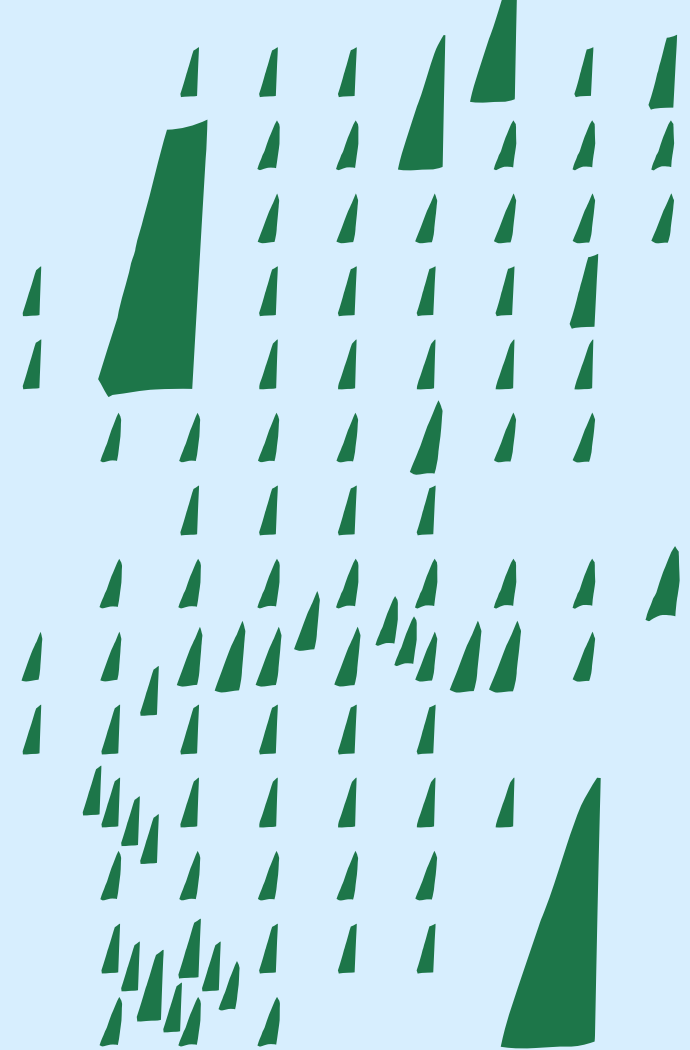


Visit Finland

Italy – market insights









April 2023

Travel related internet searches 2022 vs. 2019



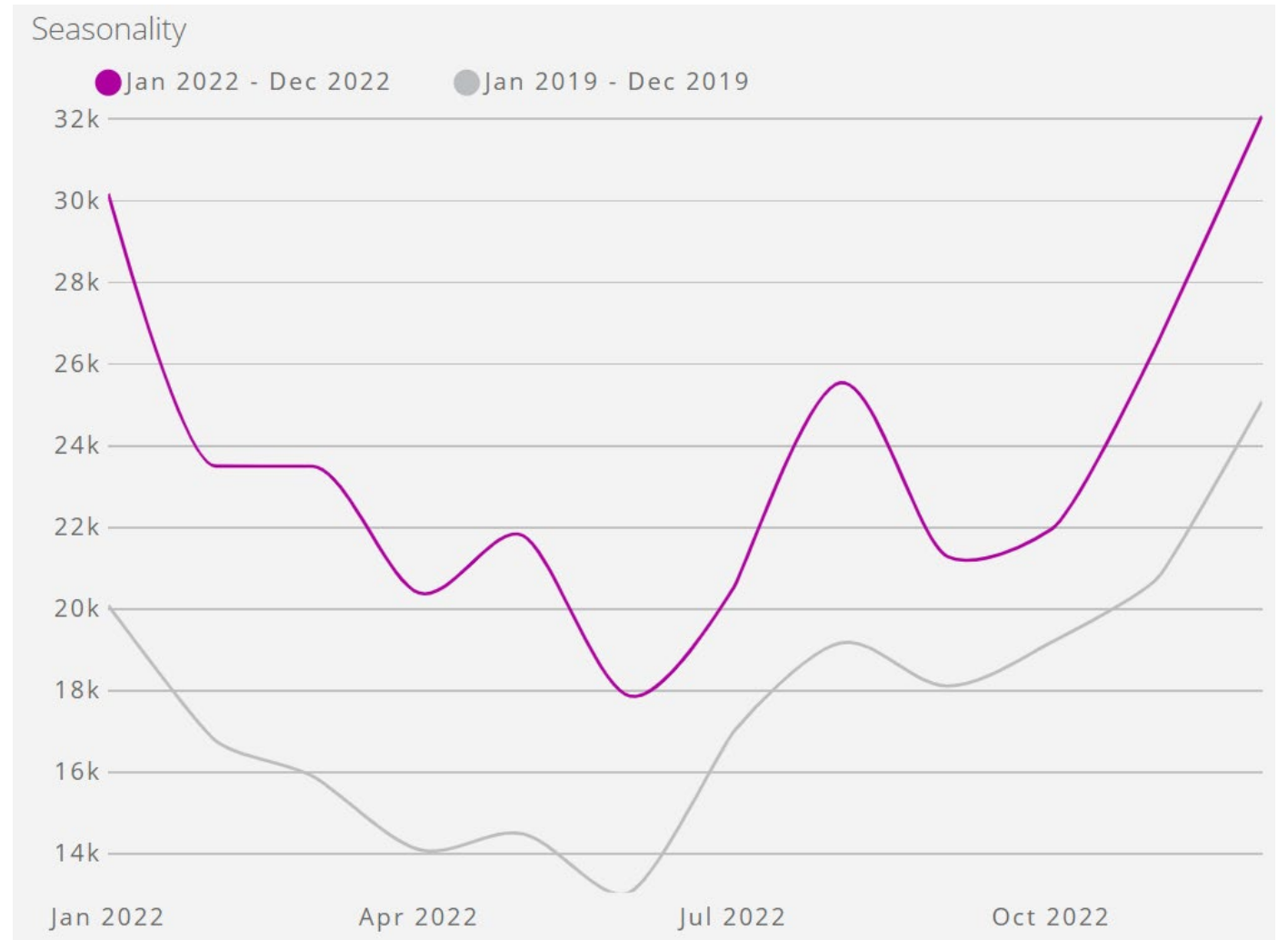
Top Target Markets 2022 vs. 2019

Target Market Distribution

Rank	Flag	Country	2022 Searches	22/19 Growth
1		Germany	635,793	36.7%
2		Japan	592,326	7.9%
3		United States	590,094	53.8%
4		United Kingdom	382,169	29.2%
5		Italy	285,187	33.4%
6		France	283,549	20.9%
7		Spain	243,895	30.5%
8		Estonia	175,015	66.0%
9		Netherlands	166,802	38.1%
10		India	164,824	30.7%

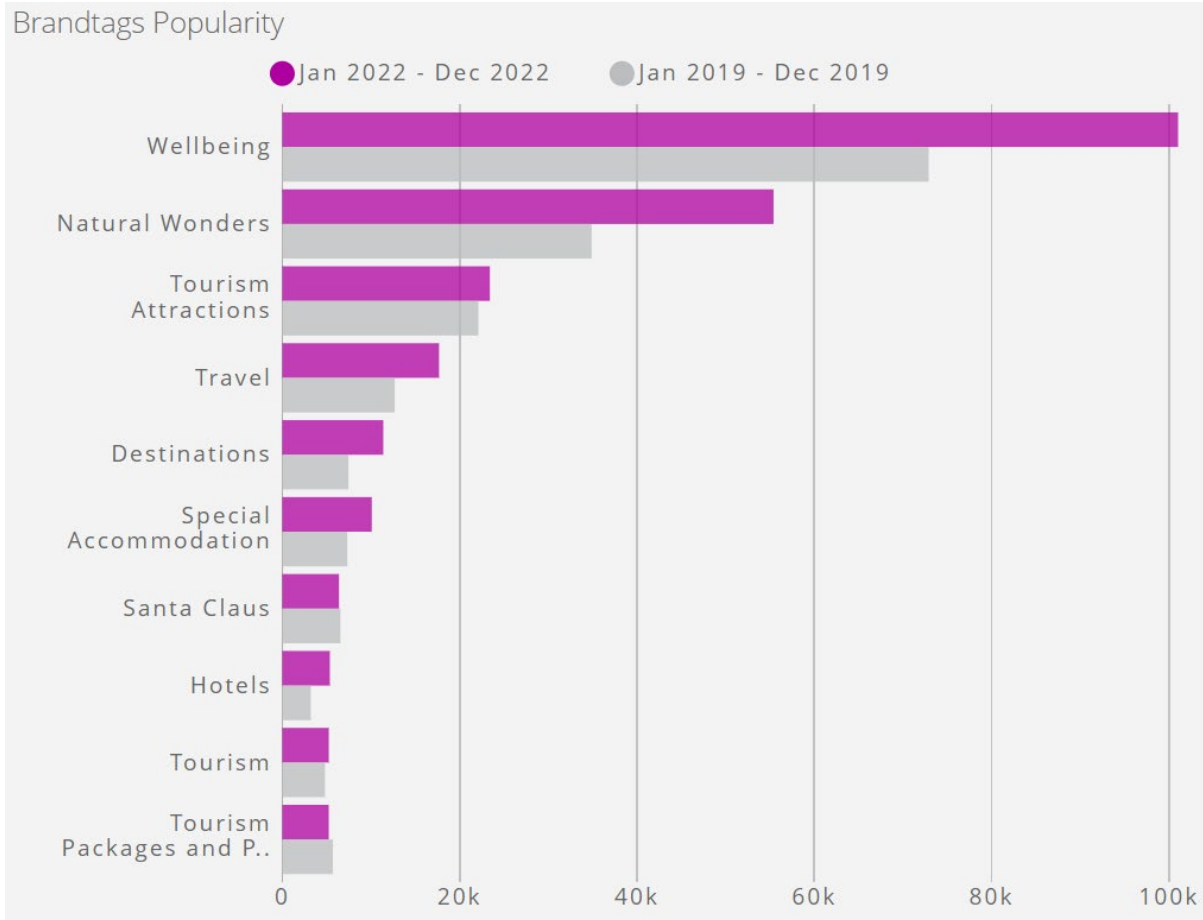
Italy: Seasonality of Searches

2022 and 2019

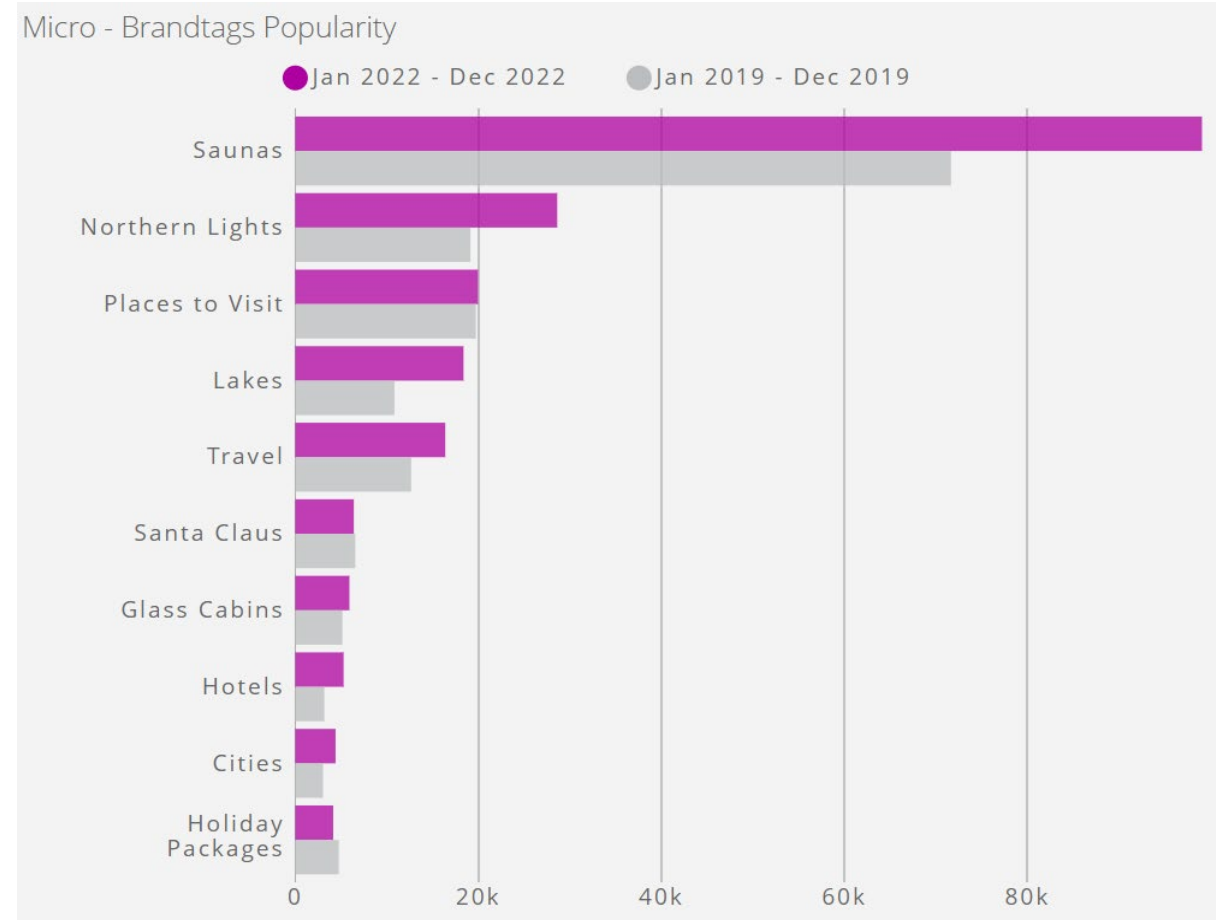


Italy: Most searched topics and keywords 2022 vs. 2019

Most Popular Topics

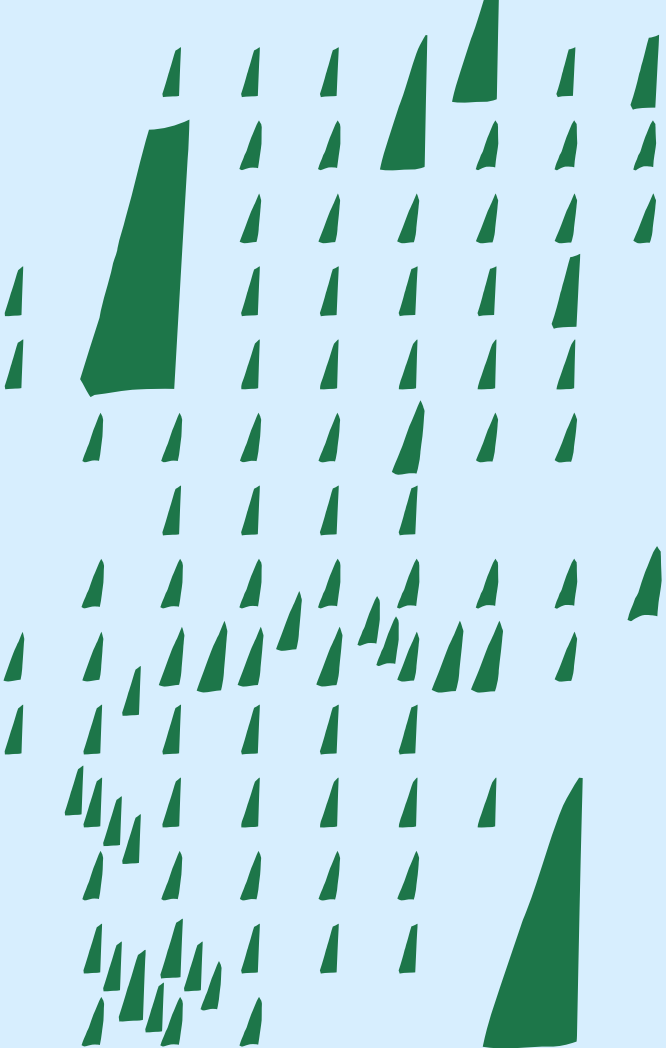


Most Popular Keywords



Overnights in Finland

Year 2022 & Jan-Feb 2023



Overnights in Finland in 2022 & top source markets

Year 2022 vs. year 2019

Overnights in 2022

Total foreign 5.0 M

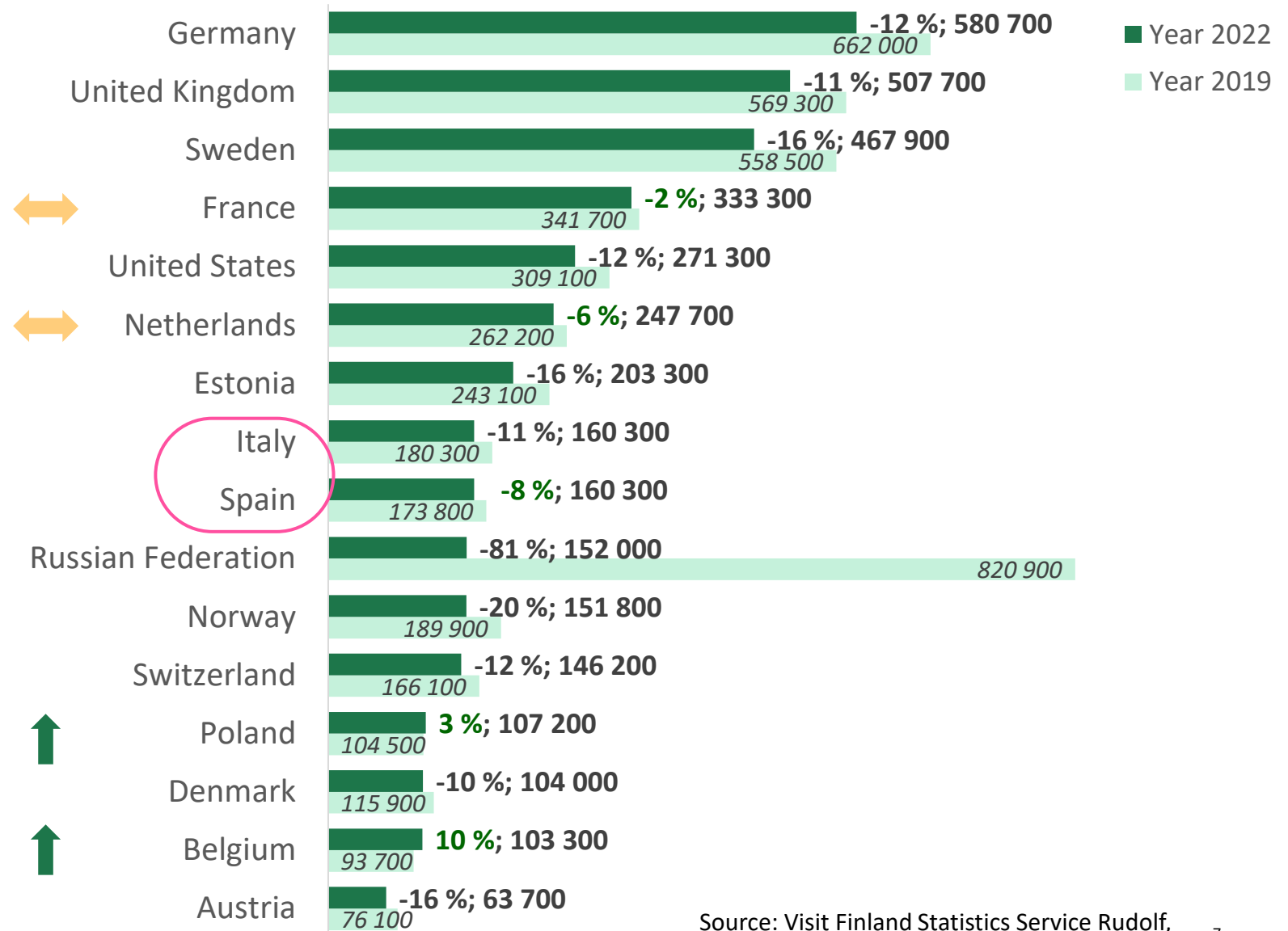
(-29% vs. 2019)

Foreign excl. Russia 4.8 M

(-23% vs. 2019)

EU+UK 3.4 M

(-9% vs. 2019)

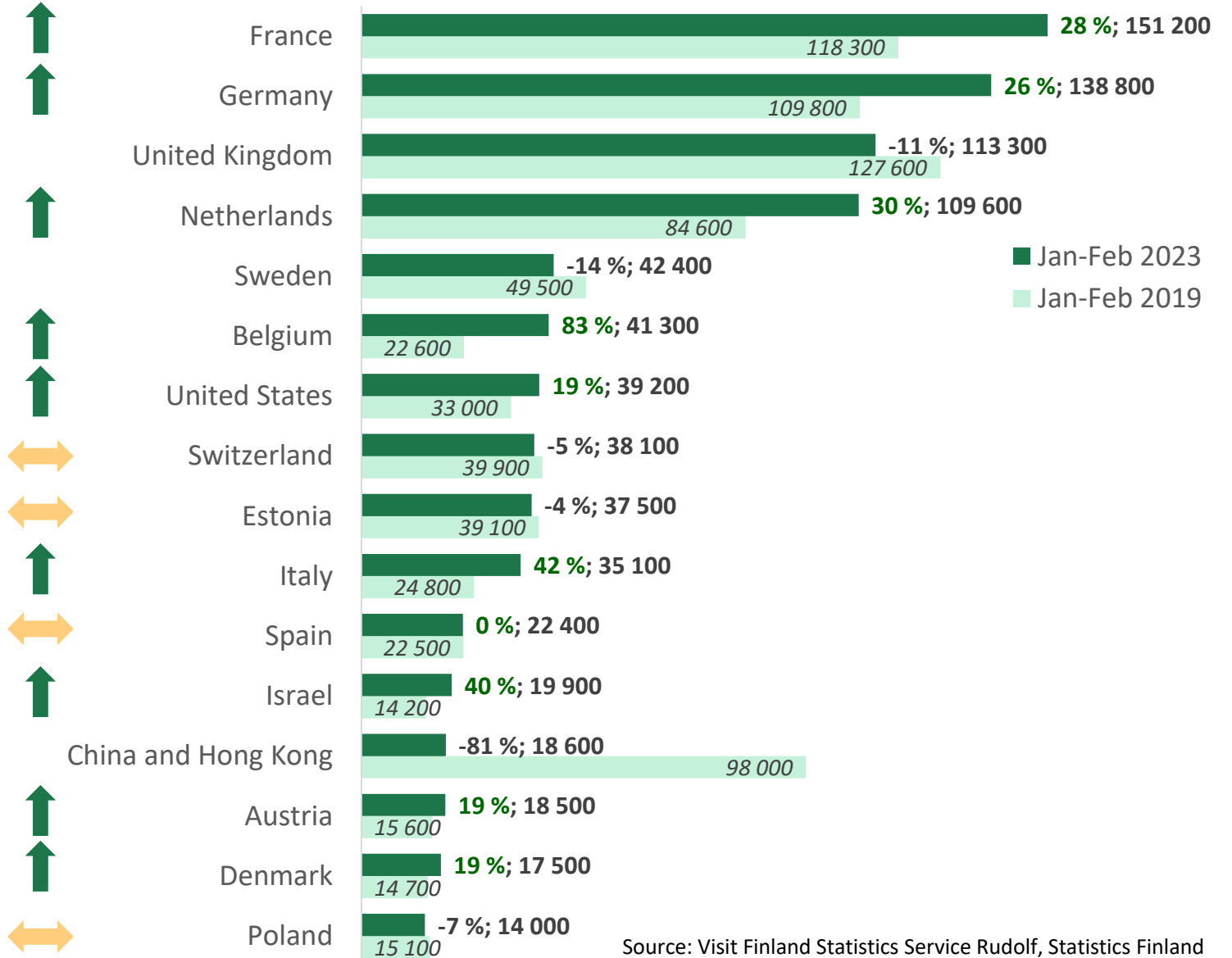


Top16 countries 2023 – overnights in Finland

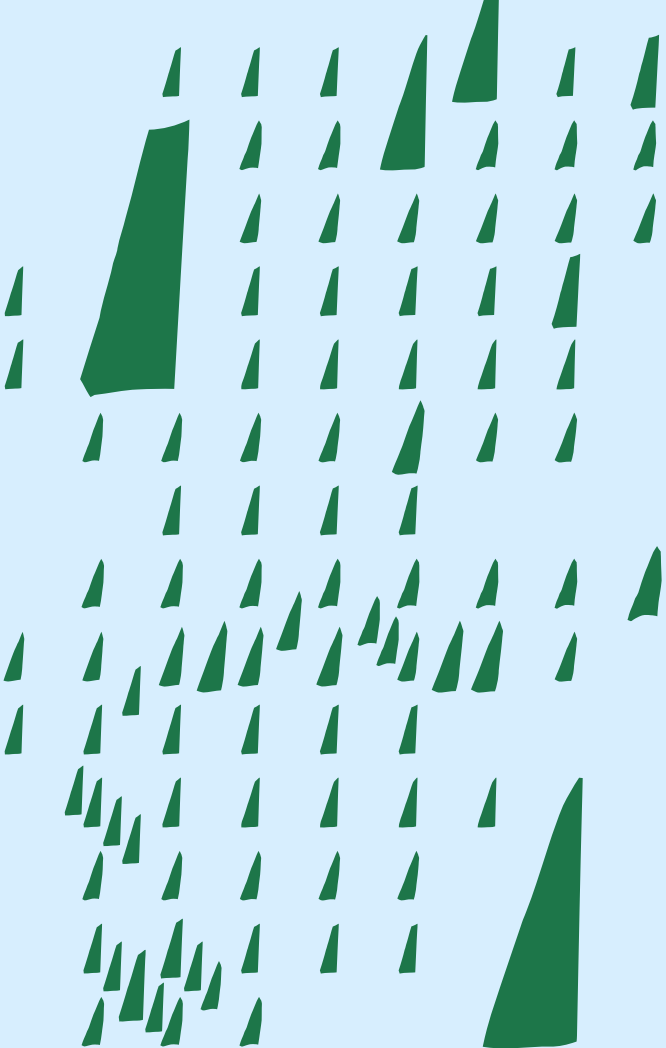
Jan-Feb 2023 vs. Jan-Feb 2019

Top5 origin countries for Feb2023 overnights

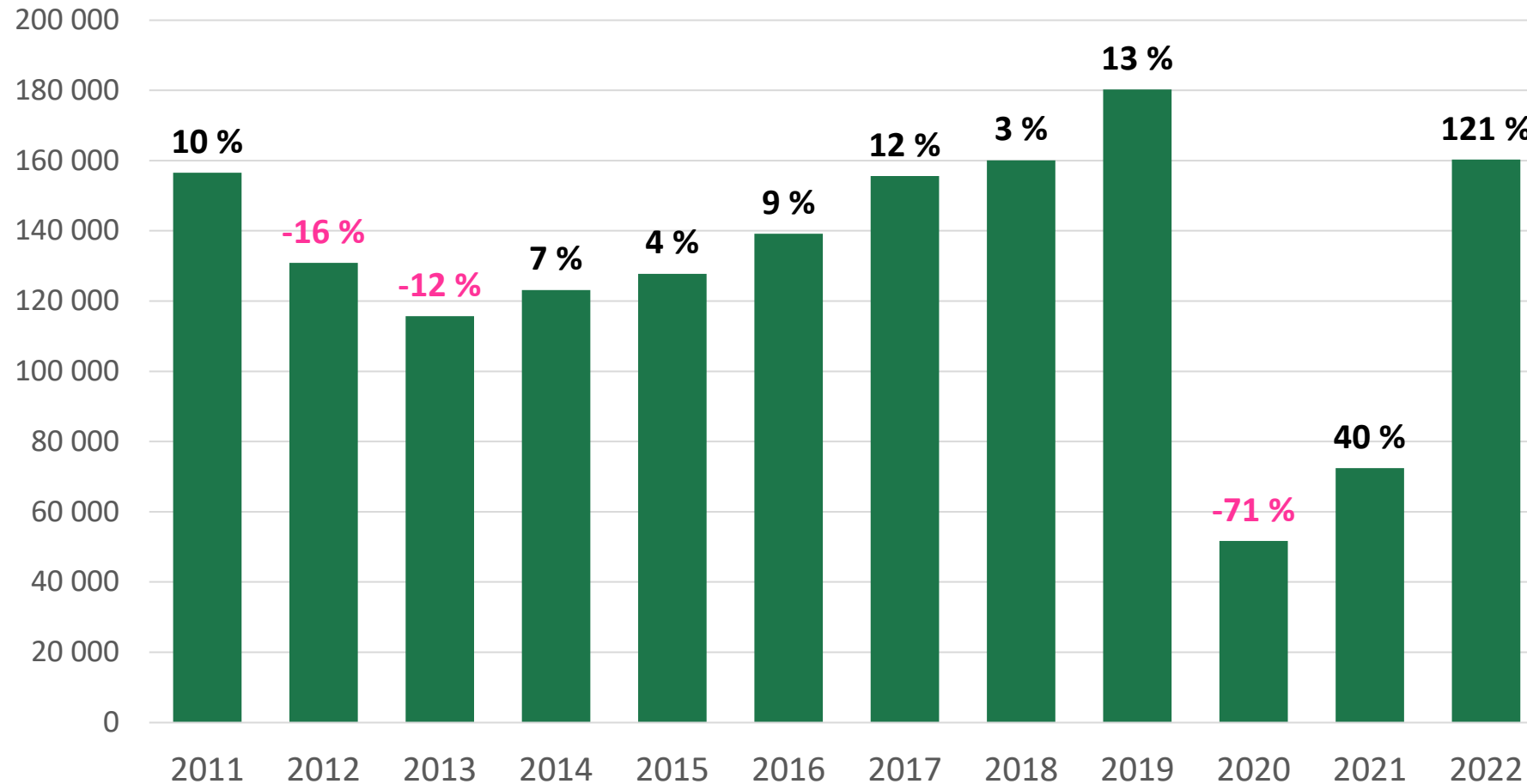
	Overnights	Change to Feb2019
France	79 800	+28%
Germany	77 000	+22%
Netherlands	54 300	+19%
UK	53 100	-15%
Belgium	22 800	+81%



Italian overnights in Finland



Italian overnights in Finland 2011-2022



2022

160,300 nights

#8 in market ranking
(together with Spain)

YoY change +121%
2022 vs. 2019 -11%

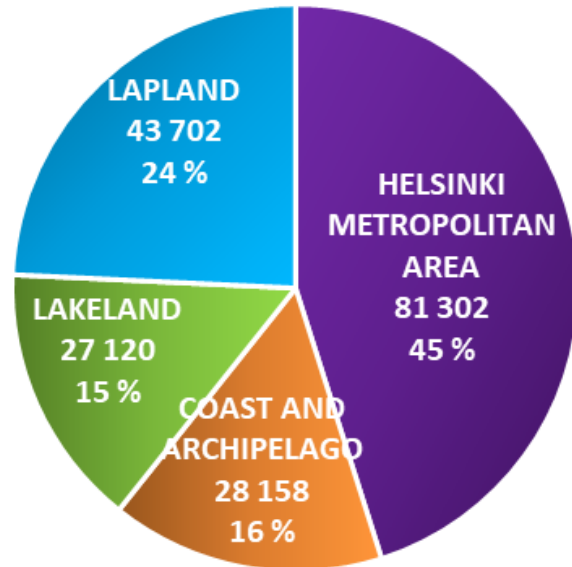
2019

180,300 nights

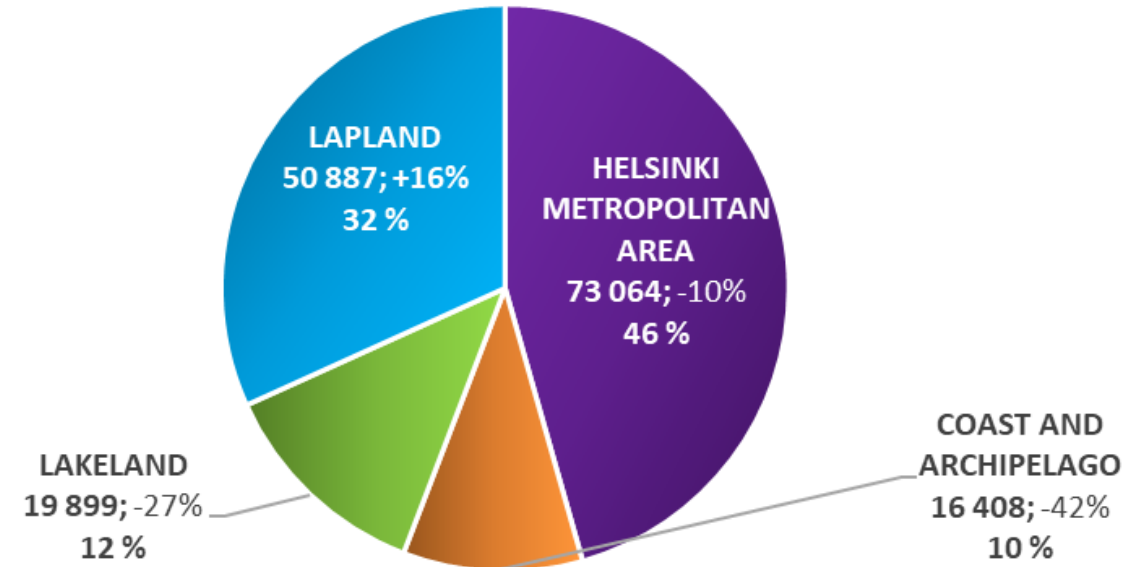
#12 in market ranking

Italian overnights in Main Regions 2019 & 2022

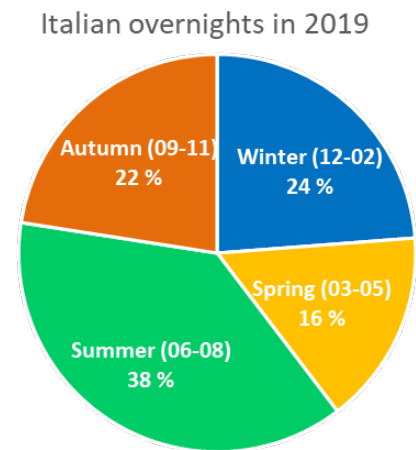
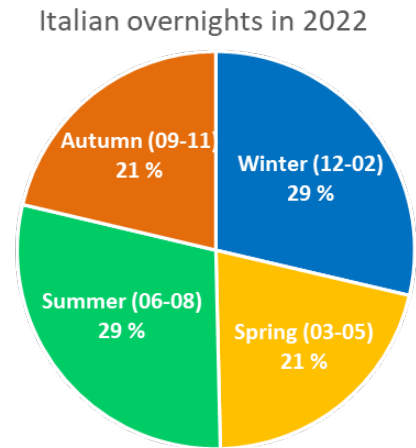
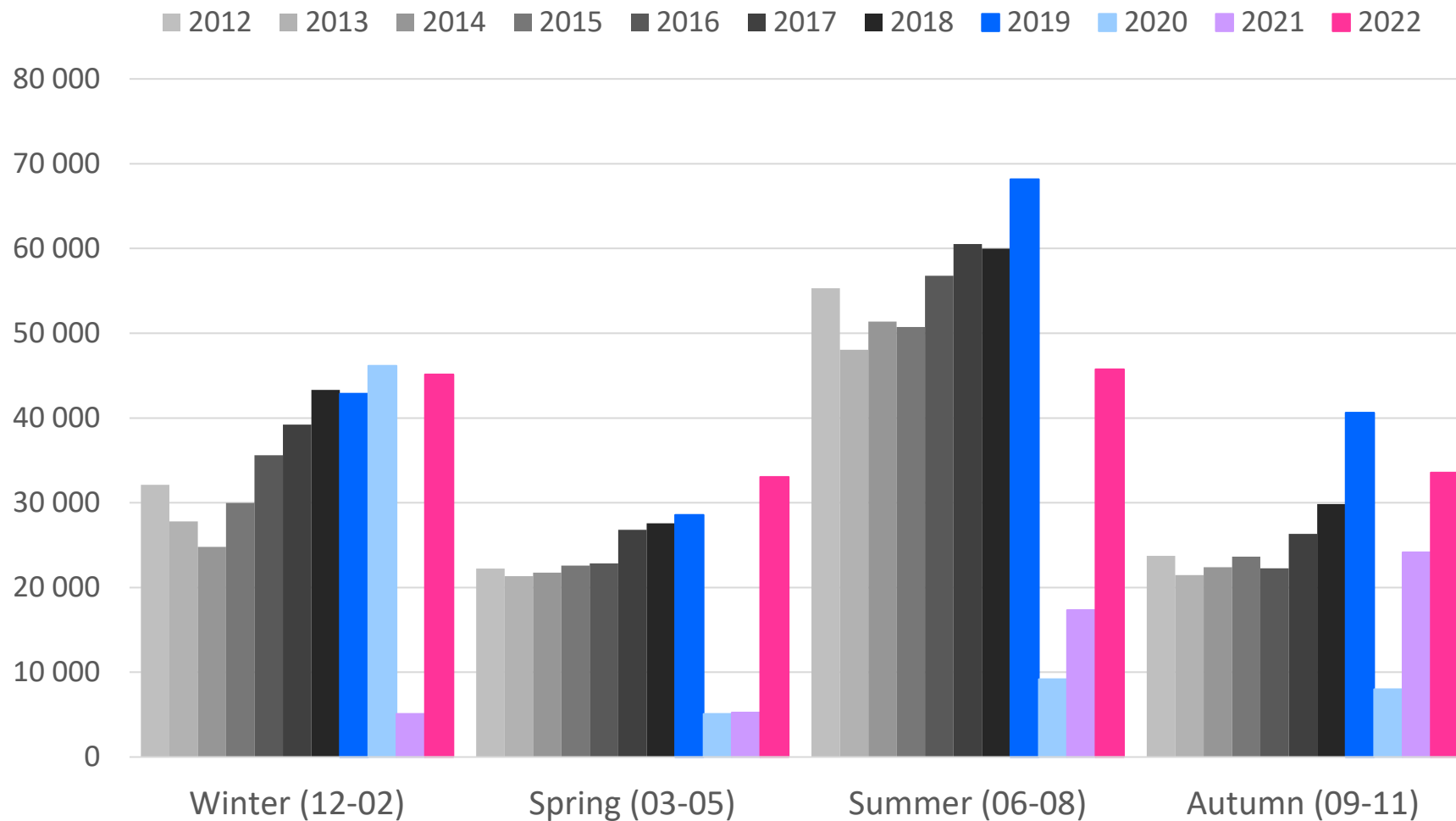
Italian overnights in main marketing areas
Year 2019



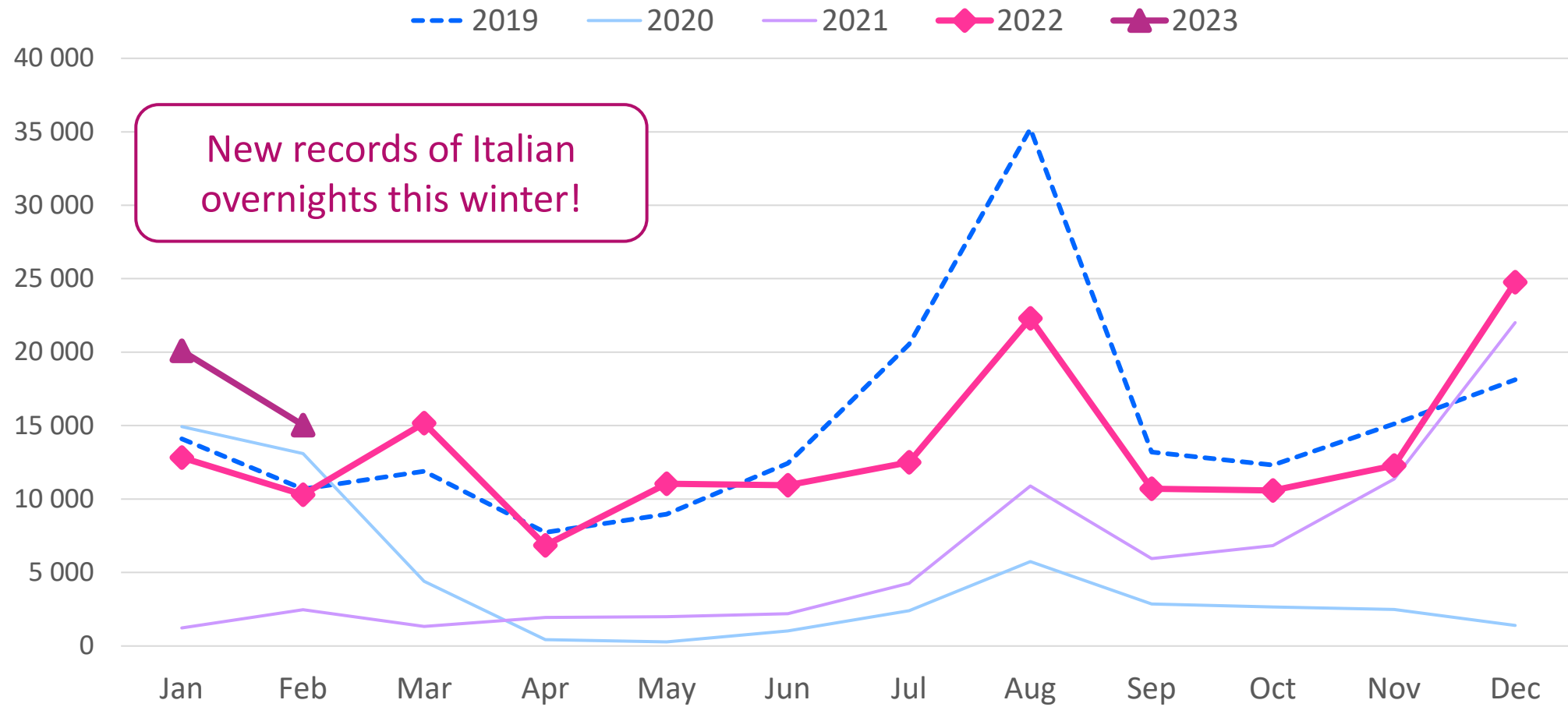
Italian overnights in main marketing areas
Year 2022 & change-% vs. 2019



Italy – Seasonal Overnights in Finland 2012-2022



Italian monthly overnights in Finland 2019-2023

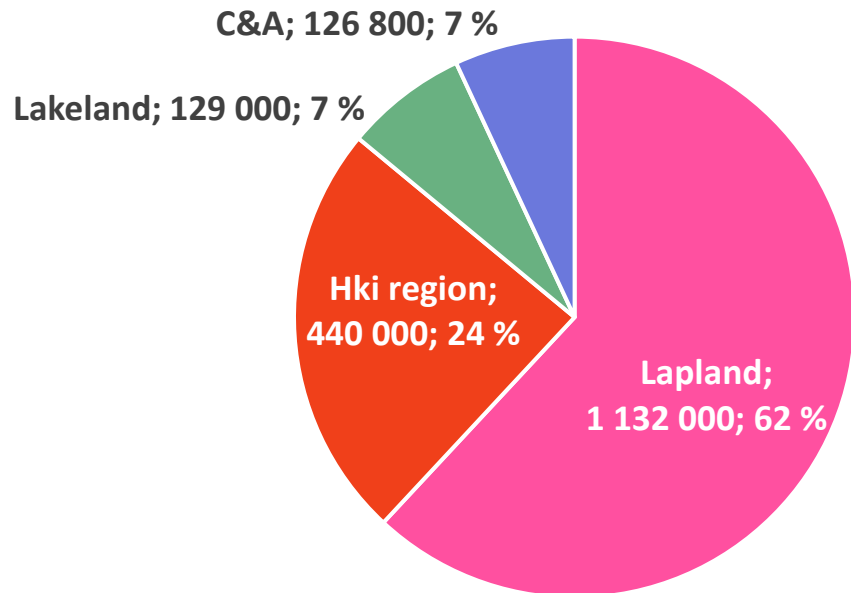


Foreign overnights in high winter season 2022-2023

And change compared to pre-pandemic

1.8 M foreign overnights
(-12% vs. winter2019)

- **1.3 M** from EU-27 + UK (+15%)
- **186,000** from Asia (-46%)
- **88,000** from America (+21%)



High winter season (12-02)

	Dec2018- Feb2019	Dec2022- Feb2023	Change 2023 vs. 2019
United Kingdom	334 900	341 100	+2%
France	161 700	209 900	+30%
Germany	151 300	180 700	+19%
Netherlands	106 700	131 200	+23%
USA	53 800	64 700	+20%
Sweden	75 100	63 600	-15%
Spain	59 400	63 100	+6%
Italy	42 900	59 900	+40%
Estonia	58 200	59 600	+2%
Belgium	30 300	51 100	+69%
Switzerland	51 800	48 600	-6%
China & Hong Kong	139 700	33 200	-76%
Singapore	35 300	31 400	-11%
Ireland	14 900	28 600	+92%
Australia	32 600	26 000	-20%
Denmark	21 200	24 300	+14%

Winter high season 2023: Foreign overnights in main regions

And comparison with winter high season 2019

Lapland region

1,132,000 overnights
+8% vs. winter2019

Share of all foreign **62%**

Main dest: **Rovaniemi, Inari-Saariselkä, Levi, Ylläs**

Top5 countries of origen		
UK	298,700	+8%
France	179,600	+38%
Germany	111,100	+44%
Netherlands	103,800	+35%
Spain	41,900	+5%

Helsinki region

440,000 overnights
-26% vs. winter2019

Share of all foreign **24%**

Main dest: **Helsinki**

Top5 countries of origen		
Germany	38,100	-5%
USA	35,900	+12%
UK	33,700	-23%
Sweden	30,800	-15%
France	19,200	+8%

Lakeland

129,000 overnights
-53% vs. winter2019

Share of all foreign **7%**

Main dest: **Tampere, Lahti, Jämsä, Sotkamo, Jyväskylä**

Top5 countries of origen		
Estonia	22,200	+4%
Germany	14,000	-16%
Netherlands	6,600	-22%
Sweden	6,400	-41%
UK	5,200	-29%

Coast & archipelago

126,800 overnights
-19% vs. winter2019

Share of all foreign **7%**

Main dest: **Oulu, Syöte, Turku, Åland, Vaasa**

Top5 countries of origen		
Sweden	19,700	-10%
Germany	17,600	0%
Estonia	9,500	-18%
Netherlands	7,600	+19%
France	6,000	+14%

New records for the Italian visitors in Lapland region during high winter season 2022-2023

Dec 2022 – Feb 2023

37,000 Italian overnights
in the Lapland region

+62% vs. winter 2019
&
+47% vs. winter 2020

Most popular destinations for Italian visitors in Lapland during winter 2023

Rovaniemi	21,900
Inari-Saariselkä	8,000
Sodankylä	1,400
Enontekiö	1,400
Salla	1,000
Kittilä-Levi	900

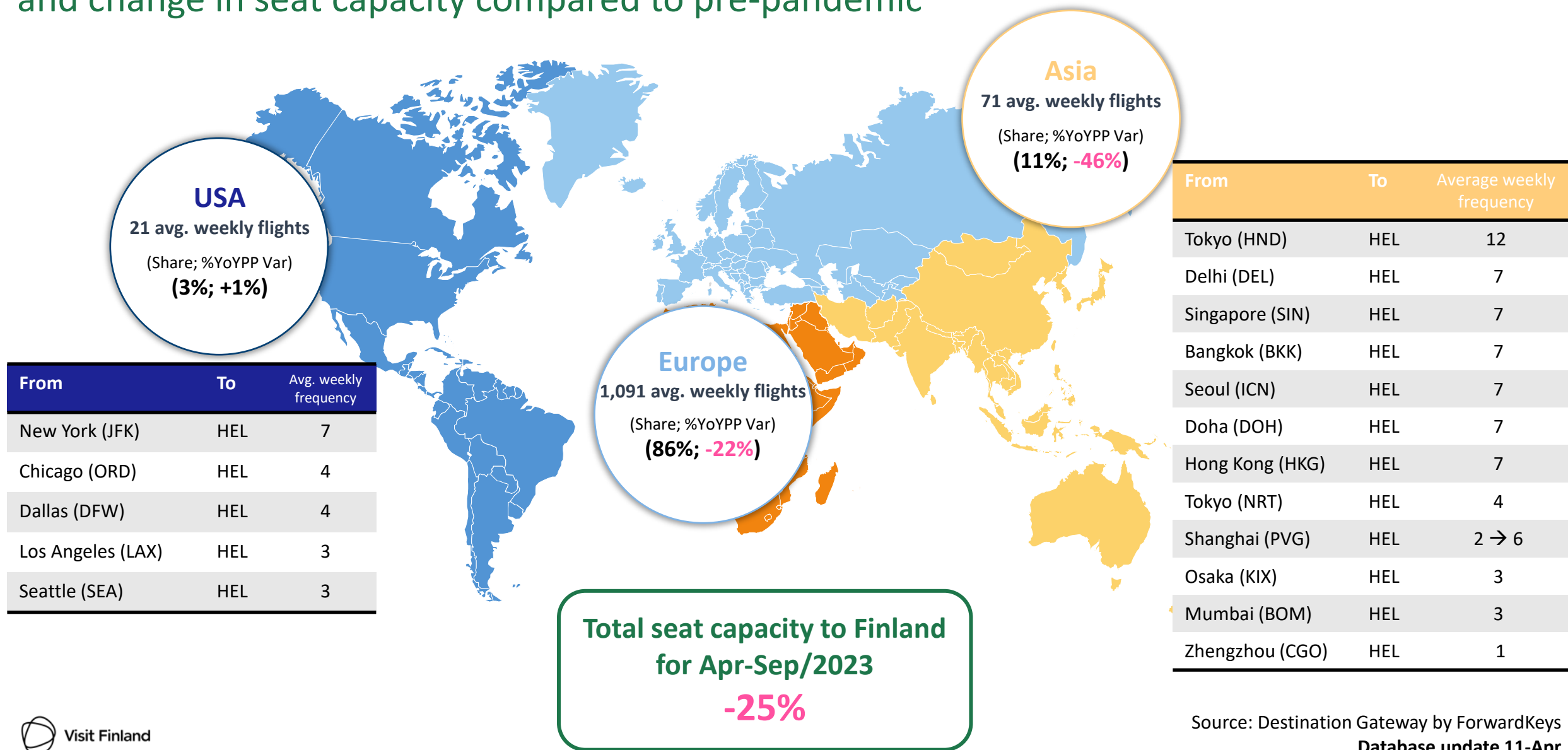


ForwardKeys

Seat capacity

Direct flights to Finland April – September 2023

and change in seat capacity compared to pre-pandemic



Direct flights to FIN, SWE, NOR / April – September 2023

and change in seat capacity compared to pre-pandemic

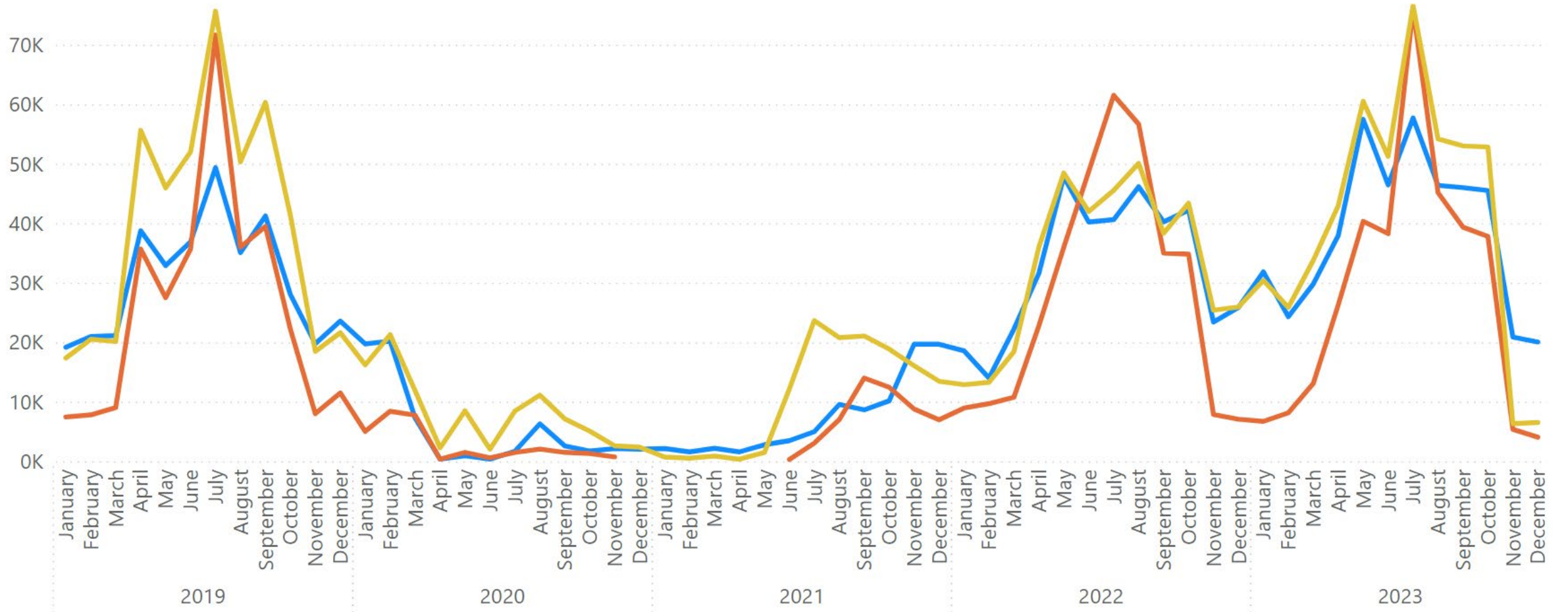
	Seat capacity from USA	change-% vs. pre-pandemic from USA	Seat capacity from Asia	change-% vs. pre-pandemic from Asia	Seat capacity from Europe	change-% vs. pre-pandemic from Europe	Seat capacity TOTAL INT'L	change-% vs. pre-pandemic TOTAL INT'L
Finland	153,700	+1%	538,000	-46%	4,219,200	-22%	4,911,500	-25%
Sweden	155,500	-38%	260,800	-41%	8,271,600	-14%	8,764,000	-15%
Norway	107,900	-25%	123,300	-40%	7,529,200	-6%	7,760,500	-8%

Monthly seat capacity from Italy to FIN, SWE, NOR

2019-2023

TOTAL SEAT CAPACITY
 DESTINATION COUNTRY: ● FI ● NO ● SE

From Italy



Seat capacity from Italy to Finland / Apr-Sep 2023

Comparison to pre-pandemic

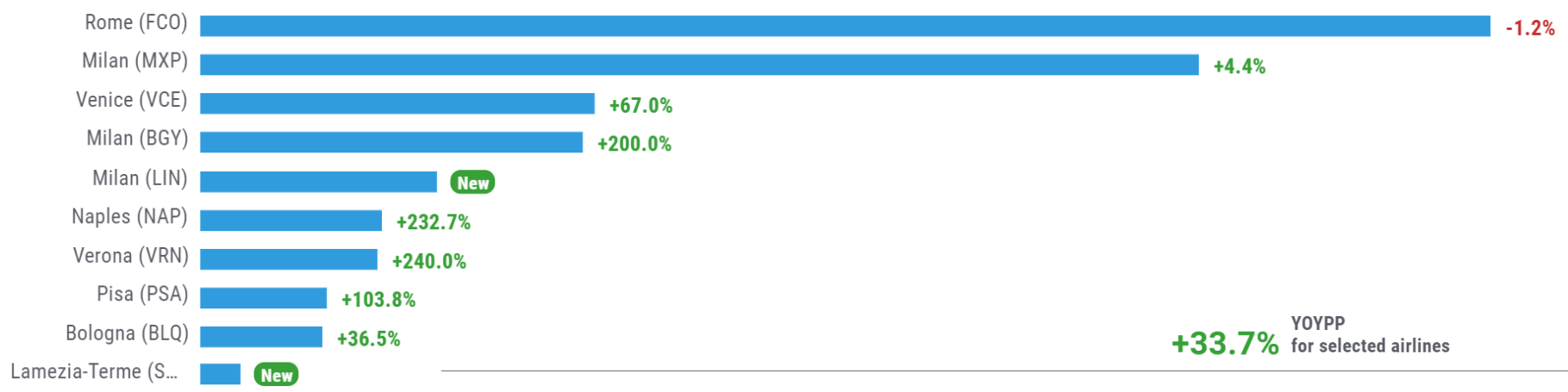
Seat capacity from Italy to **Finland** will be **34% above** the pre-pandemic during spring-summer 2023

✈ Italy (excl. domestic) → Finland **Pre-pandemic analysis**

Filtered period | 01 Apr 2023 - 30 Sep 2023 compared to 01 Apr 2019 - 30 Sep 2019

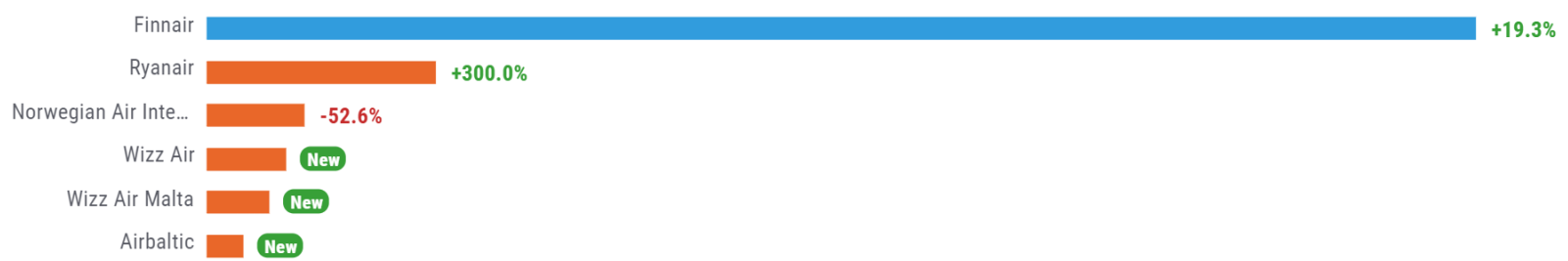
Flight origins

10 airports **+33.7%** YOYPP for selected locations



+33.7% YOYPP for selected airlines

Share ↑ YOYPP ↓



- Ryanair is flying twice a week from Venice to HEL and from Milan to Lappeenranta
- Wizz Air/Wizz Air Malta is flying four times a week from Rome to Turku
- Airbaltic is flying twice a week from Milan to Tampere

Seat capacity from Italy to Sweden / Apr-Sep 2023

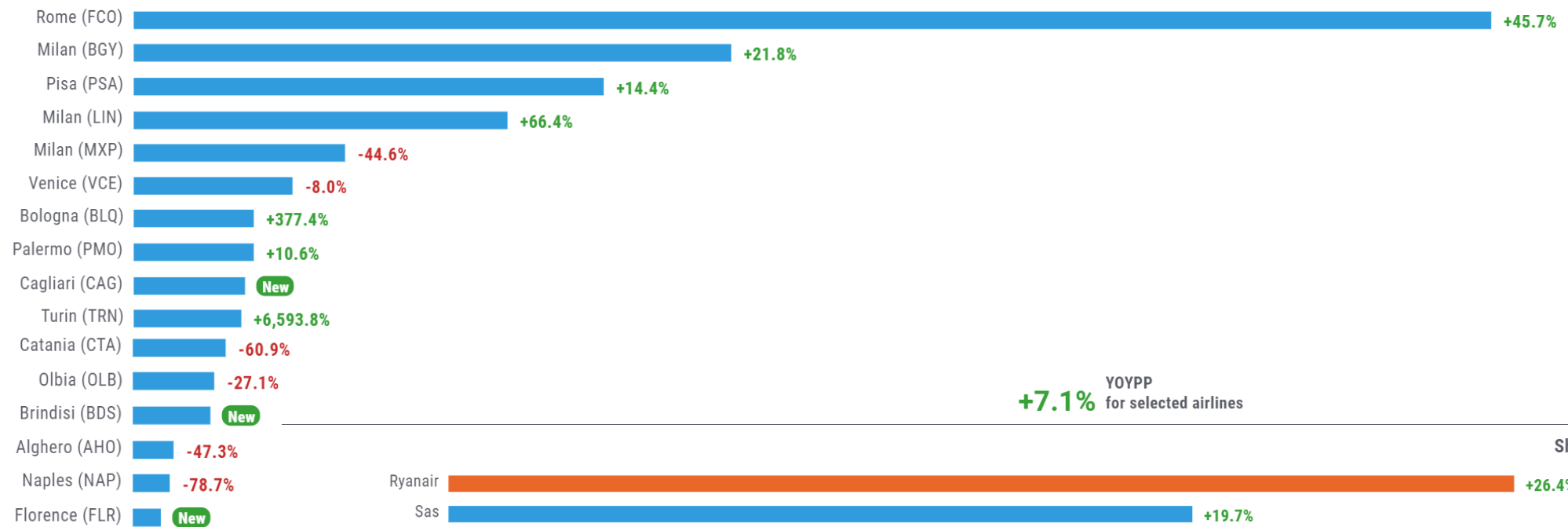
Comparison to pre-pandemic

Seat capacity from Italy to Sweden will be **7% above** the pre-pandemic during spring-summer 2023

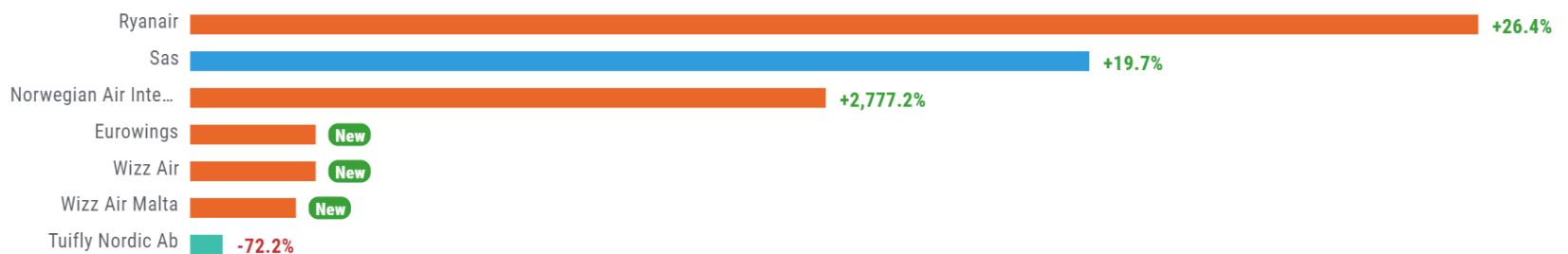
✈ Italy (excl. domestic) → Sweden **Pre-pandemic analysis**

Filtered period | 01 Apr 2023 - 30 Sep 2023 compared to 01 Apr 2019 - 30 Sep 2019

16 airports **+7.1%** YOYPP for selected locations



+7.1% YOYPP for selected airlines



Share ↑↓ YOYPP ↑↓

Seat capacity from Italy to Norway / Apr-Sep 2023

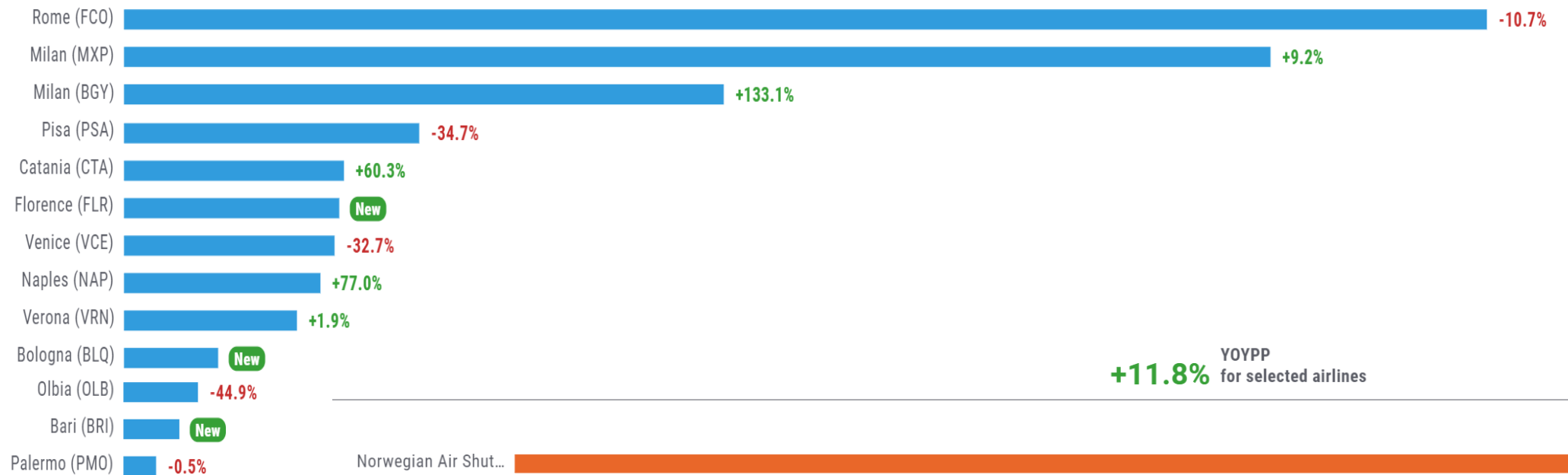
Comparison to pre-pandemic

Seat capacity from Italy to **Norway** will be **12% above** the pre-pandemic during spring-summer 2023

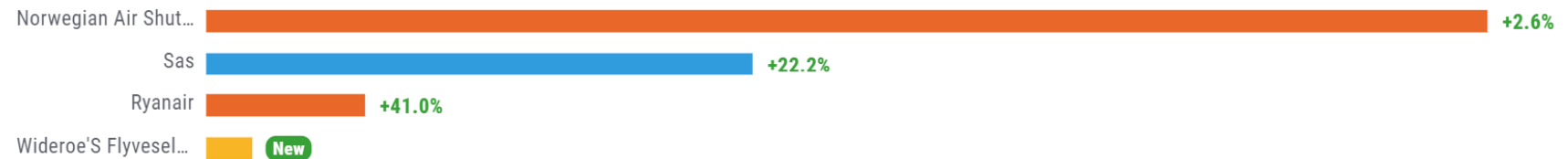
✈ Italy (excl. domestic) → Norway **Pre-pandemic analysis**

Filtered period | 01 Apr 2023 - 30 Sep 2023 compared to 01 Apr 2019 - 30 Sep 2019

13 airports **+11.8%** YOYPP for selected locations



+11.8% YOYPP for selected airlines





ForwardKeys

Flight arrivals/bookings

Change in flight bookings* for Jun-Aug 2023 compared to summer pre-pandemic

*change in flight bookings for
Jun-Aug → data update 12.3.

→ 2.4.

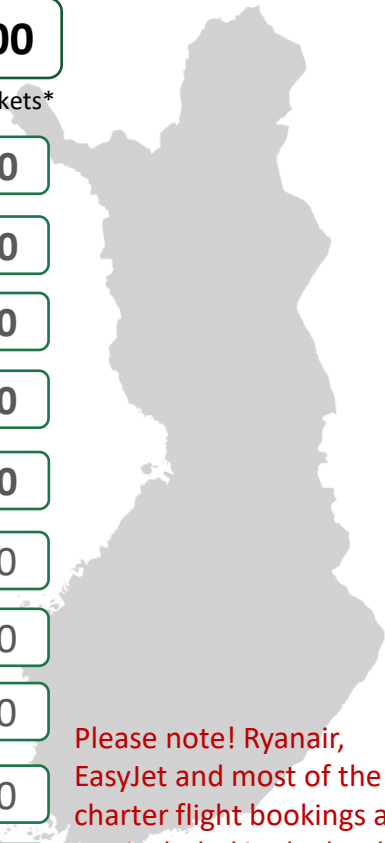
Total int'l
summer 2023 vs. 2019



101,000

No. of flight tickets*

June-August



Germany



15,600

USA



10,200

UK



8,900

Switzerland



6,900

France



6,100

Hong Kong



4,600

Netherlands



4,500

Italy



3,300

Spain



3,200

Sweden



2,900

Japan



1,500

Please note! Ryanair, EasyJet and most of the charter flight bookings are not included in the booking data and this needs to be taken into account when comparing the markets.

Change in flight arrivals/booking from Italy

Comparison to pre-pandemic

- Travel from Italy to Finland recovered this winter and summer bookings seem to continue the positive trend.
- Also Sweden and Norway seem to be recovering during the summer and autumn.

Destination benchmark

YOYPP of tourist arrivals

Data updated 09-Apr

Italy - Change in arrivals / bookings vs. pre-pandemic

Tourist arrivals to my competing destinations



Including at least 1 night in destination.

Biggest low-cost carriers like Ryanair and Easyjet not included in the data.
Most of the charter flights also missing.

Flight bookings for summer 2023 (Jun-Aug)

Comparison with pre-pandemic



Italy - Bookings for Jun-Aug 2023

	June	July	August	Jun-Aug
Finland	1,200	1,000	1,500	3,700
Sweden	1,300	800	900	3,100
Norway	1,100	1,500	1,700	4,300
Finland	+9%	-10%	+16%	+5%
Sweden	+13%	+8%	+7%	+10%
Norway	-12%	+6%	-4%	-3%

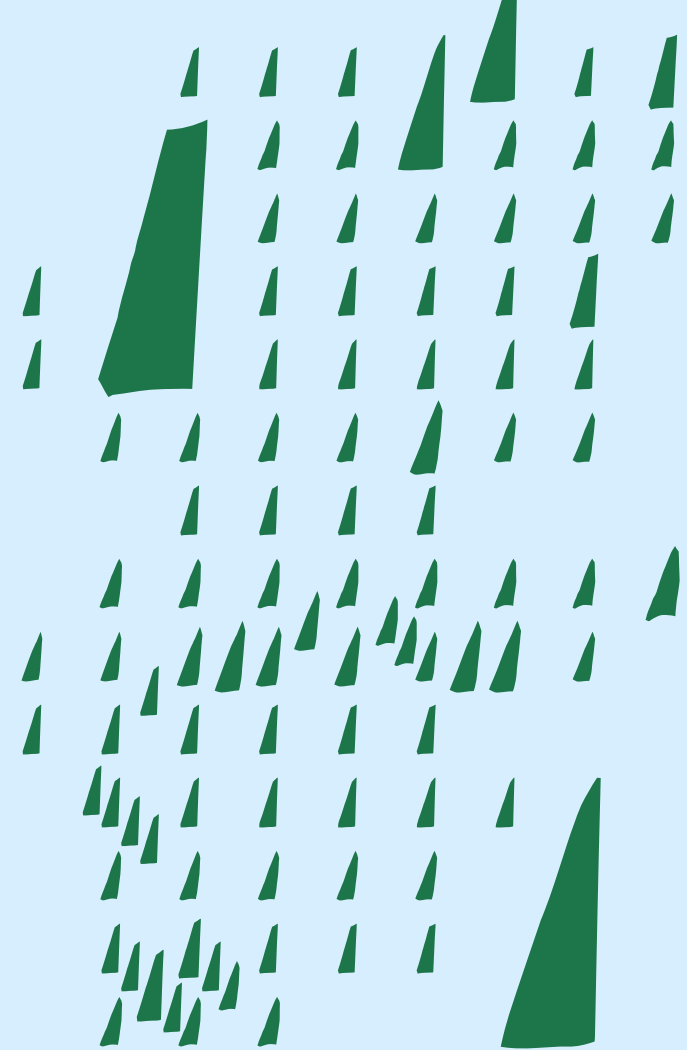
Spain - Bookings for Jun-Aug 2023

	June	July	August	Jun-Aug
Finland	1,200	1,200	1,200	3,600
Sweden	1,500	1,700	1,000	4,200
Norway	1,200	1,500	1,300	4,000
Finland	+46%	+54%	+87%	+61%
Sweden	+62%	+92%	+35%	+64%
Norway	+58%	+109%	+48%	+70%

Including at least 1 night in destination.

Biggest low-cost carriers like Ryanair and Easyjet not included in the data.

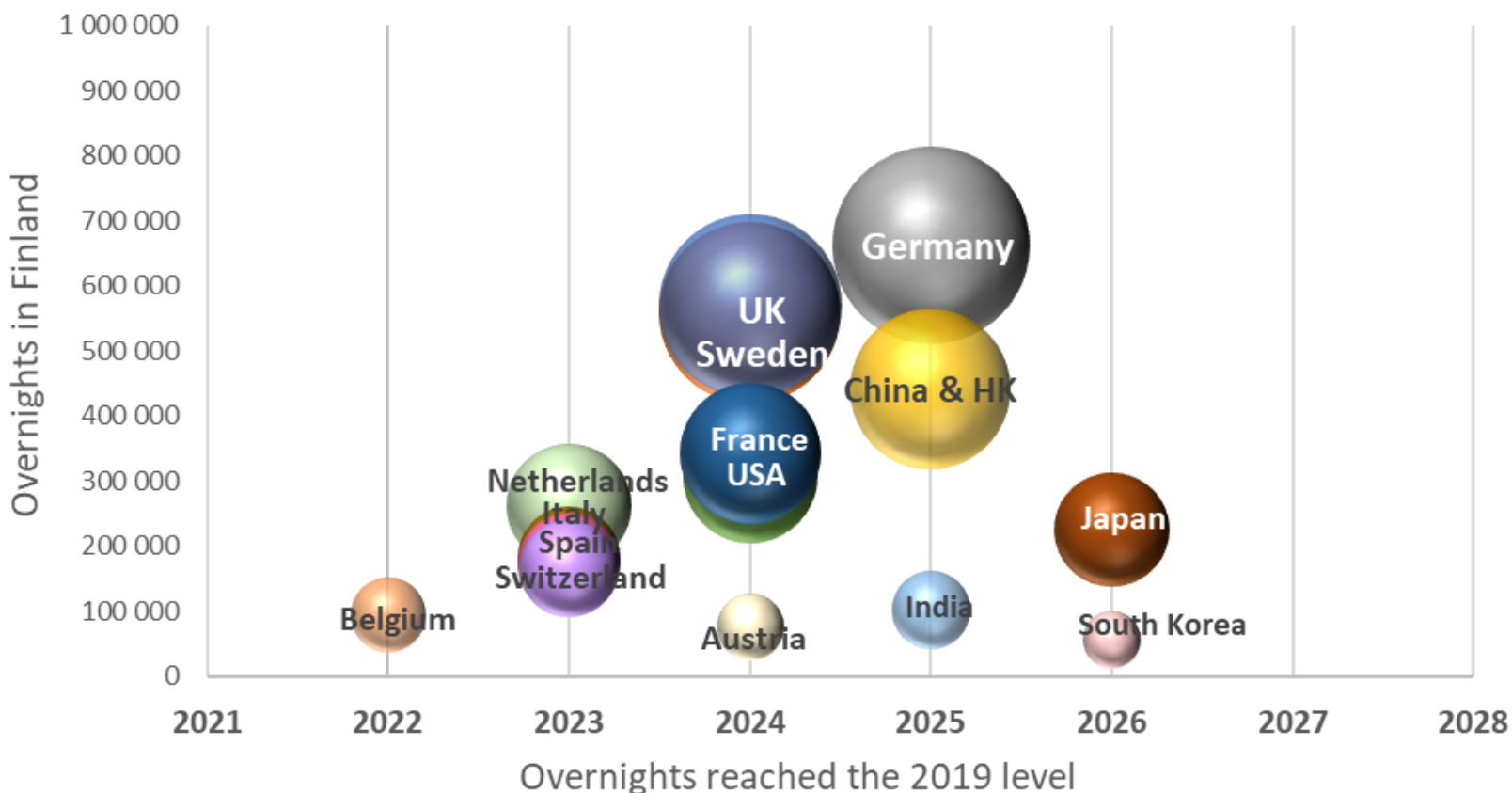
Oxford Economics forecast for Travel Recovery



Overnights – Recovery to 2019 levels

Databank update March/2023

Recovery timeline - Overnights in Finland reached the level of 2019



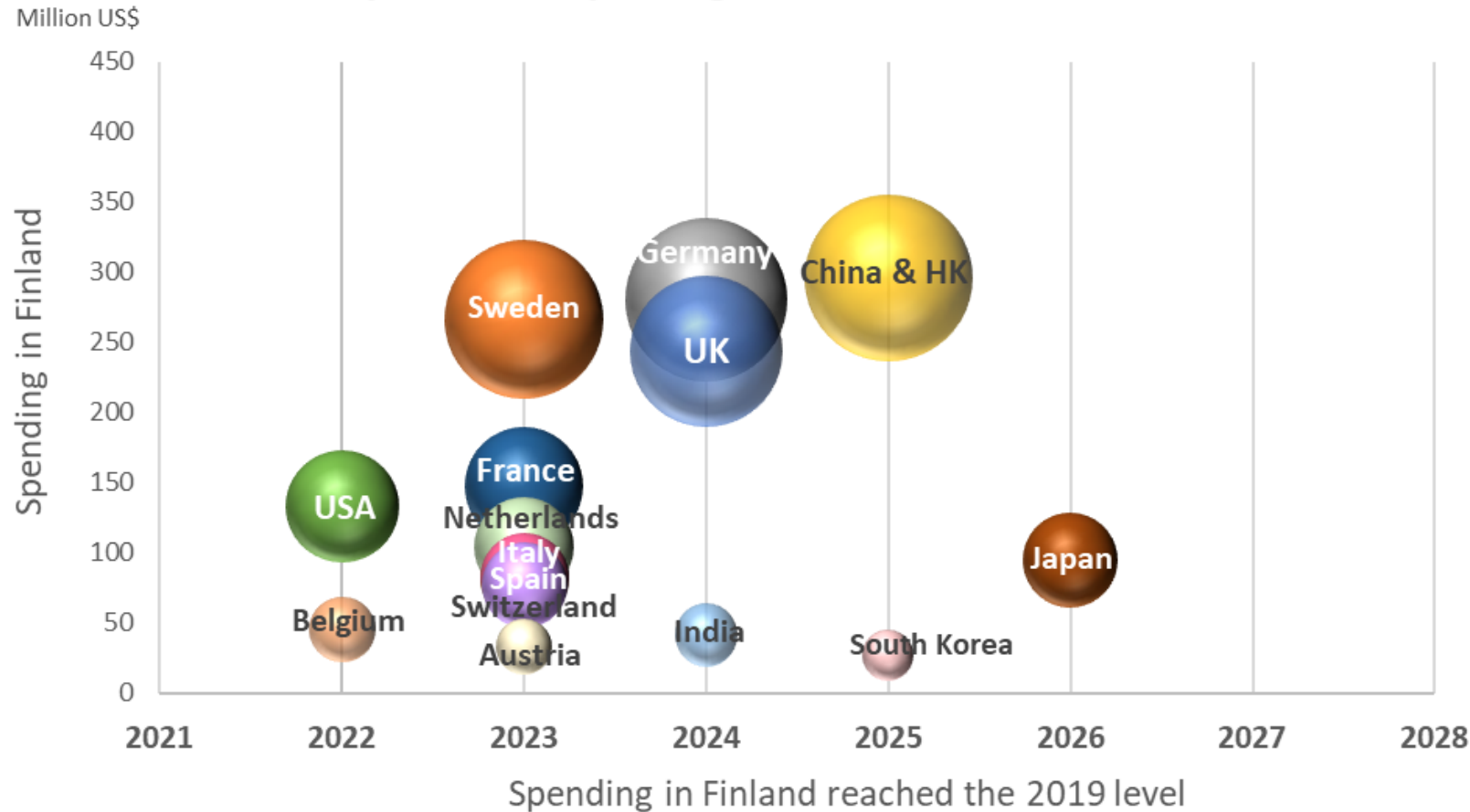
Source: Oxford Economics, databank update Mar 27, 2023

	No. of overnights in 2023	comp. to 2019
Germany	546 200	-17 %
Sweden	523 300	-6 %
UK	503 100	-12 %
France	329 900	-3 %
Netherlands	298 100	14 %
USA	290 400	-6 %
Italy	193 800	7 %
Spain	193 700	11 %
Russia*	180 200	-78 %
China	174 200	-61 %
Switzerland	167 700	1 %
Belgium	122 200	30 %
Japan	91 200	-59 %
Austria	74 000	-3 %
India	71 300	-30 %
South Korea	37 100	-34 %

Spending – Recovery to 2019 levels

Databank update March/2023

Recovery timeline - Spending in Finland reached the level of 2019



Source: Oxford Economics, databank update Mar 27, 2023

	Spending (Million US\$) in 2023	comp.to 2019
Sweden	260,6	-2 %
Germany	225,2	-20 %
United Kingdom	212,1	-13 %
France	143,6	-2 %
United States**	124,3	-6 %
China	113,3	-62 %
Netherlands	113,3	9 %
Spain	89,6	9 %
Italy	88,8	10 %
Russia	79,2	-79 %
Switzerland	77,3	1 %
Belgium	57,9	28 %
Japan	35,7	-62 %
Austria	32,3	-2 %
India	30,9	-25 %
South Korea	19,4	-26 %

**) USA will recover to 2019 level in 2022, but will remain slightly below 2019 level in 2023

