BUSINESS FINLAND

VISIT FINLAND

Italy - Market Review
ITALIAN OVERNIGHTS IN FINLAND

Year 2019

12th in country rankings with a 3% share of foreign overnights

Average change 2000-2019: +2%

Change 2019 compared to 2000: +26%

Share of overnights by regions 2019

- 45%
- 16%
- 15%
- 24%
ITALIAN OVERNIGHTS IN FINLAND / YEAR 2019

Year 2019
180 300 overnights in total
+13% compared to 2018
(+16% compared to 2017)

86% of these overnights were spent in the city of Helsinki (change +15% compared to 2018), (11% spent in Vantaa and 3% in Espoo)

Italian overnights in main marketing areas
Year 2019

- HELSINKI METROPOLITAN AREA
  45% (81 300; +14%)

- LAPLAND
  24%; (43 700; +4%)

- LAKELAND
  15% (27 100; +9%)

- COAST AND ARCHIPELAGO
  16% (28 200; +28%)

- 36% in Turku (+119%)

- 9% in Oulu (-2%)

- 49% in Rovaniemi (+15%)

- 25% in Inari-Saariselkä (-1%)

- 23% in Tampere (-4%)

- 16% in Savonlinna (+17%)

- 10% in Lahti (+73%)
ITALIAN MONTHLY OVERNIGHTS IN FINLAND 2017-2020

- 2017
- 2018
- 2019
- 2020
ITALIAN MONTHLY OVERNIGHTS IN THE NORDIC COUNTRIES IN 2019

Monthly change in Italian overnights 2019/2018

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<tr>
<th>Year</th>
<th>Denmark</th>
<th>Finland</th>
<th>Iceland</th>
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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
Italian travelers’
Internet searches

- 223 300 travel-related Internet searches concerning Finland
- +22% compared to previous year

**Italy Seasonality in Searches**

![Seasonality Chart]

**Italy Top Microbrandtags**

- Saunas: +27%
- Northern Lights: +30%
- Places to Visit: +30%
- Travel: +23%
- Lakes: -5%
- Igloos Ice Hotels: +13%
- Visit: +19%
- Santa Claus: +34%
- Holiday Packages: +31%
- Hotels: +58%

Source: D2 Digital Demand