France - Market Review
French overnights in Finland 2000-2019

Year 2019
6th in country rankings with a 5% share of foreign overnights
Average change 2000-2019: +5%
Change 2019 compared to 2000: +138%

Share of overnights by regions 2019

- 27%
- 8%
- 11%
- 54%

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

Year 2019
341 700 overnights in total
+14% compared to 2018
(+22% compared to 2017)

83% of these overnights were spent in the city of Helsinki (change +25% compared to 2018),
(only 11% spent in Vantaa and 6% in Espoo)

22% in Rovaniemi (+24%)
19% in Inari-Saariselkä (+11%)
13% in Kolari-Ylläs (-8%)
12% in Muonio (+9%)
11% in Kittilä-Levi (-1%)
11% in Sodankylä (+86%)

Year 2019

23% in Turku (+27%)
15% in Oulu (+3%)
21% in Tampere (-2%)
15% in Kehys-Kainuu (-24%)
11% in Lahti sub-reg. (+92%)
10% in Kuopio (+308%)
10% in Jyväskylä sub-reg. (+1%)
FRENCH OVERNIGHTS IN FINLAND BY SEASON

French overnights in 2019

- Winter (12-02) 48%
- Spring (03-05) 22%
- Summer (06-08) 19%
- Autumn (09-11) 11%


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<tbody>
<tr>
<td>Winter</td>
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<td>160K</td>
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<td>Spring</td>
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<td>Autumn</td>
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Monthly overnights by French visitors in Finland 2017-2019 & Jan-Feb 2020

<table>
<thead>
<tr>
<th>Region</th>
<th>Nights spent</th>
<th>Change of nights spend, %</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>2019M12</strong></td>
<td>48 194</td>
<td>10,8</td>
</tr>
<tr>
<td>WHOLE COUNTRY</td>
<td>53 115</td>
<td>-5,2</td>
</tr>
<tr>
<td>HELSINKI METROPOLITAN AREA</td>
<td>62 140</td>
<td>-0,2</td>
</tr>
<tr>
<td>COAST AND ARCHIPELAGO</td>
<td>6 906</td>
<td>9,5</td>
</tr>
<tr>
<td>2020M01</td>
<td>5 337</td>
<td>16,3</td>
</tr>
<tr>
<td>2020M02</td>
<td>1 775</td>
<td>-0,2</td>
</tr>
<tr>
<td>LAKELAND</td>
<td>2 642</td>
<td>1,8</td>
</tr>
<tr>
<td>1 846</td>
<td>1 666</td>
<td>-20,1</td>
</tr>
<tr>
<td>2 003</td>
<td>3 225</td>
<td>-5,5</td>
</tr>
<tr>
<td>37 439</td>
<td>50 858</td>
<td>2,1</td>
</tr>
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</table>

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

Monthly change in French overnights 2019/2018

<table>
<thead>
<tr>
<th>Year</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>13 %</td>
<td>18 %</td>
<td>6 %</td>
<td>18 %</td>
<td>10 %</td>
<td>7 %</td>
<td>21 %</td>
<td>8 %</td>
<td>31 %</td>
<td>37 %</td>
<td>20 %</td>
<td>16 %</td>
</tr>
<tr>
<td>Finland</td>
<td>13 %</td>
<td>16 %</td>
<td>2 %</td>
<td>36 %</td>
<td>48 %</td>
<td>12 %</td>
<td>-4 %</td>
<td>9 %</td>
<td>33 %</td>
<td>46 %</td>
<td>22 %</td>
<td>11 %</td>
<td>14 %</td>
</tr>
<tr>
<td>Iceland</td>
<td>2 %</td>
<td>11 %</td>
<td>3 %</td>
<td>1 %</td>
<td>-12 %</td>
<td>-10 %</td>
<td>-4 %</td>
<td>2 %</td>
<td>22 %</td>
<td>42 %</td>
<td>45 %</td>
<td>35 %</td>
<td>5 %</td>
</tr>
<tr>
<td>Norway</td>
<td>18 %</td>
<td>16 %</td>
<td>18 %</td>
<td>0 %</td>
<td>-4 %</td>
<td>-2 %</td>
<td>11 %</td>
<td>14 %</td>
<td>23 %</td>
<td>25 %</td>
<td>10 %</td>
<td>4 %</td>
<td>9 %</td>
</tr>
<tr>
<td>Sweden</td>
<td>-9 %</td>
<td>16 %</td>
<td>0 %</td>
<td>8 %</td>
<td>10 %</td>
<td>8 %</td>
<td>11 %</td>
<td>17 %</td>
<td>9 %</td>
<td>24 %</td>
<td>8 %</td>
<td>20 %</td>
<td>11 %</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
French travelers’ Internet searches

- 249,000 travel-related Internet searches concerning Finland
- +21% compared to previous year

France Seasonality in Searches

France Top Microbrandtags

- Travel: +35%
- Northern Lights: +41%
- Cities: +69%
- Saunas: +67%
- Lakes: -58%
- Islands: +420%
- Hotels: +67%
- Visit: +25%
- Tourism: +2%
- Cottages: +42%

Source: D2 Digital Demand

Expedia campaigns on lakes in 2018