

## INCOMING FINLAND

### Country and people<sup>1</sup>

Capital	Helsinki (577,000 inhabitants)
Area	338,145 km <sup>2</sup>
Inhabitants	5.5 million (2017) / (growth rate 0.4%) 5.5 million (forecast 2025)
Mean age	42.5 years (2017)
Economy	GDP per capita: 38,532 Euro (2016) (GDP – real growth rate 2.3% 2019)*
Unemployment rate	8.3% (2019)*
Inflation rate	1.7% (2019)* <span style="float: right;">*forecast</span>
Gini coefficient	0,26 / rank 8 (OECD average 0,31)

## GENERAL TRAVEL BEHAVIOUR

Percentage of business-related overnight stays domestic/abroad<sup>2</sup>

■ Finland: 31% abroad / 69% domestic

■ Intensity of travel abroad: 204.5% (resident population from 15 years on)  
= 2.0 trips per person

Destinations of trips abroad in 2017

rank 1 – Sweden

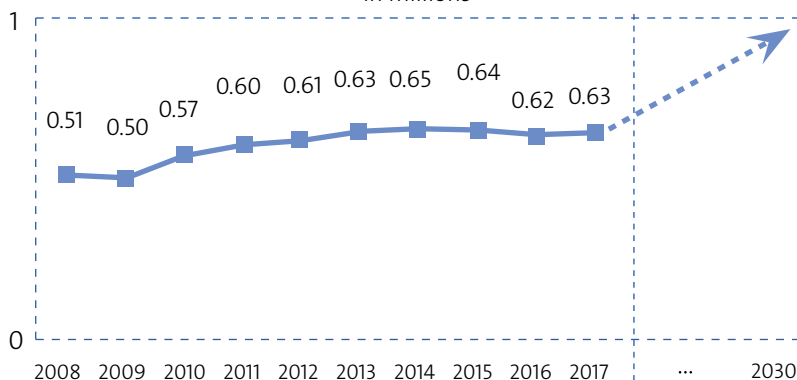
rank 2 – Estonia

rank 3 – Spain

rank 4 – Germany

## DESTINATION GERMANY

Overnight stays – current and long-term development<sup>3</sup>  
in millions



(figures incl. camping)

- Year 2017: 298,932 arrivals from Finland / 632,696 overnight stays (camping included)
- Volume of overnight stays: increase 2008–2017 by +24.2%; growth 2016–2017: +2,6%; average annual rate of change 2008–2017: +2.1%
- Total sales turnover for incoming trips: round 0.4 billion Euro (2017)
- DZT forecast until 2030: 1.1 m overnight stays

## MOST POPULAR DESTINATIONS IN 2017

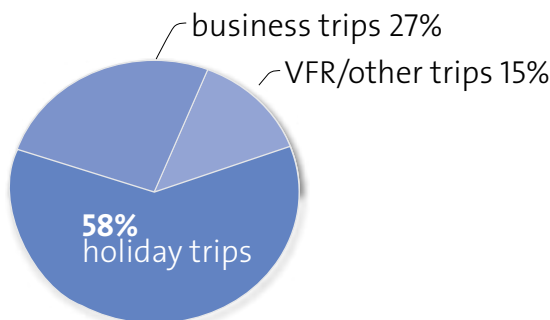
Federal states <sup>3</sup>	Cities <sup>3</sup> (more than 100.000 inhabitants)
rank 1: Berlin with 32.5% of all overnight stays	rank 1: Berlin with 208,298 overnight stays
rank 2: Bavaria with 19.7% of all overnight stays	rank 2: Munich with 58,972 overnight stays
rank 3: North Rhine-Westphalia with 9.1% of all overnight stays	rank 3: Hamburg with 30,181 overnight stays
rank 4: Baden-Württemberg with 6.9% of all overnight stays	rank 4: Frankfurt with 26,310 overnight stays

### Purpose of all incoming trips

- 58% holiday trips, ■ 27% business trips, ■ 15% VFR/other trips  
(Only one answer possible. Deviations from 100% due to rounding.)
- Business trips: 20% traditional business trips, 80% promotable business trips, of which: 80% conferences/congresses/seminars, 8% exhibits/trade fairs
- Holiday trips: 6% holidays in tourist regions, 16% touring holidays, 69% city holidays/visit of an event

### Booking-behaviour, main mode of transport, accommodation during holiday trips

- 97% of all holiday trips are booked in advance; 96% online booking
- 10% car, 77% plane, 5% ship, 4% train
- 97% accommodation paid for (72% hotel)



## CONTACT

Deutsche Zentrale für Tourismus e.V.

Beethovenstraße 69  
60325 Frankfurt am Main  
E-Mail: Mafo@germany.travel  
www.germany.travel

## REFERENCE

World Travel Monitor 2017, IPK International; also:

<sup>1</sup> www.cia.gov, www.gtai.de

<sup>2</sup> Eurostat 2018

<sup>3</sup> German Federal Statistics Office 2009-2018 / German State Offices 2018

Supported by:

