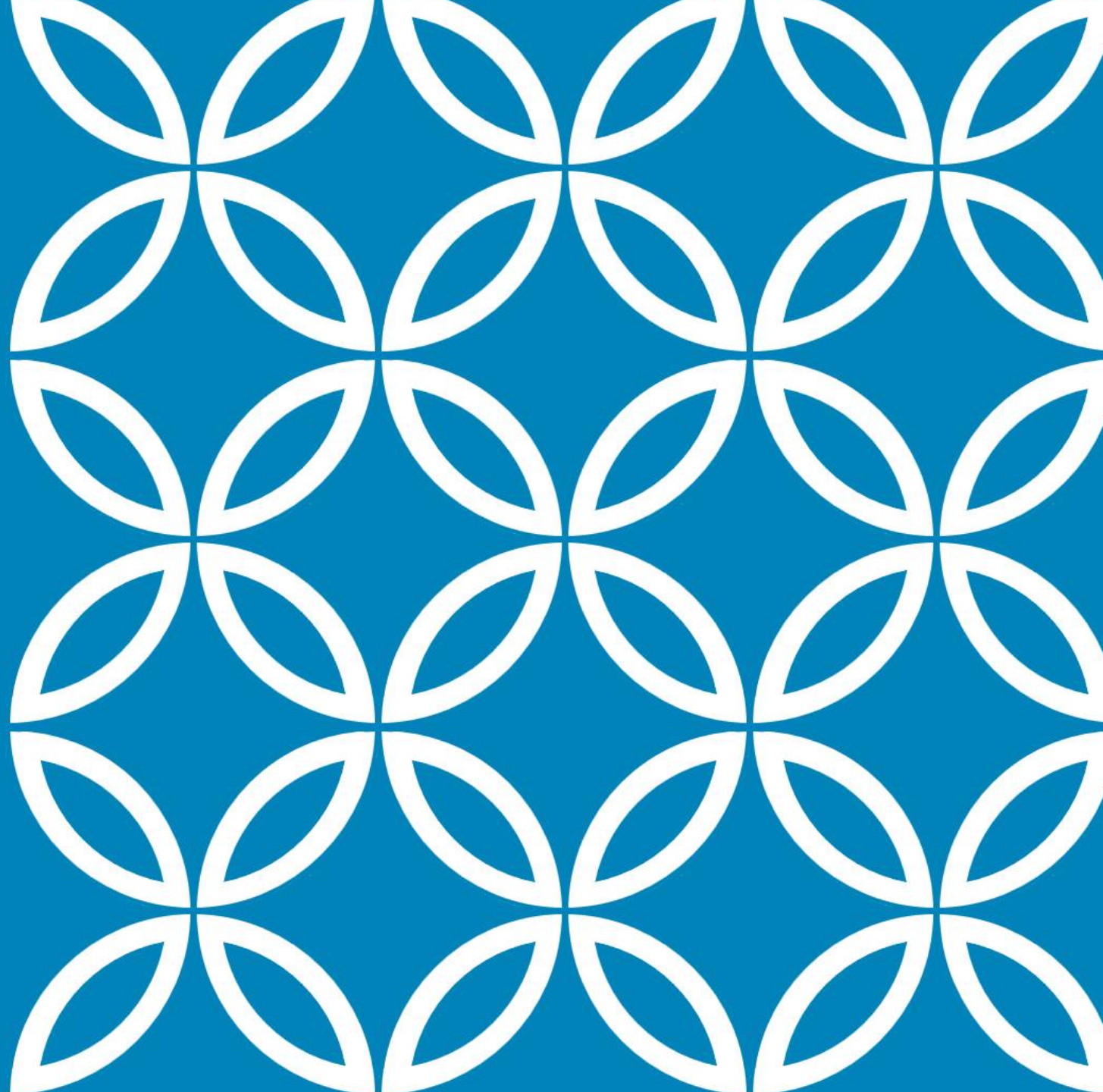
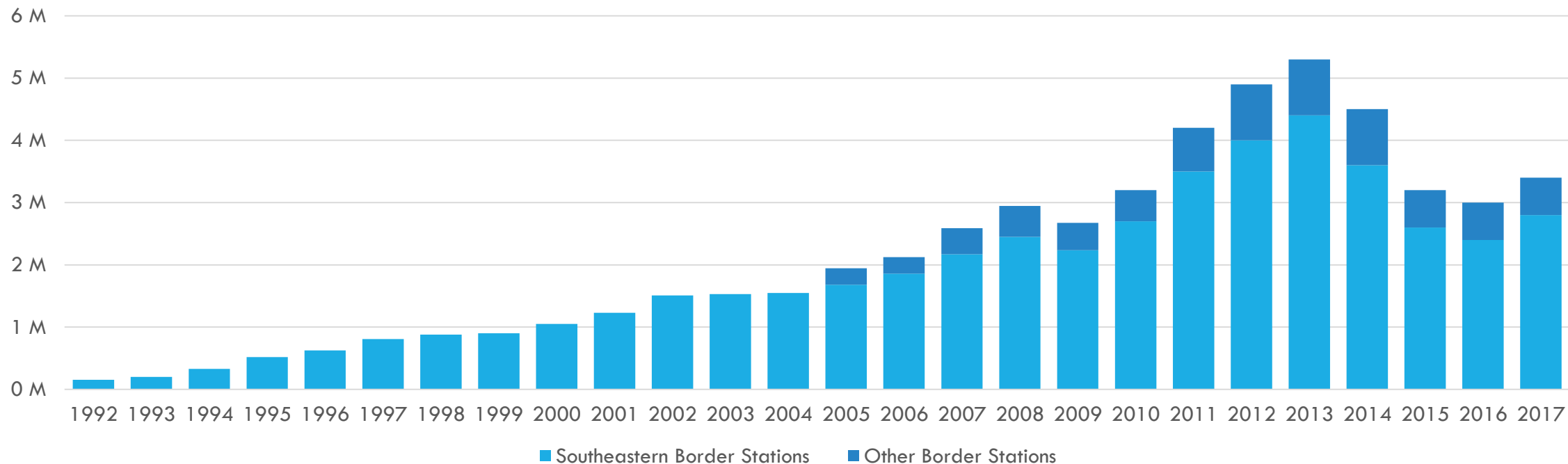


# RUSSIAN AND CHINESE TRAVELLING TO FINLAND

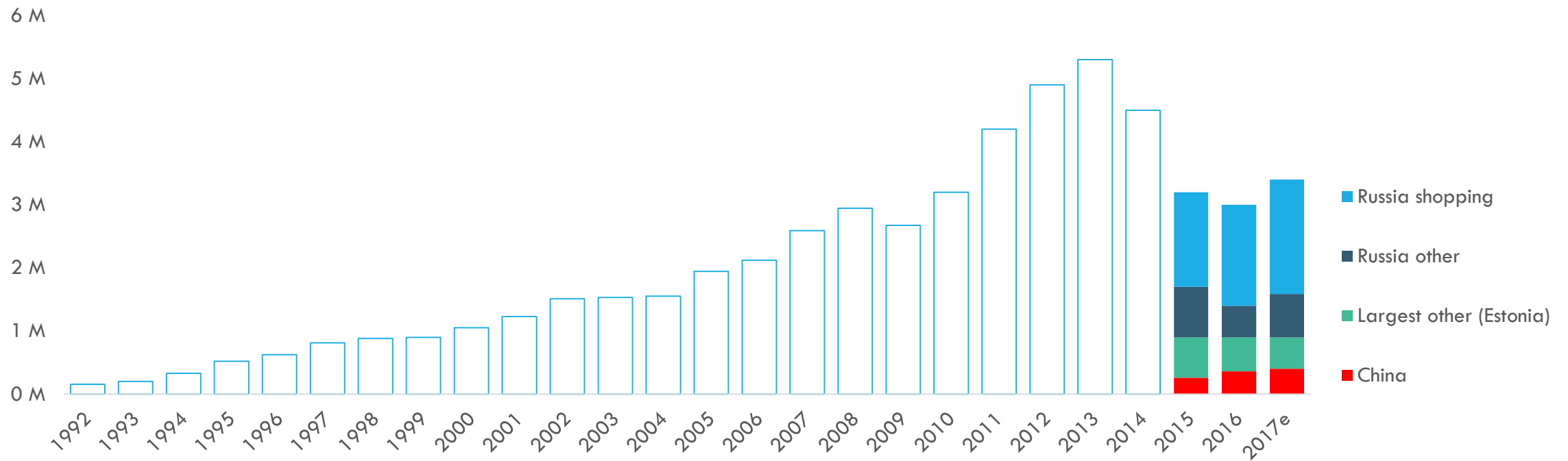
---

in the past, now, in the future





# RUSSIAN TRAVELLING TO FINLAND



# RUSSIAN TRAVELLING TO FINLAND



## AREA OF RESIDENCE

**St. Petersburg 66%**

Vyborg 12%

other Leningrad area 7%

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Petrozavodsk 3%

Sortavala 3%

Other the Republic of Karelia 3%

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Moscow and Moscow region 3%

other Russia 2%



# AREA OF RESIDENCE

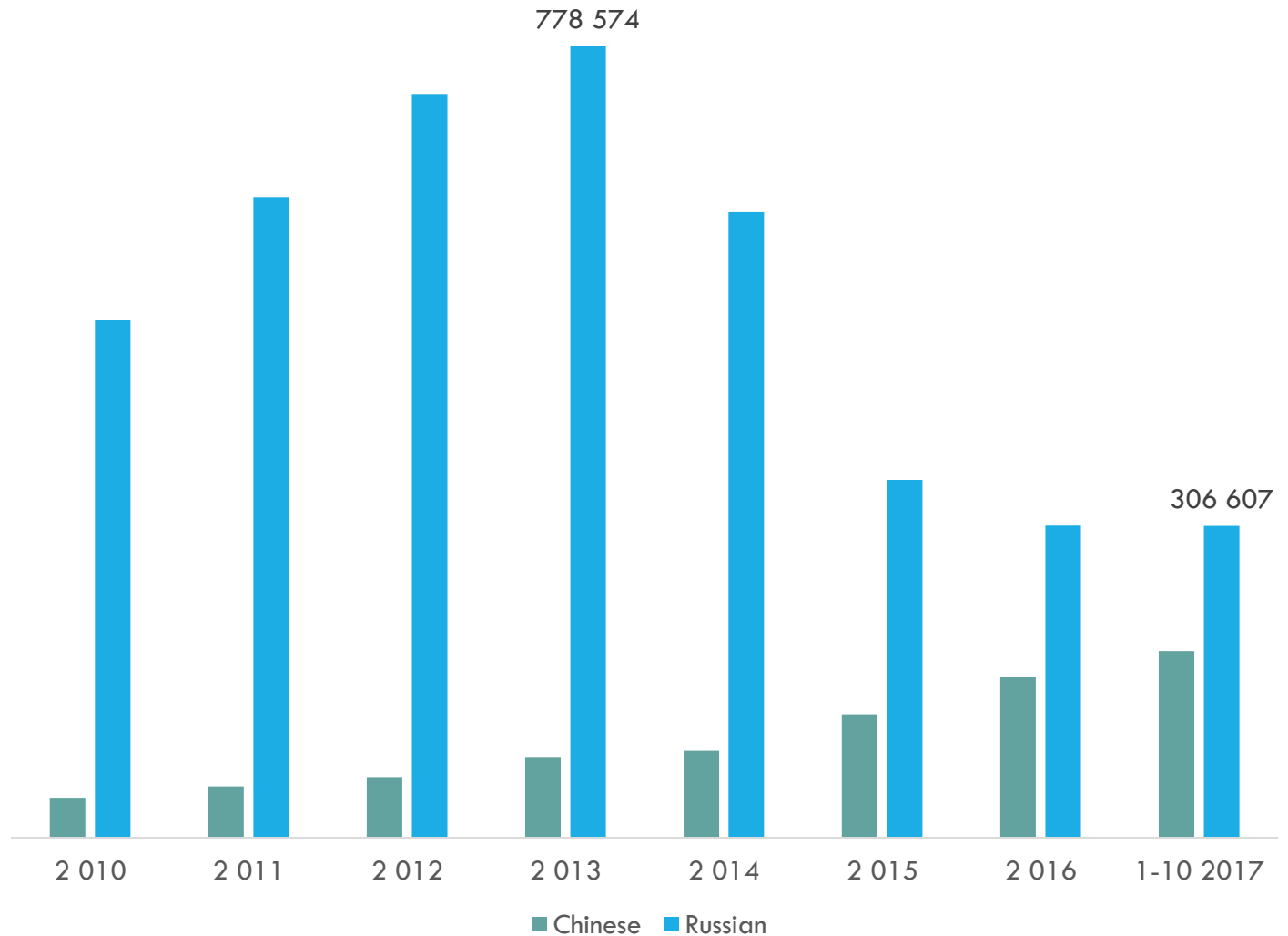


# ARRIVALS IN REGISTERED ACCOMMODATION

## 2017 change

Russia +23%

China +33%

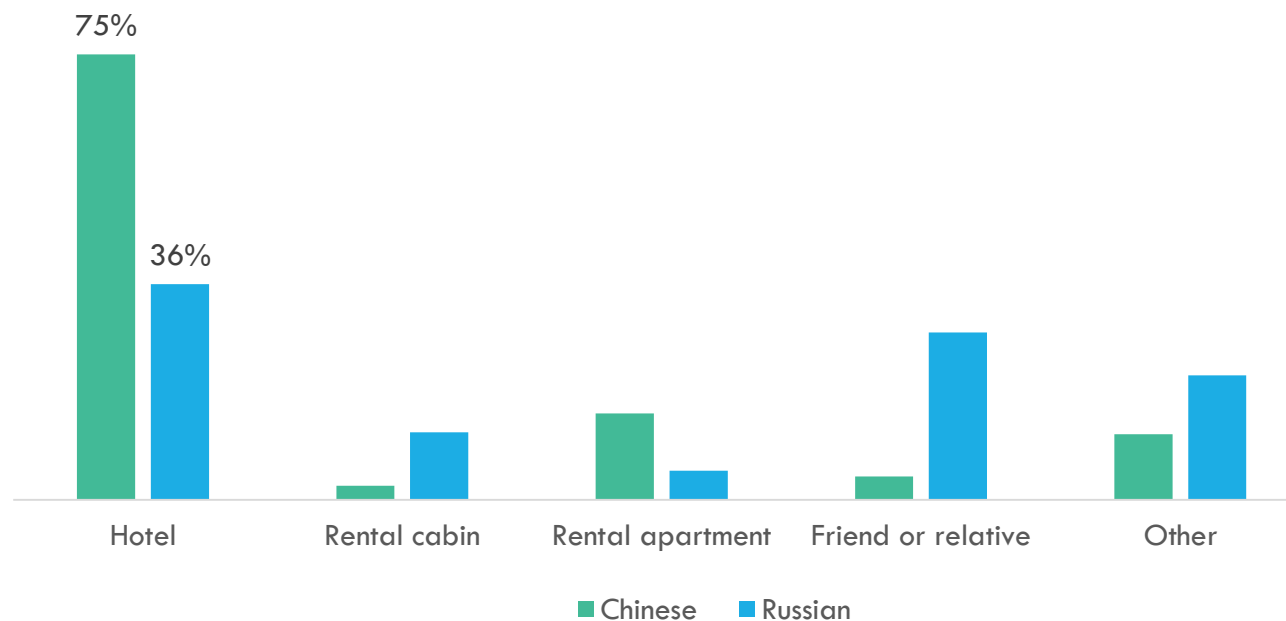


CHINESE

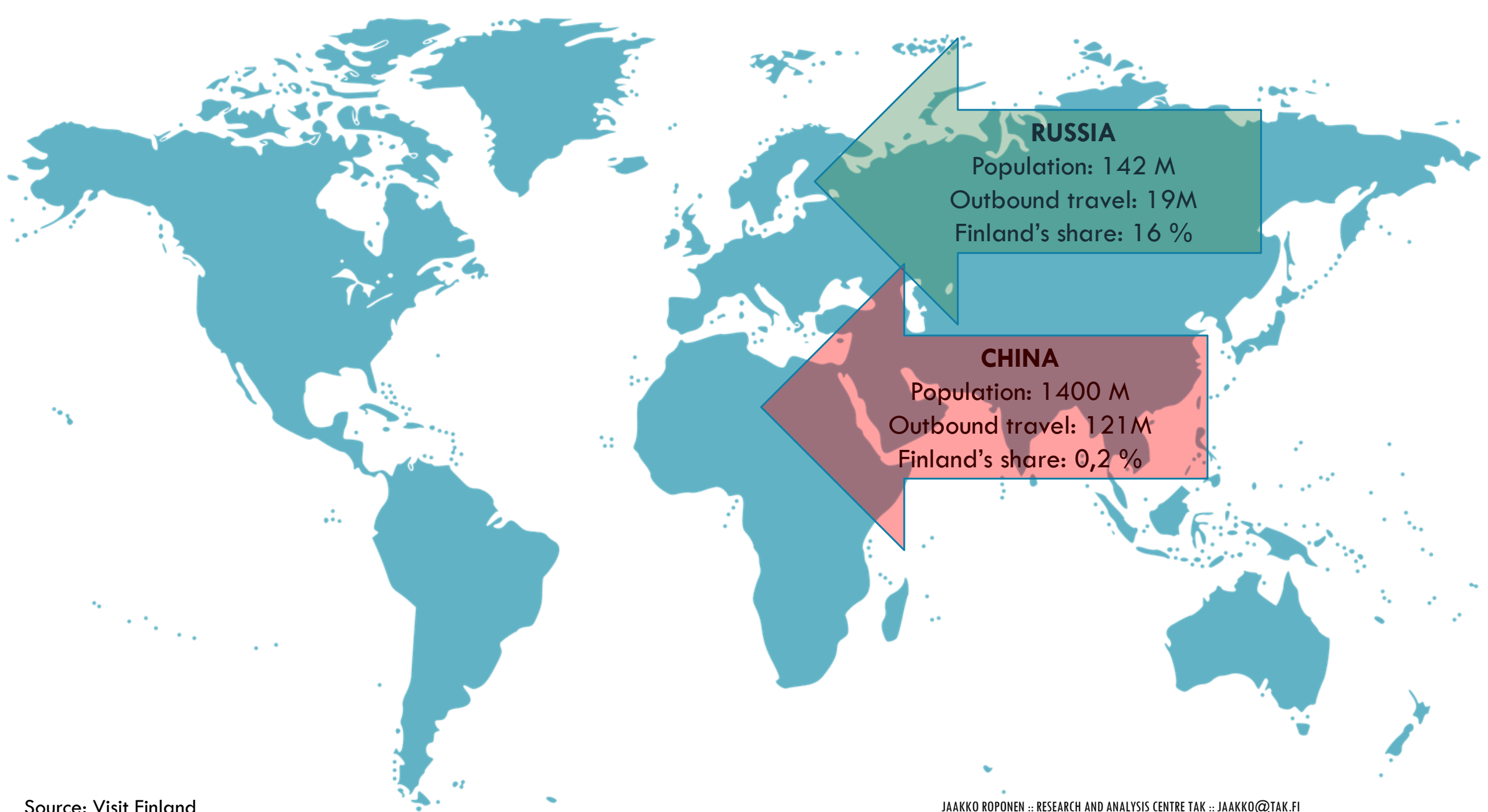
One day visitors 25%

RUSSIAN

One day visitors 72%



# OVERNIGHT ACCOMMODATION



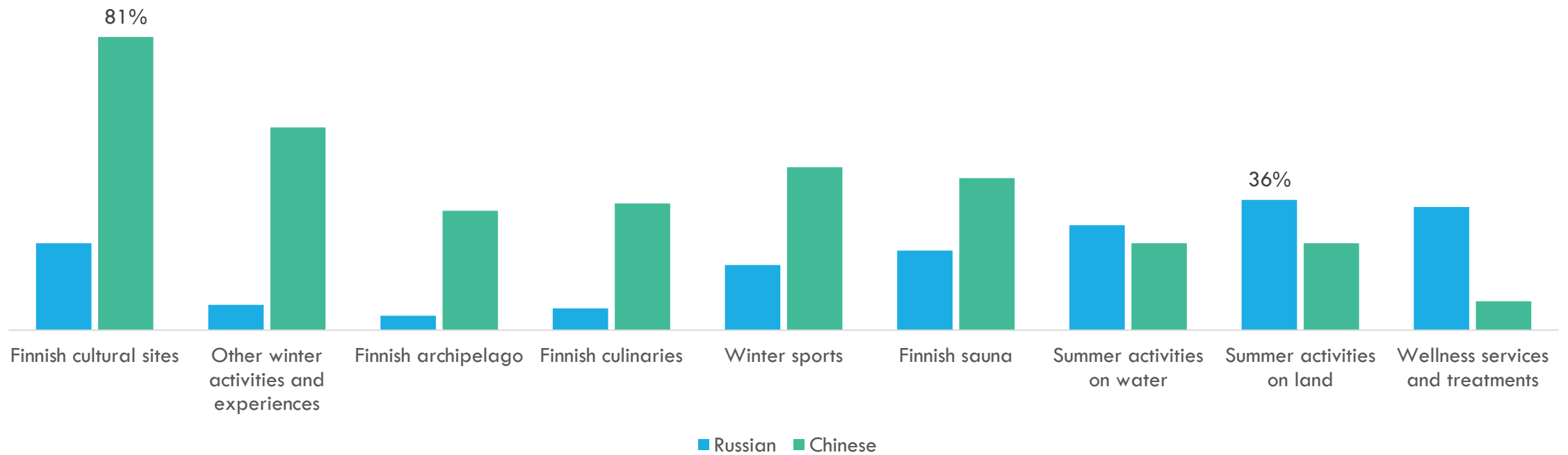
**RUSSIA**

Population: 142 M  
Outbound travel: 19M  
Finland's share: 16 %

**CHINA**

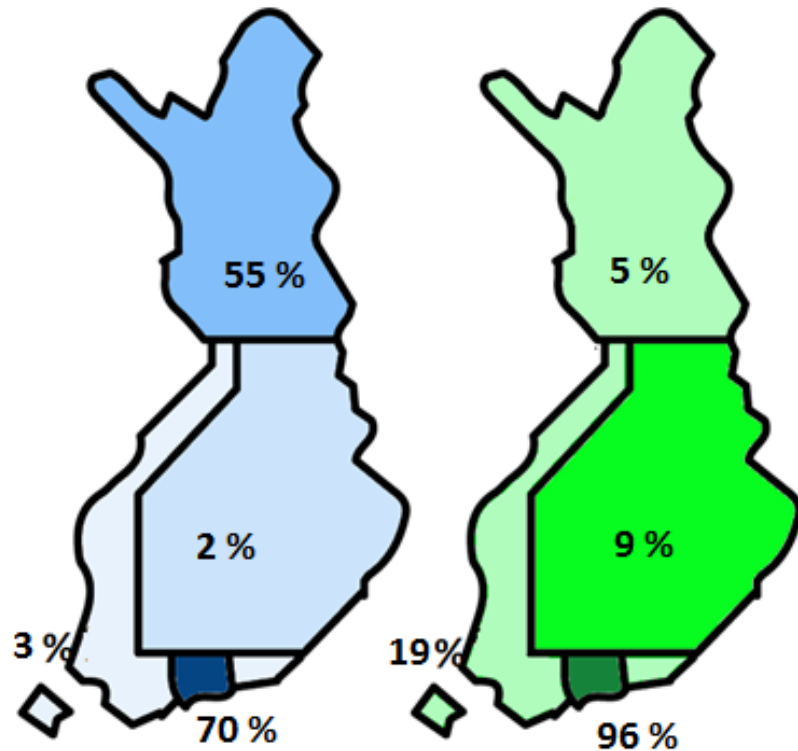
Population: 1 400 M  
Outbound travel: 121M  
Finland's share: 0,2 %





# WHAT IS INTERESTING ABOUT FINLAND

# CHINESE LEISURE TRAVELLERS



## WINTER

57% planned and made bookings by self

## SUMMER

49% planned and made bookings by self

# EUROPE TRAVEL BEHAVIOR

[For Chinese] the “standard travel package” to Europe is evolving towards individual and mono-destination travel with an average of 6 days

**2005** Large groups  
5-6 countries visited

France, Germany,  
Great Britain, Italy,  
Switzerland, Spain



**2010** Medium-size groups  
2-3 countries visited

France, Italy,  
Switzerland



Future outlook for  
**2015** Small groups  
1-2 countries visited

France, Switzerland



## FIRST TIME IN FINLAND (share 2,5%)

Helsinki 71%

Turku 9%

Lappeenranta 8%

Imatra 3%

Kotka-Hamina region 2%

## OTHER RUSSIAN TRAVELLERS

Helsinki 21%

Turku 1%

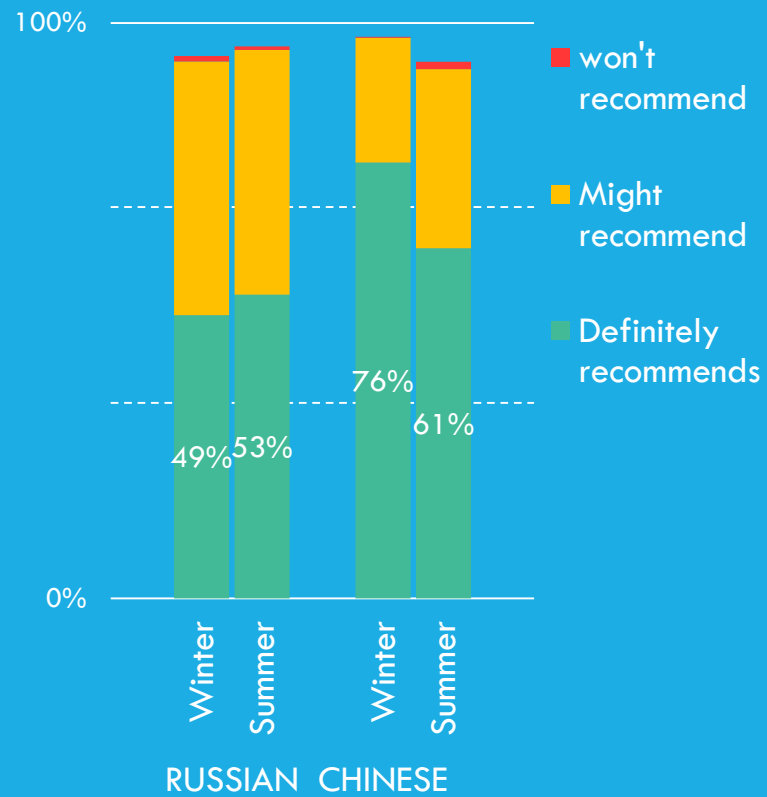
Lappeenranta 37%

Imatra 17%

Kotka-Hamina region 16%

# TRAVEL DESTINATION FOR RUSSIAN

# RECOMMENDS FINLAND



THANK YOU

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