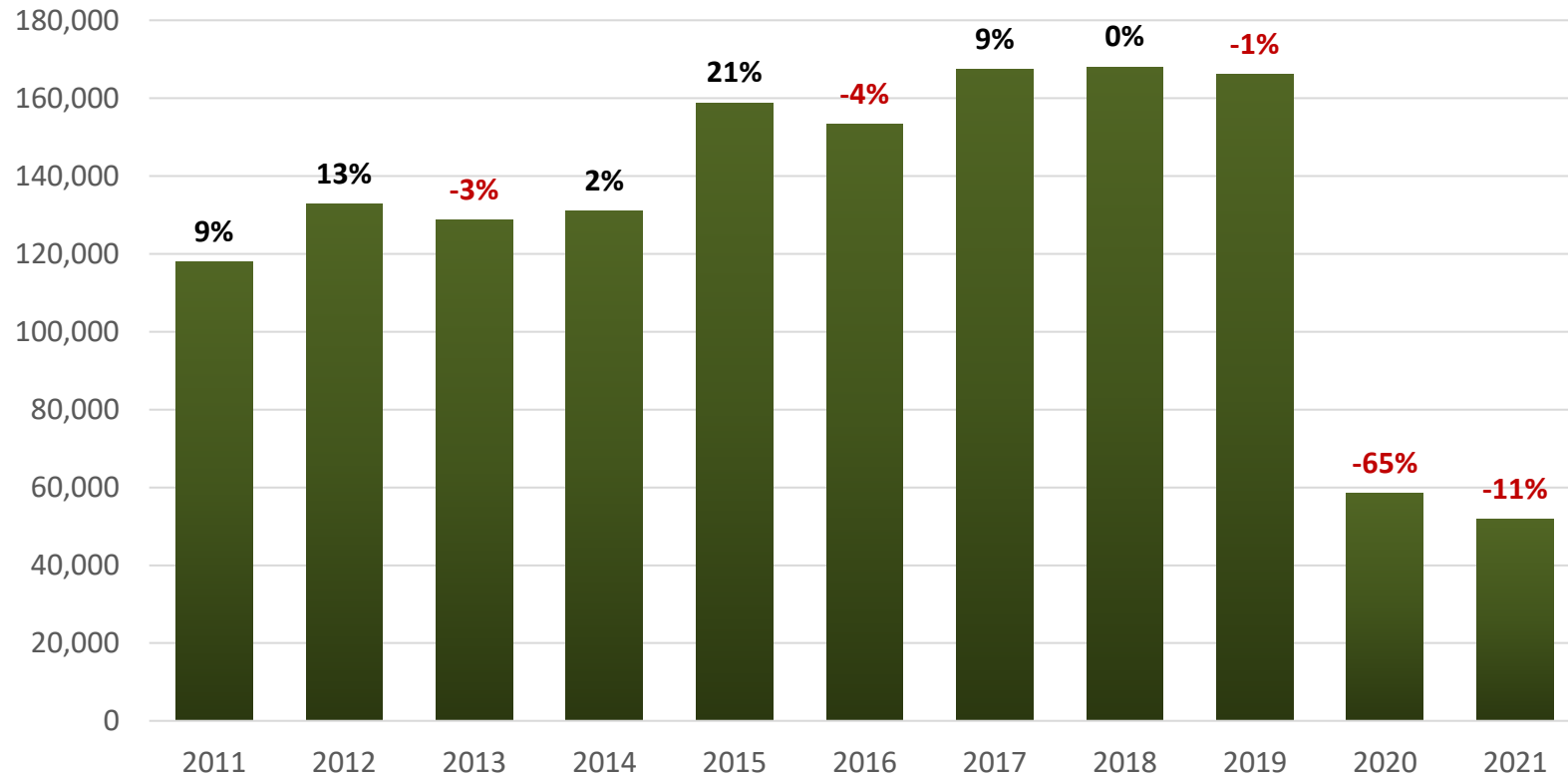


Switzerland– Market Insights

Switzerland– overnights in Finland 2011-2021



2021
52,000 nights
YoY change -11%

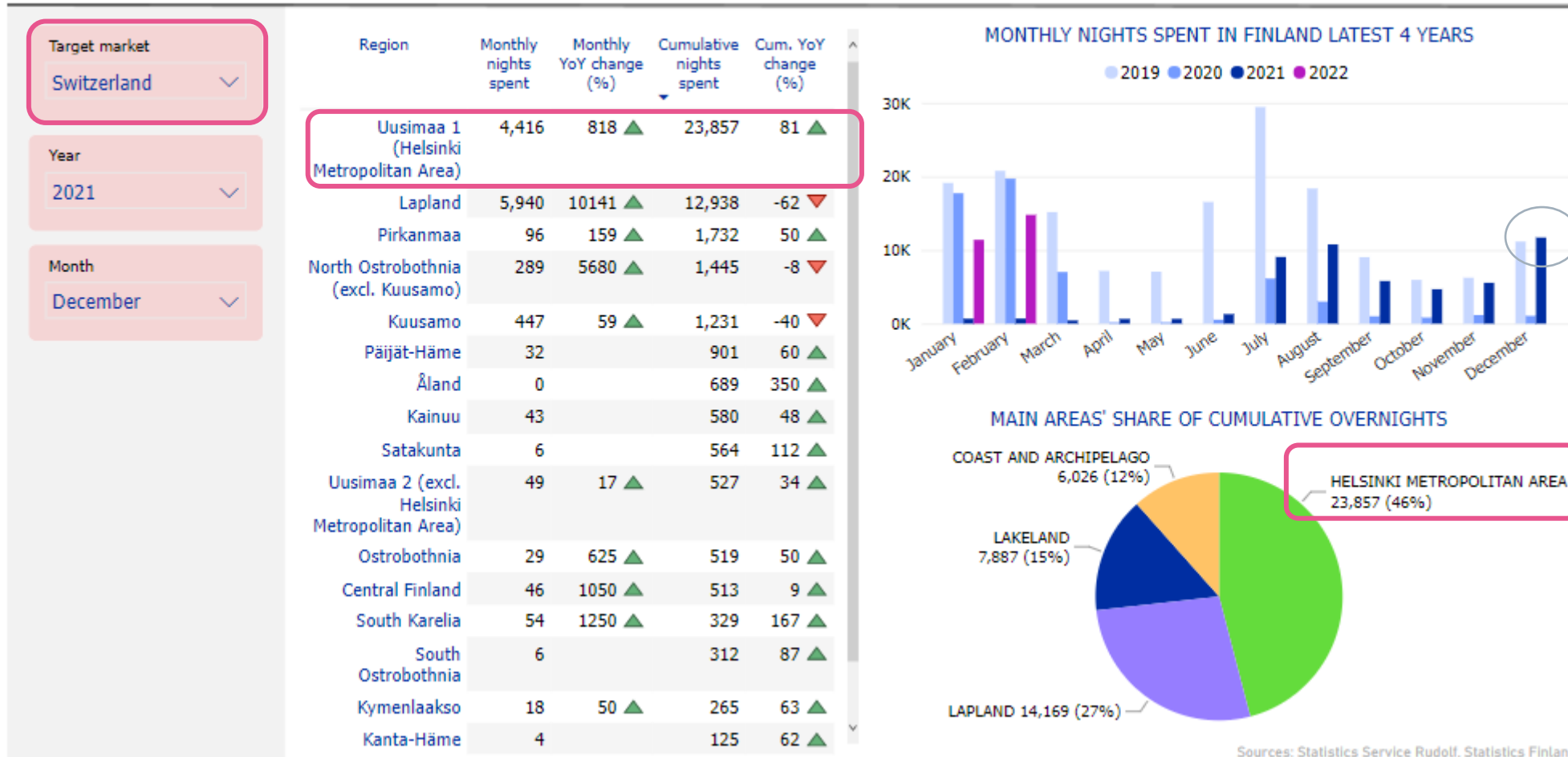
2019
166,000 nights
2021 vs. 2019 -69%

Switzerland – overnights in Finland 2021

December
2021

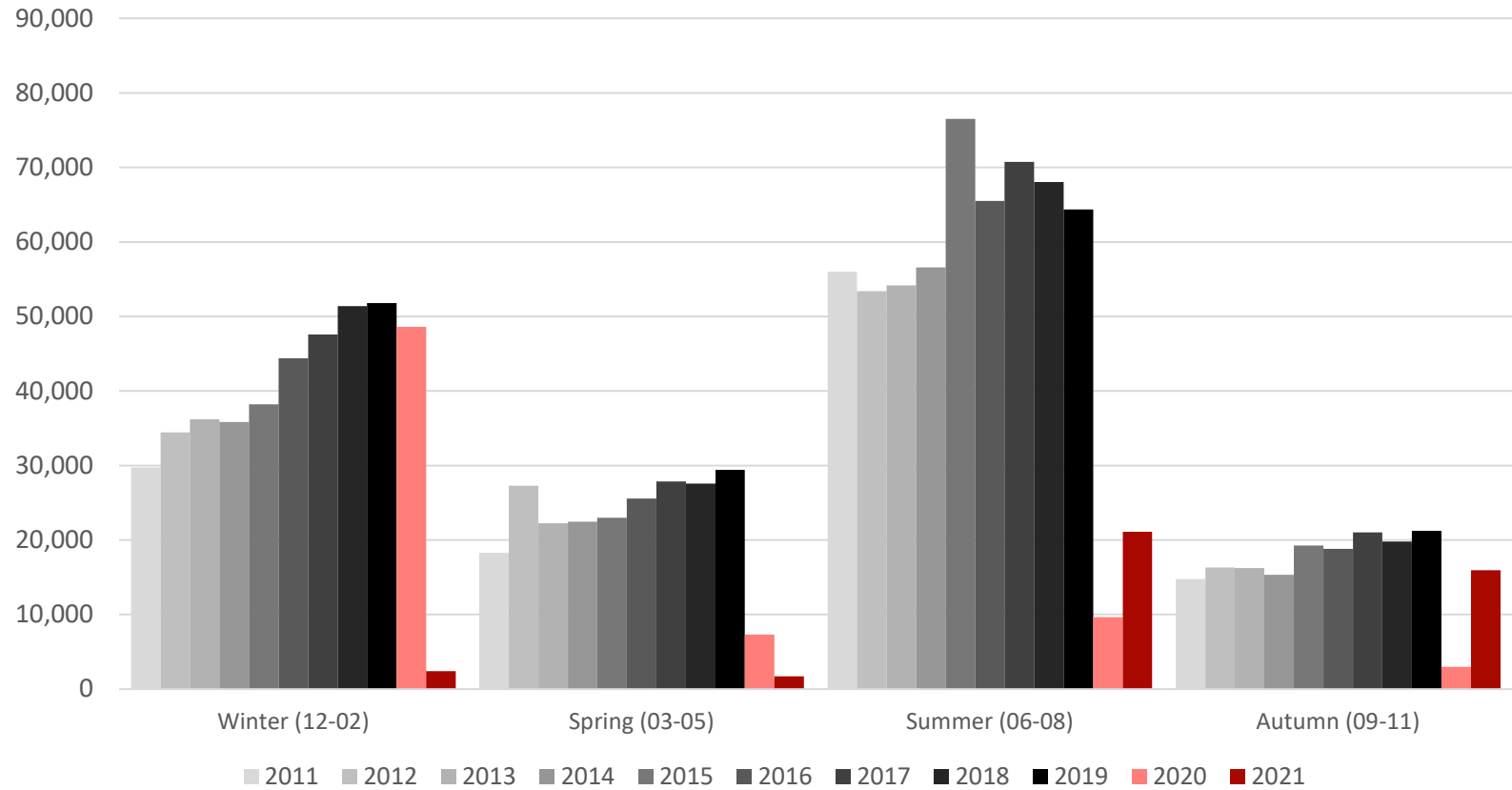
4. OVERNIGHTS IN REGIONS BY TARGET MARKETS

VISIT
FINLAND



Seasonality of Swiss overnights in Finland (pre-Covid19)

Swiss overnights by season 2011-2021



In 2019 Swiss overnights counted for 2% of all foreign overnights in Finland

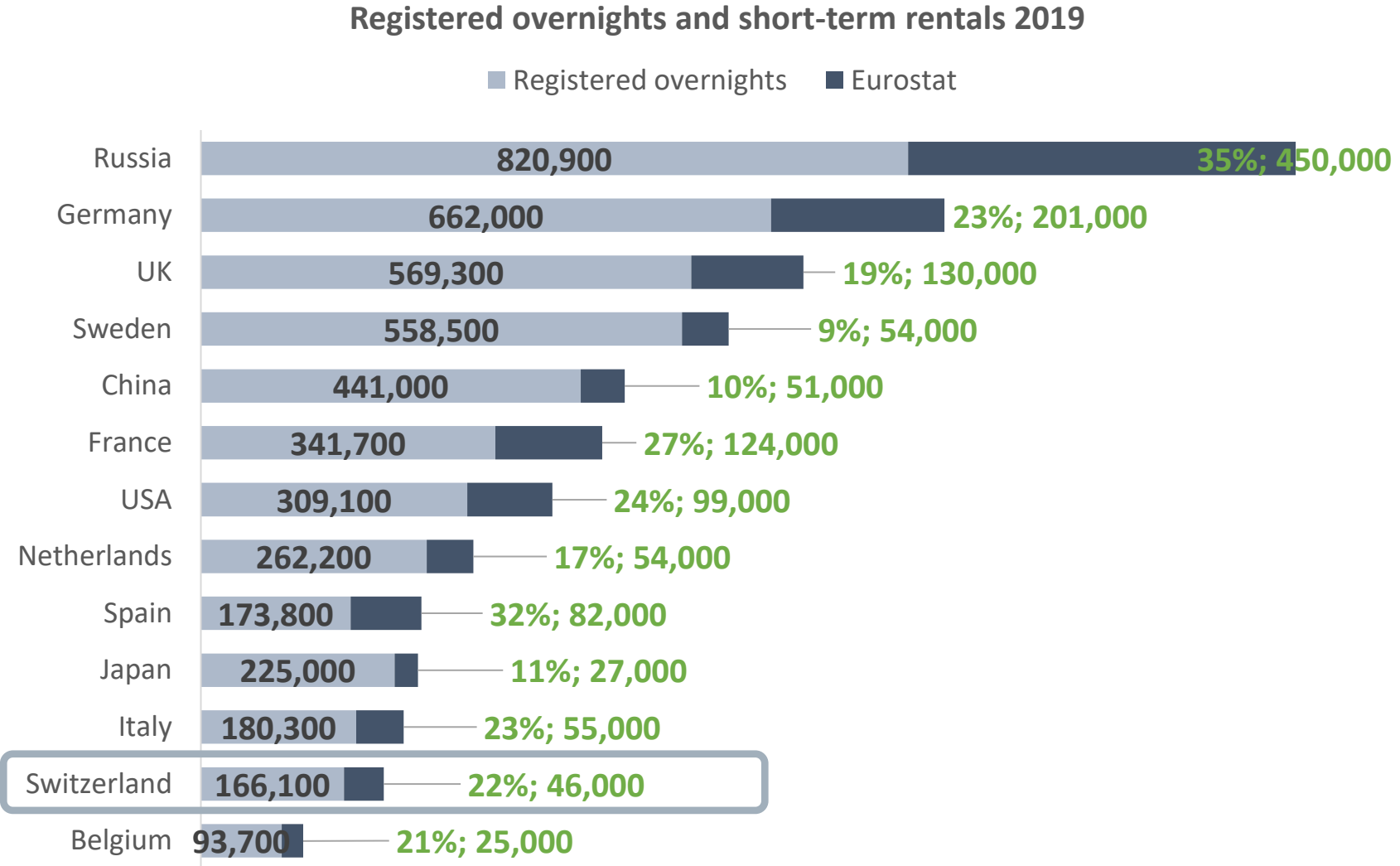
Swiss overnights count for 3% of all foreign overnights in winter and summer

Autumn and Spring count for 2% of total

Eurostat – Short Term Rentals

In 2019

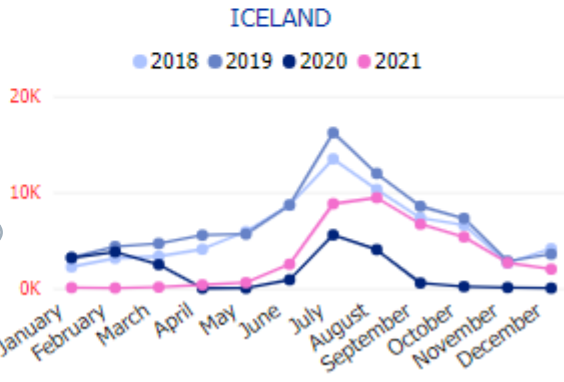
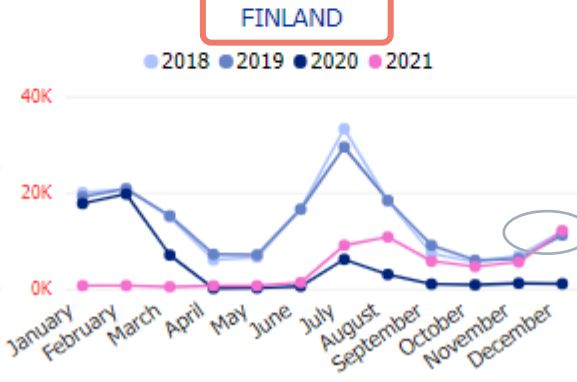
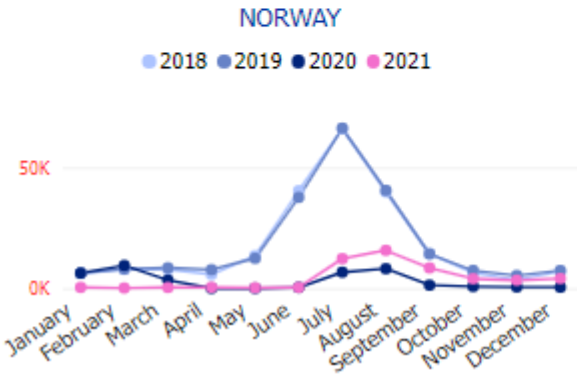
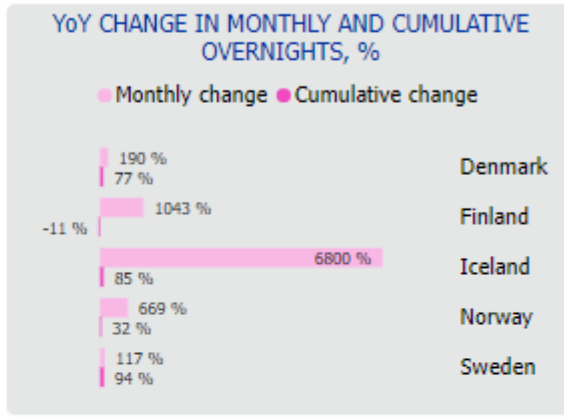
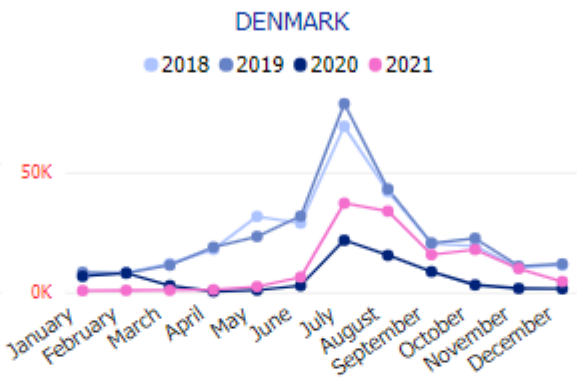
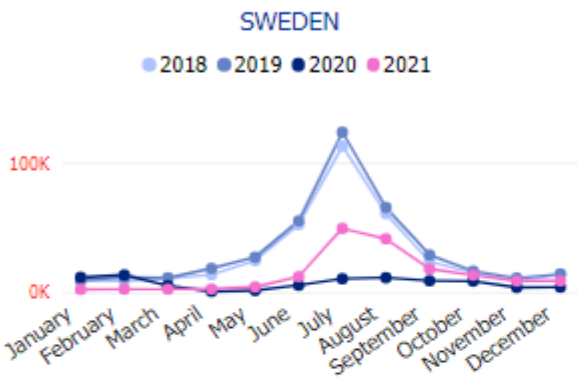
- Switzerland was the **12th biggest source market**
- Switzerland's share of all foreign
 - **registered overnights was 2%**
 - **short-term rentals was 1%**



Switzerland– Overnights in Nordics

2. NORDIC COMPARISON OF OVERNIGHTS BY A TARGET MARKET

Nationality: **Switzerland** | 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

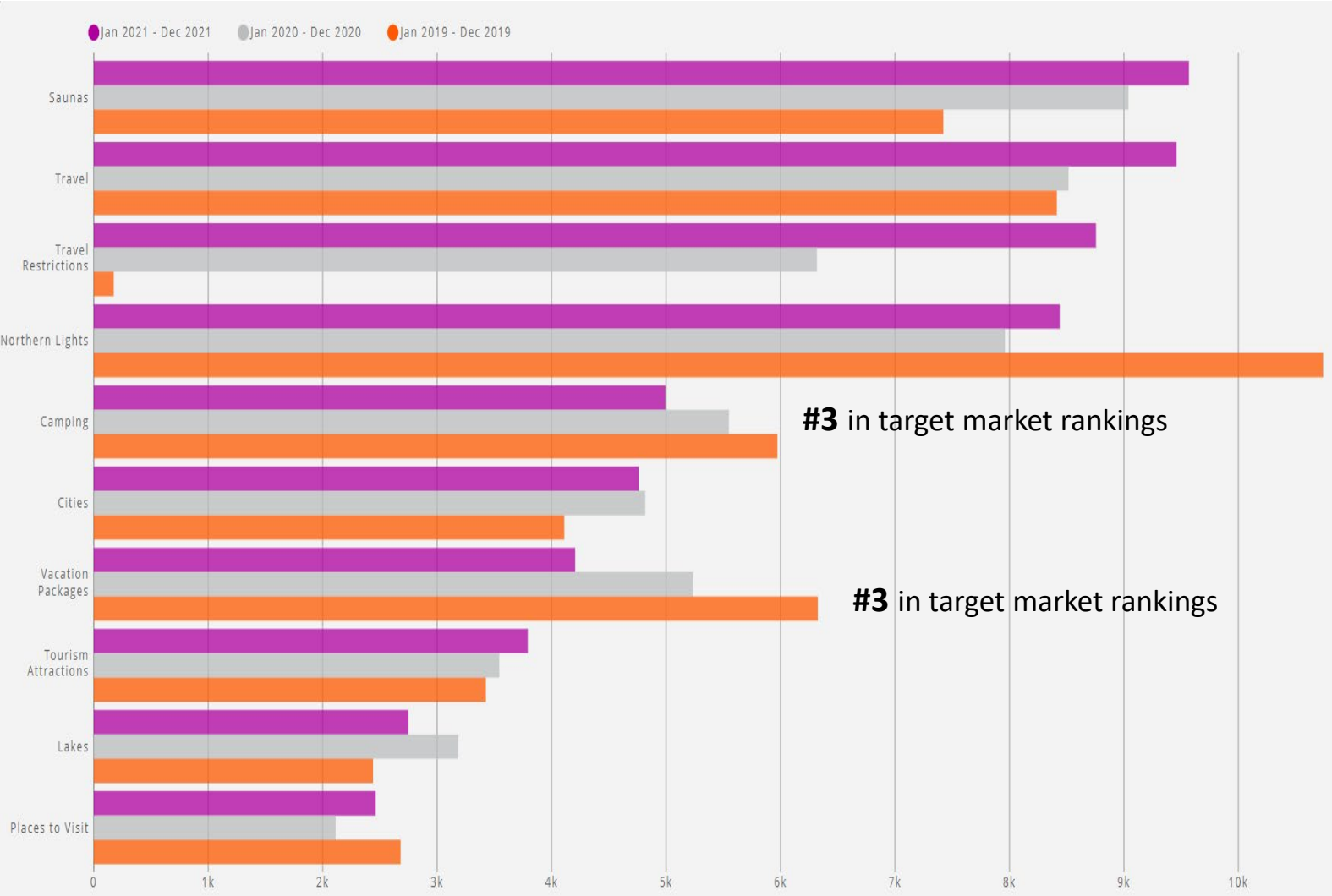
Year 2021 compared to 2020 and 2019

Digital Demand – travel related internet searches from Switzerland

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%



Switzerland: Most searched topics in 2021: Top 10 microbrandtags



#3 in target market rankings

#3 in target market rankings

- Swiss are third most active among the VF target market travel enthusiast in searching for **Camping and Vacation Packages** in Finland.
- Searches for **Saunas** increased significantly (+29%) from 2019, **Cities** increased by 16%. Searches for **Places to Visit** increased by 17% from 2020.

Links to Visit Finland PowerBI Reports

