



Outbound tourism review. Finland

How Finns travel. A research report
February 2022



LITHUANIA
TRAVEL

Study objectives and design

The aim of the study:

- To find out travel habits, budgets of travelers from different countries; to identify opinions about Lithuania as a travel destination
- to develop traveler segments from each country
- to identify important drivers and barriers for decision making (to visit Lithuania)

Study design

- Qualitative stage – focus group in each country (2h, autumn of 2021)
- Quantitative stage – CAWI survey of people who travel abroad at least once a year (not considering covid period) (15 min, November – December of 2021)
- Surveyed countries – Finland, Israel, Ukraine (Ukraine is not presented in today's presentation)
- Online panel partner: **norstat**

Customer: Lithuania travel



Provider: KOG Institute



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Structure of the presentation

1 Travel and tourism market at a glance

2 Lithuania as a travel destination

- spontaneous associations with Lithuania
- attitude towards visiting Lithuania
- drivers and barriers related to travel to Lithuania
- preferences of travelers

3 Main conclusions and recommendations

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Travel and tourism
market at a glance

1



Types of respondents. Demographic profile

Visitors

People who **have visited** Lithuania within last 5 years
N=107



Considerers

People who have not visited Lithuania within last 5 years but **have thought** about it
N=115

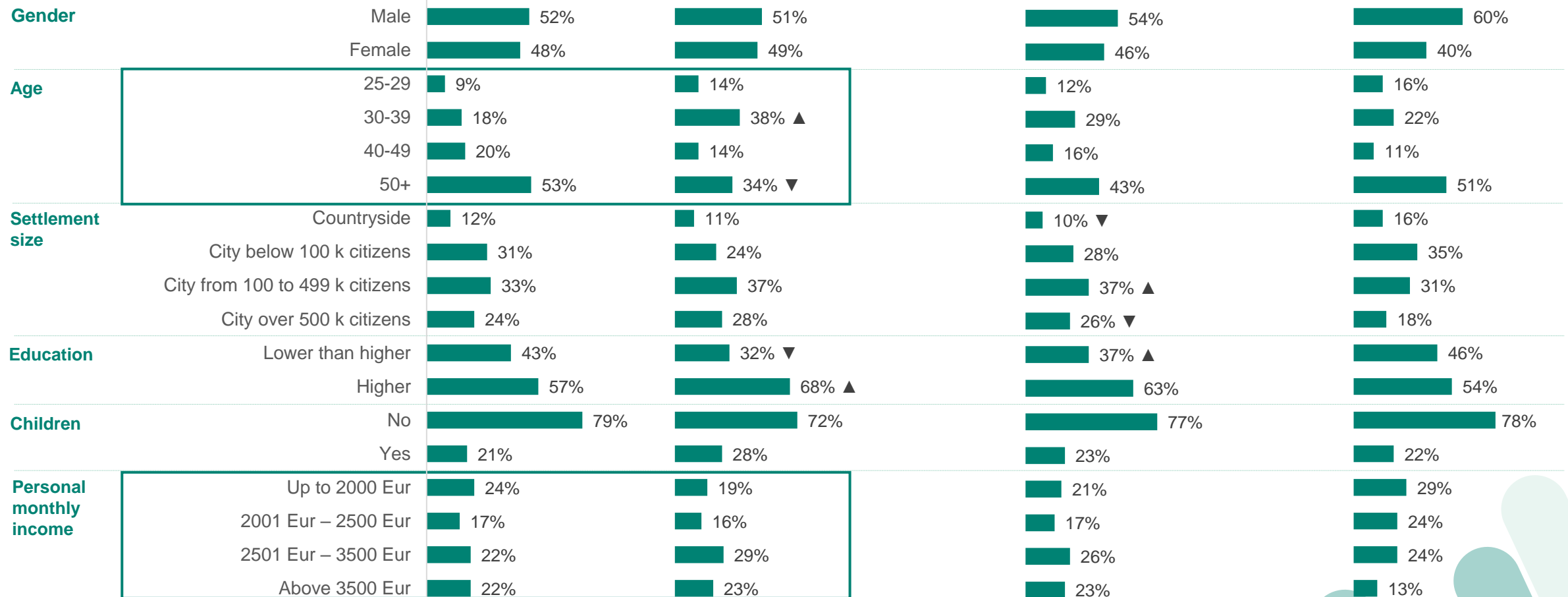


Intenders

People who are **planning** to visit Lithuania
N=137

Rejectors

People who **do not want to visit** Lithuania
N=55



▼ Statistically significantly less

▲ Statistically significantly more

Types of respondents. Traveling profile

Visitors

People who **have visited** Lithuania within last 5 years
N=107

Considerers

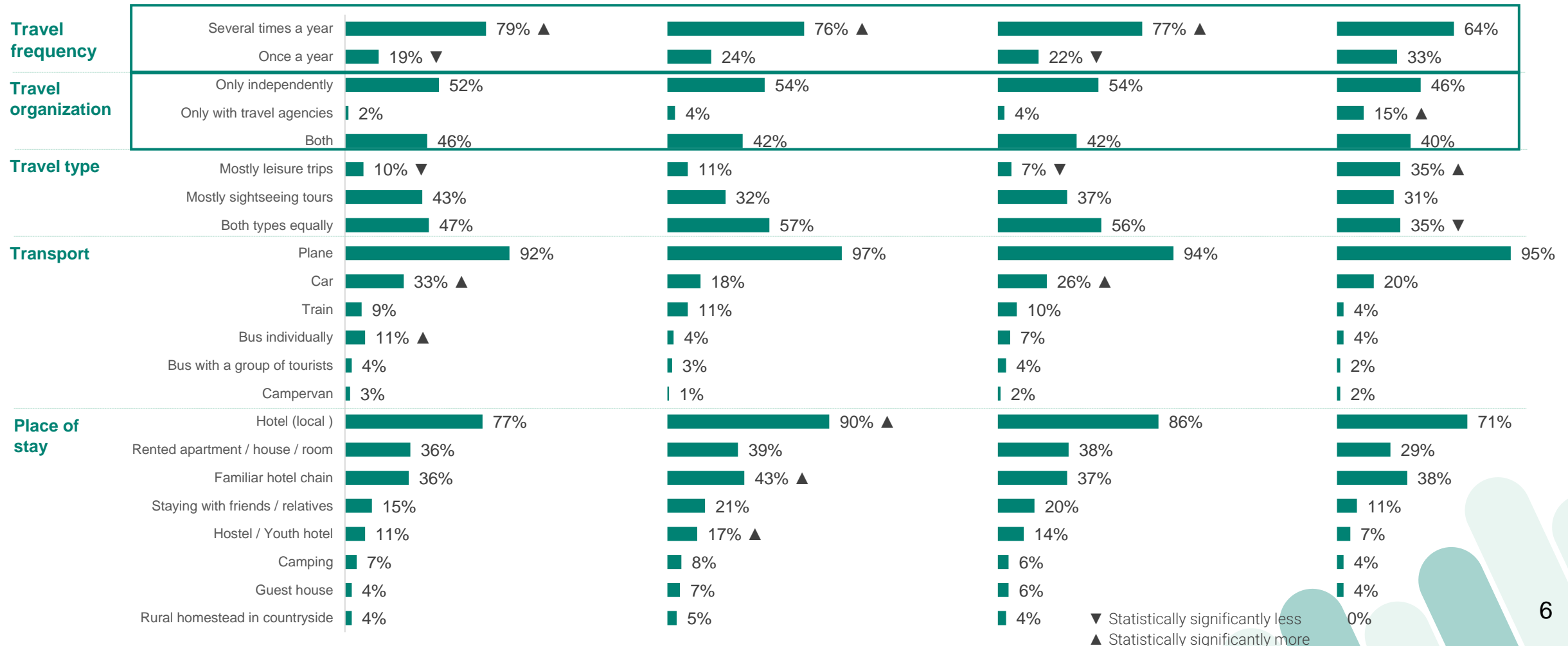
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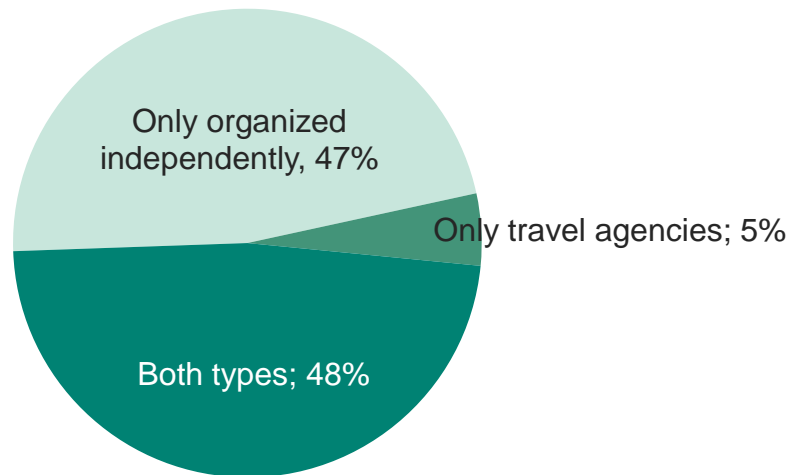
Rejectors

People who **do not want to visit** Lithuania
N=55



Finnish tourists like to organize trips by themselves

Travel organization



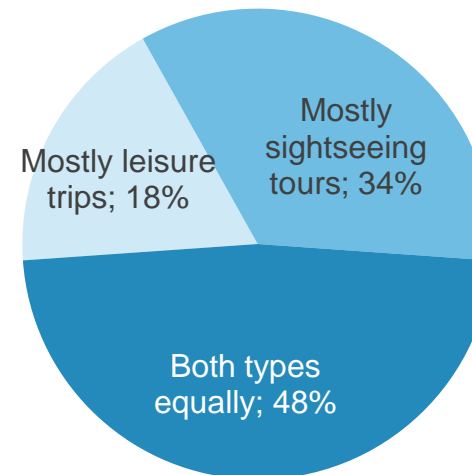
95% organize trip by themselves

53% use services of travel agencies

How do you travel abroad? (single choice)

Sample: All, N=806

Preferred type of trip



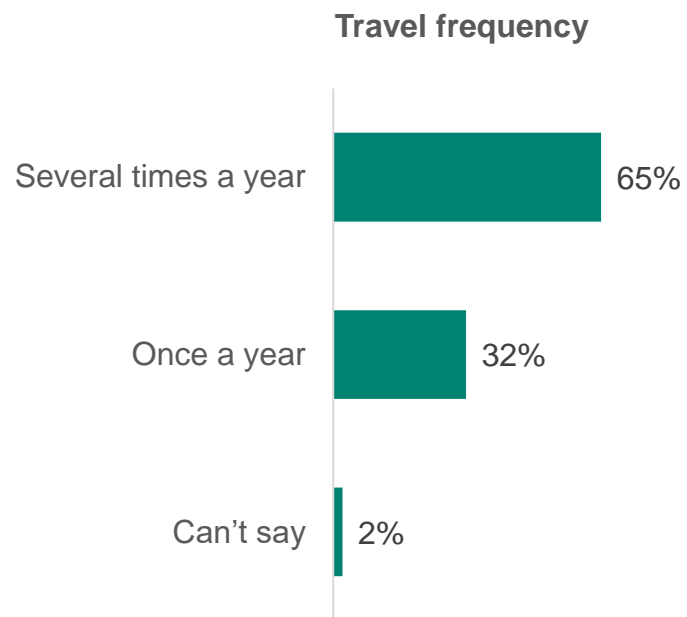
66% like leisure trips

82% like sightseeing tours

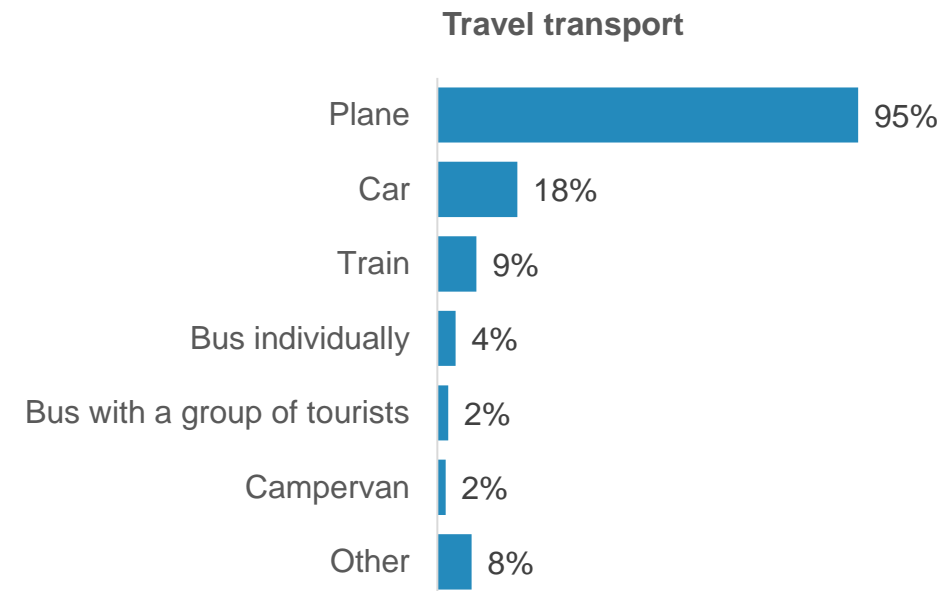
What type of trips do you go to more often? (single choice)

Direct flights from Finland to Lithuania would be an important advantage

On average **1.4** types of transport means are chosen.



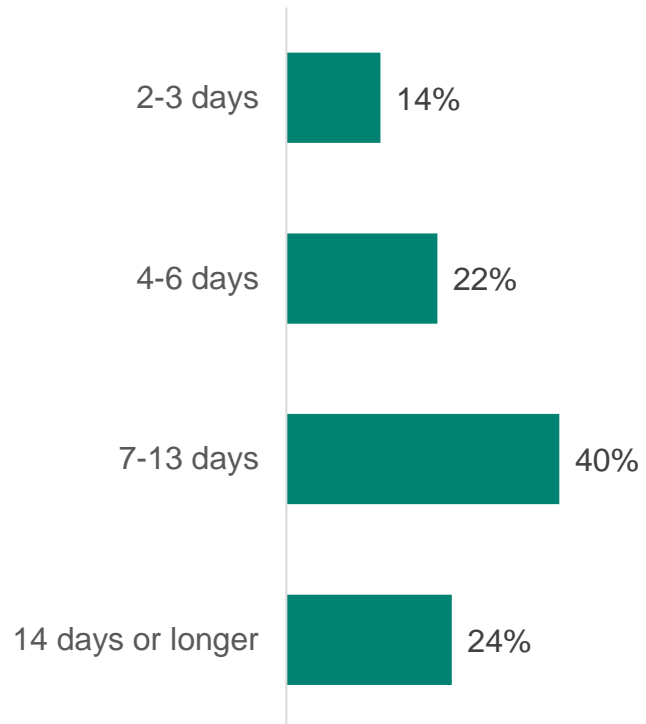
How often do you travel abroad for tourism? (single choice)
Sample: All, N=806



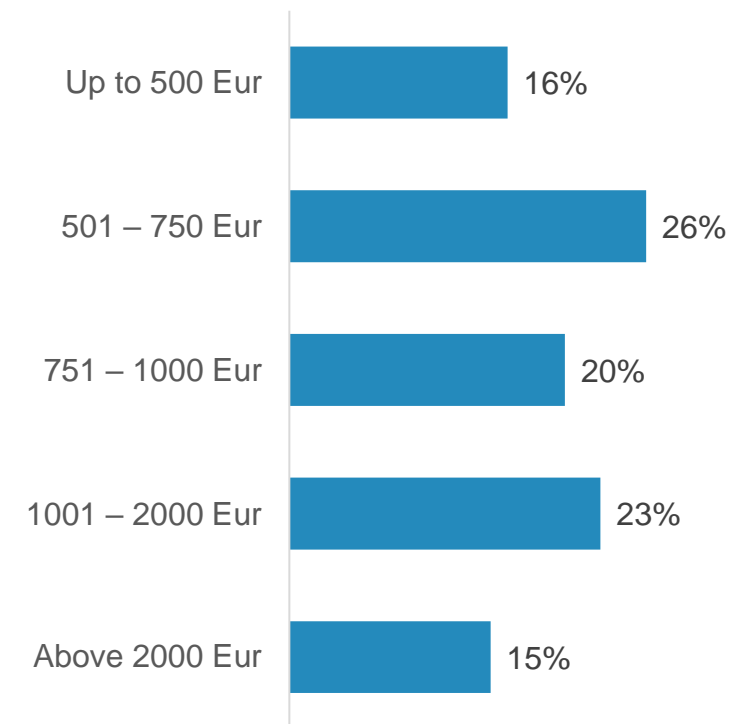
Which means of transport do you usually choose for travelling abroad? (multiple choice)

Shorter trips are chosen by travelers who travel more than once per year

Duration of last trip



Expenses during last trip



How long was your last abroad travel for tourism? (single choice)

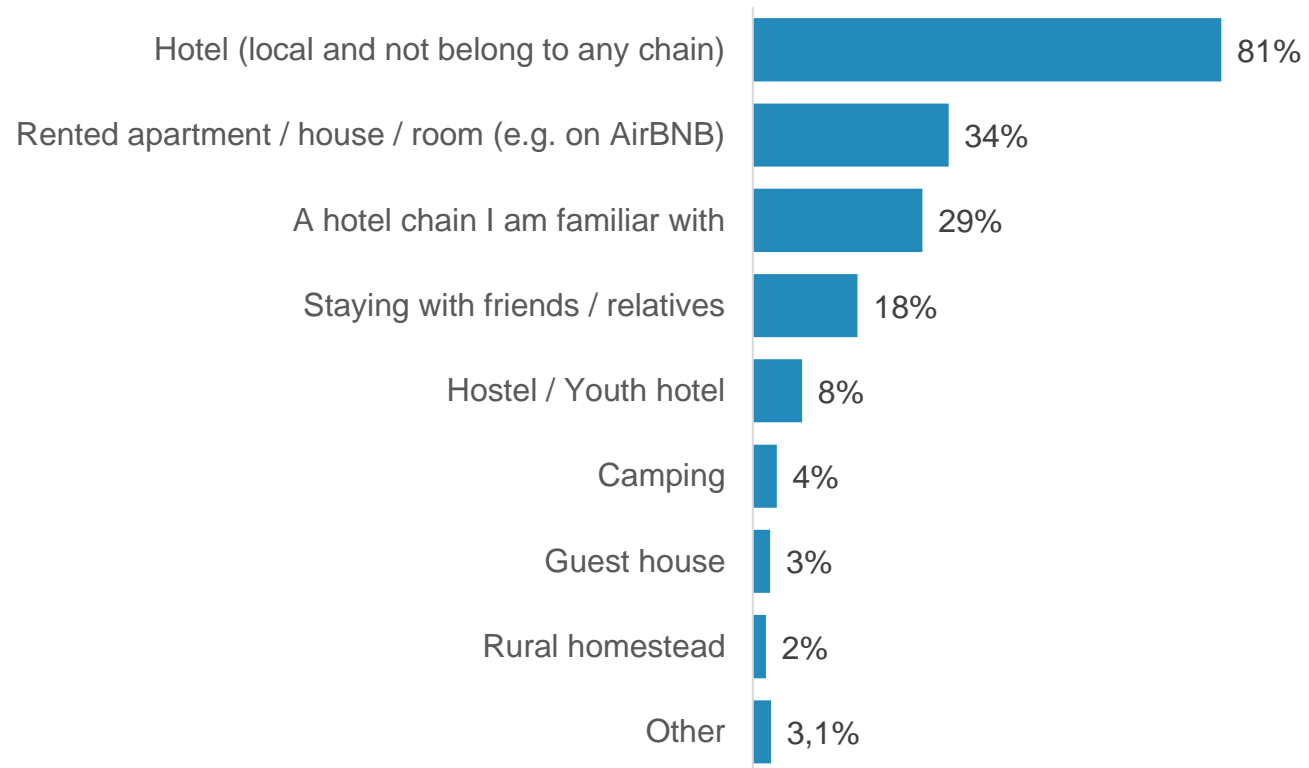
Sample: All, N=806

What budget did you spend on your last abroad travel for tourism per person? (single choice)

Local hotels are the most common choice of accommodation

On average **1.8** stay types are chosen.

Accommodation



Where do you usually stay when travelling abroad? (multiple choice)

Sample: All, N=806

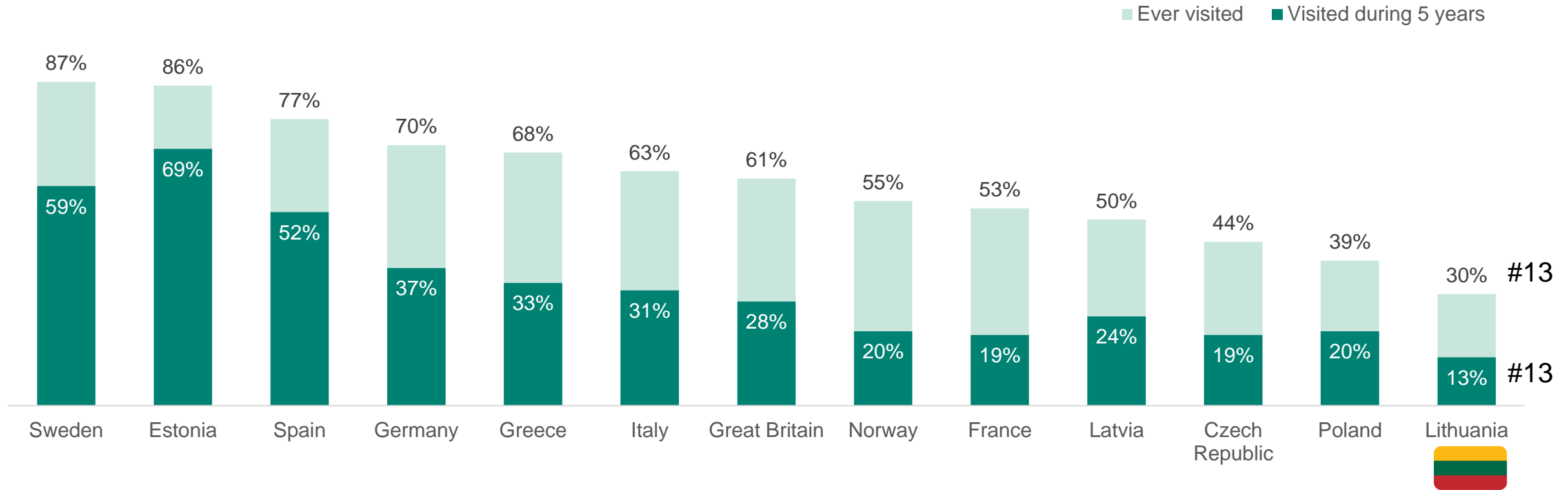
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2

Lithuania as a travel
destination



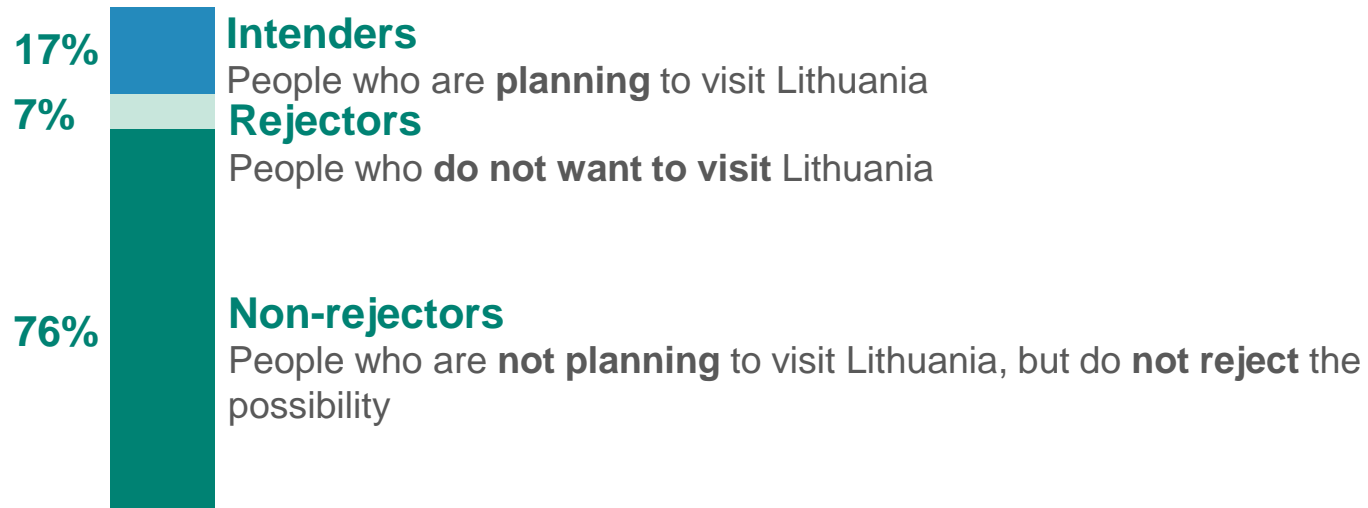
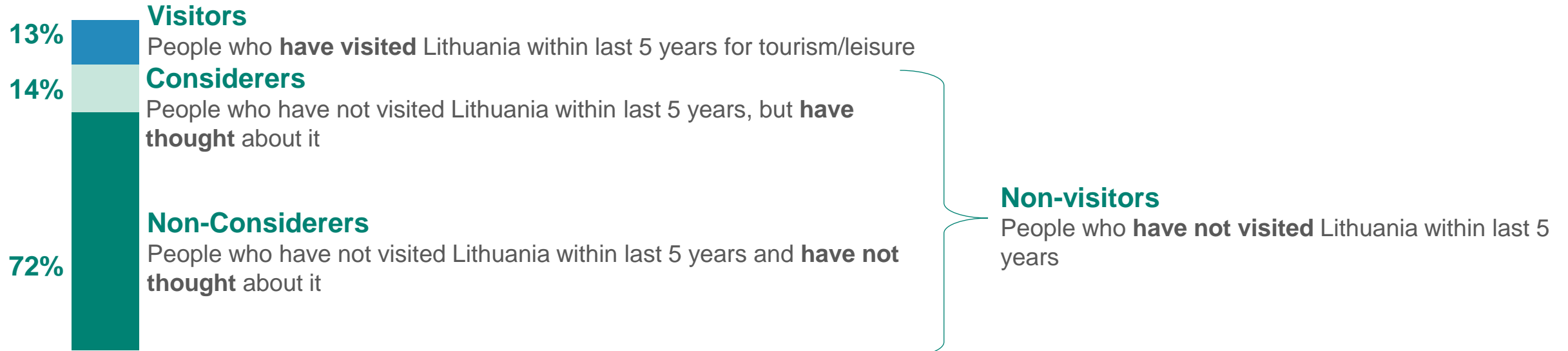
Lithuania is the least popular travel destination compared to other countries in the survey



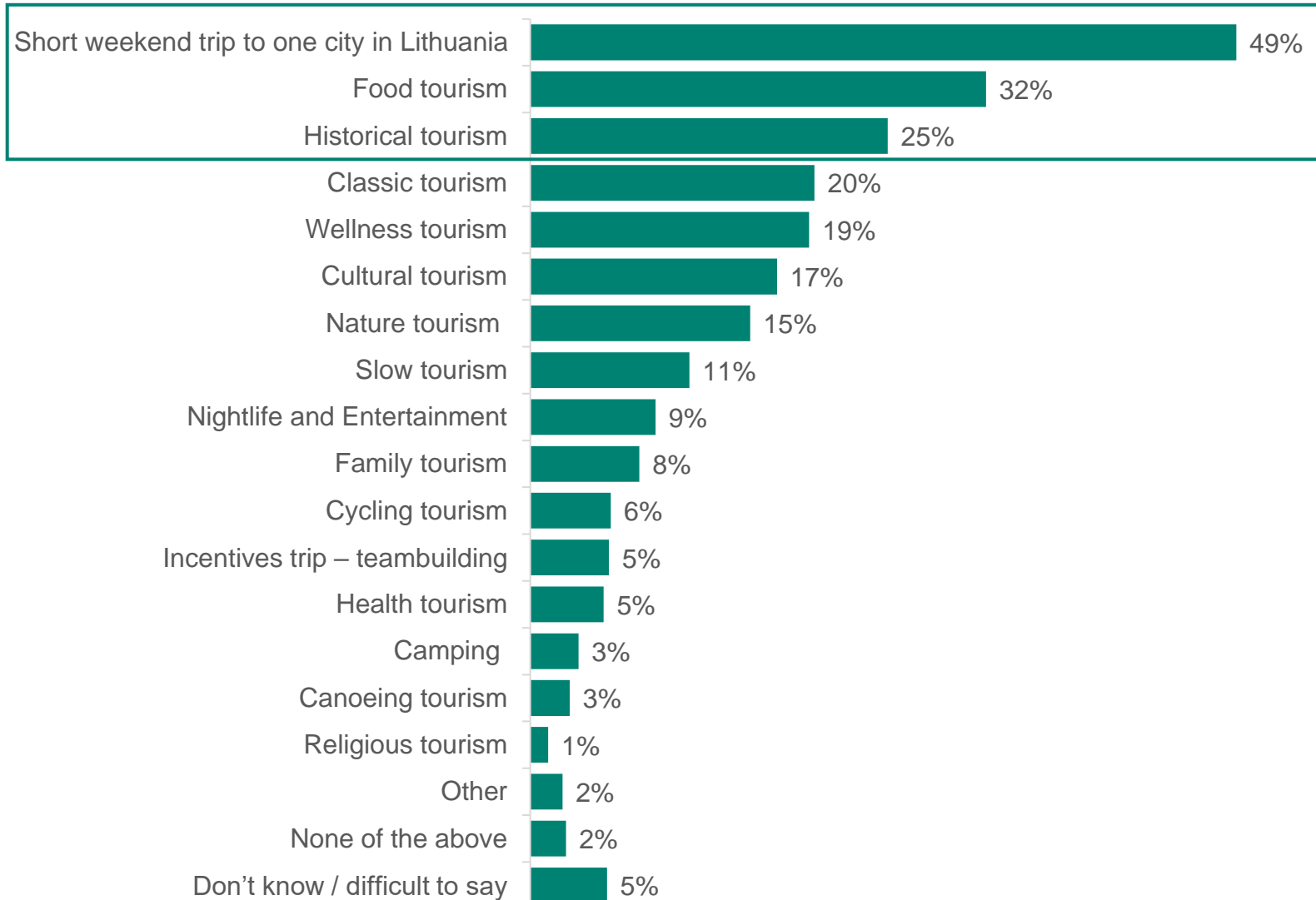
Which of the following countries have you ever travelled to for tourism/leisure? (multiple choice) Which of the following countries have you visited during last 5 years for tourism/leisure? (multiple choice)

Sample: All, N=806

17% of Finns intend to visit Lithuania



Finnish travelers mainly see Lithuania as a country for a short weekend trip



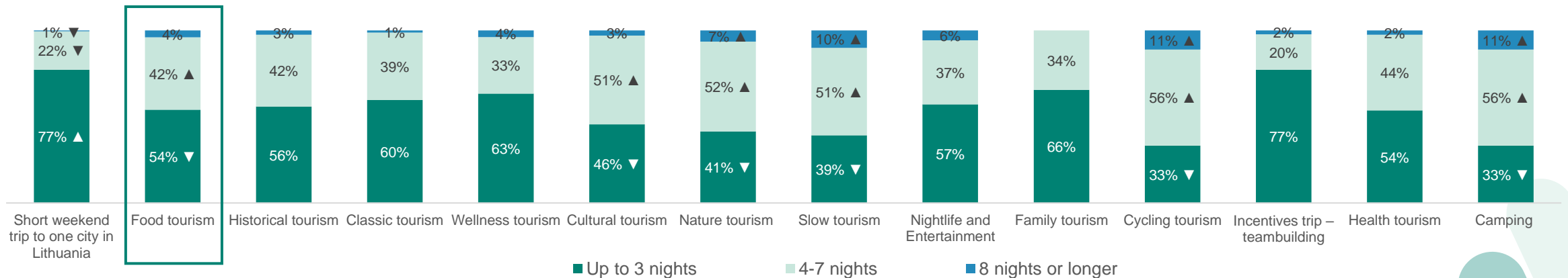
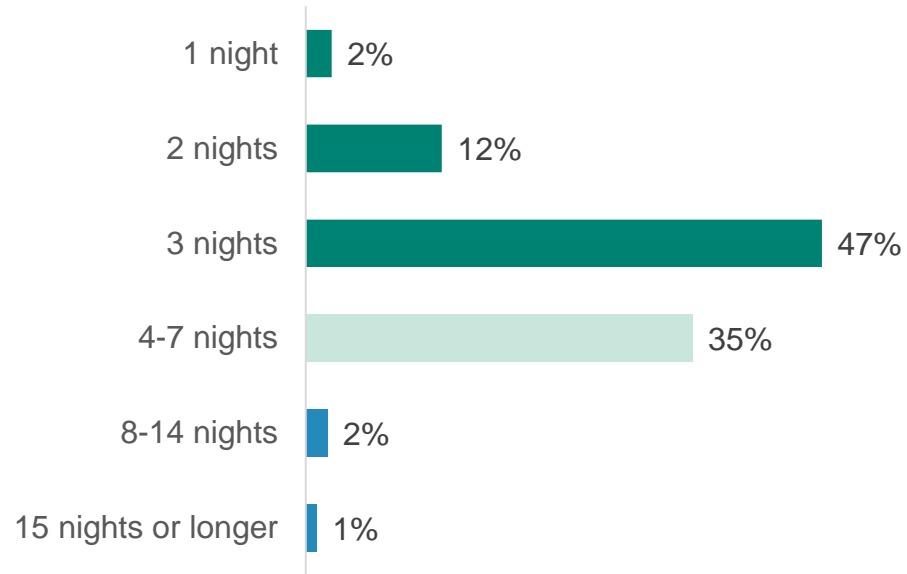
Sample: All, N=806

Which of the following types of tourism available in Lithuania would be most attractive for you? (multiple choice)

▼ Statistically significantly less

▲ Statistically significantly more

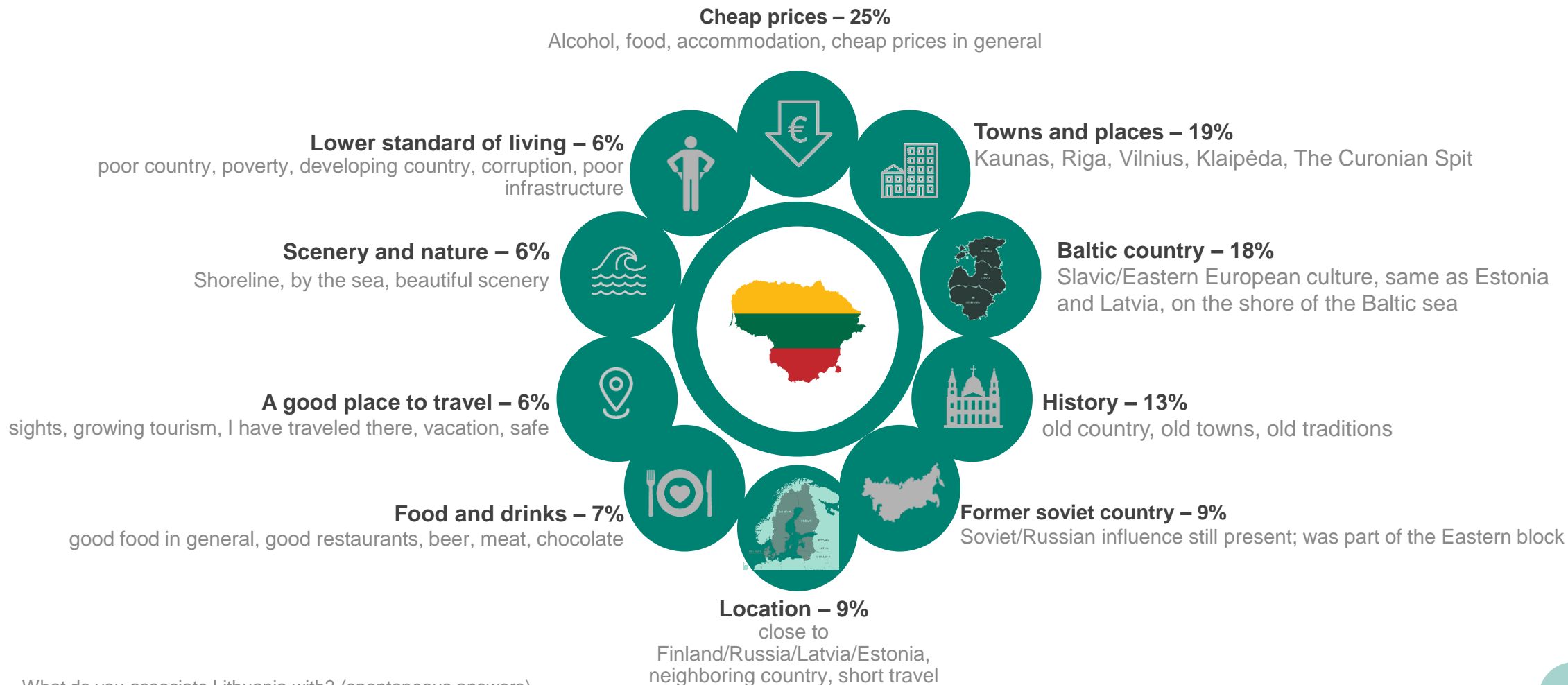
Optimal length of travel to Lithuania – 3 nights



Sample: All, N=806

What would be the most optimal travel length to Lithuania for you? (single choice)

Spontaneously Lithuania is perceived as a Baltic country that has cheap food, alcohol, and accommodation

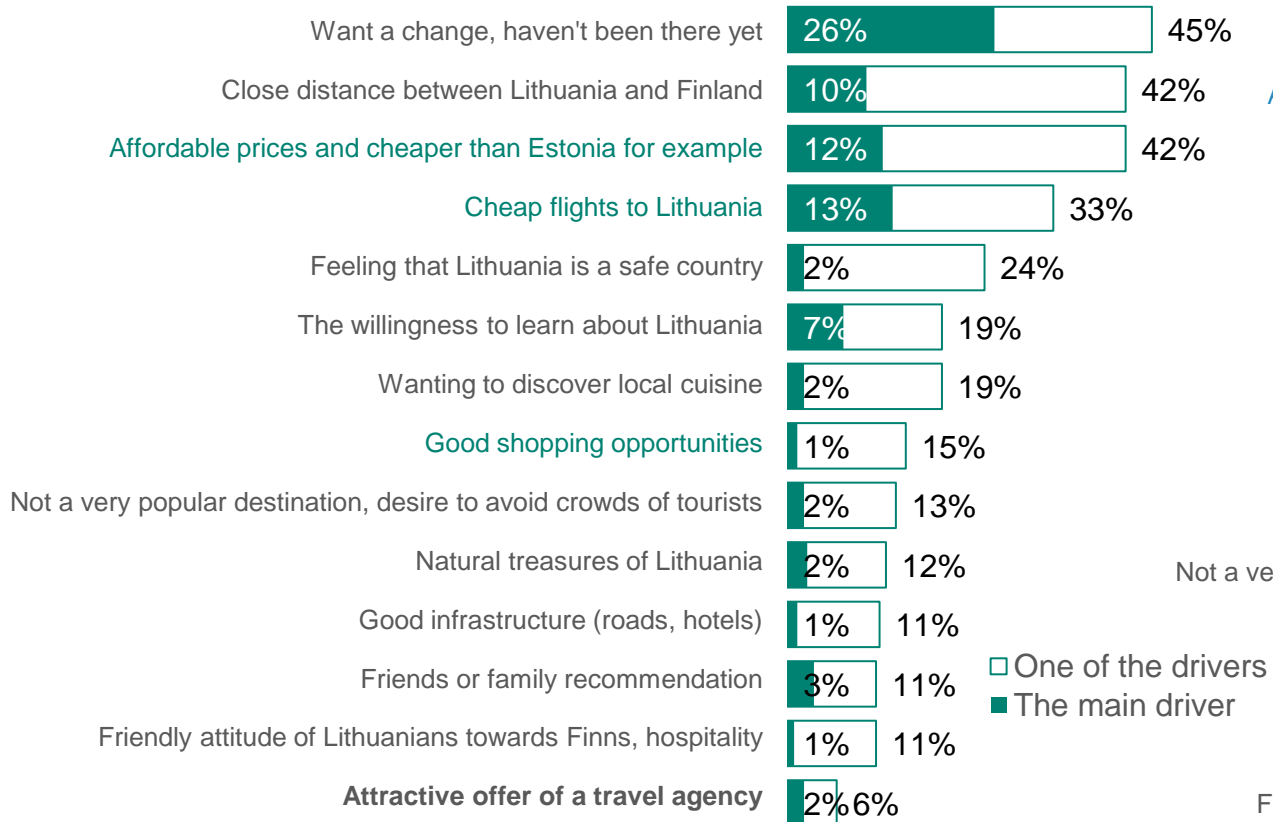


What do you associate Lithuania with? (spontaneous answers)

Sample: All, N=806

Drivers to visit. Expectations are more optimistic than real experiences

Lithuania Visitors



Sample: those who ever visited Lithuania, N=245

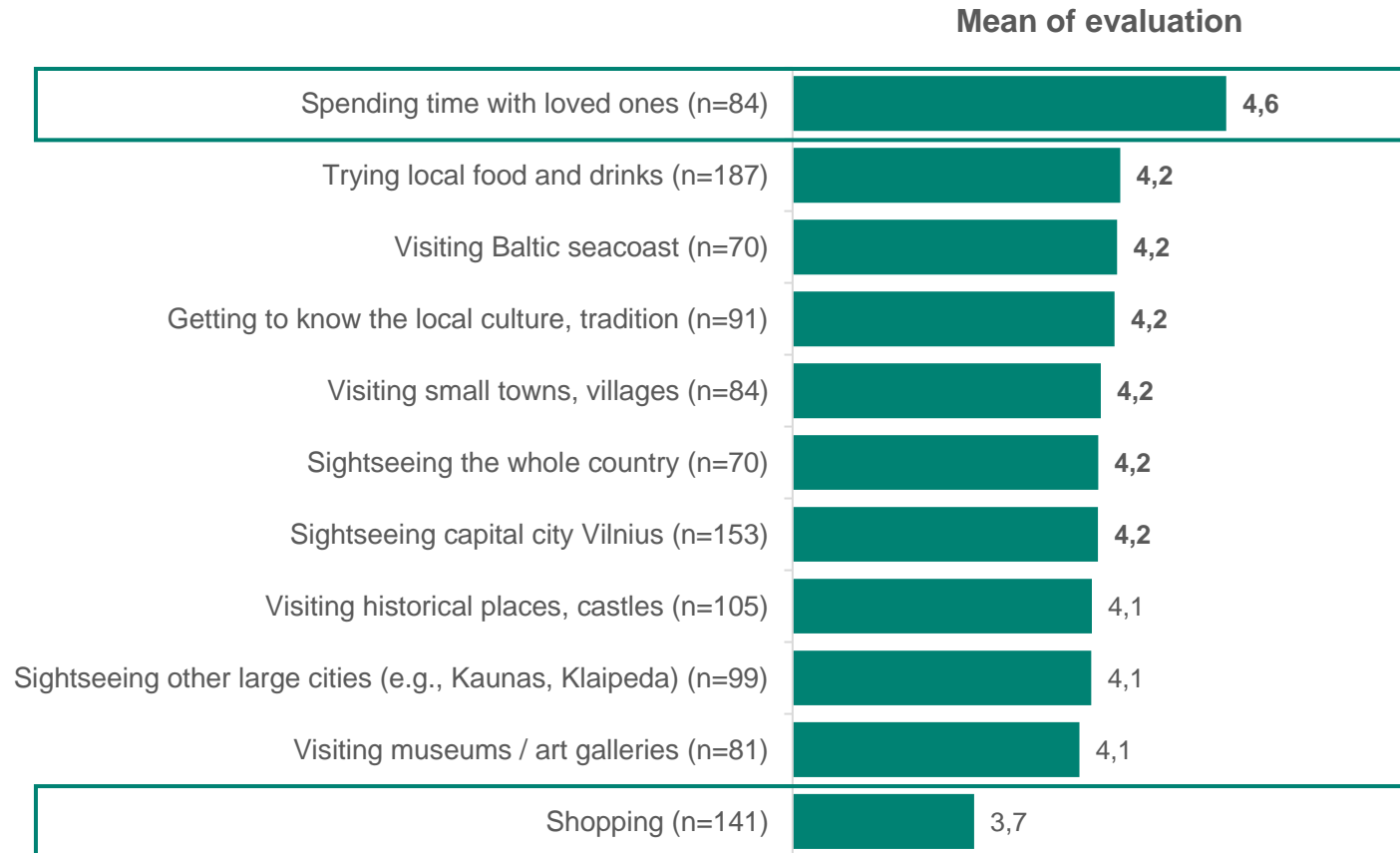
What made you decide to go to Lithuania as a tourist? (multiple choice) What was the main factor which decided that you travelled to Lithuania? (single choice)

Lithuania Intenders/Considerers



Sample: those who intend to visit Lithuania (but haven't ever visited it), N=73

Visitors had a good time with loved ones

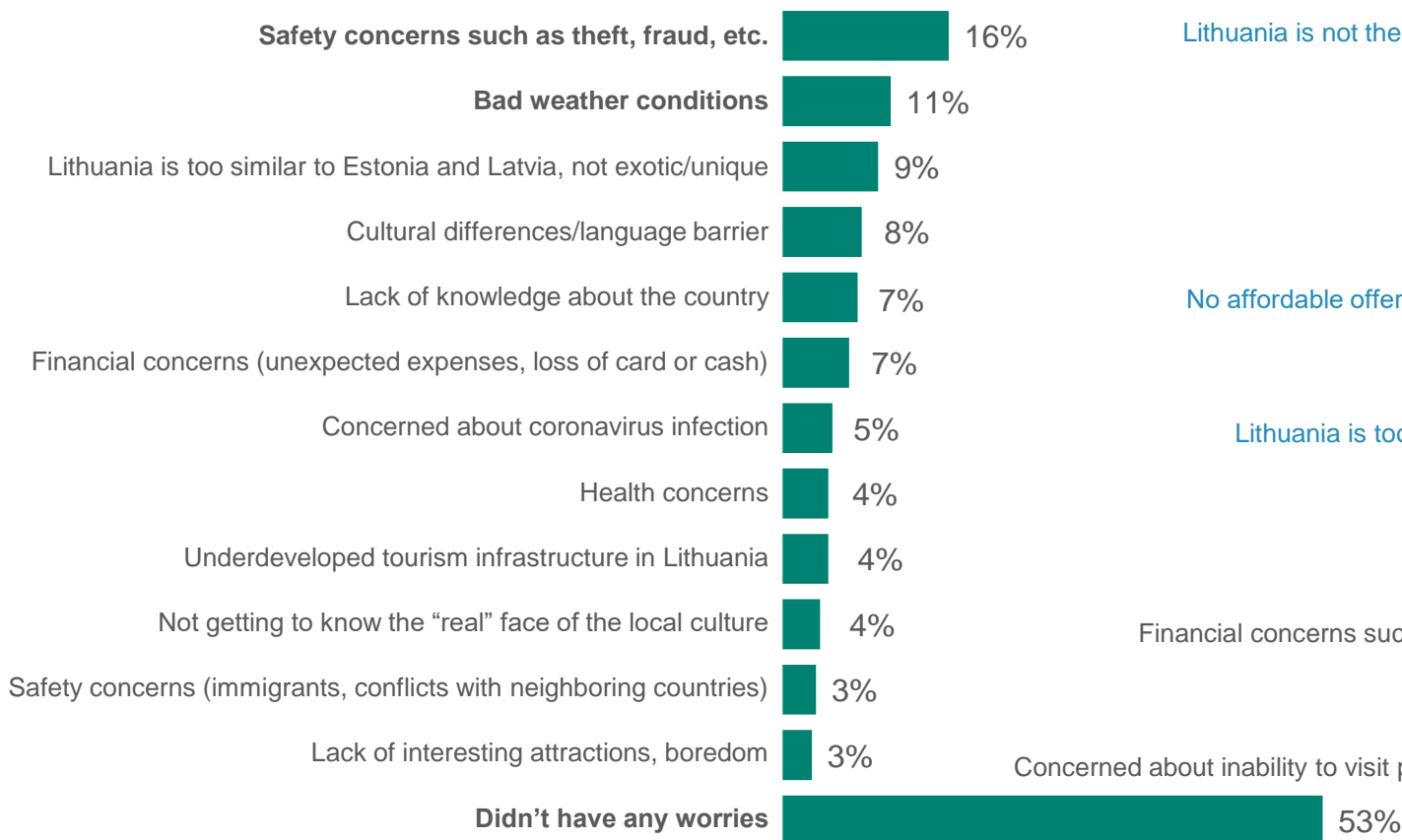


Sample: those who participated in certain activity (number is indicated along each activity)

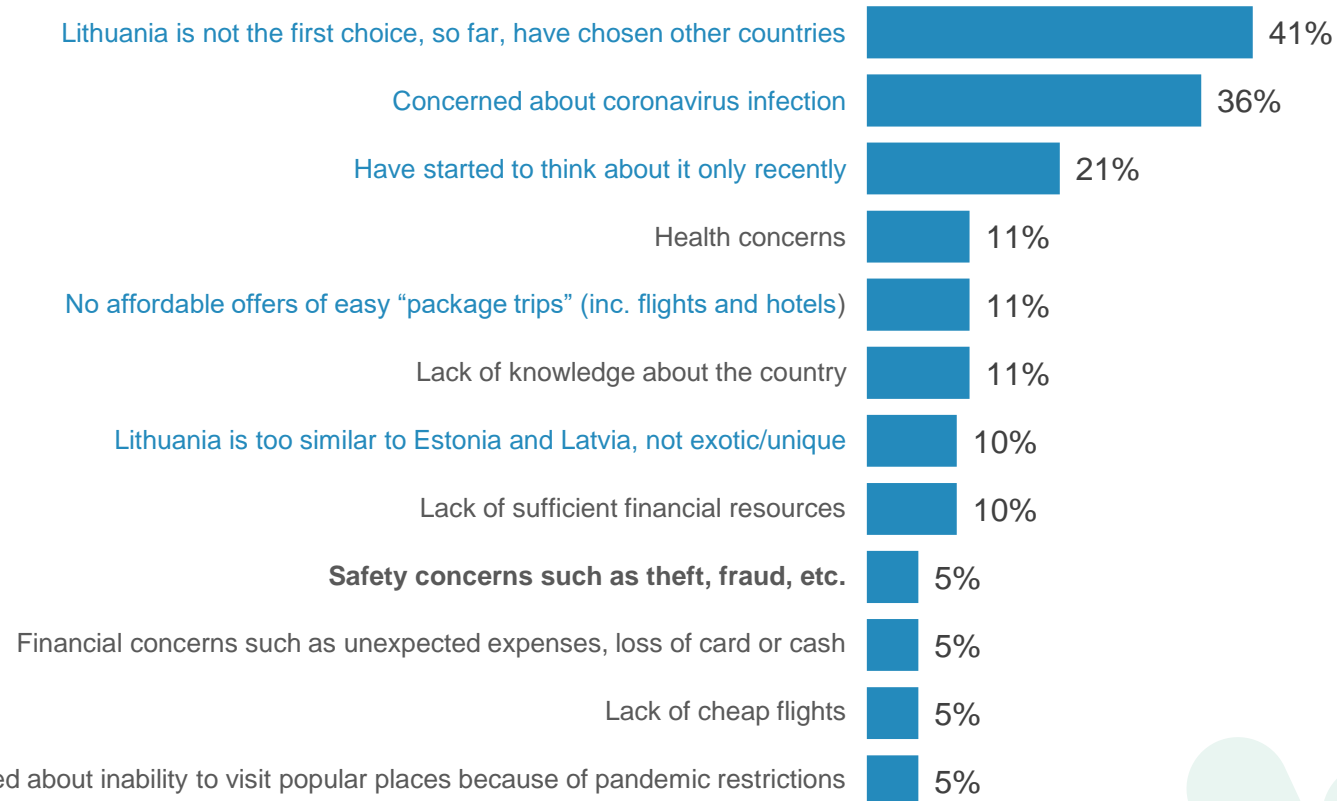
How much did you enjoy this activity? Please use the 5-point scale where 1 means "I didn't like it at all" and 5 means "I like it very much".

Barriers and concerns. The main concerns of past visitors were safety and bad weather

Lithuania Visitors



Lithuania Intenders/Considerers

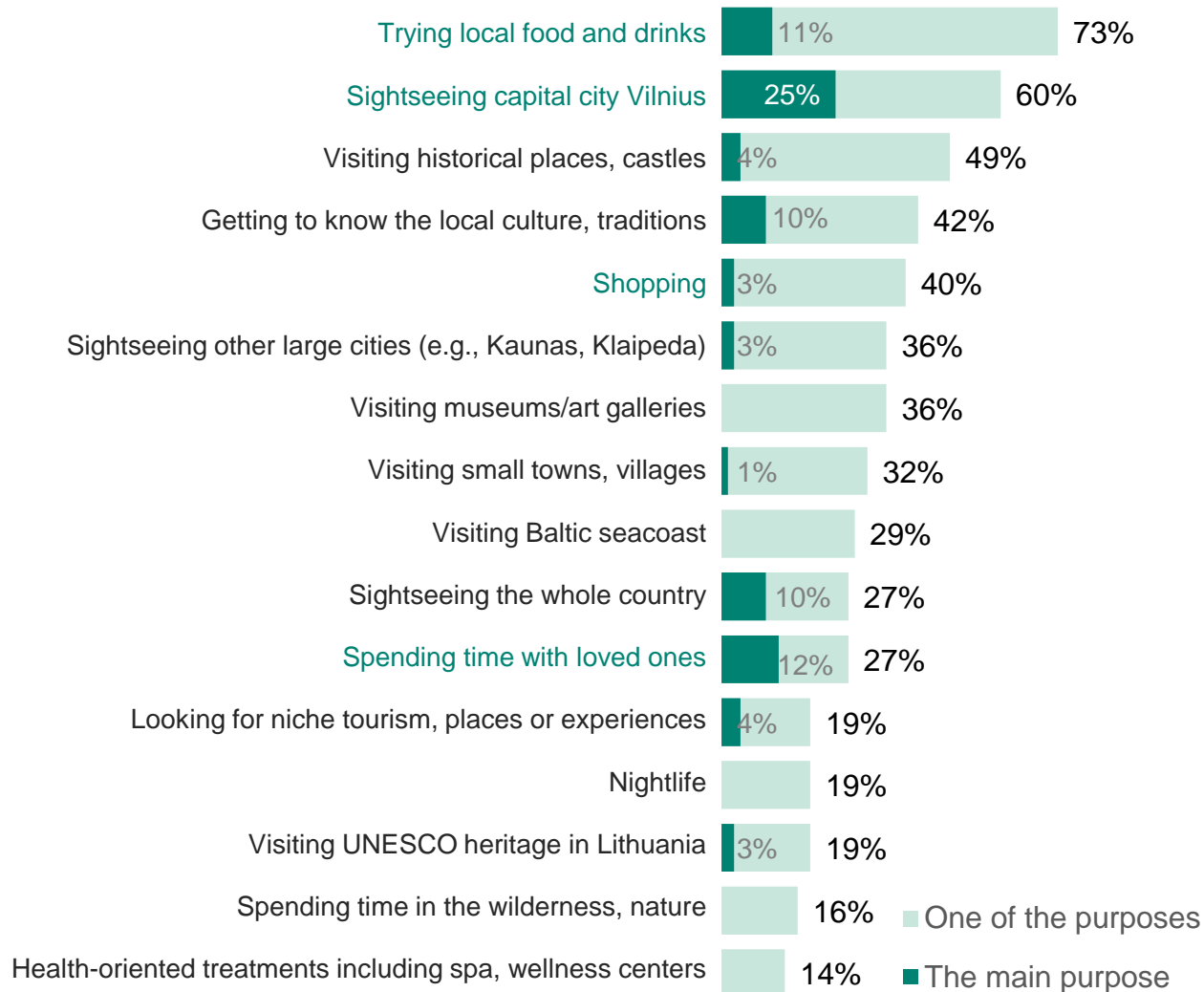


Sample: those who ever visited Lithuania, N=245

Was there anything you were worried about before travelling to Lithuania? (multiple choice)

Sample: those who consider or intend to visit (but haven't ever visited it) Lithuania, N=73

For Intenders/Considerers Vilnius, local food and drinks are the main purposes to come to Lithuania



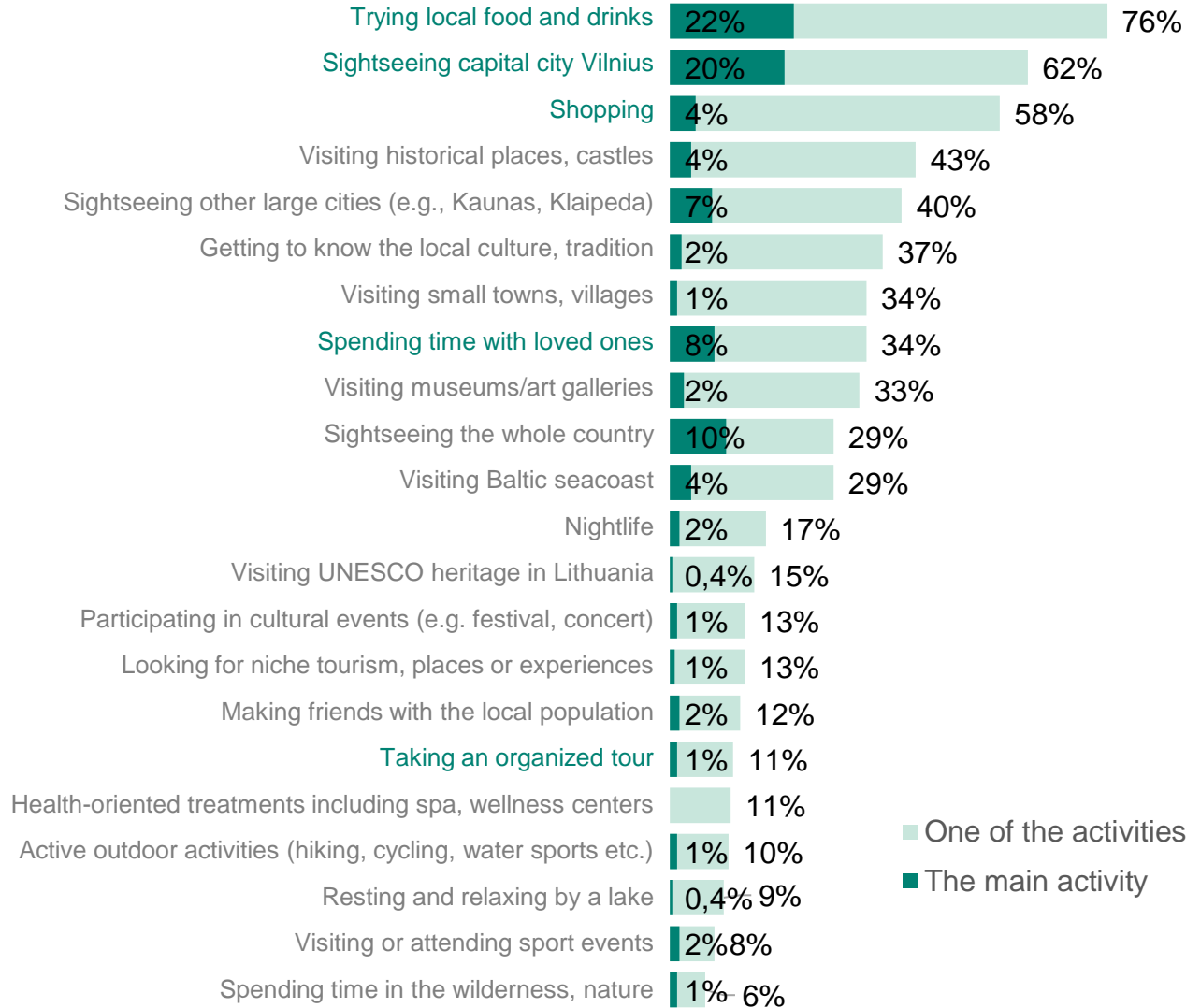
The main purposes to travel to Lithuania



Sample: those who consider or intend to visit Lithuania (but haven't been there), N=73

What was or is the purpose of your planned tourist trip to Lithuania? (multiple choice) Which was the main purpose? (single choice)

Vilnius and local food/drinks followed by shopping were the main activities



The main activities in Lithuania



Trying local food and drinks



Sightseeing capital city Vilnius



Shopping

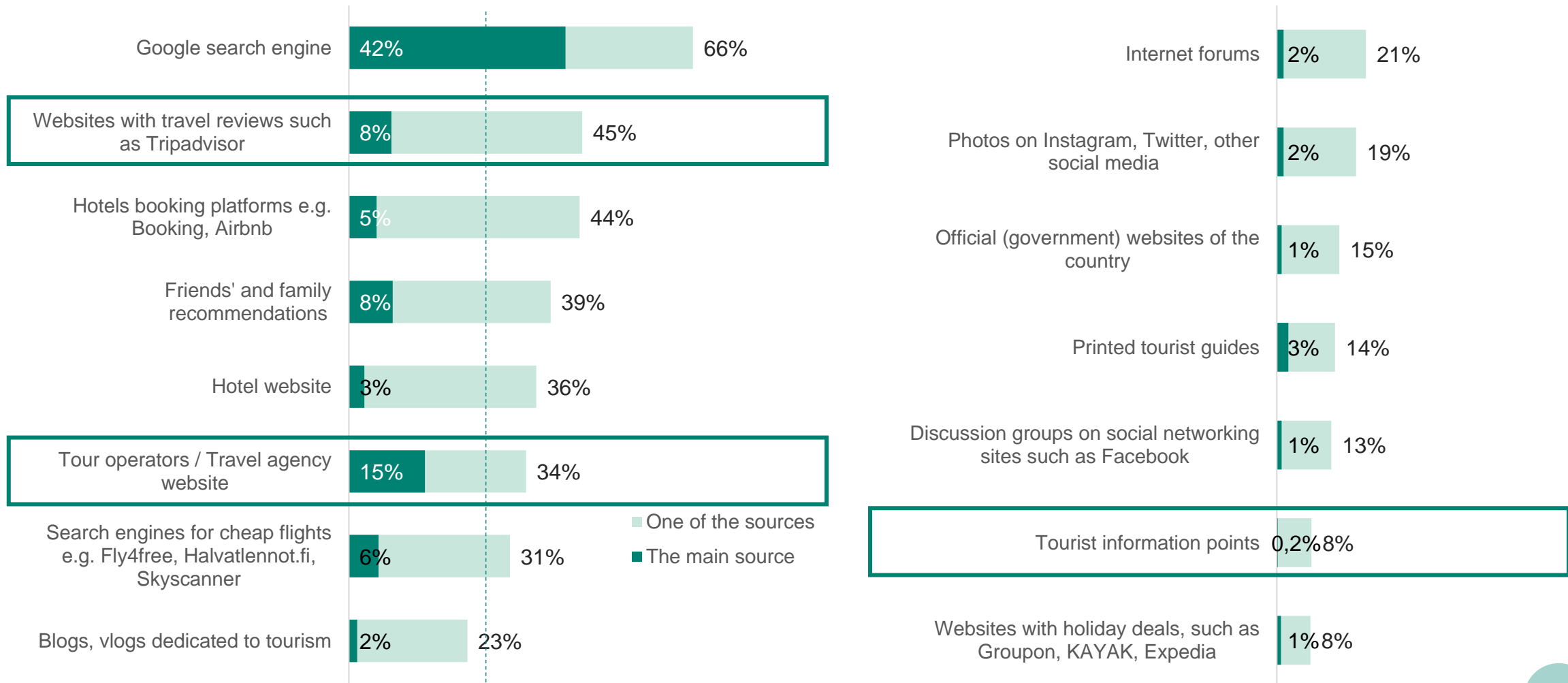
■ One of the activities
■ The main activity

Sample: those who ever visited Lithuania, N=245

Which of the following activities did you participate in during your tourist trip to Lithuania? (multiple choice) Which of these activities was your main activity, in which you participated most often during your travel to Lithuania? (single choice)

Google is the most popular source of information

On average **4** sources of information are used.



Average usage of all sources (26%)

Sample: All, N=806

Where do you usually look for information to plan your vacations abroad? (multiple choice) Which of these sources that you use for information to plan your vacations abroad is your main source of information? (single choice)

Main conclusions and recommendations



Main conclusions

- 54% of Finns travel abroad at least once a year. 32% of them travel once a year; 65% – several times a year.
- Last trip budget – more than 750 Eur (58%).
- 5% of travelers organize their trips only via travel agencies; 47% – always plan their trips independently.
- 95% usually take a plane.
- 49% see Lithuania as a country for a short weekend trip.
- 61% would spend up to 3 nights in Lithuania.
- Lithuania is the least visited destination among the survey countries.
- The main **drivers** to visit Lithuania among visitors are **desire for change** (45%), **close distance** from Finland (42%), **affordable prices** (42%), **cheap flights** (33%), feeling of a **safe country** (24%).
- Considerers and Intenders emphasize the same drivers: wish to discover a new country (56%), close travel distance (48%), affordable prices (45%), cheap flights (45%), close distance between Lithuania and Finland, wish to discover local cuisine.
- The main general travel **concerns** are related to **safety concerns** (theft, fraud) (16%), potentially **bad weather** (11%) and that Lithuania is **too similar to Latvia/Estonia** (9%).
- For Considerers/Intenders, the main barrier is that **the idea to come to Lithuania is too fresh** (41%). They are also worried about the **Covid-19 situation** (36%). For 10%, Lithuania seems **too similar to Latvia/Estonia**.

Potential number of Finnish travelers coming to Lithuania

Number of 25+ y. o. Finns: 4.1 million
(https://www.stat.fi/tup/suoluk/suoluk_vaesto_en.html)

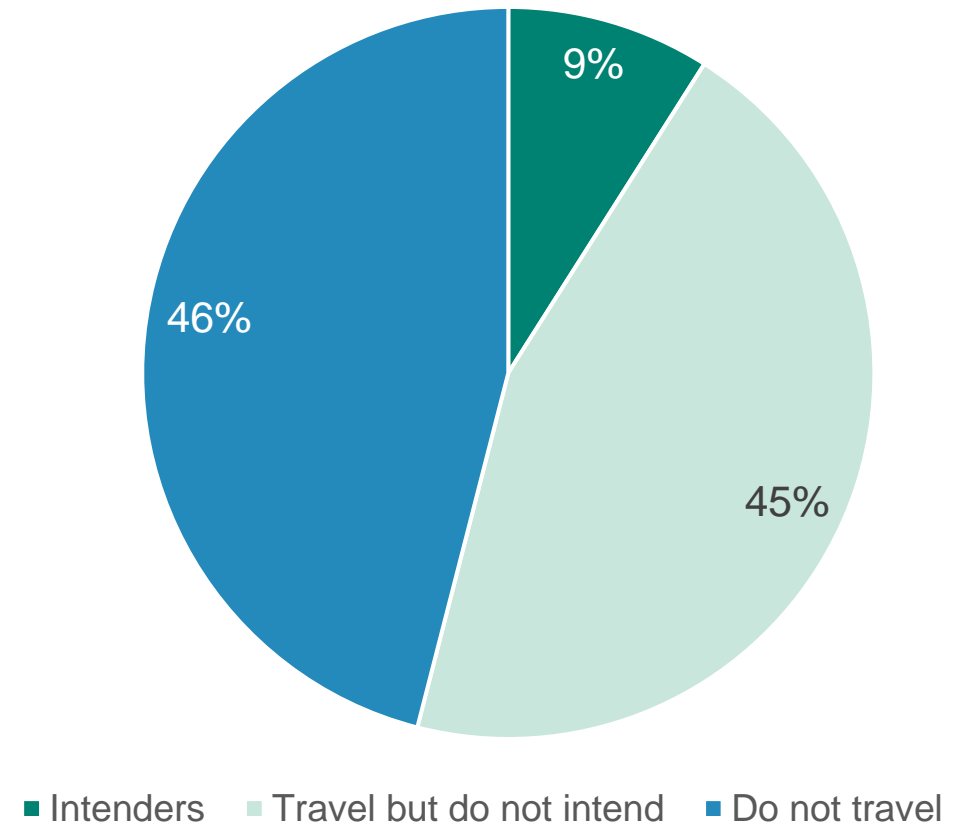
According to the survey, 54% of them travel abroad at least once a year: 2,2 million

17% of them intend to visit Lithuania:

370 000 of Finnish travelers

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From 25+ y. o. inhabitants of Finland



How to attract travelers from Finland to visit Lithuania?

- Create a **unique Baltic country image**.

Lithuania's visitors and rejectors have doubts whether Lithuania is worth visiting as it seems too similar to Latvia and Estonia. Local cuisine could be turned into a distinctive feature. In addition, food tourism enthusiasts would spend more time in the country.

- Such drivers as **short distance, cheap flights, safety** ("technical advantages") should be combined with the "soft" drivers, e.g., the possibility to have a discovery weekend sightseeing **Vilnius** with historical monuments and variety of **local cuisine** while **spending time with loved ones**.

- **Offering unique shopping possibilities is worth considering.**

Price is not a crucial factor. However, Lithuania is often seen as a country with "affordable prices", "prices cheaper than in Estonia", also shopping was mentioned as a driver. Tour operators could offer places to shop.

- **Pandemic.** It has a significant impact on travel frequency and amounts of travelers. The trip to Lithuania and staying there should be **safe, refundable, and simple**.

- **Perception of Lithuania** needs to be improved for it to be seen as a country worth visiting.

Among Finnish travelers, Lithuania has the smallest number of Intenders. They have other countries on their mind (41%) or have started to think about it only recently (21%). Communication should be **very clearly targeted** (Google search engine, Travel agency website), **consistent, long-lasting**. The same message should be communicated for a sufficiently long time.



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