Finnish tourism continued to grow and foreign overnight stays surpassed the level of 7.0 million in 2019. Overnights increased by more than 201,000 compared to previous year, so the growth rate was 3%.

As during the previous years, foreign overnight stays accounted for nearly a third of all registered overnight stays in Finland.

During 2019, overnight stays decreased slightly from some of our neighboring countries, such as Russia and Sweden. Also travel from United Kingdom decreased after four consecutive years of growth. However, positive development continued in Asia, the Americas and in many European countries, so the visitor profile is getting more versatile, and the interest towards Finland has been increasing also in many new markets.

FOREIGN OVERNIGHTS IN 2019*

7.0 million

+3% growth compared to 2018

Foreign overnight stays in Finland 2013-2019

Source: Visit Finland’s Statistics Service Rudolf, Statistics Finland

*) preliminary statistics
### Top 20 countries of origin in 2019*

<table>
<thead>
<tr>
<th>Country of origin and ranking</th>
<th>Number of overnights 2019</th>
<th>Change (%) 2019/18</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Russian Federation</td>
<td>814 600</td>
<td>-1 %</td>
</tr>
<tr>
<td>2. Germany</td>
<td>660 700</td>
<td>+5 %</td>
</tr>
<tr>
<td>3. United Kingdom</td>
<td>568 900</td>
<td>-4 %</td>
</tr>
<tr>
<td>4. Sweden</td>
<td>556 600</td>
<td>-1 %</td>
</tr>
<tr>
<td>5. China and Hong Kong</td>
<td>440 600</td>
<td>+15 %</td>
</tr>
<tr>
<td>6. France</td>
<td>341 600</td>
<td>+14 %</td>
</tr>
<tr>
<td>7. United States</td>
<td>309 500</td>
<td>+7 %</td>
</tr>
<tr>
<td>8. Netherlands</td>
<td>262 000</td>
<td>+6 %</td>
</tr>
<tr>
<td>9. Estonia</td>
<td>243 000</td>
<td>+9 %</td>
</tr>
<tr>
<td>10. Japan</td>
<td>225 200</td>
<td>+4 %</td>
</tr>
<tr>
<td>11. Norway</td>
<td>189 400</td>
<td>-2 %</td>
</tr>
<tr>
<td>12. Italy</td>
<td>180 100</td>
<td>+13 %</td>
</tr>
<tr>
<td>13. Spain</td>
<td>173 900</td>
<td>-1 %</td>
</tr>
<tr>
<td>14. Switzerland</td>
<td>165 800</td>
<td>-1 %</td>
</tr>
<tr>
<td>15. Denmark</td>
<td>115 600</td>
<td>+7 %</td>
</tr>
<tr>
<td>16. Poland</td>
<td>104 200</td>
<td>-1 %</td>
</tr>
<tr>
<td>17. India</td>
<td>102 500</td>
<td>+27 %</td>
</tr>
<tr>
<td>18. Australia</td>
<td>94 500</td>
<td>+1 %</td>
</tr>
<tr>
<td>19. Belgium</td>
<td>94 000</td>
<td>+11 %</td>
</tr>
<tr>
<td>20. Austria</td>
<td>76 144</td>
<td>+8 %</td>
</tr>
</tbody>
</table>

* Preliminary statistics

### Foreign overnights from different regions to Finland in 2019*

- **Africa**: 0%
- **Europe**: 0%
- **Asia**: 18% (+13%)
- **Rest of Europe**: 49% (Y-o-Y change in overnights +5%)
- **America**: 6% (+9%)
- **Scandinavia**: 13% (+/- 0%)
- **Russia**: 12% (-1%)

###anked Markets Continued

- **LAPLAND**: 1.8M foreign overnights, 2019 vs. 2018 change +3%, 25% share of all overnights in Finland
- **LAKELAND**: 1.1M overnights, Change -4%, 16% share
- **HELSINKI METROPOLITAN AREA**: 3.0M overnights, Change +5%, 43% share

Source: Visit Finland’s Statistics Service Rudolf, Statistics Finland
DECEMBER AS POPULAR AS JULY AND AUGUST AMONG FOREIGN VISITORS

Overnights by foreign visitors increased especially in May as well as from August until October.

Winter months from December to March together with high summer season (Jun-Aug) perform strong, while April remains the most quiet month regarding the foreign visitors.

Source: Visit Finland’s Statistics Service Rudolf, Statistics Finland
In 2019, the Helsinki metropolitan area continued as the most popular travel area with a 43% share of all foreign overnights spent in Finland. The number of overnights totaled 3.0 million.

Lapland and especially winter travel to Lapland continued to perform strong with 1.8 million overnight stays.

Both Coast & Archipelago and Lakeland regions counted with 1.1 million registered foreign overnights in 2019. Overnight stays in Coast & Archipelago area increased by 6% with a strong growth from Europe and Asia. Lakeland experienced a decline in overnights as travel from Russia decreased clearly compared to the previous year.
VISITORS MOSTLY FROM EUROPE, BIGGEST GROWTH FROM ASIA

LAPLAND
1.8M foreign overnights, 2019 vs. 2018 change +3%, 25% share of all overnights in Finland

COAST & ARCHIPELAGO
1.1M overnights, Change +6%, 16% share

HELSINKI
3.0M overnights, Change +5%, 43% share

LAKELAND
1.1M overnights, Change -4%, 15% share

Source: Visit Finland’s Statistics Service Rudolf, Statistics Finland
CONTINUOUS GROWTH IN HELSINKI AND LAPLAND

The positive trend with overnight visitors in Helsinki region continued already for the sixth year in row. In 2019, foreign overnights increased by nearly 140 000 compared to the previous year. Overnights increased especially from China, France, Germany and Estonia.

The increase in foreign overnights continued also in Lapland. British travelers were still clearly the biggest visitor group even though their overnights decreased by nearly 14 000 (-4%) due to clearly less travel to Finland in July and December compared to previous year. Lapland experienced positive growth last year especially from France, USA, Germany and China.

Foreign overnights in the Coast & Archipelago region increased by 6% due to more visitors especially from Germany, Estonia, Italy, Philippines and India.

Lakeland experienced a decline in foreign overnights compared to the previous year. As Russians count for one third of all foreign visitors in the region, their impact is big for the overall performance of the whole region. Russian overnights decreased with nearly 17 000 (-4%).

Top 5 countries of origin in each region 2019 & and their share of all foreign overnights in the region

<table>
<thead>
<tr>
<th>Helsinki 3.0M overnights/share</th>
<th>CGA 1.1M overnights / share</th>
<th>Lakeland - 1.1M overnights</th>
<th>Lapland 1.8M overnights / share</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Russia 256 700 8%</td>
<td>1. Sweden 275 600 25%</td>
<td>1. Russia 381 900 34%</td>
<td>1. UK 306 600 17%</td>
</tr>
<tr>
<td>2. China&amp;HK 254 000 8%</td>
<td>2. Germany 124 400 11%</td>
<td>2. Germany 109 900 10%</td>
<td>2. Germany 184 700 10%</td>
</tr>
<tr>
<td>3. Germany 241 600 8%</td>
<td>3. Russia 79 200 7%</td>
<td>3. Estonia 64 600 6%</td>
<td>3. France 184 700 10%</td>
</tr>
<tr>
<td>4. USA 214 700 7%</td>
<td>4. Estonia 68 000 6%</td>
<td>4. Sweden 60 300 5%</td>
<td>4. Netherlands 122 600 7%</td>
</tr>
<tr>
<td>5. UK 190 200 6%</td>
<td>5. Norway 37 700 3%</td>
<td>5. China&amp;HK 49 800 4%</td>
<td>5. China&amp;HK 107 900 6%</td>
</tr>
</tbody>
</table>

Average change 2015-2019:
- Helsinki: +7%
- Coast & Archipelago: +1%
- Lakeland: -2%
- Lapland: +10%

Source: Visit Finland’s Statistics Service Rudolf, Statistics Finland
Both winter and summer tourism increased last year in Finland. Opposite to the previous years, foreign overnights increased clearly more during the summer season than during the winter. In total, overnight stays increased with 200,000 in summer, and with 43,000 in winter.
SEASONAL OVERNIGHTS 2019

- Russia and United Kingdom were the biggest countries of origin during the winter season 2018-2019. Overnights by Russian visitors decreased, while overnights by Britons increased especially during December 2018 to Lapland. Interest towards winter travel to Finland increased the most in United States, Belgium, China, France, Austria, and Australia.

- Travel to Finland during the summer months increased in several markets last year. The top 3 countries of origin were the same ones as last year, but the order changed – Russia came first with clearly more overnights in Helsinki region, and Germany surpassed Sweden for the first time when comparing the overnights in summer season.
Winter travel continued its strong growth in Lapland, while in other main regions foreign overnights decreased during the winter compared to the previous year.

On the other hand, foreign overnights increased during summer season in nearly all main regions – only in Lakeland foreign overnights decreased slightly when comparing to the previous summer.
PURPOSE OF TRAVEL TO FINLAND

- Little less than two-thirds of foreign overnight stays were for leisure purposes. However, business travel increased slightly more than leisure travel last year.

- Winter and summer months are the most popular times of traveling to Finland for leisure purposes. In autumn as well as in May, the foreign overnights are distributed equally among leisure and business travel.

Source: Visit Finland’s Statistics Service Rudolf, Statistics Finland
MAIN REGIONS: PURPOSE OF TRAVEL

- Helsinki area is getting more and more popular among the leisure travellers especially during the summer months.
- In the Coast & Archipelago area the peak for leisure travel is clearly in July, while overnight stays for business purposes are more even throughout the year.
- Two thirds of the foreign visitors to Lakeland area come there for leisure purposes. Summer months are the most popular ones, but some parts of Lakeland also attract foreign travellers in certain winter months.
- Lapland is clearly a winter and leisure destination for foreign travellers.

Source: Visit Finland's Statistics Service Rudolf, Statistics Finland
ACCOMMODATION REVENUE AND OCCUPANCY RATES

- Both foreign and domestic accommodation sales have increased significantly, mainly due to the higher price level. The average room price was around €90 in 2013 and €108 in 2019. Foreign travelers paid an average of €13 more per a night than domestic travelers in 2019.

- Domestic demand for accommodation peaked in July, when the room occupancy rate reached 60%. The peak of foreign demand was in December, when foreign accommodation revenue also exceeded domestic accommodation revenue.
MAIN REGIONS: ACCOMMODATION REVENUE AND OCCUPANCY RATES

Source: Visit Finland's Statistics Service Rudolf, Statistics Finland
Find out more on our website

- Statistics Service Rudolf & Visit Finland’s Monthly report
- Links to our Accommodation reports
- Links to our Surveys