

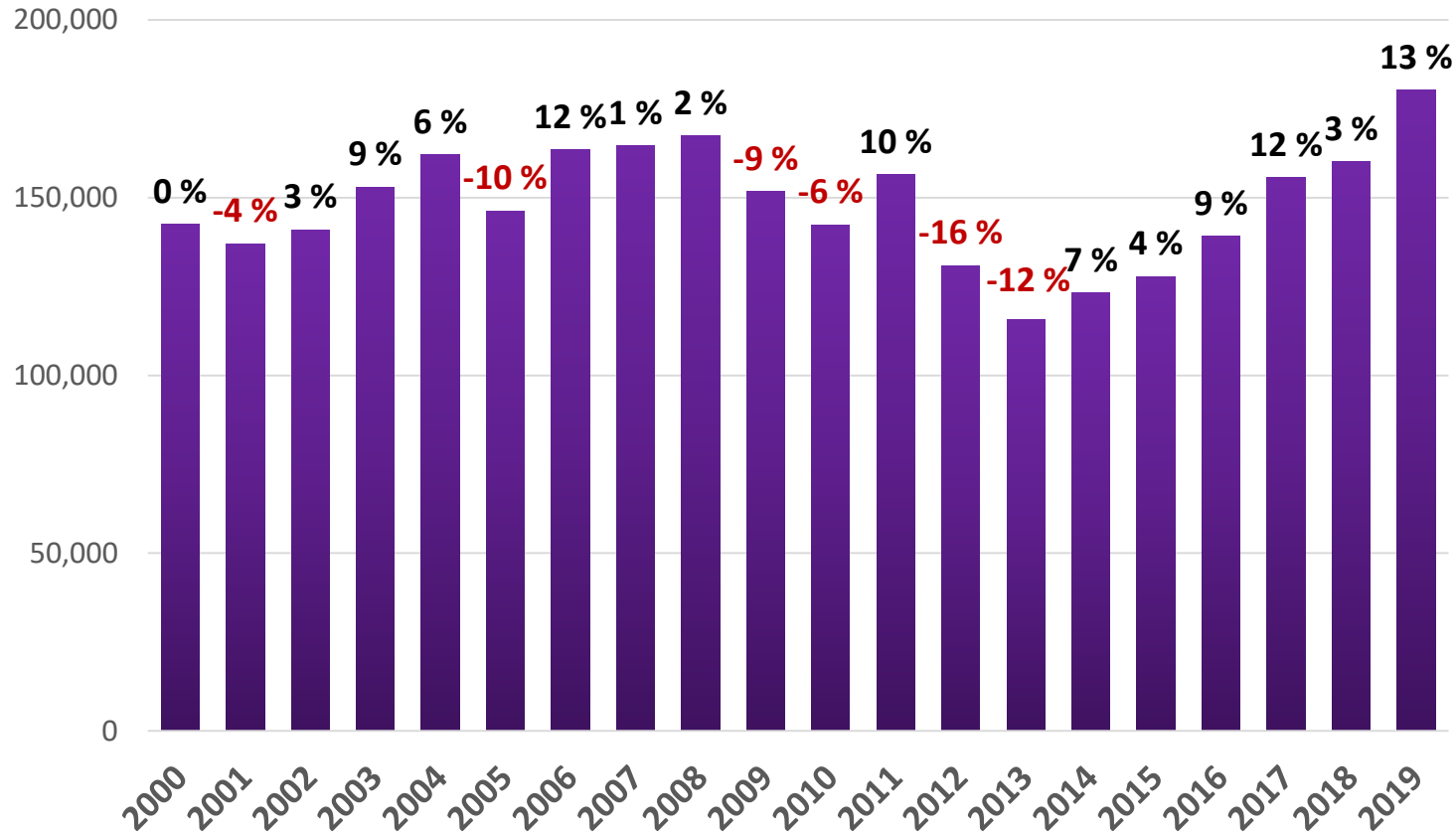
BUSINESS  
FINLAND

**Italy - Market Review**

VISIT FINLAND



# ITALIAN OVERNIGHTS IN FINLAND



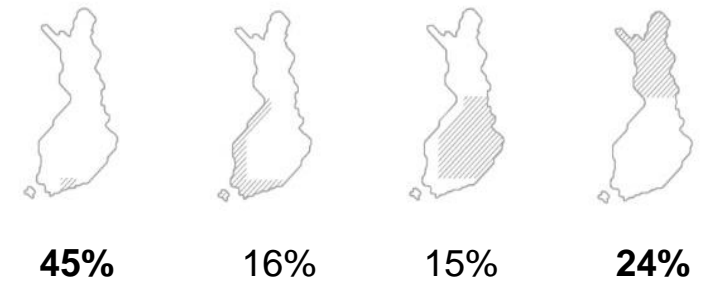
**Year 2019**

**12<sup>th</sup>** in country rankings  
with a **3% share** of foreign overnights

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

Change 2019 compared to 2000: **+26%**

Share of overnights by regions 2019



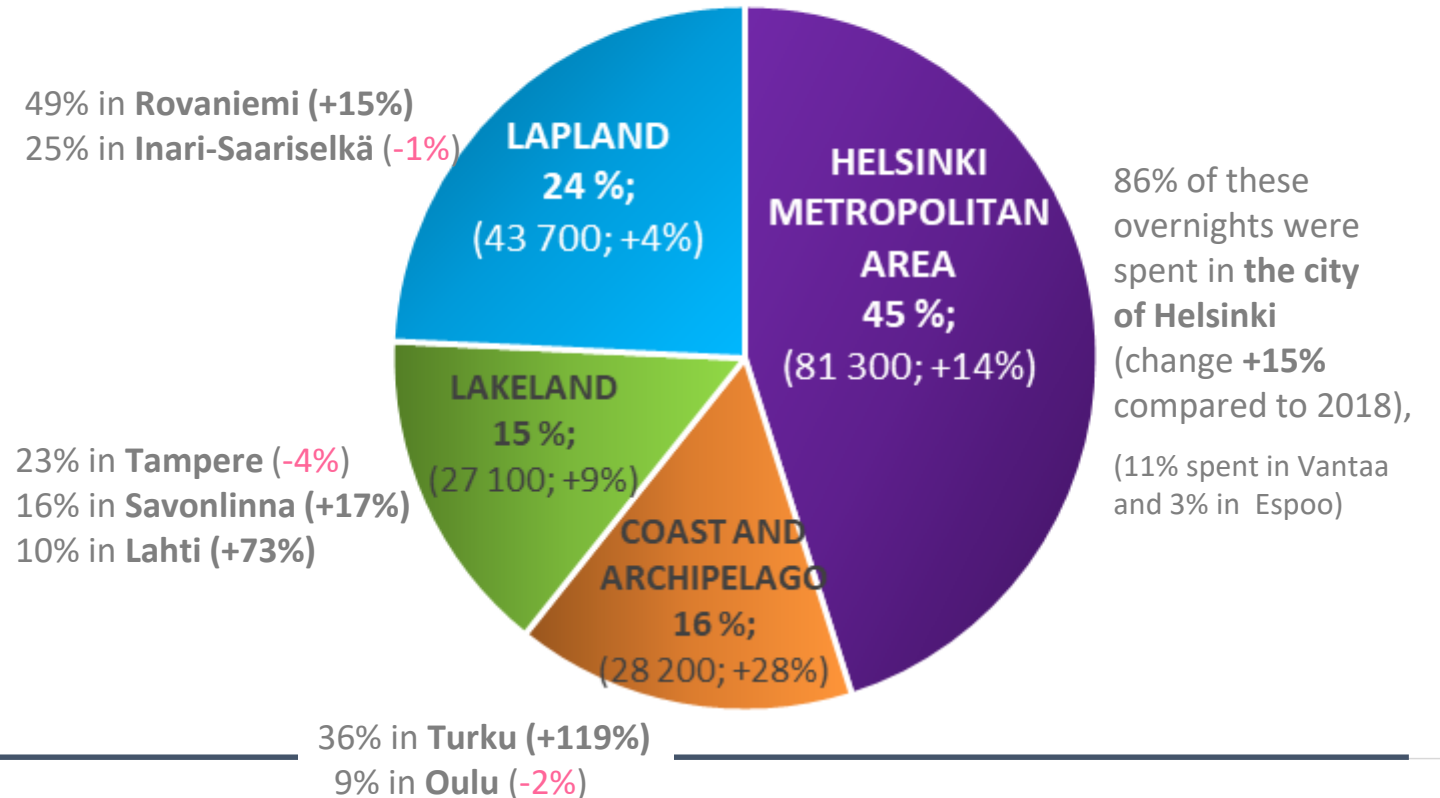
# ITALIAN OVERNIGHTS IN FINLAND / YEAR 2019

Year 2019

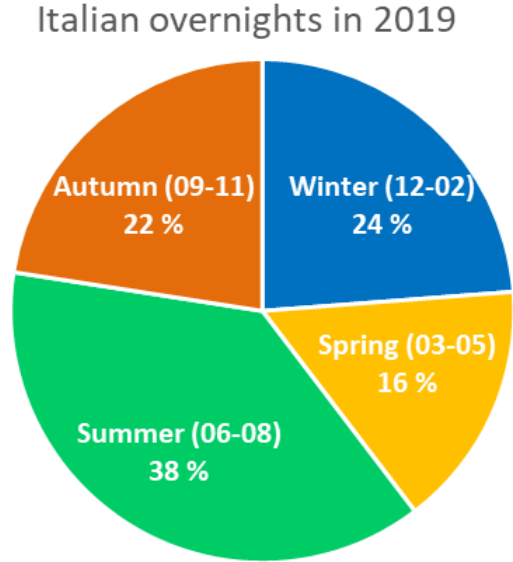
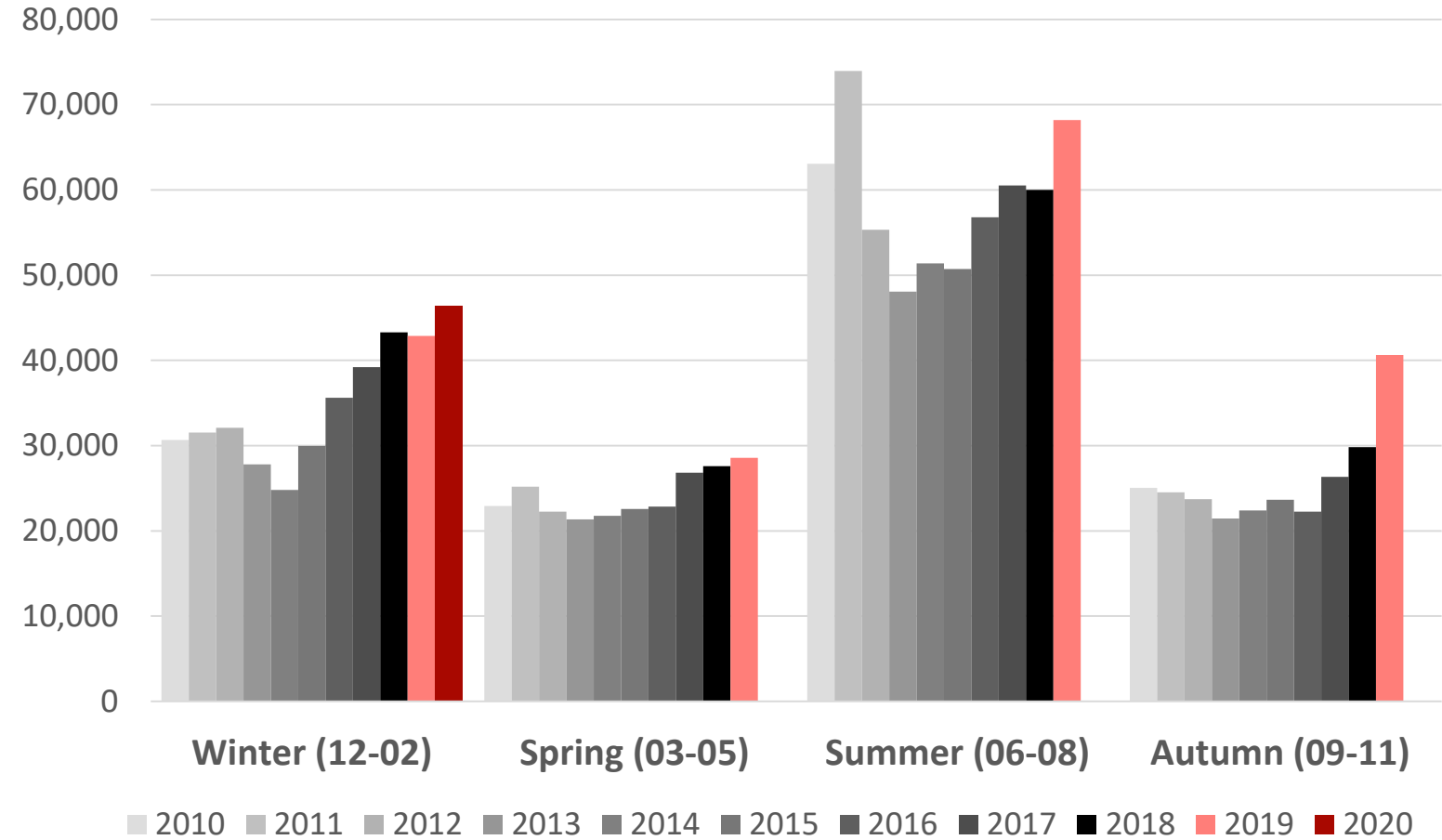
**180 300** overnights in total

+13% compared to 2018  
(+16% compared to 2017)

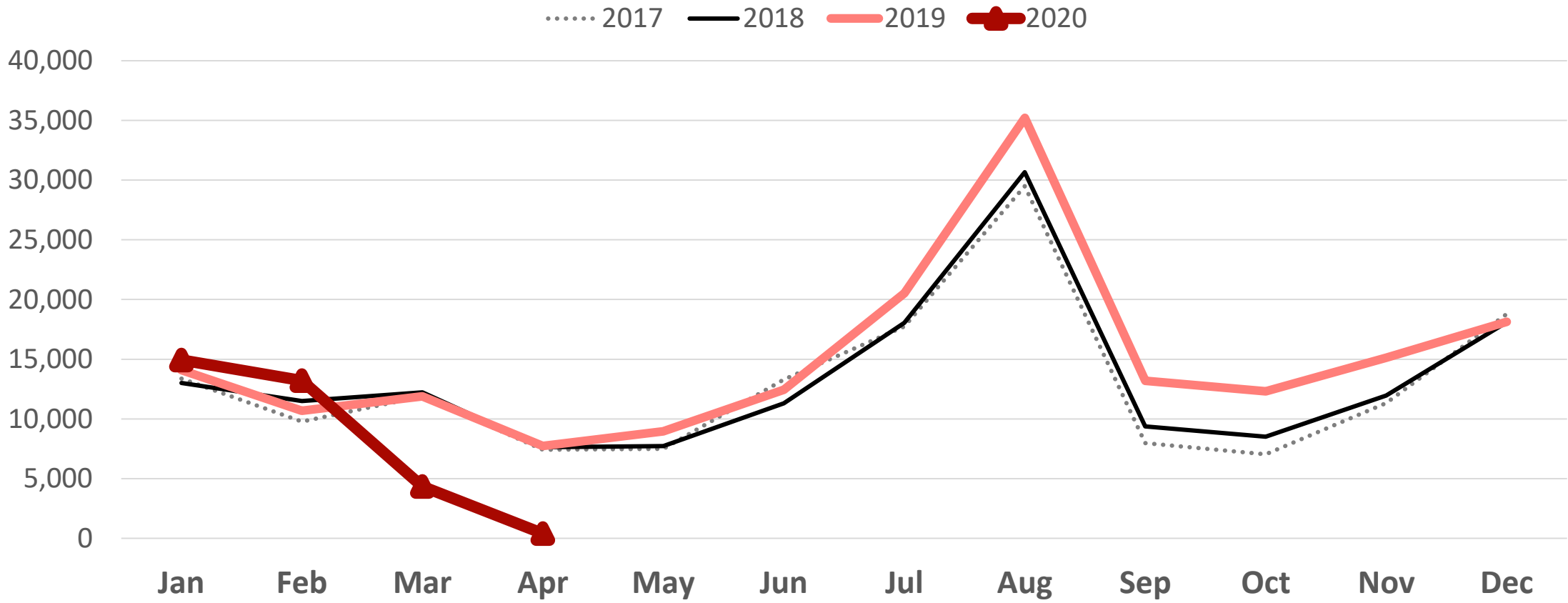
Italian overnights in main marketing areas  
Year 2019



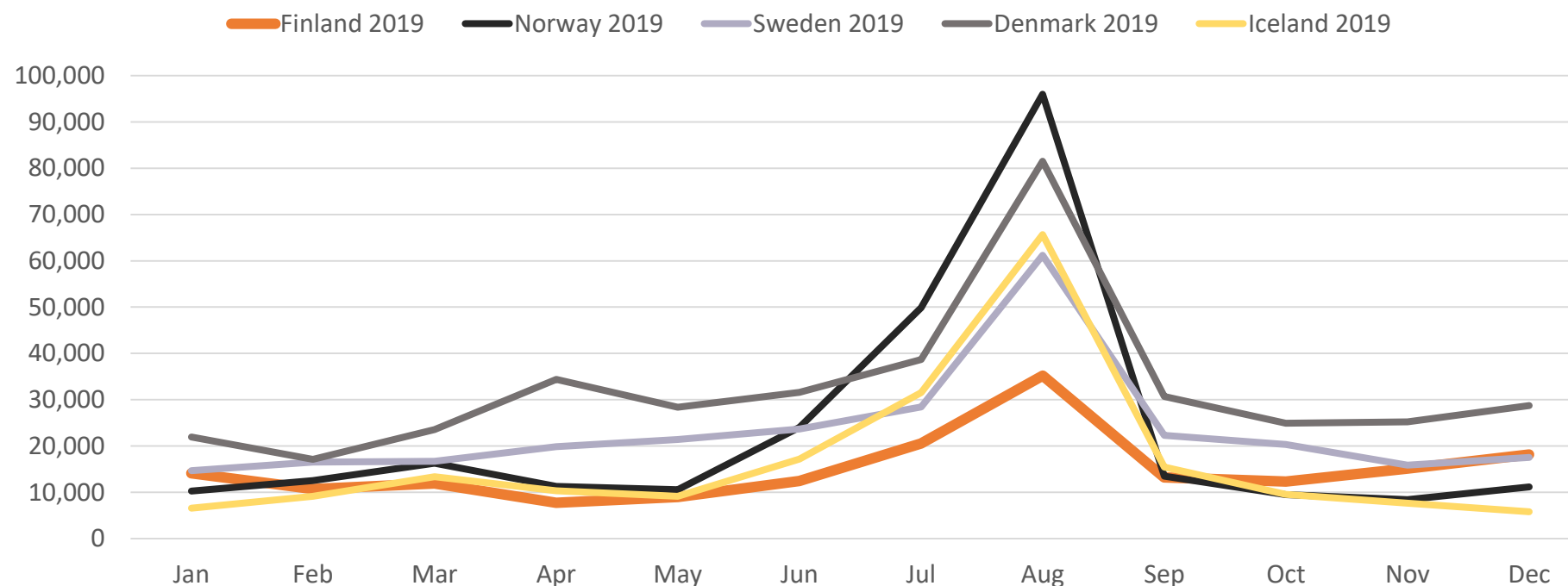
# ITALIAN OVERNIGHTS IN FINLAND BY SEASON



# ITALIAN MONTHLY OVERNIGHTS IN FINLAND 2017-2020



# ITALIAN MONTHLY OVERNIGHTS IN THE NORDIC COUNTRIES IN 2019



Monthly change in Italian overnights 2019/2018

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Year
Denmark	7 %	-1 %	-4 %	8 %	10 %	0 %	5 %	8 %	-1 %	-6 %	-8 %	6 %	3 %
Finland	8 %	-7 %	-3 %	1 %	16 %	10 %	14 %	15 %	41 %	45 %	26 %	0 %	13 %
Iceland	24 %	17 %	8 %	34 %	2 %	-7 %	-2 %	16 %	15 %	10 %	3 %	-8 %	9 %
Norway	-14 %	-6 %	19 %	-2 %	-4 %	-19 %	-2 %	10 %	10 %	-2 %	-22 %	16 %	1 %
Sweden	-4 %	1 %	-7 %	-9 %	9 %	2 %	-1 %	2 %	4 %	10 %	7 %	-8 %	1 %

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

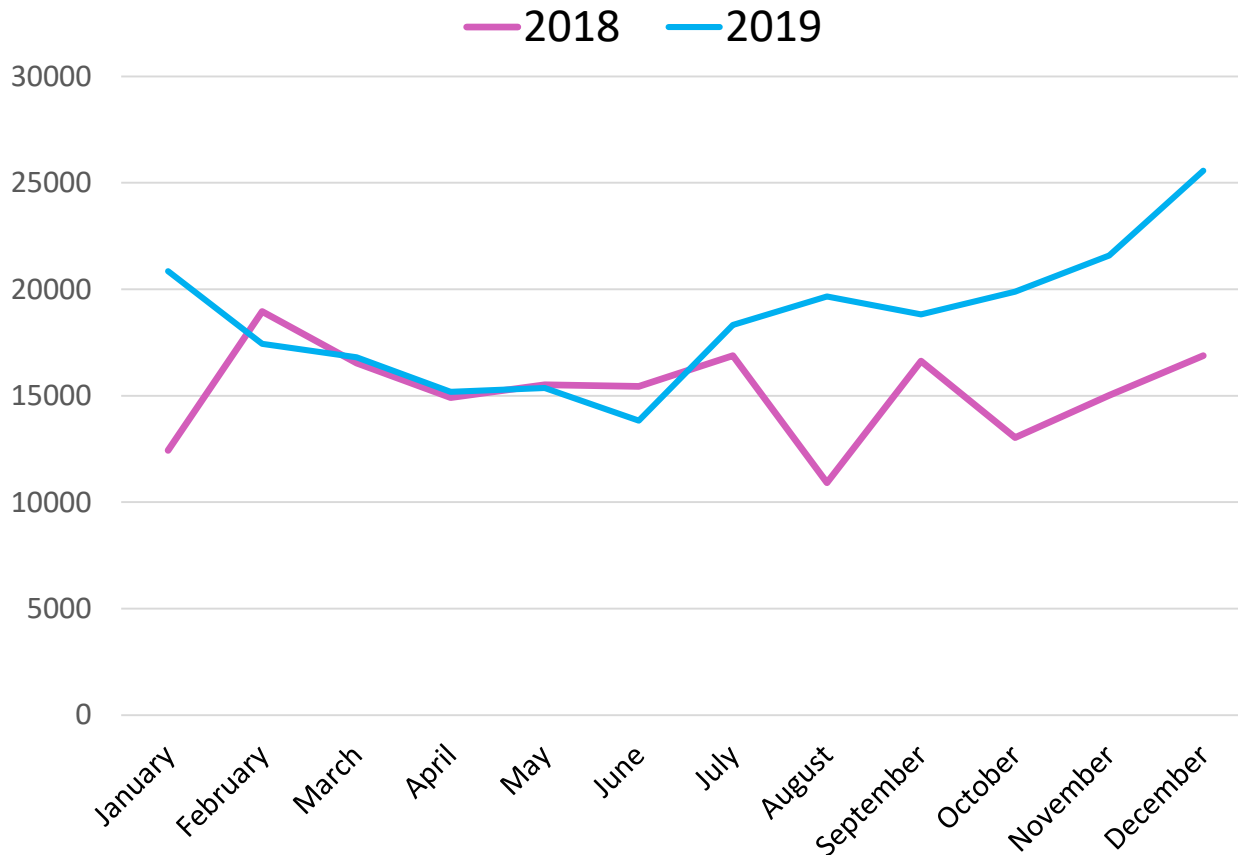
# Italian travelers' Internet searches

Source: D2 Digital Demand



- 223 300 travel-related Internet searches concerning Finland
- +22 % compared to previous year

Italy Seasonality in Searches



Italy Top Microbrandtags

