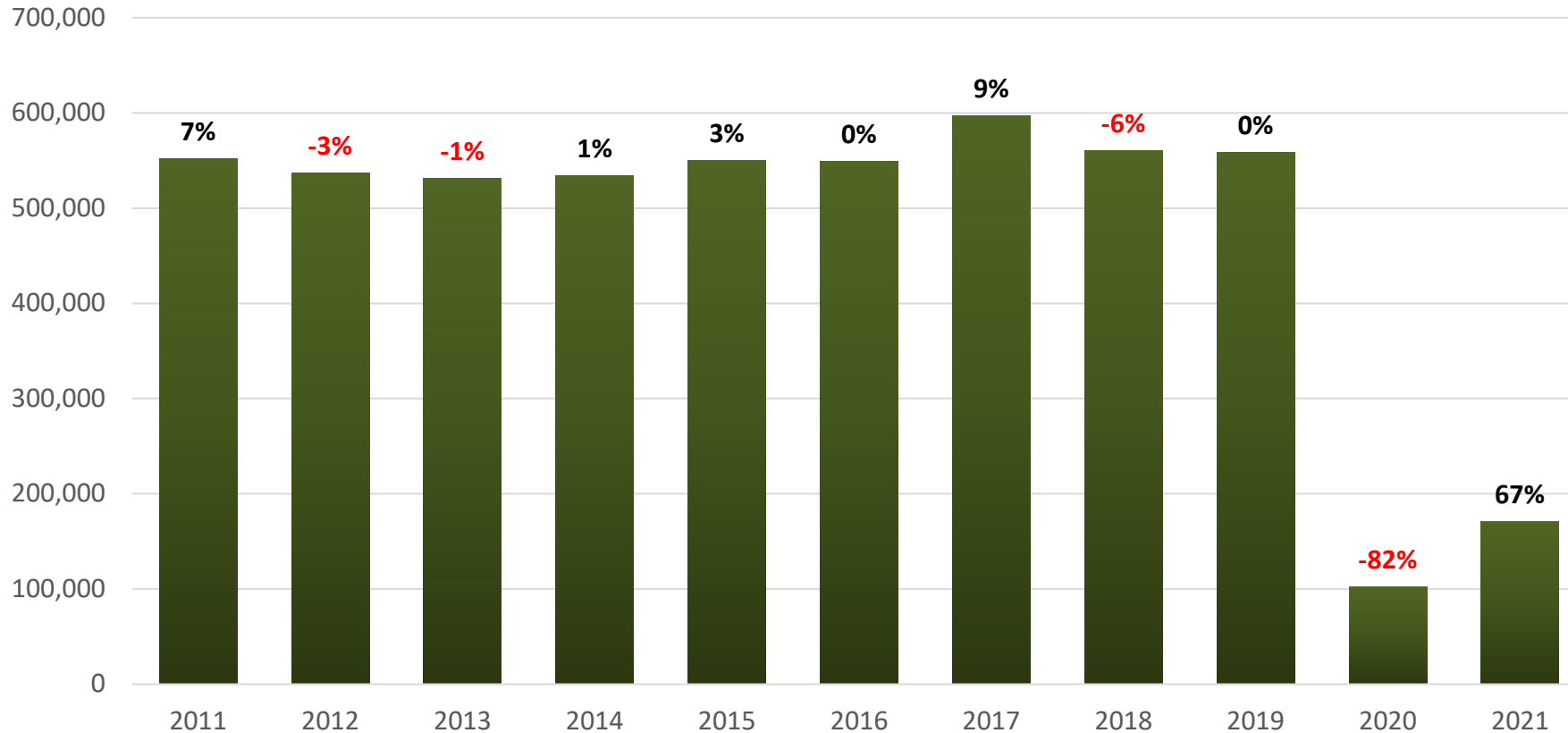


Sweden – Market Insights



Visit Finland

Sweden – overnights in Finland 2011-2021



2021
170,300 nights
YoY change +67%

2019
558,500 nights
2021 vs. 2019 -69%

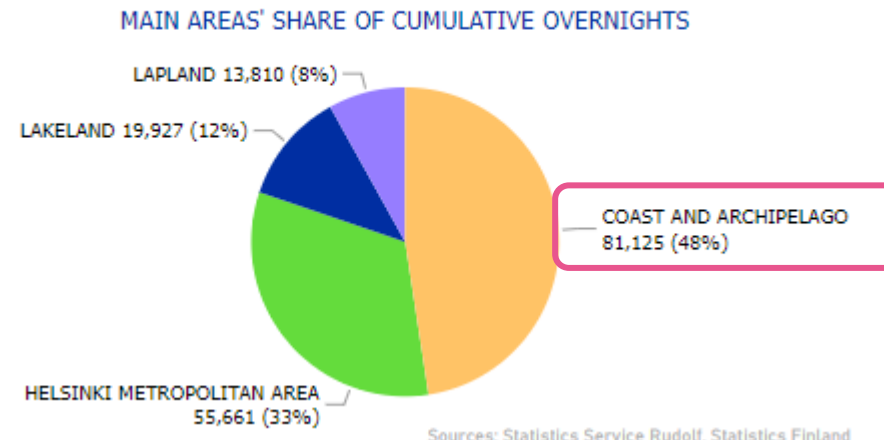
Sweden – overnights in Finland 2021

December
2021

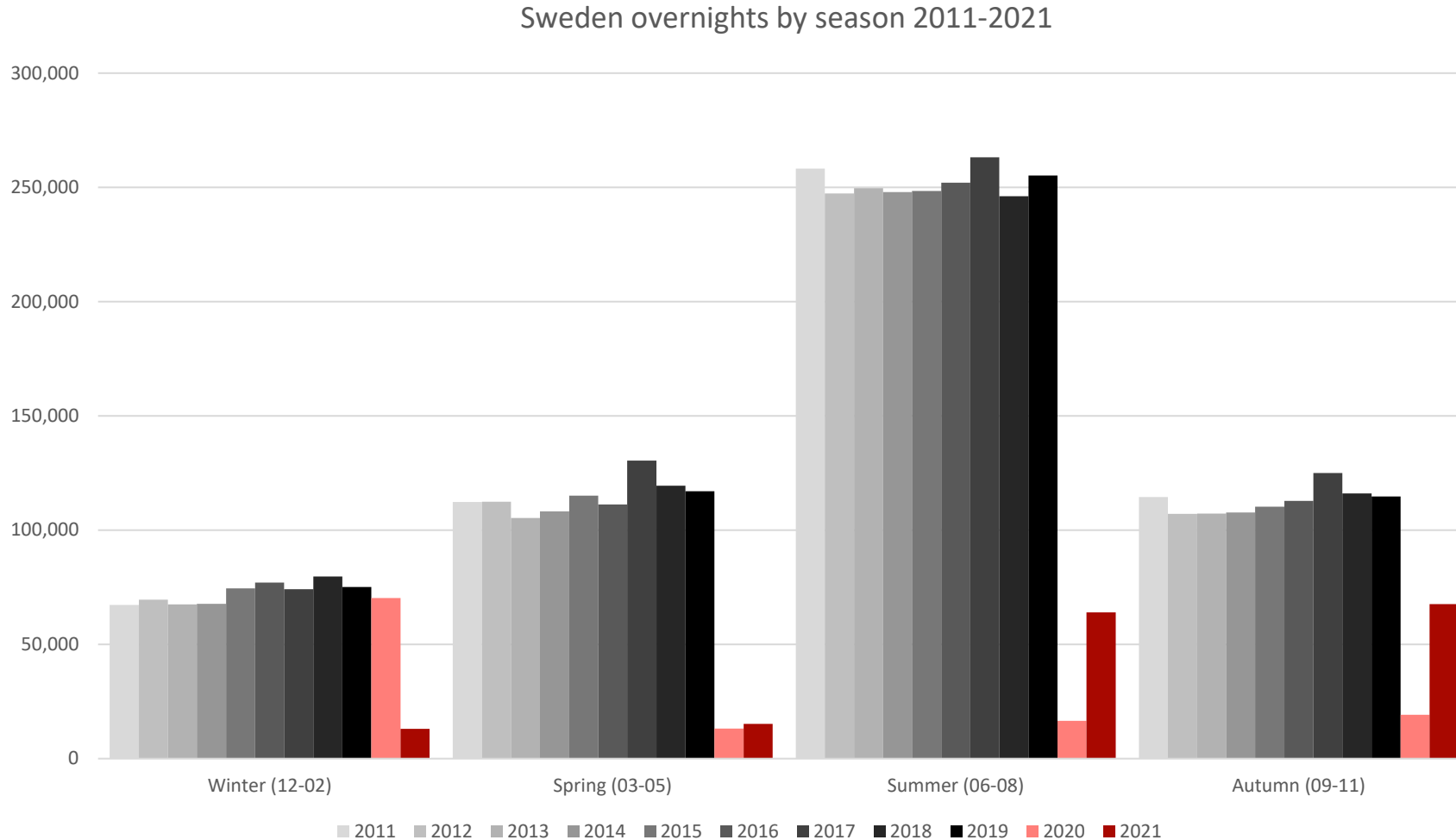
4. OVERNIGHTS IN REGIONS BY TARGET MARKETS

VISIT
FINLAND

Region	Monthly nights spent	Monthly YoY change (%)	Cumulative nights spent	Cum. YoY change (%)
Uusimaa 1 (Helsinki Metropolitan Area)	7,873	461 ▲	55,661	38 ▲
Åland	1,776	148 ▲	46,717	219 ▲
Lapland	1,821	246 ▲	12,555	31 ▲
Ostrobothnia	434	32 ▲	6,987	59 ▲
Pirkanmaa	600	466 ▲	6,281	18 ▲
North Ostrobothnia (excl. Kuusamo)	338	-7 ▼	6,071	43 ▲
Satakunta	153	11 ▲	4,989	82 ▲
Central Finland	416	343 ▲	3,687	86 ▲
Uusimaa 2 (excl. Helsinki Metropolitan Area)	204	974 ▲	2,832	73 ▲
Päijät-Häme	227	1 ▬	2,815	53 ▲
South Ostrobothnia	109	127 ▲	1,613	90 ▲
Kymenlaakso	121	365 ▲	1,357	51 ▲
Kuusamo	78	-63 ▼	1,255	38 ▲
Kainuu	173	1053 ▲	1,198	89 ▲
Kanta-Häme	48	23 ▲	1,099	89 ▲
South Karelia	49	172 ▲	962	45 ▲



Seasonality of Swedish overnights in Finland (pre-Covid19)



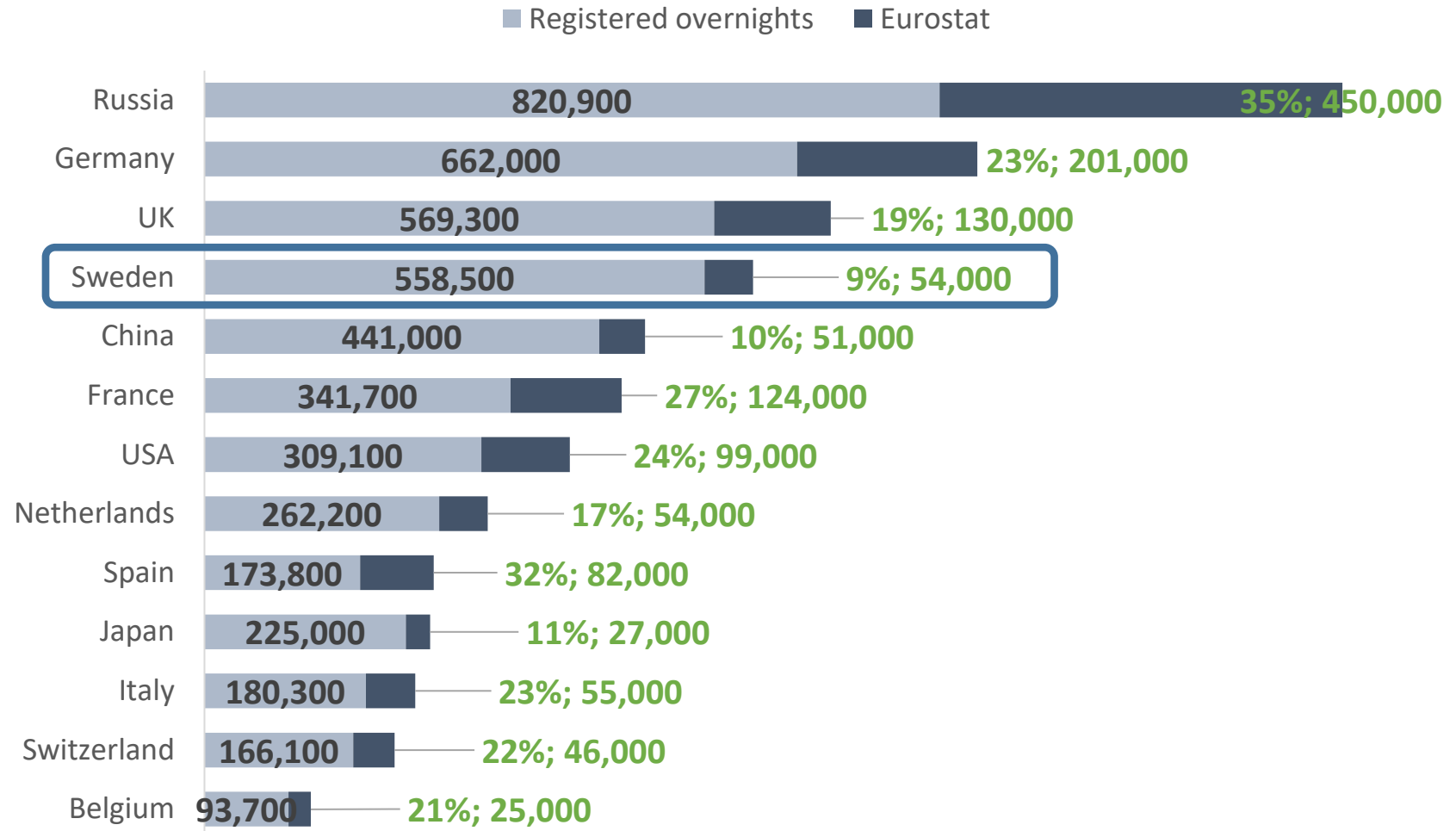
- Summer has traditionally been the most popular time for Swedes to travel to Finland
- In summer 2019 46% of overnights were spent during the summer months
- However, in 2021 Autumn was the most popular season with 42% share, whereas summer travel attracted 40%. Restricted border traffic due to the pandemic evidently played a part in this shift
- Sweden has a 12% share of all foreign travellers during the summer, in the autumn and spring Sweden's share is 8%. During the winter season its share is 4%
- In summer and autumn 2019 Sweden was the second biggest foreign market in Finland

Eurostat – Short Term Rentals

In 2019

- Sweden was the **9th biggest source market**
- Sweden's share of all foreign
 - **registered overnights was 7%**
 - **short-term rentals was 3%**

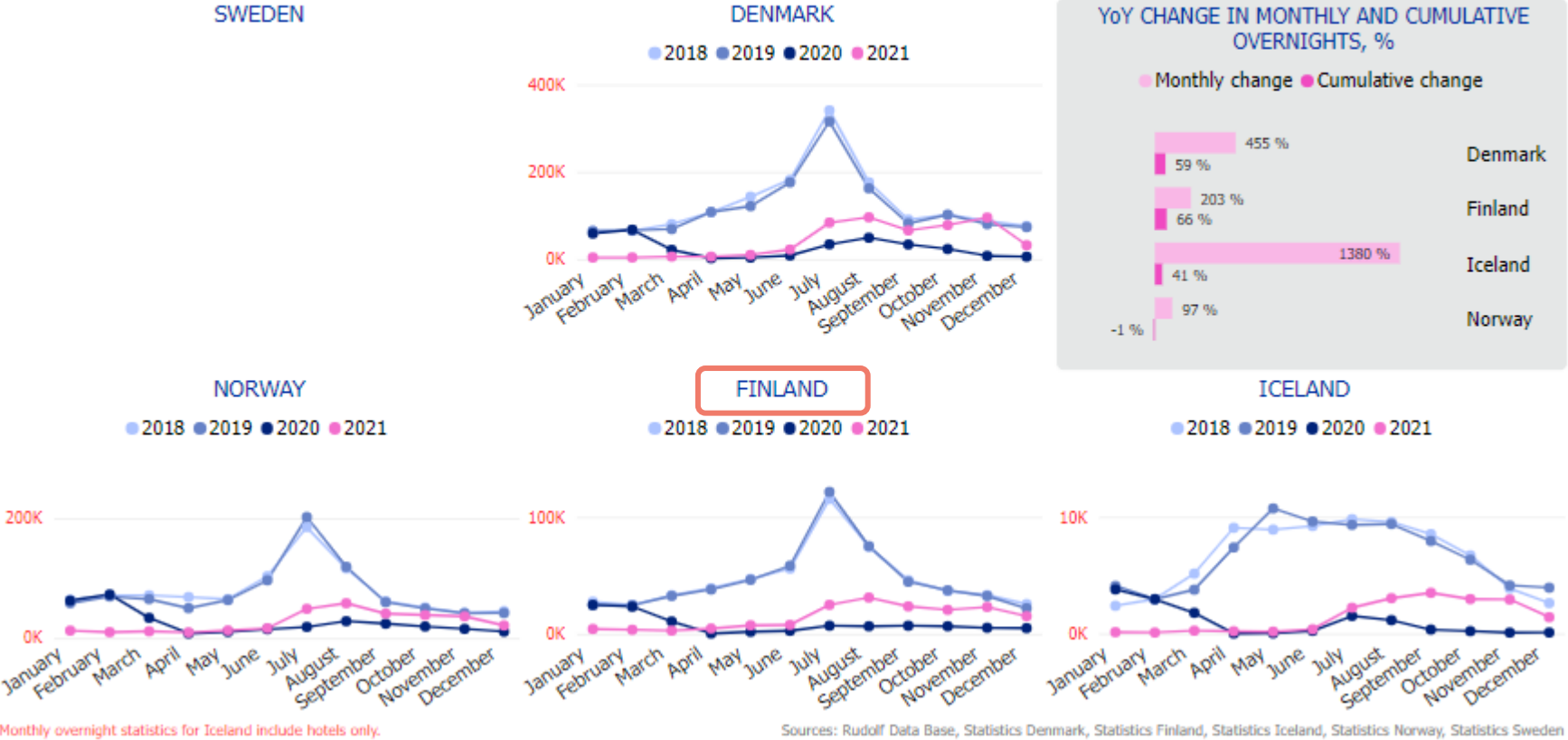
Registered overnights and short-term rentals 2019



Sweden – Overnights in Nordics

2. NORDIC COMPARISON OF OVERNIGHTS BY A TARGET MARKET

Nationality: Year: Month: VISIT FINLAND





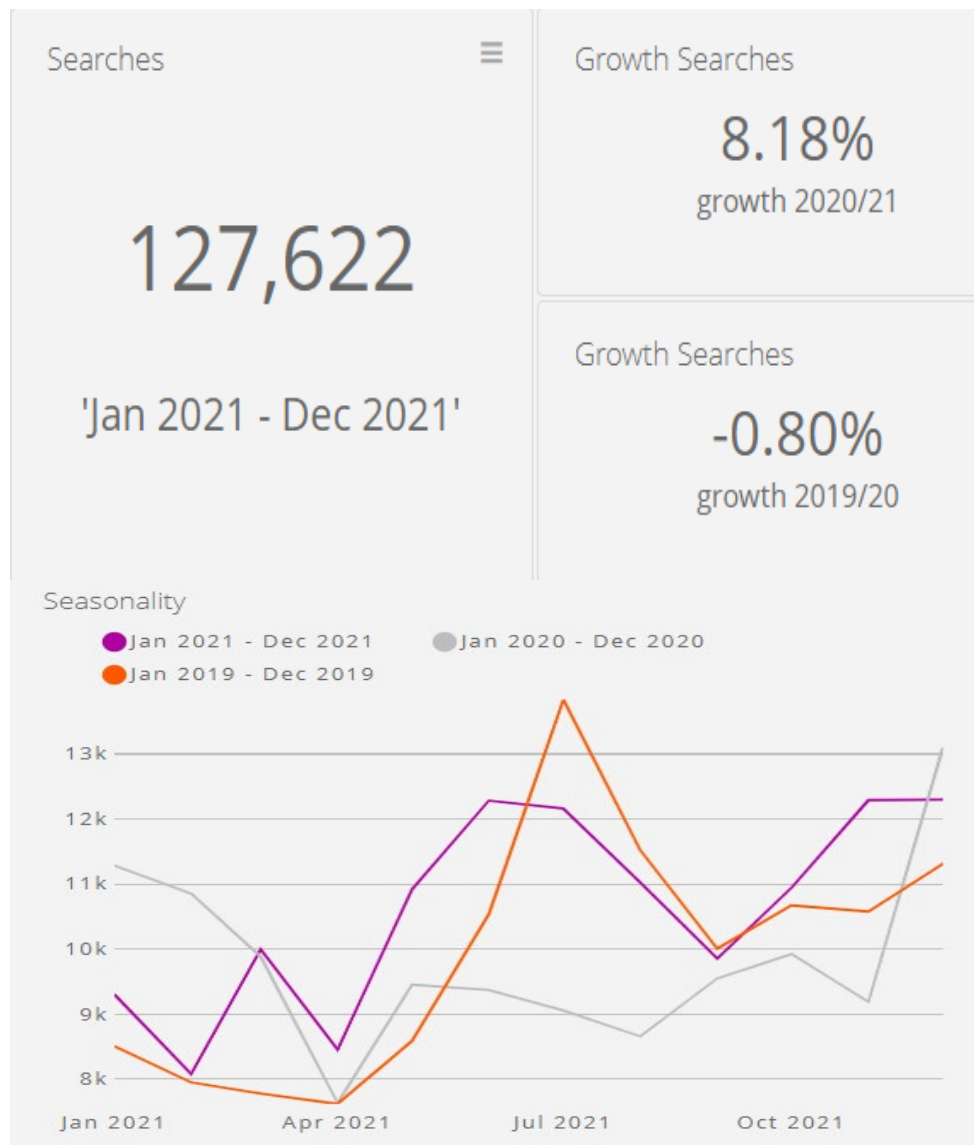
Digital Demand – Travel Related Internet Searches

Year 2021 compared to 2020 and 2019

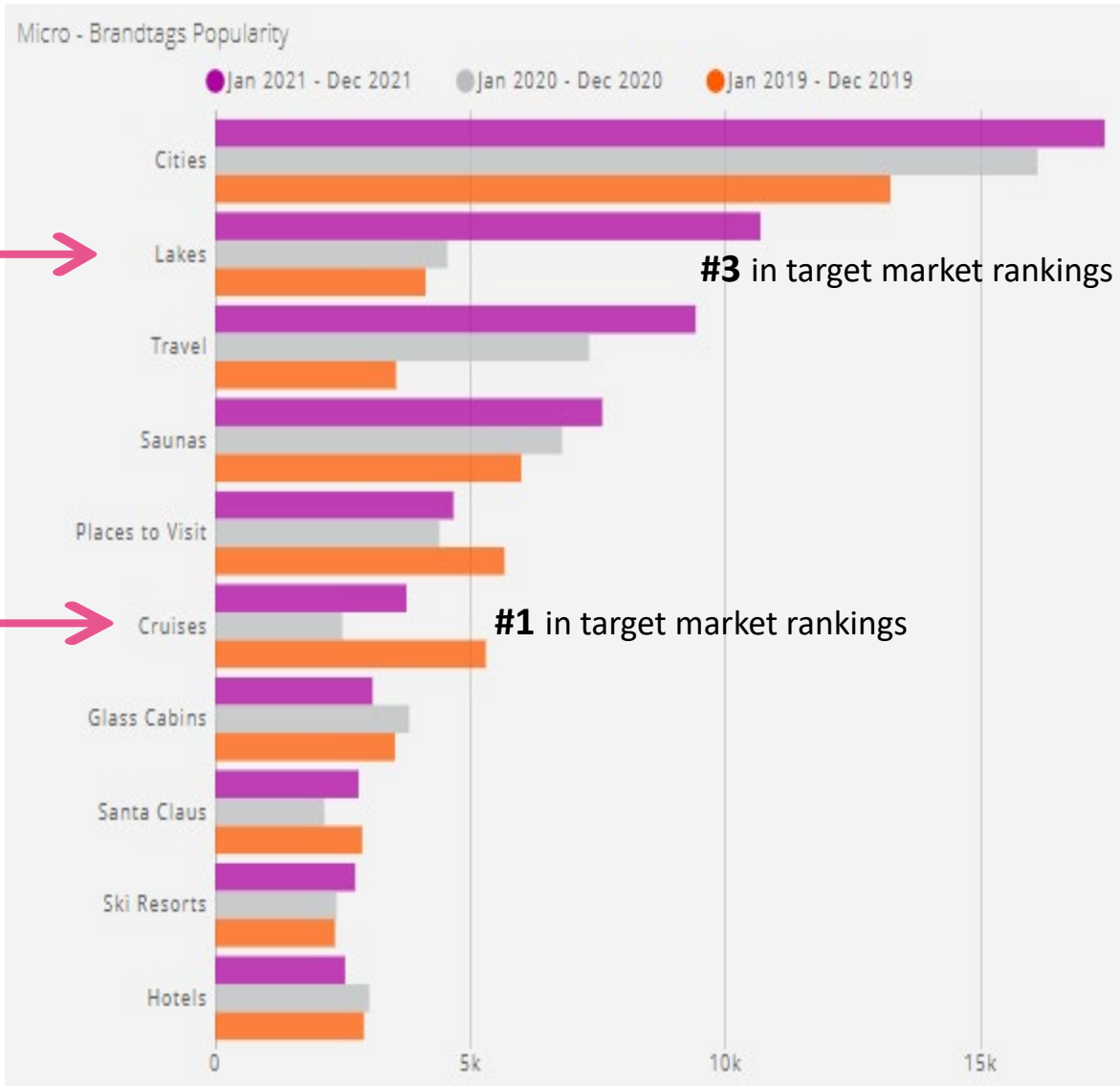
Digital Demand – Travel Related Internet Searches from Sweden

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%
11		India	145,189	11.58%	3.74%
12		Sweden	127,622	8.18%	-0.80%
13		Switzerland	112,178	3.83%	-3.51%
14		Canada	107,616	10.93%	5.28%
15		China	85,324	-57.64%	-63.30%
16		Austria	80,750	7.44%	-5.73%
17		Belgium	71,803	6.53%	5.36%

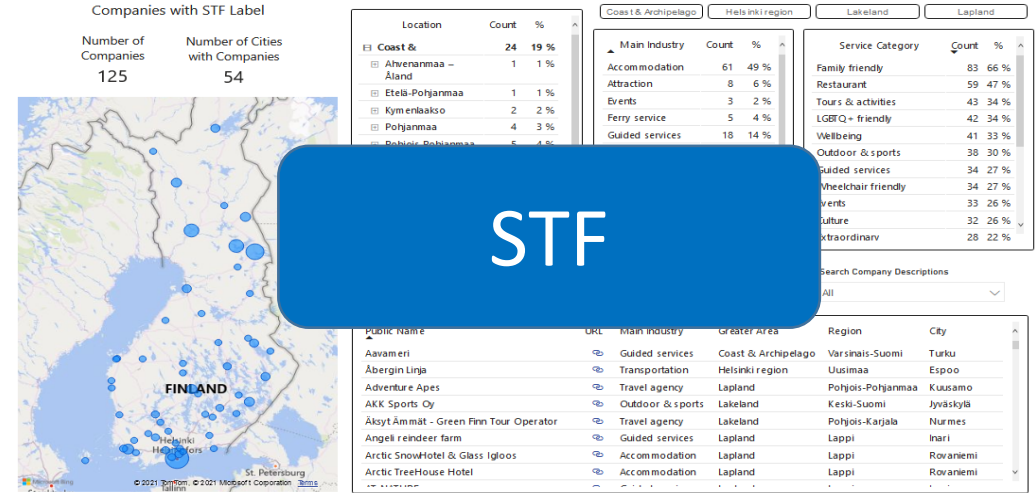
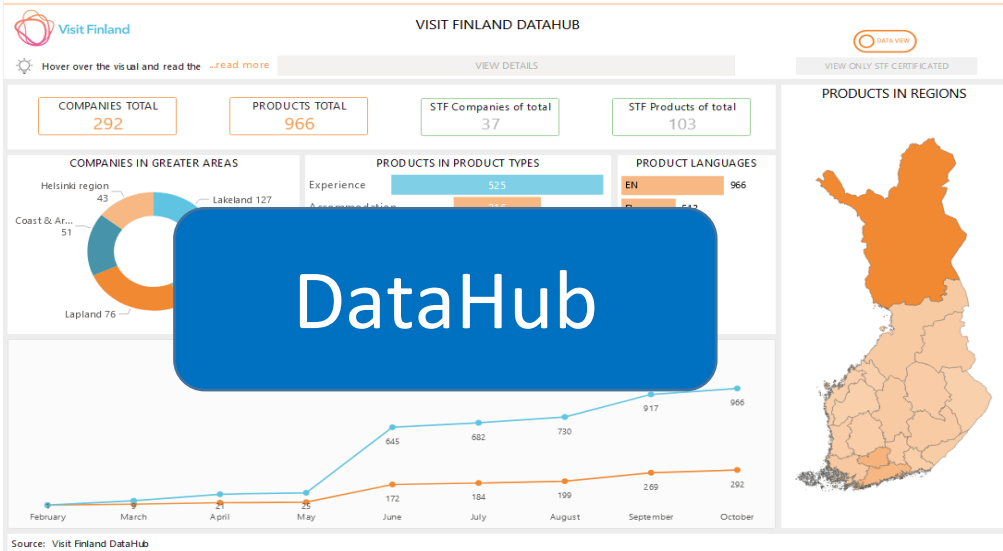


Sweden: Most searched topics in 2021: Top 10 microbrandtags



- Swedes are the most active among the VF target market travel enthusiast in searching for **Cruises** in Finland.
- Swedish searches on Finland increased by 8% from 2020
- Searches for **Lakes** increased the most. Searches for **Santa Claus and Cruises** also increased significantly during 2021 compared to 2020.
- Compared to 2019 **Lakes and Travel increased 159% and 166% respectively**

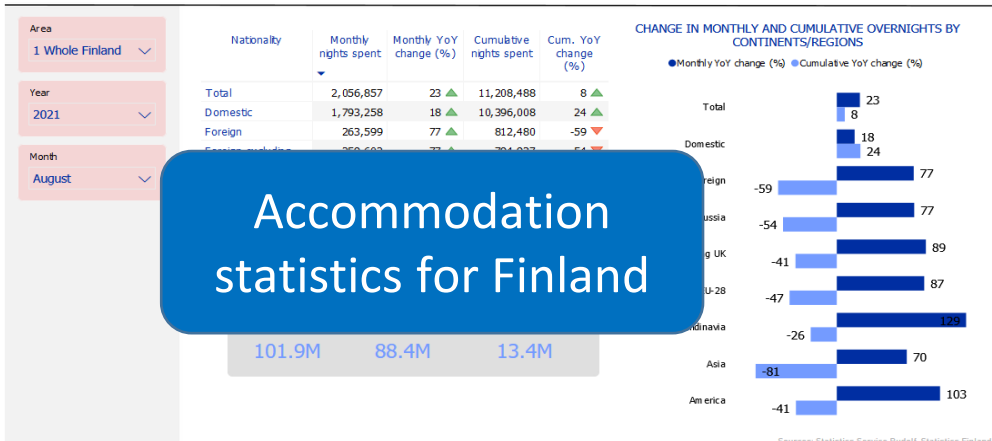
Links to Visit Finland PowerBI Reports



August 2021

1. MONTHLY REPORT SUMMARY

VISIT FINLAND



1. OVERNIGHTS BY A TARGET MARKET IN THE NORDIC COUNTRIES

Destination: All, Nationality: Foreign, VISIT FINLAND

