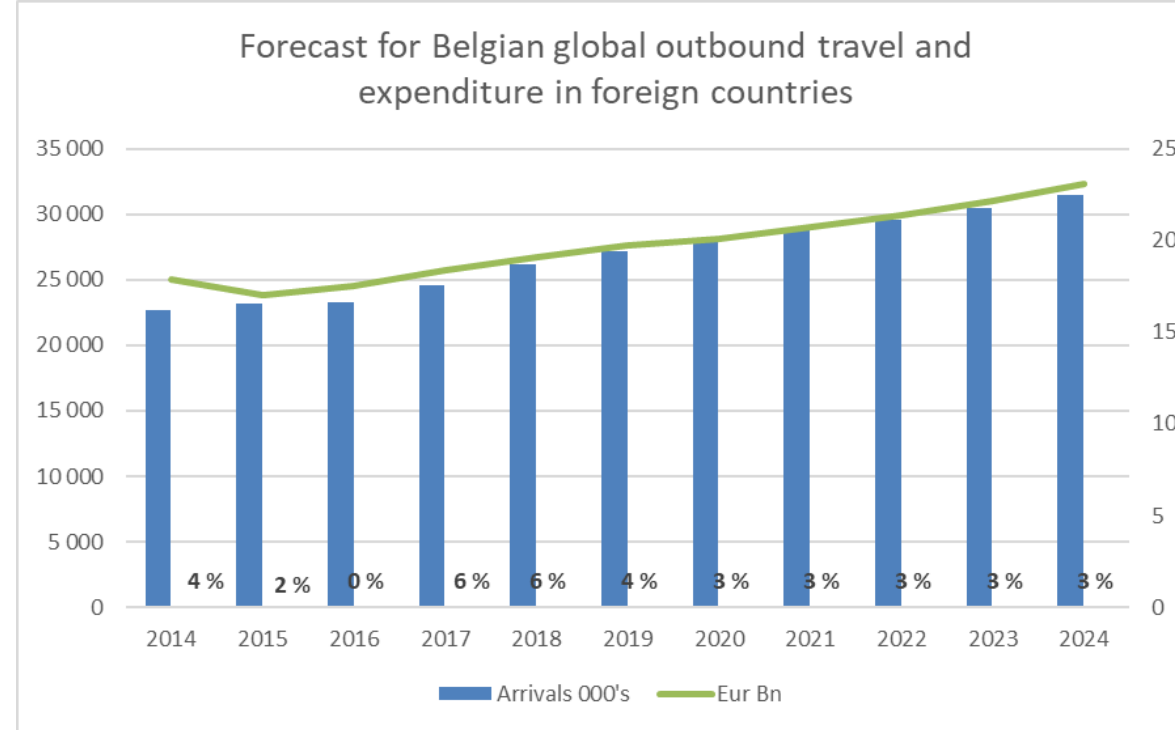




Visit Finland

Belgian market



Population: 11 million

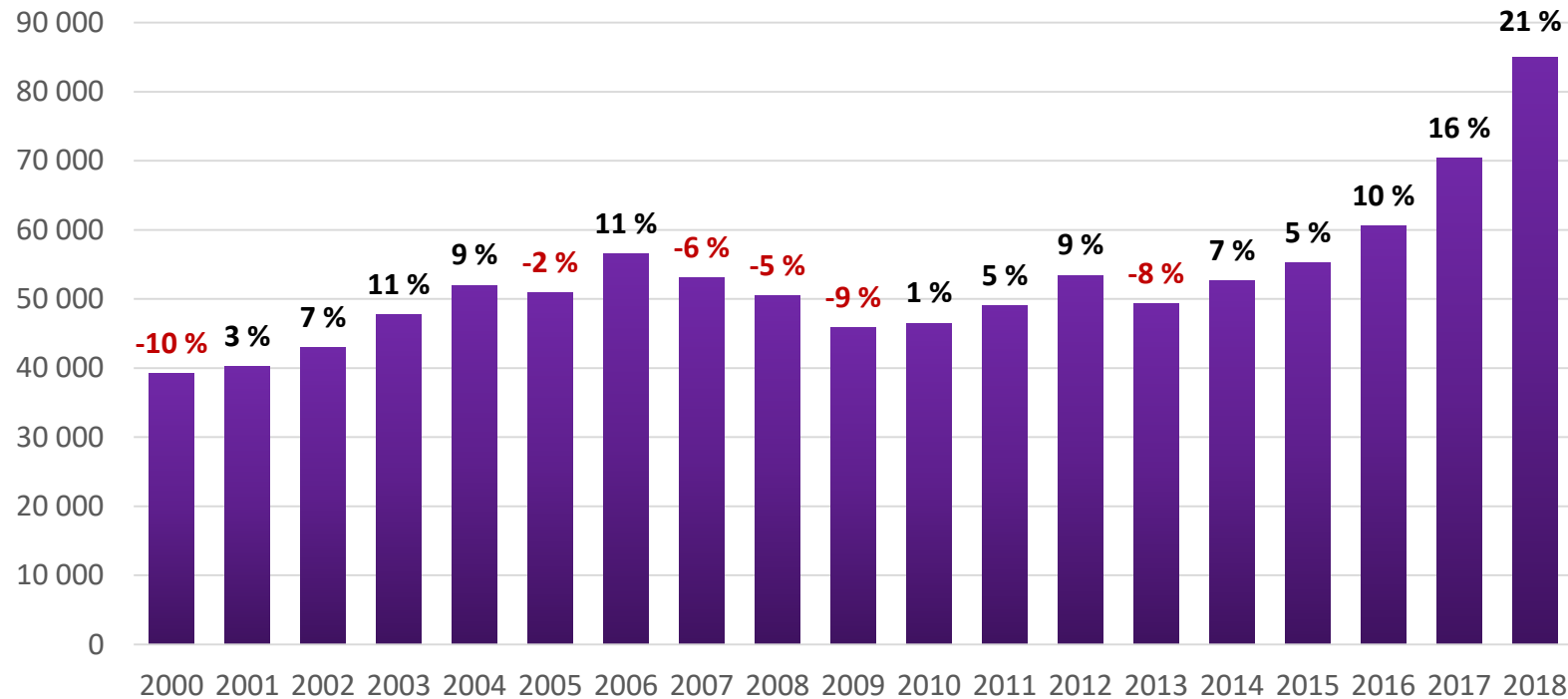
Outbound travel from Belgium: 26 million arrivals to all destinations (+6% compared to 2017)

Europe's share of Belgian outbound travel is: 91%

Finland's share of Belgian outbound travel is: 0,2%

Travel expenditure (total outbound travel from Belgium) 19 billion EUR

Belgian overnights in Finland



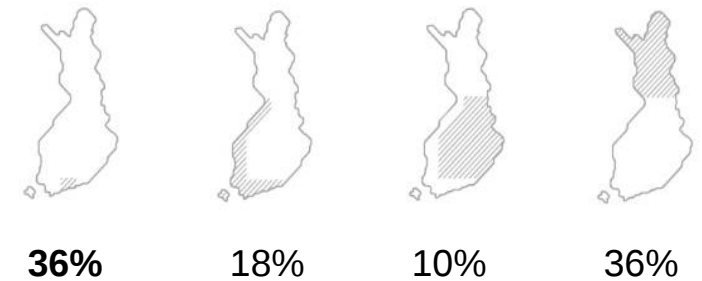
Year 2018

18th in country rankings
with **1%** share of foreign overnights

Average change 2000-2018: **+4%**

Change 2018 compared to 2000: **+116%**

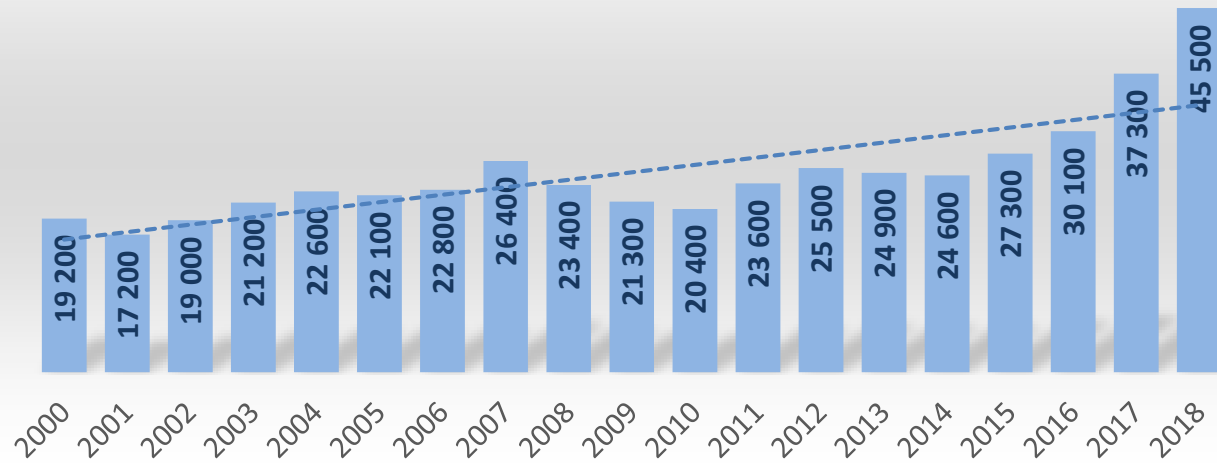
Share of overnights by regions 2018





Winter and Summer 2018

Registered overnights in winter season (Nov-Apr) by Belgian visitors

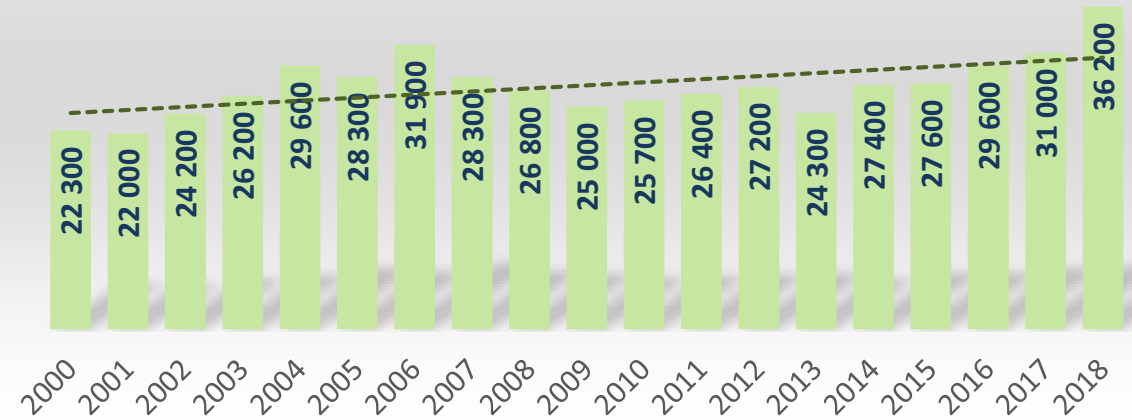


Winter 2018: **17th** in country rankings
with **1%** share of foreign overnights

Average change 2000-2018: **+6%**

Change 2018 compared to 2000: **+137%**

Registered overnights in summer season (May-Oct)
by Belgian visitors



Summer 2018: **21st** in country rankings
with **1%** share of foreign overnights

Average change 2000-2018: **+2%**

Change 2018 compared to 2000: **+63%**

Seasonal overnights in 2018

Whole Finland

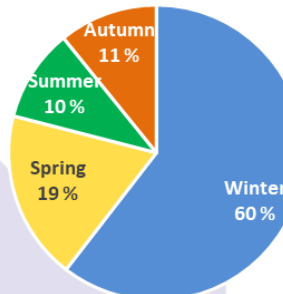
	No. of Belgian overnights				Seasonal YtoY change		
	2016	2017	2018	2019	2017 vs. 2016	2018 vs. 2017	2019 vs. 2018
Winter (Dec-Feb)	16 300	21 100	28 100	30 300	+29%	+34%	+8%
Spring (Mar-May)	14 300	17 300	17 500		+21%	+1%	
Summer (Jun-Aug)	19 400	19 700	20 500		+1%	+4%	
Autumn (Sep-Nov)	9 900	11 200	17 300		+13%	+54%	

Coast & Archipelago

Winter 2018:	3 500	(+17%)
Spring 2018:	3 400	(+7%)
Summer 2018:	3 600	(-8%)
Autumn 2018:	4 600	(+130%)
Winter 2019:	2 700	(-25%)

COAST AND ARCHIPELAGO 2018

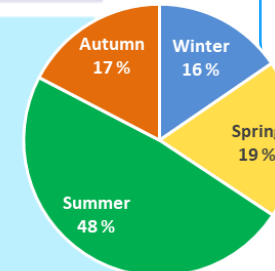
LAPLAND 2018



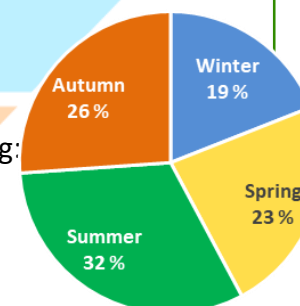
Importance growing:

- Rovaniemi
- Kolari (Ylläs)
- Kittilä (Levi)
- Inari (Saariselkä)
- Kuusamo

LAKELAND 2018



HELSINKI REGION 2018



Importance growing:

- Helsinki
- Vantaa
- Espoo

Lapland

Winter 2018:	17 400	(+46%)
Spring 2018:	5 300	(+1%)
Summer 2018:	2 900	(-2%)
Autumn 2018:	3 100	(+163%)
Winter 2019:	20 700	(+19%)

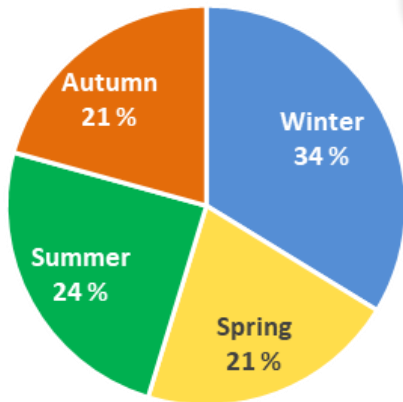
Lakeland

Winter 2018:	1 400	(-2%)
Spring 2018:	1 700	(-14%)
Summer 2018:	4 200	(+4%)
Autumn 2018:	1 500	(-7%)
Winter 2019:	1 500	(+7%)

Helsinki area

Winter 2018:	5 800	(+23%)
Spring 2018:	7 100	(+3%)
Summer 2018:	9 700	(+12%)
Autumn 2018:	8 000	(+25%)
Winter 2019:	5 500	(-5%)

WHOLE COUNTRY 2018

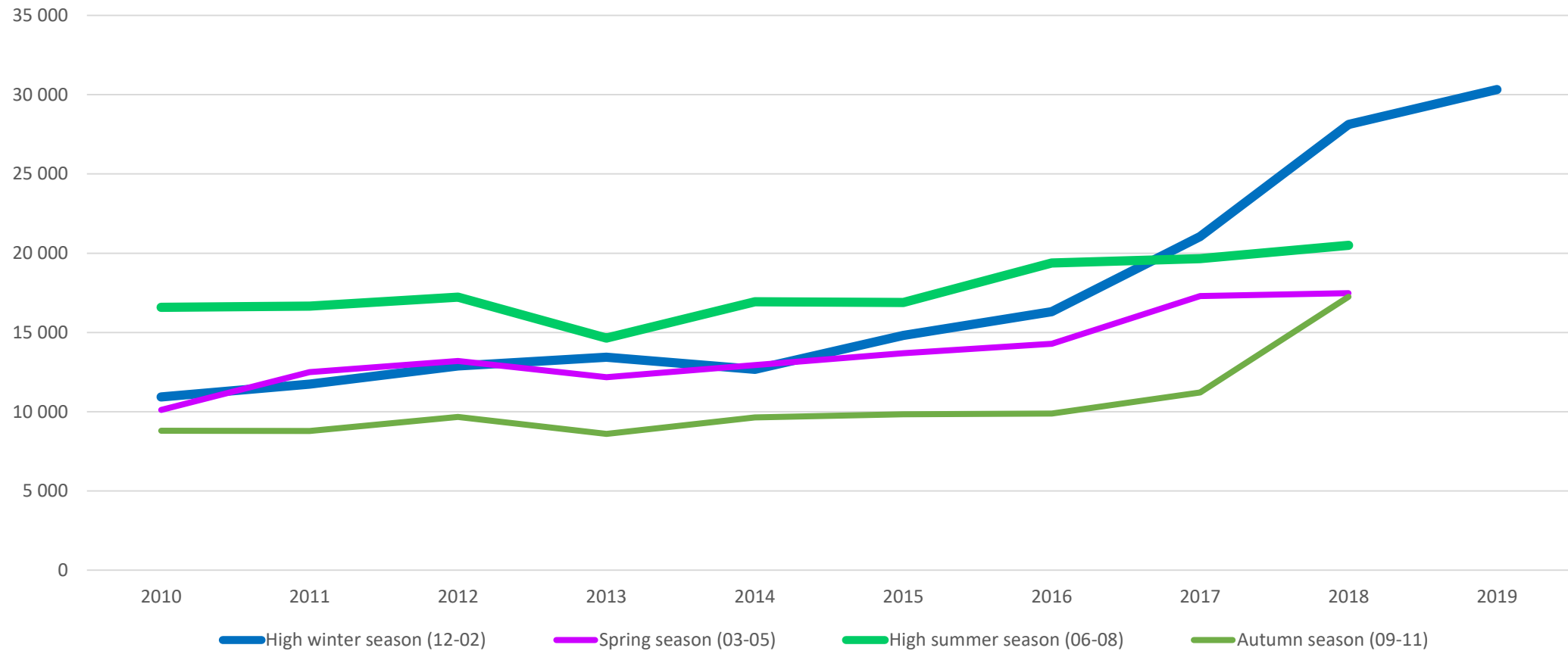


Trends for seasonal overnights in Finland – Belgian visitors



Steady growth in high winter season

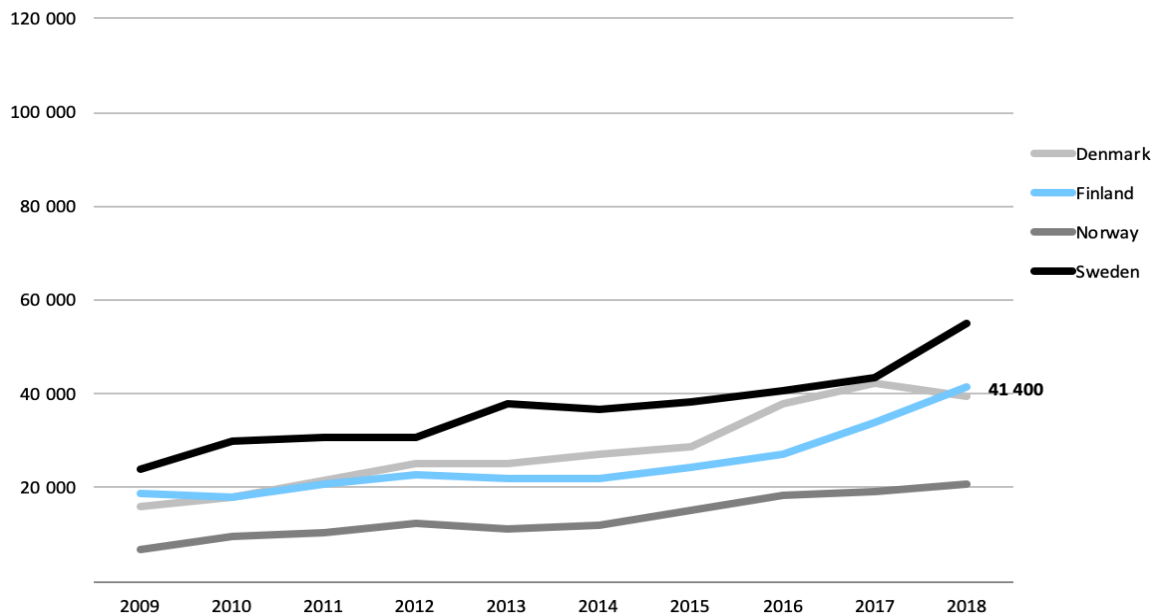
Belgium



Belgium

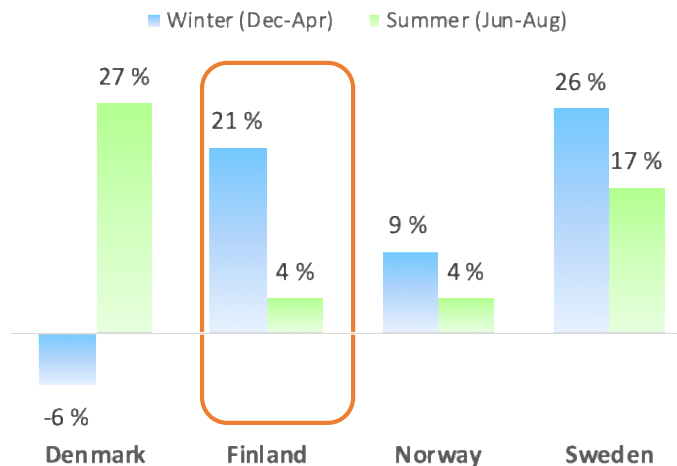


Belgian overnights in the Nordic countries,
winter season (Dec-Apr) 2009-2018

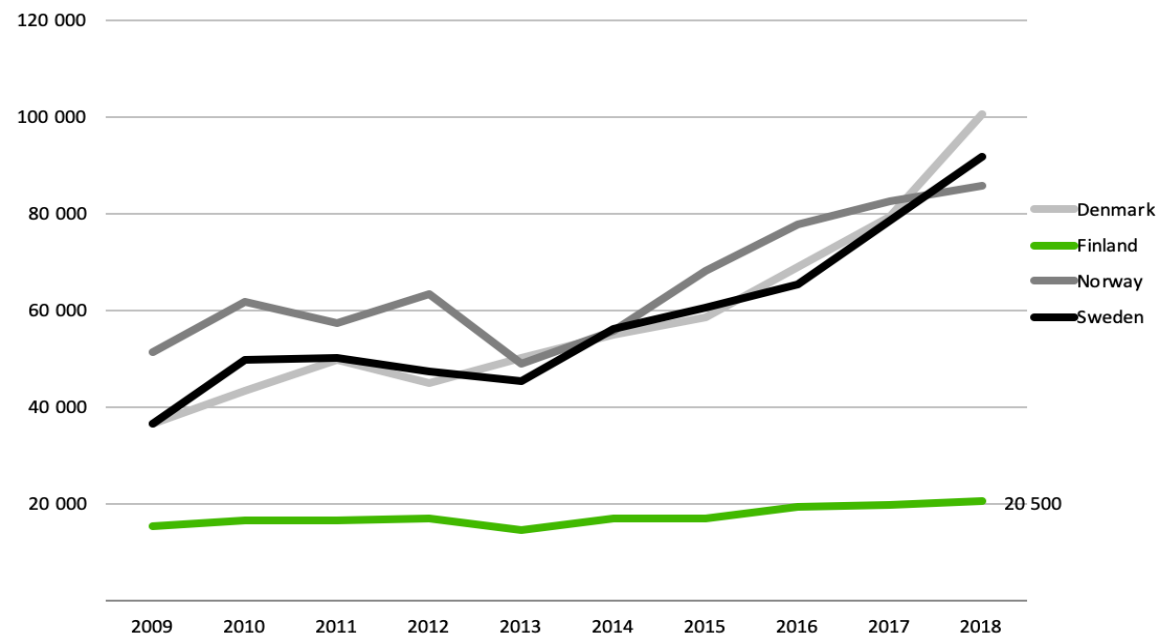


Corresponding
seasonal overnights not
available for Iceland

Change of Belgian overnights by season 2018/17



Belgian overnights in the Nordic countries,
summer season (Jun-Aug) 2009-2018



Denmark: Hotels, holiday resorts, camping sites and youth hostels,
NOT marinas or holiday cottages

Finland: Hotels, youth hostels, holiday villages and camping sites

Norway: Hotels, youth hostels and camping sites, *NOT holiday dwellings*

Sweden: Hotels, youth hostels, holiday villages and camping sites,
NOT commercially arranged rentals in private cottages, or apartments

Belgium

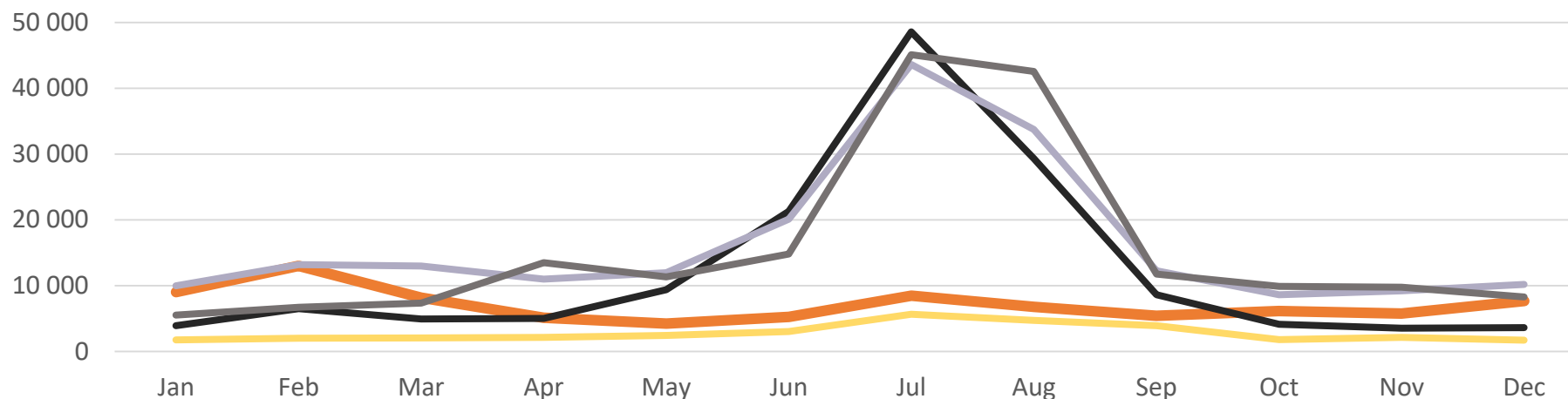
Nordic comparison

Monthly overnights in the Nordic countries in 2018



Finland 2018 Norway 2018 Sweden 2018 Denmark 2018 Iceland* 2018

Sources: Visit Finland Statistics Service
Rudolf, Statistics Finland,
Statistics Sweden, Norway, Denmark, and
Iceland

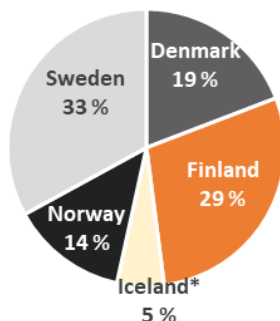


Norway, Sweden & Denmark including all types of accommodation (also cottages)
*) Iceland includes only hotels

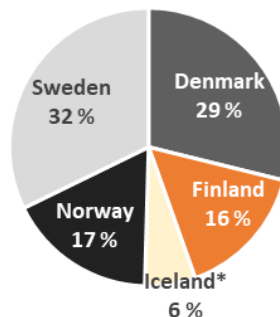
Monthly change in Belgian overnights 2018/2017

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Year
Denmark	-10 %	-4 %	-11 %	-1 %	8 %	24 %	31 %	23 %	18 %	17 %	18 %	27 %	17 %
Finland	34 %	38 %	-9 %	28 %	-2 %	1 %	-3 %	18 %	34 %	100 %	38 %	26 %	21 %
Iceland*	94 %	11 %	14 %	12 %	-8 %	-8 %	-2 %	49 %	41 %	16 %	35 %	6 %	16 %
Norway	23 %	7 %	0 %	35 %	26 %	12 %	5 %	-1 %	-30 %	-24 %	-24 %	24 %	2 %
Sweden	37 %	50 %	52 %	-1 %	6 %	42 %	15 %	11 %	9 %	8 %	3 %	12 %	18 %

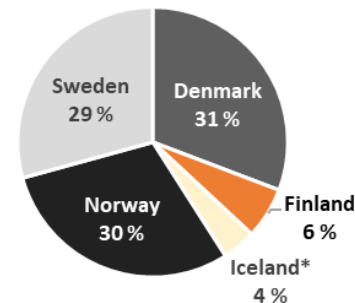
Winter 2017-18 (Dec-Feb)



Spring (Mar-May) 2018



Summer (Jun-Aug) 2018



Autumn (Sep-Nov) 2018

