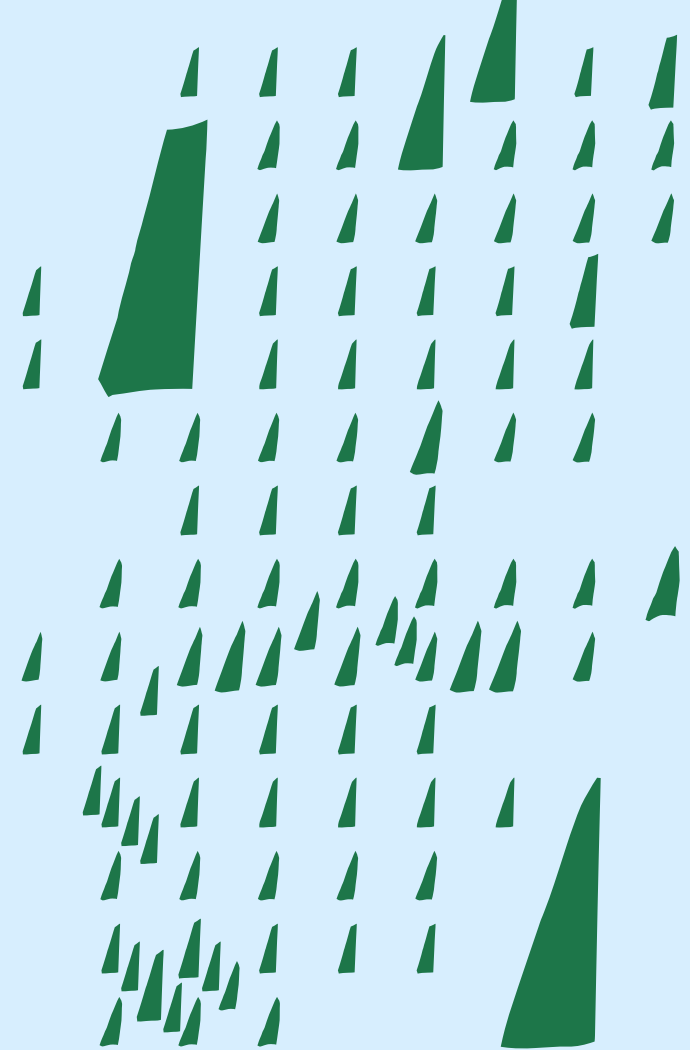


Visit Finland











Japan – market insights








April 2023

Travel related internet searches 2022 vs. 2019



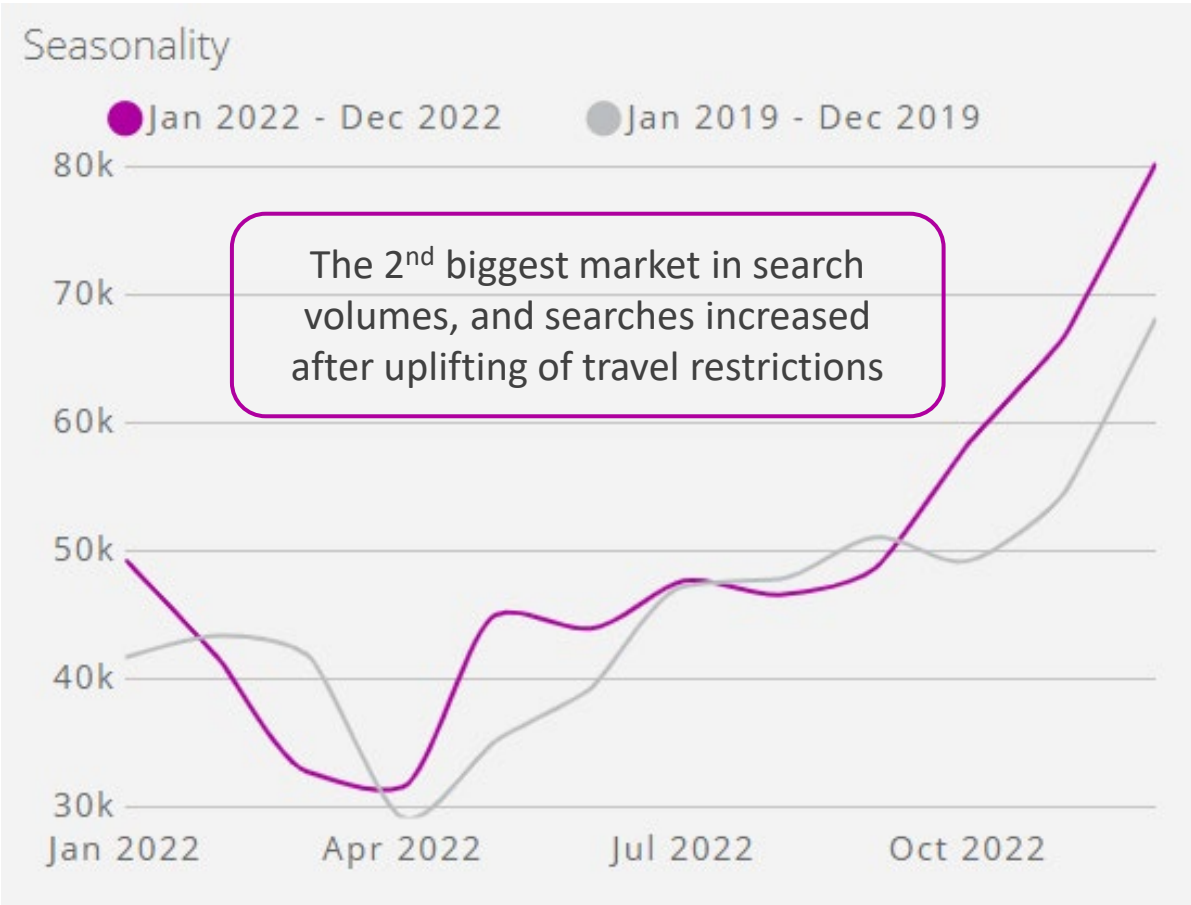
Travel related searches in Target Markets 2022 vs. 2019

Target Market Distribution				
Rank	Flag	Country	2022 Searches	22/19 Growth
1		Germany	635,793	36.7%
2		Japan	592,326	7.9%
3		United States	590,094	53.8%
4		United Kingdom	382,169	29.2%
5		Italy	285,187	33.4%
6		France	283,549	20.9%
7		Spain	243,895	30.5%
8		Estonia	175,015	66.0%
9		Netherlands	166,802	38.1%
10		India	164,824	30.7%

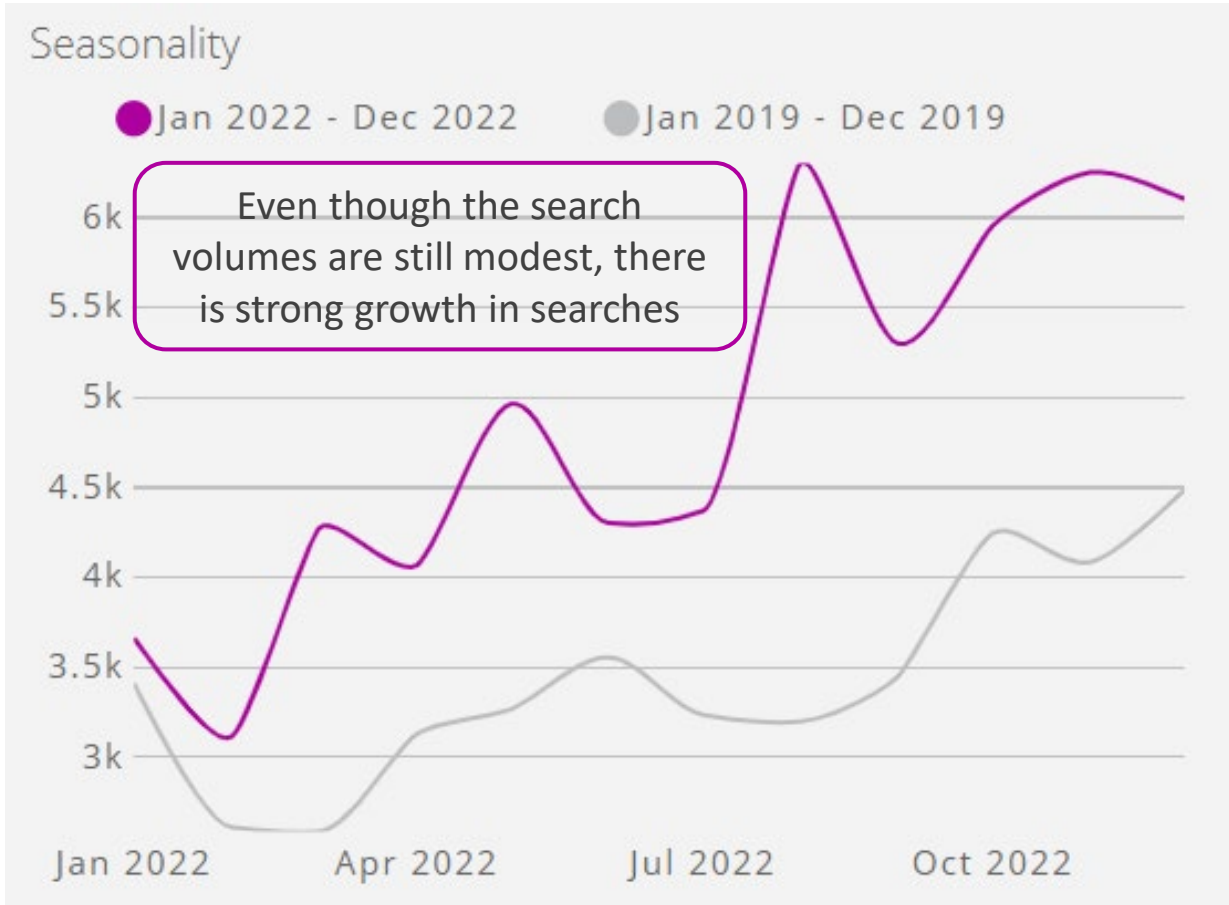
Target Market Distribution				
Rank	Flag	Country	2022 Searches	22/19 Growth
11		Sweden	152,968	28.4%
12		Canada	146,342	58.3%
13		Switzerland	136,764	22.0%
14		Austria	99,079	24.1%
15		Australia	88,853	28.3%
16		Belgium	81,009	26.4%
17		China	74,768	-86.4%
18		South Korea	58,664	42.2%
19		Russia	0	-100.0%

Seasonality of Searches 2022 and 2019

JAPAN

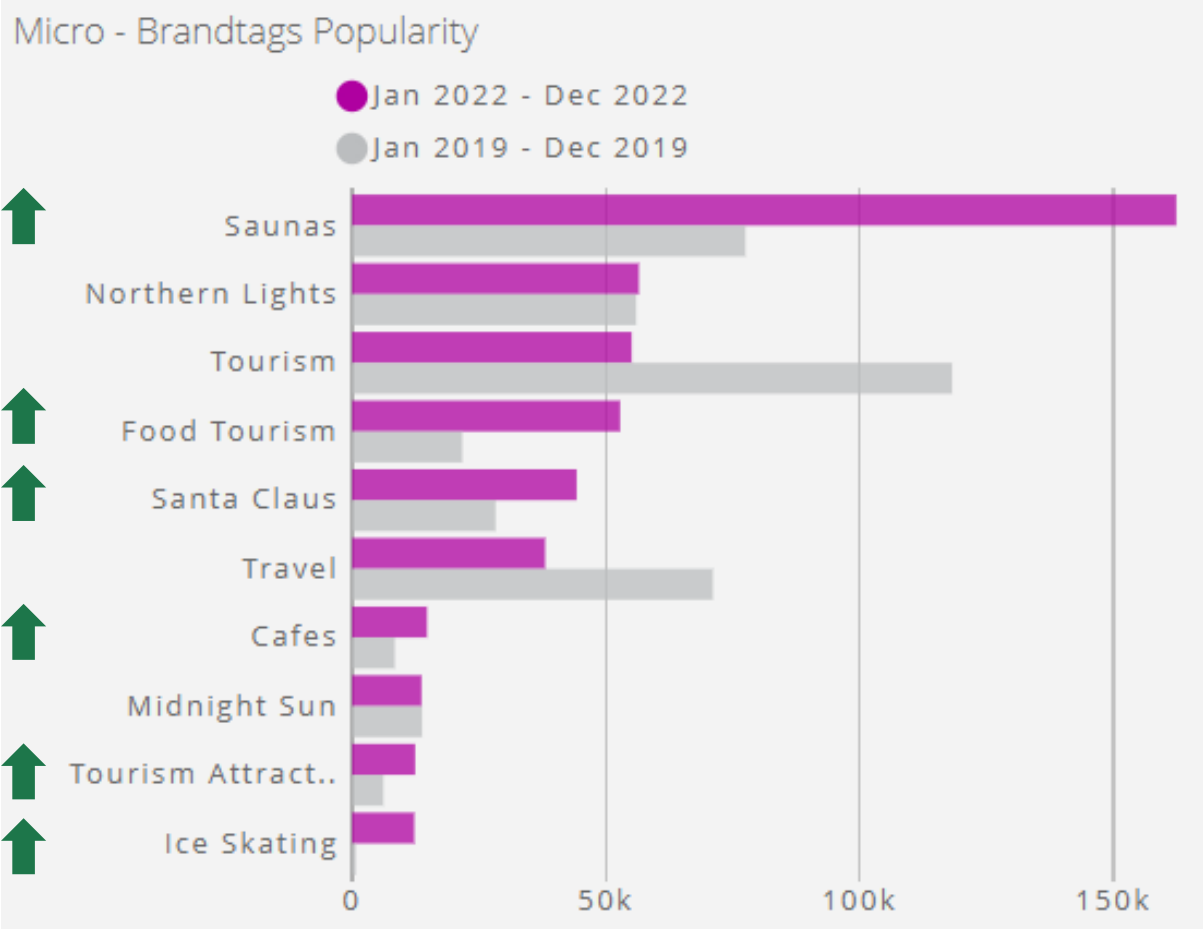


SOUTH KOREA

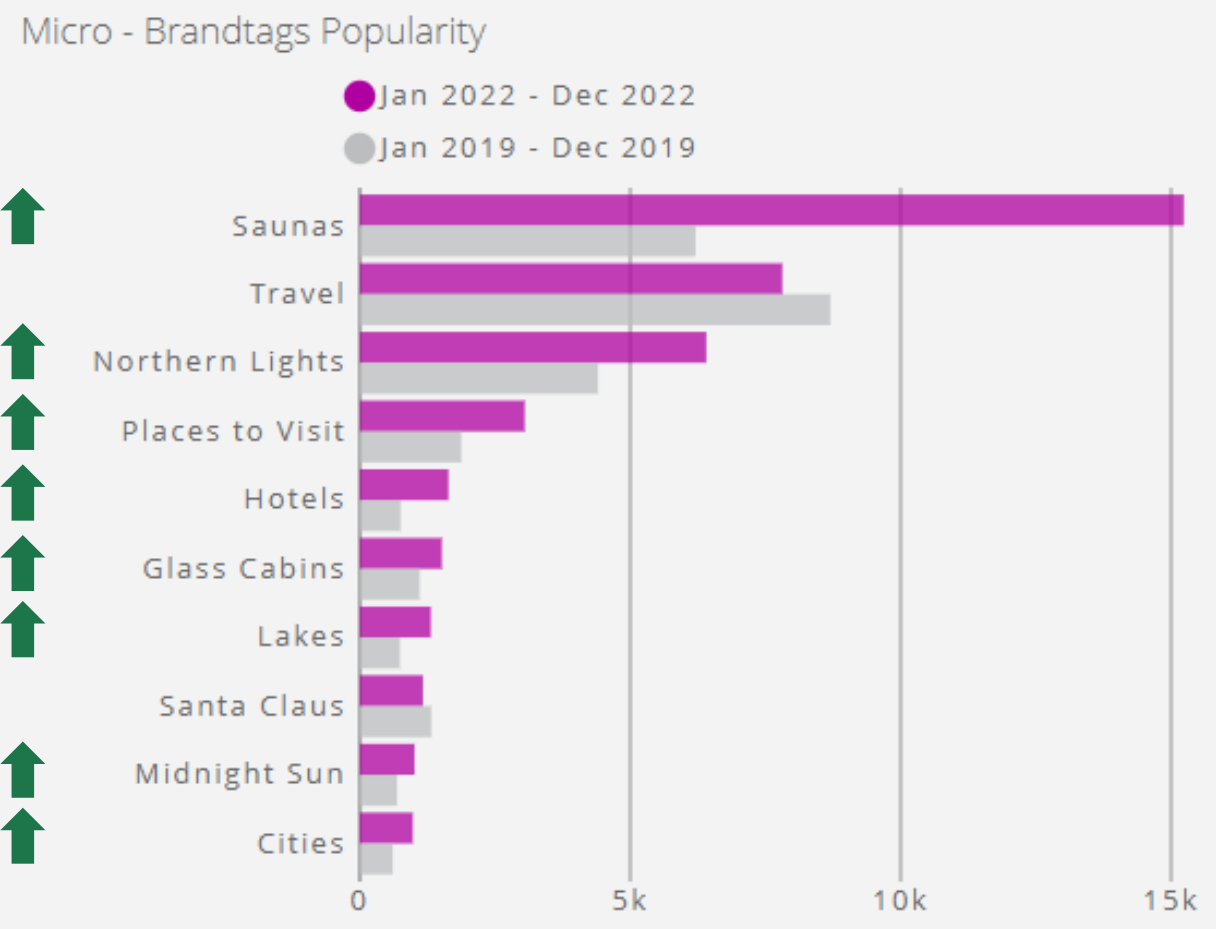


Most searched keywords 2022 vs. 2019

JAPAN

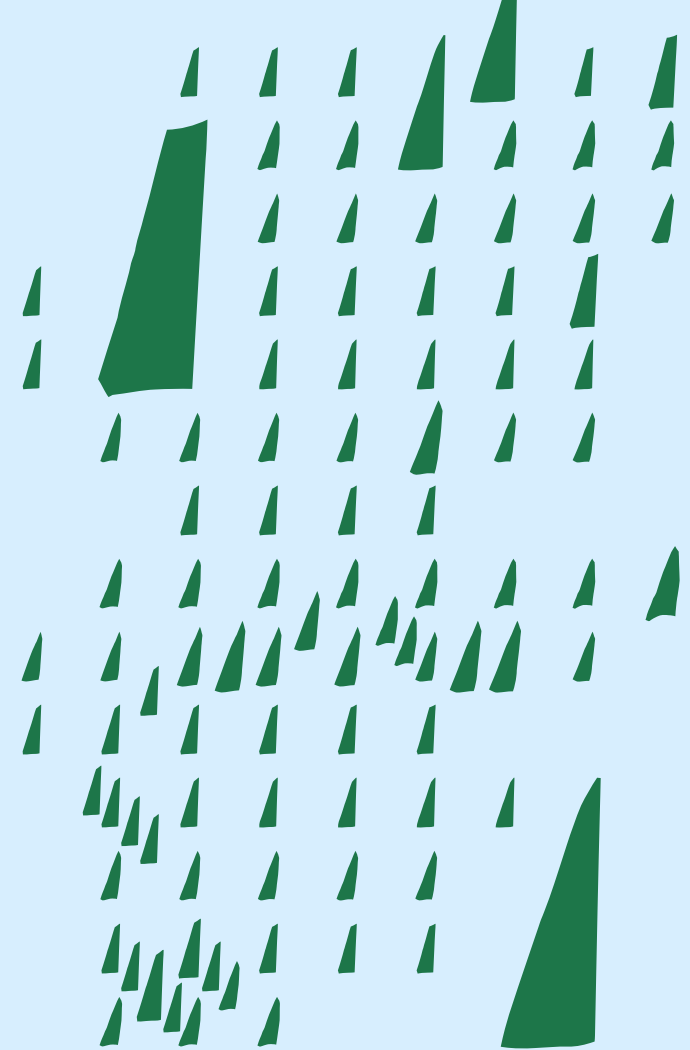


SOUTH KOREA



Overnights in Finland

Year 2022 & High winter season 2023



Overnights in Finland in 2022 & top source markets

Year 2022 vs. year 2019

Overnights in 2022

Total foreign 5.0 M

(-29% vs. 2019)

Foreign excl. Russia 4.8 M

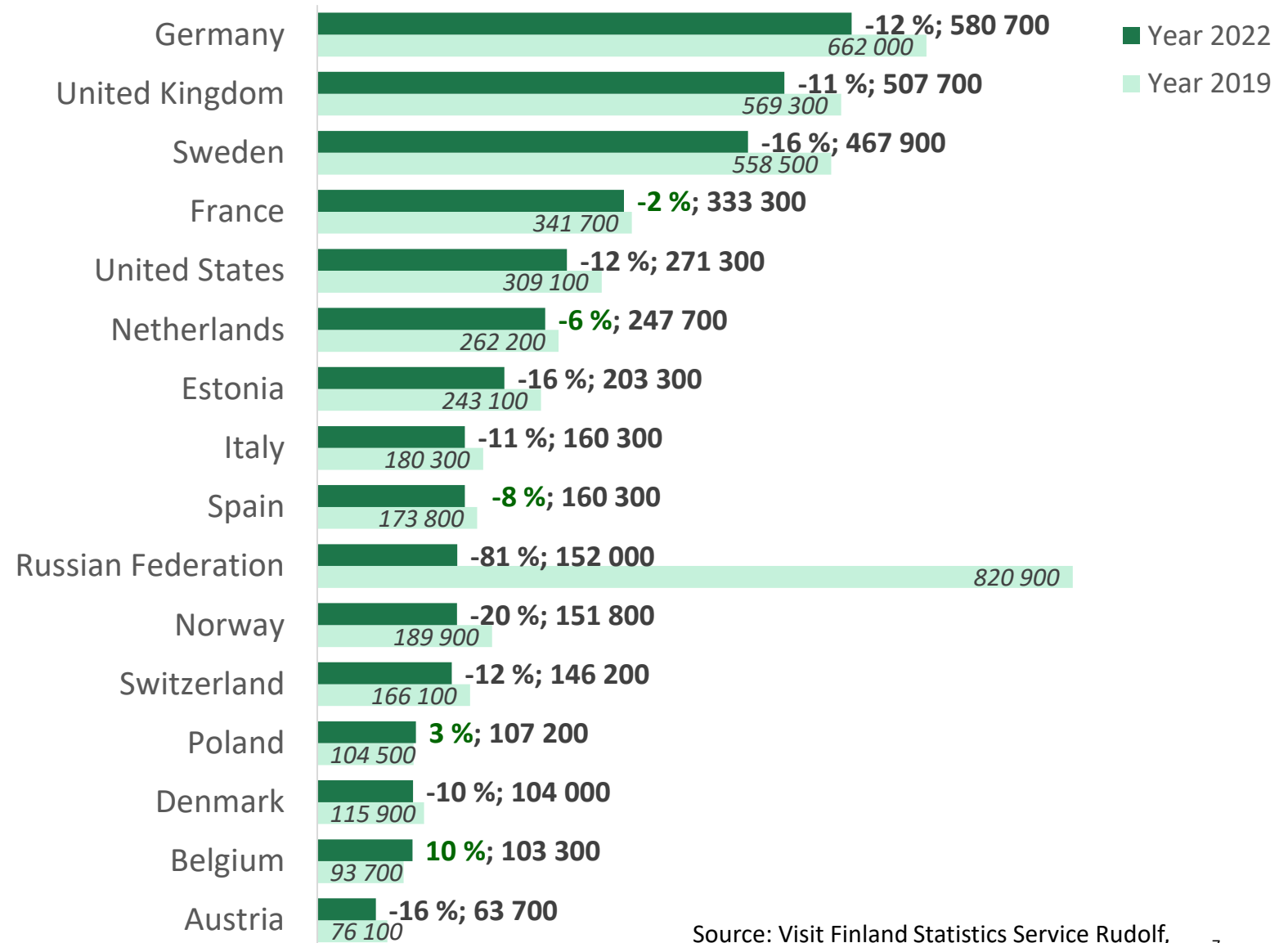
(-23% vs. 2019)

EU+UK 3.4 M

(-9% vs. 2019)

Japan 37,900 (-83%)

South Korea 24,400 (-56%)

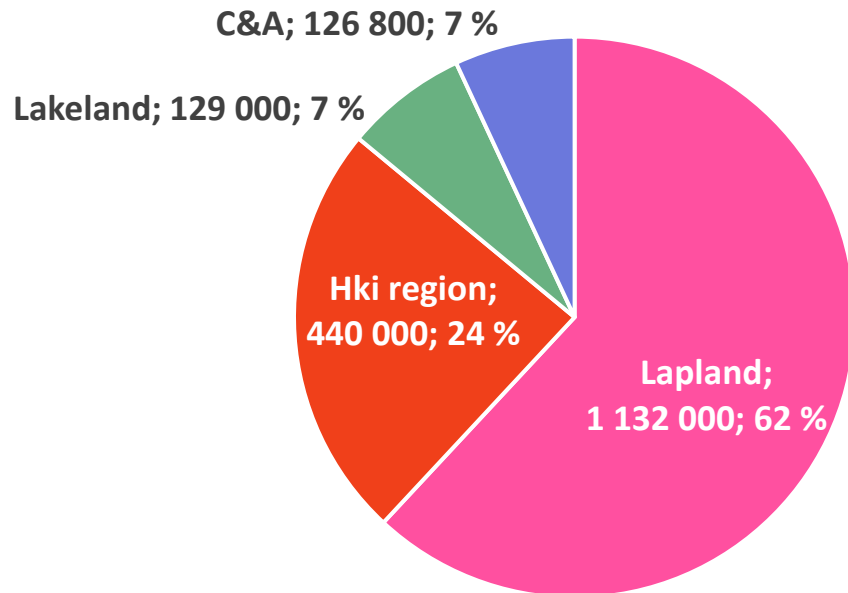


Foreign overnights in high winter season 2022-2023

And change compared to pre-pandemic

1.8 M foreign overnights
(-12% vs. winter2019)

- **1.3 M** from EU-27 + UK (+15%)
- **186,000** from Asia (-46%)
- **88,000** from America (+21%)

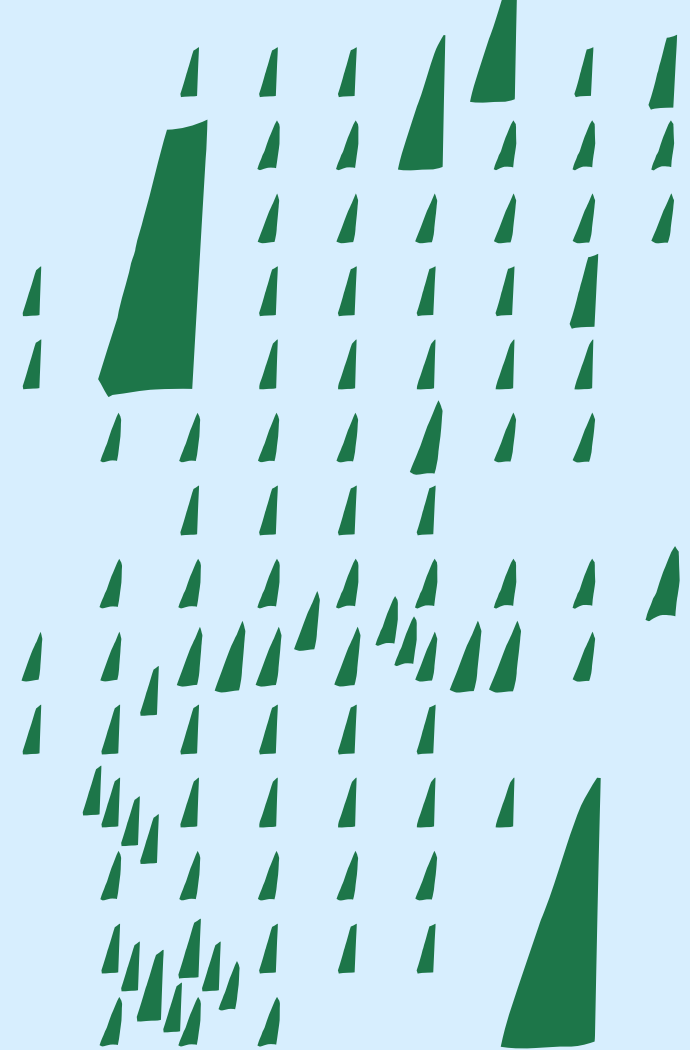


High winter season (12-02)

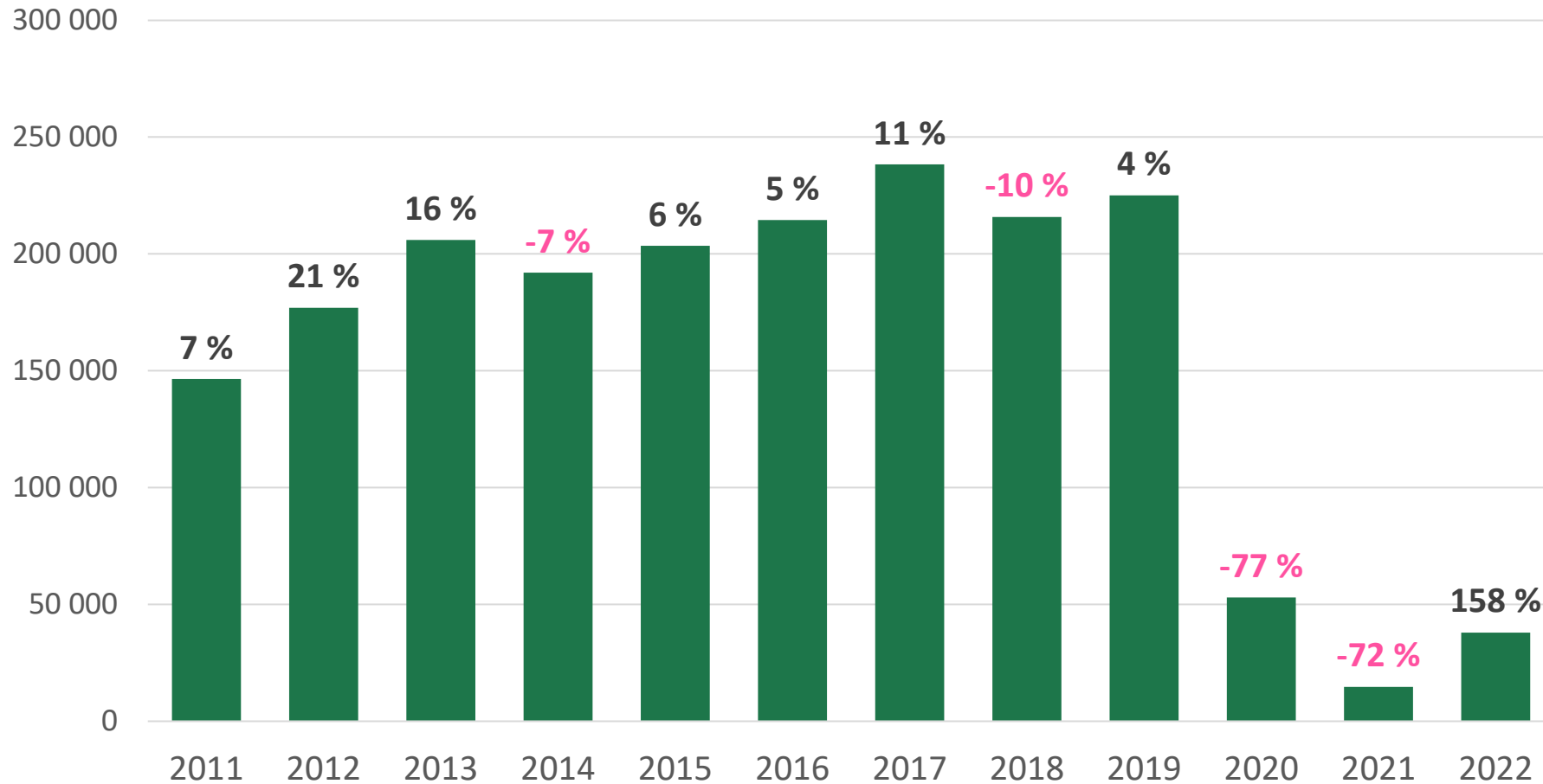
	Dec2018- Feb2019	Dec2022- Feb2023	Change 2023 vs. 2019
United Kingdom	334 900	341 100	+2%
France	161 700	209 900	+30%
Germany	151 300	180 700	+19%
Netherlands	106 700	131 200	+23%
USA	53 800	64 700	+20%
Sweden	75 100	63 600	-15%
Spain	59 400	63 100	+6%
Italy	42 900	59 900	+40%
Estonia	58 200	59 600	+2%
Belgium	30 300	51 100	+69%
Switzerland	51 800	48 600	-6%
China & Hong Kong	139 700	33 200	-76%
Singapore	35 300	31 400	-11%
Ireland	14 900	28 600	+92%
Australia	32 600	26 000	-20%
Denmark	21 200	24 300	+14%

Japan	14,300	-71%
South Korea	7,400	-34%

Japanese overnights in Finland



Japanese overnights in Finland 2011-2022

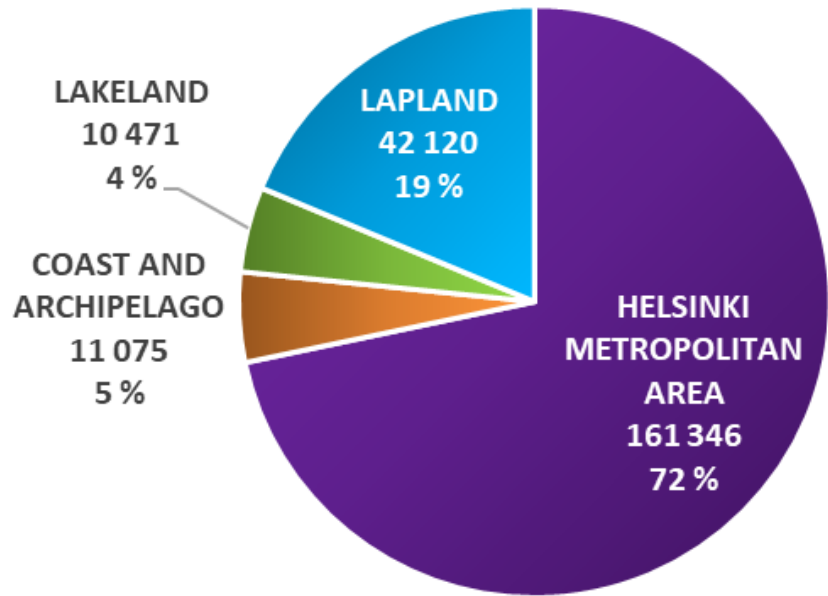


2022
37,900 nights
#28 in market ranking
YoY change +158%
2022 vs. 2019 -83%

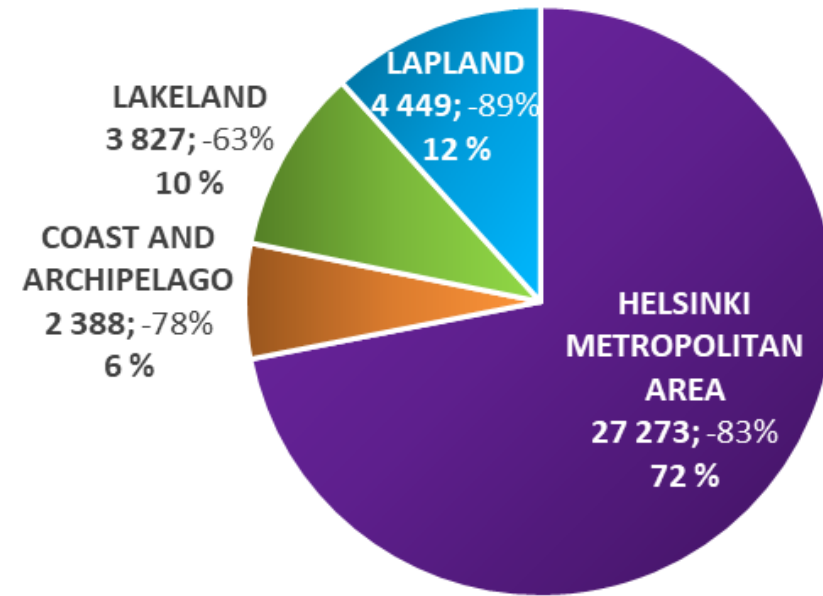
2019
225,000 nights
#10 in market ranking

Japanese overnights in Main Regions 2019 & 2022

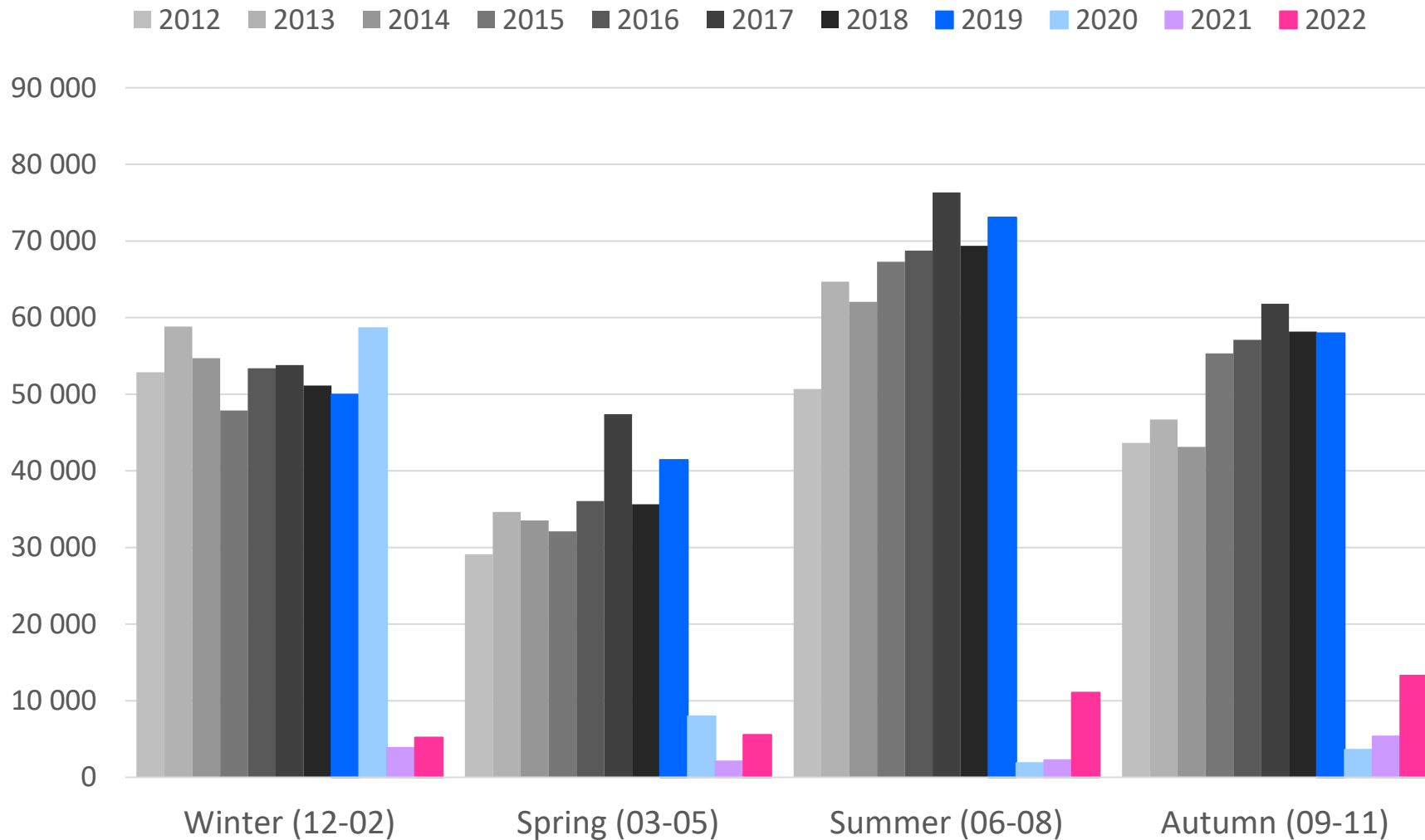
Japanese overnights in main marketing areas
Year 2019



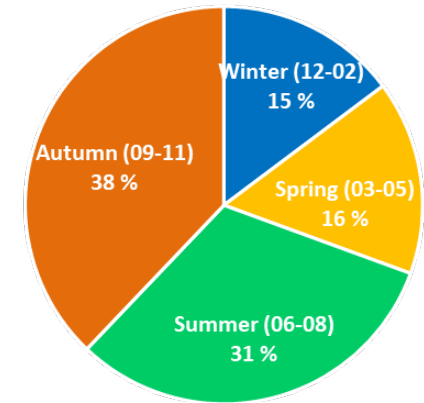
Japanese overnights in main marketing areas
Year 2022 & change-% vs. 2019



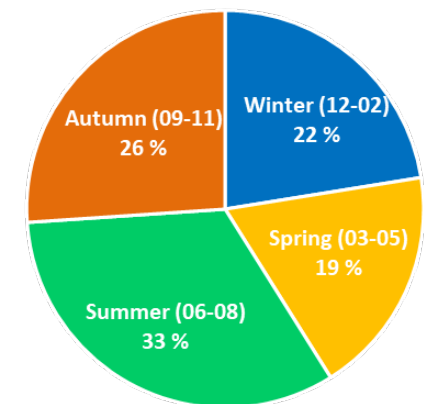
Japan – Seasonal Overnights in Finland 2012-2022



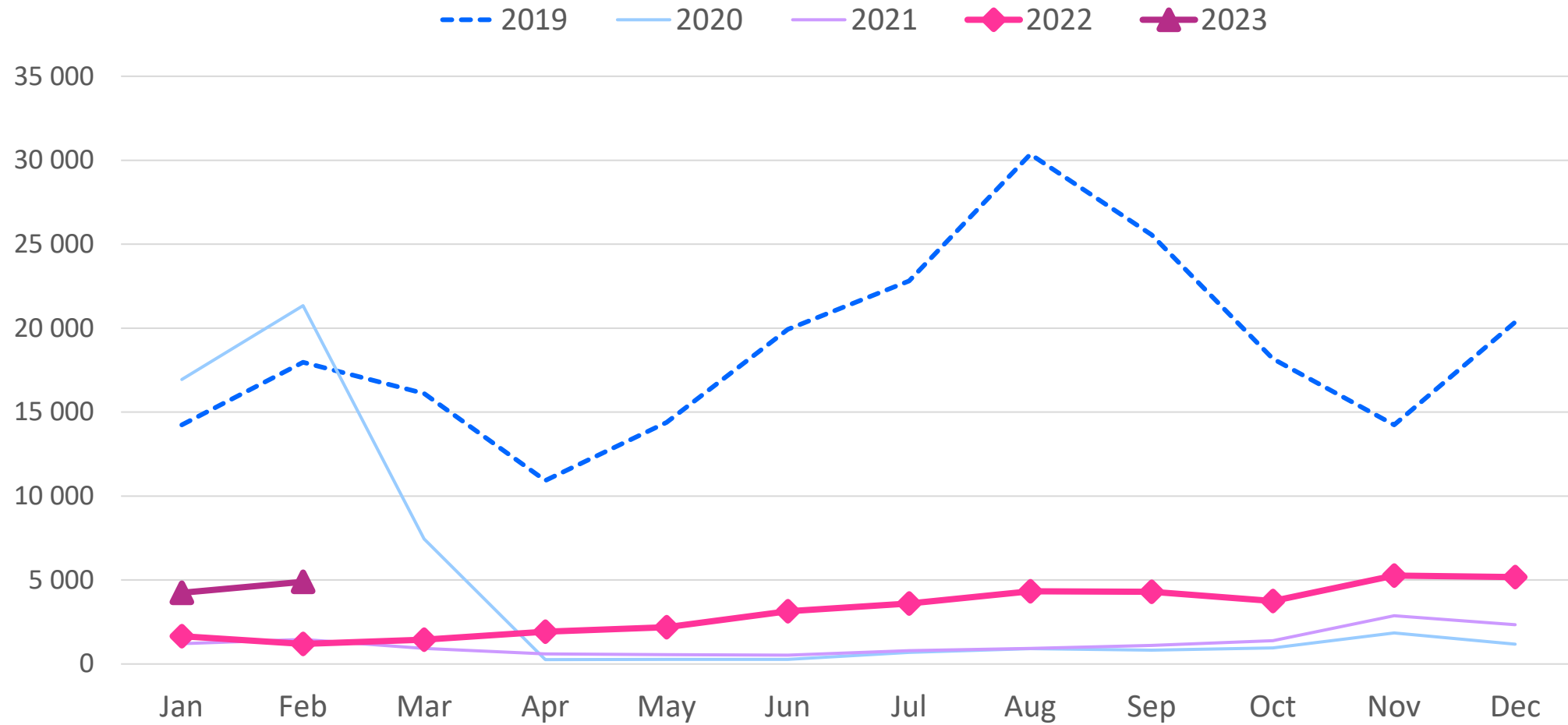
Japanese overnights in 2022



Japanese overnights in 2019



Japanese monthly overnights in Finland 2019-2023



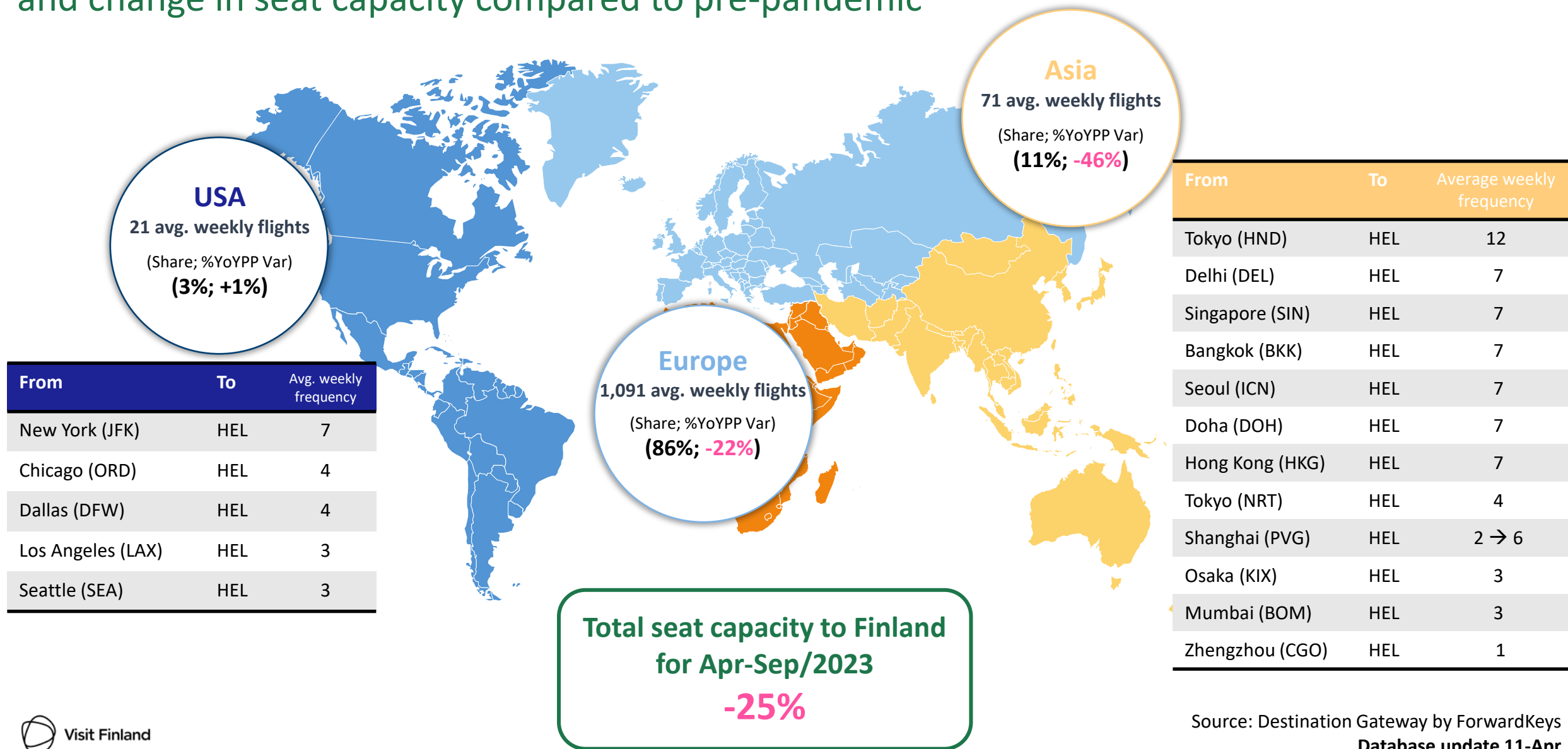


ForwardKeys

Seat capacity

Direct flights to Finland April – September 2023

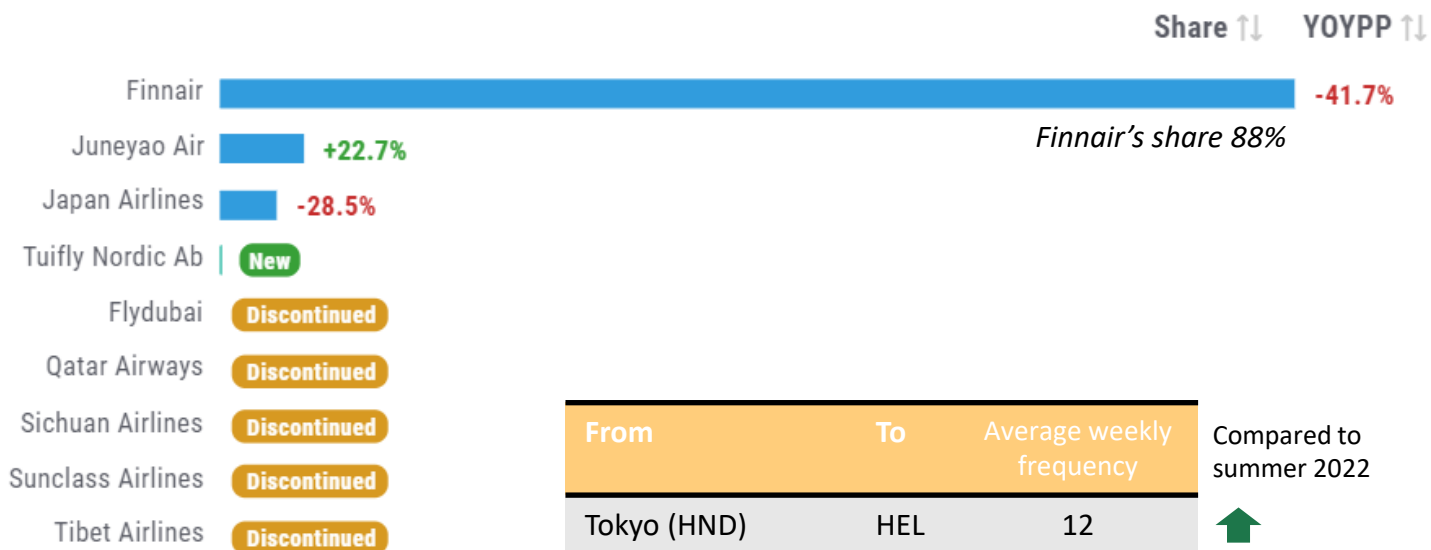
and change in seat capacity compared to pre-pandemic



ASIA to Finland

Apr-Sep 2023

-45.7% YOYPP for selected airlines



From	Share	Seat capacity compared to pre-pandemic
Japan	27%	-52%
India	13%	+151%
South Korea	11%	+2%
Singapore	10%	-3%
China	10%	-79%
Thailand	10%	-37%
Qatar	10%	-33%
Hong Kong	10%	-55%

From	To	Average weekly frequency	Compared to summer 2022
Tokyo (HND)	HEL	12	↑
Delhi (DEL)	HEL	7	
Singapore (SIN)	HEL	7	
Bangkok (BKK)	HEL	7	
Seoul (ICN)	HEL	7	↑
Doha (DOH)	HEL	7	↑
Hong Kong (HKG)	HEL	7	↑
Tokyo (NRT)	HEL	4	↑
Shanghai (PVG)	HEL	2 → 6	↑
Osaka (KIX)	HEL	3	↑ No flights last summer
Mumbai (BOM)	HEL	3	↑ NEW
Zhengzhou (CGO)	HEL	1	↑

Direct flights to FIN, SWE, NOR / April – September 2023

and change in seat capacity compared to pre-pandemic

	Seat capacity from USA	change-% vs. pre-pandemic from USA	Seat capacity from Asia	change-% vs. pre-pandemic from Asia	Seat capacity from Europe	change-% vs. pre-pandemic from Europe	Seat capacity TOTAL INT'L	change-% vs. pre-pandemic TOTAL INT'L
Finland	153,700	+1%	538,000	-46%	4,219,200	-22%	4,911,500	-25%
Sweden	155,500	-38%	260,800	-41%	8,271,600	-14%	8,764,000	-15%
Norway	107,900	-25%	123,300	-40%	7,529,200	-6%	7,760,500	-8%

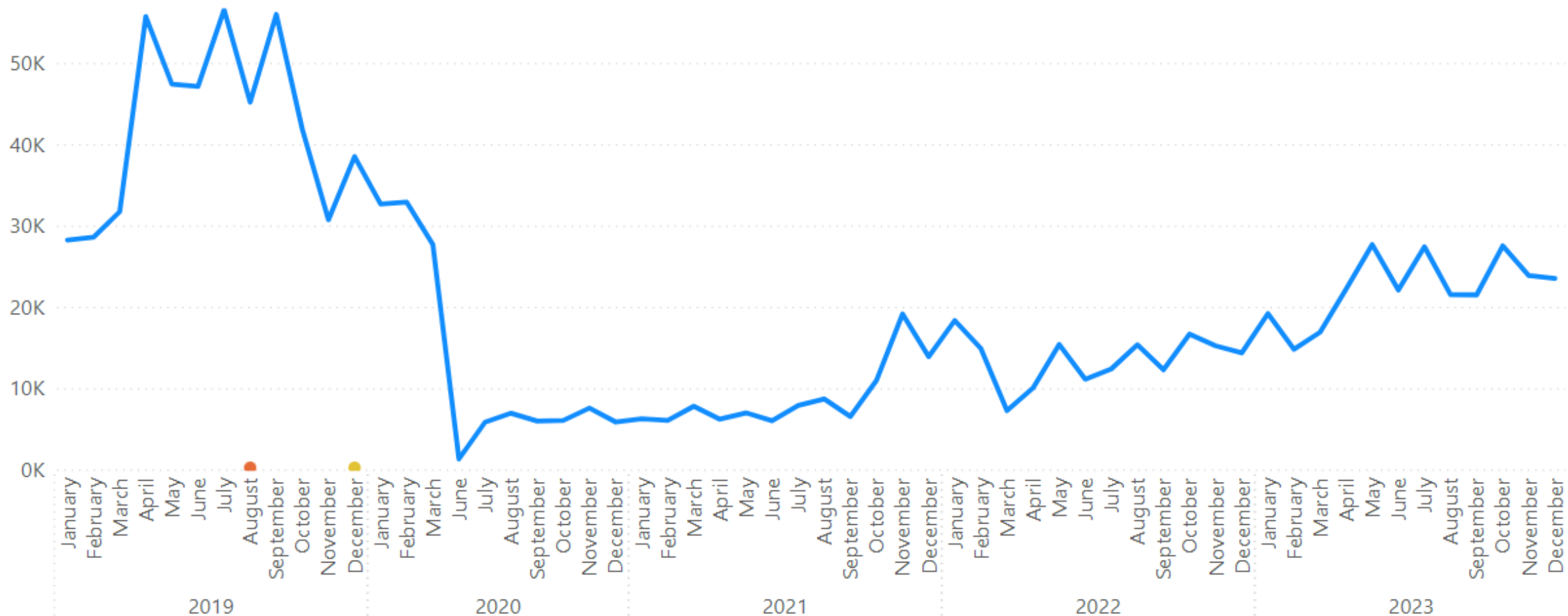
No direct flights from Japan or South Korea to Sweden or Norway

Monthly seat capacity from Japan to Finland 2019-2023

From Japan

TOTAL SEAT CAPACITY

DESTINATION COUNTRY: ● FI ● NO ● SE



Seat capacity from Japan to Finland / Apr-Sep 2023

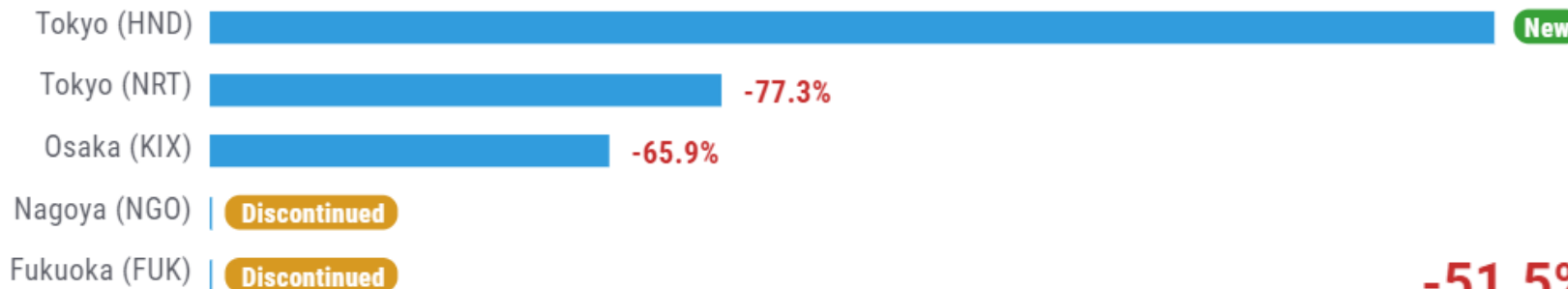
Comparison to pre-pandemic

✈ Japan (excl. domestic) → Finland **Pre-pandemic analysis**

Filtered period | 01 Apr 2023 - 30 Sep 2023 compared to 01 Apr 2019 - 30 Sep 2019

Flight origins

3 airports **-51.5%** YOYPP for selected locations

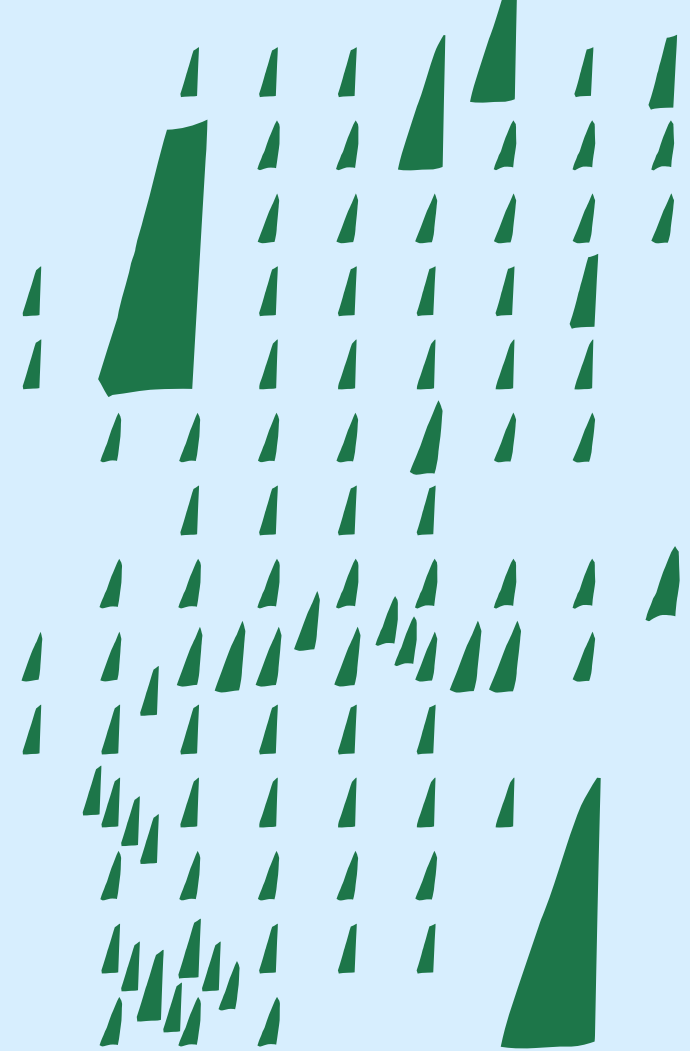


-51.5% YOYPP for selected airlines



Seat capacity from Japan to **Finland** will be **52% below** the pre-pandemic during spring-summer 2023

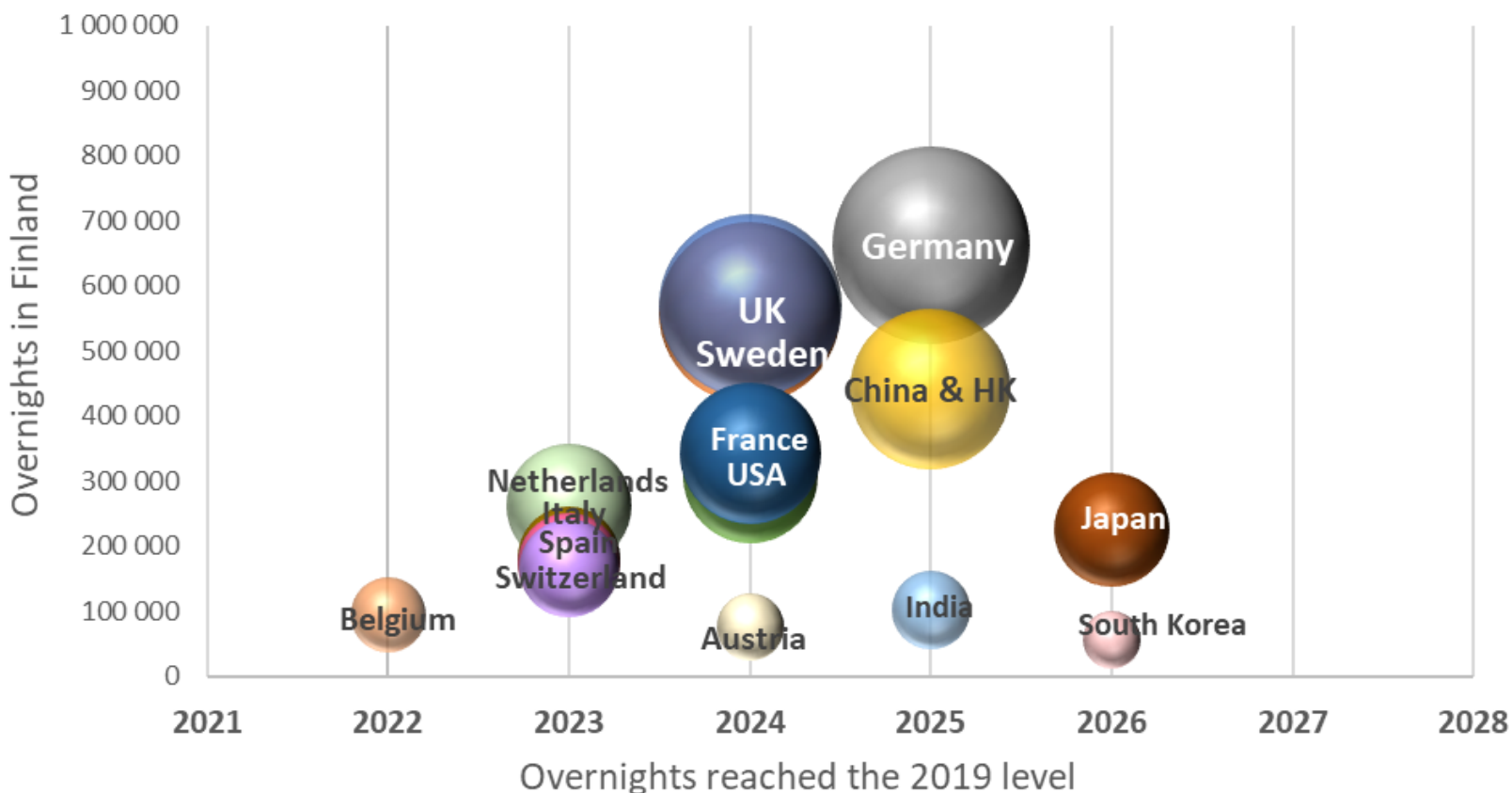
Oxford Economics forecast for Travel Recovery



Overnights – Recovery to 2019 levels

Databank update March/2023

Recovery timeline - Overnights in Finland reached the level of 2019



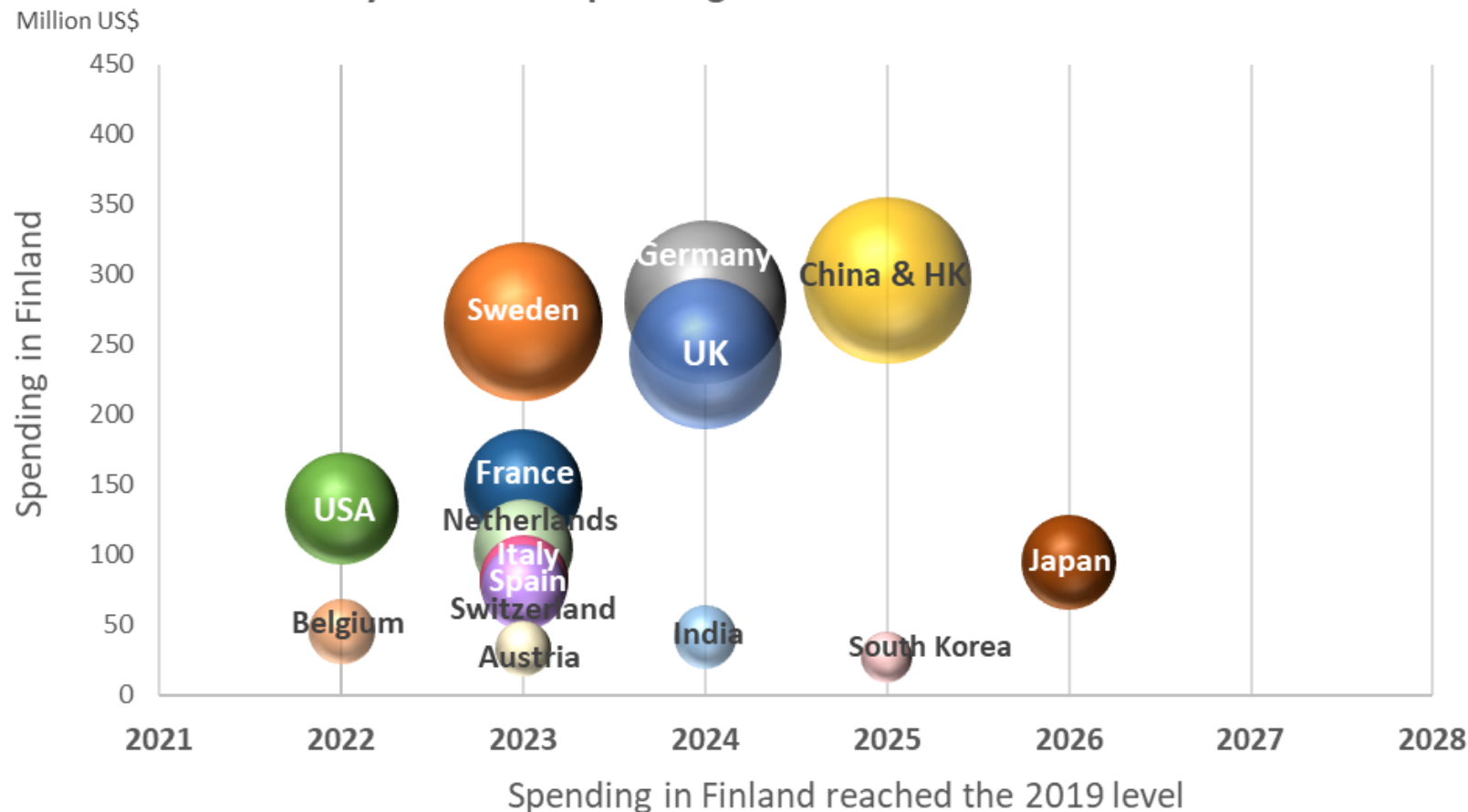
	No. of overnights in 2023	comp. to 2019
Germany	546 200	-17 %
Sweden	523 300	-6 %
UK	503 100	-12 %
France	329 900	-3 %
Netherlands	298 100	14 %
USA	290 400	-6 %
Italy	193 800	7 %
Spain	193 700	11 %
Russia*	180 200	-78 %
China	174 200	-61 %
Switzerland	167 700	1 %
Belgium	122 200	30 %
Japan	91 200	-59 %
Austria	74 000	-3 %
India	71 300	-30 %
South Korea	37 100	-34 %

Source: Oxford Economics, databank update Mar 27, 2023

Spending – Recovery to 2019 levels

Databank update March/2023

Recovery timeline - Spending in Finland reached the level of 2019



Source: Oxford Economics, databank update Mar 27, 2023

	Spending (Million US\$) in 2023	comp.to 2019
Sweden	260,6	-2 %
Germany	225,2	-20 %
United Kingdom	212,1	-13 %
France	143,6	-2 %
United States**	124,3	-6 %
China	113,3	-62 %
Netherlands	113,3	9 %
Spain	89,6	9 %
Italy	88,8	10 %
Russia	79,2	-79 %
Switzerland	77,3	1 %
Belgium	57,9	28 %
Japan	35,7	-62 %
Austria	32,3	-2 %
India	30,9	-25 %
South Korea	19,4	-26 %

**) USA will recover to 2019 level in 2022, but will remain slightly below 2019 level in 2023

