



Visit Finland

VF monthly follow up

November & autumn season 2024

Summary

Travel to Finland and to the Nordics compared to previous year and pre-pandemic

Border survey latest 12 months (Dec 2023 – Nov 2024) & autumn (Sep-Nov)

- Foreign visitors made **4.8 million trips** to Finland during the **latest 12 months**, and they **spent 3.6 billion euros in Finland**. **Median length of stay** was **4 nights** and **73%** of the visitors were travelling for **leisure purposes**.
 - **Estonia, Sweden, Germany, and UK** were the biggest source markets by the number of **trips made to Finland**.
 - **Germany, Estonia, USA, UK, and France** were the biggest contributors in **total spending in Finland**.
 - Visitors from **Austria and Estonia** have the best **carbon efficiency** rate (€/CO₂).
- During **autumn months (Sep-Nov) 2024**, foreign visitors made **6% more trips** to Finland than in autumn 2023. Trips **increased especially to Lapland region**.
 - Even though autumn trips increased to Finland, the number of **overnights decreased by 8%**, and that reflected also to **total spending which decreased by 9%**. Overnights and spending **decreased** in **Helsinki, Espoo and Tampere**, while **Lapland region and Southwest Finland** experienced **good growth** in both overnights and spending.
 - **Carbon footprint remained on the same level** as in autumn 2023.

Summary

Travel to Finland and to the Nordics compared to previous year and pre-pandemic

Registered overnights in Finland Jan-Nov 2024 & autumn season 2024

- Number of registered foreign overnights in Jan-Nov 2024 were **10% above** the figures of previous year, but *13% below pre-pandemic*. The biggest source markets were **Germany, Sweden, USA, UK, France, and the Netherlands**.
 - **46%** of the foreign overnights took place in the **Helsinki region** and **nearly 30%** in **Lapland region**. There was a positive development in overnights in each region except Lakeland compared to previous year, but *only Lapland region has surpassed the level of Jan-Nov 2019*.
- In November 2024, registered foreign overnights **increased by 16%** compared to previous year. November was also the second month when ***the number of registered overnights surpassed Nov-2019 figures (+1%)***. The first month when 2019 level was surpassed was *February (+5%)*.
 - **46%** of the overnights were spent in **Helsinki**, and **35%** in **Lapland region**.
 - *Overnights increased by 50% in Lapland region and by 2% in Helsinki region compared to November 2019.*
- During the autumn season (Sep-Nov) 2024 foreign overnights **increased by 10%** compared to previous autumn but *remained 13% below autumn 2019*.
 - The biggest source markets were **Germany, Sweden, and USA**.
 - **Over half** of the foreign overnights took place in **Helsinki region**, where overnights **increased by 13%** compared to previous autumn, but *remained still 12% below autumn 2019*.
 - **22%** of foreign overnights were registered in **Lapland region**. Overnights in Lapland **increased both compared to previous autumn (+24%) and to autumn 2019 (+48%)**.
 - In **Coast & Archipelago region** and in **Lakeland** foreign overnights **decreased** both compared to previous autumn and to autumn 2019.

Summary

Travel to Finland and to the Nordics compared to previous year and pre-pandemic

Registered overnights in the Nordics

As Sweden has not published their accommodation statistics yet for November and Iceland is currently undergoing revisions in their statistics, the total number of cumulative overnights of 2024 is not available.

Overnights in **November & autumn 2024** in Denmark, Norway, and Finland

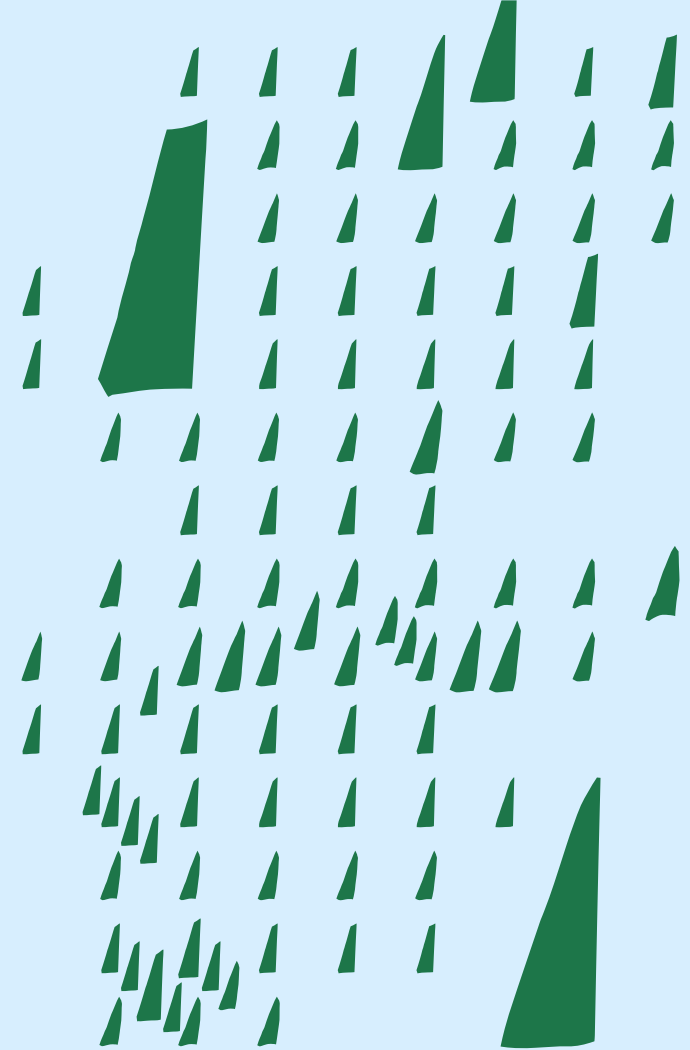
- Number of foreign overnights **increased clearly in November** in each of these countries compared to previous year. *In Denmark and Norway overnights increased by two-digit growth rates also compared to Nov-2019. Finland's foreign overnights were also slightly above Nov-2019 figures.*
- Overnights in the **autumn season (Sep-Nov) experienced good growth** in Denmark, Norway, and Finland compared to previous autumn. *In comparison to autumn 2019, foreign overnights increased in Denmark and Norway by 31%, while Finland's overnights remained 13% below pre-pandemic figures.*

Flight capacity and bookings for Jan-Mar 2025

- For the first quarter of the year, **capacity is improving** both to **Finland** and **Norway** compared to previous year. *Seat capacity is also very close to the pre-pandemic level in Finland and Norway.*
 - Capacity to **Sweden** is on the same level than last year, *so it remains 20% below pre-pandemic level.*
- Flight bookings for Q1-2025 are **growing strongly to the Nordics** both compared to the previous year and to 2019.
 - Bookings made by the 29th of December shows that **Finland leads the way** with nearly 183,000 bookings, but **Norway** is very close by with nearly 179,000 bookings.
 - Bookings from **Germany are growing strongly to Finland** – *bookings for February and March have more than doubled from 2019.*
 - From the other biggest source markets where bookings to Finland are increasing both compared to previous year and to 2019 are **USA, Switzerland, the Netherlands, Spain, Italy, Belgium, Denmark, and Australia.**

Border Survey

Latest 12 months (Dec/2023 – Nov/2024)



Border Survey / Latest 12 months (Dec 2023 – Nov 2024)

Foreign visitors in Finland

[Link to the report: Matkailijamittari - Visit Finland](#)

Personal/leisure

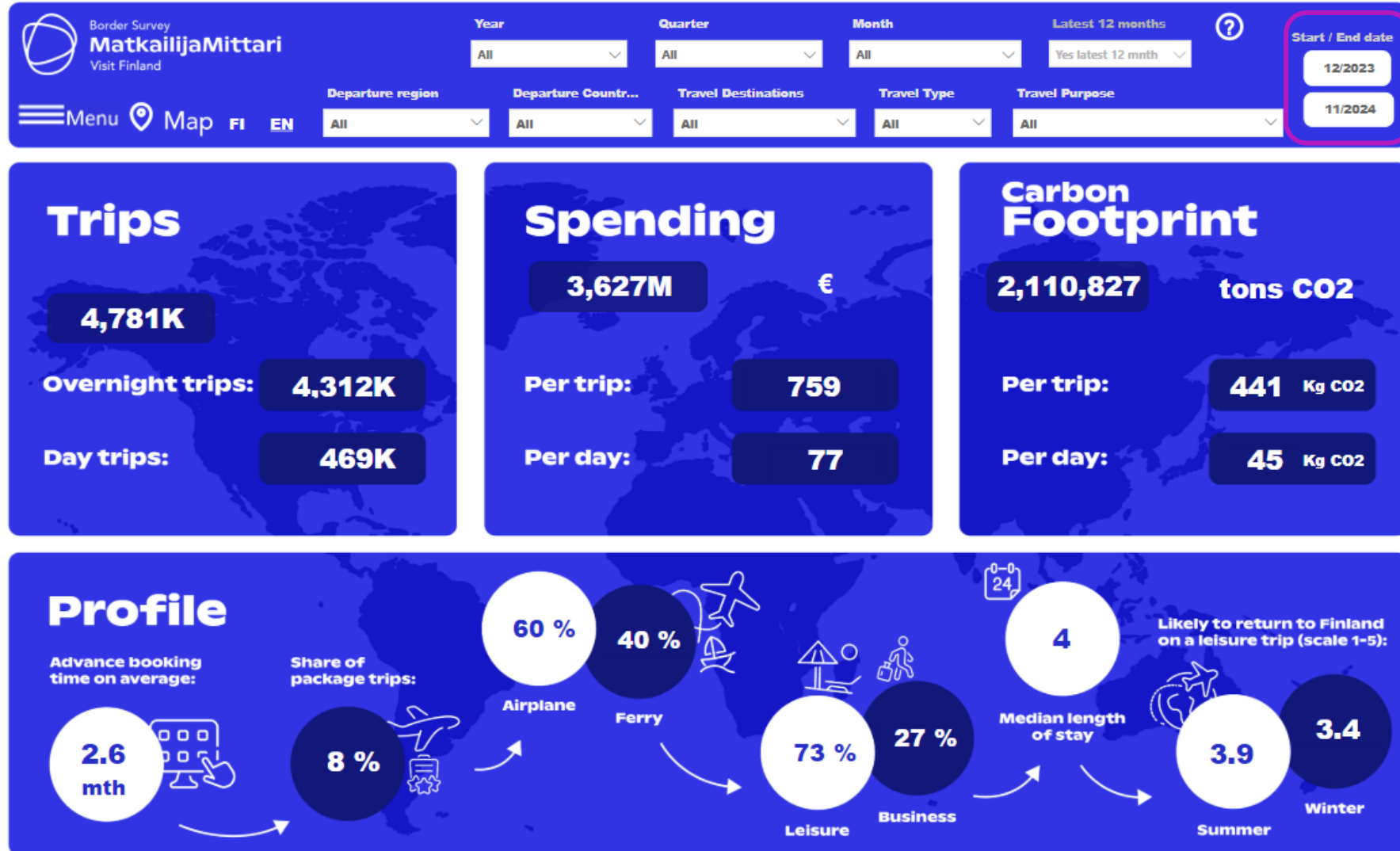
- Vacation/recreation: 47% of total trips & 48% of total spending
- Visiting friends/relatives: 22% & 14%
- Study: 2% & 8%

Work related

- Work performed in FI (Finnish employer): 9% of total trips & 11% of total spending
- Meeting/work trip (non-Finnish employer): 8% & 7%
- Conference, congress, fair: 4% & 4%

Highest carbon efficiency (€/CO2)

- Work performed in FI (FI employer) 1.9
- Vacation/recreation 1.9
- Conference, congress, fair 1.8



Border Survey / Latest 12 months (Dec 2023 – Nov 2024)

Foreign visitors in Finland

[Link to the report: Matkailijamittari - Visit Finland](#)

Top5 source markets for leisure/personal trips

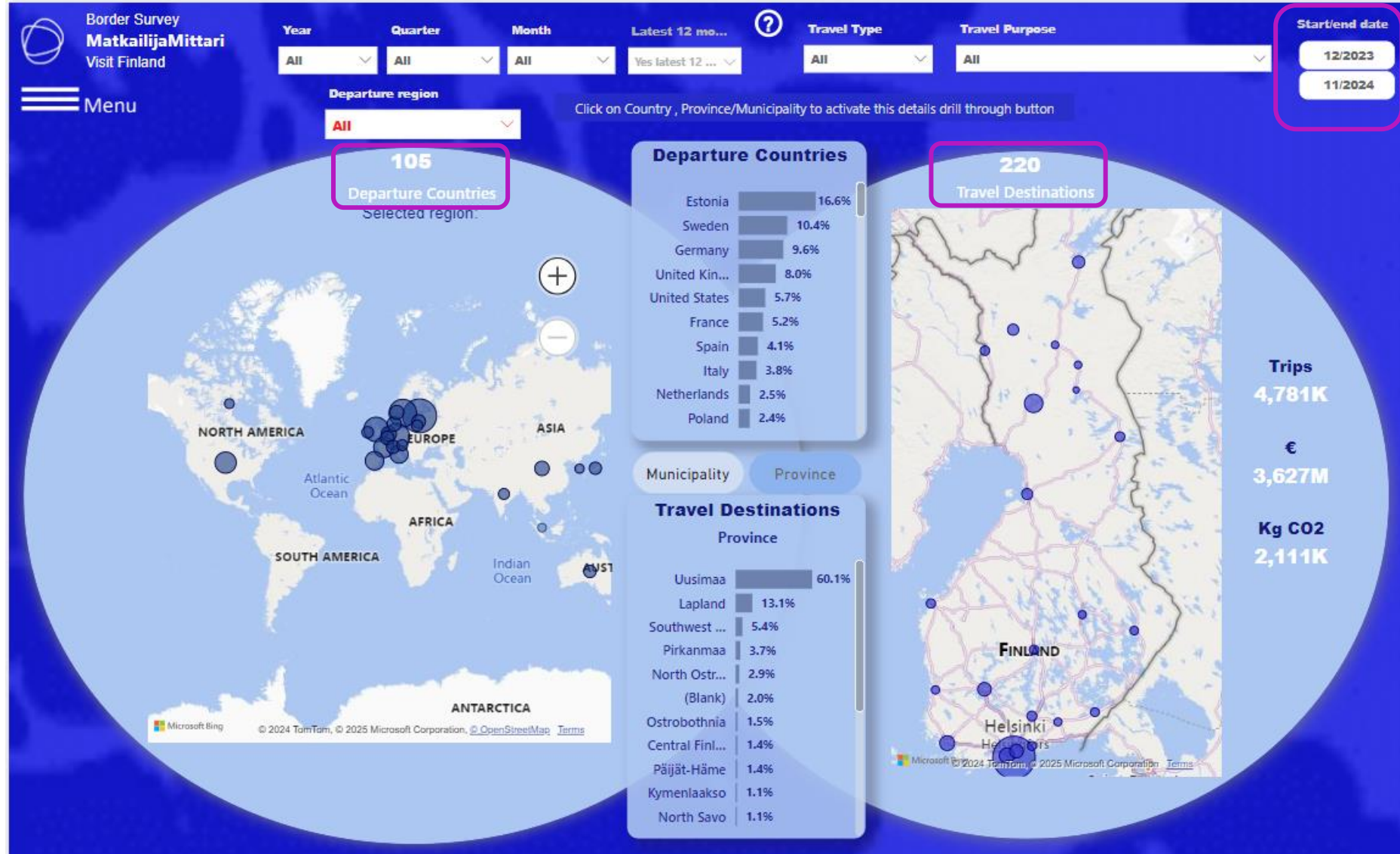
Estonia, Germany, Sweden, UK, USA

- Biggest **spend/day**: Singapore, Austria, Japan, Australia
- Longest **median length of stay**: Canada, France, Netherlands, South Korea, USA

Top5 source markets for work related trips

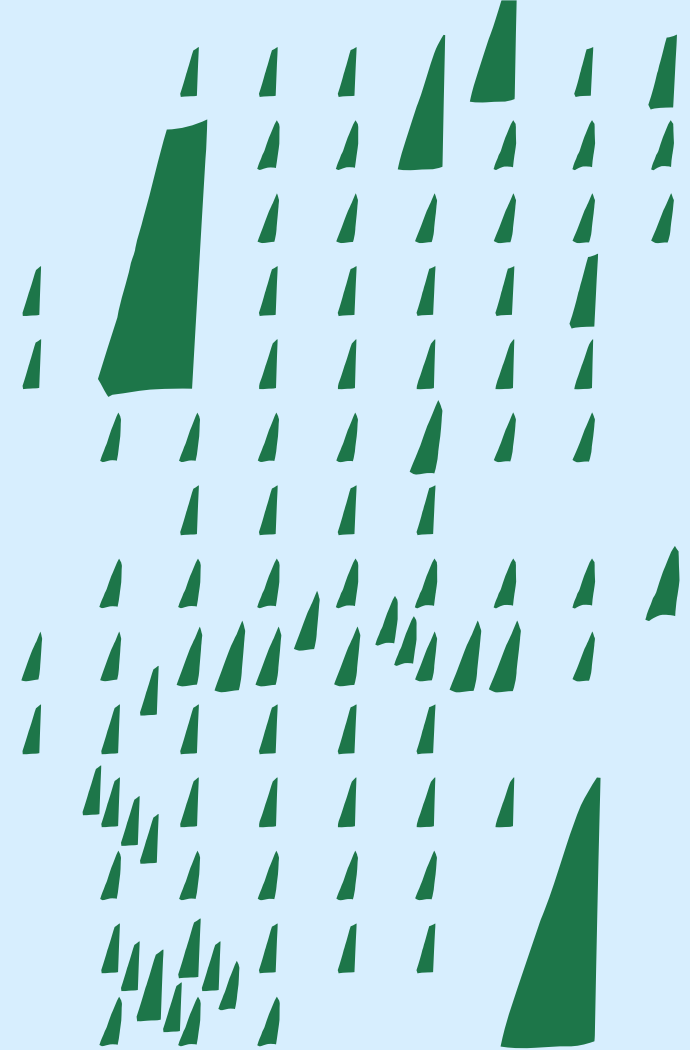
Estonia, Sweden, Germany, UK, Poland

- Biggest **spend/day**: USA, Germany, Netherlands, Norway, UK
- Longest **median length of stay**: Estonia, France, Italy, Latvia, Poland, Spain, USA



Border Survey

Autumn season (Sep-Nov) 2024



Border Survey / Autumn 2024 (Sep-Nov)

Foreign visitors in Finland

[Link to the report: Matkailijamittari - Visit Finland](#)

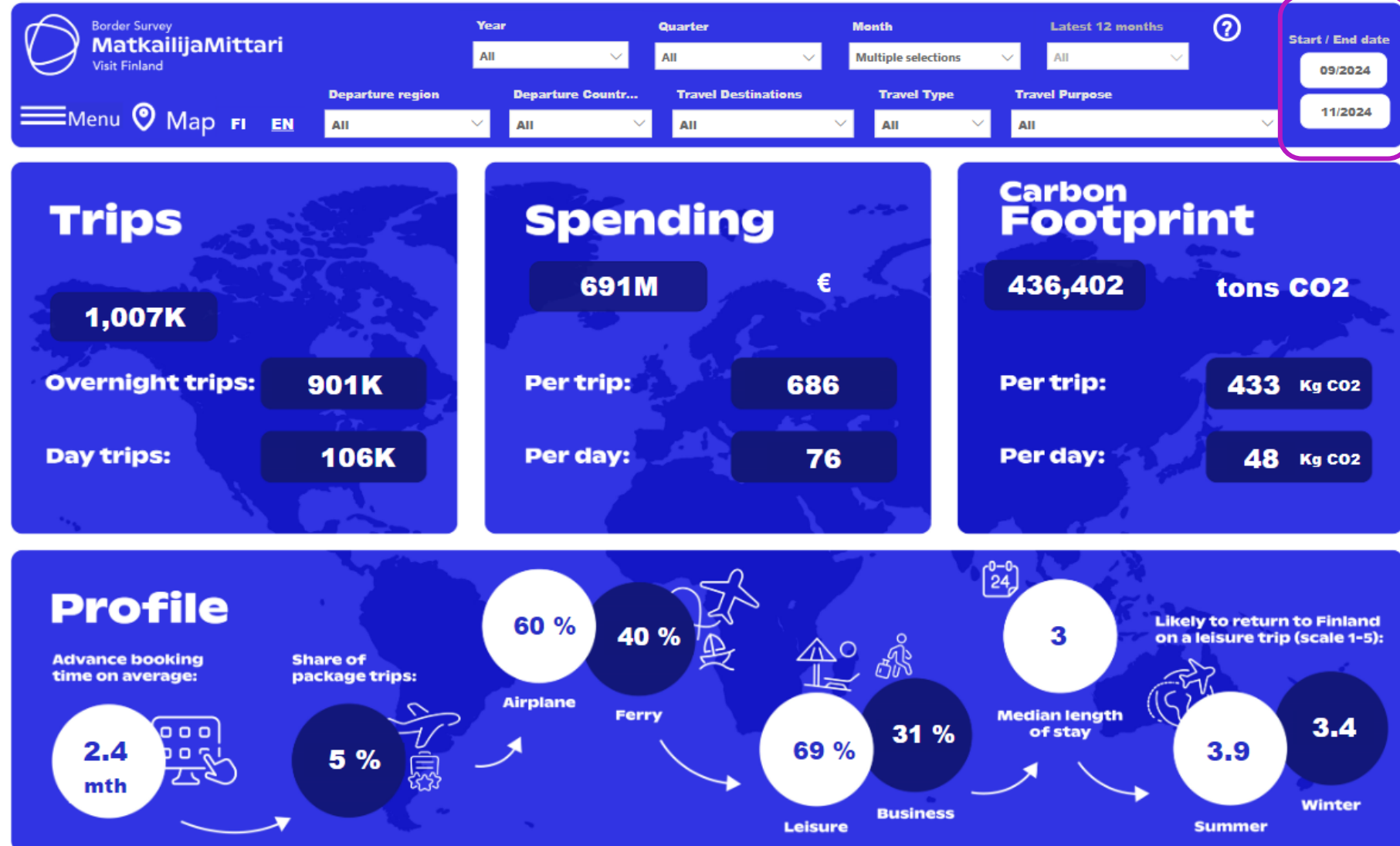
- There were **6% more trips to Finland in autumn 2024** compared to autumn 2023.

- Trips increased especially to **Lapland region (+59%)**.

- Even though autumn trips increased to Finland, the number of **overnights decreased by 8%**, and that reflected also to **total spending which decreased by 9%**.

- Overnights and spending **decreased in Helsinki, Espoo and Tampere**, while **Lapland region and Southwest Finland** experienced **good growth** in both overnights and spending.

- **Carbon footprint remained** on the same level as in autumn 2023.



Foreign registered overnights & flight statistics

Compared to corresponding period in *previous year* (& 2019)

*) Flight bookings including at least 1 night stay in Finland.

Registered overnights

Flight arrivals / bookings*

Seat capacity

Monthly view

463,100

+16% (+1%)

Nov/24 foreign overnights in FIN



228,500

+19% (+5%)

Dec/24 int'l flight arrivals (incl. low-cost carriers) to FIN



92,100

+17% (+18%)

Jan/25 outlook for int'l flight bookings to FIN



872,300

+7% (-13%)

Dec/24 flight seat capacity to FIN



886,600

+15% (+11%)

Jan/25 outlook for seat capacity to FIN



Several months' view

5.5M

+10% (-13%)

01-11/24 foreign overnights in FIN



840,700

+12% (-16%)

07-12/24 (6 mths) arrivals (incl. low-cost carriers) to FIN



230,300

+14% (+23%)

01-06/25 (6 mths) outlook for flight bookings to FIN



5.3M

+10% (-17%)

07-12/24 (6 mths) flight seat capacity to FIN



5.5M

+11% (-8%)

01-06/25 (6 mths) outlook for seat capacity to FIN



Registered overnights

- January – November 2024

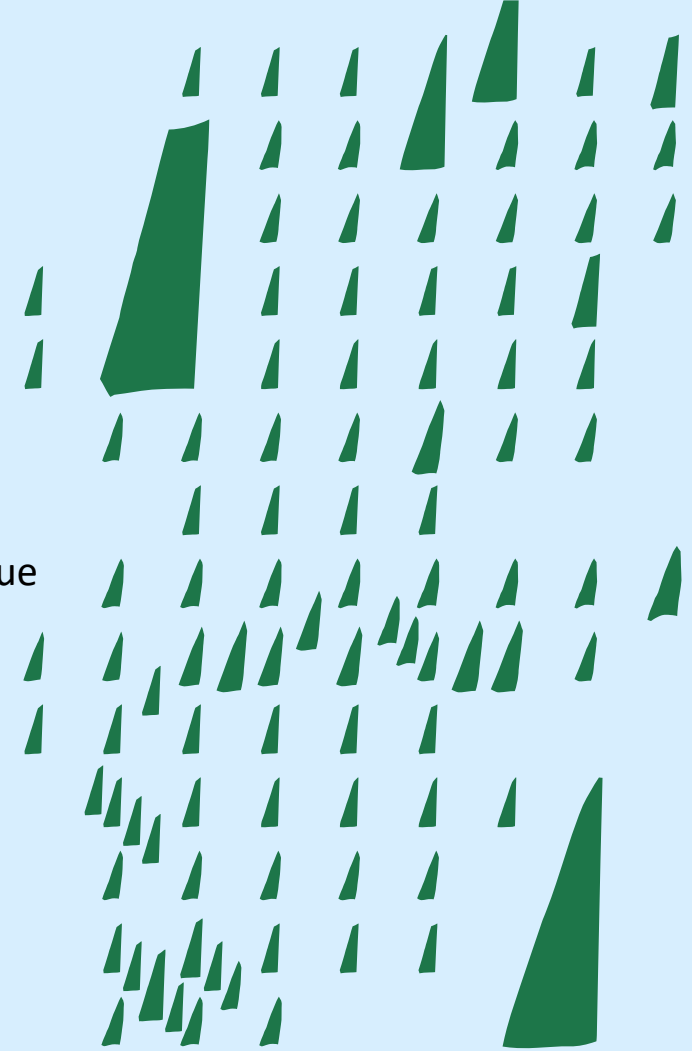
- Foreign overnights increased by **10%** compared to previous year but *remained 13% below the level of 2019.*
- The biggest source markets were **Germany, Sweden, USA, UK, France, and the Netherlands.**
- Total accommodation revenue increased by 1% compared to previous year. Foreign revenue increased by **14%**, while domestic revenue decreased by 4%.

- November 2024

- Foreign overnights: **463,100** (+16% vs. 11/2023 & +1% vs. 11/2019)
- Top source markets: **UK, Germany, USA**
- Main destinations: **Helsinki and Rovaniemi**

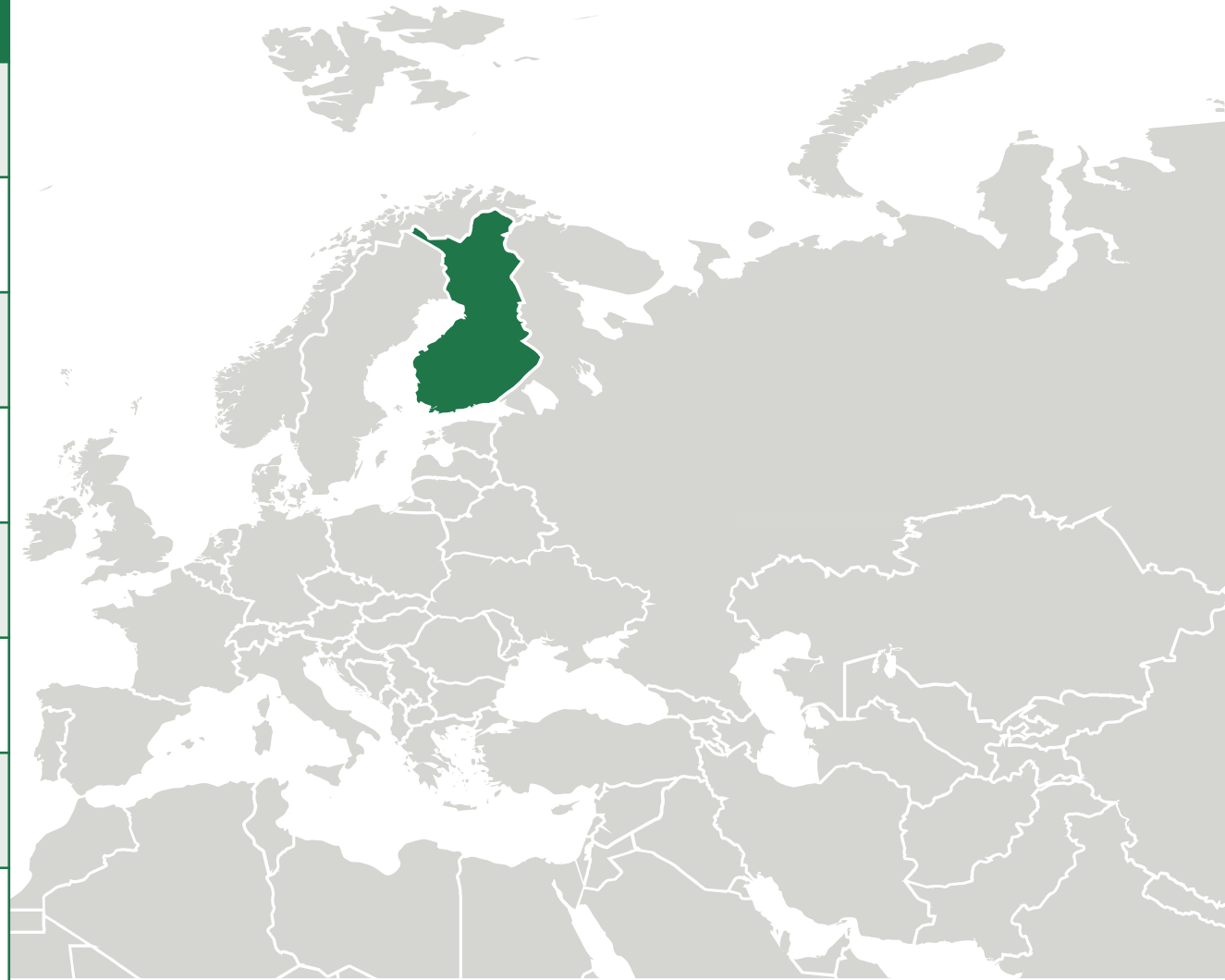
- Autumn season 2024

- Foreign overnights: **1.2M** (+10% vs. 11/2023 & -13% vs. 11/2019)
- Top source markets: **Germany, Sweden, USA**
- Main regions: **Helsinki and Lapland regions**



Registered overnights Jan-Nov 2024

	Jan-Nov 2024	Change-% vs. Jan-Nov 2023	Change-% vs. Jan-Nov 2019
Total	20.80M	-1%	-2%
Domestic	15.34M	-4%	+2%
Foreign, total	5.45M	+10%	-13%
Foreign excl. Russia	5.44M	+10%	-1%
Scandinavia	793,100	+5%	-6%
EU-27 + UK	3.39M	+5%	+3%
America	531,700	+14%	+30%
Asia	713,800	+31%	-33%



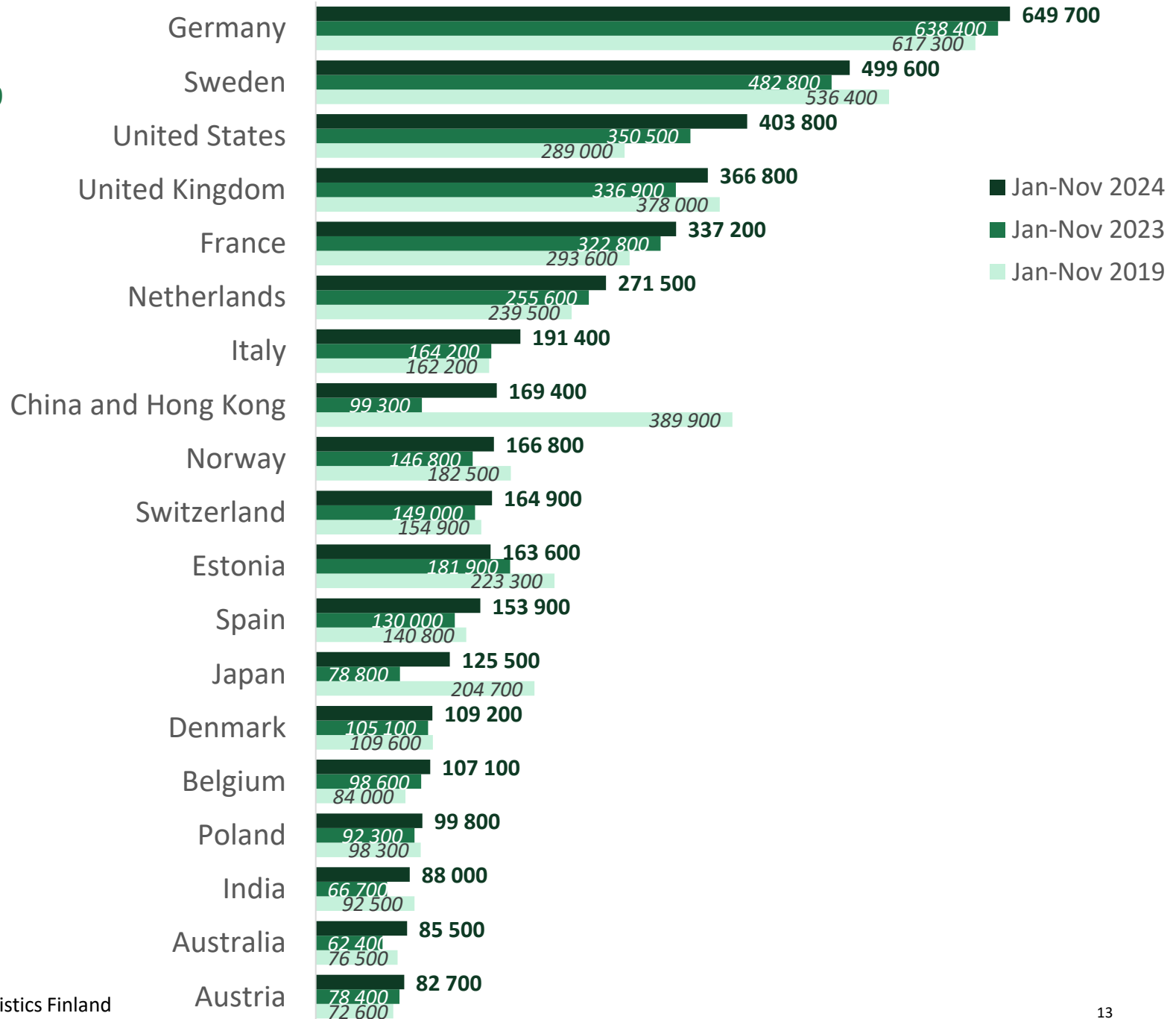
Main source markets

Jan-Nov 2024 vs. Jan-Nov 2023 & Jan-Nov 2019

During **Jan-Nov 2024**, number of overnights have increased from **each of the main source markets**, except Estonia, **compared to previous year**.

In addition, overnights **exceeded also 2019 figures** from these biggest source markets:

- **Germany**
- **USA**
- **France**
- **Netherlands**
- Italy
- Switzerland
- Spain
- Belgium
- Poland
- Australia
- Austria





January – November 2024

Year: 2019 2020 2021 2022 2023 **Latest** 2025

Year month: Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov

Overnights 20.8M TOTAL overnights	YoY change % -1 YoY change %	Foreign 5.5M Overnights	YoY change % 9.8 Foreign	Domestic 15.3M Overnights	YoY change % -4 Domestic	Revenue 1.4bn TOTAL revenue	YoY change % 1 YoY change %
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View Main regions, Regions by

Domestic **Foreign**

VIEW REVENUE DETAILS

VIEW OVERNIGHT DETAILS

REGIONAL OVERNIGHTS

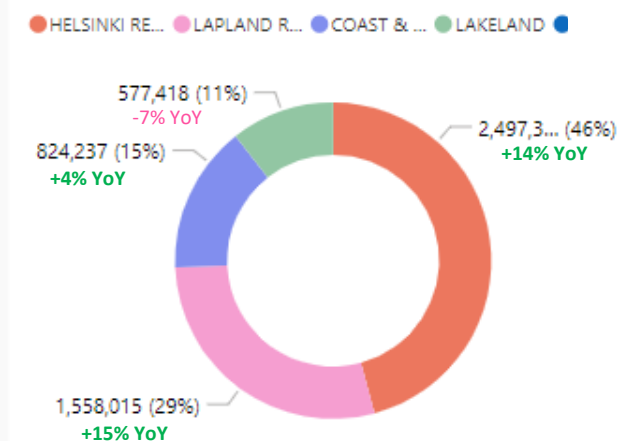
OVERNIGHTS FOREIGN REGION 2024, 202401-202411

Foreign excluding Russia	5,442,575
Europe	3,787,201
EU-28	3,389,836
EU-27 excluding UK	3,023,042
Scandinavia	793,132
Asia	713,831
America	531,701
Oceania	94,219

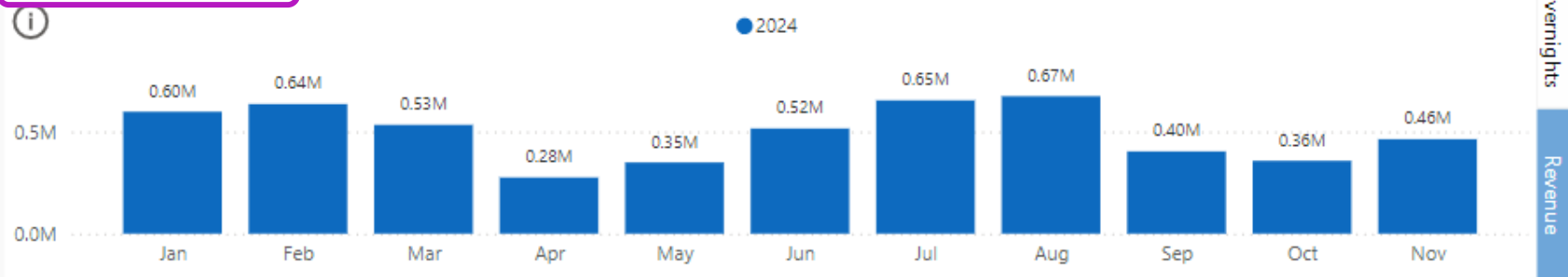
OVERNIGHTS BY COUNTRY YEAR 2024, 202401-202411

Germany	649,746
Sweden	499,611
United States	403,786
United Kingdom	366,794
France	337,185
Netherlands	271,464
Italy	191,381
China and Hong Kong	169,433

OVERNIGHTS IN MAIN REGIONS YEAR 2024, 202401-202411



FOREIGN OVERNIGHTS 2024



Sources: Statistics Service Rudolf, Statistics Finland



Year: 2018, 2019, 2020, 2021, 2022, 2023, Latest, 2025

Year month: Jan, Feb, Mar, Apr, May, Jun, Jul, Aug, Sep, Oct, Nov, Dec

Main area: All, Region: All, Sub-region: All, Municipality: All

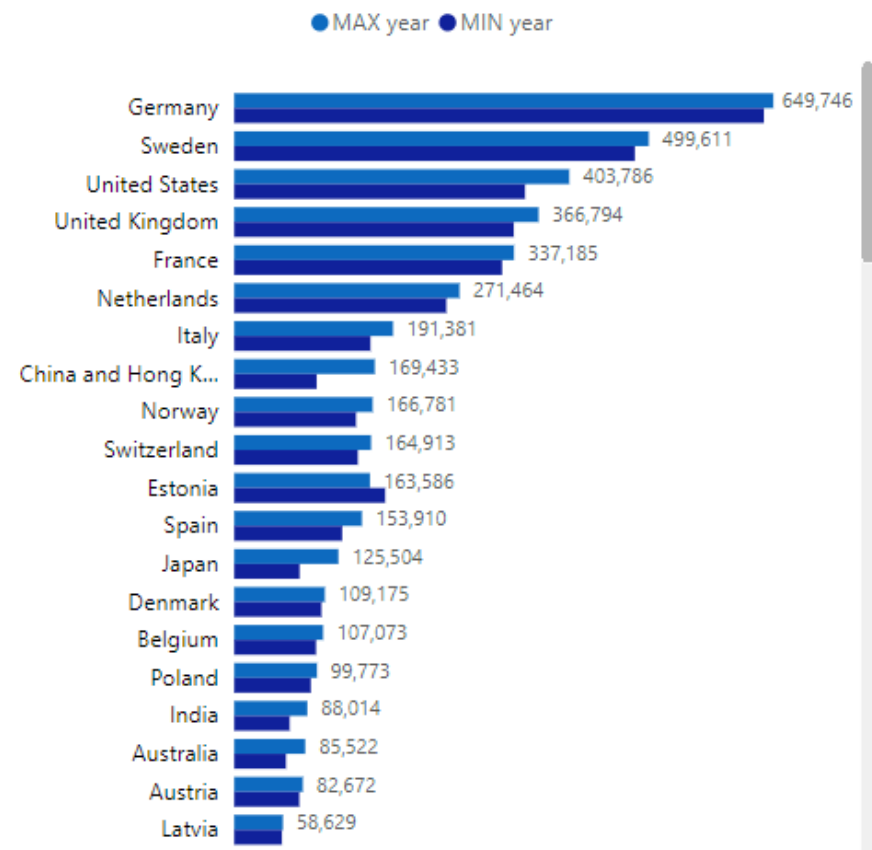
REVERT TO DEFAULT

REGION VIEW FOREIGN REGION VIEW

FOREIGN OVERNIGHTS 2024 compared to 2023 months 1-11

Main area	2024	2023	Change %
	MAX year	MIN year	
HELSINKI REGION	2,497,328	2,201,056	13.5
LAPLAND REGION	1,558,015	1,351,313	15.3
COAST & ARCHIPELAGO	824,237	794,321	3.8
Åland	199,494	203,237	-1.8
Southwest Finland	174,769	187,155	-6.6
North Ostrobothnia (excl. Kuusamo)	164,842	130,710	26.1
Uusimaa 2 (excl. Helsinki Metropolitan Area)	86,011	80,667	6.6
Ostrobothnia	70,620	72,239	-2.2
Satakunta	59,553	47,568	25.2
South Ostrobothnia	29,027	31,574	-8.1
Kymenlaakso	24,558	24,993	-1.7
Central Ostrobothnia	15,363	16,178	-5.0
LAKELAND	577,418	622,957	-7.3
Pirkanmaa	179,293	202,285	-11.4
Central Finland	92,126	97,764	-5.8
South Savo	68,325	58,777	16.2
Päijät-Häme	57,444	69,890	-17.8
North Savo	53,234	60,059	-11.4
North Karelia	40,843	39,684	2.9
Kainuu	39,188	36,527	7.3
South Karelia	28,913	35,425	-18.4
Kanta-Häme	18,052	22,546	-19.9
Total	5,456,998	4,969,647	9.8

OVERNIGHTS 2024 compared to 2023 months 1-11



Sources: Statistics Service Rudolf, Statistics Finland

Top destinations by the number of foreign registered overnights during Jan-Nov 2024 (vs. Jan-Nov 2023):

- Helsinki (+16%)
- Rovaniemi (+13%)
- Vantaa (+11%)
- Inari-Saariselkä (+16%)
- Kittilä-Levi (+14%)
- Åland (-2%)
- Tampere (-13%)
- Espoo (-12%)
- Turku (-12%)
- Kolari-Ylläs (+1%)
- Ruka-Kuusamo (+30%)
- Sodankylä (+34%)
- Oulu (+37%)

Foreign registered overnights in November 2024

November 2024

463,100 total foreign overnights;
+16% vs. 11/2023, (1% vs. 11/2019)

462,000 foreign excl. Russia; +16%, (+17%)

256,500 EU+UK; +4%, (+14%)

53,800 Scandinavia; +5%, (-8%)

85,400 Asia; +55%, (-3%)

51,400 America; +28%, (+82%)

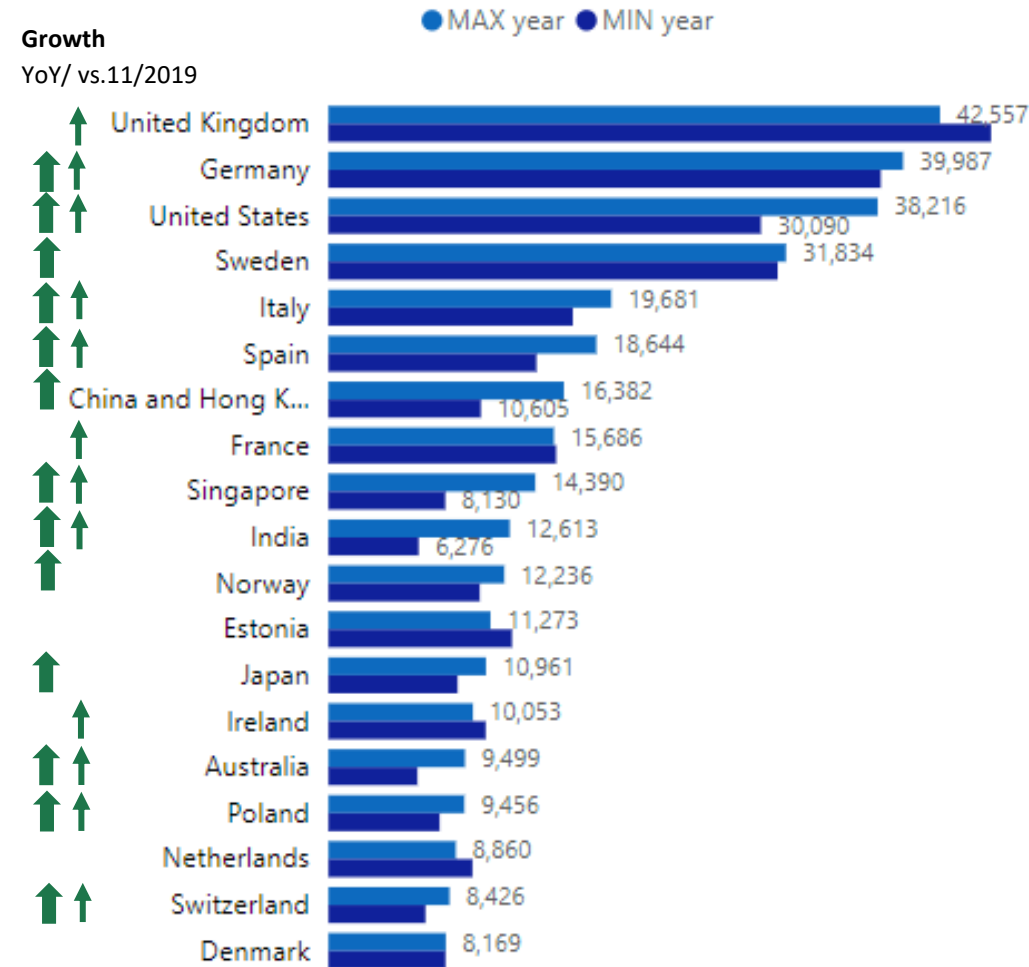
Top destinations

total foreign; vs. 11/2023, (vs. 11/2019)

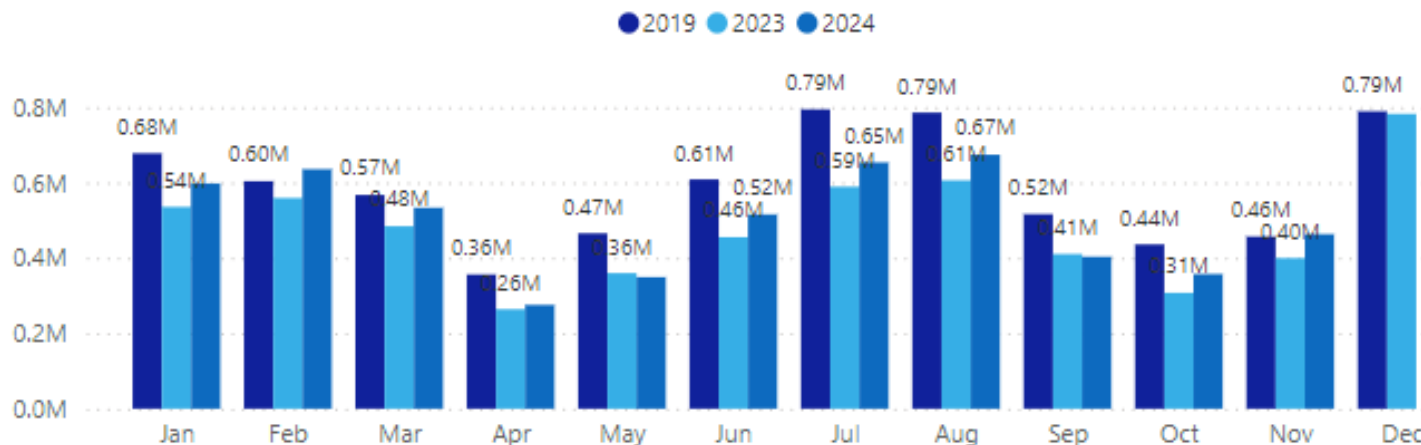
- **166,100 Helsinki**; +20%, (+3%)
- **79,700 Rovaniemi**; +20%, (+114%)
- 33,100 Vantaa; +23%, (+3%)
- 22,900 Inari-Saariselkä; +3%, (+47%)
- 19,100 Kittilä-Levi, +5%, (+35%)
- 14,500 Tampere; +7%, (+5%)
- 13,900 Espoo; +4%, (-12%)
- 9,900 Kuusamo; +17%, (-44%)
- 8,900 Sodankylä; +62%, (+38%)
- 7,300 Turku; -23%, (-67%)
- 6,800 Oulu; +76%, (+39%)

Top source markets, total foreign; vs. 11/2023

OVERNIGHTS 2024 compared to 2023 months 11-11



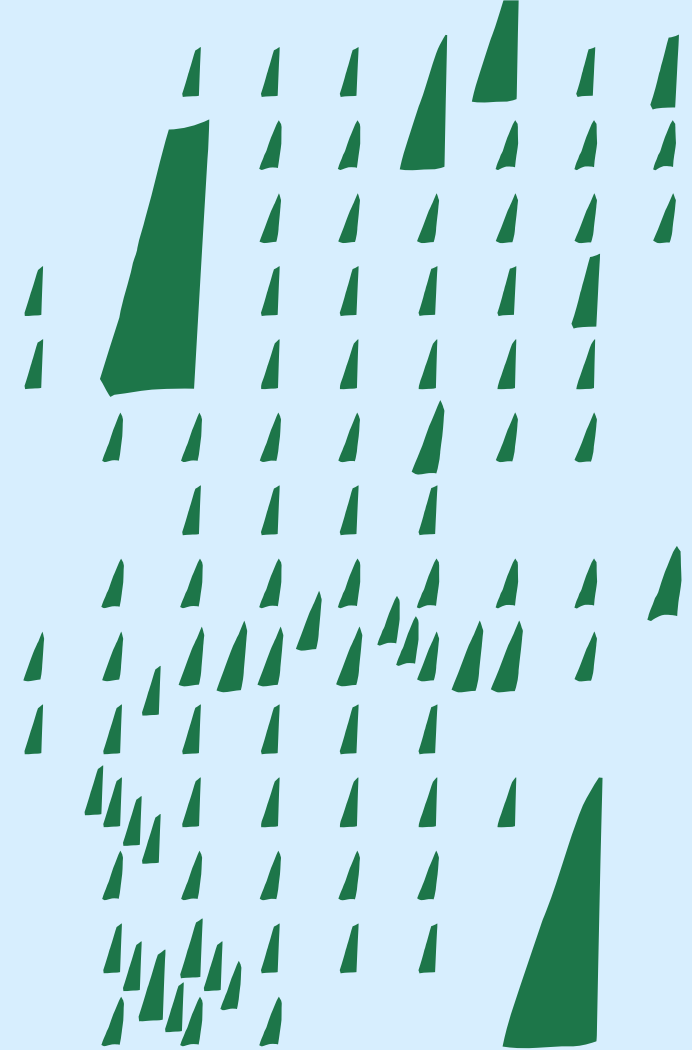
FOREIGN OVERNIGHTS



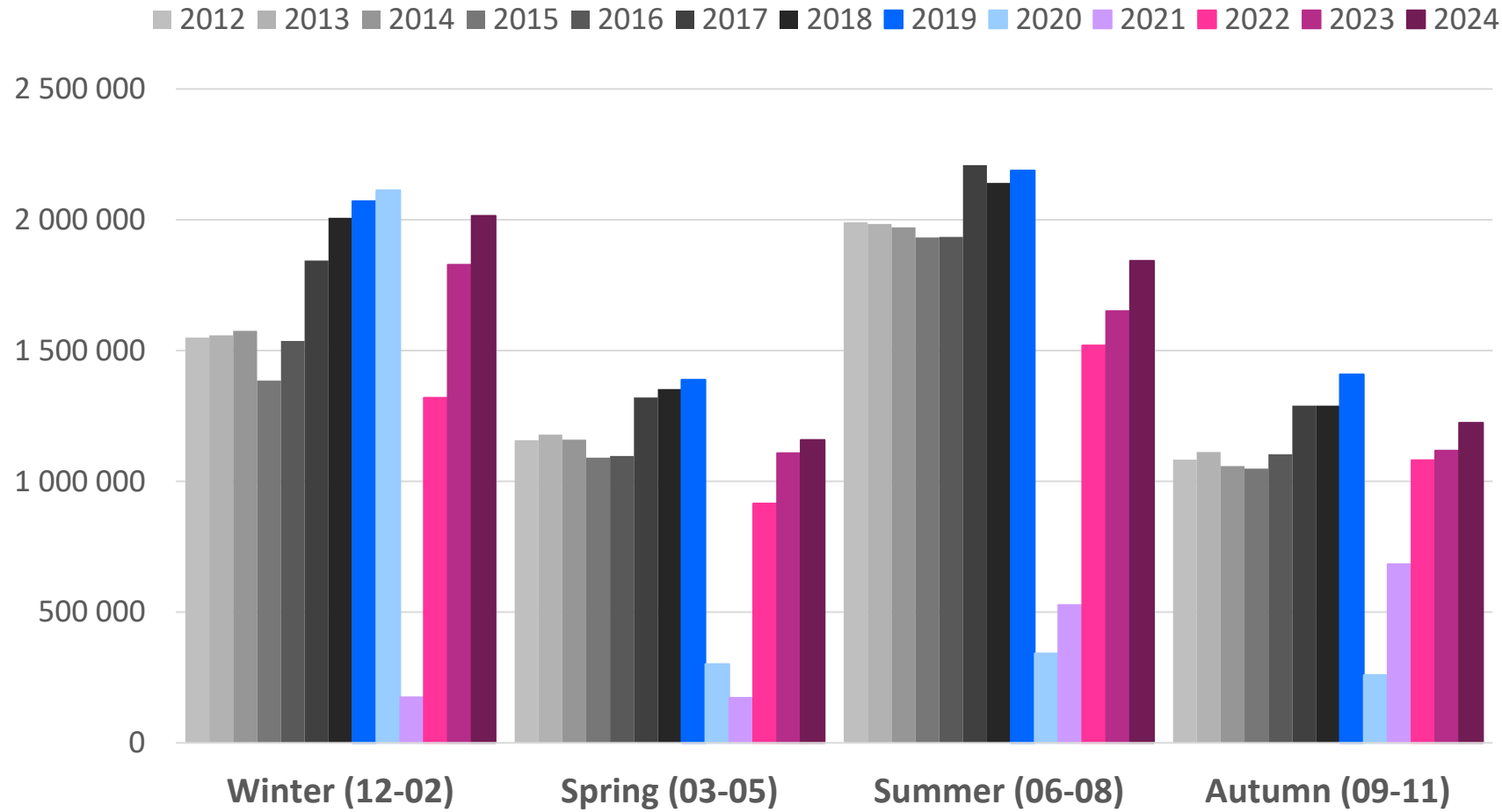
Registered overnights

Autumn season 2024

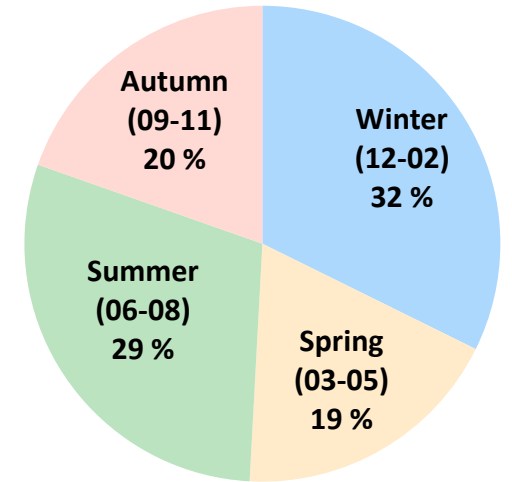
- Foreign overnights **increased** by **10%** compared to previous autumn but remained *13% below autumn 2019*.
- The biggest source markets were **Germany, Sweden, and USA**.
 - Among the biggest source markets, autumn overnights increased compared to previous year *as well as to 2019* from **Germany, USA, UK, Italy, Spain, India, Denmark, Switzerland, Australia** and **Singapore**.
- **Over half** of the foreign overnights took place in **Helsinki region**, where overnights **increased by 13%** compared to previous autumn, but *remained still 12% below autumn 2019*.
- **22%** of foreign overnights were registered in **Lapland region**. Overnights in Lapland **increased** both compared to previous autumn (**+24%**) and *to autumn 2019 (+48%)*.
- In **Coast & Archipelago region** and in **Lakeland** foreign overnights decreased both compared to previous autumn and *to autumn 2019*.



Foreign seasonal overnights in Finland 2010-2024



Foreign overnights in 2024



2024 YoY change%

+10%

+4%

+12%

+10%

Change% vs. 2019

-3%

-17%

-16%

-13%

Overnights in autumn season 2024

And change compared to autumn 2023 & pre-pandemic

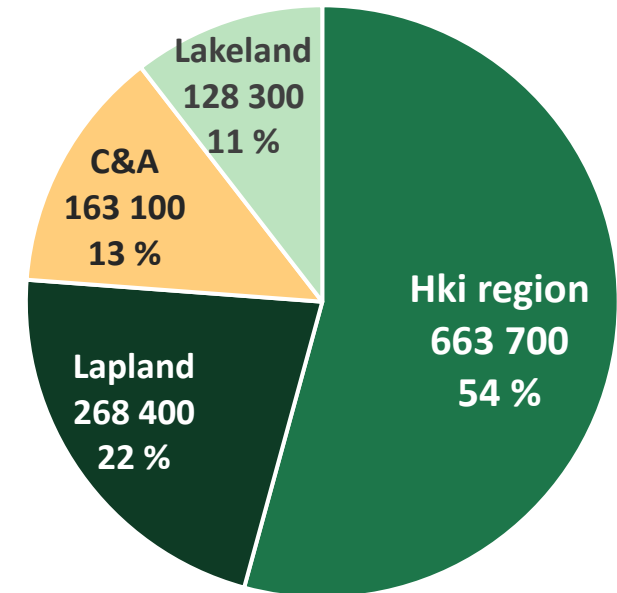
Total foreign & Top source markets	Sep-Nov 2019	Sep-Nov 2023	Sep-Nov 2024	Change 2024 vs. 2019	Change 2024 vs. 2023
TOTAL FOREIGN	<i>1.4M</i>	1.1M	1.2M	<i>-13%</i>	+10%
Germany	<i>113 200</i>	110 500	119 300	+5%	+8%
Sweden	<i>114 700</i>	102 900	106 400	<i>-7%</i>	+3%
United States	<i>68 100</i>	90 200	105 000	+54%	+16%
United Kingdom	<i>77 300</i>	81 800	84 200	+9%	+3%
China and Hong Kong	<i>89 000</i>	32 600	44 500	<i>-50%</i>	+37%
Italy	<i>40 600</i>	42 000	43 000	+6%	+2%
Spain	<i>31 300</i>	34 400	40 100	+28%	+17%
Japan	<i>58 000</i>	28 500	39 900	<i>-31%</i>	+40%
France	<i>38 500</i>	37 000	36 900	<i>-4%</i>	0%
Estonia	<i>59 700</i>	39 500	36 800	<i>-38%</i>	<i>-7%</i>
Norway	<i>43 200</i>	32 500	34 600	<i>-20%</i>	+6%
India	<i>29 300</i>	18 900	31 000	+6%	+64%
Denmark	<i>28 700</i>	29 200	29 900	+4%	+2%
Netherlands	<i>35 300</i>	31 900	28 600	<i>-19%</i>	<i>-10%</i>
Switzerland	<i>21 200</i>	22 600	26 000	+23%	+15%
Poland	<i>25 000</i>	30 400	24 800	<i>-1%</i>	<i>-18%</i>
Australia	<i>18 500</i>	17 500	23 800	+28%	+36%
Singapore	<i>8 500</i>	12 800	22 000	+158%	+73%

1.2M foreign overnights

(+10% vs. autumn 2023 & *-13%* vs. *autumn 2019*)

- **678,000** from EU-27 + UK (+3% & *-4%*)
- **209,700** from Asia (+28% & *-27%*)
- **142,400** from America (+15% & +40%)

Foreign overnights / autumn 2024



Autumn season 2024: Foreign overnights in main regions

Helsinki region

663,700 overnights
 +13% vs. autumn 2023
 -12% vs. autumn 2019

Share of all foreign **54%**

Main dest: **Helsinki**

Coast & archipelago

163,100 overnights
 -6% vs. autumn 2023
 -36% vs. autumn 2019

Share of all foreign **13%**

Main dest: **Turku, Åland, Oulu, Vaasa**

Lakeland

128,300 overnights
 -7% vs. autumn 2023
 -42% vs. autumn 2019

Share of all foreign **11%**

Main dest: **Tampere, Jyväskylä, Lahti**

Lapland region

268,400 overnights
 +24% vs. autumn 2023
 +48% vs. autumn 2019

Share of all foreign **22%**

Main dest: **Rovaniemi, Inari-Saariselkä, Kittilä-Levi, Ruka-Kuusamo, Sodankylä**

Top5 countries of origin & YoY change

USA	68,200	+15%
Germany	54,600	+4%
Sweden	48,300	+11%
UK	44,500	+11%
China & HK	30,400	+37%

Top5 countries of origin & YoY change

Sweden	38,200	+3%
Germany	18,400	+19%
Estonia	8,100	-15%
Denmark	7,600	+42%
Poland	6,800	-49%

Top5 countries of origin & YoY change

Germany	17,400	+9%
Sweden	12,000	-6%
USA	8,400	-26%
Estonia	7,400	-10%
Latvia	5,300	+54%

Top5 countries of origin & YoY change

Germany	28,900	+9%
UK	28,600	-9%
USA	22,100	+83%
Italy	13,500	+33%
Spain	12,400	+34%

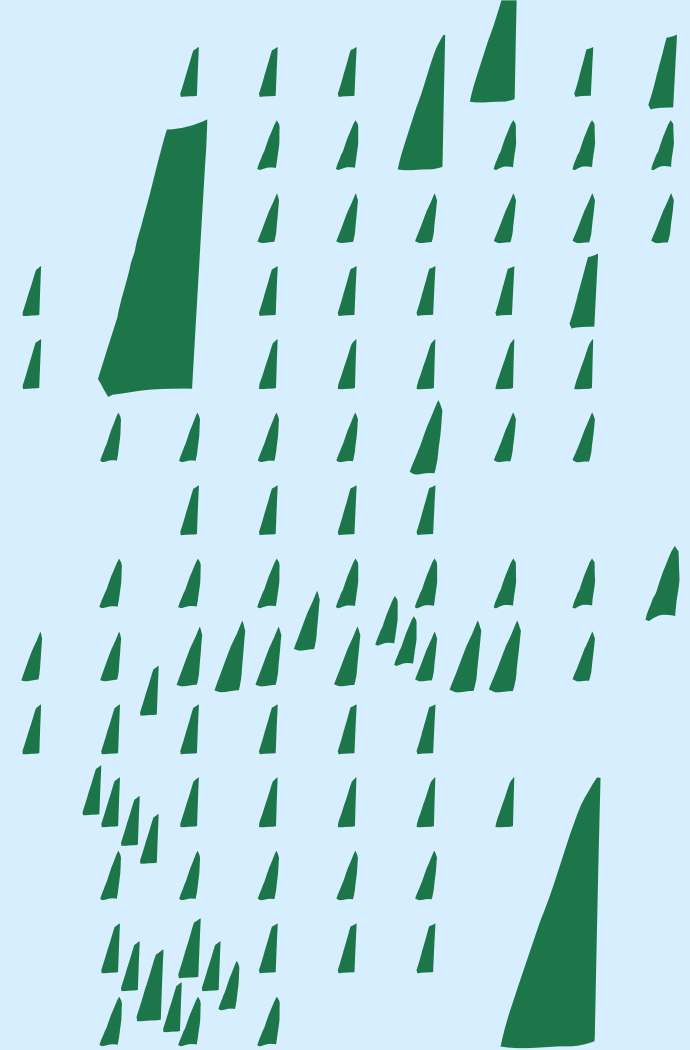
Registered foreign overnights in the Nordics

Please note:

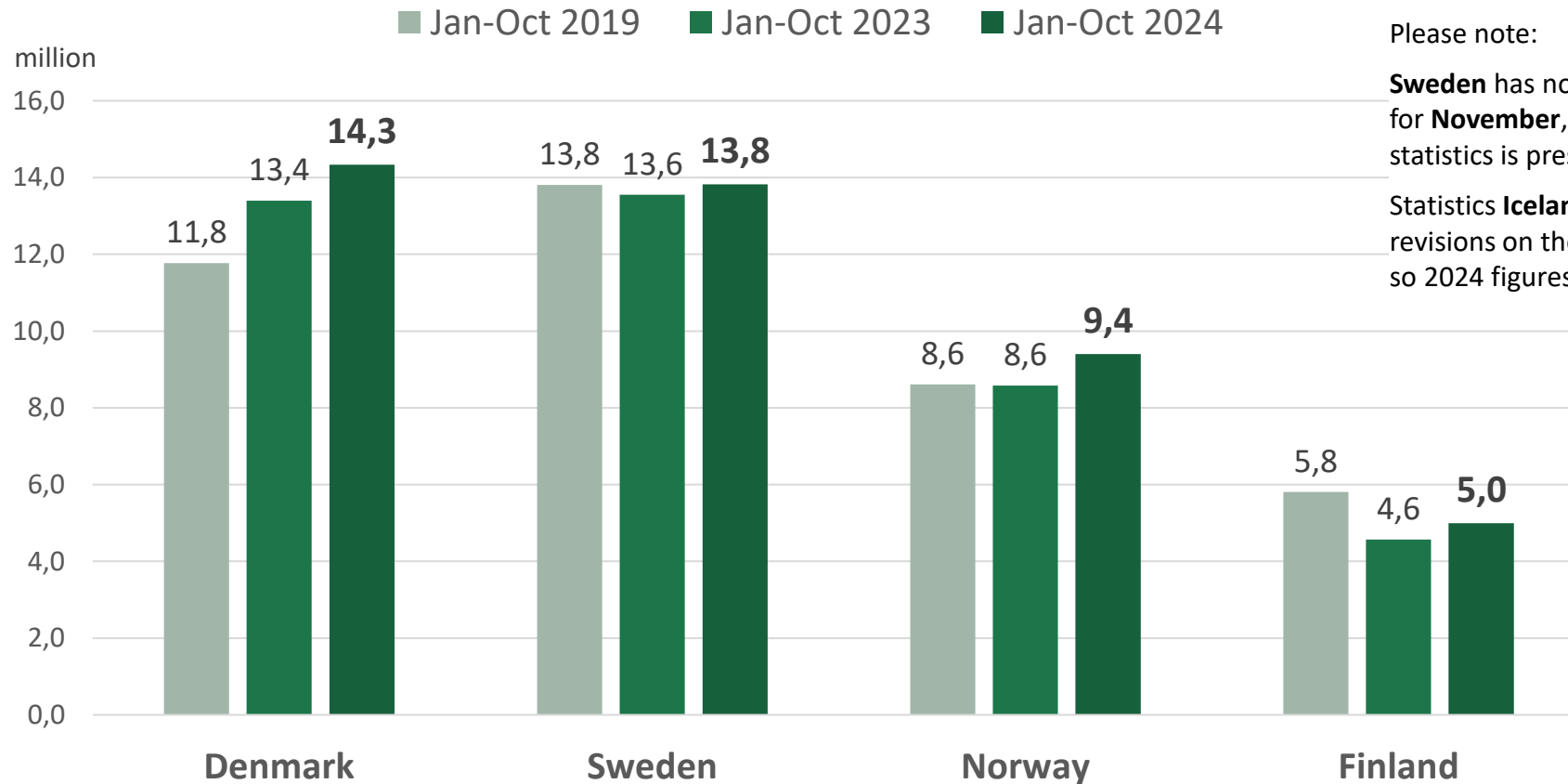
As Sweden has not published their accommodation statistics yet for November and Iceland is currently undergoing revisions in their statistics, the total number of cumulative overnights of 2024 is not available.

Overnights in November & autumn 2024 in Denmark, Norway, and Finland

- **Number of foreign overnights increased** clearly in **November** in each of these countries compared to previous year. *In Denmark and Norway overnights increased by two-digit growth rates also compared to Nov-2019. Finland's foreign overnights were also slightly above Nov-2019 figures.*
- Overnights in the **autumn season (Sep-Nov)** experienced **good growth** in Denmark, Norway, and Finland compared to previous autumn. *In comparison to autumn 2019, foreign overnights increased in Denmark and Norway by 31%, while Finland's overnights remained 13% below pre-pandemic figures.*



Cumulative foreign overnights in Nordics Jan-Oct 2024



Please note:

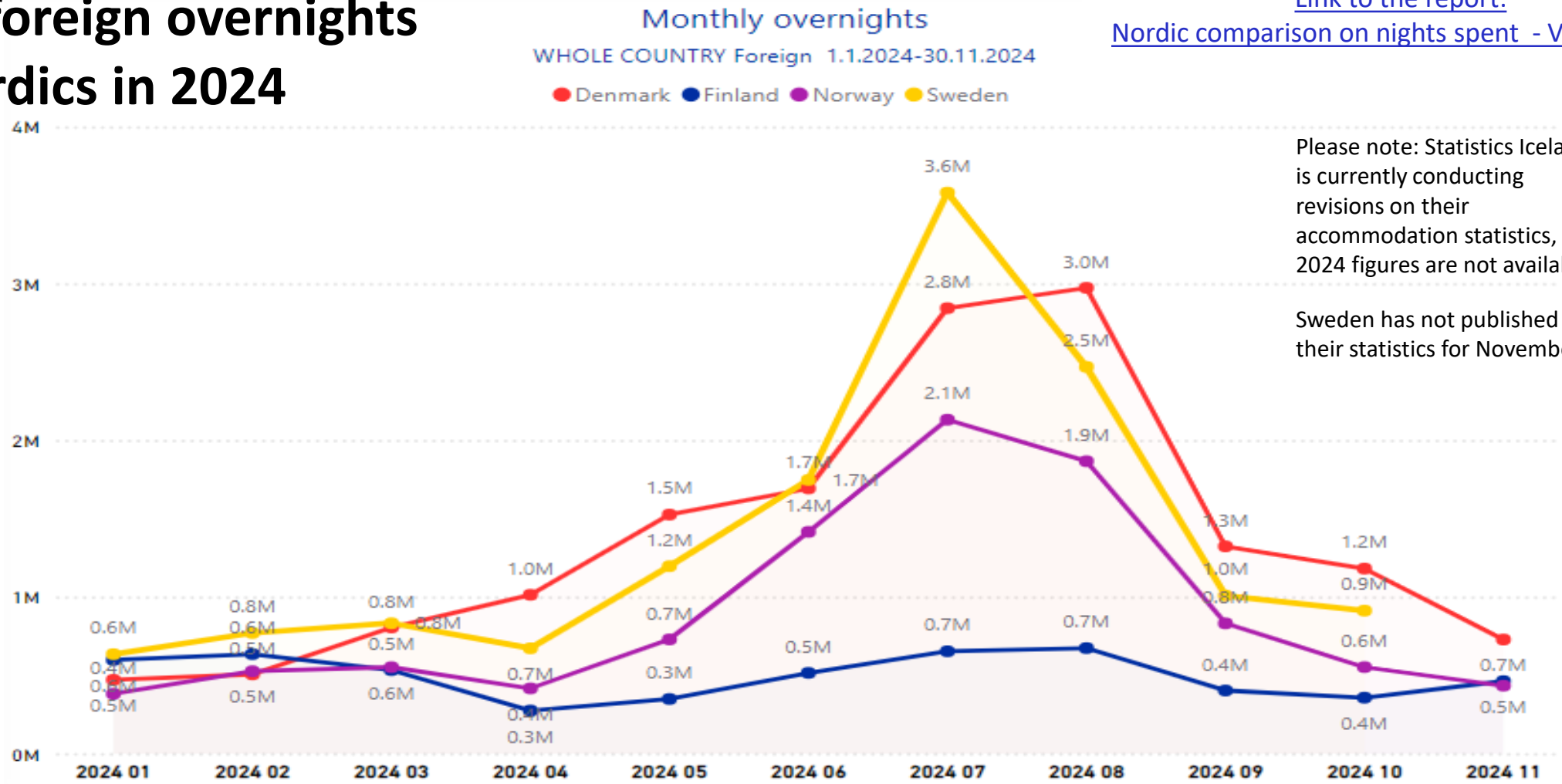
Sweden has not published yet their statistics for **November**, so the cumulative overnight statistics is presented **until October**.

Statistics **Iceland** is currently conducting revisions on their accommodation statistics, so 2024 figures are not available.

	Denmark	Sweden	Norway	Finland
2024 vs. 2023	+7%	+2%	+10%	+9%
2024 vs. 2019	+22%	0%	+9%	-14%

Monthly foreign overnights in the Nordics in 2024

[Link to the report: Nordic comparison on nights spent - Visit Finland](#)

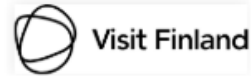


Please note: Statistics Iceland is currently conducting revisions on their accommodation statistics, so 2024 figures are not available.

Sweden has not published yet their statistics for November.

YoY change (vs. 2019)	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
SE	6% (3%)	8% (7%)	20% (13%)	-16% (-20%)	10% (7%)	3% (-4%)	-3% (-4%)	3% (2%)	-2% (0%)	8% (13%)	-
DK	8% (4%)	8% (10%)	35% (45%)	-10% (8%)	16% (40%)	3% (13%)	1% (3%)	6% (39%)	12% (37%)	17% (32%)	17% (19%)
NO	18% (10%)	20% (18%)	29% (22%)	8% (7%)	14% (11%)	1% (2%)	4% (2%)	5% (6%)	17% (25%)	30% (34%)	35% (40%)
FI	12% (-12%)	14% (5%)	10% (-6%)	4% (-23%)	-3% (-25%)	13% (-15%)	11% (-18%)	11% (-14%)	-2% (-22%)	16% (-18%)	16% (1%)

Seasonal foreign overnights in the Nordics in 2024



SEASONALITY

[Link to the report:](#)

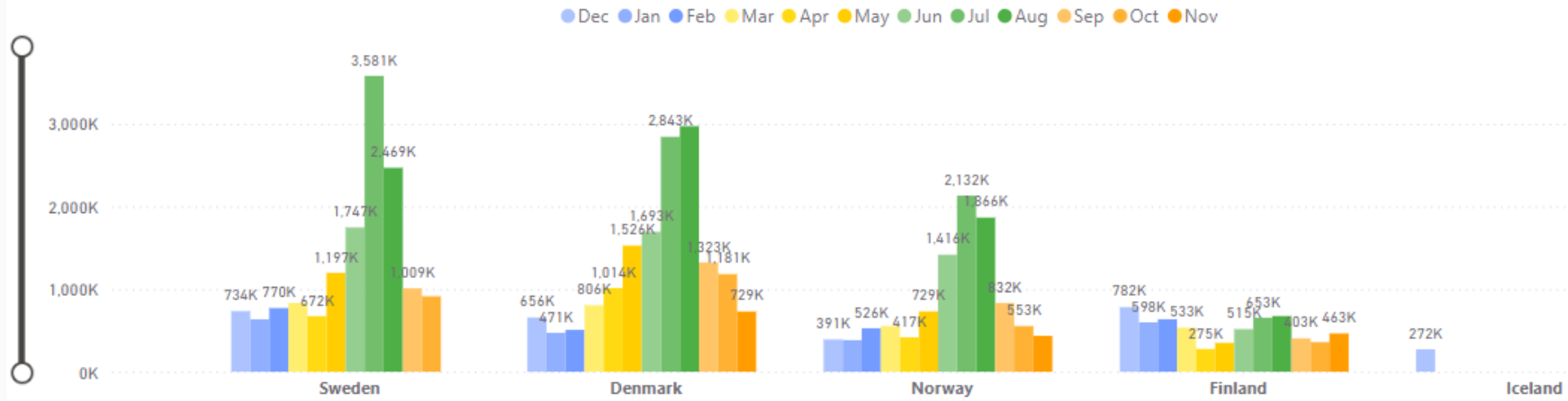
[Nordic comparison on nights spent - Visit Finland](#)

Menu

Year: Latest
 Nordic country: All
 Nordic region: WHOLE COUNTRY
 Foreign / Domes...: Foreign
 Country: All

Monthly nights spent in the Nordic countries

1.12.2023-30.11.2024

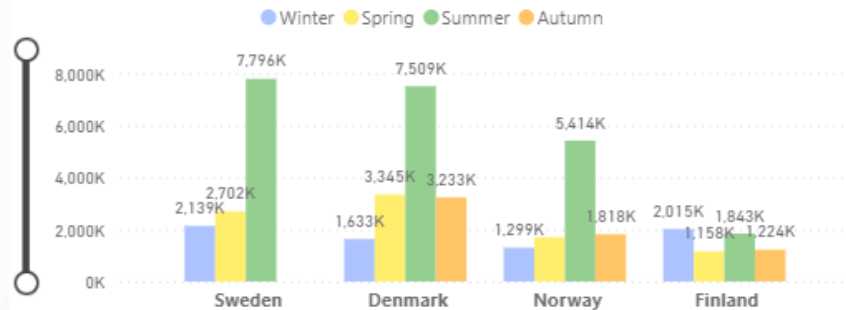


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WHOLE COUNTRY Foreign 1.12.2023-30.11.2024



WHOLE COUNTRY Foreign 1.12.2023-30.11.2024

Season	Winter		Spring		Summer		Autumn	
	Overnights	YoY change %	Overnights	YoY change %	Overnights	YoY change %	Overnights	YoY change %
Nordics								
Sweden	2,138,852	10 %	2,701,593	5 %	7,796,234	0 %		3 %
Denmark	1,633,290	7 %	3,345,487	10 %	7,509,412	4 %	3,232,928	15 %
Norway	1,299,200	20 %	1,697,909	17 %	5,413,500	3 %	1,818,271	25 %
Finland	2,015,331	10 %	1,157,625	4 %	1,842,709	12 %	1,223,518	10 %
Iceland		-2 %		-100 %		-100 %		-100 %
Total	7,358,496	1 %	8,902,614	-5 %	22,561,855	-5 %	8,196,776	-12 %

Monthly overnight statistics for Iceland include hotels & guest houses only.

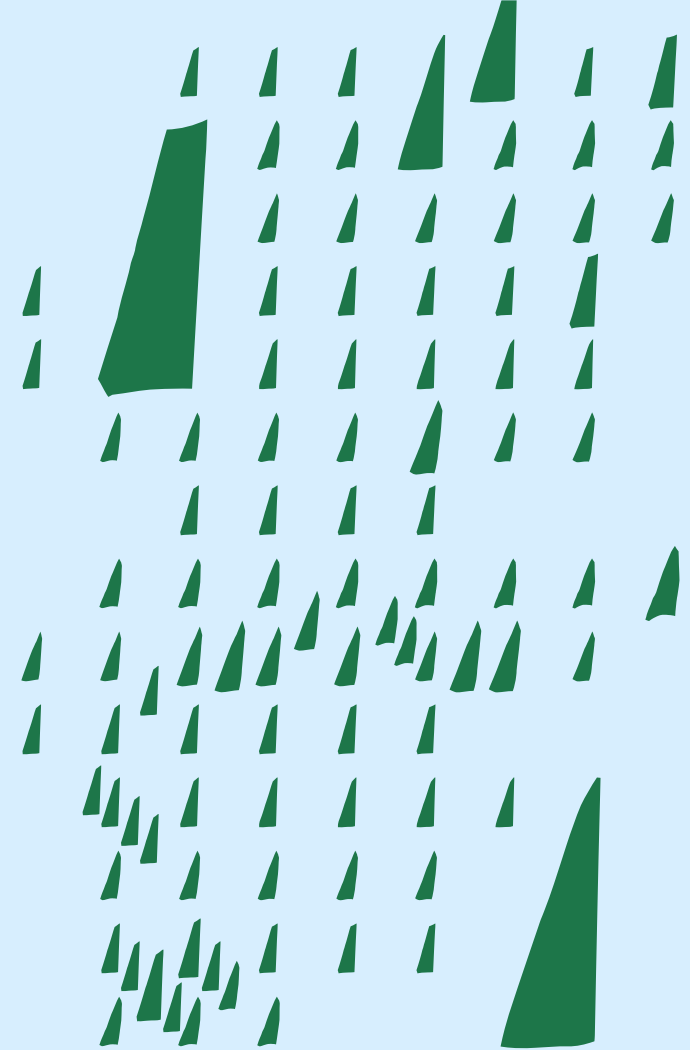
Sources: Visit Finland Rudolf Data Base, Statistics Finland; Statistics Sweden; Statistics Norway; Statistics Denmark; Statistics Iceland



Flight capacity and bookings for Q1-2025

Outlook for January – March 2025

- For the **first quarter of the year**, **capacity is improving** both to **Finland** and **Norway** compared to previous year. *Seat capacity is also very close to the pre-pandemic level in Finland and Norway.*
 - Capacity to Sweden is on the same level than last year, so it remains 20% below pre-pandemic level.
- **Flight bookings for Q1-2025 are growing strongly to the Nordics** both compared to the previous year and to 2019.
 - Bookings made by the 29th of December shows that **Finland** leads the way with nearly 183,000 bookings, but **Norway** is very close by with nearly 179,000 bookings.
 - Bookings from **Germany** are growing strongly to **Finland** – *bookings for February and March have more than doubled from 2019.*
 - From the other biggest source markets where bookings to Finland are increasing both compared to previous year and to 2019 are **USA, Switzerland, the Netherlands, Spain, Italy, Belgium, Denmark, and Australia.**



Seat capacity & flight bookings worldwide for Q1-2025

Seat capacity on direct flights

Jan-Mar 2025 compared to previous year (& pre-pandemic)



Database update 05-Jan



+15% (-3%)



0% (-20%)



+6% (-2%)

Seat capacity for the beginning of the year is increasing to **Finland and to Norway** compared to previous winter, and it is also very close to the pre-pandemic level.

Flight bookings (direct & non-direct flights)

Jan-Mar 2025 compared to previous year (& pre-pandemic)



Database update 29-Dec



+16% (+38%)



+7% (+11%)



+11% (+44%)

Bookings of foreign visitors for Jan-Mar have **increased strongly** both for **Finland** and **Norway**. Bookings to Sweden show positive development as well.

Direct int'l flights to Finland Jan-Mar 2025

and change in seat capacity compared to last year (& pre-pandemic)

USA

21 avg. weekly flights
(Share; %YoY & %YoYPP)
(3%; +23% & +119%)

From	To	Avg. weekly frequency
New York (JFK)	HEL	6-7
Dallas (DFW)	HEL	5-7
Miami (MIA)	HEL	3-4
Los Angeles (LAX)	HEL	2-3
Chicago (ORD)*	HEL	7

*) starting 25-Mar

Asia

95 avg. weekly flights
(Share; %YoY & %YoYPP)
(13%; +11% & -27%)

From	To	Average weekly frequency
Bangkok (BKK)	HEL	14
Tokyo (HND)	HEL	10
Phuket (HKT)	HEL	8-9
Singapore (SIN)	HEL	7
Doha (DOH)	HEL	7
Delhi (DEL)	HEL	7
Seoul (ICN)	HEL	7
Dubai (DXB)	HEL	7
Hong Kong (HKG)	HEL	5-7
Shanghai (PVG)	HEL	6
Osaka (KIX)	HEL	2-3
Tokyo (NRT)	HEL	2-3
Hurghada (HRG)	HEL	2-3
Zhengzhou (CGO)	HEL	1
Krabi (KBV)	HEL	0-1

Europe

1,195 avg. weekly flights
(Share; %YoY & %YoYPP)
(84%; +15% & +2%)

Total seat capacity to Finland for
Q1-2025

2.6 M

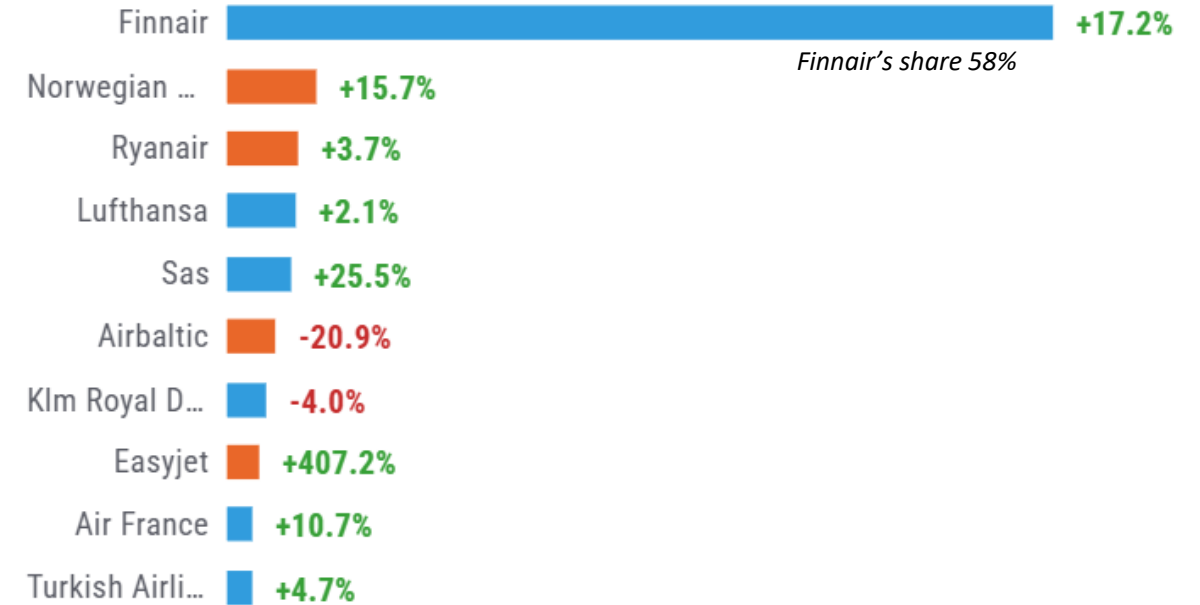
+15% vs. Q1-2024 & -3% vs. Q1-2019

EUROPE to Finland / Q1-2025

From (selected countries)	Share	Seat capacity compared to 2023	Seat capacity compared to 2019
Germany	15%	+14%	+10%
Sweden	11%	+6%	-27%
Spain	11%	+9%	-11%
UK	11%	+39%	+21%
France	6%	+43%	+46%
Netherlands	5%	-10%	+18%
Denmark	5%	+28%	-21%
Italy	4%	+3%	+46%
Latvia	4%	+12%	+65%
Norway	4%	+9%	-8%
Poland	3%	+47%	+25%
Switzerland	3%	+27%	+39%
Estonia	3%	+8%	+57%
Turkiye	3%	+17%	+108%
Belgium	3%	+31%	+53%
Austria	2%	-3%	+34%

Top10 airlines operating
from Europe to Finland

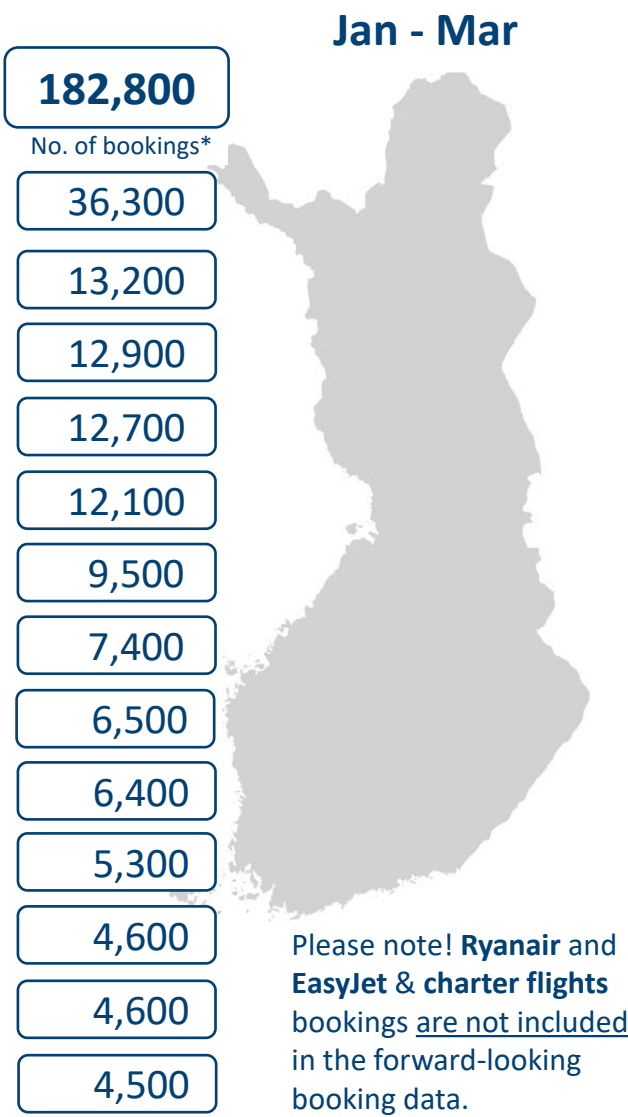
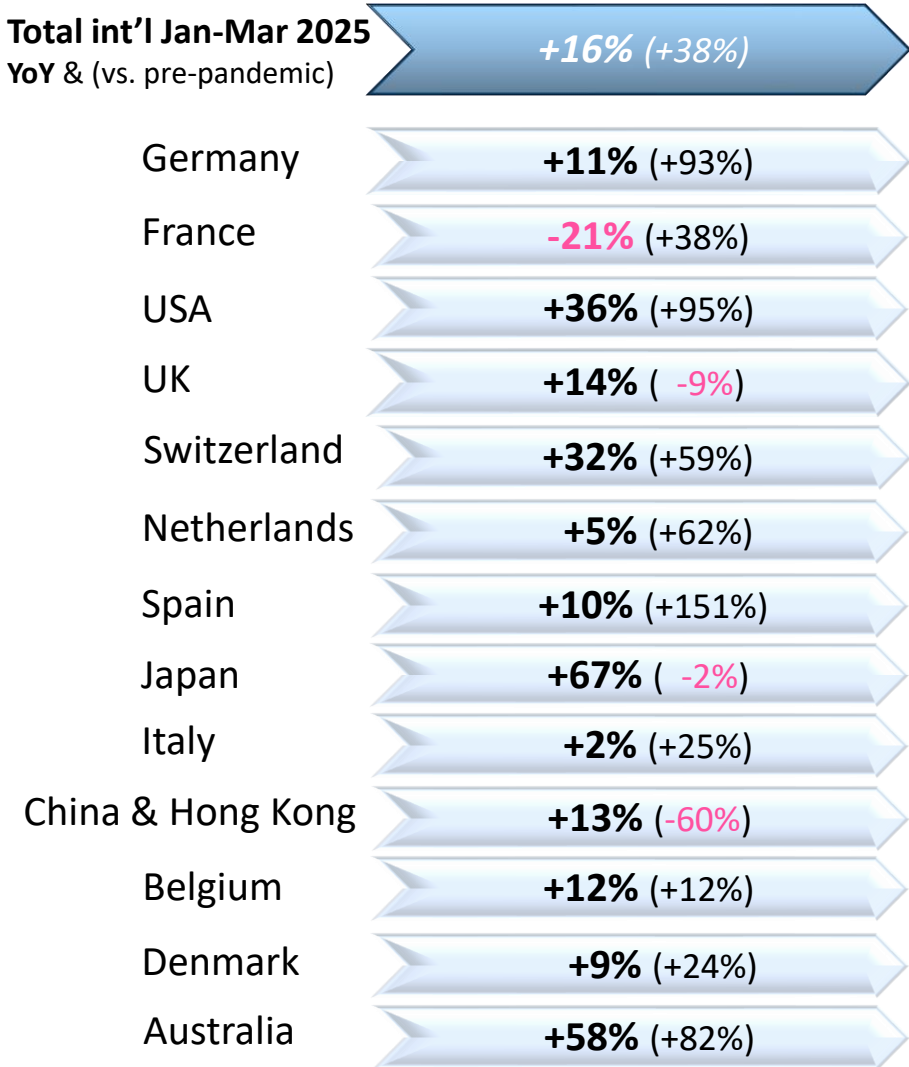
+15.3% YOY
for selected airlines



Follow up on flight bookings* to Finland for January – March 2025

compared to previous year & (pre-pandemic)

*Bookings for Jan-Mar → 29.12.

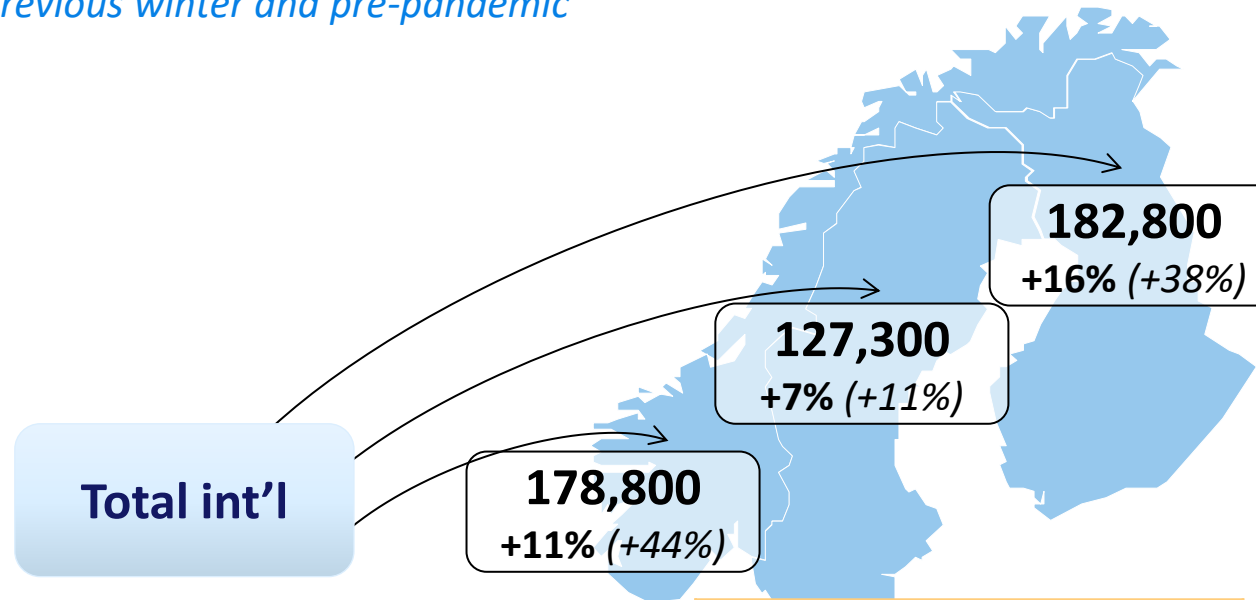


*) Bookings including at least one night in Finland.

Total int'l flight bookings to FI, SE & NO for Q1-2025

Comparison to previous winter and pre-pandemic

Database update 29-Dec



Top10 source markets NO	YoY	Vs. pre-pandemic
Germany	-1%	+51%
USA	+23%	+87%
UK	+8%	+46%
Netherlands	-7%	+7%
Switzerland	+9%	+60%
France	-20%	+18%
Denmark	+18%	+2%
China & HK	+83%	+54%
Spain	+28%	+229%
Sweden	+13%	-8%

Top10 source markets SE	YoY	Vs. pre-pandemic
UK	+14%	+23%
Germany	-7%	+2%
USA	-1%	+10%
Netherlands	+12%	+10%
Denmark	+64%	+181%
France	-4%	+27%
Finland	+31%	-16%
Switzerland	-3%	+9%
Norway	+21%	-8%
Belgium	-7%	-22%

Top10 source markets FI	YoY	Vs. pre-pandemic
Germany	+11%	+93%
France	-21%	+38%
USA	+36%	+95%
UK	+14%	-9%
Switzerland	+32%	+59%
Netherlands	+5%	+62%
Spain	+10%	+151%
Japan	+67%	-2%
Italy	+2%	+25%
China & HK	+13%	-60%

