



**Visit Finland**

# Foreign overnights in the Nordic countries 2017

Sources and Accommodation types included in this report:

## Statistics Denmark

- Hotels, youth hostels, holiday resorts, and camping sites, **NOT** marinas and holiday cottages

## Statistics Finland

- Hotels, youth hostels, holiday villages, and camping sites
- Please note, that 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. Because of the review, the data starting from 2017 is not fully comparable with those for earlier years.*

## Statistics Norway

- Hotels, youth hostels and camping sites, **NOT** holiday dwellings
- Please note, that in 2013 there were changes in the production of statistics in Norway, so the data before and after 2013 is not fully comparable.*

## Statistics Sweden

- Hotels, youth hostels, holiday villages and camping sites, **NOT** commercially arranged rentals in private cottages and apartments

**Statistics Iceland** – monthly statistics not available for youth hostels, holiday centres or camping sites, so only yearly data is included in this report

- Hotels, youth hostels, holiday centres and camping sites, **NOT** guesthouses, apartments, sleeping-bag facilities, lodges in wilderness, or private home accommodation

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(top 18 markets outside Nordics)

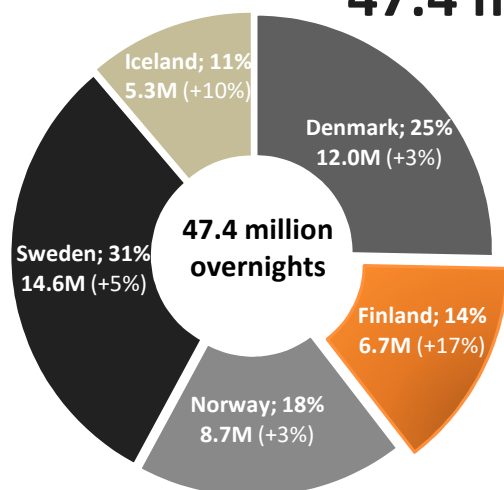
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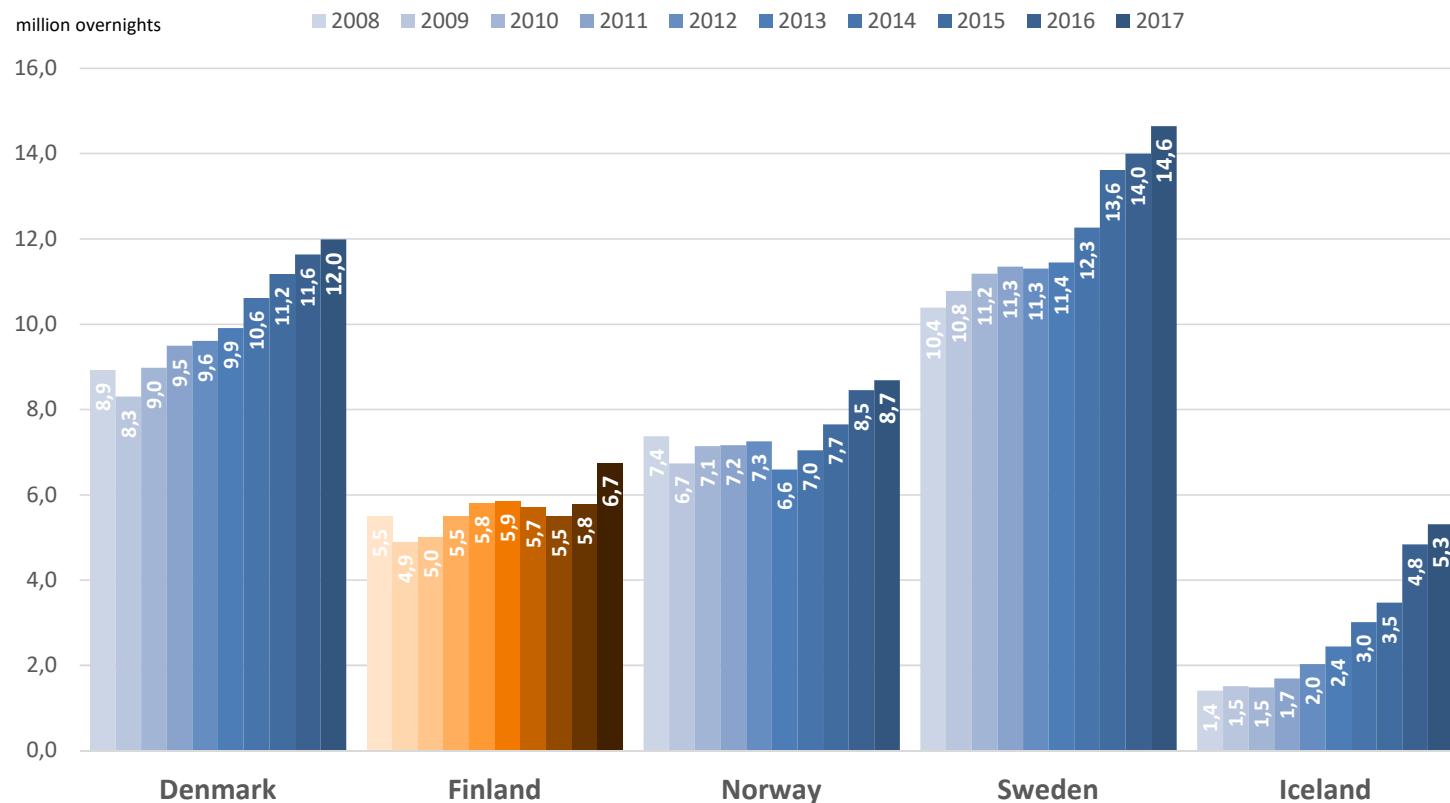


# 47.4 million foreign overnights in the Nordic countries in 2017

- Finland had the biggest growth rate compared to 2016



	Overnights in total (million)	Change YtoY
2017	47,4	6 %
2016	44,7	8 %
2015	41,4	7 %
2014	38,6	7 %
2013	36,2	1 %
2012	36,0	2 %
2011	35,2	4 %
2010	33,8	5 %
2009	32,2	-4 %
2008	33,6	



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Change 2017/16

3%

17%

3%

5%

10%

Average annual change 2009-2017

3%

3%

2%

4%

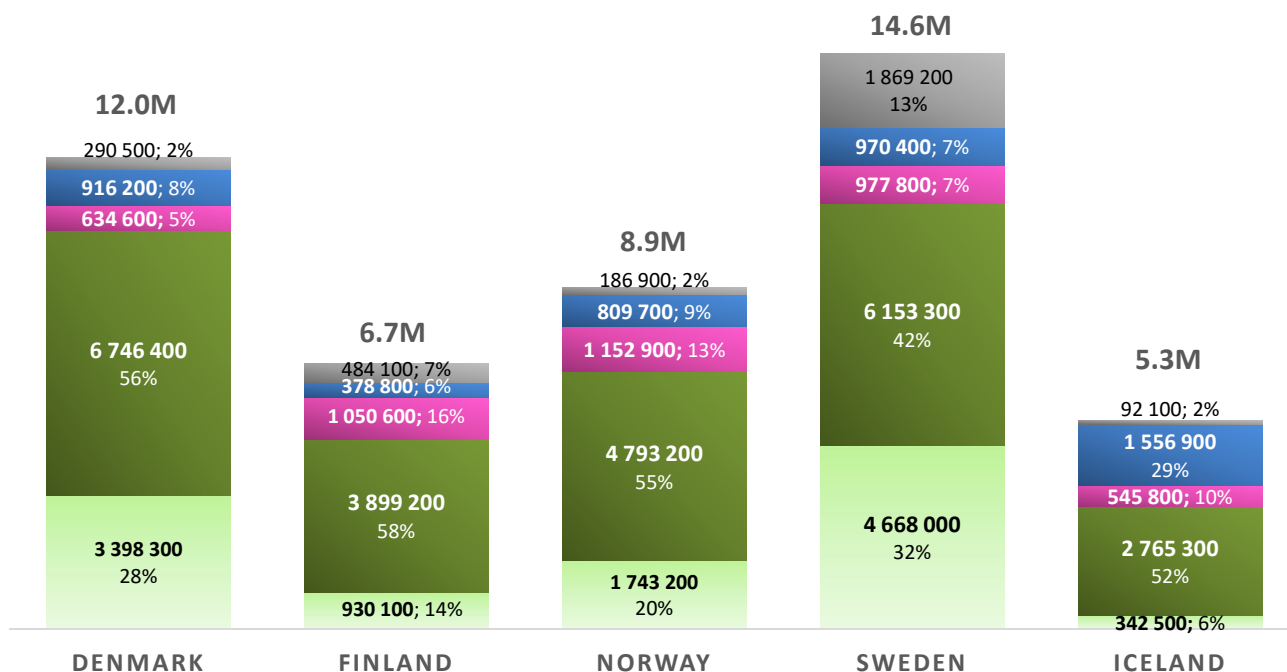
16%

# The large majority of foreign overnight stays in the Nordic countries are from Europe

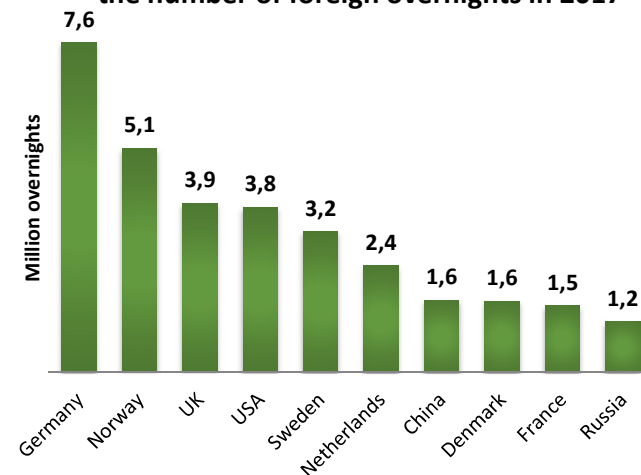
- Asian overnights compose already a 16% share of the total number of overnights in Finland

## OVERNIGHTS FROM DIFFERENT CONTINENTS AND AREAS IN THE NORDIC COUNTRIES

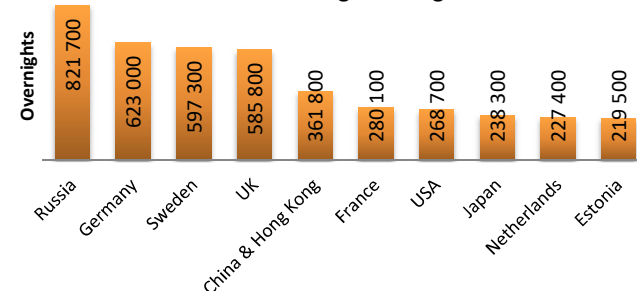
Other Nordic countries Other countries in Europe Asia Americas Other regions



## Top 10 markets in the Nordic countries by the number of foreign overnights in 2017

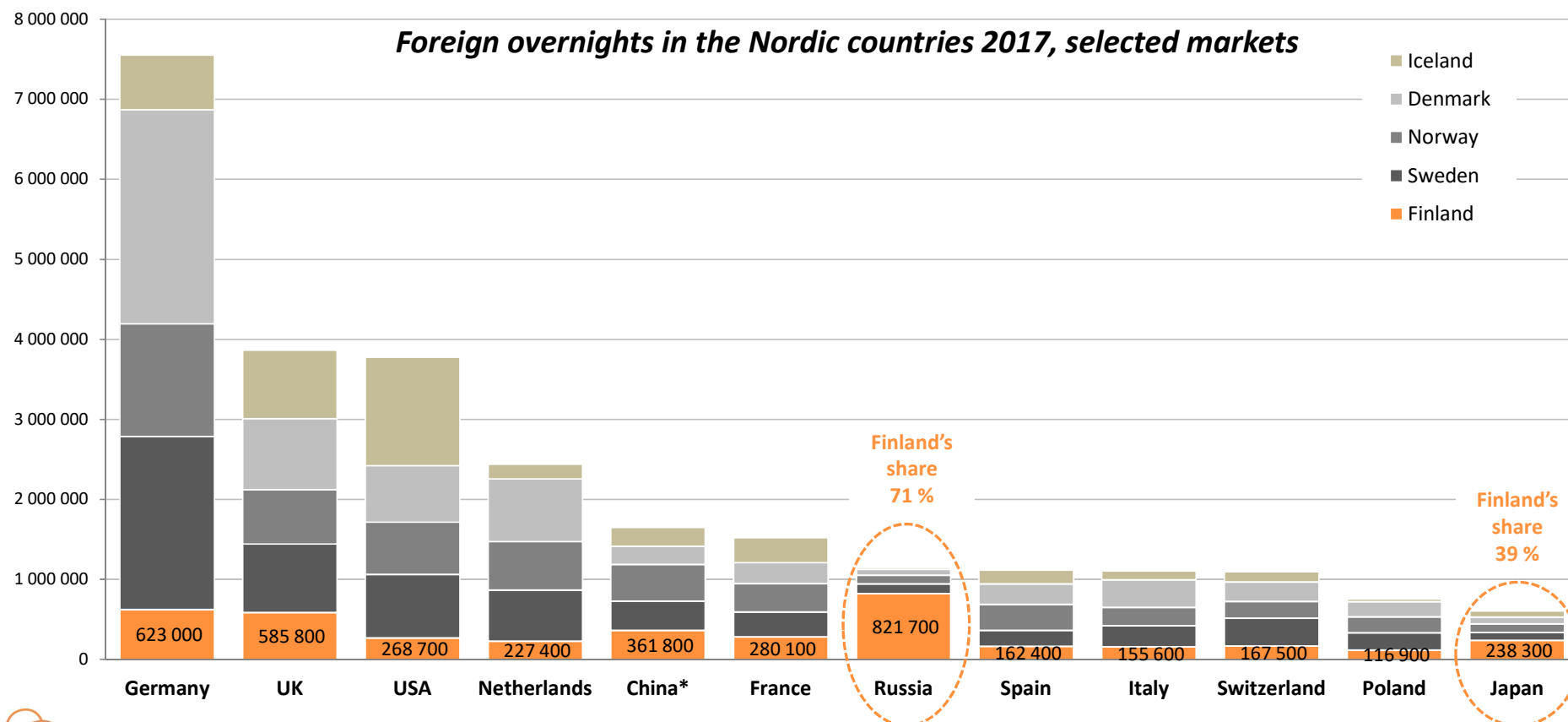


## Top 10 markets for Finland by the number of foreign overnights in 2017



## With 7.6 million overnights, Germany dominates in the Nordic countries

- Finland is number one Nordic destination on Russian and Japanese markets

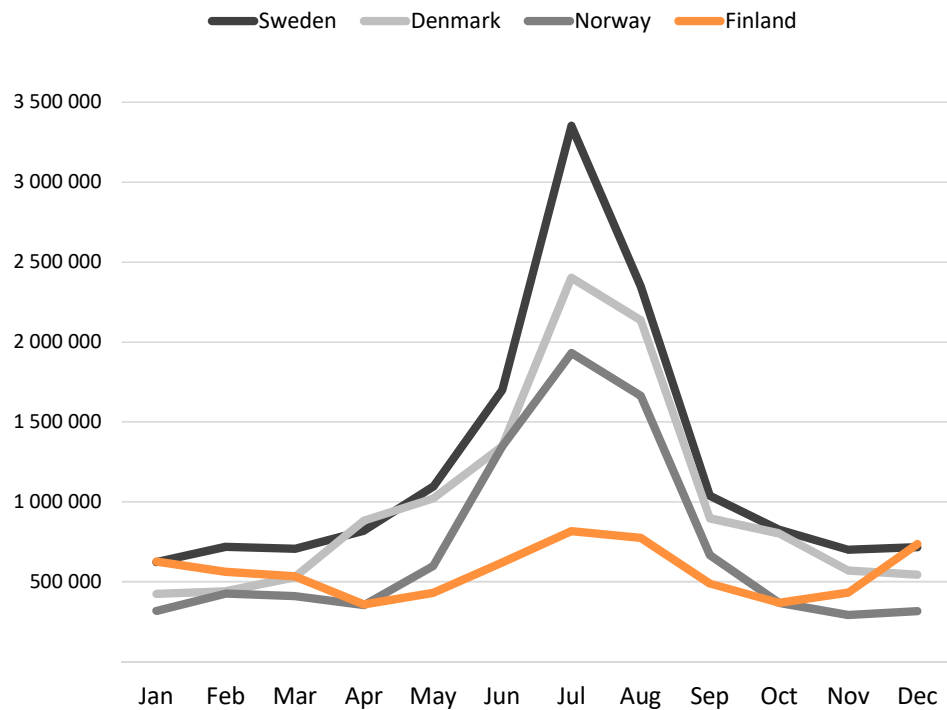


\*) Hong Kong is not included in the Swedish overnight statistics for China

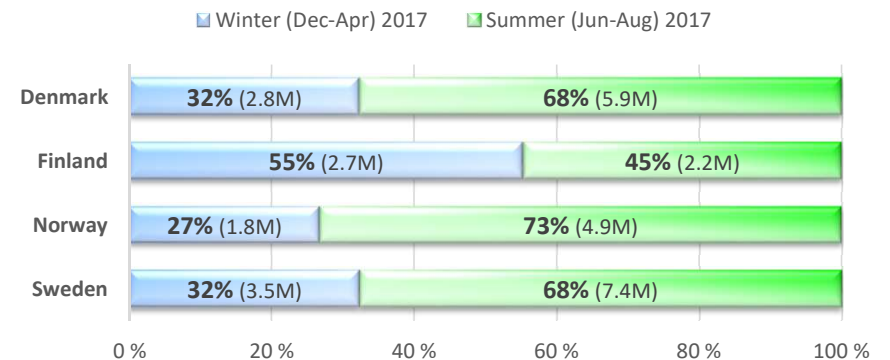
# Summer is the peak season in most of the Nordic countries...

- Finland stands out more as a winter destination

Monthly overnights in the Nordic countries in 2017



Winter and summer seasons overnights' share in each Nordic country (and number of overnights)

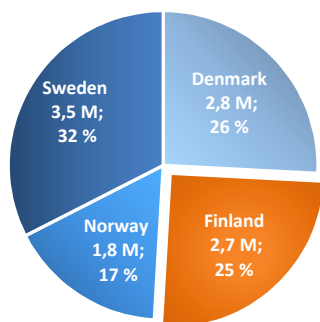


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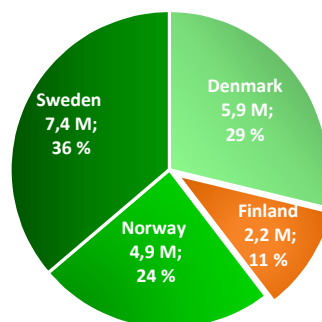
Corresponding seasonal overnights not available for Iceland

# Finland's share of the overnights is 25% in the winter, but only 11% in the summer season

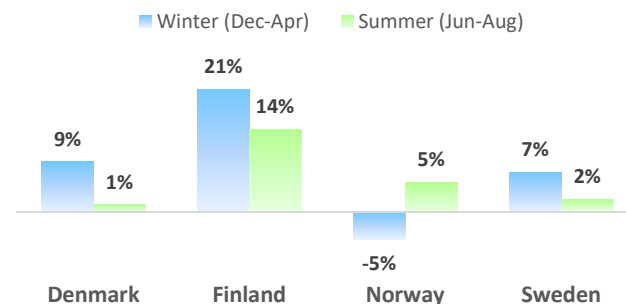
10.9 million overnights in winter season (Dec-Apr)



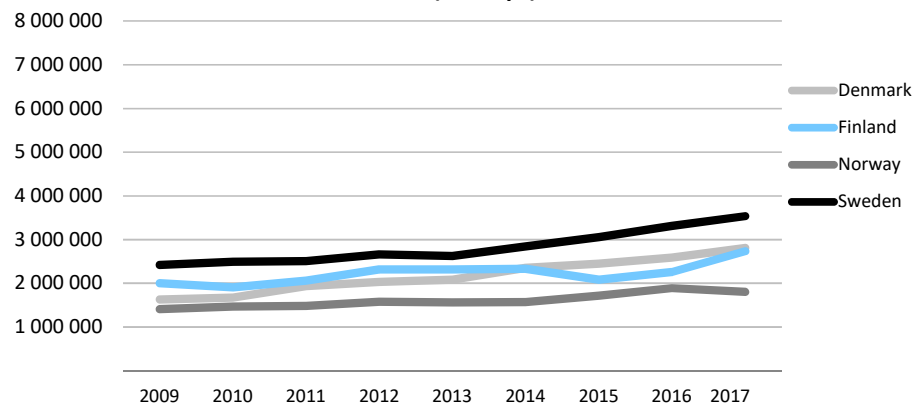
20.4 million overnights in summer season (Jun-Aug)



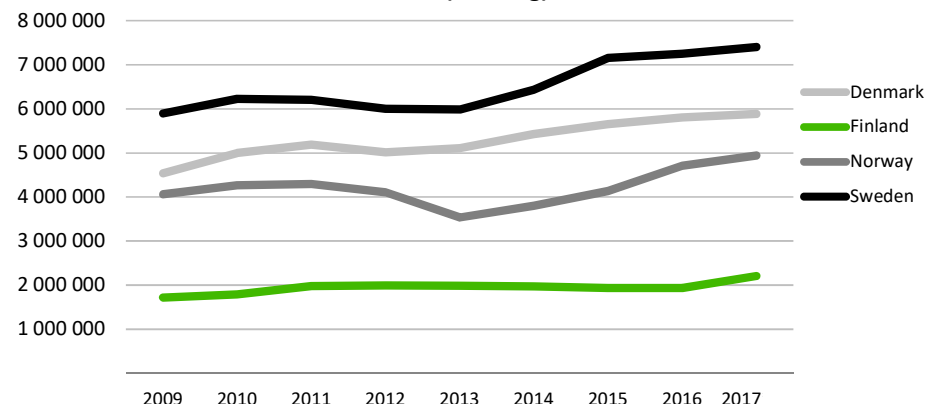
Change in foreign overnights by season



Foreign overnights in the Nordic countries, winter season (Dec-Apr) 2009-2017



Foreign overnights in the Nordic countries, summer season (Jun-Aug) 2009-2017



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Corresponding seasonal overnights not available for Iceland

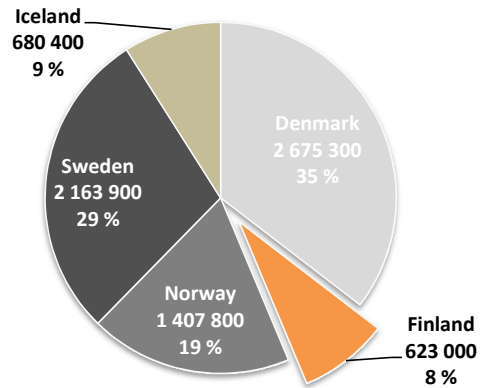




# Overnights in the Nordic countries by country of residence

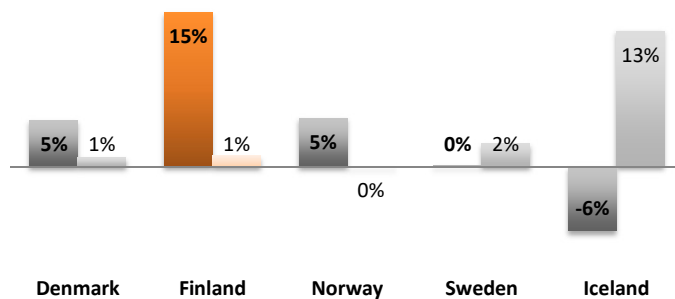
# Germany

Nordic countries' share of German overnights 2017



German overnights, change %

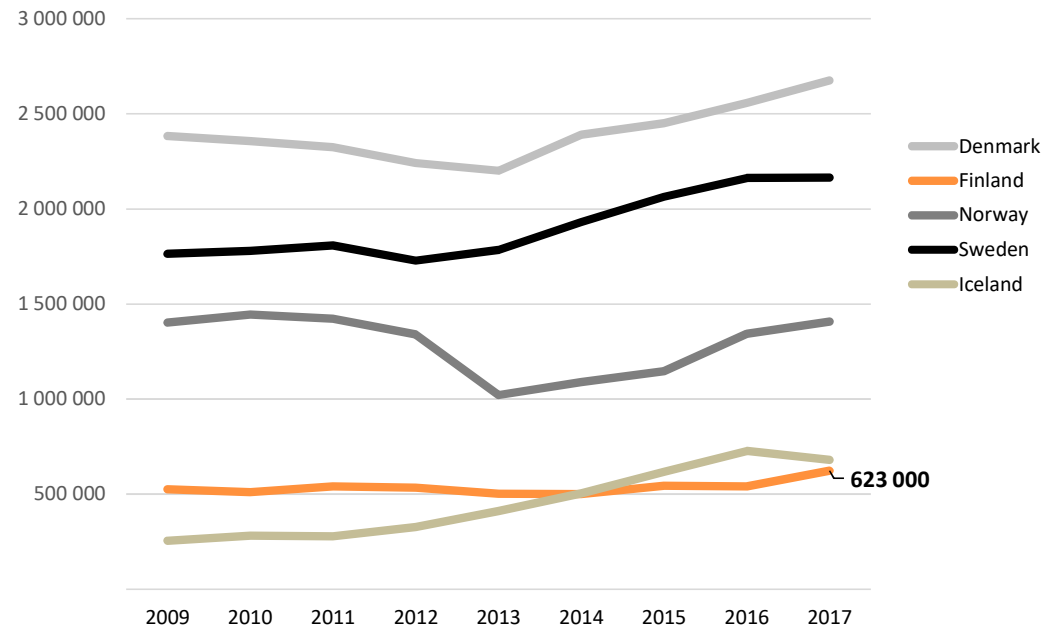
■ Change 2017/16 ■ Average annual change 2009-2017



**Germany** was the **2<sup>nd</sup> biggest** country of origin by the number of overnights spent in Finland in 2017. Despite of this, Finland has only an **8%** share of the German overnights spent in the Nordic countries.

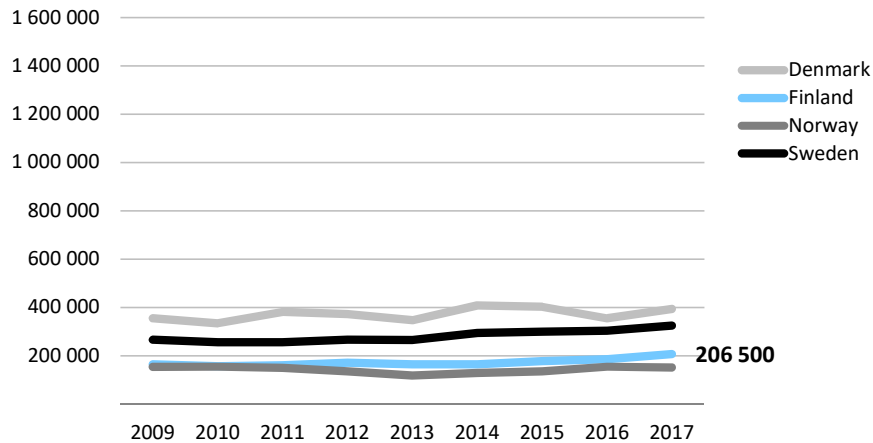
German overnights increased in Finland, Denmark, and Norway last year, while overnights declined in Iceland. However, Iceland experienced a steady growth in German visitors in 2011-16, so the number of overnights by the German visitors have stayed above the level of overnights spent in Finland during the three latest years.

Development of German overnights 2009-2017



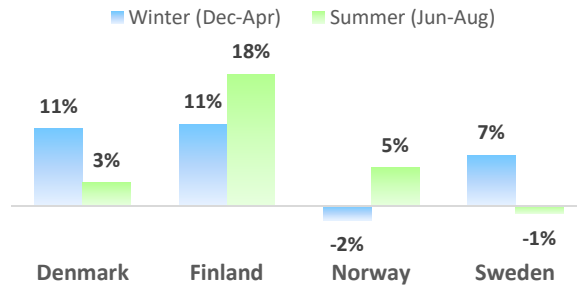
# Germany

**German overnights in the Nordic countries, winter season (Dec-Apr) 2009-2017**



*Corresponding seasonal overnights not available for Iceland*

**Change of German overnights by season 2017/16**

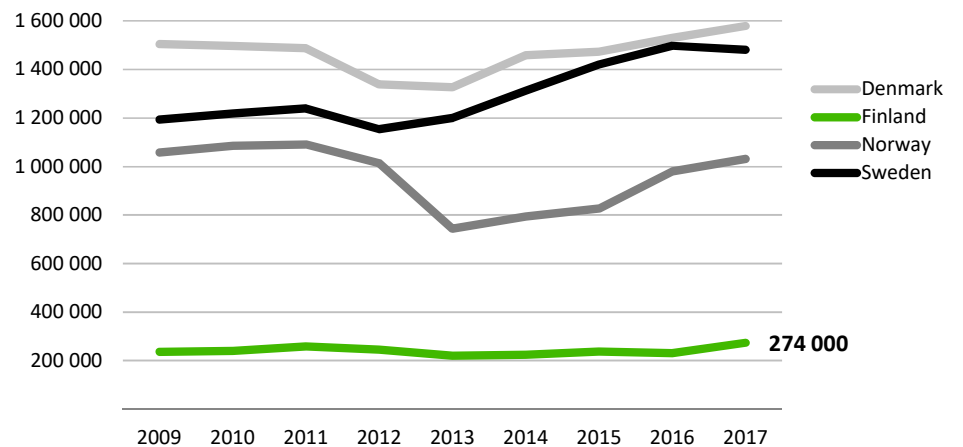


Denmark, Sweden and Norway receives much more German visitors in summer than during the winter season. In Finland, the difference in the number of German overnights between these seasons is quite small.

**Finland's share of all Nordic overnights is 19% during the winter but only 6% during the summer season.**

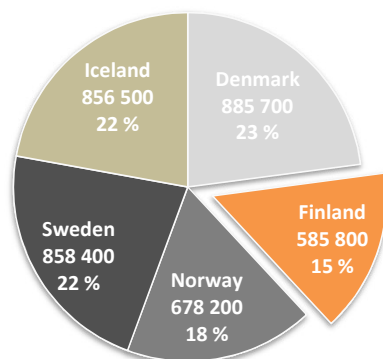
Overnights by the German visitors increased in Finland and in Denmark both in winter and in summer last year.

**German overnights in the Nordic countries, summer season (Jun-Aug) 2009-2017**



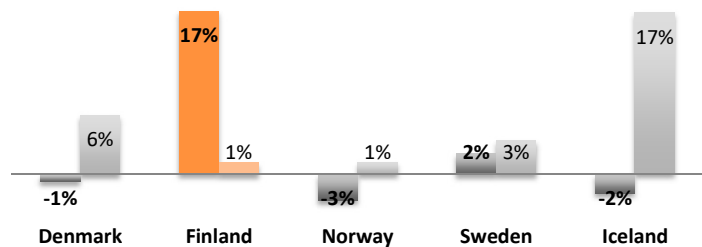
# UK

Nordic countries' share of British overnights 2017



British overnights, change %

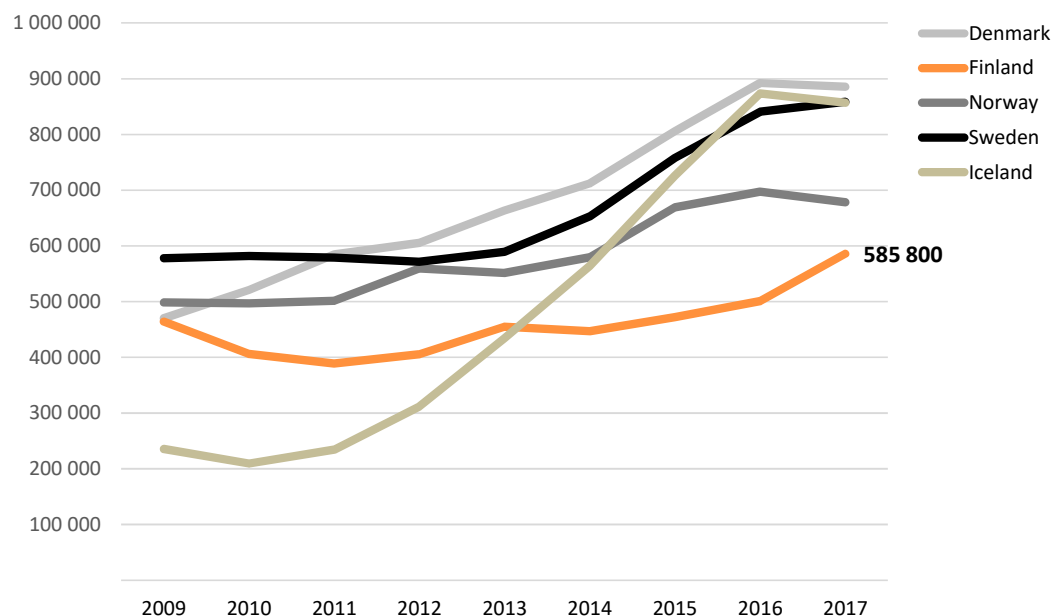
■ Change 2017/16 ■ Average annual change 2009-2017



Finland has a **15%** share of the **UK travel market** among the Nordic countries. **UK** was on the **4<sup>th</sup>** place on the list of countries with the most overnights spent in Finland.

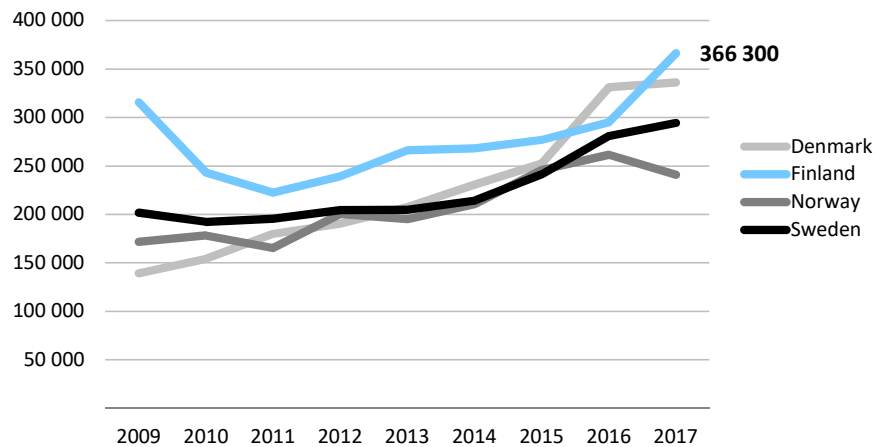
British overnights increased significantly in Finland last year. Also Sweden experienced a small growth, while the other Nordic countries had declines in British overnights. The average annual growth during 2009-2017 has been very strong in Iceland, with a peak in 2016.

Development of British overnights 2009-2017



# UK

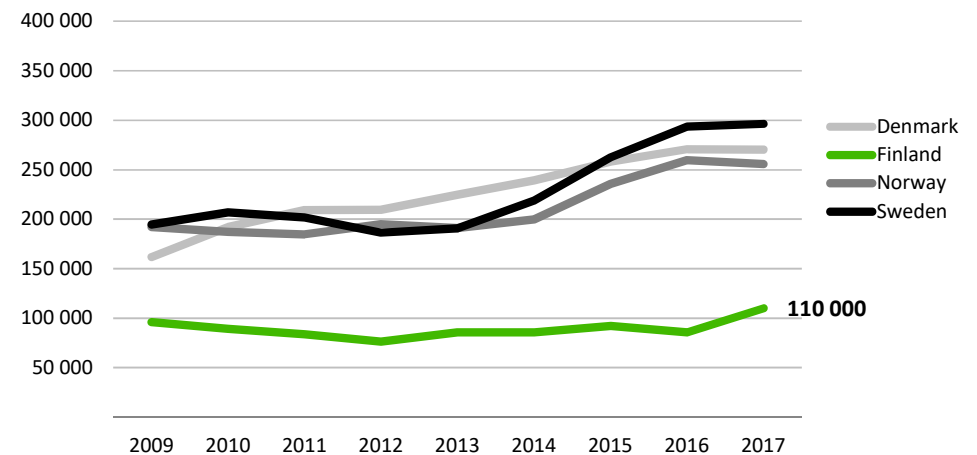
**British overnights in the Nordic countries,  
winter season (Dec-Apr) 2009-2017**



The number of British overnights are quite similar in winter and in summer in other Nordic countries than in Finland.

Finland performed extremely well in **winter 2017** and it increased its share of the British overnights in the Nordic countries **from 25% to 30%**. On the other hand, Finland stayed still far behind its neighboring countries in summer, even though the overnights increased significantly compared to summer 2016. Finland's share of the **summer overnights grew from 9% to 12% in 2017**.

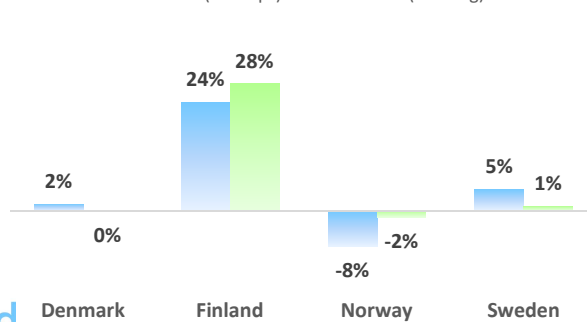
**British overnights in the Nordic countries,  
summer season (Jun-Aug) 2009-2017**



*Corresponding seasonal  
overnights not available  
for Iceland*

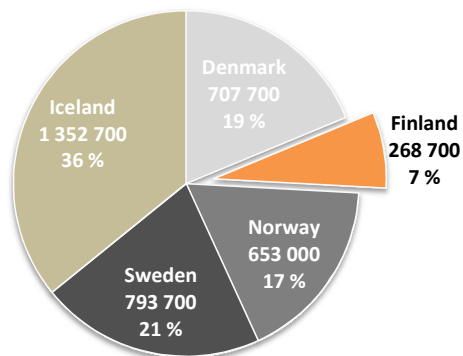
**Change of British overnights by season 2017/16**

Winter (Dec-Apr) Summer (Jun-Aug)



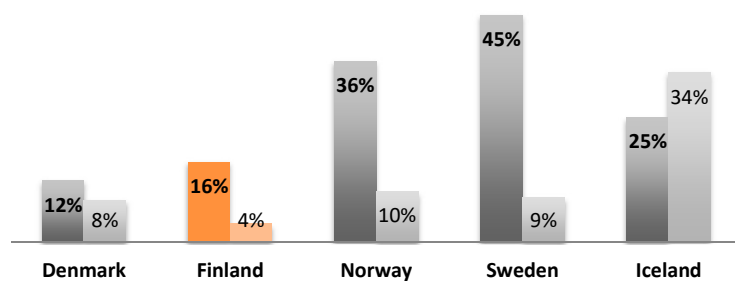
# USA

Nordic countries' share of American overnights 2017



American overnights, change %

■ Change 2017/16 ■ Average annual change 2009-2017

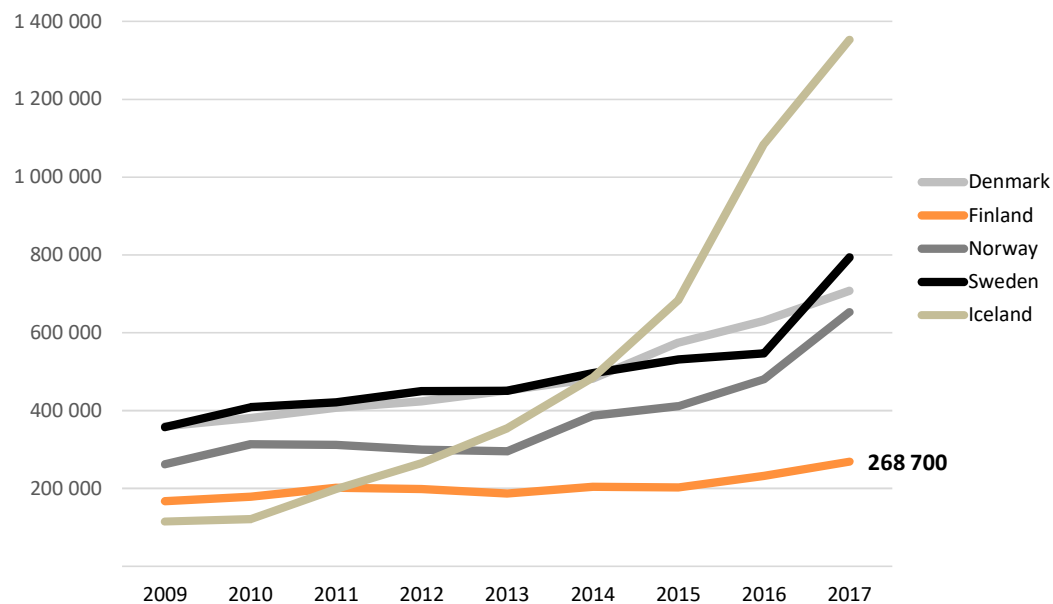


Finland's share of **American overnights** in the Nordic countries is only **7%**, and the number of overnights has increased in average more slowly in Finland than in its Nordic neighbors.

In Iceland, the number of overnights by American visitors has skyrocketed in the 2010's. Last year both Sweden and Norway experienced a huge growth in American overnights, and Iceland continued with a strong growth path. In overall, the Nordics seems to increase the popularity among the American travelers.

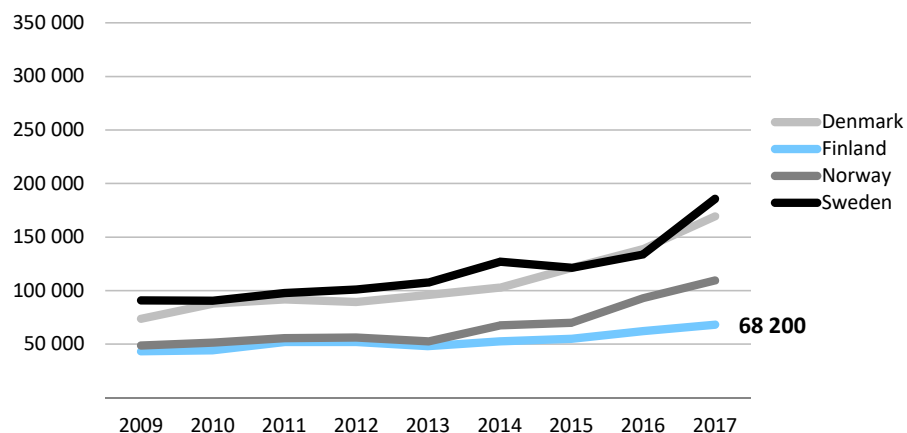
**USA** was on the **7<sup>th</sup>** place on the list of countries with the most overnights spent in Finland in 2017.

Development of American overnights 2009-2017



# USA

**American overnights in the Nordic countries, winter season (Dec-Apr) 2009-2017**

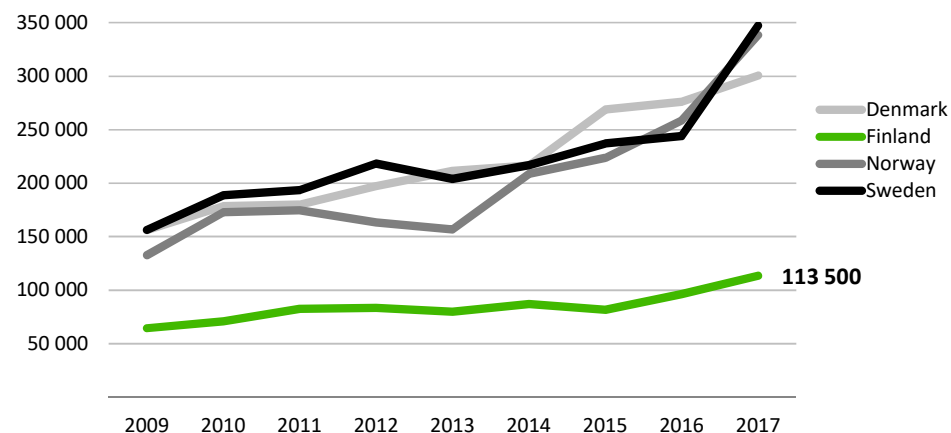


Americans spend nearly double the amount of overnights in the Nordics in the summer compared to the winter season in 2017.

Finland is far behind its Nordic neighbors during the **summer season**, counting with an **10% share** of the American overnights. Finland stayed also behind other Nordic countries when comparing the overnight stays in **winter** – Finland's share was only **13%**.

American overnights increased in all Nordic countries both in winter and the summer season. Sweden had the biggest increase in overnights in both seasons, and it also took the lead from Denmark in winter and from Norway in summer.

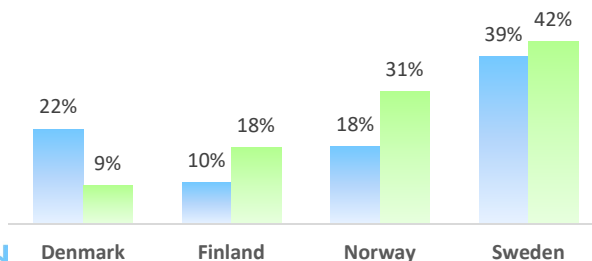
**American overnights in the Nordic countries, summer season (Jun-Aug) 2009-2017**



*Corresponding seasonal overnights not available for Iceland*

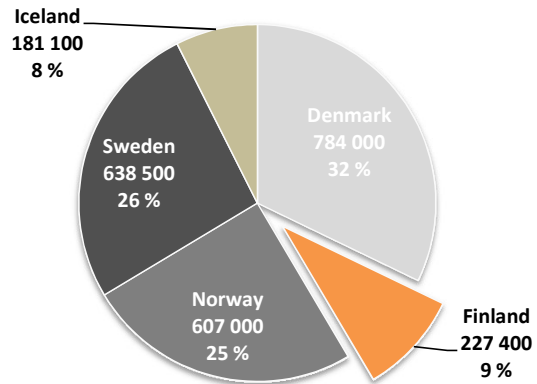
**Change of American overnights by season 2017/16**

Winter (Dec-Apr) Summer (Jun-Aug)



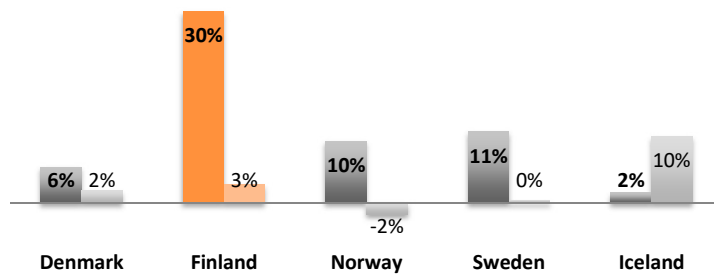
# The Netherlands

Nordic countries' share of Dutch overnights 2017



Dutch overnights, change %

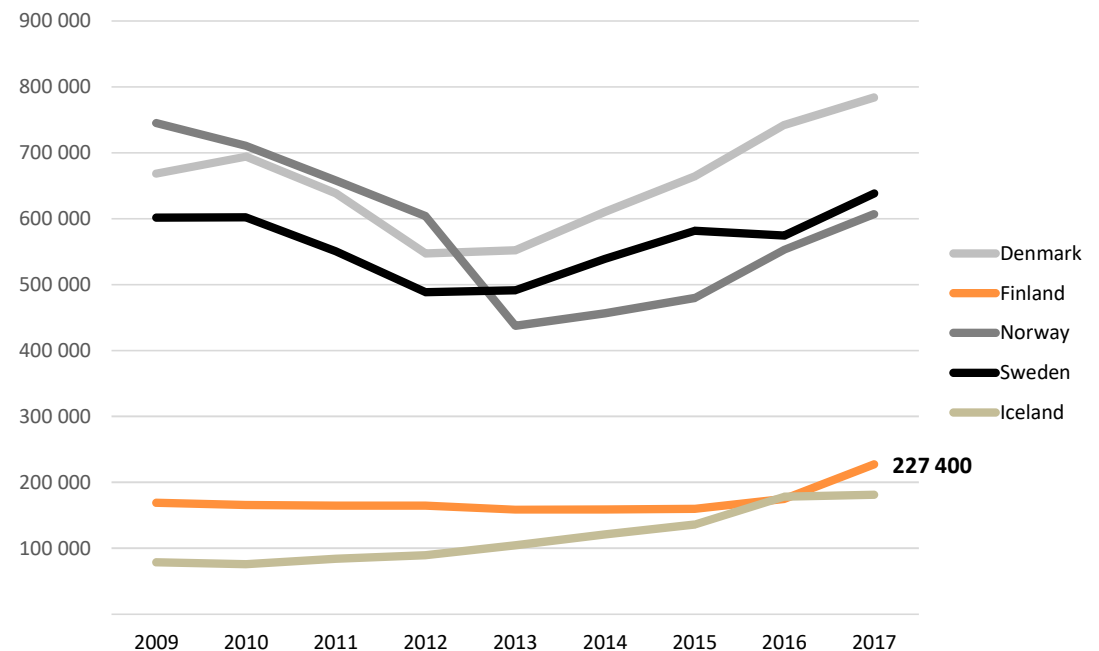
■ Change 2017/16 ■ Average annual change 2009-2017



Finland and Iceland have the smallest shares of the **Dutch overnights** in the Nordic countries. The Netherlands was the **9<sup>th</sup>** biggest market for Finland by the number of overnights.

However, Finland experienced the biggest growth rate in Dutch overnights among all Nordic countries in 2017.

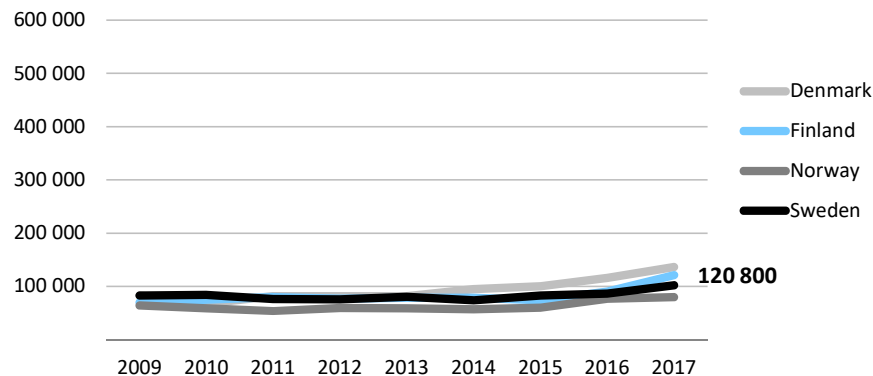
Development of Dutch overnights 2009-2017





# The Netherlands

Dutch overnights in the Nordic countries,  
winter season (Dec-Apr) 2009-2017



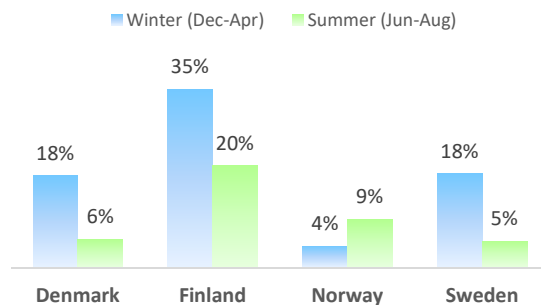
During the **winter season** Dutch spend nearly the same number of overnights in each of the Nordic countries. However, Finland experienced the biggest growth last winter among the Nordics and expanded **its share from 24% to 28%**.

**In summer** Finland still holds only a small **4%** share of all Dutch overnights in the Nordic countries. While the Dutch overnights in summer count only half of those in winter in Finland, the other Nordic countries receive 4 to 6 times more Dutch overnight stays during the summer than in the winter.

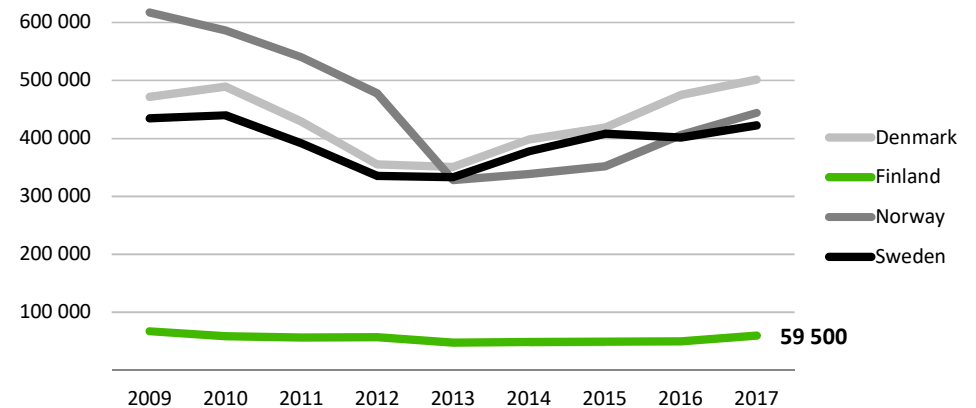
Dutch overnights increased in all Nordic countries both in winter and in summer season last year.

Corresponding seasonal  
overnights not available  
for Iceland

Change of Dutch overnights by season 2017/16

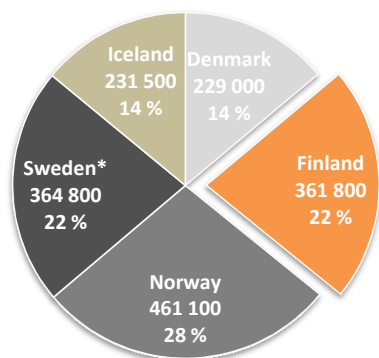


Dutch overnights in the Nordic countries,  
summer season (Jun-Aug) 2009-2017



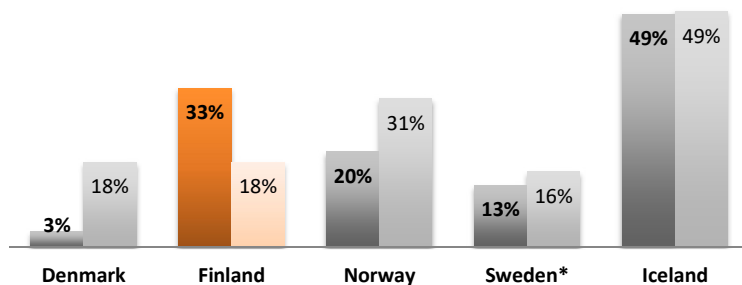
# China (incl. Hong Kong)

Nordic countries' share of Chinese overnights 2017



Chinese overnights, change %

■ Change 2017/16 ■ Average annual change 2009-2017



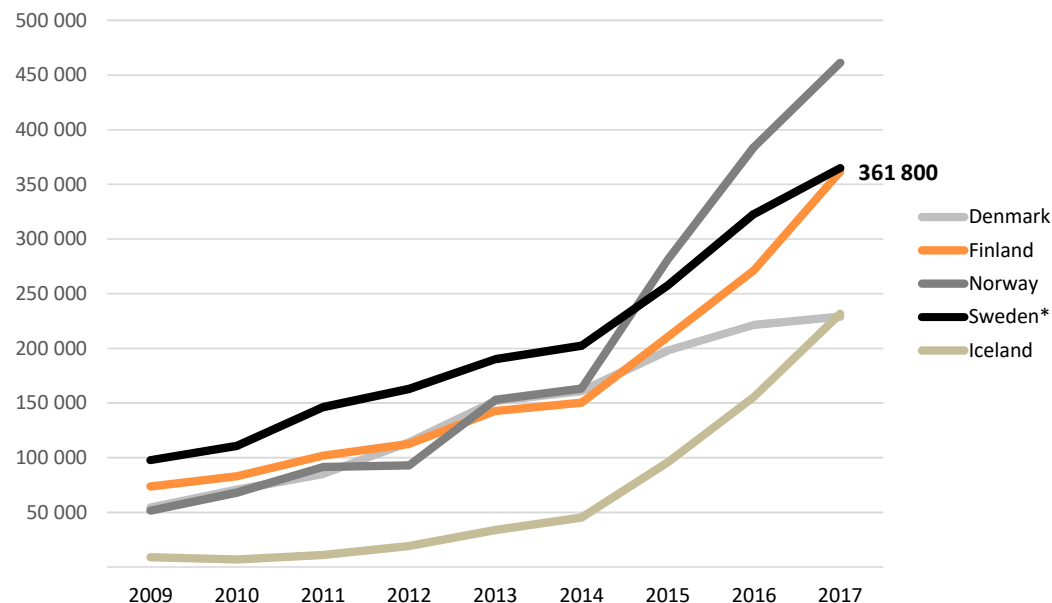
\*) excluding Hong Kong



The number of **Chinese overnights** has increased in each Nordic country during the latest eight years. Especially Norway and Iceland have experienced a very rapid growth since 2014, but also Finland has more than doubled the Chinese overnights in the same time. Finland's share of the Chinese overnights was **22%** in 2017.

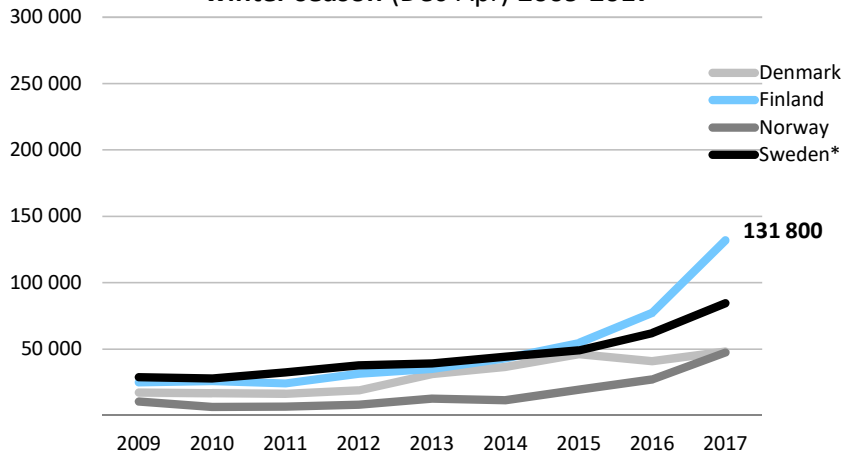
China is on the **5<sup>th</sup>** place on the ranking list of countries with the most overnights spent in Finland.

Development of Chinese overnights 2009-2017



# China (incl. Hong Kong)

**Chinese overnights in the Nordic countries, winter season (Dec-Apr) 2009-2017**

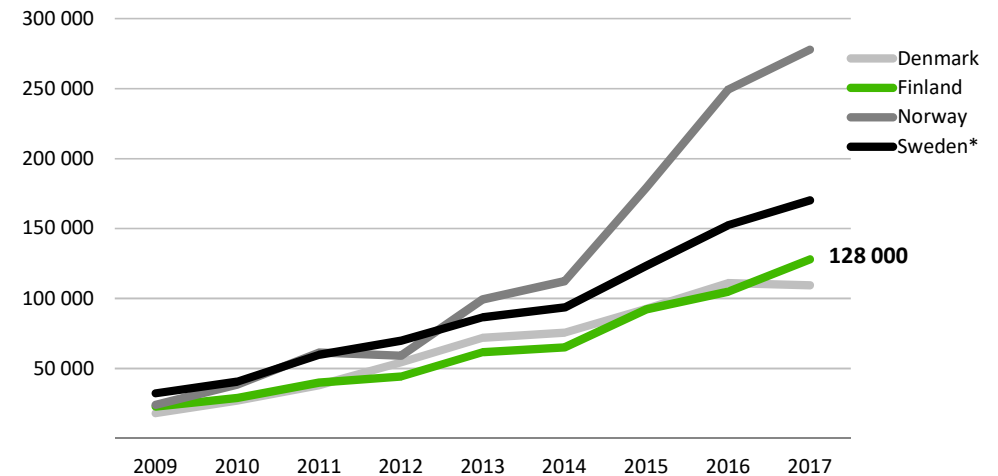


Chinese overnights increased in both seasons in the Nordic countries with an exception of Denmark, where there was a slight decline in Chinese overnights in summer.

Finland is clearly increasing its popularity as a **winter destination**, and its market share grew **from 36% to 42%**.

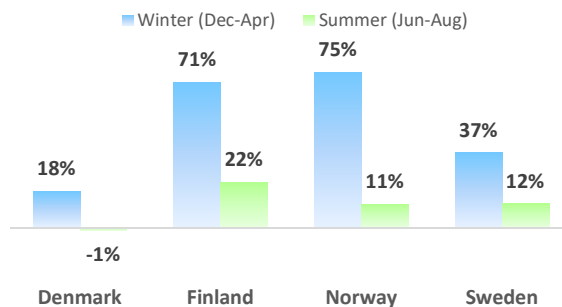
On the other hand, Norway is the most popular destination in summer and its market share was already 41%, while **Finland** had a share of **19%** in summer. Finland also outperformed Denmark in summer 2017.

**Chinese overnights in the Nordic countries, summer season (Jun-Aug) 2009-2017**



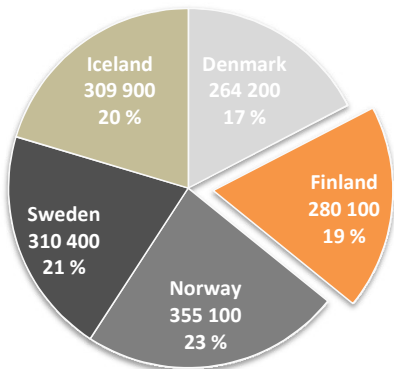
Corresponding seasonal overnights not available for Iceland

**Change of Chinese overnights by season 2017/16**



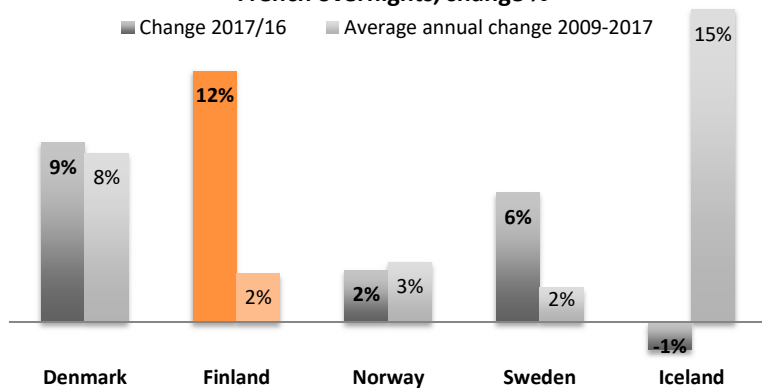
# France

Nordic countries' share of French overnights 2017



French overnights, change %

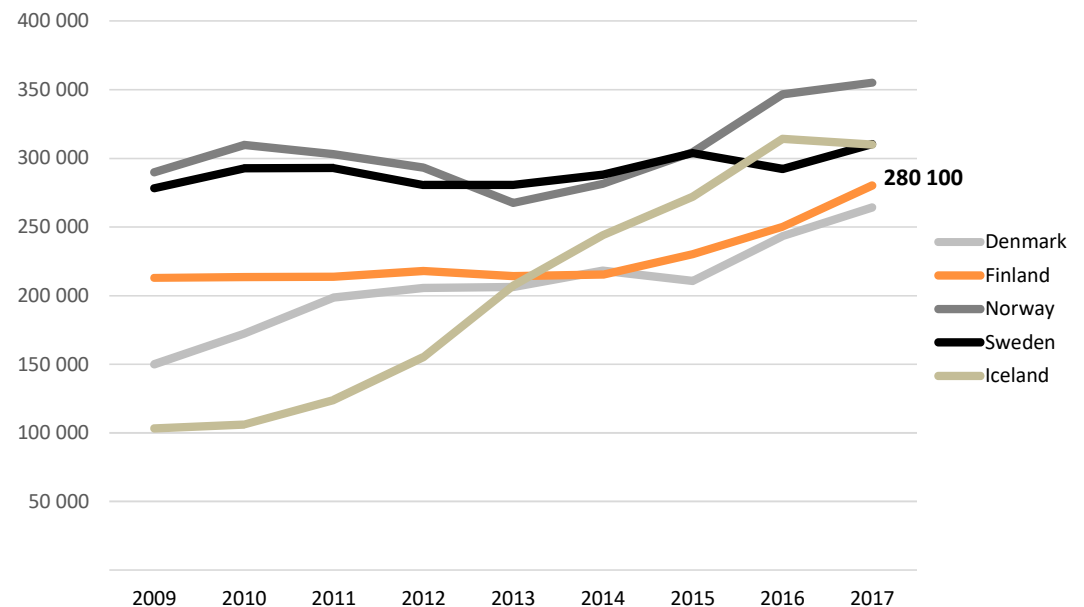
■ Change 2017/16 ■ Average annual change 2009-2017



Finland has a **19% share** of the **French overnights** in the Nordic countries, keeping Denmark still closely behind. Norway took the lead position after 2015 and has kept it, even though Iceland's popularity grew very strongly among the French travelers until 2016.

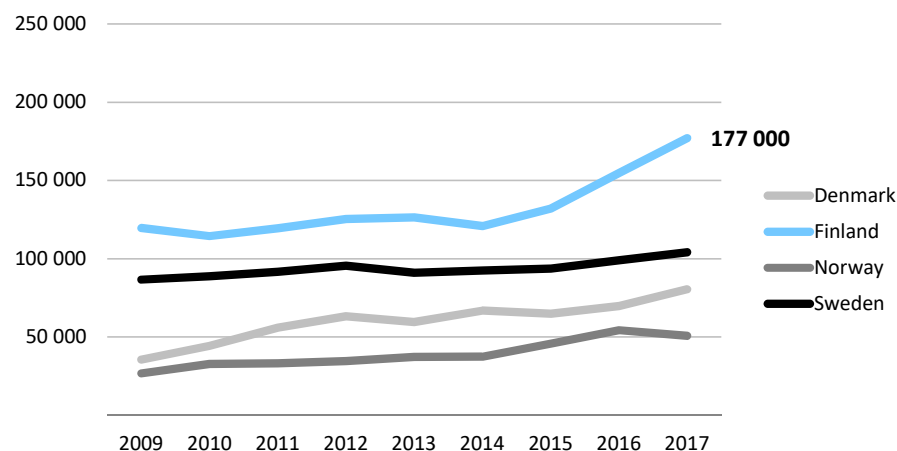
On the Finnish listing of countries with most overnights spent in Finland, France comes on the **6<sup>th</sup>** place. French overnights in Finland have also increased steadily after 2014.

Development of French overnights 2009-2017



# France

**French overnights in the Nordic countries, winter season (Dec-Apr) 2009-2017**



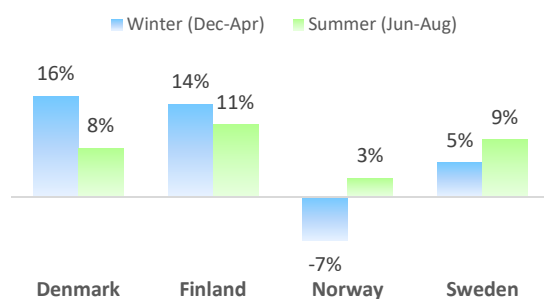
Finland is increasing its popularity as a winter destination among the French travelers, and it had already a share of 43% of the French overnights in the Nordic countries.

In summer it turns the other way round – Norway is number one and Finland holds the last position with a share of 11% of the French overnight stays.

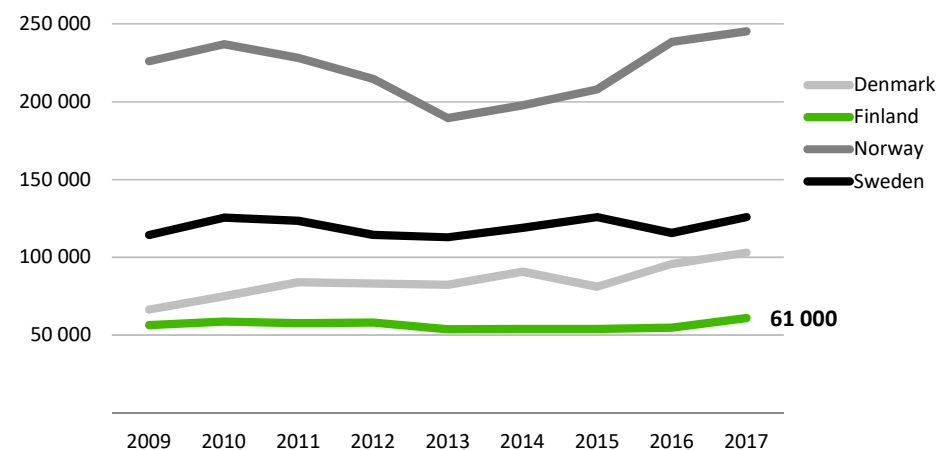
The French overnights increased in both seasons in Finland, Denmark, and Sweden. Overnight stays in Norway decreased in winter, but increased again in summer last year.

*Corresponding seasonal overnights not available for Iceland*

**Change of French overnights by season 2017/16**

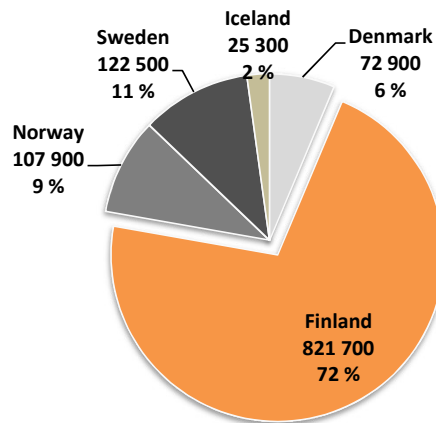


**French overnights in the Nordic countries, summer season (Jun-Aug) 2009-2017**



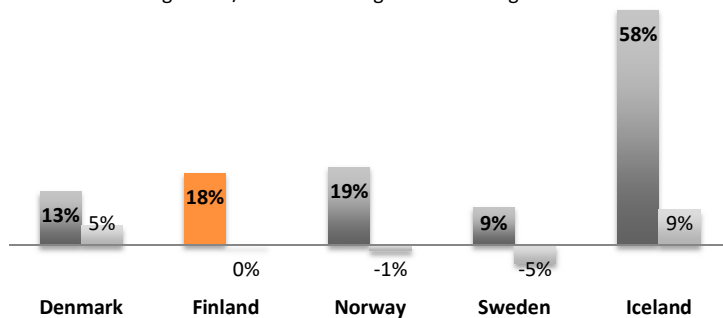
# Russia

Nordic countries' share of Russian overnights 2017



Russian overnights, change %

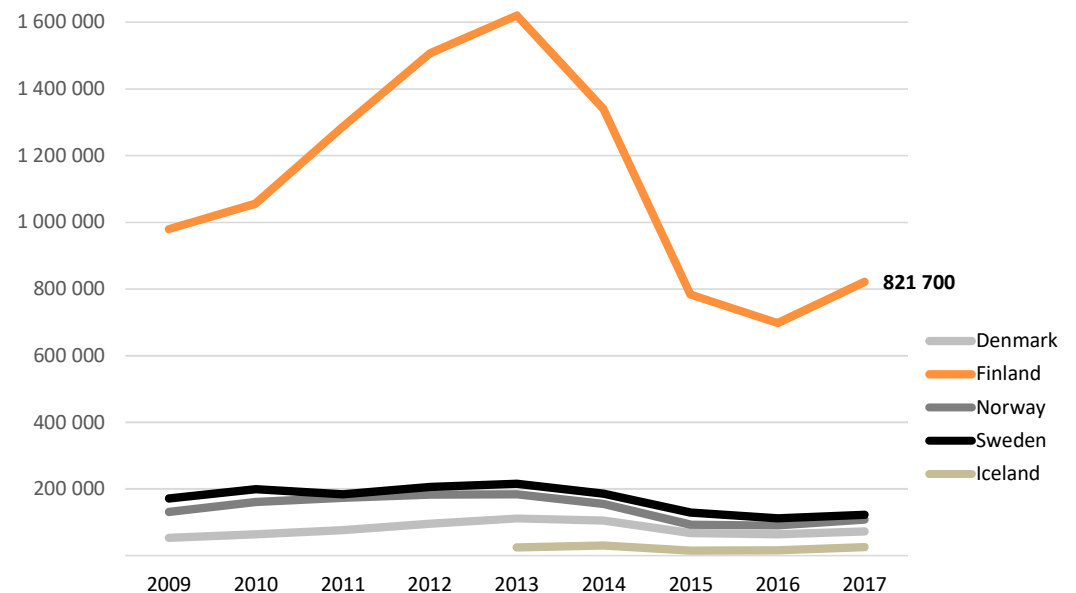
■ Change 2017/16 ■ Average annual change 2009-2017



Finland dominates the **Russian travel market** with a **72%** share of the overnights in the Nordic countries. Russia is also **number 1** country of origin by the number of overnights spent in Finland.

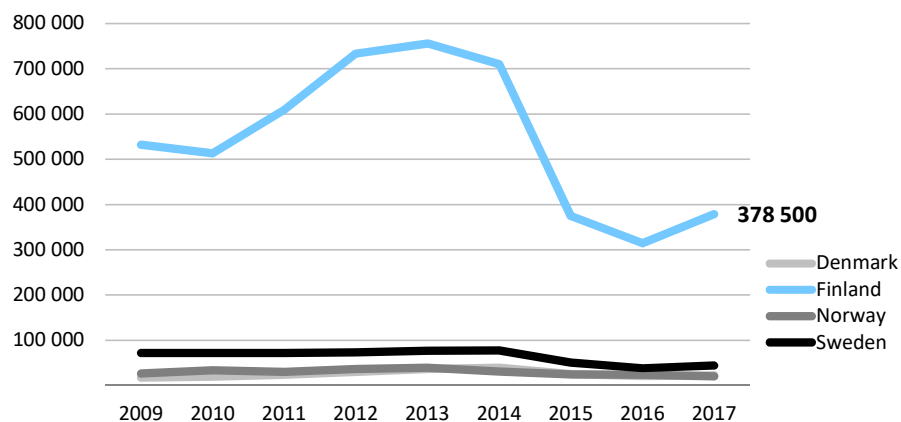
After the slow down of the Russian economic development starting in 2014, Russian travel decreased heavily also to the Nordic countries and especially to Finland. However, the ruble rate started to strengthen in late 2016 and at the same time the Russian travel started to recuperate. In 2017 the Russian overnights increased in all Nordic countries.

Development of Russian overnights 2009-2017



# Russia

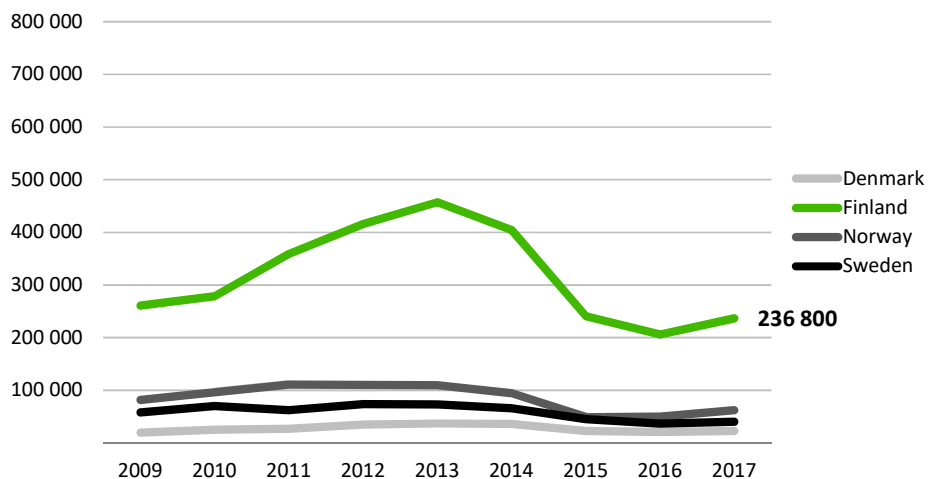
**Russian overnights in the Nordic countries, winter season (Dec-Apr) 2009-2017**



Russians spend more overnights in the winter than in the summer season in Finland, and winter overnights also increased more last year.

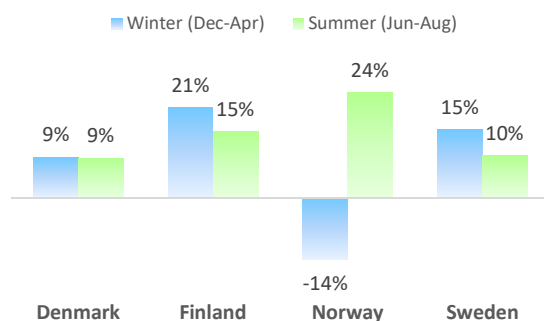
**Finland's share of the winter overnights** in the Nordic countries was **81%**, and for **summer overnights 65%**.

**Russian overnights in the Nordic countries, summer season (Jun-Aug) 2009-2017**



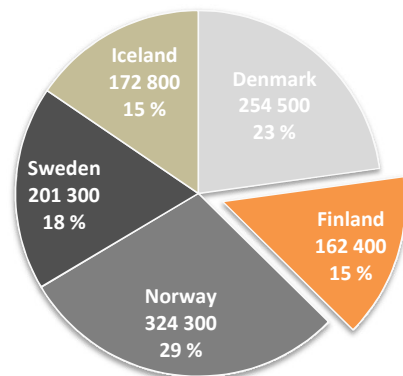
*Corresponding seasonal overnights not available for Iceland*

**Change of Russian overnights by season 2017/16**



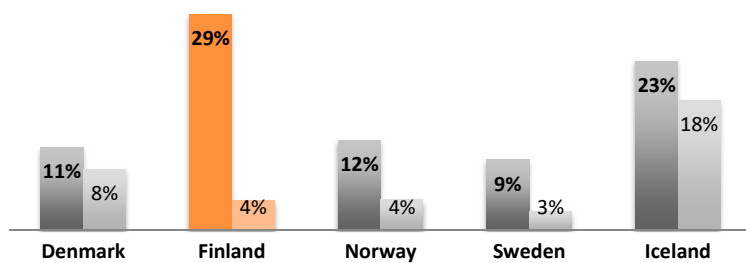
# Spain

Nordic countries' share of Spanish overnights 2017



Spanish overnights, change %

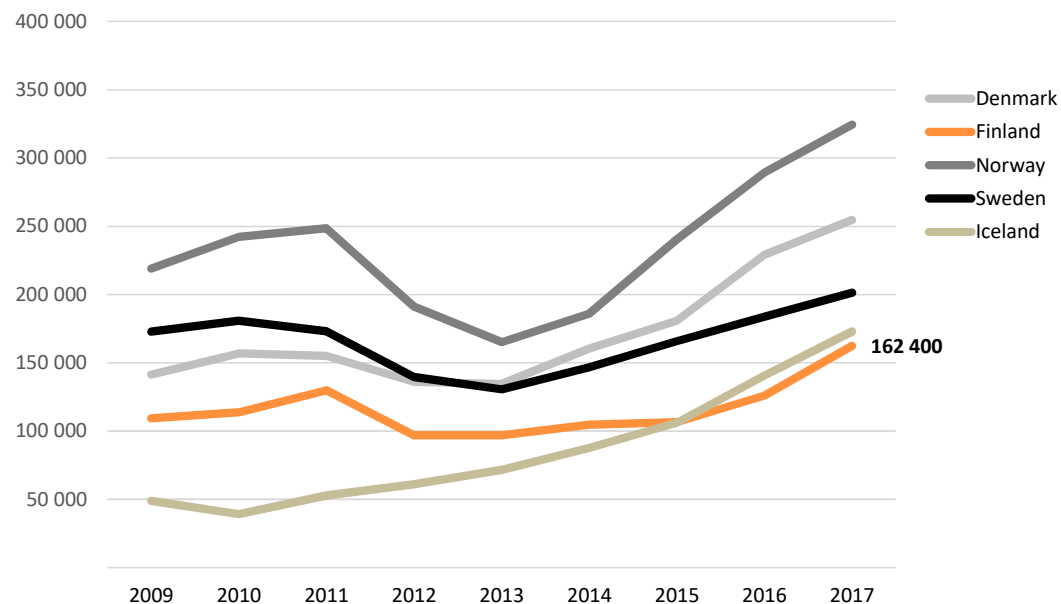
■ Change 2017/16 ■ Average annual change 2009-2017



All Nordic countries experienced a strong growth in the number of **Spanish overnights** last year. Norway leads with a 29% share, while **Finland's share** remained much smaller at **15%**, even though Finland had the biggest growth rate in 2017 among the Nordic countries.

Spain overtook Italy and was the **13<sup>th</sup>** biggest country of origin for Finland by the number of overnights in 2017.

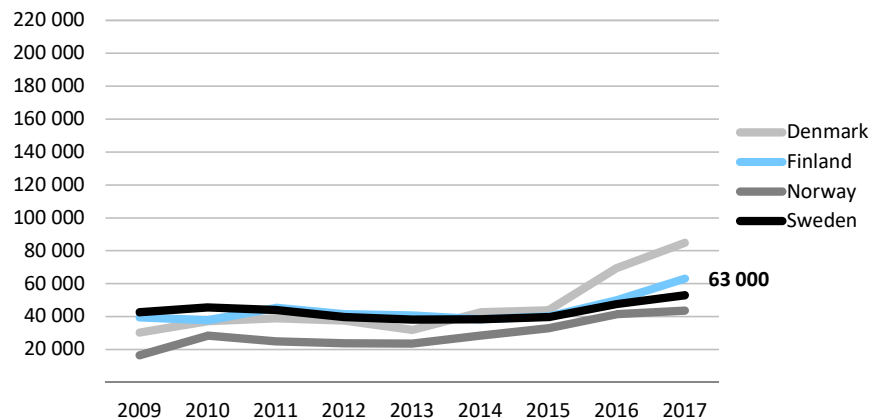
Development of Spanish overnights 2009-2017





# Spain

Spanish overnights in the Nordic countries, winter season (Dec-Apr) 2009-2017

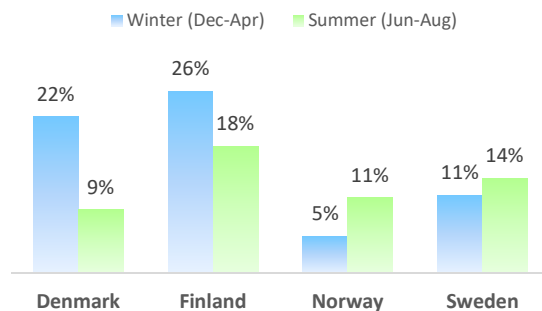


Finland is the only country among its Nordic neighbors with more **Spanish overnights** during the winter than in the summer season. In Norway summer is nearly five times more popular than winter among the Spanish visitors, and summer overnights are also growing faster.

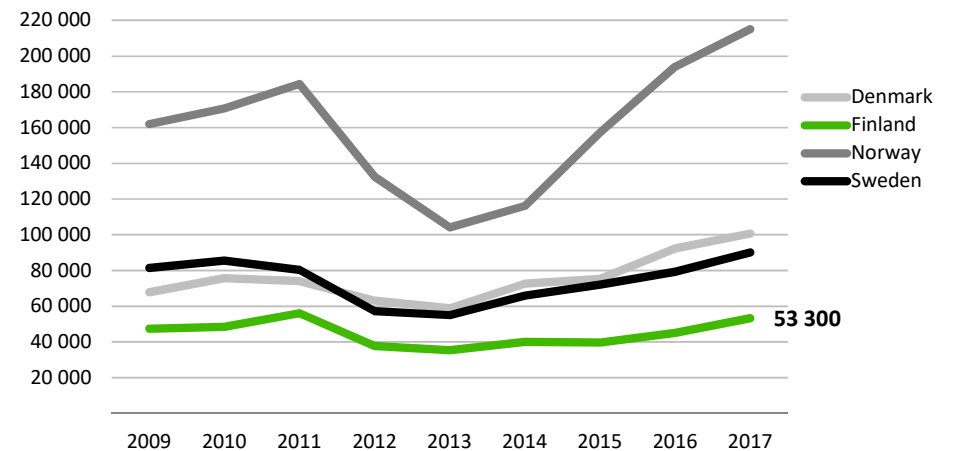
**Finland's share** of Spanish overnights grew **from 23% to 26% during winter**, but the share remained low at **12% in summer**.

*Corresponding seasonal overnights not available for Iceland*

Change of Spanish overnights by season 2017/16

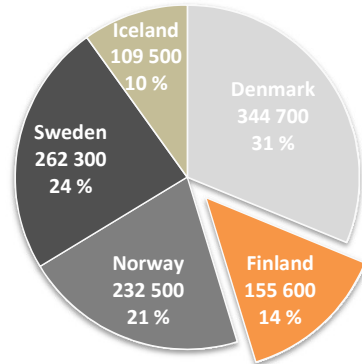


Spanish overnights in the Nordic countries, summer season (Jun-Aug) 2009-2017



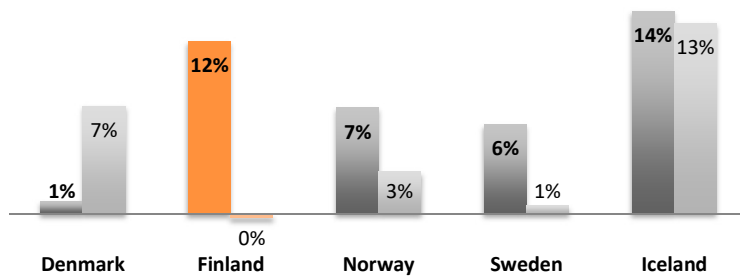
# Italy

Nordic countries' share of Italian overnights 2017



Italian overnights, change %

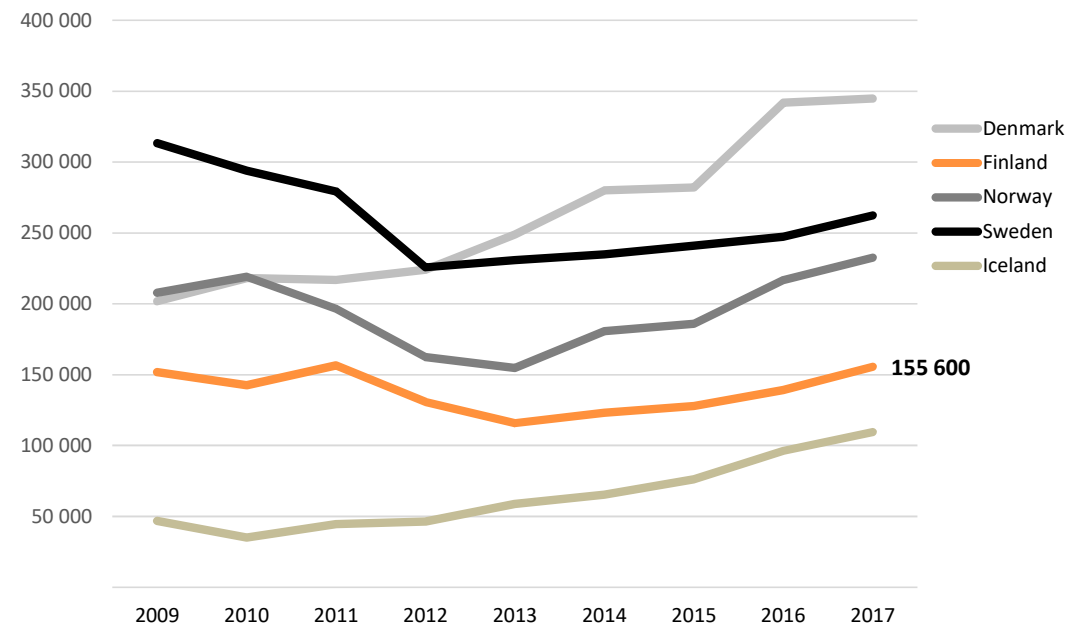
■ Change 2017/16 ■ Average annual change 2009-2017



Finland has a **14%** share of **Italian overnights** in the Nordic countries. On Finland's country listing Italy comes on the **14<sup>th</sup>** place by the number of overnights.

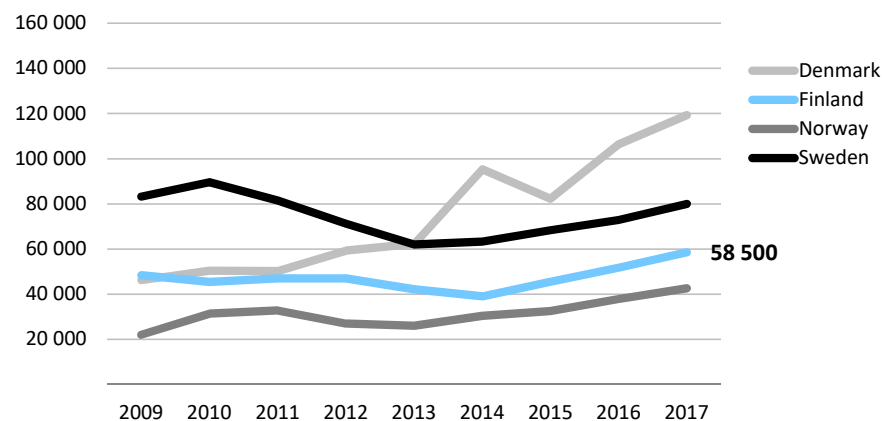
Iceland and Finland experienced biggest growth in Italian overnights last year. On the long run, Iceland and Denmark have increased their popularity the most among the Italian travelers.

Development of Italian overnights 2009-2017



# Italy

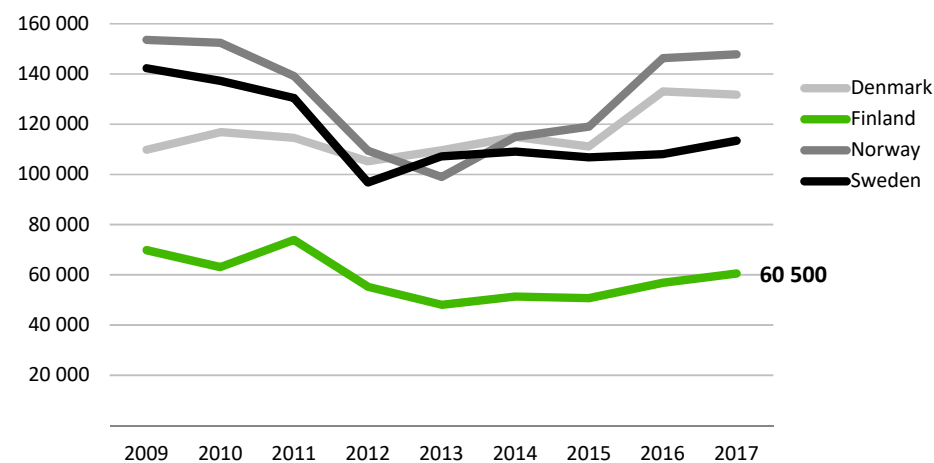
Italian overnights in the Nordic countries,  
winter season (Dec-Apr) 2009-2017



Finland holds a **19%** share of **Italian overnights** in the Nordic countries during the **winter season**, but only **13% in summer**.

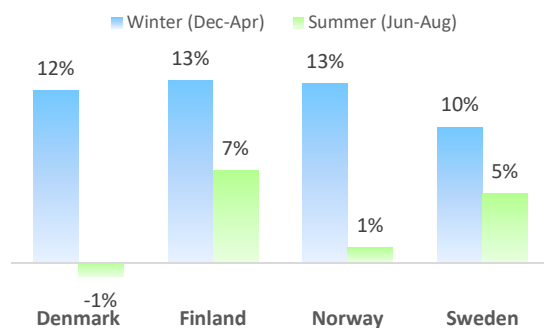
Italian overnights increased in all Nordic countries during the winter season 2017. Overnight stays increased also slightly in other countries than in Denmark, which had a small drop.

Italian overnights in the Nordic countries,  
summer season (Jun-Aug) 2009-2017



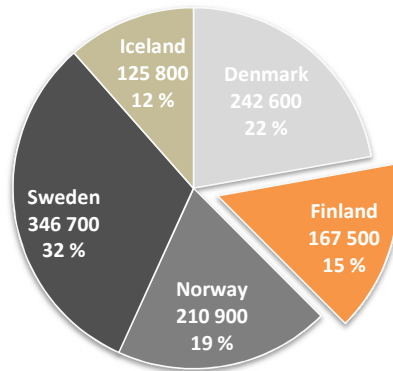
Corresponding seasonal  
overnights not available  
for Iceland

Change of Italian overnights by season 2017/16



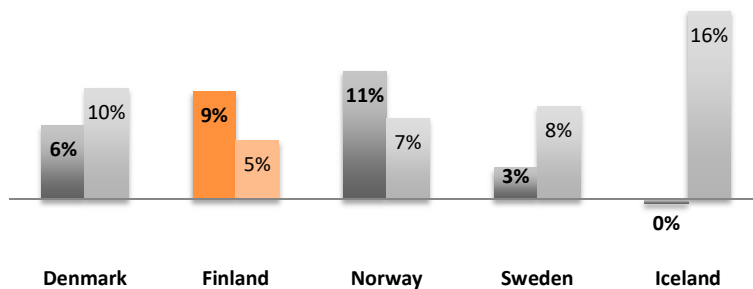
# Switzerland

Nordic countries' share of Swiss overnights 2017



Swiss overnights, change %

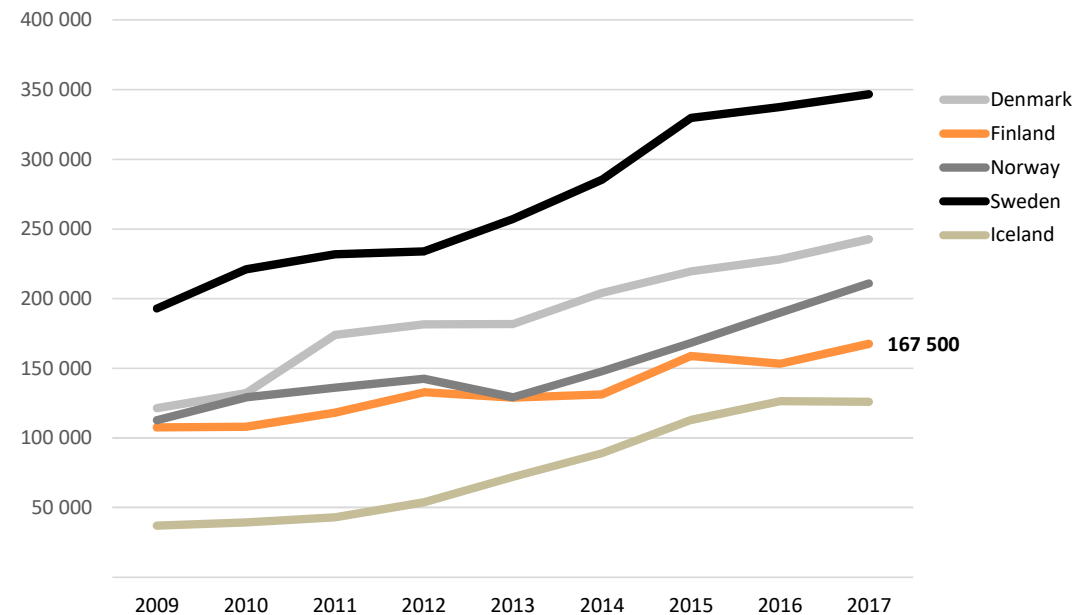
■ Change 2017/16 ■ Average annual change 2009-2017



Finland's share of **Swiss overnights** in the Nordic countries was **15%**. Sweden is the clear leader among the Nordic countries with an average annual growth of 8% during the last eight years. The interest towards the Nordics has increased quite steadily in Switzerland. Last year each Nordic country except Iceland experienced good growth in the number of Swiss overnights.

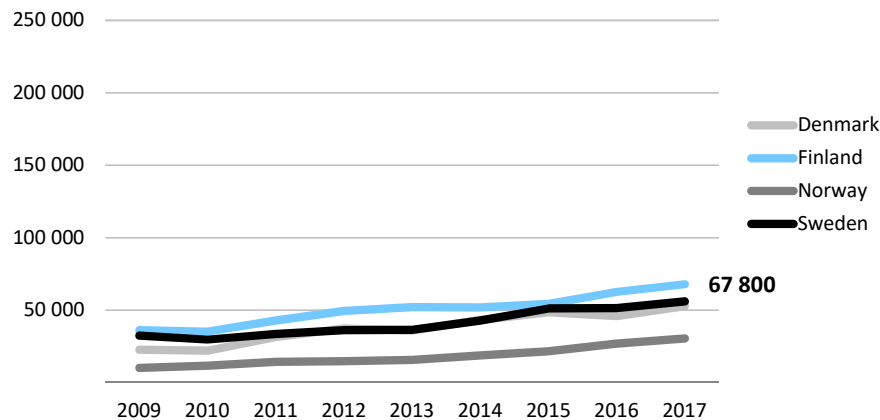
Switzerland was the **12<sup>th</sup>** biggest country of origin by the number of overnights in Finland in 2017.

Development of Swiss overnights 2009-2017



# Switzerland

Swiss overnights in the Nordic countries,  
winter season (Dec-Apr) 2009-2017

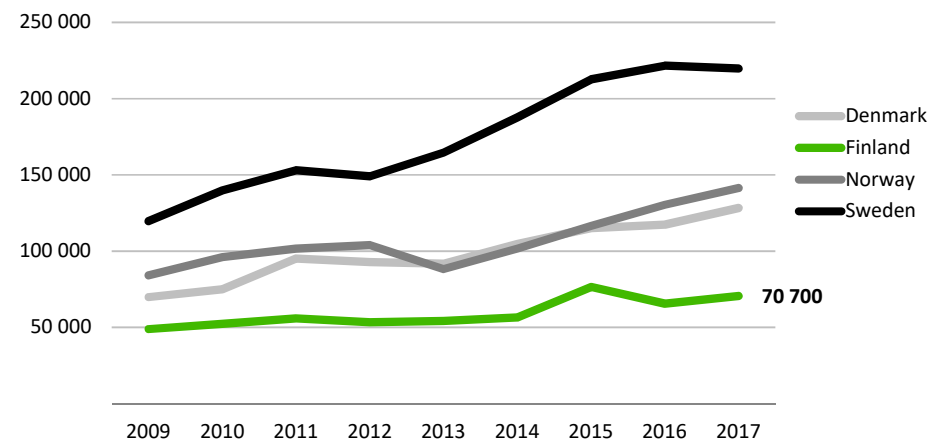


Finland leads with a **33% share** of **Swiss overnights** in the Nordic countries during the **winter season**, and it also continued with the upward trend.

As opposite to winter, Finland holds the lowest position in overnights during the **summer season**, and its share was only **13%**.

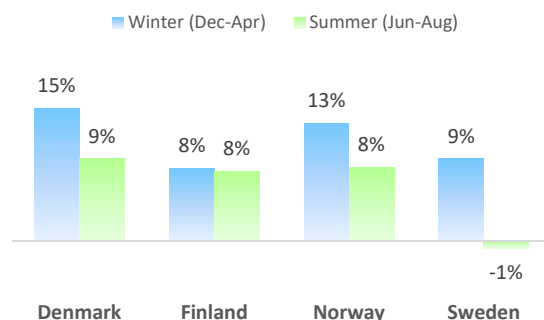
Winter travel to all Nordic countries increased during the winter season, and also summer travel developed to a positive direction in other countries than Sweden, which had a small drop in Swiss overnight stays last summer.

Swiss overnights in the Nordic countries,  
summer season (Jun-Aug) 2009-2017



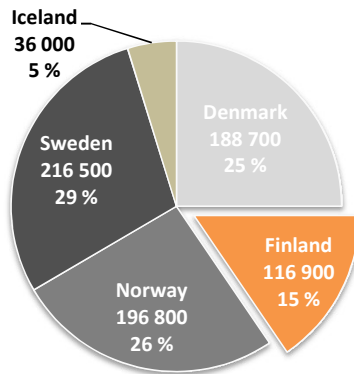
Corresponding seasonal  
overnights not available  
for Iceland

Change of Swiss overnights by season 2017/16



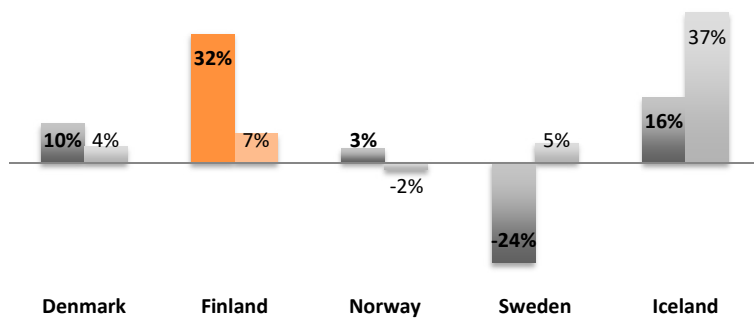
# Poland

Nordic countries' share of Polish overnights 2017



Polish overnights, change %

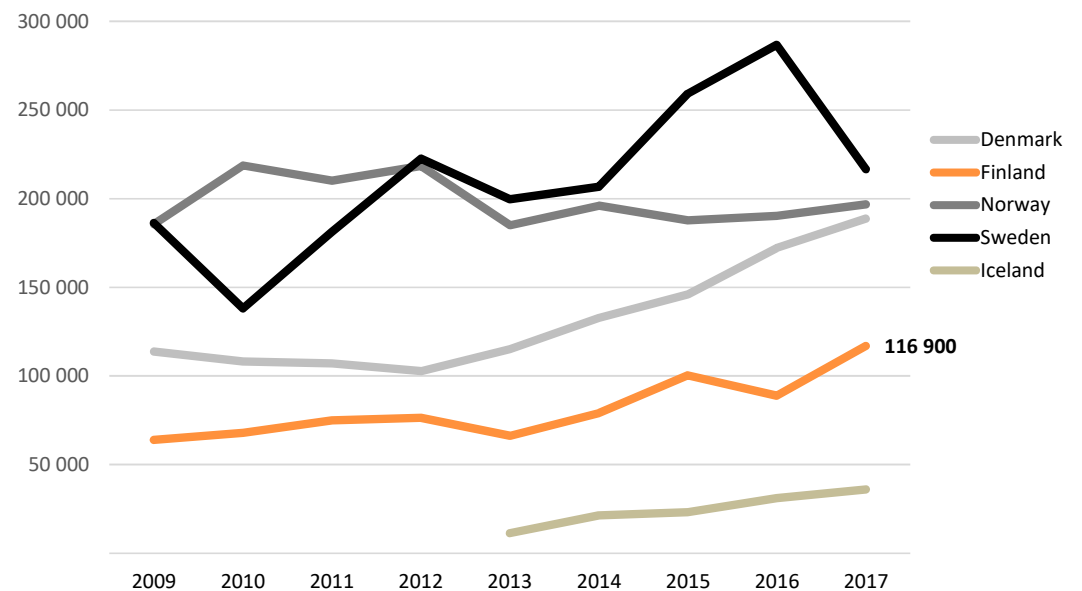
■ Change 2017/16 ■ Average annual change 2009-2017



**Polish overnights** increased very rapidly in Sweden from 2014 to 2016, but dropped significantly last year. On the other hand, overnights to Finland increased last year by 32% so that Finland's share increased to **15%**.

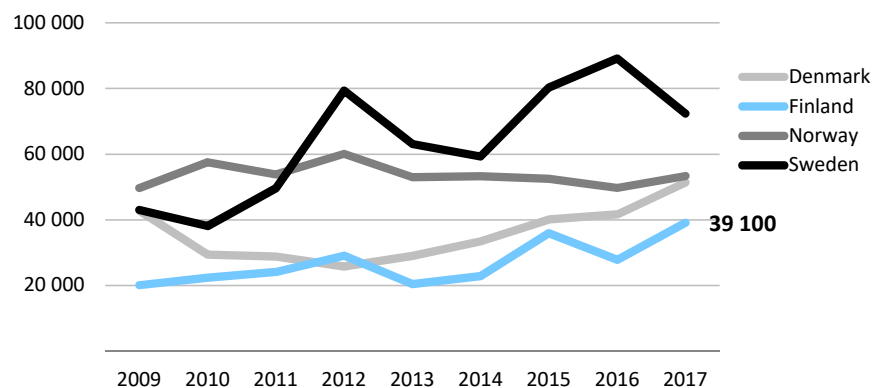
Poland was the **15<sup>th</sup>** biggest country of origin by the overnights spent in Finland last year.

Development of Polish overnights 2009-2017



# Poland

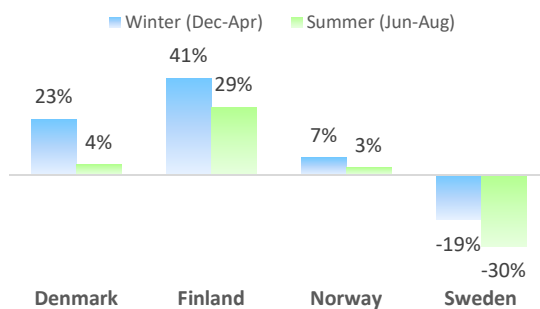
Polish overnights in the Nordic countries,  
winter season (Dec-Apr) 2009-2017



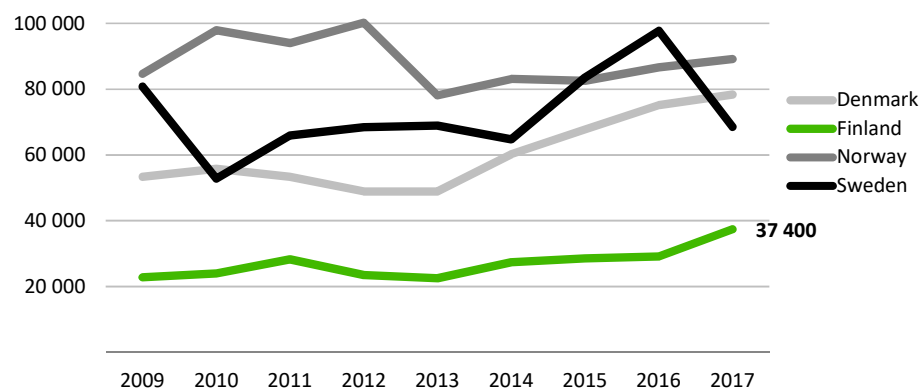
The number of Polish overnights in Finland are equally small both in winter as in summer compared to the other Nordic countries. However, while the Polish overnights decreased in Sweden, they increased significantly in Finland during both winter and summer seasons.

Corresponding seasonal  
overnights not available  
for Iceland

Change of Polish overnights by season 2017/16

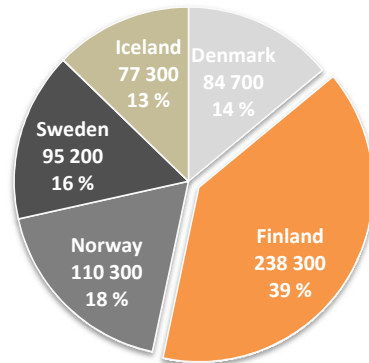


Polish overnights in the Nordic countries,  
summer season (Jun-Aug) 2009-2017

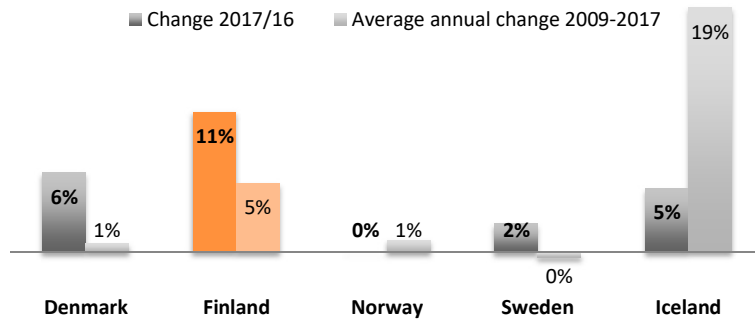


# Japan

Nordic countries' share of Japanese overnights 2017



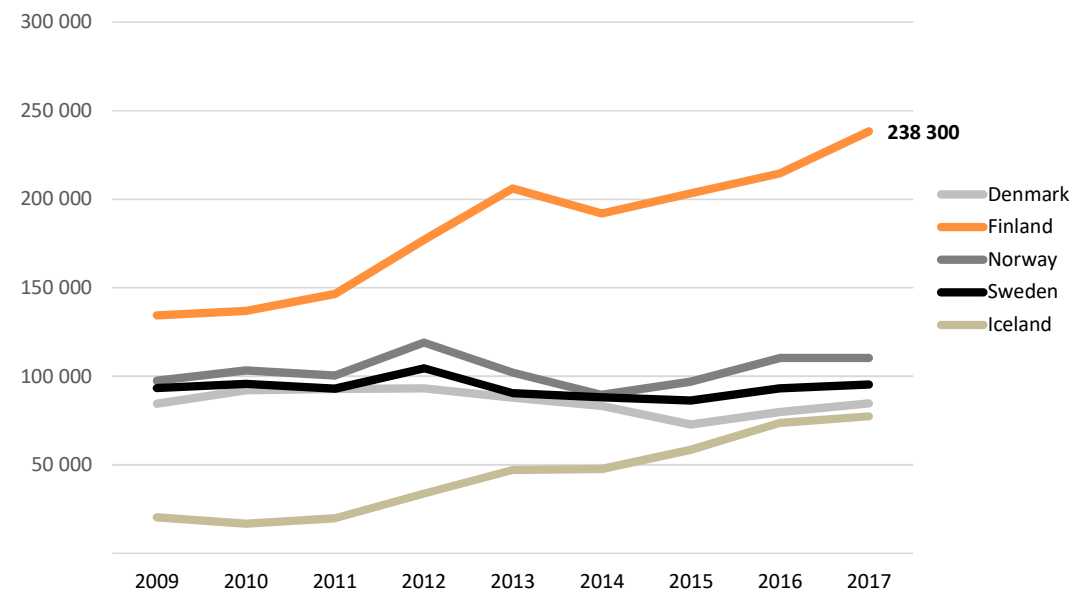
Japanese overnights, change %



Finland dominates the **Japanese travel market** with a **39%** share of overnights spent in the Nordic countries. Japanese overnights have also increased steadily in Finland in recent years, and last year the growth outperformed also clearly the other Nordic countries.

Japan was the **8<sup>th</sup>** biggest country of origin by the number of overnights in Finland in 2017.

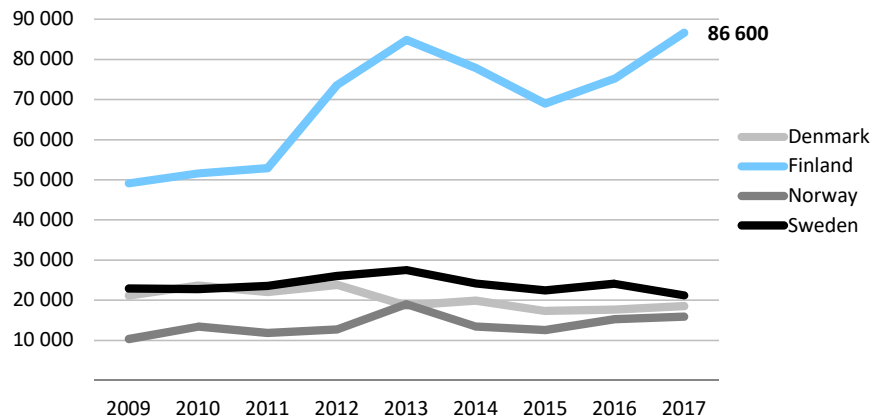
Development of Japanese overnights 2009-2017





# Japan

Japanese overnights in the Nordic countries,  
winter season (Dec-Apr) 2009-2017



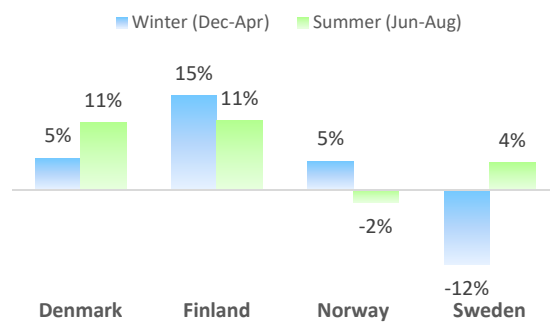
Finland has the lead position in Japanese overnights in the Nordic countries both in winter and in summer seasons, and it also had the biggest increases in the number of overnights during both seasons last year.

The difference between Finland and its Nordic neighbors is significantly higher in **winter**, with Finland growing its share **from 57% to 61%** in 2017.

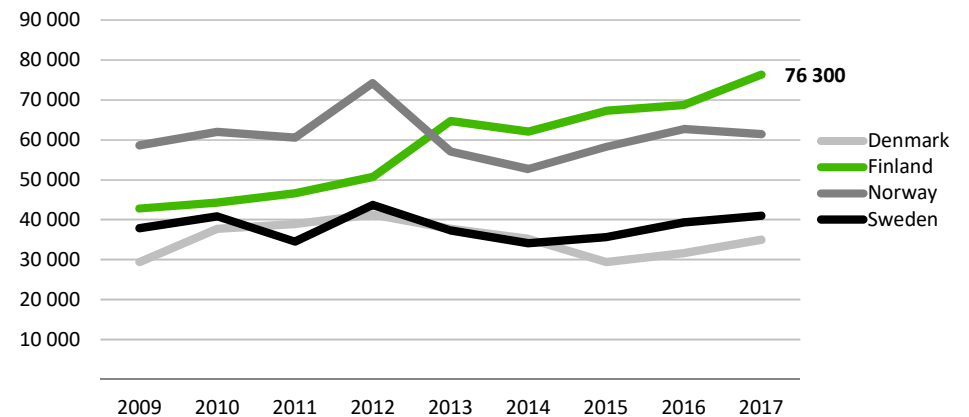
In **summer** the difference between Finland and Norway increased again, as overnights increased in Finland but decreased in Norway compared to 2016. Finland's share of Japanese overnights increased from **34% to 36%** in summer 2017.

Corresponding seasonal  
overnights not available  
for Iceland

Change of Japanese overnights by season 2017/16

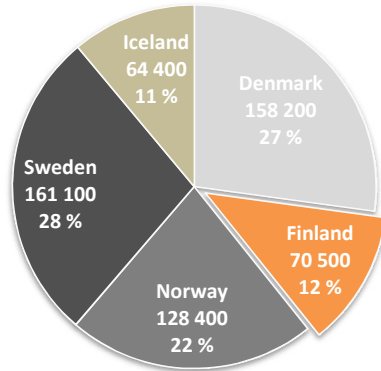


Japanese overnights in the Nordic countries,  
summer season (Jun-Aug) 2009-2017



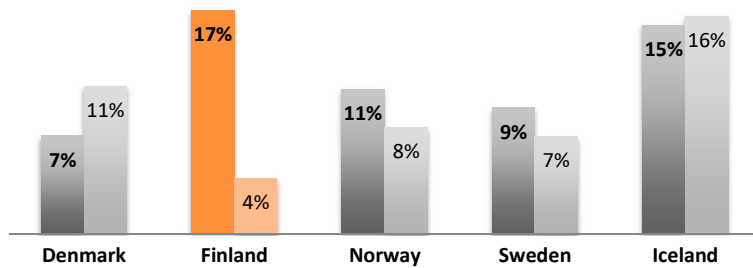
# Belgium

Nordic countries' share of Belgian overnights 2017



Belgian overnights, change %

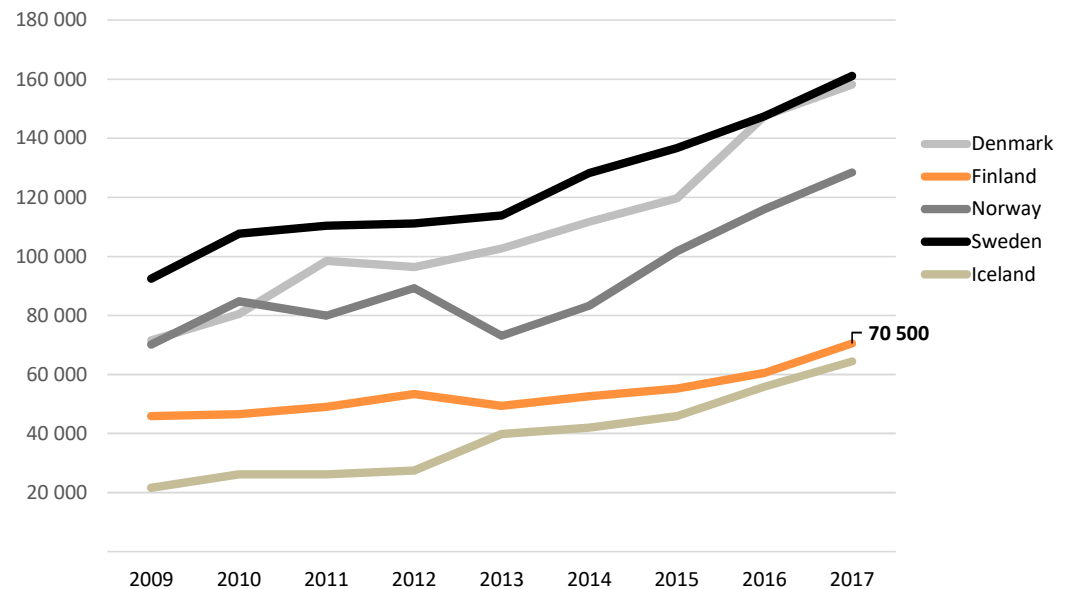
■ Change 2017/16 ■ Average annual change 2009-2017



Finland and Iceland have the smallest shares of the **Belgian overnights** among the Nordic countries. However, Belgian travelers seem to have a growing interest of traveling to the Nordics as each country have experienced a steady growth in the number of Belgian overnights since 2013.

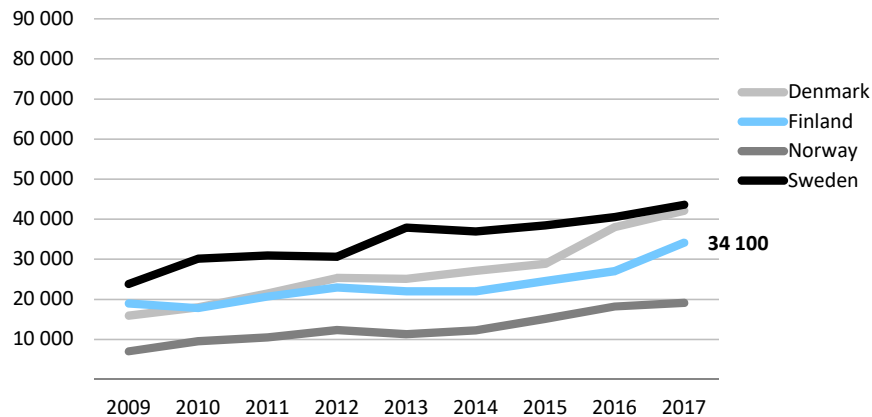
Belgium was the **20<sup>th</sup>** biggest country of origin by the number of overnights in Finland in 2017.

Development of Belgian overnights 2009-2017



# Belgium

Belgian overnights in the Nordic countries, winter season (Dec-Apr) 2009-2017

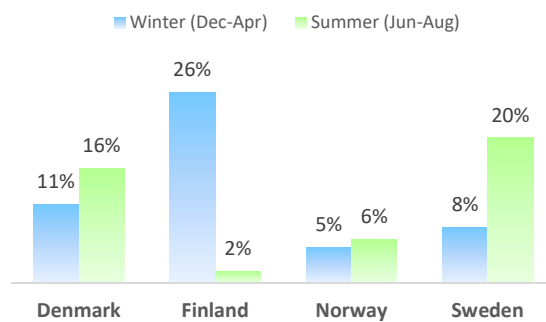


Finland had a **25% share** of the **Belgian overnights** in the Nordic countries during the **winter season** last year. **In summer** Finland has remained at a much lower level than its Nordic neighbors, with only a **8%** share of all overnights among the four counties.

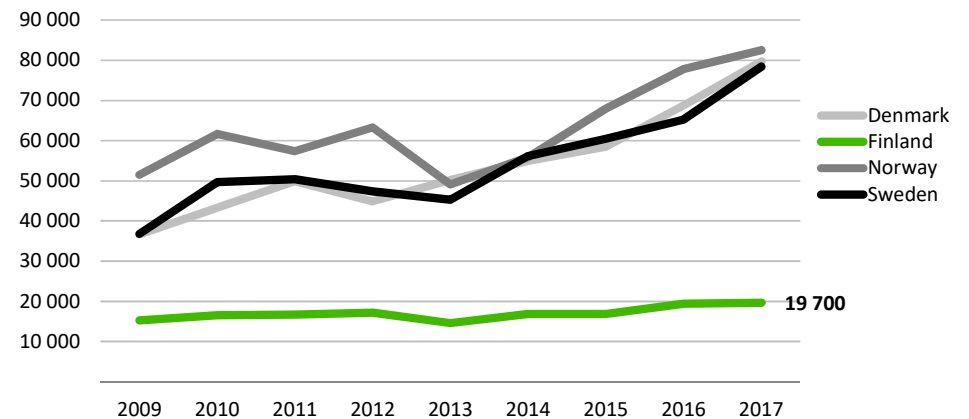
Finland also experienced a big increase in winter overnights, while the other Nordic countries experienced a significant growth in the number of Belgian overnights especially in summer last year.

Corresponding seasonal overnights not available for Iceland

Change of Belgian overnights by season 2017/16

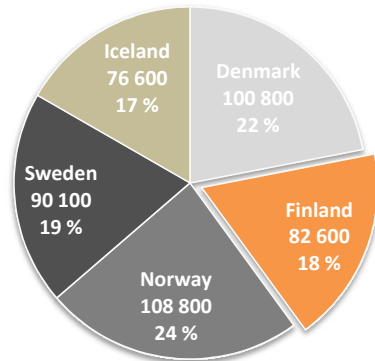


Belgian overnights in the Nordic countries, summer season (Jun-Aug) 2009-2017



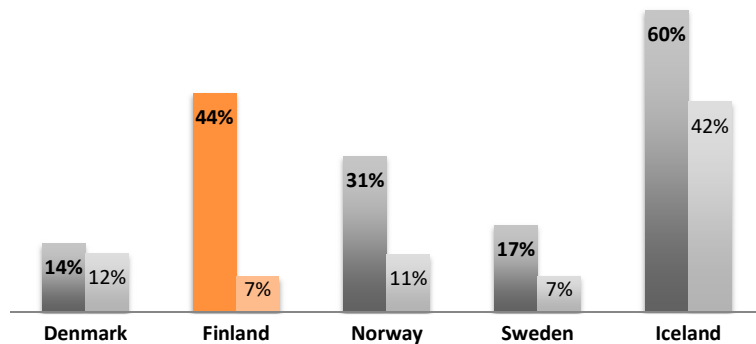
# Australia

Nordic countries' share of Australian overnights 2017



Australian overnights, change %

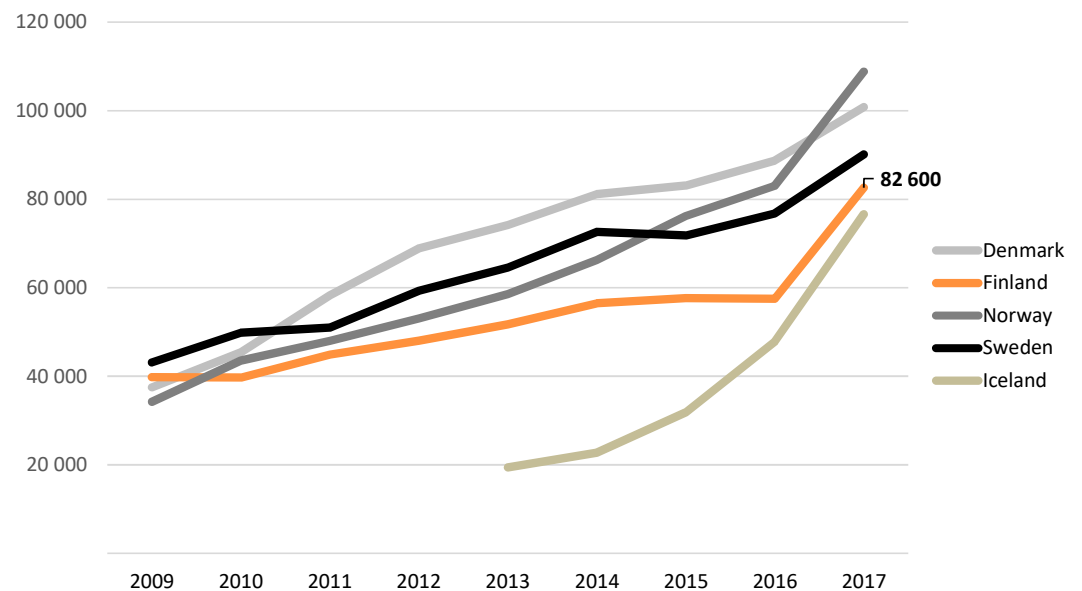
■ Change 2017/16 ■ Average annual change 2009-2017



**Australian travelers** increased their visits to the Nordic countries significantly last year. Norway and Denmark received already more than 100,000 overnights, and also Sweden, Finland, and Iceland reached new record levels in Australian overnights spent in each country. Australian overnights have more than doubled in Finland compared to 2009.

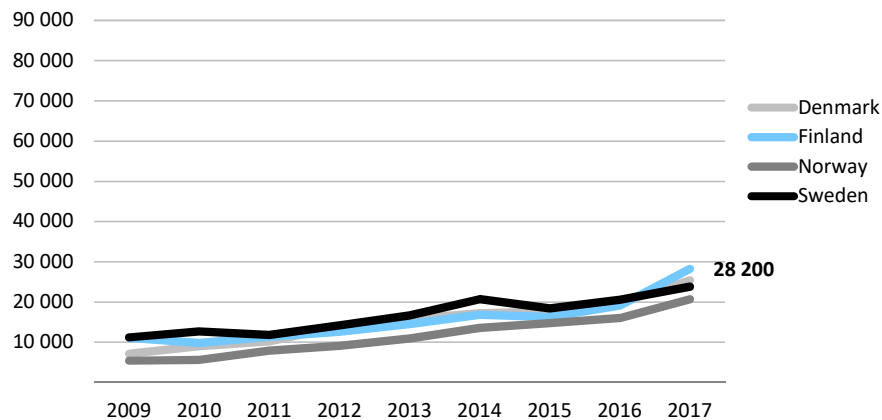
Australia was **the 17<sup>th</sup> biggest** country of origin by the number of overnights in Finland in 2017.

Development of Australian overnights 2009-2017



# Australia

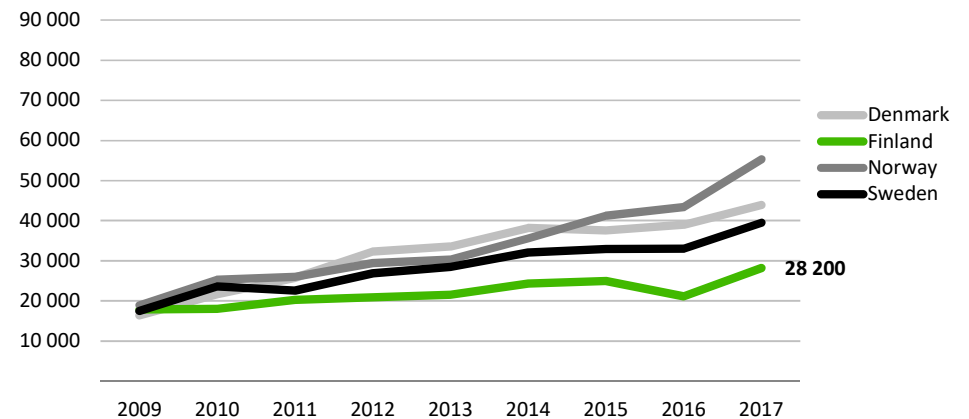
**Australian overnights in the Nordic countries,  
winter season (Dec-Apr) 2009-2017**



Finland had the lead position in Australian overnights in the Nordic countries in winter season last year, with also the biggest growth rate of 48%. **Finland's share of the winter overnights was 29%.**

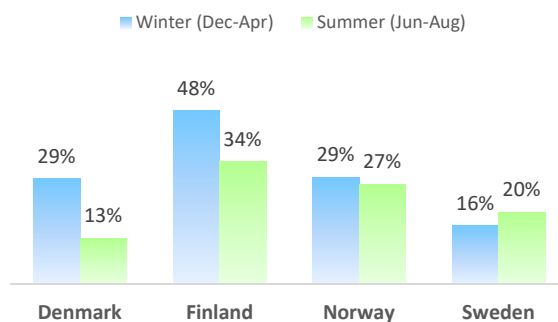
Despite of the biggest growth rate also in summer, Finland stayed behind the other Nordic countries when compared the Australian overnight stays. Finland's share of the overnights was **17% during last summer.**

**Australian overnights in the Nordic countries,  
summer season (Jun-Aug) 2009-2017**



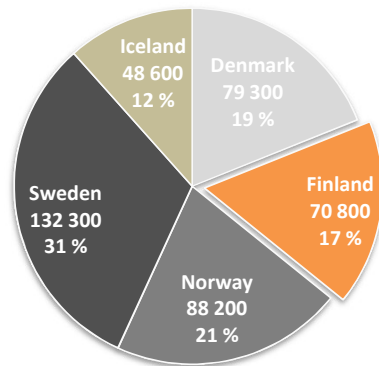
*Corresponding seasonal  
overnights not available  
for Iceland*

**Change of Australian overnights by season 2017/16**

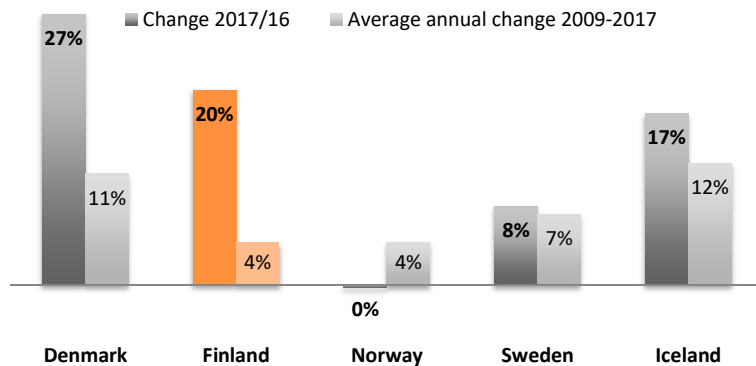


# Austria

Nordic countries' share of Austrian overnights 2017



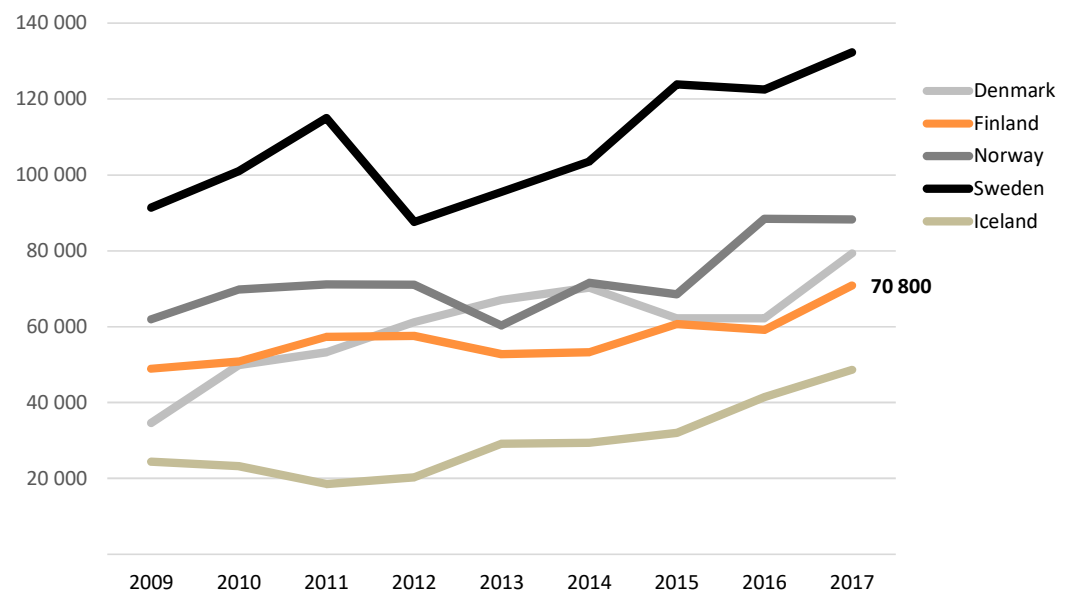
Austrian overnights, change %



Sweden is the most popular Nordic country for the **Austrian travelers**. However, in addition to Sweden the overnight stays by the Austrian visitors increased significantly also in Denmark, Finland and Iceland during 2017.

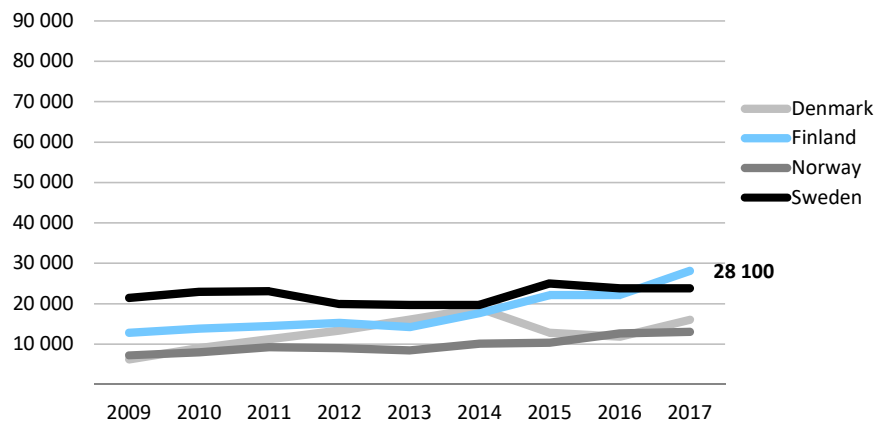
Austria was number **19** in the list of the biggest countries of origin by the number of overnights spent in Finland in 2017.

Development of Austrian overnights 2009-2017



# Austria

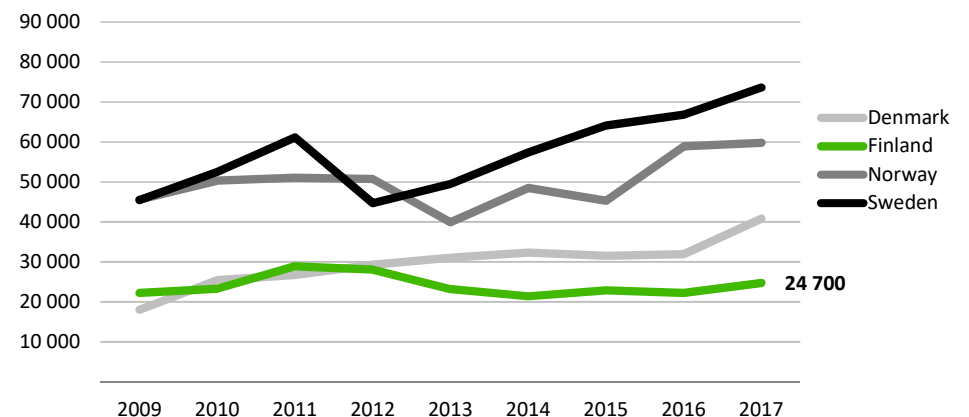
**Austrian overnights in the Nordic countries,  
winter season (Dec-Apr) 2009-2017**



Finland overtook Sweden and climbed to the lead position in Austrian overnights in the Nordic countries in winter season last year. **Finland's share of the winter overnights was 35%.**

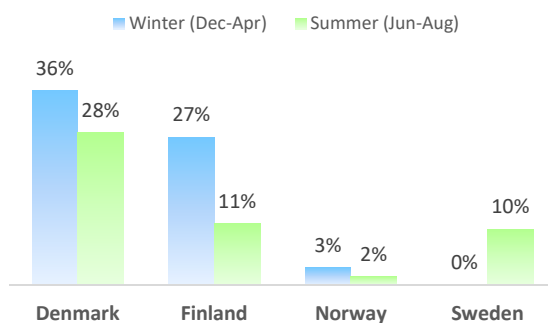
In summer, Finland stayed behind the other Nordic counties when compared the Austrian overnight stays. Finland's share of the overnights was **12% during last summer.**

**Austrian overnights in the Nordic countries,  
summer season (Jun-Aug) 2009-2017**



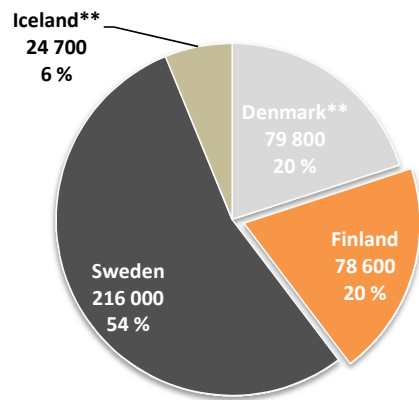
*Corresponding seasonal  
overnights not available  
for Iceland*

**Change of Austrian overnights by season 2017/16**



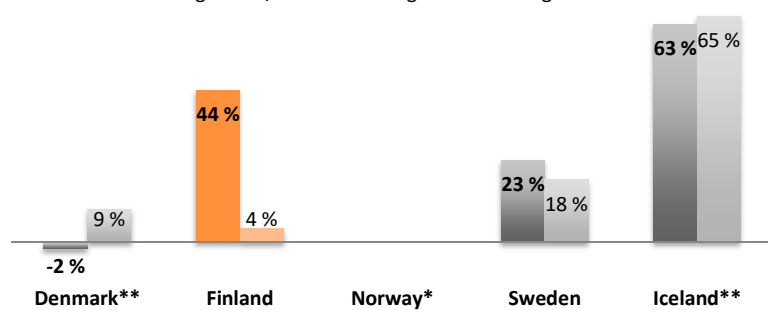
# India

Nordic countries' share of India overnights 2017



Indian overnights, change %

■ Change 2017/16 ■ Average annual change 2009-2017



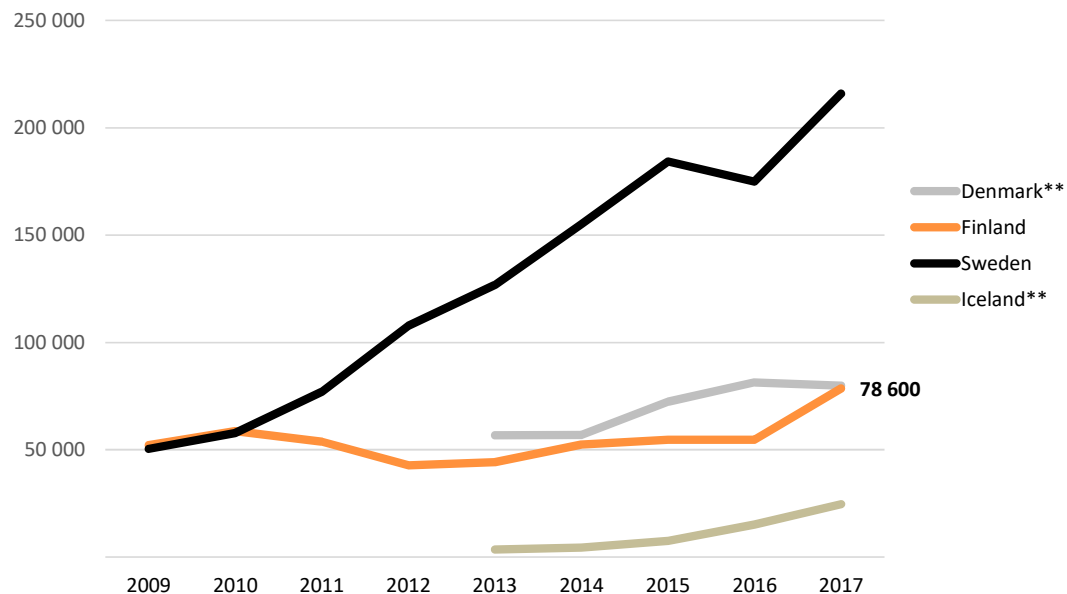
\*) Norway does not report separately overnights for the Indian travellers.

\*\*) Denmark and Iceland have reported Indian overnights from 2013 onwards.

Sweden counts with the majority of the **Indian overnights** spent in the Nordic countries. In addition to Sweden, also Finland and Iceland received clearly more Indian visitors in 2017 than during the previous year.

India was the **18<sup>th</sup>** biggest country of origin by the number of overnights in Finland in 2017.

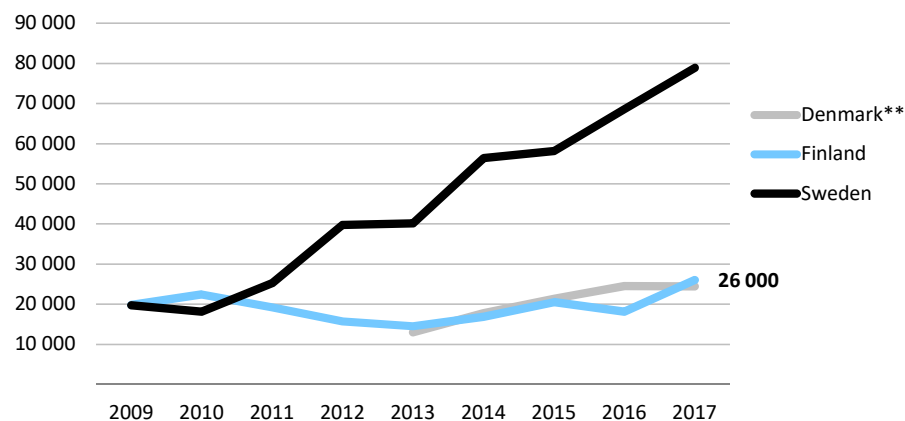
Development of Indian overnights 2009-2017





# India

Indian overnights in the Nordic countries,  
winter season (Dec-Apr) 2009-2017



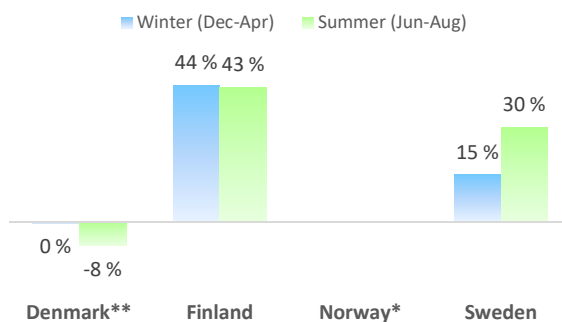
Sweden is the clear leader both for winter and summer Indian overnight stays in the Nordic countries. Both Finland and Sweden counted with significant growth rates in both winter and summer overnights.

Corresponding seasonal overnights not available for Iceland

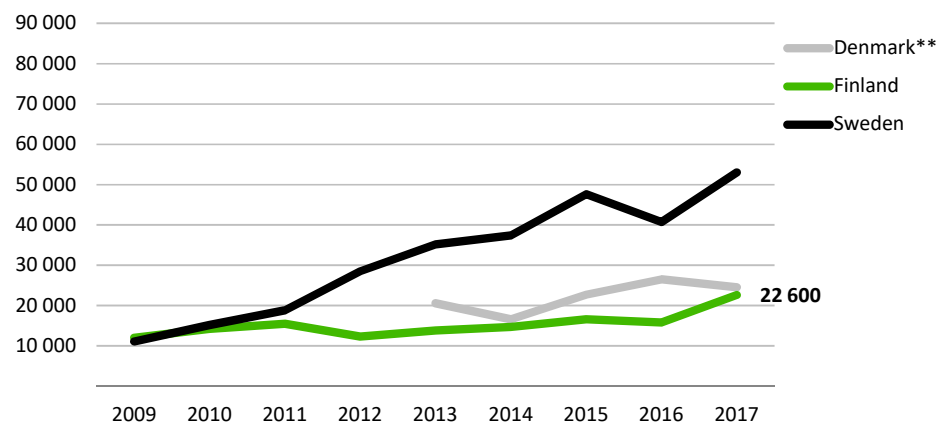
\*) Norway does not report separately overnights for the Indian travellers.

\*\*) Denmark have reported Indian overnights from 2013 onwards.

Change of Indian overnights by season 2017/16

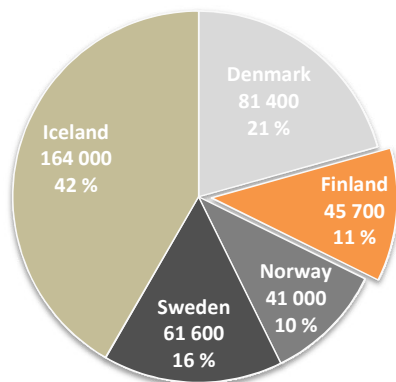


Indian overnights in the Nordic countries,  
summer season (Jun-Aug) 2009-2017



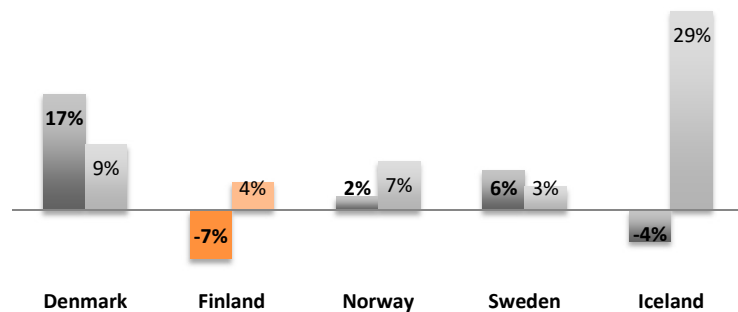
# Canada

Nordic countries' share of Canadian overnights 2017



Canadian overnights, change %

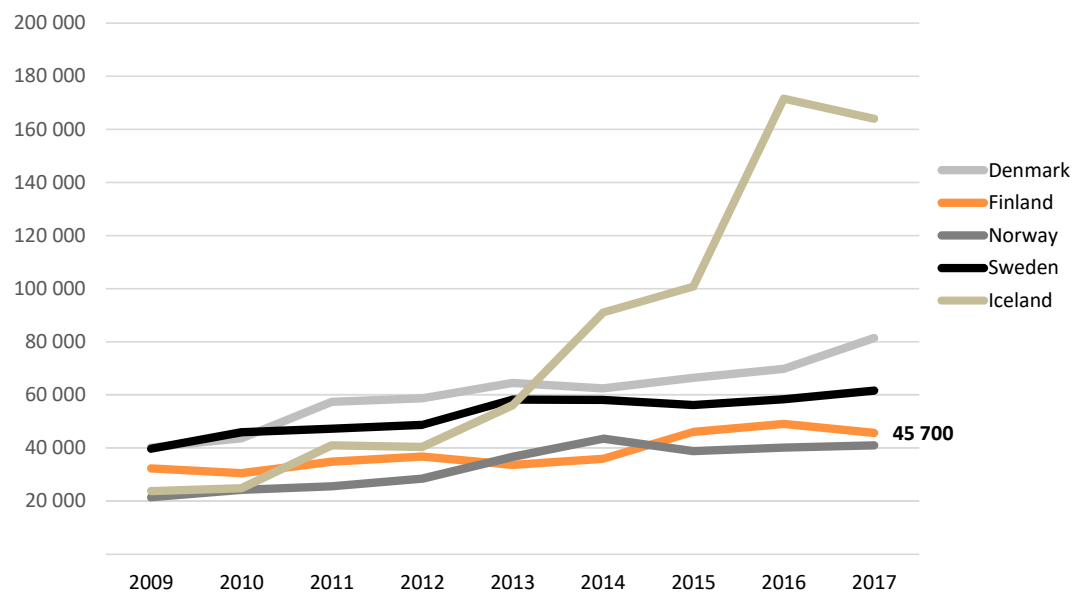
■ Change 2017/16 ■ Average annual change 2009-2017



Iceland is clearly number one when comparing the **Canadian overnights** spent in the Nordic countries. Canadian overnights in Iceland increased very rapidly during 2013-16, but decreased slightly in 2017. Canadian overnights decreased also in Finland last year, and both Finland and Norway counted with only less than 50,000 yearly overnights by Canadian visitors.

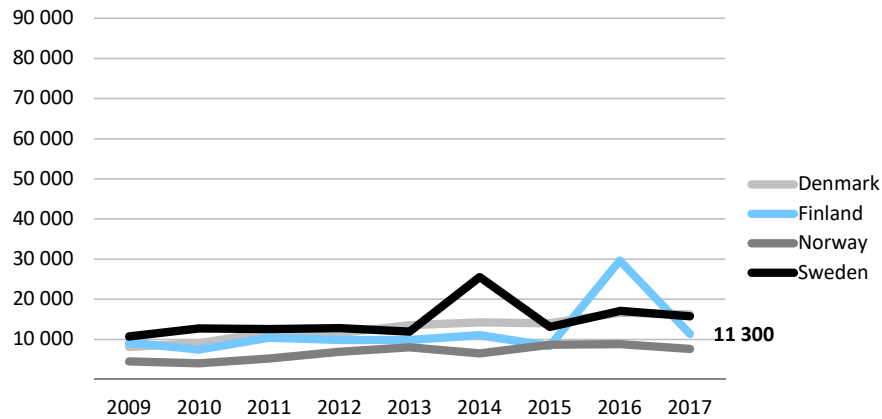
Canada was on the **26<sup>th</sup>** place on the list of the biggest countries of origin by the number of overnights spent in Finland in 2017.

Development of Canadian overnights 2009-2017



# Canada

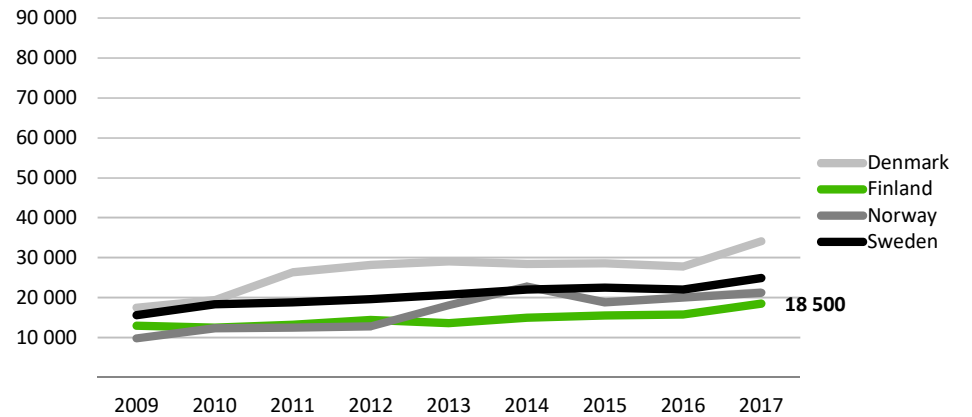
Canadian overnights in the Nordic countries,  
winter season (Dec-Apr) 2009-2017



Canadian overnights decreased in each of the four Nordic countries during winter 2017, Finland experiencing the biggest drop.

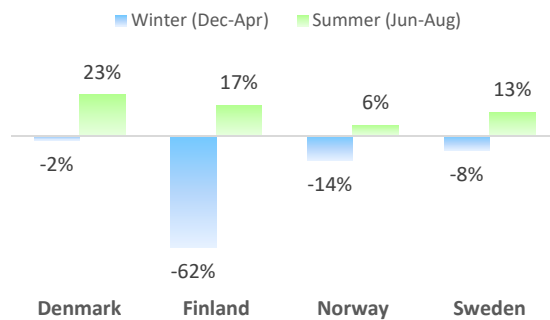
On the other hand, Canadian overnight stays increased in the Nordics during the summer season 2017.

Canadian overnights in the Nordic countries,  
summer season (Jun-Aug) 2009-2017



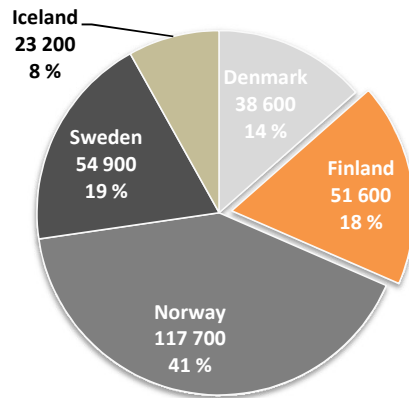
Corresponding seasonal  
overnights not available  
for Iceland

Change of Canadian overnights by season 2017/16



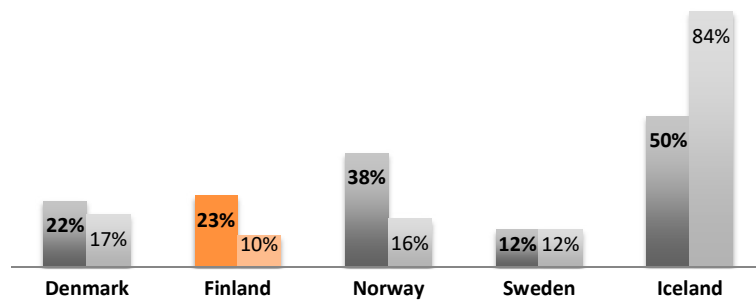
# South Korea

Nordic countries' share of South Korean overnights 2017



South Korean overnights, change %

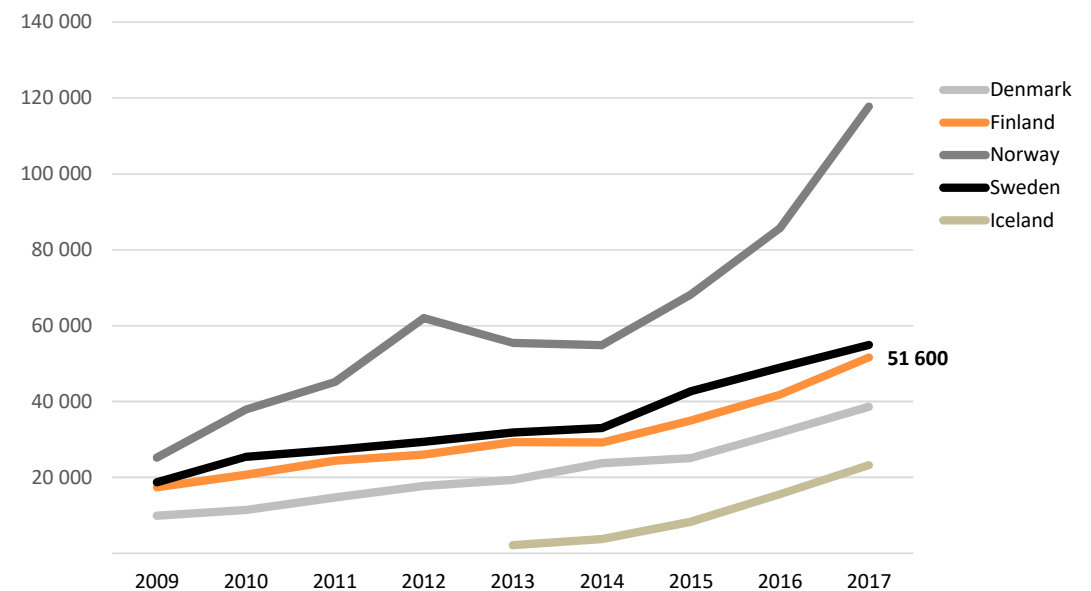
■ Change 2017/16 ■ Average annual change 2009-2017



The interest of the **Korean travelers** has increased steadily towards the Nordic countries, and Norway has gained a growing share of the Korean overnights. Each of the Nordic countries experienced a two digit growth rates in 2017 and also the average growth rates for 2009-17 are extremely positive.

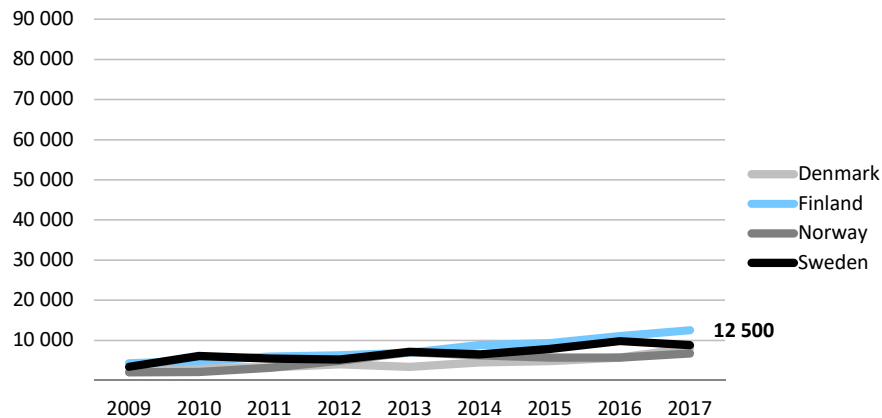
South Korea was the **24<sup>th</sup>** biggest country of origin by the number of overnight stays in Finland in 2017.

Development of South Korean overnights 2009-2017



# South Korea

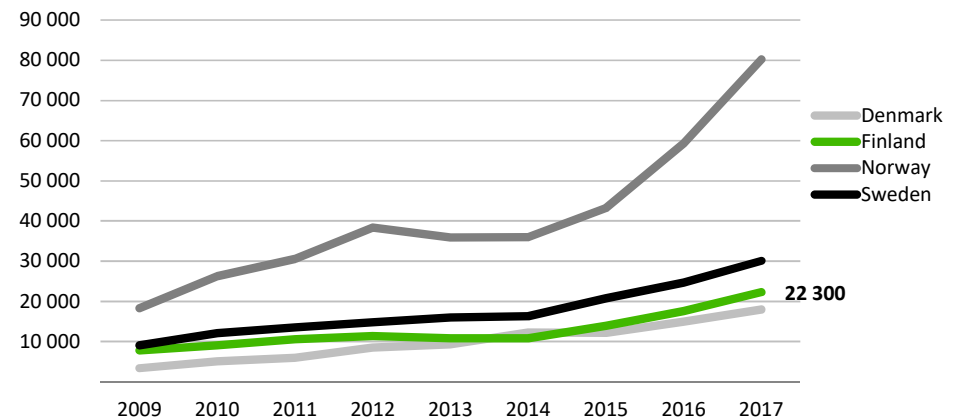
South Korean overnights in the Nordic countries,  
winter season (Dec-Apr) 2009-2017



Finland continued to have the lead position in Korean overnights among the Nordic countries during the winter season. **Finland's share of the winter overnights was 35%.**

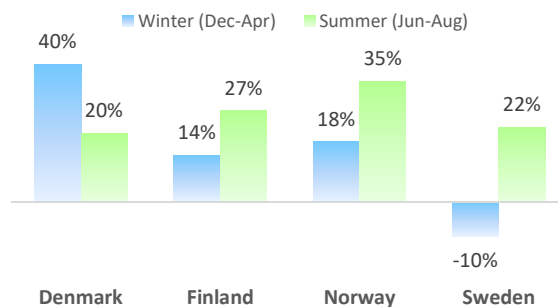
Korean travelers tend to travel to the Nordic countries rather in summer than in winter, and also in Finland the overnight stays in summer exceeded clearly those of the winter. However, Norway is the clear leader of the summer travel when comparing the Korean overnight stays in these four Nordic countries. Finland's share of the summer overnights was **15%.**

South Korean overnights in the Nordic countries,  
summer season (Jun-Aug) 2009-2017



Corresponding seasonal  
overnights not available  
for Iceland

Change of South Korean overnights by season  
2017/16





# Hotels and other Accommodation types

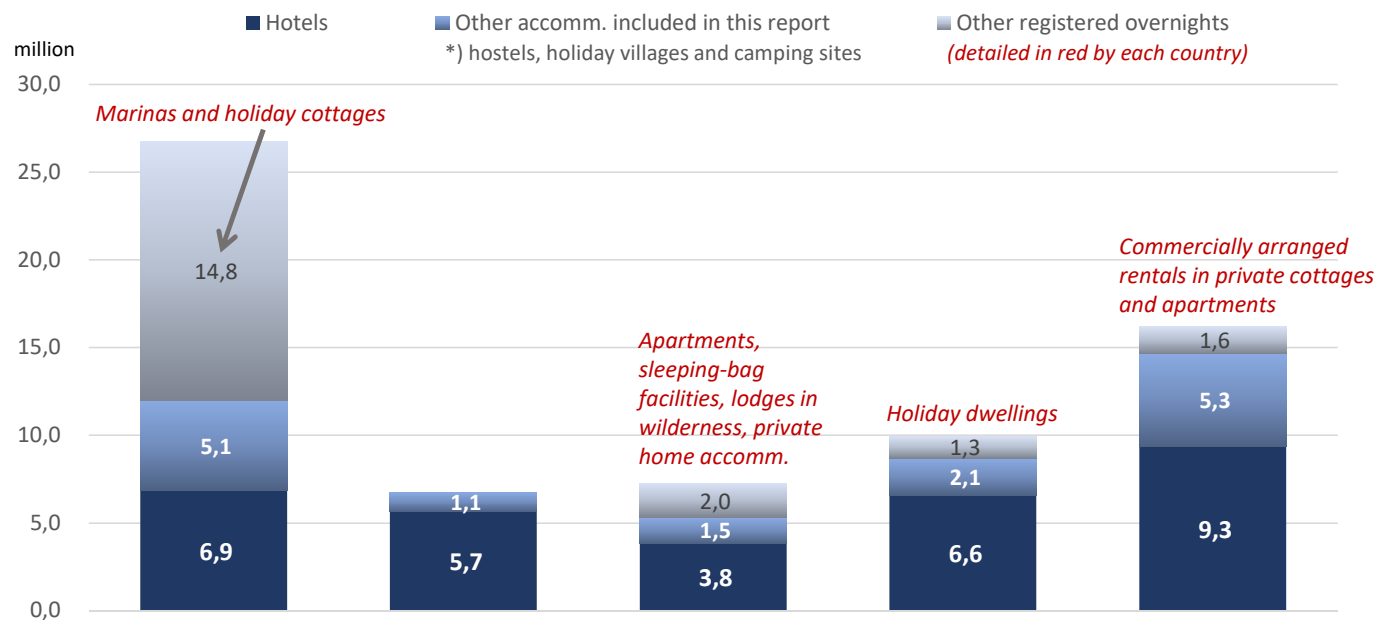
# Differences in the Nordic Accommodation Statistics & Reporting

Due to different methods of overnight registrations in each of the Nordic countries, number of overnights may vary depending on the different reporting statistics used.

In order to have more comparable statistics from each country, we have included in this report the number of registered overnights in **hotels, holiday resorts, youth hostels and camping sites**.

*This report does not include accommodation types marked with red color, even though they are reported to the National Statistics office of the country in question.*

## Registered foreign overnights in the Nordic countries in 2017



### Share of each country

All registered Accommodation in each country	40%	10%	11%	15%	24%
<b>Hotels &amp; other Accomm.* included in this report</b>	<b>25%</b>	<b>14%</b>	<b>11%</b>	<b>18%</b>	<b>31%</b>
Hotels	21%	18%	12%	20%	29%



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