



Japan

MARKET REVIEW 2016

Japanese Visitors in Finland – Statistical Trends and Profile

VOLUME OF JAPANESE OUTBOUND TRAVEL AND IMPACT FOR FINLAND



Population 126,5 million people

Outbound travel from Japan:

22,3 million

arrivals to all destinations

in 2016

+9 % compared to 2015

Europe's share of Japanese outbound travel is 19 %

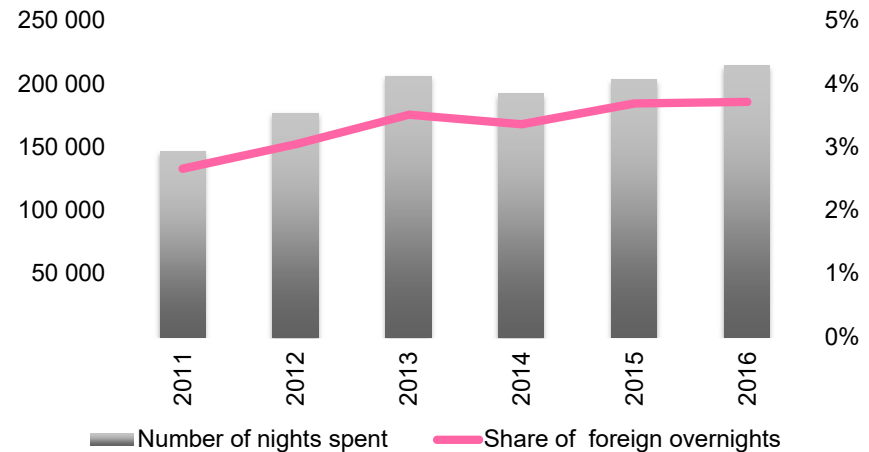
Finland's share of Japanese outbound travel is 0,7 %

Japan is the 8th most important market for Finland by the number of overnights

214 500 registered overnights* from Japan in 2016

4 % of all foreign overnights in Finland

Average annual change of overnights **7,2 %** per year (2010 – 2016) and **5,4 %** in 2016



* Incl. hotels, motels, hostels, youth hostels, holiday villages and camping sites with at least 20 bed places or caravan pitches with electrical connection points.

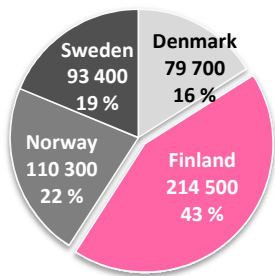
Sources: CIA World Factbook
Tourism Economics
Statistics Service Rudolf, Visit Finland

FINLAND HAS THE BIGGEST SHARE OF JAPANESE OVERNIGHTS OF THE NORDIC COUNTRIES

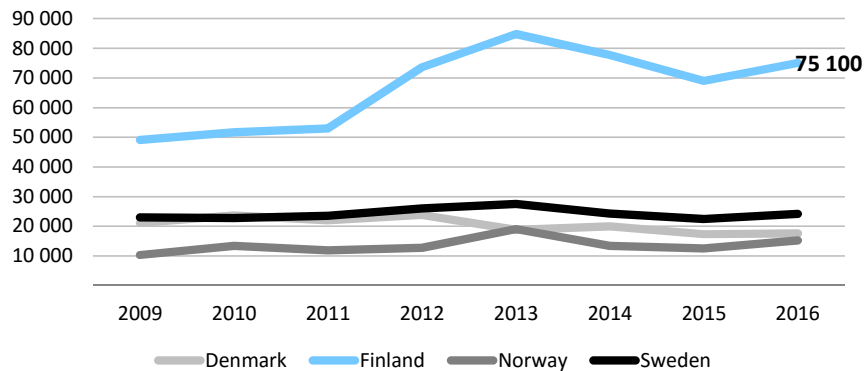


In the winter season 2016 Finland had a share of 57% of all Japanese overnights in the Nordic countries. In summer season the difference between Finland and other Nordic countries is smaller. Finland and Norway both have more than 30% share of the overnights.

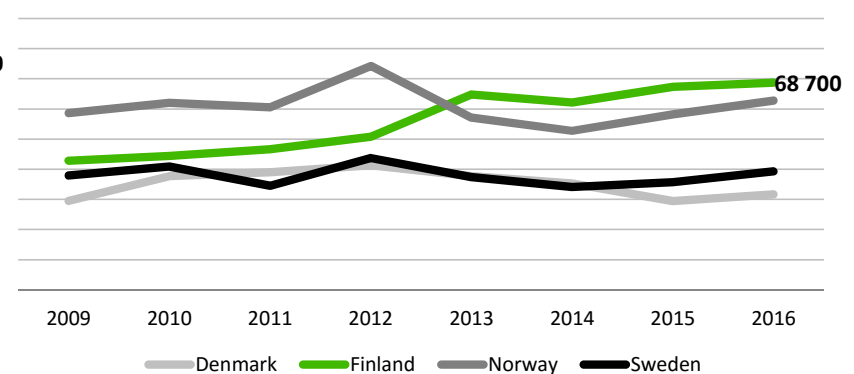
Nordic countries' share of Japanese overnights 2016



Japanese overnights in the Nordic countries, winter season (Dec-Apr) 2009-2016



Japanese overnights in the Nordic countries, summer season (Jun-Aug) 2009-2016

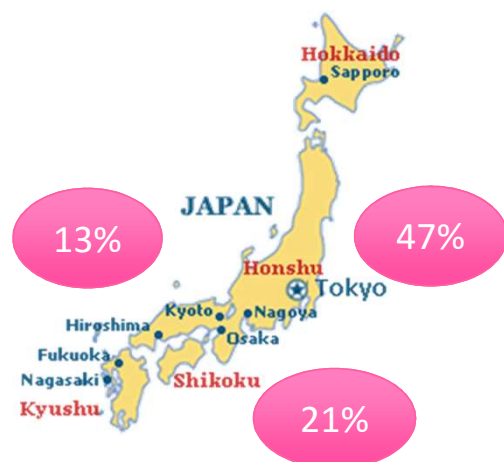


Sources: Statistics Service Rudolf, Visit Finland
Statistics Sweden, Norway and Denmark

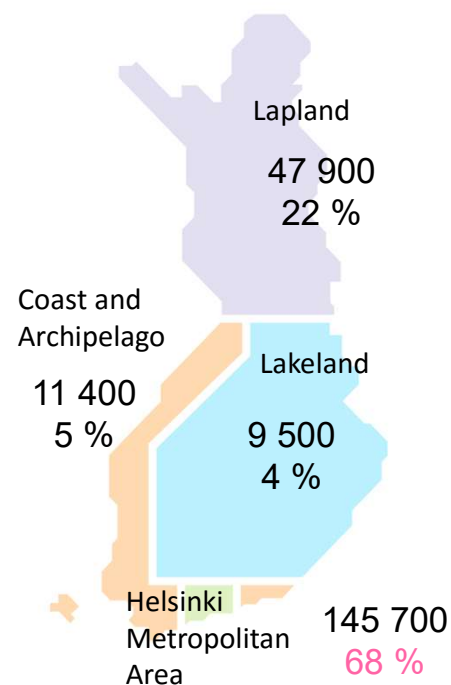
AREA OF RESIDENCE IN JAPAN AND DESTINATION AREAS IN FINLAND



In 2016 a total of 68 500 leisure trips were made from Japan with Finland as the main destination. The majority of trips were made from Tokyo (47%), Osaka (21%) and Nagoya (13%) areas.



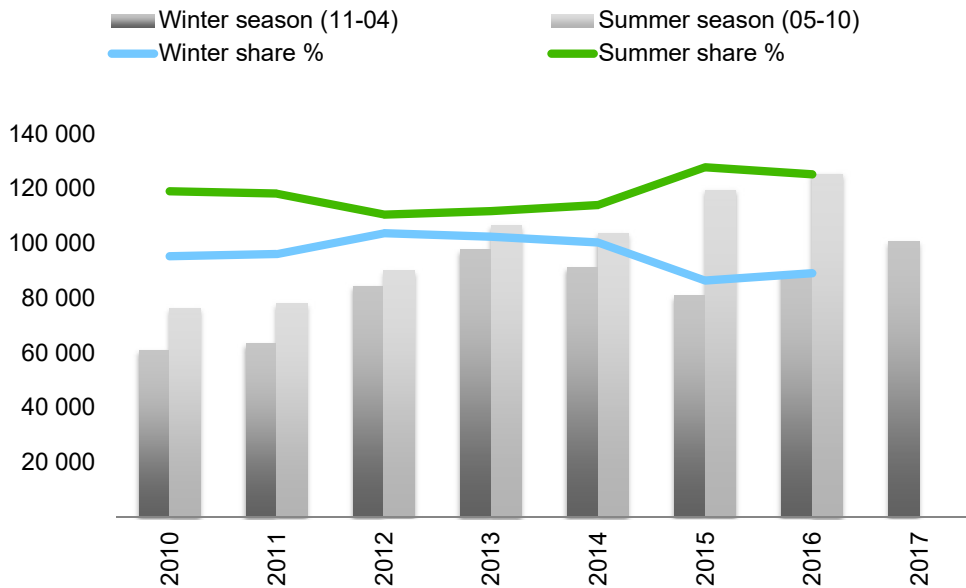
Number of Japanese overnights and share by destination area in 2016



With a share of 68 % of Japanese overnights in Finland, Helsinki area was the most preferred area for visitors from Japan in 2016.

A fifth of overnights from Japan were registered in Lapland.

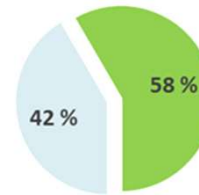
60 % OF JAPANESE OVERNIGHTS ARE REGISTERED IN SUMMER IN FINLAND



Japanese overnights in 2016 in Finland, share:

Summer
125 400 overnights

Winter
89 300 overnights



The majority of the Japanese overnights in Finland are registered in the summer season.

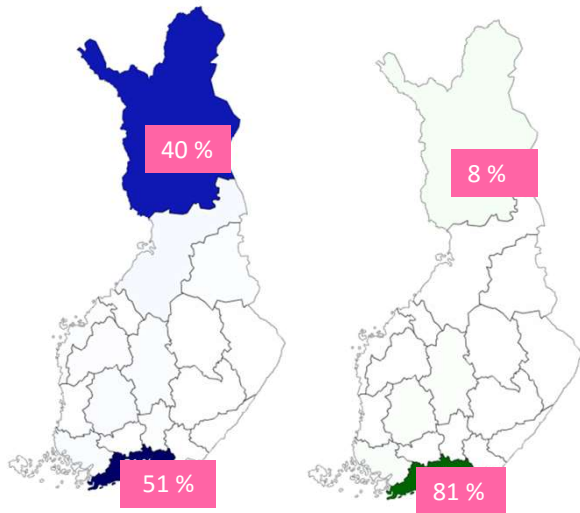
The number of overnights grew by 10 % in the winter season and by 5 % in the summer season 2016 compared to the previous year.

The overnights grew by 13 % in the winter season 2017 compared to the winter season 2016.

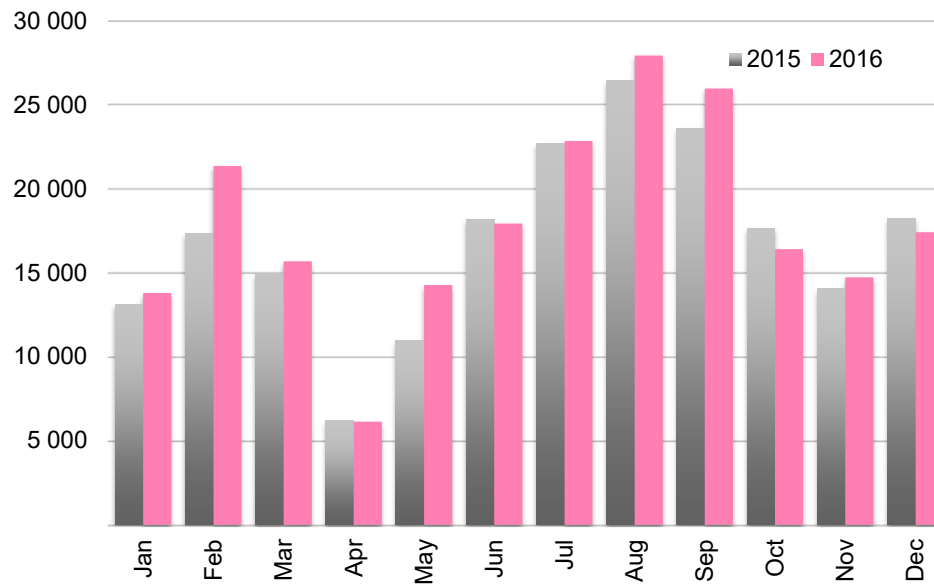


Source: Statistics Service Rudolf, Visit Finland

TOURISM BY SEASON



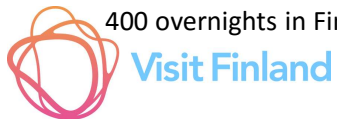
Japanese overnights in Finland by month 2015 and 2016



TOP 3 months, percentage of yearly overnights:

August 13 %
September 12 %
July 11 %

In the winter season 2016 a total of 89 300 Japanese overnights were registered in Finland. Lapland and Helsinki area were the most popular regions. In the summer season, Helsinki Area was the most popular destination with more than 80 % of the 125 400 overnights in Finland.



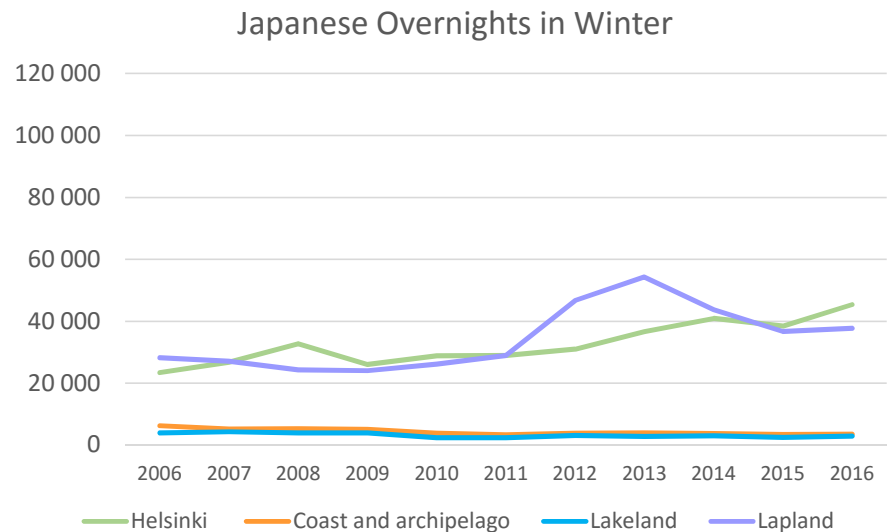
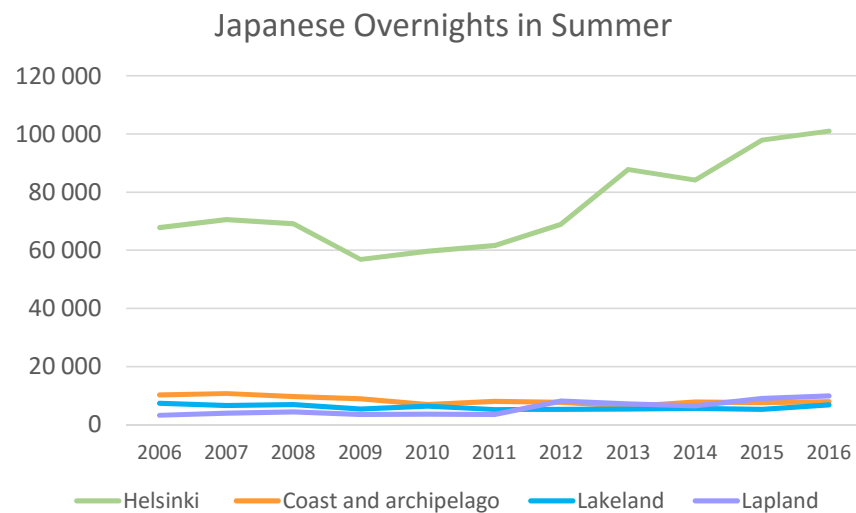
July, August and September are the most typical months for the Japanese to stay in Finland. In 2016 February was among the most popular months.

Source: Statistics Service Rudolf, Visit Finland

Helsinki most popular destination

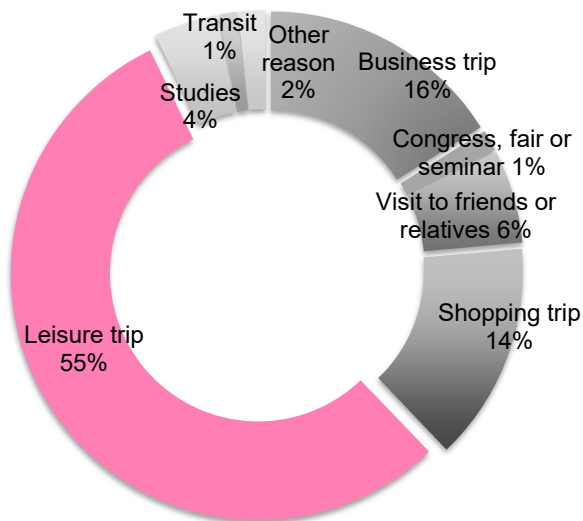


Helsinki area gains the majority of Japanese overnights, especially in summer. 70% of nights spent in Helsinki in 2016 were registered in the summer season. In winter season Lapland and Helsinki are the most popular destinations.



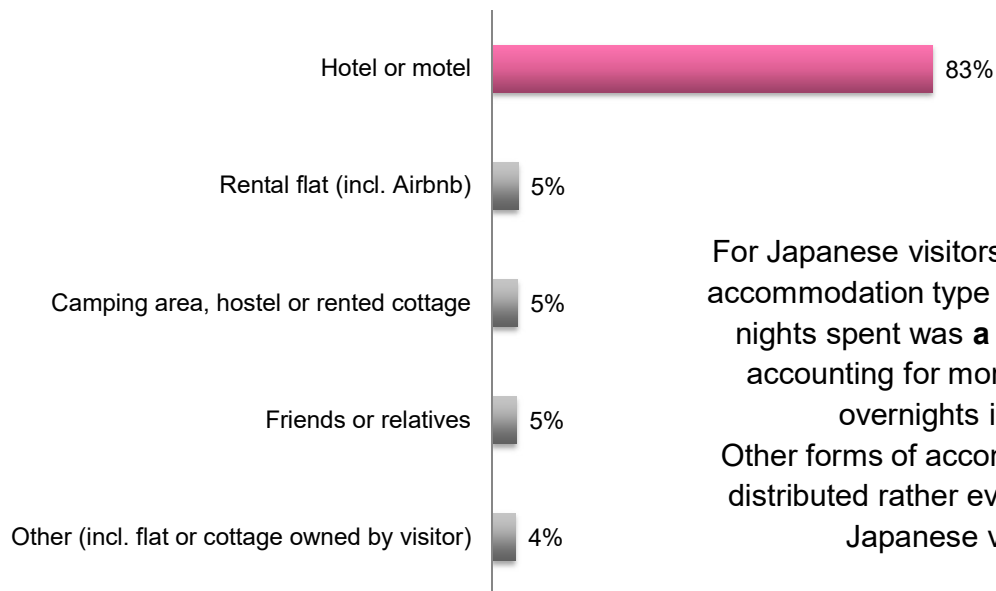
Source: Statistics Service Rudolf, Visit Finland

PURPOSE OF THE TRIP AND ACCOMMODATION TYPE



More than half of the trips made from Japan to Finland in 2016 were leisure trips.

16% of the trips were made for business and 14% were shopping trips.



For Japanese visitors the most typical accommodation type by the number of nights spent was a **hotel or motel** accounting for more than 80% of overnights in 2016. Other forms of accommodation were distributed rather evenly among the Japanese visitors.

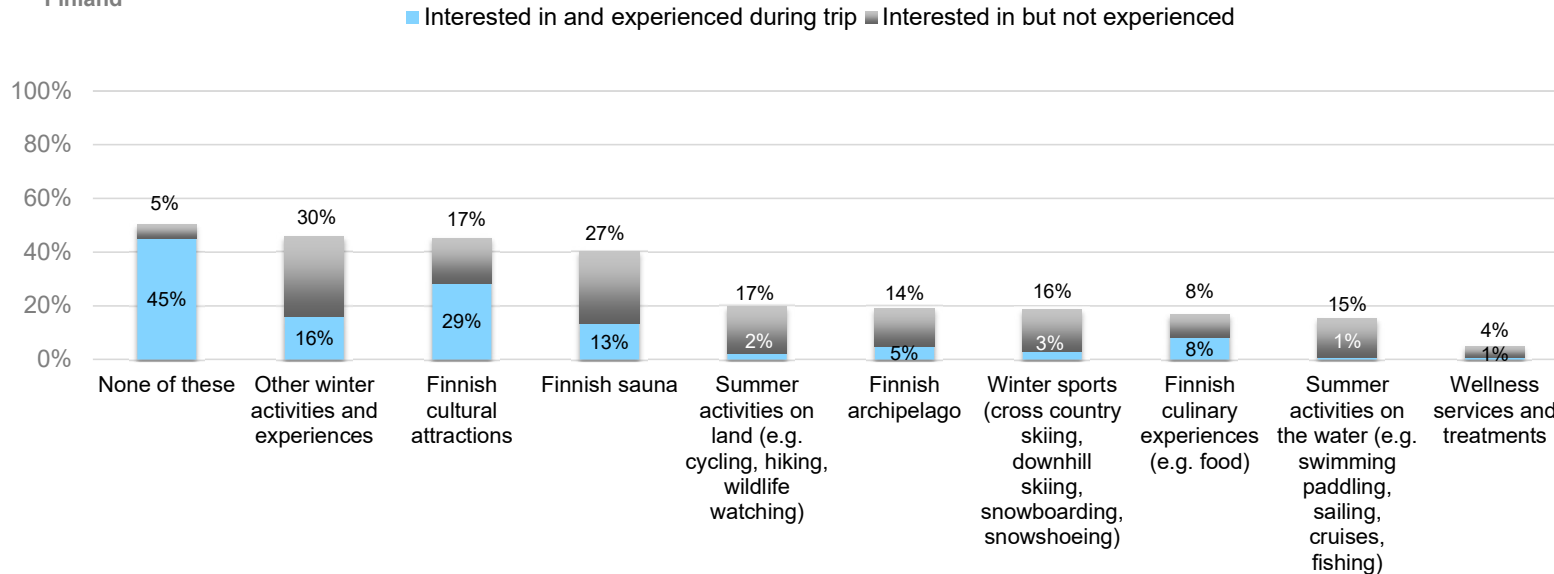


ACTIVITIES AND EXPERIENCES IN FINLAND



What is interesting about and what was experienced in Finland

Share of 231 400 trips to Finland



Japanese visitors found winter activities and experiences as well as Finnish cultural attractions the most interesting activities in Finland in 2016. Almost half of the visitors were interested in them. 16% experienced winter activities and almost 30% of the visitors experienced Finnish cultural attractions during their trip.

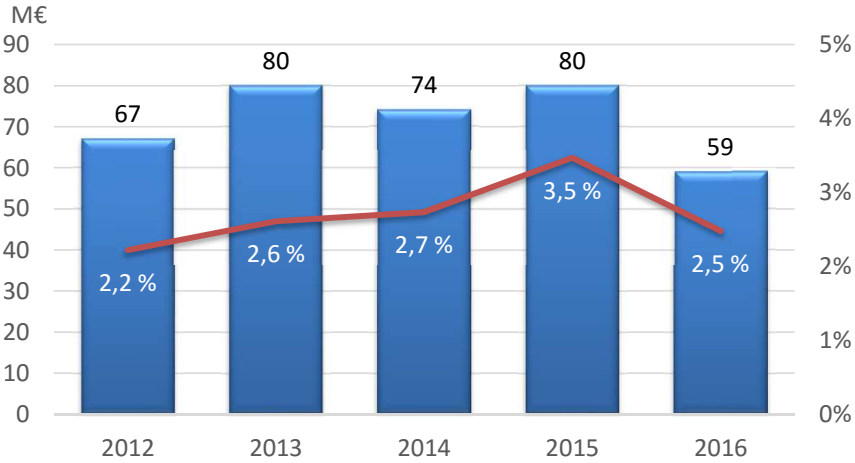


Source: VF Visitor Survey 2016



JAPAN IS NUMBER 10 OF TOURISM SPENDERS IN FINLAND

Travel-related credits from Japan and share of total tourism income



Travel-related credits 2016

1. Russia
2. Sweden
3. Estonia
4. Germany
5. China
- ...

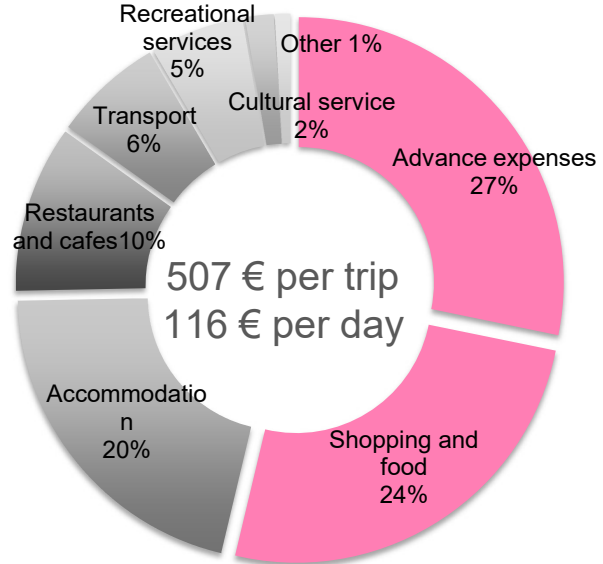
10. Japan

Change to previous year
-26%

Share of total tourism income **2,5 %**

EXPENDITURE IN FINLAND

Travel budget by item



In 2016 Japanese visitors spent a quarter of their travel budget in Finland on shopping and food products, and a fifth was spent on accommodation.



Source: Statistics Service Rudolf, Visit Finland
VF Visitor Survey 2016

SOURCES AND MORE INFORMATION:

www.visitfinland.fi/tutkimukset-ja-tilastot
www.visitfinland.com/about-us/tourism-finland



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