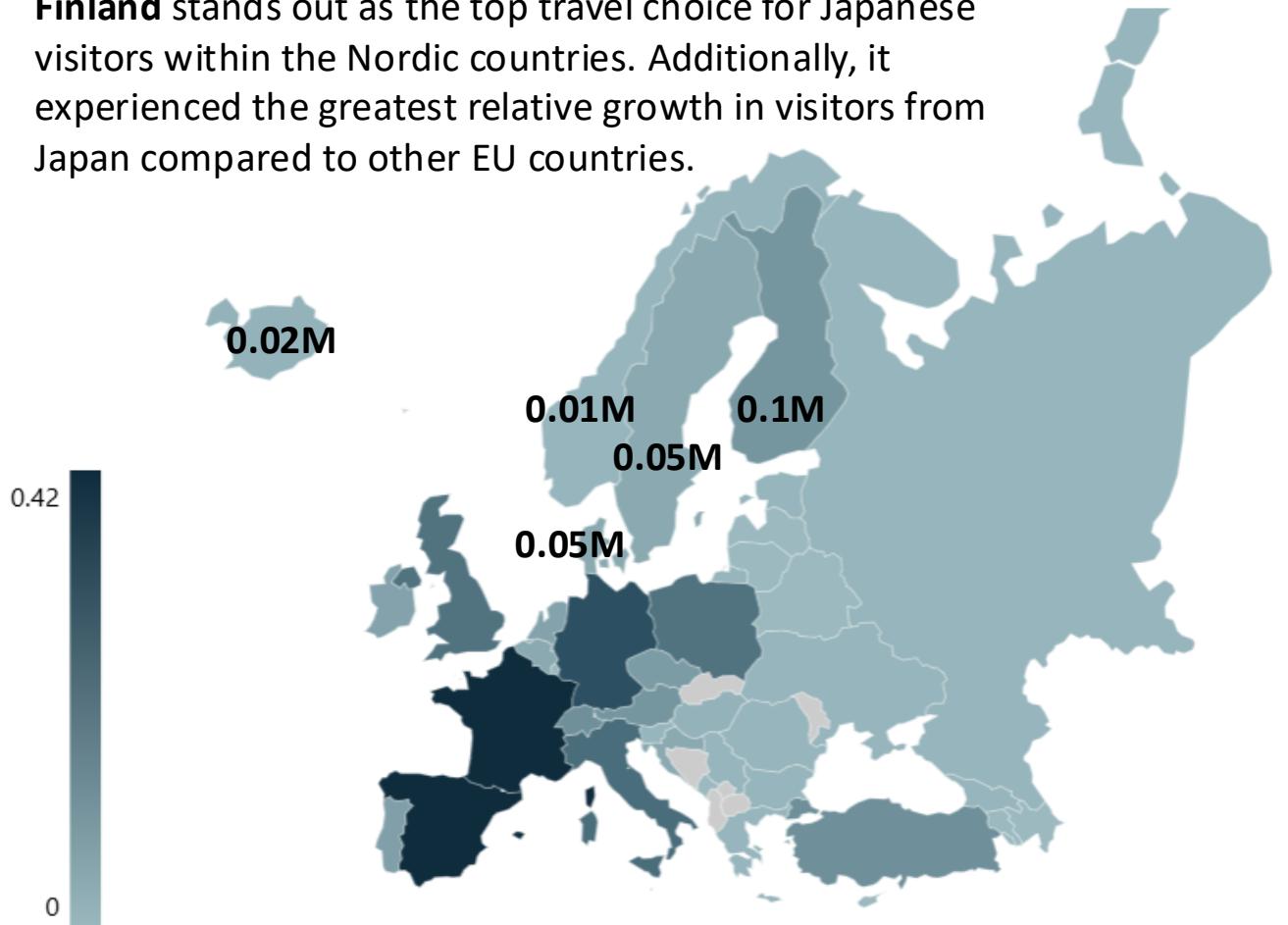
16.12%

2025/2024 (forecast)

Japanese tourist arrivals to European destinations in 2024

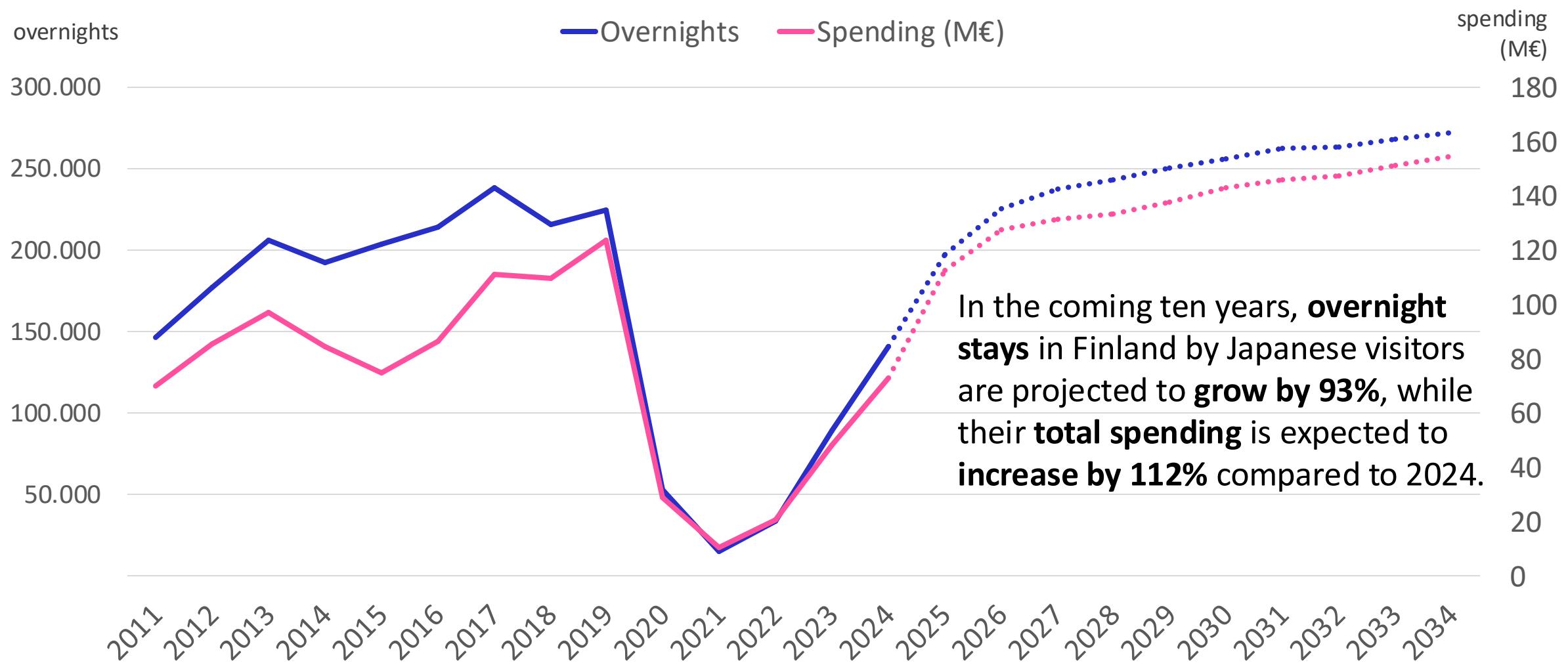
Absolute Growth

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

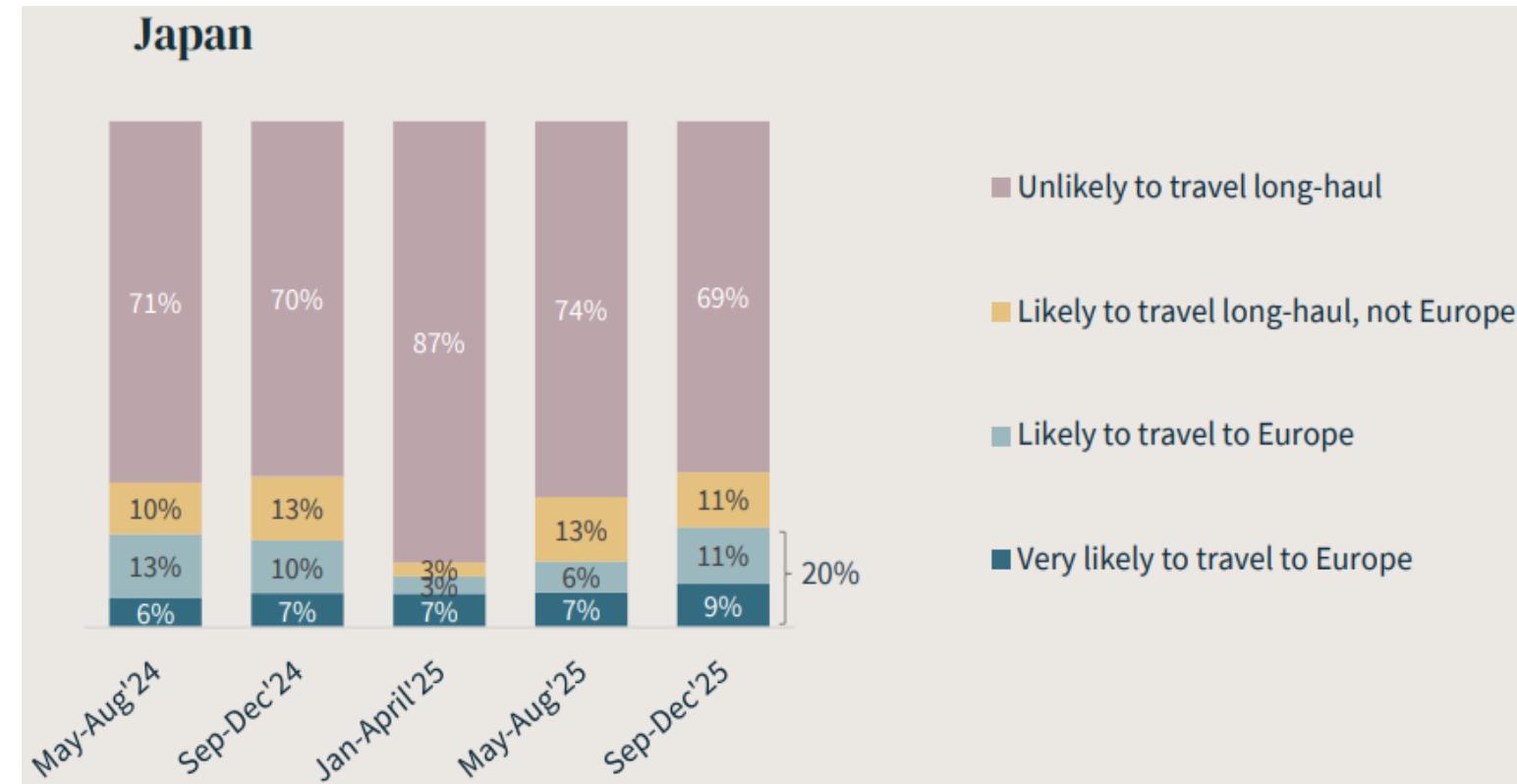


Evolution of Japanese travel intention to Europe

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.

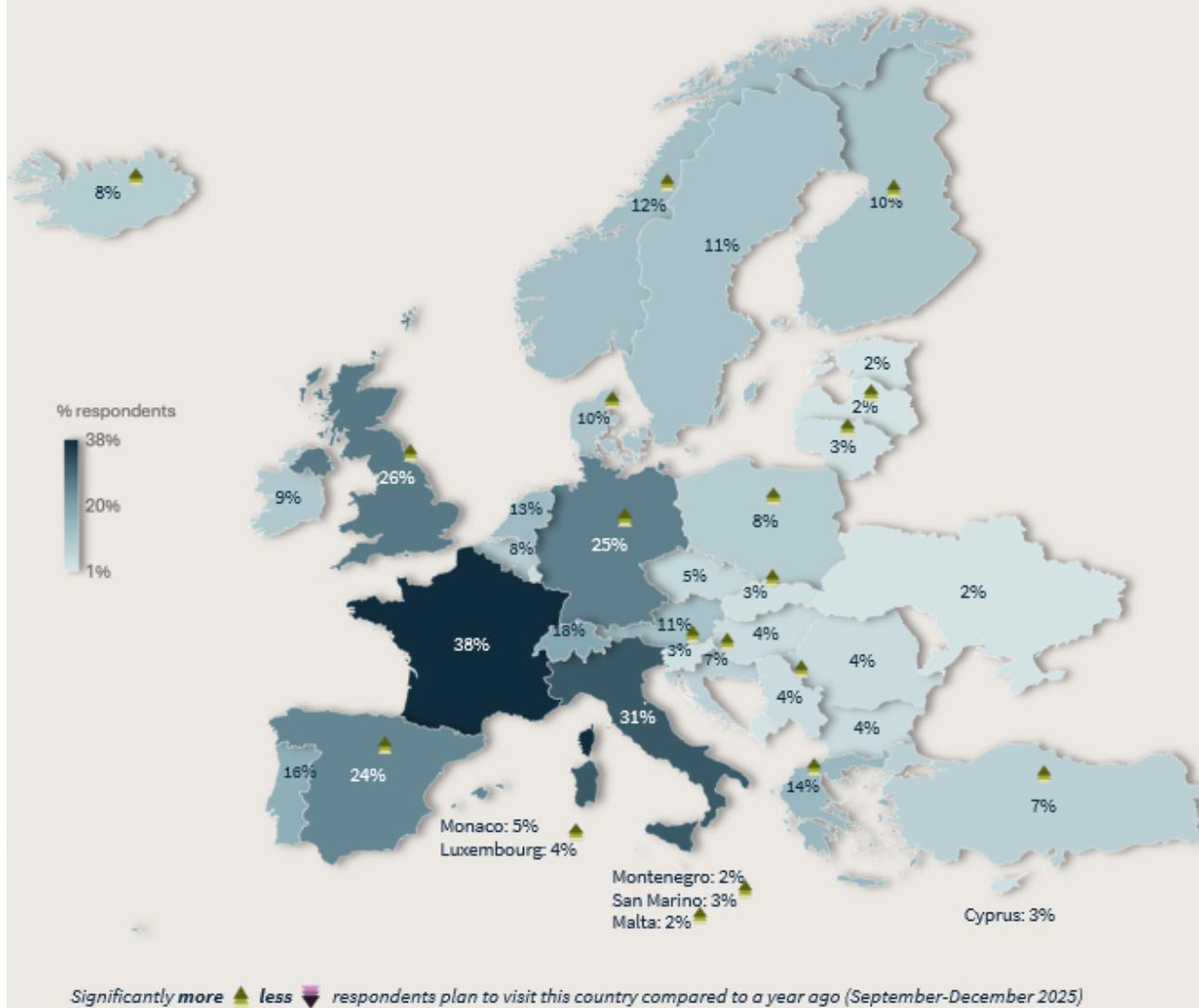
This resurgence is likely to be fuelled in particular by **younger generations**, with **women in their 20s** emerging as the most eager group to embrace international travel once again.



A diverse range of destinations shapes autumn travel

From selected* long haul markets

Preferred European destinations for holidays in autumn 2025

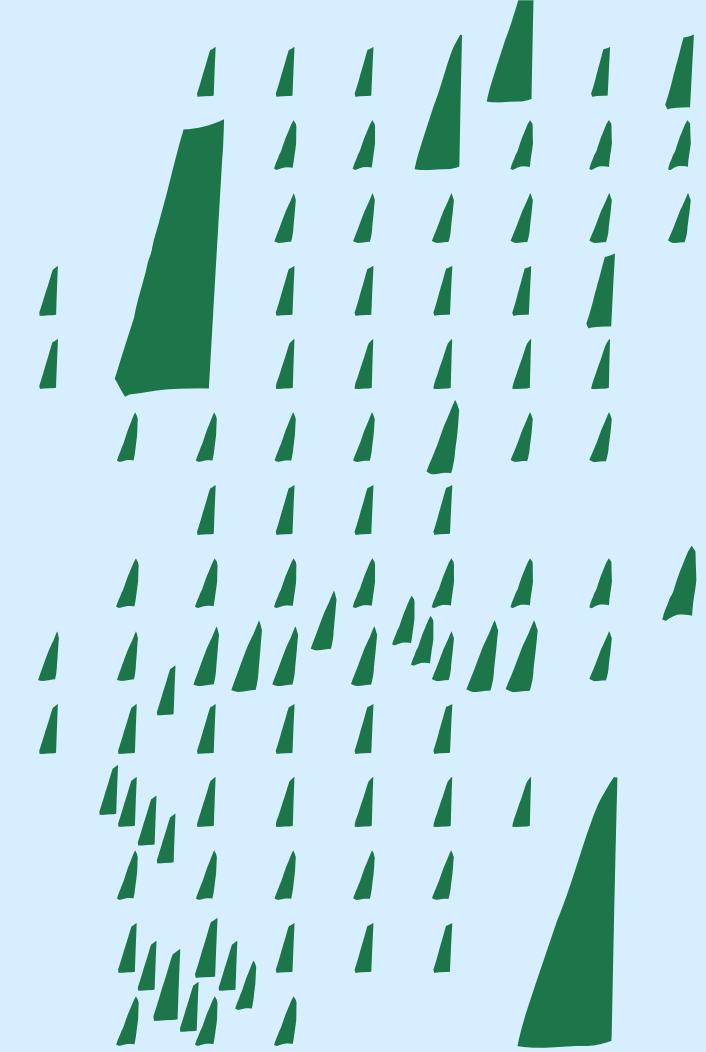


+3
73% of autumn travellers to Europe plan to visit more than one country

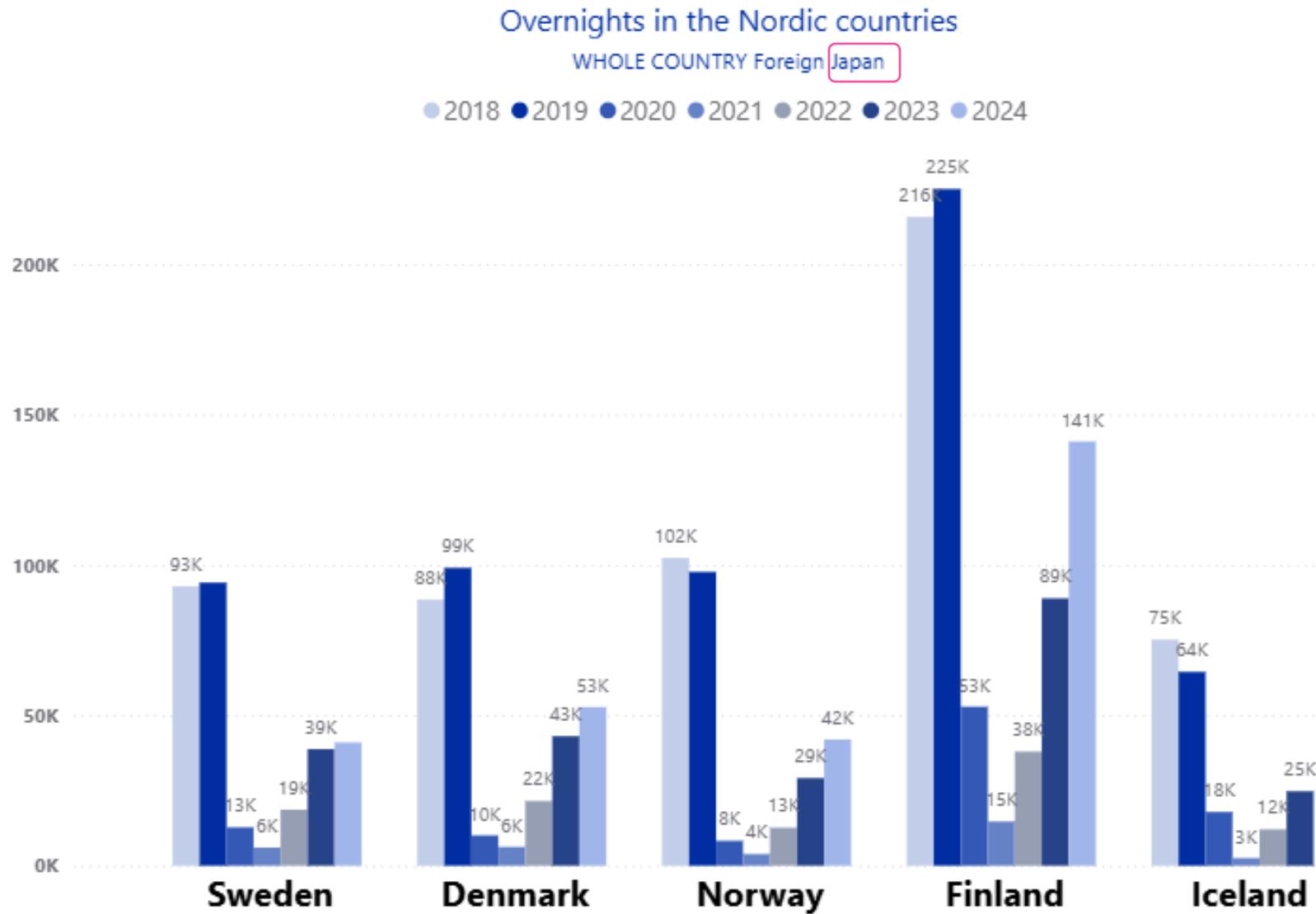
Interest in Nordic destinations is on the rise, with Norway, Iceland, and Finland all showing significant growth — +3% each since last year — as long-haul travellers are increasingly drawn northwards toward the end of the year.

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

Japanese overnights in the Nordic countries



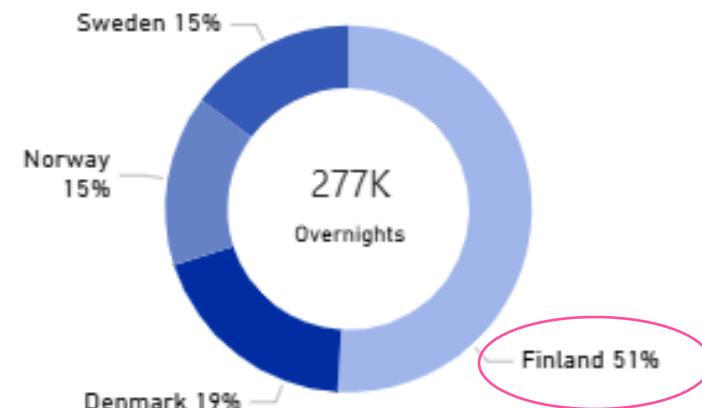
Japanese registered overnights in the Nordics



Nordic comparison

Select year for shares
2024

Share of overnights
WHOLE COUNTRY Foreign Japan 1.1.2024-31.12.2024

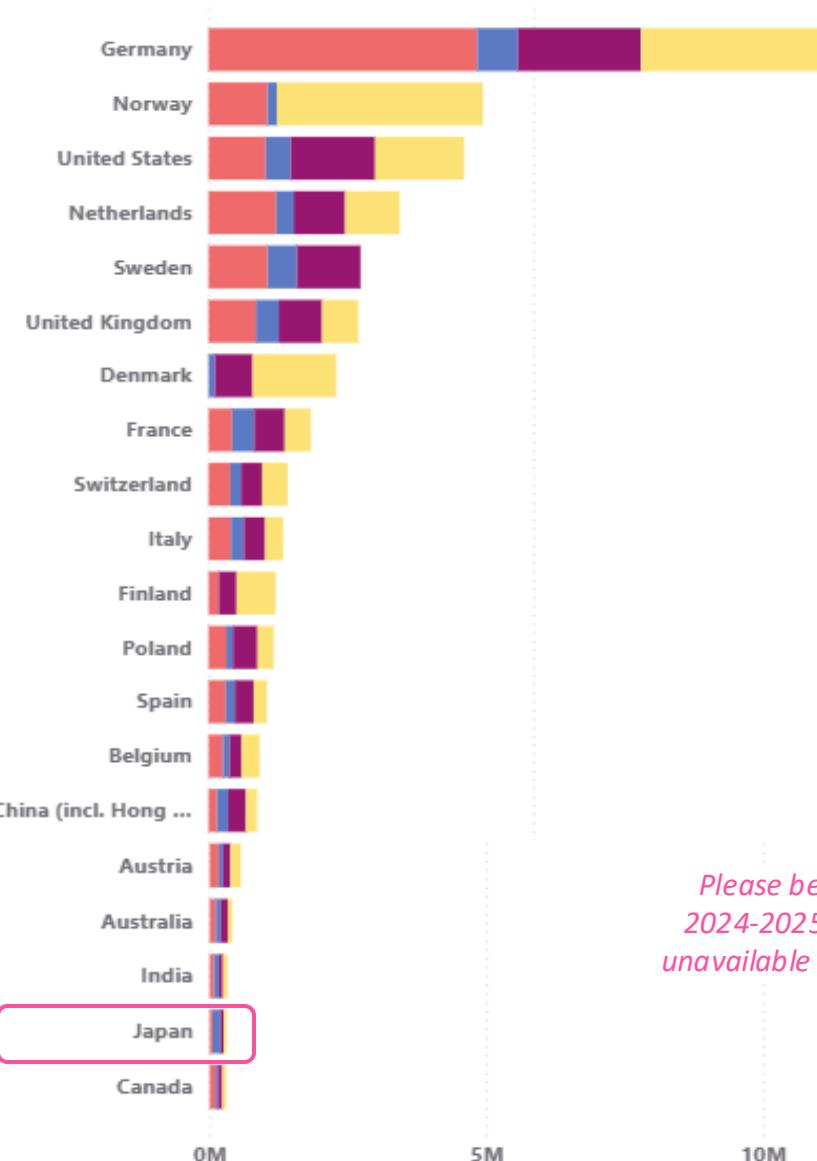


Graph of market shares is for year 2024 so it does not include statistics for Iceland (due to their revision work in overnight statistics).

Japanese overnights in the Nordics Jan-Sep 2025

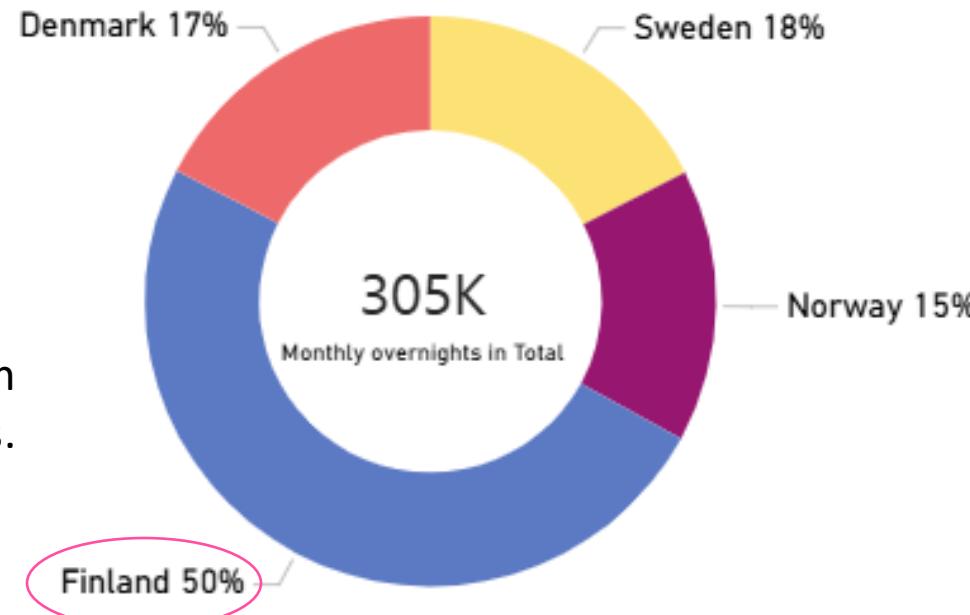
Nordic countries' top target markets

WHOLE COUNTRY Foreign 1.1.2025-30.9.2025



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

WHOLE COUNTRY Foreign Japan 1.1.2025-30.9.2025



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

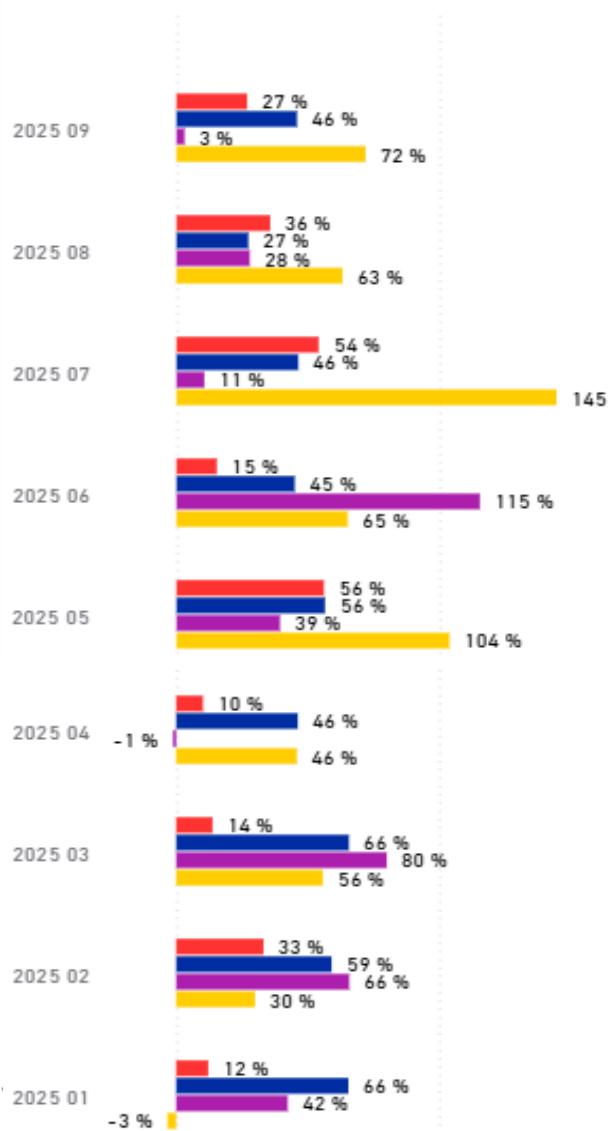
Nordics	Monthly	YoY change %
Finland	151,494	47 %
Sweden	53,540	67 %
Denmark	53,153	29 %
Norway	47,190	37 %

Japanese monthly overnights in the Nordics Jan-Sep 2025

YoY change %

WHOLE COUNTRY Foreign Japan 1.1.2025-30.9.2025

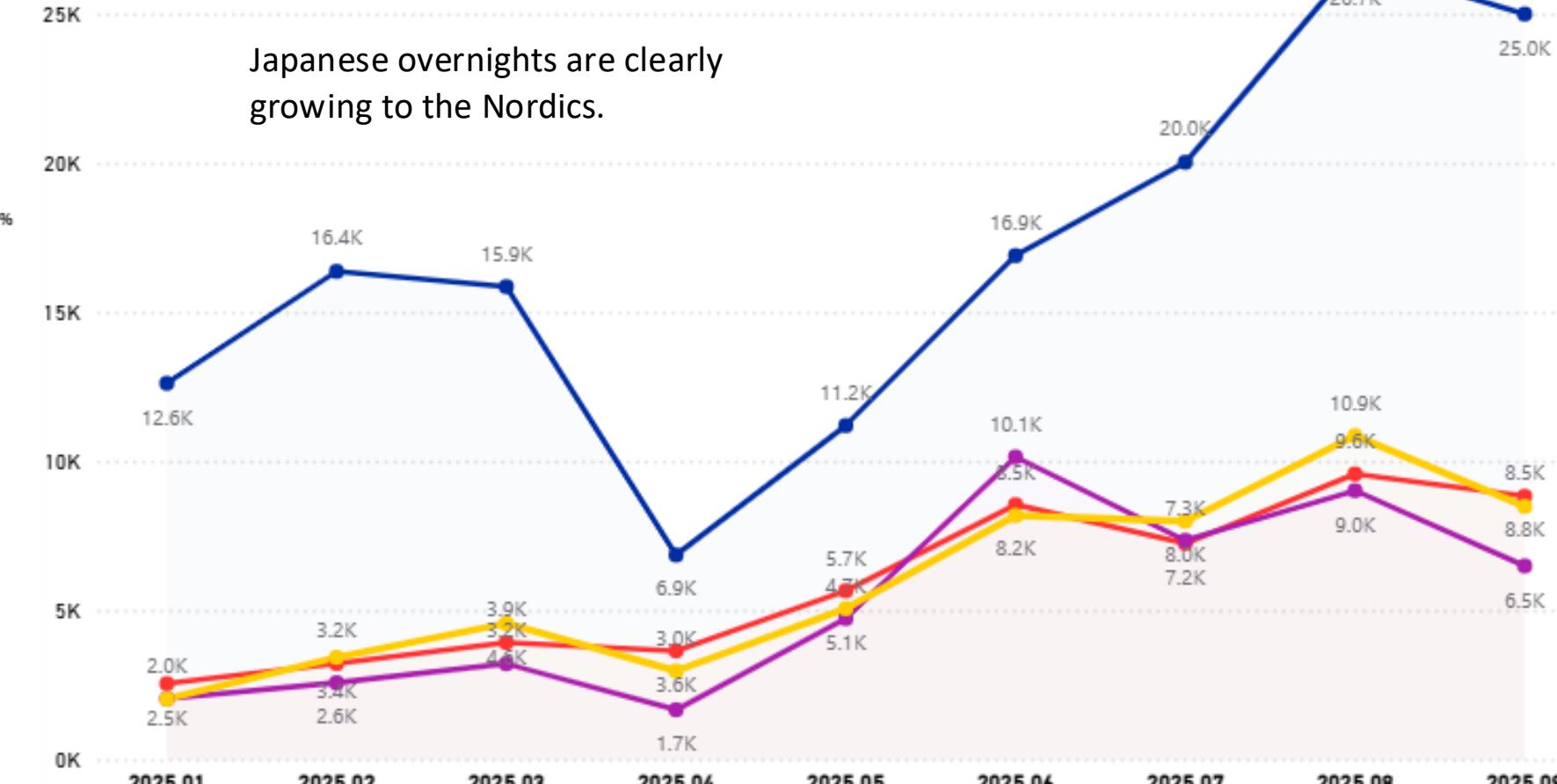
Denmark Finland Norway Sweden



Monthly overnights

WHOLE COUNTRY Foreign Japan 1.1.2025-30.9.2025

Denmark Finland Norway Sweden

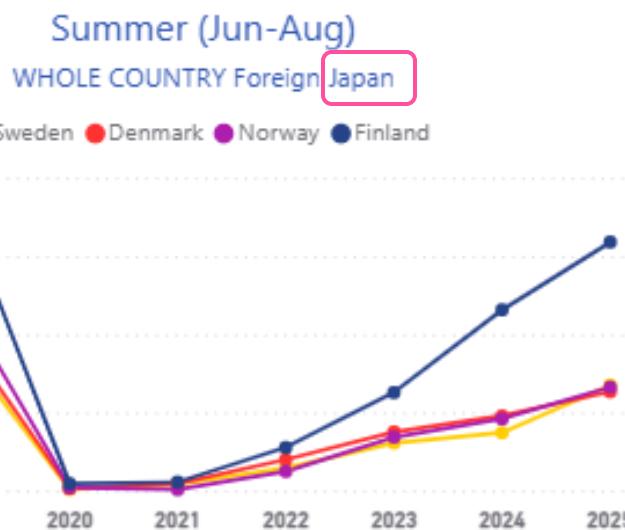
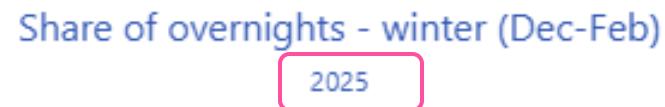
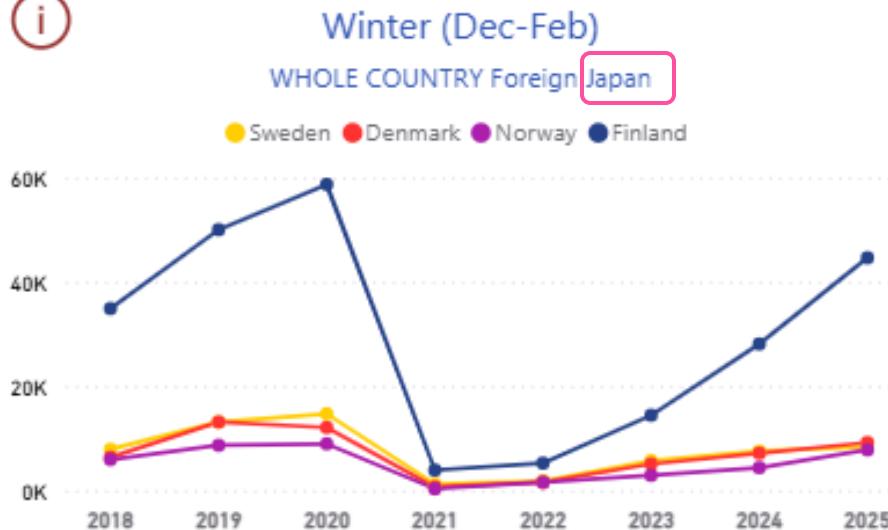


[Nordic report](#)



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

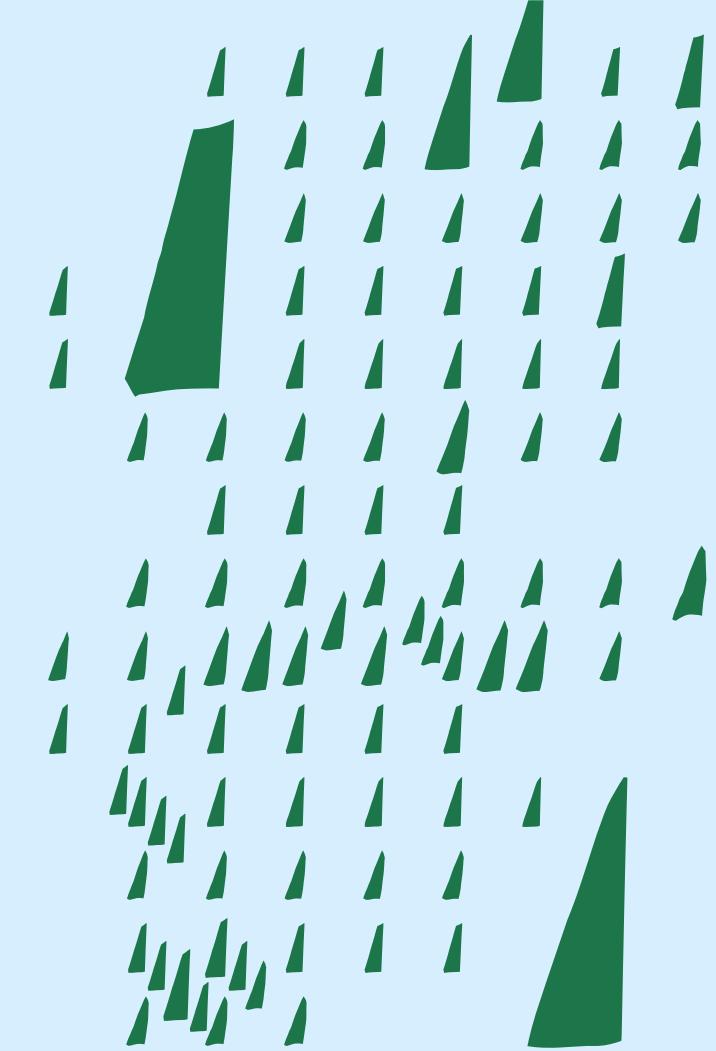
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Monthly overnight statistics for Iceland include hotels & guest houses only.

Border survey
Japanese trips to Finland

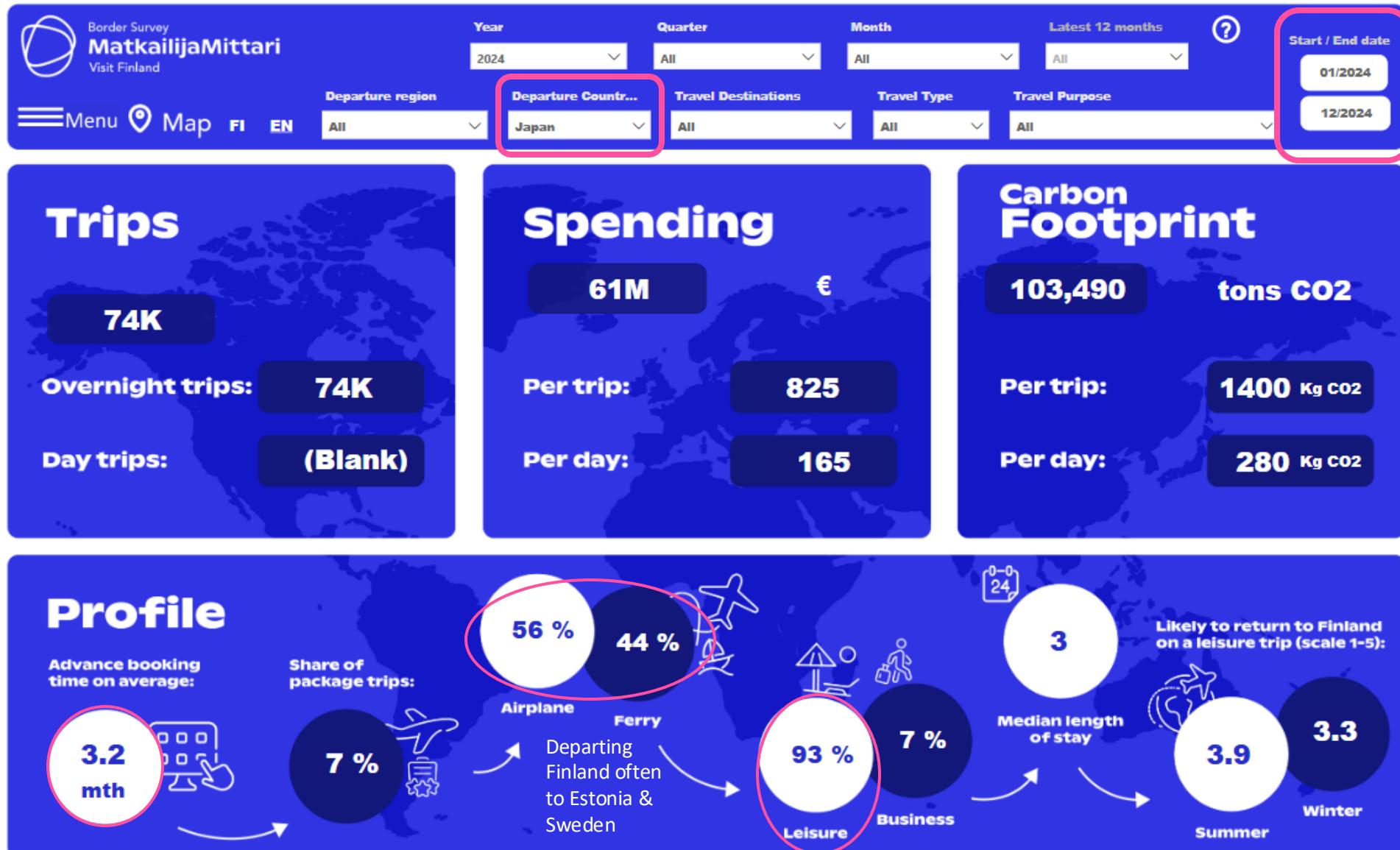
Year 2024



All Japanese travellers to Finland – Year 2024

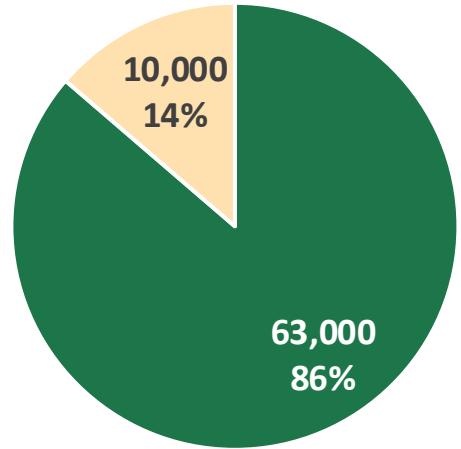
Country	Trips
1. Estonia	797 000
2. Sweden	498 000
3. Germany	462 000
4. United Kingdom	386 000
5. United States	287 000
6. France	256 000
7. Spain	200 000
8. Italy	192 000
9. Netherlands	124 000
10. Poland	119 000
:	
18. Japan	74 000

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

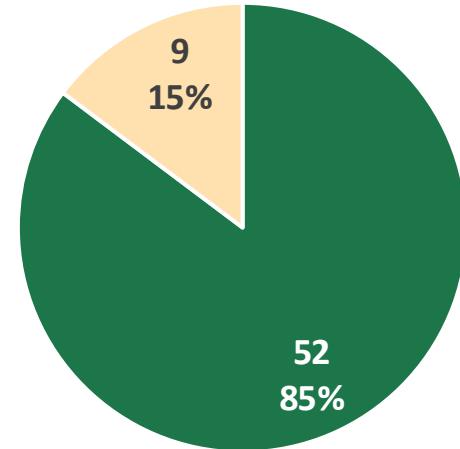


Japanese trips & spending by travel purpose & main destination

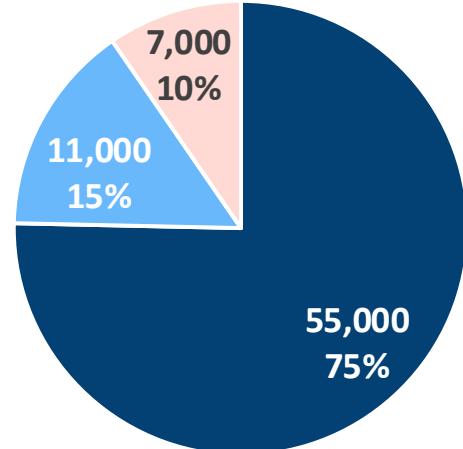
Japan: Trips to Finland
■ Vacation/recreation ■ VFR, Business, Study



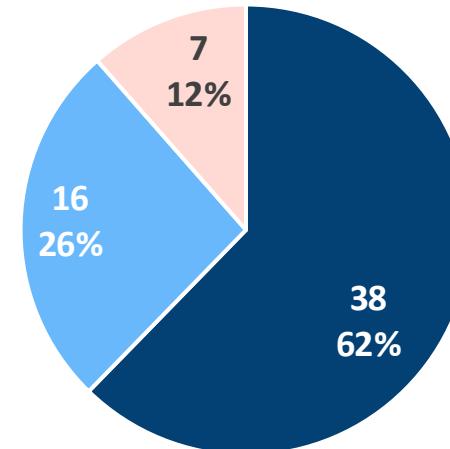
Japan: Spending in Finland, M€
■ Vacation/recreation ■ VFR, Business, Study



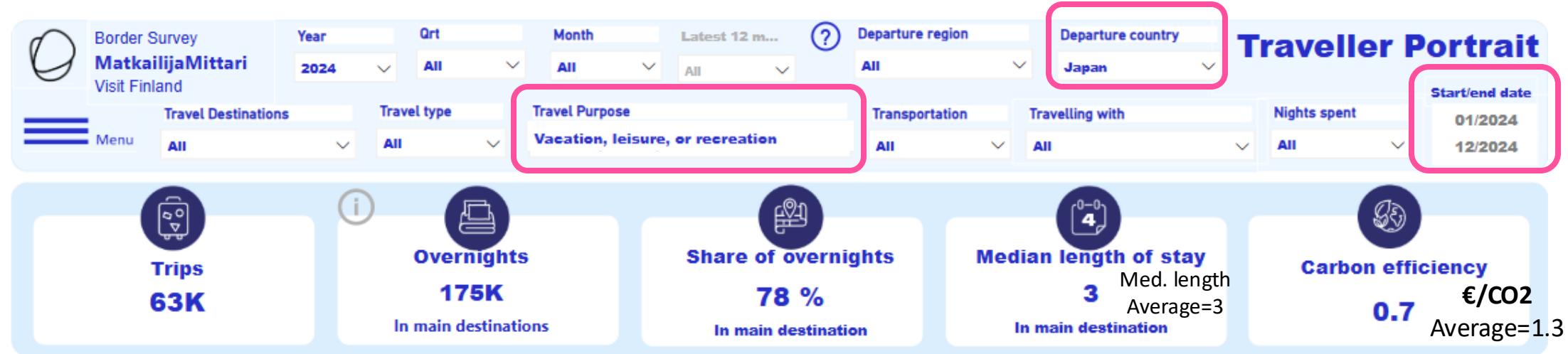
Japan: Trips to Finland
■ Helsinki & Uusimaa ■ Lapland ■ Other



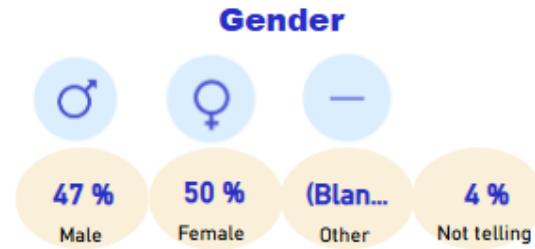
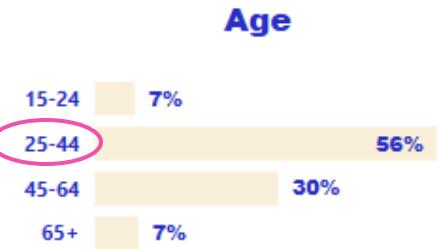
Japan: Spending in Finland, M€
■ Helsinki & Uusimaa ■ Lapland ■ Other



Japanese vacation / recreation travellers to Finland Year 2024



Click for previous year comparison view



Traveller Portrait

Municipality | Province

Most visited destinations

Municipality



Spouse / Significant other | Family or friends | Alone

* Categories Other and Not filled in are not displayed in this Travelling with visual

Experiences & attractions



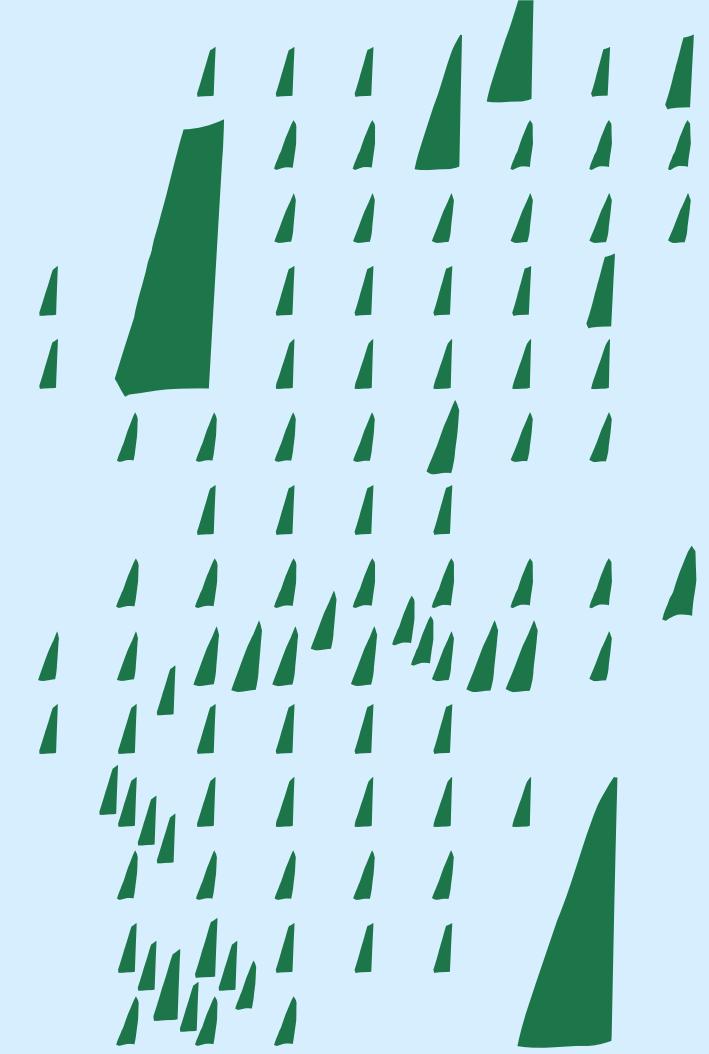
Accommodation



● Leisure ● Business

Border survey
Japanese trips to Finland

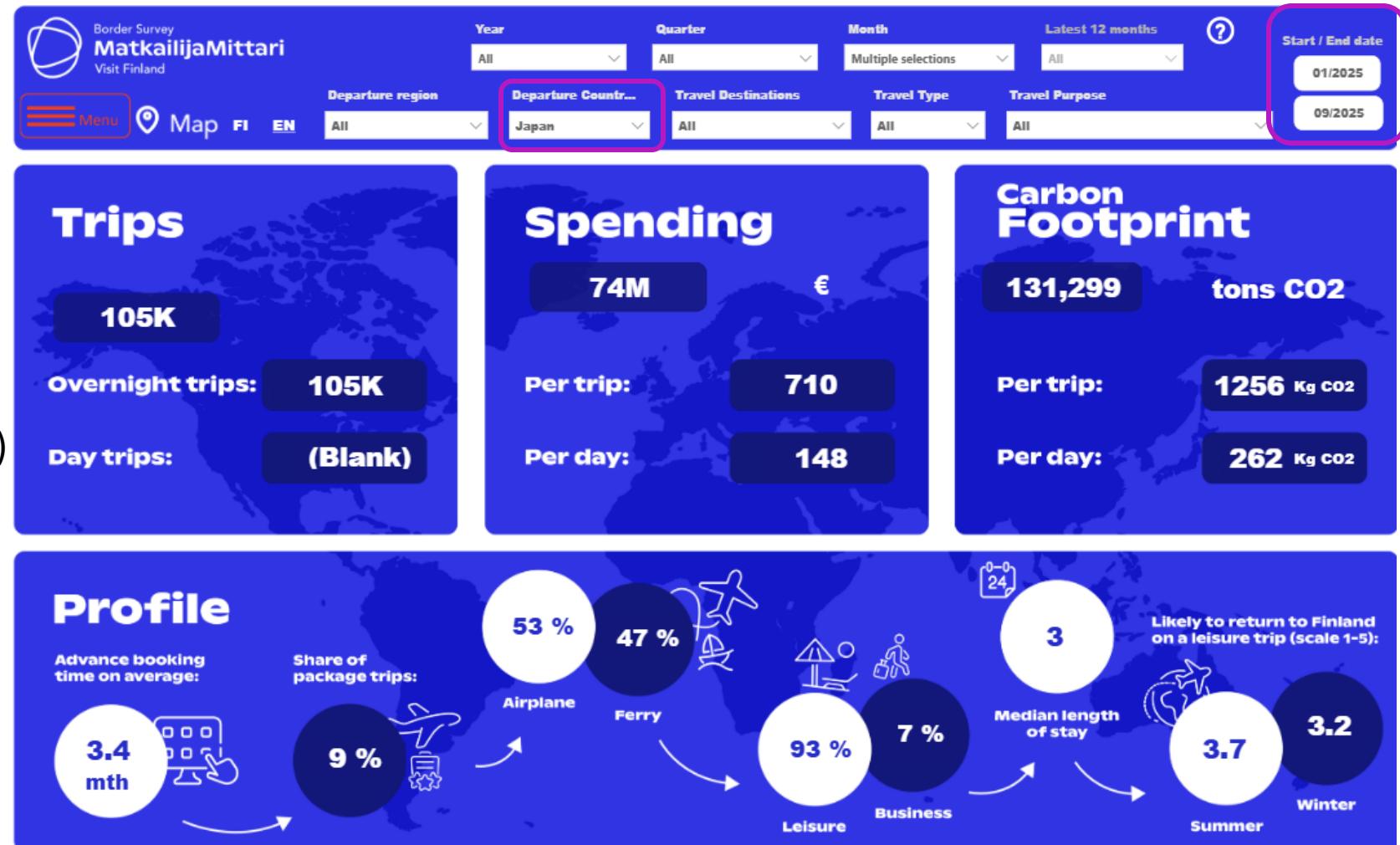
Jan-Sep 2025



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

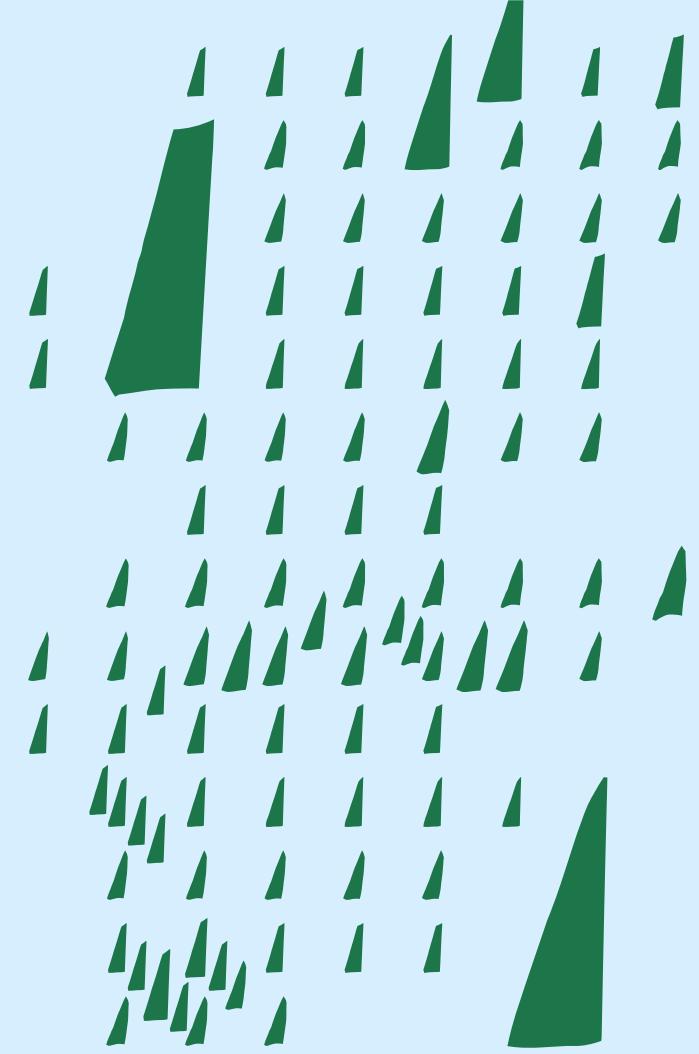
Border Survey / January – September 2025

- 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

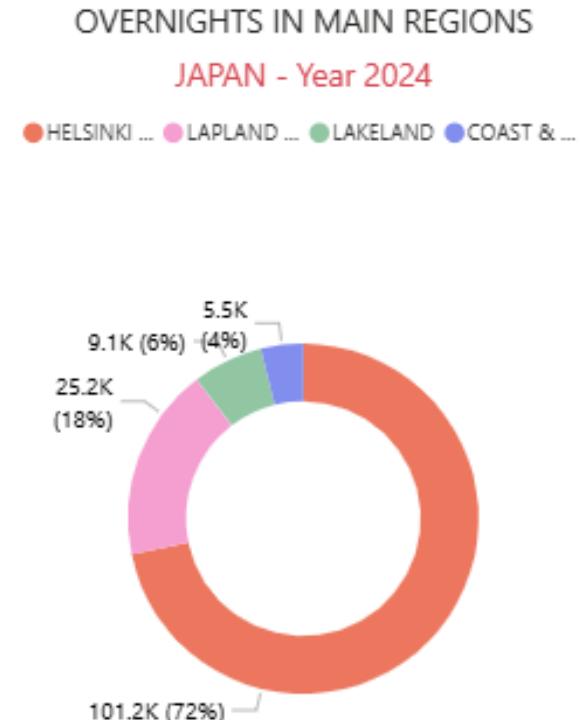
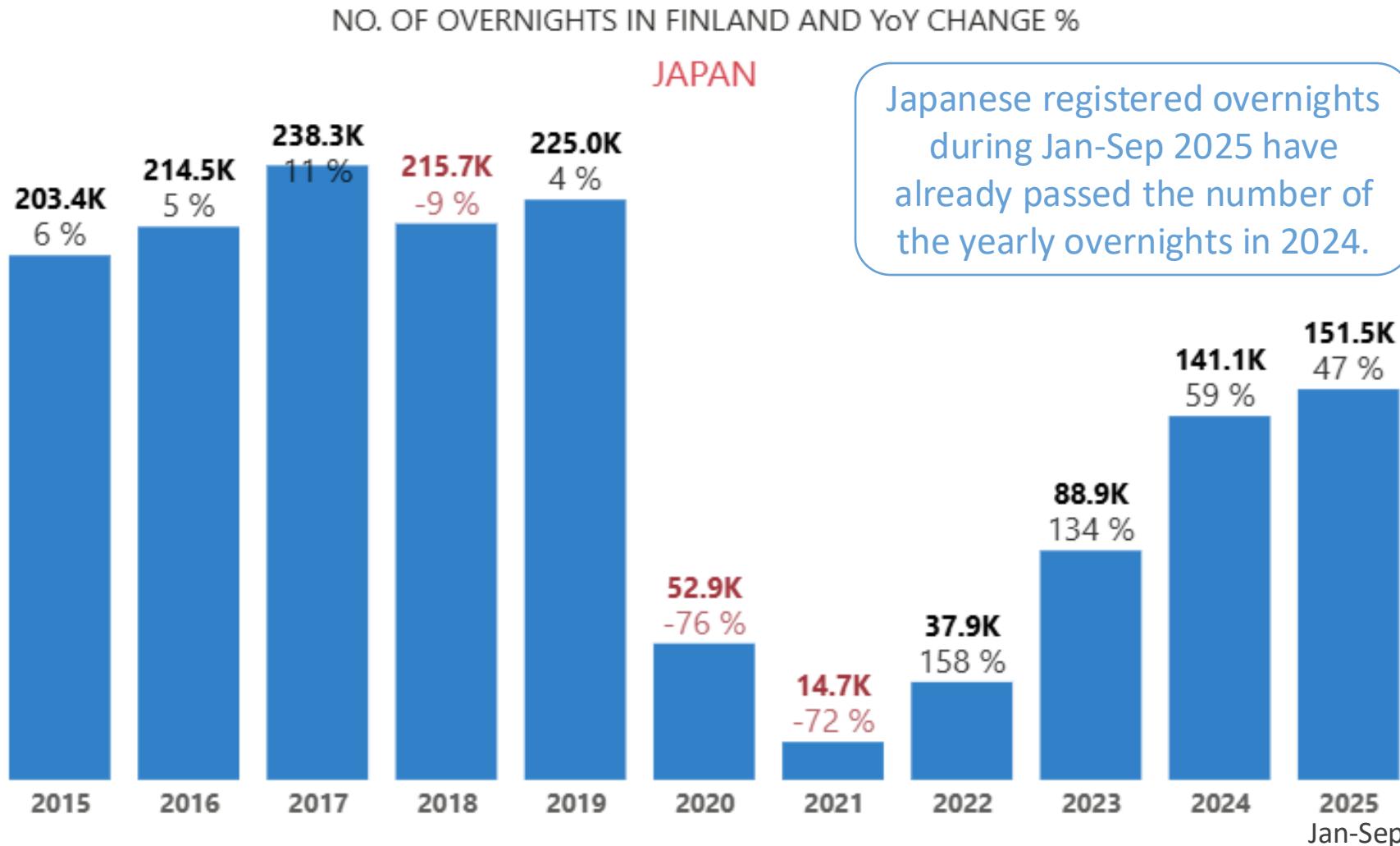
+16% vs. 2023

(+35% vs. 2019)



Japanese registered overnights increased by 59% compared to 2023, but remained 37% below 2019 figures

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



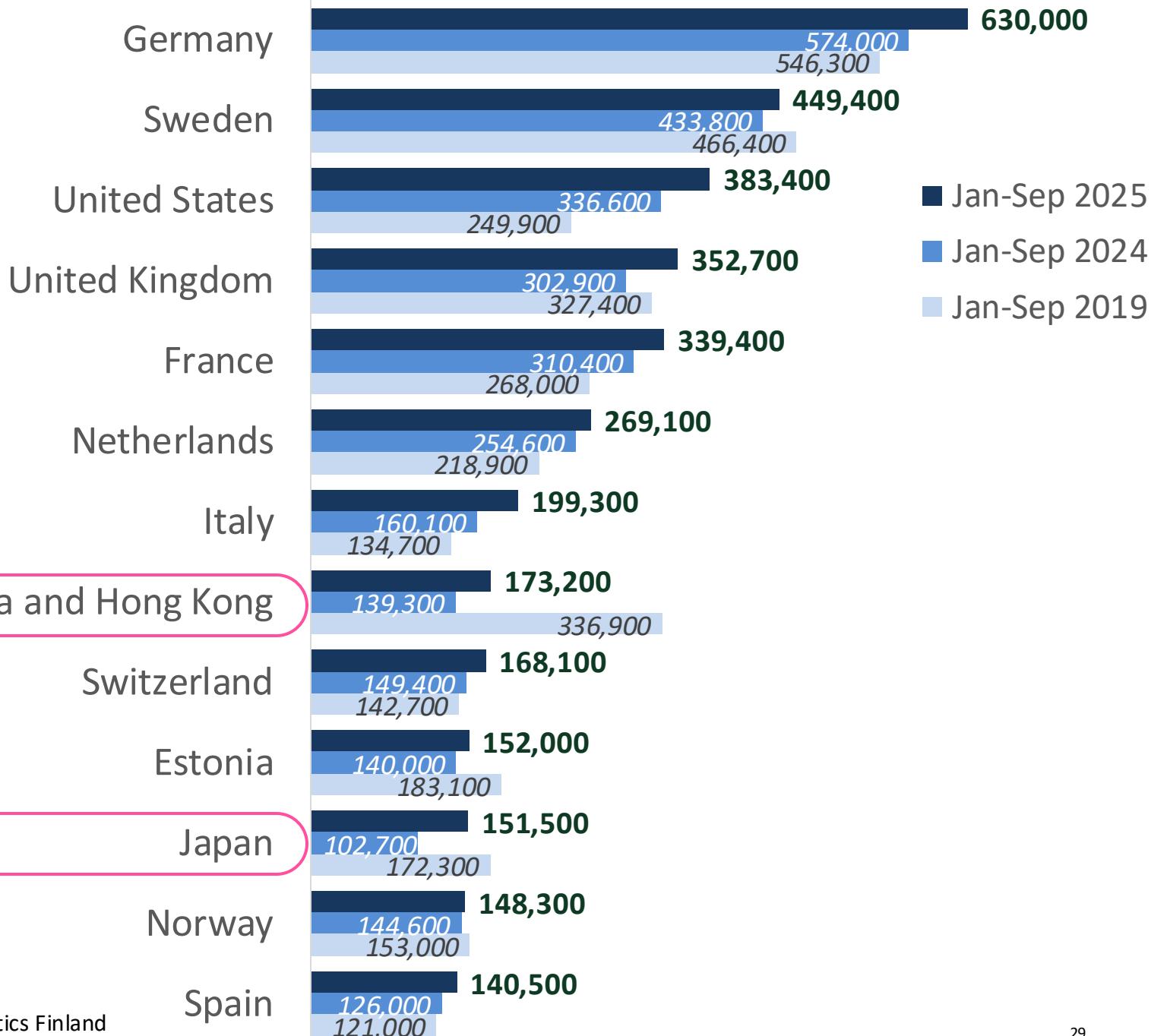
Main source markets

January – September 2025

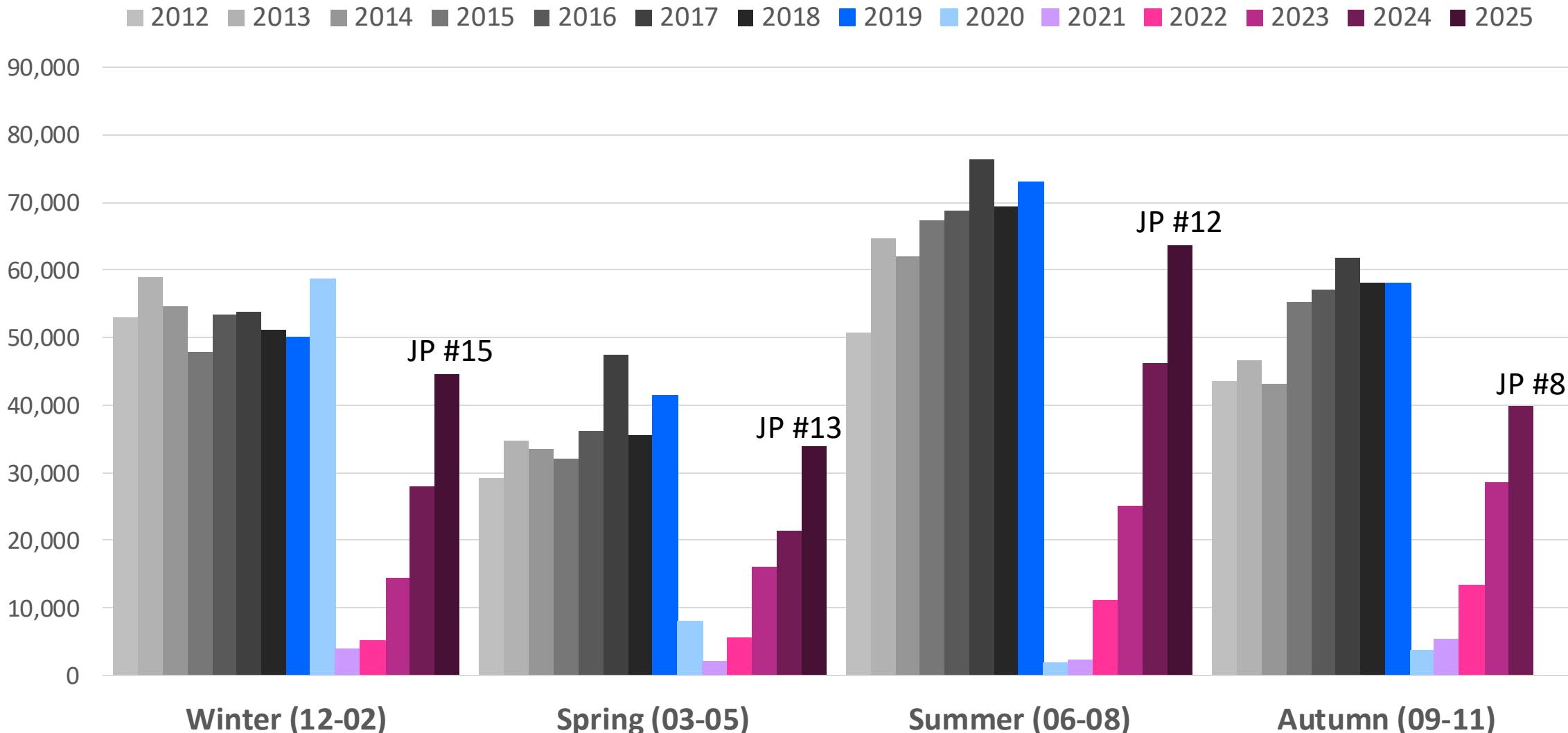
vs. Jan-Sep 2024 & Jan-Sep 2019

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**.



Japan – Seasonal Overnights in Finland 2012-2025



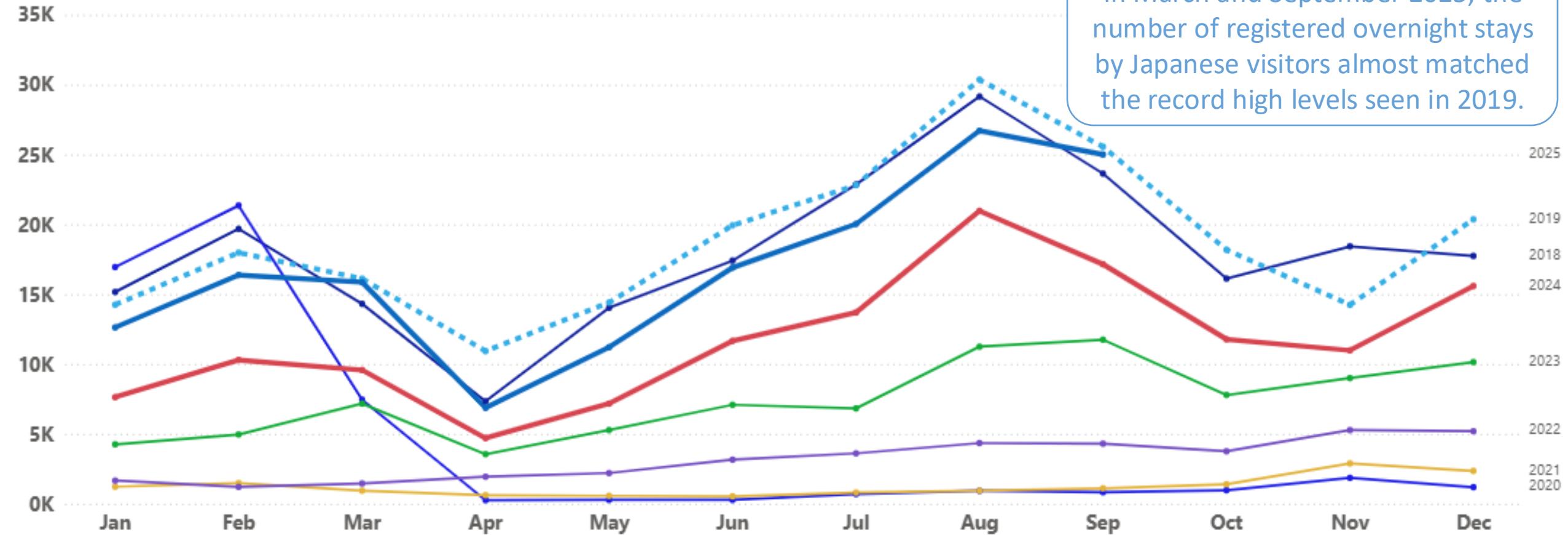
Japanese monthly overnights in Finland 2018 – Sep/2025

NO. OVERNIGHTS IN FINLAND BY MONTH

JAPAN

● 2018 ● 2019 ● 2020 ● 2021 ● 2022 ● 2023 ● 2024 ● 2025

In March and September 2025, the number of registered overnight stays by Japanese visitors almost matched the record high levels seen in 2019.



Overnights in high summer season 2025

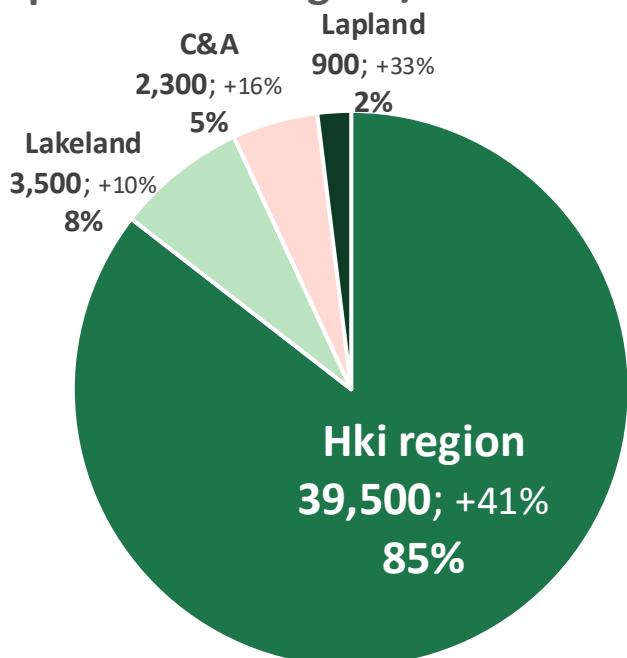
And change compared to summer 2024 & pre-pandemic

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



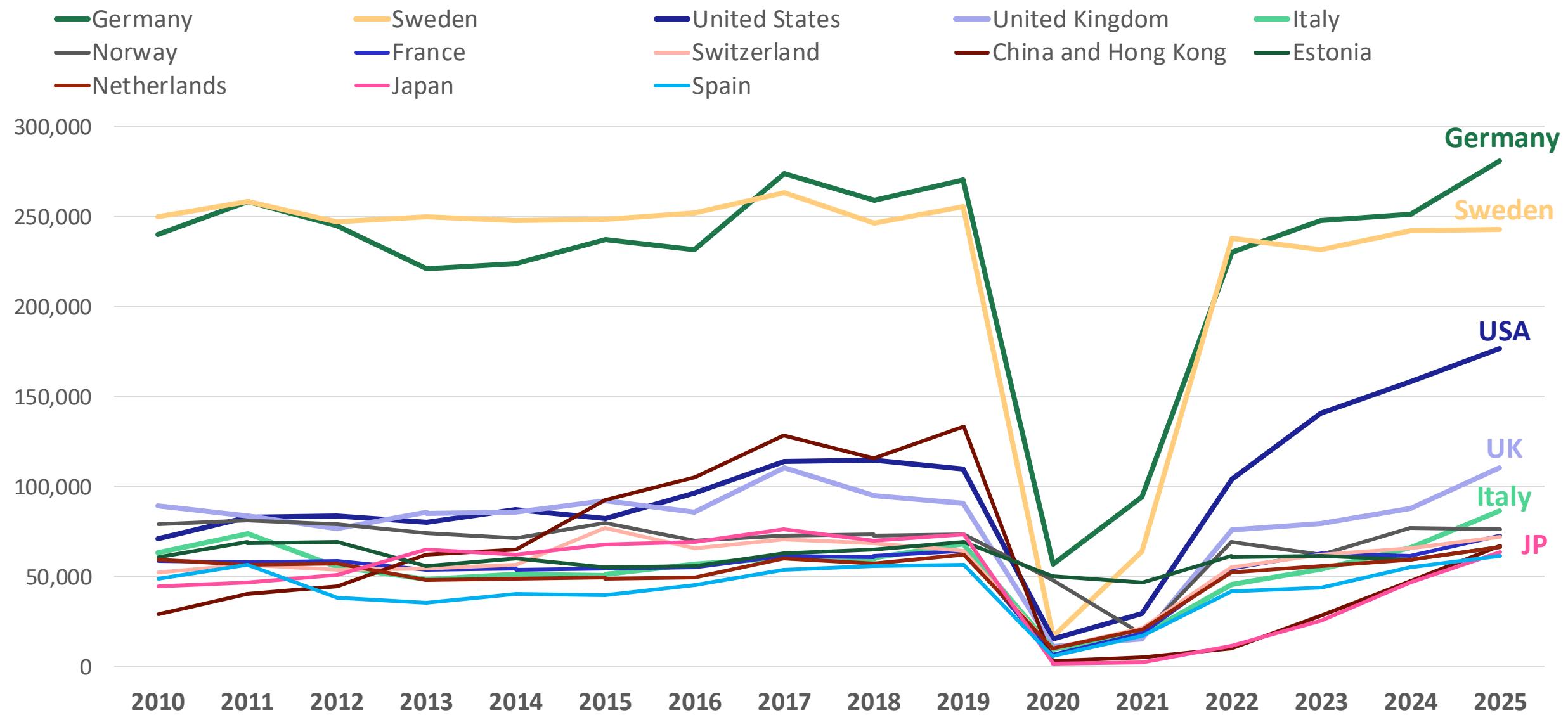
	<i>Jun-Aug 2019</i>	<i>Jun-Aug 2024</i>	<i>Jun-Aug 2025</i>	<i>2025 vs. 2019</i>	<i>2025 vs. 2024</i>
Germany	270 300	251 500	282 100	+4 %	+12 %
Sweden	255 200	242 300	241 700	-5 %	0 %
USA	109 900	157 900	177 000	+61 %	+12 %
UK	90 800	87 700	110 600	+22 %	+26 %
Italy	68 200	65 600	86 500	+27 %	+32 %
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)

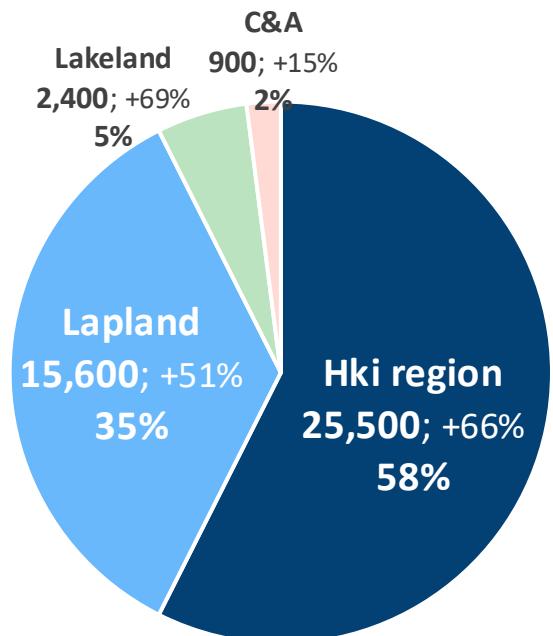
2.3M foreign overnights

+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

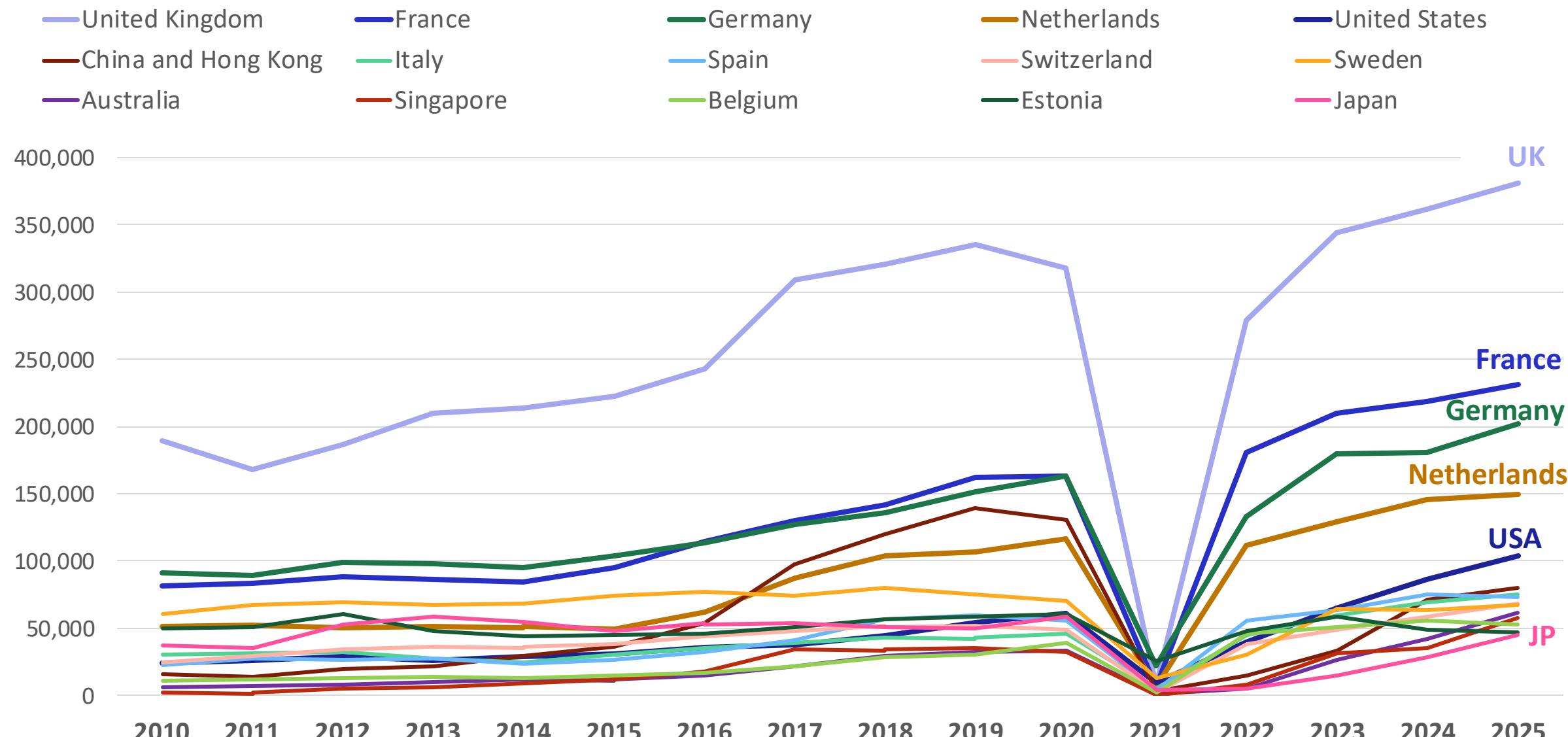


High winter season (12-02)

	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 %

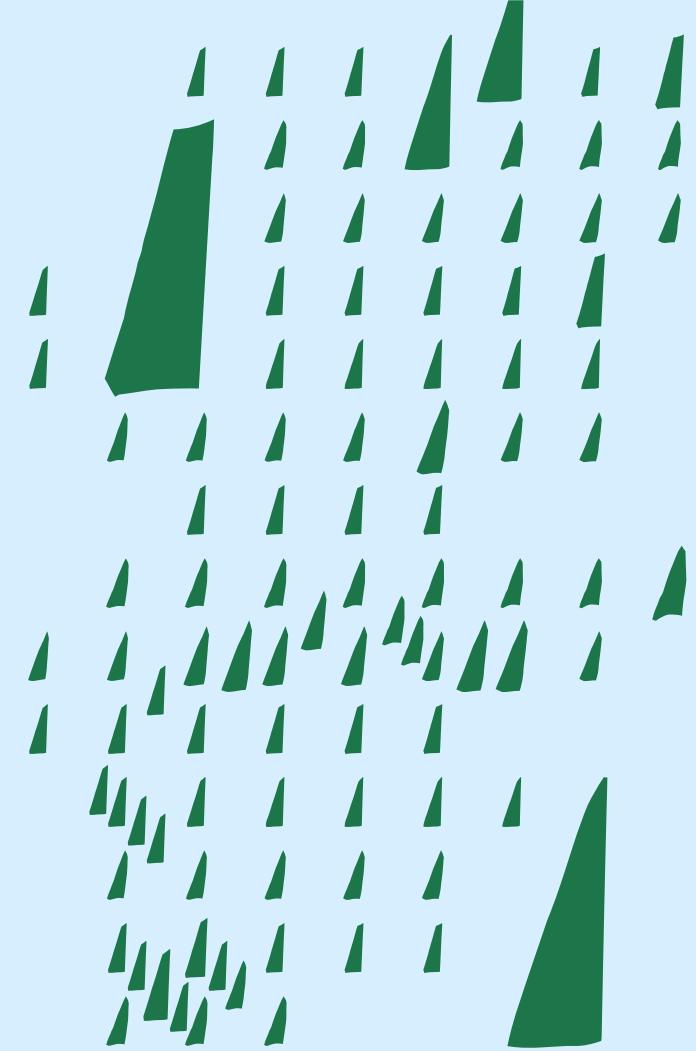
Source: Visit Finland Statistics Service Rudolf, Statistics Finland

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



Overnights in short-term rentals

Year 2024

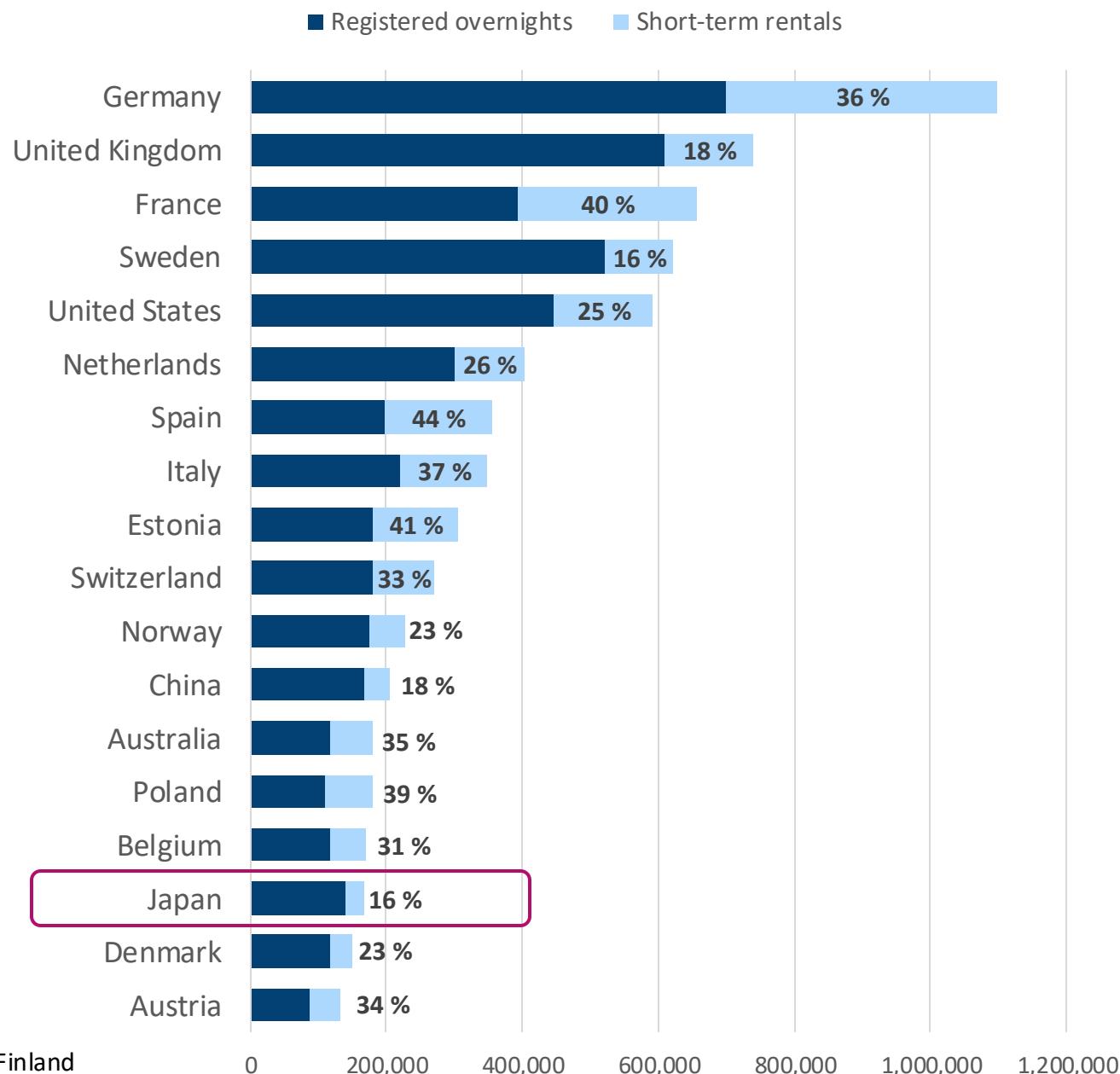


Registered and short-term rentals overnights in Finland

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



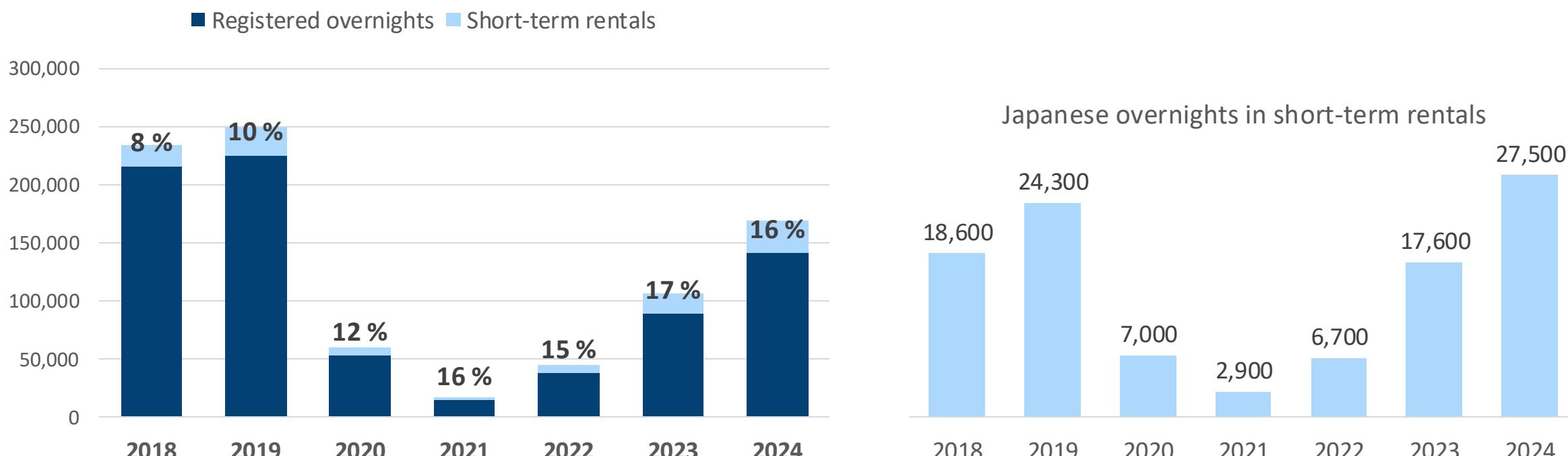
Registered and short-term rentals overnights in Finland - Year 2024

In 2024, Japanese visitors recorded **27,500 overnights in short-term rentals**, representing **16% of their total paid overnights**.

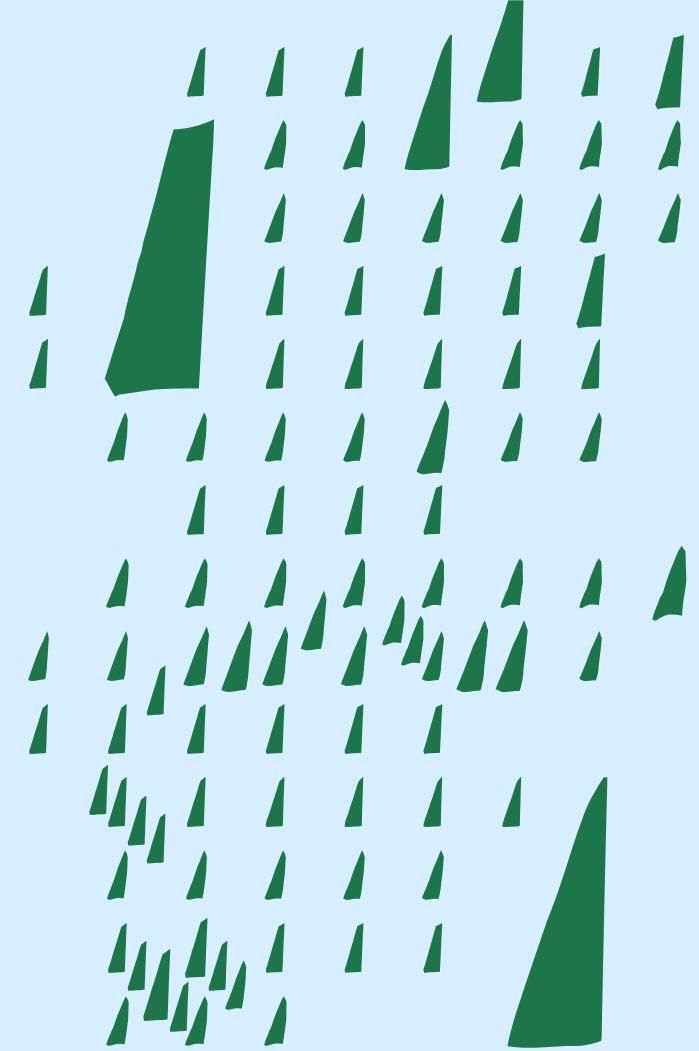
Japanese stays in short-term rentals have **grown by 56%** compared to 2023, and by 13% relative to 2019.

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

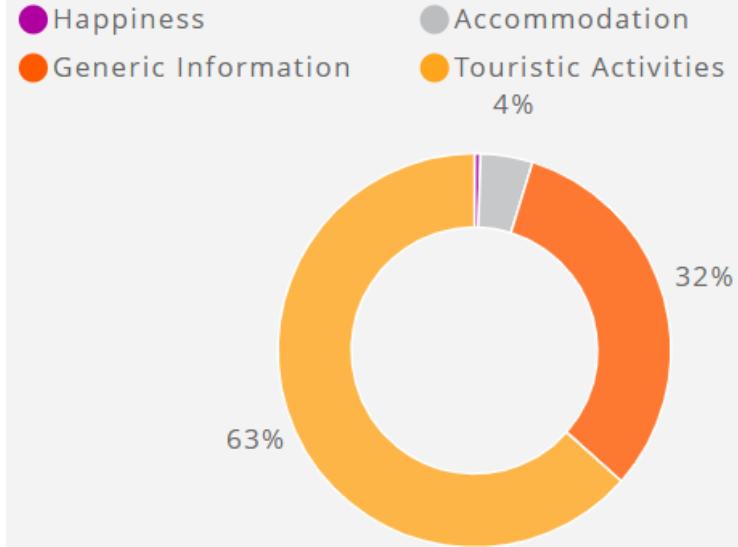


Top10 Target Markets 2024 vs. 2023

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.

Seasonality

Jan 2024 - Dec 2024

Jan 2023 - Dec 2023

140k

120k

100k

80k

60k

Jan 2024

Apr 2024

Jul 2024

Oct 2024

Micro - Brandtags Popularity

Jan 2024 - Dec 2024

Jan 2023 - Dec 2023

Santa Claus

Tourism

Saunas

Travel

Northern Lights

Food Tourism

Tours

Hotels

Christmas Mark..

Cafes

Tourism Attract..

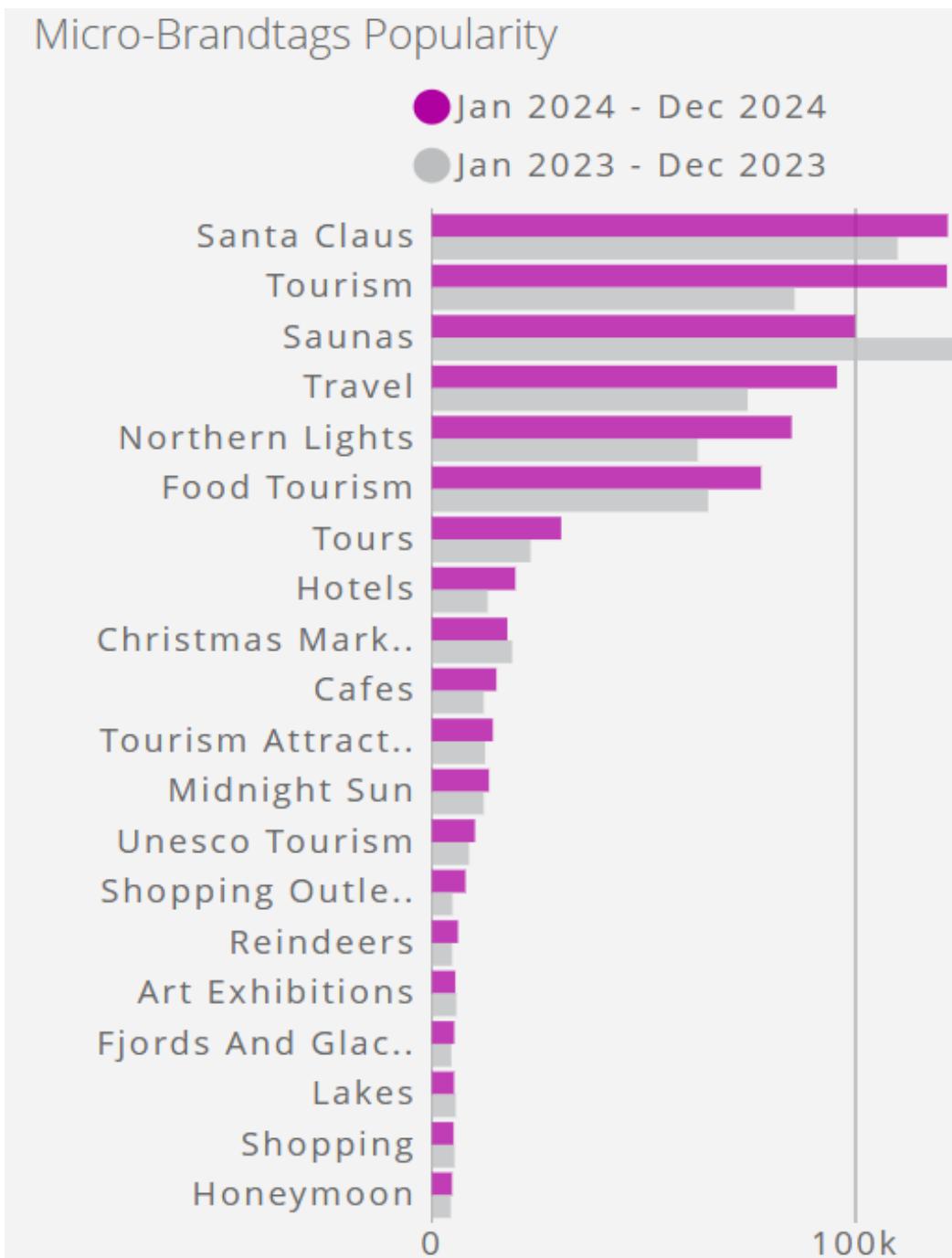
Midnight Sun

0

50k

100k

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

Share ↑↓ YOY ↑↓ ...

Tokyo (HND)  +8.8%

Osaka (KIX)  +41.6%

Tokyo (NRT)  +35.2%

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

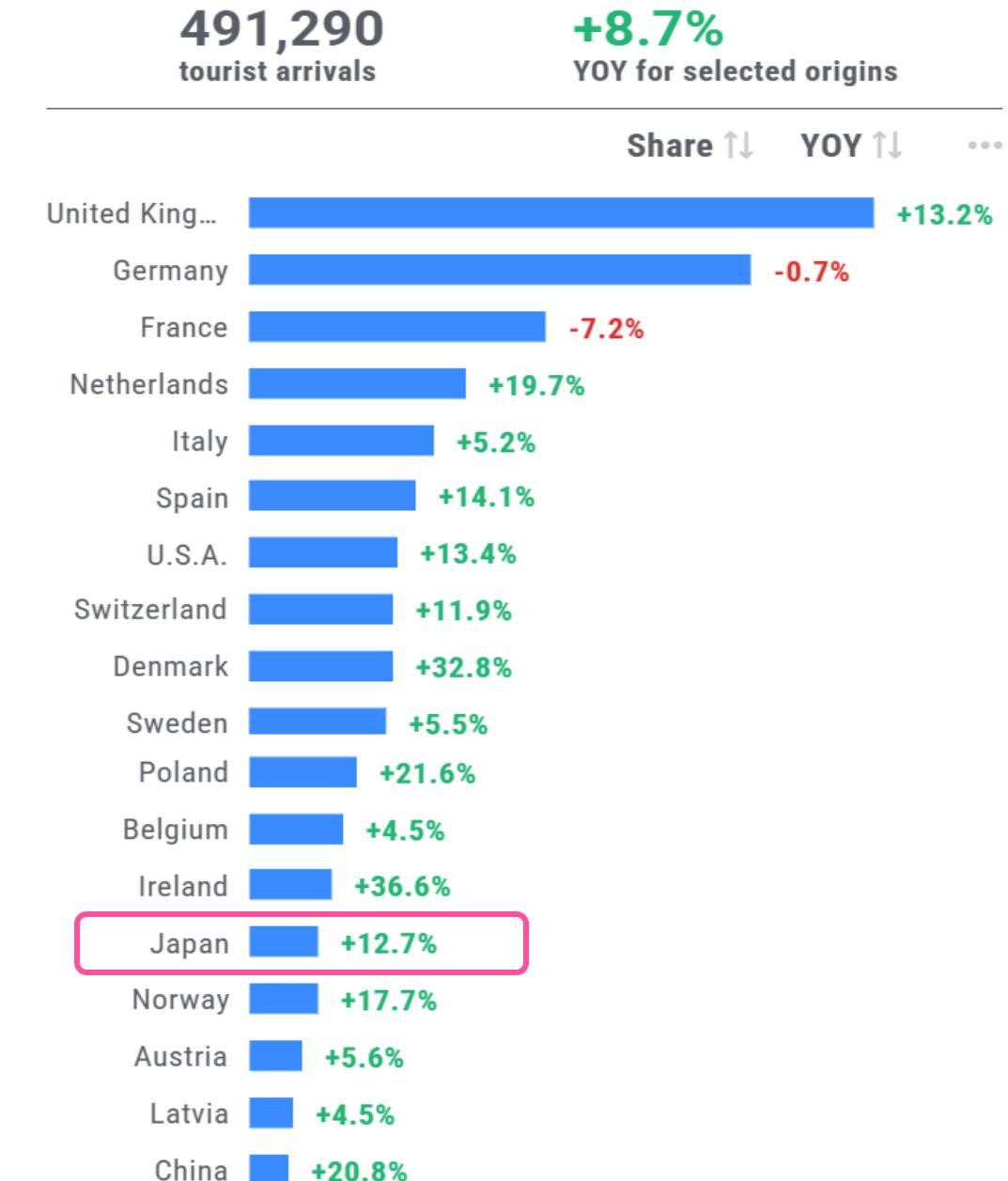
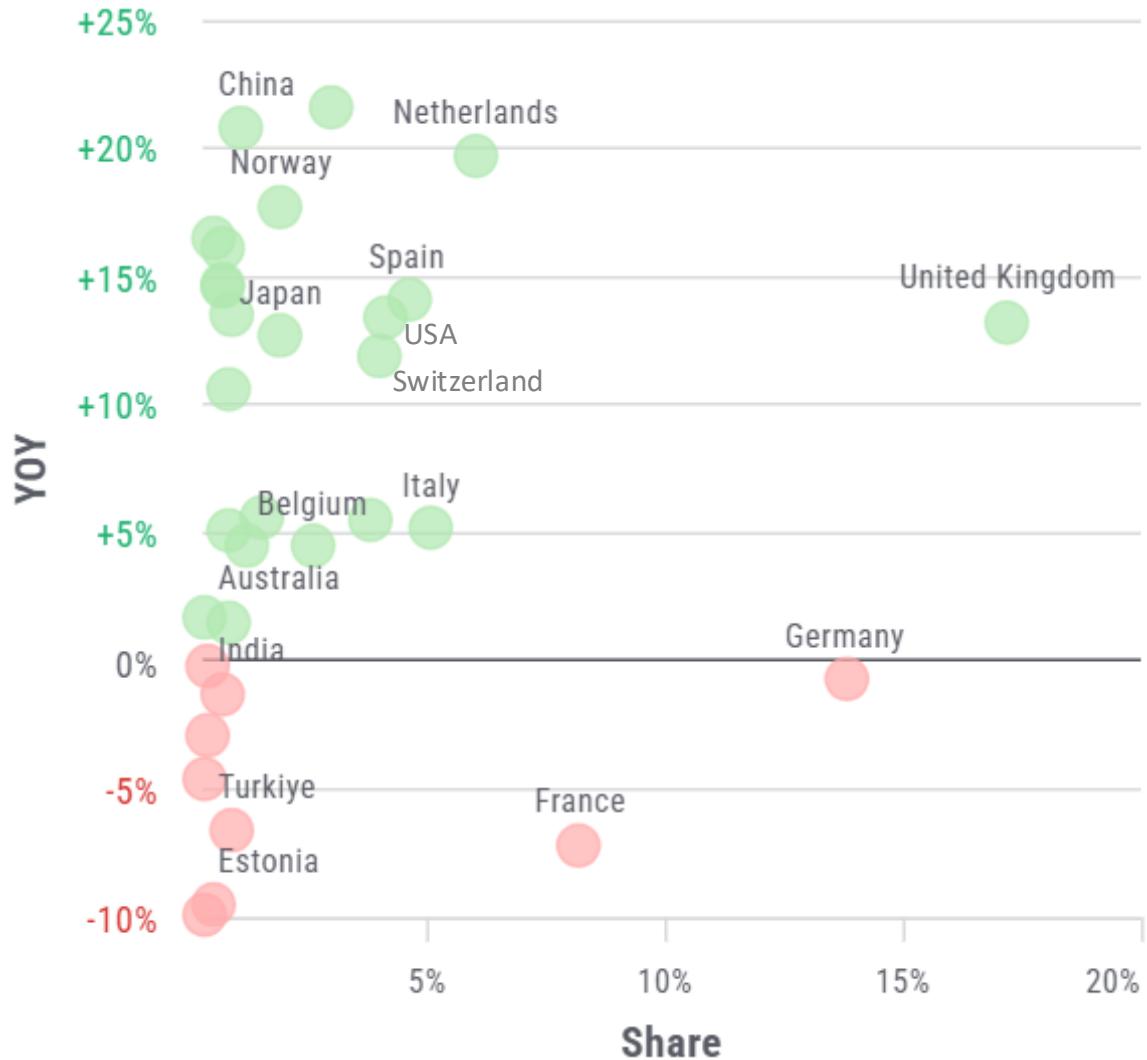
Finnair will have daily flights from Tokyo-Haneda to Helsinki. It will also have more flights from Tokyo-Narita as well as from Osaka to Helsinki compared to the previous winter. **Japan Airlines** will have four weekly flights from Tokyo-Haneda to Helsinki in December and three weekly flights during the rest of the winter season.

Finnair  +18.1%

Japan Airlin...  +25.8%

Forecast for Flight arrivals in Dec 2025 – Feb 2026

Comparison to previous winter





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.

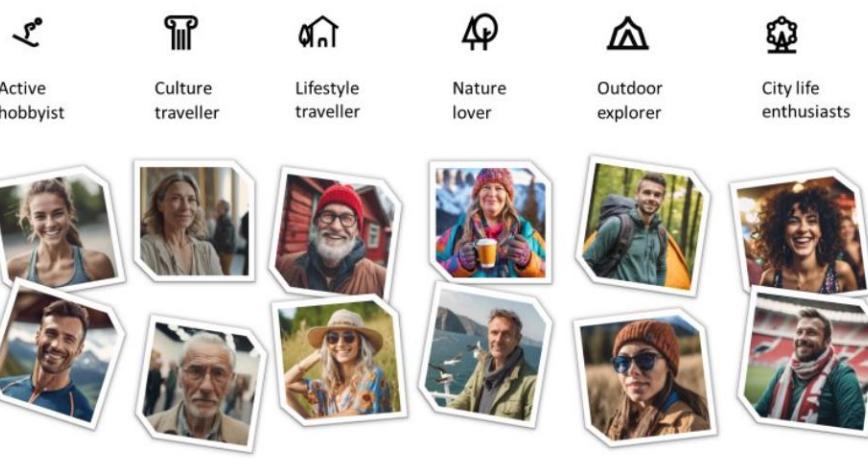
Industry update and distribution channels

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, @ooooooooayumioooooooo, @aya.v_v.ka, @eri3580

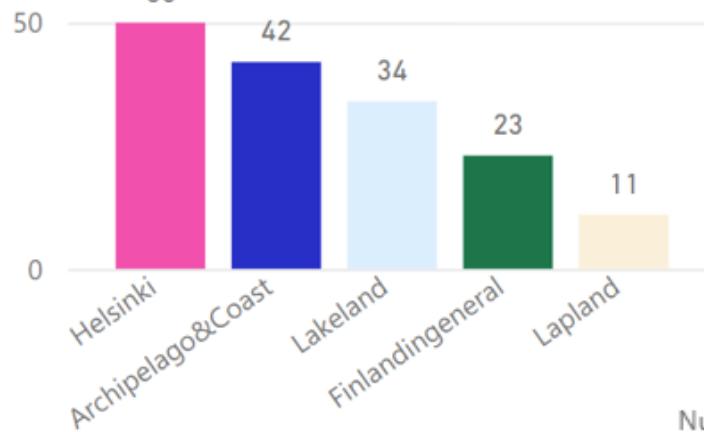
1. The average **Visibility Score** talks about attention, e.g., an article can be expected to get.

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

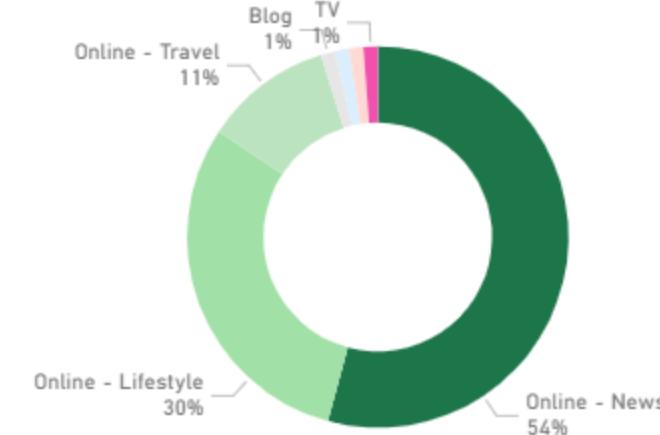


PR work results, Japan Q1-Q3/2025

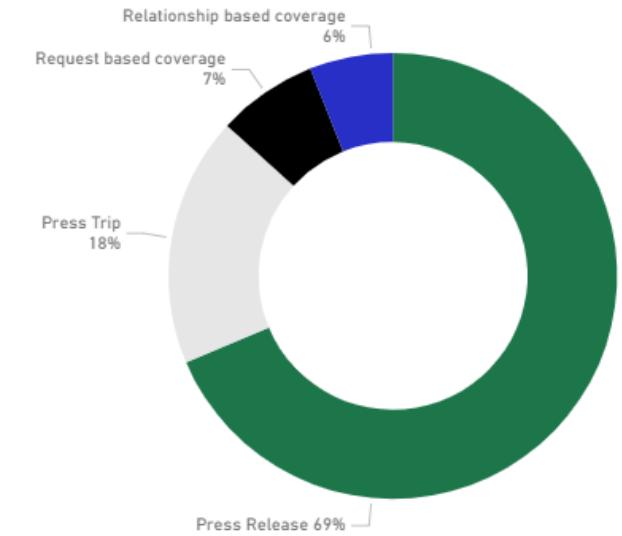
Number of hits by Region



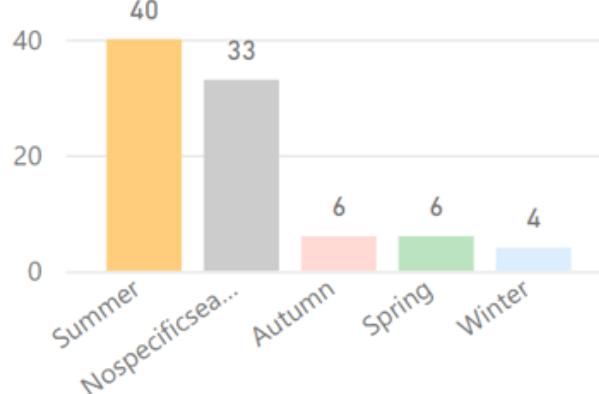
Share of hits by Media type



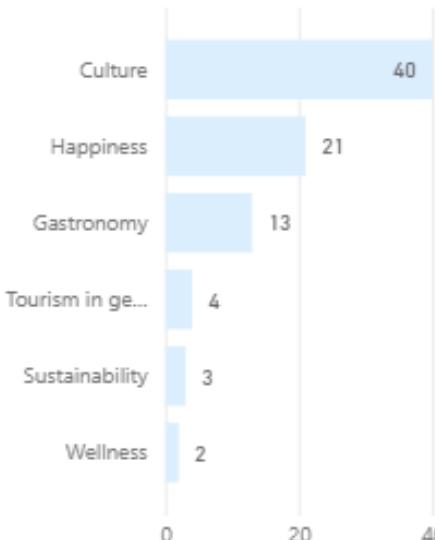
Share of hits by Origin



Number of hits by Season



Number of articles by Theme



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

みんなのライフルバッ克
@DIME TECHNOLOGY BUSINESS MONEY LIFESTYLE ENTERTAINMENT NEWS
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

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



mixi



Visit Finland

A large image of Santa Claus in a red suit, sitting and gesturing with his hands. He is positioned in front of a world map and red curtains. The image is part of a news broadcast from FRaU.

2025.08.31 #LIFESTYLE #海外旅行 #除 #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

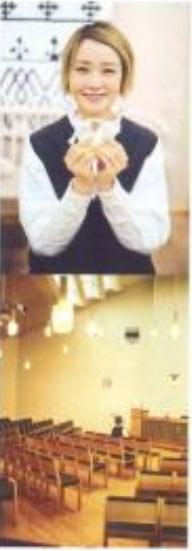


Wife Carrying World Championships office

た。私は使つていい中で最も柔軟なのが、今しきが必ず「身引き」なさうが、今最も出合ふことです。柔軟さの骨筋は、常に身に着けておきたいなさが、あるからばかりでないから心地悪くはござりません。身引きのうらやましさなどは、もうござりません。」と笑ひながらお話を終らされました。

今日は日本語のことがどうでも悪くはないなどと、おもふと「日本と、アインシュタイン」という二つの言ひ方を並べて、いかば「二重性」でござるんだとおもふ。実験に通じてゐるなら本当に共通点がうござらぬまい。日本の動きは、全部が改めて知らうことがでた。し、「日本はどうぞ」と思ふんだ

「アメンラジオ」の衣食住を見てみ



卷之三



A woman with short blonde hair, wearing a light-colored cardigan over a blue top, is looking upwards and to the right with a contemplative expression. Her hands are clasped together in front of her chest in a prayer-like gesture. The background is a bright, possibly outdoor or well-lit interior space.

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

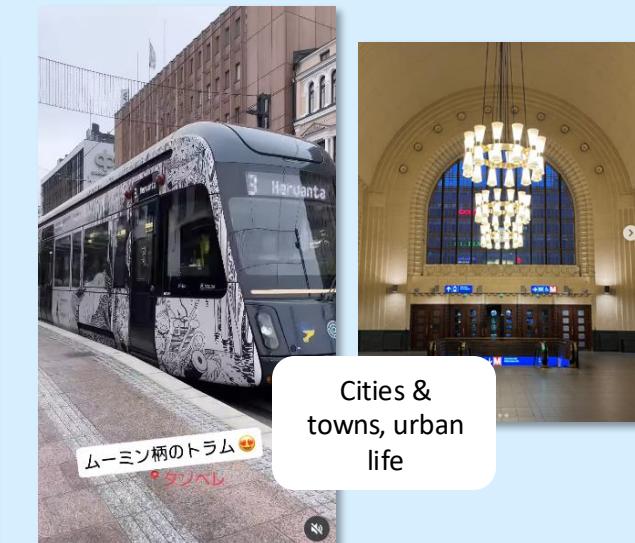
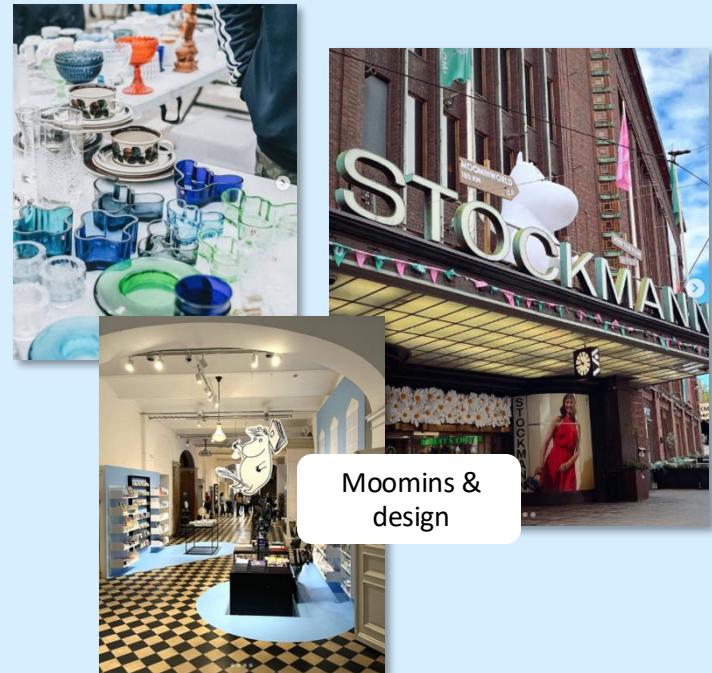
January-October 2025 results

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:



Facebook

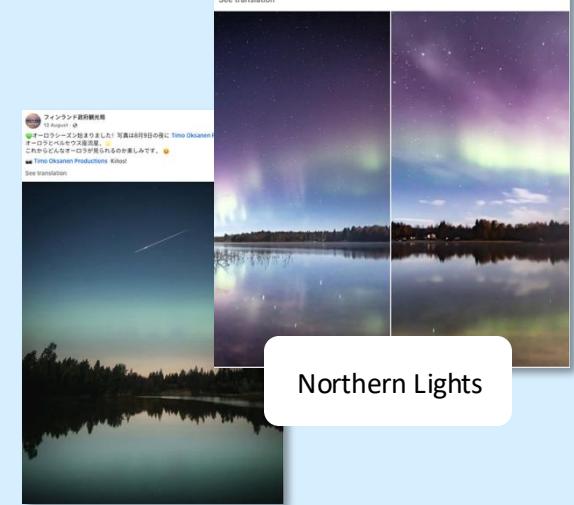
January–October 2025

- 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:



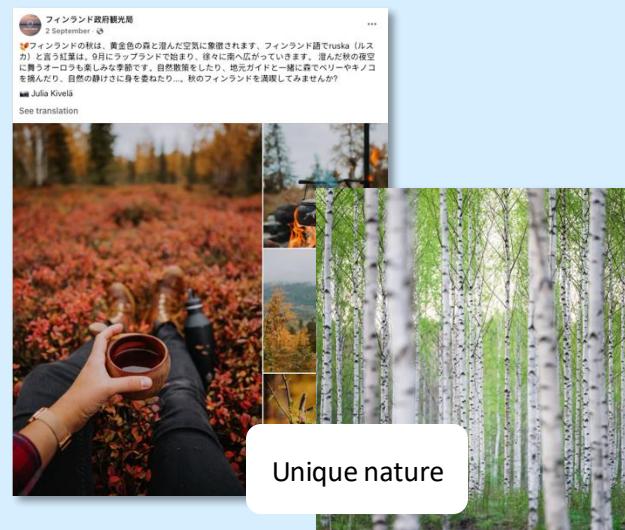
Moomins & design



Northern Lights



Food & Café culture



Unique nature

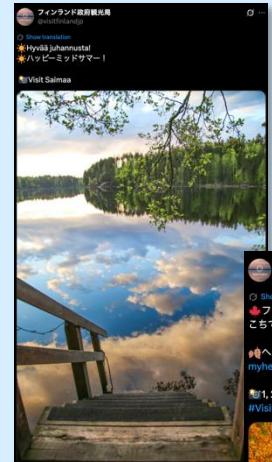




January-October 2025

- 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

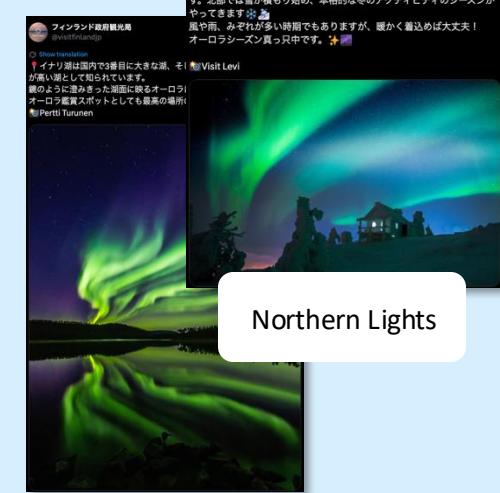
Top performing:



Unique nature



Unique nature



Northern Lights



Christmas & Santa



Food & Café culture



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



Season 1: September to October 2025

Season 2: December 2025 to March 2026

Destination: Oulu, Rovaniemi, Ranua Helsinki

Overnights: 4nights/5days

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

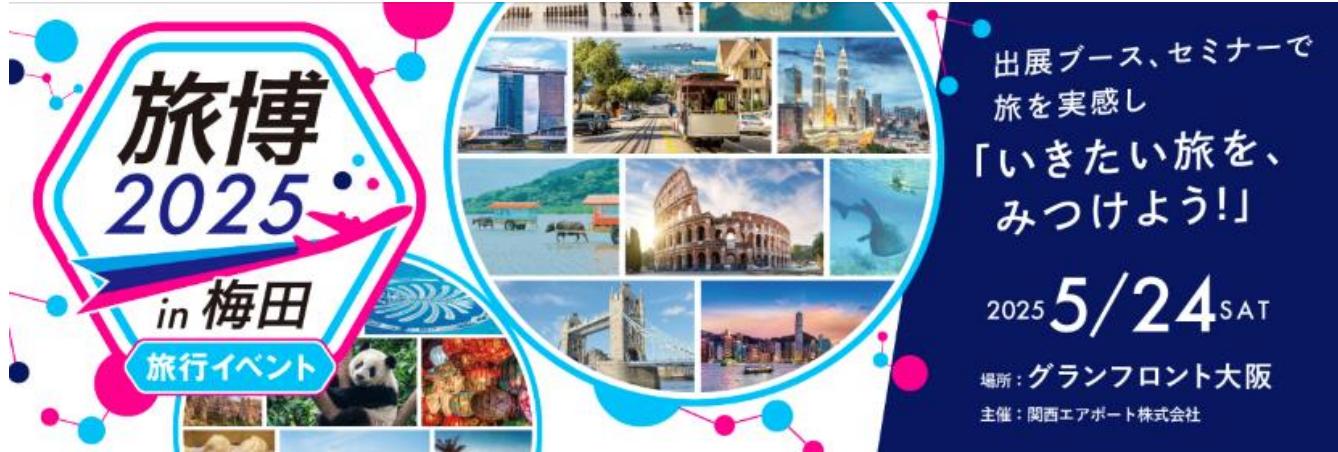


- Group of 22 young professionals
- 7 repeats from 2024 program
- Lapland Hotel Bulevardi 2 nights
- Lehmonkarki 1 night
- Estonia 1 night
- Tallink Silja return trip
- Japan Airlines
- Orientation at VTT with help by Enter Espoo



Visil

Various representation opportunities



Various representation opportunities

Japan Tourism Agency Educational Seminar



スケジュール ※詳細は裏面をご参照ください。

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 
※ 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

申込期限 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、申込をお願い致します。
スマートフォンはこちらから ➡ ➡ ➡

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



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 オ ブラザ 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局代表 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」

フランス語データー: 豊田義和 大学院政策・メディア研究科特任教授/横田アソシエイト 代表取締役 横田 浩一 氏

オンライン(Zoomウェビナー) 同時開催!

講師プロフィール

沼田 晃一（ぬまた こういち）氏

北海道函館市出身。2002年からカナダ観光局日本支局初代マーケティングマネージャーを勤め、その後、オーストラリアのカンタスグループにて日本初LCC事業の立ち上げに携わる。2018年3月より現職。2021年にヨーロッパ観光委員会・日本支部の委員長に就任。日本各地で地方創生事業のアドバイザーを務める。

藤井 省吾（ふじい じょうご）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9年間『日経ヘルス』編集長を務める。14年～17年3月まで、ビズマガジン局長・発行人として働く女性の雑誌『日経WOMAN』、健研・美容雑誌『日経ヘルス』、共働き向けエブマガジン『日経DUAL』、女性を応援するエウエイ『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Goodday』を立ち上げた。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・ヘルスラボ所長兼任）。22年4月から現職。

会場地図

東京・京橋「アンジェリオン オ ブラザ TOKYO」 <https://tokyo.angelion.jp/access/>
〒104-0031 東京都中央区京橋3-7-1 相互盤10フロア 11F 「アンジェリオン オ ブラザ TOKYO」

電車: JR「東京駅」八重洲南口より徒歩5分
東京メトロ銀座線「京橋駅」2番出口直結
地下鉄半蔵門線「京橋駅」4番出口より徒歩3分
東京メトロ有楽町線「銀座一丁目駅」4番出口より徒歩4分

【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



隔日曜は、さまざまな分野の専門家をゲストに迎え、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会・大使館からのスタッフをお招きする1日

【会員情報】アイスランド大使「突然、君がいなくなってる」
metsäコラボキーパーティー

5/25(日) むらし×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

【会員情報】北欧の、とても温かい「やさしい」街明灯
metsäコラボキーパーティー

5/26(月) フィンランドの暮らし×観光 DAY

フィンランドの暮らし×観光DAY

【会員情報】フィンランドの暮らし×観光DAY



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

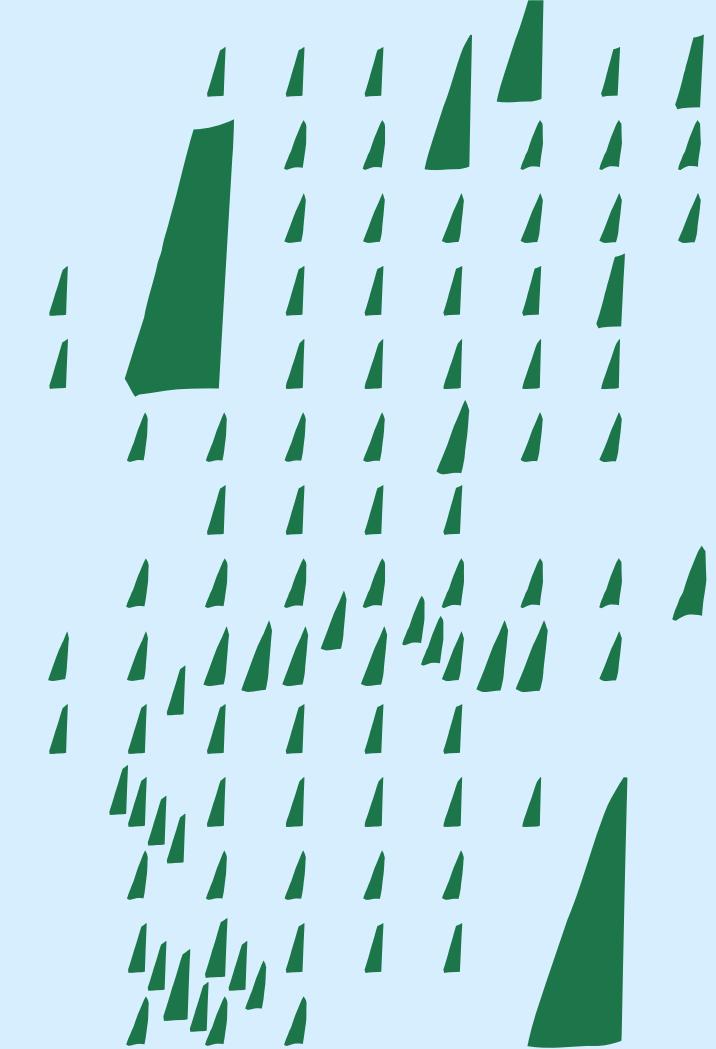
VISIT FINLANDIN KOHDEMARKKINAT

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

Upcoming Market outlook webinar

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

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



Kiitos!

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