

Digitaalinen asiakaspolku ja kohtaamispisteet

Käytetyimmät digitaaliset kanavat Saksassa

Digitaalinen asiakaspolku



UNELMOINTI



SUUNNITTELU



VARAUS



MATKALLA



MATKAN
JÄLKEEN

MONIKANAVAINEN LÖYDETTÄVYYS
LUO KYSYNTÄÄ

MONIKANAVAINEN OSTETTAVUUS
LUO MYNNIN KASVUA

Media

TV, lehdet, radio,
vaikuuttajat

Hakukoneet

Google SEO, SEM
GTTD ja Google
Hotels

Sosiaalinen Media

FB, IG, LinkedIn
Snapchat, Tiktok

Matkailusivustot

VisitFinland.com
VISIT-sivustot
Markkinapaikat
OTAt, Tripadvisor

Arvostelu/vertailu

GTTD & Google
Hotels, Google
Reviews,
Tripadvisor, Yelp

Matkailuyrityksen omat digikanavat

Kotisivut ja
verkkokauppa
VISIT-sivustot
Bookturku.fi
VisitFinland.com
Varauskanavat
OTAt

Ostokanavat

VISIT-sivustot
OTAt
Oma verkkokauppa

Meta search

Google, Kayak, Trivago

Muut jakelijat, myyjät

Tableonline,
Lomarengas,
Muut kumppanit
Matkanjärjestäjät

Myynti kohteessa

VISIT-sivustot
Oma verkkokauppa
OTAt

Sosiaalinen Media

FB, IG,
Snapchat, Tiktok

Suosituksset / Arvostelut/vertailut

Google Reviews,
Tripadvisor, Yelp

Sitouttaminen

Uutiskirje
Kanta-asiakkuus



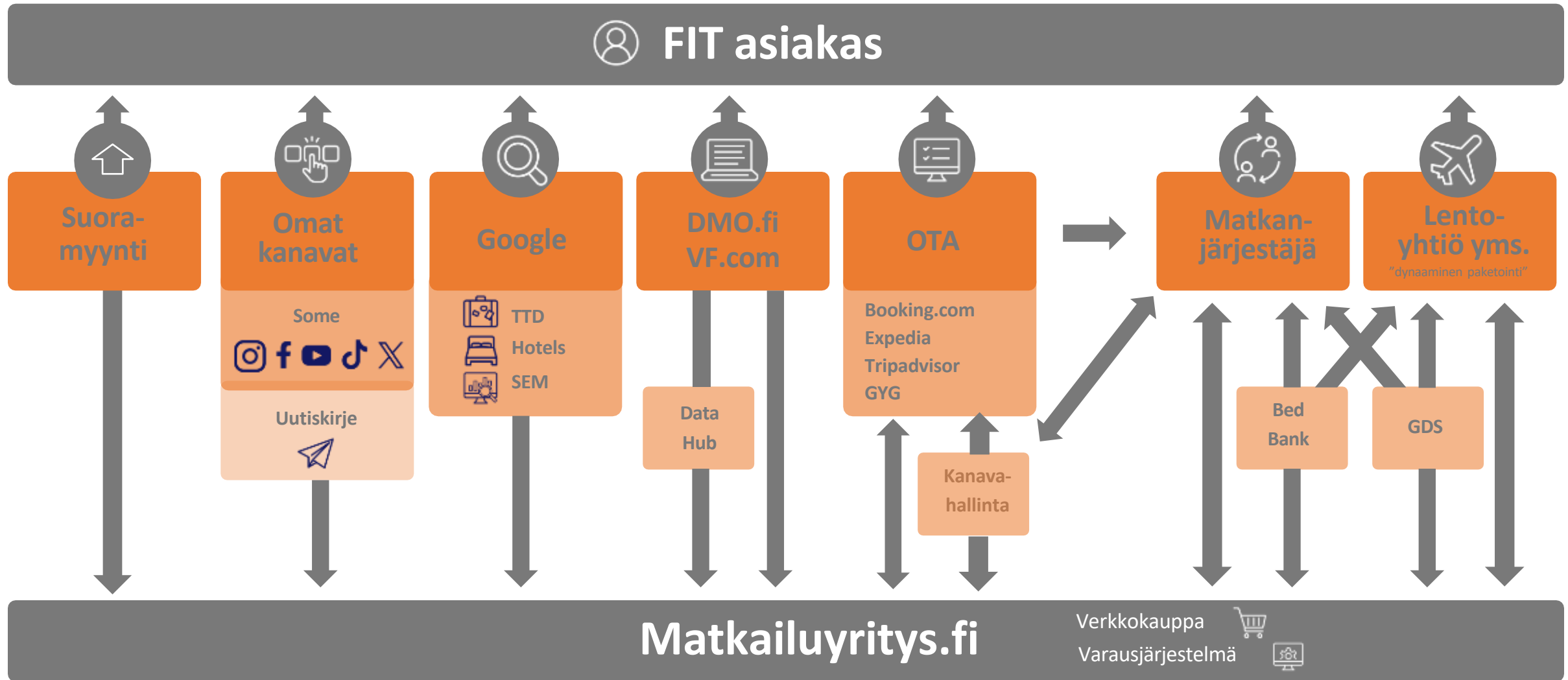
GTTD = Google Things to Do

OTA = Online Travel Agent, esim. booking.com, expedia, viator.com, jne

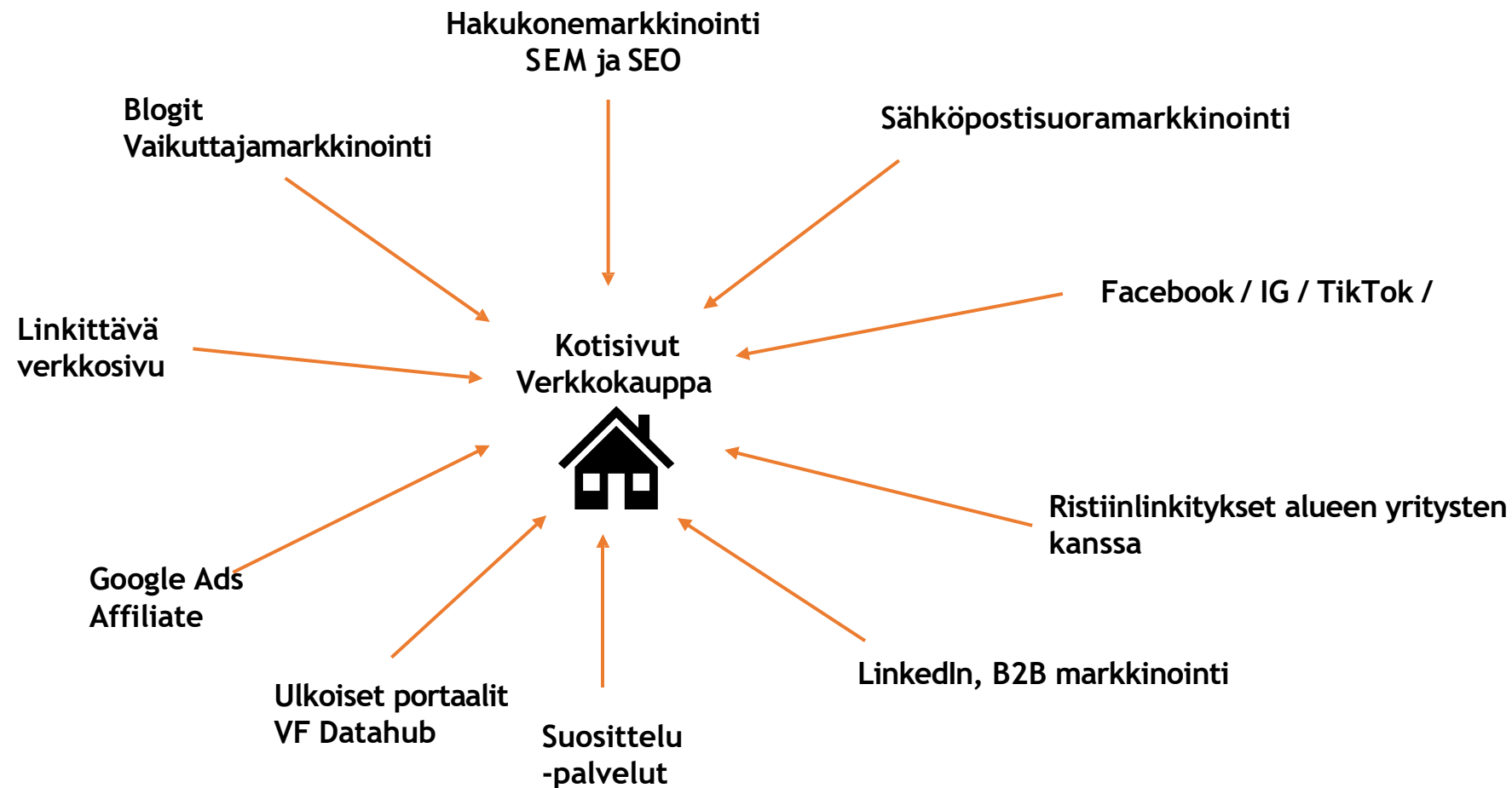
85% FIT asiakkaista varaa palvelun / tuotteen
vasta matkakohhteessa

FIT = Fully Independent Traveller = yksilönä
matkaileva

Matkailun digitaalinen jakelukartta



Monikanavaisuus markkinoinnissa



OMA MEDIA

LAINATTU MEDIA

ANSAITTU MEDIA

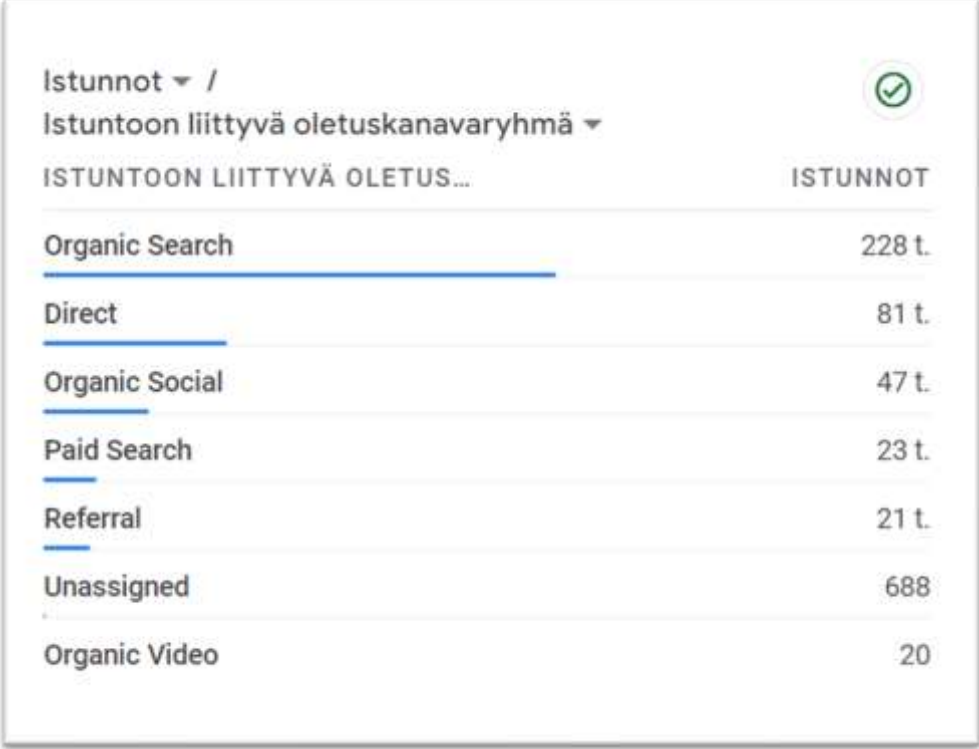
OSTETTU MEDIA

1. PANOSTA OMAAN MEDIAAN eli KOTISIVUIHIN

2. TUNNISTA ASIAKKAN POLKU

- Tiedätkö mistä asiakkaasi polku lähtee ja minne se päättyy?
- Miten ja mistä asiakkaat etsivät tietoa yrityksesi palveluista ja tuotteista?

Ota käyttöön Google GA4, Snoobi, Matomo tai jokin muu analytiikkaohjelma kotisivujen ja verkkokaupan kävijäliikenteen seurantaan.



The screenshot shows the Google Analytics 'Istunnot' (Sessions) report. At the top, there are filters for 'Istunnot' and 'Istuntoon liittyvä oletuskanavaryhmä'. Below this is a table with two columns: 'ISTUNTOON LIITTYVÄ OLETUS...' and 'ISTUNNOT'. The table lists various traffic sources with their corresponding session counts. The sources are: Organic Search (228 t.), Direct (81 t.), Organic Social (47 t.), Paid Search (23 t.), Referral (21 t.), Unassigned (688), and Organic Video (20).

ISTUNTOON LIITTYVÄ OLETUS...	ISTUNNOT
Organic Search	228 t.
Direct	81 t.
Organic Social	47 t.
Paid Search	23 t.
Referral	21 t.
Unassigned	688
Organic Video	20

3. KESKITY INBOUND -MARKKINOINTIIN (NATIIVIMARKKINOINTI)



Inbound-markkinointi perustuu ajatukseen siitä, että yrityksen tulee ansaita asiakkaidensa huomio tarjoamalla heille arvoa, eikä vain keskeyttämällä heitä mainoksilla.

Tarvitset pitkäjänteisen strategian, joka keskittyy luottamuksen ja suhteen rakentamiseen potentiaalisten asiakkaiden kanssa.

OSTETTU MEDIA

Hakukonmainonta
(Google Ads)

Somemainonta
(Facebook, Instagram,
TikTok, LinkedIn, jne.)

Display-mainonta
(bannerit)

Natiivimainonta

Affiliatemainonta

Videomainonta
(YouTube)

OSTETTU MEDIA

Mainosmuoto	Lyhyt kuvaus	Esimerkkejä	Vahvuudet	Heikkoudet	Käyttökohteet
Hakukonemainonta (SEM)	Mainokset sijoitetaan hakukoneiden tuloksiin avainsanojen perusteella (Google Ads, Bing Ads).	Google Ads, Bing Ads	Tarkka kohdentaminen, korkea konversioaste, mitattavat tulokset.	Korkea kilpailu, hintavaihtelut.	Tuotteet ja palvelut, joita haetaan aktiivisesti (esim. verkkokaupat, palvelut).
Sosiaalisen median mainonta	Maksetut mainokset sosiaalisessa mediassa, kuten Facebookissa ja Instagramissa.	Facebook Ads, Instagram Ads, LinkedIn Ads	Laajat kohdennustyökalut, visuaalisuus, brändin tunnettuus.	Klikkien laatu vaihtelee, mainosten ohittaminen.	Brändin tunnettuus, uusien tuotteiden lanseeraus, asiakasuskollisuus.
Näyttömainonta	Visuaaliset mainokset (bannereita ja videoita) verkkosivustoilla ja sovelluksissa.	Bannerimainokset, videomainokset, natiivimainonta	Laaja tavoittavuus, brändin tunnettuus, uudelleenmarkkinointi.	Matalampi sitoutumisaste, mainossokeus.	Brändin tunnettuus, laajat yleisöt, uudelleenmarkkinointi.
Affiliate-markkinointi	Kolmas osapuoli markkinoi yrityksen tuotteita ja saa palkkion toteutuneista myynneistä.	Amazon Affiliate Program, Travel-affiliate-ohjelmat	Matala riski, laaja markkinoijaverkosto.	Rajallinen kontrolli, korkea kilpailu.	Verkkokaupat, matkailu, B2C-tuotteet ja palvelut.
Sähköpostimarkkinointi	Mainosviestit lähetetään suoraan sähköpostilla asiakkaille, kuten uutiskirjeet ja tarjoukset.	Verkkokauppojen tarjoukset, B2B-uutiskirjeet	Suora yhteys asiakkaisiin, korkea ROI.	Roskapostiriski, yleisön rakentaminen vaatii aikaa.	Tarjoukset ja alennukset, B2B-uutiskirjeet.

OMA MEDIA

LAINATTU MEDIA

ANSAITTU MEDIA

OSTETTU MEDIA

Kasvu johtuu osittain sukupolvien eroista ja ikäluokista, jotka vaativat digitaalista ostettavuutta ja palvelua

- Milleniaalit (1981-1995) ja Zetat (1996-2014) ovat merkittävässä roolissa tulevaisuuden matkailun markkinassa
- Social creator eli Zeta on ensimmäinen täysin diginatiivi sukupolvi
- Zetat ovat kasvaneet tekniikan ympäröimänä, eivätkä eivät tunne maailmaa ennen älypuhelimia ja nettiä
- Zetat eivät halua tulla määritellyksi perinteisiin muotteihin
- Diversiteetti eli moninaisuus on keskeinen arvo, ja heille on tärkeää päästä toteuttamaan itseään
- He luottavat enemmän vertaisiinsa kuin markkinoijaan
- **Valtaosa on ostanut jotain somevaikuttajan suosituksesta, ja jopa 92 % suosii ystävien käyttämiä brändejä**
- Lapsuuden perheeltä periytyy seuraaville sukupolville tyypillisesti muutamia brändejä
- Globaalilla Z-sukupolvella on rajaton määrä brändejä ulottuvillaan
- **Jos tuote ei ole saatavilla verkossa, sitä ei ole olemassa**



Zetat

- 90 % Zetoista käyttää sosiaalista mediaa inspiraation lähteenä: uudet trendit ja elämykset kiinnostavat
 - 68% lukee vähintään 3 arvostelua ennen kommentointia/reagointia
 - 28% varaa palvelun / matkat, jos sitä on suositellut jokin vaikuttaja
 - 82% Zetoista luottaa enemmän yrityksiin, jotka näyttävät todellisten asiakkaiden tekemää sisältöä
 - 61% on kiinnostunut kohteista, joita esitellään aktiviteetteihin perustuen
 - 52% tekee päätöksen kohteesta kuvien perusteella
- 95% haluaa tehdä varauksen älypuhelimellaan
 - Huom! Aasian markkina
 - 76 % ei tee varausta, jos varaus pitää tehdä puhelimitse tai sähköpostitse
 - 70% tutustuu matkakohteeseen älypuhelimellaan

<https://www.roller.software/blog/>



Baby Boomers – suuret ikäluokat (1945–1960)

- Pula-ajasta vaurauteen, nyt eläkkeellä, työelämään pääsi helposti
- Tietty nuukuus näkyy toiminnassa, monella todella pieni eläke, **tottuneet soittamaan**

X-sukupolvi – siirtyi opiskelemaan ja työelämään 1990-luvulla (1961–1980)

- Tyypillistä yhteisölliset kokemukset: tv-sarjat, musiikki, yksilöllinen pukeutuminen
- Toisaalta elivät lapsuuden nousukaudella, mutta aikuisuuden kynnyksellä alkanut lama vaikeutti opinnoista työelämään siirtymistä
- Matkustavat paljon ja osaavat kieliä, kiinnostutaan ilmastoasioista
- Kilpailuhenkisyys ja kiinnostus itsensä
- **Shoppailee pitkälti kivijalassa, mutta pitää myös verkkokaupan helppoudesta ja inspiroituu digikanavissa**
- Tarttuu mielellään tunnettuihin ja laadukkaisiin brändeihin.

Xenniaanit X ja Y-sukupolven välissä tunnistavat itsestään kummallekin sukupolvelle tyypillisiä piirteitä. Xenniaalit ovat eläneet analogisen lapsuuden ja digitaalisen aikuisuuden.

Y-sukupolvi –milleniaalit (1981–1997)

- Työnantaja valitaan usein tämän arvojen ja maineen perusteella
- Milleniaalit eivät välttämättä mene naimisiin. Heitä kiinnostaa itsensä kehittäminen. Heillä on yksi lapsi tai lemmikkieläin
- Arvostavat enemmän palveluita ja pääsyä palveluihin kuin omistamista.
- Odottavat nopeaa, digitaalista palvelua (lapsena kuunneltiin rätisevää modeemia)
- Panostavat elämyksiin ja kokemuksiin, ovat trenditietoisia ja kokeilunhaluisia kuluttajia, joiden sitouttaminen ei ole markkinoijalle helppo tehtävä.
- Suosivat yrityksiä, jotka jakavat heidän kanssaan saman arvomaailman. Brändit, jotka onnistuvat viestimään **ympäristöarvoista** ja **vastuullisuudesta**, voivat voittaa milleniaalin puolelleen.
- **Milleniaali on myös multitaskauksen mestari (podcastit suosiossa!)**

Z-sukupolvi – (1998-2010)

- Social creators, swaippaussukupolvi, zetat, ensimmäinen täysin diginatiivi sukupolvi
- Ovat kasvaneet tekniikan ympäröimänä, eivätkä eivät tunne maailmaa ennen älypuhelimia ja nettiä
- Zetat eivät halua tulla määritellyksi perinteisiin muotteihin
- Diversiteetti eli moninaisuus on keskeinen arvo, ja heille on tärkeää päästä toteuttamaan itseään
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- **Jos tuote ei ole saatavilla netissä, sitä ei ole olemassa**

Vauraimman sukupolven muodostavat millenniaalien lapset: sukupolvi Alfa, (2011–2025)

- Maailmaan syntyy viikoittain 2 800 000 alfa-sukupolven edustajaa, ja vuoteen 2025 mennessä alfa-sukupolvi tulee olemaan maailmanhistorian suurin sukupolvi.
- **Täydelliset diginatiivit, ei tunne maailmaan ilman virtuaalitodellisuutta**
- Tottunut yksilöllisiin kokemuksiin, matkustanut jatkuvasti ja kokenut kaikkea jo pieninä
- Ystävät ovat "maailmalla", parisuhde netistä, tasa-arvoisuus tärkeää, esim. "Greta"-tyyppiset aktivistit
- Lue lisää: <https://parcero.fi/blogi/markkinointimaailmassa-kohistaan-nyt-alfa-sukupolvesta/>

Muista sukupolvien erot

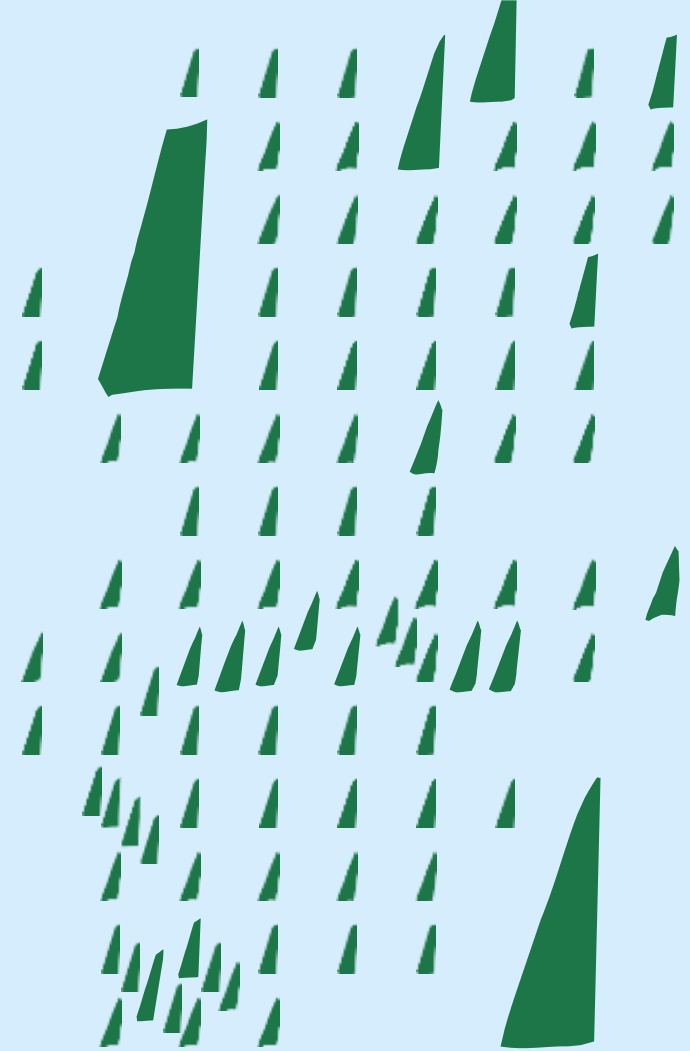
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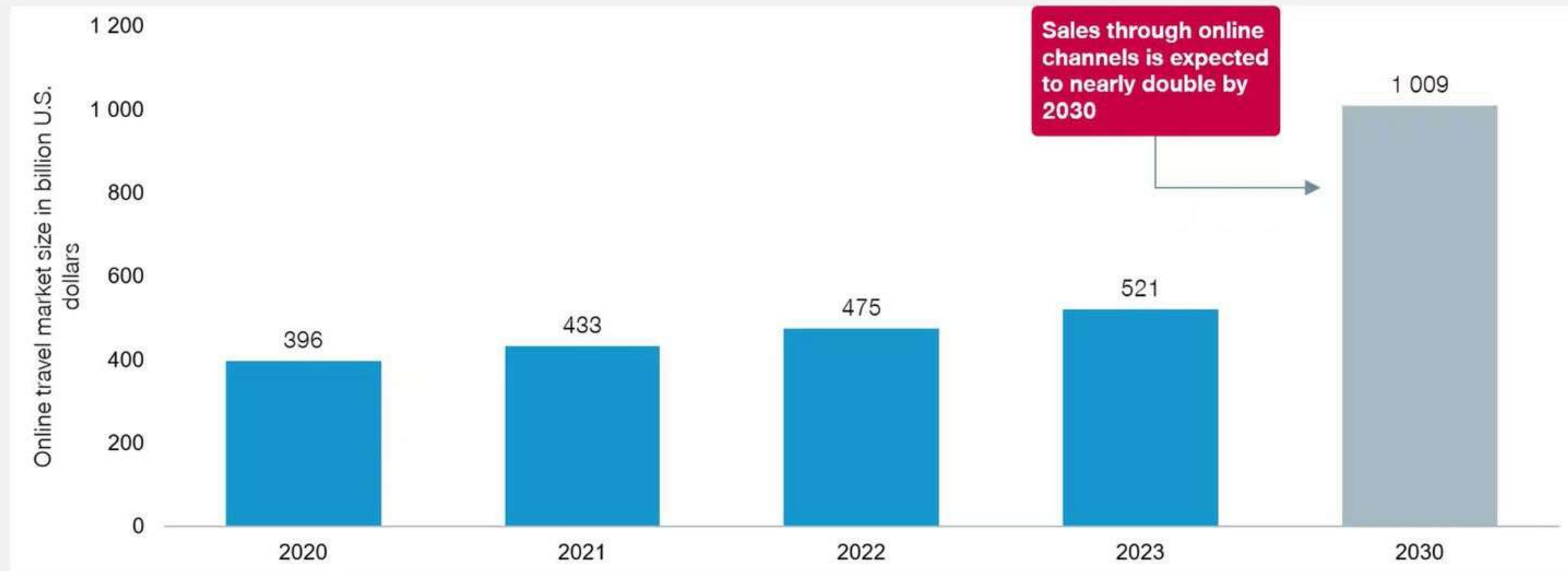
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Visit Finlandin suosittelimat Online -jakelukanavat



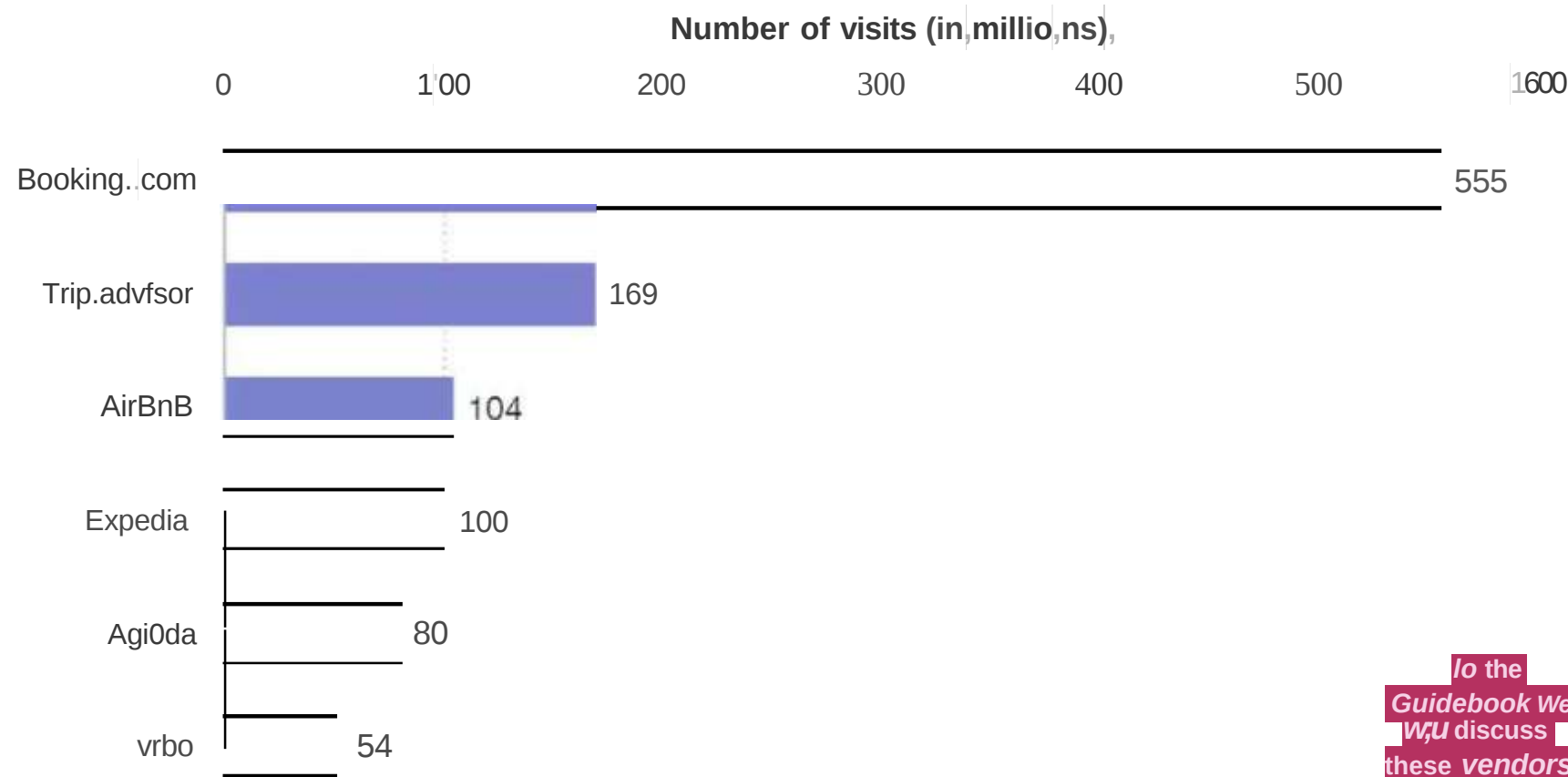
Customer growth from digital channels translates to a significant growth in sales booked online by 2030

Online travel market size worldwide 2020-2030



Global travel brands are likely to be the main winners and continue to dominate in the future

Most popular travel and tourism websites worldwide - March 2023



Key observations:

- Booking.com remains the most dominant travel website globally
- The number of visits to booking.com was over 3x larger than the 2nd ranked site, Tripadvisor
- Quality of content supplied to OTAs is very important to inspire and engage with new customers

In the Guidebook We discuss these vendors in more detail



Jakelukanavaoppaat markkina-alueittain

France



Germany



Italy



Netherlands



Spain



Sweden



United Kingdom



United States



China



India



Japan



"The Big Four"

Matkailualan suurimmat toimijat omistavat suurimman osan käytetyimmistä ja tunnetuimmista digitaalisista jakelukanavista ja brändeistä



Booking Holdings Inc.

Booking Holdings Inc. brändejä mm.

- Booking.com
- Priceline
- Agoda
- Rentalcars.com
- Kayak
- Rocketmiles
- Fareharbor
- Hotelscombined
- Cheapflights
- Momondo

Revenue: ~17 B USD

Expedia Group

Expedia Group brändejä mm.

- Expedia
- Hotels.com
- Vrbo
- Travelocity
- Hotwire
- Orbitz
- Ebookers
- Cheaptickets
- CarRentals
- Expedia Cruises
- Trivago
- FeWo Direkt

Revenue: 8.6 B USD

Airbnb Inc.

Airbnb Inc. brändejä mm.

- Airbnb
- Hoteltonight
- Luxury Retreats

Revenue: 5.99 B USD

Tripadvisor

Tripadvisor brändejä mm.

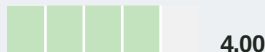
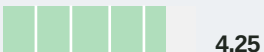
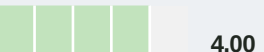
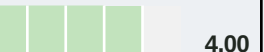
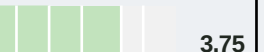
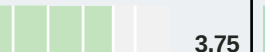
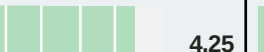
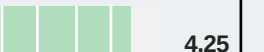
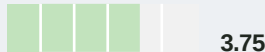
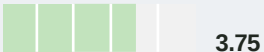
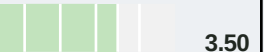
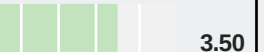
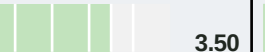
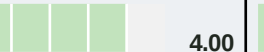
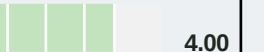
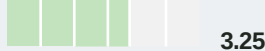
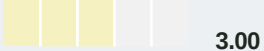
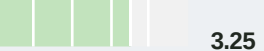
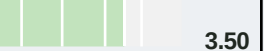
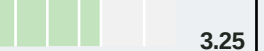
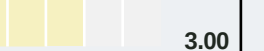
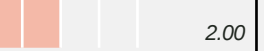
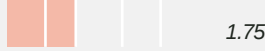
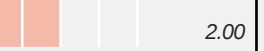
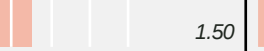
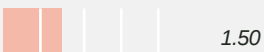
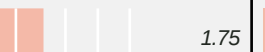
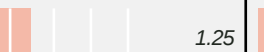
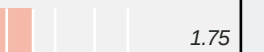
- Tripadvisor
- Viator
- Oyster
- Jetsetter
- Cruise Critic
- Seat Guru
- FlipKey
- Holiday Lettings
- Reco Trip Designers
- Bokun

Revenue: 902 M USD

Booking.com, Airbnb, Tripadvisor, Expedia, Agoda, Hotels.com, Vrbo ja Kayak kuuluvat kävijämääriltään globaalisti TOP 20 matkailualan suurimpien verkkosivustojen joukkoon

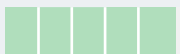
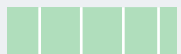
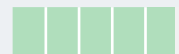
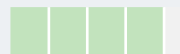
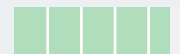
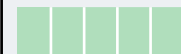
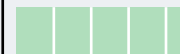
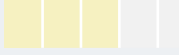
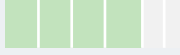
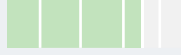
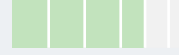
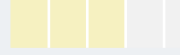
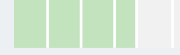
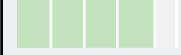
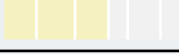
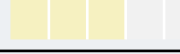
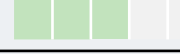
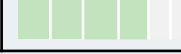
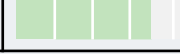
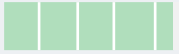
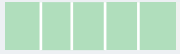
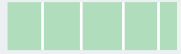
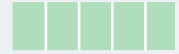
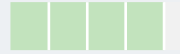
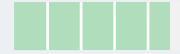
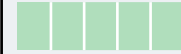
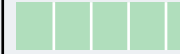
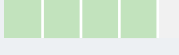
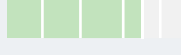
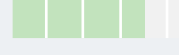
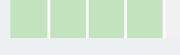
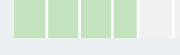
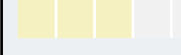
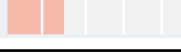
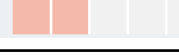
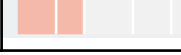
Majoitus

Merkittävimmät jakelukanavat markkina-alueittain

Rank	France 	Germany 	Italy 	Netherlands 	Spain 	Sweden 	UK 	USA 
1	OTAs  4.00	OTAs  4.25	Travel Aggregators  4.00	Travel Aggregators  4.00	Travel Aggregators  3.75	OTAs  3.75	OTAs  4.25	OTAs  4.25
2	Travel Aggregators  3.75	Travel Aggregators  3.75	OTAs  3.50	OTAs  3.50	OTAs  3.50	Travel Aggregators  3.50	Travel Aggregators  4.00	Travel Aggregators  4.00
3	Search Engines  3.25	Search Engines  3.00	Search Engines  3.25	Search Engines  3.50	Search Engines  3.25	Search Engines  3.25	Search Engines  3.25	GDS  3.00
4	Social Media  2.75	Social Media  2.50	Social Media  2.75	Social Media  3.00	Social Media  2.50	Social Media  2.75	Social Media  2.75	Search Engines  3.00
5	GDS  2.25	GDS  2.00	GDS  2.00	GDS  1.75	Bedbanks  2.00	Online Tour Operators  2.25	GDS  2.25	Social Media  2.50
6	Online Tour Operators  1.75	Online Tour Operators  1.75	Online Tour Operators  1.75	Bedbanks  1.50	GDS  2.00	GDS  2.00	Bedbanks  1.50	Online Tour Operators  2.00
7	Bedbanks  1.50	Bedbanks  1.50	Bedbanks  1.75	Online Tour Operators  1.25	Online Tour Operators  1.75	Bedbanks  1.75	Online Tour Operators  1.25	Bedbanks  1.75

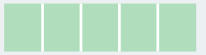
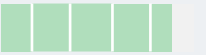
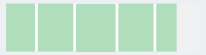
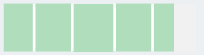
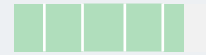
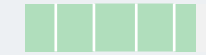
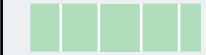
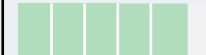
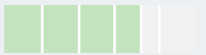
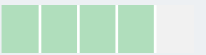
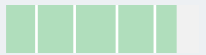
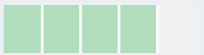
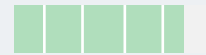
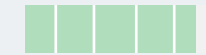
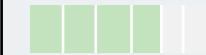
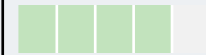
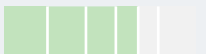
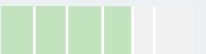
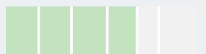
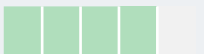
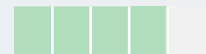
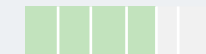
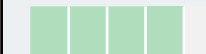
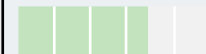
Majoitus

Merkittävimmät OTA-kanavat markkina-alueittain

Rank	France 	Germany 	Italy 	Netherlands 	Spain 	Sweden 	UK 	USA 
Hotels:								
1	Booking.com  4.25	Booking.com  4.75	Booking.com  4.42	Booking.com  4.42	Booking.com  4.17	Booking.com  4.42	Booking.com  4.67	Booking.com  4.50
2	Expedia  2.92	Expedia  3.75	Expedia  3.50	Expedia  3.42	eDreams  3.08	Expedia  3.42	Expedia  3.75	Expedia  4.33
3	Opodo  2.75	Ab-in-den-Urlaub  3.00	eDreams  3.00	Hotels.com  2.58	Expedia  3.00	Hotels.com  2.58	Hotel.com  3.41	Hotel.com  3.17
Vacation rentals:								
1	Booking.com  4.25	Booking.com  4.75	Booking.com  4.42	Booking.com  4.42	Booking.com  4.17	Booking.com  4.17	Booking.com  4.67	Booking.com  4.50
2	Airbnb  4.08	Airbnb  4.17	Airbnb  3.83	Airbnb  3.83	Airbnb  4.08	Airbnb  4.08	Airbnb  3.25	Airbnb  4.42
3	Gites  2.50	HomeToGo  2.67	Casevacanza  1.33	HomeToGo  2.08	HomeToGo  1.58		vrbo  1.75	vrbo  2.67

Majoitus

Merkittävimmät aggregaatit markkina-alueittain

Rank	France 	Germany 	Italy 	Netherlands 	Spain 	Sweden 	UK 	USA 
1	Google Hotels  4.92	Google Hotels  4.75	Google Hotels  4.33	Google Hotels  4.33	Google Hotels  4.33	Google Hotels  4.33	Google Hotels  4.75	Google Hotels  4.83
2	Tripadvisor  3.83	Tripadvisor  4.08	Tripadvisor  4.33	Tripadvisor  4.00	Tripadvisor  4.33	Tripadvisor  4.25	Tripadvisor  4.17	Tripadvisor  4.00
3	Skyscanner  3.58	Skyscanner  3.67	Skyscanner  3.58	Skyscanner  3.92	Skyscanner  3.92	Momondo  3.42	Momondo  3.83	Kayak  3.53

Aktiviteetit ja retket

Aktiviteettien ja retkien merkittävimmät myyntikanavat

Rank	France 	Germany 	Italy 	Netherlands 	Spain 	Sweden 	UK 	USA 
1	Tripadvisor 4.50	Tripadvisor 4.50	Tripadvisor 4.50	Tripadvisor 4.50	Tripadvisor 4.50	Tripadvisor 4.50	Viator 4.75	Viator 4.75
2	Viator 4.25	Viator 4.00	Viator 4.00	Viator 4.50	Viator 4.25	Viator 4.50	Tripadvisor 4.50	Tripadvisor 4.50
3	GetYourGuide 3.75	GetYourGuide 3.50	GetYourGuide 3.50	GetYourGuide 3.75	Civitatis 3.50	GetYourGuide 3.75	GetYourGuide 3.50	GetYourGuide 3.25

Google nostaa Google Business Profiiliin tekemisen tuotteita varattavaksi:

- Majoitus -tuotteet voivat sisältää hotellityyppisten majoittajien kohde-esittelyn ja linkit eri varauskanaviin (OTAt ja oma verkkokauppa) maksutta
- Hotellin tietoja, hintoja ja varaustilannetta hallitaan Google yritysprofiilista:
<https://business.google.com> tai suoraan googlen haun tai mapsin kautta tai varausjärjestelmään tai kanavanhallintaohjelmistoon integroidun hallinnan kautta.



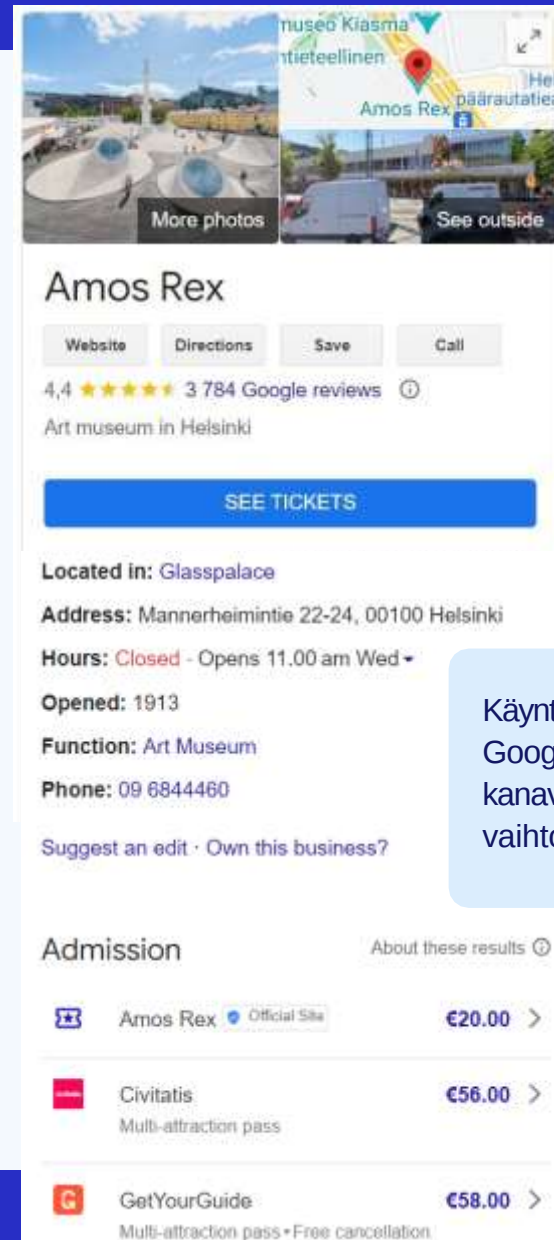
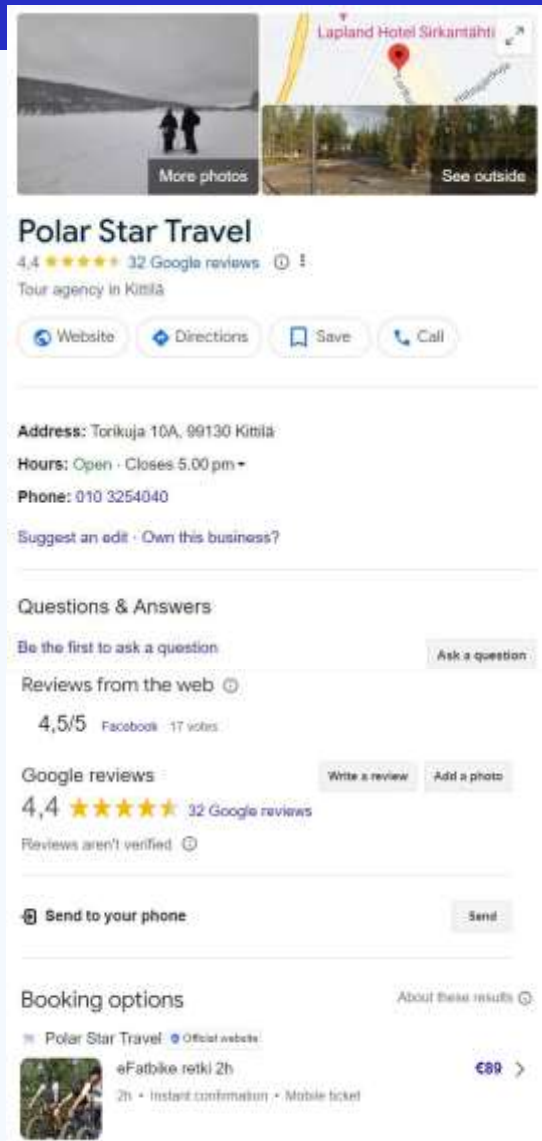
Majoittajille (hotels toimialaluokka) Google nostaa oman verkkokaupan ja OTA-kanavat varauskanavavaihtoehtoiksi, myös mainoksilla.



Google Business Profile ja aktiviteetit

Voit lisätä yrityksesi Google Business Profiiliin aktiviteettituotteita varattavaksi:

- Aktiviteetikorttien lisääminen on maksutonta
- Sopii yksinkertaisesti hinnoitelluille tuotteille, kuten pääsyliput, tapahtumat, aktiviteetit (hintaa / hlö).
- Hallitse yritysprofiilisi aktiviteetteja, ja pääsylippuja :
<https://business.google.com> tai suoraan googlen haun tai mapsin kautta



Käyntikohteille (kuten museot) Google nostaa myös OTA-kanavat varauskanava-vaihtoehdoiksi.

Sponsored

= Tämä on mainospaikka

- OTA-kanavat (kuten Viator, GetYourGuide) ostavat näkyvyyttä aktiviteettituotteille.
- Yritys, joka on hyväksytty Google-partner, voi ostaa mainostilaa AdWordsistä omille tuotteilleen. Tuotteita voi nostaa AdWordsiin suoraan varausjärjestelmästä, kuten Bokun, Fareharbour (Googlen Connectivity partner)

Top sights in Turku:

= Tämä on hakutulostilaus

Ilmainen hakulistaus, johon kohteen/tuotteen tiedot haetaan kohteiden Google yritysprofiilista.



Google Things to Do avulla matkailijat voivat helposti etsiä matkakohteen aktiviteettien tarjontaa, sekä vertailla tuotteita, hintoja ja saatavuutta suoraan Googlen haussa.

The screenshot shows a Google search for "things to do in turku". The search bar is at the top, with "things to do in turku" entered. Below the search bar, there are tabs for "All", "Images", "Videos", "News", "Books", and "More". The main results are divided into two sections: "Sponsored - Tickets & tours" and "Top sights in Turku".

Sponsored - Tickets & tours

Activity	Price	Rating	Provider
Moominworld Entry Ticket	€39	GetYourGuide	Free cancellati...
Turku Archipelago: Sea Kayaking	€124	GetYourGuide	5.0 ★ (1)
Archipelago tour with Soling sailboat	€290	GetYourGuide	Free cancellati...
Turku Archipelago Kayaking	€65	Viator	4.9 ★ (29)
Full-Day Guided Turku and Castle Tour fro	€757	Viator	3.7 ★ (3)
Inspiring Turku - Walking Tour	€239	Viator	5.0 ★ (1)
Tour to Old Capital Turku by VIP car with	€695	Viator	5.0 ★ (1)
Aalto in Turku walking tour	€15	Musement	
PRIVATE Tour to Oldest Capital Turku from	€685	Viator	4.0 ★ (1)

Top sights in Turku

Sight	Rating	Price
Turku Castle	4.5 ★ (9K)	From €14.00
Turku Cathedral	4.6 ★ (3.9K)	Free
Luostarinmäki Open-Air Museum	4.5 ★ (1.8K)	From €10.00
Aboa Vetus Ars Nova	4.3 ★ (2.1K)	From €16.00

More things to do

Turku
City in Finland

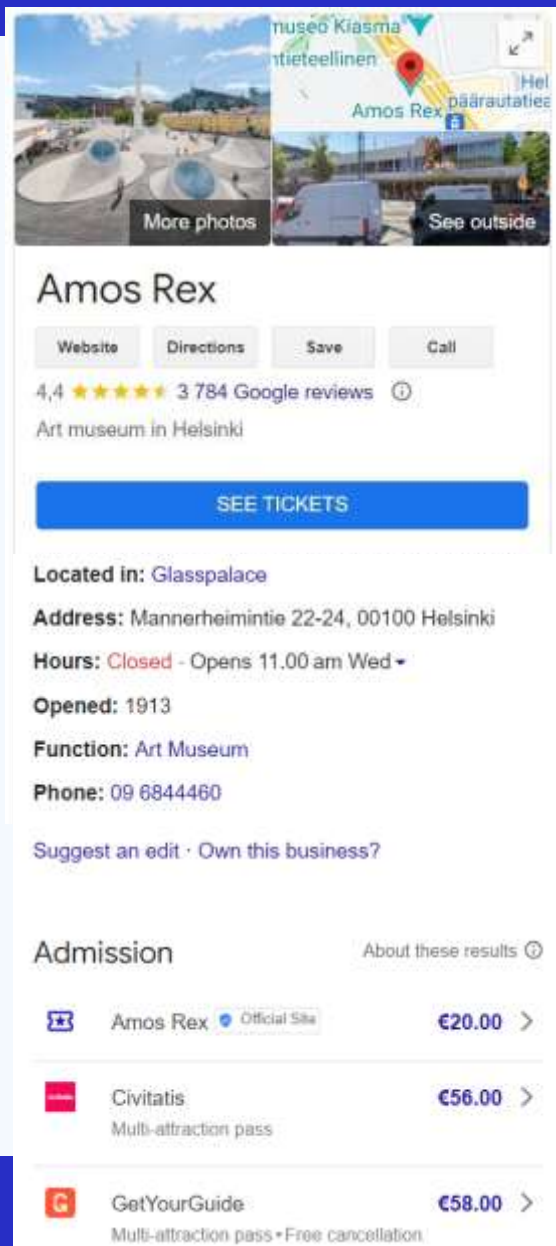
Turku, a city on the southwest coast of Finland, straddles the Aura River. Dating from the 13th century, it's known for Turku Castle, a medieval fortress with a history museum, perched at the river mouth. Restaurants line the cobble riverside streets. On the eastern bank lies the Old Great Square, a former trade hub, surrounded by grand buildings. The nearby Turku Cathedral houses a royal tomb and a museum. — Google



Google Business Profile käyntikohteille

Google nostaa Google Business Profiiliin tekemisen tuotteita varattavaksi:

- Tekemistä -tuotteet voivat sisältää retkiä, aktiviteetteja ja lippuja muihin paikallisiin nähtävyyksiin, jotka saattavat kiinnostaa matkailijoita
- Tuotteiden lisääminen on maksutonta
- Sopii yksinkertaisesti hinnoitelluille tuotteille, kuten pääsyliput, tapahtumat, aktiviteetit (hinta / hlö)
- Tekemisen tuotteita hallitaan Google yritysprofiilista:
<https://business.google.com> tai suoraan googlen haun tai mapsin kautta



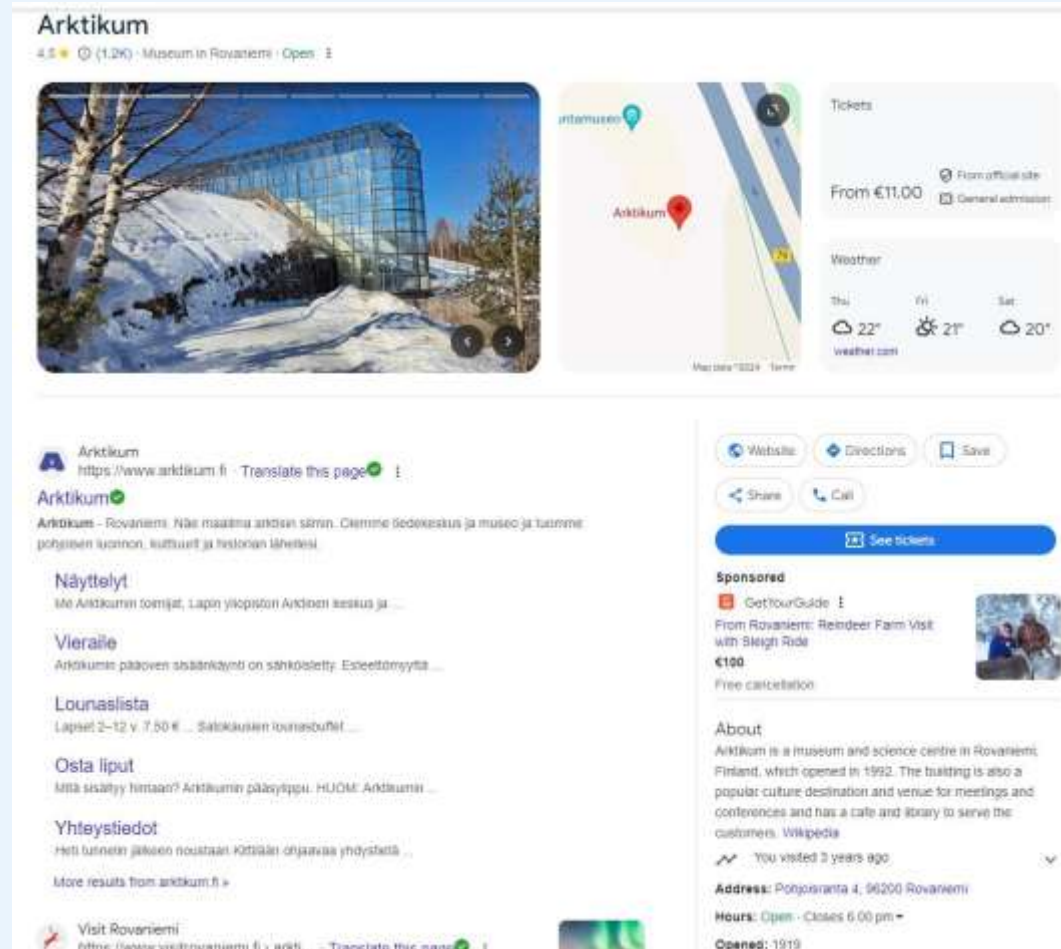
 Google Things to do



Käyntikohteille (kuten museot) Google nostaa myös OTA-kanavat varauskanava-vaihtoehtoiksi.

Google nostaa Google Business Profiiliin tekemisen tuotteita varattavaksi:

- Tekemistä -tuotteet voivat sisältää retkiä, aktiviteetteja ja lippuja muihin paikallisiin nähtävyyksiin, jotka saattavat kiinnostaa matkailijoita
- Tuotteiden lisääminen on maksutonta
- Sopii yksinkertaisesti hinnoitelluille tuotteille, kuten pääsyliput, tapahtumat, aktiviteetit (hinta / hlö)
- Tekemisen tuotteita hallitaan Google yritysprofiilista:
<https://business.google.com> tai suoraan googlen haun tai mapsin kautta



Koko matkailualue saa näkyvyyttä ja ostettavuus paranee. Google nostaa OTA kanavien Google Ads –mainoksia matkan suunnittelijalle.

Google Hotels ja GTTD perustana ovat

Google Business profiili

Google Hotel Center (majoitus)

Things to Do Center (aktiviteetit)

Google Adwords (maksetut mainokset)

OTA –kanavayhteistyö

[Google Partner yhteistyö](#)

Sponsored - Tickets & tours

 Bear watching evening €120 GetYourGuide 4.9 ★ (7)	 Korouoma Canyon and... €225 Viator 5.0 ★ (2)	 Ruka: River Floating €99 GetYourGuide 5.0 ★ (2)	 Arctic Adventure through Magic... €195 Tripadvisor 5.0 ★ (2)	 Into the forest with fatbikes €69 GetYourGuide Free cancellati...
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 Ruka.fi
<https://www.ruka.fi/places-to-visit>

Top tourist attractions in Kuusamo

More places to visit: Angry Birds Activity Park · Day Spa Ruka Beauty & Wellness · Holiday Club Kuusamon Tropicana Spa and treatments · Julma Ölkky · Kuusamo ...

 Tripadvisor
<https://www.tripadvisor.com/.../Kuusamo>

THE 15 BEST Things to Do in Kuusamo (2024)

Things to Do in Kuusamo · 1. Ruka Ski Resort · 2. Palosaari Reindeer and Fishing Farm · 3. Karhunkierros Trail · 4. Kuitakongas Rapids · 5. ...

Top sights in Kuusamo

 Ruka Ski Resort 4.6 ★ (204) Ski resort Website	 Julma-Ölkky 4.7 ★ (189) Lake	 Ruka Adventures 4.7 ★ (187) Entertainment agency Website	 Palosaari Reindeer and Fishing Farm 4.8 ★ (130) Guest Ranch Website
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More things to do

Kanavat ja segmentit

Saksa	2
Britannia	5
Ruotsi	8
Ranska	11
USA	14
Alankomaat	17
Espanja	20
Italia	23



Travel Markets

Germany

Netherlands

Sweden

United Kingdom



Germany market

1. Market Overview



2. Accommodation segment



Digital landscape

Digital channels

3. Activities & Attractions segment



1.4. Catalogue





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Digital landscape:

Digital channel grid with the key players in each channel

Source market: Germany 

Digital distribution channels (accommodation)						
Social media	Search engines	OTAs	Travel aggregators / Metasearch	Bedbanks	GDS	Online tour operators
▪ Youtube ▪ Facebook ▪ Instagram ▪ Twitter ▪ Whatsapp ▪ Tiktok ▪ Reddit ▪ LinkedIn ▪ Pinterest	▪ Google ▪ Ecosia ▪ DuckDuckGo ▪ Bing	▪ Booking.com ▪ Airbnb ▪ FeWo Direkt ▪ HomeToGo ▪ Opodo (eDreams) ▪ Ab-in-den-Urlaub (Invia Group) ▪ Expedia ▪ Lastminute ▪ Hotels.com ▪ Interhome ▪ HRS (Corporate travel & B2B focused)	▪ Google Hotels ▪ Tripadvisor ▪ HolidayCheck ▪ Skyscanner ▪ UrlaubCheck24 ▪ Trivago ▪ Rome2Rio ▪ Urlaubspiraten ▪ Fluege.de (Invia Group) ▪ Urlaubsguru ▪ Swoodoo ▪ Weg.de ▪ Kayak ▪ Momondo	▪ Hotelbeds ▪ Travco ▪ Hotelplan ▪ Webbeds	▪ Amadeus ▪ Sabre ▪ Travelport	▪ TUI ▪ FTI ▪ Dertour (DER Touristik) ▪ Alltours ▪ ITS Reisen ▪ Schauinsland Reisen - Finland/Nordic specific: ▪ Fintouring ▪ Arktis Tours ▪ Finnland Rundreisen

Legend:
Companies ranked in descending order by annual website visits
Bolded names = regional/German specific companies

Landscape scoring:

Shows that OTAs are the #1 relevant channel in the accommodation segment

Source market: Germany 

Rank		Channels	Market size			Market growth			CAC			Market fit			Average score		
Accommodation segment	1	OTAs	5	5	2	5	4.25	4.25									
	2	Travel Aggregators / Metasearch	3	5	3	4	3.75	3.75									
	3	Search engines	5	1	4	2	3.00	3.00									
	4	Social media	4	1	4	1		2.50									
	5	GDS	2	1	3	2	2.00	2.00									
	6	Online tour operators	2	2	2	1	2.00	1.75									
	7	Bedbanks	1	1	3	1	1.50	1.50									

Legend:

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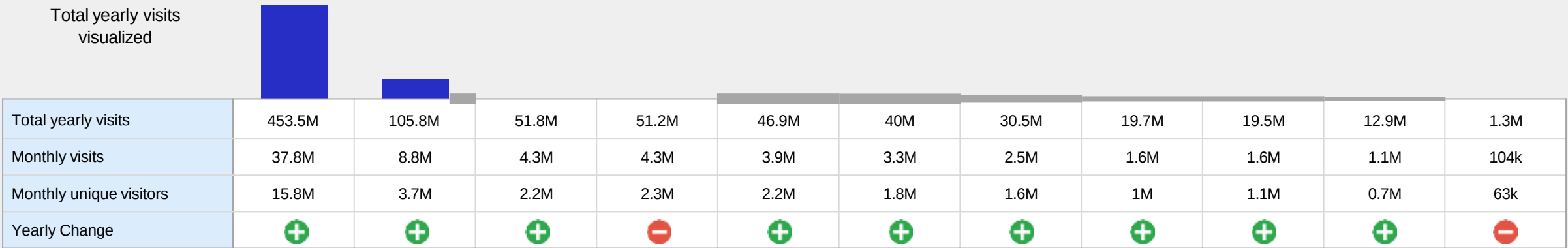
5

1 is the lowest and 5 the highest score

OTA providers: Booking.com holds the #1 place with more than 4x total visits compared to second place Airbnb

Source market: Germany 

Measurements		OTAs										
		1	2	3	4	5	6	7	8	9	10	11
		Booking.com	Airbnb ¹	FeWo Direkt	HomeToGo	Opodo	Ab-in-den-Urlaub	Expedia	Lastminute	HRS (B2B focus)	Hotels.com	Interhome
Property listings FIN		~2900	~400	~300	~300	~3000	~100	~3200	~600	~200	~1800	1800
Property listings SWE		~2700	~800	~100	~200	~2700	~300	~4000	~400	~400	~3800	N/A
Property listings NOR		~1800	~700	~100	~200	~1900	~200	~2300	~200	~200	~2100	N/A



Cost structure	Commission %	Service fee	Commission %	Commission %	Commission %	Commission %	Commission %	Commission %	Focus on B2B	Commission %	Commission %
Cost amount	~15-20%	3% for host	~10-15%	~8-14%	~10-15%	~10-15%	~15-20%	~10-15%		~10-15%	Quote

OTA providers: Based on the average score, Booking.com comes out as the provider with highest market potential to Finland

Source market: Germany 

			Scoring measurements						
Focus	#	Company	Annual visits	Property listings	Keyword visibility	Website behavior	Average score		Cost
Hotels	1	Booking.com	5	5	5	4	4.7 5	4.75	~15-20%
	2	Expedia	2	5	5	2	3.67	3.67	~15-20%
	3	Ab-in-den-Urlaub	3	1		3	3.00	3.00	~10-20%
	4	Opodo	2		1	2		2.50	~10-15%
	5	Lastminute	1			2.3	1.83	1.83	~10-15%
	5	Hotels.com	1		1	1.3	1.83	1.83	~10-15%
Vacation rentals	1	Booking.com	5	5	5	4	4.7 5	4.75	~15-20%
	2	Airbnb	4	5	3	4.7	4.1 7	4.17	3% for host
	3	HomeToGo	3	1		2	2.67	2.67	~8-14%
	4	FeWo Direkt	3	1	2	3		2.33	~10-15%
	5	Interhome	1		1	1	1.7 5	1.75	Based on quote

Legend:

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1 is the lowest and 5 the highest score

Aggregators: Regional German companies have a good foothold within Aggregator/Metasearch channel

Source market: Germany



Measurements		Travel aggregators / Metasearch											
		1	2	3	4	5	6	7	8	9	10	11	12
		Google Hotels ¹	Trip advisor	Holiday Check	Sky scanner	Urlaub Check24	Trivago	Rome2Rio	Fluege.de	Swoodoo	Weg.de	Kayak	Momondo
Property listings FIN		~3200	~3000	~400	~2100	~1300	~600	~2900	~2900	~2500	~400	~2200	~3100
Property listings SWE		~6500	~3000	~700	~1800	~2200	~1000	~2700	~2700	~2200	~400	~2100	~2300
Property listings NOR		~3900	~3000	~500	~1400	~1200	~800	~1800	~1800	~1100	~400	~1100	~1200
Total yearly visits visualized													
Total yearly visits		N/A	164.8M	97.2M	61.7M	60.5M	44.9M	25.8M	22.8M	20.3M	16.4M	15M	10.4M
Monthly visits		N/A	13.7M	8.1M	5.1M	5M	3.7M	2.1M	1.9M	1.7M	1.4M	1.3M	0.9M
Monthly unique visitors		N/A	8.8M	3.7M	2.4M	2.2M	2.4M	1.6M	1.4M	1M	0.8M	0.8M	0.5M
Yearly Change		N/A	+	+	+	+	-	+	+	+	+	+	+
Cost structure		Cost structure largely based Cost-per-click (CPC) and Cost-per-acquisiton (CPA) models											

Aggregators: Based on the average score, Tripadvisor comes out as the provider with the highest market potential to Finland

Source market: Germany 

#	Company	Scoring measurements					Average score	
		Annual visits	Property listings	Keyword visibility	Website behavior			
1	Google Hotels ¹	5	5	5	4	4.75	4.75	
2	Tripadvisor	5	5	5	1.3 3	4.08	4.08	
3	Skyscanner	3	4	4	3.6 7	3.6 7	3.67	
4	UrlaubCheck24	3	3	3			3.17	
5	Holidaycheck	3	1	3		2 8	2.58	
6	Fluege.de	1				2 0	2.50	
7	Kayak	1			1.6 7	2 2	2.42	
7	Momondo	1		1		2 2	2.42	
9	Rome2Rio	2		1	1.3 3		2.33	
9	Swoodoo	1		1			2.33	
11	Weg.de	1				1.92	1.92	
12	Trivago	2	2	1	1.6 7	1.67	1.67	

Legend:

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Germany market

1. Market Overview

2. Accommodation segment

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Digital channels

3. Activities & Attractions segment

1.4. Catalogue

Digital landscape: Channel grid is split by awareness & visibility platforms, and online booking providers

Source market: Germany

Activities/Excursions and Attractions segments	
Awareness & Visibility platforms (marketing)	Online booking providers
▪ Search engines ▪ Google & Google Things to do ▪ DuckDuckGo ▪ Bing ▪ Social media ▪ Youtube ▪ Facebook ▪ Instagram ▪ Tiktok ▪ Twitter ▪ Reddit ▪ LinkedIn ▪ Pinterest ▪ Information guides of Things to do ▪ Outdooractive (travel guide, 29M views) ▪ Reisereporter ▪ Marcopolo.de ▪ The Crazy Tourist ▪ Lonely planet ▪ Local travel sites e.g. Visit Finland, different destination and regional sites like Visit"____"	▪ Aggregators/Metasearch ▪ Tripadvisor ▪ OTAs ▪ GetYourGuide ▪ Viator (Tripadvisor) ▪ Tiqets ▪ Musement ▪ Lower relevance in German market: ▪ Klook (OTA) ▪ Tourscanner (Aggregator/Metasearch) ▪ Civitatis (OTA) ▪ Mydays.de (experience gifts, no Finland offering) ▪ Global vendors with things to do (more applicable to accommodation): ▪ Booking.com ▪ Expedia ▪ Airbnb Experiences ▪ TUI ▪ Hotelbeds (Beyond the bed)

Legend:
Companies ranked in descending order by total visits (12 months)



Things to consider:

- Listing into Google things to do to have visibility and optimizing the content for better search results
- Social media presence to raise awareness of attraction or activity
- Online booking platforms give additional visibility and are used in research, which leads to direct and offline sales
- GetYourGuide is the biggest vendor specializing in activities and attractions in European market, but listing into Viator gives access to Tripadvisor for larger reach

Awareness & visibility: Important to have presence in marketing channels to raise awareness and reach travelers

Source market: Germany

Awareness & Visibility channels		
Vendor	Focus	Comments
Google things to do	Things to do, attractions	Free to sign-up, easy to use, and great visibility in Google searches
Social media channels	Not specific	Free to use, content sharing for raising awareness and visibility, paid options available within ads and influences marketing
Search engines	Not specific	Search engine optimization (SEO) is important for better search result visibility
Travel guides & Things to do articles	Destination guides, Things to do in the destination	Websites with information about destinations and lists of things to do
Outdooractive	Active and nature travel	Travel guide for hiking, bike routes, and other active and nature related travel opportunities, 29M website visitors from Germany
Reisereporter	Online travel magazine	Travel related content, inspiring and informing travelers about different destinations, tips, and tricks
Travel forums	Travel tips & tricks	Options for raising awareness in travel related online forums



Things to consider:

- Visibility in different channels is a key part of marketing efforts
- Channels are used for research before and after arriving to the destinations
- Social media offers a great opportunity by building up a following and creating quality content
- Depending on the niche there are opportunities within all-travel related websites and more specific sites such as Outdooractive with specialty in active outdoor travel options like hiking
- Different travel related forums are also options for raising awareness, e.g. Weltreiseforum, Finnland forum

Presence in major channels like social media should be a priority – finding the right audience to attract is the key for successful marketing results

Online booking providers:

Specialized vendors Viator and GetYourGuide holds the 2nd and 3rd place

Source market: Germany



			Online booking providers						
	#	Vendor	Annual visits	Global content	Offering	Customer experience	Overall score		Cost
Activity / Excursion & Attraction	1	Tripadvisor	5	5	5	3	4.50	4.50	~15-25%
	2	Viator	2	5	5	4		4.00	~20-25%
	3	GetYourGuide	4	3	3	4		3.50	~20-30%
	4	Musement	1	3	2	4		2.50	~15-25%
	5	Tiqets	1	1	1			2.00	~15-25%

Legend:

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1.4. Catalogue

Provides deep dive into each vendor within the key segments

Click on a vendor to take you to the catalogue page for them

Accommodation providers	
1. OTA	2. Aggregator/Metasearch
Booking.com	Tripadvisor
Expedia	Skyscanner
Ab-in-den-Urlaub	UrlaubCheck24
Airbnb	



Activity/Excursions and Attraction providers	
3. Awareness & Visibility	4. Booking Provider
Google Things' to do	Tripadvisor
Search engines	Viator
Social media	Get your guide

Booking.com

Source market: Germany



Business model facts			
Commission model	% off end price	Core product	Hotels
Typical commission rate	15-20%	Secondary products	Flights, packages & excursions
Price parity requirement	Yes, with provider's direct website	Cancellation policy	Flexible
Additional fees	Processing credit card payments, providing premium listing placement	Real-time inventory	Yes
Payouts			

KPIs				
# of Finnish properties (seasonal median)	~2900	Device distribution	Desktop	42.5%
Total yearly visit	453M		Mobile web	57.5%
Monthly visits	37.8M	Target segment (age)	18-24	19%
Monthly unique visitors	15.8M		25-34	30%
Yearly change	+		35-44	21%
Visit duration	9:17 min		45-54	15%
Pages per visit	9.87		55-64	8%
Bounce rate	30.98%		65+	6%



Note: Seasonal median calculated from availability on dates 1/4/23, 1/7/23, 1/10/23, and 27/12/23
Source: Simon-Kucher; Booking.com; Similarweb (Germany, Feb 2022 – Jan 2023)

Accommodation Segment

Booking.com

- Part of Booking Holdings that owns several online travel brands such as Priceline and Agoda – Booking Holdings have a total of \$17B+ in revenue
- Best performing OTA in Germany as it provides most visibility for potential customers
- Known for its user-friendly design and features such as free cancellation options, real-time availability, and instant confirmation
- The commission rates typically climb up to 20% excluding additional services such as premium listing placement

Expedia

Source market: Germany



Business model facts			
Commission model	% off end price	Core product	Hotels
Typical commission rate	15-20%	Secondary products	Flights, packages & excursions
Price parity requirement	Yes, with provider's direct website	Cancellation policy	Flexible
Additional fees	Credit card, providing premium listing placement	Real-time inventory	Yes
Payouts			

KPIs				
# of Finnish properties (seasonal median)	~3200	Device distribution	Desktop	38.2%
Total yearly visit	30.5M		Mobile web	61.8%
Monthly visits	2.5M	Target segment (age)	18-24	19%
Monthly unique visitors	1.6M		25-34	29%
Yearly change	+		35-44	21%
Visit duration	5:41 min		45-54	15%
Pages per visit	7.11		55-64	9%
Bounce rate	33.8%		65+	7%



Note: Seasonal median calculated from availability on dates 1/4/23, 1/7/23, 1/10/23, and 27/12/23
Source: Simon-Kucher; Expedia; Similarweb (Germany, Feb 2022 – Jan 2023)

Accommodation Segment

Expedia

- Part of Expedia Group that owns several online travel brands such as Hotels.com and Trivago – Expedia Group have a total of \$11B+ in revenue
- Mobile-app which make it easy for customers to plan and book their travel itineraries. Expedia also offers customer support services, travel insurance, etc.
- The commission rates typically climb up to 20% excluding additional services such as premium listing placement

ab-in-den-urlaub

Source market: Germany



Business model facts			
Commission model	Commission %	Core product	Package tours, Accommodation
Typical commission rate	~10-15%	Secondary products	Flights, Travel insurance
Real-time inventory	Yes	Cancellation policy	24h / Flexible re-booking
Payouts			

Accommodation Segment

Ab-in-den-Urlaub (Invia Group)

- Part of Invia Group among other travel companies like Fluege.de, Reisen.de etc.
- Invia Group have a strong presence in the travel industry, especially in DACH region
- Ab-in-den-Urlaub has network of ~50k hotels worldwide

KPIs				
# of Finnish properties (seasonal median)	~100	Device distribution	Desktop	25.1%
Total yearly visit	40M		Mobile web	74.9%
Monthly visits	3.3M	Target segment (age)	18-24	16%
Monthly unique visitors	1.8M		25-34	26%
Yearly change			35-44	22%
Visit duration	7:09 min		45-54	18%
Pages per visit	8.09		55-64	11%
Bounce rate	35.8%		65+	7%

Airbnb

Source market: Germany



Business model facts			
Commission model	% off end price	Core product	Vacation rentals
Typical commission rate	3% for host, 11% from customer	Secondary products	Boutique hotels, activities
Price parity requirement	No	Cancellation policy	Flexible
Additional fees	No	Real-time inventory	Yes
Payouts			

KPIs				
# of Finnish properties (seasonal median)	4000+	Device distribution	Desktop	45.8%
Total yearly visit	105.8M		Mobile web	54.2%
Monthly visits	8.8M	Target segment (age)	18-24	23%
Monthly unique visitors	3.7M		25-34	32%
Yearly change			35-44	20%
Visit duration	8:51 min		45-54	14%
Pages per visit	20.52		55-64	7%
Bounce rate	27.3%		65+	5%



Note: Seasonal median calculated from availability on dates 1/4/23, 1/7/23, 1/10/23, and 27/12/23
Source: Simon-Kucher; Airbnb; Similarweb (Germany, Feb 2022 – Jan 2023)

Accommodation Segment

Airbnb

- Best performing vacation rental OTA in Germany known for acting as a link connecting hosts to travelers looking for accommodation
- Additionally, Airbnb offers a variety of experiences and activities to enhance traveler’s experience
- Compared to other OTAs, the commission rates are very affordable for the host, as majority of the commission is charged from the customer

Tripadvisor

Source market: Germany



Business model facts			
Commission model	% off end price (also CPC)	Core product	Travel reviews
Typical commission rate	~15-25%	Secondary products	Accommodation, Activities, Attractions
Price parity requirement	No	Cancellation policy	Flexible
Additional fees	No	Real-time inventory	Yes
Payouts			

KPIs				
# of Finnish properties / activities	3000 / 5000	Device distribution	Desktop	28.7%
Total yearly visit	165M		Mobile web	71.3%
Monthly visits	13.7M	Target segment (age)	18-24	17%
Monthly unique visitors	8.8M		25-34	27%
Yearly change			35-44	22%
Visit duration	3:21 min		45-54	17%
Pages per visit	5.04		55-64	10%
Bounce rate	53.6%		65+	8%



Note: Seasonal median calculated from availability on dates 1/4/23, 1/7/23, 1/10/23, and 27/12/23, CPC = cost-per-click vary depending on region, seasonality, and competition and can be operated within a bidding model
Source: Simon-Kucher; Tripadvisor; Similarweb (Germany, Feb 2022 – Jan 2023)

Accommodation & Activity/Excursion & Attractions

Tripadvisor

- Tripadvisor is known from travel reviews as a metasearch channel offering products from accommodation to activities, attractions, and information on even restaurants
- Large reach within travel industry and used in both research and booking phases
- The commission rates typically around 15-25% excluding additional services such as premium listing placement
- From aggregator/metasearch channels Tripadvisor has the highest market potential to Finland in accommodation segment – important for activity and attractions segment as well

Skyscanner

Source market: Germany



Business model facts			
Cost structure	CPC & CPA (bidding operated)	Core product	Flights
Real-time inventory	Yes	Secondary products	Accommodation, car rental
Payouts			

KPIs				
# of Finnish products	~2100	Device distribution	Desktop	40.6%
Total yearly visit	62M		Mobile web	59.4%
Monthly visits	5.1M	Target segment (age)	18-24	23%
Monthly unique visitors	2.4M		25-34	26%
Yearly change			35-44	21%
Visit duration	7:11 min		45-54	12%
Pages per visit	8.98		55-64	6%
Bounce rate	27.3%		65+	4%



Note: Seasonal median calculated from availability on dates 1/4/23, 1/7/23, 1/10/23, and 27/12/23, CPC = cost-per-click vary depending on region, seasonality, and competition and can be operated within a bidding model Source: Simon-Kucher; Skyscanner; Similarweb (Germany, Feb 2022 – Jan 2023)

Accommodation Segment

Skyscanner

- Skyscanner is one of the first travel aggregator/metasearch websites, allowing travelers to compare prices to find the right option for them
- In terms of website behavior (visit duration, pages per visit, and bounce rate) Skyscanner is one of the best performing aggregator/metasearch vendors
- Available in over 30 languages in 52 markets
- Offers a set of partner tools e.g. for blog writers to integrate Skyscanner into their blogs through links, banners, widgets, APIs, etc.



UrlaubCheck24

Source market: Germany



Business model facts			
Cost structure	CPC & CPA (bidding operated)	Core product	Travel related products
Real-time inventory	Yes	Secondary products	Check24 has wide variety of price comparison options
Payouts			

KPIs				
# of Finnish products	~1300	Device distribution	Desktop	39.3
Total yearly visit	61M		Mobile web	60.7
Monthly visits	5.0M	Target segment ¹ (age)	18-24	16%
Monthly unique visitors	2.2M		25-34	28%
Yearly change			35-44	22%
Visit duration	10:09 min		45-54	17%
Pages per visit	7.01		55-64	10%
Bounce rate	34.2%		65+	7%



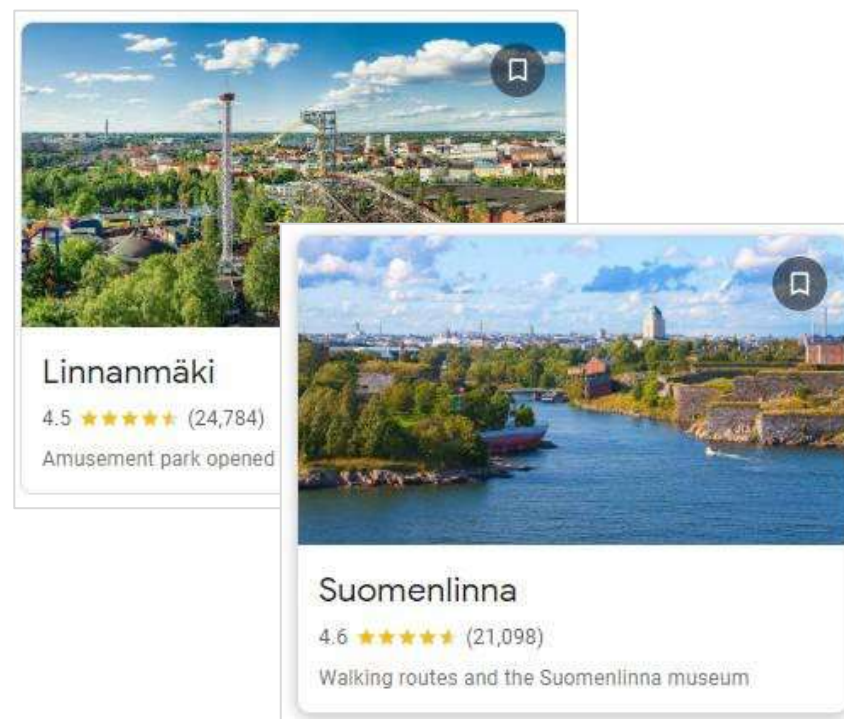
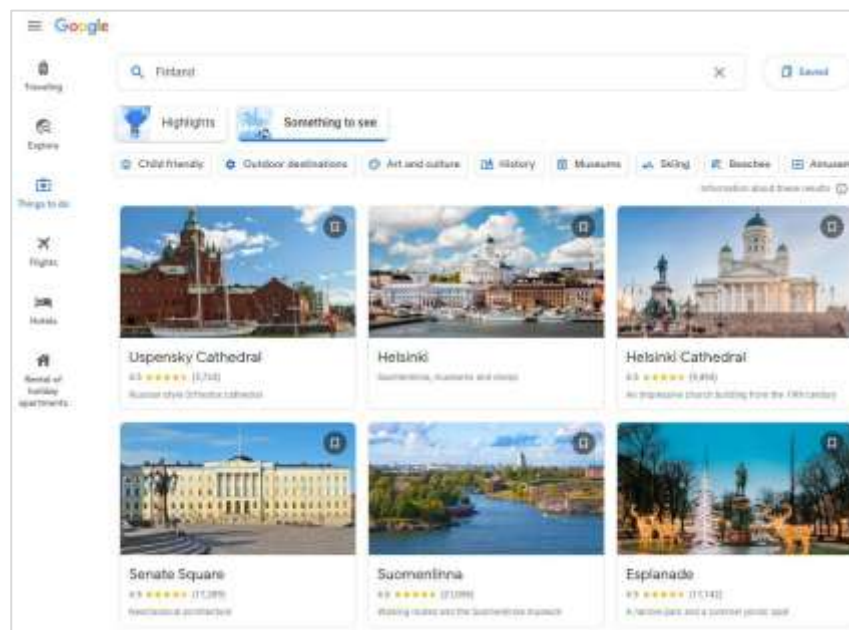
Note: 1) Demographics looked from Check24 site; Seasonal median calculated from availability on dates 1/4/23, 1/7/23, 1/10/23, and 27/12/23, CPC = cost-per-click vary depending on region, seasonality, and competition
Source: Simon-Kucher; UrlaubCheck24; Similarweb (Germany, Feb 2022 – Jan 2023)

Accommodation Segment

UrlaubCheck24

- German-based online comparison platform which offers a wide range of services to German-speaking consumers
- Part of Check24, which has a wide variety of price comparison options – UrlaubCheck focused on travel price comparison
- Check24 with annual visits of 288M, while UrlaubCheck24 has around 61M
- UrlaubCheck24 provides search and book travel options for flights, hotels, vacation packages, car rentals, etc.

Google Things to Do offers an opportunity for raising awareness of the destination and being seen by researching travelers



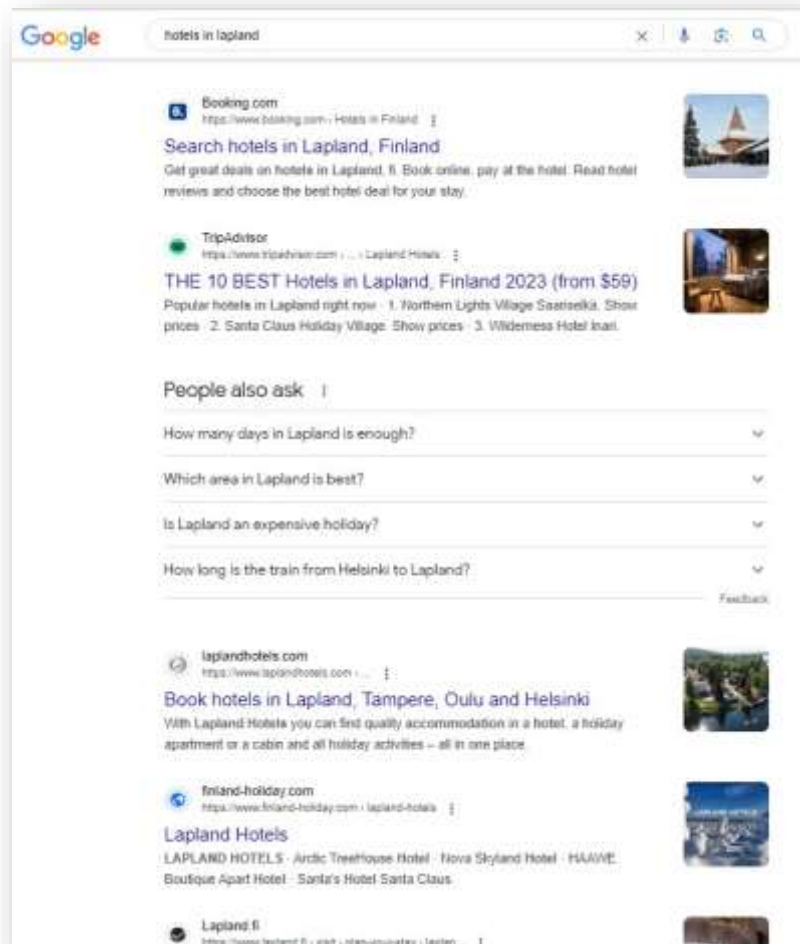
Top attractions by interest



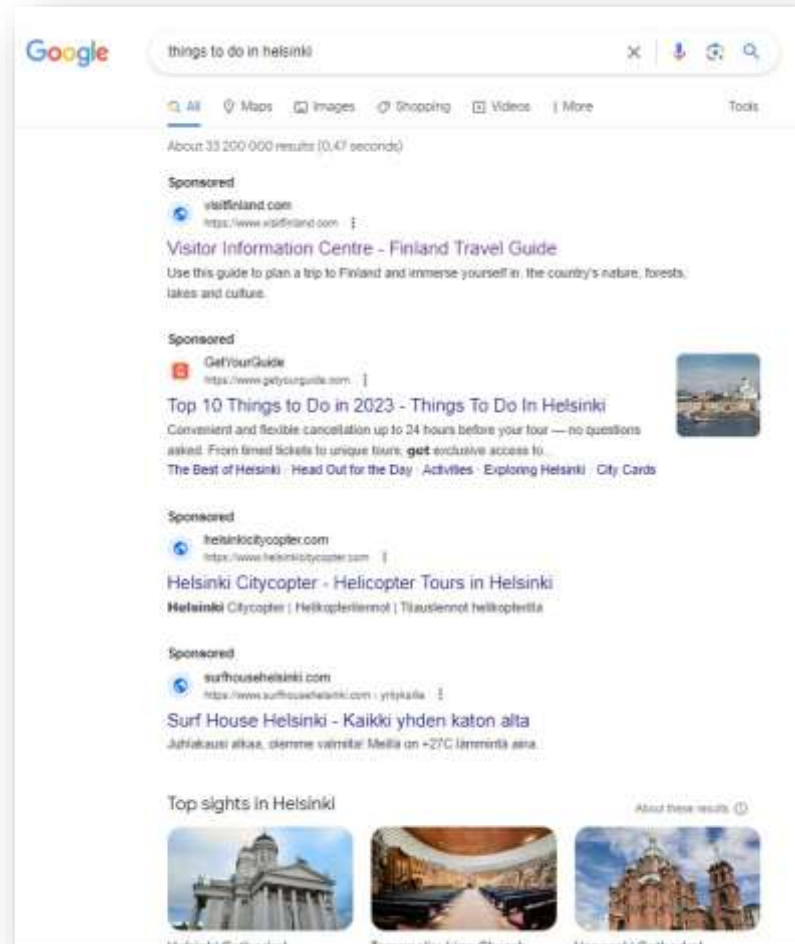
Google Things to do:

- Allows travelers to find information on things to do in terms of attractions and activities
- Large number of reviews build the trust and allows travelers to see first-hand experiences of others
- Part of research process for travelers before and after arriving to the destination
- Listing is free and boosts visitors and direct traffic as it allows to search web results related to chosen attraction

Search engine optimization/marketing and data insights drive more conversion and help with targeted marketing



Organic results – visibility can be enhanced with SEO

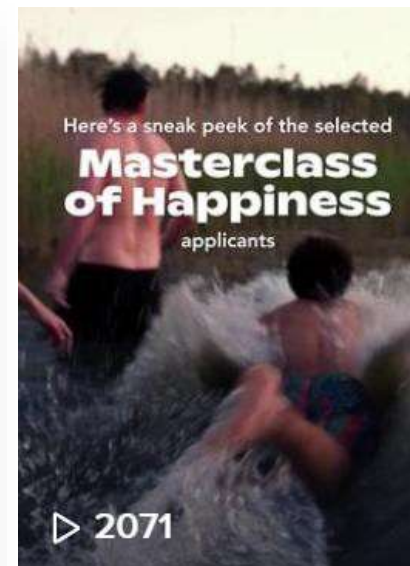
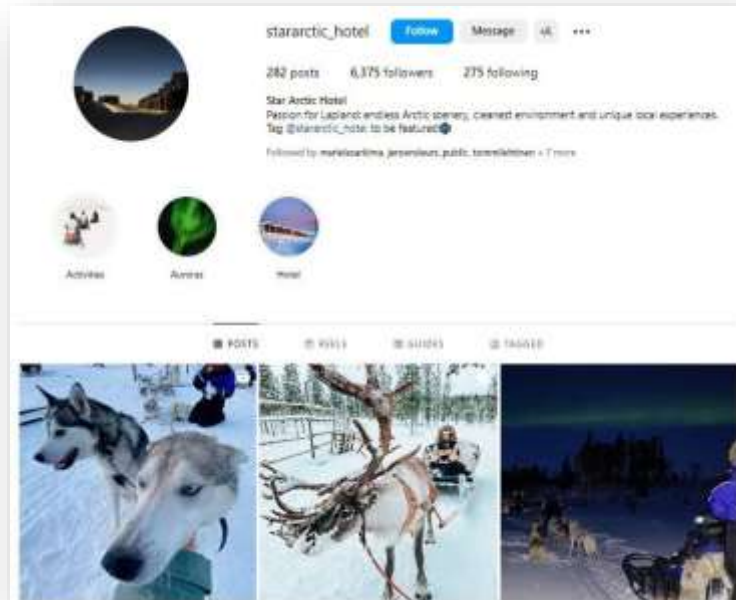


SEM results – paid visibility by keywords

Search engines:

- Optimizing the website and focusing on SEO-efforts allows better rankings in search results
- Search engine marketing (SEM) such as bidding on relevant keywords and optimizing landing pages help attracting potential customers searching information directly
- Knowing the customer allows to tailor target audience e.g., through location, device, and search intent
- Analytics data e.g., in search volumes, click-through rates, or conversions deepen customer understanding and enables even better digital marketing efforts

Social media for inspiring potential customer through content creation, direct engaging, targeted advertising, and user-generated content



Social media marketing opportunities:

- Allows creating and sharing engaging content to reach potential customers who may not otherwise hear about the property, attraction, etc.
- Enables engaging directly with the customers, respond their queries, and provide timely, personalized customer service
- Reaching the right audience with a content that inspires people in specific travel communities
- Platform enables users to create and share experiences e.g., through reviews, photos, and videos to build trust and credibility for future customers



Tripadvisor

Source market: Germany



Business model facts			
Commission model	% off end price	Core product	Travel reviews
Typical commission rate	15-25%	Secondary products	Accommodation, Activities, Attractions
Price parity requirement	No	Cancellation policy	Flexible
Additional fees	No	Real-time inventory	Yes
Payouts			

KPIs				
# of Finnish properties / activities	3000 / 5000	Device distribution	Desktop	28.7%
Total yearly visit	165M		Mobile web	71.3%
Monthly visits	13.7M	Target segment (age)	18-24	17%
Monthly unique visitors	8.8M		25-34	27%
Yearly change	+		35-44	22%
Visit duration	3:21 min		45-54	17%
Pages per visit	5.04		55-64	10%
Bounce rate	53.6%		65+	8%



Source: Simon-Kucher; Tripadvisor; Similarweb (Germany, Feb 2022 – Jan 2023)

Accommodation & Activity/Excursion & Attractions



Tripadvisor

- Tripadvisor is known from travel reviews as a metasearch channel offering products from accommodation to activities, attractions, and information on even restaurants
- Large reach within travel industry and used in both research and booking phases
- The commission rates typically around to 15-25% excluding additional services such as premium listing placement



Viator

Source market: Germany



Business model facts			
Commission model	% off end price	Core product	Activities and attractions
Typical commission rate	~20-25%	Secondary products	N/A
Price parity requirement	No	Cancellation policy	Flexible
Additional fees	No	Real-time inventory	Yes
Payouts			

KPIs				
# of Finnish products	~900	Device distribution	Desktop	32.7%
Total yearly visit	8M		Mobile web	67.3%
Monthly visits	669K	Target segment (age)	18-24	23%
Monthly unique visitors	468K		25-34	33%
Yearly change			35-44	20%
Visit duration	3:27 min		45-54	13%
Pages per visit	2.6		55-64	7%
Bounce rate	63.4%		65+	5%

Accommodation & Activity/Excursion & Attractions



Viator

- Viator owned by Tripadvisor holds majority of the market in the North America, but has also presence in Europe
- By listing into Viator, supplier gets listed to Tripadvisor exposing to a larger market
- The commission rates are typically around 20-25% excluding additional services such as premium listing placement



viator.

Kohderyhmä:

- Kansainväliset FIT-matkailijat, perheet, pariskunnat ja ryhmät.

Esimerkkituotteet:

- Opastetut kierrokset, luontoretket, kulttuurikohteet, gourmet-ruokailut, design-elämykset.

Vahvuudet:

- Maailmanlaajuinen näkyvyys TripAdvisorin kautta, vahva asiakasarviojärjestelmä.

Komissio:

- Komissio 20–30 %, kuratointimaksu 29 \$ / tuote.

Huomioitavaa:

- Laadukas palvelu ja hyvät arvostelut vaikuttavat näkyvyyteen ja myyntiin.

GetYourGuide

Source market: Germany



Business model facts			
Commission model	% off end price	Core product	Tours, activities, experiences
Typical commission rate	20-30%	Secondary products	N/A
Price parity requirement	No	Cancellation policy	Flexible
Additional fees	No	Real-time inventory	Yes
Payouts			

KPIs				
# of Finnish products	~350	Device distribution	Desktop	24.7%
Total yearly visit	24.4M		Mobile web	75.3%
Monthly visits	2M	Target segment (age)	18-24	18%
Monthly unique visitors	1.4M		25-34	30%
Yearly change			35-44	22%
Visit duration	4:22 min		45-54	16%
Pages per visit	4.2		55-64	9%
Bounce rate	52.7%		65+	6%

Accommodation & Activity/Excursion & Attractions



GetYourGuide

- GetYourGuide has the most visits out of activity and attraction specialized vendors in Germany
- In European market, GetYourGuide is popular but ranked behind Viator in a global scale
- The commission rates are typically around 20-30%

GET YOUR GUIDE

Kohderyhmä:

- FIT-matkailijat, pariskunnat, perheet ja ryhmät, kulttuurista ja luonnosta kiinnostuneet.

Esimerkkituotteet:

- Opastetut kierrokset, luontoretket, historialliset ja kulttuurikohteet, saunakokemukset, ruokaelämykset.

Vahvuudet:

- Vahva näkyvyys Keski-Euroopassa, mobiiliystävällinen, viime hetken varaukset mahdollisia.

Komissio:

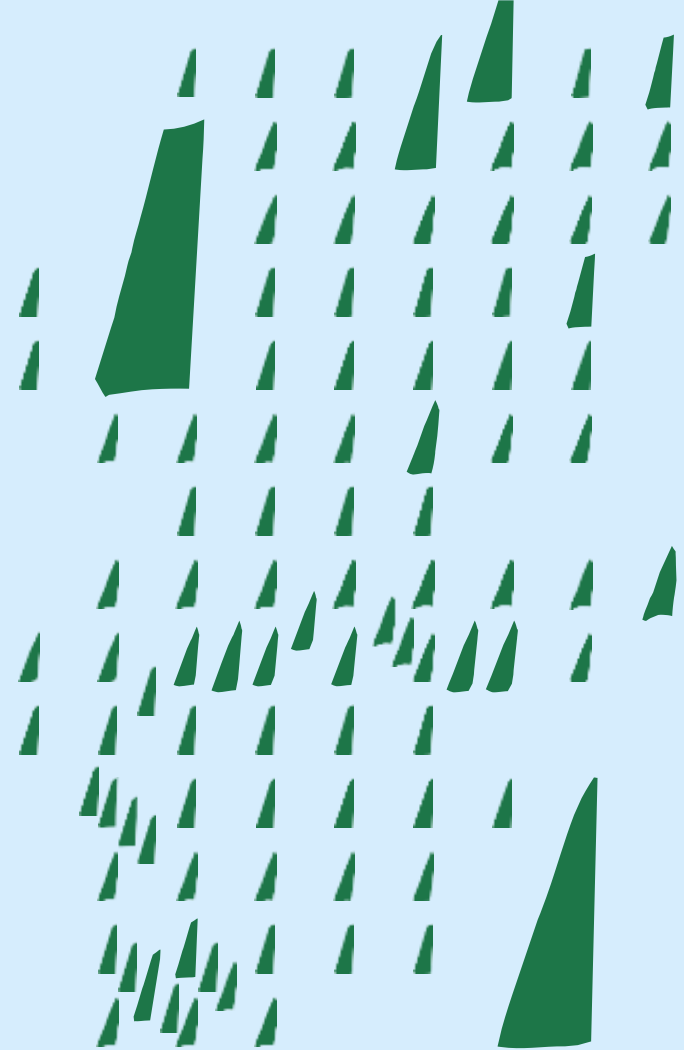
- Komissio 20–30 %, riippuu sopimuksesta ja tuotetyypistä.

Huomioitavaa:

- Tärkeää optimoida kieliversiot ja huolehtia hyvästä asiakaskokemuksesta.

Saksan markkinat

Asiakasprofiilit ja myyntikanavat



Saksa Travellers Portrait



Saksa Travellers Portrait

Profiili



Keskimääräinen
ennakkovarausaika

2,3kk



Valmismatkojen
osuus

4 %

Rahankäyttö

262 M€ , yhteensä



Per matka:

694 €

Per päivä:

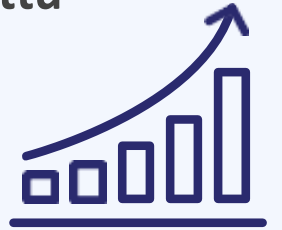
74 €

GINI-
kerroin

0,22

Markkinan ennustettu
vuosikasvu

11 %



Markkinaosuus % Pohjoismaisista yöpymisistä

Talvi 2023 (joulukuu 22–huhtikuu 23)

Tanska

41 %

Ruotsi

23 %

Suomi

17 %

Norja

12 %

Islanti

7 %

Kesä 2023 (kesäkuu–elokuu)

Tanska

43 %

Ruotsi

30 %

Norja

21 %

Suomi

4 %

Islanti

2 %



Saksa Segmentit x Digikanavat

Segmentit



POTENTIAALI

Nature lover

Luonnon, luonnon ilmiöiden ja ihmeiden ihailija.



PROFILOIVA

Active Hobbyist

Seikkailuhakuinen eri urheilulajien harrastaja. (yöelämäkin voi kiinnostaa)



PROFILOIVA

Outdoor explorer

Luontoa arvostava aktiviteettilomailija. (esim. pyöräilyä, patikointia)



Lähde: [Visit Finland Segmentointitutkimus](#)

Digikanavat



1. Google

2. Youtube

Myös Pinterest korostuu

Varauskanavat



1. Booking.com

2. Trivago > korostuu

3. Expedia > korostuu

Lähde: [Visit Finland Segmentointitutkimus](#)

Matkailuaiheiset hakukonehaut



1. Northern Lights

2. Saunas

3. Camping

4. Cities

5. Santa Claus

Lähde: [D2 Digital Demand \(2023\)](#)

Potentiaalinen segmentti: Kuvaa segmenttiä, jossa kiinnostus Suomea kohtaan korostuu. Kiinnostus on siis tällä segmentillä korkeampi, kuin koko markkinan keskimääräinen kiinnostus.
Profiloiva segmentti: Kuvaa sitä, miten eri segmentit korostuvat. Vaikka jokin toinen segmentti olisi kooltaan markkinalla suurempi, profiloivan segmentin tavoittaminen onnistuu helpommin.
Segmenttien suosimat digikanavat sekä matkansuunnitteluun ja tiedonhakuun että matkan varaamiseen.