VISIT FINLAND

USA - Market Review

VISIT FINLAND
US overnights in Finland 2000-2019

Year 2019
7th in country rankings with a 4% share of foreign overnights
Average change 2000-2019: +2%
Change 2019 compared to 2000: +36%

Share of overnights by regions 2019

69%  8%  9%  14%

Sources: Visit Finland Statistics Service Rudolf, Statistics Finland
Year 2019
309 100 overnights in total
+7% compared to 2018
(+15% compared to 2017)

85% of these overnights were spent in the city of Helsinki (change +3% compared to 2018),
(12% spent in Vantaa and 3% in Espoo)

44% in Rovaniemi (+39%)
21% in Inari-Saariselkä (+37%)
21% in Sodankylä (+70%)

LAKELAND 9%; (26 400; +7%)
COAST AND ARCHIPELAGO 8%; (24 000; -6%)

HELSEINKI METROPOLITAN AREA 69%; (214 700; +4%)
LAHLAND 14%; (44 000; +39%)

Please note, other destinations than Helsinki, Vantaa and Espoo in Uusimaa county are counted in Coast and Archipelago marketing area (e.g. Porvoo, Tuusula, Lohja, Hanka, Raasepori etc.)

Sources: Visit Finland Statistics Service Rudolf, Statistics Finland
US OVERNIGHTS IN FINLAND BY SEASON

US overnights in 2019
- Autumn (09-11): 22%
- Winter (12-02): 17%
- Spring (03-05): 25%
- Summer (06-08): 36%

Bar chart showing US overnights in Finland by season for the years 2010 to 2020.
### Monthly overnights by US visitors in Finland 2017-2019 & Jan-Feb2020

#### Table: Nights spent and Change of nights spend, %

<table>
<thead>
<tr>
<th>Period</th>
<th>Whole Country</th>
<th>Helsinki Metropolitan Area</th>
<th>Coast and Archipelago</th>
<th>Lakeland</th>
<th>Lapland</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>2019M12</strong></td>
<td>20 140</td>
<td>18 766</td>
<td>11 577</td>
<td>1 384</td>
<td>1 122</td>
</tr>
<tr>
<td>Nights spent</td>
<td>Change of nights spend, %</td>
<td>Night spent Change of nights spend, %</td>
<td>Night spent Change of nights spend, %</td>
<td>Night spent Change of nights spend, %</td>
<td>Night spent Change of nights spend, %</td>
</tr>
<tr>
<td>20 140</td>
<td>-3.0</td>
<td>11 577</td>
<td>1 384</td>
<td>1 122</td>
<td>6 057</td>
</tr>
<tr>
<td>20 140</td>
<td>-7.3</td>
<td>11 499</td>
<td>1 537</td>
<td>1 150</td>
<td>4 228</td>
</tr>
<tr>
<td>20 140</td>
<td>28.9</td>
<td>1 502</td>
<td>3 622</td>
<td>5 664</td>
<td>10,000</td>
</tr>
<tr>
<td>20 140</td>
<td>-9.2</td>
<td>3 622</td>
<td>154.0</td>
<td>5 664</td>
<td>15,000</td>
</tr>
<tr>
<td>20 140</td>
<td>1,5</td>
<td>5 664</td>
<td>42.9</td>
<td>5 664</td>
<td>35,000</td>
</tr>
</tbody>
</table>

Source: Visit Finland Statistics Service Rudolf, Statistics Finland
### Monthly change in US overnights 2019/2018

<table>
<thead>
<tr>
<th>Country</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>9 %</td>
<td>8 %</td>
<td>-2 %</td>
<td>13 %</td>
<td>3 %</td>
<td>-1 %</td>
<td>23 %</td>
<td>-5 %</td>
<td>1 %</td>
<td>23 %</td>
<td>1 %</td>
<td>13 %</td>
<td>6 %</td>
</tr>
<tr>
<td>Finland</td>
<td>16 %</td>
<td>15 %</td>
<td>22 %</td>
<td>37 %</td>
<td>45 %</td>
<td>0 %</td>
<td>-13 %</td>
<td>0 %</td>
<td>5 %</td>
<td>-5 %</td>
<td>1 %</td>
<td>-3 %</td>
<td>7 %</td>
</tr>
<tr>
<td>Iceland</td>
<td>-9 %</td>
<td>-9 %</td>
<td>1 %</td>
<td>2 %</td>
<td>-9 %</td>
<td>-8 %</td>
<td>-4 %</td>
<td>-13 %</td>
<td>-17 %</td>
<td>-7 %</td>
<td>-7 %</td>
<td>-18 %</td>
<td>-9 %</td>
</tr>
<tr>
<td>Norway</td>
<td>21 %</td>
<td>15 %</td>
<td>45 %</td>
<td>32 %</td>
<td>27 %</td>
<td>24 %</td>
<td>18 %</td>
<td>10 %</td>
<td>11 %</td>
<td>16 %</td>
<td>0 %</td>
<td>-7 %</td>
<td>17 %</td>
</tr>
<tr>
<td>Sweden</td>
<td>19 %</td>
<td>23 %</td>
<td>22 %</td>
<td>25 %</td>
<td>30 %</td>
<td>26 %</td>
<td>27 %</td>
<td>12 %</td>
<td>23 %</td>
<td>17 %</td>
<td>35 %</td>
<td>13 %</td>
<td>23 %</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
US travelers’
Internet searches

- 402,100 travel-related Internet searches concerning Finland
- +20% compared to previous year

US Seasonality in Searches

US Top Microbrandtags

- Igloos Ice Hotels: +46%
- Northern Lights: +38%
- Cities: +2%
- Saunas: +17%
- Things to Do: +27%
- Travel: +15%
- Visit: +25%
- Tourism: +13%
- Santa Claus: +53%
- Places to Visit: +19%