



TRAVEL IN FINLAND, SUMMER
SEASON 2020

**BUSINESS
FINLAND**
VISIT FINLAND

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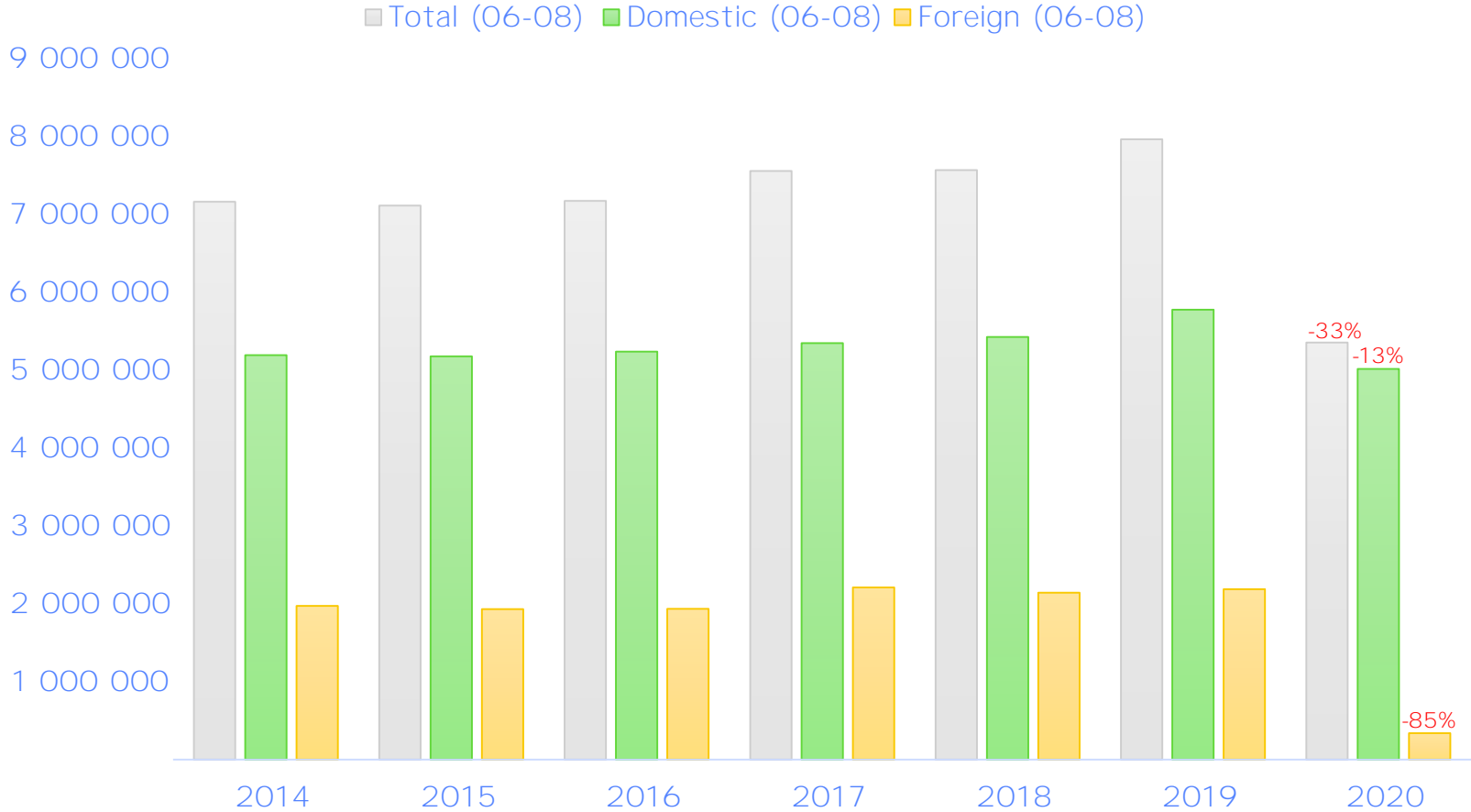
“Booked Properties (AirDNA) and Sold Hotel Rooms (Benchmarking Alliance), Helsinki and Finland, Summer Season (06-08) 2020

“Visitfinland.com, Summer Season (06-08) 2020

TOP FINDINGS

- “ Total Overnights in Summer Season 2020: 5 352 000 -38% from Summer Season 2019. This summer the positive growth in Domestic visitors with the exception of three sub regions that managed a positive growth also in Foreign overnights. Lapland had the smallest decline in Finland (out of four main regions).
- “ Total Domestic Overnights Summer Season 2020: 5 015 000, -15% from 2019
- “ Total Foreign overnights -85% from last Summer Season (2020: 336 000 overnights).
- “ Like in 2019, Germany was again the biggest foreign source market in summer 2020, followed by Estonia, Norway, Sweden and the USA. The second biggest source market was France.
- “ When comparing Nordic nations, Iceland had the most dramatic change in their internal Domestic / Foreign Overnight share in summer 2019. Last year their foreign overnight share of total was 92% whereas this summer it was down to 39%.
- “ Denmark had 2,7 million foreign overnights this summer which is almost half of the total in all Nordic countries. This is a change from 2019 where Sweden had the biggest share and this year their share was down to 20%. Finland decreased its share to 6%.
- “ Domestic Accommodation Revenue decreased from last summer, being now 208m euros, Foreign revenue fell dramatically (2019 Domestic: 275m, Foreign: 127m). Total Accommodation Revenue in 2020 was 223m euros (403m euros in 2019). Occupancy Rate (2019: 57%) in 2020 was 47%.
- “ Biggest increase in domestic overnights was recorded in Lapland with 49% from last year. Second largest (Ylläs) with 40% increase and third largest (Rovaniemi) with 39%. Mantyharju increased by 34% from last year in Domestic overnights reaching the highest increase outside Lapland and Rovaniemi.
- “ Most read articles on visitfinland.com during summer 2020 were (including all language versions)
 - “ COVID-19 traveller info article
 - “ 21 Reasons to Love Finland
 - “ Iconic Finnish foods of all time

OVERNIGHTS IN FINLAND, SUMMER SEASONS 2014-2020



- “ TotalOvernightsin SummerSeason 2020 5 352 000 which is -33% fromSummerSeason2019
- “ TotalDomesticOvernightsSummer Season20205 015000, -13% from Summer2019
- “ TotalForeignovernights-85% from lastSummerSeason (2020336000overnights)

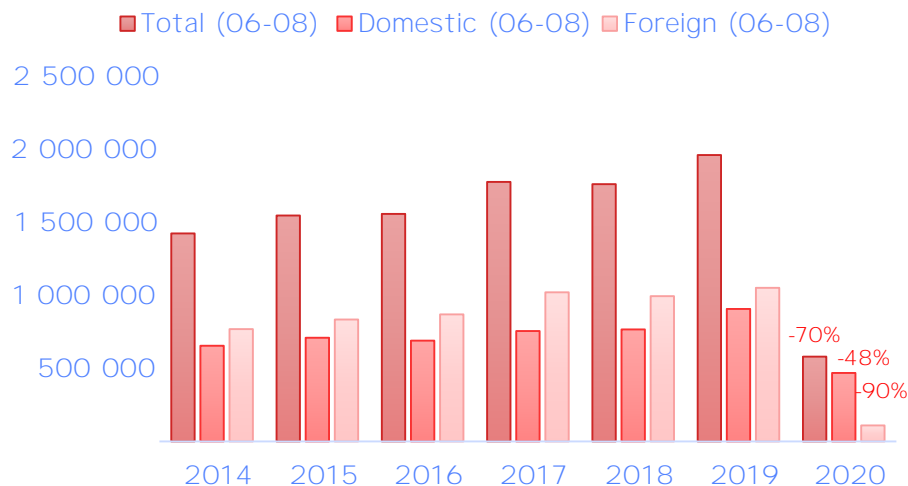
All figures are preliminary

OVERNIGHTS IN GREATER REGIONS, SUMMER SEASONS 2014-2020

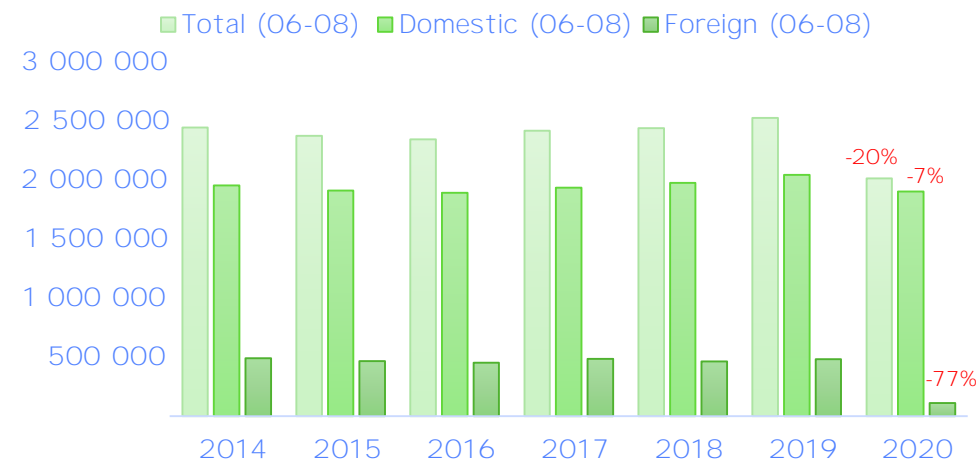
All four regions experienced a decrease in total overnights. Biggest drop was in Helsinki where foreign overnights are typically the majority of total.

Domestic Qy š y č š share increased in Lapland by 7% from 2019. Lapland also had the smallest decrease in total overnights.

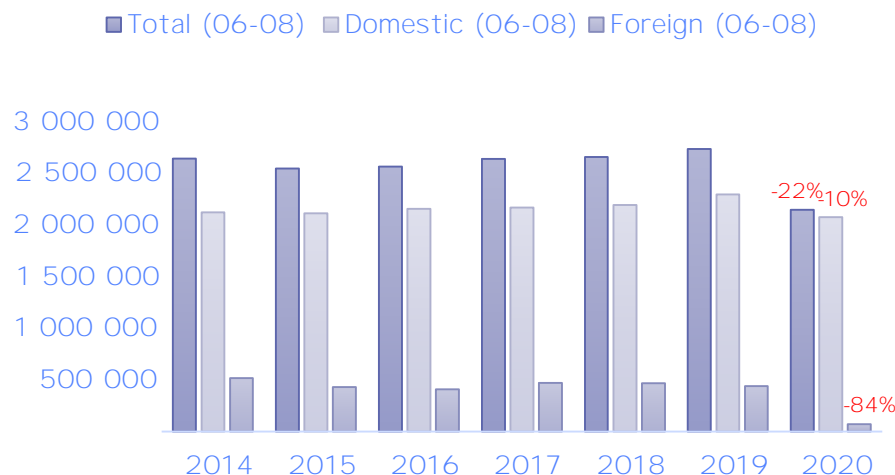
Overnights in Helsinki, Summer Seasons 2014-2020



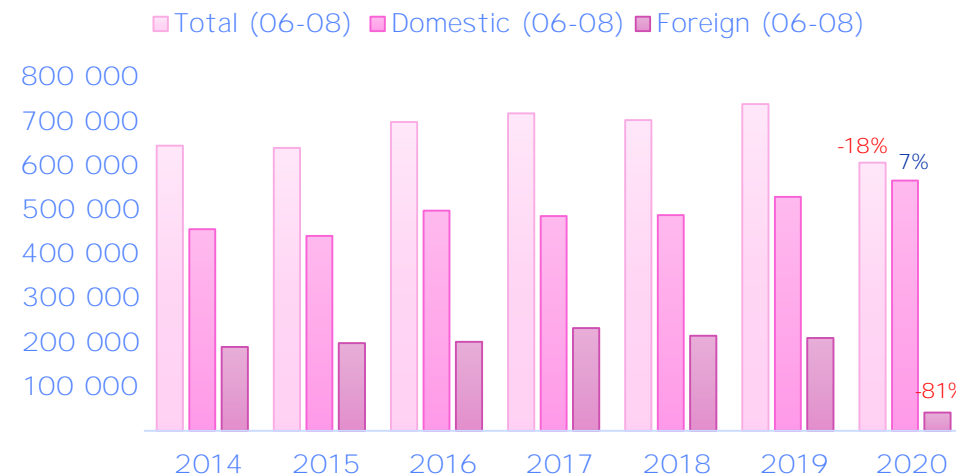
Overnights in Coast & Archipelago, Summer Seasons 2014-2020



Overnights in Lakeland, Summer Seasons 2014-2020



Overnights in Lapland, Summer Seasons 2014-2020



Helsinki: Total Overnights in Summer Season 2020 582 000 which is -70% from Summer Season 2019

Lapland: Total Overnights in Summer Season 2020 607 000 -18% from Summer 2019

Lakeland: Total Overnights in Summer Season 2020 2 147 000 -22% from summer 2019

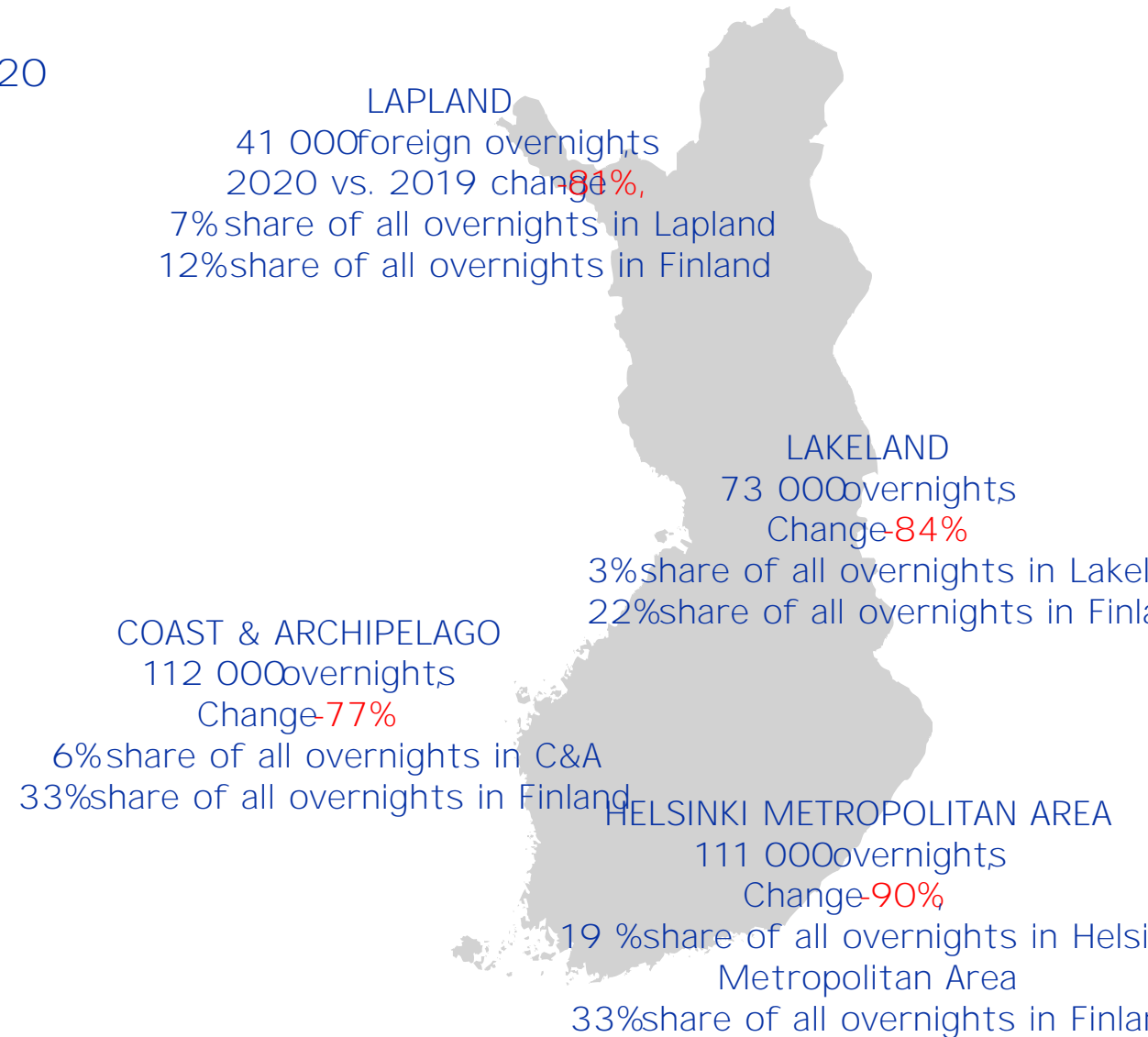
Coast & Archipelago: Total Overnights in Summer Season 2020 2 016 000 -20% from summer 2019

All figures are preliminary

FOREIGN OVERNIGHTS BY GREATER REGION, SUMMER SEASON (8) 2020

Top 20 countries of origin (incl. all target markets) in 2020

Country of origin and ranking 2020 (2019)	Overnights 202	Overnights 201	Change %
1.Germany (1)	56 000	270 000	-79%
2.Estonia (9)	49 000	69 000	-29%
3.Norway (7)	48 000	73 000	-35%
4.Sweden (2)	16 000	255 000	-94%
5.USA (5)	15 000	110 000	-86%
6.Latvia (25)	11 000	16 000	-31%
7.UK (6)	11 000	91 000	-88%
8.Netherlands (13)	10 000	62 000	-85%
9.Switzerland (11)	10 000	64 000	-85%
10.Italy (10)	9 000	68 000	-87%
11.Denmark (15)	8 000	38 000	-78%
12.Poland (16)	6 000	31 000	-79%
13.France (12)	6 000	64 000	-90%
14.Spain (14)	5 000	57 000	-90%
15.Russia (3)	5 000	243 000	-98%
16.Lithuania (26)	5 000	14 000	-64%
17.Ukraine (30)	4 000	10 000	-57%
18.Austria (17)	4 000	28 000	-87%
19.Belgium (22)	3 000	22 000	-86%
20.China & Hong Kong (4)	3 000	133 000	-98%
<hr/>			
23.Japan (8)	1 900	73 000	-97%
25.India (19)	1 500	27 000	-95%
37.UAE (38)	500	6 000	-92%
41.South Korea (21)	400	22 000	-98%



All figures are preliminary

FOREIGN OVERNIGHTS BY SUB REGION (SHARE % OF TOTAL IN FINLAND) SUMMER SEASON (06-08) 2020

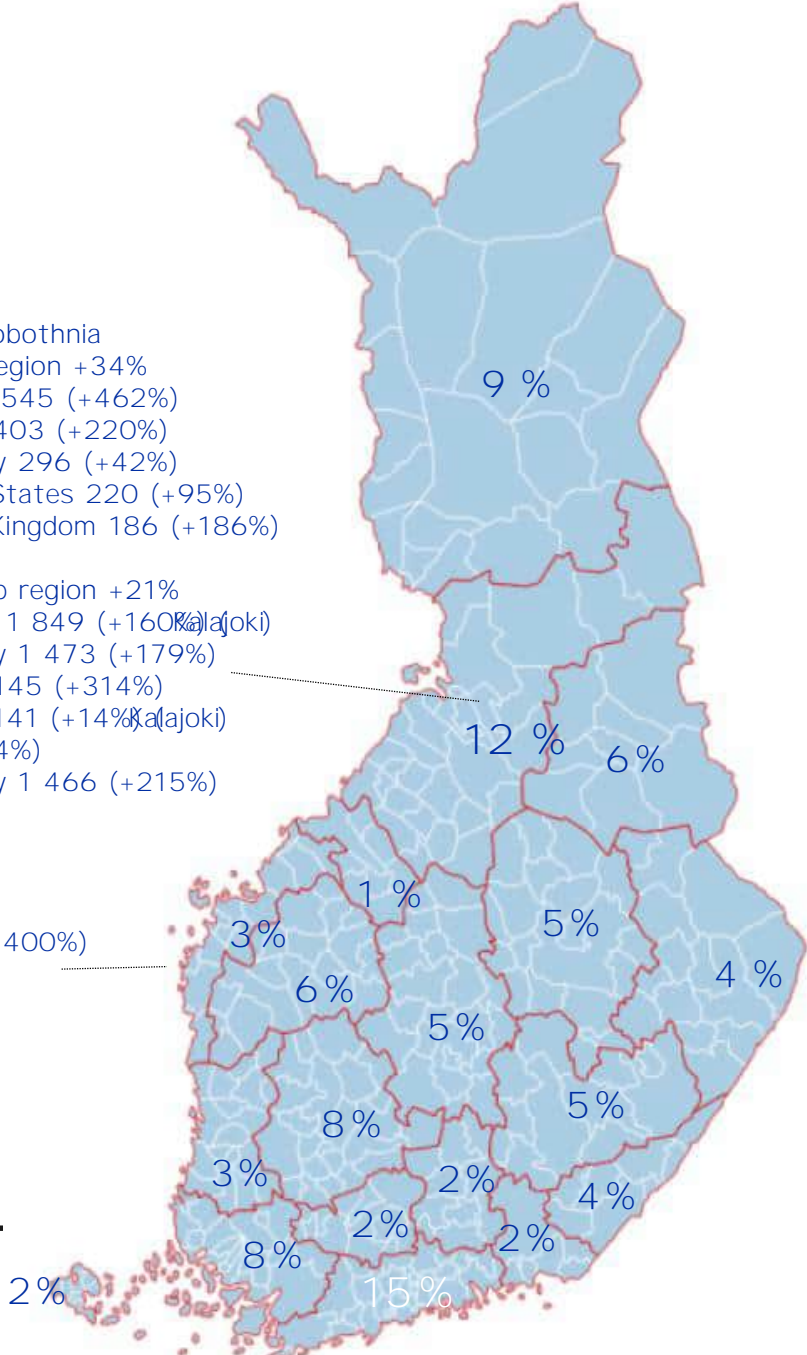
Most subregions recorded a big decrease in foreign overnight stays this summer (06-08). Map has a share of total foreign overnight stays in whole of Finland. The biggest share of foreign overnight stays was in Uusima with 15% of total.

This summer the positive growth came from Domestic visitors with the exception of three sub regions that managed a positive growth also in Foreign overnight stays. These are listed on right.

- North Ostrobothnia
Raahe sub region +34%
1. Estonia 545 (+462%)
 2. Poland 403 (+220%)
 3. Germany 296 (+42%)
 4. United States 220 (+95%)
 5. United Kingdom 186 (+186%)

- Ylivieska sub region +21%
1. Norway 1 849 (+160%) (Kalajoki)
 2. Germany 1 473 (+179%)
 3. Ireland 145 (+314%)
 4. Poland 141 (+14%) (Kalajoki)
- (Kalajoki +34%)
1. Germany 1 466 (+215%)

- Ostrobothnia
Pietarsaari +14%
1. Denmark 210 (+1400%)
 2. Sweden 14370%
 3. Italy 132 (-8%)



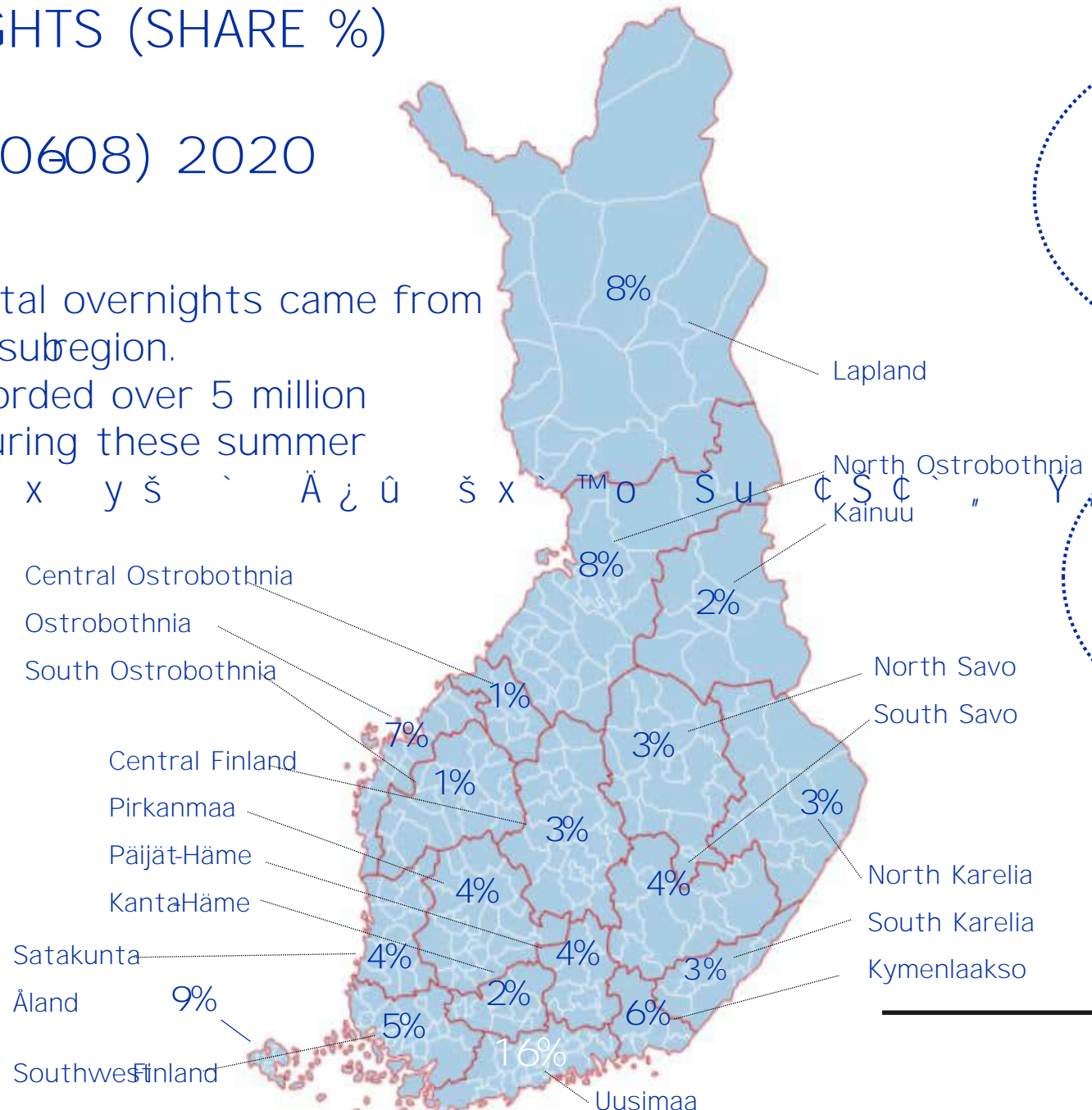
All figures are preliminary

FOREIGN OVERNIGHTS (SHARE %) BY SUB REGION SUMMER SEASON (0608) 2020

Each Region = 100 %

The vast majority of total overnights came from Domestic visitors in each sub region.

The whole country recorded over 5 million Domestic overnights during these summer months (Total Domestic overnights in Summer Season: 5 015 000 (3% share 73%)



Total Foreign overnights in Summer Season: 336 000 (5%)

Total Domestic overnights in Summer Season: 5 015 000 (3%)

All figures are preliminary

OVERNIGHTS IN FINLAND, DOMESTIC V FOREIGN SHARE, MAIN REGIONS, SUMMER SEASONS 2019-2020

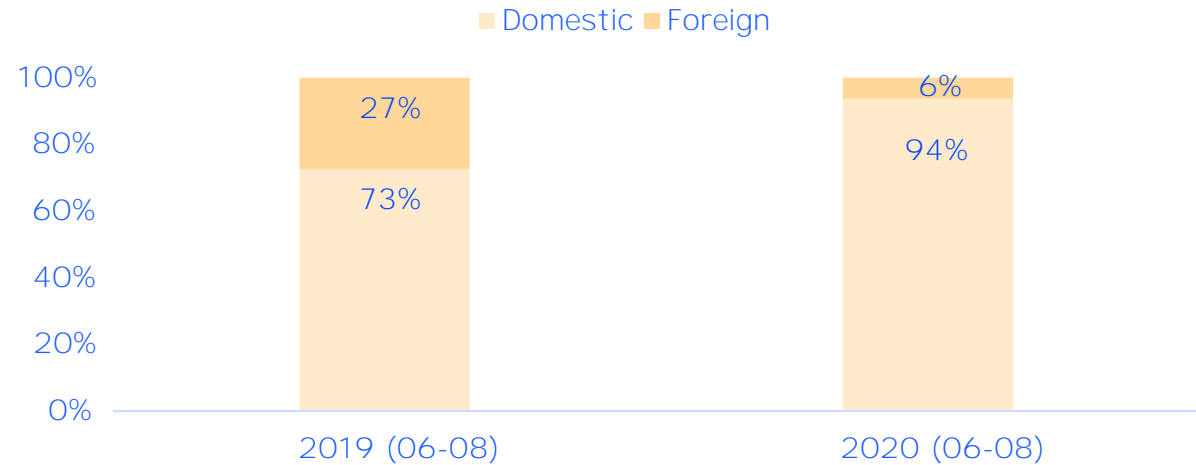
Domestic and Foreign overnight share of total for Summer Seasons 2019 and 2020

- On a National level
- Regional level

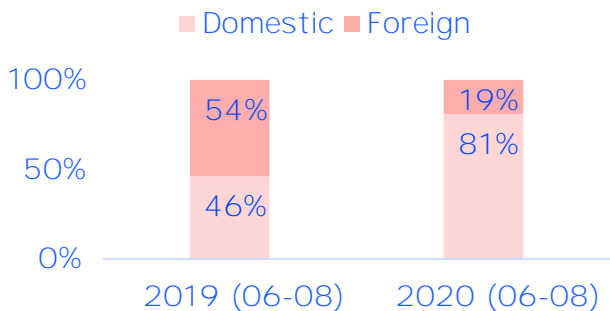
Helsinki was the only region in 2019 where the foreign share was higher than domestic. In the Summer Season 2020 Helsinki almost doubled the amount of Domestic visitors as foreign visitor share fell from 54% to 19%.

Foreign share in Lapland fell by 21% to 7% this summer, however the majority of overnight stays in Lapland have traditionally been Domestic. Summer 2019 the Domestic share was 72%.

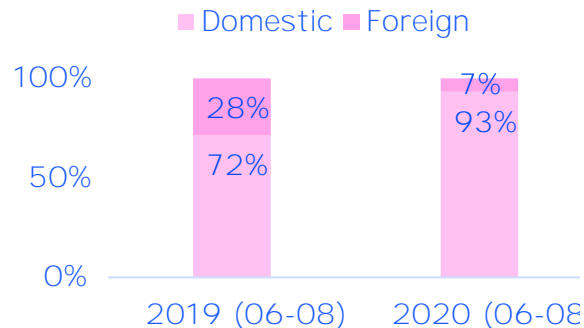
Share of Overnights in Finland, Summer Seasons 2019-2020



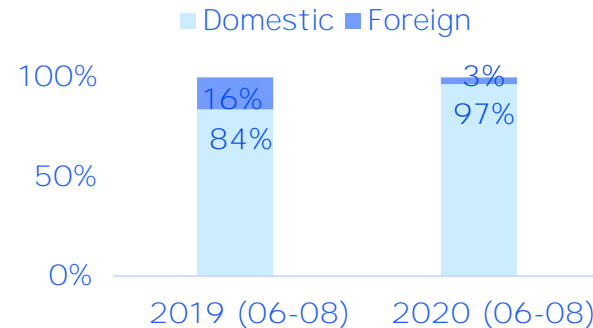
Helsinki Metropolitan Region Domestic / Foreign share of overnights, Summer Seasons 2019-2020



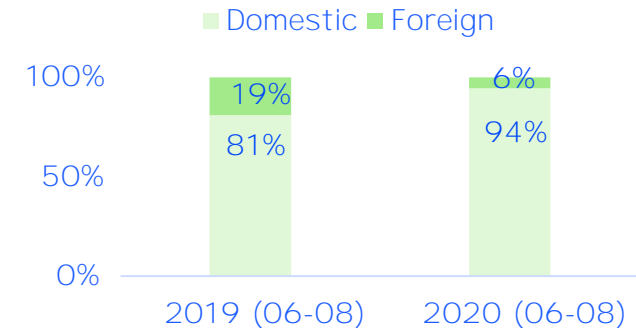
Lapland Domestic / Foreign share of overnights, Summer Seasons 2019-2020



Lakeland Domestic / Foreign share of overnights, Summer Seasons 2019-2020



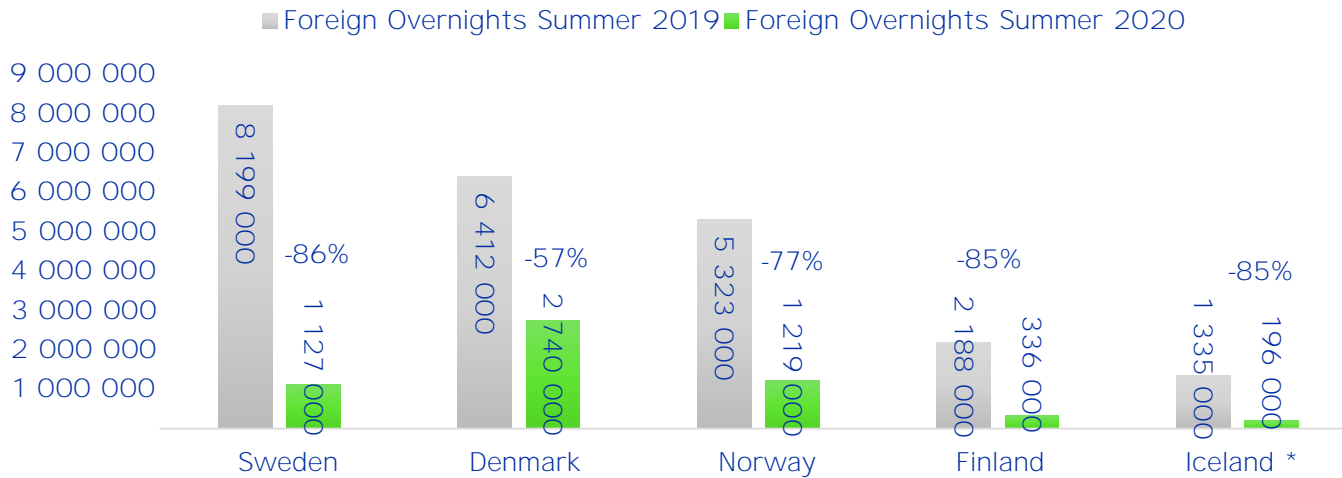
Coast & Archipelago Domestic / Foreign share of overnights, Summer Seasons 2019-2020



All figures are preliminary

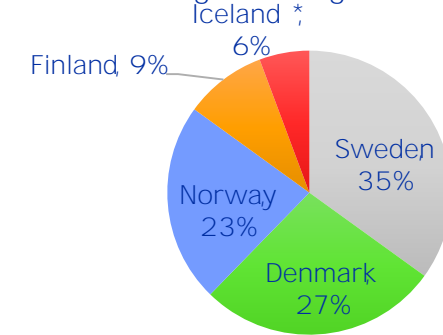
NORDIC COMPARISON, SUMMER SEASON (8) 2020

Foreign Overnights and Change %

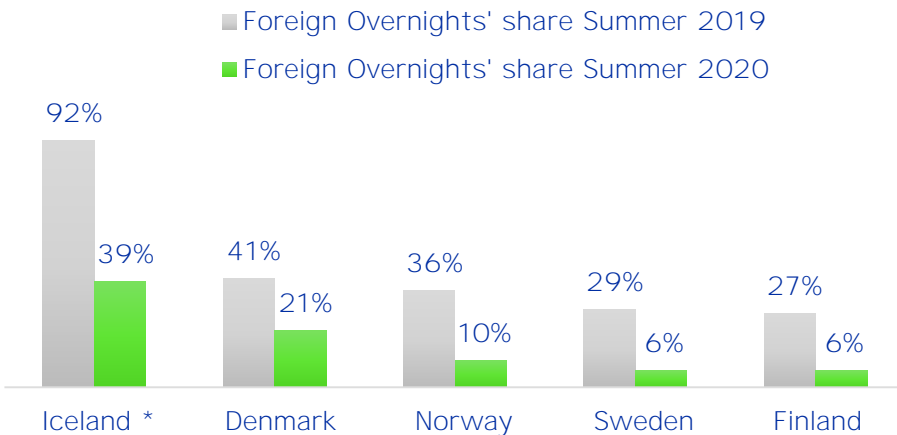


Nordic comparison during summer months June-August 2020 (Foreign overnights) as a comparison to 2019 and a change %. Denmark had 2,7 million foreign overnights this summer which is almost half of the total in all Nordic countries. This is a change from 2019 where Sweden had the biggest share and this year their share was 20%. Finland decreased its share down to 6%.

Share % Foreign Overnights Summer 2019



Foreign Overnights, Share % per country

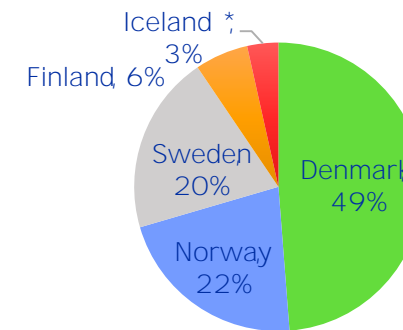


Iceland had the most dramatic change in its internal Domestic / Foreign Overnight share compared to summer 2019. Last year their foreign overnight share of total was 92% whereas this summer it was 39%. Being a small nation, Iceland is highly dependent on international visitors. Iceland increased its Domestic overnights from 2019 by 160%, Norway 16% and Denmark 10% managing to compensate the loss created by the lack of foreign visitors.

Finland and Sweden were not so successful in this, both decreased their Domestic overnights from last summer, by 13% and 17% respectively.

Finland and Sweden both had the same result this summer, a 6% foreign share of total overnights. Last year the share in Finland was 27% Foreign, 73% Domestic (this year 6% foreign, 94% domestic).

Share % Foreign Overnights Summer 2020

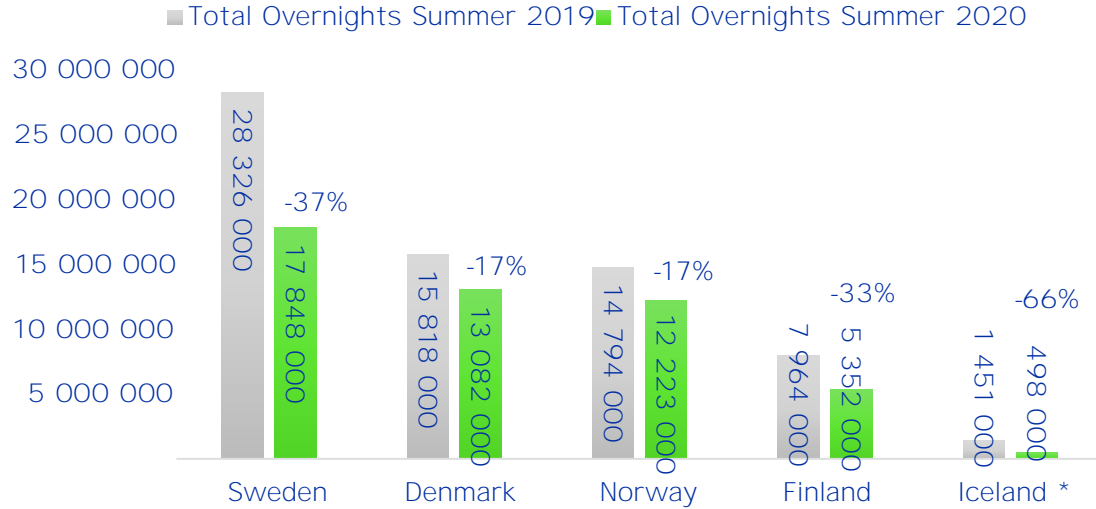


* Only Hotels included

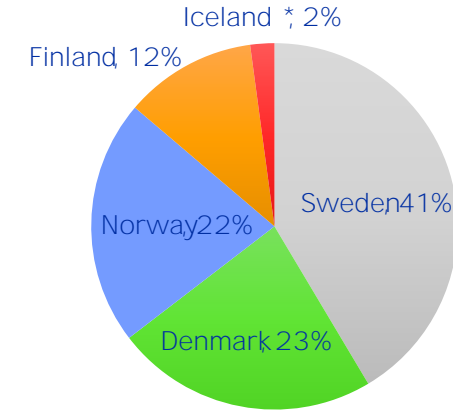
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NORDIC COMPARISON, SUMMER SEASON (8) 2020

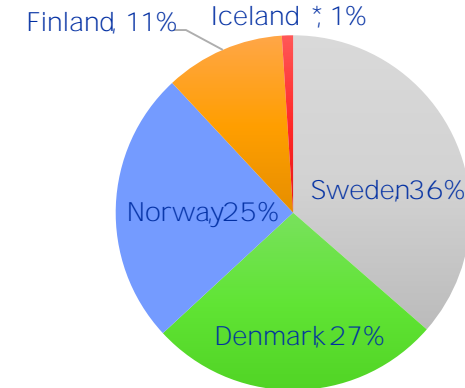
Total Overnights, Domestic & Foreign, Change %



Share % of Total Overnights Summer 2019



Share % of Total Overnights Summer 2020



Nordic comparison on Total Overnights during summer months June-August 2020 as a comparison to 2019 and the change%. These include both Foreign and Domestic overnights

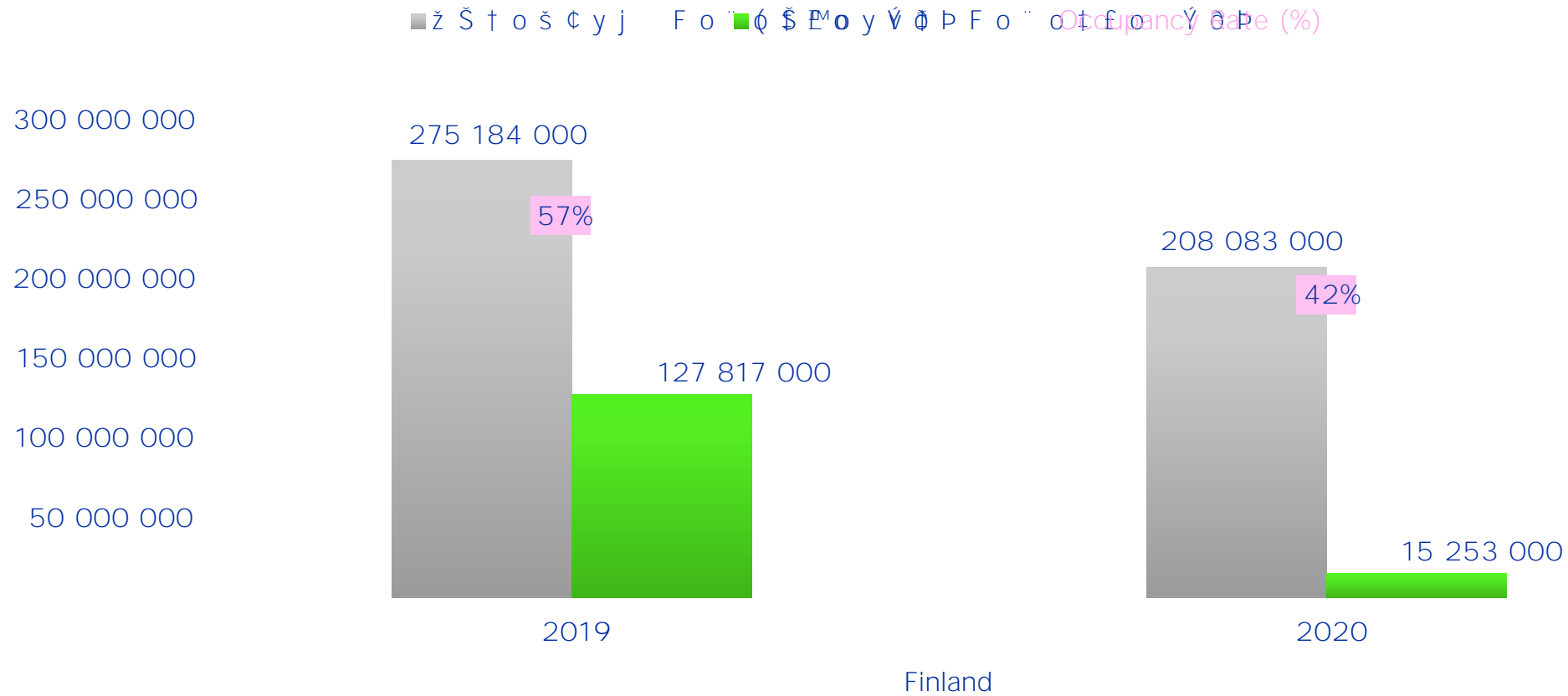
Sweden had 17,8 million overnights this summer which was the majority (36%) of all overnights in the Nordics. Norway and Denmark both gained share from last summer and decreased only by 17% each from summer 2019 in total overnights. Iceland saw the biggest drop in total overnights 66% behind last year.

All figures are preliminary

* Only Hotels Included

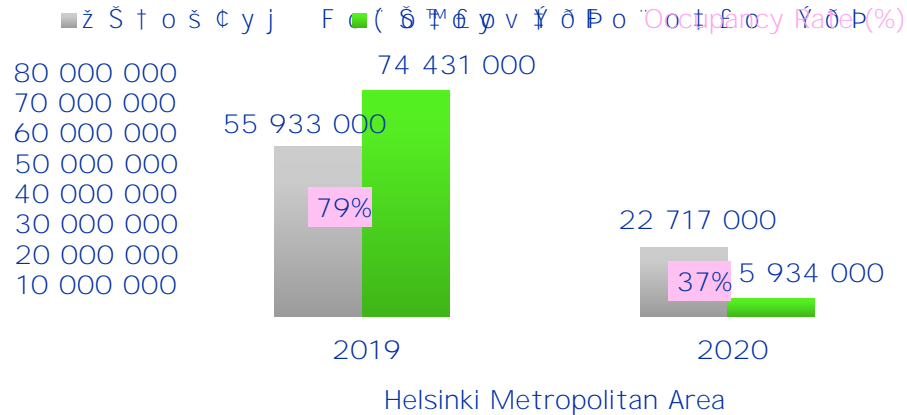
DOMESTIC AND FOREIGN ACCOMMODATION REVENUE AND OCCUPANCY RATE, SUMMER SEASON (06) 2020

Domestic/Foreign Accommodation Revenue (eur) & Occupancy Rate, Summer Season 06

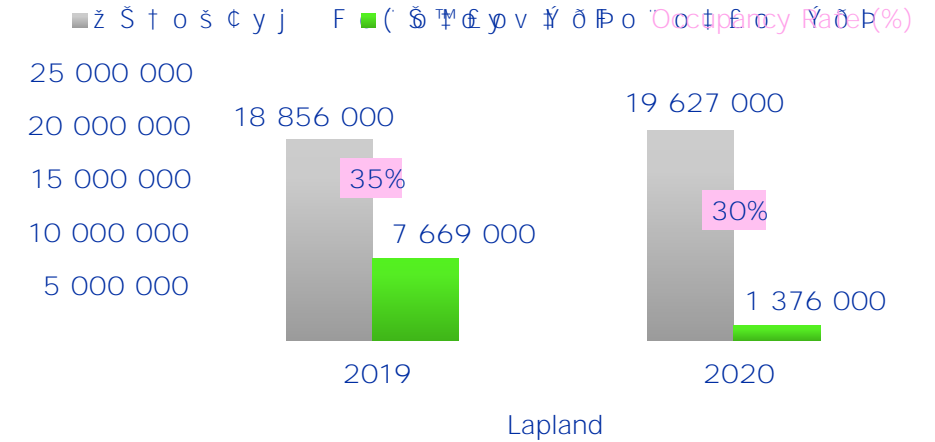


DOMESTIC AND FOREIGN ACCOMMODATION REVENUE AND OCCUPANCY RATE BY REGION, SUMMER SEASON (08) 2020

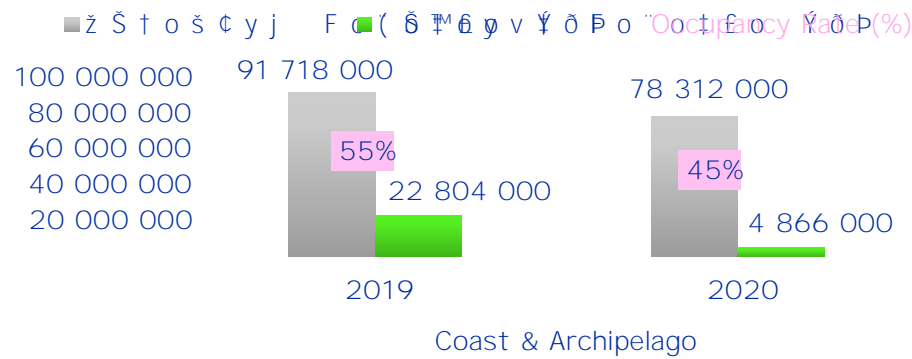
Domestic/Foreign Accommodation Revenue (eur) & Occupancy Rate, Summer Season (08)



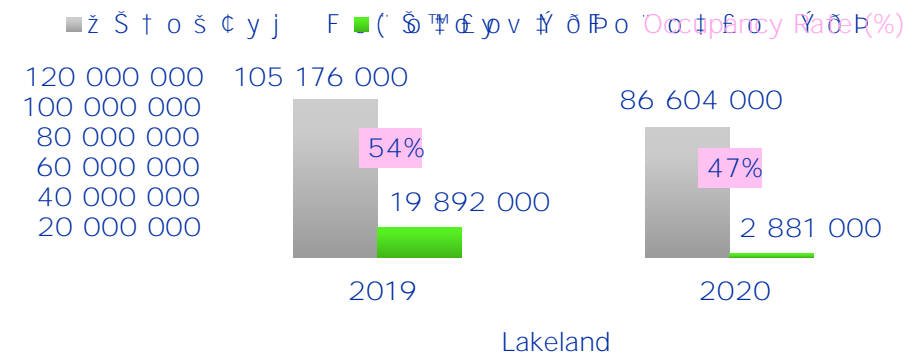
Domestic/Foreign Accommodation Revenue (eur) & Occupancy Rate, Summer Season (08)



Domestic/Foreign Accommodation Revenue (eur) & Occupancy Rate, Summer Season (08)

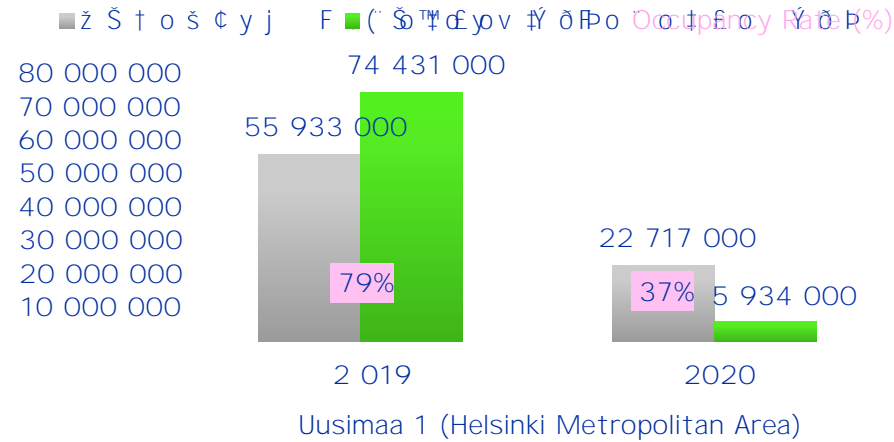


Domestic/Foreign Accommodation Revenue (eur) & Occupancy Rate, Summer Season (08)

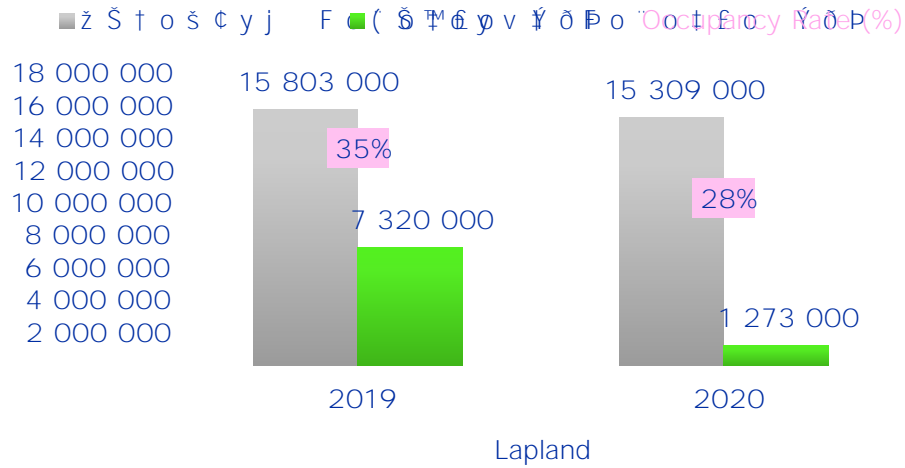


DOMESTIC AND FOREIGN ACCOMMODATION REVENUE AND OCCUPANCY RATES BY REGIONS, SUMMER SEASON (08) 2020

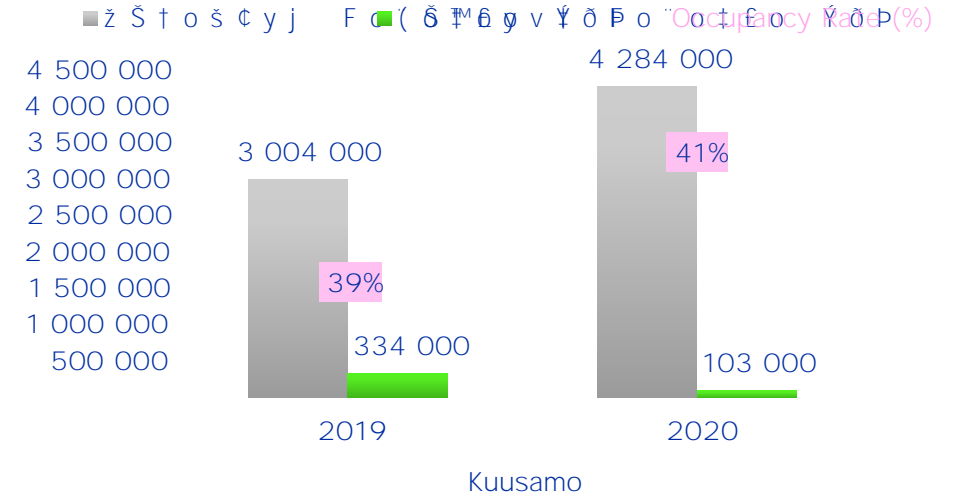
Domestic/Foreign Accommodation Revenue (eur) & Occupancy Rate, Summer Season (08)



Domestic/Foreign Accommodation Revenue (eur) & Occupancy Rate, Summer Season (08)



Domestic/Foreign Accommodation Revenue (eur) & Occupancy Rate, Summer Season (08)



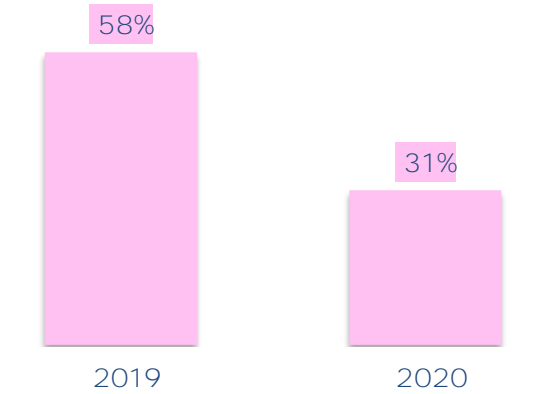
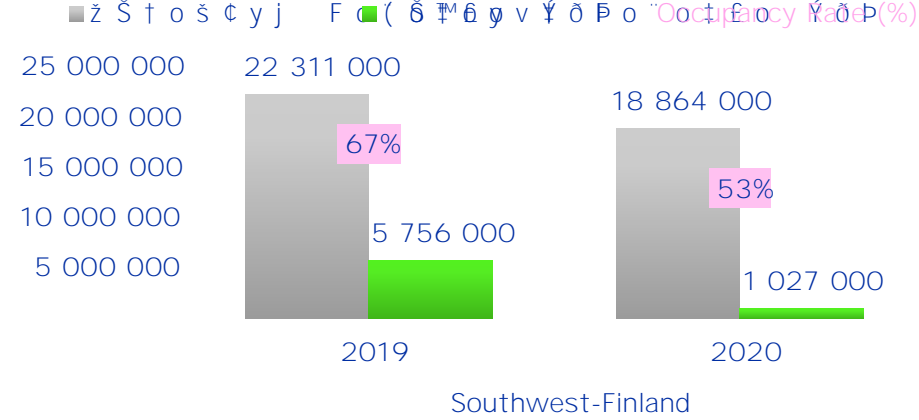
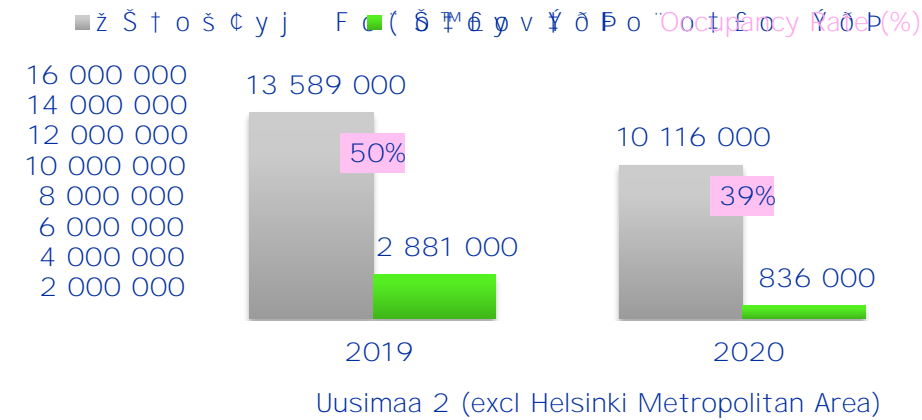
All figures are preliminary

DOMESTIC AND FOREIGN ACCOMMODATION REVENUE AND OCCUPANCY RATES BY REGIONS, SUMMER SEASON (08) 2020

Domestic/Foreign Accommodation Revenue (eur) & Occupancy Rate, Summer Season (08)

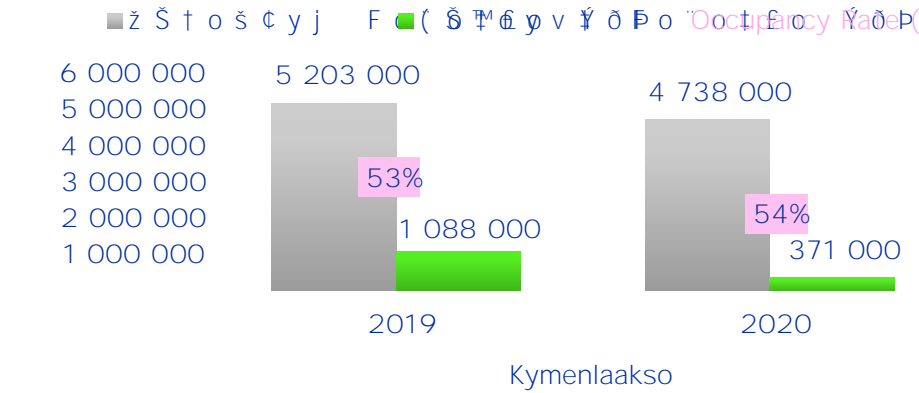
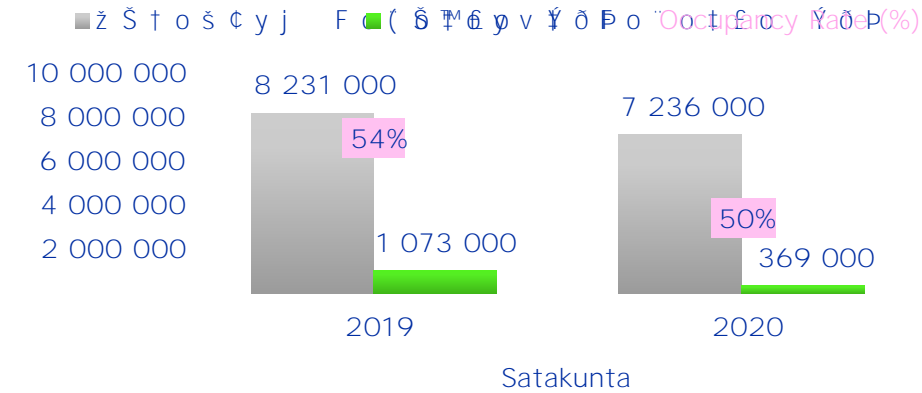
Domestic/Foreign Accommodation Revenue (eur) & Occupancy Rate, Summer Season (08)

Occupancy Rate, Summer Season (08)



Domestic/Foreign Accommodation Revenue (eur) & Occupancy Rate, Summer Season (08)

Domestic/Foreign Accommodation Revenue (eur) & Occupancy Rate, Summer Season (08)

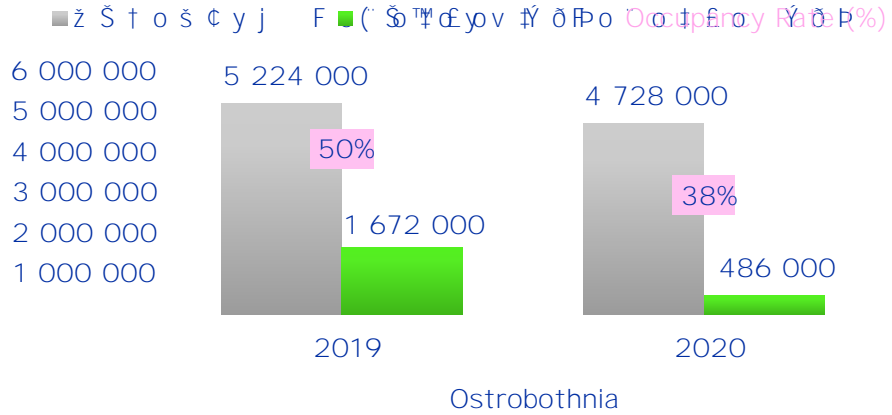


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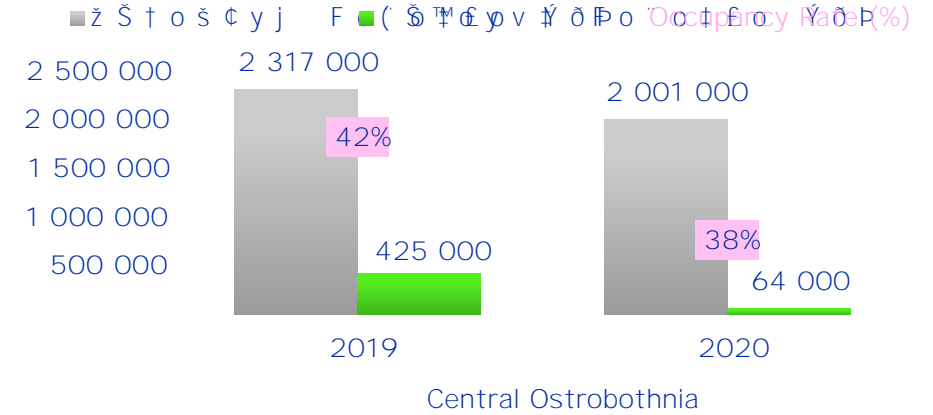
* Revenue data not available

DOMESTIC AND FOREIGN ACCOMMODATION REVENUE AND OCCUPANCY RATES BY REGIONS, SUMMER SEASON (06) 2020

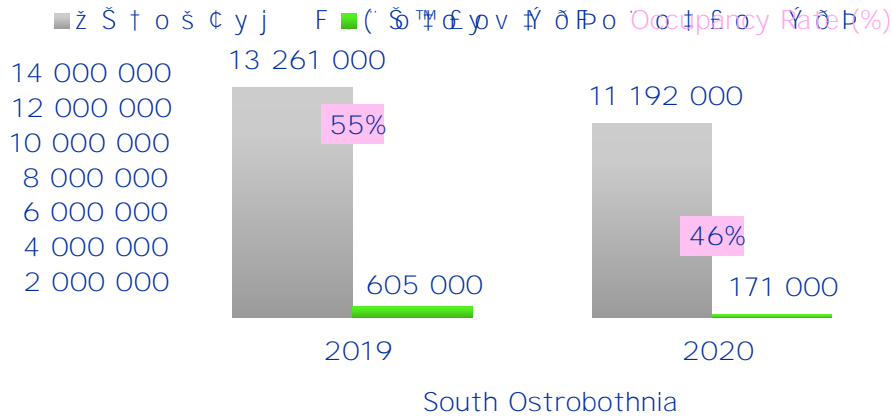
Domestic/Foreign Accommodation Revenue (eur) & Occupancy Rate, Summer Season (06)



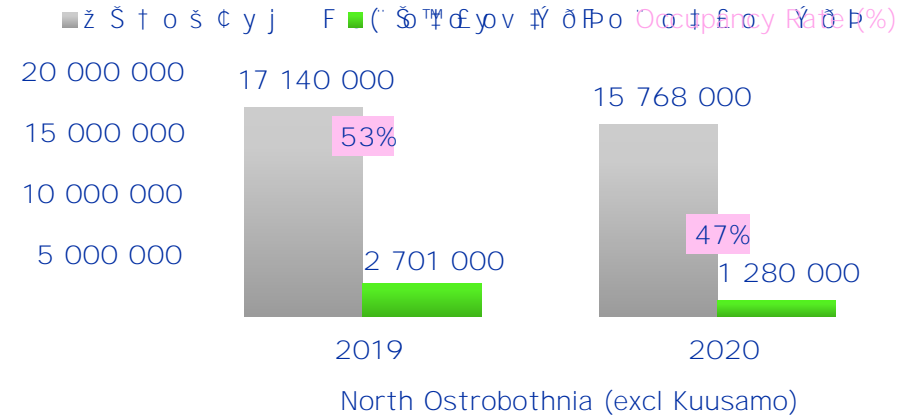
Domestic/Foreign Accommodation Revenue (eur) & Occupancy Rate, Summer Season (06)



Domestic/Foreign Accommodation Revenue (eur) & Occupancy Rate, Summer Season (06)



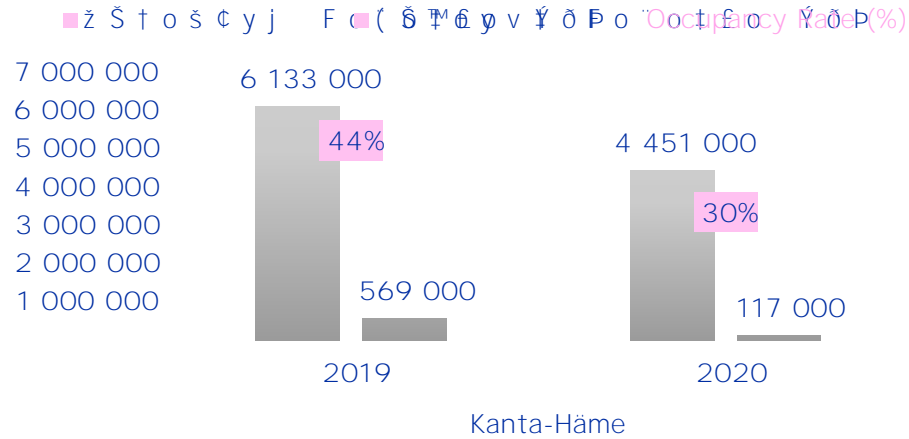
Domestic/Foreign Accommodation Revenue (eur) & Occupancy Rate, Summer Season (06)



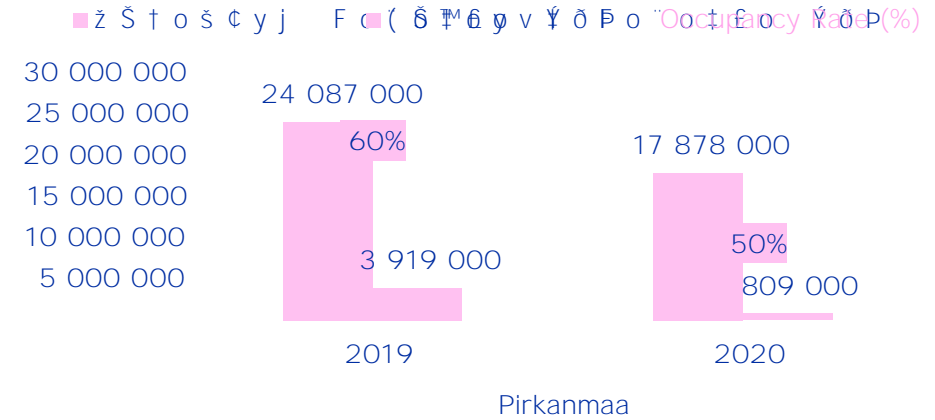
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DOMESTIC AND FOREIGN ACCOMMODATION REVENUE AND OCCUPANCY RATES BY REGIONS, SUMMER SEASON (08) 2020

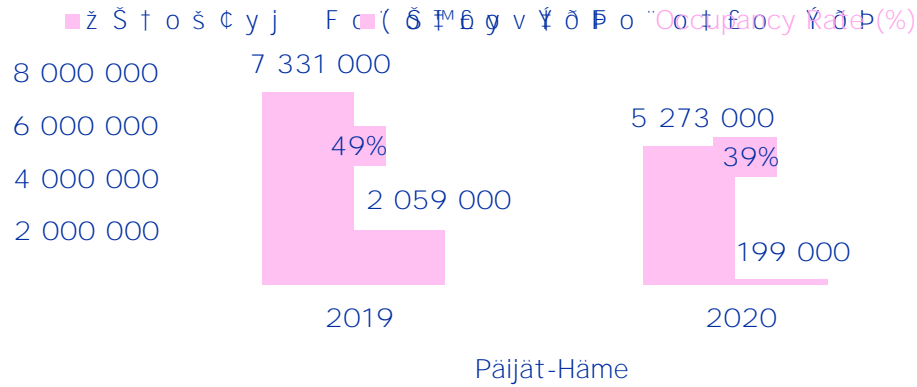
Domestic/Foreign Accommodation Revenue (eur) & Occupancy Rate, Summer Season (08)



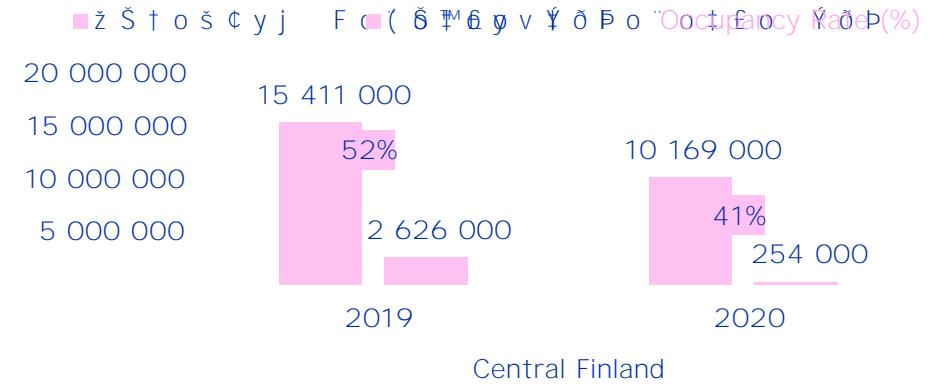
Domestic/Foreign Accommodation Revenue (eur) & Occupancy Rate, Summer Season (08)



Domestic/Foreign Accommodation Revenue (eur) & Occupancy Rate, Summer Season (08)



Domestic/Foreign Accommodation Revenue (eur) & Occupancy Rate, Summer Season (08)



*Revenue data not available for Åland

All figures are preliminary

