VISIT FINLAND

South Korea Market Review
KOREAN OVERNIGHTS IN FINLAND

Year 2019

24th in country rankings with a 1% share of foreign overnights

Average change 2000-2019: +10%
Change 2019 compared to 2000: +224%

Share of overnights by regions 2019

78% 6% 5% 11%
KOREAN OVERNIGHTS IN FINLAND / YEAR 2019

Year 2019
55,900 overnights in total
-7% compared to 2018
(+8% compared to 2017)

Korean overnights in main marketing areas
Year 2019

84% of these overnights were spent in the city of Helsinki
(change +5% compared to 2018),
(11% spent in Vantaa and 5% in Espoo)

Lapland
42% in Rovaniemi (+122%)
24% in Inari-Saariselkä (+14%)
15% in Ruka-Kuusamo (+217%)
11% in Sodankylä (+17%)

Lakeland
32% in Tampere (-49%)
21% in Kajaani sub-reg. (-46%)
12% in Lahti sub-reg. (+53%)

Coast and Archipelago
22% in Turku (-40%)
22% in Oulu (+13%)
17% in Vaasa (+17%)
KOREAN OVERNIGHTS IN FINLAND BY SEASON

Korean overnights in 2019
- Autumn (09-11): 25%
- Winter (12-02): 20%
- Summer (06-08): 16%
- Spring (03-05): 39%

Bar chart showing overnights in Finland by season and year.
KOREAN MONTHLY OVERNIGHTS IN FINLAND 2017-2020
KOREAN MONTHLY OVERNIGHTS IN THE NORDIC COUNTRIES IN 2019

Monthly change in Korean overnights 2019/2018

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<th>Jan</th>
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<th>Mar</th>
<th>Apr</th>
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<tbody>
<tr>
<td>Denmark</td>
<td>-17%</td>
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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