

**Bloom Consulting** COUNTRIES, REGIONS & CITIES

# Visit Finland Digital Demand – D2©

Executive Summary – Data refresh Q2 2024

Version 1.0

October 29<sup>th</sup>, 2024

# Introducing Digital Demand

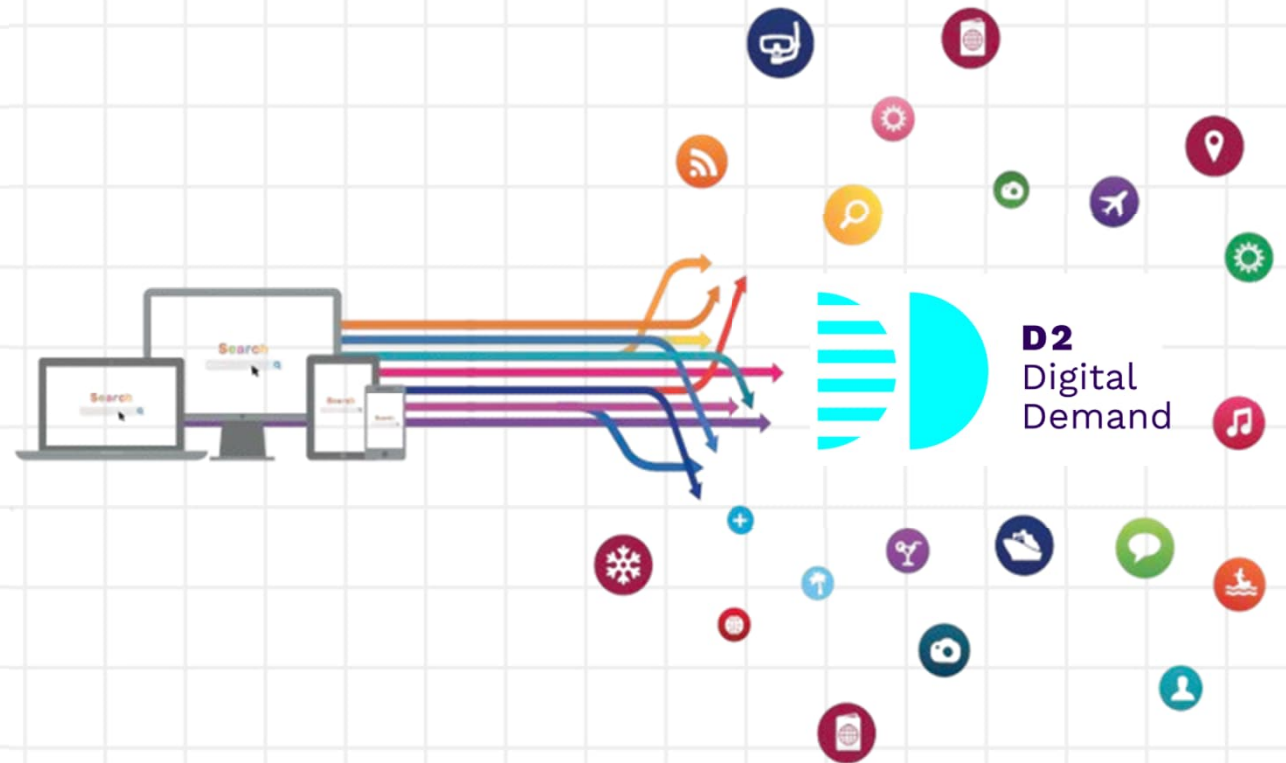
The data collected from the D2 - Digital Demand © tool provides an understanding of the international demand for a specific country, region, or city. This information is obtained from analyzing the specific keywords that global citizens use on the most popular search engines worldwide.

According to the ideology presented by D2 - Analytics, when someone searches for information about a country, region, or city, the search engine is one of the primary sources used today.

Researchers, travelers, investors, professionals, and others use search engine results to inform their decisions about the next steps in these areas.

Prior to analyzing the data in the D2 - Digital Demand © software, please consider that the nature of the results is mainly focused on the total searches performed online by global citizens.

Source of keywords in the D2 – Digital Demand © software



## Conclusions Q2 2024

1. Search volumes for Finland consistently exceed those of the previous year, replicating trend from 2022.
2. Top Micro-Brandtags remain steady, but they focus mainly on the generic and winter-related searches.
3. Saunas, Cities, and Lakes note a decrease in appeal while other themes continue to grow.
4. Top 4 Target Markets remain the same, but United States is moving to the lead position.
5. There is a shift in market behaviour, both for distant and regional markets.
6. The behavior of the Finnish market consistently surpasses last year's volume, showing a similar trend in search behavior.

# Conclusions

Q3 2024 data refresh

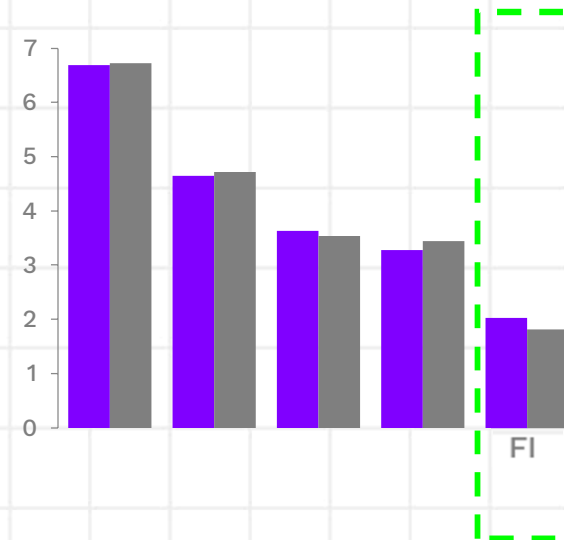
## Conclusion 1

Finland is one of the two countries to see an increase in search volume compared to the same period last year.

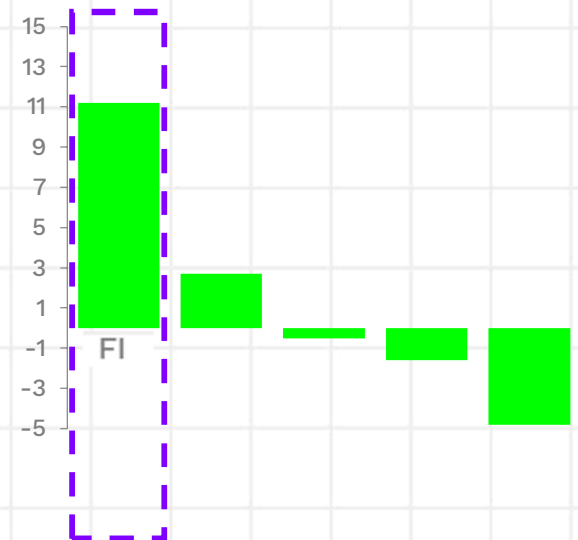
Finland, despite showing the highest growth rate at +11,2% and reaching 2,0 million searches, continues to rank last in the overall benchmark ranking but leads in growth rate.

Benchmark ranking Internationally

■ Q3 2024 ■ Q3 2024  
Searches In million



■ Growth %



## Conclusion 2

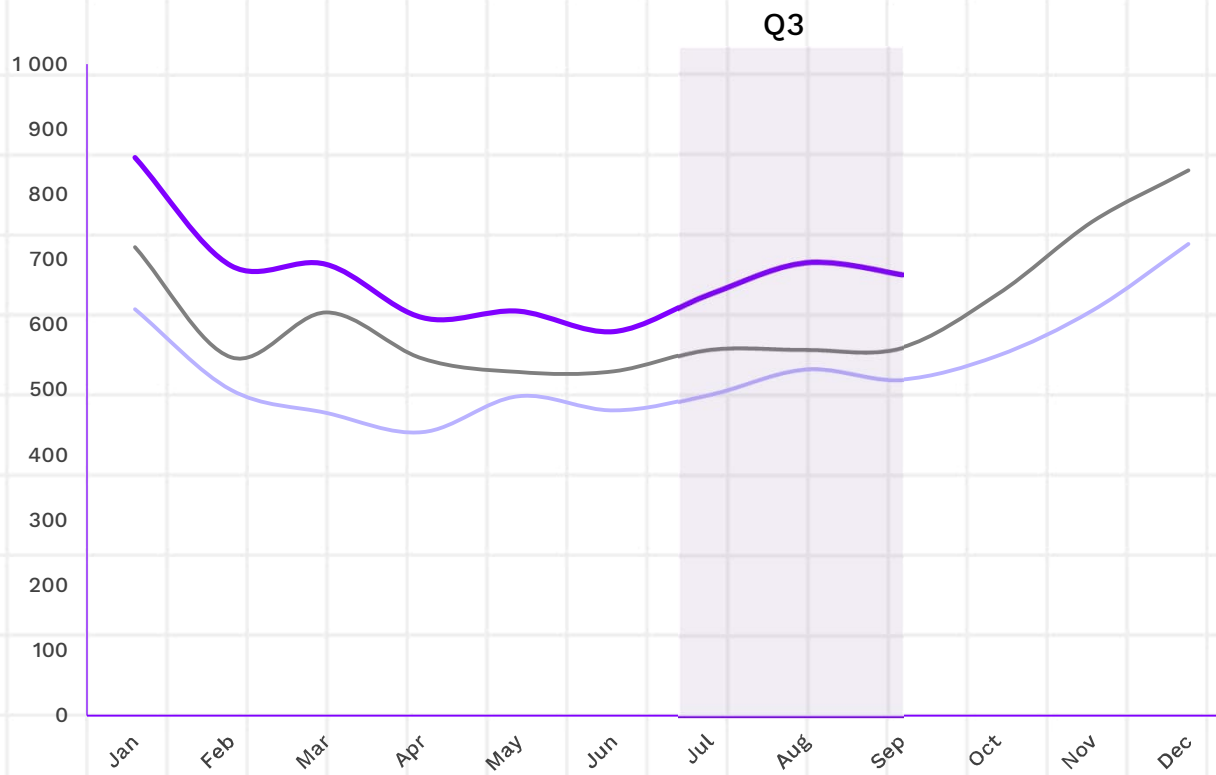
# August experiences strong growth in search volumes, continuing Finland's positive trend.

Search volume for Q3 2024 shows a notable increase compared to the same period in previous years. In July 2024, search volume grew by +15,2% compared to July 2023, and by +31,3% compared to July 2022. August 2024 saw an even stronger growth of +23,7% compared to August 2023, and +30,7% compared to August 2022. Similarly, September 2024 recorded a +19,9% increase over September 2023, and a +31,3% rise compared to September 2022.

Despite fluctuations in individual months, the general trend shows steady growth across all three years, with 2024 search volumes consistently higher.

Seasonality of searches for Finland Internationally

■ Jan - Sep 2024 ■ Jan - Dec 2023 ■ Jan - Dec 2022  
Searches In thousand



### Conclusion 3

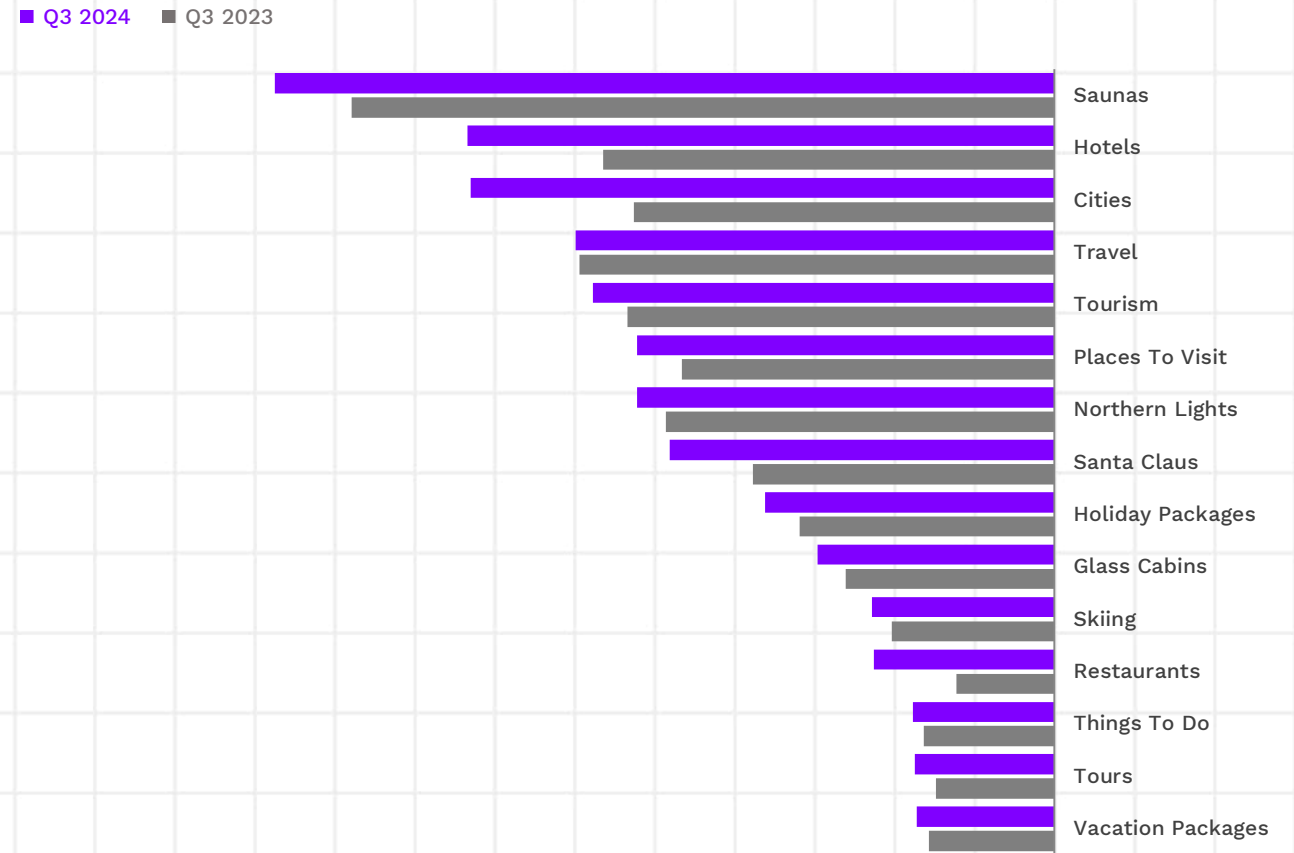
Leading themes highlight generic and winter trends, with no summer-related searches present.

Saunas (165K) has reached the top position in search rankings, with general Micro-Brandtags like Hotels (124K), Cities (123), Travel (101K), and Tourism (97%) filling out the top five.

Among the specific searches, winter-related Micro-Brandtags such as Santa Claus (81K) and Skiing (38K) are prominent, alongside others that aren't exclusive to winter, like Northern Lights (88K) and Glass Cabins (50K).

Even though Q3 includes two of the three summer months, there are no Micro-Brandtags related to this season in the top rankings.

Top 15 Micro-Brandtags for Finland Internationally





## Conclusion 4

# All top themes grow, especially Restaurants, Cities and Hotels.

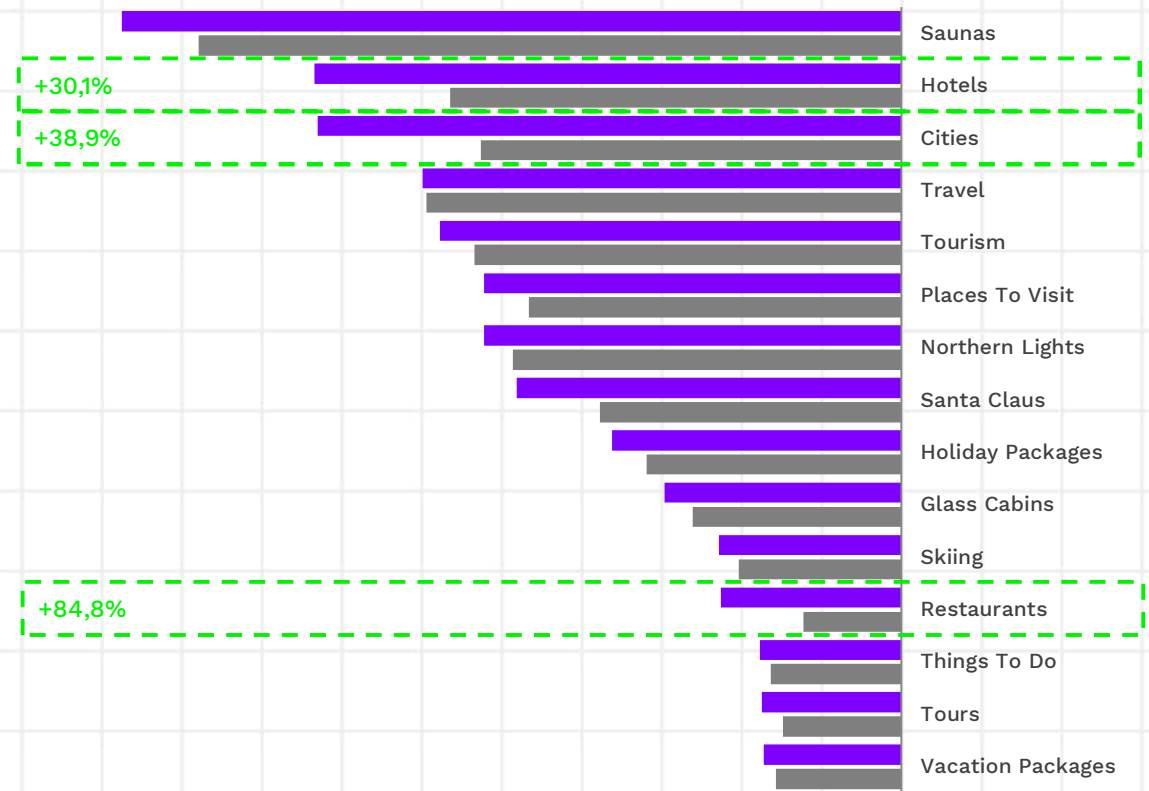
While no Micro-Brandtags reported a decline in search volume compared to the same period last year, there were notable differences in growth rates.

Some Micro-Brandtags saw substantial increases, such as Restaurants with +84,4%, Cities at +38,9%, and Hotels with +30,1%. Santa Claus also experienced a strong increase of +27,7%, while Tours grew by +18,2%. Additionally, Holiday Packages increased by +13,7%, and Glass Cabins rose by +13,6%.

In comparison, other Micro-Brandtags stagnated, with Travel only increasing by +0,8%.

Top 15 Micro-Brandtags for Finland Internationally

■ Q3 2024 ■ Q3 2023





















## Conclusion 5

### Minor position changes in both regional and distant markets.

The United States (246K) has claimed the top position in Q3 2024, followed by Japan (214K) and Germany (166K). In Europe, Italy leads with the highest searches at 80K, closely followed by France with 77K. Spain has dropped one position, now at 53K. Additionally, Norway has surpassed China (20K), reaching 24K searches.

In distant markets, India has advanced one spot with 62K searches, while Canada maintains its position with 45K. Australia has also moved up one rank, reaching 38K searches.

Target Market Distribution Q3 2024

Rank	Flag	Target Market	Searches	Growth
1		United States	246K	+59,6%
2		Japan	214K	+16,5%
3		Germany	166K	-5,2%
4		United Kingdom	125K	+18,4%
5		Italy	80K	-1,0%
6		France	77K	0,0%
7		India	62K	+25,2%
8		Spain	57K	+2,5%
9		Sweden	52K	-8,2%
10		Canada	45K	-0,9%
11		Estonia	43K	-5,2%
12		Netherlands	41K	-1,2%
13		Australia	38K	+21,6%
14		Switzerland	37K	+4,0%
15		Austria	29K	+5,0%
16		China	20K	-20,8%
17		Belgium	19K	-1,7%
18		South Korea	18K	-0,2%

## Conclusion 6

# Distant markets are experiencing the highest growth,...

In Q3 2024, distant markets experienced the highest growth, with the United States rising to the top position, showing an impressive increase of 59,6%. India also surpassed Spain, achieving a growth rate of 25,5%, while Australia exceeded Switzerland with a growth of 21,6%.

Among regional markets, only the United Kingdom recorded a notable increase, reaching 18,4%. In contrast, France stagnated, maintaining the same search volume as in Q3 2023.

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## Conclusion 6




Distant markets are experiencing the highest growth, while half of the markets are experiencing a decline in search volumes.

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Among regional markets, only the United Kingdom recorded a notable increase, reaching 18,4%. In comparison, France stagnated, maintaining the same search volume as in Q3 2023.

In Q3 2024, half of the target markets experienced declines in search volumes, with the most significant decreases observed in China (-20,8%), Sweden (-8,2%), Germany (-5,2%), and Estonia (-5,2%).

Target Market Distribution Q3 2024

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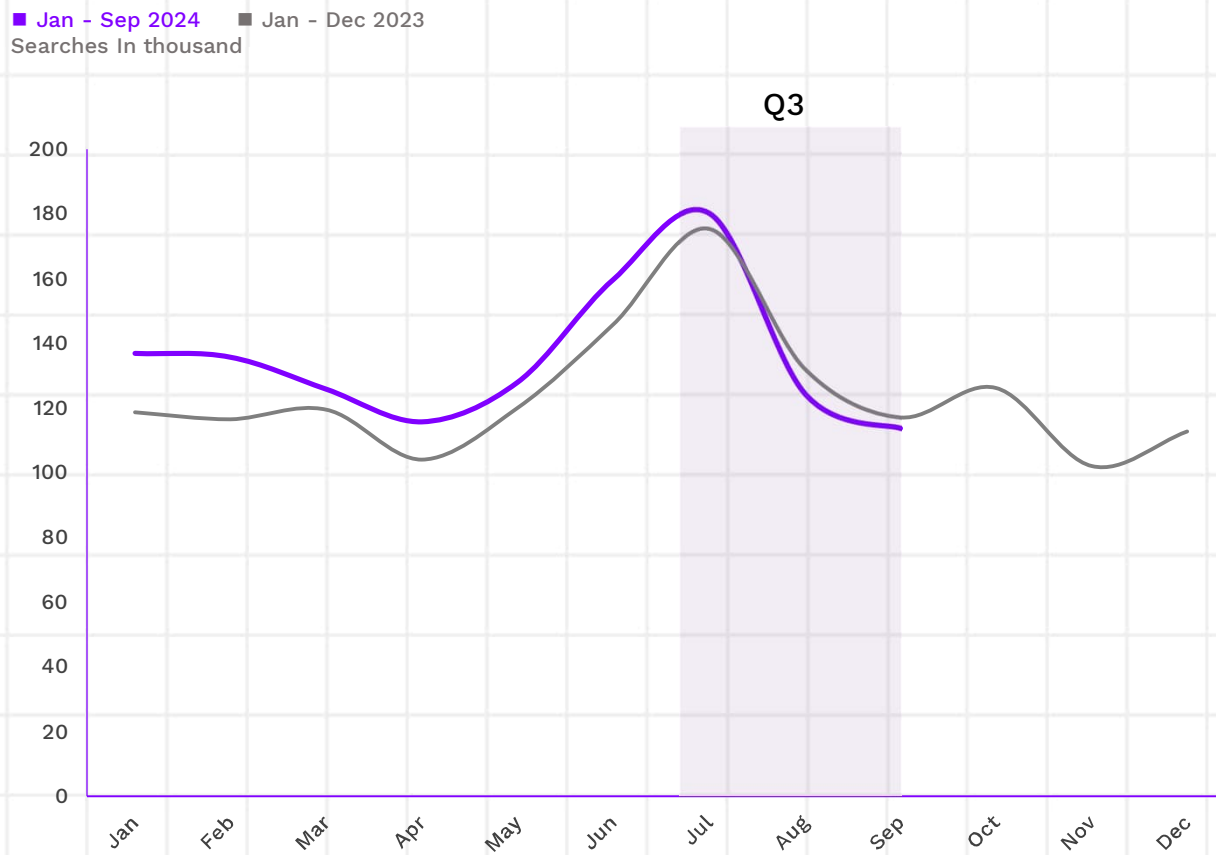
## Conclusion 7

# The Finnish market experiences a decline in search volumes for the first time in years.

In Q3 2024, Finland recorded a decline in search volumes despite having higher figures in Q1 and Q2 compared to 2023. Although July saw a peak of 180K searches, August experienced a drop to only 124K searches, marking a decrease of 5,3% from 131K in August 2023. September also saw a decline, with searches falling to 113K, down from 117K in the same month last year, representing a decrease of 3,4%.

These numbers suggest that, while Finland had a strong start to the year, the overall demand has weakened in the third quarter.

Seasonality of searches for Finland Domestic



## Conclusions Q3 2024

1. Finland is one of the two countries to see an increase in search volume compared to the same period last year.
2. August experiences strong growth in search volumes, continuing Finland's positive trend.
3. Leading themes highlight generic and winter trends, with no summer-related searches present.
4. All top themes grow, especially Restaurants, Cities and Hotels.
5. Minor position changes in both regional and distant markets.
6. Distant markets are experiencing the highest growth, while half of the markets are experiencing a decline in search volumes.
7. The Finnish market experiences a decline in search volumes for the first time in years.

# Thank you!

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