

Italy

Travel insights



Visit Finland

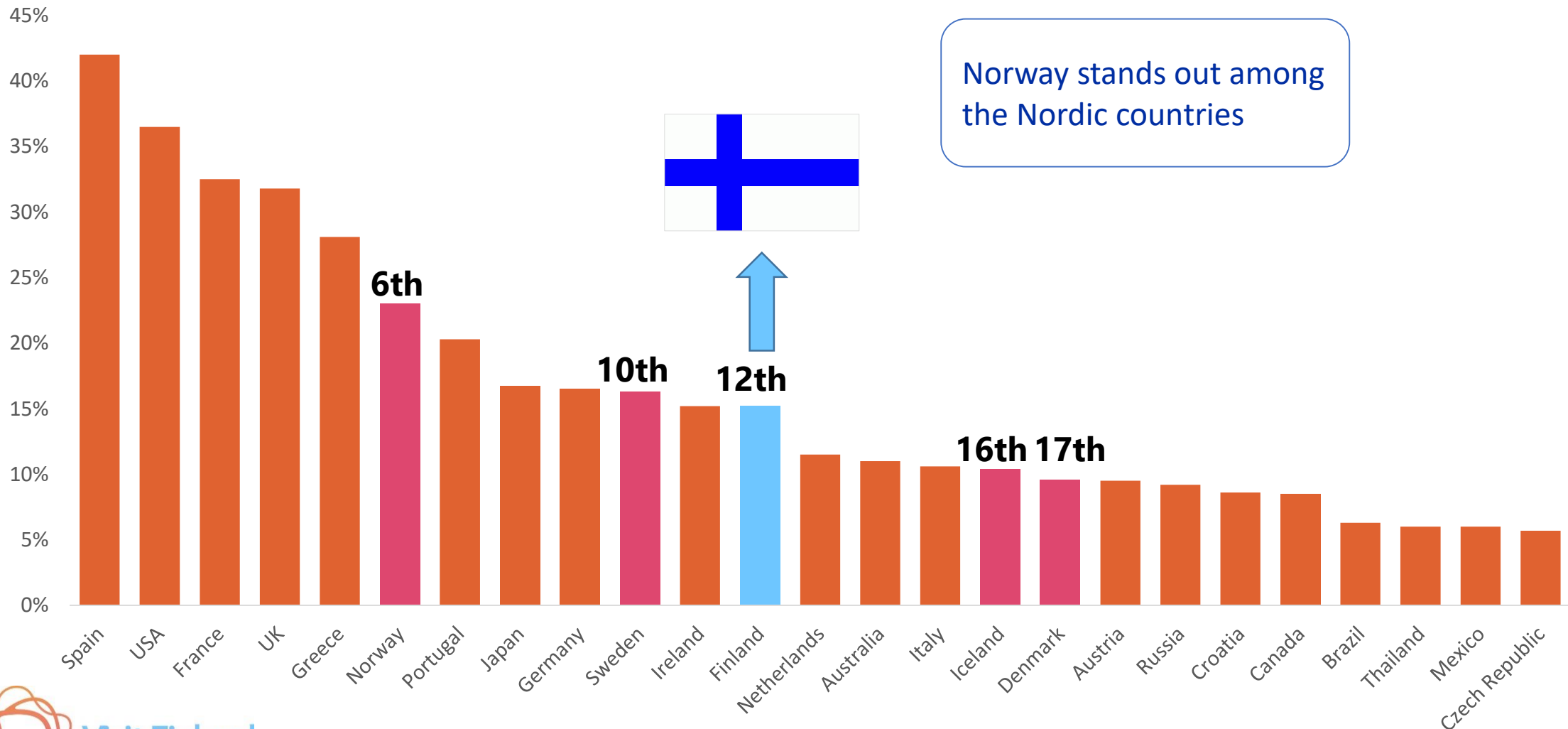


Finland's image as a travel destination in Italy

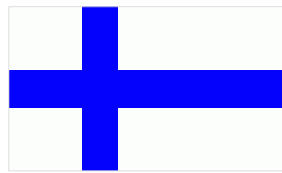
Brand Tracking survey 2019

When asked spontaneously which countries are considered as a holiday destination in the next three years, Finland does not stand out from its Nordic competitors – ranked #3 in the region

Spontaneous Destination Consideration



Norway stands out among the Nordic countries



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)

When thinking about Finland, nature (such as lakes/fjords, forest and green) and winter themes come through strongly in Italy

Spontaneous Impressions- Finland



A cold country, but with magnificent scenery

Lakes, woods, Santa Claus, Snow

I would like to see the northern lights, but I fear that the journey and the stay is quite expensive

Santa's reindeer, tundra. I think that from a landscape point of view it's a beautiful country

Natural landscapes, exceptional services at the highest levels

Cold, vast wildlife, incredible views

Interesting tourist destination for a healthy lifestyle, respect for the environment, not industrialized, a chance to live in uncontaminated places

Finland makes me think of Santa Claus and wonderful, unspoilt places

Fjords, unspoiled nature, immense spaces and full of vegetation

Fjords, snow, cold, fresh fish, northern lights, ice, water, colourful houses

Lakes, ponds and beautiful lakes. The attention to cleanliness of the largest cities and smaller towns.



The green land, forests, at Europe's borders, and so close to Russia. A land to discover, even exotic and pristine

Cold, dark, quiet, good food, frozen lakes, nature, saunas, forests, reindeer, Christmas, summer, tranquillity.



Visit Finland

Koli National Park: a sense of serenity and wonder.

Visit the capital, you immerse yourself in unspoilt nature and picnics, seeing the northern lights and midnight sun

Base: Consideration Set: Finland (527)

Q9 BMN

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.



Travel related searches

Digital Demand 2019

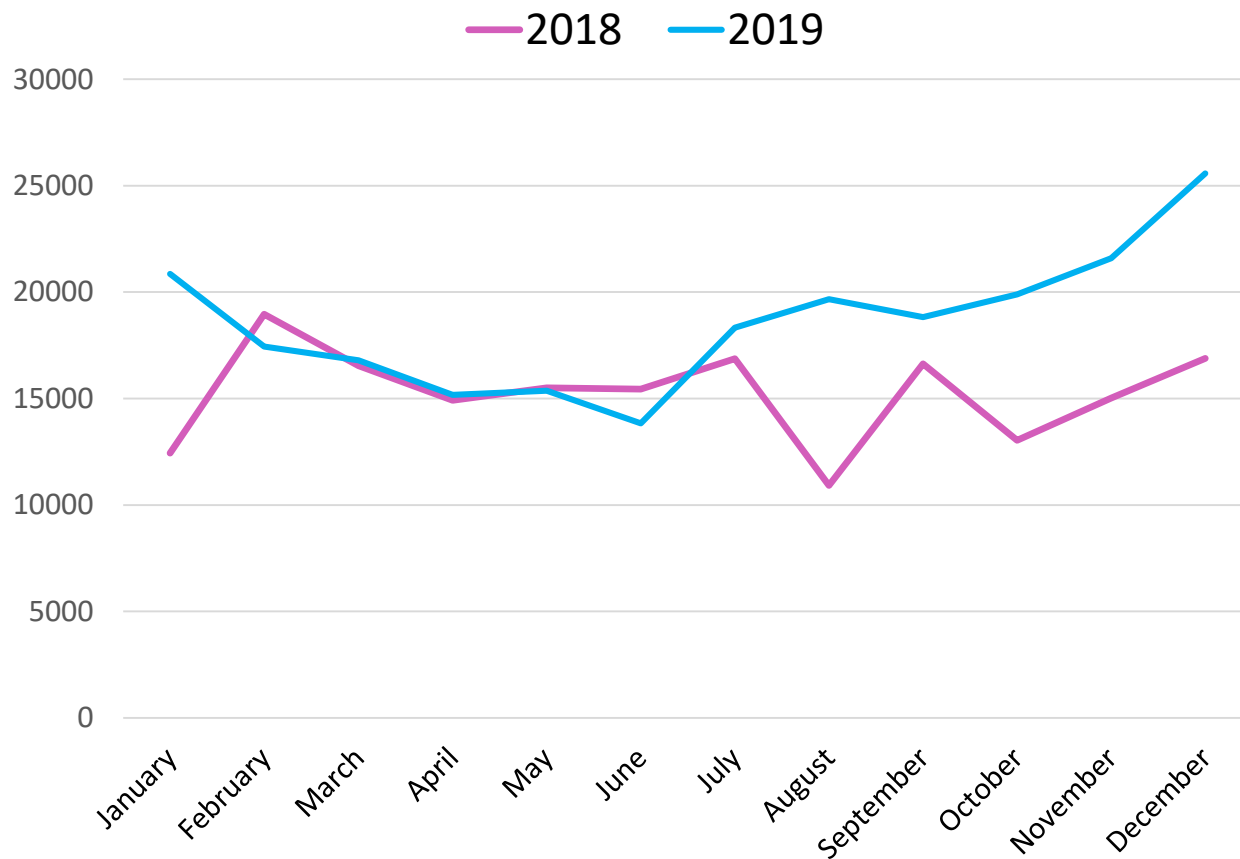
Italian travelers' Internet searches

Source: D2 Digital Demand

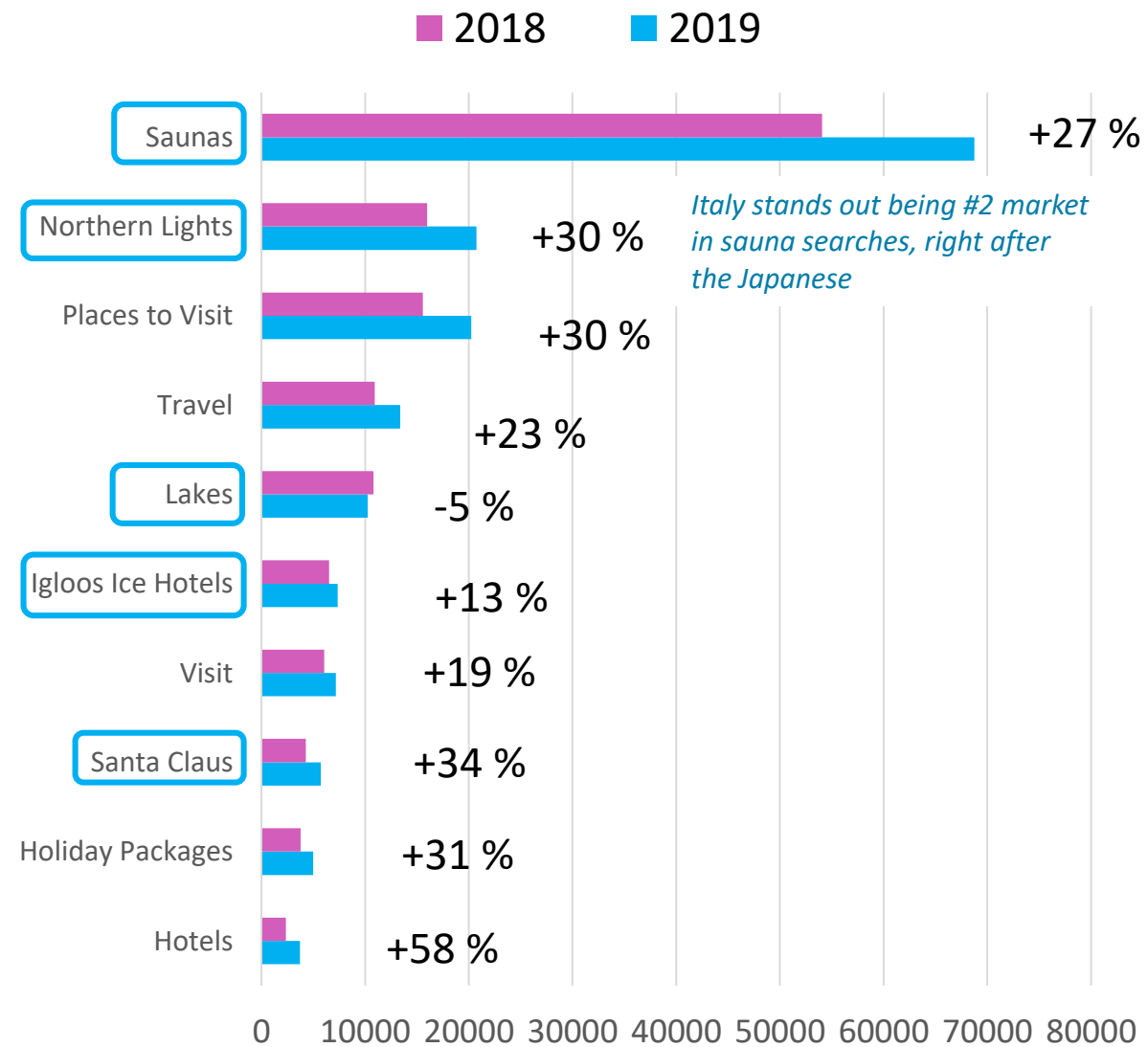


- 223 300 travel-related Internet searches concerning Finland
- +22 % compared to previous year

Italy Seasonality in Searches



Italy Top Microbrandtags



An aerial photograph of a small, rocky island in a body of water. The island is covered with a dense forest of tall, thin trees. In the foreground, a prominent red wooden cabin with a grey roof and white window frames sits on a rocky outcrop. A smaller, brown-roofed structure is partially visible next to it. The water is calm, and the sky is overcast with soft, grey clouds. In the distance, another island with a red and white tower is visible on the horizon.

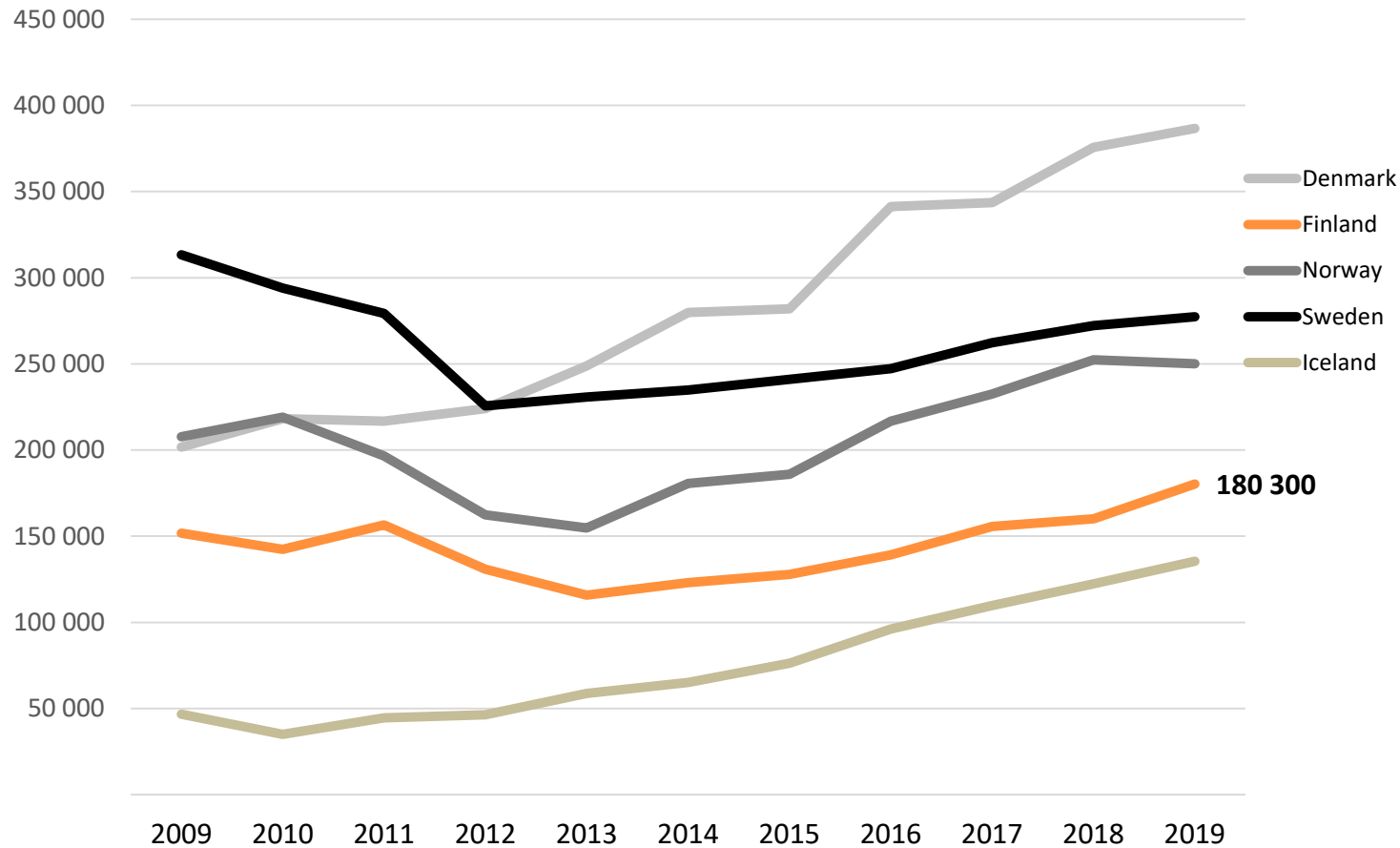
Italian overnights in the Nordic countries & in Finland

Statistics Service Rudolf, Statistics Finland

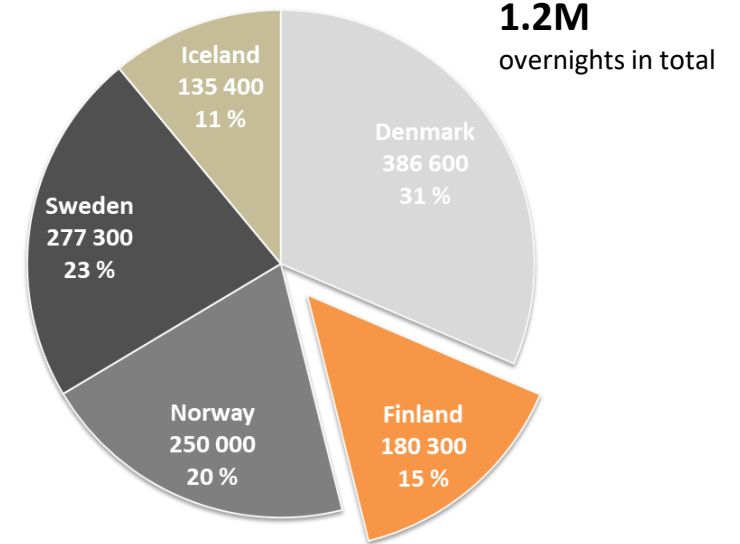
Statistics Sweden, Norway, Denmark and Iceland

Italy: Yearly overnights in the Nordic countries

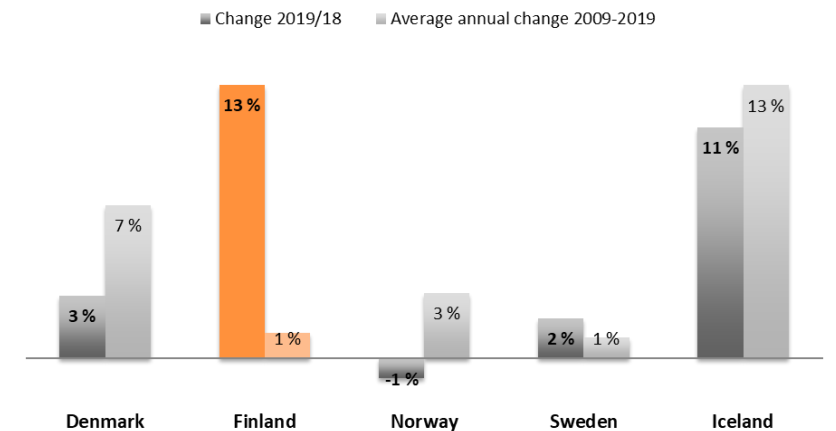
Development of Italian overnights 2009-2019



Nordic countries' share of Italian overnights 2019

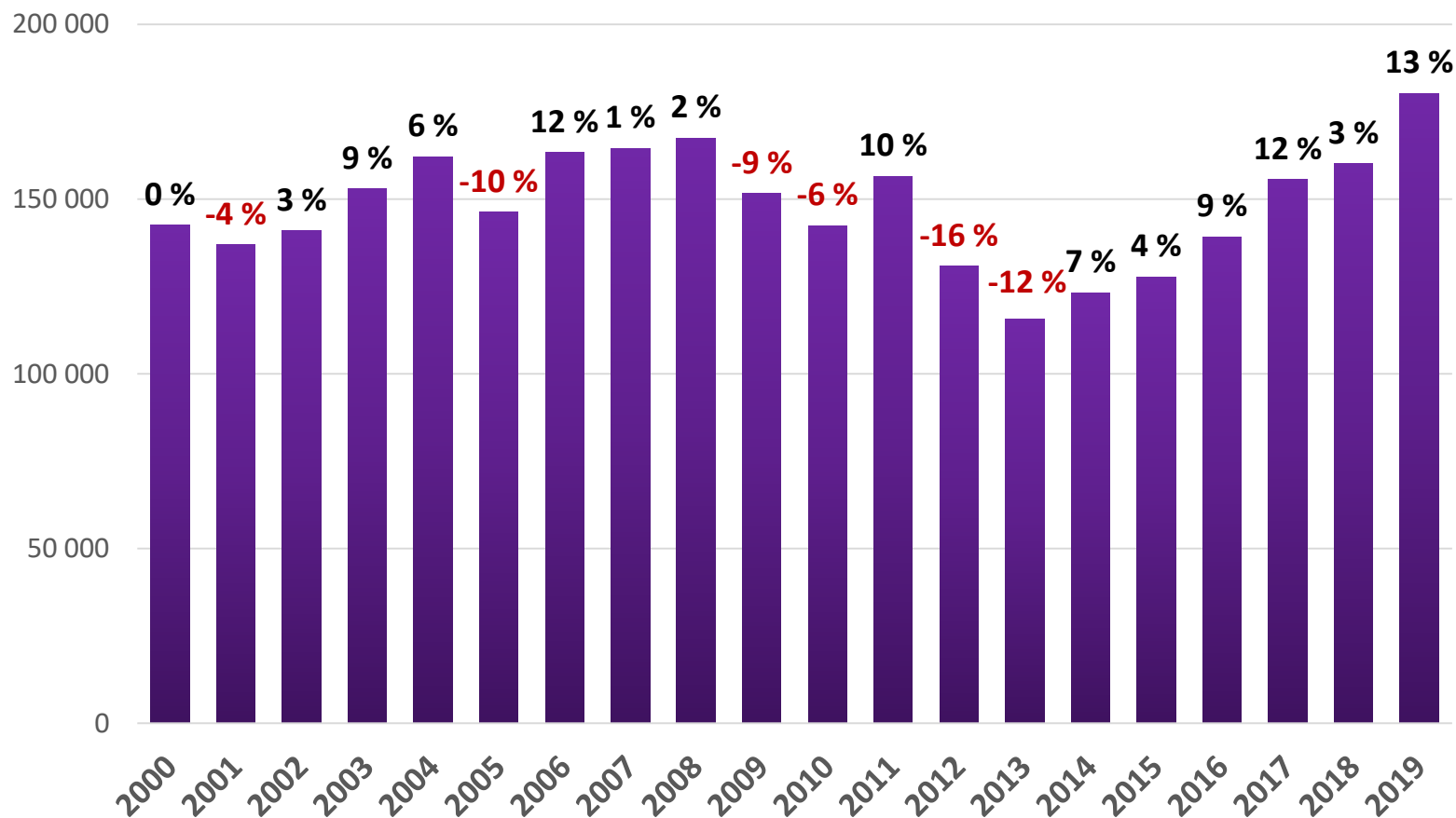


Italian overnights, change %



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

Italian overnights in Finland



Year 2019

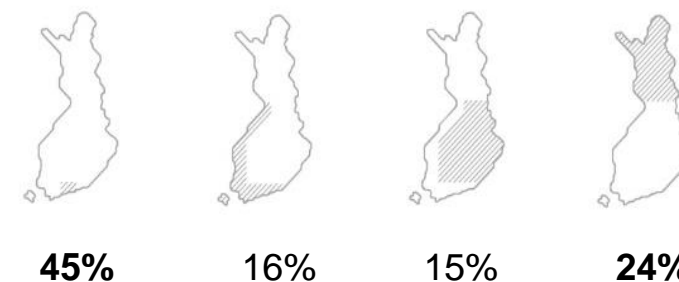
180 300 overnights in total

12th in country rankings
with a **3%** share of foreign overnights

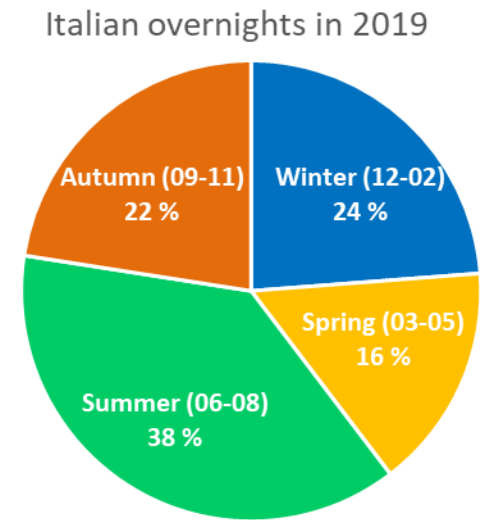
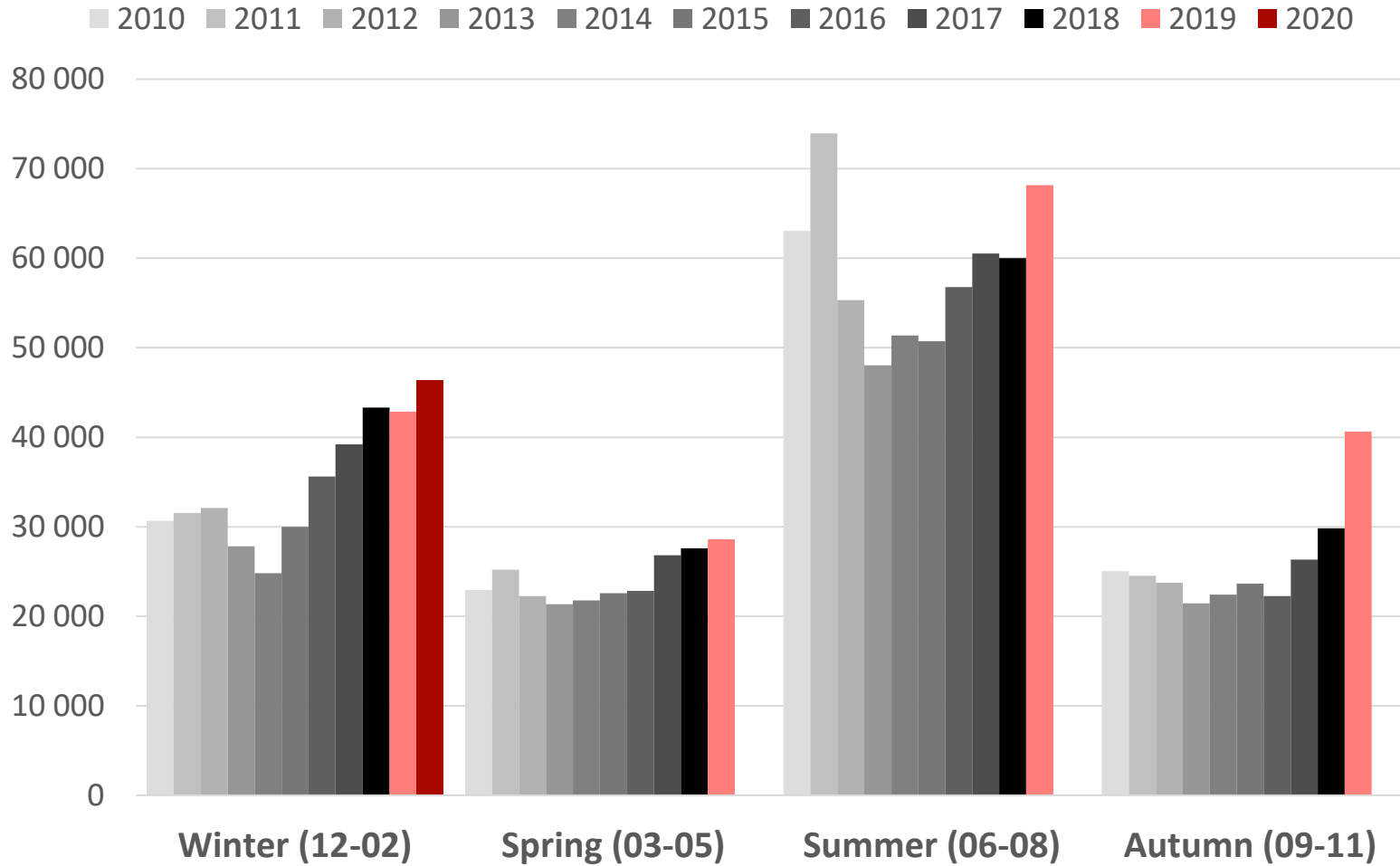
Average change 2000-2019: **+2%**

Change 2019 compared to 2000: **+26%**

Share of overnights by regions 2019



Seasonality of Italian overnights in Finland (pre-covid19)



Source: Visit Finland Statistics Service Rudolf, Statistics Finland

Summary of VF surveys and statistics

- According to Visit Finland Brand tracking survey conducted in 2019, consideration to visit Finland was nearly on the same level as consideration of visiting Sweden – Norway was clearly on top of Italian travelers' minds when comparing the ranking of the Nordic countries
- When thinking about Finland, **nature** (such as lakes/fjords, forest and green) and **winter** themes come through strongly in Italy
- Travel-related **internet searches** of Finland **increased by 22%** in 2019 compared to the previous year
- **Sauna** was clearly the most searched theme. Also **northern lights, lakes, igloos ice hotels** and **Santa Claus** were popular in searches.
- Italian overnights in the **Nordic countries** have been **growing since 2014** with the most rapid growth in Denmark and Iceland
- Nights spent **in Finland** have also **increased strongly** since 2014 reaching a **record high level in 2019**
- **Summer** is the most popular season for the Italian travelers to visit Finland. Nevertheless, also travel during the other seasons have experienced nice growth during the recent years.

Italian Travel Habits

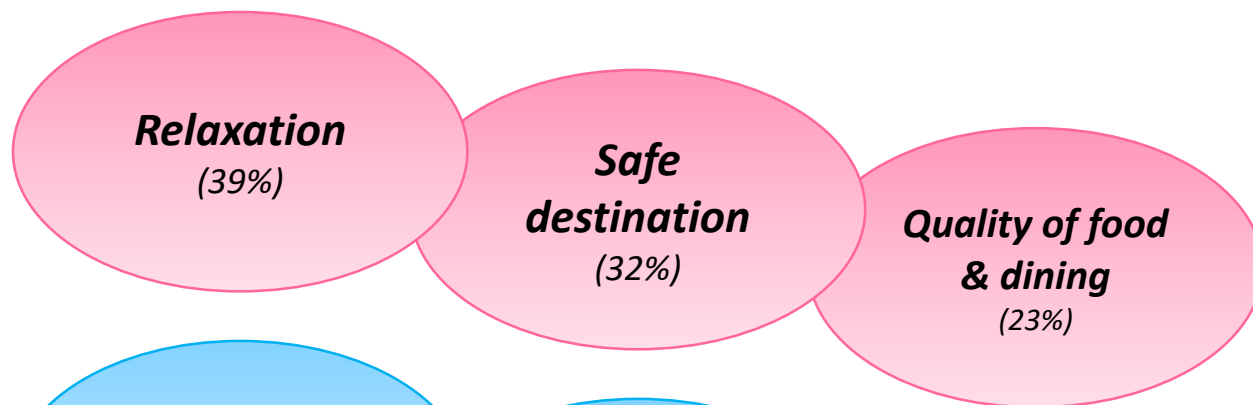
Euromonitor International Lifestyle Surveys, 2020



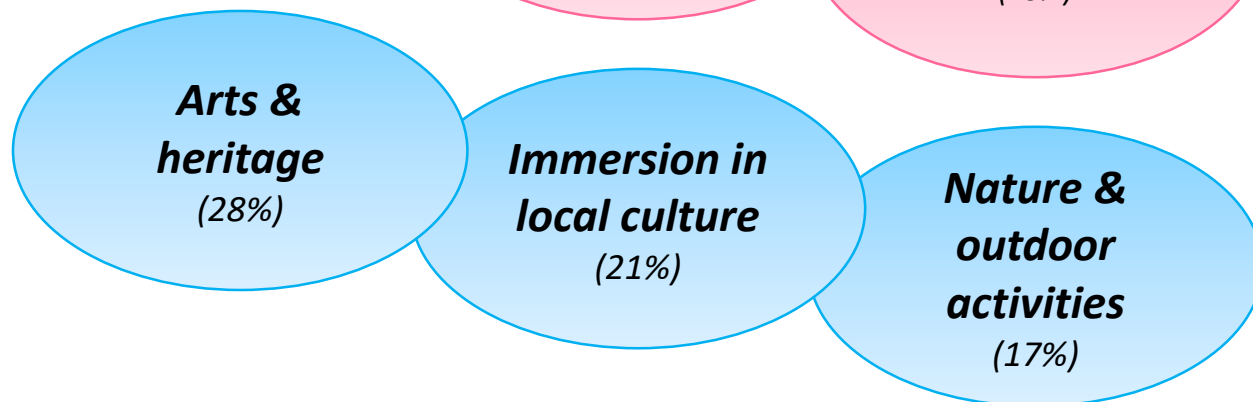
Italian Travel Habits

- Recent social media activity suggests many Italians are not yet ready to even think about going on holiday, with any mention of planning beach holidays resulting in negative backlash on social media sites.
- Until consumers feel safe going on more traditional holidays, camping and villa holidays, with fewer interactions with others, will become more popular.
- Prior to the pandemic, 50% of consumers reported taking 1-3 international leisure trips a year, and 5% taking 4 or more.

Most important travel destination features



Most important travel destination activities





Most popular Visit Finland website content during summer 2020

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

Italy

Popular Articles on [visitfinland.com](https://www.visitfinland.com)

Practical Information for Travelers to Finland during Corona Pandemic (Italian/English)

21 reasons to love Finland

10 best things to do in Finland

Doze off under the Northern Lights

On the Hunt for the Northern Lights

Land of the Midnight Sun

10 Sauna Tips for Beginners

What are the Finns like?

Finland Facts - FAQ

Finland's 10 Most Beautiful Landscapes

Italian site visitors during summer 2020 were interested in **Coronavirus Information, Northern Lights** and **Midnight Sun** related articles. All Articles with the exception of Coronavirus where both Italian and English were popular, were mostly popular in Italian. Italians were looking for **generic information on Finland**.

Other articles of interest were related to **Sauna** and **Landscapes**.



CACCIA ALL'AURORA BOREALE

Per la maggior parte delle persone, l'emozione di ammirare un'aurora boreale è un'esperienza da fare una volta nella vita. Qualcuno comunque ne resta così affascinato da non poter più fare a meno di osservare queste stupende luci danzanti nel cielo.

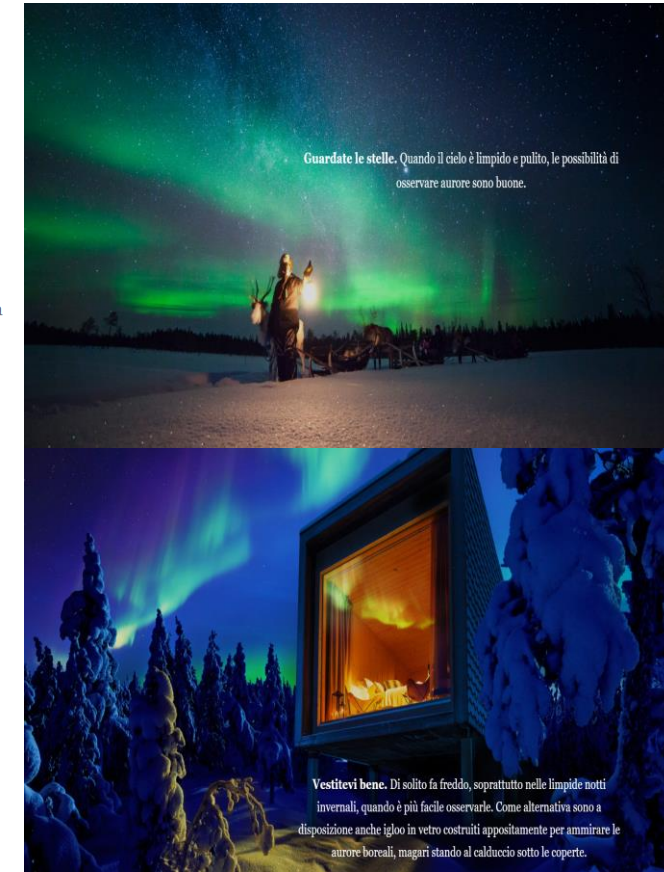
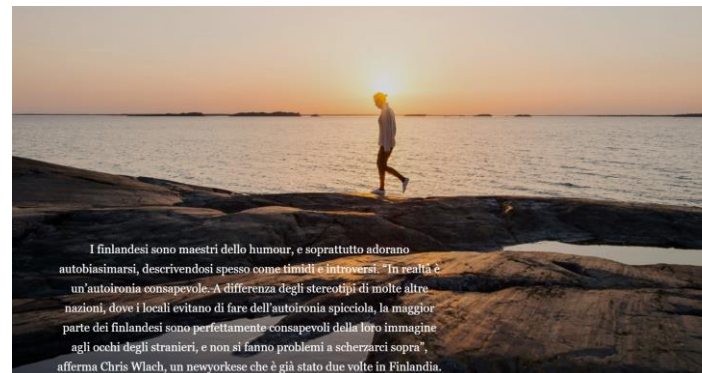
Le aurore boreali sono un fenomeno unico e talmente potente da cambiare la vita anche qui sulla Terra. La Finlandia, uno dei migliori luoghi al mondo dove poterle ammirare, ha riscontrato un aumento dell'immigrazione proprio per questa ragione. Ecco alcuni consigli per diventare un vero cacciatore di aurore.

CHI SONO I FINLANDESI?

I finlandesi sono persone calorose, aperte e sincere, anche se loro ti potrebbero dire esattamente l'opposto.

Non è raro sentire un finlandese descrivere i suoi connazionali come persone silenziose e riservate. In ogni caso non preoccupatevi: non siamo per niente bruti taciturni. I finlandesi sono in realtà persone loquaci e ospitali, anche se il mito del finlandese musone la fa ancora da padrone. Saranno loro stessi i primi a farlo presente, con il loro caratteristico sarcasmo auto-biasimante che li contraddistingue.

Volete un esempio? Ecco una tipica barzelletta finlandese: "Un finlandese introverso ti parla tenendo lo sguardo fisso sulle sue scarpe; un finlandese estroverso ti parla tenendo lo sguardo fisso sulle tue scarpe".



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

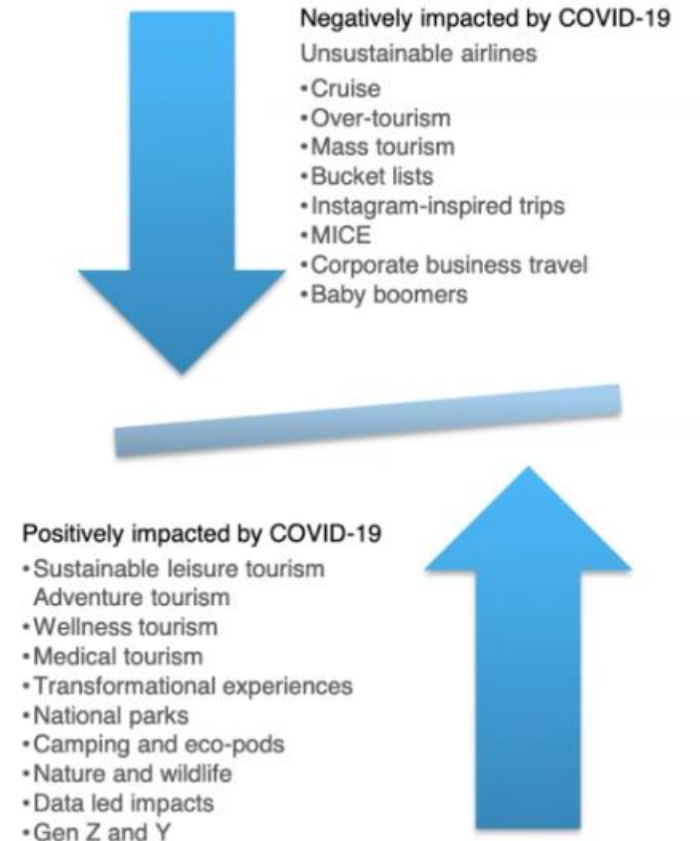
- New articles have been released during summer; for example Virtual tour around Finland & Extraordinary life in the Archipelago.
- More new content is in the pipeline



Outlook for post-covid19 travel trends and traveller needs

New normal – first impacts on travel demand

- Being immersed in nature and culture are likely to see a surge in interest as the tide turns on mass tourism and **“Off the beaten path”** destinations with wide open space become more popular
- After lockdowns and remote work, consumers are looking for **nature activities, wellness, luxury** as well as **transformational experiences**
- As the **social and environmental sustainability awareness** increases, **“Back-to-basics”** & **“live-like-a-local”** trends get stronger
- **Families** and **small groups** travelling together
- Cruise travel will be negatively impacted
→ what will this wealthy segment be looking for **to escape the everyday life, in order to experience relaxation and indulgence?**



Going towards the new normal

- Travel brands and destinations will need to become more consumer-centric to ensure their customers and staff feel safe and secure as the phased recovery begins
- Emphasize the digital services along the journey – dreaming phase, clear and easily accessible information about hygienic safety and services at destination, flexible and easy-to-understand terms on reservation and purchase
- Listen to the customer and learn how the traveller needs are changing

→ *Focusing on the customer and ensuring reliable, transparent, sustainable services – value for money!*

Health and hygiene protocols
Touch-free or low touch
Socially distanced
Consumer-centricity
Empathetic engagement



COVID-proofing
Repurposing of operations
Reskilling staff
New business models
Digital green transformation



Traveller needs in the new normal

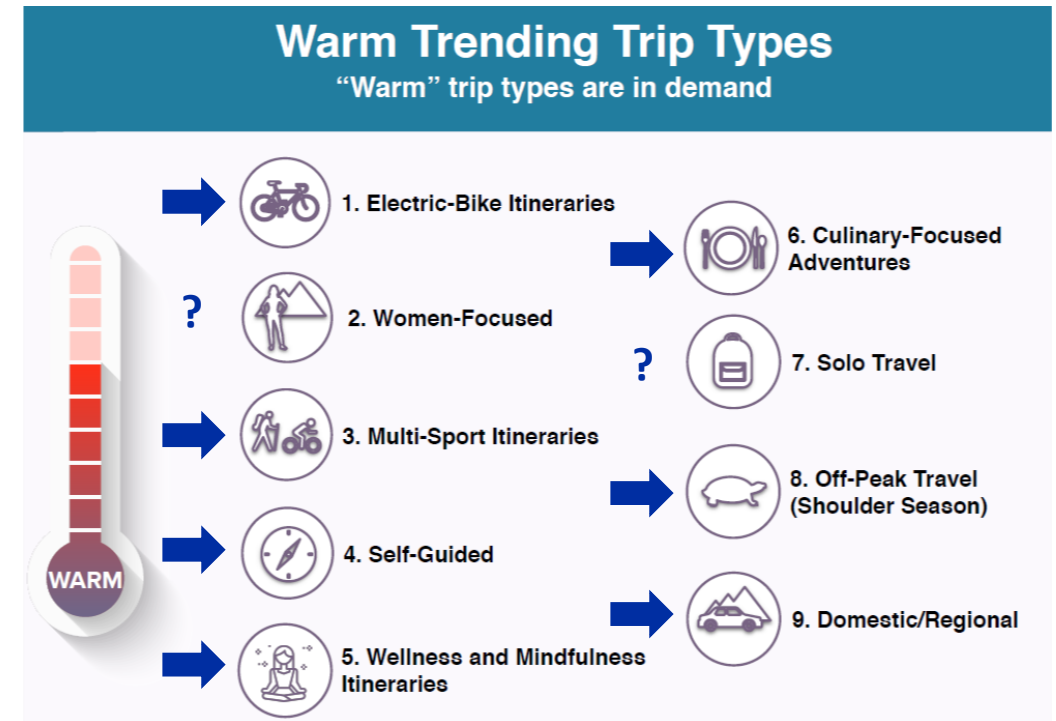
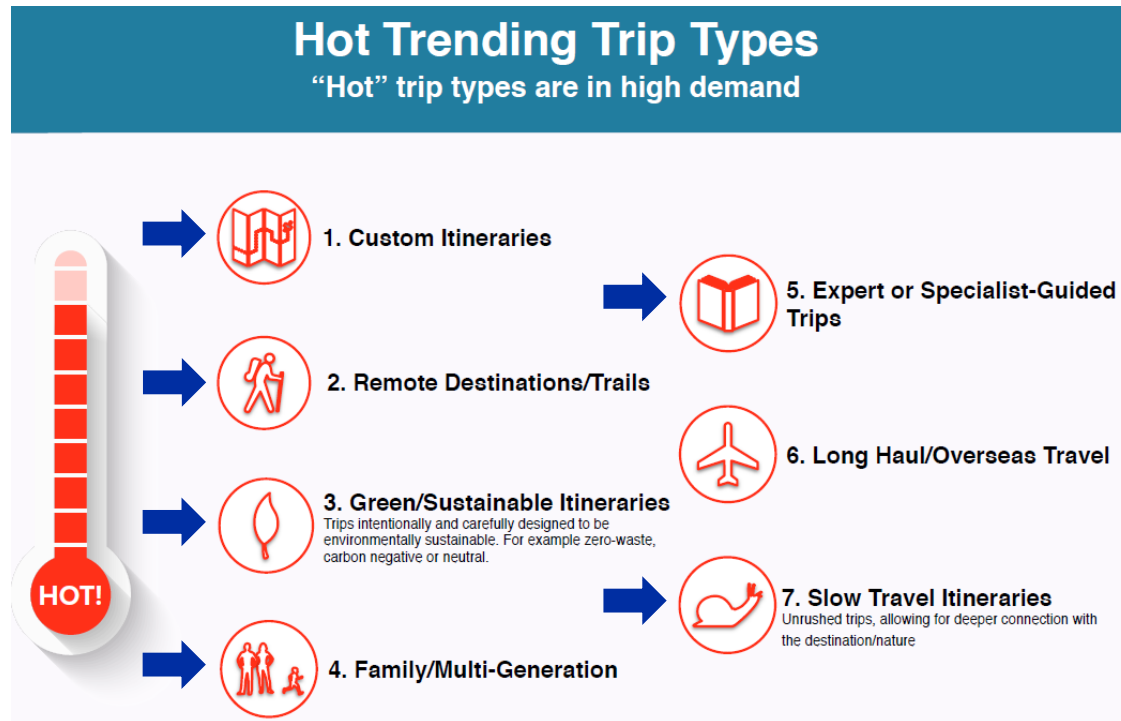
- **Customization** and **personalization** are key cornerstones of the trip
 - Travellers now place a higher premium on **problem solving and support**, especially for longer journeys
 - Travellers want more control over their travel, and **tailored travel experiences** win out over pre-packaged leisure travel options
 - Consumers are opting for **fewer holidays but with longer stays**
- Signs of leisure travel are slowly emerging in places where **natural parks, beaches** and **outdoor spaces** are safely accessible and supported by testing and tracing measures.
- Travellers are trying to find their way and make the most of what they can to fulfil their holiday needs – **traveller confidence** is the single most important element.



Source: What Leisure Travelers Want in a COVID-19 World, Amadeus May 2020

Trending trip types for nature-oriented travellers

- Most of the pre-covid trends in adventure travel are most likely to accelerate in the new normal
 - Sustainability and pure nature, tailor-made activities and services, wellbeing and transformational experiences in focus
- **Finland will have new opportunities with these trends accelerating and the nature travel segments growing**

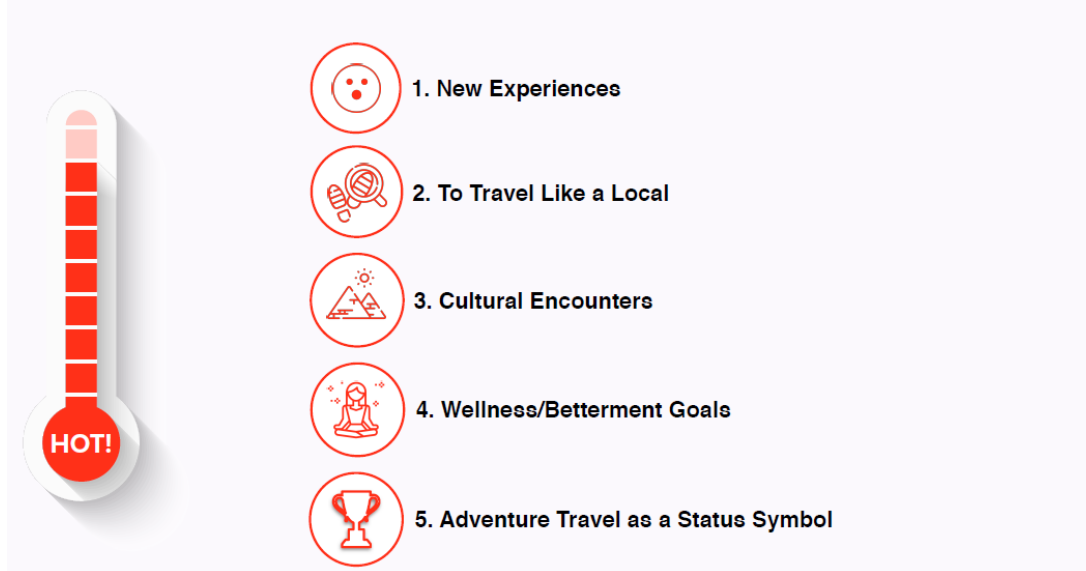


Travel motivations for nature-oriented travellers

- New experiences in safe and pure environment with room to roam
- Experiencing and getting to know local cultures and lifestyles
- Wellness in body and mind – counterbalance for work through silence and mindfulness, physical activities and luxury experiences in nature

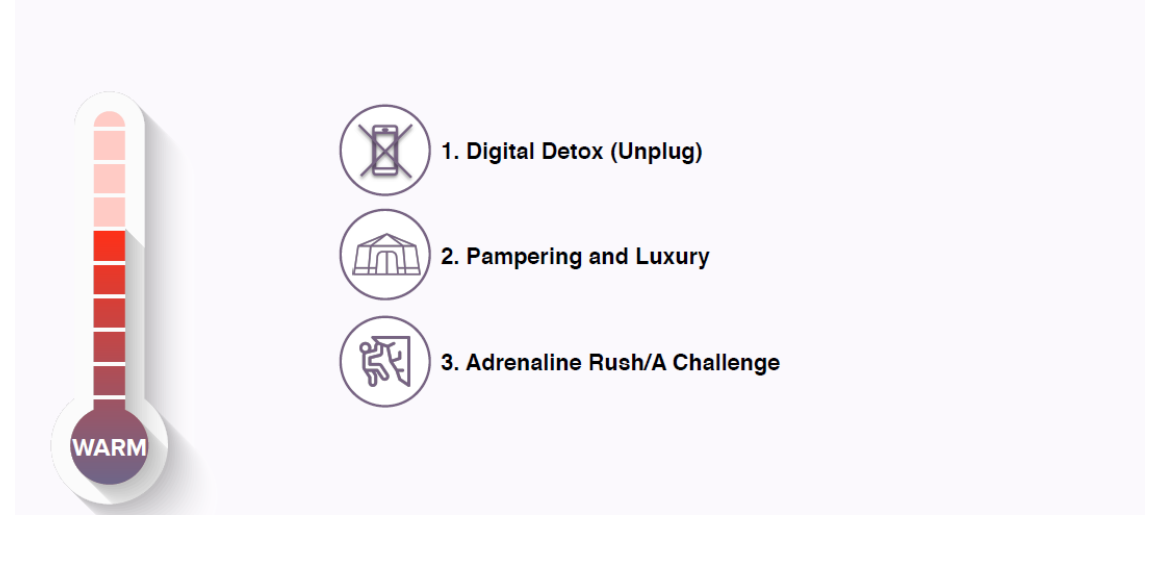
Hot Trending Consumer Motivations for Adventure Travel in 2019

“Hot” indicates these factors are very strong motivators



Warm Trending Consumer Motivations for Adventure Travel in 2019

“Warm” indicates these factors are strong motivators



Entering the “next normal”

- Interest towards the Nordic countries was on the rise already pre-covid, and the image of spaciousness / room to roam and pure, beautiful nature are most likely to increase the interest even further
- After lockdowns and restrictions, consumers are looking for new authentic experiences, wellbeing through nature as well as tailor-made services
- Nature traveller segments seem to grow

 **Great new opportunities also for Finland!**





Visit Finland