China– market insights

June 2023
Travel related internet searches
2022 vs. 2019
### Travel related searches in Target Markets 2022 vs. 2019

#### Target Market Distribution

<table>
<thead>
<tr>
<th>Rank</th>
<th>Country</th>
<th>2022 Searches</th>
<th>22/19 Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Germany</td>
<td>635,793</td>
<td>36.7%</td>
</tr>
<tr>
<td>2</td>
<td>Japan</td>
<td>592,326</td>
<td>7.9%</td>
</tr>
<tr>
<td>3</td>
<td>United States</td>
<td>590,094</td>
<td>53.8%</td>
</tr>
<tr>
<td>4</td>
<td>United Kingdom</td>
<td>382,169</td>
<td>29.2%</td>
</tr>
<tr>
<td>5</td>
<td>Italy</td>
<td>285,187</td>
<td>33.4%</td>
</tr>
<tr>
<td>6</td>
<td>France</td>
<td>283,549</td>
<td>20.9%</td>
</tr>
<tr>
<td>7</td>
<td>Spain</td>
<td>243,895</td>
<td>30.5%</td>
</tr>
<tr>
<td>8</td>
<td>Estonia</td>
<td>175,015</td>
<td>66.0%</td>
</tr>
<tr>
<td>9</td>
<td>Netherlands</td>
<td>166,802</td>
<td>38.1%</td>
</tr>
<tr>
<td>10</td>
<td>India</td>
<td>164,824</td>
<td>30.7%</td>
</tr>
<tr>
<td>11</td>
<td>Sweden</td>
<td>152,968</td>
<td>28.4%</td>
</tr>
<tr>
<td>12</td>
<td>Canada</td>
<td>146,342</td>
<td>58.3%</td>
</tr>
<tr>
<td>13</td>
<td>Switzerland</td>
<td>136,764</td>
<td>22.0%</td>
</tr>
<tr>
<td>14</td>
<td>Austria</td>
<td>99,079</td>
<td>24.1%</td>
</tr>
<tr>
<td>15</td>
<td>Australia</td>
<td>88,853</td>
<td>28.3%</td>
</tr>
<tr>
<td>16</td>
<td>Belgium</td>
<td>81,009</td>
<td>26.4%</td>
</tr>
<tr>
<td>17</td>
<td>China</td>
<td>74,768</td>
<td>-86.4%</td>
</tr>
<tr>
<td>18</td>
<td>South Korea</td>
<td>58,664</td>
<td>42.2%</td>
</tr>
<tr>
<td>19</td>
<td>Russia</td>
<td>0</td>
<td>-100.0%</td>
</tr>
</tbody>
</table>

*Source: D2 Digital Demand*
Most searched keywords 2022 vs. 2019

Source: D2 Digital Demand
Overnights in Finland
Year 2022 & High winter season 2023
Overnights in Finland in 2022 & top source markets

**Year 2022 vs. year 2019**

**Overnights in 2022**

**Total foreign** 5.0 M  
(-29% vs. 2019)

**Foreign excl. Russia** 4.8 M  
(-23% vs. 2019)

**EU+UK** 3.4 M  
(-9% vs. 2019)

- **China** 56,300 (-87%)

Source: Visit Finland Statistics Service Rudolf, Statistics Finland
Foreign overnights in high winter season 2022-2023
And change compared to pre-pandemic

1.8 M foreign overnights
(-12% vs. winter2019)

- 1.3 M from EU-27 + UK (+15%)
- 186,000 from Asia (-46%)
- 88,000 from America (+21%)

High winter season (12-02)

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>United Kingdom</td>
<td>334 900</td>
<td>341 100</td>
<td>+2%</td>
</tr>
<tr>
<td>France</td>
<td>161 700</td>
<td>209 900</td>
<td>+30%</td>
</tr>
<tr>
<td>Germany</td>
<td>151 300</td>
<td>180 700</td>
<td>+19%</td>
</tr>
<tr>
<td>Netherlands</td>
<td>106 700</td>
<td>131 200</td>
<td>+23%</td>
</tr>
<tr>
<td>USA</td>
<td>53 800</td>
<td>64 700</td>
<td>+20%</td>
</tr>
<tr>
<td>Sweden</td>
<td>75 100</td>
<td>63 600</td>
<td>-15%</td>
</tr>
<tr>
<td>Spain</td>
<td>59 400</td>
<td>63 100</td>
<td>+6%</td>
</tr>
<tr>
<td>Italy</td>
<td>42 900</td>
<td>59 900</td>
<td>+40%</td>
</tr>
<tr>
<td>Estonia</td>
<td>58 200</td>
<td>59 600</td>
<td>+2%</td>
</tr>
<tr>
<td>Belgium</td>
<td>30 300</td>
<td>51 100</td>
<td>+69%</td>
</tr>
<tr>
<td>Switzerland</td>
<td>51 800</td>
<td>48 600</td>
<td>-6%</td>
</tr>
<tr>
<td>China &amp; Hong Kong</td>
<td>139 700</td>
<td>33 200</td>
<td>-76%</td>
</tr>
<tr>
<td>Singapore</td>
<td>35 300</td>
<td>31 400</td>
<td>-11%</td>
</tr>
<tr>
<td>Ireland</td>
<td>14 900</td>
<td>28 600</td>
<td>+92%</td>
</tr>
<tr>
<td>Australia</td>
<td>32 600</td>
<td>26 000</td>
<td>-20%</td>
</tr>
<tr>
<td>Denmark</td>
<td>21 200</td>
<td>24 300</td>
<td>+14%</td>
</tr>
</tbody>
</table>

Source: Visit Finland Statistics Service Rudolf, Statistics Finland
Chinese overnights in Finland
Chinese overnights in Finland 2011-2022

2022
56,300 nights
#18 in market ranking
YoY change +149%
2022 vs. 2019 -87%

2019
441,000 nights
#5 in market ranking

Source: Visit Finland Statistics Service Rudolf, Statistics Finland
Chinese overnights in Main Regions 2019 & 2022

Chinese overnights in main marketing areas
Year 2019

- HELSINKI METROPOLITAN AREA 58% (190 200)
- LAPLAND 24% (306 900)
- LAKELAND 11% (35 600; -4%)
- COAST AND ARCHIPELAGO 7% (36 700)

Chinese overnights in main marketing areas
Year 2022 & Change % vs. 2019

- HELSINKI METROPOLITAN AREA 58% (32 500; -87%)
- LAPLAND 22% (12 600; -88%)
- LAKELAND 15% (8 500; -83%)
- COAST AND ARCHIPELAGO 5% (2 700; -91%)

Source: Visit Finland Statistics Service Rudolf, Statistics Finland
China – Seasonal Overnights in Finland 2012-2022

Chinese overnight by season 2012-2022

- Winter (12-02): 32%
- Spring (03-05): 16%
- Summer (06-08): 31%
- Autumn (09-11): 21%

Chinese overnight in 2019

- Winter (12-02): 30%
- Spring (03-05): 22%
- Summer (06-08): 20%
- Autumn (09-11): 28%

Chinese overnight in 2022

- Winter (12-02): 30%
- Spring (03-05): 22%
- Summer (06-08): 20%
- Autumn (09-11): 28%

Source: Visit Finland Statistics Service Rudolf, Statistics Finland
Chinese monthly overnights in Finland 2019-2022

Chinese overnights by month 2019-2022

Link to the report: Tilastopalvelu Rudolf - Business Finland

Source: Visit Finland Statistics Service Rudolf, Statistics Finland
Seat capacity
ASIA to Finland

Jun-Oct 2023

From Share Seat capacity compared to pre-pandemic

Japan 27% -51%
India 13% +139%
South Korea 11% -1%
Singapore 10% -4%
China 11% -79%
Thailand 10% -36%
Qatar 10% -32%
Hong Kong 9% -56%

Juneyao Air 3% -82%
Japan Airlines 22% -22%
Flydubai Discontinued
Qatar Airways Discontinued
Sichuan Airlines Discontinued
Sunclass Airlines Discontinued
Tibet Airlines Discontinued

Finnair Share 87%

Source: Destination Gateway by ForwardKeys
Database update 23-May

Compare to summer 2022

- **No flights last summer**
- **NEW 1 Aug 2022**
### Direct flights to FIN, SWE, NOR / April – September 2023
and change in seat capacity compared to pre-pandemic

<table>
<thead>
<tr>
<th>Country</th>
<th>Seat capacity from USA</th>
<th>change-% vs. pre-pandemic</th>
<th>Seat capacity from Asia</th>
<th>change-% vs. pre-pandemic</th>
<th>Seat capacity from Europe</th>
<th>change-% vs. pre-pandemic</th>
<th>Seat capacity TOTAL INT’L</th>
<th>change-% vs. pre-pandemic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Finland</td>
<td>153,700</td>
<td>+1%</td>
<td>538,000</td>
<td>-46%</td>
<td>4,219,200</td>
<td>-22%</td>
<td>4,911,500</td>
<td>-25%</td>
</tr>
<tr>
<td>Sweden</td>
<td>155,500</td>
<td>-38%</td>
<td>260,800</td>
<td>-41%</td>
<td>8,271,600</td>
<td>-14%</td>
<td>8,764,000</td>
<td>-15%</td>
</tr>
<tr>
<td>Norway</td>
<td>107,900</td>
<td>-25%</td>
<td>123,300</td>
<td>-40%</td>
<td>7,529,200</td>
<td>-6%</td>
<td>7,760,500</td>
<td>-8%</td>
</tr>
</tbody>
</table>

No direct flights from China or Hong Kong to Norway. No direct flights from Hong Kong to Sweden.

Source: Destination Gateway by ForwardKeys
Database update 11-Apr
Seat capacity from China to Finland / Jun-Oct 2023

Comparison to pre-pandemic

Seat capacity from China to Finland will be 79% below the pre-pandemic during summer-autumn 2023.

Source: Destination Gateway by ForwardKeys
Database update 23-May
Seat capacity from **Hong Kong to Finland / Jun-Oct 2023**

Comparison to pre-pandemic

Seat capacity from Hong Kong to Finland will be 56% below the pre-pandemic during summer-autumn 2023.

Source: Destination Gateway by ForwardKeys
Database update 23-May
ForwardKeys

Flight arrivals/bookings
Change in flight arrivals/bookings from Hong Kong

Comparison to pre-pandemic

• Travel from Hong Kong seems to be recovering slowly to the Nordics

Including at least 1 night in destination.

Data updated 21-May

Source: ForwardKeys Destination Gateway
Oxford Economics forecast for Travel Recovery
Overnights – Recovery to 2019 levels

Databank update March/2023

<table>
<thead>
<tr>
<th>Country</th>
<th>No. of overnights in 2023</th>
<th>comp. to 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Germany</td>
<td>546 200</td>
<td>-17 %</td>
</tr>
<tr>
<td>Sweden</td>
<td>523 300</td>
<td>-6 %</td>
</tr>
<tr>
<td>UK</td>
<td>503 100</td>
<td>-12 %</td>
</tr>
<tr>
<td>France</td>
<td>329 900</td>
<td>-3 %</td>
</tr>
<tr>
<td>Netherlands</td>
<td>298 100</td>
<td>14 %</td>
</tr>
<tr>
<td>USA</td>
<td>290 400</td>
<td>-6 %</td>
</tr>
<tr>
<td>Italy</td>
<td>193 800</td>
<td>7 %</td>
</tr>
<tr>
<td>Spain</td>
<td>193 700</td>
<td>11 %</td>
</tr>
<tr>
<td>Russia*</td>
<td>180 200</td>
<td>-78 %</td>
</tr>
<tr>
<td>China</td>
<td>174 200</td>
<td>-61 %</td>
</tr>
<tr>
<td>Switzerland</td>
<td>167 700</td>
<td>1 %</td>
</tr>
<tr>
<td>Belgium</td>
<td>122 200</td>
<td>30 %</td>
</tr>
<tr>
<td>Japan</td>
<td>91 200</td>
<td>-59 %</td>
</tr>
<tr>
<td>Austria</td>
<td>74 000</td>
<td>-3 %</td>
</tr>
<tr>
<td>India</td>
<td>71 300</td>
<td>-30 %</td>
</tr>
<tr>
<td>South Korea</td>
<td>37 100</td>
<td>-34 %</td>
</tr>
</tbody>
</table>

*) Russia will not recover by 2030!
Spending – Recovery to 2019 levels
Databank update March/2023

Recovery timeline - Spending in Finland reached the level of 2019

Source: Oxford Economics, databank update Mar 27, 2023

Spending (Million US$) in 2023 comp.to 2019

- Sweden 260,6 -2 %
- Germany 225,2 -20 %
- United Kingdom 212,1 -13 %
- France 143,6 -2 %
- United States** 124,3 -6 %
- China 113,3 -62 %
- Netherlands 113,3 9 %
- Spain 89,6 9 %
- Italy 88,8 10 %
- Russia 79,2 -79 %
- Switzerland 77,3 1 %
- Belgium 57,9 28 %
- Japan 35,7 -62 %
- Austria 32,3 -2 %
- India 30,9 -25 %
- South Korea 19,4 -26 %

**) USA will recover to 2019 level in 2022, but will remain slightly below 2019 level in 2023