

Segmentation Project

DRAFT OCT 16

Helsinki

October 2025

Segmentation Project

Target audiences: Visitors
Target markets: UK, Germany, Sweden, Netherlands, Italy, USA
Channel(s): Meta, Google Ads, YouTube, LinkedIn, GA4, Border Survey Data
Last updated: Oct 15

What are we doing?

We are developing actionable audience personas to enhance targeting and engagement across Helsinki Partners’ initiatives. This work is based on insights from Visit Finland personas, 2024–2025 Border Survey data, and campaign performance from Meta, Google Ads, LinkedIn, and GA4. The goal is to identify high-potential segments through real behavioural data to enable more tailored messaging and efficient media activation.

Why does it matter?

This segmentation project enables Helsinki Partners to deliver more relevant, personalised messaging across paid and owned media. It helps increase ROI, improve campaign efficiency, and supports long-term strategic growth by aligning offerings with high-potential audiences. Personas will also serve brand and content teams.

Deliverables

Deliverable	HP	CR
Campaign data extraction (Meta, GA)		✓
Integration with Visit Finland	✓	
Visitor segmentation framework	✓	
Persona profiles with media habits	✓	
Matching experiences + messaging	✓	
Audience-specific targeting advice		✓
GA4 + custom audience setup	✓	✓
Final persona & strategy report	✓	
Banner Creative + Text Ads	✓	
Landing Pages & UTM Tagging		✓

What does success look like?

Metric	Goal	Justification
Persona relevance (internal feedback)	≥ 80%	Based on survey/validation feedback
Media engagement uplift	+15–20% CTR / lower CPC	Shows improved targeting effectiveness
Audience growth	Monthly tracking in GA4	GA4, Meta, LinkedIn, CRM triangulation
Custom audiences activated	Meta / LinkedIn matched sets	Shows marketing is aligned to segments

Requirements

- ✓ Access to Visit Finland persona documentation
- ✓ Border Survey data (2024–2025) export
- ✓ Campaign performance data from Meta, LinkedIn, Google Ads, GA4
- ✓ Alignment with website tagging & analytics setup
- ✓ Optional: launch on-site visitor survey (popup or exit intent)
- ✓ Input from content, brand, and BI teams for validation

Timeline

Theme		Date
Data & persona finalisation		Oct 2025
Internal validation		Nov 2025
Integration & handover		Dec 2025
Campaign deployment support		Jan 2026

Mar

Apr

May

Jun

Jul

Aug

Sep

Oct

Nov

Dec

Data collection

Persona development

Draft presentation

Validation

Deployment

People



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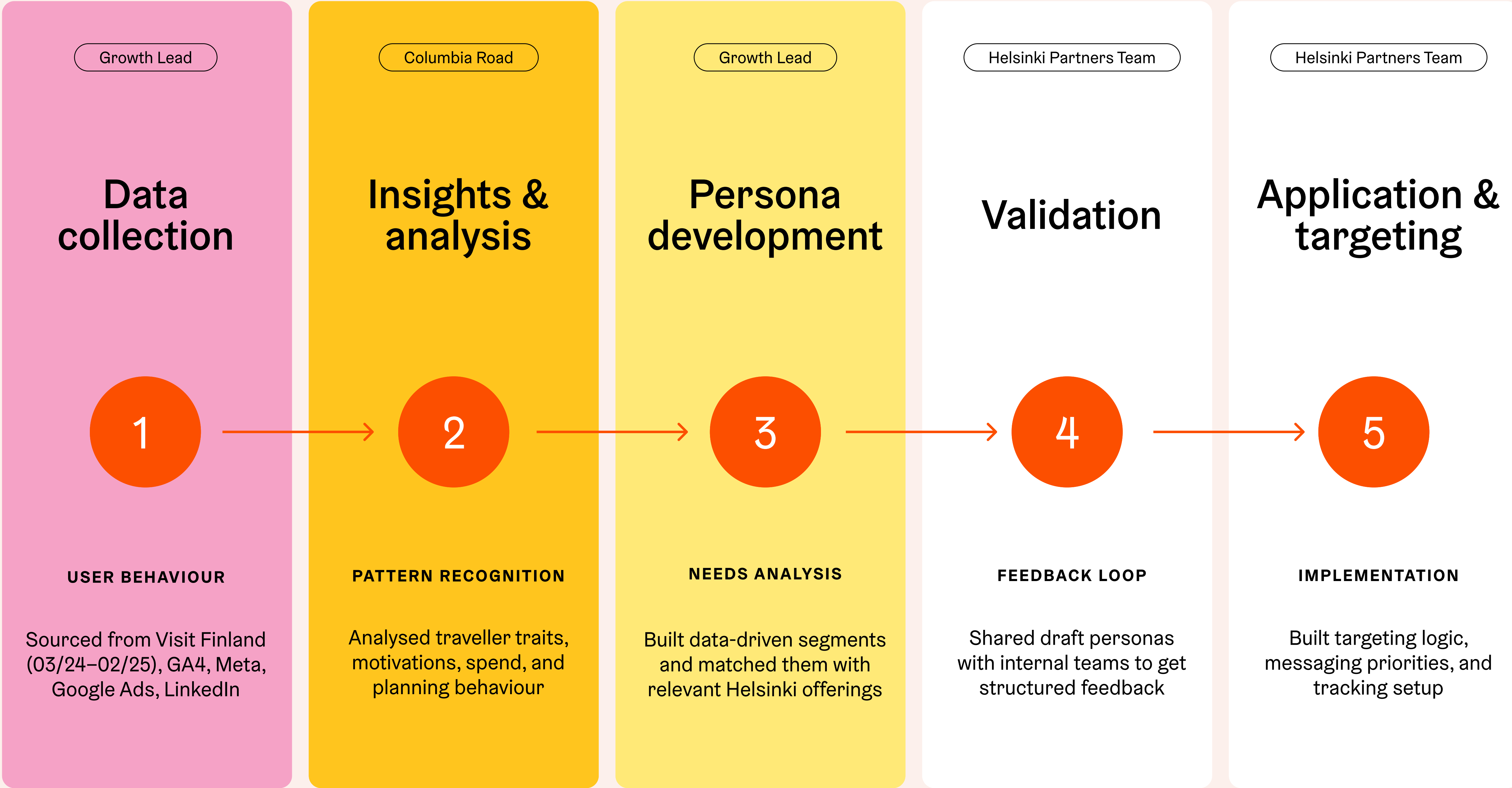


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Segmentation Process

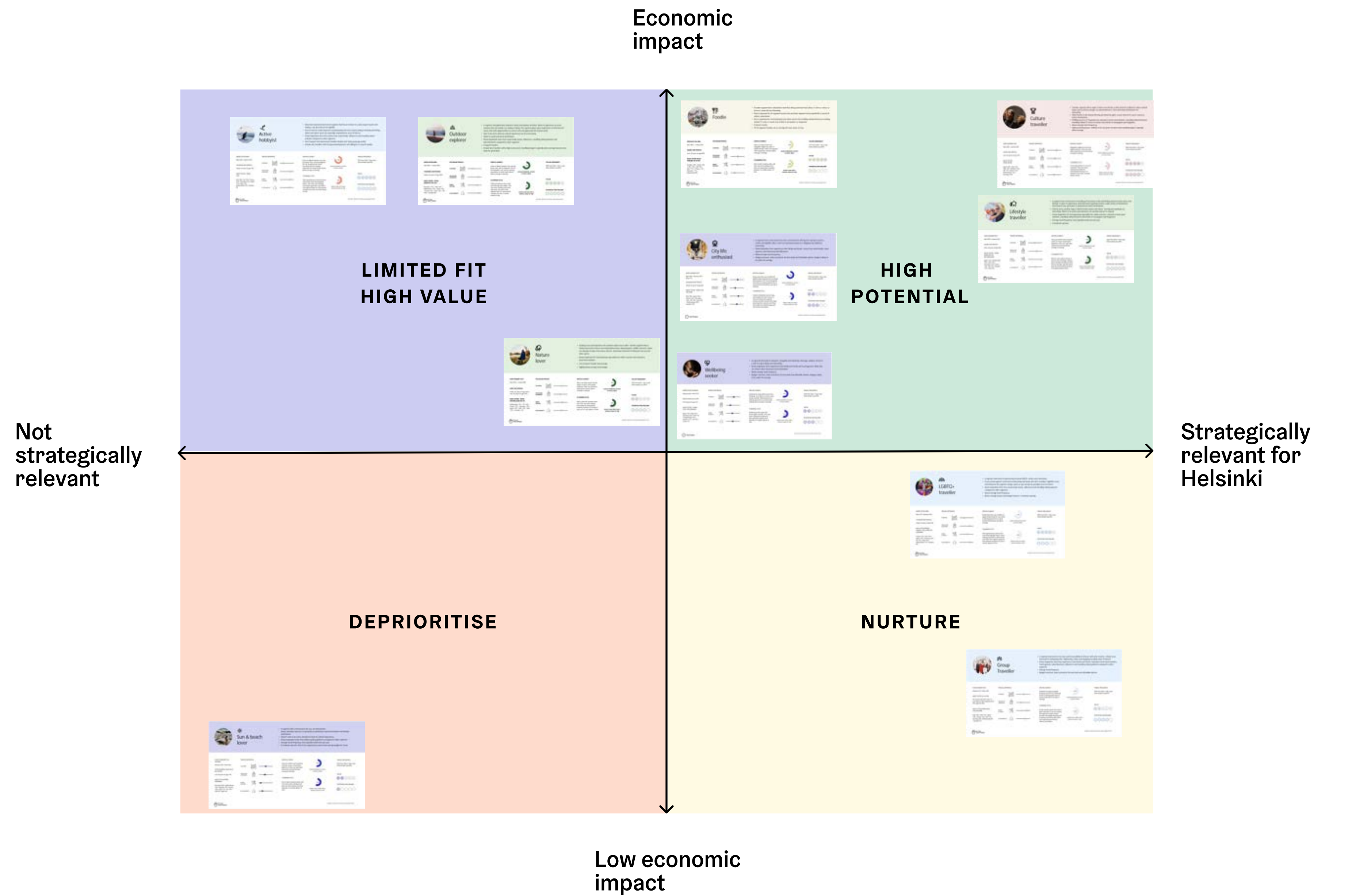


3.2.1 Visit Finland Data analysis

Visit Finland segments travellers into 11 groups based on their motivations and behaviour. To prioritise segments for our Helsinki-focused personas, we evaluated each one across two key dimensions:

- **Strategic Relevance to Helsinki:** How well the segment aligns with Helsinki’s urban experiences, cultural depth, design identity, and off-season travel potential.
- **Economic Impact:** A combination of estimated visitor volume, average trip spend, and potential to support the local ecosystem across seasons.

This approach enabled us to identify and prioritise the segments most likely to deliver value across city campaigns, content strategy, destination partnerships, and sustainable growth.



MyHelsinki Visitor Segments



Urban explorer

Amira, 32 UX Designer | Berlin

Solo traveller or with friends, spontaneous, tech-savvy, budget-conscious yet experience-driven.

Culture

Shopping

Food

Wellbeing

Demographics

Age	25 – 45
Gender	60/40 Female
Group type	40% Solo travellers SV, UK, NL
Top markets	UK, Germany, USA, Sweden
Planning	1–3 months ahead, spontaneous and agile
Overnights	3– 4 nights
Spend	€600–€900 per trip
Income	Average

Strategic Positioning

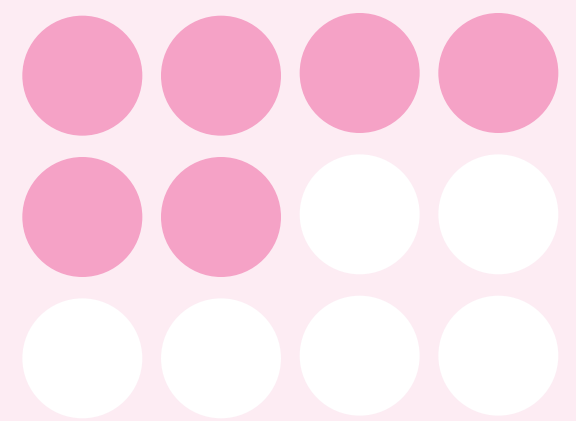
Top priority segment due to high volume, youth engagement, and city break relevance. Strongest representation from **UK, Germany, Sweden, and USA**. She wants immersive, creative, and walkable city experiences: street art, pop-up events, food markets, and vibrant neighbourhoods. Values authenticity, design, spontaneity, and safety.

Messaging Priorities

- Promote Helsinki’s Walkability, Safety, Creative Energy
- Spotlight Youth Culture, Local Events, And Weekend Getaways
- Leverage Influencer Content, Short-Form Video, And Interactive Guides

45%

of Helsinki's total international visitors (1.89M visits)



Channels

Targeting



Instagram, TikTok, Spotify, YouTube Shorts, digital lifestyle media

Partnerships with low-cost airlines, city break OTAs, urban culture influencers



Matching Helsinki Experiences

1. Kallio Nightlife + Sompasauna – Authentic, Edgy, And Social
2. Flow Festival – Music, Design, And Future-Facing Vibes
3. Design District Walk – Indie Shops, Murals, And Coffee Stops
4. Oodi Library + Töölönlahti – Urban Calm + Architectural Wow



Mindful voyager

Jonas & Eva, Couple in their 50s | Amsterdam

Value-conscious but quality-focused, wellness-oriented, culture-curious, peaceful travellers who plan ahead.

Wellbeing

Culture

Food

Nature

Demographics

Age	Primarily +45
Gender	Balanced female skew in wellness
Group type	Couples or solo (especially Germany, USA)
Top markets	Germany, Netherlands, USA, UK, Sweden
Planning	3–6 months ahead
Overnights	4–5 nights
Spend	€900–€1,300 per trip
Income	Mid-to-upper

Strategic Positioning

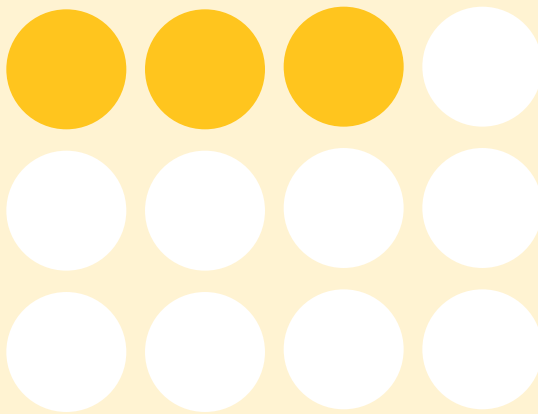
High strategic priority, especially in off-peak travel and cultural/wellness campaigns
Strong representation from **Germany, Netherlands, and USA**. They travel for slow culture, design, saunas, and nature with meaning. They’re **interested in wellness retreats, sustainable cities, and immersive off-season experiences**.

Messaging Priorities

- Highlight wellness rituals, slow travel, clean design
- Promote Helsinki as a peaceful, soulful Nordic city
- Lean into sustainability, safety, and authenticity

23%

of Helsinki's total international visitors (947K visits)



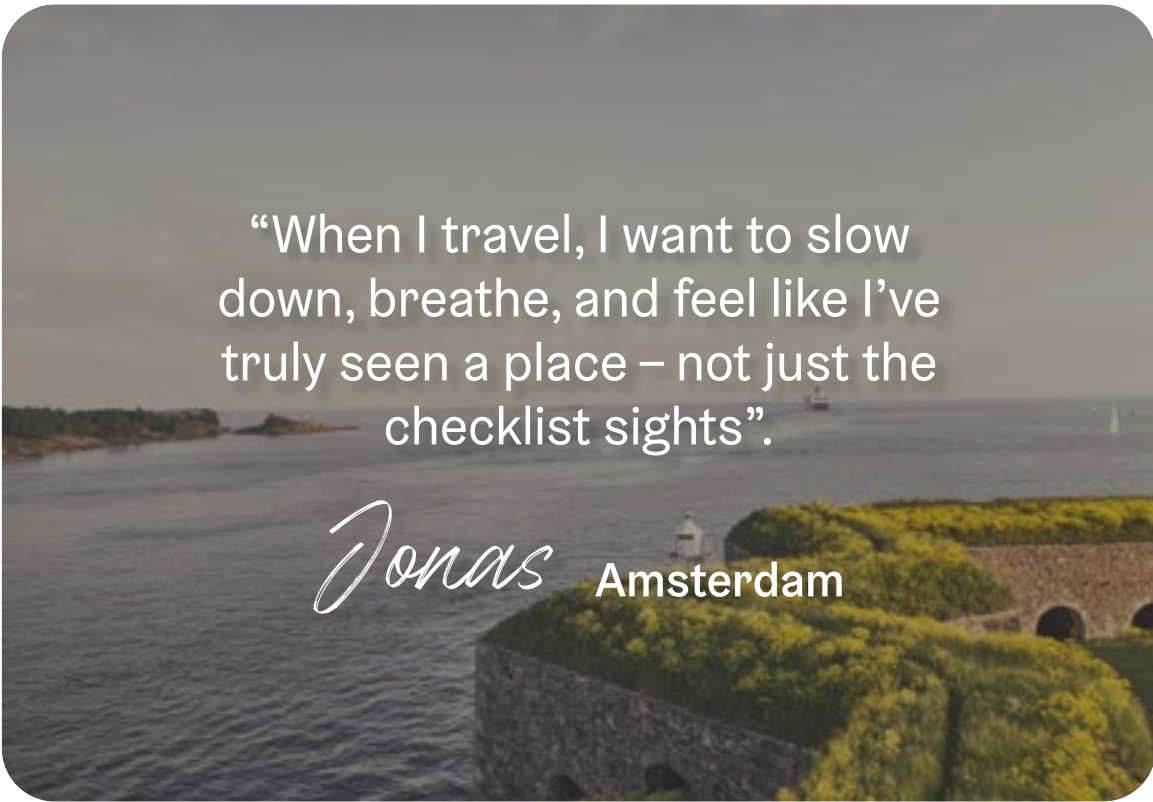
Channels

Targeting



Podcasts, lifestyle newsletters, cultural publications, Facebook. Trusts word-of-mouth and editorial content.

Lifestyle blogs, podcasts, wellness platforms, conscious travel content. Collaborate with boutique operators and eco-retreat curators.



Matching Helsinki Experiences

1. Löyly Or Kulttuurisauna – Iconic Sea-Facing Saunas
2. Lammasaari Boardwalk – Nature Escape In The City
3. Ateneum Or Amos Rex – Art, Culture, And Reflection
4. Nolla Or Maannos – Conscious Nordic Dining



Design & dining connoisseur

Luca, 48 Food critic | Milan

Solo or couple traveller, design-literate, experience-first, high-income, slow but selective planner.

Food

Culture

Shopping

Nature

Demographics

Age	Primarily +45
Gender	Male-skewed (58% of foodies)
Group type	Solo or couple
Top markets	Germany, Netherlands, Sweden, USA, Italy
Planning	3–6 months ahead
Overnights	3–5 nights
Spend	€1,200–€1,800 per trip
Income	High

Strategic Positioning

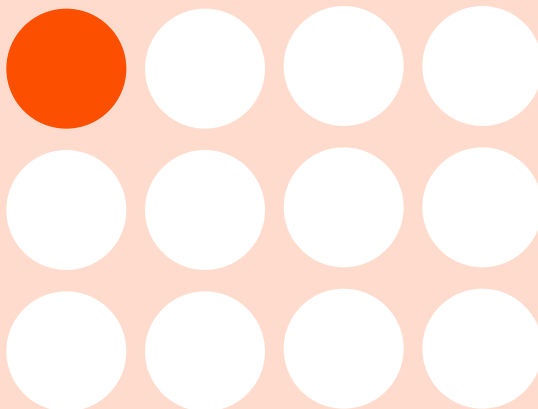
Strategic **niche priority** due to **high spend**, cultural influence, and potential for premium campaigns. Strongest representation from Germany, Netherlands, and Sweden. He’s in search of **sensory storytelling through food and architecture**. Seeks encounters with creators, **hidden design spots**, and **high-end culinary experiences**.

Messaging Priorities

- Establish Helsinki as the culinary + design capital of the Nordics
- Promote chef-led tours, editorial storytelling, and design trails
- Use visual-first campaigns and curated partnerships

2%

of Helsinki's total international visitors(estimated ~89K visits based on border survey)



Channels

Targeting



Editorial food/design magazines, Pinterest, curated newsletters, niche design networks

High-end travel editorials, design blogs, food media. Partner with boutique culinary and architecture agents.



Matching Helsinki Experiences

1. Grön or The Room – Award-winning New Nordic cuisine
2. Design Museum + Aalto House – Nordic design heritage
3. Studio Kukkapuro or Lokal Gallery – Hidden design gems
4. Boutique hotels (U14 / Helka) – Stay in style

Appendix

Visit Finland Segments



Nature lover

- Seeking to see and experience the wonders nature has to offer. Traveller segment that is widely interested in nature and related phenomena. National parks, wildlife and arctic nature are example of topics that arouse interest. Somewhat interested in hiking but not very into other sports.
- Draws inspiration for travel planning especially from online searches and national or local travel websites
- Less frequent traveller than average
- Slightly below average travel budget

EVEN GENDER SPLIT

Men 50% / women 50%

WIDE AGE SPREAD

Under 45 years of age 43% /
over 45 years of age 57%

MOST OFTEN FROM NETHERLANDS OR UK

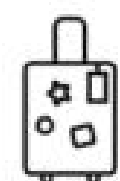
Netherlands 14% / UK 14% /
France 13% / Germany 13% /
Spain 12% / USA 12% / Italy
12% / Sweden 11%

TRAVELLER PROFILE

PLANNING



TRAVELLING EXPERIENCE



DESIRE FOR NEW



SUSTAINABILITY

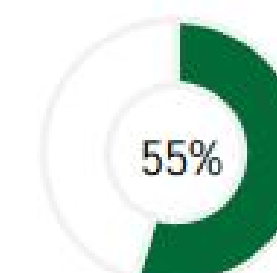


DIGITAL FLUENCY

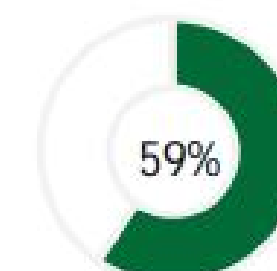
Heavy on online search and less active on newer social media platforms. Little over half share experiences actively (below average in sharing).

PLANNING STYLE

Likes to plan the vacations quite well. Time wise starts making travel plans for international vacations typically 3-6 months or even up to a year ahead of time



SHARE EXPERIENCES ACTIVELY
IN SOCIAL MEDIA



MAKES PLANS MORE THAN 3
MONTHS AHEAD OF TIME

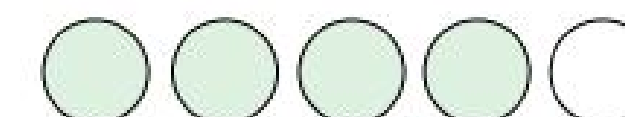
TRAVEL FREQUENCY

24% more than 1 trip a year
(total sample avg 26%)

VALUE



POTENTIAL FOR FINLAND





Wellbeing seeker

- A segment interested in relaxation, tranquility and well-being. Massage, wellness retreat or a visit in a spa is likely to be interesting.
- Draws inspiration from experiences from family and friends and travel agencies. Relies also on reviews when choosing a travel destination
- Below average travel frequency
- Budget conscious, looks actively for the best deals and affordable options. Budget is likely to be under the average.

MORE OFTEN WOMEN

Women 63% / Men 37%

MOST OFTEN 35-54 YRS

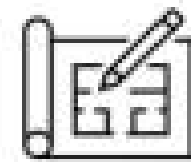
35-54 years of age 47%

MOST OFTEN SPAIN, ITALY OR GERMANY

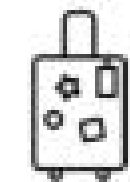
Spain 17% / Italy 17% / Germany 16% / USA 11% / Netherlands 11% / Sweden 11% / UK 10% / France 7%

TRAVELLER PROFILE

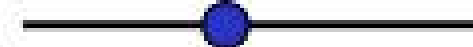
PLANNING



TRAVELLING EXPERIENCE



DESIRE FOR NEW

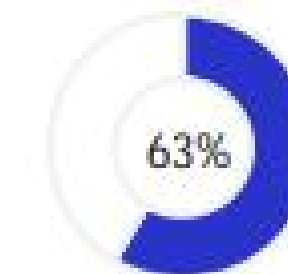


SUSTAINABILITY



DIGITAL FLUENCY

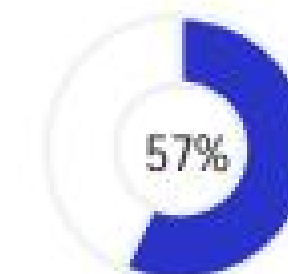
Emphasis on using online search and Facebook. Less active on newer social media channels. Relatively active in sharing experiences in social media (slightly above average in sharing).



SHARE EXPERIENCES ACTIVELY IN SOCIAL MEDIA

PLANNING STYLE

Wellbeing seekers plan their travels quite carefully. Time wise starts making travel plans for international vacations most typically 3-6 months ahead of time



MAKES PLANS MORE THAN 3 MONTHS AHEAD OF TIME

TRAVEL FREQUENCY

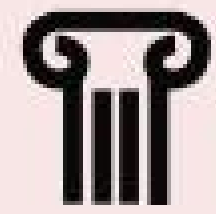
22% more than 1 trip a year (total sample avg 26%)

VALUE



POTENTIAL FOR FINLAND





Culture traveller

- Traveller segment that is eager to learn new and has a wide interest to different culture related topics such as history, design, art and architecture. Cities and urban destinations are interesting.
- Wide interest in all cultural offering and historical sights. Lower interest for sports, beach or nature destinations.
- Profiling sources of inspiration are national or local travel websites, travelling related literature, travelling related TV series or movies and articles in newspapers and magazines.
- Above average travel frequency
- High purchasing power. Unlikely to be very price sensitive and travelling budget is typically above average

EVEN GENDER SPLIT

Men 50% / women 50%

OLDER AGE PROFILE

over 55 years of age 44%

MOST OFTEN FROM SPAIN

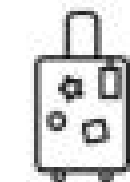
Spain 18% / Italy 15% /
USA 14% / Sweden 12% /
UK 11% / France 11% /
Netherlands 11% /
Germany 10%

TRAVELLER PROFILE

PLANNING



TRAVELLING EXPERIENCE



DESIRE FOR NEW



SUSTAINABILITY

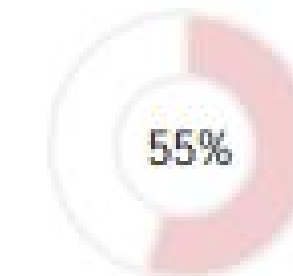


DIGITAL FLUENCY

Altogether slightly less active in digital channels. Little over half share experiences actively (below average in sharing).

PLANNING STYLE

A thorough planner in terms of vacations. Time wise starts making travel plans for international vacations 3-6 months or less than 3 months ahead of time



SHARE EXPERIENCES ACTIVELY IN SOCIAL MEDIA



MAKES PLANS LESS THAN 3 MONTHS AHEAD OF TIME

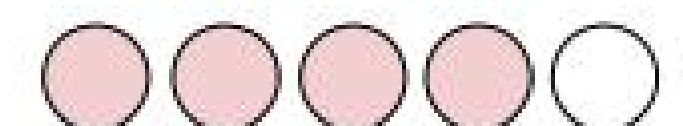
TRAVEL FREQUENCY

28% more than 1 trip a year (total sample avg 26%)

VALUE



POTENTIAL FOR FINLAND





Lifestyle traveller

- A segment that is interested in travelling off the beaten track and finding authentic local culture and lifestyle. Is open to experiences and interested in getting to know a wide variety of destinations. Interested in new and wants to avoid known tourist destinations
- Interest areas combine topics related to both culture and nature. Touring and roundtrips are interesting. Wants to be active and experience on vacation and not to stay put
- Draws inspiration for travel planning especially from online searches, national or local travel websites, travelling related literature and articles in newspapers and magazines.
- Average travel frequency, most typically travels once per year
- A moderate spender

EVEN GENDER SPLIT

Men 50% / women 50%

OLDER AGE PROFILE

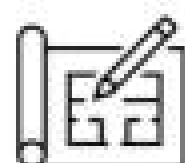
Over 45 years of age 64%

MOST OFTEN FROM SPAIN OR THE NETHERLANDS

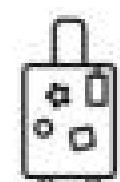
Spain 14% / Netherlands 14% / USA 13% / Germany 13% / France 13% / UK 12% / Sweden 11% / Italy 10%

TRAVELLER PROFILE

PLANNING



TRAVELLING EXPERIENCE



DESIRE FOR NEW



SUSTAINABILITY



DIGITAL FLUENCY

Heavy on online search and less active on newer social media platforms. Little over half share experiences actively (below average in sharing).

PLANNING STYLE

Plans to some degree however not the most thorough planner. Starts making travel plans earlier than on average, typically makes plans for international vacations 3-6 months ahead of time.



SHARE EXPERIENCES ACTIVELY IN SOCIAL MEDIA



MAKES PLANS MORE THAN 3 MONTHS AHEAD OF TIME

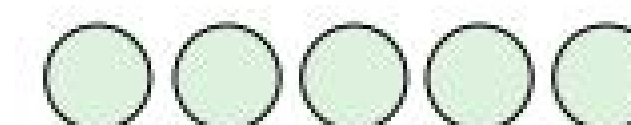
TRAVEL FREQUENCY

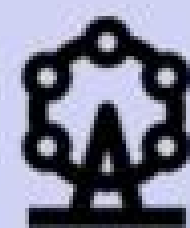
26% more than 1 trip a year (total sample avg 26%)

VALUE



POTENTIAL FOR FINLAND





City life enthusiast

- A segment that is interested in the city's entertainment offerings for example concerts, events, and nightlife. Also a visit to an amusement park or a shopping trip is likely be interesting
- Draws inspiration from experiences from family and friends, stories from social media, travel agencies, advertisements and influencers
- Below average travel frequency
- Budget conscious, looks actively for the best deals and affordable options. Budget is likely to be under the average.

EVEN GENDER SPLIT

Men 50% / Women 49% / Other 1%

YOUNGER AGE PROFILE

Under 45 years of age 66%

MOST OFTEN FROM USA OR SPAIN

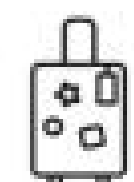
USA 18% / Spain 15% / France 12% / Germany 12% / UK 12% / Italy 10% / Netherlands 10% / Sweden 10%

TRAVELLER PROFILE

PLANNING



TRAVELLING EXPERIENCE



DESIRE FOR NEW



SUSTAINABILITY

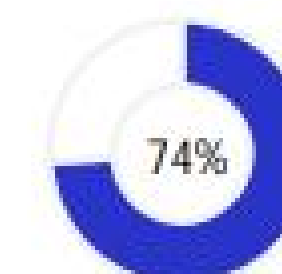


DIGITAL FLUENCY

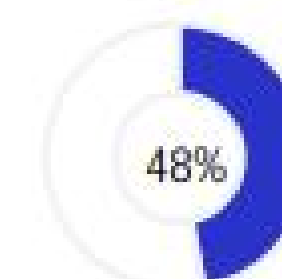
Broad and active user of different digital media channels from Facebook and youtube to Tik Tok and Snapchat. Very active in sharing experiences in social media (clearly above average in sharing).

PLANNING STYLE

City life enthusiasts tend to make careful plans for their travels. In terms of timing, this segment consists of both travelers who begin planning well in advance and those who make more spontaneous and last-minute travel plans.



SHARE EXPERIENCES ACTIVELY IN SOCIAL MEDIA



MAKES PLANS LESS THAN 3 MONTHS AHEAD OF TIME

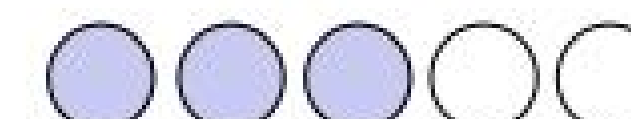
TRAVEL FREQUENCY

24% more than 1 trip a year (total sample avg 26%)

VALUE



POTENTIAL FOR FINLAND





Ψ Foodie

- Traveller segment that is interested in both fine dining and local food culture. A visit to a winery or brewery would also be interesting.
- Food is important for all segments however this particular segment travels specifically in pursuit of culinary experiences
- Draws inspiration for travel planning from online search and travelling related literature, travelling related TV series or movies and articles in newspapers or magazines
- Frequent traveler
- Of all segments Foodies use on average the most money on trips

EMPHASIS ON MEN

Men 58% / women 42%

OLDER AGE PROFILE

over 45 years of age 69%

MOST OFTEN FROM SWEDEN OR SPAIN

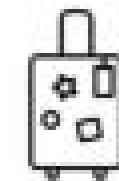
Sweden 16% / Spain 15%
/ USA 13% / UK 13% /
Italy 11% / France 11% /
Germany 11% /
Netherlands 8%

TRAVELLER PROFILE

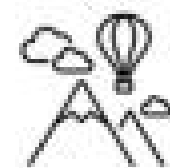
PLANNING



TRAVELLING EXPERIENCE



DESIRE FOR NEW



SUSTAINABILITY

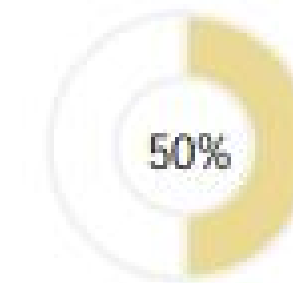


DIGITAL FLUENCY

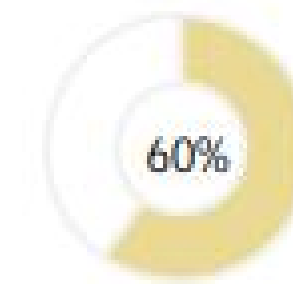
Heavy on online search and altogether slightly less active in digital channels. Half of the segment share experiences actively (below average in sharing).

PLANNING STYLE

Likes to plan vacations quite well. Time wise starts making travel plans for international vacations typically 3-6 months ahead of time



SHARE EXPERIENCES ACTIVELY
IN SOCIAL MEDIA

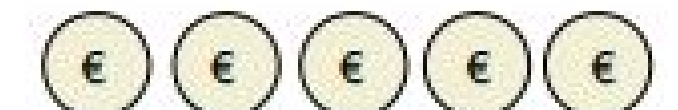


MAKES PLANS OVER 3
MONTHS AHEAD OF TIME

TRAVEL FREQUENCY

31% more than 1 trip a year
(total sample avg 26%)

VALUE



POTENTIAL FOR FINLAND





Wellbeing seeker

- A segment interested in relaxation, tranquility and well-being. Massage, wellness retreat or a visit in a spa is likely to be interesting.
- Draws inspiration from experiences from family and friends and travel agencies. Relies also on reviews when choosing a travel destination
- Below average travel frequency
- Budget conscious, looks actively for the best deals and affordable options. Budget is likely to be under the average.

MORE OFTEN WOMEN

Women 63% / Men 37%

MOST OFTEN 35-54 YRS

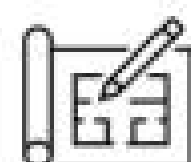
35-54 years of age 47%

MOST OFTEN SPAIN, ITALY OR GERMANY

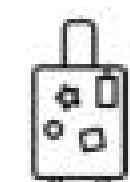
Spain 17% / Italy 17% /
Germany 16% / USA 11%
/ Netherlands 11% /
Sweden 11% / UK 10% /
France 7%

TRAVELLER PROFILE

PLANNING



TRAVELLING
EXPERIENCE



DESIRE
FOR NEW



SUSTAINABILITY



DIGITAL FLUENCY

Emphasis on using online search and Facebook. Less active on newer social media channels. Relatively active in sharing experiences in social media (slightly above average in sharing).



SHARE EXPERIENCES ACTIVELY
IN SOCIAL MEDIA

PLANNING STYLE

Wellbeing seekers plan their travels quite carefully. Time wise starts making travel plans for international vacations most typically 3-6 months ahead of time



MAKES PLANS MORE THAN 3
MONTHS AHEAD OF TIME

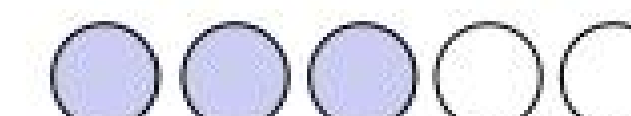
TRAVEL FREQUENCY

22% more than 1 trip a year
(total sample avg 26%)

VALUE



POTENTIAL FOR FINLAND



MatkailijaMittari



Border Survey
MatkailijaMittari
Visit Finland

Year

Qrt

Month

Latest 12 m...

Departure region

Departure country

Travel Destinations

Travel type

Travel Purpose

Transportation

Travelling with

Nights spent

Start/end date

Menu

Uusimaa (Maakunta ...)

All

All

All

Yes latest 1...

All

United States

All

All

03/2024

02/2025



Trips
167K



Overnights
865K
In main destinations



Share of overnights
93 %
In main destination



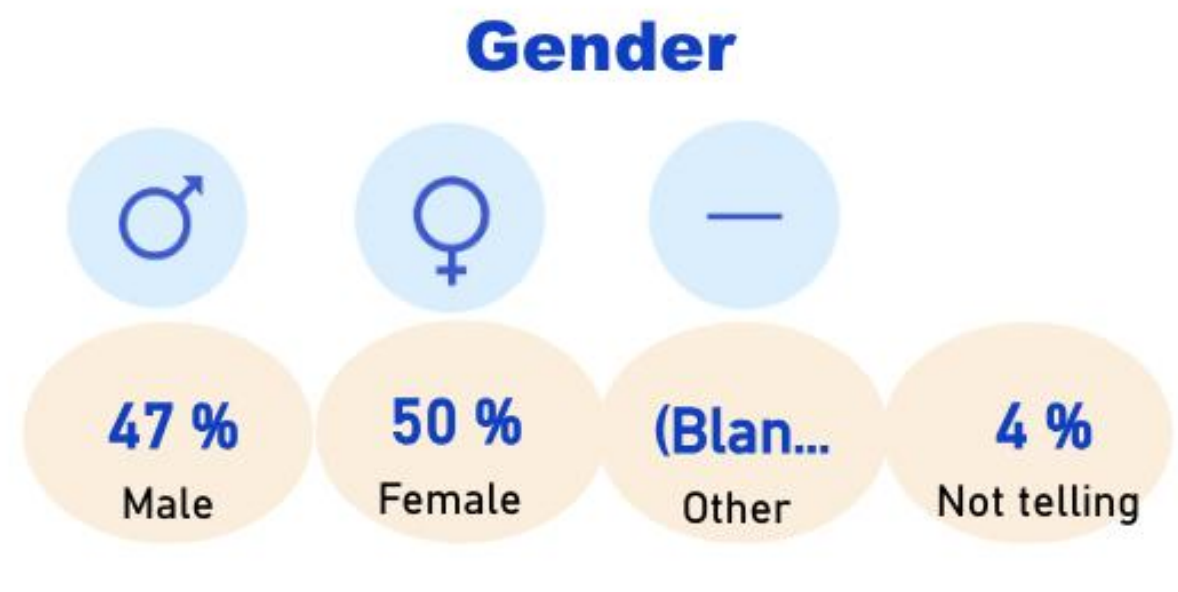
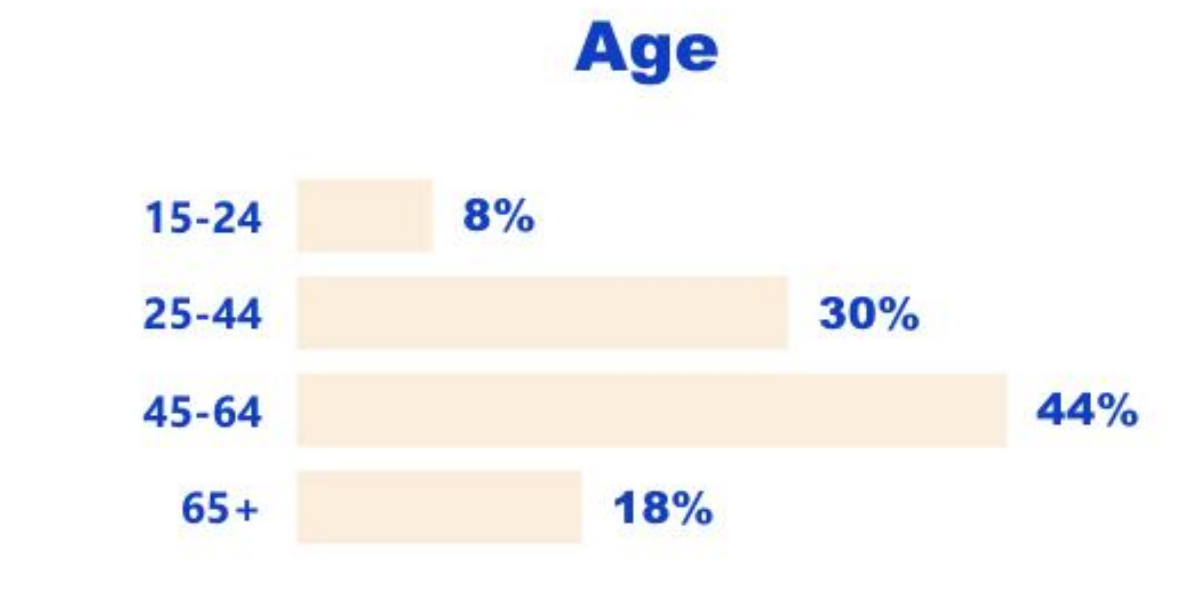
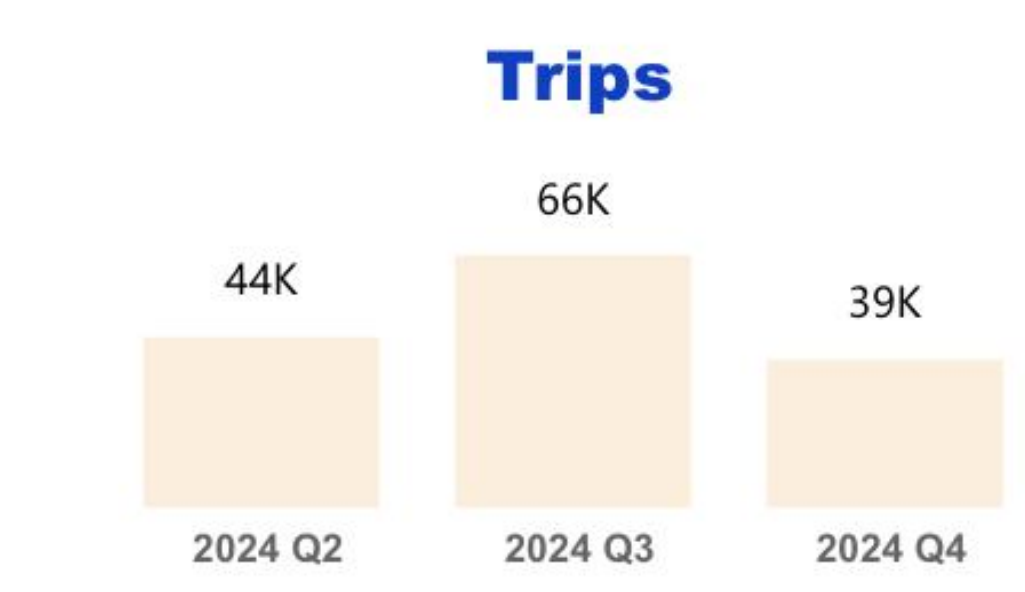
Median length of stay
4
In main destination



Carbon efficiency
1.1

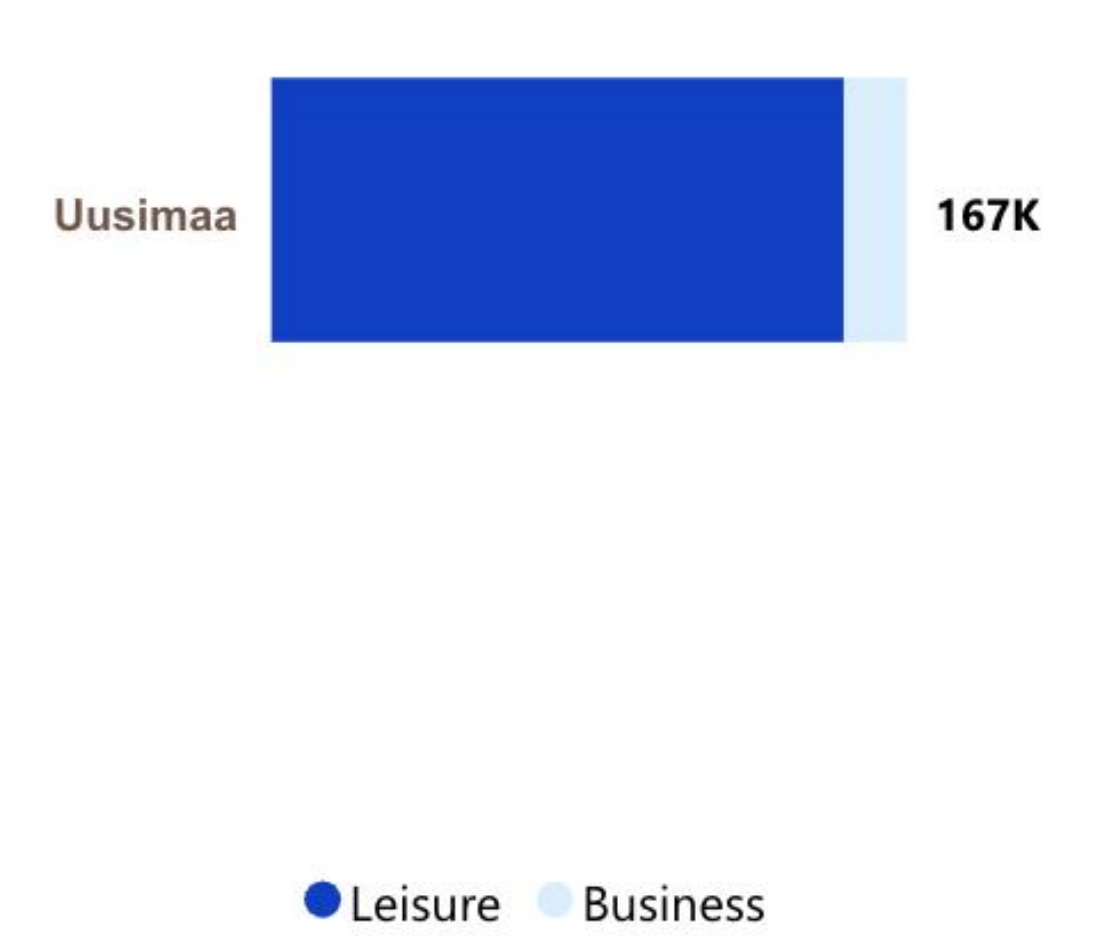
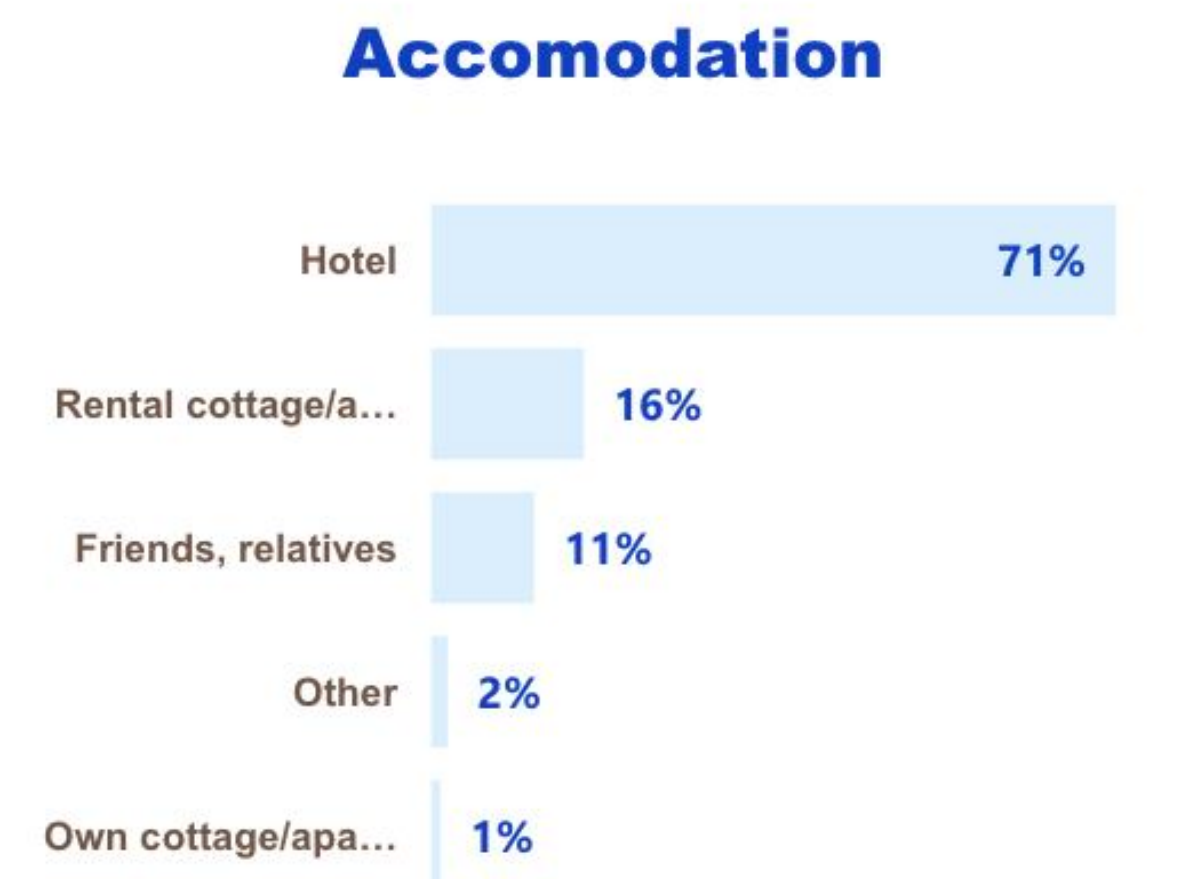
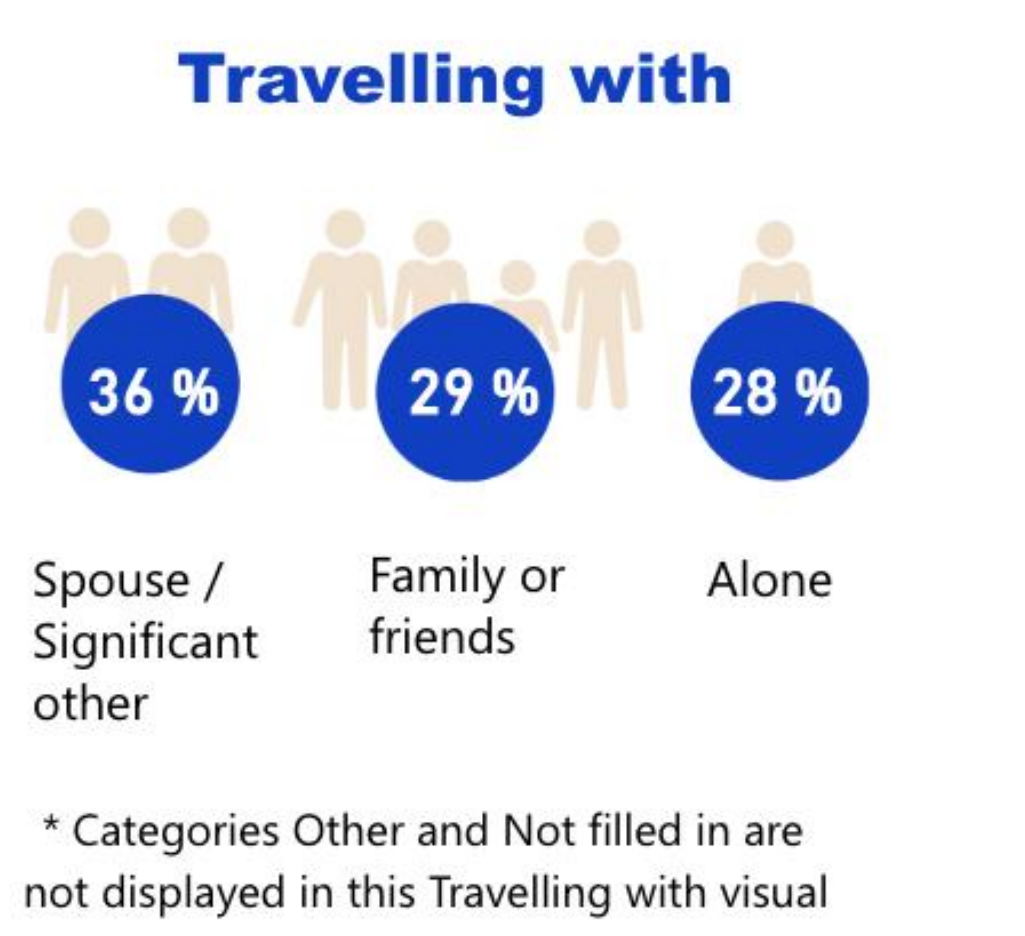
Click for previous year comparison view

Municipality Province



Most visited destinations

Province





Border Survey

MatkailijaMittari

Visit Finland

Year

All

Qrt

All

Month

All

Latest 12 m...

Yes latest 1...

Departure region

All

Departure country

United Kingdom

Start/end date

03/2024

02/2025

Menu

Travel Destinations

Uusimaa (Maakunta ...

Travel type

All

Travel Purpose

All

Transportation

All

Travelling with

All

Nights spent

All



Trips
144K



Overnights
405K
In main destinations



Share of overnights
94 %
In main destination



Median length of stay
2
In main destination



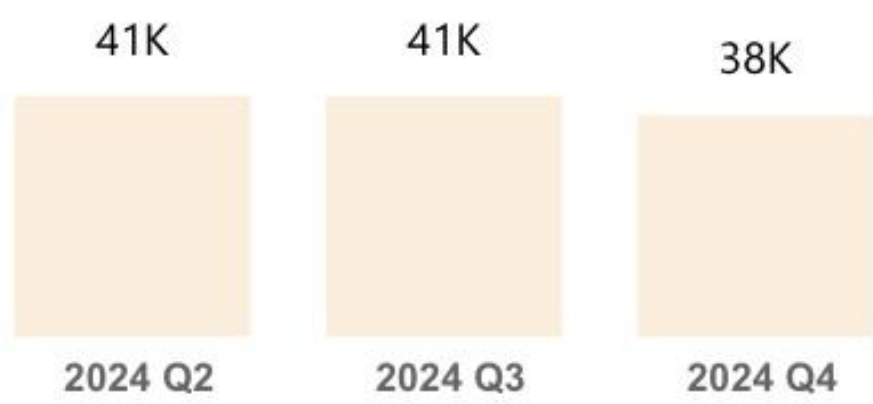
Carbon efficiency
0.9

Click for previous year comparison view

Municipality

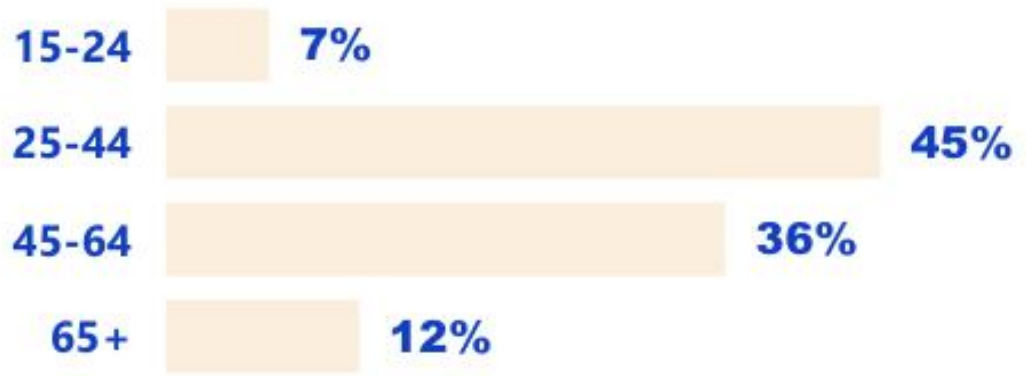
Province

Trips



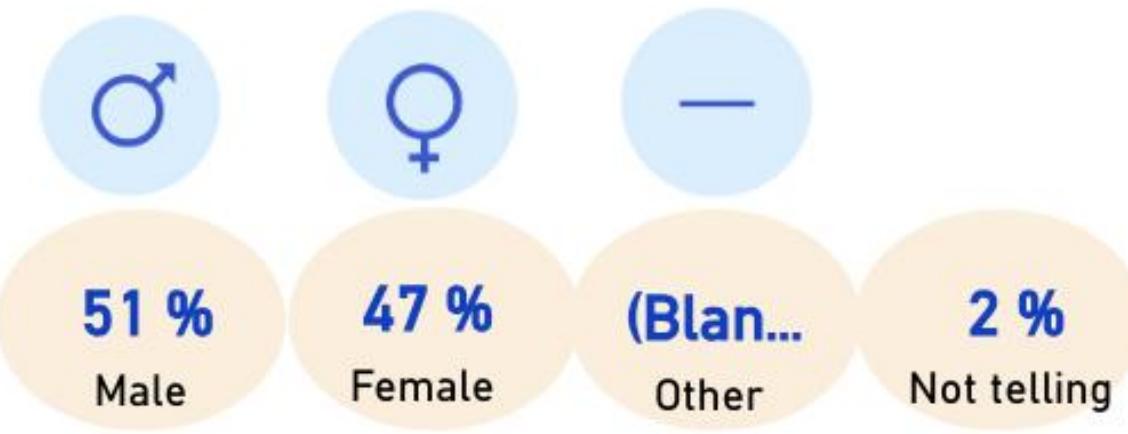
Period	Trips
2024 Q2	41K
2024 Q3	41K
2024 Q4	38K

Age



Age Group	Percentage
15-24	7%
25-44	45%
45-64	36%
65+	12%

Gender



Gender	Percentage
Male	51 %
Female	47 %
Other	(Blan...)
Not telling	2 %

Most visited destinations

Province

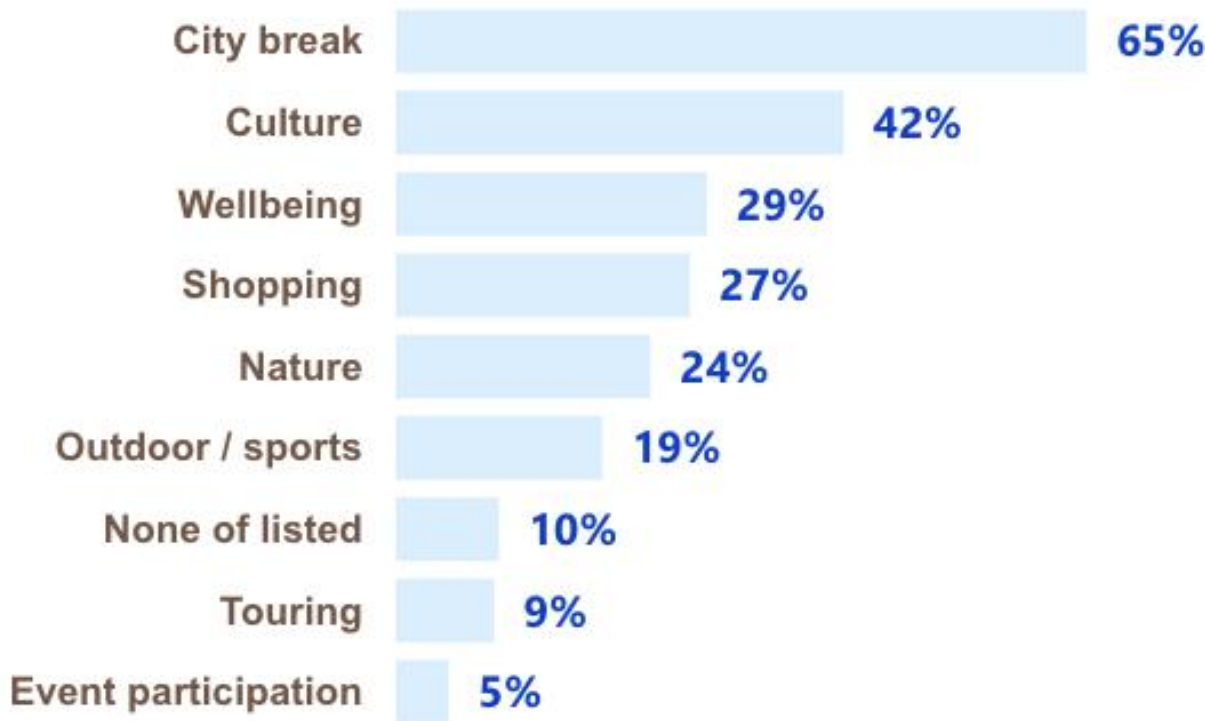
Travelling with



Category	Percentage
Spouse / Significant other	23 %
Family or friends	20 %
Alone	55 %

* Categories Other and Not filled in are not displayed in this Travelling with visual

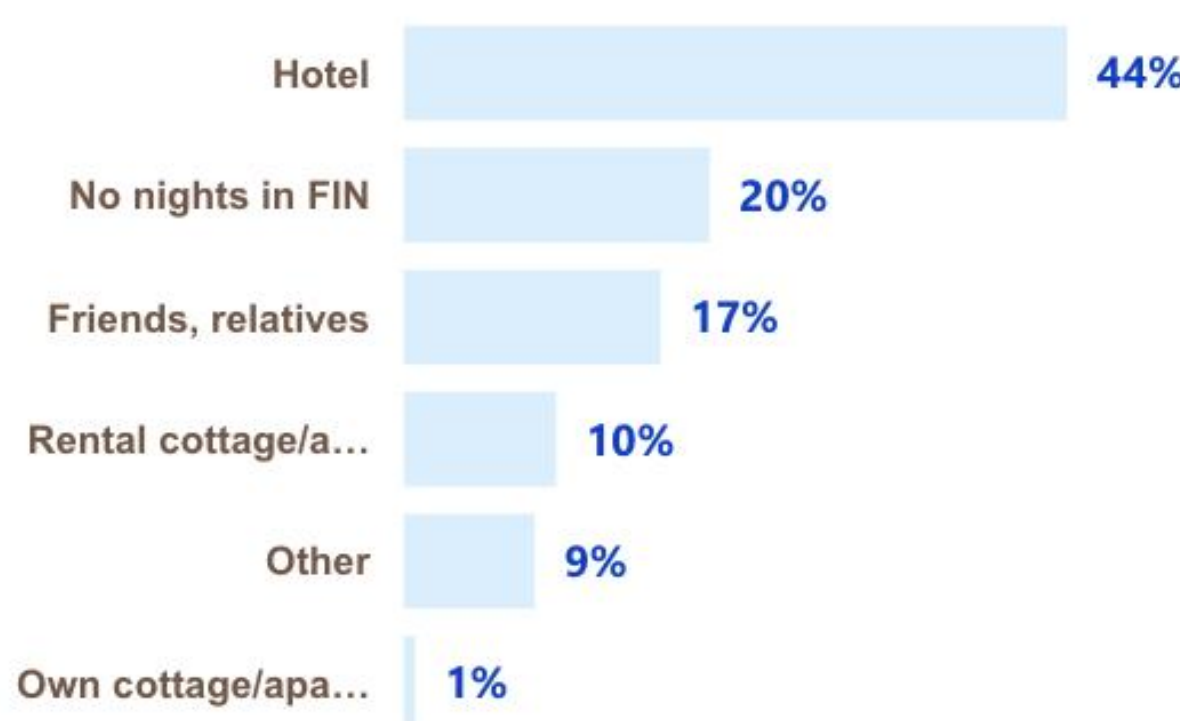
Experiences & attractions



Experience	Percentage
City break	65%
Culture	42%
Wellbeing	29%
Shopping	27%
Nature	24%
Outdoor / sports	19%
None of listed	10%
Touring	9%
Event participation	5%

Respondent can select max 3 options

Accommodation



Accommodation	Percentage
Hotel	44%
No nights in FIN	20%
Friends, relatives	17%
Rental cottage/a...	10%
Other	9%
Own cottage/ap...	1%

Uusimaa



144K

● Leisure

● Business



Matkat

457K

Alue pääkohteena (sis. päivamatkat)



Vierailut alueelle

584K

Vain yön yli vierailut



Alueen yöpymiset

3,607K



Alue pääkohteena

87 %



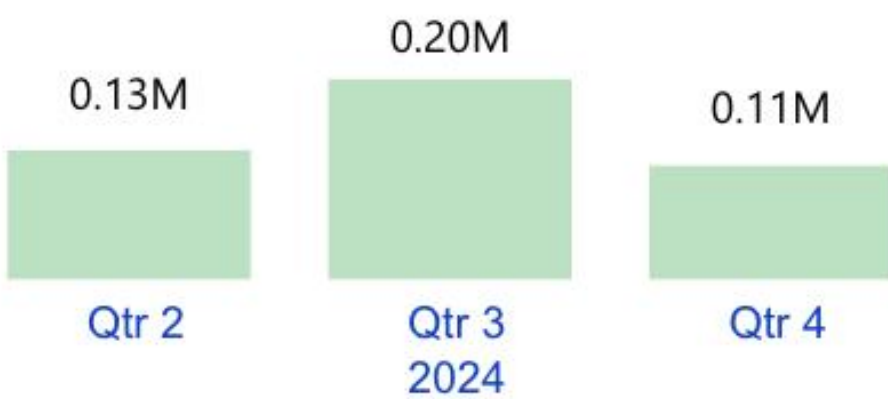
Mediaani viipymä

4

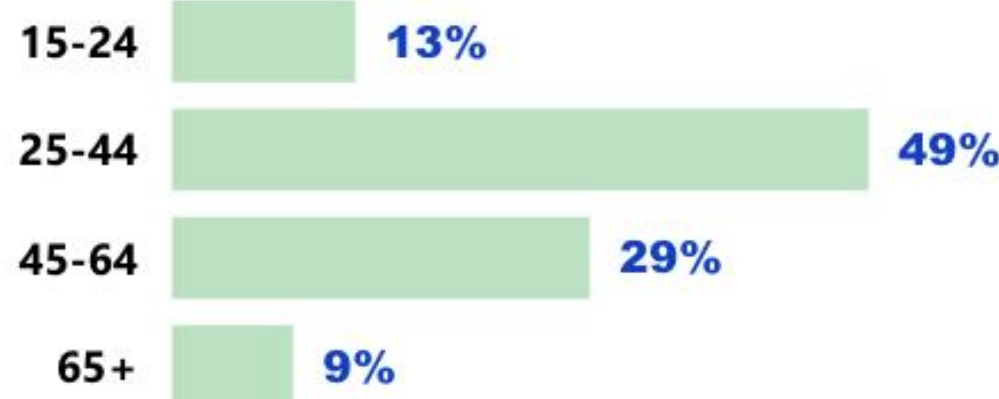
Mediaaniviipymä

Siirry Edellinen vuosi vertailu näkymään

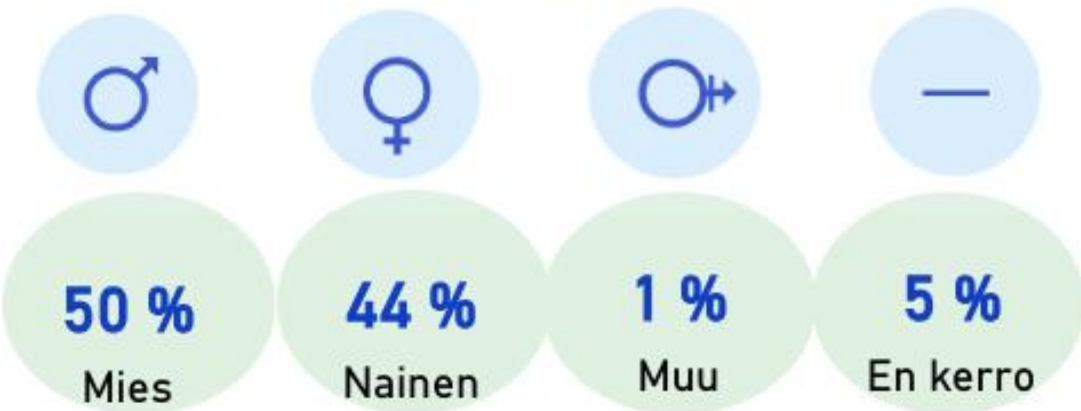
Vierailut alueelle



Ikä



Sukupuoli



Maa

Maanosa

Alueen suurimmat matkailijavirrat

Maa

Matkaseurue



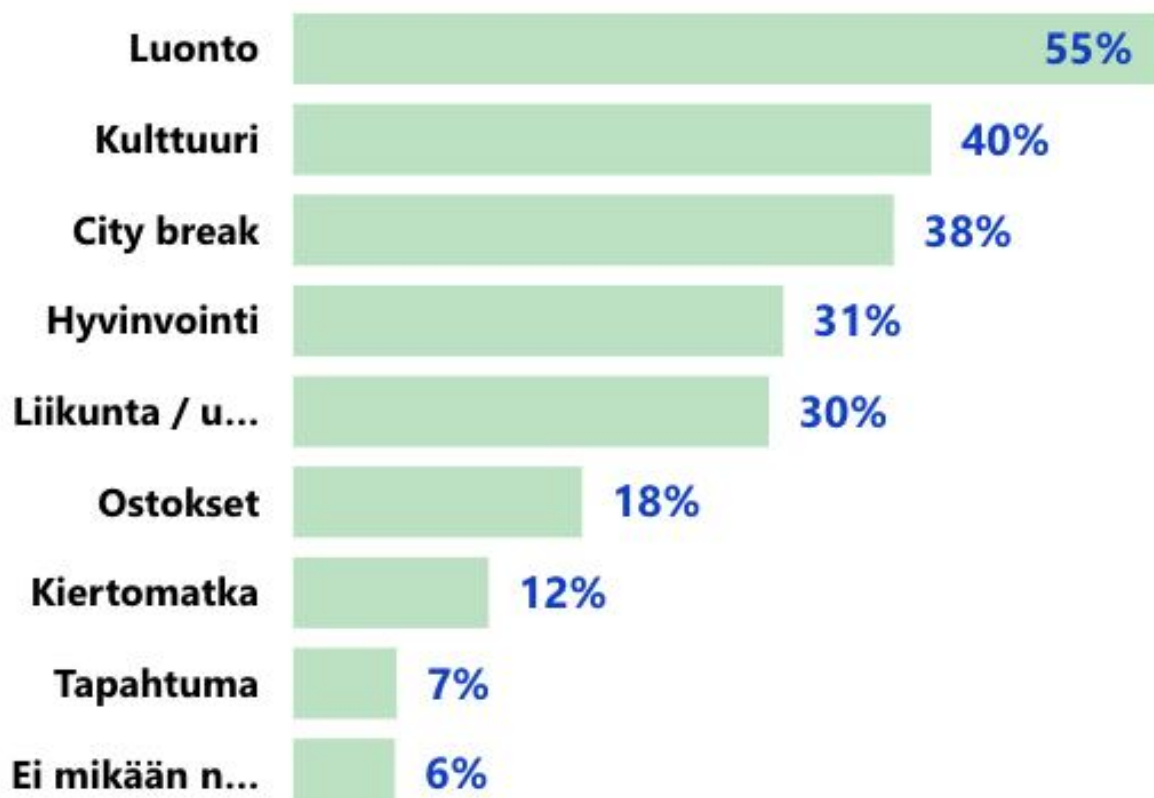
Puoliso / kumppani

Perhe, sukulaiset, ystävät

Yksin

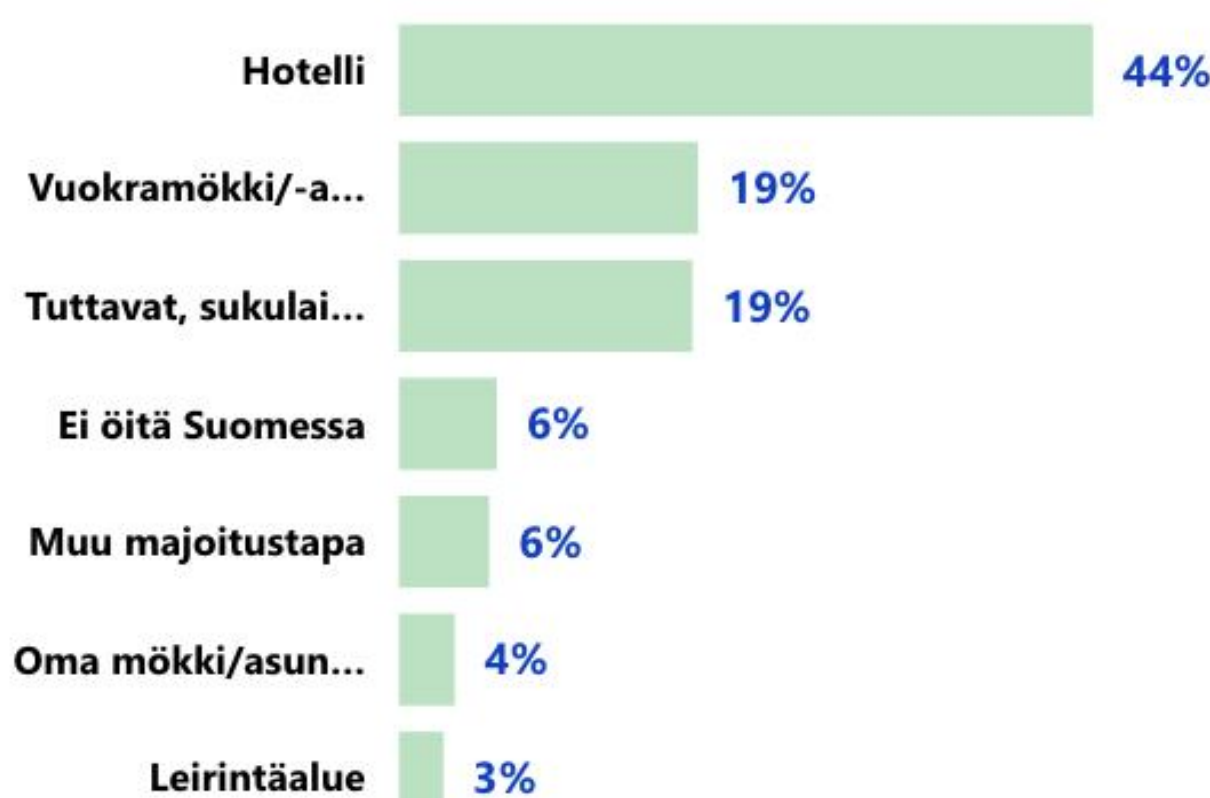
* Kategoriat Muu ja Ei vastattu eivät näy tässä Matkaseurue-visuaalissa.

Elämykset ja kokemukset / Matka



Vastaaja voinut valita maksimissaan 3 vaihtoehtoa

Majoitusmuodot / Matka



Germany

584K

● Vapaa-ajan matka ● Työmatka



Border Survey

MatkailijaMittari

Visit Finland

Year

All

Qrt

All

Month

All

Latest 12 m...

Yes latest 1...

Departure region

All

Departure country

All

Start/end date

03/2024

02/2025

Menu

Travel Destinations

Uusimaa (Maakunta ...)

Travel type

All

Travel Purpose

All

Transportation

All

Travelling with

All

Nights spent

All

Traveller Portrait



Trips
2,351K



Overnights
11,253K
In main destinations



Share of overnights
92 %
In main destination



Median length of stay
3
In main destination

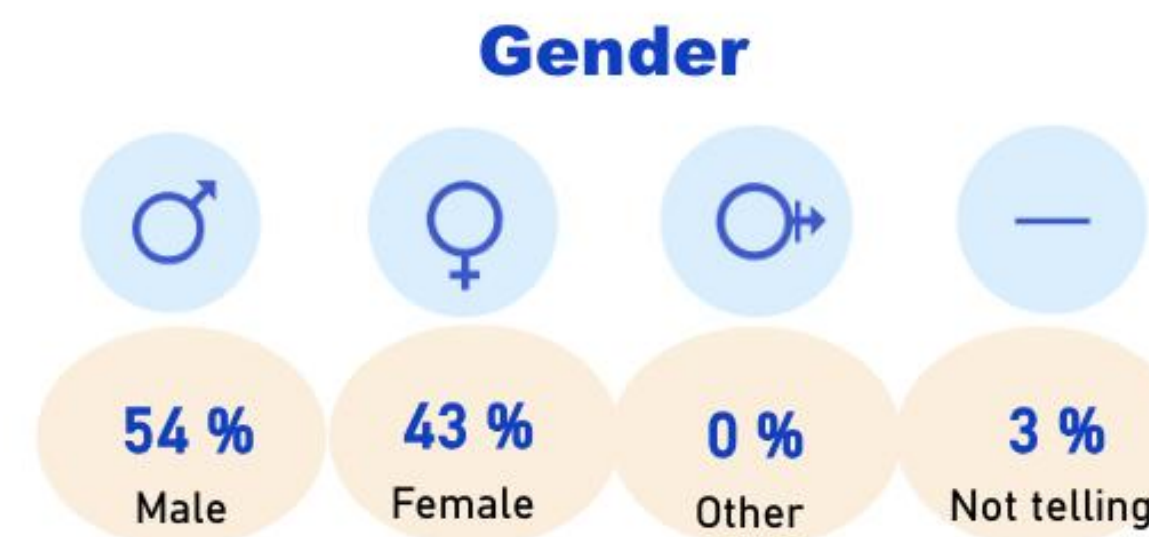
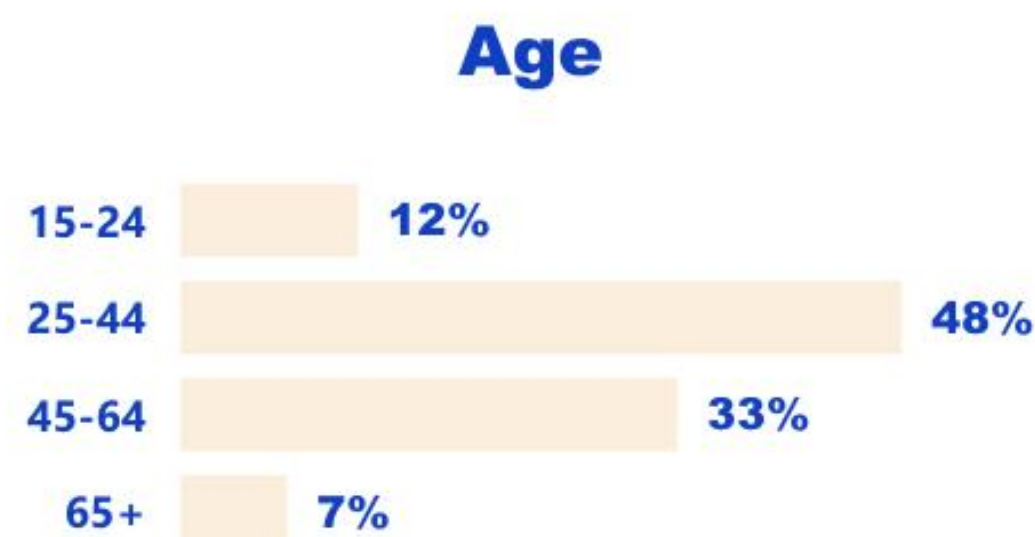


Carbon efficiency
1.1

[Click for previous year comparison view](#)

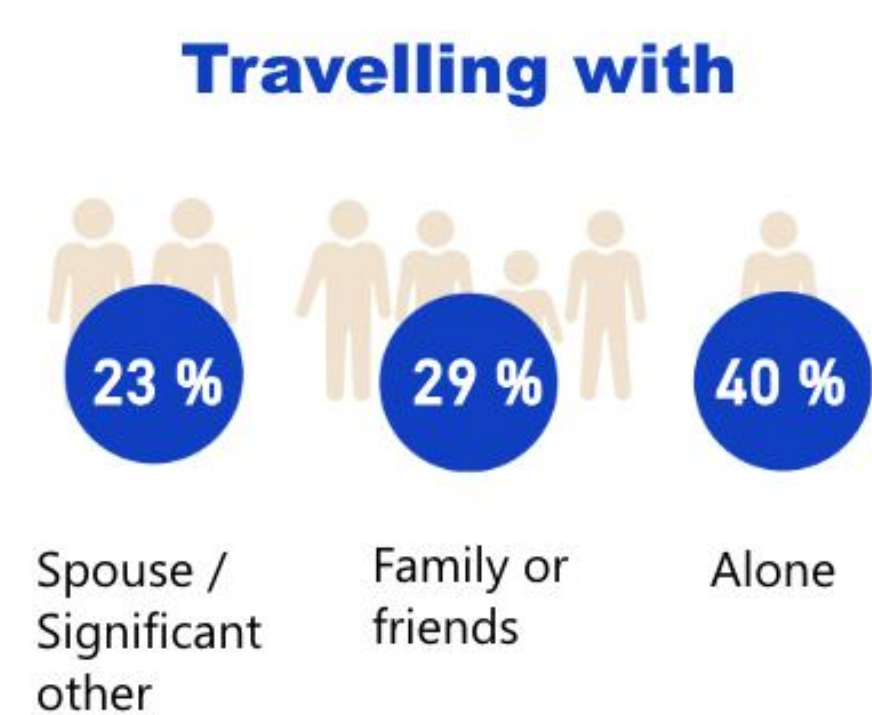
Municipality

Province

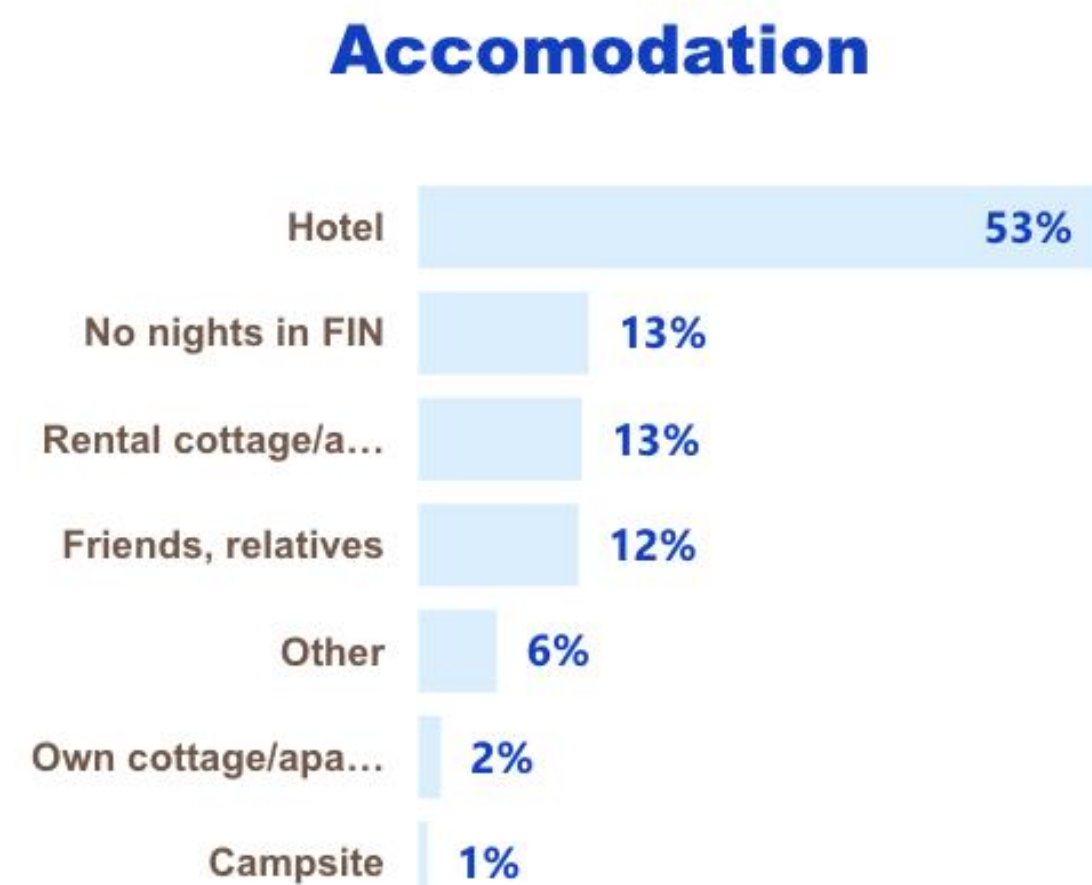


Most visited destinations

Province



* Categories Other and Not filled in are not displayed in this Travelling with visual



● Leisure ● Business



Border Survey

MatkailijaMittari

Visit Finland

Year

All

Qrt

All

Month

All

Latest 12 m...

Yes latest 1...

Departure region

All

Departure country

Sweden

Travel Destinations

Uusimaa (Maakunta ...

Travel type

All

Travel Purpose

All

Transportation

All

Travelling with

All

Nights spent

All

Start/end date

03/2024

02/2025

Menu

Traveller Portrait



Vuosi
All

Neljännes
All

Kuukausi
All

Viim. 12 kk
Yes latest...



Lähtö maanosa
All

Menestyneet matkailualueet

Alku/loppu kk



Valikko

Maa
Sweden

Maakunta
All

Kunta
All

Matkan tyyppi
All

Matkan tarkoitus
All

Matkaseurue
All

03/2024

02/2025



Matkat

494K

Alue pääkohteena (sis. päivamatkat)



Vierailut alueelle

504K

Vain yön yli vierailut



Alueen yöpymiset

3,026K



Alue pääkohteena

92 %



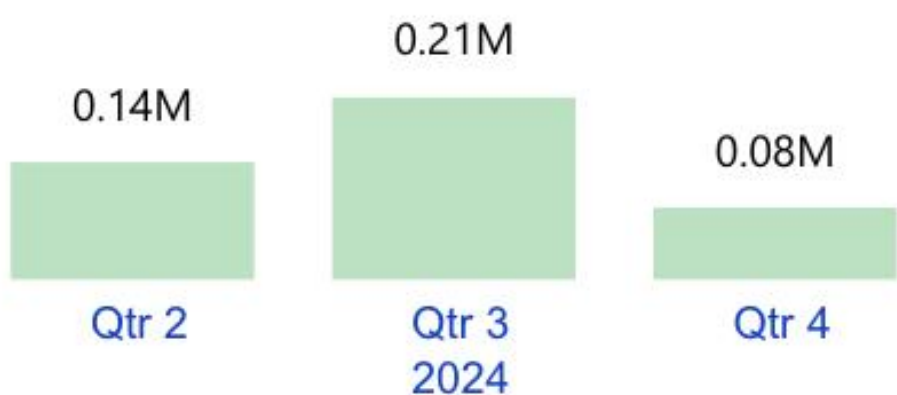
Mediaani viipymä

3

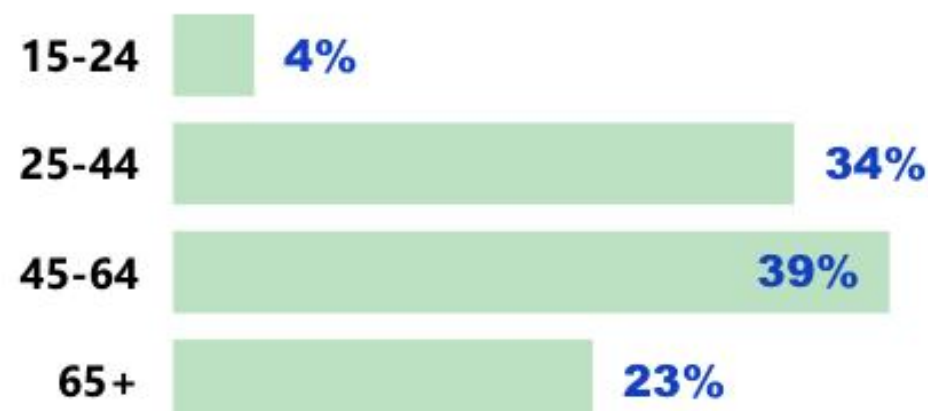
Mediaaniviipymä

Siirry Edellinen vuosi vertailu näkymään

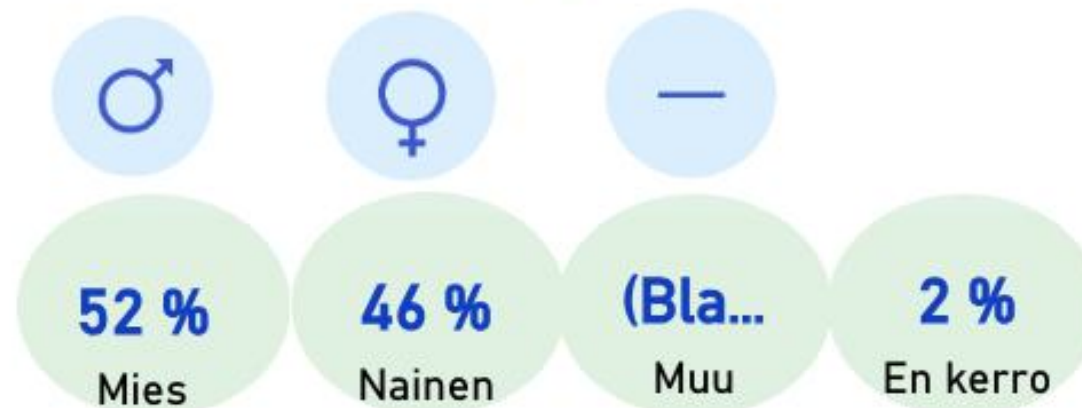
Vierailut alueelle



Ikä



Sukupuoli



Maa

Maanosa

Alueen suurimmat matkailijavirrat

Maa

Matkaseurue



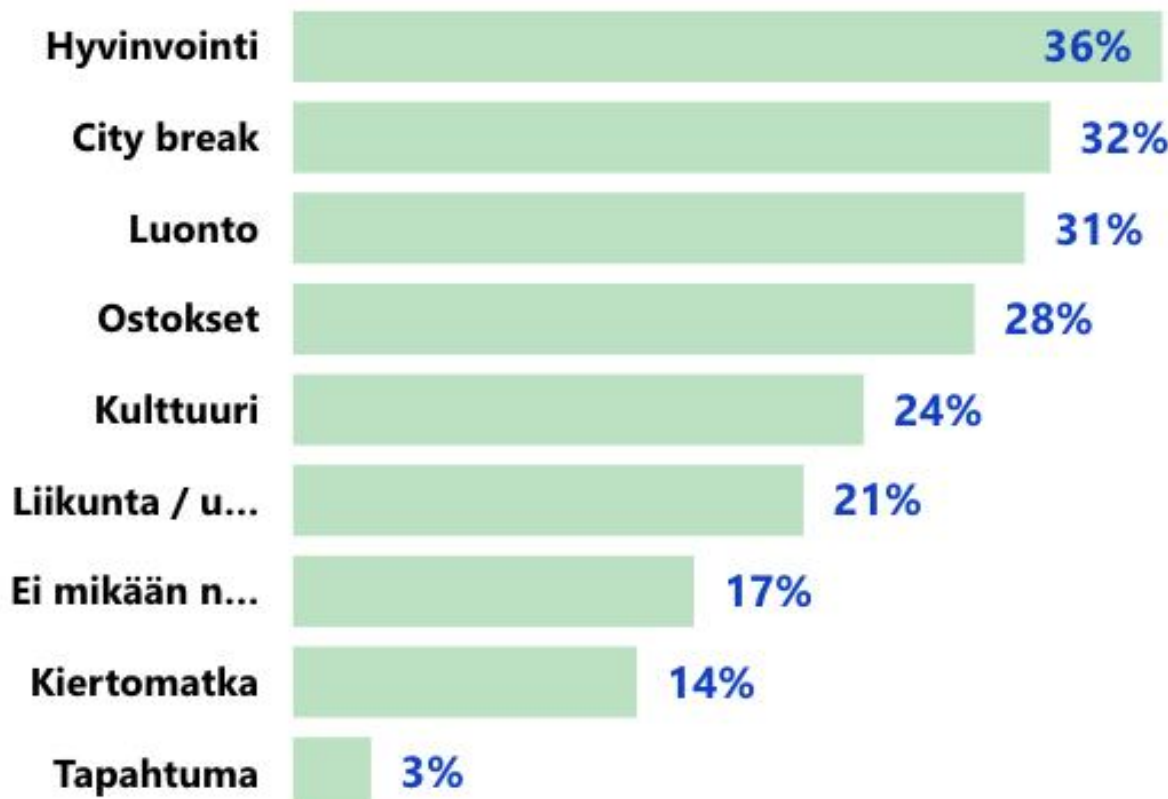
Puoliso / kumppani

Perhe, sukulaiset, ystävät

Yksin

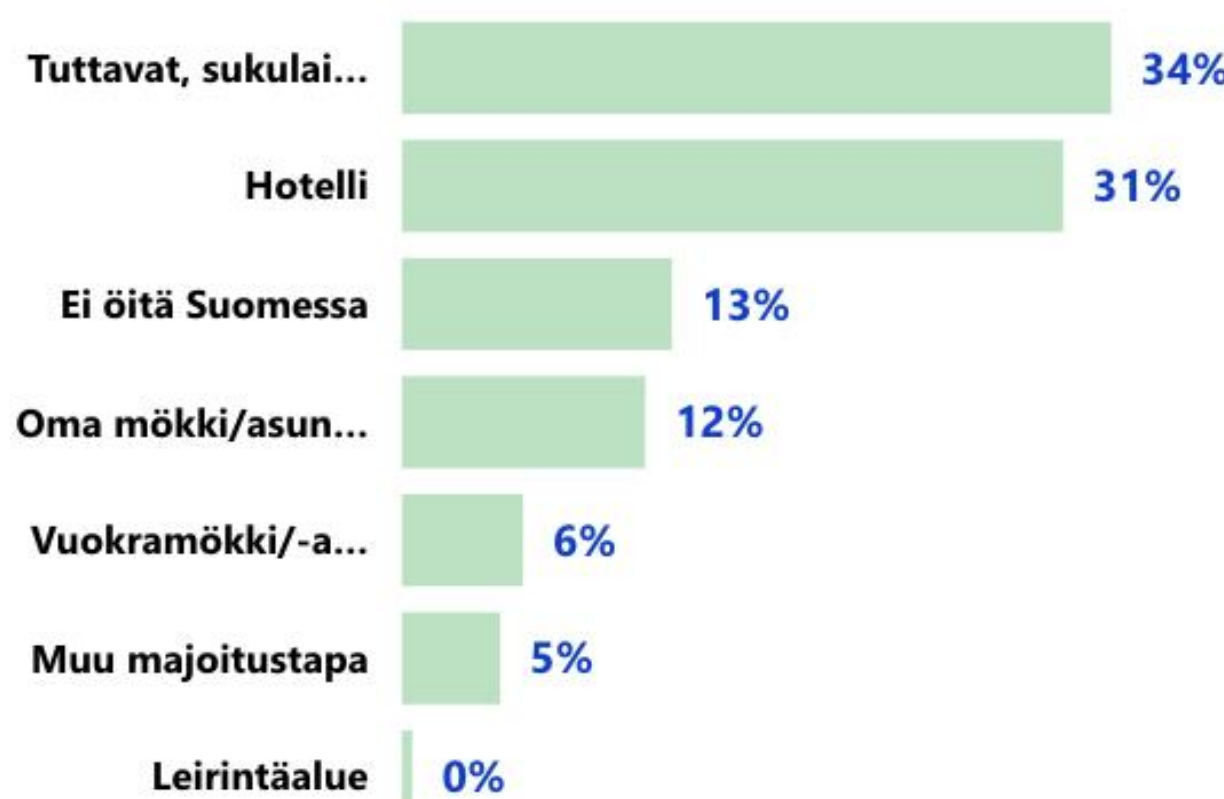
* Kategoriat Muu ja Ei vastattu eivät näy tässä Matkaseurue-visuaalissa.

Elämykset ja kokemukset / Matka



Vastaaja voinut valita maksimissaan 3 vaihtoehtoa

Majoitusmuodot / Matka



● Vapaa-ajan matka ● Työmatka

MatkailijaMittari

Oct 15 2025



Year

All

Quarter

All

Month

All

Latest 12 months

Yes latest 12 mnth



Start / End date

09/2024

08/2025



Map FI EN

Departure region

All

Departure Countr...

All

Travel Destinations

All

Travel Type

All

Travel Purpose

All

Trips

5,031K

Overnight trips: 4,533K

Day trips: 498K

Spending

3,714M

€

Per trip: 738

Per day: 81

Carbon Footprint

3,243,829 tons CO2

Per trip: 645 Kg CO2

Per day: 71 Kg CO2

Profile

Advance booking time on average:

2.7 mth

Share of package trips:

8 %

59 %

Airplane

41 %

Ferry

76 %

Leisure

24 %

Business

Median length of stay

4

Likely to return to Finland on a leisure trip (scale 1-5):

3.9

Summer

3.5

Winter



Border Survey
MatkailijaMittari
Visit Finland

Year

All

Quarter

All

Month

All

Latest 12 mnth

Yes latest ...

Departure region

All

Departure Countries

All

Start / End date

09/2024

08/2025

Menu

Travel Destinations

Uusimaa (Maakunt...

Travel Type

All

Travel Purpose

All

Transportation

All

Travelling with

All

Nights spent

All

Trips
2,497K

Overnights
10,358K

Median length of stay
3

Spending €
1,350M

Carbon footprint
1,310K

Click for previous year comparison & details view

View Spending by country

Municipality

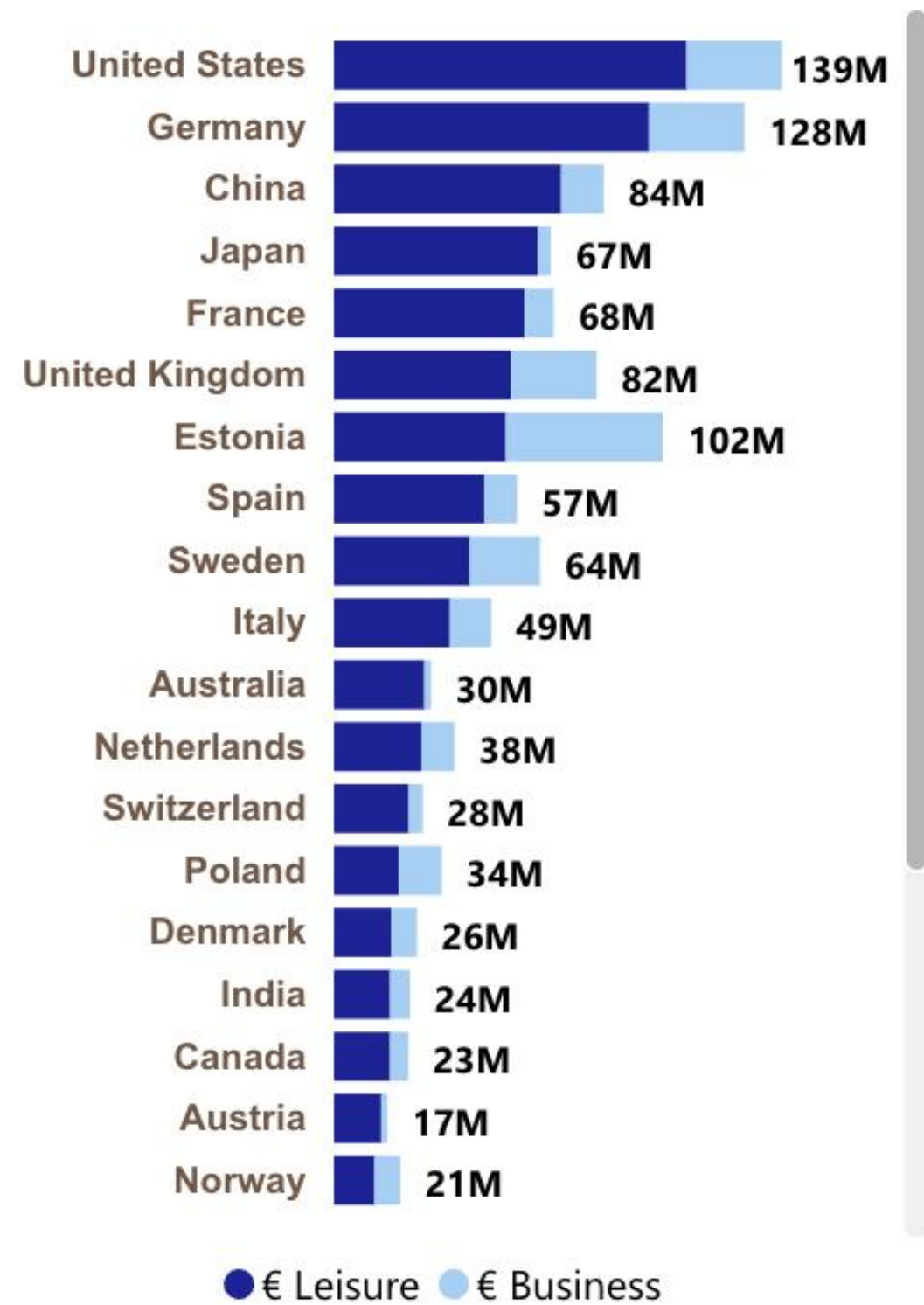
Province

€ total

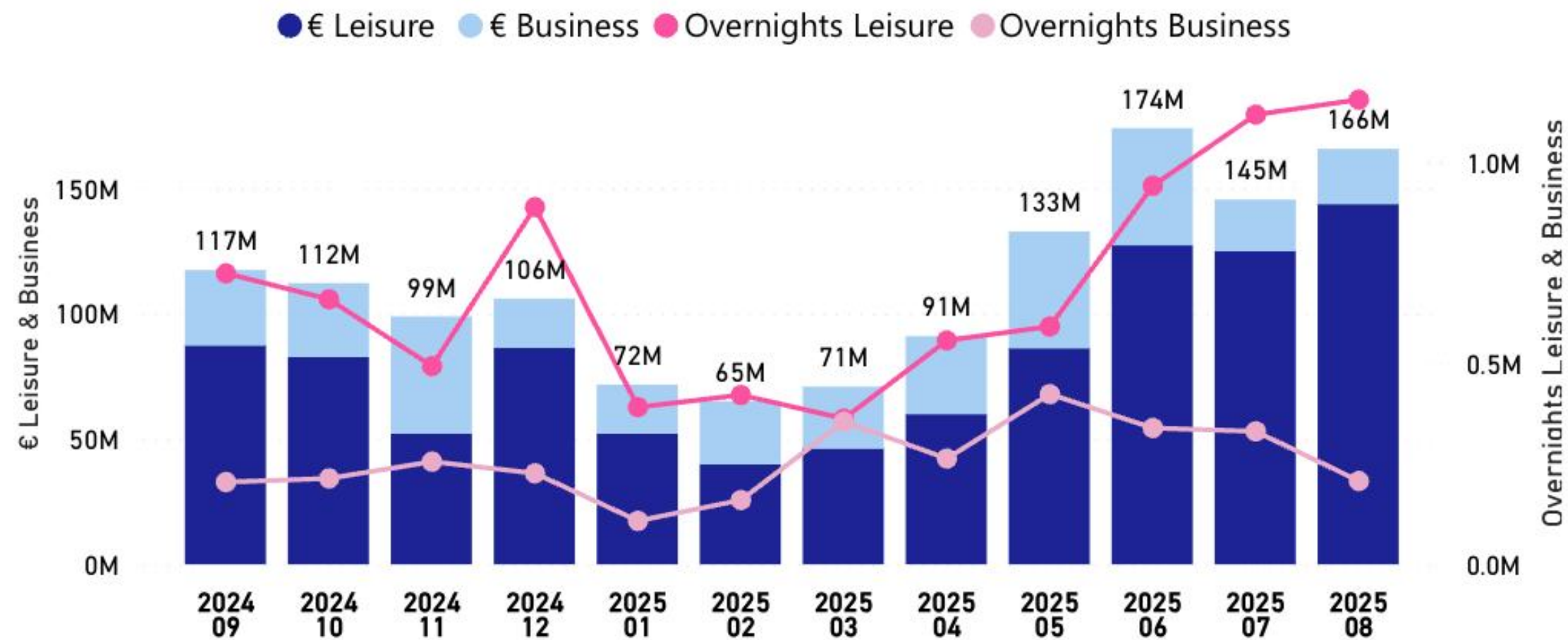
€ per trip

€ per day

Countries spending - Total €



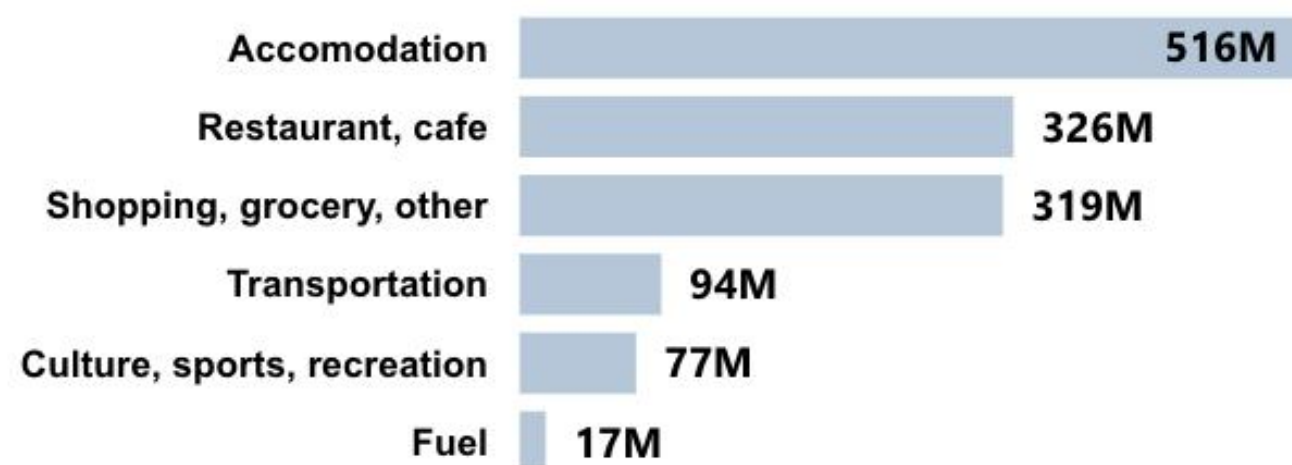
Monthly spending & overnights



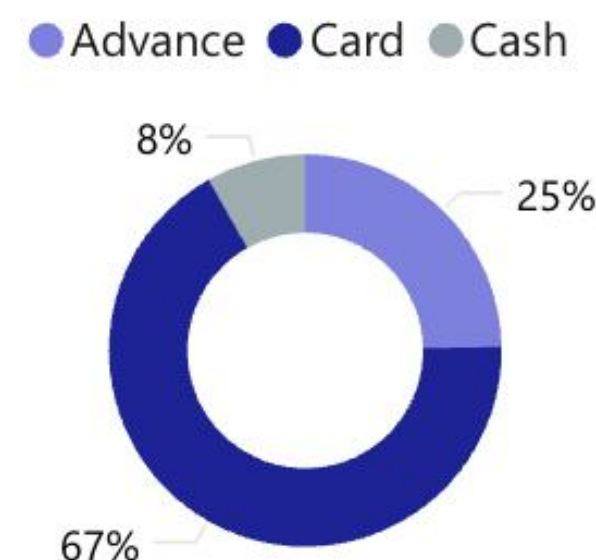
Spending in Finland Municipality



Spent € within Finland (selected country/region and total all)



Payment methods





Border Survey
MatkailijaMittari
Visit Finland

Year

Qrt

Month

Latest 12 m...

Departure region

Departure country

Travel Destinations

Travel type

Travel Purpose

Transportation

Travelling with

Nights spent

Start/end date

Menu

Multiple selections

All

All

All

All

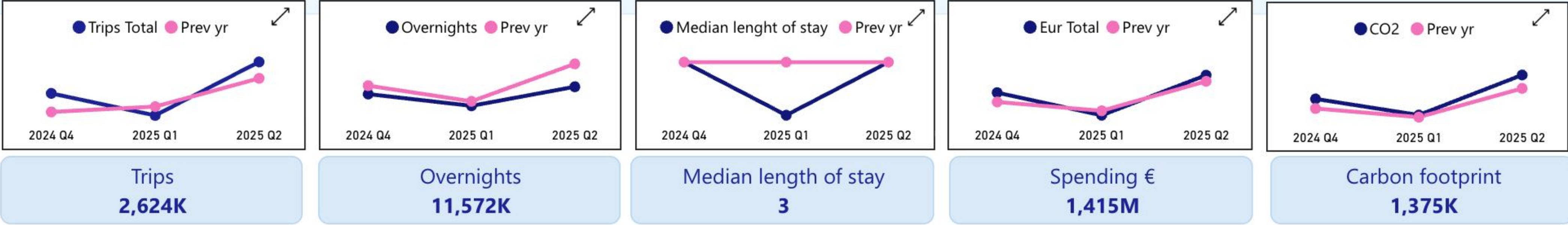
All

All

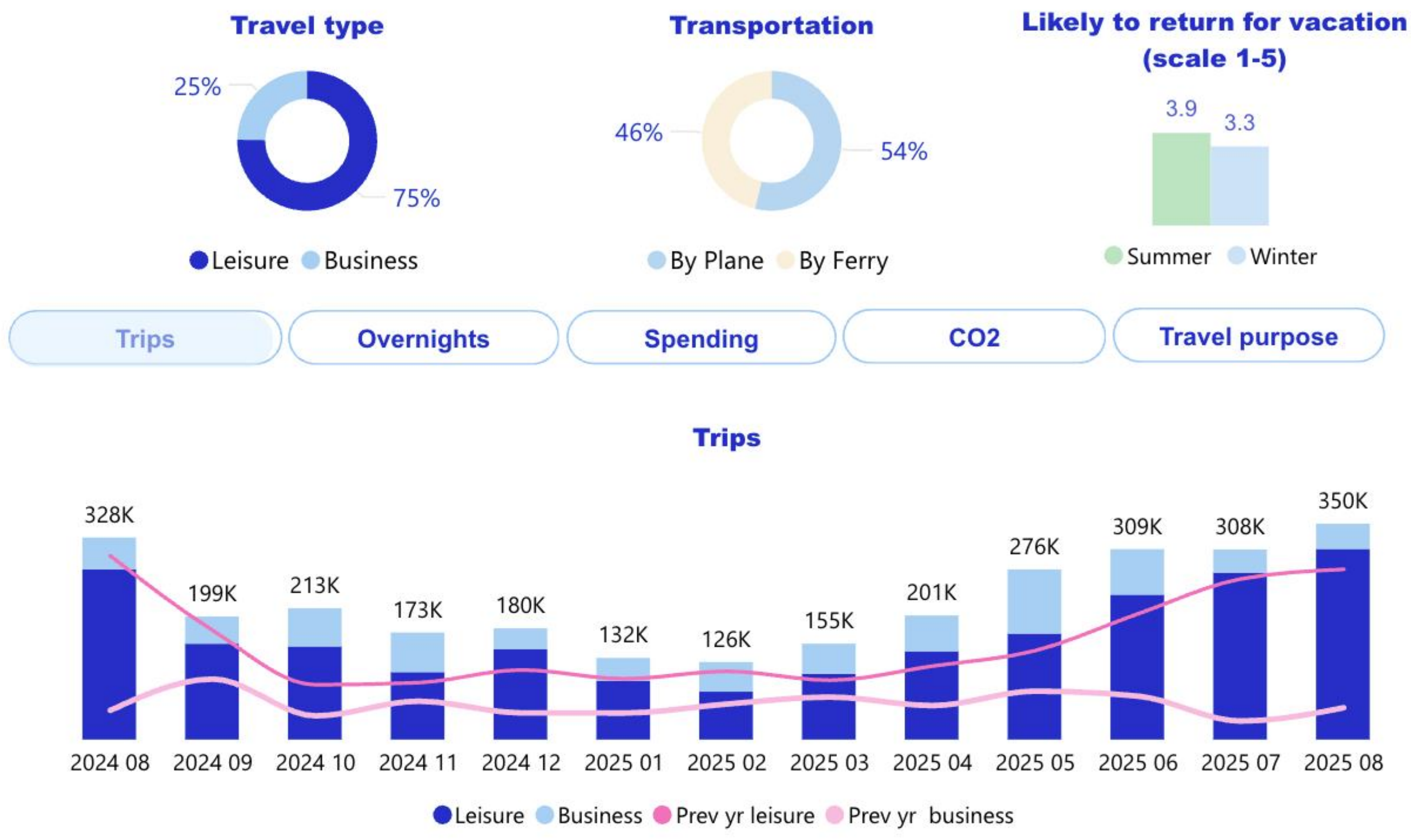
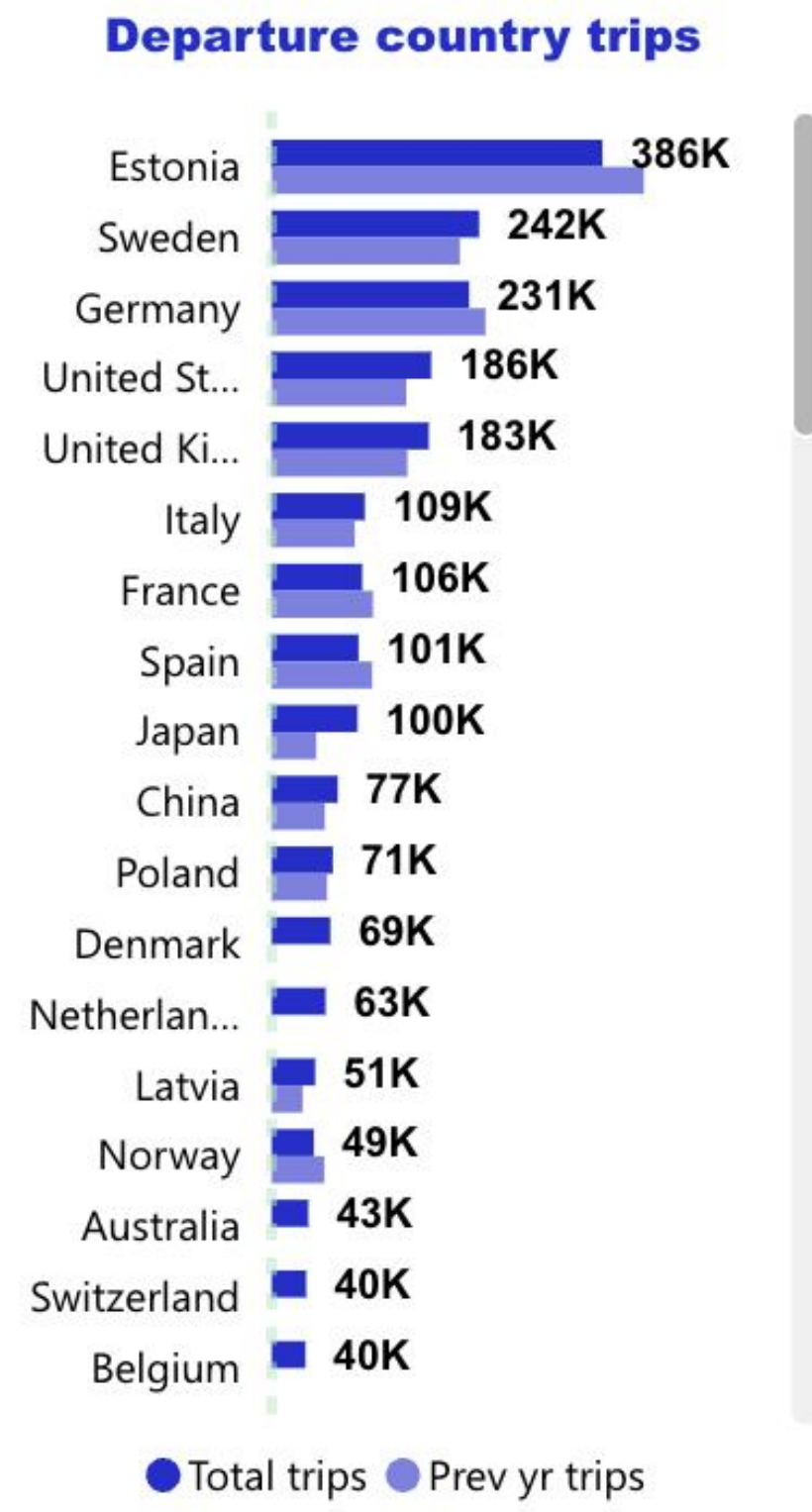
All

09/2024

08/2025



Click on Country or Province/Municipality to activate this details drill through button





Border Survey

MatkailijaMittari

Visit Finland

Vuosi

All

Neljännes

All

Kuukausi

All

Viim. 12 kk

Yes latest...



Lähtö maanosa

All

Menestyneet matkailualueet

Alku/loppu kk

09/2024

08/2025



Valikko

Maa

United States

Maakunta

Uusimaa

Kunta

All

Matkan tyyppi

All

Matkan tarkoitus

All

Matkaseurue

All



Matkat

202K

Alue pääkohteena (sis. päivamatkat)



Vierailut alueelle

256K

Vain yön yli vierailut



Alueen yöpymiset

1,293K



Alue pääkohteena

93 %



Mediaani viipymä

4

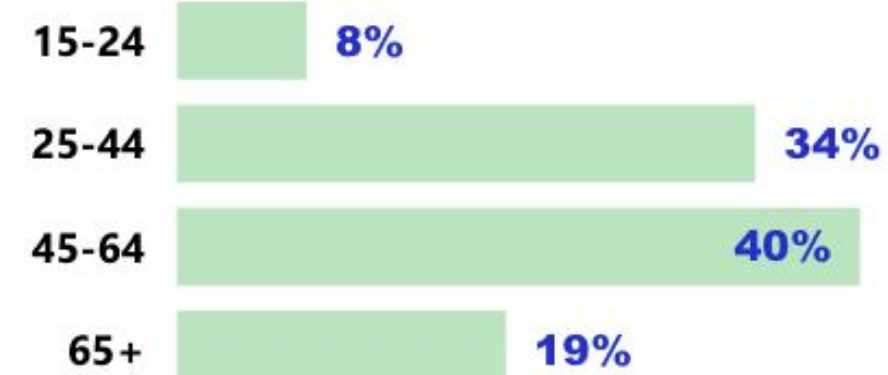
Mediaaniviipymä

Siirry Edellinen vuosi vertailu näkymään

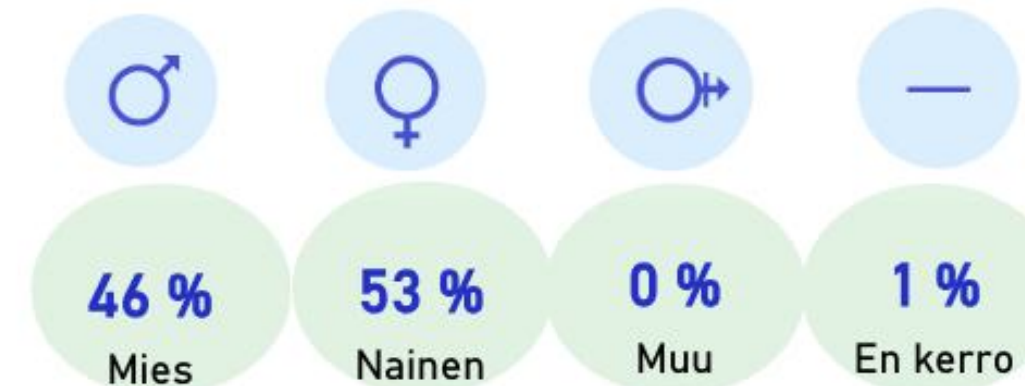
Vierailut alueelle



Ikä



Sukupuoli



Maa

Maanosa

Alueen suurimmat matkailijavirrat

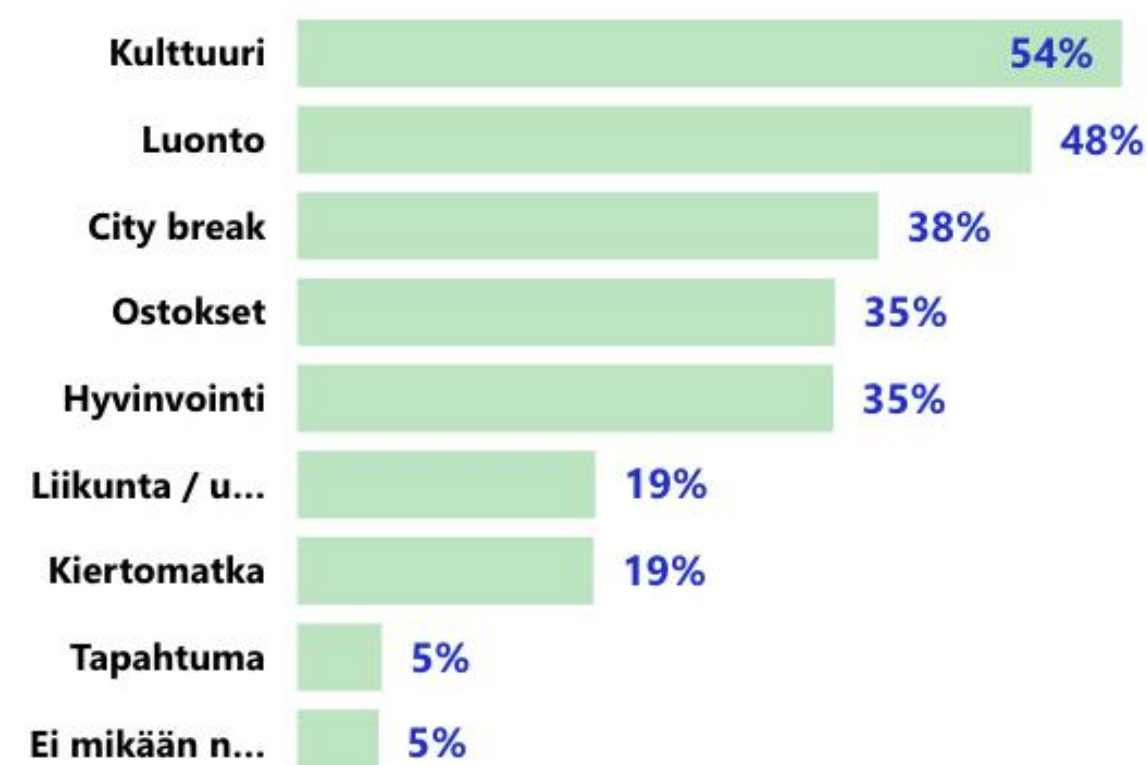
Maa

Matkaseurue



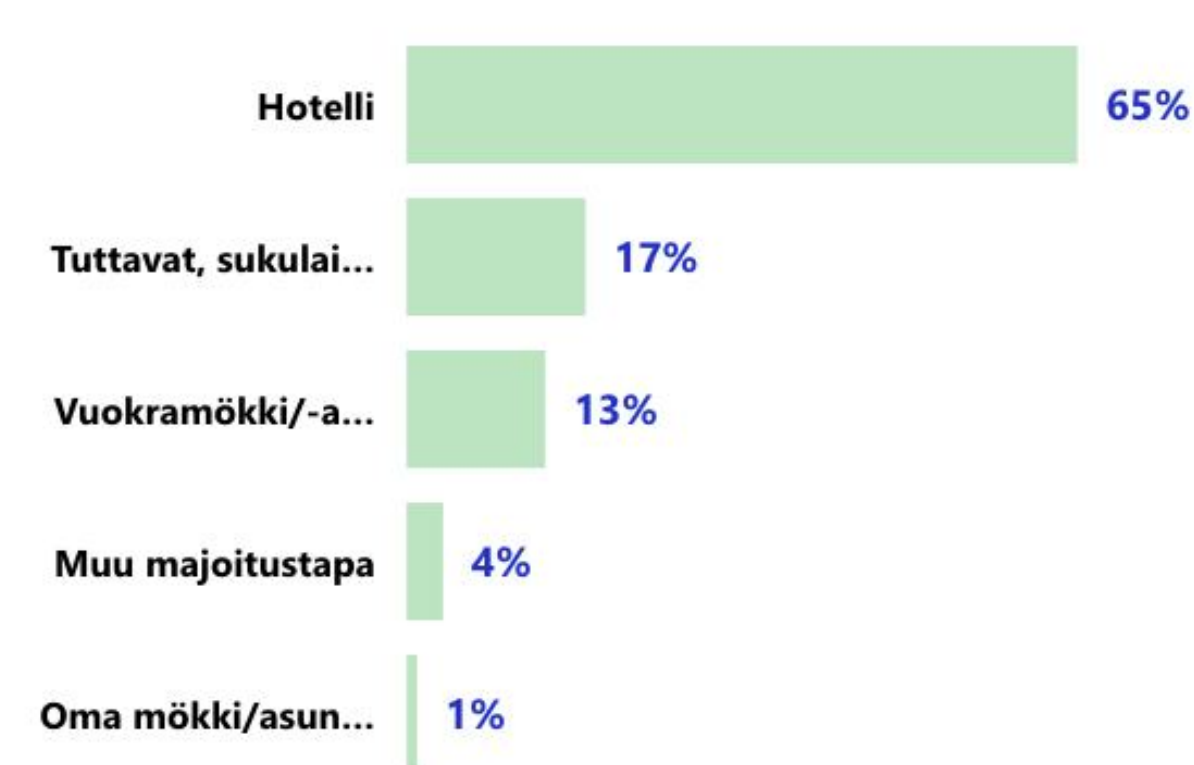
* Kategoriat Muu ja Ei vastattu eivät näy tässä Matkaseurue-visuaalissa.

Elämykset ja kokemukset / Matka



Vastaaja voinut valita maksimissaan 3 vaihtoehtoa

Majoitusmuodot / Matka



● Vapaa-ajan matka ● Työmatka



Border Survey

MatkailijaMittari

Visit Finland

Vuosi

All

Neljännes

All

Kuukausi

All

Viim. 12 kk

Yes latest...



Lähtö maanosa

All

Menestyneet matkailualueet

Alku/loppu kk

09/2024

08/2025



Valikko

Maa

United Kingd...

Maakunta

Uusimaa

Kunta

All

Matkan tyyppi

All

Matkan tarkoitus

All

Matkaseurue

All



Matkat

196K

Alue pääkohteena (sis. päivamatkat)



Vierailut alueelle

196K

Vain yön yli vierailut



Alueen yöpymiset

835K



Alue pääkohteena

93 %



Mediaani viipymä

3

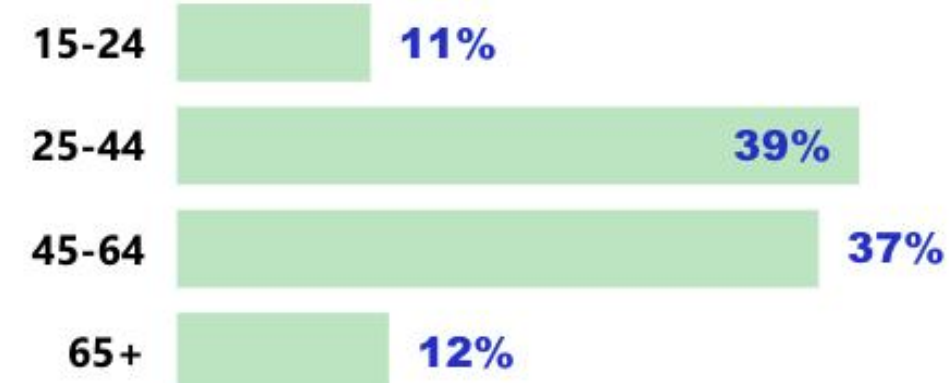
Mediaaniviipymä

Siirry Edellinen vuosi vertailu näkymään

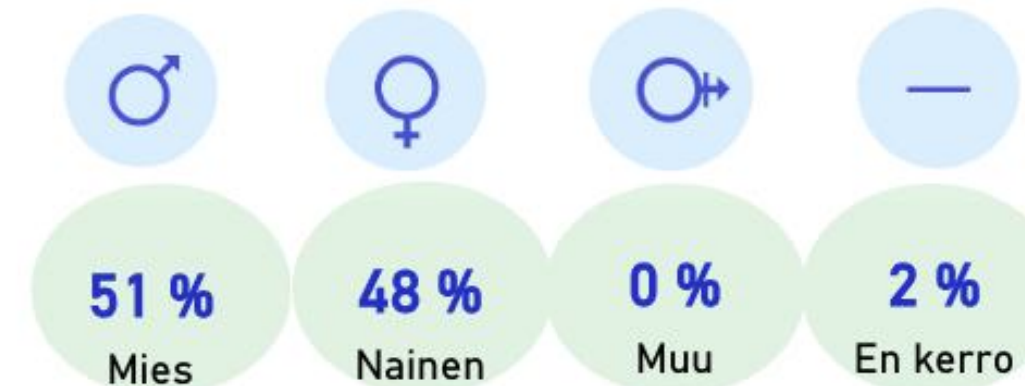
Vierailut alueelle



Ikä



Sukupuoli



Maa

Maanosa

Alueen suurimmat matkailijavirrat

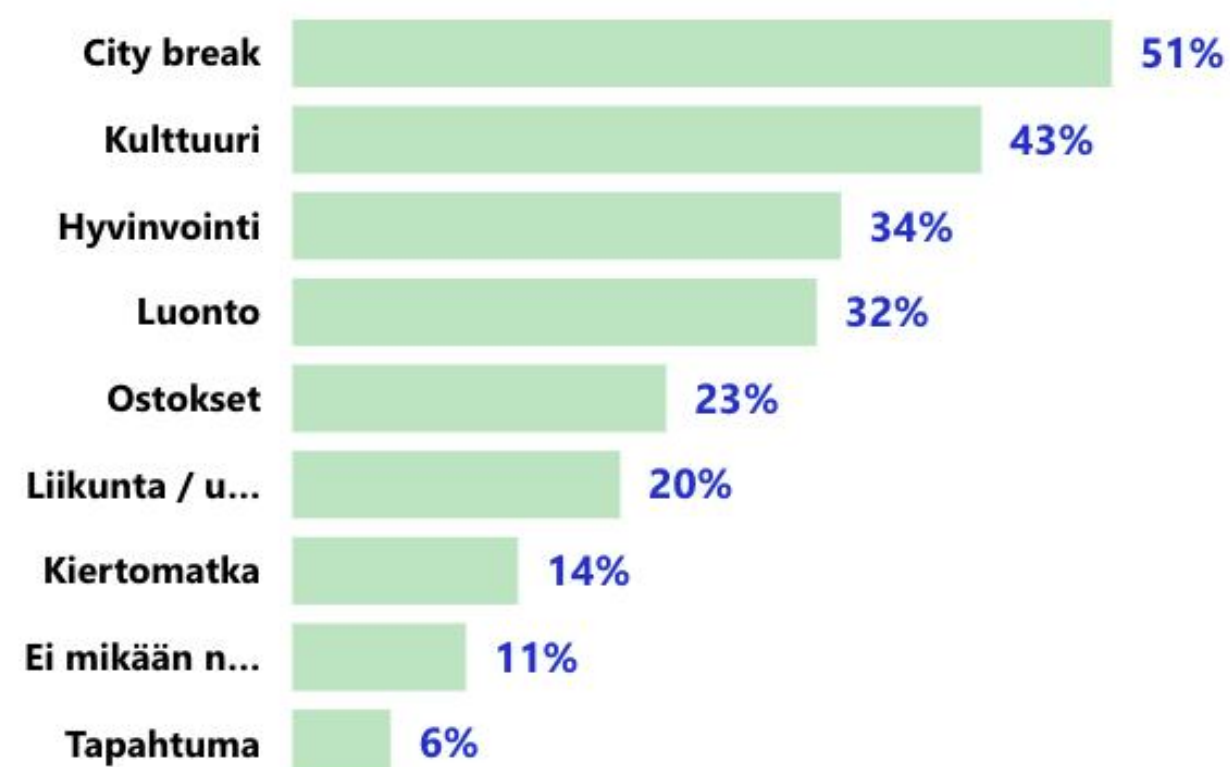
Maa

Matkaseurue



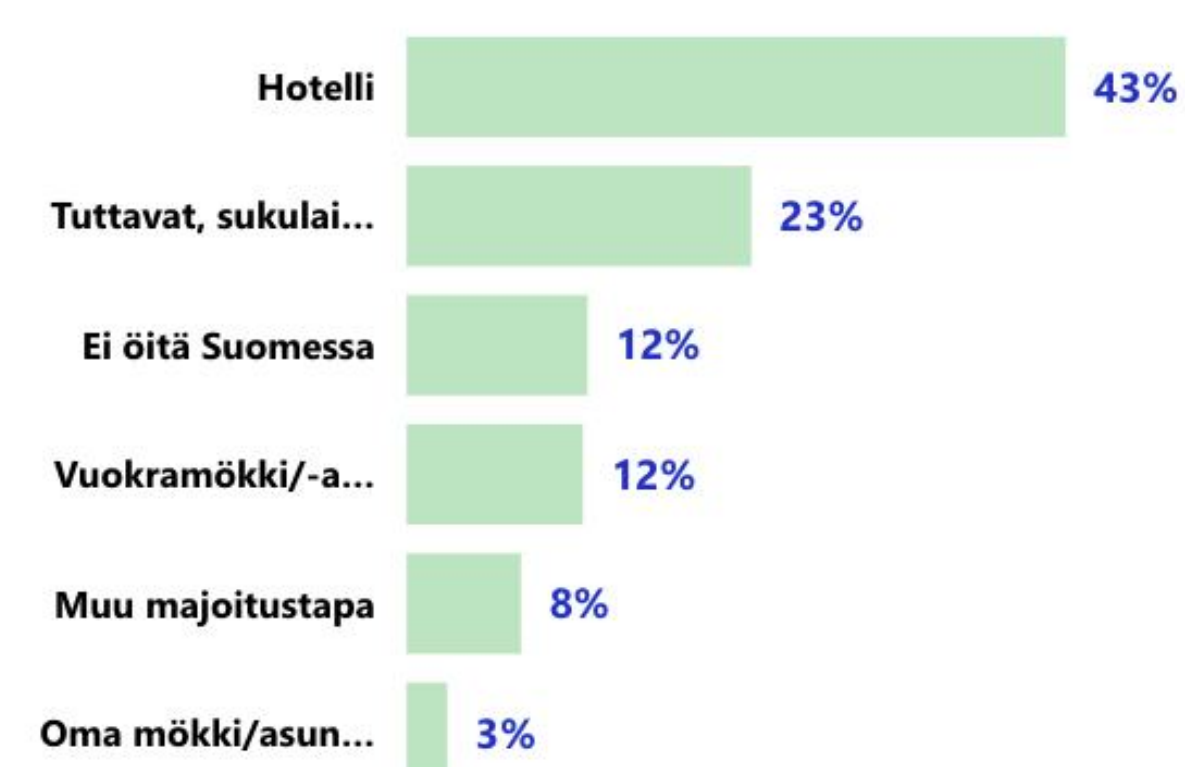
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Elämykset ja kokemukset / Matka



Vastaaja voinut valita maksimissaan 3 vaihtoehtoa

Majoitusmuodot / Matka



● Vapaa-ajan matka ● Työmatka



Vuosi

All

Neljännes

All

Kuukausi

All

Viim. 12 kk

Yes latest...



Lähtö maanosa

All

Menestyneet matkailualueet

Alku/loppu kk

09/2024

08/2025



Valikko

Maa

Sweden

Maakunta

Uusimaa

Kunta

All

Matkan tyyppi

All

Matkan tarkoitus

All

Matkaseurue

All



Matkat

291K

Alue pääkohteena (sis. päivamatkat)



Vierailut alueelle

255K

Vain yön yli vierailut



Alueen yöpymiset

864K



Alue pääkohteena

92 %



Mediaani viipymä

2

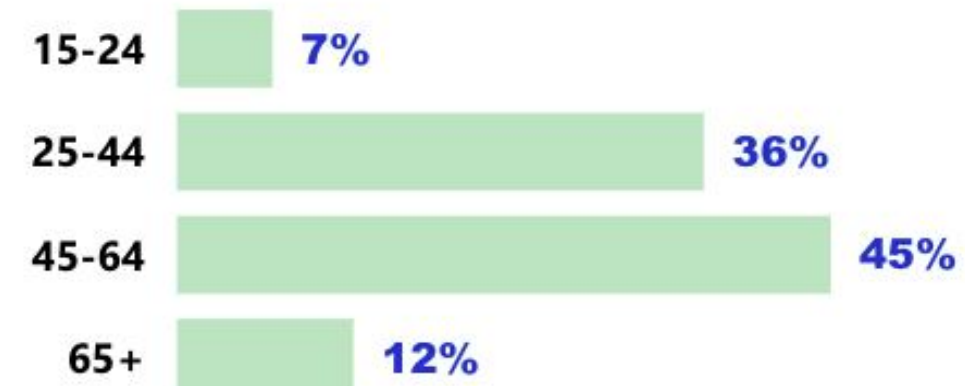
Mediaaniviipymä

Siirry Edellinen vuosi vertailu näkymään

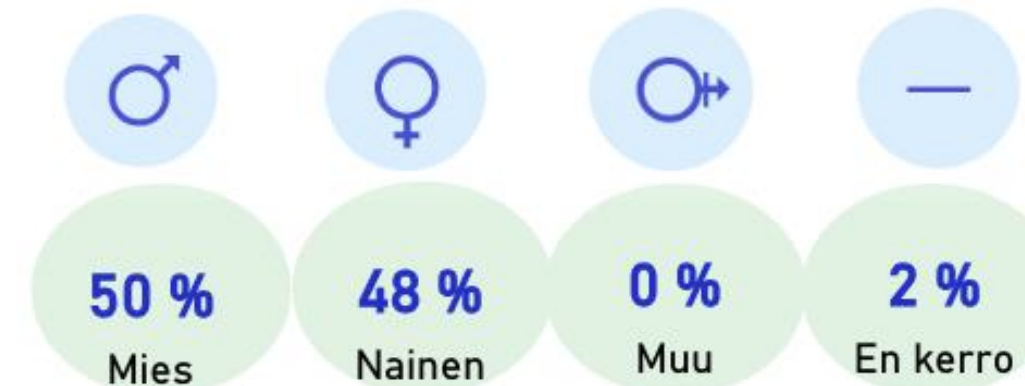
Vierailut alueelle



Ikä



Sukupuoli



Maa

Maanosa

Alueen suurimmat matkailijavirrat

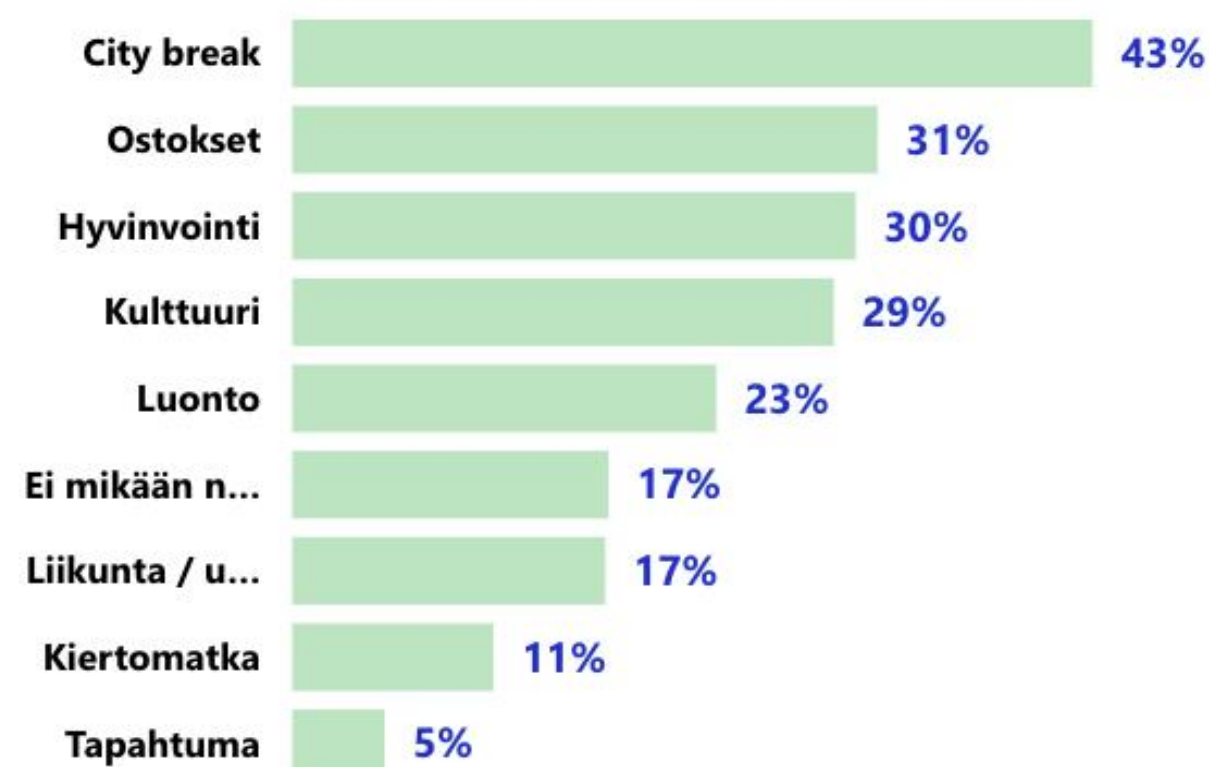
Maa

Matkaseurue



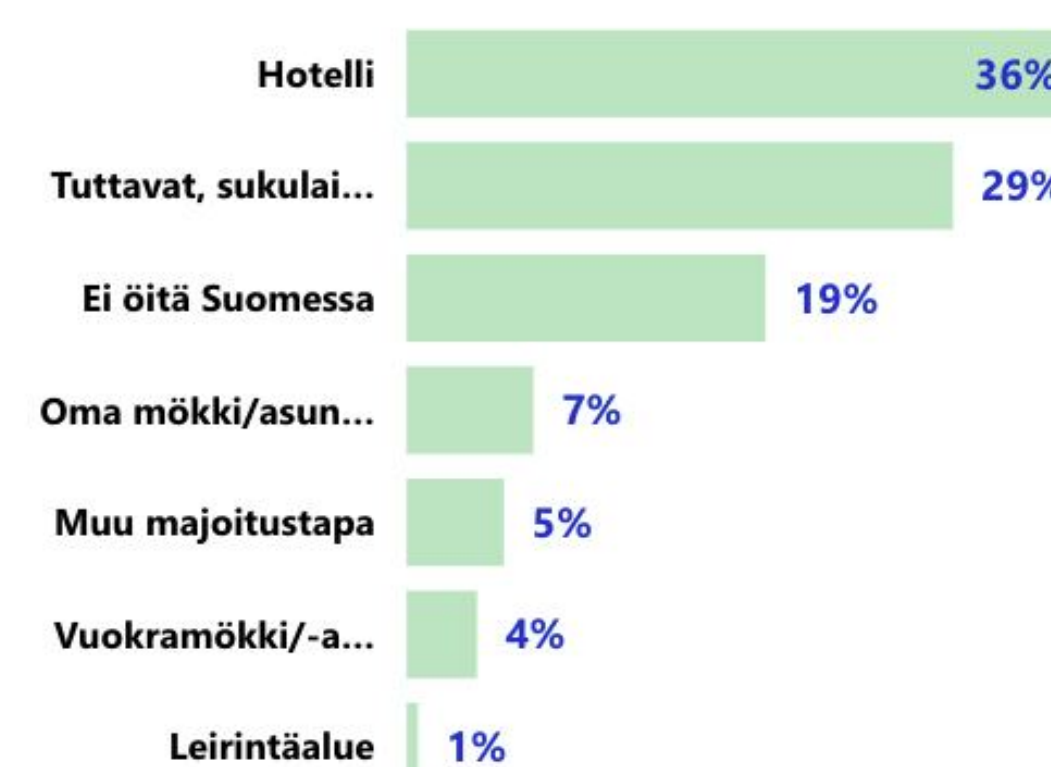
* Kategoriat Muu ja Ei vastattu eivät näy tässä Matkaseurue-visuaalissa.

Elämykset ja kokemukset / Matka



Vastaaja voinut valita maksimissaan 3 vaihtoehtoa

Majoitusmuodot / Matka



● Vapaa-ajan matka ● Työmatka



Vuosi

All

Neljännes

All

Kuukausi

All

Viim. 12 kk

Yes latest...



Lähtö maanosa

All

Menestyneet matkailualueet

Alku/loppu kk

09/2024

08/2025



Valikko

Maa

Sweden

Maakunta

Uusimaa

Kunta

All

Matkan tyyppi

All

Matkan tarkoitus

All

Matkaseurue

All



Matkat

291K

Alue pääkohteena (sis. päivamatkat)



Vierailut alueelle

255K

Vain yön yli vierailut



Alueen yöpymiset

864K



Alue pääkohteena

92 %



Mediaani viipymä

2

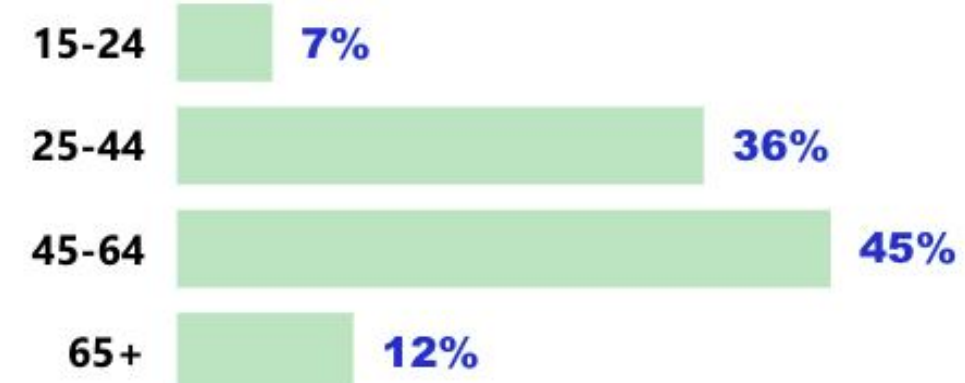
Mediaaniviipymä

Siirry Edellinen vuosi vertailu näkymään

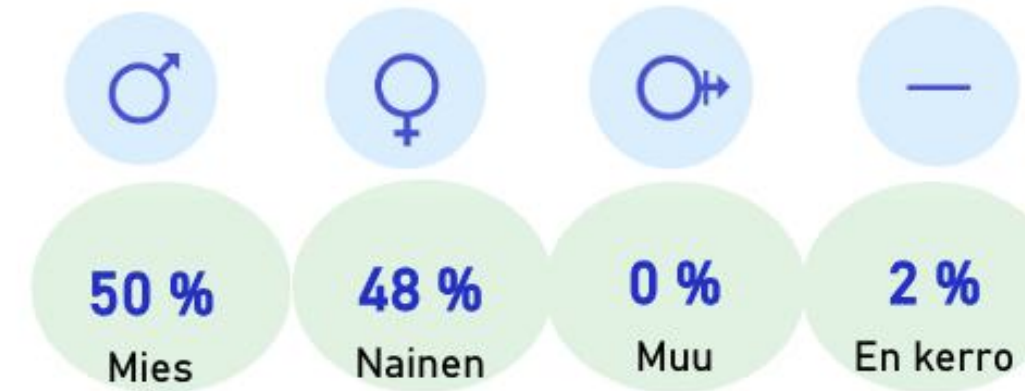
Vierailut alueelle



Ikä



Sukupuoli



Maa

Maanosa

Alueen suurimmat matkailijavirrat

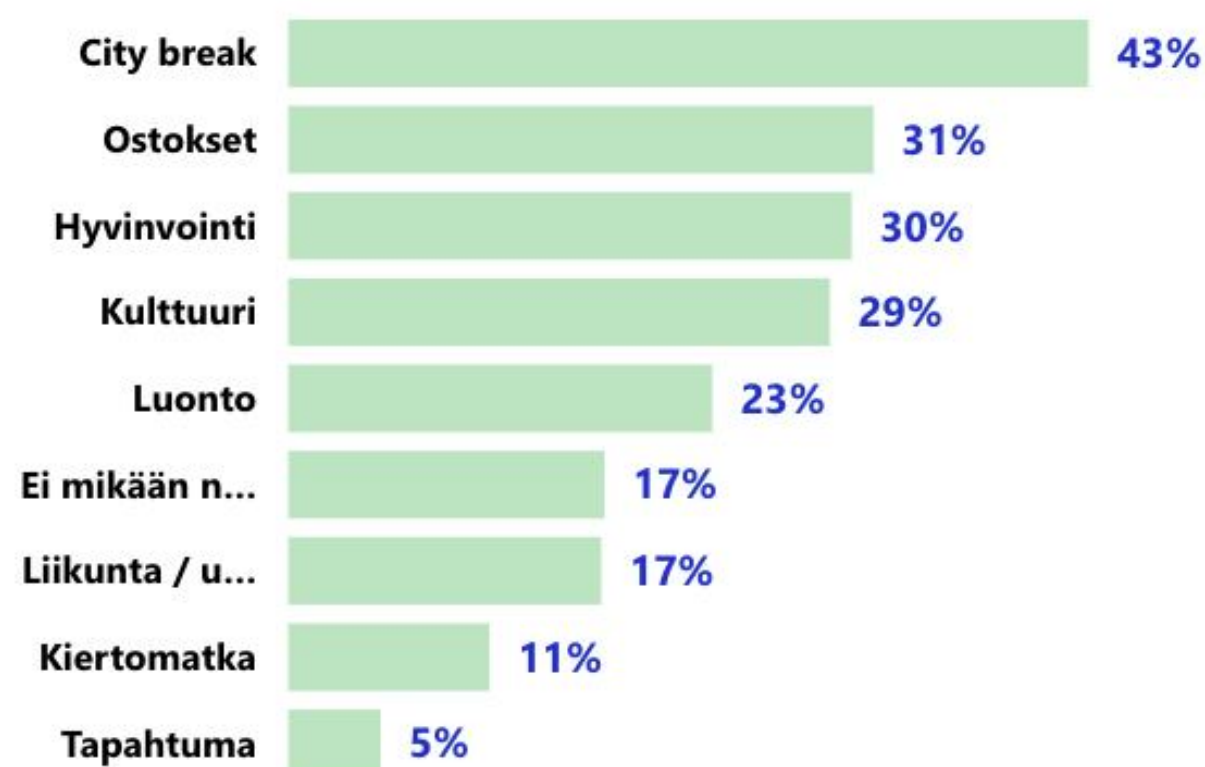
Maa

Matkaseurue



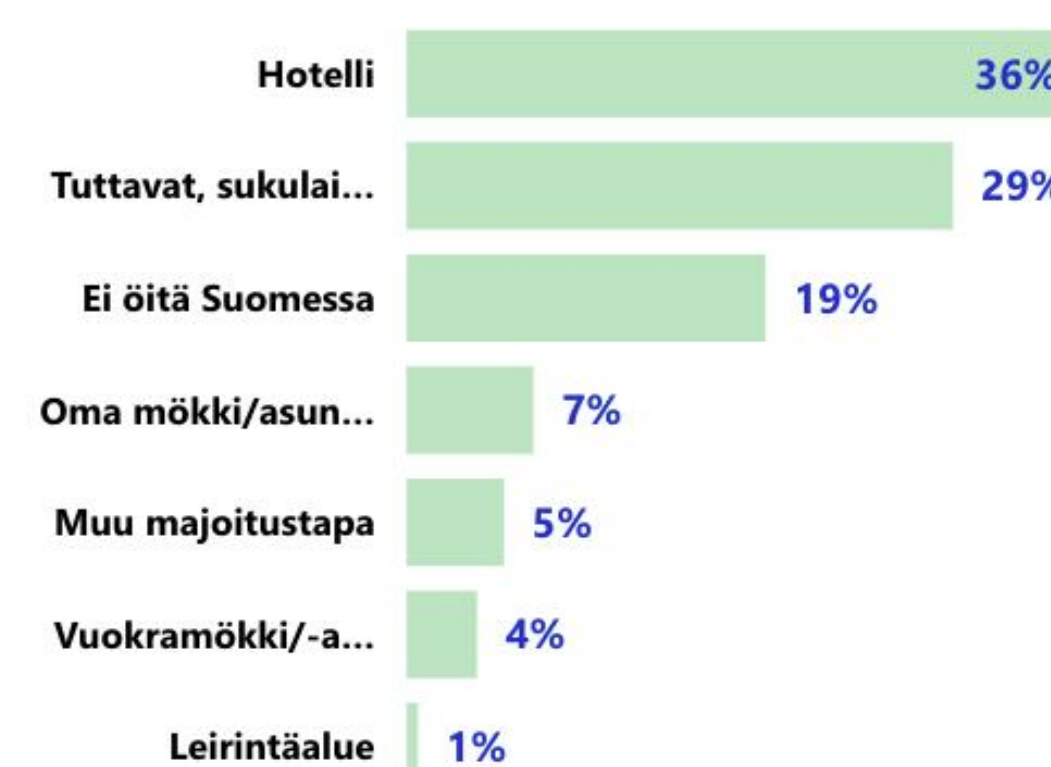
* Kategoriat Muu ja Ei vastattu eivät näy tässä Matkaseurue-visuaalissa.

Elämykset ja kokemukset / Matka



Vastaaja voinut valita maksimissaan 3 vaihtoehtoa

Majoitusmuodot / Matka



● Vapaa-ajan matka ● Työmatka



Vuosi

All

Neljännes

All

Kuukausi

All

Viim. 12 kk

Yes latest...



Lähtö maanosa

All

Menestyneet matkailualueet

Alku/loppu kk

09/2024

08/2025



Valikko

Maa

Netherlands

Maakunta

Uusimaa

Kunta

All

Matkan tyyppi

All

Matkan tarkoitus

All

Matkaseurue

All



Matkat

69K

Alue pääkohteena (sis. päivamatkat)



Vierailut alueelle

85K

Vain yön yli vierailut



Alueen yöpymiset

358K



Alue pääkohteena

94 %



Mediaani viipymä

3

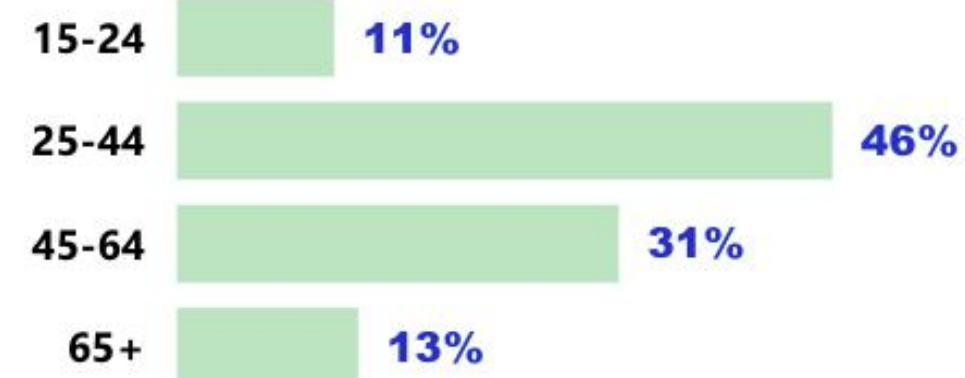
Mediaaniviipymä

Siirry Edellinen vuosi vertailu näkymään

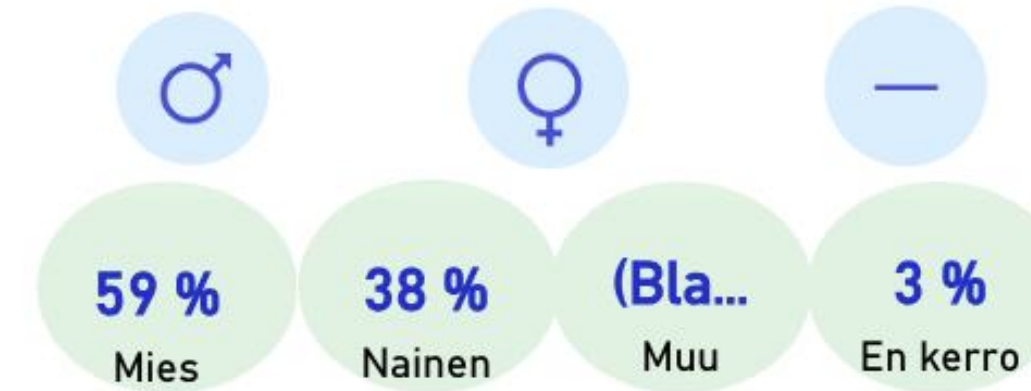
Vierailut alueelle



Ikä



Sukupuoli



Maa

Maanosa

Alueen suurimmat matkailijavirrat

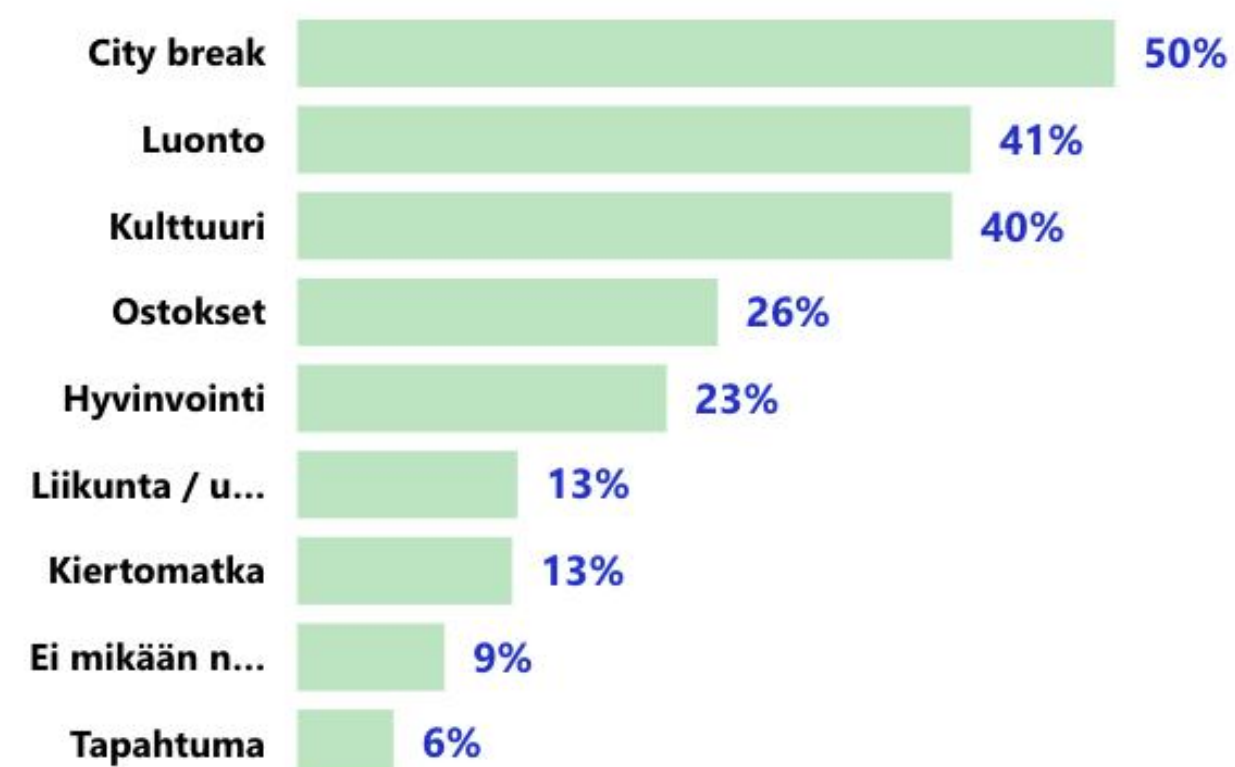
Maa

Matkaseurue



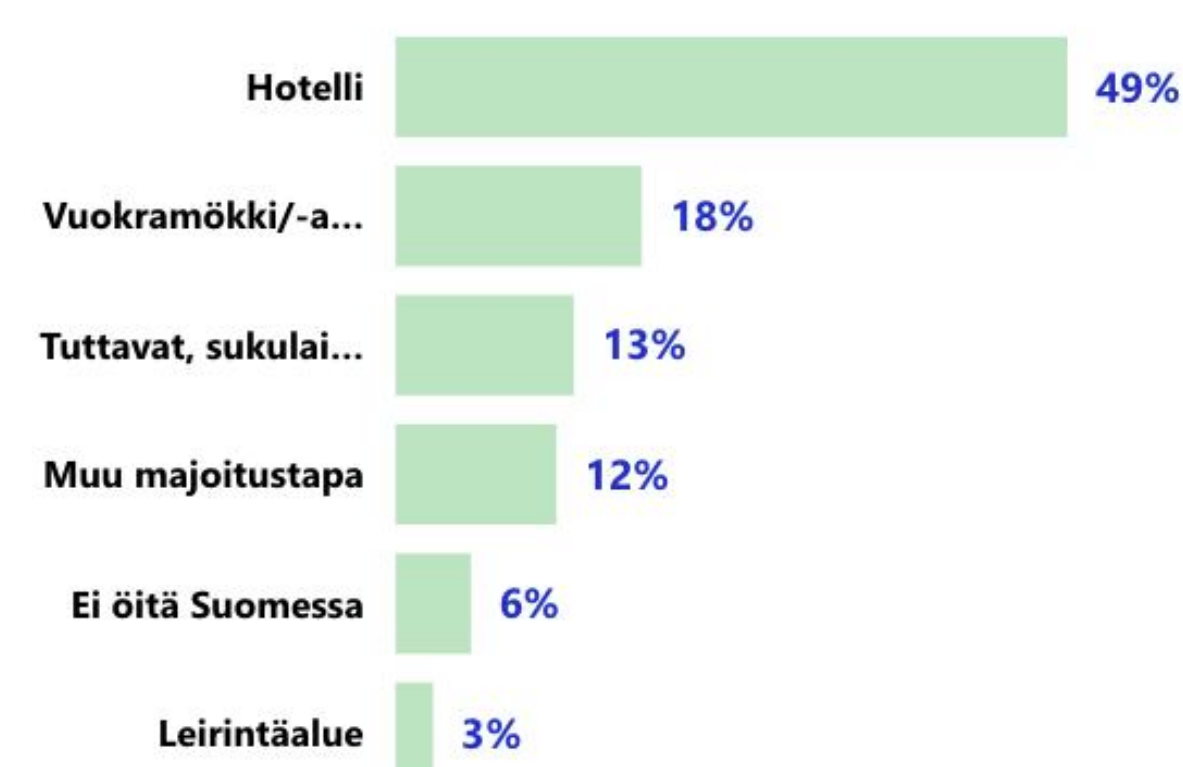
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Elämykset ja kokemukset / Matka



Vastaaja voinut valita maksimissaan 3 vaihtoehtoa

Majoitusmuodot / Matka



Netherlands

85K

● Vapaa-ajan matka ● Työmatka



Border Survey

MatkailijaMittari

Visit Finland

Vuosi

All

Neljännes

All

Kuukausi

All

Viim. 12 kk

Yes latest...



Lähtö maanosa

All

Menestyneet matkailualueet

Alku/loppu kk

09/2024

08/2025



Maa

Germany

Maakunta

Uusimaa

Kunta

All

Matkan tyyppi

All

Matkan tarkoitus

All

Matkaseurue

All



Matkat

253K

Alue pääkohteena (sis. päivamatkat)



Vierailut alueelle

309K

Vain yön yli vierailut



Alueen yöpymiset

1,423K



Alue pääkohteena

93 %



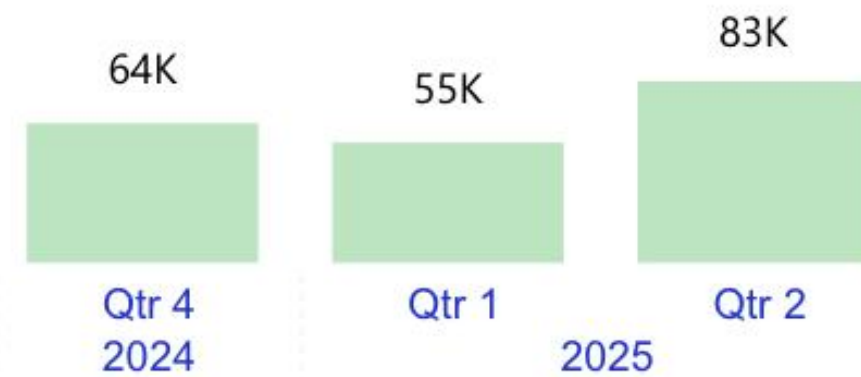
Mediaani viipymä

4

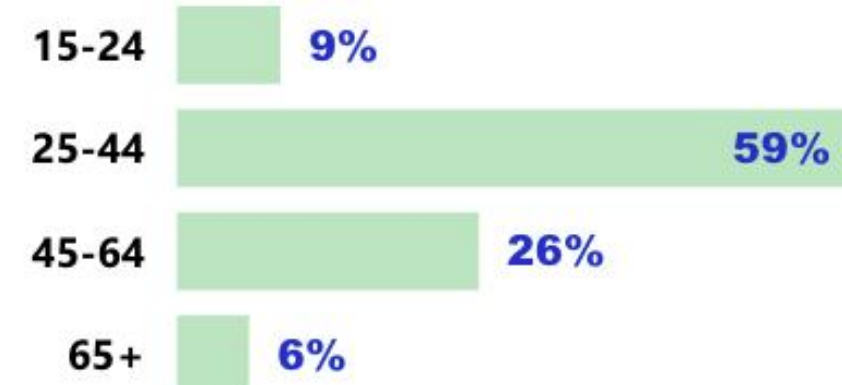
Mediaaniviipymä

Siirry Edellinen vuosi vertailu näkymään

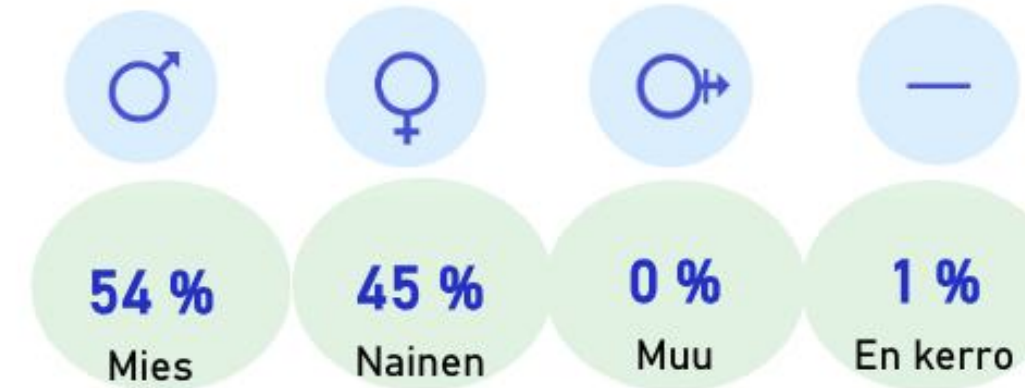
Vierailut alueelle



Ikä



Sukupuoli



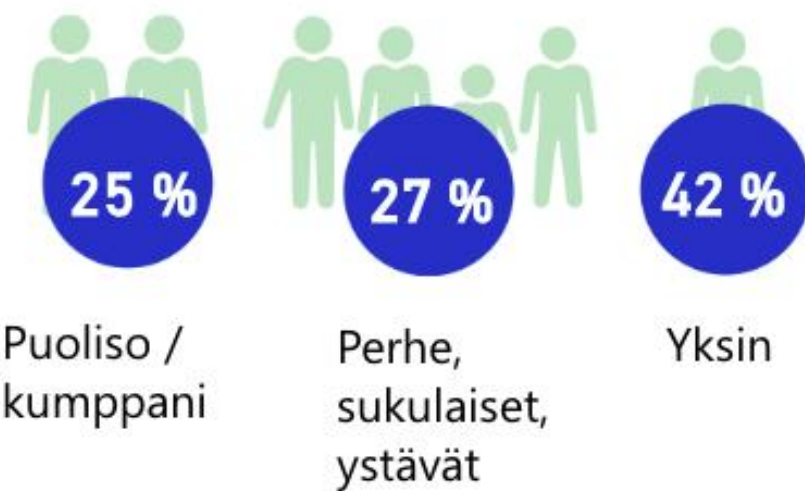
Maa

Maanosa

Alueen suurimmat matkailijavirrät

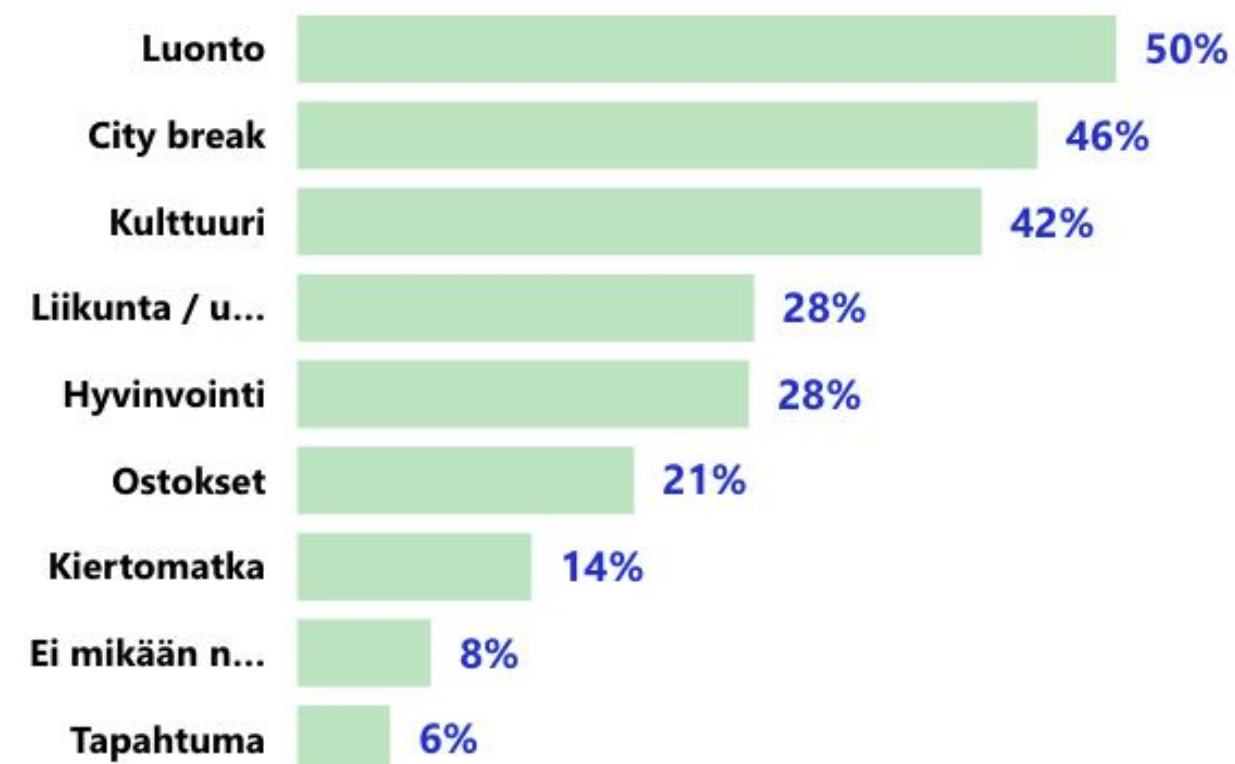
Maa

Matkaseurue



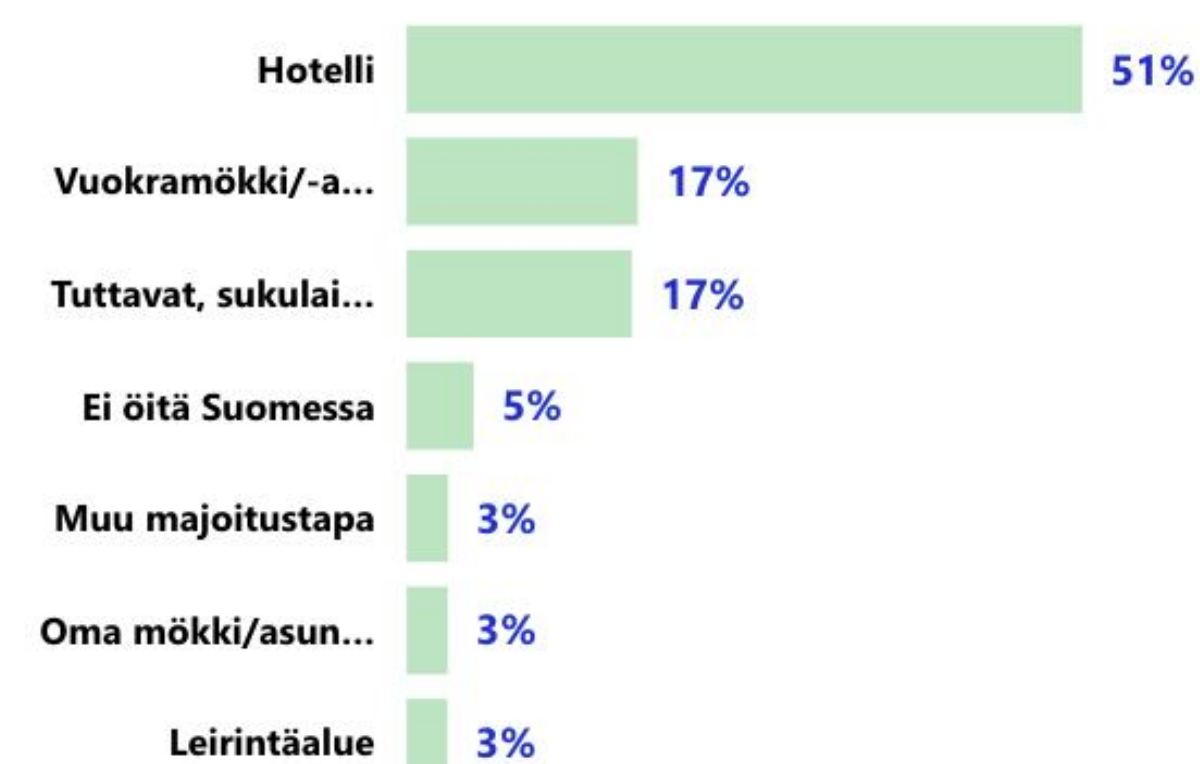
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Elämykset ja kokemukset / Matka



Vastaaja voinut valita maksimissaan 3 vaihtoehtoa

Majoitusmuodot / Matka



● Vapaa-ajan matka ● Työmatka



Border Survey
MatkailijaMittari
Visit Finland

Year

Qrt

Month

Latest 12 m...

Departure region

Departure country

Travel Destinations

Travel type

Travel Purpose

Transportation

Travelling with

Nights spent

Start/end date

Menu

Uusimaa (Maakunta ...)

All

All

All

All

All

All

09/2024

08/2025





Border Survey
MatkailijaMittari
Visit Finland

Year

Qrt

Month

Latest 12 m...

?

Departure region

Departure country

Traveller Portrait

Menu

Travel Destinations

Travel type

Travel Purpose

Transportation

Travelling with

Nights spent

Start/end date

Uusimaa (Maakunta ...)

All

All

All

Yes latest 1...

All

United States

09/2024

08/2025





Border Survey
MatkailijaMittari
Visit Finland

Year

Qrt

Month

Latest 12 m...

Departure region

Departure country

Travel Destinations

Travel type

Travel Purpose

Transportation

Travelling with

Nights spent

Start/end date

Menu

Uusimaa (Maakunta ...)

All

All

All

All

All

All

09/2024

08/2025

?

All

United Kingdom





Border Survey
MatkailijaMittari
Visit Finland

Year

Qrt

Month

Latest 12 m...

?

Departure region

Departure country

Travel Destinations

Travel type

Travel Purpose

Transportation

Travelling with

Nights spent

Start/end date

Menu

Uusimaa (Maakunta ...)

All

All

All

Yes latest 1...

All

Germany

All

All

09/2024

08/2025





Border Survey

MatkailijaMittari

Visit Finland

Year

All

Qrt

All

Month

All

Latest 12 m...

Yes latest 1...

Departure region

All

Departure country

All

Start/end date

09/2024

08/2025

Menu

Travel Destinations

Uusimaa (Maakunta ...)

Travel type

All

Travel Purpose

All

Transportation

All

Travelling with

All

Nights spent

All





Vuosi

All

Kuukausi

All

Viim. 12 kk

Yes latest 12 ...



Kohdealueet

Uusimaa (Travel Des...

Matkan tarkoitus

All

Alku/Loppu kk

09/2024

08/2025



Touring traveller



Culture traveller



City traveller

Matkoja

€ EUR

Tämän kokeellisen sivun tavoitteena on karkealla tasolla ja suuntaa antavasti arvioida ulkomaisten matkailijoiden määrää ja rahankäyttöä matkustusmotivaation ja Suomessa koettujen elämysten perusteella. Tapoja on kaksi: 1) Olemme muodostaneet yllä olevat kuusi segmenttiä, joiden rakennuksesta lisää info-ikonissa. Segmenttikohtaiset tulokset päivittyvät segmentin ikonia klikatessa. 2) Tarkastellaan suoraan vastauksia kysymykseen (vasemmalla) mitä asioita ja elämyksiä Suomessa teki. Tämä tapa toimii kun mitään segmentti-ikonia ei ole aktivoitu. Segmentit eivät ole toisiaan poissulkevia. Tämän perusteella voidaan arvioida esim. niiden matkailijoiden määrää ja rahankäyttöä Suomessa, jotka kokeneet Suomessa kulttuurielämyksiä tai harrastaneet urheilu- tai liikunta-aktiviteetteja ulkoilmassa. Huom. Suosittelemme pidempiä ajanjaksoja tarkasteluun kuten 12 kk.



Elämykset ja kokemukset

City traveller Uusimaa Helsinki

€ EUR 12 kk 1,074M

City traveller Uusimaa Helsinki

Top markkinat

City traveller Uusimaa Helsinki

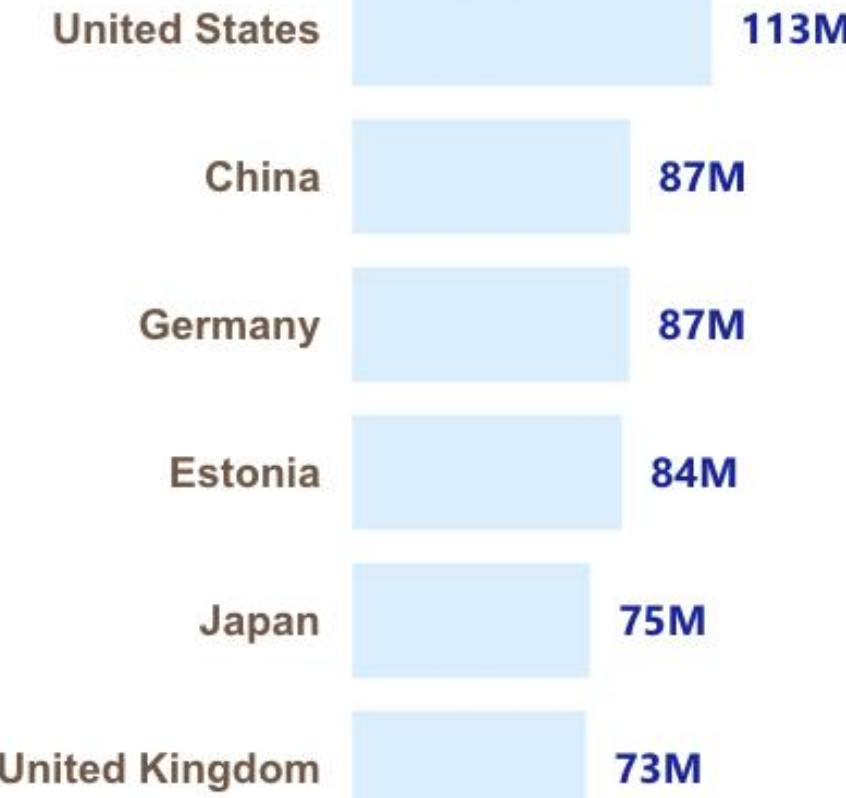
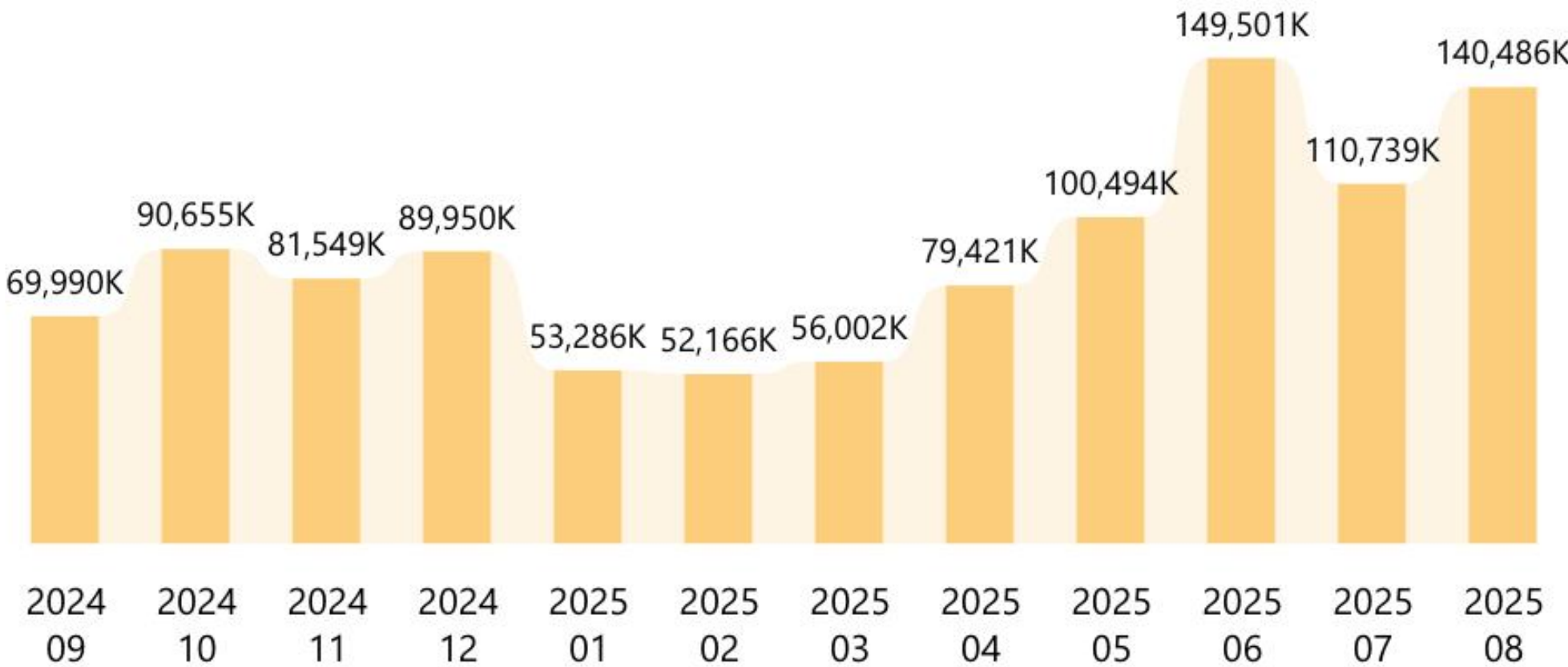
City break

594M

Ostokset

480M

Vastaaja voinut valita maksimissaan 3 vaihtoehtoa





Vuosi

All

Kuukausi

All

Viim. 12 kk

Yes latest 12 ...



Kohdealueet

Uusimaa (Travel Des...

Matkan tarkoitus

All

Segmentit

Alku/Loppu kk

09/2024

08/2025



Touring traveller



Culture traveller



City traveller

Matkoja

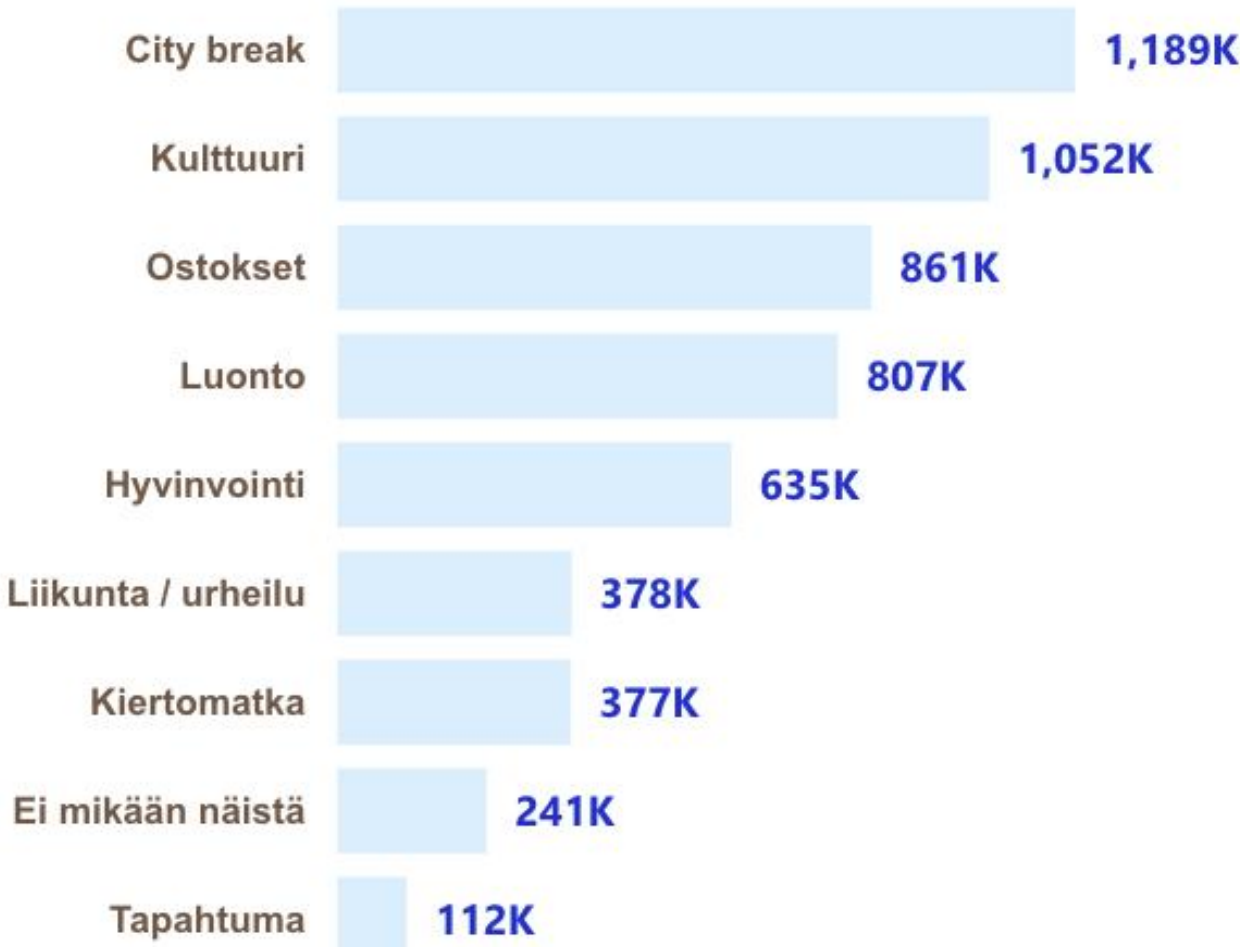
€ EUR

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Elämykset ja kokemukset

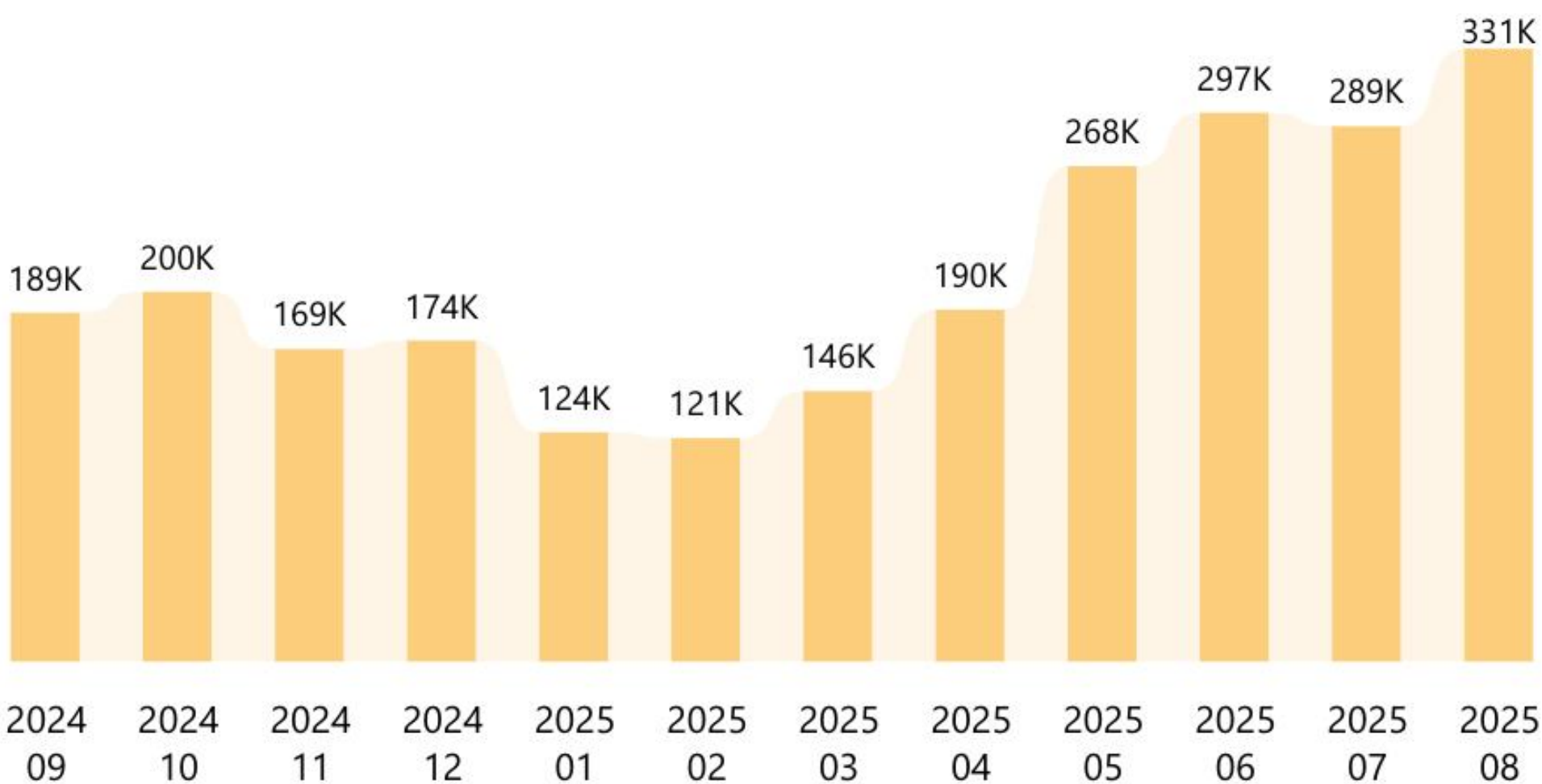
Uusimaa Helsinki



Vastaaja voinut valita maksimissaan 3 vaihtoehtoa

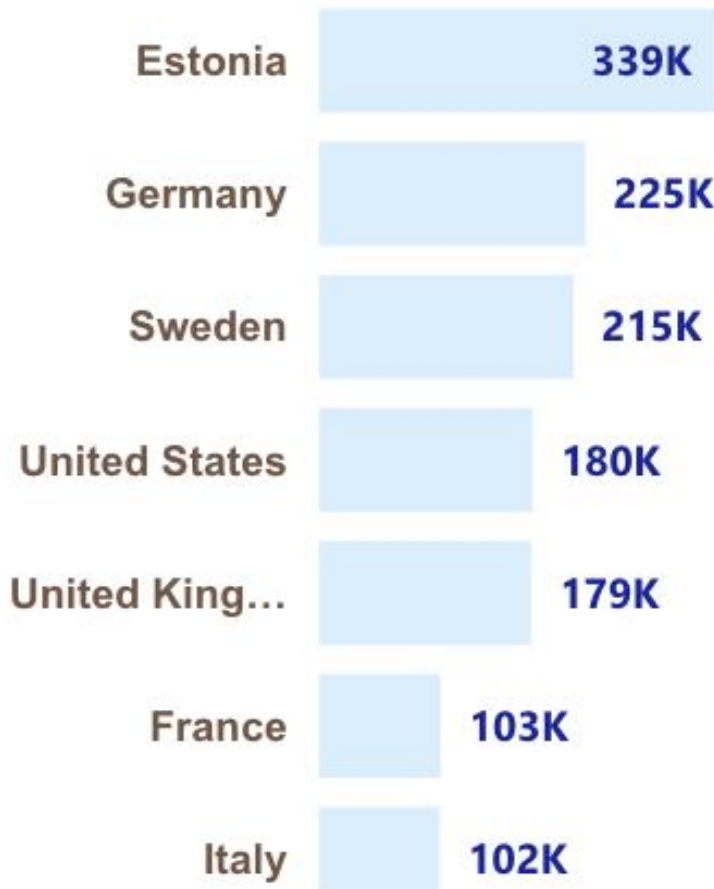
Matkat 12 kk 2,497K

Uusimaa Helsinki



Top markkinat

Uusimaa Helsinki





Vuosi

All

Kuukausi

All

Viim. 12 kk

Yes latest 12 ...



Kohdealueet

Uusimaa (Travel Des...

Matkan tarkoitus

All

Segmentit

Alku/Loppu kk

09/2024

08/2025



Touring traveller



Culture traveller



City traveller

Matkoja

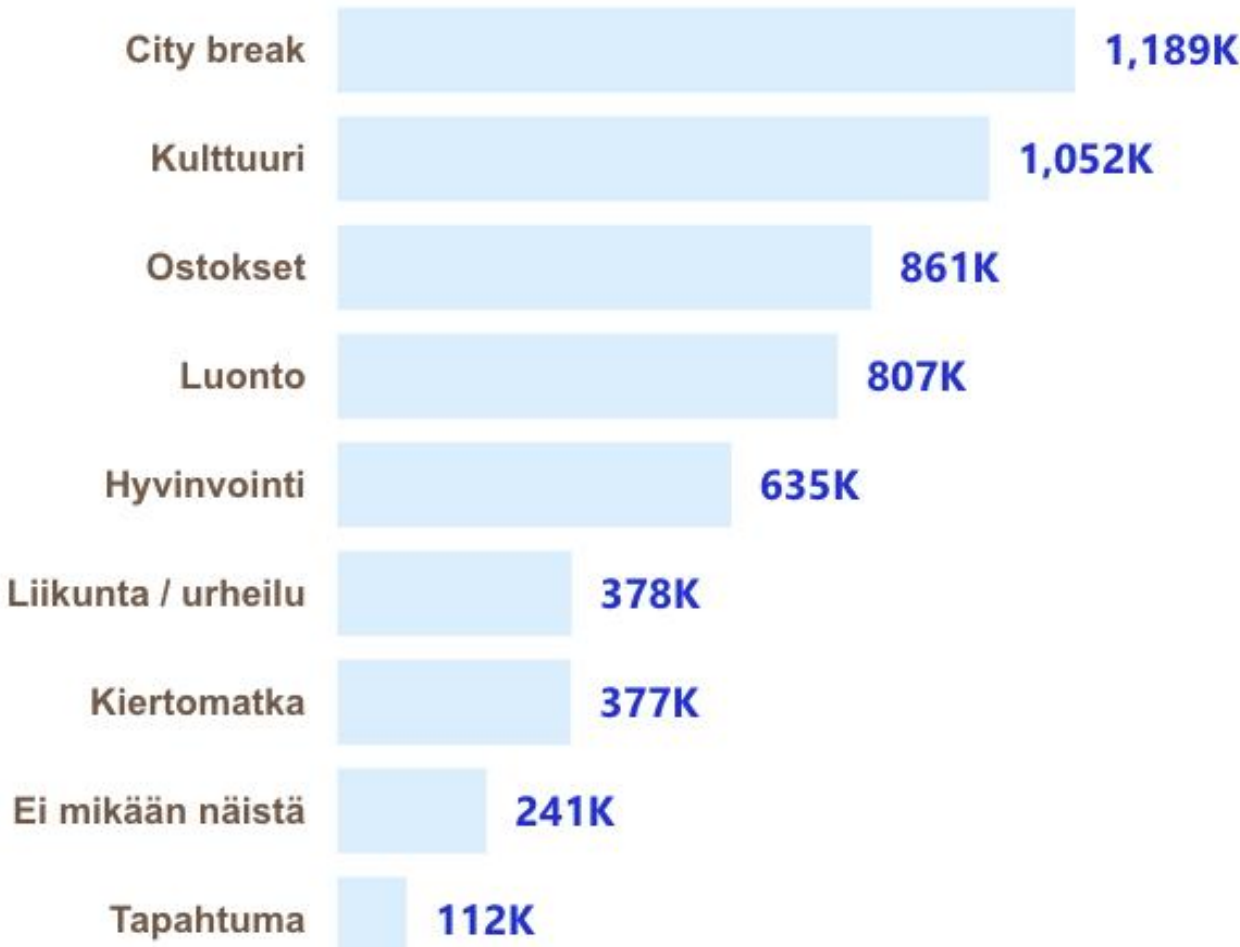
€ EUR

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Elämykset ja kokemukset

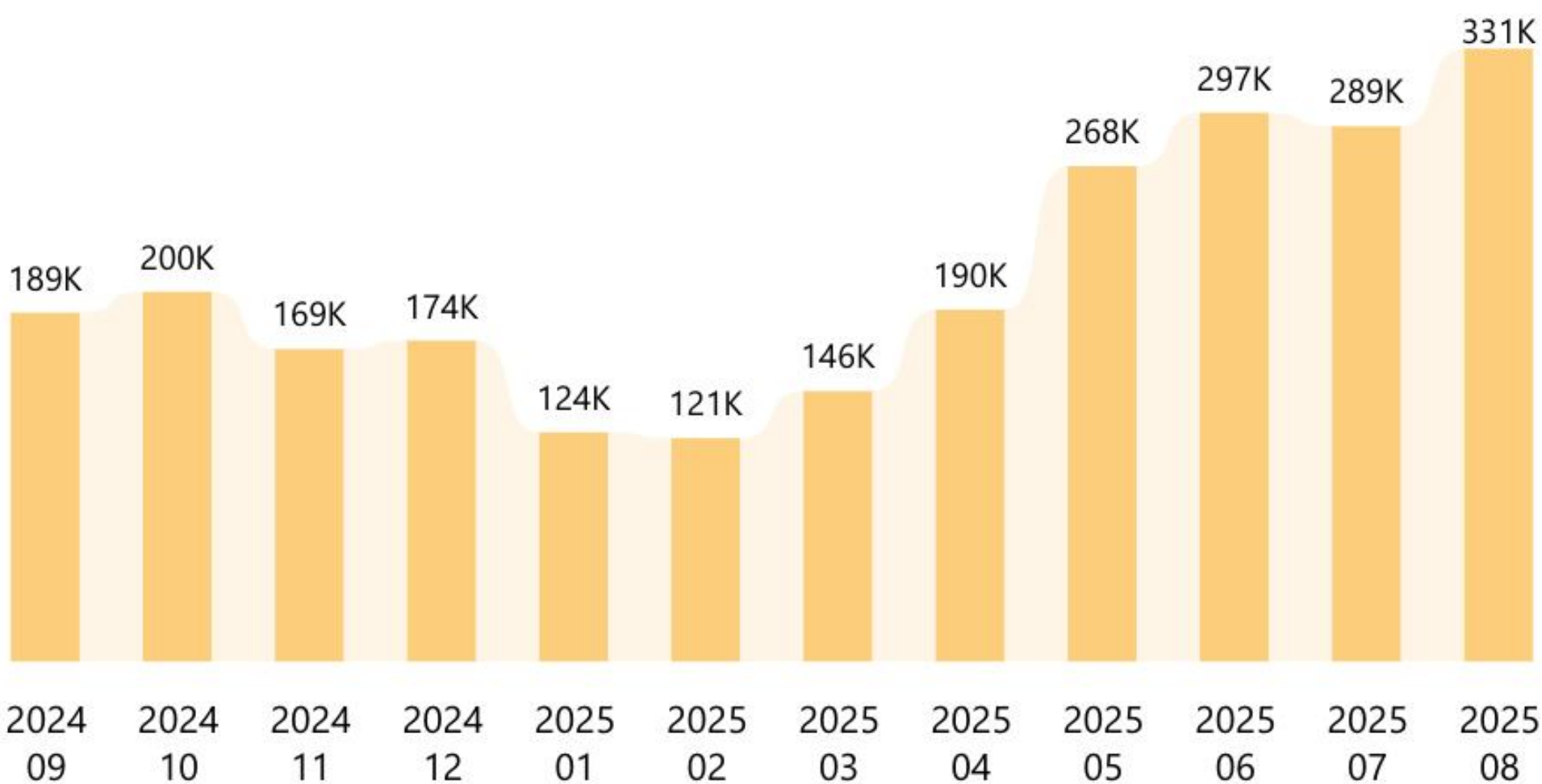
Uusimaa Helsinki



Vastaaja voinut valita maksimissaan 3 vaihtoehtoa

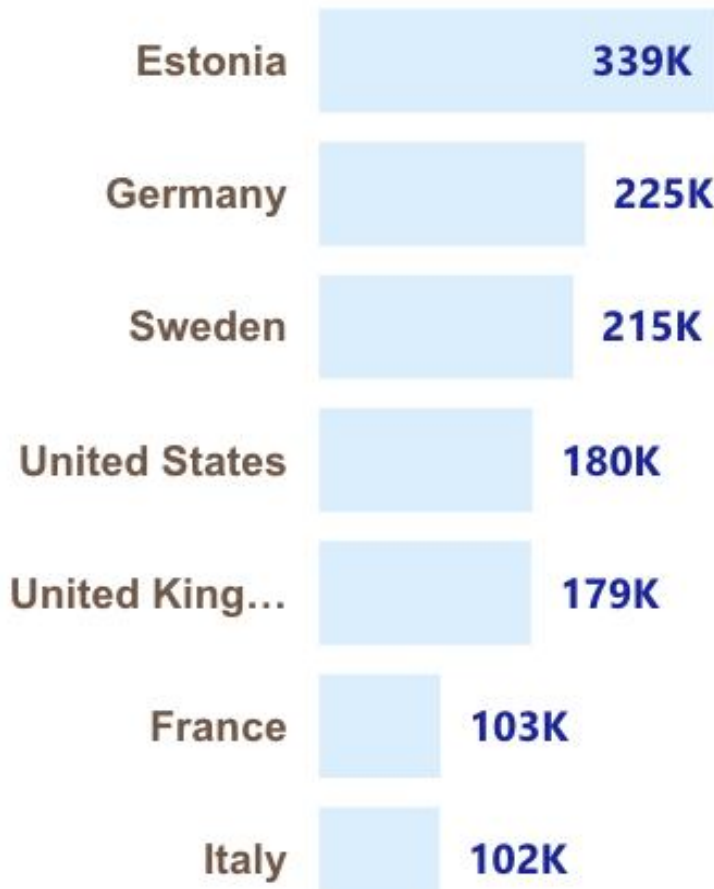
Matkat 12 kk 2,497K

Uusimaa Helsinki



Top markkinat

Uusimaa Helsinki





Vuosi

All

Kuukausi

All

Viim. 12 kk

Yes latest 12 ...



Kohdealueet

Uusimaa (Travel Des...

Matkan tarkoitus

All

Alku/Loppu kk

09/2024

08/2025



Touring traveller



Culture traveller



City traveller

Matkoja

€ EUR

Tämän kokeellisen sivun tavoitteena on karkealla tasolla ja suuntaa antavasti arvioida ulkomaisten matkailijoiden määrää ja rahankäyttöä matkustusmotivaation ja Suomessa koettujen elämysten perusteella. Tapoja on kaksi: 1) Olemme muodostaneet yllä olevat kuusi segmenttiä, joiden rakennuksesta lisää info-ikonissa. Segmenttikohtaiset tulokset päivittyvät segmentin ikonia klikatessa. 2) Tarkastellaan suoraan vastauksia kysymykseen (vasemmalla) mitä asioita ja elämyksiä Suomessa teki. Tämä tapa toimii kun mitään segmetti-ikonia ei ole aktivoitu. Segmentit eivät ole toisiaan poissulkevia. Tämän perusteella voidaan arvioida esim. niiden matkailijoiden määrää ja rahankäyttöä Suomessa, jotka kokeneet Suomessa kulttuurielämyksiä tai harrastaneet urheilu- tai liikunta-aktiviteetteja ulkoilmassa. Huom. Suosittelemme pidempiä ajanjaksoja tarkasteluun kuten 12 kk.

Elämykset ja kokemukset

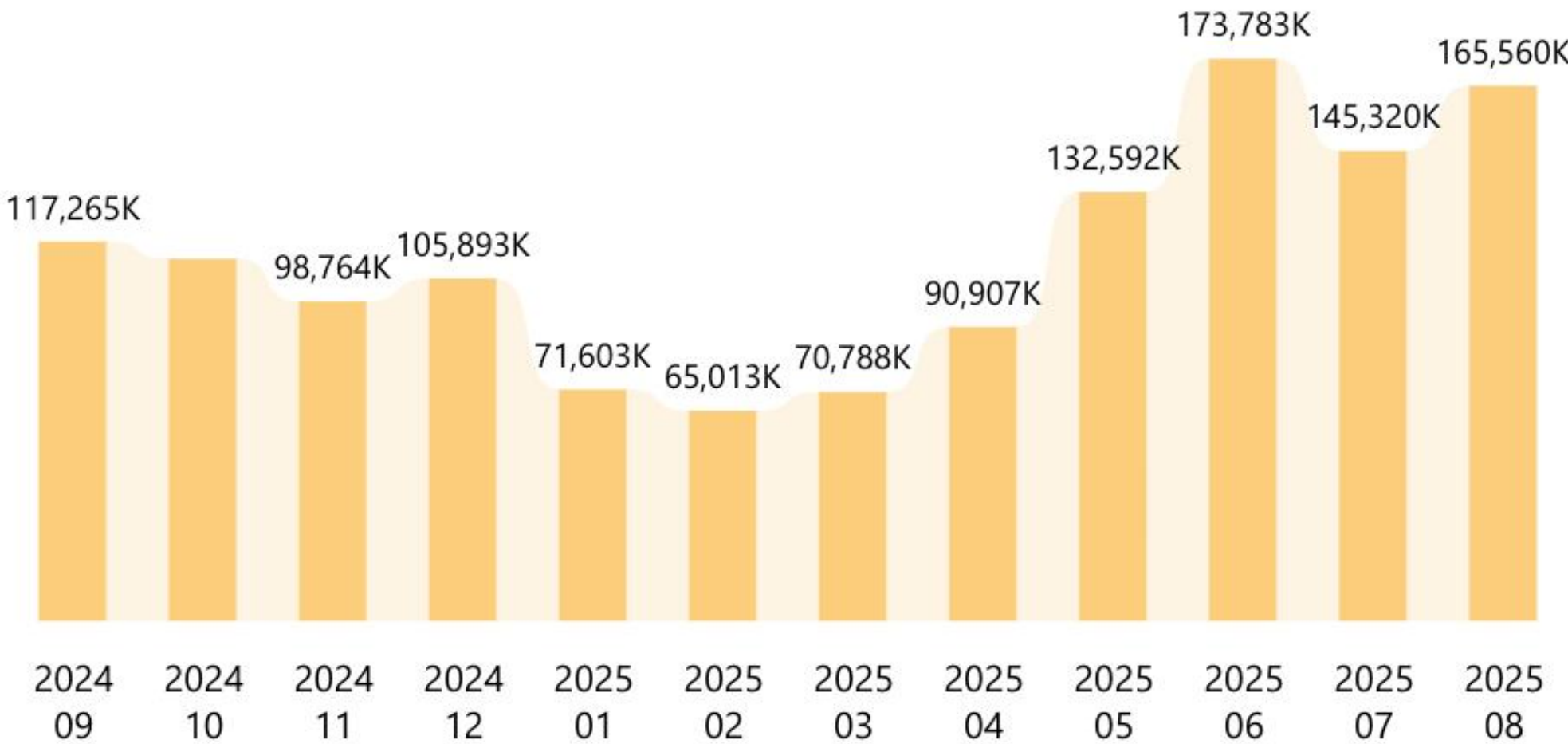
Uusimaa Helsinki



Vastaaja voinut valita maksimissaan 3 vaihtoehtoa

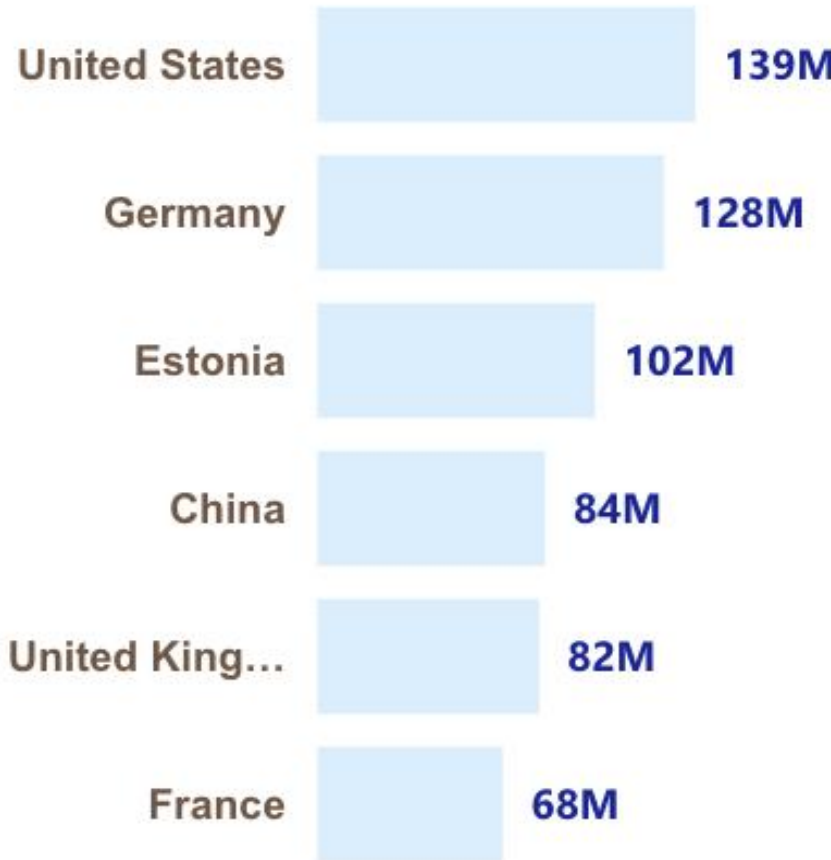
€ EUR 12 kk 1,350M

Uusimaa Helsinki



Top markkinat

Uusimaa Helsinki







Touring traveller



Culture traveller



City traveller

Matkoja

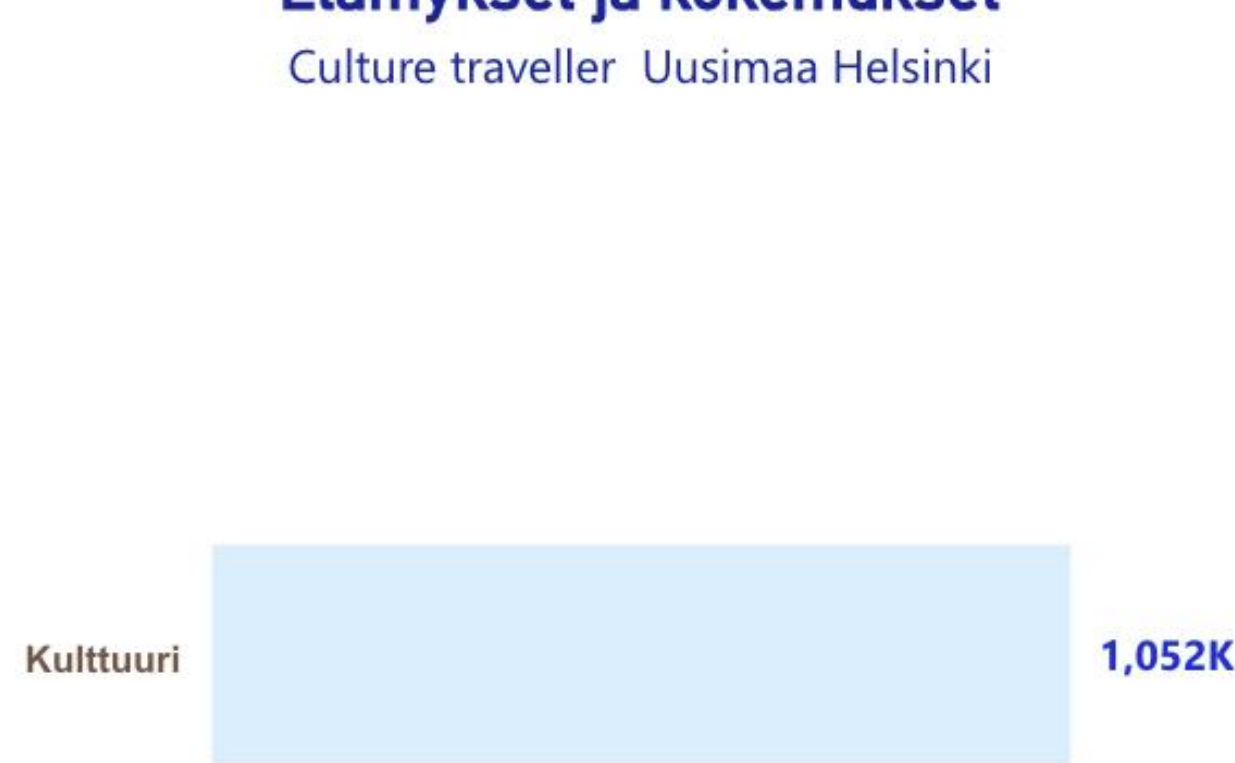
€ EUR

Tämän kokeellisen sivun tavoitteena on karkealla tasolla ja suuntaa antavasti arvioida ulkomaisten matkailijoiden määrää ja rahankäyttöä matkustusmotivaation ja Suomessa koettujen elämysten perusteella. Tapoja on kaksi: 1) Olemme muodostaneet yllä olevat kuusi segmenttiä, joiden rakennuksesta lisää info-ikonissa. Segmenttikohtaiset tulokset päivittyvät segmentin ikonia klikatessa. 2) Tarkastellaan suoraan vastauksia kysymykseen (vasemmalla) mitä asioita ja elämyksiä Suomessa teki. Tämä tapa toimii kun mitään segmentti-ikonia ei ole aktivoitu. Segmentit eivät ole toisiaan poissulkevia. Tämän perusteella voidaan arvioida esim. niiden matkailijoiden määrää ja rahankäyttöä Suomessa, jotka kokeneet Suomessa kulttuurielämyksiä tai harrastaneet urheilu- tai liikunta-aktiviteetteja ulkoilmassa. Huom. Suosittelemme pidempiä ajanjaksoja tarkasteluun kuten 12 kk.



Elämykset ja kokemukset

Culture traveller Uusimaa Helsinki

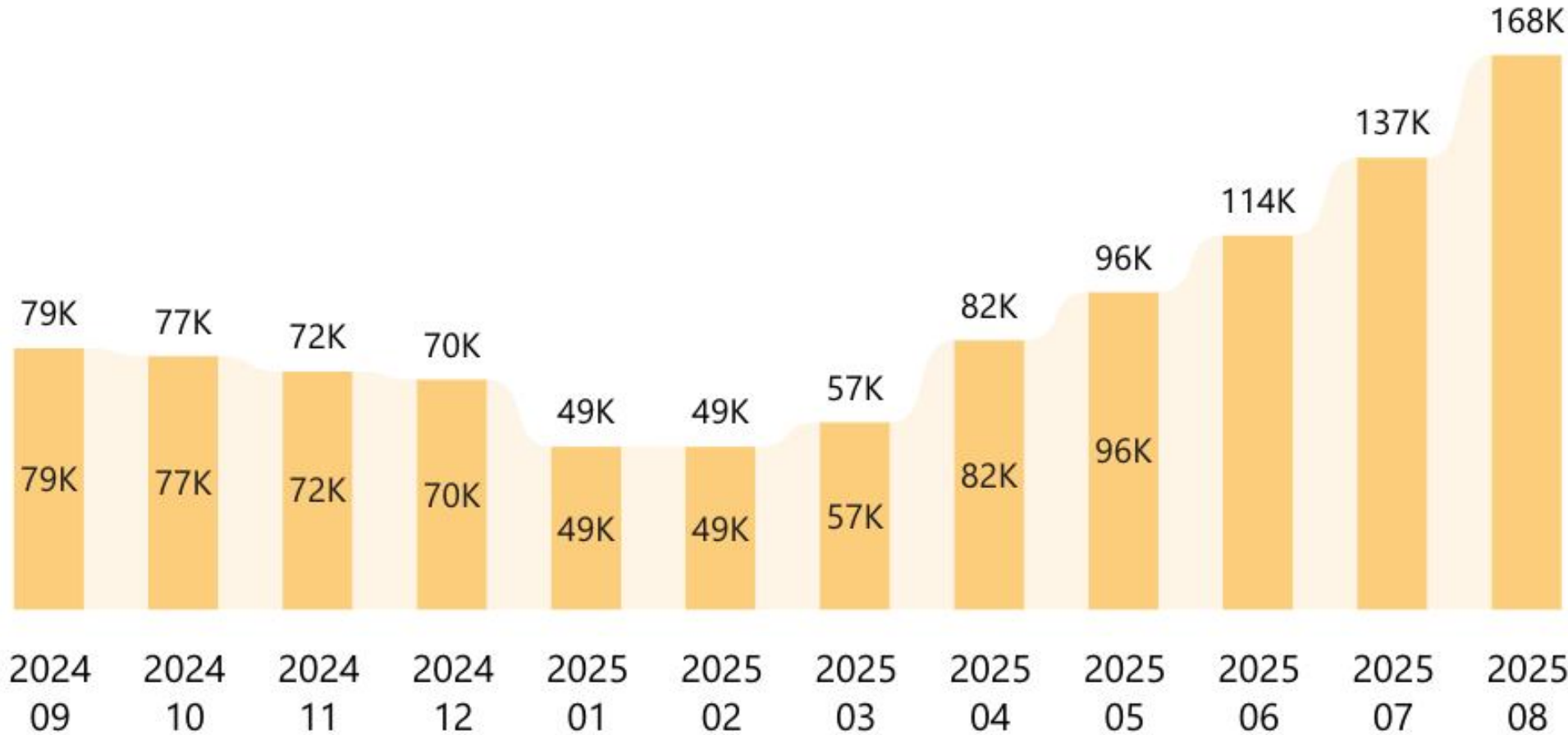


Vastaaja voinut valita maksimissaan 3 vaihtoehtoa

Matkat 12 kk

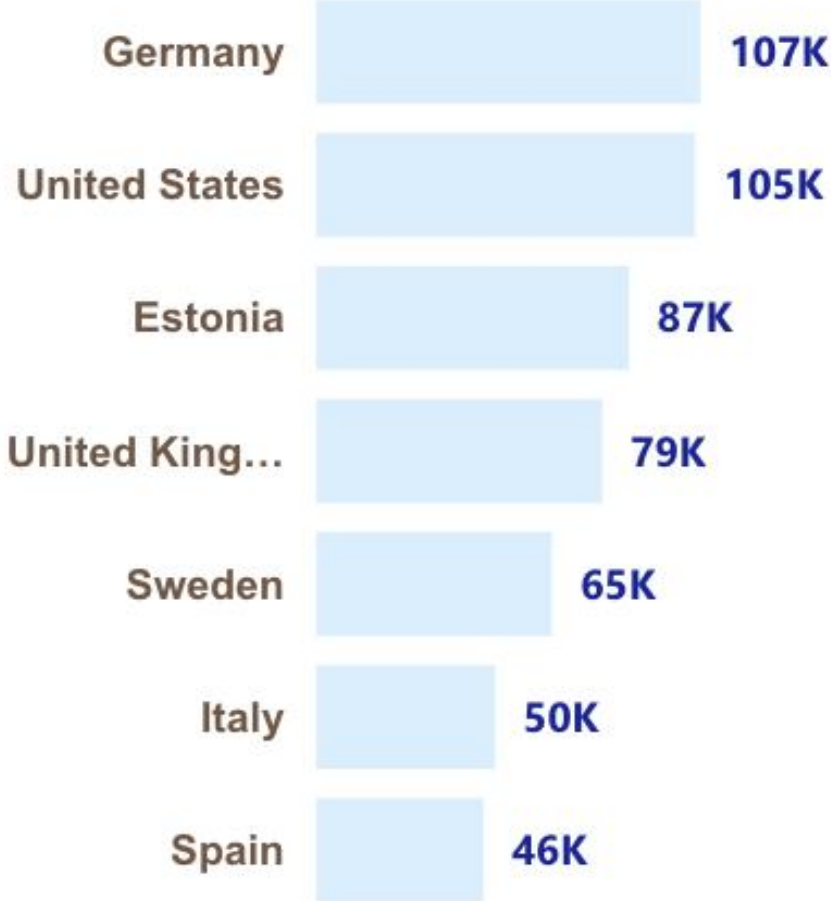
1,052K

Culture traveller Uusimaa Helsinki



Top markkinat

Culture traveller Uusimaa Helsinki



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