



**TRAVEL IN FINLAND, SUMMER  
SEASON 2020**

**BUSINESS  
FINLAND  
VISIT FINLAND**

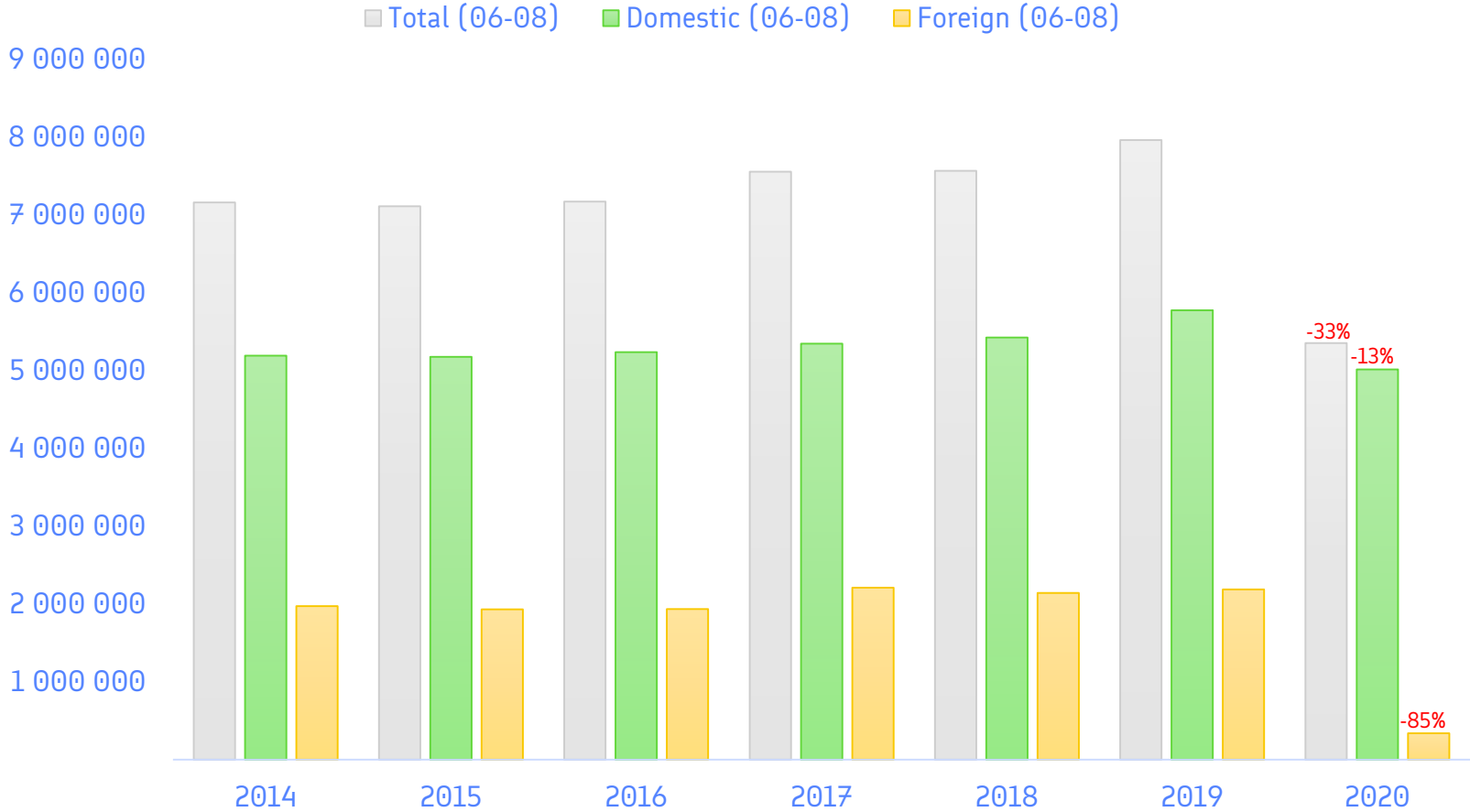
# TABLE OF CONTENTS

- Top Findings
- Overnights in Finland, Summer Seasons 2014-2020
- Overnights in Greater Regions, Summer Seasons 2014-2020
- Foreign Overnights by Greater Region, Summer Season (06-08) 2020
- Foreign Overnights by Sub Region (Share % of Total in Finland), Summer Season (06-08) 2020
- Foreign Overnights (% Share) By Sub Region Summer Season (06-08) 2020
- Overnights in Finland, Domestic v Foreign Share, Main Regions, Summer Seasons 2019-2020
- Nordic Comparison, Summer Season (06-08) 2020
- Domestic and Foreign Accommodation Revenue and Occupancy Rate by Main- and Sub Regions, Summer Season (06-08) 2020
- Domestic Overnights (% Share) by Sub Region in Summer Season (06-08) 2020
- Domestic Overnights by Main Region and % Share of Total, Summer Seasons 2019 and 2020
- Booked Properties (AirDNA) and Sold Hotel Rooms (Benchmarking Alliance), Helsinki and Finland, Summer Season (06-08) 2020
- Visitfinland.com, Summer Season (06-08) 2020

# TOP FINDINGS

- Total Overnights in Summer Season 2020: 5 352 000 which is -33% from Summer Season 2019. This summer the positive growth came from Domestic visitors with the exception of three sub regions that managed a positive growth also in Foreign overnights. Lapland had the smallest decrease in total overnights in Finland (out of four main regions).
- Total Domestic Overnights Summer Season 2020: 5 015 000, -13% from Summer 2019. Domestic visitors' share increased in Lapland by 7% from 2019
- Total Foreign overnights -85% from last Summer Season (2020: 336 000 overnights).
- Like in 2019, Germany was again the biggest foreign source market in summer 2020, followed by Estonia, Norway, Sweden and USA. Estonia became the second biggest, from last summer's 9th place. Latvia was the 6th biggest this summer, increasing its ranking from last year (25th) quite significantly.
- When comparing Nordic nations, Iceland had the most dramatic change in their internal Domestic / Foreign Overnight share compared to summer 2019. Last year their foreign overnight share of total was 92% whereas this summer it was down to 39%.
- Denmark had 2,7 million foreign overnights this summer which is almost half of the total in all Nordic countries combined together. This is a change from 2019 where Sweden had the biggest share and this year their share was down to 20%. Finland decreased its share to 6%.
- Domestic Accommodation Revenue decreased from last summer, being now 208m euros, Foreign revenue fell dramatically down to 15m euros (2019: Domestic: 275m, Foreign: 127m). Total Accommodation Revenue in 2020 was 223m euros (403m euros in 2019). Occupancy Rate was 42% in 2020 (2019: 57%).
- Biggest increase in domestic overnights was recorded in Salla with 49% from last year. Second was Kolari (Ylläs) with 40% increase and third Kuusamo with 39%. Mäntyharju increased by 34% from last year in Domestic overnights reaching the highest increase outside Lapland and Kuusamo.
- Most read articles on visitfinland.com during summer 2020 were (including all language versions):
  - COVID-19 traveller info article
  - 21 Reasons to Love Finland
  - Iconic Finnish foods of all time

# OVERNIGHTS IN FINLAND, SUMMER SEASONS 2014-2020



- Total Overnights in Summer Season 2020: 5 352 000 which is -33% from Summer Season 2019
- Total Domestic Overnights Summer Season 2020: 5 015 000, -13% from Summer 2019
- Total Foreign overnights -85% from last Summer Season (2020: 336 000 overnights)

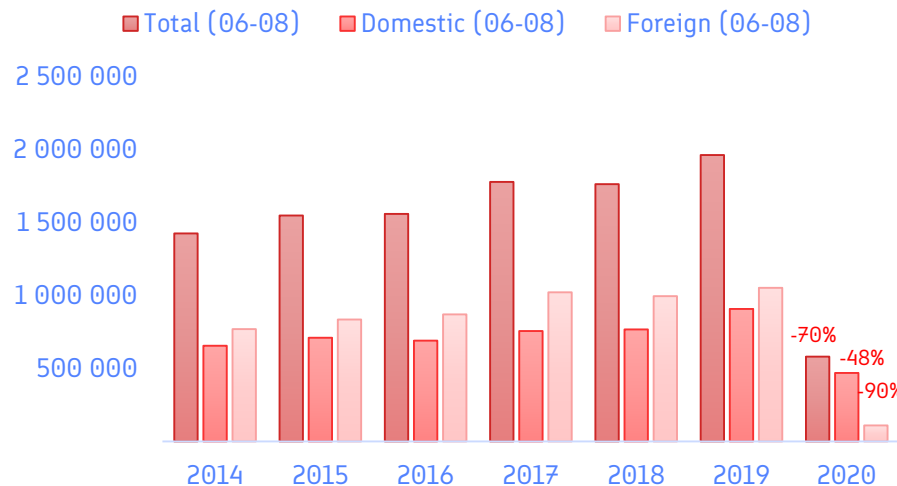
All figures are preliminary

# OVERNIGHTS IN GREATER REGIONS, SUMMER SEASONS 2014-2020

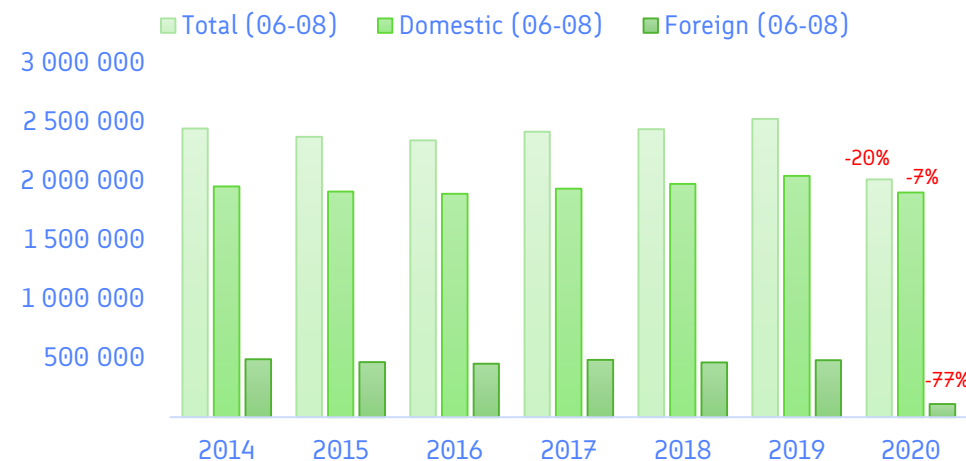
All four regions experienced a decrease in total overnights. Biggest drop was in Helsinki where foreign overnights are typically the majority of total.

**Domestic Visitors' share increased in Lapland by 7%** from 2019. Lapland also had the smallest decrease in total overnights.

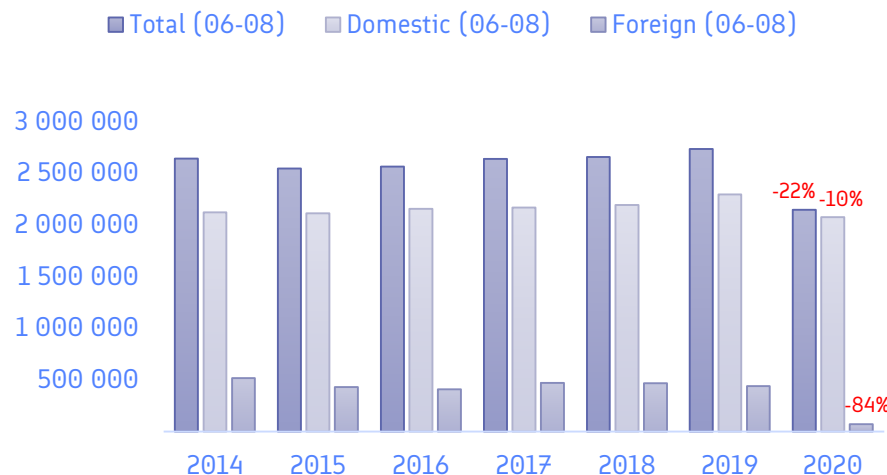
Overnights in Helsinki, Summer Seasons 2014-2020



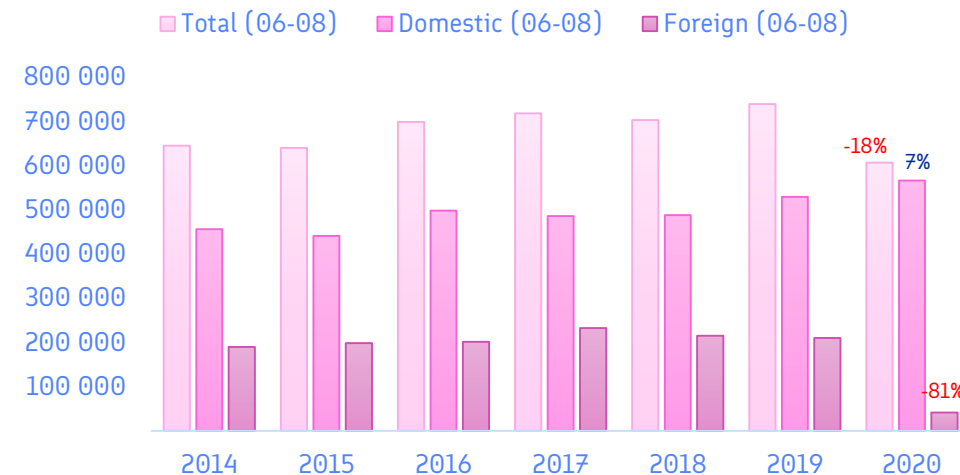
Overnights in Coast & Archipelago, Summer Seasons 2014-2020



Overnights in Lakeland, Summer Seasons 2014-2020



Overnights in Lapland, Summer Seasons 2014-2020



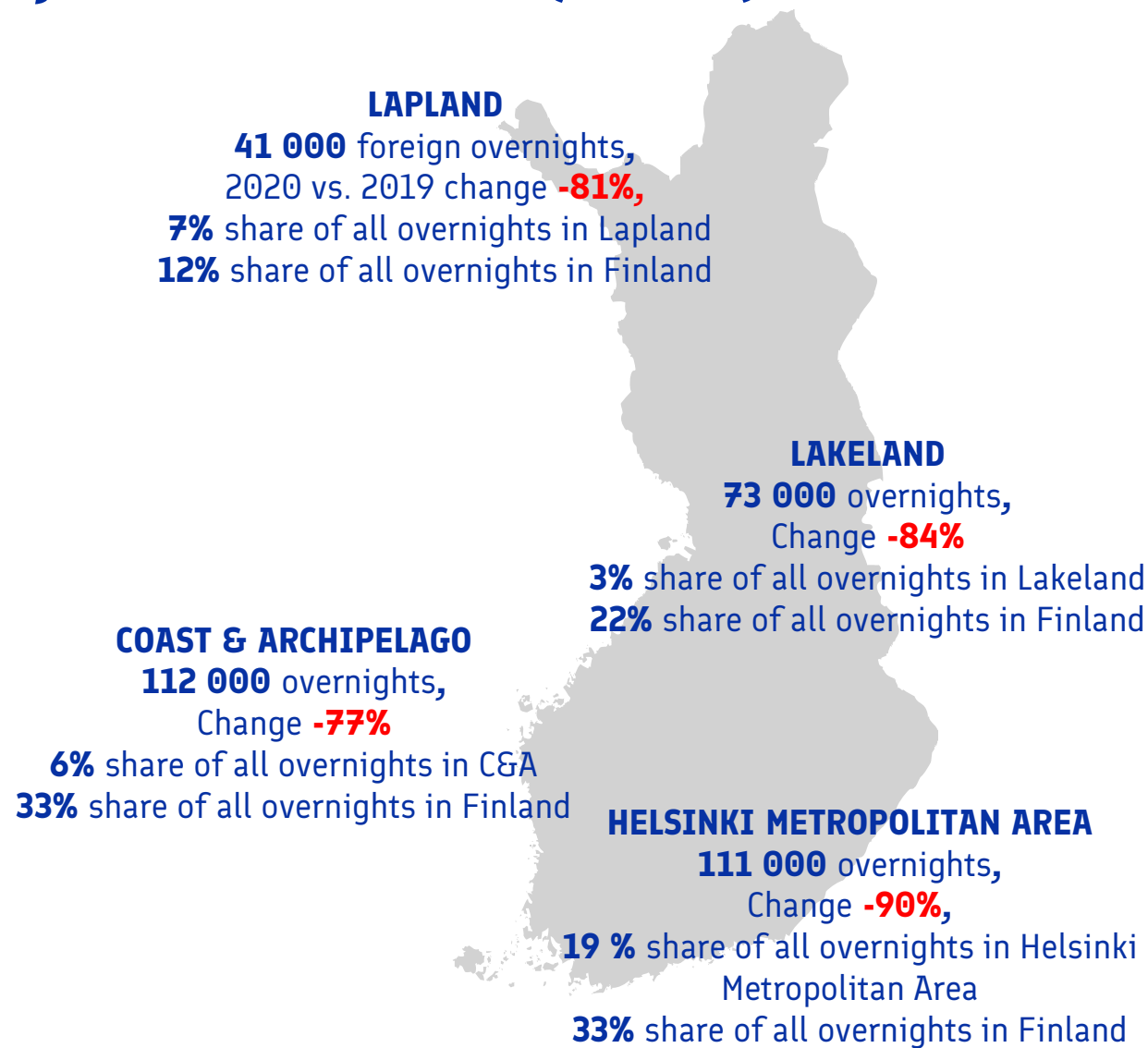
- **Helsinki:** Total Overnights in Summer Season 2020: 582 000 which is **-70%** from Summer Season 2019
- **Lapland:** Total Overnights in Summer Season 2020: 607 000, **-18%** from Summer 2019
- **Lakeland:** Total Overnights in Summer Season 2020: 2 147 000, **-22%** from summer 2019
- **Coast & Archipelago:** Total Overnights in Summer Season 2020: 2 016 000, **-20%** from summer 2019

All figures are preliminary

# FOREIGN OVERNIGHTS BY GREATER REGION, SUMMER SEASON (06-08) 2020

## Top 20 countries of origin (incl. all target markets) in 2020

Country of origin and ranking 2020 (2019)	Overnights 2020	Overnights 2019	Change %
1. Germany (1)	56 000	270 000	-79%
2. Estonia (9)	49 000	69 000	-29%
3. Norway (7)	48 000	73 000	-35%
4. Sweden (2)	16 000	255 000	-94%
5. USA (5)	15 000	110 000	-86%
6. Latvia (25)	11 000	16 000	-31%
7. UK (6)	11 000	91 000	-88%
8. Netherlands (13)	10 000	62 000	-85%
9. Switzerland (11)	10 000	64 000	-85%
10. Italy (10)	9 000	68 000	-87%
11. Denmark (15)	8 000	38 000	-78%
12. Poland (16)	6 000	31 000	-79%
13. France (12)	6 000	64 000	-90%
14. Spain (14)	5 000	57 000	-90%
15. Russia (3)	5 000	243 000	-98%
16. Lithuania (26)	5 000	14 000	-64%
17. Ukraine (30)	4 000	10 000	-57%
18. Austria (17)	4 000	28 000	-87%
19. Belgium (22)	3 000	22 000	-86%
20. China & Hong Kong (4)	3 000	133 000	-98%
<hr/>			
23. Japan (8)	1 900	73 000	-97%
25. India (19)	1 500	27 000	-95%
37. UAE (38)	500	6 000	-92%
41. South Korea (21)	400	22 000	-98%



All figures are preliminary

# FOREIGN OVERNIGHTS BY SUB REGION (SHARE % OF TOTAL IN FINLAND) SUMMER SEASON (06-08) 2020

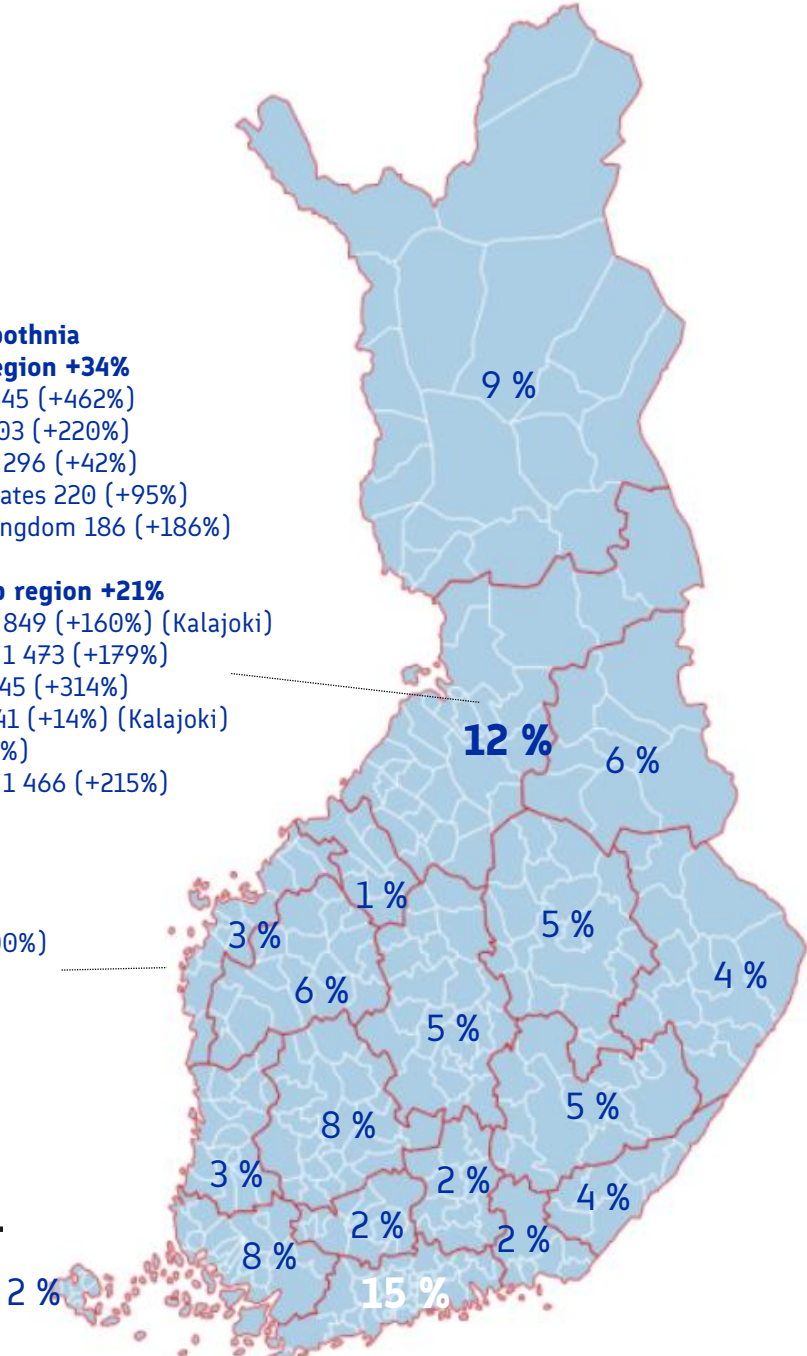
Most sub regions recorded a big decrease in foreign overnights this summer (06-08). Map has a share of **total foreign overnights in whole of Finland**. The biggest share of foreign overnights was in Uusimaa with 15% of total.

This summer the positive growth came from Domestic visitors with the exception of three sub regions that managed a positive growth also in Foreign overnights. These are listed on right.

- North Ostrobothnia**  
**Raahe sub region +34%**
1. Estonia 545 (+462%)
  2. Poland 403 (+220%)
  3. Germany 296 (+42%)
  4. United States 220 (+95%)
  5. United Kingdom 186 (+186%)

- Ylivieska sub region +21%**
1. Norway 1 849 (+160%) (Kalajoki)
  2. Germany 1 473 (+179%)
  3. Ireland 145 (+314%)
  4. Poland 141 (+14%) (Kalajoki)
- (Kalajoki +34%)
1. Germany 1 466 (+215%)

- Ostrobothnia**  
**Pietarsaari +14%**
1. Denmark 210 (+1400%)
  2. Sweden 143 (-70%)
  3. Italy 132 (-38%)

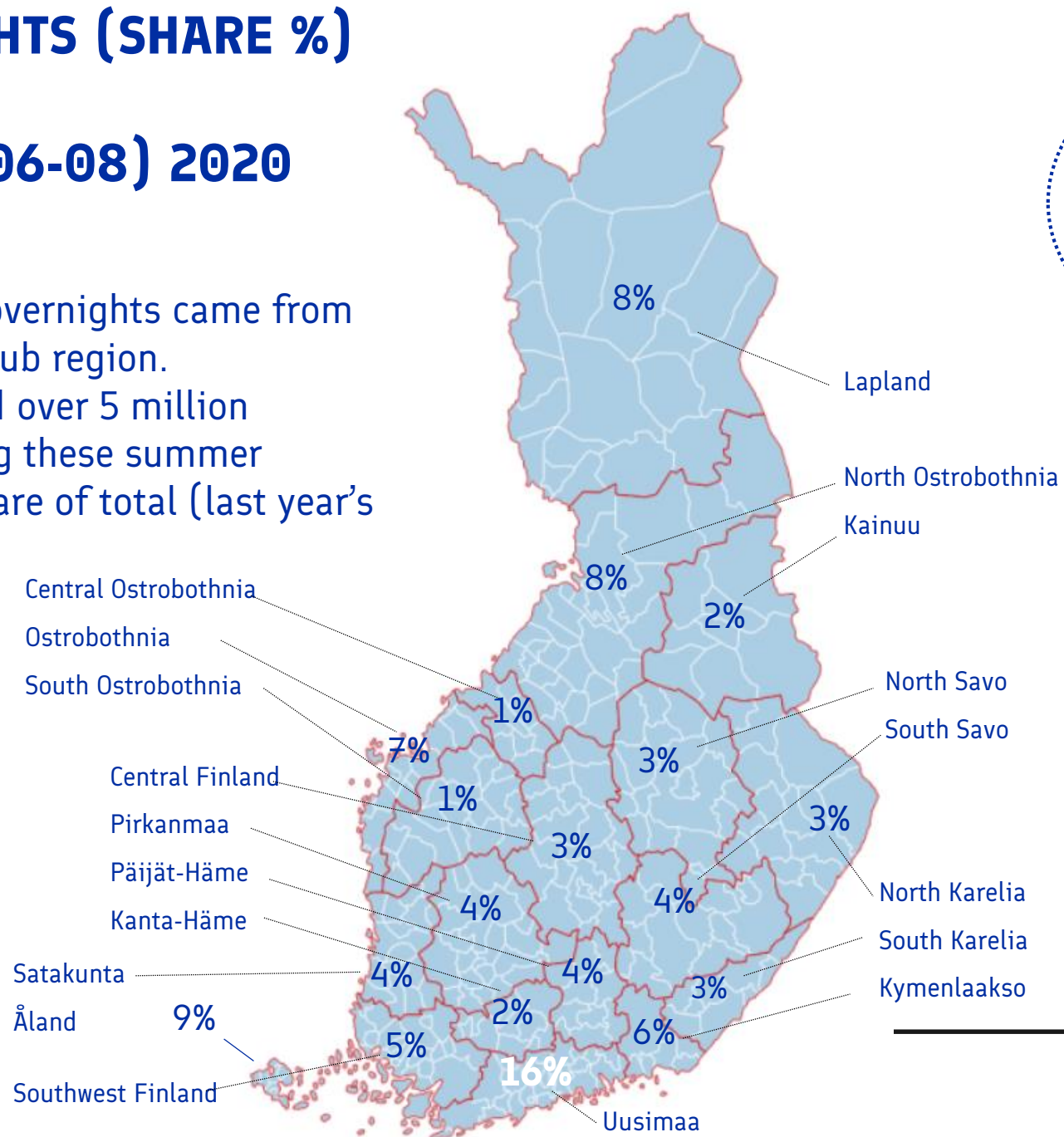


All figures are preliminary

# FOREIGN OVERNIGHTS (SHARE %) BY SUB REGION SUMMER SEASON (06-08) 2020

Each Region = 100 %

The vast majority of total overnights came from Domestic visitors in each sub region.  
The whole country recorded over 5 million Domestic overnights during these summer months, which is a 94% share of total (last year's share 73%)



Total Foreign overnights in Summer Season: 336 000 (-85%)

Total Domestic overnights in Summer Season: 5 015 000 (-13%)

All figures are preliminary



# OVERNIGHTS IN FINLAND, DOMESTIC V FOREIGN SHARE, MAIN REGIONS, SUMMER SEASONS 2019-2020

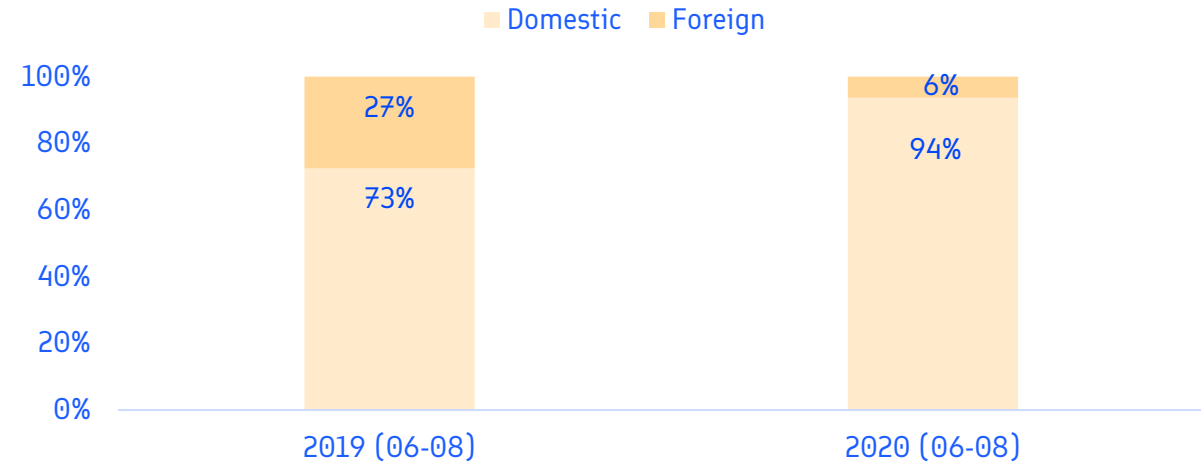
Domestic and Foreign overnights share of total for Summer Seasons 2019 and 2020

- On a National level
- Regional level

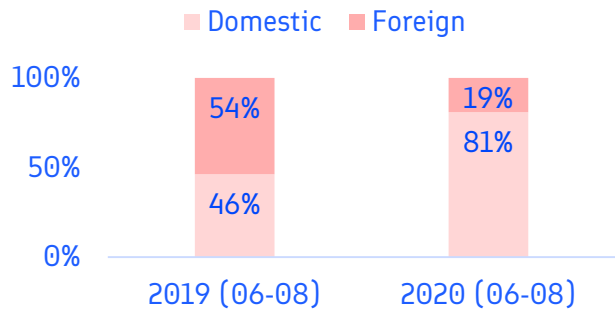
Helsinki was the only region in 2019 where the foreign overnights' share was higher than domestic. In the Summer Season 2020 Helsinki almost doubled the amount of Domestic visitors as foreign visitor share fell from 54% to 19%.

Foreign overnights' share in Lapland fell by 21% to 7% this summer, however, the majority of overnights in Lapland have traditionally been Domestic. Summer 2019 the Domestic visitors' share was 72%

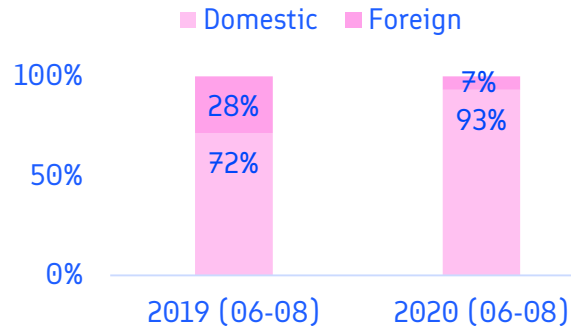
Share of Overnights in Finland, Summer Seasons 2019-2020



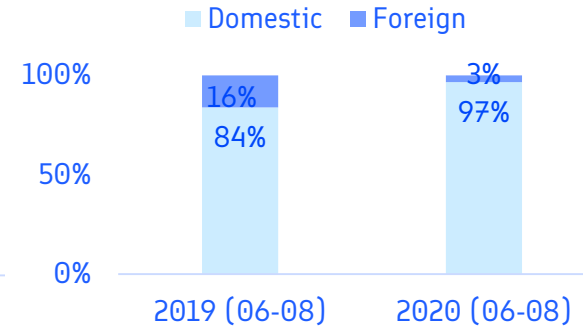
Helsinki Metropolitan Region Domestic / Foreign share of overnights, Summer Seasons 2019-2020



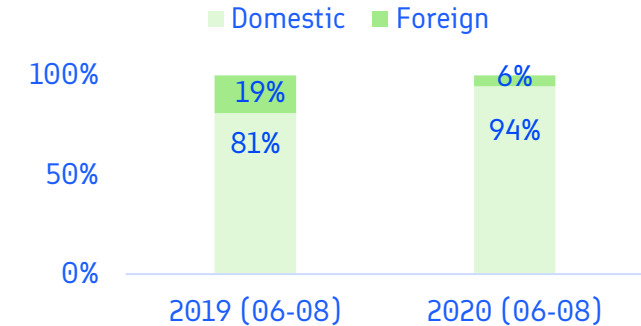
Lapland Domestic / Foreign share of overnights, Summer Seasons 2019-2020



Lakeland Domestic / Foreign share of overnights, Summer Seasons 2019-2020



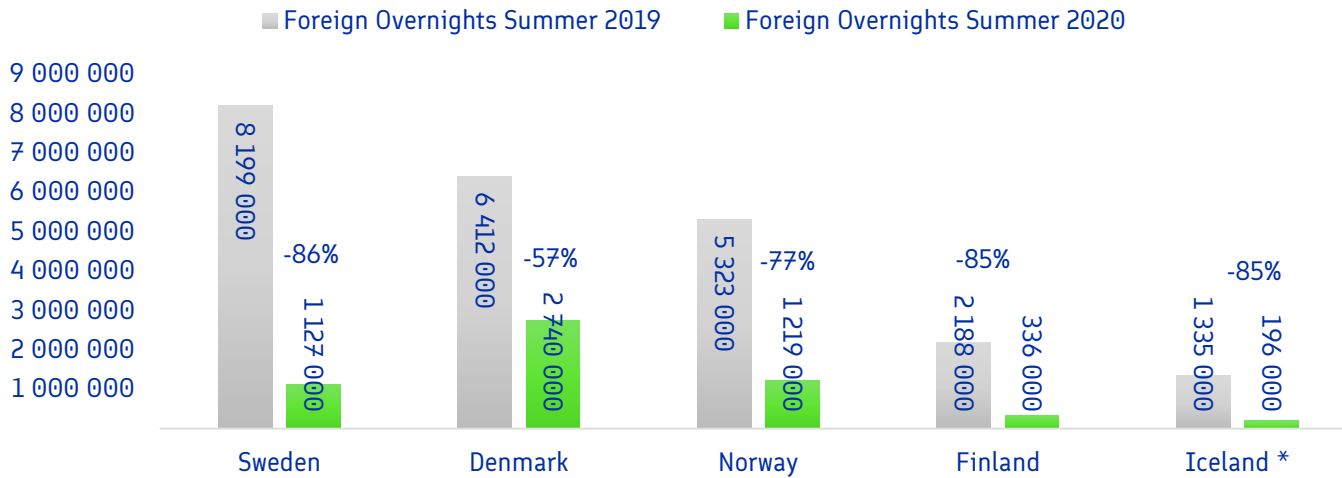
Coast & Archipelago Domestic / Foreign share of overnights, Summer Seasons 2019-2020



All figures are preliminary

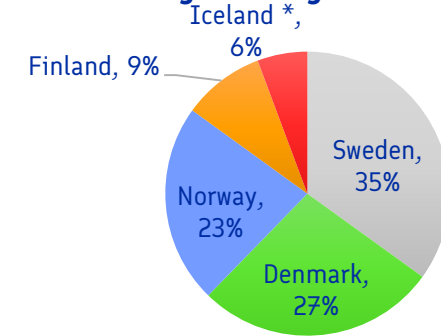
# NORDIC COMPARISON, SUMMER SEASON (06-08) 2020

## Foreign Overnights and Change %

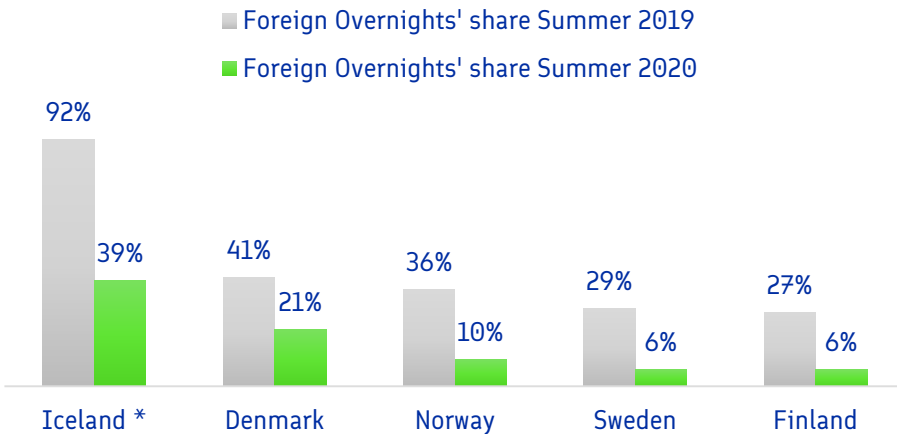


Nordic comparison during summer months June-August 2020 (Foreign overnights) as a comparison to 2019 and a change %. Denmark had 2,7 million foreign overnights this summer which is almost half of the total in all Nordic countries. This is a change from 2019 where Sweden had the biggest share and this year their share was 20%. Finland decreased its share down to 6%.

## Share % Foreign Overnights Summer 2019



## Foreign Overnights, Share % per country

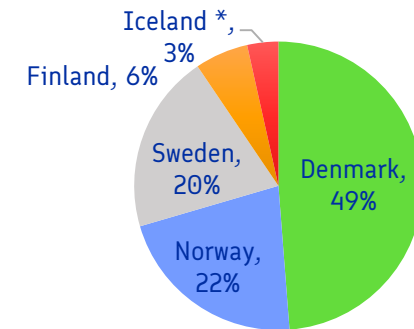


Iceland had the most dramatic change in its internal Domestic / Foreign Overnight share compared to summer 2019. Last year their foreign overnight share of total was 92% whereas this summer it was 39%. Being a small nation, Iceland is highly dependent on international visitors. Iceland increased its Domestic overnights from 2019 by 160%, Norway 16% and Denmark 10%. managing to compensate the loss created by the lack of foreign visitors.

Finland and Sweden were not so successful in this, both decreased their Domestic overnights from last summer, by 13% and 17% respectively.

Finland and Sweden both had the same result this summer, a 6% foreign share of total overnights. Last year the share in Finland was 27% Foreign, 73% Domestic (this year 6% foreign, 94% domestic).

## Share % Foreign Overnights Summer 2020

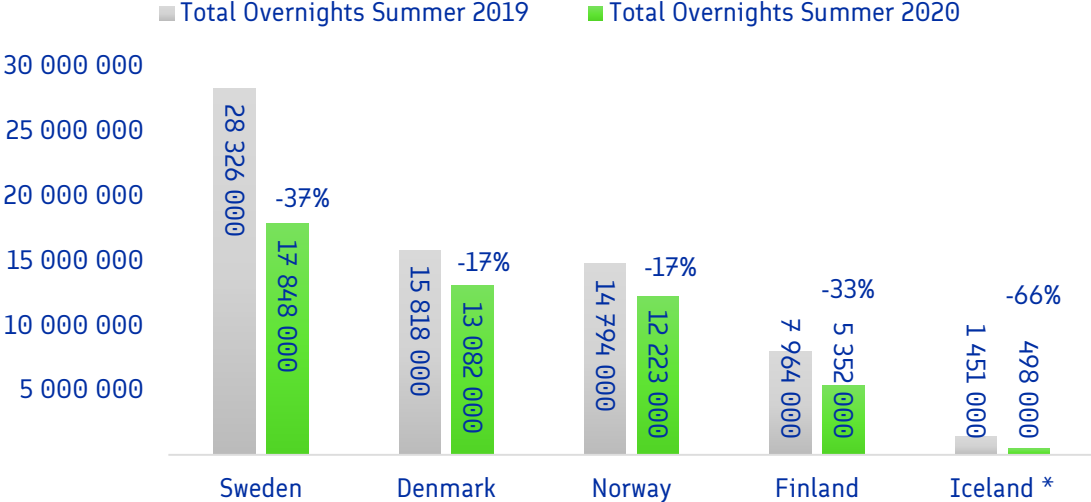


\* Only Hotels included

All figures are preliminary

# NORDIC COMPARISON, SUMMER SEASON (06-08) 2020

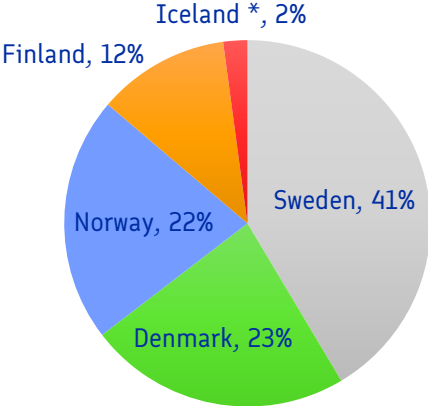
**Total Overnights, Domestic & Foreign, Change %**



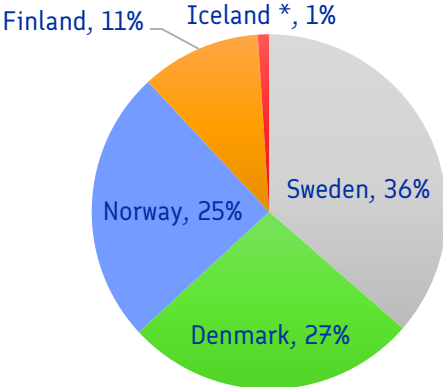
Nordic comparison on Total overnights during summer months June-August 2020 as a comparison to 2019 and the change %. These include both Foreign and Domestic overnights.

Sweden had 17,8 million overnights this summer which was the majority (36%) of all overnights in the Nordics. Norway and Denmark both gained share from last summer and decreased only by 17% each from summer 2019 in total overnights. Iceland saw the biggest drop in total overnights, 66% behind last year.

**Share % of Total Overnights Summer 2019**



**Share % of Total Overnights Summer 2020**

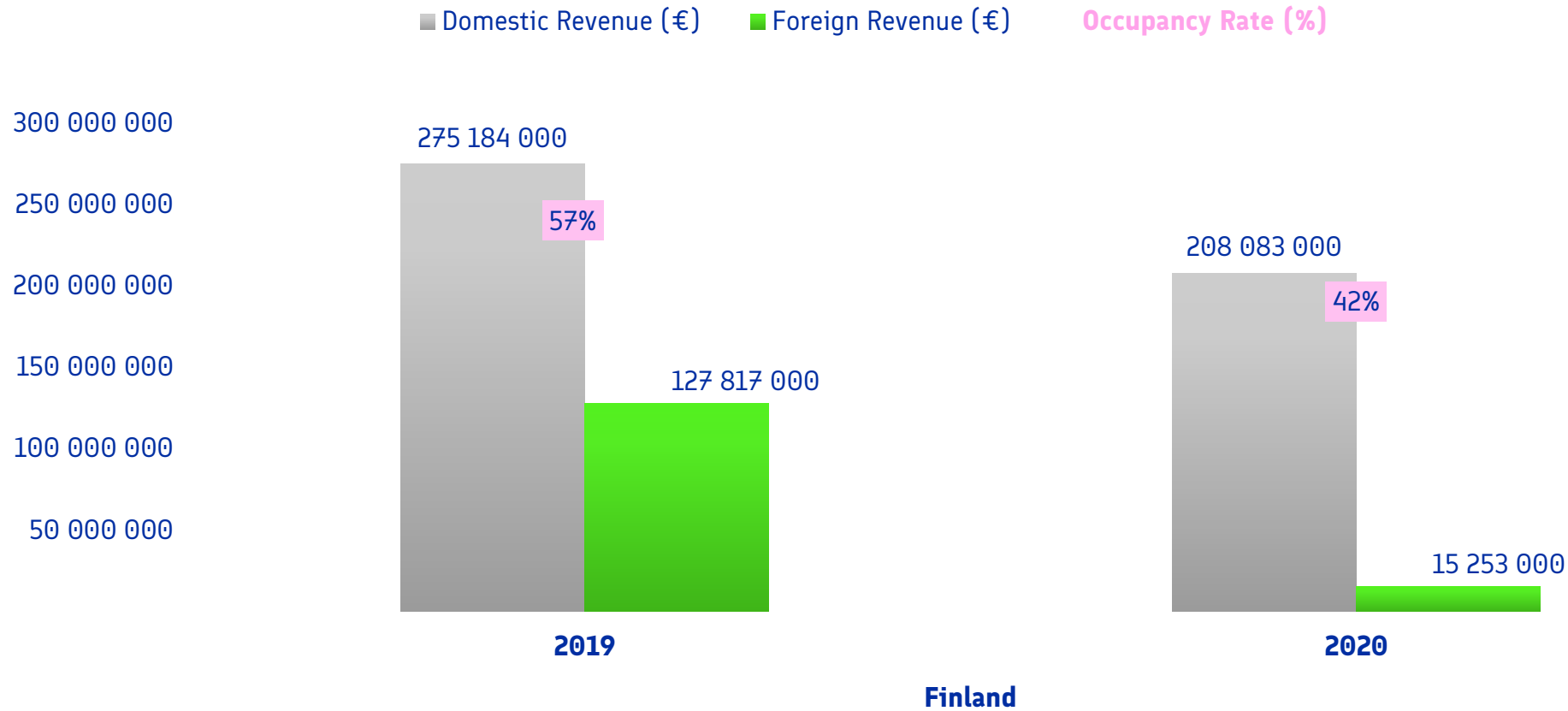


All figures are preliminary

\* Only Hotels Included

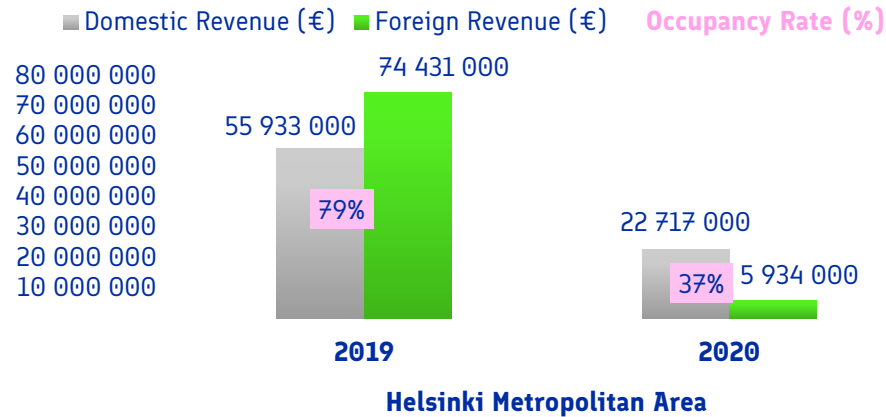
# DOMESTIC AND FOREIGN ACCOMMODATION REVENUE AND OCCUPANCY RATE, SUMMER SEASON (06-08) 2020

## Domestic/Foreign Accommodation Revenue (eur) & Occupancy Rate, Summer Season (06-08)

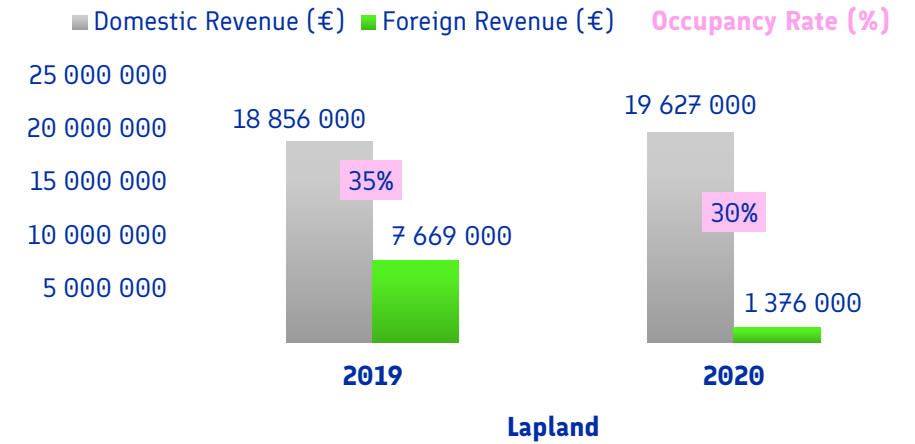


# DOMESTIC AND FOREIGN ACCOMMODATION REVENUE AND OCCUPANCY RATE, GREATER REGIONS, SUMMER SEASON (06-08) 2020

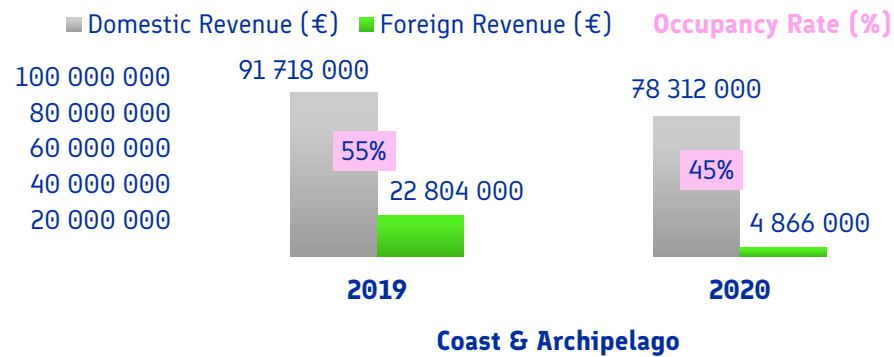
**Domestic/Foreign Accommodation Revenue (eur) & Occupancy Rate, Summer Season (06-08)**



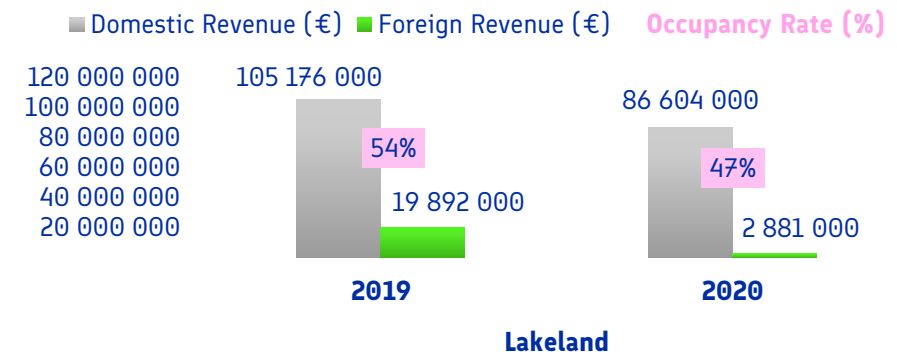
**Domestic/Foreign Accommodation Revenue (eur) & Occupancy Rate, Summer Season (06-08)**



**Domestic/Foreign Accommodation Revenue (eur) & Occupancy Rate, Summer Season (06-08)**

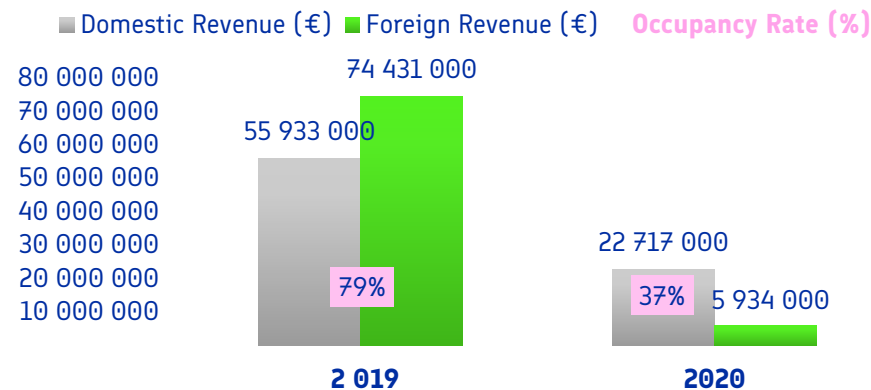


**Domestic/Foreign Accommodation Revenue (eur) & Occupancy Rate, Summer Season (06-08)**



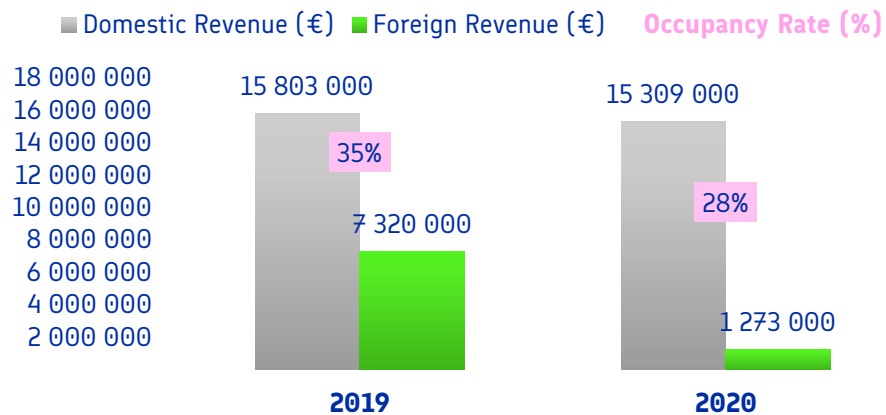
# DOMESTIC AND FOREIGN ACCOMMODATION REVENUE AND OCCUPANCY RATE, SUB REGIONS, SUMMER SEASON (06-08) 2020

Domestic/Foreign Accommodation Revenue (eur) & Occupancy Rate, Summer Season (06-08)



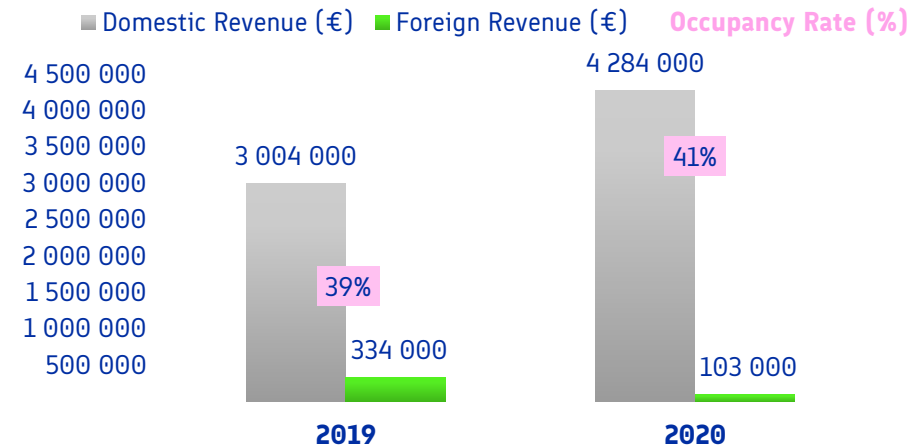
Uusimaa 1 (Helsinki Metropolitan Area)

Domestic/Foreign Accommodation Revenue (eur) & Occupancy Rate, Summer Season (06-08)



Lapland

Domestic/Foreign Accommodation Revenue (eur) & Occupancy Rate, Summer Season (06-08)



Kuusamo

All figures are preliminary

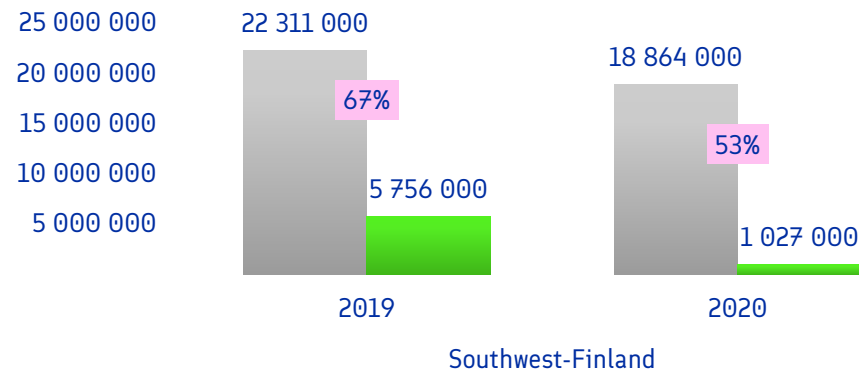
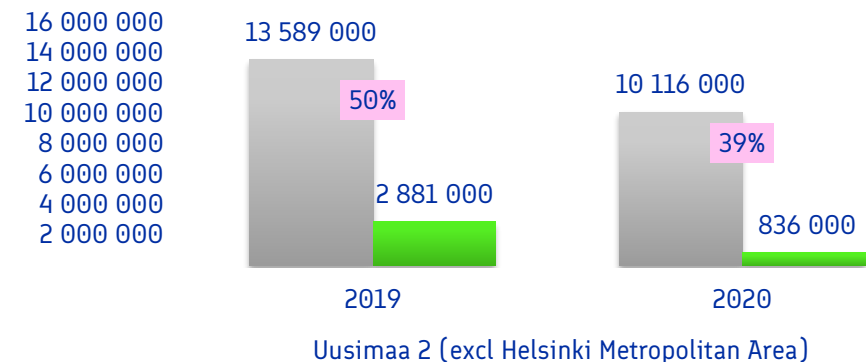
# DOMESTIC AND FOREIGN ACCOMMODATION REVENUE AND OCCUPANCY RATE, SUB REGIONS, SUMMER SEASON (06-08) 2020

**Domestic/Foreign Accommodation Revenue (eur) & Occupancy Rate, Summer Season (06-08)**

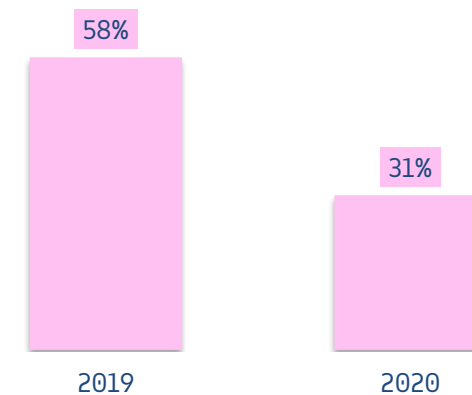
**Domestic/Foreign Accommodation Revenue (eur) & Occupancy Rate, Summer Season (06-08)**

■ Domestic Revenue (€) ■ Foreign Revenue (€) ■ Occupancy Rate (%)

■ Domestic Revenue (€) ■ Foreign Revenue (€) ■ Occupancy Rate (%)



**Occupancy Rate, Summer Season (06-08)**

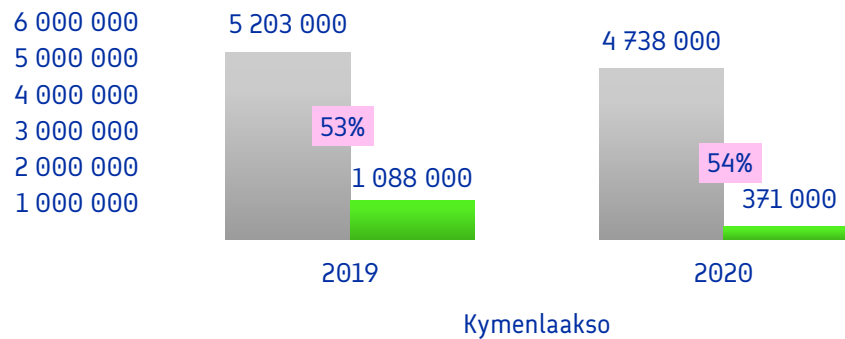
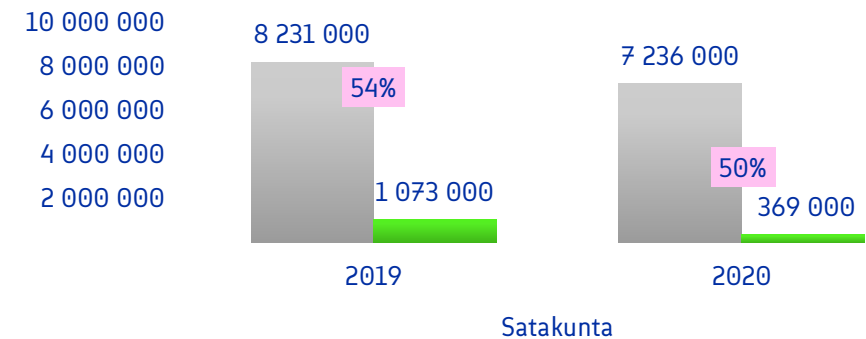


**Domestic/Foreign Accommodation Revenue (eur) & Occupancy Rate, Summer Season (06-08)**

**Domestic/Foreign Accommodation Revenue (eur) & Occupancy Rate, Summer Season (06-08)**

■ Domestic Revenue (€) ■ Foreign Revenue (€) ■ Occupancy Rate (%)

■ Domestic Revenue (€) ■ Foreign Revenue (€) ■ Occupancy Rate (%)



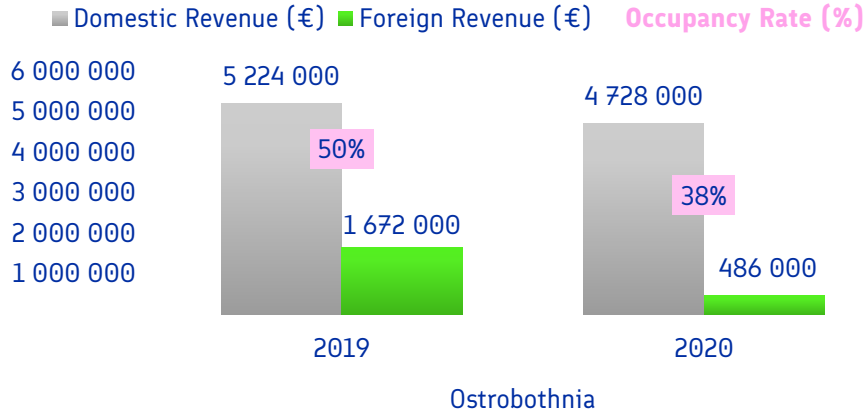
Åland \*

All figures are preliminary

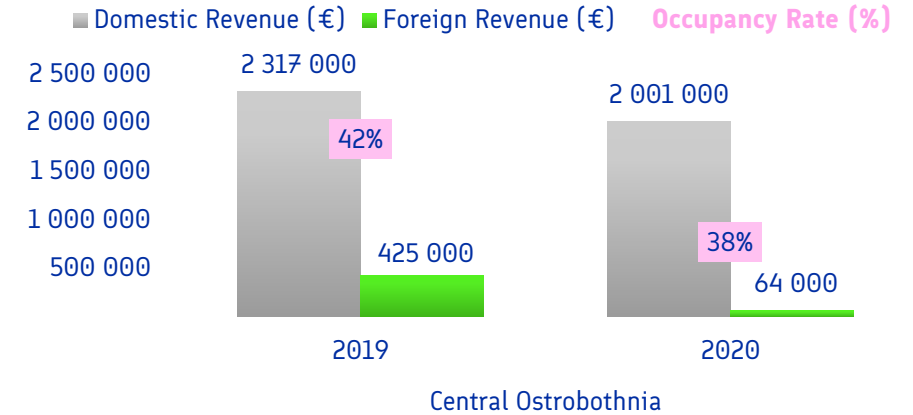
\* Revenue data not available

# DOMESTIC AND FOREIGN ACCOMMODATION REVENUE AND OCCUPANCY RATE, SUB REGIONS, SUMMER SEASON (06-08) 2020

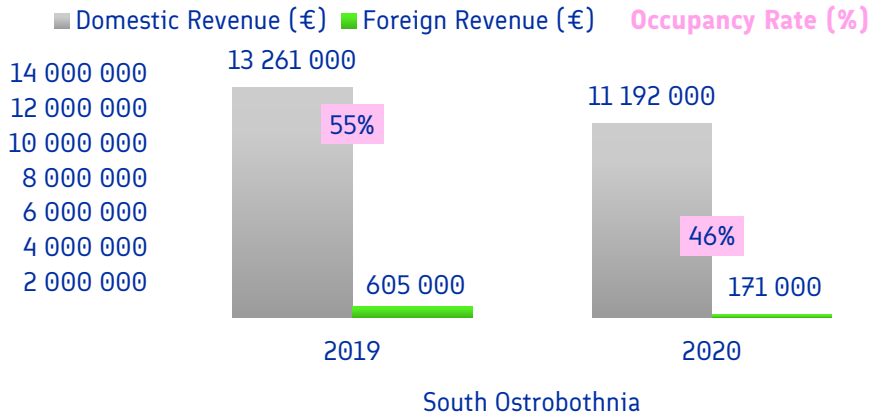
**Domestic/Foreign Accommodation Revenue (eur) & Occupancy Rate, Summer Season (06-08)**



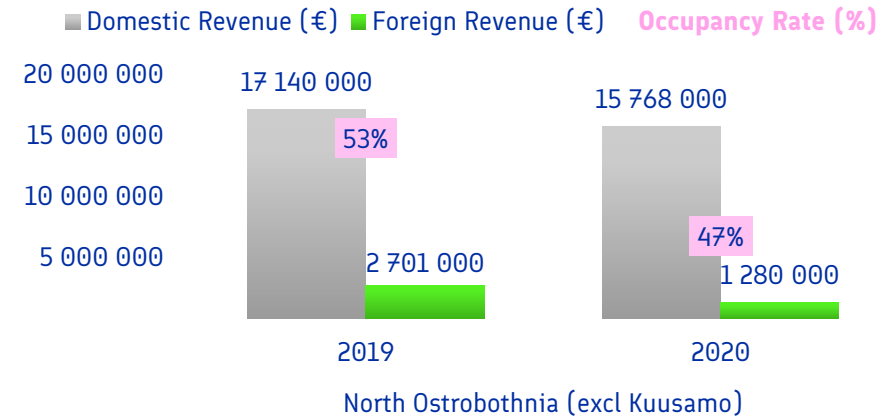
**Domestic/Foreign Accommodation Revenue (eur) & Occupancy Rate, Summer Season (06-08)**



**Domestic/Foreign Accommodation Revenue (eur) & Occupancy Rate, Summer Season (06-08)**



**Domestic/Foreign Accommodation Revenue (eur) & Occupancy Rate, Summer Season (06-08)**

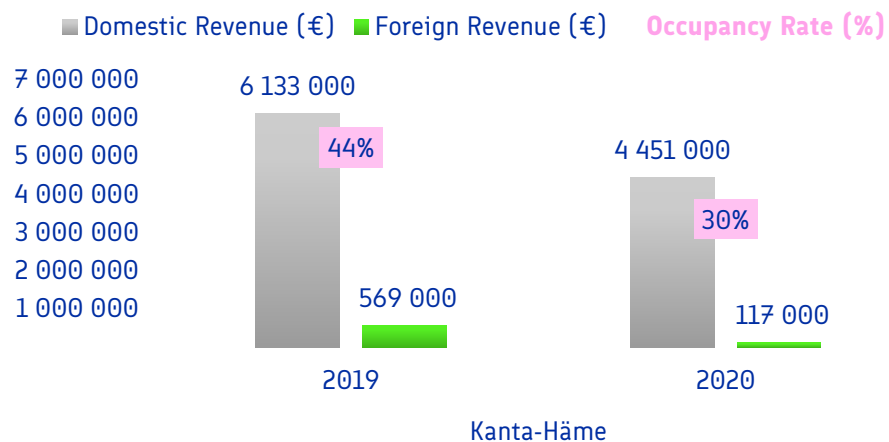


All figures are preliminary

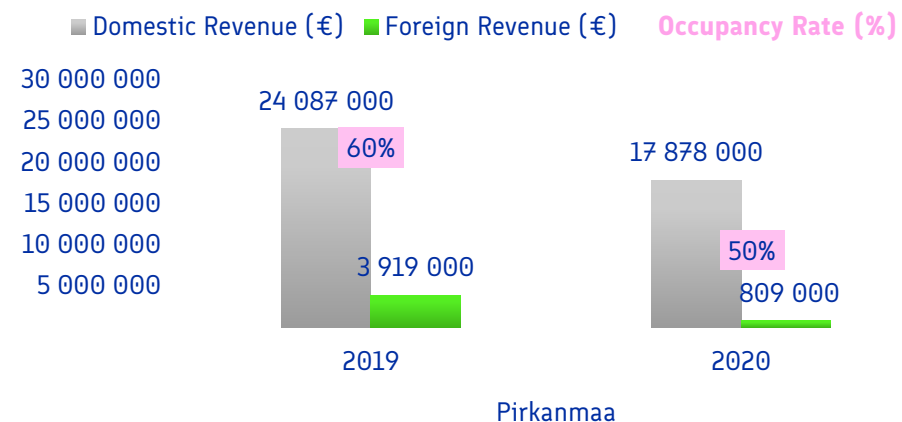


# DOMESTIC AND FOREIGN ACCOMMODATION REVENUE AND OCCUPANCY RATE, SUB REGIONS, SUMMER SEASON (06-08) 2020

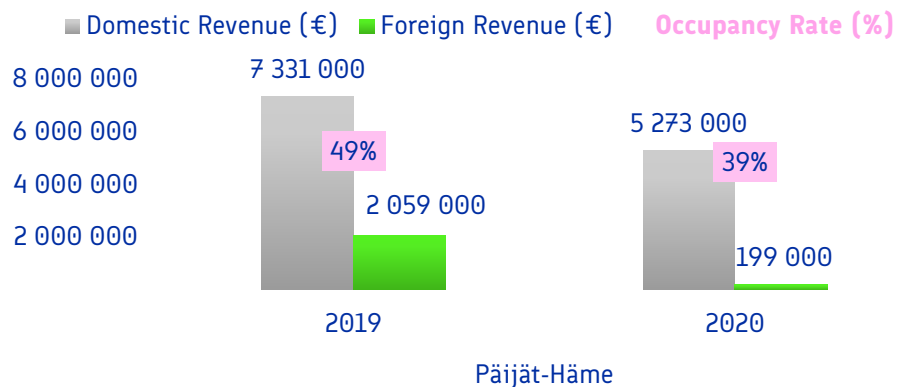
**Domestic/Foreign Accommodation Revenue (eur) & Occupancy Rate, Summer Season (06-08)**



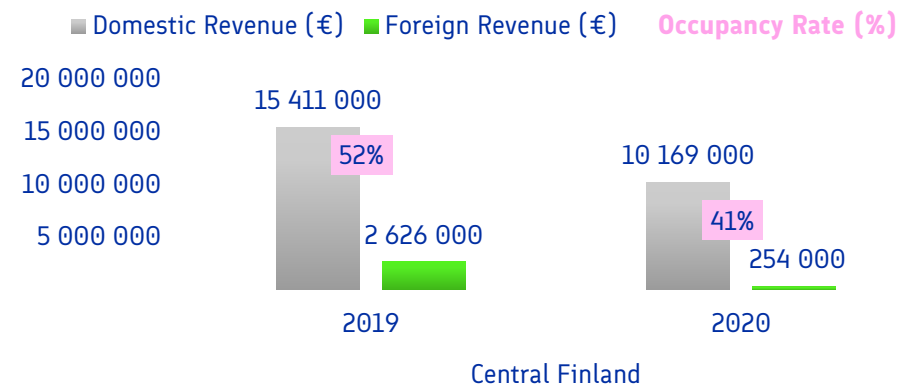
**Domestic/Foreign Accommodation Revenue (eur) & Occupancy Rate, Summer Season (06-08)**



**Domestic/Foreign Accommodation Revenue (eur) & Occupancy Rate, Summer Season (06-08)**



**Domestic/Foreign Accommodation Revenue (eur) & Occupancy Rate, Summer Season (06-08)**



\*Revenue data not available for Åland

All figures are preliminary

# DOMESTIC AND FOREIGN ACCOMMODATION REVENUE AND OCCUPANCY RATE, SUB REGIONS, SUMMER SEASON (06-08) 2020

**Domestic/Foreign Accommodation Revenue (eur) & Occupancy Rate, Summer Season (06-08)**

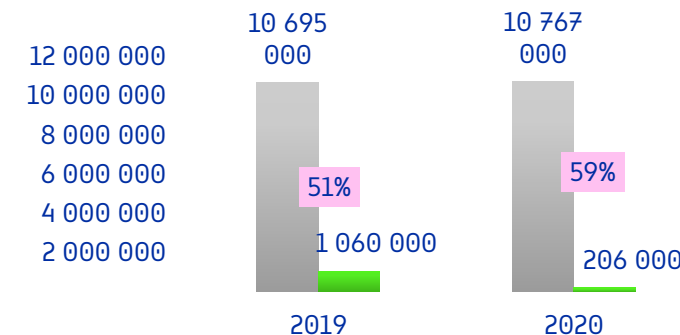
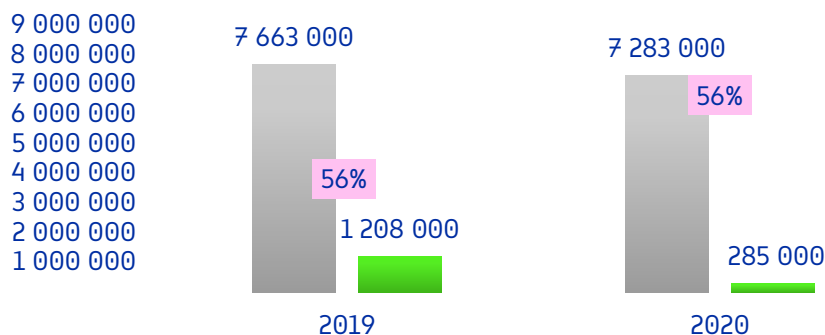
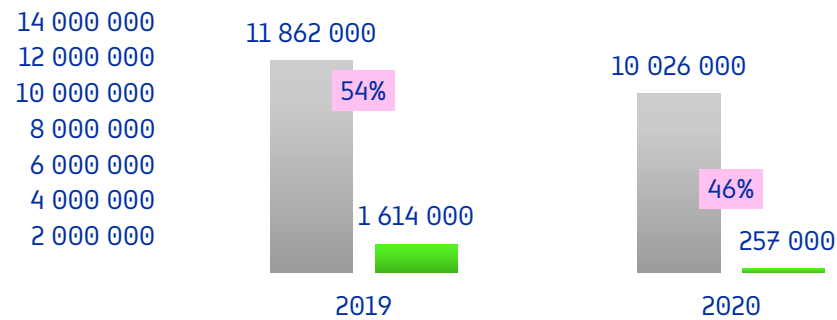
**Domestic/Foreign Accommodation Revenue (eur) & Occupancy Rate, Summer Season (06-08)**

**Domestic/Foreign Accommodation Revenue (eur) & Occupancy Rate, Summer Season (06-08)**

■ Domestic Revenue (€) ■ Foreign Revenue (€) ■ Occupancy Rate (%)

■ Domestic Revenue (€) ■ Foreign Revenue (€) ■ Occupancy Rate (%)

■ Domestic Revenue (€) ■ Foreign Revenue (€) ■ Occupancy Rate (%)

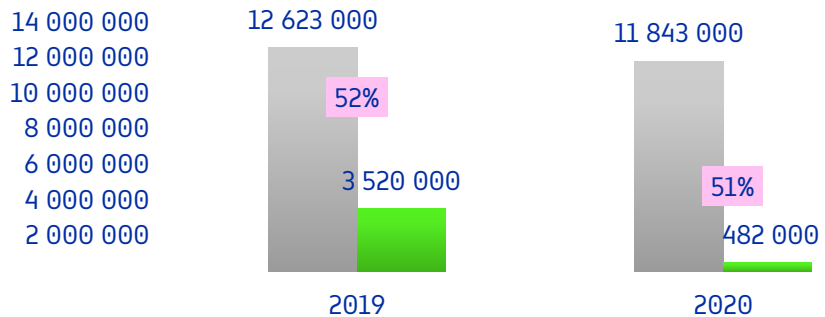
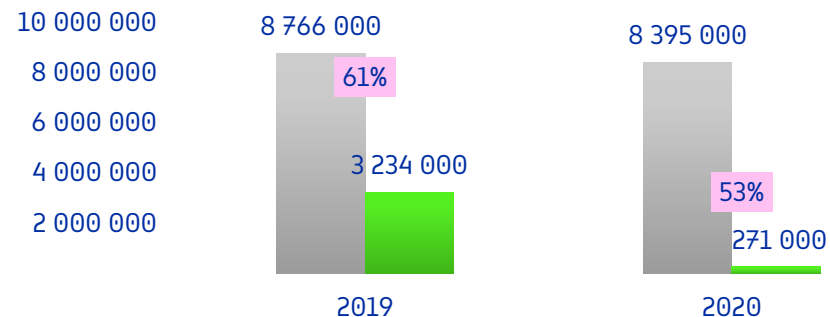


**Domestic/Foreign Accommodation Revenue (eur) & Occupancy Rate, Summer Season (06-08)**

**Domestic/Foreign Accommodation Revenue (eur) & Occupancy Rate, Summer Season (06-08)**

■ Domestic Revenue (€) ■ Foreign Revenue (€) ■ Occupancy Rate (%)

■ Domestic Revenue (€) ■ Foreign Revenue (€) ■ Occupancy Rate (%)



\*Revenue data not available for Åland

All figures are preliminary

# DOMESTIC OVERNIGHTS (SHARE %) BY SUB REGION IN SUMMER SEASON (06-08) 2020

Each Region = 100 %

Map has a share of domestic overnights by sub region in Finland. Domestic visitors brought the positive growth this summer, with the exception of three sub regions that managed a positive growth also in Foreign overnights. Regions with positive increase this past summer are listed here.

**Biggest increase in domestic overnights was recorded in Salla with 49% from last year.** Second was Kolari (Ylläs) with 40% increase and third Kuusamo with 39%.

Mäntyharju increased by 34% from last year in Domestic overnights reaching the highest increase outside Lapland and Kuusamo.

**North Ostrobothnia**  
Whole Region  
Total +2%, Domestic +8%  
Pudasjärvi (Syöte)  
Domestic +4%  
Raahe sub-region  
Total +6%, Domestic +1%  
Nivala-Haapajärvi  
Total +9%, Domestic +12%  
Ylivieska sub-region  
Total +10%, Domestic +10%  
Kalajokki  
Total +9%, Domestic +9%

**Ostrobothnia**  
Domestic +3%  
Vaasa sub-region  
Domestic +6%  
Vaasa  
Domestic +7%  
Pietarsaari  
Total +12%, Domestic +12%

**Central Ostrobothnia**  
Domestic +1%  
**Kaustinen sub-region**  
Domestic +21%

**South Ostrobothnia**  
Kuusiokunnat  
Total +15%  
Domestic +17%

**Satakunta**  
Domestic +3%  
Rauma sub-region  
Domestic +5%  
Rauma  
Domestic +7%  
Pori sub-region  
Total ++1%, Domestic +6%  
Pori  
Total +2%, Domestic +8%

**Turunmaa**  
Total +14%  
Domestic +29%

**Hanko**  
Total +4%  
Domestic +12%

**Lapland**  
Torniolaakso  
Domestic +28%  
Itä-Lappi +14%  
**Salla**  
Total +14%, Domestic +49%  
Tunturi-Lappi  
Domestic +2%  
Enontekiö  
Domestic +3%

**Kolari (Ylläs)**  
Total +21%, Domestic +40%

**Northern Lapland**  
Domestic +13%  
**Inari (Saariselkä)**  
Domestic +30%

**Kainuu**  
Kehys-Kainuu  
Domestic +2%  
Kajaani sub region  
Total +4%, Domestic +9%  
Sotkamo  
Total +7%, Domestic +12%

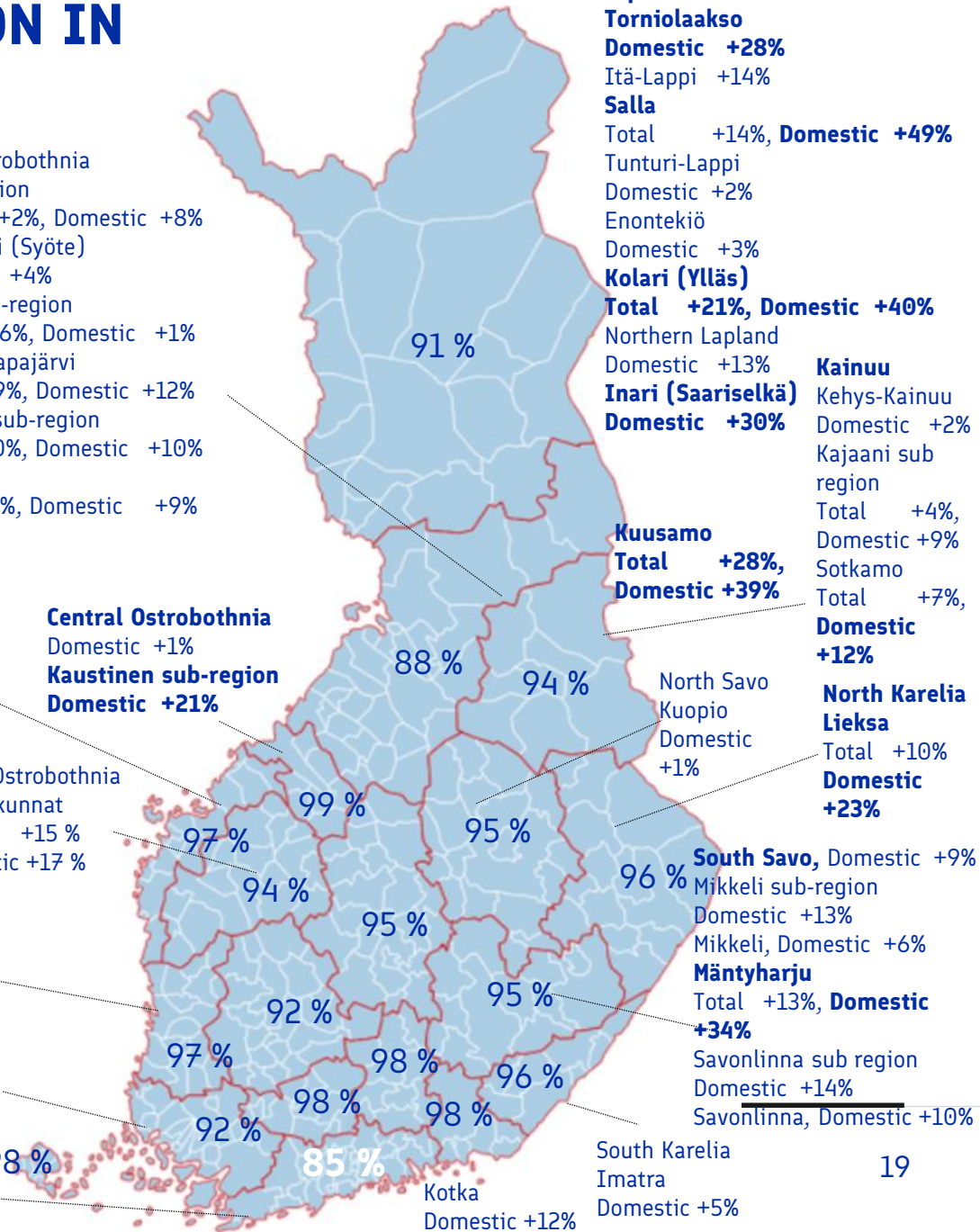
**Kuusamo**  
Total +28%, Domestic +39%

**North Savo**  
Kuopio  
Domestic +1%

**North Karelia**  
Lieksa  
Total +10%  
Domestic +23%

**South Savo**, Domestic +9%  
Mikkeli sub-region  
Domestic +13%  
Mikkeli, Domestic +6%  
**Mäntyharju**  
Total +13%, Domestic +34%  
Savonlinna sub region  
Domestic +14%  
Savonlinna, Domestic +10%

**South Karelia**  
Imatra  
Domestic +5%



All figures are preliminary

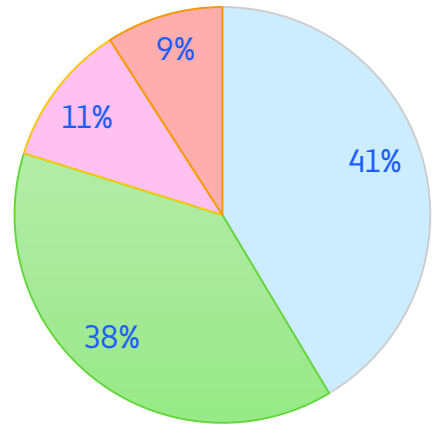
# DOMESTIC OVERNIGHTS BY MAIN REGION AND % SHARE OF TOTAL, SUMMER SEASONS 2019 AND 2020

Domestic overnight share of total for Summer Seasons 2019 and 2020 on a regional level.

Helsinki lost 7% of its share in domestic overnights from summer 2019 to 2020. Lakeland gained 1%, Lapland 2% and Coast & Archipelago 3% in 2020.

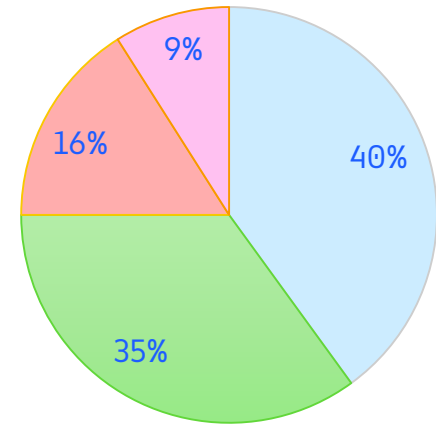
Domestic overnights and % share, Jun-Aug 2020

- Lakeland (2 074 000)
- Coast & Archipelago (1 904 000)
- Lapland (566 000)
- Helsinki (471 000)



Domestic overnights and % share, Jun-Aug 2019

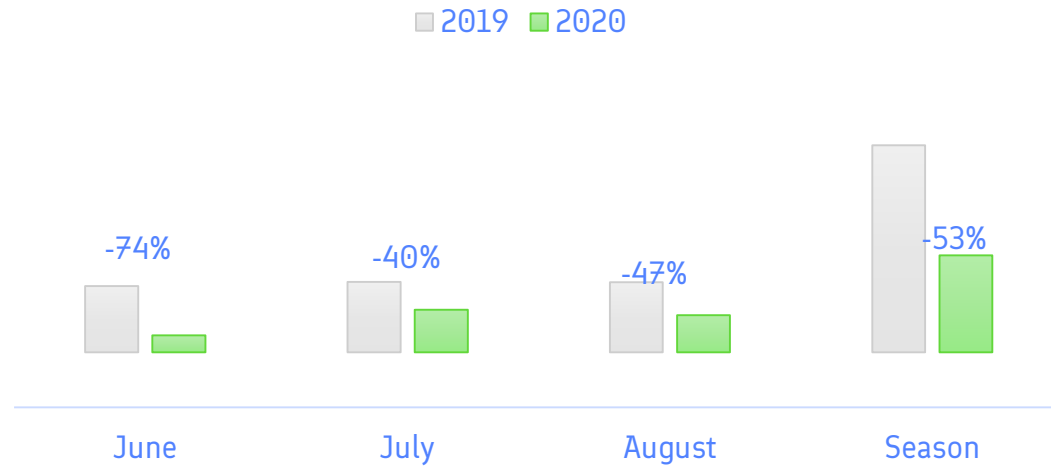
- Lakeland (2 294 000)
- Coast & Archipelago (2 045 000)
- Helsinki (909 000)
- Lapland (529 000)



All figures are preliminary

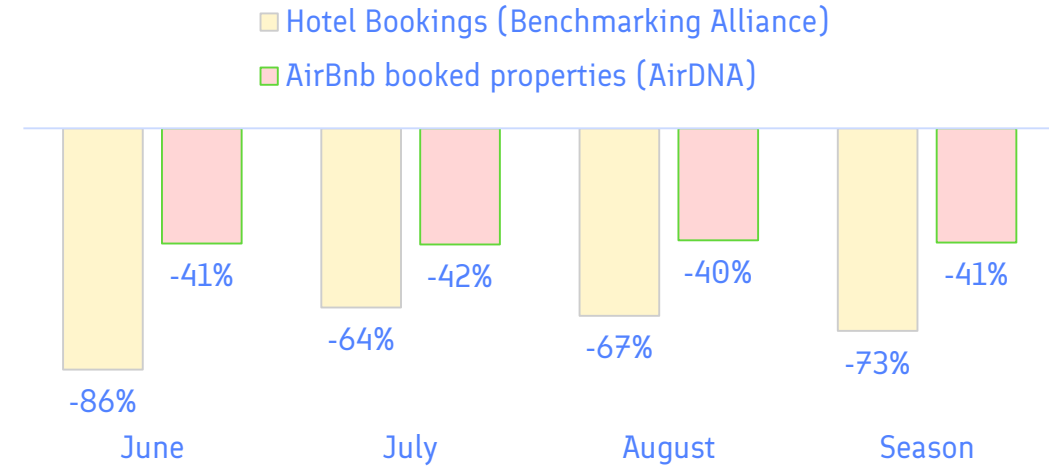
# BOOKED PROPERTIES AND SOLD HOTEL ROOMS, HELSINKI AND FINLAND, SUMMER SEASON (06-08) 2020

Sold Hotel Rooms, **Finland**, Summer Season 2020  
(Benchmarking Alliance)\*



According to Benchmarking Alliance, Sold hotel rooms fell by 53% this summer season in **Finland**.  
June saw the biggest decrease (74%) but in July the decrease was only 40%.

Hotel\* & AirBnb bookings in **Helsinki**, Summer Season 2020 (%Change)



AirDNA data indicated that booked AirBnB properties in **Helsinki** did not suffer as big of a loss compared to summer 2019, as the hotel bookings (Based on Benchmarking Alliance data) did.

AirDNA recorded around 40% decrease throughout the summer whereas Hotel bookings (Based on Benchmarking Alliance data) fell by 73% in **Helsinki**.

# VISITFINLAND.COM, SUMMER SEASON (06-08) 2020

## June-August 2020 vs. June-Aug 2019

Compared to same period in 2019 (June-Aug 2019)

- Traffic during summer has decreased by fifth compared to same time last year
- Both organic and paid traffic have decreased a little
  - Traffic from all countries has NOT dropped compared to last year
  - From Germany, UK, Netherlands, Switzerland, Japan, traffic has **increased**
  - Bigger decreases in traffic (over -20% decrease): Sweden, Italy, China, Spain, Russia
- During summer 2020 traffic was close to same as last year
  - On a few days we reported **higher traffic** than year before
  - We have less campaigns now that year before and the traffic is only about a fifth behind last year overall
- Most traffic still comes from Google search, as before, also Social Media brings a lot of traffic
- **New articles have been released during summer; for example Virtual tour around Finland & Extraordinary life in the Archipelago.**
- **More new content is in the pipeline**

## June-August 2020 vs. Mar-May 2020

Compared to previous period (March-May 2020)

- Traffic has **increased** from spring substantially
  - Virtual Rent a Finn –campaign in May was a success!
  - The traffic stayed at a higher rate after the campaign
- Organic traffic has increased and paid traffic has decreased
  - Germany, Switzerland, Netherlands, Austria, Norway and Estonia are the countries that have **increased** in organic traffic most
  - Biggest traffic decreases from (around -30%): Italy and Spain
  - **Increase** in traffic from both Google and Social Media
  - Direct traffic, organic Yahoo & Bing as well as organic Facebook traffic have continued to **increase** in August
- Most read articles including all language versions:
  - COVID-19 traveler info article
  - 21 Reasons to Love Finland
  - Iconic Finnish foods of all time



Find out more on our [website](#)

- [Statistics Service Rudolf & Visit Finland's Monthly report](#)
- Links to our [Accommodation reports](#)
- Links to our [Surveys](#)

**BUSINESS  
FINLAND**



Visit Finland