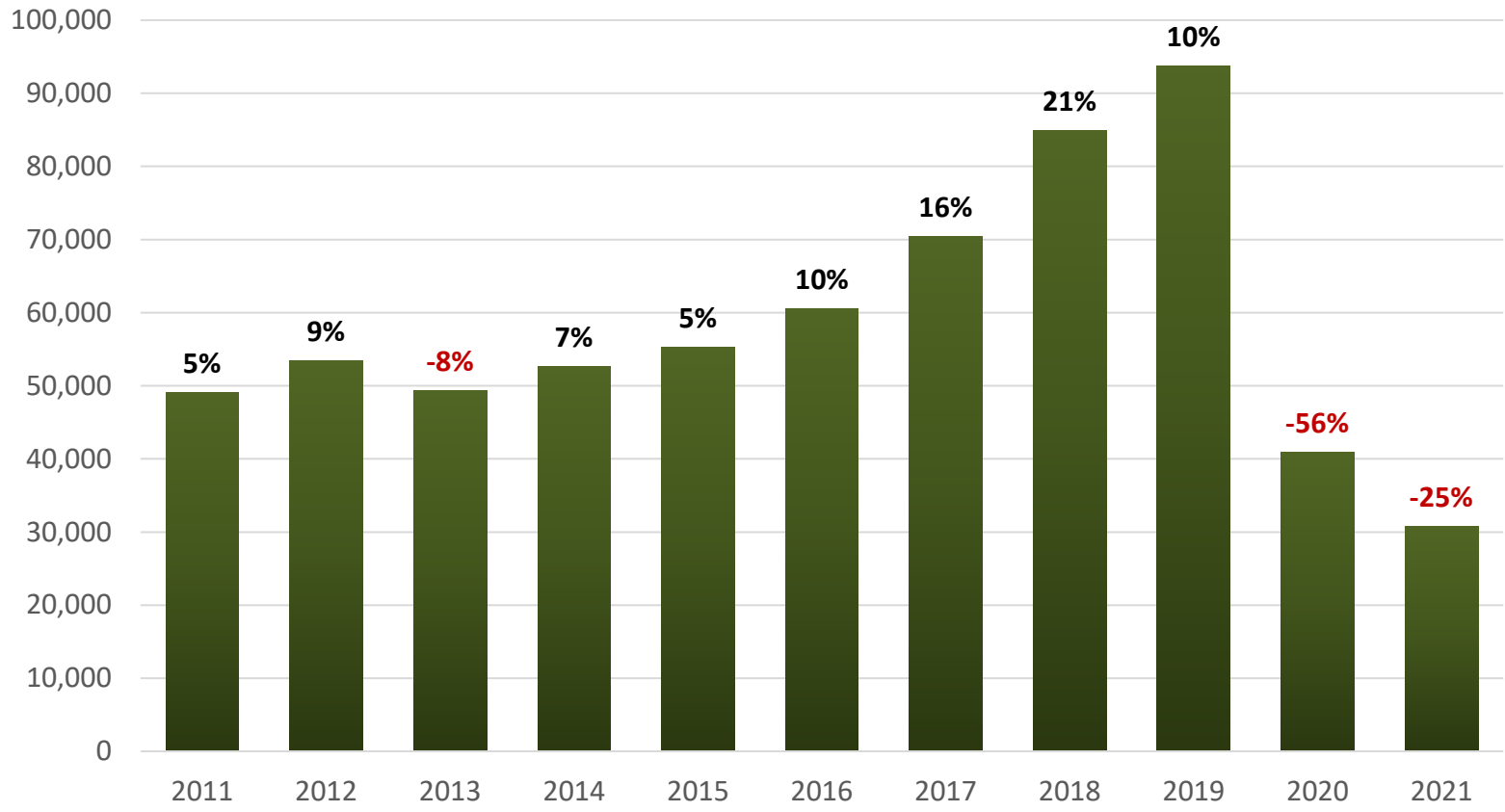




Belgium – Market Insights

Belgium– overnights in Finland 2011-2021



2021
31,000 nights
YoY change -25%

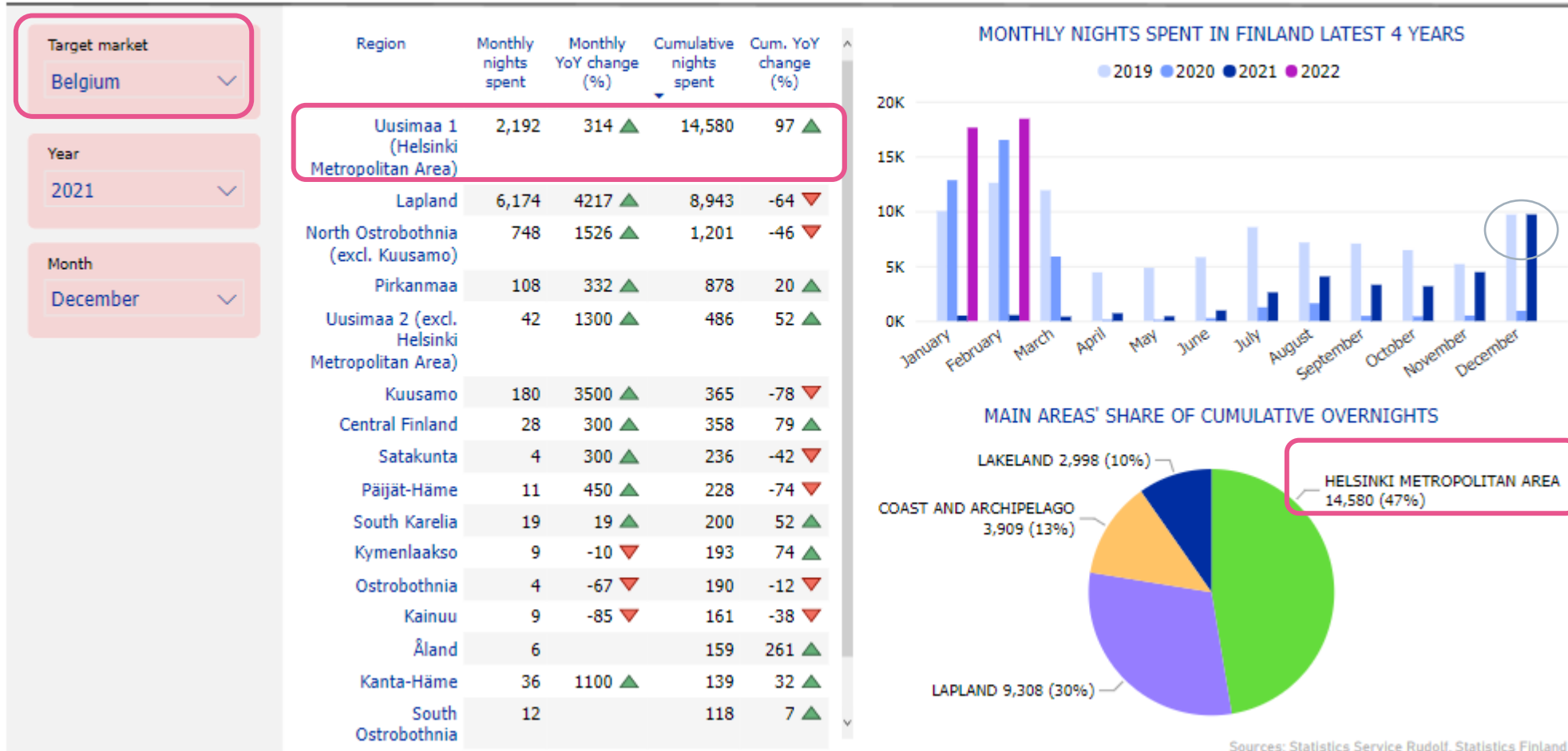
2019
94,000 nights
2021 vs. 2019 -67%

Belgium – overnights in Finland 2021

December
2021

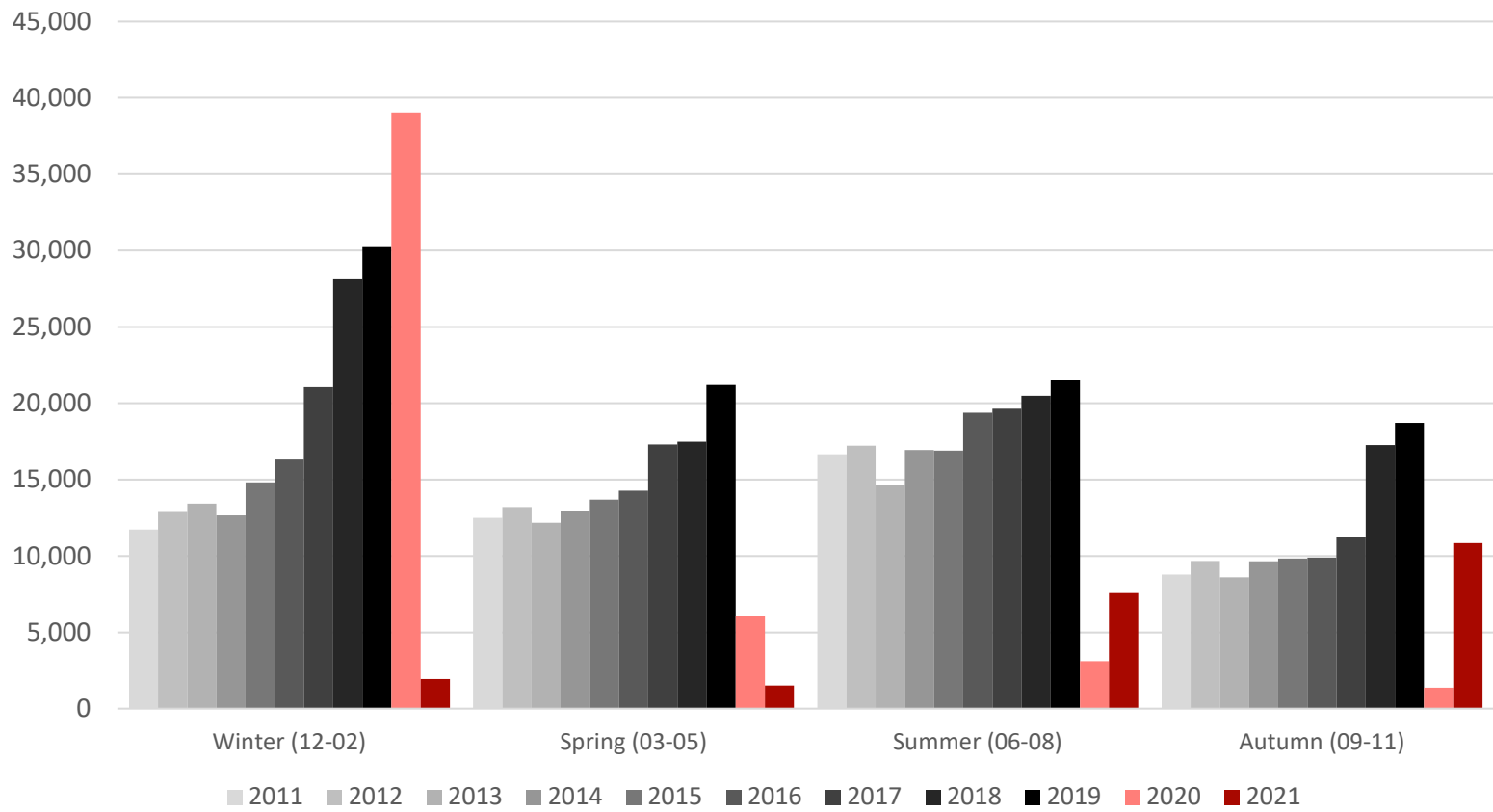
4. OVERNIGHTS IN REGIONS BY TARGET MARKETS

VISIT
FINLAND



Seasonality of Belgian overnights in Finland (pre-Covid19)

Belgian overnights by season 2011-2021

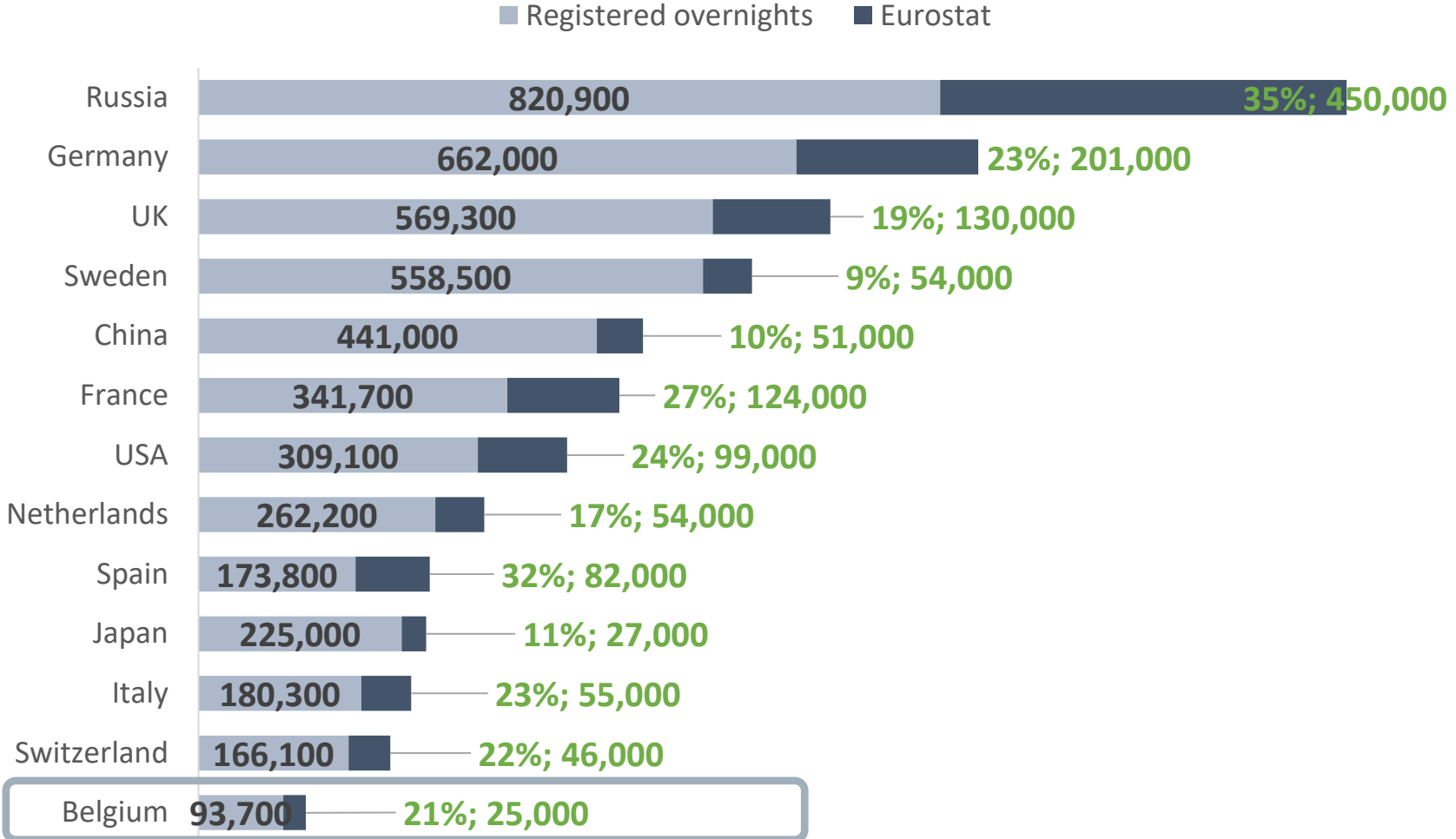


Belgian overnights count for 2% of all foreign overnights in Finland in spring and 1% in other seasons

The most popular season for Belgians to visit Finland is winter, 33% of their total overnights in 2019 were spent during the months of Dec-Feb

Eurostat – Short Term Rentals

Registered overnights and short-term rentals 2019



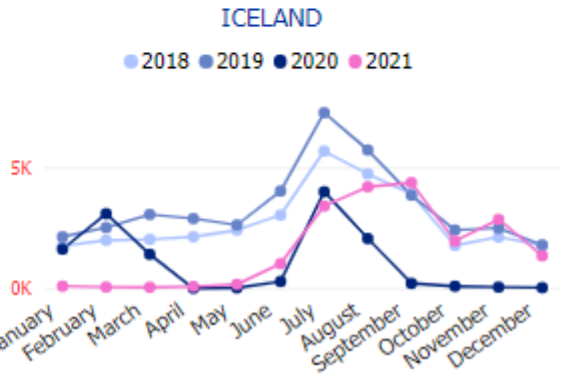
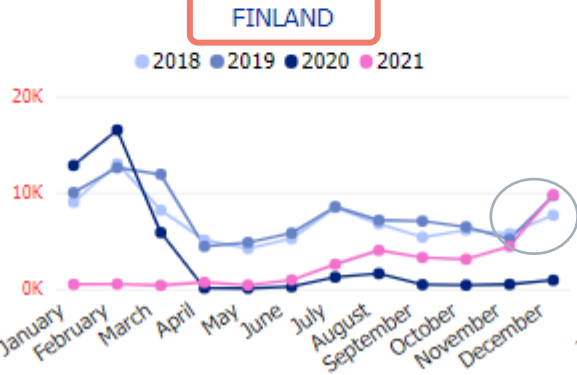
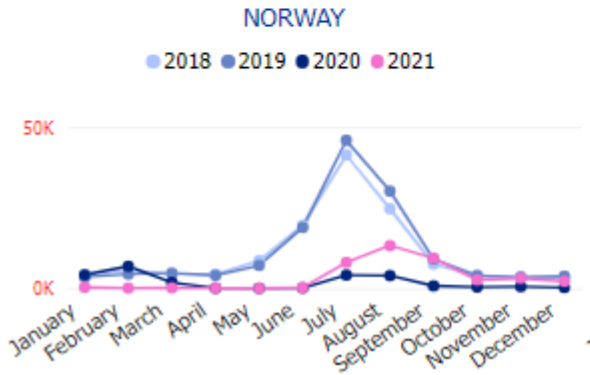
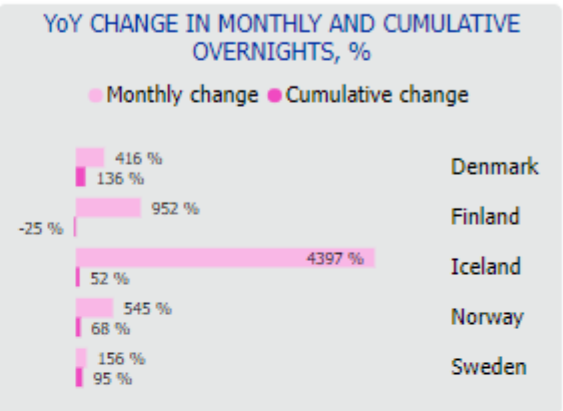
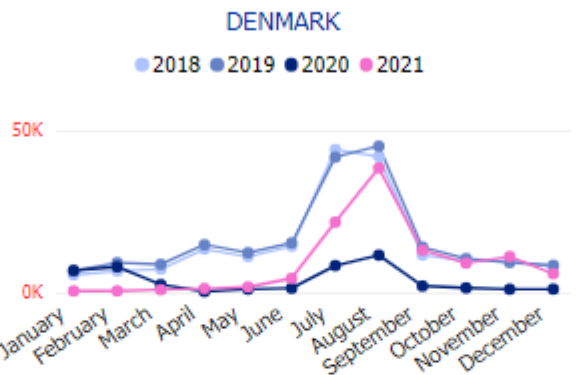
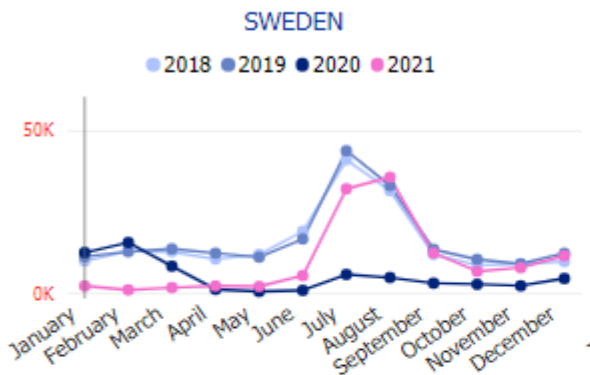
In 2019

- Of Finland’s target markets, Belgium was the **13th biggest source market**
- Belgium’s share of all foreign
 - **registered overnights was 0,4%**
 - **short-term rentals was also 1%**

Belgium– Overnights in Nordics

2. NORDIC COMPARISON OF OVERNIGHTS BY A TARGET MARKET

Nationality: **Belgium** | Year: 2021 | Month: December | VISIT FINLAND



Monthly overnight statistics for Iceland include hotels only.

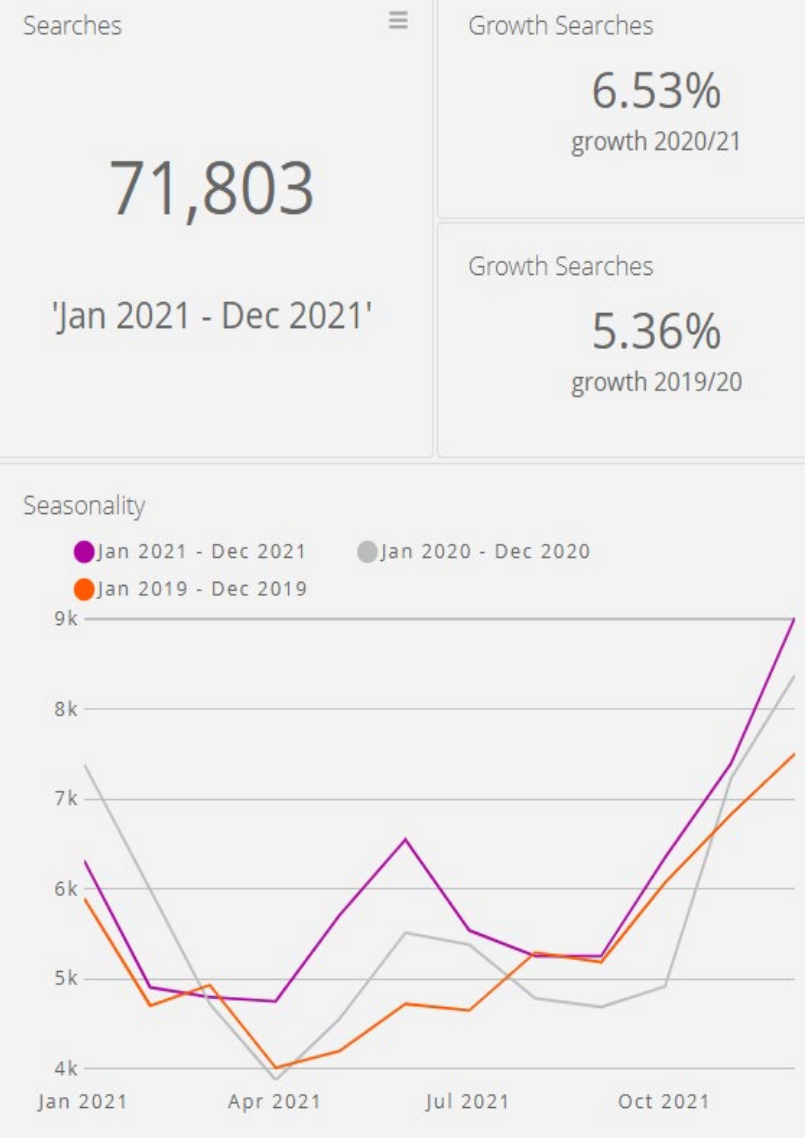
Sources: Rudolf Data Base, Statistics Denmark, Statistics Finland, Statistics Iceland, Statistics Norway, Statistics Sweden

Digital Demand – Travel Related Internet Searches

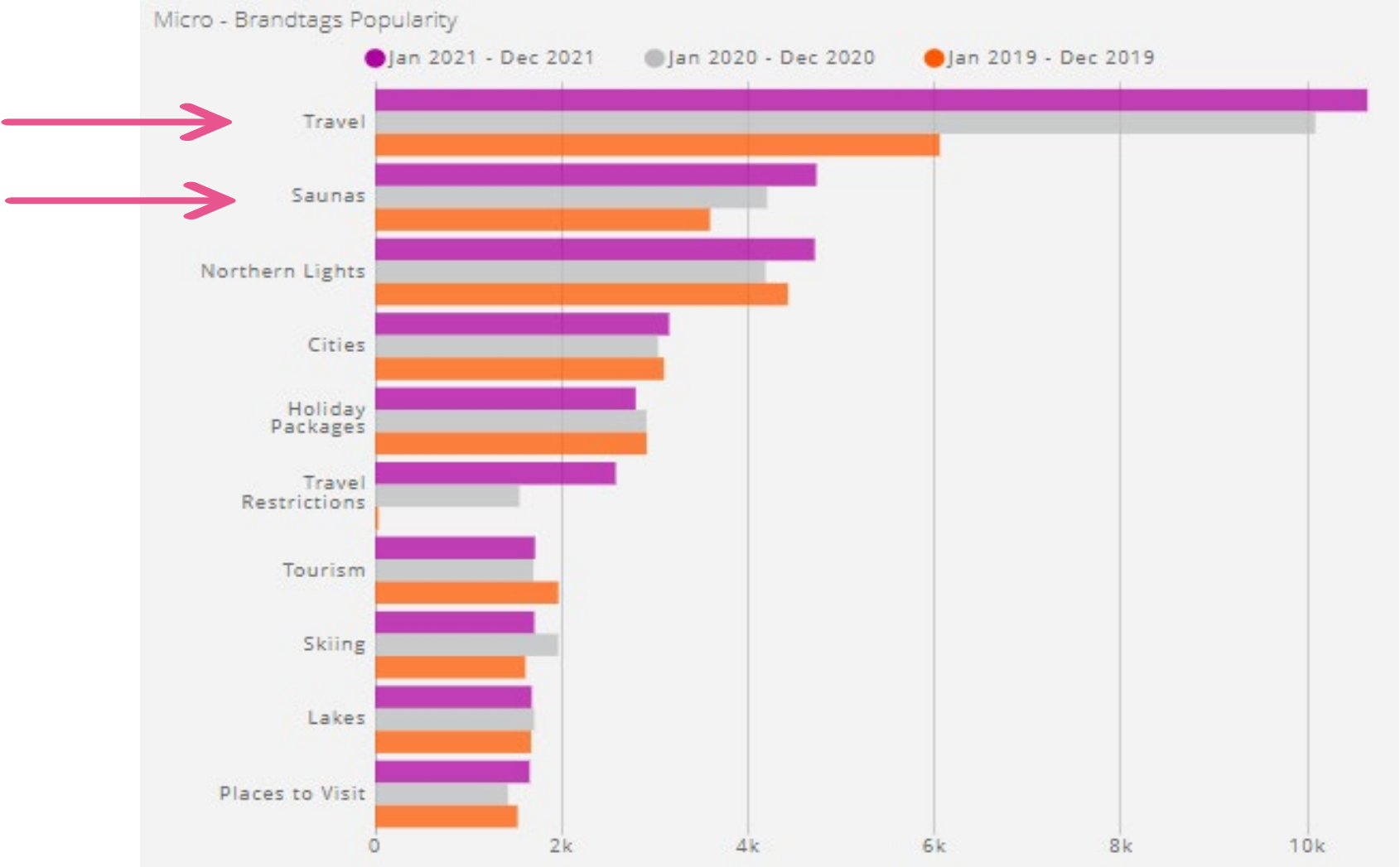
Year 2021 compared to 2020 and 2019

Digital Demand – travel related internet searches from Belgium

Target Market Distribution					
Rank	Flag	Country	'21 Searches	'20-'21 Growth	'19-'20 Growth
1		Germany	499,041	4.56%	2.67%
2		Japan	484,472	0.40%	-11.70%
3		United States	457,733	9.95%	8.99%
4		United Kingdom	351,046	12.36%	5.78%
5		Russia	277,955	-14.42%	-34.90%
6		Italy	249,839	7.54%	8.74%
7		France	221,519	12.37%	-15.87%
8		Spain	194,325	18.31%	-11.98%
9		Netherlands	169,799	8.18%	30.12%
10		Estonia	169,027	29.61%	23.83%
11		India	145,189	11.58%	3.74%
12		Sweden	127,622	8.18%	-0.80%
13		Switzerland	112,178	3.83%	-3.51%
14		Canada	107,616	10.93%	5.28%
15		China	85,324	-57.64%	-63.30%
16		Austria	80,750	7.44%	-5.73%
17		Belgium	71,803	6.53%	5.36%



Belgium: Most searched topics in 2021: Top 10 microbrandtags



- Belgians number one search topic in 2021 was **Travel**. Searches increased by 66% from 2019
- Searches for **Skiing** increased by 22% and for **Saunas** increased by 17% from 2019

Links to Visit Finland PowerBI Reports

