

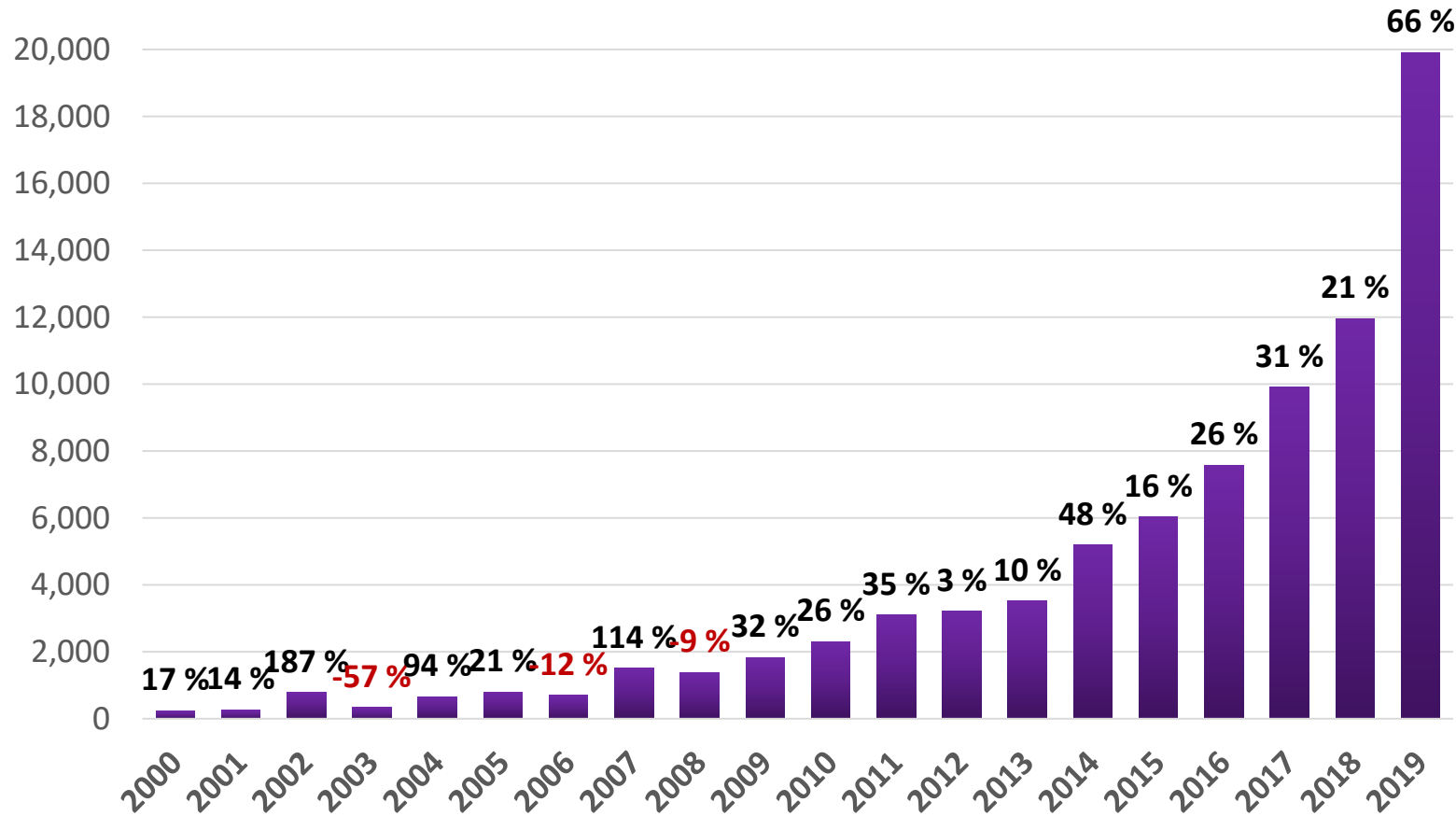
BUSINESS  
FINLAND

**UAE - Market Review**

VISIT FINLAND



# EMIRATI OVERNIGHTS IN FINLAND



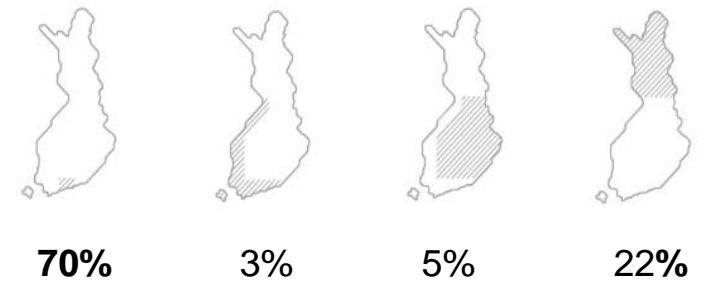
**Year 2019**

**41<sup>st</sup>** in country rankings

Average change 2000-2019: **+34%**

Change **2019** compared to **2010**: **+764%**

Share of overnights by regions 2019



# EMIRATI OVERNIGHTS IN FINLAND / YEAR 2019

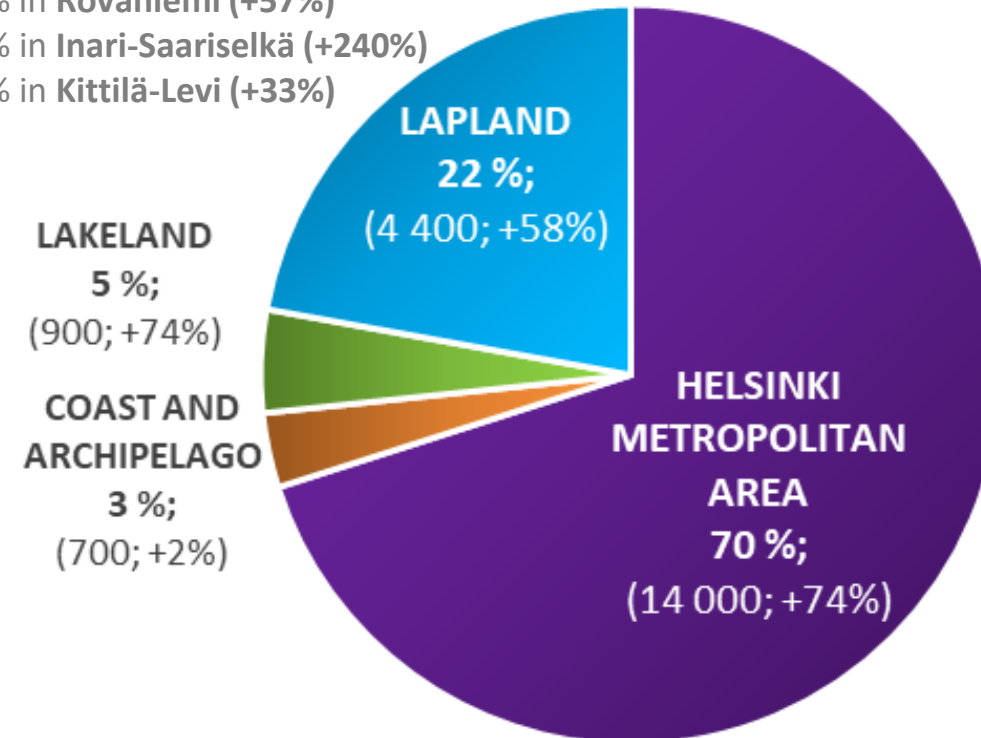
Year 2019

**19 900** overnights in total

+66% compared to 2018  
(+101% compared to 2017)

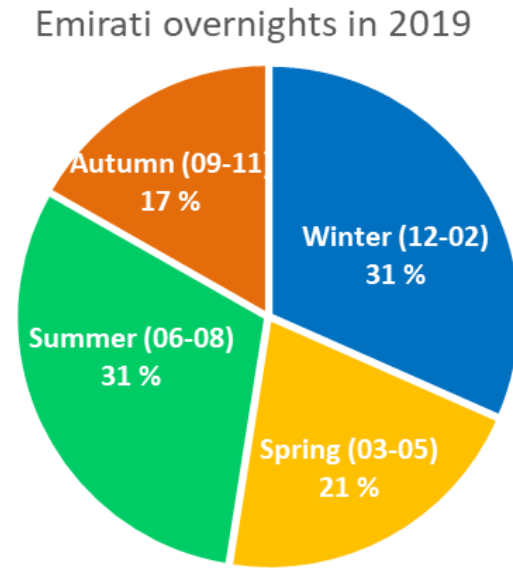
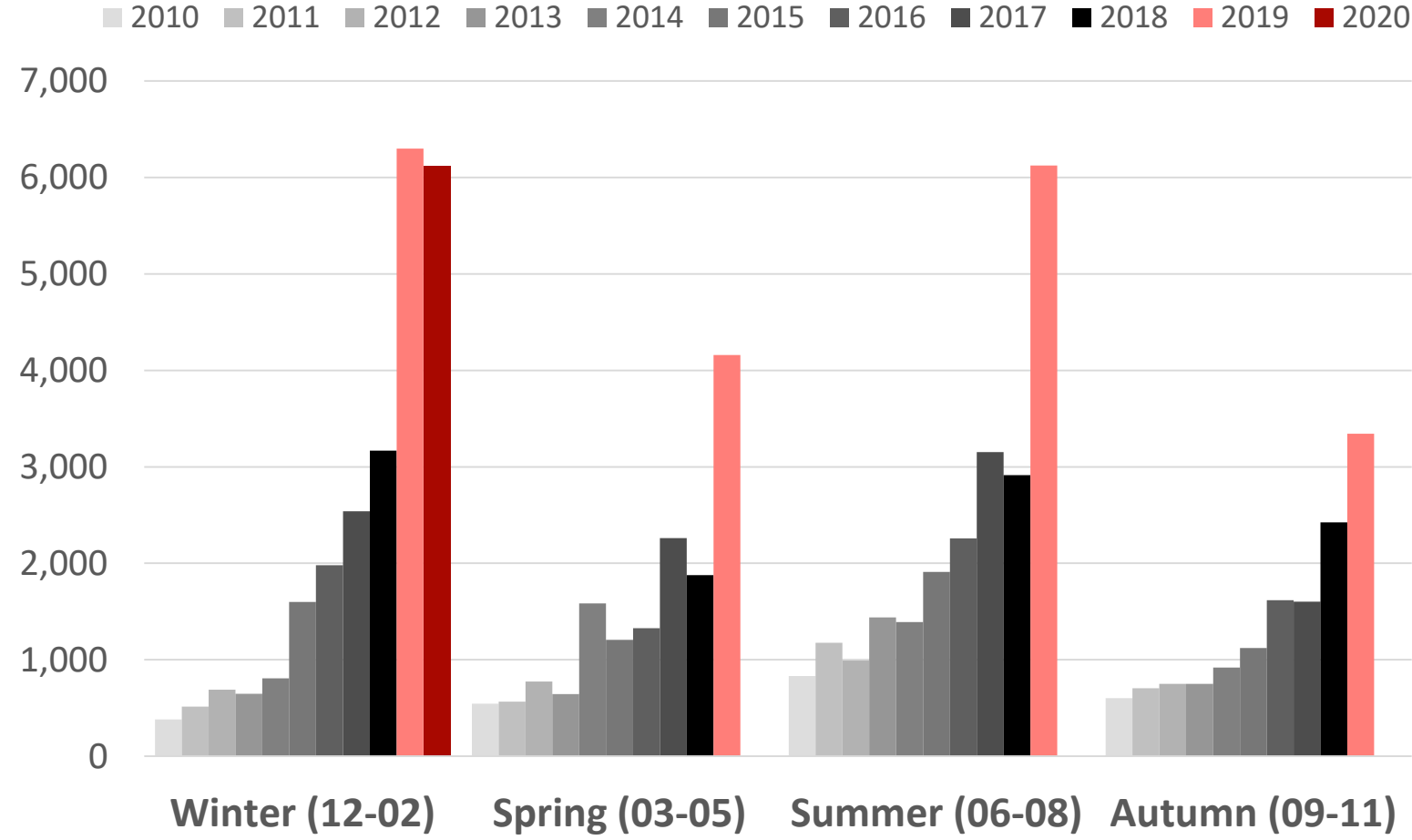
## Emirati overnights in main marketing areas Year 2019

59% in Rovaniemi (+57%)  
13% in Inari-Saariselkä (+240%)  
13% in Kittilä-Levi (+33%)



73% of these overnights were spent in **the city of Helsinki** (change +59% compared to 2018), (16% spent in Espoo and 11% in Vantaa)

# EMIRATI OVERNIGHTS IN FINLAND BY SEASON



# EMIRATI MONTHLY OVERNIGHTS IN FINLAND 2017-2020

