

2016 Food Travel Monitor Finland Custom Questions

Matthew J. Stone & Steven Migacz

World Food Travel Association

Portland, Oregon
2016

Visitors to Finland

ALL RESPONDENTS

8.1% have visited Finland in the past 10 years

Culinary Travelers

9.7% have visited Finland in the past 10 years

I am familiar with the food of Finland

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Average
ALL RESPONDENTS	24 %	28 %	31 %	13 %	4 %	2.46
Culinary Travelers	21 %	24 %	32 %	17 %	6 %	2.63
Non-Culinary Travelers	27 %	31 %	30 %	10 %	2 %	2.30
Have Visited Finland	2 %	7 %	24 %	47 %	20 %	3.76
Not Visited Finland	26 %	30 %	32 %	10 %	2 %	2.31
Based on a Likert-type scale (1-5), anchored by "Strongly Disagree" and "Strongly Agree"						

I can easily name food or drinks from Finland

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Average
ALL RESPONDENTS	26 %	29 %	31 %	10 %	4 %	2.38
Culinary Travelers	22 %	26 %	33 %	12 %	6 %	2.54
Non-Culinary Travelers	30 %	31 %	29 %	8 %	3 %	2.30
Have Visited Finland	4 %	13 %	27 %	37 %	20 %	3.56
Not Visited Finland	29 %	31 %	31 %	7 %	3 %	2.24
Based on a Likert-type scale (1-5), anchored by "Strongly Disagree" and "Strongly Agree"						

I think that Finland offers appealing food

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Average
ALL RESPONDENTS	8 %	9 %	55 %	20 %	7 %	3.09
Culinary Travelers	7 %	8 %	49 %	25 %	11 %	3.24
Non-Culinary Travelers	9 %	10 %	62 %	15 %	4 %	2.96
Have Visited Finland	3 %	4 %	29 %	38 %	27 %	3.82
Not Visited Finland	9 %	10 %	59 %	18 %	5 %	3.01
Based on a Likert-type scale (1-5), anchored by "Strongly Disagree" and "Strongly Agree"						

I have positive expectations of the food in Scandinavia (including Finland)

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Average
ALL RESPONDENTS	8 %	10 %	47 %	26 %	9 %	3.16
Culinary Travelers	8 %	9 %	40 %	31 %	13 %	3.33
Non-Culinary Travelers	9 %	12 %	53 %	21 %	5 %	3.00
Have Visited Finland	2 %	6 %	17 %	48 %	28 %	3.93
Not Visited Finland	9 %	11 %	50 %	23 %	7 %	3.08
Based on a Likert-type scale (1-5), anchored by "Strongly Disagree" and "Strongly Agree"						

Terms Describing Food From Finland

	All Leisure Travelers	Culinary Travelers	Non-Culinary Travelers	Visited Finland	Not Visited Finland
Don't know anything	52 %	46 %	58 %	8 %	60 %
Delicious, tasty	18 %	24 %	12 %	48 %	15 %
Trendy, modern	13 %	18 %	8 %	34 %	11 %
Pure, clean, natural	24 %	30 %	17 %	55 %	21 %
Healthy	23 %	27 %	19 %	51 %	21 %
Simple, unpretentious	16 %	19 %	14 %	40 %	14 %
Strange, unusual	9 %	11 %	7 %	16 %	8 %
Local, differing by region	14 %	16 %	12 %	33 %	12 %
Arctic, Nordic	19 %	21 %	16 %	32 %	18 %
Russian, Eastern	4 %	5 %	4 %	14 %	4 %
Wild food (herb, berries, reindeer)	16 %	20 %	11 %	34 %	14 %
Foraging/picking berries	8 %	9 %	6 %	19 %	7 %
% of respondents who agreed					

Which of the following Finnish specialties are appealing?

	All Leisure Travelers	Culinary Travelers	Non-Culinary Travelers	Visited Finland	Not Visited Finland
Smoked Fish	53 %	56 %	50 %	55 %	55 %
Reindeer Meat	32 %	34 %	29 %	47 %	32 %
A cake made with wild berries	49 %	51 %	46 %	55 %	50 %
Cinnamon buns	49 %	49 %	49 %	53 %	51 %
Karelian pies	20 %	23 %	18 %	30 %	20 %
Freshwater crayfish	36 %	41 %	32 %	42 %	38 %
Smoked sausages	41 %	43 %	39 %	41 %	43 %
Salmon Soup	34 %	38 %	29 %	37 %	35 %
Rye Bread / dark bread	40 %	43 %	38 %	38 %	43 %
% of respondents who agreed					



Methodology

This study surveyed travelers (n=2,527) who have taken an overnight trip or a trip at least 50 miles (80 km) away from home in the past 12 months. In other words, the findings of this study are based on self-identified Leisure Travelers. The survey included a nationwide sample of United States Leisure Travelers (n=570) targeted to represent the U.S. population, in addition to participants who live in nine other countries: Australia (209), China (228), France (203), Germany (201), India (278), Ireland (196), Mexico (213), Spain (205), and United Kingdom (215). The full methodology can be found in the *2016 Food Travel Monitor*. Not every respondent answered every question, so *n* may be less than 2,527 for individual questions.

Overwhelmingly, Leisure Travelers are intentionally participating in unique and memorable food and beverage activities while traveling. Culinary experiences are no longer a niche activity.

93% of Leisure Travelers had participated in a unique food or beverage activity while traveling in the past two years.

“Culinary Travelers” are defined as Leisure Travelers who are motivated to travel for food and beverage experiences. Across all countries, 49% of all Leisure Travelers are Culinary Travelers.