



# FINLAND

**WORLD'S SAFEST  
DESTINATION FOR YOUR  
BUSINESS**

Photo by Miikka Niemi

## BUSINESS OPPORTUNITIES IN FINLAND

**The outlook for the travel industry in Finland looks very positive. Safe and sustainable business environment creates a strong foundation for the business.**

Recently, Finland has earned a place among the hottest international destinations, being nominated among others by National Geographic Travel, Financial Times, Harper's Bazaar and Bloomberg. The premium travel and guidebook brand Lonely Planet ranked Finland in TOP10 in its Best in Travel 2017. Finland was the only European country to make it to the list.

### FAST-GROWING INBOUND TOURISM FLOWS FROM ASIA CREATE NEW DEMANDS

In 2016, international travel to Finland increased to a total of 7.7 million visits. If the trend holds, especially among Russian and Asian visitors year 2017 is set to be an exceptional year for the Finnish travel industry. In 2016, overnight stays (20 343 000) in all accommodation establishments have exceeded the previous record year of 2012. The same applies to hotels (16 339 000).

Russian visitors is the most prominent tourist group in Finland. Thanks to country's geographic location, Finland also offers opportunities for cross-border excursions for tourists. Finland has started to attract Chinese travellers with 35% increase in a year, totalling 356,000 in 2016. Of all the nationalities, Chinese visitors spent the most per visit (€940).

The awarded Helsinki-Vantaa airport offers the shortest route between Asia and Europe.

Finland's tourism highlights include destinations like the capital city Helsinki that was World Design Capital in 2012, the charming coast and archipelago, glittering blue Lakeland and magical Lapland. Four distinct seasons, including the summer with endless days and snowy winters, offer possibilities of year round varying tourism activities.



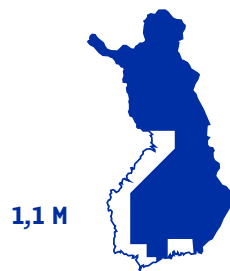
TOP 3 COUNTRIES OF ORIGIN IN MAIN TRAVEL REGIONS AND THEIR SHARE OF ALL FOREIGN OVERNIGHTS IN THE REGION

Helsinki region



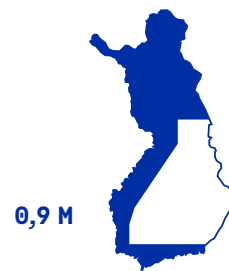
- 1. Germany 8%
- 2. Sweden 7%
- 3. China 7%

Coast & Archipelago



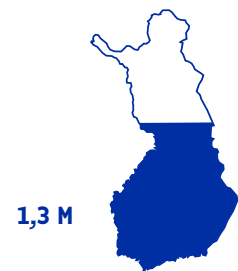
- 1. Sweden 27%
- 2. Germany 11%
- 3. Russia 8%

Lakeland



- 1. Russia 37%
- 2. Germany 9%
- 3. Estonia 6%

Lapland



- 1. UK 20%
- 2. Germany 11%
- 3. France 10%

Source: Visit Finland

Conceptually the vast majority of hotels in Finland are positioned in the mid-scale, mid-price segment. This opens up new business opportunities especially within the budget, limited service, upscale, and luxury segments with Lapland's resorts included. Hostels are promising too. Finland welcomes new international operators and concepts to the market.

# 5 KEY REASONS THAT MAKE FINLAND A UNIQUE TOURISM INVESTMENT LOCATION

#1

Exceptional growth creates demand for new concepts and services

#2

The safest travel destination in the world (WEF Report 2017)

#3

Hub easily accessible both from East and West

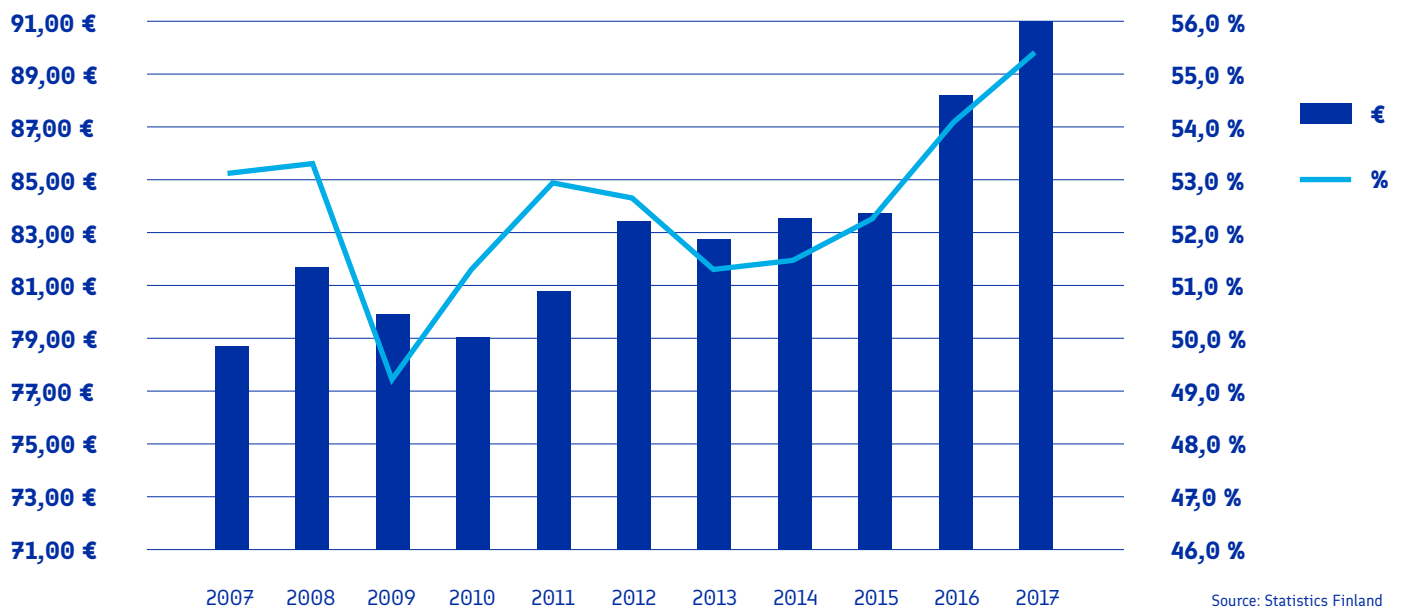
#4

Unique, clean and unspoilt nature with high sustainability standards

#5

Four distinct seasons

HOTEL AVERAGE ROOM RATES (€ VAT 0), AND AVERAGE OCCUPANCY RATES (%), FINLAND 2007-2016 AND 1-7/2017



Source: Statistics Finland