

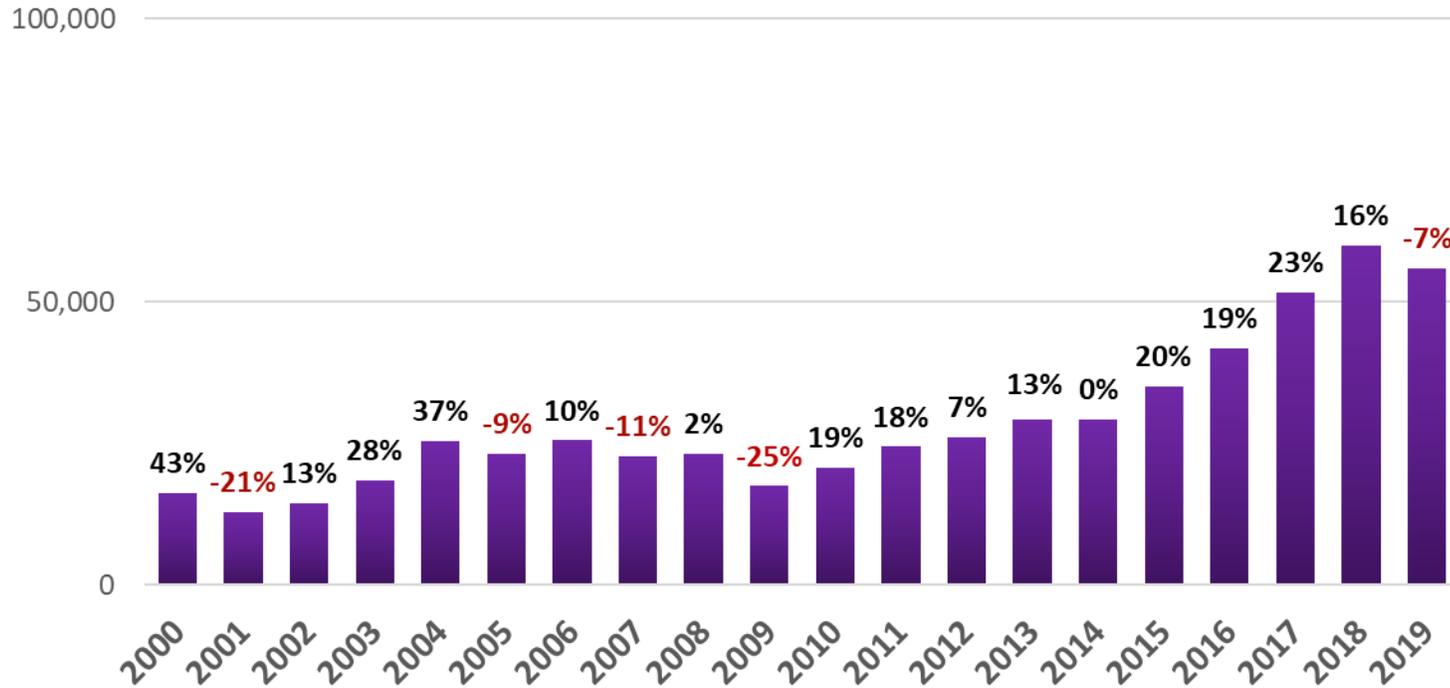
BUSINESS
FINLAND

South Korea Market Review

VISIT FINLAND

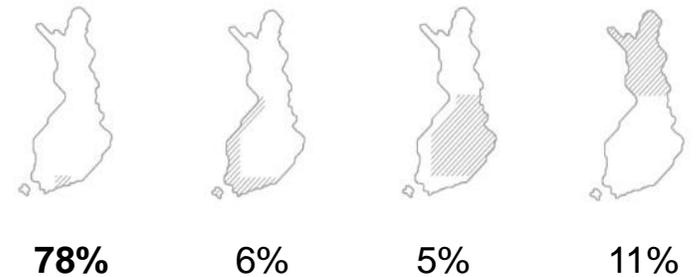


KOREAN OVERNIGHTS IN FINLAND



Year 2019
24th in country rankings
 with a **1% share** of foreign overnights
 Average change 2000-2019: **+10%**
 Change 2019 compared to 2000: **+224%**

Share of overnights by regions 2019



KOREAN OVERNIGHTS IN FINLAND / YEAR 2019

Year 2019

55 900 overnights in total

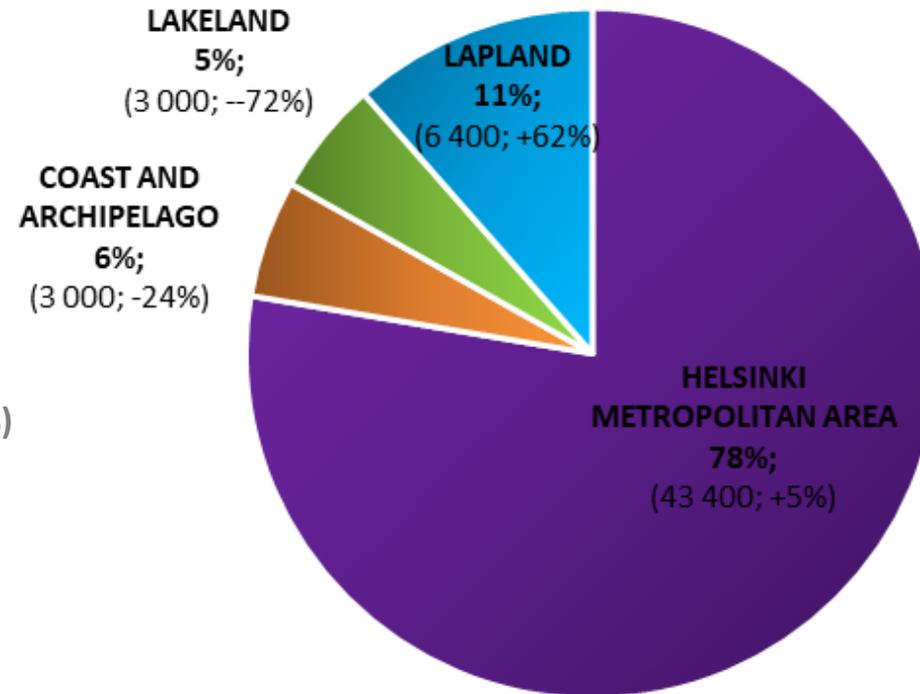
-7% compared to 2018
(+8% compared to 2017)

Lapland
42% in Rovaniemi (+122%)
24% in Inari-Saariselkä (+14%)
15% in Ruka-Kuusamo (+217%)
11% in Sodankylä (+17%)

Lakeland
32% in Tampere (-49%)
21% in Kajaani sub-reg. (-46%)
12% in Lahti sub-reg. (+53%)

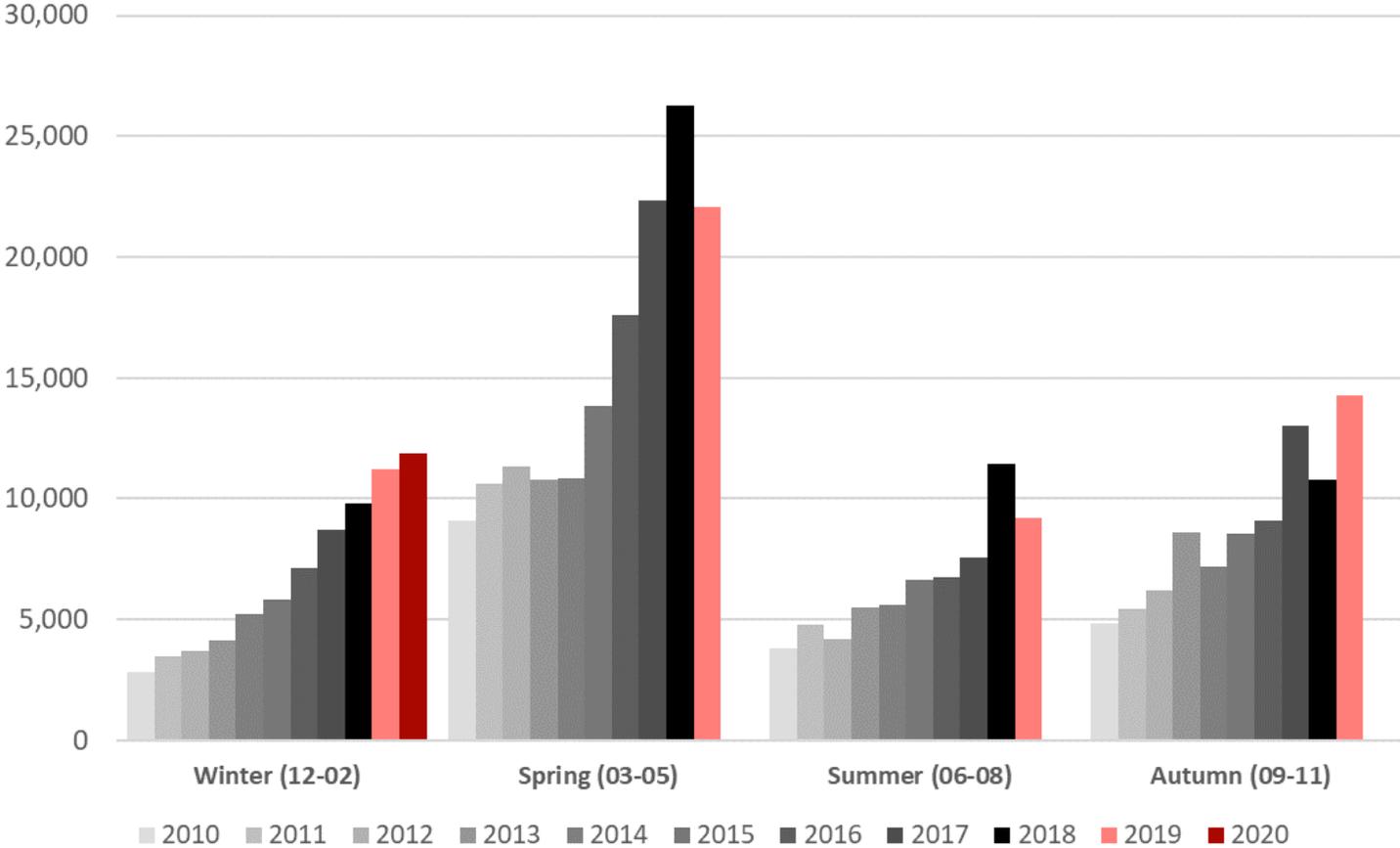
Coast and Archipelago
22% in Turku (-40%)
22% in Oulu (+13%)
17% in Vaasa (+17%)

Korean overnights in main marketing areas
Year 2019

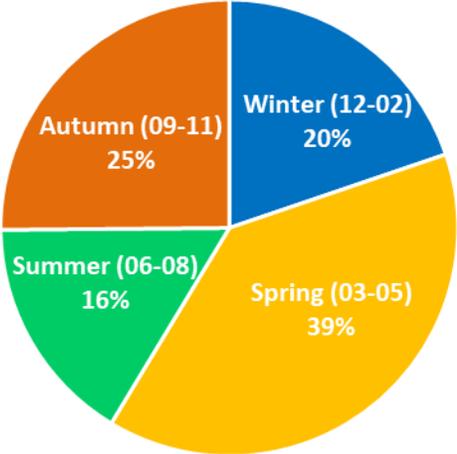


84% of these overnights were spent in the city of Helsinki (change +5% compared to 2018), (11% spent in Vantaa and 5% in Espoo)

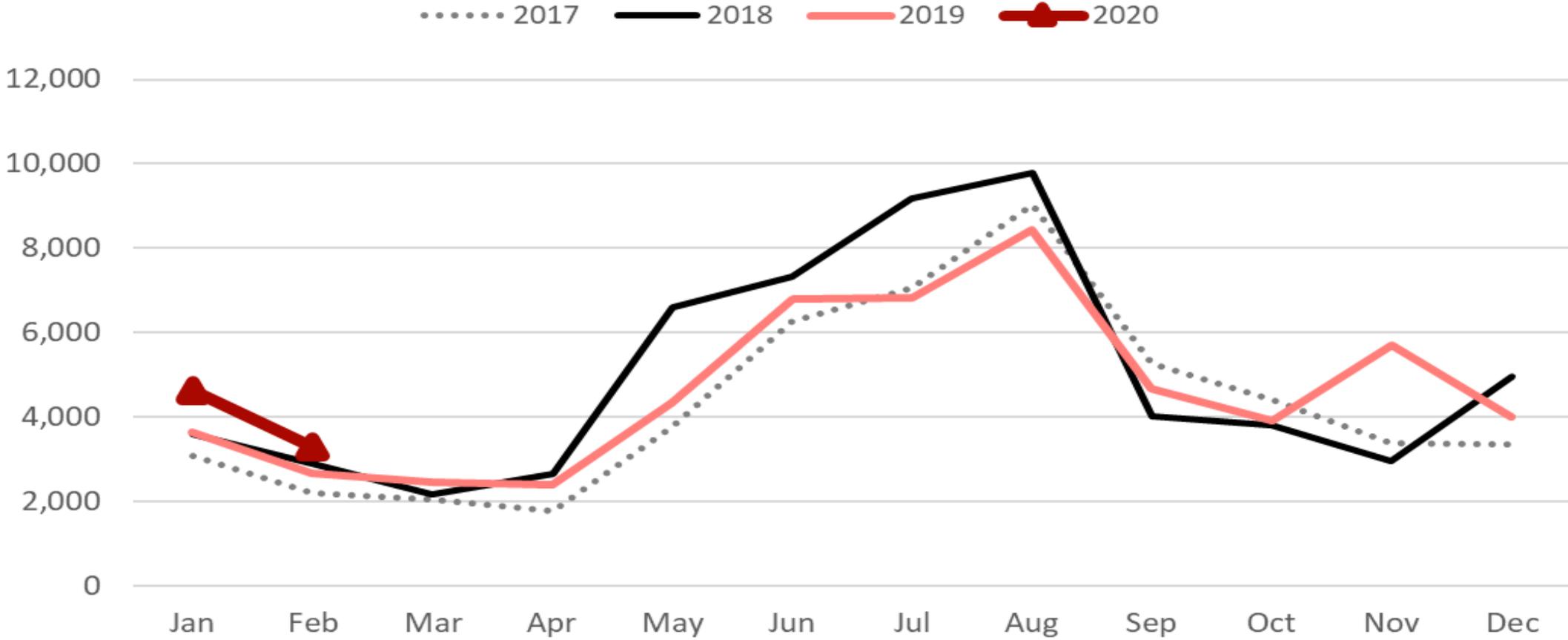
KOREAN OVERNIGHTS IN FINLAND BY SEASON



Korean overnights in 2019

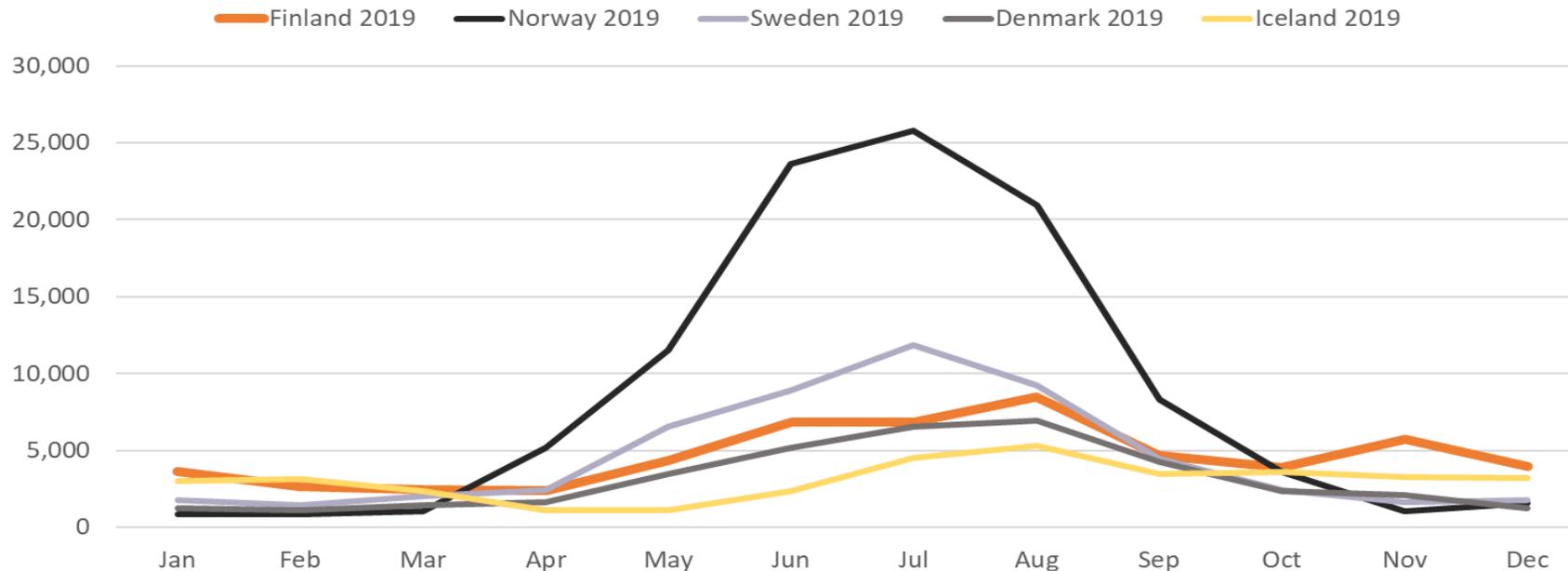


KOREAN MONTHLY OVERNIGHTS IN FINLAND 2017-2020



KOREAN MONTHLY OVERNIGHTS IN THE NORDIC COUNTRIES IN 2019

Monthly overnights in the Nordic countries in 2019



Monthly change in Korean overnights 2019/2018

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Year
Denmark	-17%	6%	-30%	-24%	-29%	-1%	13%	4%	13%	9%	0%	15%	-2%
Finland	1%	-8%	14%	-9%	-34%	-7%	-26%	-14%	16%	3%	93%	-19%	-7%
Iceland	-9%	6%	15%	-17%	-46%	-8%	-11%	9%	-3%	10%	43%	29%	2%
Norway	-13%	-17%	2%	40%	-27%	27%	11%	-18%	-19%	39%	-22%	90%	-1%
Sweden	34%	39%	53%	-1%	0%	19%	16%	5%	-9%	-1%	13%	27%	11%

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