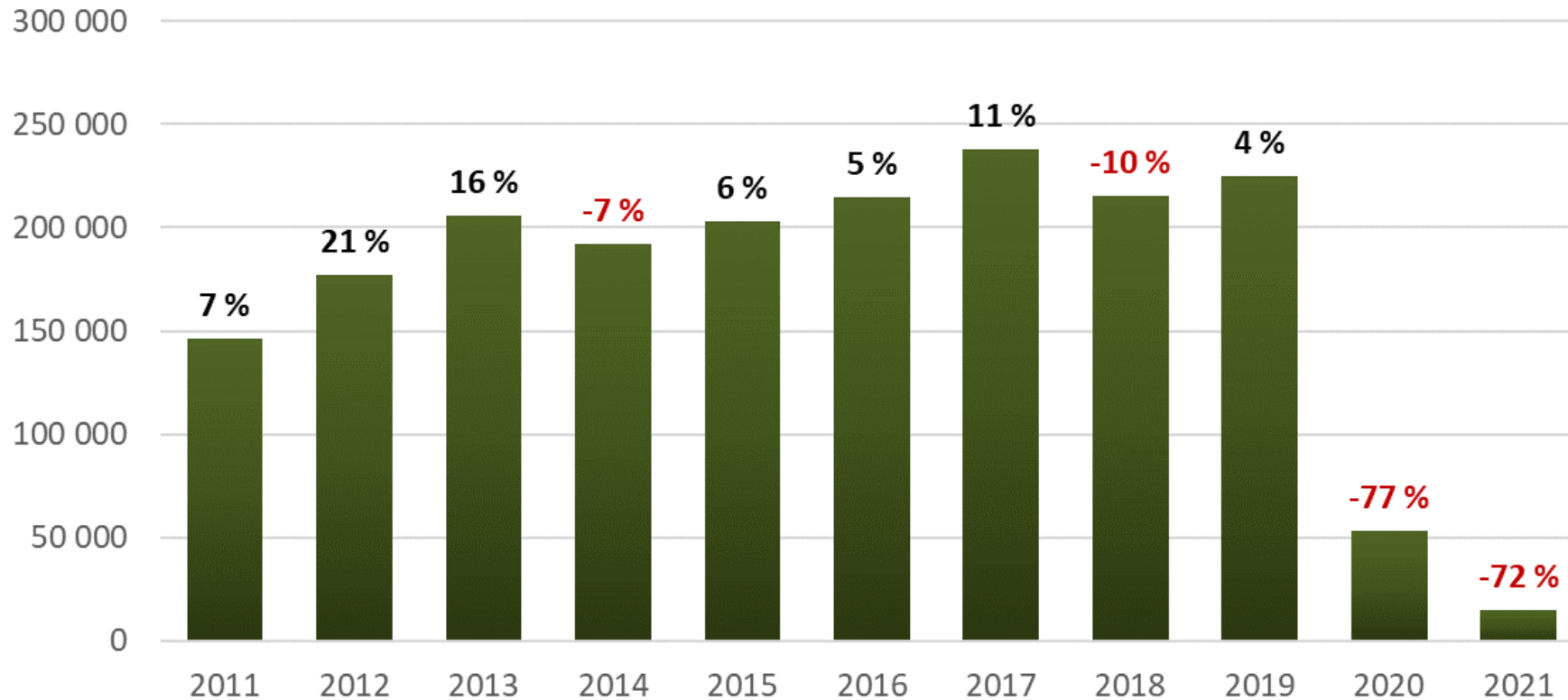


Japan – Market Insights

Japan – overnights in Finland 2011-2021



2021
14,700 nights
No. 25 in rankings
YoY change -72%

2019
225,000 nights
2021 vs. 2019 -93%

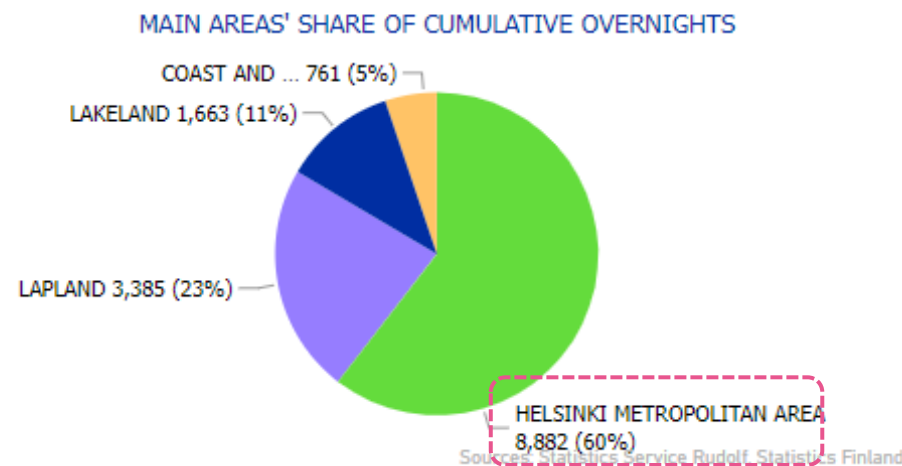
Japan – overnights in Finland 2021

December
2021

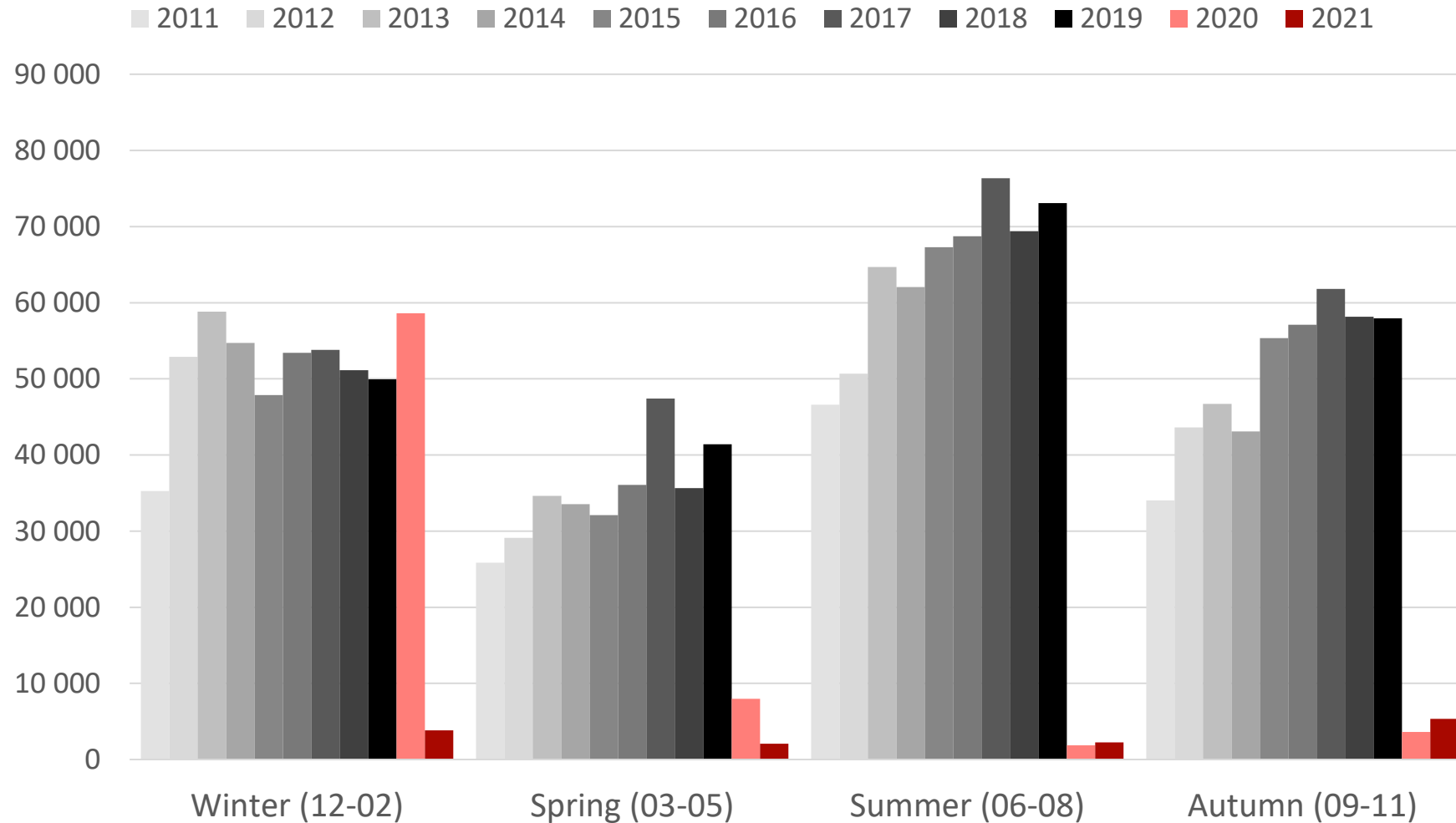
4. OVERNIGHTS IN REGIONS BY TARGET MARKETS

VISIT
FINLAND

Region	Monthly nights spent	Monthly YoY change (%)	Cumulative nights spent	Cum. YoY change (%)
Uusimaa 1 (Helsinki Metropolitan Area)	1,090	77 ▲	8,882	-68 ▼
Lapland	871	261 ▲	2,193	-89 ▼
Kuusamo	250	45 ▲	1,192	31 ▲
Kainuu	14	600 ▲	721	250 ▲
Päijät-Häme	0		436	0 ▬
Central Finland	13	30 ▲	199	3 ▲
Pirkanmaa	30	25 ▲	167	-73 ▼
Uusimaa 2 (excl. Helsinki Metropolitan Area)	16		161	3 ▲
Satakunta	3		154	35 ▲
Kymenlaakso	0	-100 ▼	61	118 ▲
Åland	0	-100 ▼	60	114 ▲
North Ostrobothnia (excl. Kuusamo)	6	-82 ▼	60	-90 ▼
Central Ostrobothnia	2		53	231 ▲
Ostrobothnia	32		38	-91 ▼
South Karelia	0		15	-59 ▼
Kanta-Häme	0		5	86 ▼



Seasonality of Japanese overnights in Finland



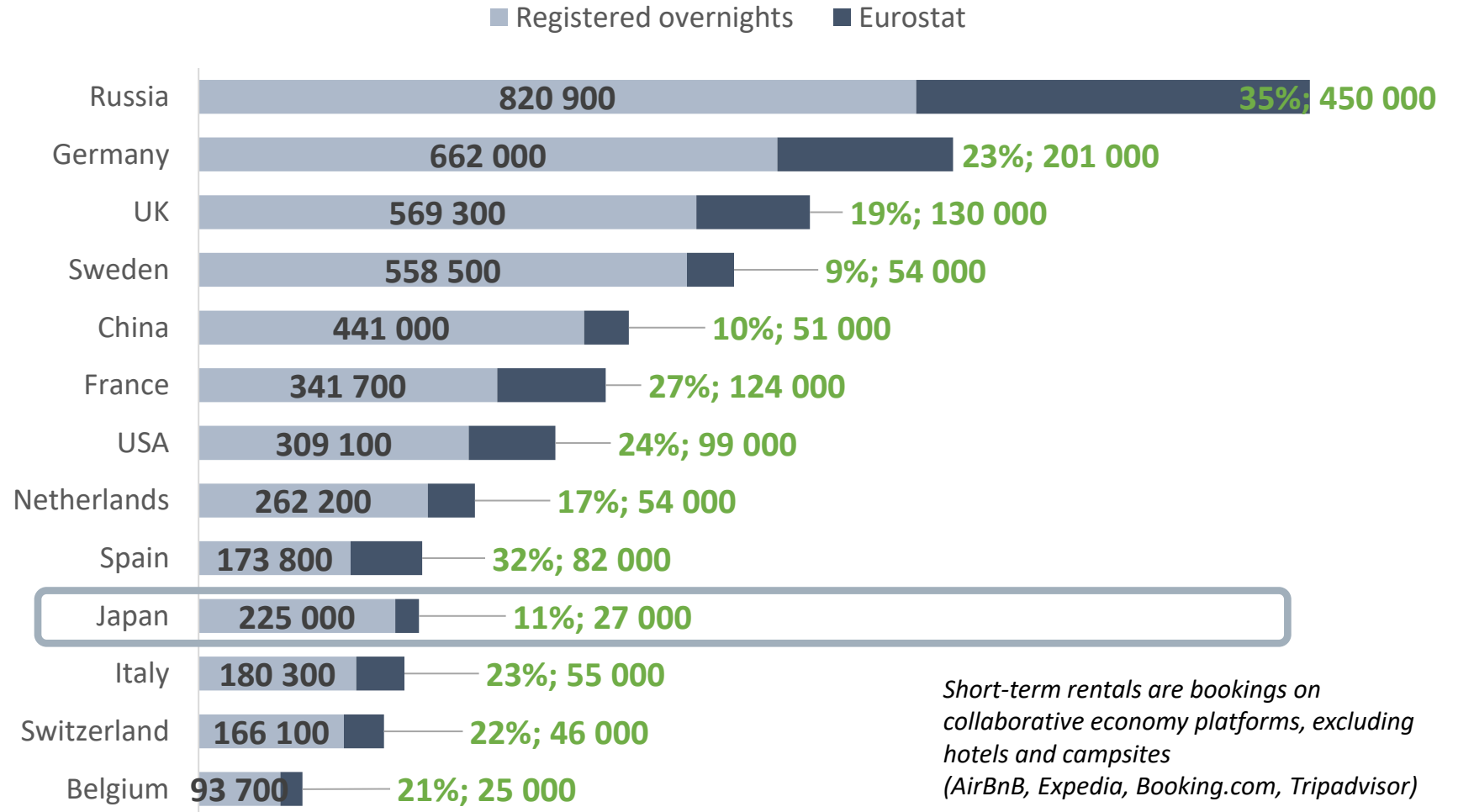
December 2021
 Japan no. 29 with
2,300 overnights in
 Finland
-88% vs. Dec-2019

Eurostat – Short Term Rentals

Registered overnights and short-term rentals 2019

In 2019

- Japan was the **11th biggest source market** among all markets, when adding up both registered overnights as well as short-term rentals
- Japan's share of all foreign
 - **registered overnights: 3%**
 - **short-term rentals: 1%**



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

Japan – Overnights in Nordics

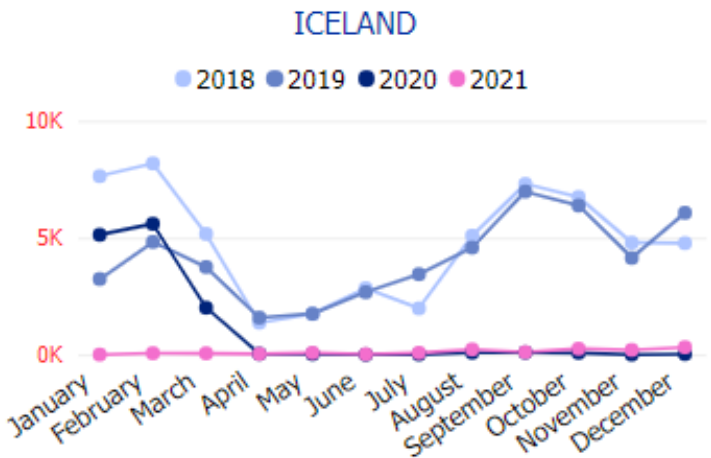
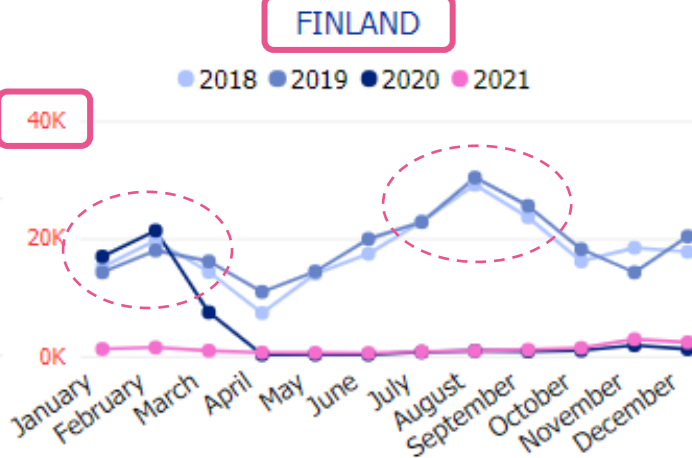
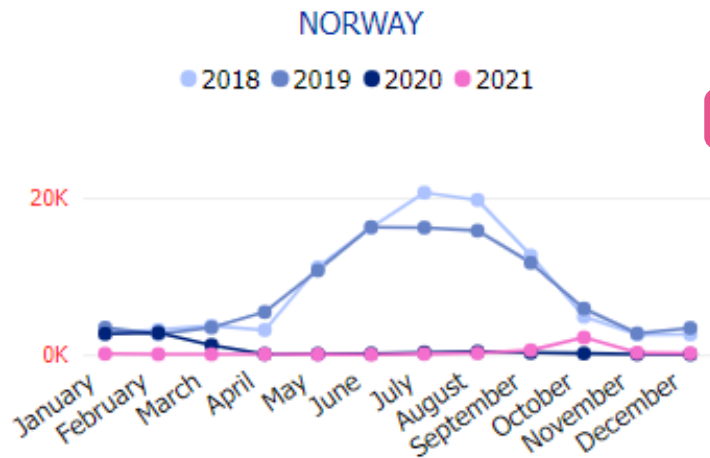
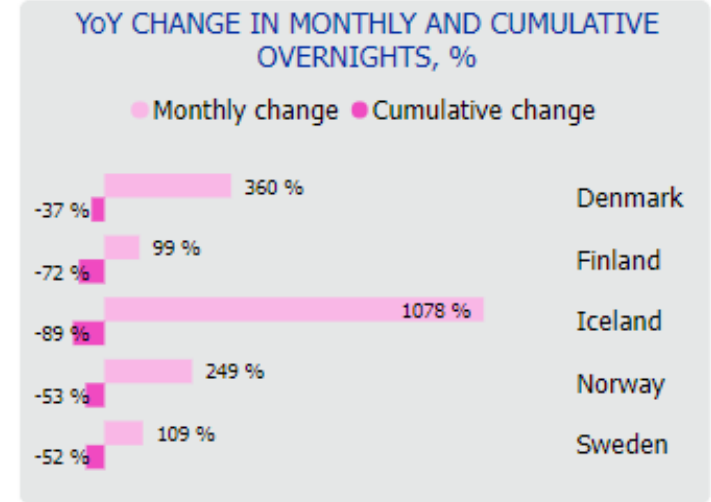
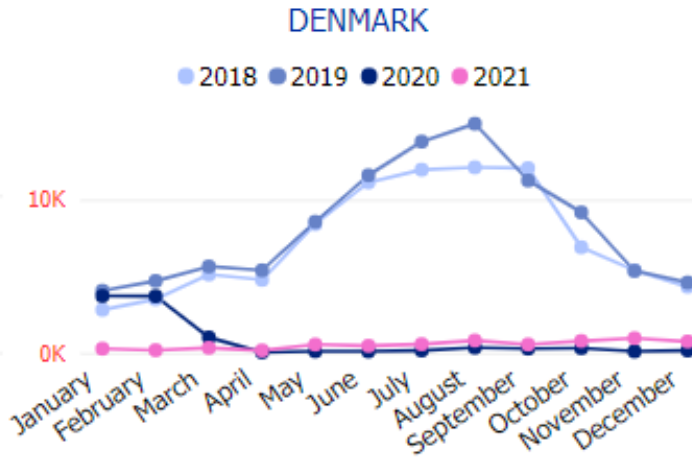
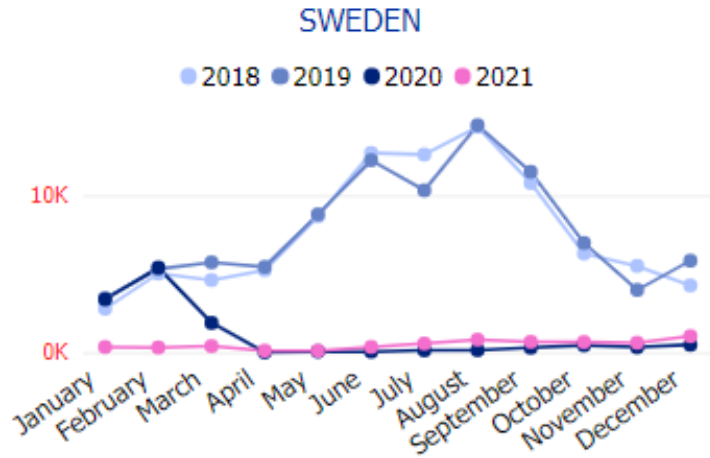
2. NORDIC COMPARISON OF OVERNIGHTS BY A TARGET MARKET

Nationality
Japan

Year
2021

Month
December

VISIT FINLAND



Monthly overnight statistics for Iceland include hotels only.

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










Digital Demand – Travel Related Internet Searches

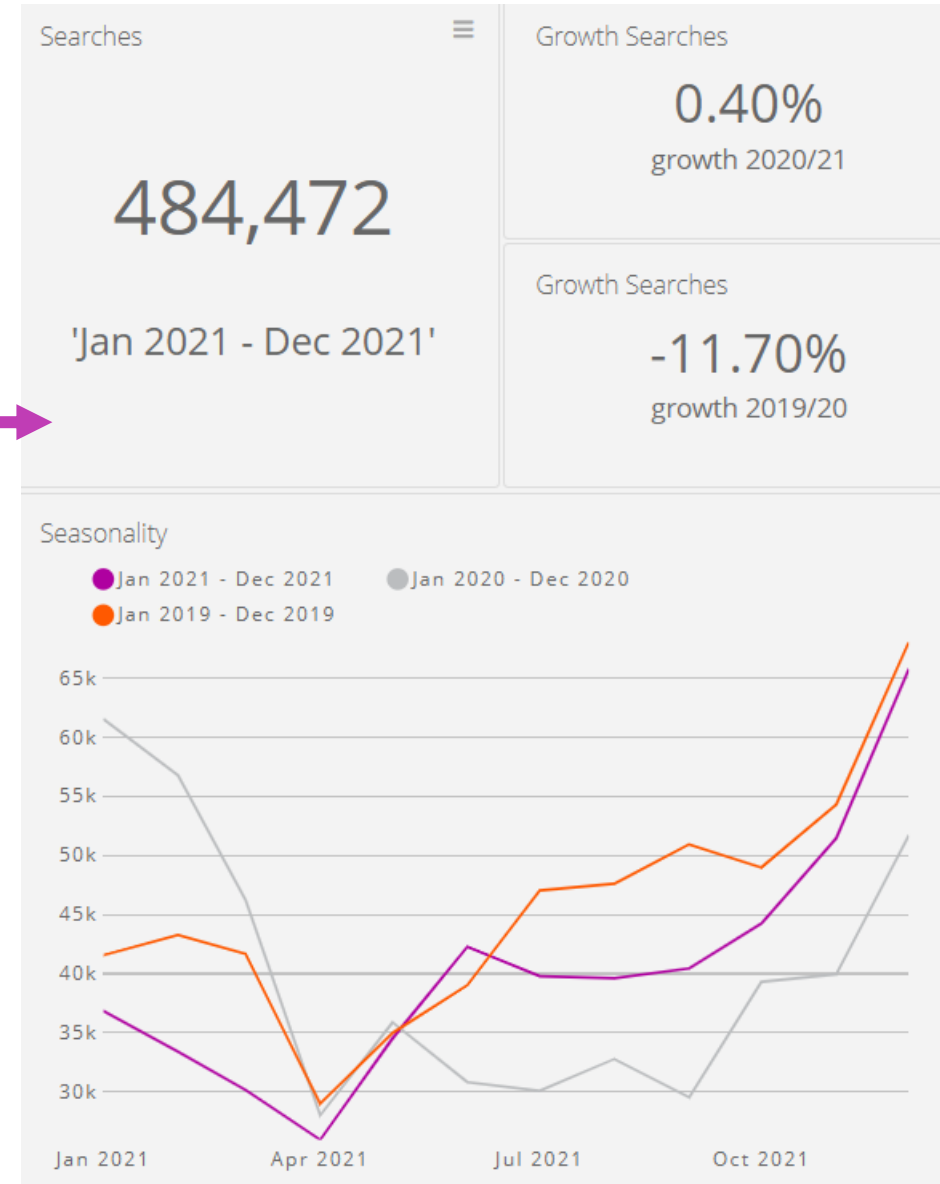
Year 2021 compared to 2020 and 2019

Searches from Japan getting closer to pre-pandemic levels

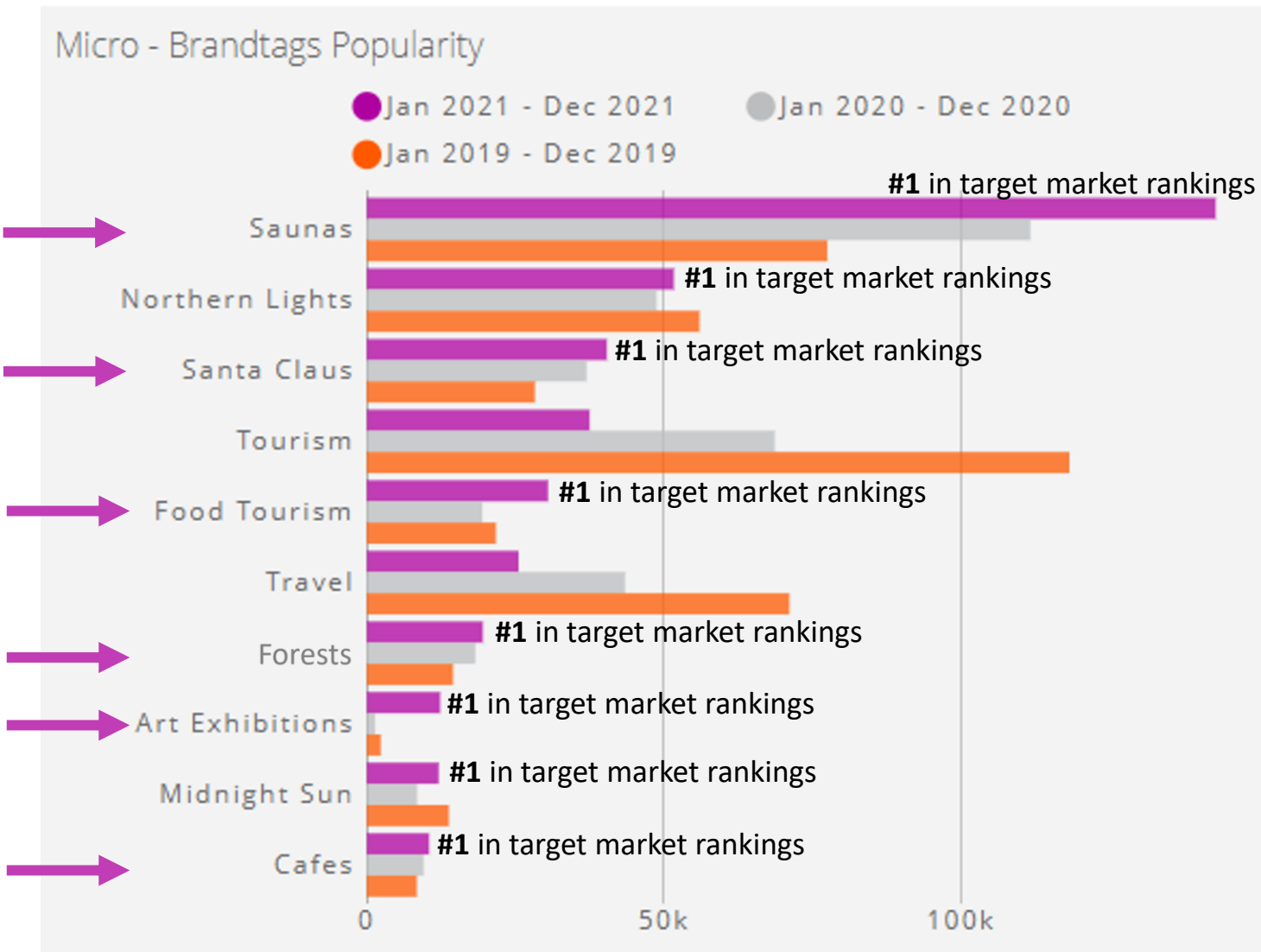
- Searches from Japan remained on a high level despite the travel restrictions
- Japanese searches increased clearly towards the end of the year 2021

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%



Japan: Most searched topics in 2021: Top 10 microbrandtags



- Japan is leading the searches for **Saunas, Northern Lights, Santa Claus, Food Tourism, Forests, Art Exhibitions, Midnight Sun, and Cafes in Finland.**
- Searches for **several of these topics** also increased even compared to 2019.
- Outside the top10, **UNESCO tourism, Christmas markets, Cathedrals and Clubs** were also topics where Japan is leading the searches.

Links to Visit Finland PowerBI Reports

