

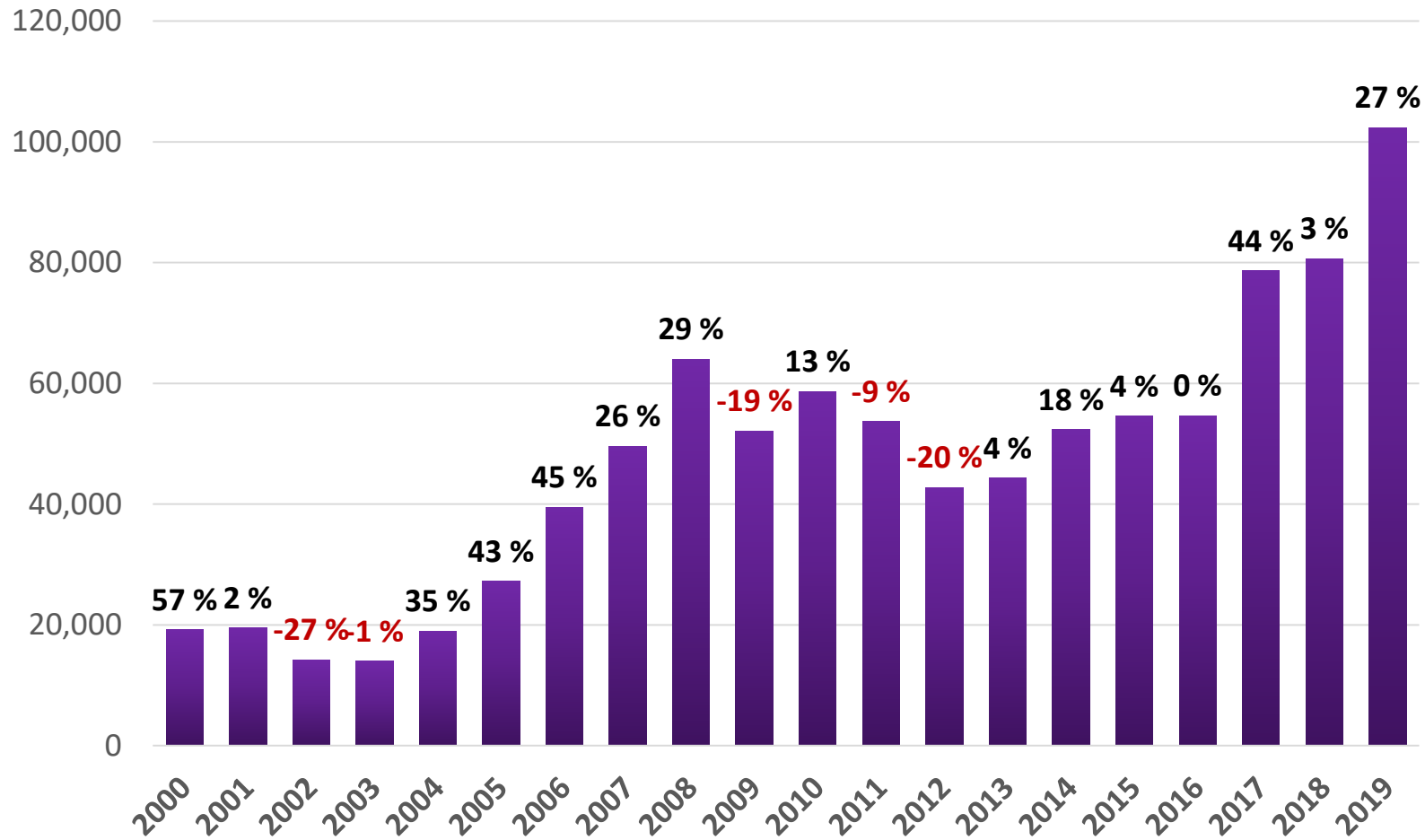
BUSINESS  
FINLAND

**INDIA - Market Review**

VISIT FINLAND



# Indian overnights in Finland 2000-2019



**Year 2019**  
**17<sup>th</sup>** in country rankings  
 with a **1% share** of foreign overnights  
 Average change 2000-2019: **+14%**  
 Change 2019 compared to 2000: **+434%**

Share of overnights by regions 2019



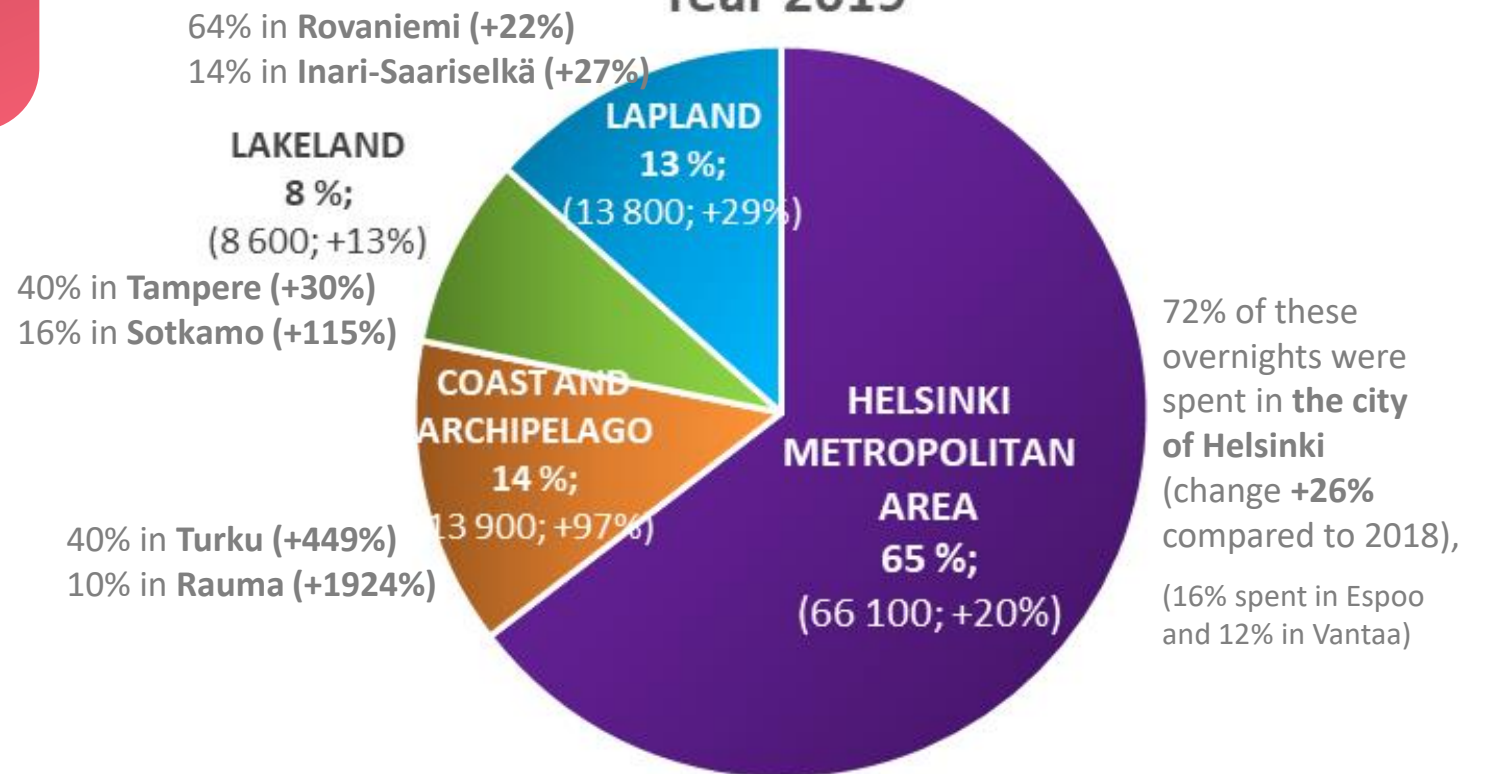
# Indian overnights in Finland / Year 2019

Year 2019

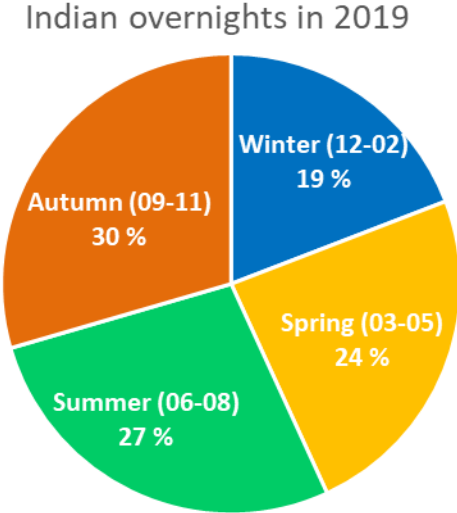
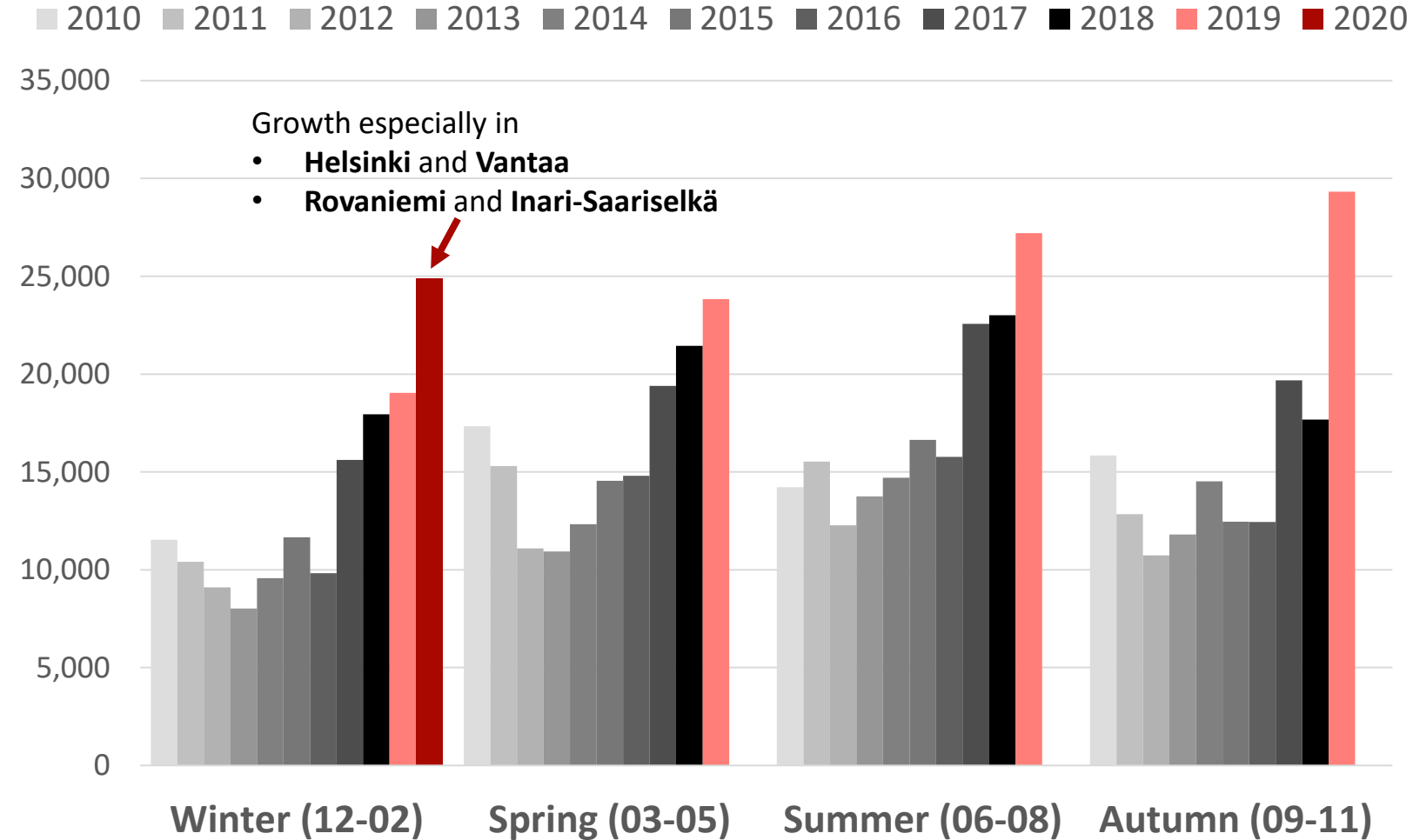
**102 400** overnights in total

+27% compared to 2018  
(+30% compared to 2017)

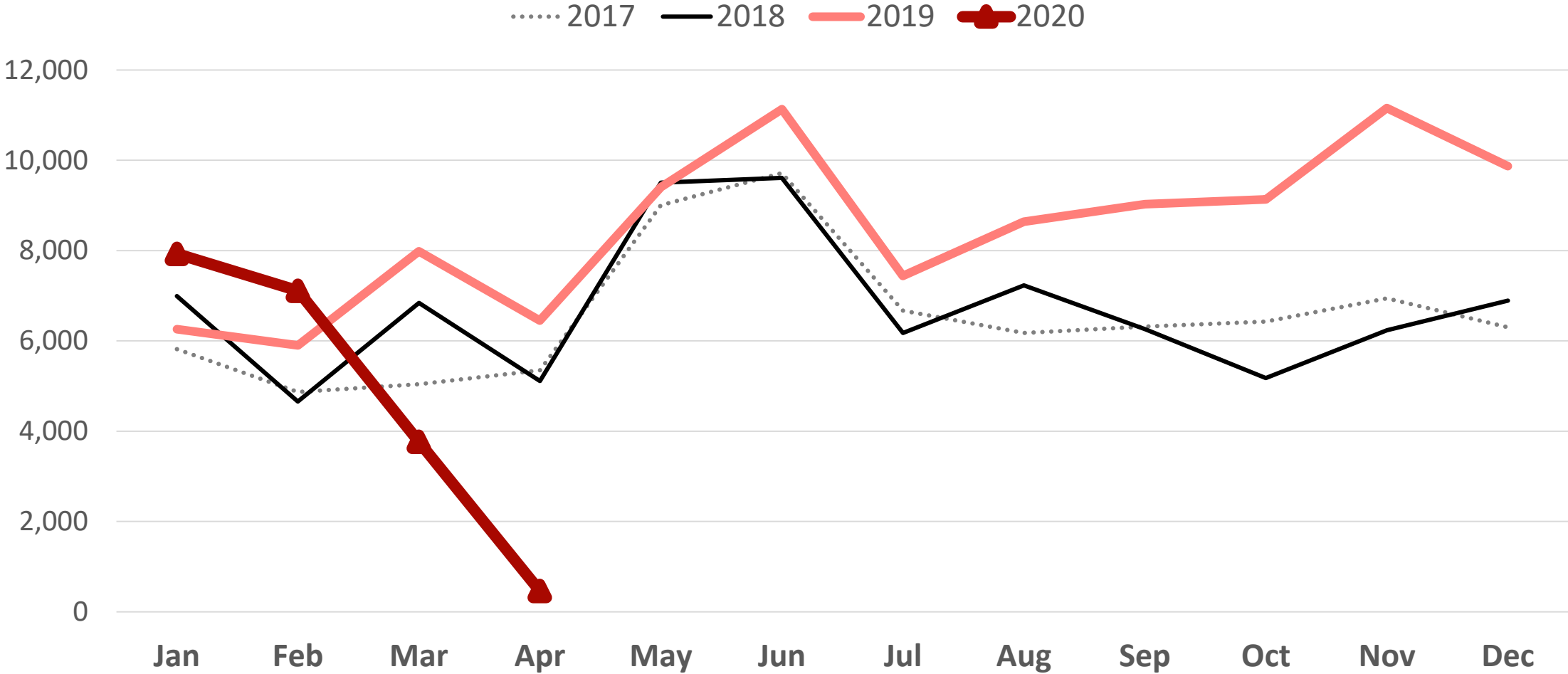
## Indian overnights in main marketing areas Year 2019



# INDIAN OVERNIGHTS IN FINLAND BY SEASON

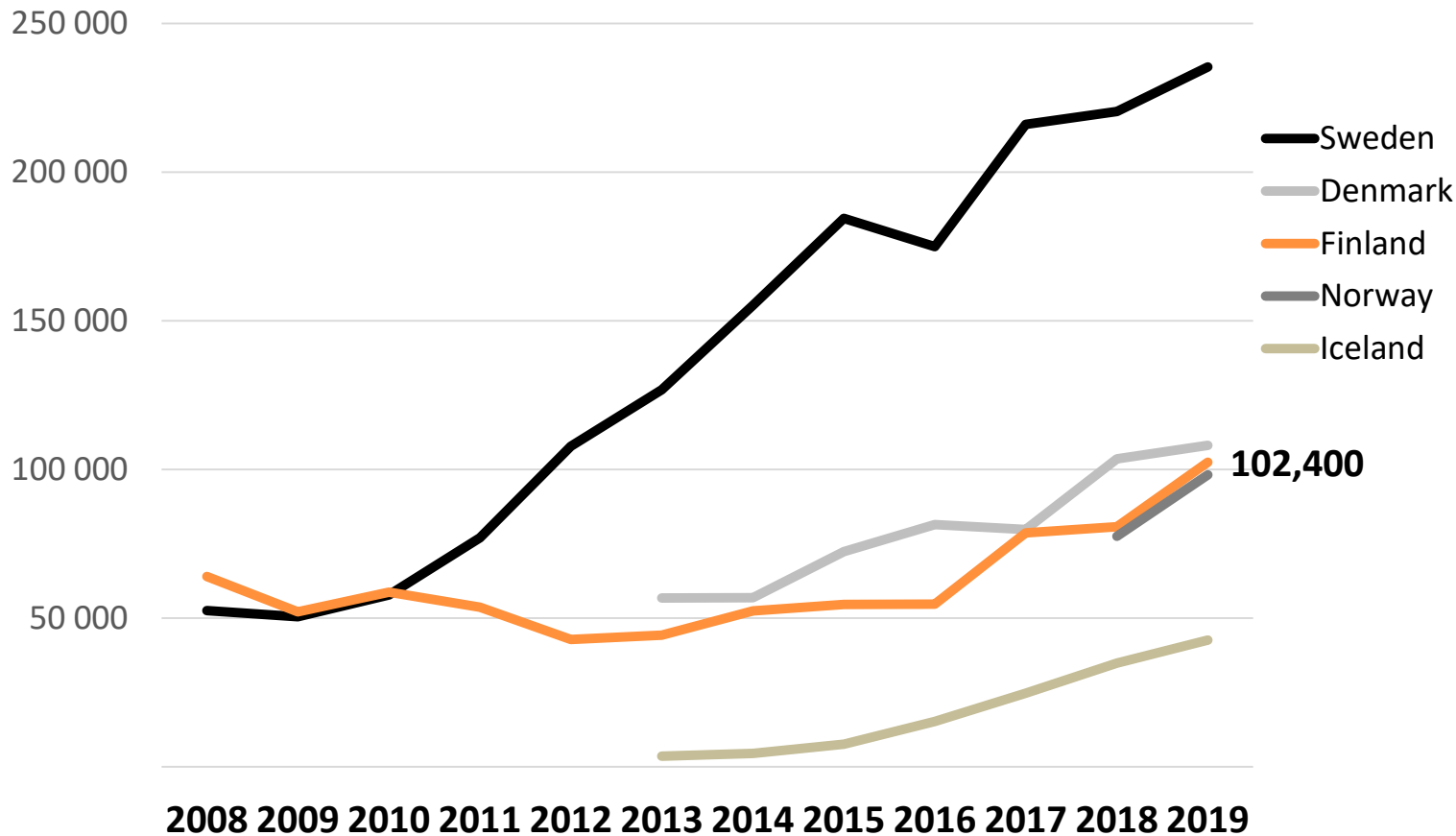


# Monthly overnights by Indian visitors in Finland 2017-2019 & Jan-Apr2020

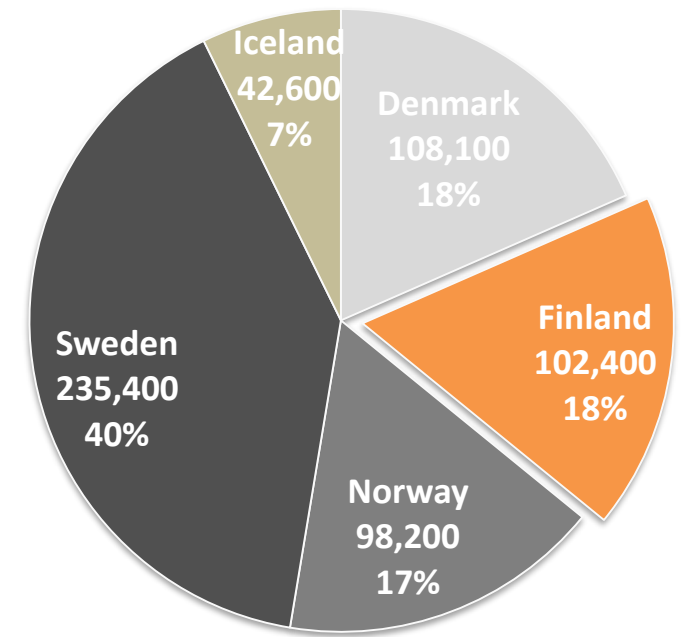


# INDIA – Yearly overnights in the Nordic countries

Development of Indian overnights 2008-2019



Nordic countries' share of Indian overnights 2019

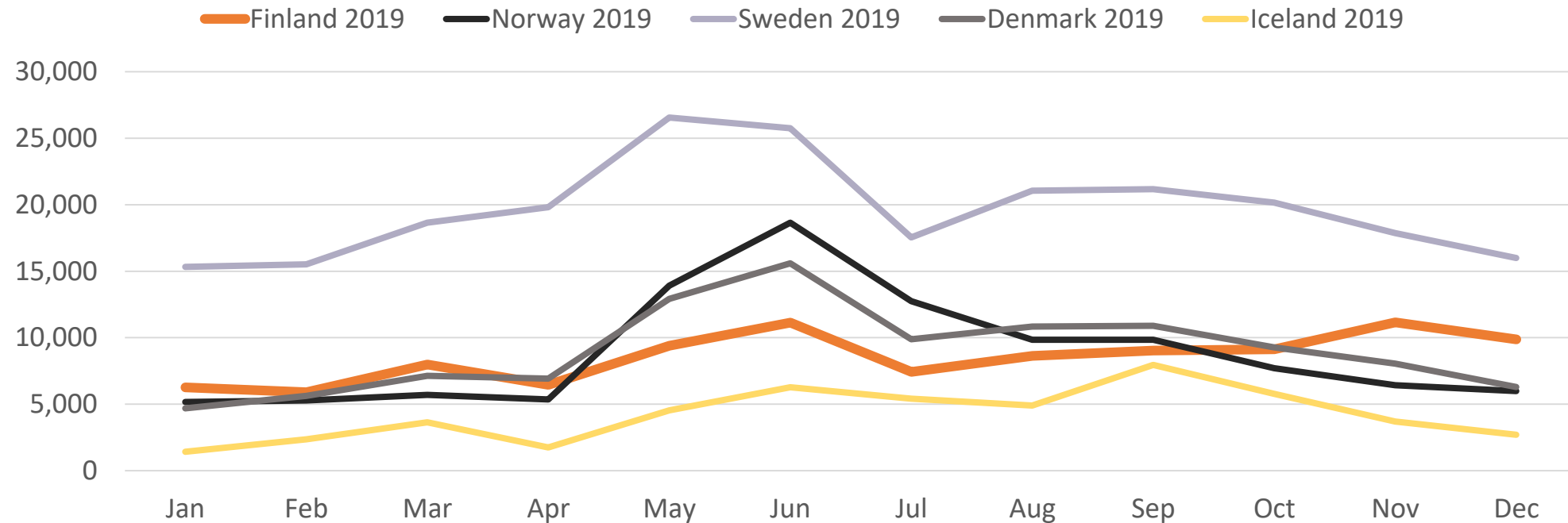


\*) Hotels, holiday resorts, camping sites and youth hostels included

\*\*) Indian statistics available since 2013 in Denmark and Iceland, and since 2018 in Norway

Sources: Visit Finland Statistics Service Rudolf, Statistics Finland, Statistics Sweden, Norway, Denmark and Iceland

# INDIAN MONTHLY OVERNIGHTS IN THE NORDIC COUNTRIES IN 2019



Monthly change in Indian overnights 2019/2018

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Year
Denmark	-11 %	10 %	10 %	-13 %	-9 %	25 %	-6 %	6 %	22 %	6 %	21 %	15 %	6 %
Finland	-11 %	27 %	17 %	26 %	-1 %	16 %	20 %	20 %	44 %	76 %	79 %	43 %	27 %
Iceland	20 %	34 %	43 %	-43 %	12 %	26 %	34 %	46 %	75 %	2 %	14 %	18 %	24 %
Norway	6 %	5 %	-3 %	6 %	1 %	29 %	34 %	-5 %	34 %	91 %	102 %	102 %	23 %
Sweden	0 %	-7 %	-9 %	-8 %	27 %	27 %	14 %	24 %	33 %	17 %	-7 %	1 %	9 %

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