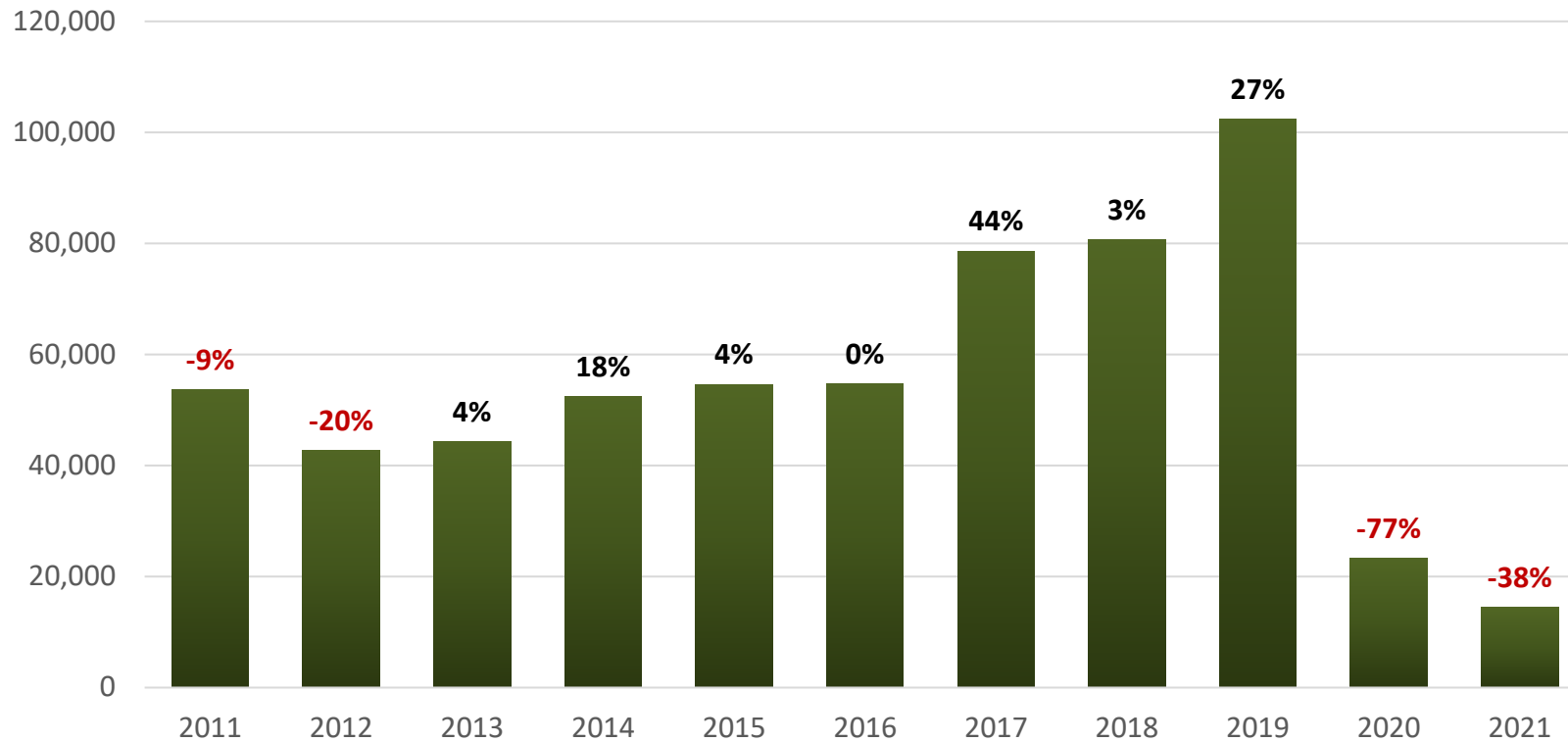


India – Market Insights

India– overnights in Finland 2011-2021



2021
14,000 nights
YoY change -38%

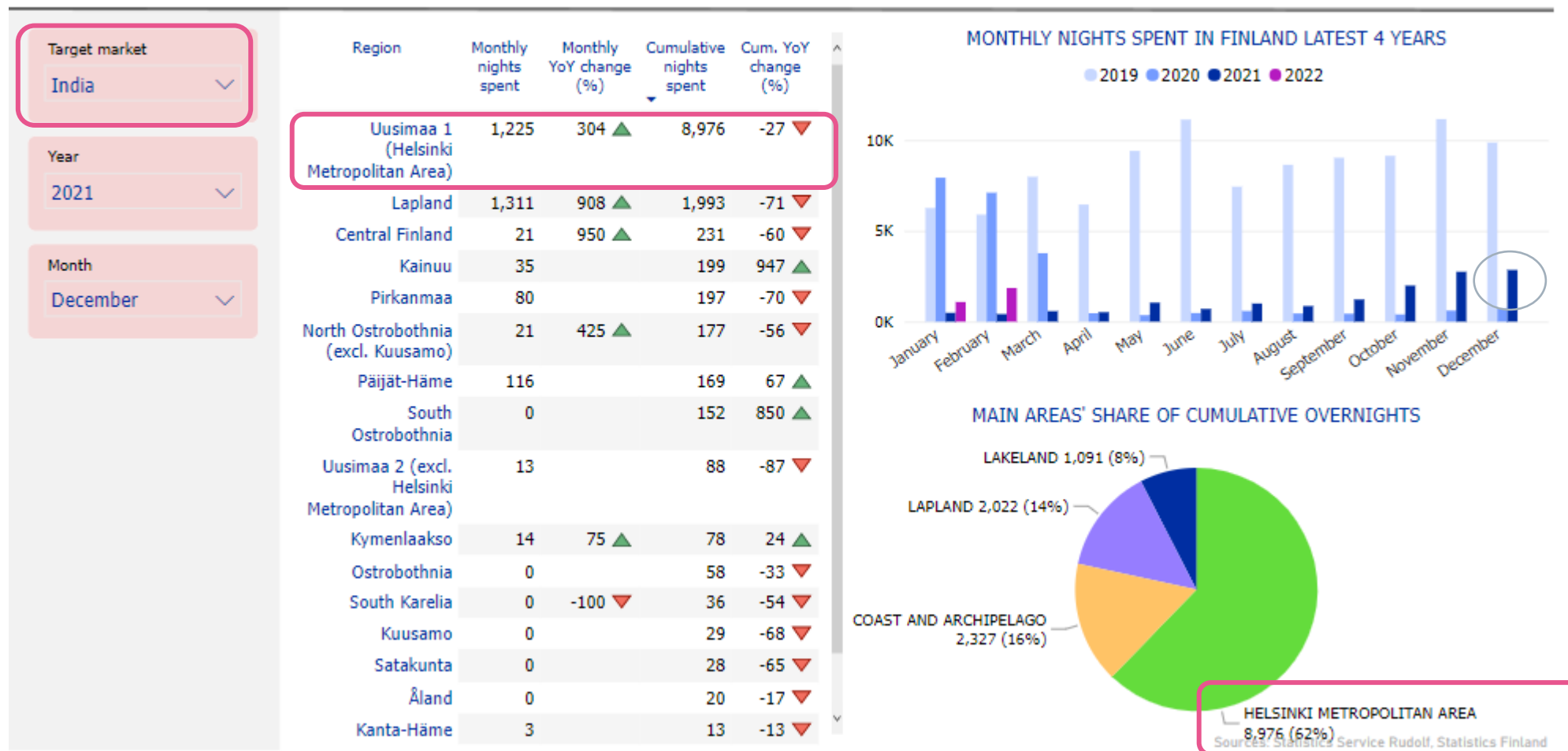
2019
102,000 nights
2021 vs. 2019 -86%

India– overnights in Finland 2021

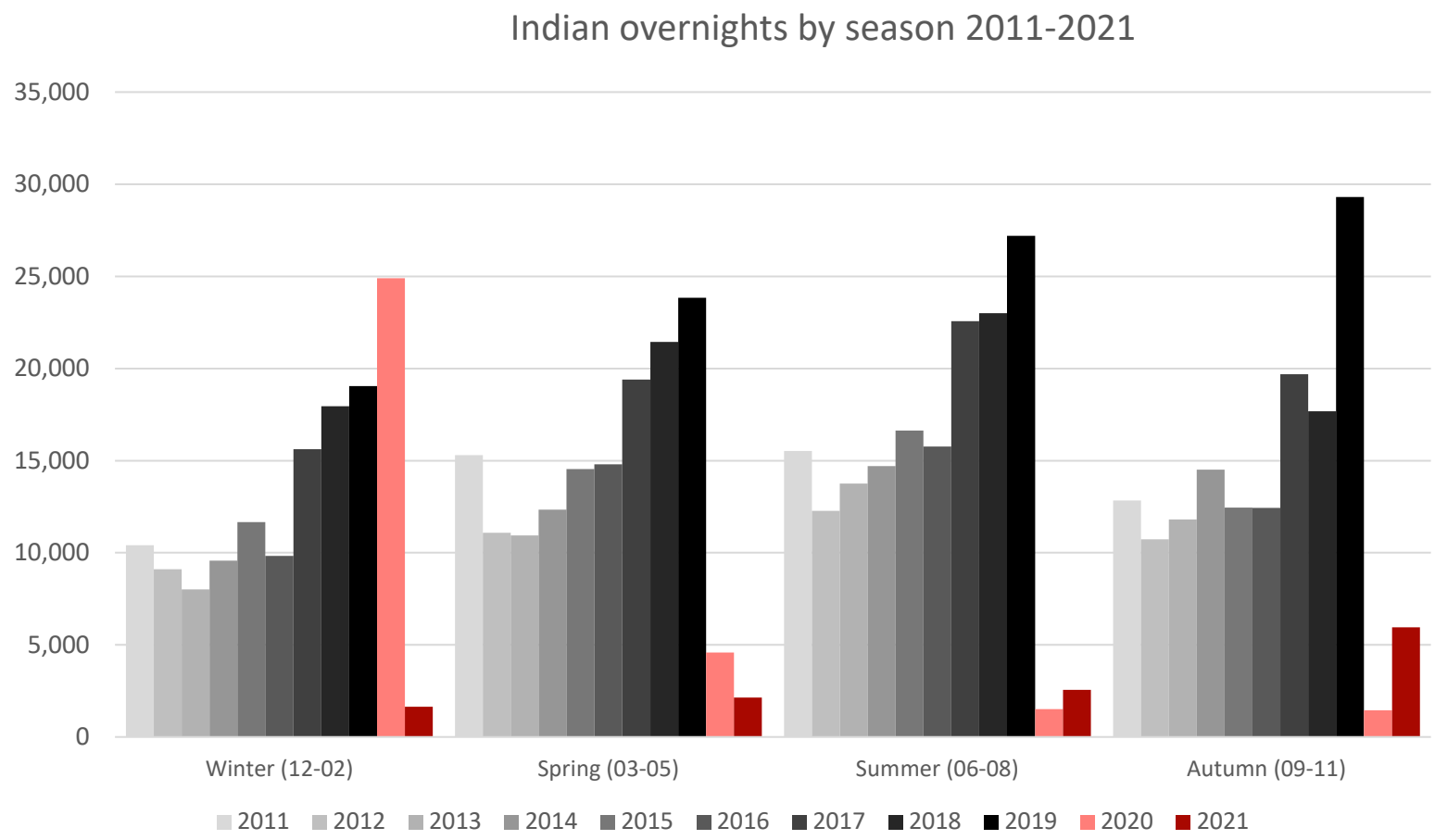
December
2021

4. OVERNIGHTS IN REGIONS BY TARGET MARKETS

VISIT
FINLAND



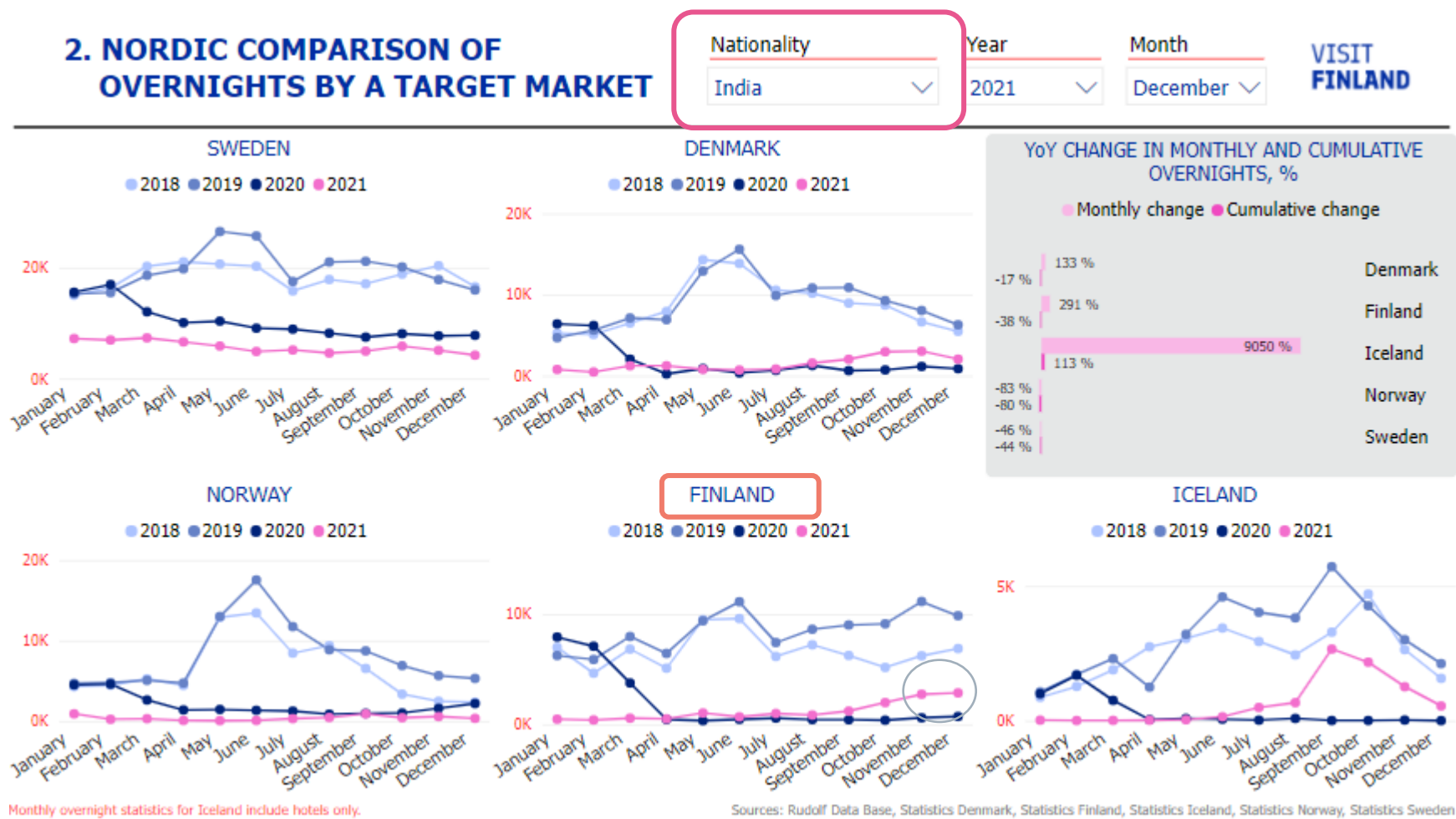
Seasonality of Indian overnights in Finland (pre-Covid19)



Indian overnights count for **2%** of all foreign overnights in Finland in autumn and spring. During the winter and summer their share is 1% of total

The most popular season for Indians to visit Finland is autumn, in 2019 29% of total overnights were spent during these months Spring was also popular with a 27% of total

India – Overnights in Nordics

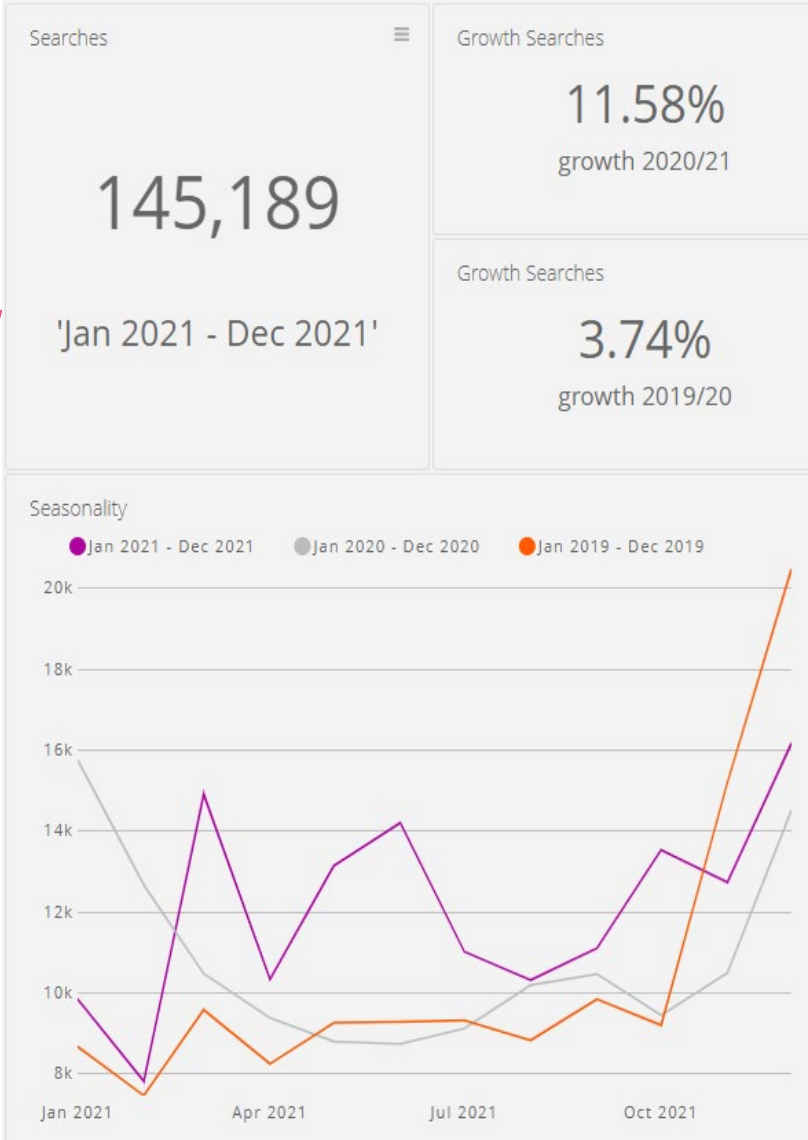


Digital Demand – Travel Related Internet Searches

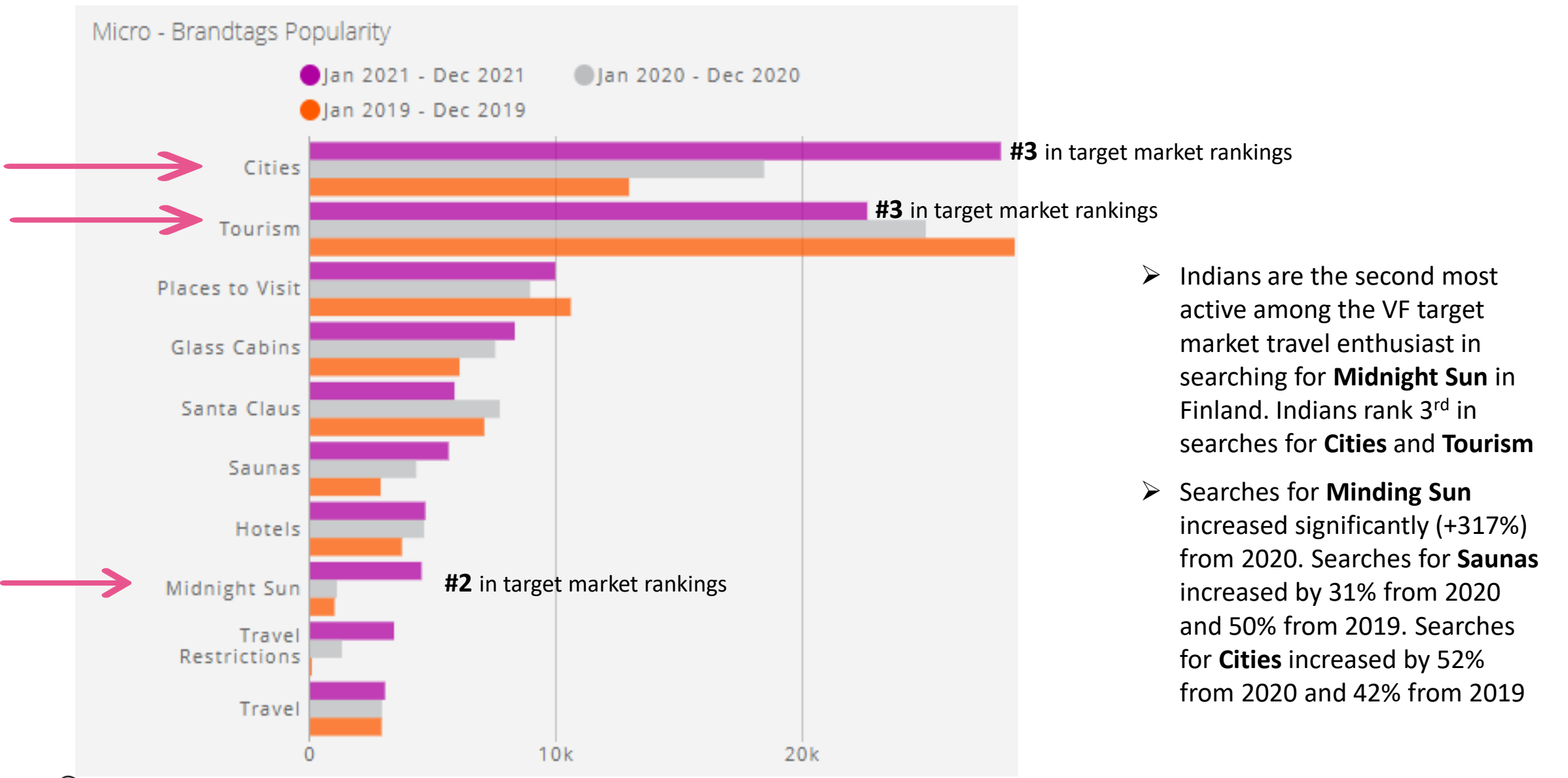
Year 2021 compared to 2020 and 2019

Digital Demand – travel related internet searches from India

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%



India: Most searched topics in 2021: Top 10 microbrandtags



- Indians are the second most active among the VF target market travel enthusiast in searching for **Midnight Sun** in Finland. Indians rank 3rd in searches for **Cities** and **Tourism**
- Searches for **Minding Sun** increased significantly (+317%) from 2020. Searches for **Saunas** increased by 31% from 2020 and 50% from 2019. Searches for **Cities** increased by 52% from 2020 and 42% from 2019

Links to Visit Finland PowerBI Reports

