

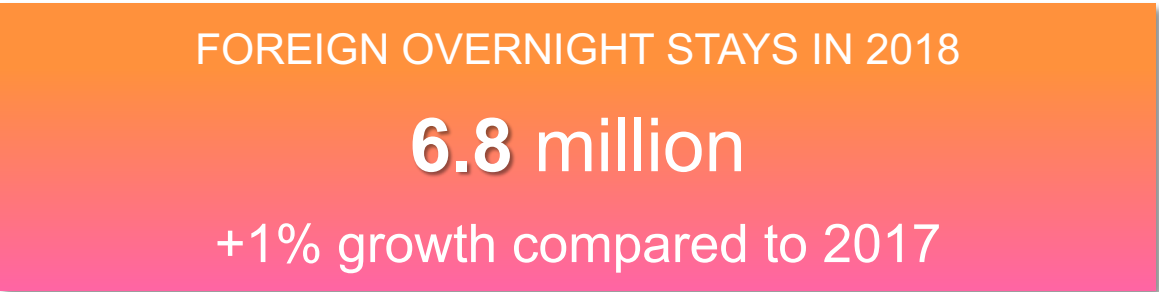


Foreign Overnights in Finland 2018

Source: Visit Finland's Statistics Service Rudolf, Statistics Finland.
The figures are based on preliminary data.

Please notice when comparing the annual results: The target group of the accommodation statistics has been reviewed and a few accommodation establishments operating in the industries of hotels and hostels were added to it starting from data concerning January 2017. The effect of the review is around 2.5 per cent of the total number of overnight stays from 2017 onwards. Because of the review, the data starting from 2017 are not fully comparable with those for earlier years.

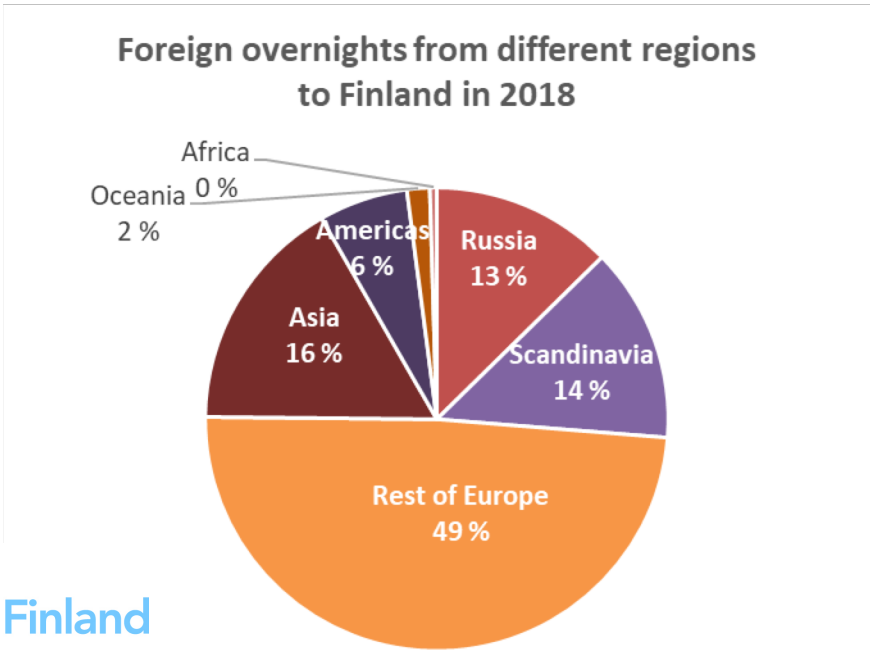
Tourism in Finland continued to grow in 2018



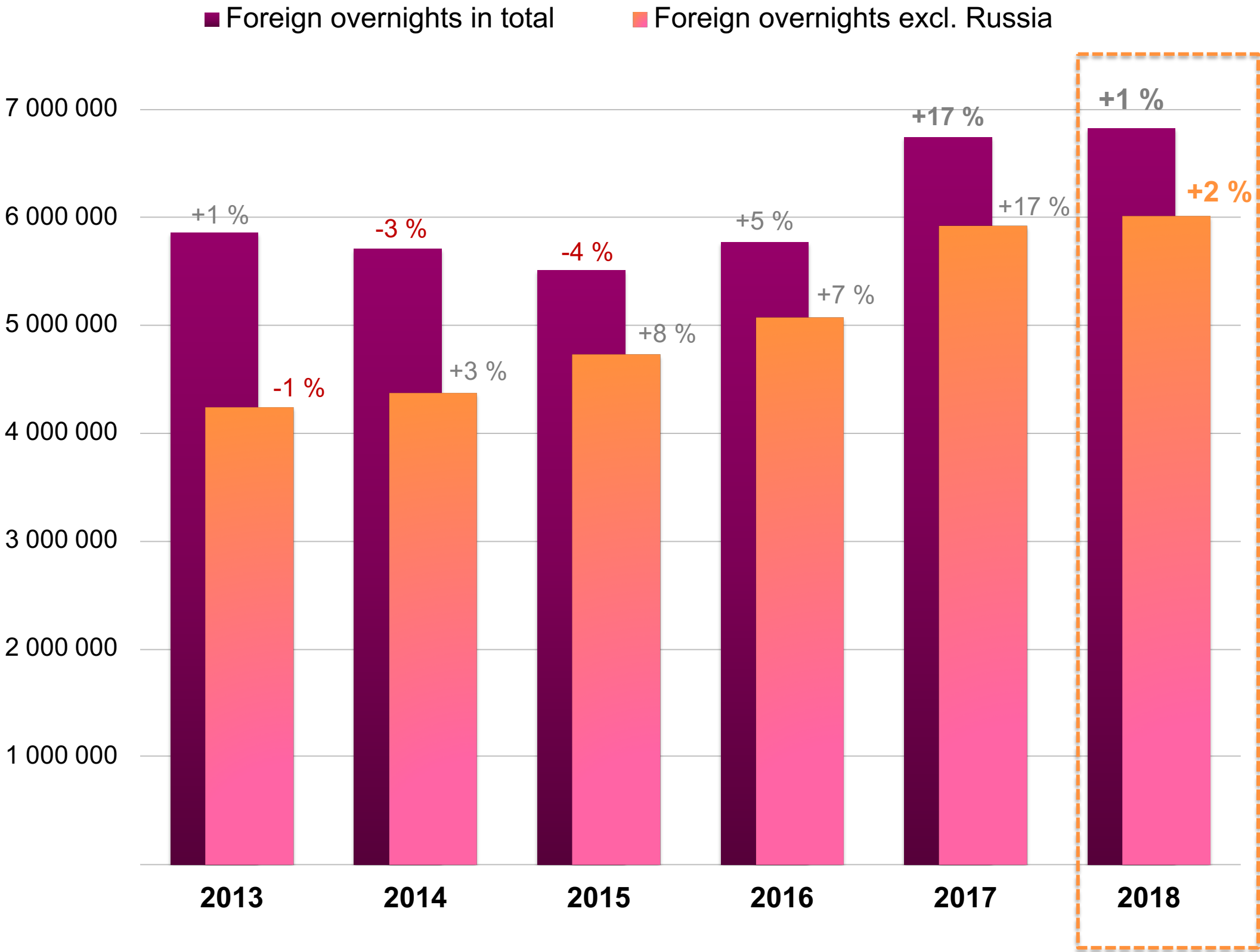
Finnish tourism continued to grow and foreign overnight stays increased by 6.8 million in 2018. Growth was 1.3% compared to the previous year.

As in the previous year, foreign overnight stays accounted for nearly a third of all registered overnight stays in Finland.

In recent years, tourism to Finland has clearly diversified. During 2018, overnight stays decreased from neighboring countries, such as Scandinavia and Russia, but increased from all other regions.



Foreign overnights in Finland 2013-2018



Positive growth from all main markets

When comparing the numbers of registered overnights spent in Finland in 2018, the top five countries of origin remained the same, but the order within them changed slightly as Britain took third position over Sweden. The largest number of tourists arriving in Finland came from **Russia** (816,200), **Germany** (628,100), **Britain** (594,600), **Sweden** (560,000) and **China** (384,600, including overnights by visitors from **Hong Kong**). Britain surpassed Sweden and ranked now as the third biggest country of origin.

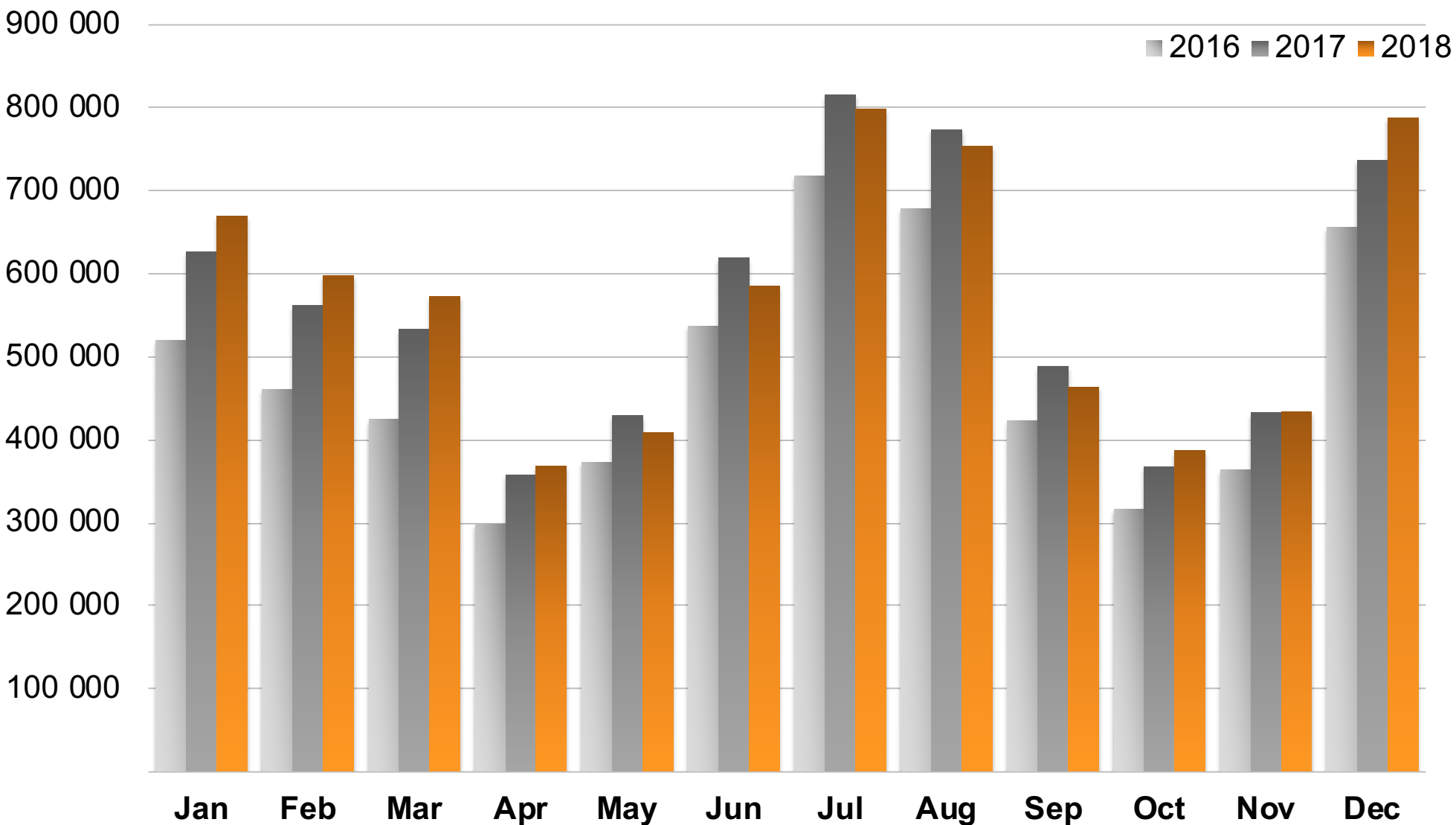
Among the top 20 markets, overnight stays increased the most by visitors from Belgium (+ 21%), Australia (+14%), the Netherlands (+8%), Spain (+8%), the United States (+7%), France (+7%) and China (+ 6%).

Top 20 countries of origin

Country of origin and ranking	Number of overnights	Change (%) 2018/17
1. Russia	816 200	-1%
2. Germany	628 100	+1%
3. United Kingdom	594 600	+2%
4. Sweden	560 000	-6%
5. China & Hong Kong	384 600	+6%
6. France	299 300	+7%
7. United States	288 600	+7%
8. Netherlands	246 400	+8%
9. Estonia	222 600	+1%
10. Japan	215 700	-10%
11. Norway	192 900	-3%
12. Spain	175 700	+8%
13. Switzerland	168 000	0%
14. Italy	159 800	+3%
15. Denmark	107 700	-5%
16. Poland	105 300	-10%
17. Australia	94 000	+14%
18. Belgium	84 900	+21%
19. India	80 600	+3%
20. Austria	70 300	-1%

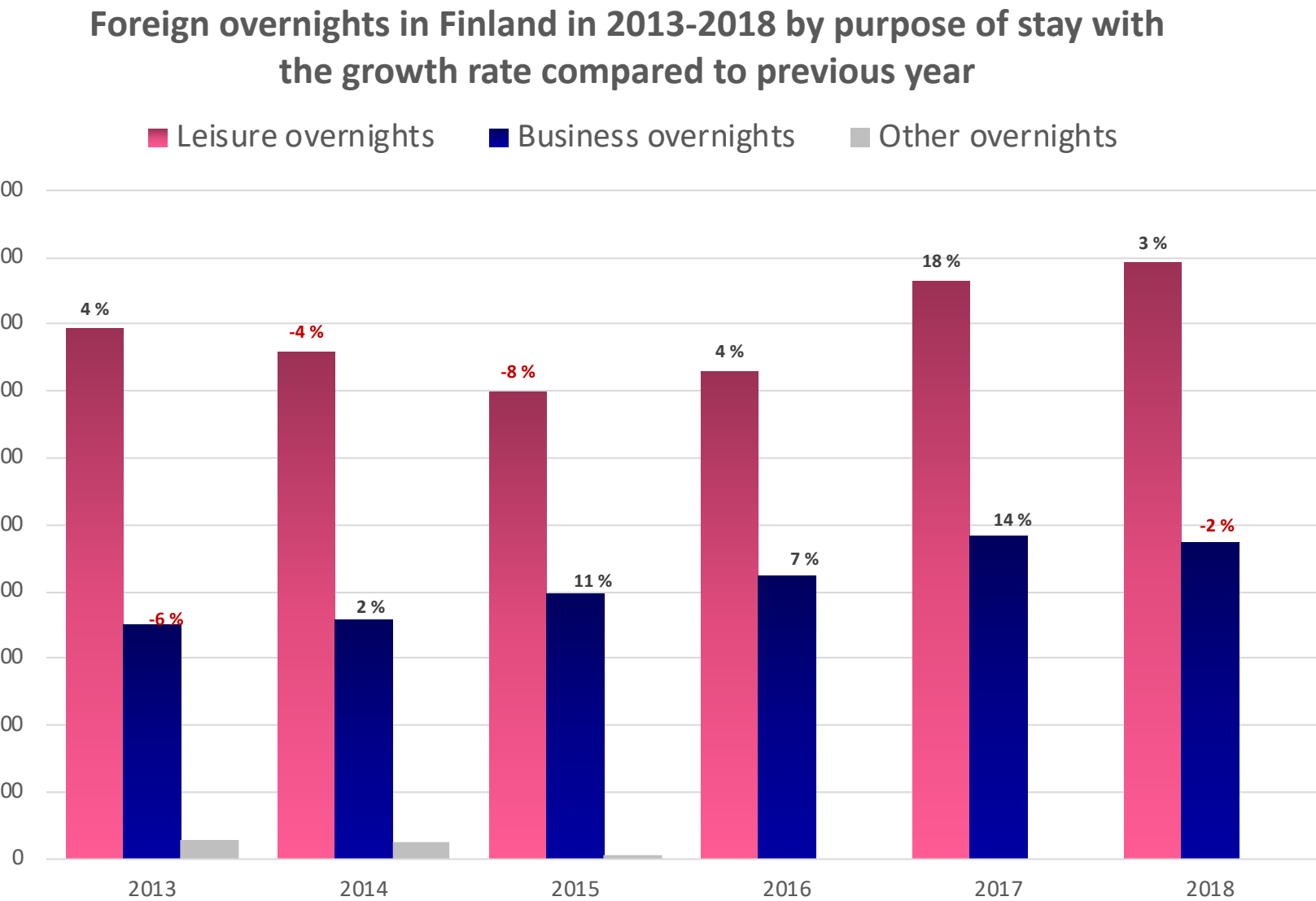
Most overnight stays were still increasing in July but in December the popularity of travel increased, reaching almost the same level as in July. In addition to December, overnight stays also clearly increased compared to previous years in January, February and March. Although the number of overnight stays in the summer months was slightly lower than in the previous year, they were clearly higher than in 2016.

Monthly foreign overnights in Finland 2016-2018

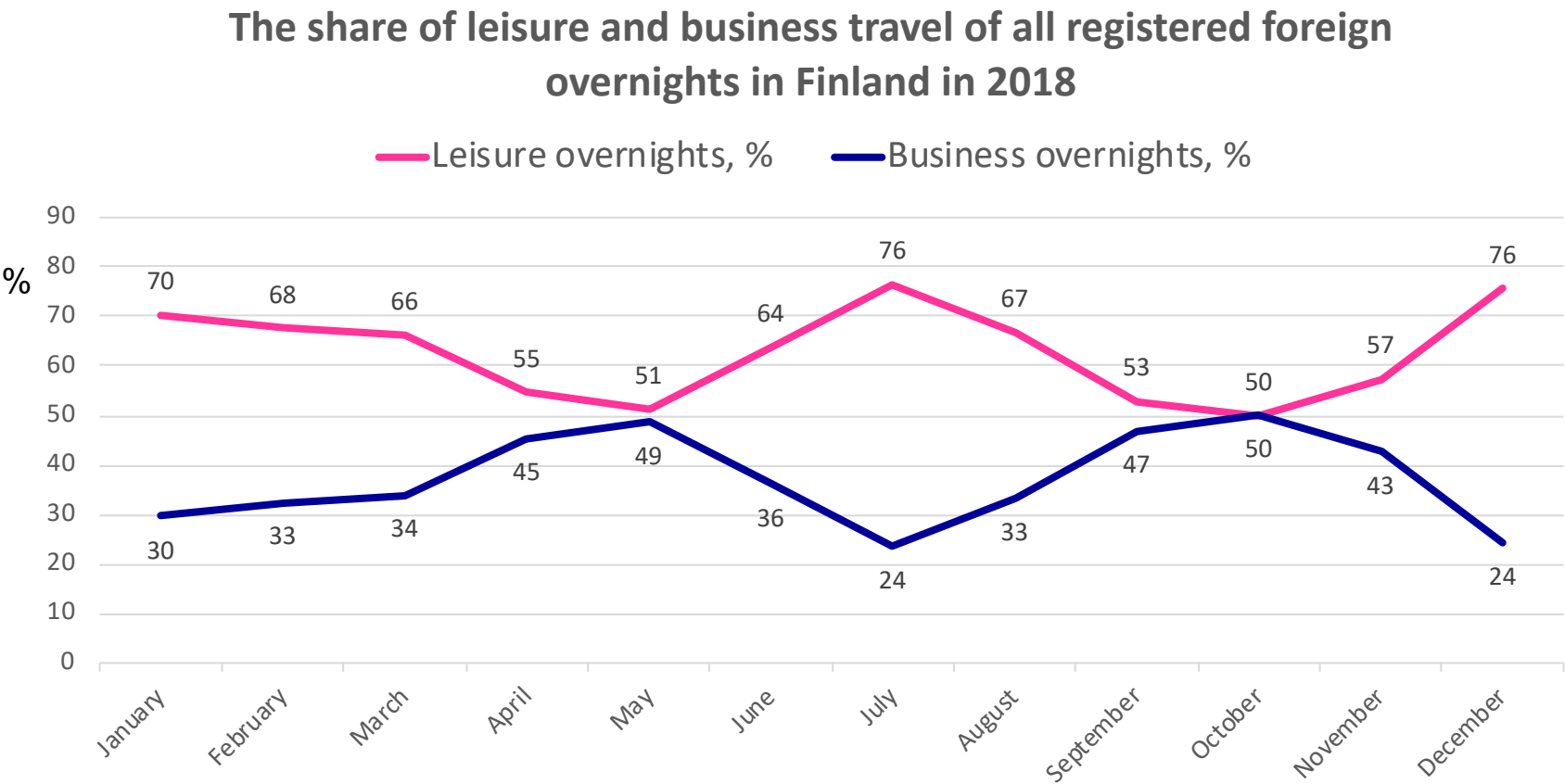


Leisure travel to Finland from abroad continued to grow, the growth came to a halt for business travelers

- Approximately two-thirds of the foreign registered overnights are associated with leisure travel and one-third with business travel.
- There has been a decline in overnights related to leisure travel among Russians in 2014 and 2015. However, over the last three years, leisure travel has increased and the annual number of overnight stays is already 4.5 million.
- Four consecutive years of growth in business travel came to a halt in 2018. The decrease was about two per cent compared to 2017.



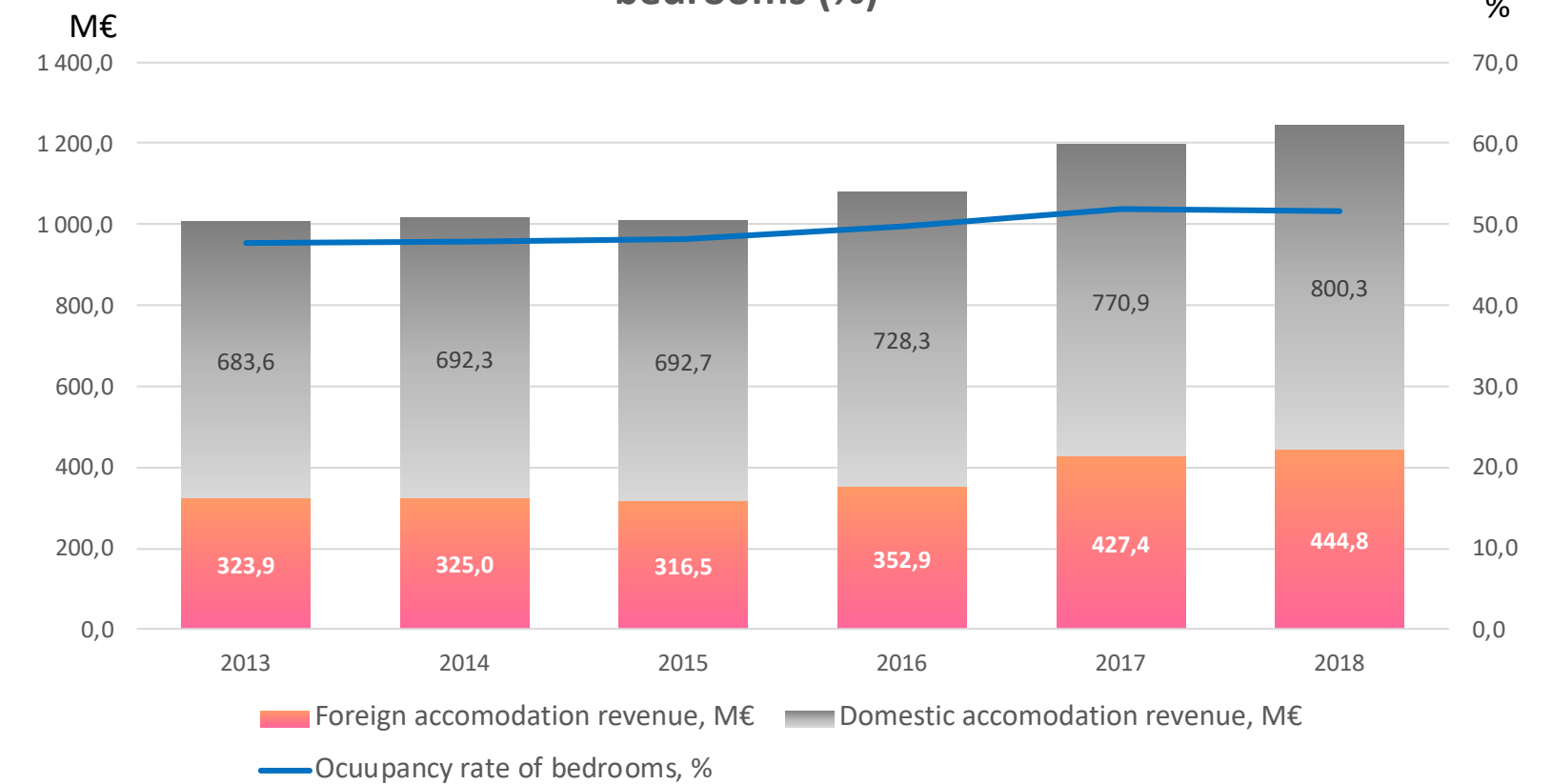
Leisure travel had the biggest share of all foreign overnights in Finland during July and December. The shares of business and leisure were almost equal in May and October.



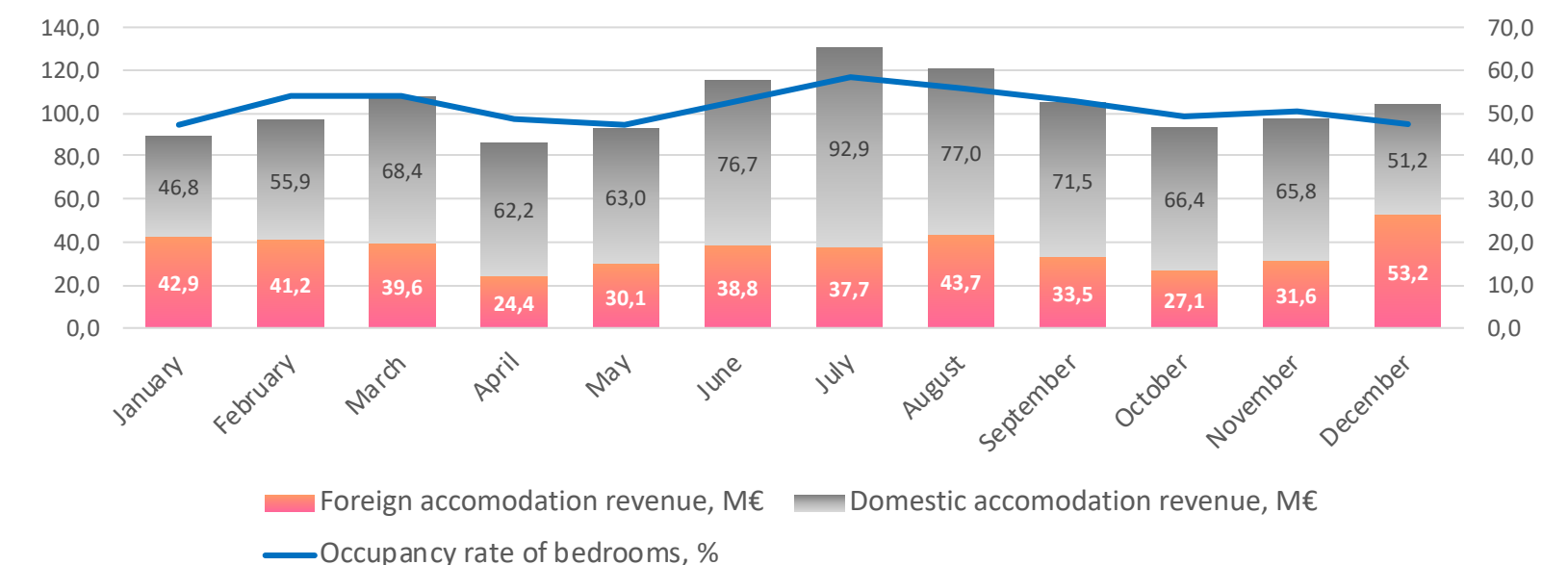
Hotel occupancy rates on the rise – peak in July

- The room occupancy rate has reached over 50% in the last two years.
- Both foreign and domestic accommodation sales have increased significantly, partly due to higher occupancy rates, but also due to the higher price level. The average room price was over 90 € in 2013 and approximately 101 € in 2018.
- Foreign travelers paid an average of € 13 more than the domestic travelers.
- Domestic demand peaked in July, when the room occupancy rate reached almost 60 %.
- The peak of foreign demand was reached in December, when foreign accommodation revenue also exceeded domestic accommodation revenue.
- Foreign accommodation revenue peaked in August (summer season).

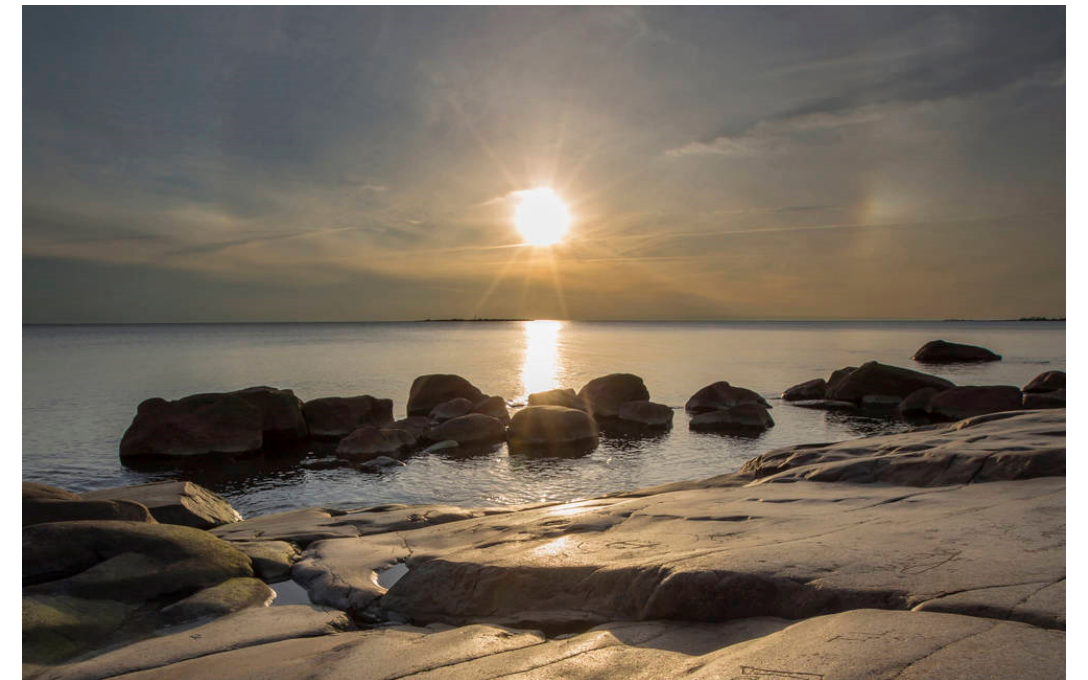
Yearly accommodation revenue (M€) and occupancy rate of bedrooms (%)



Monthly accommodation revenue (M€) and occupancy rate of bedrooms (%) 2018



Main travel regions in Finland and seasonal overnights



Lapland's strong growth continued – positive outlook in capital region as well

In 2018, the **Helsinki metropolitan area** was the most popular travel area with a 43% share of all foreign overnights spent in Finland. The number of overnights totaled 2.9 million. Helsinki's attractiveness among international tourists has been increasing for the fifth consecutive year.

- Visitors from all over the world arrived in the Helsinki metropolitan area.

Strong growth in **Lapland** continued for the fourth consecutive year and similarly in the Helsinki Metropolitan area, where they made a new record in foreign overnight stays.

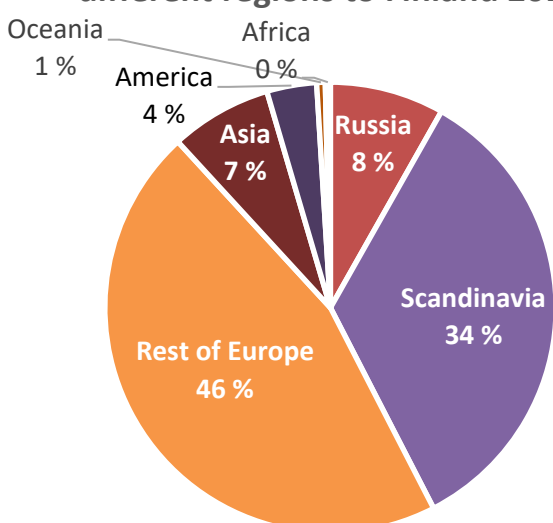
– **1,7 million** overnight stays in Lapland accounted for a quarter of all foreign overnights.

- The share of Asian travelers among foreign travelers was quite high in Lapland, along with the Helsinki Metropolitan Area. However, the majority of Lapland travelers were British or from Continental Europe.

Lakeland region counted **1.2 million** and **Coast & Archipelago** **1.1 million** registered foreign overnights in 2018. Overnight stays in Lakeland remained the same compared to previous year, however, there has been a 4% decrease in overnights in the Coast & Archipelago region.

- In Lakeland, Russian visitors were one third of all visitors. Similarly the share of Scandinavians, especially Swedes, was significant in the Coast & Archipelago region. In both regions, less than half of the visitors arrived from Continental Europe / Britain.

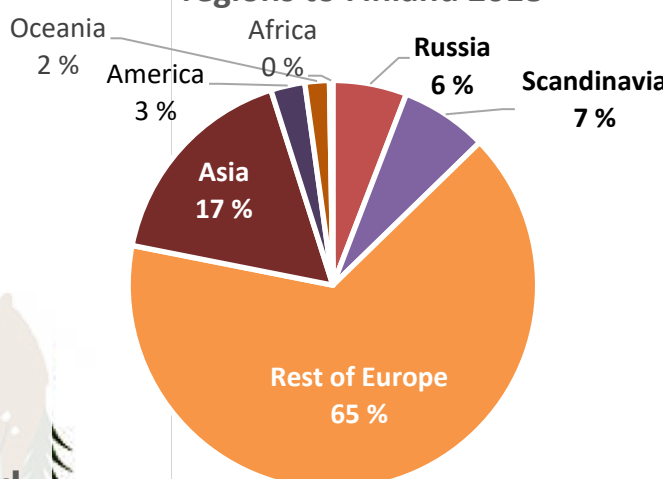
Coast & Archipelago: Overnights from different regions to Finland 2018



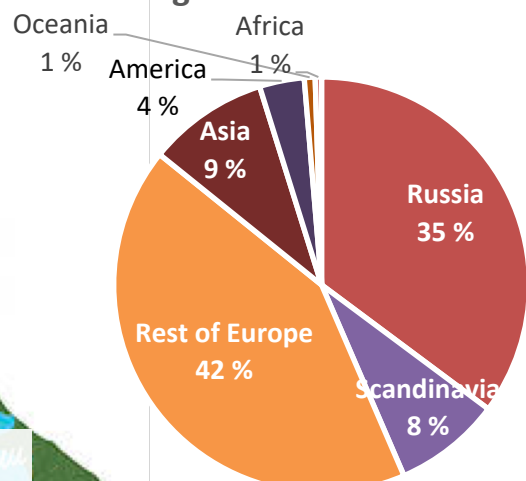
COAST & ARCHIPELAGO
1,0 M overnights,
Change -4 %, 15 % share

LAPLAND
1,7 M overnights,
Change +6 %, 25 % share of all overnights in Finland

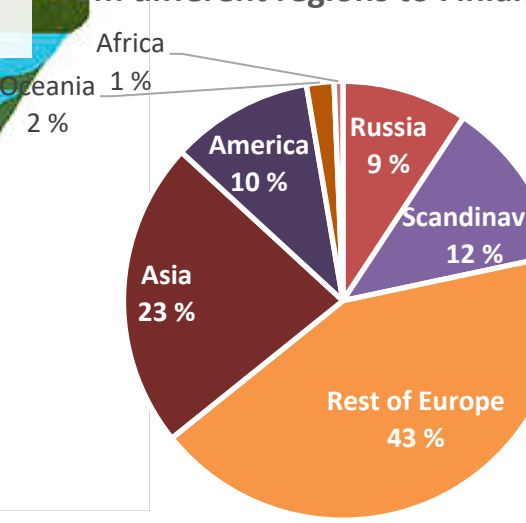
Lapland: Overnights from different regions to Finland 2018



Lakeland: Overnights from different regions to Finland 2018



Helsinki metropolitan area: Overnights from different regions to Finland 2018



HELSINKI METROPOLITAN AREA
2,9 M overnights,
Change +1 %, 43 % share

Helsinki metropolitan area had the most versatile visitor profile

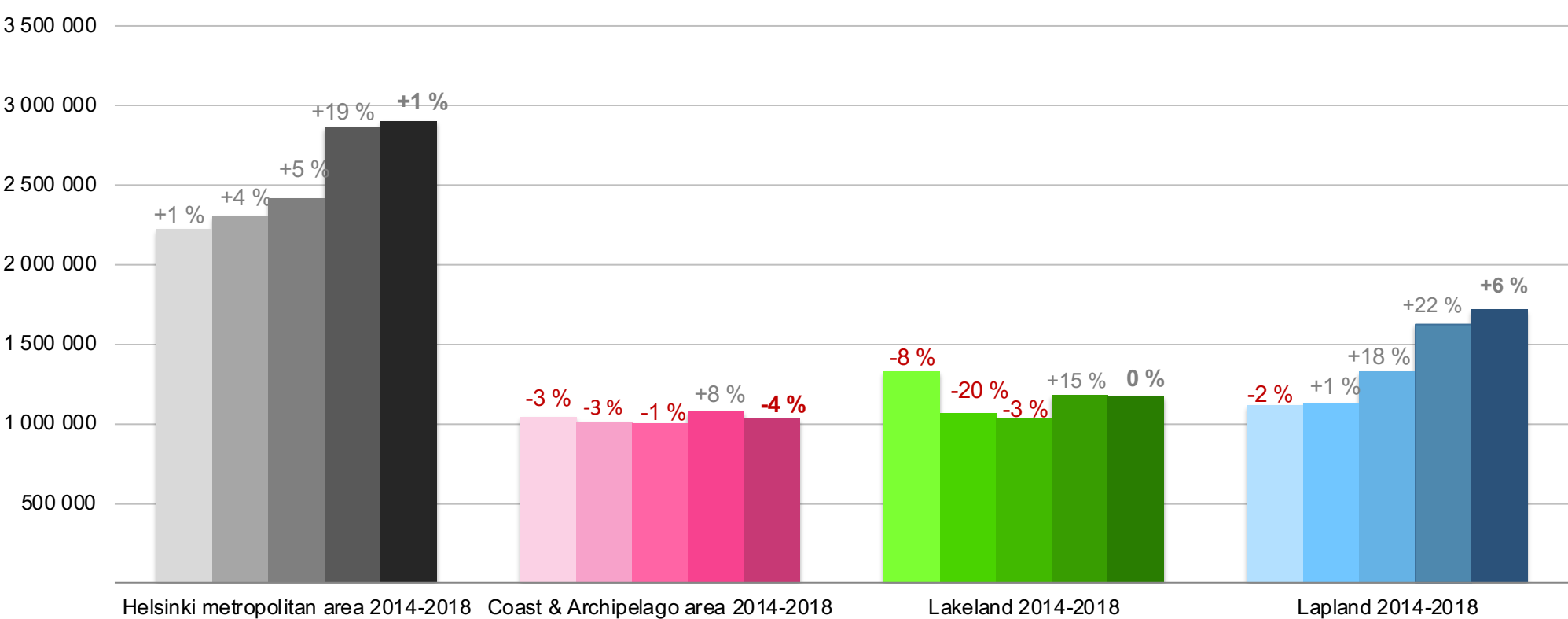
The positive trend with overnight visitors in **Helsinki** region continued already for the fifth year in row. After a big leap in 2017, the number of overnight stays increased moderately in 2018. However, the top markets, such as **Russia** (+5%) and **Germany** (+6%), showed a clear growth even compared to the previous year. As the growth from Mainland Chinese overnight stays came to a halt, Germany ranked the second biggest market after Russia. American overnights increased by 8% and at the same time the Swedes and British overnights decreased by 9% and 4% respectively. As a result, **USA** took the third place in the metropolitan area.

The strong popularity of **Lapland** continued and **British** travelers were clearly the biggest visitor group in Lapland. **The Netherlands** ranked fourth, when Russian overnights decreased compared to last year. Overnights by **Belgian, US, Spanish, Australian, Dutch** and **French** visitors grew the most.

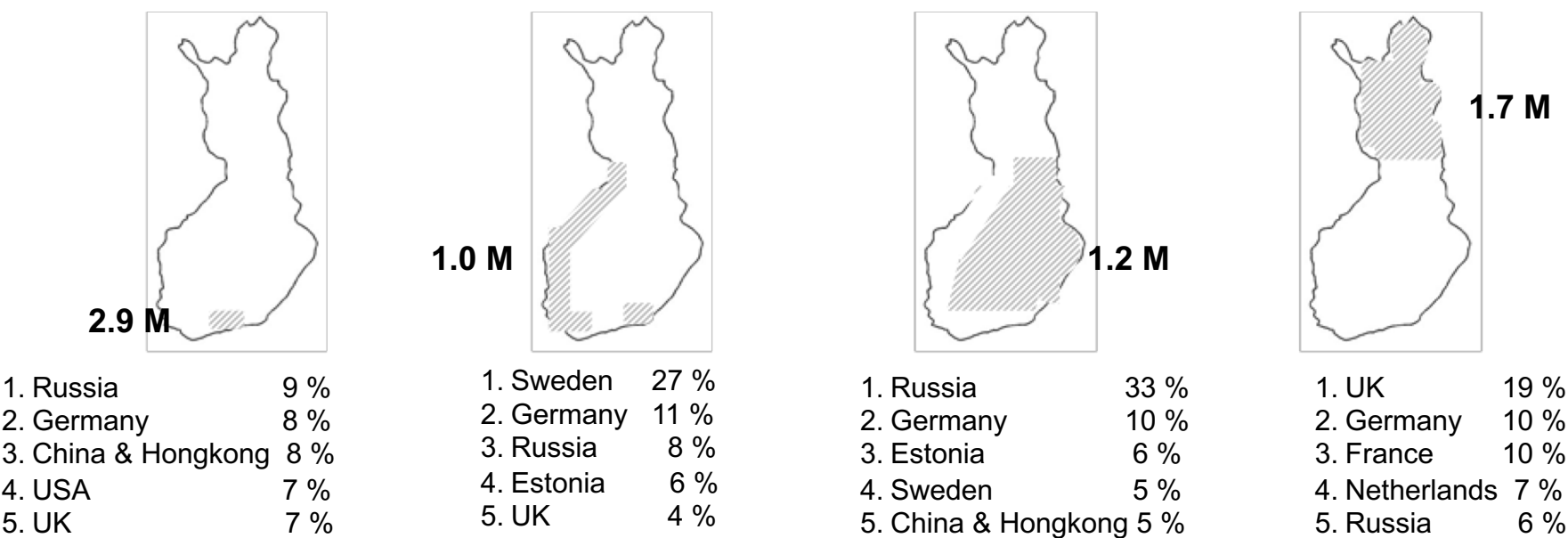
The number of overnights in **Lakeland** remained unchanged compared to last year, although the number of overnights has decreased slightly in the top four target countries - Russia, Germany, Estonia and Sweden. Growth was mainly generated by **China** and it overtook Britain ranking fifth. The growth was also evident in **Italy** and the **Netherlands**.

Foreign overnights in the **Coast & Archipelago** region fell by 4% compared to previous year. The number of overnights have decreased from all top 5 countries compared to last year. However, growth was recorded from **Belgium, Latvia, Norway, France** and **Spain**.

Foreign overnights and change (%) to previous year in the main travel areas 2014-2018



Top 5 countries of origin in main travel areas and their share of all foreign overnights in the region :



Lapland mainly a winter destination, the other main travel regions more popular in summer

WINTER

3.4 M overnights, +9 %
50 % share of all overnights

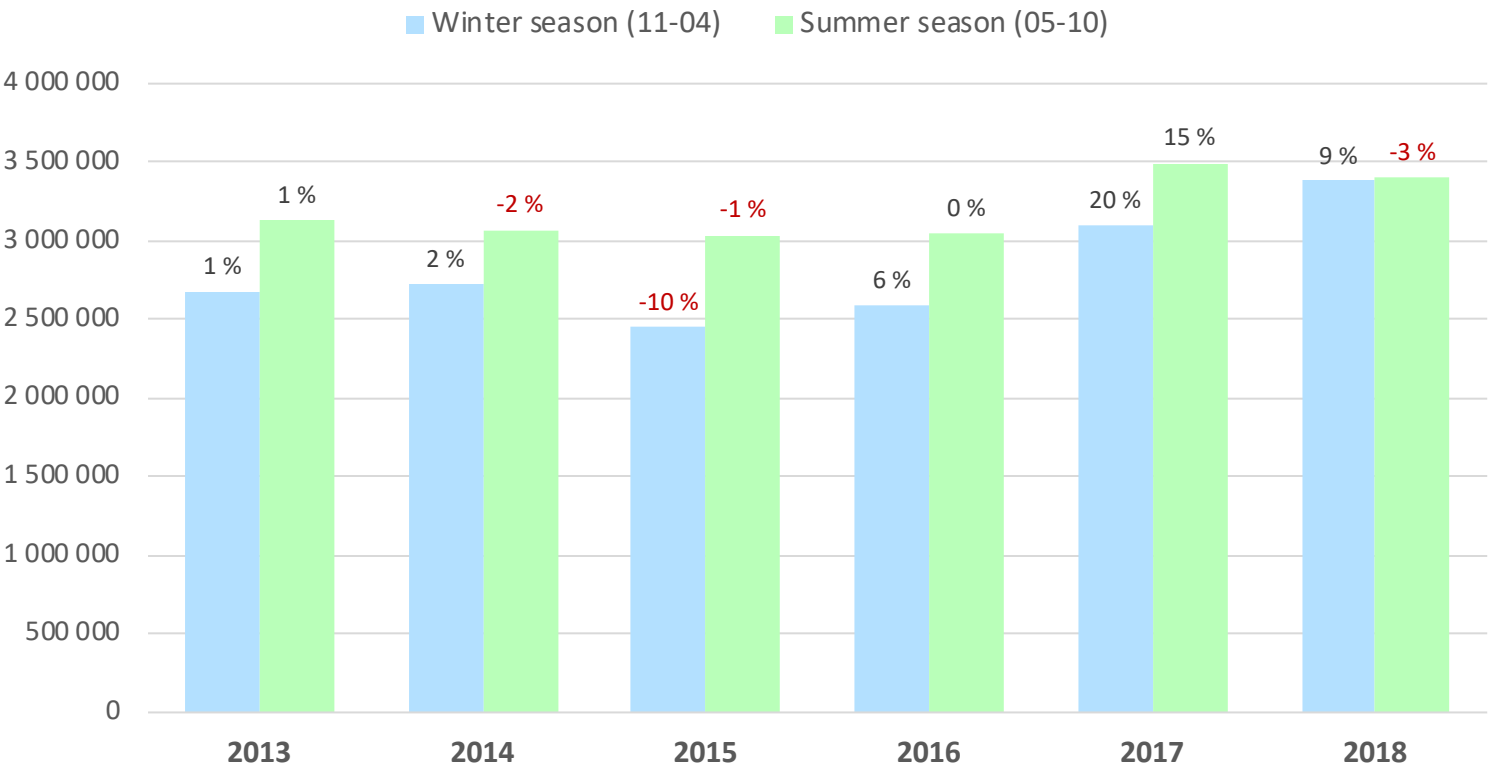
SUMMER

3,4 M overnights, -3 %
50 % share of all overnights

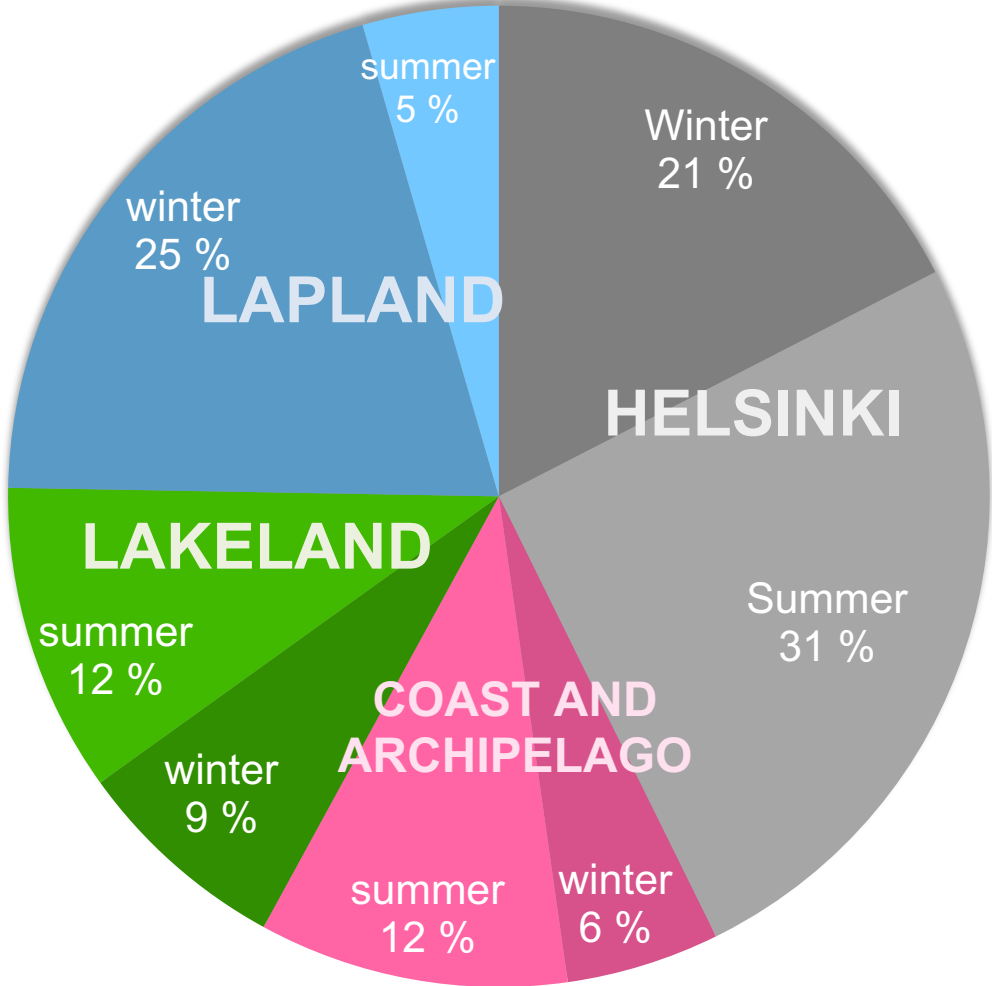
Winter Tourism in Finland continued to grow, while summer tourism fell behind, compared to 2017. Thus, the number of overnight stays in winter and summer were almost identical. The number of overnights in winter season increased by 280 000 (+9 %) and decreased by 97 000 (-3 %) in the summer season.

The number of overnight stays increased in all major regions during the winter season and in turn decreased during the summer season. The biggest growth occurred during the winter season in the Helsinki Metropolitan Area (+ 13%) and Lapland (+11%).

Foreign overnight stays in winter and summer season 2013-2018 and change from the previous year

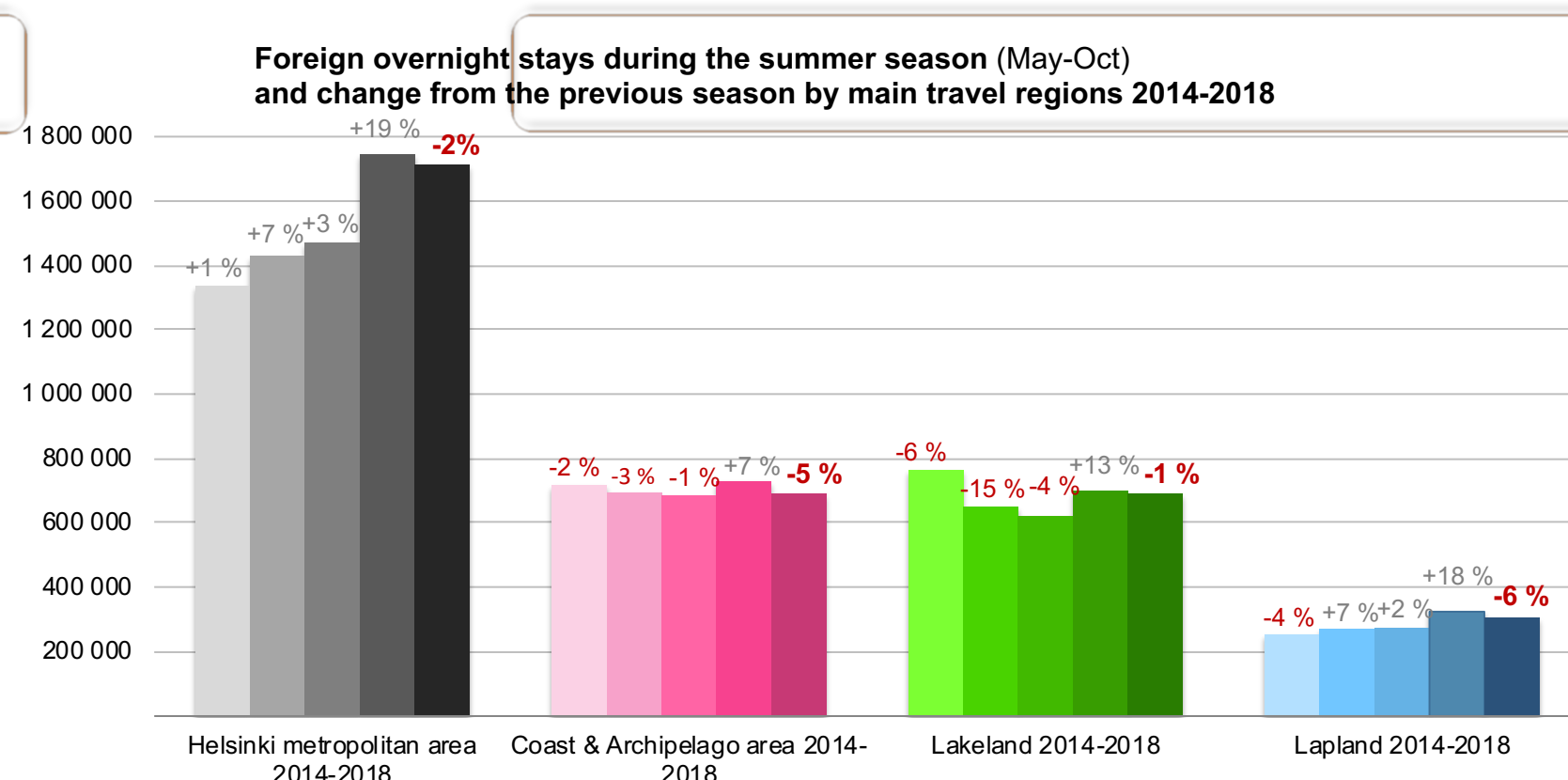
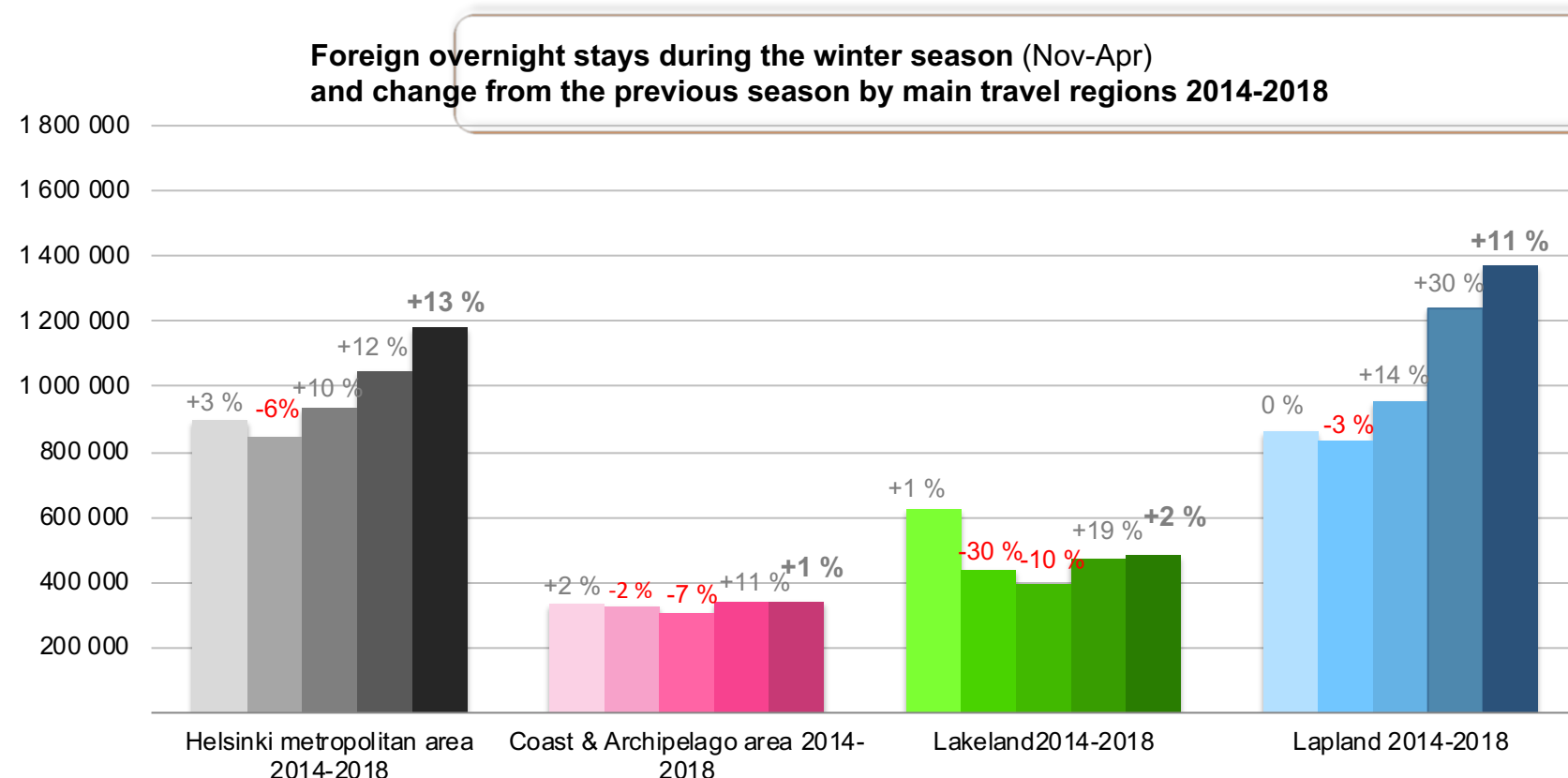


Foreign overnights share by region and season in 2018



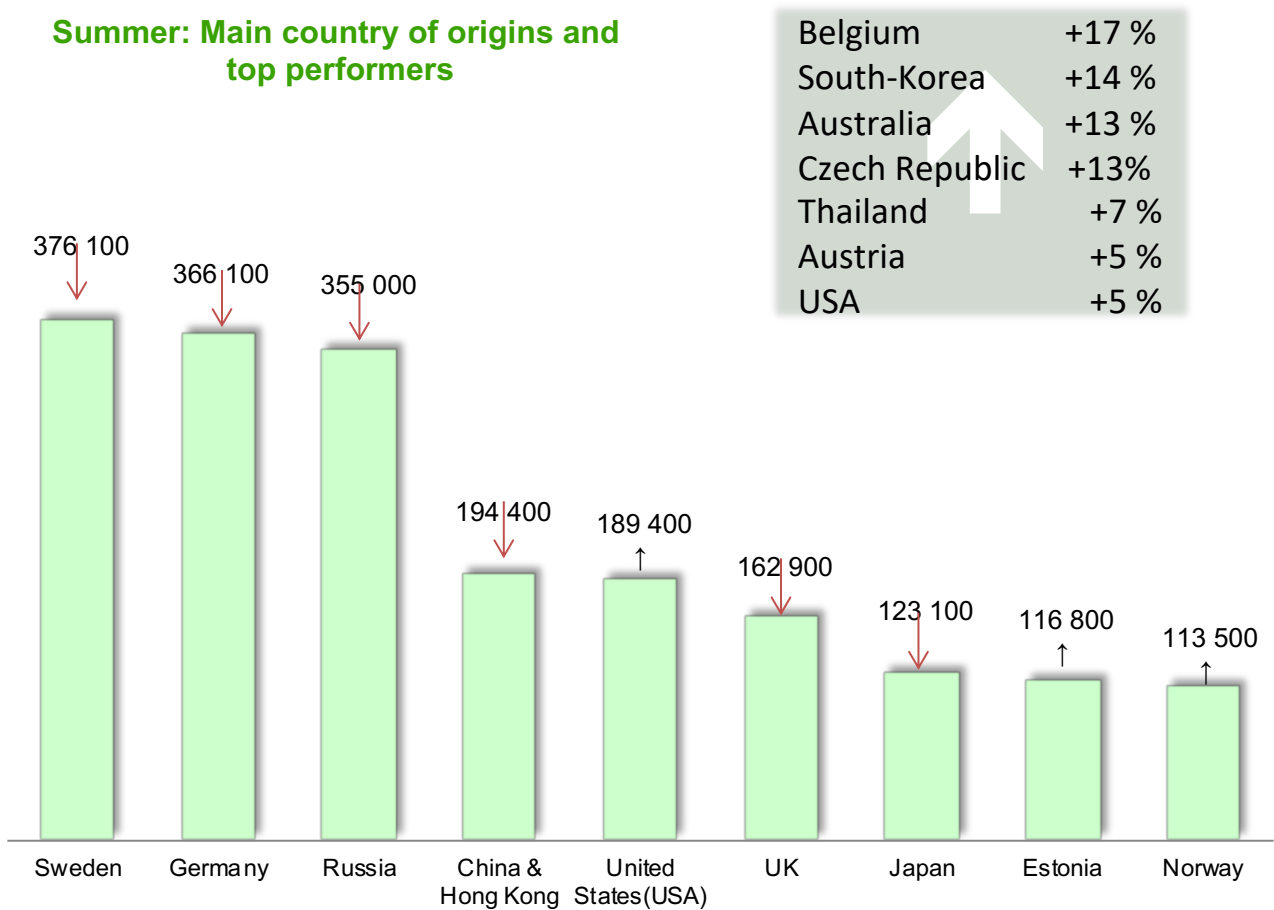
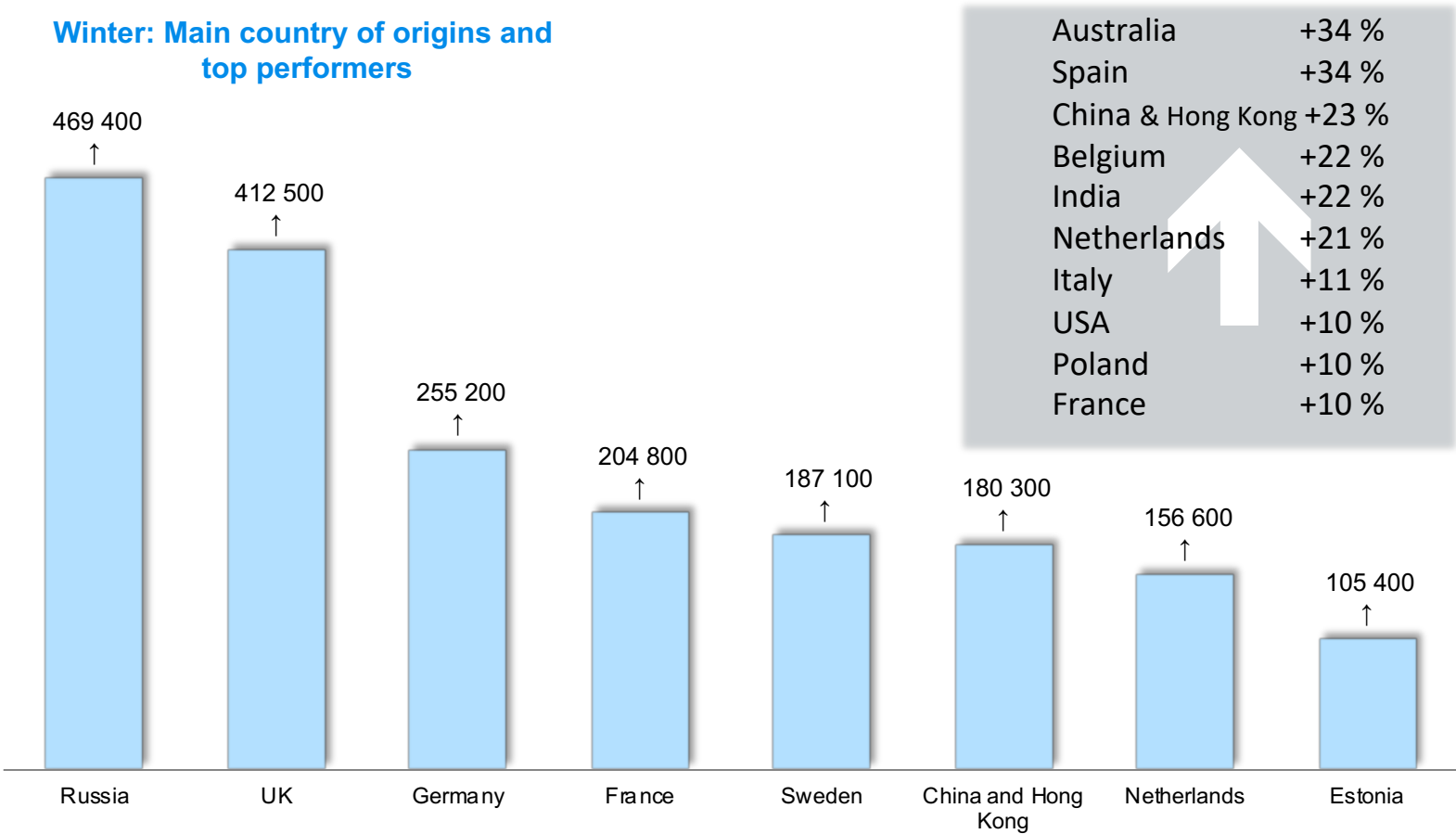
Winter tourism is growing in all major regions, summer tourism falls from the previous year

- Overnight stays in the **Helsinki Metropolitan Area** are clearly higher during the summer than in winter. In 2018, the number of overnight stays increased during the winter season, while in summer the numbers were slightly lower compared to 2017. However, the drop is small compared to previous years. **Almost 60% of the overnight stays in the Helsinki Metropolitan Area were in the summer season last year.**
- Winter tourism in the **Coast & Archipelago** region as well as in the **Lakeland** region, increased slightly compared to the previous year. In the summer, foreign overnight stays decreased a little from the 2017 figures. In both regions, tourism still focuses more on the summer - in the Coast & Archipelago region, the share of overnight stays was 67% and in Lakeland 59%.
- Unlike in other parts of Finland, tourism in **Lapland** is clearly focused on winter. The share of **overnight stays during winter** was as high as **82%** last year and the number of overnight stays continued to grow strongly.



Russia and UK are the main countries of origin during the winter – Sweden, Germany and Russia during the summer season

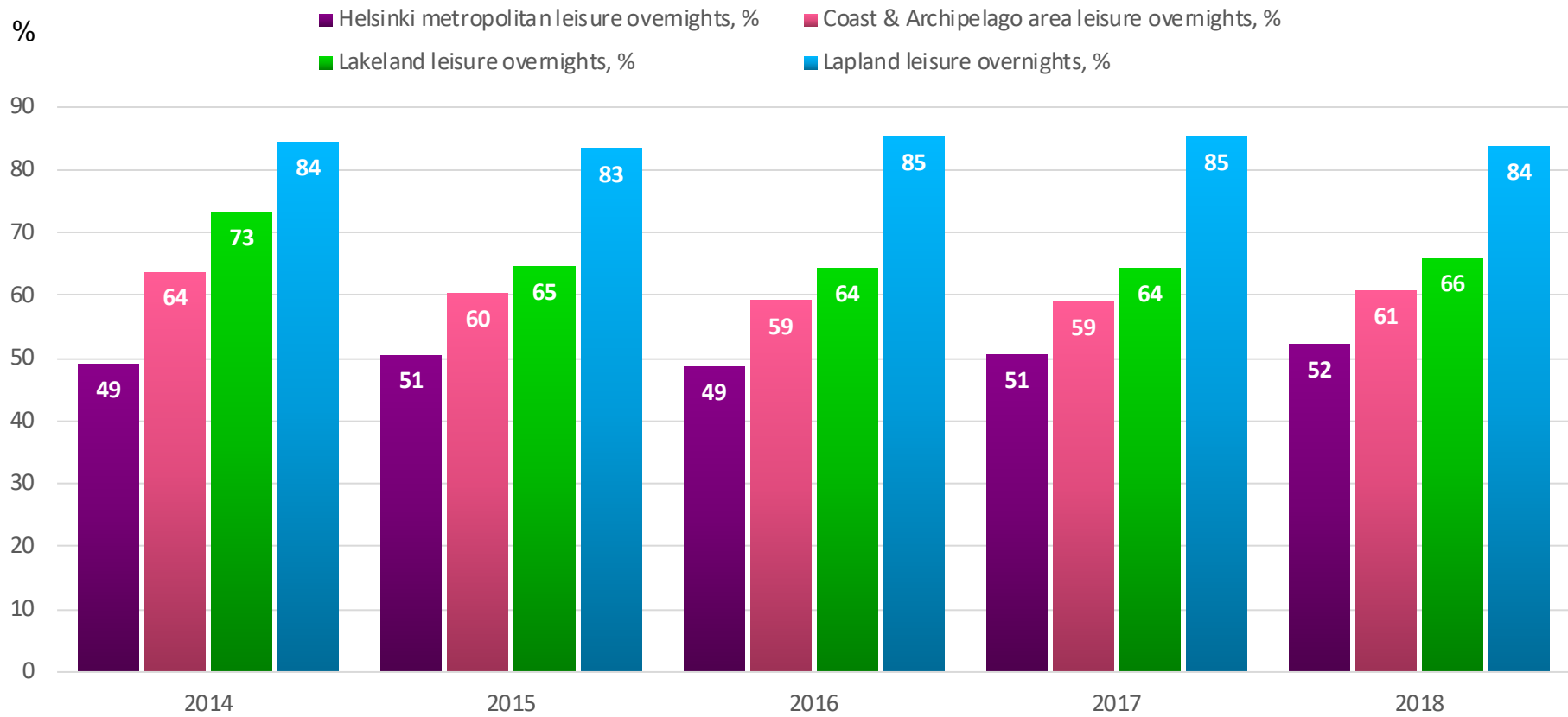
- **Russia** maintained it's leading position during the **winter season** and their overnights were recorded mostly in **Lakeland** and **Helsinki Metropolitan area**. **British** overnight stays concentrated heavily on **Lapland**. **Spain** ranked 9th and the **USA** ranked 10th in the **winter season**, where strong growth have been observed. The biggest growth rates in overnights during the winter season compared to the year before came from all markets except Sweden, where the number of overnight stays remained the same from previous year.
- **The three biggest countries of origin for summer season** remained the same. Overnight stays by **Swedes** are traditionally concentrated mainly on the **Coast & Archipelago**. **Germany** is an extremely strong outbound market in **all main travel regions**– **Germans** were clearly the largest travel group in **Lapland** and also the **second largest** travel group in **Helsinki, Coast & Archipelago** and **Lakeland**. **Russian** travelers, on the other hand, were the biggest group in **Lakeland** and in **Helsinki**. Overnights from nearly all of the biggest countries of origin fell in all main travel regions compared to last summer, except for the **United States, Estonia** and **Norway**.



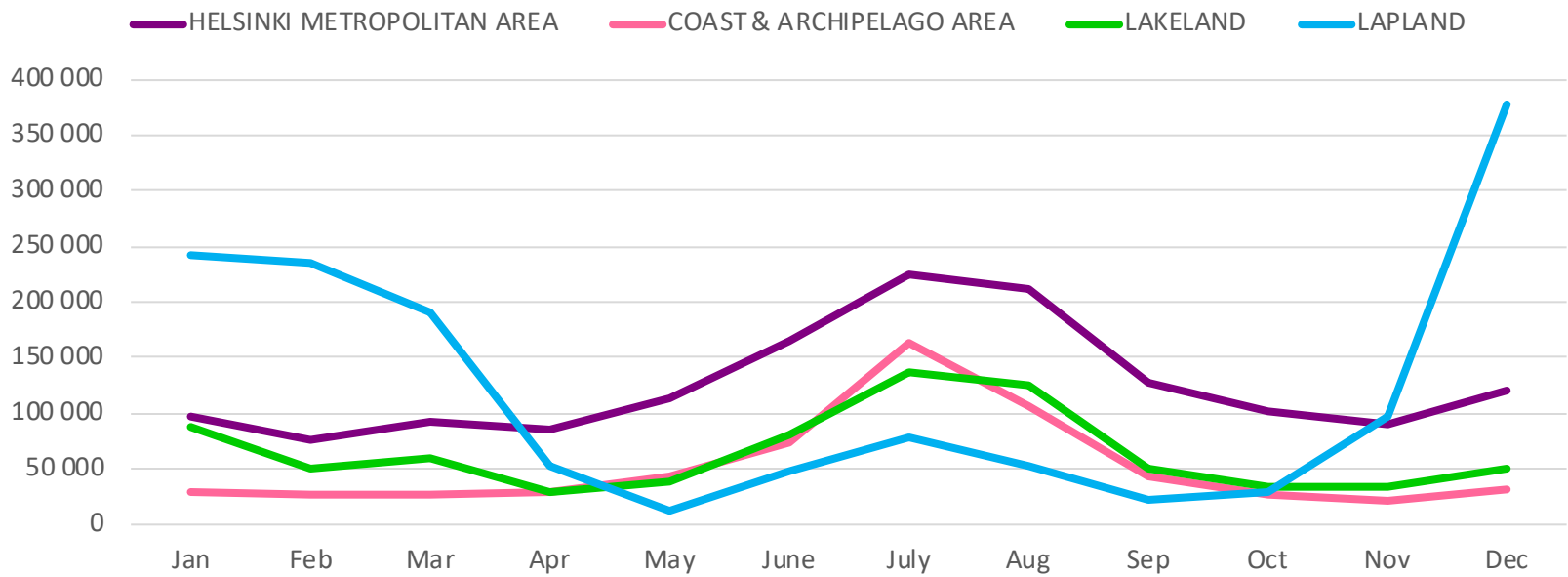
Lapland's overnights consist mostly from leisure travelers, while business and leisure travel are more equal in the Helsinki Metropolitan area

- Registered foreign overnights are pretty much shared into half of leisure and work-related travel in the metropolitan area.
- In Lakeland, two out of three registered overnight stays were leisure travel, while in the Coast & Archipelago the proportion of business travel is slightly higher.
- The peak of leisure travel is in December in Lapland (January-March are busy months as well).
- Leisure Travel is at its peak during the summer months in the Helsinki Metropolitan area, Coast & Archipelago and Lakeland.
- Business travel is much more steady throughout the year.

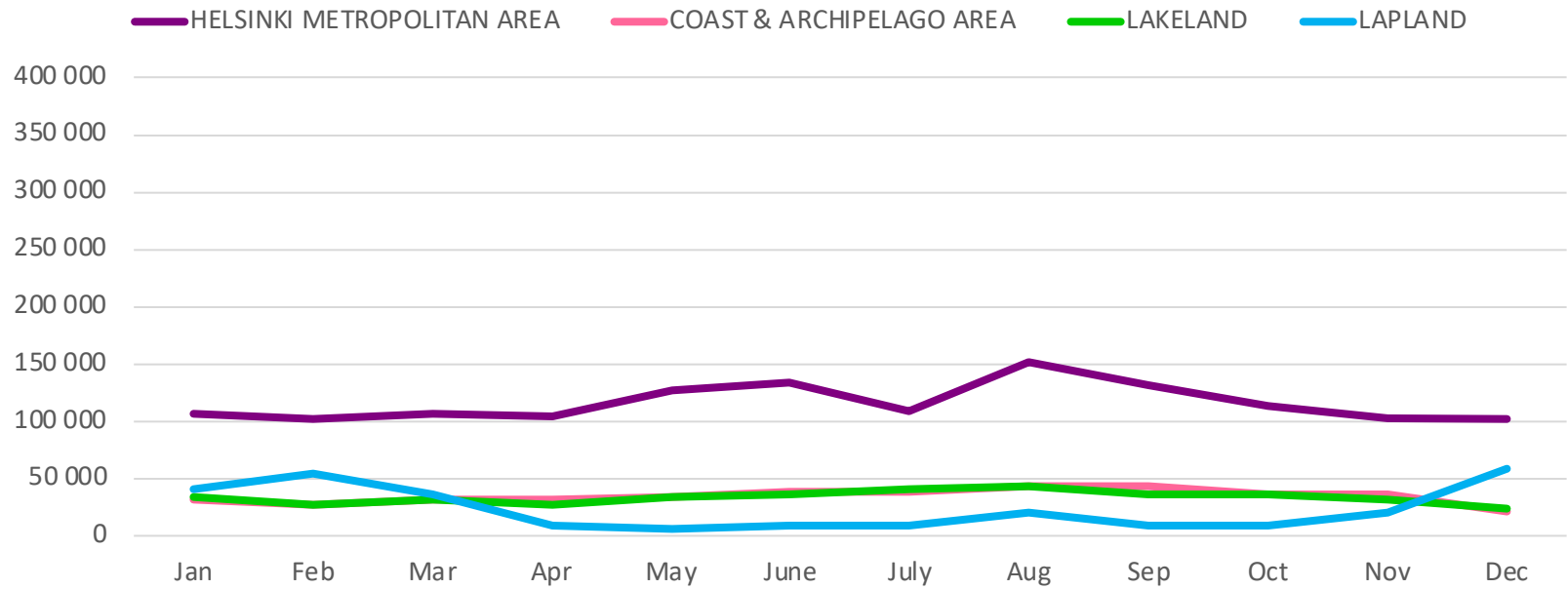
The share of foreign overnights for leisure purposes in the main travel areas



The number of registered foreign overnights for leisure purposes in the main travel areas in 2018

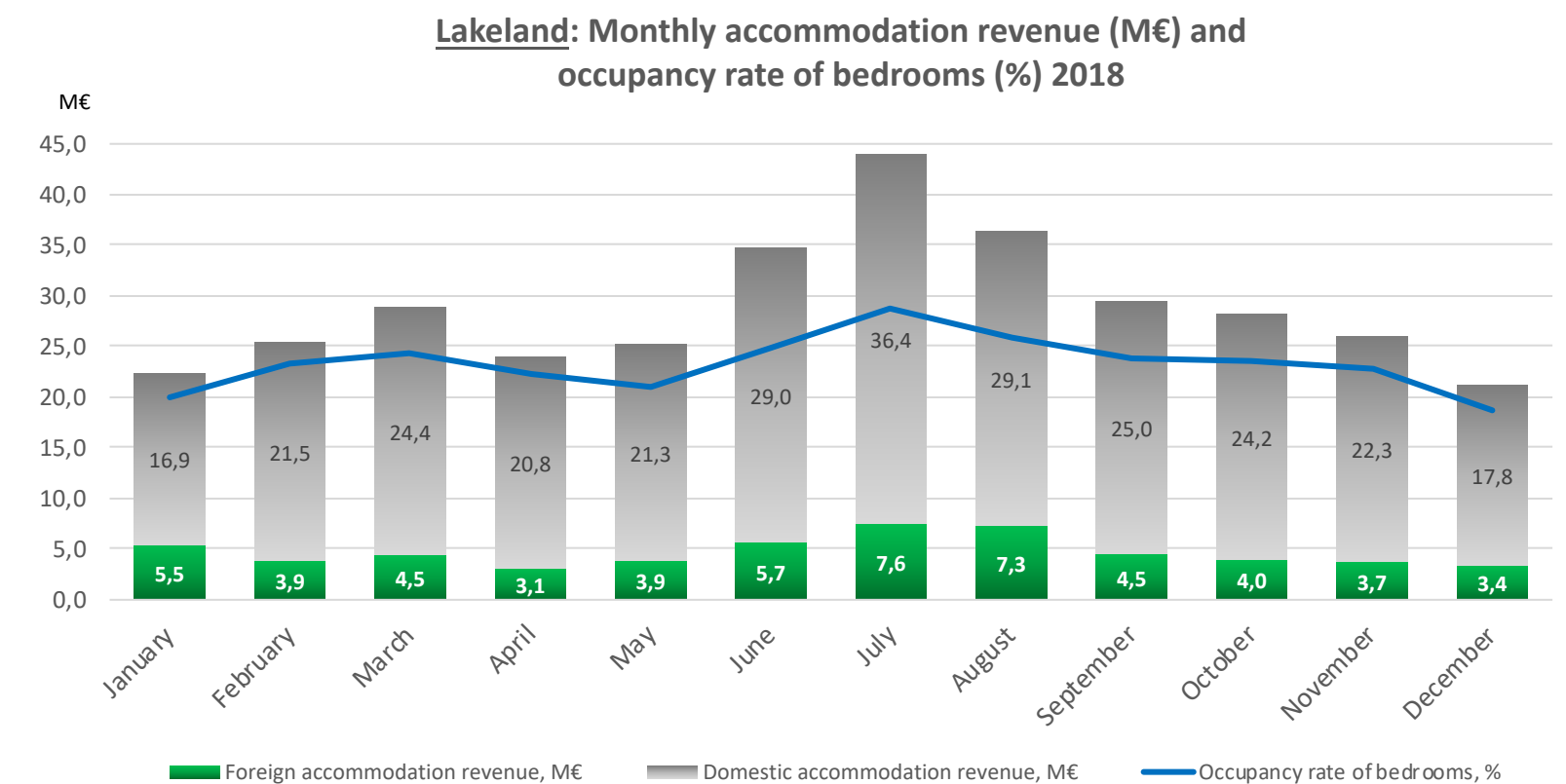
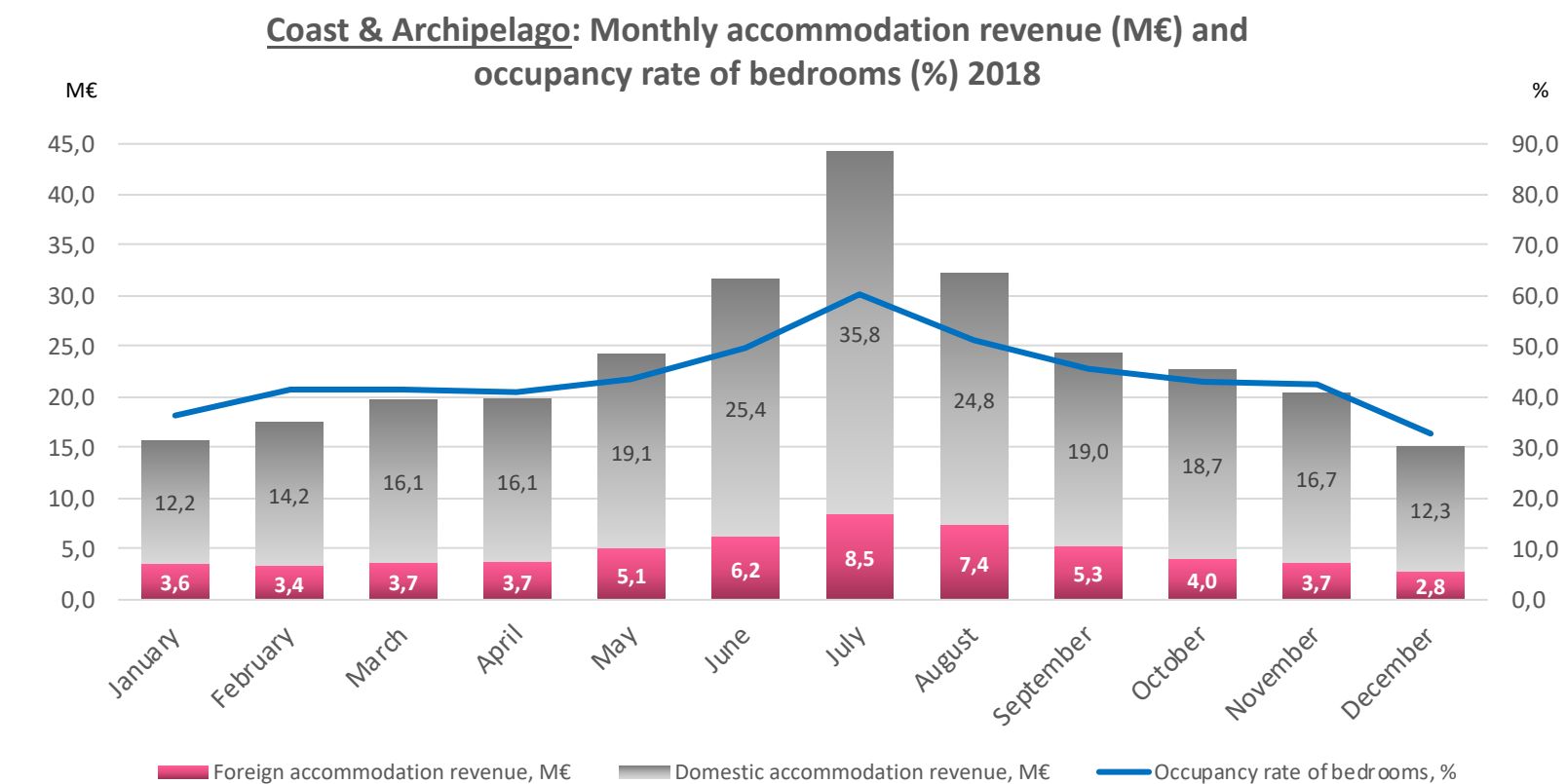
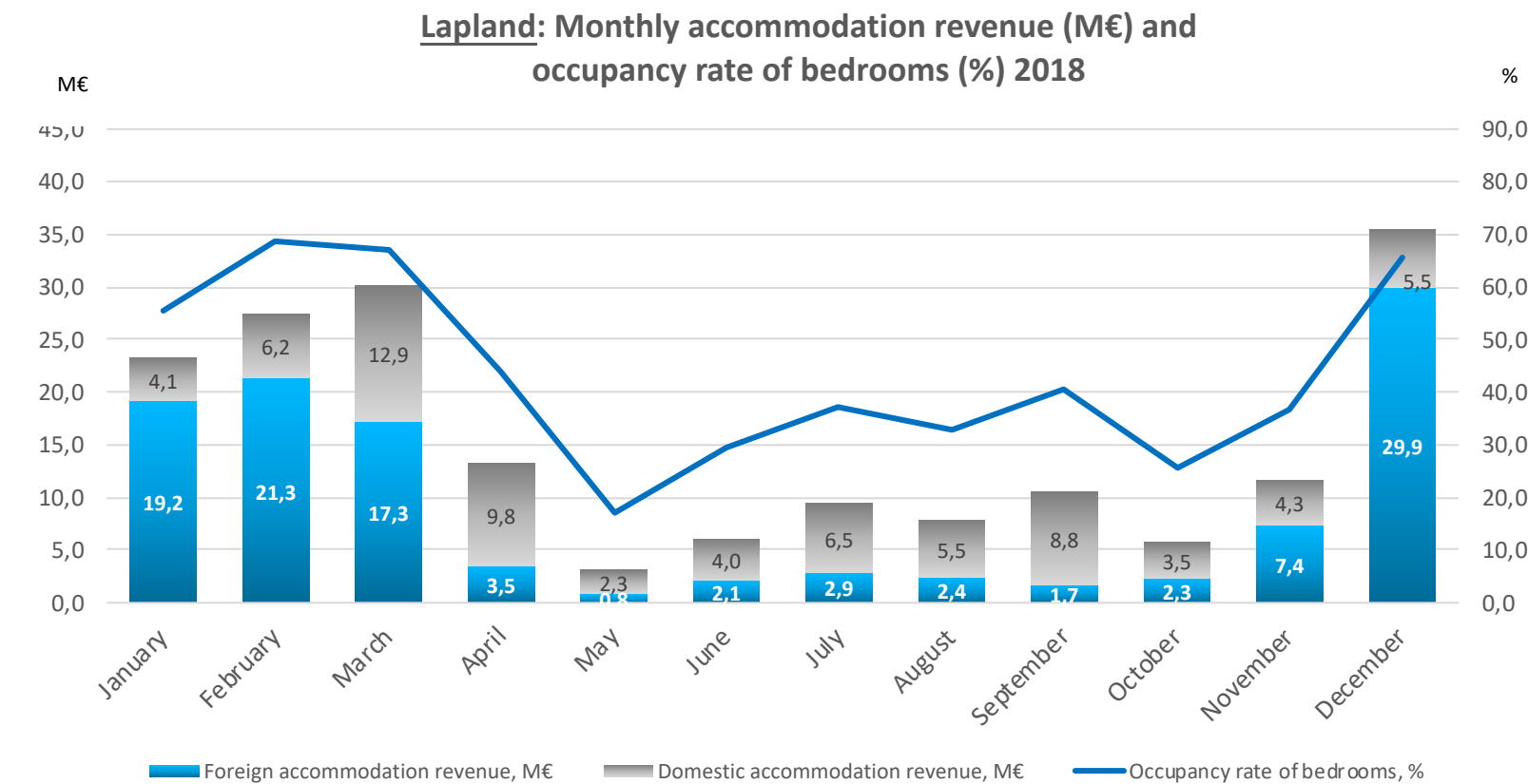
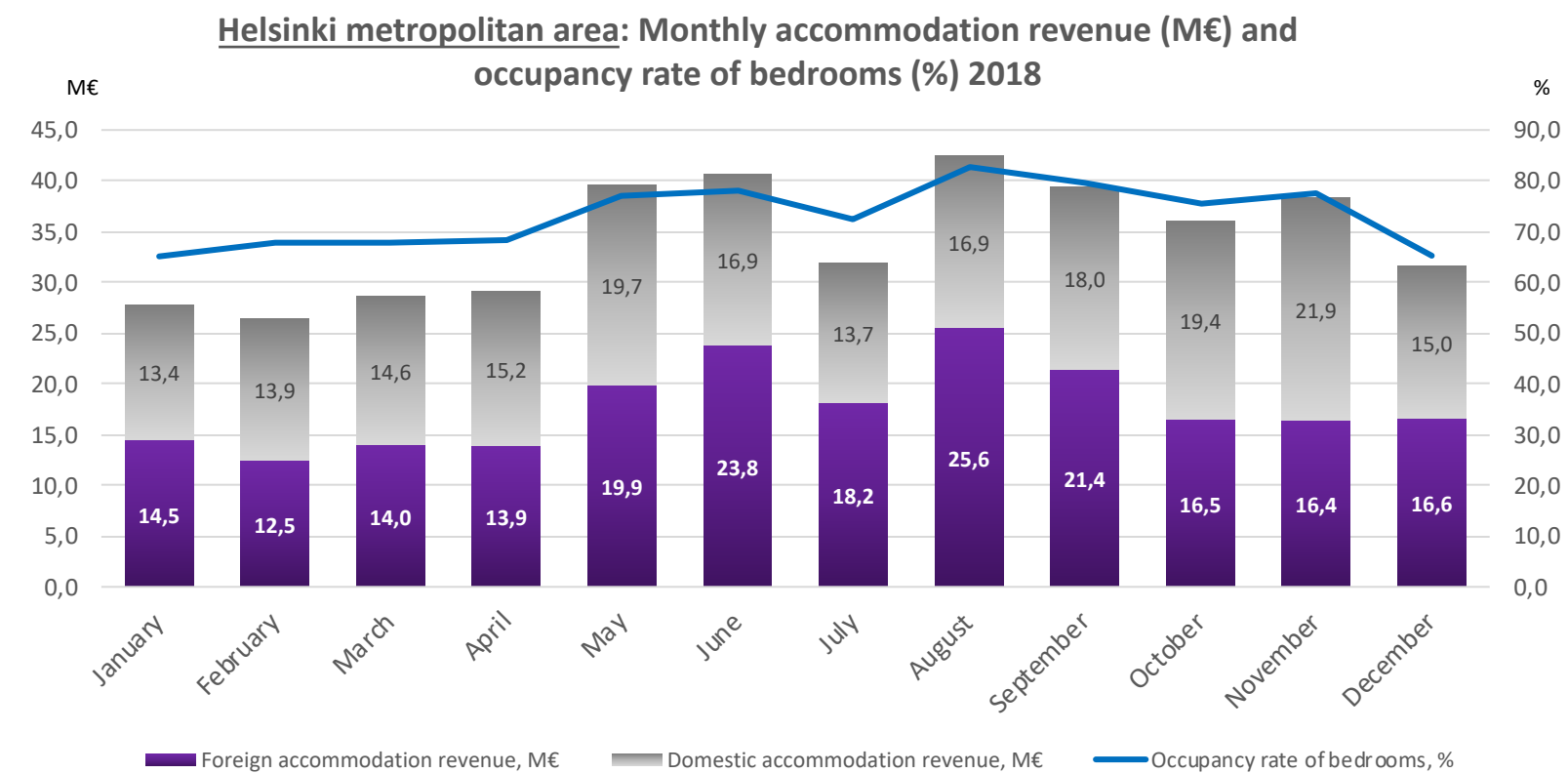


The number of registered foreign overnights for business purposes in the main travel areas in 2018



Accommodation revenue and occupancy rate of bedrooms in main travel regions

- The highest room occupancy rate was recorded in the Helsinki Metropolitan area, with the highest demand in August.
- Accommodation revenue peaked in July in Coast & Archipelago. Revenue in Lakeland was largely due to domestic demand.
- Lapland's winter accommodation revenue was strongly driven by foreign demand.





Find out more on our website

<http://visitfinland.stat.fi/PXWeb/pxweb/en/VisitFinland/?rxid=ea589d71-c7bb-4fc4-9520-4842a4a00535>

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