Japanese overnights in Finland 2000-2019

Year 2019
10th in country rankings with a 3% share of foreign overnights
Average change 2000-2019: +3%
Change 2019 compared to 2000: +57%

Share of overnights by regions 2019
72% 5% 4% 19%

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

Year 2019
225,000 overnights in total
+4% compared to 2018
(-6% compared to 2017)

90% of these overnights were spent in the city of Helsinki (change +5% compared to 2018), (only 10% spent in Vantaa or Espoo)

Japanese overnights in main marketing areas
Year 2019

- HELSINKI METROPOLITAN AREA
  72%;
  (161,300; +6%)
- LAPLAND
  19%;
  (42,100; +3%)
- LAKELAND
  4%;
  (10,500; -12%)
- COAST AND ARCHIPELAGO
  5%;
  (11,100; +3%)

33% in Tampere (-20%)
19% in Lahti reg. (+5%)
15% in Jyväskylä (+41%)

22% in Oulu (+46%)
18% in Turku (+2%)
39% in Inari-Saariselkä (+4%)
38% in Rovaniemi (+3%)
9% in Kittilä-Levi (+20%)

Please note, other destinations than Helsinki, Vantaa and Espoo in Uusimaa county are counted in Coast and Archipelago marketing area (e.g. Porvoo, Tuusula, Lohja, Hanka, Raasepori etc.)
JAPANESE OVERNIGHTS IN FINLAND BY SEASON

Japanese overnights in 2019

- Winter (09-11) 26%
- Winter (12-02) 22%
- Spring (03-05) 19%
- Summer (06-08) 33%

Periods:
- Winter (12-02)
- Spring (03-05)
- Summer (06-08)
- Autumn (09-11)
Monthly overnights by Japanese visitors in Finland 2017-2019 & Jan-Feb2020

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

Monthly change in Japanese overnights 2019/2018

<table>
<thead>
<tr>
<th>Country</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>44%</td>
<td>34%</td>
<td>10%</td>
<td>13%</td>
<td>2%</td>
<td>4%</td>
<td>15%</td>
<td>23%</td>
<td>-7%</td>
<td>33%</td>
<td>-1%</td>
<td>6%</td>
<td>12%</td>
</tr>
<tr>
<td>Finland</td>
<td>-6%</td>
<td>-9%</td>
<td>13%</td>
<td>49%</td>
<td>3%</td>
<td>14%</td>
<td>0%</td>
<td>4%</td>
<td>8%</td>
<td>13%</td>
<td>-23%</td>
<td>15%</td>
<td>4%</td>
</tr>
<tr>
<td>Iceland</td>
<td>-53%</td>
<td>-39%</td>
<td>-26%</td>
<td>9%</td>
<td>-9%</td>
<td>-15%</td>
<td>35%</td>
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<td>-7%</td>
<td>-8%</td>
<td>-15%</td>
<td>19%</td>
<td>-14%</td>
</tr>
<tr>
<td>Norway</td>
<td>29%</td>
<td>-15%</td>
<td>-7%</td>
<td>74%</td>
<td>-3%</td>
<td>2%</td>
<td>-21%</td>
<td>-19%</td>
<td>-6%</td>
<td>23%</td>
<td>19%</td>
<td>35%</td>
<td>-4%</td>
</tr>
<tr>
<td>Sweden</td>
<td>24%</td>
<td>6%</td>
<td>24%</td>
<td>5%</td>
<td>1%</td>
<td>-4%</td>
<td>-18%</td>
<td>1%</td>
<td>7%</td>
<td>11%</td>
<td>-28%</td>
<td>37%</td>
<td>1%</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
Japanese travelers’ Internet searches

- 556,800 travel-related Internet searches concerning Finland
- +37% compared to previous year

Japan Seasonality in Searches

Japan Top Microbrandtags

- Tourism: +48%
- Saunas: +91%
- Travel: +15%
- Northern Lights: +66%
- Jungles and Forests: +26%
- Tours: +20%
- Food Tourism: +97%
- Santa Claus: -1%
- Cafes: +52%
- Hotels: +80%