

REPORT

BRAND ANALYSIS

YOUR CONTACT

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2025

Höga Kusten

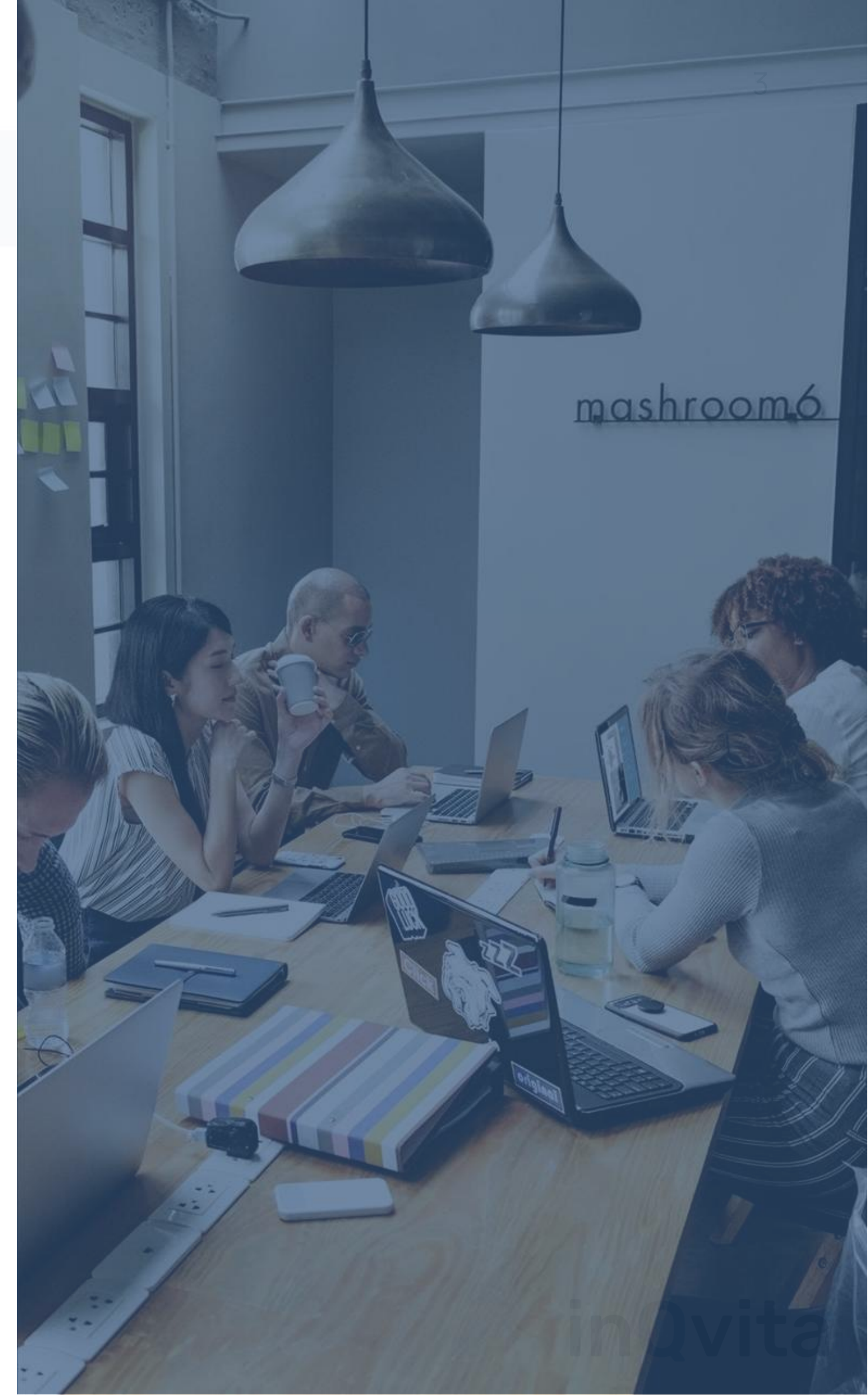
Target group: Men and women aged between 18 and 70.

Customer: Höga Kusten Destinationsutveckling

Date: 2026-10-07

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METHOD AND PURPOSE

DESTINATION ANALYSIS

Method:

Quantitative data collection through a web-based questionnaire. The survey is conducted through a web survey using random assessment that represents the target customer base.

Target group:

Men and women in the ages 18 to 70.

At the beginning of the survey, a control question decide whether the participants will continue or not

Data collection period: 2025-11-24 – 2025-12-10.

Number of interviews: 1275 (Holland) & 1000 (Finland).

Number of questions: 27.

LOI: Apx. 10 minutes



CONCLUSIONS

DESTINATION ANALYSIS

Travel habits

Most respondents in both countries travel with family, but this is even more dominant among those in Holland (71.9 percent) than in Finland (63.6 percent). Finnish respondents are more likely to travel with friends (17.6 percent compared to 11.8 percent), while traveling alone is slightly more common in Finland as well.

Familiarity with the High Coast

Awareness levels are similar across markets. In both Holland and Finland, roughly four in ten have never heard of the High Coast. Another four in ten in each market have heard of it but know little more. A modest share in Finland reports knowing “something” about the destination (15.2 percent versus 10.0 percent in Holland), but the proportions who know it well or very well remain low in both groups.

Sources of information

Friends and acquaintances constitute the leading source of awareness in both countries, at nearly equal levels. Social media follows, with Finnish respondents slightly more influenced by this channel. Travel agencies appear to play a somewhat larger role in Holland, whereas “other sources” are more frequently mentioned in Finland.

Perceived attractiveness

A clear majority in both markets consider the High Coast an interesting destination. Respondents in Holland and Finland evaluate it similarly, at 78.0 and 76.3 percent respectively, while only a small minority in each market finds it uninteresting. The share of those uncertain is marginally higher in Finland.

CONCLUSIONS

DESTINATION ANALYSIS

Attitude toward the High Coast

Respondents in both countries hold a clearly positive view of the High Coast, but Holland expresses the strongest positivity. Half of the Dutch respondents describe their attitude as positive, and over a third as very positive. In Finland, positivity remains high, though fewer choose “very positive” and more adopt a neutral stance. Negative attitudes are extremely rare in both groups.

Previous visits to the High Coast

Visitation is generally low, but somewhat higher among Finnish respondents. Only 9.2 percent in Holland have been to the High Coast, compared to 14.6 percent in Finland. This aligns with geographical proximity and stronger travel ties to Sweden among Finns.

Holiday travel to Sweden

A clear divide emerges here. Over four in five Finnish respondents have holidayed in Sweden, reflecting ease of access and cultural familiarity. In contrast, only about a quarter of Dutch respondents report having visited Sweden on holiday, underscoring much lower exposure to the country overall.

How trips to Sweden were booked

Booking behaviour is remarkably similar across the two countries. Online booking dominates, used by roughly 60 percent in each market. Phone bookings and on-site bookings are used by small minorities, while “other” booking methods account for a sizeable secondary share.

Reasons for choosing a specific region

Respondents in Holland most often selected destinations after online searches, followed by recommendations and inspiration from social media or editorials. Finnish respondents, on the other hand, lean more on recommendations and personal experiences, and are less driven by online search. Advertising has somewhat more influence in Finland, while Dutch travellers are more likely to have been inspired by editorial media.

CONCLUSIONS

ASSOCIATIONS

Associations with the High Coast

Respondents in both countries most frequently connect the High Coast with natural beauty, cleanliness, and striking landscapes. Finnish participants generally assign higher recognition to several nature-related attributes, while Holland shows stronger associations with winter and northern phenomena.

Country comparison

In Holland, the High Coast is most often described as peaceful and quiet, beautiful, and clean and fresh. Dutch respondents also associate the region more with winter activities and northern elements such as the Northern Lights, dog sledding, and ice fishing. These impressions point to a perception of Höga Kusten as a remote and dramatic northern destination.

In Finland, the dominant associations are beautiful, clean and fresh, summer, and outdoor activities. Finnish respondents also more often mention bright summer nights and good food, suggesting a broader image of the High Coast as a pleasant, accessible nature destination with appealing culinary experiences.

Overall

Both groups strongly link the High Coast with natural scenery, unique landscapes, and opportunities to spend time outdoors. Holland leans more toward winter and Arctic-style imagery, whereas Finland emphasizes summer, recreation, and a clean, enjoyable environment. Let me know if you want a visual comparison or a ranked summary of the top attributes per country.

CONCLUSIONS

WHAT IS MOST IMPORTANT

Overall patterns

Both groups value atmosphere, friendliness, affordability, and attractions most highly. Differences appear mainly in nature proximity, shopping, and excursions, where preferences diverge between the two markets.

Country comparison

Respondents in Holland consistently rate proximity to forests and nature, excursions, and nature-related surroundings higher than those in Finland. Dutch travellers also place greater emphasis on affordability and bicycle-friendliness. Their top-rated factors are friendly people, good atmosphere, and affordability.

Finnish respondents instead score shopping, food and drink, and walkability slightly higher than the Dutch. They also value a broad range of accommodation options and attractions at almost identical levels to Holland. Overall, Finnish preferences reflect a stronger focus on convenience and a varied urban offering.

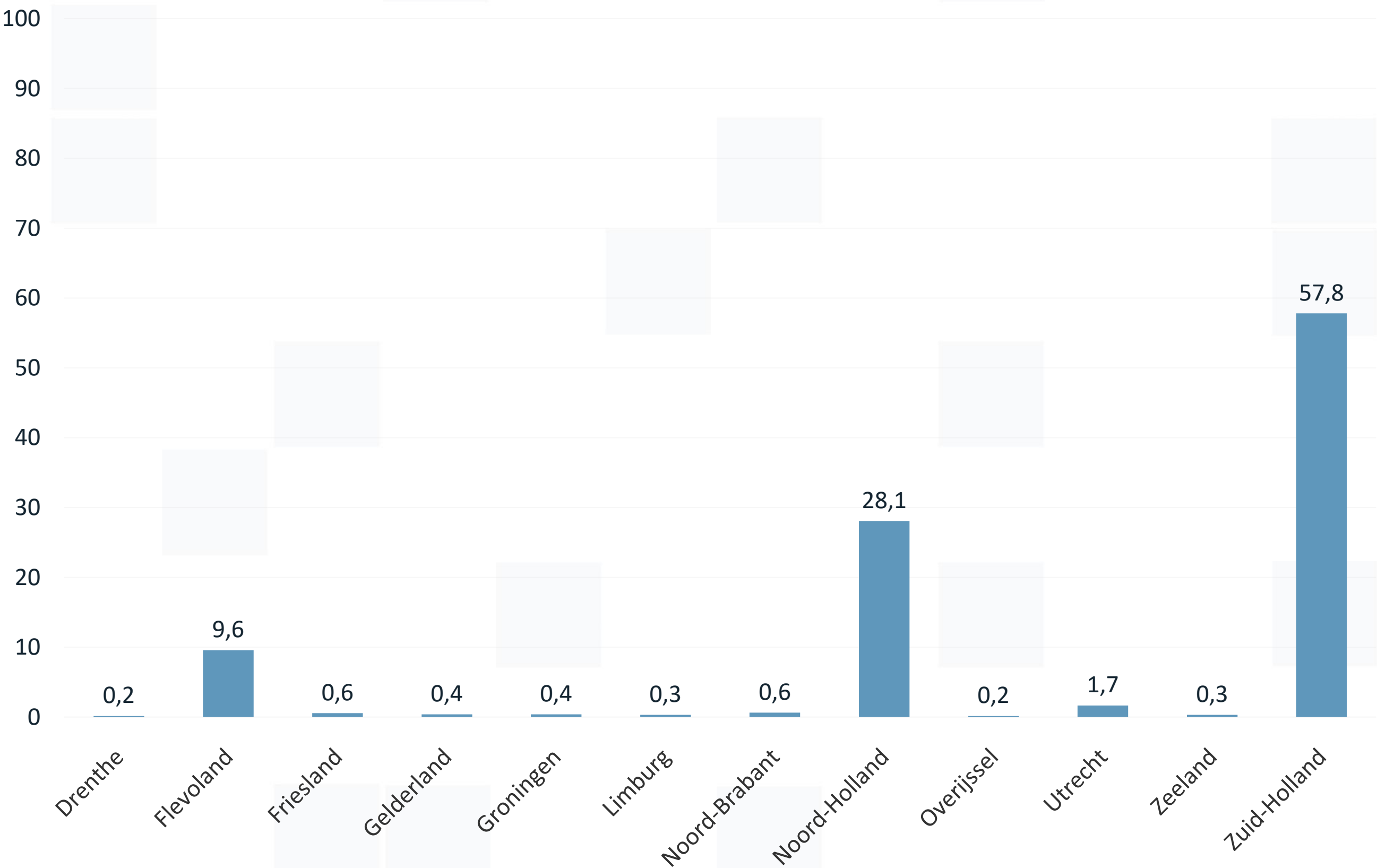
Summary

Dutch travellers lean more toward nature, affordability, and experiential diversity such as excursions and activities. Finnish travellers prioritise accessible city environments, culinary variety, and shopping, while still showing high appreciation for atmosphere and friendly locals.

FILTER QUESTION



Question 1: In which province do you live? (Holland)



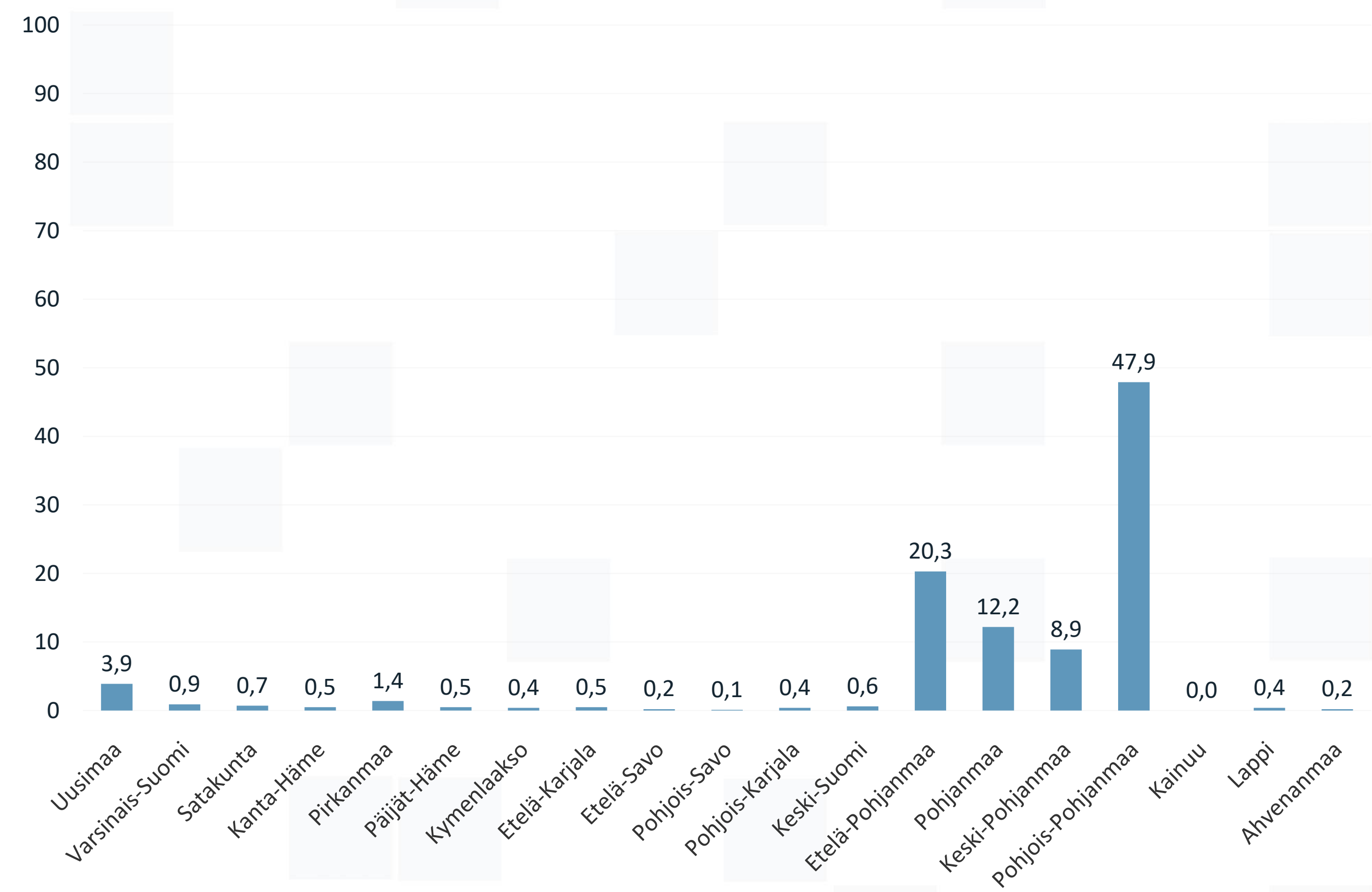
Method

Our participants are randomly selected through advanced filtering. Only men and women in the ages 18 to 70 that live in Flevoland, Noord-Holland, Utrecht and Zuid-Holland will participate.

Before continuing, a control question is asked to determine that the participant fulfil said requirement.

Those that answered any other province has ended the survey in an early screen out.

Question 1: In which province do you live? (Finland)



Method

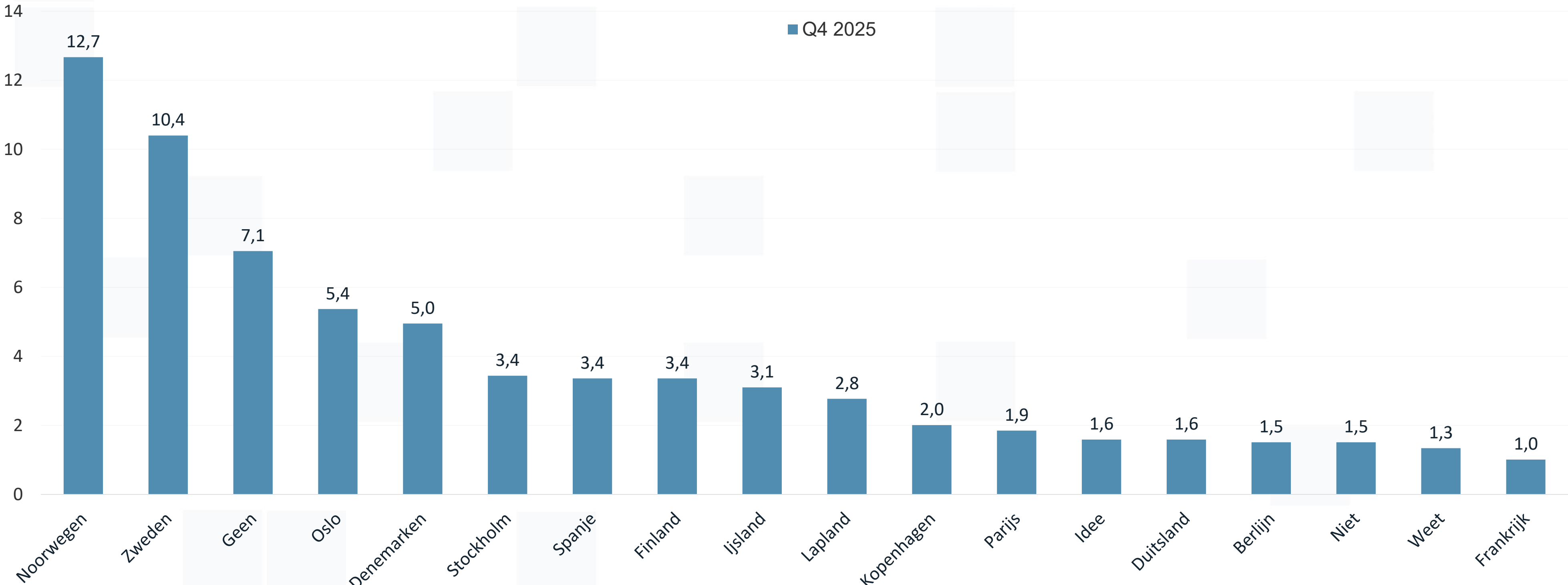
Our participants are randomly selected through advanced filtering. Only men and women in the ages 18 to 70 that live in Etelä-Pohjanmaa, Pohjanmaa, Keski-Pohjanmaa or Pohjois-Pohjanmaa will participate.

Before continuing, a control question is asked to determine that the participant fulfil said requirement.

Those that answered any other province has ended the survey in an early screen out.

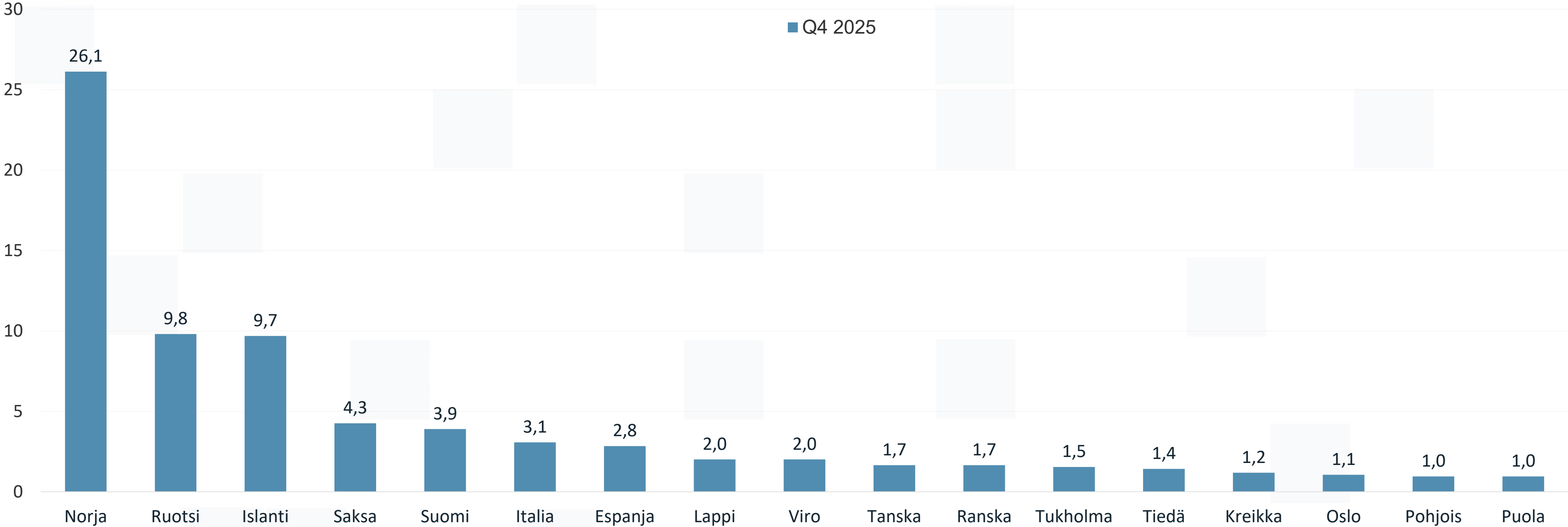
Question 2: Which place(s) /area(s) would you like to visit in Northern Europe?

Open answer (Holland)

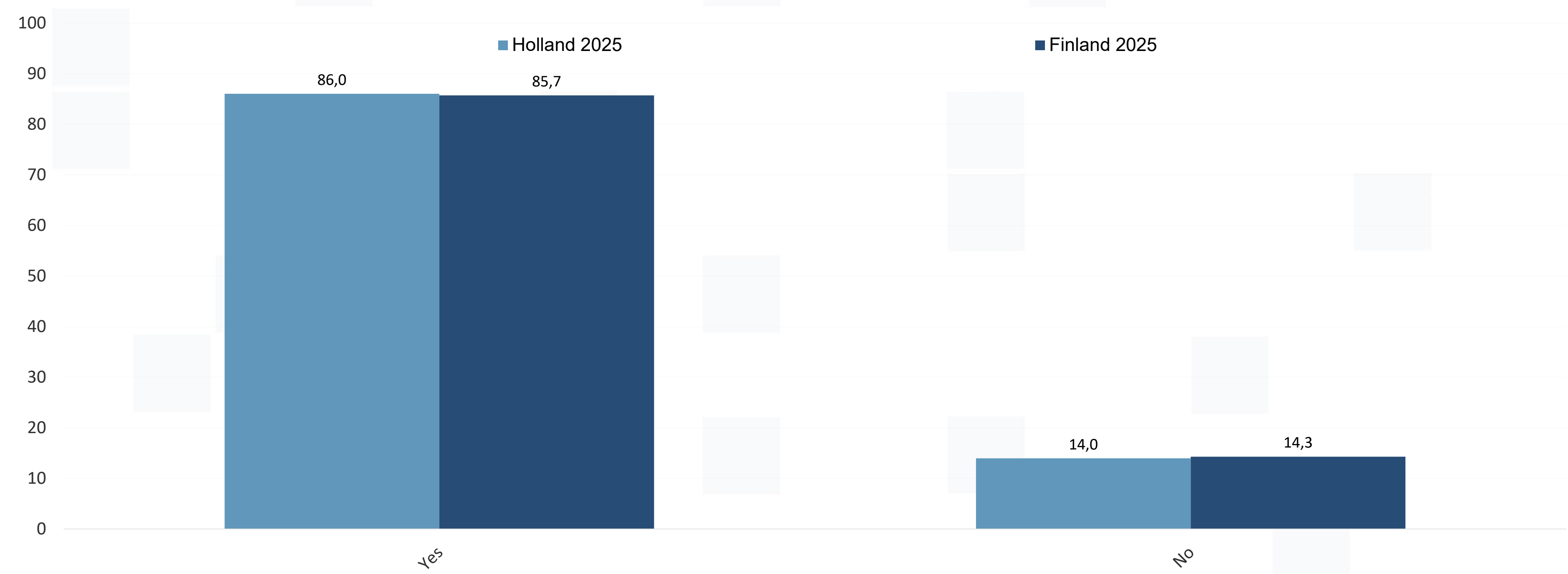


Question 2: Which place(s) /area(s) would you like to visit in Northern Europe?

Open answer (Finland)

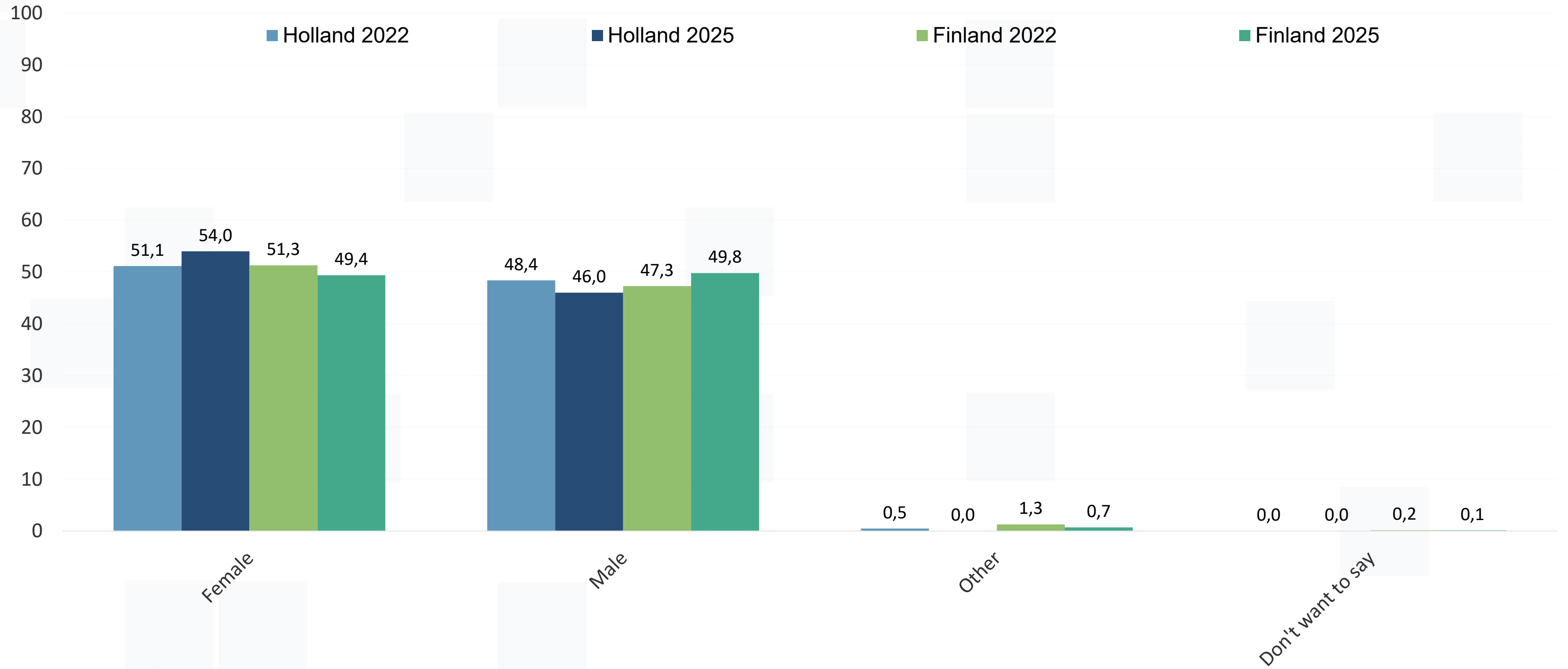


Question 3: Would you like to travel to Sweden?

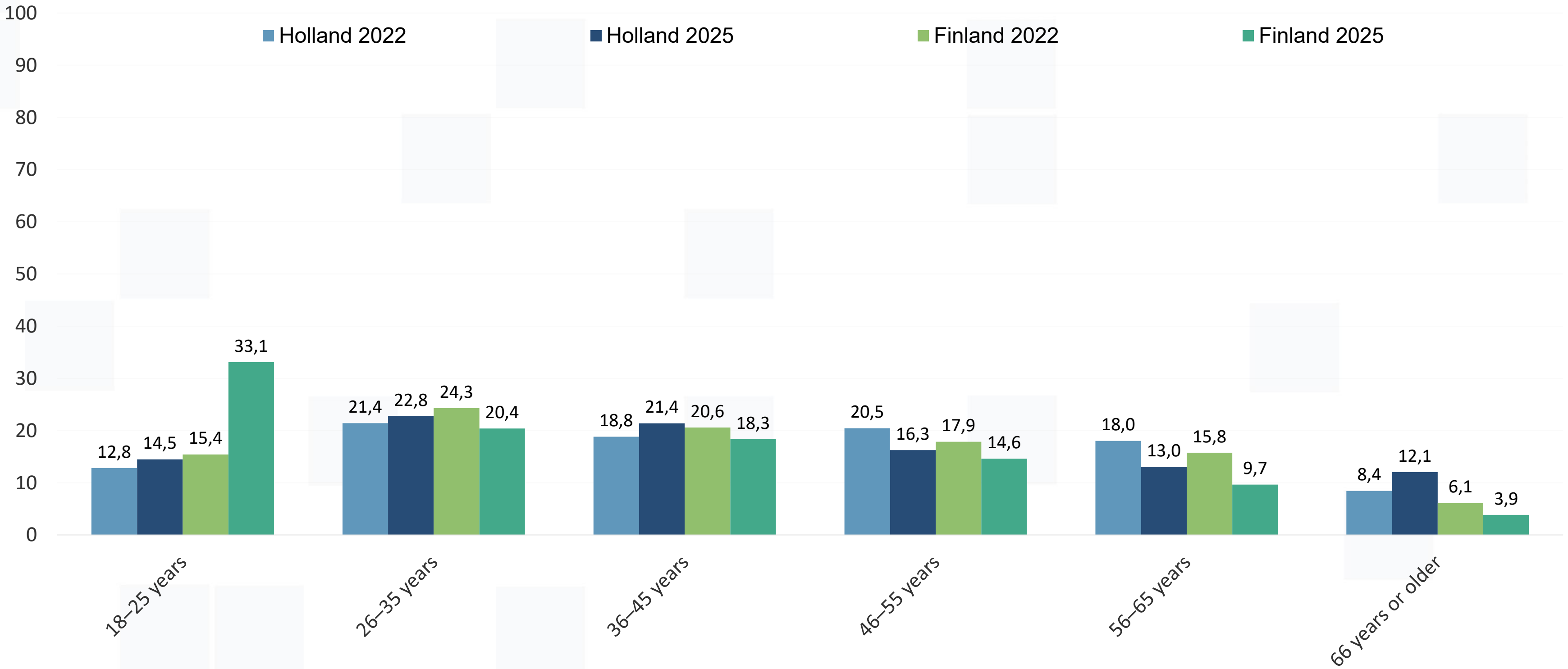


DEMOGRAPHY

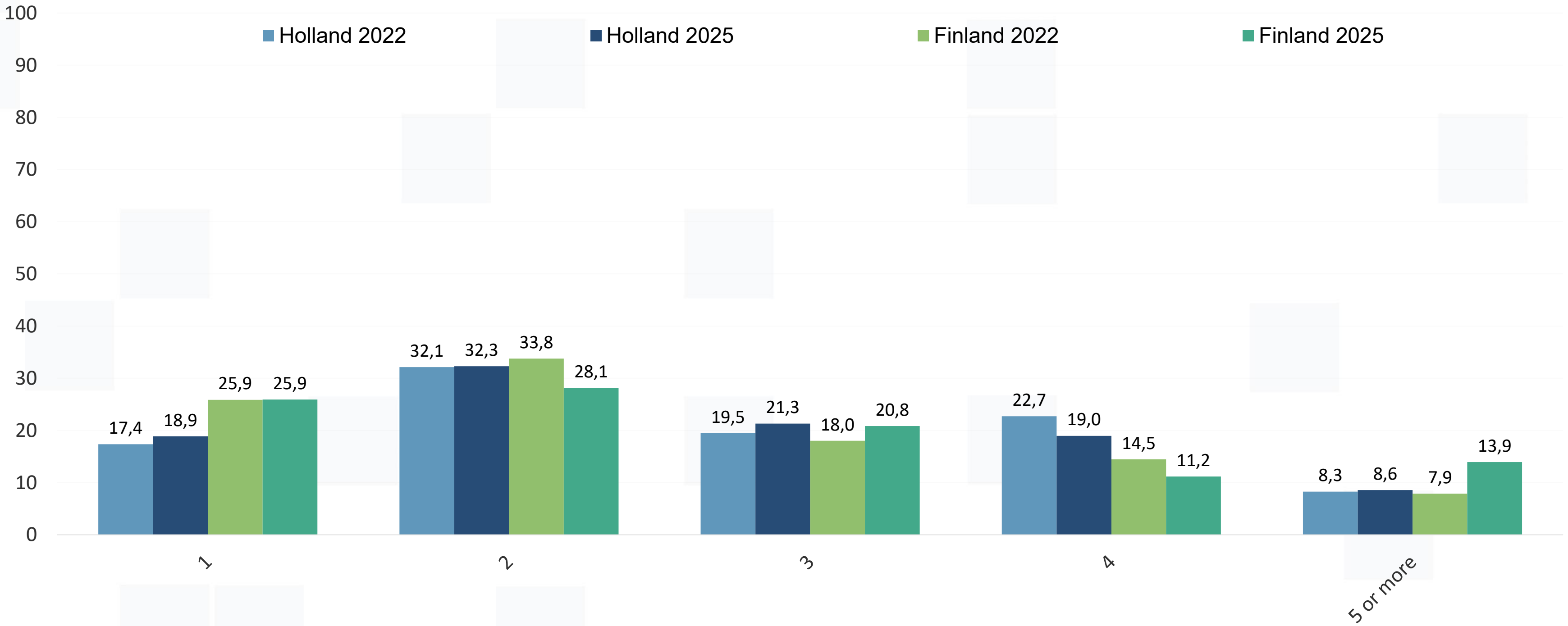
Question: Gender?



Question: What is your age?



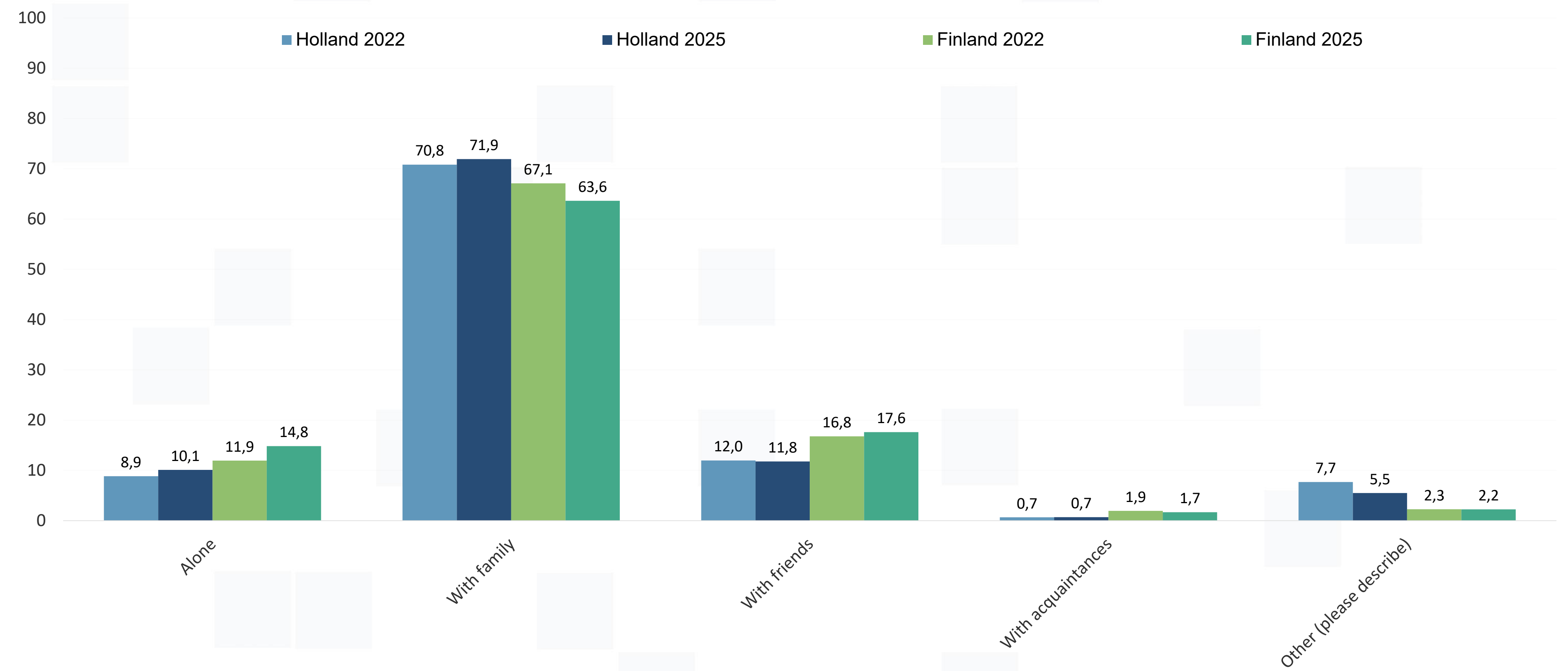
Question: How many people are in your household (including yourself)?



RESULTS

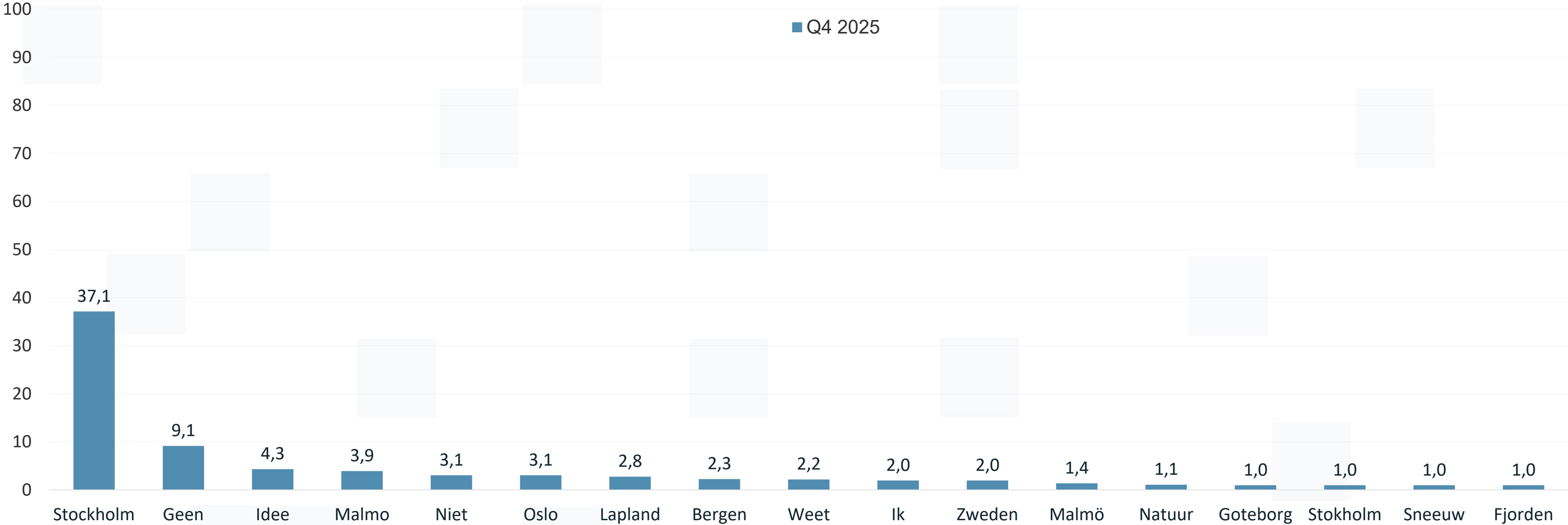


Question 7: How do you usually travel?



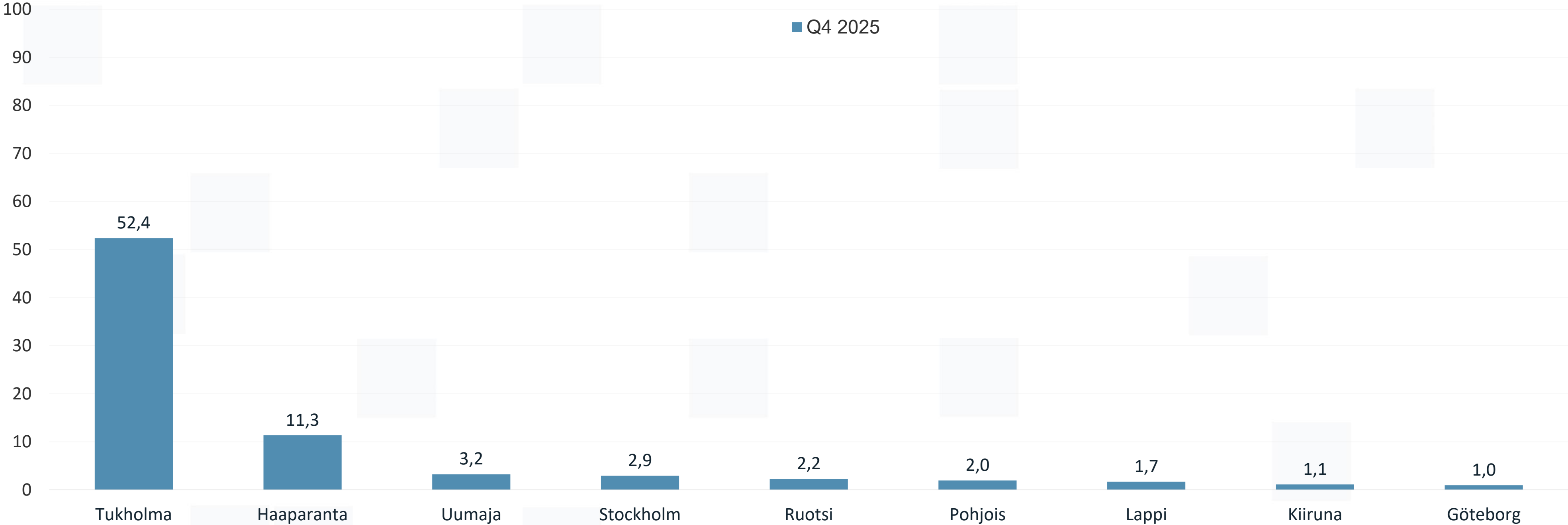
Question 8: What 5 areas/places do you spontaneously think of when you hear "tourist in Sweden"?

Open answer (Holland)

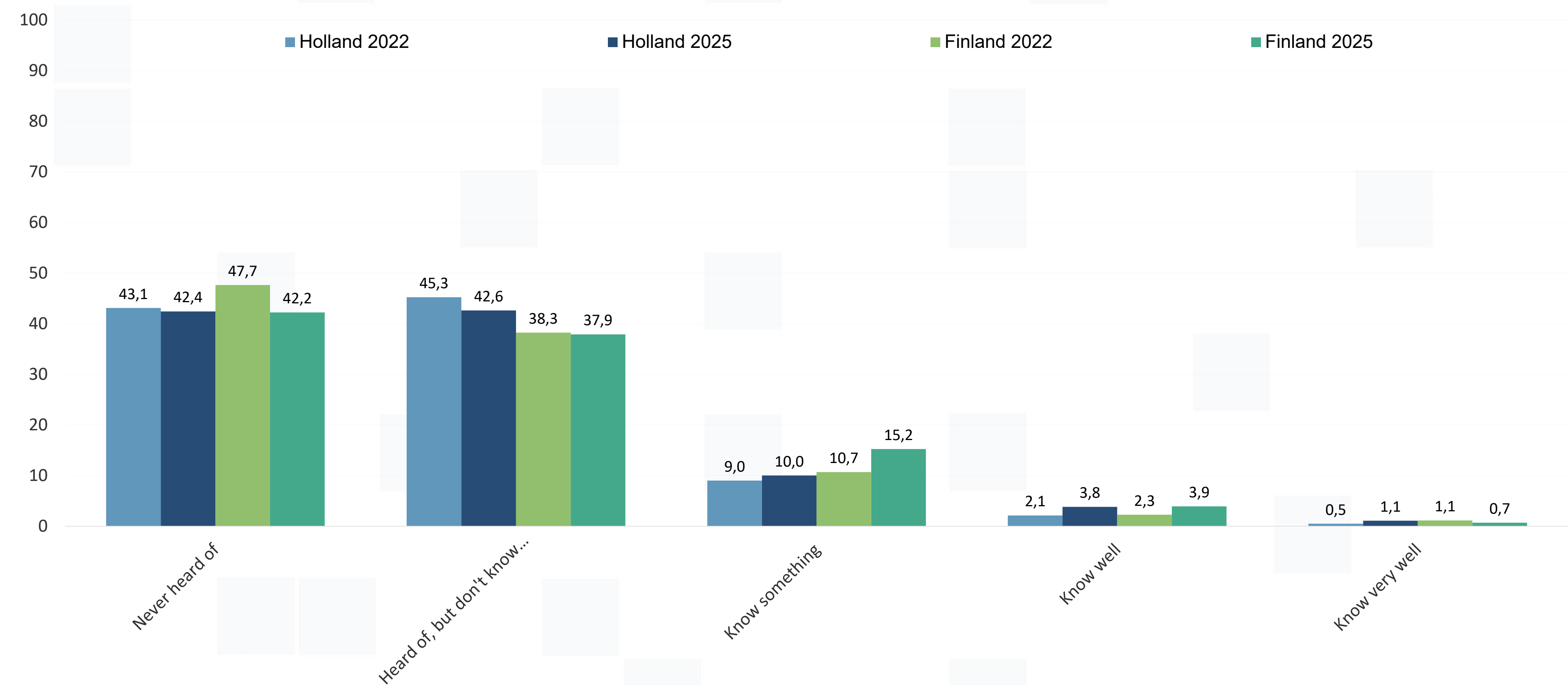


Question 8: What 5 areas/places do you spontaneously think of when you hear "tourist in Sweden"?

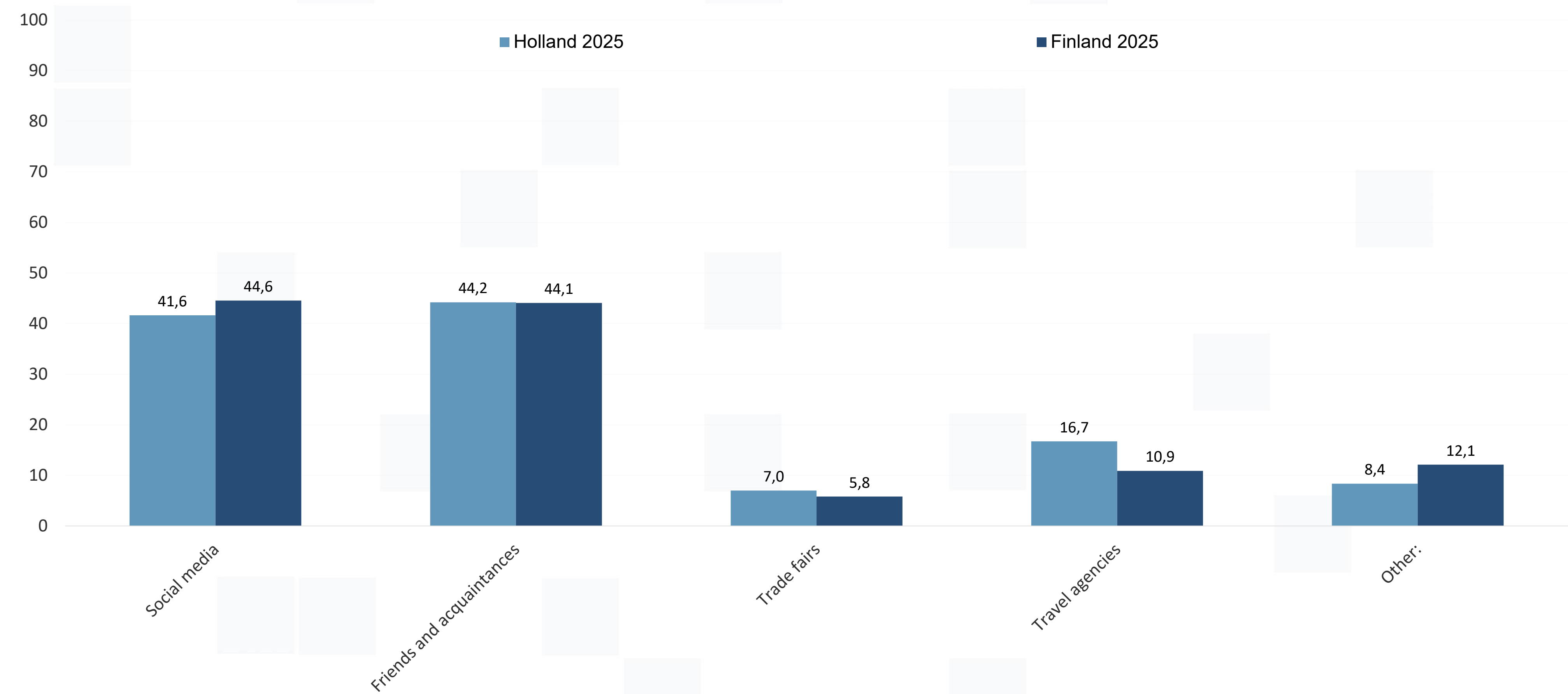
Open answer (Finland)



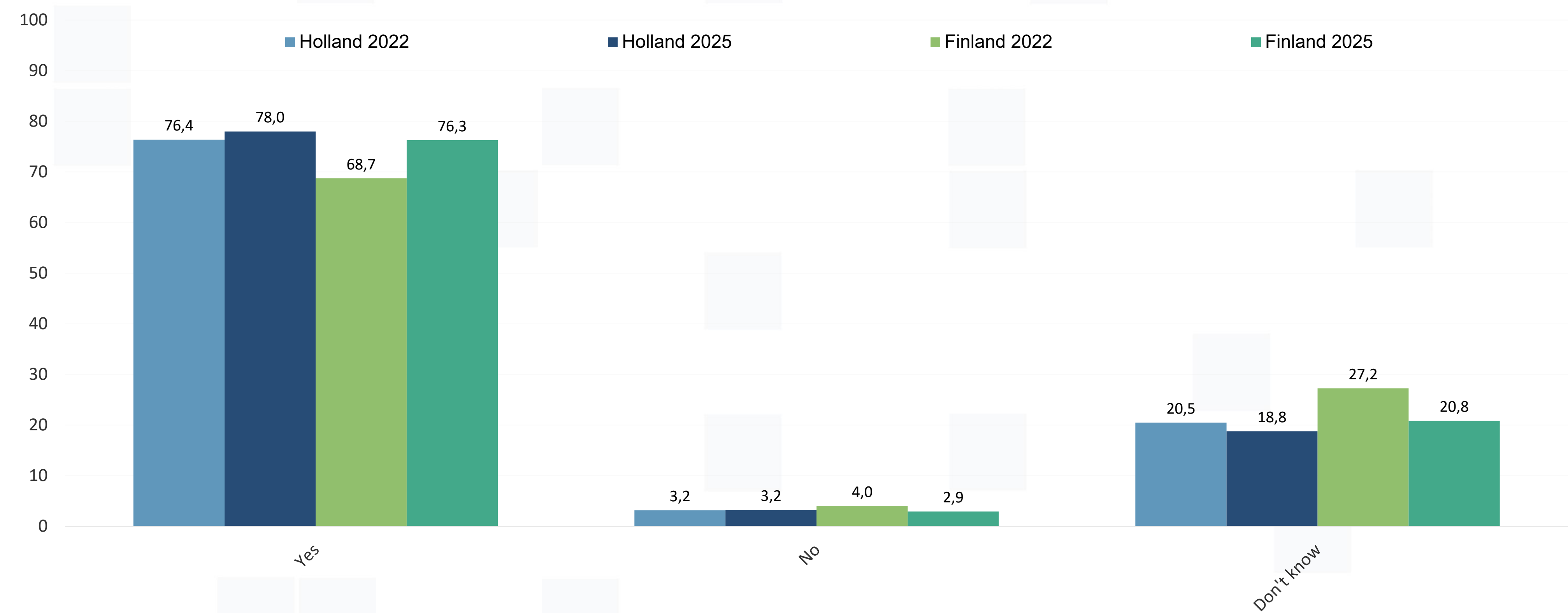
Question 9: How well do you know the High Coast?



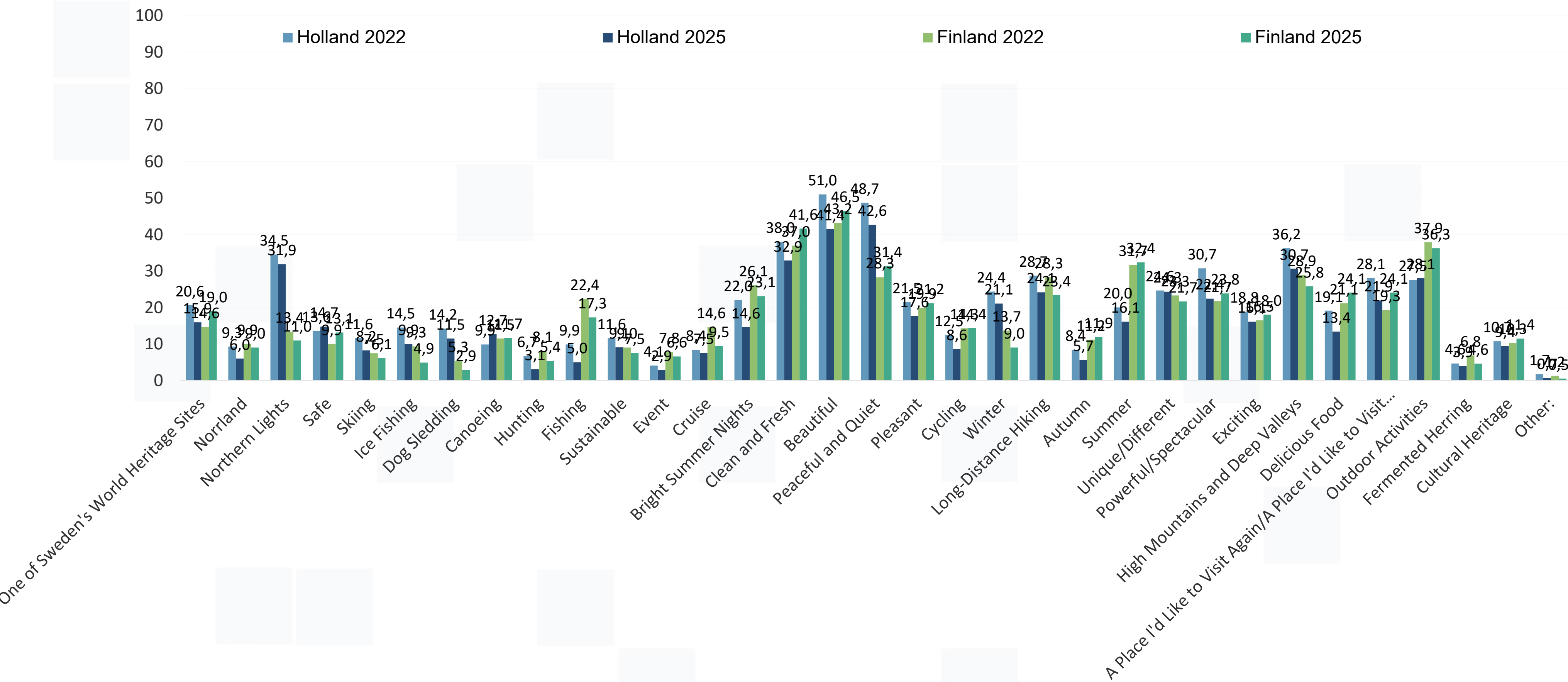
Question 10: Where have you heard about Höga Kusten?



Question 11: Do you find the High Coast (Höga Kusten) an interesting destination?



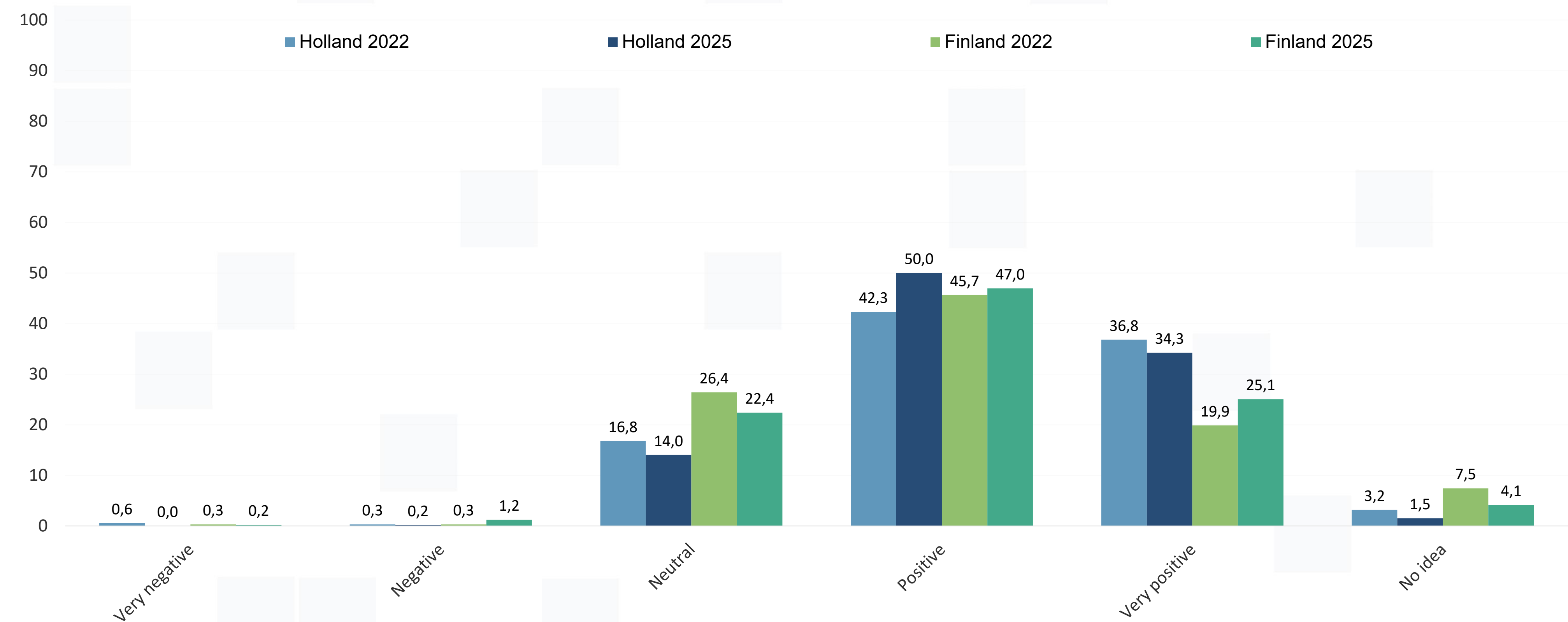
Question 12: When you think of the High Coast (Höga Kusten), what comes to mind? Choose everything that suits you.



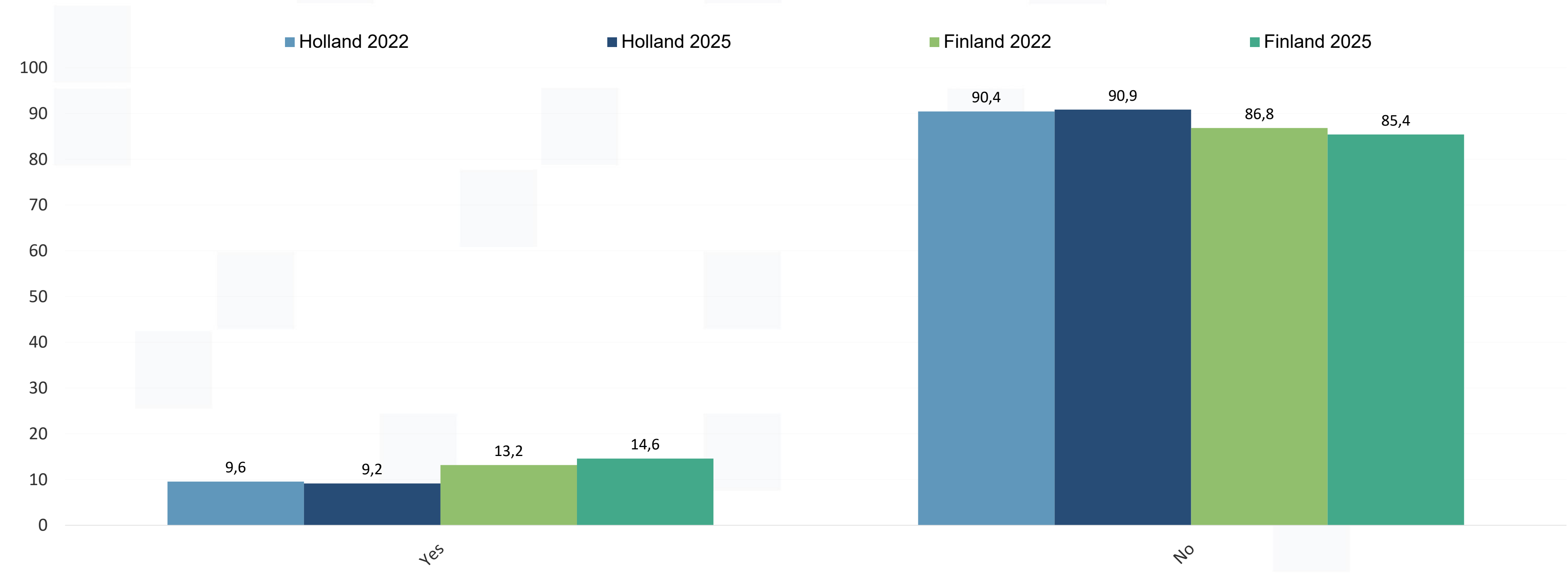
Question 13: When you think of the High Coast (Höga Kusten), what comes to mind? Choose everything that suits you.

	Holland 2022	Holland 2025	Finland 2022	Finland 2025
One of Sweden's World Heritage Sites	20,6	15,9	14,6	19,0
Norrland	9,3	6,0	9,9	9,0
Northern Lights	34,5	31,9	13,4	11,0
Safe	13,6	14,7	9,9	13,1
Skiing	11,6	8,2	7,5	6,1
Ice Fishing	14,5	9,9	9,3	4,9
Dog Sledding	14,2	11,5	5,3	2,9
Canoeing	9,9	12,7	11,5	11,7
Hunting	6,7	3,1	8,1	5,4
Fishing	9,9	5,0	22,4	17,3
Sustainable	11,6	9,1	9,0	7,5
Event	4,1	2,9	7,8	6,6
Cruise	8,4	7,5	14,6	9,5
Bright Summer Nights	22,0	14,6	26,1	23,1
Clean and Fresh	38,0	32,9	37,0	41,6
Beautiful	51,0	41,4	43,2	46,5
Peaceful and Quiet	48,7	42,6	28,3	31,4
Pleasant	21,5	17,6	19,9	21,2
Cycling	12,5	8,6	14,3	14,4
Winter	24,4	21,1	13,7	9,0
Long-Distance Hiking	28,7	24,1	28,3	23,4
Autumn	8,4	5,7	11,2	11,9
Summer	20,0	16,1	31,7	32,4
Unique/Different	24,6	24,3	23,3	21,7
Powerful/Spectacular	30,7	22,4	21,7	23,8
Exciting	18,8	16,1	16,5	18,0
High Mountains and Deep Valleys	36,2	30,7	28,9	25,8
Delicious Food	19,1	13,4	21,1	24,1
A Place I'd Like to Visit Again/A Place I'd Like to Visit Someday	28,1	21,9	19,3	24,1
Outdoor Activities	27,5	28,1	37,9	36,3
Fermented Herring	4,6	3,9	6,8	4,6
Cultural Heritage	10,7	9,4	10,3	11,4
Other:	1,7	0,7	1,2	0,5

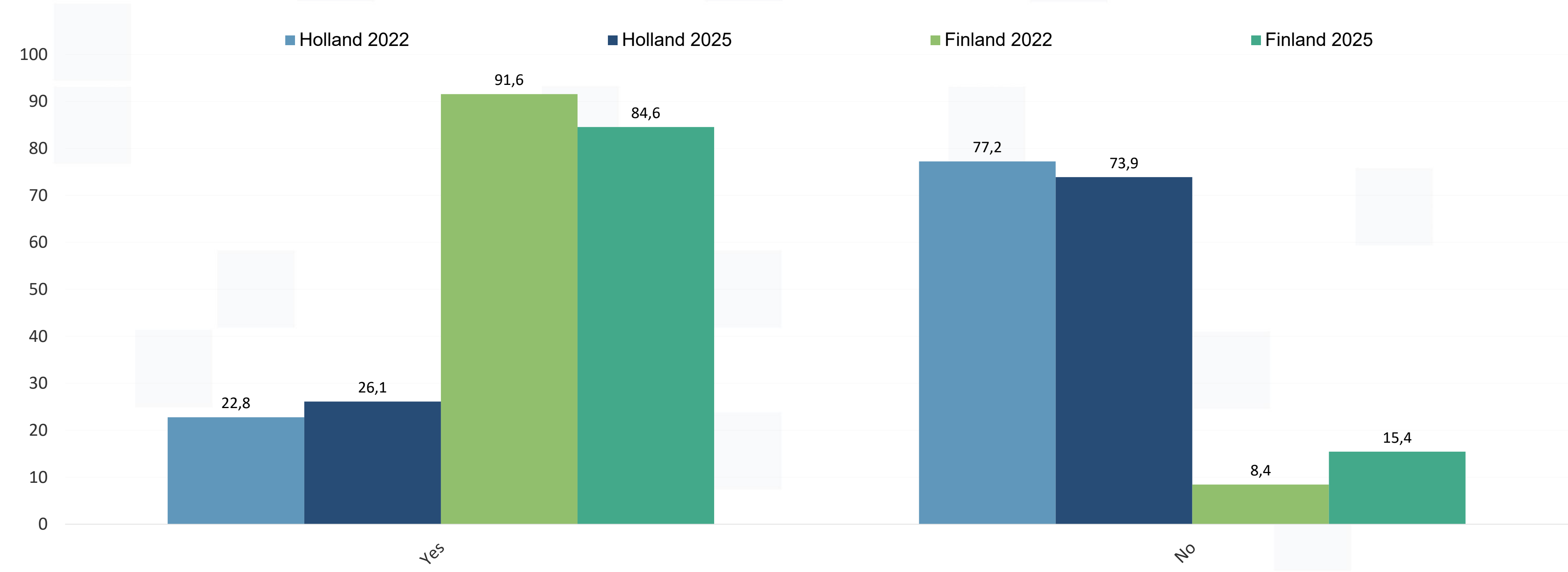
Question 14: What is your attitude towards the High Coast (Höga Kusten)?



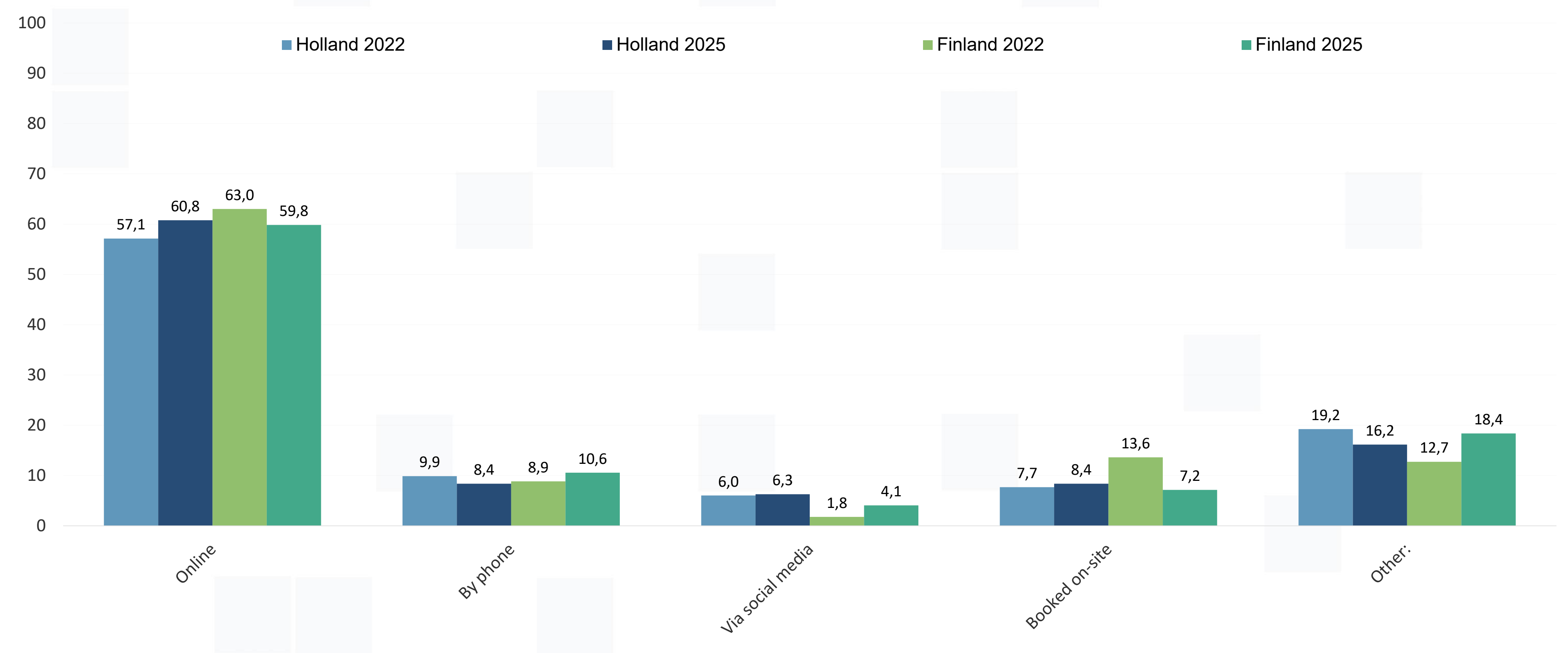
Question 15: Have you ever visited the High Coast (Höga Kusten) yourself?



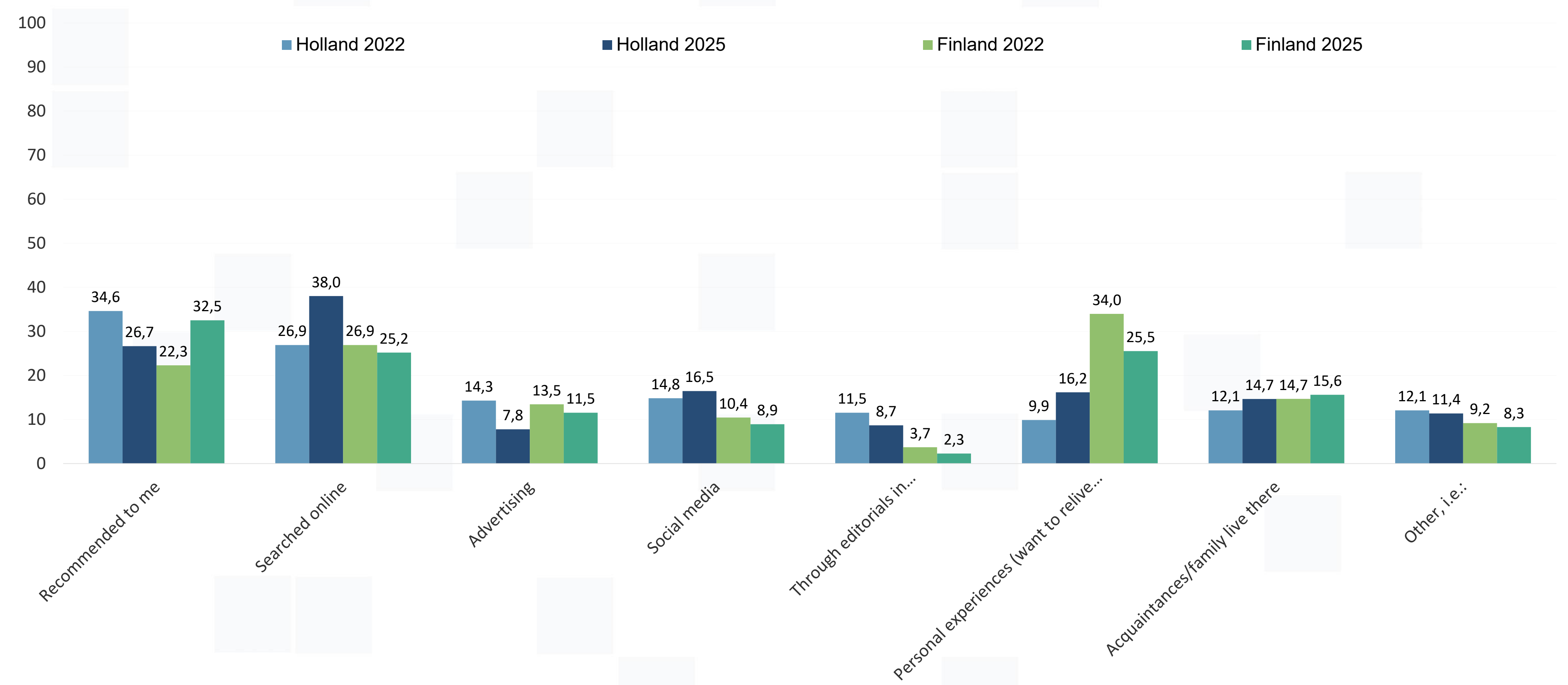
Question 16: Have you ever been on holiday to Sweden?



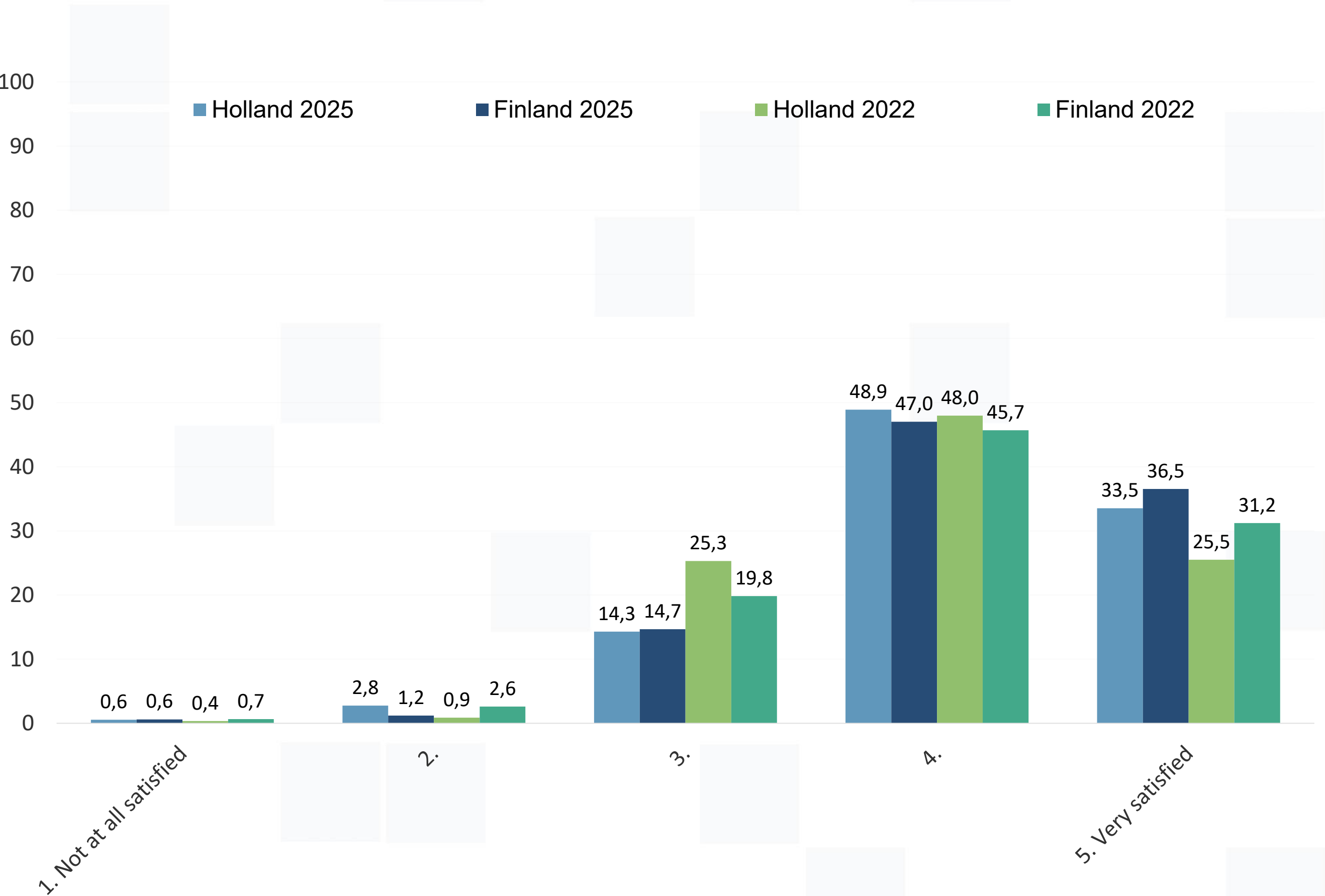
Question 17: How did you book your trip then?



Question 18: Why did you choose that specific region/place?



Question 19: Overall, how satisfied are you with the last area/place you visited?



Analysis

The items are scored on a scale from 1 to 5, where 1 equals "not satisfied at all" and 5 equals "very satisfied".

A higher mean value equals a higher satisfaction.

Mean value Holland 2025: 4,18

Mean value Holland 2022: 3,97

Mean value Finland 2025: 4,04

Mean value Finland 2022: 3,26

Question 20: How likely are you to recommend this area/place to a friend or colleague?

	Holland 25	Holland 22	Finland 25	Finland 22
DETRACTORS (0-6)	15%	21%	17%	22%
PASSIVES (7-8)	48%	50%	47%	46%
PROMOTERS (9-10)	37%	29%	36%	32%
NET PROMOTER® SCORE	22	8	18	9

Analysis

Net promoter score is used in research to measure customer loyalty towards companies. On a scale from 0 – 10, the customer gets to choose how likely it is that they would recommend the company.

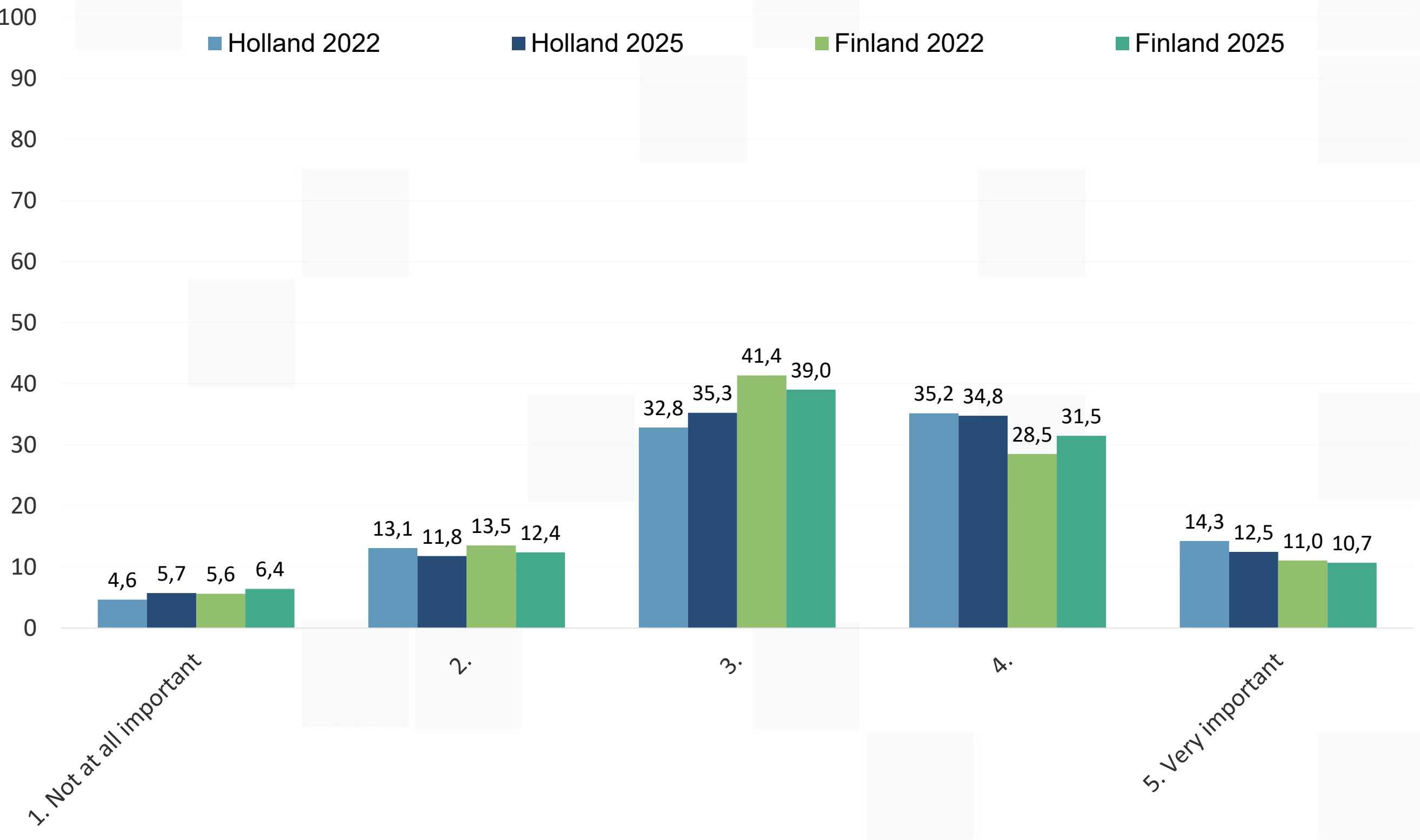
To get the total NPS, the amount of participants that answered 0 – 6 is subtracted from the ones who answered 9 – 10.

Question 21: Did you use tourist information during your last visit?



Question 22: How important do you consider the following concepts and statements when choosing areas/places to visit as a tourist?

The area/town offers a wide range of events



Analysis

The items are scored on a scale from 1 to 5, where 1 equals "not important at all" and 5 equals "very important".

A higher mean value equals a higher importance.

Mean value Holland 2025: 3,36

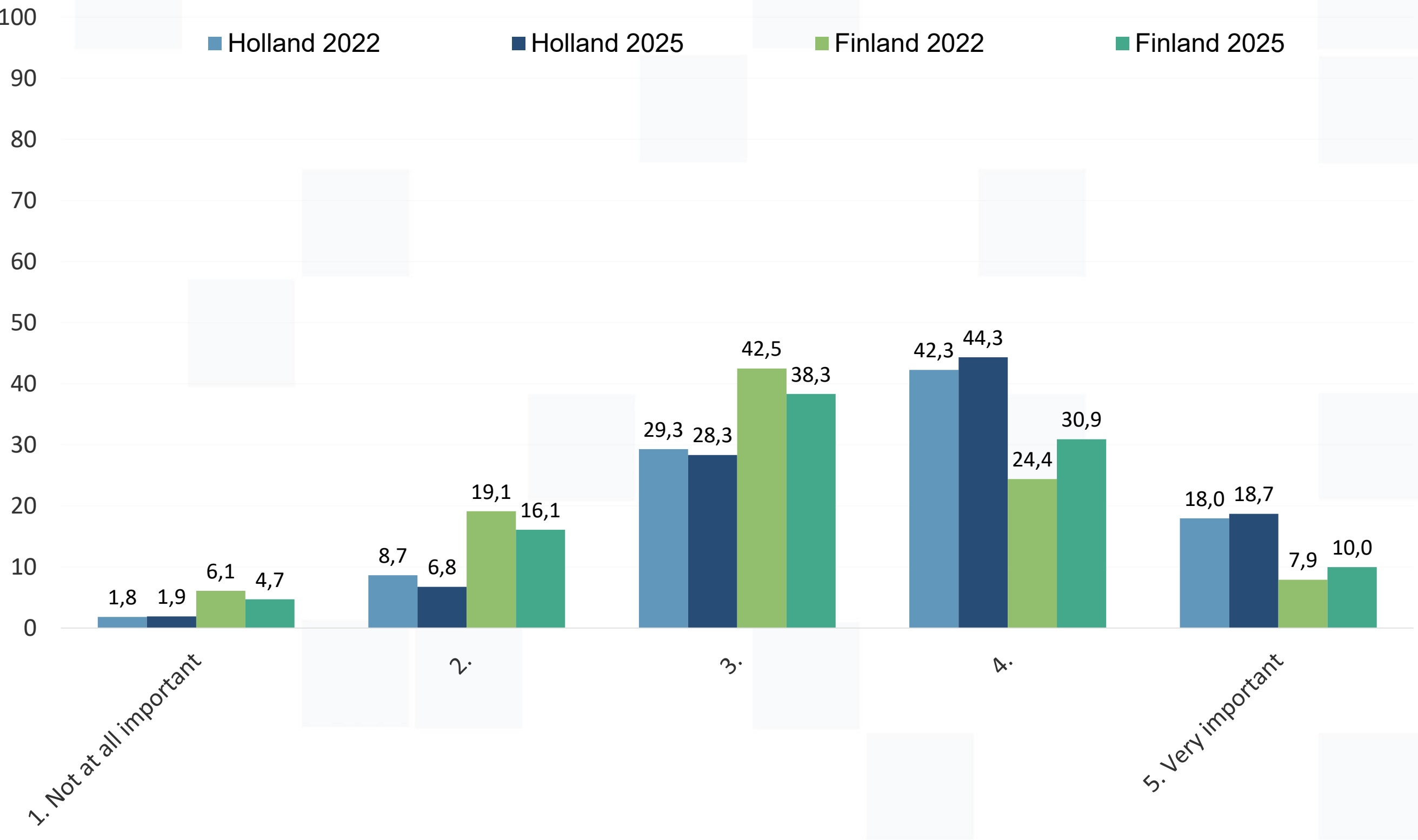
Mean value Holland 2022: 3,41

Mean value Finland 2025: 3,28

Mean value Finland 2022: 3,26

Question 23: How important do you consider the following concepts and statements when choosing areas/places to visit as a tourist?

The area/town offers a wide range of excursions



Analysis

Mean value Holland 2025: 3,71

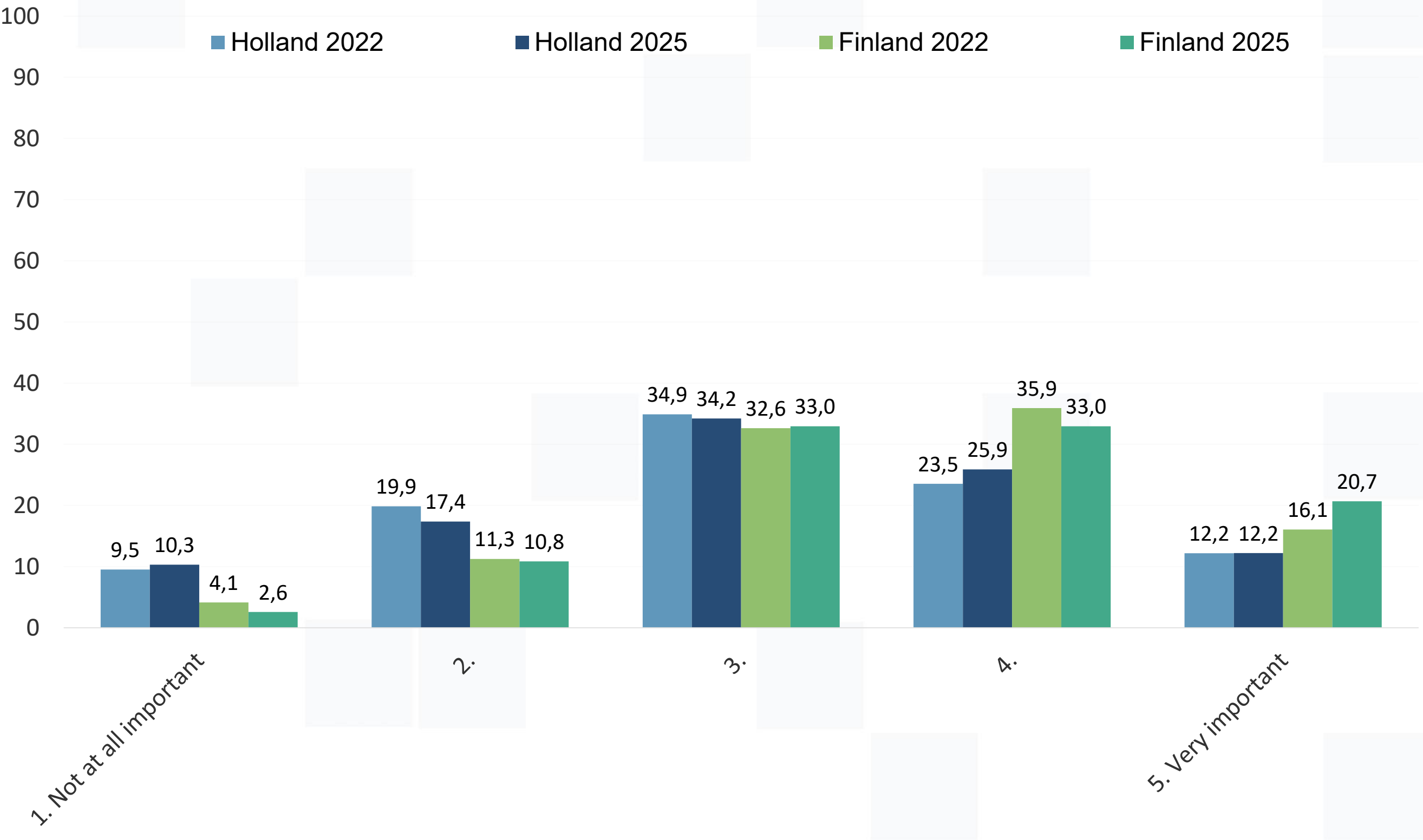
Mean value Holland 2022: 3,66

Mean value Finland 2025: 3,25

Mean value Finland 2022: 3,09

Question 24: How important do you consider the following concepts and statements when choosing areas/places to visit as a tourist?

The area/town offers a wide range of shopping



Analysis

Mean value Holland 2025: 3,12

Mean value Holland 2022: 3,09

Mean value Finland 2025: 3,58

Mean value Finland 2022: 3,49

Question 25: How important do you consider the following concepts and statements when choosing areas/places to visit as a tourist?

The area/town offers a wide range of food and drink



Analysis

Mean value Holland 2025: 3,77

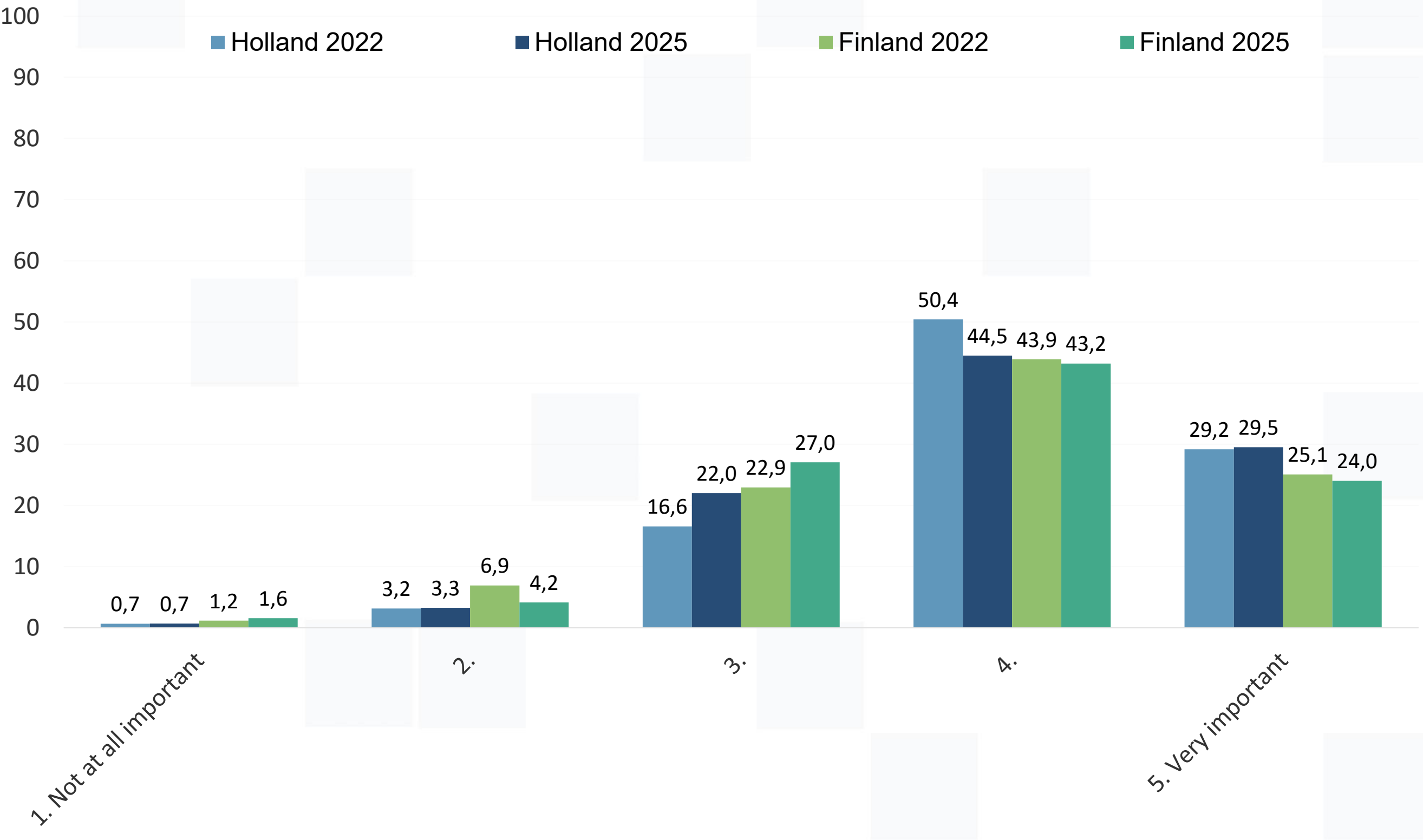
Mean value Holland 2022: 3,83

Mean value Finland 2025: 3,82

Mean value Finland 2022: 3,78

Question 26: How important do you consider the following concepts and statements when choosing areas/places to visit as a tourist?

The area/town offers a wide range of attractions



Analysis

- Mean value Holland 2025: 3,99
- Mean value Holland 2022: 4,04
- Mean value Finland 2025: 3,84
- Mean value Finland 2022: 3,85

Question 27: How important do you consider the following concepts and statements when choosing areas/places to visit as a tourist?

The area/town offers a wide range of accommodation options

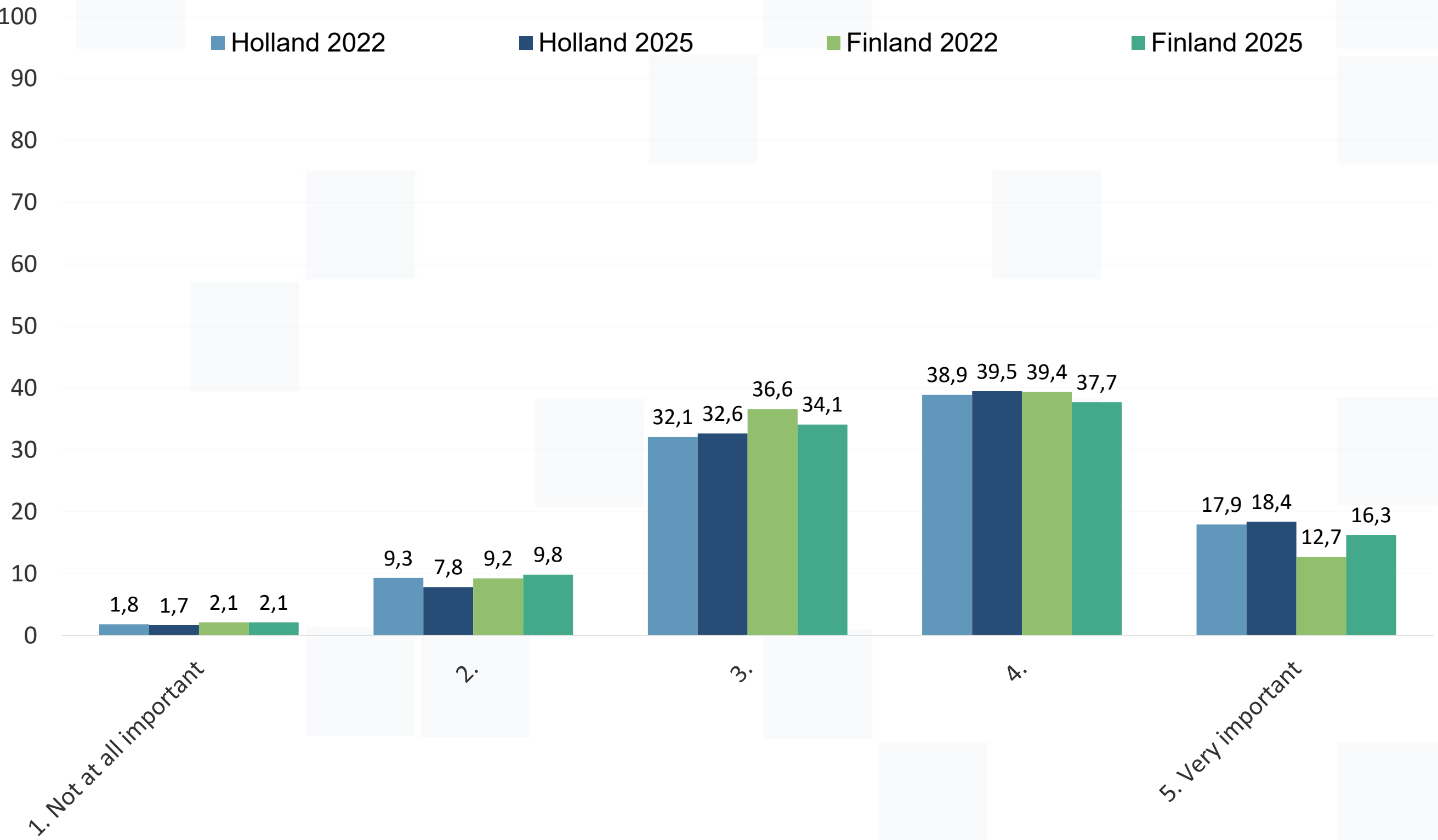


Analysis

- Mean value Holland 2025: 3,85
- Mean value Holland 2022: 3,88
- Mean value Finland 2025: 3,86
- Mean value Finland 2022: 3,81

Question 28: How important do you consider the following concepts and statements when choosing areas/places to visit as a tourist?

The area/town offers a wide range of activities

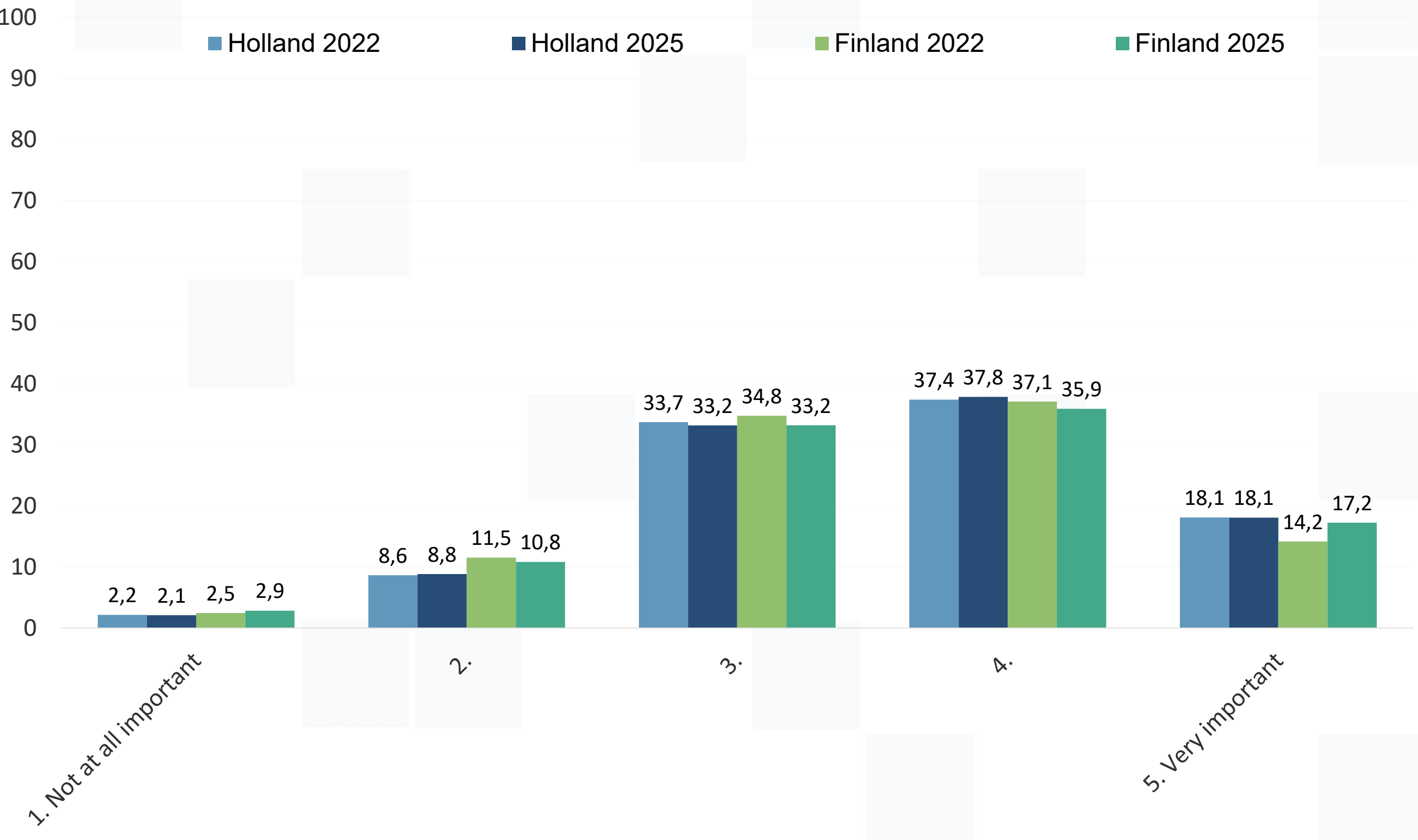


Analysis

- Mean value Holland 2025: 3,65
- Mean value Holland 2022: 3,62
- Mean value Finland 2025: 3,56
- Mean value Finland 2022: 3,51

Question 29: How important do you consider the following concepts and statements when choosing areas/places to visit as a tourist?

The area/town has beautiful architecture

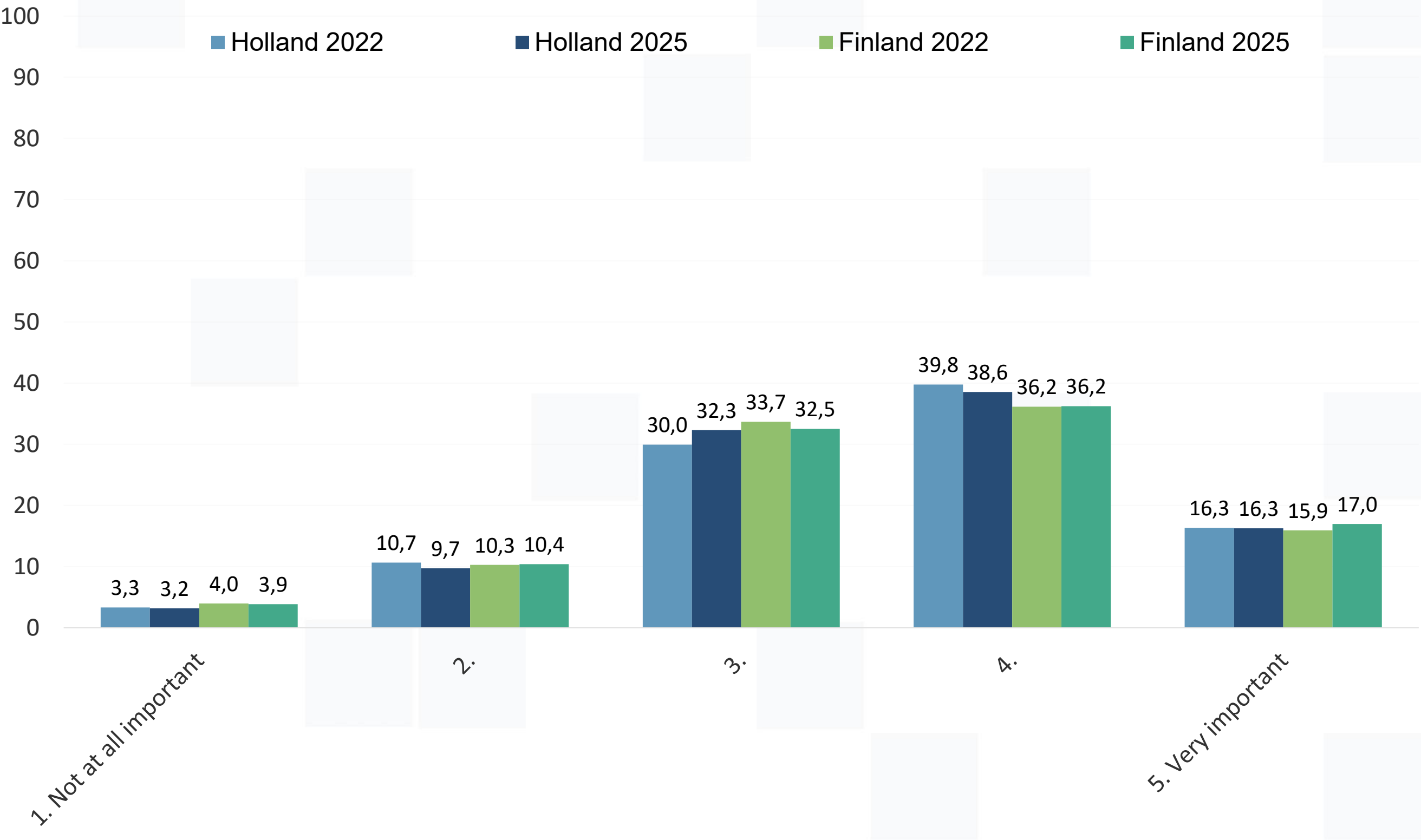


Analysis

- Mean value Holland 2025: 3,61
- Mean value Holland 2022: 3,61
- Mean value Finland 2025: 3,54
- Mean value Finland 2022: 3,49

Question 30: How important do you consider the following concepts and statements when choosing areas/places to visit as a tourist?

The area/town has an interesting history

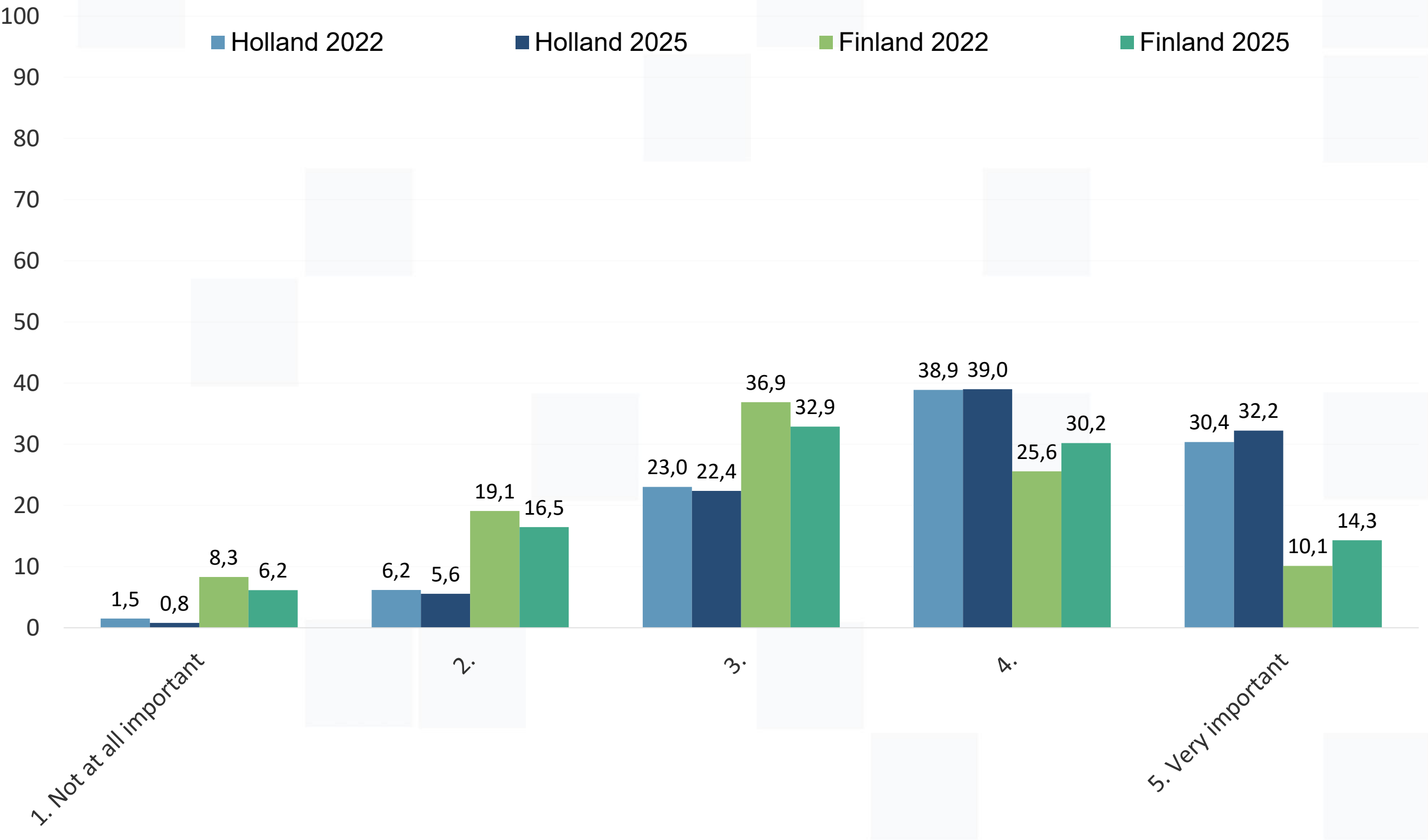


Analysis

- Mean value Holland 2025: 3,55
- Mean value Holland 2022: 3,55
- Mean value Finland 2025: 3,52
- Mean value Finland 2022: 3,50

Question 31: How important do you consider the following concepts and statements when choosing areas/places to visit as a tourist?

The area/town is close to forests and nature

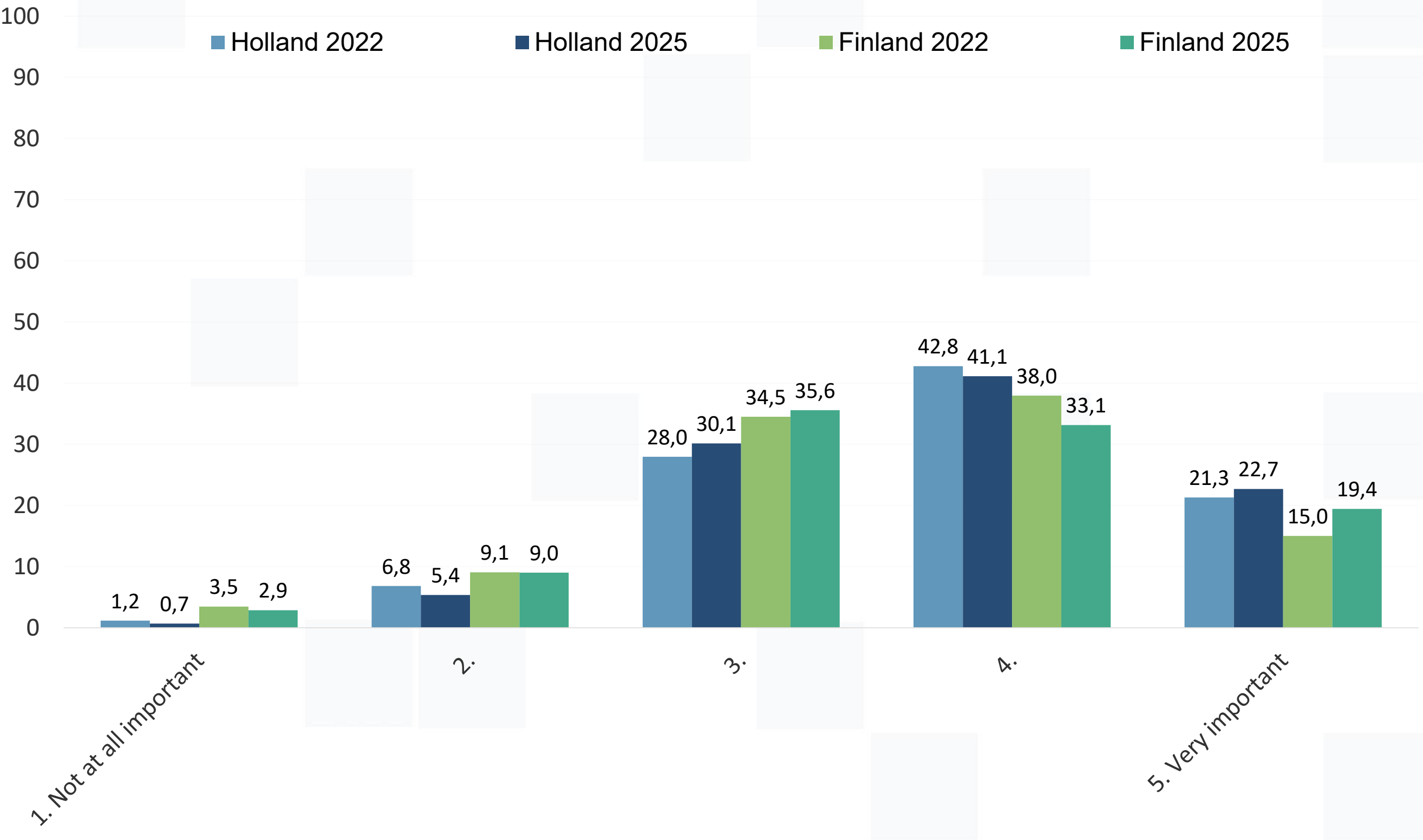


Analysis

- Mean value Holland 2025: 3,96
- Mean value Holland 2022: 3,90
- Mean value Finland 2025: 3,30
- Mean value Finland 2022: 3,10

Question 32: How important do you consider the following concepts and statements when choosing areas/places to visit as a tourist?

The area/town is near the sea or a lake

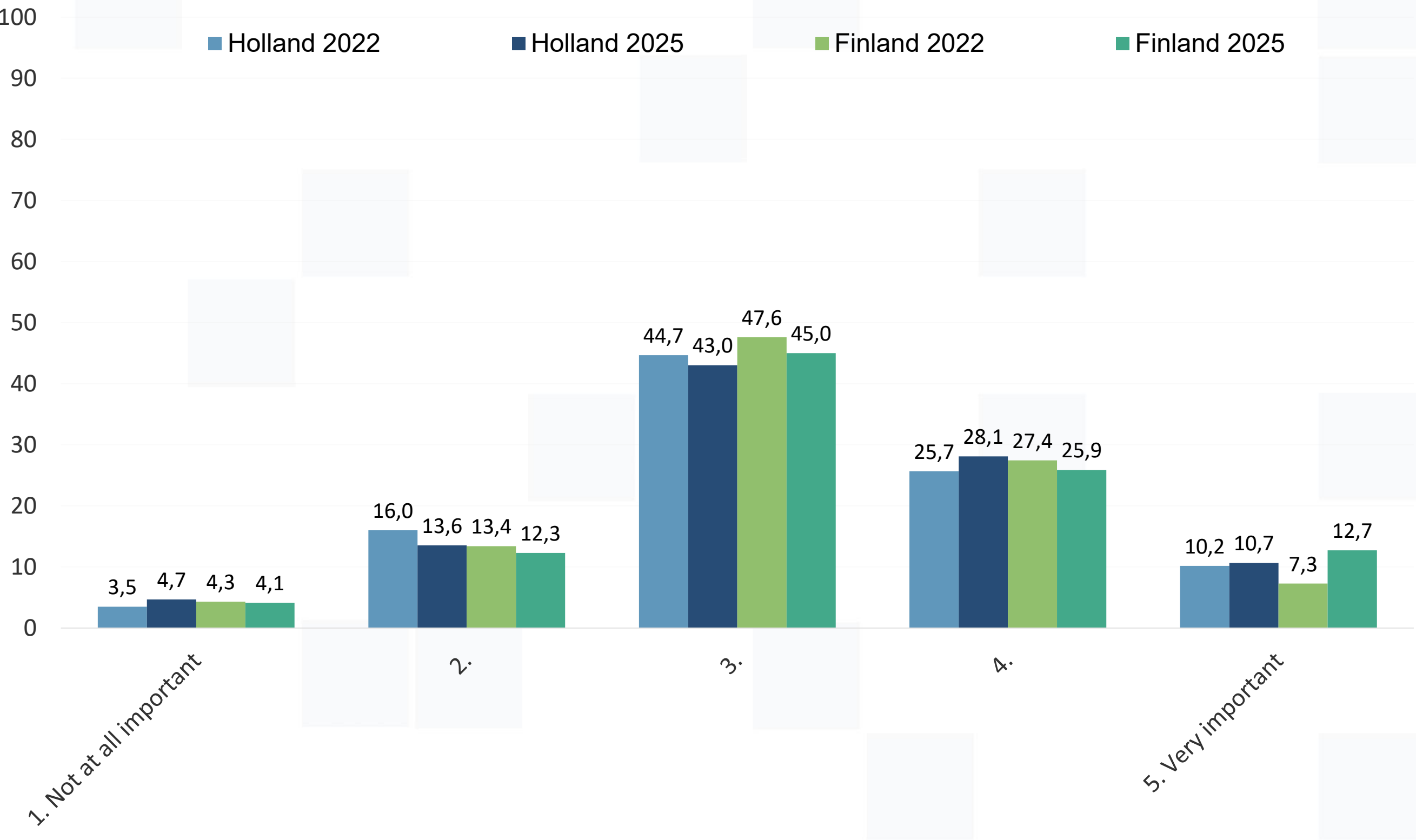


Analysis

- Mean value Holland 2025: 3,80
- Mean value Holland 2022: 3,76
- Mean value Finland 2025: 3,57
- Mean value Finland 2022: 3,52

Question 33: How important do you consider the following concepts and statements when choosing areas/places to visit as a tourist?

The area/town is innovative

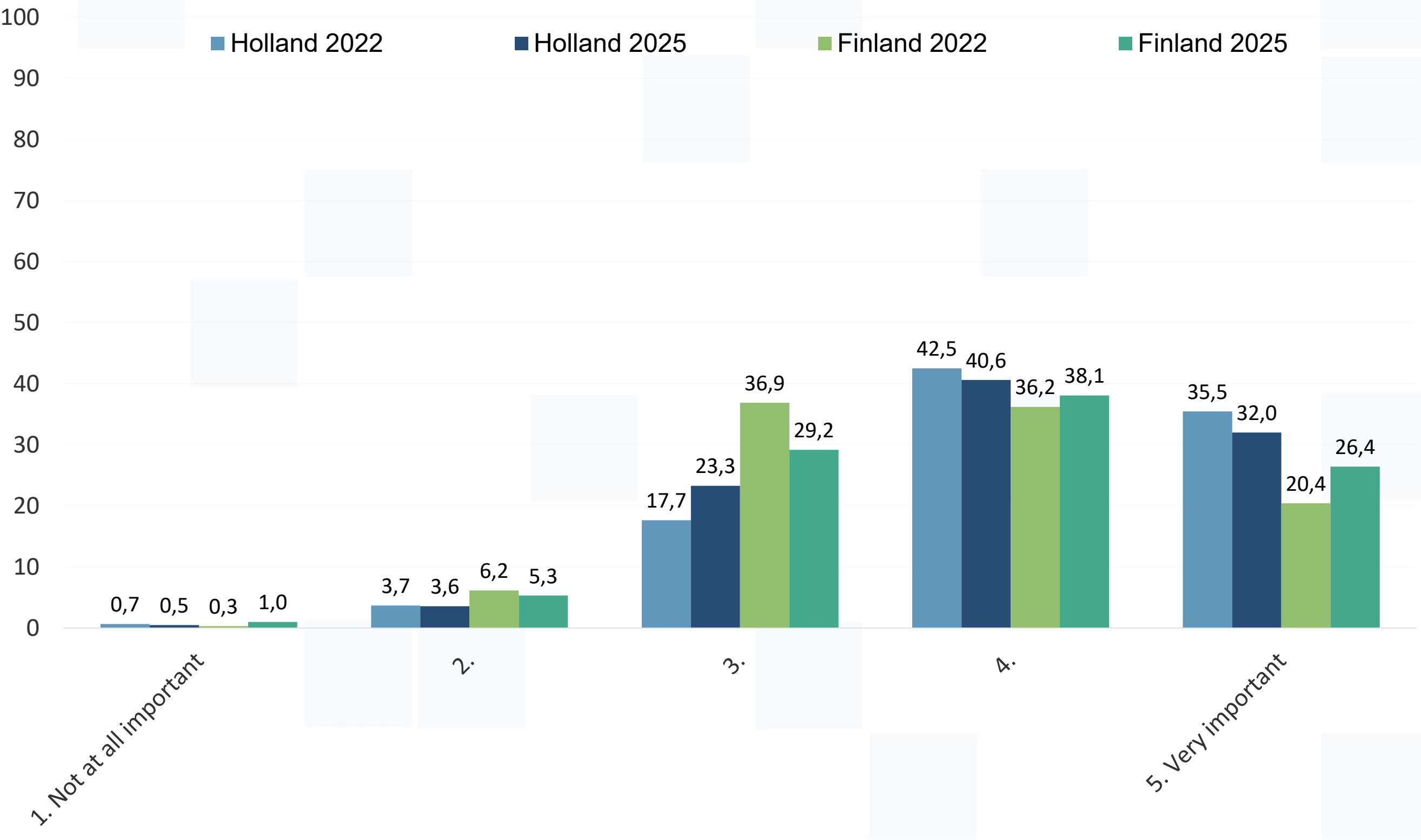


Analysis

- Mean value Holland 2025: 3,26
- Mean value Holland 2022: 3,23
- Mean value Finland 2025: 3,31
- Mean value Finland 2022: 3,20

Question 34: How important do you consider the following concepts and statements when choosing areas/places to visit as a tourist?

The area/town is affordable

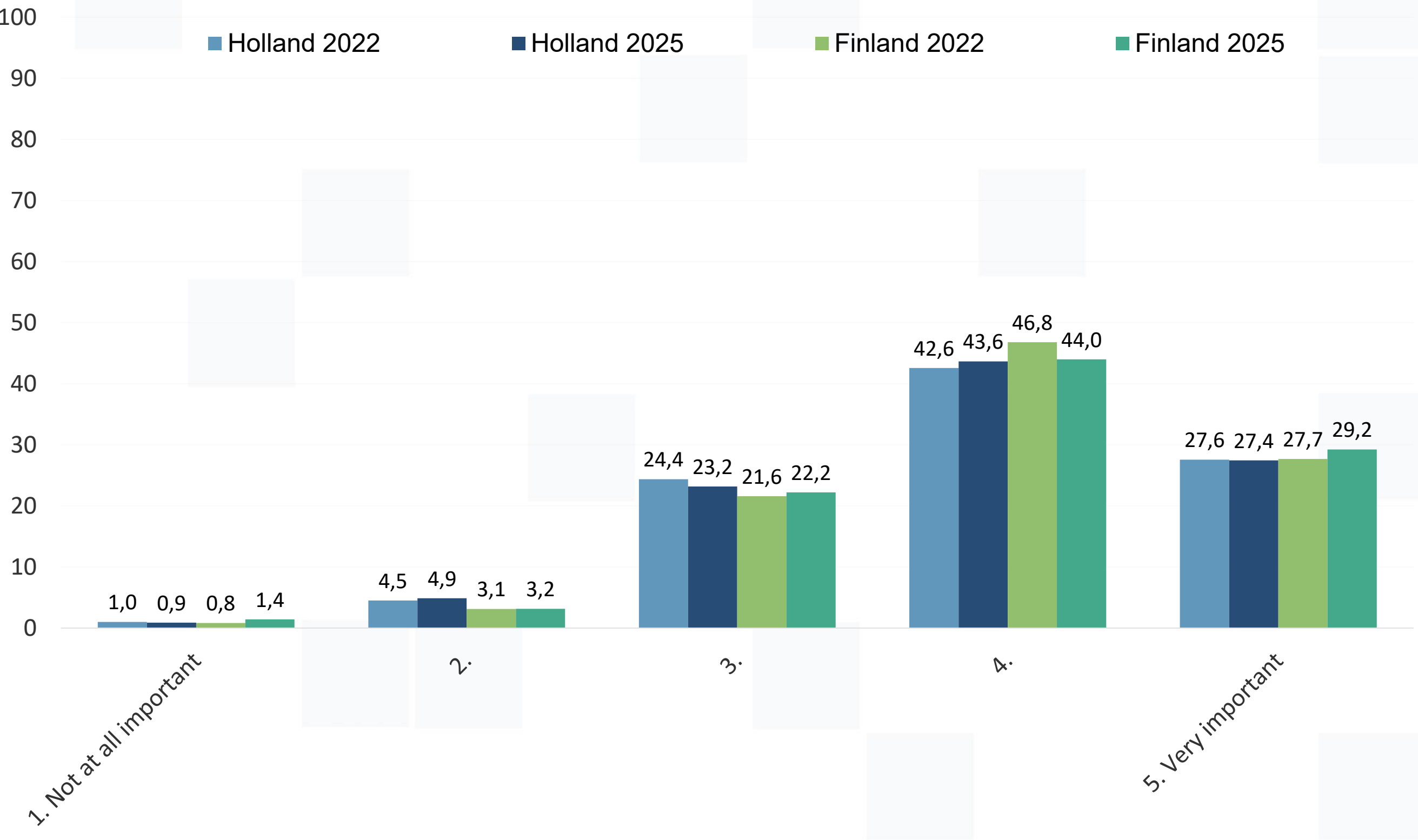


Analysis

- Mean value Holland 2025: 4,00
- Mean value Holland 2022: 4,08
- Mean value Finland 2025: 3,84
- Mean value Finland 2022: 3,70

Question 35: How important do you consider the following concepts and statements when choosing areas/places to visit as a tourist?

The area/town is walkable

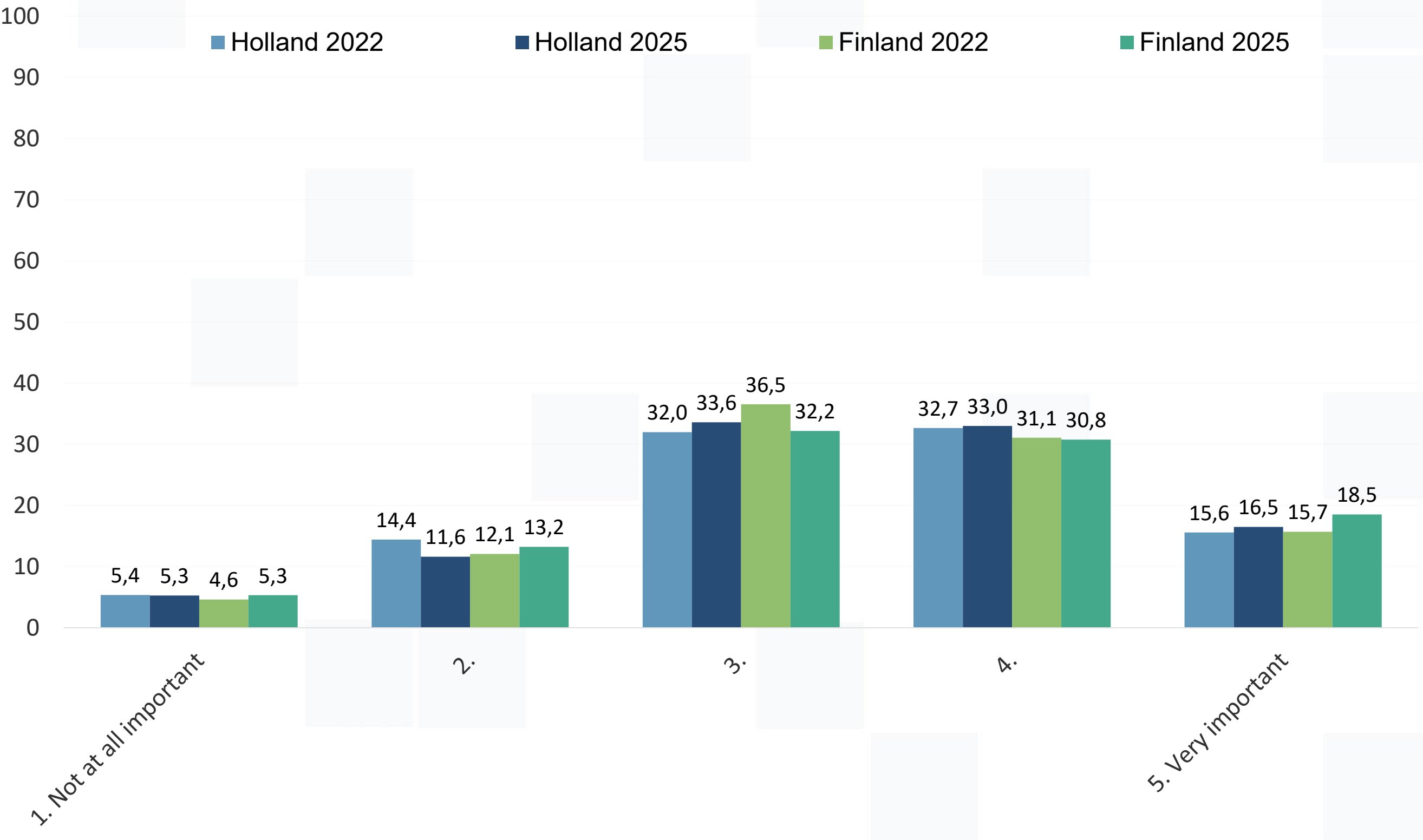


Analysis

- Mean value Holland 2025: 3,92
- Mean value Holland 2022: 3,91
- Mean value Finland 2025: 3,96
- Mean value Finland 2022: 3,97

Question 36: How important do you consider the following concepts and statements when choosing areas/places to visit as a tourist?

The area/town has good public transport

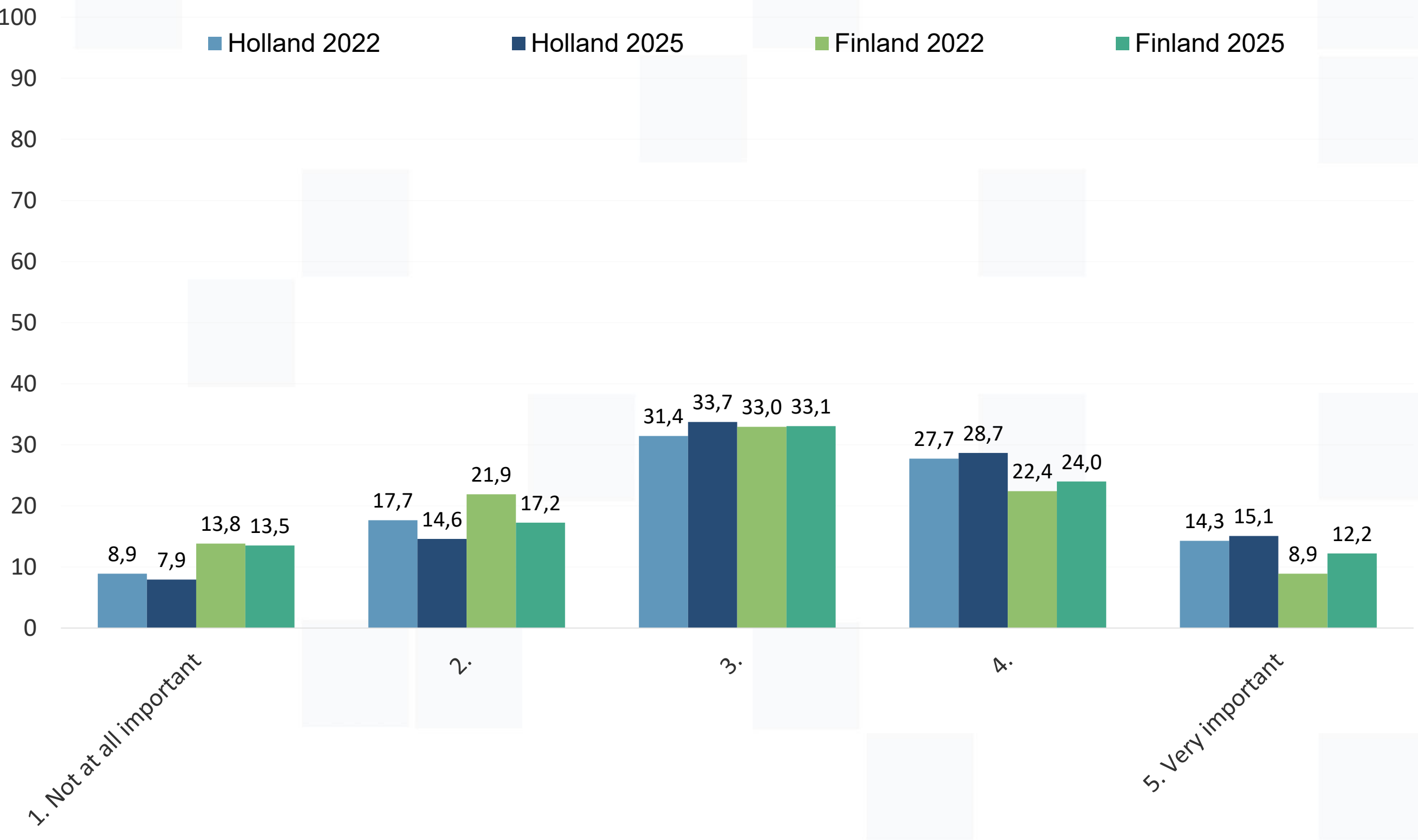


Analysis

- Mean value Holland 2025: 3,44
- Mean value Holland 2022: 3,39
- Mean value Finland 2025: 3,44
- Mean value Finland 2022: 3,41

Question 37: How important do you consider the following concepts and statements when choosing areas/places to visit as a tourist?

The area/town is bicycle-friendly

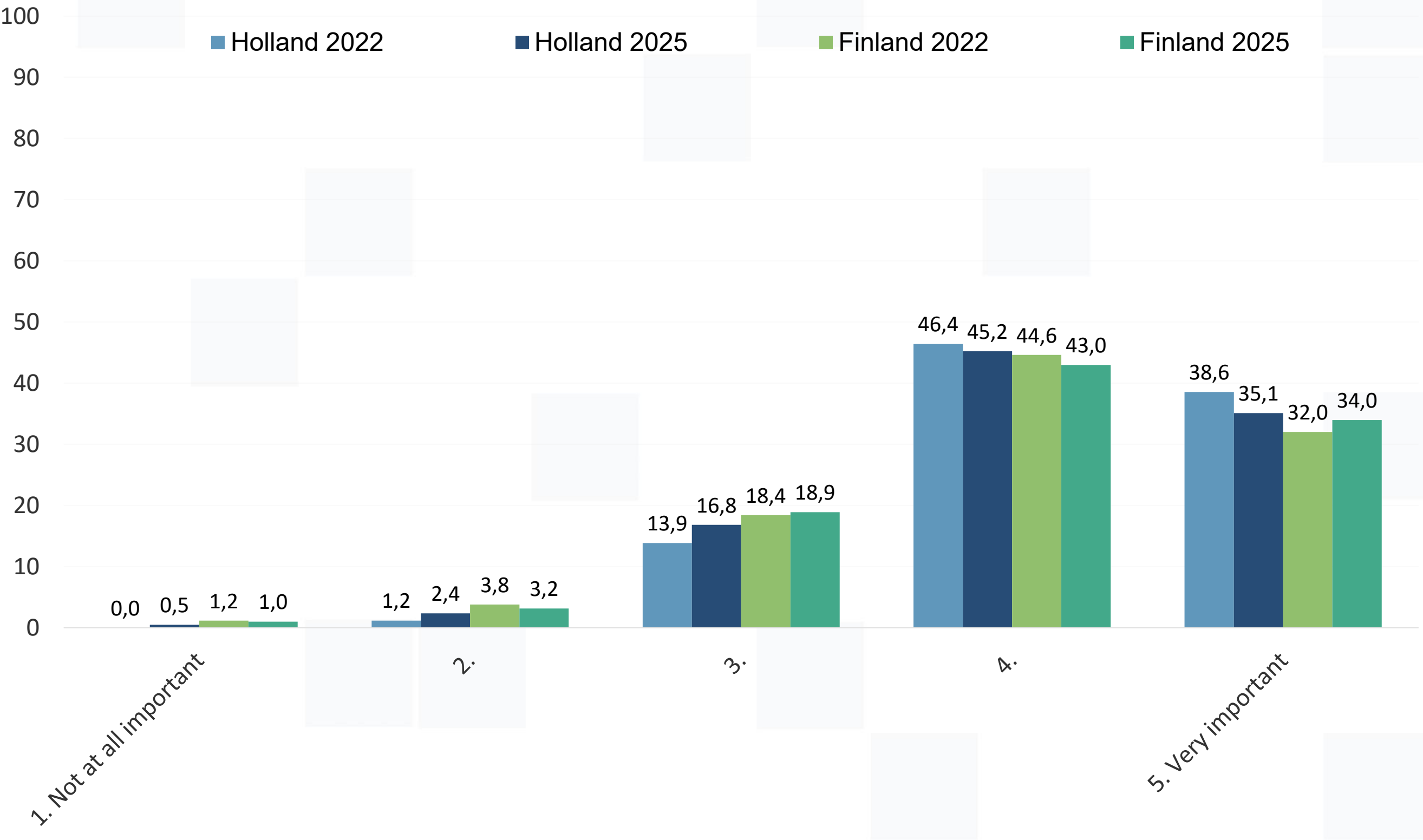


Analysis

- Mean value Holland 2025: 3,28
- Mean value Holland 2022: 3,21
- Mean value Finland 2025: 3,04
- Mean value Finland 2022: 2,91

Question 38: How important do you consider the following concepts and statements when choosing areas/places to visit as a tourist?

The area/town has a good atmosphere



Analysis

Mean value Holland 2025: 4,12

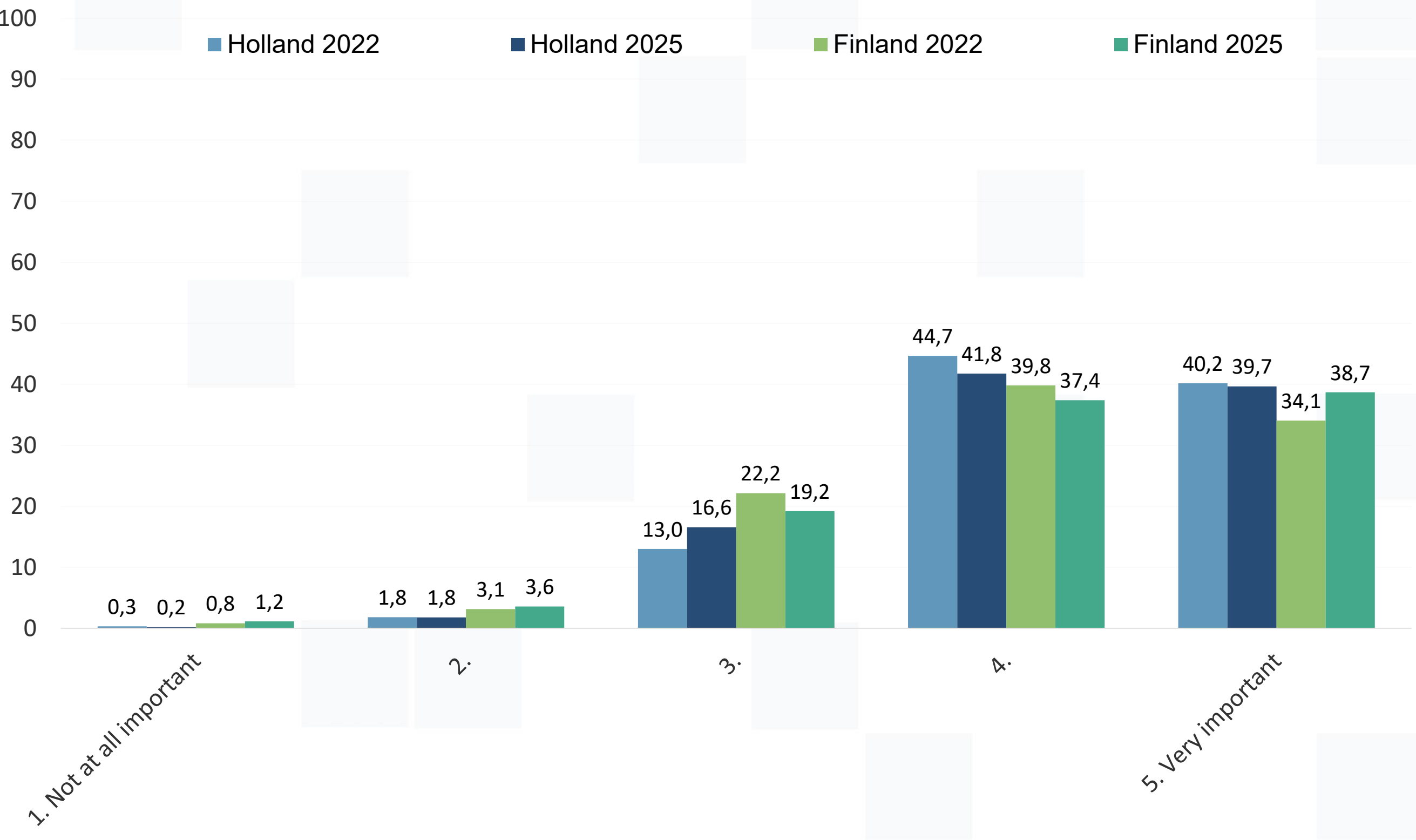
Mean value Holland 2022: 4,22

Mean value Finland 2025: 4,06

Mean value Finland 2022: 4,02

Question 39: How important do you consider the following concepts and statements when choosing areas/places to visit as a tourist?

The people are friendly



Analysis

Mean value Holland 2025: 4,19

Mean value Holland 2022: 4,23

Mean value Finland 2025: 4,09

Mean value Finland 2022: 4,03

Summary

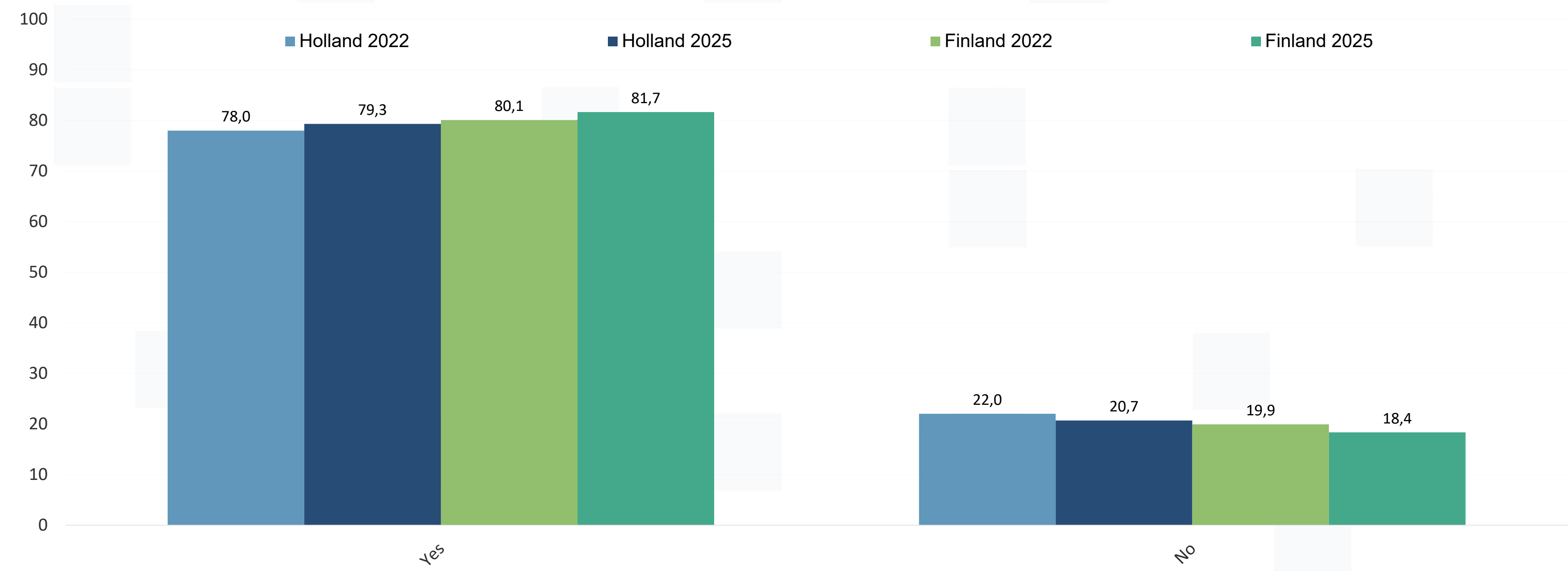


Summary

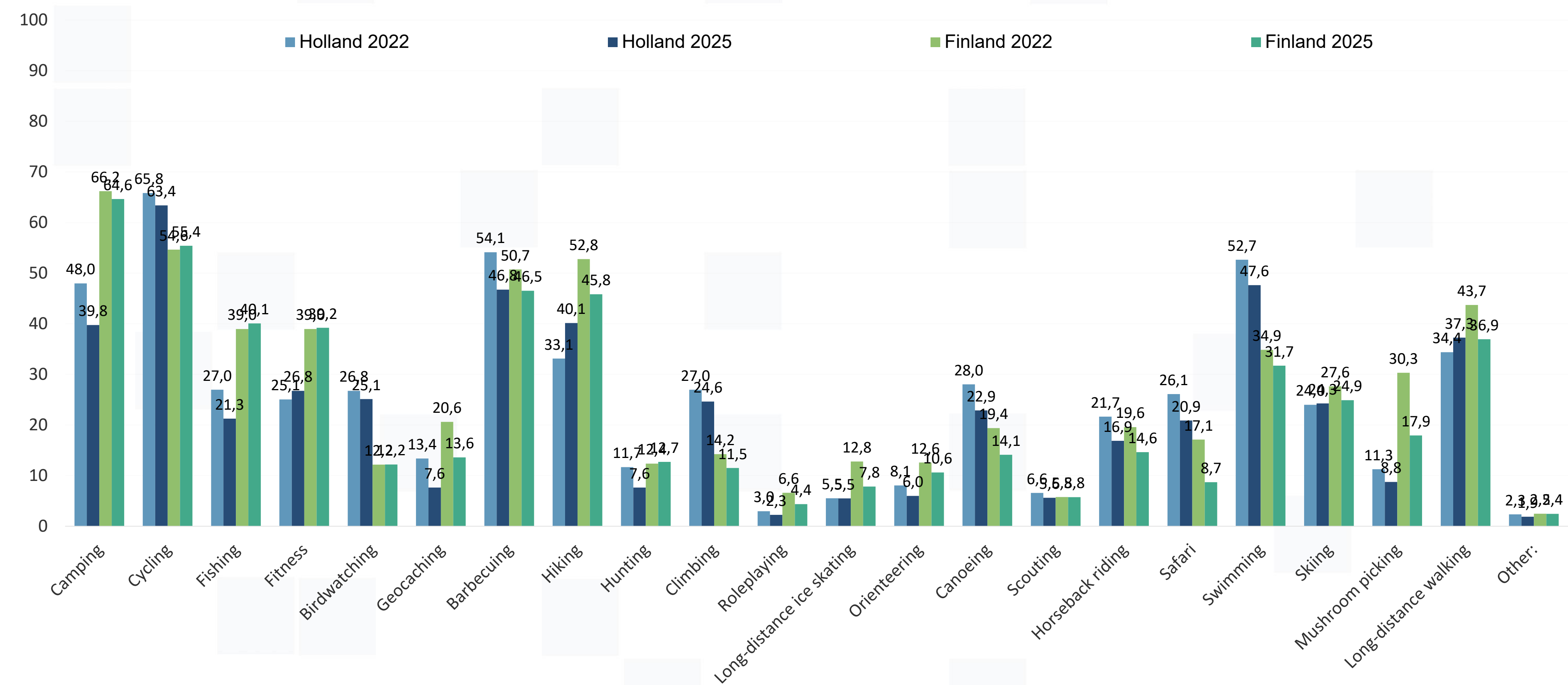
- The area/town offers a wide range of events
- The area/town offers a wide range of excursions
- The area/town offers a wide range of shopping
- The area/town offers a wide range of food and drink
- The area/town offers a wide range of attractions
- The area/town offers a wide range of accommodation options
- The area/town offers a wide range of activities
- The area/town has beautiful architecture
- The area/town has an interesting history
- The area/town is close to forests and nature
- The area/town is near the sea or a lake
- The area/town is innovative
- The area/town is affordable
- The area/town is walkable
- The area/town has good public transport
- The area/town is bicycle-friendly
- The area/town has a good atmosphere
- The people are friendly

Holland 2022	Holland 2025	Finland 2022	Finland 2025
3,41	3,36	3,26	3,28
3,66	3,71	3,09	3,25
3,09	3,12	3,49	3,58
3,83	3,77	3,78	3,82
4,04	3,99	3,85	3,84
3,88	3,85	3,81	3,86
3,62	3,65	3,51	3,56
3,61	3,61	3,49	3,54
3,55	3,55	3,50	3,52
3,90	3,96	3,10	3,30
3,76	3,80	3,52	3,57
3,23	3,26	3,20	3,31
4,08	4,00	3,70	3,84
3,91	3,92	3,97	3,96
3,39	3,44	3,41	3,44
3,21	3,28	2,91	3,04
4,22	4,12	4,02	4,06
4,23	4,19	4,03	4,09

Question 40: Are you interested in outdoor activities?



Question 41: What types of outdoor activities do you find interesting?



DESTINATION ANALYSIS

OUR SERVICES

inQvita is a full-service company in the research industry.
We focus on speed, simplicity and commonality.

We are primarily based in Sweden, but conduct surveys worldwide.

We offer:

- DESIGN AND PRODUCT SURVEYS - *GROW YOUR BUSINESS*
- CUSTOMER SURVEYS - *GET TO KNOW YOUR CUSTOMERS*
- EMPLOYEE SURVEYS - *UNDERSTAND YOUR EMPLOYEES*
- OMNIBUS SURVEYS - *GET ANSWERS TO YOUR QUESTIONS*
- CUSTOM SURVEYS - *BE DRIVEN BY YOUR INFORMATION NEEDS*
- BRAND SURVEYS - *COMPARE YOURSELF WITH YOUR COMPETITORS*

DESTINATION ANALYSIS

RESPONDENTS

We reach 100 million people in over 150 countries.

Albania	Colombia	Guatemala	Mexico	Puerto Rico	Thailand
Algeria	Costa Rica	Hong Kong	Moldova	Romania	Tunisia
Argentina	Croatia	Hungary	Morocco	Russia	Turkey
Australia	Czech	Iceland	Myanmar	Saudi Arabia	UK
Austria	Denmark	India	Netherlands	Serbia	Ukraine
Bangladesh	Dominican Republic	Indonesia	New Zealand	Singapore	United Arab Emirates
Belarus	Ecuador	Ireland	Nigeria	Slovakia	Uruguay
Belgium	Egypt	Israel	Norway	Slovenia	USA
Bolivia	El Salvador	Italy	Pakistan	South Africa	Venezuela
Bosnia and Herzegovina	Estonia	Japan	Panama	South Korea	Vietnam
Brazil	Finland	Kazakhstan	Paraguay	Spain	Zambia
Bulgaria	France	Kenya	Peru	Sri Lanka	
Canada	Germany	Latvia	Philippines	Sweden	
Chile	Ghana	Lithuania	Poland	Switzerland	
China	Greece	Malaysia	Portugal	Taiwan	