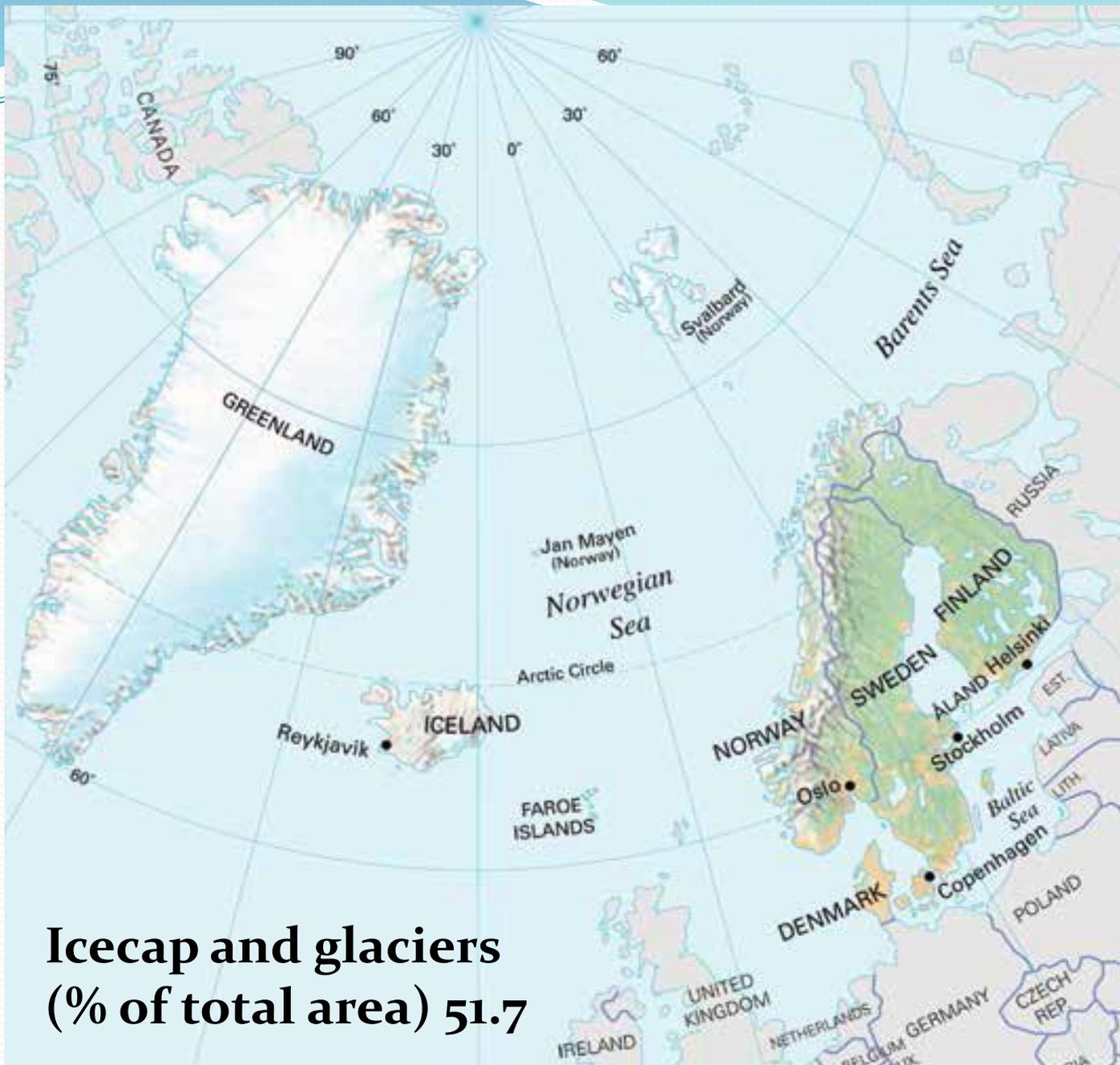


Tourism in Scandinavia – Facts and Figures

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Nordic countries





**Icecap and glaciers
(% of total area) 51.7**

Use of Nordic countries vs. Scandinavia

- The term *Scandinavia* is used for:
 - Denmark, Norway and Sweden, the term
- *Nordic countries* is used for:
 - Denmark, Norway, Sweden, Finland, and Iceland, including their associated territories (Greenland, the Faroe Islands, and the Åland Islands).
- Scandinavia can thus be considered as a part of the Nordic countries

Total area in the Nordic countries

- The Nordic countries comprise a total area of 3.5 million sq km. (even without Greenland) 1.3 million sq km. This area is the size of Germany, France and Italy together
- Population of only 26 million, the region has one of the lowest population densities in the world.
- The low density is partly due to the fact that large parts of the Nordic countries are marginal areas, where nature puts limitations on settlement.

Climate

- Finland, most of Sweden and the south-eastern part of Norway has warm and long summers and clear and cold winters, often with snow for several winter months.
- Far to the north – north of the Polar Circle – the climate zone is Arctic with harsh winters and very short summers

Denmark

- The smallest, flattest and most continental of the Scandinavian countries.
- Famous for having the best beaches of Northern Europe, a unique viking heritage, royal palaces as Scandinavia's capital, Copenhagen.



Norway

- Famous for deep fjords, steep mountains, and wooden churches.
- Has a rich and interesting culture with deep roots in farming and fishing.
- Perhaps the most rural and traditional of these countries.



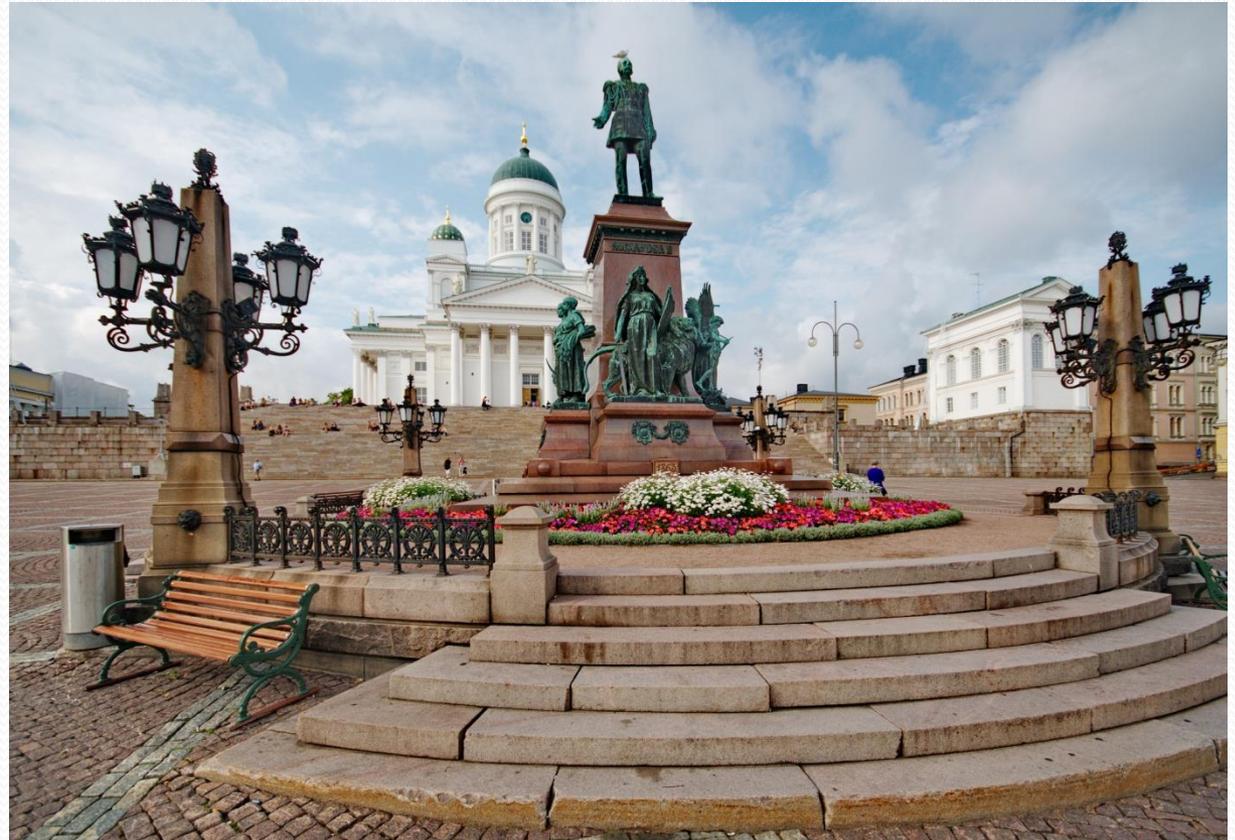
Sweden

- Scandinavia's largest country by area and population with tens of thousands of islands around its coastline.
- The Swedish Archipelago being the second-largest archipelago in the Baltic Sea.



Finland

- Hundreds of thousands of islands and lakes to explore in this bridge to the east.
- The most remote and perhaps the most conservative of the Nordic countries, with a language unlike the Scandinavian languages
- Influence from Russia (part of Russia 1809-1917)



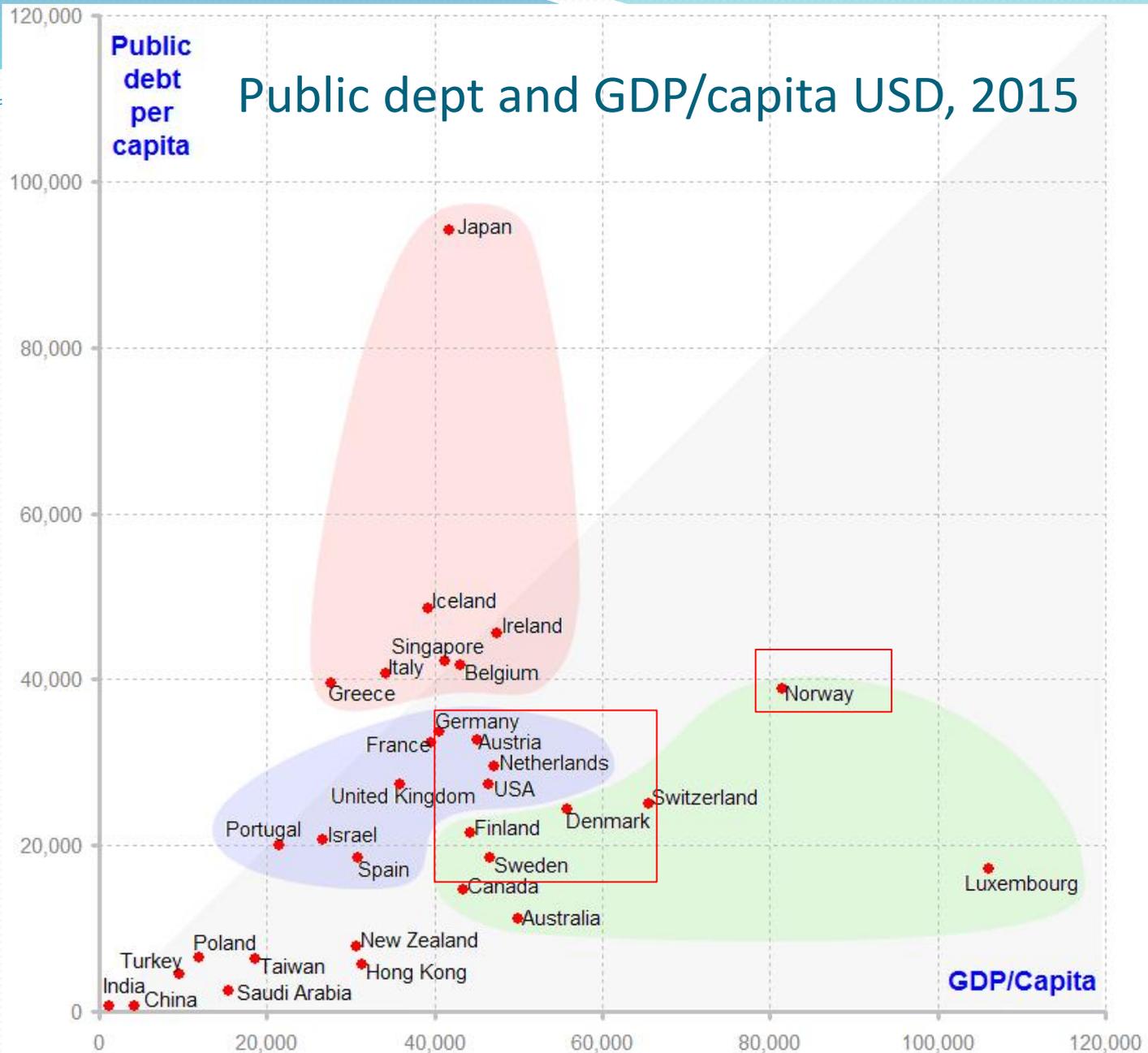
Statue of Alexander II at Senate Square, Helsinki

Iceland



- Spectacular scenery of volcanoes, glaciers, geysers, and waterfalls on this North Atlantic island

Public debt and GDP/capita USD, 2015



Top of the class

2012 index rankings

Overall rank*	Country	Global competitiveness	Ease of doing business	Global innovation	Corruption perceptions	Human development†	Prosperity
1	Sweden	4	13	2	4	10	3
2	Denmark	12	5	7	1	16	2
3	Finland	3	11	4	1	22	7
4	Norway	15	6	14	7	1	1
5	Switzerland	1	28	1	6	11	9
6	New Zealand	23	3	13	1	5	5
7	Singapore	2	1	3	5	26	19
8	United States	7	4	10	19	4	12
9	Netherlands	5	31	6	9	3	8
10	Canada	14	17	12	9	6	6
11	Hong Kong	9	2	8	14	13	18
12	Australia	20	10	23	7	2	4
13	Britain	8	7	5	17	28	13
14	Germany	6	20	15	13	9	14
15	Ireland	27	15	9	25	7	10

Sources: World Economic Forum; World Bank; INSEAD and World Intellectual Property Organisation; Transparency International; UNDP; Legatum

*Based on equal weighting of indices †2011 ranking

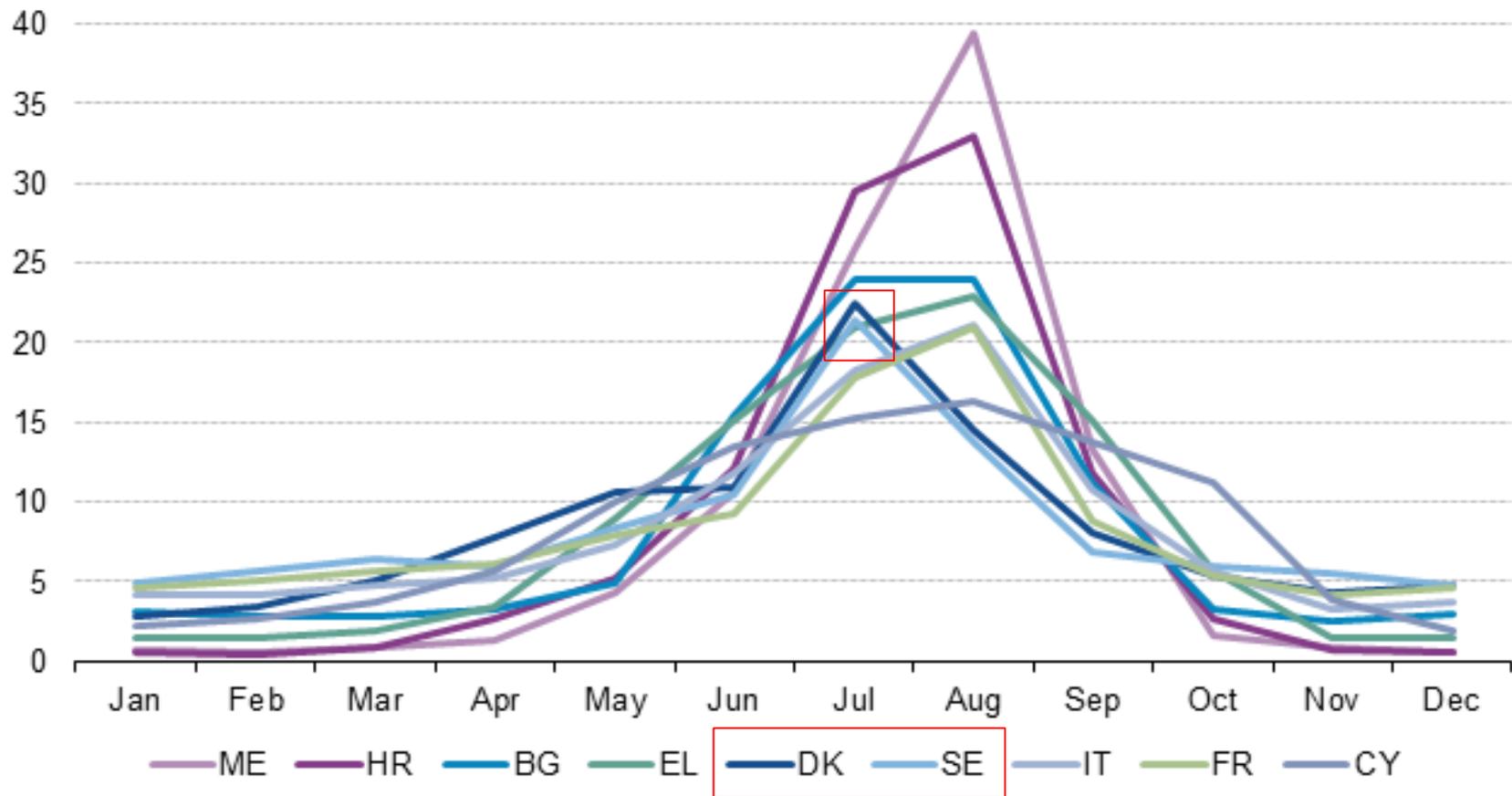
Scandinavia and EU

- EU membership:
 - Denmark (2004), Finland and Sweden (2005)
- EU candidate:
 - Iceland - May 2013 the accession negotiations were put on hold by the new government of Iceland
- Not a member state:
 - Norway, but is closely associated with the Union through its membership in the European Economic Area (EEA), in the context of being a European Free Trade Association (EFTA) member.

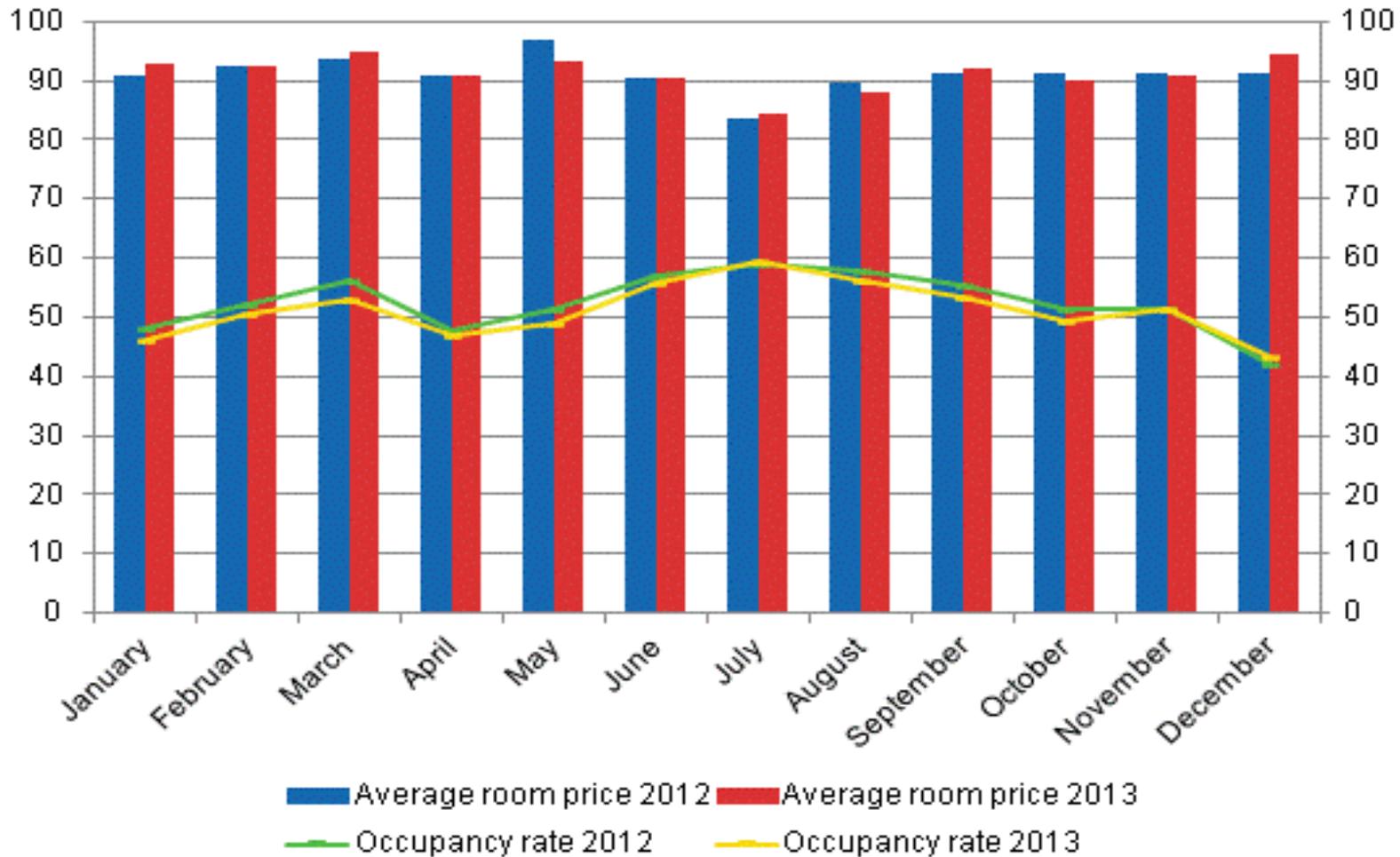
Nights spent by foreign tourists in hotels in the Nordic countries in January - December 2015 and 2016

Year	Denmark*	Finland*	Norway	Sweden*	Total
2015					
Nights	5 377 079	4 629 837	4 898 885	6 532 078	21 437 879
Share in %	25,1 %	21,6 %	22,9 %	30,5 %	100,0 %
2016					
Nights	5 723 044	4 879 165	5 050 573	6 650 721	22 303 503
Share in %	25,7 %	21,9 %	22,6 %	29,8 %	100,0 %
Change					
In numbers	345 965	249 328	151 688	118 643	865 624
In %	6,4 %	5,4 %	3,1 %	1,8 %	4,0 %

Monthly distribution of nights spent in tourist accommodation establishments (countries with high seasonality), 2015, %



FINLAND



Tourism Industry in the Nordic Region

- Integration and cooperation among Nordic countries
- Cross-cultural communication
- Open national borders and provides a space open to communication, transaction and experience
- “Nordic tourism” identifies a target tourism area which has:
 - joint economic concerns,
 - shared political regulations,
 - a common cultural background,
 - openness and exchange and
 - innovative marketing strategies

(Hall, Müller & Saarinen, 2008a)

Sources:

- European commission Eurostat: http://epp.eurostat.ec.europa.eu/statistics_explained/index.php/Seasonality_in_the_tourist_accommodation_sector
- Nordic Statistical Yearbook: <http://norden.diva-portal.org/smash/get/diva2:702003/FULLTEXT01.pdf>
- Visit Finland: <http://www.visitfinland.com/about-us/tourism-in-finland-key-facts-and-figures/>