

# Visit Finland Digital Demand – D2©

Executive Summary – Data refresh Q3

Version 1.0

November 21<sup>st</sup>, 2023



Funded by  
the European Union  
NextGenerationEU

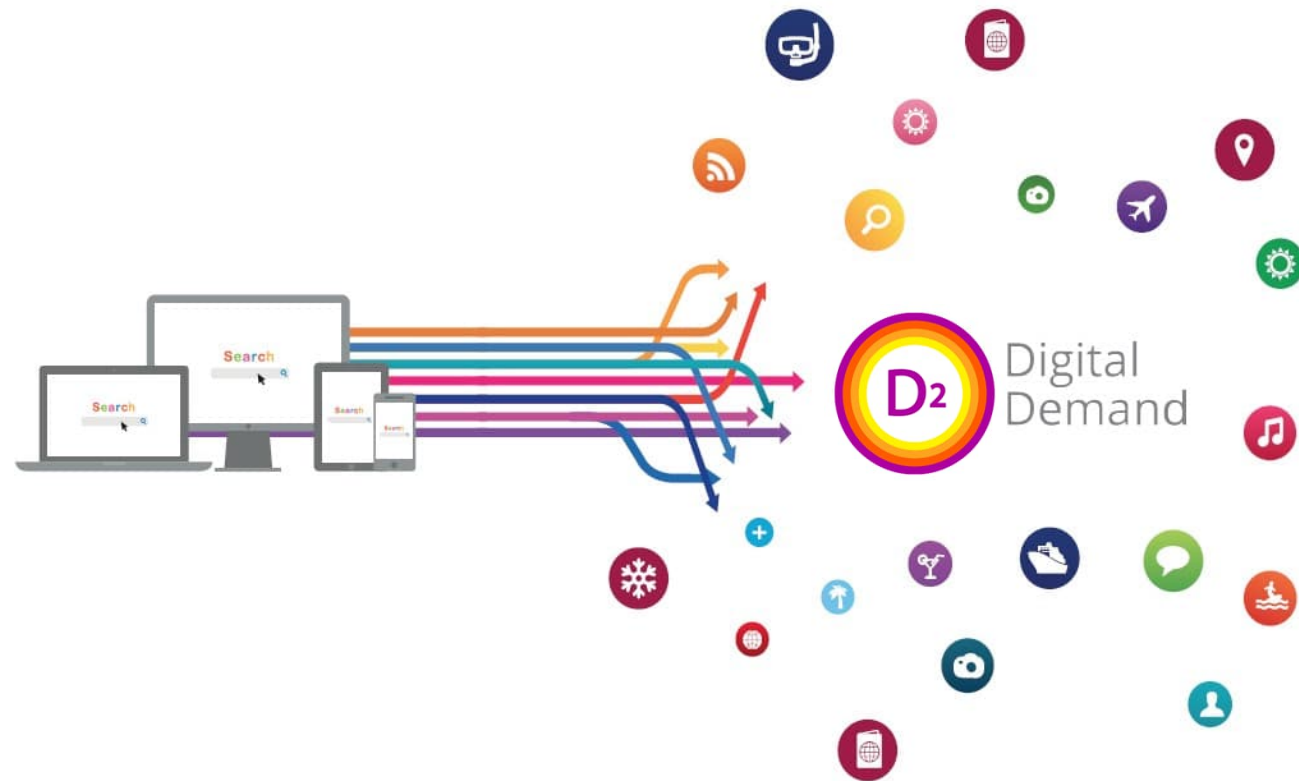
# Introducing Digital Demand

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 resources used today. Researchers, travelers, investors, professionals, and other groups use search engine results to inform their decisions on 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



# 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 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.

# Conclusions

Q3 2023 data refresh

# Conclusion #1

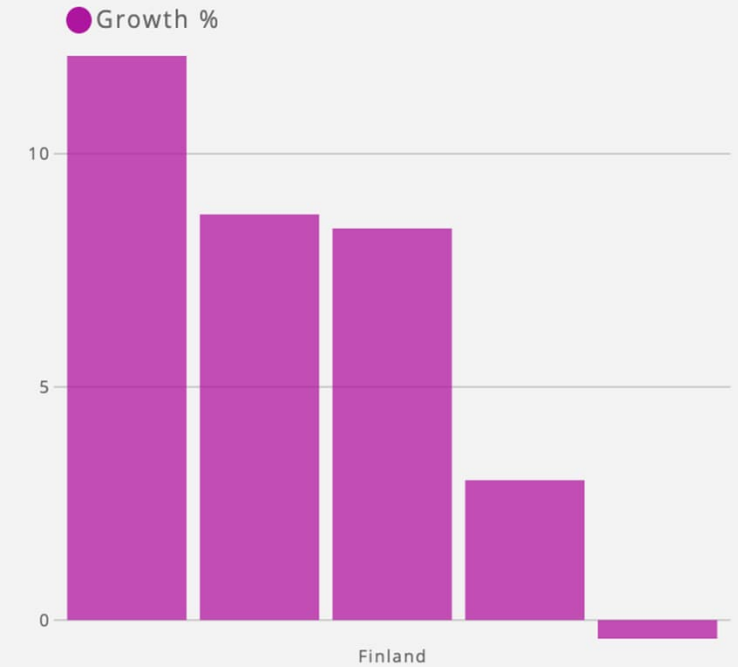
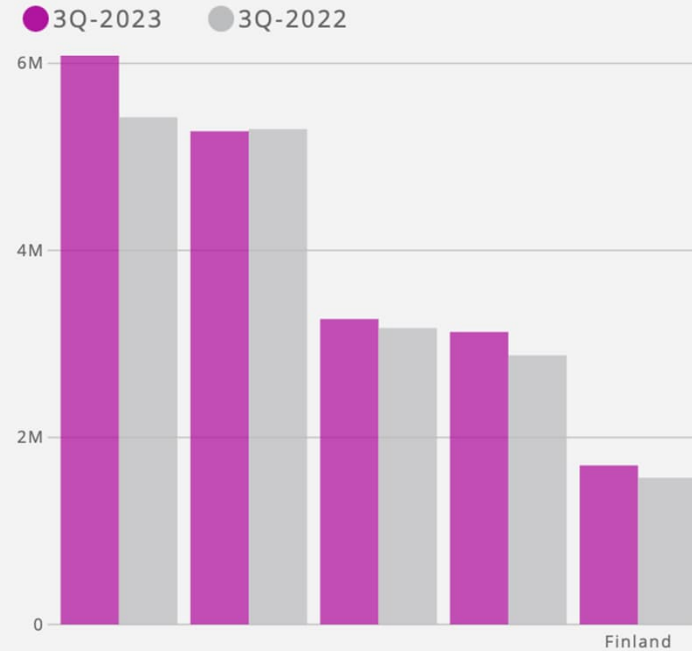
The order of the countries in the benchmark ranking, search volume wise, remains the same as in Q3 2022.

Finland comes last with 1,7m searches.

During Q3 2023, there are important differences in the growth of benchmark competitors, compared to Q3 2022.

Finland follow with distance +8,4% respectively).

Benchmark ranking (excluding RU and CN)



## Conclusion #2

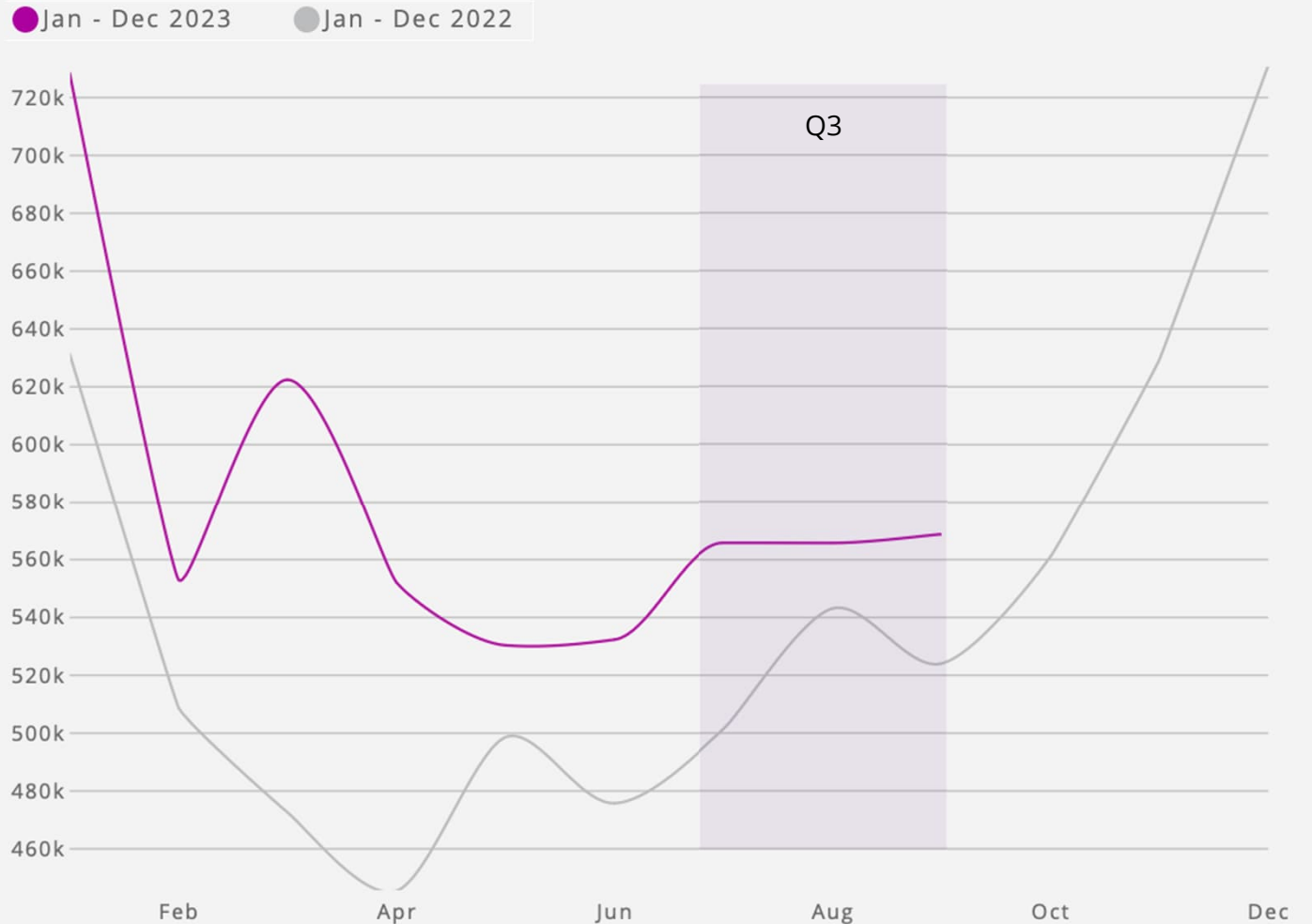
# While searches for Finland consistently surpass last year's volume, they do not follow the trend of previous year.

Volume of searches from Q3 2023 shows an increase of +8,4% in search volume since the same period last year. However, the international search behavior is different than the ones in the previous years.

Specifically, August 2023 doesn't display the same increase in searches as the last years, which was created due to an overall increase of interest for cities and accommodation.

Searches during July and September 2023 remain very similar to the previous year, with approx. +10% increase to the 2022 baseline.

Seasonality of searches for Finland



## Conclusion #3

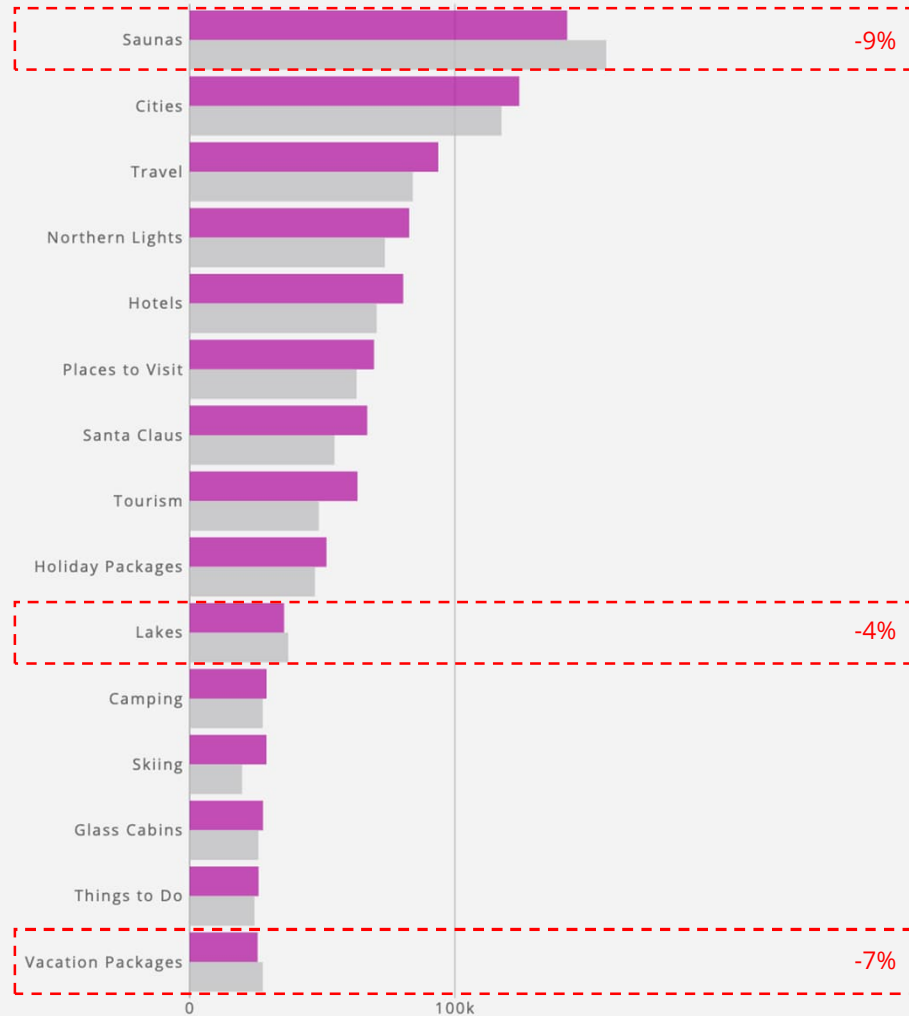
# Top Brandtags remain unchanged, however, searches related to Saunas, Lakes, and Vacation Packages decrease...

The top of the micro-Brandtags remains the same, featuring Saunas (142K), Cities (124K), and Travel (93K).

However, international search demand for some of them, like Saunas, has decreased by -9%. International tourists' interest in Lakes (35K) and Vacation Packages (25K) is also down, reporting decreases of -4% and -7%, respectively.

Top 20 Micro-Brandtags for Finland *Internationally*

● 3Q-2023 ● 3Q-2022





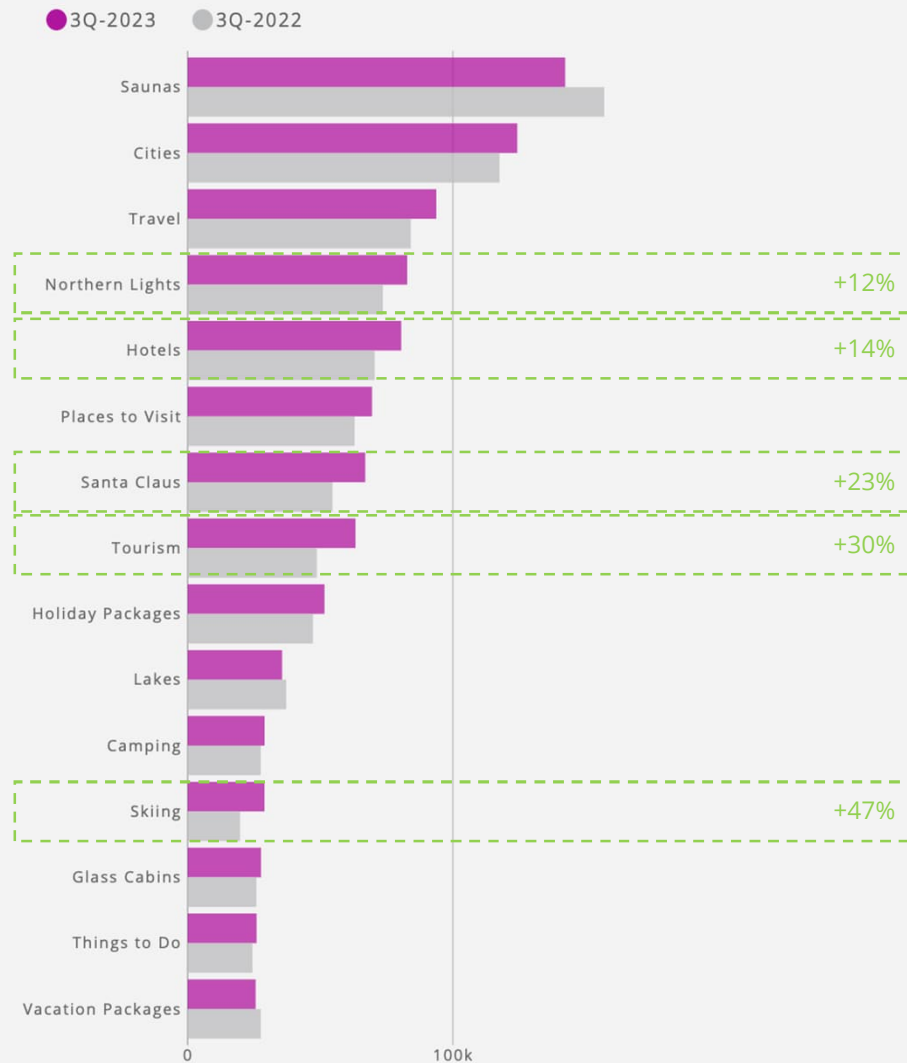
## Conclusion #3

**Top Brandtags remain unchanged, however, searches related to Saunas, Lakes, and Vacation Packages decrease. While searches for the majority of Brandtags continue to grow.**

The majority of the top Micro-Brandtags for Finland show growth in search volume in Q3 2023 compared to the same period in 2022.

Especially noteworthy is the growth for Skiing (+47%), Tourism (+30%), and Santa Claus (+23%). Additionally, there is significant growth for Northern Lights and Hotels (13% on average) among the top 5 micro-Brandtags.

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, the United States, and Germany maintain their positions in the Top 3 target market ranking for Finland, as in 2022. However, there is a minor shuffle, with Japan (184K) taking over the first position from Germany.

Japan not only leads the international target market distribution ranking but also has one of the highest growth rates among the top 10 markets (+36.8%).

The United Kingdom (99K), Italy (83K), and France (81K) constitute the second-tier markets. The order of the second-tier markets has changed, with Italy surpassing France in the third quarter of 2023.

Target Market Distribution Q3 2023

Rank	Flag	Country	Searches	Growth	Rank	Flag	Country	Searches	Growth
1	▲	 Japan	184,660	36.8%	11	▼	 Netherlands	44,010	4.2%
2	▼	 Germany	169,540	0.6%	12	▲	 Switzerland	35,310	3.5%
3	-	 United States	142,820	8.2%	13	▼	 Canada	34,410	-0.2%
4	-	 United Kingdom	99,770	1.7%	14	-	 Australia	29,720	18.1%
5	▲	 Italy	83,200	7.3%	15	-	 Austria	27,110	9.2%
6	▼	 France	81,530	4.4%	16	-	 Belgium	20,740	3.2%
7	-	 Sweden	63,690	5.1%	17	-	 South Korea	16,830	17.9%
8	-	 Spain	57,730	-3.4%	18	-	 China	2,780	31.1%
9	-	 Estonia	54,690	3.3%					
10	▲	 India	45,720	18.1%					

## Conclusion #5

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

In Q3 of 2023, there is a general stagnation of international searches. This is visible with growth levels maintained below +10%, especially for the majority of European markets. Additionally, there are markets where searches have dropped compared to the previous year; specifically, Spain and Canada, with -3,4% and -0,2% decrease respectively.

On the other hand, aside from Japan, India, Australia, and South Korea are the fastest-growing markets for Finland, where they experienced growth of approximately 18% in Q3 2023 (except for Japan, which grew by 36,8%).

Target Market Distribution Q3 2023

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10		India	45,720	18.1%

Rank	Flag	Country	Searches	Growth
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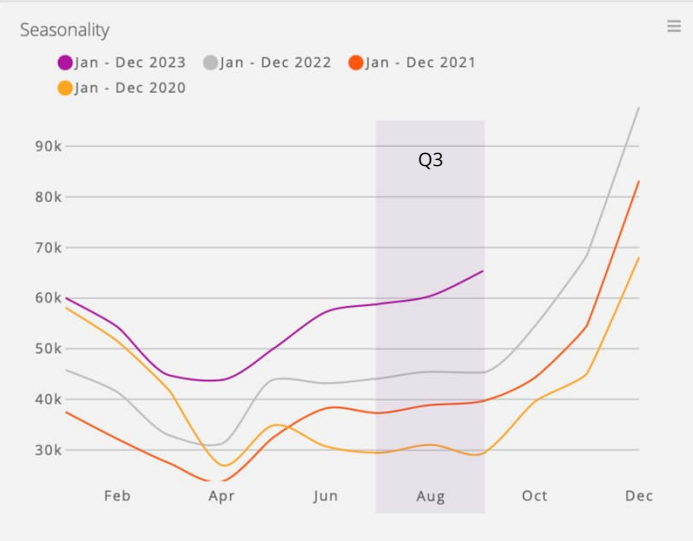
Country: Finland x    Dimension: Tourism x    Target\_Market: Japan x

Quarter: Q3 2023 x

Target Market Ranking

# #1

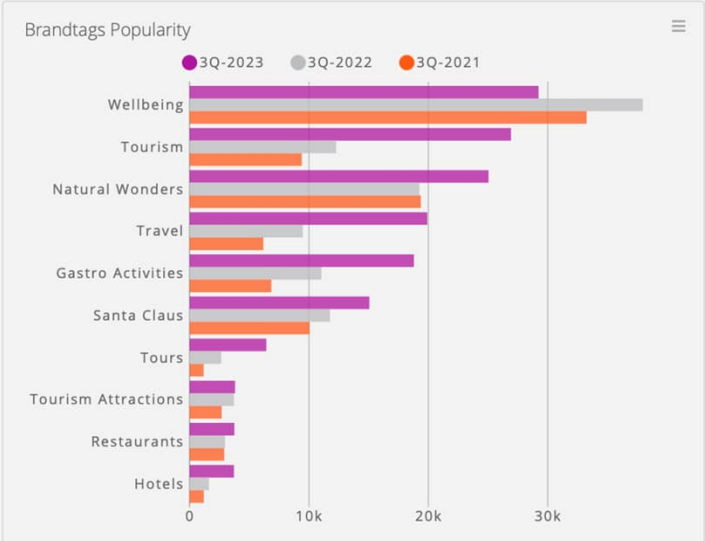
Position



Target Market Distribution

Rank	Flag	Target Market	Searches	Growth
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« < 1 2 > »    Q 1 to 10 of 18



Searches

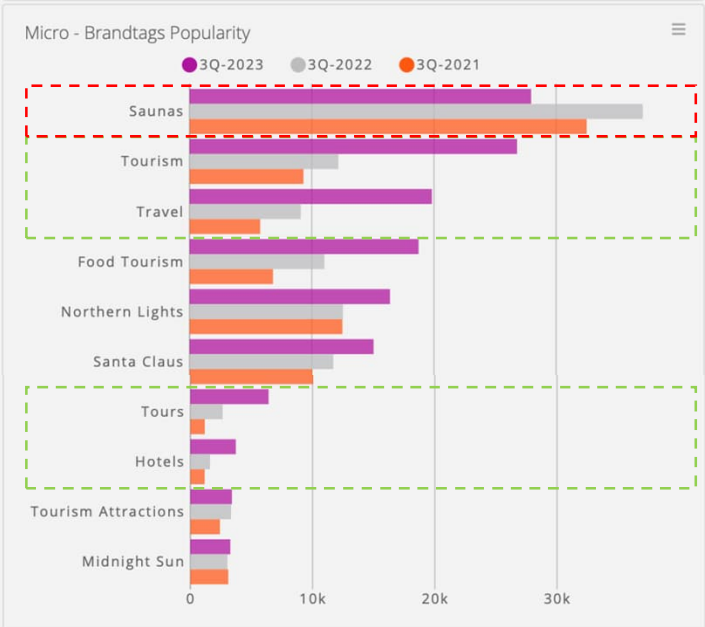
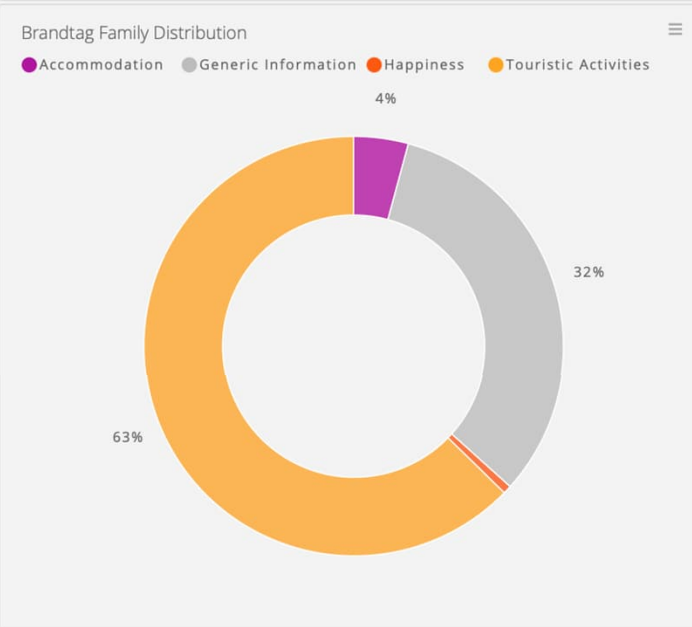
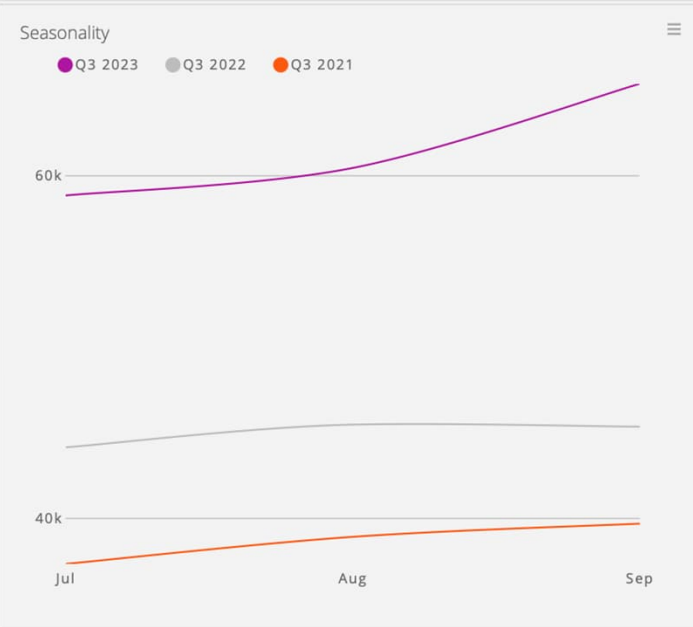
# 184,660

Q3 2023

Growth Searches

# 36.80%

Growth



Growth Searches

# 16.39%

Previous Growth



Country: Finland x Dimension: Tourism x Target\_Market: Germany x  
 Quarter: Q3 2023 x

Target Market Ranking

# #2

Position

Searches

# 169,540

Q3 2023

Growth Searches

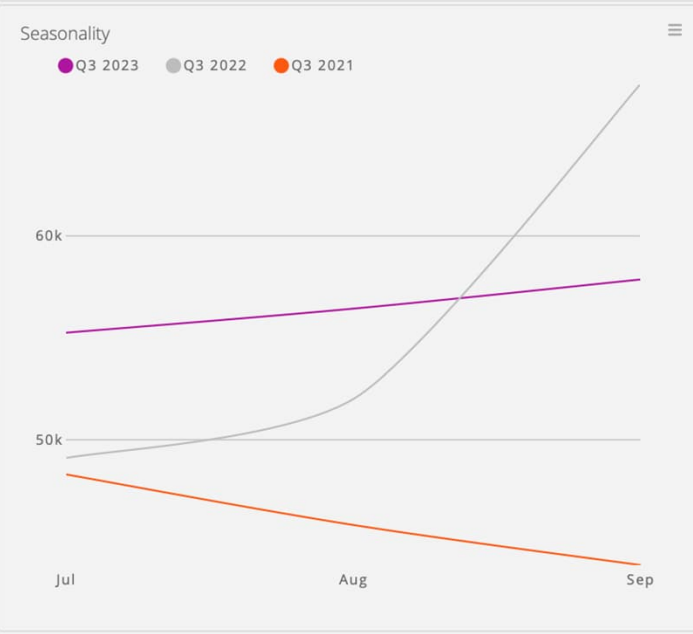
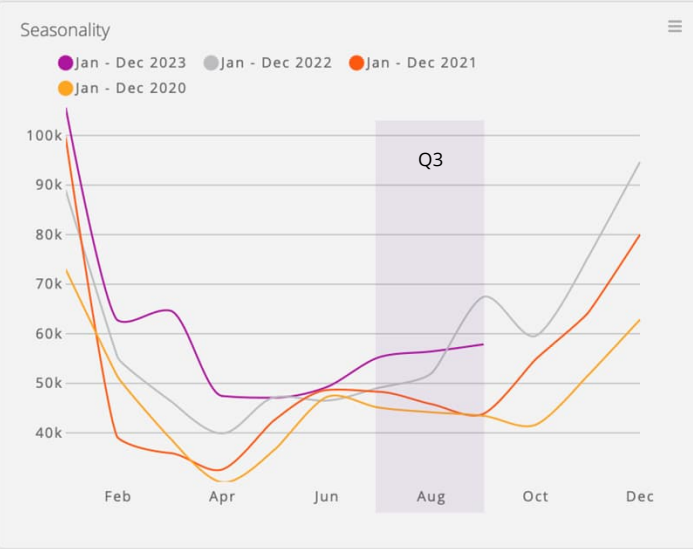
# 0.61%

Growth

Growth Searches

# 22.14%

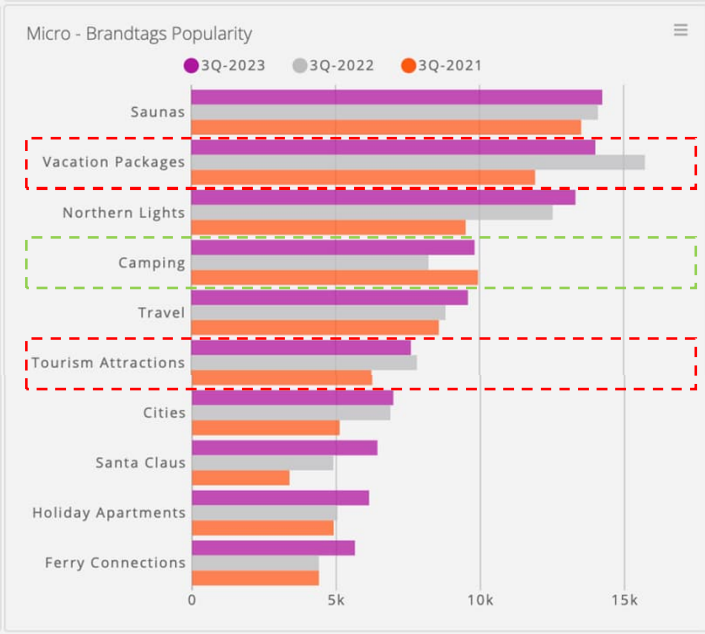
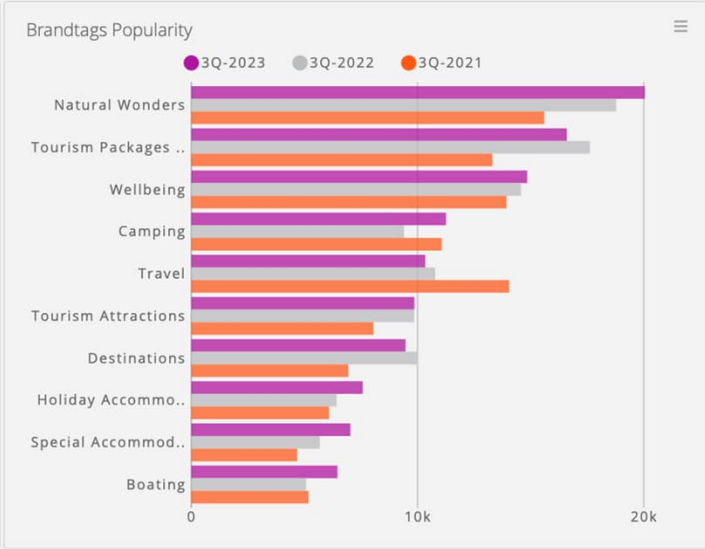
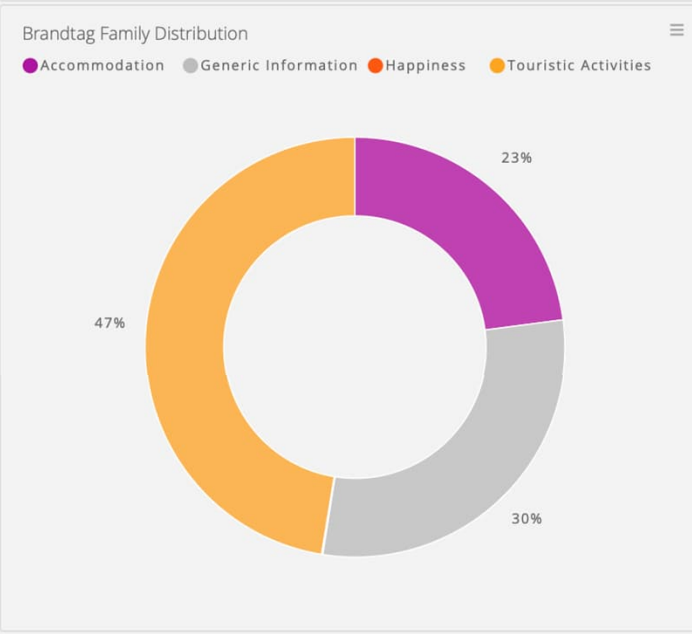
Previous Growth



Target Market Distribution

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« < 1 2 > » Q 1 to 10 of 18





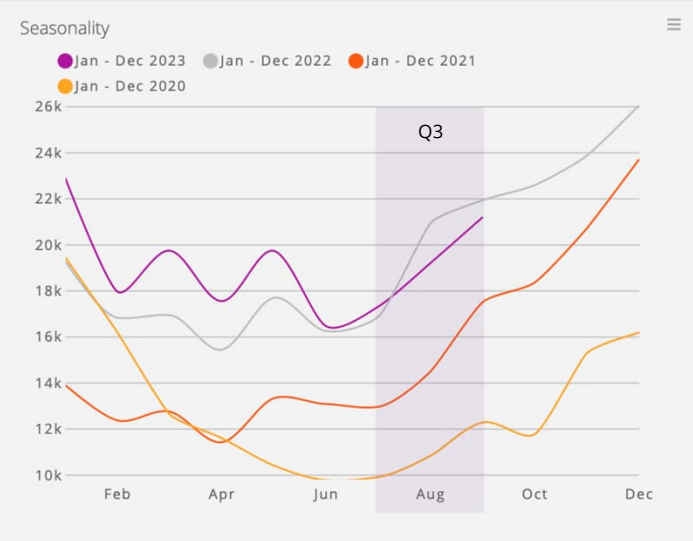
Country: Finland × Dimension: Tourism × Target\_Market: Spain ×

Quarter: Q3 2023 ×

Target Market Ranking

# #8

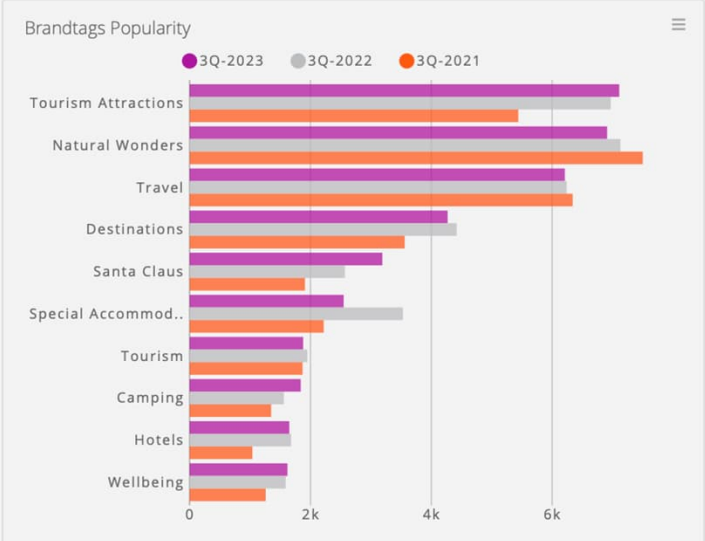
Position



Target Market Distribution

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5	🇮🇹	Italy	83,200	7.3%
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« < 1 2 > » Q 1 to 10 of 18



Searches

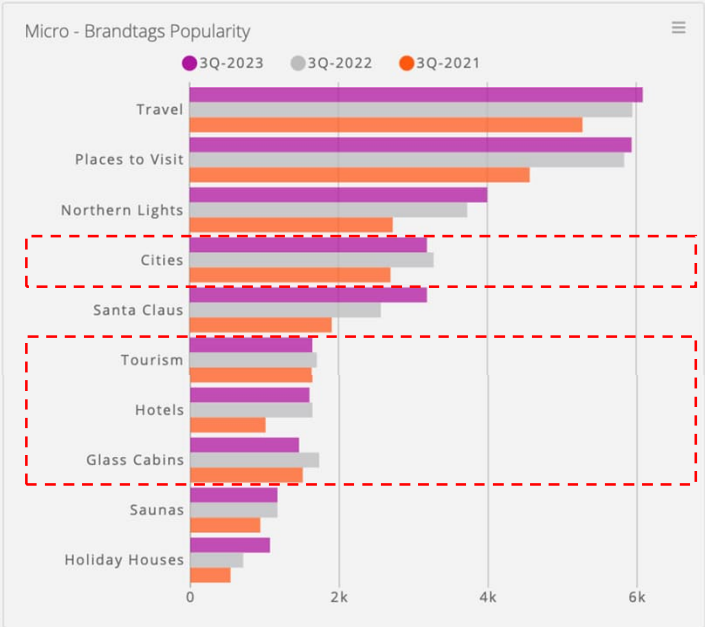
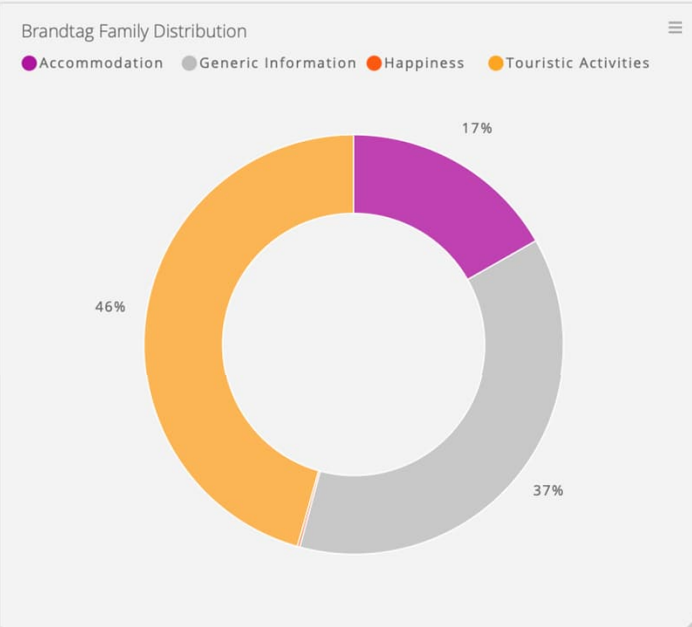
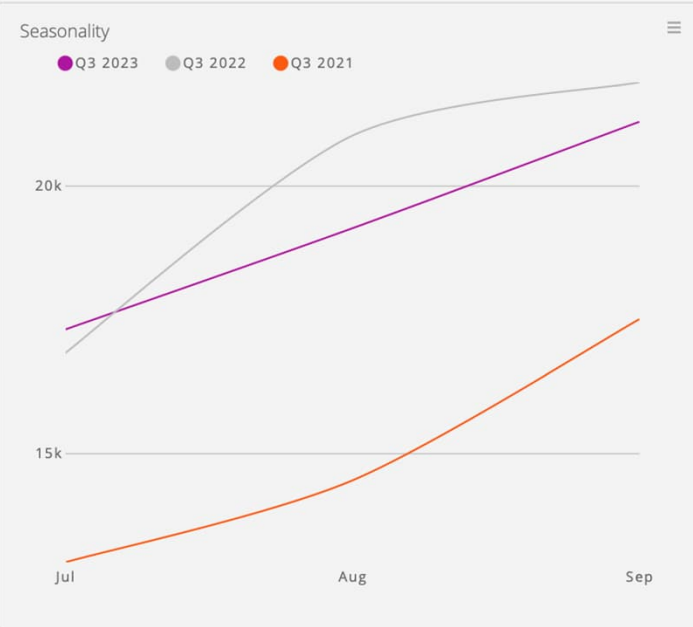
# 57,730

Q3 2023

Growth Searches

# -3.40%

Growth



Growth Searches

# 32.86%

Previous Growth

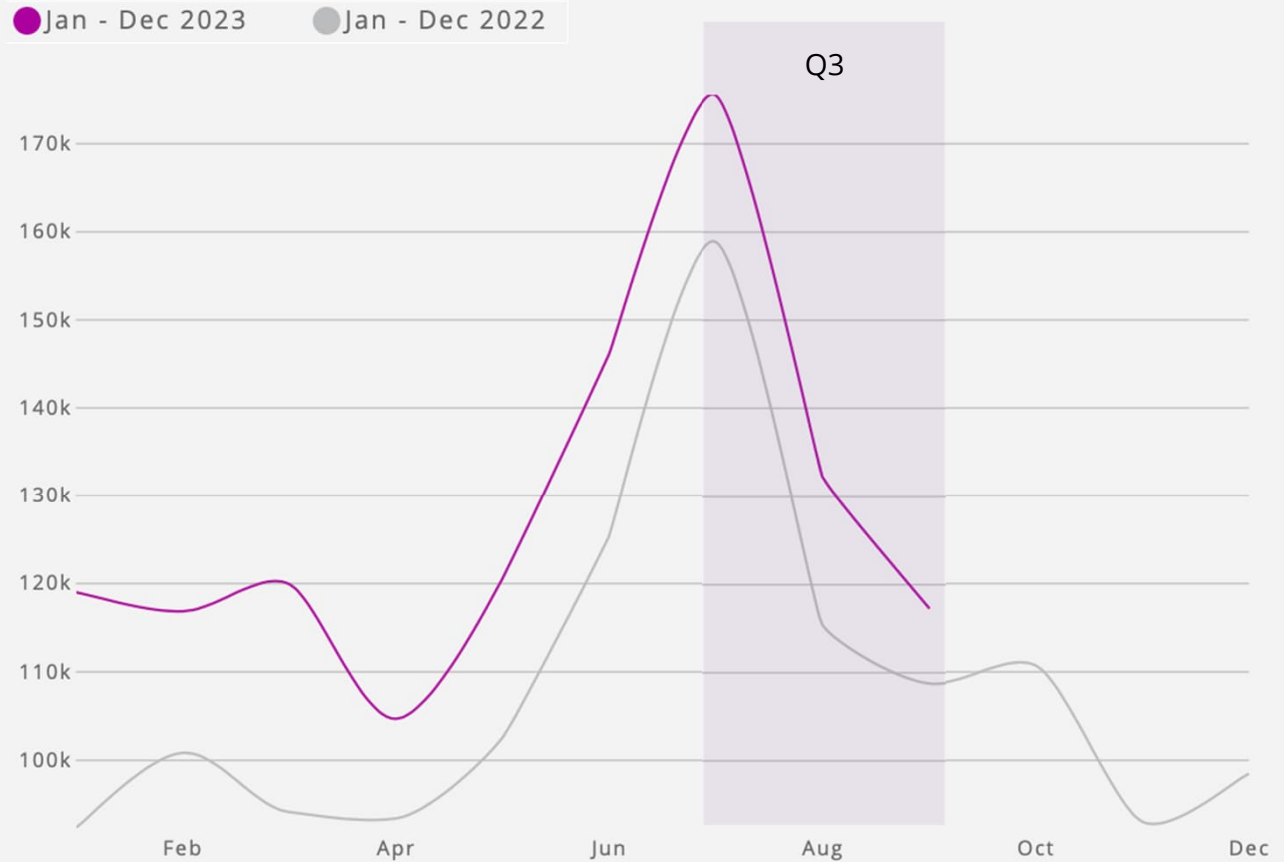
## Conclusion #6

# The behaviour of Finnish market remains the same as Q3 2022, with volume of searches surpassing last year's.

With over 425K searches in Q3 2023, the domestic market displayed an increase of 10.95% compared to Q3 2022.

The behaviour of the Finnish market remains almost the same as that of the same period last year, with activity during July and a significant increase in August.

Seasonality of searches for Finland *Domestic*



## Conclusions Q3 2023

- #1 While searches for Finland consistently surpass last year's volume, they do not follow the trend of previous years.
- #2 Top Brandtags remain unchanged, however, searches related to Saunas, Lakes, and Vacation Packages decrease. While searches for the majority of Brandtags continue to grow.
- #3 Top 3 Target Markets remain the same and Japan is moving to the lead position.
- #4 While many markets show a stagnation, Indian, Australian, and South Korean markets show a rapid growth.
- #5 The behaviour of Finnish market remains the same as Q3 2022, with volume of searches surpassing last year's.



# Thank you!

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