



**Visit Finland**

# Ruotsalaismatkailun merkitys ja rakenne Suomessa

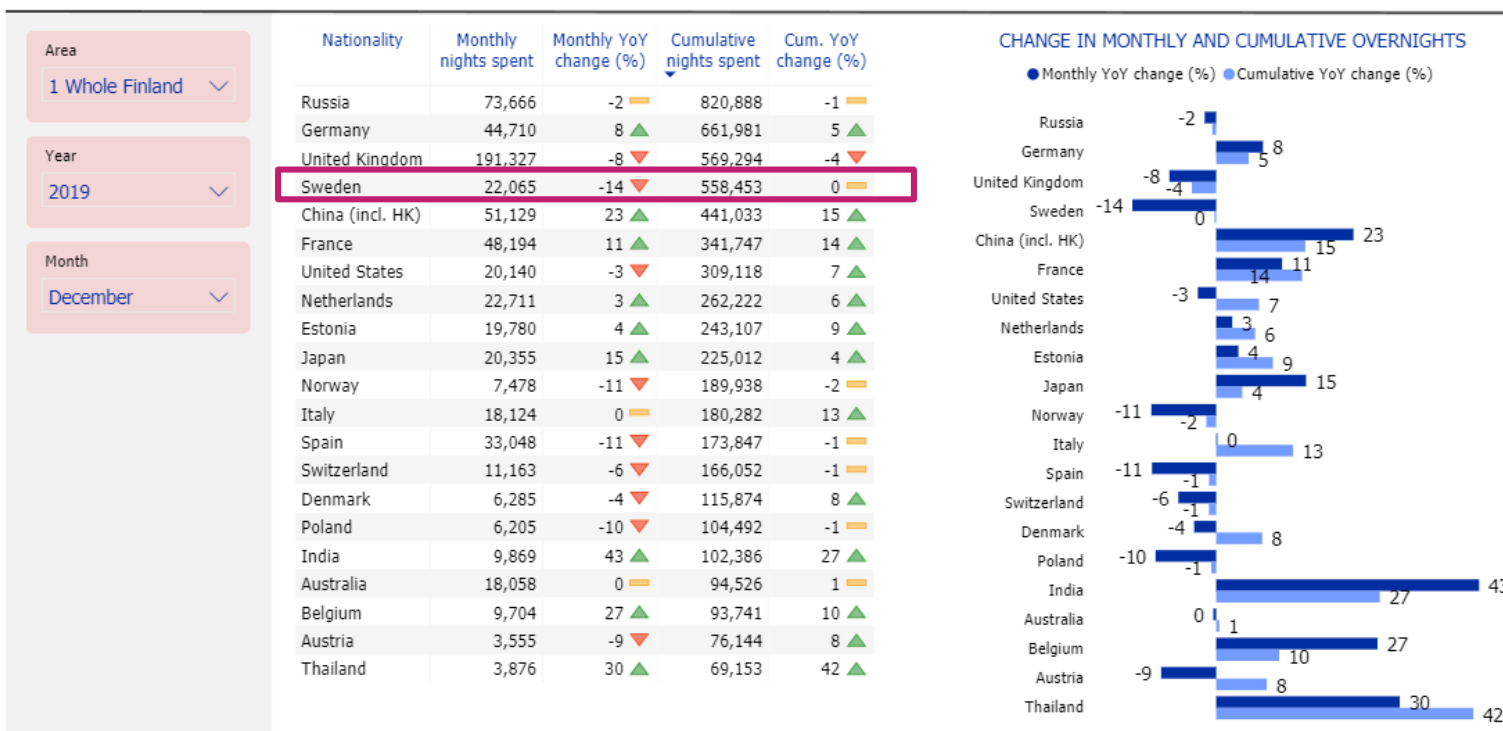
# Ruotsi on Suomen 4. suurin matkailumarkkina yöpymisillä mitattuna

December  
2019

## 2. CHANGE IN MONTHLY AND CUMULATIVE OVERNIGHTS BY TOP 21 COUNTRIES OF ORIGIN

Sources: Statistics Service Rudolf, Statistics Finland

VISIT  
FINLAND

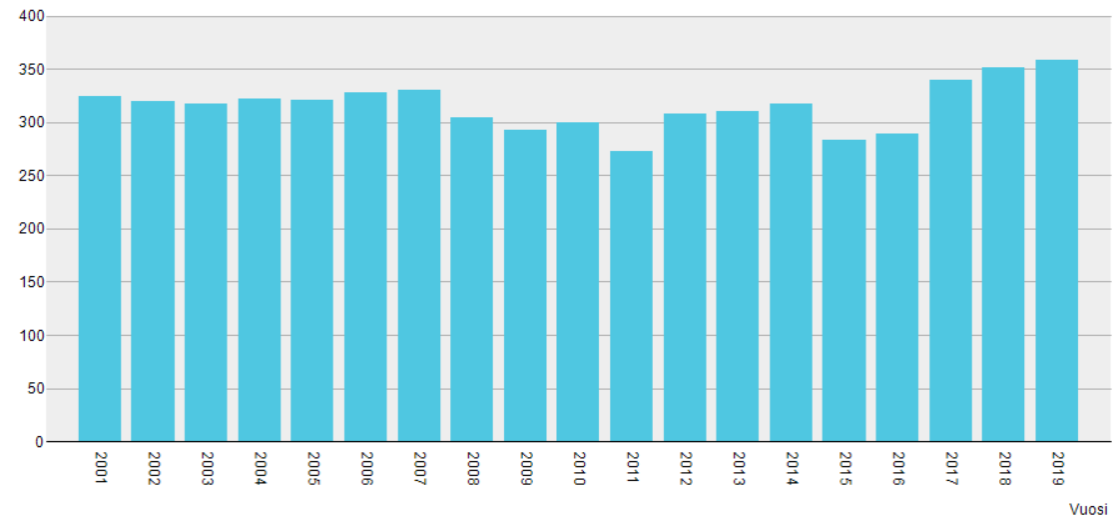


# ... ja toiseksi suurin matkailutuloilla mitattuna

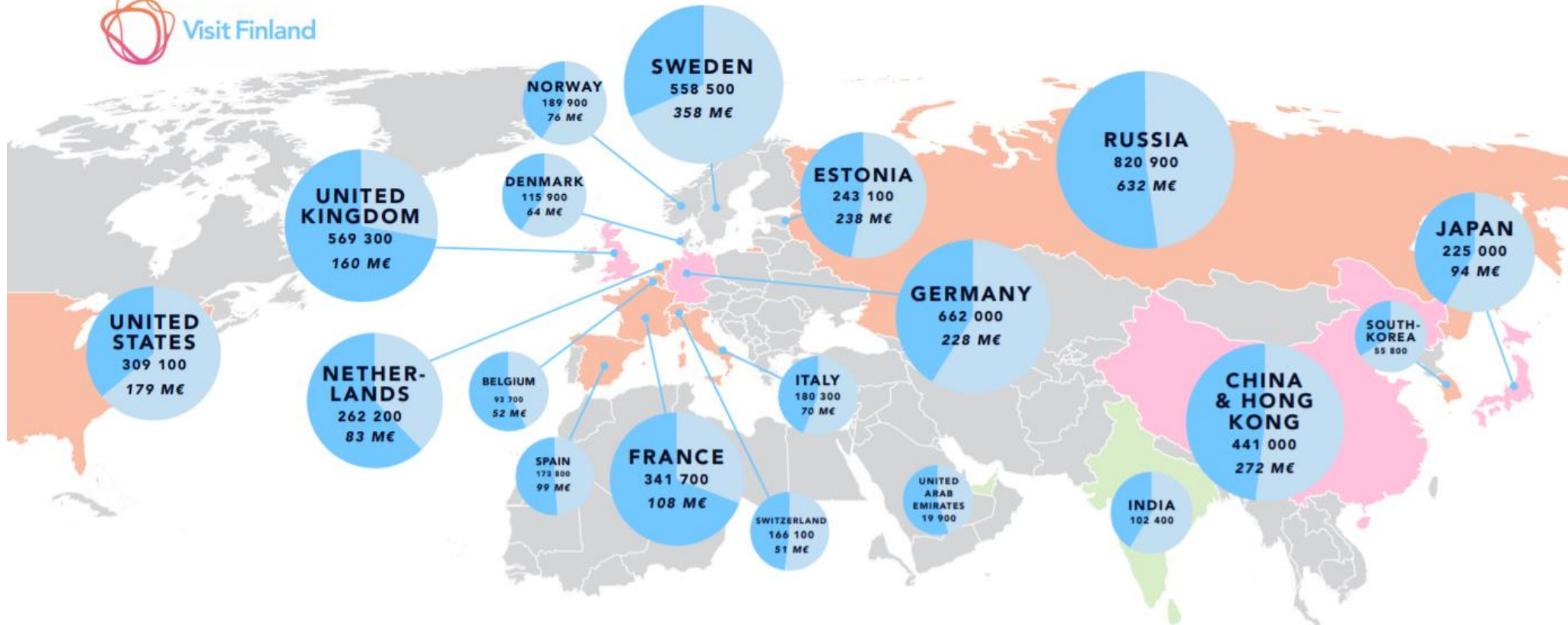
Ruotsista toiseksi eniten matkailutuloja Venäjän jälkeen

		Tulot M€	Muutos
1	Venäjä	632	1
2	Ruotsi	358	2
3	Kiina	272	18
4	Viro	238	12
5	Saksa	228	8
6	Yhdysvallat	179	9
7	Iso-Britannia	160	-2
8	Ranska	108	16
9	Espanja	99	1
10	Japani	94	6

Matkailutulot maittain muuttujina Vuosi. Ruotsi, Tulot, milj. euroa.



Lähde: [Tilastokeskus, matkustustase](#)



### VISIT FINLAND'S TARGET MARKETS AND OTHER TOP SOURCE MARKETS

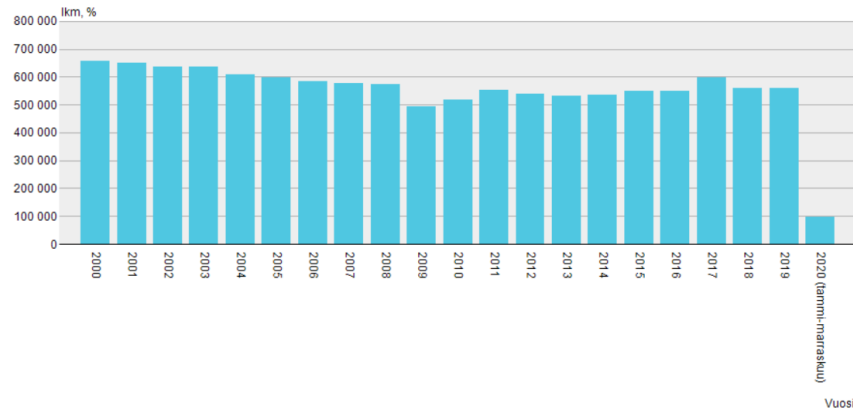
Number of Overnights and Tourism Revenue in Finland 2019

- OVERNIGHTS 2019 SUMMER SEASON
- OVERNIGHTS 2019 WINTER SEASON
- FOCUS MARKETS
- STABLE GROWTH MARKETS

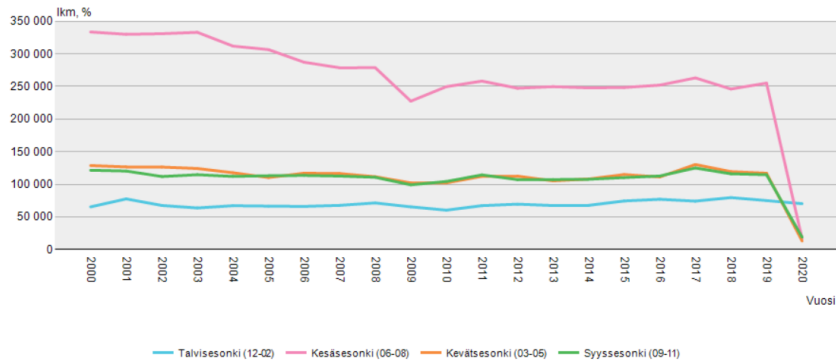
Foreign overnights 7.1 million (2019).  
 Tourism Export Earnings EUR 4.9 billion (estimated in 2018).  
 Domestic overnights 16 million (2019).  
 Domestic tourism income EUR 10.8 billion (estimated in 2018).

# Yöpymistilastoja

Vuosittaiset yöpymiset ja saapuneet asuinmaittain muuttujina Vuosi. KOKO MAA, Ruotsi, Yöpymiset, Ikm.

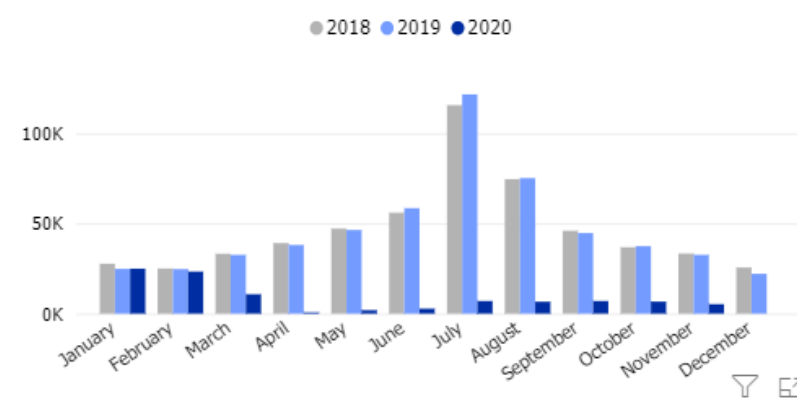


Matkailusesonkien yöpymiset ja saapuneet asuinmaittain muuttujina Matkailusesonki ja Vuosi. KOKO MAA, Ruotsi, Yöpymiset, Ikm.

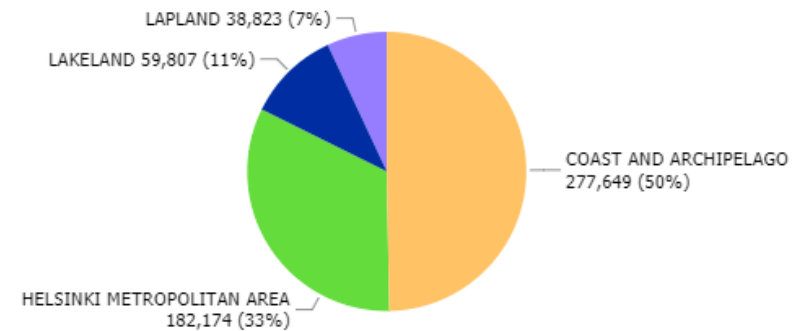


- Yöpymisten trendi loivasti laskeva 2000-luvulla (kesä)
- Vahva kesäpainotus yöpymisissä (kesä-elokuu 46 % koko vuodesta, etenkin heinäkuulla (20% koko vuodesta))
- Puolet yöpymisistä rannikko-saariston alueella, kolmannes Helsingin suuralueella

MONTHLY NIGHTS SPENT IN FINLAND 2018–2020



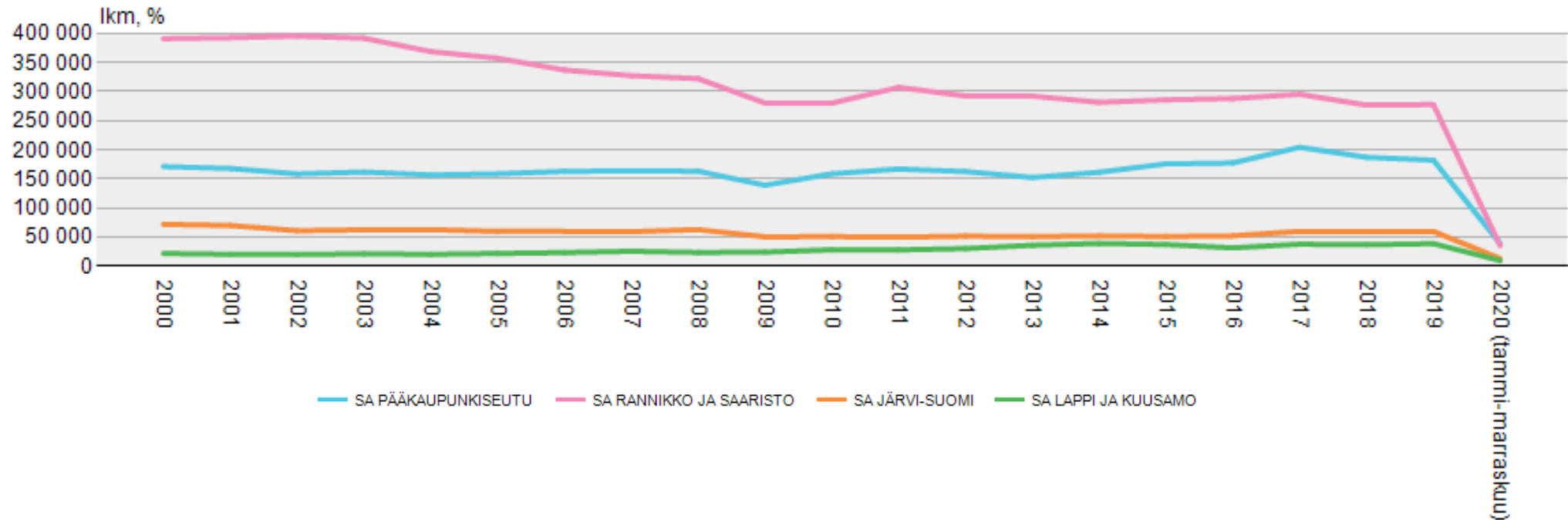
MAIN AREAS' SHARE OF CUMULATIVE OVERNIGHTS



Sources: Statistics Service Rudolf, Statistics Finland

# Ruotsalaisyöpymisten kehitys suuralueilla

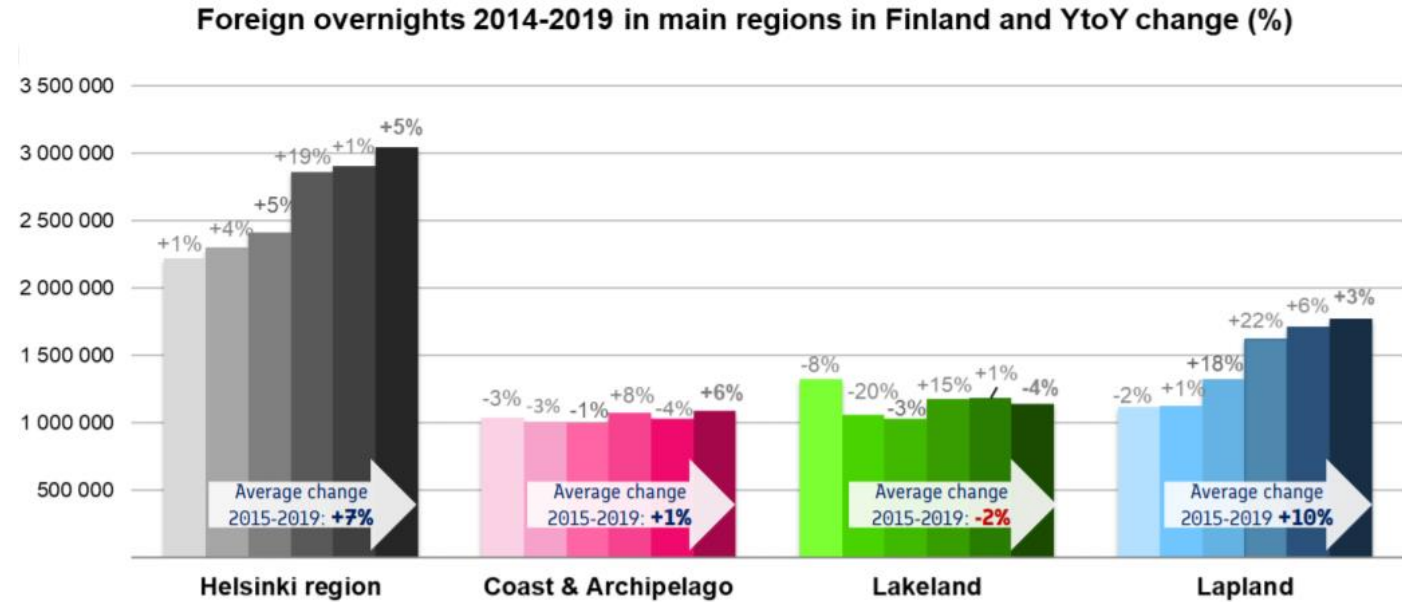
Vuosittaiset yöpymiset ja saapuneet asuinmaittain muuttujina Alue ja Vuosi. Ruotsi, Yöpymiset, lkm.





# Ruotsin merkitys markkinana suuralueille

Ruotsi on suurin lähtömarkkina rannikko-saaristolle (neljäs yöpymisistä Ruotsista) ja 4. merkittävin Järvi-Suomelle



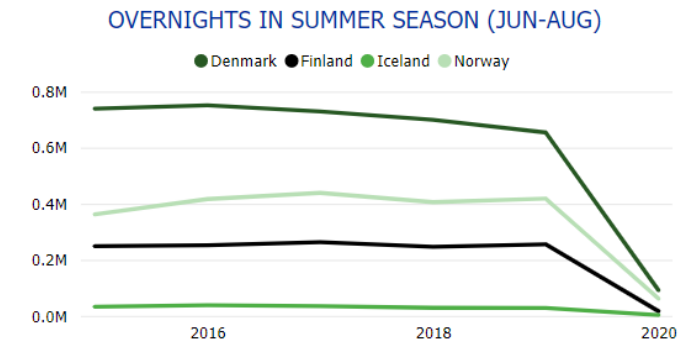
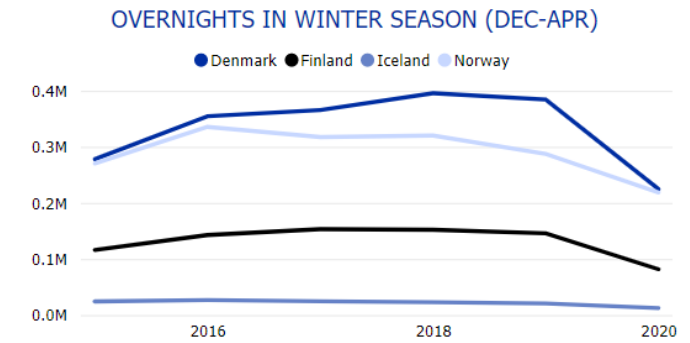
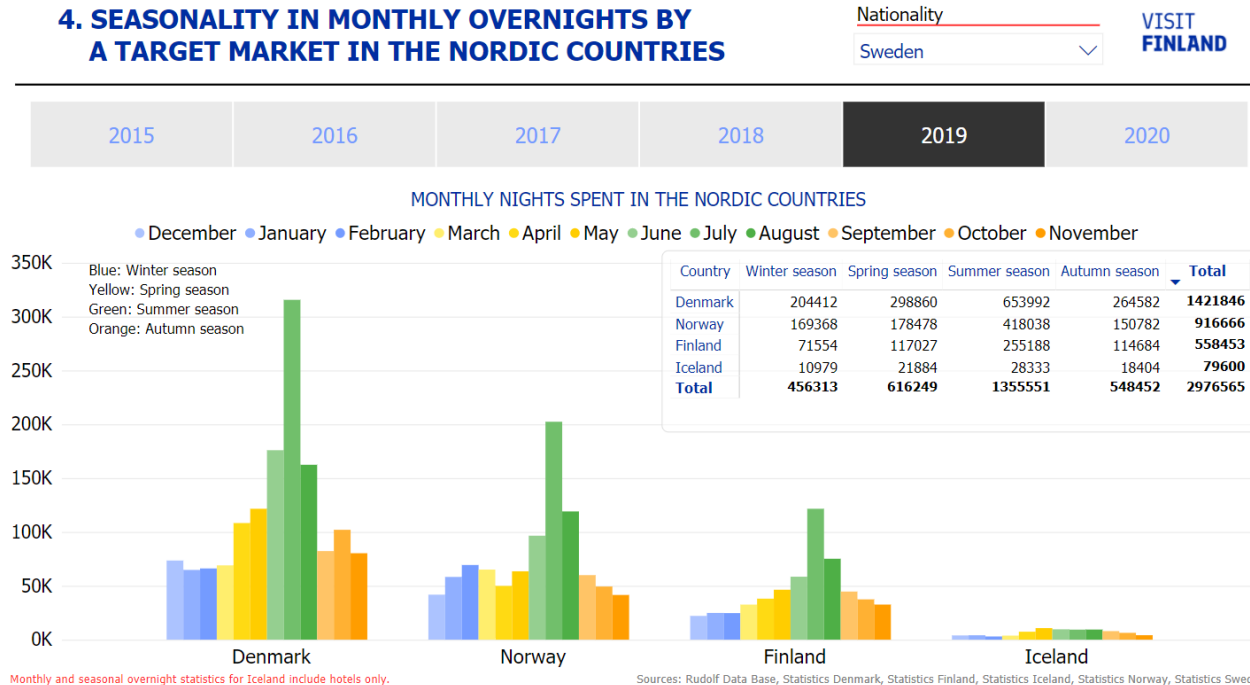
**Top 5 countries of origin in each region 2019 & and their share of all foreign overnights in the region**

Helsinki 3.0M overnights/share			C&A 1.1M overnights / share			Lakeland - 1.1M overnights			Lapland 1.8M overnights / share		
1. Russia	256 700	8%	1. Sweden	275 600	25%	1. Russia	381 900	34%	1. UK	306 600	17%
2. China&HK	254 000	8%	2. Germany	124 400	11%	2. Germany	109 900	10%	2. Germany	184 700	10%
3. Germany	241 600	8%	3. Russia	79 200	7%	3. Estonia	64 600	6%	3. France	184 700	10%
4. USA	214 700	7%	4. Estonia	68 000	6%	4. Sweden	60 300	5%	4. Netherlands	122 600	7%
5. UK	190 200	6%	5. Norway	37 700	3%	5. China&HK	49 800	4%	5. China&HK	107 900	6%



# Pohjoismainen vertailu

- Ruotsalaisyöpymisiä rekisteröidään Pohjoismaista selvästi eniten Tanskassa ja seuraavaksi eniten Norjassa.
- Yleisprofiili on skandinavians maissa samantyyppinen painottuen kesään

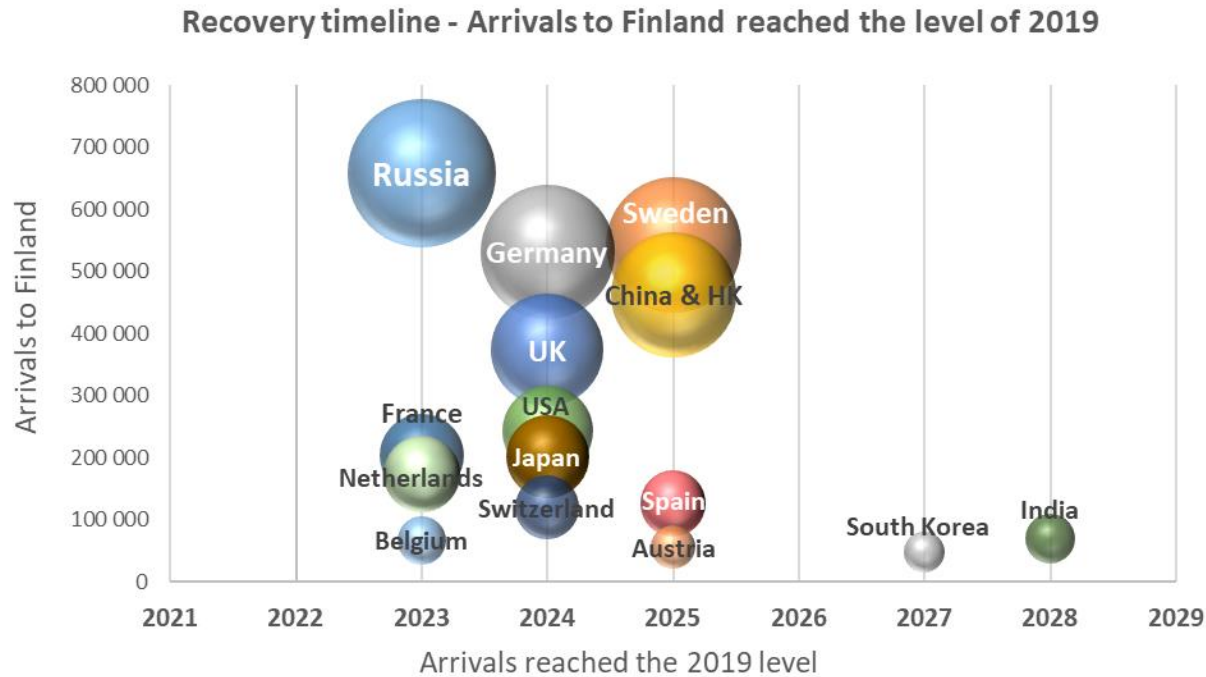


Oxford Economics forecast:

# Recovery Timeline – Arrivals to Finland and Spending in Finland reach the level of 2019

Last updated figures 2 March 2021

The size of the bubble reflects the importance of each target market to Finland in 2019, and has been calculated based on Oxford Economics Global Travel Service data.



Source: Oxford Economics, databank update 2.3.2021

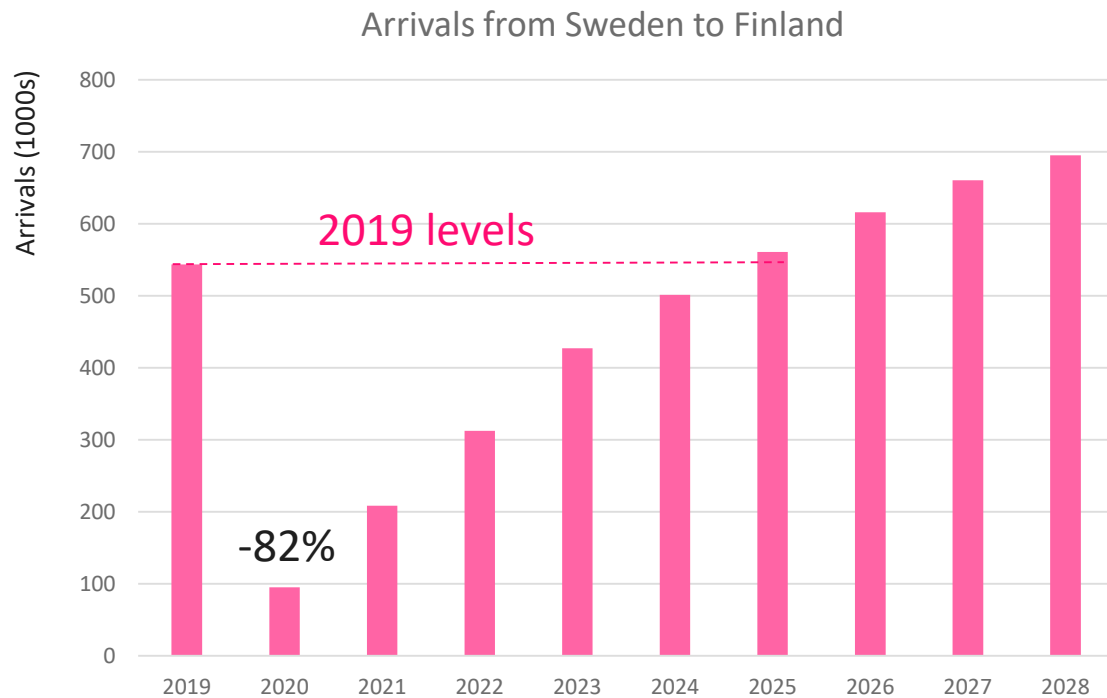


Source: Oxford Economics, databank update 2.3.2021

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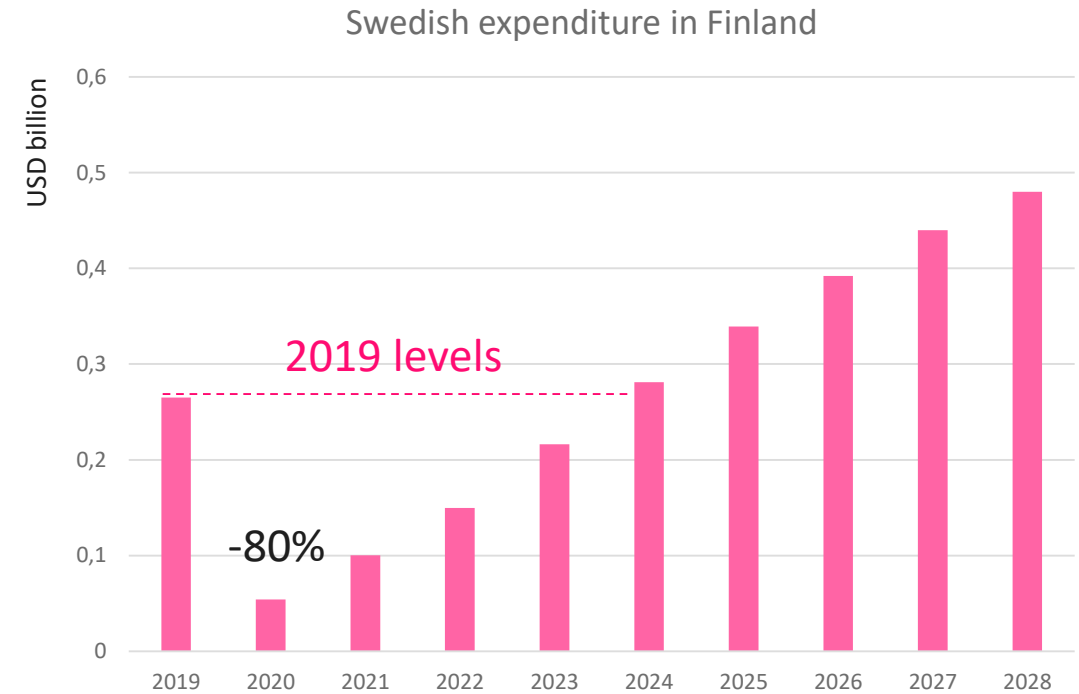
Source: Oxford Economics, Global Data Services databank

# Forecast: arrivals and expenditure in Finland



According to Oxford Economics forecast, **arrivals from Sweden to Finland is expected to reach 2019 levels in 2025**. Global outbound travel from Sweden (international arrivals) is currently predicted a recovery a year before in 2024.

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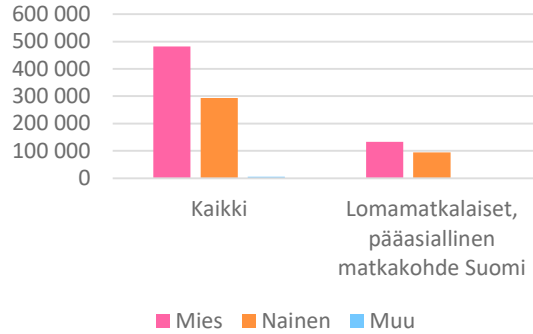


According to Oxford Economics forecast, Swedes' **spending in Finland is expected to reach 2019 levels in 2024**. Globally their spending is expected to recover back to 2019 levels a year before in 2023.

# Ruotsalaismatkailijan profiili (Matkailijatutkimus 2018)

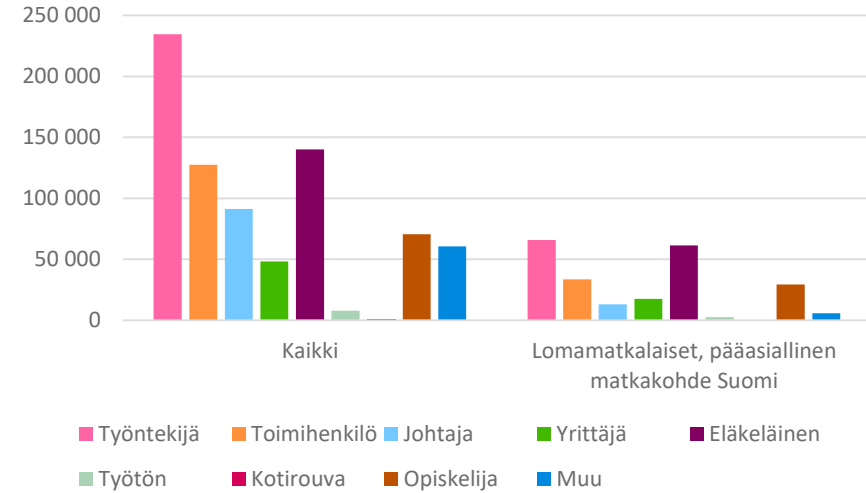
# Taustamuuttujia

## Sukupuoli

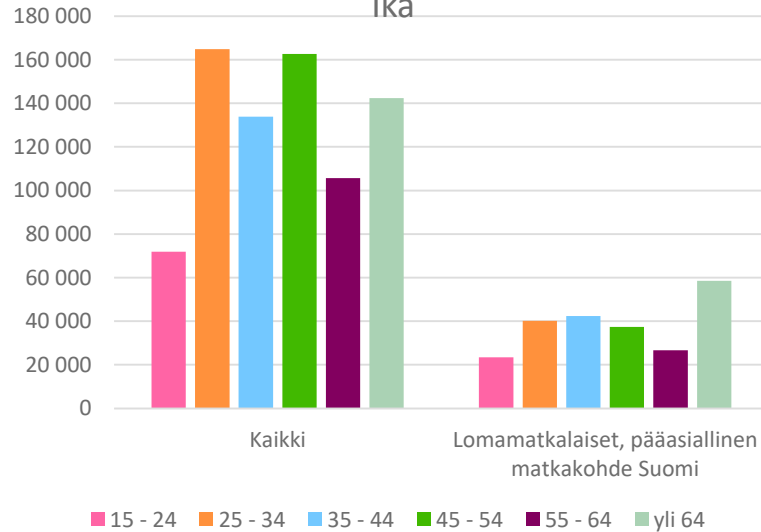


- Matkailijat (varsinkin muut kuin lomamatkailijat) useammin miehiä kuin naisia
- Iältään useimmiten yli 25-vuotiaita, lomamatkalaisissa korostuu yli 64-vuotiaiden ryhmä
- Ammattiryhmistä korostuvat työntekijät ja eläkeläiset
- Yli 64-vuotiaista lähes puolet viipyy vähintään 6 pv
- Tulotaso keskimääräistä kv-matkailijaa korkeampi

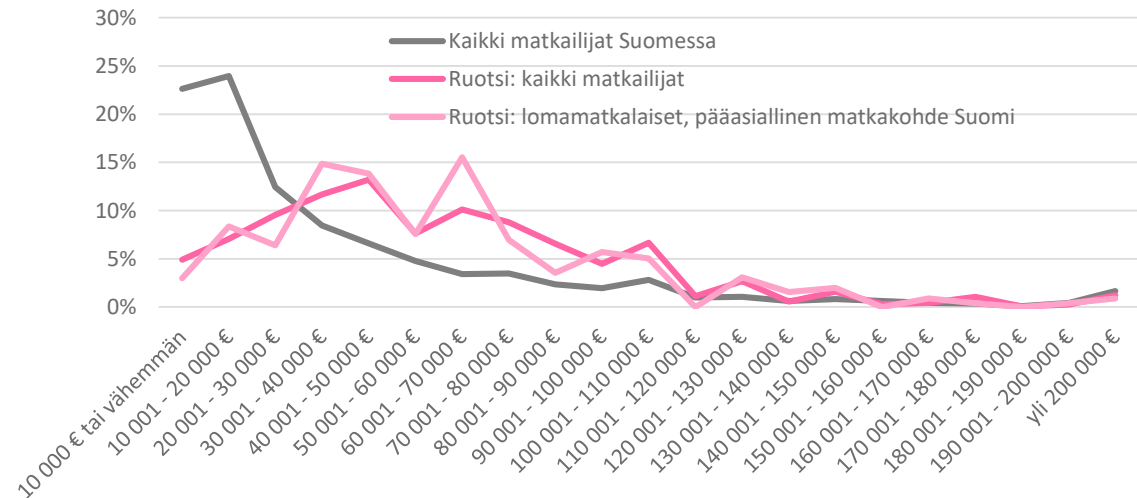
## Ammattiryhmä



## Ikä



## Tulotaso - perheen yhteenlasketut bruttotulot



# Trips to Finland

Sweden no 3 source market by the number of trips  
with 781 000 trips in 2018, trend slightly declining

8.5 million trips were made to Finland

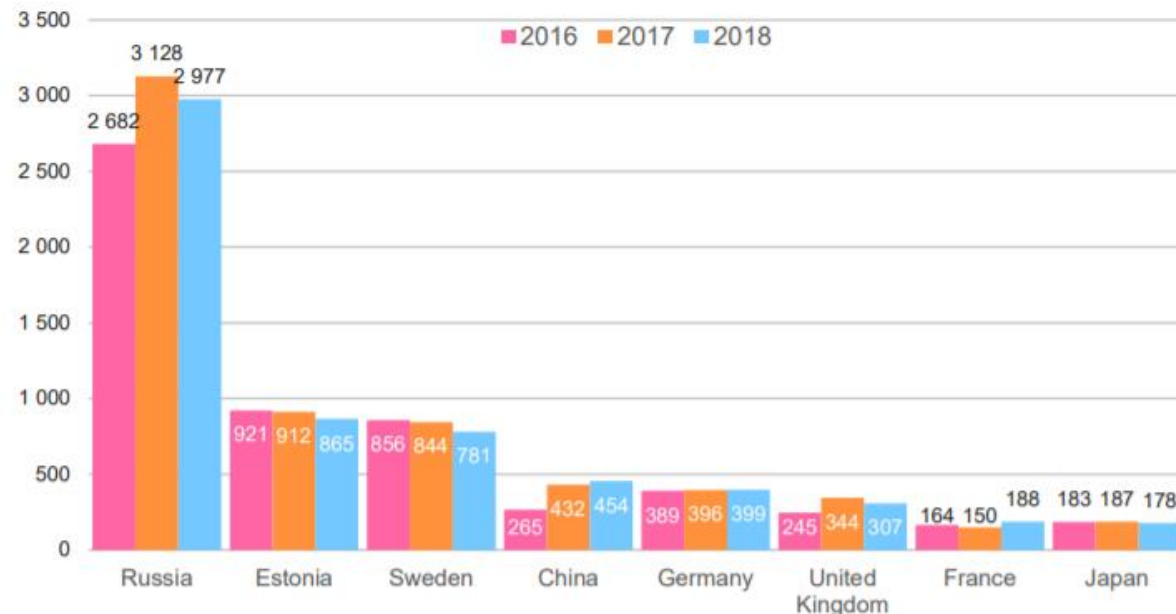


Chart 1. Trips to Finland 2016–2018 (excluding the trips made by those working in Finland, those who had stayed in Finland for over one year and transfer passengers)

In 2018, foreign residents made a total of 8.5 million trips to Finland, which was 3% more than in 2017. Over one third of all trips (35%) were made by people living in Russia. Overall, there were fewer trips from the neighbouring regions (Russia, Estonia and Sweden) than the previous year. The increase in trips by Spanish tourists was particularly strong, which was also supported by Finavia's statistics. The Chinese made 454,000 trips (+5%).

EU residents travelled to Finland ca. 6% more than in the previous year, while the number of trips from Asian countries remained at the previous year's level.

Country of Residence	2017	2018	change
Estonia	912	865	-5 %
Sweden	844	781	-7 %
Germany	396	399	1 %
United Kingdom	344	307	-11 %
France	150	188	26 %
Denmark	112	109	-3 %
Italy	102	140	37 %
The Netherlands	85	125	47 %
Spain	127	217	71 %
Poland	66	93	42 %
Belgium	38	59	56 %
Lithuania	38	91	139 %
Latvia	105	82	-22 %
Other EU Countries	197	284	44 %
Russia	3 128	2 977	-5 %
Norway	106	101	-5 %
Switzerland	82	86	5 %
Other European Countries	124	147	19 %
USA	127	180	42 %
Canada	27	28	2 %
Latin America	61	96	58 %
Japan	187	178	-5 %
China	432	454	5 %
South Korea	139	114	-18 %
India	91	86	-5 %
Other Asian Countries	209	224	7 %
Africa	14	24	70 %
Australia	38	72	88 %
Rest of Oceania	4	8	109 %
Total	8 314	8 530	3 %

Table 1. Number of trips (1,000 trips) in 2017 and 2018 and the change (%)





# Day and overnight trips

More than 4/5 trips made by Swedes included overnight stay  
The amount of overnight trips stayed the same in 2018 compared to previous year, while the number of day trips declined

There were a total of 2.9 million day trips and 5.6 million overnight stays

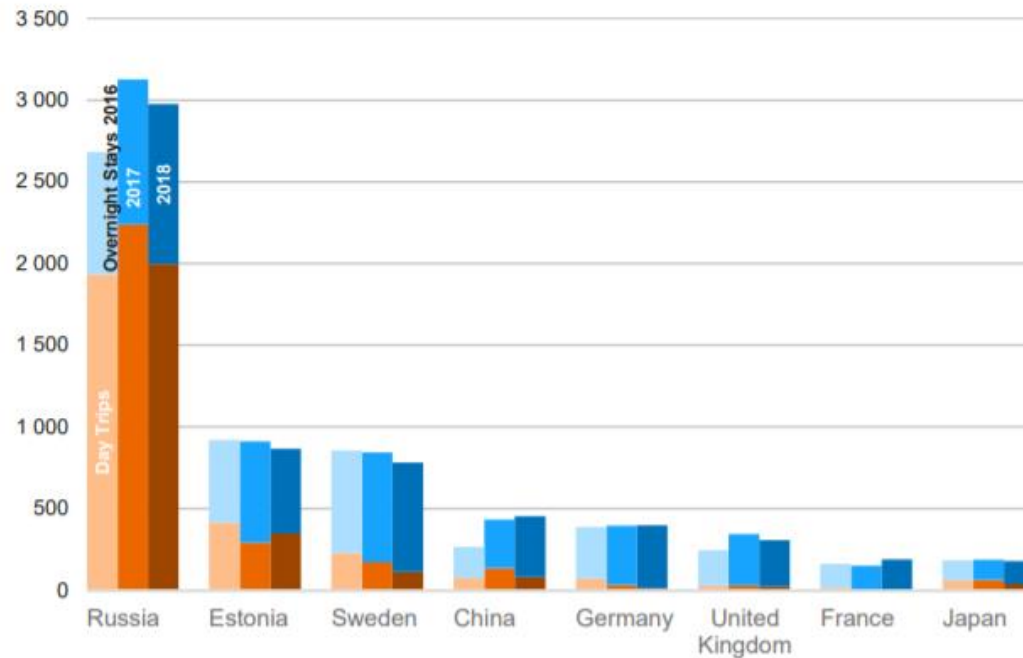


Chart 2. Day trips and overnight stays (1,000 trips, excluding the trips made by those working in Finland, those who had stayed in Finland for over one year and transfer passengers)

The number of day trips decreased by approximately 12%, while overnight stays increased by 12%. Overnight stays by Russian travellers increased by 10% and the number of overnight stays by Chinese travellers increased by 25% compared to 2017. With regard to the Estonians, day trips increased by a fifth, while the overnight stays decreased by 16%.

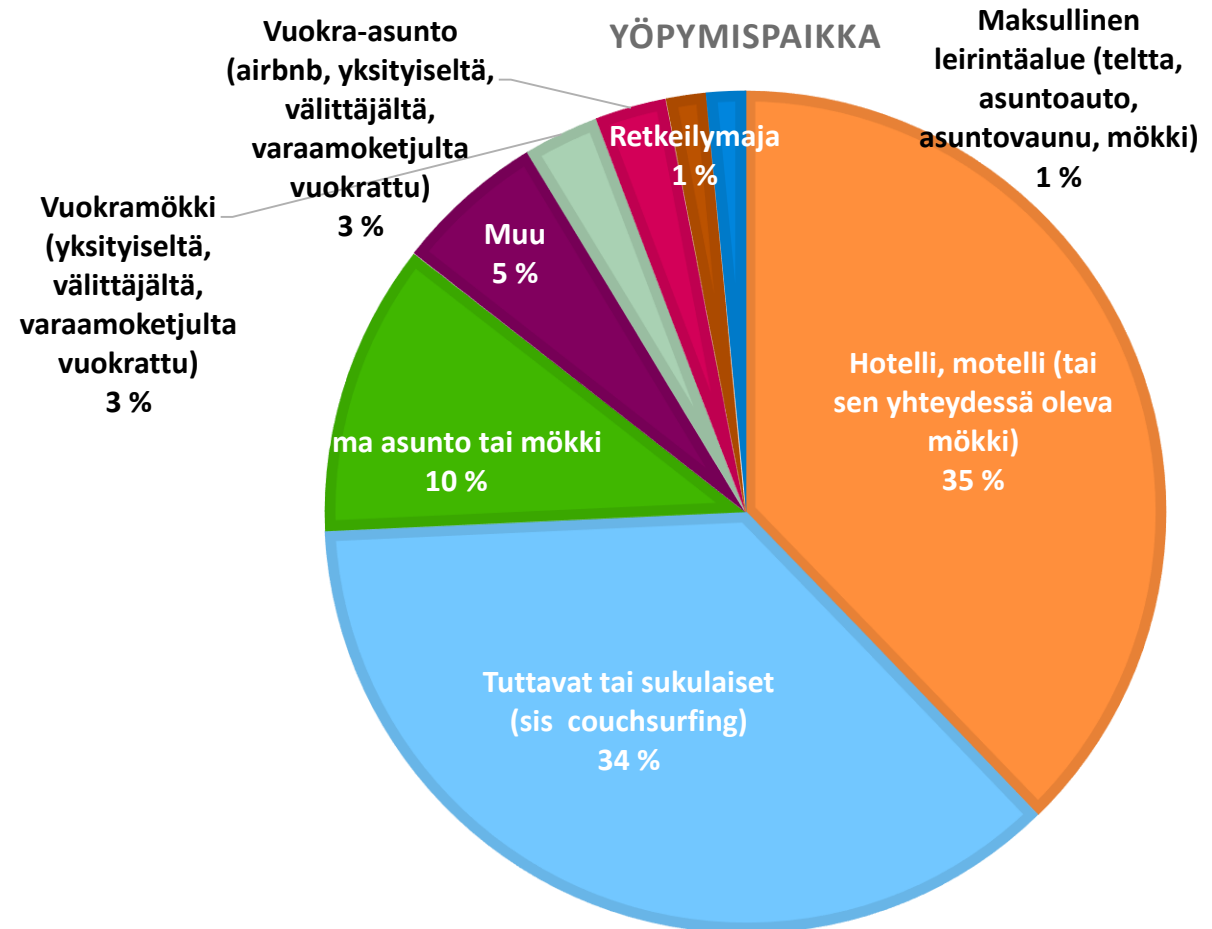
Country of Residence	Day Trips			Overnight Stays		
	2017	2018	change	2017	2018	change
Estonia	293	348	19 %	619	518	-16 %
Sweden	173	113	-35 %	670	669	0 %
Germany	33	14	-56 %	363	385	6 %
United Kingdom	32	23	-28 %	312	284	-9 %
France	9	7	-20 %	140	181	29 %
Denmark	23	12	-47 %	89	97	9 %
Italy	14	11	-20 %	88	128	46 %
The Netherlands	8	6	-26 %	77	119	54 %
Spain	15	20	32 %	111	196	76 %
Poland	9	10	20 %	57	83	45 %
Belgium	2	4	78 %	36	55	55 %
Lithuania	14	25	75 %	24	65	177 %
Latvia	18	13	-31 %	87	69	-21 %
Other EU Countries	14	16	12 %	183	267	46 %
Russia	2 240	1 997	-11 %	888	979	10 %
Norway	12	17	40 %	95	85	-11 %
Switzerland	2	1	-70 %	80	86	7 %
Other European Countries	42	24	-43 %	82	123	50 %
USA	15	19	25 %	113	162	44 %
Canada	2	1	-49 %	25	26	7 %
Latin America	4	8	85 %	57	88	56 %
Japan	64	40	-37 %	123	138	12 %
China	135	81	-40 %	297	373	25 %
South Korea	59	33	-45 %	80	81	2 %
India	13	12	-5 %	78	74	-6 %
Other Asian Countries	35	35	-2 %	174	190	9 %
Africa	1	-	100 %	13	24	85 %
Australia	3	6	118 %	35	65	88 %
Rest of Oceania	0	0	-25 %	4	8	114 %
Total	3 302	2 899	-12 %	5 011	5 631	12 %

Table 2. Number of day trips and overnight stays (1,000 trips) in 2017 and 2018 and the change (%)



# Yöpymispaikka

- Matkailijoista suurin osa yöpyy hotellissa tai tuttavien luona, kuten myös lomamatkailijoista (34 % yöpyy hotellissa, 14 % tuttavien luona).
- Hieman yli viidenneksellä (22 %) lomamatkailijoista on Suomessa oma asunto tai mökki jossa yöpyy.



# Purpose of the trip

Visiting friends and relatives was the most common reason for Swedes to visit Finland. Almost 1/3 were on holiday and 1/5 on business trip.

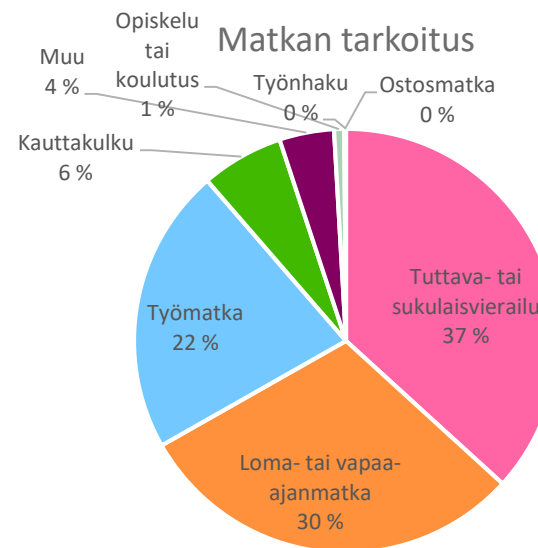
The number of trips to visit friends or relatives, holidays and transit trips increased



Chart 5. Purpose of the trip (1,000 trips, transit = Finland is not the main destination of the trip)

Just under 110,000 more holiday trips were made to Finland (+4%) in 2018 compared to 2017. Transit trips (a trip where Finland was not the main destination) and trips to visit friends and relatives increased from the previous year as well. The share of shopping trips, on the other hand, decreased. The results are not fully comparable with previous years because in 2017 and 2018, the respondent had to choose one main reason for the trip, whereas in 2016 it was possible to name several reasons. Trips made by non-residents whose place of employment is located in Finland are not included in business trips. This, however, is not always clear to the people taking part in the survey; therefore, the results should be interpreted with some caution.

Country of Residence	Visiting Friends or Relatives					
	Business	Friends or Relatives	Shopping Trip	Holiday Trip	Transit	Other
Estonia	133 (15%)	323 (37%)	21 (2%)	178 (21%)	180 (21%)	30 (4%)
Sweden	171 (22%)	288 (37%)	1 (0%)	234 (30%)	49 (6%)	39 (5%)
Germany	98 (25%)	105 (26%)	0 (0%)	142 (36%)	20 (5%)	33 (8%)
United Kingdom	83 (27%)	71 (23%)	0 (0%)	131 (43%)	11 (4%)	11 (4%)
France	30 (16%)	42 (22%)	0 (0%)	93 (49%)	4 (2%)	19 (10%)
Denmark	47 (43%)	23 (21%)	0 (0%)	20 (18%)	8 (7%)	11 (10%)
Italy	34 (24%)	20 (14%)	0 (0%)	69 (50%)	5 (4%)	12 (8%)
The Netherlands	41 (33%)	35 (28%)	0 (0%)	38 (31%)	2 (2%)	8 (6%)
Spain	32 (15%)	55 (25%)	0 (0%)	98 (45%)	11 (5%)	21 (9%)
Poland	30 (33%)	20 (22%)	0 (0%)	27 (29%)	5 (5%)	11 (12%)
Belgium	26 (44%)	16 (27%)	0 (0%)	8 (14%)	3 (5%)	6 (10%)
Lithuania	14 (16%)	5 (5%)	1 (1%)	26 (28%)	45 (49%)	1 (1%)
Latvia	17 (21%)	13 (16%)	0 (0%)	21 (26%)	9 (12%)	21 (25%)
Other EU Countries	67 (24%)	57 (20%)	1 (0%)	120 (42%)	9 (3%)	31 (11%)
Russia	101 (3%)	253 (9%)	1441 (48%)	744 (25%)	354 (12%)	80 (3%)
Norway	29 (29%)	25 (25%)	0 (0%)	17 (17%)	19 (19%)	11 (11%)
Switzerland	17 (19%)	20 (24%)	0 (0%)	40 (47%)	4 (5%)	5 (5%)
Other European Countries	23 (15%)	22 (15%)	0 (0%)	65 (44%)	9 (6%)	28 (19%)
USA	29 (16%)	36 (20%)	0 (0%)	79 (44%)	26 (14%)	11 (6%)



# Duration of the trip

Daily visits decreased; overnight stays clearly increased

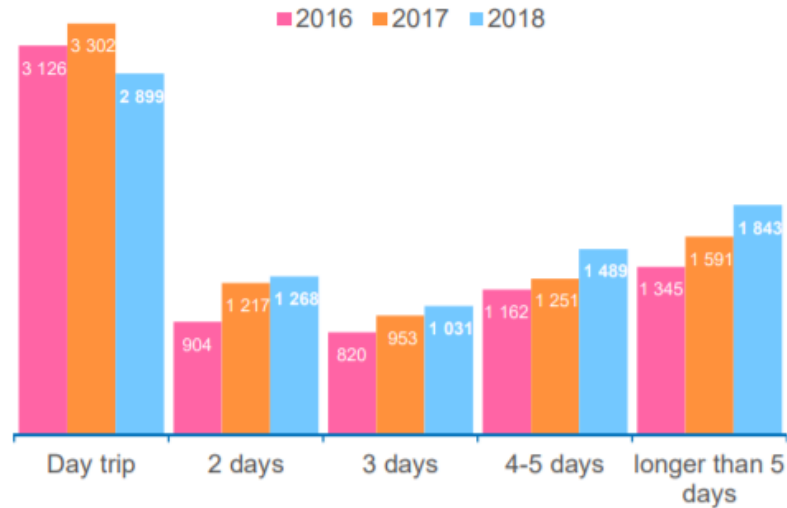


Chart 8. Duration of the trip in 2016–2018 (1,000 trips)

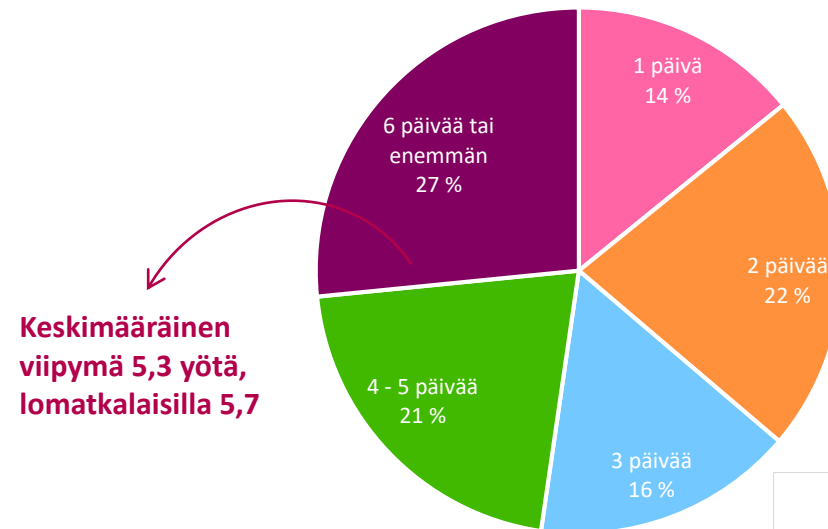
Approximately 2.9 million day trips were made to Finland, which is 12% less than in the previous year. The decrease was seen especially in the trips made by Russian travellers, even though the day trips made by Swedish and Chinese travellers also decreased. Instead, the trips including overnight stays increased.

Approximately half of the visits by Chinese, Japanese and South Korean visitors included a maximum of one overnight stay. The majority of tourists from EU countries stayed in Finland for at least two nights, except for Estonian and Lithuanian travellers. Approximately two out of three Russian travellers came to Finland for a day visit.

2/3 of Swedes visiting Finland stayed for at least 3 days

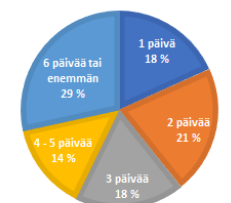
	Day Trips		One-night Trips		Longer Trips	
	2017	2018	2017	2018	2017	2018
Estonia	32 %	40 %	18 %	11 %	50 %	48 %
Sweden	21 %	14 %	17 %	22 %	62 %	64 %
Germany	8 %	4 %	11 %	13 %	81 %	84 %
United Kingdom	9 %	7 %	13 %	16 %	77 %	76 %
France	6 %	4 %	8 %	8 %	86 %	88 %
Denmark	21 %	11 %	26 %	20 %	54 %	69 %
Italy	14 %	8 %	5 %	11 %	81 %	81 %
The Netherlands	10 %	5 %	10 %	16 %	80 %	79 %
Spain	12 %	9 %	12 %	7 %	75 %	83 %

Ruotsalaisten viipymä



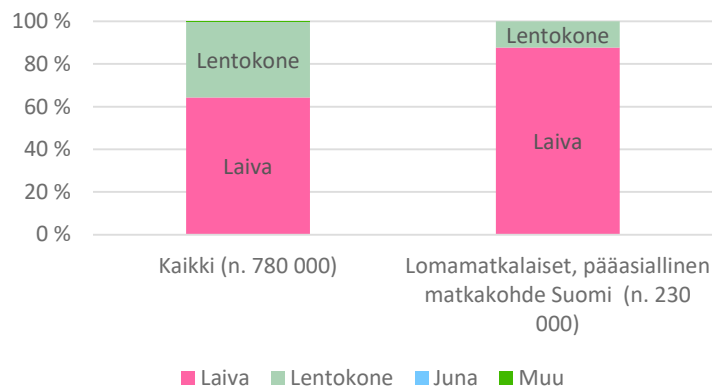
Keskimääräinen viipymä 5,3 yötä, lomattalaisilla 5,7

LOMATKA VIIPYMÄ

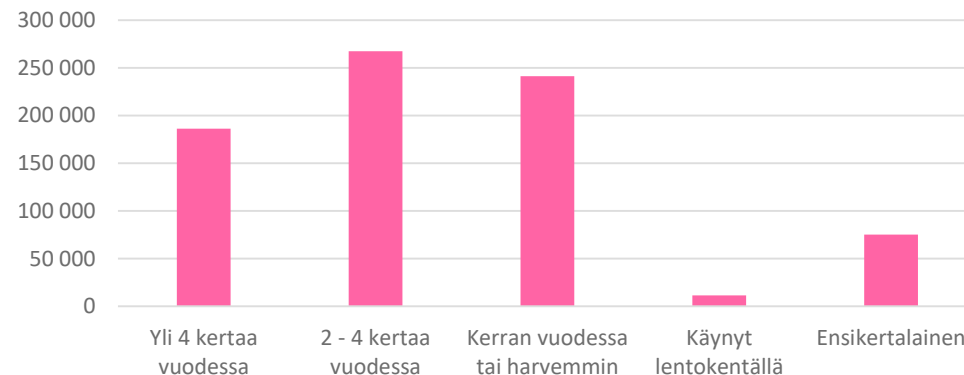


# Kulkuneuvo, matkaseurue

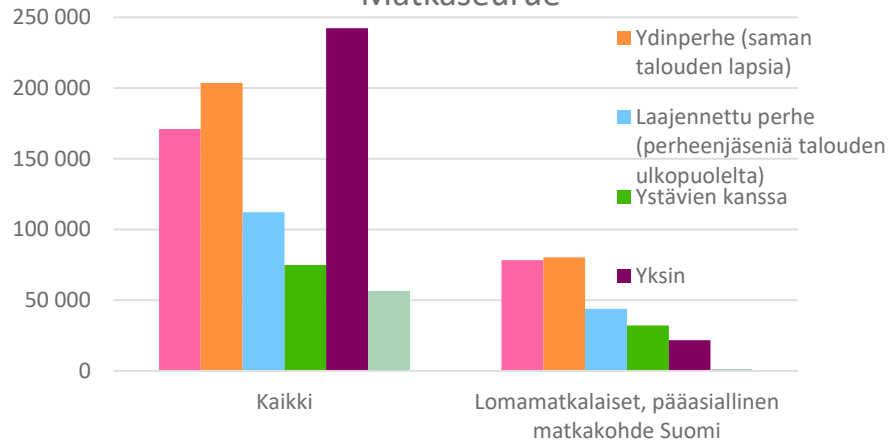
Kulkuneuvo



Kuinka usein käy Suomessa



Matkaseurue

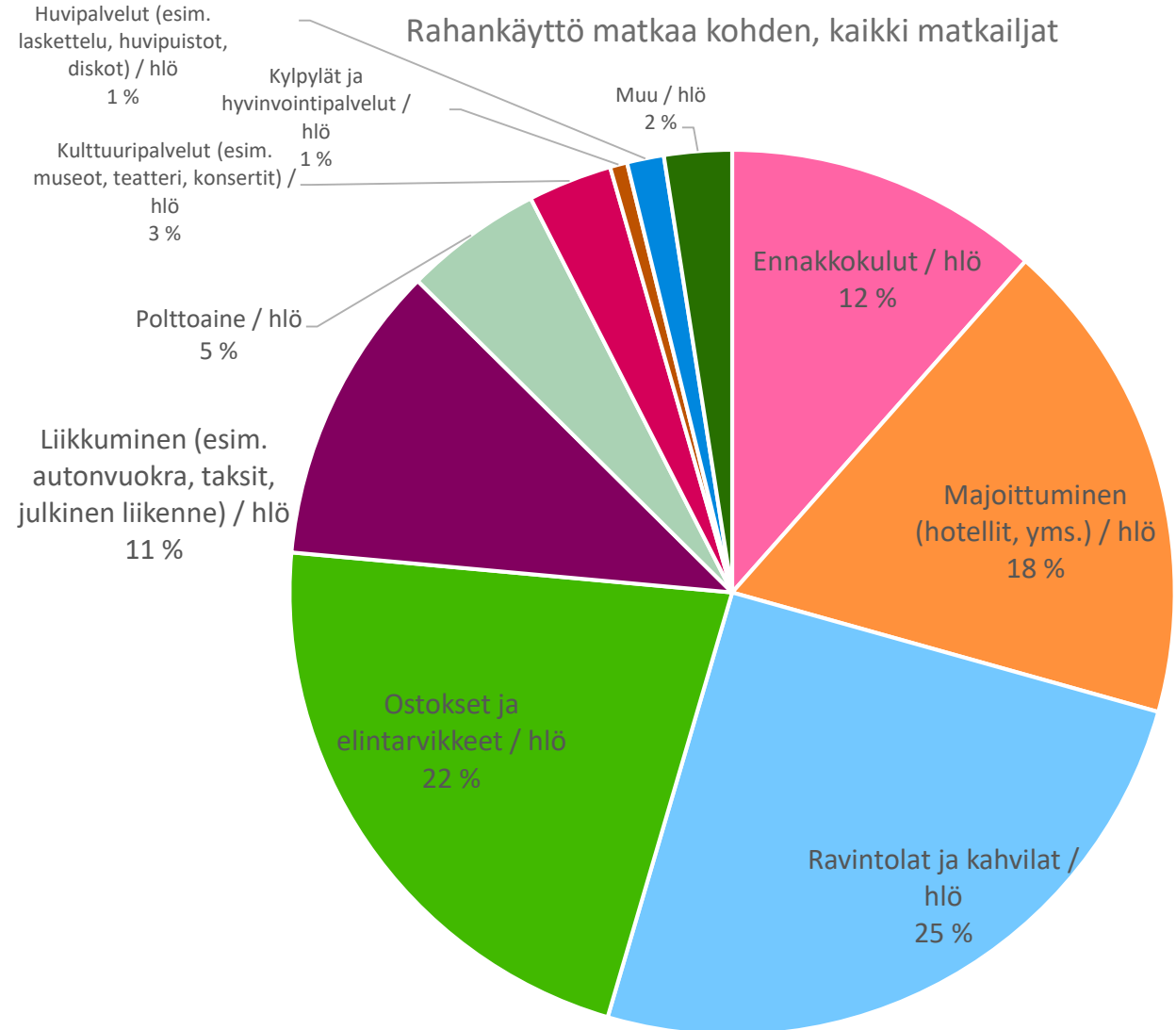


- Ruotsalaiset matkustavat Suomeen useimmiten laivalla, etenkin lomamatkalaiset
- Muut kuin lomamatkalaiset matkustavat tyypillisesti yksin tai ydinperheen tai kumppanin kanssa, lomamatkalaiset useimmiten ydinperheen tai kumppanin kanssa
- Tyypillisimmin ruotsalaismatkailija (34 %) vierailee Suomessa 2-4 kertaa vuodessa. Lomamatkailijat sen sijaan käyvät Suomessa tyypillisimmin kerran vuodessa tai harvemmin (37%).
- 10 % ensi kertaa Suomessa

# Rahankäyttö

Ruotsalaiset käyttivät keskimäärin 232 €/ hlö matkallaan Suomessa, lomamatkalaiset 301 €/ hlö.

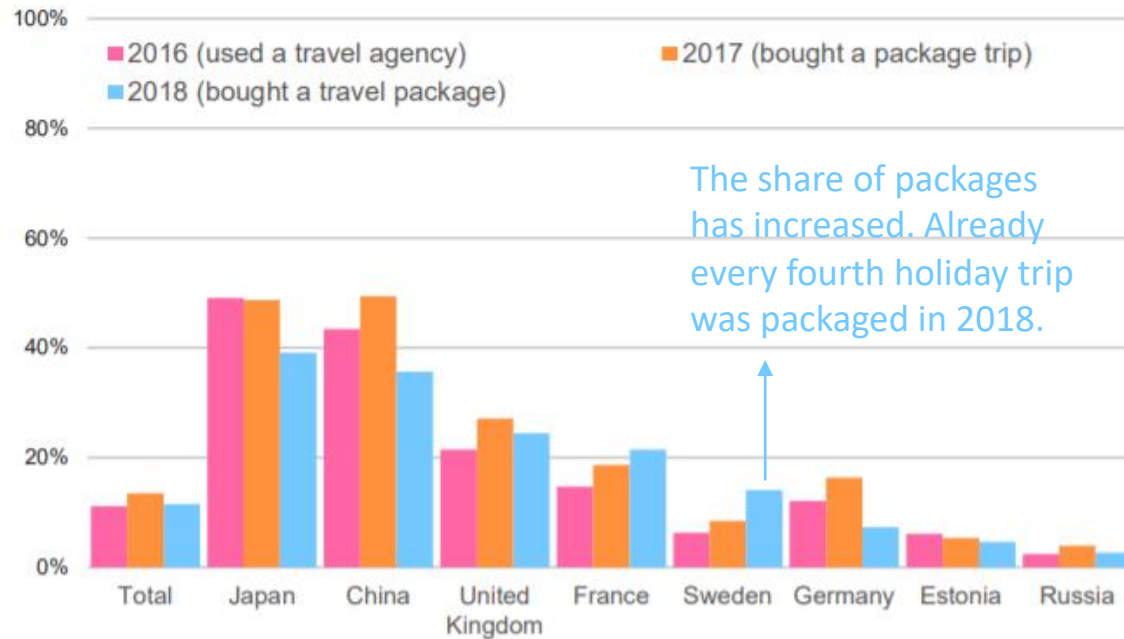
Kaikki ulkomaalaiset matkailijat käyttivät Suomessa keskimäärin 358 euroa per vierailu.





# Arranging the trip

Every 8th trip and every 4th holiday trip is purchased as a package



The share of packages has increased. Already every fourth holiday trip was packaged in 2018.

Chart 7. The traveller used a travel agency to help organise the trip (% of all trips)

Approximately 12% of the tourists visiting Finland bought their trip as a package from a travel agency, so the total price included not only the travel costs but also accommodation or some other services in Finland. 25% of holidaymakers had bought their trip as a package. For Asian and German travellers, the share of package holidays clearly declined. In 2016, the question was presented in a slightly different way; therefore, the figures are not fully comparable to the figures for 2017 and 2018.

In 2016: The traveller used a travel agency to help organise the trip

In 2017–2018: The traveller purchased a travel package that included, in addition to travel tickets, at least accommodation or other services at the travel destination

	2016		2017		2018	
	All	Holiday Trip	All	Holiday Trip	All	Holiday Trip
Estonia	6 %	4 %	5 %	5 %	5 %	9 %
Sweden	6 %	8 %	8 %	12 %	14 %	25 %
Germany	14 %	20 %	16 %	24 %	7 %	13 %
United Kingdom	22 %	40 %	25 %	49 %	25 %	49 %
France	17 %	32 %	18 %	28 %	22 %	36 %
Denmark	5 %	2 %	7 %	8 %	6 %	0 %
Italy	19 %	28 %	8 %	14 %	23 %	34 %
The Netherlands	4 %	16 %	22 %	32 %	12 %	27 %
Spain	14 %	28 %	17 %	26 %	19 %	37 %
Poland	7 %	9 %	16 %	29 %	16 %	29 %
Belgium	1 %	3 %	9 %	20 %	9 %	20 %
Lithuania	11 %	28 %	7 %	4 %	12 %	8 %
Latvia	7 %	11 %	4 %	1 %	2 %	2 %
Other EU Countries	9 %	18 %	20 %	28 %	15 %	27 %
Russia	3 %	7 %	4 %	9 %	3 %	7 %
Norway	7 %	10 %	11 %	27 %	7 %	10 %
Switzerland	14 %	27 %	29 %	52 %	14 %	22 %
Other European Countries	15 %	26 %	16 %	38 %	12 %	21 %
USA	7 %	9 %	13 %	19 %	10 %	16 %
Canada	8 %	14 %	8 %	16 %	11 %	12 %
Latin America	18 %	24 %	22 %	31 %	21 %	27 %
Japan	47 %	52 %	45 %	53 %	39 %	50 %
China	48 %	52 %	48 %	55 %	36 %	44 %
South Korea	43 %	55 %	49 %	58 %	34 %	45 %
India	37 %	44 %	45 %	60 %	21 %	38 %
Other Asian Countries	28 %	39 %	26 %	31 %	22 %	33 %
Africa	2 %	0 %	1 %	4 %	8 %	35 %
Australia	28 %	39 %	20 %	25 %	38 %	51 %
Rest of Oceania	11 %	33 %	24 %	34 %	30 %	40 %
Total	11 %	21 %	13 %	25 %	12 %	25 %

Table 7. The proportion of travellers who had purchased a package among all travellers and holidaymakers.

# Promoting Finland

Visitors from Sweden gave Finland one of the lowest NPS 😞  
so there's room for improvement 😊

Finland's Net Promoter Score (NPS) was 49 in 2018

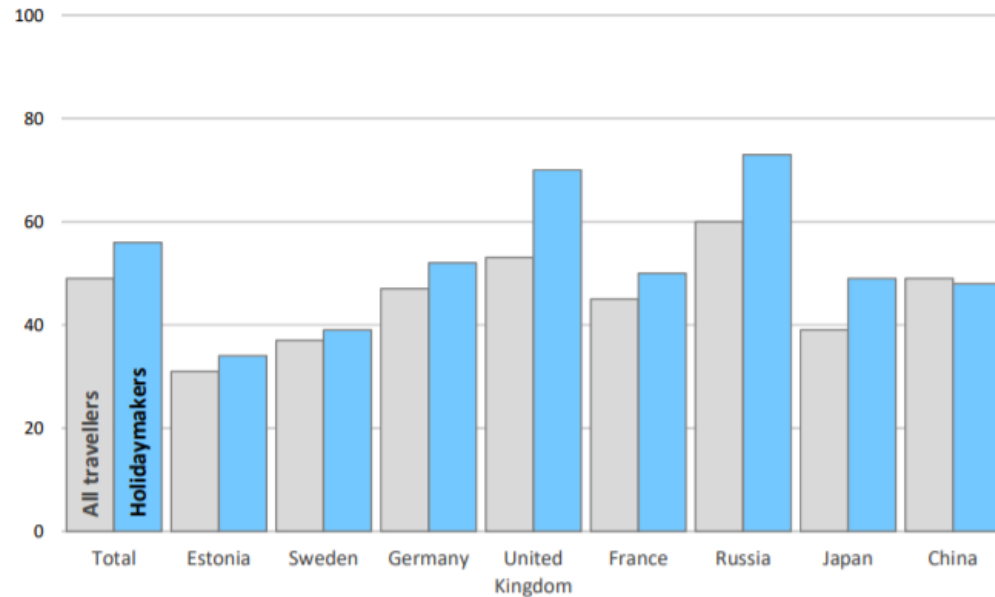


Chart 16. How likely are you to recommend Finland as a travel destination – Net Promoter Score Index (NPS)

Those arriving from Russia are most likely to recommend Finland; their Net Promoter Score (NPS) is 74. The number for the holidaymakers arriving from the UK is 73. For those arriving from China, Japan, Estonia or Sweden, the NPS remained below 50 also in 2018.

For countries marked by \*, the number of respondents of the holidaymakers was less than 100; therefore, the results can only be considered as indicative.

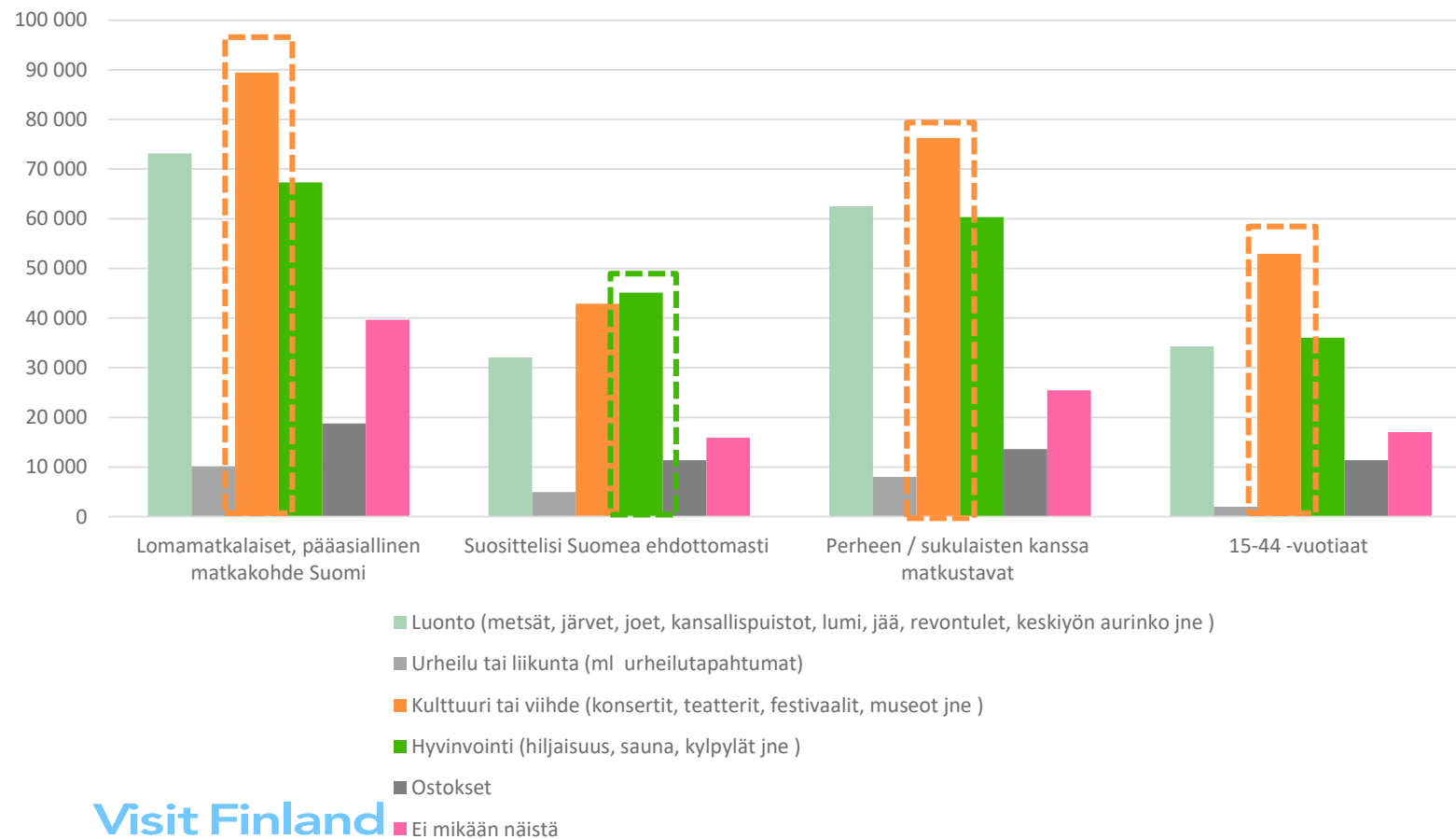
	All travellers		Holidaymakers	
	2017	2018	2017	2018
Estonia	44	31	42	34
Sweden	28	37	38	39
Germany	53	47	54	52
United Kingdom	56	53	69	70
France	48	45	54	50
Denmark*	34	32	68	46
Italy	57	49	65	57
The Netherlands*	40	24	50	30
Spain	48	55	50	59
Poland*	35	53	37	57
Belgium*	56	30	73	39
Lithuania*	57	55	70	57
Latvia*	51	59	57	51
Other EU Countries	48	47	62	51
Russia	52	60	57	73
Norway*	40	37	47	46
Switzerland*	63	51	56	59
Other European Countries	52	34	59	56
USA	58	58	48	66
Canada*	55	48	64	41
Latin America	49	66	33	71
Japan	36	39	49	49
China	49	49	49	48
South Korea	29	41	46	38
India*	49	61	56	60
Other Asian Countries	42	53	39	52
Africa*	75	50	73	74
Australia	48	68	42	73
Rest of Oceania*	76	11	93	-39
Total	47	49	52	56

Table 16. How likely are you to recommend Finland as a travel destination – Net Promoter Score (NPS).



# Suomen vetovoimatekijät segmenteittäin, ruotsalaiset lomamatkailijat

Yhteensä 781 000 ruotsalaisten tekemää matkaa v. 2018, joista lomamatkoja 234 000 (30 %)



- **Kulttuuri ja viihde (konsertit, teatteri, festivaalit, museot jne.)** korostuvat kiinnostavimpina Suomen vetovoimatekijöinä lomamatkailijoilla yleensä ja erityisesti perheen kanssa matkustavilla sekä 15-44-vuotiailla
- **Luonto ja hyvinvointi** koettiin seuraavaksi tärkeimmiksi, melko tasavahvoiksi vetovoimatekijöiksi näissä lomailijoiden segmenteissä
- **Suomea suosittelevat lomamatkailijat pitivät hyvinvointia tärkeimpänä vetovoimatekijänä**

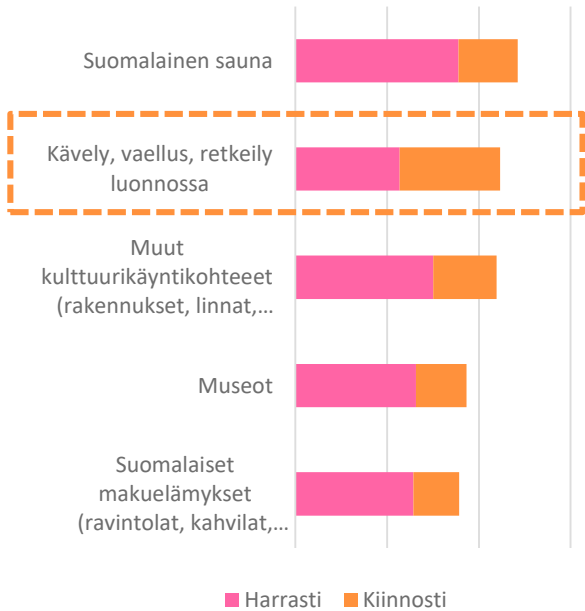
# Top 5 aktiviteetit Suomessa (tehdyt tai kiinnostavat)

Yhteensä 781 000 ruotsalaisten tekemää matkaa v. 2018

= potentiaalia lisätä tarjontaa/tietoisuutta/saatavuutta

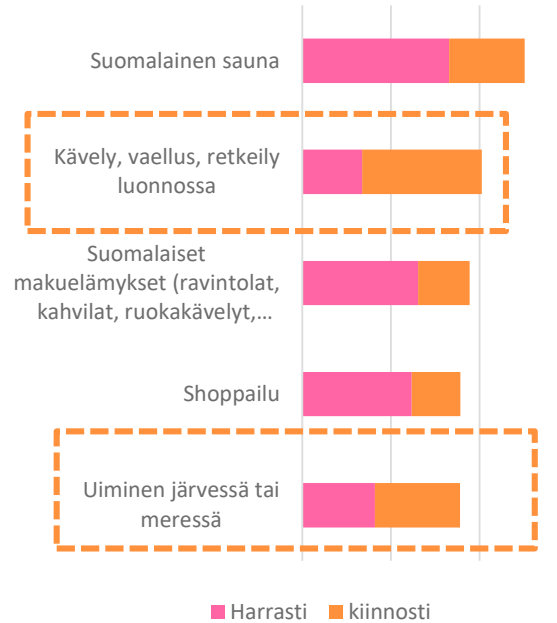
Lomamatkailaiset, pääasiallinen kohde Suomi (29 % matkailijoista)

0 50 000 100 000 150 000



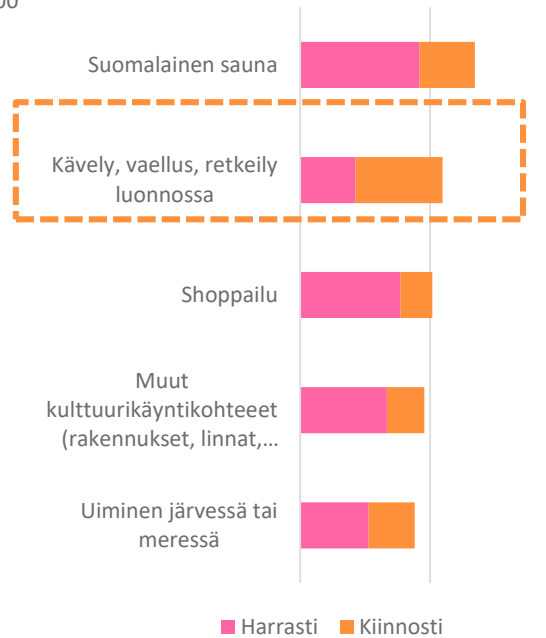
Suosittelisi Suomea ehdottomasti (49 % matkailijoista)

0 100 000 200 000 300 000



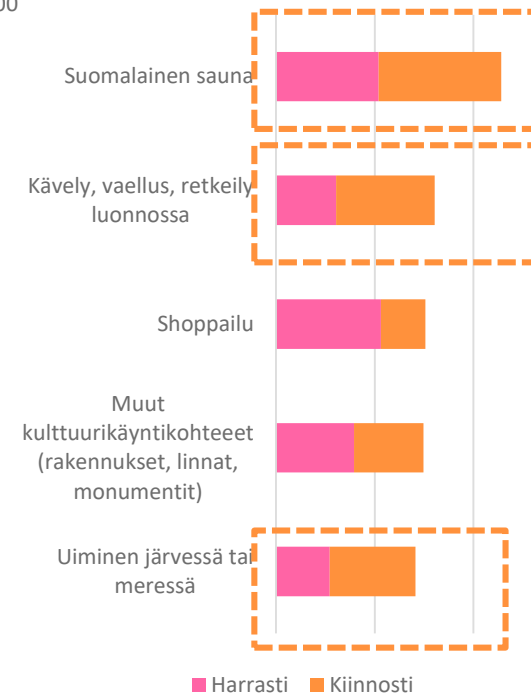
Perheen/ sukulaisten kanssa matkustavat (56 % matkailijoista)

0 200 000 400 000



15-44-vuotiaat (47 % matkailijoista)

0 100 000 200 000



- **Suomalainen sauna** on selkeästi tärkein kiinnostuksen kohde/ aktiviteetti Suomen matkalla, se on ykkösenä kaikissa valituissa segmenteissä. Alle 45-vuotiaista vain alle puolet kiinnostuneista on kokeillut sitä > lisää tarjontaa.
- Toiseksi kiinnostavimpana tekemisenä tulee **kävely, vaellus ja retkeily luonnossa** niin ikään kaikissa segmenteissä, mutta se on enemmän kiinnostuksen tasolla kuin että sitä olisi tehty > lisää tarjontaa
- Potentiaalia lisätä tarjontaa on erityisesti myös tuotteilla jotka sisältävät **uintia järvessä tai meressä** (suosittelijat, alle 45-vuotiaat ja perheen kanssa matkustavat)
- **Kulttuurikäyntikohteet** (muut paitsi suosittelijat), **museot** (lomamatkailijat), **makuelämykset** (lomamatkailijat ja suosittelijat), **shoppailu** (muut paitsi lomamatkailijat) ylsivät myös TOP5 kiinnostuksenkohteisiin

# Sweden's Digital Demand 2020

Tourism-related internet searches about Finland

updated 8.4.2021

# Sweden is #12 market by the volume of tourism-related searches about Finland

All together  
**4,8 million** international searches  
(-12% compared to 2019)

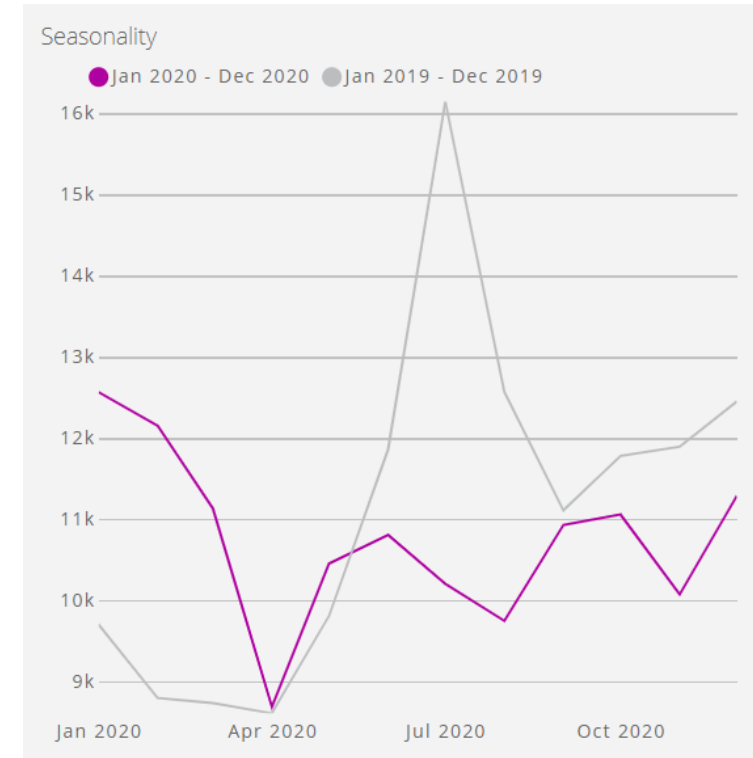
## Target Market Distribution

Rank	Flag	Country	Searches	Growth
1		Japan	488,824	-13.3%
2		Germany	480,439	-3.5%
3		United States	457,516	5.4%
4		Russia	347,434	-36.5%
5		United Kingdom	333,867	-7.3%
6		France	205,467	-17.8%
7		China	201,482	-63.3%
8		Spain	182,232	-11.3%
9		Netherlands	180,535	24.8%
10		India	171,296	5.7%
11		Estonia	136,670	19.4%
12		Sweden	128,918	-3.2%
13		Switzerland	108,984	-10.0%
14		Norway	74,032	14.6%
15		Denmark	54,076	-1.4%





# Travel and searches from Sweden

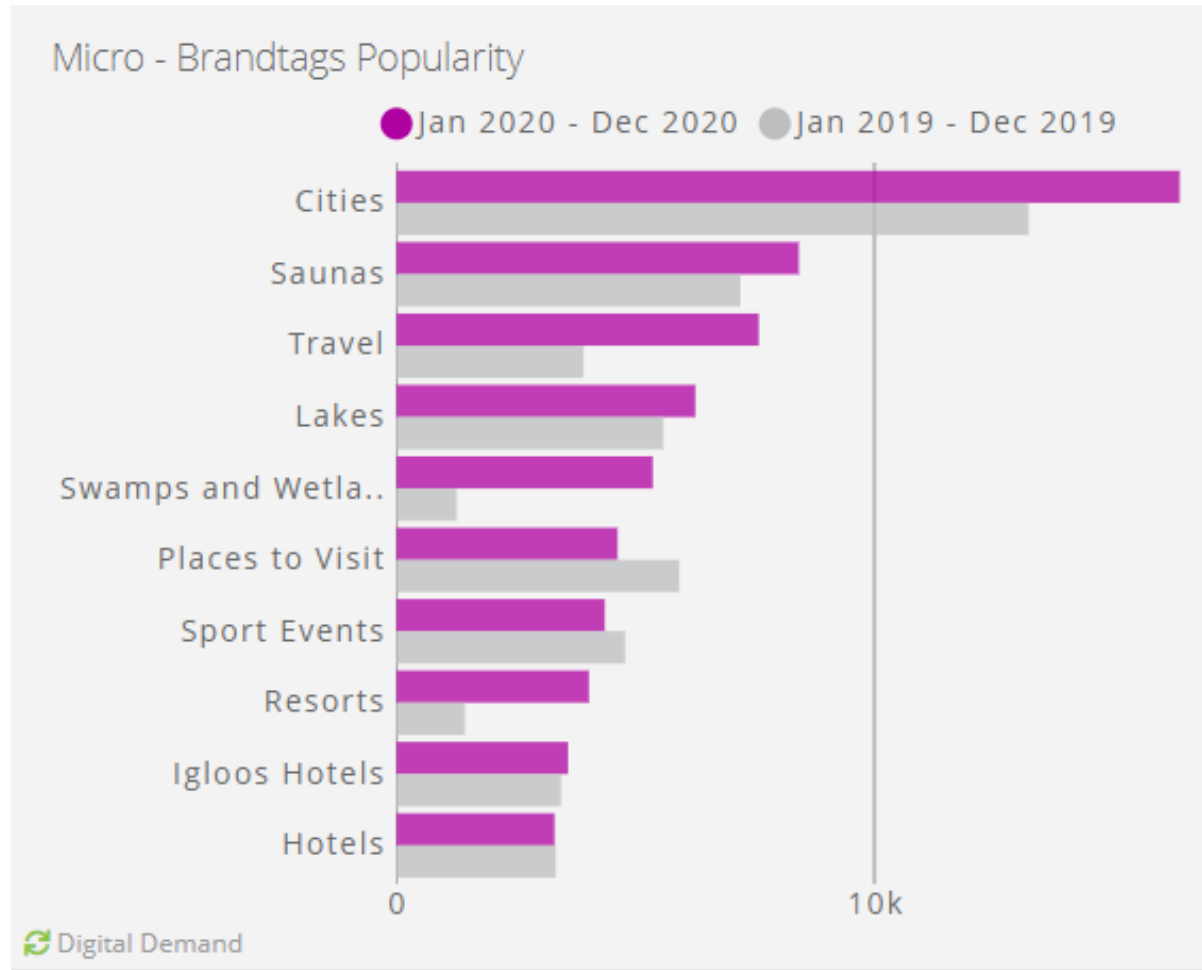


Normally almost half of Swedish overnights is registered in Finland in the high season summer months, especially in July.  
[Visit Finland](#)

There was a clear spike in the searches in July 2019, which wasn't there anymore in 2020 as especially searches about Camping (-64% whole year) and Cruises (-52%) dropped.



# Top 10 micro brandtags 2020 for Sweden



- **Cities 16 600 (+23 %)**
- **Saunas 8 400 (+17%)**
- **Lakes 6 300 (+12%)**
- **Swamps & Wetlands 5 400 (+327%)**
- Sport Events 4 400 (-9%)
- **Resorts 4 000 (+181%)**
- Igloos Hotels 3 800 (+6%)

General Travel searches (7 600) increased by 94%!

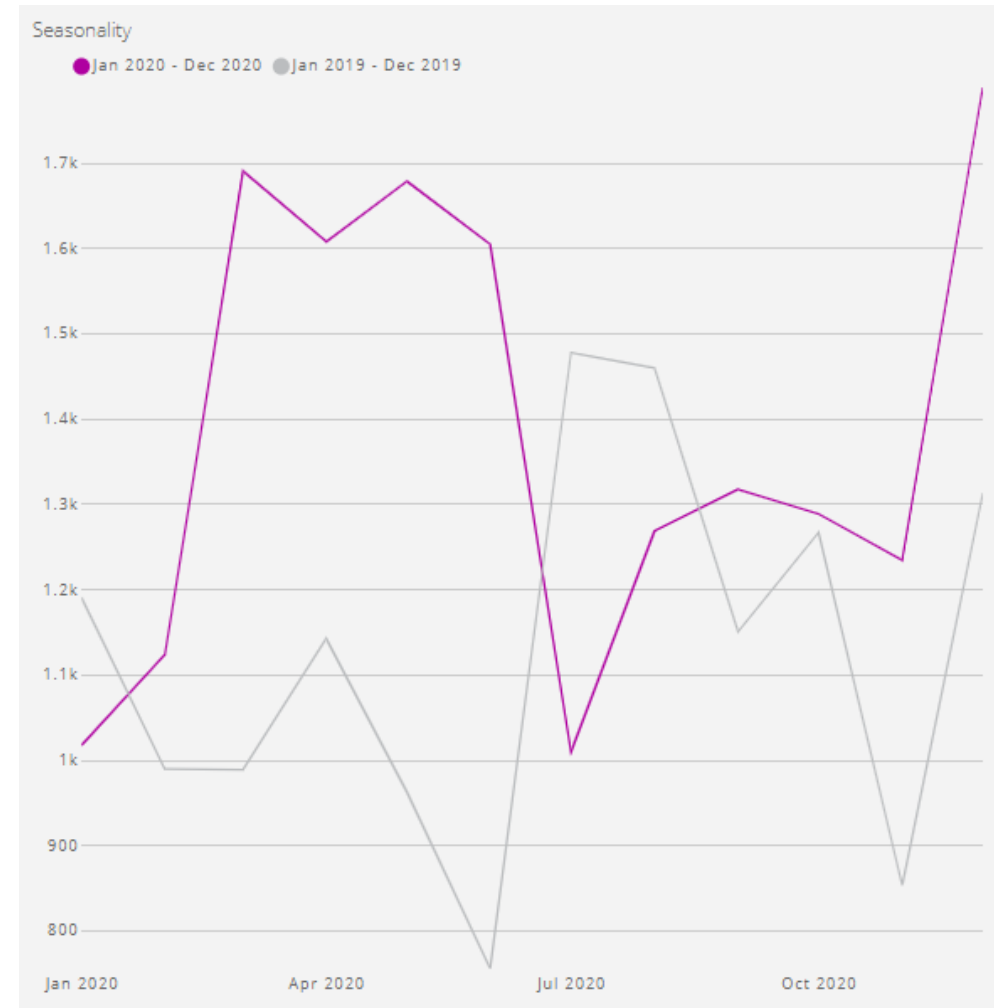


# Cities

- Most interesting topic to search in Finland for Swedes
- Searched especially from March-June 2020 and again in December 2020
- Sweden #5 market searching for cities (after Estonia, USA, Germany, India, respectively)  
> internationally, Cities-searches increased in 2020 and peaked in April

Visit Finland

Source: [Digital Demand](#)/Visit Finland 2021

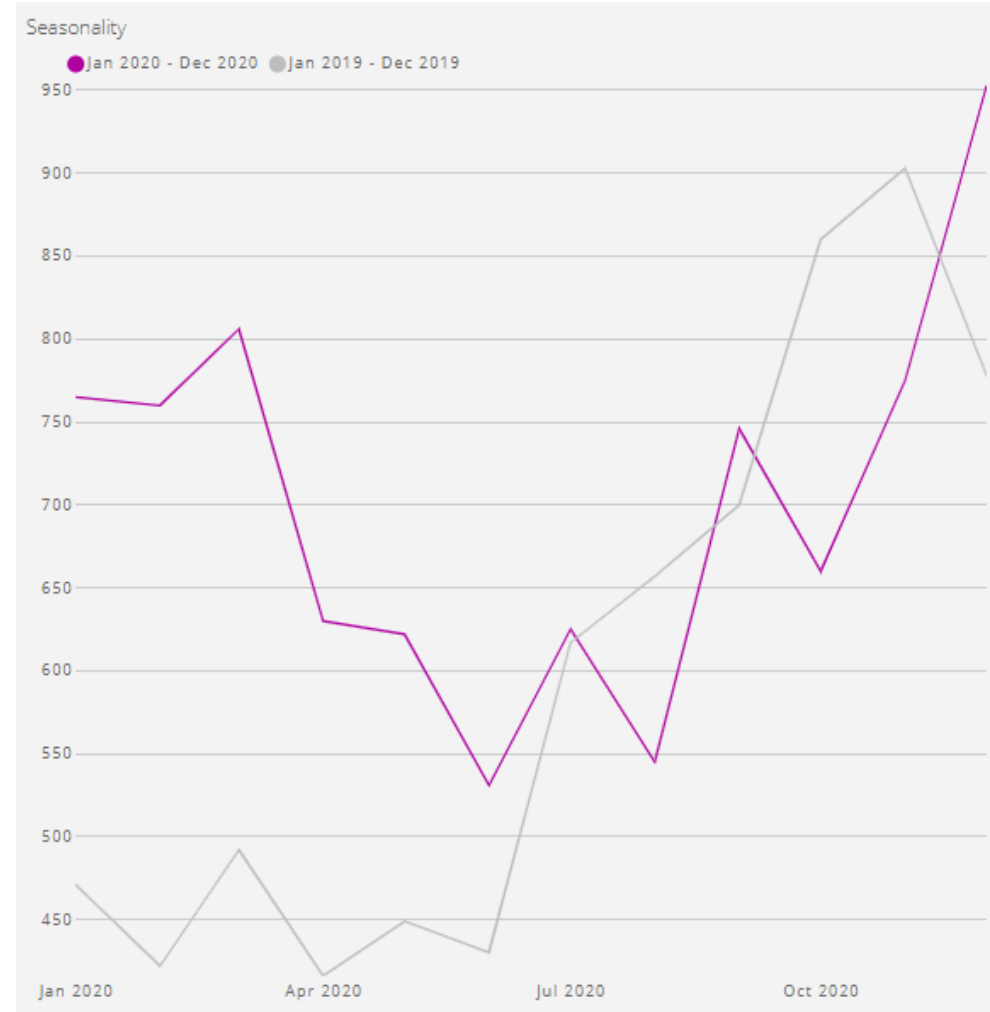






# Saunas

- Internationally the most searched topic in 2020 (28% growth)
- Swedes searched Saunas mostly in Jan-March (lots of growth compared to year before especially in the first half of the year) and again Sept-Dec (like previous year)

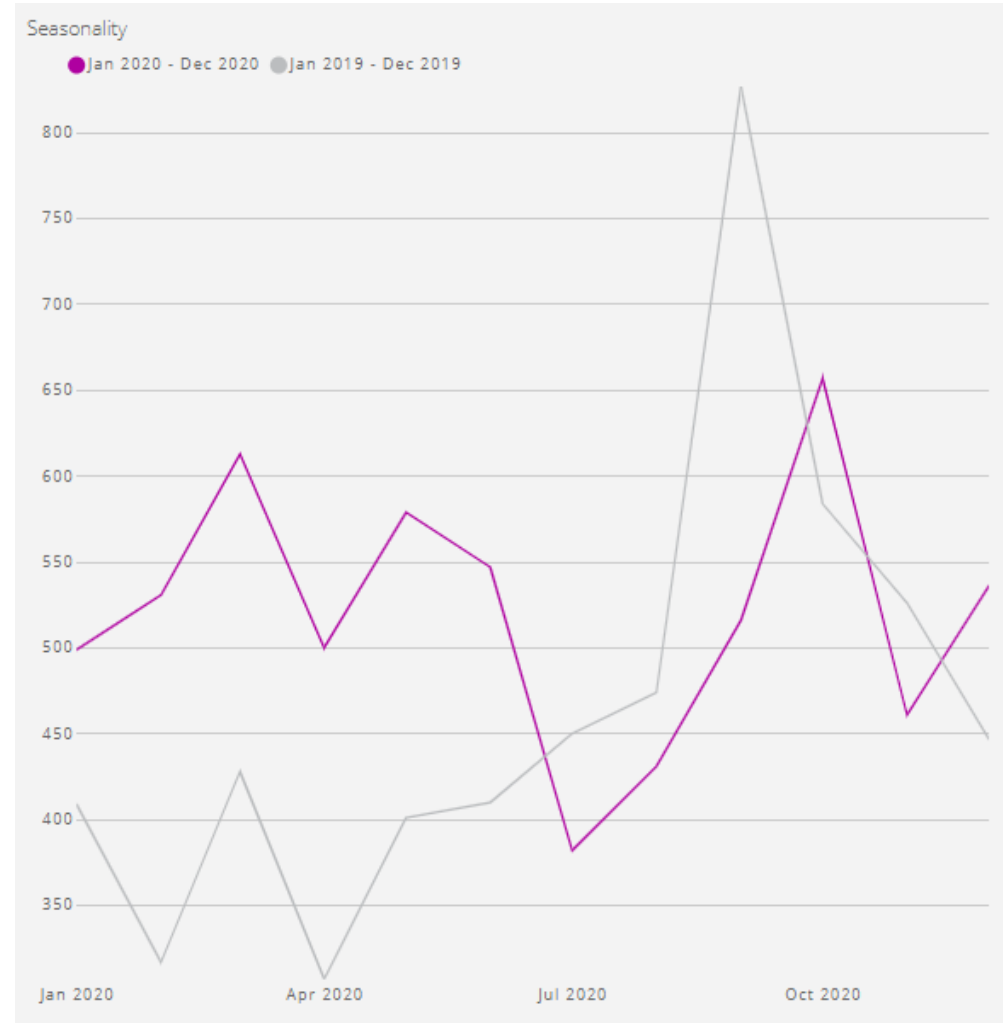


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# Lakes

- Internationally interesting topic which also grew in 2020 (+25%), +12% for Sweden and growth especially in the first half of the year
- Swedes searched Lakes throughout the year, there has been a spike in the searches in Sep/Oct in the last 2 years

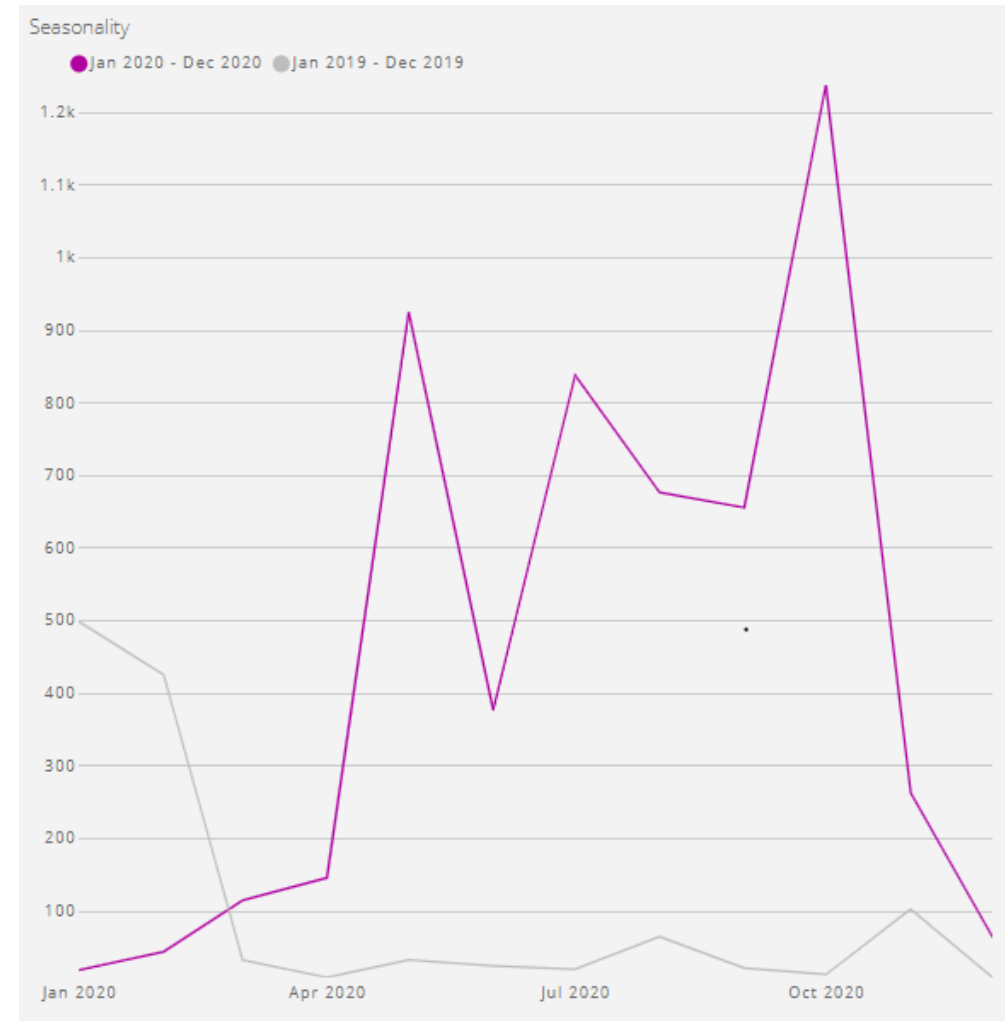


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# Swamps & Wetlands

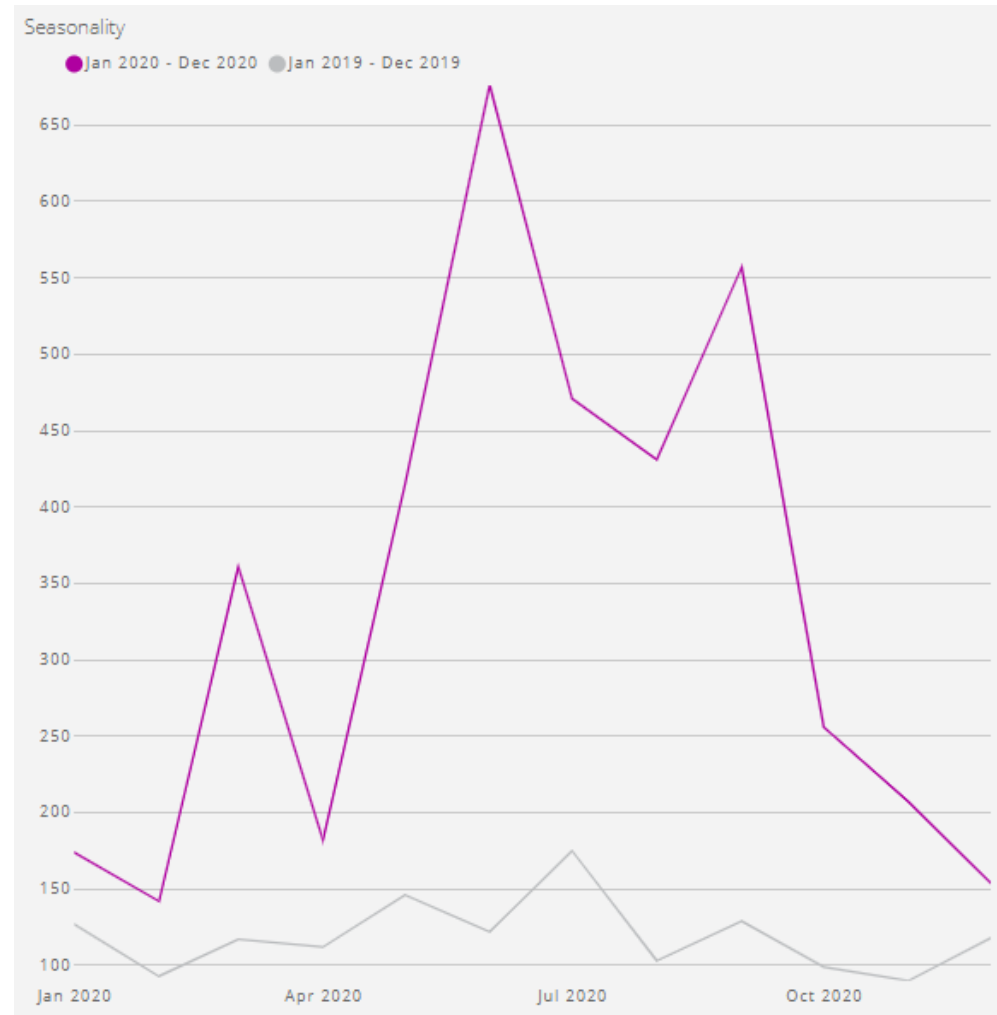
- Internationally not a very searched topic at all; 80 % of searches were made by Swedes
- Also for Swedes a somewhat new topic: searches grew by 327% from 1 300 in 2019 to 5 400 in 2020
- Most searches made between May and October





# Resorts

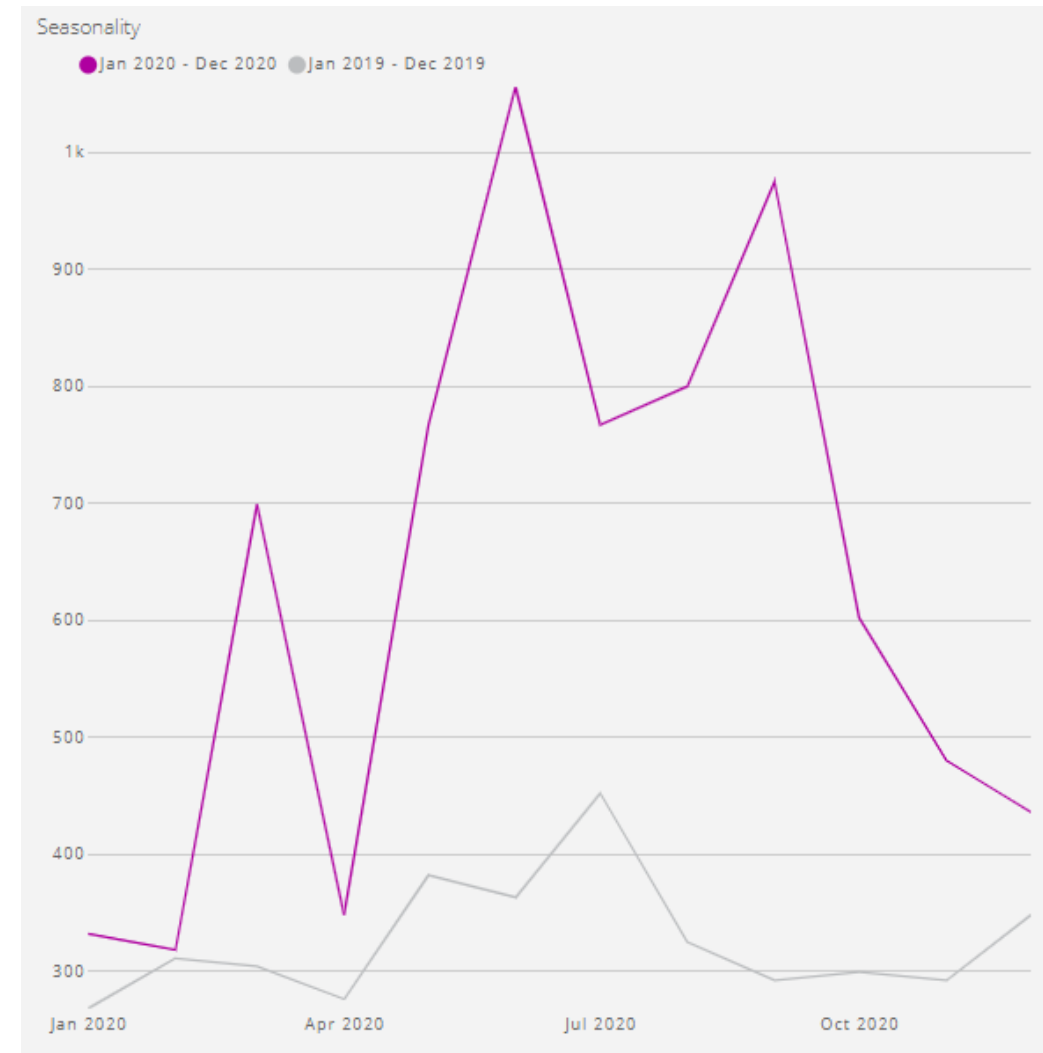
- Sweden number one market searching for Resorts, and the number of searches almost tripled as there wasn't too much interest in this topic in 2019 (1 400 searches)
- Most searches made between May and September





# Travel

- General Travel searches (7 600) from Sweden almost doubled in 2020
- Searches focus between May and September, with spikes in searches in March, June and September
- Internationally, the number of Travel searches decreased by 24% in 2020

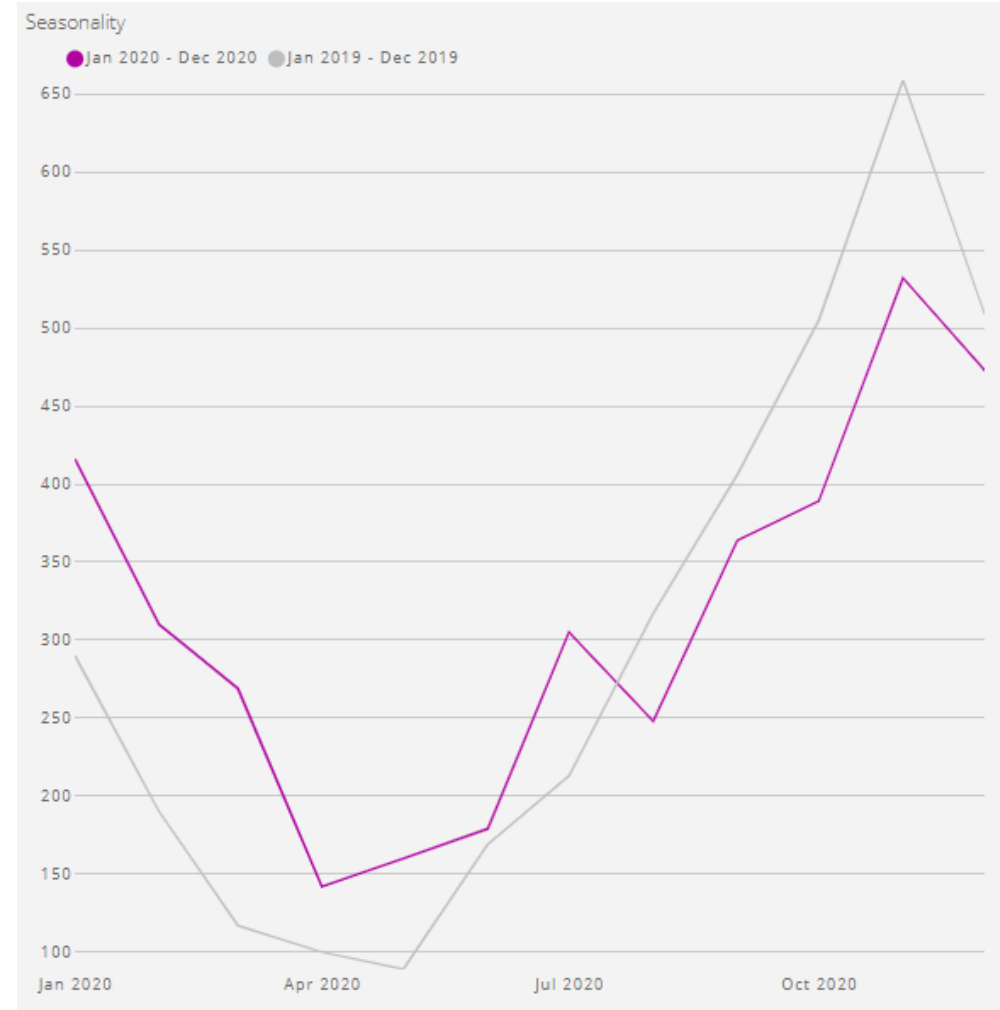


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# Igloos Hotels

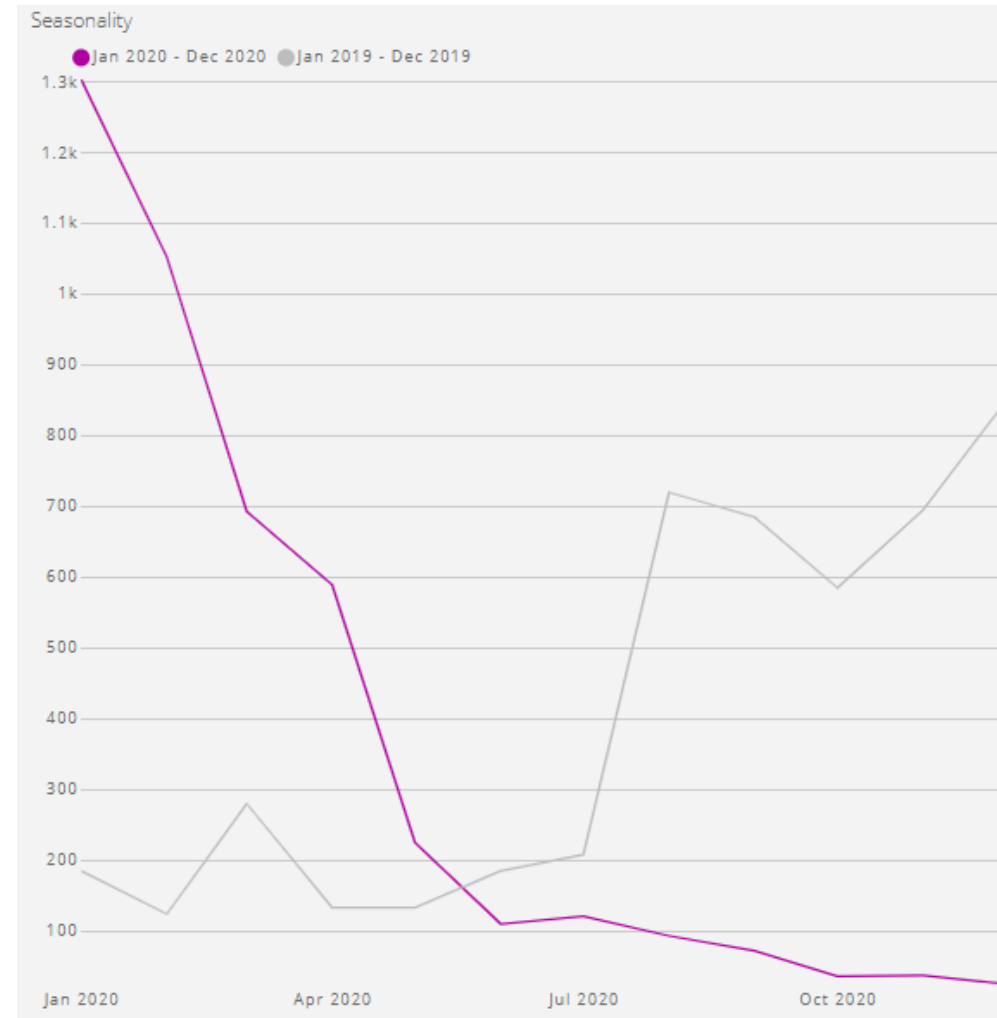
- Popular topic internationally
- For Swedes, there were 3 800 searches, the number of which grew by 6 % from previous year after July





# Sport Events

- Swedes are most enthusiastic Sport Events searchers, compared to other nationalities
- The number of searches dropped after COVID outbreak and as the year passed



# Muita tutkimuksia ruotsalaisten mielikuvista ja kokemuksista Suomessa



# Miltä merellinen Turku Tuntuu –tutkimus 1/2019

- Matkailijoiden aistimukset merellisestä Turusta paljastavat sen olevan heille varsin tavanomainen kaupunkikokemus. Ne Turun alueen mahdollistamat ainutlaatuiset luonto- ja saaristokokemukset, jotka välittyvät paikallisten moniaistisista kokemuskuvauksista eivät tavoita matkailijoita. Merellisen Turun parhaat palat ovat vielä salaisia aarteita matkailun näkökulmasta. (s. 8)
- Tutkimuksen taustaa: Ruotsalaisia vastaajia reilu 300, suurin osa lapsiperheitä ja kumppanin kanssa matkustavia, suurin osa käynyt Turussa jo aikaisemmin (lähes toinen kotimaa), liikkuvat omalla autolla – kysely tehty heinä-syyskuu 2018 satamissa laivamatkustajille jotka lähdössä pois Suomesta (s. 79)
- Kolme ideaa/ teemaa saariston ja Turun konseptointiin, kehitykseen, brändäykseen (s. 112-115)
- Tuloksia voisi mahdollisesti soveltaa rannikko-saariston alueen kohteisiin. Yöpymistilastojen mukaan puolet ruotsalaisten yöpymisistä rekisteröidään rannikko-saariston alueella ja lisäksi kolmannes Helsingin suuralueella (Tilastopalvelu Rudolf/ Tilastokeskus 2019)

# Miltä merellinen Turku Tuntuu –tutkimus 1/2019

## Merellisen Turun kaikki aistimukset ruotsalaisille



1. rentoutunut 17 %
2. Tyyni 15 %
3. Rauhallinen 14 %
4. Iloinen 9 %
5. Onnellinen 8 %
6. Ystävällinen 7 %
7. Energinen 6 %



1. Aurinko ja lämmin 46 %
2. Tuuli 15 %
3. Viileä 7 %



1. Suolainen 17 %
2. Jäätelö 12 %
3. Kala 9 %
4. Ruoka 4 %



1. Meri 32 %
2. Ruoka 9 %
3. Raikas ja puhdas ilma 5 %
4. Suolainen 4 %
5. Kala 3 %



1. Veneet ja laivat 26 %
2. Vettä näkyvissä 19 %
3. Meri 13 %
4. Joki 8 %
5. Kaunis 7 %



1. Lokki 19 %
2. Merivesi ja aallot 14 %
3. Veneet ja laivat 13 %
4. Linnut 10 %
5. Ihmiset 6 %

# Miltä merellinen Turku Tuntuu –tutkimus 1/2019



## Suomi matkailukohteena ruotsalaisille (n=305)



Mainituin adjektiivi: **Kaunis**

Aistimus: **Lämmin**

Ympäristö: **Luonto, järvet**

Tunnekokemus: **Ystävällinen**



# Ruotsalaisten Suomi-kuva –raportti, Novus 1/2017

## Spontaanisti Suomesta

**Osallistujien spontaanit ja omaehtoiset ajatukset Suomesta ovat eri ryhmissä hyvin samanlaiset. Kaikissa ryhmissä huomaamme kaksi rinnakkaista assosiaatiopolkua: Toisessa polussa Suomi-kuvaa leimaavat assosiaatiot ovat enimmäkseen myönteisiä ja toisessa kielteisempiä tai epävarmoja.**

### Spontaaneissa mielikuvissa Suomeen liitetään:

- Kaunis luonto
- Urheilu (jäähkiekko, hiihto, Suomi-Ruotsi-maaottelu)
- Mukava, ahkera ja ylpeä kansa
- Hiljaisuus/vähäpuheisuus ja vakavuus/surumielisyys
- "Tietynlainen huumori"
- Hyvä ruoka
- Muotoilu/laatu
- Hyvä koulu
- Naapurimaa, joka on kuin "lähisukulainen" (sisarus)

### Kuitenkin spontaanisti mieleen tulevat myös:

- Väkivalta (kouluammukset, "levottomat" risteilyalukset, "liian anteliaat" aselait)
- Alkoholinkäyttö
- Kielimuurit





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