

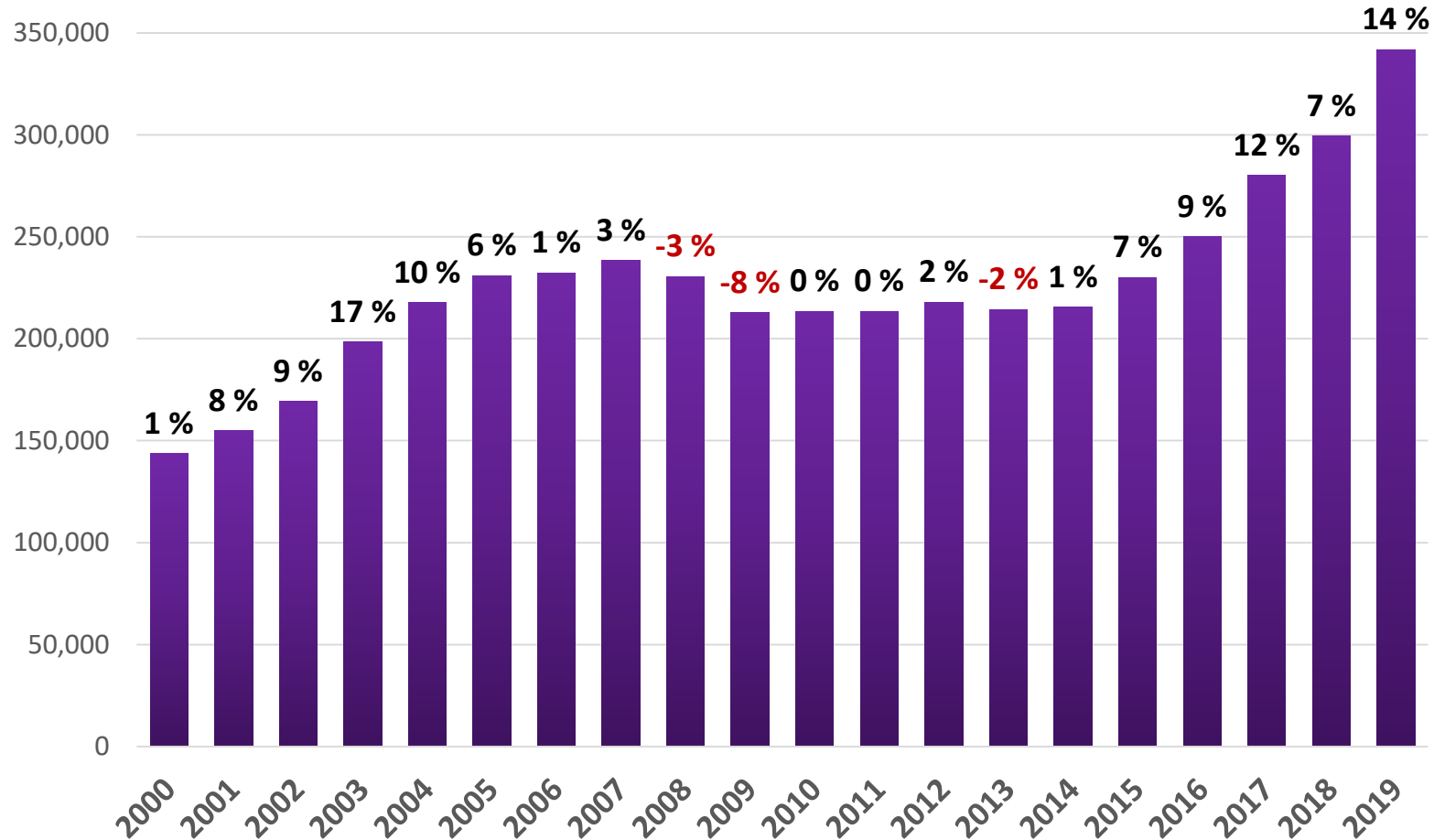
BUSINESS
FINLAND

France - Market Review

VISIT FINLAND



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%**

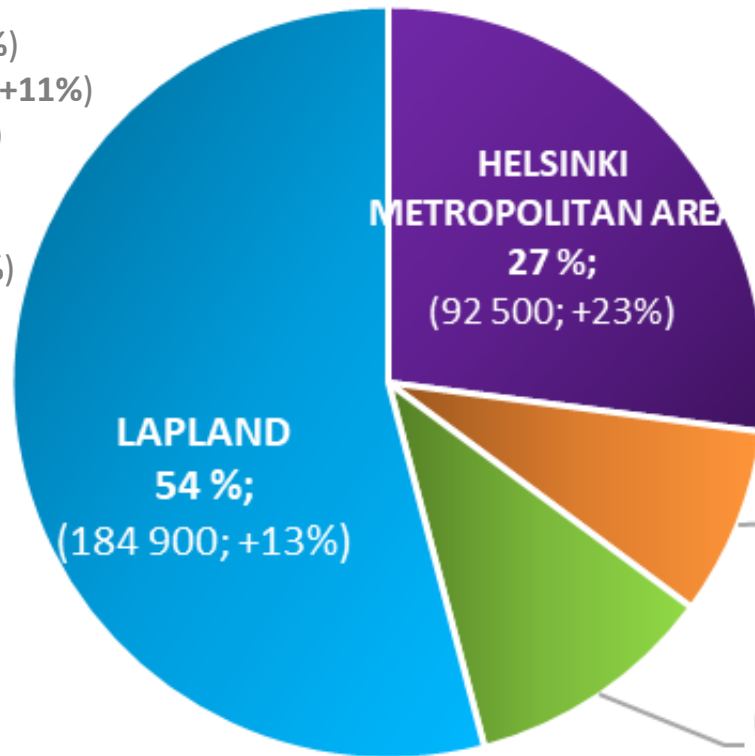
Share of overnights by regions 2019



French overnights in Finland / Year 2019

French overnights in main marketing areas Year 2019

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%)



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)

COAST AND ARCHIPELAGO
 8 %;
 (27 600; +2%)
 23% in Turku (+27%)
 15% in Oulu (+3%)

LAKELAND
 11 %;
 (36 700; +8%)
 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%)

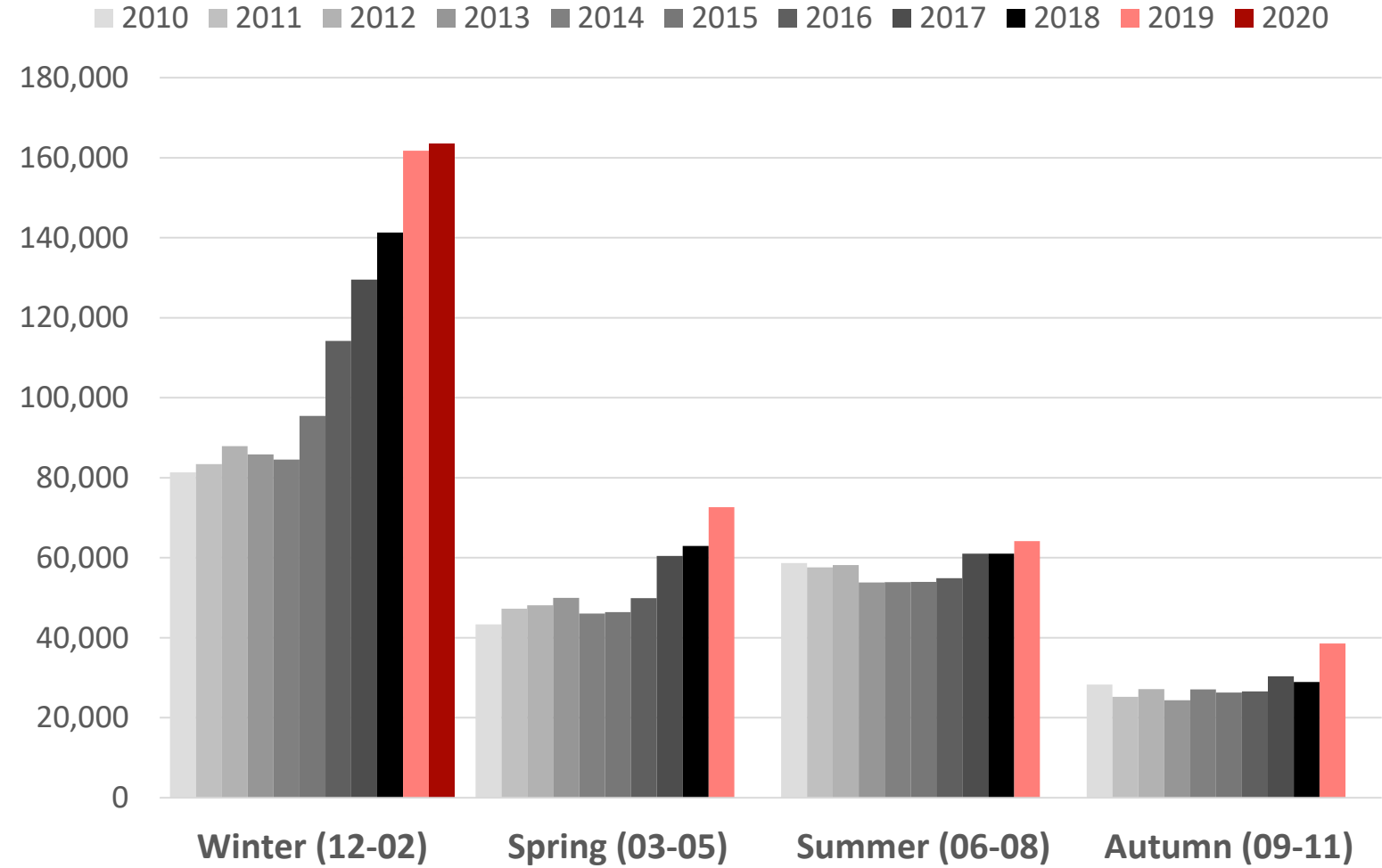
Year 2019

341 700 overnights in total

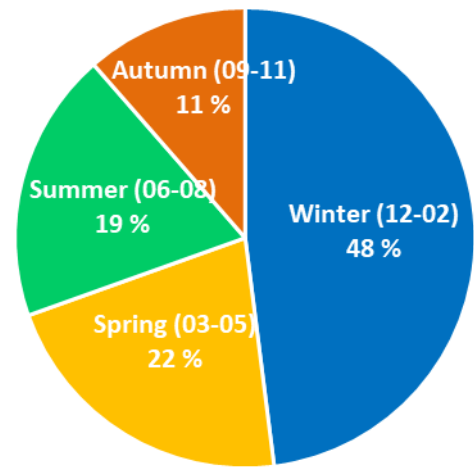
+14% compared to 2018
 (+22% compared to 2017)



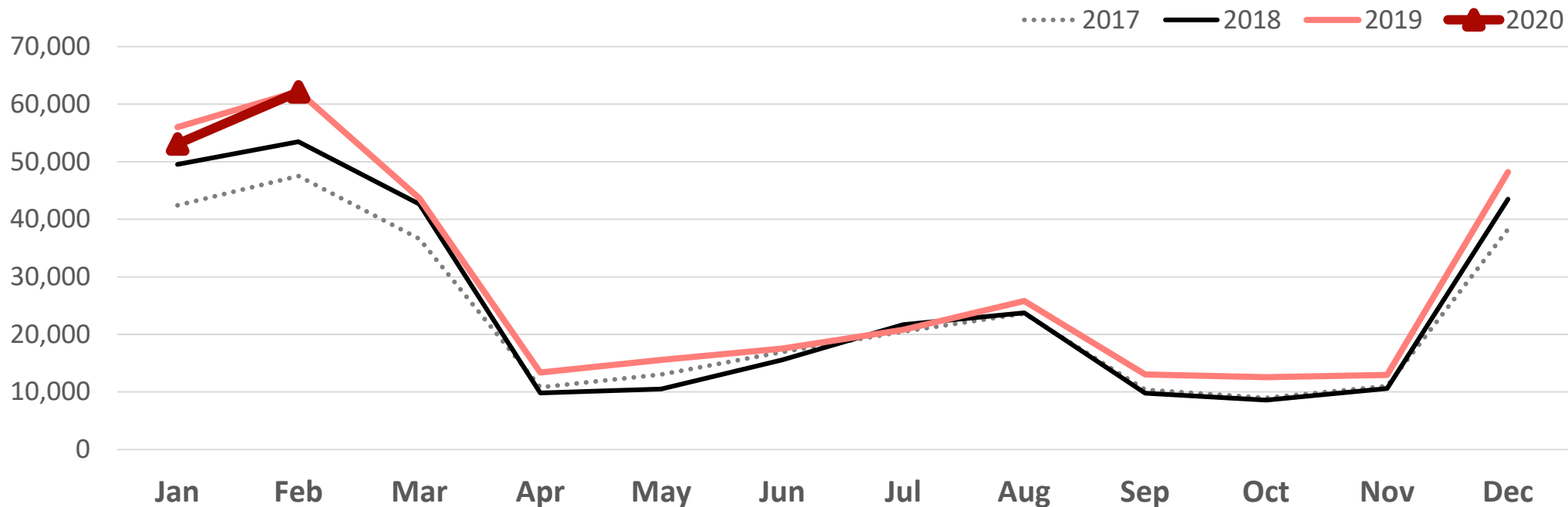
FRENCH OVERNIGHTS IN FINLAND BY SEASON



French overnights in 2019



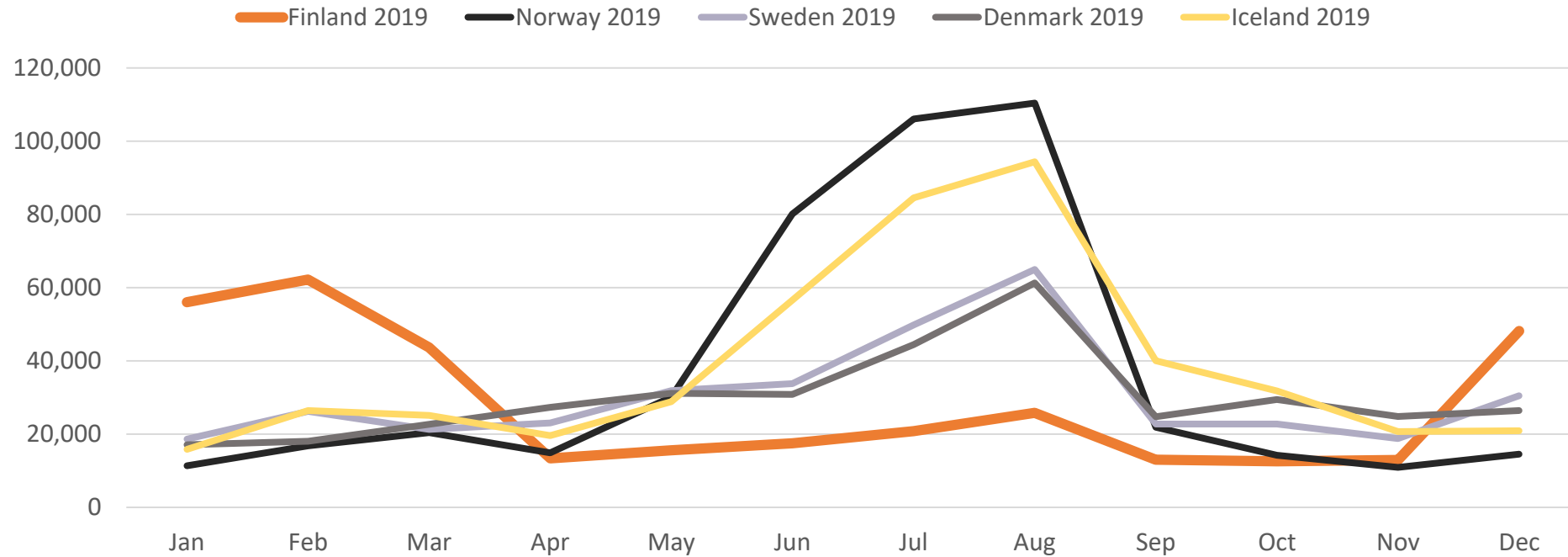
Monthly overnights by French visitors in Finland 2017-2019 & Jan-Feb2020



2019M12*		2020M01*		2020M02*		WHOLE COUNTRY HELSINKI METROPOLITAN AREA COAST AND ARCHIPELAGO LAKELAND LAPLAND
Nights spent	Change of nights spend, %	Nights spent	Change of nights spend, %	Nights spent	Change of nights spend, %	
48 194	10,8	53 115	-5,2	62 140	-0,2	
6 906	9,5	5 337	16,3	6 391	-7,9	
1 846	28,6	1 775	-0,2	1 666	-20,1	
2 003	-14,6	2 642	1,8	3 225	-5,5	
37 439	12,1	43 361	-7,9	50 858	2,1	



FRENCH MONTHLY OVERNIGHTS IN THE NORDIC COUNTRIES IN 2019



Monthly change in French overnights 2019/2018

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Year
Denmark	11 %	13 %	18 %	6 %	18 %	10 %	7 %	21 %	8 %	31 %	37 %	20 %	16 %
Finland	13 %	16 %	2 %	36 %	48 %	12 %	-4 %	9 %	33 %	46 %	22 %	11 %	14 %
Iceland	2 %	11 %	3 %	1 %	-12 %	-10 %	-4 %	2 %	22 %	42 %	45 %	35 %	5 %
Norway	18 %	16 %	18 %	0 %	-4 %	-2 %	11 %	14 %	23 %	25 %	10 %	4 %	9 %
Sweden	-9 %	16 %	0 %	8 %	10 %	8 %	11 %	17 %	9 %	24 %	8 %	20 %	11 %

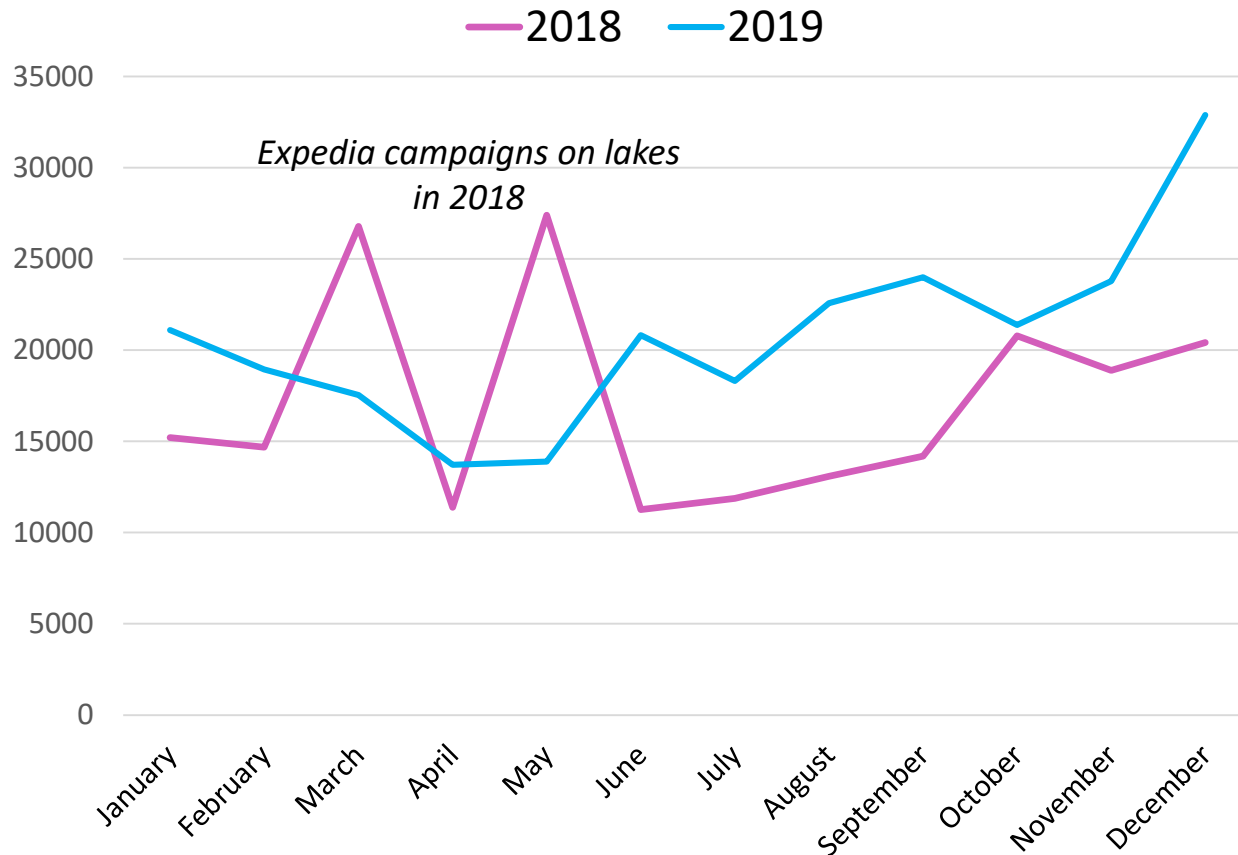
French travelers' Internet searches

Source: D2 Digital Demand



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

France Seasonality in Searches



France Top Microbrandtags

