Netherlands Market Review
DUTCH OVERNIGHTS IN FINLAND

Year 2019
8th in country rankings with a 4% share of foreign overnights
Average change 2000-2019: +3%
Change 2019 compared to 2000: +69%

Share of overnights by regions 2019

2% 6% 23% 12% -6% -5% -1% -4% -5% -7% -2% -1% 0% -4% 0% 1% 10% 30% 8% 6%

BUSINESS FINLAND VISIT FINLAND
DUTCH OVERNIGHTS IN FINLAND / YEAR 2019

Year 2019
262 000 overnights in total
+6% compared to 2018
(+15% compared to 2017)

83% of these overnights were spent in the city of Helsinki (change +13% compared to 2018),
(12% spent in Vantaa and 5% in Espoo)

16% in Turku (-11%)
15% in Oulu (+32%)

20% in Inari-Saariselkä (+15%)
17% in Kittilä-Levi (+17%)
14% in Kolari-Ylläs (+24%)
13% in Ruka-Kuusamo (-6%)
12% in Salla (-3%)
7% in Sodankylä (+10%)
7% in Rovaniemi (+18%)

18% in Tampere (-9%)
10% in Jyväskylä sub-reg. (-7%)
6% in Kuopio sub-reg. (+19%)
5% in Savonlinna sub-reg. (-4%)

LAPLAND 47%;
(123 300; +9%)

HELSINKI METROPOLITAN AREA 29%;
(76 300; +10%)

COAST AND ARCHIPELAGO 12%;
(30 400; +1%)

LAKELAND 12%;
(32 200; -6%)

BUSINESS FINLAND VISIT FINLAND

17% in Kittilä-Levi (+17%)
14% in Kolari-Ylläs (+24%)
13% in Ruka-Kuusamo (-6%)
12% in Salla (-3%)
7% in Sodankylä (+10%)
7% in Rovaniemi (+18%)
DUTCH OVERNIGHTS IN FINLAND BY SEASON

Dutch overnights in 2019
- Winter (12-02): 41%
- Summer (06-08): 22%
- Spring (03-05): 24%
- Autumn (09-11): 13%

Bar graph showing overnight stays in Finland by season and year from 2010 to 2020.
DUTCH MONTHLY OVERNIGHTS IN FINLAND 2017-2020
DUTCH MONTHLY OVERNIGHTS IN THE NORDIC COUNTRIES IN 2019

Danish: 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

Monthly change in Dutch overnights 2019/2018

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Dutch travelers’ Internet searches

- 142,400 travel-related Internet searches concerning Finland
- +28% compared to previous year

Netherlands Seasonality in Searches

Netherlands Top Microbrandtags

- Holiday Packages: +30%
- Saunas: +30%
- Northern Lights: +32%
- Travel: +9%
- Camping: +41%
- Igloos Ice Hotels: +54%
- Santa Claus: +30%
- Skiing: +26%
- Tours: +37%
- Cities: +28%

Source: D2 Digital Demand