

# Visit Finland Digital Demand – D2©

Executive Summary – Data refresh Q2

Version 1.0

September 8<sup>th</sup>, 2023



# Scope of the project

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

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

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

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

## Subscription details

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

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

The subscription includes the following:

**(a)** Overview of Finland's D2@ Summary with a number of searches, evolution, seasonality of searches, ranking in the region, most popular Brandtags, and target markets.

**(b)** In-depth analysis of Jyväskylä's ALL Brandtags Families (dynamic cards), featuring the number of searches, a rank of importance, evolution, Micro-Brandtag share, seasonality, and target markets.

Detail of Brandtag Families (4).

For further details, please check the Brandtag Classification chapter.

**(c)** In-depth analysis of Finland's ALL Brandtags (dynamic cards), featuring the number of searches, a rank of importance, evolution, Micro-Brandtag share, seasonality, and target markets.

Detail of Brandtags (70).

For further details, please check the Brandtag Classification chapter

**(d)** In-depth analysis of Jyväskylä's ALL Micro-Brandtags of your choice (dynamic cards), featuring the number of searches, evolution, seasonality, and target markets.

Detail of Micro-Brandtags (276).

For further details, please check the Brandtag Classification chapter

**(e)** Overview of Jyväskylä's 20 Target Markets of your choice (dynamic cards), featuring the number of searches, evolution, a rank of importance, evolution, top Brandtag popularity, and seasonality.

Detail of Target Markets: Germany, United States, Japan, United Kingdom, Italy, France, Spain, Netherlands, Estonia, India, Switzerland, Canada, Sweden, Austria, Belgium, China, Australia, South Korea, Russia, and Domestic (Finnish) market.

## Conclusions Q1 2023

- #1 All countries continue to grow in Q1 2023, the benchmark remains unchanged.
- #2 Finland recovers March search volume in 2023.
- #3 Searches for Accommodation, Skiing and Vacation Packages grow, while Travel-related searches decrease and searches for Lakes stabilize.
- #4 Germany remains the main target market for Finland in Q1 2023, while the Dutch and Estonian markets have dropped in the ranking.
- #5 The domestic market volume in Q1 2023 still surpasses 2022 levels, while Finns' search behavior changes.

# Conclusions

Q2 2023 data refresh

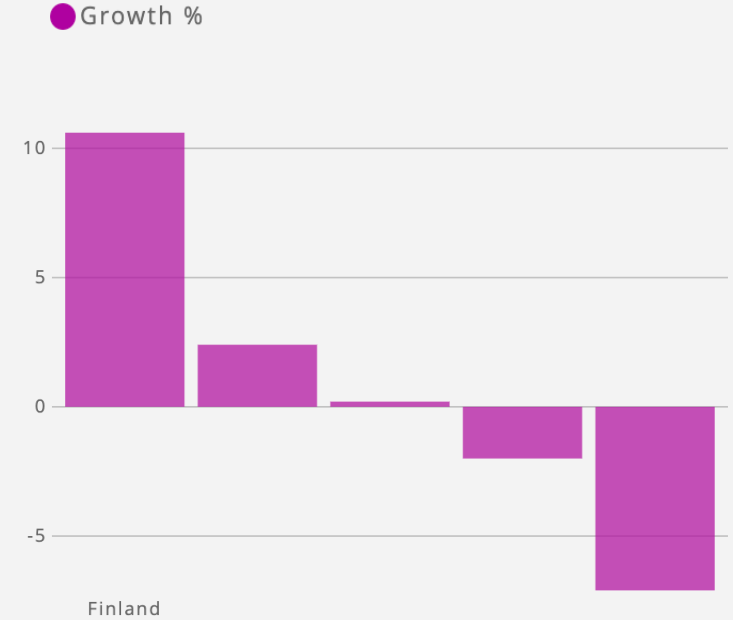
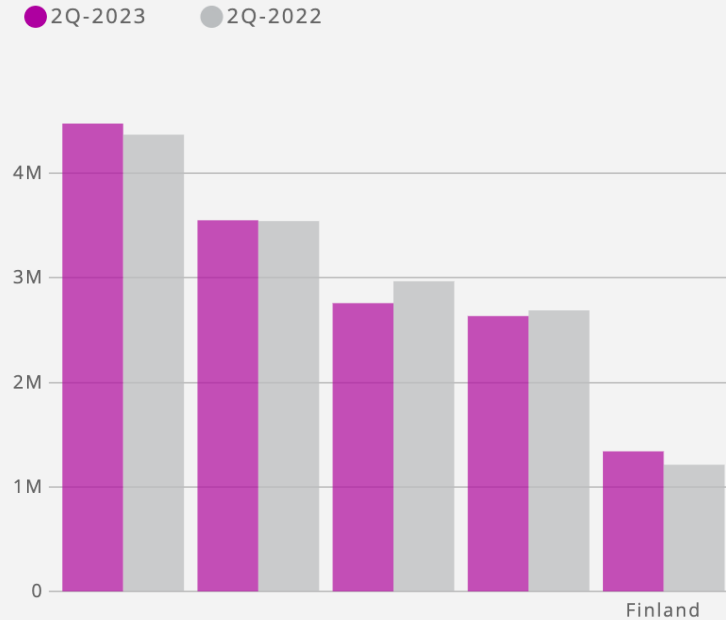
## Conclusion #1

# The benchmark remains unchanged, while Finland leads in the ranking of growth.

The order of the countries in the benchmark ranking, search volume wise, remains the same as in Q2 2022.

During Q2 2023, there are important differences in the growth of benchmark competitors, compared to Q2 2022. Finland displays the biggest growth of over +11%

Benchmark ranking (excluding RU and CN)



## Conclusion #2

# While searches for Finland are constantly surpassing last year's volume, they do not follow the trend of previous years.

Volume of searches from Q2 2023 shows an increase of +11% in search volume since the same period last year. However, the international search behavior is different than the ones in the previous years.

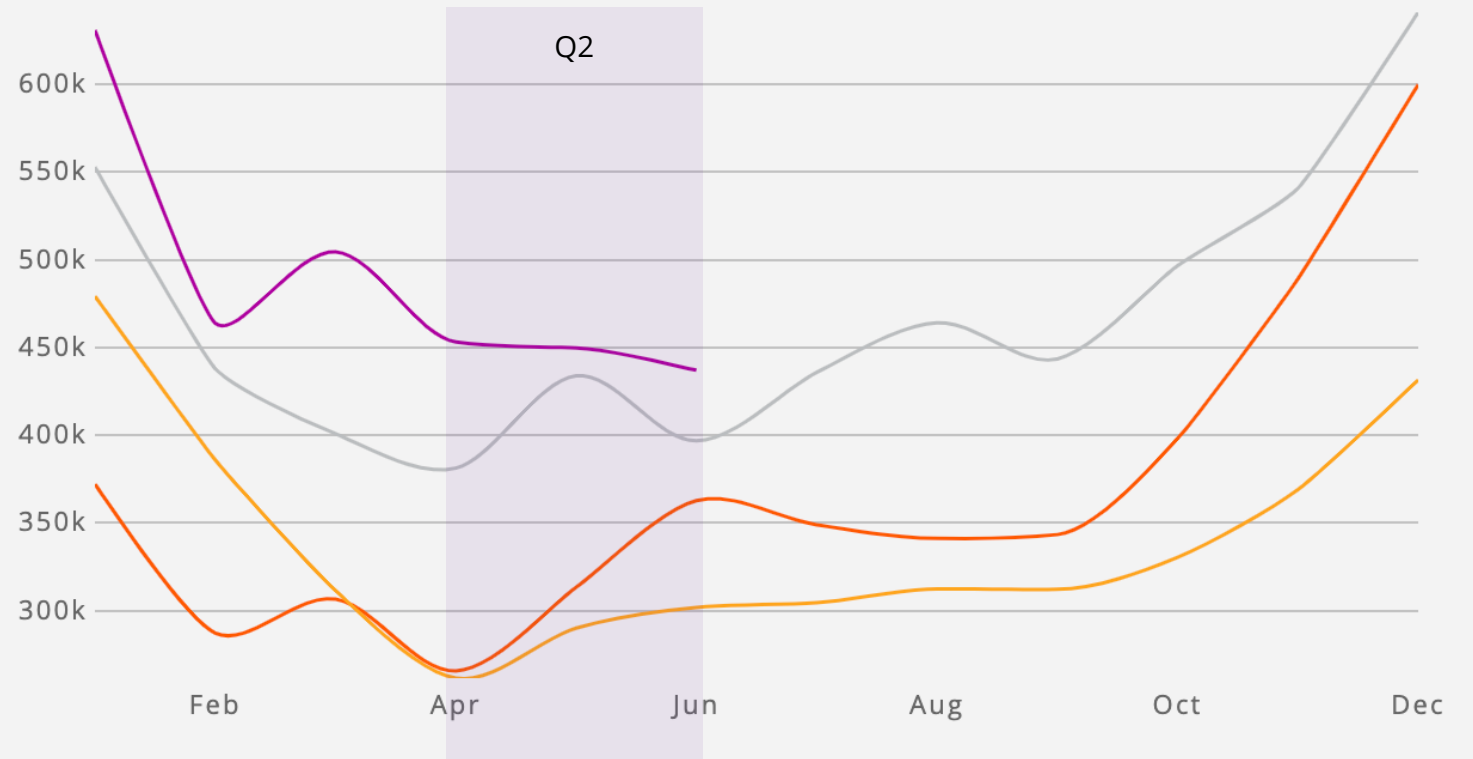
Specifically, May 2023 doesn't display the same increase in searches as the last years, which was created due to an overall increase of interest for touristic activities and accommodation. Growth of May took place right after the decrease in searches during Ukrainian invasion.

Searches during April 2023 remain very similar to the previous year, while June is similar to the last year but not pre-pandemic years.

Seasonality of searches for Finland

● Jan - Dec 2023

● Jan - Dec 2022



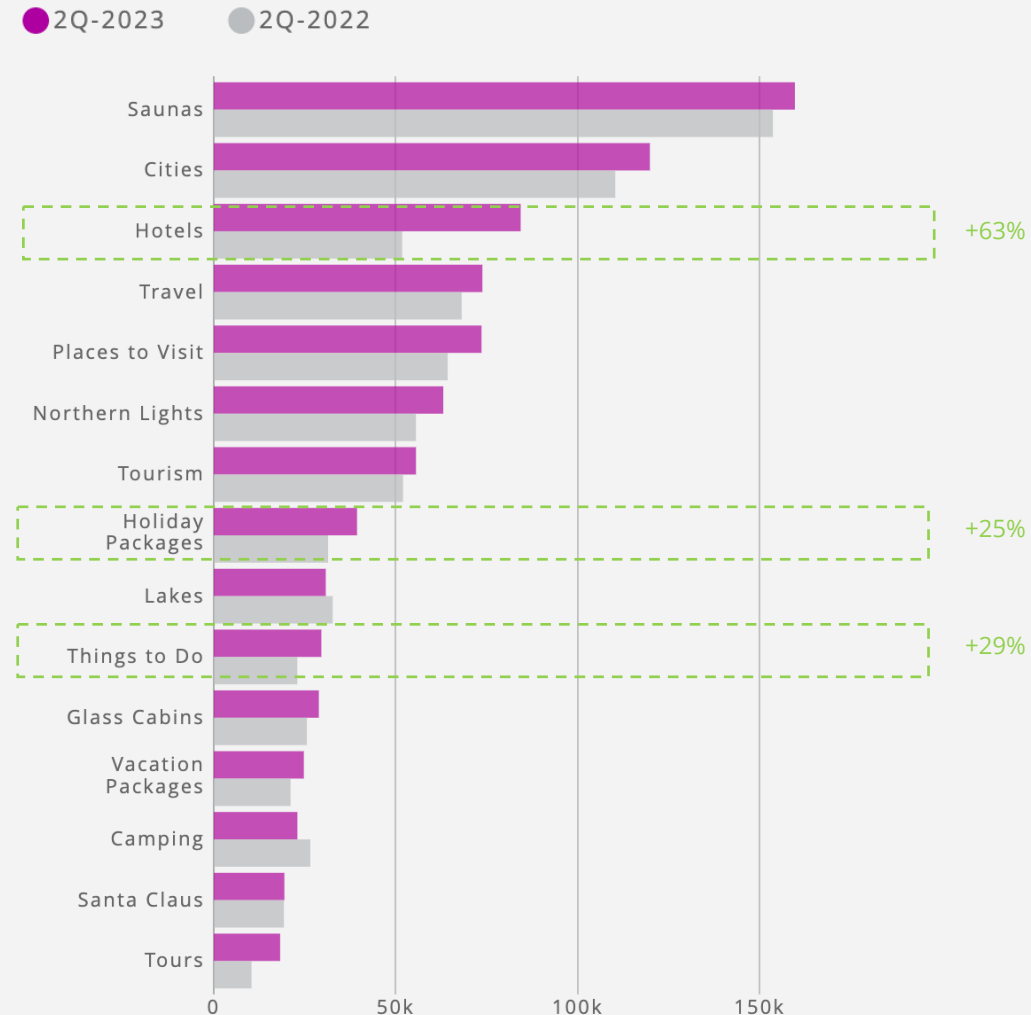
## Conclusion #3

# Top Brandtags maintain unchanged, while the searches for the majority of Brandtags continue to grow, ...

The majority of the top Micro-Brandtags for Finland show growth in search volume in Q2 2023, compared to the same period in 2022. Especially for Hotels (+63%), Holiday Packages (+25%) and information associated with Things to Do in Finland (+29%).

With over 159K searches, Saunas is by far the most searched theme, followed by Cities (119K) and Hotels (84K). Besides the generic searches such as Travel, Tourism or Places to Visit in the top 20, there are a number of searches for activities such as Northern Lights, Glass Cabins and Camping.

Top 20 Micro-Brandtags for Finland *Internationally*



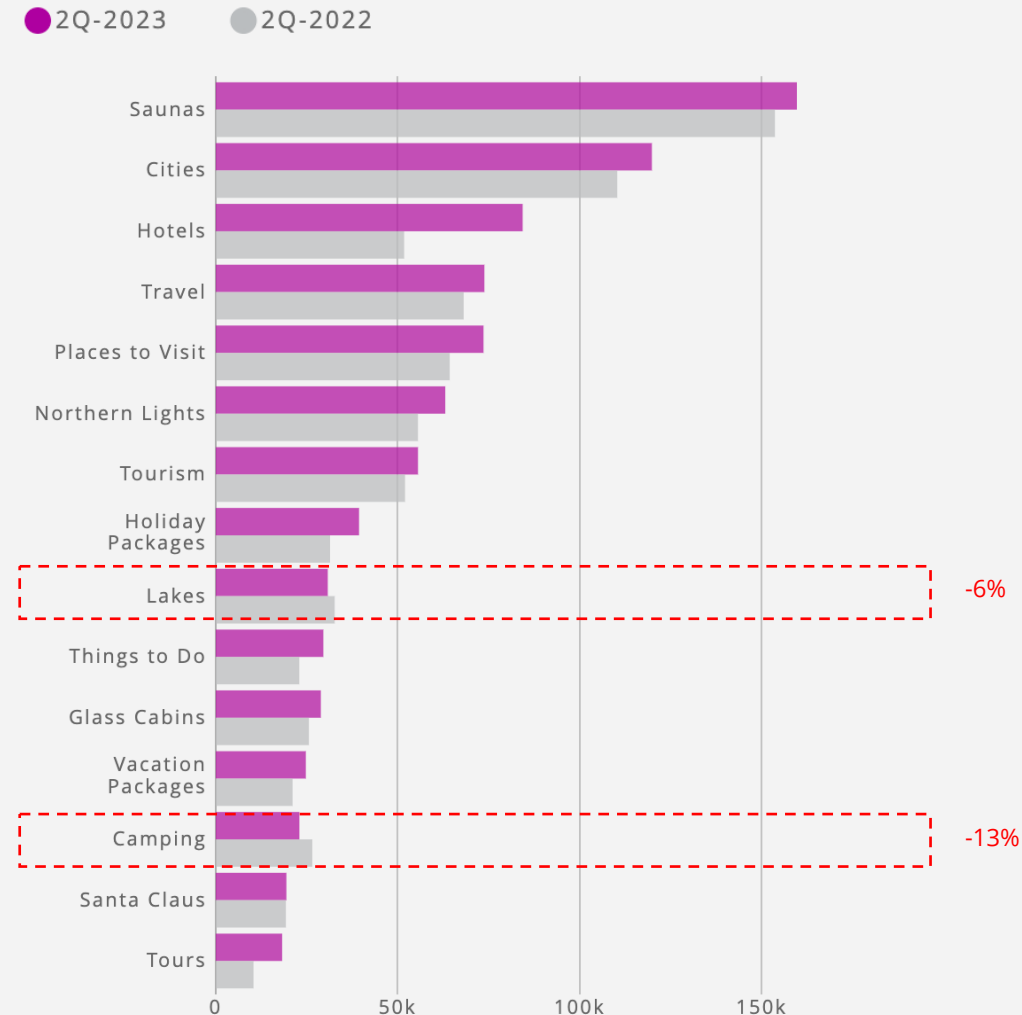


## Conclusion #3

Top Brandtags maintain unchanged, while the searches for the majority of Brandtags continue to grow, while searches about Camping and Lakes decrease.

However, international search demand for some of them, such as Camping, has decreased by -13%. International tourists' interest in Lakes is also down, reporting a decrease of -6%.

Top 20 Micro-Brandtags for Finland *Internationally*



## Conclusion #4

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

Japan, United States and Germany maintain in Top 3 target marking ranking for Finland as in 2022, however, with a small shuffle with Japan (156,2K) taking over the first position from the United States.

Japan not only leads the international target market distribution ranking. But also, it has one of the highest growth rates among top 10 markets (+29,6%).

United Kingdom (72,5K), Italy (61,5K), France (56,3K), and Spain (54,1K) are second-tier markets. The order of the second-tier markets remains the same as in first quarter of 2023.

Target Market Distribution Q2 2023

Rank	Flag	Country	Searches	Growth	Rank	Flag	Country	Searches	Growth
1	▲	Japan	156,196	29.6%	11	▲	Australia	33,329	60.4%
2	▼	United States	140,022	3.2%	12	▼	Canada	32,555	-3.7%
3	-	Germany	121,726	6.7%	13	▼	Netherlands	30,883	-2.1%
4	-	United Kingdom	72,497	5.0%	14	▼	Switzerland	28,468	1.6%
5	-	Italy	61,518	2.4%	15	▲	South Korea	21,923	64.4%
6	-	France	56,333	3.9%	16	▼	Austria	19,709	3.9%
7	-	Spain	54,135	2.0%	17	▼	China	17,348	-4.1%
8	▲	India	51,538	30.4%	18	▼	Belgium	16,879	-0.5%
9	▼	Estonia	44,297	6.2%	19		Russia	0	N/A
10	-	Sweden	42,051	11.5%					

## Conclusion #5

**While many markets show a stagnation, Indian, Australian, and South Korean markets show a rapid growth.**

In the Q2 of 2023 there is a general stagnation of the international search. It is visible with growth level maintained below +7%, especially for the majority of the European markets. There are also markets that searches dropped comparing to the past year, those markets are Canada, the Netherlands, China and Belgium with -3,7%, -2,1%, -4,1% and -0,5% of growth decrease respectively.

On the other hand, besides Japan, India, Australia and South Korea are the fastest growing markets for Finland, where the last two increased over +60% in Q2 2023.

Target Market Distribution Q2 2023

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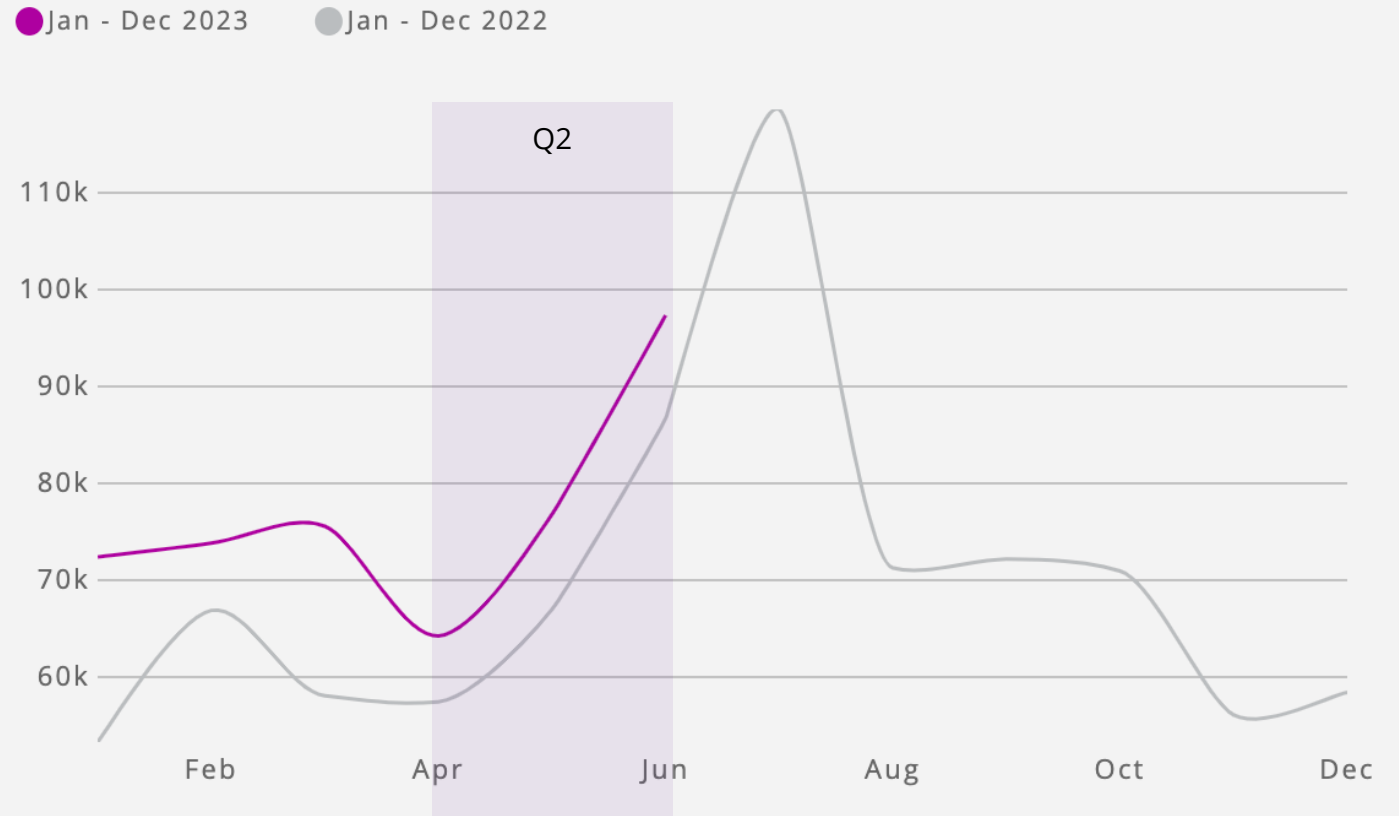
## Conclusion #6

# The behaviour of Finnish market remains the same as Q2 2022, with volume of searches surpassing last year's.

With over 238K searches in Q2 2023, the domestic market displayed an increase of 12,92%, compared to Q2 2022.

The behaviour of the Finnish market remains almost the same with the one of same period last year, while the increase in demand is visible throughout the whole trimester of 2023, which persistently surpasses 2022 demand.

Seasonality of searches for Finland **Domestic**



## Conclusions Q2 2023

- #1 The benchmark remains unchanged, while Finland leads in the ranking of growth.
- #2 While searches for Finland are constantly surpassing last year's volume, they do not follow the trend of previous years.
- #3 Top Brandtags maintain unchanged, while the searches for the majority of Brandtags continue to grow, while searches about Camping and Lakes decrease.
- #4 Top 3 Target Markets remain the same and Japan is moving to the lead position.
- #5 While many markets show a stagnation, Indian, Australian, and South Korean markets show a rapid growth.
- #6 The behaviour of Finnish market remains the same as Q2 2022, with volume of searches surpassing last year's.

# Thank you!

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