

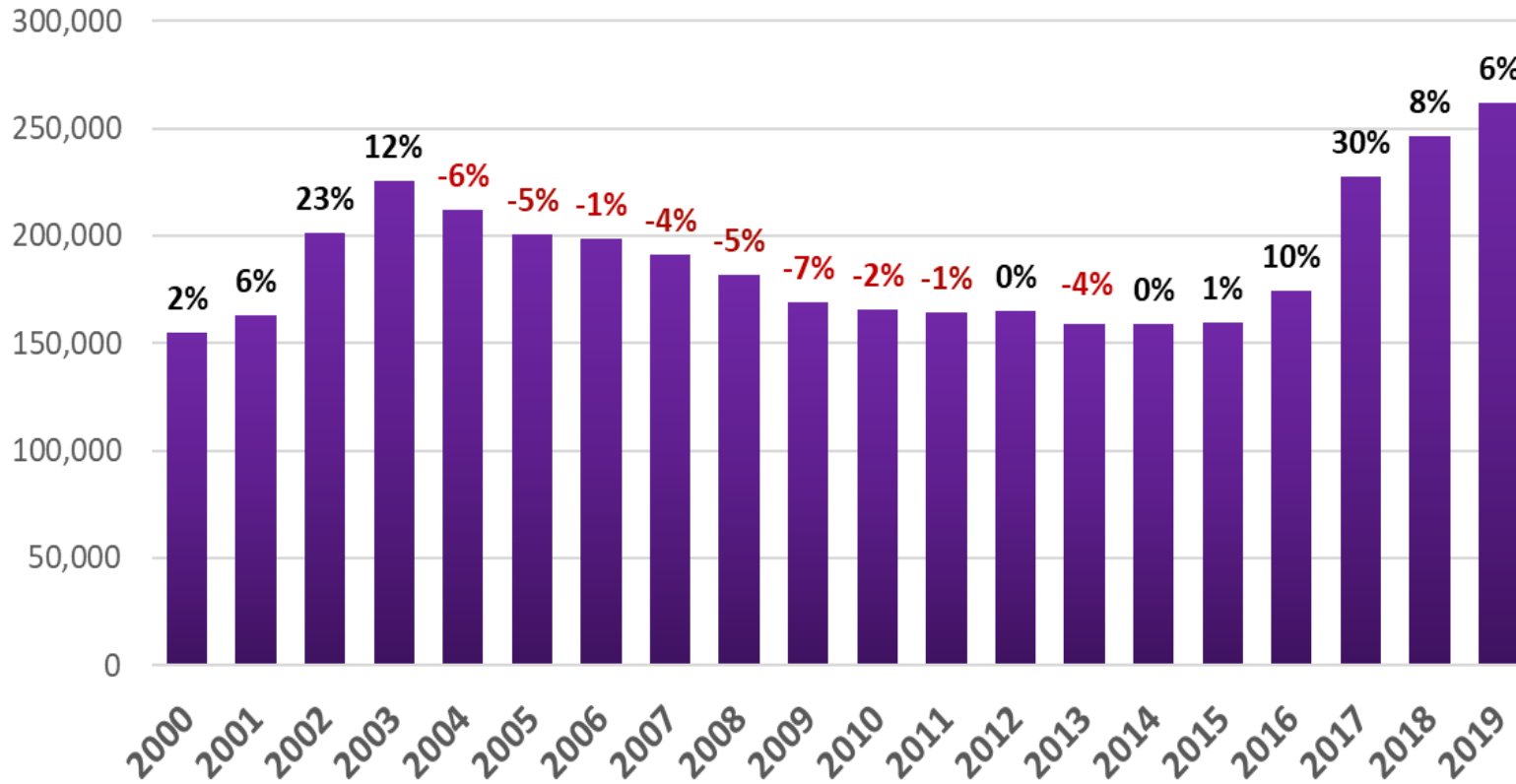
BUSINESS
FINLAND

Netherlands Market Review

VISIT FINLAND

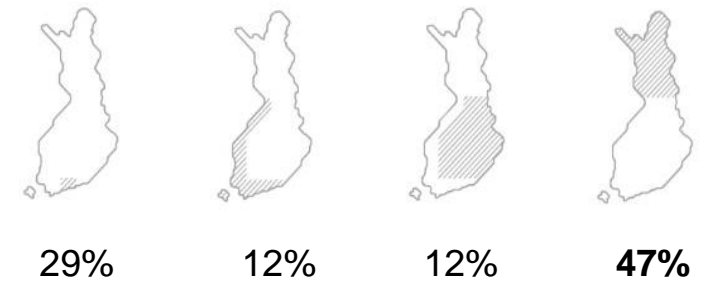


DUTCH OVERNIGHTS IN FINLAND



Year 2019
8th in country rankings
 with a **4% share** of foreign overnights
 Average change 2000-2019: **+3%**
 Change 2019 compared to 2000: **+69%**

Share of overnights by regions 2019



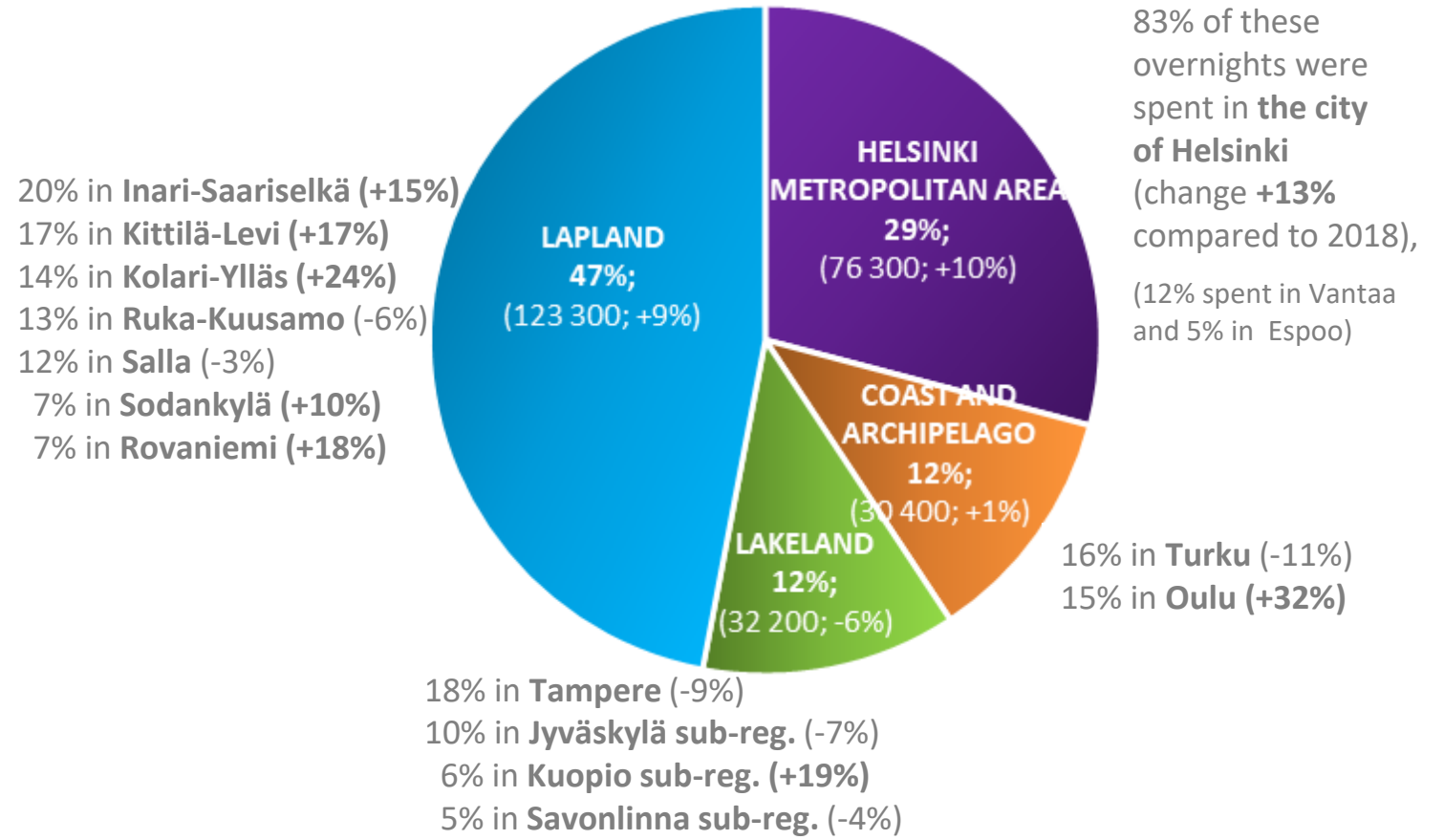
DUTCH OVERNIGHTS IN FINLAND / YEAR 2019

Year 2019

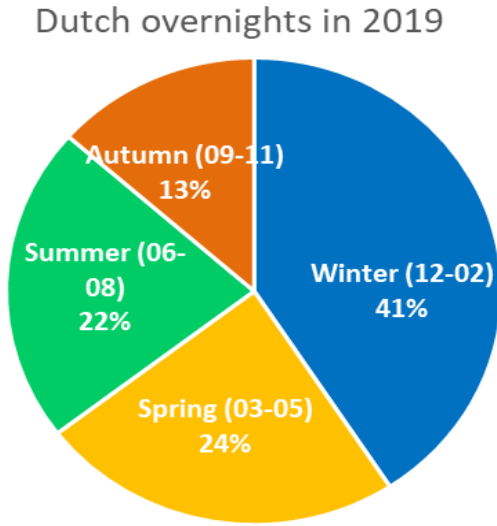
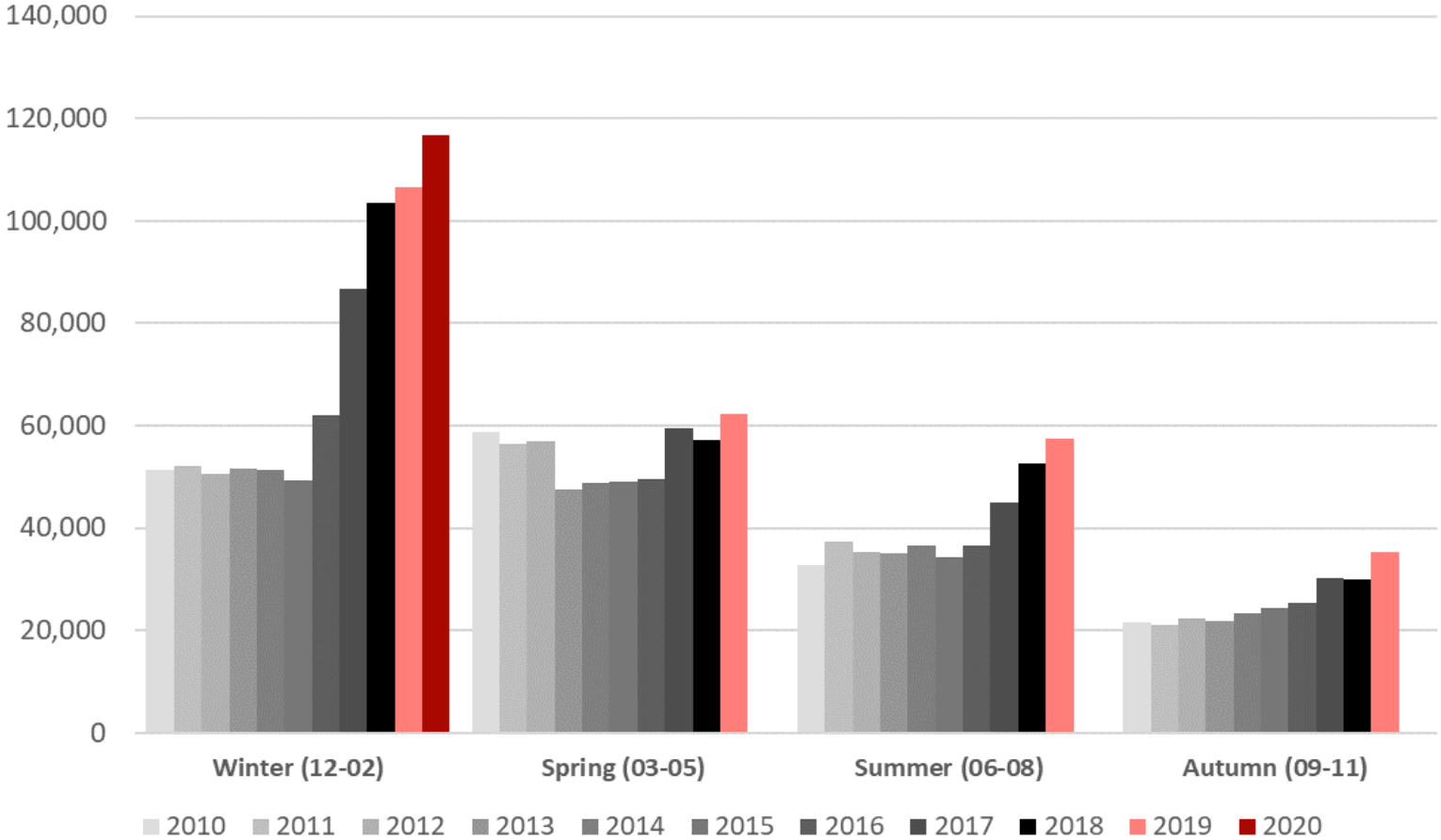
262 000 overnights in total

+6% compared to 2018
(+15% compared to 2017)

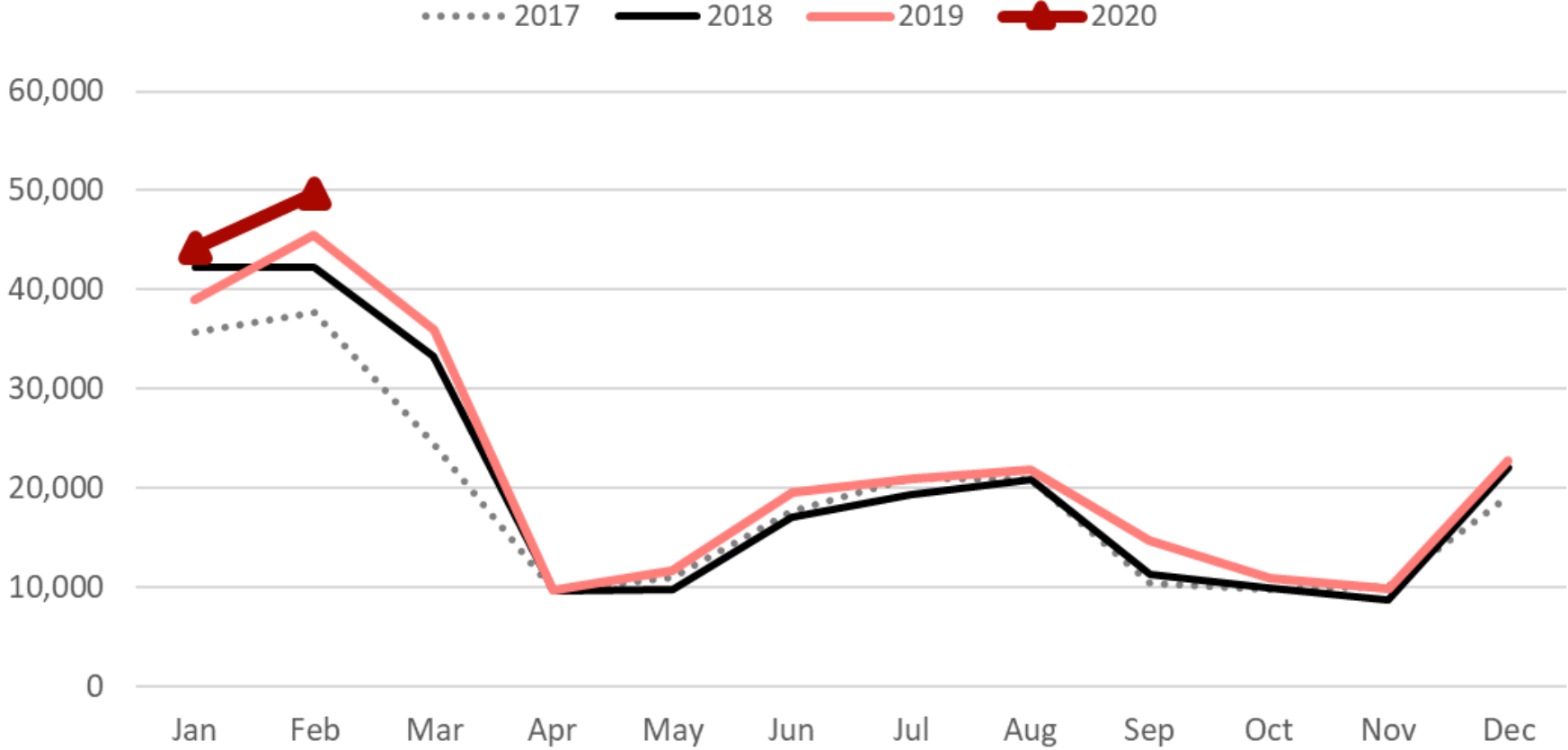
Dutch overnights in main marketing areas
Year 2019



DUTCH OVERNIGHTS IN FINLAND BY SEASON

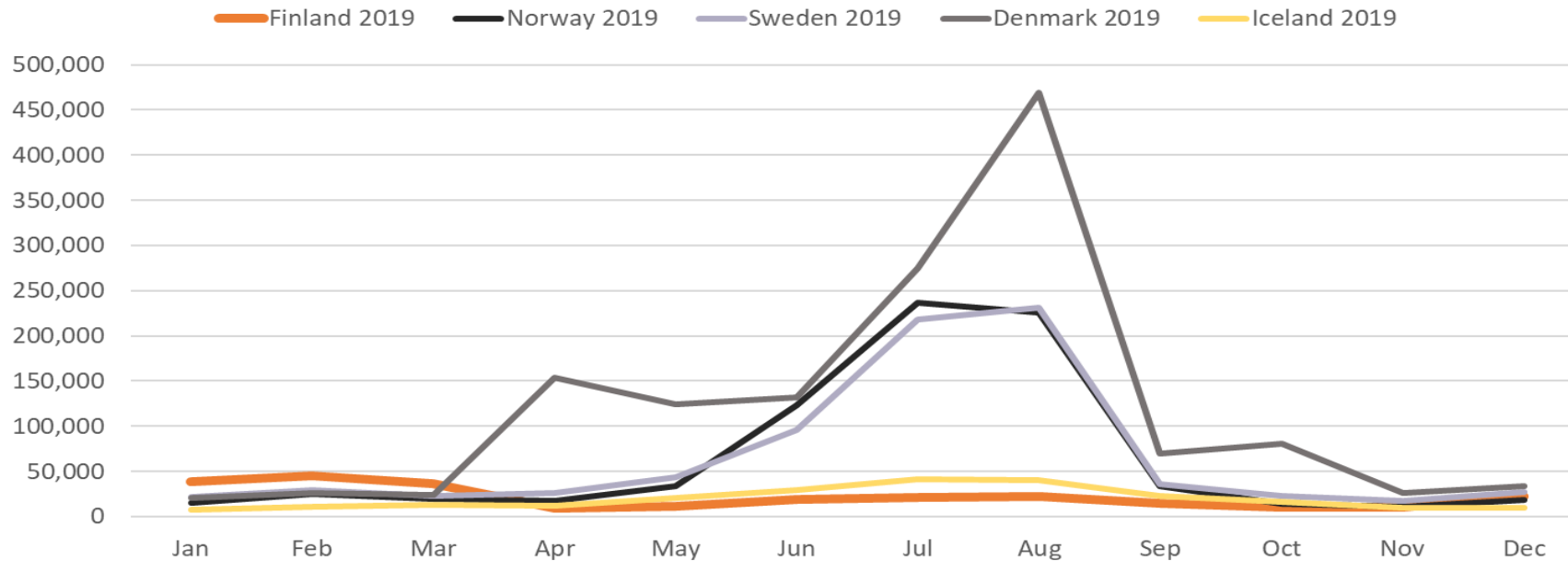


DUTCH MONTHLY OVERNIGHTS IN FINLAND 2017-2020



DUTCH MONTHLY OVERNIGHTS IN THE NORDIC COUNTRIES IN 2019

Monthly overnights in the Nordic countries in 2019



Monthly change in Dutch overnights 2019/2018

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Year
Denmark	0%	8%	-11%	54%	-30%	12%	12%	7%	8%	6%	-1%	11%	6%
Finland	-8%	8%	8%	1%	18%	14%	8%	5%	29%	9%	13%	3%	6%
Iceland	-10%	-3%	9%	5%	-2%	3%	4%	8%	3%	30%	21%	21%	6%
Norway	-11%	0%	-8%	28%	0%	0%	6%	8%	3%	20%	10%	19%	5%
Sweden	12%	-1%	-2%	5%	-10%	8%	11%	10%	2%	0%	-1%	23%	7%

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

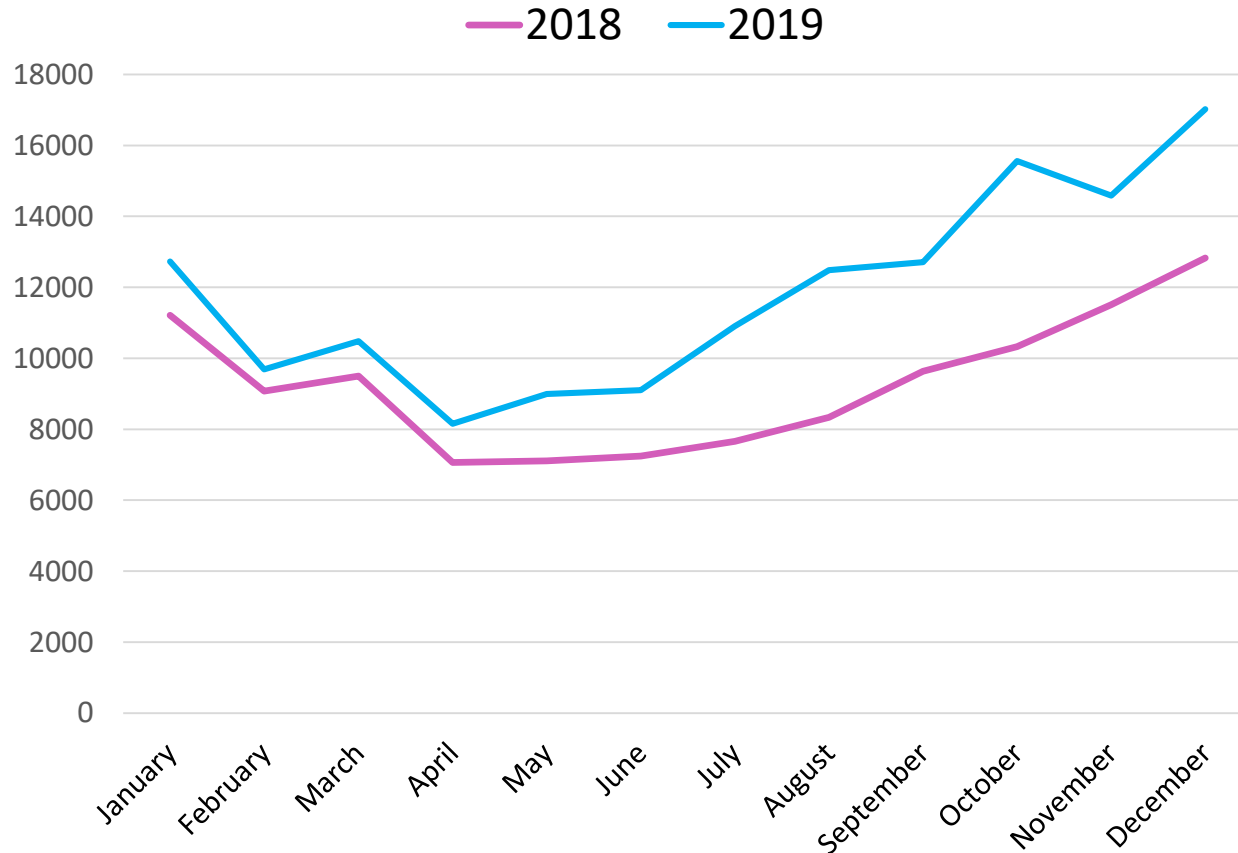
Dutch travelers' Internet searches

- 142 400 travel-related Internet searches concerning Finland
- +28 % compared to previous year

Source:
D2 Digital Demand



Netherlands Seasonality in Searches



Netherlands Top Microbrandtags

