



**Visit Finland**

# Foreign Overnights in Finland 2017

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.*

## Year 2017 was the best tourism year of all-time – foreign overnights increased by 17%

FOREIGN OVERNIGHT STAYS 2017

**6.7 million**

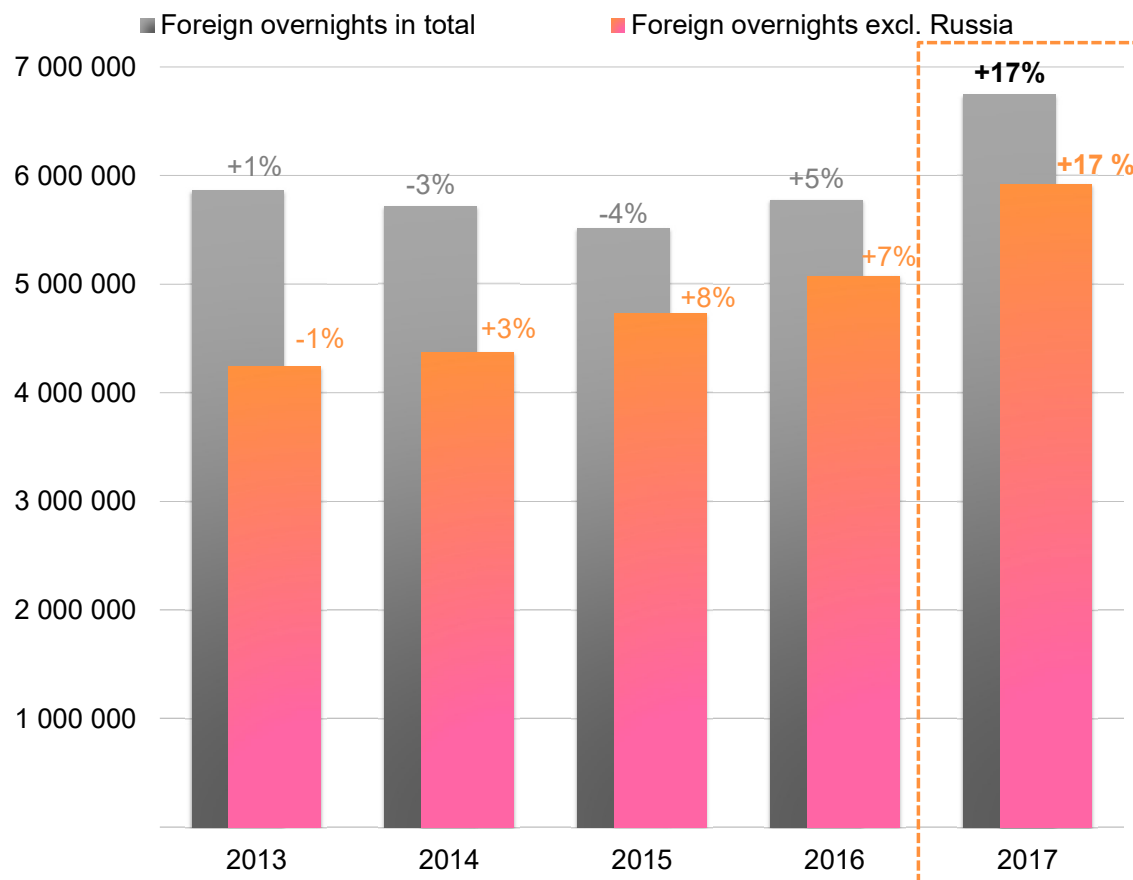
**+17% growth in 2017 vs. 2016**

Last year, international travel to Finland hit the highest record of all time and the overnight stays of foreign visitors summed up as high as **6.7 million**. The number of foreign overnights increased by 972 000 nights compared to previous year.

After three consecutive years of Russian travel's downward trend, it finally started to recover. Russian overnight stays increased by 18% compared to year 2016.

Over the past few years, the international travel to Finland has diversified significantly, and last year nearly all countries of origin counted with growing numbers of overnight stays in Finland. As a result, the share of foreign overnights surpassed 30% of all registered overnights in Finland for the first time ever.

**Foreign overnights in Finland 2013-2017**



## Positive growth from all main markets

When comparing the numbers of registered overnights spent in Finland in 2017, the top five countries of origin remained the same as during the previous year:

**Russia** (with 821 900 overnights), **Germany** (622 900), **Sweden** (597 500), **United Kingdom** (585 900) and **China** (362 100, including overnights by visitors from Hong Kong). Germany surpassed Sweden and ranked now as the second biggest country of origin.

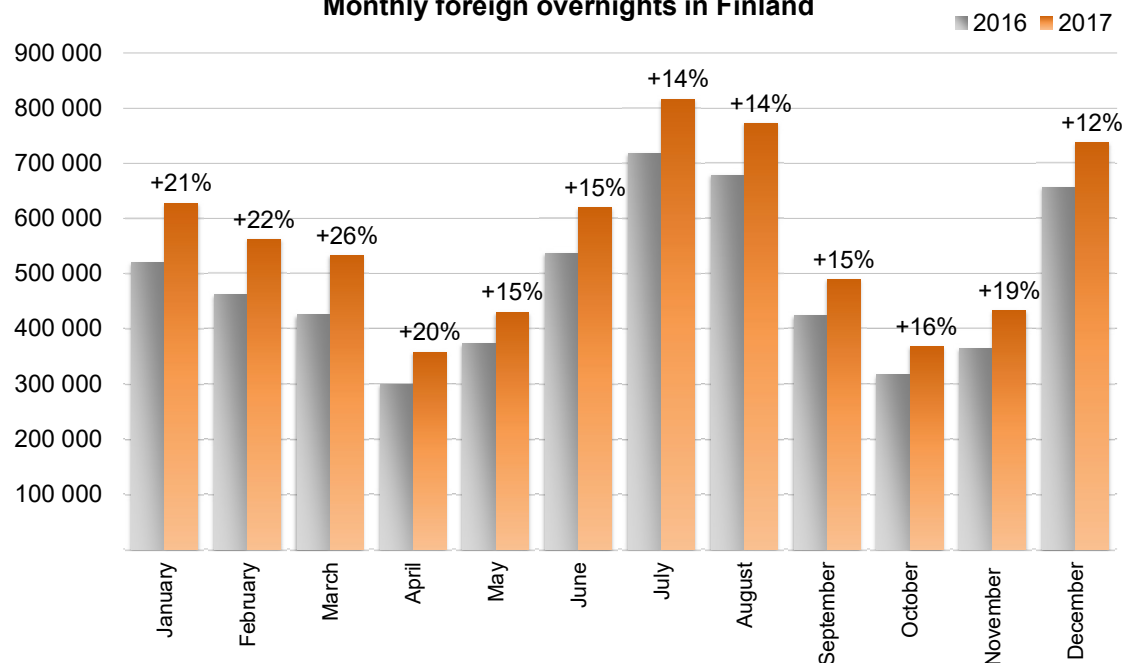
The number of overnights increased from all main markets and nearly all of them reached even double digit growth rates. Among these sixteen main markets, overnight stays increased the most by visitors from China (+33%), Poland (+32%), The Netherlands (+31%) and Spain (+ 39%).

### Top 16 countries of origin

Country of origin and ranking	Number of overnights	Change (%) 2017/16
1. Russia	821 900	+18%
2. Germany	622 900	+15%
3. Sweden	597 500	+9%
4. United Kingdom	585 900	+17%
5. China & Hong Kong	362 100	+33%
6. France	280 300	+12%
7. USA	268 800	+16%
8. Japan	238 300	+11%
9. The Netherlands	228 400	+31%
10. Estonia	218 900	+13%
11. Norway	199 300	+10%
12. Switzerland	167 500	+9%
13. Spain	162 400	+29%
14. Italy	155 100	+11%
15. Poland	116 800	+32%
16. Denmark	113 400	+9%

July, August and December were the most popular months to visit Finland. Overnight stays increased each month by more than 10%, with the biggest growth rates in January to March.

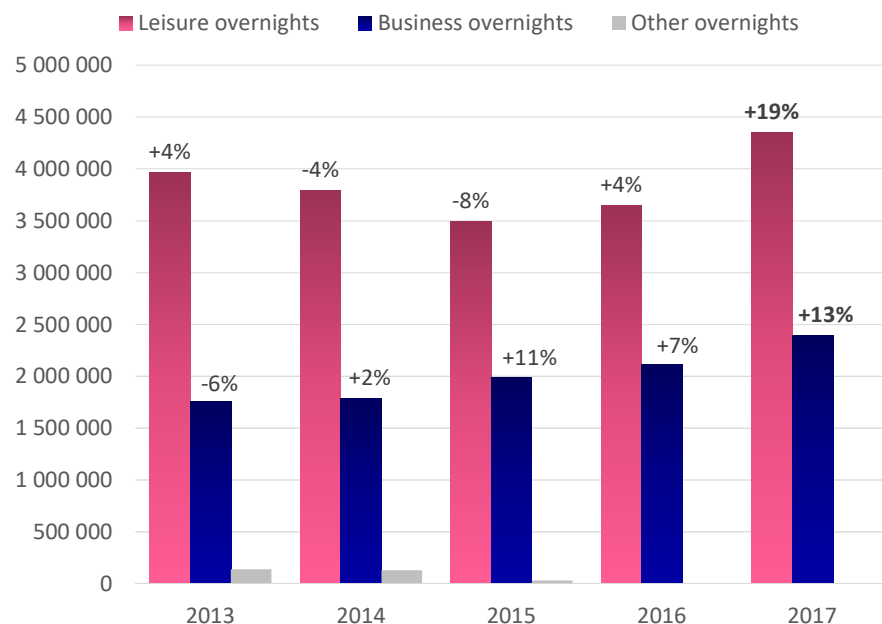
### Monthly foreign overnights in Finland



## Foreign overnights in Finland by purpose of stay

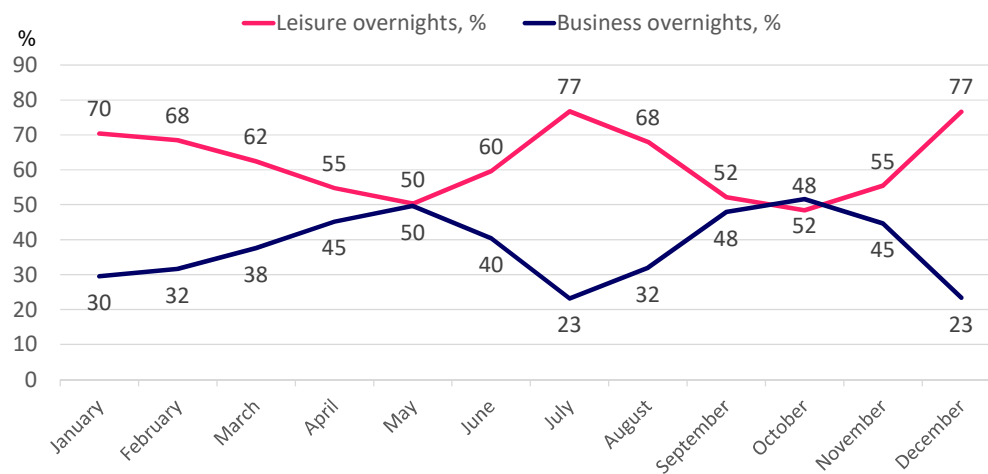
- Two thirds of the nights spent in Finland were for leisure purposes and one third for business.
- Business travel has increased in four consecutive years, and last year it grew by 13%.
- As the Russian leisure travel slowed down heavily during the years of 2014 and 2015, it had a strong effect also on the negative development of the total number of foreign overnights for leisure purposes in Finland. However, the interest towards Finland as a travel destination has grown during the recent years especially in Asia and in many European countries as well, and that together with the recovered Russian leisure travel from autumn 2016 onwards increased the number of overnights for leisure purposes both in 2016 and especially in 2017.

Foreign overnights in Finland in 2013-2017 by purpose of stay with the growth rate compared to previous year



- Leisure travel had the biggest share of all foreign overnights in Finland during July and December. Business travel exceeded leisure travel only in October, and in May the shares of business and leisure were equal. During all other months leisure travelers contributed more overnights than business travelers.

The shares of leisure and business travel of all registered foreign overnights in Finland in 2017





## **Main travel areas in Finland and seasonal overnights**



## Lapland's strong growth continued

### – positive outlook in other regions as well

In 2017 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, and the growth rate was as high as 19% compared to the previous year.

The strong growth in travel to **Lapland** continued with a 22% increase in foreign overnights. With 1.6 million foreign overnights Lapland's share was 24% of all overnight stays in Finland.

**Lakeland** area counted with 1.2 million and **Archipelago / coastal** area with 1.1 million registered foreign overnights in 2017. Both areas also experienced good growth compared to previous year.



## Helsinki metropolitan area had the most versatile visitor profile

The positive trend with overnight visitors in **Helsinki** area continued already for the fourth year in row. Last year was a record-high year for Helsinki and the number of foreign overnights increased by 19%. Travelers to Helsinki arrived from several different countries and there was no dominance of any country of origin like in the other areas in Finland. **Russian, Chinese, German, Swedish, and British** overnights totaled all in over 200 000. In addition, the number of overnights from **USA** and **Japan** were close to 200 000 as well. From these seven markets, overnights from Russia and China (including Hong Kong) increased the most, and thus these two countries surpassed Germany as the two biggest countries of origin for overnight stays in Helsinki area.

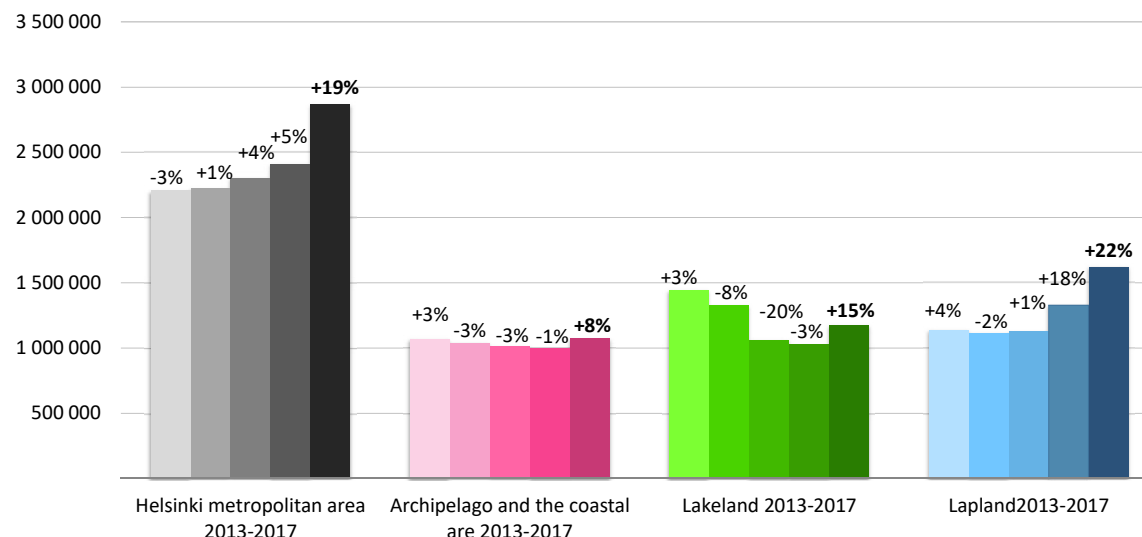
The popularity of **Lapland** continued strongly already for the second year in row. **British** travelers were clearly the biggest visitor group with around 300 000 overnights. **German** travelers spent 170 000 nights, and also **French** and **Russian** visitors over 100 000 nights in Lapland during 2017. Overnights by Chinese, Dutch, Belgian and US visitors grew the most.

After three consecutive years of decline in foreign overnights, **Archipelago / coastal area** as well as **Lakeland** experienced good growth in foreign overnight visitors last year. **Swedish** travelers were the main visitor group in the **Archipelago / coastal area**, while **Russian** travelers were the biggest group in **Lakeland**. In both regions also other main countries of origin increased their number of overnights compared to the previous year.

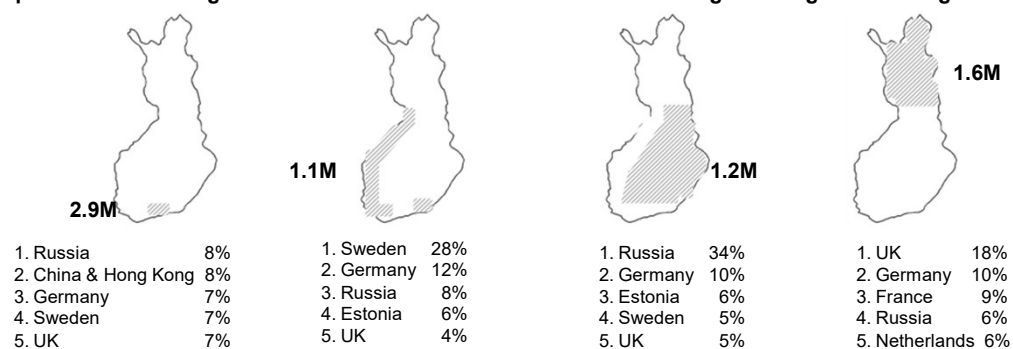
Visitors from **Germany, Russia, and UK** were among the five biggest countries of origin in **each of the four main travel regions in Finland**.



Foreign overnights and change (%) to previous year in the main travel areas 2013-2017



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 areas more popular in summer

### Winter

**3.1M** overnights, +20%  
47% share of all overnights

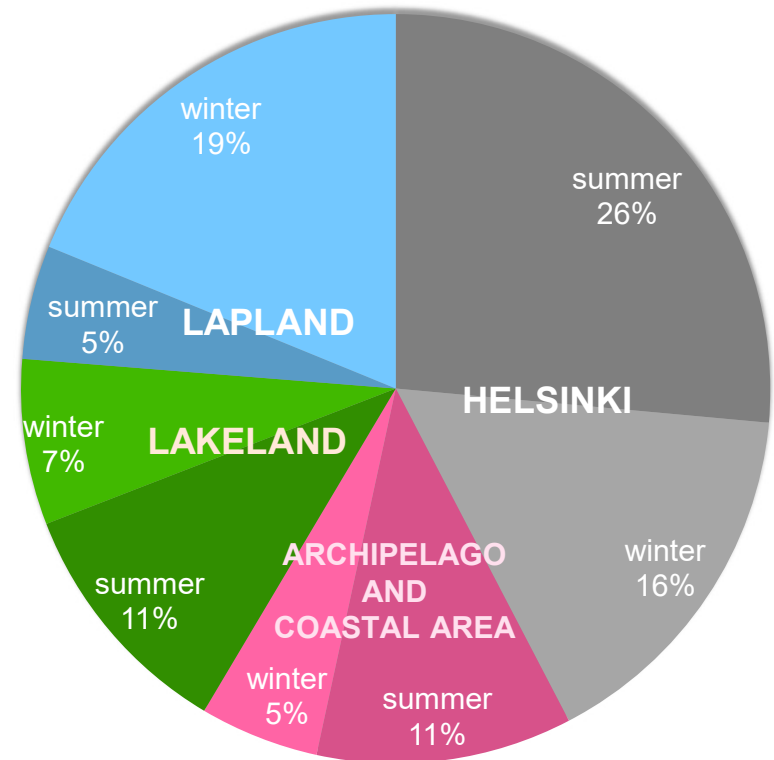
### Summer

**3.5M** overnights, +15%  
53% share of all overnights

Summer is still slightly more popular time to travel to Finland than winter. However, during the winter season (Nov-Apr), overnight stays increased more than during the summer season (May-Oct) with 510 000 more nights in winter compared to 447 000 more nights in summer.

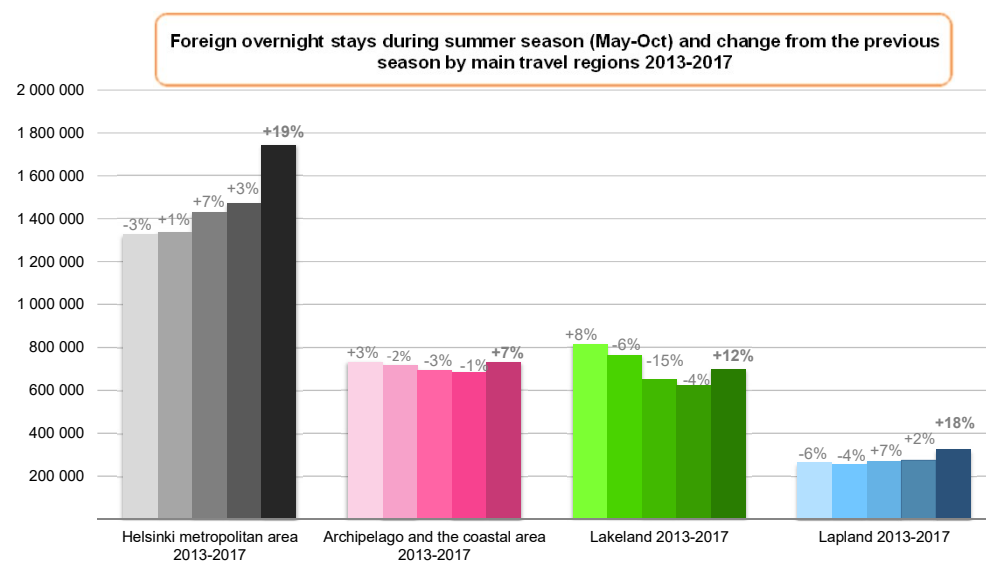
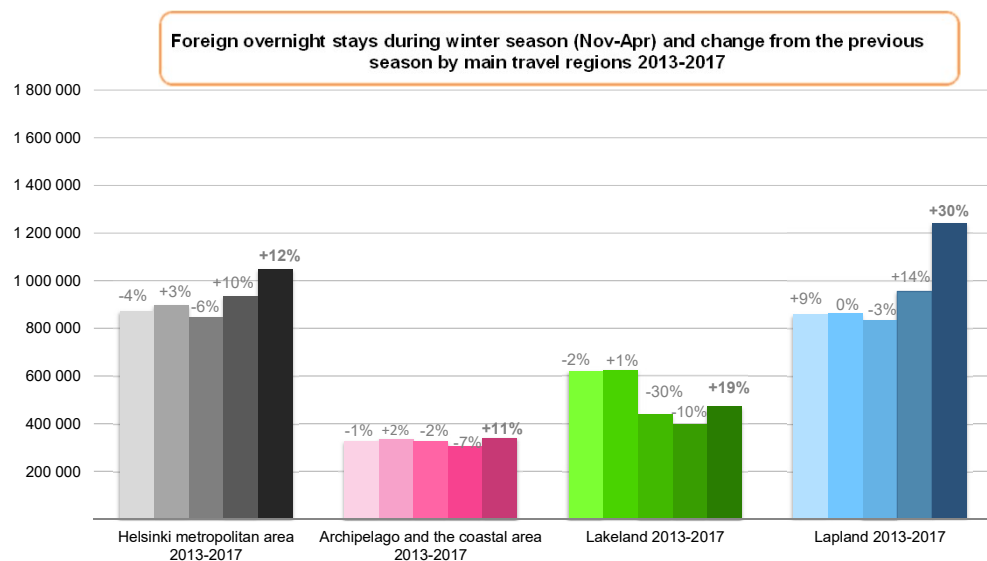
In overall, travel to Finland increased in all areas during both seasons last year, but clearly Lapland experienced the biggest boost in winter travel with foreign overnights growing by 30% compared to the previous winter.

Foreign overnights share by region and season in 2017



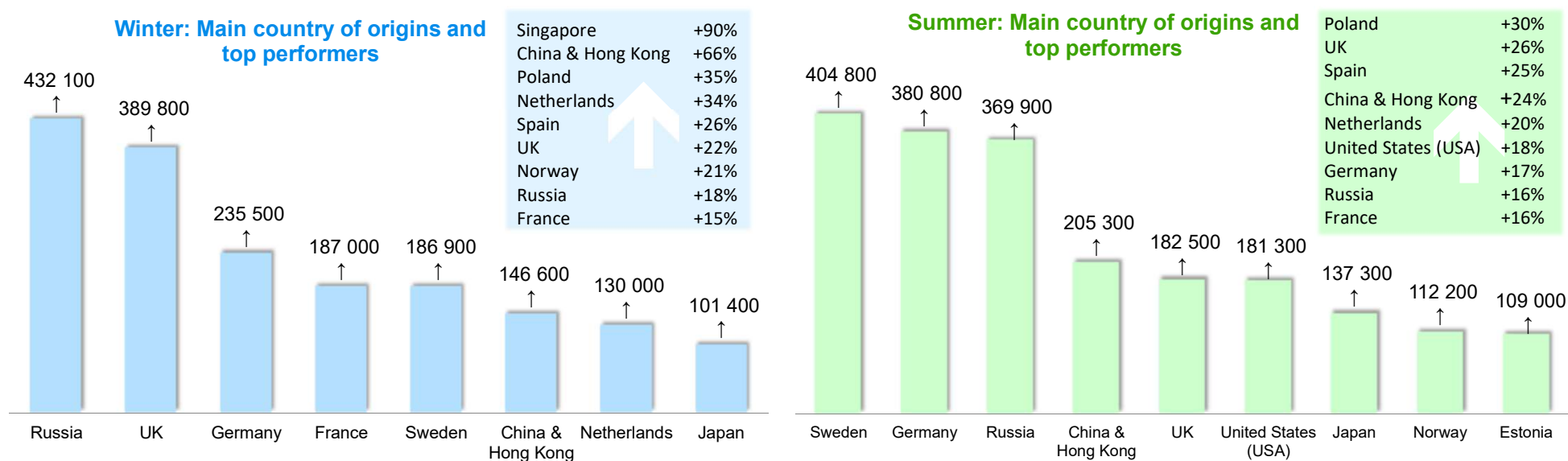
## More visitors in all travel areas both in winter and in summer in 2017

- Over the past few years there has been a positive trend in winter and summer travel to **Helsinki area**. Last summer the overnight stays increased by 19% and during the winter 2016-17 by 12%. Overnights in **summer** counted for **62%** of all foreign overnights spent in **Helsinki area**.
- **Archipelago and the coastal area** as well as **Lakeland** experienced growth in foreign overnights both in winter and in summer after a couple of weaker years. Summer's share of the overnight stays in the **Archipelago and coastal area** was **68%** and in **Lakeland** it was **60%**.
- Unlike the other regions, **Lapland** was far more popular during the winter. Winter's share of overnight stays was **79%**. Summer travel has increased to Lapland as well, but the rapid growth of overnights during the past few winters have further emphasized **Lapland** as a winter travel destination.



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

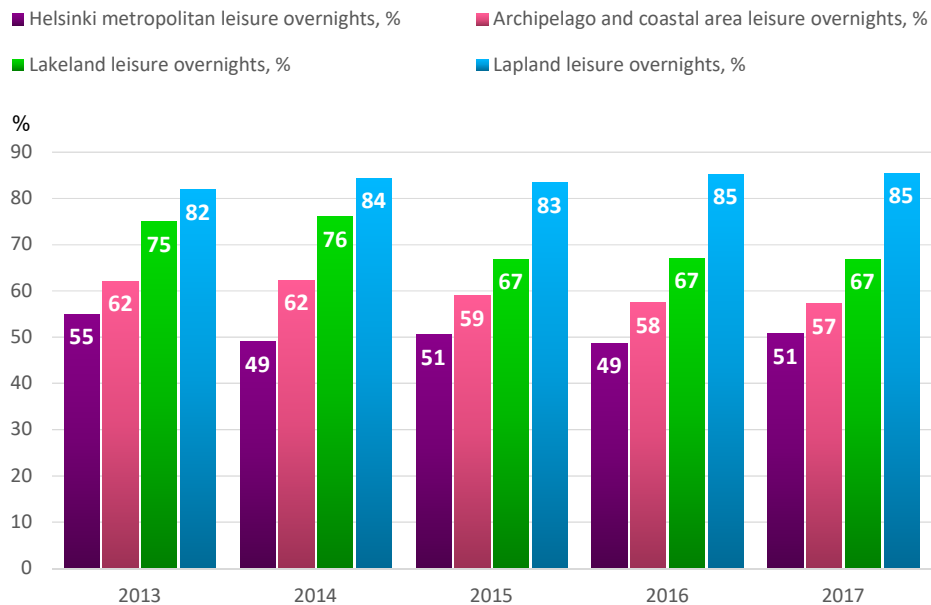
- **Russia** maintained its leading position during the **winter season**. Russian overnights concentrated in winter mostly on **Lakeland, Helsinki** and **Lapland**. The overnight stays of **British** visitors increased even more than those of the Russians, but their overnights concentrated heavily on **Lapland**. The biggest growth rates in overnights during the winter season compared to the year before were counted for Singapore (+90%) and China & Hong Kong (+66%).
- The three biggest countries of origin for the **summer season** remained the same as in summer 2016. Overnight stays by the **Swedes** are traditionally concentrated mainly on the **Archipelago and coastal area**, but also **Helsinki** experienced a significant growth in **Swedish** travelers during last summer. **Germany** is an extremely strong outbound market in all main travel areas. During the summer, Germans were clearly the largest travel group in **Lapland**. In addition to this, Germans were also the second largest travel group in **Helsinki area**, in the **Archipelago and coastal area** and in **Lakeland**. **Russian travelers**, on the other hand, were the biggest group in **Lakeland** and in **Helsinki area**. Overnights from nearly all of the biggest countries of origin grew in all main travel areas during last summer.



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

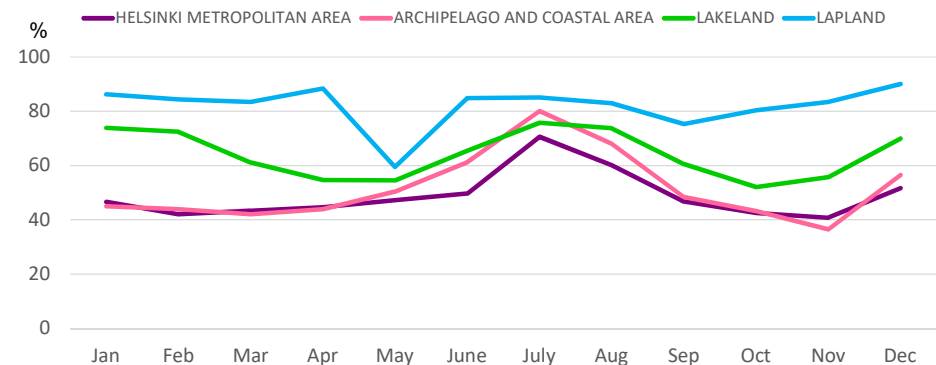
- Most of the foreign overnights in Lapland were registered for leisure purposes, while in Helsinki area the overnight stays tend to be half leisure and half business related travel.
- In Lakeland two-thirds of the registered overnights were for leisure purposes and in Archipelago and coastal area the share of leisure travelers is slightly smaller. The share of business travel has slightly increased in both regions since 2014.

The share of foreign overnights for leisure purposes in the main travel areas 2013-2017



- The share of overnight stays for leisure purposes in Lapland remained at the level of 80% nearly the whole year round. In December, though, overnights for leisure purposes exceeded 90%, and on the other hand, in May leisure travel counted for only 60% of all foreign overnights.
- In both Helsinki area and in Archipelago and coastal area, the share of leisure travel was much bigger during the summer months, while in Lakeland the share of leisure travel reached 70% during both winter and summer.

The share of foreign overnights for leisure purposes in the main travel areas in 2017

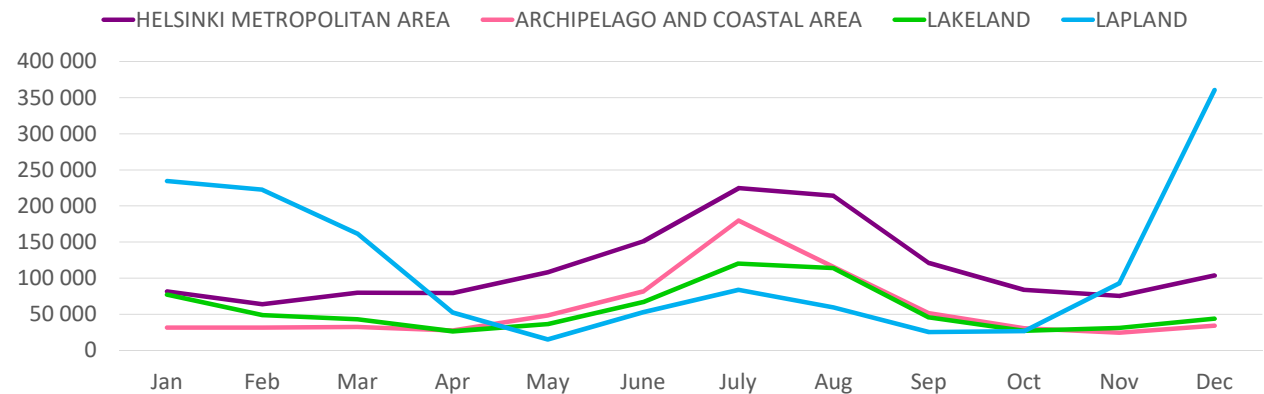


## Number of foreign overnights for leisure and business purposes in the main travel areas in 2017

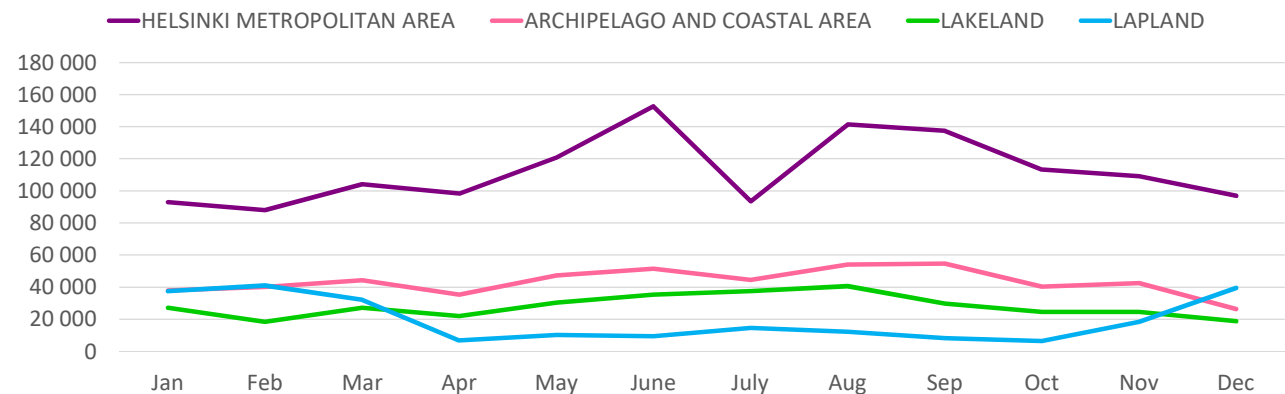
- Most of the foreign overnights for **leisure** purposes **during the winter** time were registered in **Lapland**. In December the number of overnights for leisure purposes reached above 350 000 in Lapland area, and also in January and February Lapland counted with more than 200 000 nights for leisure travelers.
- On the other hand, **Helsinki** area attracted leisure travelers best during the summer months, and in July and August the overnights for leisure purposes reached over the level of 200 000 nights.
- **Archipelago and coastal** area's highest peak in leisure travel was in July. In **Lakeland** July and August were evenly popular for leisure travelers.

- **Business travel** concentrated mainly on **Helsinki area** throughout the year – the busiest months for business travel were June as well as August and September.
- Business travel in **Archipelago and coastal area** remained quite stable throughout the year – the only drop below 30 000 overnights was in December.
- In **Lakeland**, the number of overnights for business purposes remained lower each month than in the Archipelago and coastal area.
- For the **Lapland area** business travel remained very slow during the summer. Overnights for business purposes concentrated on the winter months, when the leisure travel was as busiest as well.

The number of registered foreign overnights for leisure purposes in the main travel areas in 2017



The number of registered foreign overnights for business purposes in the main travel areas in 2017





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