

**Bloom Consulting** COUNTRIES, REGIONS & CITIES

# Visit Finland Digital Demand – D2©

Executive Summary – Summer Data 2024

Version 1.0

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

# Introducing Digital Demand

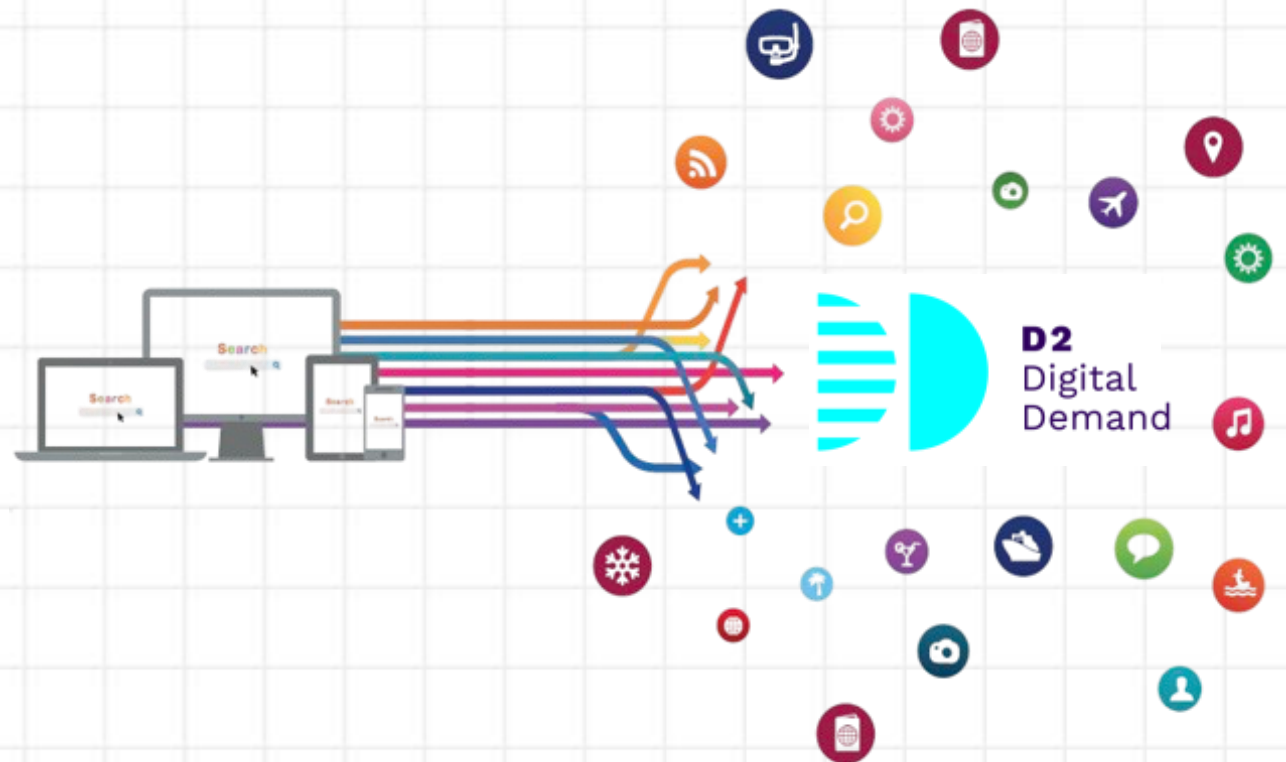
The data collected from the D2 - Digital Demand © tool provides an understanding of the international demand for a specific country, region, or city. This information is obtained from analyzing the specific keywords that global citizens use on the most popular search engines worldwide.

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

Summer Data 2024

## Conclusion 1

# Iceland leads in searches, while Finland excels in growth during the summer season.

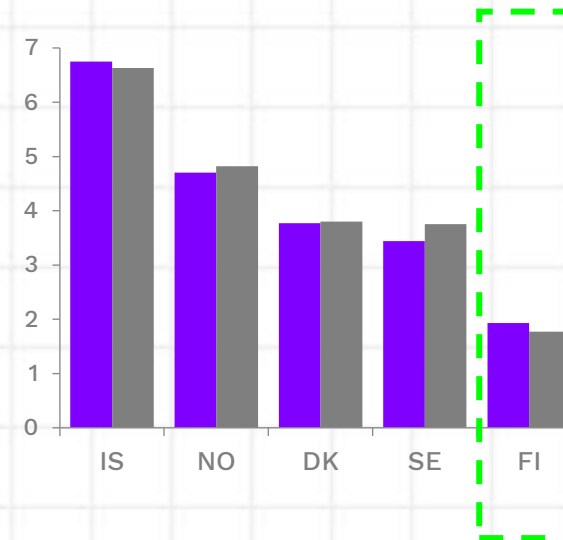
The ranking of countries by search volume remains consistent during the summer of 2024. Iceland leads the list with 6,75 million searches, followed by Norway with 4,7 million, Denmark with 3,7 million, and Sweden with 3,44 million. Finland remains at the bottom of the ranking, with 1,94 million searches recorded for summer 2024.

In terms of growth, Finland showed the strongest increase at +9,2%, while Iceland saw a modest rise of +1,8%. In contrast, Norway, Denmark, and Sweden experienced declines in search volumes, with Norway down by -2,6%, Denmark by -0,8%, and Sweden by -8,2%.

These results highlight a general shift in search activity, with Finland showing notable growth despite its lower overall ranking, while other countries saw either smaller gains or declines.

### Benchmark ranking Internationally

■ Summer 2024 ■ Summer 2023  
Searches In million



■ Growth %



Legend: IS - Iceland, NO - Norway, DK - Denmark, SE - Sweden, FI - Finland

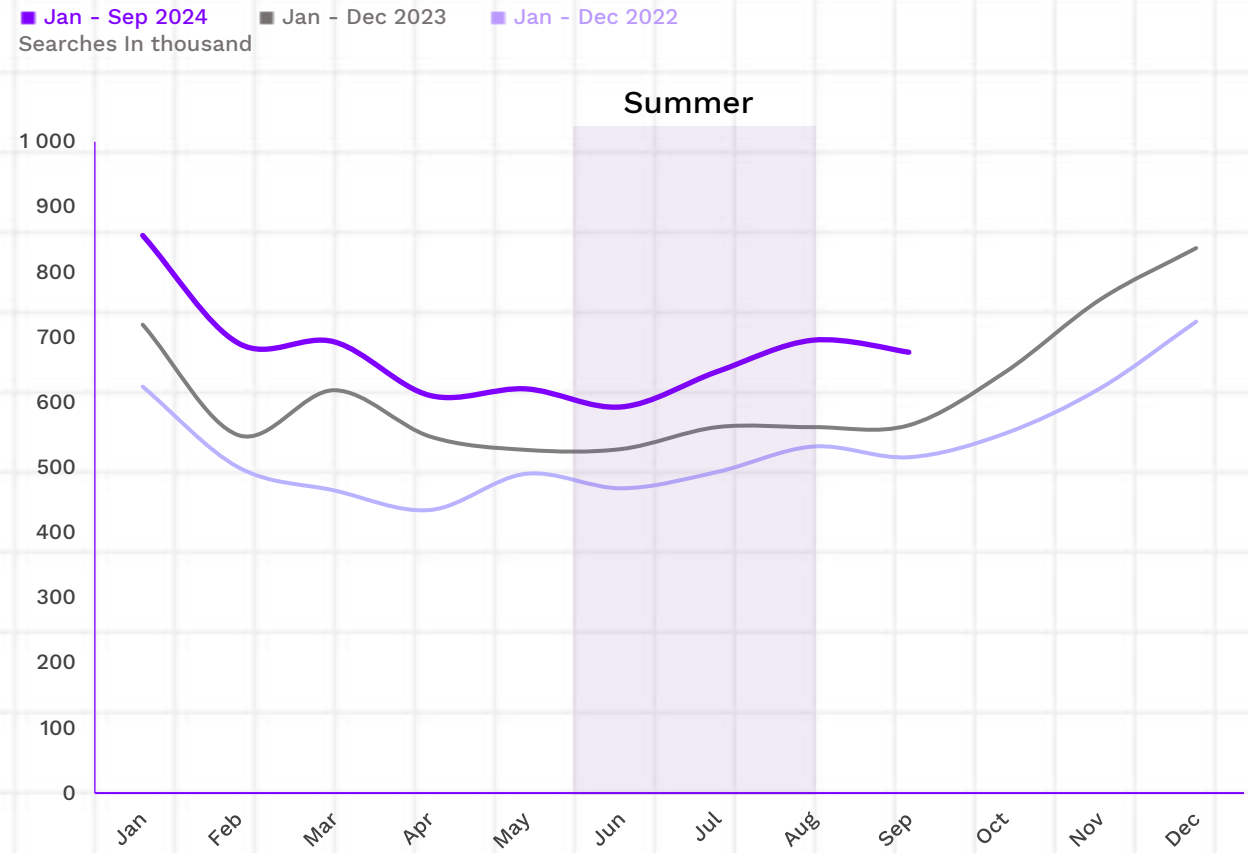
## Conclusion 2

Search volumes for Finland continue to surpass previous levels, following a consistent upward trend year after year, especially in August.

The search volume for summer 2024 has risen by approximately 17,2% compared to the same time last year.

While the summer of 2023 experienced some ups and downs, the trend for 2024 is more consistent, reflecting patterns similar to those seen in 2022. August stands out as a peak month, following the typical trend of rising searches as summer progresses.

Seasonality of searches for Finland Internationally



### Conclusion 3

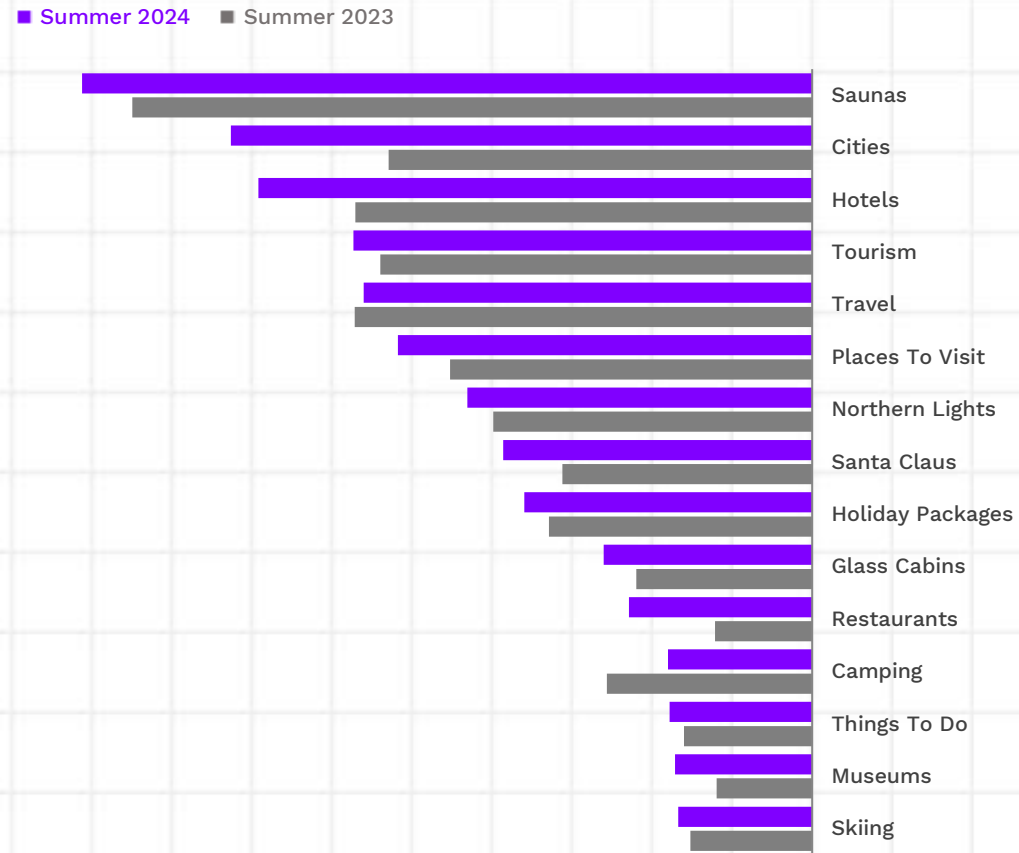
## Summer search topics show consistency, highlighting general interests and unique experiences.

Most of the top summer search topics remain consistent, with Cities (123K), Hotels (117K), Tourism (97K), and Travel (95K) leading the way. These general searches reflect a widespread interest in travel.

In addition to these broad categories, specific searches like Saunas (154K), Northern Lights (73K), Santa Claus (65K), and Glass Cabins (44K) highlight unique activities popular in both summer and winter.

Searches for Camping (30K) and Holiday Packages (61K) further indicate a strong preference for outdoor experiences and vacation planning during the summer months.

Top 15 Micro-Brandtags for Finland Internationally



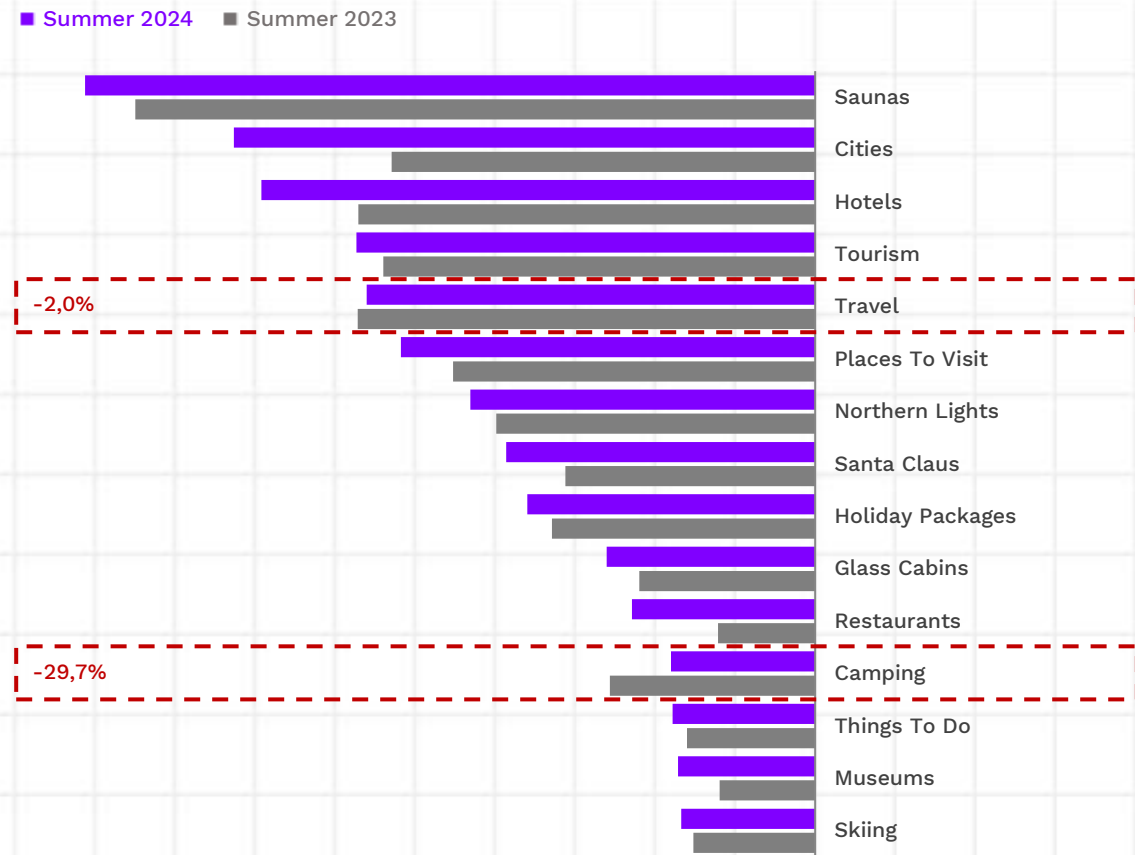
## Conclusion 4

# Travel and Camping are experiencing a decline in interest...

While Travel, and Camping remain among the most searched Micro-Brand tags, there has been a noticeable decline in their popularity.

Travel decreased by 2,0%, and Camping saw a reduction of 29,7% compared to the same period last year.

Top 15 Micro-Brandtags for Finland Internationally





## Conclusion 4

Travel and Camping are experiencing a decline in interest, whereas specific activities continue to rise in popularity.

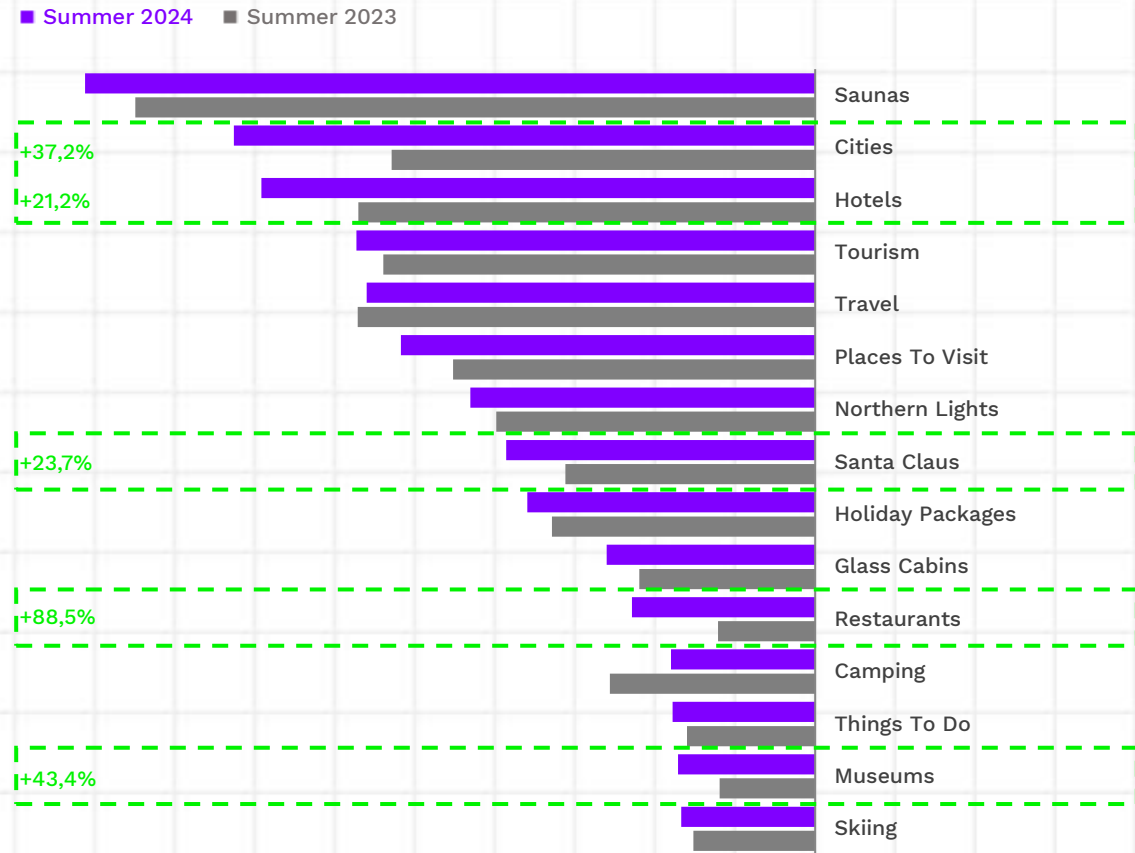
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Travel decreased by 2,0%, and Camping saw a reduction of 29,7% compared to the same period last year.

In contrast, the summer of 2024 has brought a notable increase in search interest for several categories. Hotels have seen a remarkable growth of 21,2%, while Cities experienced a significant 37,2% rise.

Additionally, Santa Claus searches have jumped by an impressive 23,7%. The biggest surge, however, was in Restaurants, with an astounding 88,5% increase, now totalling 38K searches this summer. Museums saw a notable rise of 43,4%, showing strong year-round interest.

**Top 15 Micro-Brandtags for Finland Internationally**



## Conclusion 5

A significant number of summer-related activities experience a decline in interest during the summer months.

Among the top 50 Micro-Brandtags, 12 are particularly relevant to summer-specific activities, though not exclusively.

However, a significant number actually show a decline in searches during the summer months, such as Lakes (-10,5%) and Beaches (-8,5%). While they don't show a decline in searches, some Micro-Brandtags remain stagnant, such as Islands (+1,6%), Hiking (+0,4%), and National Parks (+0,3%).

Meanwhile, the most significant growth can be seen in Mountain Biking (+15,0%), Jungles and Forests (+4,9%), and Midnight Sun (+4,7%), which have experienced notable increases in search interest.

### Summer-related Micro-Brandtags for Finland Internationally

Search volume for Summer 2024

#### Lakes



#16  
27K searches -10,5%

#### Islands



#21  
20K searches +1,6%

#### Midnight Sun



#25  
18K searches +4,7%

#### Fishing



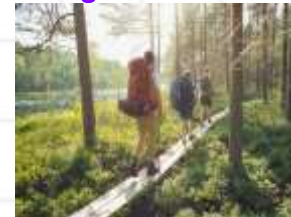
#27  
15K searches -4,8%

#### Beaches



#34  
12K searches -8,5%

#### Hiking



#35  
12K searches +0,4%

#### Cottages



#36  
12K searches -9,8%

#### Jungles And Forests



#39  
11K searches +4,9%

#### National Parks



#41  
11K searches +0,3%

#### Mountain Biking



#44  
9K searches +15,0%

#### Music Events



#46  
9K searches -1,7%

#### Cabins



#47  
8K searches -11,4%



















## Conclusion 6

The top markets remain unchanged from previous months, with the USA as the main target market.

The United States has moved up from third to first place compared to the same period in 2023, experiencing a significant increase of 51,2%. Japan has dropped to second place but recorded a slight growth of 6,4%. In contrast, Germany has fallen to third place, facing a decline of 4,6%. Notably, India has seen the most impressive growth in the top markets, with an increase of 24,4%.

More than half of the markets experienced a decline in the summer of 2024 compared to 2023, both at the regional and international levels.

Target Market Distribution Summer 2024

Rank	Flag	Target Market	Searches	Growth
1		United States	232K	+51,2%
2		Japan	187K	+6,4%
3		Germany	158K	-4,6%
4		United Kingdom	109K	+17,1%
5		Italy	73K	-0,2%
6		France	72K	+2,0%
7		India	63K	+24,4%
8		Sweden	57K	-7,0%
9		Spain	55K	+7,6%
10		Estonia	46K	-6,4%
11		Canada	43K	-2,0%
12		Netherlands	39K	-1,2%
13		Australia	38K	-0,2%
14		Switzerland	35K	+5,6%
15		Austria	27K	+7,2%
16		China	21K	-16,4%
17		Belgium	19K	+1,1%
18		South Korea	17K	-3,7%

## Conclusion 7

A significant change is emerging in the market dynamics for both distant and regional markets.

During the summer of 2024, international markets showed the highest growth, with USA (+51,2%), and India (+24,4%) leading the way.

Among European markets, the UK recorded the most significant increase at +17,1%. Other European countries also saw moderate growth, including Spain (+7,6%), Austria (+7,2%), Switzerland (+5,6%), France (+2%), and Belgium (+1,1%).

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While still ranking in the top markets, Sweden (-7%), Estonia (-6,4%), and Germany (-4,6%) have experienced the largest declines in search volume. At the international level, China saw the most significant decline, with a decrease of 16,4%.

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## Conclusion 8

Despite overall declines, some markets are experiencing unique patterns in search volume.

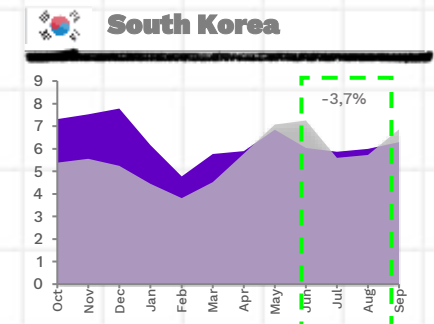
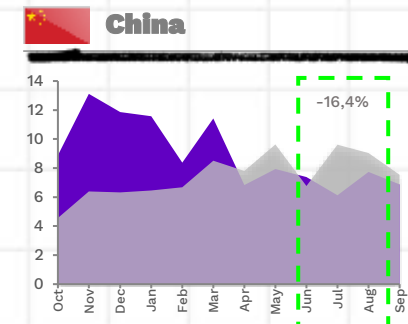
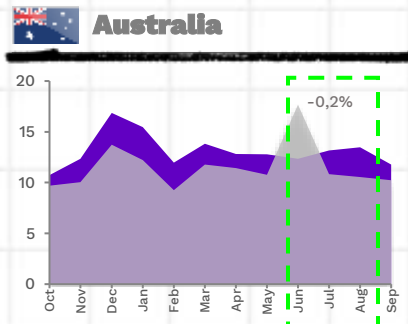
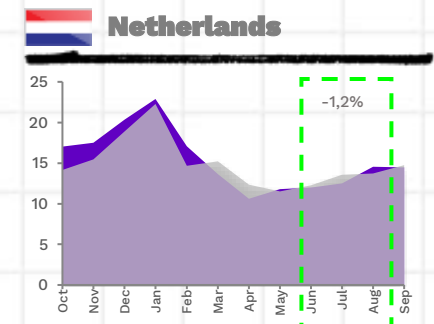
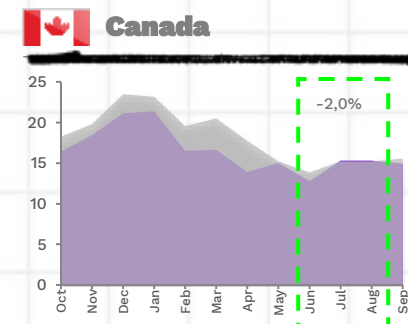
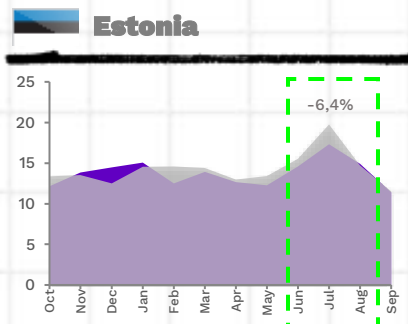
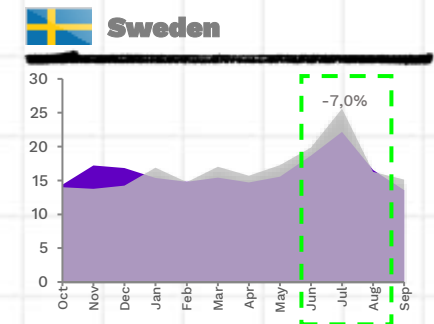
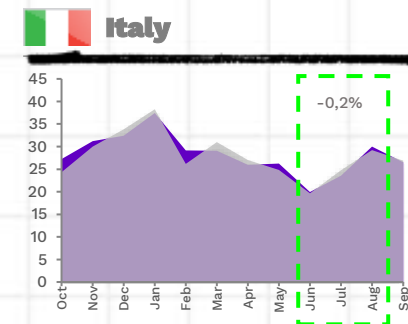
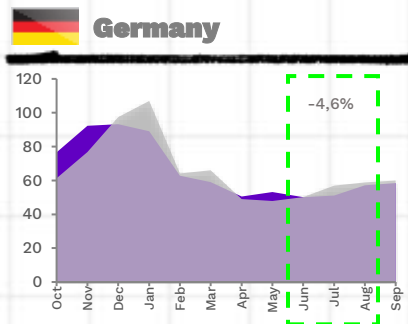
The nine markets presented have experienced a decline in search volume compared to last summer. The graphs reveal that these markets exhibit varying patterns.

By the end of 2023, Germany, Italy, Sweden, Estonia, and the Netherlands had surpassed their 2022 results. However, with some exceptions, they fell below the benchmark during Q1 2024 and continue to do so.

In contrast, Canada has consistently performed at or below last year's results. Australia, Switzerland, and South Korea displayed different trends, achieving good search volume in Q4 2023 and the first two quarters of 2024, before experiencing a decline in the second half of this year.

Seasonality of searches for Finland by Target Market

■ Oct - Sep 2024 ■ Oct - Sep 2023  
Searches in thousand



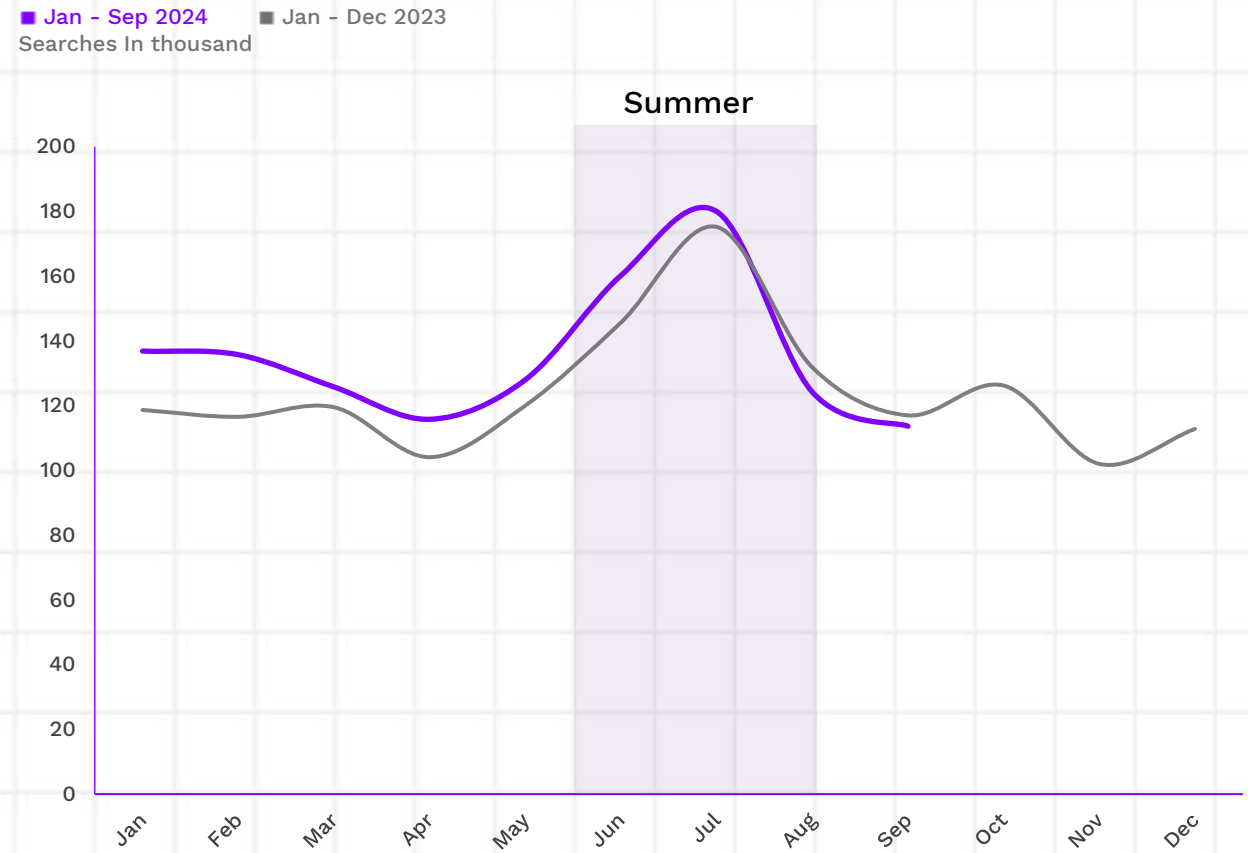
## Conclusion 9

For the first time since COVID-19, domestic searches dropped below the previous year's volume, despite overall summer growth.

During the summer of 2024, the market experienced mixed performance in search volumes, with an overall growth of 2,5% in summer.

June saw a notable increase of 9,97%, indicating a positive start to the season. However, this was followed by minimal growth in July at just 2,7%. In contrast, August faced a decline of 5,7%, showing some ups and downs as the summer went on.

Seasonality of searches for Finland Domestic





## Conclusions summer 2024

1. Iceland leads in searches, while Finland excels in growth during the summer season.
2. Search volumes for Finland continue to surpass previous levels, following a consistent upward trend year after year, especially in August.
3. Summer search topics show consistency, highlighting general interests and unique experiences.
4. Travel and Camping are experiencing a decline in interest, whereas specific activities continue to rise in popularity.
5. A significant number of summer-related activities experience a decline in interest during the summer months.
6. The top markets remain unchanged from previous months, with the USA as the main target market.
7. A significant change is emerging in the market dynamics for both distant and regional markets.
8. Despite overall declines, some markets are experiencing unique patterns in search volume.
9. For the first time since COVID-19, domestic searches in August dropped below the previous year's volume, despite overall summer growth.

# Thank you!

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