



# Travelling to Romagna

– from a Finn perspective

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# Typical traveller from Finland

- TOP 3  
Destinations:**
1. Estonia
  2. Sweden
  3. Greece

## Interests:

Shopping Architecture  
Skiing Food tourism  
Markets with Ruins  
handmade goods **Spa-visits**  
Old buildings  
Cultural Sights  
Hiking differences  
**Exploring** Historical places  
Monuments Beach activities  
Renting a car **Cycling**  
Brick and mortar stores



## **Other issues concerning Finnish travel**

**Finnish people spend their summer holidays mostly in Finland**

**Cold winters and darkness drive Finns to book travels to warmer climate**

**Covid19 -situation still affects the travel abroad**

**Travel abroad is slowly growing**

# Typical Finnish traveller's interests

**Values punctuality and that things work as they are supposed to**

**Finnish people are very honest, they value fair and carefree service**

**Finland is a safe country, so Finns are used to safeness**

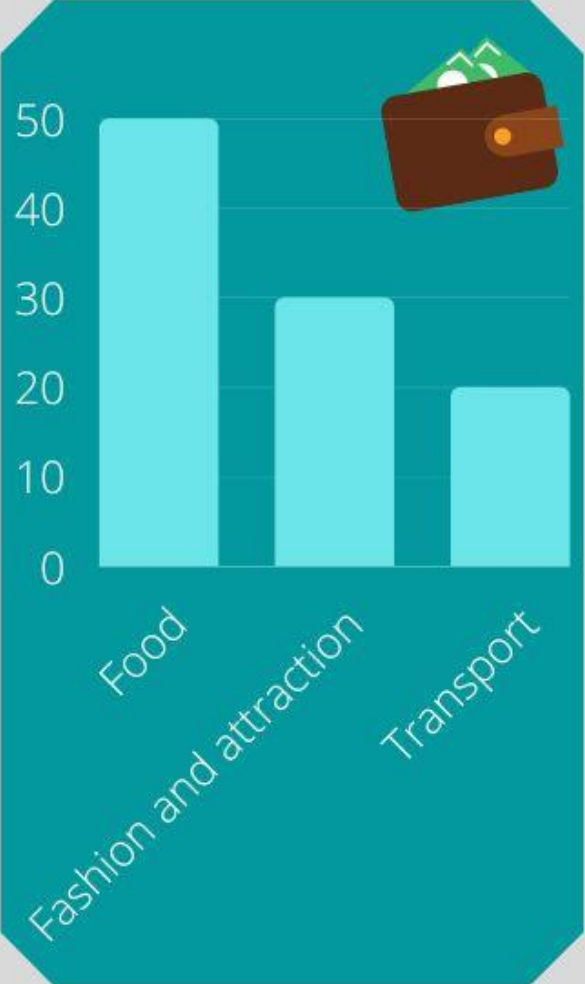
# FINNISH TOURIST PROFILE



Average age: 30-40

Travel in group    Two language

What they want

A row of four icons: a green car, a wooden market stall with various produce, the Colosseum in Rome, and a hand holding a lid over a steaming pot.

Romagna's Natural Parks

Seaside towns and fishermen's villages

Pet-friendly beaches

Thalassotherapy- services

Motorcycle activities

**Places and activities in Romagna-area that are sure to interest Finnish people**

# Holiday time period

Finnish tourist spends approximately one week in their destination or 10 days if the traveling time is long

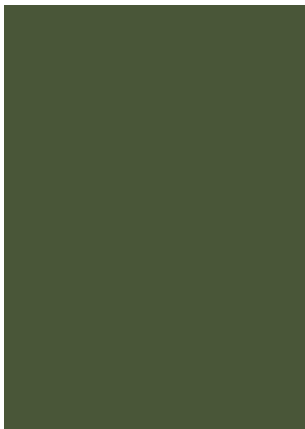


When a Finnish tourist is pleased about their holiday country/city, they tend to re-visit for a longer time (~2 weeks)



**Main theme for a  
holiday package**





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