

A stylized world map in light gray. The country of China is highlighted in a vibrant red-to-orange gradient, making it stand out from the rest of the map. The map shows the outlines of continents and major landmasses.

China

(incl. Hong Kong)

MARKET REVIEW 2016

German Visitors in Finland – Statistical Trends and Profile

VOLUME OF CHINESE OUTBOUND TRAVEL AND IMPACT FOR FINLAND



Population 1,4 billion people

Outbound travel from China and Hong Kong:

121 million

arrivals to all destinations

in 2016

+8 % compared to 2015

Europe's share of Chinese outbound travel is 9 %

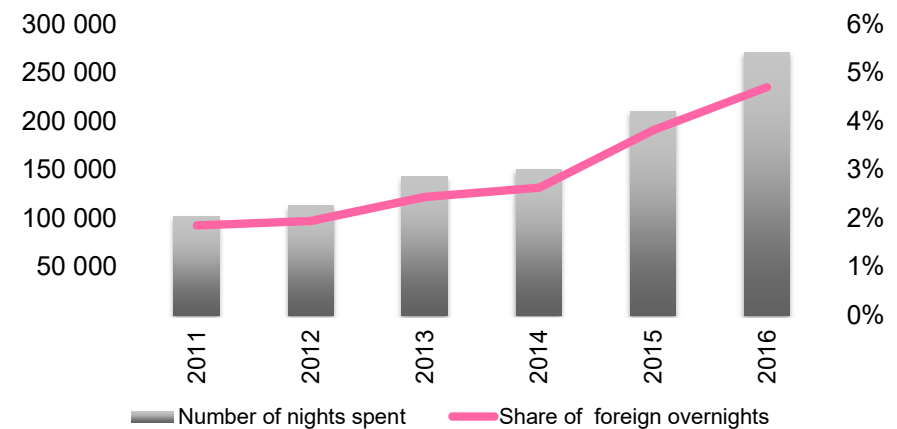
Finland's share of Chinese outbound travel is 0,2 %

China is the 5th most important market for Finland by the number of overnights

271 400 registered overnights* from China and Hong Kong in 2016

5 % of all foreign overnights in Finland

Average annual change of overnights **21 %** per year (2010 – 2016)
and **28,9 %** in 2016



* Incl. hotels, motels, hostels, youth hostels, holiday villages and camping sites with at least 20 bed places or caravan pitches with electrical connection points.

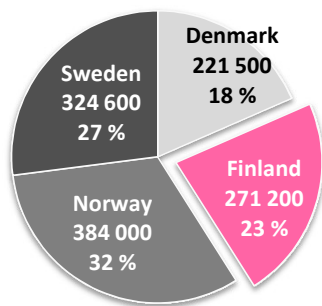
Sources: CIA World Factbook
Tourism Economics
Statistics Service Rudolf

STRONG GROWTH IN CHINESE OVERNIGHTS IN NORDIC COUNTRIES

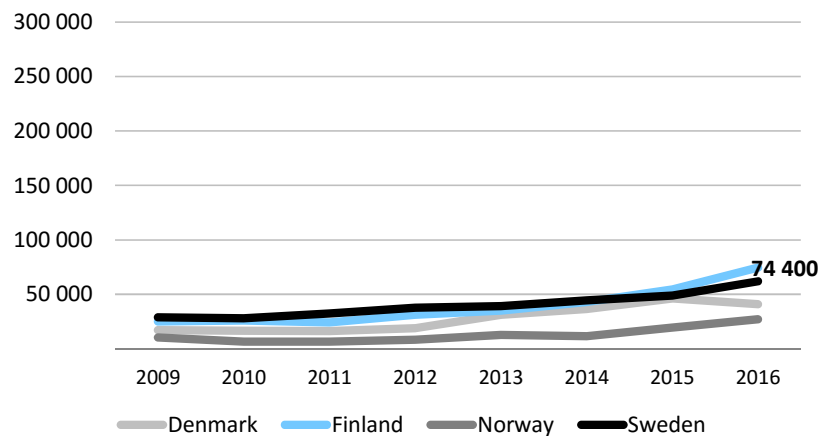


Nordic countries show strong growth on the Chinese market, and Norway is leading with a 32% share of the overnights and a 33% average annual growth. Finland counts with nearly a quarter of Chinese overnights in the Nordic countries and performs even better than its Nordic neighbors during the winter season.

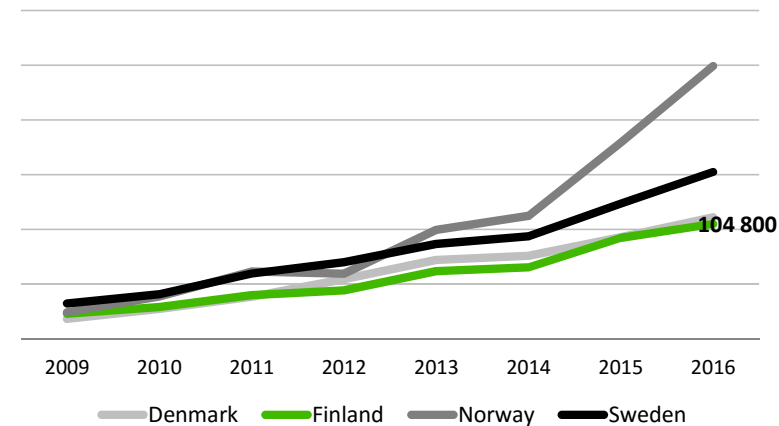
Nordic countries' share of Chinese overnights 2016



Chinese overnights in the Nordic countries, WINTER season (Dec-Apr) 2009-2016



Chinese overnights in the Nordic countries, SUMMER season (Jun-Aug) 2009-2016

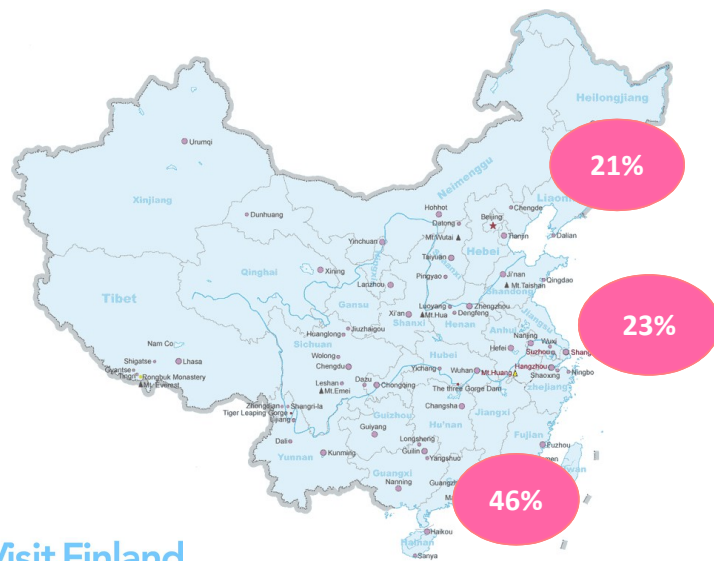


Sources: Statistics Service Rudolf, Visit Finland
Statistics Sweden, Norway and Denmark

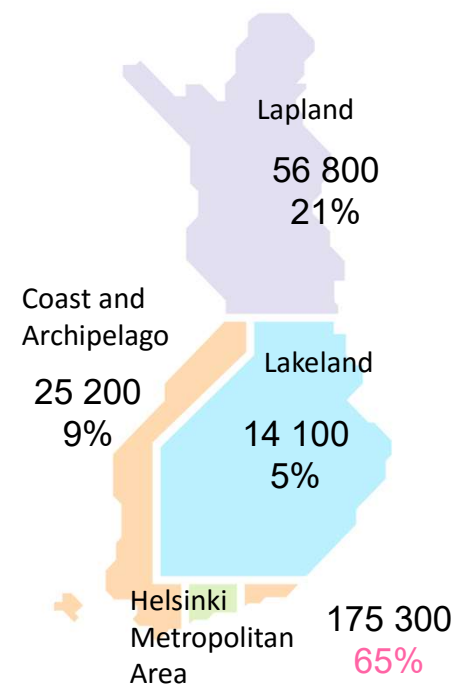
AREA OF RESIDENCE IN CHINA AND DESTINATION AREAS IN FINLAND



In 2016 a total of 125 300 leisure trips were made from China with Finland as the main destination. Almost half of the trips were made from Hong Kong and Southern China. 23% of the trips were made from Shanghai and Eastern China, and 21% from Beijing and Northern China.



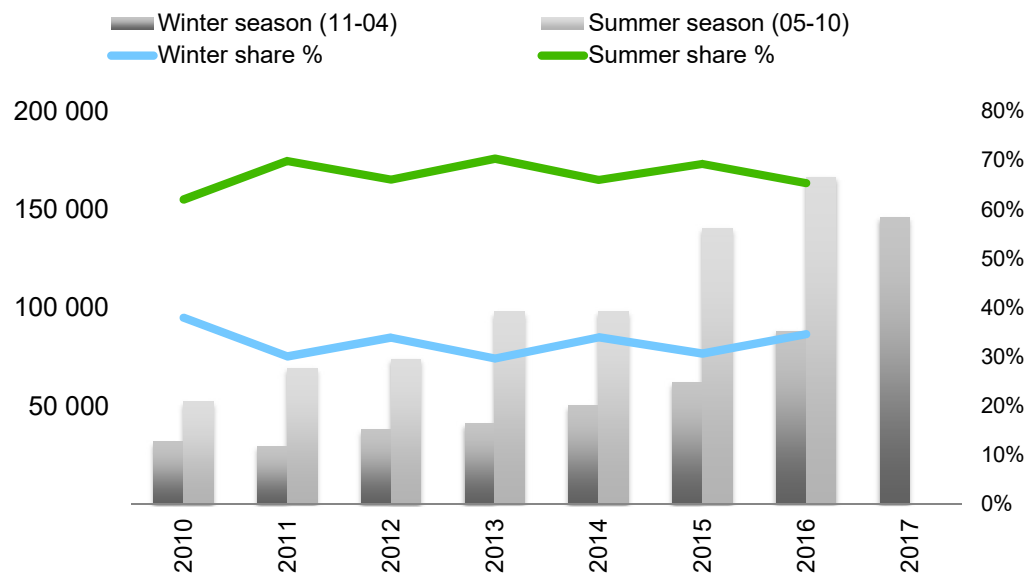
Number of Chinese overnights and share by destination area in 2016



With a share of 65% of Chinese overnights in Finland, Helsinki area was the most preferred area for visitors from China and Hong Kong in 2016.

A fifth of Chinese overnights were registered in Lapland.

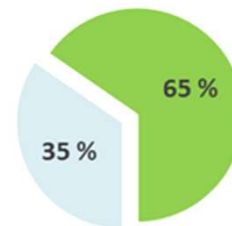
65 % OF CHINESE OVERNIGHTS ARE REGISTERED IN SUMMER IN FINLAND



Chinese overnights in 2016 in Finland, share:

Summer
166 300 overnights

Winter
88 100 overnights

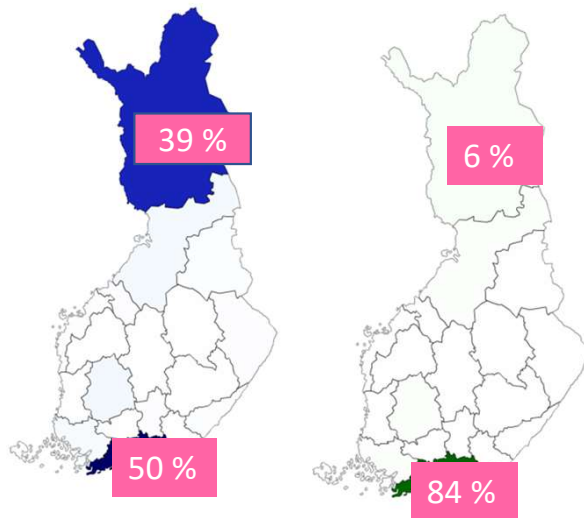


The majority of Chinese overnights are registered in the summer season in Finland.

The number of overnights grew by 42 % in the winter season 2016 and by 19 % in the summer season compared to previous year.

The overnights grew by 66 % in the winter season 2017 compared to the winter season 2016.

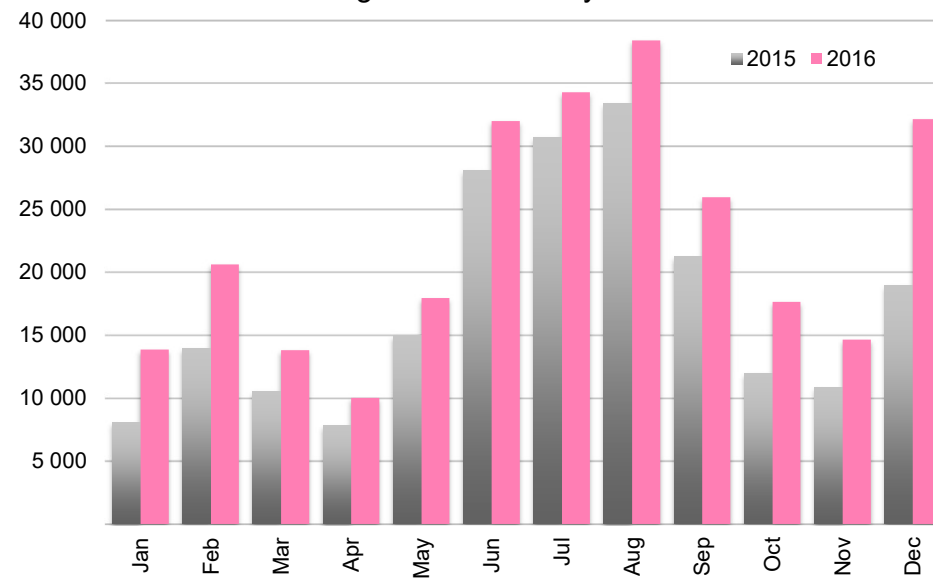
TOURISM BY SEASON



Lapland and Helsinki Area were the most popular regions by the number of overnights in the winter season 2016 (88 100 overnights in Finland). In the summer season, Helsinki Area was the most popular destination (166 300 overnights in Finland).



Chinese overnights in Finland by month 2015 and 2016



TOP 3 months, percentage of yearly overnights:

August 14 %
July 13 %
December 12 %

High summer season months June – August as well as December are the most popular months for the Chinese to stay in Finland. All months got more popular among the Chinese in 2016 compared to the previous year.

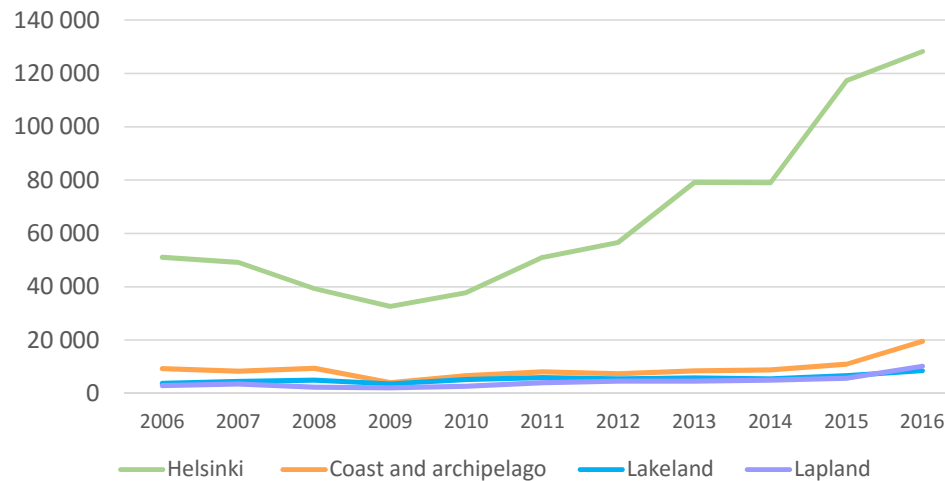
Source: Statistics Service Rudolf, Visit Finland

Helsinki most popular destination

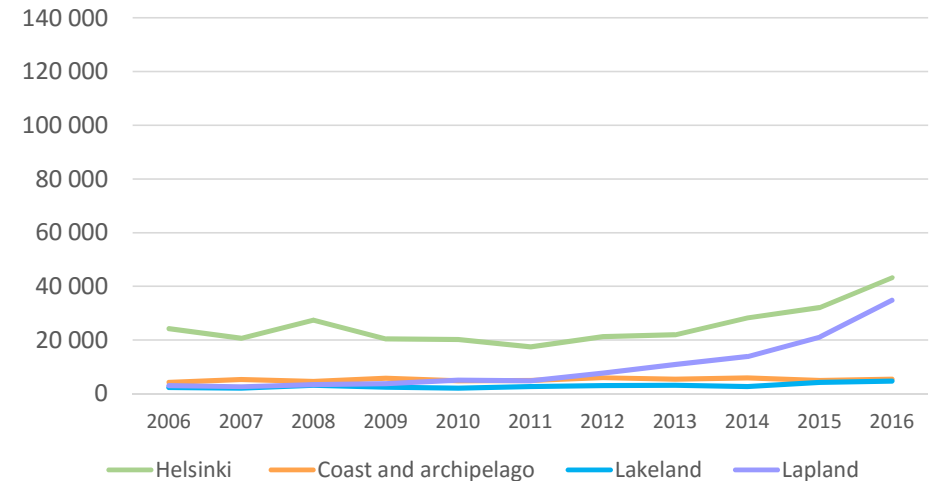


Summer is more popular tourist season than winter in all other areas except in Lapland, where 77% of nights in 2016 were spent winter. In summer 2016 77% of all Chinese overnights in Finland were registered in Helsinki.

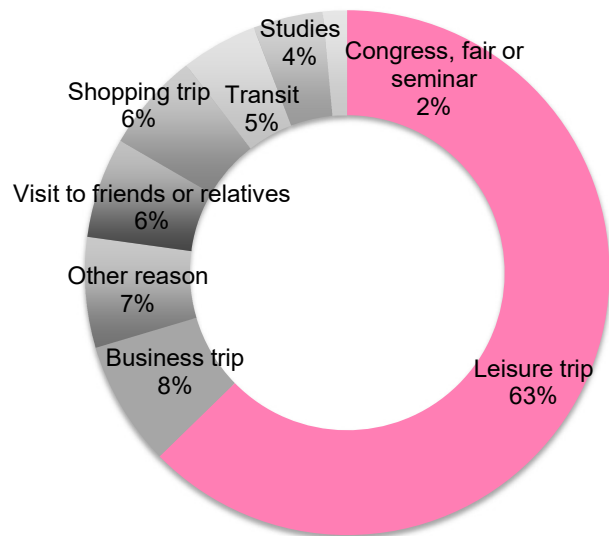
Chinese Overnights in Summer



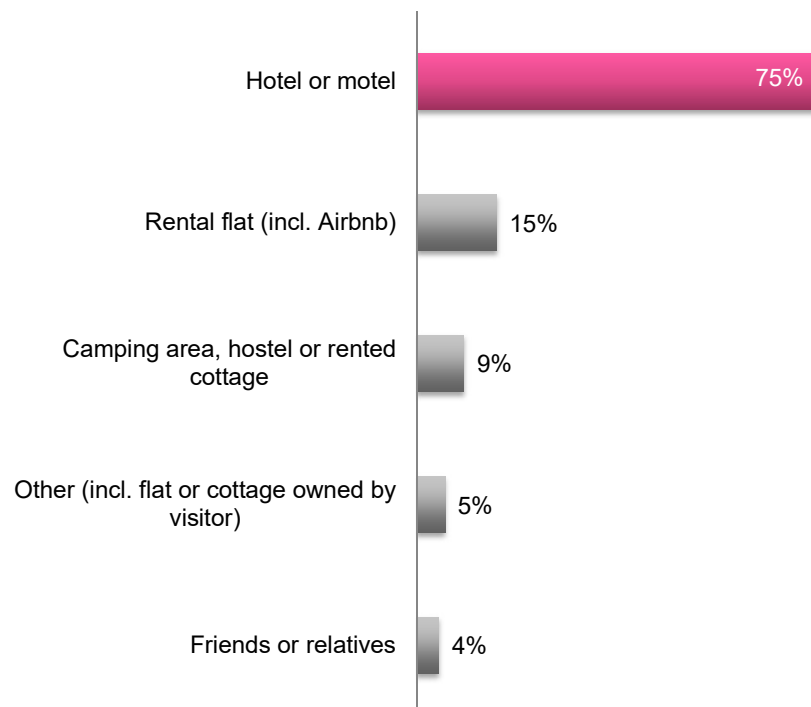
Chinese Overnights in Winter



PURPOSE OF THE TRIP AND ACCOMMODATION TYPE



More than 60% of trips made from China and Hong Kong in 2016 were leisure trips.



For Chinese overnight visitors, the most typical accommodation type by the number of nights spent was in 2016 a **hotel or motel**, accounting for 75% of total overnights.

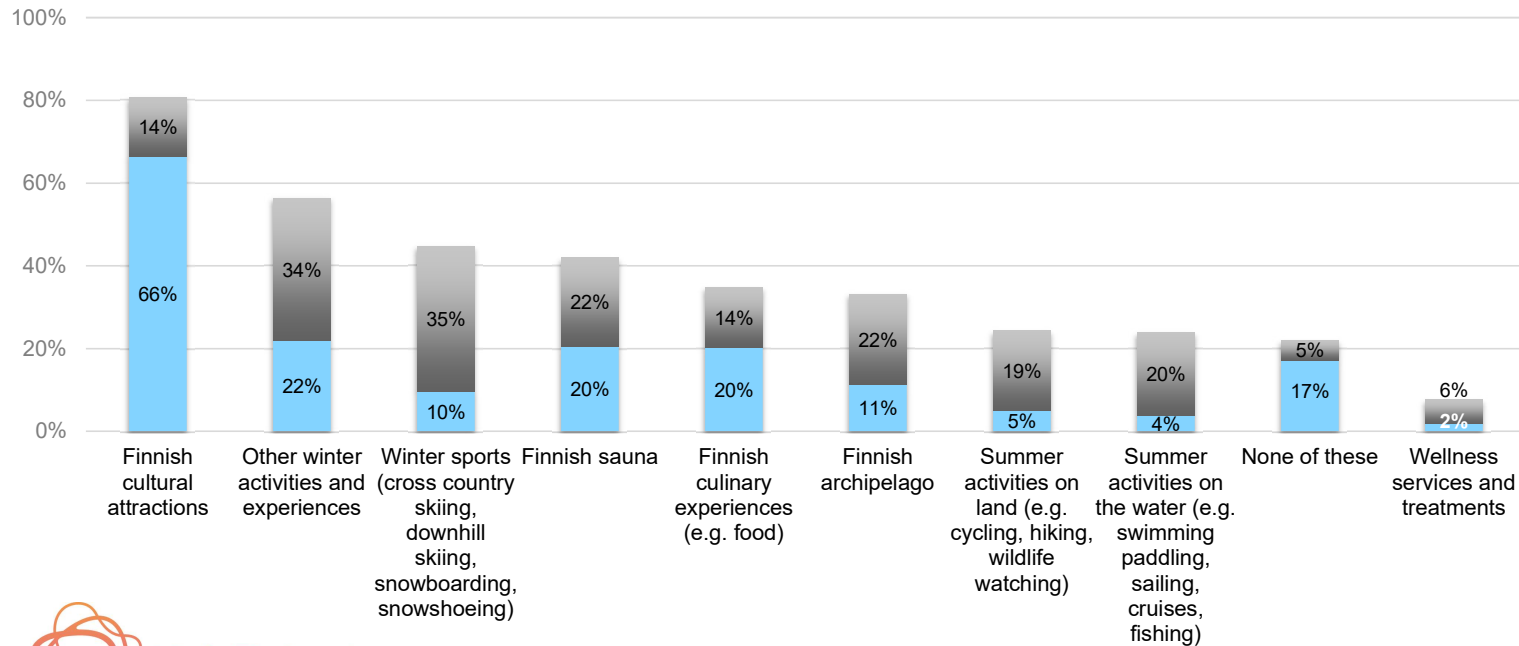
ACTIVITIES AND EXPERIENCES IN FINLAND



What is interesting about and what was experienced in Finland

Share of 355 900 trips to Finland

■ Interested in and experienced during trip ■ Interested in but not experienced



Finnish cultural attractions were the most interesting experiences for Chinese visitors in Finland in 2016. 66% of the visitors were interested in them and had also experienced them.

Around half of the Chinese visitors were also interested in winter activities and winter sports. 22% of the visitors experienced some winter activities and 10% winter sports.

20% of Chinese visitors experienced Finnish Sauna during their trip in Finland.

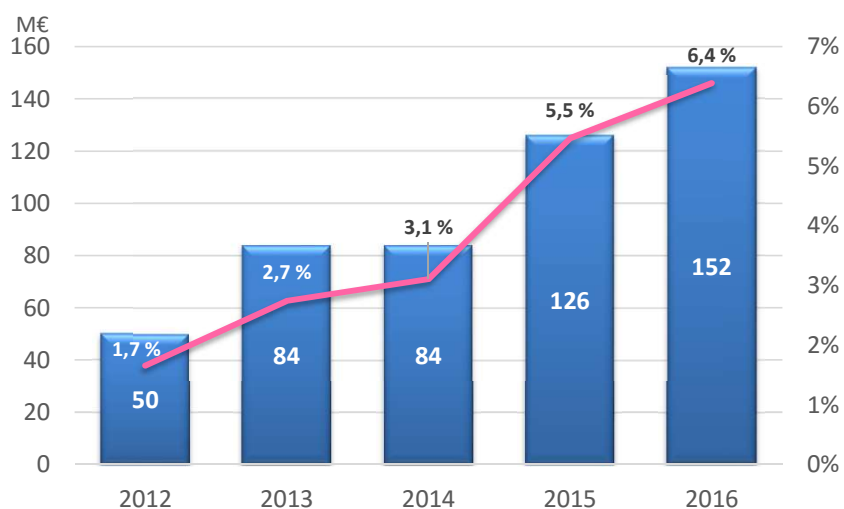


Source: VF Visitor Survey 2016



CHINA IS AMONG THE BIGGEST TOURISM SPENDERS IN FINLAND

Travel-related credits from China and share of total tourism income



Travel-related credits / top 5 countries 2016

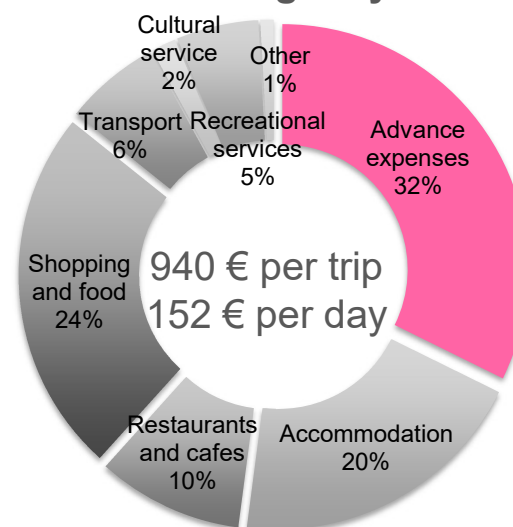
1. Russia
2. Sweden
3. Estonia
4. Germany
5. China

Growth compared to previous year
21 %

Share of total tourism income **6,4 %**

EXPENDITURE IN FINLAND

Travel budget by item



In 2016 Chinese visitors spent a quarter of their travel budget in Finland on shopping and food products, and a fifth was spent on accommodation.

SOURCES AND MORE INFORMATION:

www.visitfinland.fi/tutkimukset-ja-tilastot
www.visitfinland.com/about-us/tourism-finland



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