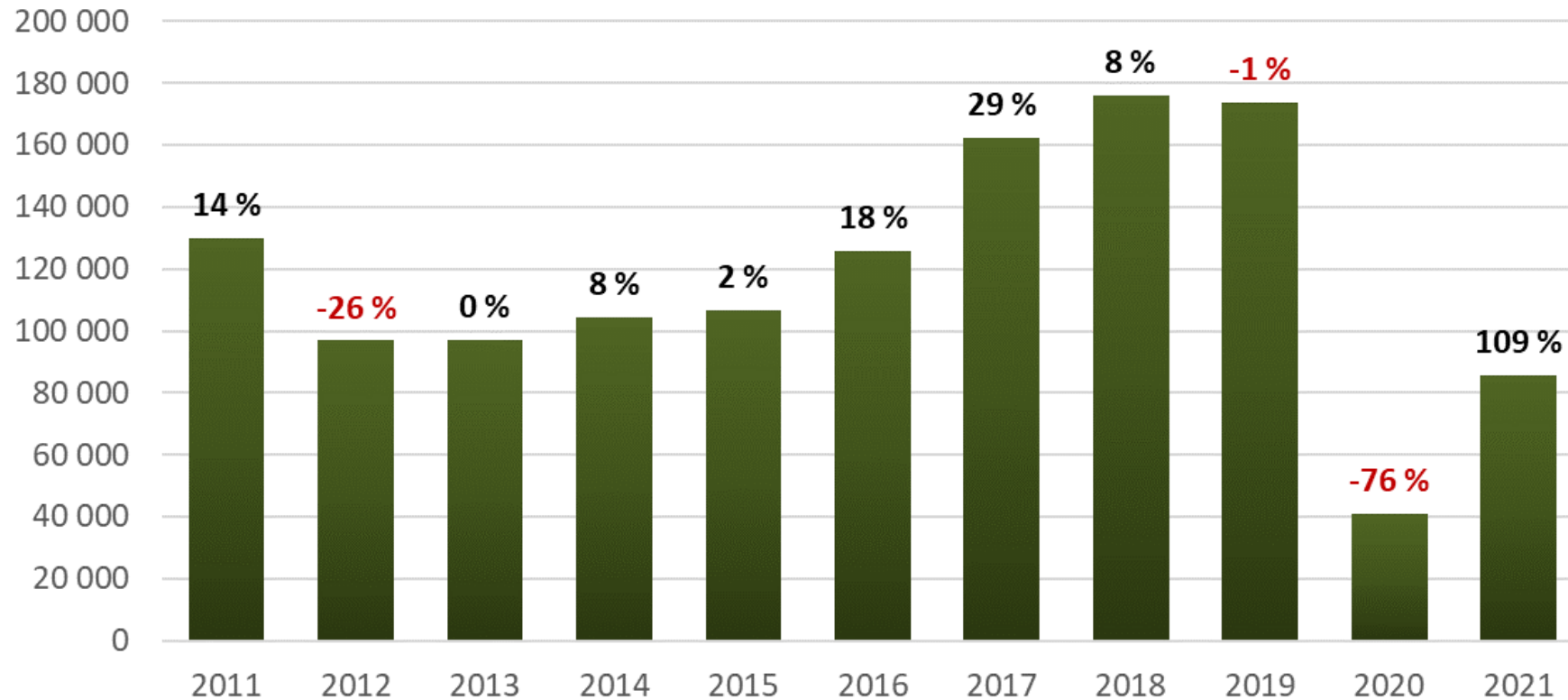


Spain – Market Insights



Spain – overnights in Finland 2011-2021



2021

85,500 nights
No. 7 in rankings
YoY change +108%

2019

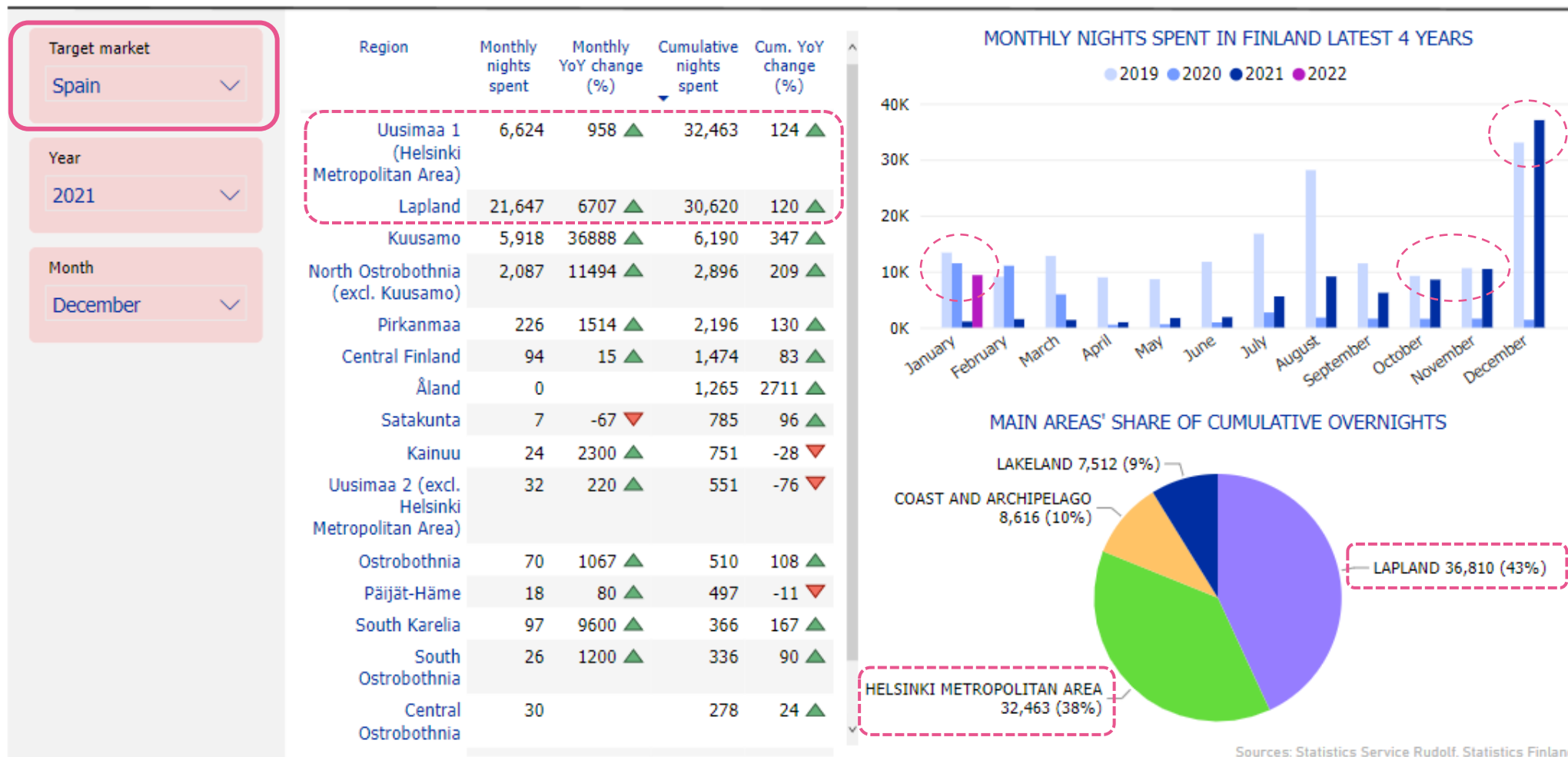
173,800 nights
2021 vs. 2019 -51%

Spain – overnights in Finland 2021

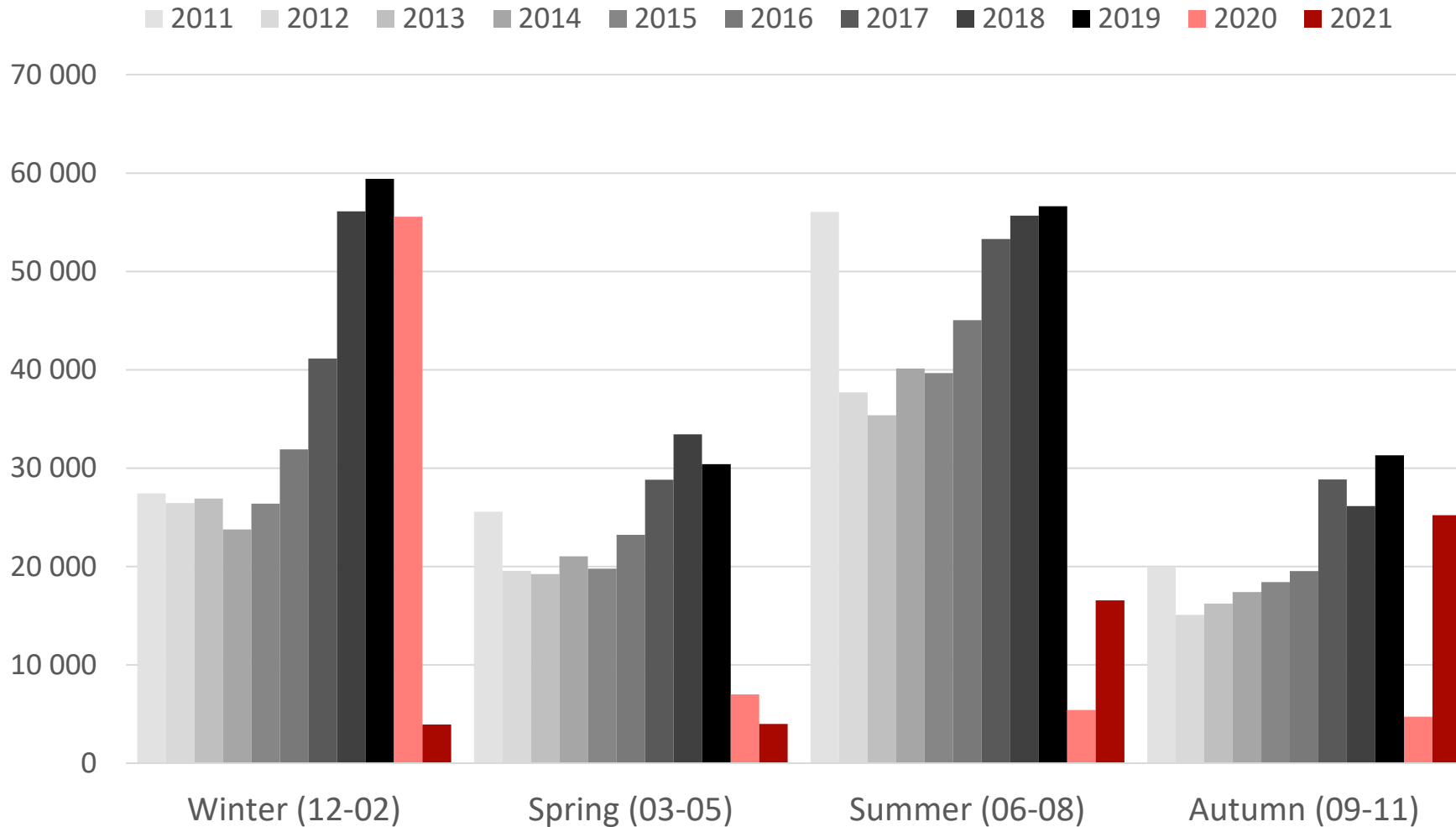
December
2021

4. OVERNIGHTS IN REGIONS BY TARGET MARKETS

VISIT
FINLAND



Seasonality of Spanish overnights in Finland

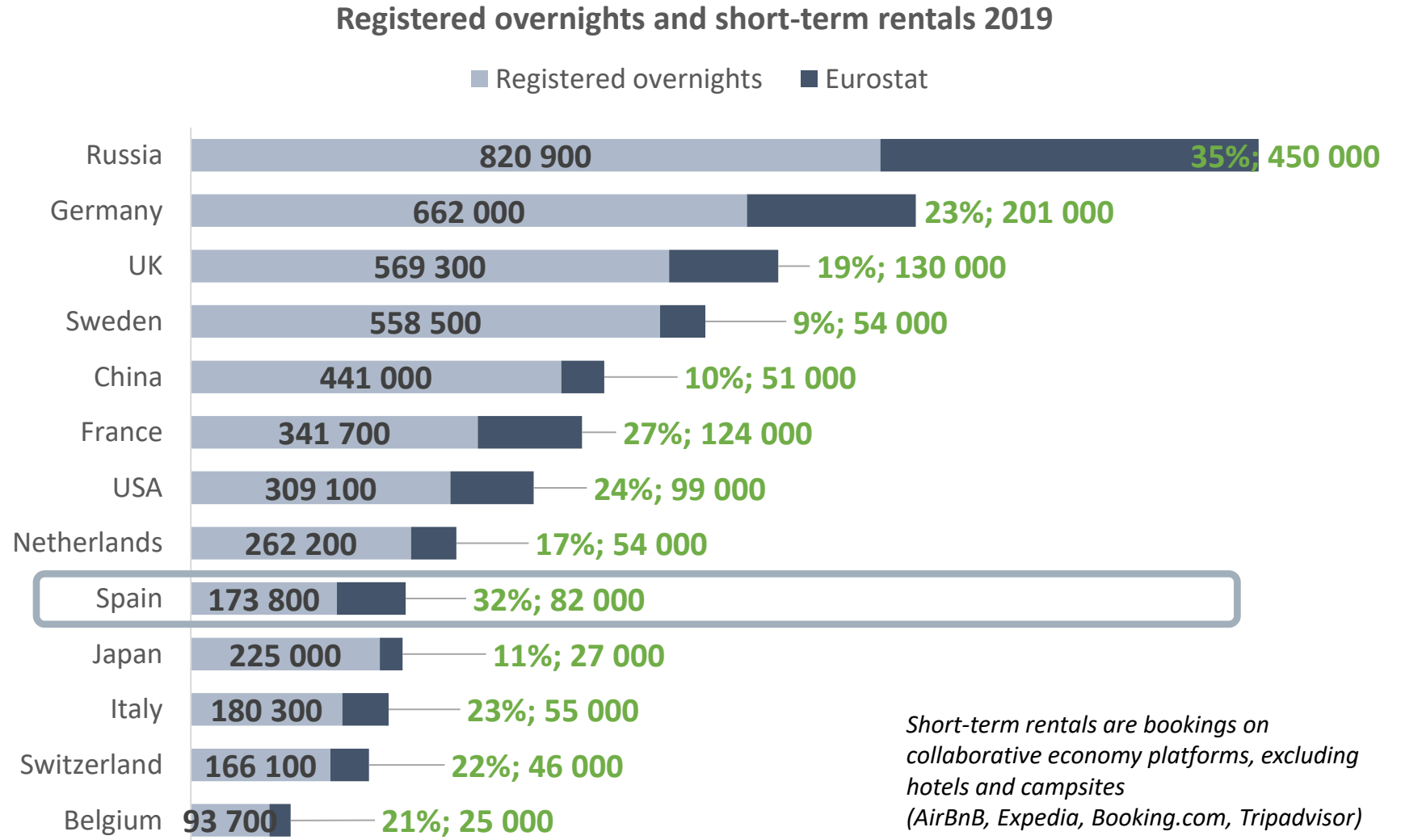


December 2021
Spain no. 4 with
37,100 overnights
in Finland
+12% vs. Dec-2019

Eurostat – Short Term Rentals

In 2019

- Spain was the **10th biggest source market** among all markets and **9th among VF target markets**, when adding up both registered overnights as well as short-term rentals
- Spain's share of all foreign
 - **registered overnights: 2%**
 - **short-term rentals: 4%**



Spain – Overnights in Nordics

2. NORDIC COMPARISON OF OVERNIGHTS BY A TARGET MARKET

Nationality

Spain

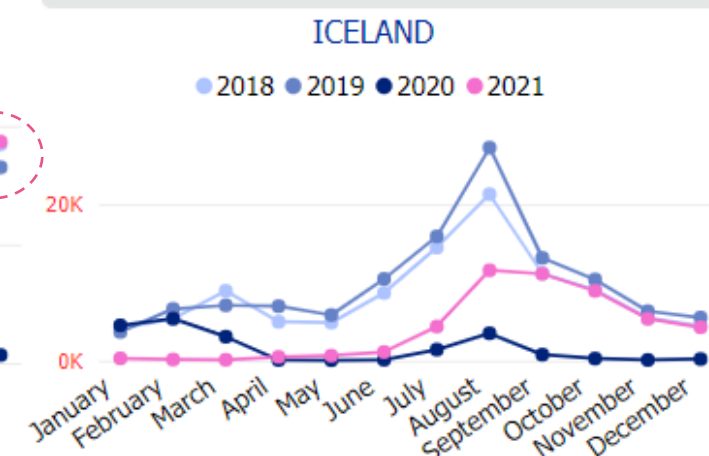
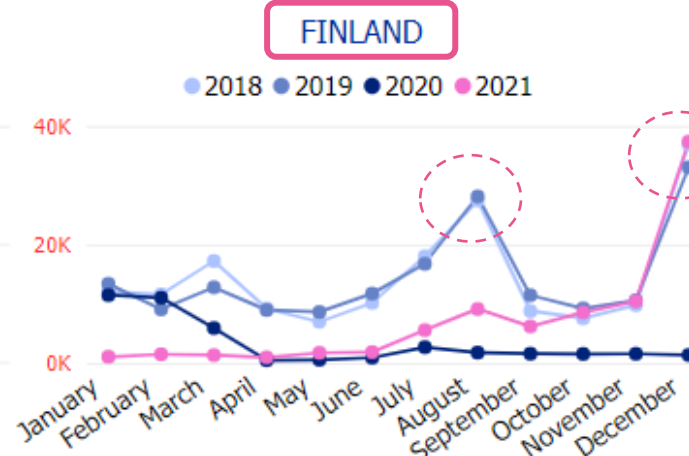
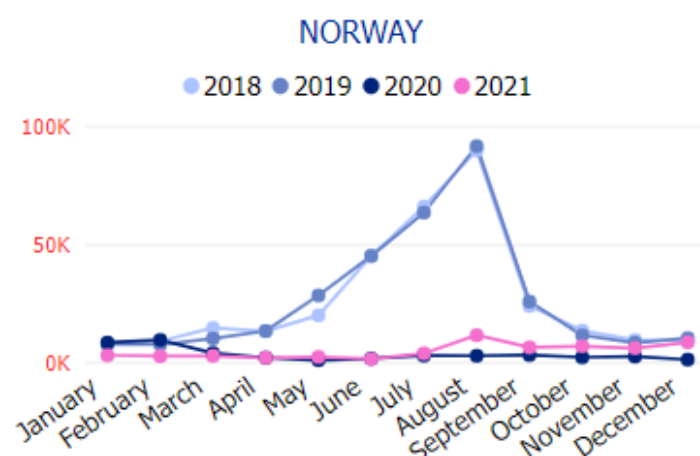
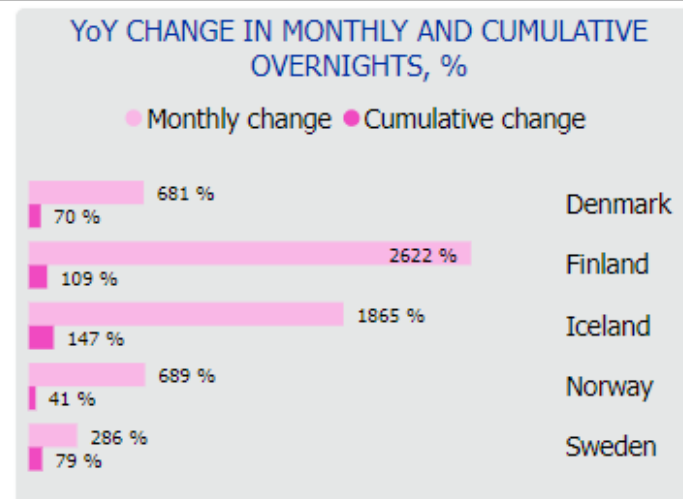
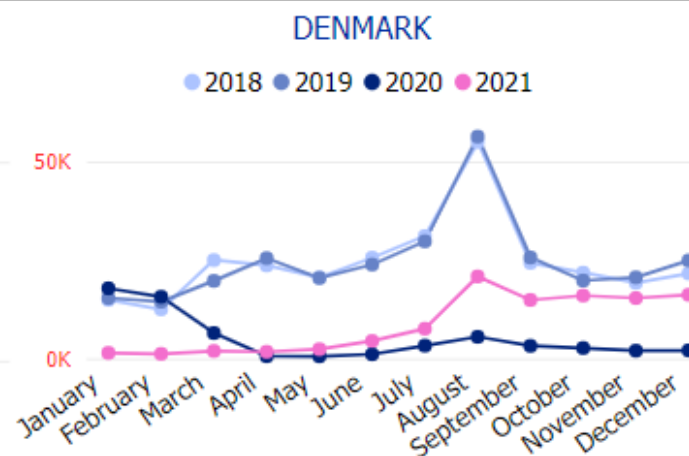
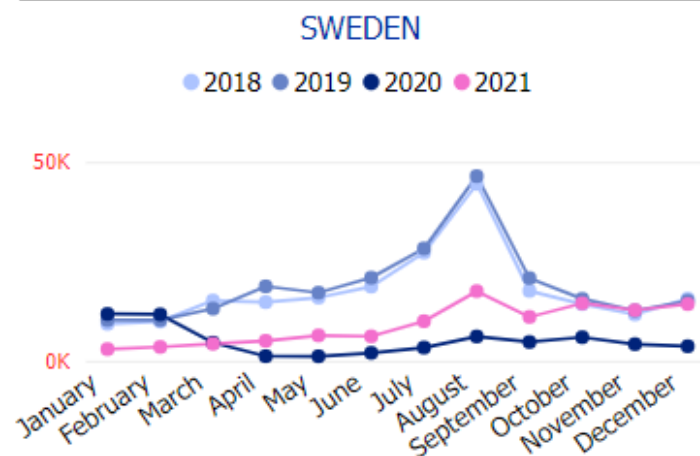
Year

2021

Month

December

VISIT
FINLAND



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

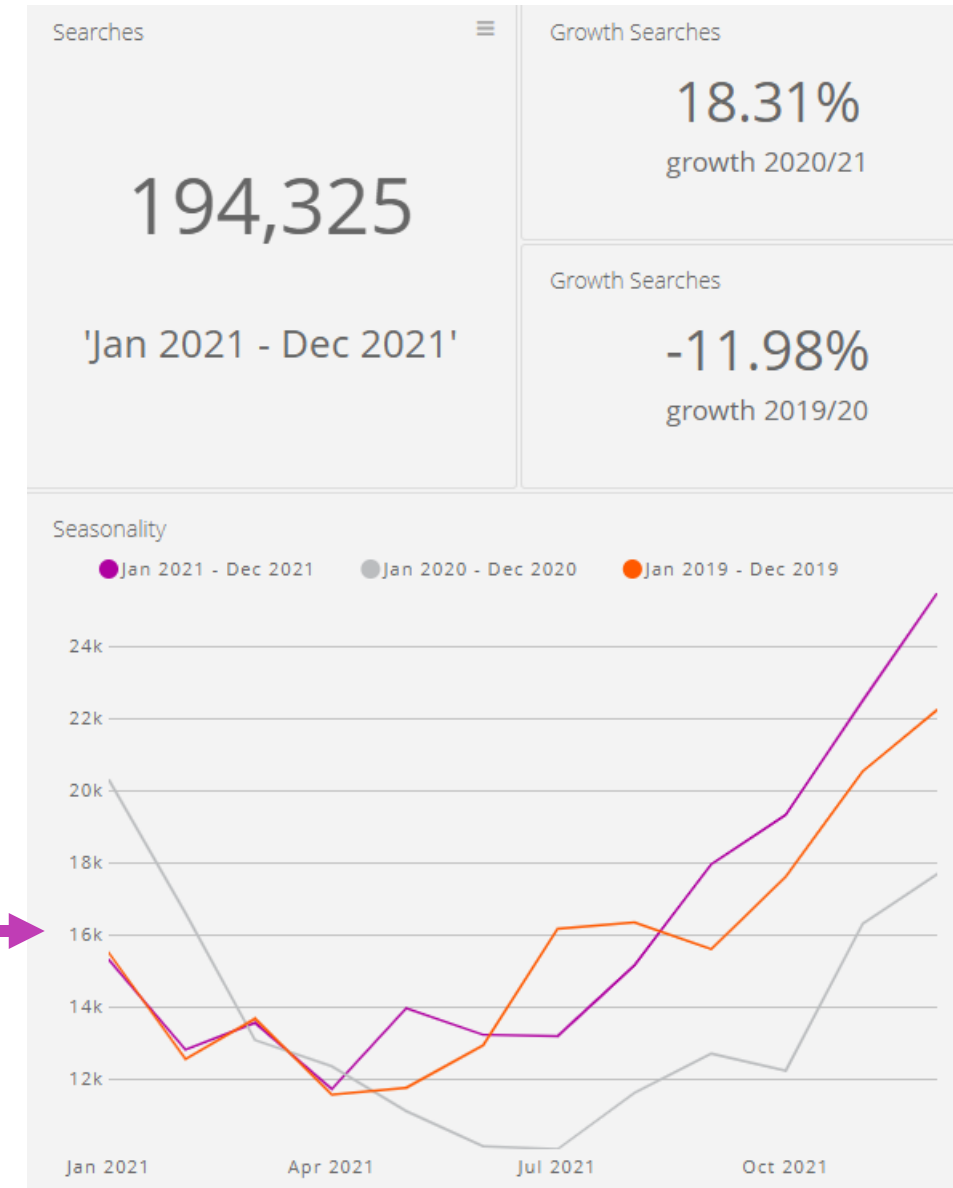
Year 2021 compared to 2020 and 2019

Searches from Spain increased strongly towards the end of 2021

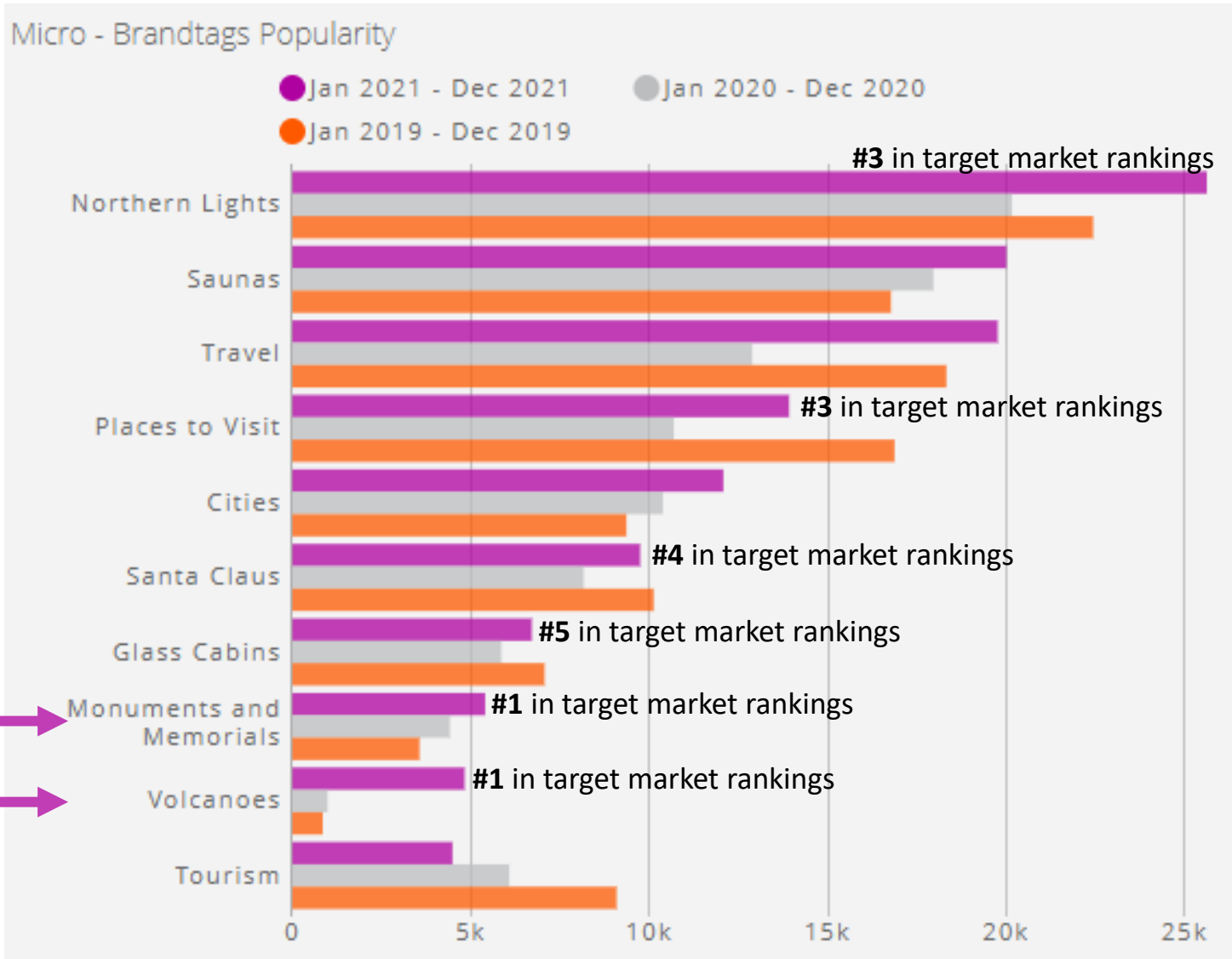
- Over 194,300 travel related searches from Spain in 2021
- Searches increased from September onwards even compared to 2019

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%



Spain: Most searched topics in 2021: Top 10 microbrandtags



- Among the VF target markets, **Spaniards** were the most active in **searching for Monuments and Memorials**, as well as **Volcanoes**, probably confusing Finland with Iceland (*Finlandia – Islandia in Spanish*).
- Spaniards were also among the most active in searching for **Northern lights** as well as for **Places to visit**, and also for **Santa Claus** and **Glass cabins**.
- Searches for **Northern lights**, **Saunas**, **Travel**, **Cities**, and **Monuments/memorials** increased even compared 2019.

Links to Visit Finland PowerBI Reports

