

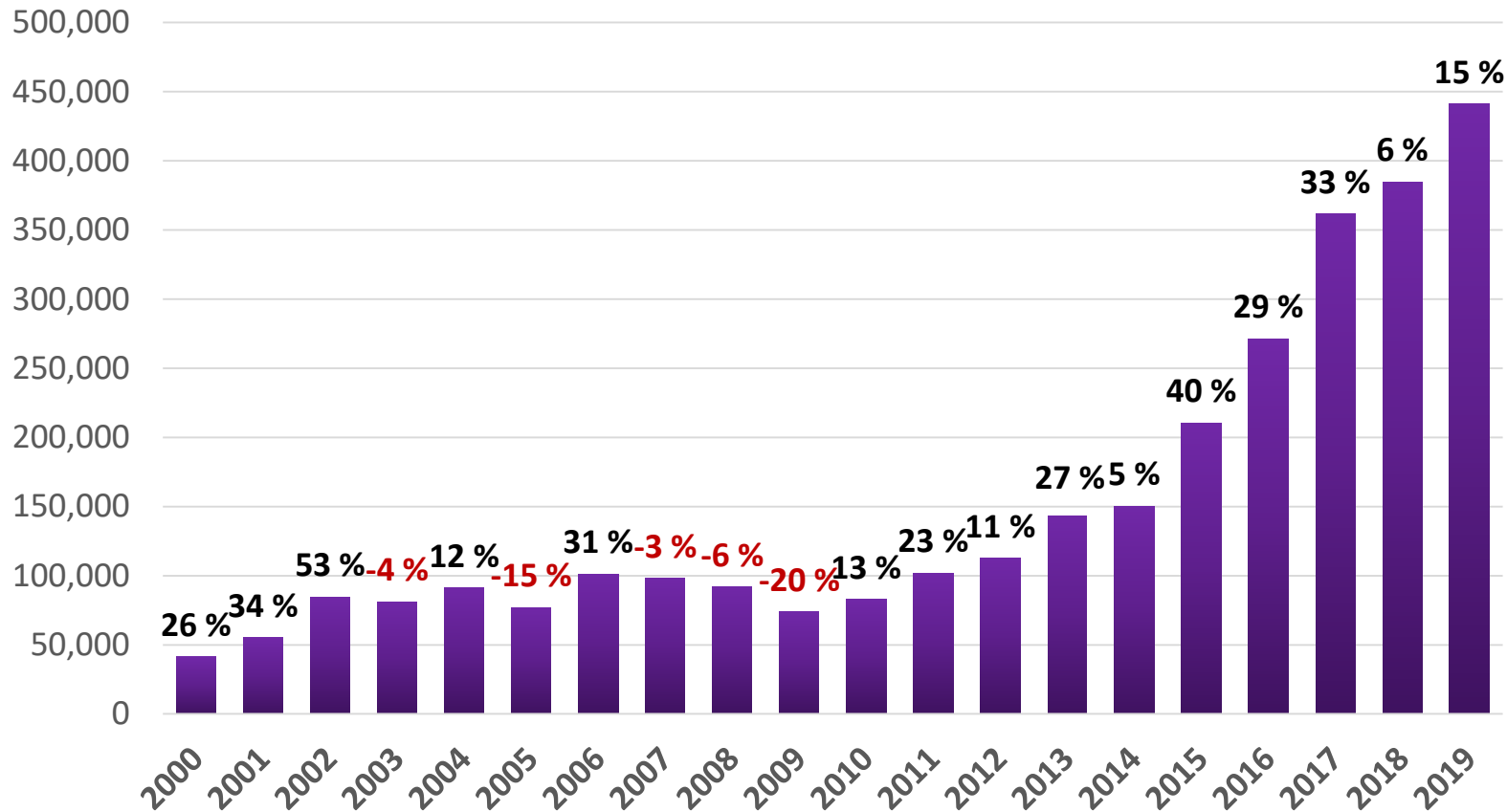
BUSINESS
FINLAND

China Market Review

VISIT FINLAND

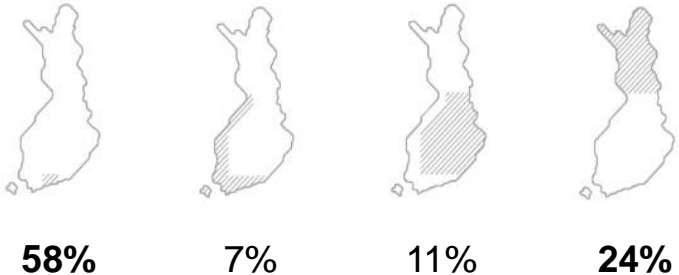


CHINESE (INCL. HONG KONG) OVERNIGHTS IN FINLAND



Year 2019
5th in country rankings
 with a **6% share** of foreign overnights
 Average change 2000-2019: **+15%**
 Change 2019 compared to 2000: **+968%**

Share of overnights by regions 2019



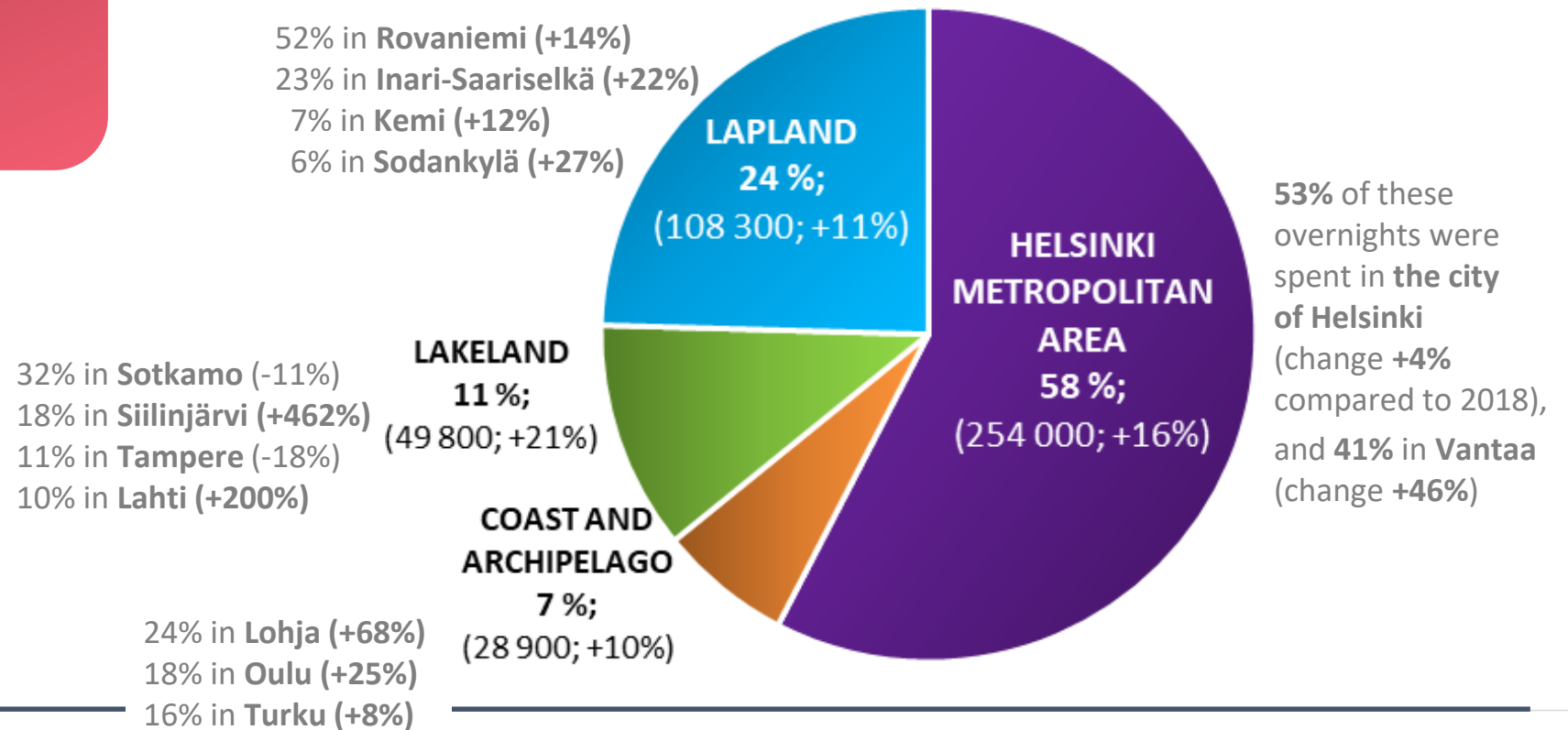
CHINESE (INCL. HONG KONG) OVERNIGHTS IN FINLAND / YEAR 2019

Year 2019

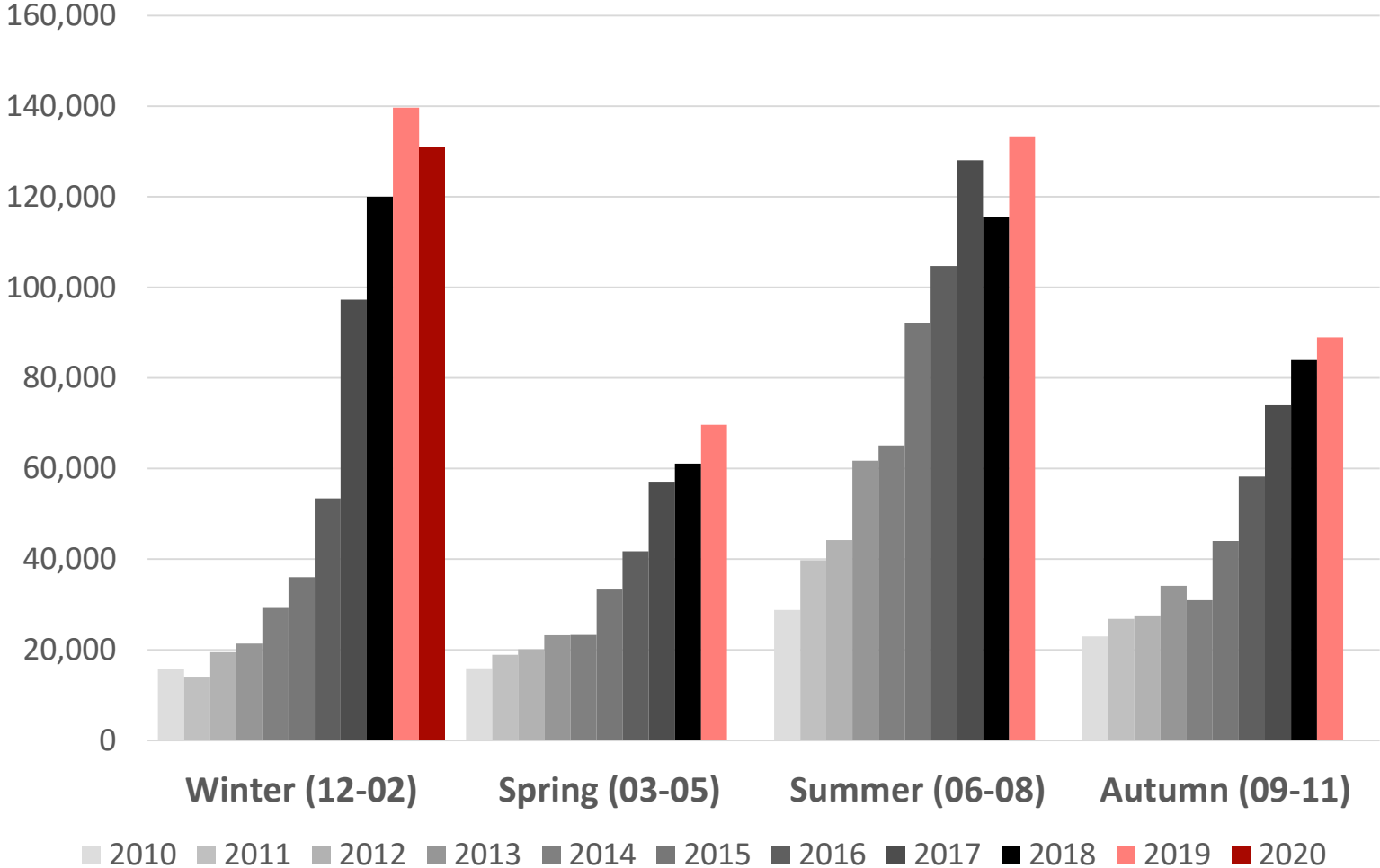
441 000 overnights in total

+15% compared to 2018
(+22% compared to 2017)

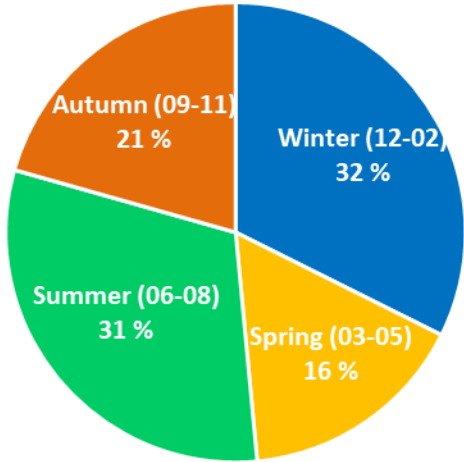
Chinese overnights in main marketing areas
Year 2019



CHINESE (INCL. HONG KONG) OVERNIGHTS IN FINLAND BY SEASON

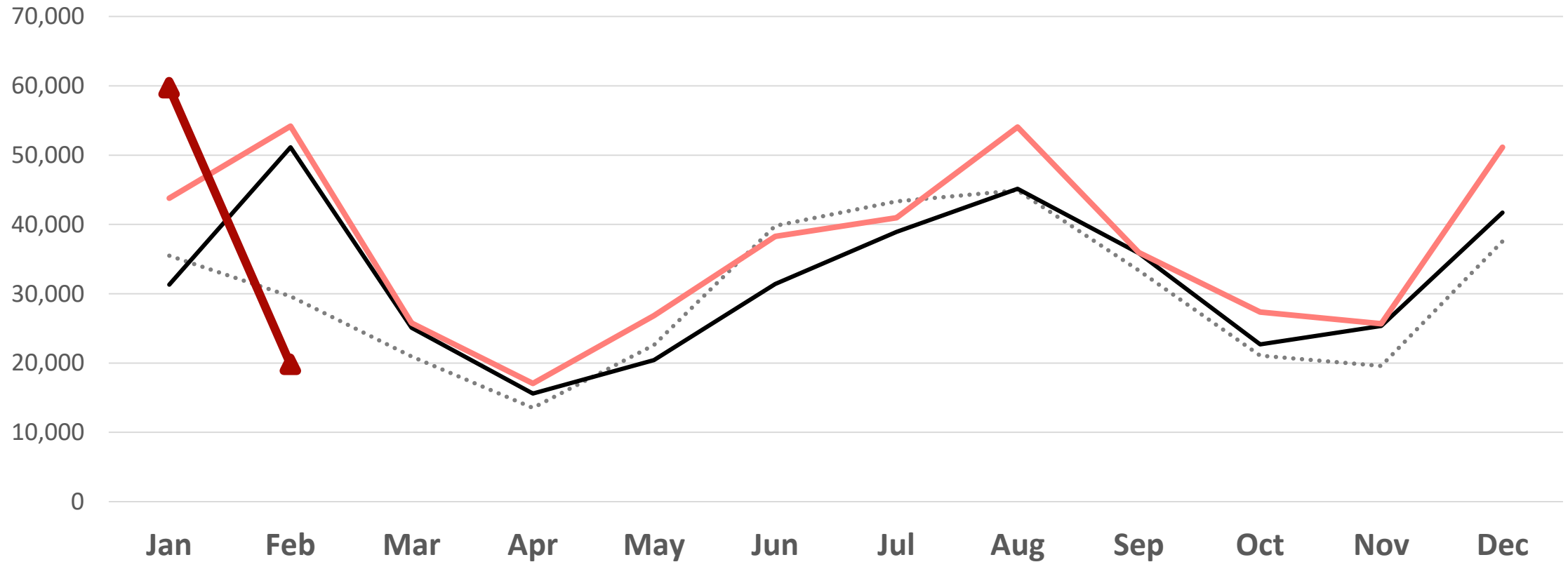


Chinese overnights in 2019

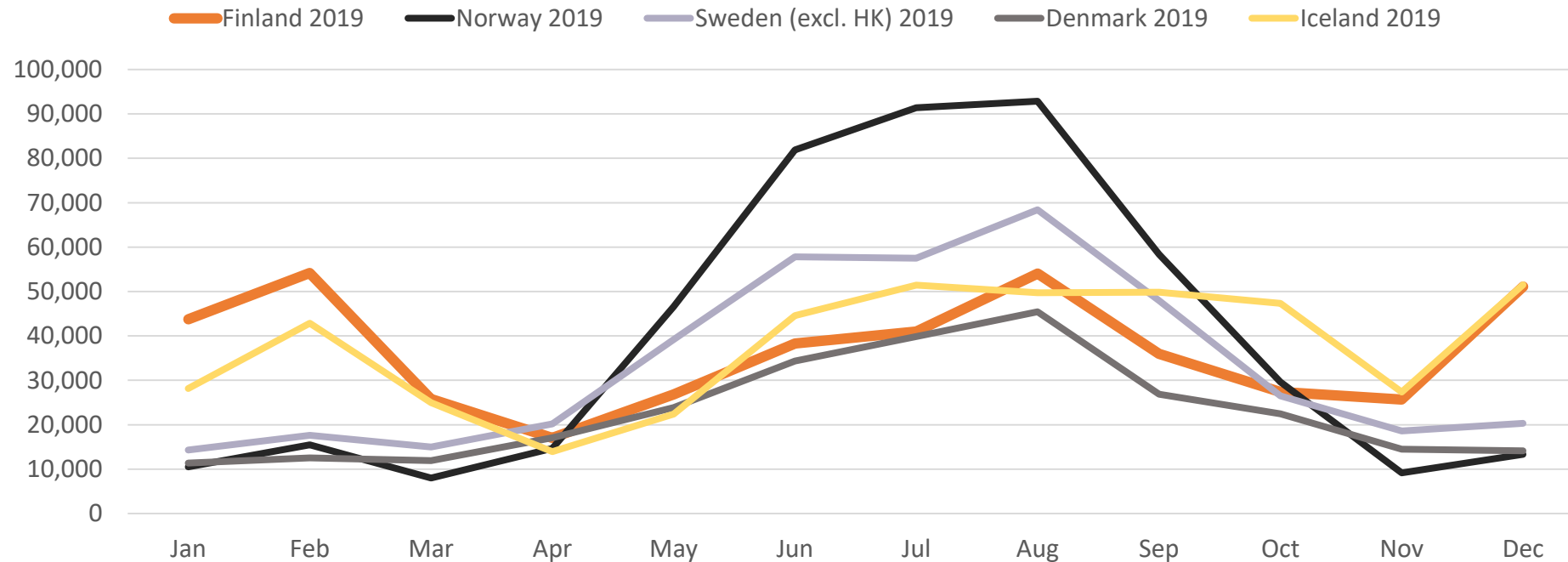


CHINESE (INCL. HONG KONG) MONTHLY OVERNIGHTS IN FINLAND 2017-2020

..... 2017 — 2018 — 2019 — 2020



CHINESE (INCL. HONG KONG) MONTHLY OVERNIGHTS IN THE NORDIC COUNTRIES IN 2019



Monthly change in Chinese overnights 2019/2018

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Year
Denmark	44 %	26 %	19 %	59 %	16 %	9 %	16 %	18 %	5 %	10 %	4 %	23 %	17 %
Finland	40 %	6 %	3 %	9 %	32 %	22 %	5 %	20 %	0 %	21 %	1 %	23 %	15 %
Iceland	3 %	8 %	-6 %	15 %	5 %	17 %	15 %	-1 %	-3 %	26 %	27 %	7 %	8 %
Norway	40 %	20 %	10 %	19 %	9 %	8 %	6 %	-7 %	-3 %	21 %	1 %	12 %	5 %
Sweden	19 %	2 %	5 %	29 %	14 %	13 %	16 %	22 %	18 %	19 %	20 %	6 %	16 %

Denmark: Hotels, holiday resorts, camping sites and youth hostels, AND marinas & holiday cottages

Finland: Hotels, youth hostels, holiday villages and camping sites

Iceland: Hotels, youth hostels, holiday centres, and camping sites, AND guesthouses, apartments, sleeping-bag facilities, lodges in wilderness and private-home accommodation

Norway: Hotels, youth hostels and camping sites, AND holiday dwellings

Sweden: Hotels, youth hostels, holiday villages and camping sites, AND commercially arranged rentals in private cottages or apartments