VISIT FINLAND

UK - Market Review
British overnights in Finland

Year 2019
3rd in country rankings with a 8% share of foreign overnights
Average change 2000-2019: +3%
Change 2019 compared to 2000: +55%

Share of overnights by regions 2019
33% 7% 6% 54%

Sources: Visit Finland Statistics Service Rudolf, Statistics Finland
British overnights in Finland / Year 2019

569 300 overnights in total
-4% compared to 2018
(-3% compared to 2017)

83% of these overnights were spent in the city of Helsinki (change -1% compared to 2018), (13% spent in Vantaa and 4% in Espoo)

Year 2019

British overnights in main marketing areas
Year 2019

LAPLAND 54%; (306 600; -4%)

HELSEINKI METROPOLITAN AREA 33%; (190 200; -3%)

LAKE AND ARCHIPELAGO 7%; (36 800; -8%)

COAST AND ARCHIPELAGO 25% in Turku (+22%)
12% in Oulu (-1%)
8% in Kotka (+30%)

22% in Kittilä-Levi (-16%)
18% in Inari-Saariselkä (-5%)
15% in Kolari-yläs (-2%)
12% in Rovaniemi (-4%)
12% in Ruka-Kuusamo (+5%)

29% in Tampere (-1%)
15% in Lahti sub-region (+24%)
12% in Jyväskylä (-21%)
BRITISH OVERNIGHTS IN FINLAND BY SEASON

British overnights in 2019

Winter (12-02) 57%
Summer (06-08) 16%
Spring (03-05) 14%
Autumn (09-11) 13%


Monthly overnights by British visitors in Finland 2017-2019 & Jan-Feb 2020

One third of the overnights in December

Source: Visit Finland Statistics Service Rudolf, Statistics Finland
BRITISH MONTHLY OVERNIGHTS IN THE NORDIC COUNTRIES IN 2019

- **Denmark**: Hotels, holiday resorts, camping sites and youth hostels, AND marinas & holiday cottages
- **Finland**: Hotels, youth hostels, holiday villages and camping sites
- **Iceland**: Hotels, youth hostels, holiday centres, and camping sites, AND guesthouses, apartments, sleeping-bag facilities, lodges in wilderness and private-home accommodation
- **Norway**: Hotels, youth hostels and camping sites, AND holiday dwellings
- **Sweden**: Hotels, youth hostels, holiday villages and camping sites, AND commercially arranged rentals in private cottages or apartments

### Monthly change in British overnights 2019/2018

<table>
<thead>
<tr>
<th></th>
<th>Jan</th>
<th>Feb</th>
<th>Mar</th>
<th>Apr</th>
<th>May</th>
<th>Jun</th>
<th>Jul</th>
<th>Aug</th>
<th>Sep</th>
<th>Oct</th>
<th>Nov</th>
<th>Dec</th>
<th>Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Denmark</td>
<td>-11%</td>
<td>-3%</td>
<td>4%</td>
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<td>7%</td>
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<td>8%</td>
<td>3%</td>
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<tr>
<td>Finland</td>
<td>1%</td>
<td>1%</td>
<td>-5%</td>
<td>-15%</td>
<td>8%</td>
<td>1%</td>
<td>-18%</td>
<td>4%</td>
<td>12%</td>
<td>10%</td>
<td>-14%</td>
<td>-8%</td>
<td>-4%</td>
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<tr>
<td>Iceland</td>
<td>-10%</td>
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<td>-17%</td>
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<td>-16%</td>
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<tr>
<td>Norway</td>
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<td>-4%</td>
<td>9%</td>
<td>18%</td>
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<td>11%</td>
<td>11%</td>
<td>8%</td>
<td>4%</td>
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<tr>
<td>Sweden</td>
<td>-4%</td>
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<td>-4%</td>
<td>9%</td>
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<td>-2%</td>
<td>13%</td>
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<td>8%</td>
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</tbody>
</table>

Denmark: Hotels, holiday resorts, camping sites and youth hostels, AND marinas & holiday cottages
Finland: Hotels, youth hostels, holiday villages and camping sites
Iceland: Hotels, youth hostels, holiday centres, and camping sites, AND guesthouses, apartments, sleeping-bag facilities, lodges in wilderness and private-home accommodation
Norway: Hotels, youth hostels and camping sites, AND holiday dwellings
Sweden: Hotels, youth hostels, holiday villages and camping sites, AND commercially arranged rentals in private cottages or apartments
British travelers’
Internet searches

- 353 300 travel-related Internet searches concerning Finland
- +39% compared to previous year

UK Seasonality in Searches

UK Top Microbrandtags

<table>
<thead>
<tr>
<th>Category</th>
<th>2018</th>
<th>2019</th>
<th>Change</th>
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<tbody>
<tr>
<td>Holiday Packages</td>
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<tr>
<td>Northern Lights</td>
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<tr>
<td>Igloos Ice Hotels</td>
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<td></td>
<td>+65%</td>
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<td>Santa Claus</td>
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<td></td>
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<tr>
<td>Skiing</td>
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<td>Things to Do</td>
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<tr>
<td>Places to Visit</td>
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<td>+34%</td>
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</tbody>
</table>

Source: D2 Digital Demand