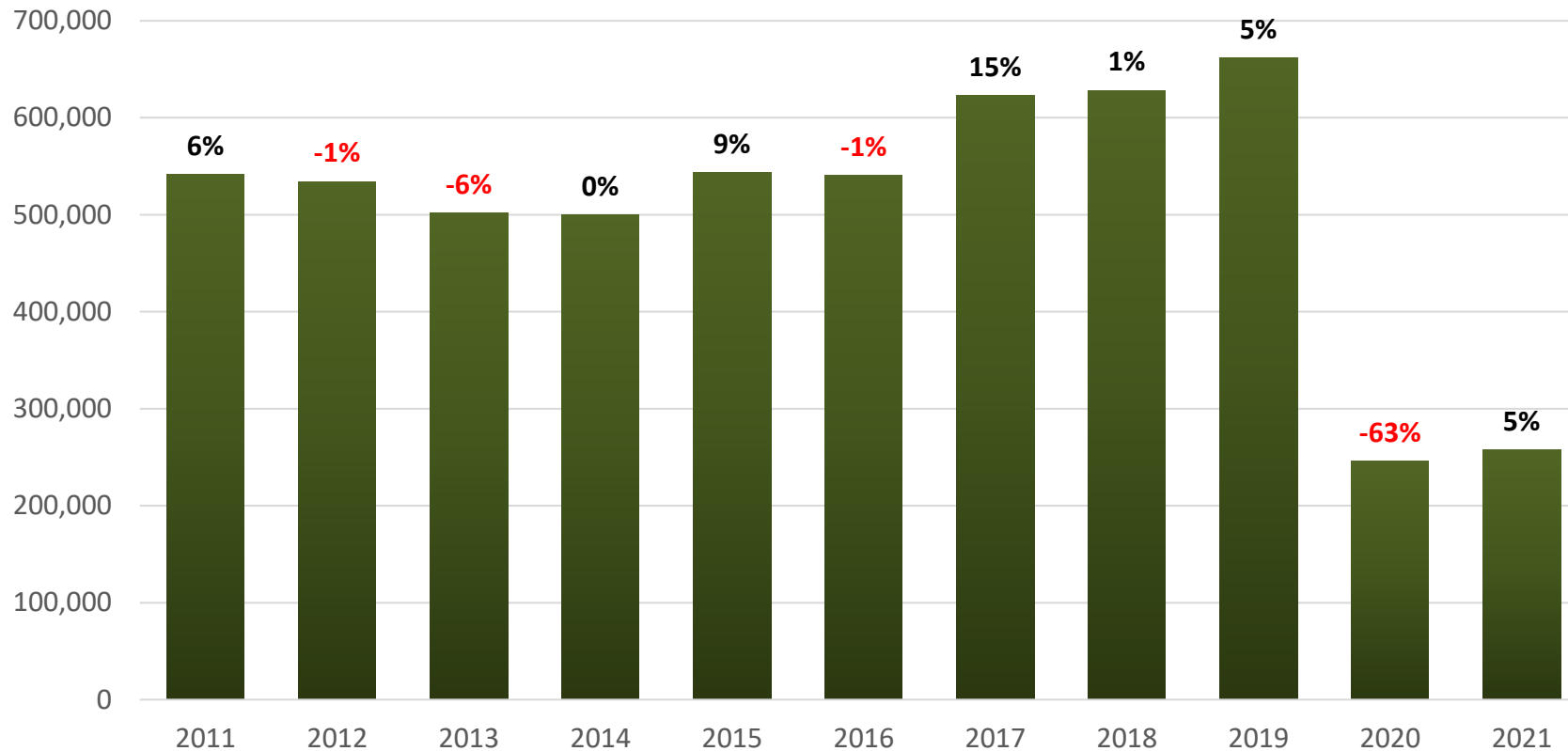


# Germany – Market Insights

# Germany – overnights in Finland 2011-2021



2021

**258,000** nights

YoY change +5%

2019

**662,000** nights

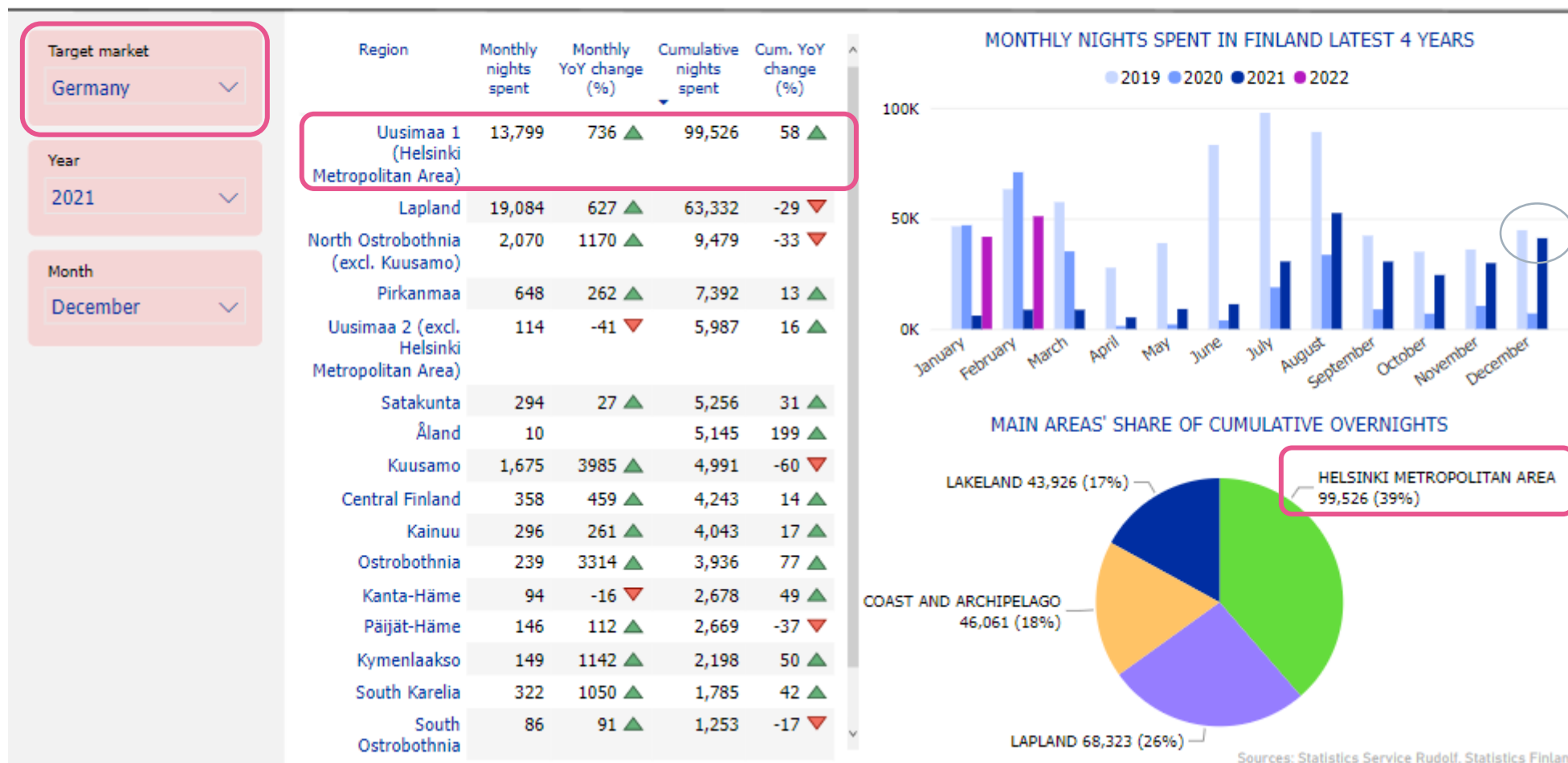
2021 vs. 2019 -61%

# Germany – overnights in Finland 2021

December  
2021

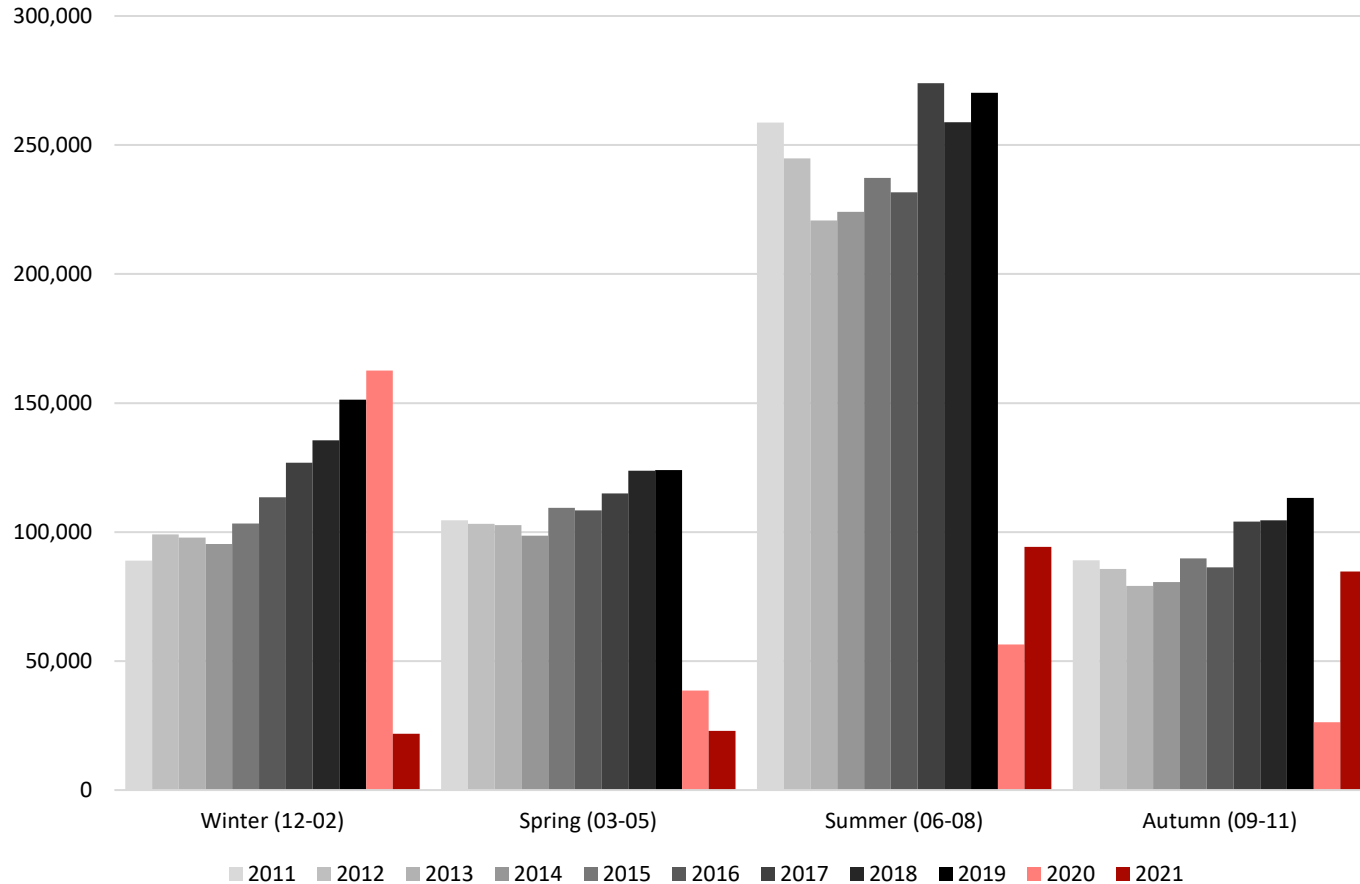
## 4. OVERNIGHTS IN REGIONS BY TARGET MARKETS

VISIT  
FINLAND



# Seasonality of German overnights in Finland

German overnights by season 2011-2021



*In 2019 41% of the German overnights were spent in summer, 23% in winter.*

*German's share of total foreign overnights in winter 2019 was 7% and in summer 12%*

*Germany was the 4<sup>th</sup> biggest foreign market in winter 2019 behind Russia, UK and France*

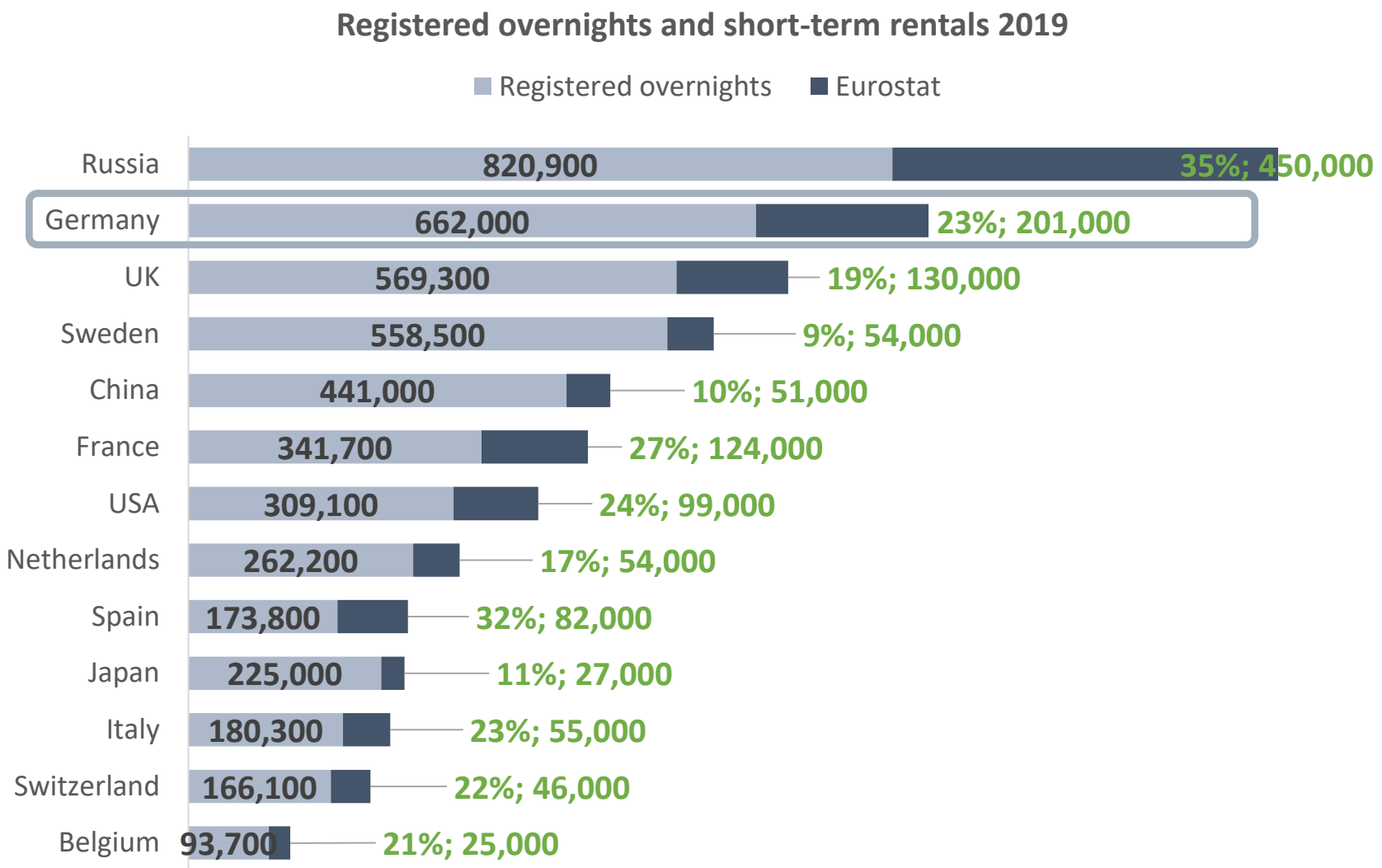
*In spring Germany was the 2<sup>nd</sup> biggest market behind Russia and in Autumn it was the 3<sup>rd</sup> biggest after Russia and Sweden*

*In Summer, which is the single most popular season for Germans to travel, they were the 2<sup>nd</sup> biggest foreign market after Russia*

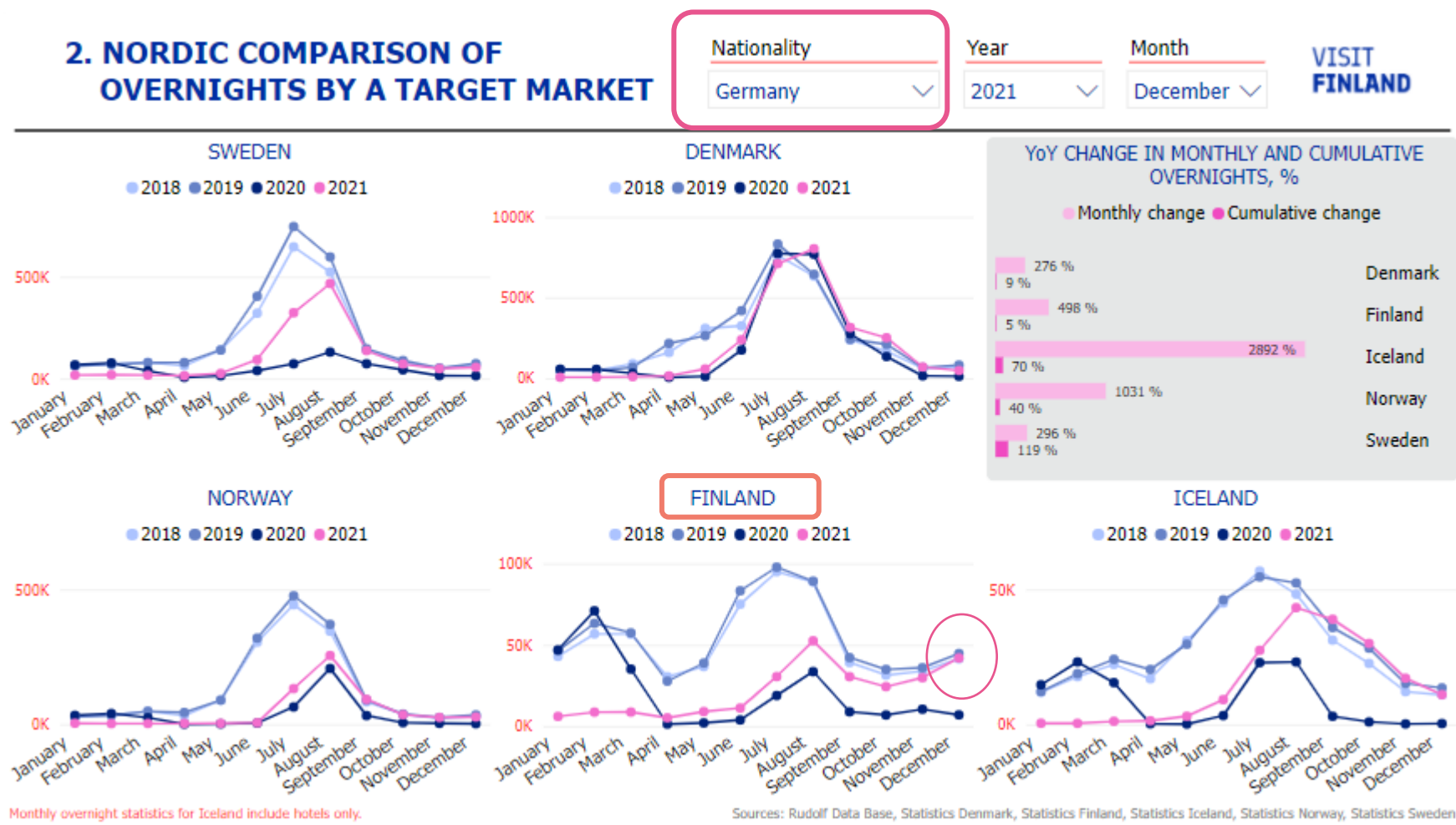
# Eurostat – Short Term Rentals

In 2019

- Germany was the **2<sup>nd</sup> biggest source market** after Russia
- Germany’s share of all foreign
  - **registered** overnights was **10%**
  - **short-term rentals** was also **10%**



# Germany – Overnights in Nordics





# Digital Demand – Travel Related Internet Searches

Year 2021 compared to 2020 and 2019

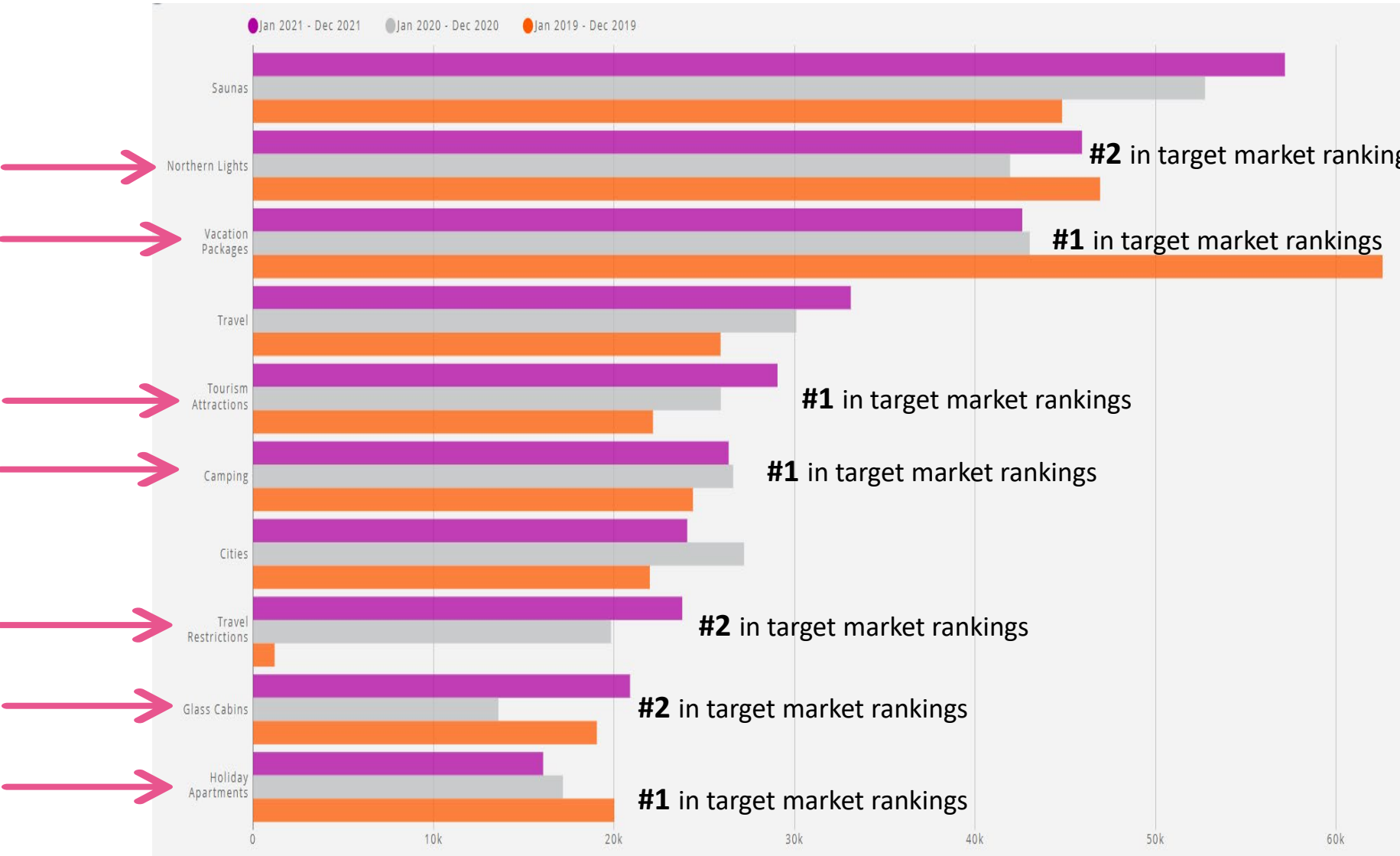
# Digital Demand – Travel Related Internet Searches from Germany

| 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%          |



- Germany is now number one in terms of search volume in Digital Demand -> Pandemic has boosted the searches
- German searches on Finland increased by 5% from 2020

# Germany: Most searched topics in 2021: Top 10 microbrandtags



- Germans are the most active among the VF target market travel enthusiast in searching for **Vacation Packages, Tourism Attractions, Camping and Holiday Apartments** in Finland.
- Searches for **Glass Cabins** increased significantly (+54%) from 2020. Searches for **Saunas, Travel and Tourism Attractions** increased by 28% and 31% from 2019.

# Links to Visit Finland PowerBI Reports

