

Exploring Domestic Tourism in the Nordics – Background of the Project

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19.4.2023



Ministry of Economic Affairs
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Exploring Domestic Tourism in the Nordics

- Study funded by the Nordic Council of Ministers, looking to identify best practices in the development of domestic tourism with future potential for the Nordic countries
- Each Nordic country and autonomous region is studied
- Coordinated by Finland (MEAE) and carried out by Innolink together with Oxford Research and Icelandic Tourism Research Center



Financed by
Nordic Council of
Ministers



Ministry of Economic Affairs
and Employment of Finland

INNOLINK

Map: norden.org

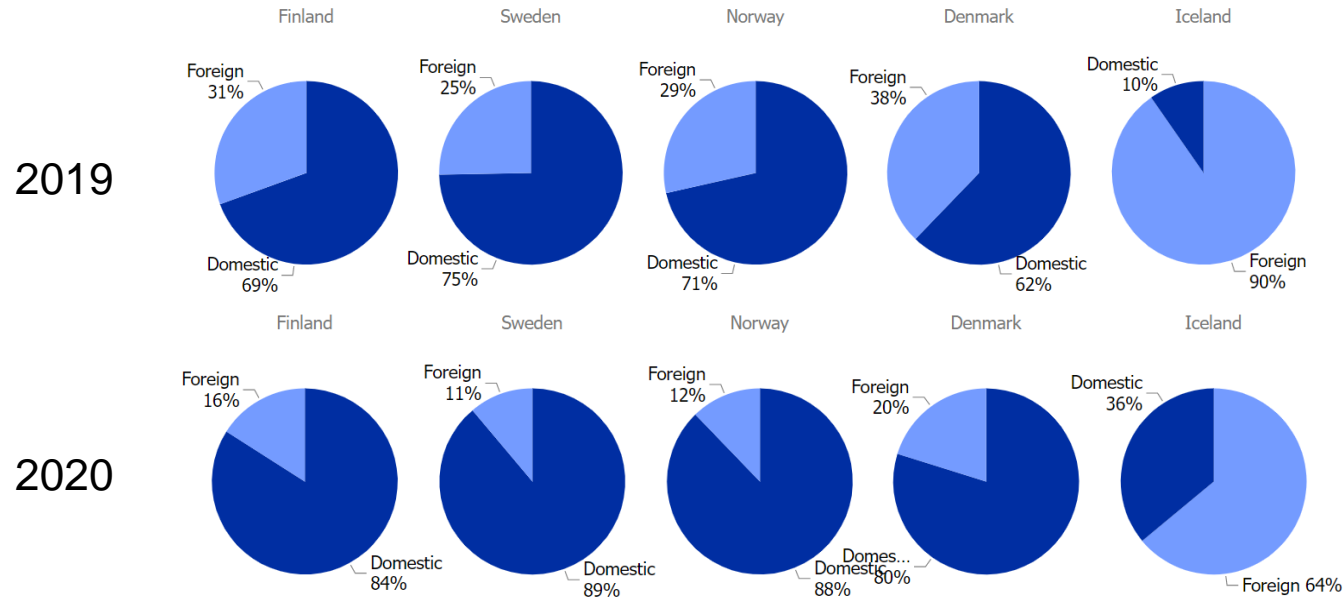
Premise of the project



- The role of domestic tourism increased during the Covid-19 pandemic due to heavy restrictions on international arrivals.

Share of domestic and foreign overnights in the Nordic countries

Source: [Visit Finland](https://www.visitfinland.fi) (13.4.2023)



Monthly overnight statistics for Iceland include hotels only.

Sources: Rudolf Data Base, Statistics Denmark, Statistics Finland, Statistics Iceland, Statistics Norway, Statistics Sweden

Premise of the project



Photo: NN – norden.org

- The unexpected crisis has required tourism enterprises flexibility and ability to update their service supply to better meet the demand of the domestic travelers.
- It was expected that reopening of travelling and tourism would start from the close markets. This would mean increased role of the domestic tourism.
- In addition, it is predicted that popularity of domestic tourism will continue to increase in the longer term due to rising demand for more sustainable tourism services. Currently, also rising inflation and weakening consumer purchasing power might increase willingness to travel in nearby areas.

Focus of the project

The project examined for example the following questions:

- What is the size and potential of domestic markets in the Nordics?
- How are domestic tourism activities coordinated and financed in the Nordic countries?
- Who is responsible for coordinating the development; e.g. the tourism industry, towns, regional authorities or national authorities?
- What are the best practices in developing domestic tourism: promotion, product development, networking, collaboration etc.?



Photo: NN – norden.org

Deliverables



Photo: NN – norden.org

Measurable objectives:

- Support for organisations operating in the domestic tourism market
- Realizing the value of domestic tourism in the Nordic countries
- Shared understanding of the meaning and value of short-haul markets post-Covid-19 and the potential of increasing domestic tourism

Concrete deliverables:

- Written final report and visualized summary
- Presenting the results in a public webinar