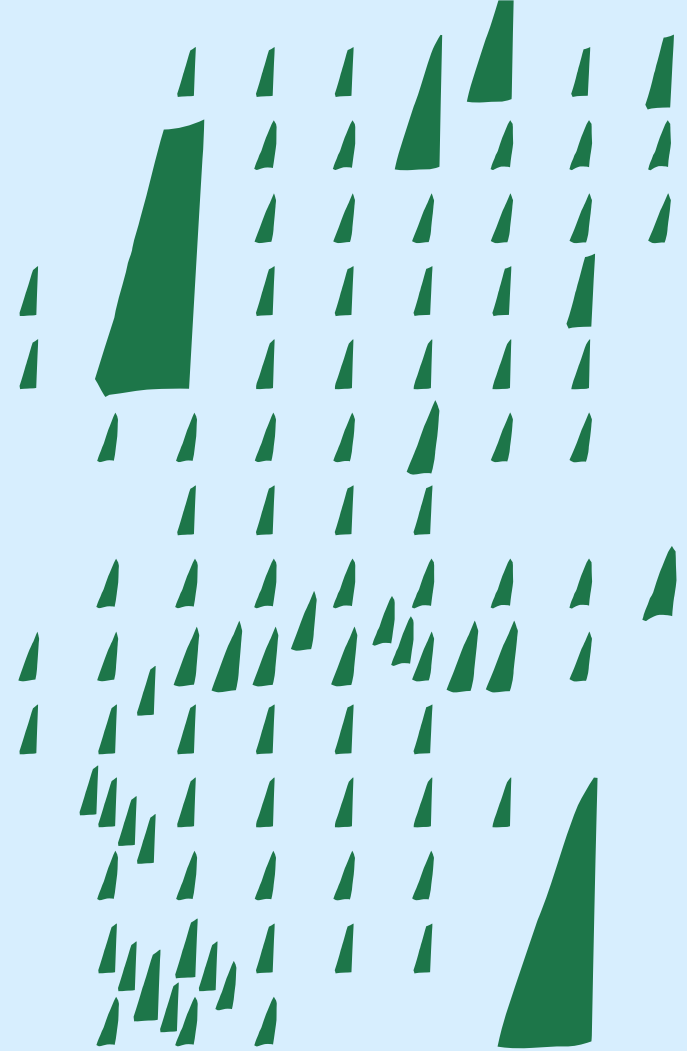


Travel from USA to Finland

Year 2022 & Q1-2023

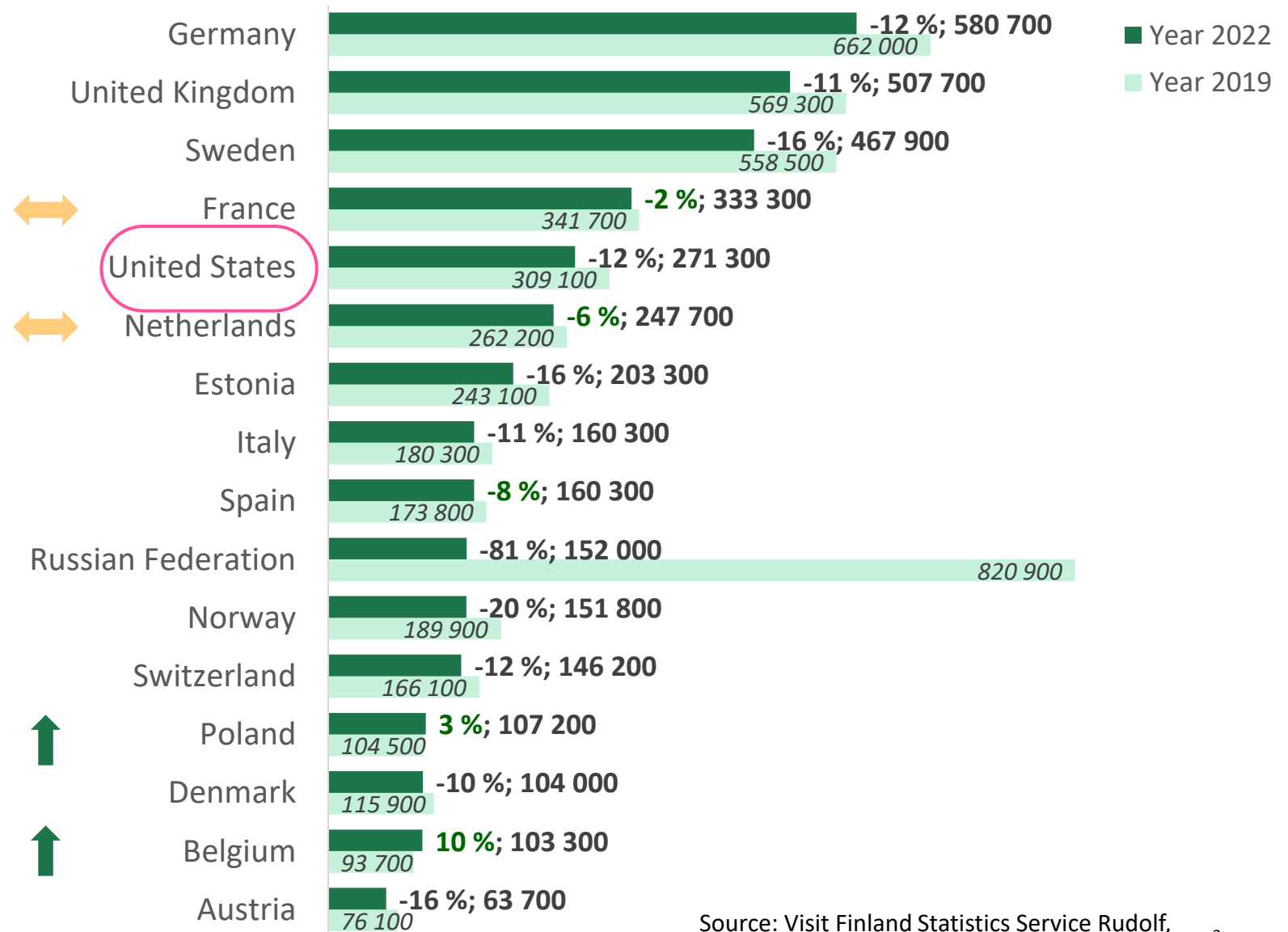


Overnights in Finland in 2022 & top source markets

Year 2022 vs. year 2019

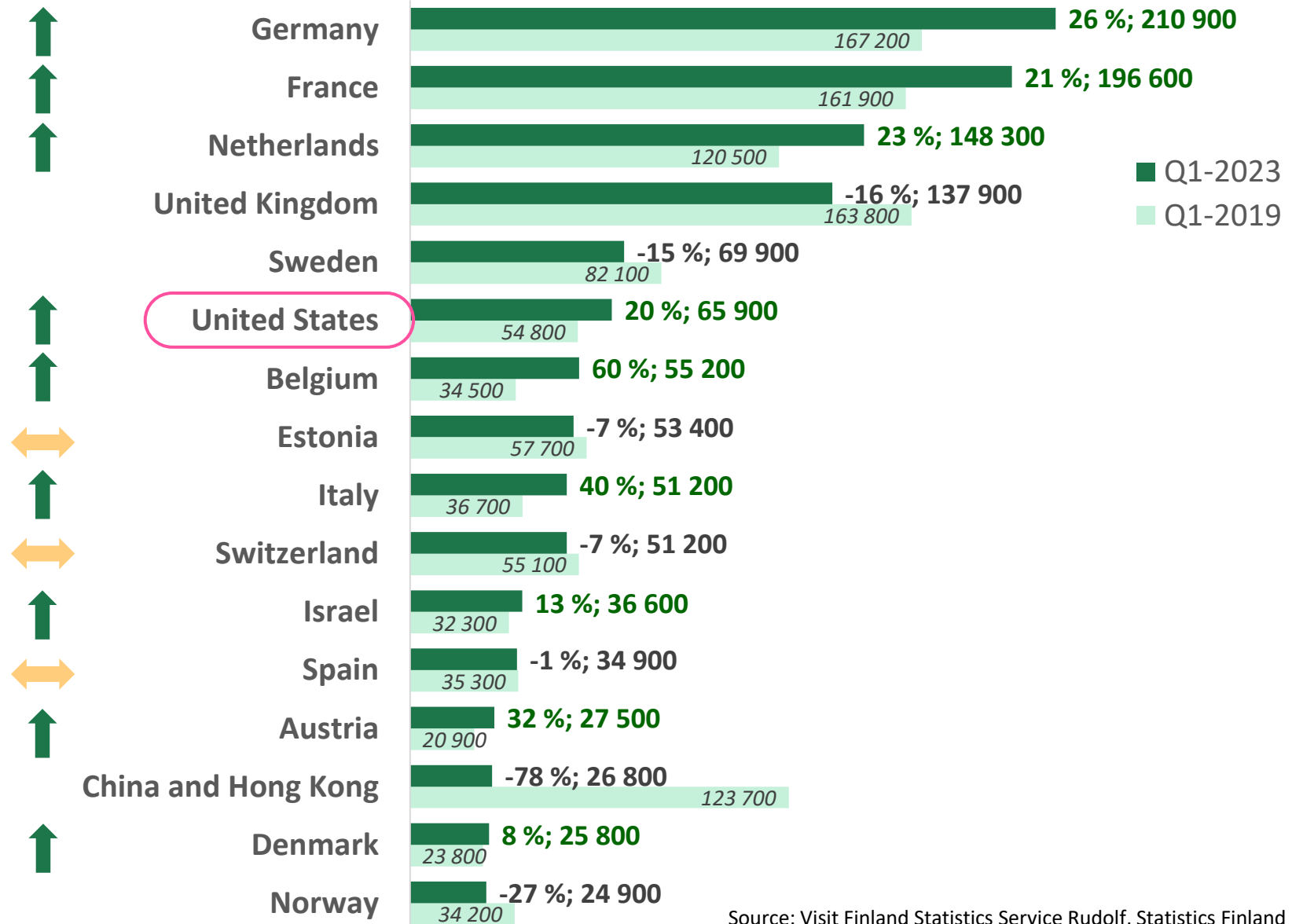
Overnights in 2022

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

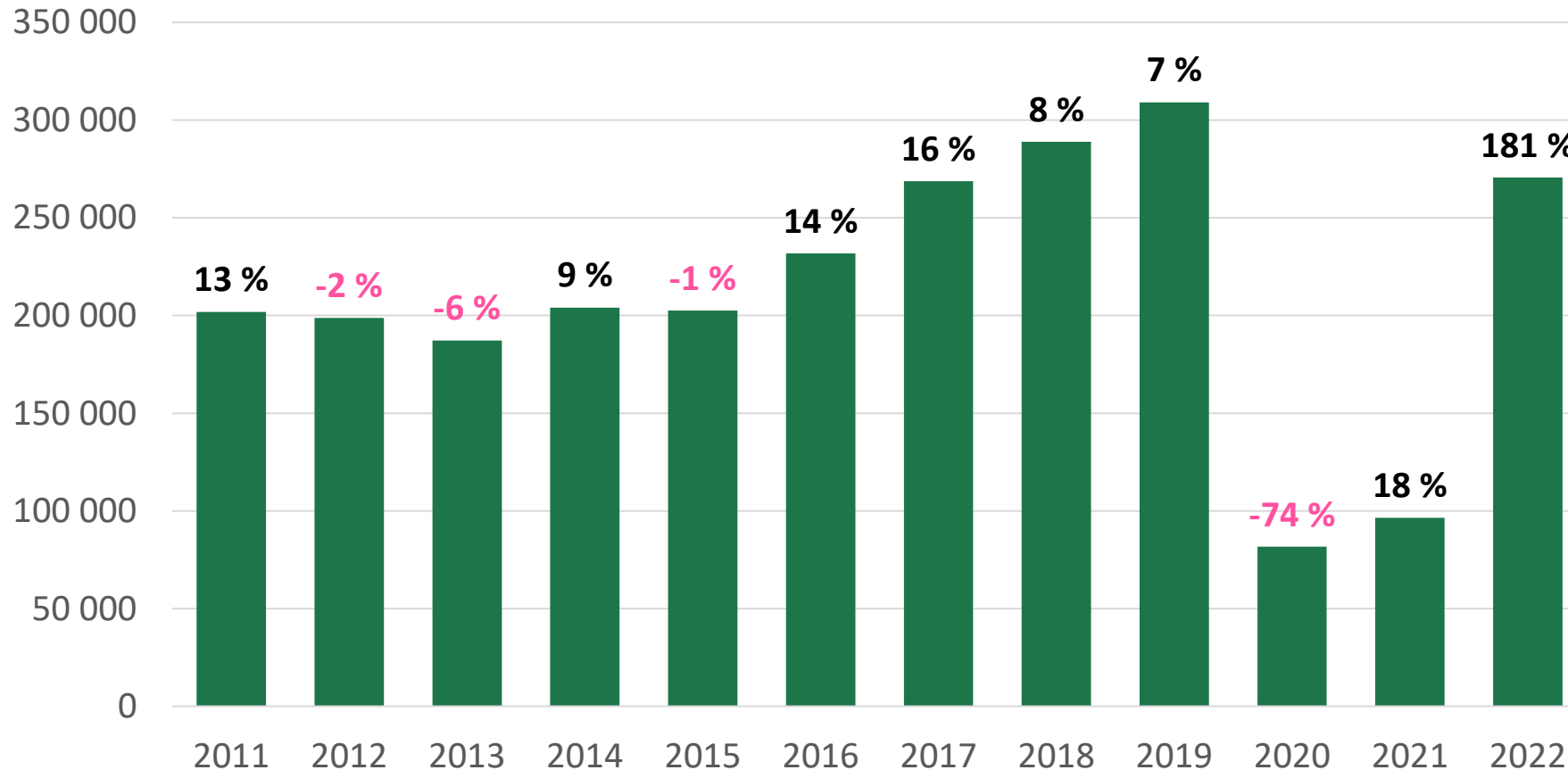


Top16 countries 2023 – overnights in Finland

Q1-2023 vs. Q1-2019



USA – overnights in Finland 2011-2022

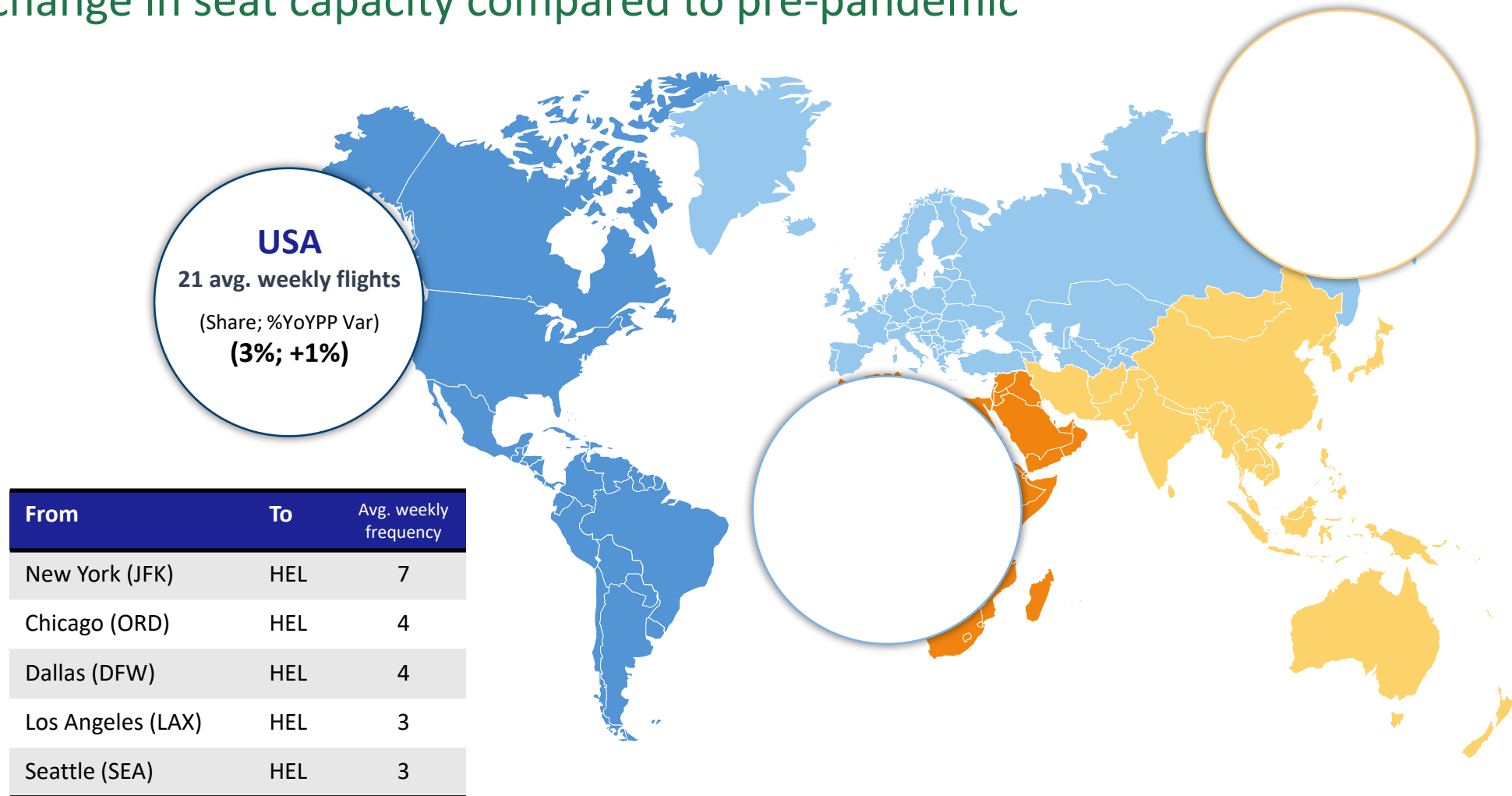


2022
270,700 nights
#5 in market ranking
YoY change +89%
2022 vs. 2019 -12%

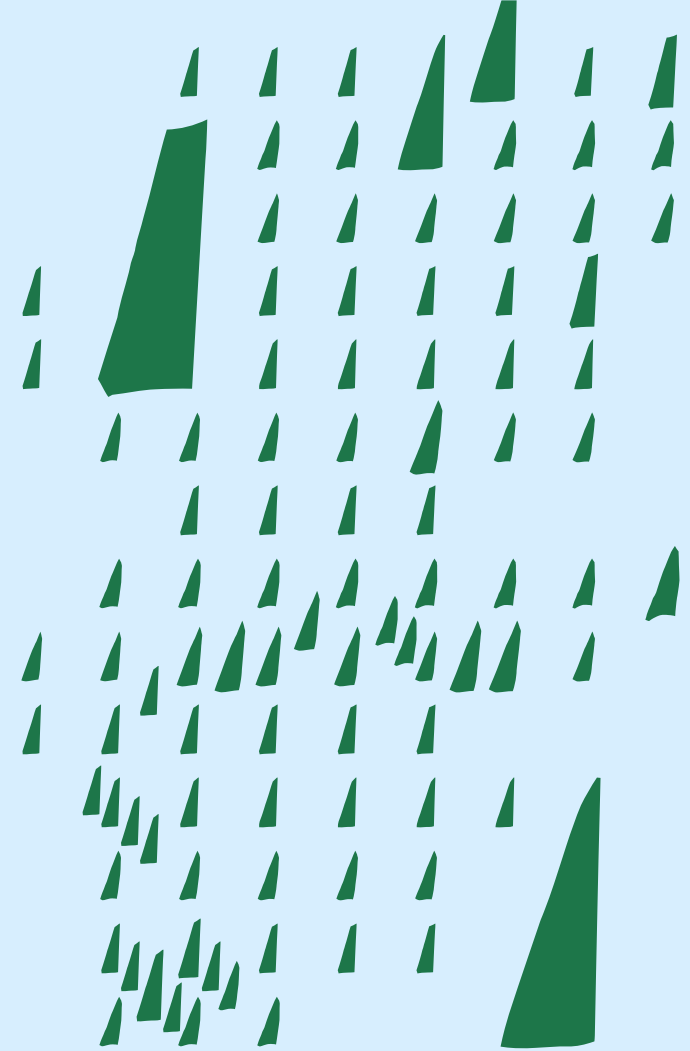
2019
309,100 nights
#7 in market ranking

Direct flights to Finland April – September 2023

and change in seat capacity compared to pre-pandemic



Travel related internet searches 2022 vs. 2019

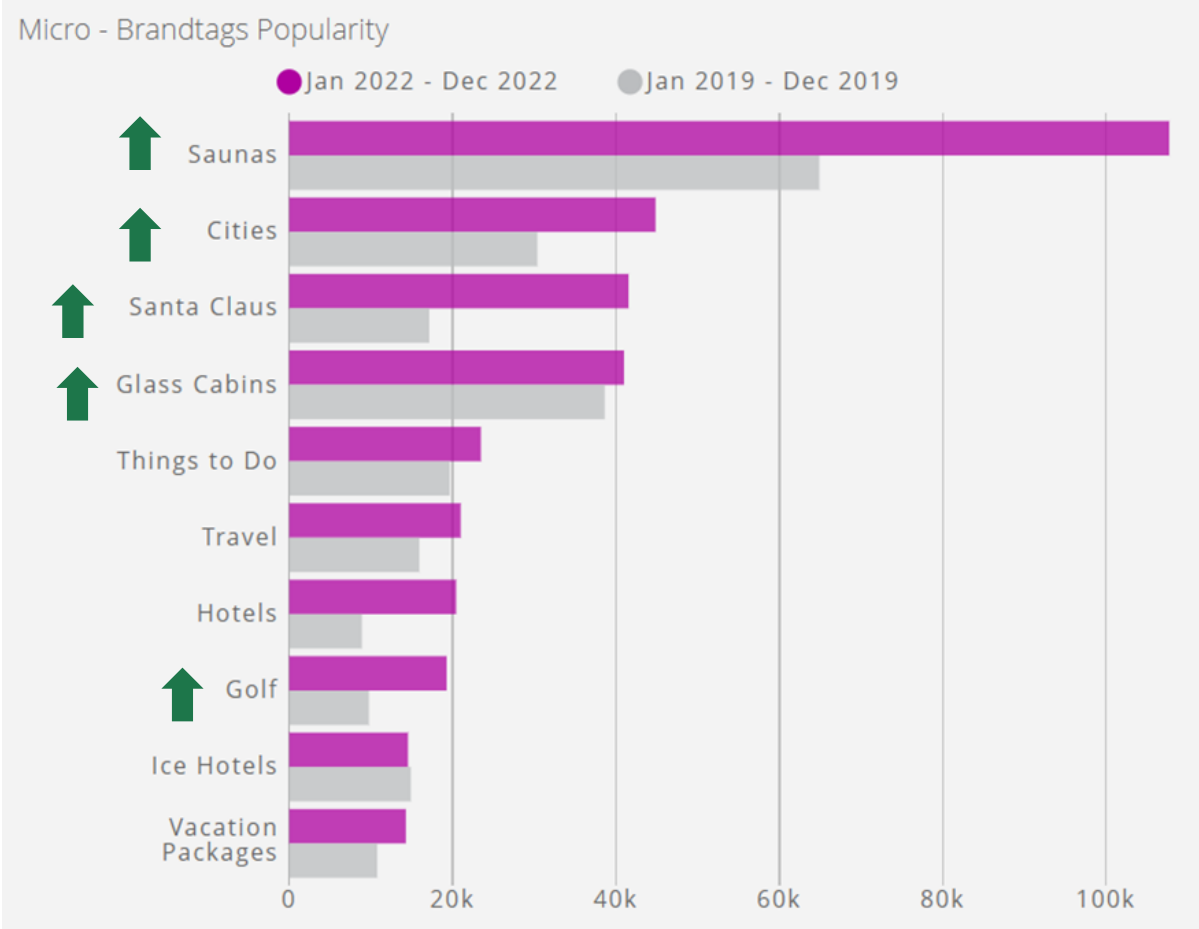
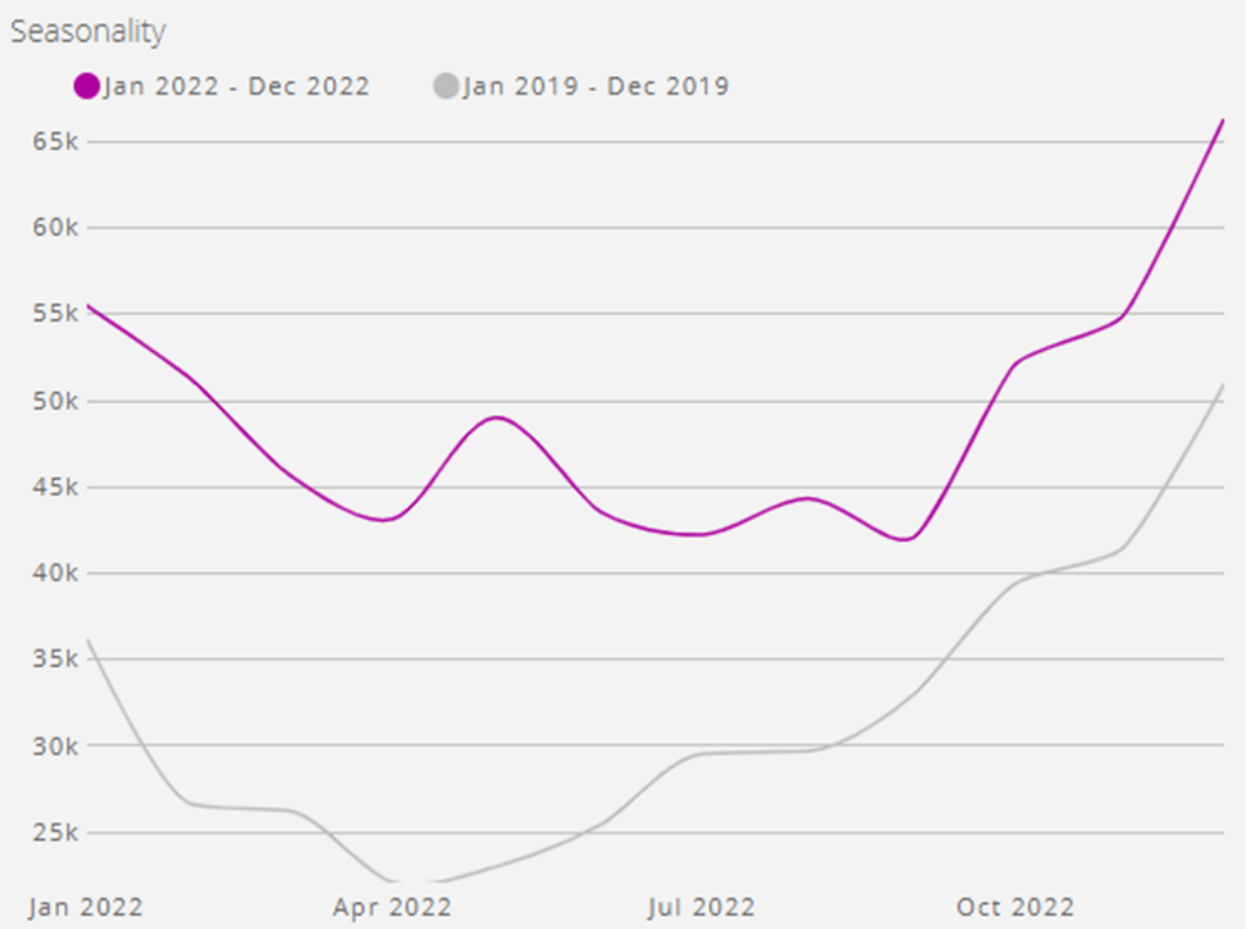


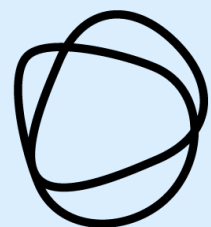
Top Target Markets 2022 vs. 2019

Target Market Distribution					
Rank	Flag	Country	2022 Searches	22/19 Growth	
1		Germany	635,793	36.7%	
2		Japan	592,326	7.9%	
3		United States	590,094	53.8%	
4		United Kingdom	382,169	29.2%	
5		Italy	285,187	33.4%	
6		France	283,549	20.9%	
7		Spain	243,895	30.5%	
8		Estonia	175,015	66.0%	
9		Netherlands	166,802	38.1%	
10		India	164,824	30.7%	

- US was on third place right behind Japan in travel related searches in 2022
- US was the fastest growing market among all VF target markets

USA: Seasonality of searches 2022 vs. 2019 & Main topics in 2022





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