

VF monthly follow up

February and winter season 2023-2024

Summary

Travel to Finland and to the Nordics compared to previous year and pre-pandemic

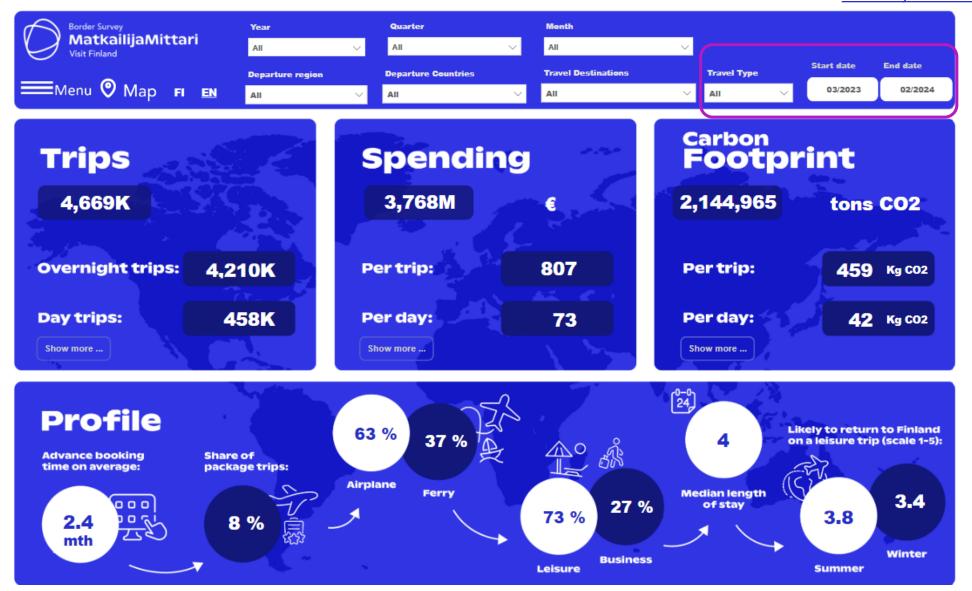
- Foreign visitors made 4.7 million trips to Finland during the latest 12 months (March 2023 February 2024) and they spent nearly 3.8 billion euros in Finland. Median length of stay was 4 nights and 73% of the visitors were travelling for leisure purposes.
 - Leisure travellers tend to reserve their trips to Finland earlier for the winter holidays than for the summer. The average spend per trip was also clearly higher in winter even though the median length of stay was longer during the summer months.
- Number of <u>registered</u> foreign overnights in Jan-Feb 2024 were 10% above the figures of previous year, and due to record high February, only 4% below pre-pandemic.
- During the high winter season (Dec-Feb), foreign registered overnights increased by 10% compared to previous winter, and Lapland continued to make new records.
- Comparison with the other Nordic countries shows that Finland's share of overnights during the winter season remains among the biggest with Sweden. As in Finland, overnights for the winter season increased also to Sweden, Norway, and Denmark.
 - On the other hand, Finland's market share for the summer season was among the smallest within the Nordic countries.
- Beside registered overnights, paid accommodation includes also overnight stays in short-term rentals. The share of foreign overnights in short-term rentals of the paid accommodation varies between 24% 37% depending on the month, so overnights in the short-term rentals add up quite a big portion of the total paid overnights, and they seem to be growing as well.
- International flight bookings to Finland for the summer months of June August 2024 show increase of 19% compared to 2023. Among the main source markets USA, the Netherlands, Italy, Spain, and Austria show positive development also compared to 2019.
 - Bookings to **Norway** are growing very strongly for the **summer** months.
- Seat capacity to Finland for June August 2024 is 14% above 2023 level, but still -16% compared to the pre-pandemic level.
 - Seat capacity from **Europe**, **USA** and **Asia** is **improving** compared to previous summer.

💙 Visit Finland

Border Survey / Latest 12 months (March 2023 – February 2024)

Foreign visitors in Finland

Link to the report: Matkailijamittari - Visit Finland



Leisure travellers with paid accommodation / Latest 12 months

(March 2023 – February 2024 with overnights spent in hotels, rental cottages or campsites)

- Traveller portrait gives a view on travellers' profile coming from different source markets to Finland
- When focusing on leisure travellers with paid accommodation in general
 - Helsinki is clearly the most • visited destination, followed by Rovaniemi and other destinations in Lapland
 - Travelling with family or **friends** is the biggest group
 - Nearly half of these holiday makers belong to the age group of 25-44 years
 - Nearly 60% have had nature experiences during their visit. Cultural experiences as well as city breaks were also among the most common themes.

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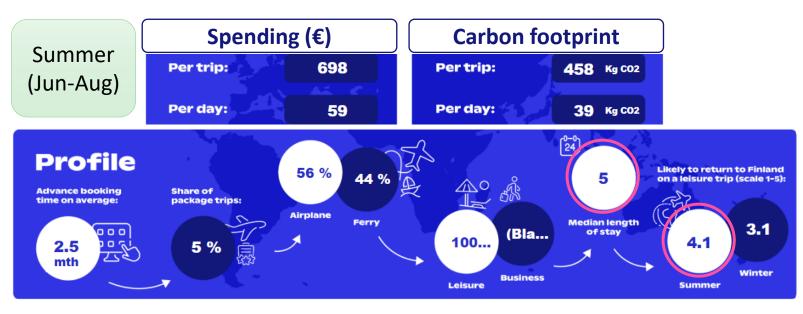


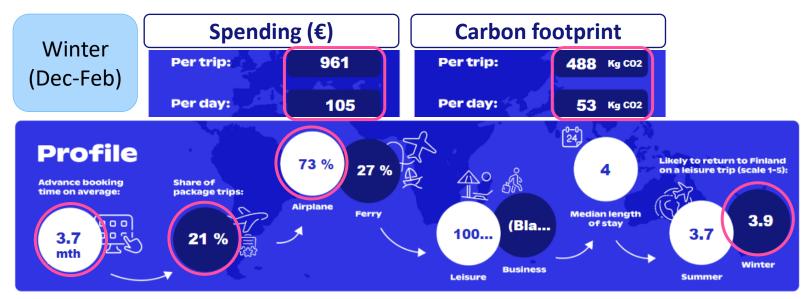
Travel Profiles for summer and winter high seasons

Foreign leisure travellers (incl. paid accommodation, visiting friends and relatives & other)

- Leisure travellers reserved their trips to Finland more than a month earlier for the winter than for the summer.
 - British and Irish leisure travellers made the reservations for December already 9 months before their holiday.
- The share of the package trips was also clearly bigger for the winter than for the summer.
- Spending in Finland per trip was 260€ higher in average during winter than in summer even though the average length of stay is slightly longer in summer.
- As the **use of flights is more common in winter** than in summer, **carbon footprint** is in average also **bigger** per trip in **winter**.
- Those visiting Finland for leisure in summer seem to be more enthusiastic of returning to Finland in summer again, while leisure travellers in winter prefer slightly more often to come back in winter as well.

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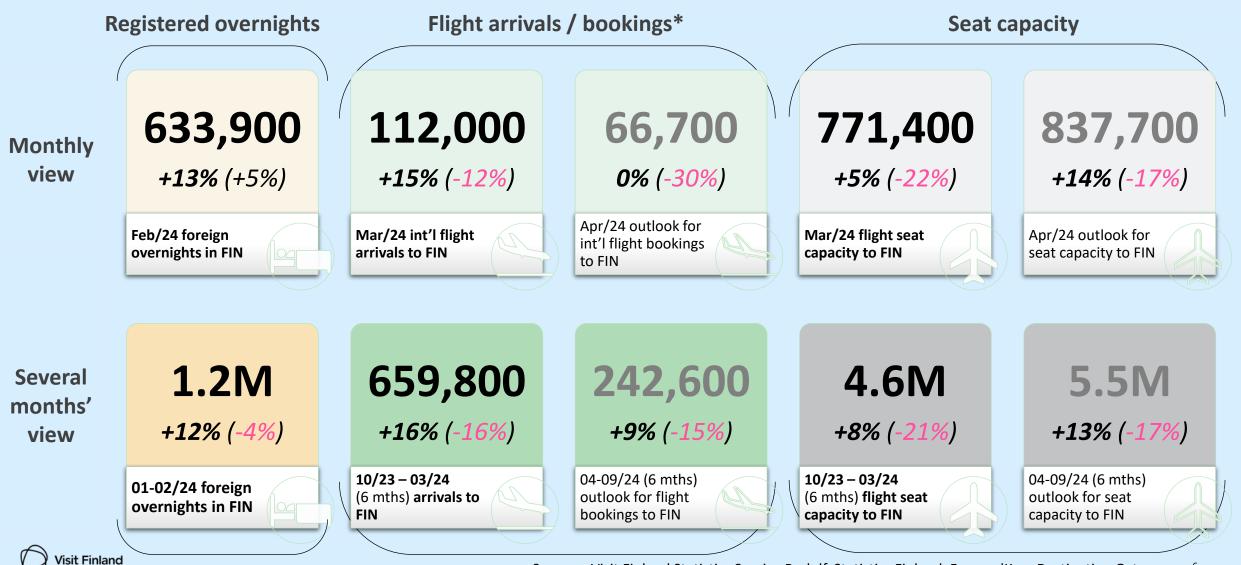




Foreign registered overnights & flight statistics

Compared to corresponding period in **previous year** (& 2019)

*) Flight bookings including at least 1 night stay in Finland.



Sources: Visit Finland Statistics Service Rudolf, Statistics Finland; ForwardKeys Destination Gateway ⁶

Registered overnights

- High winter season (Dec/2023 Feb/2024)
 - Foreign overnights: **2.0 M** (+10% vs. winter 2023 & -3% vs. winter 2019)
 - Foreign excl. Russia: **2.0 M** (+11% vs. winter 2023 & +11% vs. winter 2019)
 - Top source markets: UK, France, Germany, the Netherlands
 - Main destinations:

Helsinki, Rovaniemi, Inari-Saariselkä, Kittilä-Levi, Kolari-Ylläs, Kuusamo, Sodankylä, Vantaa, Muonio

o January – February 2024

- Foreign overnights increased by 12% compared to previous year, and February overnights made new records. The biggest source markets were France, Germany, UK, and the Netherlands.
- Total accommodation revenue increased by 6% as the foreign revenue increased by 19% compared to Jan-Feb 2023 (domestic revenue -3%).





Registered overnights Jan-Feb 2024

| | Jan-Feb 2024 | Change-% vs. Jan-Feb 2023 | Change-% vs. Jan-Feb 2019 | |
|----------------------|-----------------|-------------------------------------|------------------------------|--|
| Total | 3.4M | +3% | +3% | |
| Domestic | 2.1M | -2% | +8% | |
| Foreign, total | 1.2M | +12% | -4% | |
| Foreign excl. Russia | 1.2M | +13% | +12% | |
| Scandinavia | 76,600 | +3% | -9% | the state of the second of the |
| EU-27 + UK | 850,100 | +7% | +23% | |
| America | 73,000 | +36% | +60% | |
| Asia | 154,600 | +44% | -27% | |

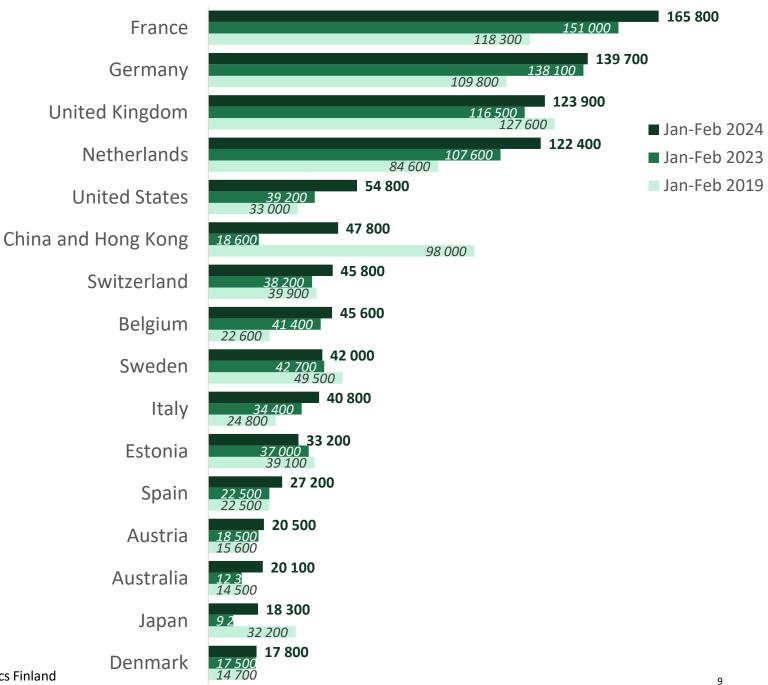
Visit Finland

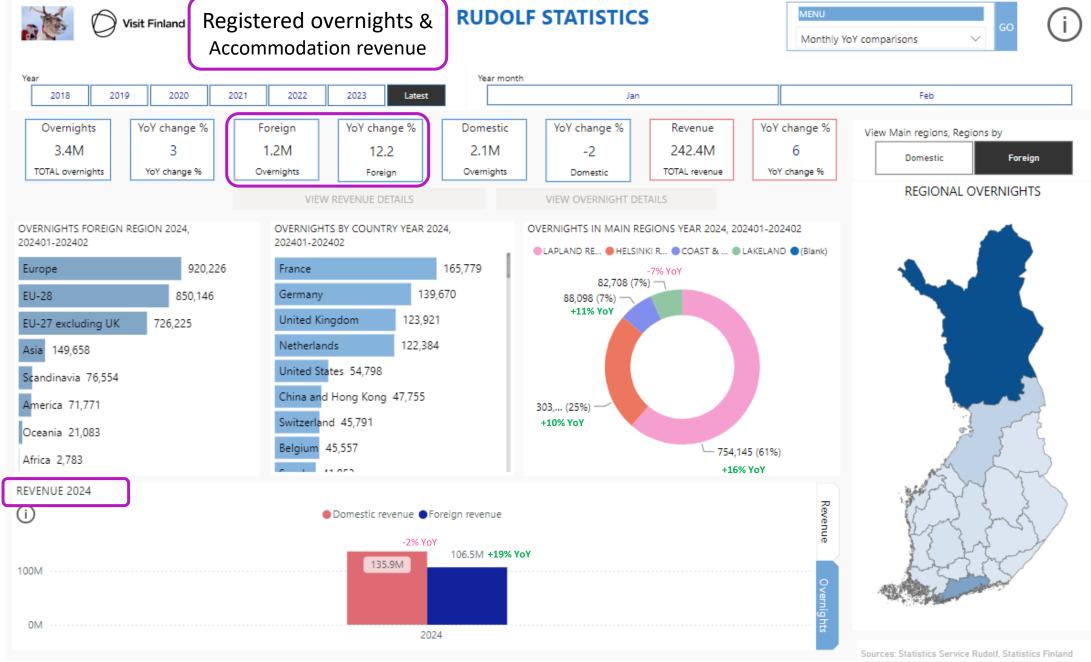
Top16 origin countries

Jan-Feb 2024 vs. Jan-Feb 2023 & Jan-Feb 2019

During Jan-Feb 2024, number of overnights exceeded both previous and 2019 Jan-Feb figures from these biggest source markets:

- France ٠
- Germany ۰
- **Netherlands** ٠
- USA ٠
- Switzerland
- Belgium ٠
- Italy ۰
- Spain •
- Austria ٠
- Australia ٠
- Denmark ٠





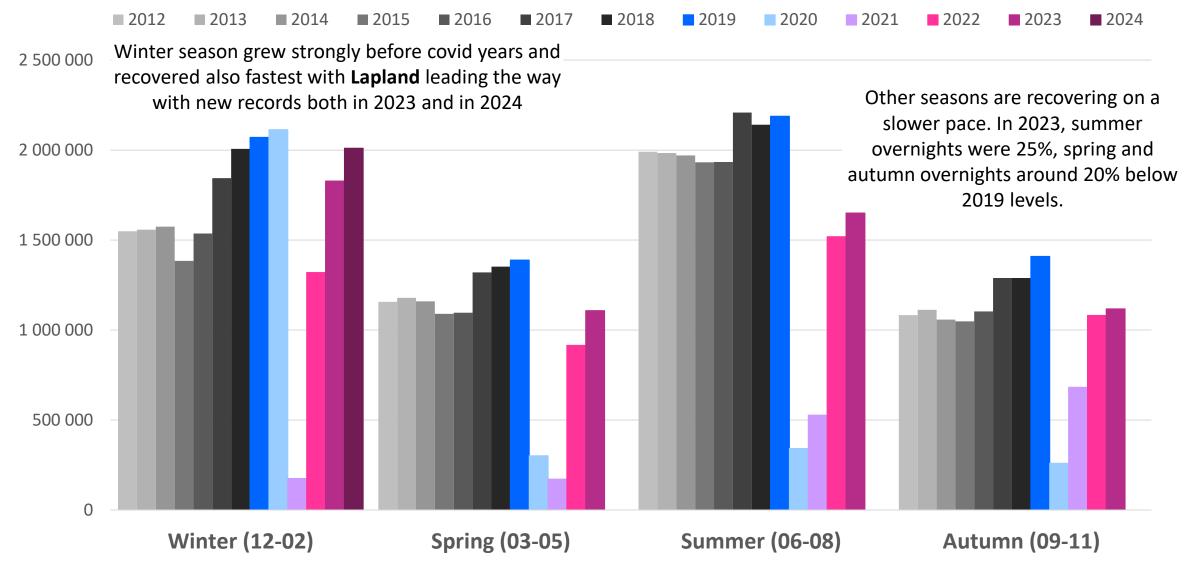
Rudolf statistics report

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Source: Visit Finland Statistics Service Rudolf, Statistics Finland

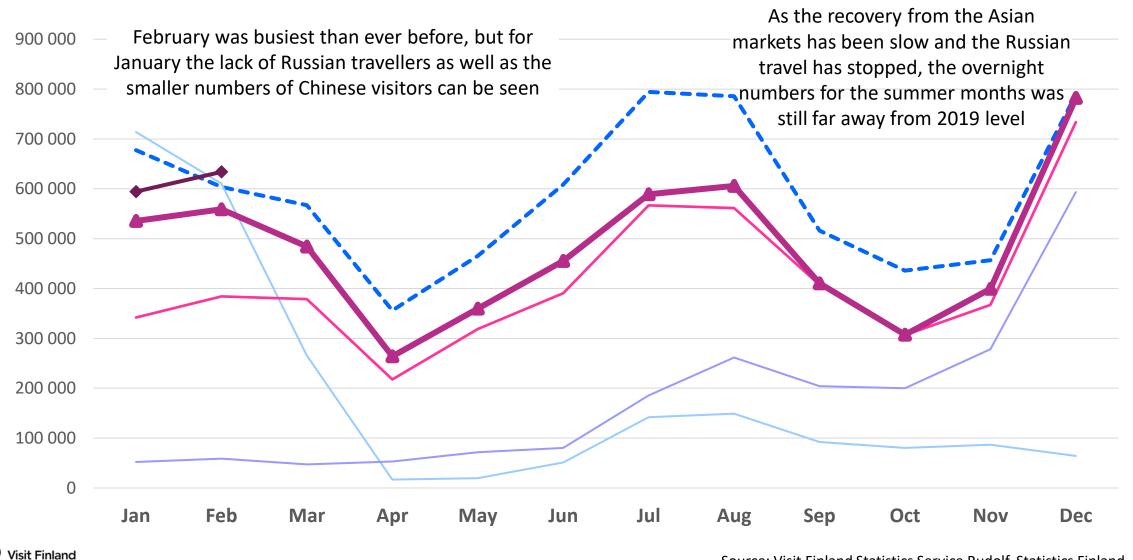
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Foreign overnights by seasons 2012-2024



Foreign monthly overnights 2019-2024

--2019 <u>-</u>2020 <u>-</u>2021 <u>-</u>2022 <u>-</u>2023 <u>+</u>2024



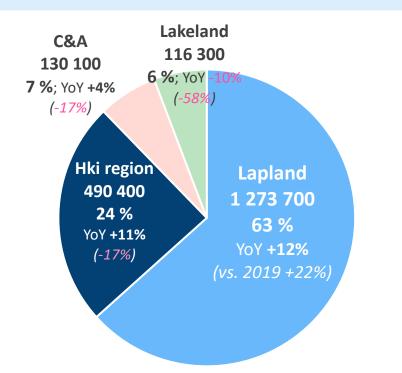
Foreign overnights in high winter season 2023-2024

And change compared to winters 2022-2023 & (2018-2019)

High winter season (12-02)

2.0M foreign overnights +10% vs. winter 2022-2023 (-3% vs. winter 2018-2019)

- **1.4M** from EU-27 + UK / +5% (+20%)
- **258,400** from Asia / +39% (-24%)
- 114,900 from America / +31% (+58%)



| | winter 2019 | winter 2023 | winter 2024 | winter 2024 vs. 2019 | winter 2024 vs. 2023 |
|-------------------|----------------|----------------|----------------|-------------------------|-------------------------|
| UK | 334 900 | 344 200 | 354 100 | +6 % | +3 % |
| France | 161 700 | 209 700 | 220 200 | +36 % | +5 % |
| Germany | 151 300 | 180 100 | 181 800 | +20 % | +1 % |
| Netherlands | 106 700 | 129 200 | 145 400 | +36 % | +13 % |
| USA | 53 800 | 64 800 | 87 000 | +62 % | +34 % |
| Spain | 59 400 | 63 200 | 75 200 | +27 % | +19 % |
| China & Hong Kong | 139 700 | 33 200 | 71 600 | -49 % | +116 % |
| Italy | 42 900 | 59 200 | 69 100 | +61 % | +17 % |
| Sweden | 75 100 | 63 900 | 63 000 | -16 % | -1 % |
| Switzerland | 51 800 | 48 700 | 58 200 | +12 % | +19 % |
| Belgium | 30 300 | 51 200 | 55 900 | +85 % | +9 % |
| Estonia | 58 200 | 59 000 | 49 200 | -15 % | -17 % |
| Australia | 32 600 | 26 000 | 42 300 | +30 % | +63 % |
| Singapore | 35 300 | 31 400 | 35 000 | -1 % | +11 % |
| Ireland | 14 900 | 28 600 | 32 600 | +118 % | +14 % |
| Japan | 49 900 | 14 400 | 28 400 | -43 % | +98 % |

RUDOLF STATISTICS - OVERNIGHTS - SEASONS DETAILS Registered overnights



(i)

2022 2023 Latest

| | Region | | Sub-region | | Municipality | |
|--------|--------|--------|------------|--------|--------------|--------|
| \sim | All | \sim | All | \sim | All | \sim |

Season

Winter

The most popular destinations in Lapland during high winter season 23-24 (vs. winter 22-23):

- Rovaniemi (+13%)
- Inari-Saariselkä (+9%) ٠
- Kittilä-Levi (+12%) ٠
- Kolari-Ylläs (+3%) ٠
- Kuusamo-Ruka (+29%) •
- Sodankylä (+17%) •
- Muonio (+1%)

| Total Overnights Foreign Overnights | Domestic overnights | REVENUE VIEW | |
|--|---------------------|----------------------|--------------|
| FOREIGN OVERNIGHTS Winter season 2024 | | | |
| Main area | Overnights | Prev. yr. overnights | YoY change 9 |
| LAPLAND REGION | 1,273,705 | 1,132,968 | 12.4 |
| HELSINKI REGION | 490,354 | 441,029 | 11. |
| COAST & ARCHIPELAGO | 130,132 | 125,386 | 3. |
| North Ostrobothnia (excl. Kuusamo) | 52,138 | 49,022 | 6. |
| Southwest Finland | 19,460 | 18,282 | 6. |
| Uusimaa 2 (excl. Helsinki Metropolitan Area) | 16,622 | 16,979 | -2. |
| 🕀 Satakunta | 11,120 | 8,148 | 36. |
| Aland | 10,833 | 9,965 | 8. |
| Ostrobothnia | 8,789 | 11,355 | -22. |
| Hymenlaakso | 4,813 | 3,517 | 36. |
| South Ostrobothnia | 4,221 | 5,443 | -22. |
| E Central Ostrobothnia | 2,136 | 2,675 | -20. |
| LAKELAND | 116,300 | 128,933 | -9. |
| Pirkanmaa | 30,124 | 29,777 | 1. |
| Central Finland | 29,322 | 28,057 | 4. |
| 🗄 Kainuu | 14,647 | 17,286 | -15. |
| Päijät-Häme | 9,764 | 23,809 | -59. |
| North Savo | 9,330 | 9,145 | 2. |
| South Savo | 7,384 | 4,912 | 50. |
| 🗄 North Karelia | 6,440 | 6,476 | -0. |
| 🗄 South Karelia | 5,623 | 6,664 | -15. |
| 🗄 Kanta-Hāme | 3,666 | 2,807 | 30. |
| Total | 2.010.491 | 1,828,316 | 100 |

Visit Finland

2019

2020

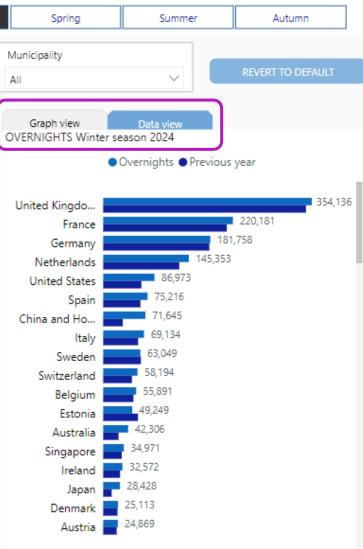
2021

Year

2018

Main area

All



Sources: Statistics Service Rudolf, Statistics Finland

Visit Finland

Rudolf statistics report

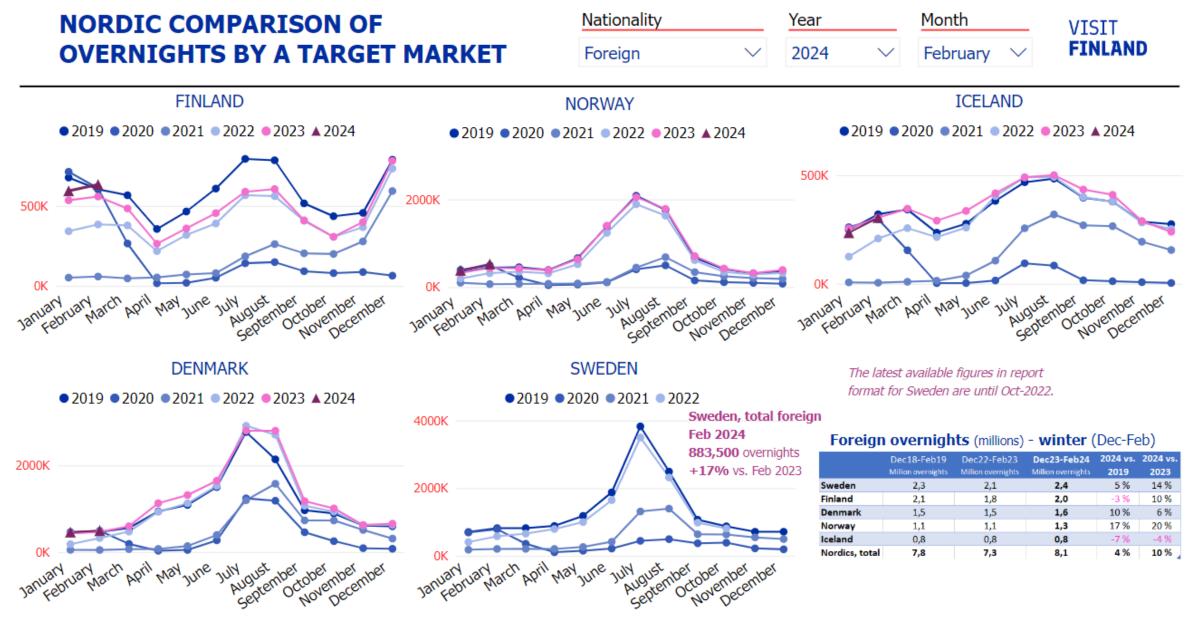
Registered overnights in the Nordics

Winter 2023-2024

- Winter travel to the Nordic countries has developed positively with new records of more than 8 million overnights. Compared to previous year, winter overnights increased in each Nordic country except in Iceland. New winter overnight records were made in Sweden, Denmark, and Norway.
- Despite the new records in winter overnights, summer is still clearly the most popular season for traveling to the Nordic countries. Nearly half of the foreign overnights took place in summer months of June-August.
- Finland is among the top destinations during winter season with a market share of 25%. On the other hand, Finland stays far away from its closest neighbours during the summer season with a market share of only 7%.





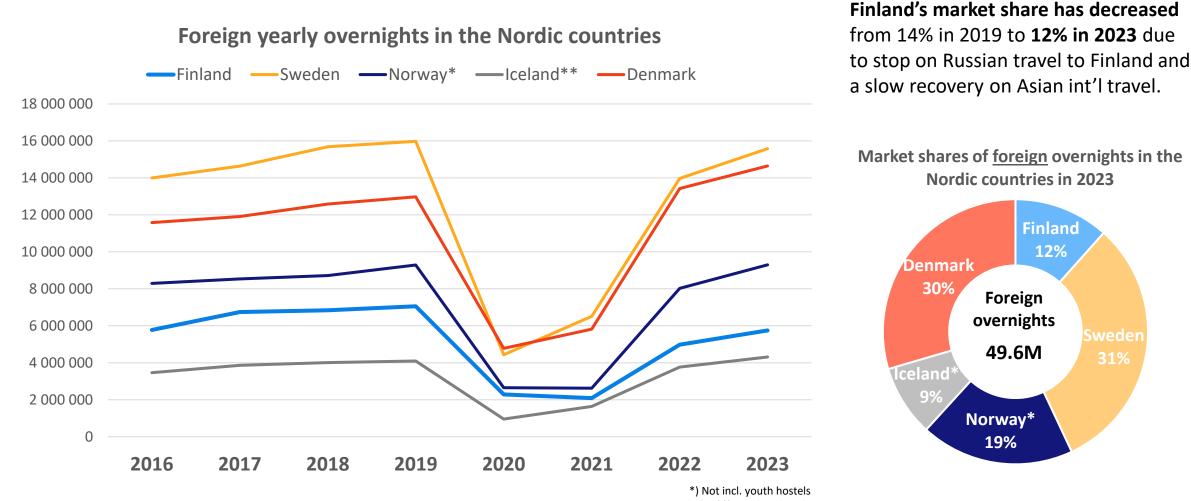


Monthly overnight statistics for Iceland include hotels only.

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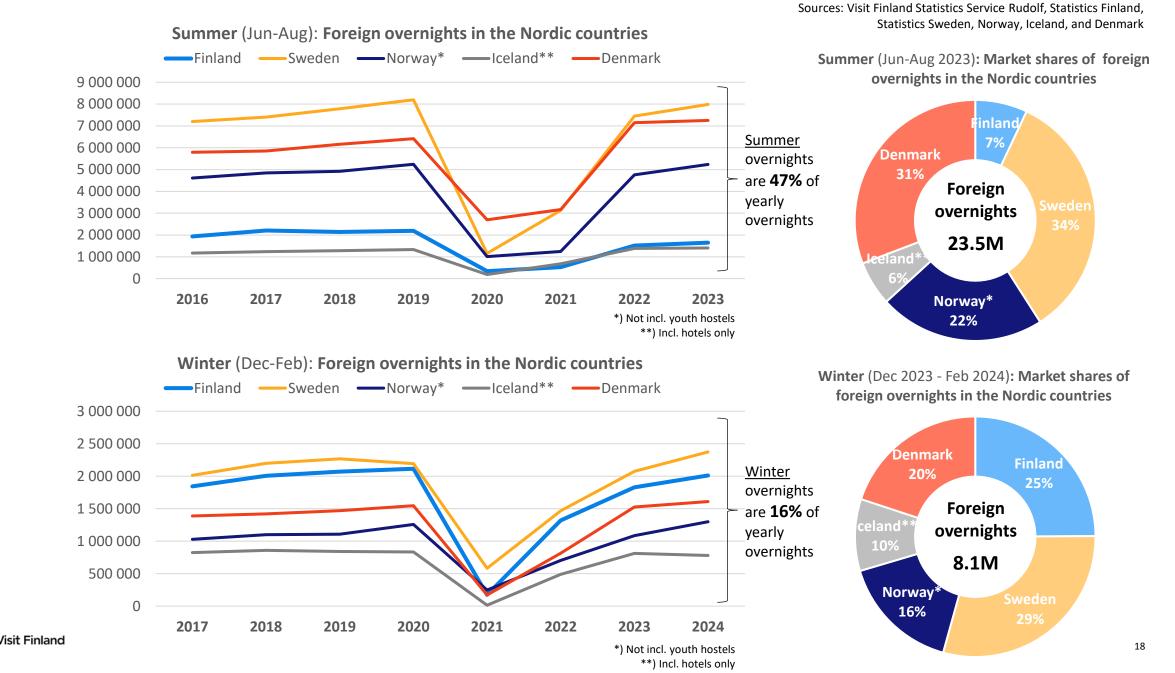
Sources: Rudolf Data Base, Statistics Denmark, Statistics Finland, Statistics Iceland, Statistics Norway, Statistics Sweden

Foreign registered overnights in the Nordics



**) Incl. hotels only

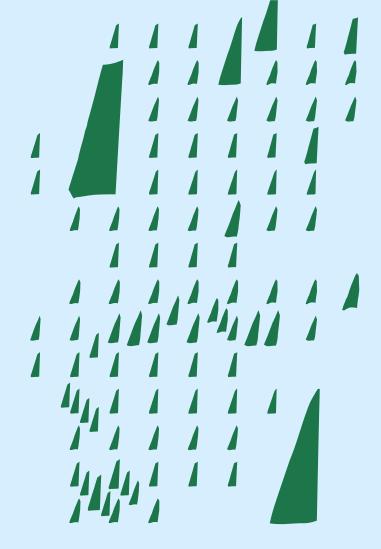
Summer & winter high seasons: Foreign registered overnights in the Nordics



Overnights in short-term rentals

In addition to the registered overnights, also **Eurostat statistics on overnights in short-term rentals** (collaborative economy platforms, e.g. Airbnb), and **Statistics on rental cottages** (Finnish reservation platforms) give us information on overnights in paid accommodation establishments in Finland. These data tables are published in <u>Visit Finland Statistics Service Rudolf</u> by Statistics Finland.

- **Foreign visitors** are more active in using the short-term rentals than the Finnish travellers. The highest shares of short-term rentals of all paid accommodation can be seen in **August** and **December**, which are the popular months visiting Finland.
- The share of foreign overnights in short-term rentals of the paid accommodation varies between 24% 37% depending on the month, so overnights in the short-term rentals add up quite a big portion of the total paid overnights.
- The use of international platforms for short-term rentals has increased for December, August, February, and November even compared to 2019.
- Helsinki and Rovaniemi are clearly the most popular destinations within the short-term rentals.





Monthly total overnights in paid accommodation & share of short-term rentals

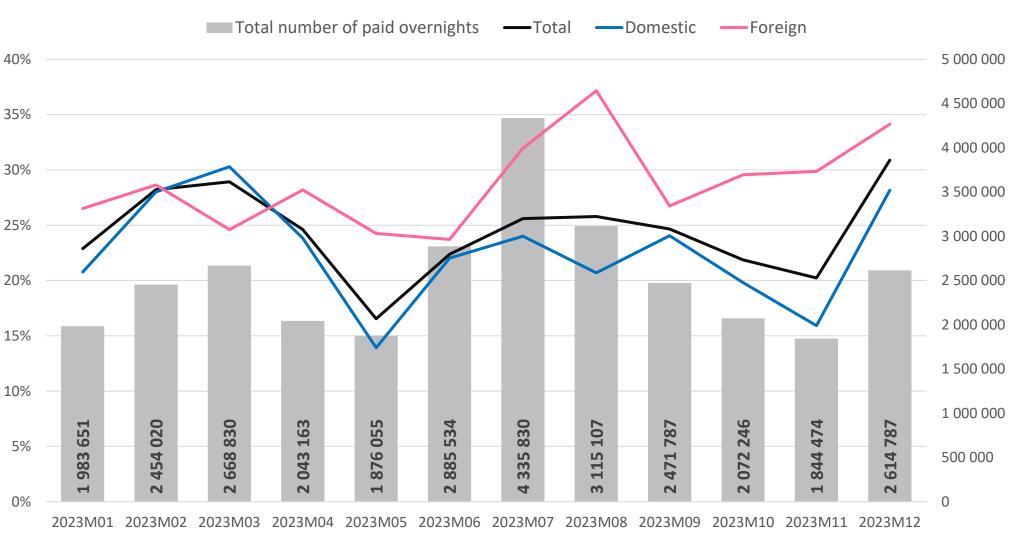
(Int'l & Finnish platforms)

Total number of

overnights in Finland (incl. domestic & foreign overnights) is in July when Finnish are mainly spending their summer holidays.

However, the share of **domestic overnights** in **short-term rentals** is the highest in **March** and in **December**.

Foreign visitors are even more active in using the short-term rentals with the highest shares in August and in December which are the popular months visiting Finland.

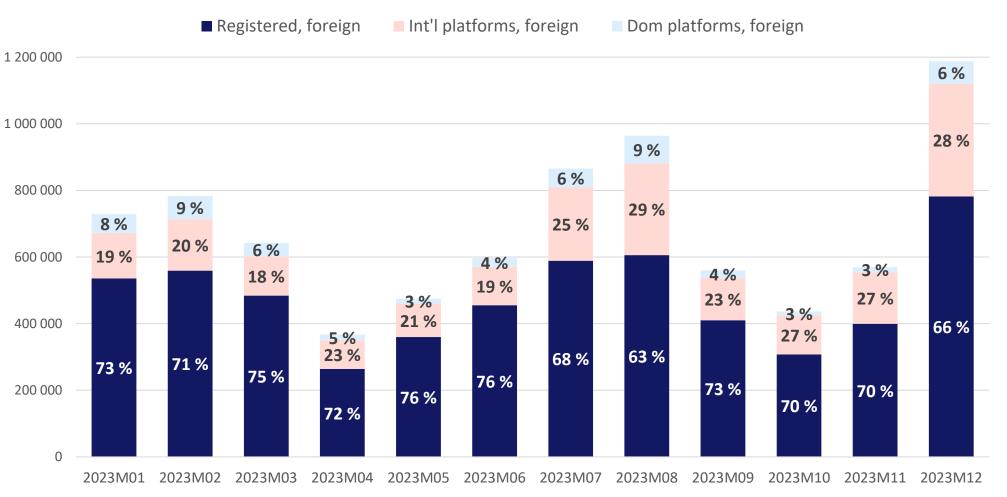


Share of short-term rentals (int'l & Finnish platforms) on paid accomm.

Monthly foreign overnights in paid accommodation

(Registered and int'l & Finnish platforms)

Total foreign overnights in paid accommodation



overnights in shortterm rentals of the paid accommodation varies between 24% - 37% depending on the month, so overnights in the short-term rentals add up quite a big portion of the foreign total paid overnights.

The share of **foreign**

The use of international wellknown platforms (e.g. Airbnb) is clearly more common than using the Finnish platforms (e.g. Lomarengas).

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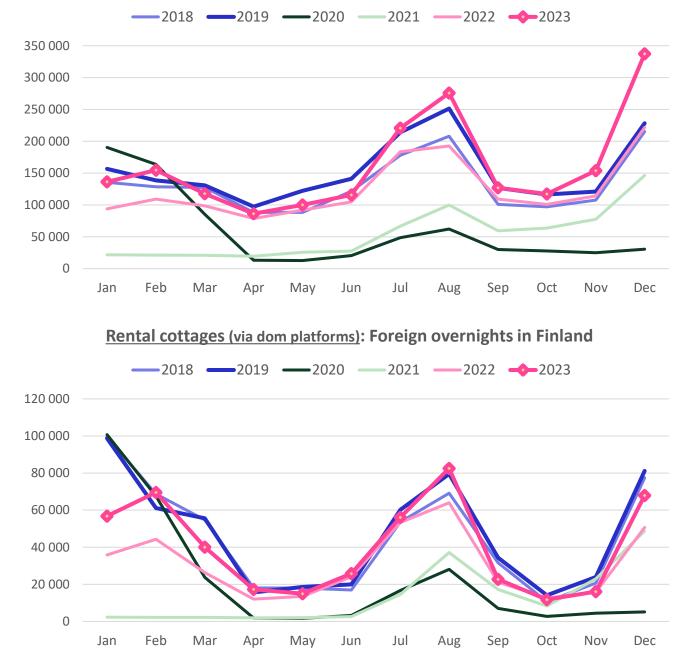
Monthly <u>foreign</u> overnights in <u>short-term rentals &</u> <u>rental cottages</u>

The use of **international platforms for shortterm rentals** has increased for December, August, February, and November even compared to 2019.

Helsinki and **Rovaniemi** are clearly the most popular destinations within the short-term rentals.

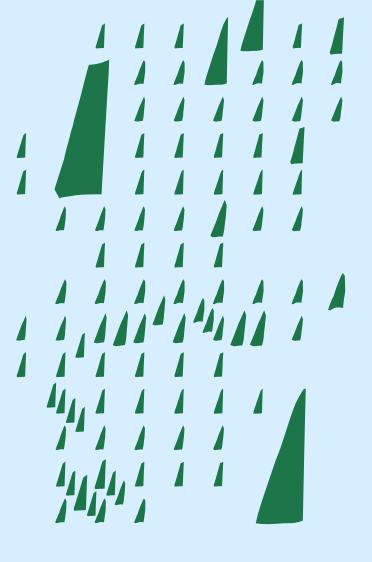
The use of Finnish platforms for rental cottages is not as common as use of the international platforms, but also in those reservation we can see the same peaks in August, February, and December.

Short-term rentals (via int'l platforms): Foreign overnights in Finland



Flight bookings for Jun-Aug 2024

- Airline bookings for the summer months of June August are increasing compared to summer 2023. When comparing to summer 2019, the total int'l bookings are now at a slightly lower level. However, among the main source markets USA, the Netherlands, Italy, Spain, and Austria show positive development also compared to 2019.
- International bookings to **Norway** continue to grow strongly also for the summer months when comparing to both to previous year as well as to summer 2019.





Int'l bookings for June – August 2024

Total int'l flight bookings for June – August 2024



115,600

+19% (-2%)

Bookings to Finland, foreign

for Jun-Aug 2024 change vs. **2023** & (2019)

75,200

+13% (+6%)

Bookings to Finland,

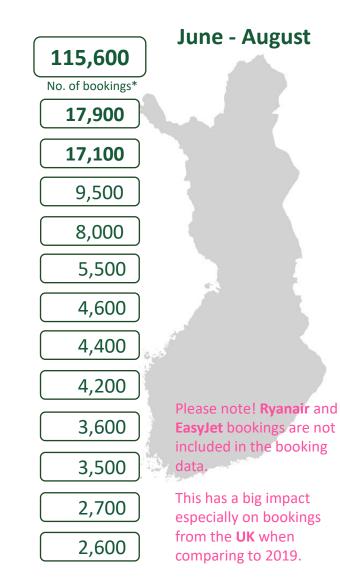
selected markets* & USA

for Jun-Aug 2024 & change vs. **2023** & (2019)

Follow up on flight bookings* to Finland for June - August 2024

compared to **summer 2023** & (summer pre-pandemic)

| *B | pokings for Jun-Aug \rightarrow 24.3. | → 14.4. |
|---|---|---------------------|
| Total int'l 2024 vs. 2023 & (2019) | +24% (0%) |) +19% (-2%) |
| Germany | +10% (-2%) | +8% (-4%) |
| USA | +41% (+39%) | +29% (+32%) |
| UK | +19% (-15%) | +13% (-17%) |
| Switzerland | +13% (-11%) | +10% (-12%) |
| France | -8% (+20%) | - 10% (+19%) |
| Netherlands | +16% (+26%) | +11% (+30%) |
| Japan | +132% (-25%) | +155% (-15%) |
| Italy | +35% (+39%) | +19% (+21%) |
| Spain | +22% (+70%) | + 5% (+53%) |
| Australia | +4% (-38%) | +4% (-33%) |
| Austria | +37% (+20%) | +28% (+11%) |
| South Korea | +35% (-33%) | +44% (-30%) |



Flight bookings* to FI, SE, NO for Jun-Aug 2024 compared to 2023 & pre-pandemic

| Bookings to <u>FINLAND</u> from | No. of bookings by 14.4. | Bookings vs. 2023 | Bookings vs. 2019 |
|------------------------------------|---------------------------------------|----------------------|----------------------|
| Total int'l | 115,600 | +19% | -2% |
| Germany | 17,900 | +8% | -4% |
| USA | 17,100 | +29% | +32% |
| UK | 9,500 | +13% | -17% |
| Switzerland | 8,000 | +10% | -12% |
| France | 5,500 | -10% | +19% |
| Netherlands | 4,600 | +11% | +30% |
| Japan | 4,400 | +155% | -15% |
| Italy | 4,200 | +19% | +21% |
| Spain | 3,600 | +5% | +53% |
| Austria | 2,700 | +28% | +11% |
| South Korea | 2,600 | +44% | -30% |
| Belgium | 2,100 | +29% | -8% |
| India | 1,100 | -9% | +2% |
| Hong Kong | 1,000 | +51% | -67% |
| China | 600 | +43% | -80% |
| UAE | 200 | +82% | +14% |

| Bookings to <u>SWEDEN</u> from | No. of bookings by 14.4. | Bookings vs. 2023 | Bookings vs. 2019 |
|-----------------------------------|---------------------------------------|----------------------|----------------------|
| Total int'l | 198,000 | +9% | -7% |
| USA | 45,800 | +11% | -6% |
| Germany | 32,900 | +15% | -6% |
| UK | 18,500 | +6% | +22% |
| Switzerland | 14,900 | 0% | -22% |
| France | 9,700 | -4% | -1% |
| Netherlands | 7,500 | +20% | -2% |
| Austria | 7,500 | 0% | -13% |
| Spain | 4,600 | +6% | +69% |
| Belgium | 4,400 | -17% | -25% |
| Italy | 3,600 | +16% | +23% |
| India | 1,700 | +2% | +5% |
| Japan | 1,400 | +78% | -27% |
| China | 1,300 | +172% | -64% |
| South Korea | 1,100 | +29% | -36% |
| Hong Kong | 700 | +58% | -58% |
| UAE | 600 | -25% | -22% |

*) Flight bookings including at least 1 night stay in destination country.

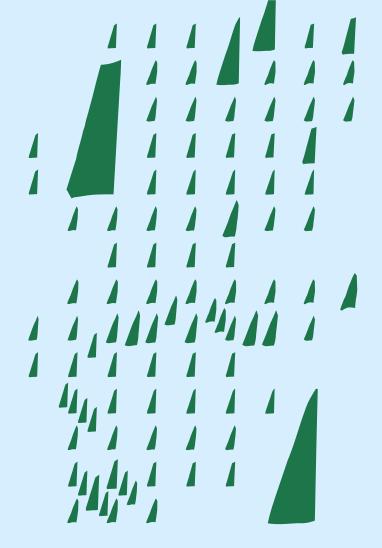
| Bookings to <u>NORWAY</u> from | No. of bookings by 14.4. | Bookings vs. 2023 | Bookings vs. 2019 |
|--------------------------------------|---------------------------------------|----------------------|----------------------|
| Total int'l | 212,900 | +22% | +18% |
| USA | 60,800 | +31% | +40% |
| Germany | 25,400 | +22% | +15% |
| France | 16,000 | +8% | +27% |
| UK | 13,500 | +16% | +21% |
| Switzerland | 13,200 | +17% | +15% |
| Netherlands | 11,100 | +20% | +10% |
| Italy | 6,800 | +63% | +54% |
| Belgium | 5,300 | +17% | +23% |
| Spain | 5,000 | +23% | +110% |
| Austria | 4,500 | +48% | +35% |
| South Korea | 2,400 | +38% | -6% |
| China | 1,700 | +187% | -54% |
| India | 1,300 | +13% | +32% |
| UAE | 800 | +11% | +6% |
| Japan | 800 | +55% | -47% |
| Hong Kong | 700 | +44% | -61% |

Source: ForwardKeys Destination Gateway

Seat capacity on int'l flights

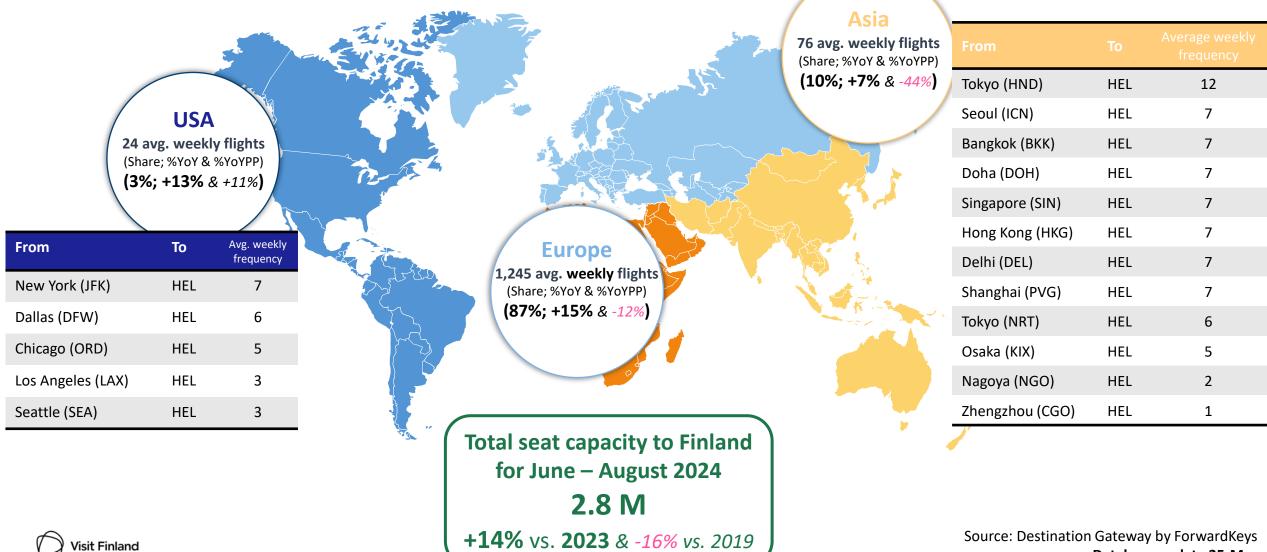
June – August 2024

- Seat capacity for the summer months of June August is 14% above 2023 level, but still -16% compared to the prepandemic level.
- Seat capacity from Europe, USA and Asia is improving compared to previous year.
 - Seat capacity from nearly each source market in Europe is developing positively compared to summer 2023.
 - From the Asian source markets, seat capacity is growing from Japan, China, and Thailand.
- Seat capacity from **USA** is above both summer 2023 and summer 2019 levels.



Direct int'l flights to Finland June – August 2024

and change in seat capacity compared to 2023 (& pre-pandemic)



Database update 25-Mar

Direct flights to Finland June – August 2024

and change compared to 2023 & (pre-pandemic)

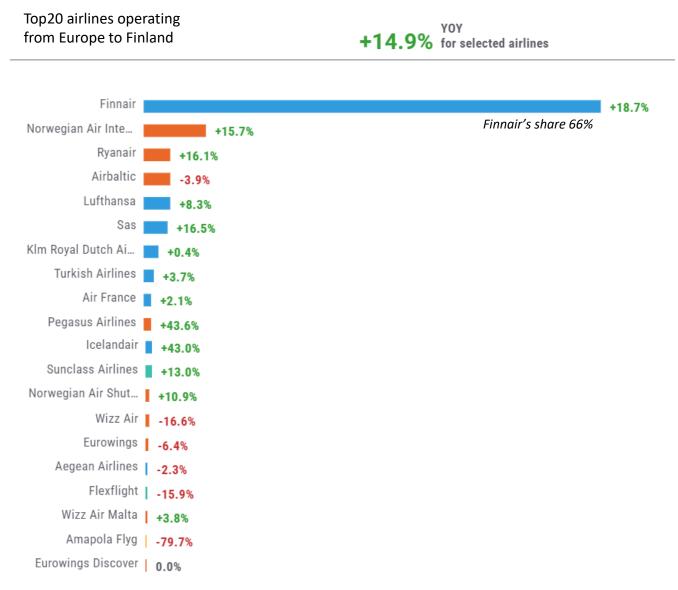
| Region | Weekly flights on average | Vs. 2023 | (Vs. 2019) | Seats available 2024 | Seats available 2023 | Seats available 2019 | Vs. 2023 | (Vs. 2019) | Share of total seat capacity to Finland 2024 | Share of total seat capacity to Finland 2023 | Share of total seat capacity to Finland 2019 |
|--------|---------------------------------|----------|------------|-------------------------|-------------------------|-------------------------|----------|------------|---|---|---|
| USA | 24 | +3 | +3 | 86,900 | 76,600 | 78,500 | +13% | +11% | 3% | 3% | 2% |
| Asia | 76 | +5 | -62 | 286,300 | 268,100 | 507,200 | +7% | -44% | 10% | 11% | 15% |
| Europe | 1,245 | +166 | -185 | 2,423,800 | 2,108,600 | 2,762,400 | +15% | -12% | 87% | 86% | 83% |
| Total | 1,345 | +174 | -245 | 2,796,900 | 2,453,300 | 3,348,000 | +14% | -16% | | | |





EUROPE to Finland / Jun-Aug 2024

| From (selected countries) | Share | Seat capacity compared to 2023 | Seat capacity compared to 2019 |
|------------------------------|-------|--------------------------------------|--------------------------------------|
| Germany | 12% | +15% | -15% |
| Sweden | 10% | +16% | -20% |
| Spain | 7% | +11% | -16% |
| Italy | 7% | +10% | +32% |
| UK | 6% | +6% | -31% |
| Greece | 6% | +3% | +20% |
| Denmark | 5% | +10% | -20% |
| France | 5% | +9% | -3% |
| Norway | 5% | +45% | -11% |
| Poland | 4% | +64% | +5% |
| Latvia | 4% | +11% | +28% |
| Netherlands | 4% | -4% | +3% |
| Turkiye | 3% | +8% | +19% |
| Estonia | 3% | +46% | +32% |
| Croatia | 2% | +9% | -12% |
| Switzerland | 2% | +6% | -3% |



Visit Finland

ASIA to Finland

Jun-Aug 2024

| | +6.8% for selected airlines | |
|---------------------|-----------------------------|-------------|
| | | Share î↓ YO |
| Finnair | Finnair's share 88% | .0.5% |
| | | +8.5% |
| Juneyao Air +1.5% | | |
| Japan Airlines13.2% | | |

| From | Share | Seat capacity vs. 2023 | Seat capacity vs.2019 |
|-------------|-------|---------------------------|--------------------------|
| Japan | 33% | +29% | -38% |
| China | 11% | +12% | -77% |
| South Korea | 10% | -4% | -2% |
| Singapore | 9% | -2% | -6% |
| Thailand | 9% | +3% | -32% |
| India | 9% | -18% | +78% |
| Qatar | 9% | 0% | -34% |
| Hong Kong | 9% | 0% | -55% |

| From | То | Average weekly frequency |
|-----------------|-----|-----------------------------|
| Tokyo (HND) | HEL | 12 |
| Seoul (ICN) | HEL | 7 |
| Bangkok (BKK) | HEL | 7 |
| Doha (DOH) | HEL | 7 |
| Singapore (SIN) | HEL | 7 |
| Hong Kong (HKG) | HEL | 7 |
| Delhi (DEL) | HEL | 7 |
| Shanghai (PVG) | HEL | 7 |
| Tokyo (NRT) | HEL | 6 |
| Osaka (KIX) | HEL | 5 |
| Nagoya (NGO) | HEL | 2 |
| Zhengzhou (CGO) | HEL | 1 |

YOY

YOY

USA to Finland

YOY +13.4% for selected airlines

Jun-Aug 2024

Finnair

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+13.4%

| From | То | Avg. weekly frequency |
|-------------------|-----|--------------------------|
| New York (JFK) | HEL | 7 |
| Dallas (DFW) | HEL | 6 |
| Chicago (ORD) | HEL | 5 |
| Los Angeles (LAX) | HEL | 3 |
| Seattle (SEA) | HEL | 3 |



