

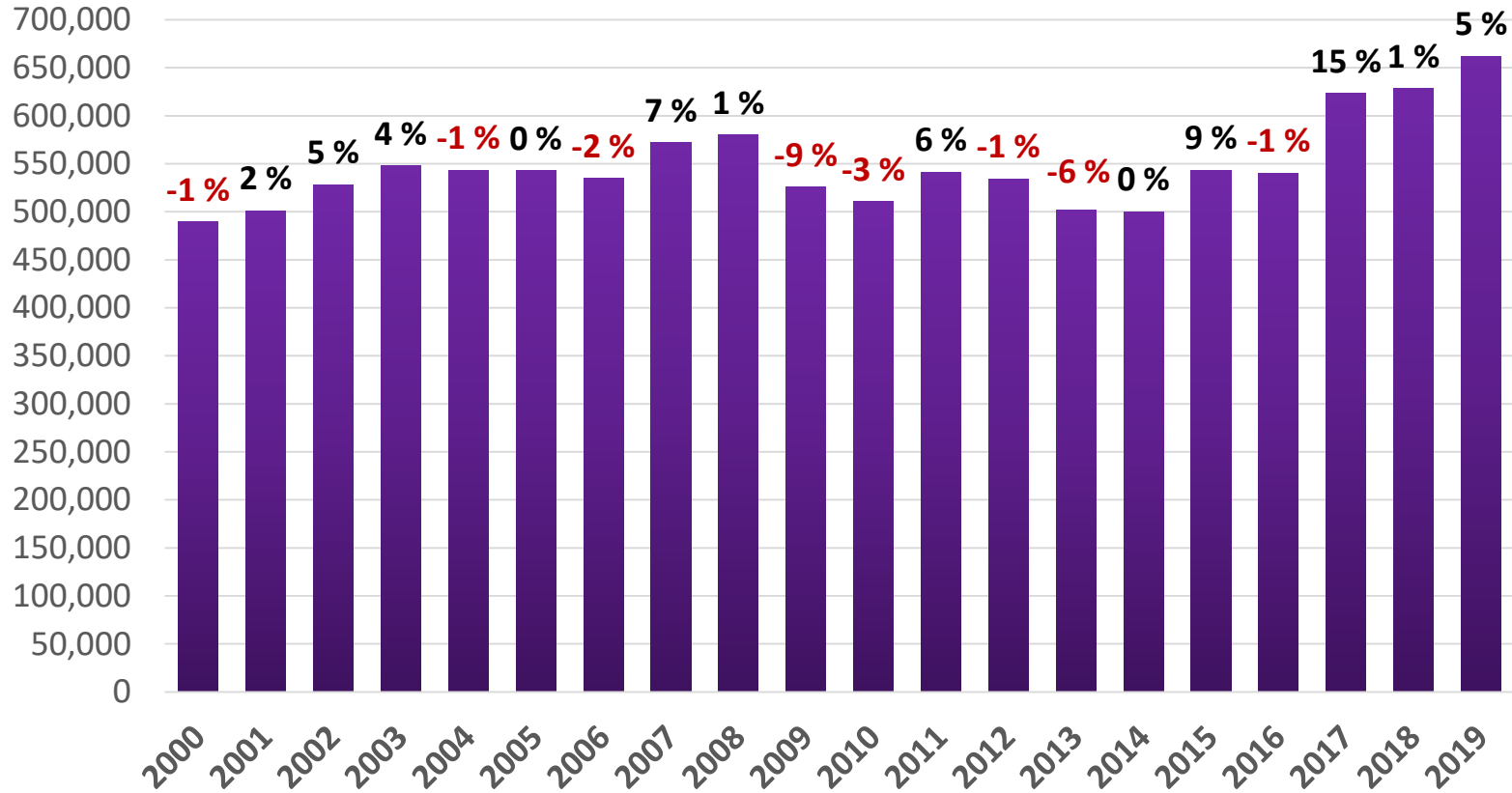
BUSINESS  
FINLAND

**Germany Market Review**

VISIT FINLAND



# GERMAN OVERNIGHTS IN FINLAND



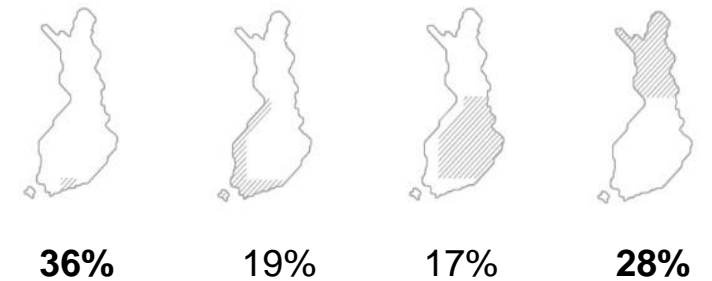
**Year 2019**

2<sup>nd</sup> in country rankings  
with a **9% share** of foreign overnights

Average change 2000-2019: **+2%**

Change 2019 compared to 2000: **+35%**

Share of overnights by regions 2019



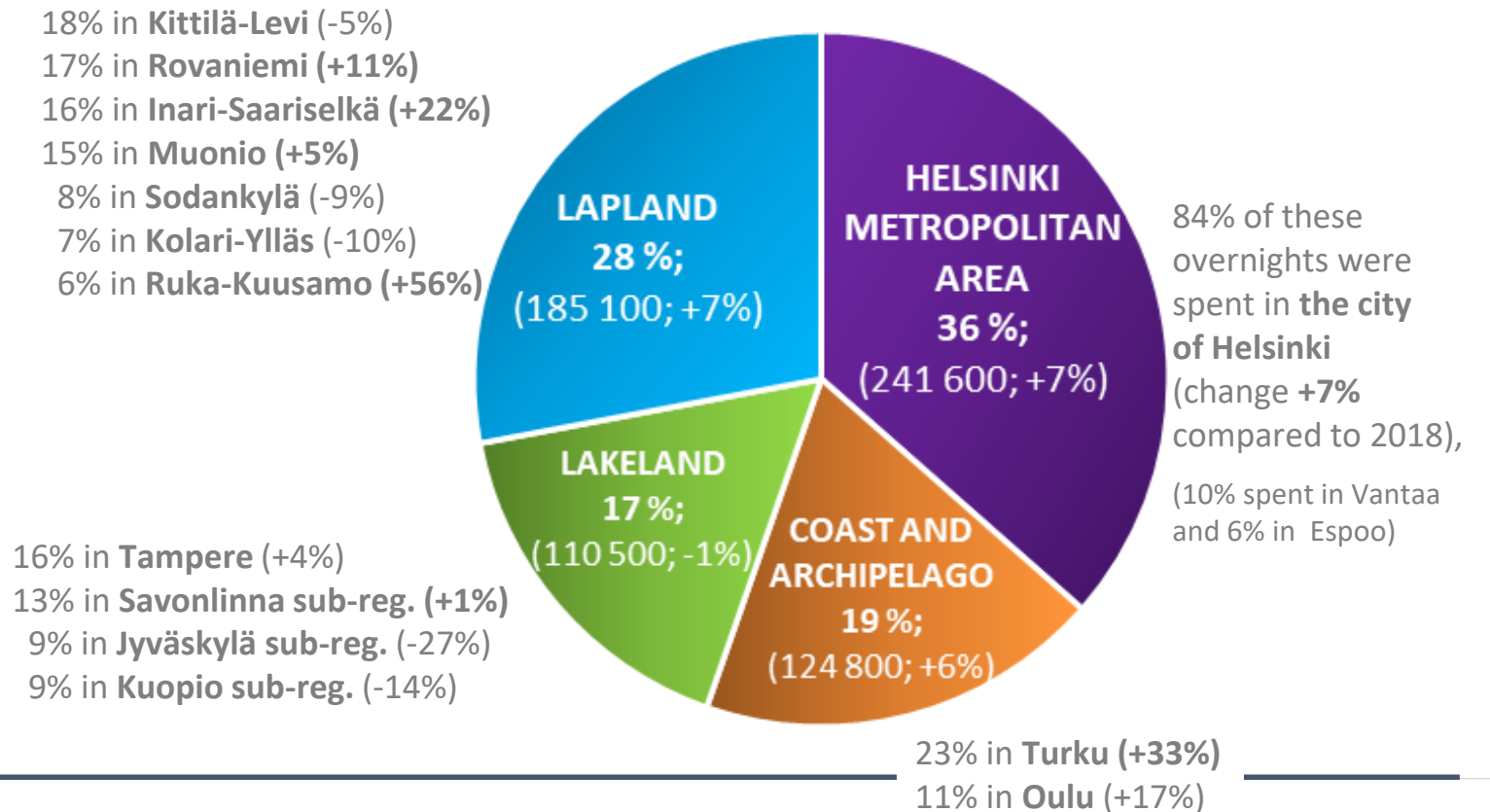
# GERMAN OVERNIGHTS IN FINLAND / YEAR 2019

Year 2019

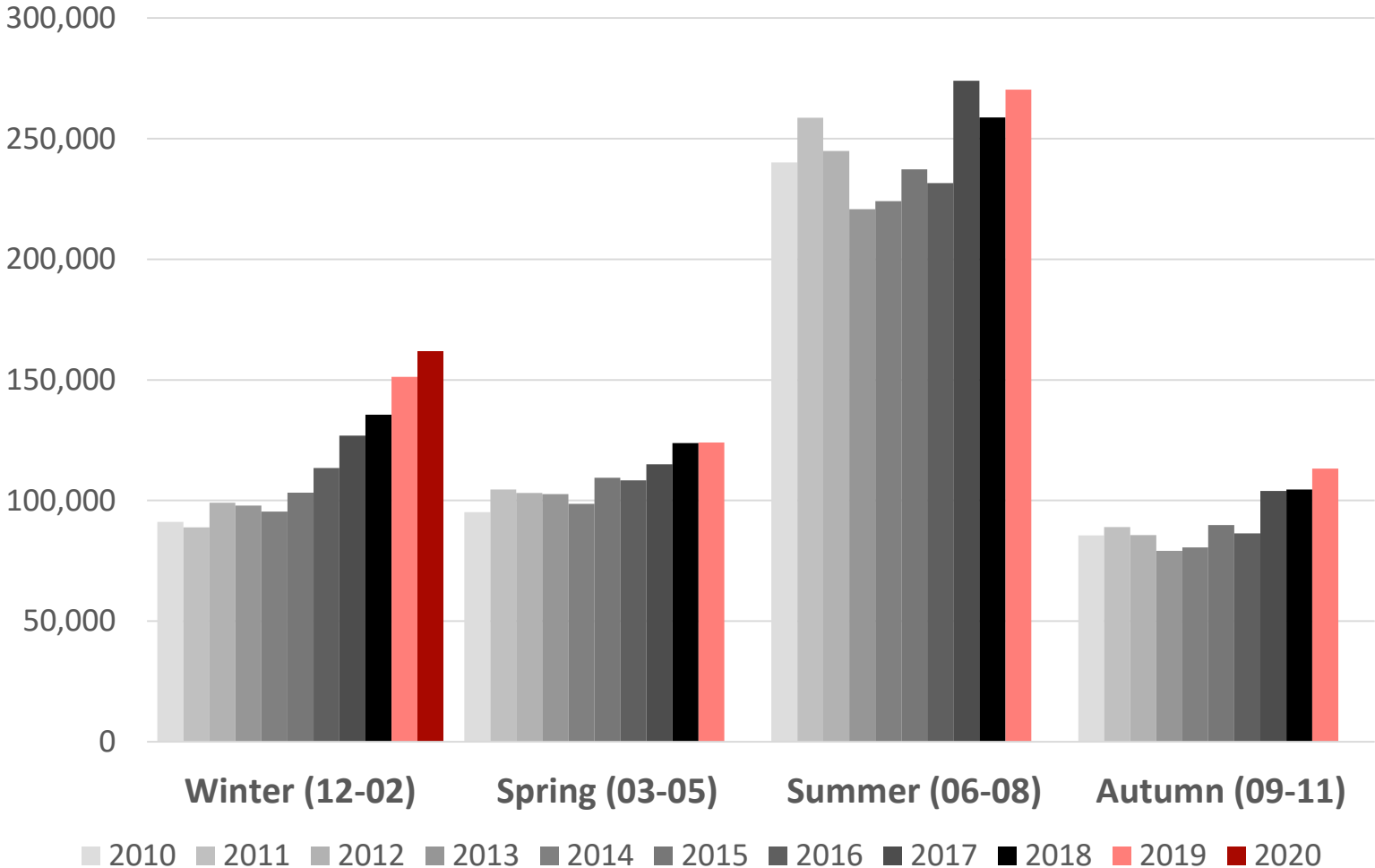
**662 000** overnights in total

+5% compared to 2018  
(+6% compared to 2017)

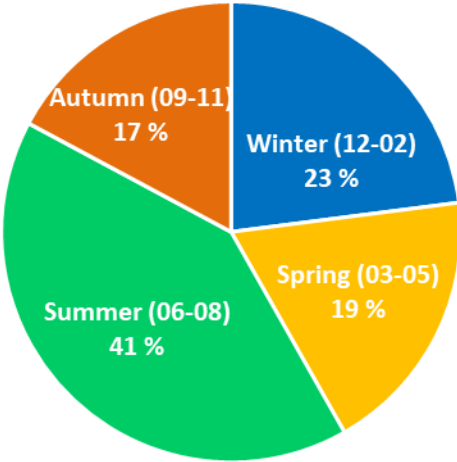
German overnights in main marketing areas  
Year 2019



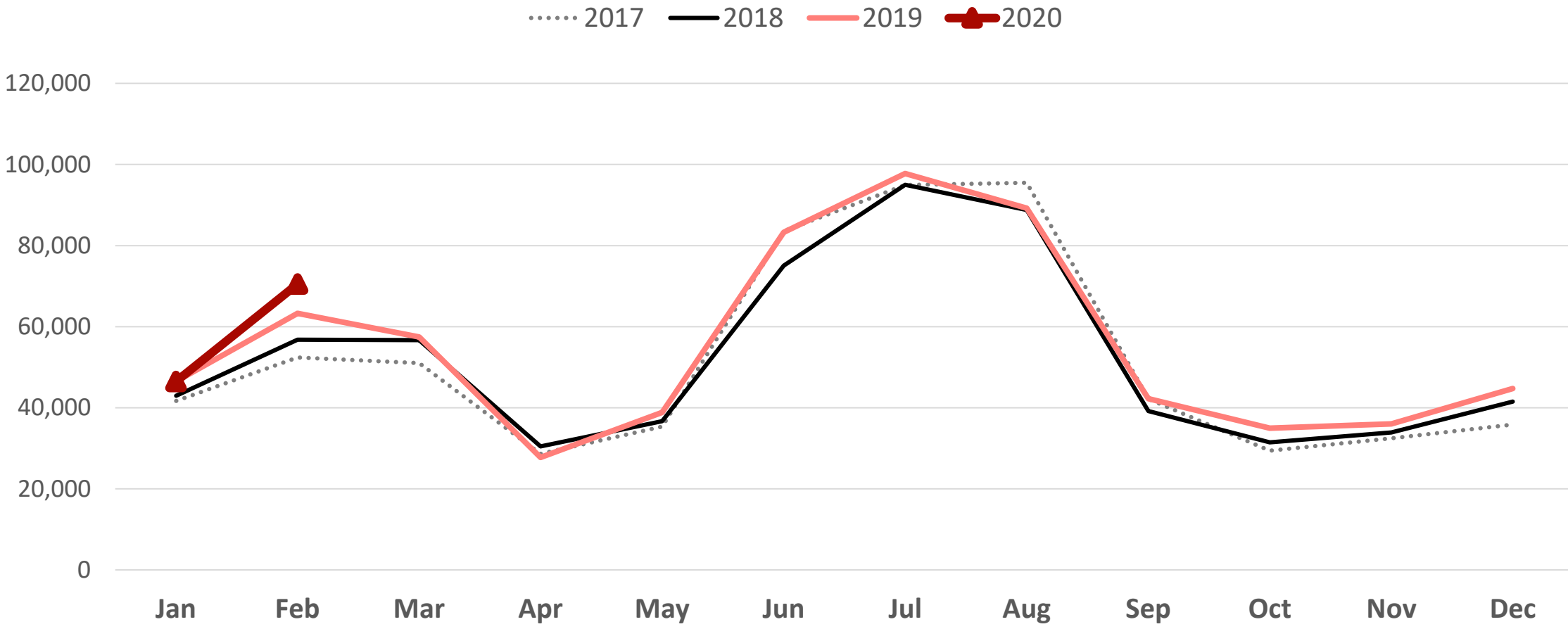
# GERMAN OVERNIGHTS IN FINLAND BY SEASON



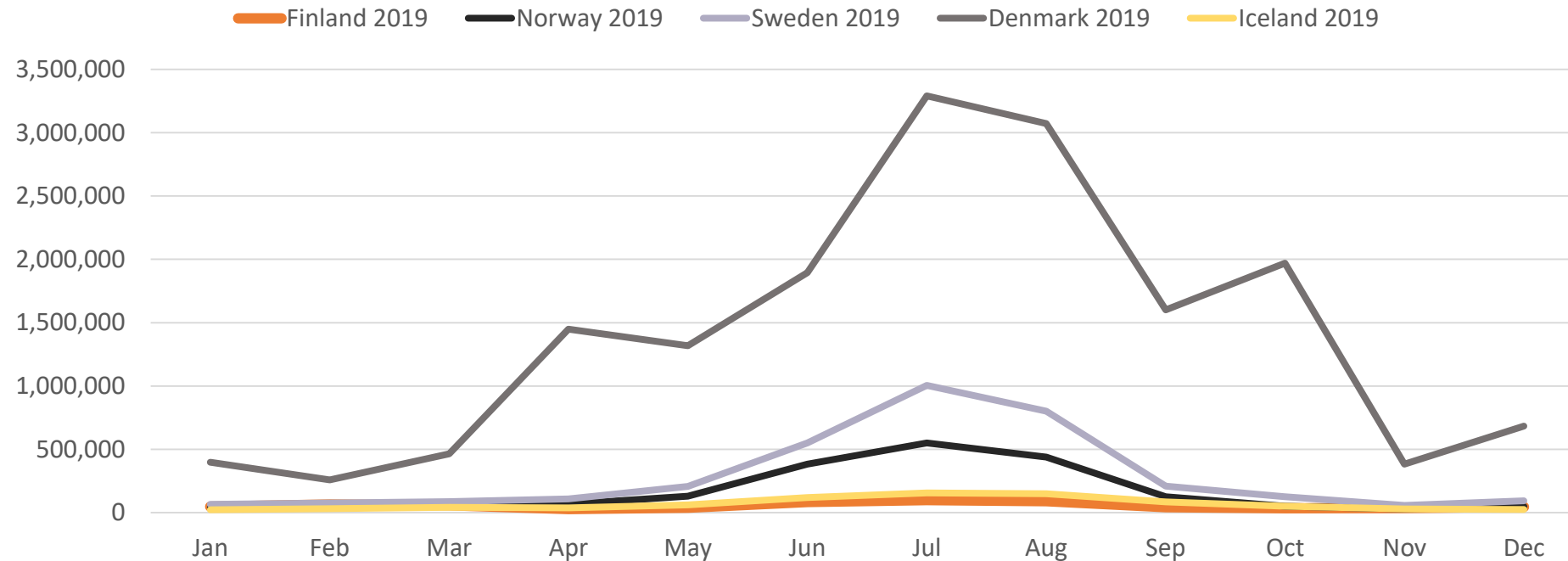
German overnights in 2019



# GERMAN MONTHLY OVERNIGHTS IN FINLAND 2017-2020



# GERMAN MONTHLY OVERNIGHTS IN THE NORDIC COUNTRIES IN 2019



Monthly change in German overnights 2019/2018

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Year
Denmark	11 %	0 %	-41 %	60 %	-15 %	30 %	9 %	1 %	-2 %	14 %	5 %	18 %	7 %
Finland	8 %	11 %	1 %	-9 %	6 %	11 %	3 %	1 %	8 %	11 %	6 %	8 %	5 %
Iceland	13 %	5 %	4 %	22 %	-12 %	5 %	-8 %	-4 %	3 %	18 %	21 %	19 %	1 %
Norway	-1 %	-6 %	0 %	28 %	-1 %	5 %	8 %	8 %	9 %	5 %	12 %	17 %	7 %
Sweden	-5 %	-4 %	-9 %	19 %	-6 %	21 %	14 %	10 %	-5 %	15 %	-9 %	12 %	9 %

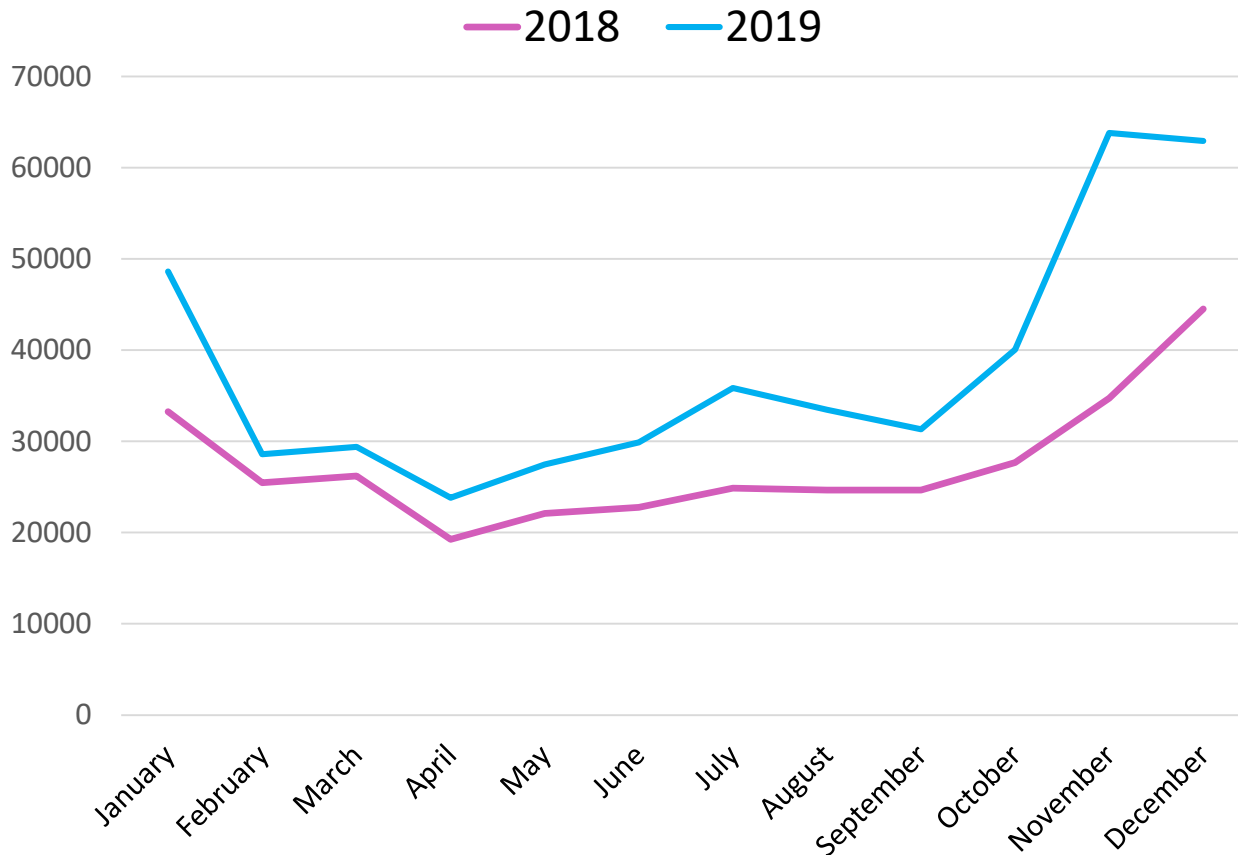
# German travelers' Internet searches

- 455 300 travel-related Internet searches concerning Finland
- +38 % compared to previous year

Source:  
D2 Digital Demand



## Germany Seasonality in Searches



## Germany Top Microbrandtags

