Business Finland

Germany Market Review
GERMAN OVERNIGHTS IN FINLAND

Year 2019

2\textsuperscript{nd} in country rankings with a 9\% share of foreign overnights

Average change 2000-2019: +2\%

Change 2019 compared to 2000: +35\%

Share of overnights by regions 2019

36\% 19\% 17\% 28\%
Year 2019
662 000 overnights in total
+5% compared to 2018
(+6% compared to 2017)

84% of these overnights were spent in the city of Helsinki (change +7% compared to 2018),
(10% spent in Vantaa and 6% in Espoo)

HELSINKI METROPOLITAN AREA
36 %; (241 600; +7%)

LAKELAND
17 %; (110 500; -1%)

COAST AND ARCHIPELAGO
19 %; (124 800; +6%)

LAPLAND
28 %; (185 100; +7%)

23% in Turku (+33%)
11% in Oulu (+17%)

18% in Kittilä-Levi (-5%)
17% in Rovaniemi (+11%)
16% in Inari-Saariselkä (+22%)
15% in Muonio (+5%)
8% in Sodankylä (-9%)
7% in Kolari-Ylläs (-10%)
6% in Ruka-Kuusamo (+56%)

16% in Tampere (+4%)
13% in Savonlinna sub-reg. (+1%)
9% in Jyväskylä sub-reg. (-27%)
9% in Kuopio sub-reg. (-14%)

17% spent in Vantaa
6% in Espoo

16% in Rovaniemi (+11%)
15% in Muonio (+5%)
8% in Sodankylä (-9%)
7% in Kolari-Ylläs (-10%)
6% in Ruka-Kuusamo (+56%)

8% in Sodankylä (-9%)
7% in Kolari-Ylläs (-10%)
6% in Ruka-Kuusamo (+56%)

16% in Rovaniemi (+11%)
15% in Muonio (+5%)
8% in Sodankylä (-9%)
7% in Kolari-Ylläs (-10%)
6% in Ruka-Kuusamo (+56%)

8% in Sodankylä (-9%)
7% in Kolari-Ylläs (-10%)
6% in Ruka-Kuusamo (+56%)

16% in Rovaniemi (+11%)
15% in Muonio (+5%)
8% in Sodankylä (-9%)
7% in Kolari-Ylläs (-10%)
6% in Ruka-Kuusamo (+56%)

8% in Sodankylä (-9%)
7% in Kolari-Ylläs (-10%)
6% in Ruka-Kuusamo (+56%)

16% in Rovaniemi (+11%)
15% in Muonio (+5%)
8% in Sodankylä (-9%)
7% in Kolari-Ylläs (-10%)
6% in Ruka-Kuusamo (+56%)

8% in Sodankylä (-9%)
7% in Kolari-Ylläs (-10%)
GERMAN MONTHLY OVERNIGHTS IN FINLAND 2017-2020

---

2017 2018 2019 2020

---

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

---

0 20,000 40,000 60,000 80,000 100,000 120,000

---

BUSINESS FINLAND

VISIT FINLAND
Monthly change in German 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>0%</td>
<td>-41%</td>
<td>60%</td>
<td>-15%</td>
<td>30%</td>
<td>9%</td>
<td>1%</td>
<td>-2%</td>
<td>14%</td>
<td>5%</td>
<td>18%</td>
<td>7%</td>
</tr>
<tr>
<td>Finland</td>
<td>8%</td>
<td>11%</td>
<td>1%</td>
<td>-9%</td>
<td>6%</td>
<td>11%</td>
<td>3%</td>
<td>1%</td>
<td>8%</td>
<td>11%</td>
<td>6%</td>
<td>8%</td>
<td>5%</td>
</tr>
<tr>
<td>Iceland</td>
<td>13%</td>
<td>5%</td>
<td>4%</td>
<td>22%</td>
<td>-12%</td>
<td>5%</td>
<td>-8%</td>
<td>-4%</td>
<td>3%</td>
<td>18%</td>
<td>21%</td>
<td>19%</td>
<td>1%</td>
</tr>
<tr>
<td>Norway</td>
<td>-1%</td>
<td>-6%</td>
<td>0%</td>
<td>28%</td>
<td>-1%</td>
<td>5%</td>
<td>8%</td>
<td>8%</td>
<td>9%</td>
<td>5%</td>
<td>12%</td>
<td>17%</td>
<td>7%</td>
</tr>
<tr>
<td>Sweden</td>
<td>-5%</td>
<td>-4%</td>
<td>-9%</td>
<td>19%</td>
<td>-6%</td>
<td>21%</td>
<td>14%</td>
<td>10%</td>
<td>-5%</td>
<td>15%</td>
<td>-9%</td>
<td>12%</td>
<td>9%</td>
</tr>
</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
German travelers’ Internet searches

- 455,300 travel-related Internet searches concerning Finland
- +38% compared to previous year

Germany Seasonality in Searches

<table>
<thead>
<tr>
<th>Month</th>
<th>2018</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td></td>
<td></td>
</tr>
<tr>
<td>February</td>
<td></td>
<td></td>
</tr>
<tr>
<td>March</td>
<td></td>
<td></td>
</tr>
<tr>
<td>April</td>
<td></td>
<td></td>
</tr>
<tr>
<td>May</td>
<td></td>
<td></td>
</tr>
<tr>
<td>June</td>
<td></td>
<td></td>
</tr>
<tr>
<td>July</td>
<td></td>
<td></td>
</tr>
<tr>
<td>August</td>
<td></td>
<td></td>
</tr>
<tr>
<td>September</td>
<td></td>
<td></td>
</tr>
<tr>
<td>October</td>
<td></td>
<td></td>
</tr>
<tr>
<td>November</td>
<td></td>
<td></td>
</tr>
<tr>
<td>December</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Germany Top Microbrandtags

<table>
<thead>
<tr>
<th>Category</th>
<th>2018</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vacation Packages</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Northern Lights</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Travel</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Camping</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Igloos Ice Hotels</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tourism Attractions</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Holiday Apartments</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cities</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Holiday Packages</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Santa Claus</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>