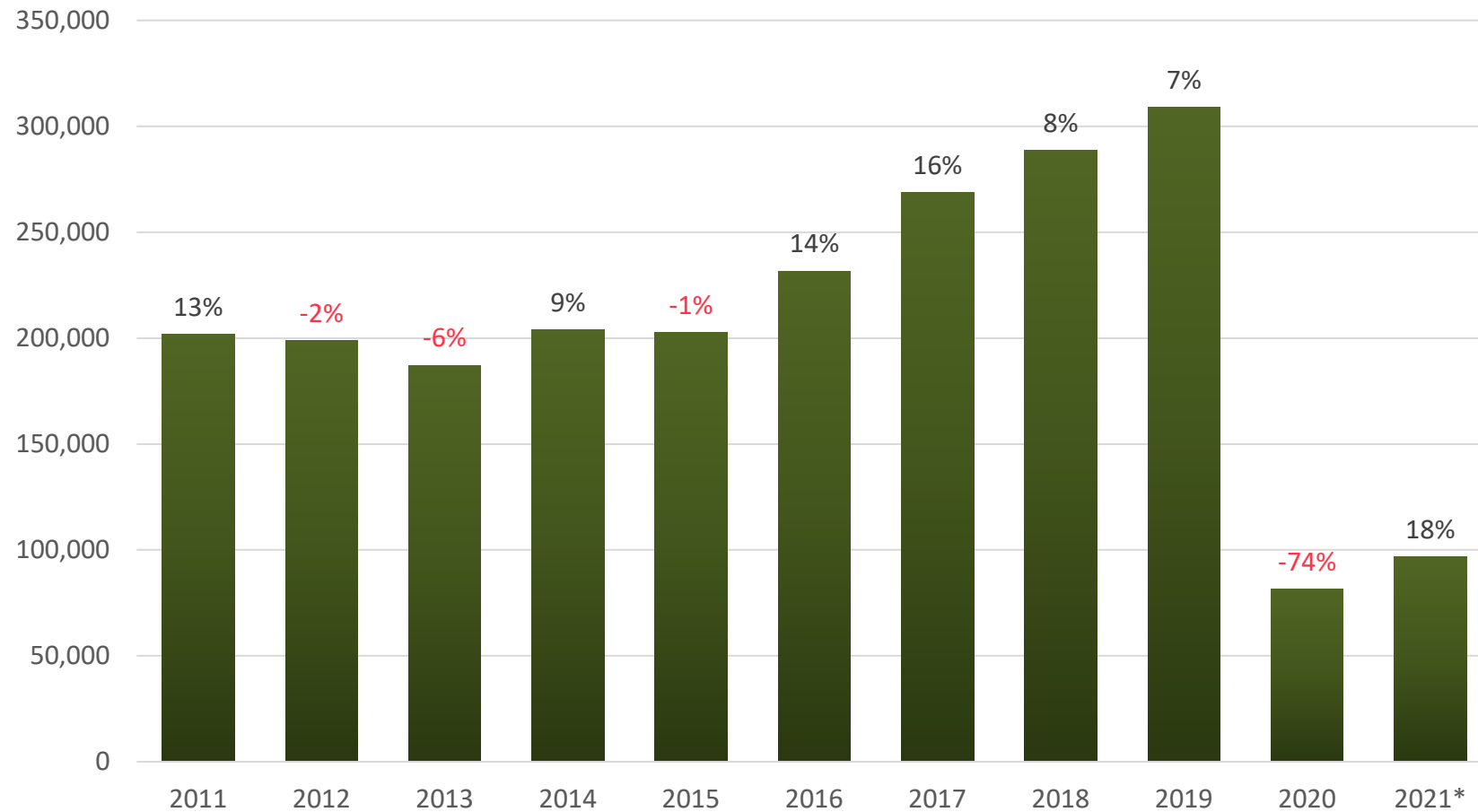


USA – Market Insights



Visit Finland

USA – overnights in Finland 2011-2021



2021
97,000 nights
YoY change +18%

2019
309,000 nights
2021 vs. 2019 -69%

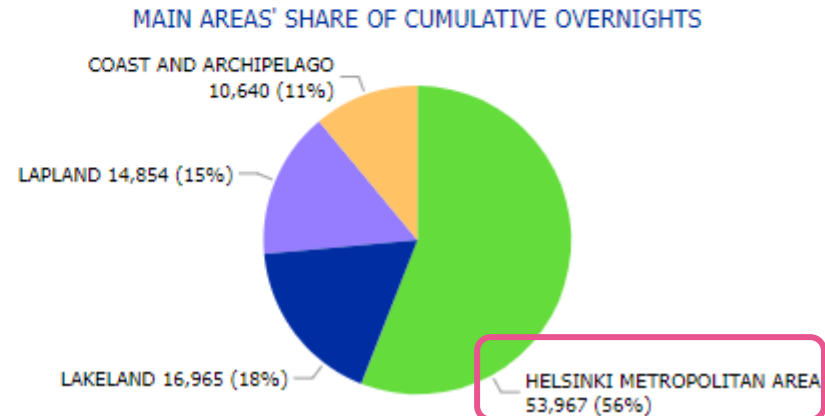
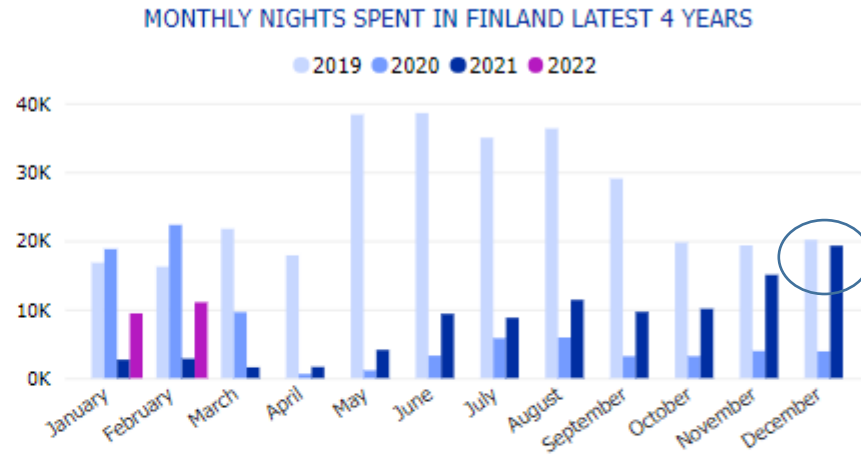
USA – overnights in Finland 2021

December
2021

4. OVERNIGHTS IN REGIONS BY TARGET MARKETS

VISIT
FINLAND

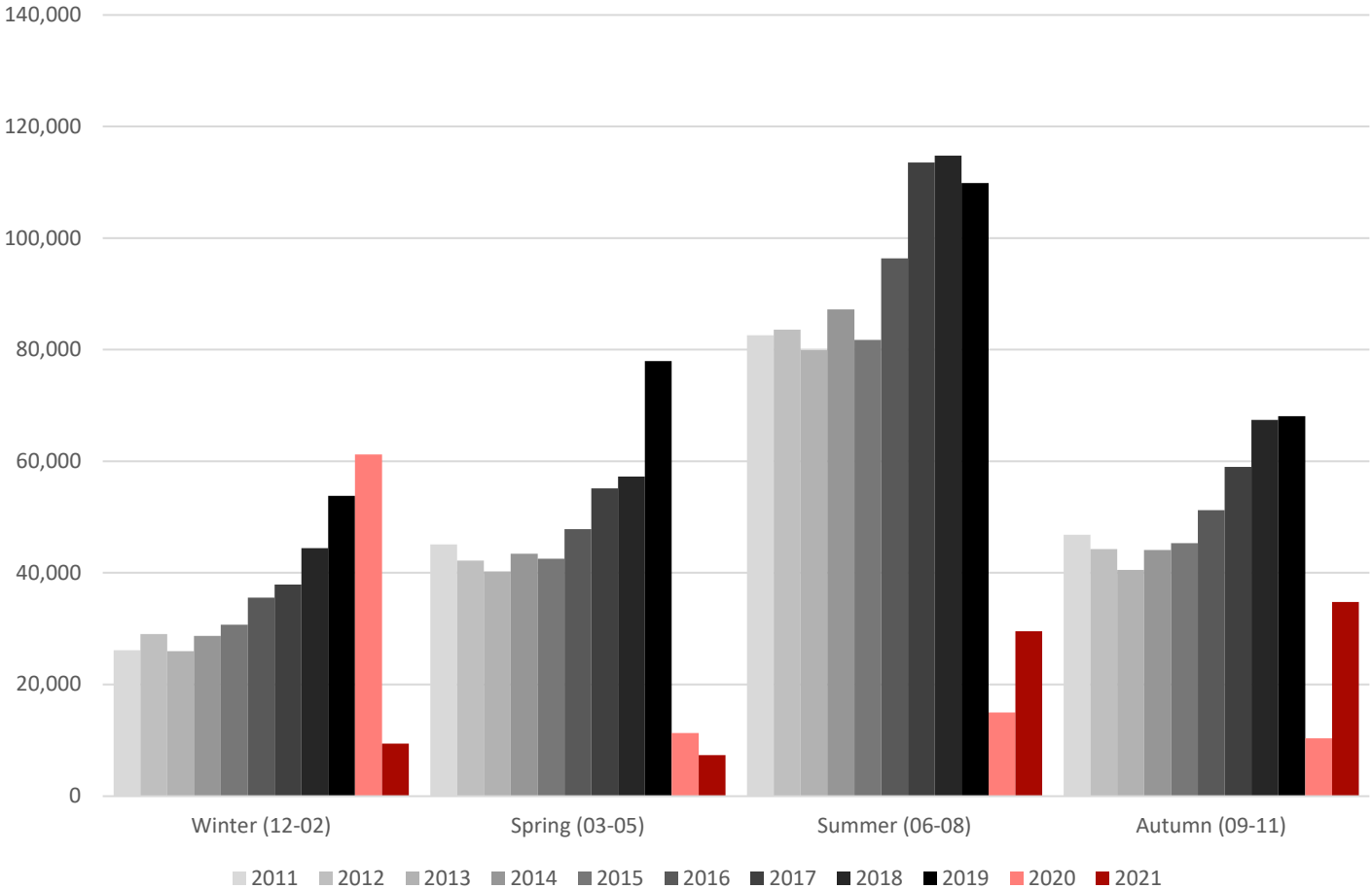
Region	Monthly nights spent	Monthly YoY change (%)	Cumulative nights spent	Cum. YoY change (%)
Uusimaa 1 (Helsinki Metropolitan Area)	9,940	377 ▲	53,967	25 ▲
Lapland	7,040	4090 ▲	13,335	10 ▲
North Ostrobothnia (excl. Kuusamo)	414	29 ▲	4,343	-9 ▼
Pirkanmaa	390	46 ▲	4,192	-52 ▼
Päijät-Häme	121	105 ▲	1,526	-28 ▼
Kuusamo	425	103 ▲	1,519	43 ▲
Central Finland	226	166 ▲	1,397	18 ▲
Kymenlaakso	11	-96 ▼	1,102	36 ▲
Uusimaa 2 (excl. Helsinki Metropolitan Area)	110	1733 ▲	869	-46 ▼
South Karelia	79	558 ▲	829	10 ▲
Kainuu	61	239 ▲	572	51 ▲
Ostrobothnia	41		548	112 ▲
Satakunta	23	360 ▲	547	13 ▲
South Ostrobothnia	61		268	86 ▲
Åland	0		230	161 ▲
Kanta-Häme	26	1200 ▲	200	20 ▲



Sources: Statistics Service Rudolf, Statistics Finland

Seasonality of US overnights in Finland (pre-Covid19)

US overnights by season 2011-2021



In 2019 36% of the US overnights were spent in summer, 25% in spring. USA's share of total foreign overnights in summer 2019 was 5% and in spring 6%

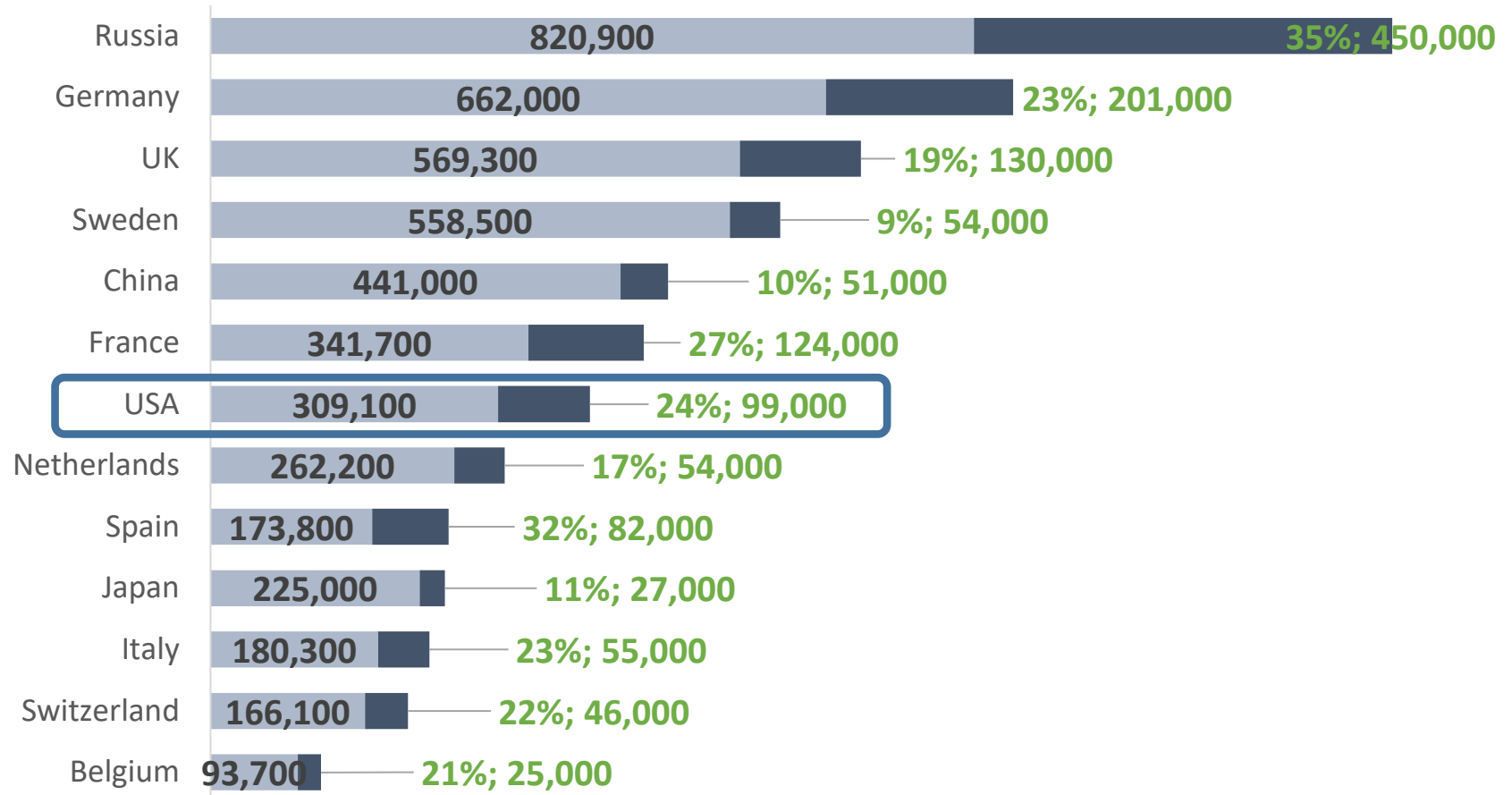
USA was the 5th biggest foreign market in summer and spring 2019

In fall USA was the 6th biggest market and in winter it ranked number 10

Eurostat – Short Term Rentals

Registered overnights and short-term rentals 2019

Registered overnights Eurostat



In 2019

- USA was the 7th biggest source market
- USA's share of all foreign
 - registered overnights was 5%
 - short-term rentals was also 5%

USA – Overnights in Nordics

2. NORDIC COMPARISON OF OVERNIGHTS BY A TARGET MARKET

Nationality

United States

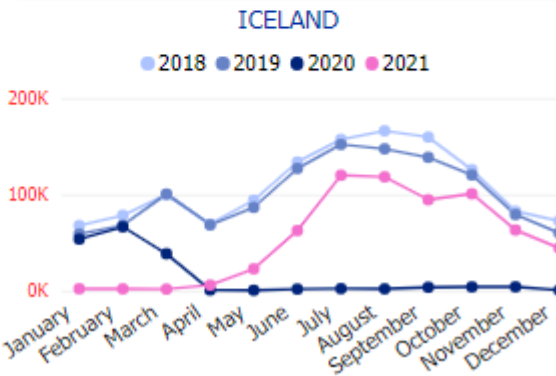
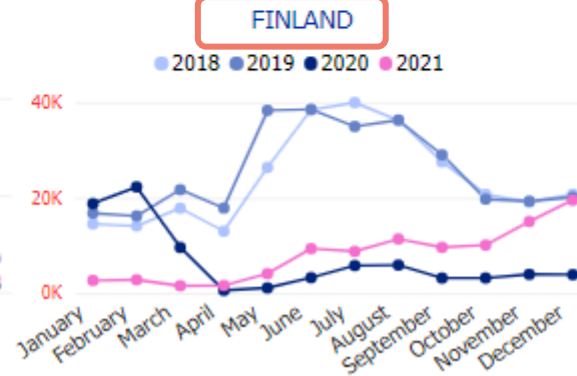
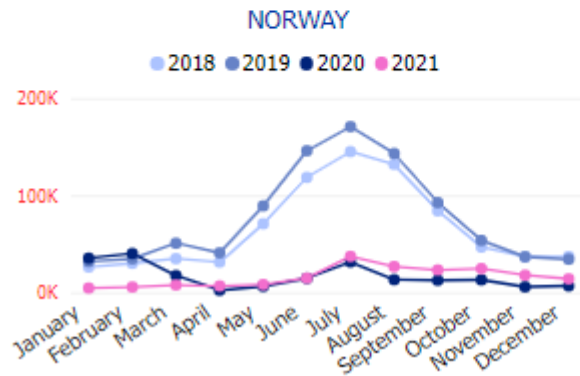
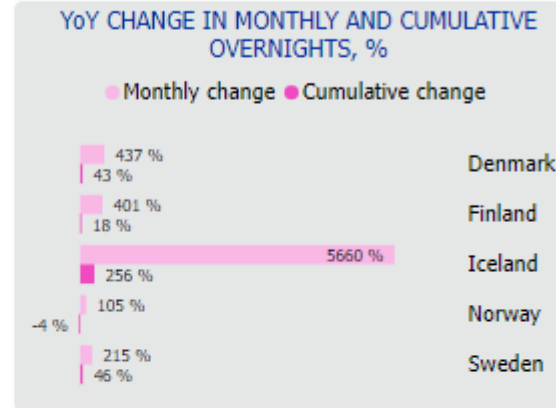
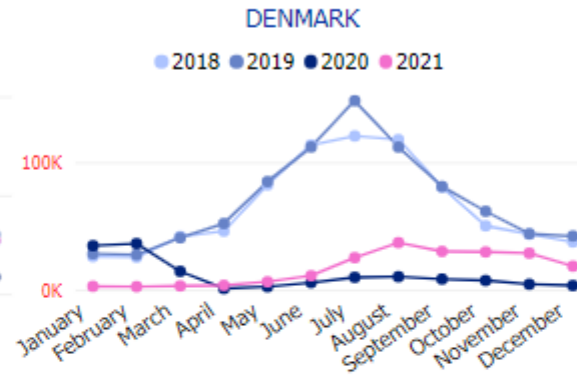
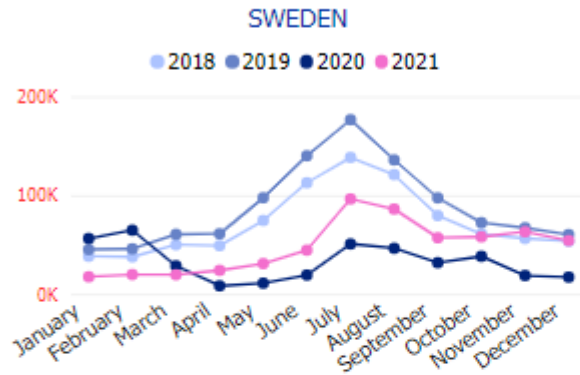
Year

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

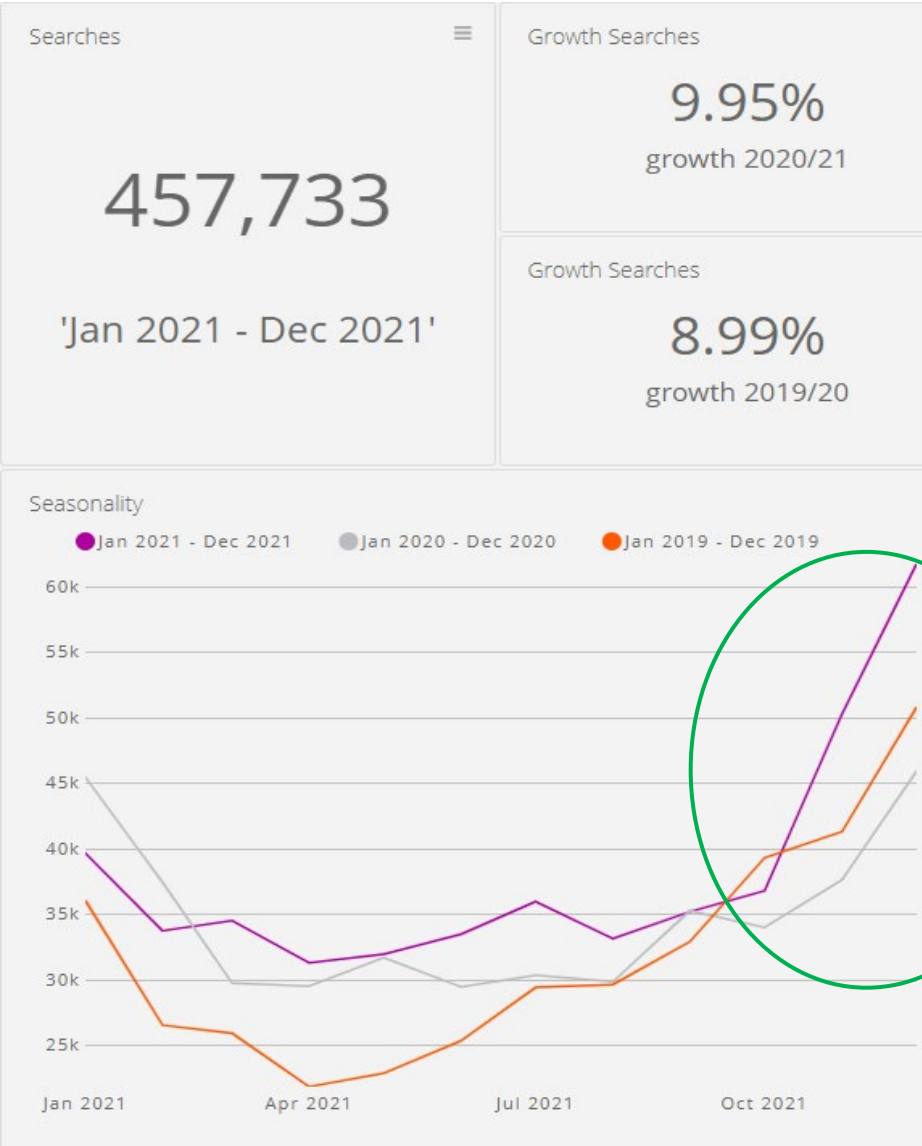


Digital Demand – Travel Related Internet Searches

Year 2021 compared to 2020 and 2019

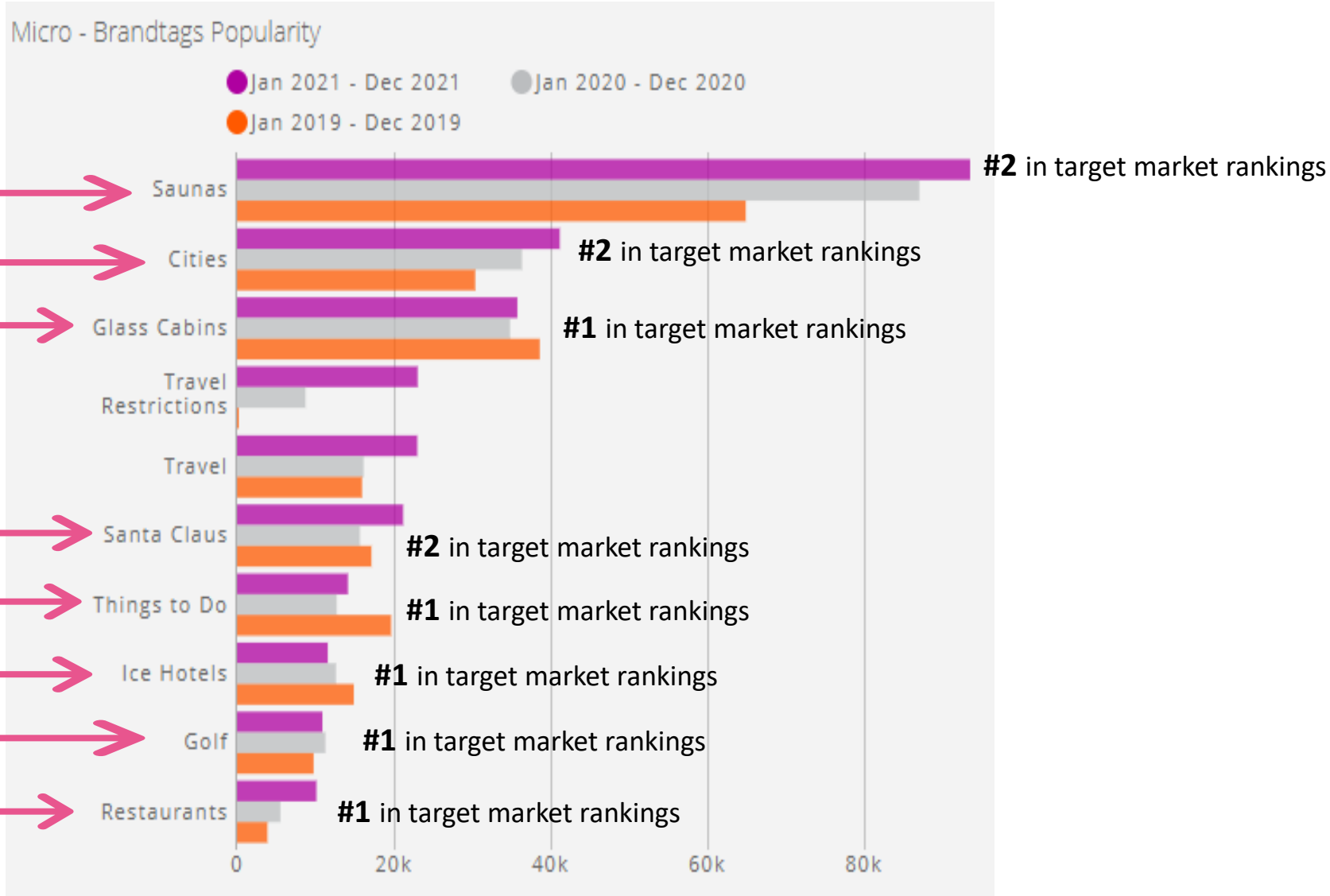
Digital Demand – Travel Related Internet Searches from USA

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%



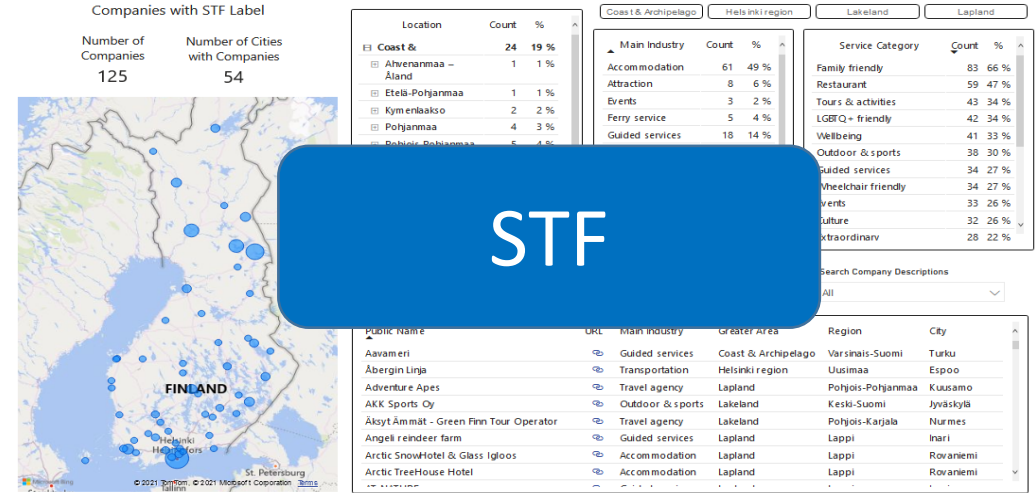
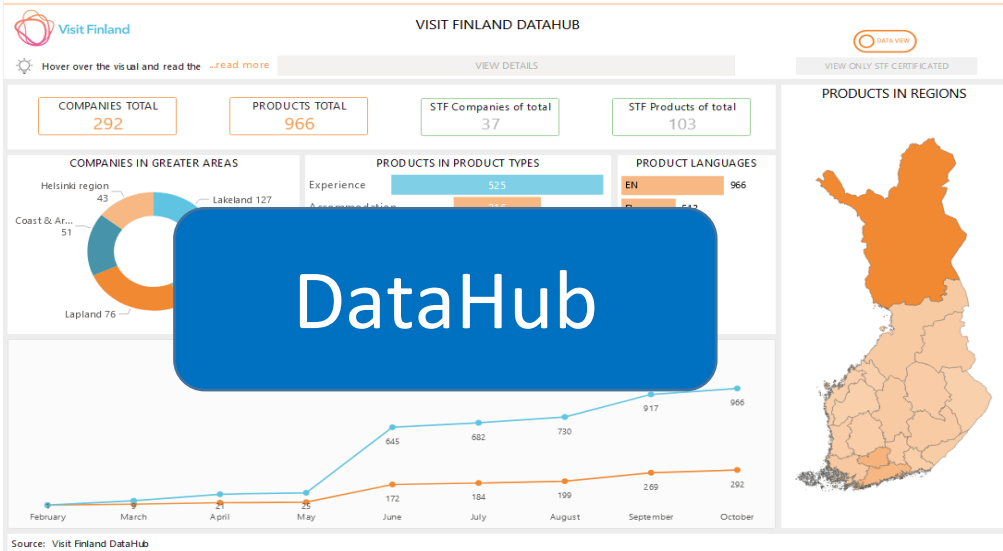
- Pandemic doesn't seem to have affected US market that much in terms of travel related searches in Finland
- The trend was already positive before the pandemic and searches were higher than 2019 in the end of 2021

USA: Most searched topics in 2021: Top 10 microbrandtags

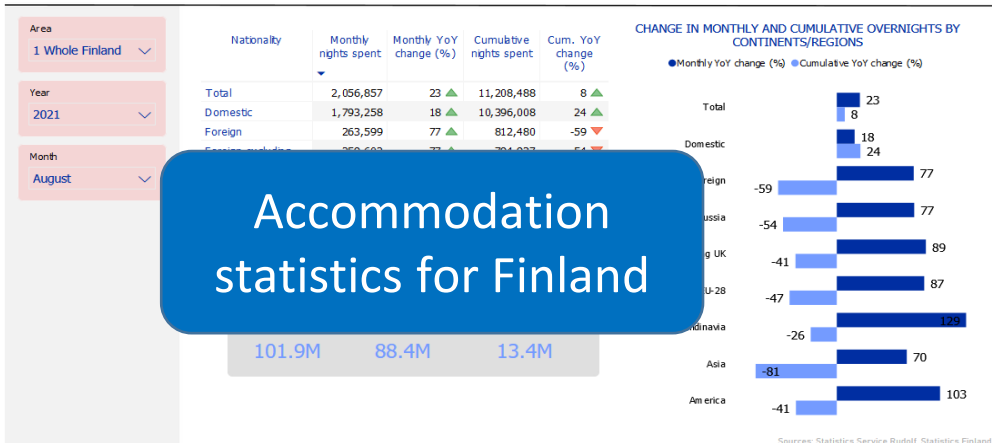


- Americans are the most active among the VF target market travel enthusiast in searching for **Glass Cabins, Things to do, Ice Hotels, Golf and Restaurants** in Finland.
- **Santa Claus, Saunas and Cities** are also popular and in these searches Americans are the second most active out of the target markets
- Searches for **Restaurants** increased significantly (+43%) from 2019 and a whopping 83% from 2020. Searches for **Saunas** increased by 34% from 2019
- Searches for **Travel** increased by 43% and **Santa Claus** increased by 35% from 2020

Links to Visit Finland PowerBI Reports



August 2021 1. MONTHLY REPORT SUMMARY VISIT FINLAND



1. OVERNIGHTS BY A TARGET MARKET IN THE NORDIC COUNTRIES

