



Visit Finland

Agenda/ Jyrki 7.12.2021

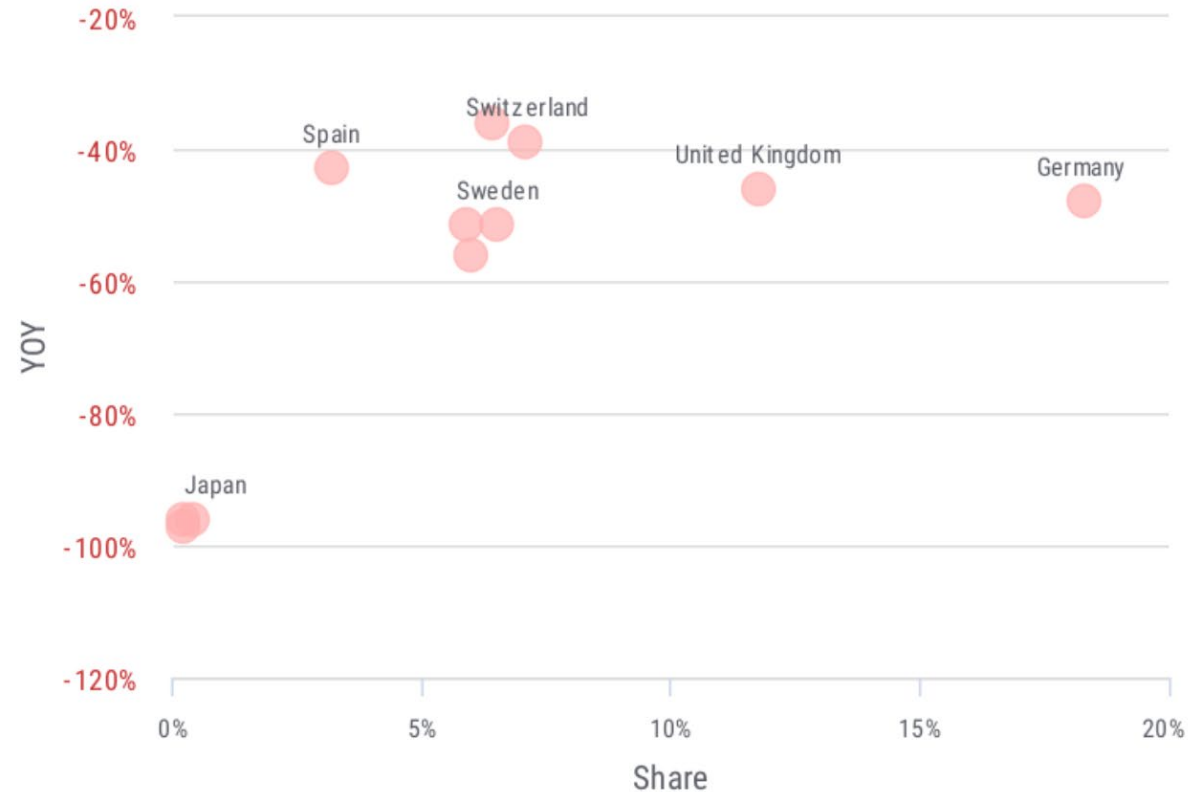
- Pandemian vaikutukset Suomen kv matkailuun
- Palautuminen uuteen normaaliin
- Visit Finlandin uutisia

- Saksan markkinakuvaukset ja ilmoittautumiset [tästä](#)
- <https://www.businessfinland.fi/suomalaisille-asiakkaille/palvelut/matkailun-edistaminen/toiminta-markkinoilla/saksa>

Matkailu Suomeen on palautunut hitaasti

Kuvassa markkinaosuudet oikealle ja vrt 2019 ylös

Tourist arrivals by trip origin



Source: Destination Gateway by ForwardKeys

Origin market(s): Worldwide (excl. domestic)

Destination(s): Finland (FI)

Period: from 01 Jan 2021 to 30 Sep 2021

Database update: 19 Sep 2021

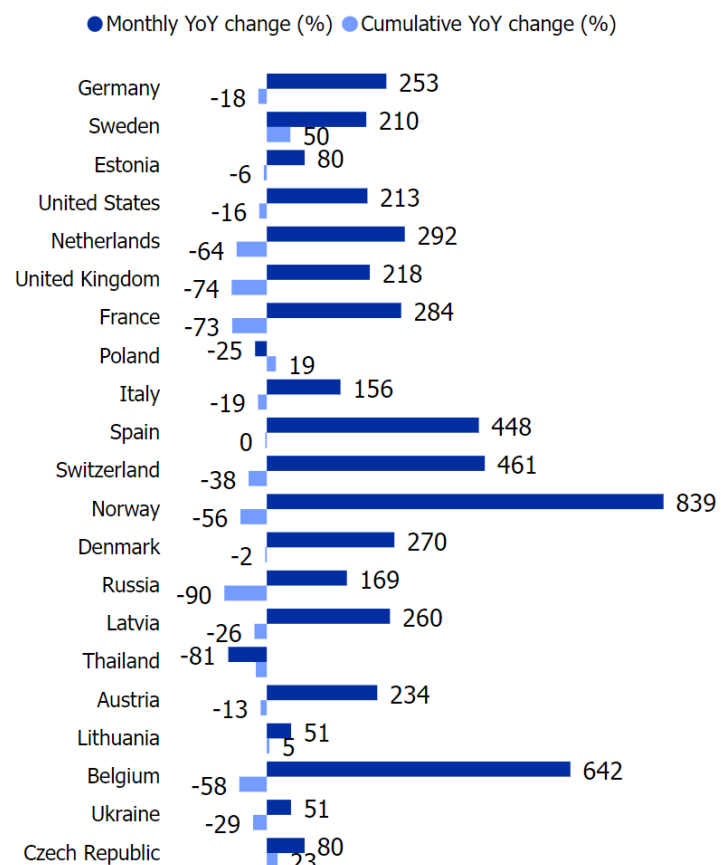
October
2021

2. CHANGE IN MONTHLY AND CUMULATIVE OVERNIGHTS BY TOP 21 COUNTRIES OF ORIGIN

VISIT
FINLAND

Area	Nationality	Monthly nights spent	Monthly YoY change (%)	Cumulative nights spent	Cum. YoY change (%)
1 Whole Finland					
	Germany	24.446	253 ▲	187.927	-18 ▼
	Sweden	20.731	210 ▲	137.480	50 ▲
	Estonia	19.185	80 ▲	124.784	-6 ▼
	United States	9.991	213 ▲	62.028	-16 ▼
	Netherlands	7.317	292 ▲	46.247	-64 ▼
	United Kingdom	9.342	218 ▲	41.281	-74 ▼
	France	7.571	284 ▲	41.187	-73 ▼
	Poland	5.037	-25 ▼	40.649	19 ▲
	Italy	6.783	156 ▲	38.957	-19 ▼
	Spain	8.538	448 ▲	38.014	0 ▬
	Switzerland	4.644	461 ▲	34.599	-38 ▼
	Norway	6.702	839 ▲	31.890	-56 ▼
	Denmark	6.034	270 ▲	30.155	-2 ▬
	Russia	4.390	169 ▲	25.685	-90 ▼
	Latvia	5.568	260 ▲	21.378	-26 ▼
	Thailand	1.098	-81 ▼	20.331	-23 ▼
	Austria	3.072	234 ▲	19.581	-13 ▼
	Lithuania	2.721	51 ▲	16.754	5 ▲
	Belgium	3.108	642 ▲	16.526	-58 ▼
	Ukraine	1.278	51 ▲	13.582	-29 ▼
	Czech Republic	2.032	80 ▲	12.294	23 ▲

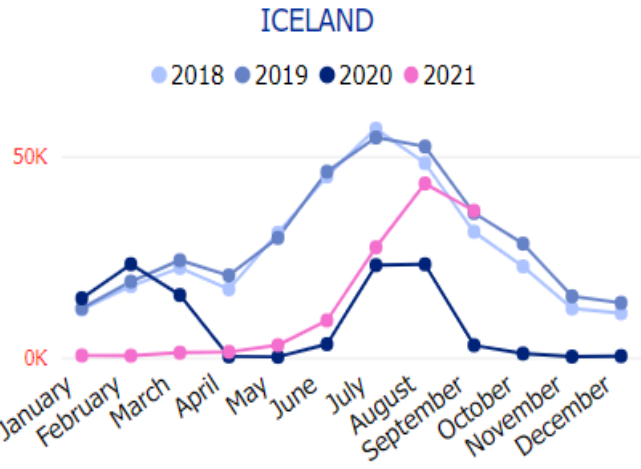
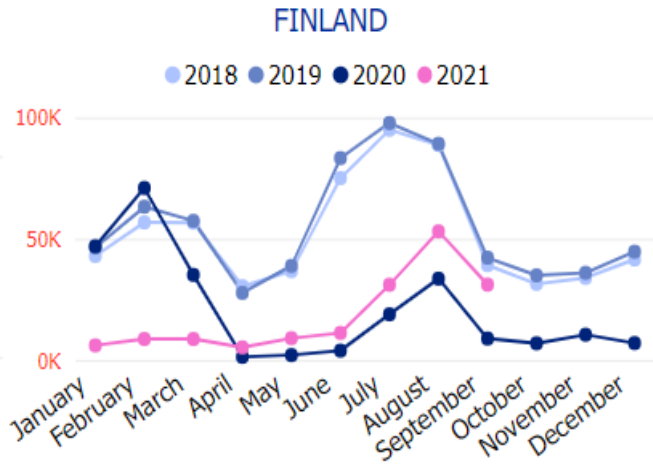
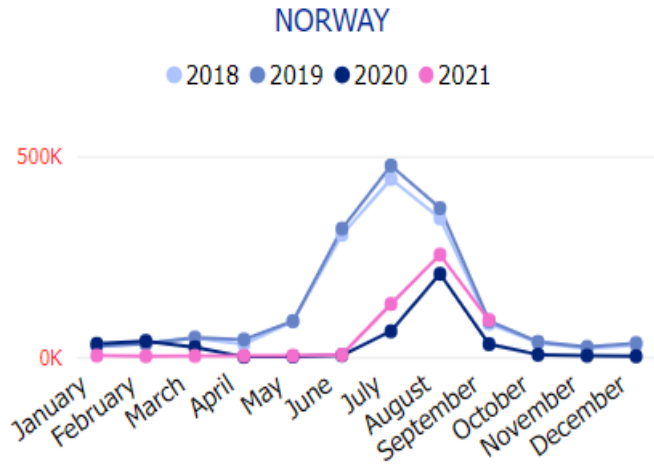
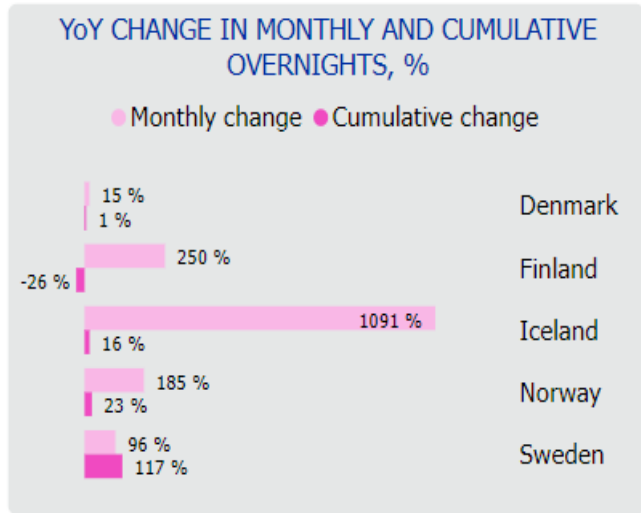
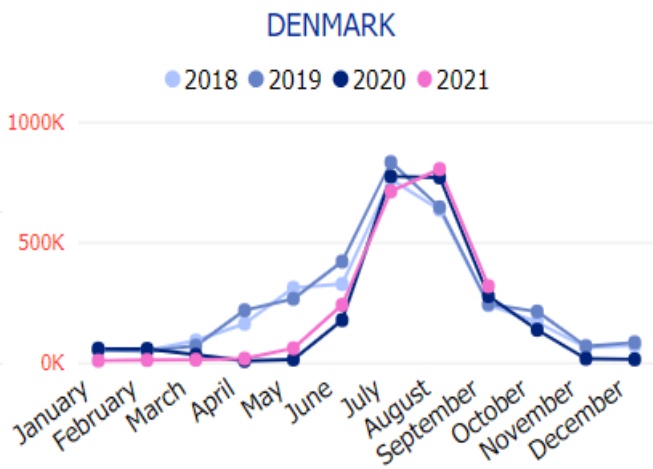
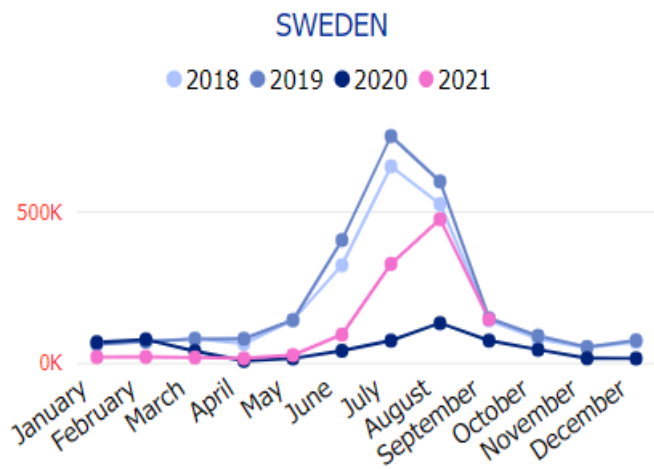
CHANGE IN MONTHLY AND CUMULATIVE OVERNIGHTS



- Germany ranked number 1 in September in foreign overnights
- 24,000 German overnights in September 2021
- YoY change 253%
- Cumulative German overnights 187 000 (-18%) in 2021

2. NORDIC COMPARISON OF OVERNIGHTS BY A TARGET MARKET

Nationality: Year: Month:



Monthly overnight statistics for Iceland include hotels only.

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

- Finland behind others in cumulative change 2021
- Overnights in September increased by 250% from 2020
- Sweden recovered well from September 2020 by increasing 96%.
- Iceland increased by a whopping 1091% from Sep 2020.

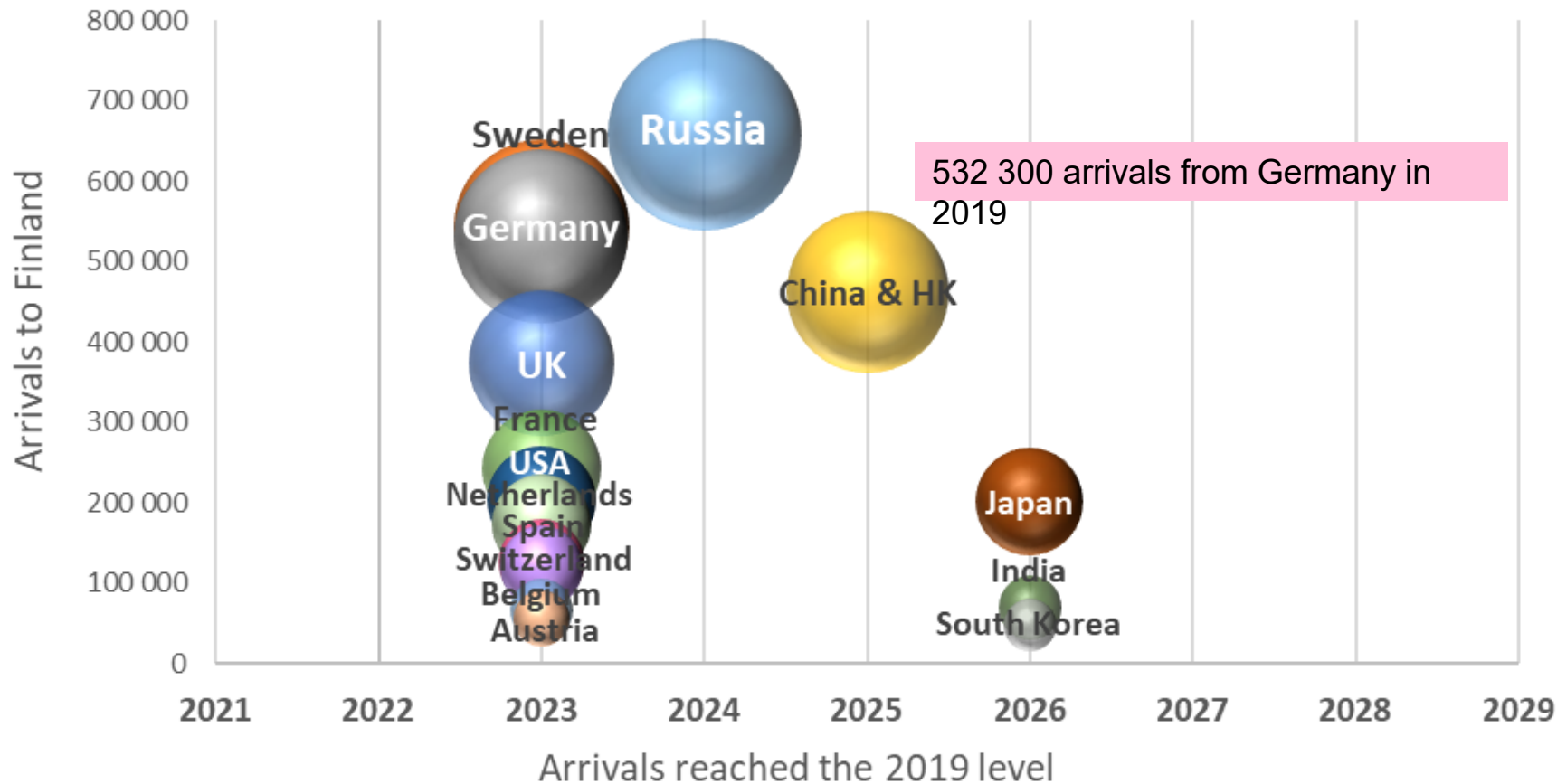
Oxford Economics forecast:

Recovery Timeline – Arrivals to Finland reach the level of 2019

Last updated figures October 1, 2021

The size of the bubble reflects the importance of each target market to Finland in 2019, and has been calculated based on Oxford Economics Global Travel Service data.

Recovery timeline - Arrivals to Finland reached the level of 2019



Forecast changed more positive compared to June 2021:

- USA
- China incl. Hong Kong
- India

Forecast changed more negative compared to June 2021:

- Russia
- Belgium
- Austria

Finnlinesin myynti kasvanut 2021

A strategy which paid off!

- Looking at the booking situation for the whole year 2021 (status: end of August):
 - 30 % rebookings of 2020
 - 44 % bookings generated during the Winter (lock down)
 - 26 % last minute bookings generated during mid June and August

Rebookings 2020 (as per October 2020)	Winter/Spring bookings (Nov 2020–mid June 2021)	Last minute bookings (mid June–August 2021)	Pax projection 2021 by the end of August 2021
30 %	44 %	26 %	100 %

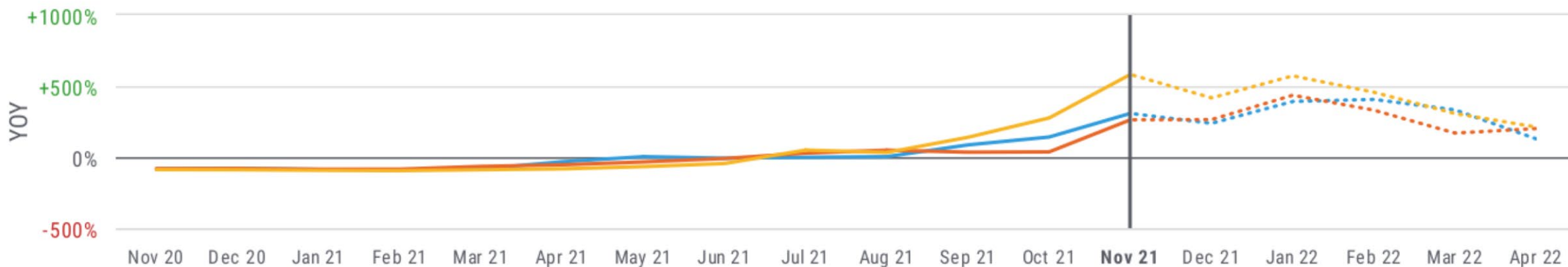
- The results of July and August 2021 (only individuals, no pax from tour operators/ travel agencies) are in **plus of 21 %** compared to 2020 and, the most important, in **plus of 1,5 %** compared to the record year 2019!
- At the same time, we register an high interest for the low season, as September and October bookings are per mid September 2021 respectively in **plus of 17 %** and **0,5 %** compared to 2019.



Destination Gateway

Tourist arrivals to my competing destinations

■ Finland ■ Sweden ■ Norway — Historical data - - Forward tickets



Source: Destination Gateway by ForwardKeys

Origin market(s): Germany (DE) (excl. domestic)

Destination(s): Finland (FI)

Period: from 01 Nov 2020 to 30 Apr 2022

Database update: 21 Nov 2021

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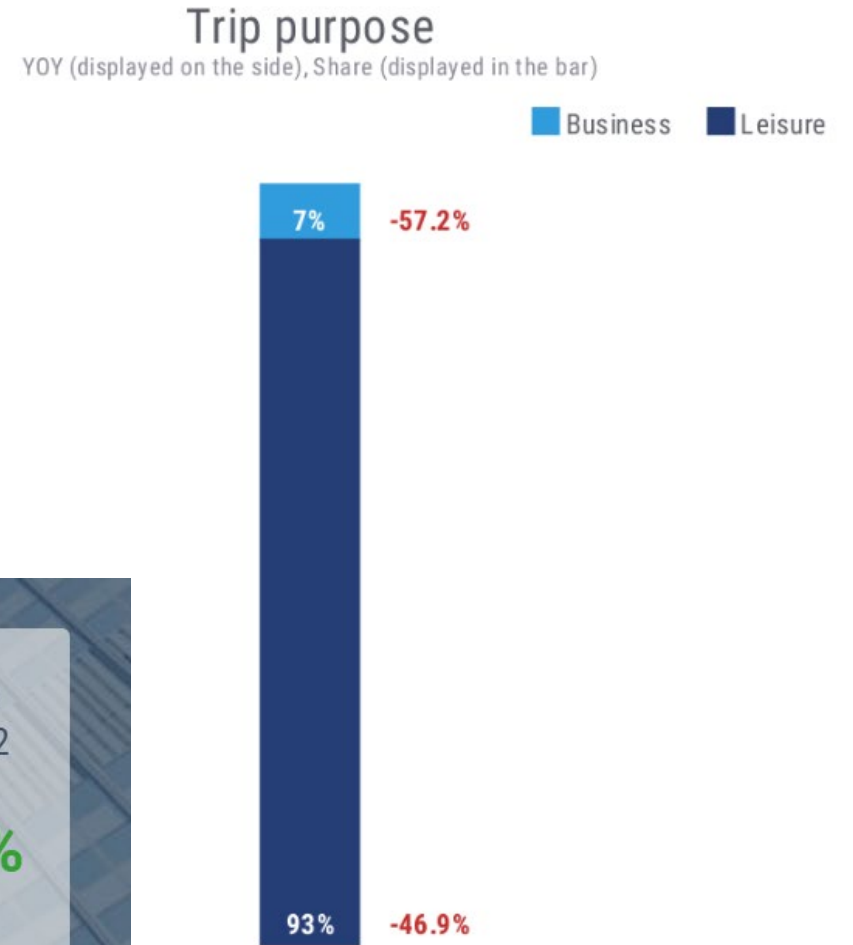


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Markkinanäkymät

Grafiikka oikealla osoittaa liikematkustuksen osuuden tippuneen 7 % Saksasta Suomeen

Grafiikka alla kuvaa saksalaisten lentosaapumisten kehitystä Suomeen.



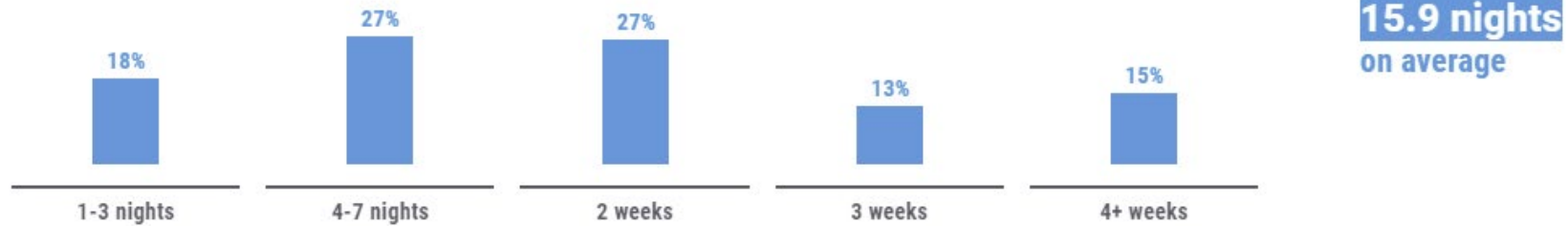
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Source: Destination Gateway by ForwardKeys

Stay in Finland up/ group size down

Trip characteristics

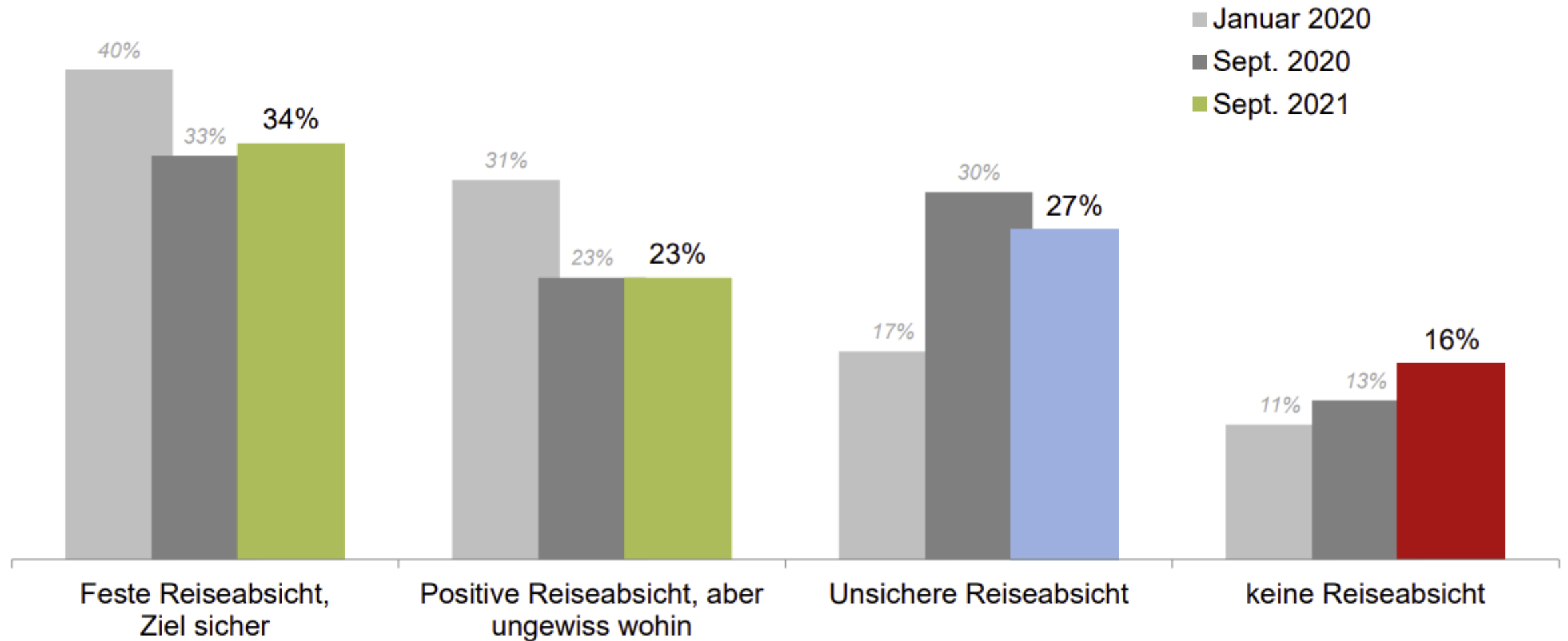
Length of stay



Group size



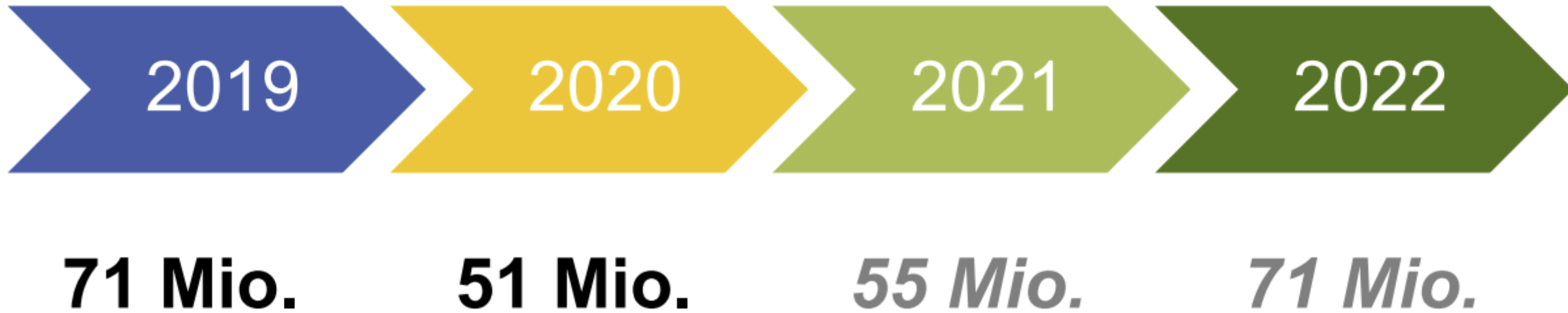
Urlaubspläne nächste 12 Monate



Frage: Wenn Sie jetzt [an die kommenden 12 Monate] denken: Haben Sie für diese Zeit schon Urlaubspläne?

Basis: deutschsprachige Bevölkerung 18-75 Jahre; Quelle: RA 2022, Post COVID Modul 09/2021 und Vorgängeruntersuchungen

Schätzung Anzahl Urlaubsreisen 2021 und 2022



Basis: Deutschsprachige Bevölkerung, ab 14 Jahren in Deutschland - Urlaubsreisen 2020 ab 5 Tage Dauer

Quelle: Urlaubsreisen 2019: RA 2020; Urlaubsreisen 2020: RA 2021; Urlaubsreisen 2021: Schätzung Ulf Sonntag, siehe vorheriges Chart; Urlaubsreisen 2022: Schätzung Ulf Sonntag



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Brand new newsletter!

We are very happy to introduce the first edition of our brand-new Finland travel trade newsletter! We hope to be able to share with you interesting information that will give you talking points when speaking with your customers about this Nordic destination – news, facts and some curiosities us Finns are famous for. Feel free to share the love and tell your colleagues to sign up for the newsletter, too.



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Happy reading!

E travel training



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Visit Finlandin kampanjat Saksassa 2022

- Visit Finlandin tarkoituksena on elvyttää vapaa-ajan matkailu Suomeen mahdollisimman nopeasti. Kaikissa kampanjoissa on lähtökohtaisesti markkinalle sovitettu ja toimiva myyntikanava, johon liikenne ohjataan.
 - Liikenneyhtiöiden kanssa: Finnlines, Finnair, Eurowings & Lufthansa
 - Yhteiskampanjat jakelukanavien kanssa: Sojern, Travelzoo, fintouring, Der Touristik, Feelgood Reisen, Wikinger Reisen, SRG ja muita: saa ehdottaa
 - Taktinen kampanja: parannettu versio syksyn hittikampanjasta

Charterkohteeksi?

- Saavutettavuushaasteet osa uutta normaalia?
- Kiinnostusta on: mökkilomat, kiertomatkat, outdoor- ja kulttuuriteemaiset lomat sis Venäjä.
- Hollantilainen matkanjärjestäjä haluaa rakentaa Etelä Suomeen hubin. Lentävät jo Lappiin kesällä.
- 8.12. infotilaisuus kiinnostuneille alueille. Ilmoittautuminen [jyrki.oksanen @ businessfinland.fi](mailto:jyrki.oksanen@businessfinland.fi)
- Vairtual: Kittilä ensimmäinen kohde Suomessa. Social crowdflying tulossa muuallekin?

