

Domestic travel as the new normal?

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Domestic travel in Finland

- Domestic travel generates about **70% of Finland's tourism demand**.
- Of this, 55% is leisure tourism in Finland, 14% domestic outbound and other tourism.
- Domestic tourism has a significant role in terms of both the **volume of tourism** and **year-round tourism** activity.
- Before the COVID-19 pandemic, Finns made **almost as many** leisure trips in Finland and abroad, although the growth was stronger abroad.



Domestic travel in 2020

- During the summer season 2020, domestic tourism demand increased in Finland.
- In May-August 2020, Finnish residents made **9.7 million domestic leisure trips** (-14% from 2019).
- Domestic visitors' share increased in Lapland by 7% from 2019. Some destinations and businesses even **broke new records** during the summer, thanks to domestic tourism.
- After the summer holiday season, domestic demand has slowed down again. According to **optimistic estimates**, domestic tourism demand could recover to the 2019 levels **by summer 2021**.



Trends in domestic travel

- In Finland, majority of domestic trips are made with **one's own car**. During the corona summer, rental cars and motor homes were also popular.
- In the summer 2020, **cottage holidays** were extremely popular. Overnight stays at both own and rented cottages increased nearly one-and-a-half times compared with the previous year.
- **Camping, hiking and visiting national parks** and other outdoor recreation areas was very popular this summer. In some national parks the sudden increase in visitors even caused problems such as crowdedness and littering.



Trends in domestic travel

- For some Finns, this summer was their first time spending holidays traveling in Finland, instead of heading abroad.
- This could mean **potential growth** of domestic tourism also in future years to come.
- However, domestic tourists are **not ready to buy tourism services or activities** in the same extent as foreign tourists.
- They **spend less money** and prefer **independent tourism experiences**, such as hiking or rentals, over guided group tourism services.



Support & solutions

- In May, the Ministry of Economic Affairs and Employment and the Ministry of Social Affairs and Health drew up **Guidelines for the safe re-opening of domestic tourism in Finland**, in order to support the tourism industry and encourage Finns to travel again.
- The Government allocated 4 million euros to regional tourism development projects and 0.5 million euros to expand the domestic tourism campaign ***100 reasons to travel in Finland***, aiming to promote the domestic tourism offering and to support the recovery and sales of Finnish tourism companies. Another objective is to extend the domestic tourism season as far as possible to autumn and winter.



Support & solutions

- Finnish tourism businesses have adapted to the changed situation and developed their products and marketing to better meet the needs and interests of domestic tourists.
- The Ministry of Economic Affairs and Employment has commissioned a survey to identify the **domestic tourism target groups** and help businesses develop suitable products and services to them.
- Supporting the Finnish tourism industry in a shift towards **a more resilient, sustainable and digitalized future** requires sufficient measures and benefits the whole tourism industry in its recovery of this crisis.





Thank you!