



VF monthly follow up

January 2024

Summary

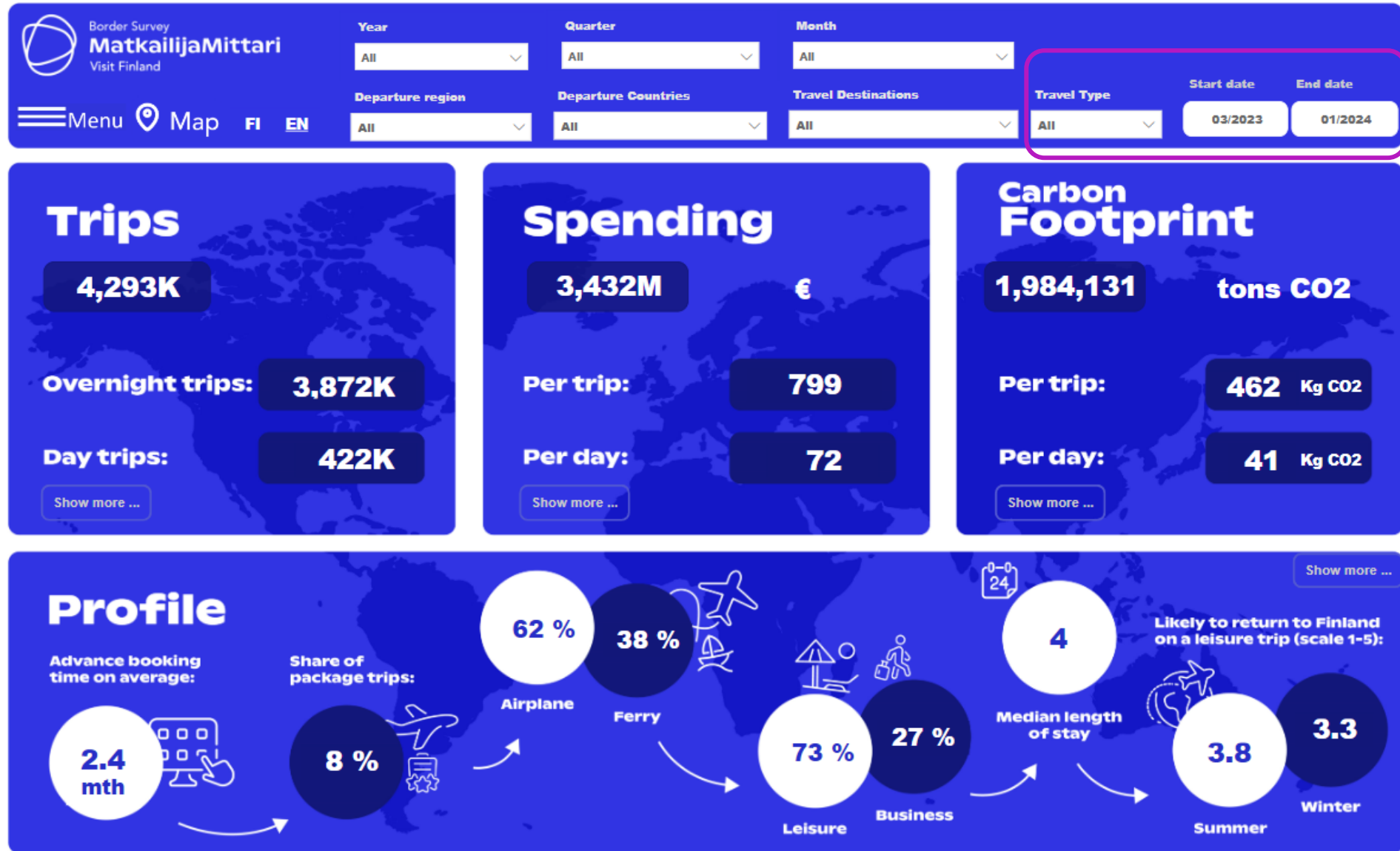
Travel to Finland and to the Nordics compared to previous year and pre-pandemic

- According to our **Border survey** (Matkailijamittari), the total number of trips to Finland by foreign visitors was **4.3 million** during **March 2023 – January 2024**, and the total amount the visitors spent in Finland was **3,432M€**. The median length of stay was **4 nights**, and **73%** of the visitors were travelling for **leisure**.
 - **Leisure travellers** tend to travel most often with family or friends, stay at a hotel or with their friends or relatives, and over half have had nature experiences during their visit.
- **Number of registered foreign overnights** in **Jan-2024** were **10% above** the figures of **Jan-2023**, but still 13% below the Jan-2019 level. If we leave the Russian travellers out of scope, the overnights were **11% above** both Jan-2023 and Jan-2019 figures.
 - **France, UK, Germany, and the Netherlands** were the biggest source markets for registered overnights.
- Comparison with **the registered overnights in the Nordics** in January 2024 shows that **Finland's recovery has been slower** than in the other Nordic countries due to the big impact Russian and the Asian travellers had on travel to Finland pre-pandemic.
 - Even though Finland's market share did not reach the pre-pandemic level in Jan-2024, Finland's market share is among the biggest within the Nordic countries.
- **Registered foreign overnights in Finland** increased by **15% in 2023** compared to 2022 but remained 19% below 2019 level. **Tourism income** increased at a similar pace with the overnight stays when comparing to the previous year but remained 26% below the 2019 tourism income figures.
- **International flight bookings to Finland** for the spring months of March - May 2024 show a good increase compared to 2023 even though the pace of bookings has slowed down a bit compared to previous year. *When comparing to pre-pandemic, the total int'l bookings are now at a lower level. However, several of the main source markets show still positive development also compared to 2019.*
 - Total int'l bookings to Norway and Sweden for the spring months are growing even stronger than to Finland.
- **Seat capacity to Finland** for March – May 2024 is 12% above 2023 level, *but still -18% compared to the pre-pandemic level.*
 - Seat capacity from **Europe** and **Asia** is improving compared to **previous year**.

Border Survey / March 2023 – January 2024

Foreign visitors in Finland

[Link to the report: Matkailijamittari - Visit Finland](#)

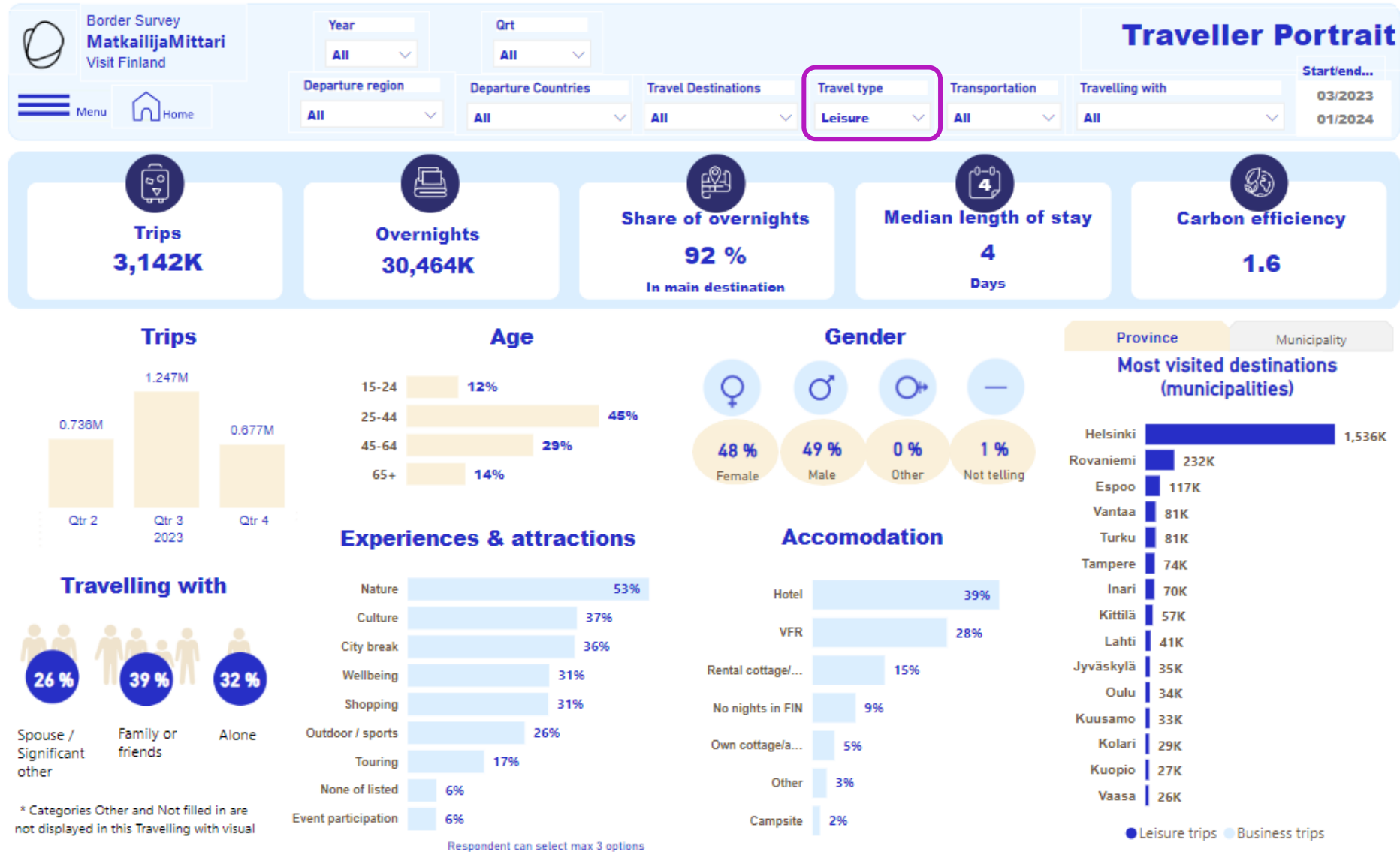


Traveller portrait / Mar-2023 – Jan-2024

[Link to the report:](#)
Matkailijamittari - Visit Finland

Foreign visitors in Finland

- **Traveller portrait** gives a view on travellers' profile coming from different source markets to Finland
- When focusing on leisure travellers in general
 - **Helsinki** is clearly the most visited destination, followed by **Rovaniemi**
 - Travelling with **family or friends** is the biggest group
 - **Hotel or staying with friends or relatives** are the most common for the overnight stays
 - Over half of the leisure travellers have had **nature experiences** during their visit



Foreign registered overnights & flight statistics

Compared to corresponding period in *previous year* (& 2019)

*) Flight bookings including at least 1 night stay in Finland.

Registered overnights

Flight arrivals / bookings*

Seat capacity

Monthly view

589,800

+10% (-13%)

Jan/24 foreign overnights in FIN



121,400

+18% (-7%)

Feb/24 int'l flight arrivals to FIN



92,300

+17% (-3%)

Mar/24 outlook for int'l flight bookings to FIN



713,700

+9% (-18%)

Feb/24 flight seat capacity to FIN



776,400

+6% (-21%)

Mar/24 outlook for seat capacity to FIN



Several months' view

589,800

+10% (-13%)

Jan/24 foreign overnights in FIN



641,000

+18% (-19%)

09/23 – 02/24 (6 mths) arrivals to FIN



207,300

+15% (-8%)

03-08/24 (6 mths) outlook for flight bookings to FIN



4.6M

+8% (-22%)

09-12/23 – 02/24 (6 mths) flight seat capacity to FIN



5.4M

+13% (-17%)

03-08/24 (6 mths) outlook for seat capacity to FIN



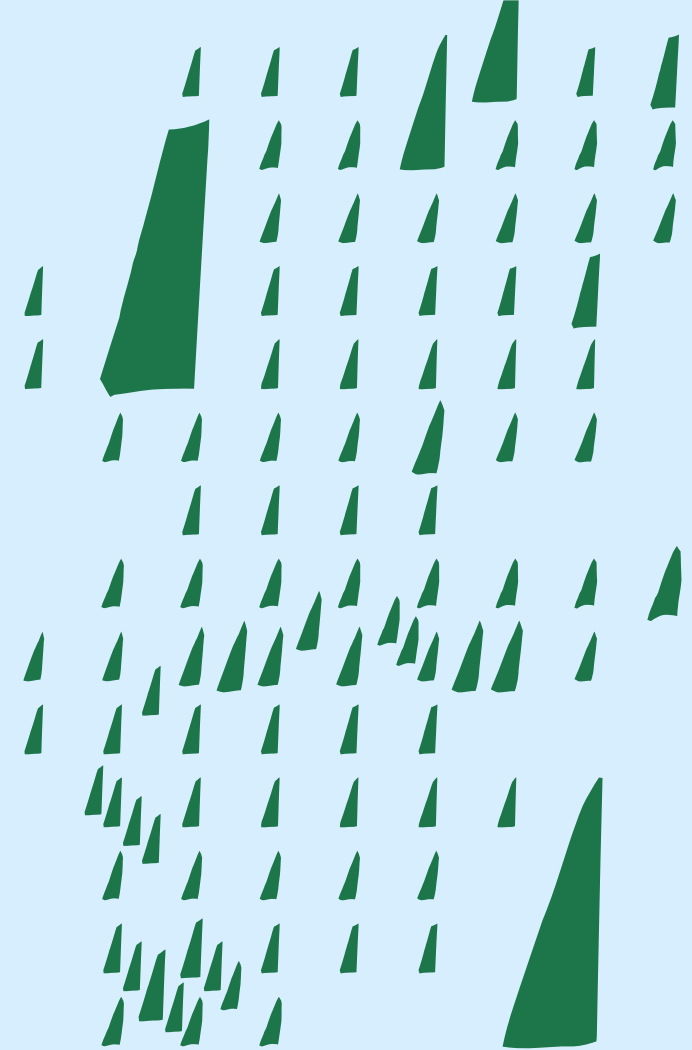
Registered overnights

- January

- Foreign overnights: **589,800** (+10% vs. Jan/23 & -13% vs. Jan/19)
- Foreign excl. Russia: **588,500** (+11% vs. Jan/23 & +11% vs. Jan/19)
- Top source markets: **France, UK, Germany, the Netherlands**
- Top destinations:
Helsinki, Rovaniemi, Inari-Saariselkä, Kittilä-Levi, Kolari-Ylläs, Kuusamo, Sodankylä, Vantaa

- Accommodation revenue in January

- Total revenue increased by **4%** as the foreign revenue increased by **18%** compared to Jan-2023 (domestic revenue -6%)
- The share of foreign revenue was as high as **46%** of the total accommodation revenue, even though the share of foreign overnights were 39% of the total number of registered overnights, so foreign visitors paid clearly higher prices in average for the overnights (price per foreign night 87€ vs. domestic night 65€)



Registered overnights Jan 2024

	Jan 2024	Change-% vs. Jan 2023	Change-% vs. Jan 2019
Total	1.5M	-1%	-2%
Domestic	930,400	-6%	+7%
Foreign, total	589,800	+10%	-13%
Foreign excl. Russia	588,500	+11%	+11%
Scandinavia	37,200	+2%	-12%
EU-27 + UK	408,200	+4%	+23%
America	35,300	+34%	+50%
Asia	71,000	+47%	-25%

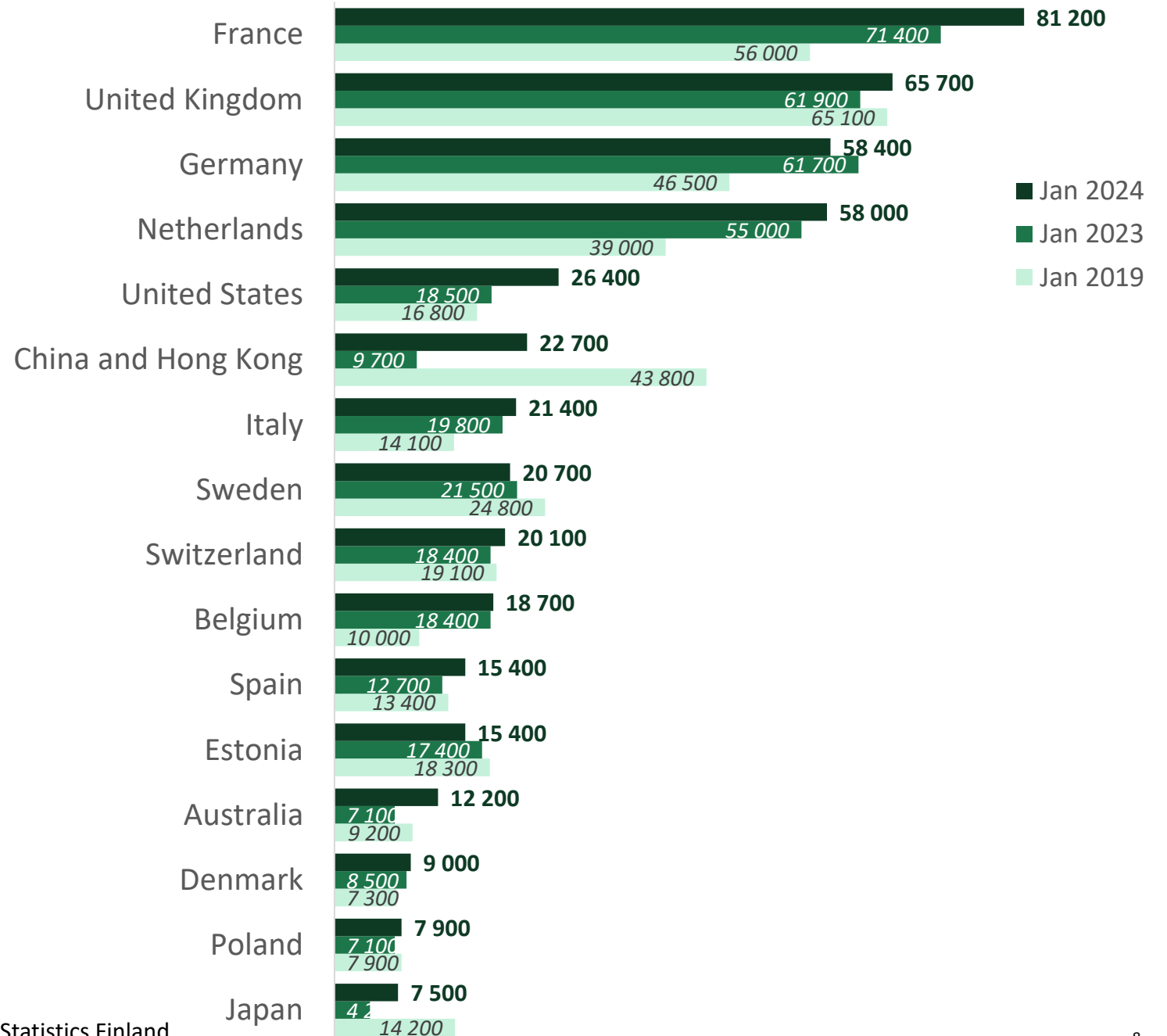


Top16 origin countries

Jan 2024 vs. Jan 2023 & Jan 2019

During Jan 2024, number of overnights exceeded both Jan-2023 and Jan-2019 figures from these biggest source markets:

- **France**
- **UK**
- **Netherlands**
- USA
- Italy
- Switzerland
- Belgium
- Spain
- Australia
- Denmark
- Poland





Registered overnights & Accommodation revenue



Year

2018 2019 2020 2021 2022 2023 **Latest**

Year month

Jan

Overnights

1.5M

TOTAL overnights

YoY change %

-1

YoY change %

Foreign

589.8K

Overnights

YoY change %

10.1

Foreign

Domestic

930.4K

Overnights

YoY change %

-6

Domestic

Revenue

111.1M

TOTAL revenue

YoY change %

4

YoY change %

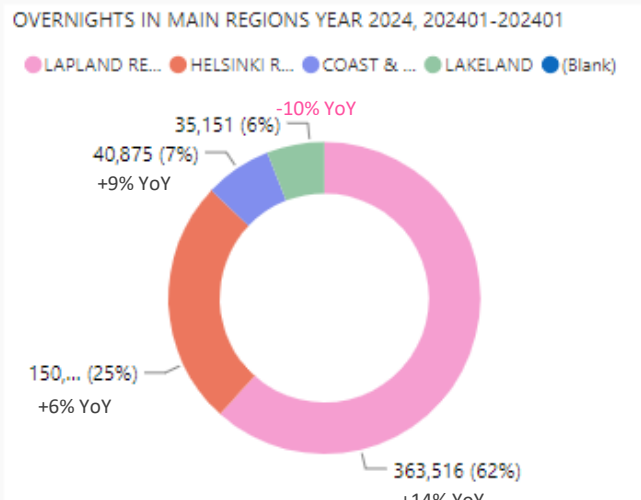
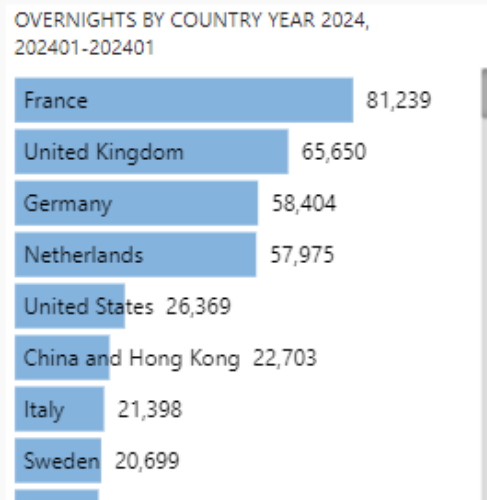
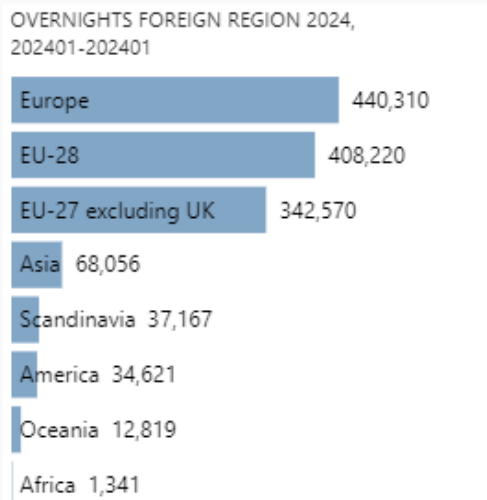
View Main regions, Regions by

Domestic **Foreign**

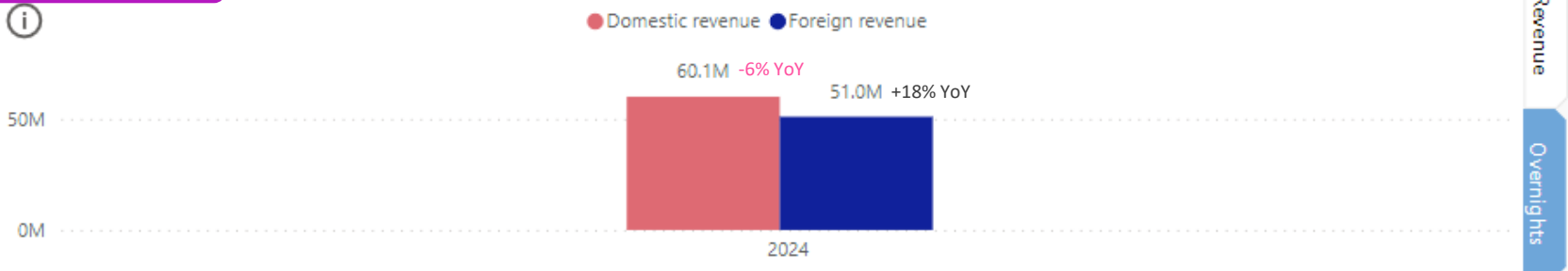
VIEW REVENUE DETAILS

VIEW OVERNIGHT DETAILS

REGIONAL OVERNIGHTS



REVENUE 2024



Sources: Statistics Service Rudolf, Statistics Finland



Year

2019 2020 2021 2022 2023 Latest

Year month

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

Main area

All

Region

All

Sub-region

All

Municipality

All

REVERT TO DEFAULT

REGION VIEW

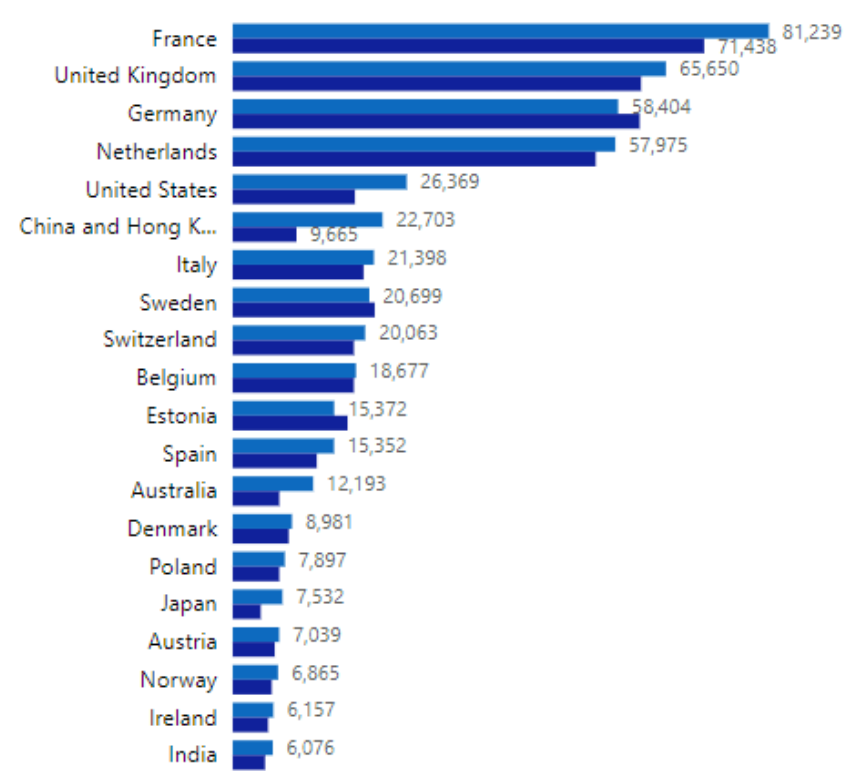
FOREIGN REGION VIEW

FOREIGN OVERNIGHTS 2024 compared to 2023 months 1-1

Main area	2024 MAX year	2023 MIN year	Change %
LAPLAND REGION	363,516	317,783	14.4
HELSINKI REGION	150,256	141,198	6.4
COAST & ARCHIPELAGO	40,875	37,349	9.4
North Ostrobothnia (excl. Kuusamo)	15,872	14,120	12.4
Southwest Finland	6,404	5,653	13.3
Uusimaa 2 (excl. Helsinki Metropolitan Area)	4,344	4,919	-11.7
Åland	3,848	3,402	13.1
Satakunta	3,748	2,655	41.2
Ostrobothnia	3,066	3,015	1.7
Kymenlaakso	1,799	1,213	48.3
South Ostrobothnia	1,306	1,554	-16.0
Central Ostrobothnia	488	818	-40.3
LAKELAND	35,151	39,164	-10.2
Pirkanmaa	10,218	10,480	-2.5
Central Finland	8,006	7,615	5.1
Päijät-Häme	3,131	8,912	-64.9
North Savo	3,026	2,660	13.8
South Karelia	2,837	1,584	79.1
Kainuu	2,669	3,753	-28.9
South Savo	2,216	1,278	73.4
North Karelia	1,736	1,750	-0.8
Kanta-Häme	1,312	1,132	15.9
Total	589,798	535,494	10.1

OVERNIGHTS 2024 compared to 2023 months 1-1

MAX year MIN year



The most popular destinations with the biggest growth rates compared to Jan-2023:

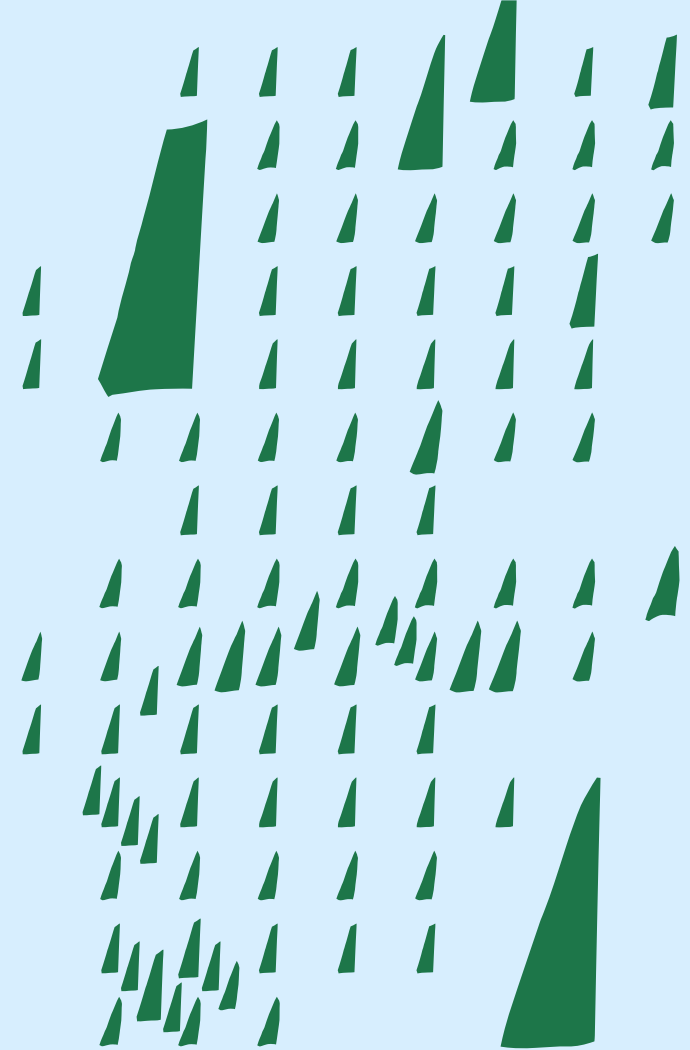
- Kuusamo
- Rovaniemi
- Helsinki
- Sodankylä
- Inari-Saariselkä
- Kittilä-Levi
- Kolari-Ylläs

From these destinations only Helsinki was below (-23%) the figures of Jan-2019.

Registered overnights in the Nordics

Jan 2024

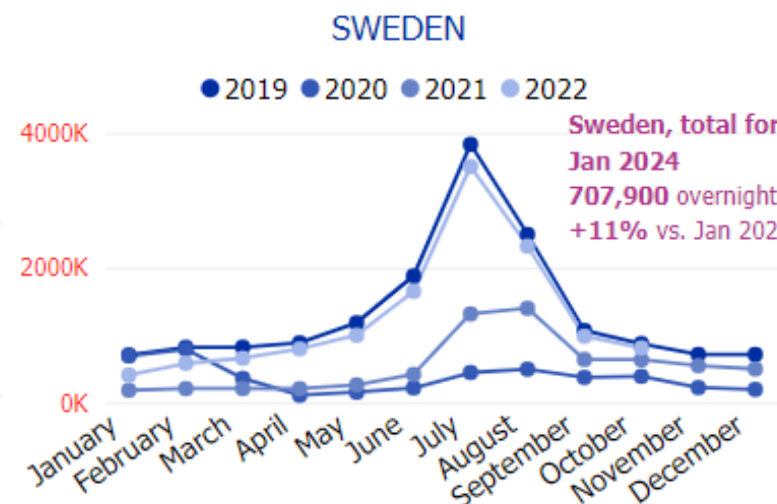
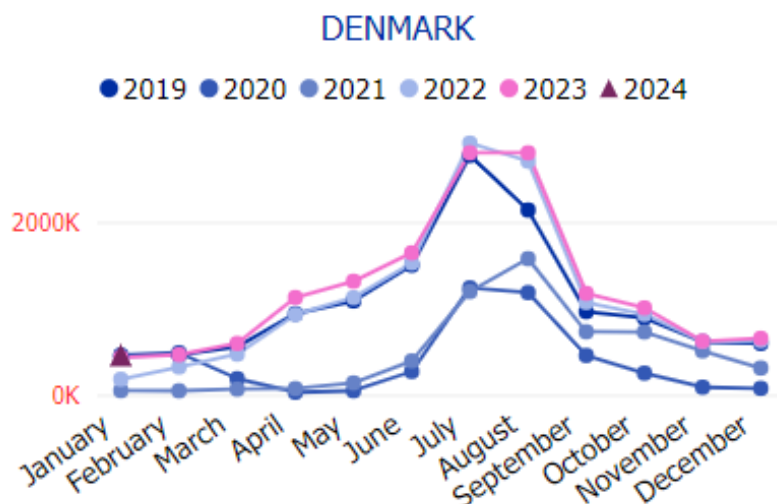
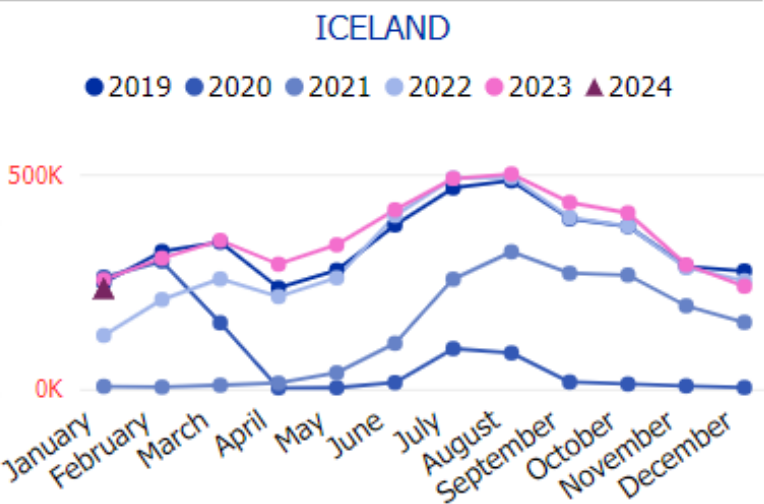
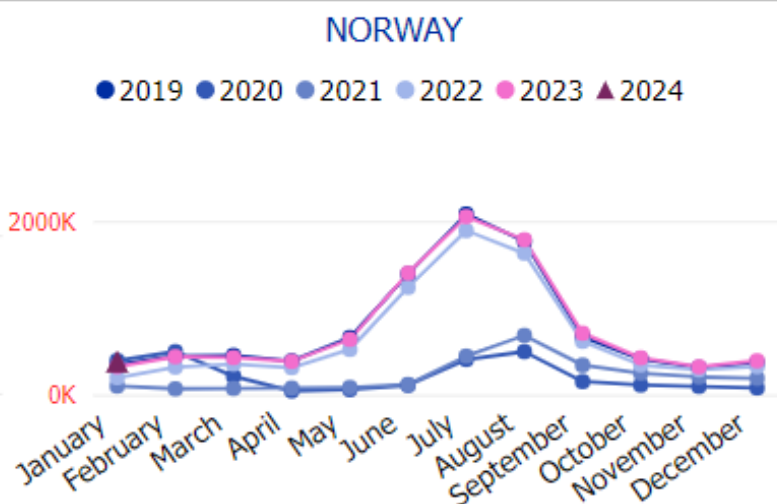
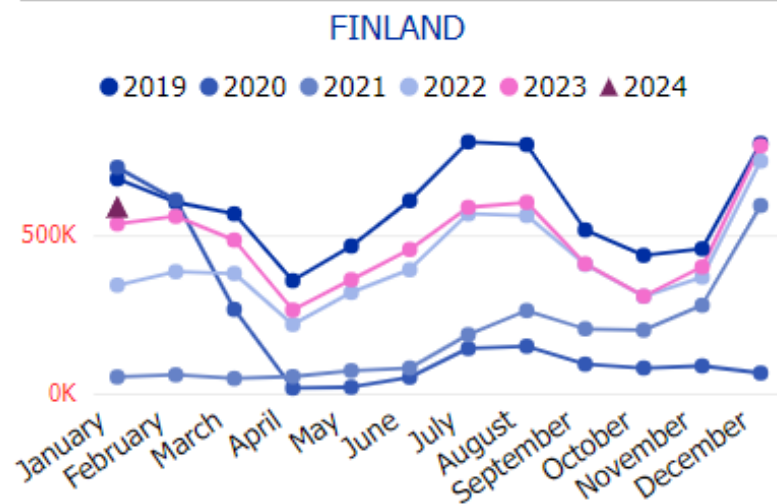
- Compared to the other Nordic countries, Finland's recovery has been slower due to the big impact Russian and the Asian travellers had on travel to Finland pre-pandemic.
 - However, **winter travel to Finland** has recovered faster. Thus, Finland's market share keeps being one of the biggest even though Jan market share has decreased compared to 2019 as it was the holiday season especially for the Russians and Chinese.
- Finland's market share is still among the highest in January.



NORDIC COMPARISON OF OVERNIGHTS BY A TARGET MARKET

Nationality Year Month

VISIT FINLAND



The latest available figures in report format for Sweden are until Oct-2022.

Total foreign cumulative overnights					
	Jan 2019	Jan 2023	Jan 2024	Change 2023 vs. 2019	Change 2024 vs. 2023
Sweden	705 500	640 200	707 900	0 %	11 %
Denmark	452 600	433 700	458 400	1 %	6 %
Norway	347 300	324 500	382 400	10 %	18 %
Finland	677 600	535 500	589 800	-13 %	10 %
Iceland	248 200	254 700	235 100	-5 %	-8 %

Monthly overnight statistics for Iceland include hotels only.

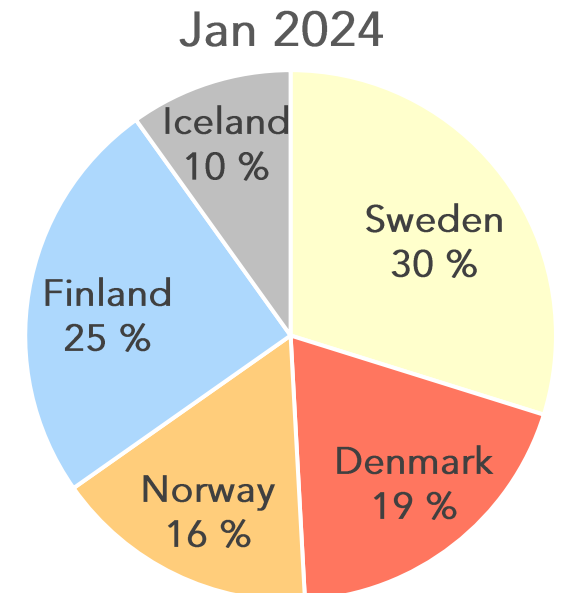
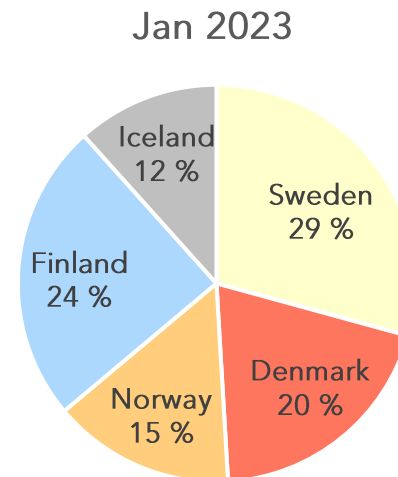
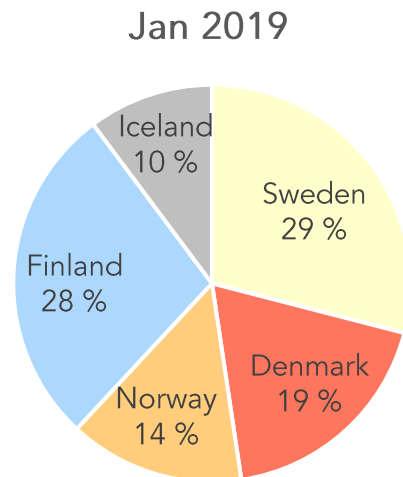
Sources: Rudolf Data Base, Statistics Denmark, Statistics Finland, Statistics Iceland, Statistics Norway, Statistics Sweden

Finland's market share still among the highest in January

Registered overnights	Jan 2019	Jan 2023	Jan 2024	Change 2023 vs. 2019	Change 2024 vs. 2023
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Denmark	452 600	433 700	458 400	1 %	6 %
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Finland	677 600	535 500	589 800	-13 %	10 %
Iceland	248 200	254 700	235 100	-5 %	-8 %
Nordics, total	2 431 200	2 188 600	2 373 600	-2 %	8 %

Compared to the other Nordic countries, **Finland's recovery** has been **slower** due to the big impact Russian and the Asian travellers had on travel to Finland pre-pandemic.

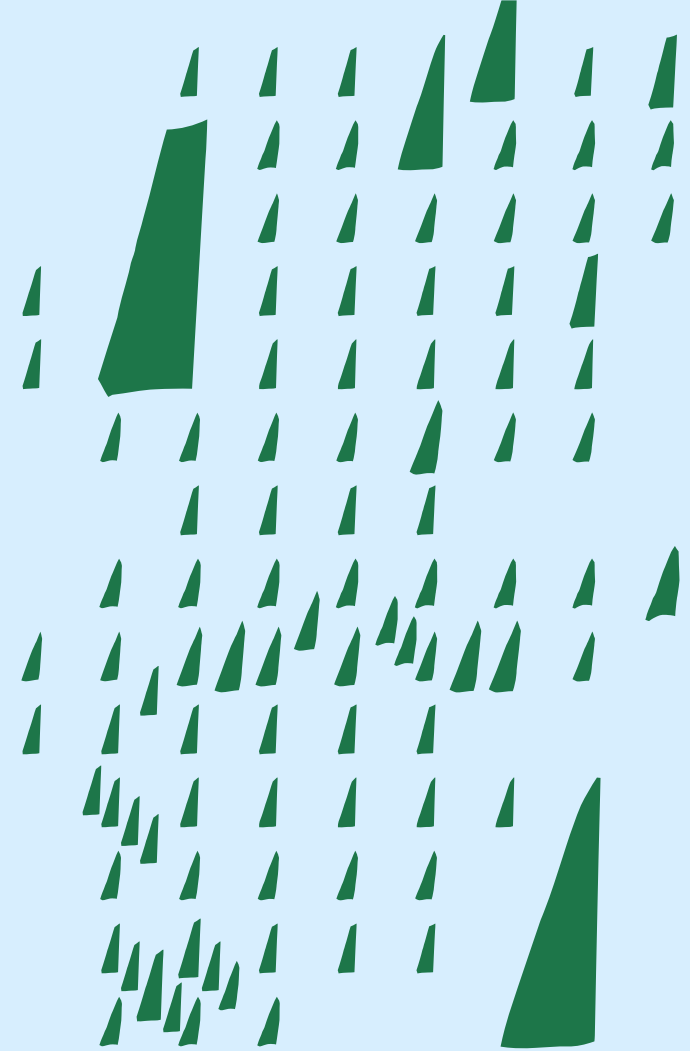
However, winter travel to Finland has recovered faster. Thus, Finland's market share keeps being one of the biggest even though Jan market share has decreased compared to 2019 as it was the holiday season especially for the Russians and Chinese.



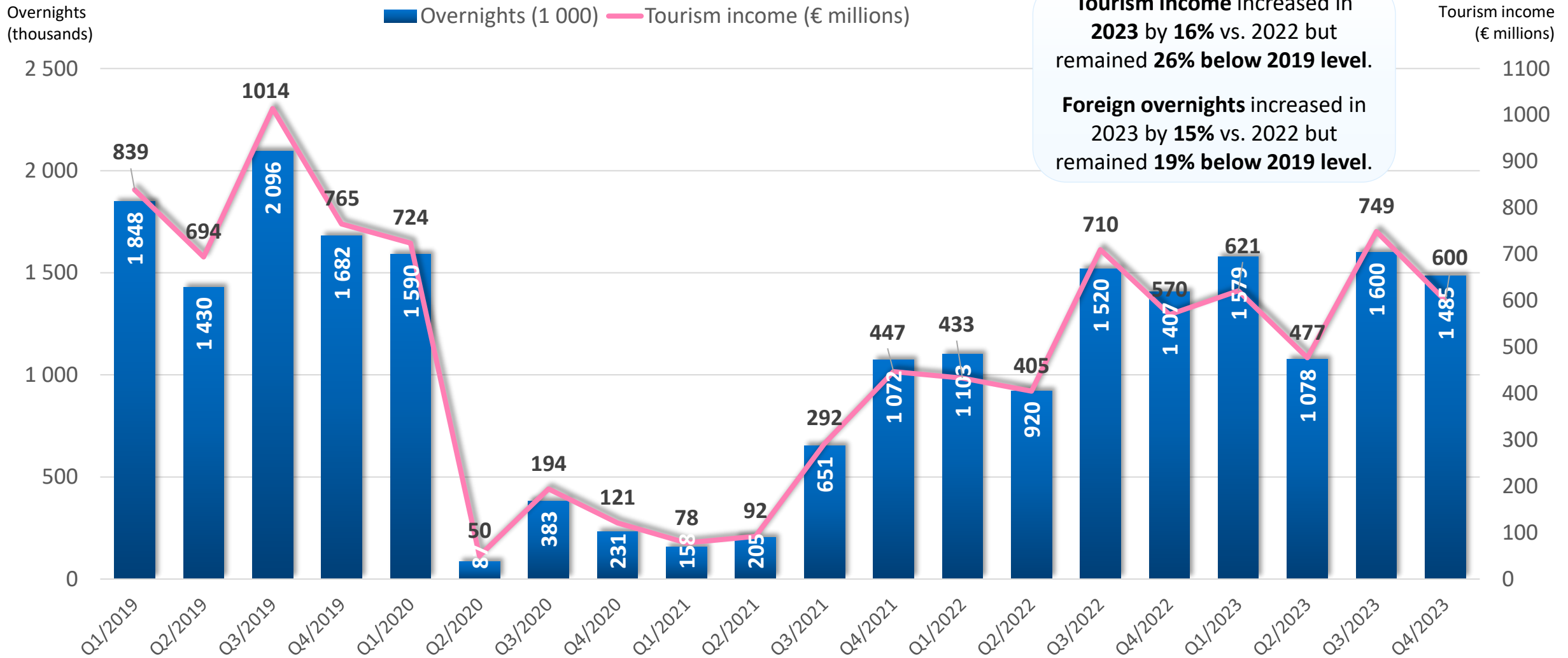
Registered foreign overnights and tourism income

Year 2023

- **Tourism income** increased in 2023 by **16%** compared to 2022 but remained **26% below 2019 level**.
- **Registered foreign overnights** increased in 2023 by **15%** compared to 2022 but remained **19% below 2019 level**.
- **Q4/2023 performed strongest** in 2023 both regarding tourism income and foreign overnights.



Registered foreign overnights in Finland and Tourism income (€ millions) 2019-2023



Tourism income increased in 2023 by 16% vs. 2022 but remained 26% below 2019 level.

Foreign overnights increased in 2023 by 15% vs. 2022 but remained 19% below 2019 level.

Income vs. 2019	-26%	-31%	-26%	-22%
Overnights vs. 2019	-15%	-25%	-24%	-12%

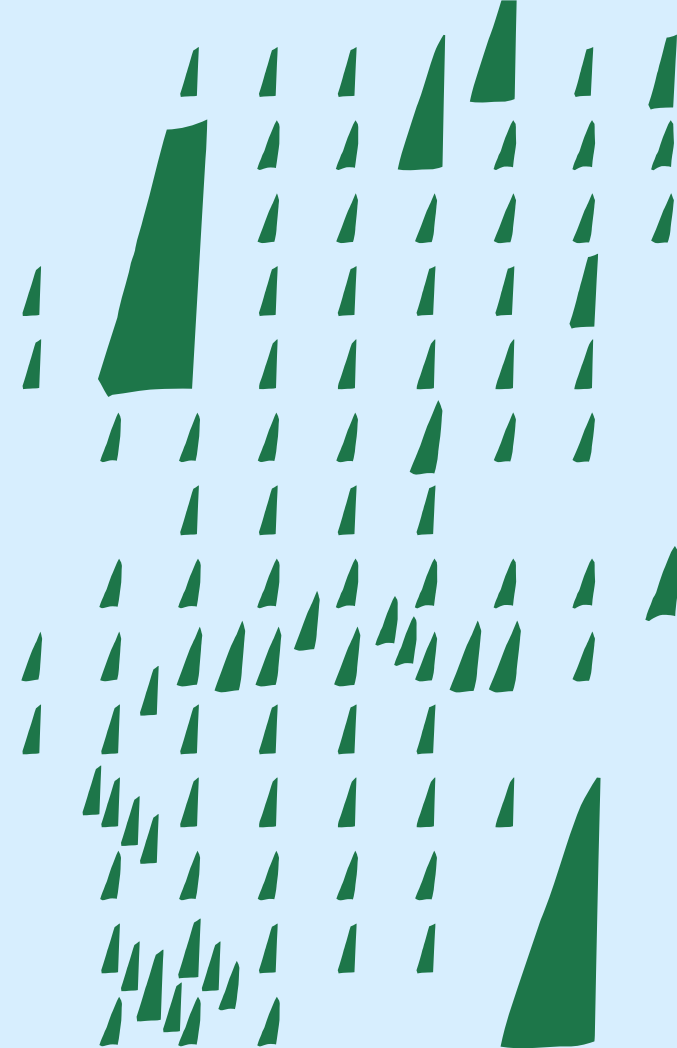
Overnights in short-term rentals

We have now an easy access to the **Eurostat statistics on overnights in short-term rentals** (collaborative economy platforms, e.g. Airbnb), and the new data tables have been published in [Visit Finland Statistics Service Rudolf](#) by Statistics Finland.

Publishing schedule is slower than the one for registered overnight statistics. **The most recent update was for the months of Q3 2023**, so that's why we have now the statistics available until September 2023.

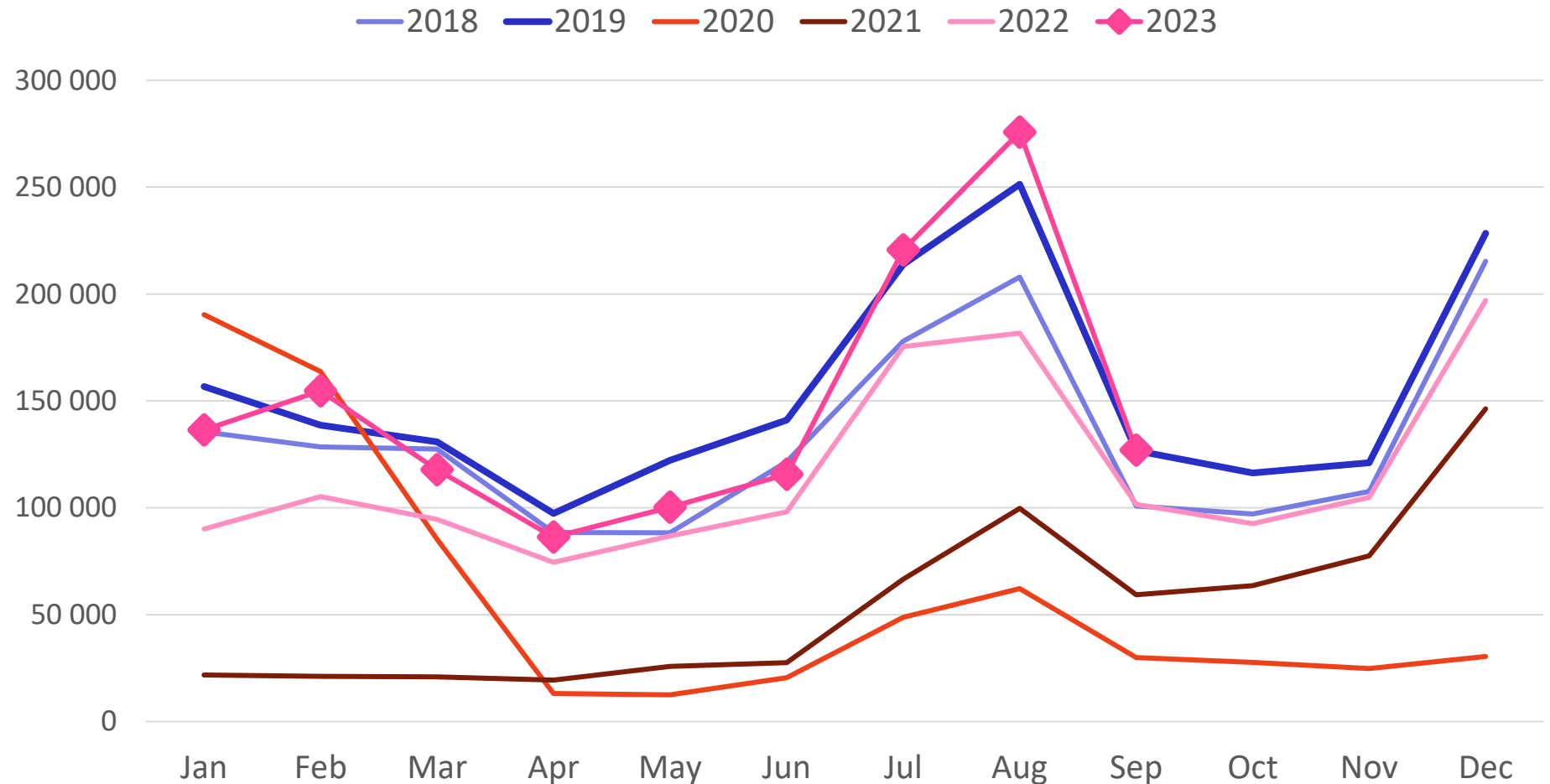
The monthly statistics shows us the aggregate level (total – domestic – foreign) of overnights, while source country and destination specific statistics are published only on a yearly basis.

- In **August 2023**, the number of foreign overnights in short-term rentals hit a new record with nearly 276,000 overnights. That was **31%** of the total foreign paid overnights in Finland.
- In overall, slightly more than **every fifth** paid foreign overnight is spent in a **short-term rental accommodation**.
- **American** and **European** travellers tend to use short-term rental more often than travellers from Asia.
- Among the most visited destinations in 2022, **Turku, Rovaniemi, Oulu, Jyväskylä, and Kittilä** had the biggest shares of short-term rental overnights.



Foreign overnights in short-term rentals (Airbnb etc. platforms)

Short-term rentals: Foreign overnights in Finland 2018-2023



Number of **foreign overnights in short-term rentals** exceeded the 2019 level again in July and especially in **August**, when the number of overnights reached nearly 276,000.

The share of overnights in short-term rentals was very high in August (31%).

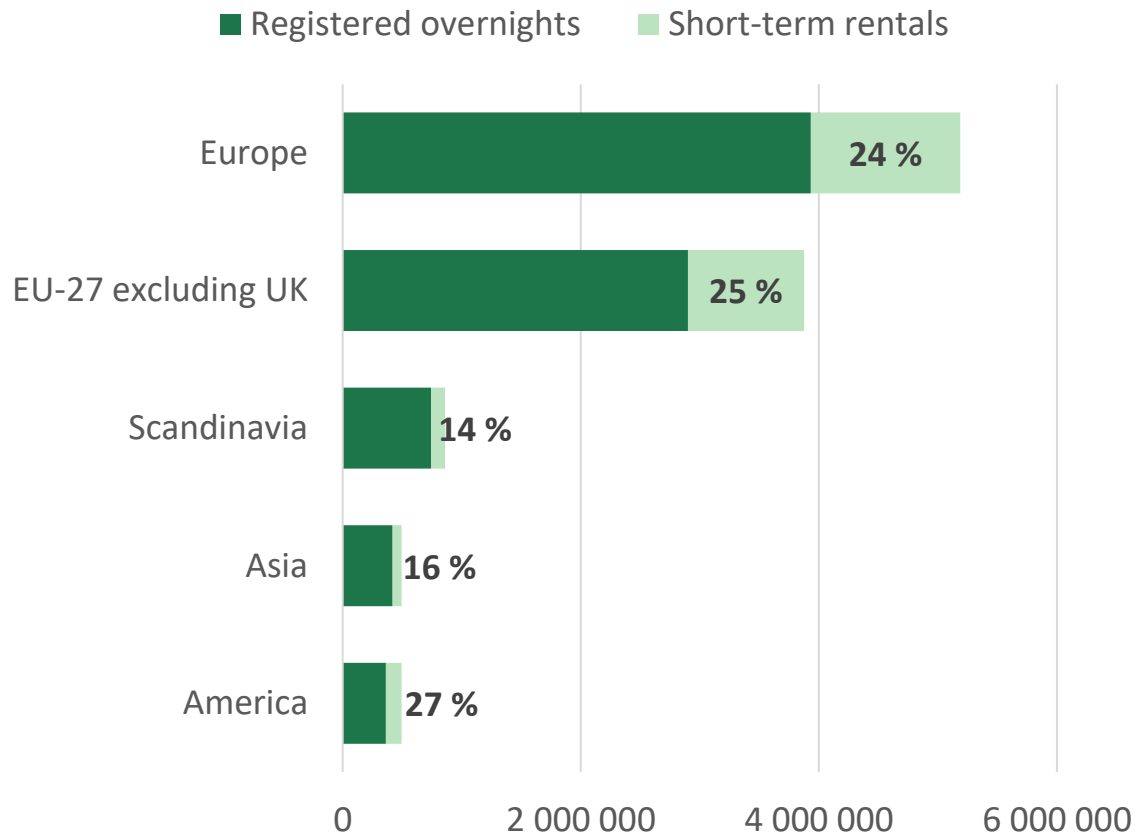
Data is available until September 2023 at the moment.

Registered and short-term rentals overnights in Finland - Year 2022

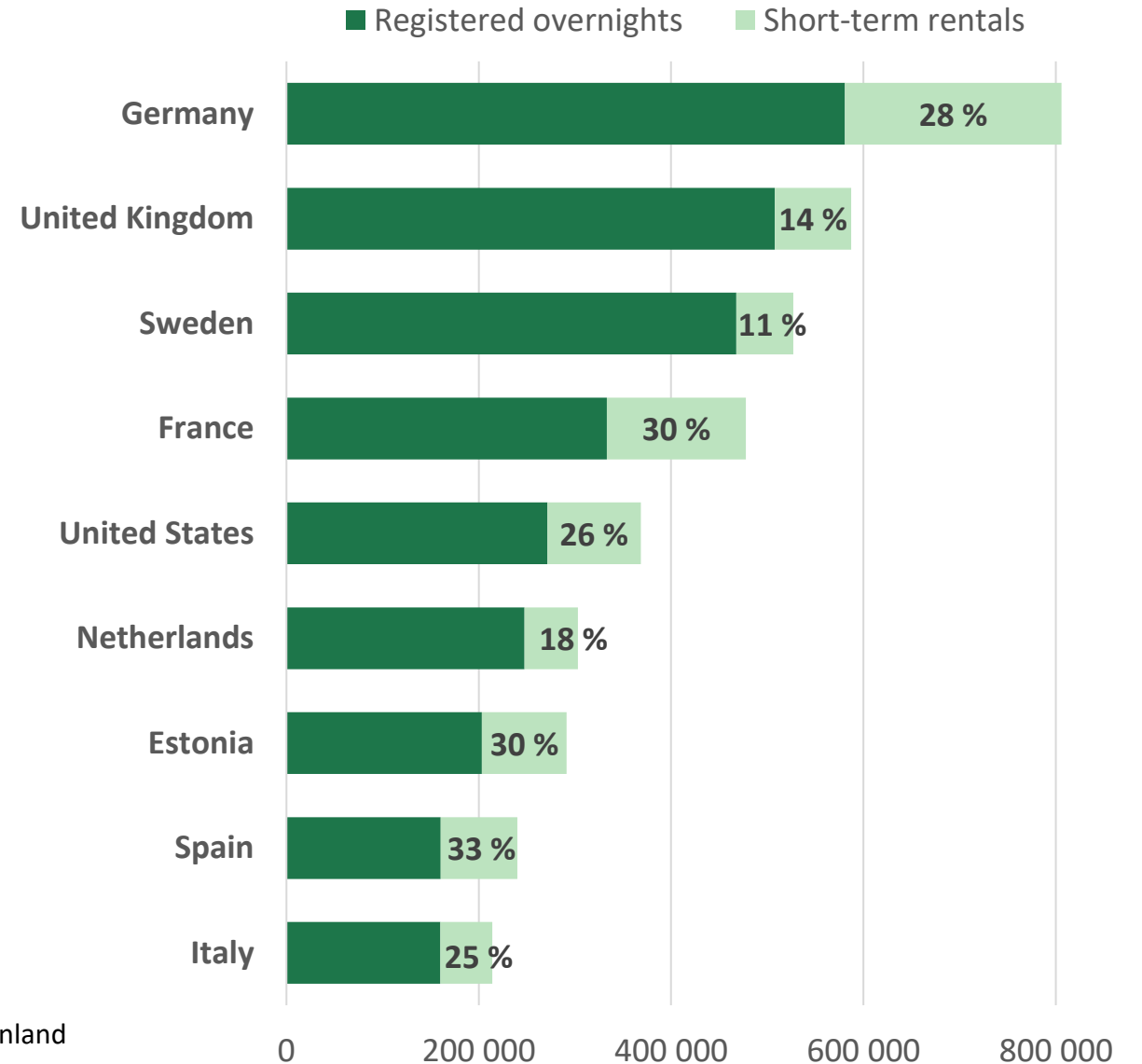
Foreign overnights 2022: **6.5M in total**

- Registered **5.0M (77%)**

- Short-term rentals **1.5M (23%)**



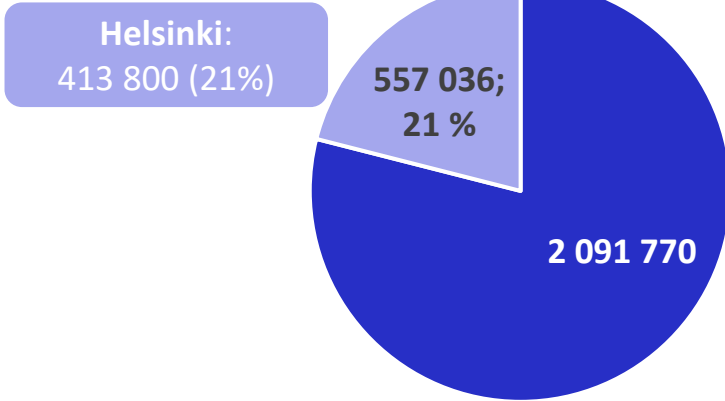
Top source markets for overnights in Finland - Year 2022



Registered and short-term rentals overnights in regions Year 2022

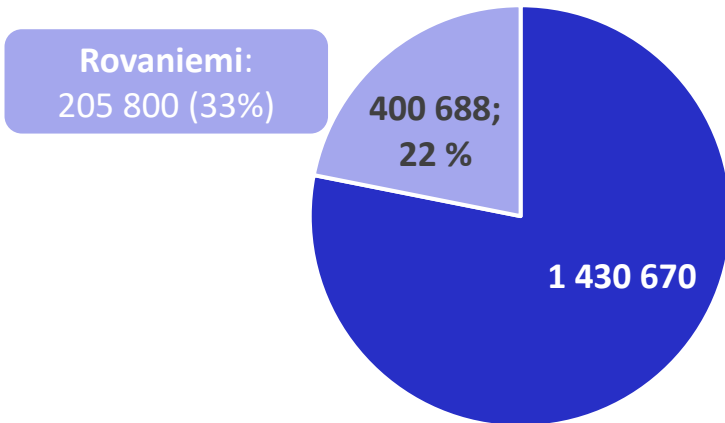
Uusimaa, foreign overnights in 2022

Registered overnights Short-term rentals overnights



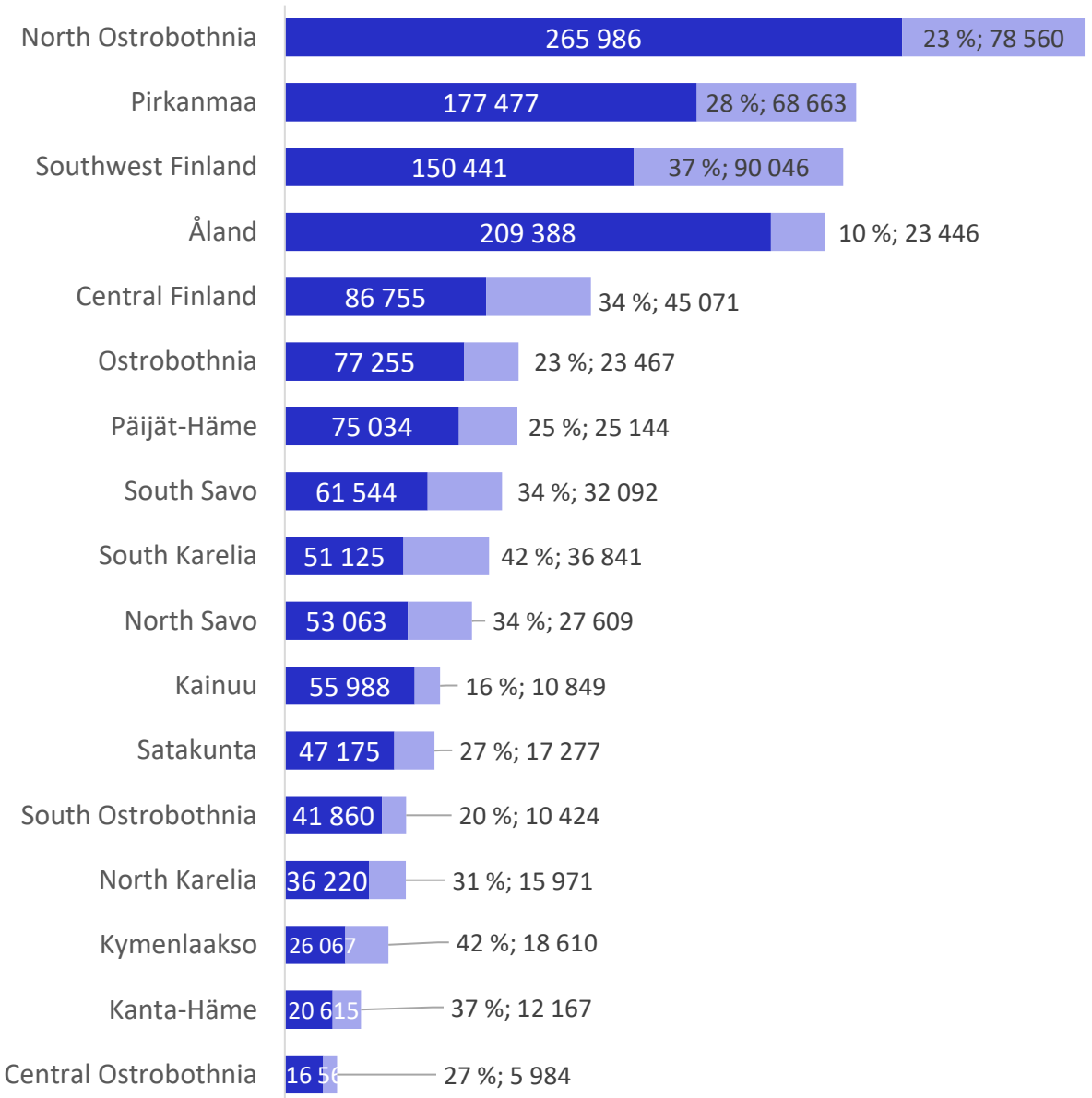
Lapland, foreign overnights in 2022

Registered overnights Short-term rentals overnights



Foreign overnights in other Finnish regions - Year 2022

Registered overnights Short-term rentals overnights

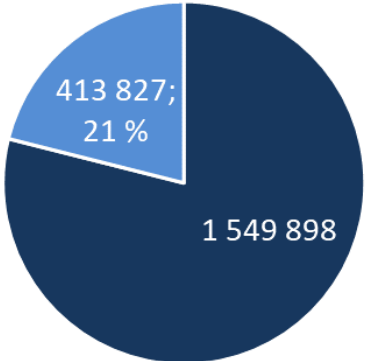


Registered and short-term rental overnights in the most popular travel destinations in Finland

Year 2022

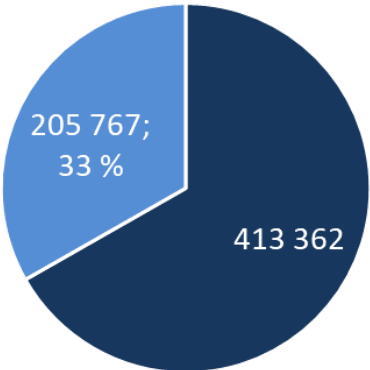
Helsinki, foreign overnights in 2022

Registered overnights Short-term rentals overnights



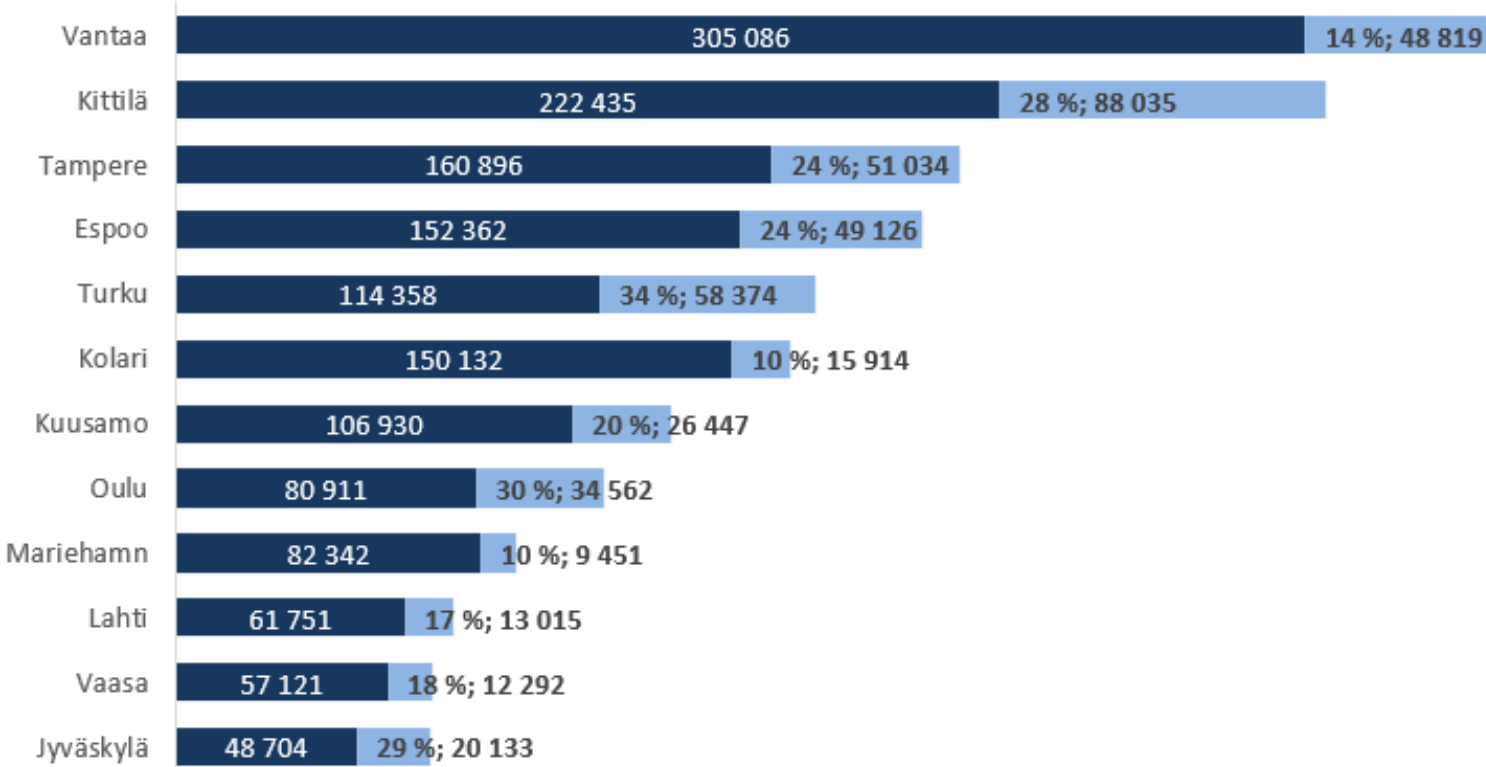
Rovaniemi, foreign overnights in 2022

Registered overnights Short-term rentals overnights



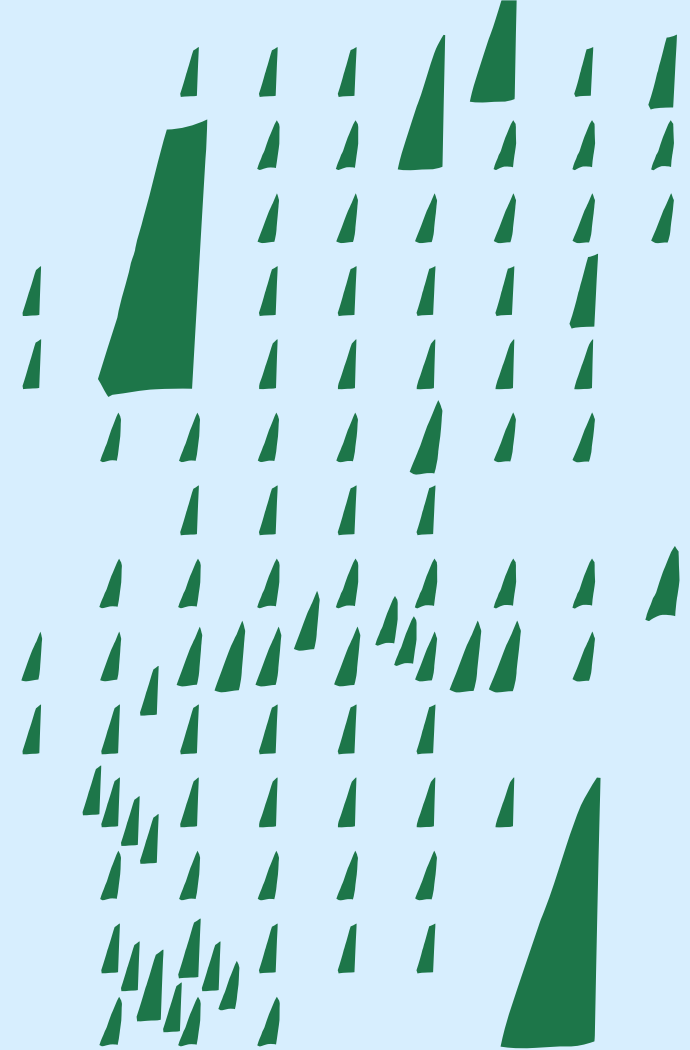
Foreign overnights in some other Finnish municipalities - Year 2022

Registered overnights Short-term rentals overnights



Flight bookings for March-May 2024

- Airline bookings for the **spring months** of March - May show a **good increase compared to 2023** even though the pace of bookings has slowed down a bit compared to previous year. *When comparing to pre-pandemic, the total int'l bookings are now at a lower level. However, several of the **main source markets** show still **positive development** also compared to 2019.*
- Total int'l bookings to **Norway** and **Sweden** for the spring months are growing even stronger than to Finland. Especially Norway continues with very good growth both compared to 2023 and to 2019.



Int'l bookings for March – May 2024

143,800

+10% (-10%)

Bookings to Finland, foreign
for Mar-May 2024
change vs. **2023** & (2019)

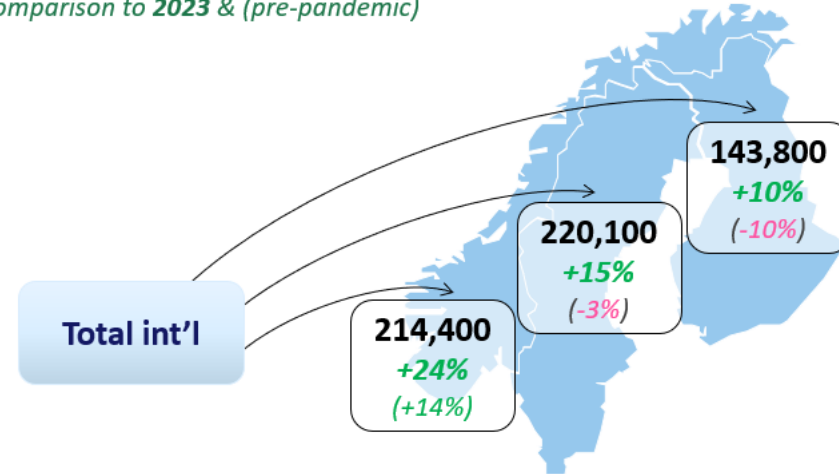
91,300

+9% (+2%)

Bookings to Finland,
selected markets* & USA
for Mar-May 2024
& change vs. **2023** & (2019)

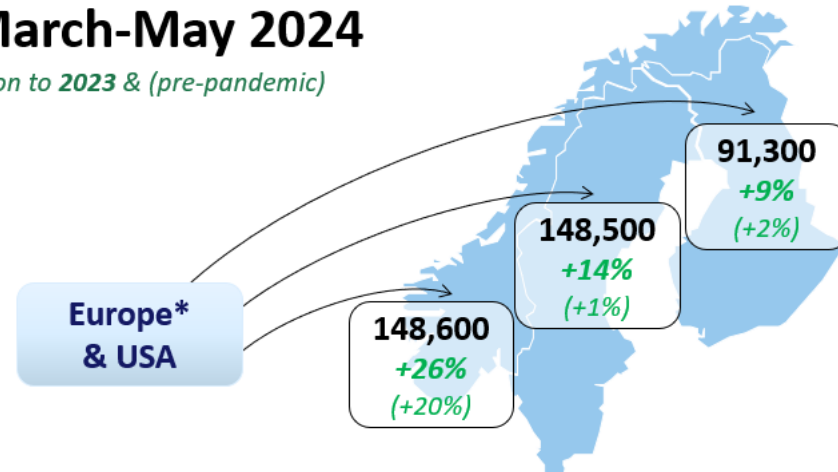
Total int'l flight bookings for March-May 2024

Comparison to 2023 & (pre-pandemic)



Flight bookings from Europe* & USA for March-May 2024

Comparison to 2023 & (pre-pandemic)

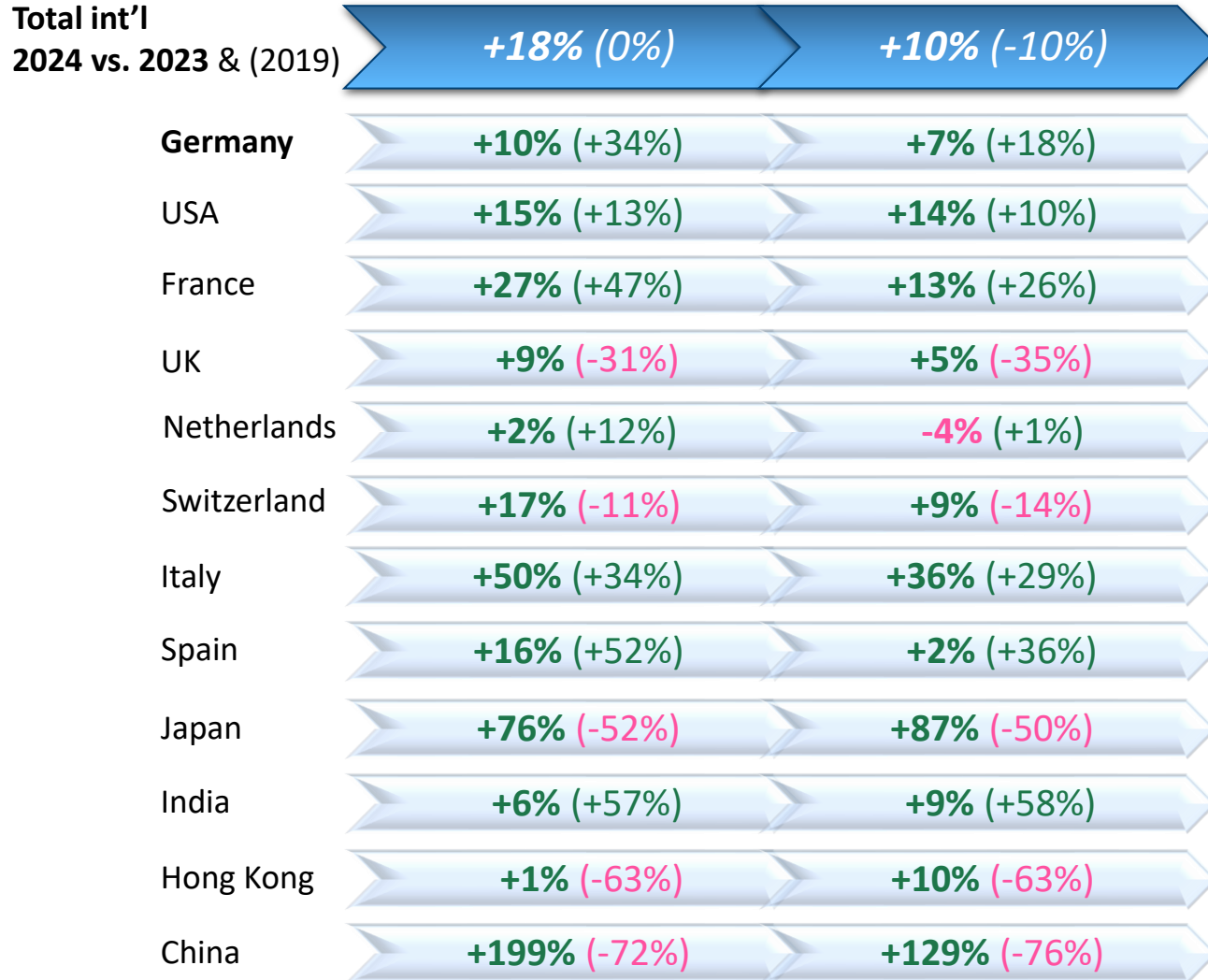


- *) Including:
- Germany
 - Switzerland
 - Austria
 - Netherlands
 - Belgium
 - UK
 - France
 - Spain
 - Italy

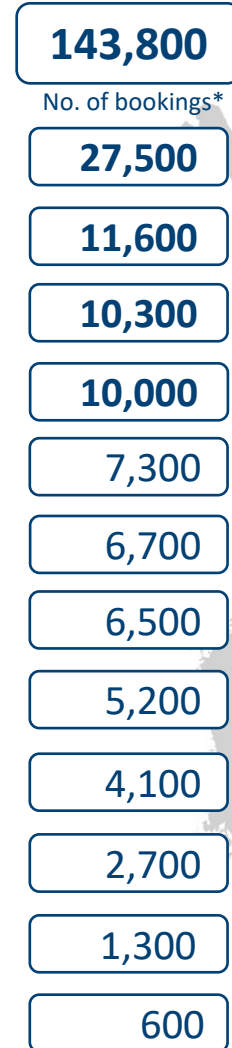
Follow up on flight bookings* to Finland for March-May 2024

compared to 2023 & (pre-pandemic)

*Bookings for Mar-May → 4.2. → 3.3.



March-May



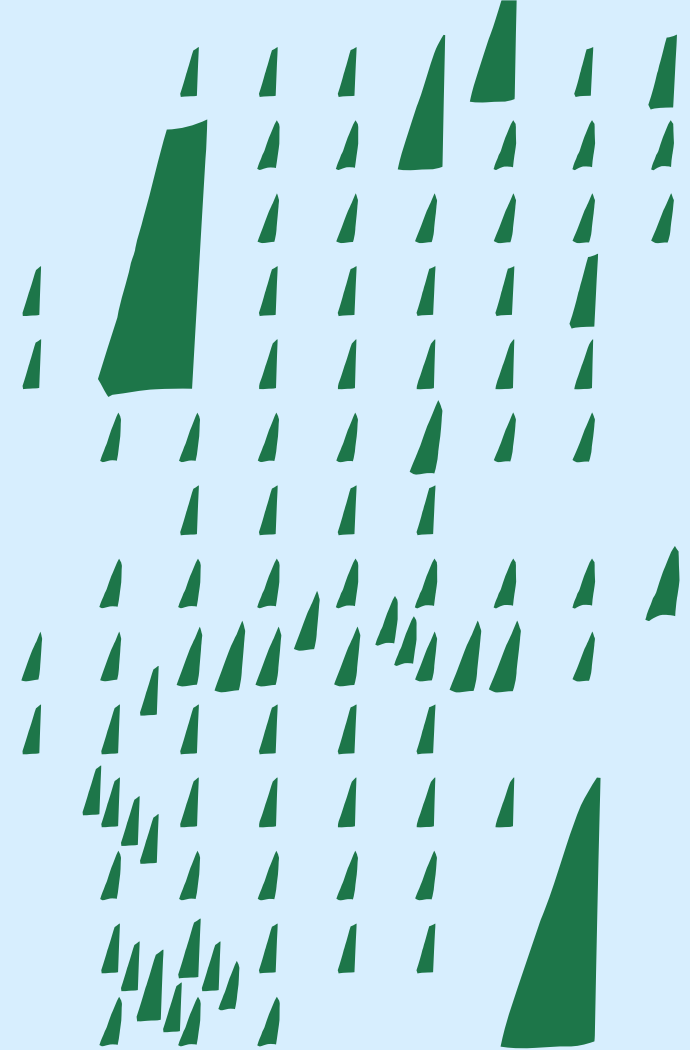
Please note! **Ryanair** and **EasyJet** bookings as well as **charter flights** are not included in the booking data.

This has a big impact especially on bookings from the **UK, BENELUX** and **Italy** when comparing to 2019.

Seat capacity on int'l flights

March – May 2024

- **Seat capacity** for the **spring months** of March – May is **12% above 2023 level**, *but still -18% compared to the pre-pandemic level.*
- Seat capacity from **Europe** and **Asia** is **improving** compared to **previous year**.
 - Seat capacity from **nearly each source market in Europe** are developing positively compared to 2023.
 - From the Asian source markets, seat capacity is growing from **Japan**, **Thailand**, and **China**.
- Seat capacity from **USA** is slightly below the 2023 level during the spring months, but still clearly above the pre-pandemic level.



Direct int'l flights to Finland March – May 2024

and change in seat capacity compared to pre-pandemic

USA
 19 avg. weekly flights
 (Share; %YoY & %YoYPP)
 (3%; -7% & +10%)

Asia
 76 avg. weekly flights
 (Share; %YoY & %YoYPP)
 (11%; +4% & -41%)

Europe
 1,159 avg. weekly flights
 (Share; %YoY & %YoYPP)
 (86%; +14% & -14%)

From	To	Average weekly frequency
Tokyo (HND)	HEL	10-12
Bangkok (BKK)	HEL	14 → 7
Doha (DOH)	HEL	7
Seoul (ICN)	HEL	7
Singapore (SIN)	HEL	7
Delhi (DEL)	HEL	6-7
Hong Kong (HKG)	HEL	6-7
Tokyo (NRT)	HEL	4 → 6
Osaka (KIX)	HEL	3 → 5
Shanghai (PVG)	HEL	4-7
Zhengzhou (CGO)	HEL	1
Phuket (HKT)*	HEL	4-6
Dubai (DXB)*	HEL	3

From	To	Avg. weekly frequency
New York (JFK)	HEL	7
Dallas (DFW)	HEL	4-6
Chicago (ORD)*	HEL	5
Los Angeles (LAX)	HEL	3
Miami (MIA)**	HEL	3

Total seat capacity to Finland for March – May 2024
2.6 M
 +12% vs. 2023 & -18% vs. 2019

*) winter season only
 In addition, Nagoya starting end-May

*) starting end-March
 **) ending end-March
 In addition, Seattle starting end-May

Direct flights to Finland March – May 2024

and change compared to 2023 & (pre-pandemic)

Region	Weekly flights on average	Vs. 2023	(Vs. 2019)	Seats available 2024	Seats available 2023	Seats available 2019	Vs. 2023	(Vs. 2019)	Share of total seat capacity to Finland 2024	Share of total seat capacity to Finland 2023	Share of total seat capacity to Finland 2019
USA	19	-2	0	68,700	74,200	62,500	-7%	+10%	3%	3%	2%
Asia	76	+4	-58	287,500	276,200	488,800	+4%	-41%	11%	12%	16%
Europe	1,159	+150	-194	2,211,000	1,947,000	2,555,000	+14%	-13%	86%	85%	82%
Total	1,254	+152	-248	2,568,800	2,299,600	3,115,800	+12%	-18%			



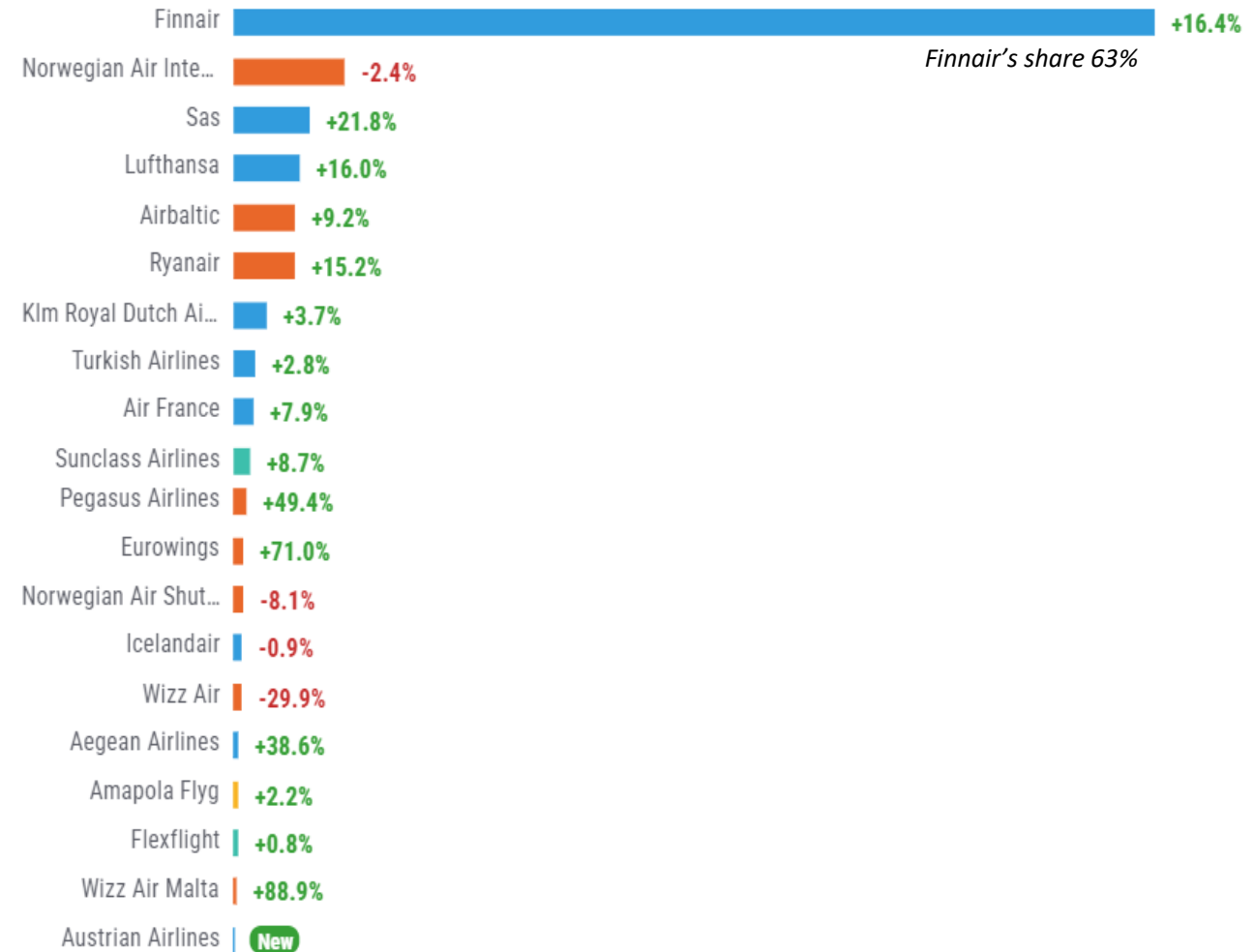
EUROPE to Finland / March-May 2024

From (selected countries)	Share	Seat capacity compared to 2023	Seat capacity compared to 2019
Germany	13%	+19%	-12%
Sweden	12%	+6%	-30%
Spain	9%	+7%	-21%
UK	7%	+7%	-21%
Italy	6%	+5%	+38%
Denmark	6%	+4%	-14%
France	5%	+13%	+2%
Netherlands	5%	+16%	+1%
Latvia	4%	+8%	+32%
Norway	4%	+36%	-9%
Poland	4%	+45%	+3%
Estonia	3%	+52%	+30%
Turkiye	3%	+14%	+32%
Greece	3%	+7%	-2%
Switzerland	2%	+19%	+5%
Belgium	2%	+4%	+4%
Austria	2%	+7%	+12%



Top20 airlines operating
from Europe to Finland

+13.6% YOY
for selected airlines



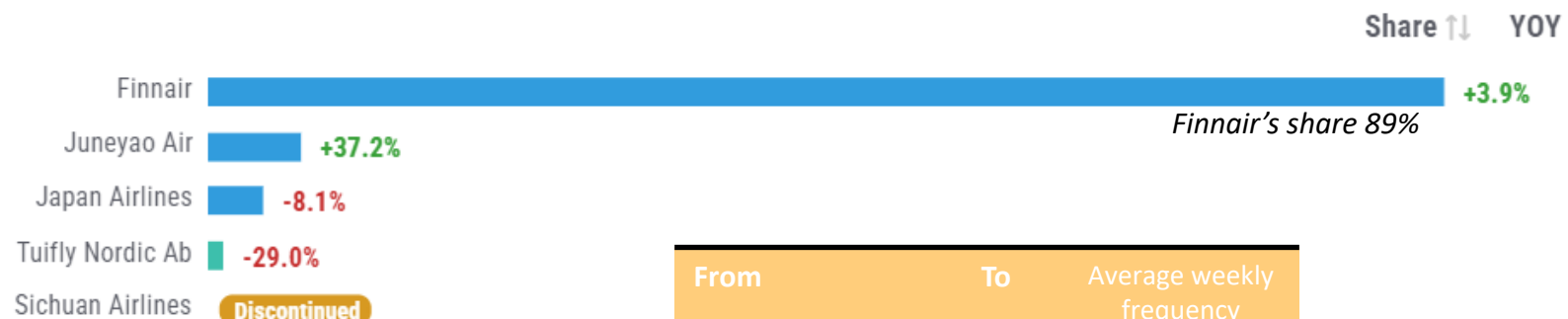
Source: Destination Gateway by ForwardKeys
Database update 11-Mar

ASIA to Finland

Mar-May 2024

From	Share	Seat capacity vs. 2023	Seat capacity vs.2019
Japan	28%	+22%	-40%
Thailand	15%	+11%	-33%
South Korea	10%	-2%	+2%
China	10%	+22%	-69%
Singapore	9%	-3%	-7%
Qatar	9%	-1%	-38%
India	9%	-29%	+35%
Hong Kong	8%	-2%	-55%
UAE	1%	+2%	-85%

+4.1% YOY for selected airlines



From	To	Average weekly frequency
Tokyo (HND)	HEL	10-12
Bangkok (BKK)	HEL	14 → 7
Doha (DOH)	HEL	7
Seoul (ICN)	HEL	7
Singapore (SIN)	HEL	7
Delhi (DEL)	HEL	6-7
Hong Kong (HKG)	HEL	6-7
Tokyo (NRT)	HEL	4 → 6
Osaka (KIX)	HEL	3 → 5
Shanghai (PVG)	HEL	4-7
Zhengzhou (CGO)	HEL	1
Phuket (HKT)*	HEL	4-6
Dubai (DXB)*	HEL	3

In addition, Nagoya starting end-May

*) winter season only

USA to Finland

Mar-May 2024

-7.3% YOY
for selected airlines

Share ↑↓ YOY 1

Finnair  **-7.3%**

From	To	Avg. weekly frequency
New York (JFK)	HEL	7
Dallas (DFW)	HEL	4-6
Chicago (ORD)*	HEL	5
Los Angeles (LAX)	HEL	3
Miami (MIA)**	HEL	3

*) starting end-March

***) ending end-March

In addition, Seattle starting end-May

