

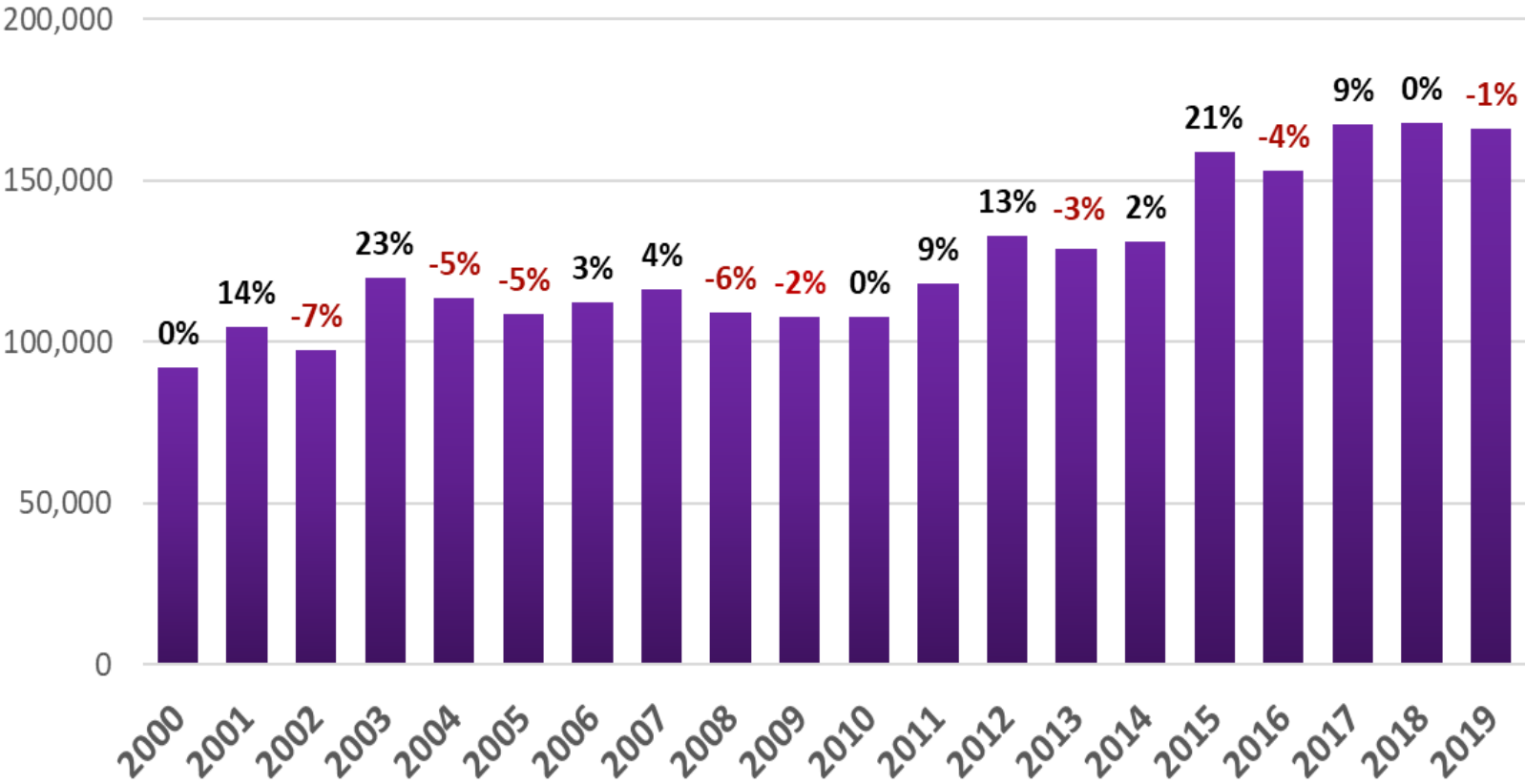
BUSINESS
FINLAND

Switzerland - Market Review

VISIT FINLAND

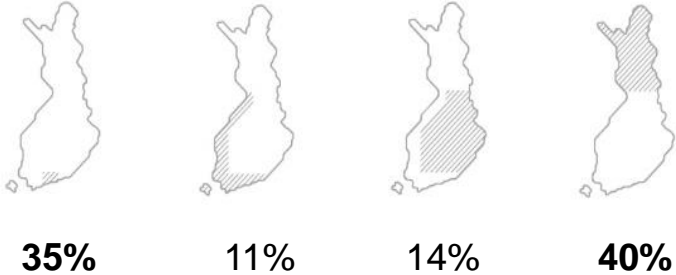


SWISS OVERNIGHTS IN FINLAND



Year 2019
14th in country rankings
 with a **2% share** of foreign overnights
 Average change 2000-2019: **+3%**
 Change 2019 compared to 2000: **+81%**

Share of overnights by regions 2019



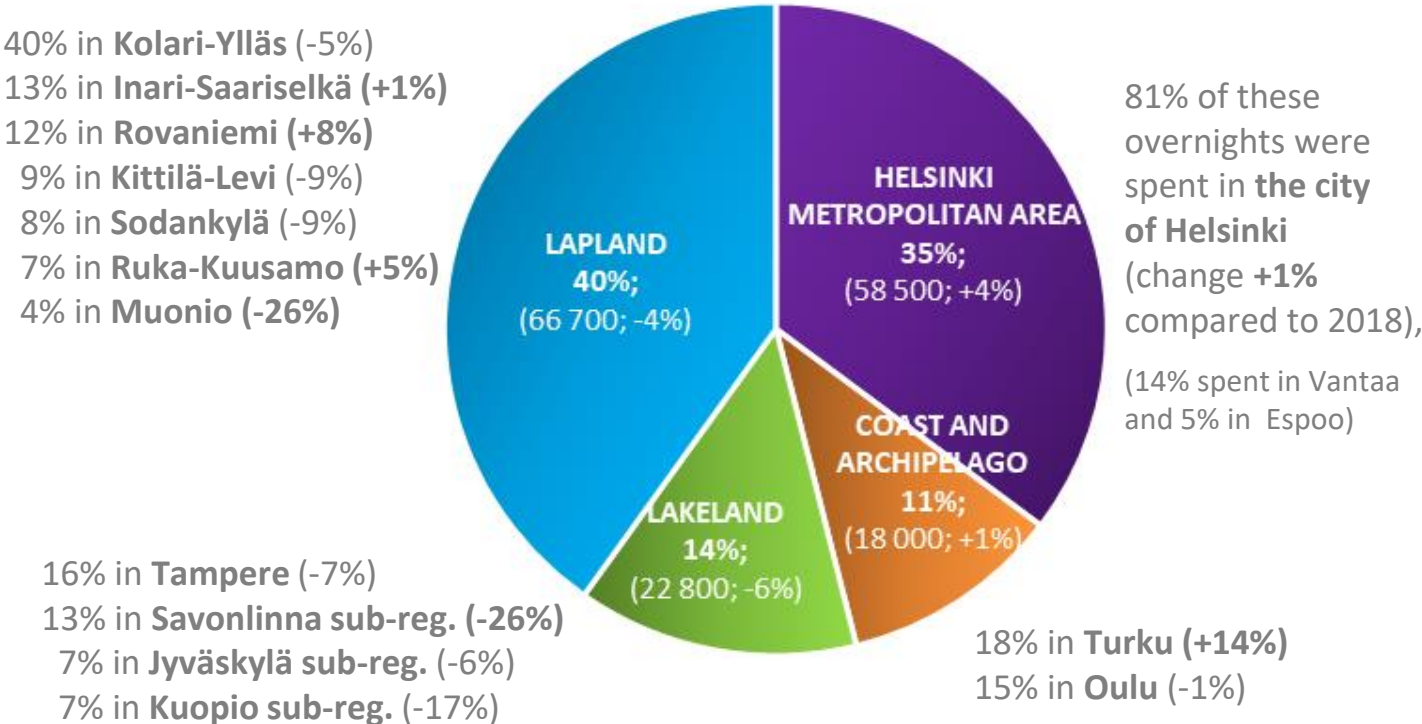
SWISS OVERNIGHTS IN FINLAND / YEAR 2019

Year 2019

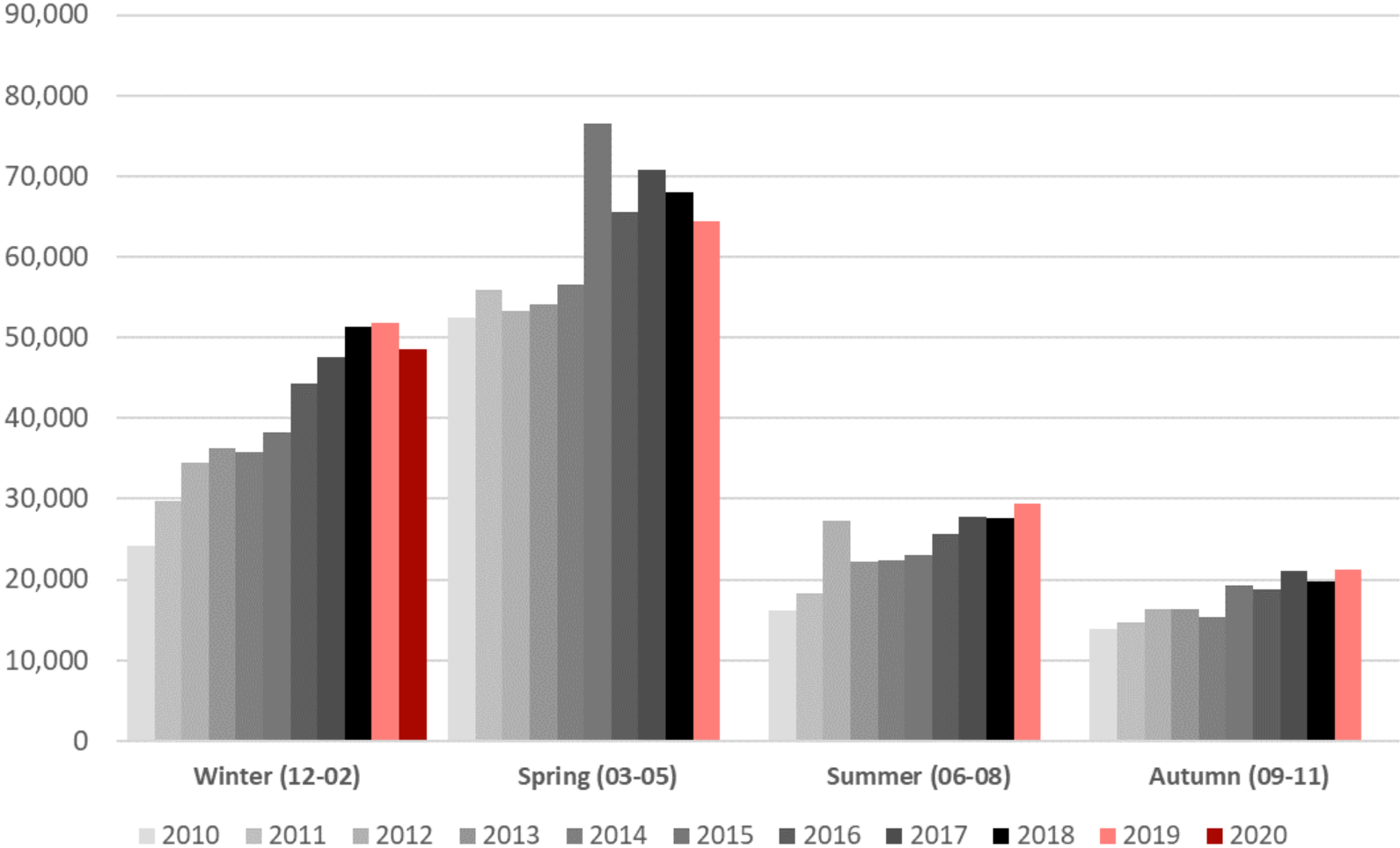
166 000 overnights in total

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

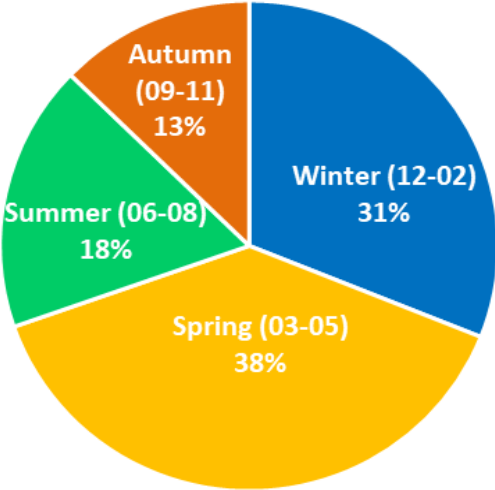
Swiss overnights in main marketing areas
Year 2019



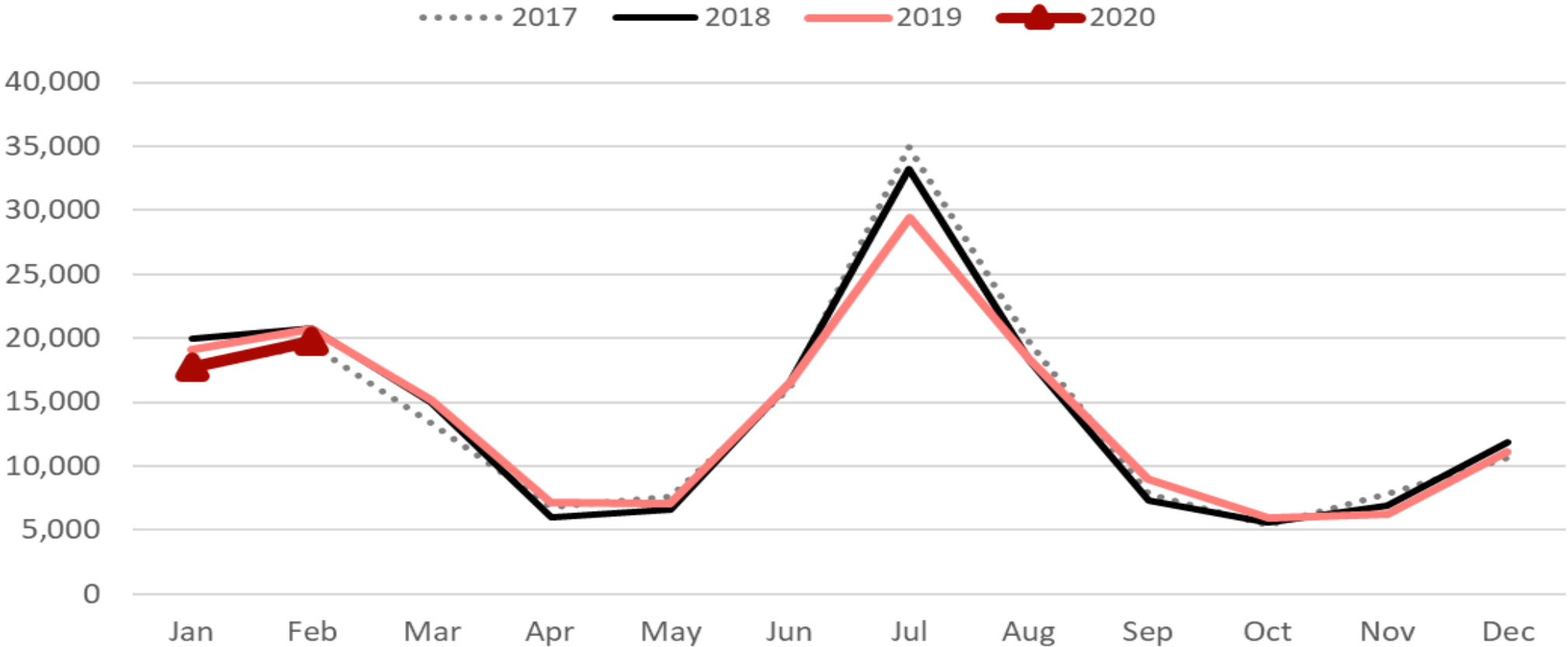
SWISS OVERNIGHTS IN FINLAND BY SEASON



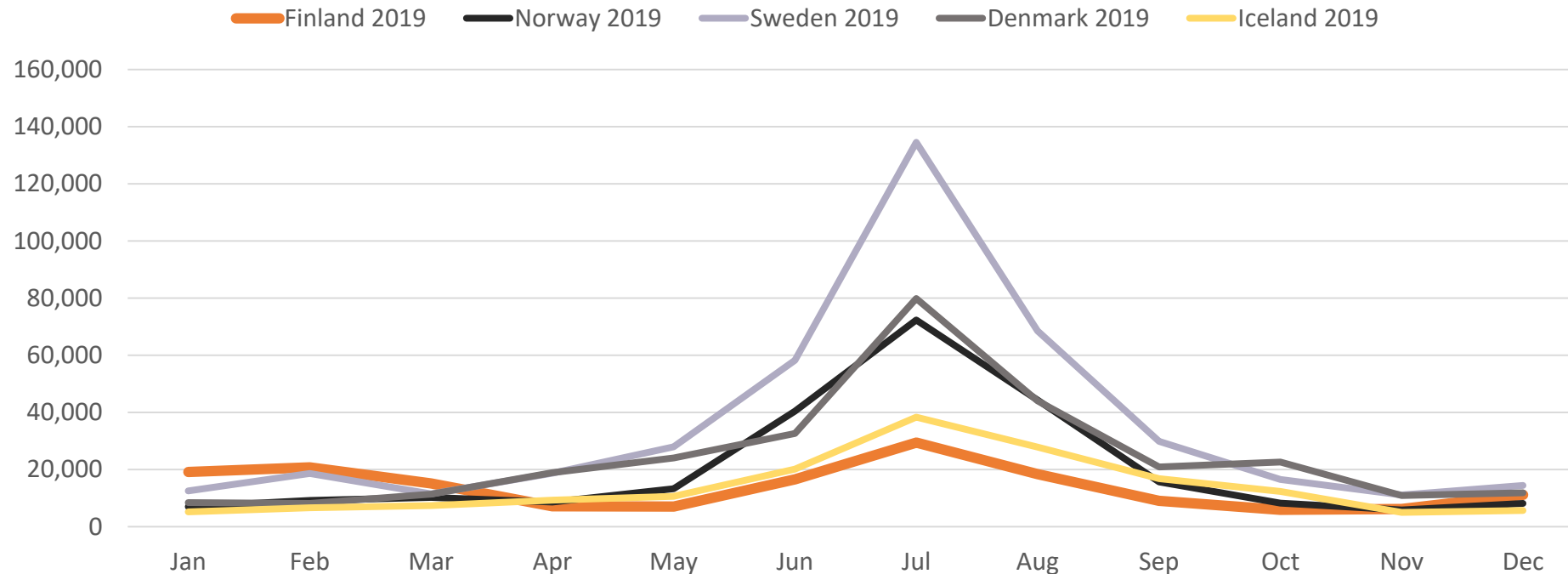
Swiss overnights in 2019



SWISS MONTHLY OVERNIGHTS IN FINLAND 2017-2020



SWISS MONTHLY OVERNIGHTS IN THE NORDIC COUNTRIES IN 2019



Monthly change in Swiss overnights 2019/2018

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Year
Denmark	22 %	-2 %	-5 %	5 %	-25 %	10 %	13 %	2 %	0 %	17 %	6 %	5 %	4 %
Finland	-4 %	0 %	1 %	19 %	8 %	0 %	-11 %	1 %	23 %	6 %	-9 %	-6 %	-1 %
Iceland	44 %	16 %	17 %	36 %	-8 %	-11 %	-9 %	-9 %	-2 %	11 %	6 %	-6 %	-2 %
Norway	-2 %	1 %	10 %	28 %	-9 %	-5 %	4 %	4 %	2 %	22 %	49 %	9 %	4 %
Sweden	5 %	23 %	-34 %	32 %	10 %	4 %	5 %	-1 %	22 %	8 %	33 %	3 %	6 %

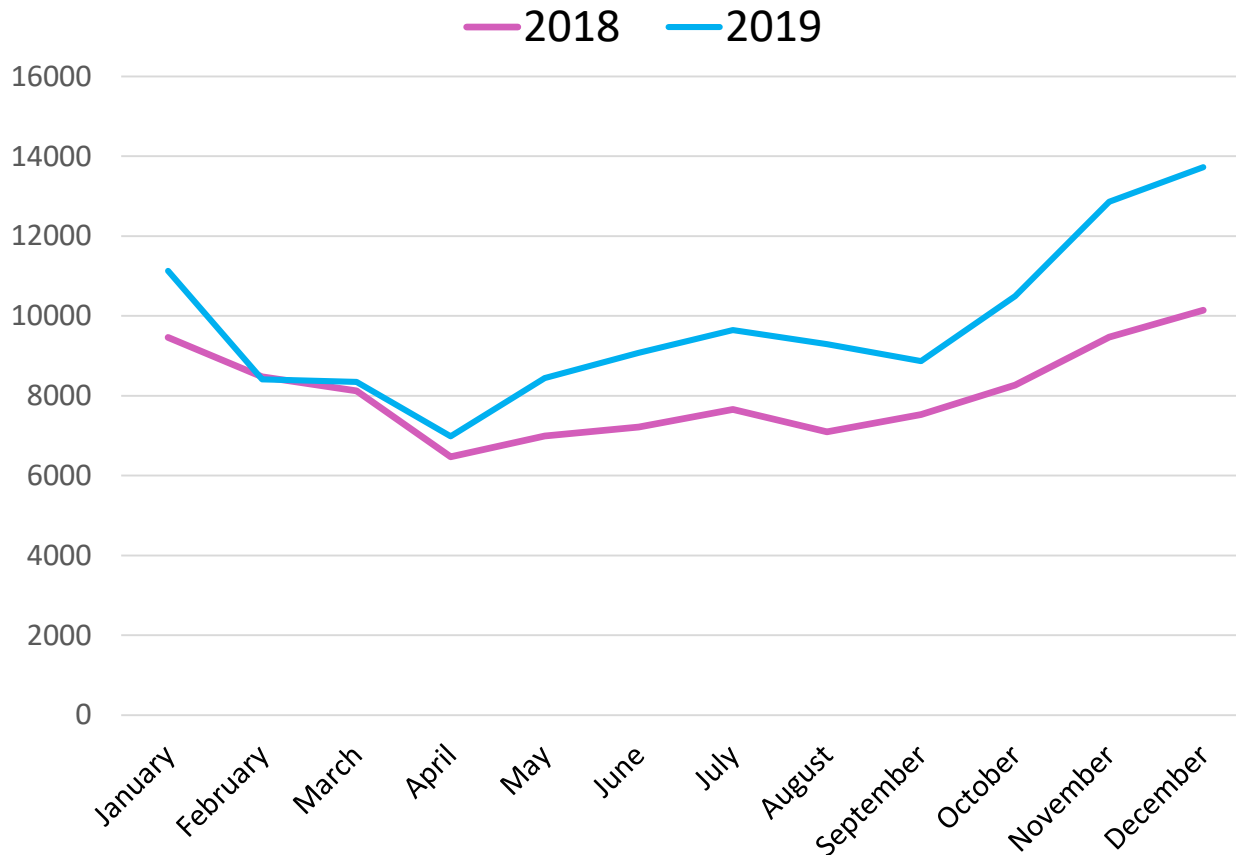
Swiss travelers' Internet searches

Source:
D2 Digital Demand



- 117 300 travel-related Internet searches concerning Finland
- +21 % compared to previous year

Switzerland Seasonality in Searches



Switzerland Top Microbrandtags

