VISIT FINLAND

Russia - Market Review
RUSSIAN OVERNIGHTS IN FINLAND

Year 2019

1st in country rankings with a 12% share of foreign overnights

Average change 2000-2019: +5%

Change 2019 compared to 2000: +78%

Share of overnights by regions 2019

36% 19% 17% 28%
RUSSIAN OVERNIGHTS IN FINLAND / YEAR 2019

Year 2019
820 9000 overnights in total
-1% compared to 2018
(+/-0% compared to 2017)

Russian overnights in main marketing areas
Year 2019

84% of these overnights were spent in the city of Helsinki (change +3% compared to 2018), (9% spent in Vantaa and 7% in Espoo)

- LAPLAND 12%;
  (99 500; +2%)
- HELSINKI METROPOLITAN AREA 31%;
  (256 700; +3%)
- LAKELAND 47%;
  (383 800; -4%)
- COAST AND ARCHIPELAGO 10%;
  (80 800; 0%)

- 42% in Ruka-Kuusamo (-1%)
- 22% in Rovaniemi (+14%)
- 14% in Kittilä-Levi (-1%)
- 23% in Imatra (+1%)
- 21% in Lappeenranta (+15%)
- 11% in Savonlinna sub-reg. (+1%)
- 7% in Sotkamo (+3%)
- 12% in Kotka (-8%)
- 12% in Turku (-11%)
RUSSIAN OVERNIGHTS IN FINLAND BY SEASON

Russian overnights in 2019

- Winter (12-02): 32%
- Spring (03-05): 30%
- Summer (06-08): 20%
- Autumn (09-11): 18%
RUSSIAN MONTHLY OVERNIGHTS IN THE NORDIC COUNTRIES IN 2019

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
Russian travelers’ Internet searches

- 524 500 travel-related Internet searches concerning Finland
- +16% compared to previous year

Russia Seasonality in Searches

Russia Top Microbrandtags

- Places to Visit
- Travel
- Ski Hostels
- Camping
- Aquaparks
- Holiday Packages
- Cottages
- Ski Resorts
- Shopping
- SPA Hotels

Source: D2 Digital Demand