

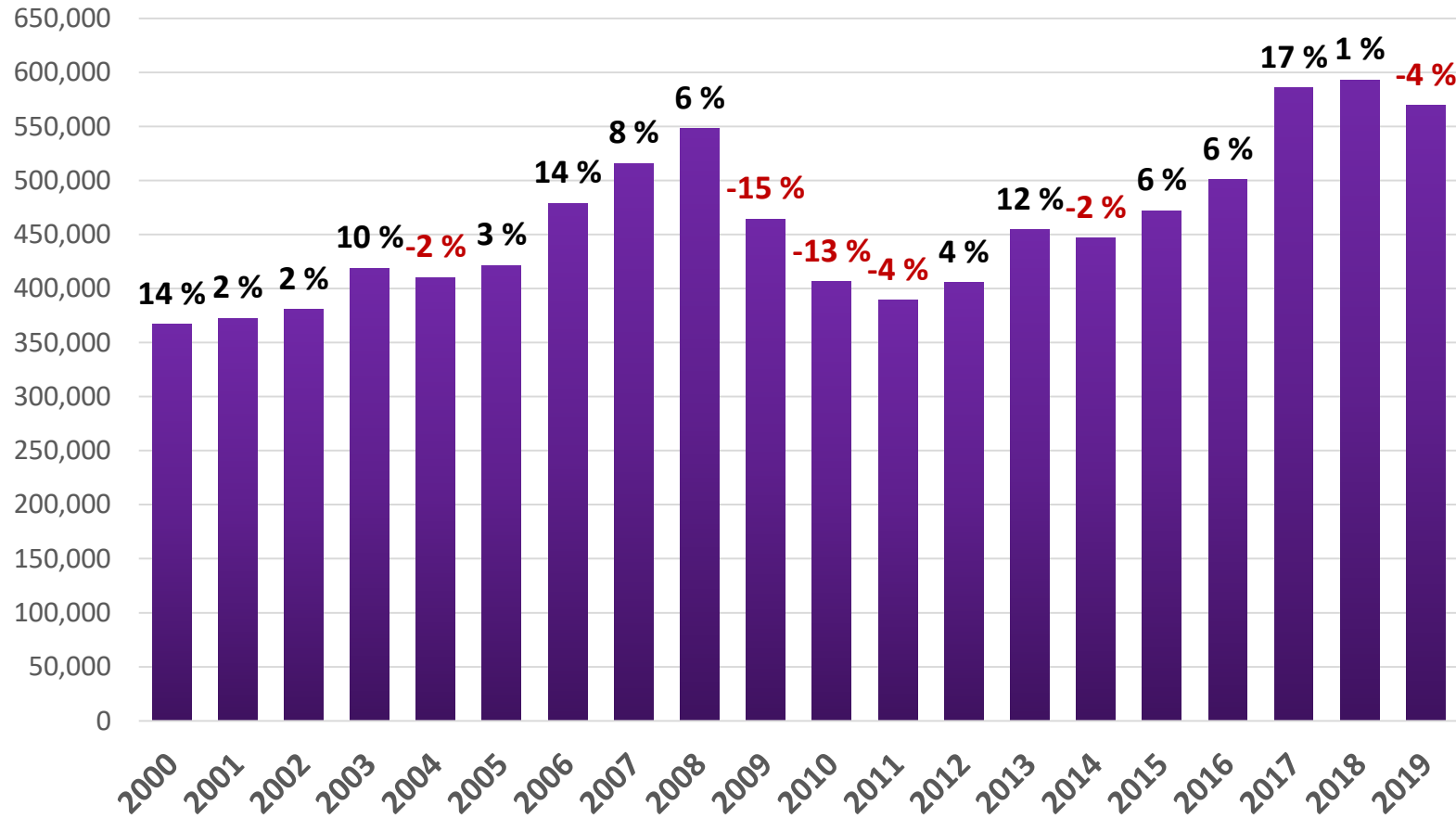
BUSINESS
FINLAND

UK - Market Review

VISIT FINLAND



British overnights in Finland



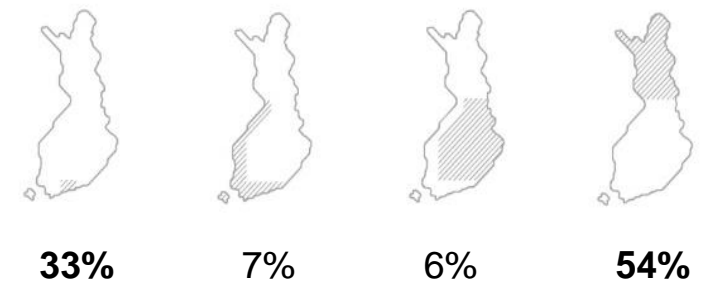
Year 2019

3rd in country rankings
with a **8% share** of foreign overnights

Average change 2000-2019: **+3%**

Change 2019 compared to 2000: **+55%**

Share of overnights by regions 2019

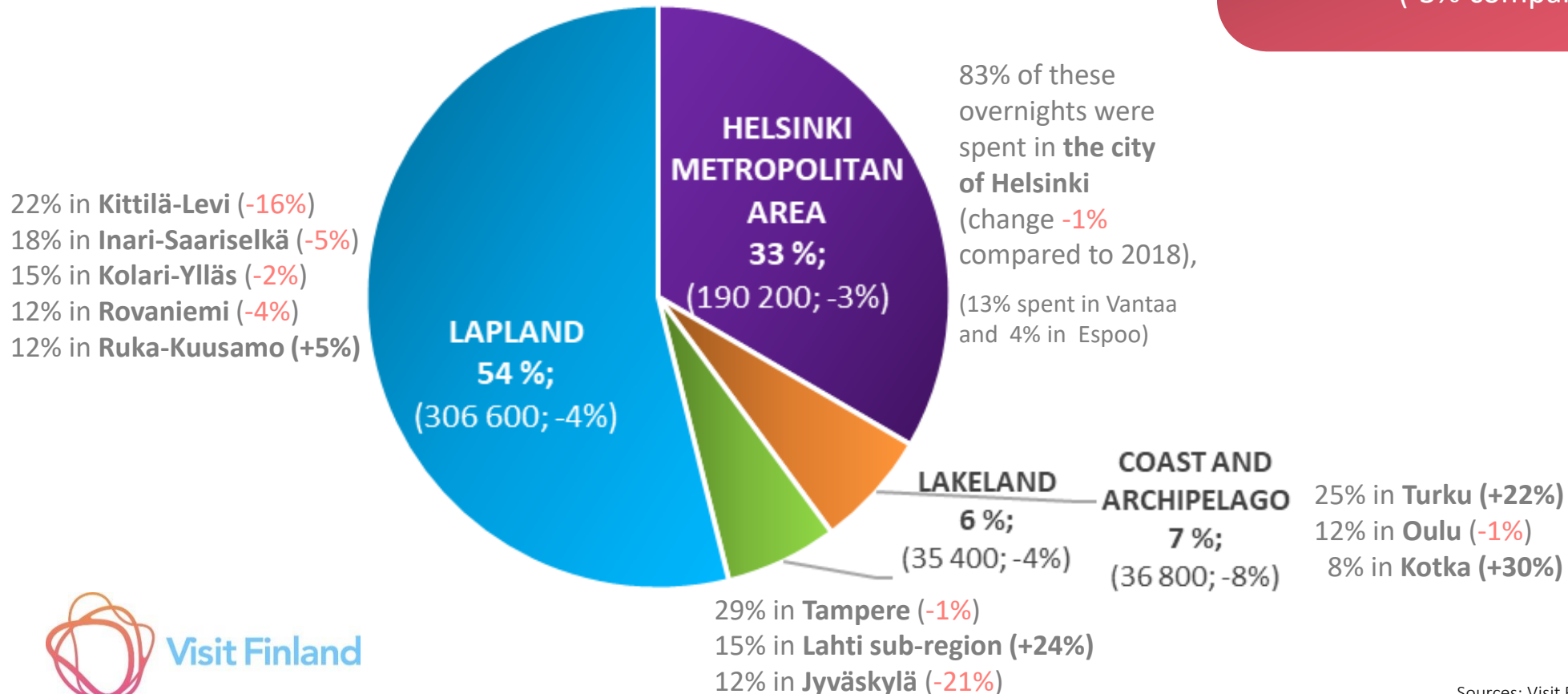


British overnights in Finland / Year 2019

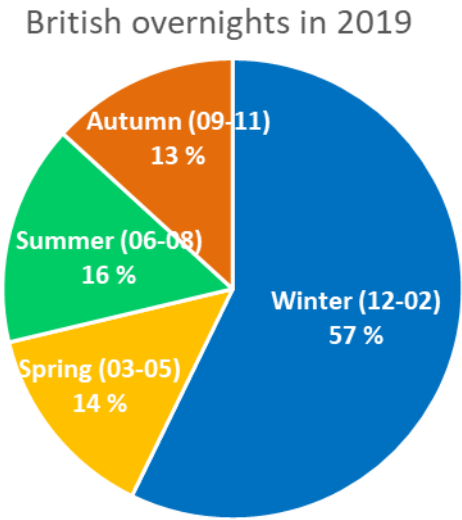
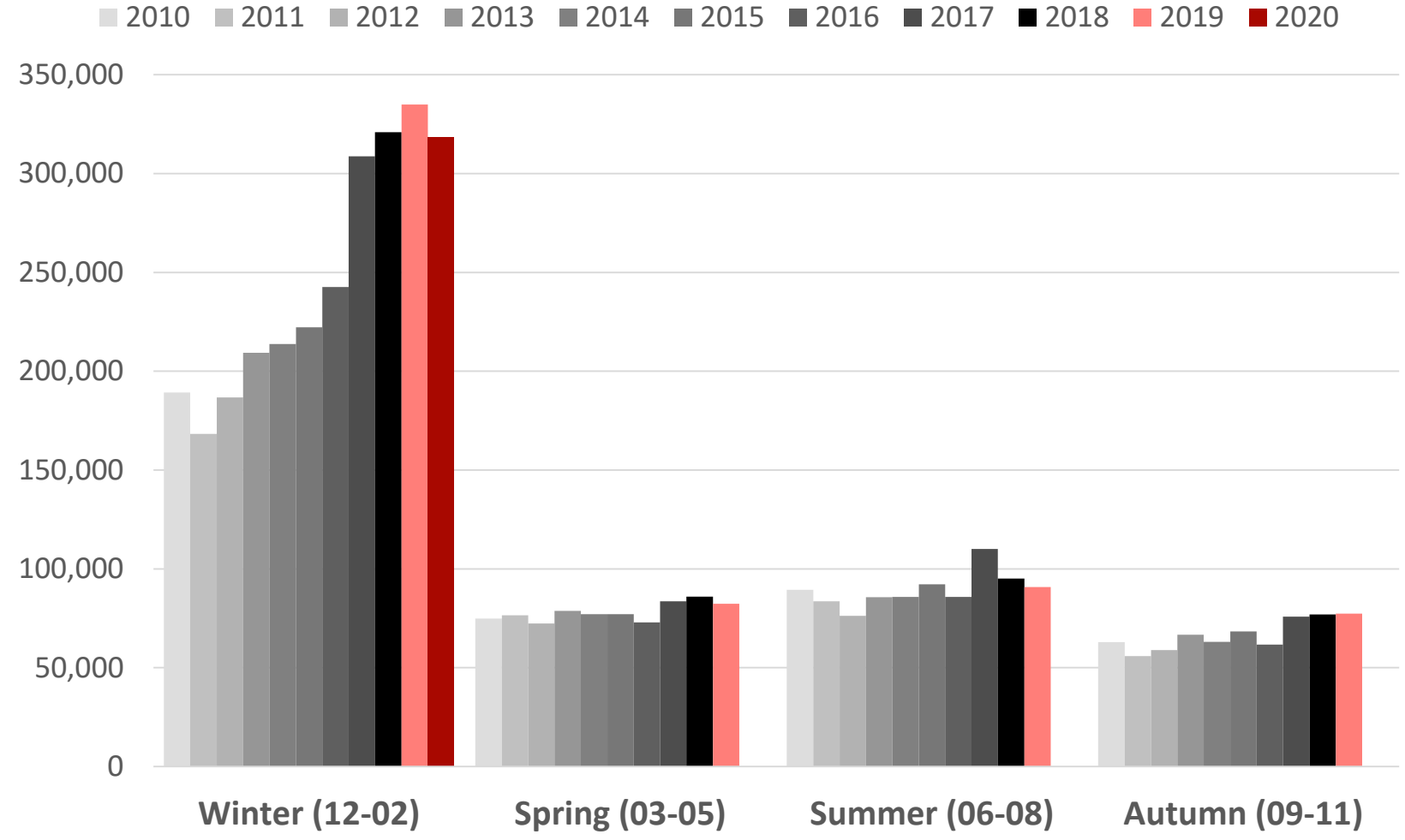
Year 2019
569 300 overnights in total

-4% compared to 2018
 (-3% compared to 2017)

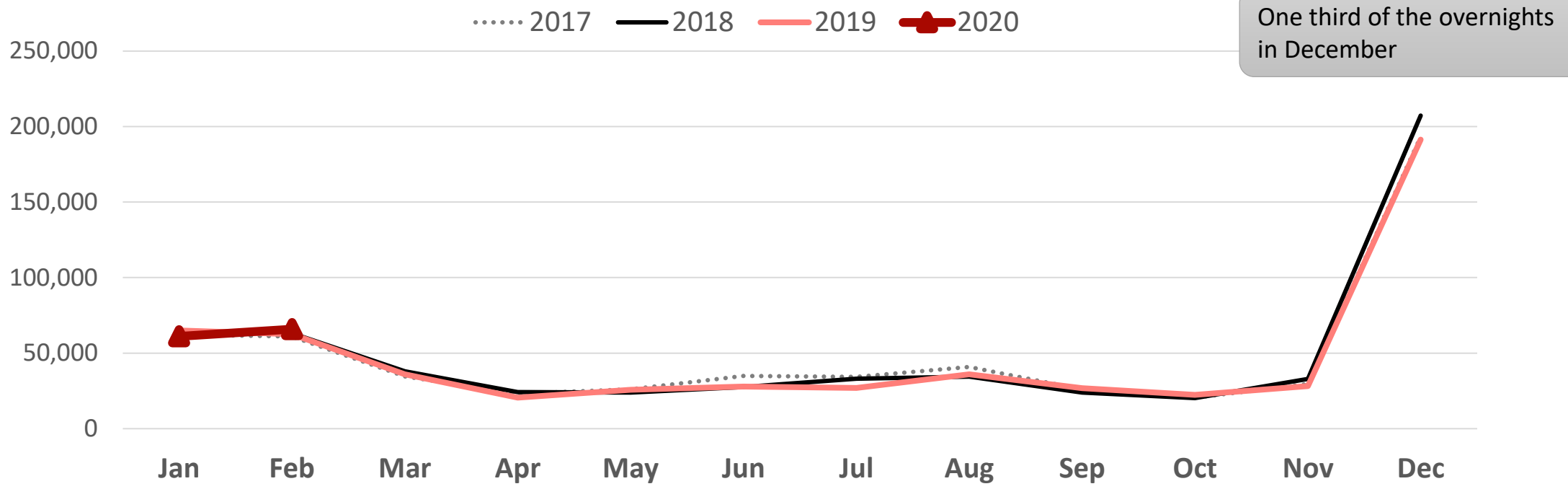
British overnights in main marketing areas
 Year 2019



BRITISH OVERNIGHTS IN FINLAND BY SEASON



Monthly overnights by British visitors in Finland 2017-2019 & Jan-Feb2020

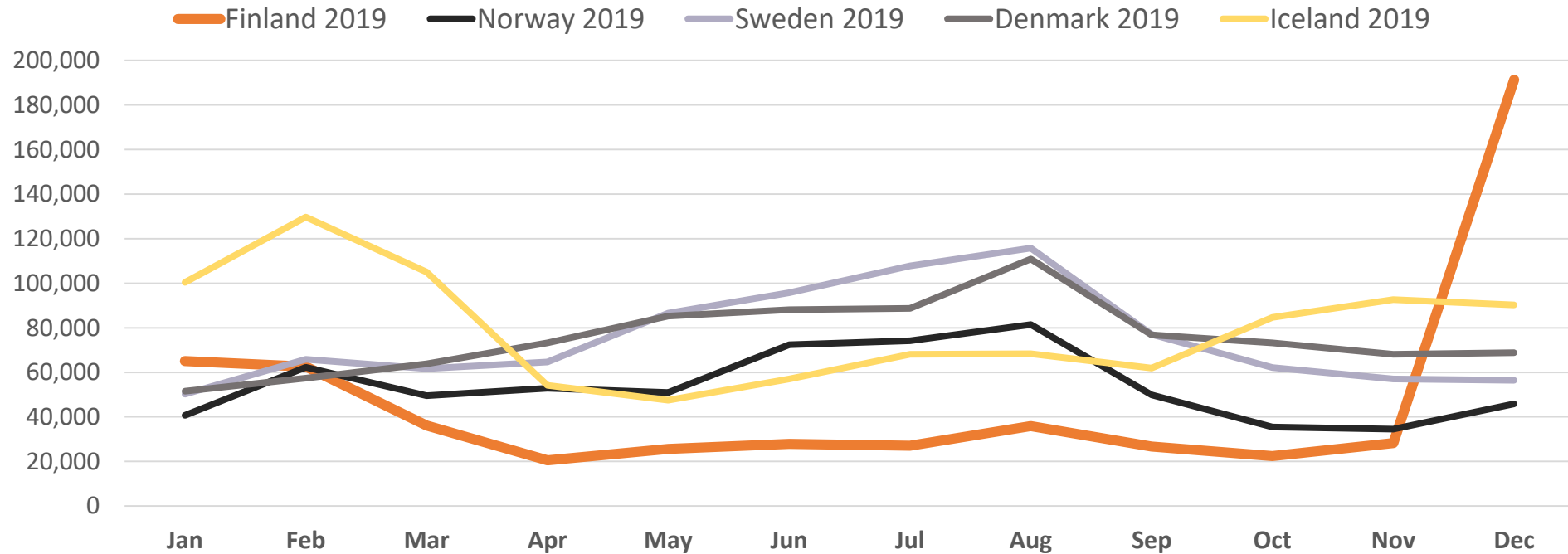


2019M12*		2020M01*		2020M02*		WHOLE COUNTRY HELSINKI METROPOLITAN AREA COAST AND ARCHIPELAGO LAKELAND LAPLAND
Nights spent	Change of nights spend, %	Nights spent	Change of nights spend, %	Nights spent	Change of nights spend, %	
191 327	-7,7	61 067	-6,1	65 890	5,4	
13 139	-24,1	10 889	-13,2	13 505	-2,2	
1 756	-20,1	2 547	12,9	2 798	27,2	
1 506	-36,4	2 663	8,7	2 929	19,5	
174 926	-5,7	44 968	-5,9	46 658	5,9	



Source: Visit Finland Statistics Service Rudolf, Statistics Finland

BRITISH MONTHLY OVERNIGHTS IN THE NORDIC COUNTRIES IN 2019



Monthly change in British overnights 2019/2018

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Year
Denmark	-11 %	-3 %	4 %	7 %	7 %	4 %	4 %	5 %	1 %	1 %	3 %	8 %	3 %
Finland	1 %	-1 %	-5 %	-15 %	8 %	1 %	-18 %	4 %	12 %	10 %	-14 %	-8 %	-4 %
Iceland	-10 %	-5 %	-10 %	-17 %	-17 %	-16 %	-12 %	-7 %	-12 %	-9 %	-7 %	-8 %	-10 %
Norway	-8 %	-4 %	4 %	14 %	3 %	1 %	-1 %	3 %	1 %	14 %	16 %	18 %	4 %
Sweden	-4 %	-2 %	-4 %	9 %	18 %	-2 %	13 %	17 %	17 %	11 %	11 %	8 %	8 %

Denmark: Hotels, holiday resorts, camping sites and youth hostels, AND marinas & holiday cottages

Finland: Hotels, youth hostels, holiday villages and camping sites

Iceland: Hotels, youth hostels, holiday centres, and camping sites, AND guesthouses, apartments, sleeping-bag facilities, lodges in wilderness and private-home accommodation

Norway: Hotels, youth hostels and camping sites, AND holiday dwellings

Sweden: Hotels, youth hostels, holiday villages and camping sites, AND commercially arranged rentals in private cottages or apartments

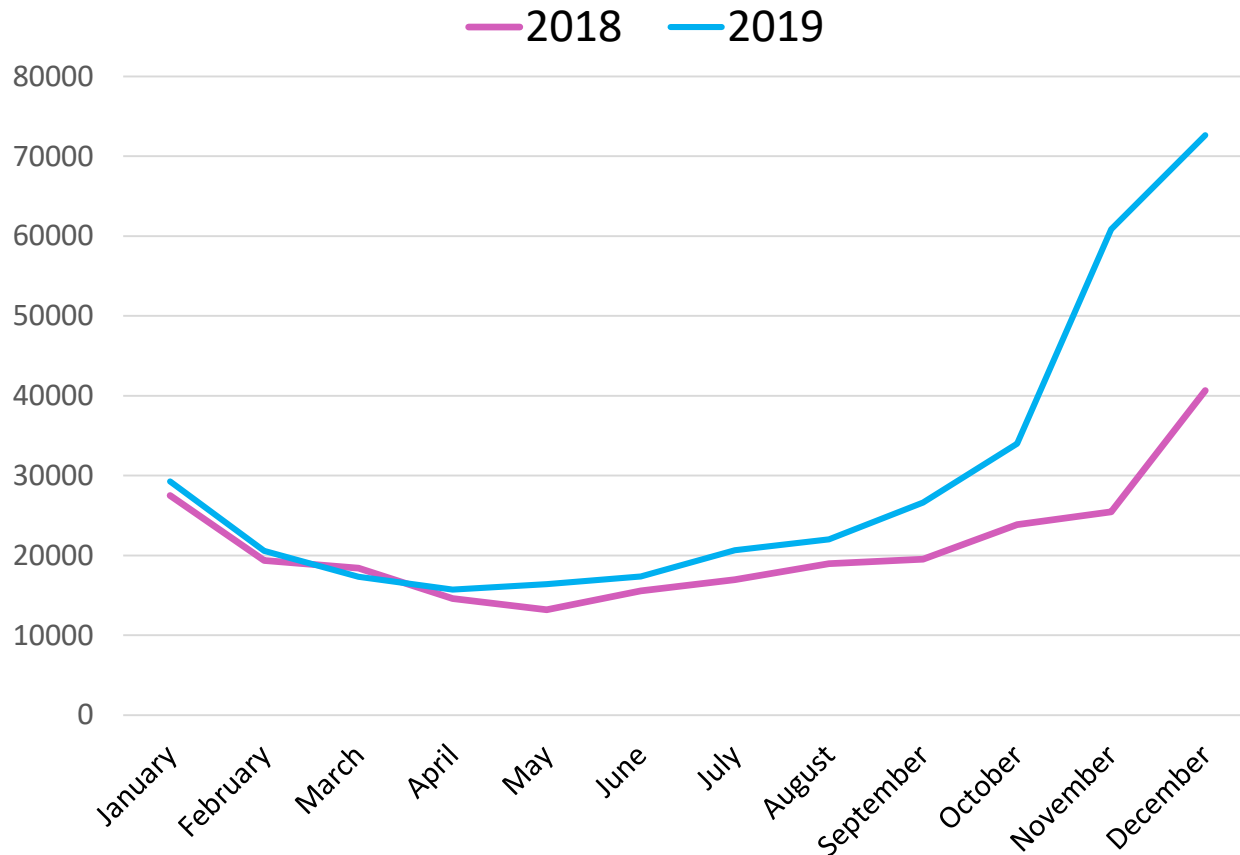
British travelers' Internet searches

Source: D2 Digital Demand



- 353 300 travel-related Internet searches concerning Finland
- +39 % compared to previous year

UK Seasonality in Searches



UK Top Microbrandtags

