

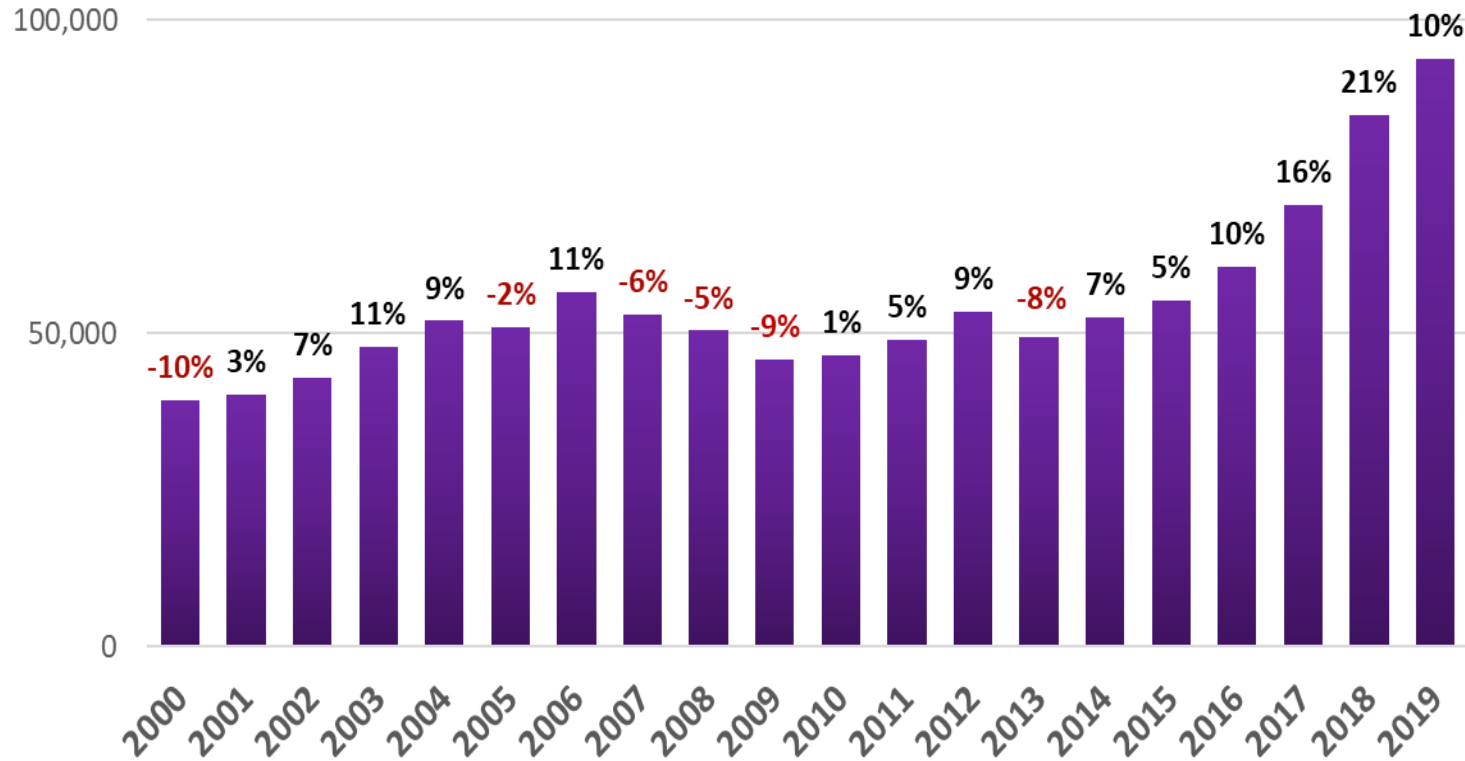
BUSINESS  
FINLAND

# Belgium Market Review

VISIT FINLAND



# BELGIAN OVERNIGHTS IN FINLAND



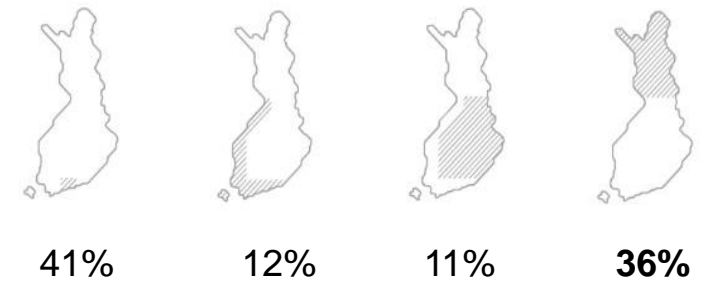
**Year 2019**

**19<sup>th</sup>** in country rankings  
with a **1% share** of foreign overnights

Average change 2000-2019: **+4%**

Change 2019 compared to 2000: **+139%**

Share of overnights by regions 2019



# BELGIAN OVERNIGHTS IN FINLAND / YEAR 2019

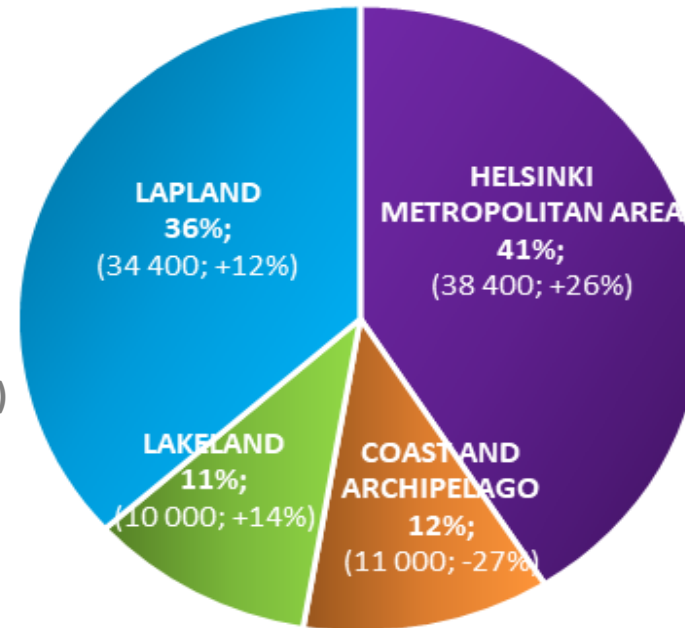
Year 2019

**93 700** overnights in total

+10% compared to 2018  
(+33% compared to 2017)

Belgian overnights in main marketing areas  
Year 2019

25% in Kittilä-Levi (+52%)  
19% in Kolari-Ylläs (+7%)  
15% in Rovaniemi (-21%)  
11% in Muonio (+39%)  
9% in Inari-Saariselkä (+1%)  
7% in Ruka-Kuusamo (+24%)  
7% in Torniolaakso (+18%)

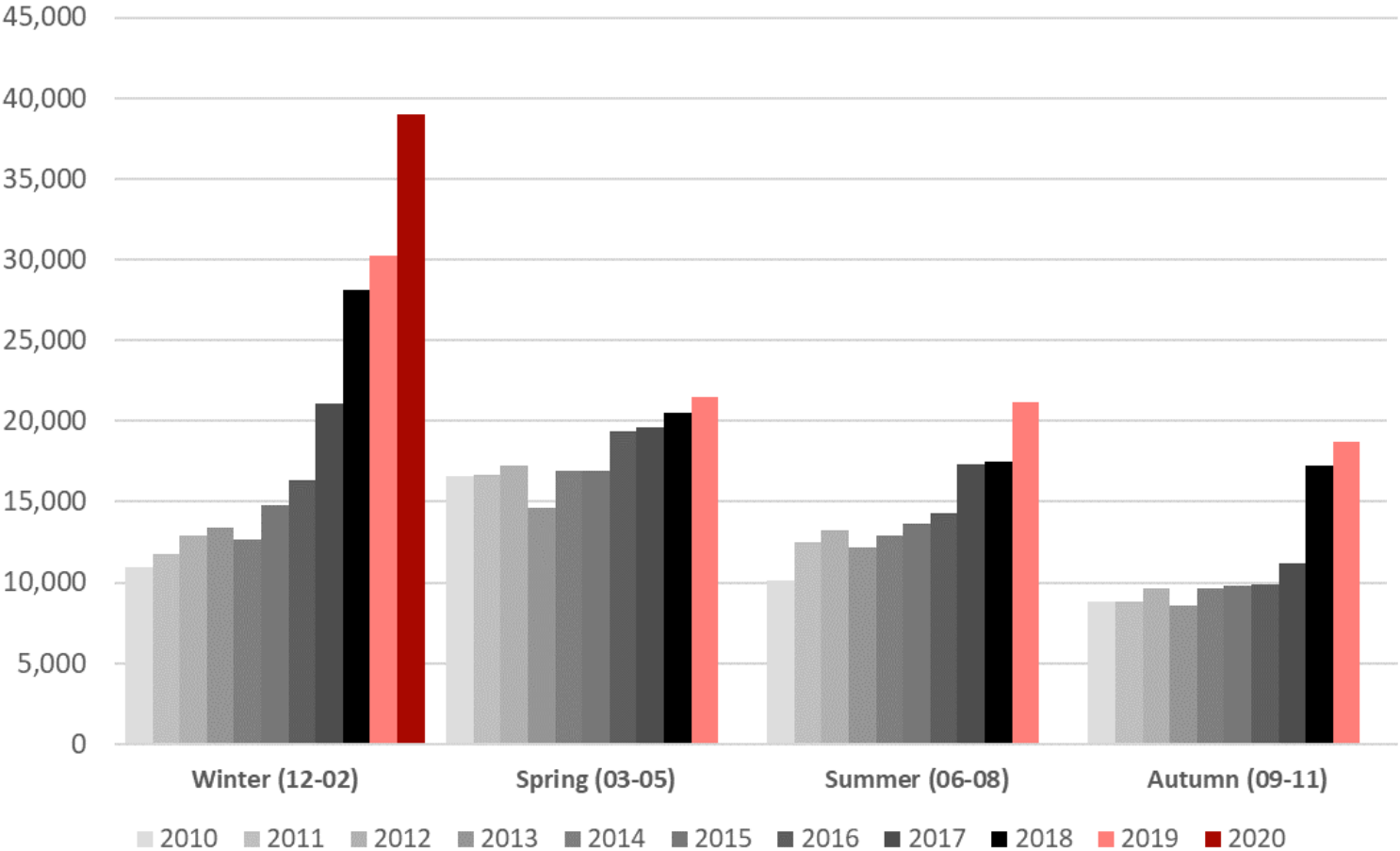


85% of these overnights were spent in **the city of Helsinki** (change **+28%** compared to 2018), (10% spent in Vantaa and 5% in Espoo)

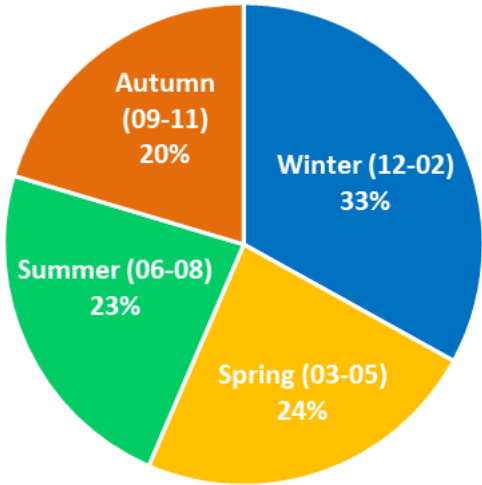
28% in Tampere (+11%)  
12% in Jyväskylä sub-reg. (+56%)  
12% in Lahti sub-reg. (+87%)

18% in Turku (+6%)  
14% in Oulu (+29%)

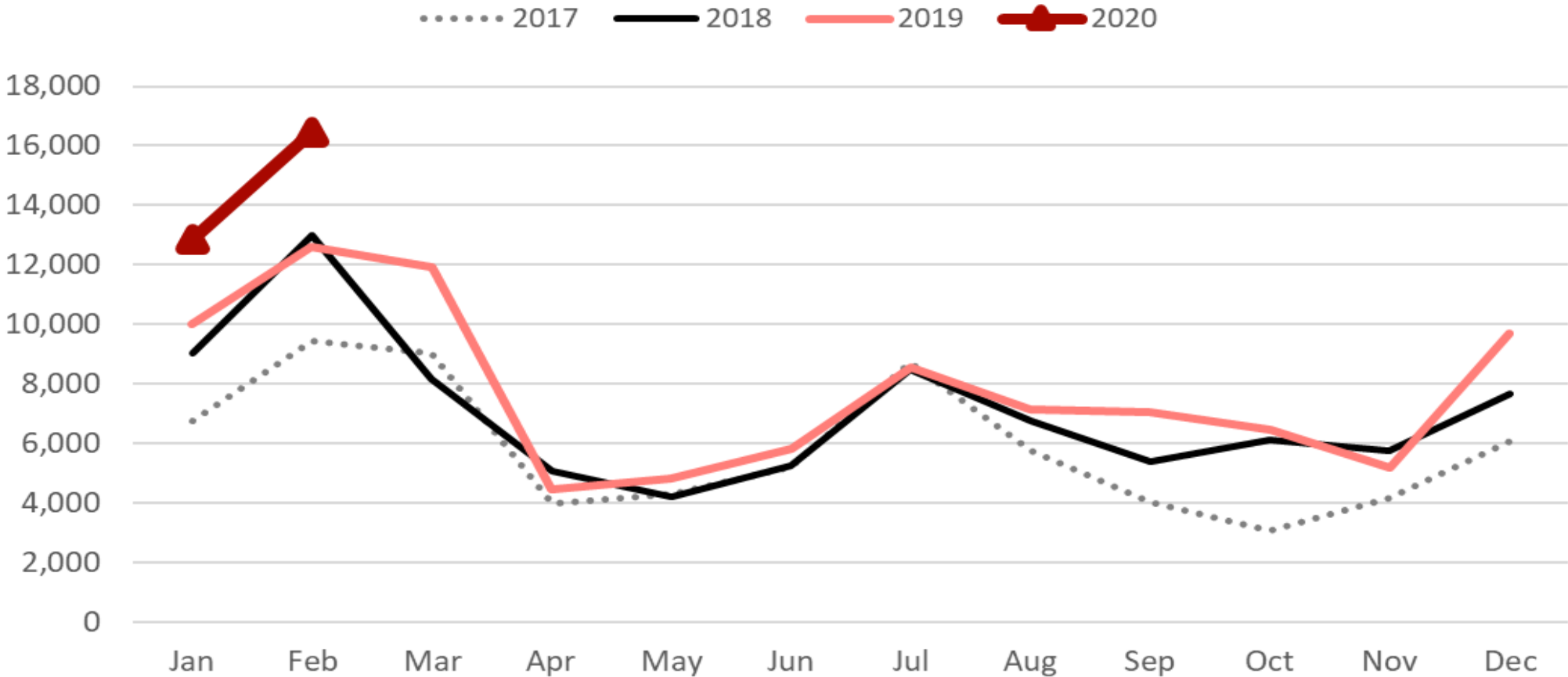
# BELGIAN OVERNIGHTS IN FINLAND BY SEASON



Belgian overnights in 2019

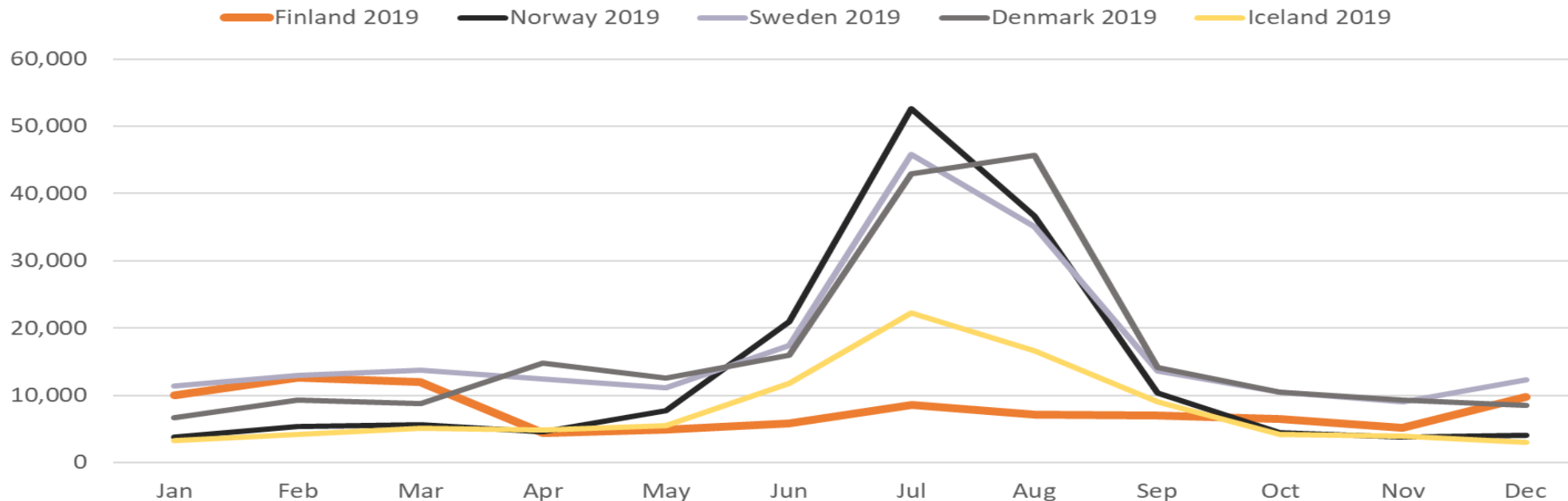


# BELGIAN MONTHLY OVERNIGHTS IN FINLAND 2017-2020



# BELGIAN MONTHLY OVERNIGHTS IN THE NORDIC COUNTRIES IN 2019

Monthly overnights in the Nordic countries in 2019



Monthly change in Belgian overnights 2019/2018

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Year
Denmark	22%	38%	19%	10%	10%	8%	-5%	7%	21%	6%	-4%	5%	7%
Finland	11%	-3%	46%	-13%	15%	11%	1%	6%	31%	5%	-10%	27%	10%
Iceland	23%	14%	43%	30%	6%	25%	5%	8%	-3%	39%	34%	23%	14%
Norway	-3%	-17%	16%	-7%	-17%	-1%	8%	25%	20%	9%	7%	13%	8%
Sweden	14%	-2%	6%	13%	-7%	-13%	5%	4%	11%	22%	-2%	21%	4%

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