

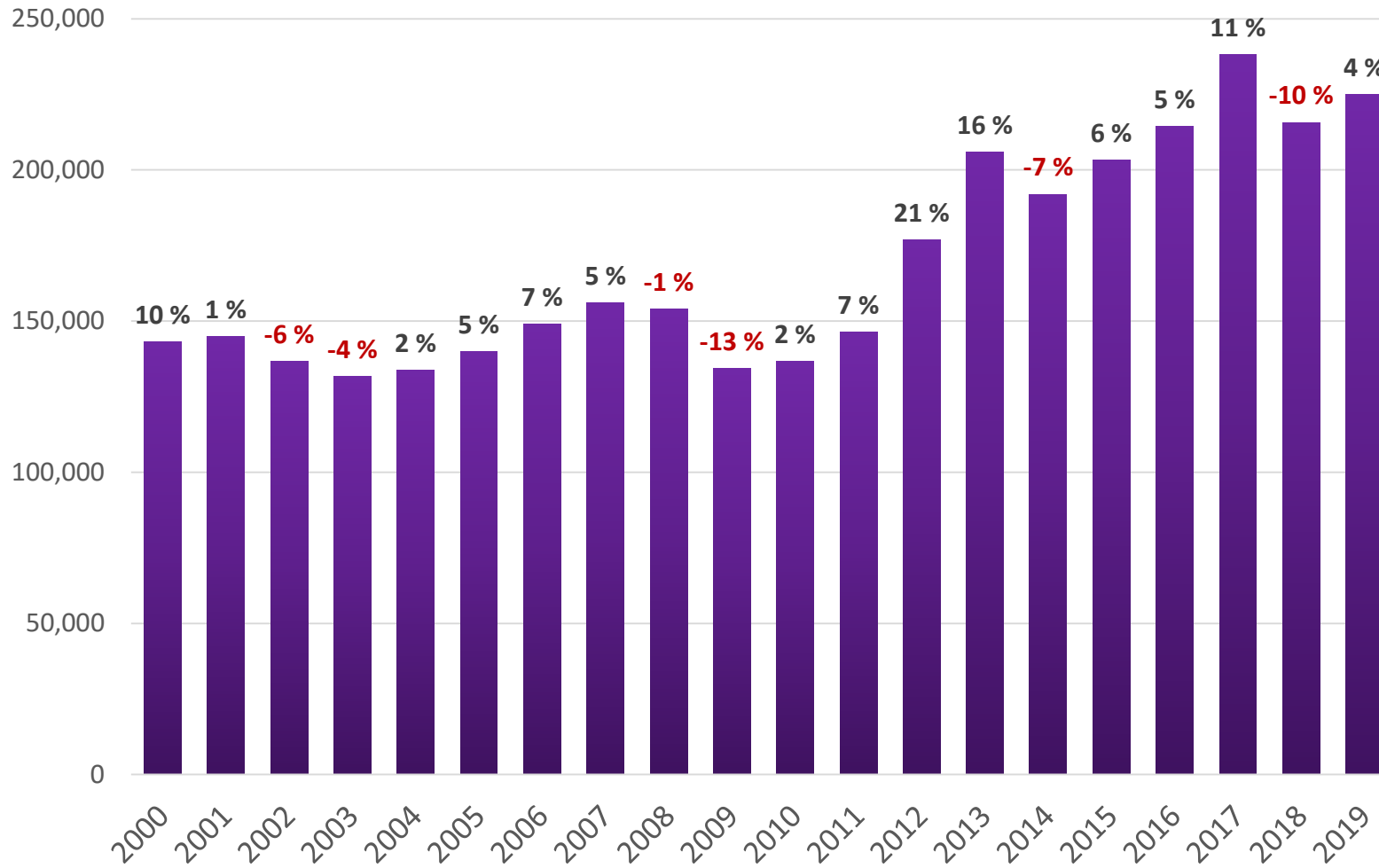
BUSINESS
FINLAND

Japan - Market Review

VISIT FINLAND



Japanese overnights in Finland 2000-2019



Year 2019
10th in country rankings
 with a **3% share** of foreign overnights
 Average change 2000-2019: **+3%**
 Change 2019 compared to 2000: **+57%**

Share of overnights by regions 2019



Japanese overnights in Finland / Year 2019



Year 2019

225 000 overnights in total

+4% compared to 2018
(-6% compared to 2017)

Japanese overnights in main marketing areas

Year 2019

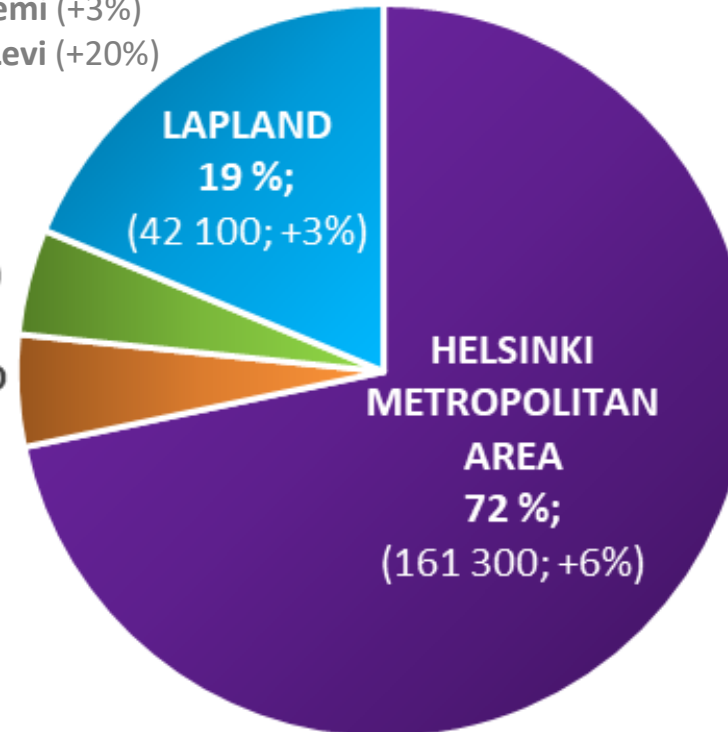
39% in Inari-Saariselkä (+4%)
38% in Rovaniemi (+3%)
9% in Kittilä-Levi (+20%)

33% in Tampere (-20%)
19% in Lahti reg. (+5%)
15% in Jyväskylä (+41%)

LAKELAND
4 %;
(10 500; -12%)

**COAST AND
ARCHIPELAGO**
5 %;
(11 100; +3%)

22% in Oulu (+46%)
18% in Turku (+2%)

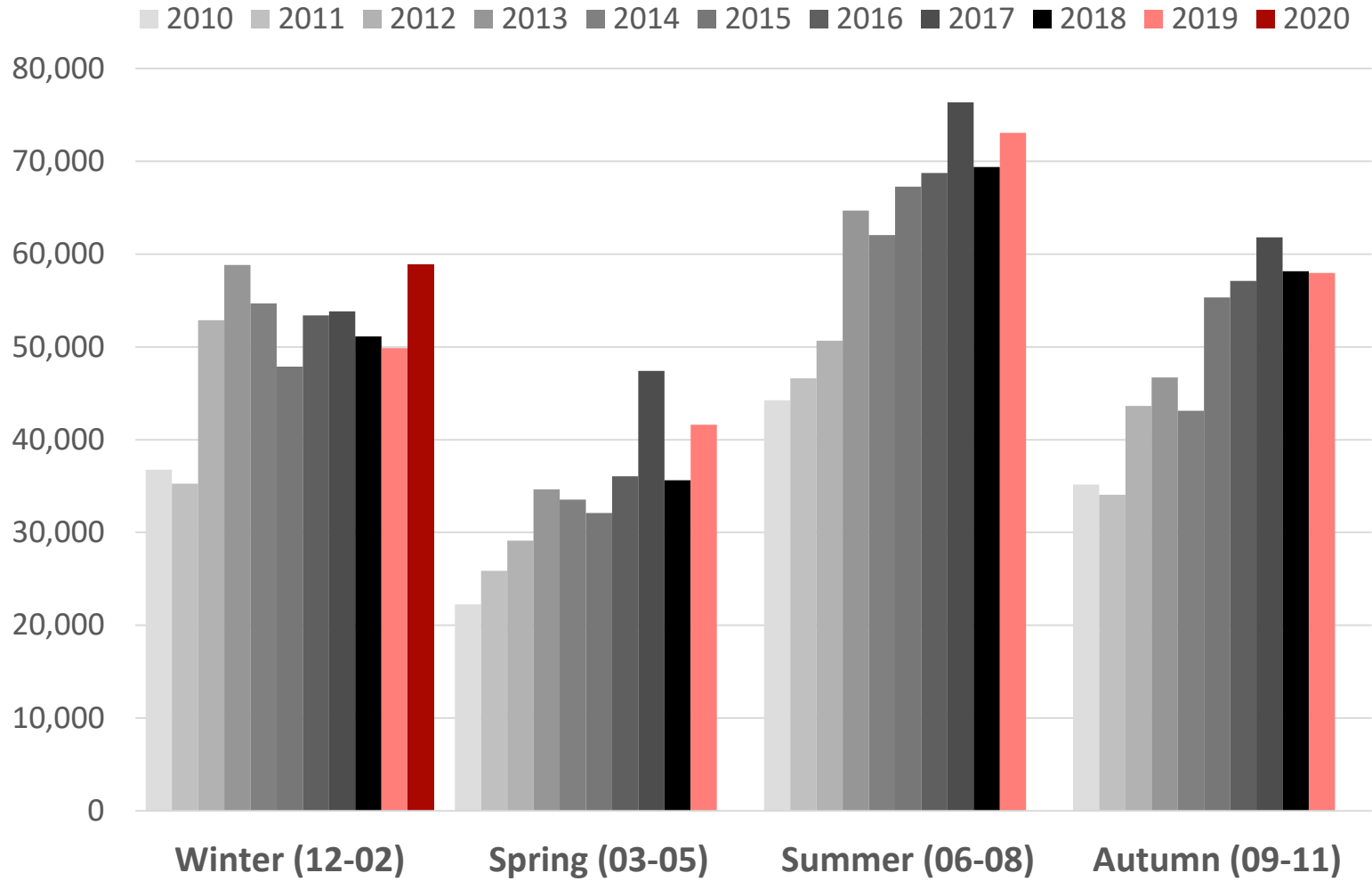


90% of these overnights were spent in the city of Helsinki (change +5% compared to 2018), (only 10% spent in Vantaa or Espoo)

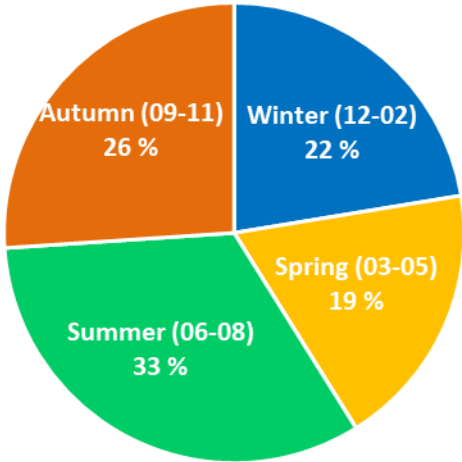


Please note, other destinations than Helsinki, Vantaa and Espoo in Uusimaa county are counted in Coast and Archipelago marketing area (e.g. Porvoo, Tuusula, Lohja, Hanko, Raasepori etc.)

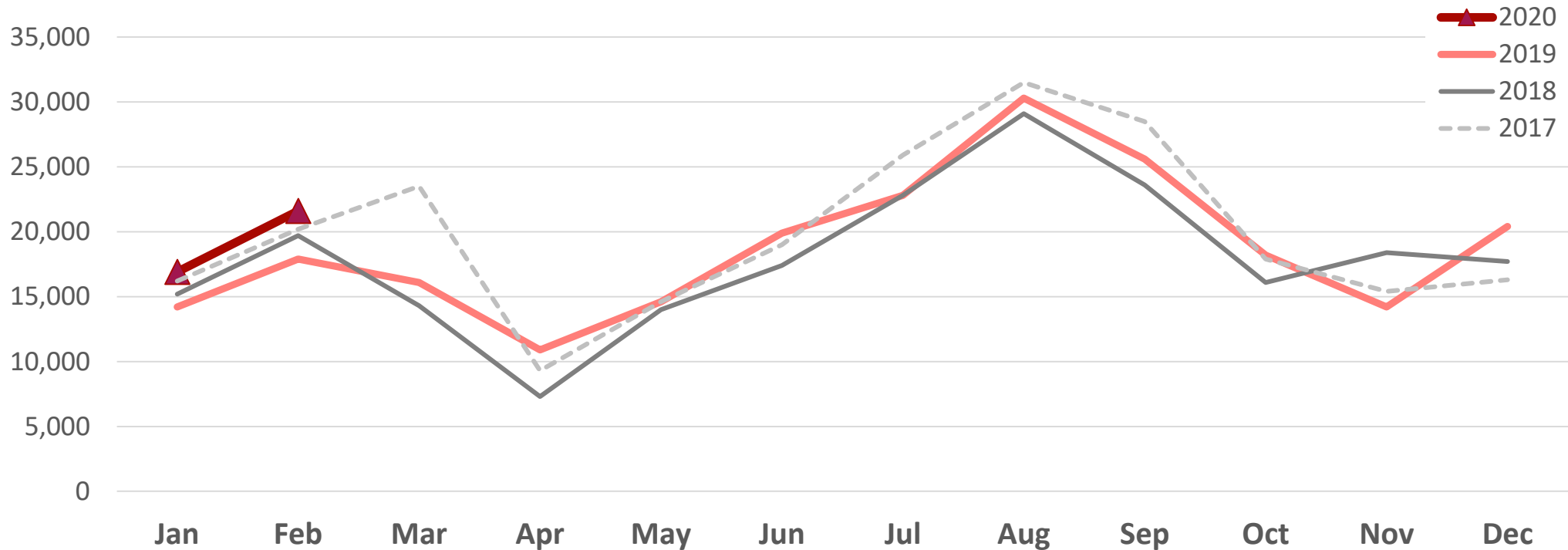
JAPANESE OVERNIGHTS IN FINLAND BY SEASON



Japanese overnights in 2019



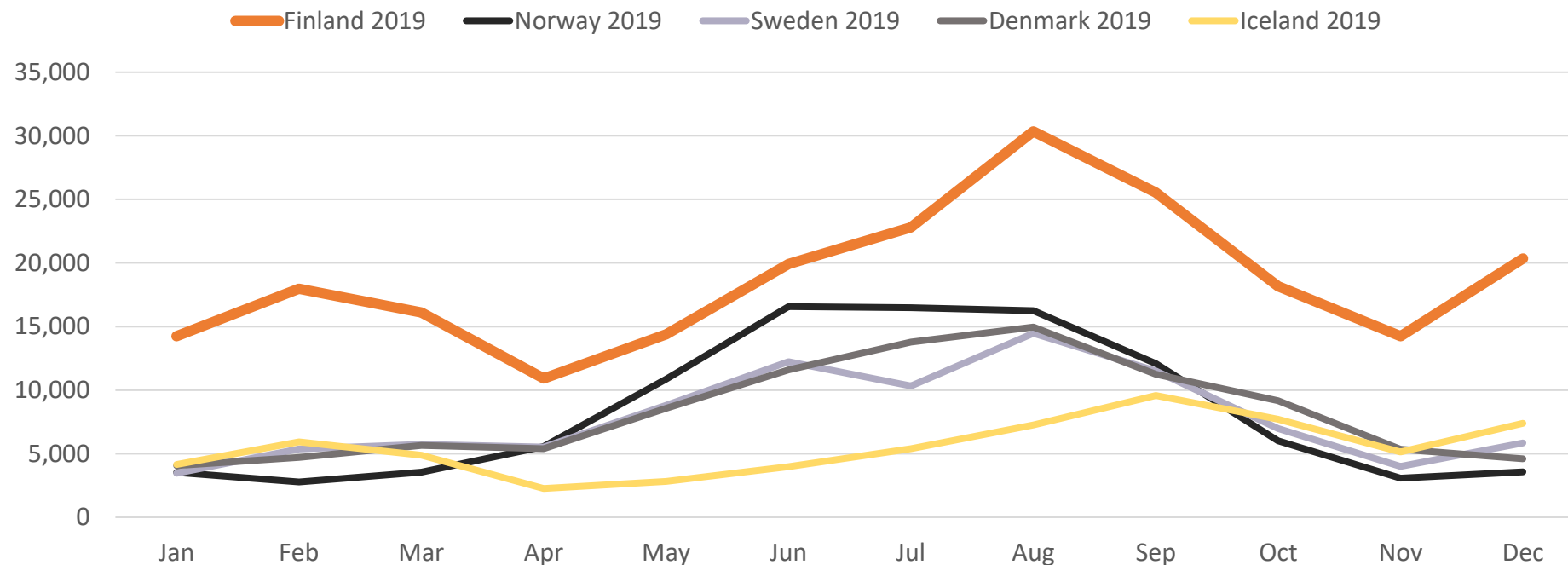
Monthly overnights by Japanese visitors in Finland 2017-2019 & Jan-Feb2020



| 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, % | | | |
| 20 355 | 14,8 | 16 924 | 19,1 | 21 569 | 20,3 | |
| 11 228 | 16,4 | 8 764 | 24,6 | 10 331 | 11,4 | |
| 635 | 1,0 | 627 | 16,1 | 783 | -3,1 | |
| 447 | -58,5 | 345 | -49,3 | 829 | 51,0 | |
| 8 045 | 26,1 | 7 188 | 20,8 | 9 626 | 32,0 | |



JAPANESE MONTHLY OVERNIGHTS IN THE NORDIC COUNTRIES IN 2019



Monthly change in Japanese overnights 2019/2018

| | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Year |
|---------|-------|-------|-------|------|------|-------|-------|-------|------|------|-------|------|-------|
| Denmark | 44 % | 34 % | 10 % | 13 % | 2 % | 4 % | 15 % | 23 % | -7 % | 33 % | -1 % | 6 % | 12 % |
| Finland | -6 % | -9 % | 13 % | 49 % | 3 % | 14 % | 0 % | 4 % | 8 % | 13 % | -23 % | 15 % | 4 % |
| Iceland | -53 % | -39 % | -26 % | 9 % | -9 % | -15 % | 35 % | -5 % | -7 % | -8 % | -15 % | 19 % | -14 % |
| Norway | 29 % | -15 % | -7 % | 74 % | -3 % | 2 % | -21 % | -19 % | -6 % | 23 % | 19 % | 35 % | -4 % |
| Sweden | 24 % | 6 % | 24 % | 5 % | 1 % | -4 % | -18 % | 1 % | 7 % | 11 % | -28 % | 37 % | 1 % |

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

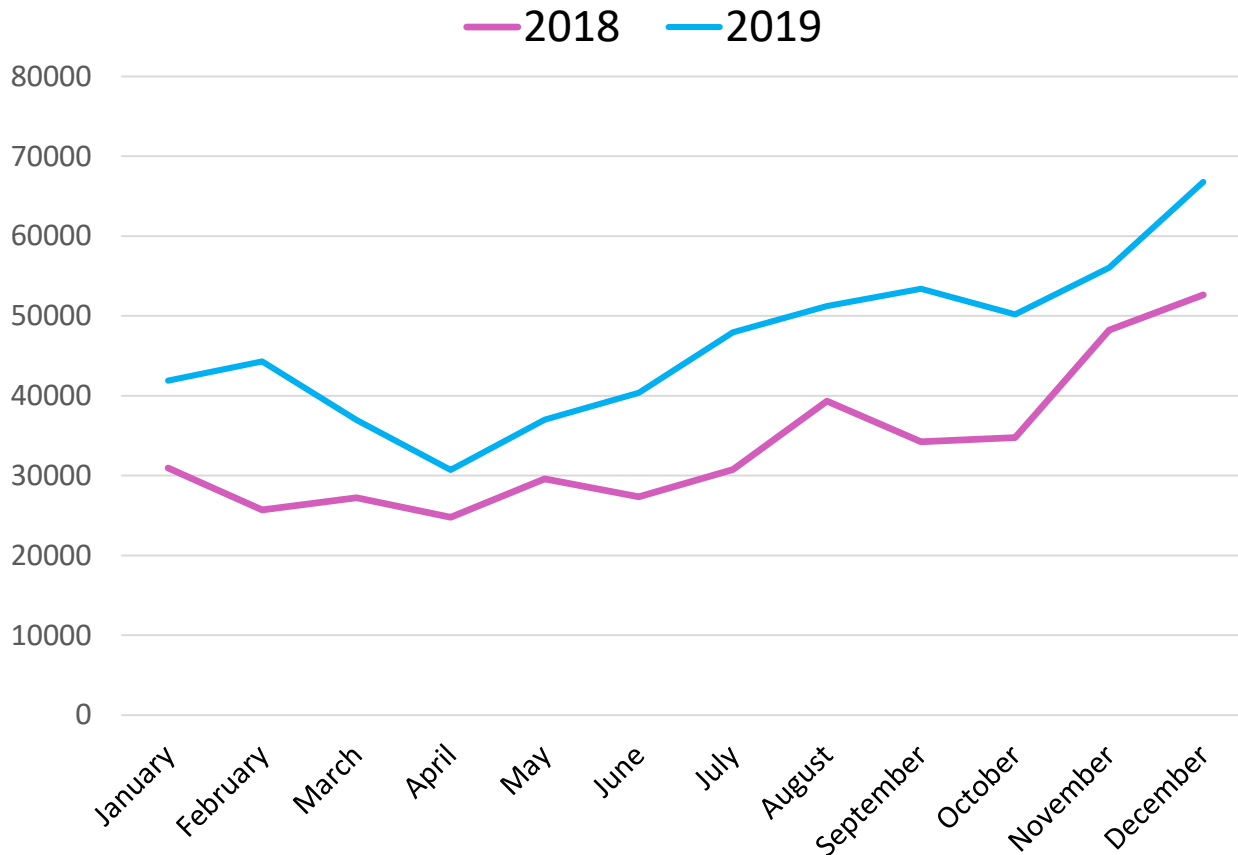
Japanese travelers' Internet searches

Source:
D2 Digital Demand



- 556 800 travel-related Internet searches concerning Finland
- +37 % compared to previous year

Japan Seasonality in Searches



Japan Top Microbrandtags

