

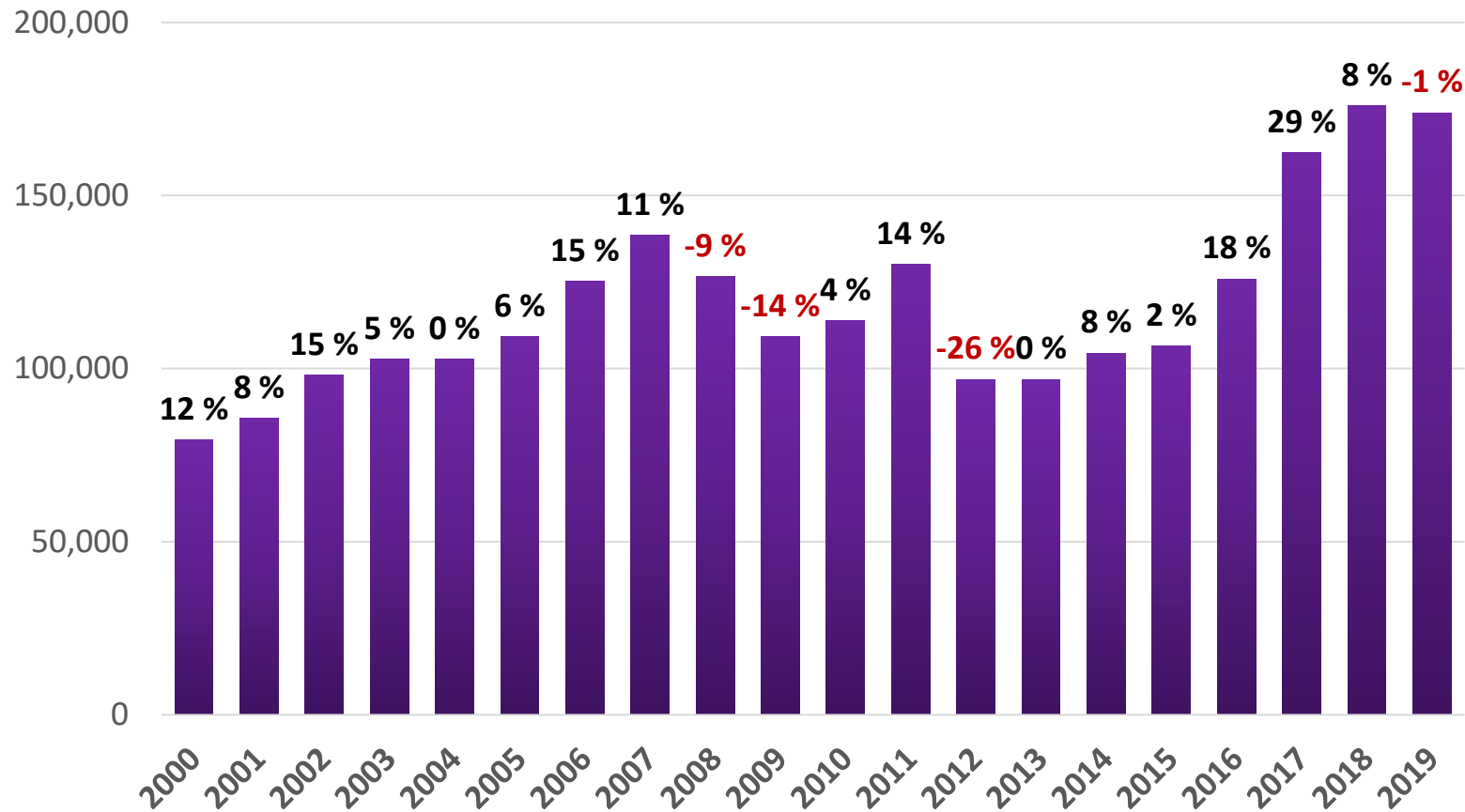
BUSINESS  
FINLAND

**Spain - Market Review**

VISIT FINLAND



# Spanish overnights in Finland



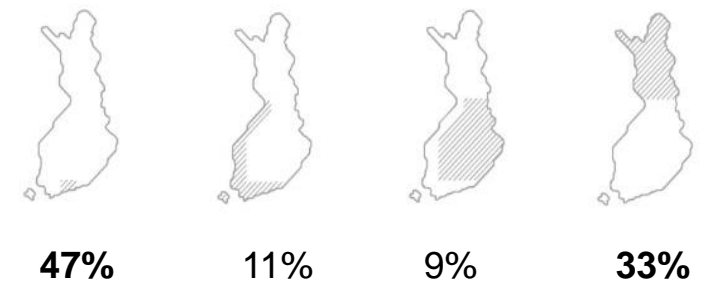
**Year 2019**

**13<sup>th</sup>** in country rankings  
with a **2% share** of foreign overnights

Average change 2000-2019: **+5%**

Change 2019 compared to 2000: **+119%**

Share of overnights by regions 2019



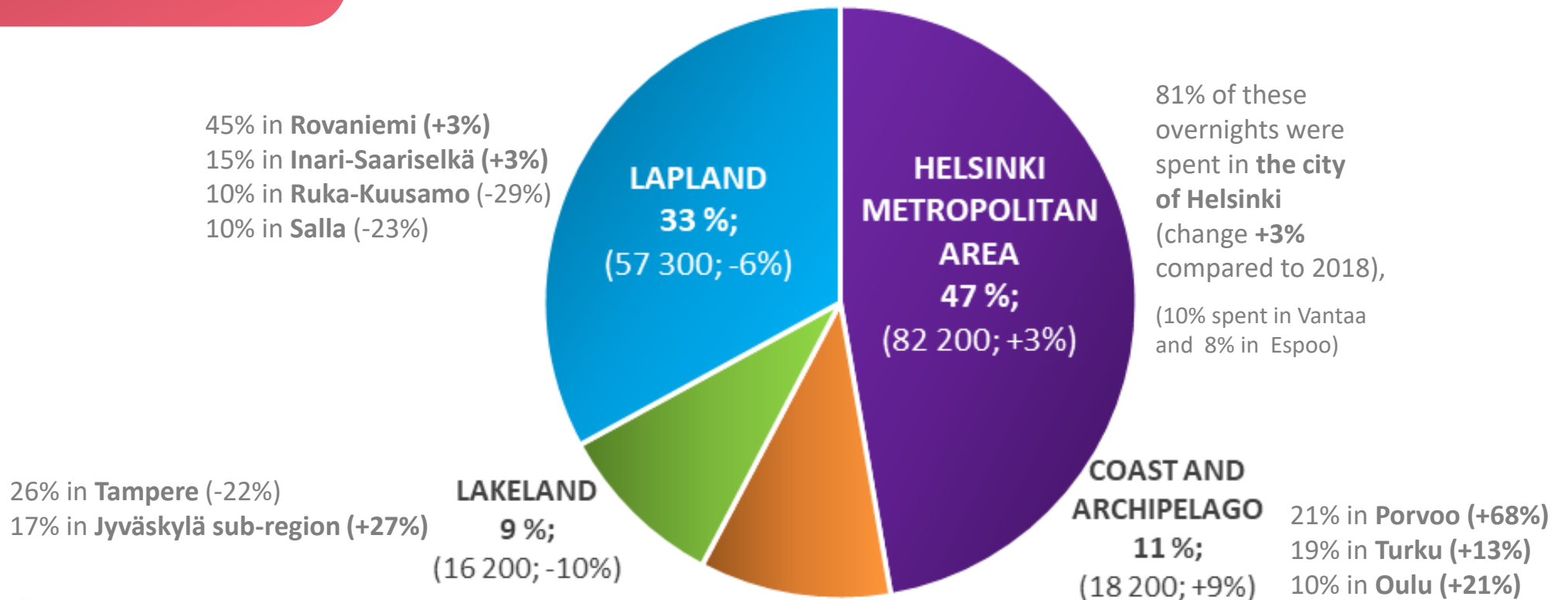
# Spanish overnights in Finland / Year 2019

Year 2019

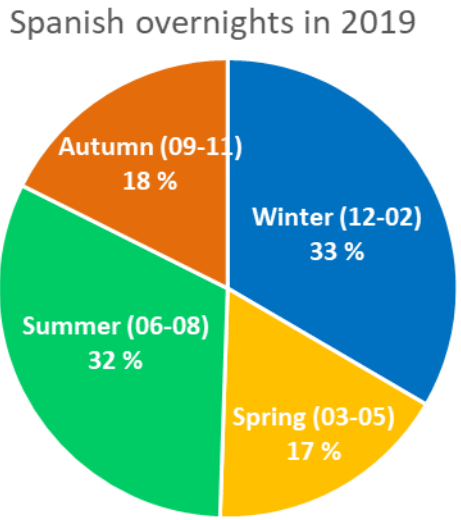
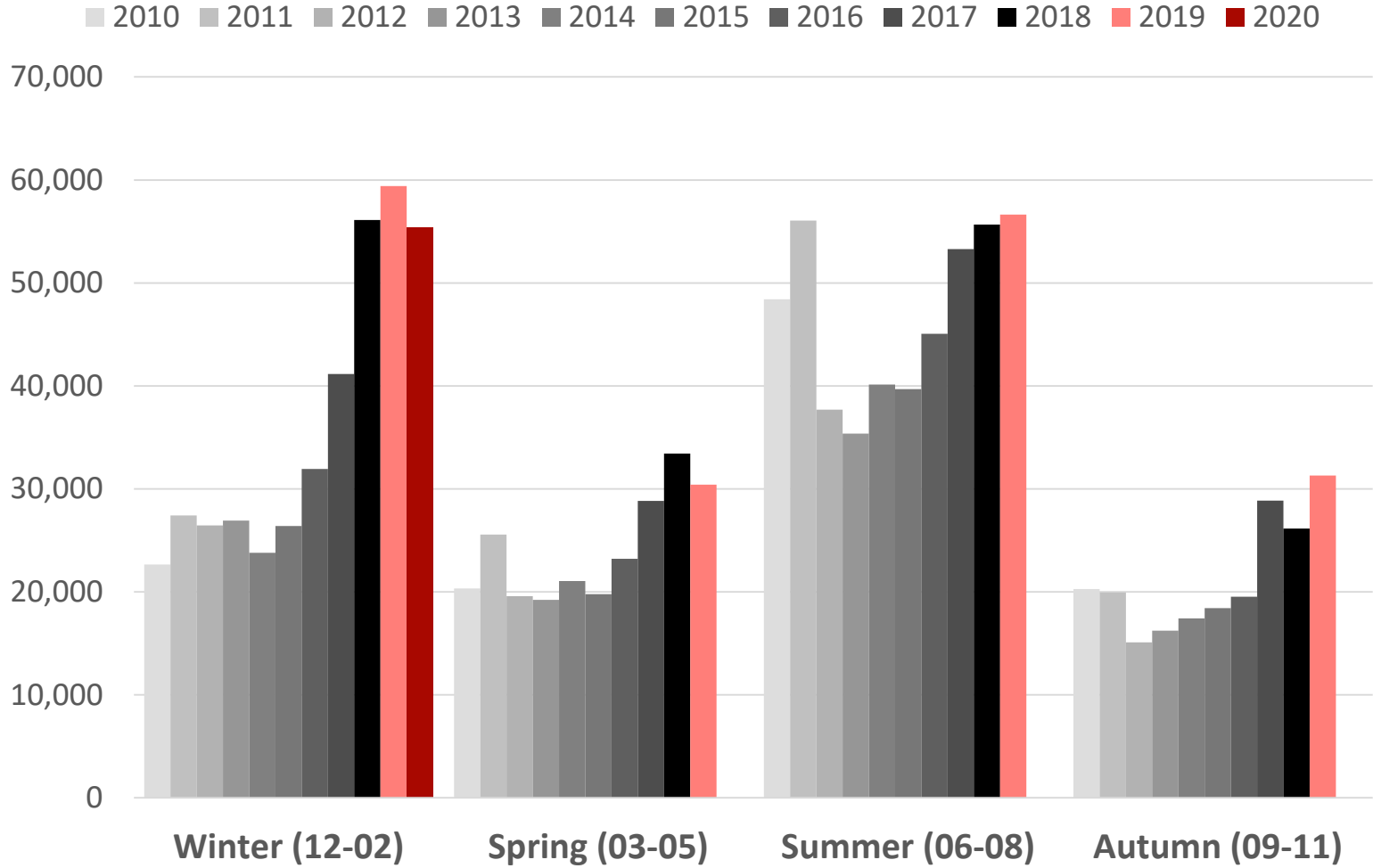
**173 800** overnights in total

-1% compared to 2018  
(+7% compared to 2017)

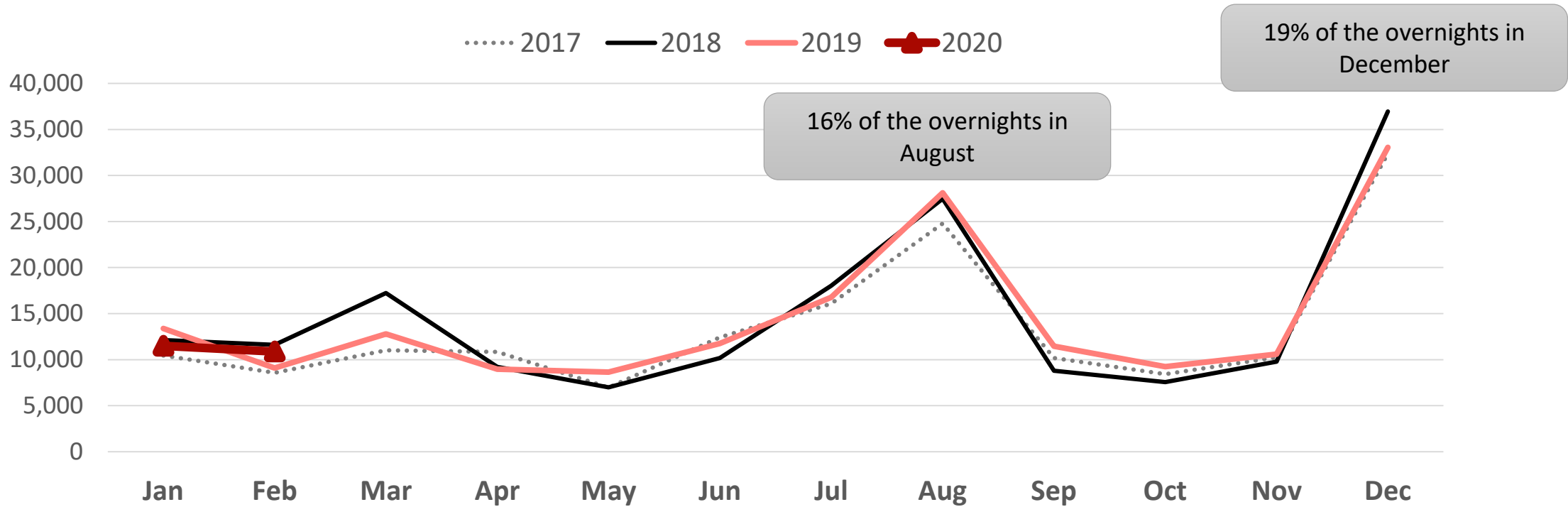
## Spanish overnights in main marketing areas Year 2019



# SPANISH OVERNIGHTS IN FINLAND BY SEASON



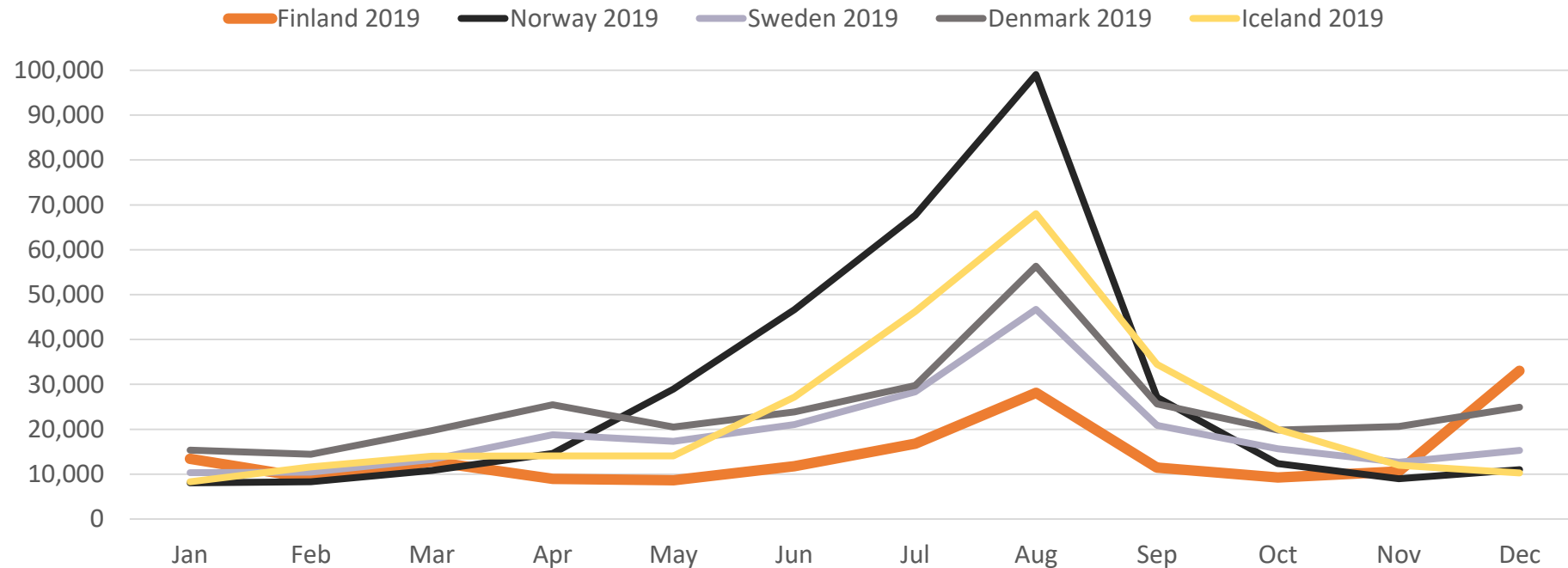
# Monthly overnights by Spanish visitors in Finland 2017-2019 & Jan-Feb2020



2019M12*		2020M01*		2020M02*		<b>WHOLE COUNTRY</b> 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, %	
<b>33 048</b>	<b>-10,6</b>	<b>11 488</b>	<b>-14,2</b>	<b>10 880</b>	<b>19,9</b>	
<b>5 306</b>	<b>-11,1</b>	<b>4 026</b>	<b>6,1</b>	<b>4 067</b>	<b>12,9</b>	
1 410	-21,2	1 074	-5,9	1 145	11,3	
553	-30,6	633	-19,9	755	42,2	
25 779	-9,2	5 755	-24,9	4 913	25,5	



# SPANISH MONTHLY OVERNIGHTS IN THE NORDIC COUNTRIES IN 2019



Monthly change in Spanish overnights 2019/2018

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Year
Denmark	3 %	15 %	-21 %	8 %	-1 %	-7 %	-5 %	3 %	5 %	-9 %	7 %	15 %	0 %
Finland	11 %	-22 %	-26 %	-3 %	24 %	15 %	-7 %	2 %	31 %	22 %	8 %	-11 %	-1 %
Iceland	5 %	0 %	-18 %	26 %	2 %	1 %	-2 %	4 %	9 %	10 %	-2 %	9 %	3 %
Norway	-4 %	-13 %	-31 %	4 %	35 %	-1 %	-1 %	3 %	5 %	-27 %	-8 %	13 %	0 %
Sweden	11 %	5 %	-13 %	27 %	7 %	10 %	2 %	3 %	16 %	7 %	9 %	-3 %	6 %

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

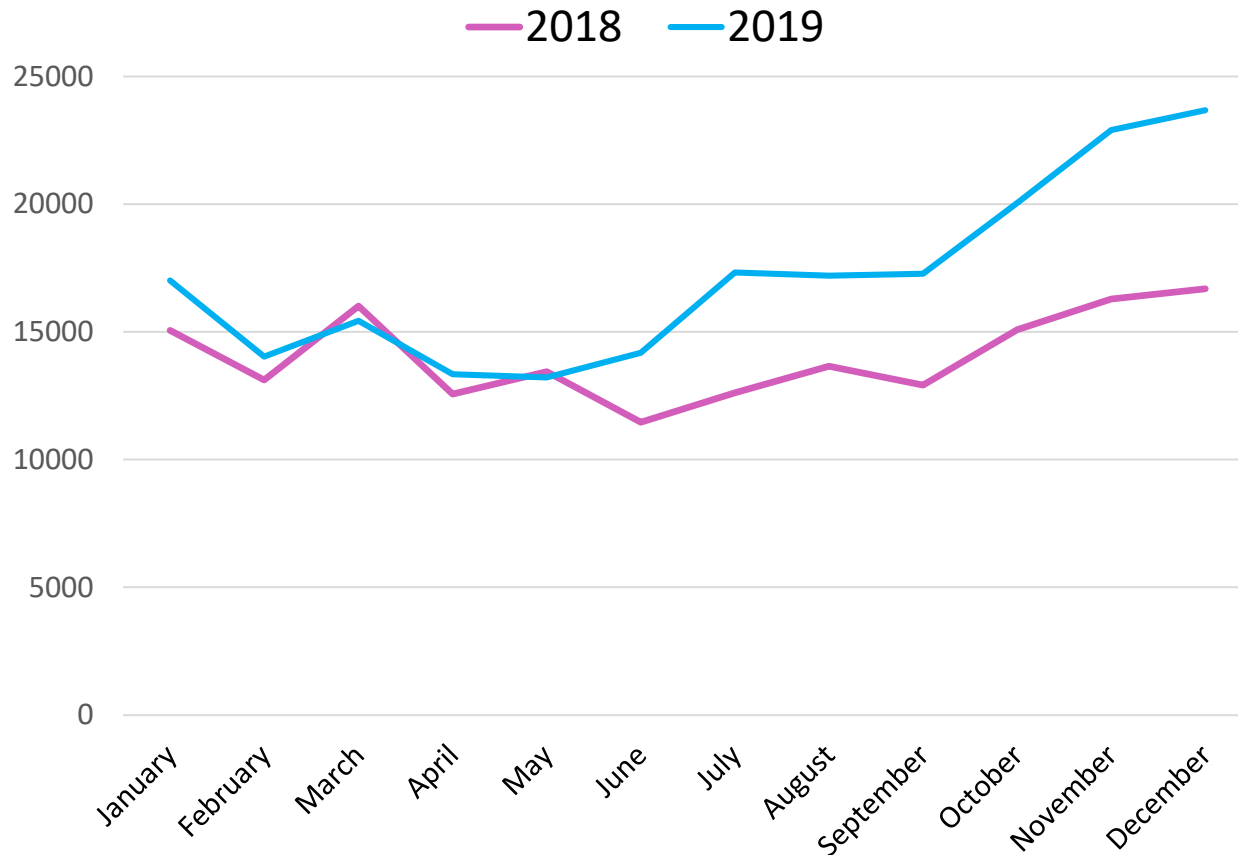
# Spanish travelers' Internet searches

Source:  
D2 Digital Demand



- 205 600 travel-related Internet searches about Finland
- +22% compared to previous year

Spain - Seasonality in Searches



Spain - Top Microbrandtags

