Sweden insights
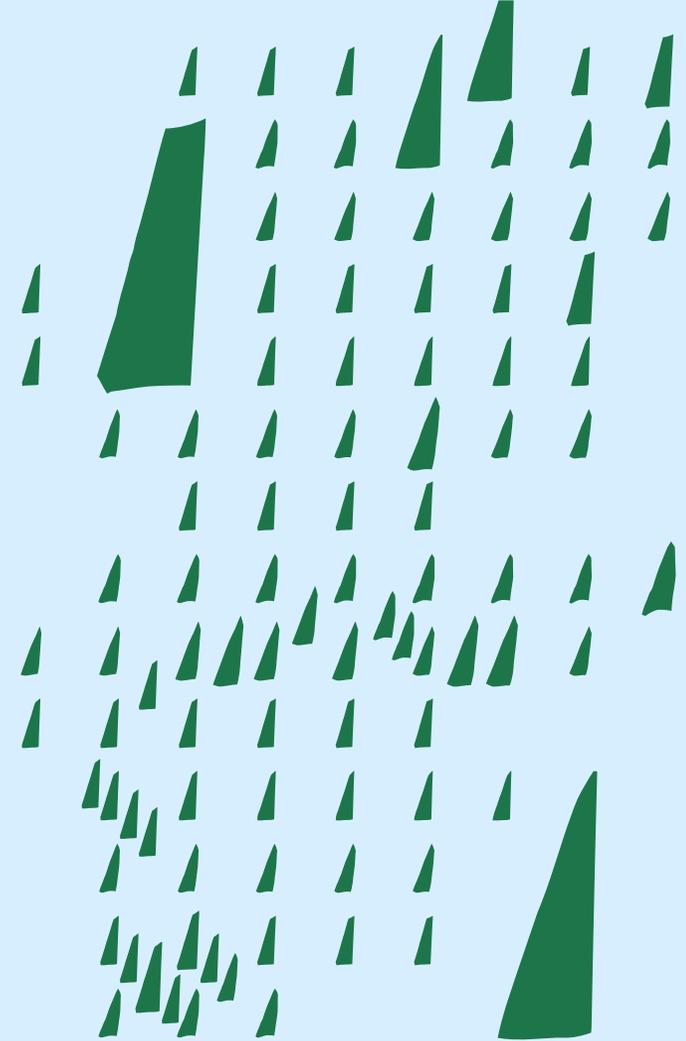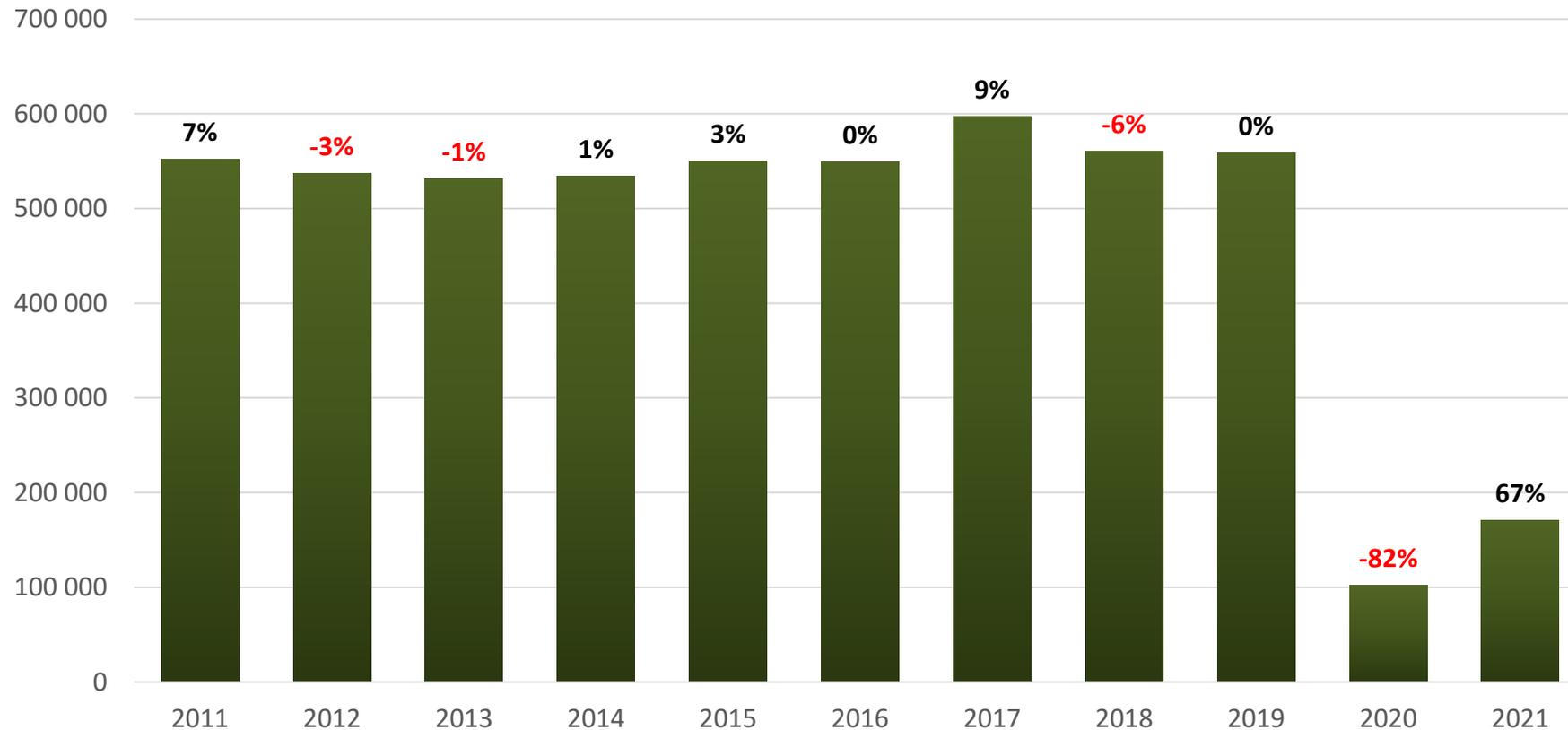
- **Overnights**
- **Digital Demand – Travel Related Internet Searches**
- **Oxford Economics – Recovery Forecast**

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Sweden – overnights in Finland 2011-2021

Chart: Sweden overnights in Finland 2011-2021 (with YoY % change labels above each bar):
- 2011: 7%
- 2012: -3%
- 2013: -1%
- 2014: 1%
- 2015: 3%
- 2016: 0%
- 2017: 9%
- 2018: -6%
- 2019: 0%
- 2020: -82%
- 2021: 67%

2021
170,300 nights
YoY change +67%

2019
558,500 nights
2021 vs. 2019 -69%

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Sweden – Cumulative overnights in 2022

Area
1 Whole Finland

Year
2022

Month
August

Nationality	Monthly nights spent	Monthly YoY change (%)	Cumulative nights spent	Cum. YoY change (%)
Germany	81,420	55 ▲	432,775	228 ▲
Sweden	72,744	133 ▲	340,215	290 ▲
France	22,904	94 ▲	239,838	771 ▲
United Kingdom	27,699	251 ▲	206,335	741 ▲
Netherlands	19,874	66 ▲	198,193	541 ▲
United States	34,569	204 ▲	172,988	308 ▲
Estonia	23,524	17 ▲	129,568	48 ▲
Switzerland	15,026	40 ▲	114,515	373 ▲
Norway	18,451	222 ▲	110,406	427 ▲
Italy	22,307	105 ▲	101,923	288 ▲
Spain	20,839	127 ▲	89,598	286 ▲
Russia	38,680	857 ▲	82,192	368 ▲
Belgium	7,291	80 ▲	80,044	687 ▲
Denmark	9,469	58 ▲	70,981	272 ▲
Poland	12,853	95 ▲	70,828	137 ▲
Austria	7,387	48 ▲	47,503	266 ▲
Israel	5,095	105 ▲	44,360	915 ▲
Latvia	6,980	105 ▲	40,020	232 ▲
Czech Republic	4,602	91 ▲	30,965	267 ▲
Lithuania	5,925	111 ▲	30,417	171 ▲
Ukraine	5,751	63 ▲	29,200	166 ▲

➢ Sweden is the 2nd biggest source market this year so far with over 340 000 overnights

➢ July has been clearly the most popular month for Swedish visitors in Finland with over 115 000 overnights

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Link to the report: Tilastopalvelu Rudolf - Business Finland

Top markets in winter season 2022

And change compared to pre-pandemic

High winter season (12-02)

	Dec2018-Feb2019	Dec2021-Feb2022	Change 2022 vs. 2019
United Kingdom	334 900	278 600	-17 %
France	161 700	180 300	+11 %
Germany	151 300	133 100	-12 %
Netherlands	106 700	111 300	+4 %
Spain	59 400	55 300	-7 %
Estonia	58 200	47 400	-19 %
Belgium	30 300	45 900	+51 %
Italy	42 900	45 200	+5 %
United States	53 800	39 600	-26 %
Switzerland	51 800	37 800	-27 %
Sweden	75 100	30 200	-60 %
Poland	21 900	21 500	-2 %
Denmark	21 200	17 100	-20 %
Russia	261 300	16 100	-94 %
Austria	19 500	15 900	-18 %
China & Hong Kong	139 700	14 800	-89 %

Top destinations from Sweden

Winter 2022

Helsinki	10 641
Vantaa	2 774
Maarianhamina	2 427
Turku	1 380
Tampere	1 267

Winter 2019

Helsinki	28 022
Maarianhamina	5 915
Vantaa	5 874
Turku	3 926
Tampere	3 765

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Top markets in summer season 2022

And change compared to pre-pandemic

High summer season (06-08)

	Jun-Aug2019	Jun-Aug 2022	Change 2022 vs. 2019
Sweden	255 200	**235 800**	-8 %
Germany	270 300	**229 100**	-15 %
United States	109 900	**103 800**	-6 %
United Kingdom	90 800	**74 500**	-18 %
Norway	73 400	**68 200**	-7 %
Estonia	69 400	**60 400**	-13 %
Russia	243 400	**60 100**	**-75 %**
Switzerland	64 400	**54 100**	-16 %
France	64 100	**53 800**	-16 %
Netherlands	62 300	**52 400**	-16 %
Italy	68 200	**45 700**	-33 %
Spain	56 600	**41 800**	-26 %
Poland	31 400	**35 500**	**+13 %**
Denmark	37 700	**34 200**	-9 %
Austria	27 900	**22 400**	-20 %
Belgium	21 500	**19 900**	-7 %

Top destinations from Sweden

Summer 2022	
Helsinki	41 267
Maarianhamina	31 503
Vaasa	13 746
Turku	11 602
Tampere	5 367

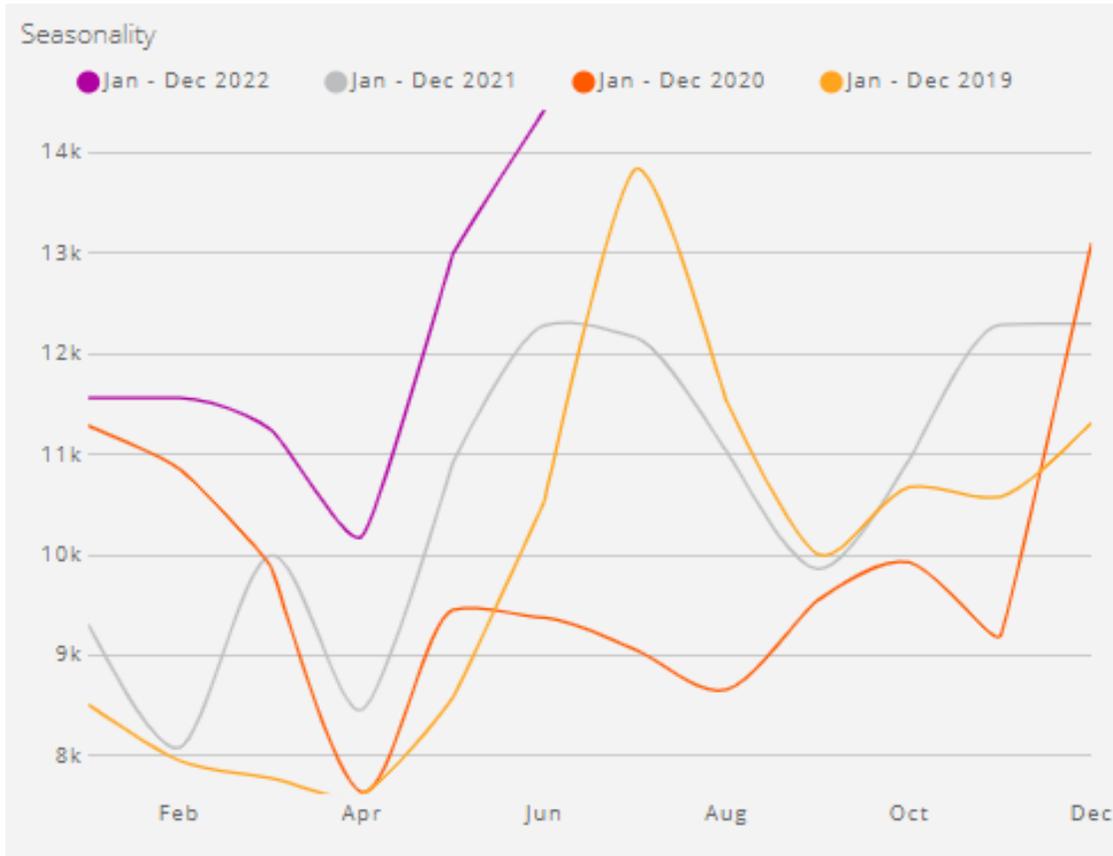| Summer 2019	
Maarianhamina	41 564
Helsinki	40 727
Vaasa	12 784
Turku	10 428
Tampere	6 161

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Digital Demand – Travel Related Internet Searches

Q1/2022 & Q2/2022

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Sweden: Searches in Q1 & Q2 2022

Target Market Distribution

Rank	Flag	Target Market	Searches	Growth
11	🇨🇭	Switzerland	37,519	52.4%
12	🇨🇦	Canada	37,513	48.7%
13	🇸🇪	Sweden	34,369	25.5%
14	🇦🇹	Austria	26,874	53.5%
15	🇧🇪	Belgium	23,516	46.9%
16	🇨🇳	China	19,757	-35.8%
17	🇦🇺	Australia	16,941	39.6%
18	🇰🇷	South Korea	10,801	8.7%
19	🇷🇺	Russia	0	-100.0%

Q2/2022

Target Market Distribution

Rank	Flag	Target Market	Searches	Growth
1	🇺🇸	United States	134,907	39.5%
2	🇯🇵	Japan	119,932	16.7%
3	🇩🇪	Germany	113,935	9.1%
4	🇬🇧	United Kingdom	68,831	27.8%
5	🇮🇹	Italy	59,885	15.9%
6	🇫🇷	France	54,190	26.7%
7	🇪🇸	Spain	52,910	35.9%
8	🇪🇪	Estonia	41,686	11.6%
9	🇮🇳	India	38,792	2.9%
10	🇸🇪	Sweden	37,606	18.8%

Seasonality

- Jan - Dec 2022
- Jan - Dec 2021
- Jan - Dec 2020
- Jan - Dec 2019

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Source: D2 Digital Demand

Sweden: Most searched topics

Q1/2022

Q2/2022

Micro - Brandtags Popularity
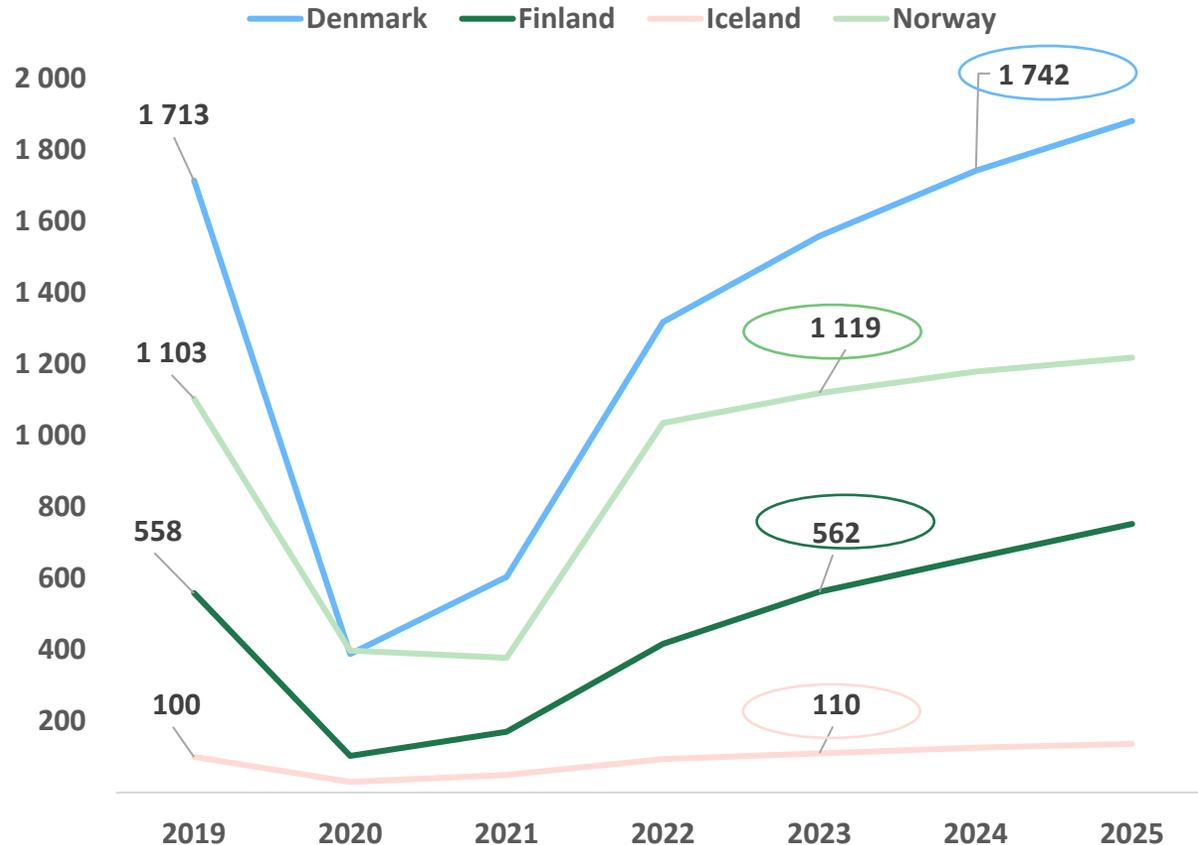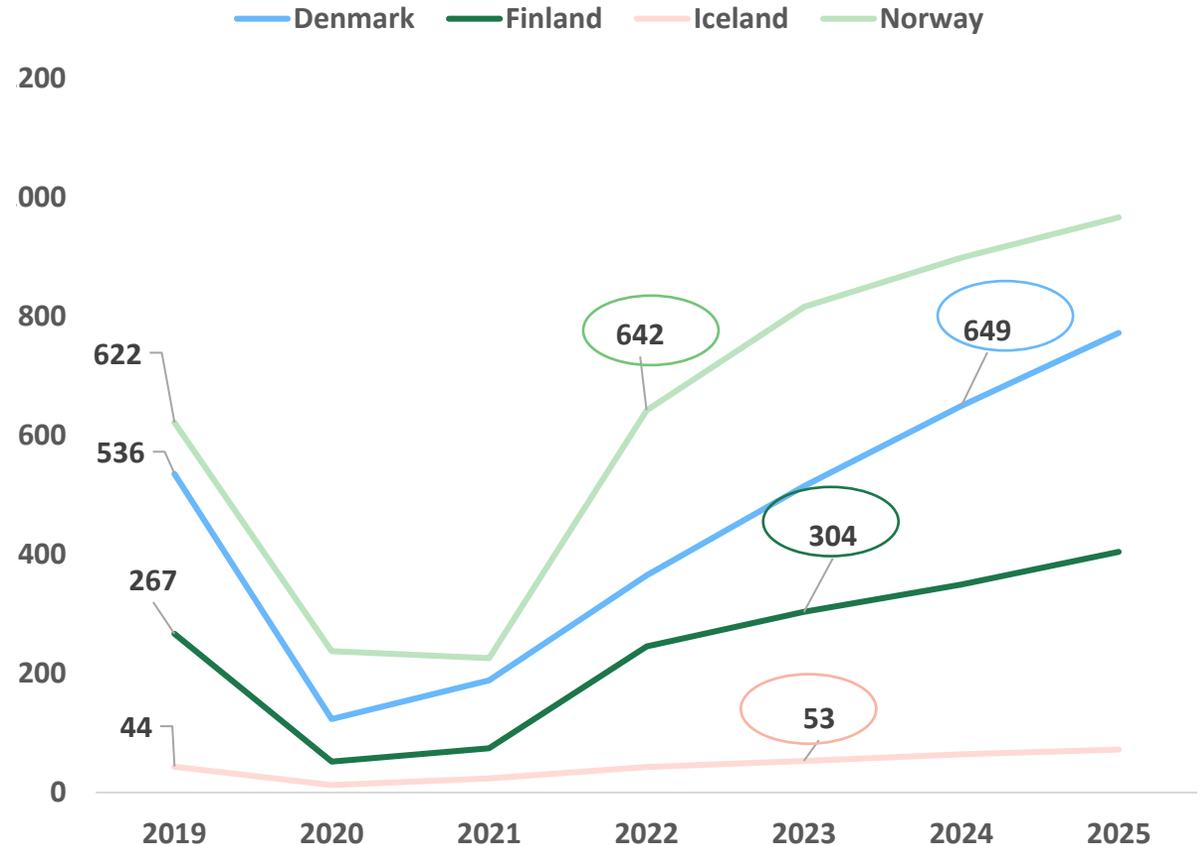
Source: D2 Digital Demand

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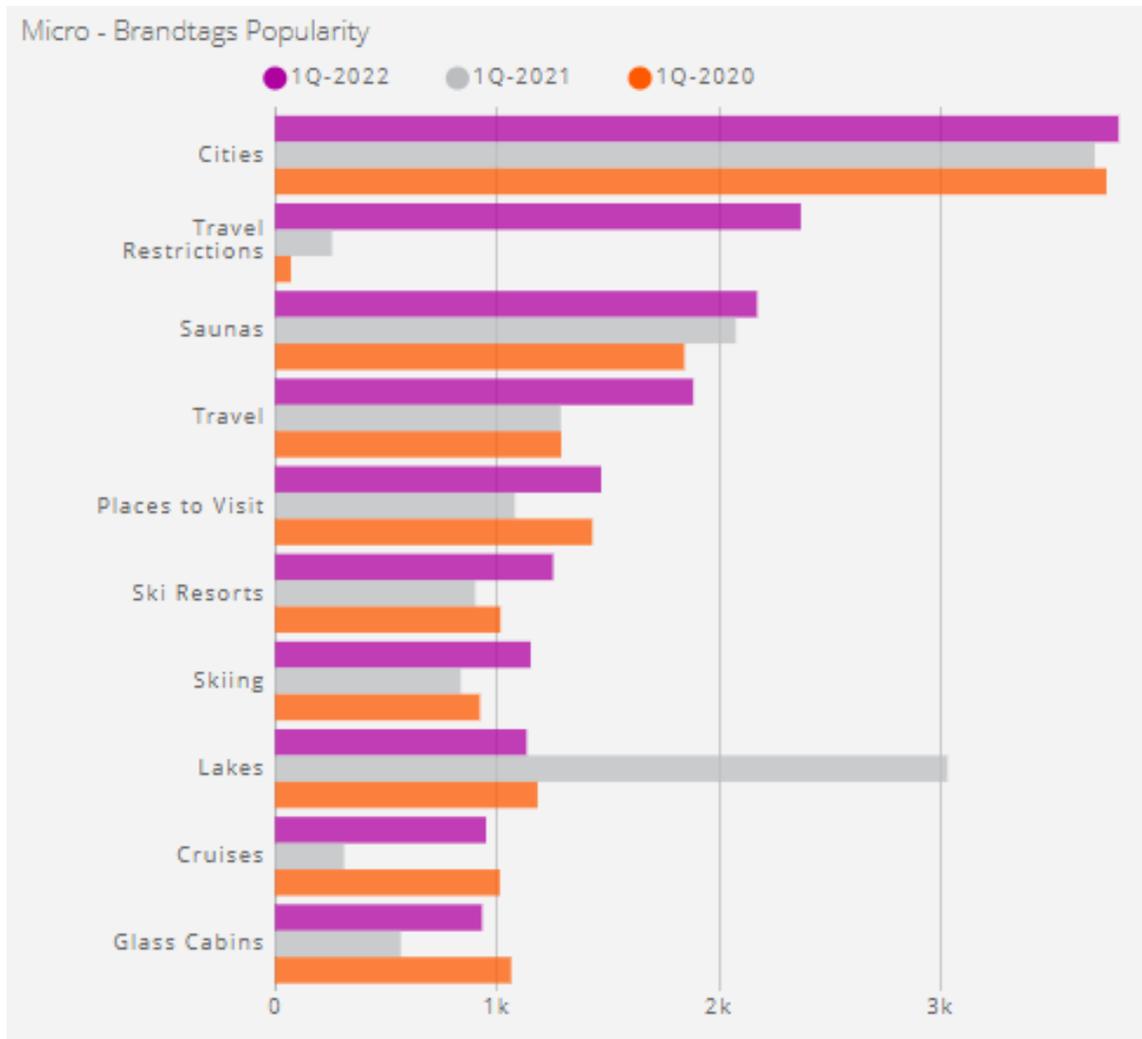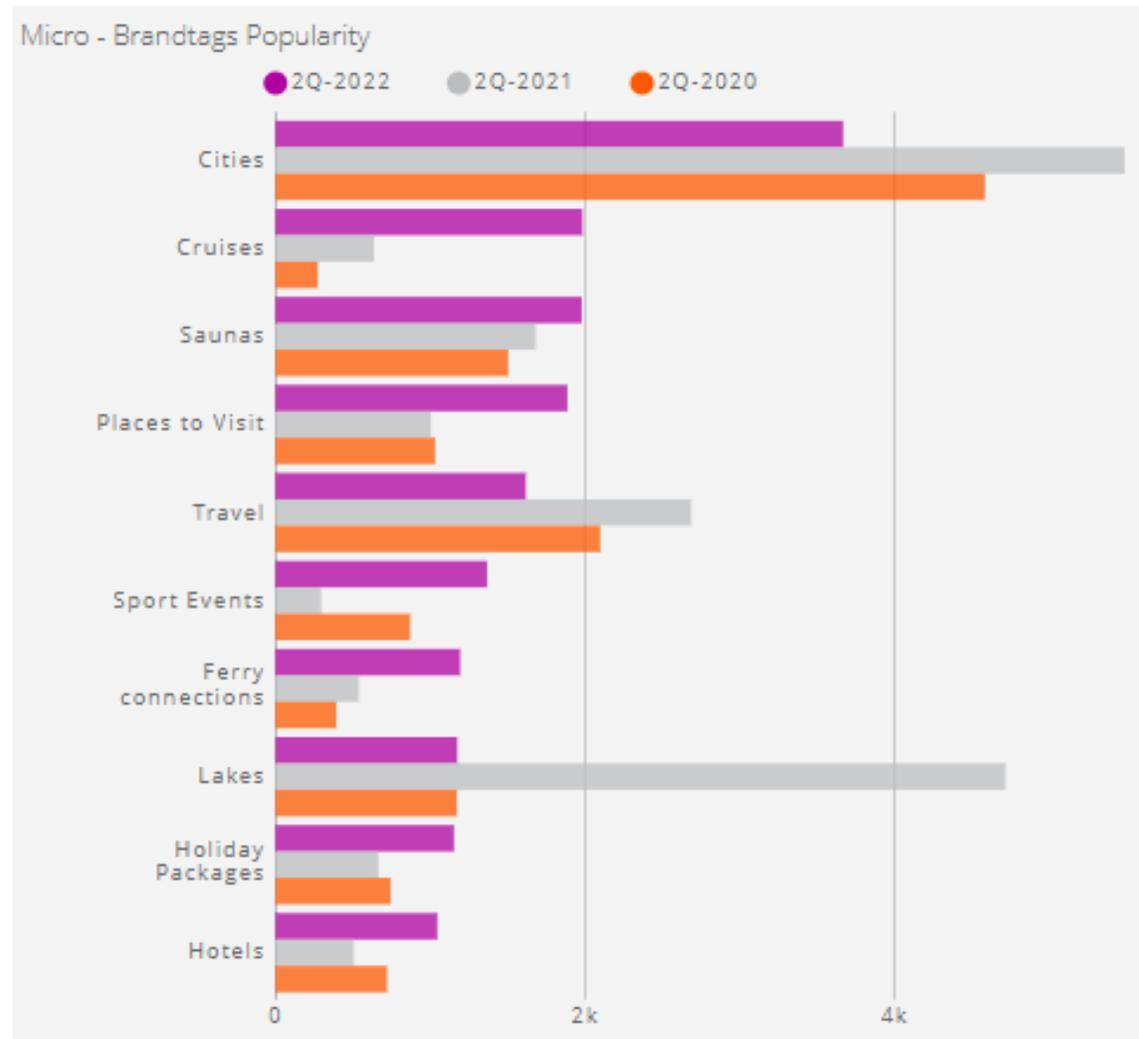
Oxford Economics – Overnights & Spending

Recovery forecast

Oxford Economics forecast: Sweden Overnights & Spending

Sweden Overnights Recovery Forecast

Legend: Denmark — Finland — Iceland — Norway

Denmark: 1 713 (2019), 1 742 (2025)
Norway: 1 103 (2019), 1 119 (2023)
Finland: 558 (2019), 562 (2023)
Iceland: 100 (2019), 110 (2023)

Sweden Spending (USD Millions) Recovery Forecast

Legend: Denmark — Finland — Iceland — Norway

Denmark: 536 (2019), 649 (2024)
Norway: 622 (2019), 642 (2022)
Finland: 267 (2019), 304 (2023)
Iceland: 44 (2019), 53 (2023)

➤ Swedish overnights are predicted to recover in Finland, Iceland and Norway in 2023. Denmark, however, will return to 2019 level in 2024

➤ Spending is forecasted to return to 2019 levels in Finland the same year as overnights, in 2023. Iceland will return the same year but Denmark will take a year longer. Norway will reach 2019 spending levels already this year

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