

**Bloom Consulting** COUNTRIES, REGIONS & CITIES

# Visit Finland Digital Demand – D2©

Executive Summary – Data refresh Q1 2024

Version 1.0

May 7<sup>th</sup>, 2024



Funded by  
the European Union  
NextGenerationEU

# Introducing Digital Demand

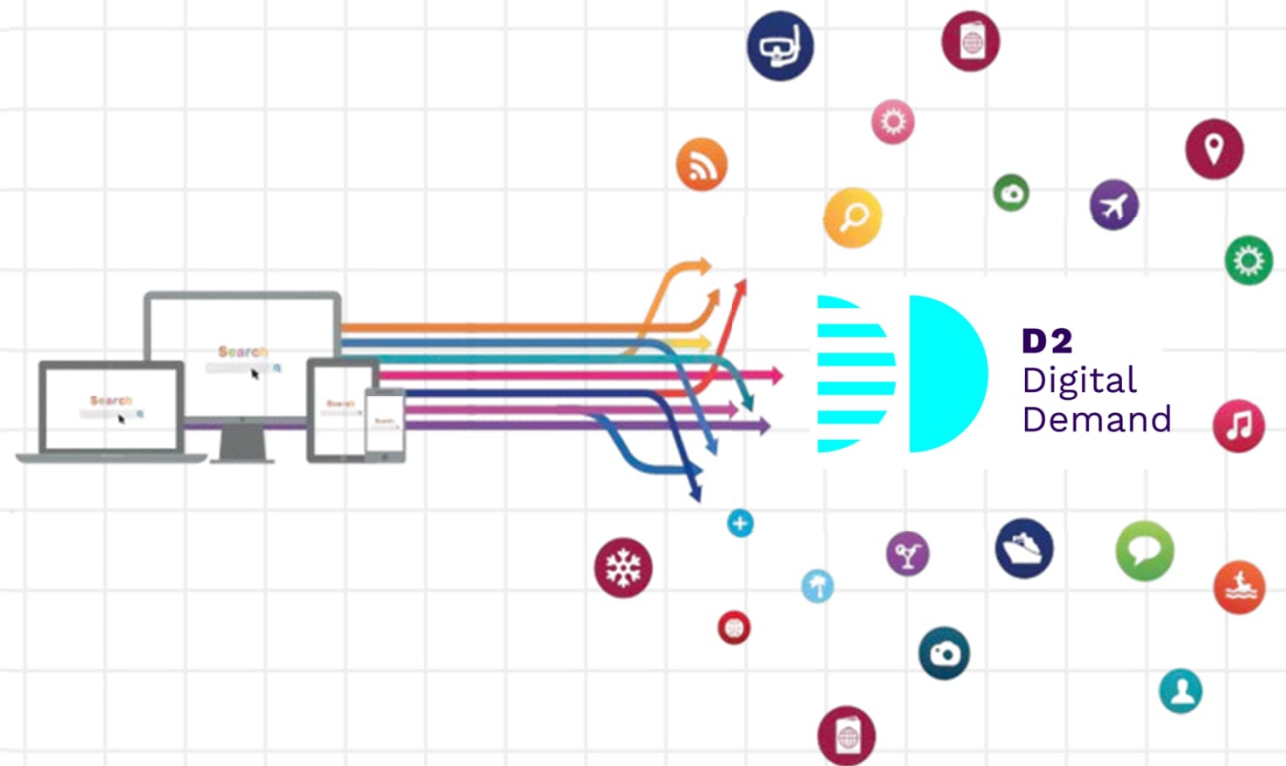
The data collected from the D2 - Digital Demand © tool provides an understanding of the international demand for a specific country, region, or city. This information is obtained from analyzing the specific keywords that global citizens use on the most popular search engines worldwide.

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

Q1 2024 data refresh

# Conclusion 1

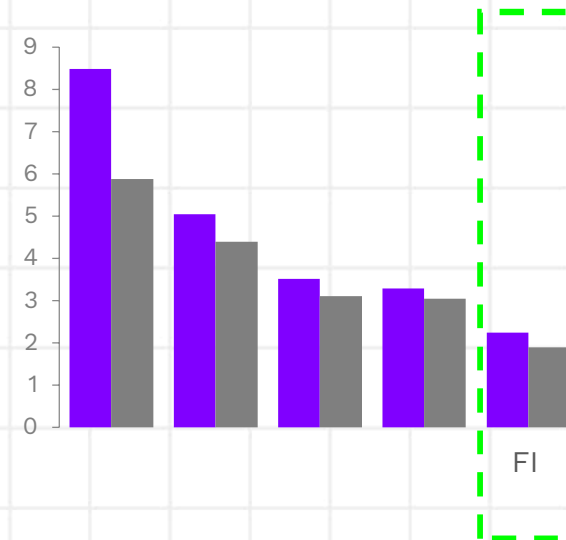
## Finland is second in growth

The order of the countries in the benchmark ranking, search volume wise, remains the same as in Q1 2023. Finland comes last with 2,2m searches.

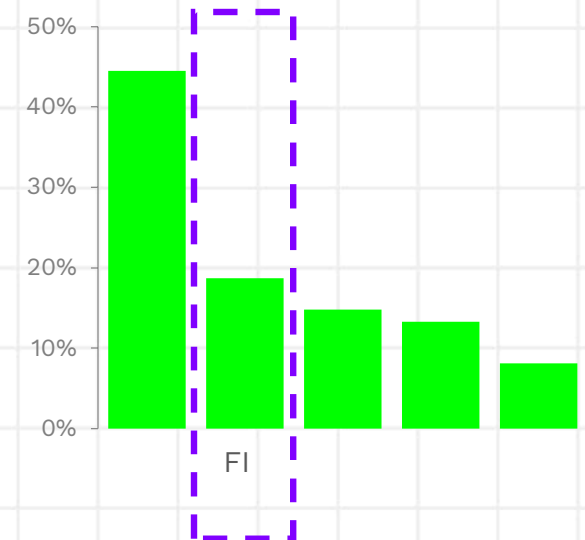
Finland is second in growth with +19%.

Benchmark ranking

■ Q1 2024 ■ Q1 2023  
Searches In million



■ Growth %



## Conclusion 2

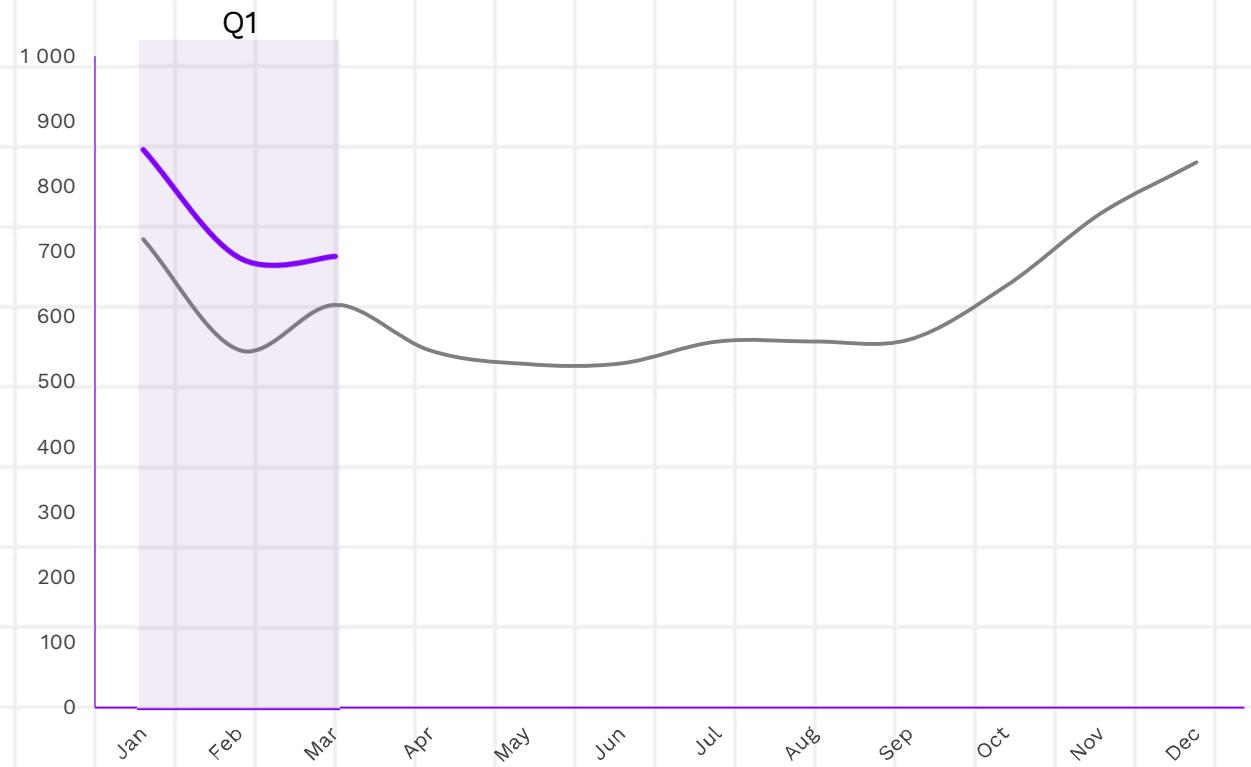
# Searches for Finland consistently surpass last year's volume

Volume of searches from Q1 2024 shows an increase of +18,7% compared to the same period last year.

The international search behavior remains consistent with the previous year. However, searches for February 2024 show a significant improvement compared to February 2023.

Seasonality of searches for Finland

■ Jan - Mar 2024 ■ Jan - Dec 2023  
Searches In thousand



### Conclusion 3

## Top Micro-Brandtags remain unchanged, however, searches related to Saunas, Cities, and Vacation Packages decrease

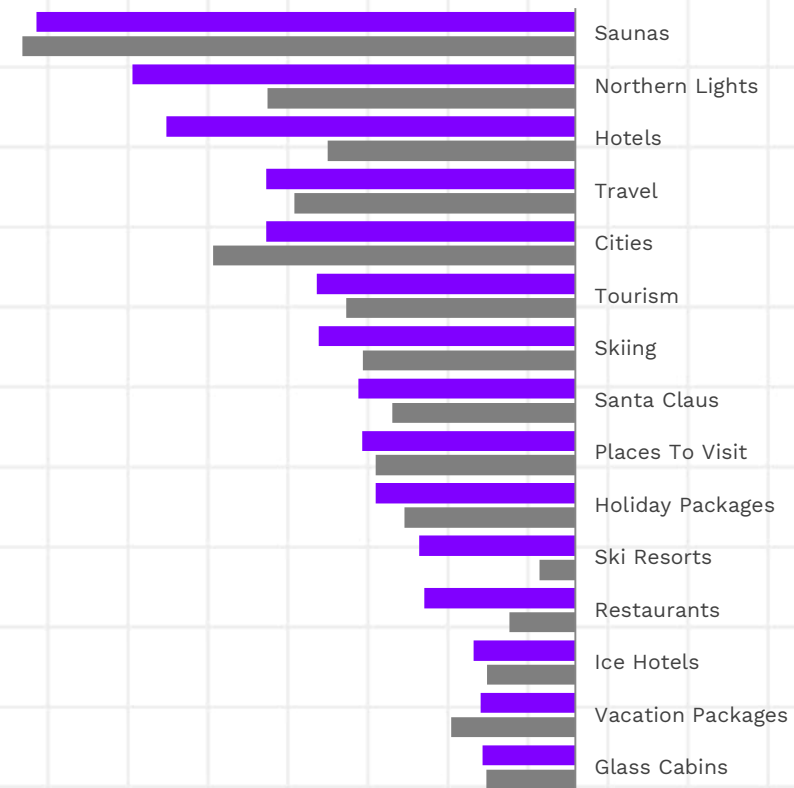
Most of the top Micro-Brandtags remain unchanged. However, the international search demand for Vacation Packages, Cities, and Saunas has decreased by -24%, -15%, and -3%, respectively.

The top 5 Micro-Brandtags remain consistent, featuring Saunas (190K), Northern Lights (156K), Hotels (144K), Travel (109K), and Cities (109K).

Lakes and Camping have dropped out of the top 15 MBTs list compared to Q1 2023.

Top 15 Micro-Brandtags for Finland Internationally

■ Q1 2024 ■ Q1 2023



### Conclusion 3

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Top 15 Micro-Brandtags for Finland Internationally

■ Q1 2024 ■ Q1 2023





## Conclusion 4

Searches for the majority of Micro-Brandtags continue to grow, especially for Ski Resorts, Restaurants, Hotels, and Northern Lights

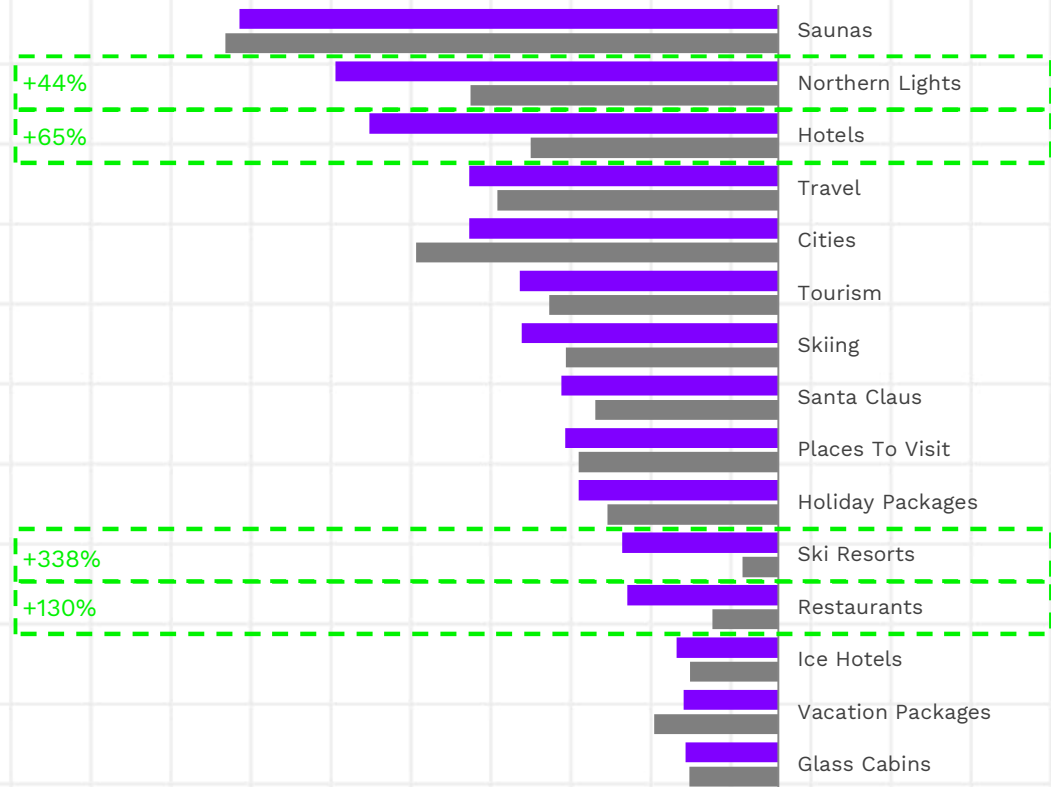
The majority of the top Micro-Brandtags for Finland show growth in search volume in Q1 2024 compared to the same period in 2023.

Especially noteworthy is the +338% growth regarding Ski Resorts, which might be connected to the opening of the new Ski Resort in Finland.

Other Micro-Brandtags that have experienced significant growth include Restaurants with +130%, Hotels with +65%, and Northern Lights with +44% growth.

Top 15 Micro-Brandtags for Finland Internationally

■ Q1 2024 ■ Q1 2023



## Conclusion 5

### Top 4 Target Markets remain the same and the United States is moving to the lead position

The United States (232K), Germany (206K), Japan (190K), and the United Kingdom (164K) maintain their positions as the Top 4 Target Markets ranking for Finland, as in Q1 2023. However, there is a minor shift, with the United States taking over the first position from Germany.

Germany experiences a decrease in searches by -11.1%, while searches for the United States (+27.7%), Japan (+19.6%), and the United Kingdom (+35.7%) grow.

Demand also decreases for some other European countries, like Sweden (-4.5%), Italy (-1.3%), and France (-1.3%).

Target Market Distribution Q1 2024

Rank	Flag	Target Market	Searches	Growth
1		United States	232K	+27.7%
2		Germany	206K	-11.1%
3		Japan	190K	+19.6%
4		United Kingdom	164K	+35.7%
5		Italy	97K	-1.3%
6		France	95K	-1.3%
7		India	81K	+62.9%
8		Spain	66K	+10.4%
9		Netherlands	60K	+7.3%
10		Canada	58K	+29.6%
11		Sweden	50K	-4.5%
12		Switzerland	47K	+0.5%
13		Australia	43K	+39.9%
14		Estonia	40K	-21.2%
15		Austria	35K	+0.1%
16		China	31K	+48.2%
17		Belgium	26K	+1.7%
18		South Korea	16K	+38.0%

## Conclusion 6

# Demand continues to grow especially from the distant markets

In Q1 2024, there is a general increase of international searches, especially for distant markets.

India and China are the fastest-growing markets for Finland, experiencing growth of +62.9% and +48.2%, respectively, in Q1 2024.

They are followed by Australia, South Korea, and Canada, which are growing by +39.9%, +38.0%, and 29.6%, respectively.

Spain (+10.4%) is the highest growing European market, while the other European countries experience growth below 10%.

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## Conclusion 7

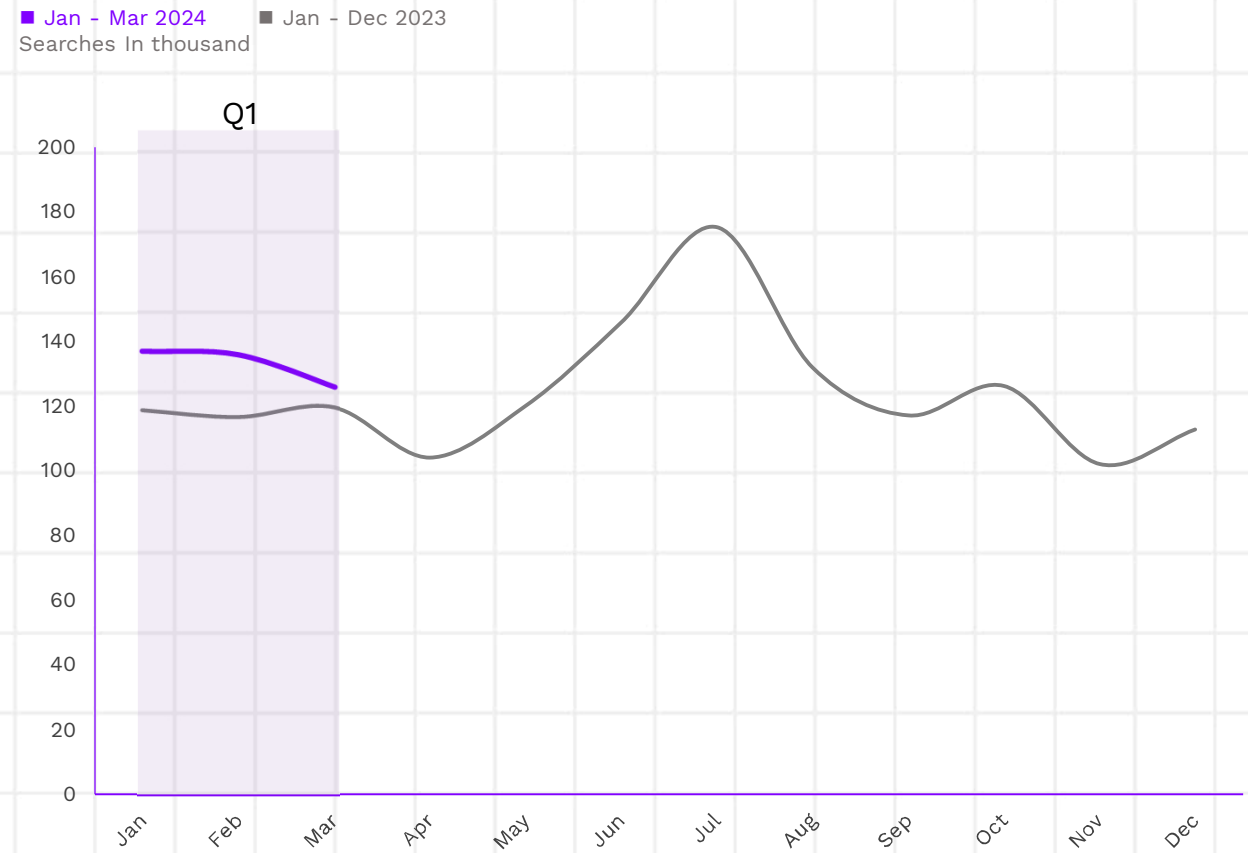
The behavior of Finnish market consistently surpasses last year's volume, but it's showing a change in search behaviour

With 398K searches in Q1 2024, the domestic market displayed an increase of +12,3% compared to Q1 2023.

The behavior of the Finnish market remains consistent for the first two months, while it does not display a peak in March as seen in 2023.

However, even without the peak, March still experiences a +5.2% growth compared to 2023.

Seasonality of searches for Finland Domestic



## Conclusions Q1 2024

1. Compared to other Nordic countries, Finland is second in growth.
2. Searches for Finland consistently surpass last year's volume.
3. Top Micro-Brandtags remain unchanged, however, searches related to Saunas, Cities, and Vacation Packages decrease.
4. Searches for the majority of Micro-Brandtags continue to grow, especially for Ski Resorts, Restaurants, Hotels, and Northern Lights.
5. Top 4 Target Markets remain the same and the United States is moving to the lead position.
6. Demand continues to grow especially from the distant markets.
7. The behavior of Finnish market consistently surpasses last year's volume, but it's showing a change in search behaviour.

# Thank you!

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