

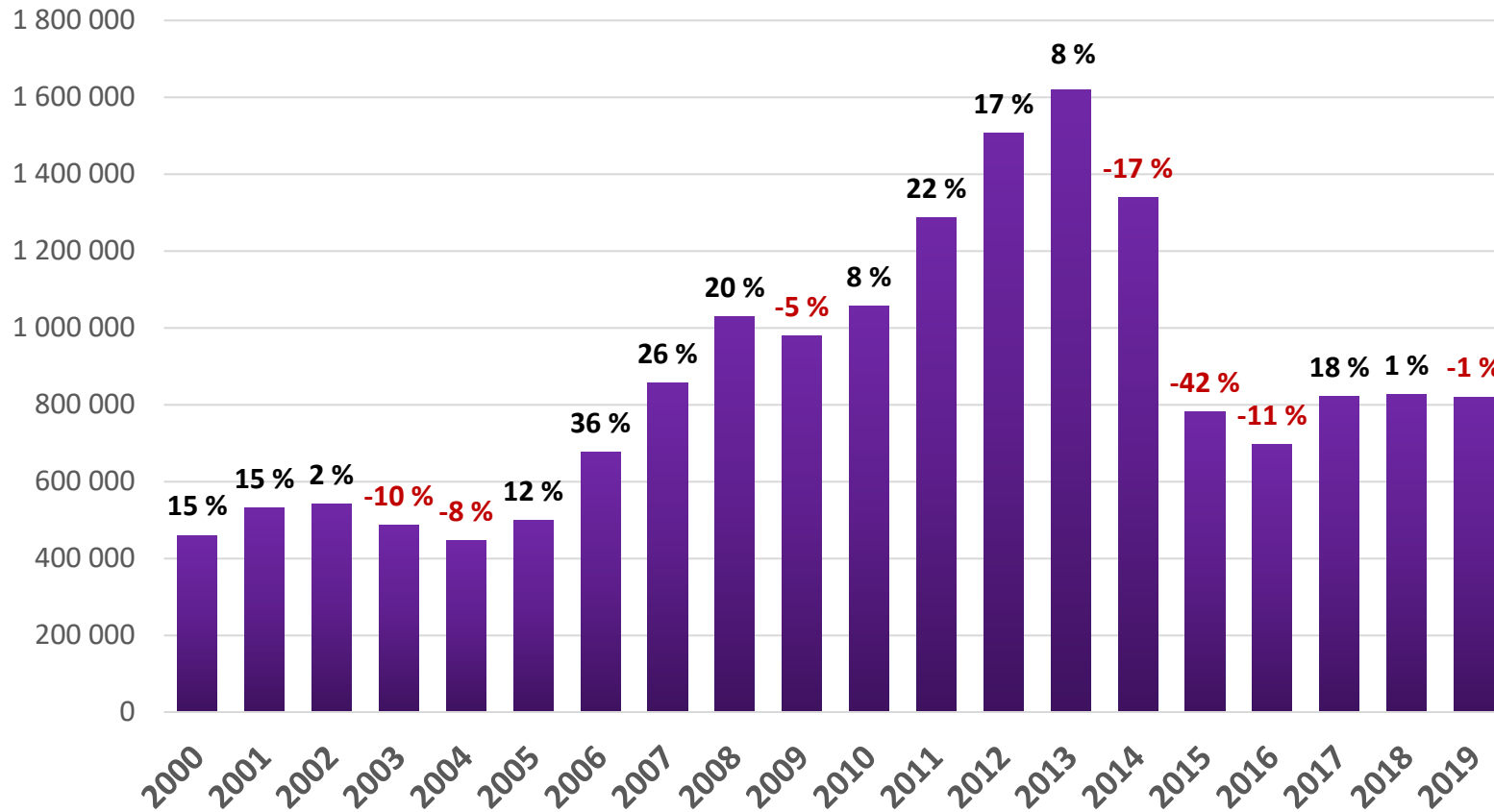
BUSINESS
FINLAND

Russia - Market Review

VISIT FINLAND



RUSSIAN OVERNIGHTS IN FINLAND



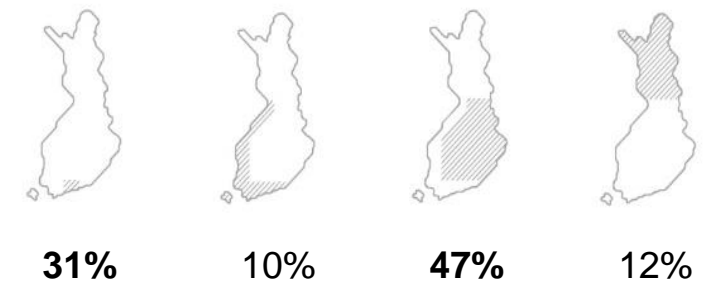
Year 2019

1st in country rankings
with a **12% share** of foreign overnights

Average change 2000-2019: **+5%**

Change 2019 compared to 2000: **+78%**

Share of overnights by regions 2019



RUSSIAN OVERNIGHTS IN FINLAND / YEAR 2019

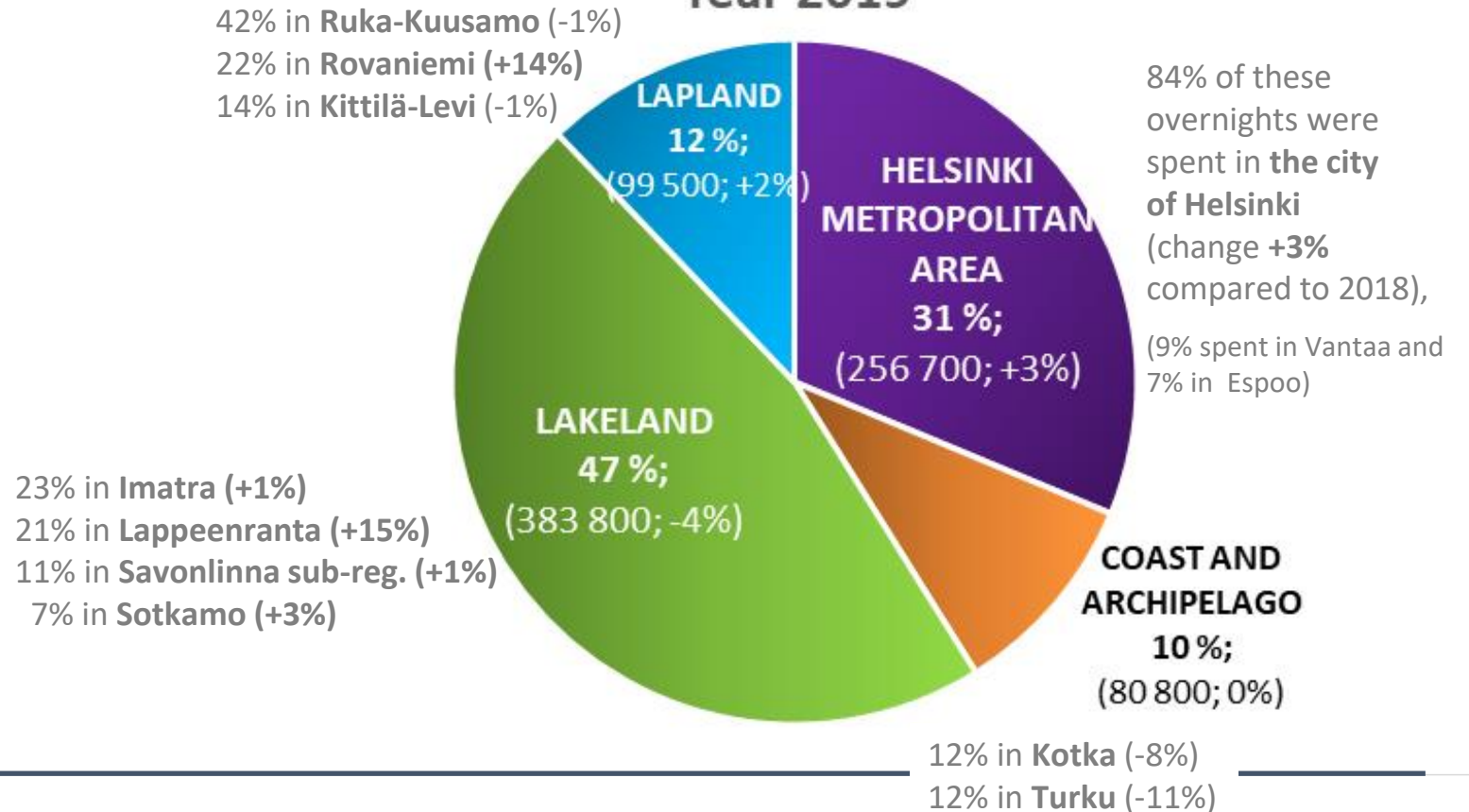
Year 2019

820 900 overnights in total

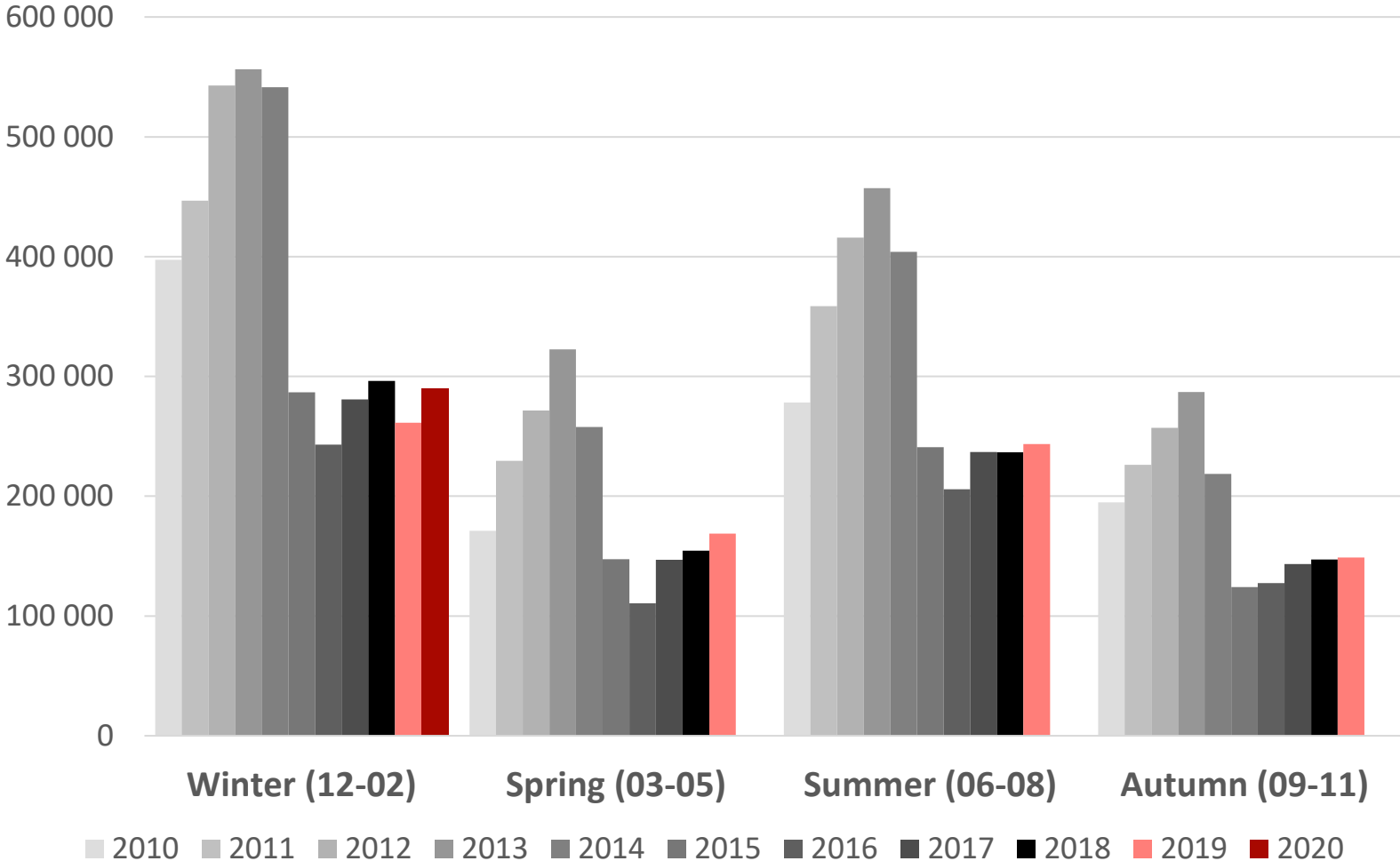
-1% compared to 2018
(+/-0% compared to 2017)

Russian overnights in main marketing areas

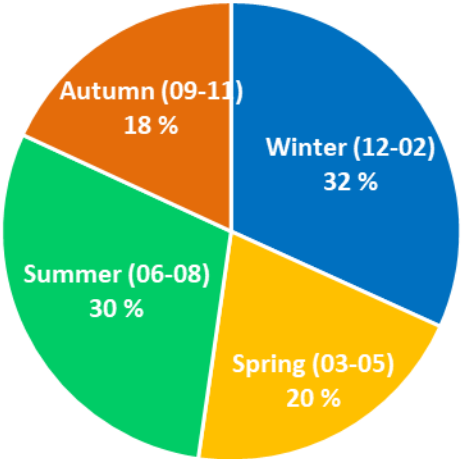
Year 2019



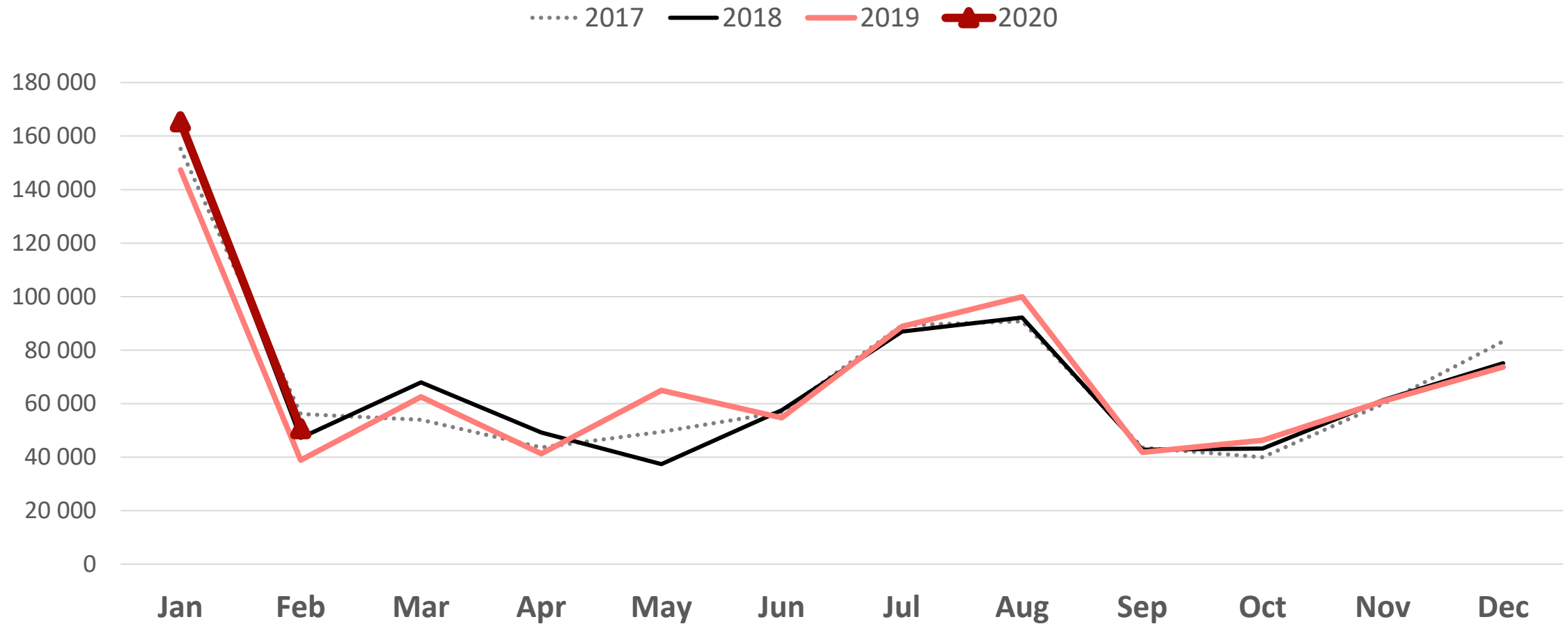
RUSSIAN OVERNIGHTS IN FINLAND BY SEASON



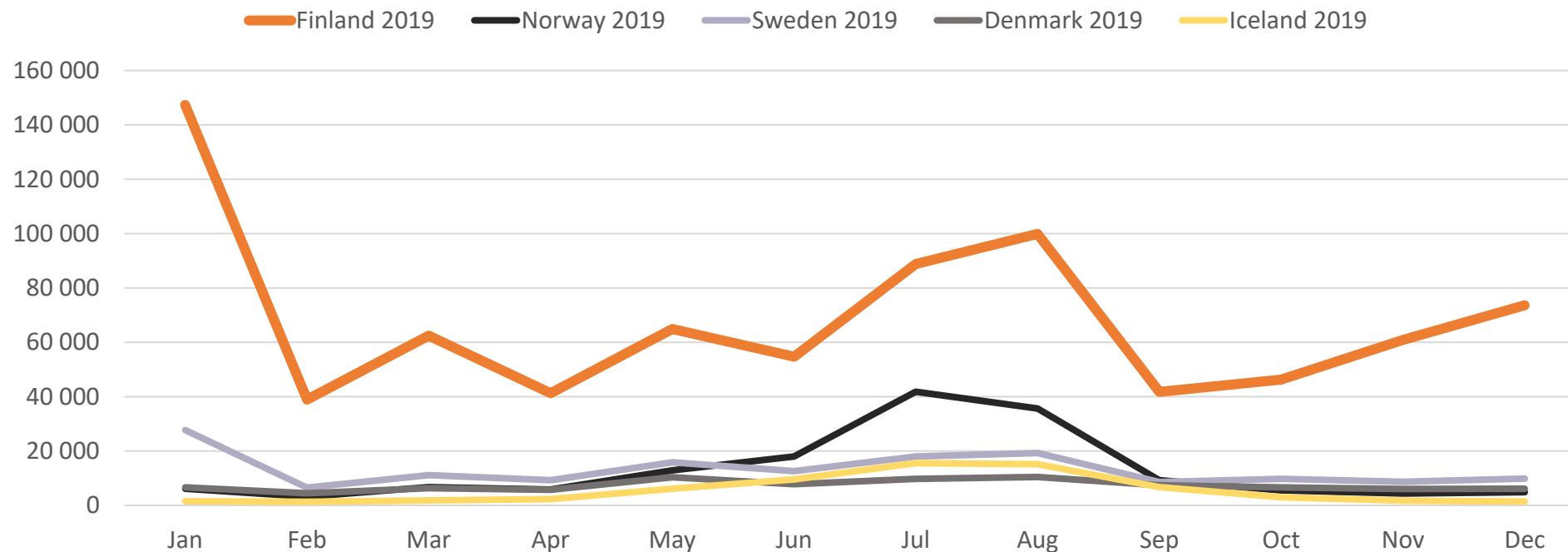
Russian overnights in 2019



RUSSIAN MONTHLY OVERNIGHTS IN FINLAND 2017-2020



RUSSIAN MONTHLY OVERNIGHTS IN THE NORDIC COUNTRIES IN 2019



Monthly change in Russian overnights 2019/2018

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Year
Denmark	-5 %	3 %	-6 %	-22 %	-37 %	-21 %	7 %	-1 %	9 %	-11 %	-9 %	6 %	-11 %
Finland	-11 %	-18 %	-8 %	-16 %	74 %	-5 %	2 %	8 %	-2 %	7 %	-1 %	-2 %	-1 %
Iceland	13 %	8 %	21 %	28 %	63 %	93 %	83 %	49 %	69 %	41 %	103 %	106 %	62 %
Norway	-18 %	-5 %	20 %	-7 %	39 %	-3 %	21 %	17 %	24 %	70 %	2 %	30 %	15 %
Sweden	9 %	-7 %	2 %	7 %	42 %	11 %	8 %	14 %	-38 %	-27 %	-30 %	6 %	0 %

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

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

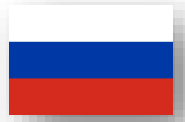
Iceland: Hotels, youth hostels, holiday centres, and camping sites, AND guesthouses, apartments, sleeping-bag facilities, lodges in wilderness and private-home accommodation

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

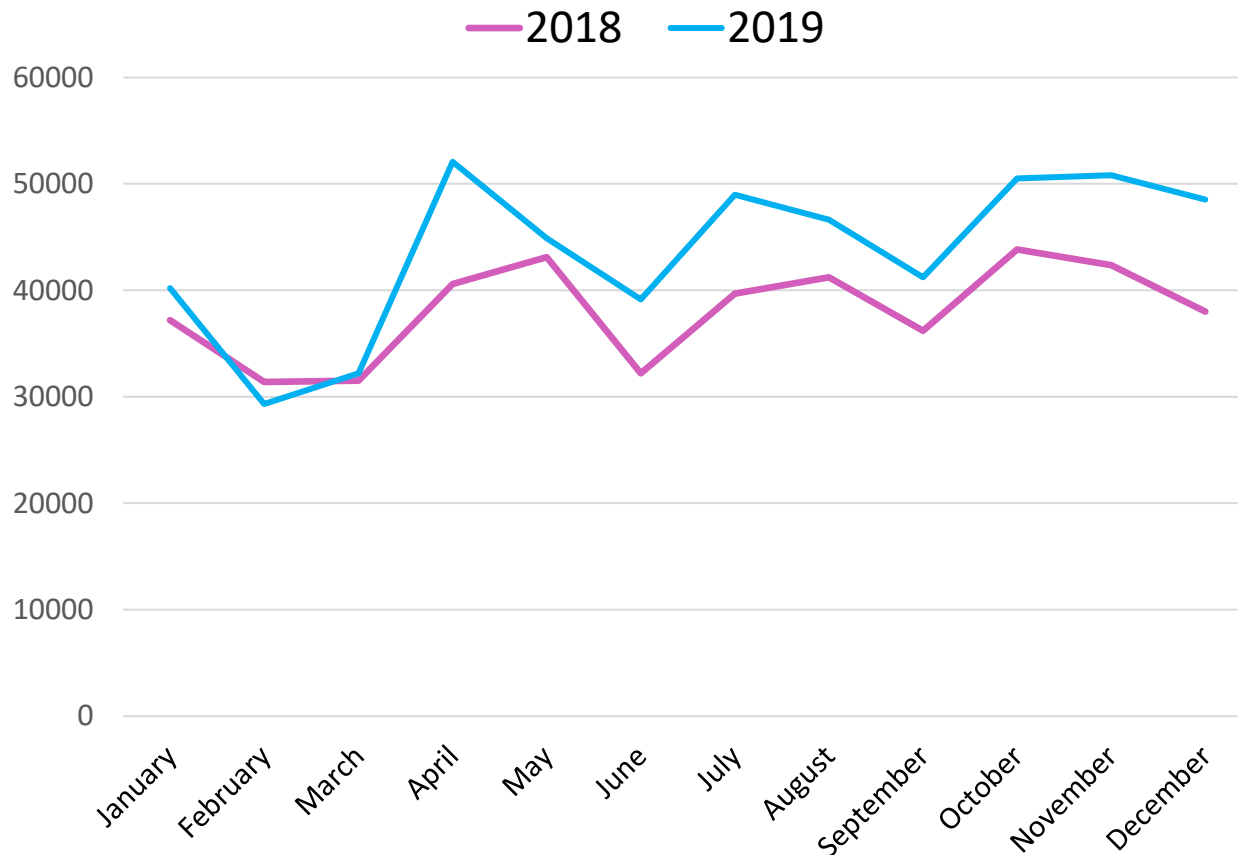
Russian travelers' Internet searches

Source:
D2 Digital Demand



- 524 500 travel-related Internet searches concerning Finland
- +16 % compared to previous year

Russia Seasonality in Searches



Russia Top Microbrandtags

2018 2019

