



# United Kingdom

MARKET REVIEW 2016

British Visitors in Finland – Statistical Trends and Profile

# VOLUME OF BRITISH OUTBOUND TRAVEL AND IMPACT FOR FINLAND



Population 64,8 million people

Outbound travel from United Kingdom:  
 83,7 million  
 arrivals to all destinations  
 in 2016  
 +3 % compared to 2015

Europe's share of British outbound travel is 74 %

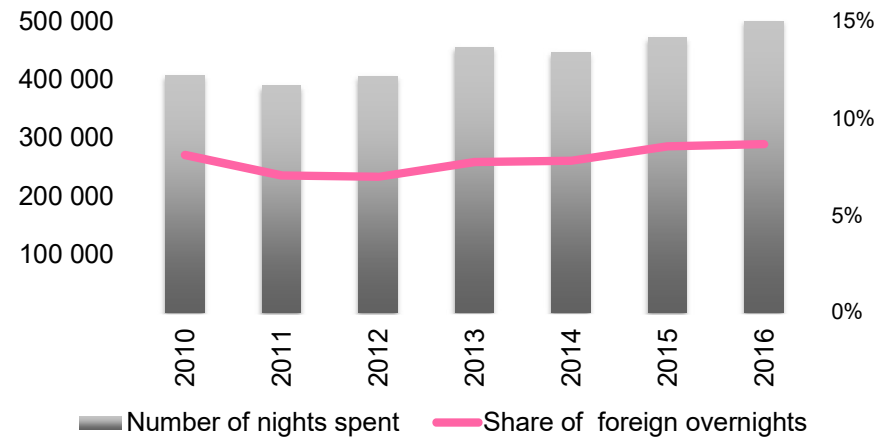
Finland's share of British outbound travel is 0,4 %

United Kingdom is the 4th most important market for Finland by the number of overnights

**500 700** registered overnights\* from United Kingdom in 2016

**9 %** of all foreign overnights in Finland

Average annual change of overnights **1,4 %** per year (2010 – 2016)  
 and **6,1 %** 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.

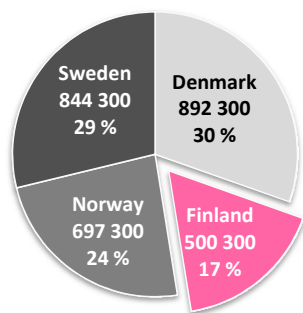
Sources: CIA World Factbook  
 Tourism Economics  
 Statistics Service Rudolf

## INCREASE IN BRITISH OVERNIGHTS IN THE NORDIC COUNTRIES

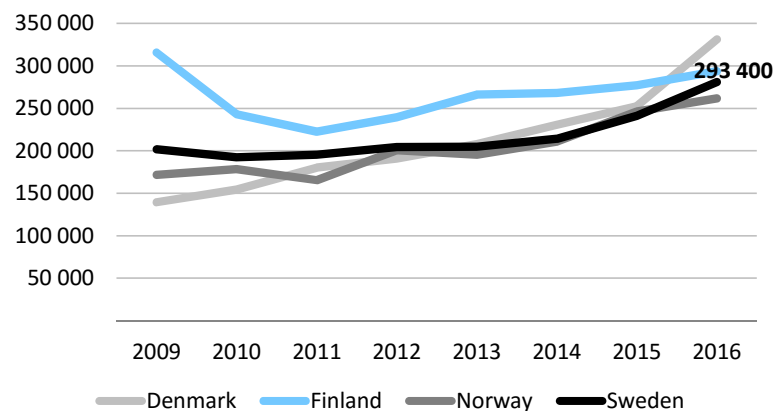


British overnights increased in all Nordic countries last year. The average annual growth during 2009 – 2016 has been strongest in Denmark. Finland has a 17% share of the UK market in the Nordic countries. Finland performs well in winter with a 25% share, but lags behind its Nordic competitors in summer with a share of only 9%.

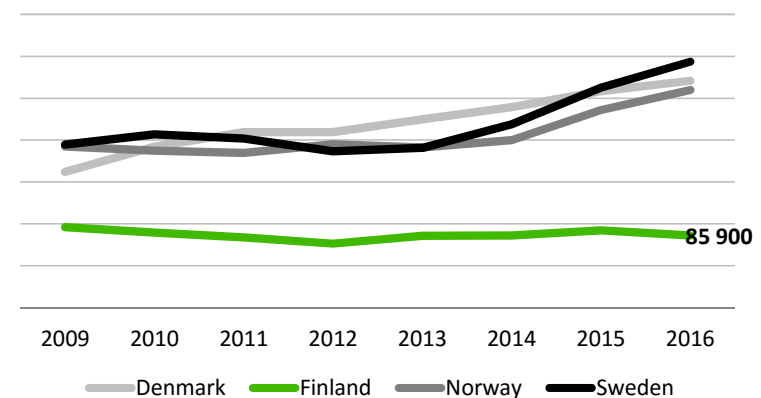
Nordic countries' share of British overnights 2016



British overnights in the Nordic countries, WINTER season (Dec-Apr) 2009-2016



British overnights in the Nordic countries, SUMMER season (Jun-Aug) 2009-2016

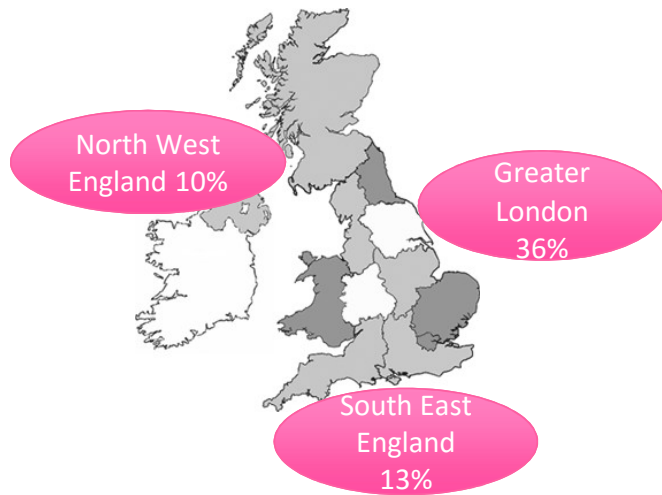


Sources: Statistics Service Rudolf, Visit Finland  
Statistics Sweden, Norway and Denmark

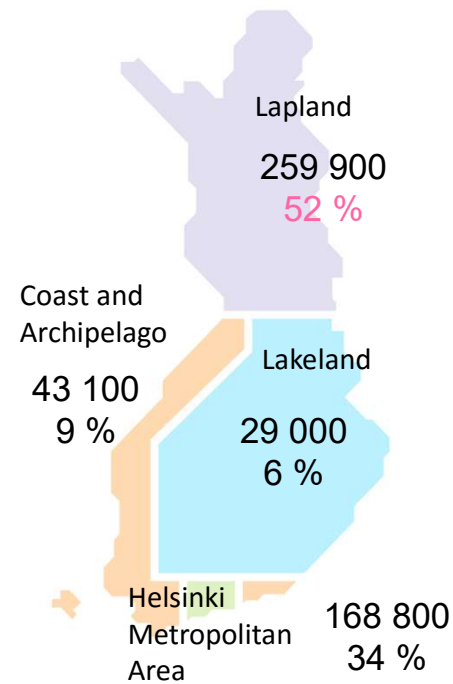
# AREA OF RESIDENCE IN UNITED KINGDOM AND DESTINATION AREAS IN FINLAND



In 2016 a total of 77 000 leisure trips were made from United Kingdom with Finland as the main destination. The majority of trips were made from Greater London.

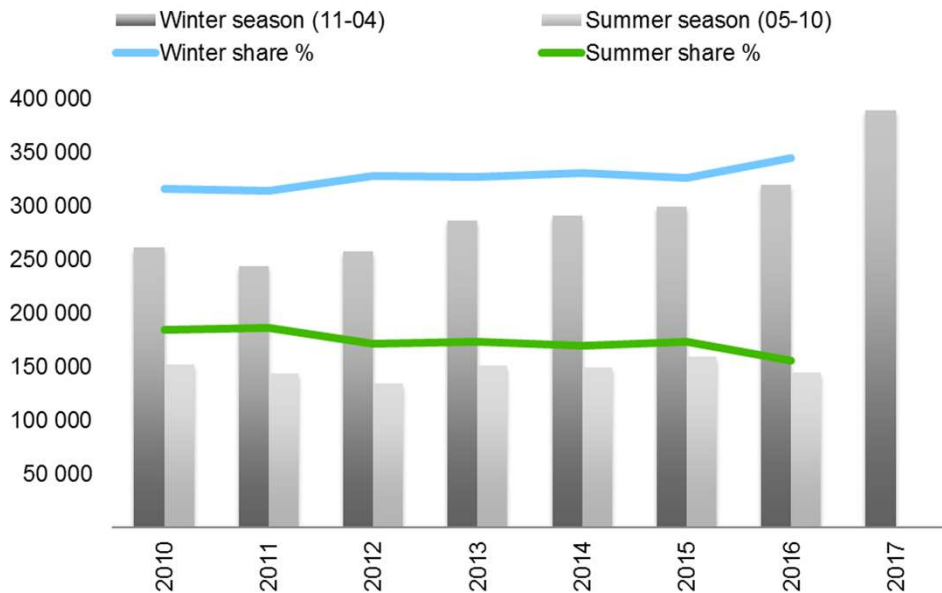


Number of British overnights and share by destination area in 2016



With more than a half of British overnights in Finland, Lapland was the most preferred destination for visitors from United Kingdom in 2016. A third of overnights from United Kingdom were registered in Helsinki Metropolitan Area.

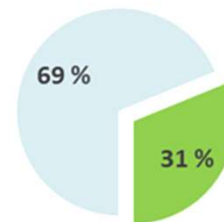
# 70 % OF BRITISH OVERNIGHTS ARE REGISTERED IN WINTER IN FINLAND



British overnights in 2016 in Finland, share:

**Summer**  
144 400 overnights

**Winter**  
319 800 overnights



The majority of British overnights are registered in the winter season in Finland.

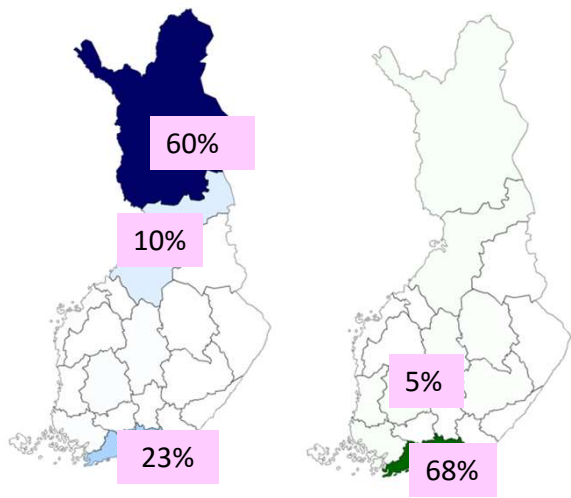
The number of overnights grew by 7 % in the winter season 2016 and decreased by 1 % in the summer season compared to previous year.

The overnights grew by 22 % in the winter season 2017 compared to the winter season 2016.

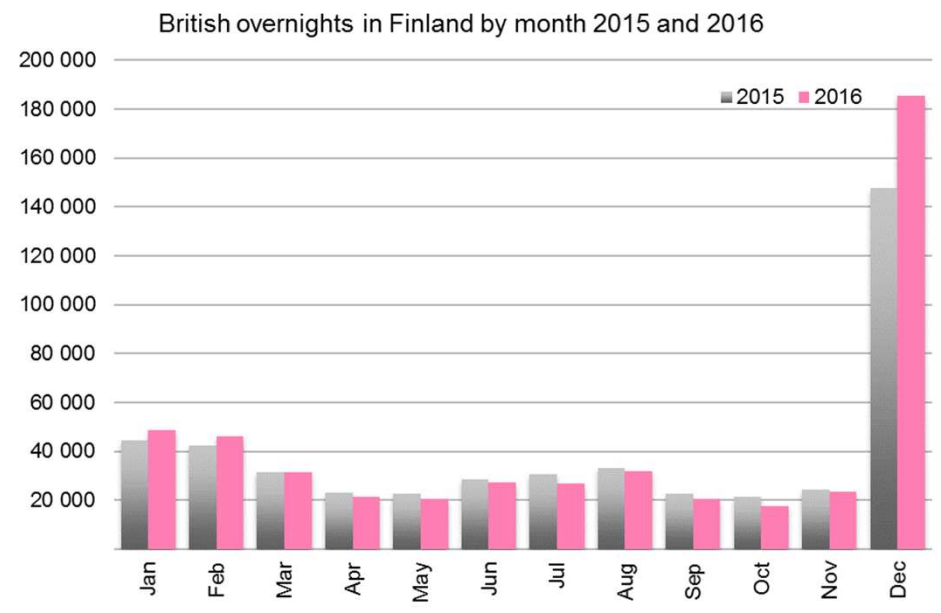


Source: Statistics Service Rudolf, Visit Finland

# TOURISM BY SEASON



Lapland and Helsinki Area were the most popular regions by the number of overnights in the winter season 2016 (319 200 overnights in Finland). In the summer season, Helsinki Area was the most popular destination (144 400 overnights in Finland).



December is the most popular month for British visitors to stay in Finland. January and February also got more popular among the Brits in 2016 compared to the previous year.



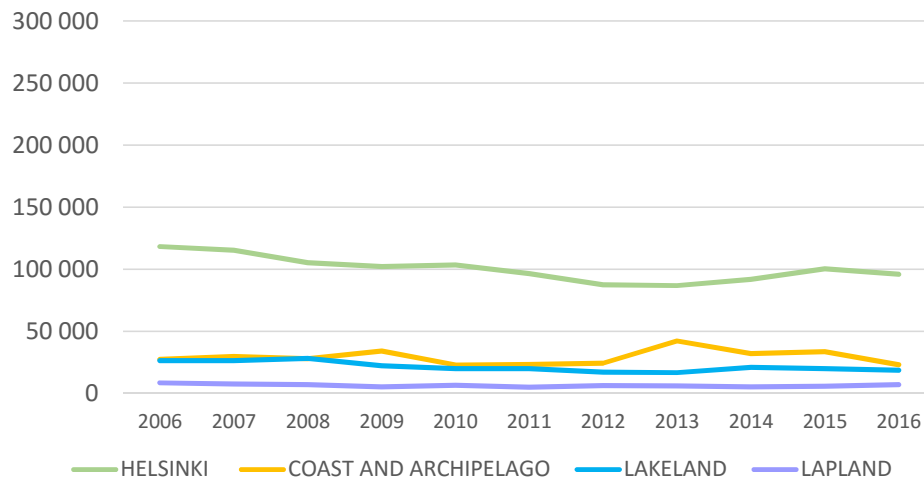
Source: Statistics Service Rudolf, Visit Finland

## Helsinki most popular destination in summer, Lapland in winter

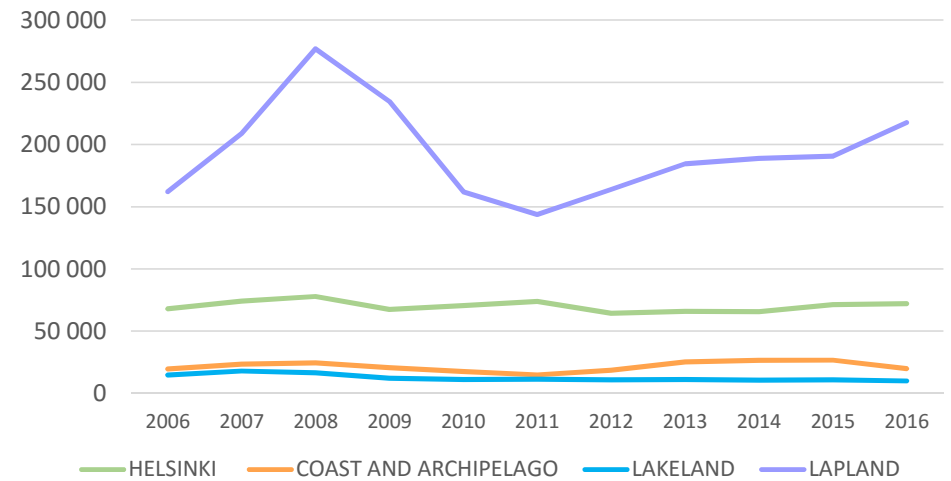
Winter is the most popular tourist season for British tourists in Lapland, where almost 70% of British overnights were registered in 2016. In summer the most popular destination is Helsinki Metropolitan Area.



British Overnights in Summer

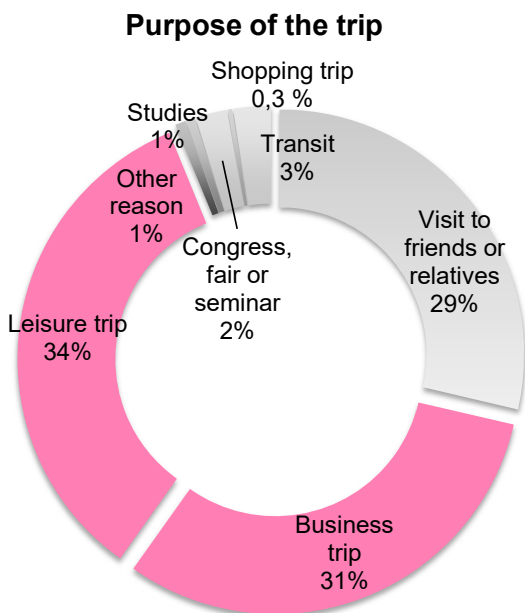


British Overnights in Winter



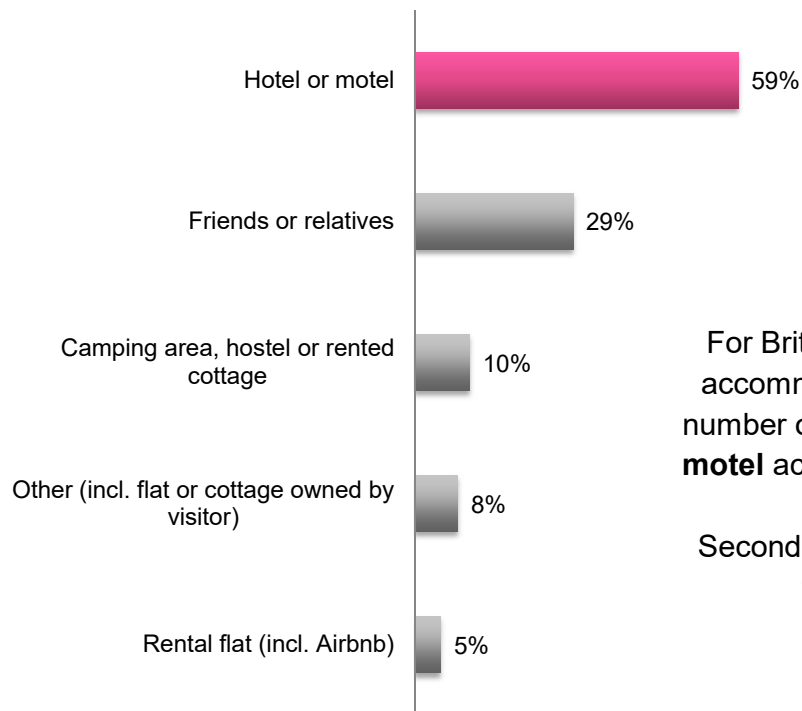
Source: Statistics Service Rudolf, Visit Finland

# PURPOSE OF THE TRIP AND ACCOMMODATION TYPE

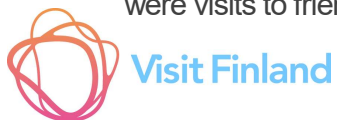


A third of trips made from United Kingdom to Finland in 2016 were leisure trips.

Almost a third of trips (31%) were made for business, and another almost a third (29%) were visits to friends or family.



For British visitors, the most typical accommodation type in 2016 by the number of nights spent was a **hotel or motel** accounting for more than half of total overnights. Second most nights were spent with **friends or relatives**.



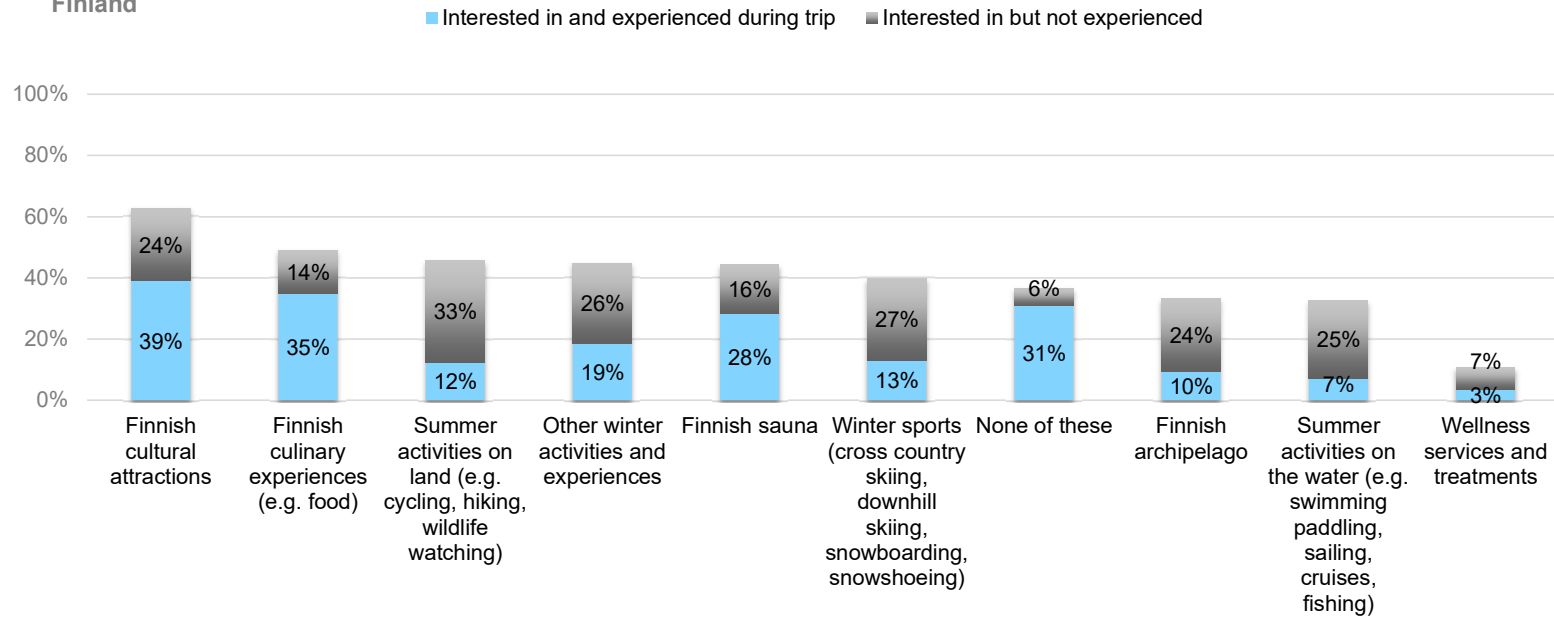


# ACTIVITIES AND EXPERIENCES IN FINLAND



## What is interesting about and what was experienced in Finland

Share of 253 244 trips to Finland



For the British visitors the most interesting activity in Finland in 2016 were Finnish cultural attractions. More than 60% of the visitors were interested in them and almost 40% also experienced them. Half of the British visitors were interested in Finnish cultural experiences and 35% experienced them.

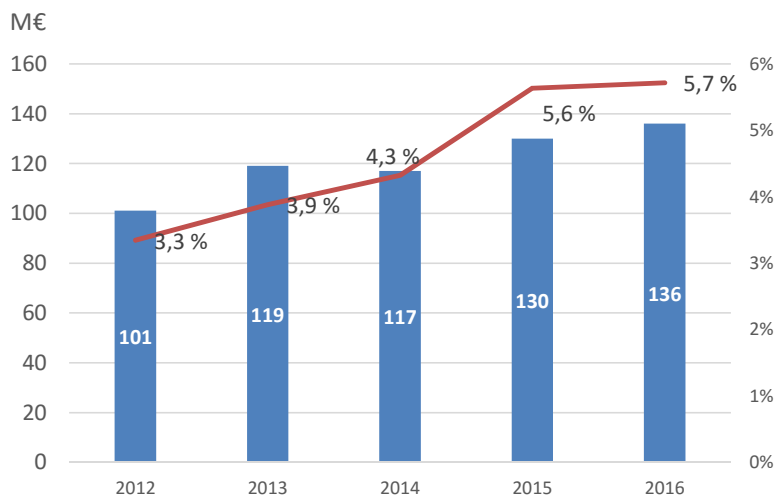


Source: VF Visitor Survey 2016



## UNITED KINGDOM IS AMONG THE BIGGEST TOURISM SPENDERS IN FINLAND

Travel-related credits from United Kingdom and share of total tourism income



Travel-related credits / top countries 2016

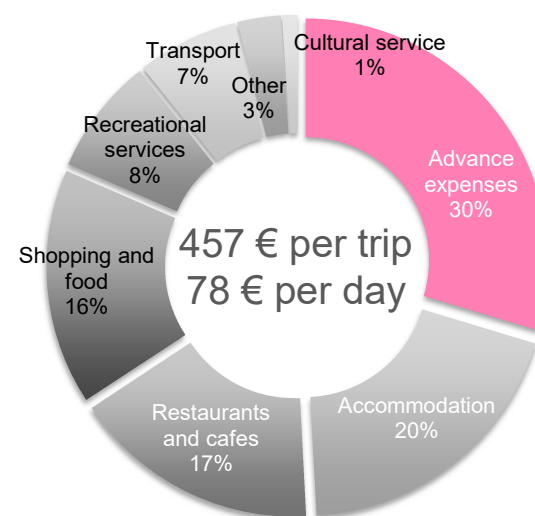
1. Russia
2. Sweden
3. Estonia
4. Germany
5. China
6. United States
7. **United Kingdom**

Growth compared to previous year **4,7 %**

Share of total tourism income **5,7 %**

## EXPENDITURE IN FINLAND

### Travel budget by item



In 2016 British visitors spent a fifth of their travel budget in Finland on accommodation, and almost a fifth was spent on restaurants and cafes as well as on shopping and food products .



## SOURCES AND MORE INFORMATION:

[www.visitfinland.fi/tutkimukset-ja-tilastot](http://www.visitfinland.fi/tutkimukset-ja-tilastot)  
[www.visitfinland.com/about-us/tourism-finland](http://www.visitfinland.com/about-us/tourism-finland)

