The Netherlands – Market Insights

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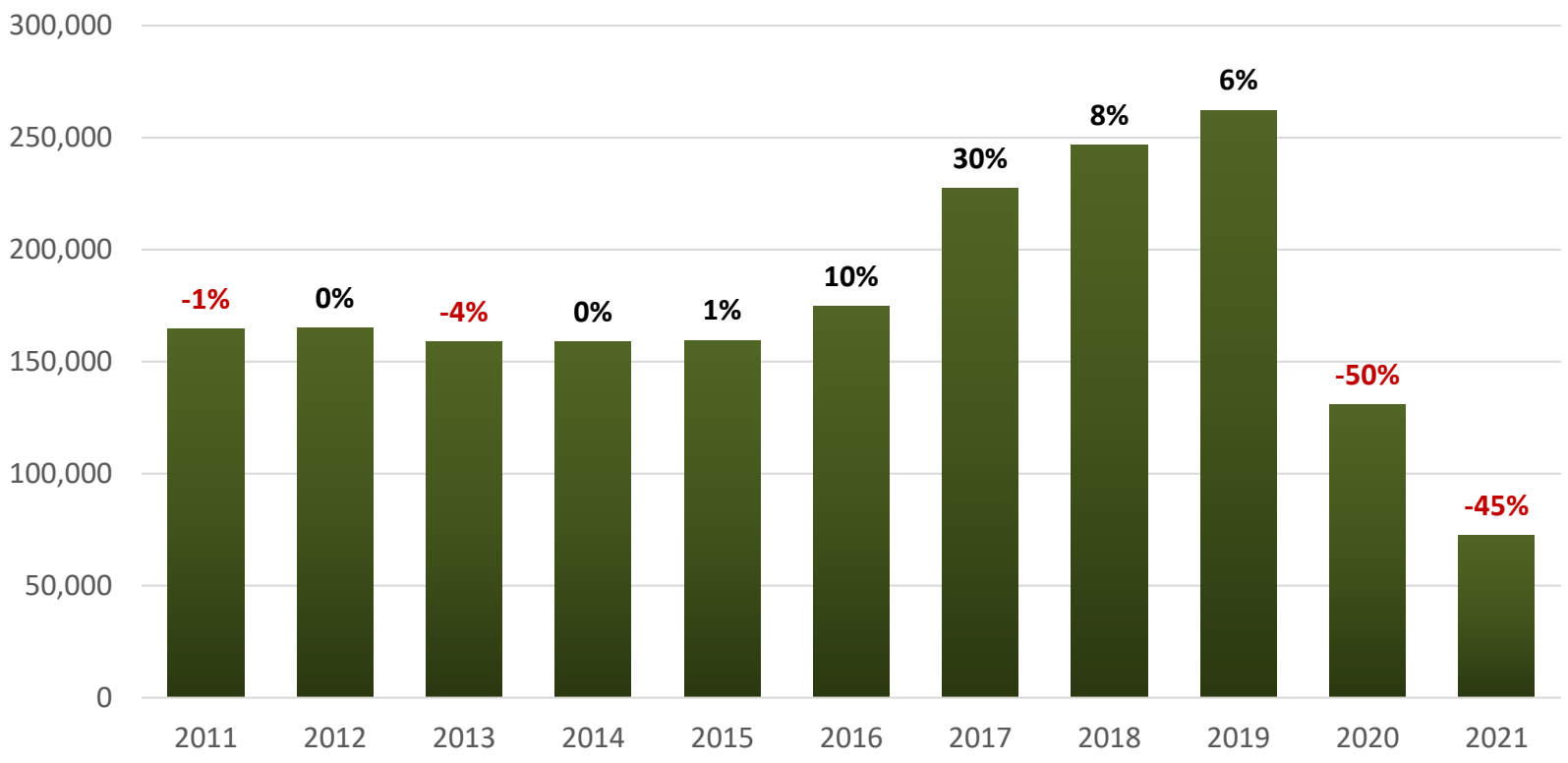
The Netherlands – overnights in Finland 2011-2021



2021
72,000 nights
YoY change -45%

2019
***262,000** nights*
2021 vs. 2019 -72%

Link to the report: Tilastopalvelu Rudolf - Business Finland

Source: Visit Finland Statistics Service Rudolf, Statistics Finland

Netherlands – overnights in Finland 2021

December 2021

4. OVERNIGHTS IN REGIONS BY TARGET MARKETS

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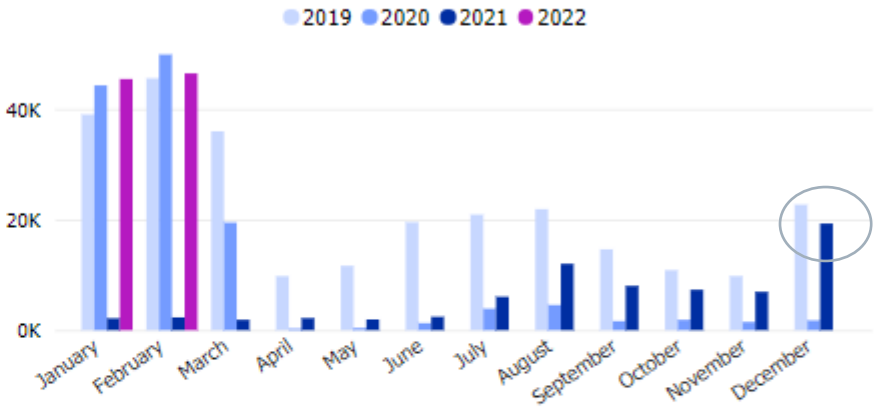
Target market: Netherlands

Year: 2021

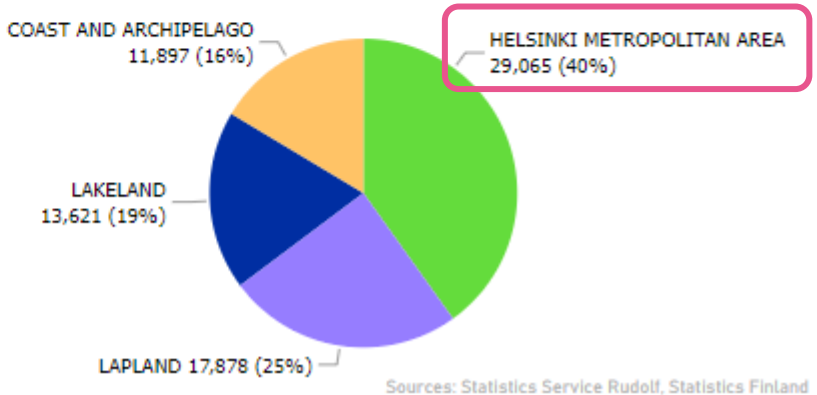
Month: December

Region	Monthly nights spent	Monthly YoY change (%)	Cumulative nights spent	Cum. YoY change (%)
Uusimaa 1 (Helsinki Metropolitan Area)	4,177	402 ▲	29,065	54 ▲
Lapland	10,842	9011 ▲	15,988	-79 ▼
Central Finland	696	142 ▲	5,538	28 ▲
North Ostrobothnia (excl. Kuusamo)	1,147	3274 ▲	3,213	-39 ▼
Pirkanmaa	434	611 ▲	2,676	-7 ▼
Kuusamo	1,197	119600 ▲	1,890	-84 ▼
Uusimaa 2 (excl. Helsinki Metropolitan Area)	121	175 ▲	1,798	-6 ▼
Ostrobothnia	48	-6 ▼	1,282	27 ▲
Satakunta	75	226 ▲	1,146	110 ▲
Päijät-Häme	95	3067 ▲	885	30 ▲
Kainuu	53		837	36 ▲
Åland	9		822	615 ▲
Kymenlaakso	10	-93 ▼	725	26 ▲
South Karelia	17	113 ▲	567	34 ▲
Kanta-Häme	46		388	273 ▲
South Ostrobothnia	19	36 ▲	388	33 ▲

MONTHLY NIGHTS SPENT IN FINLAND LATEST 4 YEARS



MAIN AREAS' SHARE OF CUMULATIVE OVERNIGHTS



Sources: Statistics Service Rudolf, Statistics Finland

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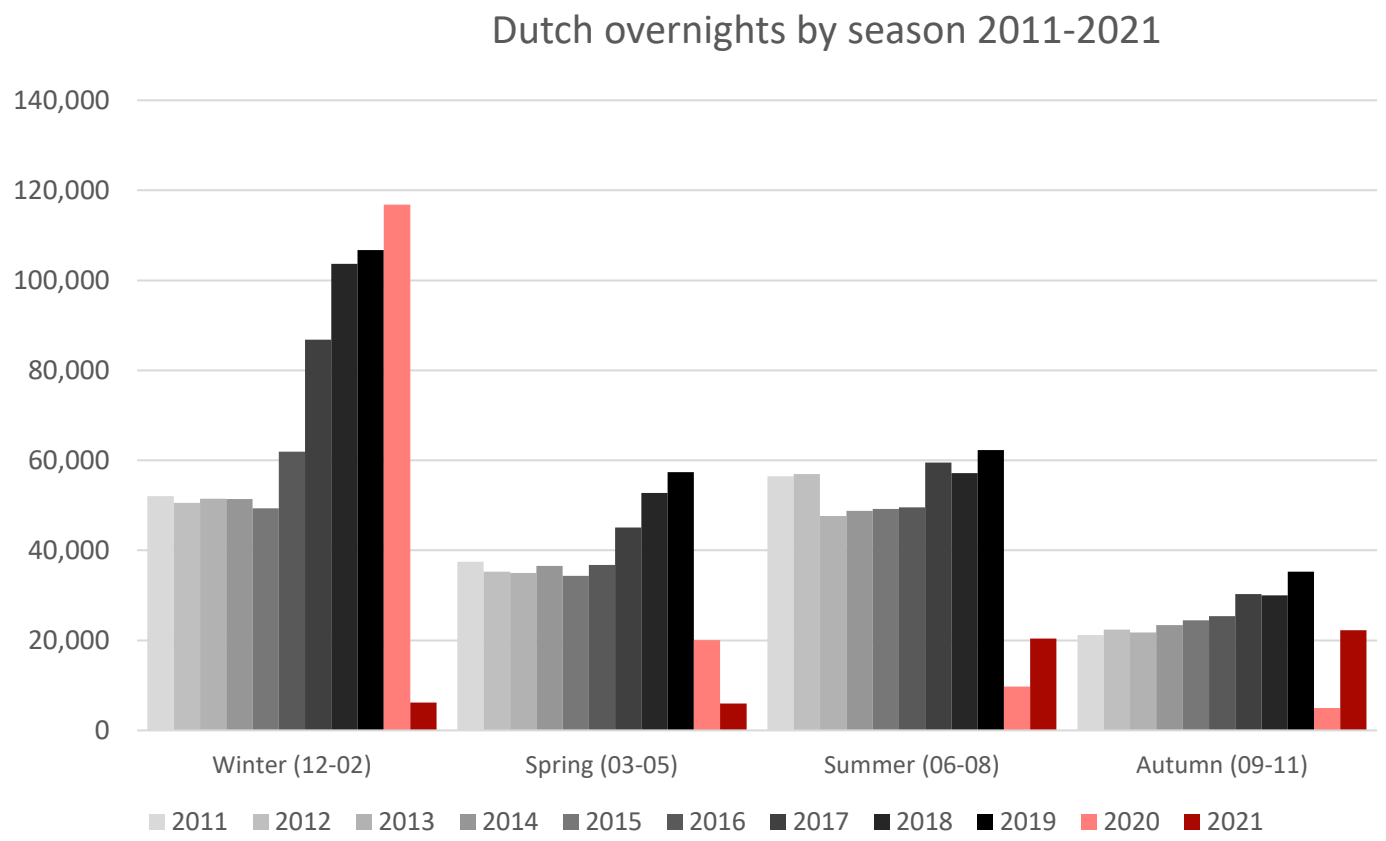
Link to the report: Tilastopalvelu Rudolf - Business Finland

Source: Visit Finland Statistics Service Rudolf, Statistics Finland

Seasonality of Dutch overnights in Finland (pre-Covid19)



The majority of Dutch visitors visit Finland during the winter. This trend first started in 2016 and has been increasing ever since up until the pandemic.

*Dutch overnights count for **4%** of all foreign overnights in Finland*

In winter their share of total foreign overnights is 5%, spring 4%, summer and autumn both 3% of total

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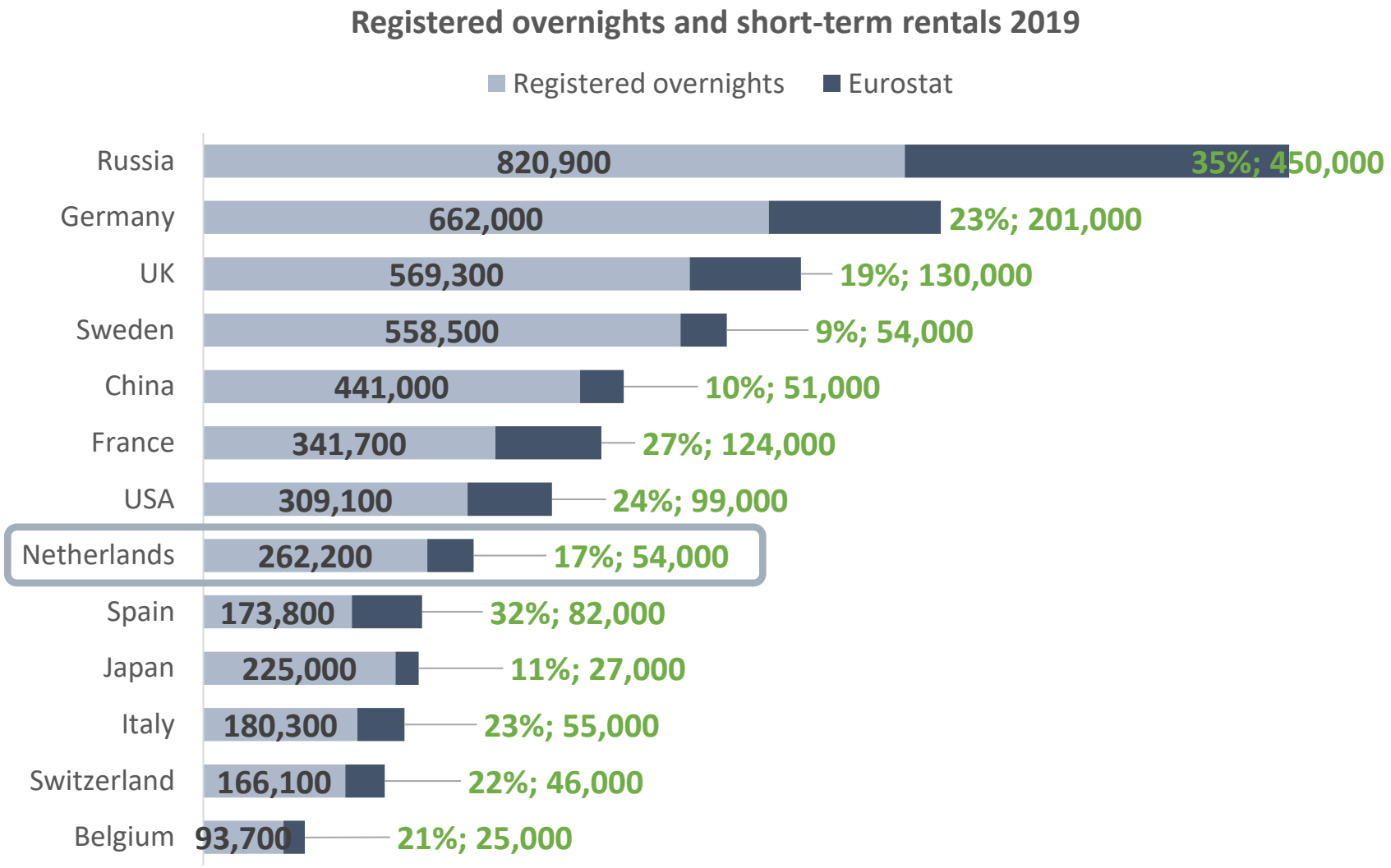
Link to the report: Tilastopalvelu Rudolf - Business Finland

Source: Visit Finland Statistics Service Rudolf, Statistics Finland

Eurostat – Short Term Rentals

In 2019

- Netherlands was the **8th biggest source market**
- Netherlands's share of all foreign
  - **registered** overnights was **4%**
  - **short-term rentals** was also **3%**



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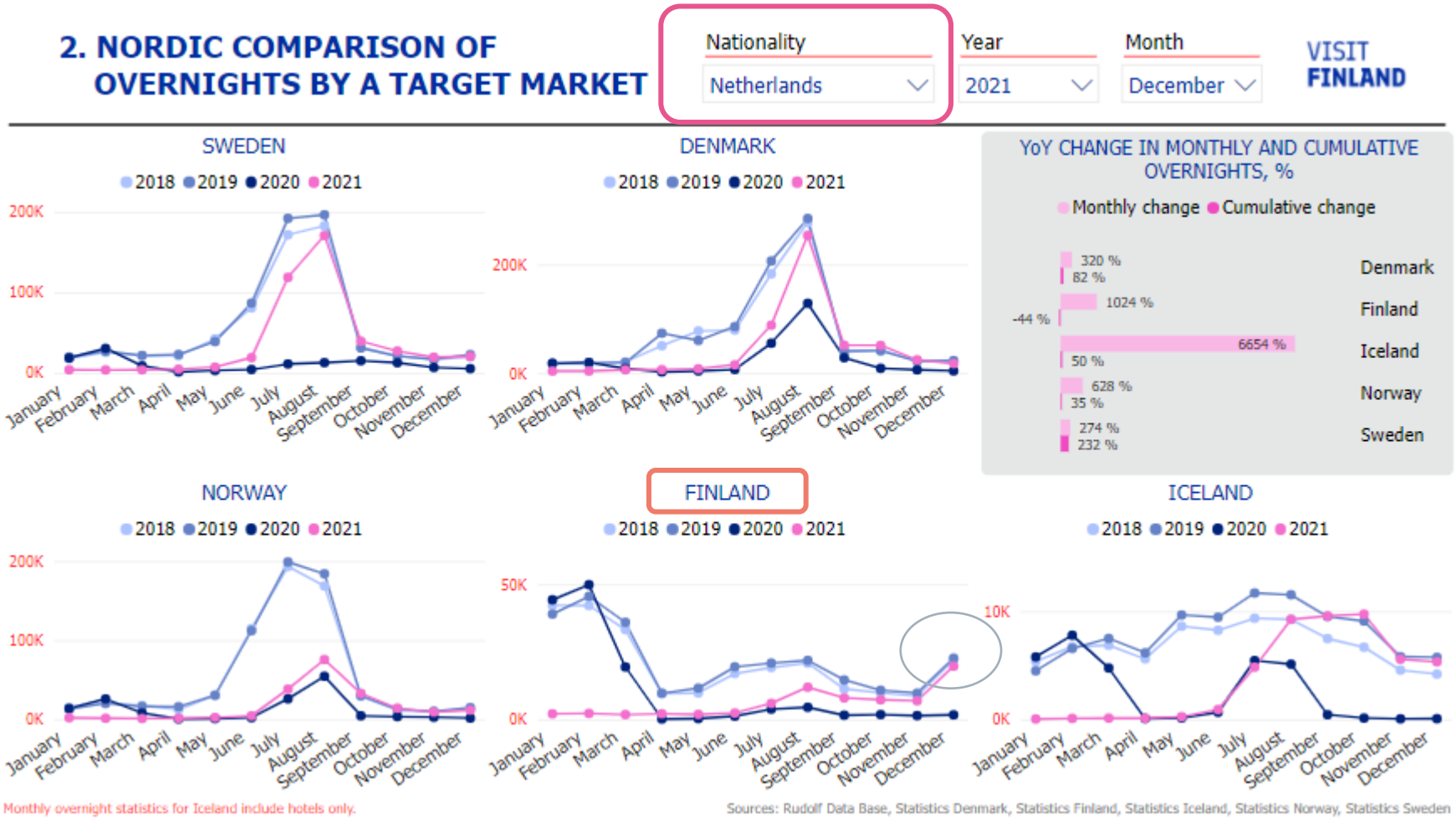
Link to the report: Tilastopalvelu Rudolf - Business Finland

Source: Statistics Finland, Eurostat

The Netherlands – Overnights in Nordics



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Link to the report: Tilastopalvelu Rudolf - Business Finland

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

Digital Demand – Travel Related Internet Searches

Year 2021 compared to 2020 and 2019

Digital Demand – travel related internet searches from The Netherlands

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%
11		India	145,189	11.58%	3.74%
12		Sweden	127,622	8.18%	-0.80%
13		Switzerland	112,178	3.83%	-3.51%
14		Canada	107,616	10.93%	5.28%
15		China	85,324	-57.64%	-63.30%
16		Austria	80,750	7.44%	-5.73%
17		Belgium	71,803	6.53%	5.36%

Searches

169,799

'Jan 2021 - Dec 2021'

Growth Searches

8.18%

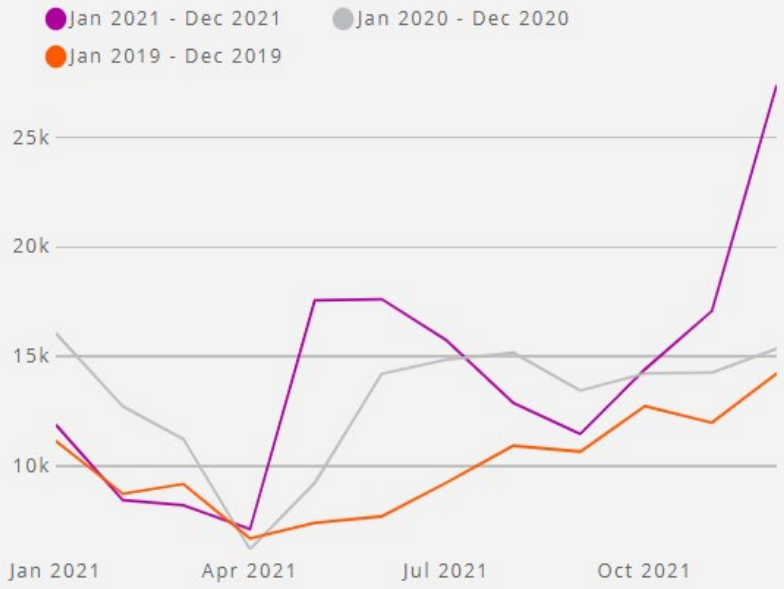
growth 2020/21

Growth Searches

30.12%

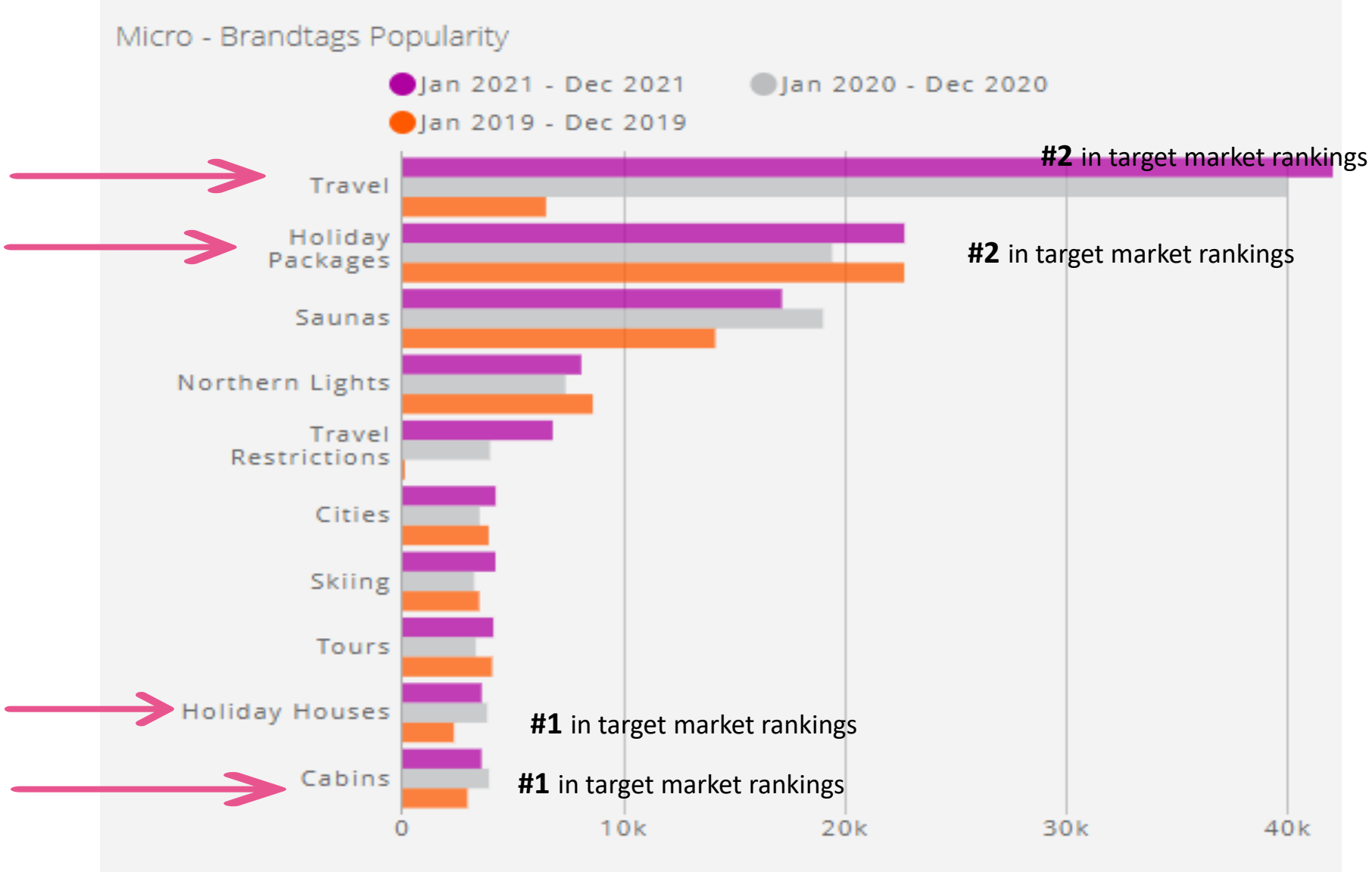
growth 2019/20

Seasonality



Source: D2 Digital Demand

The Netherlands: Most searched topics in 2021: Top 10 microbrandtags



- Dutch are the most active among the VF target market travel enthusiast in searching for **Holiday Houses and Cabins** in Finland.
- Searches for **Travel** increased significantly (+517%) from 2019. Searches for **Holiday Houses** increased by 65%, **Saunas** increased by 34% and Cabins by 33% from 2019.

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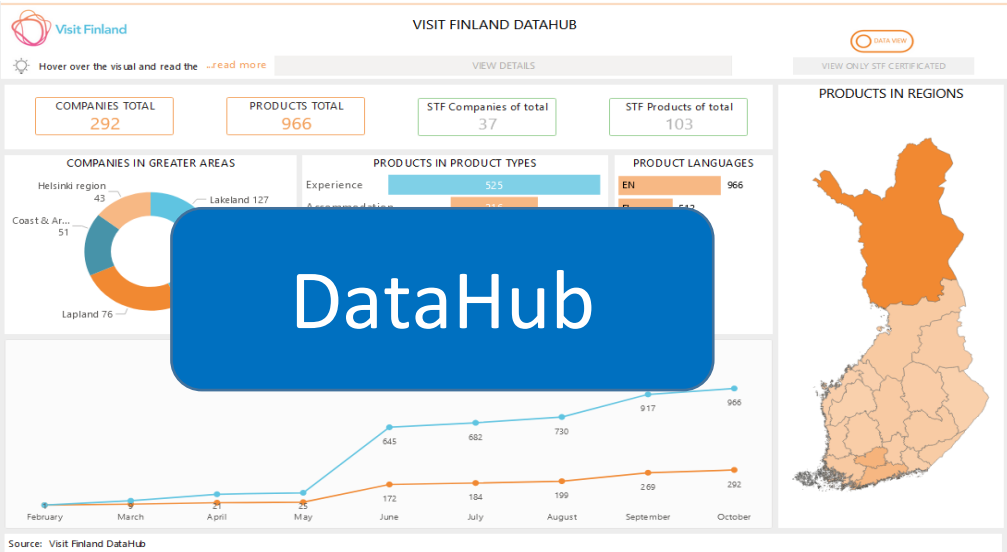
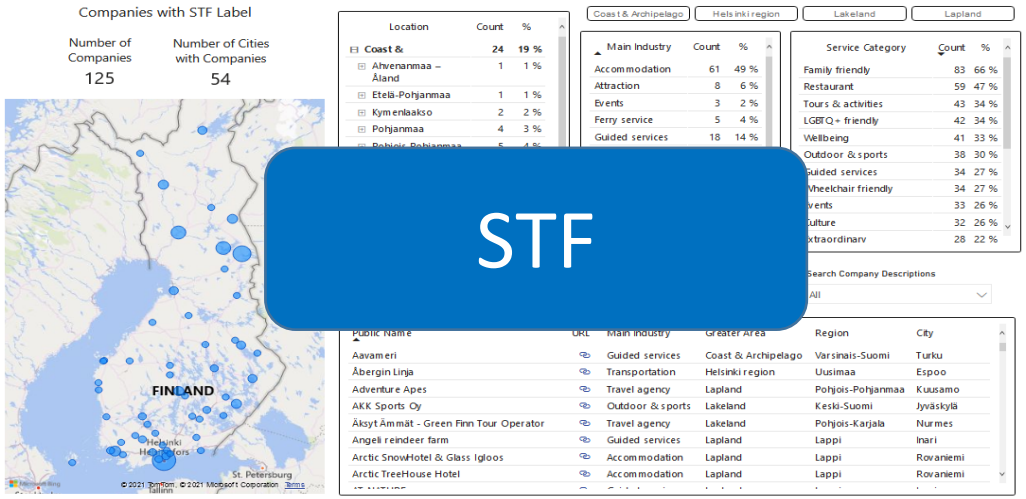
Source: D2 Digital Demand

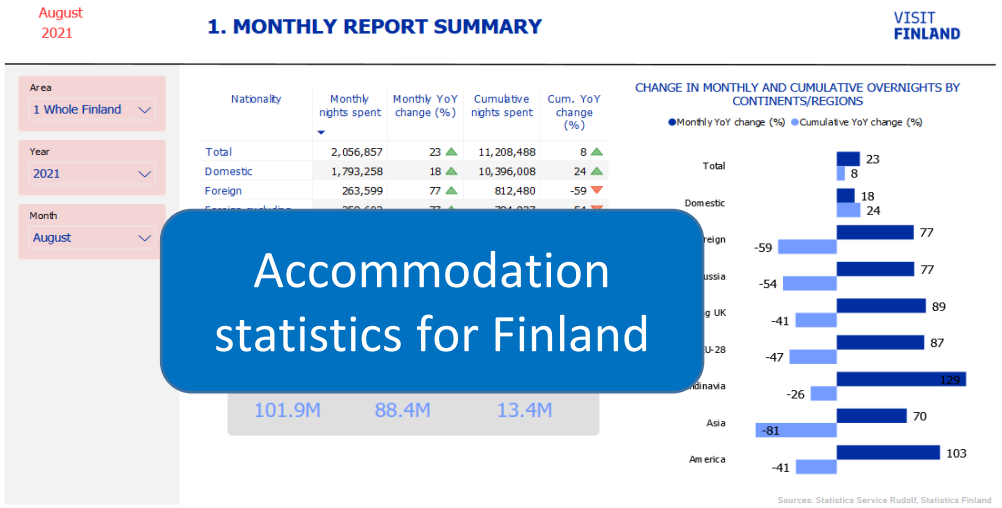
Links to Visit Finland PowerBI Reports



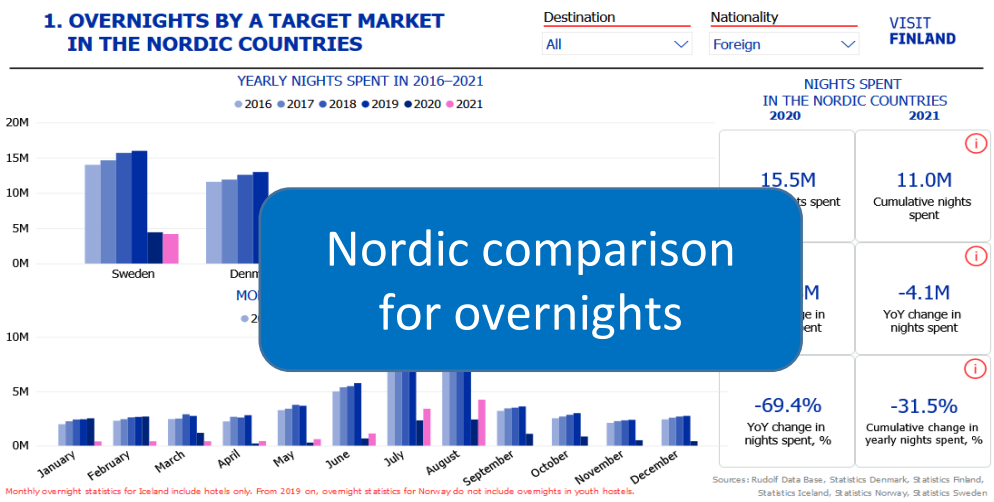
DataHub



STF



Accommodation statistics for Finland



Nordic comparison for overnights

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