



## VISIT FINLAND'S TARGET MARKETS AND OTHER TOP SOURCE MARKETS

Number of Overnights in Finland 2019 and the change procent 2019-2020

- OVERNIGHTS 2019 SUMMER SEASON
- OVERNIGHTS 2019 WINTER SEASON
- ACTIVE TRADE AND MARCOM
- ADJUSTED TRADE AND MARCOM
- TRADE FOCUSED

Foreign overnights 7.1 million (2019).

Foreign overnights 2.3 million (2020),  
(change from year 2019 -68 %).

Tourism Export Earnings EUR 4.9 billion (estimated in 2018).

Domestic overnights 16 million (2019).

Domestic tourism income EUR 10.8 billion (estimated in 2018).