



Germany

MARKET REVIEW 2016

German Visitors in Finland – Statistical Trends and Profile

VOLUME OF GERMAN OUTBOUND TRAVEL AND IMPACT FOR FINLAND



Population 80,6 million people

Outbound travel from Germany:

100,5 million

arrivals to all destinations

in 2016

+5 % compared to 2015

Europe's share of German outbound travel is 88 %

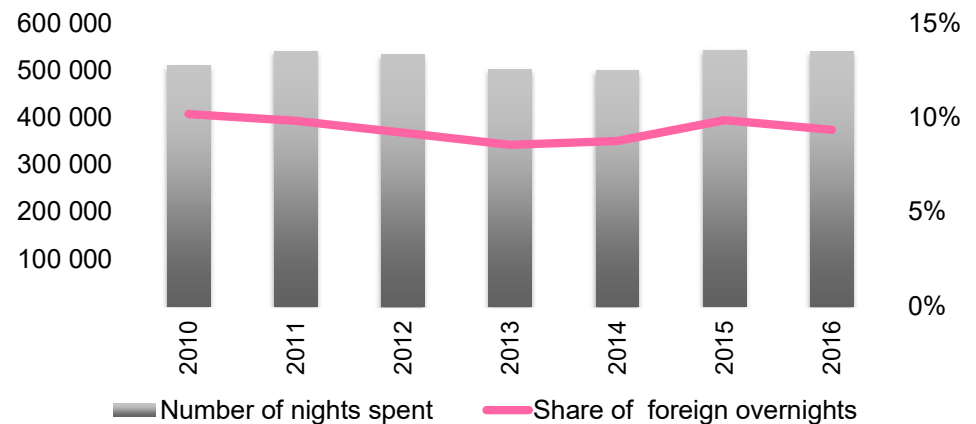
Finland's share of German outbound travel is 0,4 %

Germany is the 3rd most important market for Finland by the number of overnights

540 300 registered overnights* from Germany in 2016

9 % of all foreign overnights in Finland

Average annual change of overnights **0,5 %** per year (2010 – 2016)
and **-0,5 %** 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.

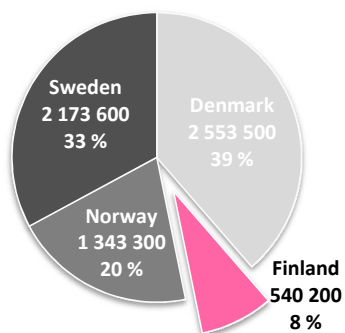
Sources: CIA World Factbook
Tourism Economics
Statistics Service Rudolf

GERMANY IS THE MOST IMPORTANT SOURCE MARKET FOR THE NORDIC COUNTRIES

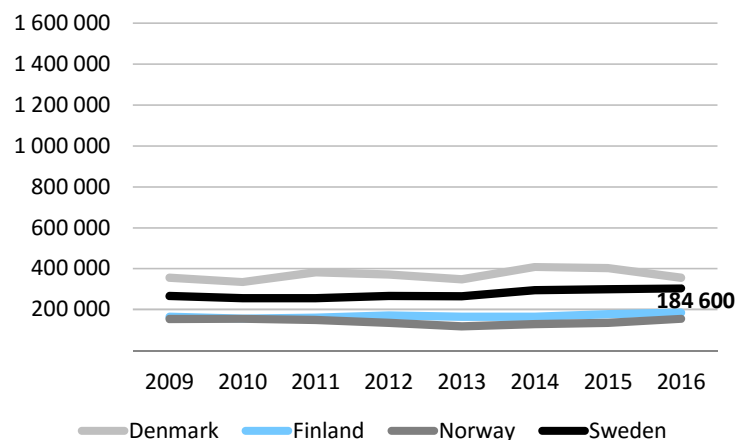


With 6,6 million overnights in 2016, Germany is number one source market for the Nordic countries. The number of overnights has increased in the last couple of years after a drop in 2013. Finland's share of the German overnights in the Nordic countries was 8 % in 2016. In high winter season 2016 Finland's share was 19 % and in the summer season only 5 %.

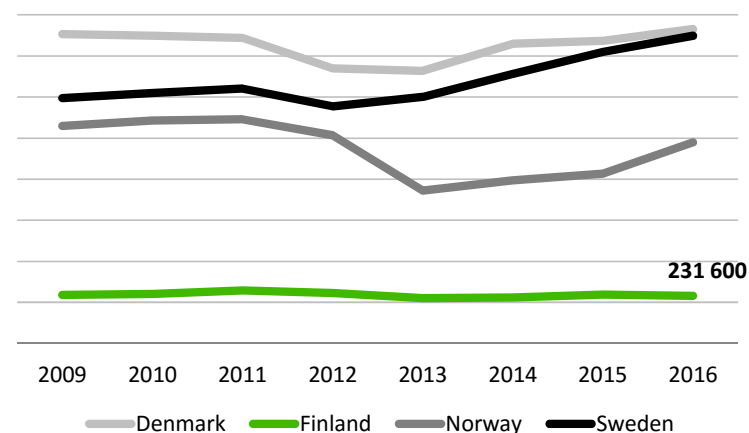
Nordic countries' share of German overnights 2016



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



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

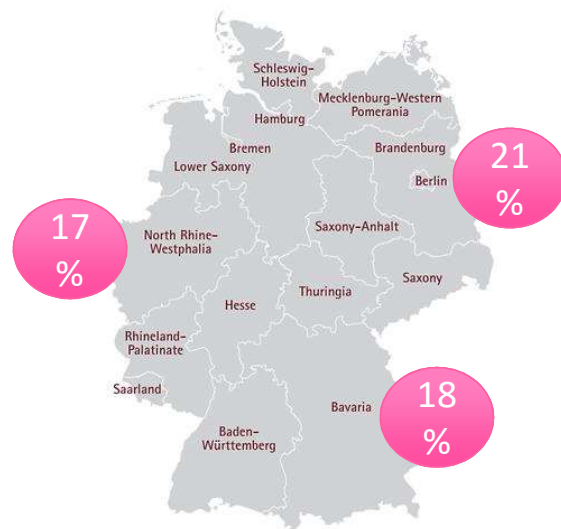


Sources: Statistics Service Rudolf, Visit Finland
Statistics Sweden, Norway and Denmark

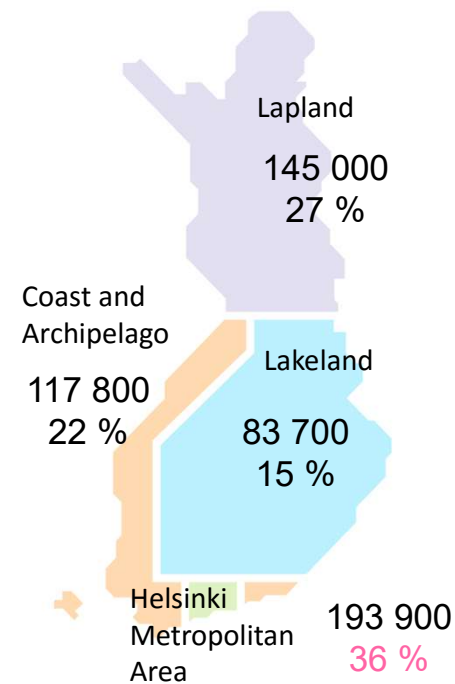
AREA OF RESIDENCE IN GERMANY AND DESTINATION AREAS IN FINLAND



In 2016 a total of 86 000 leisure trips were made from Germany with Finland as the main destination. The majority of trips were made from Berlin, Bavaria and North Rhine-Westphalia states.



Number of German overnights and share by destination area in 2016



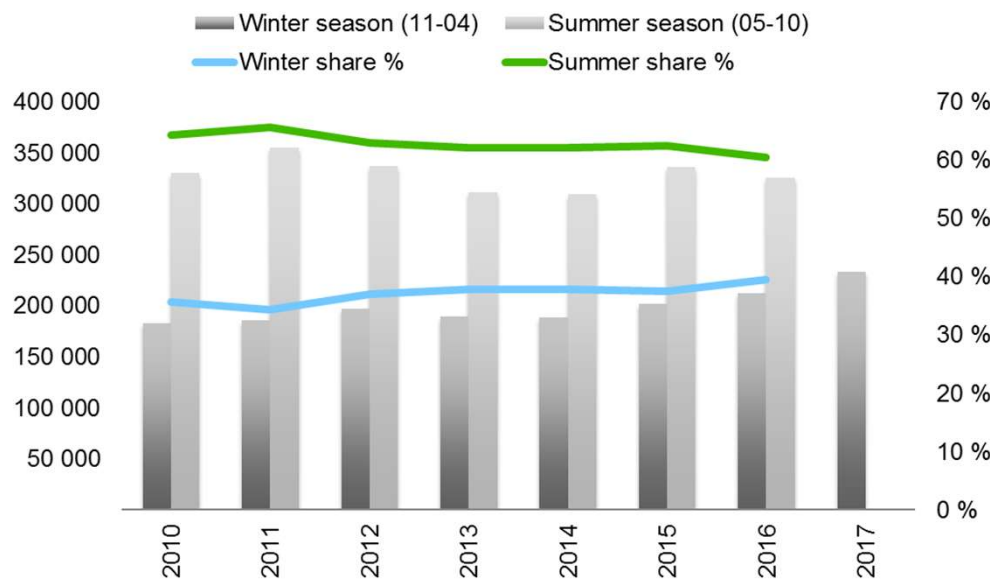
With a share of 36 % of German overnights in Finland, Helsinki area was the most preferred area for visitors from Germany in 2016.

A quarter of overnights from Germany were registered in Lapland.

60 % OF GERMAN OVERNIGHTS IN FINLAND ARE REGISTERED IN SUMMER

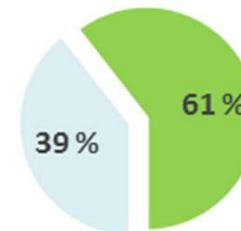


German overnights in 2016 in Finland, share:



Summer
325 500 overnights

Winter
212 200 overnights

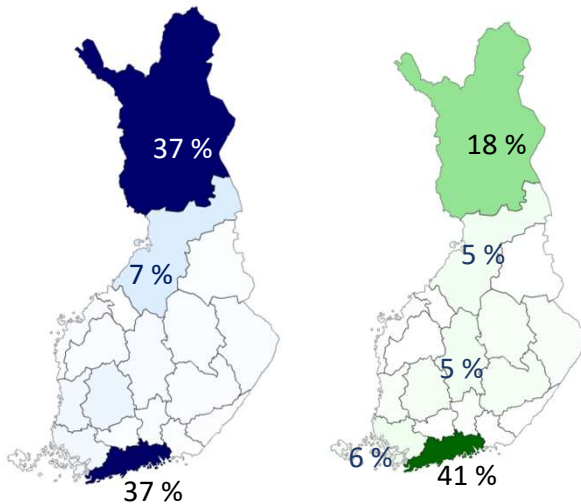


The majority of German overnights are registered in the summer season in Finland.

The number of overnights grew by 5 % in the winter season 2016 and decreased by 3 % in the summer season compared to previous year.

The overnights grew by 10 % in the winter season 2017 compared to the winter season 2016.

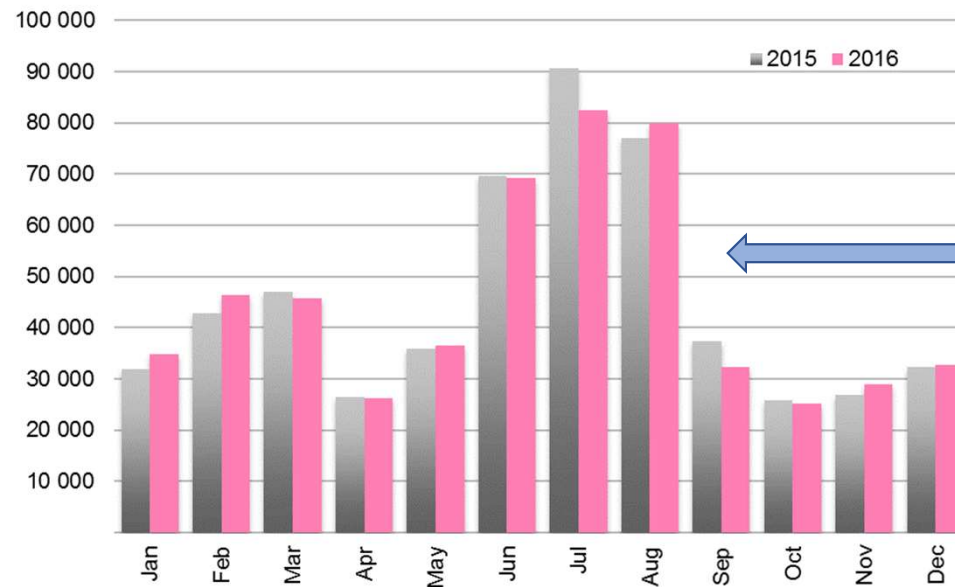
TOURISM BY SEASON



Lapland and Helsinki Area were the most popular regions by the number of overnights in the winter season 2016 (212 200 overnights in Finland). In the summer season, Helsinki Area was the most popular destination (325 500 overnights in Finland).



German overnights in Finland by month 2015 and 2016



TOP 3 months, percentage of yearly overnights:

June 13 %
July 15 %
August 15 %

High summer season months June – August are the most typical months for the Germans to stay in Finland. January, February, May, November and December got more popular among the Germans in 2016 compared to the previous year.

Source: Statistics Service Rudolf, Visit Finland

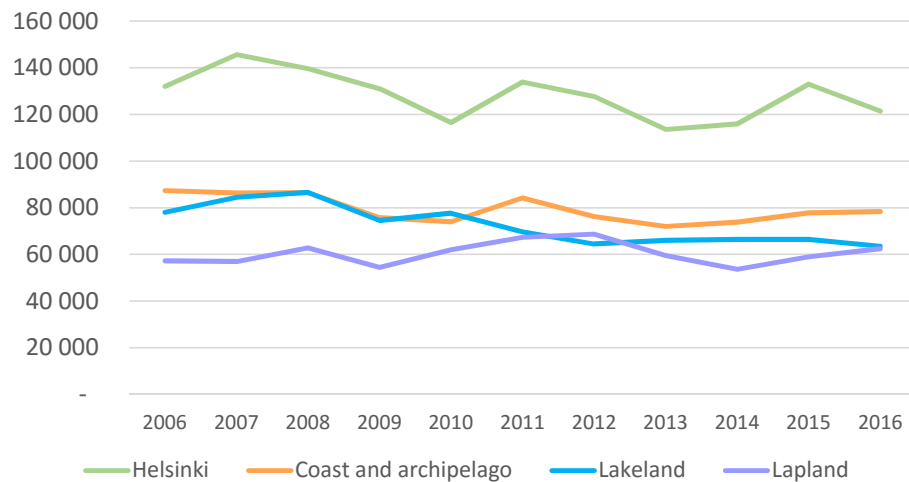
Helsinki most popular destination in summer, Lapland in winter



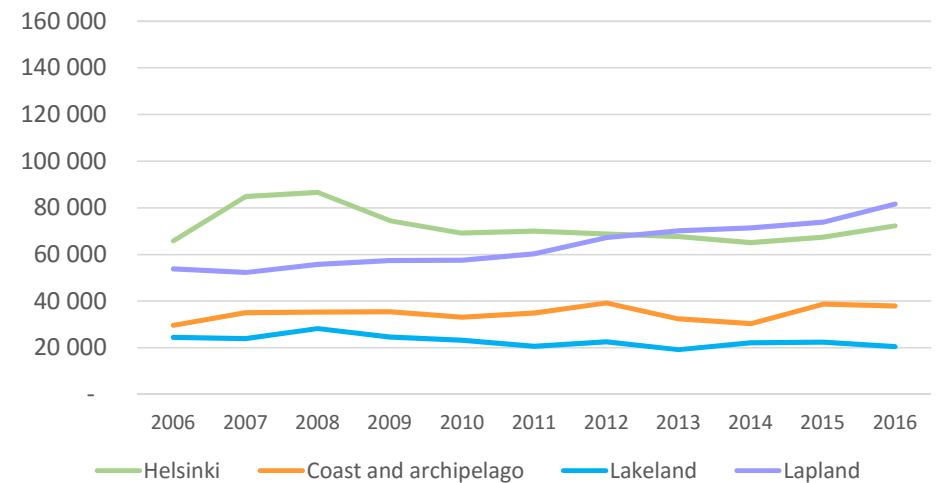
German overnights in Finnish destination areas have stayed rather stable in the last ten years. Helsinki as destination area has maintained its over 35 % share of German overnights, while Lapland has won share in the winter season.

Summer is more popular tourist season than winter in all other areas except in Lapland.

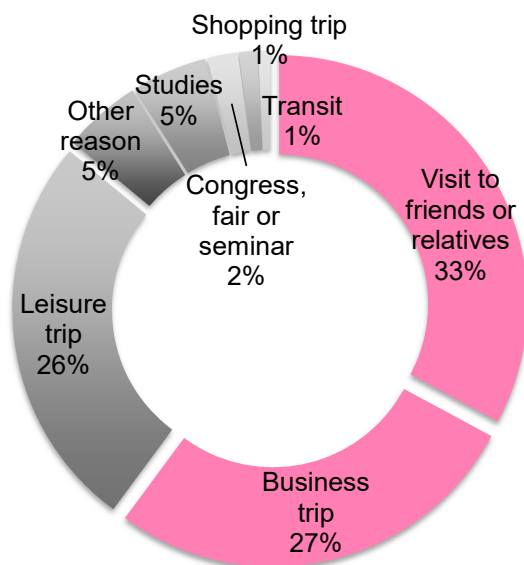
German Overnights in Summer



German Overnights in Winter



PURPOSE OF THE TRIP AND ACCOMMODATION TYPE

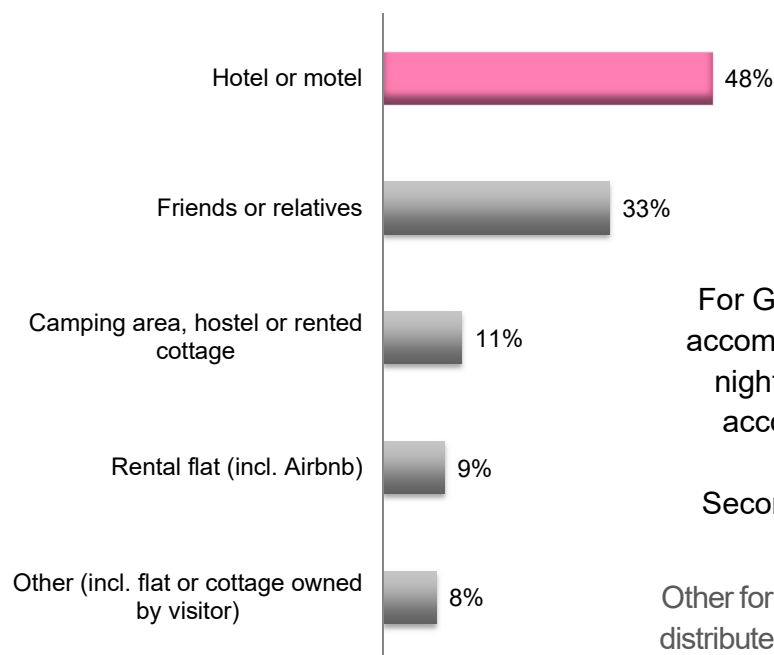


A third of trips made from Germany were a visit to friends or relatives.

A quarter of trips (27%) to Finland were made for business, and another quarter (26%) for leisure.



Share of 540 300 overnights



For German visitors, the most typical accommodation type by the number of nights spent was a **hotel or motel** accounting for almost half of total overnights.

Second most nights were spent with **friends or relatives**.

Other forms of accommodation interests were distributed rather evenly among the Germans.

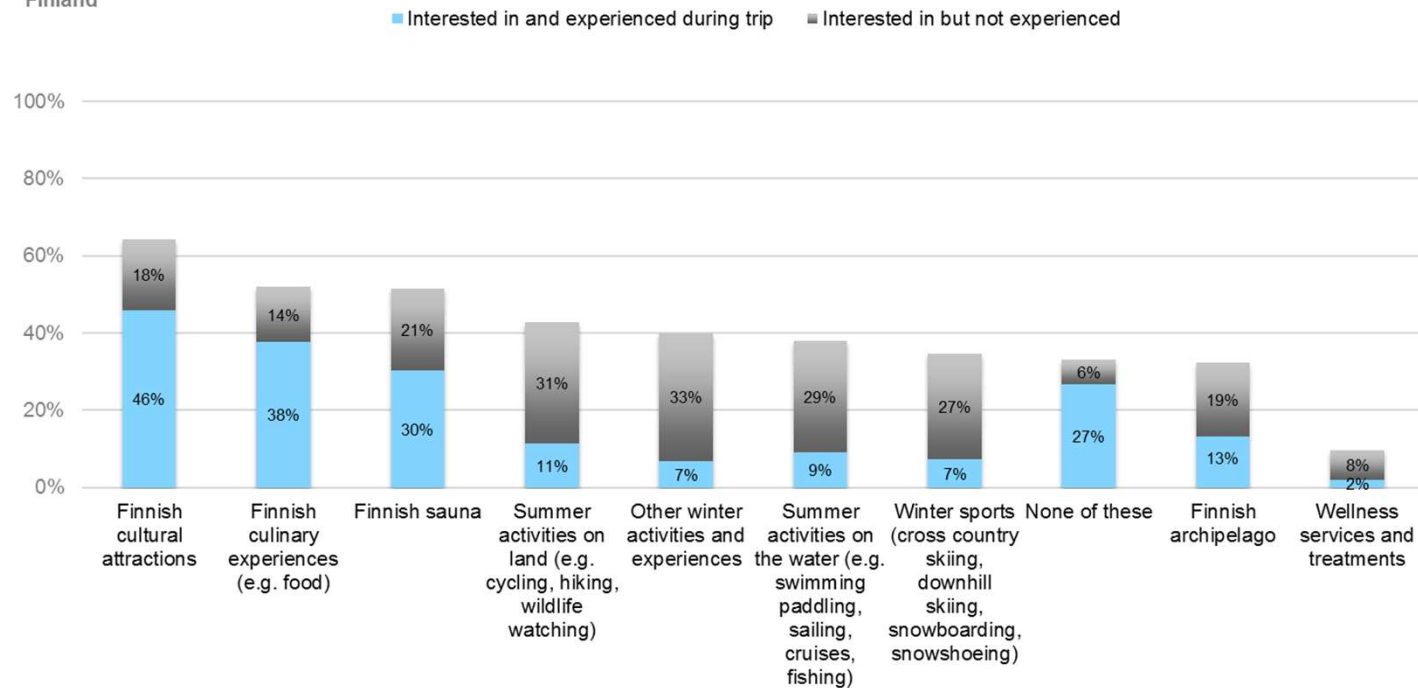
Sources: VF Visitor Survey 2016

ACTIVITIES AND EXPERIENCES IN FINLAND



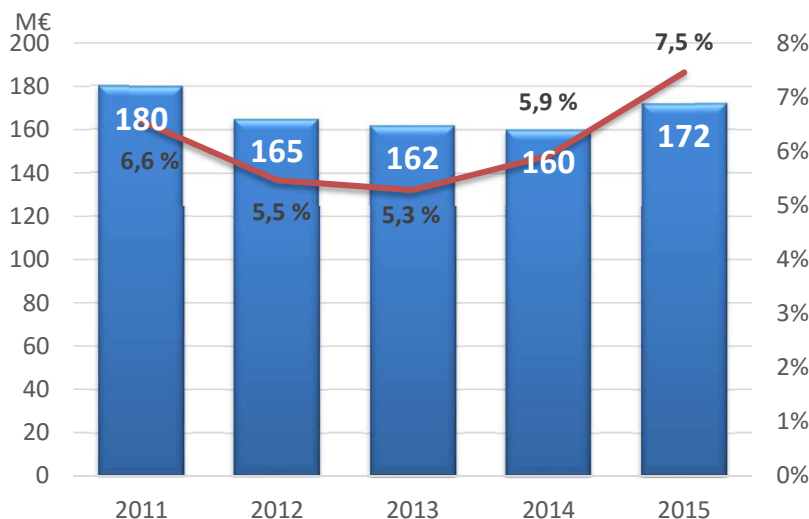
What is interesting about and what was experienced in Finland

Share of 404 000 trips to Finland



GERMANY IS AMONG THE BIGGEST TOURISM SPENDERS IN FINLAND

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



Travel-related credits / top 5 countries 2015

1. Russia
2. Sweden
3. Estonia
4. Germany
5. United Kingdom

Growth compared to previous year
+8 %

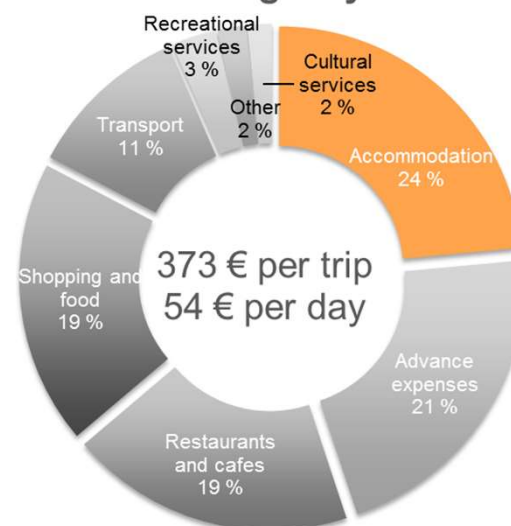
Share of total tourism income **7,5 %**



EXPENDITURE IN FINLAND



Travel budget by item



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

Source: VF Visitor Survey 2016

SOURCES AND MORE INFORMATION:

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



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