



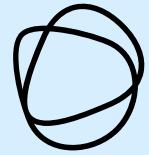
France



Sanna Tuononen



Visit Finland



Visit Finland

# France – market insights

October 2025

# Summary of key findings

**Intra-European Travel:** Intra-European travel is expected to grow further during the next five years, and **France is the 3rd largest outbound market** in Europe (after Germany and the UK).

**Forecast for travel to Finland:** According to the forecast of Tourism Economics, French overnights are expected to **grow by 71%** and **spending by 89%** over the next decade (2034 vs. 2024) in Finland.

**Robust Growth:** France has become a resurgent source of leisure visitors to Finland and the Nordics. French tourism to Finland not only rebounded from the pandemic but exceeded pre-2019 levels by 2023, with new peaks in 2024. In total, France provided roughly 256,000 visits to Finland in 2024 (making it the 6th largest market by trips) and around €252 million in spending (5th highest). Notably, including the booming short-term rental sector, French tourists spent 655,400 nights in paid accommodations in 2024 – when combining hotels with Airbnb-type stays – which is +15% year-on-year and +42% above 2019 levels. This elevates France to the 3rd largest market in total paid overnights. Clearly, French demand for Finland has not only recovered but expanded beyond the pre-pandemic baseline.%.

# Summary of key findings

**Leisure-Driven Market:** The vast majority of French visitors come for leisure purposes (approximately 85–90% in recent data). In 2024, France delivered 157,000 holiday trips and 48,000 VFR trips vs 54,000 business or study trips. French holiday travelers generated €168 M in spending in 2024 (about 67% of total French spend). Geographically, French tourists split mainly between Helsinki region (121,000 trips in 2024) and Lapland (84,000 trips), with Lapland visits having higher spend. Lapland alone drew €114 M (45%) of French tourist spending, reflecting very high per-trip expenditures there. This profile confirms France as a key leisure market, especially for Lapland winter experiences.

**Winter Travel Dominates:** Winter is the peak season for French tourism to Finland by a wide margin. Winter 2024–25 saw about 88,000 French holiday arrivals (+54% YoY) and €124 M spent (+66% YoY). The average winter trip was 6 nights, €1,400+ spend. In contrast, Summer 2025 had only 40,000 holiday arrivals (–7% YoY) and €30 M spent (–9%), with a 4-night average trip. So French visitor in winter spends about double what one does in summer. French winter overnights in Finland hit a record 231,000 in Dec–Feb 2024–25, far surpassing the 72,700 summer overnights of Jun–Aug 2025. Clearly, Finland's auroras, snow, winter activities and Santa are a huge draw in France – winter is the engine of French tourism growth.

# Summary of key findings

**4. Record Off-Season Growth:** Although smaller in volume, French visits in other seasons are rising to record levels as well. Spring and summer 2025 each saw the highest French overnight counts on record. For example, French summer overnights in 2025 were 18% above 2024, continuing an upward trend. This indicates an opportunity to further develop year-round appeal. France is already Finland's third-largest European market in total paid overnights, so increasing summer market share could yield big gains. In the broader Nordic context, France's travel to the region is balanced (1.7M Nordic nights in 2024), but Finland particularly excels in capturing French tourists in winter (more than Norway/Sweden). With targeted efforts, Finland can also grab a larger slice of French summer travelers who currently favor Norway or Denmark.

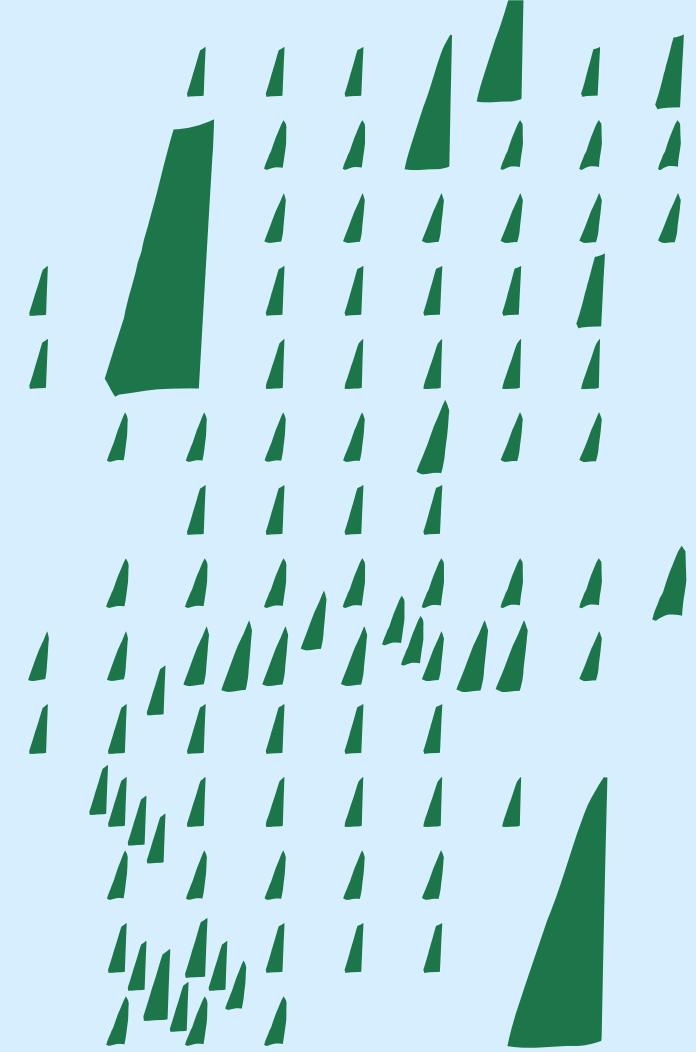
**Higher Spending & Upscale Visitors:** French travelers' spending in Finland is increasing faster than their arrival count. Jan–Aug 2025 French visitor numbers were up +2%, but their total spend was up +11%. Spend per trip reached €1,042 on average, and spend per day €111, significantly higher than prior years. They are spending more on accommodation, shopping and dining. This suggests a shift toward more affluent or experience-focused travelers (e.g. families splurging on Lapland, couples enjoying fine dining in Helsinki). French tourists in winter 2025 spent €225 per day – among the highest of any market – indicating willingness to pay for quality.

# Summary of key findings

**Short-Term Rentals Popularity:** French tourists are among the most avid users of Airbnb-type short-term rentals in Finland. In 2024 they spent an estimated 262,500 nights in rentals, about 40% of all their paid overnights. This share jumped from 26% pre-pandemic to 40%, reflecting a post-COVID preference for private lodging. French travelers' rental nights have more than doubled since 2019, far outpacing growth in hotel nights. As a result, France's rank by total overnight volume rises from #5 to #3 when counting rentals.

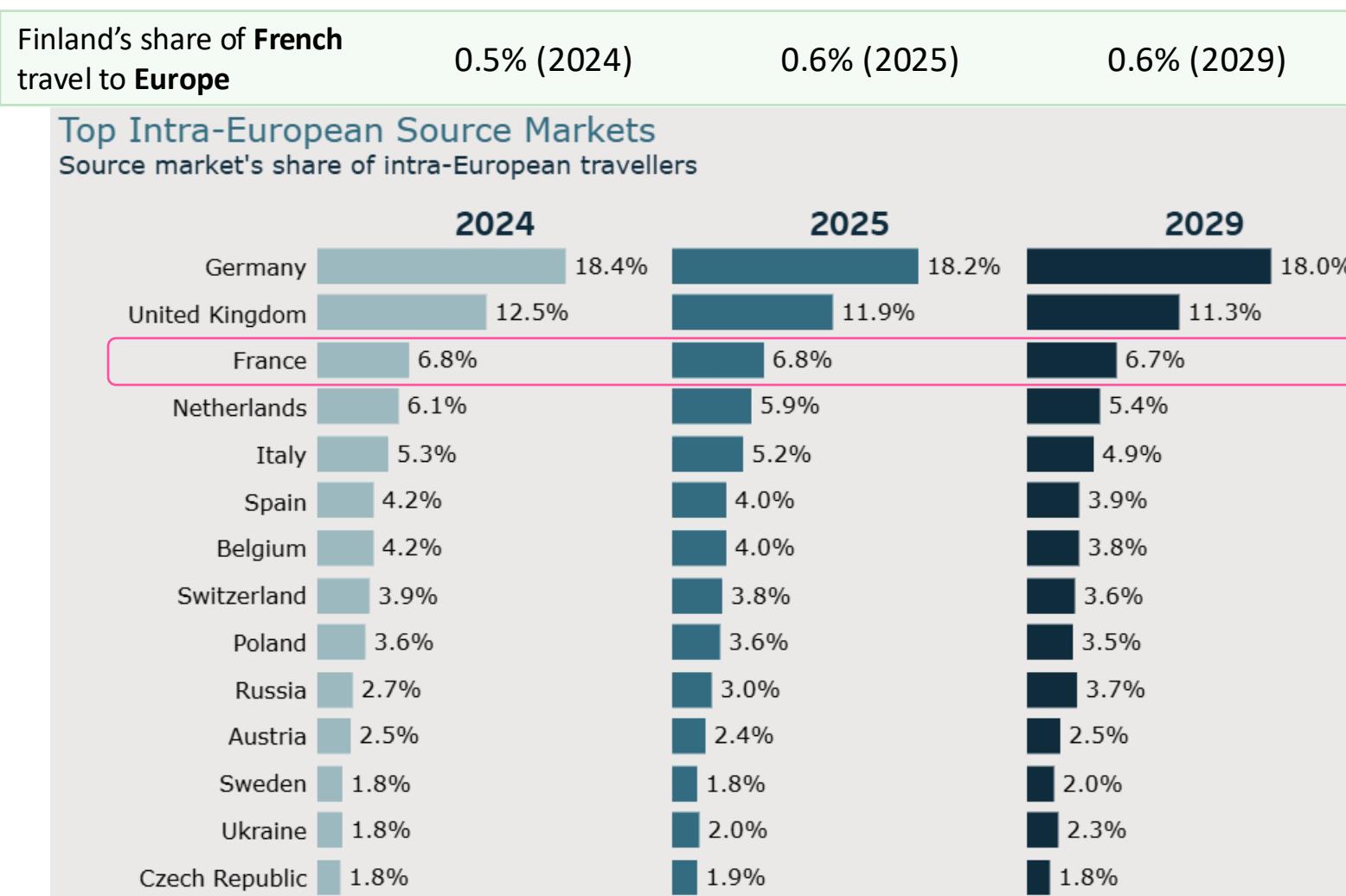
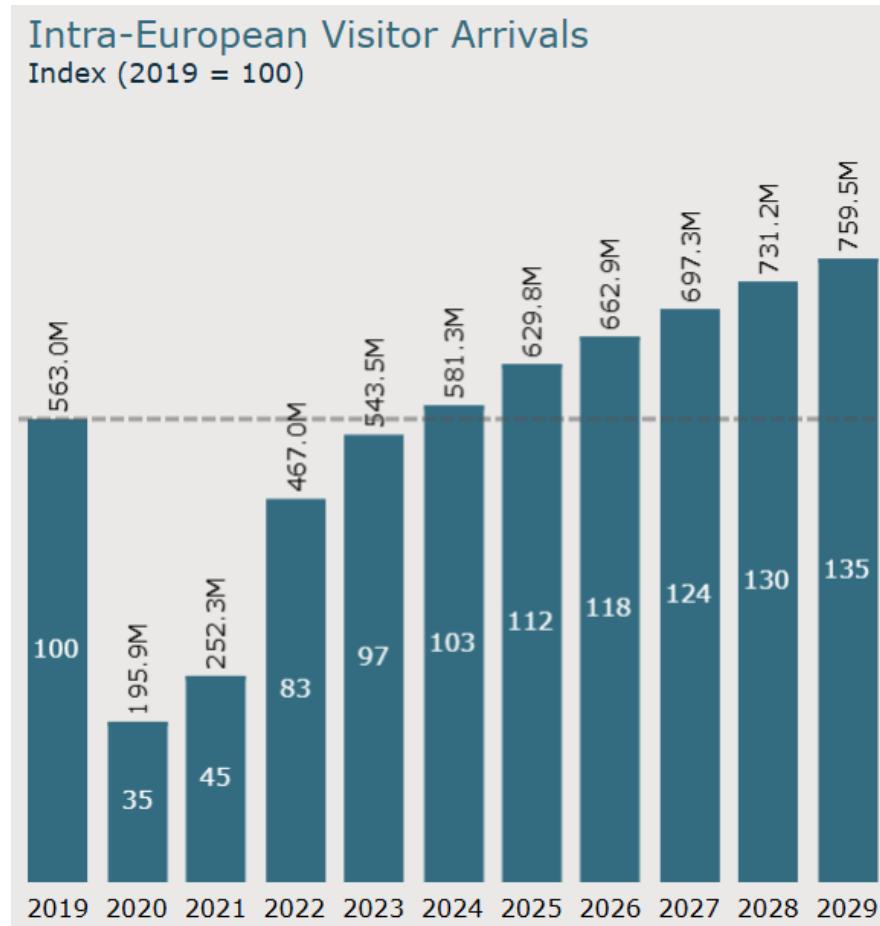
**Rising Thematic Interests:** Analysis of French internet searches shows a growing curiosity beyond the classic winter themes. In particular, interest in “squares/marketplaces”, “skiing”, and “lakes” has increased among French users. This suggests more French people are researching Finnish city culture (e.g. Helsinki’s Market Square or local markets), winter sports opportunities (downhill or cross-country skiing in Finland’s resorts), and Finland’s lake nature in summer. Traditional draws like the Northern Lights and Santa Claus remain very popular, but the rise in queries about lakes and marketplaces hints at France’s interest broadening to Finland’s summer nature and urban experiences. Additionally, French media have often highlighted Finnish sauna culture, design, and lifestyle, which may also be influencing interest. The bottom line: while winter wonderland themes still dominate French perceptions, there is a growing appetite for Finland’s cultural and natural offerings year-round – from city attractions to summer cottage life.

# French intra-European travel



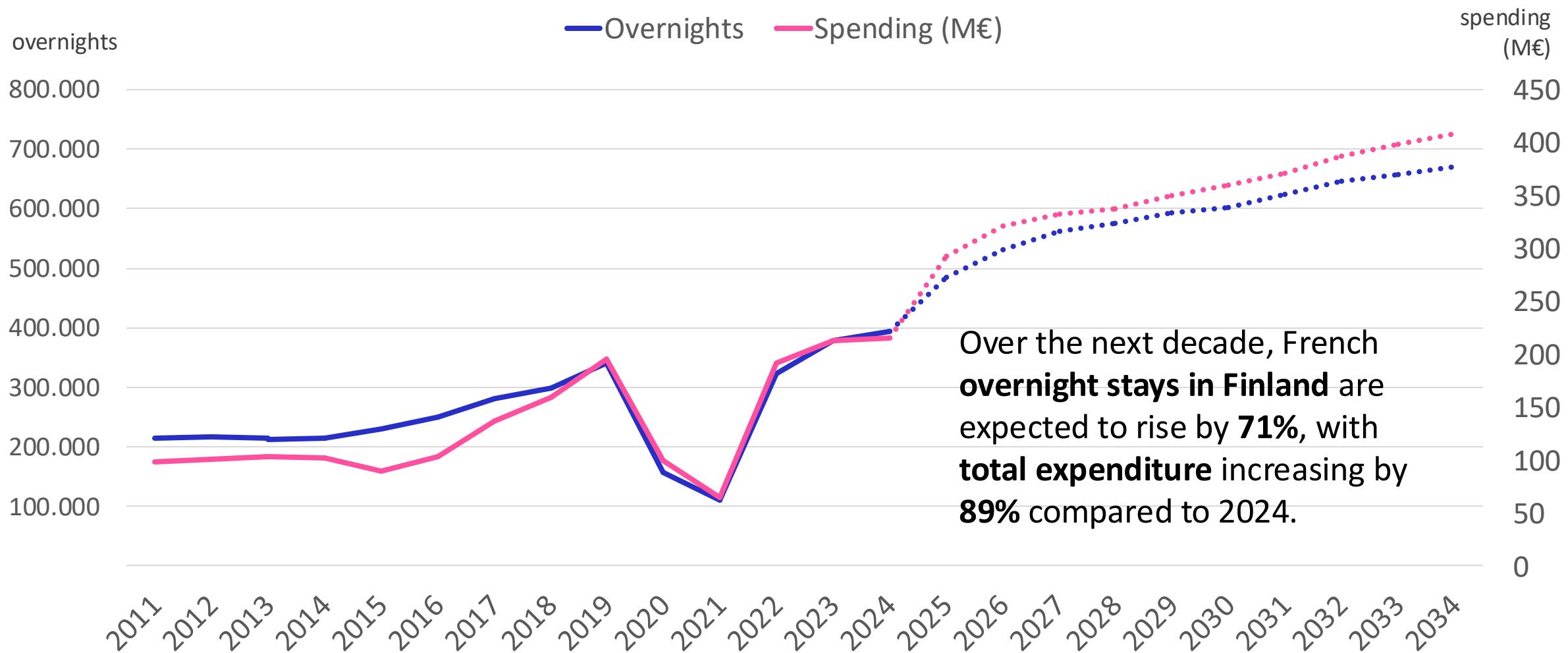
# Intra-European travel expected to grow further

France is the 3<sup>rd</sup> largest source market

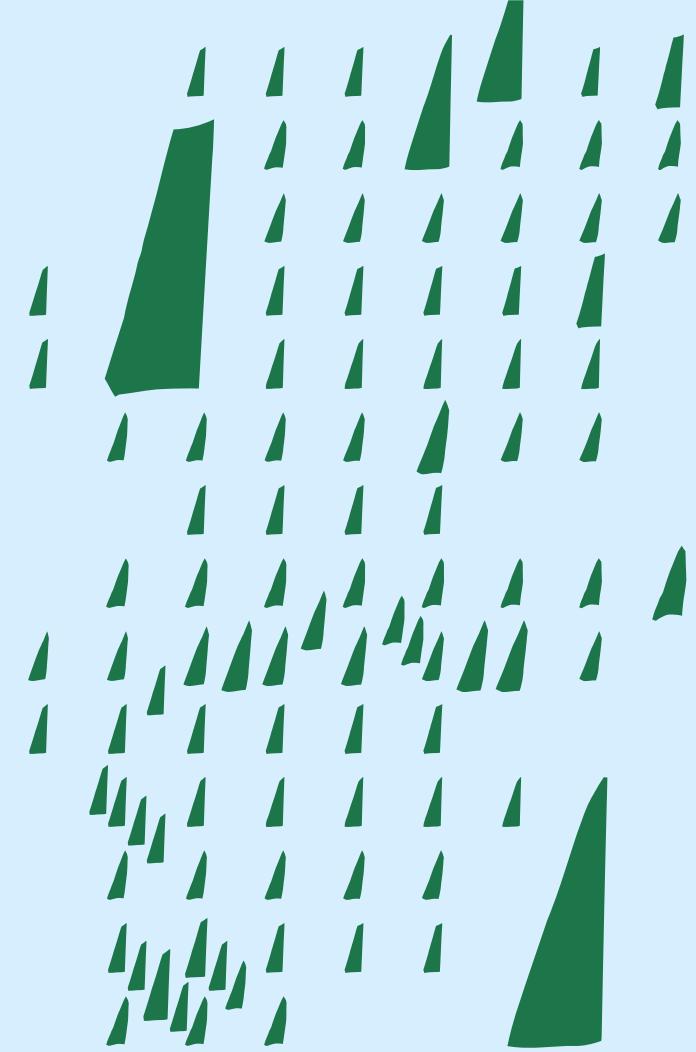


# French Overnights & Spending (M€) in Finland

in 2011-2024 and forecast for 2025-2034

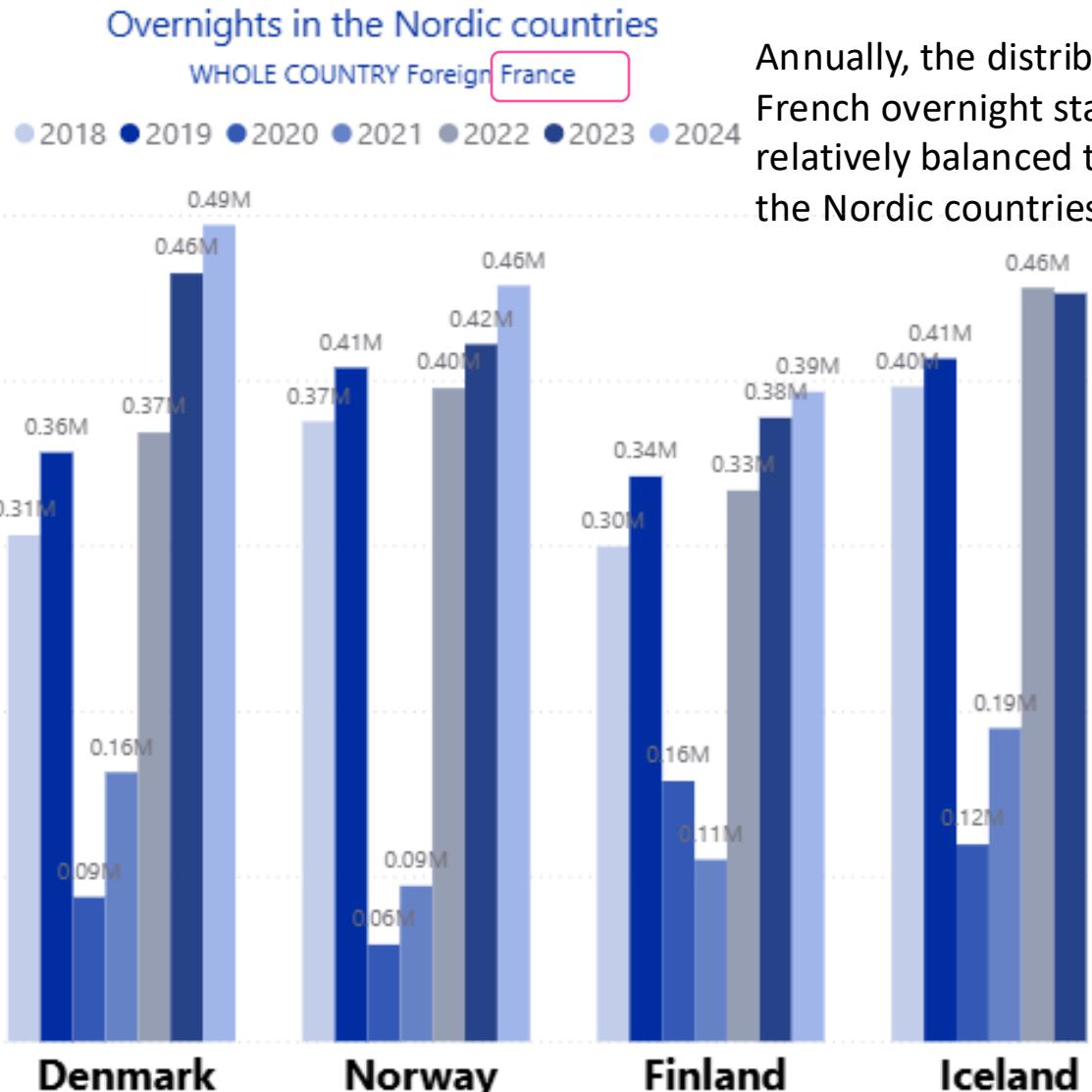


# French overnights in the Nordic countries

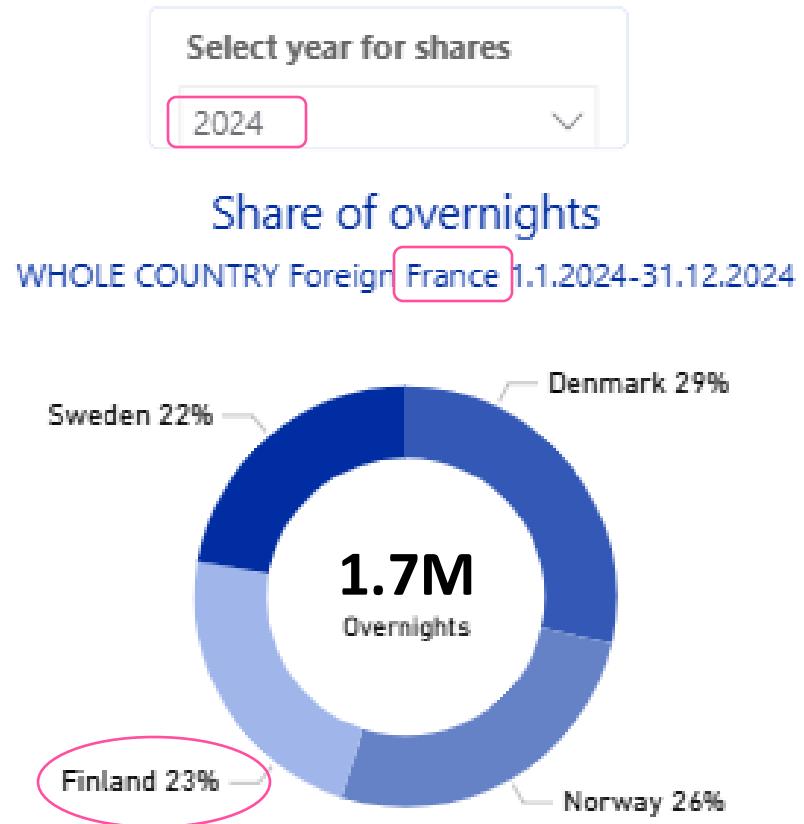


# French registered overnights in the Nordics

In 2024, number of French overnight stays made new records in Denmark, Sweden, and Finland.



Annually, the distribution of French overnight stays is relatively balanced throughout the Nordic countries.

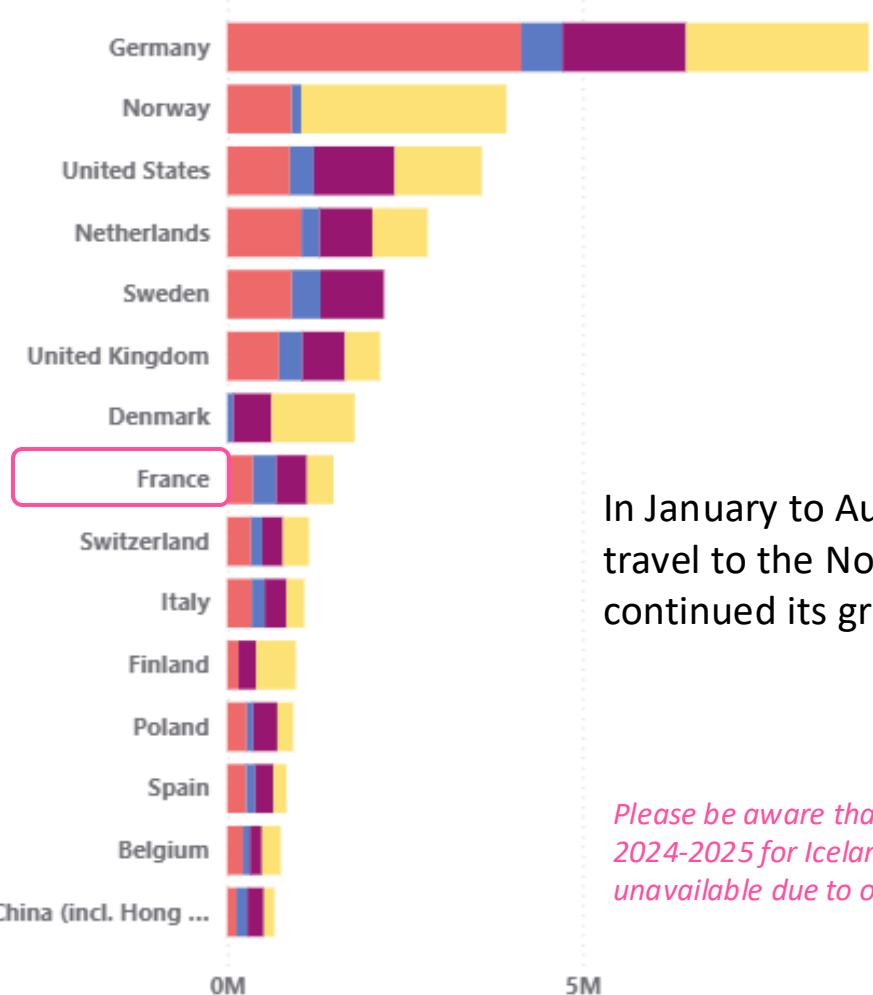


Graph of market shares is for year **2024** so it does not include statistics for Iceland (due to their revision work in overnight statistics).

# French overnights in the Nordics Jan-Aug 2025

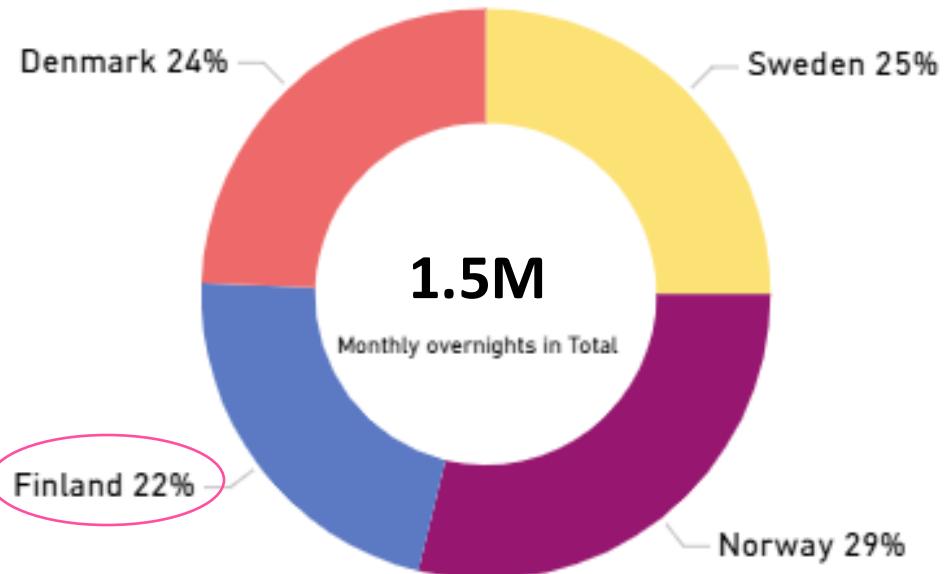
Nordic countries' top target markets

WHOLE COUNTRY Foreign 1.1.2025-31.8.2025



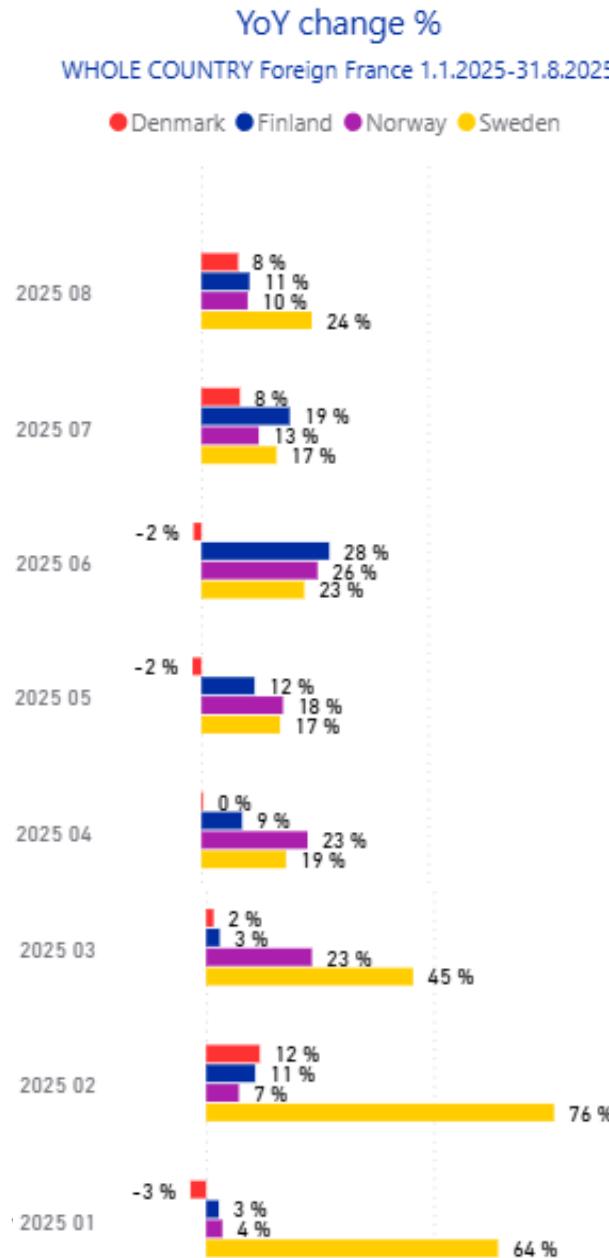
In January to August 2025, French travel to the Nordic countries has continued its growth.

WHOLE COUNTRY Foreign France 1.1.2025-31.8.2025



Nordics	Monthly	YoY change %
Norway	430,744	15 %
Sweden	374,174	31 %
Denmark	364,970	4 %
Finland	326,158	9 %

# French monthly overnights in the Nordics Jan-Aug 2025

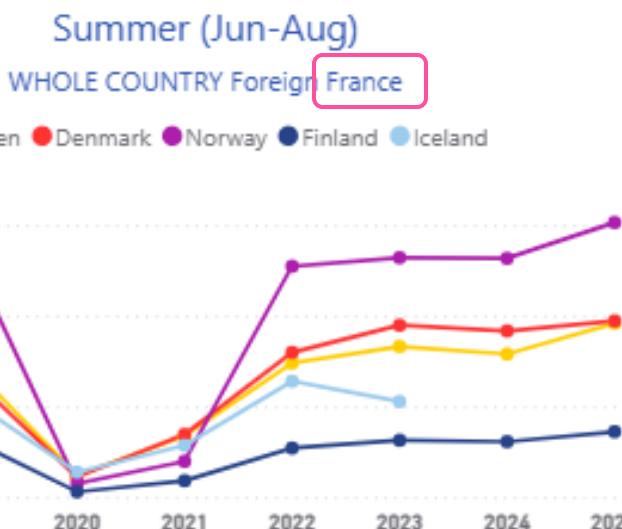
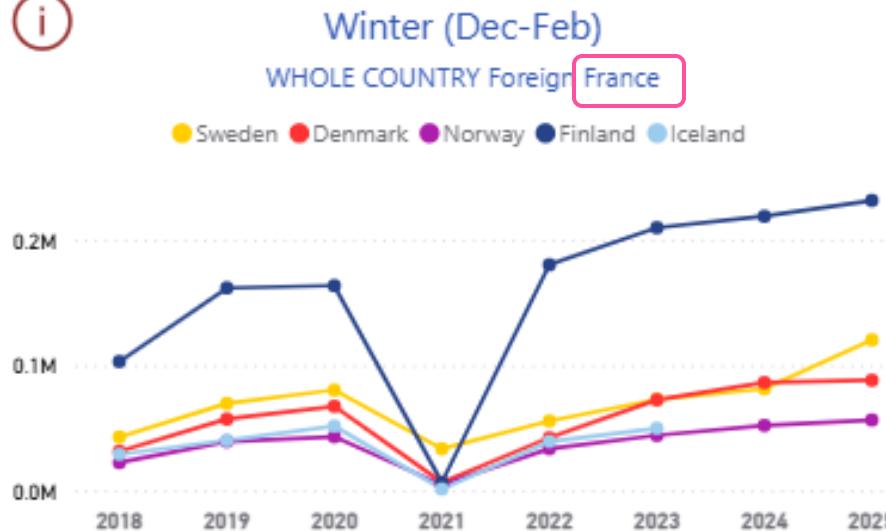


From France, Finland leads in winter travel while Norway is the top destination during the summer.

However, fastest relative growth this year has been seen in January to March in French travel to Sweden.

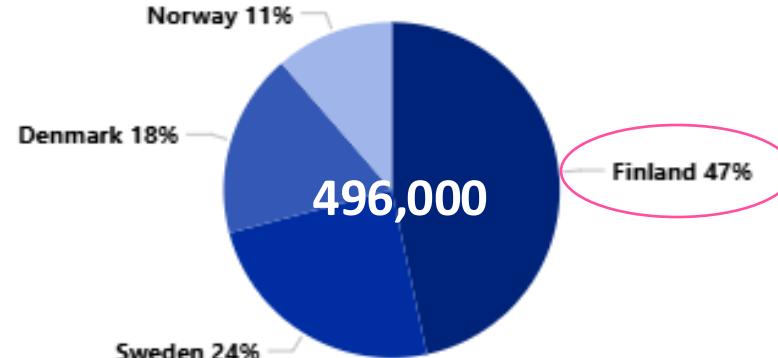
# Winter & summer high seasons: French registered overnights in the Nordics

i



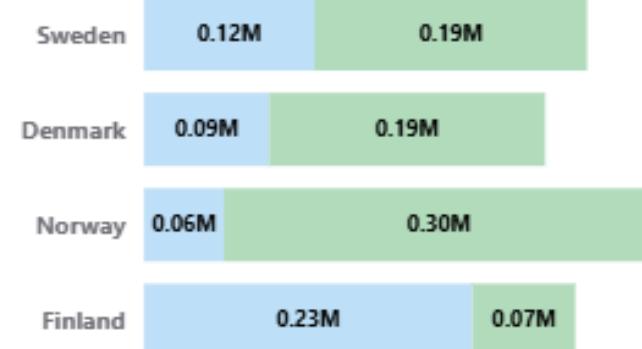
## Share of overnights - winter (Dec-Feb)

2025



## Overnights in winter & summer

WHOLE COUNTRY Foreign France



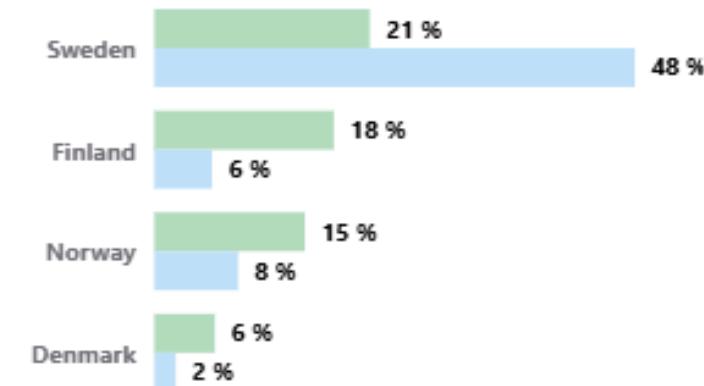
## Share of overnights - summer (Jun-Aug)

2025



## YoY change in seasonal overnights %

WHOLE COUNTRY Foreign France



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

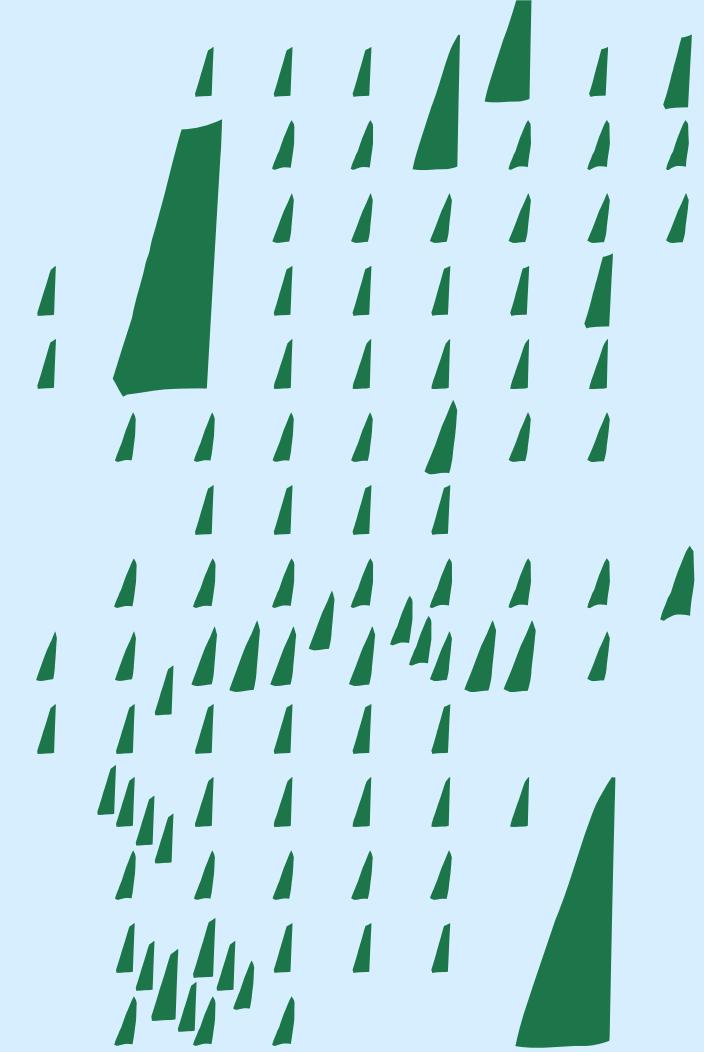
Visit Finland

Nordic comparison

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

Border survey  
**French trips to Finland**

Year 2024

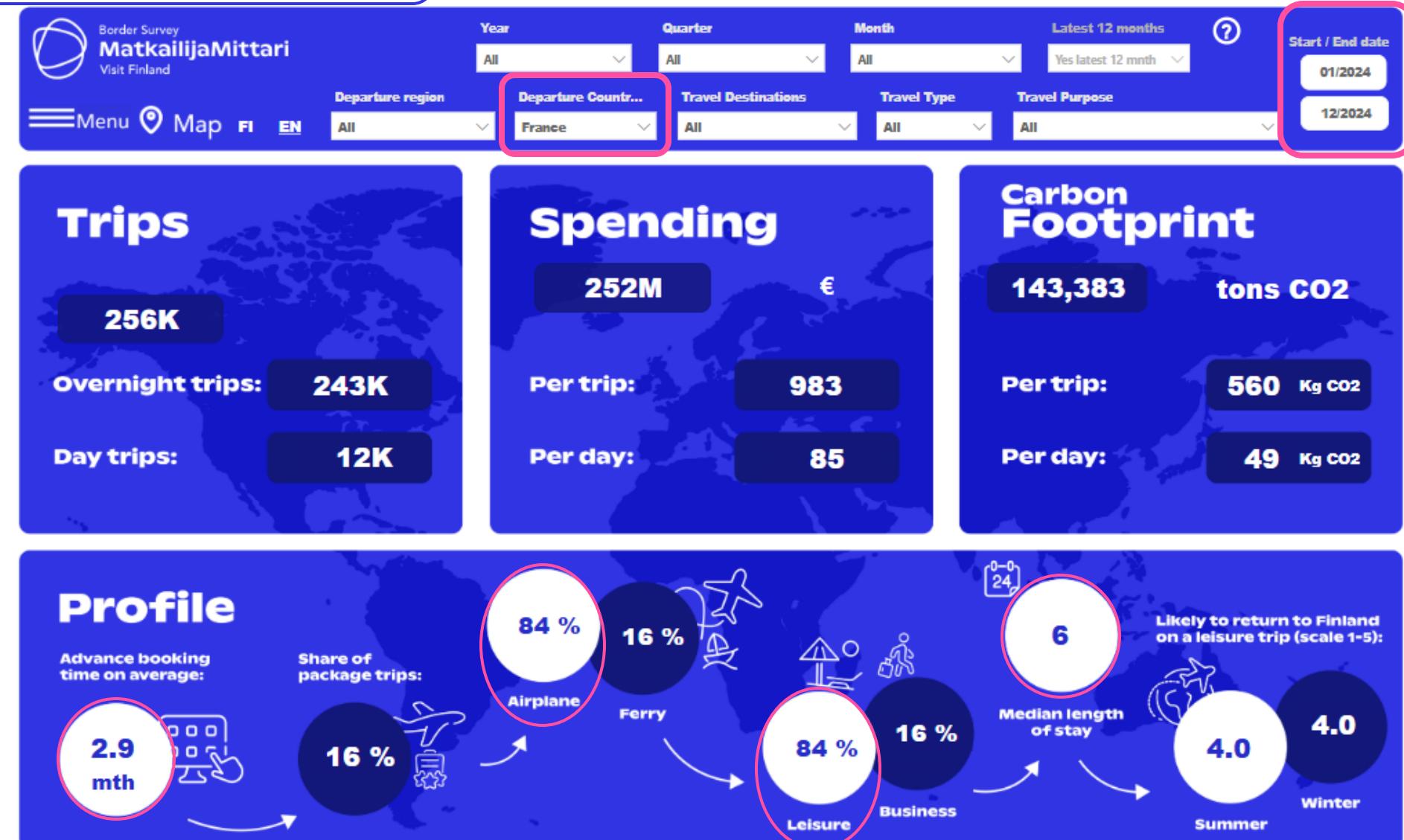


# All French travellers to Finland

Year 2024

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

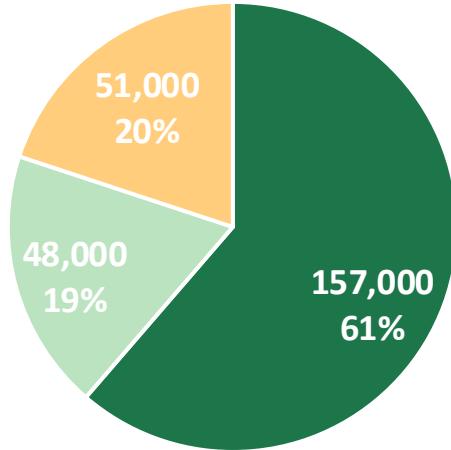
Country	Spend M€
Germany	376
Estonia	328
United States	312
United Kingdom	273
France	252
Sweden	191
Spain	154
China	154
Italy	149
Netherlands	111



# French trips & spending by purpose & main destination

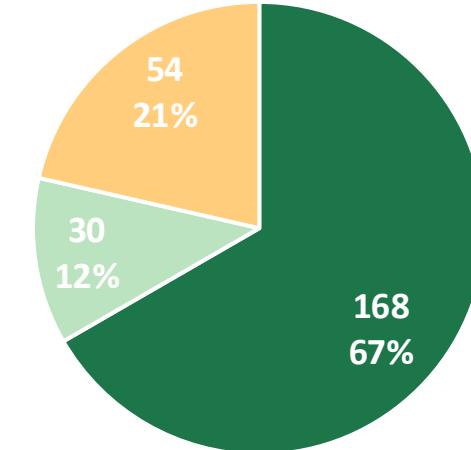
France: Trips to Finland

■ Vacation/recreation ■ Visiting friends/relatives ■ Business, study



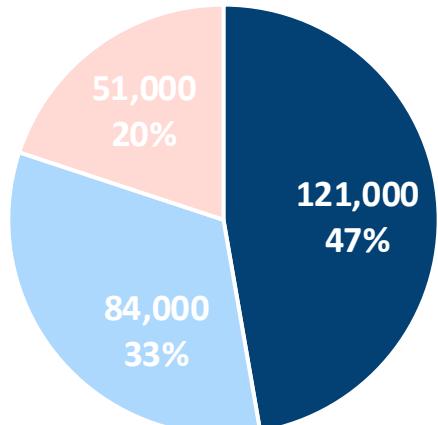
France: Spending in Finland, M€

■ Vacation/recreation ■ Visiting friends/relatives ■ Business, study



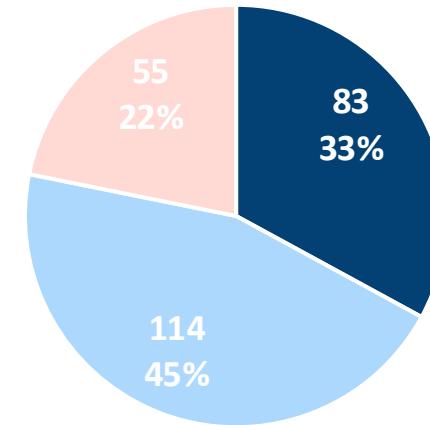
France: Trips to Finland

■ Helsinki & Uusimaa ■ Lapland ■ Other

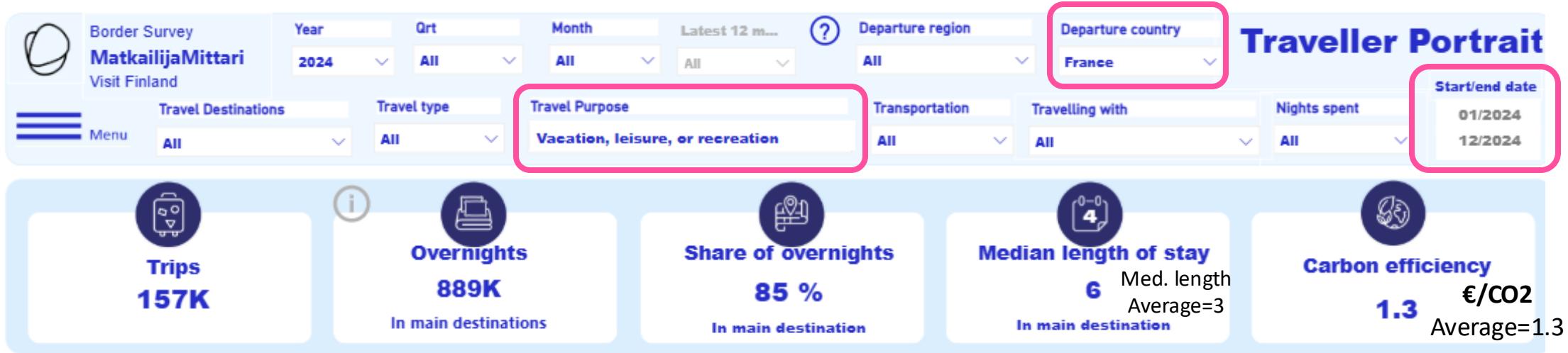


France: Spending in Finland, M€

■ Helsinki & Uusimaa ■ Lapland ■ Other

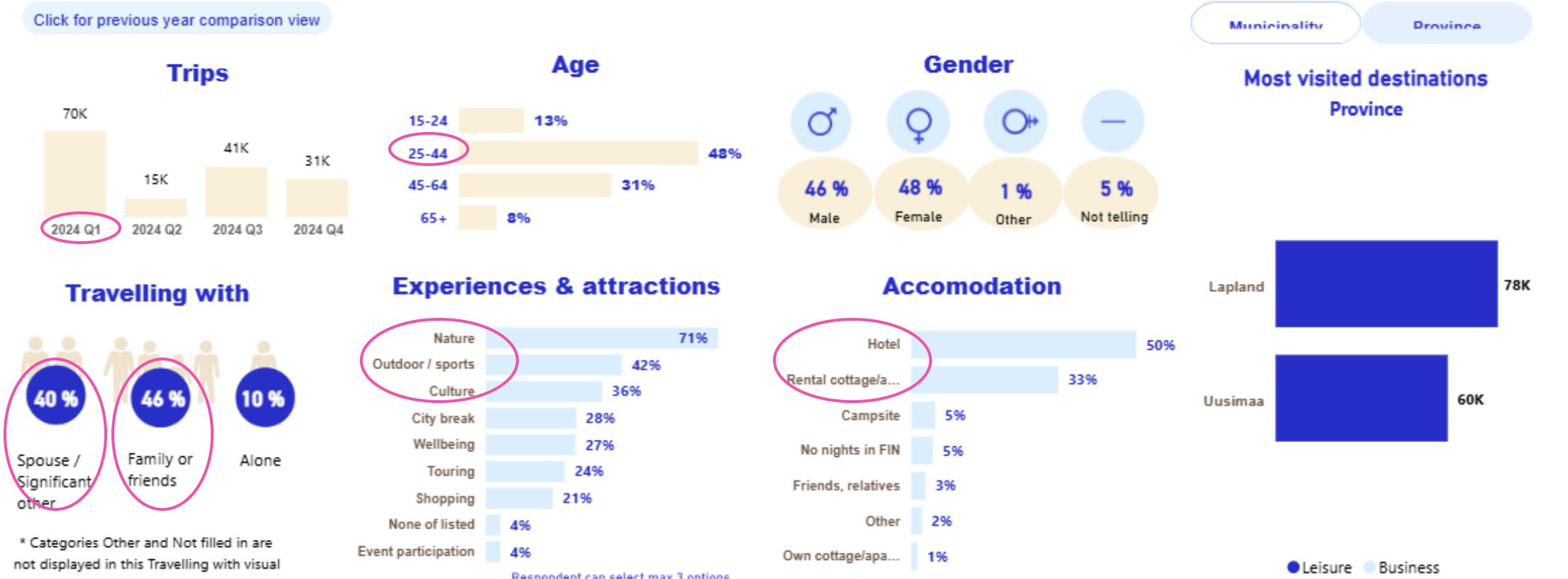


French  
vacation /  
recreation  
travellers to  
Finland  
Year 2024



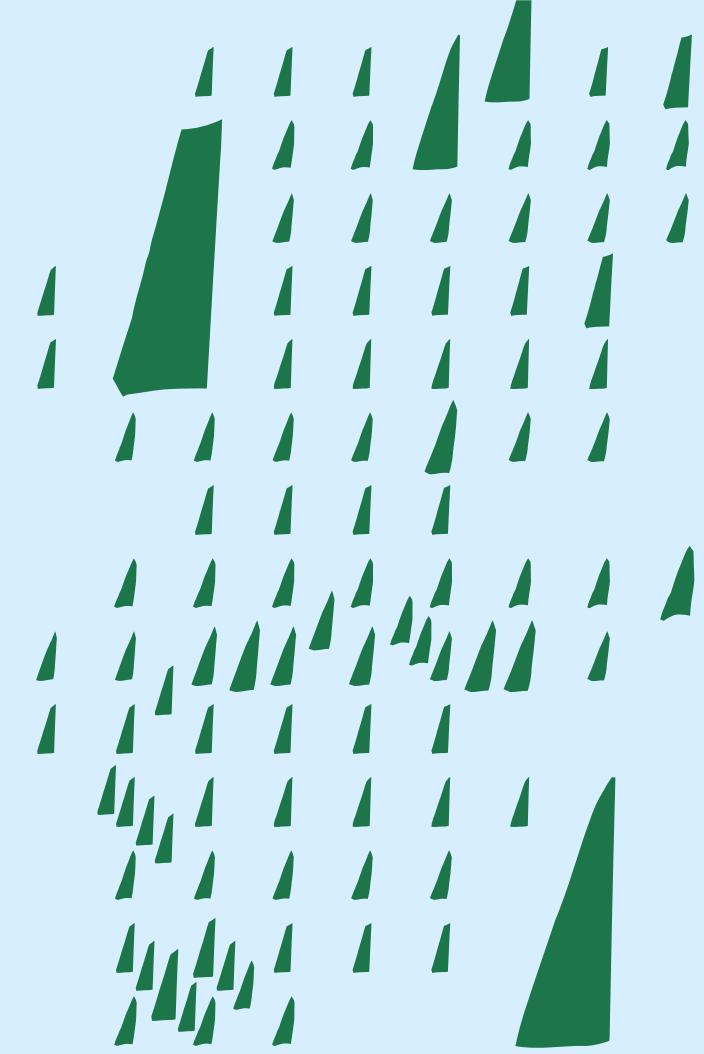
Click for previous year comparison view

# Traveller Portrait



Border survey  
**French trips to Finland**

Jan-Aug 2025



# French visitors to Finland

Border Survey / January – August 2025

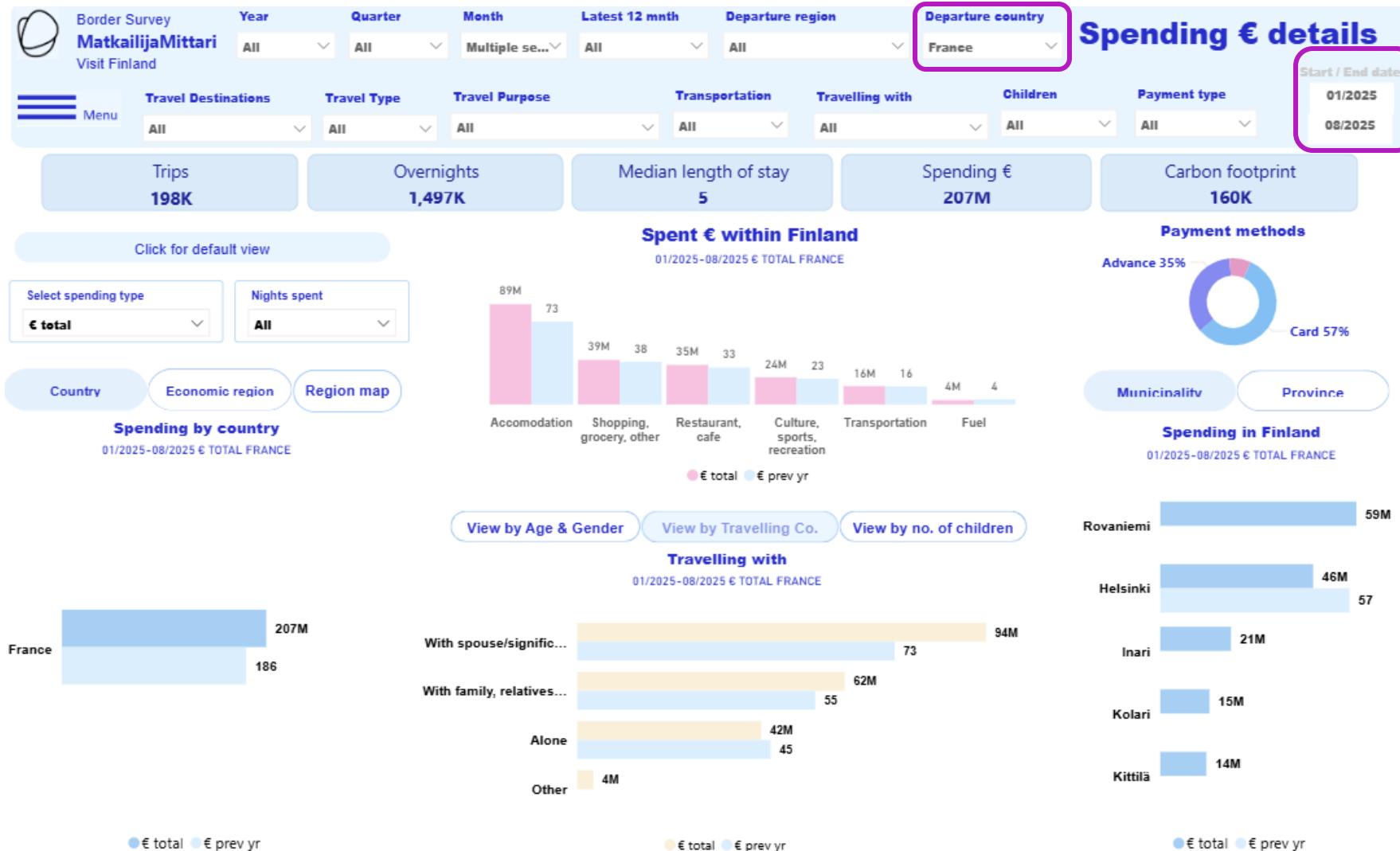
- **198,000** French visitors (YoY +2%)
- Spending **207 M€** (YoY +11%)
  - 1,042 € / trip (YoY +8%)
  - 111 € / day (YoY +31%)
- **87%** traveling for **leisure** (leisure trips +4% & spending +14%)
- Advance booking time, avg. **3.4 months** (YoY +0.5 months)
- Median length of stay **5 nights** (YoY **-2 nights**)



# French visitors' spending in Finland

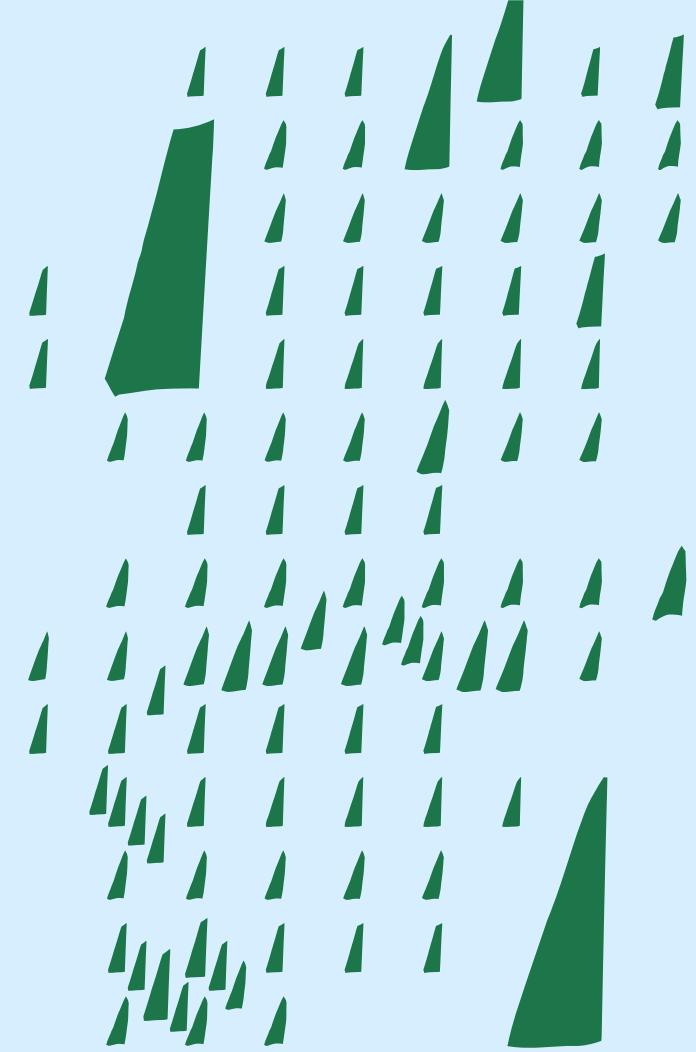
Border Survey / January – August 2025

- Number of **French travelers visiting Finland** grew by 2% from January to August 2025, and overall **spending increased** clearly more (+11%) as the spend per day and trip increased.
- The biggest increase in spending was on **accommodation** (22%).
- Travelling with **spouse** and with **family or friends** have both **increased**.
- Those travelling to **Lapland** have clearly **increased their total spend** compared to previous year.



Border survey  
**French vacation trips  
to Finland**

Comparison with winter and summer seasons 2025



# French vacation travel to Finland during summer & winter

- Vacation travel from France to Finland **decreased by 7%** in the **summer season**, while **winter travel increased by 54%**. Total spend dropped also during the summer (-9%), while it **increased clearly (+66%)** during winter compared to previous year.

## Summer season 2025 – French vacation travelers

Trips	Spending	Spend/trip	Spend/day	Median length of stay	CO2 efficiency
40K	30M€	753€	64€	4 nights	1.3
YoY change					
-7%	-9%	-3%	-31%	-	-

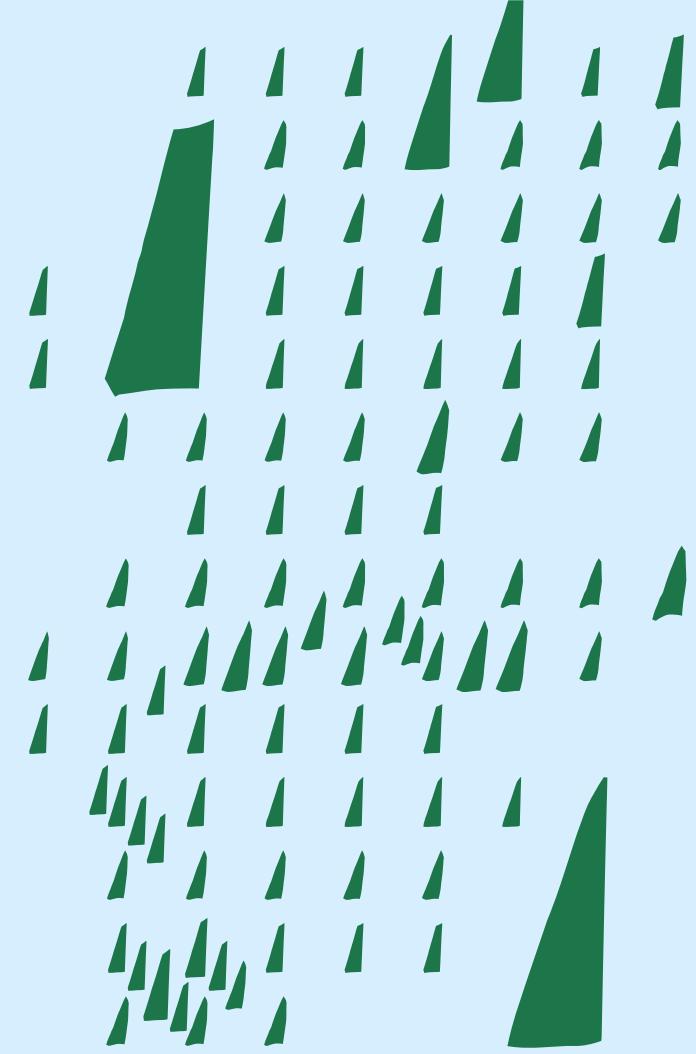
## Winter season 2024-2025 – French vacation travelers

Trips	Spending	Spend/trip	Spend/day	Median length of stay	CO2 efficiency
88K	124M€	1,412€	225€	6 nights	1.6
YoY change					
+54%	+66%	+8%	+28%	-1 night	+0.2

[Link to the report:](#)

[Matkailijamittari - Visit Finland](#)

# Registered overnights in Finland



# Overnights in Finland & top16 source markets in 2024

Year 2024 vs. 2023 & (2019)

Overnights in 2024

**Total foreign 6.4 M**

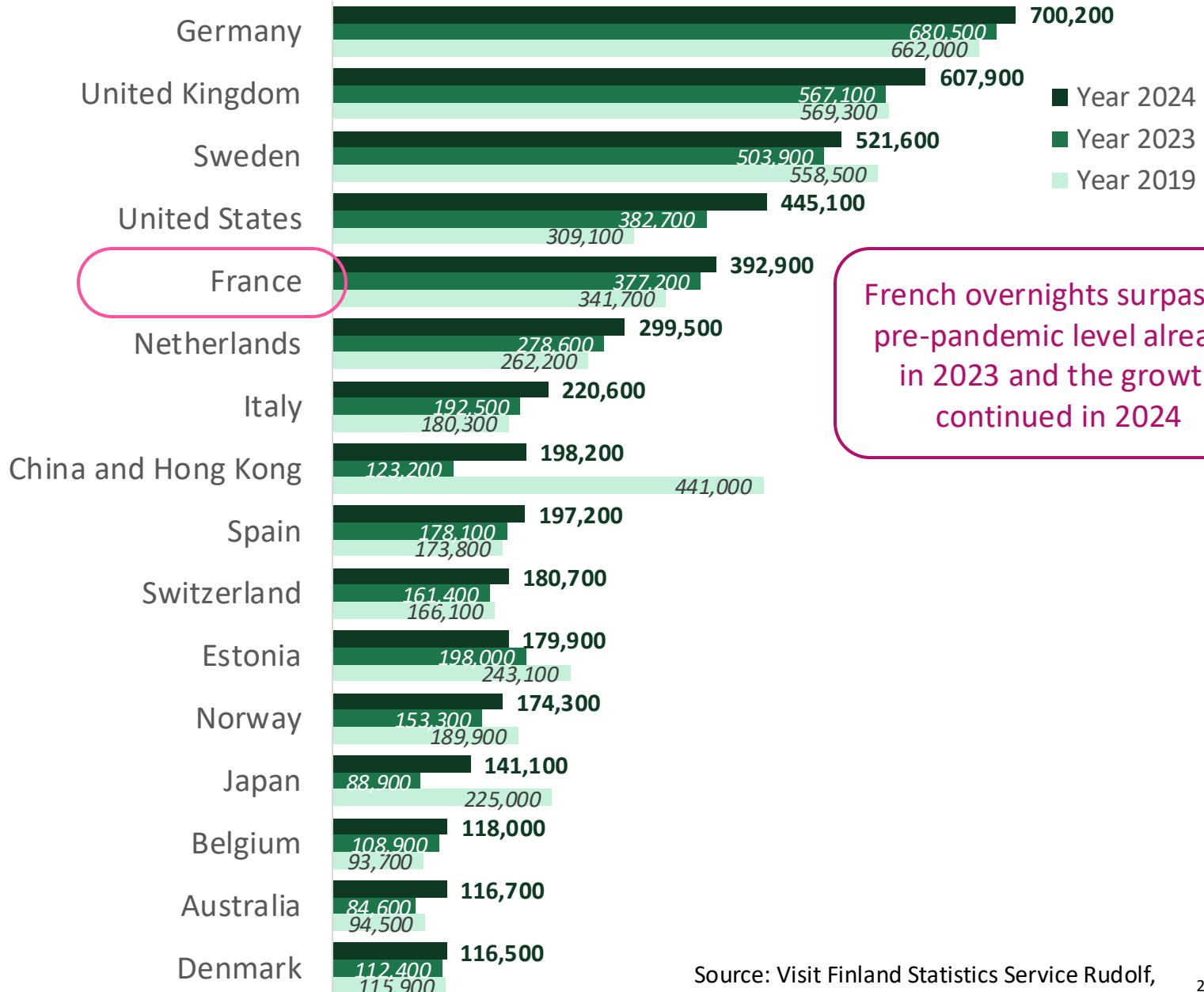
+11% vs. 2023  
(-10% vs. 2019)

**Foreign excl. Russia 6.4 M**

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

**EU+UK 4.0 M**

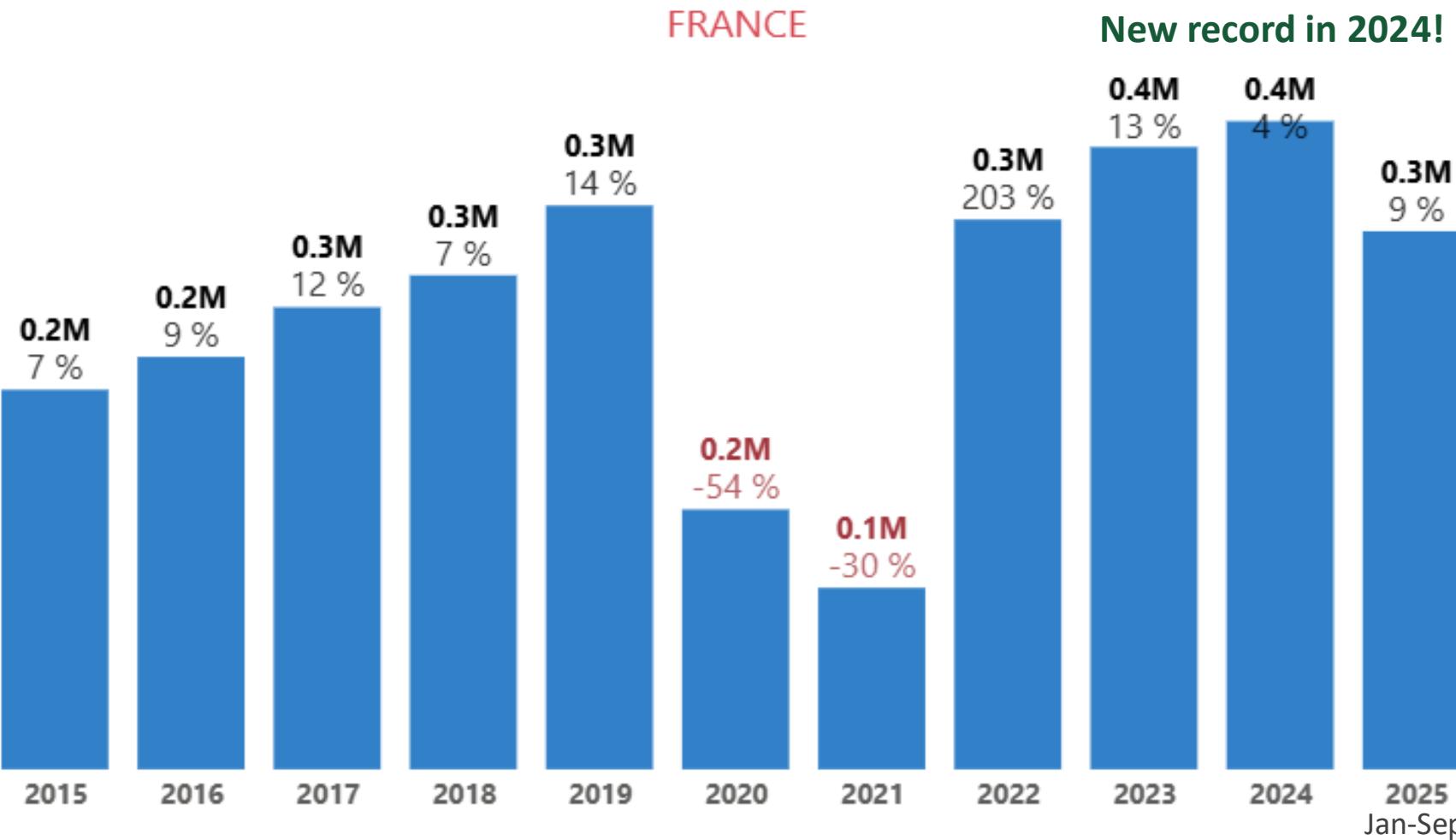
+6% vs. 2023  
(+6% vs. 2019)



French overnights surpassed pre-pandemic level already in 2023 and the growth continued in 2024

# French overnights in Finland 2015-2024 & Jan-Sep 2025

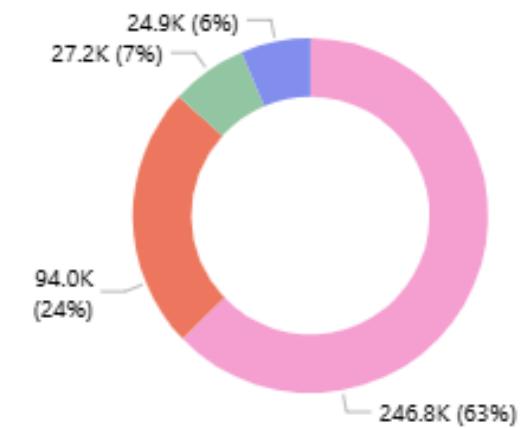
NO. OF OVERNIGHTS IN FINLAND AND YoY CHANGE %



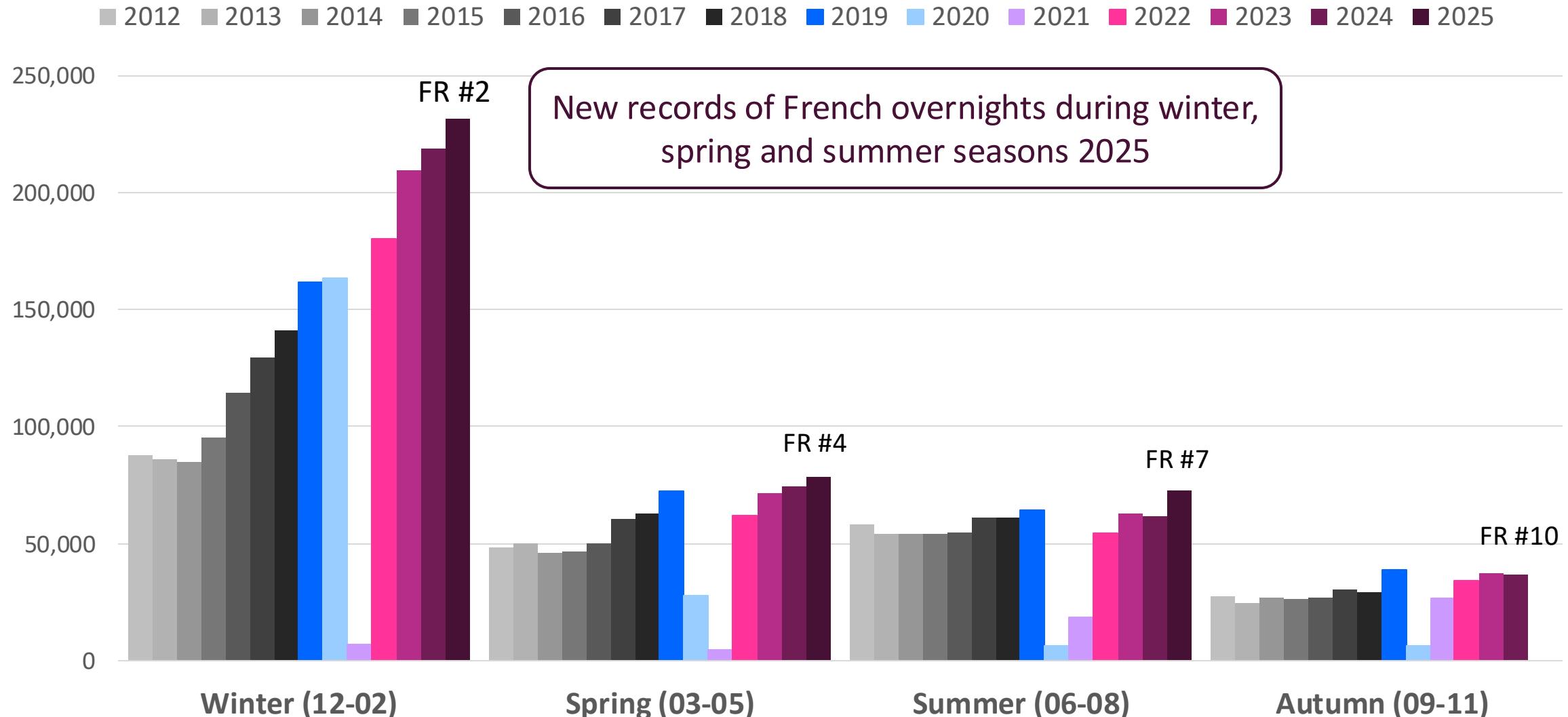
OVERNIGHTS IN MAIN REGIONS

**FRANCE - Year 2024**

LAPLAND ... HELSINKI ... LAKELAND COAST & ...



# France – Seasonal Overnights in Finland 2012-2025



# French monthly overnights in Finland 2018 – Sep/2025

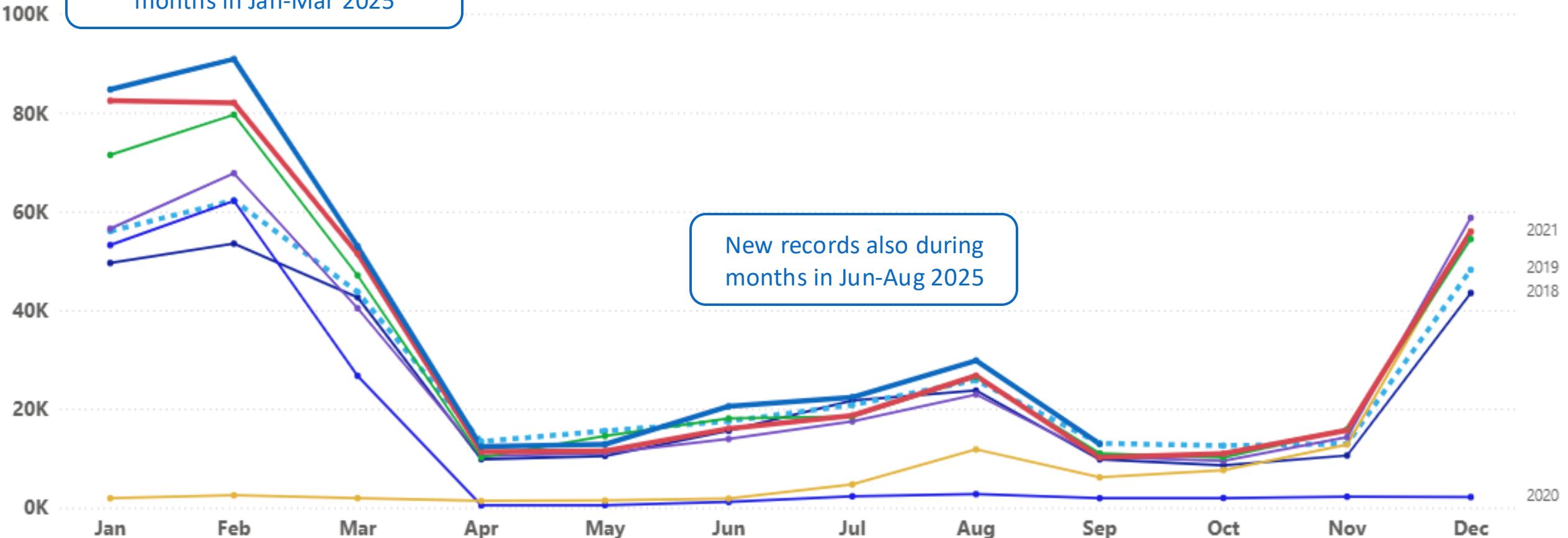
NO. OVERNIGHTS IN FINLAND BY MONTH

FRANCE

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

New records in overnights during months in Jan-Mar 2025

New records also during months in Jun-Aug 2025



# Overnights in high summer season 2025

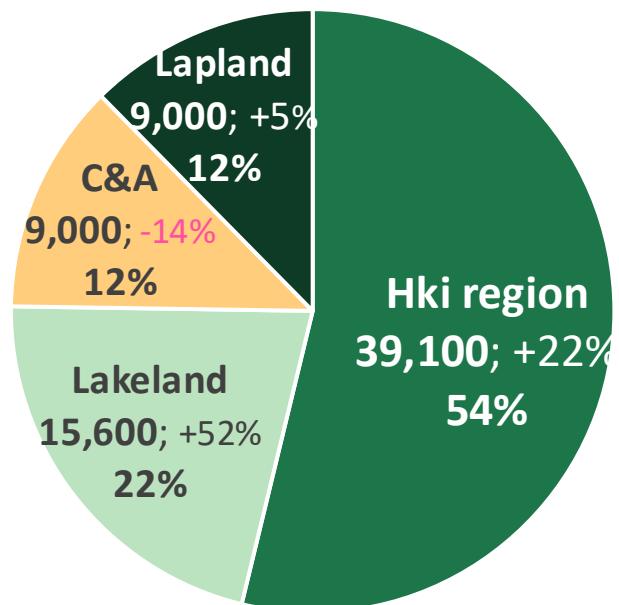
And change compared to summer 2024 & pre-pandemic

**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%)

French overnights / summer 2025



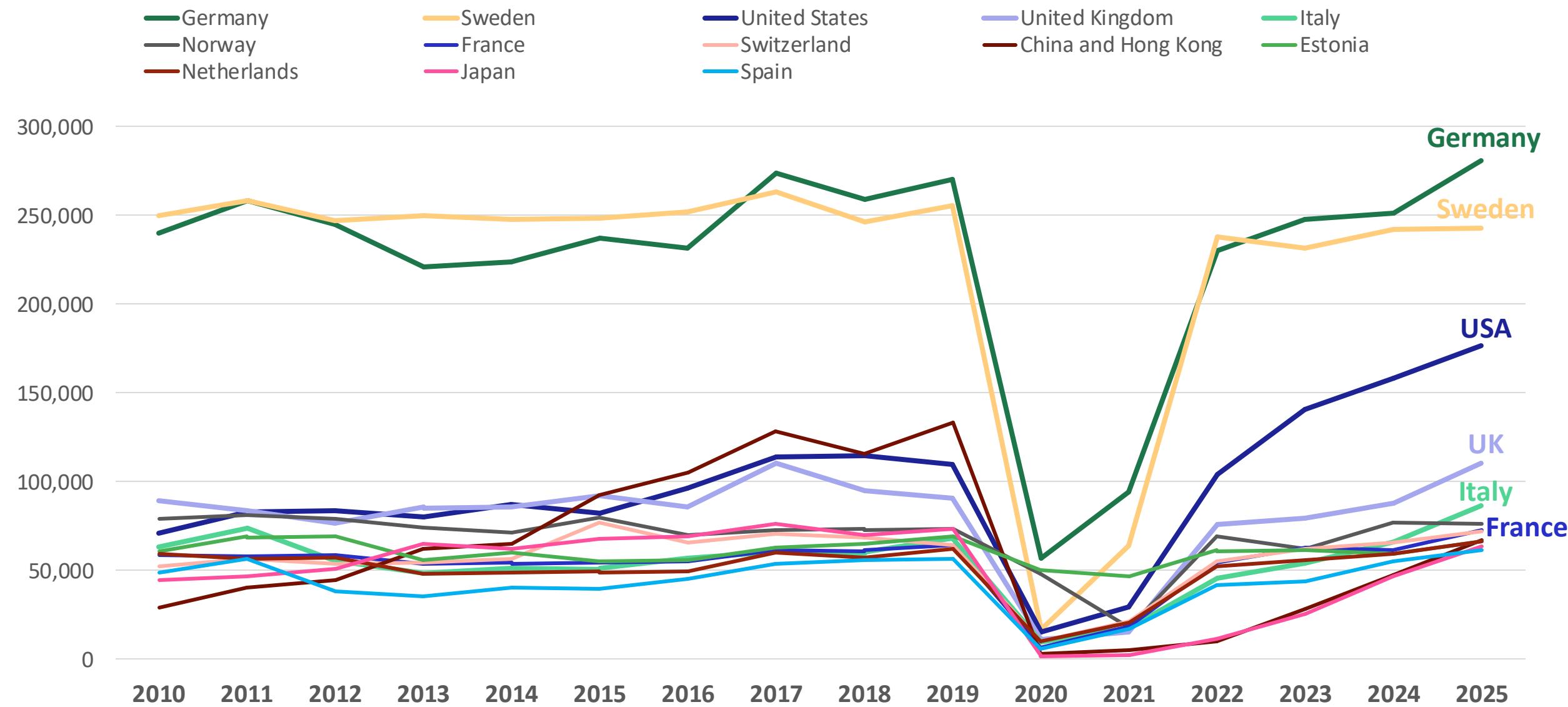
	<i>Jun-Aug 2019</i>	<i>Jun-Aug 2024</i>	<i>Jun-Aug 2025</i>	<i>2025 vs. 2019</i>	<i>2025 vs. 2024</i>
<b>Germany</b>	270 300	251 500	<b>282 100</b>	+4 %	<b>+12 %</b>
<b>Sweden</b>	255 200	242 300	<b>241 700</b>	<b>-5 %</b>	<b>0 %</b>
<b>USA</b>	109 900	157 900	<b>177 000</b>	+61 %	<b>+12 %</b>
<b>UK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



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)

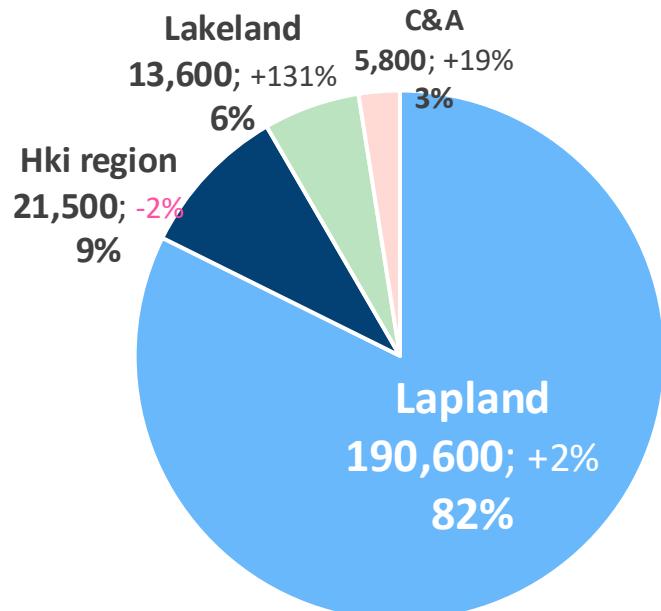
**2.3M** foreign overnights

+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%)

French overnights / winter 2024-2025

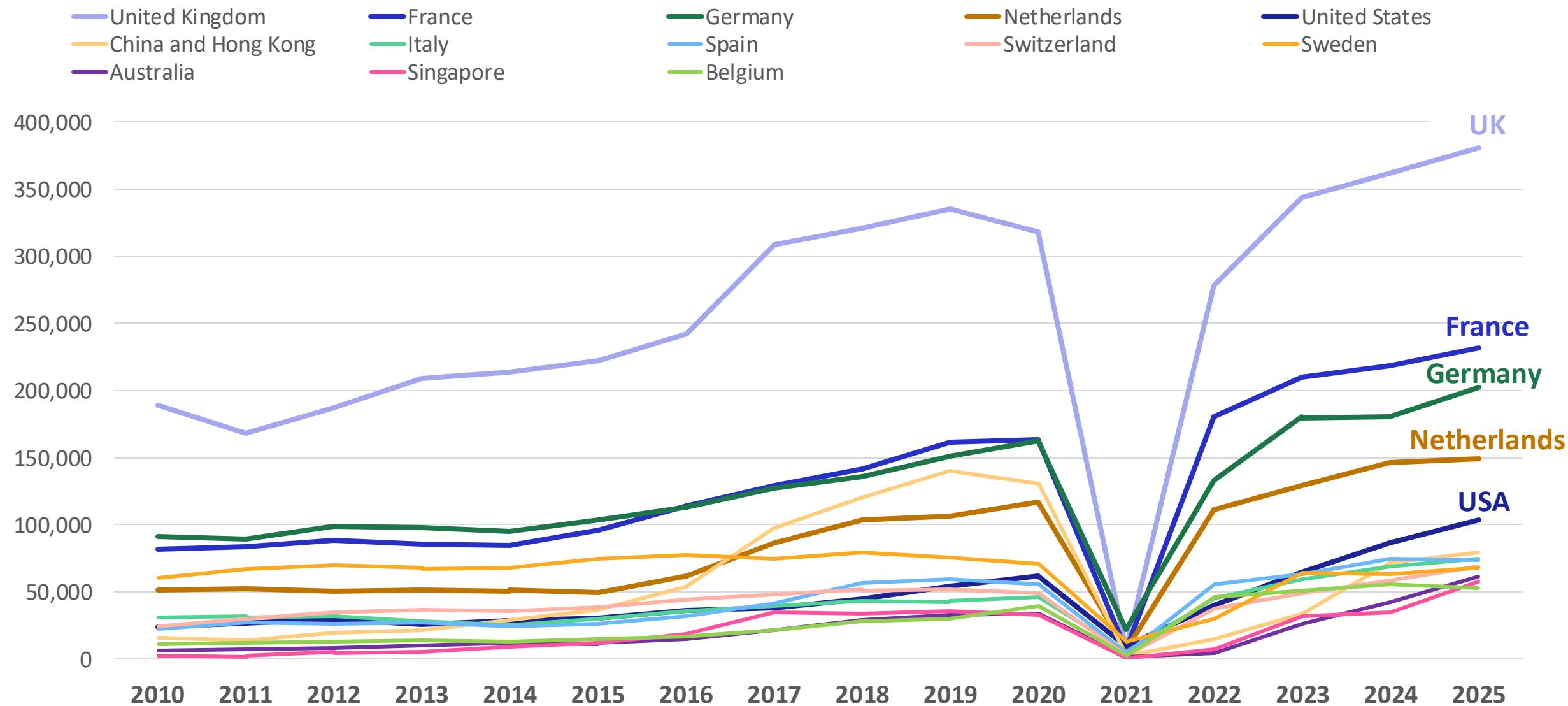


High winter season (12-02)

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

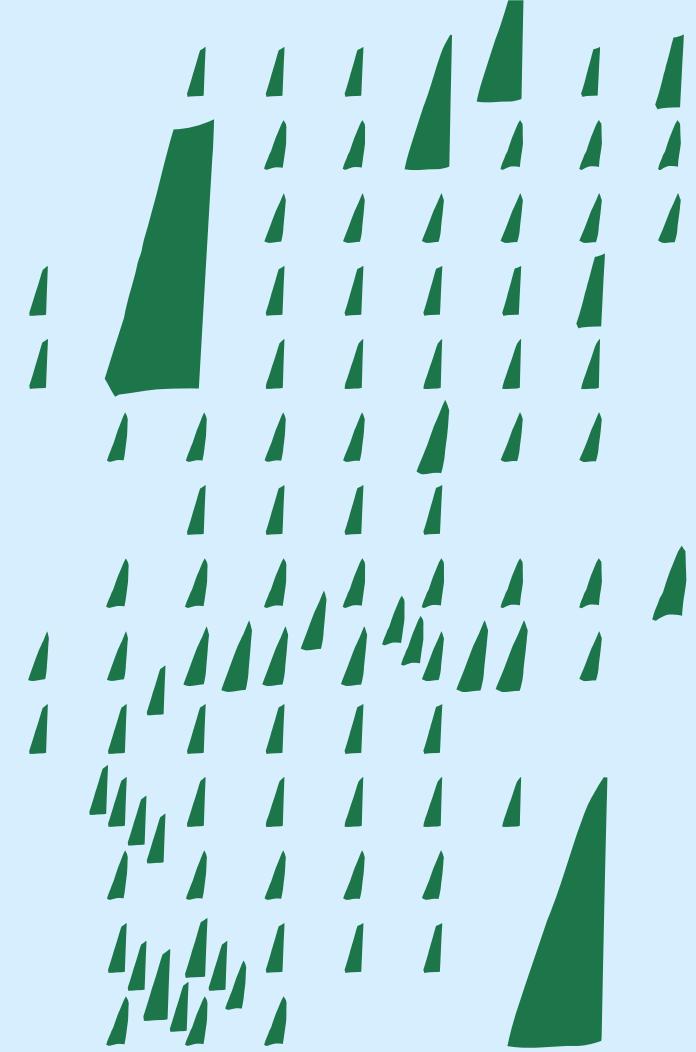
Source: Visit Finland Statistics Service Rudolf, Statistics Finland

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



# Overnights in short-term rentals

Year 2024

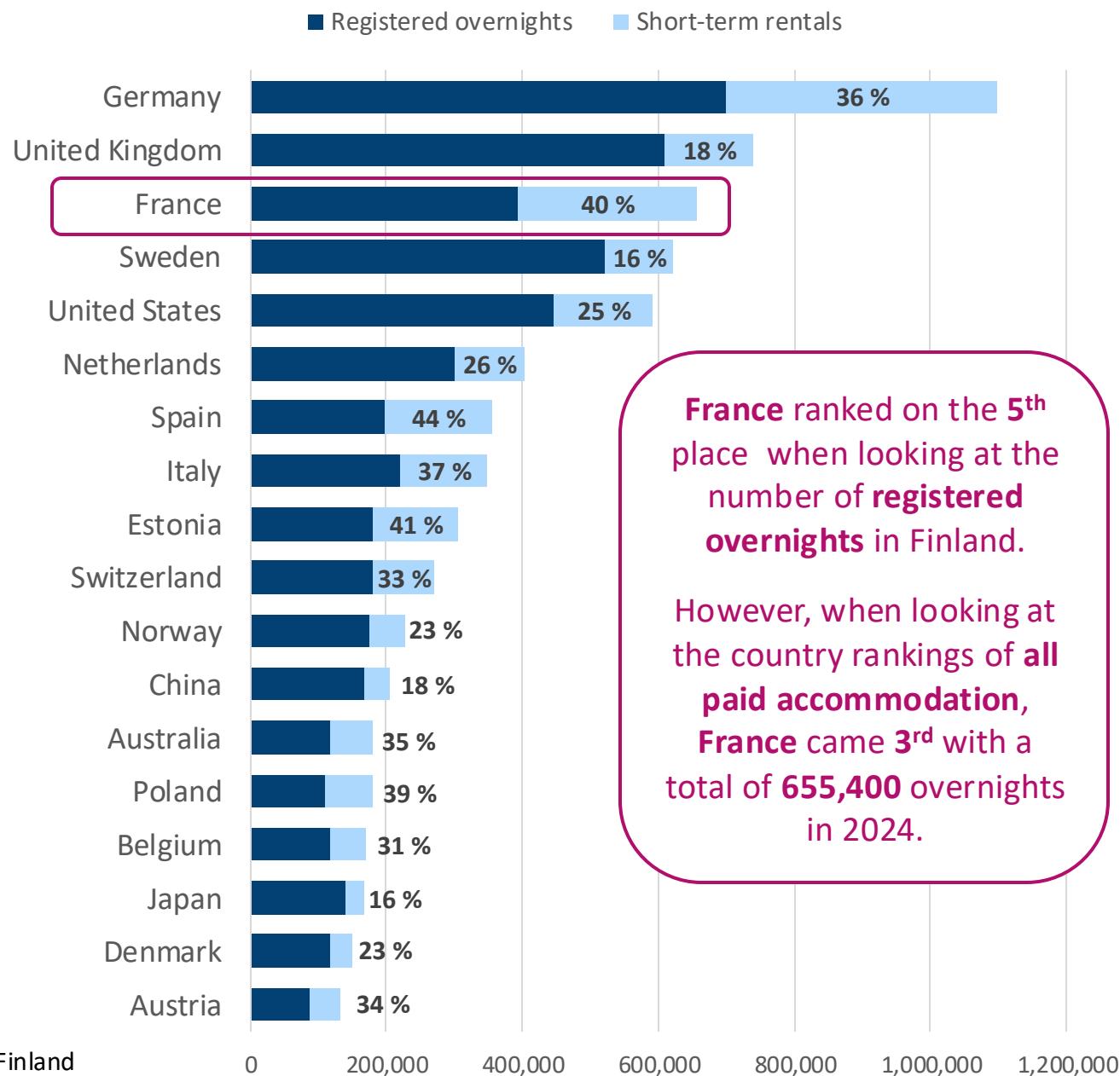


# Registered and short-term rentals overnights in Finland

## 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 are 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

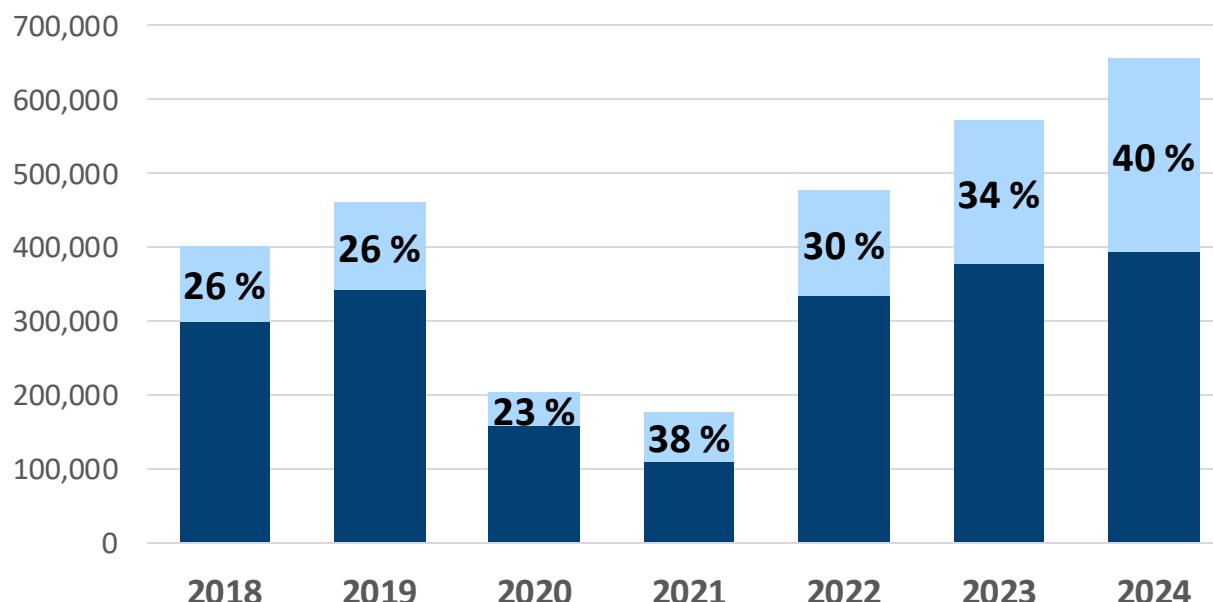
French tourists are among the **most engaged users of short-term rentals** during their visits to Finland. In 2024, French visitors recorded **262,500 overnights in short-term rentals**, accounting for **40% of their total paid nights**.

*French overnights of short-term rentals has more than doubled since before the pandemic and has increased by 35% compared to 2023. In contrast, the **increase in registered overnights** for French visitors in 2024 was **4%** compared to the previous year.*

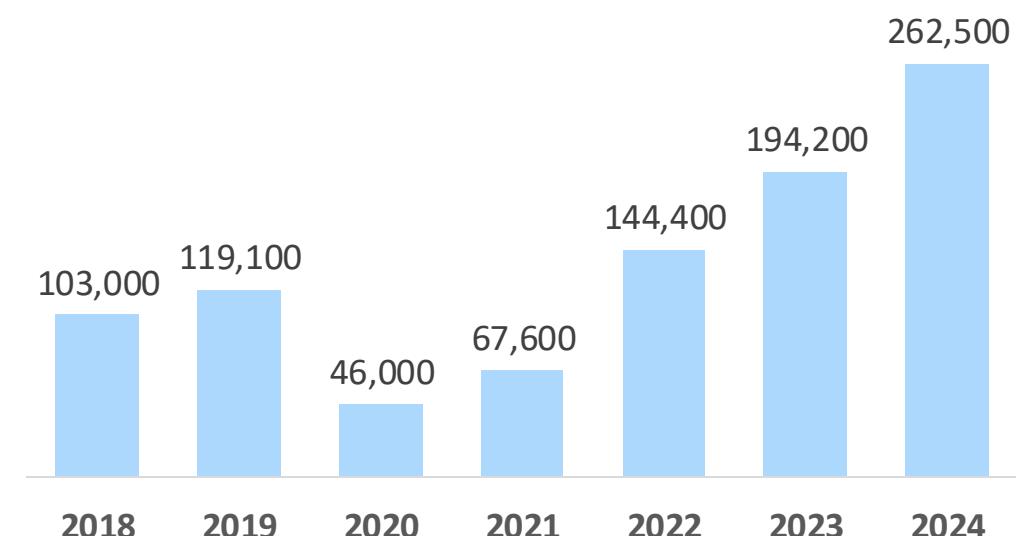
As a result, French visitors spent **655,400 nights in paid accommodation** in Finland in 2024, marking a **15% increase** from 2023 and a **42% rise compared to 2019**.

## French total paid overnights in Finland

■ Registered overnights    □ Short-term rentals



## French overnights in short-term rentals



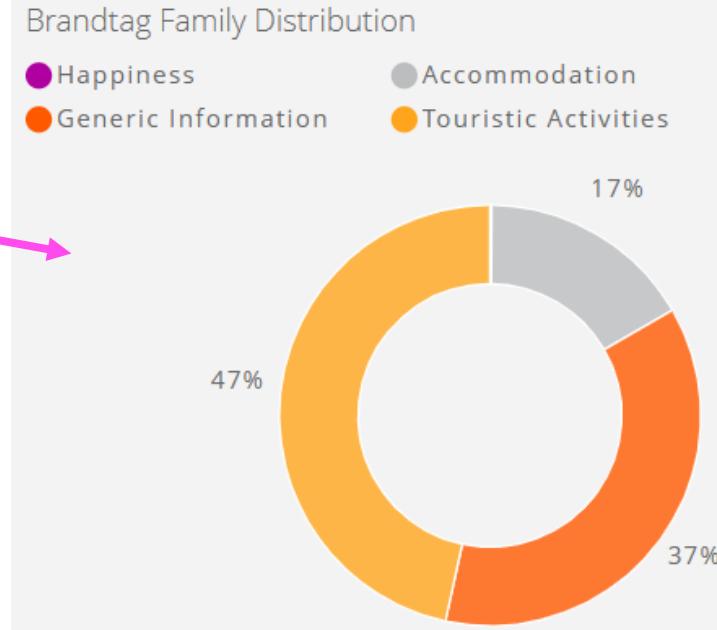
# French travel related internet searches 2024 vs. 2023



# Top Target Markets 2024 vs. 2023

Target Market Distribution			2024	2024/2023
Rank	Flag	Origin	Searches	Growth
1	🇺🇸	United States	983,170	51.5%
2	🇯🇵	Japan	871,460	15.1%
3	🇩🇪	Germany	758,470	-4.5%
4	🇬🇧	United Kingdom	572,410	21.2%
5	🇮🇹	Italy	334,210	-4.8%
6	🇫🇷	France	329,260	-6.3%
7	🇮🇳	India	285,960	43.1%
8	🇪🇸	Spain	244,390	-1.4%
9	🇸🇪	Sweden	198,110	-12.2%
10	🇨🇦	Canada	197,980	27.6%

## Distribution of French searches



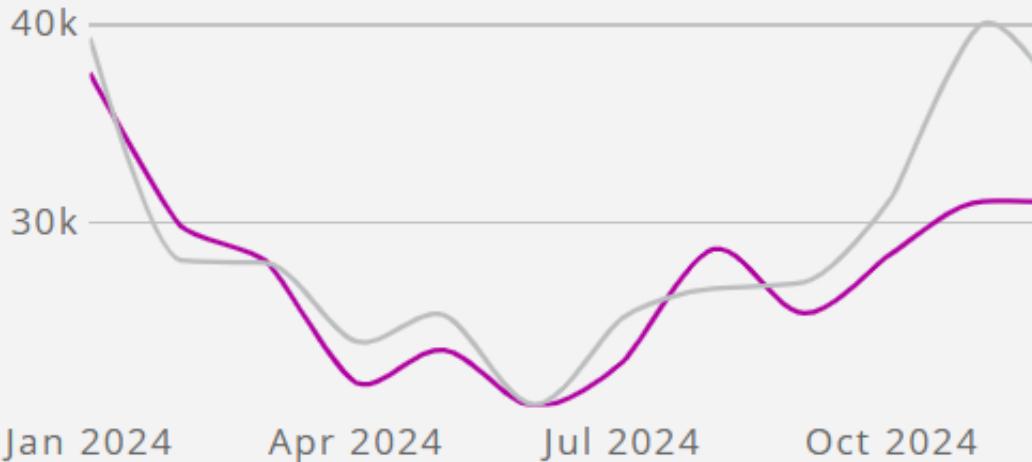
# France: Seasonality of searches 2023-2024 & Main topics in 2024

French travel related searches on Finland increased in February and August compared to previous year.

Interest towards **squares/marketplaces, skiing, and lakes** has increased.

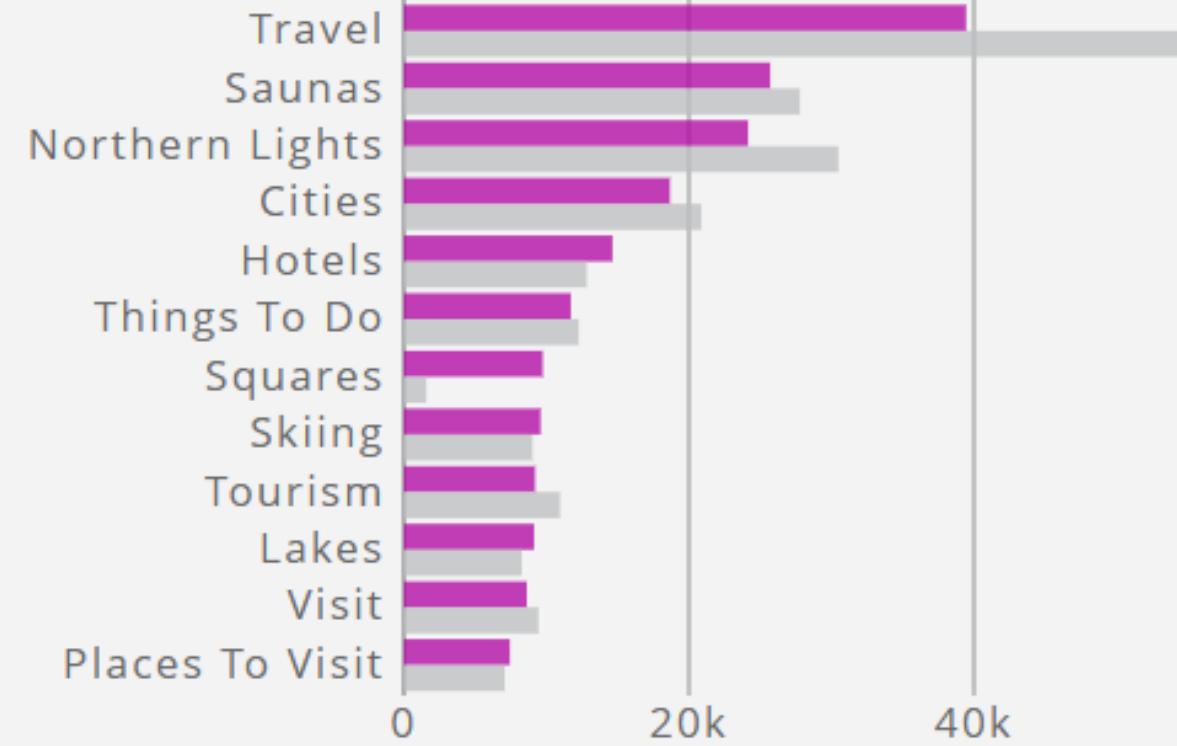
## Seasonality

- Jan 2024 - Dec 2024
- Jan 2023 - Dec 2023

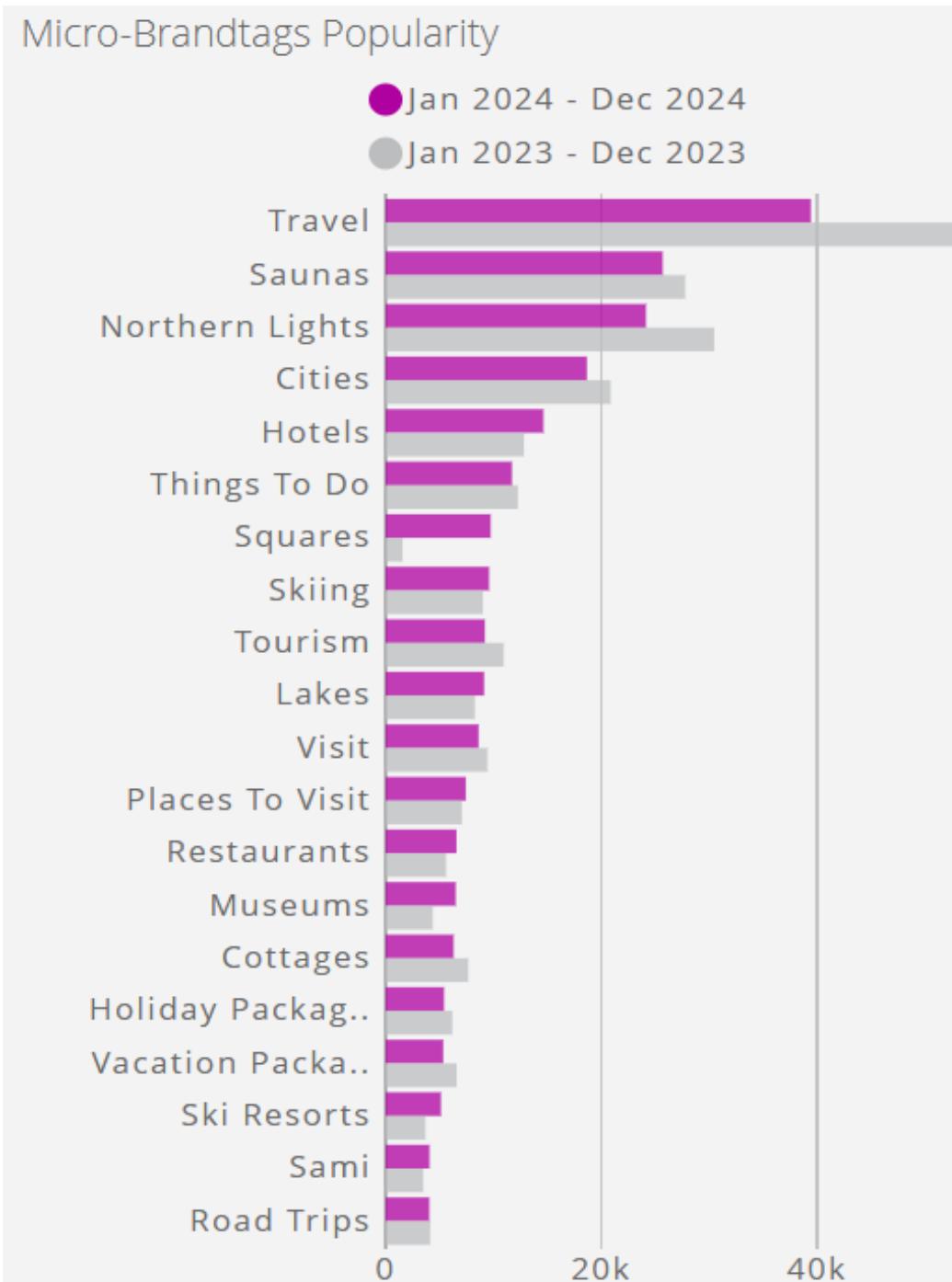


## Micro - Brandtags Popularity

- Jan 2024 - Dec 2024
- Jan 2023 - Dec 2023



# France: Top 20 topics in 2024





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

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

Comparison to Dec/2024 – Feb/2025

✈ France (excl. domestic) → Finland

Filtered period | 01 Dec 2025 - 28 Feb 2026

6 airports

**-8.6%** YOY for selected locations

Share ↑ YOY ↑

The seat capacity on flights between France and Finland will **decline by 9%** during the winter season compared to the previous winter.

However, seat capacity from Paris, Orly airport and Nice will increase.

Paris (CDG)  **-7.9%**

Paris (ORY)  **+2.4%**

Nice (NCE)  **+18.6%**

Paris (BVA)  **-49.9%**

Bordeaux (B...)  **-4.0%**

Lyon (LYS)  **-13.0%**

Finnair  **+9.0%**

Air France  **-10.9%**

Easyjet  **-26.9%**

Transavia Fr...  **+0.7%**

Ryanair  **-49.9%**

Vueling  **+11.1%**

Smartwings  **Discontinued**

Finnair is increasing its seat capacity from Paris (CDG) and Nice to Helsinki.

Transavia France & Vueling increase their capacity from Paris (ORY) to Lapland.

# Forecast for Flight arrivals in Dec 2025 – Feb 2026

Comparison to previous winter

✈ Worldwide (excl. domestic) → Finland

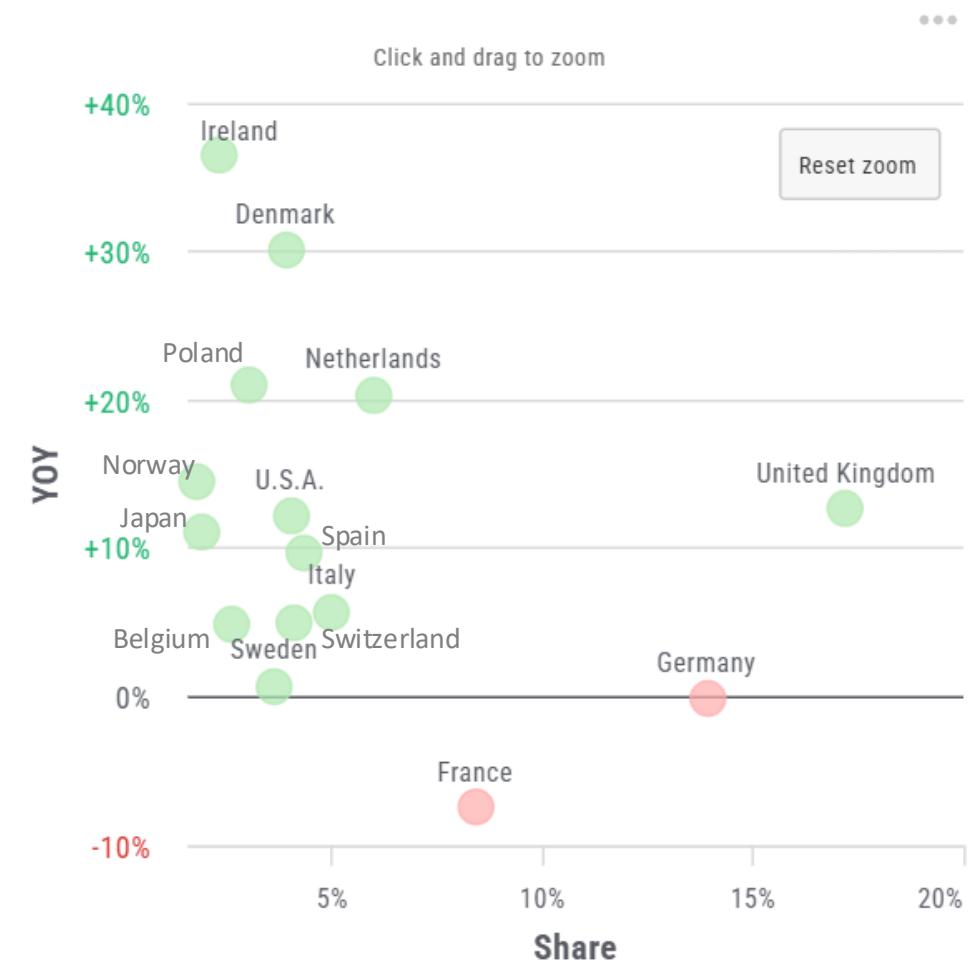
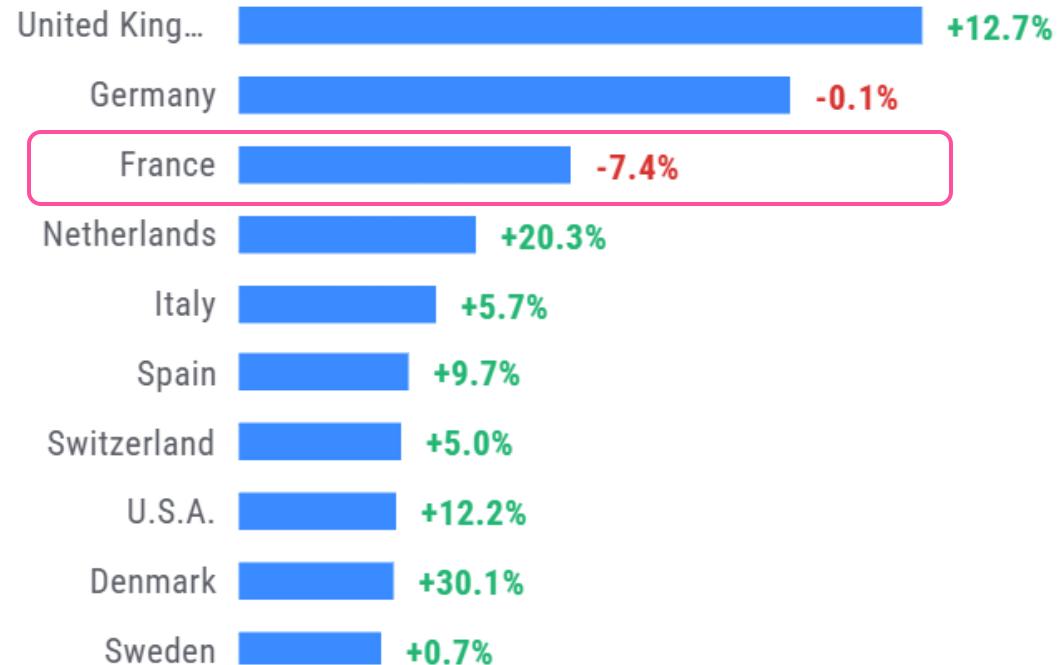
Database update 19 Oct

Filtered period 01 Dec 2025 - 28 Feb 2026

488,823  
tourist arrivals

+7.8%  
YOY for selected origins

Share ↑ YOY ↑ ...



# French market outlook

# Finland's position in the market

- **Very strong image** as a winter travel destination (Lapland)
  - Demand for the whole season from December until March/April
- **Summer season** less known, but lots of potential (+18% growth this summer season)
- **Good accessibility**
  - Air France – Paris-Helsinki & Direct Lapland flights during winter season
  - Finnair – Paris-Helsinki, Nice-Helsinki
  - Transavia – Direct Lapland flights during winter season
  - Easyjet & Ryanair – Direct Lapland flights during winter season
  - Norwegian – Nice-Helsinki
  - Many charter flights
- **Finland's good image as a sustainable and green** nature destination
- **Competitors:** Norway, Sweden, Iceland, Denmark, and Canada but also French Alpes
- **Good visibility** in the media (geopolitical situation, president Stubb, Finnish happiness, Culture etc.)
  - PR work (Culture, Food)

# Consumer trends and behavior

- **Safety** of the destination is one of the main criteria
- **Inflation** is impacting choices, but travel budget are “sacred”
- **Unsecure political situation** – bookings coming late
- **Demand for nature and outdoor activities** with room to roam
- **Food and Culture – growing interest in** Finnish sauna culture, design, and lifestyle
  - Experiences and learning during travelling: meet the locals and live like a local experiences
- **Importance of tour operators** (especially in the winter season)
- Popularity of use of different **OTA channels and renting platforms** (e.g. Airbnb)
  - French tourists are among the most avid users of Airbnb-type short-term rentals in Finland
- **Demand for services** and budget for it
  - Availability of services!
- **Out of a common experiences and authentic accommodation**
- **Coolcation** – demand for cooler summer destinations with outdoor activity possibilities
- **Role of AI** in travel planning growing

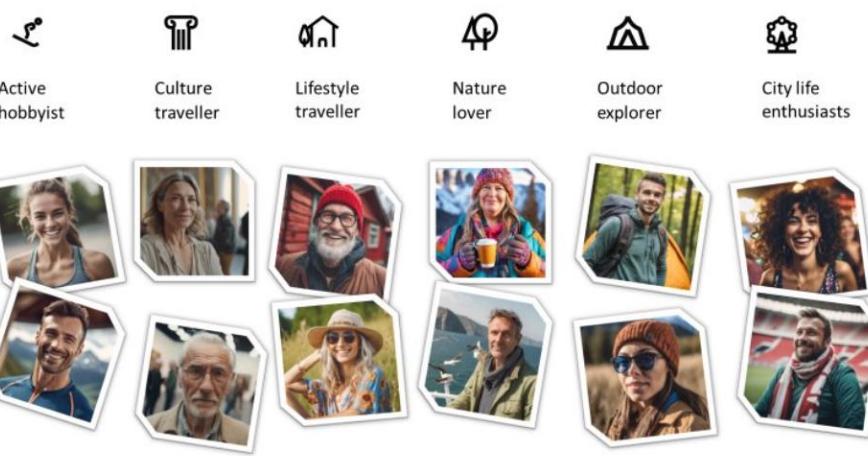
# Industry update and distribution channels

- France is the 3rd largest outbound market in Europe
- French travellers' registered overnights grows every year
- During winter season, difficulties with available accommodation options (and prices) in Lapland
- **Growing demand also for the summer season** - still need for product development
- **Big tour operators** with own charter flights and **many smaller, specialized operators**, selling actively Finland (e.g. Outdoors, Culture)
- **Main OTA channels** selling Finland: *Voyage Privé, Opodo, Veepee and Expedia.*
- **Role of the incoming agencies** is important !
  - Need for local, Finland based operators
  - need for French speaking guiding services

# Future outlook and upcoming season

- Coming winter season looks stable
- **Accessibility** is good
  - Good connections from Paris to Helsinki
  - Many regular direct flights to Lapland (from Paris, Nice, Lyon and Bordeaux)
  - Many charter connections
- Importance to maintain good winter image and help tour operators to find also alternative products when the accommodation availability is not good
- **New potential target groups:**
  - Incentive groups and seniors (travelling out of the holiday seasons and during shoulder seasons)
  - High end and luxury segments there
- According to the forecast of Tourism Economics, French overnights are expected to **grow by 71%** and **spending by 89%** over the next decade (2034 vs. 2024) in Finland.

# Top traveller segments



## NATURE LOVER

**Why this segment:** Finland (and other Nordic countries) ranks high among this target group, strong demand for nature destinations and experiences during holidays, concerned about sustainability

**Products:** Lapland in winter & Summer, Fly & Drive tours (e.g. Helsinki & Lakeland), Eastern Finland

**Sales channels:** Tour operators & Travel agencies, OTAs

## LIFESTYLE TRAVELLER

**Why this segment:** Interest in local culture & people, are looking for destinations with less mass tourism, higher travel budgets and length of stay

**Products:** Helsinki & surroundings, Helsinki & Lakeland tour (fly & drive)

**Sales channels:** Digital channels, for the high-end clients -> Tour operators /agencies specialised in high-end products

## ACTIVE HOBBYIST

**Why this segment:** High interested in Finland among this target group, looking for new and different experiences, love sports in nature

**Products:** Active holidays in Lapland (all year around) and Northern Lakeland

**Sales channels:** Digital channels, specialised travel agencies (outdoor thematic ones)

# 2026 Activity plan

# Activity plan 2026

## FRANCE

### Sales Events

- Matka
- PURE Event & Meetings 12.3.2026 (FCB)
- Nordic Workshop 17.3.2026
- Midnight Sun Workshop
- IFTM Top Resa 2026 Nordic Stand 15 -17.9.2026 TBC



### Famtrips

- Joint famtrips for European markets



**NORDIC WORKSHOP**  
FRANCE & ITALY 2025



Norway VisitDenmark Visit Finland Visit Iceland

# Activity plan 2026

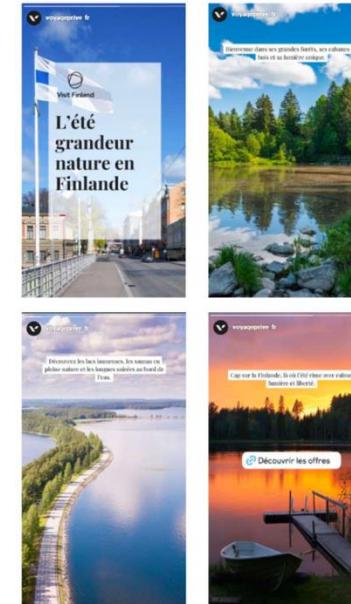
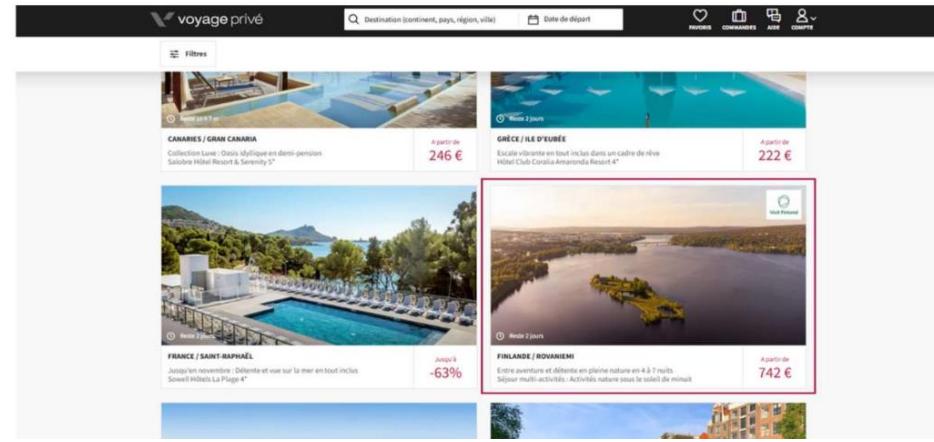
## FRANCE

### B2C Image Campaigns

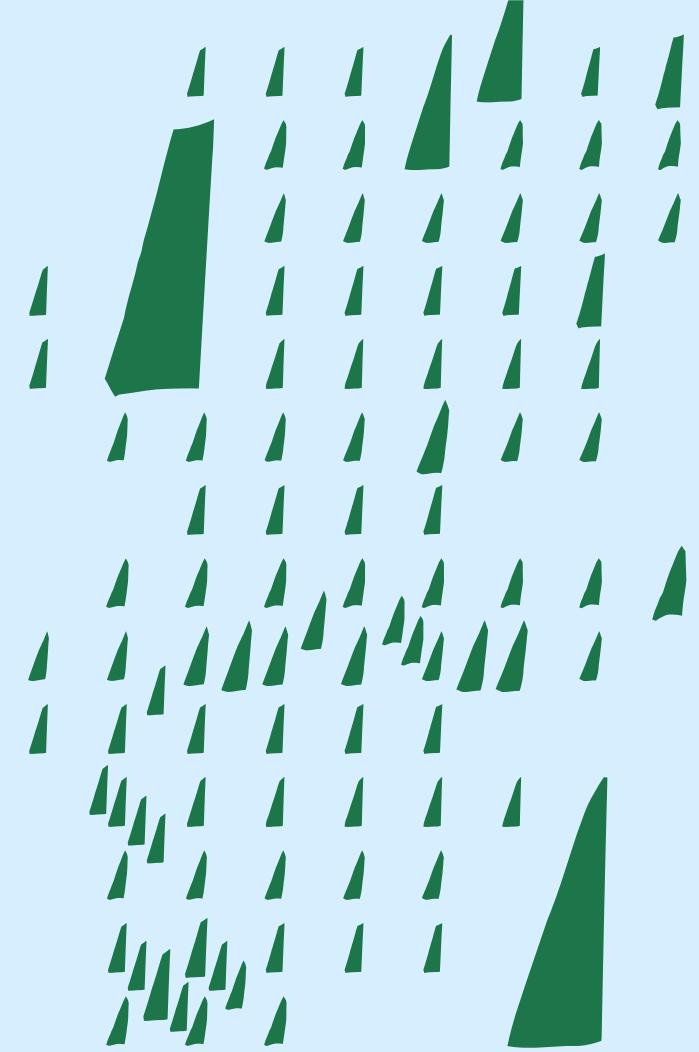
- Food Image campaign
- Eastern Finland campaign
- OTA (Opodo) Summer campaign

### Joint Promotions

- Joint promotions, 50-50 funding basis
  - TO-OTA / Visit Finland / partners
- Campaign formats to boost awareness and increase sales and tour production
  - Effective, value for money



# France PR & Media 2025



# PR & Media Activities

## France

Visit Finland's PR activities in France include press releases, proactive pitching, media and influencer visits, and PR events – all in close collaboration with our Paris-based PR agency. So far in 2025, we've hosted 15 individual visits, joined 3 international group visits, organized 2 national group visits and shared numerous press releases and pitches.

### Coverage January-September 2025

- 106 Media Hits
- Visibility Score 63%
- Brand Building Effect 697.6 million
- Average Tone 2.96/3.00
- Media: Le Figaro, M le Monde, Elle, Ideat, Marie Claire, The Good Life, Air France Envols, GEO, GQ France and many more
- Content Creators: @theovoyageurgourmand, @les\_splendeursdumonde, @justinepiluso and many more

1. The average **Visibility Score** talks about attention, e.g., an article can be expected to get.
2. **Brand Building Effect** is an estimate of the number of media consumers that have seen the article.



# Coverage Highlights

## IDEAT

IDEES • DESIGN • EVASION • ARCHITECTURE • TENDANCES



# ELLE

5 habitudes qu'on pique aux gens les plus heureux du monde



ENVOLS

ACCUEIL > ÉVASION > VOYAGE >

Les plus beaux archipels de la mer Baltique, entre îles sauvages et villages côtiers

# marie claire

Reportage en Finlande, dans la forêt du bonheur

PAR CATHERINE DURAND PUBLIÉ LE 18/08/2025 À 17:53



Enregistrer Partager

Des balades en pleine nature prises en charge par la sécurité sociale ? C'est une réalité dans ce territoire aux trois quarts boisés récemment élu « pays le plus heureux du monde » pour la huitième année consécutive. Nos reporters ont tenté de percer le mystère du lien presque matriciel qui unit les Finlandais à leurs arbres, à la source de leur bien-être.

## LES HARDIS

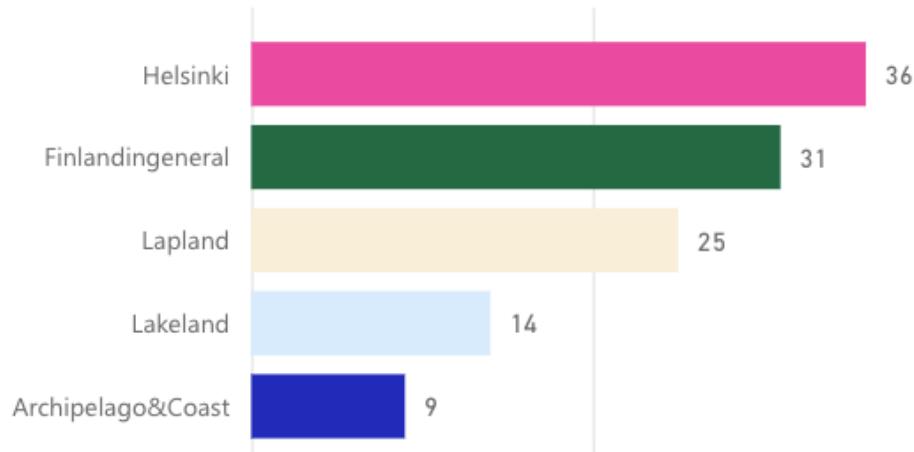
Itinéraire culturel et gourmand en Finlande du sud

### 20tempo

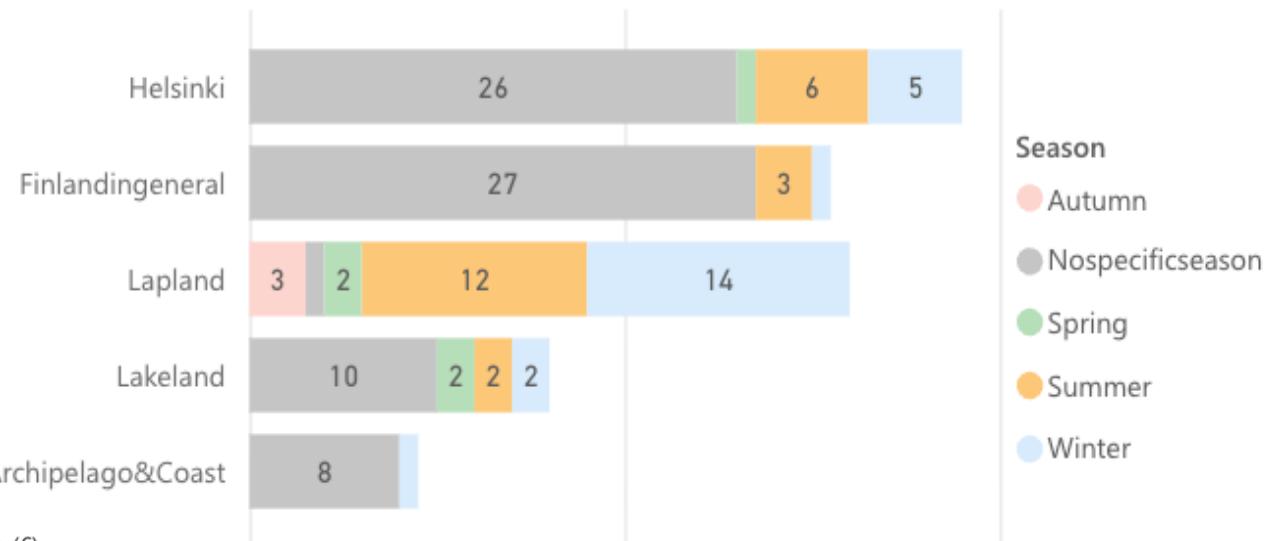
Que faire à Oulu, élue capitale européenne de la Culture pour 2026 ?

# Region, Season & Themes, France Q1-Q3/2025

Number of hits per region



Regional coverage by season

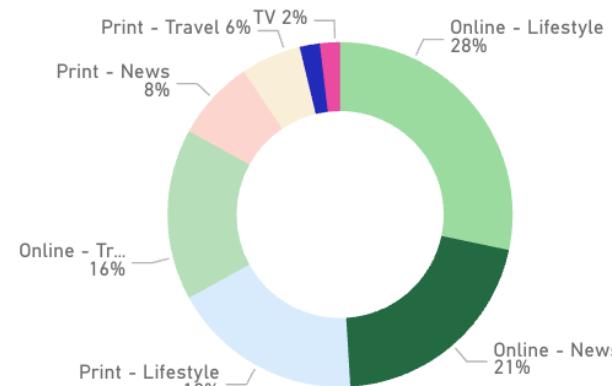


Theme	Number of hits	Visibility Score	Brand Building Effect	Publicity Value (€)
Culture	38	70 %	299M	463,701 €
Tourism in general	23	59 %	121M	250,470 €
Happiness	17	69 %	255M	1,155,769 €
Outdoors	10	46 %	9M	54,882 €
Luxury	5	50 %	1M	13,429 €
Sustainability	5	70 %	8M	35,763 €
Wellness	4	45 %	1M	14,921 €
Gastronomy	3	58 %	4M	21,625 €
Sport	1	75 %	0M	1,125 €
<b>Total</b>	<b>106</b>	<b>63 %</b>	<b>698M</b>	<b>2,011,685 €</b>

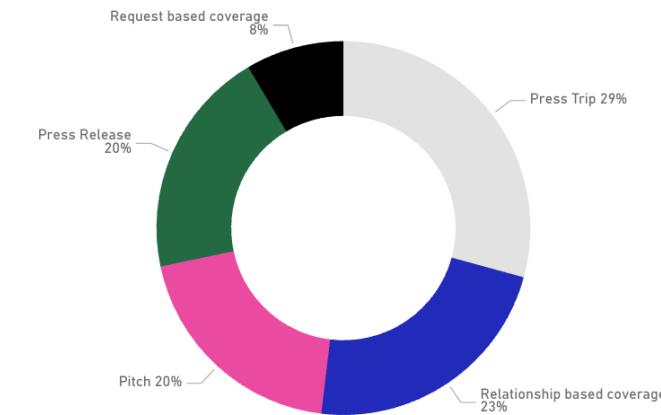
- Helsinki has been the most popular region with 36 hits.
- Year-round coverage was the most popular with 27 hits.
- Culture was the most popular theme (38 hits, 70% visibility score )

# Origin, Media Type & Relevance, France Q1-Q3/2025

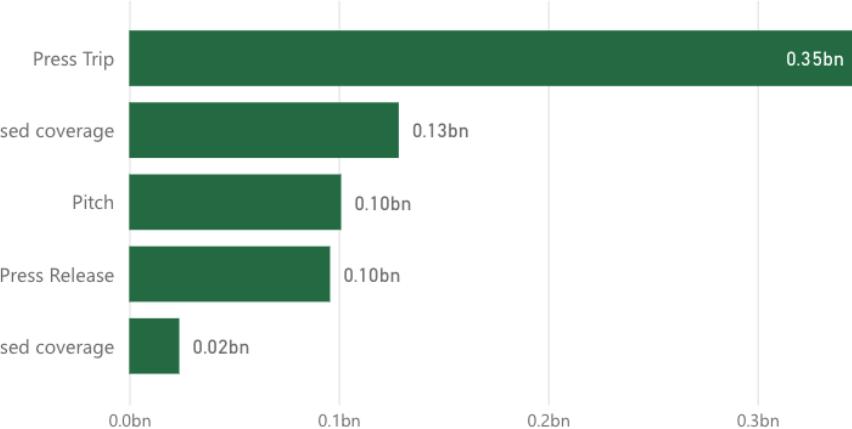
Share of hits by Media type



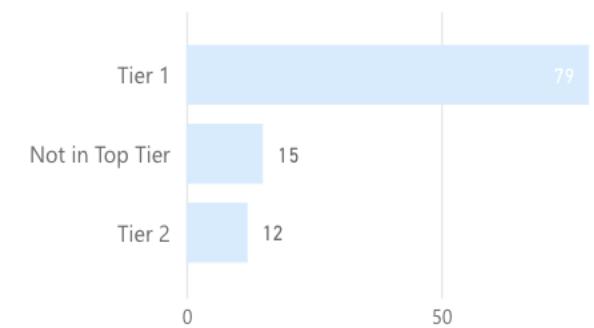
Share of hits by Origin



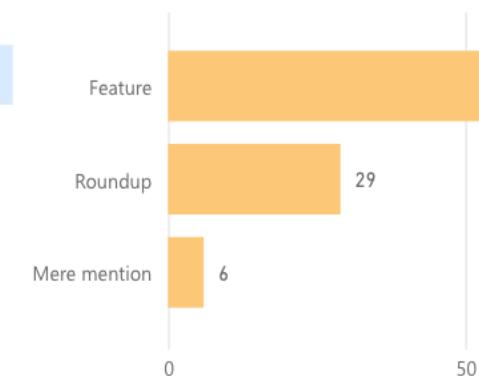
Brand Building Effect by Origin



Number of hits by Media Relevance



Number of articles by Subject Prominence



- 65% of coverage featured in online media and 32% in print media.
- Most hits originated from press trips, pitches and releases – with press trips also leading in Brand Building Effect.
- 67% of articles were feature stories, offering in-depth exploration of Finland.
- 75% of coverage in Tier 1 media.

# 2025 Highlights



## NORDIC WORKSHOP

FRANCE & ITALY 2025





# PURE Events & Meetings

## March 2025

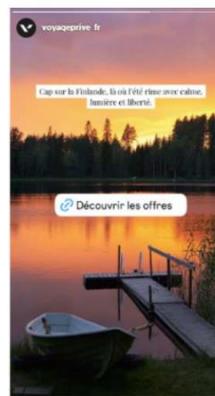
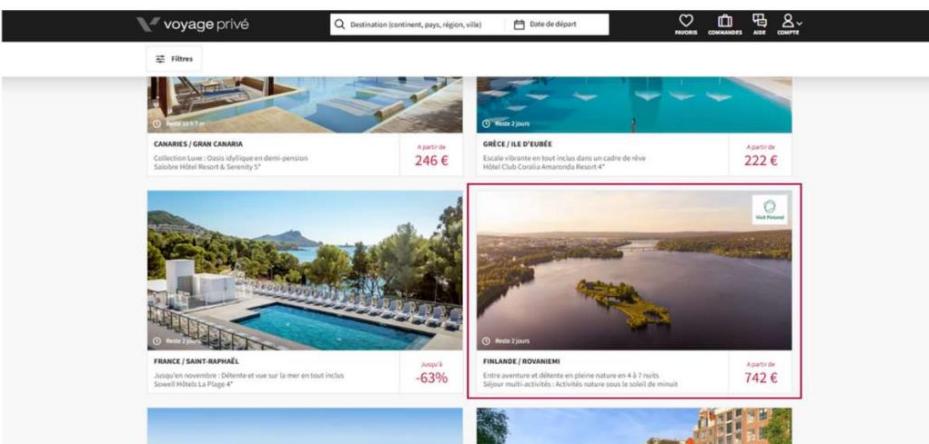


# Mid Summer Tour Paris & London



# Joint Promotion campaigns

- Carrefour Voyages Summer campaign
- Voyage Privé Summer campaign
- Fairmoov Summer Promotion campaign

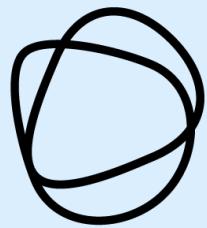


# Team Finland cooperation



**Pekka Halonen exhibition  
at Petit Palais & Events**





**Visit Finland**