

Bloom Consulting COUNTRIES, REGIONS & CITIES

Visit Finland Digital Demand – D2©

Executive Summary – Data refresh Q2 2024

Version 1.0

August 13th, 2024



Funded by
the European Union
NextGenerationEU

Introducing Digital Demand

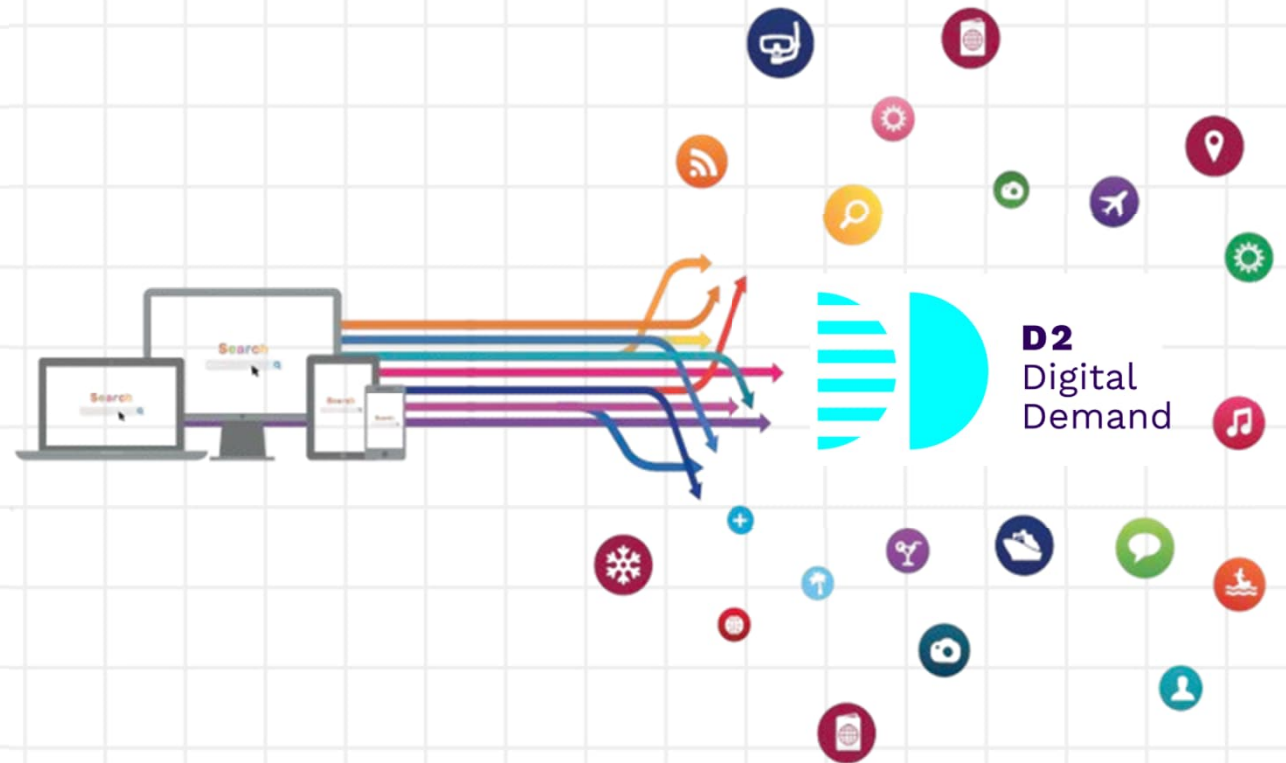
The data collected from the D2 - Digital Demand © tool provides an understanding of the international demand for a specific country, region, or city. This information is obtained from analyzing the specific keywords that global citizens use on the most popular search engines worldwide.

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

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

Conclusions

Q2 2024 data refresh

Conclusion 1

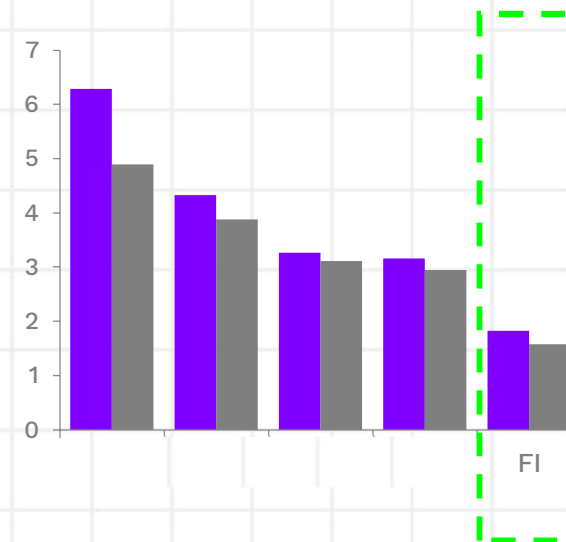
Finland follows in growth another quarter.

The order of countries in the benchmark ranking by search volume remains unchanged in Q2 2024. Finland ranks last with 1,8 million searches in Q2 2024.

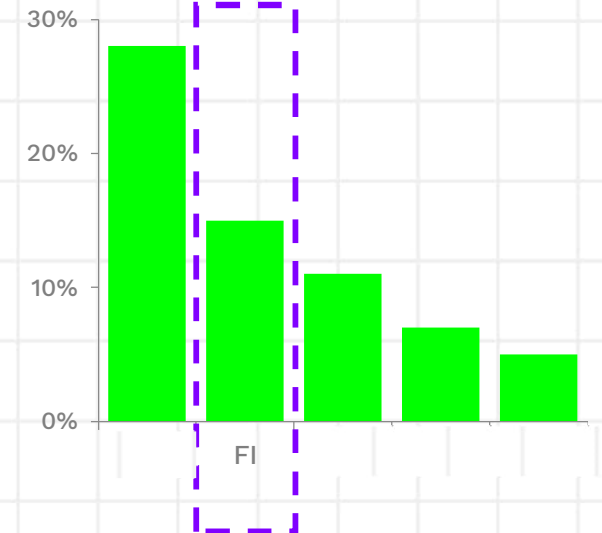
These figures indicate a general upward trend in search volumes across all countries, with Finland demonstrating steady progress despite its overall position in the rankings.

Benchmark ranking **Internationally**

■ Q2 2024 ■ Q2 2024
Searches In million



■ Growth %



Conclusion 2

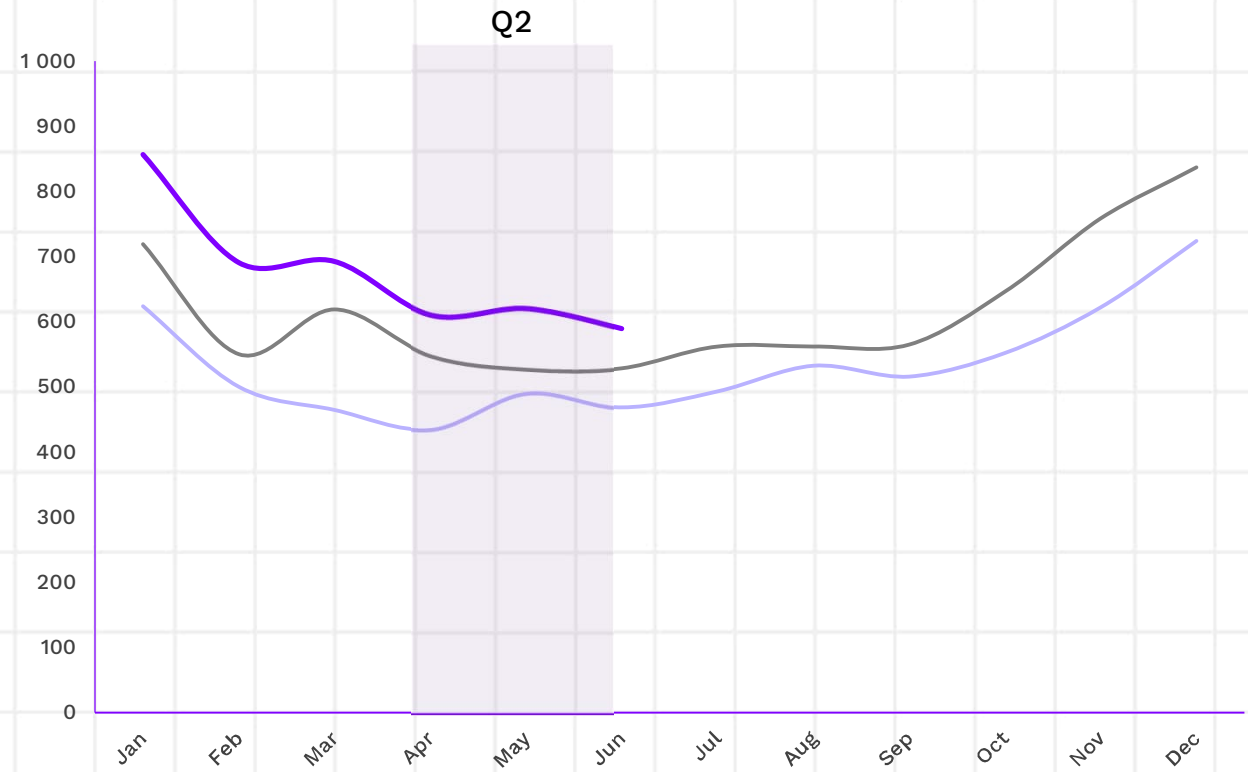
Search volumes for Finland consistently exceed those of the previous year, replicating trend from 2022.

The volume of searches for Q2 2024 shows an increase of +14,6% compared to the same period last year.

The international search behaviour changes compared to the same quarter of the previous year (2023). Nevertheless, the seasonality resembles the behaviour of 2022 with an increase in searches, especially in May.

Seasonality of searches for Finland Internationally

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



Conclusion 3

Top Micro-Brandtags remain steady, but they focus mainly on the generic and winter-related searches.

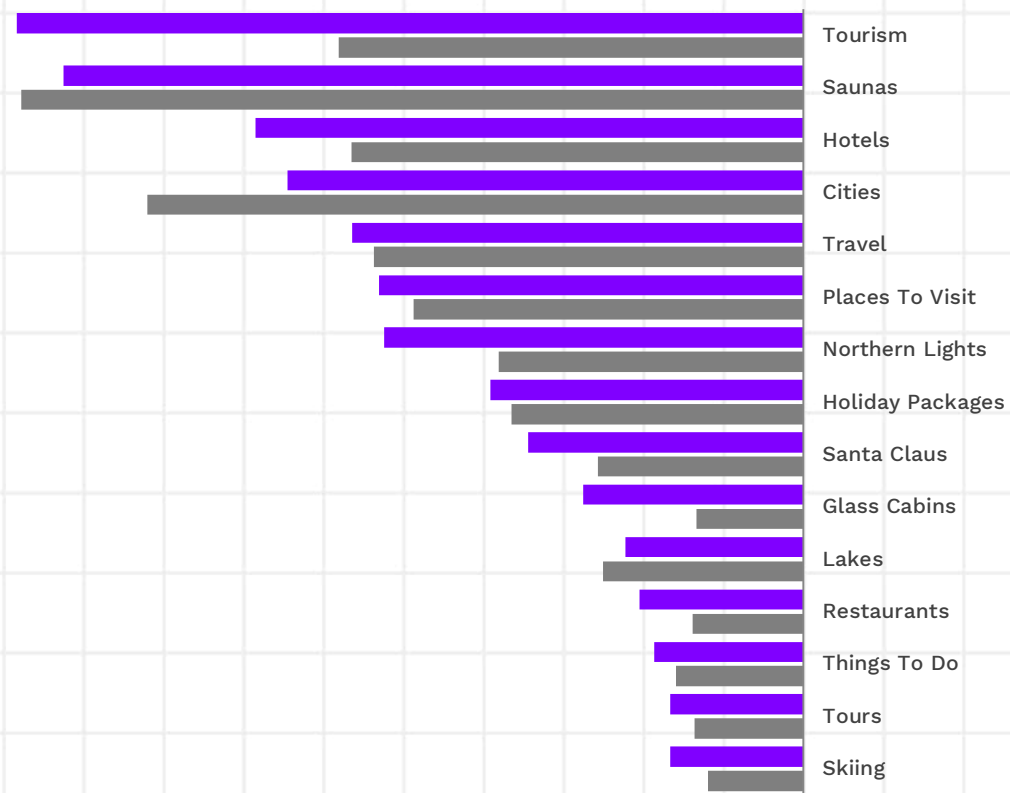
Most of the top Micro-Brandtags remain unchanged, with Tourism (148K), Saunas (139K), Hotels (103K), and Cities (97K) leading the list.

Primarily winter-related searches, such as Northern Lights (79K), Santa Claus (51K), and Skiing (25K), continue to appear in the top. Nevertheless, there are also searches associated with summer, such as Lakes (33K), and non-seasonal searches like Restaurants (30K) in the top.

Out of the top 15, potentially summer-related activities such as Islands, Midnight Sun, Ferry Connections, Fishing, and Cruises all appear, each with over 13K searches in Q2 2024.

Top 15 Micro-Brandtags for Finland Internationally

■ Q2 2024 ■ Q2 2023



Conclusion 4

Saunas, Cities, and Lakes note a decrease in appeal ...

While the general trend for Finland continues to grow, there has been a shift in behaviour within the top 15 Micro-Brand tags. Search demand for Saunas has decreased by 5%, Cities by 21%, and Lakes has seen a decrease of 13%.

Top 15 Micro-Brandtags for Finland Internationally

■ Q2 2024 ■ Q2 2023



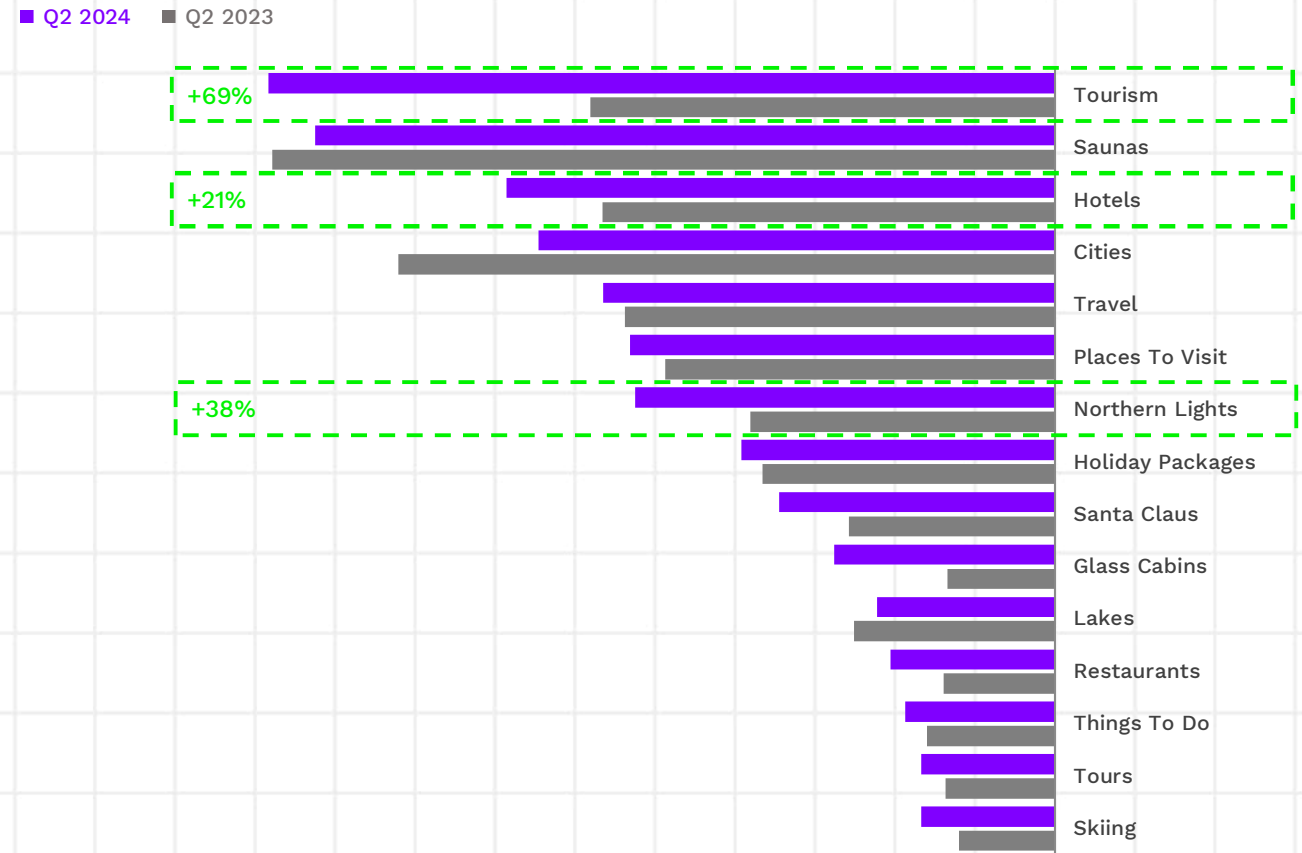
Conclusion 4

Saunas, Cities, and Lakes note a decrease in appeal while other themes continue to grow.

While the general trend for Finland continues to grow, there has been a shift in behaviour within the top 15 Micro-Brand tags. Search demand for Saunas has decreased by 5%, Cities by 21%, and Lakes has seen a decrease of 13%.

On the other hand, Tourism has seen a significant increase of 69%, rising to 148K searches. Hotels have also grown by 21%, reaching 103K searches. Additionally, the Northern Lights have experienced a 38% increase, reaching 79K searches.

Top 15 Micro-Brandtags for Finland Internationally



Conclusion 5



















Top 4 Target Markets remain the same, but United States is moving to the lead position.

The United States (178K), Japan (174K), Germany (145K), and the United Kingdom (95K) continue to be the top four target markets in Q2 2024, just as they were in Q2 2023. However, there has been a shift with the United States surpassing Japan for the first position.

Second-tier markets remain led by Italy (72K) and France (66K), with India (64K) following for the first time. Compared to the same period last year, India has surpassed Spain, Sweden, and Estonia.

The ranking of the target markets is closed by Austria and China (both 22K), followed by South Korea and Belgium (both 18K), similar to Q2 2023.

Target Market Distribution Q2 2024

Rank	Flag	Target Market	Searches	Growth
1		United States	178K	+21.9%
2		Japan	174K	+15.4%
3		Germany	145K	+2.0%
4		United Kingdom	95K	+18.4%
5		Italy	72K	+0.7%
6		France	66K	-5.6%
7		India	64K	+22.7%
8		Spain	52K	-0.3%
9		Sweden	49K	-16.4%
10		Canada	41K	+20.4%
11		Estonia	39K	-21.9%
12		Australia	37K	+0.1%
13		Netherlands	34K	-5.5%
14		Switzerland	33K	+2.5%
15		Austria	22K	-0.1%
16		China	22K	-7.4%
17		South Korea	18K	-2.3%
18		Belgium	18K	-1.9%

Conclusion 6

There is a shift in market behaviour, both for distant and regional markets.

In Q2 2024, Finland observed a notable rise in international search volumes, particularly from distant markets such as India (+22,7%), the United States (+21,9%), Canada (+20,4%), and Japan (+15,4%), as well as the United Kingdom (+18,4%).

However, European markets, specifically Germany, Italy, and Switzerland, have only maintained search volumes similar to 2023 levels, with growth not surpassing +3%.

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However, European markets, specifically Germany, Italy, and Switzerland, have only maintained search volumes similar to 2023 levels, with growth not surpassing +3%.

Estonia and Sweden experienced the most substantial decreases, with drops of -21,9% and -16,4%, respectively. They are followed by China, with a reduction of -7,4%, and France and the Netherlands, each with an approximate decrease of -5,5%. The remaining markets—Spain, Austria, South Korea, and Belgium—maintained a similar volume to the previous year, with no more than a -2,3% decrease.

Target Market Distribution Q2 2024

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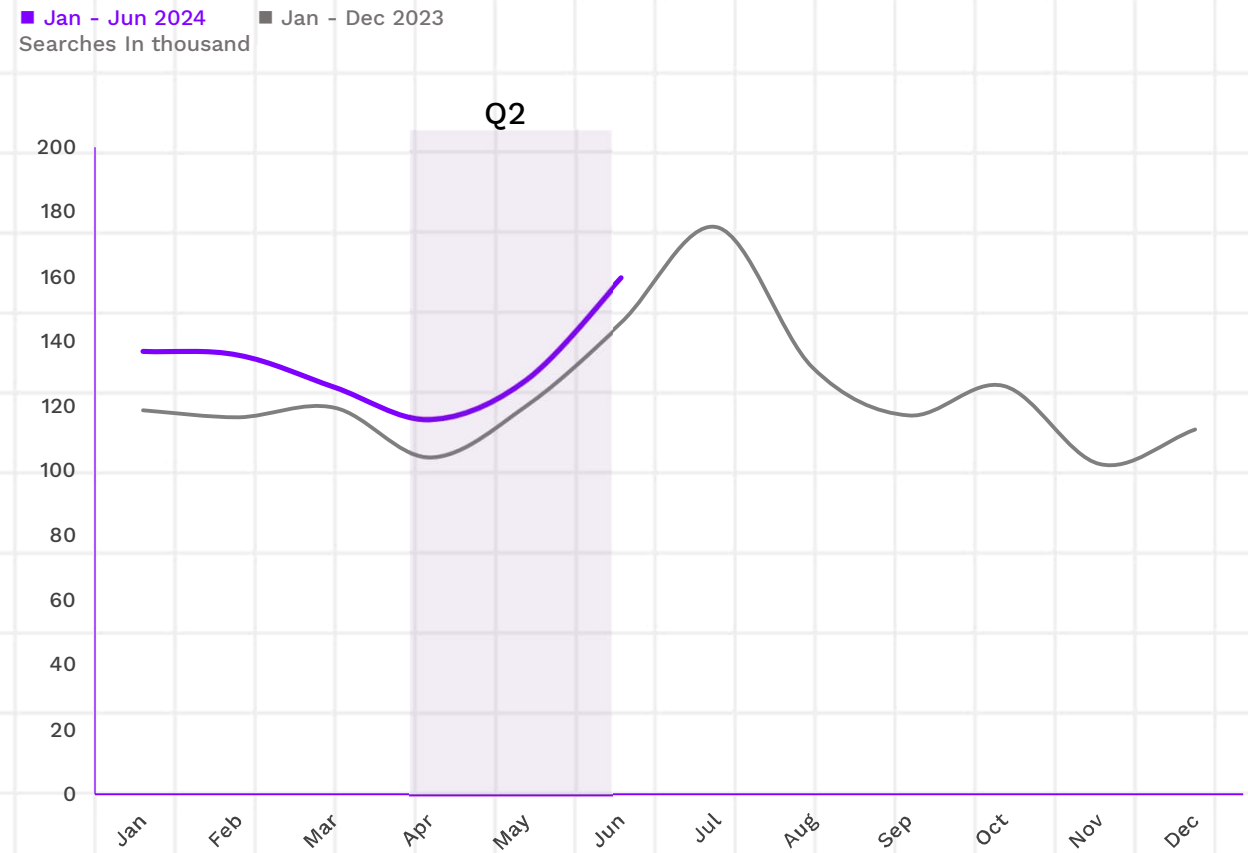
Conclusion 7

The behavior of the Finnish market consistently surpasses last year's volume, showing a similar trend in search behavior.

In Q2 2024, the Finnish market showed a noticeable improvement in search volumes, with demand increasing by 9,2% compared to the previous year.

The figures indicate that the market has been growing steadily throughout the second quarter of 2024. Nevertheless, this organic growth is notably lower than that experienced during the first months of the year.

Seasonality of searches for Finland Domestic



Conclusions Q2 2024

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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.

Thank you!

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