VISIT FINLAND

China Market Review
CHINESE (INCL. HONG KONG) OVERNIGHTS IN FINLAND

Year 2019
5th in country rankings with a 6% share of foreign overnights
Average change 2000-2019: +15%
Change 2019 compared to 2000: +968%

Share of overnights by regions 2019

- CHINESE (INCL. HONG KONG)
- BUSINESS FINLAND
- VISIT FINLAND
Year 2019
441,000 overnights in total
+15% compared to 2018
(+22% compared to 2017)

53% of these overnights were spent in the city of Helsinki (change +4% compared to 2018), and 41% in Vantaa (change +46%).

Chinese overnights in main marketing areas
Year 2019

- Helsinki Metropolitan Area: 58% (254,000; +16%)
- Lapland: 24%; (108,300; +11%)
- Lakeland: 11%; (49,800; +21%)
- Coast and Archipelago: 7%; (28,900; +10%)
- Rovaniemi: 52% (+14%)
- Inari-Saariselkä: 23% (+22%)
- Kemi: 7% (+12%)
- Sodankylä: 6% (+27%)
- Sotkamo: 32% (-11%)
- Siilinjärvi: 18% (+462%)
- Tampere: 11% (-18%)
- Lahti: 10% (+200%)
- Lohja: 24% (+68%)
- Oulu: 18% (+25%)
- Turku: 16% (+8%)
CHINESE (INCL. HONG KONG) OVERNIGHTS IN FINLAND BY SEASON

Chinese overnights in 2019

- Winter (12-02): 32%
- Spring (03-05): 16%
- Summer (06-08): 31%
- Autumn (09-11): 21%
MONTHLY CHANGE IN CHINESE OVERNIGHTS
IN THE NORDIC COUNTRIES IN 2019

<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>26 %</td>
<td>19 %</td>
<td>59 %</td>
<td>16 %</td>
<td>9 %</td>
<td>16 %</td>
<td>18 %</td>
<td>5 %</td>
<td>10 %</td>
<td>4 %</td>
<td>23 %</td>
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<tr>
<td>Finland</td>
<td>40 %</td>
<td>6 %</td>
<td>3 %</td>
<td>9 %</td>
<td>32 %</td>
<td>22 %</td>
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<td>21 %</td>
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<tr>
<td>Iceland</td>
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<td>8 %</td>
<td>-6 %</td>
<td>15 %</td>
<td>5 %</td>
<td>17 %</td>
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<td>26 %</td>
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<tr>
<td>Norway</td>
<td>40 %</td>
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<td>10 %</td>
<td>19 %</td>
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<td>-3 %</td>
<td>21 %</td>
<td>1 %</td>
<td>12 %</td>
<td>5 %</td>
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<tr>
<td>Sweden</td>
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<td>2 %</td>
<td>5 %</td>
<td>29 %</td>
<td>14 %</td>
<td>13 %</td>
<td>16 %</td>
<td>22 %</td>
<td>18 %</td>
<td>19 %</td>
<td>20 %</td>
<td>6 %</td>
<td>16 %</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