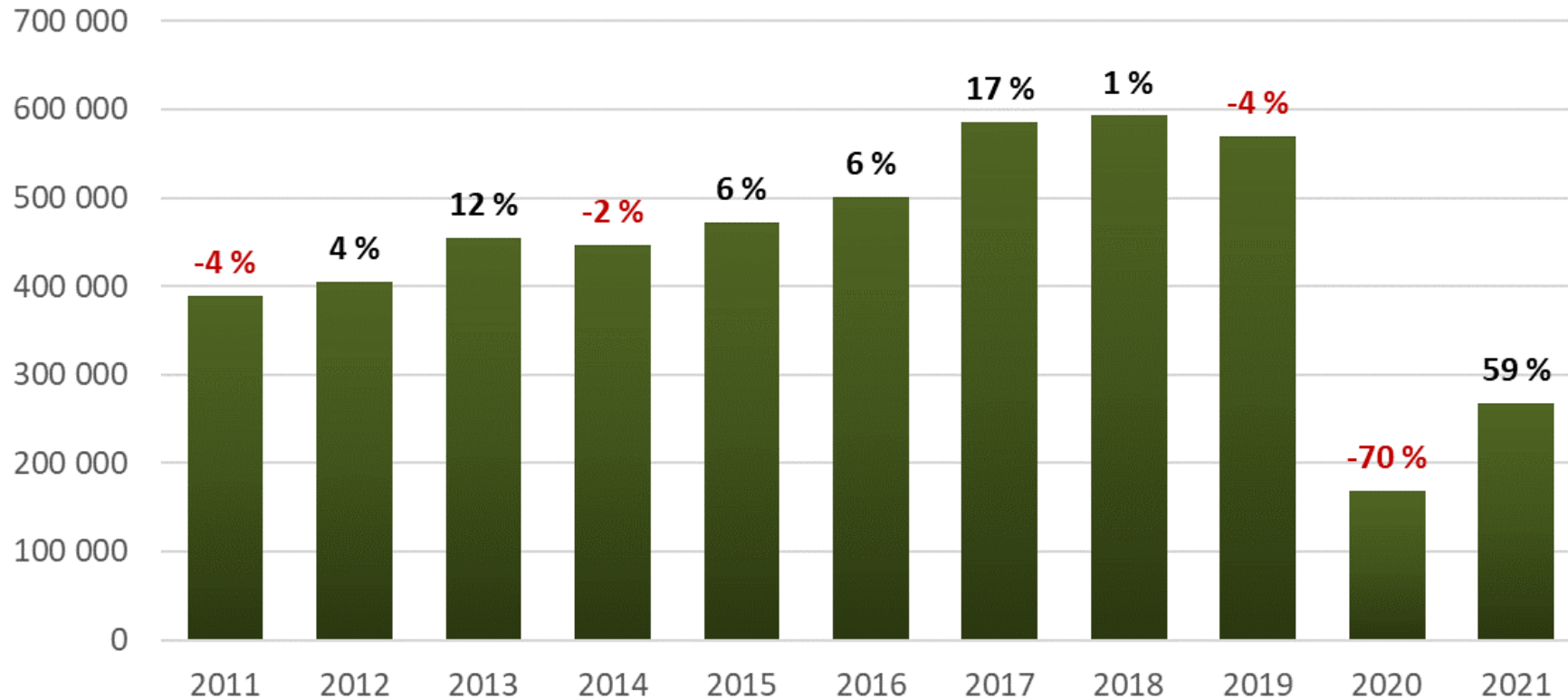


UK – Market Insights



Visit Finland

UK – overnights in Finland 2011-2021



2021

268,300 nights

No. 1 in rankings

YoY change +59%

2019

569,300 nights

2021 vs. 2019 -53%

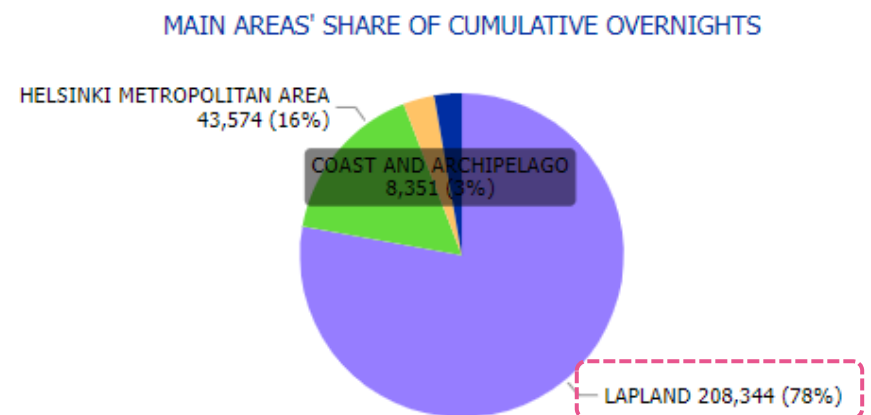
UK – overnights in Finland 2021

December
2021

4. OVERNIGHTS IN REGIONS BY TARGET MARKETS

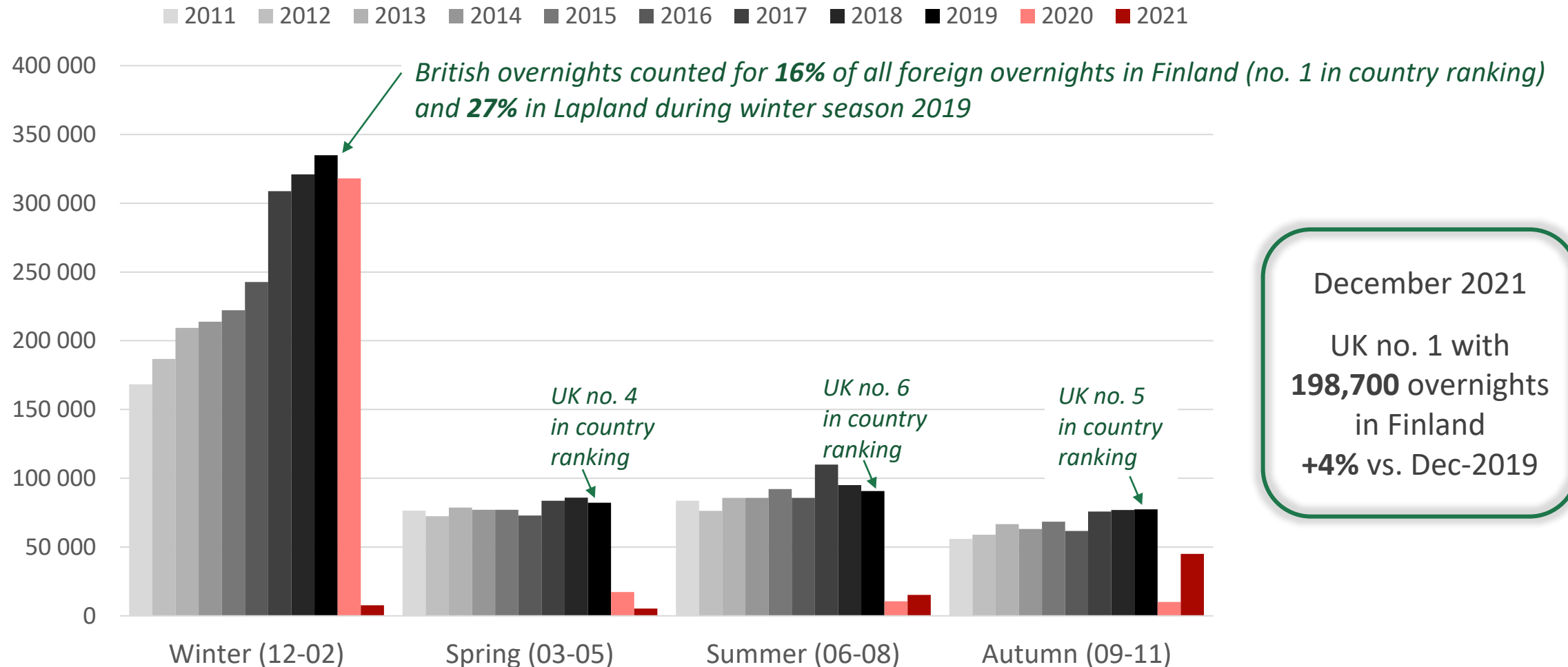
VISIT
FINLAND

Target market					
United Kingdom					
Year					
2021					
Month					
December					
Region	Monthly nights spent	Monthly YoY change (%)	Cumulative nights spent	Cum. YoY change (%)	
Lapland	170,384	38536 ▲	189,633	125 ▲	
Uusimaa 1 (Helsinki Metropolitan Area)	8,668	477 ▲	43,574	8 ▲	
Kuusamo	17,418	4037 ▲	18,711	-1 ▼	
Pirkanmaa	302	172 ▲	2,377	-21 ▼	
North Ostrobothnia (excl. Kuusamo)	351	144 ▲	1,626	-48 ▼	
Central Finland	193	642 ▲	1,624	25 ▲	
Kymenlaakso	44	-92 ▼	1,075	-75 ▼	
Uusimaa 2 (excl. Helsinki Metropolitan Area)	138	79 ▲	1,012	-29 ▼	
Ostrobothnia	77	60 ▲	893	-37 ▼	
Satakunta	70	35 ▲	829	-43 ▼	
Päijät-Häme	40	1900 ▲	653	-47 ▼	
South Ostrobothnia	29	-22 ▼	554	-35 ▼	
Kainuu	32	-52 ▼	469	-61 ▼	
South Karelia	68	580 ▲	383	29 ▲	
Kanta-Häme	32	68 ▲	310	-24 ▼	
Åland	27		190	-16 ▼	



Sources: Statistics Service Rudolf, Statistics Finland

Seasonality of British overnights in Finland

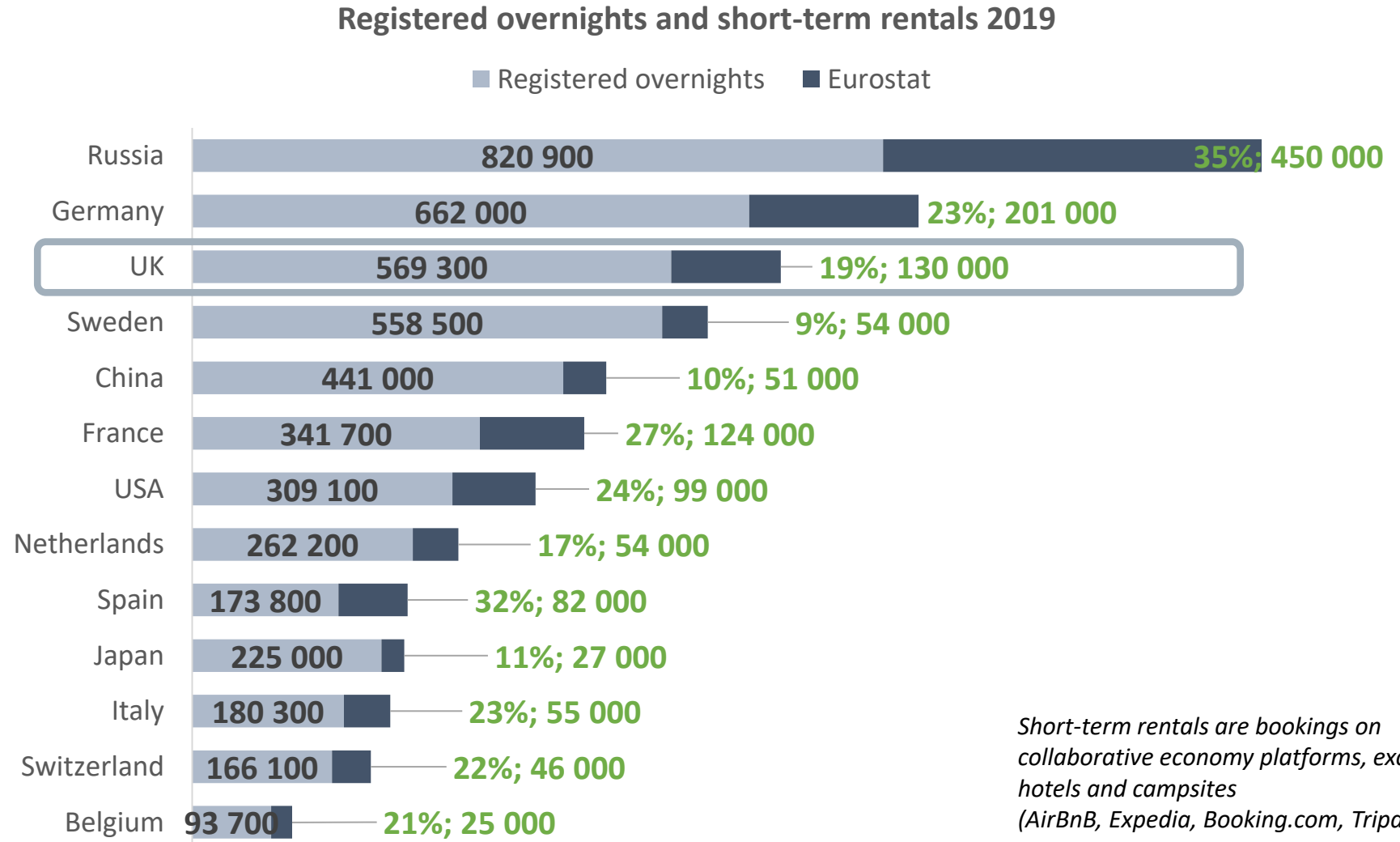


UK was among the top3 European (excl. Russia) source markets during each season in 2019!

Eurostat – Short Term Rentals

In 2019

- UK was the **3rd biggest source market** after Russia and Germany
- UK's share of all foreign
 - **registered** overnights was **8%**
 - **short-term rentals** was **7%**



Short-term rentals are bookings on collaborative economy platforms, excluding hotels and campsites (AirBnB, Expedia, Booking.com, Tripadvisor)

UK – Overnights in Nordics

2. NORDIC COMPARISON OF OVERNIGHTS BY A TARGET MARKET

Nationality

United Kingdom

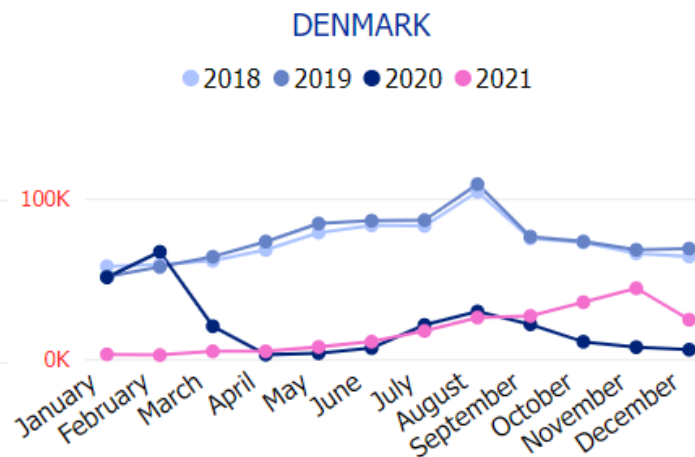
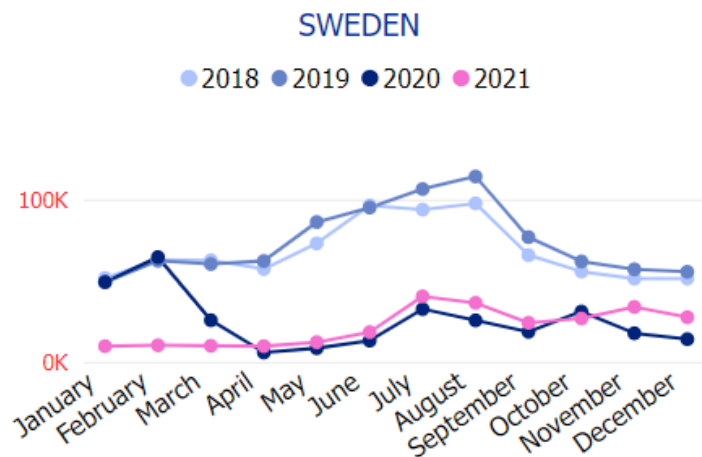
Year

2021

Month

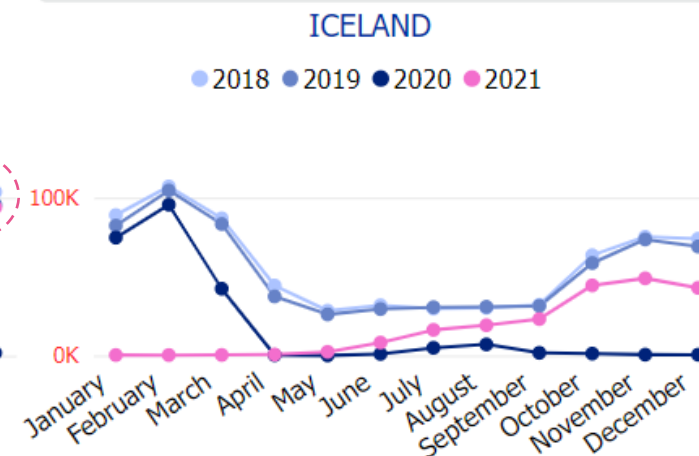
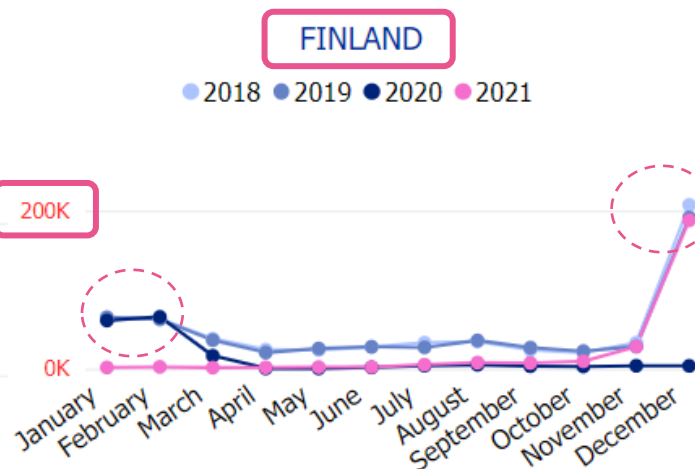
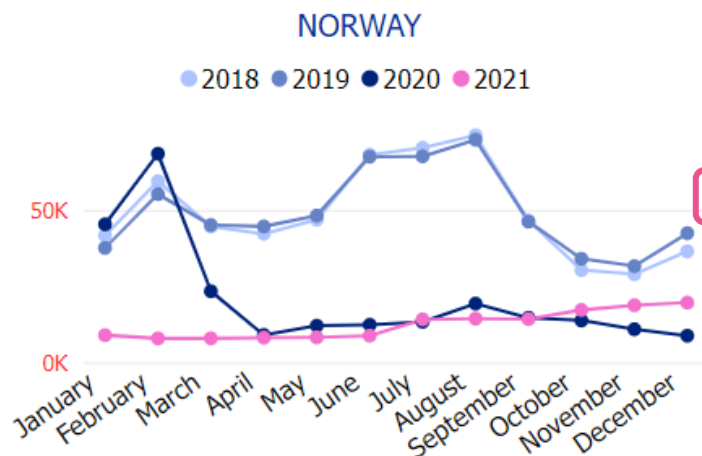
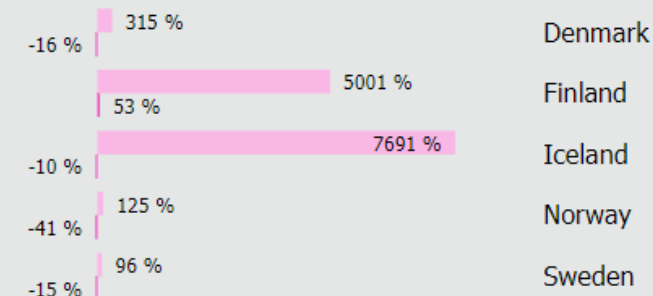
December

VISIT
FINLAND



YoY CHANGE IN MONTHLY AND CUMULATIVE OVERNIGHTS, %

● Monthly change ● Cumulative change



Monthly overnight statistics for Iceland include hotels only.

Sources: Rudolf Data Base, Statistics Denmark, Statistics Finland, Statistics Iceland, Statistics Norway, Statistics Sweden



Digital Demand – Travel Related Internet Searches

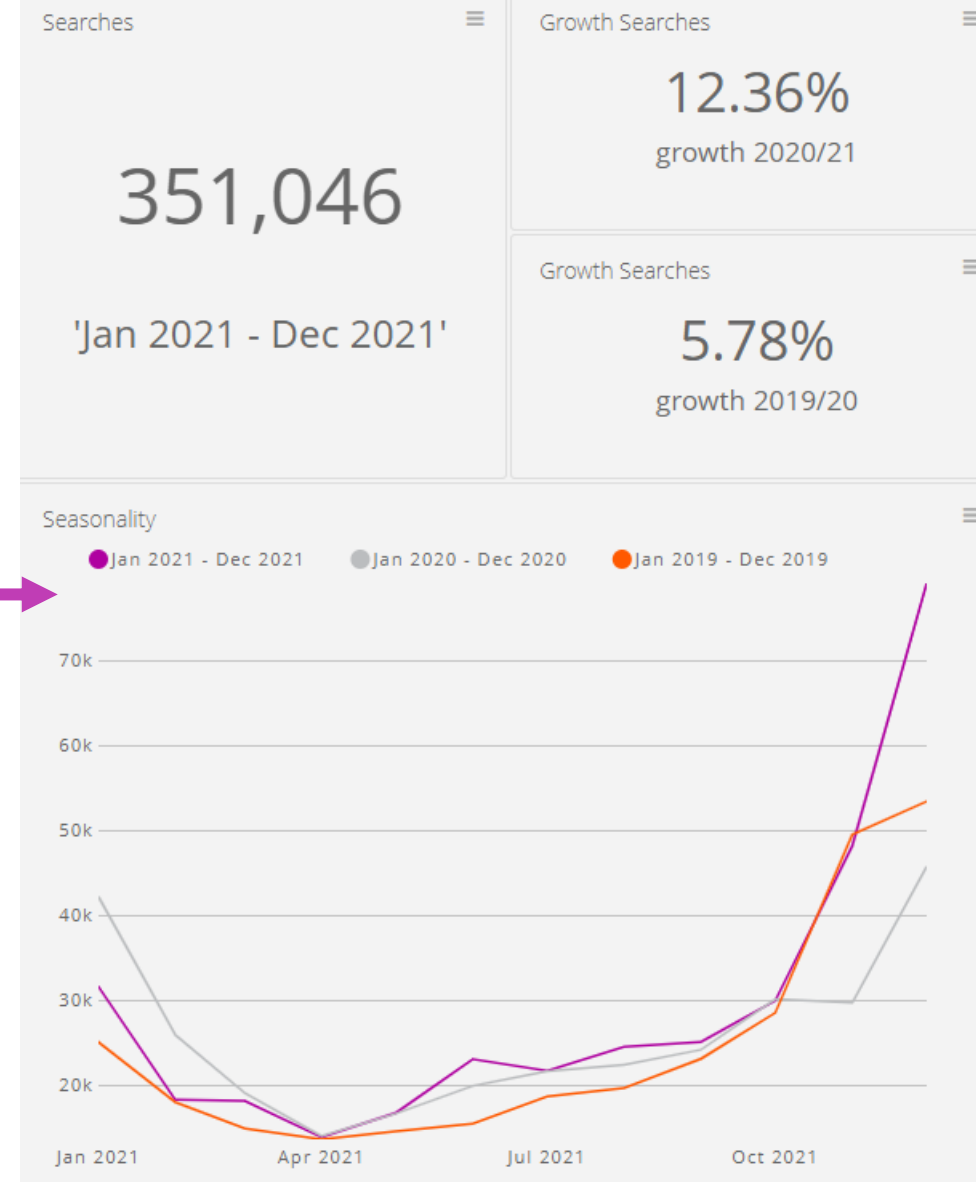
Year 2021 compared to 2020 and 2019

Searches from the UK increased strongly towards the end of 2021

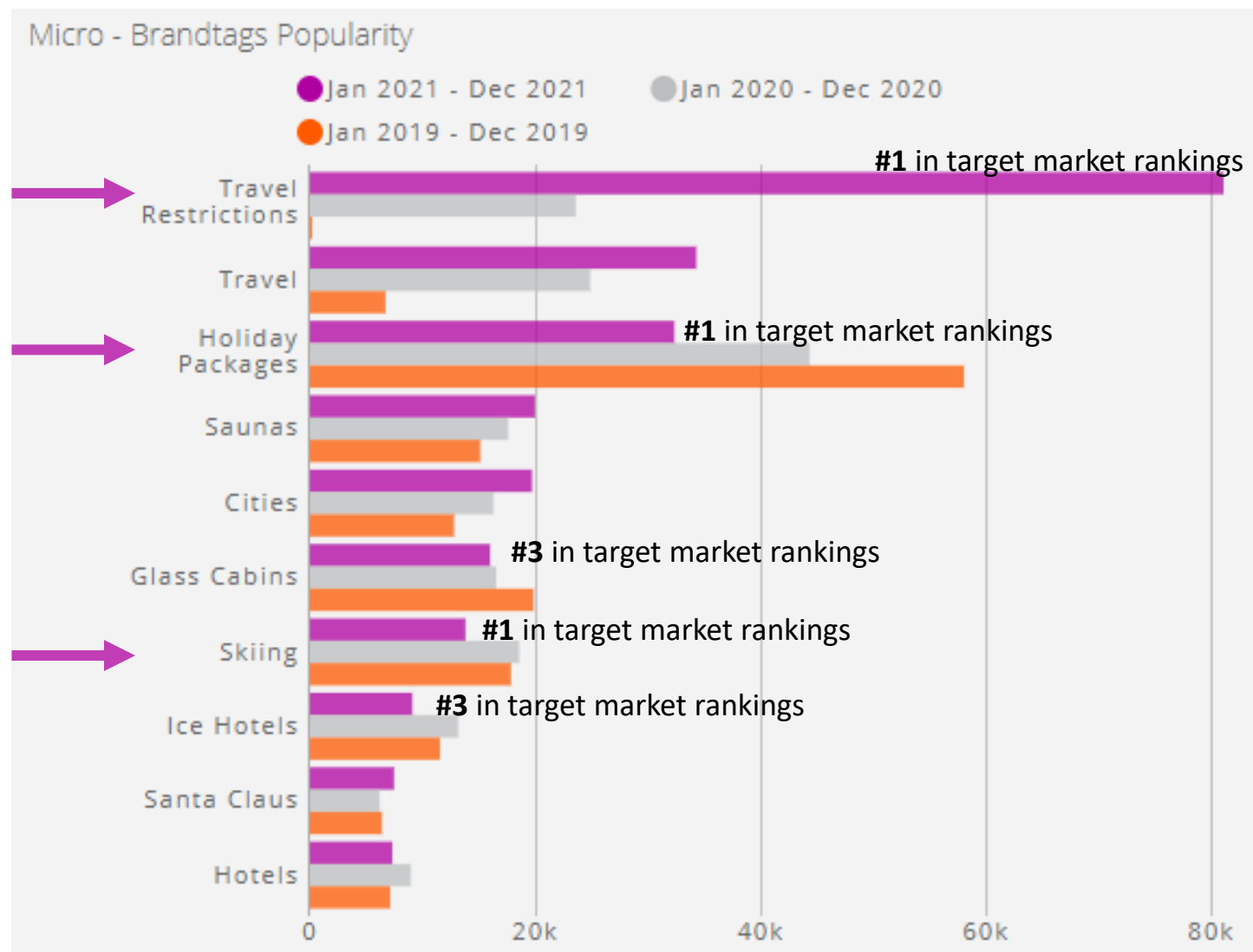
- Over 351,000 travel related searches from the UK in 2021
- Searches increased even compared to year 2019

Target Market Distribution

Rank	Flag	Country	'21 Searches	'20-'21 Growth	'19-'20 Growth
1		Germany	499,041	4.56%	2.67%
2		Japan	484,472	0.40%	-11.70%
3		United States	457,733	9.95%	8.99%
4		United Kingdom	351,046	12.36%	5.78%
5		Russia	277,955	-14.42%	-34.90%
6		Italy	249,839	7.54%	8.74%
7		France	221,519	12.37%	-15.87%
8		Spain	194,325	18.31%	-11.98%
9		Netherlands	169,799	8.18%	30.12%
10		Estonia	169,027	29.61%	23.83%



UK: Most searched topics in 2021: Top 10 microbrandtags



- Among the VF target markets, Britons were the most active in **searching for information on the travel restrictions to Finland**, and the searches increased heavily towards the end of the year.
- Britons were also no. 1 in searches for **Holiday Packages** as well as for **Skiing**, even though these searches have clearly decreased compared to the previous years.
- UK was no. 3 in searches for **Glass cabins** and **Ice hotels** after USA and Germany
- Searches for **Saunas**, **Cities**, and **Santa Claus** increased compared to 2020 and 2019.

Links to Visit Finland PowerBI Reports

