

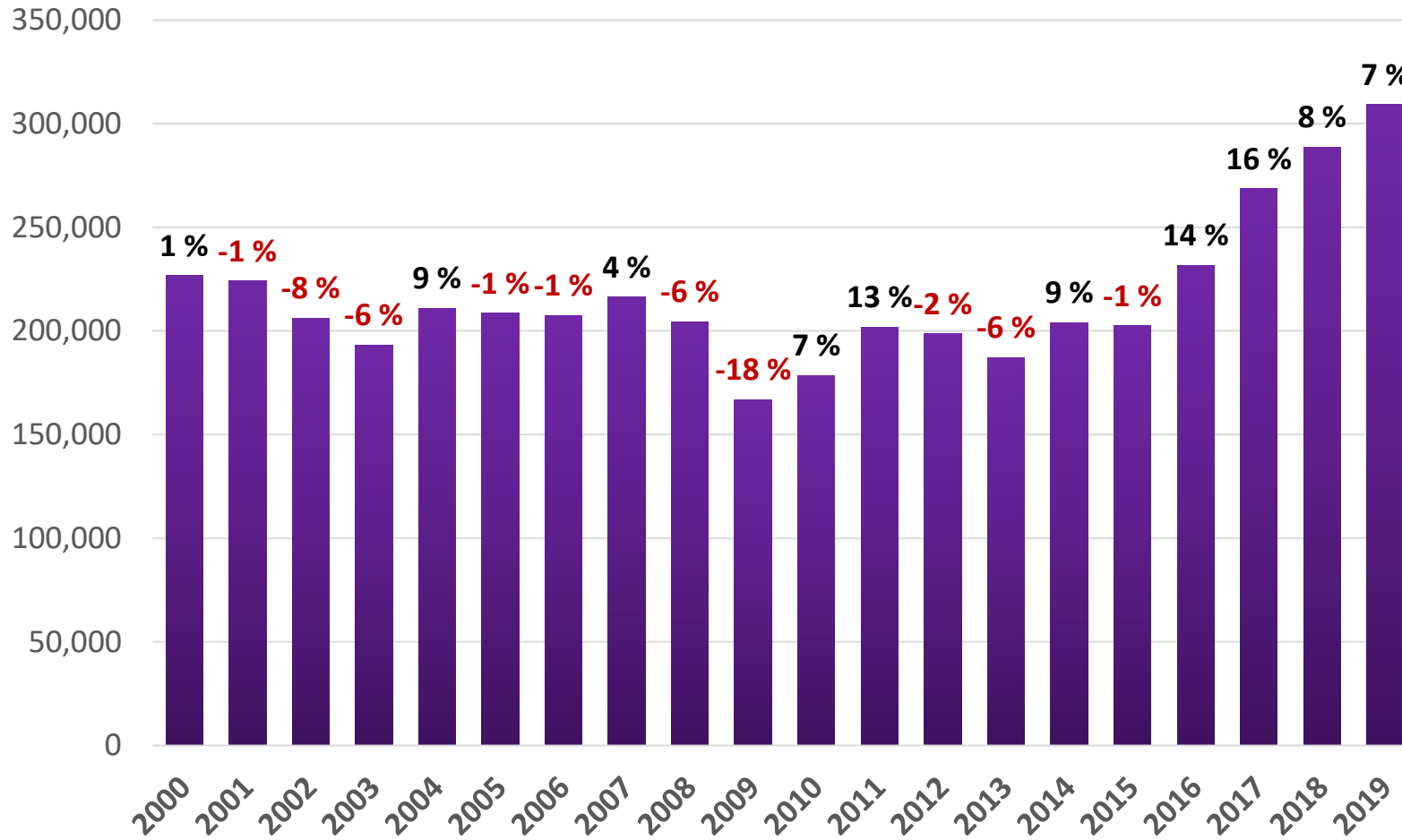
BUSINESS
FINLAND

USA - Market Review

VISIT FINLAND

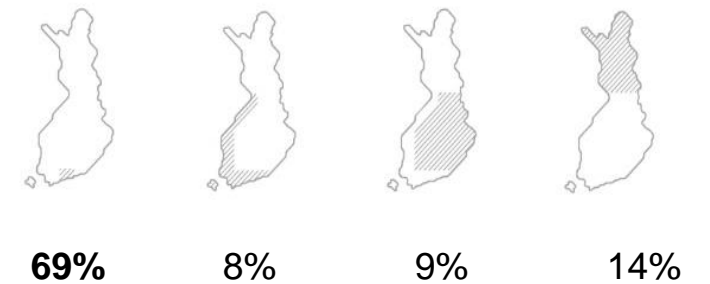


US overnights in Finland 2000-2019



Year 2019
7th in country rankings
 with a **4% share** of foreign overnights
 Average change 2000-2019: **+2%**
 Change 2019 compared to 2000: **+36%**

Share of overnights by regions 2019



US overnights in Finland / Year 2019

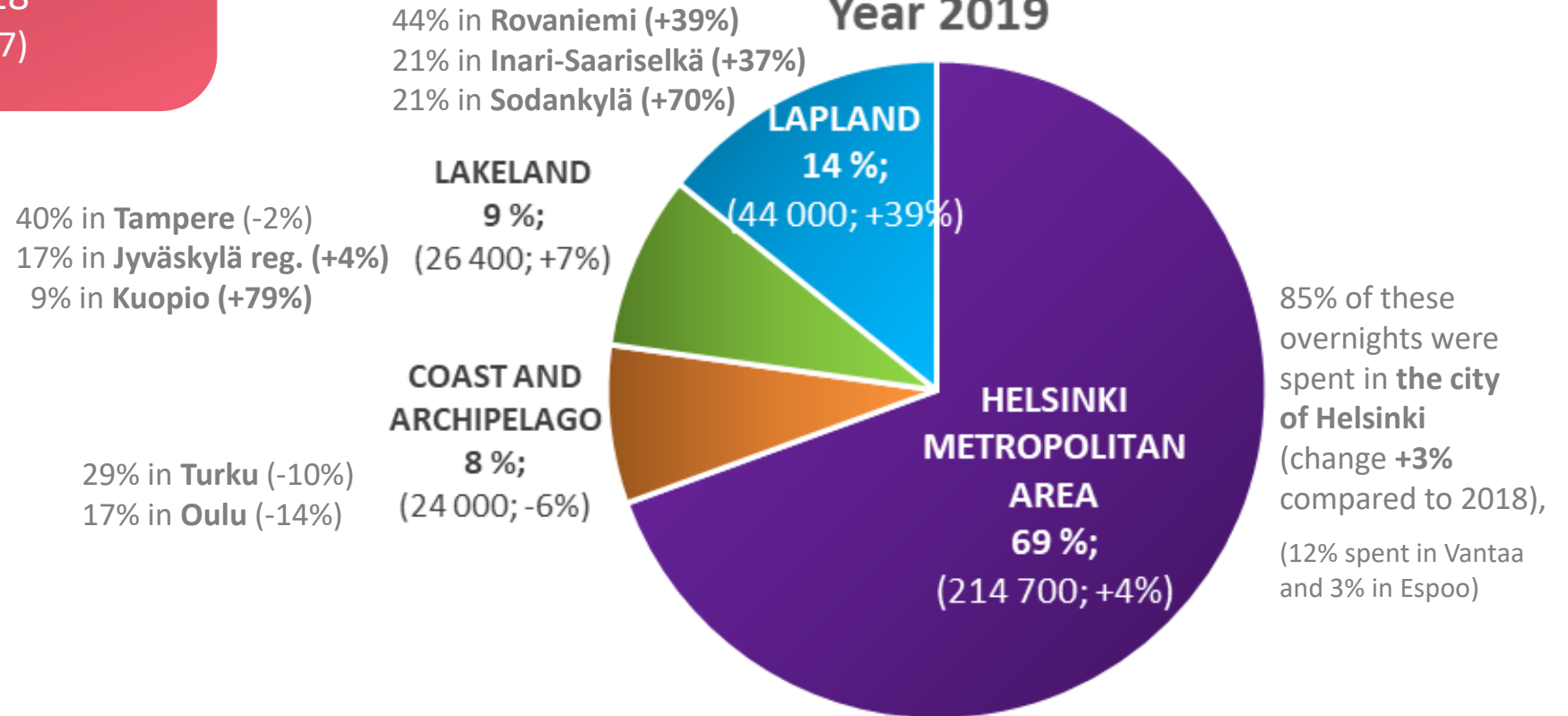
Year 2019

309 100 overnights in total

+7% compared to 2018
(+15% compared to 2017)

US overnights in main marketing areas

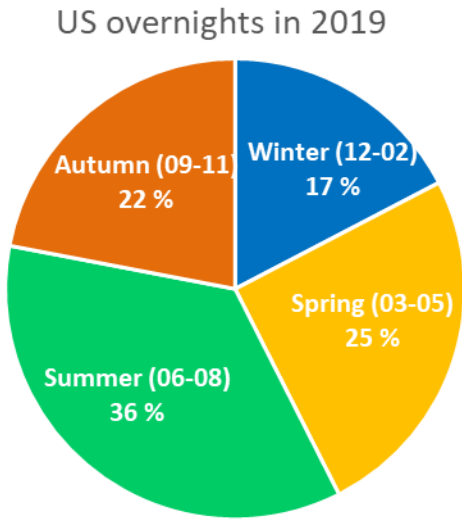
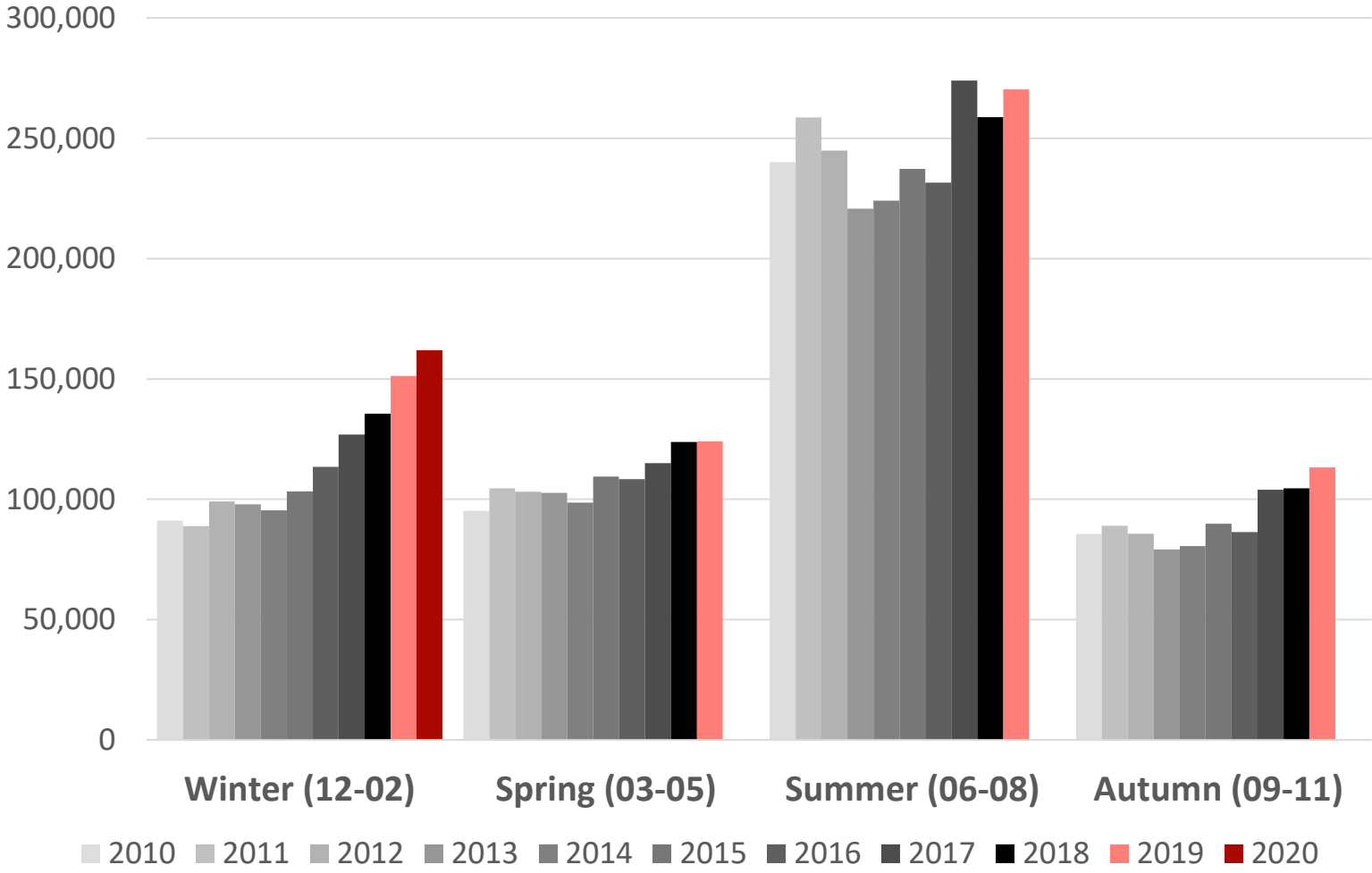
Year 2019



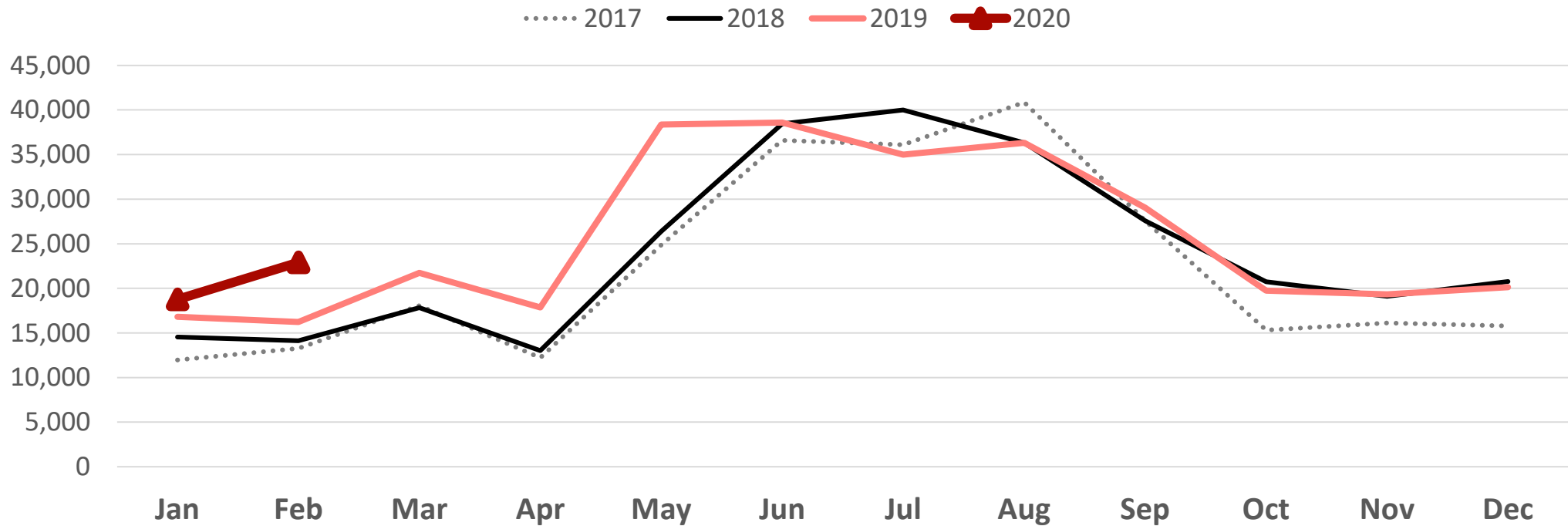
Please note, other destinations than Helsinki, Vantaa and Espoo in Uusimaa county are counted in Coast and Archipelago marketing area (e.g. Porvoo, Tuusula, Lohja, Hanko, Raasepori etc.)

Sources: Visit Finland Statistics Service Rudolf, Statistics Finland

US OVERNIGHTS IN FINLAND BY SEASON



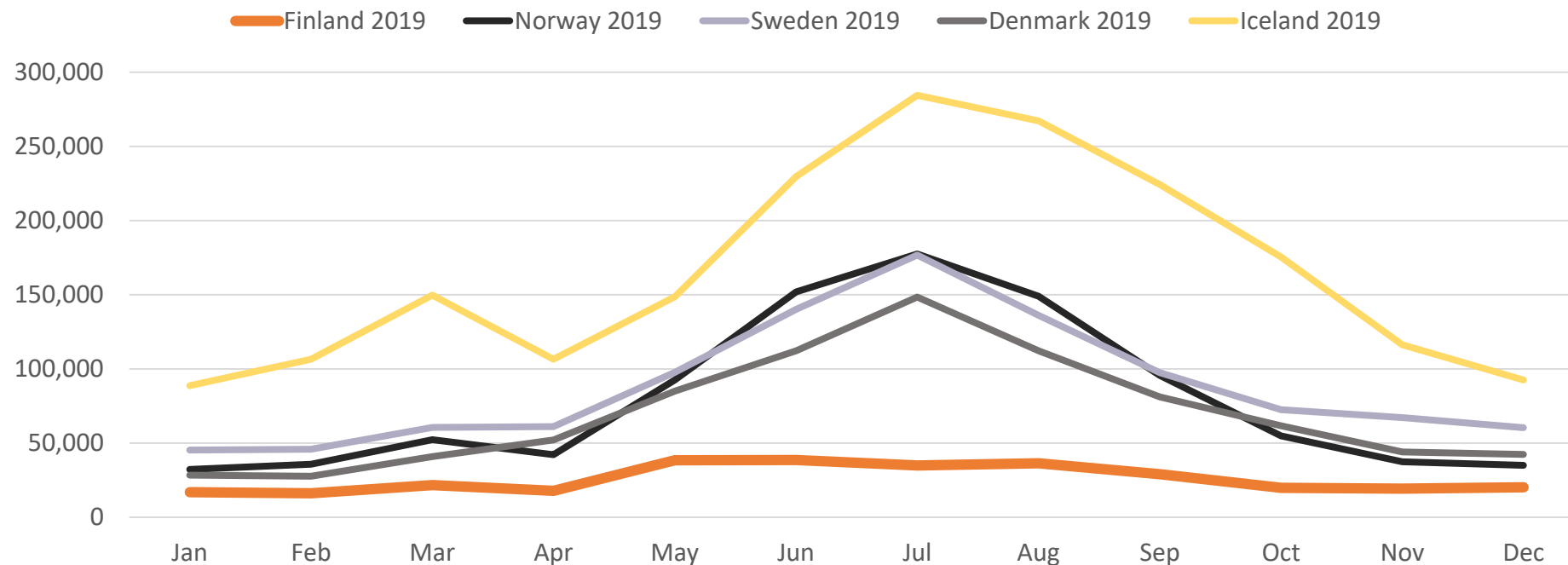
Monthly overnights by US visitors in Finland 2017-2019 & Jan-Feb2020



2019M12*		2020M01*		2020M02*		WHOLE COUNTRY HELSINKI METROPOLITAN AREA COAST AND ARCHIPELAGO LAKELAND LAPLAND
Nights spent	Change of nights spend, %	Nights spent	Change of nights spend, %	Nights spent	Change of nights spend, %	
20 140	-3,0	18 766	11,7	22 907	41,2	
11 577	-7,3	11 499	14,5	11 664	21,6	
1 384	28,9	1 537	37,7	1 957	57,2	
1 122	-9,2	1 502	3,2	3 622	154,0	
6 057	1,5	4 228	0,9	5 664	42,9	



US MONTHLY OVERNIGHTS IN THE NORDIC COUNTRIES IN 2019



Monthly change in US overnights 2019/2018

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Year
Denmark	9 %	8 %	-2 %	13 %	3 %	-1 %	23 %	-5 %	1 %	23 %	1 %	13 %	6 %
Finland	16 %	15 %	22 %	37 %	45 %	0 %	-13 %	0 %	5 %	-5 %	1 %	-3 %	7 %
Iceland	-9 %	-9 %	1 %	2 %	-9 %	-8 %	-4 %	-13 %	-17 %	-7 %	-7 %	-18 %	-9 %
Norway	21 %	15 %	45 %	32 %	27 %	24 %	18 %	10 %	11 %	16 %	0 %	-7 %	17 %
Sweden	19 %	23 %	22 %	25 %	30 %	26 %	27 %	12 %	23 %	17 %	35 %	13 %	23 %

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

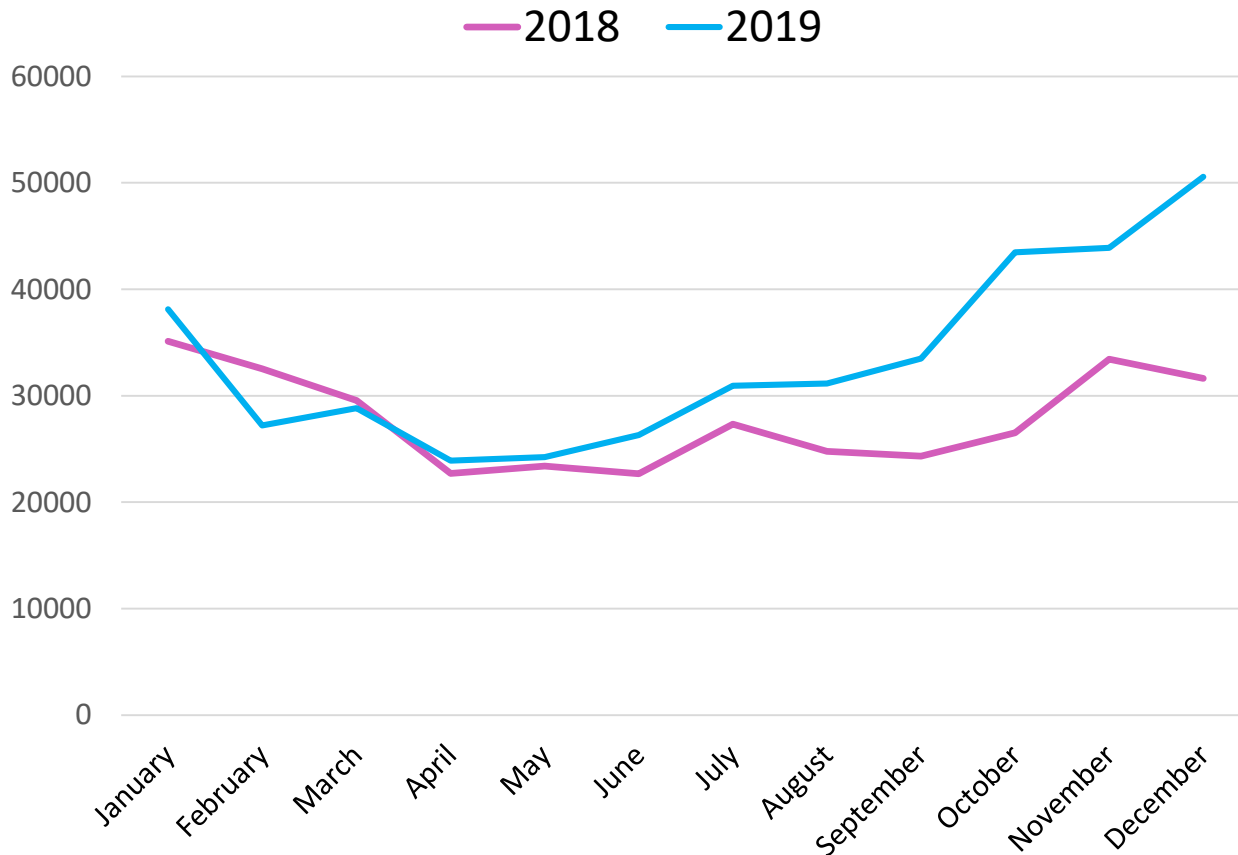
US travelers' Internet searches

Source: D2 Digital Demand



- 402 100 travel-related Internet searches concerning Finland
- +20 % compared to previous year

US Seasonality in Searches



US Top Microbrandtags

