



Visit Finland

Visit Finland Visitor Survey 2018

Visit Finland studies

Business Finland, Visit Finland
Helsinki 2019



VISIT FINLAND VISITOR SURVEY 2018



Foreign visitors in Finland 2018

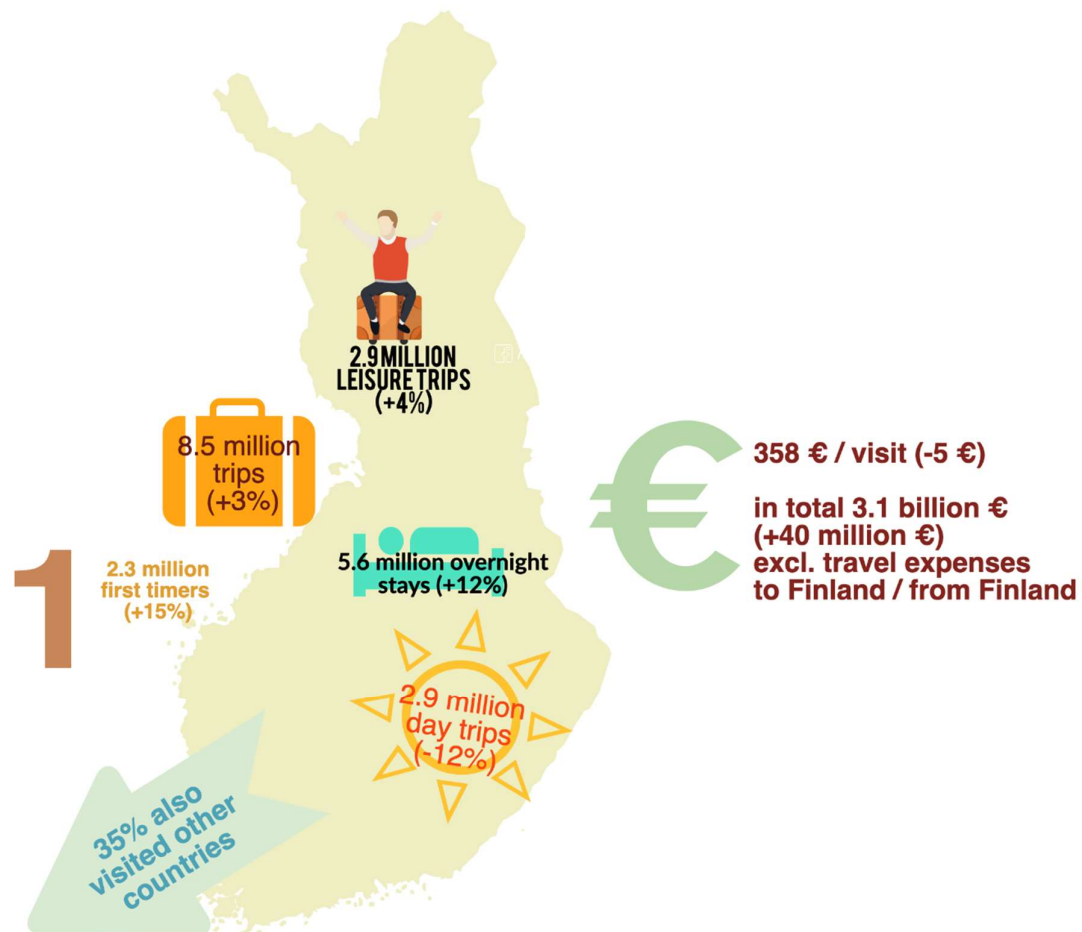


Table of contents

Summary	5	Travel party	38
Introduction	7	Habitation in the country of residence 1/2	39
Trips to Finland	10	Habitation in the country of residence 2/2	40
Day and overnight trips	12		
Finland as the main destination	13		
Purpose of the trip	15		
Finland's main attractions	16		
Arranging the trip	17		
Duration of the trip	18		
Number of overnight stays	20		
Overnight accommodation	21		
Spending in Finland	22		
Spending targets	24		
Destination in Finland	26		
Destination by country of residence	27		
Methods of travel in Finland	28		
The popularity of Finland	29		
Frequency of visits to Finland	30		
Promoting Finland	31		
Activities	32		
Interest in activities in Finland	33		
Background information	34		
Family's gross annual income	35		
Age and gender distribution	36		
Professional group distribution	37		

Summary

TOURISM GREW BY 3%, THE NUMBER OF TRIPS FROM THE NEIGHBOURING REGIONS DECREASED

In 2018, foreign travellers made a total of 8.5 million trips to Finland, which was 3% more than the previous year. More than half of the trips to Finland were made from the neighbouring regions: Russia (35%), Estonia (10%) and Sweden (9%). However, the number of trips from these areas decreased compared to the previous year: by 5% from Russia and Estonia and by 7% from Sweden. Trips by Chinese visitors increased by 5%: last year every 20th trip to Finland was made from China.

The number of trips from EU countries was about 6% higher than the previous year, while the number of trips from Asian countries remained almost unchanged. EU countries accounted for about 44% of the trips to Finland and Asian countries for 12%.

FINLAND WAS THE MAIN DESTINATION FOR OVER 80% OF THE TRIPS

65% of the travellers who came to Finland in 2018 did not visit other countries during their trip. However, a visit to Finland seems to be a trip that more and more people combine with visits to other countries as well: in 2016, 71% and in 2017, 69% did not visit other countries. On the other hand, Finland is the main country of destination for over 80% of the travellers coming here, as in the previous year.

THE NUMBER OF OVERNIGHT TRAVELLERS INCREASED FURTHER

The percentage of day trips dropped from 40% to 34%. The percentage of overnight stays increased by about 12%. The change was mainly due to an increase in overnight stays among the travellers from Russia, China, Spain and 'other EU countries': these accounted for a growth of over 50%. For the Estonians, however, the quantity of day trips increased and the amount of overnight trips decreased.

Last year, foreign travellers stayed in Finland for 34.5 million nights, which was about 5% less than in 2017. Holidaymakers accounted for slightly less than one third of all nights spent in Finland by foreign travellers, and overall, they represented 43% of all foreign travellers who had an overnight stay in Finland. The growth in overnight stays by holidaymakers was particularly due to Russians and Germans, while the share of overnight stays by Swedish holidaymakers was clearly in decline.



ONCE AGAIN, SPENDING GREW BY 2%

In 2018, travellers arriving from abroad spent EUR 3.1 billion in Finland, which was about EUR 40 million more (+1%) than the previous year. The consumption by Russian and Chinese tourists decreased (by -11% and -19%, respectively) but, for instance, the consumption by travellers coming from the United States, Latin America, Australia, Italy and Spain as well as the 'other EU countries' grew significantly.

Travellers arriving from abroad spent about EUR 531 million on accommodation, which was EUR 70 million more than in 2017. Compared with the previous year, some EUR 64 million more was spent at restaurants and cafés, amounting to total of EUR 445 million. The sum spent on shopping and food, on the other hand, decreased by about EUR 130 million to EUR 0.9 billion.

Travellers spent an average of EUR 358 on their trip to Finland, including advance costs. The largest amount of money per traveller was still spent by the Chinese (EUR 910).

Overall, according to Statistics Finland's preliminary report on the accounts pertaining to tourism, Finland's tourism exports constituted EUR 4.6 billion in 2017. The latest figures for 2018 are not yet available.



Introduction

OBJECTIVE OF THE STUDY

- TAK Border Survey, which the Visit Finland Visitor Survey is part of, is an ongoing research project that was initiated in 1997 and was designed to provide information on foreign travellers visiting Finland. Among other things, the study helps to clarify: The annual number of travellers coming to Finland and their spending in Finland.
- In addition, the survey provides information on the profiles of tourists coming from different countries: e.g. their length of stay in Finland, where they stay, why they come to Finland, how often they come to Finland, where they go during their trip and what they do in Finland.

RESEARCH IMPLEMENTATION

- The survey is implemented by interviewing foreign tourists over the age of 14 who are departing from Finland. The interviews are conducted at the Finnish border posts between January and December, on different days of the week and at different times of the day.
- The interviewees are picked randomly for the sample, by selecting, for example, every fifth passenger.
- The interview days are randomly scheduled throughout the year, except in Lapland, where the interviews are conducted during the winter season.
- The interviews are conducted at the ports of Helsinki and Turku, at the airports of Helsinki, Turku, Tampere, Rovaniemi and Kittilä, as well as at the eastern border in Vaalimaa, Nuijamaa, Vainikkala, Imatra and Niirala. The heavy traffic on the eastern border and international cruise ships at the ports of Helsinki are not taken into account. Approximately 95% of the traffic on the eastern border is reached via the five border stations involved in the survey.
- The number of trips in the report corresponds to the number of foreign travellers who left Finland in 2018 through the border posts included in the survey.
- In 2018, a total of 51,719 tourists departing from Finland were contacted. Of these travellers, 27,019 were living in Finland, were under the age of 15, refused or did not have time to respond or missed an interview for some other reason. The total number of interviews completed by the end of the year was 24,700. The travellers with a connecting flight at Helsinki Airport, those who had stayed in Finland for over a year and those who had a job in Finland were left out of the research data. A total of 18,359 foreign travellers were included in the entire study.
- TAK Research is responsible for the practical implementation of the research.



VALIDITY OF THE RESULTS

- The results have been weighted to reflect the actual number of passengers, airports and ports involved in the survey. With regard to Helsinki Airport and the ports of Helsinki, the weighting also corresponds to the different target countries. In addition, in the case of ports, the material has been weighted to correspond to the distribution of countries of residence obtained from the statistics of shipping companies.
- The transfer passengers travelling through Helsinki Airport and the people who had indicated that they had a job in Finland or who had stayed in Finland for over a year were not counted as travellers for the purpose of this report.
- For a randomised sample of this size (18,359), the theoretical sampling error is up to ± 0.7 percentage points (with a 95% probability). Country-specific surveys have been conducted for countries where the number of passengers arriving to Finland varied from 83 (Lithuania) to 8,829 (Russia). For a randomised sample of this size, the margin for error for the percentages is ± 10.8 – 1.0 percentage points. For Africa and Oceania (other Oceania), the results can only be considered indicative.
- The greatest uncertainty relates to country-specific overnight stays and estimates of spending. For these variables, the distributions are skewed, and especially for small detection rates, the average estimate may vary a lot in different samples.

COMPARABILITY OF THE RESULTS

- For 2018, the share of transfer passengers travelling through Helsinki Airport was again calculated on the basis of the statistics, as in the previous year.
- A comparison with the 2015 data has not been made because in 2015, transfer passengers were included in the target population. In contrast, the year 2016 will be included in the comparisons to the extent that the questions were consistent for both years and the comparison was appropriate.

TERMINOLOGY

TRIP

- The number of trips (visits) mentioned in this report refers to the number of foreign residents departing from Finland. The figures do not include trips by foreign residents working in Finland or those who have stayed in Finland for over a year or who are travelling through Finland.

TRANSIT PASSENGER

- Transit passengers are departing travellers who change planes at Helsinki Airport and do not leave the airport area during their trip.

TRANSIT VISITOR

- Transit visitors are travellers for whom Finland is not the main destination of their trip. Their primary destination is some other country; they simply travel there through Finland. Transit visitors may, however, spend time in Finland and even stay overnight before continuing their journey.

Trips to Finland



VISIT FINLAND VISITOR SURVEY 2018



Trips to Finland

8.5 million trips were made to Finland

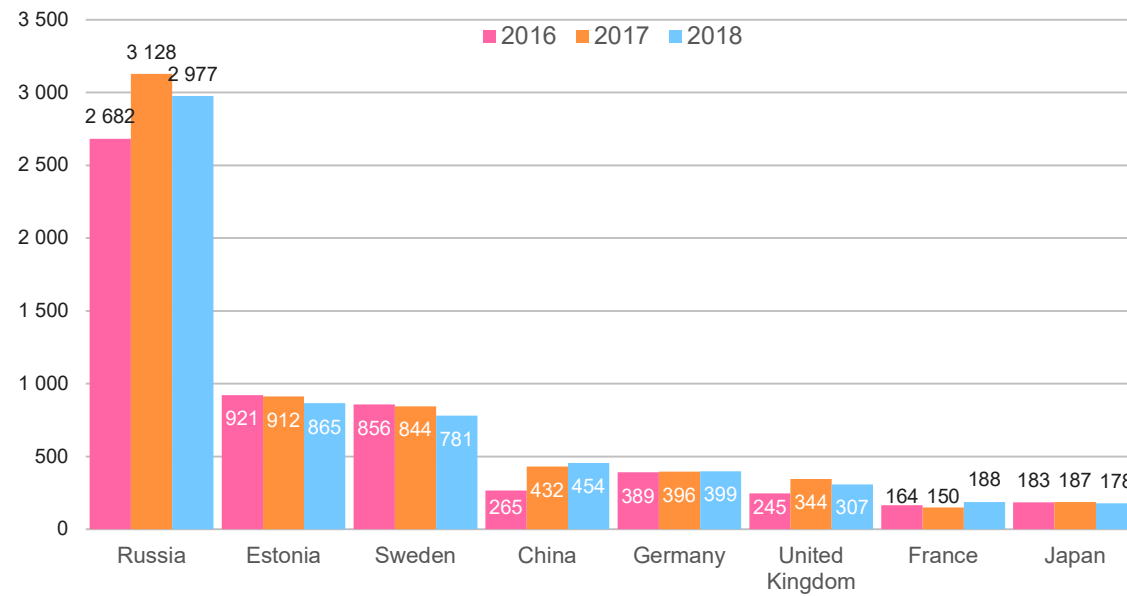


Chart 1. Trips to Finland 2016–2018 (excluding the trips made by those working in Finland, those who had stayed in Finland for over one year and transfer passengers)

In 2018, foreign residents made a total of 8.5 million trips to Finland, which was 3% more than in 2017. Over one third of all trips (35%) were made by people living in Russia. Overall, there were fewer trips from the neighbouring regions (Russia, Estonia and Sweden) than the previous year. The increase in trips by Spanish tourists was particularly strong, which was also supported by Finavia's statistics. The Chinese made 454,000 trips (+5%).

EU residents travelled to Finland ca. 6% more than in the previous year, while the number of trips from Asian countries remained at the previous year's level.

Country of Residence	2017	2018	change
Estonia	912	865	-5 %
Sweden	844	781	-7 %
Germany	396	399	1 %
United Kingdom	344	307	-11 %
France	150	188	26 %
Denmark	112	109	-3 %
Italy	102	140	37 %
The Netherlands	85	125	47 %
Spain	127	217	71 %
Poland	66	93	42 %
Belgium	38	59	56 %
Lithuania	38	91	139 %
Latvia	105	82	-22 %
Other EU Countries	197	284	44 %
Russia	3 128	2 977	-5 %
Norway	106	101	-5 %
Switzerland	82	86	5 %
Other European Countries	124	147	19 %
USA	127	180	42 %
Canada	27	28	2 %
Latin America	61	96	58 %
Japan	187	178	-5 %
China	432	454	5 %
South Korea	139	114	-18 %
India	91	86	-5 %
Other Asian Countries	209	224	7 %
Africa	14	24	70 %
Australia	38	72	88 %
Rest of Oceania	4	8	109 %
Total	8 314	8 530	3 %

Table 1. Number of trips (1,000 trips) in 2017 and 2018 and the change (%)



Day and overnight trips

There were a total of 2.9 million day trips and 5.6 million overnight stays

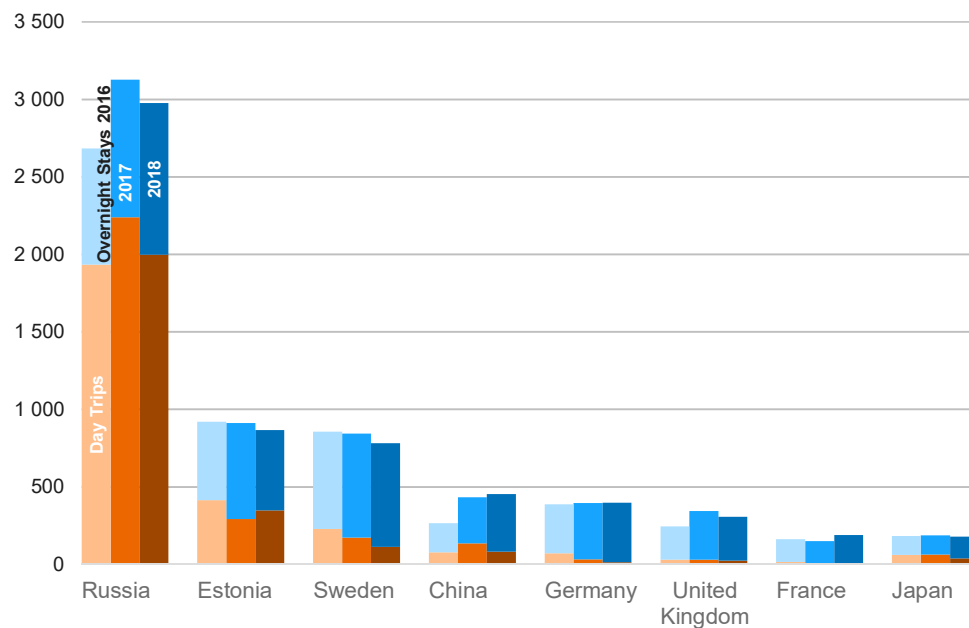


Chart 2. Day trips and overnight stays (1,000 trips, excluding the trips made by those working in Finland, those who had stayed in Finland for over one year and transfer passengers)

The number of day trips decreased by approximately 12%, while overnight stays increased by 12%. Overnight stays by Russian travellers increased by 10% and the number of overnight stays by Chinese travellers increased by 25% compared to 2017. With regard to the Estonians, day trips increased by a fifth, while the overnight stays decreased by 16%.

Country of Residence	Day Trips			Overnight Stays		
	2017	2018	change	2017	2018	change
Estonia	293	348	19 %	619	518	-16 %
Sweden	173	113	-35 %	670	669	0 %
Germany	33	14	-56 %	363	385	6 %
United Kingdom	32	23	-28 %	312	284	-9 %
France	9	7	-20 %	140	181	29 %
Denmark	23	12	-47 %	89	97	9 %
Italy	14	11	-20 %	88	128	46 %
The Netherlands	8	6	-26 %	77	119	54 %
Spain	15	20	32 %	111	196	76 %
Poland	9	10	20 %	57	83	45 %
Belgium	2	4	78 %	36	55	55 %
Lithuania	14	25	75 %	24	65	177 %
Latvia	18	13	-31 %	87	69	-21 %
Other EU Countries	14	16	12 %	183	267	46 %
Russia	2 240	1 997	-11 %	888	979	10 %
Norway	12	17	40 %	95	85	-11 %
Switzerland	2	1	-70 %	80	86	7 %
Other European Countries	42	24	-43 %	82	123	50 %
USA	15	19	25 %	113	162	44 %
Canada	2	1	-49 %	25	26	7 %
Latin America	4	8	85 %	57	88	56 %
Japan	64	40	-37 %	123	138	12 %
China	135	81	-40 %	297	373	25 %
South Korea	59	33	-45 %	80	81	2 %
India	13	12	-5 %	78	74	-6 %
Other Asian Countries	35	35	-2 %	174	190	9 %
Africa	1	-	-100 %	13	24	85 %
Australia	3	6	118 %	35	65	88 %
Rest of Oceania	0	0	-25 %	4	8	114 %
Total	3 302	2 899	-12 %	5 011	5 631	12 %

Table 2. Number of day trips and overnight stays (1,000 trips) in 2017 and 2018 and the change (%)

Finland as the main destination

Finland was the main destination for more than 80% of visits

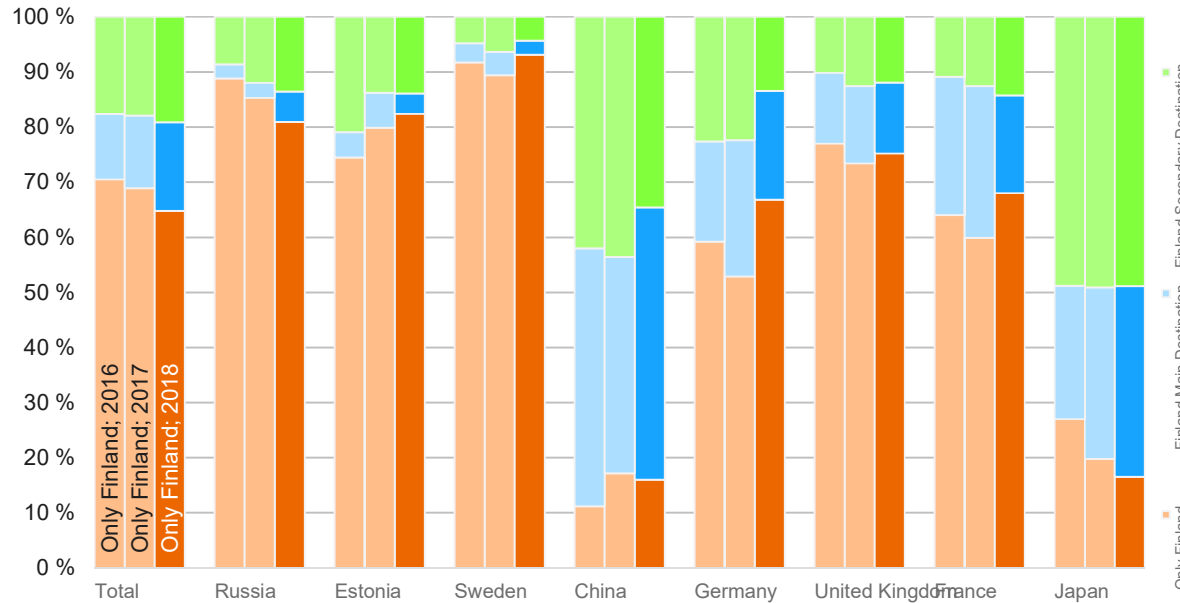


Chart 3. Did the traveller visit other countries or was Finland the main destination (trips made by those working in Finland, those who had stayed in Finland for over one year and transfer passengers are not included)?

65% of the travellers who came to Finland in 2018 did not visit other countries during their trip. 16% of the respondents also visited other countries, but Finland was still their main destination. In other words, Finland was the main destination for 81% of travellers. The figure is almost identical to the previous year. It seems that touring in Finland as part of the journey has become more common, especially among travellers from Japan. With regard to China, Finland was the main destination for more visitors than before.

Country of Residence	2016	2017	2018
Estonia	75 %	80 %	82 %
Sweden	92 %	89 %	93 %
Germany	59 %	53 %	67 %
United Kingdom	77 %	73 %	75 %
France	64 %	60 %	68 %
Denmark	82 %	71 %	69 %
Italy	57 %	48 %	53 %
The Netherlands	68 %	65 %	68 %
Spain	50 %	44 %	64 %
Poland	66 %	64 %	60 %
Belgium	71 %	75 %	81 %
Lithuania	25 %	43 %	24 %
Latvia	50 %	69 %	30 %
Other EU Countries	57 %	57 %	52 %
Russia	89 %	85 %	81 %
Norway	77 %	74 %	64 %
Switzerland	74 %	52 %	74 %
Other European Countries	39 %	63 %	37 %
USA	27 %	37 %	25 %
Canada	27 %	23 %	36 %
Latin America	21 %	30 %	34 %
Japan	27 %	20 %	17 %
China	11 %	17 %	16 %
South Korea	22 %	27 %	13 %
India	18 %	39 %	25 %
Other Asian Countries	31 %	23 %	25 %
Africa	39 %	29 %	53 %
Australia	21 %	17 %	33 %
Rest of Oceania	22 %	29 %	5 %
Total	71 %	69 %	65 %

Table 3. Travellers who only visited Finland during their trip in 2016–2018.



Destination when departing from Finland

More than 25% continued to Estonia

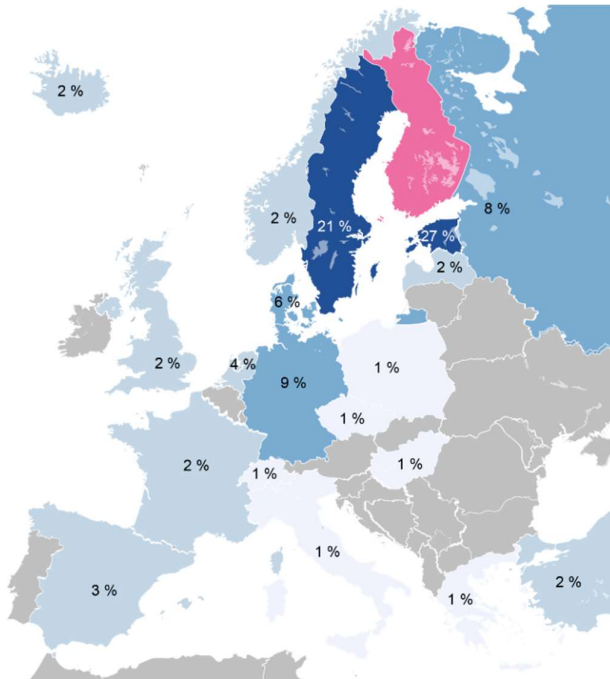


Chart 4. Destination when departing from Finland, excluding own country of residence (trips made by those working in Finland, those who had stayed in Finland for over one year and transfer passengers are not included)

Leaving aside the travellers returning to their country of residence, over a quarter of the tourists visiting Finland continued their trip to Estonia. A fifth of the travellers travelled to Sweden and every eleventh tourist went to Germany.

Destination	2016		2017		2018	
	Trips	Share	Trips	Share	Trips	Share
Estonia	572,000	28%	636,000	26%	756,000	27%
Sweden	474,000	23%	573,000	23%	599,000	21%
Germany	172,000	8%	247,000	10%	258,000	9%
Russia	180,000	9%	157,000	6%	236,000	8%
Denmark	110,000	5%	125,000	5%	179,000	6%
The Netherlands	96,000	5%	101,000	4%	113,000	4%
Spain	31,000	2%	93,000	4%	70,000	3%
United Kingdom	55,000	3%	69,000	3%	66,000	2%
Norway	31,000	2%	56,000	2%	56,000	2%
France	41,000	2%	47,000	2%	54,000	2%

Table 4. Top 10 destinations when departing from Finland in 2016–2018

Purpose of the trip

The number of trips to visit friends or relatives, holidays and transit trips increased

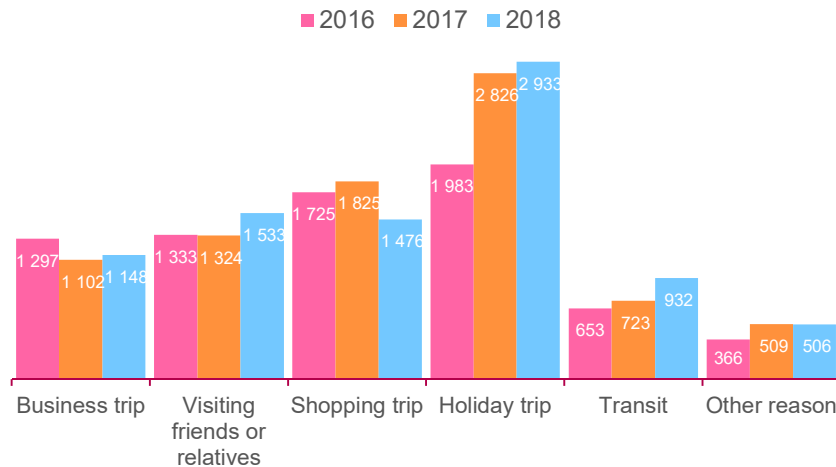


Chart 5. Purpose of the trip (1,000 trips, transit = Finland is not the main destination of the trip)

Just under 110,000 more holiday trips were made to Finland (+4%) in 2018 compared to 2017. Transit trips (a trip where Finland was not the main destination) and trips to visit friends and relatives increased from the previous year as well. The share of shopping trips, on the other hand, decreased. The results are not fully comparable with previous years because in 2017 and 2018, the respondent had to choose one main reason for the trip, whereas in 2016 it was possible to name several reasons. Trips made by non-residents whose place of employment is located in Finland are not included in business trips. This, however, is not always clear to the people taking part in the survey; therefore, the results should be interpreted with some caution.

Country of Residence	Business	Visiting Friends or Relatives	Shopping Trip	Holiday Trip	Transit	Other
Estonia	133 (15 %)	323 (37 %)	21 (2 %)	178 (21 %)	180 (21 %)	30 (4 %)
Sweden	171 (22 %)	288 (37 %)	1 (0 %)	234 (30 %)	49 (6 %)	39 (5 %)
Germany	98 (25 %)	105 (26 %)	0 (0 %)	142 (36 %)	20 (5 %)	33 (8 %)
United Kingdom	83 (27 %)	71 (23 %)	0 (0 %)	131 (43 %)	11 (4 %)	11 (4 %)
France	30 (16 %)	42 (22 %)	0 (0 %)	93 (49 %)	4 (2 %)	19 (10 %)
Denmark	47 (43 %)	23 (21 %)	0 (0 %)	20 (18 %)	8 (7 %)	11 (10 %)
Italy	34 (24 %)	20 (14 %)	0 (0 %)	69 (50 %)	5 (4 %)	12 (8 %)
The Netherlands	41 (33 %)	35 (28 %)	0 (0 %)	38 (31 %)	2 (2 %)	8 (6 %)
Spain	32 (15 %)	55 (25 %)	0 (0 %)	98 (45 %)	11 (5 %)	21 (9 %)
Poland	30 (33 %)	20 (22 %)	0 (0 %)	27 (29 %)	5 (5 %)	11 (12 %)
Belgium	26 (44 %)	16 (27 %)	0 (0 %)	8 (14 %)	3 (5 %)	6 (10 %)
Lithuania	14 (16 %)	5 (5 %)	1 (1 %)	26 (28 %)	45 (49 %)	1 (1 %)
Latvia	17 (21 %)	13 (16 %)	0 (0 %)	21 (26 %)	9 (12 %)	21 (25 %)
Other EU Countries	67 (24 %)	57 (20 %)	1 (0 %)	120 (42 %)	9 (3 %)	31 (11 %)
Russia	101 (3 %)	253 (9 %)	1441 (48 %)	744 (25 %)	354 (12 %)	80 (3 %)
Norway	29 (29 %)	25 (25 %)	0 (0 %)	17 (17 %)	19 (19 %)	11 (11 %)
Switzerland	17 (19 %)	20 (24 %)	0 (0 %)	40 (47 %)	4 (5 %)	5 (5 %)
Other European Countries	23 (15 %)	22 (15 %)	0 (0 %)	65 (44 %)	9 (6 %)	28 (19 %)
USA	29 (16 %)	36 (20 %)	0 (0 %)	79 (44 %)	26 (14 %)	11 (6 %)
Canada	2 (9 %)	6 (21 %)	0 (0 %)	15 (54 %)	1 (4 %)	3 (12 %)
Latin America	11 (12 %)	13 (13 %)	2 (2 %)	55 (57 %)	9 (10 %)	6 (7 %)
Japan	5 (3 %)	4 (2 %)	7 (4 %)	115 (65 %)	37 (21 %)	10 (6 %)
China	38 (8 %)	6 (1 %)	1 (0 %)	300 (66 %)	58 (13 %)	51 (11 %)
South Korea	9 (8 %)	8 (7 %)	0 (0 %)	72 (63 %)	11 (9 %)	15 (13 %)
India	15 (18 %)	13 (15 %)	0 (0 %)	44 (51 %)	10 (11 %)	4 (5 %)
Other Asian Countries	30 (13 %)	33 (15 %)	1 (1 %)	118 (53 %)	20 (9 %)	22 (10 %)
Africa	7 (28 %)	9 (38 %)	0 (0 %)	5 (21 %)	0 (0 %)	3 (12 %)
Australia	5 (7 %)	8 (11 %)	0 (0 %)	47 (66 %)	9 (13 %)	2 (3 %)
Rest of Oceania	2 (26 %)	2 (23 %)	0 (0 %)	4 (51 %)	0 (0 %)	0 (0 %)
Total	1148 (13 %)	1533 (18 %)	1476 (17 %)	2933 (34 %)	932 (11 %)	506 (6 %)

Table 5. Purpose of the trip (1,000 trips, the share of trips in the brackets)

Finland's main attractions

The Finnish nature is the reason for more than half of holiday destination choices

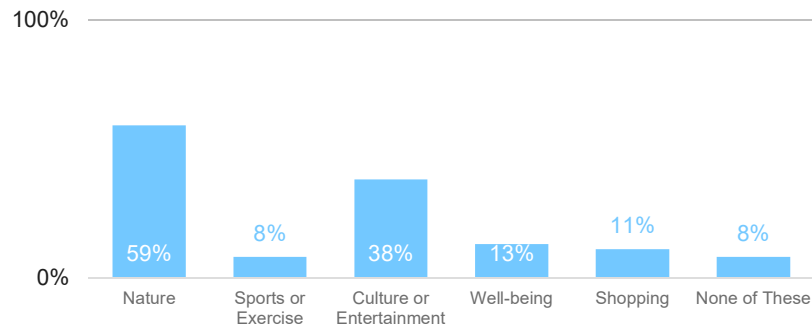


Chart 6. Finland's main attractions for holidaymakers (% of all holiday trips). The respondent was able to choose a maximum of 2 attractions.

In 2018, holidaymakers were asked a new question regarding the main attractions that made them choose Finland as their travel destination. Nature (forests, lakes, rivers, national parks, snow, ice, northern lights, mid-night sun) was clearly the most popular reason. The share of culture and entertainment was also significant. The differences between different nationalities were significant: nature is highlighted particularly in the responses by Asian travellers and by those coming from continental Europe. Japanese and Russian travellers also named shopping as an attraction. For the Japanese travellers, especially for women and travellers under the age of 35, shopping accounted for approximately 50% of all of the attractions.

In ca. 14% of all holiday trips, the main attraction was both nature and culture and entertainment.

Country of Residence	Nature	Sports or Exercise	Culture or Entertainment	Well-being	Shopping	None of These
Estonia	49 %	15 %	33 %	9 %	14 %	5 %
Sweden	34 %	4 %	39 %	29 %	8 %	17 %
Germany	71 %	8 %	37 %	15 %	6 %	7 %
United Kingdom	64 %	10 %	54 %	10 %	2 %	8 %
France	82 %	16 %	25 %	10 %	1 %	8 %
Denmark	73 %	5 %	77 %	6 %	3 %	3 %
Italy	72 %	3 %	42 %	10 %	1 %	10 %
The Netherlands	68 %	16 %	32 %	10 %	3 %	12 %
Spain	86 %	12 %	25 %	21 %	0 %	3 %
Poland	65 %	8 %	45 %	18 %	1 %	11 %
Belgium	86 %	12 %	11 %	17 %	13 %	12 %
Lithuania	60 %	0 %	41 %	1 %	0 %	1 %
Latvia	82 %	2 %	66 %	10 %	0 %	6 %
Other EU Countries	50 %	19 %	57 %	8 %	3 %	14 %
Russia	50 %	9 %	31 %	18 %	19 %	8 %
Norway	25 %	13 %	62 %	16 %	0 %	13 %
Switzerland	81 %	14 %	22 %	20 %	2 %	2 %
Other European Count	61 %	12 %	41 %	6 %	4 %	13 %
USA	36 %	1 %	57 %	9 %	5 %	19 %
Canada	48 %	11 %	57 %	5 %	4 %	13 %
Latin America	36 %	5 %	66 %	7 %	2 %	6 %
Japan	57 %	4 %	37 %	6 %	43 %	7 %
China	76 %	2 %	35 %	5 %	10 %	4 %
South Korea	83 %	2 %	24 %	23 %	5 %	2 %
India	65 %	2 %	48 %	11 %	0 %	3 %
Other Asian Countries	73 %	5 %	36 %	5 %	10 %	10 %
Africa	72 %	0 %	12 %	3 %	19 %	7 %
Australia	42 %	1 %	68 %	4 %	3 %	7 %
Rest of Oceania	35 %	0 %	25 %	1 %	0 %	46 %
Total	59 %	8 %	38 %	13 %	11 %	8 %

Table 6. Finland's attractions for holidaymakers from different countries. The traveller was able to choose a maximum of two options. Accordingly, the percentages exceed 100.

* Less than 100 respondents; therefore, the result is merely indicative.

Arranging the trip

Every 8th trip and every 4th holiday trip is purchased as a package

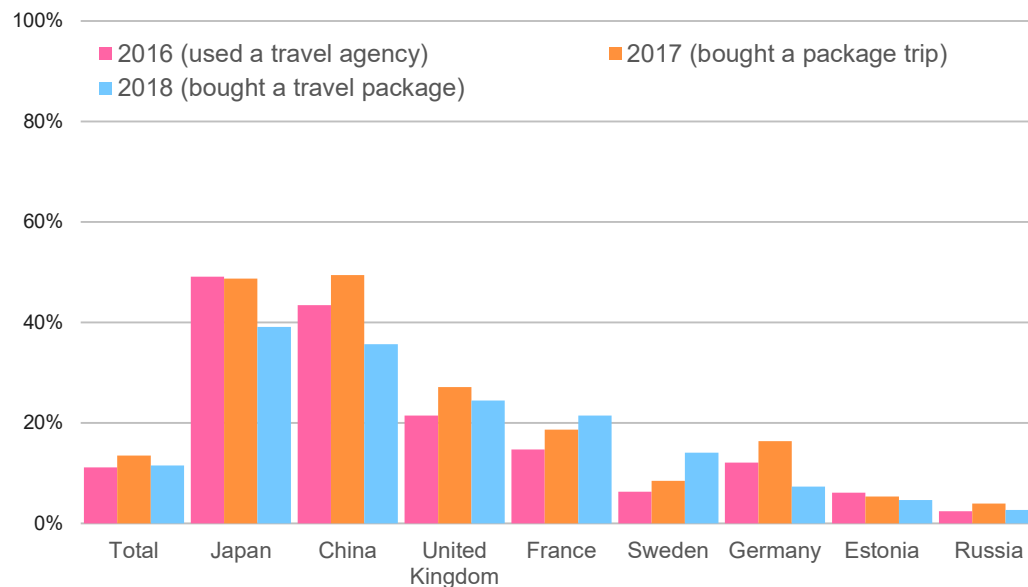


Chart 7. The traveller used a travel agency to help organise the trip (% of all trips)

Approximately 12% of the tourists visiting Finland bought their trip as a package from a travel agency, so the total price included not only the travel costs but also accommodation or some other services in Finland. 25% of holidaymakers had bought their trip as a package. For Asian and German travellers, the share of package holidays clearly declined. In 2016, the question was presented in a slightly different way; therefore, the figures are not fully comparable to the figures for 2017 and 2018.

In 2016: The traveller used a travel agency to help organise the trip

In 2017–2018: The traveller purchased a travel package that included, in addition to travel tickets, at least accommodation or other services at the travel destination

	2016		2017		2018	
	All	Holiday Trip	All	Holiday Trip	All	Holiday Trip
Estonia	6%	4%	5%	5%	5%	9%
Sweden	6%	8%	8%	12%	14%	25%
Germany	14%	20%	16%	24%	7%	13%
United Kingdom	22%	40%	25%	49%	25%	49%
France	17%	32%	18%	28%	22%	36%
Denmark	5%	2%	7%	8%	6%	0%
Italy	19%	28%	8%	14%	23%	34%
The Netherlands	4%	16%	22%	32%	12%	27%
Spain	14%	28%	17%	26%	19%	37%
Poland	7%	9%	16%	29%	16%	29%
Belgium	1%	3%	9%	20%	9%	20%
Lithuania	11%	28%	7%	4%	12%	8%
Latvia	7%	11%	4%	1%	2%	2%
Other EU Countries	9%	18%	20%	28%	15%	27%
Russia	3%	7%	4%	9%	3%	7%
Norway	7%	10%	11%	27%	7%	10%
Switzerland	14%	27%	29%	52%	14%	22%
Other European Countries	15%	26%	16%	38%	12%	21%
USA	7%	9%	13%	19%	10%	16%
Canada	8%	14%	8%	16%	11%	12%
Latin America	18%	24%	22%	31%	21%	27%
Japan	47%	52%	45%	53%	39%	50%
China	48%	52%	48%	55%	36%	44%
South Korea	43%	55%	49%	58%	34%	45%
India	37%	44%	45%	60%	21%	38%
Other Asian Countries	28%	39%	26%	31%	22%	33%
Africa	2%	0%	1%	4%	8%	35%
Australia	28%	39%	20%	25%	38%	51%
Rest of Oceania	11%	33%	24%	34%	30%	40%
Total	11%	21%	13%	25%	12%	25%

Table 7. The proportion of travellers who had purchased a package among all travellers and holidaymakers.

Duration of the trip

Duration of the trip

Daily visits decreased; overnight stays clearly increased

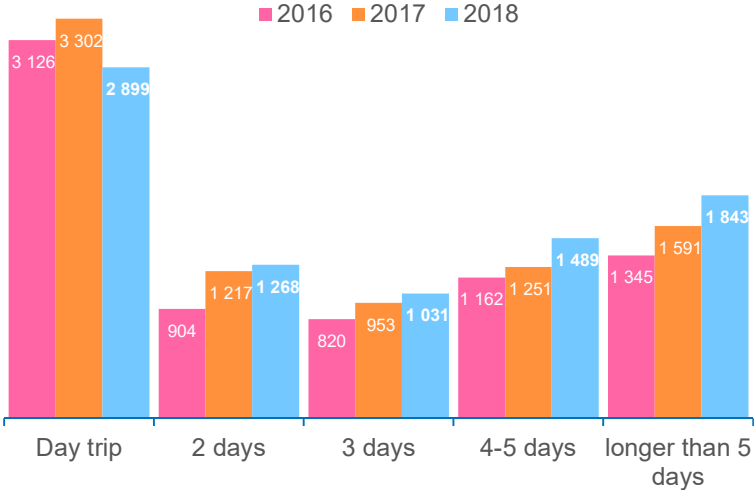


Chart 8. Duration of the trip in 2016–2018 (1,000 trips)

Approximately 2.9 million day trips were made to Finland, which is 12% less than in the previous year. The decrease was seen especially in the trips made by Russian travellers, even though the day trips made by Swedish and Chinese travellers also decreased. Instead, the trips including overnight stays increased.

Approximately half of the visits by Chinese, Japanese and South Korean visitors included a maximum of one overnight stay. The majority of tourists from EU countries stayed in Finland for at least two nights, except for Estonian and Lithuanian travellers. Approximately two out of three Russian travellers came to Finland for a day visit.

	Day Trips		One-night Trips		Longer Trips	
	2017	2018	2017	2018	2017	2018
Estonia	32 %	40 %	18 %	11 %	50 %	48 %
Sweden	21 %	14 %	17 %	22 %	62 %	64 %
Germany	8 %	4 %	11 %	13 %	81 %	84 %
United Kingdom	9 %	7 %	13 %	16 %	77 %	76 %
France	6 %	4 %	8 %	8 %	86 %	88 %
Denmark	21 %	11 %	26 %	20 %	54 %	69 %
Italy	14 %	8 %	5 %	11 %	81 %	81 %
The Netherlands	10 %	5 %	10 %	16 %	80 %	79 %
Spain	12 %	9 %	12 %	7 %	75 %	83 %
Poland	13 %	11 %	5 %	17 %	81 %	72 %
Belgium	6 %	7 %	12 %	15 %	82 %	78 %
Lithuania	38 %	28 %	3 %	36 %	59 %	36 %
Latvia	17 %	15 %	20 %	8 %	63 %	77 %
Other EU Countries	7 %	6 %	9 %	8 %	84 %	86 %
Russia	72 %	67 %	12 %	11 %	17 %	22 %
Norway	11 %	16 %	21 %	22 %	68 %	61 %
Switzerland	2 %	1 %	13 %	9 %	85 %	90 %
Other European Countries	34 %	16 %	7 %	10 %	59 %	73 %
USA	12 %	10 %	17 %	19 %	71 %	71 %
Canada	8 %	4 %	27 %	14 %	65 %	82 %
Latin America	7 %	8 %	26 %	32 %	67 %	60 %
Japan	34 %	23 %	17 %	26 %	49 %	51 %
China	31 %	18 %	23 %	32 %	45 %	50 %
South Korea	43 %	29 %	17 %	23 %	41 %	49 %
India	14 %	14 %	38 %	20 %	48 %	65 %
Other Asian Countries	17 %	15 %	26 %	16 %	58 %	69 %
Africa	8 %	0 %	25 %	8 %	67 %	92 %
Australia	8 %	9 %	19 %	13 %	73 %	78 %
Rest of Oceania	8 %	3 %	24 %	32 %	68 %	65 %
Total	40 %	34 %	15 %	15 %	46 %	51 %

Table 8. The share of day trips, one-night trips and longer trips among all trips made in 2016 and 2017



Number of overnight stays

Foreign travellers spent 34.5 million nights in Finland.

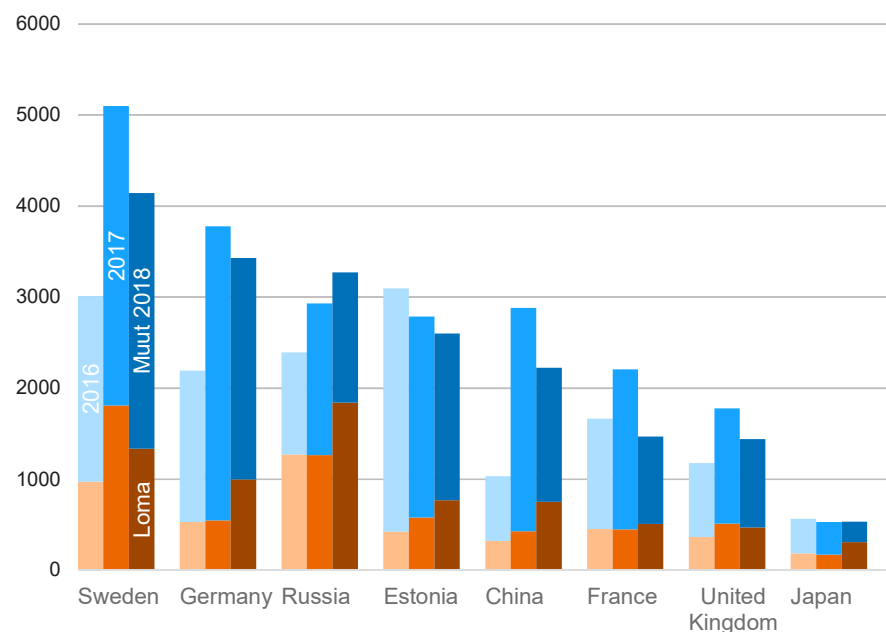


Chart 9. Number of overnight stays (1,000 nights) by holidaymakers and other travellers

Last year, foreign travellers spent 35 million nights in Finland, which was 4% less than in 2017. Overnight stays by tourists from Russia, however, continued to increase at a growth of approximately 0.3 million nights (12%). The growth was due to the increase in the number of nights spent by holidaymakers. The number of overnight stays made by Swedish travellers in 2016 may actually be higher than the number referred to in the report because in all probability, the number of car passengers registered in the 2016 material was too low. In 2018, however, the number of overnight stays by Swedish travellers clearly decreased.

Overnight stays by holidaymakers accounted for approximately one third of all overnight stays, compared with a bit more than one fourth in the previous year.

	All Travellers		Holidaymakers	
	(Nights on avg.)	Nights in Total (1000)	(Nights on avg.)	Nights in Total (1000)
Estonia	3 (3)	2596 (2787)	4,3 (2,7)	767 (579)
Sweden	5,3 (5,9)	4141 (5101)	5,7 (6,4)	1336 (1808)
Germany	8,6 (9,5)	3430 (3778)	7 (5,3)	997 (546)
United Kingdom	4,7 (5,2)	1443 (1778)	3,6 (4,3)	471 (514)
France	7,8 (14,7)	1469 (2205)	5,5 (6,6)	509 (451)
Denmark	5,5 (3,4)	600 (382)	11,8 (6,9)	237 (128)
Italy	5,6 (6,8)	782 (696)	3,8 (3,9)	263 (153)
The Netherlands	6,9 (7,8)	863 (663)	7,4 (5,7)	284 (168)
Spain	9,5 (18)	2057 (2293)	5,9 (4,9)	580 (225)
Poland	7,4 (4,5)	692 (292)	4,6 (2,6)	126 (37)
Belgium	7 (10,6)	415 (400)	9,1 (15,3)	76 (179)
Lithuania	2,4 (4,7)	218 (177)	4,8 (7,5)	123 (52)
Latvia	5,5 (3,2)	450 (341)	4,1 (3,6)	87 (107)
Other EU Countries	8,3 (8,9)	2355 (1756)	4,5 (4,6)	540 (271)
Russia	1,1 (0,9)	3274 (2931)	2,4 (2,1)	1841 (1263)
Norway	3,3 (4,4)	334 (473)	4 (5,6)	67 (151)
Switzerland	9,8 (5,8)	846 (472)	6,6 (7,1)	267 (285)
Other European Countries	5,9 (10,5)	870 (1321)	3,8 (2,1)	246 (66)
USA	4,4 (7,2)	793 (911)	3,2 (5,1)	252 (154)
Canada	7,9 (10,3)	218 (277)	5,4 (2,4)	80 (17)
Latin America	4,5 (9,4)	433 (571)	2,5 (2,2)	137 (31)
Japan	3 (2,8)	534 (529)	2,7 (2,7)	310 (169)
China	4,9 (6,4)	2226 (2882)	2,5 (2,4)	751 (429)
South Korea	3,9 (3,1)	446 (463)	1,9 (2,1)	138 (81)
India	6,1 (6,1)	525 (556)	2,3 (2,4)	101 (74)
Other Asian Countries	7,6 (8,4)	1704 (1773)	3,6 (2,8)	426 (196)
Africa	10,8 (24,9)	256 (347)	4,3 (0,9)	22 (0)
Australia	6 (4,2)	429 (159)	3,3 (3,5)	156 (29)
Rest of Oceania	6,6 (4,3)	55 (18)	3,3 (4,5)	14 (6)
Total	4 (4,4)	34455 (36333)	3,8 (3,7)	11219 (8196)

Table 9. Average duration of the trip in nights and the total number of nights – all travellers and holidaymakers (2017 numbers in brackets)

Overnight accommodation

Increase in all types of accommodation

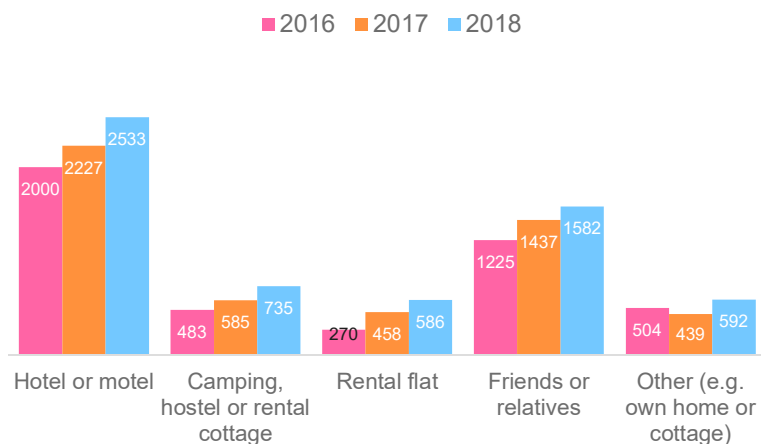


Chart 10. Overnight accommodations (1,000 arrivals)

In 2018, hotels and motels received 14% more foreign travellers than in 2017. The figures differ slightly from Statistics Finland's accommodation statistics, where one traveller checking in to several hotels is seen as multiple travellers at the country level, whereas here, the same traveller is counted as one of the tourists who have declared hotel as their form of accommodation.

	Hotel or Motel	Camping area etc.	Rental Flat	Friends or Relatives	Other
Estonia	71 (8 %)	63 (7 %)	23 (3 %)	362 (42 %)	45 (5 %)
Sweden	272 (35 %)	43 (6 %)	20 (3 %)	263 (34 %)	124 (16 %)
Germany	167 (42 %)	72 (18 %)	47 (12 %)	99 (25 %)	55 (14 %)
United Kingdom	173 (56 %)	33 (11 %)	22 (7 %)	66 (22 %)	11 (4 %)
France	92 (49 %)	21 (11 %)	43 (23 %)	37 (20 %)	8 (5 %)
Denmark	51 (47 %)	4 (4 %)	5 (5 %)	25 (23 %)	12 (11 %)
Italy	80 (58 %)	13 (9 %)	19 (13 %)	22 (16 %)	3 (2 %)
The Netherlands	51 (41 %)	17 (13 %)	17 (14 %)	37 (29 %)	13 (10 %)
Spain	100 (46 %)	27 (13 %)	31 (14 %)	49 (23 %)	20 (9 %)
Poland	38 (41 %)	15 (16 %)	7 (8 %)	21 (23 %)	4 (5 %)
Belgium	34 (57 %)	6 (11 %)	8 (14 %)	13 (21 %)	3 (6 %)
Lithuania	19 (21 %)	24 (27 %)	5 (5 %)	4 (5 %)	19 (21 %)
Latvia	22 (27 %)	25 (30 %)	8 (10 %)	12 (14 %)	22 (27 %)
Other EU Countries	125 (44 %)	48 (17 %)	28 (10 %)	59 (21 %)	31 (11 %)
Russia	313 (11 %)	167 (6 %)	74 (3 %)	298 (10 %)	107 (4 %)
Norway	39 (39 %)	4 (4 %)	6 (6 %)	25 (24 %)	14 (14 %)
Switzerland	45 (53 %)	21 (24 %)	7 (8 %)	15 (18 %)	10 (12 %)
Other European Countries	41 (28 %)	18 (12 %)	28 (19 %)	32 (22 %)	5 (4 %)
USA	96 (53 %)	14 (8 %)	23 (13 %)	34 (19 %)	7 (4 %)
Canada	12 (44 %)	2 (6 %)	7 (25 %)	6 (22 %)	1 (3 %)
Latin America	50 (52 %)	10 (11 %)	11 (12 %)	14 (15 %)	3 (3 %)
Japan	117 (66 %)	13 (7 %)	5 (3 %)	5 (3 %)	6 (3 %)
China	270 (60 %)	25 (6 %)	68 (15 %)	12 (3 %)	31 (7 %)
South Korea	47 (41 %)	18 (16 %)	14 (13 %)	2 (1 %)	9 (8 %)
India	39 (46 %)	7 (9 %)	9 (10 %)	16 (19 %)	7 (9 %)
Other Asian Countries	106 (47 %)	19 (9 %)	33 (15 %)	33 (15 %)	16 (7 %)
Africa	12 (49 %)	2 (9 %)	2 (7 %)	8 (35 %)	1 (4 %)
Australia	41 (57 %)	5 (7 %)	12 (16 %)	10 (14 %)	2 (2 %)
Rest of Oceania	5 (57 %)	1 (8 %)	2 (19 %)	1 (12 %)	0 (0 %)
Total	2533 (30 %)	735 (9 %)	586 (7 %)	1582 (19 %)	592 (7 %)

Table 10. Overnight accommodation in Finland in 2018 (1000 travellers; % of travellers in brackets)

Spending in Finland



VISIT FINLAND VISITOR SURVEY 2018



Spending in Finland

EUR 3.1 billion was spent in Finland

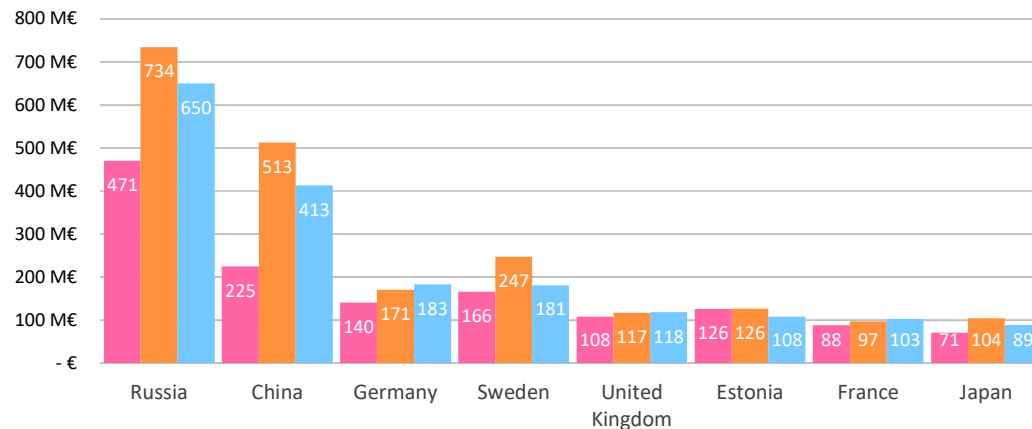


Chart 11. Spending in Finland (EUR million)

In 2018, travellers arriving from abroad spent EUR 3.1 billion in Finland, with an increase of approximately EUR 40 million compared to the year before. The total spending by Russian and Chinese travellers declined, but – with the exception of Estonia and Sweden – the total spending by travellers coming from the EU and the United States increased. The total spending by US travellers (EUR 124 million) is already higher than that by those coming from the UK, Estonia, France or Japan. When it comes to Chinese travellers, advance expenses may distort the figures somewhat: it is not always clear to the respondents how much of the advance expenses pertain to Finland. This may cause errors in the total spending calculations.

Nonetheless, Chinese tourists still spent the most (ca. EUR 910) per visit, with the Russians spending being just under EUR 200 per visit. All foreign travellers spent an average of EUR 358 per stay in Finland.

	2016		2017		2018	
	Total	Avg per Trip	Total	Avg per Trip	Total	Avg per Trip
Estonia	126 M€	137 €	126 M€	138 €	108 M€	125 €
Sweden	165 M€	193 €	247 M€	292 €	181 M€	232 €
Germany	141 M€	361 €	171 M€	431 €	183 M€	459 €
United Kingdom	108 M€	439 €	117 M€	341 €	118 M€	386 €
France	88 M€	534 €	97 M€	650 €	103 M€	547 €
Denmark	32 M€	402 €	24 M€	213 €	40 M€	370 €
Italy	47 M€	445 €	44 M€	429 €	68 M€	486 €
The Netherlands	32 M€	373 €	38 M€	440 €	46 M€	365 €
Spain	67 M€	530 €	96 M€	754 €	119 M€	547 €
Poland	26 M€	371 €	29 M€	446 €	36 M€	383 €
Belgium	18 M€	413 €	25 M€	654 €	24 M€	412 €
Lithuania	8 M€	182 €	9 M€	226 €	19 M€	215 €
Latvia	9 M€	156 €	15 M€	141 €	26 M€	319 €
Other EU Countries	90 M€	443 €	97 M€	490 €	146 M€	515 €
Russia	471 M€	175 €	734 M€	235 €	650 M€	198 €
Norway	25 M€	391 €	25 M€	232 €	33 M€	325 €
Switzerland	33 M€	591 €	21 M€	261 €	46 M€	532 €
Other European Countries	32 M€	333 €	38 M€	306 €	52 M€	352 €
USA	65 M€	508 €	76 M€	598 €	124 M€	690 €
Canada	16 M€	615 €	14 M€	516 €	15 M€	533 €
Latin America	26 M€	450 €	29 M€	475 €	77 M€	799 €
Japan	71 M€	390 €	104 M€	558 €	89 M€	498 €
China	227 M€	854 €	513 M€	1 186 €	413 M€	910 €
South Korea	46 M€	405 €	79 M€	568 €	70 M€	614 €
India	26 M€	455 €	55 M€	605 €	39 M€	448 €
Other Asian Countries	122 M€	707 €	150 M€	719 €	148 M€	662 €
Africa	16 M€	669 €	12 M€	880 €	23 M€	988 €
Australia	26 M€	731 €	20 M€	524 €	49 M€	689 €
Rest of Oceania	1 M€	161 €	1 M€	296 €	4 M€	511 €
Total	2 158 M€	293 €	3 014 M€	363 €	3 055 M€	358 €

Table 11. Spending in Finland in 2016–2018, total and per journey. The figures for Africa and 'Rest of Oceania' should be considered indicative because of the small sample pool.

Spending targets

More money was spent on accommodation, restaurants and services

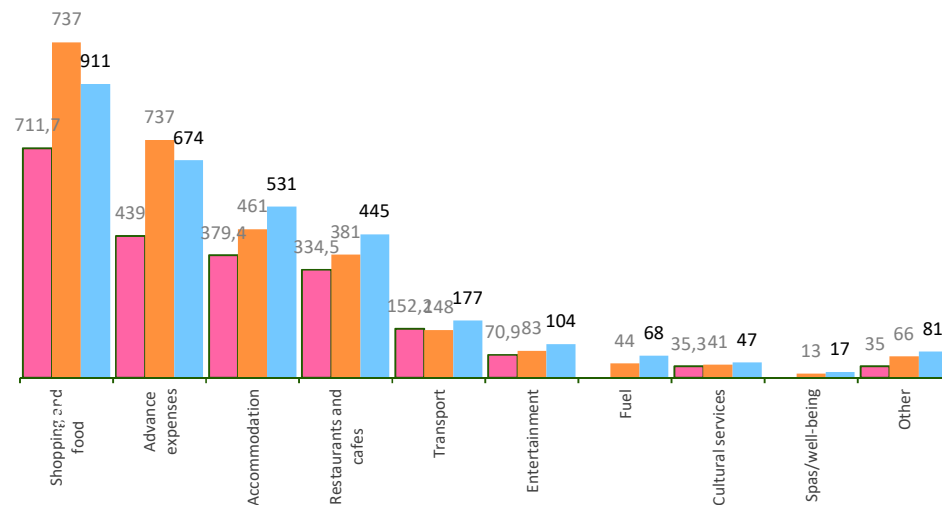


Chart 12. Money spent in Finland by target in 2016–2018 (EUR million)

Foreign travellers spent approx. EUR 70 million more on accommodation and EUR 64 million more on restaurants compared to the previous year. Instead, the amounts spent on advance payments and shopping decreased.

In addition, the amounts spent on travel and fuel as well as various services increased by comparison to the previous years.

Country of Residence	Accommodation	Restaurants	Transport	Fuel	Culture	Wellness	Entertainment	Other
Estonia	7 €	16 €	19 €	50 €	6 €	12 €	1 €	2 €
Sweden	27 €	41 €	58 €	51 €	26 €	12 €	7 €	1 €
Germany	108 €	123 €	79 €	66 €	38 €	16 €	9 €	2 €
United Kingdom	103 €	96 €	79 €	44 €	27 €	4 €	6 €	2 €
France	167 €	139 €	74 €	75 €	36 €	16 €	7 €	1 €
Denmark	40 €	111 €	104 €	48 €	33 €	6 €	7 €	1 €
Italy	100 €	101 €	98 €	37 €	37 €	11 €	6 €	3 €
The Netherlands	63 €	67 €	86 €	54 €	38 €	22 €	9 €	2 €
Spain	139 €	108 €	103 €	83 €	42 €	22 €	8 €	4 €
Poland	133 €	75 €	53 €	67 €	25 €	12 €	7 €	2 €
Belgium	78 €	115 €	99 €	49 €	46 €	8 €	6 €	3 €
Lithuania	18 €	50 €	30 €	53 €	29 €	33 €	0 €	0 €
Latvia	74 €	55 €	55 €	51 €	12 €	21 €	16 €	13 €
Other EU Countries	101 €	126 €	92 €	89 €	48 €	18 €	14 €	5 €
Russia	21 €	9 €	18 €	155 €	2 €	1 €	1 €	6 €
Norway	76 €	76 €	59 €	40 €	47 €	6 €	4 €	2 €
Switzerland	76 €	120 €	123 €	90 €	28 €	41 €	12 €	3 €
Other European Countries	53 €	62 €	75 €	78 €	19 €	9 €	7 €	4 €
USA	289 €	120 €	112 €	83 €	38 €	4 €	11 €	6 €
Canada	126 €	70 €	143 €	111 €	42 €	7 €	15 €	1 €
Latin America	471 €	60 €	104 €	101 €	21 €	2 €	7 €	1 €
Japan	180 €	108 €	59 €	115 €	20 €	1 €	5 €	1 €
China	248 €	202 €	87 €	220 €	51 €	8 €	15 €	2 €
South Korea	216 €	121 €	64 €	82 €	34 €	1 €	20 €	2 €
India	86 €	98 €	57 €	123 €	53 €	2 €	5 €	-
Other Asian Countries	150 €	178 €	84 €	132 €	55 €	8 €	6 €	3 €
Africa	416 €	66 €	144 €	198 €	74 €	11 €	7 €	47 €
Australia	323 €	71 €	116 €	100 €	26 €	2 €	13 €	2 €
Rest of Oceania	186 €	100 €	118 €	41 €	45 €	2 €	14 €	-
Total	79 €	62 €	52 €	107 €	21 €	8 €	5 €	2 €

Table 12. Breakdown of spending, EUR on average per visit

Destination in Finland



VISIT FINLAND VISITOR SURVEY 2018



Destination in Finland

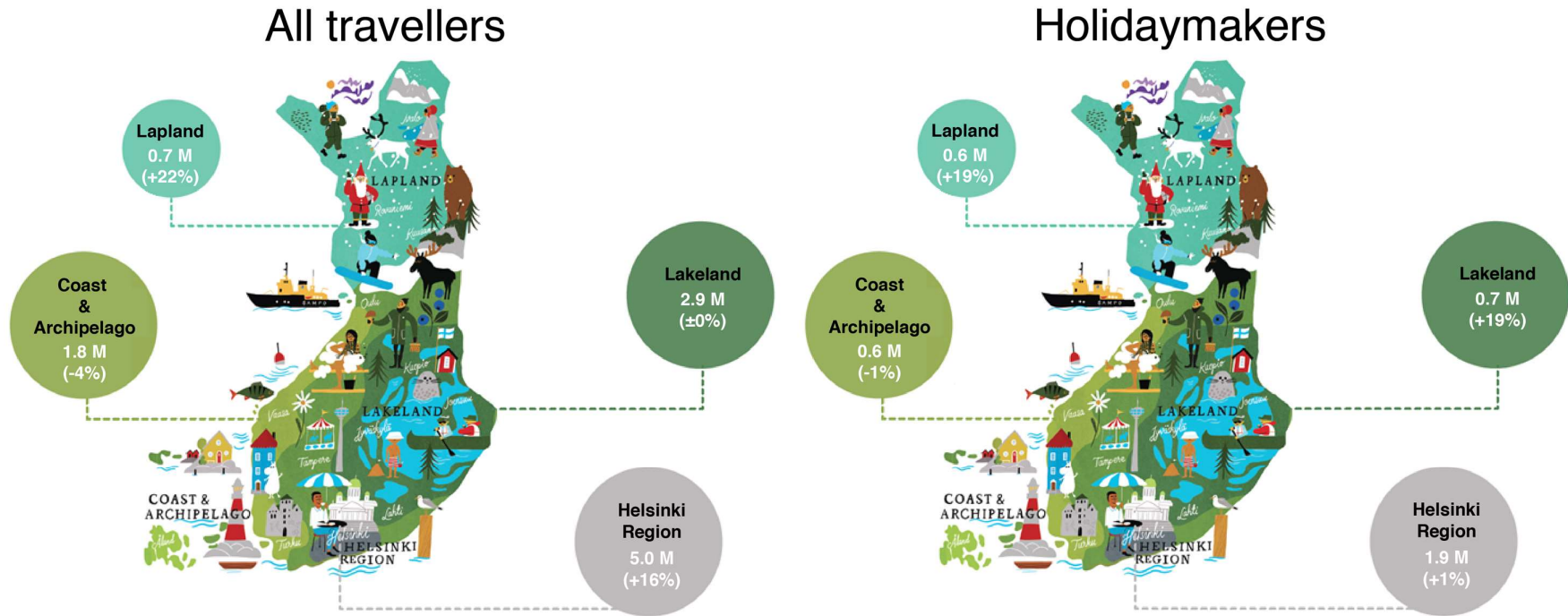


Image1. Destination in Finland for all travellers and holidaymakers.

Destination by country of residence

Nearly 5 million trips were made to the Helsinki Region

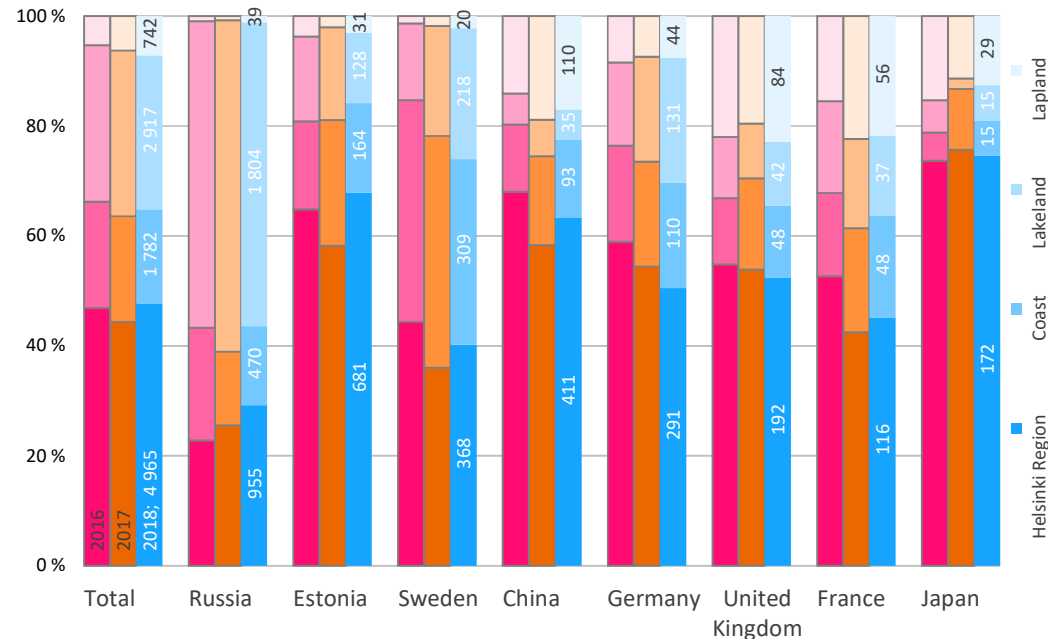


Chart 13. Distribution of destinations by country. (2018 figures per 1,000 trips). It is worth noting that the chart is intended for comparing the percentages of the Finnish regions per year per nationality; therefore, the quantitative comparison of various years does not provide the correct result.

Out of the 8.5 million trips that foreigners made to Finland in 2018, nearly 5 million concentrated on the Helsinki Region, 1.8 million on the coastal region, 2.9 million on the lake region and 0.7 million on Lapland. It is worth noting that for Lapland, the sample is not representative of the region's border posts. The percentage of trips to the Helsinki Region and Lapland increased, while the number of visitors to the coastal region slightly decreased and the trips to the lake region remained unchanged.

Country of Residence	Helsinki Region	Coast & Archipelago	Lakeland	Lapland
Estonia	681 (589)	164 (232)	128 (171)	31 (21)
Sweden	368 (358)	309 (419)	218 (198)	20 (19)
Germany	291 (283)	110 (99)	131 (99)	44 (38)
United Kingdom	192 (211)	48 (65)	42 (39)	84 (77)
France	116 (92)	48 (41)	37 (35)	56 (48)
Denmark	80 (83)	22 (28)	22 (15)	5 (5)
Italy	96 (77)	27 (22)	30 (21)	36 (20)
The Netherlands	86 (57)	35 (25)	31 (23)	20 (12)
Spain	140 (88)	51 (41)	62 (32)	55 (16)
Poland	60 (49)	35 (15)	23 (15)	10 (4)
Belgium	44 (27)	17 (10)	9 (13)	3 (4)
Lithuania	46 (23)	33 (14)	19 (9)	11 (7)
Latvia	59 (71)	15 (20)	40 (34)	0 (4)
Other EU Countries	215 (138)	62 (63)	72 (34)	45 (27)
Russia	955 (841)	470 (441)	1804 (1983)	39 (25)
Norway	62 (60)	29 (35)	26 (30)	8 (2)
Switzerland	59 (64)	18 (3)	30 (8)	13 (31)
Other European Countries	113 (76)	23 (22)	22 (40)	12 (16)
USA	150 (101)	34 (38)	29 (20)	16 (11)
Canada	25 (19)	8 (13)	5 (5)	3 (2)
Latin America	88 (54)	18 (5)	13 (4)	10 (4)
Japan	172 (163)	15 (24)	15 (4)	29 (24)
China	411 (342)	93 (94)	35 (39)	110 (110)
South Korea	105 (115)	29 (33)	13 (3)	9 (14)
India	70 (83)	13 (9)	15 (5)	12 (14)
Other Asian Countries	184 (174)	37 (30)	31 (18)	46 (40)
Africa	16 (8)	6 (6)	7 (3)	4 (3)
Australia	67 (26)	7 (7)	5 (6)	10 (7)
Rest of Oceania	5 (3)	4 (1)	1 (2)	1 (0)
Total	4965 (4294)	1782 (1858)	2917 (2917)	742 (606)

Table 13. Destination in Finland in 2018 (1,000 trips, 2017 numbers in brackets)

Methods of travel in Finland

Car is clearly the most popular mode of transport for journeys of more than 50 km

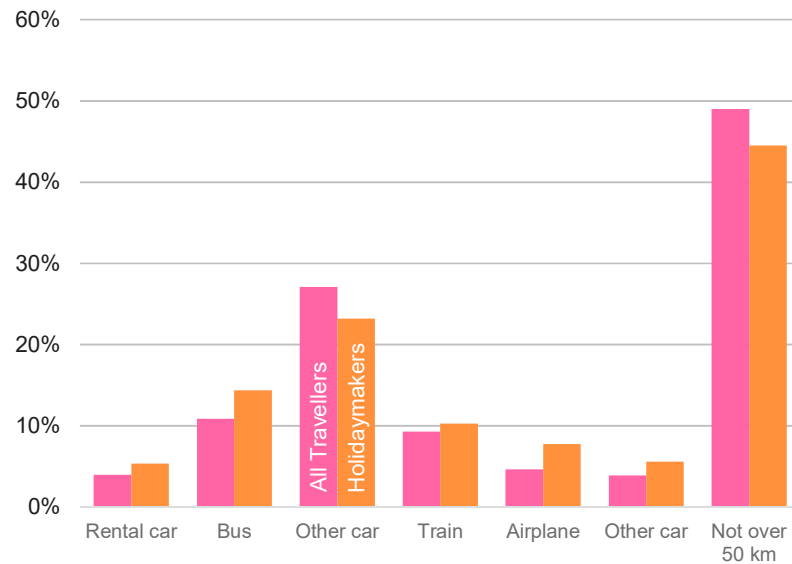


Chart 14. Methods of travel on journeys of more than 50km for all travellers and holidaymakers

For slightly less than 50% of all travellers, the journey in Finland did not exceed 50 km. The most popular mode of transport among the travellers was a car. The total number of passengers travelling by bus or train was approximately one fifth of all of the travellers. Among those coming from the neighbouring regions, travelling by car is, quite understandably, more common than for other travellers. Internal flights were mainly operated via Helsinki Airport.

Country of Residence	Rental		Other				Not over 50 km
	Car	Bus	Car	Train	Airplane	Other	
Estonia	1%	5%	46%	5%	0%	2%	47%
Sweden	4%	8%	46%	8%	3%	1%	37%
Germany	14%	17%	24%	15%	7%	6%	35%
United Kingdom	5%	16%	12%	9%	10%	2%	55%
France	11%	28%	14%	17%	12%	8%	34%
Denmark	5%	7%	14%	5%	9%	3%	61%
Italy	12%	19%	15%	10%	9%	6%	43%
The Netherlands	12%	20%	20%	20%	6%	5%	39%
Spain	13%	29%	14%	26%	12%	9%	30%
Poland	7%	19%	23%	8%	6%	5%	41%
Belgium	6%	17%	20%	14%	11%	3%	48%
Lithuania	3%	2%	69%	14%	0%	1%	19%
Latvia	1%	6%	62%	3%	3%	0%	28%
Other EU Countries	8%	18%	24%	18%	4%	2%	41%
Russia	0%	5%	33%	3%	0%	1%	60%
Norway	3%	12%	37%	18%	5%	0%	38%
Switzerland	17%	10%	22%	12%	4%	2%	43%
Other European Countries	1%	14%	30%	6%	2%	3%	48%
USA	5%	12%	13%	11%	9%	1%	58%
Canada	5%	14%	15%	13%	7%	10%	52%
Latin America	5%	17%	8%	11%	8%	4%	63%
Japan	1%	18%	2%	20%	12%	5%	60%
China	11%	15%	11%	21%	14%	8%	44%
South Korea	2%	41%	5%	15%	12%	7%	32%
India	3%	13%	5%	18%	17%	1%	57%
Other Asian Countries	6%	19%	11%	18%	17%	8%	45%
Africa	0%	12%	13%	18%	22%	2%	40%
Australia	1%	7%	6%	15%	10%	2%	66%
Rest of Oceania	0%	12%	20%	25%	4%	2%	56%
Total	4%	11%	28%	9%	5%	3%	49%

Table 14. Methods of travel for journeys of more than 50 km by nationality

The popularity of Finland

Frequency of visits to Finland

The number of first-time travellers is increasing

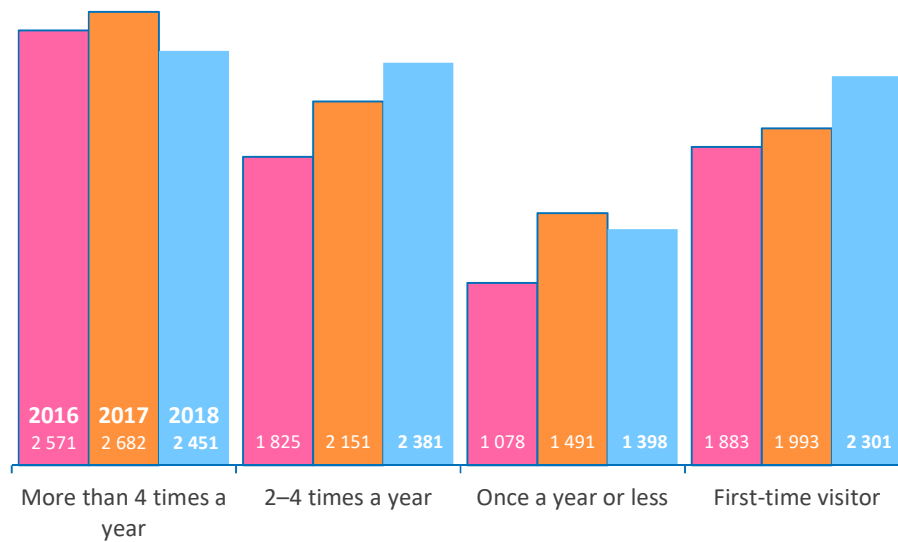


Chart 15. Frequency of visits to Finland (1,000 trips)

In 2018, the number of first-time travellers increased significantly by approximately 300,000 (+15%). In addition, their share of the total number of tourists rose from the previous year, i.e. the growth of the number of trips to Finland is largely due to first-time visitors. In addition, the number of travellers coming to Finland 2-4 times a year increased by ca. 230,000.

	How often in Finland				First-time visitors (%)		
	Over 4 times a year	2-4 times a year	Less often	First-time visitors	2016	2017	2018
Estonia	331 (310)	344 (367)	164 (197)	28 (37)	2 %	4 %	3 %
Sweden	186 (211)	267 (291)	253 (278)	75 (64)	11 %	8 %	10 %
Germany	36 (29)	109 (109)	95 (107)	158 (151)	43 %	38 %	40 %
United Kingdom	30 (30)	72 (75)	55 (58)	150 (181)	46 %	53 %	49 %
France	8 (6)	36 (38)	38 (14)	107 (91)	61 %	61 %	57 %
Denmark	28 (27)	35 (30)	19 (30)	27 (25)	26 %	22 %	25 %
Italy	12 (5)	24 (23)	24 (20)	80 (55)	66 %	54 %	57 %
The Netherlands	19 (12)	44 (23)	17 (16)	45 (34)	34 %	40 %	36 %
Spain	14 (7)	53 (37)	40 (17)	109 (66)	66 %	52 %	50 %
Poland	7 (6)	22 (15)	22 (13)	43 (32)	44 %	48 %	46 %
Belgium	7 (4)	18 (12)	9 (10)	25 (11)	55 %	29 %	42 %
Lithuania	6 (1)	37 (19)	32 (9)	16 (9)	53 %	25 %	17 %
Latvia	16 (4)	14 (27)	22 (37)	29 (37)	33 %	35 %	35 %
Other EU Countries	21 (13)	73 (53)	33 (26)	156 (105)	47 %	53 %	55 %
Russia	1670 (1927)	875 (729)	271 (335)	164 (141)	3 %	5 %	6 %
Norway	13 (25)	50 (32)	17 (23)	20 (26)	27 %	24 %	20 %
Switzerland	7 (3)	17 (39)	33 (14)	29 (26)	43 %	32 %	33 %
Other European Countries	8 (1)	29 (26)	18 (22)	92 (75)	61 %	61 %	63 %
USA	2 (4)	42 (20)	33 (31)	104 (73)	60 %	57 %	58 %
Canada	1 (2)	3 (10)	3 (5)	21 (10)	77 %	38 %	75 %
Latin America	2 (1)	19 (14)	7 (6)	68 (39)	69 %	65 %	71 %
Japan	1 (4)	23 (27)	37 (67)	117 (89)	79 %	48 %	66 %
China	10 (9)	81 (58)	55 (88)	307 (278)	85 %	64 %	68 %
South Korea	3 (14)	12 (26)	23 (18)	76 (80)	78 %	58 %	67 %
India	0 (0)	11 (7)	12 (18)	63 (66)	76 %	72 %	74 %
Other Asian Countries	9 (14)	47 (32)	38 (16)	130 (147)	74 %	70 %	58 %
Africa	1 (3)	5 (5)	5 (1)	13 (5)	61 %	38 %	55 %
Australia	0 (1)	12 (6)	23 (6)	37 (25)	70 %	67 %	51 %
Rest of Oceania	0 (0)	2 (0)	1 (0)	6 (4)	63 %	95 %	73 %
Total	2451 (2682)	2381 (2151)	1398 (1491)	2301 (1993)	26 %	24 %	27 %

Table 15. Destination in Finland in 2018 (1,000 trips, 2017 numbers in brackets)

Promoting Finland

Finland's Net Promoter Score (NPS) was 49 in 2018

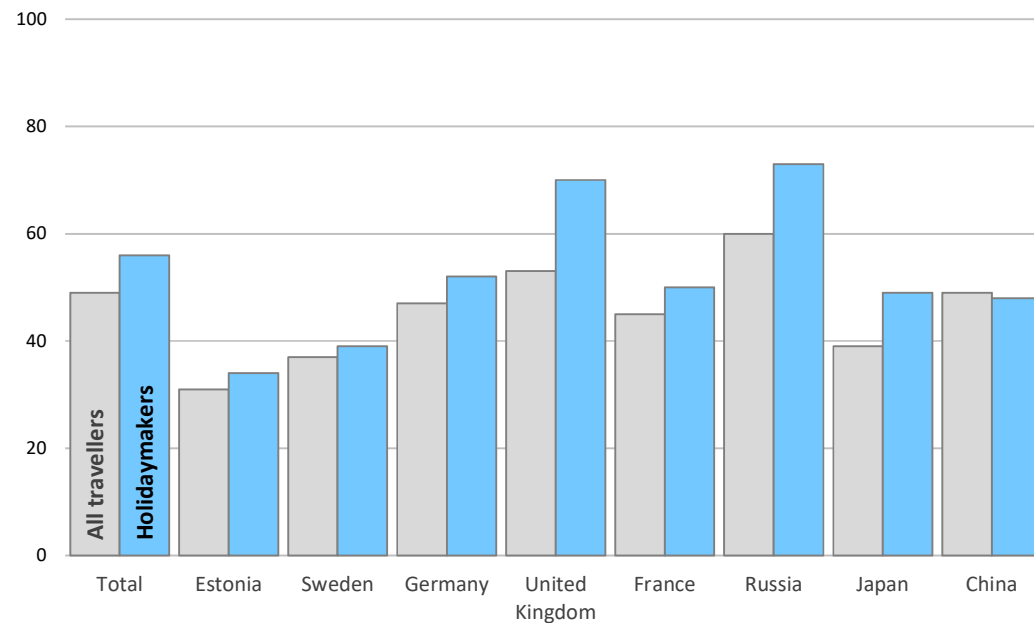


Chart 16. How likely are you to recommend Finland as a travel destination – Net Promoter Score Index (NPS)

Those arriving from Russia are most likely to recommend Finland; their Net Promoter Score (NPS) is 74. The number for the holidaymakers arriving from the UK is 73. For those arriving from China, Japan, Estonia or Sweden, the NPS remained below 50 also in 2018.

For countries marked by *, the number of respondents of the holidaymakers was less than 100; therefore, the results can only be considered as indicative.



	All travellers		Holidaymakers	
	2017	2018	2017	2018
Estonia	44	31	42	34
Sweden	28	37	38	39
Germany	53	47	54	52
United Kingdom	56	53	69	70
France	48	45	54	50
Denmark*	34	32	68	46
Italy	57	49	65	57
The Netherlands*	40	24	50	30
Spain	48	55	50	59
Poland*	35	53	37	57
Belgium*	56	30	73	39
Lithuania*	57	55	70	57
Latvia*	51	59	57	51
Other EU Countries	48	47	62	51
Russia	52	60	57	73
Norway*	40	37	47	46
Switzerland*	63	51	56	59
Other European Countries	52	34	59	56
USA	58	58	48	66
Canada*	55	48	64	41
Latin America	49	66	33	71
Japan	36	39	49	49
China	49	49	49	48
South Korea	29	41	46	38
India*	49	61	56	60
Other Asian Countries	42	53	39	52
Africa*	75	50	73	74
Australia	48	68	42	73
Rest of Oceania*	76	11	93	-39
Total	47	49	52	56

Table 16. How likely are you to recommend Finland as a travel destination – Net Promoter Score (NPS).



Activities

Interest in activities in Finland

The biggest difference between holidaymakers interested and participating in the activity applies to the national parks

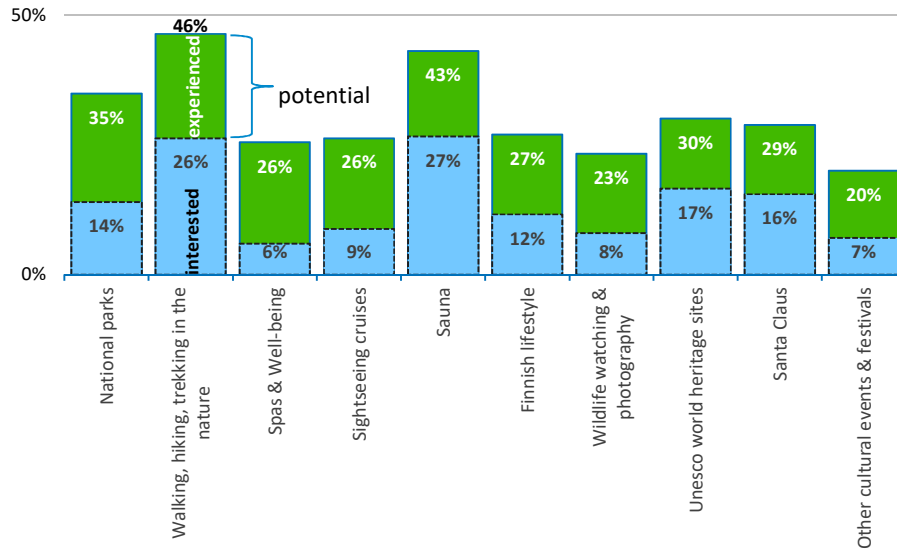


Chart 17. Holidaymakers' activities with the biggest difference between being interested in an activity and participating in it. Green colour indicates the potential. (Which activities the respondent was interested in and which were practised (dashed) % during the trip)

National parks, nature hikes, spa and wellness facilities, sightseeing cruises and sauna were the activities/targets in which the difference between being interested in an activity and participating in it was the greatest for holidaymakers. Thus, the activities in Chart 17 appear to contain the most of untapped potential.

For all travellers, buildings, castles and monuments, museums, shopping and nature hikes were the most interesting.

	All travellers		Holidaymakers	
	Interested	Experienced	Interested	Experienced
UNESCO World Heritage Sites	20 %	8 %	30 %	17 %
Museums	34 %	18 %	44 %	32 %
Other Cultural Destinations (Buildings, Castles, Monuments)	39 %	26 %	54 %	44 %
Sports Events	13 %	5 %	12 %	5 %
Concerts and Music Festivals	18 %	4 %	17 %	5 %
Other Cultural Events and Festivals (Art Exhibition, Theatre, Guided Tours etc.)	17 %	5 %	20 %	7 %
Getting to Know Finnish Lifestyle (Organised Home Visits, Tours with Local Guide)	20 %	8 %	27 %	12 %
Santa Claus	19 %	7 %	29 %	16 %
Amusement and Theme Parks	16 %	6 %	18 %	10 %
Food Walks, Culinary Courses, Picking Berries and Mushrooms)	34 %	24 %	41 %	28 %
Finnish Sauna	38 %	21 %	43 %	27 %
Spas, Well-being Services and Treatments	24 %	3 %	26 %	6 %
Finnish (Summer) Cottages	13 %	7 %	15 %	10 %
Boating, Paddling, Kayak Trips	12 %	4 %	17 %	6 %
Sightseeing Cruises	26 %	5 %	26 %	9 %
Swimming in a Lake or in the Sea	17 %	9 %	19 %	12 %
Fishing	18 %	4 %	18 %	8 %
National Parks	27 %	8 %	35 %	14 %
Wildlife Watching and Their Photography	17 %	4 %	23 %	8 %
Walking, Hiking, Trekking in the Nature	36 %	18 %	46 %	26 %
Cycling, Mountain Biking	8 %	3 %	9 %	4 %
Winter Sports (Skiing, Snowboarding, Snowshoeing)	11 %	4 %	15 %	8 %
Northern Lights	15 %	4 %	22 %	9 %
White Nights, Midnight Sun	11 %	3 %	14 %	4 %
Husky and Reindeer Safaris	10 %	4 %	18 %	11 %
Other Winter Activities and Experiences (e.g. Snowmobiling, Snow Castles, Ice Hotel, Ice-Breaker)	8 %	3 %	12 %	7 %
Other Outdoor Activities	22 %	9 %	24 %	12 %
Shopping	56 %	48 %	47 %	41 %

Table 17. What activities are of interest to you and in which have you participated while in Finland, all tourists and holidaymakers; % of respondents

Background information



VISIT FINLAND VISITOR SURVEY 2018



Family's gross annual income

For two thirds, the annual income was less than EUR 50,000

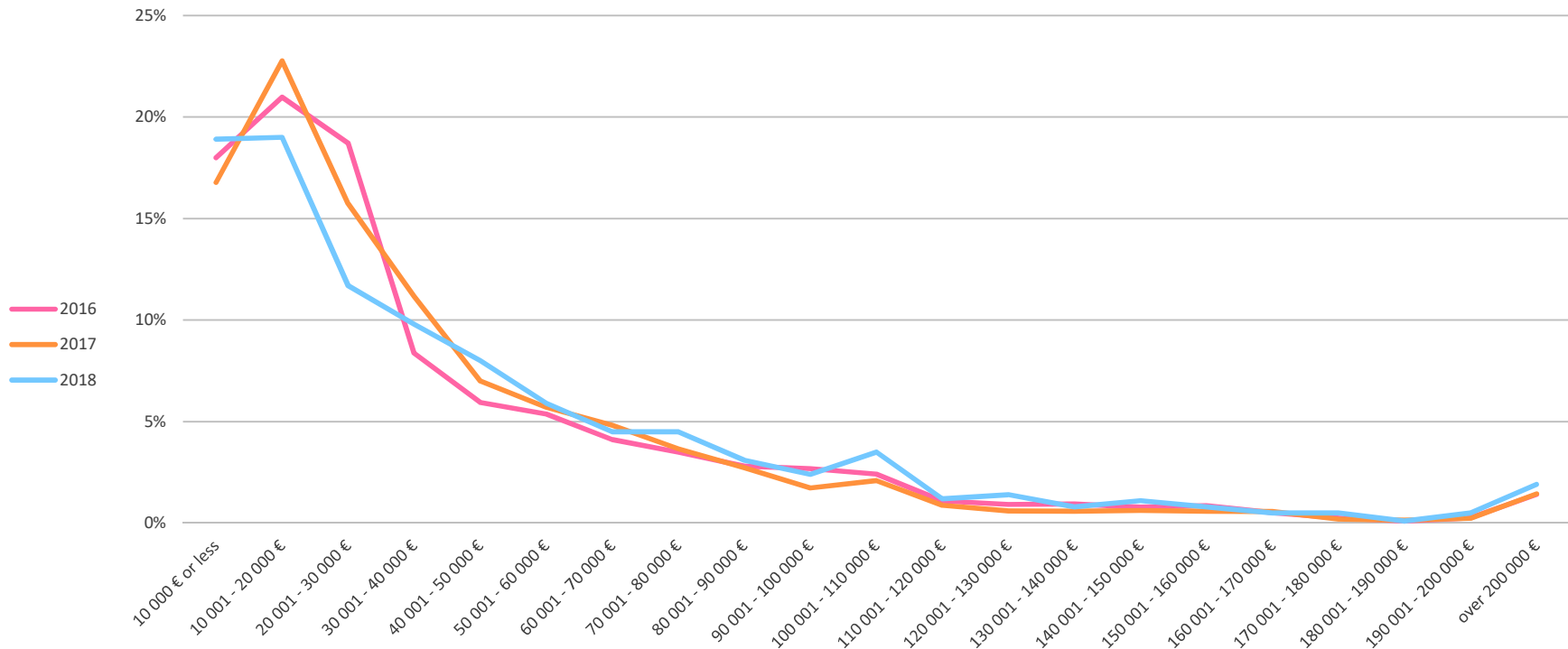


Chart 18. Total gross annual income of the traveller's family (shared household), % of trips

The gross annual income of more than 50% of travelling families visiting Finland was a maximum of EUR 30,000 and for two thirds, it was a maximum of EUR 50,000. In 2018, the travellers seemed to be slightly wealthier than in the previous years. However, there have been no major changes in income levels.

Age and gender distribution

Three fifths of the trips were made by men

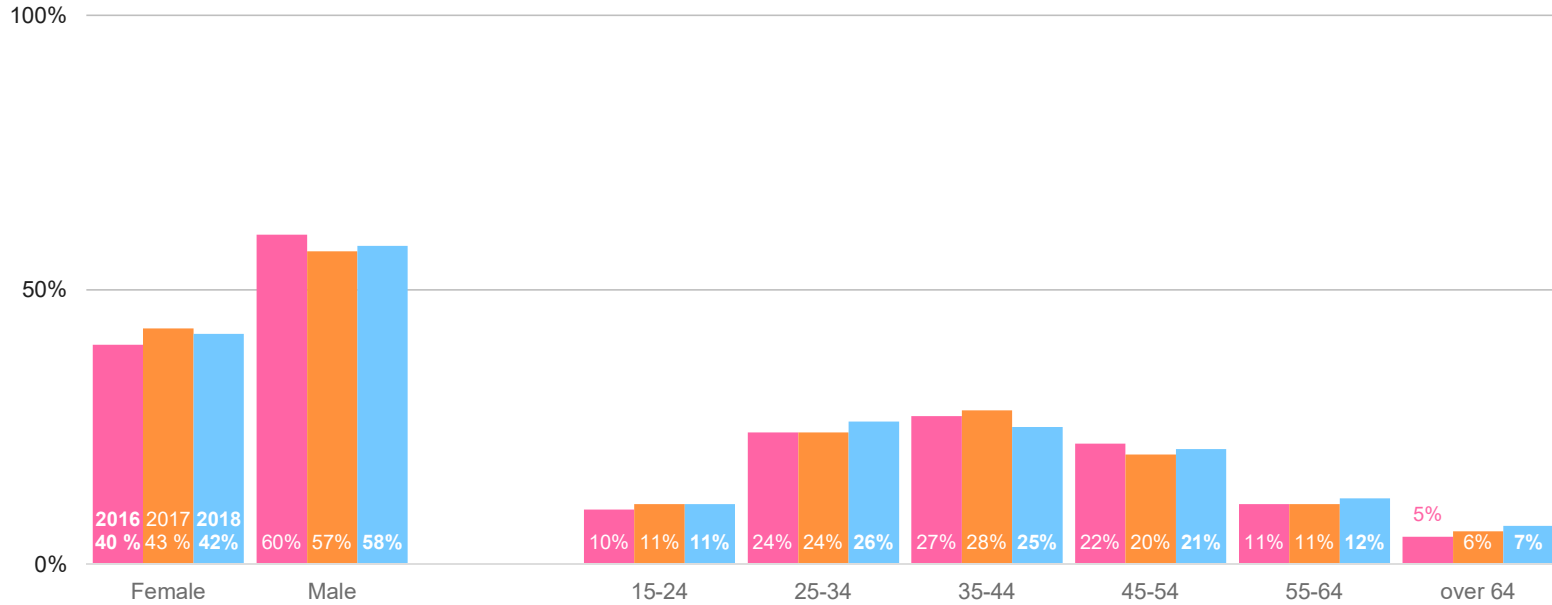


Chart 19. Age and gender distribution, % of trips

There were no major changes in the age and gender distribution compared to the previous years. Approximately two out of five travellers were women. The largest age group was 25–34. The proportion of travellers over 55 also grew slightly.

Professional group distribution

Almost three quarters of the trips were made by people who were employed.

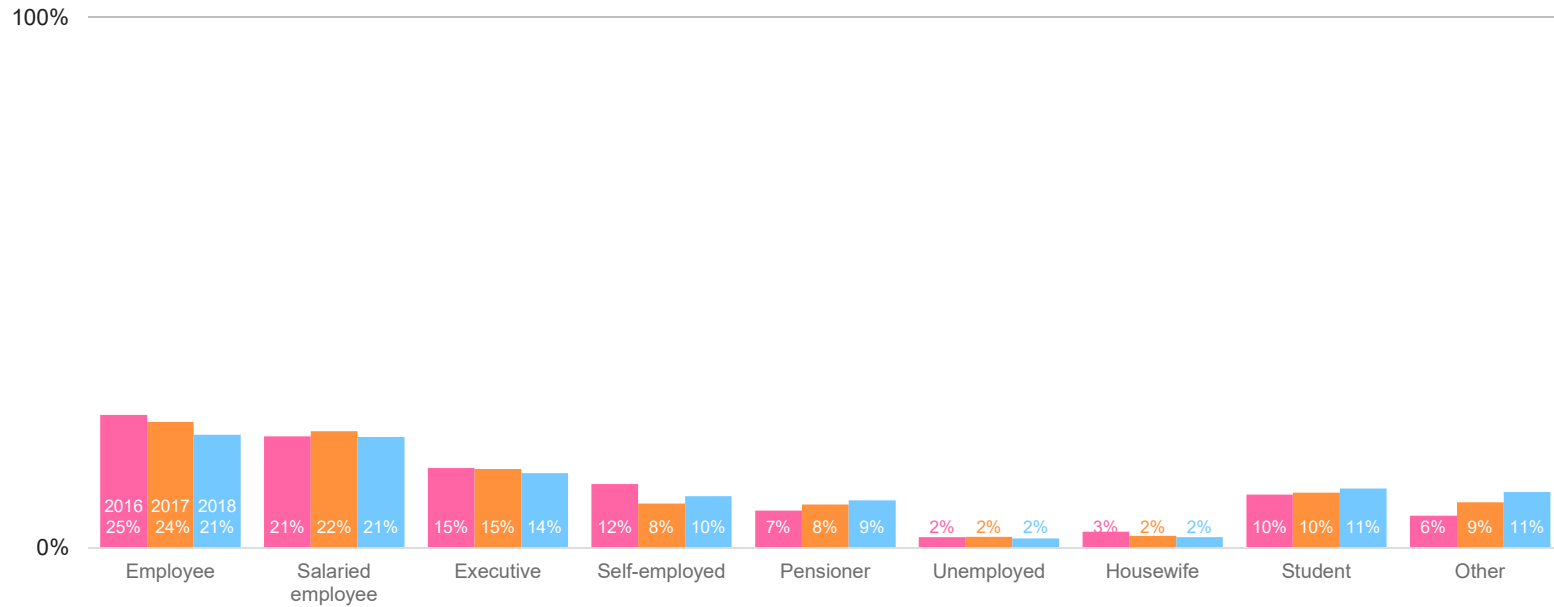


Chart 20. Professional group distribution, % of trips

The share of employed people declined slightly from the previous years, while the share of pensioners and the 'other' group slightly increased.

Travel party

One fourth of the trips were made alone, and every fifth trip was made with one's core family

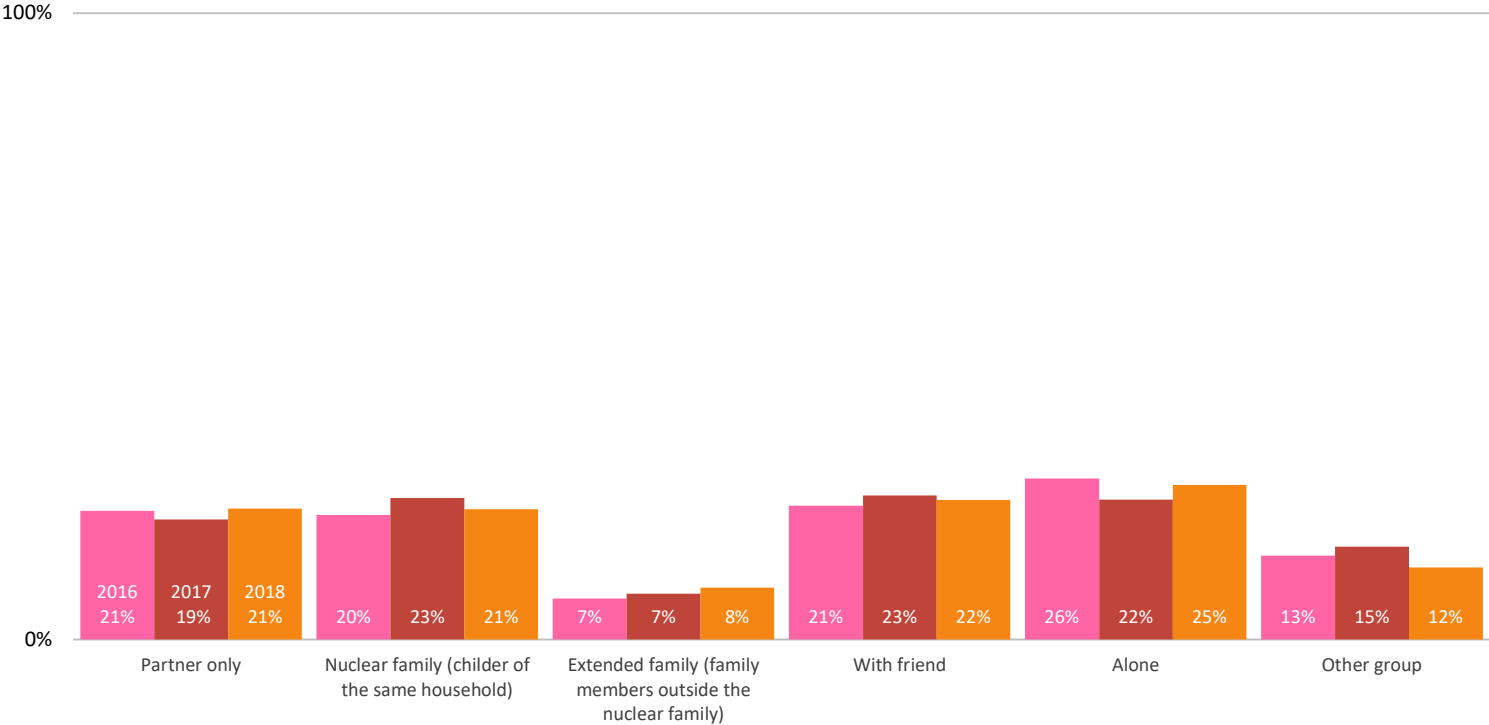


Chart 21. Travel party, % of trips

Based on the travel party, it appears that travelling alone maintained its 2016 level: one in four trips was made alone.



Habitation in the country of residence 1/2

RUSSIA	Saint Petersburg	1,994	67%	GERMANY	North Rhine-Westphalia	72	18%
	Vyborg	280	9%		Bavaria	67	17%
	elsewhere in the Saint Petersburg region	164	6%		Berlin	60	15%
	Moscow and the Moscow region	193	7%		Baden-Württemberg	45	11%
	Petrozavodsk	113	4%		Lower Saxony	31	8%
	elsewhere in the Republic of Karelia	77	3%		Hesse	27	7%
	Sortavala	45	2%		elsewhere in Germany	98	25%
	other Russia	113	4%		German-speaking area	69	80%
CHINA	Hong Kong & South China	169	37%	SWITZERLAND	French-speaking area	16	19%
	Beijing & North China	105	23%		Italian-speaking area	1	1%
	Shanghai & East China	100	22%		UNITED KINGDOM	Greater London	102
	Chongqing & South-West China	51	11%	South-East England		49	16%
	North-East China	15	3%	South-West England		29	9%
	Xi'an	14	3%	North-West England		26	9%
	West China	0	0%	Scotland		17	6%
	JAPAN	Tokyo Metropolitan Area	82	50%	elsewhere in the UK	85	28%
Osaka Metropolitan Area		32	18%				
Nagoya Metropolitan Area		32	18%				
elsewhere in Japan		25	25%				

Table 18; continues on the next page. Habitation in the country of residence, 1,000 trips/percentage of trips

Habitation in the country of residence 2/2

SWEDEN	Stockholm	380	49%	ITALY	Lombardy	42	30%	THE NETHERLANDS	North Netherlands	33	27%
	Värmland, Örebro, Södermanland, Västmanland, Uppsala	135	17%		Lazio	28	20%		South Netherlands	27	22%
	Halland, Västra Götaland	84	11%		Emilia-Romagna	1	8%		North Brabant	18	15%
	Blekinge, Kronoberg, Kalmar, Jonköping, Östergötland, Gotland	58	7%		Piedmont	11	8%		Utrecht	14	11%
	Scania	53	7%		Tuscany	10	7%		Gelderland	12	10%
	Dalarna, Gävleborg, Jämtland, Västernorrland	51	7%		Veneto	10	7%		Elsewhere in the Netherlands	20	16%
	Västerbotten, Norrbotten	22	3%		Elsewhere in Italy	27	19%		California	34	19%
FRANCE	Ile-de-France	69	37%	SPAIN	Catalonia	53	25%	UNITED STATES	New York	19	10%
	Bourgogne, Auvergne, Rhône-Alpes, Provence-Côte d'Azur, Languedoc	39	21%		Andalusia	45	21%		Texas	12	7%
	Brittany, Normandy, Pays de la Loire, Centre	37	20%		Madrid	43	20%		Massachusetts	12	7%
	Nord, Picardy, Champagne, Lorraine, Alsace, Franche-Comté	23	12%		Extremadura, Castilla-La Mancha, Murcia, Valencian Community, Aragon	38	18%		Washington	11	6%
	Limousin, Poitou-Charentes, Aquitaine, Midi-Pyrénées	21	11%		Galicia, Asturias, Cantabria, Basque Country, Navarra, La Rioja, Castilla y Leon	27	13%		Illinois	10	6%
				Balearic Islands, Canary Islands	11	5%	Florida	8	5%		
							Elsewhere in the United States	74	41%		

Business Finland, Visit Finland

Porkkalankatu 1, PL 358

FI-00181 Helsinki

www.visitfinland.fi/



VISIT FINLAND VISITOR SURVEY 2018

