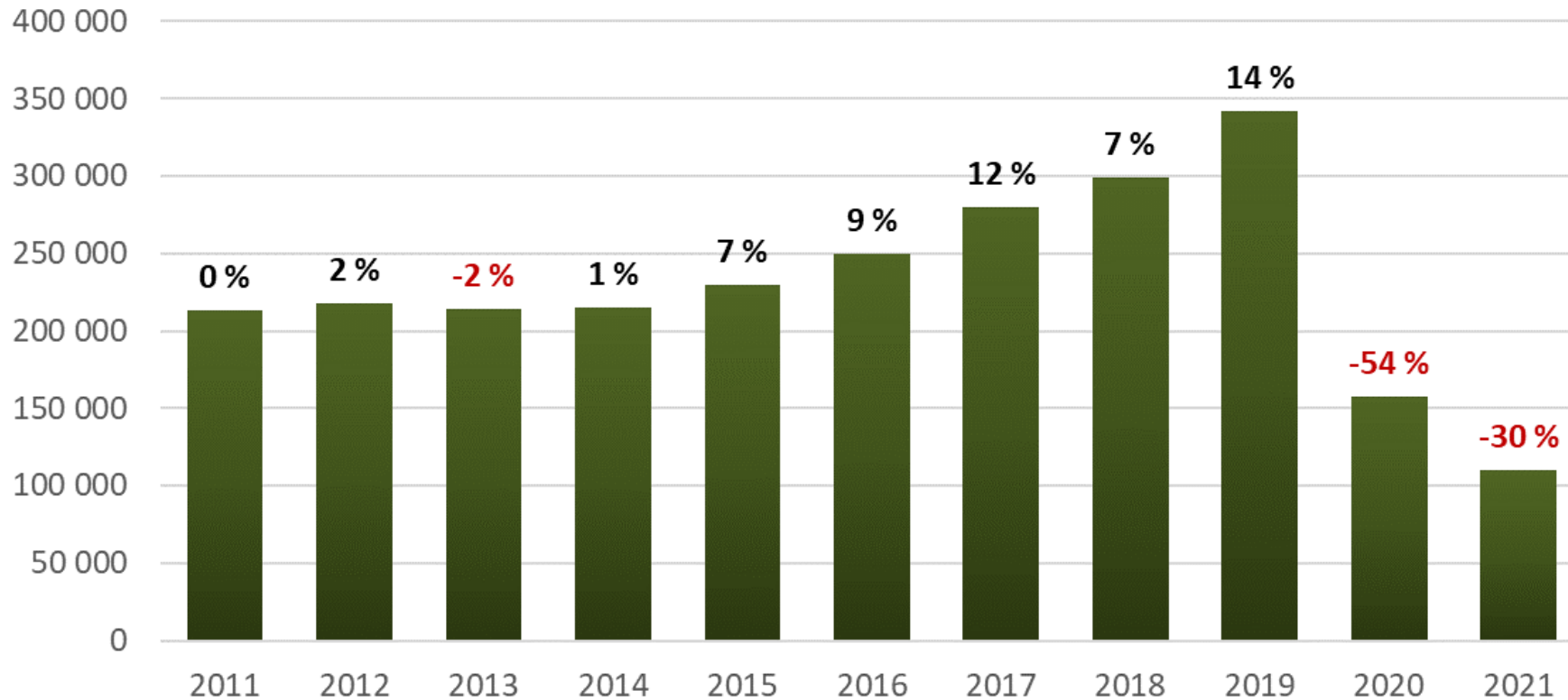


# France – Market Insights



# France – overnights in Finland 2011-2021



2021

**110,000** nights  
No. 5 in rankings

YoY change -30%

2019

**173,800** nights  
2021 vs. 2019 -68%

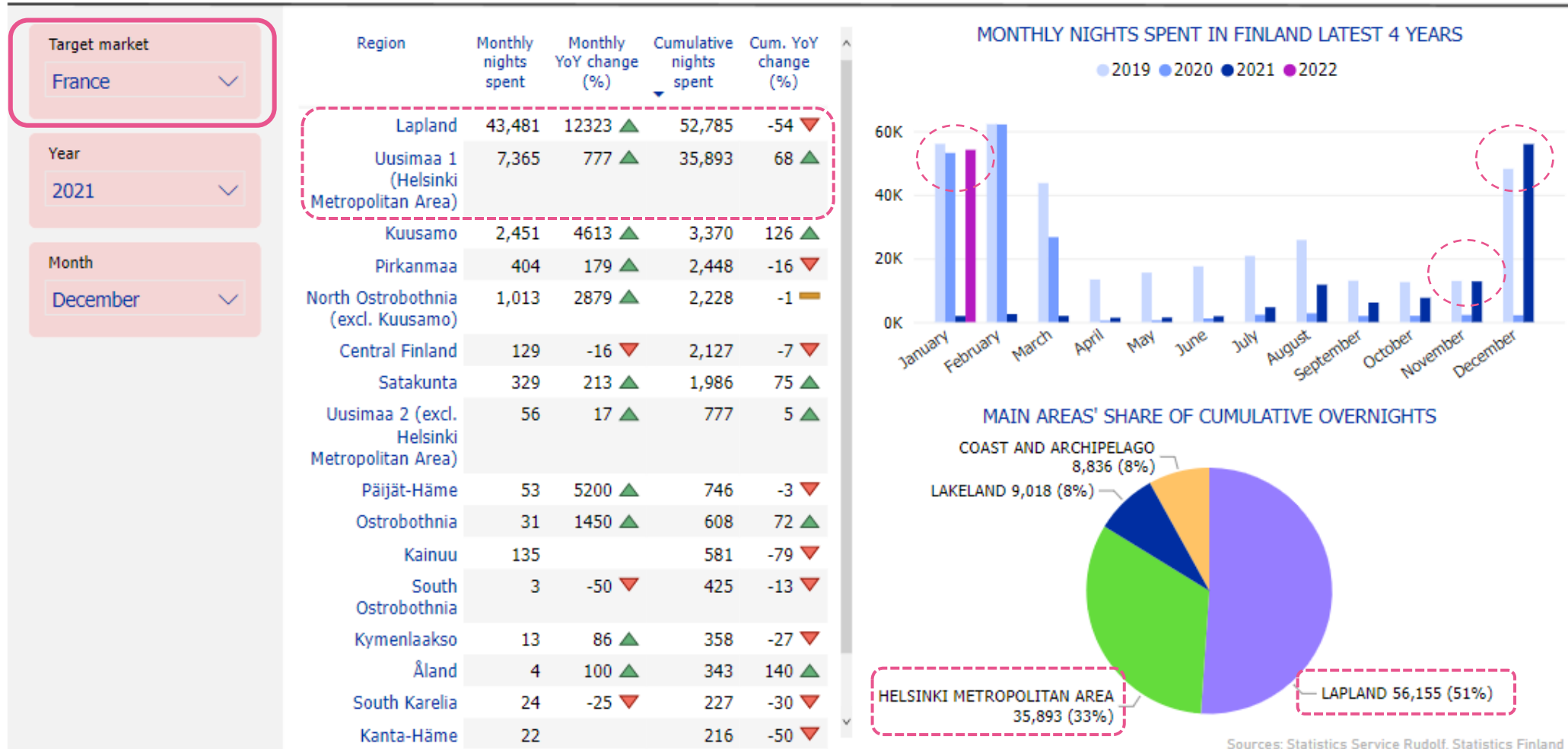


# France – overnights in Finland 2021

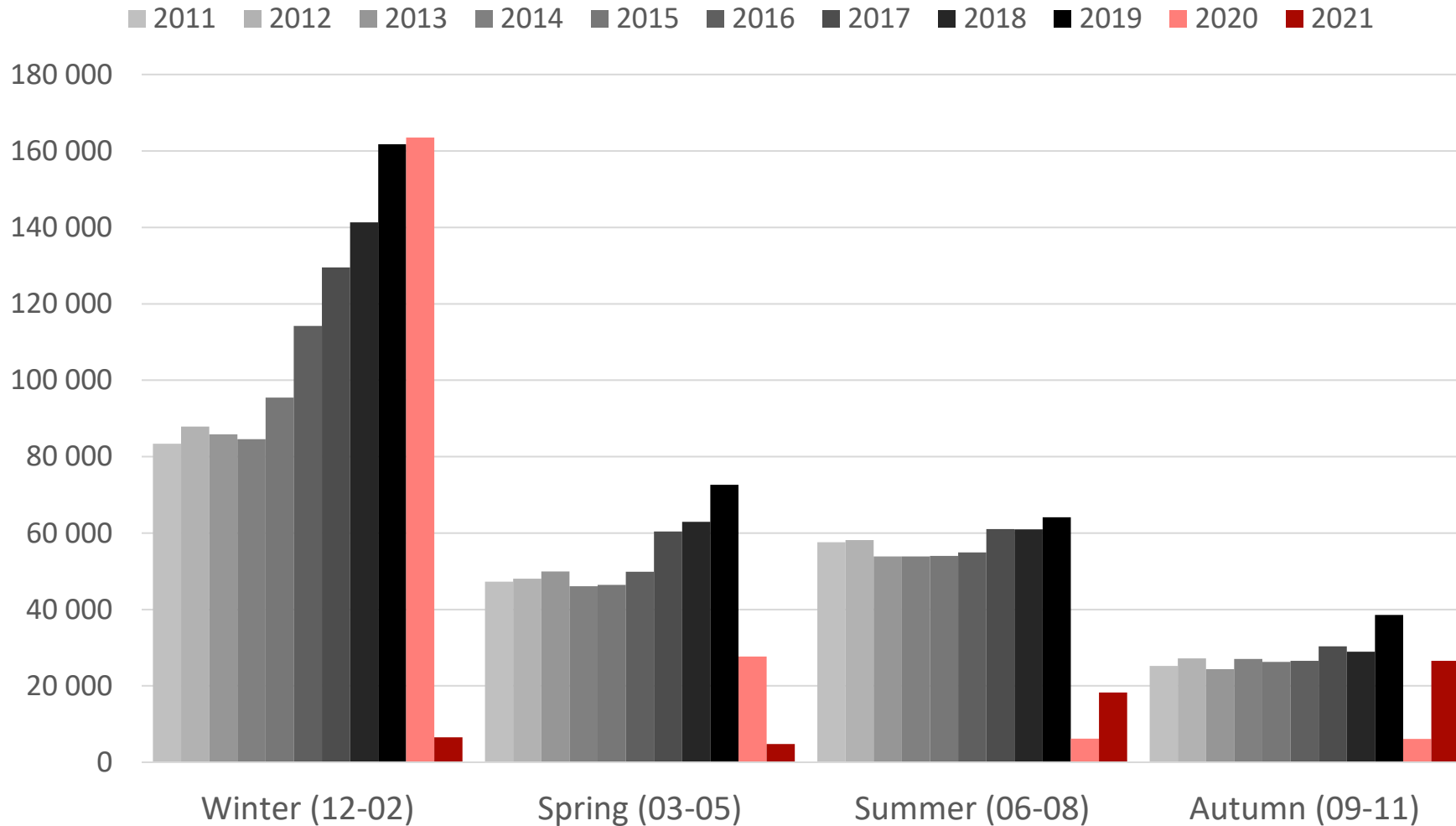
December  
2021

## 4. OVERNIGHTS IN REGIONS BY TARGET MARKETS

VISIT  
FINLAND



# Seasonality of French overnights in Finland

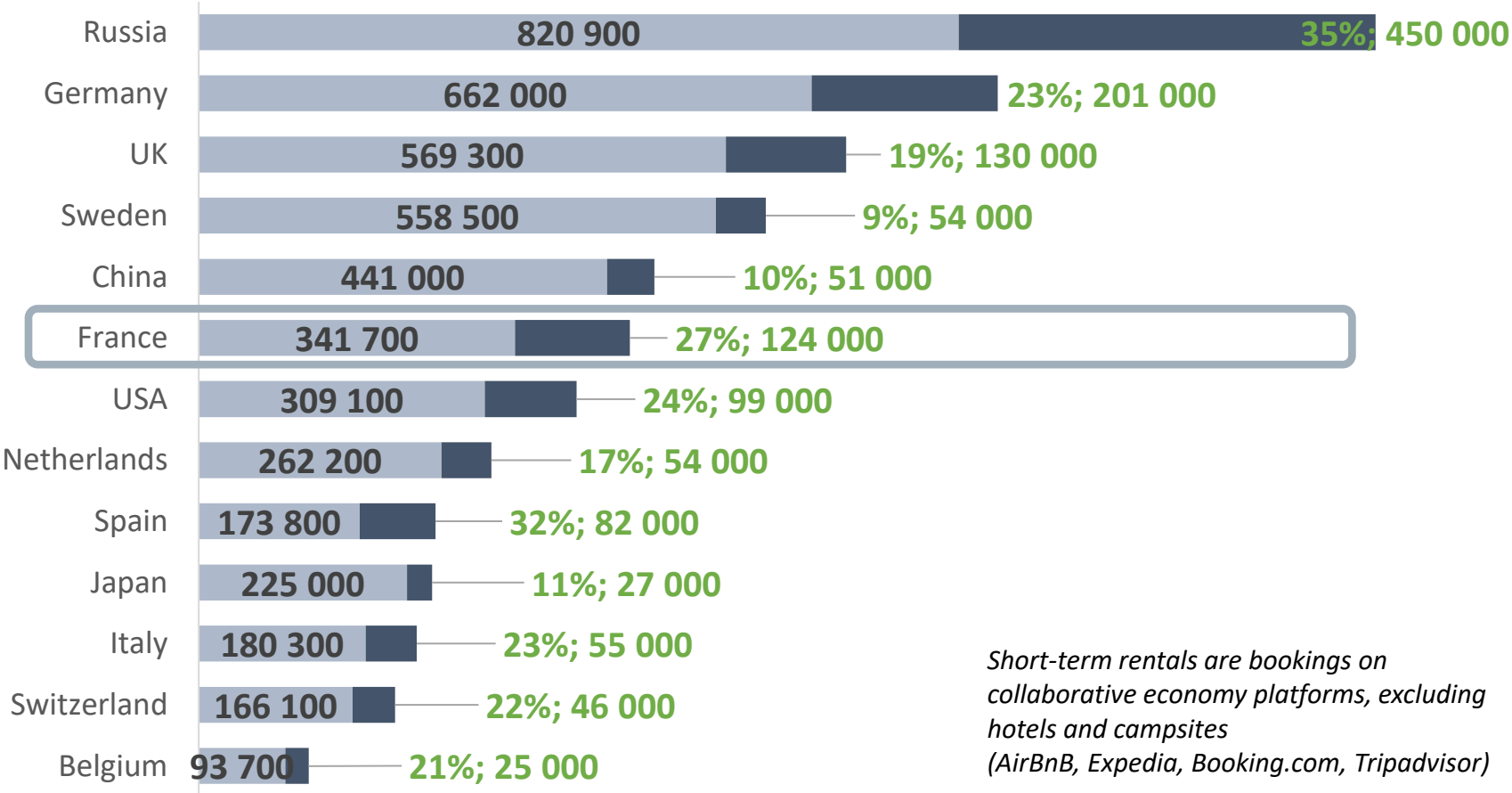


December 2021  
France no. 2 with  
**55,900** overnights  
in Finland  
**+16%** vs. Dec-2019

# Eurostat – Short Term Rentals

Registered overnights and short-term rentals 2019

Registered overnights Eurostat



Short-term rentals are bookings on collaborative economy platforms, excluding hotels and campsites (AirBnB, Expedia, Booking.com, Tripadvisor)

In 2019

- France was the 6<sup>th</sup> biggest source market among all markets, when adding up both registered overnights as well as short-term rentals
- France’s share of all foreign
  - registered overnights: 5%
  - short-term rentals: 6%

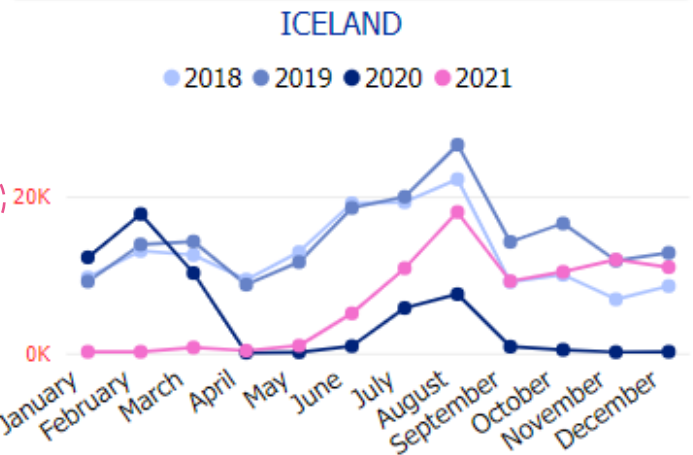
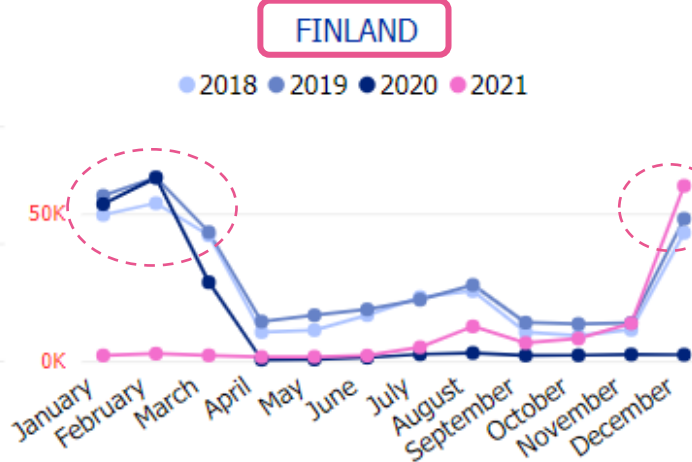
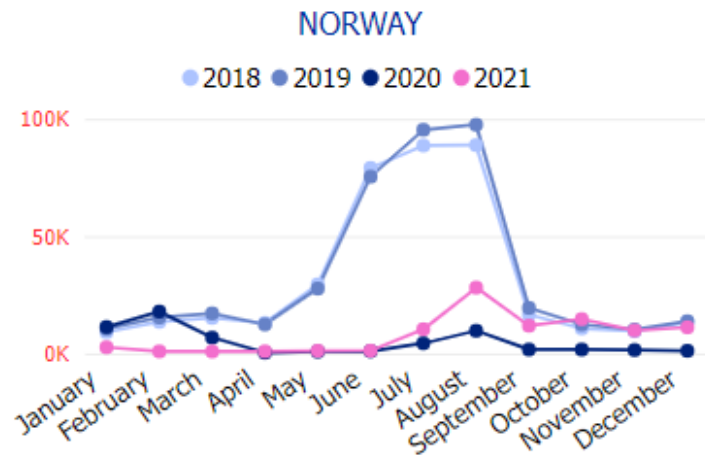
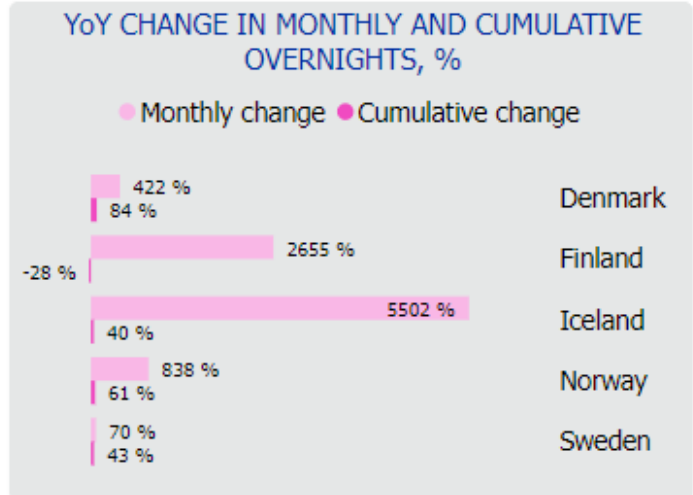
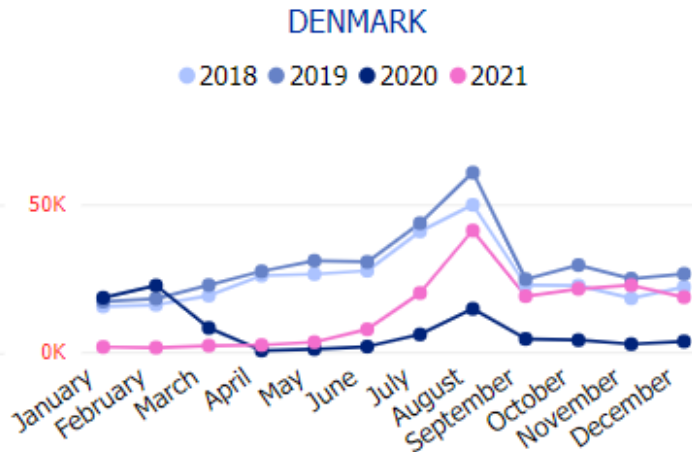
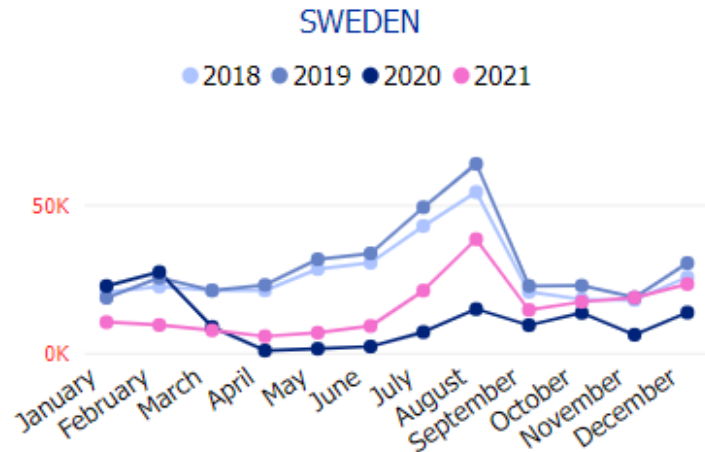
# France – Overnights in Nordics

## 2. NORDIC COMPARISON OF OVERNIGHTS BY A TARGET MARKET

Nationality  
France

Year  
2021

Month  
December



Monthly overnight statistics for Iceland include hotels only.

Sources: Rudolf Data Base, Statistics Denmark, Statistics Finland, Statistics Iceland, Statistics Norway, Statistics Sweden



[Link to the Nordic report: Pohjoismainen vertailu - Business Finland](#)

Sources: Visit Finland's Statistics Service Rudolf, Statistics Finland, Statistics Denmark, Statistics Iceland, Statistics Norway and Statistics Sweden





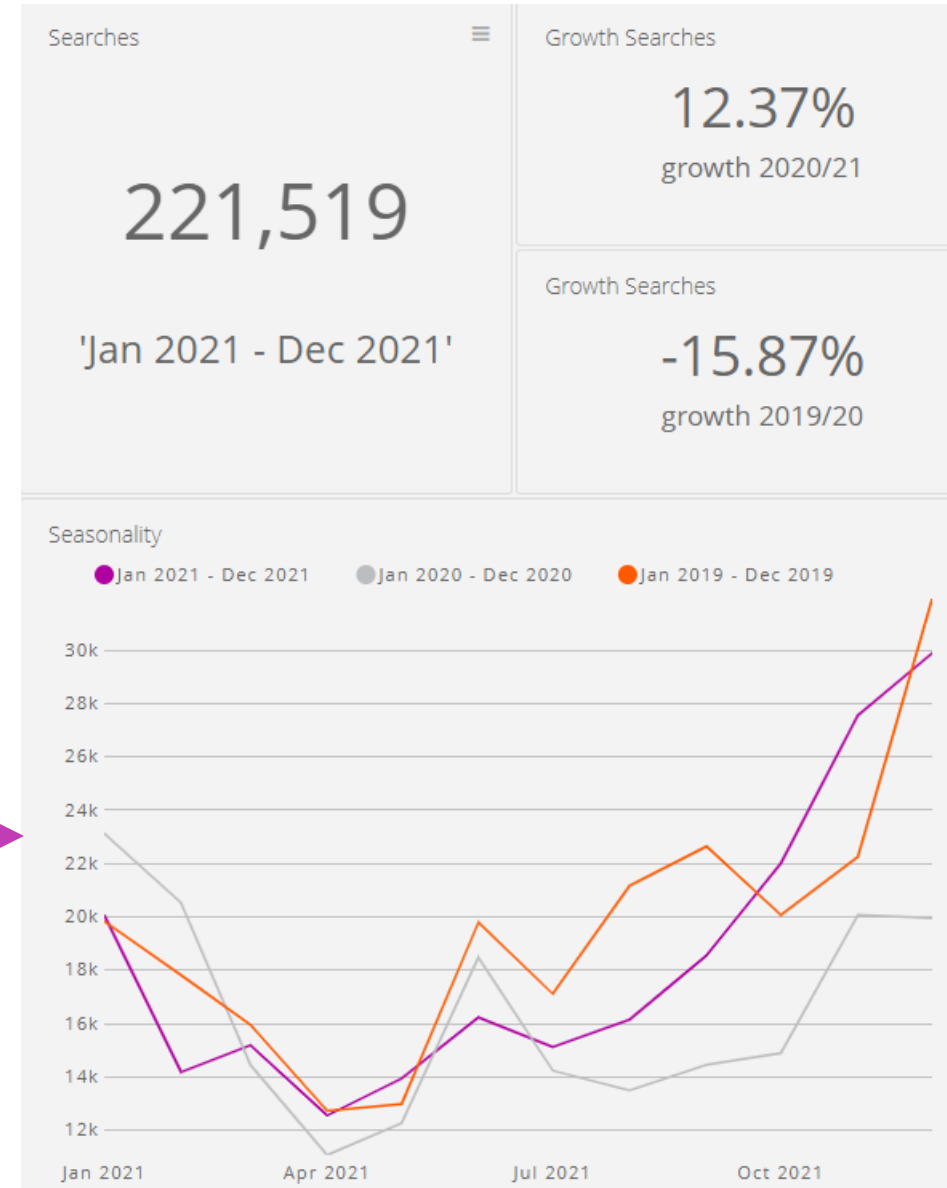
# Digital Demand – Travel Related Internet Searches

Year 2021 compared to 2020 and 2019

# Searches from France increased strongly towards the end of 2021

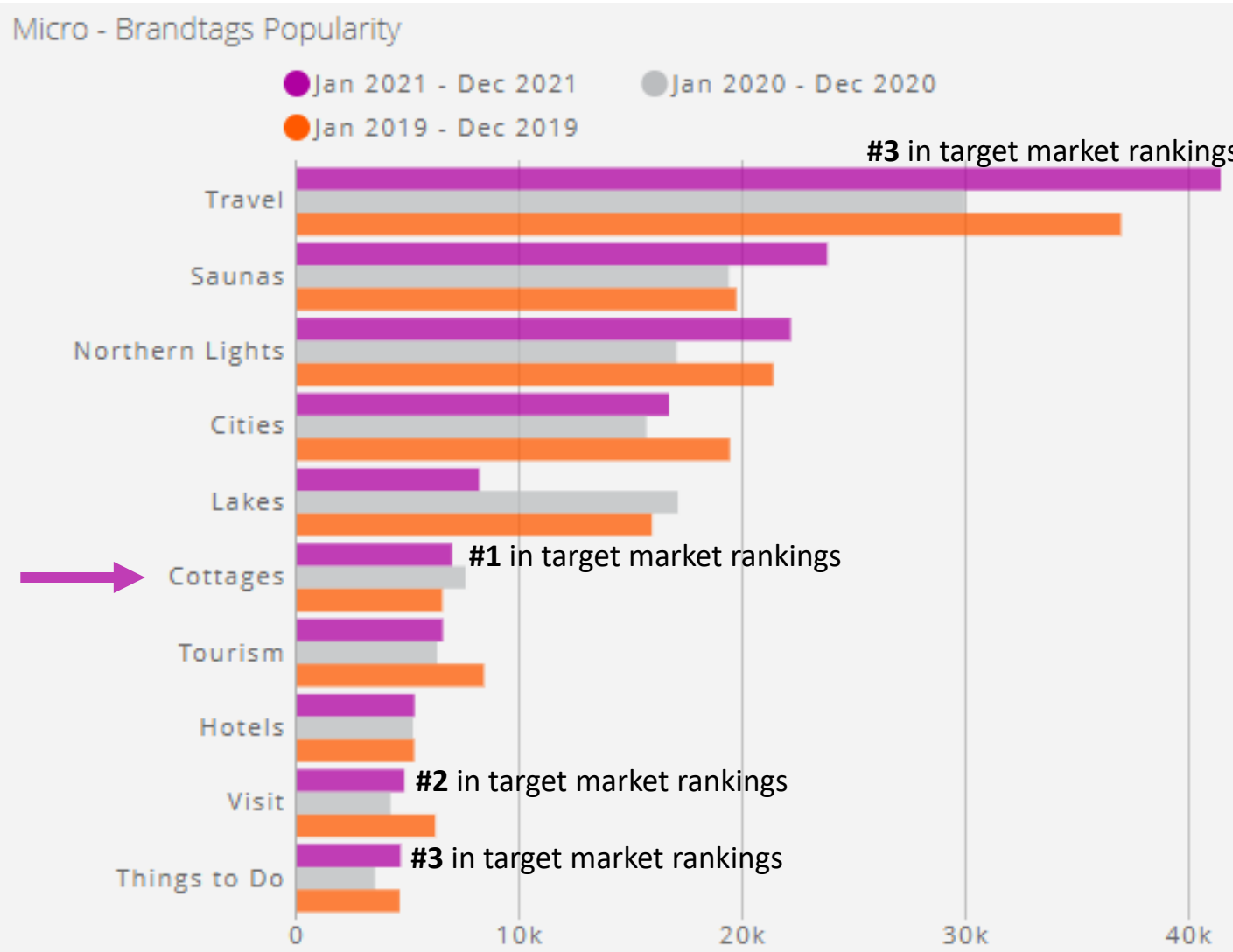
- Over 221,500 travel related searches from France in 2021
- Searches increased in Oct-Nov 2021 even compared to 2019

Target Market Distribution					
Rank	Flag	Country	'21 Searches	'20-'21 Growth	'19-'20 Growth
1		Germany	499,041	4.56%	2.67%
2		Japan	484,472	0.40%	-11.70%
3		United States	457,733	9.95%	8.99%
4		United Kingdom	351,046	12.36%	5.78%
5		Russia	277,955	-14.42%	-34.90%
6		Italy	249,839	7.54%	8.74%
7		France	221,519	12.37%	-15.87%
8		Spain	194,325	18.31%	-11.98%
9		Netherlands	169,799	8.18%	30.12%
10		Estonia	169,027	29.61%	23.83%





# France: Most searched topics in 2021: Top 10 microbrandtags



- Among the VF target markets, French were the most active in **searching for Cottages**, the peaks for these searches were in Jan, May, Jul, and Dec.
- French were also very interested in searching for general information about travel, visit and things to do.
- Searches for **Saunas** and **Northern lights** increased even compared to 2019.
- Outside the top10 topics, **Skiing** and **Glass cabins** were also themes where searches increased even compared to 2019.

# Links to Visit Finland PowerBI Reports

