

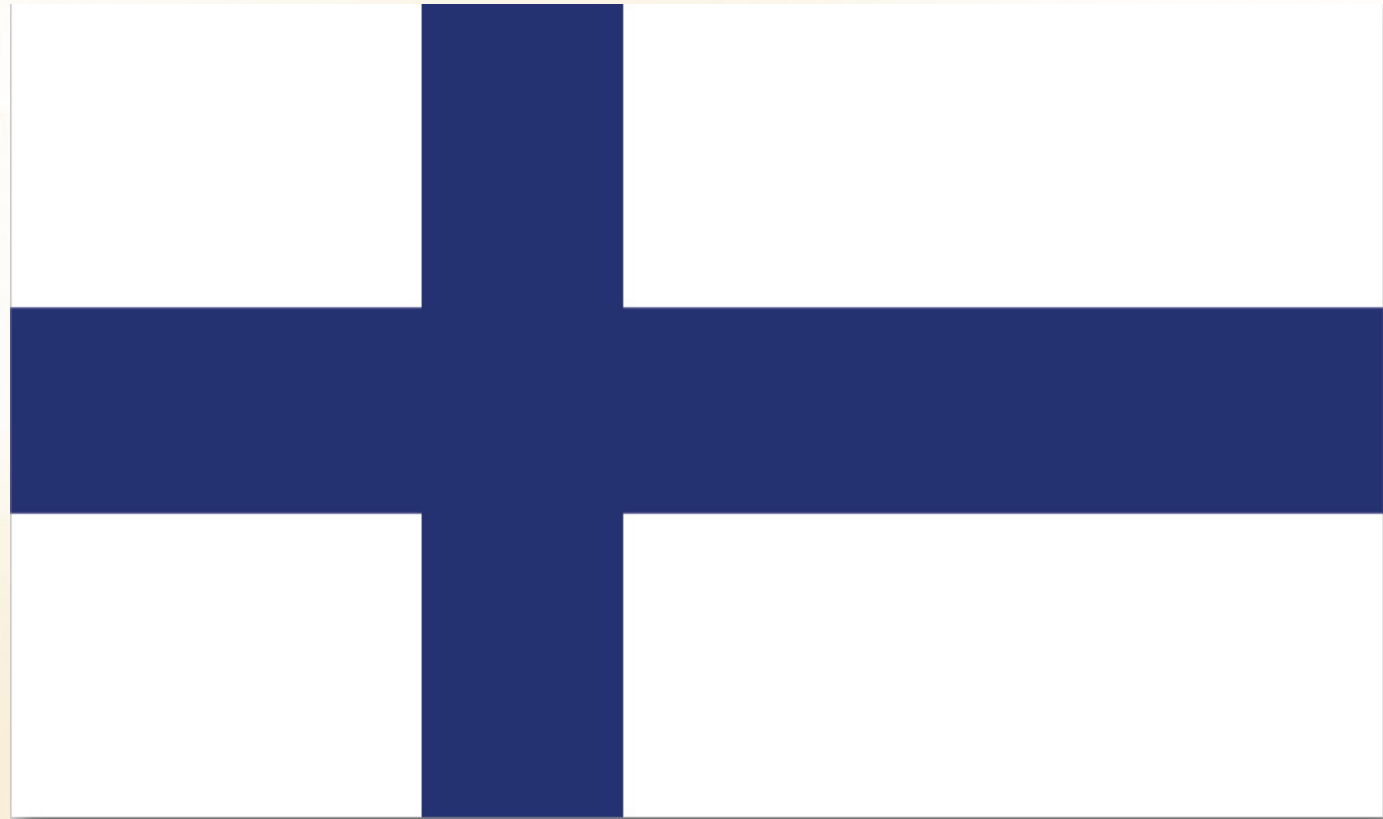
# Japanese tourists in Finland, Estonia and Latvia



# Japanese tourists in Finland, Estonia and Latvia

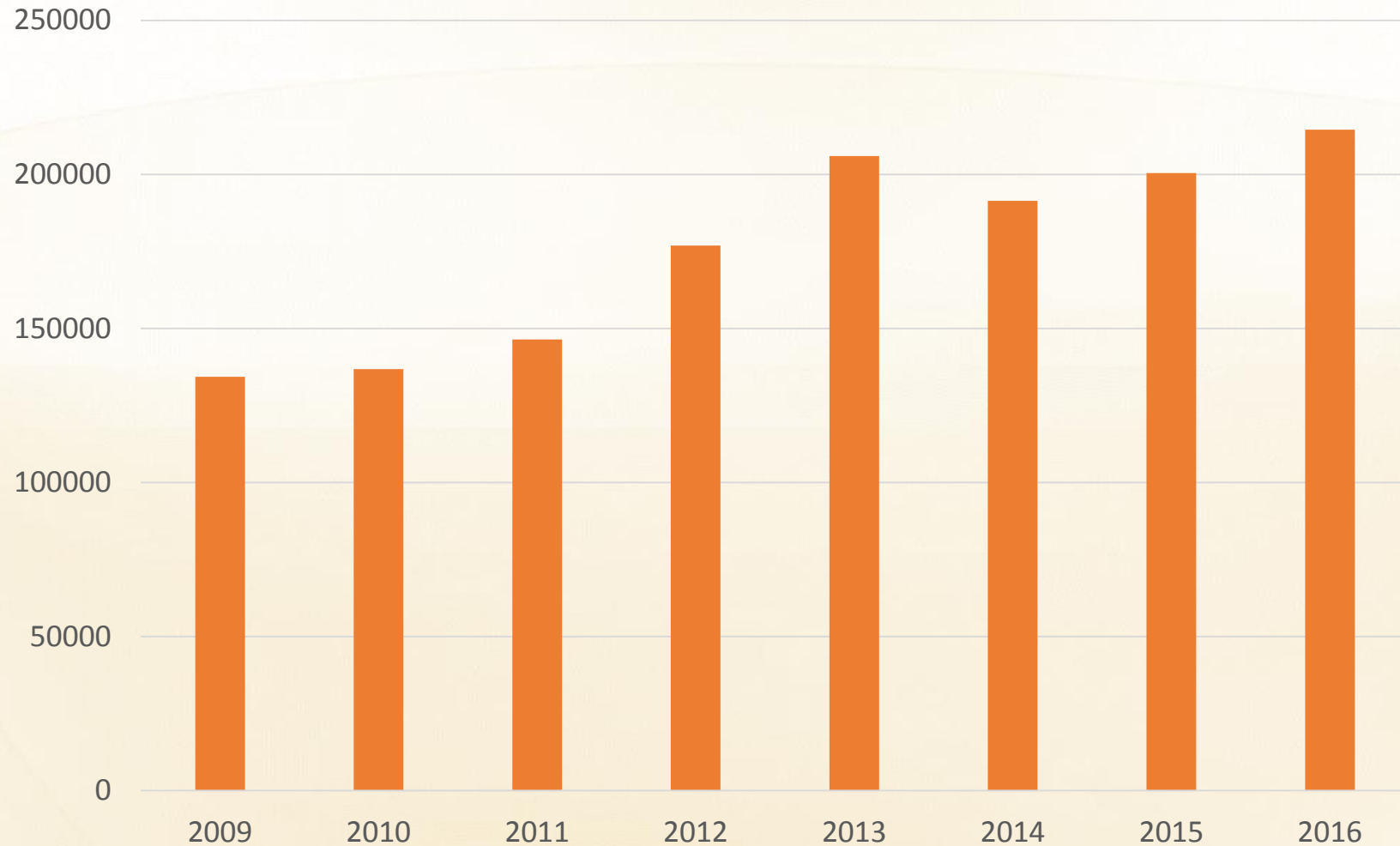
- Statistics
- Distribution
- Impressions and knowledge
- Interests
- Target groups
- Japanese 'traveling behaviour'
- What Japanese expect from their trip

# FINLAND



# Japanese tourists in Finland

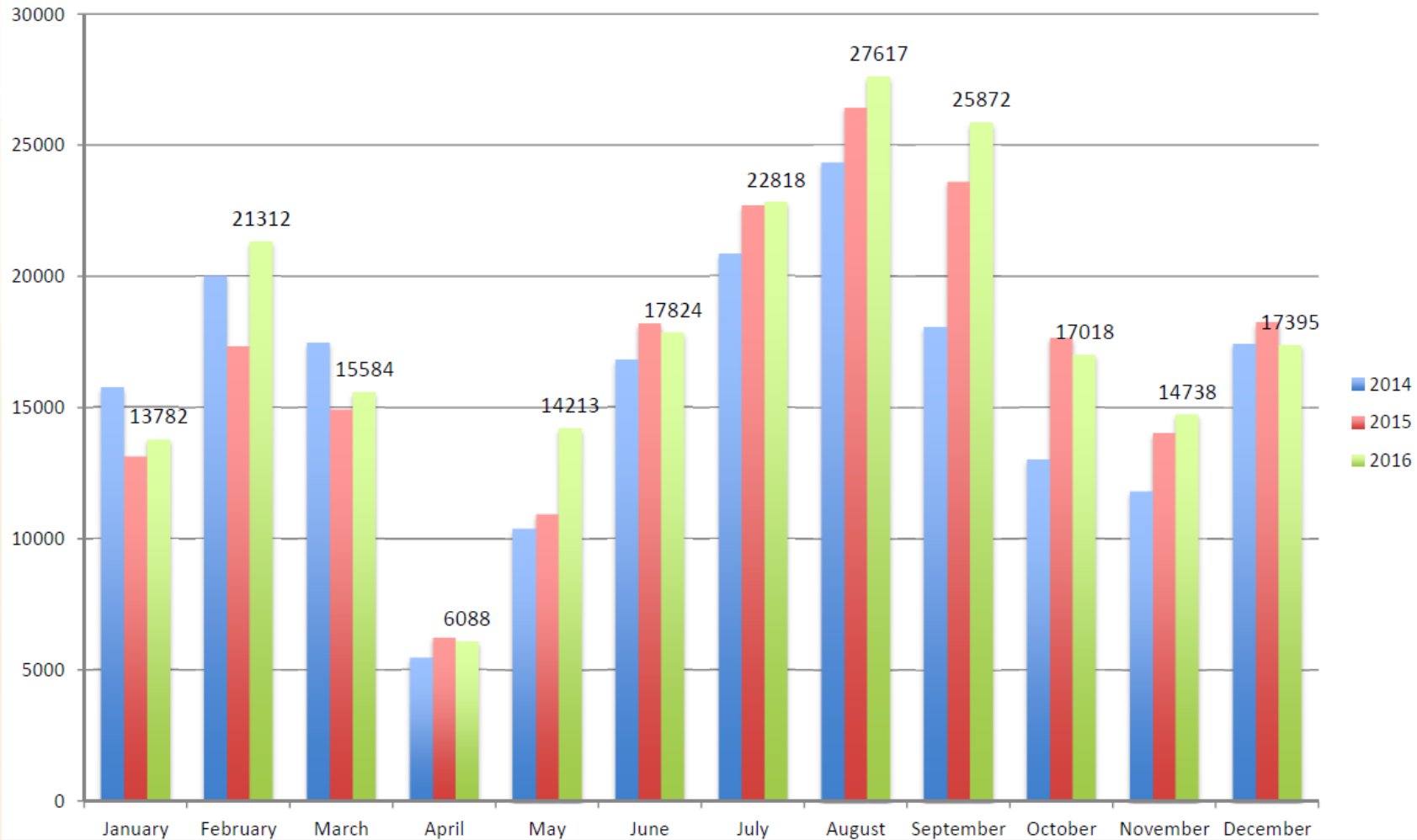
Number of overnights by Japanese in Finland



Source: Japanese tourism trends and potential for Baltics & South Coast of Finland, Shigeyoshi Noto

# Japanese tourists in Finland

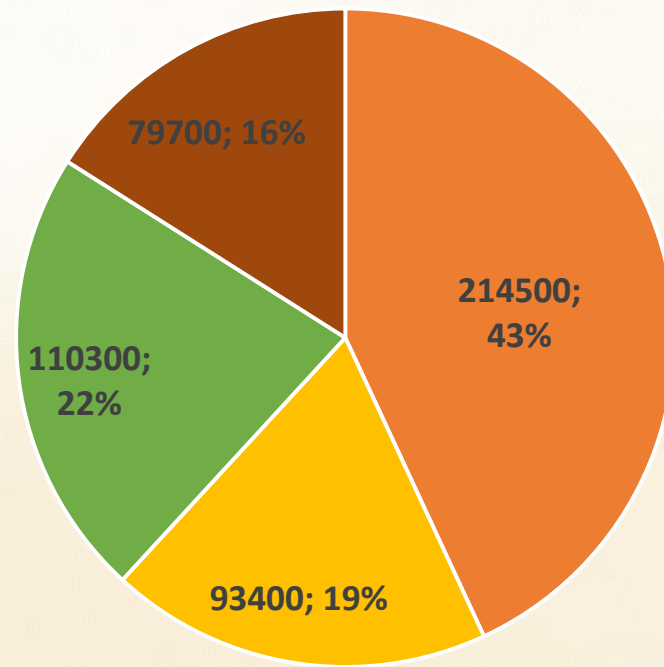
Number of overnights by Japanese in Finland by month



Source: Japanese tourism trends and potential for Baltics & South Coast of Finland, Shigeyoshi Noto

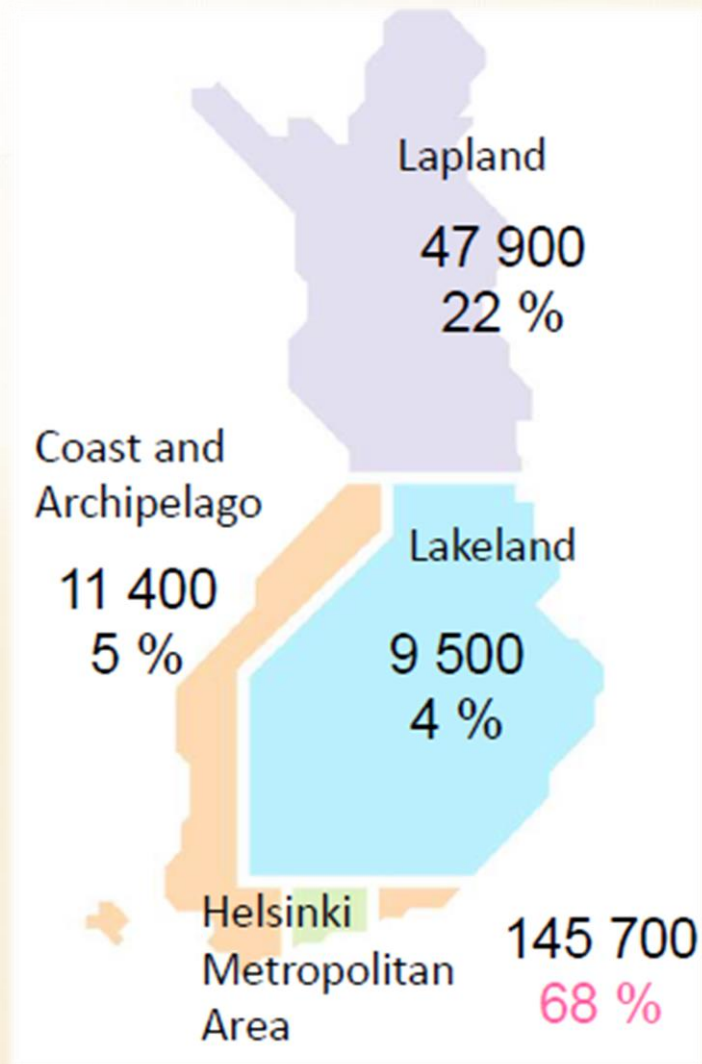
# Japanese tourists in Finland

- Finland has the biggest share of Japanese tourists in the Nordic countries (2016)



■ Finland ■ Sweden ■ Norway ■ Denmark

# Distribution of Japanese tourists around Finland



- In 2016 Helsinki area was the overall most popular destination among Japanese tourists
- During summer season Helsinki is the most popular destination
- During winter season up to 40% of overnights are registered in Lapland

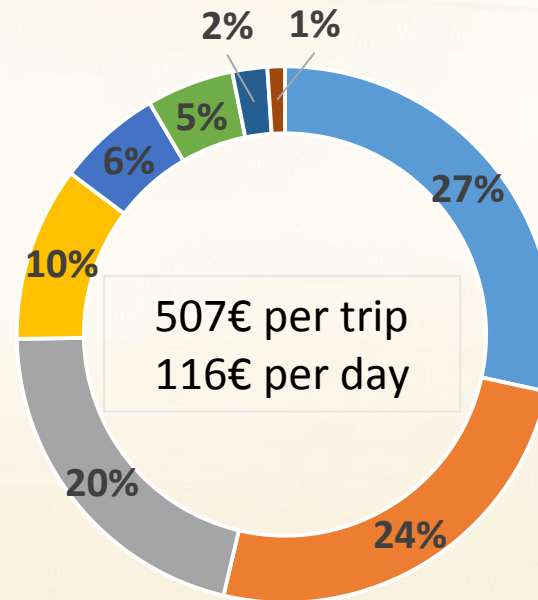
# Average length of stay in Finland

- Japanese holidays are short
  - Average stay in Finland is 3,8 nights
- Leisure tourists average 3 nights
- Visitors staying with friends or relatives average 8,1 nights
- Most popular area is Helsinki
  - Average stay in Helsinki is only 1,84 nights



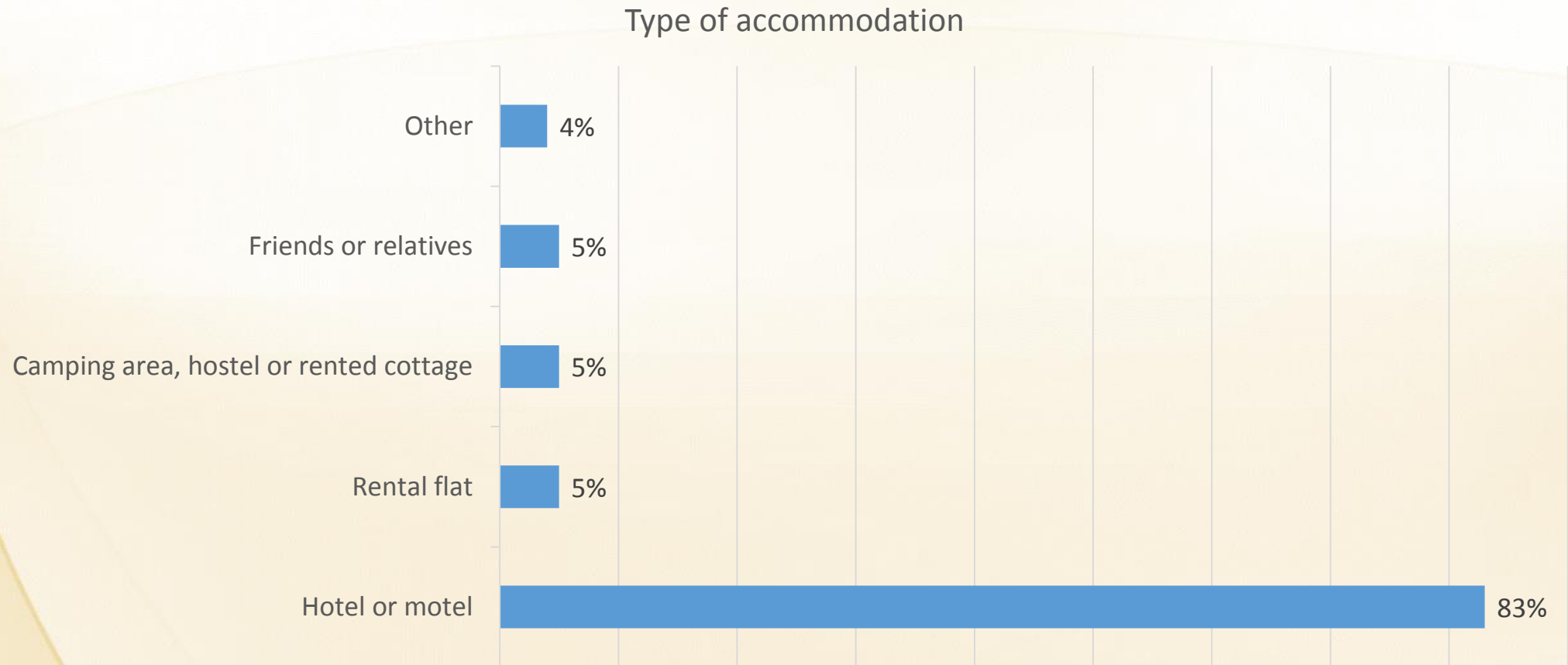
# Expenditure in Finland

Travel budget by item



- Advance expenses
- Shopping & food
- Accommodation
- Restaurants & cafes
- Transport
- Recreational services
- Cultural services
- Other

# Accommodation



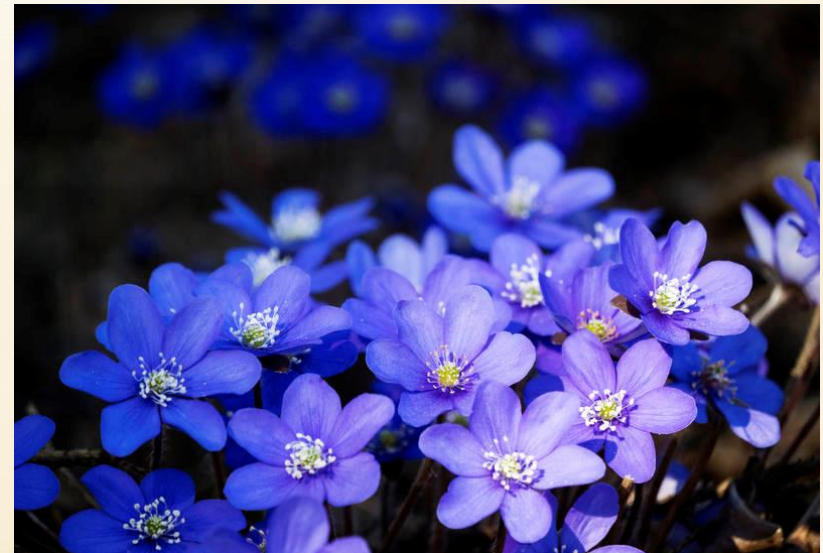
# Impressions and knowledge of Finland

- Most common:
  - Aurora borealis
  - Moomin
  - Snow, cold, glaciers, climate, ice
  - Cleanliness
  - Sauna
  - Nature, natural environment, natural scenery
  - Santa Claus, christmas
  - Design (Iittala, Arabia, Marimekko)

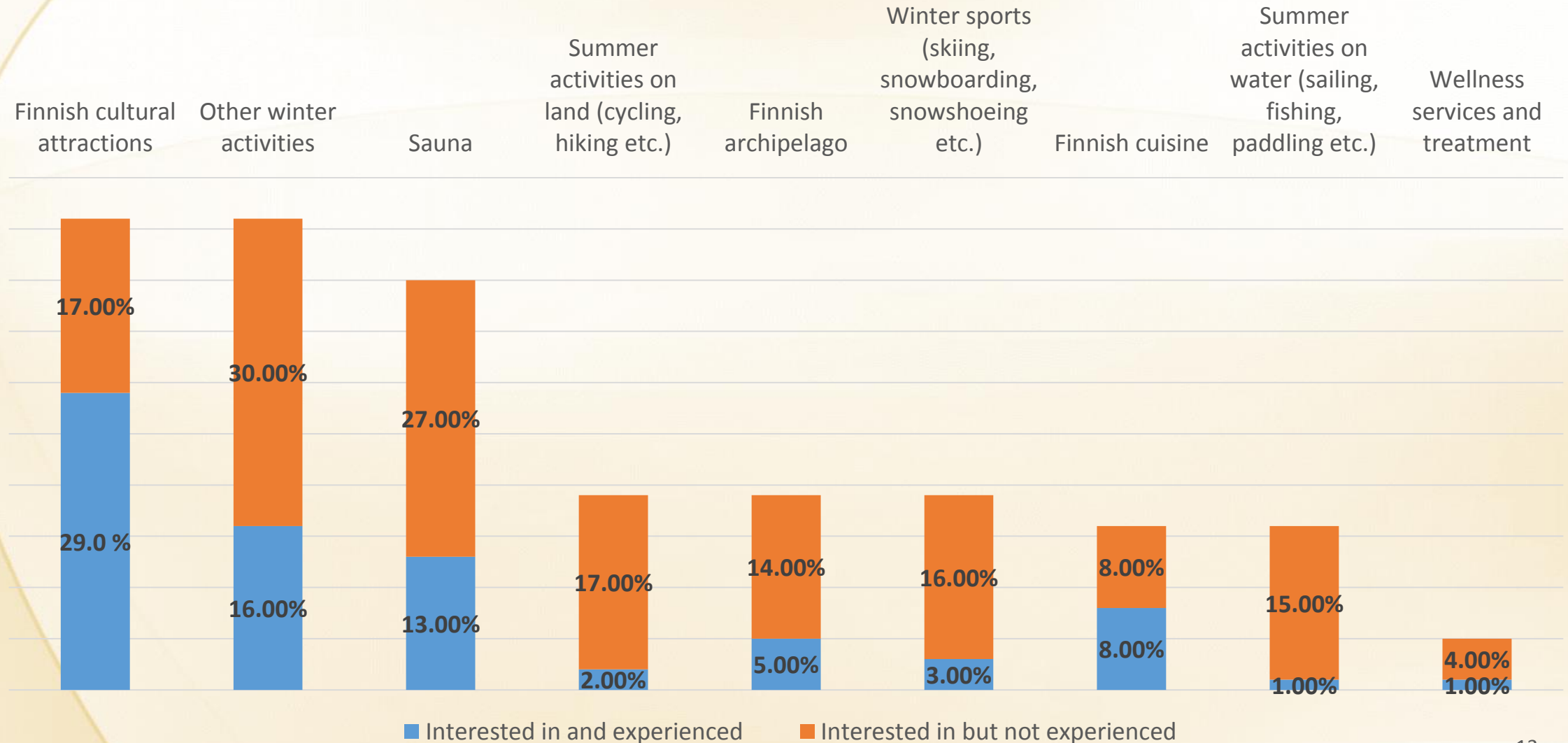


# Why Finland?

- Experiencing the aurora borealis
- Unique natural environment
- General tranquility
- Cultural sights (e.g. Helsinki Lutheran Cathedral and Suomenlinna)
- Finnish design



# Activities and experiences in Finland



Source: Visit Finland, Visitor Survey 2016

# Currently typical Japanese tourist in Finland

- Young (35 or under)
- Brings children
- Likes to travel in a group
- High income & good education
- Many have visited before



# Target groups

- Younger women (aged from 20 to 50)
  - Single & living with parents
  - High income and education
  - Want to postpone marriage and have career and experiences first
  - Accustomed to traveling independently
  - Prefer shopping holidays without planned schedule
  - Can stay longer
  - Want to integrate to the local life



# Target groups

- Seniors
  - Leisure and wealth to travel frequently
  - Fascinated by nature
  - Appreciate safety, routines, guides and group travel
  - Language is a problem



# Target groups

- Intergenerational groups and families including:
  - Mothers and adult daughters
  - Grandparents with grandchildren
  - Groups of three generations
  - Young families
  - Couples without children



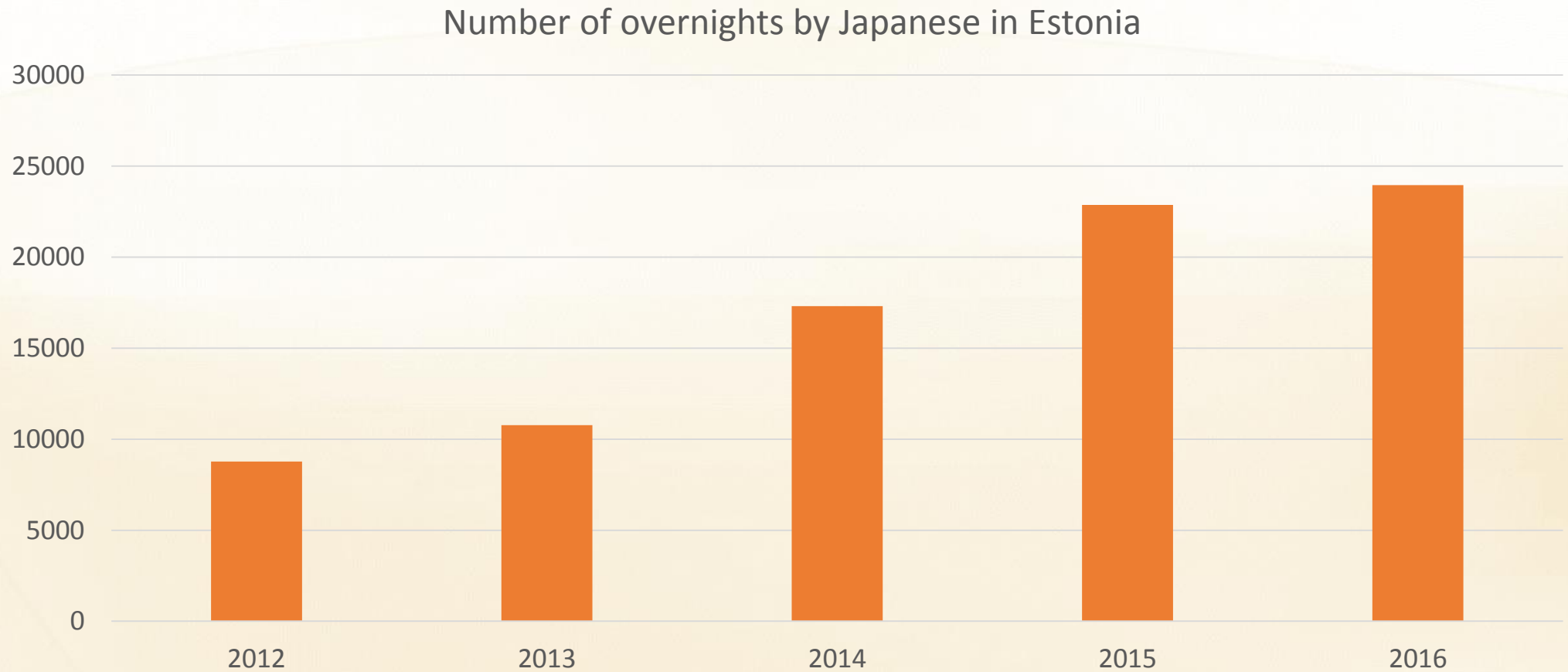
# Target groups

- Families
  - Prefer Lapland, nature, wellbeing, Moomin, Santa Claus, aurora borealis
  - Emphasise good accommodation
- Young couples
  - Core group
  - Especially interested in Nordic countries and typically visited Finland previously
  - Honeymoon
  - Experiences, natural phenomena, special/historic sites, aesthetic images for social media, great souvenirs

# ESTONIA

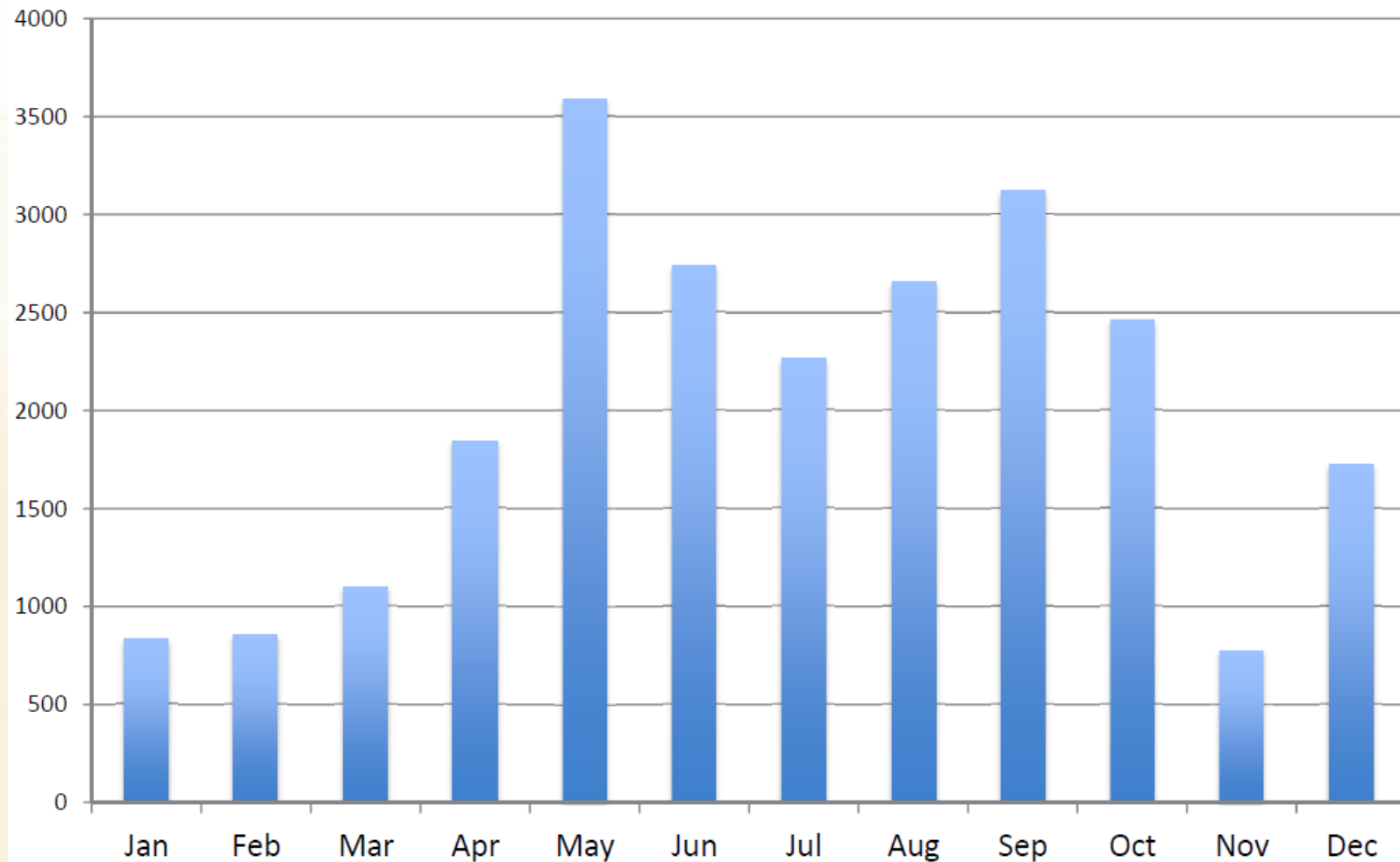


# Japanese tourists in Estonia



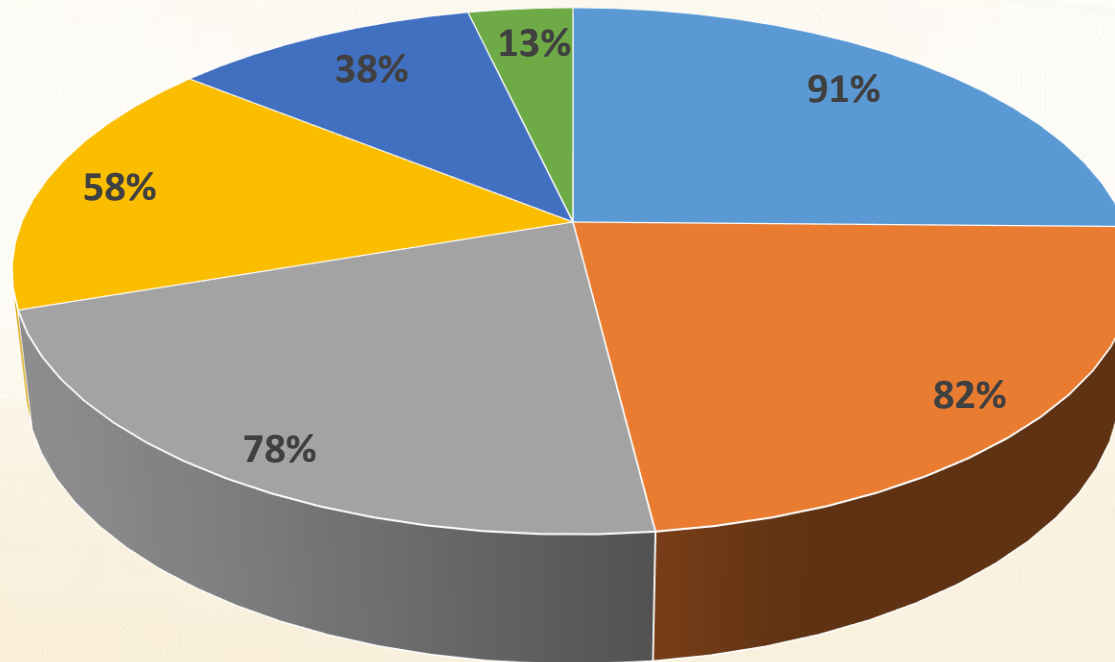
# Japanese tourists in Estonia

Number of overnights by Japanese in Estonia by month



Source: Japanese tourism trend and potential for Baltics & South Coast of Finland, Shigeyoshi Noto

# Activities in Estonia



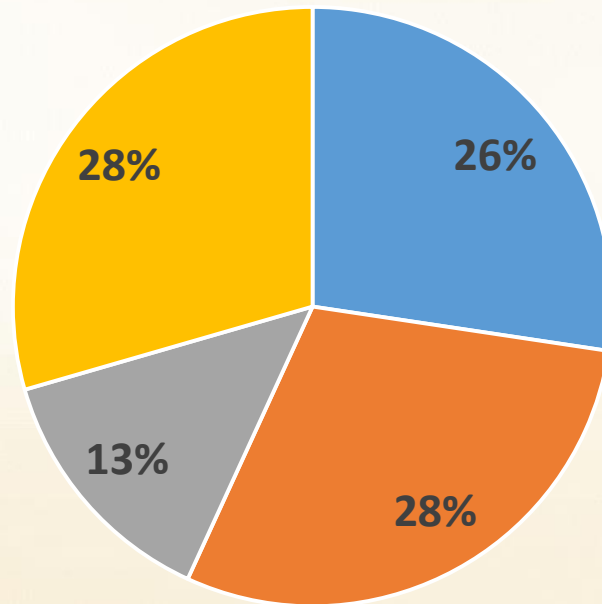
■ Self-guided sightseeing ■ Restaurant/pub/cafe ■ Shopping ■ Museum ■ Excursion ■ Cultural events

# Distribution of Japanese tourists around Estonia (2013)

- Tallinn 96%
- Pärnu & Tartu 1,9%
  - Share of Tartu has been decreasing
- Other cities and counties are marginal

# Average length of stay in Estonia

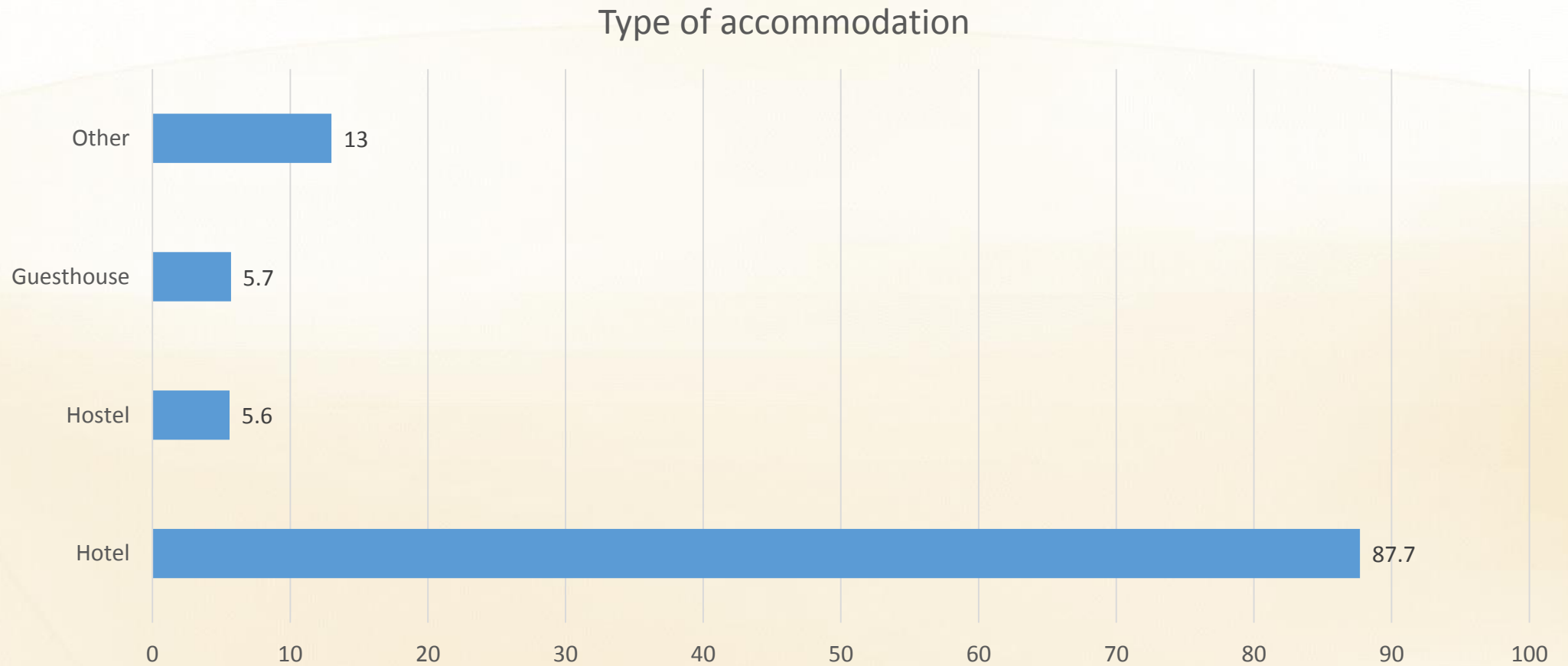
Length of stay



■ One night ■ Two nights ■ Three nights ■ 4-7 nights



# Accommodation in Estonia



# Impressions and knowledge of Estonia

- Estonia is generally not very well known in Japan
- Sumo wrestler Baruto
- Estonia is seen as "a country in the Baltic"



# Why Estonia?

- Novel destination
- Often part of a tour in the Baltic countries or part of a trip to Finland
- Easy to make a day trip to Tallinn from Helsinki
- Tallinn medieval Old Town
- Handmade souvenirs
- Getting around is easier as everything is close by

# Target groups

- Individual tourists
- Group tourists
- Business tourists



Source: Kaljuste, K. (2016). *The potential of Japanese tourism market and the profile of Japanese tourists visiting Estonia.*

# Target groups

- Individual tourists
  - Single tourists, families or group of friends
  - Mostly under the age of 50
  - Equally men and women
  - Some have arranged the trip beforehand partially
  - Interested in Old Town of Tallinn, Kihnu, natural environment, peaceful living environment, history, low population concentration
  - Average length of stay varies a lot

# Target groups

- Group tourists
  - Groups of 10 or more
  - Usually aged over 55
  - Mostly women
  - Entire trip is arranged by travel agency
  - Interested in Old Town of Tallinn, Kihnu, local life, museums, sometimes Lahemaa, Tartu, Saaremaa and Hiiumaa
  - Average length of stay is 2 days

# Target groups

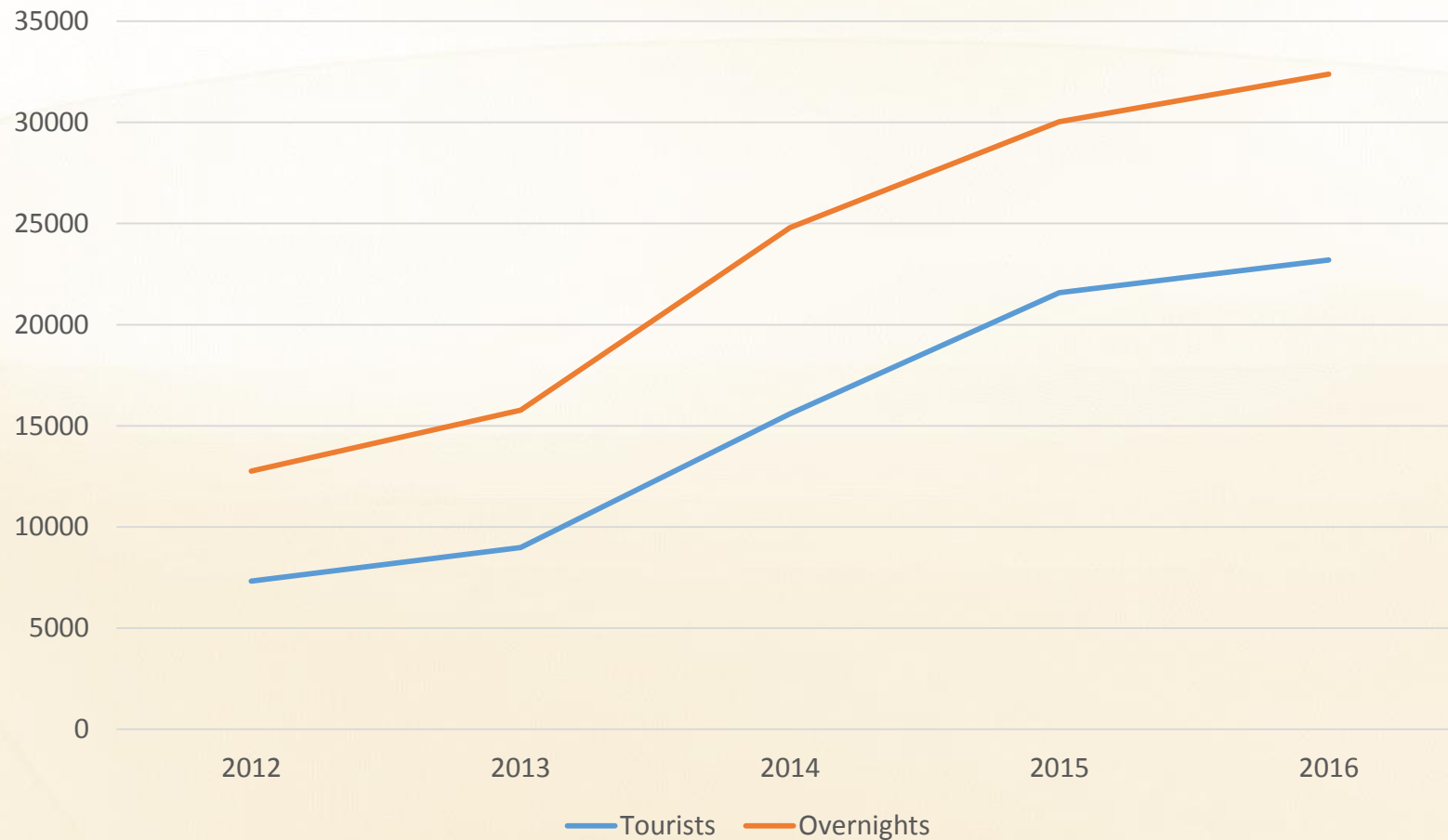
- **Business tourists**
  - Single business tourists or groups of business colleagues
  - Aged 30 and over, but mostly older people
  - Entire trip is arranged by company
  - Average length of stay depends on the purpose of the trip

# LATVIA





# Japanese tourists in Latvia



# Japanese tourists in Latvia

- Summer (June, July, August) is the most popular season
- Most popular individual month is May
- Average length of stay 1,39 days



# Japanese tourists in Latvia

- Latvia is rarely the main destination for Japanese tourists
- Usually visited on a package tour with Estonia and Lithuania
- Riga is mostly visited
- Rundāle palace near Bauska
- Turaida castle in Sigulda





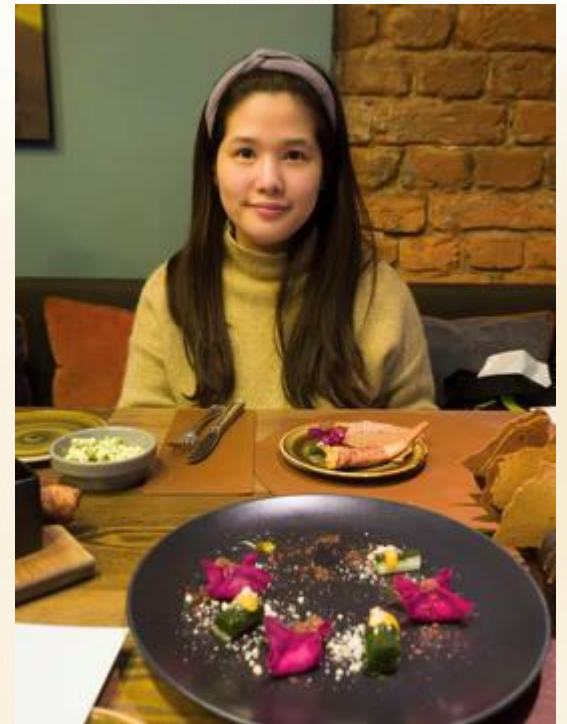
# How Japanese people behave?

- Friendliness, punctuality, formality, thoroughness
- Japanese are often seen as quiet, reserved and shy
  - However, while traveling Japanese are usually eager to discuss about their home country and the destination country
- Harmony, hierarchy, team spirit and rituals
- Social status



# What Japanese tourists expect from their trip?

- Safety & security
- Guides who speak Japanese or at least English
- High quality of accommodation
- Wi-fi
- Local food
- Very polite and friendly staff/guides etc.



# What Japanese tourists expect from their trip?

- Cleanliness
  - Indoor toilets, bathrooms etc.
- Naturalness, clean nature
- Easy accessibility



# Sources

This material was put together based on the following CAITO project's material:

- Shigeyoshi Noto (2018). *Japanese tourism trend and potential for Baltics & South Coast of Finland*.
- Shigeyoshi Noto (2018). *Target Groups*.
- Suvanto, Hannele & Sudakova, Lea & Kattai, Kaili &, Grinberga-Zalite, Gunta & Bulderberga, Zane (2017). *Japanese tourists in Finland, Estonia and Latvia – a literature review*.
- Shibasaki Yuta (2018). *Social media survey related to tourism in FI, EE and LV*.
- Photo source: [www.celotajs.lv](http://www.celotajs.lv)

The following outside sources were used as well:

- Visit Finland (2016). *Market review 2016, Japanese Visitors in Finland – Statistical Trends and Profile*. Available: <http://www.visitfinland.fi/wp-content/uploads/2017/12/Market-Review-Japan-2016.pdf?dl>
- Pasanen, Katja & Pesonen, Juho (2016). *Japanilaiset matkailijat Suomessa. Potentiaaliset asiakkaat Saimaan alueelle*.
- Visit Finland (2014). *Japani. Mainonnan kohderyhmätutkimus*. Available: <http://www.visitfinland.fi/wp-content/uploads/2014/03/VF-Japani-kohderyhma%CC%88tutkimuksen-raportti-2014.pdf?dl>
- Visit Finland (2017). *Visit Finland Visitor Survey 2016*. Available: <http://www.visitfinland.fi/wp-content/uploads/2017/04/Visit-Finland-matkailijatutkimus-2016-EN.pdf?dl>
- Visit Finland. (2016f). *Visit Finland matkailijatutkimus 2015 - Maakatsaukset (Visit Finland traveler research 2015 - Country research)*. Available: <http://www.visitfinland.fi/wp-content/uploads/2016/11/Visit-Finland-matkailijatutkimus-2015-Maakatsaukset.pdf?dl>

Photos: Laukü Celotajs, LUMO



# Thank you!

More on CAITO project and project material:

<http://caitoproject.eu/>

