

**BUSINESS  
FINLAND  
VISIT FINLAND**

# Foreign Overnights in Finland 2019



Source: Visit Finland's Statistics Service Rudolf, Statistics Finland.  
The figures are based on preliminary data.

March 23, 2020

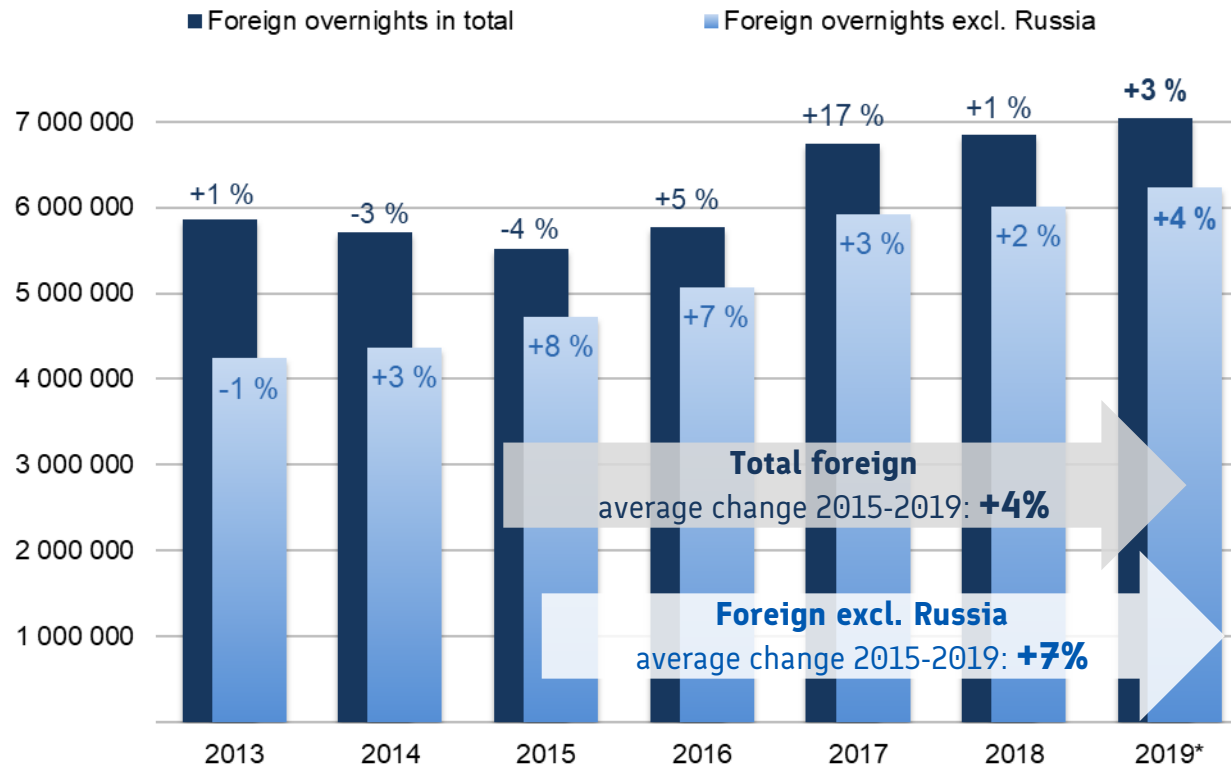
# FOREIGN OVERNIGHTS REACHED A NEW RECORD IN 2019

## FOREIGN OVERNIGHTS IN 2019\*

**7.0 million**

**+3% growth compared to 2018**

### Foreign overnights in Finland 2013-2019



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.

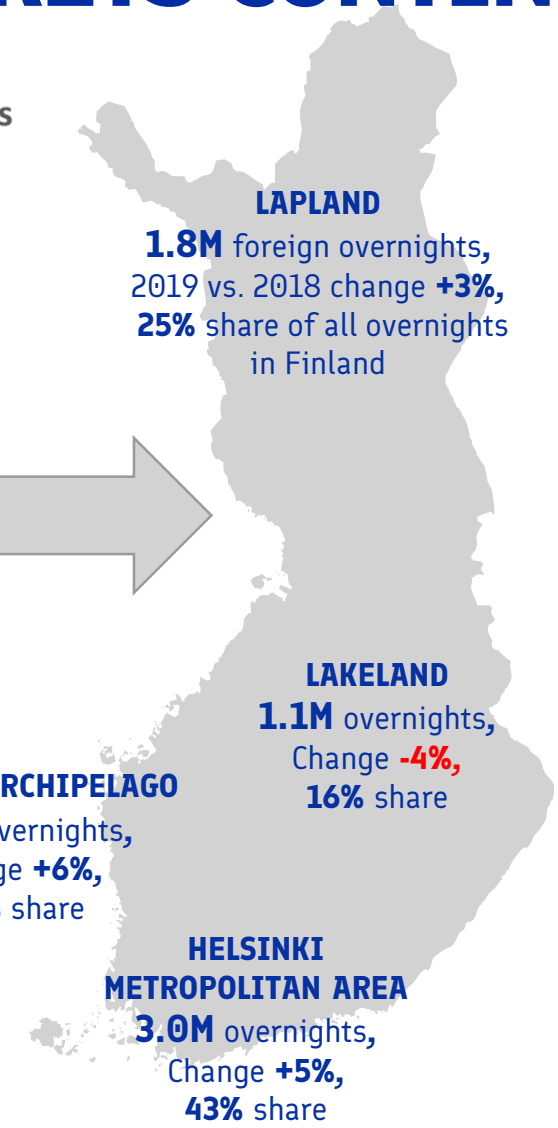
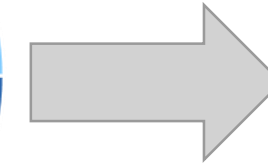
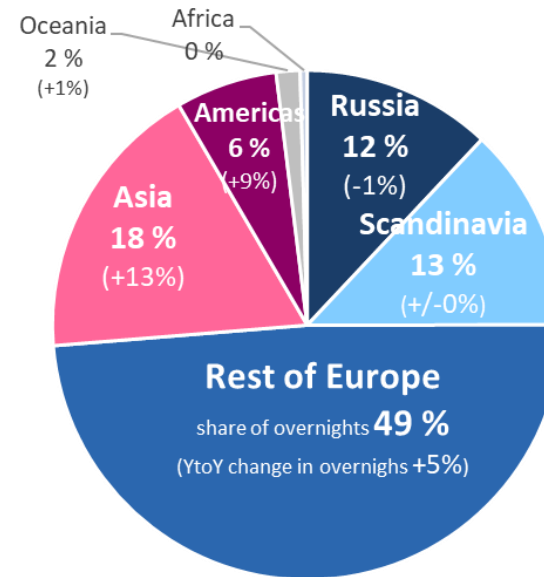
\* ) preliminary statistics

# POSITIVE GROWTH FROM SEVERAL MARKETS CONTINUED

## Top 20 countries of origin in 2019\*

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

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



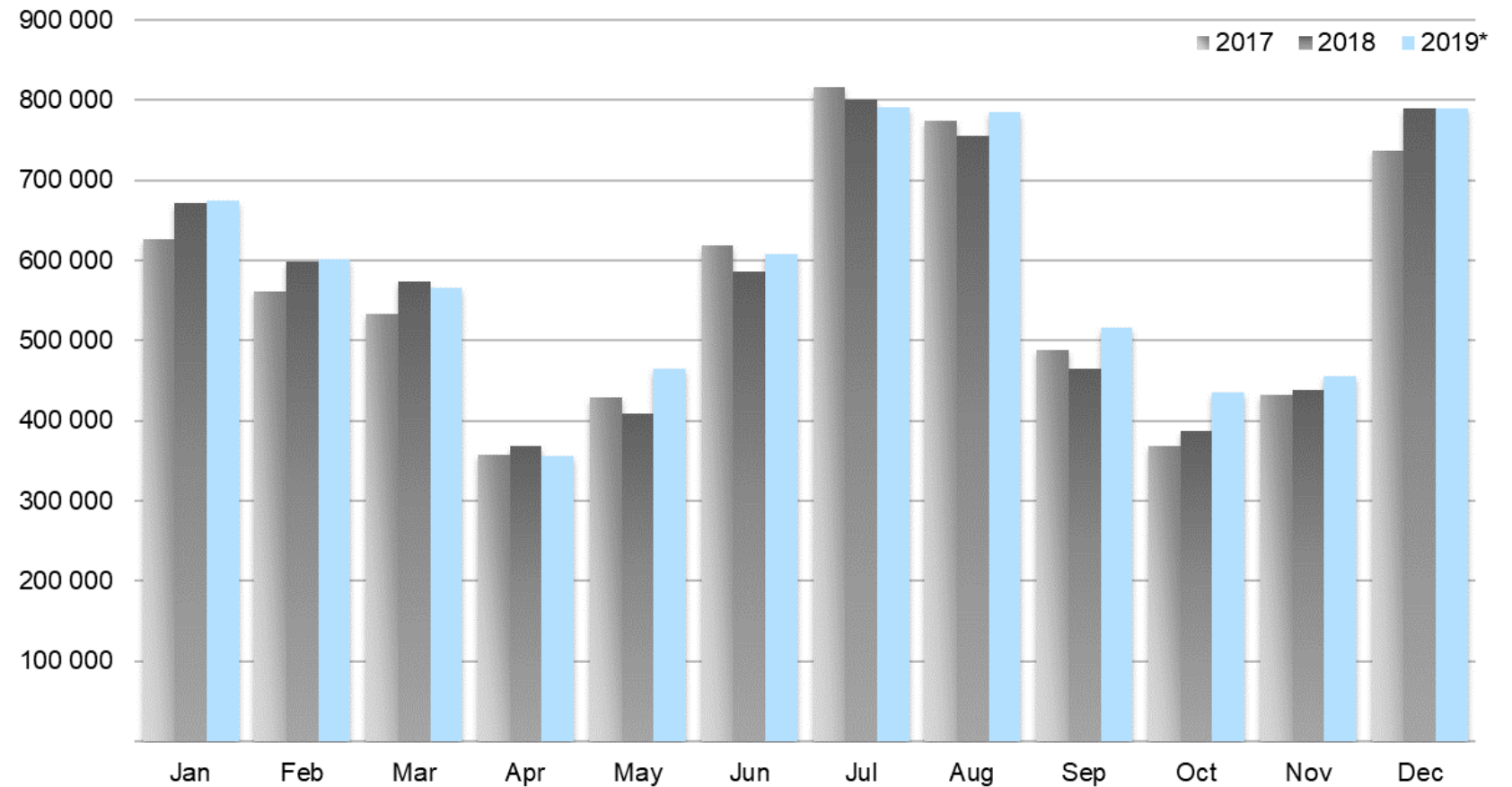
\*) preliminary statistics

# 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.

Monthly foreign overnights in Finland 2017-2019\*





# MAIN TRAVEL REGIONS IN FINLAND

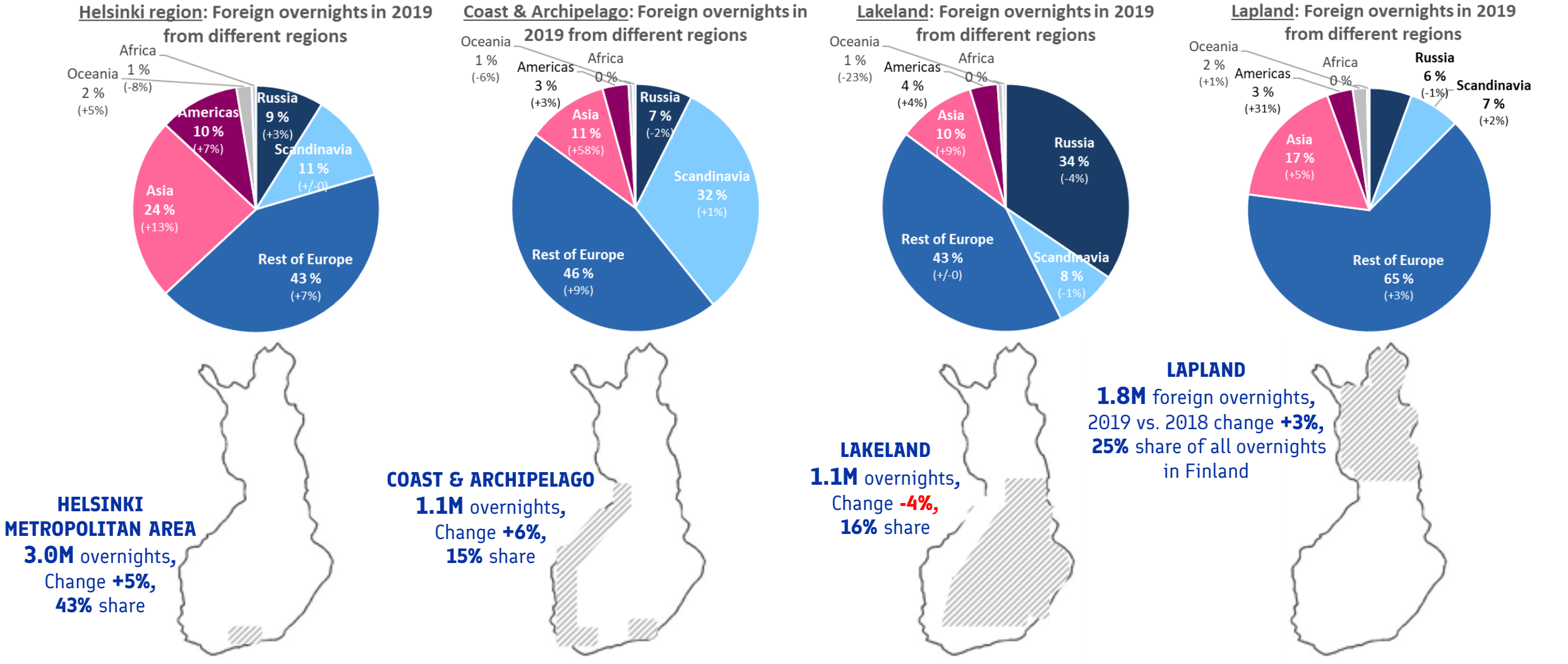
In 2019, **the Helsinki metropolitan area** continued as the most popular travel area with a **43%** share of all foreign overnights spent in Finland. The number of overnights totaled **3.0 million**.

**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



# CONTINUOUS GROWTH IN HELSINKI AND LAPLAND

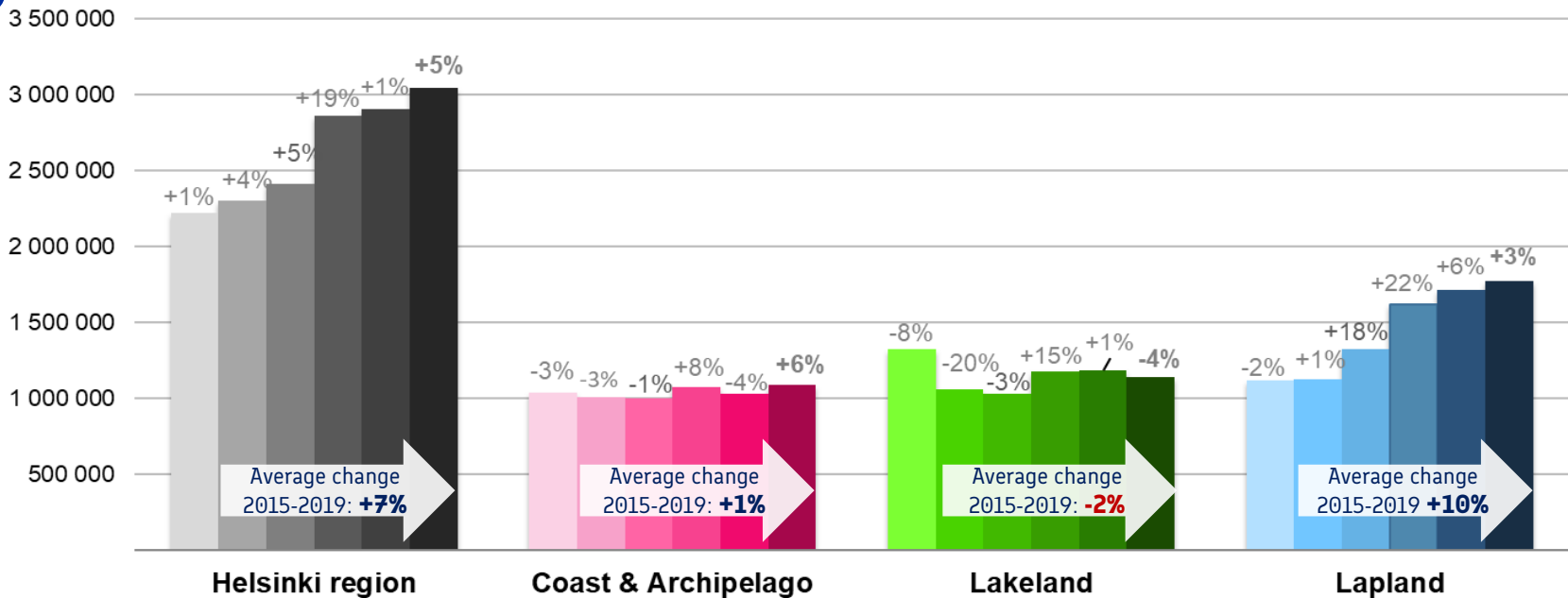
The positive trend with overnight visitors in **Helsinki** region continued already for the sixth year in row. In 2019, foreign overnights increased by nearly 140 000 compared to the previous year. Overnights increased especially from **China, France, Germany** and **Estonia**.

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%).

Foreign overnights 2014-2019 in main regions in Finland and YtoY change (%)



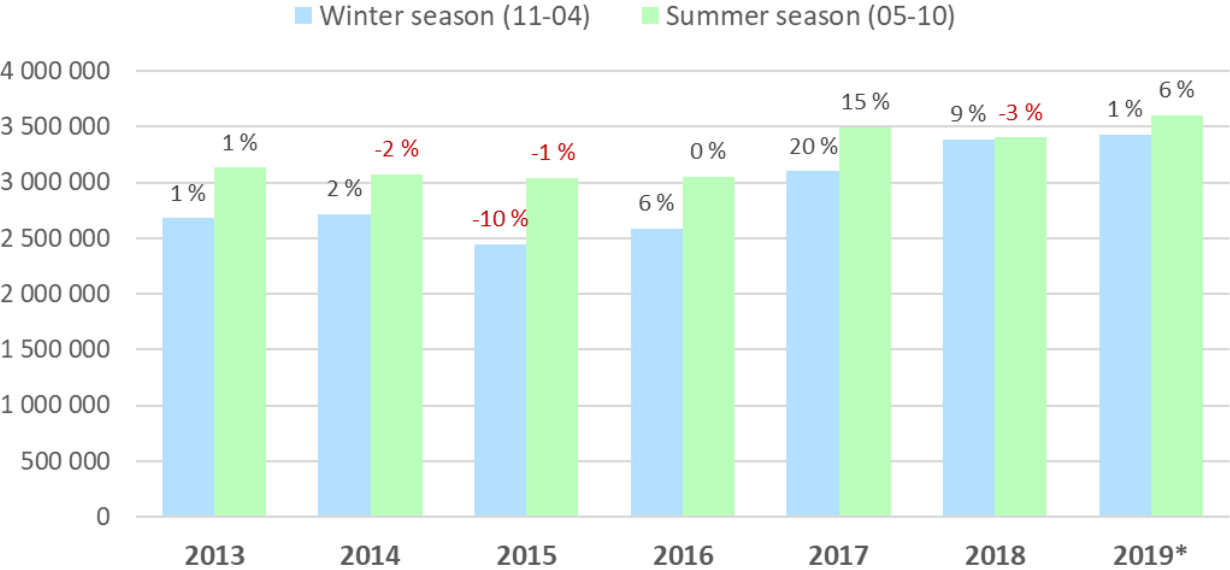
Top 5 countries of origin in each region 2019 & and their share of all foreign overnights in the region

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

# SEASONAL OVERNIGHTS 2019

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.

Foreign overnights in winter and summer seasons 2013-2019 and YtoY change%



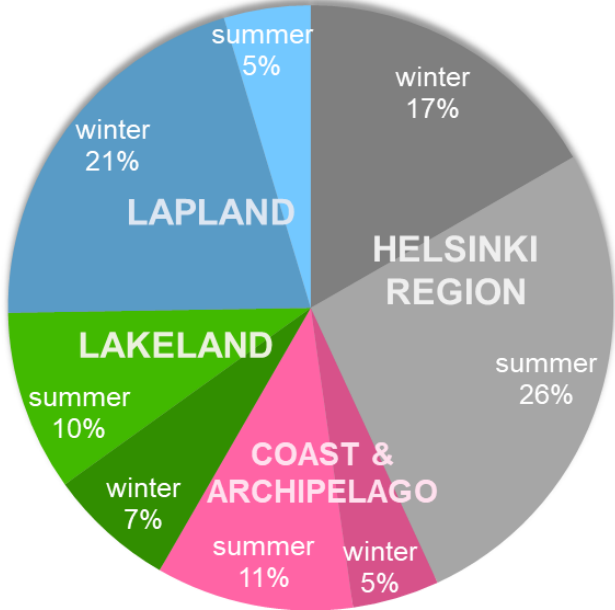
## WINTER 2018-2019

**3.4M overnights, +1%**  
49% share of all overnights

## SUMMER 2019

**3.6M overnights, +6%**  
51% share of all overnights

Share of foreign overnights by region and by season 2019\*

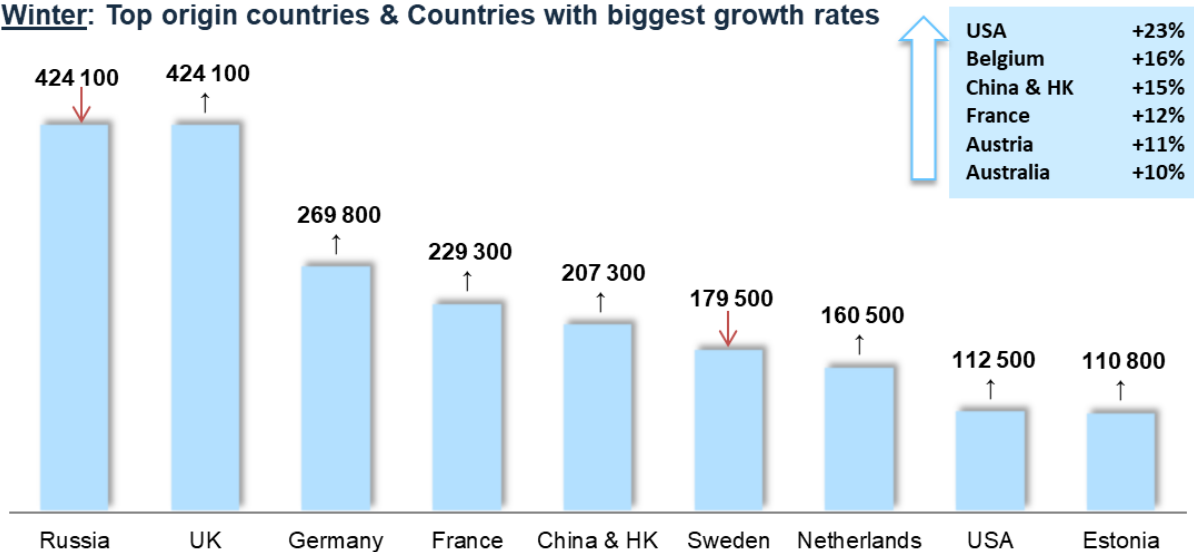




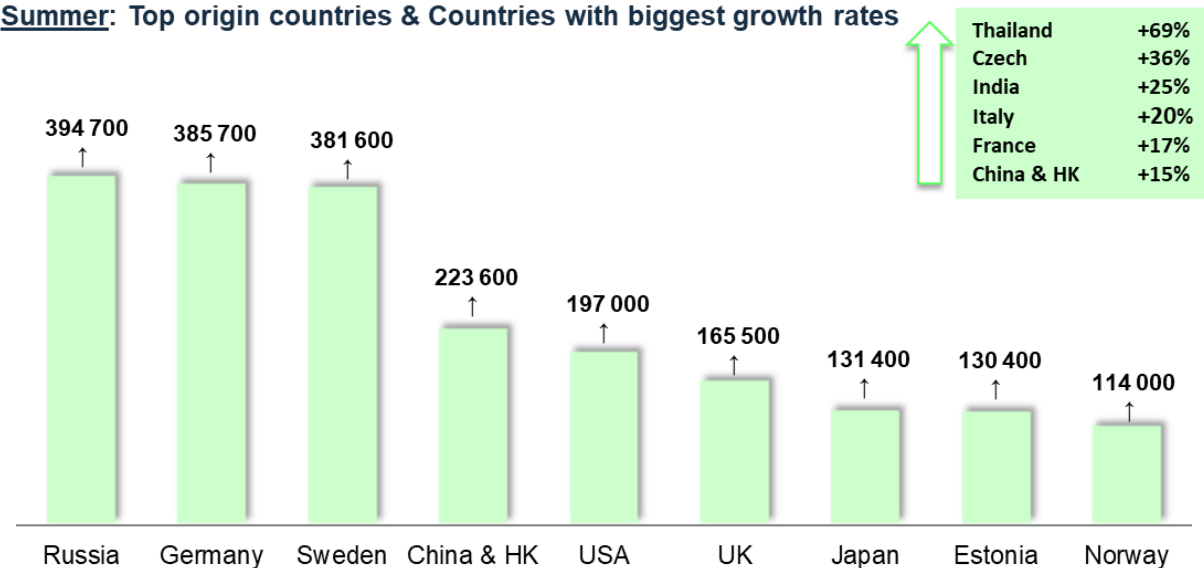
# SEASONAL OVERNIGHTS 2019

- ❖ 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: Top origin countries & Countries with biggest growth rates**



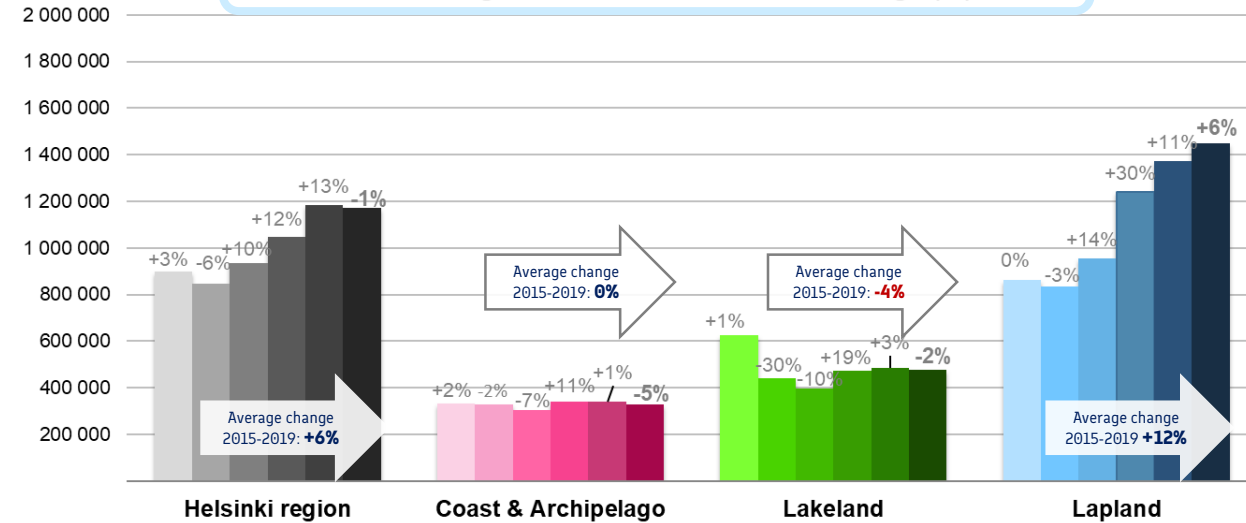
**Summer: Top origin countries & Countries with biggest growth rates**



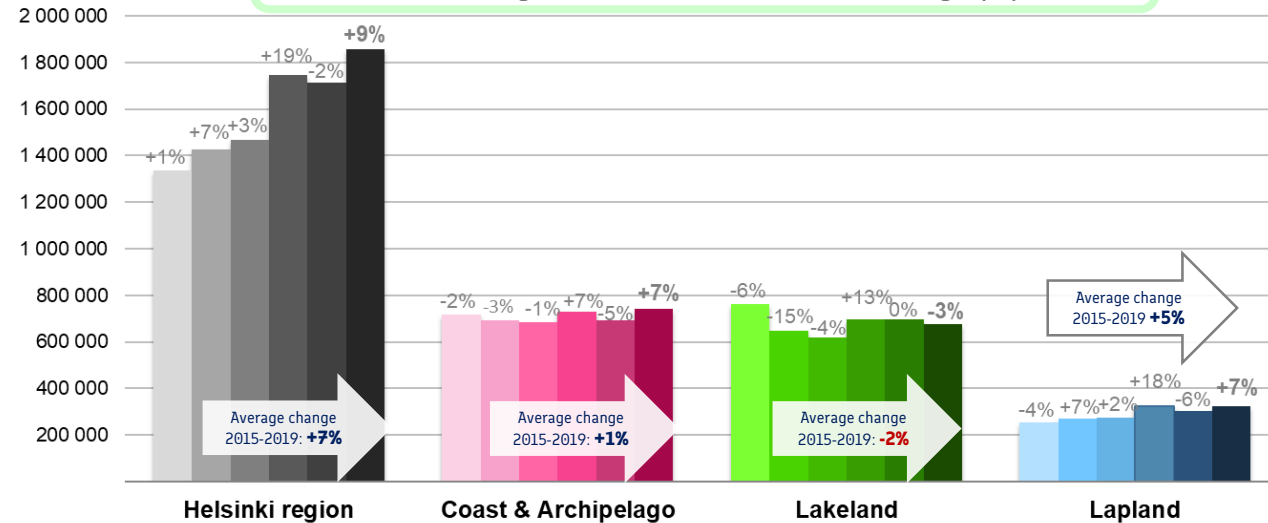
# SEASONAL OVERNIGHTS 2019

- ❖ 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.

**Foreign overnights during winter seasons (Nov-Apr) 2014-2019  
in main regions in Finland, and YtoY change (%)**



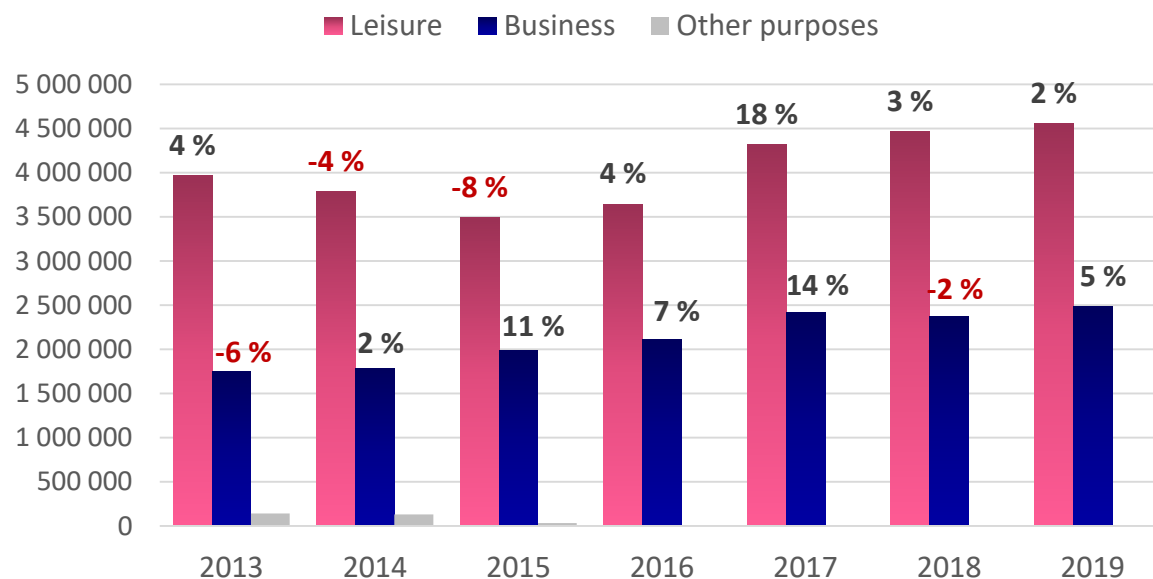
**Foreign overnights during summer seasons (May-Oct) 2014-2019  
in main regions in Finland, and YtoY change (%)**



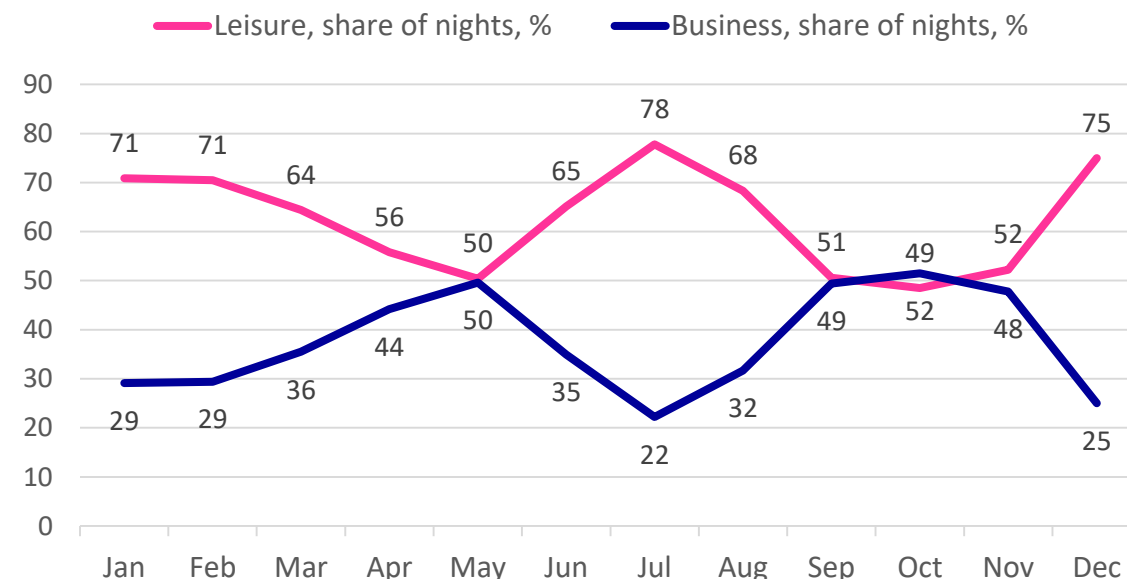
# PURPOSE OF TRAVEL TO FINLAND

- ❖ 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.

Foreign overnights for leisure, business and other purposes in Finland 2013-2019 and year-on-year change



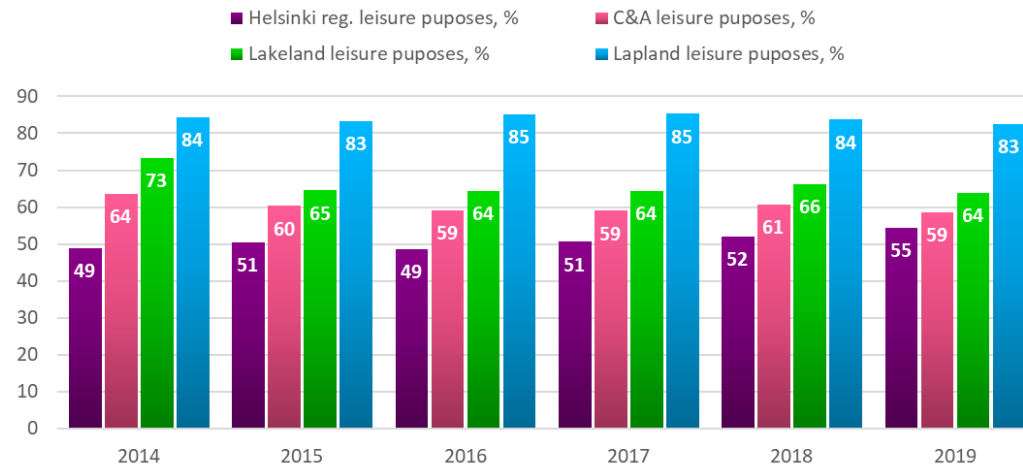
Whole Finland: Share of foreign overnights for leisure and business purposes in 2019



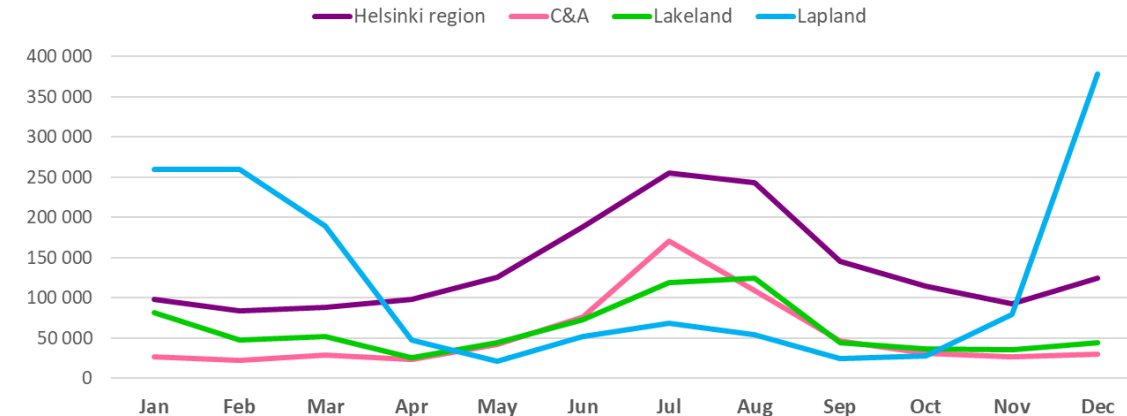
# MAIN REGIONS: PURPOSE OF TRAVEL

- ❖ 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.

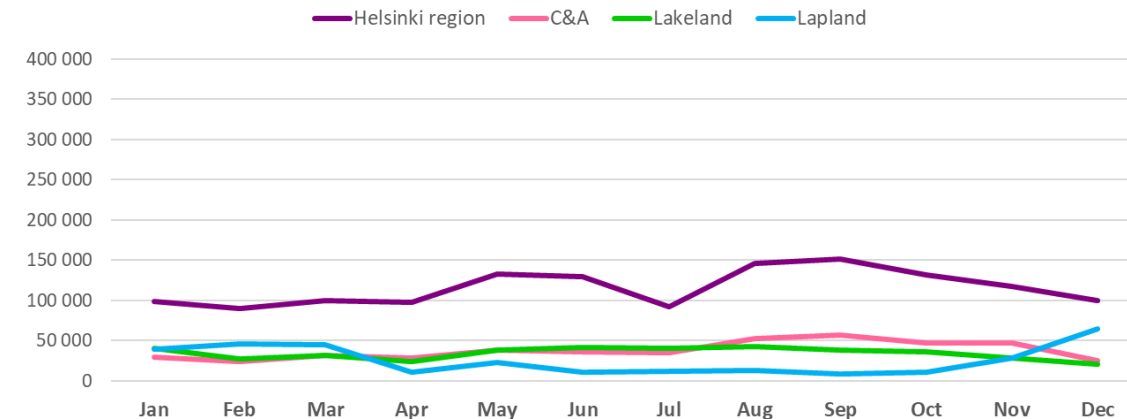
Share of foreign overnights for leisure purposes in main travel regions in Finland



Number of foreign overnight stays for leisure purposes in different regions in 2019



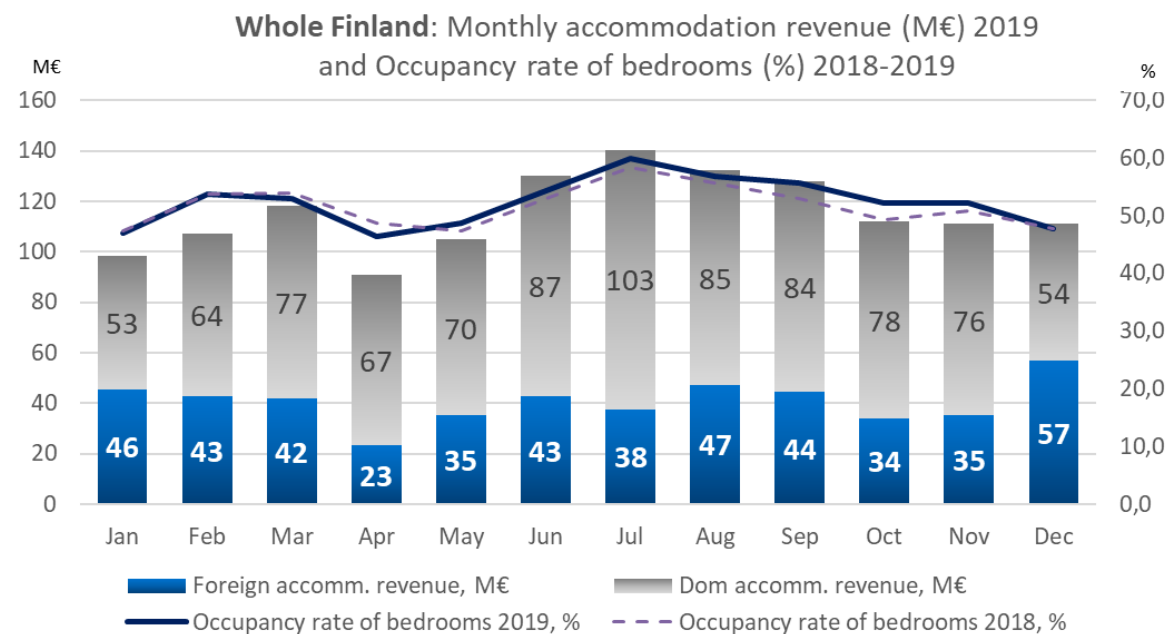
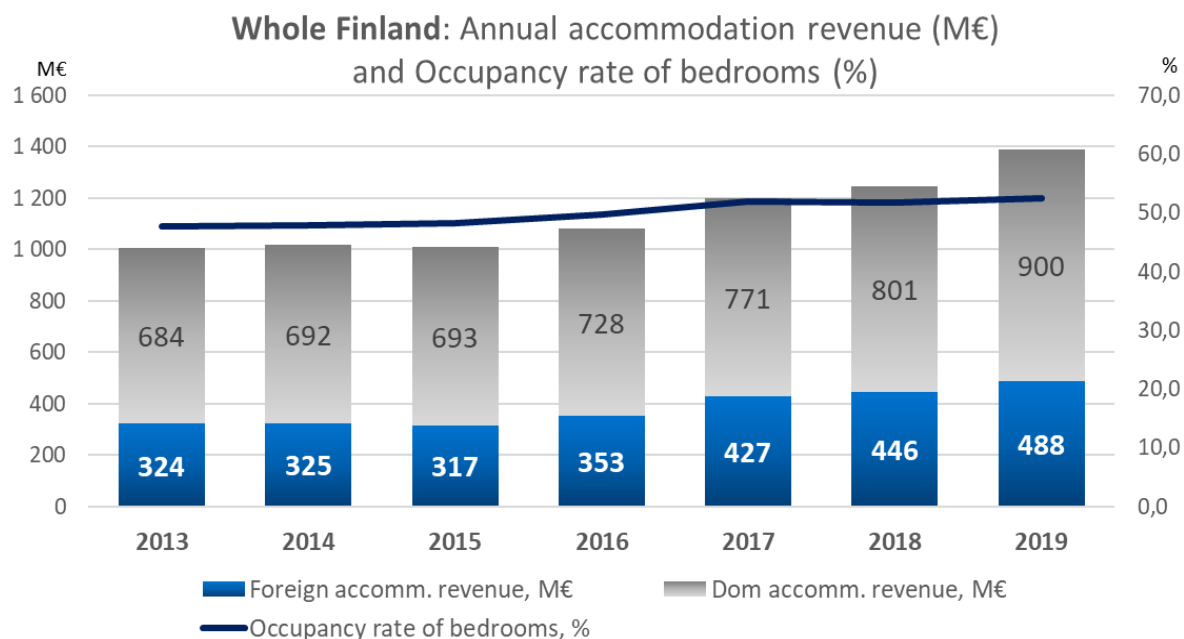
Number of foreign overnight stays for business purposes in different regions in 2019





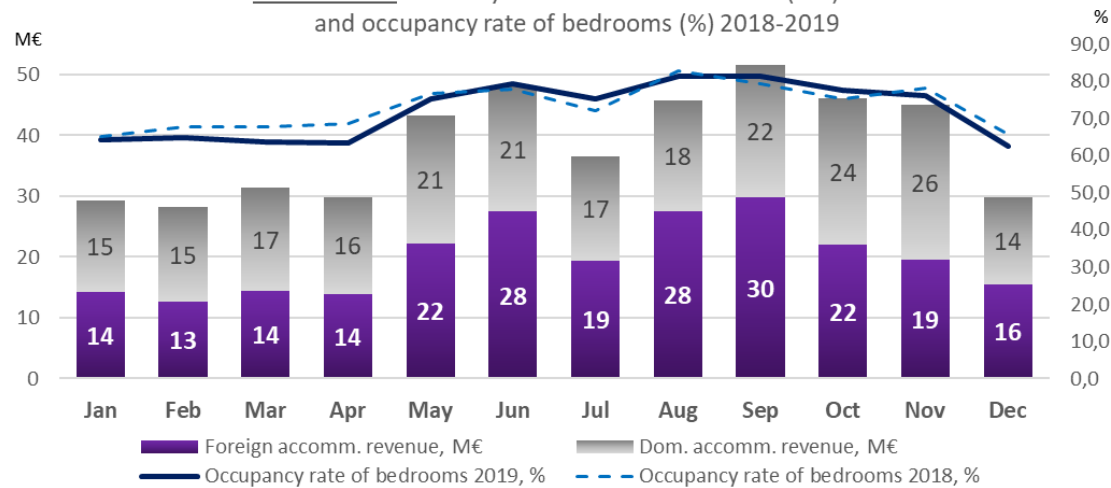
# ACCOMMODATION REVENUE AND OCCUPANCY RATES

- ❖ 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.

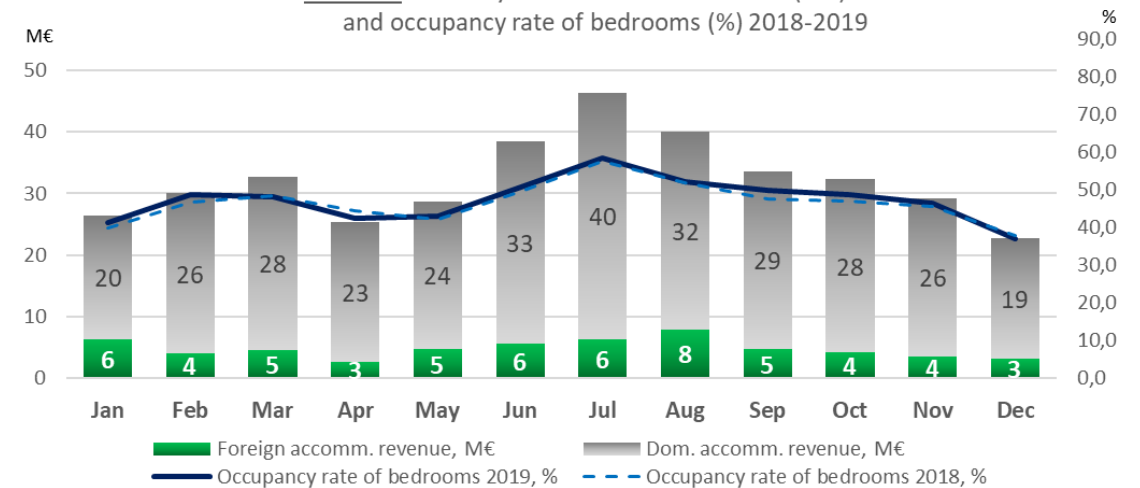


# MAIN REGIONS: ACCOMMODATION REVENUE AND OCCUPANCY RATES

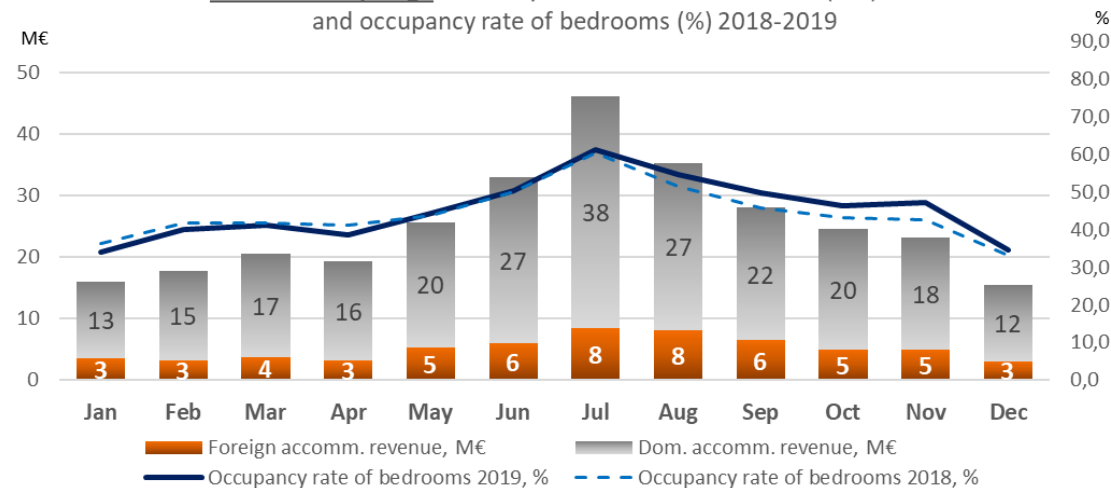
Helsinki area: Monthly accommodation revenue (M€) 2019 and occupancy rate of bedrooms (%) 2018-2019



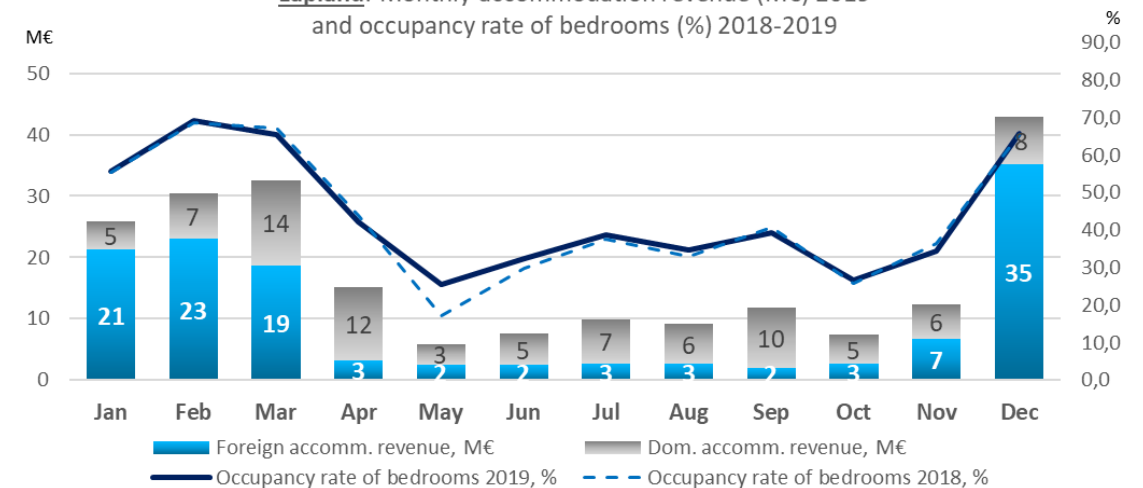
Lakeland: Monthly accommodation revenue (M€) 2019 and occupancy rate of bedrooms (%) 2018-2019



Coast & Archipelago: Monthly accommodation revenue (M€) 2019 and occupancy rate of bedrooms (%) 2018-2019



Lapland: Monthly accommodation revenue (M€) 2019 and occupancy rate of bedrooms (%) 2018-2019





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