

Germany

Travel insights



Visit Finland

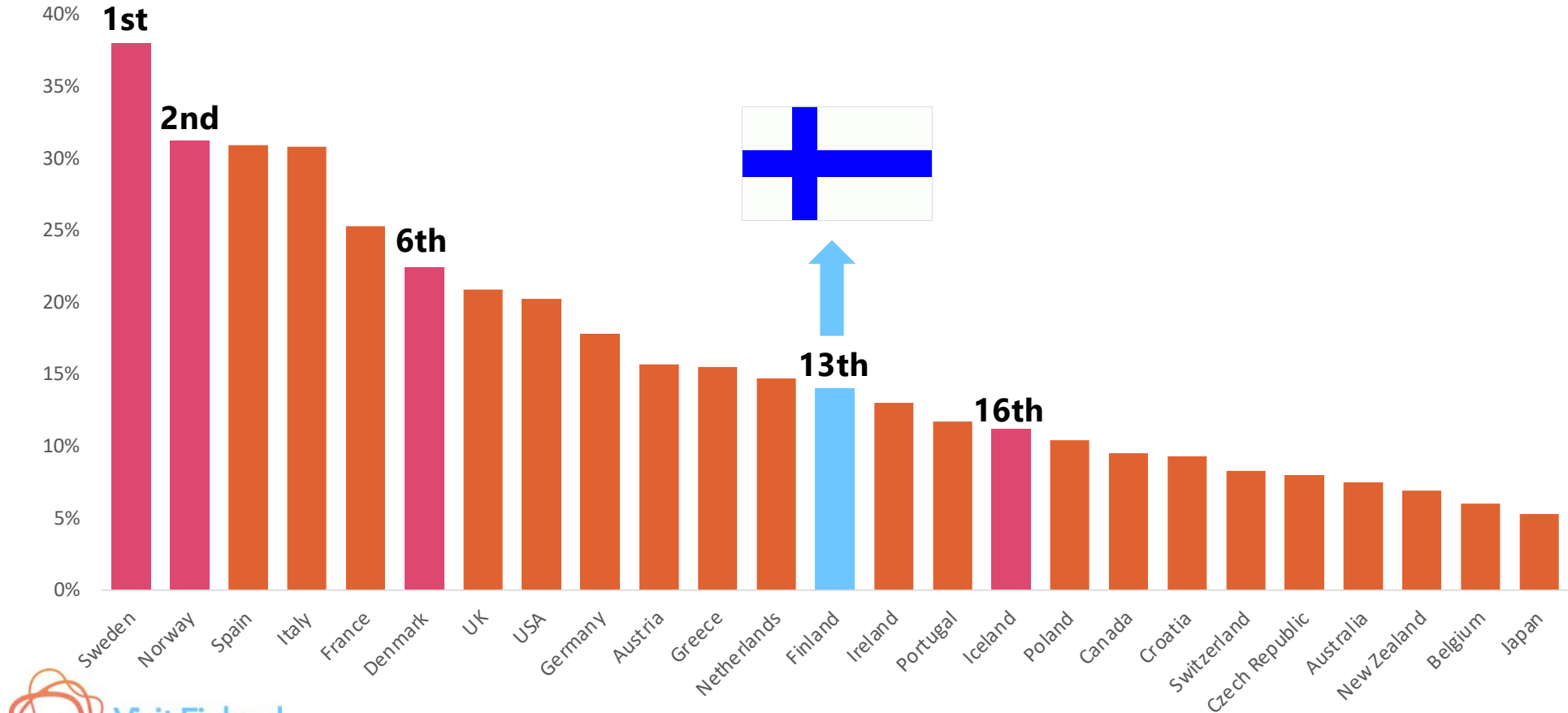
Finland's image as a travel destination in Germany

Brand Tracking survey 2019



When asked spontaneously which countries are considered as a holiday destination in the next three years, Finland lags behind Sweden, Norway and Denmark

Spontaneous Destination Consideration



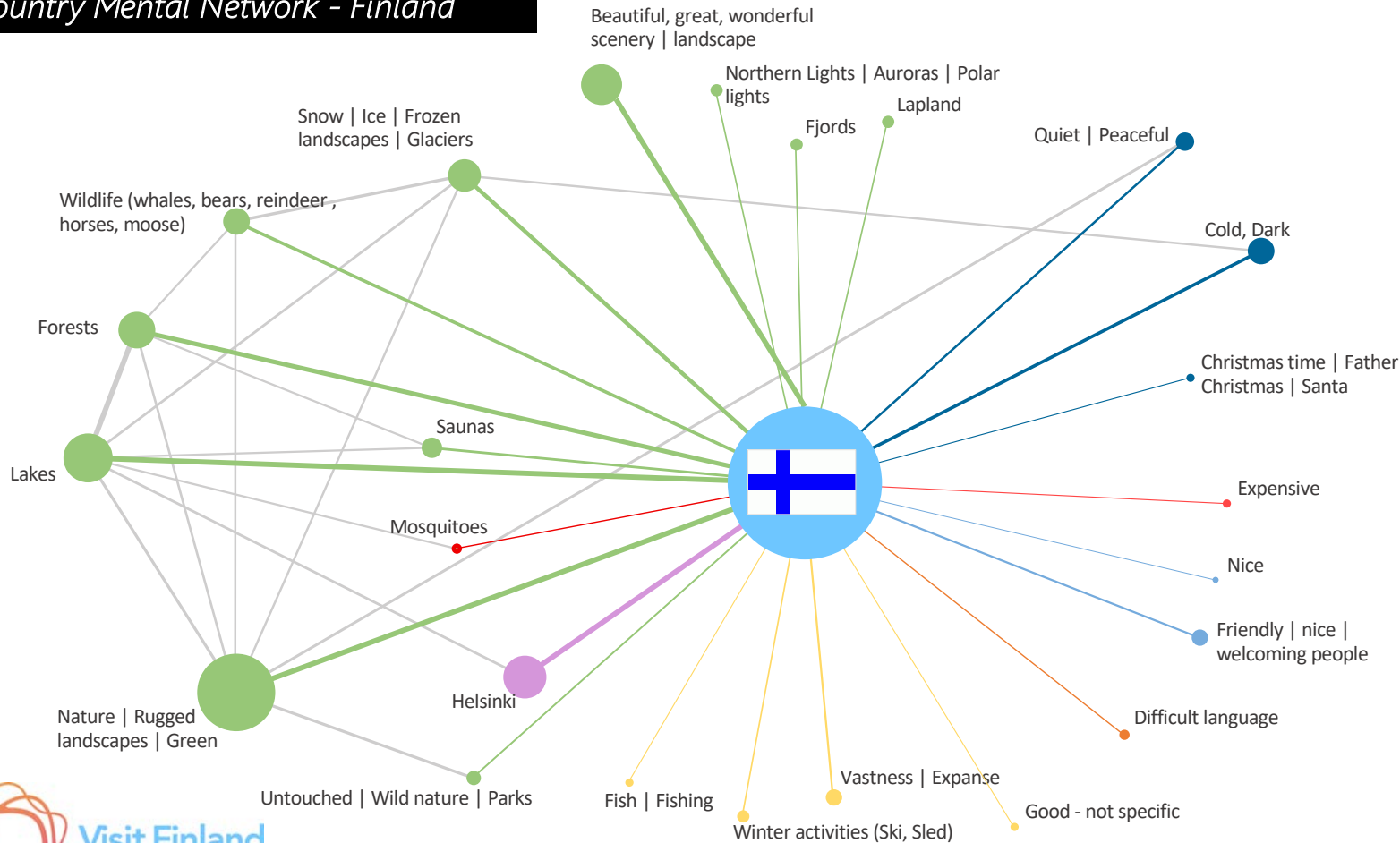
Q2. SPONTANEOUS CONSIDERATION DESTINATION

Which countries would you consider for a holiday or short break over the next three years? Please include up to 10 countries

Base: Total Sample (1,000)

Germans strongly associate Finland with its nature landscapes and features (especially the lakes); which are strongly interconnected. Helsinki comes to mind quite well

Country Mental Network - Finland



Yellow	Functional
Pink	Cities
Light Blue	Emotional
Purple	Food/Drink
Red	Negative
Dark Blue	Image
Light Purple	Landmarks
Green	Nature, Landscapes



Please take a few moments to think about <COUNTRY>. Please tell us everything that pops into your mind when you think of <COUNTRY> as a tourist destination.

Base: Consideration Set: Finland (596)



Travel related searches

Digital Demand 2019

Germany



No. 3 in ranking in absolute numbers.

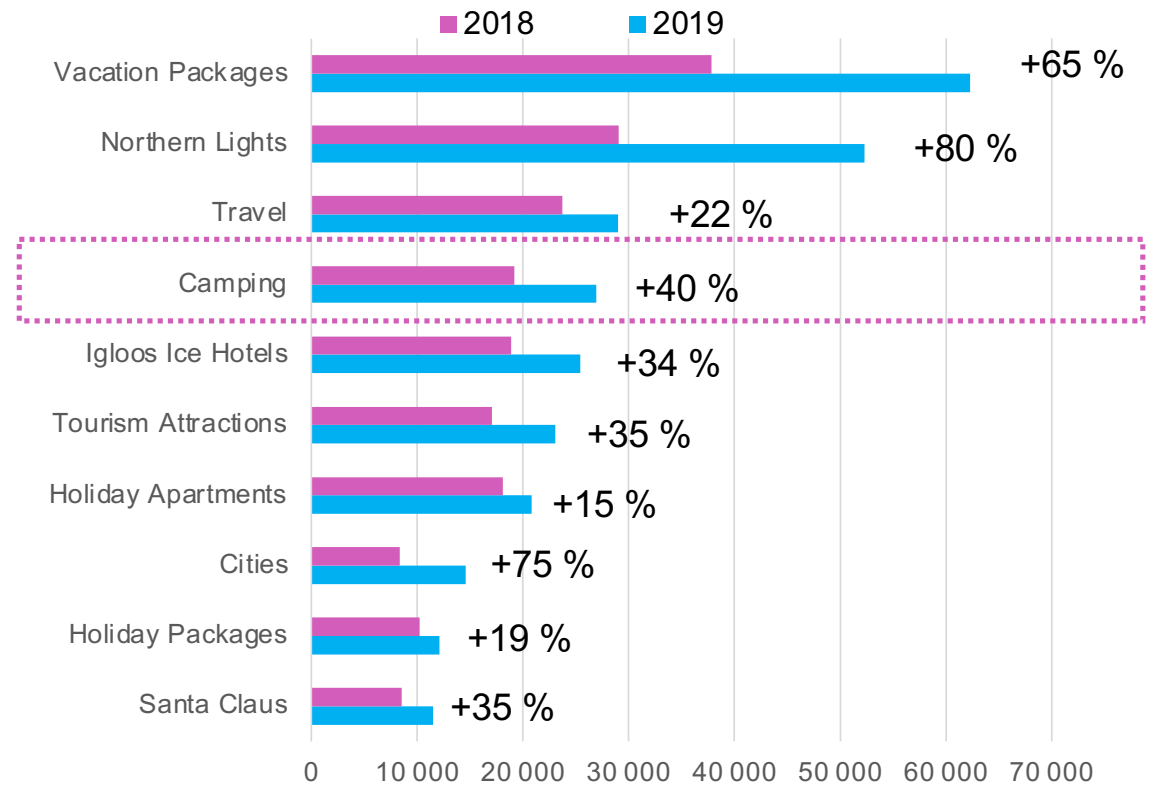
455 300 travel-related Internet searches concerning Finland.

+38 % compared to previous year.

TOP 10 TRENDING MICRO-BRANDTAGS

Micro-brandtag	Δ%
National Parks	93 %
Northern Lights	80 %
Cities	75 %
Winter Sports	66 %
Vacation Packages	65 %
Hotels	56 %
Cabins	50 %
Rural Houses	43 %
Camping	40 %
Tourism Attractions	35 %

Top Micro-brandtags



Source: D2 Digital Demand

An aerial photograph of a small island or peninsula. The foreground shows a rocky shore with a small red house with a white window and a grey roof. The island is covered in dense green forest. In the background, there is a large body of water and a distant shoreline with a red and white lighthouse. The sky is overcast with grey clouds.

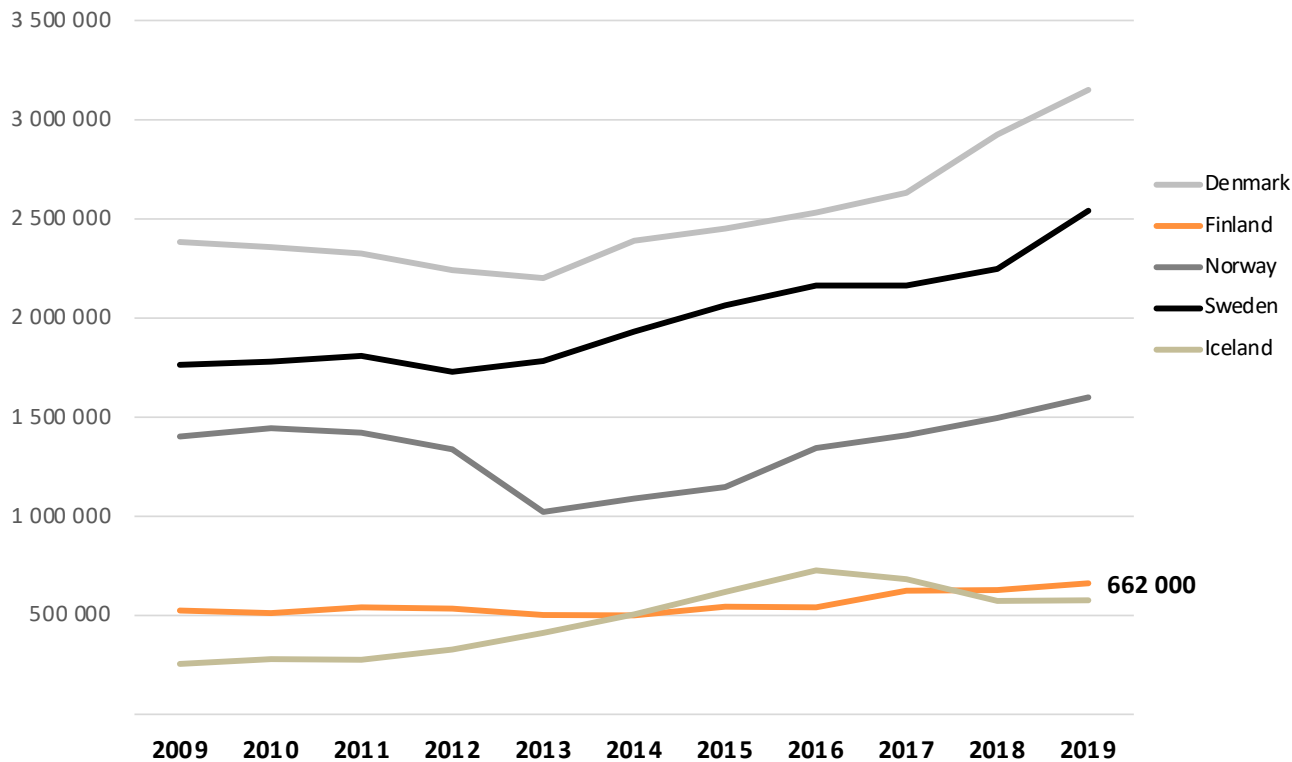
German overnights in the Nordic countries & in Finland

Statistics Service Rudolf, Statistics Finland

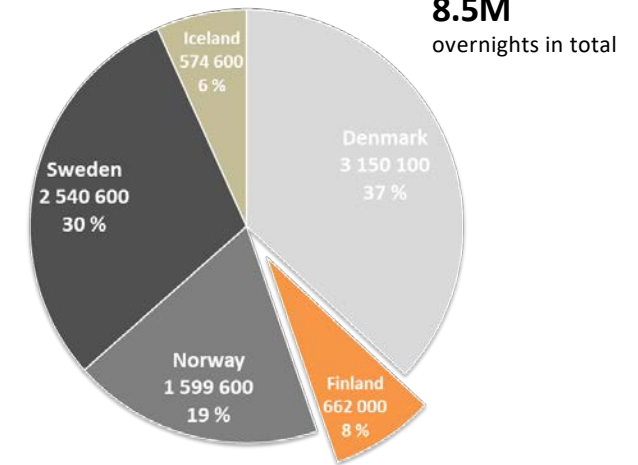
Statistics Sweden, Norway, Denmark and Iceland

Germany: Yearly overnights in the Nordic countries

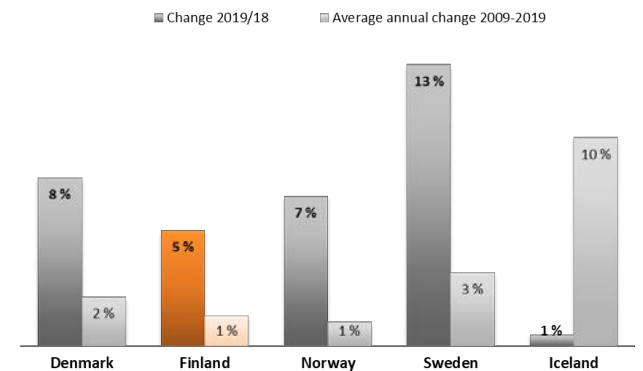
Development of German overnights 2009-2019



Nordic countries' share of German overnights 2019

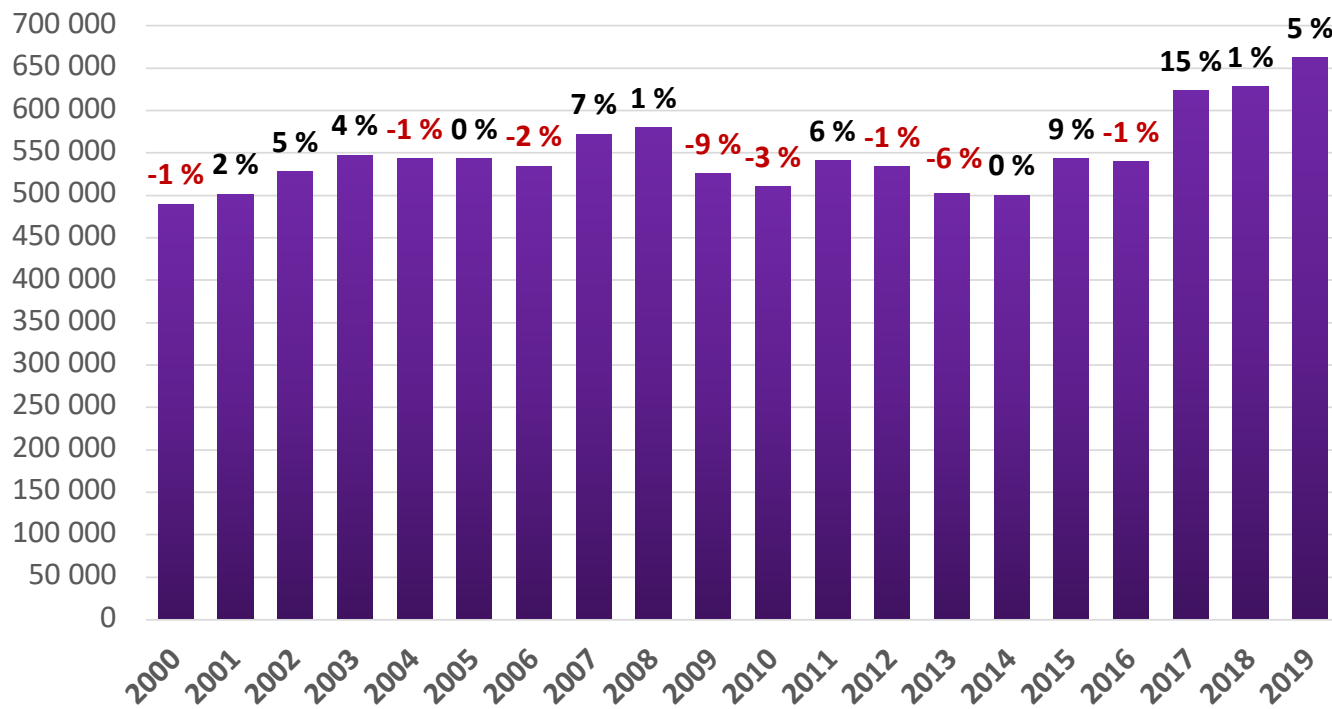


German overnights, change %



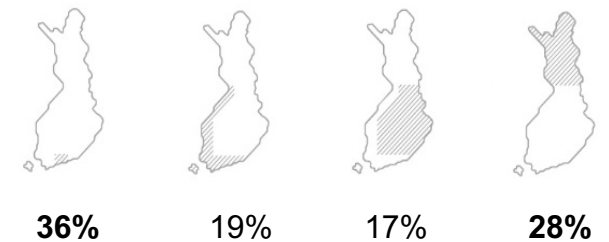
Sources: Visit Finland Statistics Service Rudolf, Statistics Finland, Statistics Denmark, Statistics Norway, Statistics Sweden and Statistics Iceland

German overnights in Finland (pre-covid19)

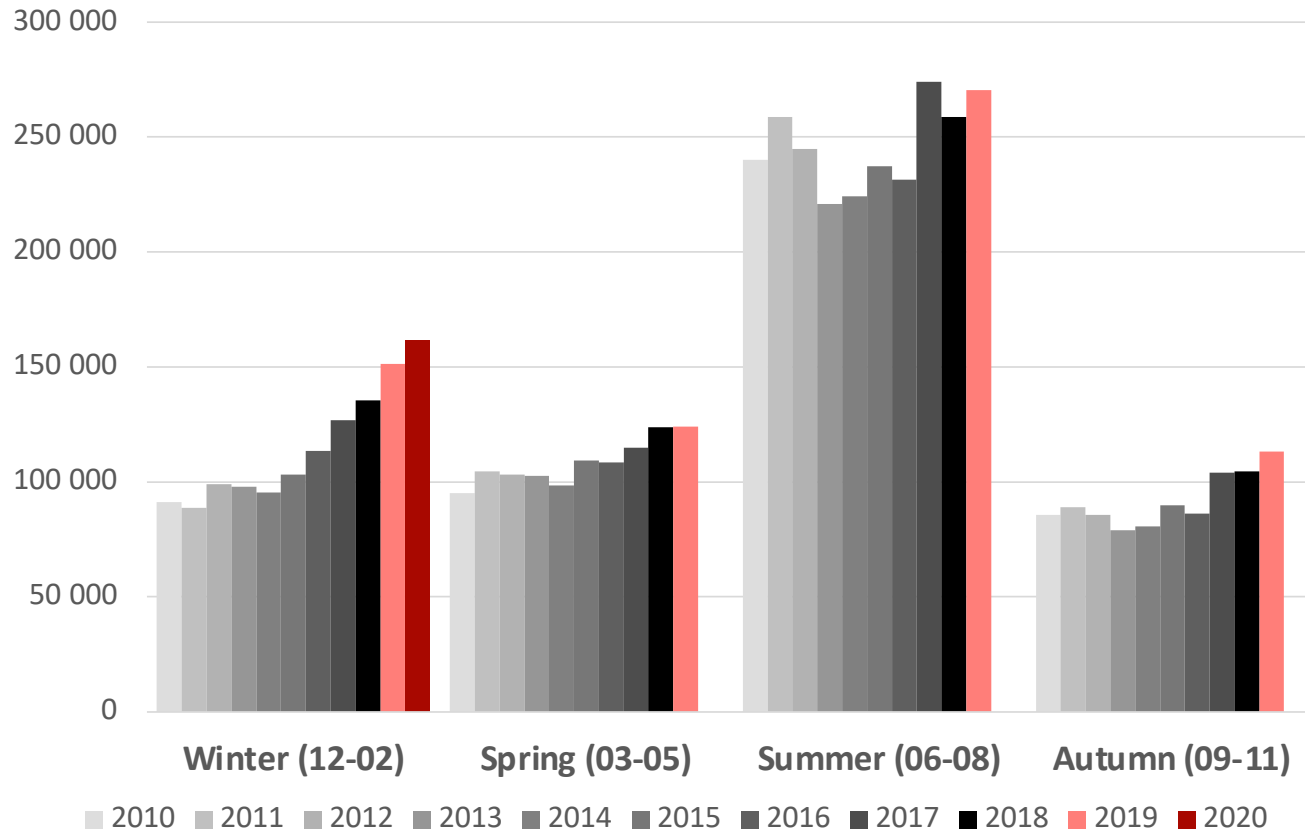


Year 2019
2nd in country rankings
 with a **9% share** of foreign overnights
 Average change 2000-2019: **+2%**
 Change 2019 compared to 2000: **+35%**

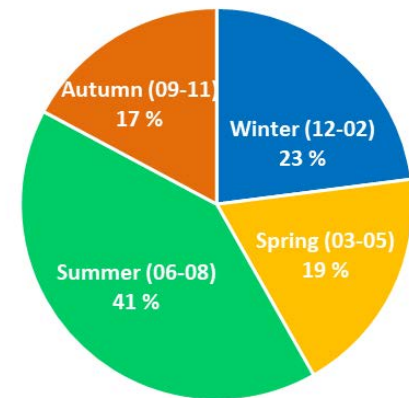
Share of overnights by regions 2019

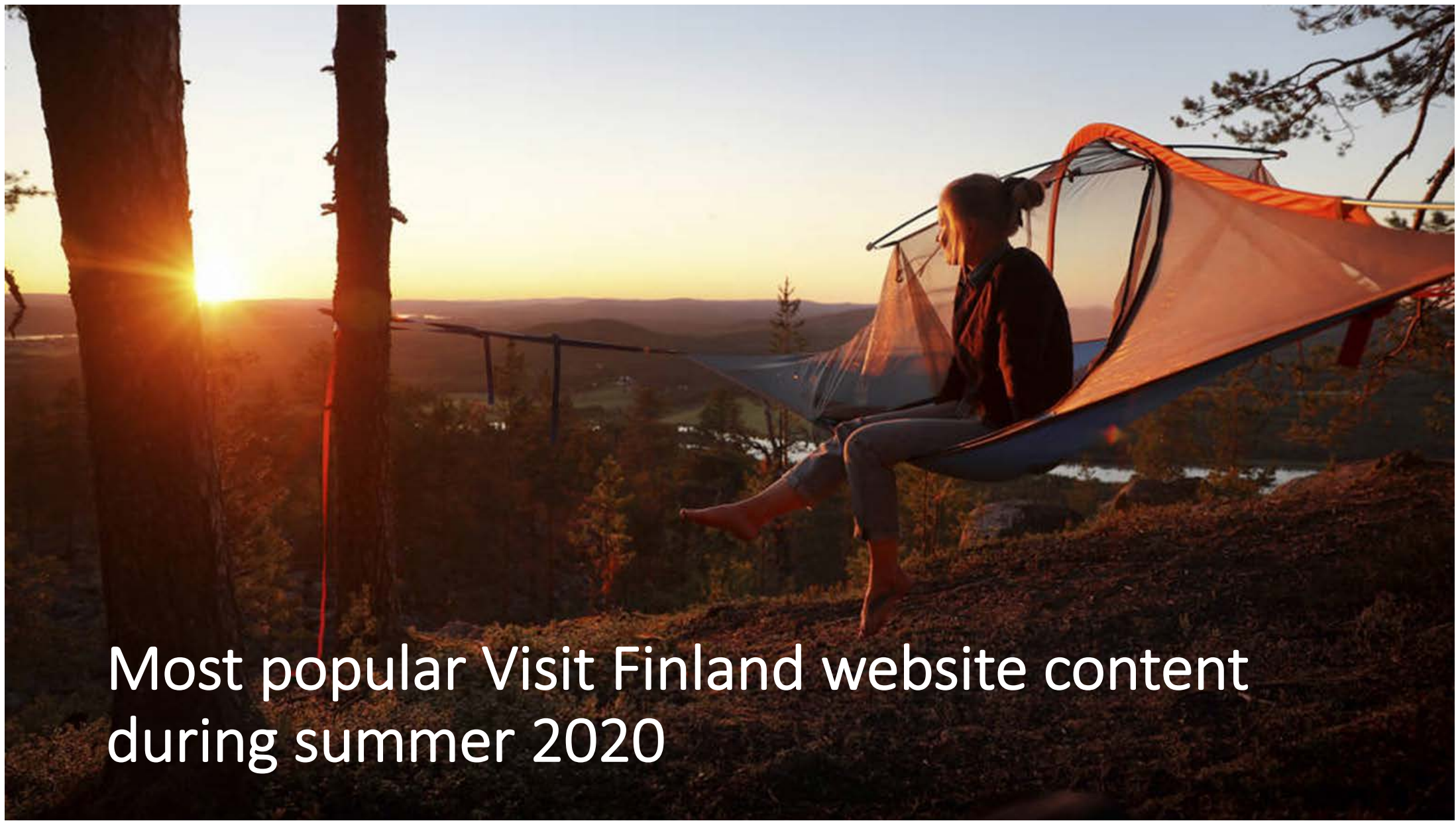


German overnights in Finland by season



German overnights in 2019





Most popular Visit Finland website content during summer 2020

Popular Visit Finland articles summer season 2020 (06-08) - Germany

Popular Articles on visitfinland.com

Practical Information for Travelers to Finland during Corona Pandemic (German, English)

Travel Info (German, English)

Iconic Finnish Foods of All Time (German)

21 reasons to love Finland (German)

Finland facts (German)

On the Hunt for the Northern Lights (German)

Camping in Finland – the hidden gem of the Nordics (German)

Finland's 'Ten most beautiful landscapes' (German)

Land of the Midnight Sun (German)

What are the Finns Like? (German)

Coronavirus info was the most popular article for the Germans this summer.

Finnish food, Travel Info and Finland facts were, articles on Camping and Finnish Landscapes were also of interest.

AUF DER JAGD NACH DEN NORDLICHTERN

Die Nordlichter mit eigenen Augen zu sehen, ist für viele ein beeindruckendes Erlebnis, das sich ihnen nur einmal im Leben bietet. Manche Menschen werden aber geradezu besessen von ihnen und können nie genug von den flammenden Farberscheinungen am Himmel bekommen.

Der Tanz der Nordlichter ist eine mächtige und einzigartige Naturerscheinung, die sogar das Leben von Menschen hier auf der Erde verändern kann. Finnland ist einer der besten Orte zum Beobachten von Nordlichtern – es sind sogar schon Menschen allein aus diesem Grund nach Finnland eingewandert. Hier einige Tipps, wie auch Sie ein Jäger des Nordlichts werden können.



TYPISCH FINNISCHE SPEZIALITÄTEN

Finnen haben eine Leidenschaft für gutes Essen und sind echte Genießer. Und außerdem sind sie ihren kulinarischen Wurzeln treu.

Obwohl man in Finnland heutzutage eigentlich alles kaufen kann, was das Herz begehrt, lassen Sie sich bei einem Besuch am besten mit den nationalen Köstlichkeiten verwöhnen.

In Finnland sind die Marktstände überall voll von saisonalen Produkten und lokalen Delikatessen. Im Rahmen von Festivals werden bestimmte Lieblings Speisen gebührend gefeiert.

Und die Finnen benennen ihr Gebäck gerne nach berühmten Dichtern!

Hier haben wir eine Liste mit 10 typisch finnischen Spezialitäten zusammengestellt, die Sie unbedingt probieren sollten. Na los, nur Mut!



Source: Visit Finland

Visitfinland.com summer 2020

June-August 2020 vs. June-Aug 2019

Compared to same period in 2019 (June-Aug 2019)

- Traffic during summer has decreased by fifth compared to same time last year
- Both organic and paid traffic have decreased a little
 - Traffic from all countries has NOT dropped compared to last year
 - From Germany, UK, Netherlands, Switzerland, Japan traffic has **increased**
 - Bigger decreases in traffic (over -20% decrease): Sweden, Italy, China, Spain, Russia
- During summer 2020 traffic was close to same as last year
 - On a few days we reported **higher traffic** than year before
 - We have less campaigns now that year before and the traffic is only about a fifth behind last year overall
- Most traffic still comes from Google search, as before, also Social Media brings a lot of traffic

June-August 2020 vs. Mar-May 2020

Compared to previous period (March-May 2020)

- Traffic has **increased** from spring substantially
 - Virtual Rent a Finn –campaign in May was a success!
 - The traffic stayed at a higher rate after the campaign
- Organic traffic has increased and paid traffic has decreased
 - Germany, Switzerland, Netherlands, Austria, Norway and Estonia are the countries that have **increased** in organic traffic most
 - Biggest traffic decreases from (around -30%): Italy and Spain
 - **Increase** in traffic from both Google and Social Media
 - Direct traffic, organic Yahoo & Bing as well as organic Facebook traffic have continued to **increase** in August
- Most read articles including all language versions:
 - COVID-19 traveler info article
 - 21 Reasons to Love Finland
 - Iconic Finnish foods of all time

- New articles have been released during summer; for example Virtual tour around Finland & Extraordinary life in the Archipelago.
- More new content is in the pipeline



Visit Finland