

Visit Finland

Foreign overnights in the Nordic countries 2019

Sources and Accommodation types included in this report:

Statistics Denmark

- *Hotels, youth hostels, holiday resorts, and camping sites, **NOT** marinas and holiday cottages*

Statistics Finland

- *Hotels, youth hostels, holiday villages, and camping sites*
- *Please note, that the target group of the accommodation statistics was reviewed and a few accommodation establishments operating in the industries of hotels and hostels were added to it starting from data concerning January 2017. Because of the review, the data starting from 2017 is not fully comparable with those for earlier years.*

Statistics Norway

- *Hotels, youth hostels and camping sites, **NOT** holiday dwellings*
- *Please note, that in 2013 there were changes in the production of statistics in Norway, so the data before and after 2013 is not fully comparable.*

Statistics Sweden

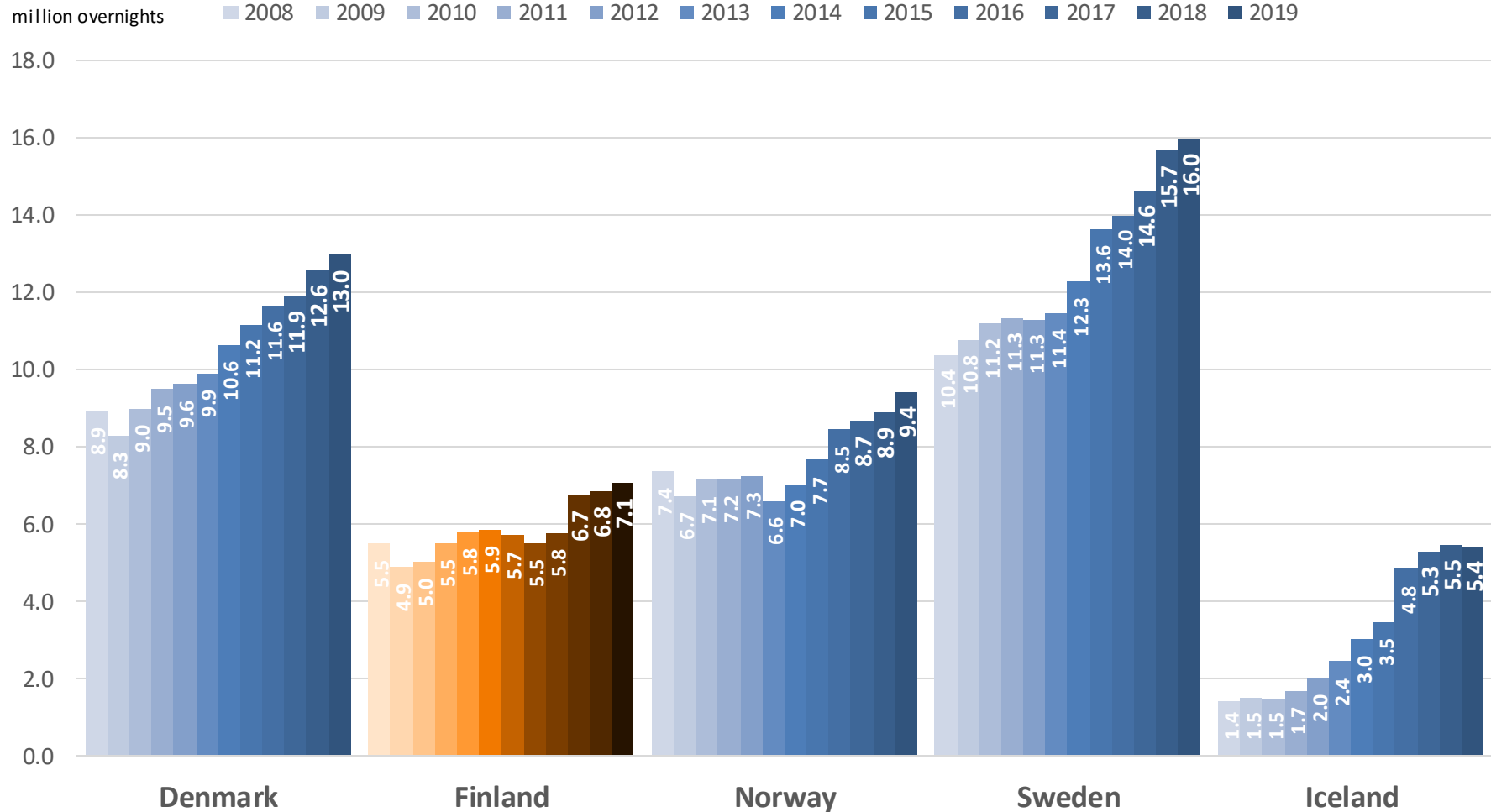
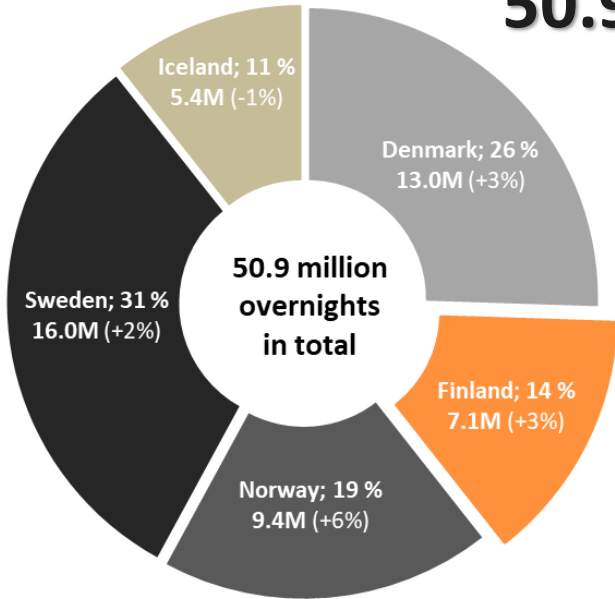
- *Hotels, youth hostels, holiday villages and camping sites, **NOT** commercially arranged rentals in private cottages and apartments*

Statistics Iceland

- *Hotels, youth hostels, holiday centres and camping sites, **NOT** guesthouses, apartments, sleeping-bag facilities, lodges in wilderness, or private home accommodation*
- *Please note, that monthly statistics are not available for youth hostels, holiday centres or camping sites, so those are included only in the yearly data. On monthly data, only hotels are included.*

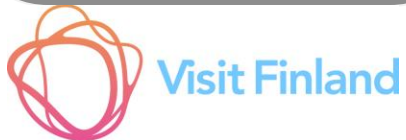
50.9 million foreign overnights in the Nordic countries in 2019

- Overnights increased by 3% compared to 2018



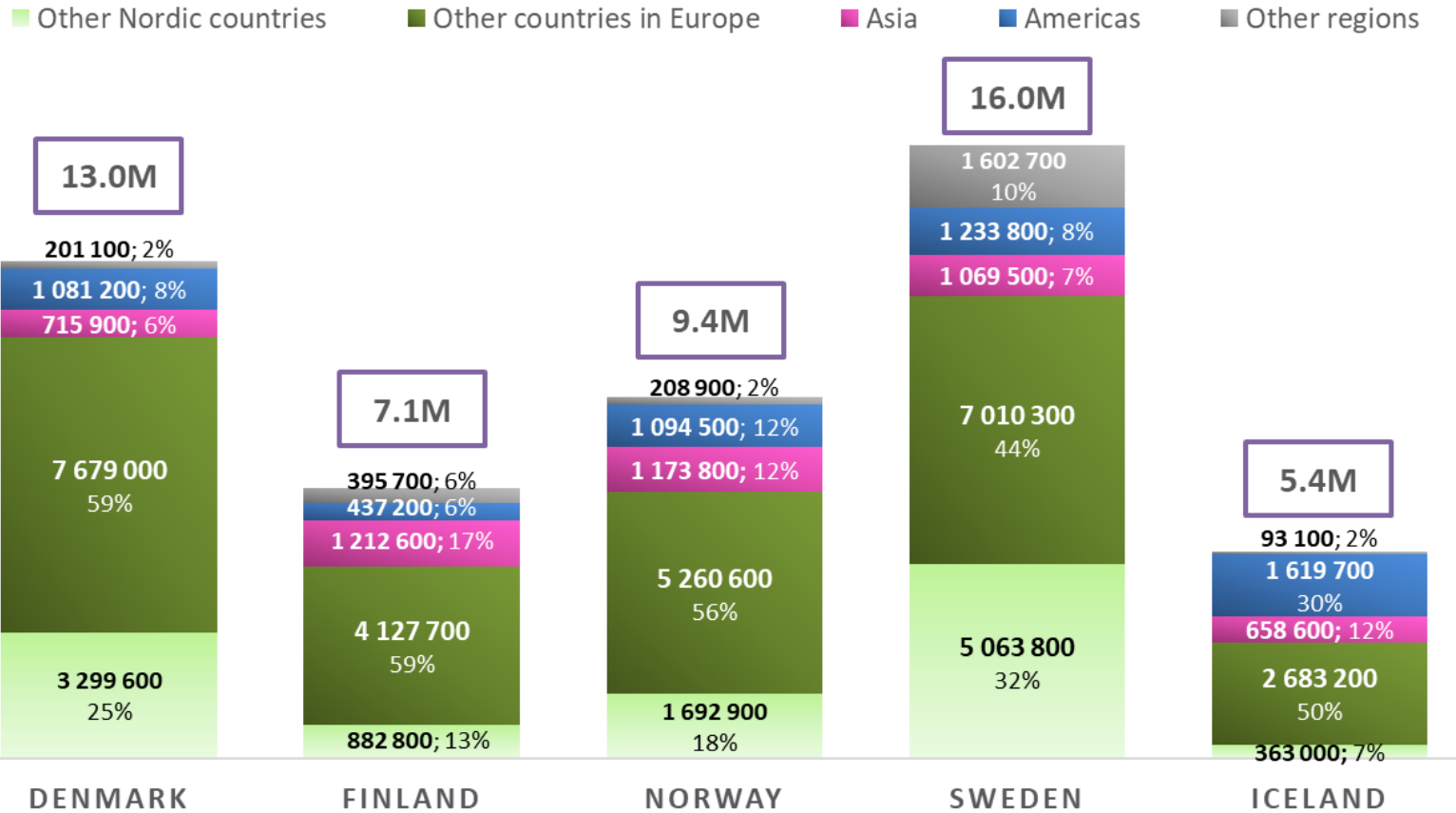
Year	Overnights in total (million)	Change YtoY
2019	50.9	+3%
2018	49.5	+5%
2017	47.3	+6%
2016	44.7	+8%
2015	41.4	+7%
2014	38.6	+7%
2013	36.2	+1%
2012	36.0	+2%
2011	35.2	+4%
2010	33.8	+5%
2009	32.2	-4%
2008	33.6	

Country	Change 2019/2018	Average annual change 2009-2019
Denmark	+3%	+4%
Finland	+3%	+3%
Norway	+6%	+2%
Sweden	+2%	+4%
Iceland	-1%	+14%

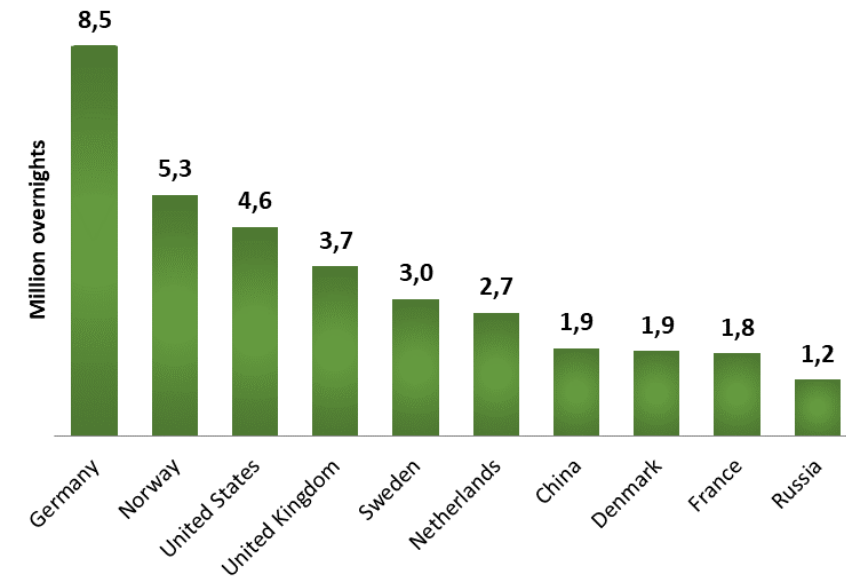


The large majority of foreign overnight stays in the Nordic countries are from Europe

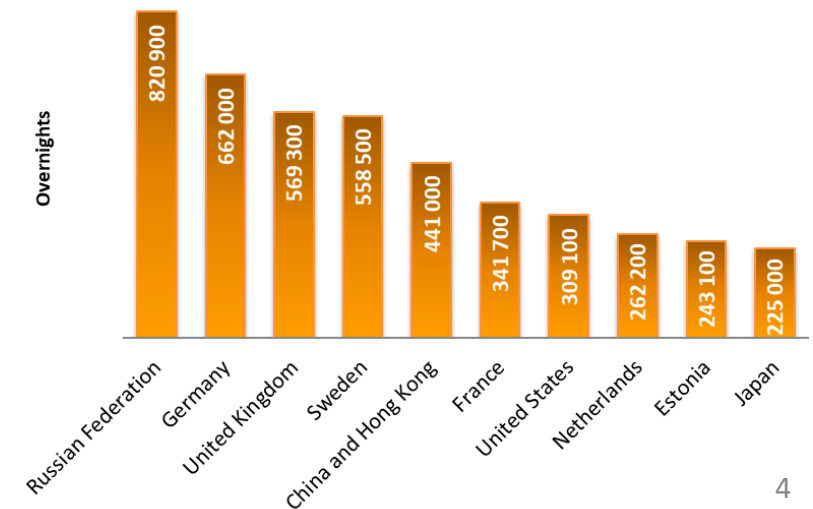
OVERNIGHTS FROM DIFFERENT REGIONS IN THE NORDIC COUNTRIES IN 2019



Top 10 markets in the Nordic countries by the number of foreign overnights in 2019



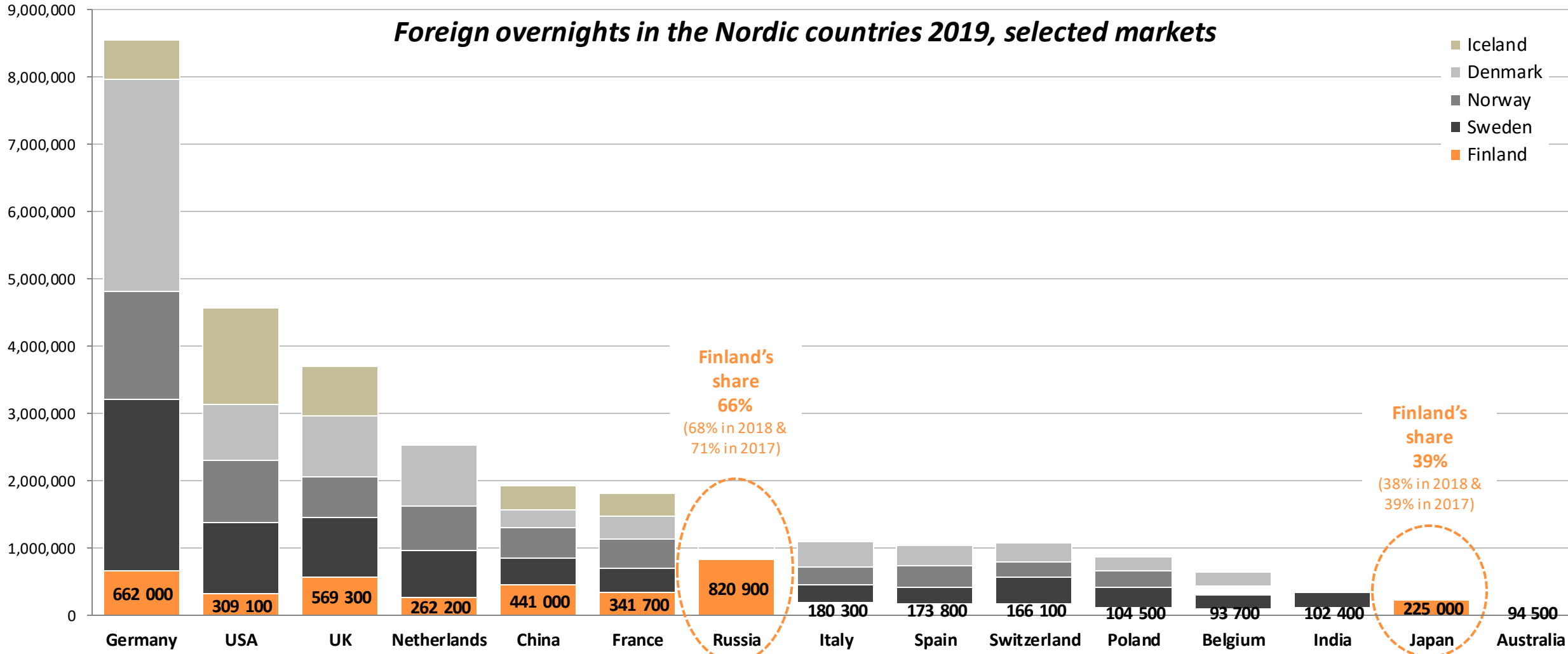
Top 10 markets for Finland by the number of foreign overnights in 2019



With 8.5 million overnights, Germany is clearly the biggest visitor country for the Nordics

- Finland is the number one Nordic destination for the Russian and Japanese markets, and second for the Chinese market

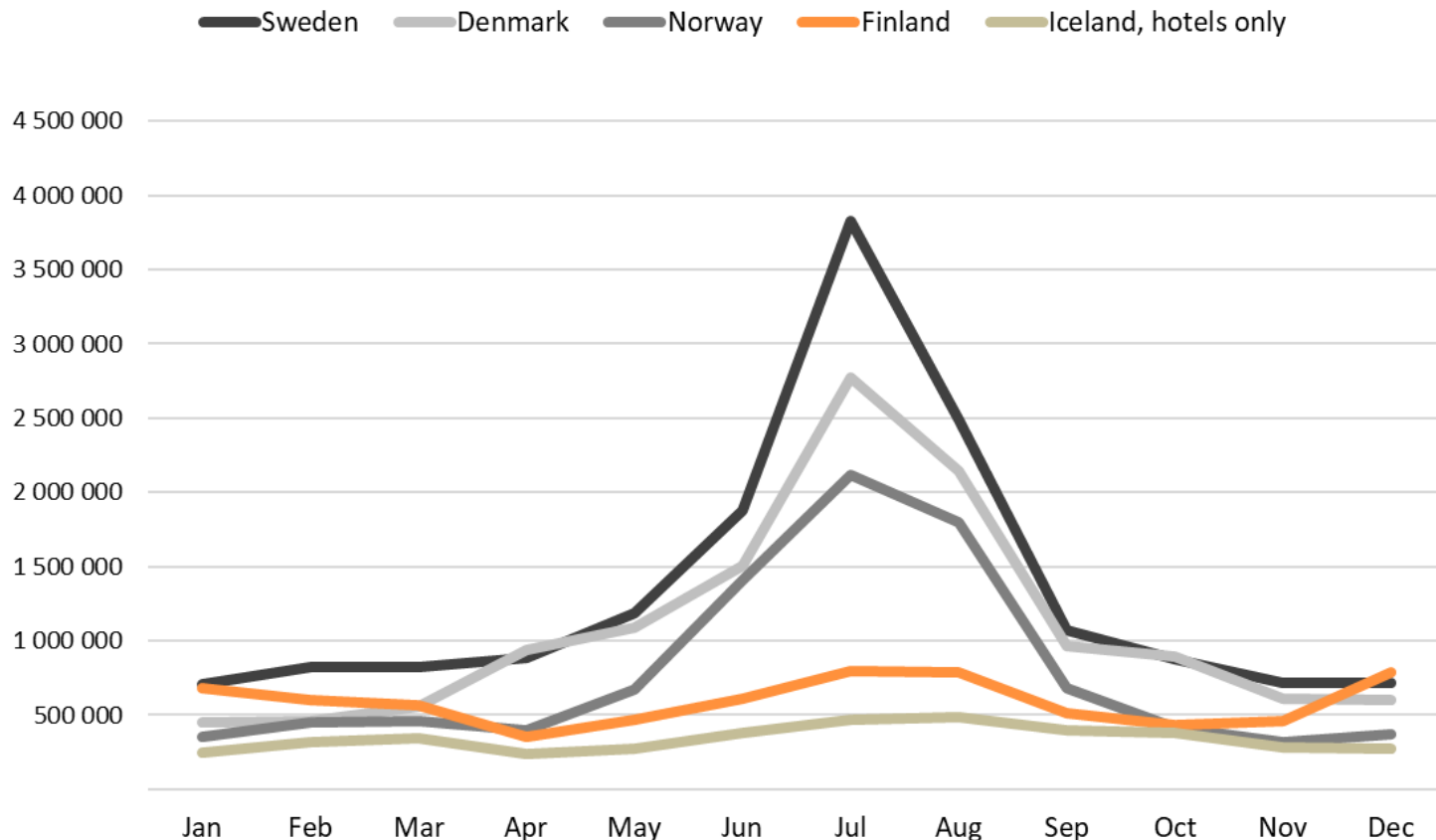
Foreign overnights in the Nordic countries 2019, selected markets



Summer is the peak season in most of the Nordic countries...

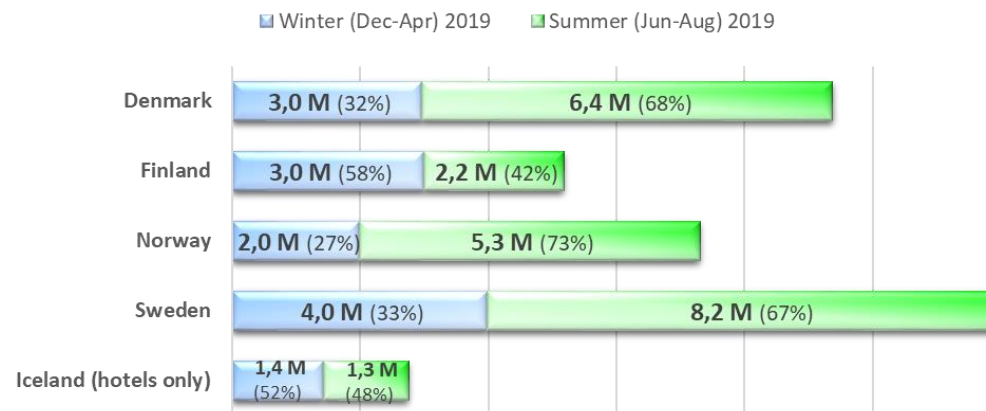
- Finland stands out more as a winter destination

Monthly overnights in the Nordic countries in 2019



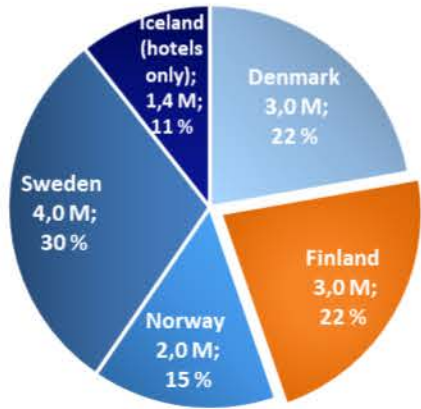
Monthly overnight statistics for Iceland includes hotels only
(monthly statistics are not available for youth hostels, holiday centres, nor camping sites)

Winter and summer seasons overnights in each Nordic country
(and share of seasonal overnights within country)

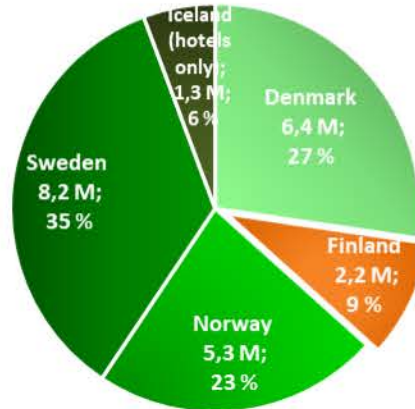


Finland's share of the overnights is 22% in the winter, but only 9% in the summer season

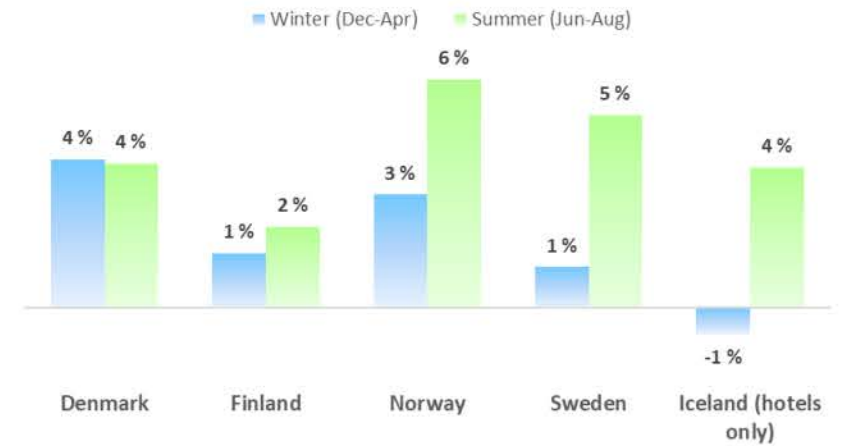
13.3 million overnights in winter season (Dec-Apr)



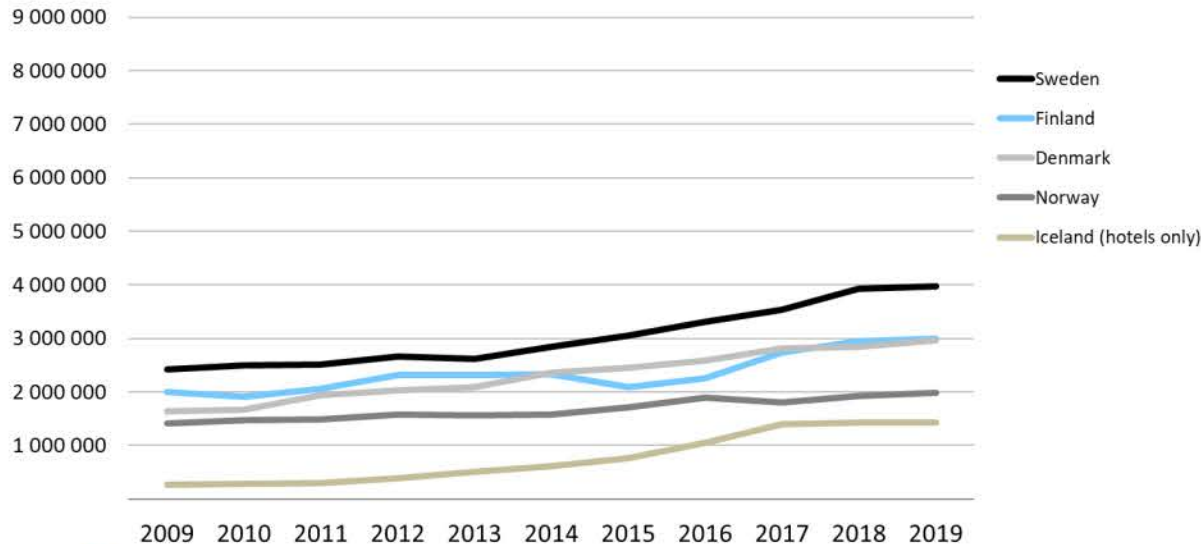
23.5 million overnights in summer season (Jun-Aug)



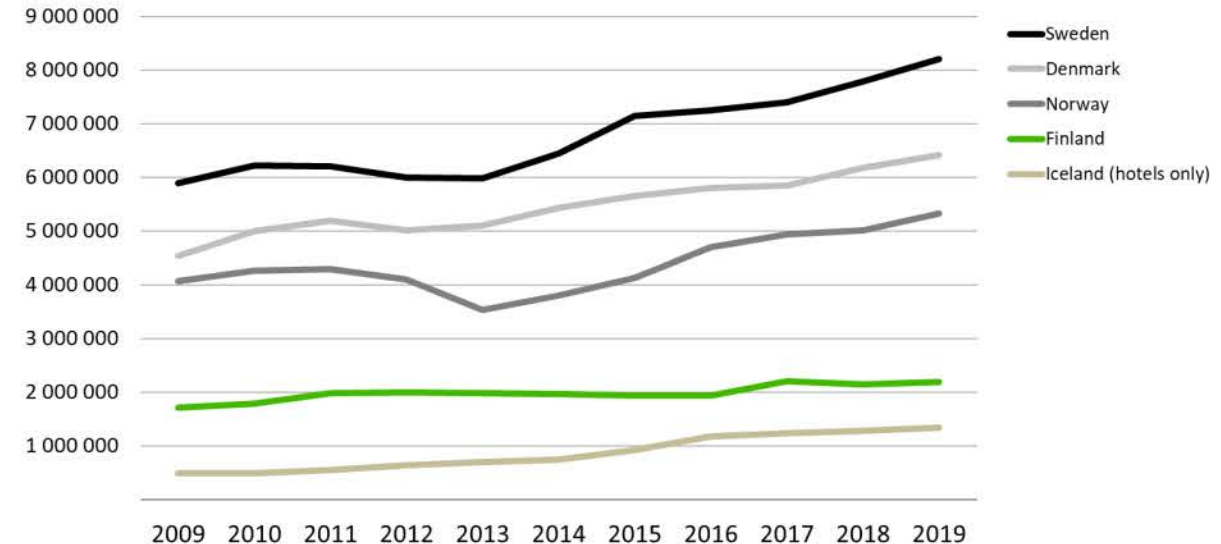
Change of foreign overnights by season



Foreign overnights in the Nordic countries, winter season (Dec-Apr) 2009-2019



Foreign overnights in the Nordic countries, summer season (Jun-Aug) 2009-2019





Hotels and other Accommodation types

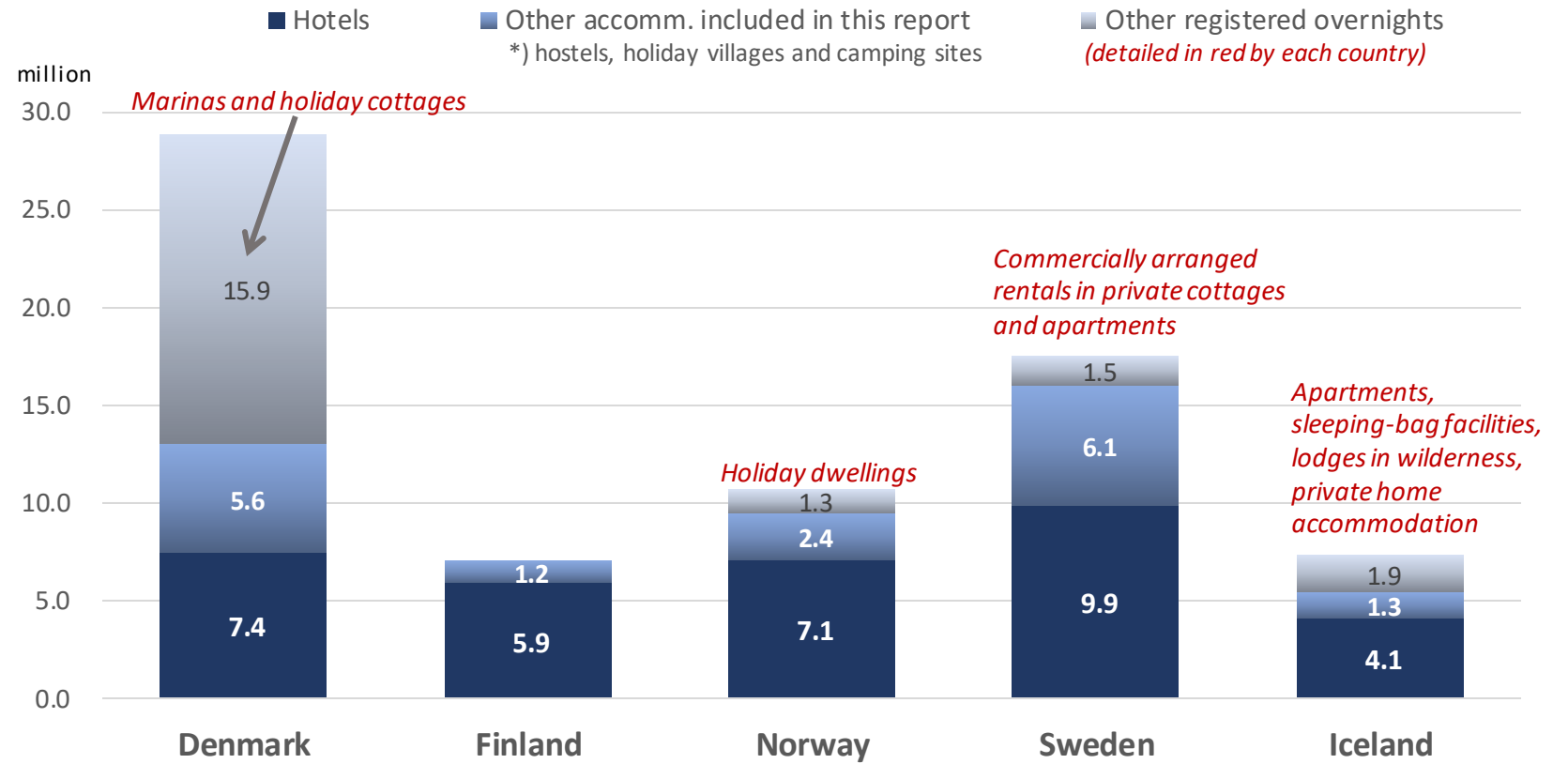
Differences in the Nordic Accommodation Statistics & Reporting

Due to different methods of overnight registrations in each of the Nordic countries, number of overnights may vary depending on the different reporting statistics used.

In order to have more comparable statistics from each country, we have included in this report the number of registered overnights only in **hotels, holiday resorts, youth hostels and camping sites.**

This report does not include accommodation types marked with red color, even though they are reported to the National Statistics office of the country in question.

Registered foreign overnights in the Nordic countries in 2019



Share of each country

All registered Accommodation in each country

Hotels & other Accomm.* included in this report

Hotels

40%

26%

22%

10%

14%

17%

15%

18%

20%

25%

31%

29%

10%

11%

12%



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