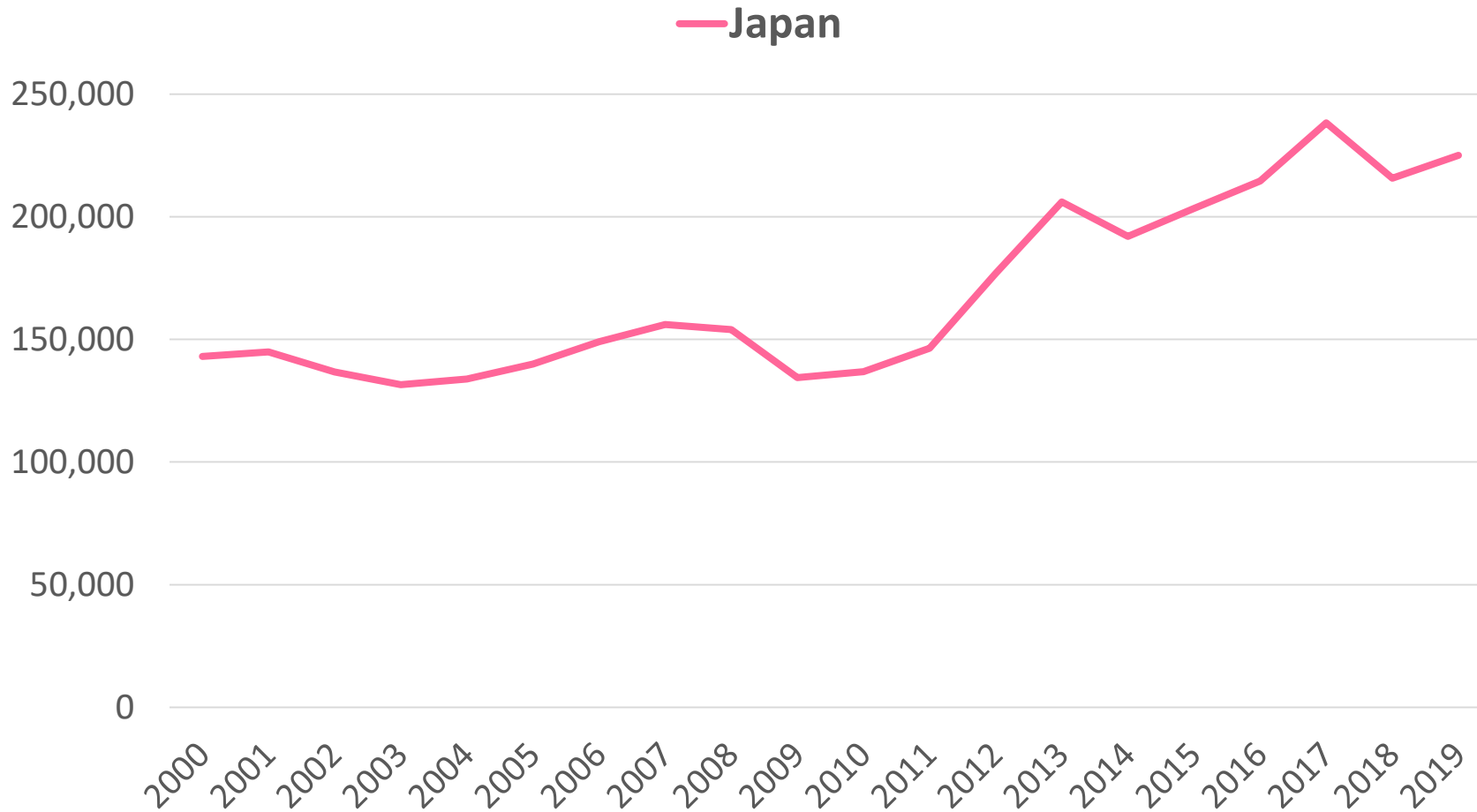


Japanese overnights in Finland 2000-2019



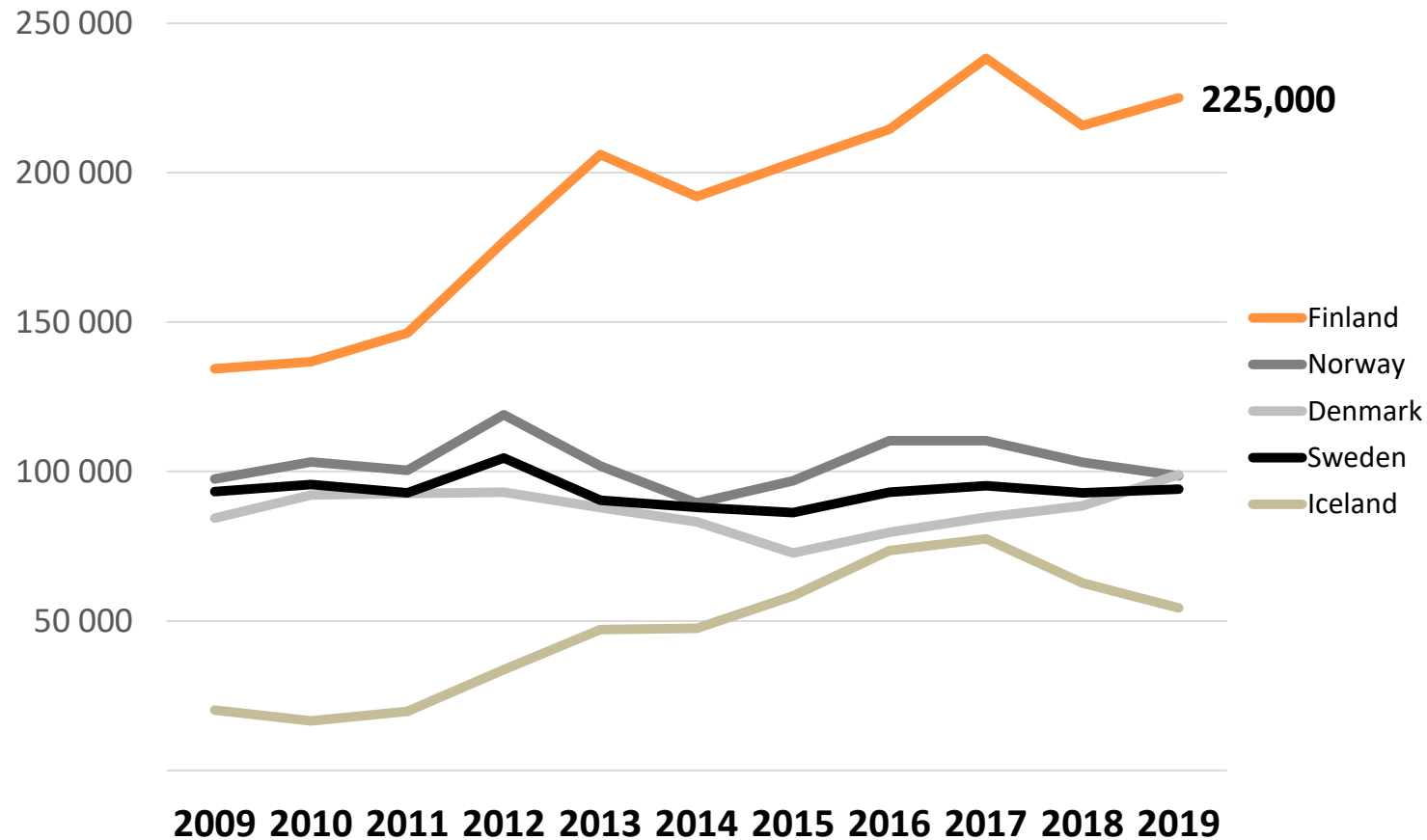
Japan - year 2019

225 000 overnights in total
10th in country rankings
with a **3% share** of foreign overnights
Average change 2000-2019: **+3%**

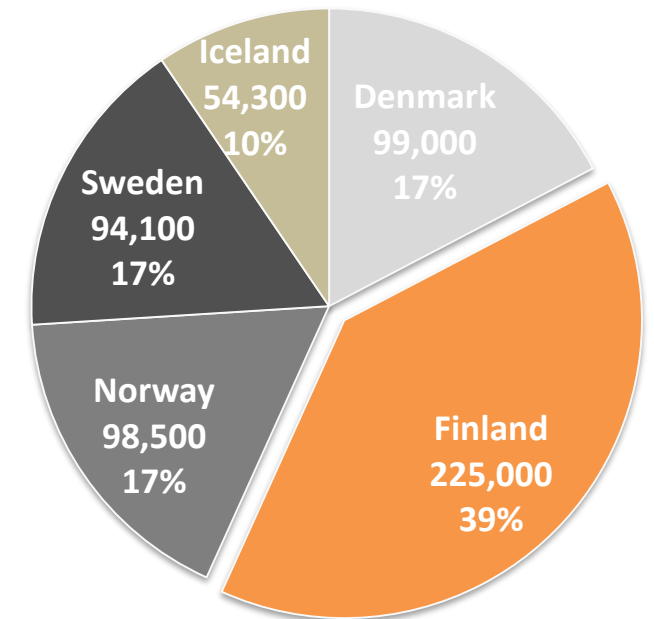
72% of the overnights spent in
Helsinki metropolitan area and
19% in **Lapland**

JAPAN – Yearly overnights in the Nordic countries

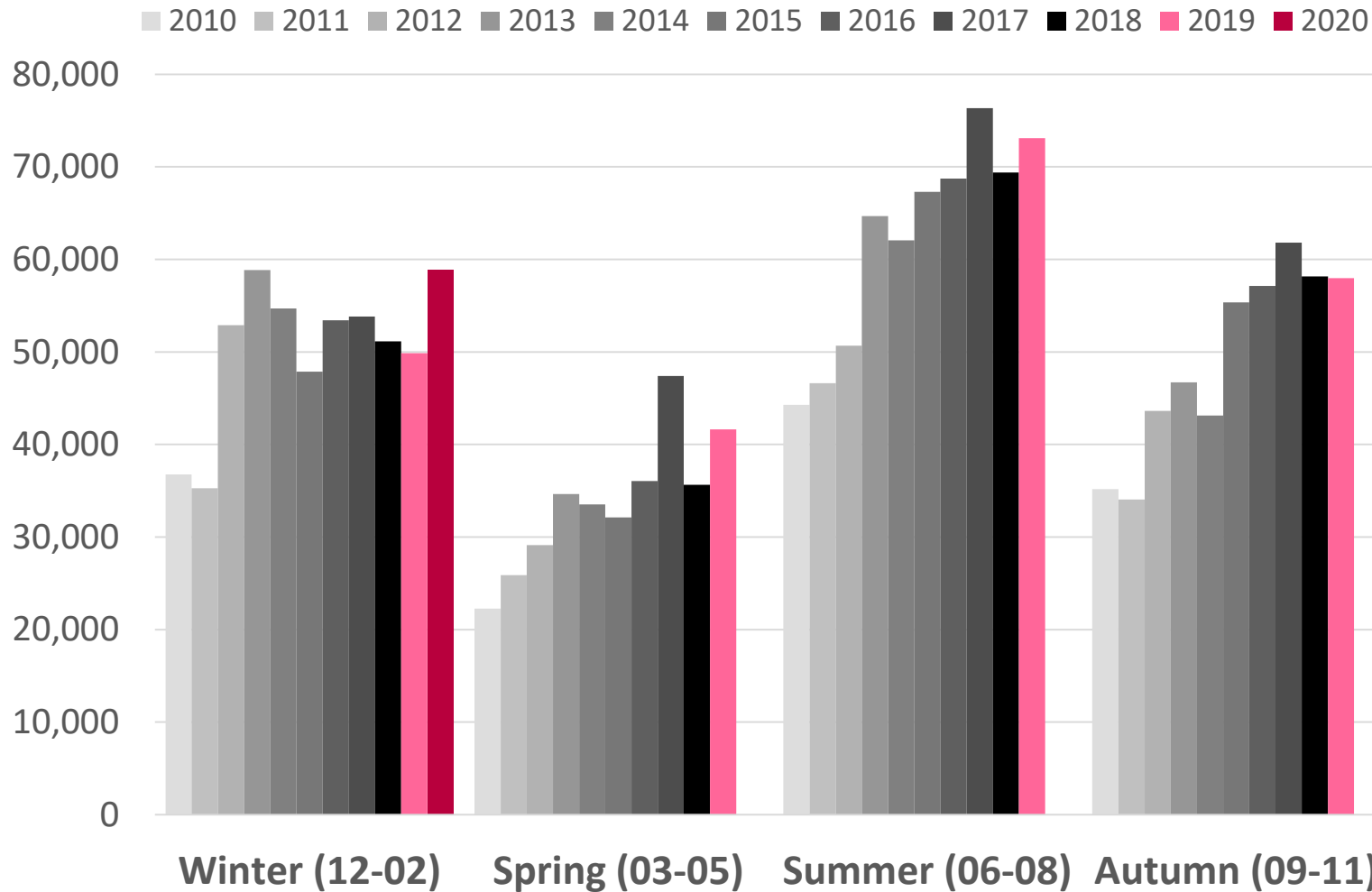
Development of Japanese overnights 2009-2019



Nordic countries' share of Japanese overnights 2019



JAPAN – Seasonal overnights in Finland & main destinations



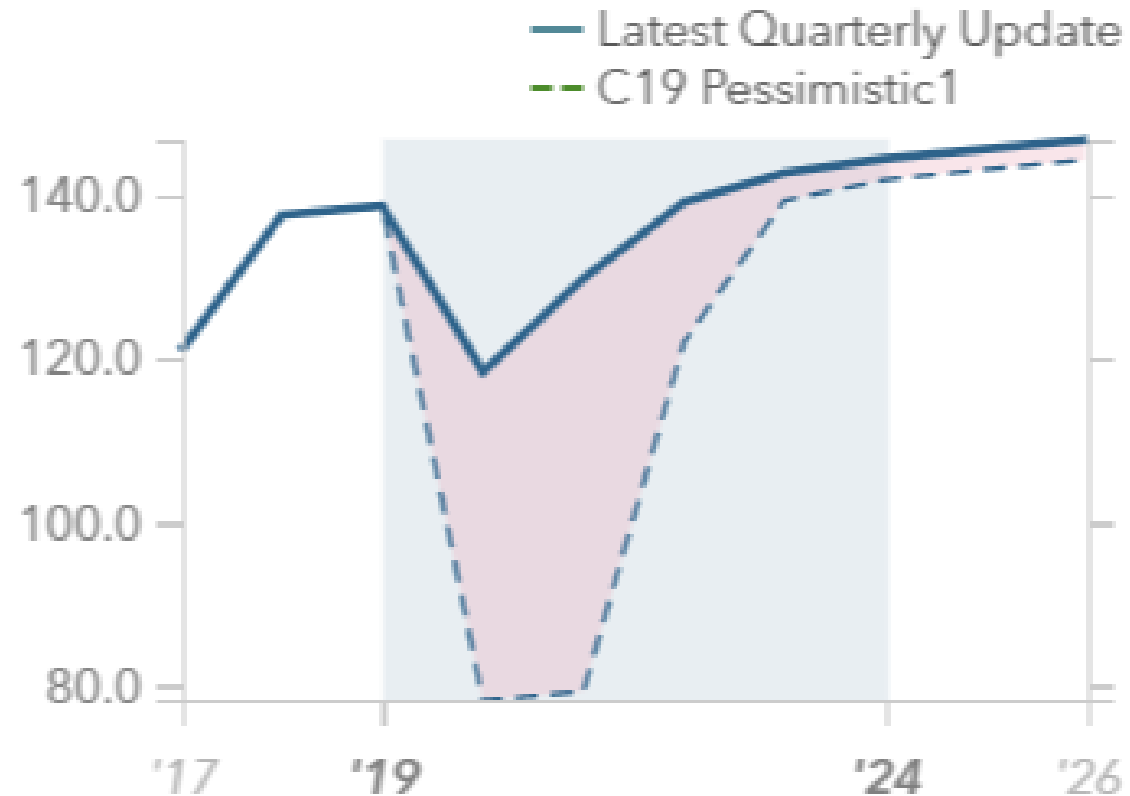
- Summer and autumn have been the most popular seasons to travel to Finland during the past years – however, this winter travel to Lapland increased significantly
- In summer 2019, 80% of the overnights were spent in Helsinki
- In autumn 2019, 60% of the overnights took place in Helsinki and 21% in Lapland
- During winter 2019-2020, the share of Helsinki and Lapland were quite the same. In Lapland the overnights increased especially in Rovaniemi, Ylläs and Inari-Saariselkä.

Impact of the Covid-19 for the outbound travel in 2020-2024

Departures from Japan

To Finland

2017-2026, '000's



Visit Finland

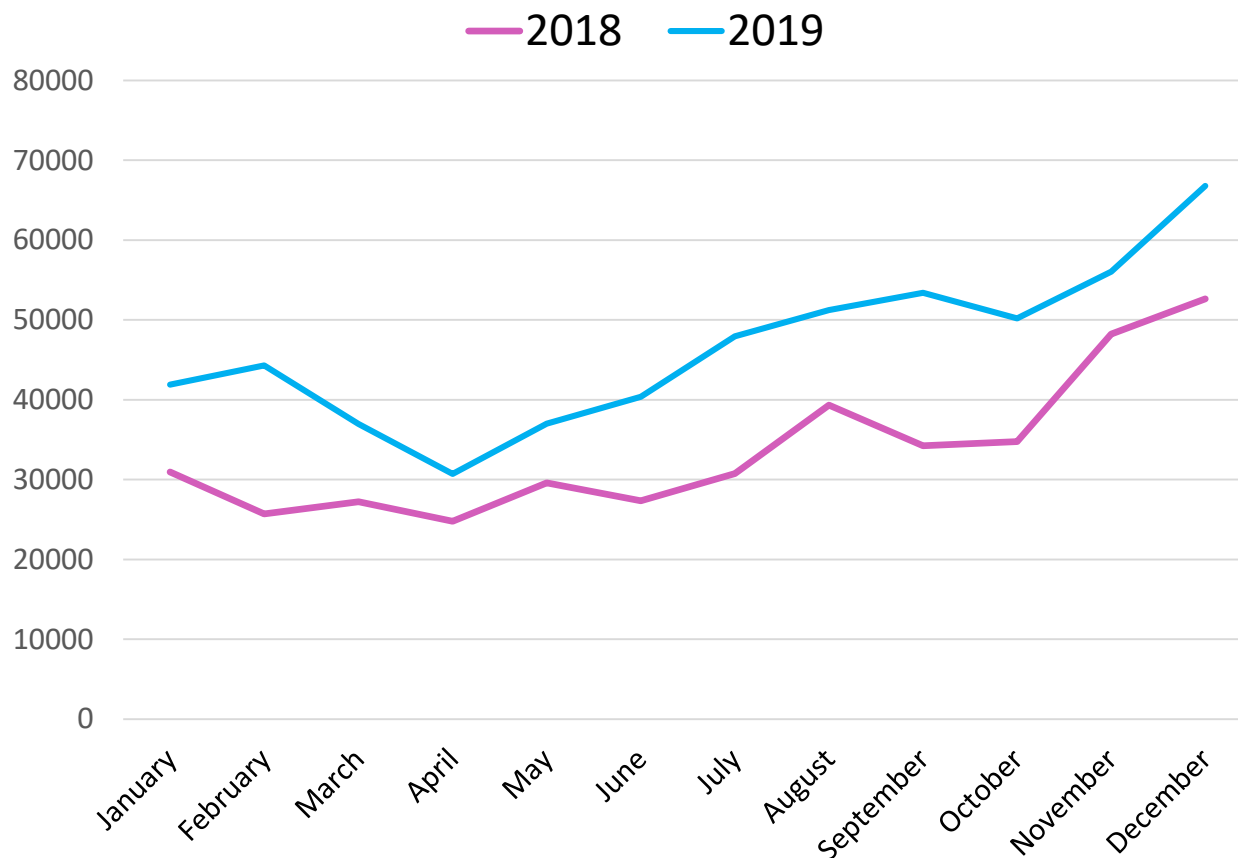
Japanese travelers' Internet searches

- 556 800 travel-related Internet searches concerning Finland
- +37 % compared to previous year

Source:
D2 Digital Demand

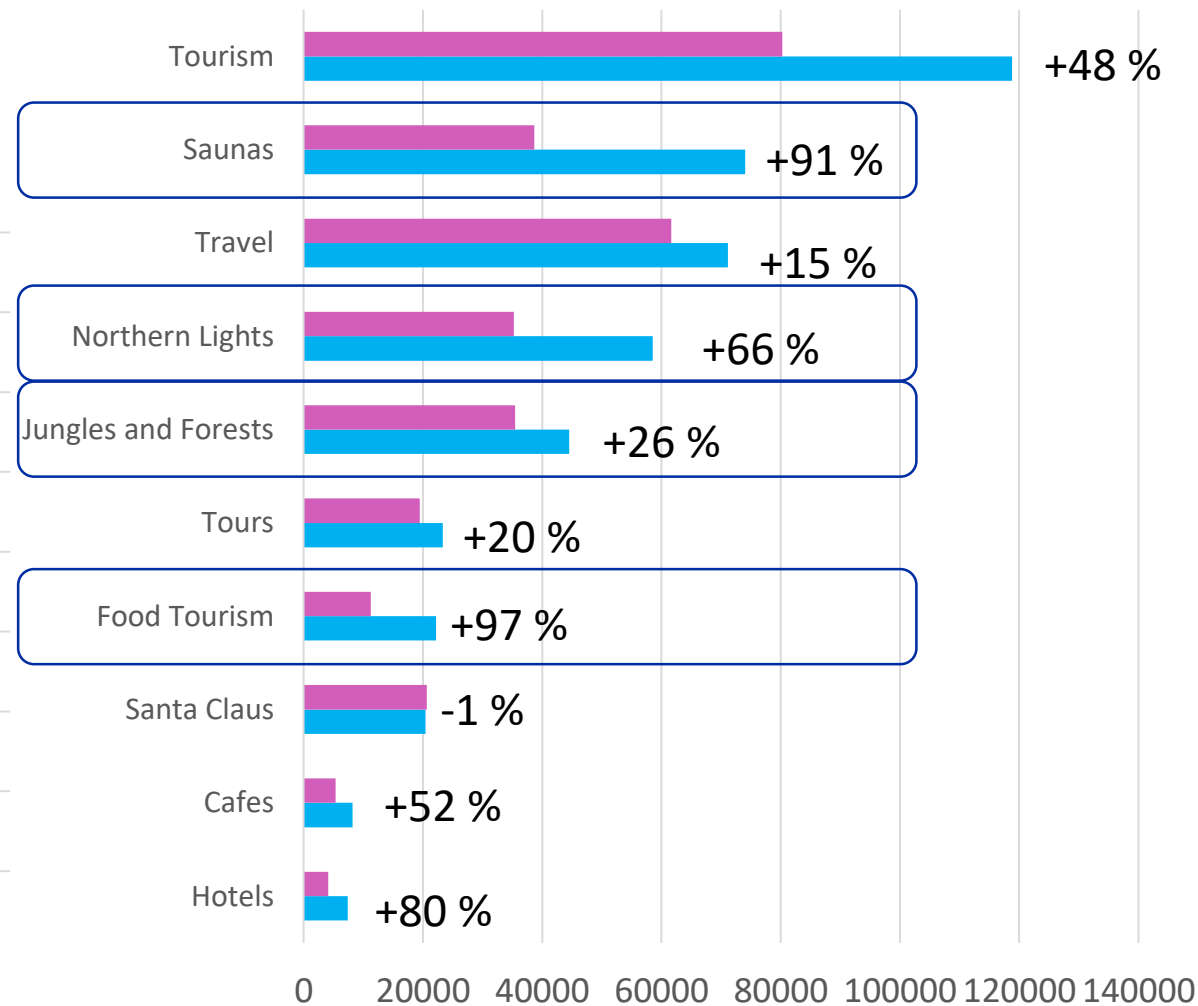


Japan Seasonality in Searches



Japan Top Microbrandtags

■ 2018 ■ 2019



Finnish Style Saunas Across Japan, Growing trend



Moomin Valley Park opened 2019

Notification of "Moomin valley Park" Business Resumption from Thursday, June 6th, and Requests to Customers



 Events  Facility information  Toy food  ACCESS  News

 language  

 Price information



ようこそ
自然に満ちた
物語の世界へ

6/8
Hanno weather
essentials
☀ 21 °C

< 01 / 06 >

Performance time
(about 30 minutes)
11: 00 ~ / 15: 00 ~

Today's Events kippis pop-up shop tour 2020 spring Fresh!

Emma's theater" A Girl Who Knows
Courage ~ From Friends of
Moominvalley ~
エンマの劇場

Japanese mythology “Kojiki” “Nihonshoki” stories

How Japan island was created



After death world, Japanese “Hades”

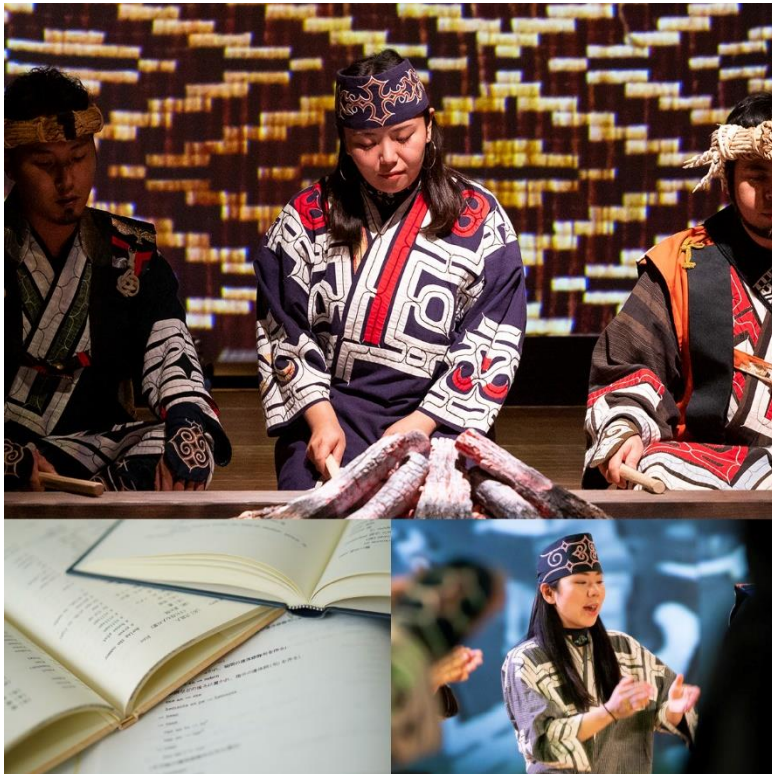


A story of “Inaba no Sirousagi” White rabbit

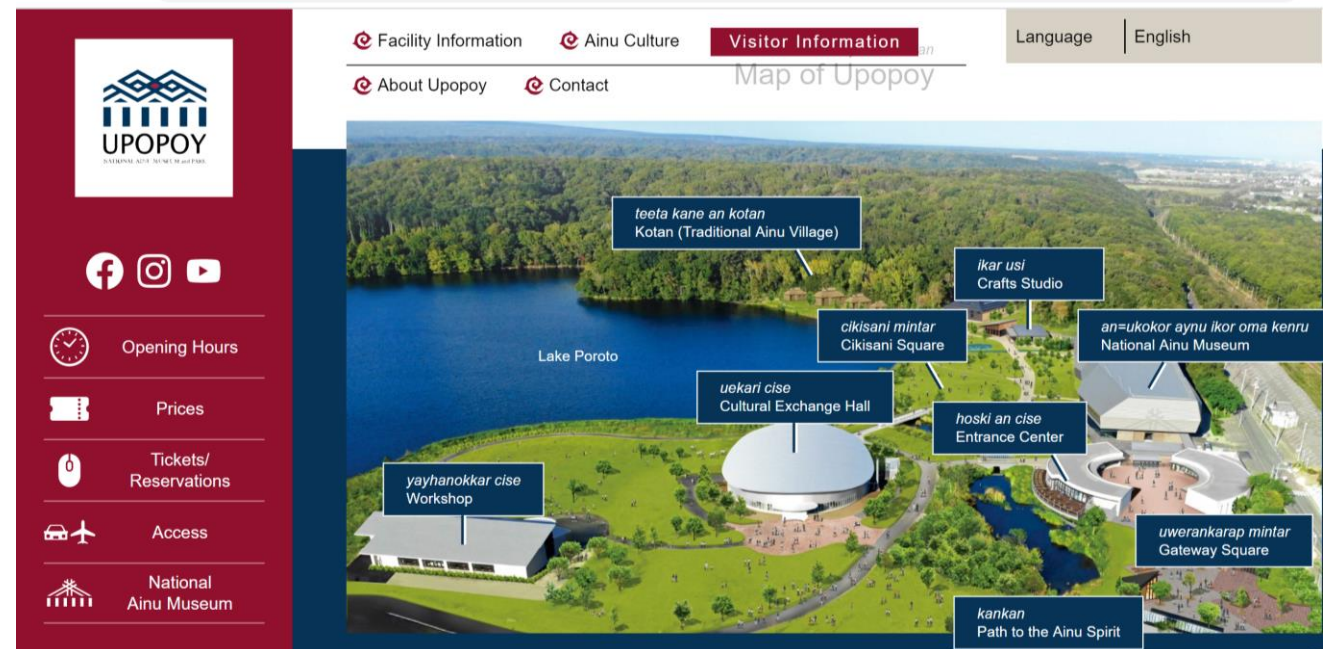


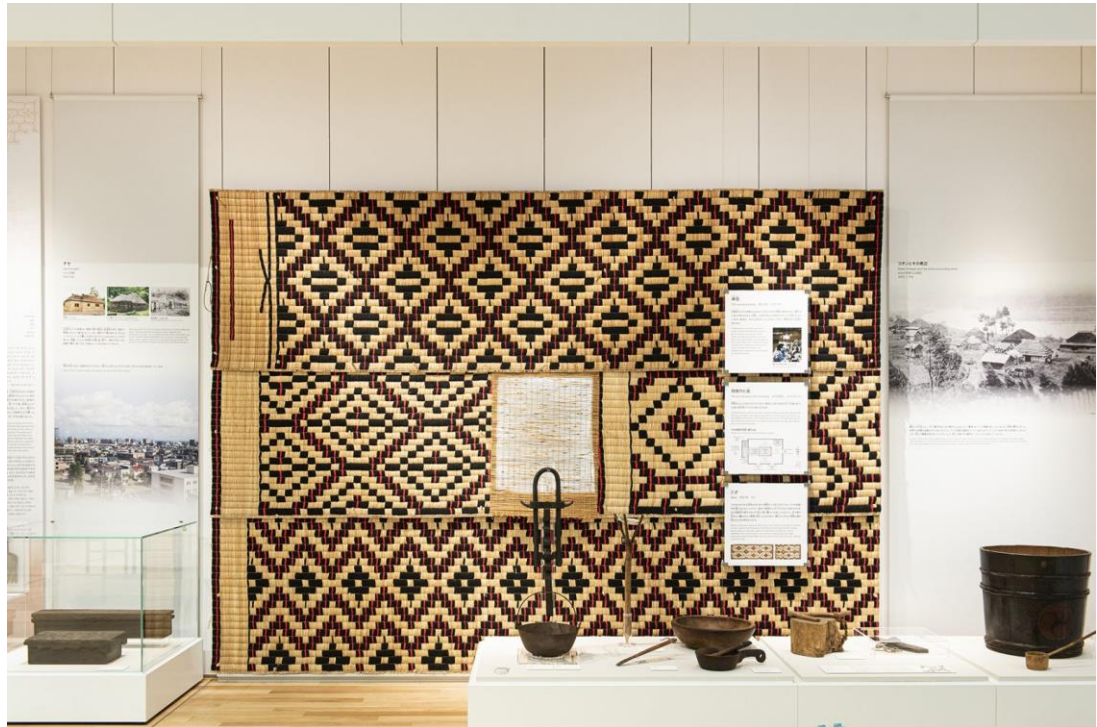
First nation “Ainu” and Yukar epic in Hokkaido

Culture and Heritate



National Ainu Museum and Park just opened





Home of Finland Metsä Pavilion in Tokyo

- Metsä Pavilion "Home of Finland" for Tokyo Olympics at the Embassy of Finland will be officially opened Oct 2020 and will remain available for partners and open house events until end of Tokyo Olympics 2021
- Business Finland operates a newly built wooden Metsä Pavilion in central Tokyo, in the grounds of the Finnish Embassy of Japan starting from autumn 2020. During Tokyo Olympic and Paralympic Games, now taking place in 2021, the pavilion turns into Home of Finland, National Partner House of the Olympic teams.
- Metsä Pavilion website:

<https://www.businessfinland.fi/en/do-business-with-finland/kampanjasivut/Tokyo2020-Finland-pavilion/>

