



Visit Finland

VF monthly follow up
Jan-Aug & summer season 2024

Summary

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

Border survey latest 12 months (Sep 2023 – Aug 2024) & summer season (Jun-Aug 2024)

- Foreign visitors made 4.8 million trips to Finland during the latest 12 months, and they spent 3.7 billion euros in Finland. Median length of stay was 4 nights and 72% of the visitors were travelling for leisure purposes.
- In summer 2024, the total number of trips to Finland decreased slightly compared to the previous summer, and slightly bigger share of the trips were daytrips.
 - However, there were more vacation/recreation travellers this summer than in 2023. They came more often from neighbouring countries and the median length of stay decreased by one day from the previous summer. As a result, their average spend per trip decreased even though spend per day was higher. This summer the share of holiday makers travelling with family or friends was clearly smaller than year before.
 - When comparing vacation/recreation travellers during this summer and last winter seasons, there were clearly more trips in summer, but the total spend was higher in winter as the visitors spent so much more per trip and per day and the median length of stay was also longer in winter. Travelling by plane is much more common during winter, so carbon footprint was lower and carbon efficiency (euros/CO2) better in summer season.

Registered overnights in Finland Jan-Aug 2024 & summer season (Jun-Aug 2024)

- Number of registered foreign overnights in Jan-Aug 2024 were 10% above the figures of previous year, but still *13% below pre-pandemic*. The biggest source markets were Germany, Sweden, France, USA, UK, and the Netherlands.
- During summer season 2024, registered foreign overnights increased by 12% compared to summer 2023 but stayed *16% below summer 2019*. Germany, Sweden, and USA were the biggest source markets. Helsinki region was clearly the most popular region for the summer stays, and overnights increased there by 22% compared to previous summer.

Summary

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

Registered overnights in the Nordics Jan-Aug 2024 & summer season (Jun-Aug 2024)

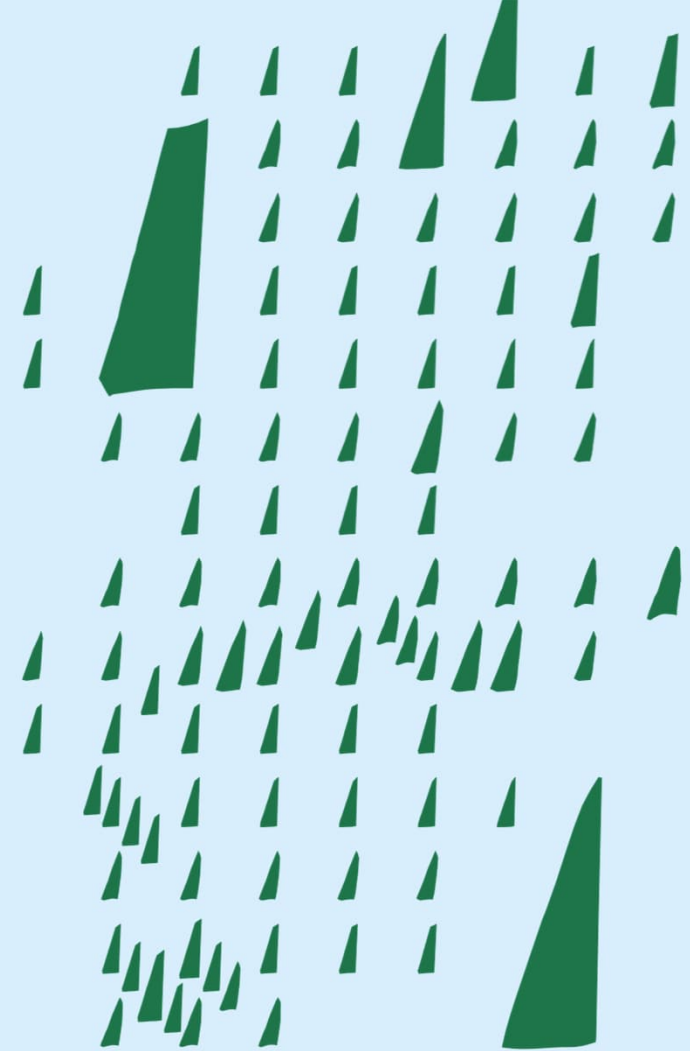
- Total number of registered foreign overnights during Jan-Aug 2024 was 40.7 million, which was 6% more than same period last year and *also 6% more than in 2019*.
 - Finland's share of foreign overnights has decreased from *13% in Jan-Aug/2019* to 10% in Jan-Aug/2024.
- During summer 2024, foreign overnights were highest in Sweden (8.5M; YoY +6%, vs. 2019 +4%), Denmark (7.5M; +4%, +17%), and Norway (5.4M; +3%, +3%). Finland had the highest relative growth (+12%) compared to previous summer. However, *Finland and Iceland were the only Nordic countries which didn't reach summer 2019 figures*.

Flight capacity and bookings for autumn and winter seasons

- Flight capacity as well as bookings for the autumn season have increased to Finland, Sweden, and Norway compared to previous autumn. Current situation with the bookings shows even stronger growth than the growth with the flight capacity especially for Norway and Sweden.
- For the winter season, capacity is improving to Finland, Sweden and Norway compared to previous year, but it *remains slightly below pre-pandemic levels*. However, bookings are growing very strongly especially to Finland and Norway compared to both previous winter and *the winter before the covid years*.

Border Survey

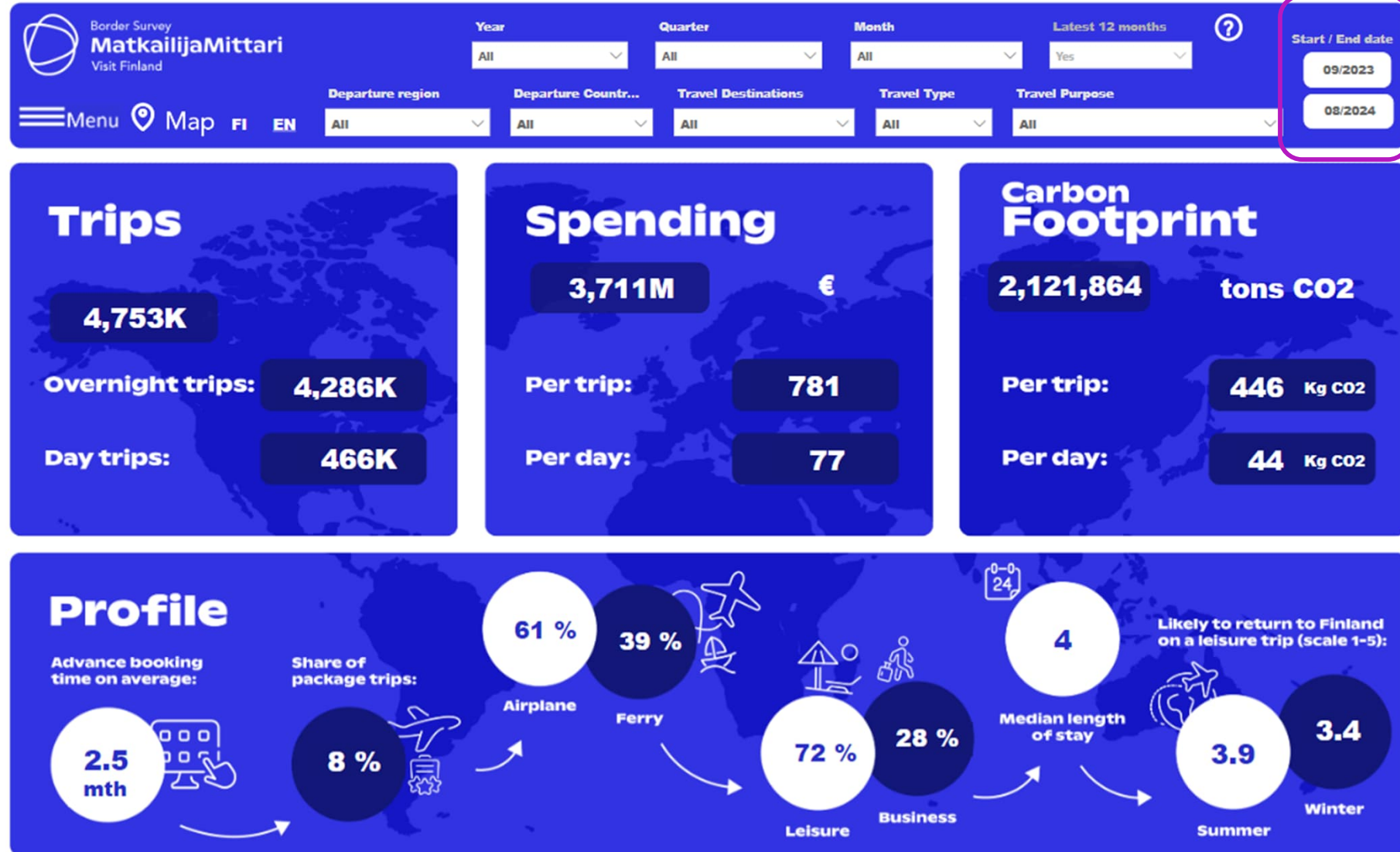
Latest 12 months (Sep/2023 – Aug/2024)



Border Survey / Latest 12 months (Sep 2023 – Aug 2024)

Foreign visitors in Finland

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



Personal/leisure

trips 3,405K (72% of total trips) & spending of 2,593M€ (70% of total spending)

- 45% of total trips & 46% of total spending vacation/recreation
- 22% & 15% visiting friends/relatives
- 2% & 7% study

Work related

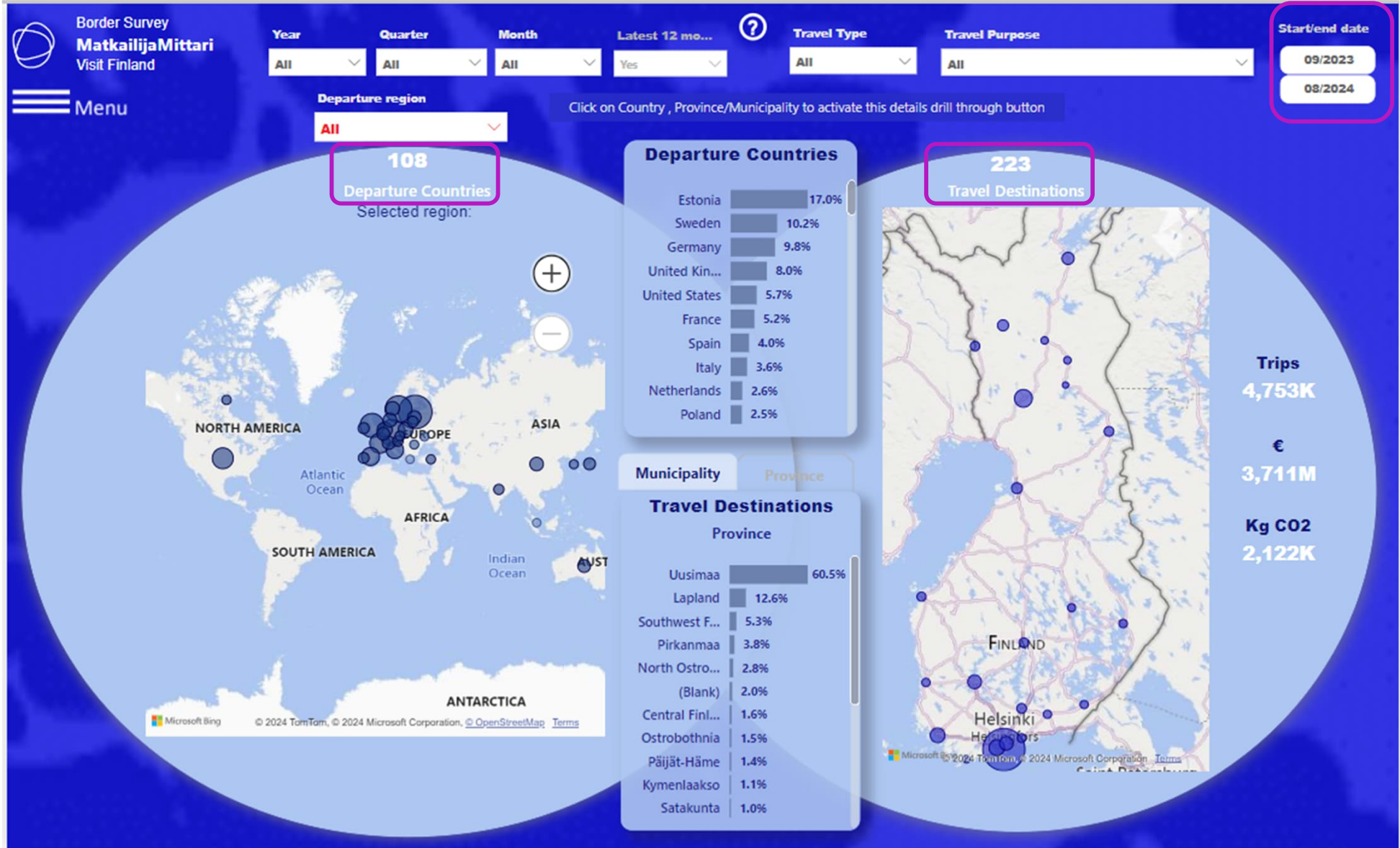
trips 1,310K (28% of total trips) & spending of 1,082M€ (30% of total spending)

- 9% of total trips & 11% of total spending work performed in FI (Finnish employer)
- 8% & 7% meeting/work trip (non-Finnish employer)
- 5% & 5% conference, congress, fair

Border Survey / Latest 12 months (Sep 2023 – Aug 2024)

Foreign visitors in Finland

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



Top5 source markets for leisure/personal trips

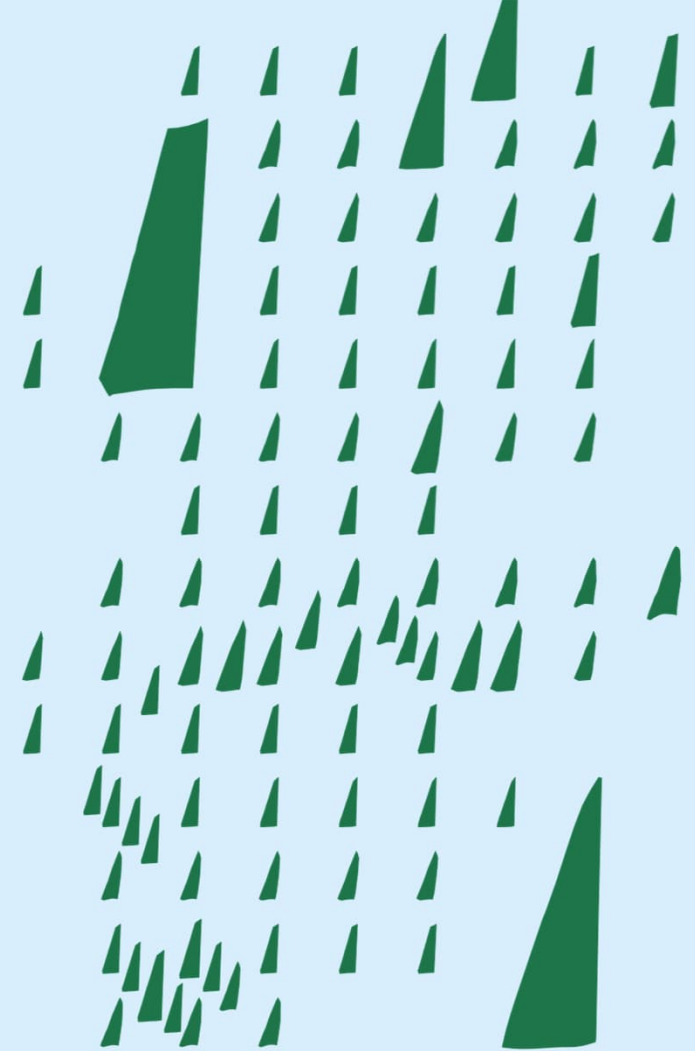
- Estonia
- Germany
- Sweden
- UK
- France

Top5 source markets for work related trips

- Estonia
- Sweden
- UK
- Germany
- USA

Border Survey

Summer season (Jun-Aug) 2024



Border Survey / Summer 2024 (Jun-Aug)

Foreign visitors in Finland

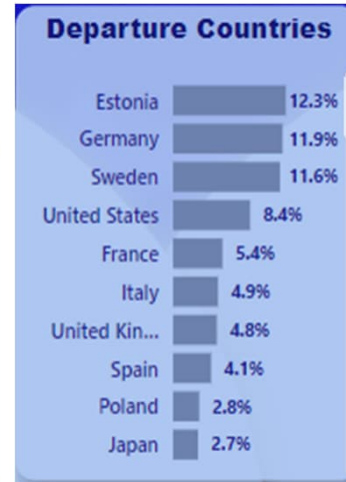
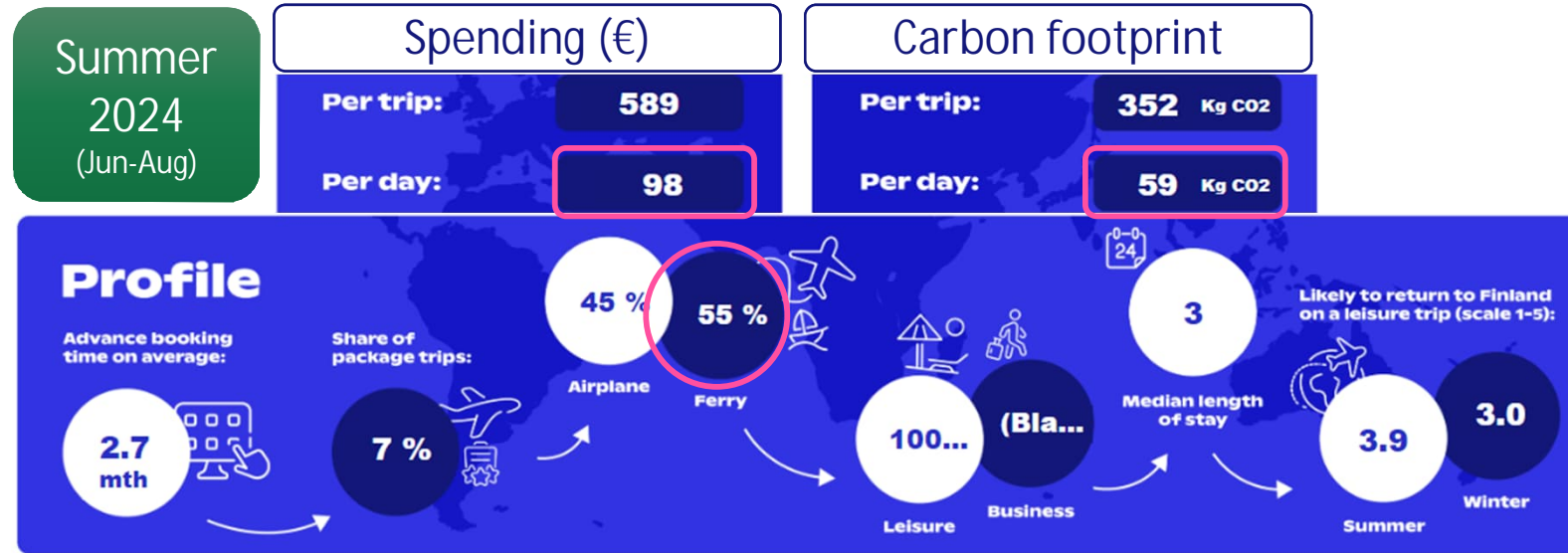
[Link to the report: Matkailijamittari - Visit Finland](#)

- There were slightly less trips to Finland this summer than in 2023, and a slightly bigger share of the trips were day trips.
- Total spending decreased by 20% compared to previous summer even though the spend per day remained the same.
- As there were more visitors travelling by ferry and coming from nearby countries this summer, carbon footprint declined by 10% compared to summer 2023.

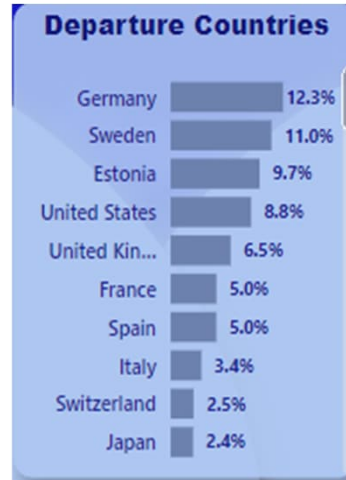
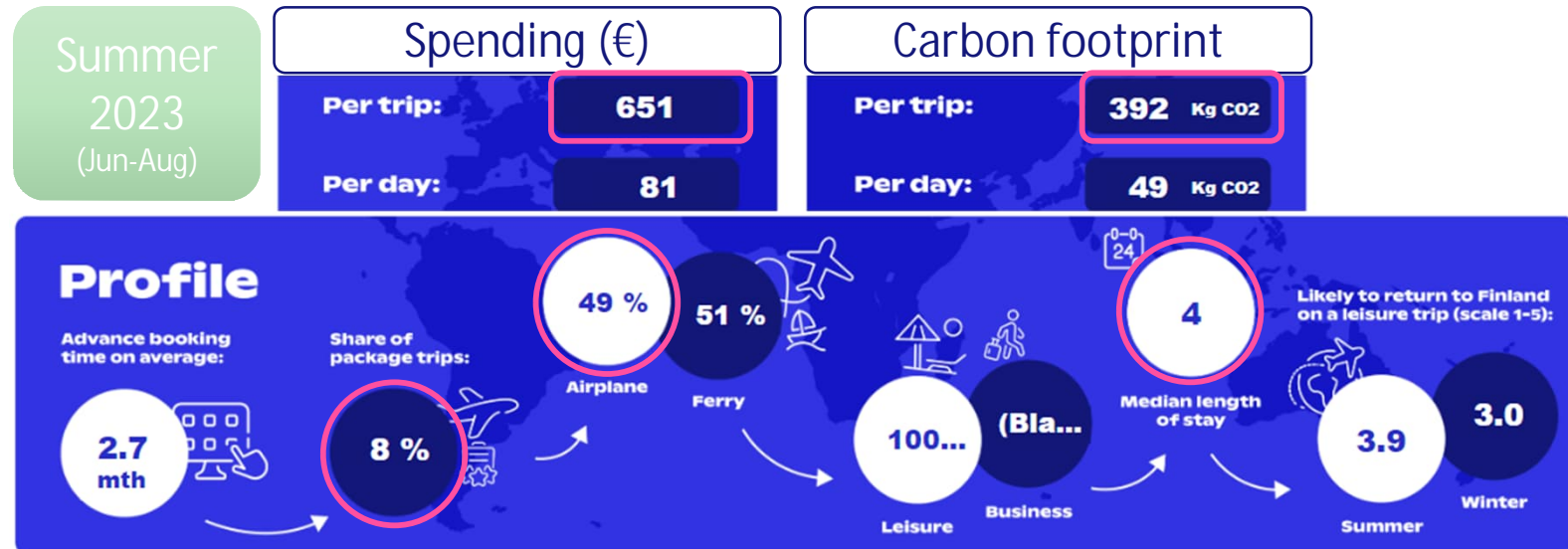


Comparison of vacation/recreation travel in summer high seasons 2024 vs. 2023

- Spend per trip of the vacation/recreation travellers was lower this summer than during the previous summer as the median length of stay was one day shorter. However, spend per day was higher.



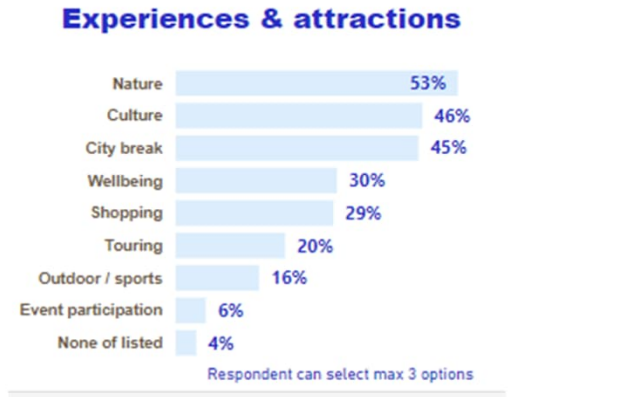
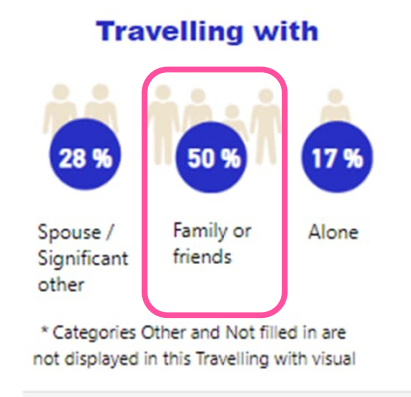
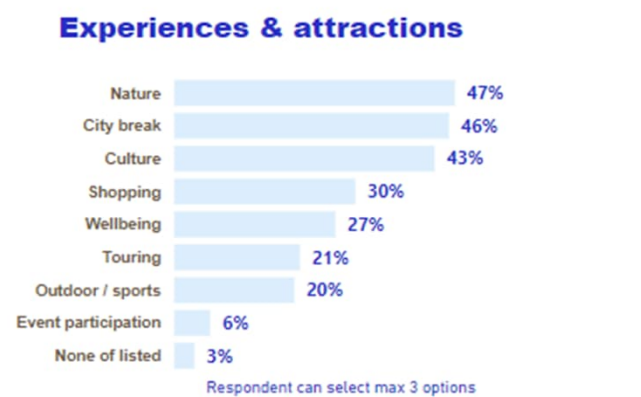
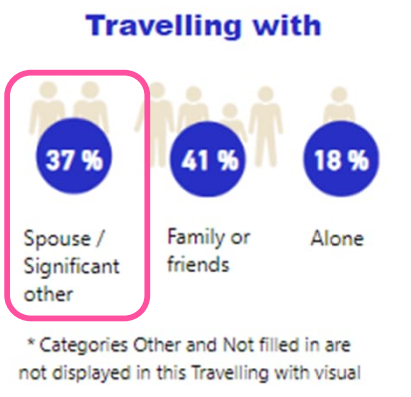
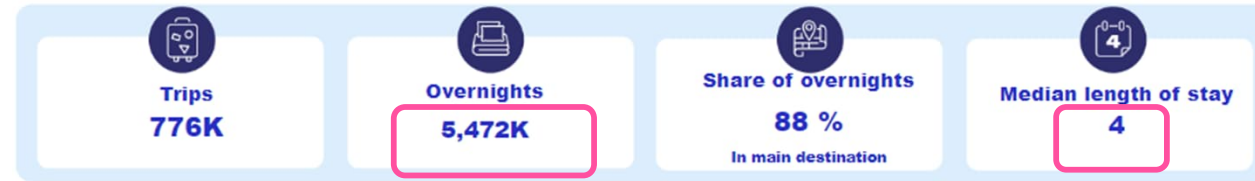
- The share of vacation/recreation travellers coming from the neighbouring countries was also bigger this summer vs. summer 2023.



Comparison of vacation/recreation travel in summer high seasons

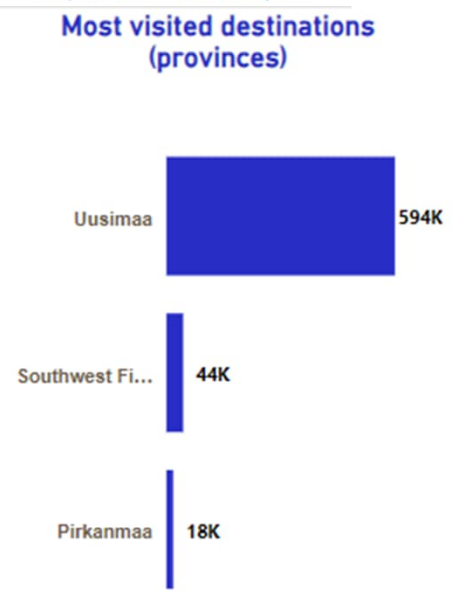
Summer 2024

Summer 2023



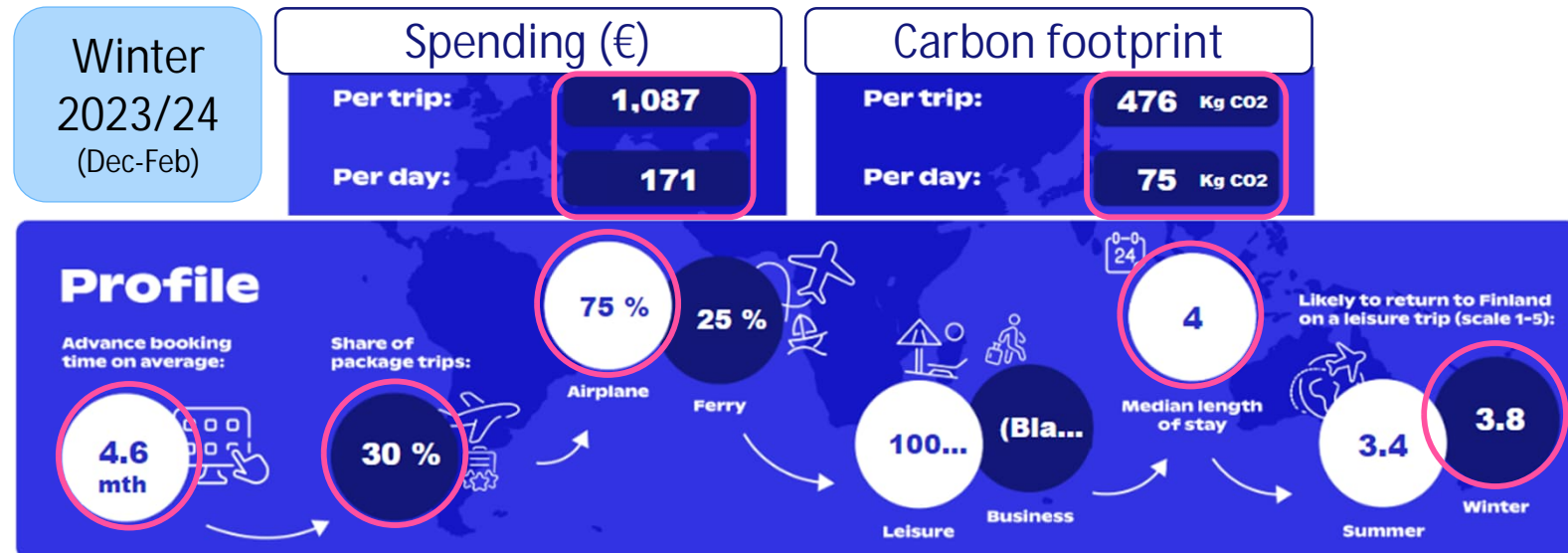
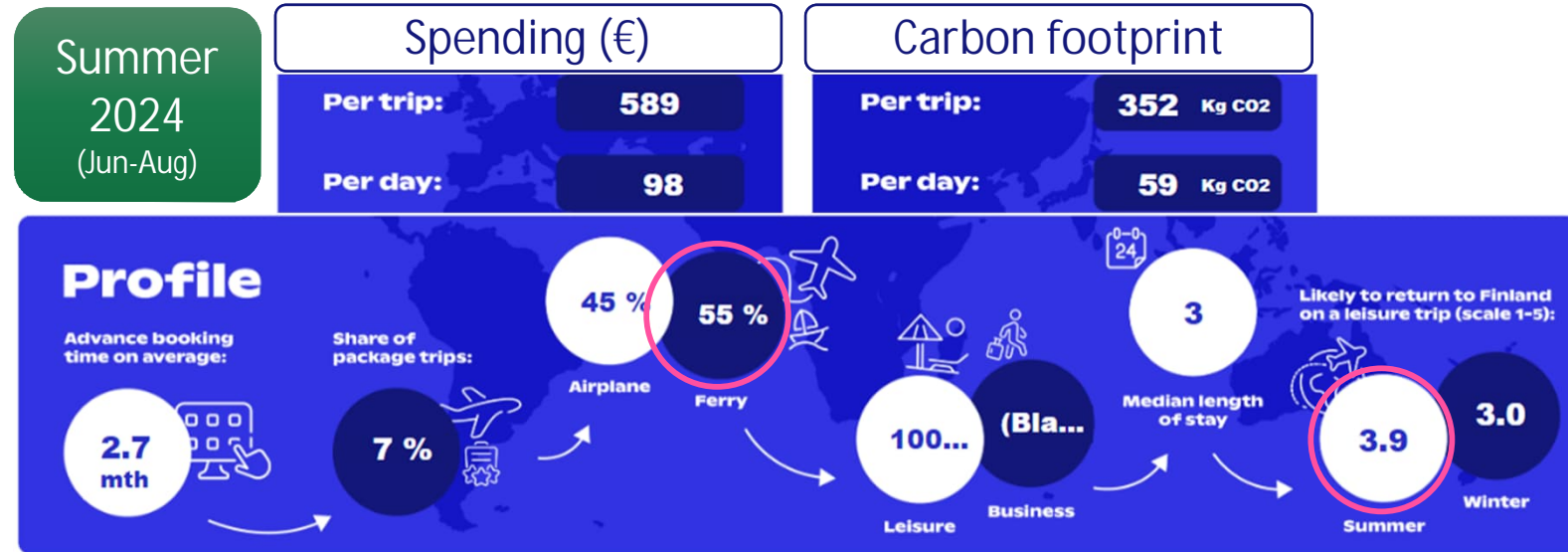
Even though there were more visitors travelling to Finland for vacation/recreation this summer than in 2023, the total number of nights they spent here decreased as the median length of stay was shorter and there were less visitors travelling with family or friends.

Bigger share of visitors coming here for vacation stayed in the Southern Finland.



Comparison of vacation/recreation travel in summer 2024 and winter 2023/24 high seasons

- Vacation/recreation travellers made over 30% more trips to Finland during the summer season 2024 than during the winter season 2023/24.
- Even though the visitor numbers were so much bigger in summer, total spend of the visitors stayed on a nearly 30% lower level than in the winter. Average spend per trip and per day in summer were both over 40% less than during the winter season.
- Travelling by plane is clearly more common during the winter season, but as there are clearly more trips and the median length of stay is shorter during the summer season, total carbon footprint was only 3% lower in summer travel. However, average CO2/day was 21% lower in summer than in winter season, and Carbon efficiency (spending/CO2) was better in summer than in winter as bigger share of travellers come from nearby countries during the summer than during the winter season.



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

669,400

+11% (-15%)

Aug/24 foreign overnights in FIN



95,600

+3% (-30%)

Sep/24 int'l flight arrivals to FIN



75,500

+13% (-23%)

Oct/24 outlook for int'l flight bookings to FIN



889,800

+10% (-19%)

Sep/24 flight seat capacity to FIN



899,900

+9% (-17%)

Oct/24 outlook for seat capacity to FIN



Several months' view

4.2M

+10% (-13%)

01-08/24 foreign overnights in FIN



656,300

+6% (-26%)

04-09/24 (6 mths) arrivals to FIN



268,100

+24% (+19%)

10/24 - 03/25 (6 mths) outlook for flight bookings to FIN



5.4M

+12% (-18%)

04-09/24 (6 mths) flight seat capacity to FIN



5.2M

+14% (-10%)

10/24 - 03/25 (6 mths) outlook for seat capacity to FIN



Registered overnights

- January – August 2024
 - Foreign overnights increased by 10% compared to previous year but remained 13% below the numbers of 2019. The biggest source markets were Germany, Sweden, France, USA, UK, and the Netherlands.
 - Total accommodation revenue increased by 1% as the foreign revenue increased by 15% compared to Jan-Aug 2023 (domestic revenue -5%).
- August 2024
 - Foreign overnights: 669,400 (+11% vs. 08/2023 & -15% vs. 08/2019)
 - Top source markets: Germany, Sweden, USA
 - Among the top10 source markets, overnights increased in August both compared to previous year as well as to 2019 from Germany, USA, Italy, Spain, France, the Netherlands, and Norway
 - Main destinations: Helsinki, Vantaa, Åland, Turku, Tampere, Rovaniemi, Espoo, and Oulu
 - Among the main destinations, foreign overnights increased in August both compared to previous year as well as to 2019 in Turku, Tampere, and Oulu.



Registered overnights Jan-Aug 2024

	Jan-Aug 2024	Change-% vs. Jan-Aug 2023	Change-% vs. Jan-Aug 2019
Total	15.8M	-1%	-2%
Domestic	11.6M	-5%	+2%
Foreign, total	4.2M	+10%	-13%
Foreign excl. Russia	4.2M	+11%	-1%
Scandinavia	620,000	+6%	-5%
EU-27 + UK	2.7M	+6%	+5%
America	390,000	+14%	+27%
Asia	505,300	+33%	-35%

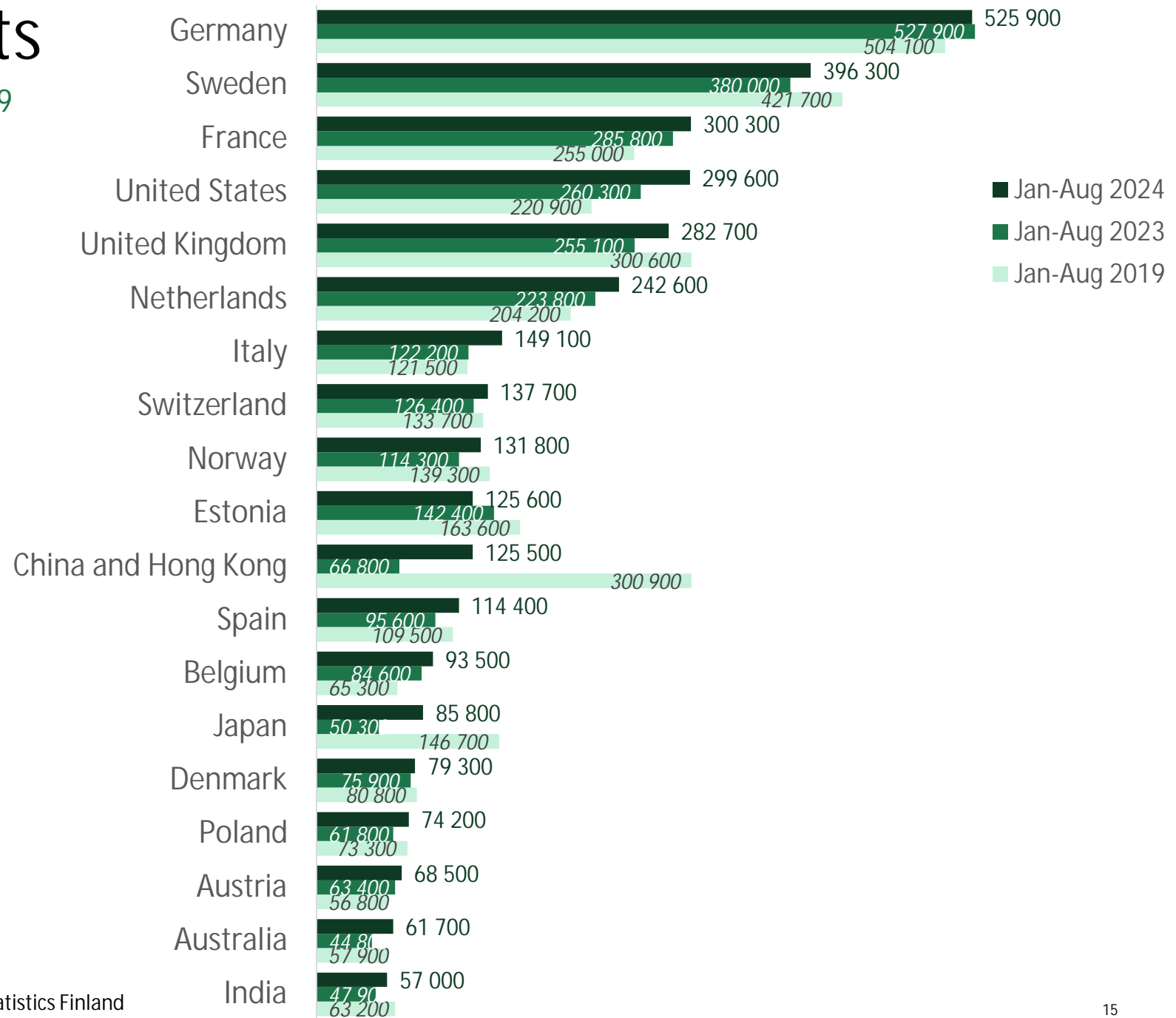


Biggest source markets

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

During Jan-Aug 2024, number of overnights exceeded both previous year and 2019 figures from these biggest source markets:

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





January – August 2024

Year: 2018 2019 2020 2021 2022 2023 **Latest**

Year month: Jan Feb Mar Apr May Jun Jul Aug

Overnights 15.9M TOTAL overnights	YoY change % -1 YoY change %	Foreign 4.2M Overnights	YoY change % 9.9 Foreign	Domestic 11.6M Overnights	YoY change % -5 Domestic	Revenue 1.0bn TOTAL revenue	YoY change % 1 YoY change %
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View Main regions, Regions by

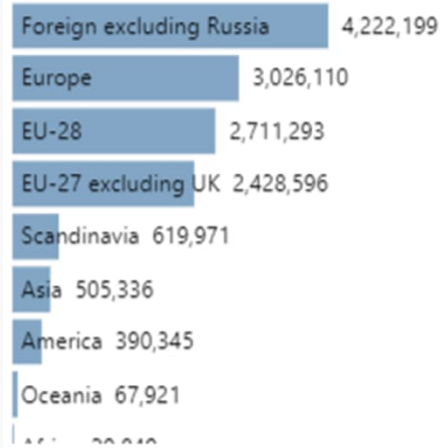
Domestic **Foreign**

VIEW REVENUE DETAILS

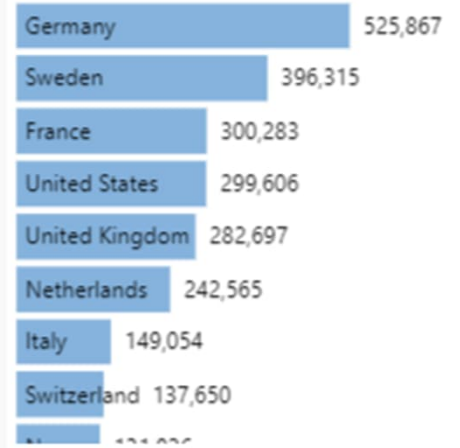
VIEW OVERNIGHT DETAILS

REGIONAL OVERNIGHTS

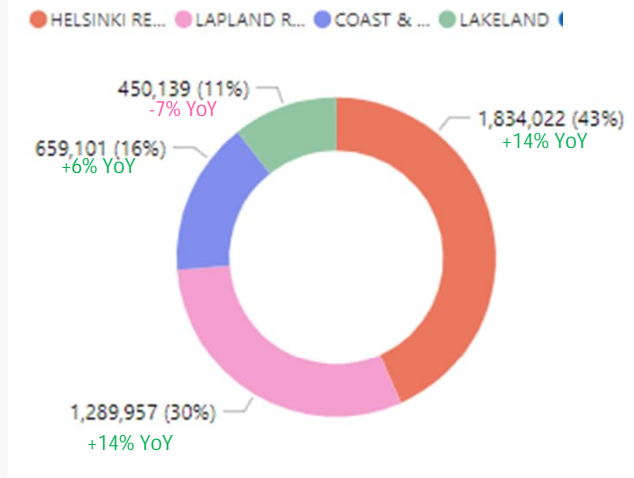
OVERNIGHTS FOREIGN REGION 2024, 202401-202408



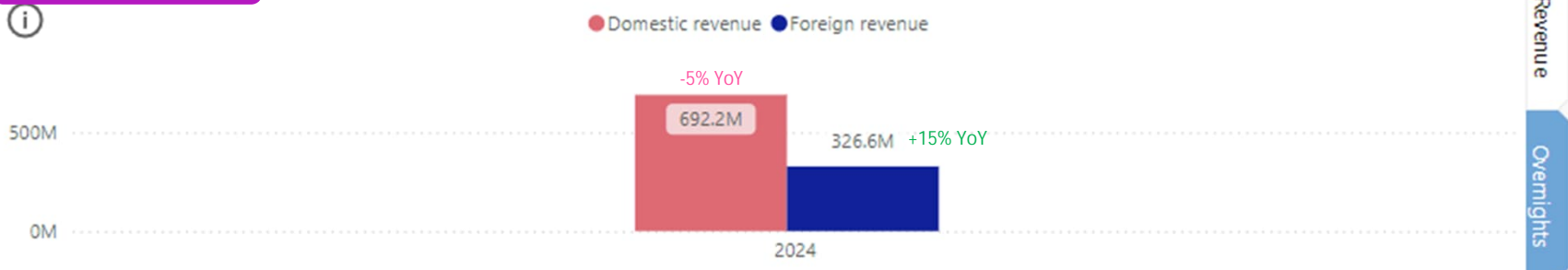
OVERNIGHTS BY COUNTRY YEAR 2024, 202401-202408



OVERNIGHTS IN MAIN REGIONS YEAR 2024, 202401-202408



REVENUE 2024



Sources: Statistics Service Rudolf, Statistics Finland



Year

2018 2019 2020 2021 2022 2023 Latest

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

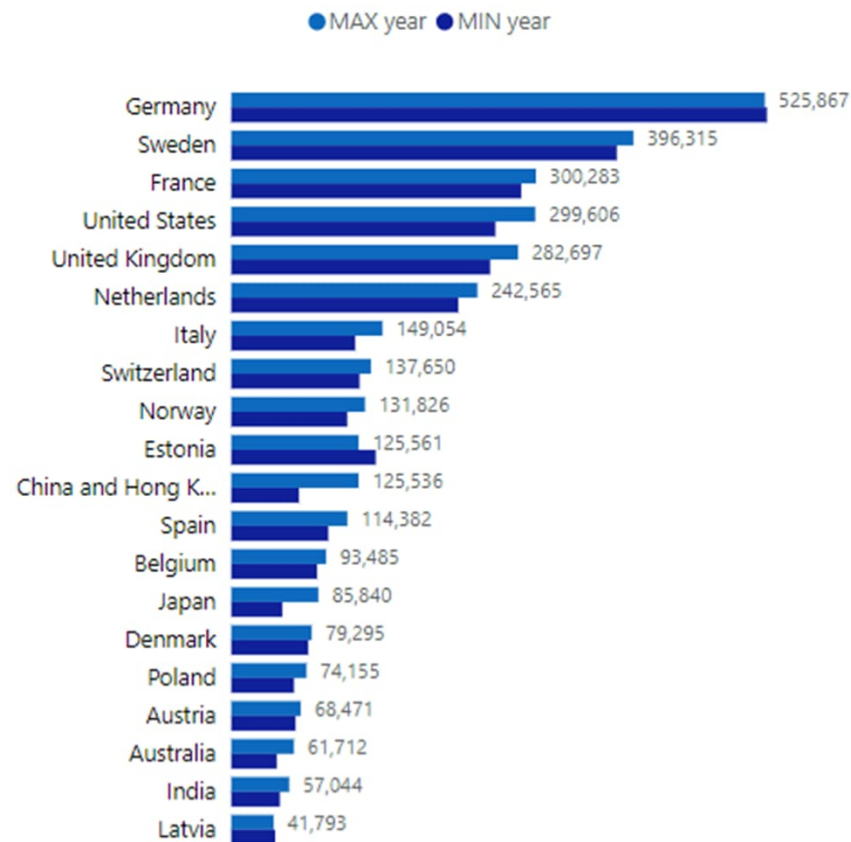
REGION VIEW

FOREIGN REGION VIEW

FOREIGN OVERNIGHTS 2024 compared to 2023 months 1-8

Main area	2024	2023	Change %
	MAX year	MIN year	
HELSINKI REGION	1,834,022	1,610,959	13.8
LAPLAND REGION	1,289,957	1,134,574	13.7
COAST & ARCHIPELAGO	659,101	621,300	6.1
Åland	168,057	175,655	-4.3
Southwest Finland	142,141	131,220	8.3
North Ostrobothnia (excl. Kuusamo)	137,112	111,553	22.9
Uusimaa 2 (excl. Helsinki Metropolitan Area)	64,299	61,473	4.6
Ostrobothnia	52,799	56,600	-6.7
Satakunta	43,460	34,109	27.4
South Ostrobothnia	21,778	20,679	5.3
Kymenlaakso	19,320	19,512	-1.0
Central Ostrobothnia	10,135	10,499	-3.5
LAKELAND	450,139	485,533	-7.3
Pirkanmaa	132,929	149,364	-11.0
Central Finland	75,085	81,577	-8.0
South Savo	60,997	48,092	26.8
Päijät-Häme	45,461	58,283	-22.0
North Savo	41,071	46,031	-10.8
North Karelia	30,156	29,940	0.7
Kainuu	29,136	28,294	3.0
South Karelia	22,208	26,773	-17.1
Kanta-Häme	13,096	17,179	-23.8
Total	4,233,219	3,852,366	9.9

OVERNIGHTS 2024 compared to 2023 months 1-8



Sources: Statistics Service Rudolf, Statistics Finland

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

- Helsinki (+17%)
- Rovaniemi (+7%)
- Vantaa (+10%)
- Inari-Saariselkä (+21%)
- Kittilä-Levi (+13%)
- Åland (-4%)
- Tampere (-13%)
- Kolari-Ylläs (+4%)
- Turku (+5%)
- Espoo (-15%)
- Ruka-Kuusamo (+36%)

Foreign registered overnights in August 2024

August 2024

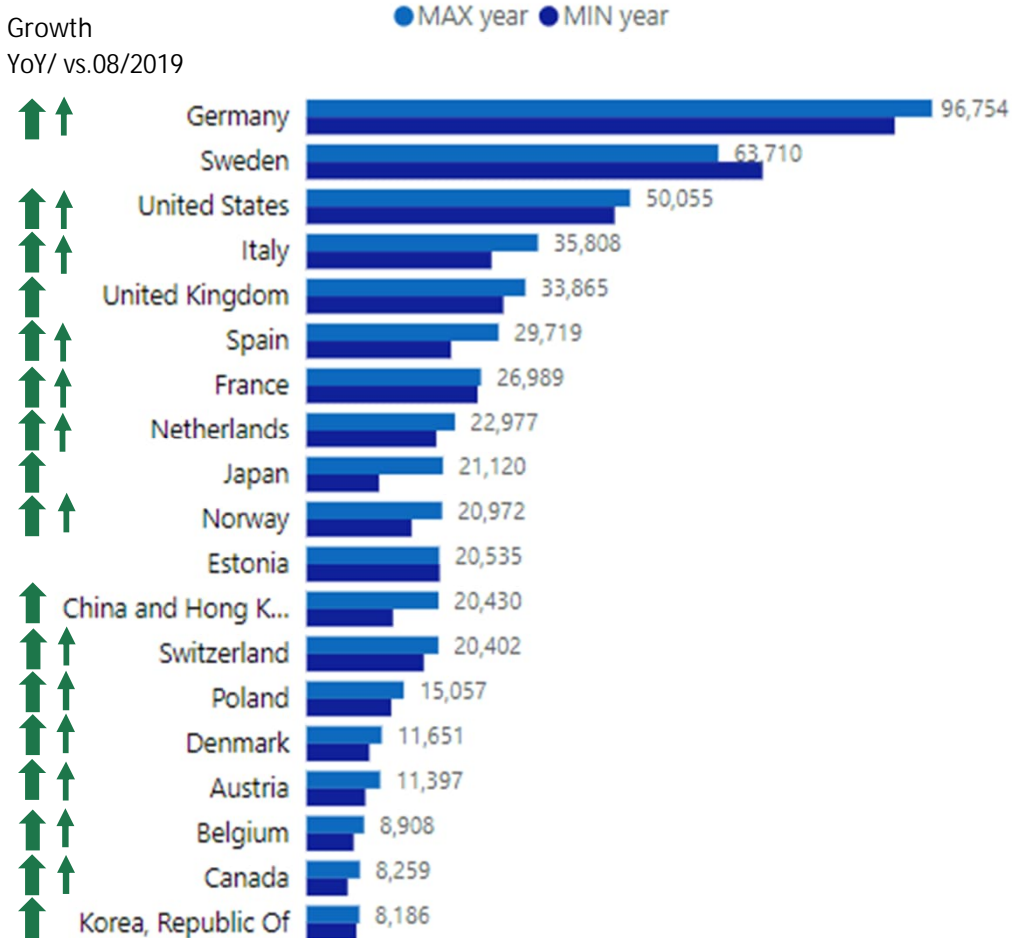
669,400 total foreign overnights; +11% vs. 08/2023, (-15% vs. 08/2019)
 667,300 foreign excl. Russia; +11%, (-3%)
 422,600 EU+UK; +9%, (+1%)
 98,100 Scandinavia; -2%, (-7%)
 67,100 America; +5%, (+30%)
 81,600 Asia; +26%, (-41%)

Top destinations total foreign; vs. 08/2023, (vs. 08/2019)

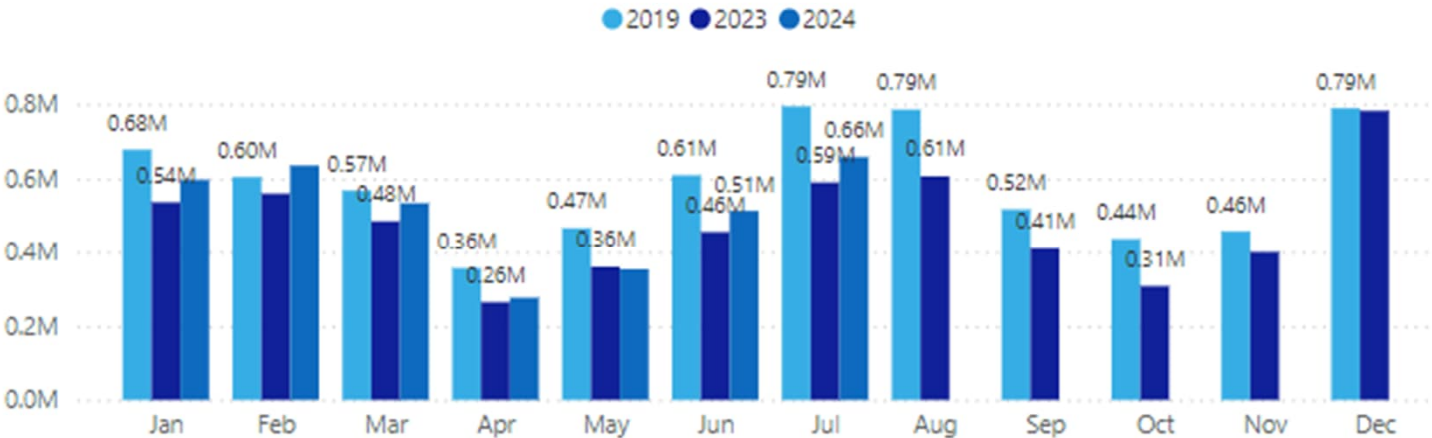
- Helsinki; +20%, (-4%)
- Vantaa; +7%, (-16%)
- Åland; -26%, (-32%)
- Turku; +8%, (+11%)
- Tampere; +45%, (+30%)
- Rovaniemi; +6%, (-1%)
- Espoo; -9%, (-20%)
- Oulu; +47%, (+30%)

Top source markets, total foreign; vs. 08/2023

OVERNIGHTS 2024 compared to 2023 months 8-8



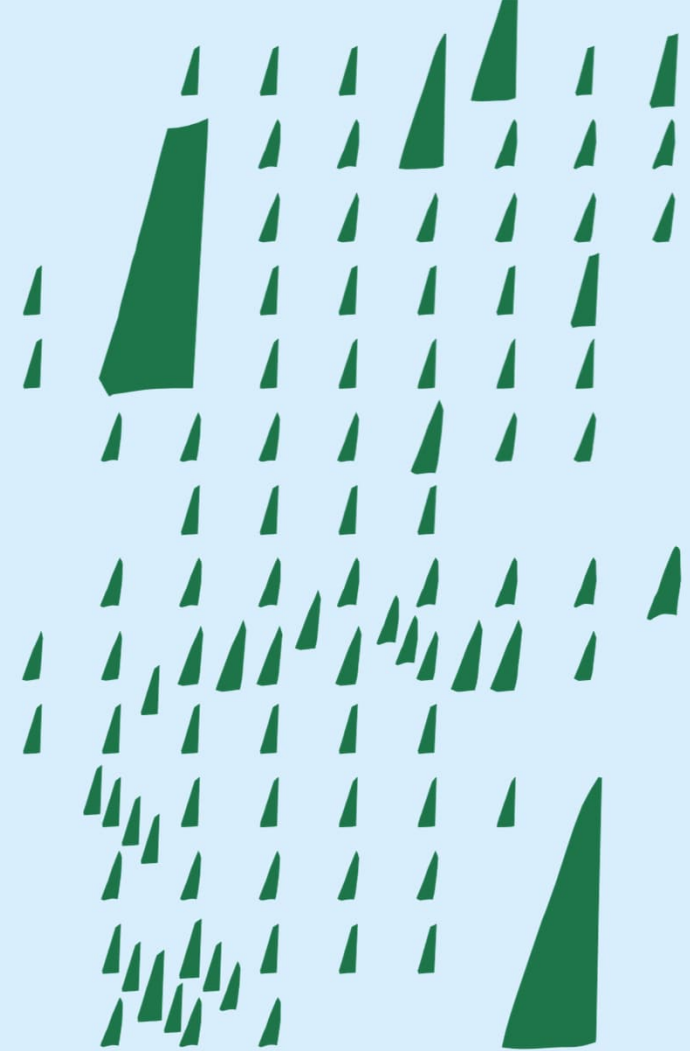
FOREIGN OVERNIGHTS



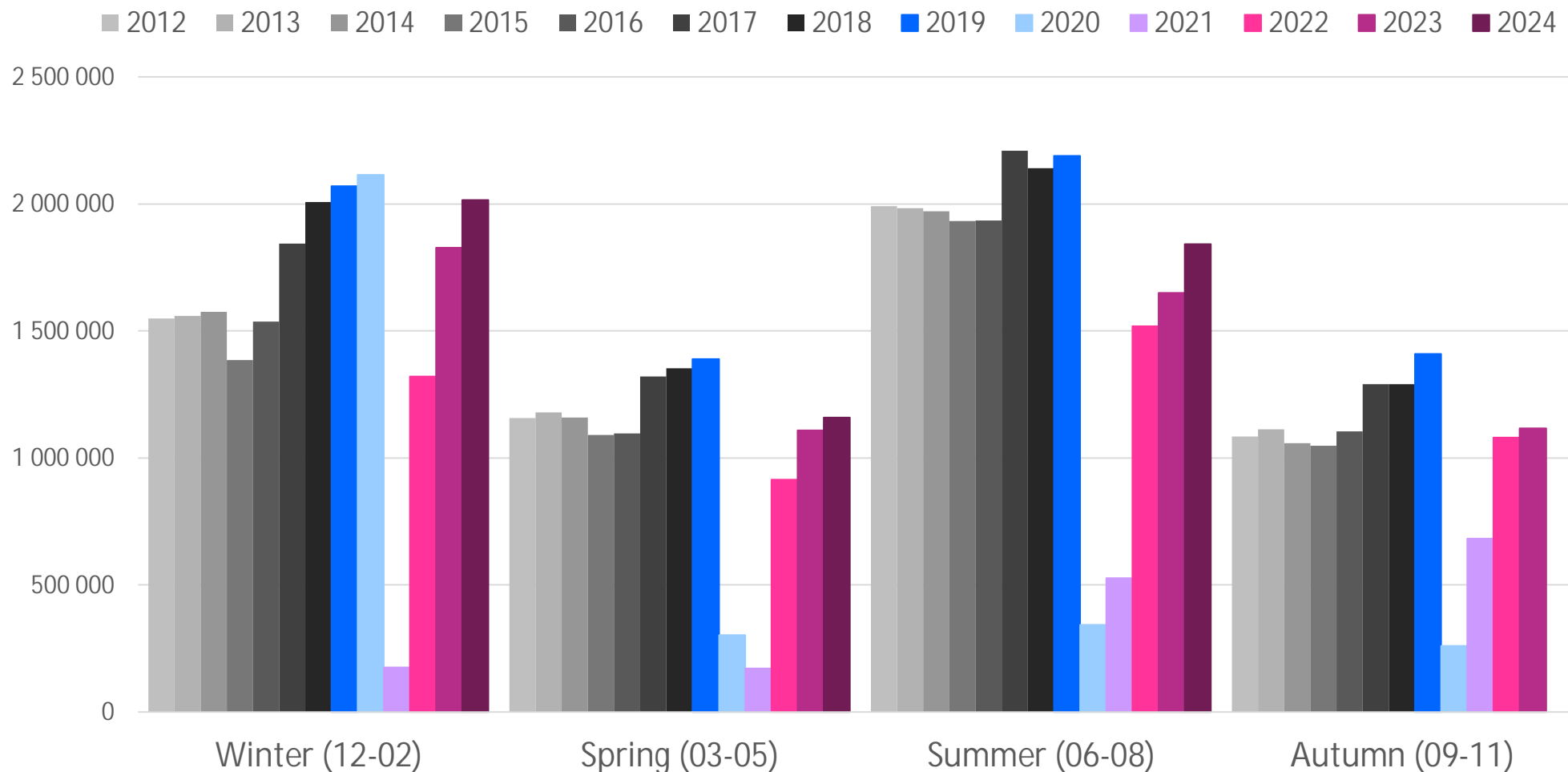
Registered overnights

High summer season 2024

- Foreign overnights increased by 12% compared to previous summer but remained *16% below the numbers of summer 2019*.
- The biggest source markets were Germany, Sweden, and USA.
 - Among the biggest source markets, summer overnights increased or were on the same level compared to previous year as well as to 2019 from USA, Norway, Switzerland, Poland, and Austria.
- Over half of the foreign overnights took place in Helsinki region, where overnights increased by 22% compared to previous summer and *stayed only 6% below summer 2019*.
- Overnights increased also in the Coast & Archipelago area compared to previous summer as foreign overnights increased especially in Turku, Oulu, and Kalajoki both compared to previous summer and *summer 2019*.
- In Lakeland and in Lapland region foreign overnights decreased both compared to previous summer and *summer 2019*.
 - However, compared to previous summer overnights increased in South Savo and Kainuu, as well as in Inari-Saariselkä, Kittilä-Levi, Kuusamo, Kemi-Tornio, Enontekiö, and Muonio. *In Kuusamo, overnights increased also compared to summer 2019.*



Foreign seasonal overnights in Finland 2010-2024



2024 YoY change% +10%

Change% pre-pandemic -3%

+5%

-17%

+12%

-16%

-

-

Overnights in high summer season 2024

And change compared to summer 2023 & pre-pandemic

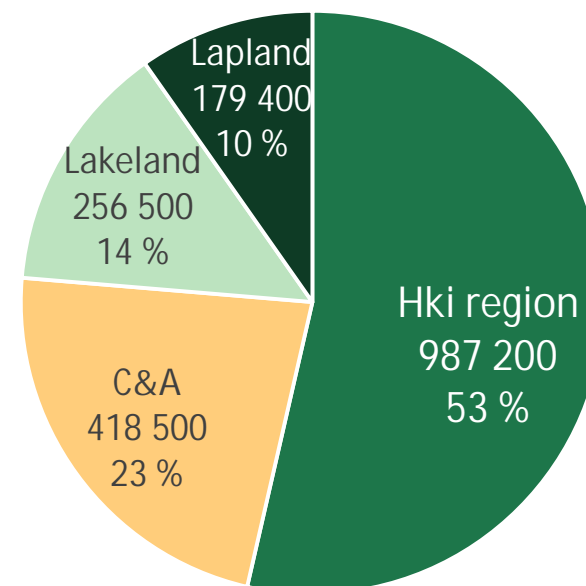
Total foreign & Top source markets	Jun-Aug 2019	Jun-Aug 2023	Jun-Aug 2024	Change 2024 vs. 2019	Change 2024 vs. 2023
TOTAL FOREIGN	2.2M	1.7M	1.8M	-16%	+12%
Germany	270,300	247,800	247,000	-9%	0%
Sweden	255,200	231,700	244,700	-4%	+6%
United States	109,900	140,400	158,700	+44%	+13%
United Kingdom	90,800	79,400	87,900	-3%	+11%
Norway	73,400	61,900	76,500	+4%	+24%
Italy	68,200	54,100	66,200	-3%	+22%
Switzerland	64,400	61,900	64,200	0%	+4%
France	64,100	63,000	61,500	-4%	-2%
Netherlands	62,300	55,900	59,300	-5%	+6%
Estonia	69,400	61,400	58,500	-16%	-5%
Spain	56,600	43,300	55,400	-2%	+28%
China & Hong Kong	133,300	28,200	47,900	-64%	+70%
Japan	73,100	25,100	46,500	-36%	+85%
Poland	31,400	31,700	37,900	+21%	+20%
Denmark	37,700	32,700	36,400	-3%	+11%
Austria	27,900	26,900	29,900	+7%	+11%

1.8M foreign overnights

(+12% vs. summer 2023 & -16% vs. summer 2019)

- 1.1M from EU-27 + UK (+6% & -3%)
- 204,700 from America (+12% & +29%)
- 200,700 from Asia (+35% & -42%)

Foreign overnights / summer 2024



High summer season 2024: Foreign overnights in main regions

Helsinki region

987,200 overnights
 +22% vs. summer 2023
 -6% vs. summer 2019

Share of all foreign 53%

Main dest: Helsinki

Coast & archipelago

418,500 overnights
 +8% vs. summer 2023
 -13% vs. summer 2019

Share of all foreign 23%

Main dest: Åland, Turku,
 Oulu, Vaasa

Lakeland

256,500 overnights
 -4% vs. summer 2023
 -42% vs. summer 2019

Share of all foreign 14%

Main dest: Tampere,
 Savonlinna, Jyväskylä,
 Lahti, Kuopio

Lapland region

179,400 overnights
 -2% vs. summer 2023
 -15% vs. summer 2019

Share of all foreign 11%

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

Top5 countries of origin & YoY change

USA	125,900	+22%
Germany	91,500	+5%
UK	60,800	+20%
Sweden	54,400	+11%
Japan	39,600	+88%

Top5 countries of origin & YoY change

Sweden	159,000	+4%
Germany	51,700	+5%
Norway	26,900	+35%
Estonia	16,700	-10%
USA	13,000	+14%

Top5 countries of origin & YoY change

Germany	60,100	-5%
Sweden	19,600	0%
USA	13,400	-28%
Switzerland	12,700	-5%
UK	12,000	-20%

Top5 countries of origin & YoY change

Germany	43,700	-9%
Norway	19,600	+18%
Switzerland	13,800	+2%
Netherlands	13,300	-7%
Sweden	11,700	+10%

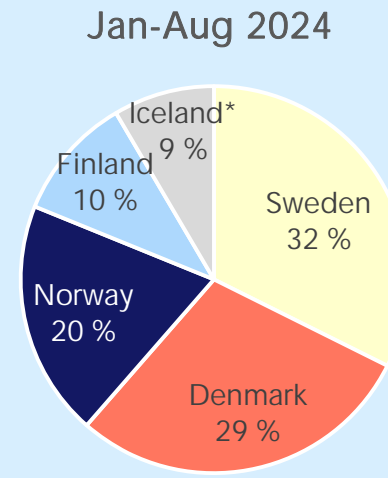
Registered overnights in the Nordics

Jan-Aug 2024

- Total number of foreign overnights was 40.7 million, which was 6% more than same period last year and also *6% more than in 2019*.
 - Finland's share has decreased from 13% in 2019 to 10% in 2024.

Overnights, million	Jan-Aug 2019	Jan-Aug 2023	Jan-Aug 2024	Change 2024 vs. 2019	Change 2024 vs. 2023
Sweden	12,6	12,1	13,2	5 %	9 %
Denmark	9,9	11,2	11,8	19 %	6 %
Norway	7,5	7,4	8,0	6 %	8 %
Finland	4,9	3,9	4,2	-13 %	10 %
Iceland*	3,6	3,7	3,4	-3 %	-6 %
Nordics, total	38,5	38,3	40,7	6 %	6 %

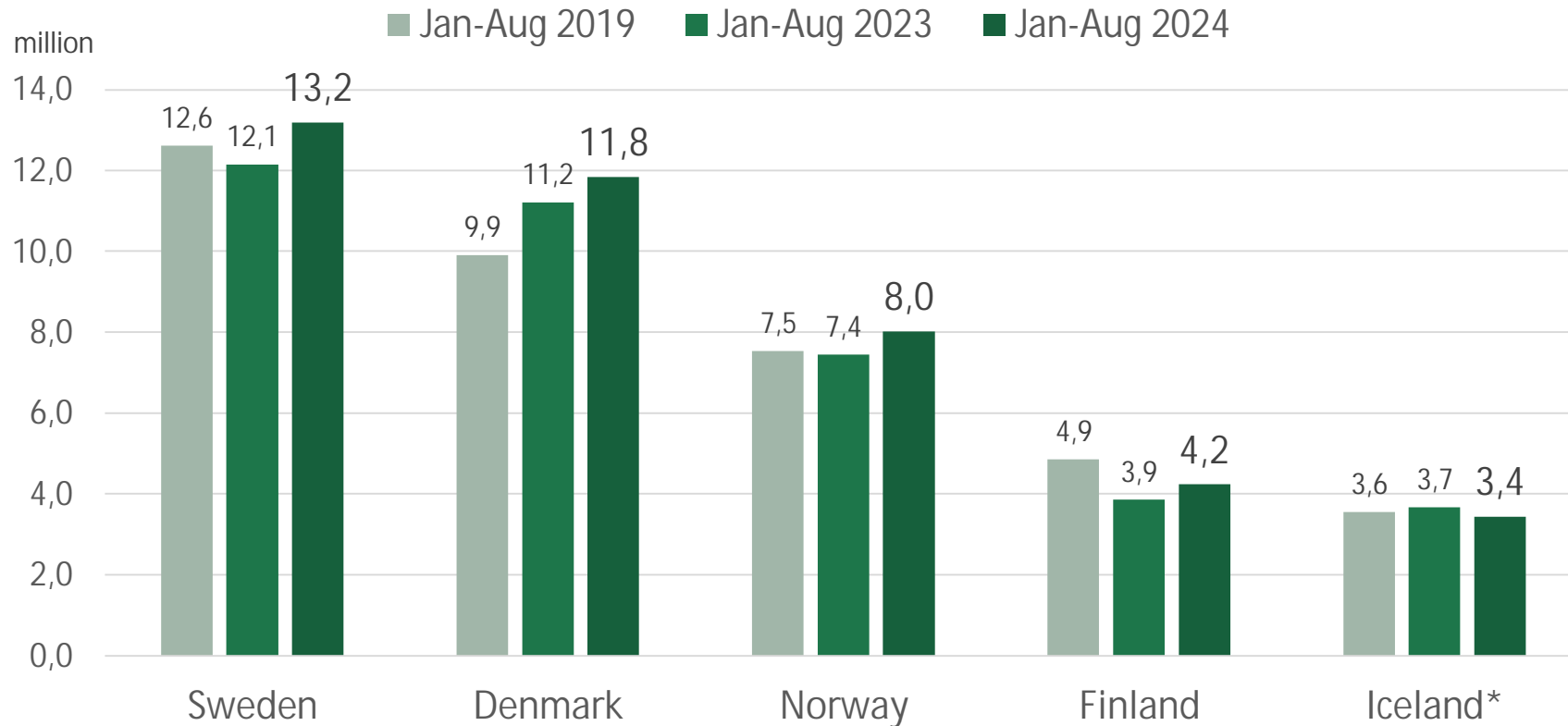
*) incl. only hotels & guesthouses



Summer (Jun-Aug) 2024

- Number of foreign overnights was highest in Sweden (8.5M; YoY +6%, vs. 2019 +4%), Denmark (7.5M; +4%, +17%), and Norway (5.4M; +3%, +3%).
- Finland, with 1.8M foreign overnights, had the highest relative growth (+12%) compared to previous summer. However, Finland and Iceland were the only Nordic countries which didn't reach summer 2019 figures.
- Iceland was the only Nordic country where foreign overnights decreased compared to previous summer.

Cumulative foreign overnights in Nordics Jan-Aug



	Sweden	Denmark	Norway	Finland	Iceland*
2024 vs. 2023	+9%	+6%	+8%	+10%	-6%
2024 vs. 2019	+5%	+19%	+6%	-13%	-3%

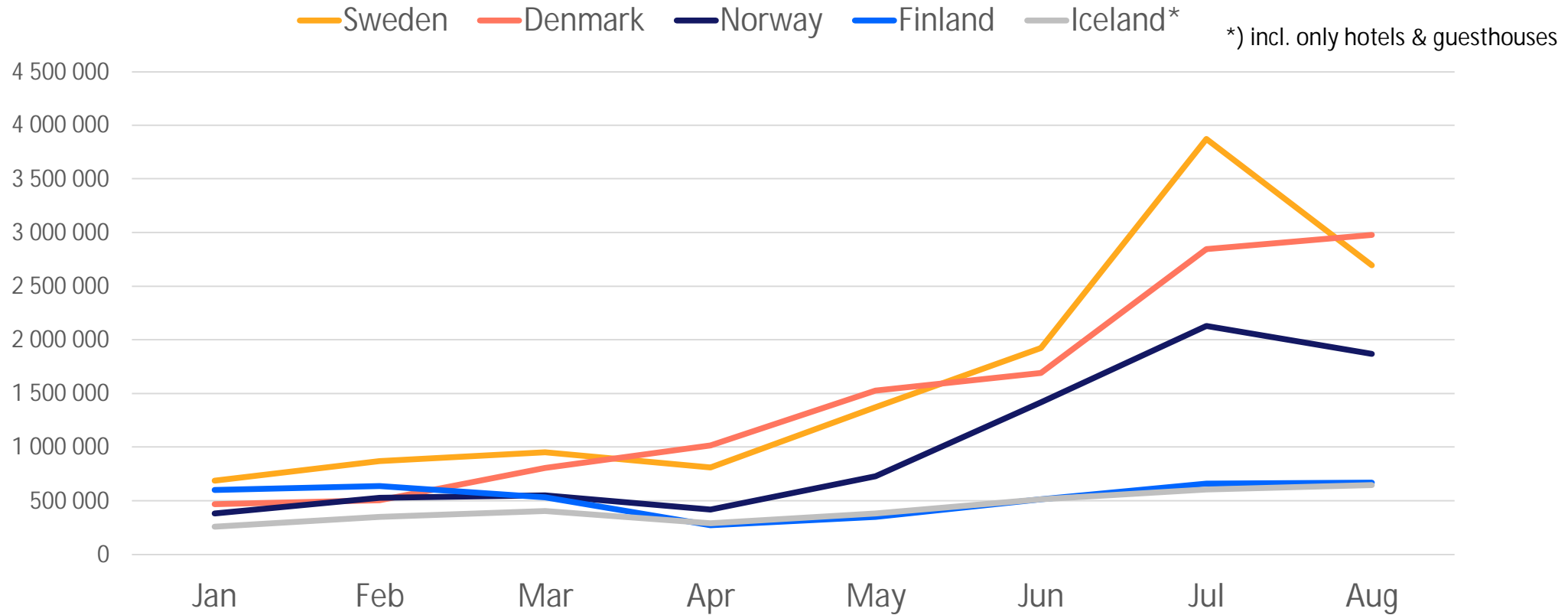
Registered foreign overnights in Nordics Jan-Aug 2024

Denmark and Norway have totally recovered compared to 2019.

Sweden behind 2019 in Jan & Apr.

Finland above 2019 only in Feb.

Iceland reached 2019 levels during several months in 2023, but this year foreign overnights were above 2019 only in May.

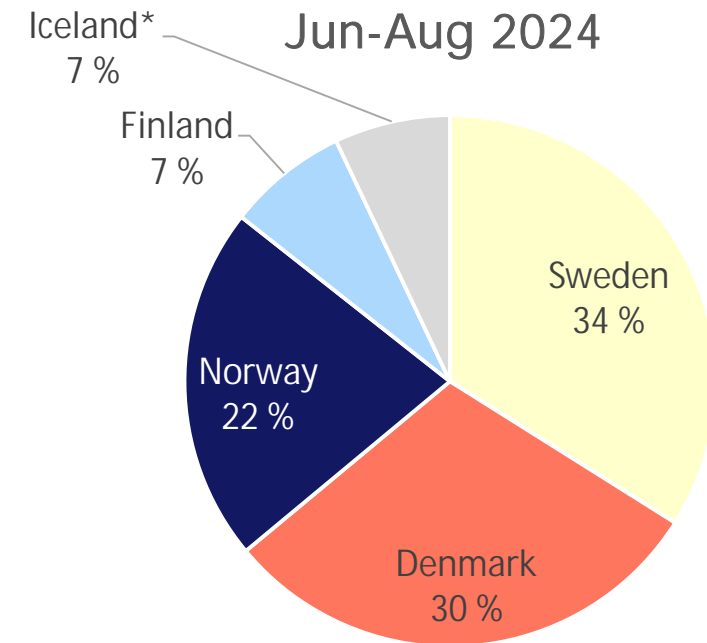
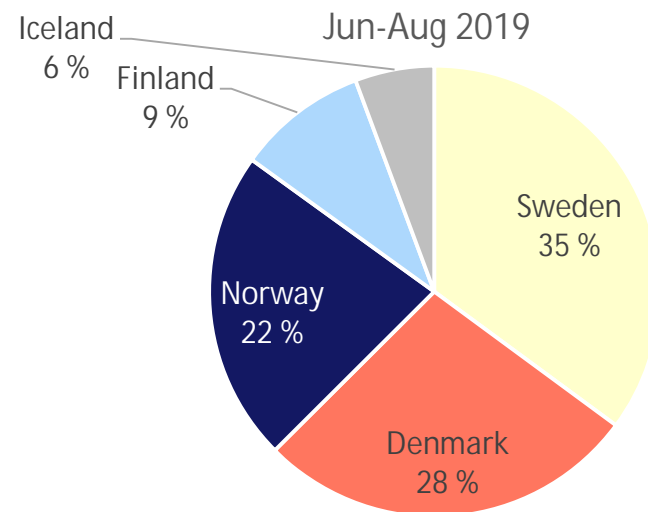


YoY change	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
SE	+7%	+15%	+27%	-5%	+18%	+9%	+3%	+9%
DK	+8%	+8%	+35%	-10%	+16%	+3%	+1%	+6%
NO	+18%	+20%	+29%	+8%	+14%	+1%	+4%	+5%
FI	+12%	+14%	+10%	+4%	-3%	+13%	+12%	+10%
IS	-8%	+1%	0%	-16%	-12%	-8%	-7%	-3%

Finland's market share has remained on a lower level in summer travel to the Nordics

Overnights, millions	Summer 2019	Summer 2023	Summer 2024	Change 2024 vs. 2019	Change 2024 vs. 2023
Sweden	8,2	8,0	8,5	4 %	6 %
Denmark	6,4	7,3	7,5	17 %	4 %
Norway	5,2	5,2	5,4	3 %	3 %
Finland	2,2	1,7	1,8	-16 %	12 %
Iceland*	1,8	1,9	1,8	-4 %	-6 %
Total	23,9	24,0	25,0	5 %	4 %

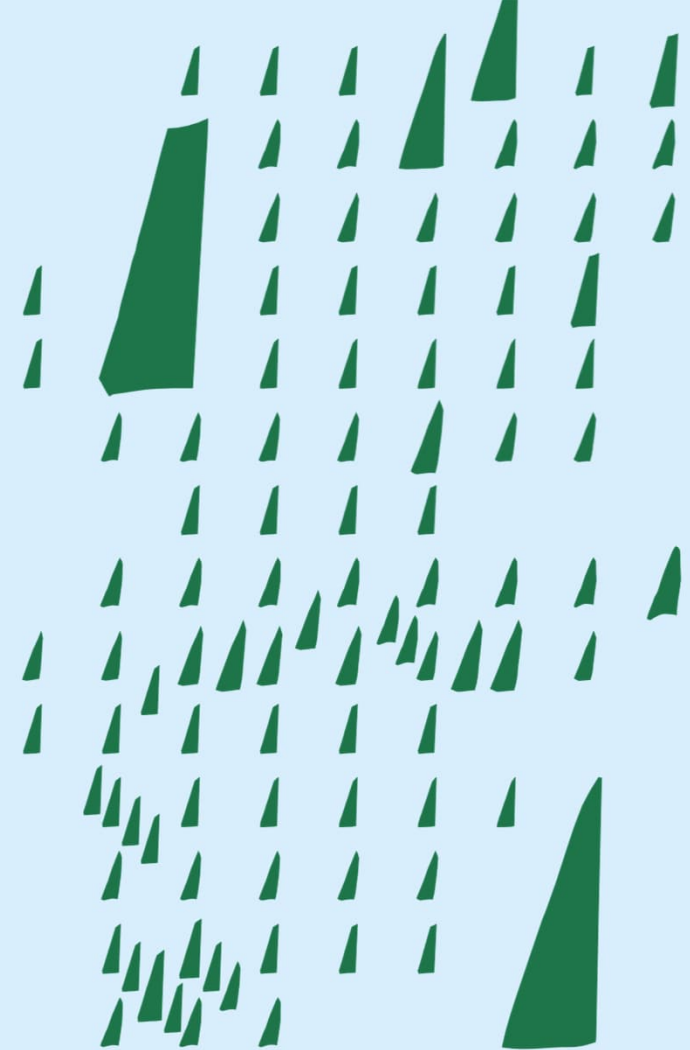
Compared to the other Nordic countries, Finland's recovery has been clearly slower due to the big impact Russian and the Asian travellers had especially on the summer travel to Finland pre-pandemic.



Flight capacity and bookings for autumn

Outlook for Sep-Nov 2024

- For the autumn season, capacity is improving especially to Finland when comparing to previous autumn. However, capacity to Finland and Sweden remains still 17% below the pre-pandemic level.
 - Capacity to Norway is already very close to autumn 2019.
- Flight bookings for the autumn months are growing compared to previous year to Finland, Sweden and Norway. Norway has the strongest growth and the bookings to Norway are already clearly above the levels of 2019.



Seat capacity & flight bookings worldwide for Sep-Nov 2024

Seat capacity has increased the most to Finland compared to previous autumn, but it still remains clearly below pre-pandemic level. Capacity to Norway has recovered faster than capacity to Finland and Sweden.

Bookings of foreign visitors for autumn months have also increased compared to previous year. For Finland, the growth in bookings increases towards November. Bookings to Norway area growing strongly each of the autumn months even compared to pre-pandemic.

Seat capacity on direct flights

Sep-Nov/2024 compared to previous year (& pre-pandemic)



Database update 13-Oct



+10% (-17%)



+1% (-17%)



+5% (-5%)

Flight bookings (direct & non-direct flights)

Sep-Nov/2024 compared to previous year (& pre-pandemic)



Database update 06-Oct



+11% (-18%)

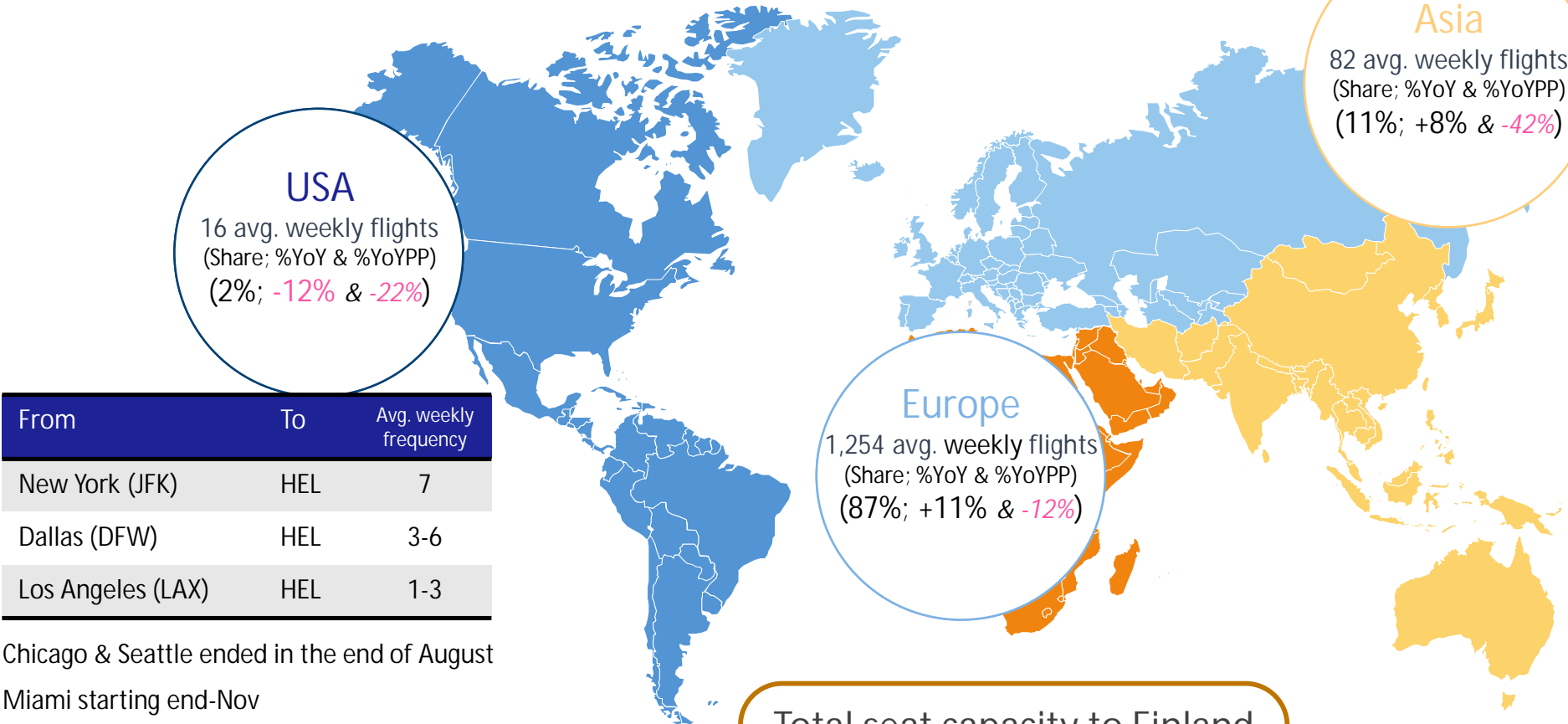


+11% (-10%)



+18% (+11%)

Direct int'l flights to Finland September – November 2024 and change in seat capacity compared to 2023 (& pre-pandemic)



From	To	Avg. weekly frequency
New York (JFK)	HEL	7
Dallas (DFW)	HEL	3-6
Los Angeles (LAX)	HEL	1-3

Chicago & Seattle ended in the end of August
Miami starting end-Nov

Total seat capacity to Finland
for Sep-Nov 2024
2.6 M
+10% vs. 2023 & -17% vs. 2019

From	To	Average weekly frequency
Tokyo (HND)	HEL	12→10
Bangkok (BKK)	HEL	7→14
Doha (DOH)	HEL	7-8
Seoul (ICN)	HEL	7
Singapore (SIN)	HEL	7
Delhi (DEL)	HEL	7
Hong Kong (HKG)	HEL	5-8
Shanghai (PVG)	HEL	7→6
Tokyo (NRT)	HEL	6→3
Osaka (KIX)*	HEL	5→0
Nagoya (NGO)*	HEL	2→0
Zhengzhou (CGO)	HEL	1
Dubai (DXB)**	HEL	0→6
Hurghada (HRG)**	HEL	0→3
Phuket (HKT)**	HEL	0→3

*) summer season
**) winter season

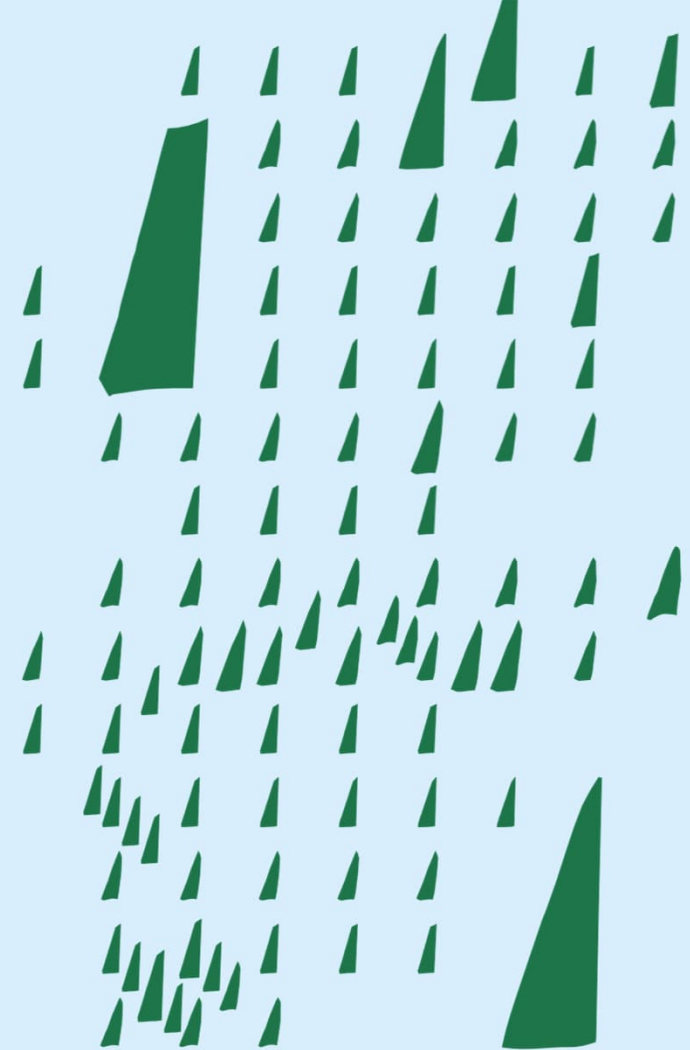
Follow up on flight bookings* to Finland for September - November 2024 compared to 2023 & (pre-pandemic)



Flight capacity and bookings for winter

Outlook for Dec 2024 – Feb 2025

- For the winter season, capacity is improving especially to Finland and Norway compared to previous winter. It has come very close already the below pre-pandemic levels also in Finland and Norway.
 - Capacity to Sweden remains on the same level than last winter, so it still stays 24% below pre-pandemic levels.
- Demand for winter travel to the Nordics can clearly be seen in flight bookings which continue to grow strongly compared to both previous winter and the winter before the covid years.
 - Bookings made by the beginning of October shows that Finland is leading the way with nearly 130,000 bookings.
 - Winter bookings to Finland, Norway, and Sweden are growing from nearly all main source markets both compared to previous winter and to winter pre-pandemic.



Seat capacity & flight bookings worldwide for Dec/2024 – Feb/2025

Seat capacity for winter months is increasing the most to Finland compared to previous winter, and it is also getting closer to the pre-pandemic level compared to other seasons.

Bookings of foreign visitors for winter have increased strongly both for Finland and Norway, so it seems that new records will be made this winter again in both countries. Bookings to Sweden show positive development as well.

It might also be that bookings are made earlier than before, so the pace of the growth might slow down towards the winter months.

Seat capacity on direct flights

Dec/24 – Feb/25 compared to previous year (& pre-pandemic)



Database update 13-Oct



+15% (-7%)



+1% (-24%)



+8% (-8%)

Flight bookings (direct & non-direct flights)

Dec/24 – Feb/25 compared to previous year (& pre-pandemic)



Database update 06-Oct



+30% (+53%)

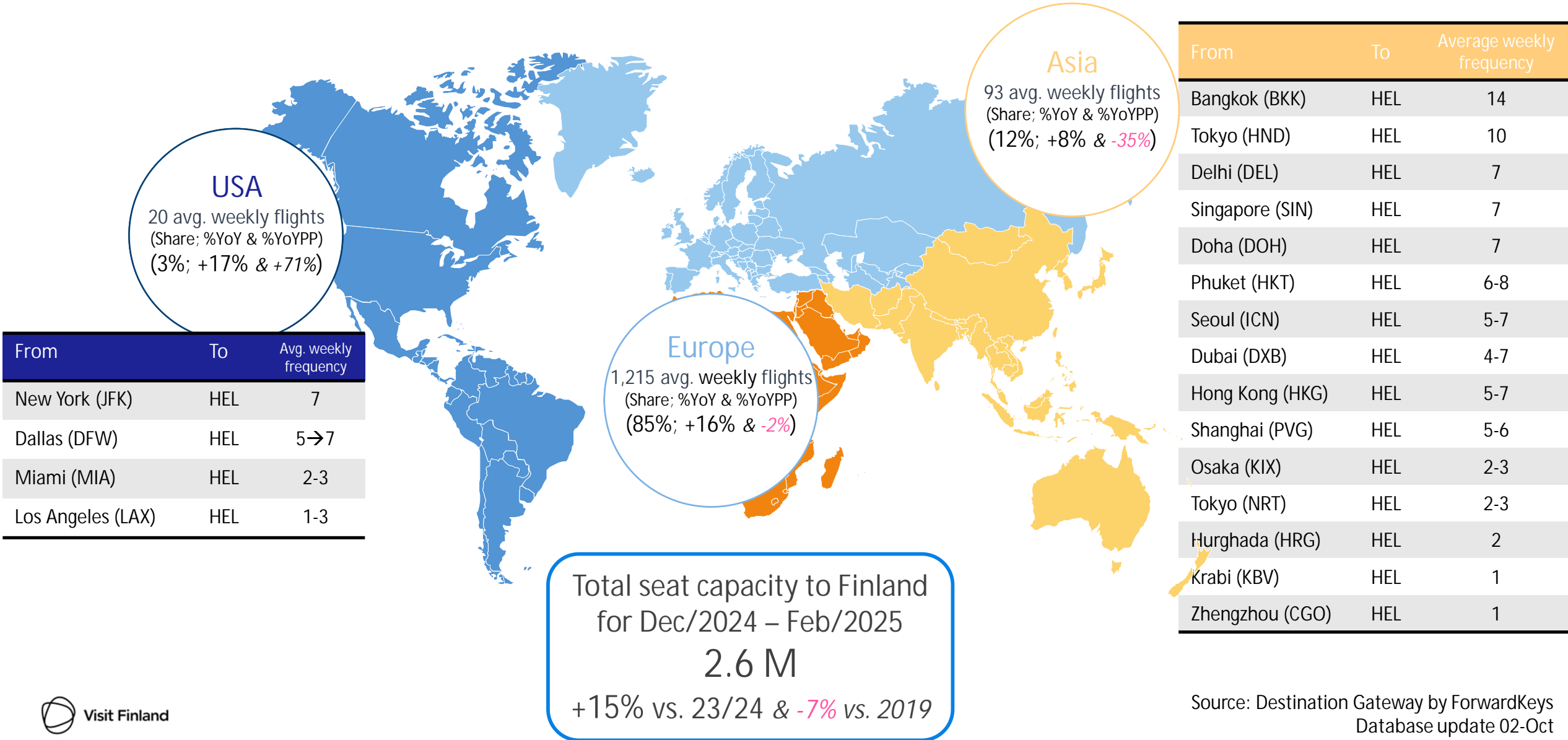


+12% (+21%)



+25% (+61%)

Direct int'l flights to Finland Dec/2024 – Feb/2025 and change in seat capacity compared to last year (& pre-pandemic)

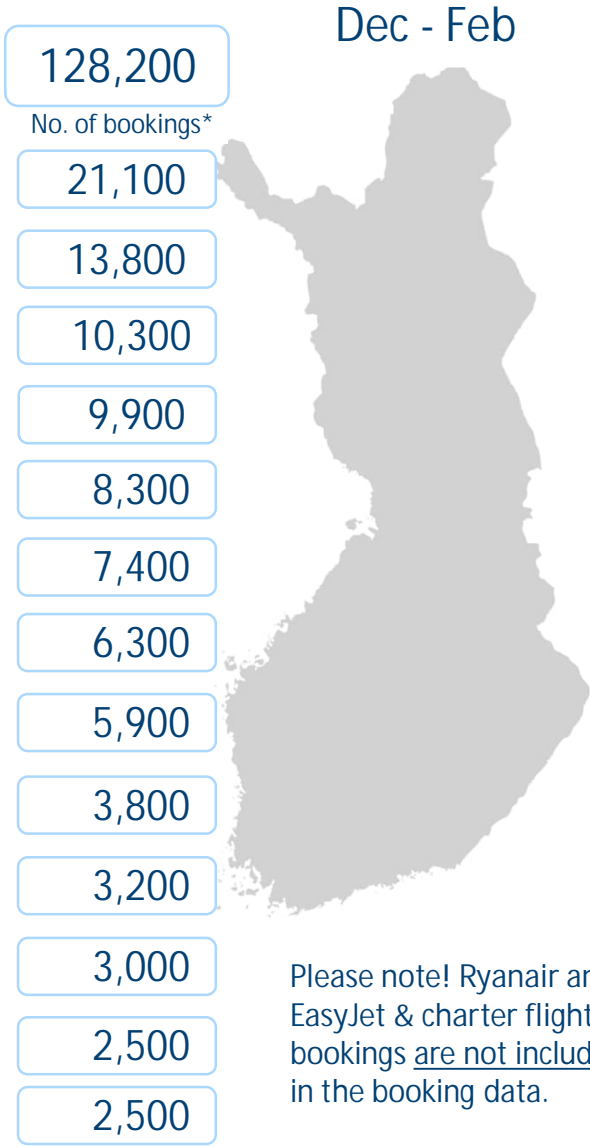


Follow up on flight bookings* to Finland for December 2024 – February 2025

compared to previous year & (pre-pandemic)

*Bookings for Dec-Feb → 1.9. → 6.10.

Total int'l Dec24-Feb25 YoY & (vs. pre-pandemic)	+33% (+61%)	+30% (+53%)
Germany	+22% (+115%)	+23% (103%)
UK	+40% (+25%)	+36% (+13%)
France	+4% (+76%)	0% (+61%)
USA	+72% (+171%)	+53% (+146%)
Switzerland	+44% (+64%)	+35% (+57%)
Australia	+58% (+54%)	+63% (+57%)
Spain	+6% (+98%)	+2% (+103%)
Netherlands	+3% (+73%)	+8% (+57%)
Italy	+27% (+89%)	+20% (+62%)
Japan	+126% (+27%)	+110% (+36%)
Singapore	+141% (+78%)	+89% (+69%)
Austria	+43% (+142%)	+49% (+134%)
India	+145% (+245%)	+154% (+209%)



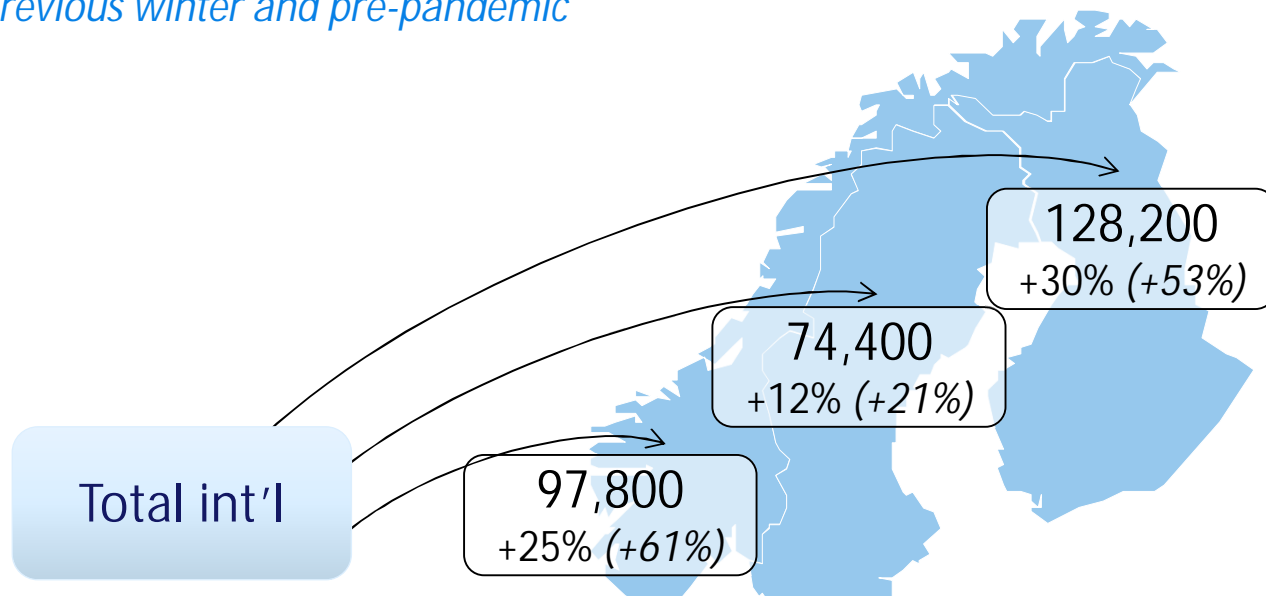
Please note! Ryanair and EasyJet & charter flights bookings are not included in the booking data.

*) Bookings including at least one night in Finland.

Total int'l flight bookings to FI, SE & NO for Dec/2023 – Feb/2024

Comparison to previous winter and pre-pandemic

Database update 06-Oct



Top10 source markets NO	YoY	Vs. pre-pandemic
USA	+38%	+137%
UK	+31%	+66%
Germany	+12%	+71%
Netherlands	+12%	+39%
France	-9%	+64%
Switzerland	+26%	+52%
Australia	+30%	+38%
Denmark	+16%	+2%
Spain	+13%	+141%
China	+220%	+41%

Top10 source markets SE	YoY	Vs. pre-pandemic
UK	+17%	+39%
Germany	+14%	+10%
USA	+7%	+33%
France	+9%	+49%
Netherlands	+24%	+25%
Switzerland	0%	+7%
Denmark	+55%	+274%
Australia	+25%	+13%
Spain	-2%	+54%
Norway	-2%	-18%

Top10 source markets FI	YoY	Vs. pre-pandemic
Germany	+23%	+103%
UK	+36%	+13%
France	0%	+61%
USA	+53%	+146%
Switzerland	+35%	+57%
Australia	+63%	+57%
Spain	+2%	+103%
Netherlands	+8%	+57%
Italy	+20%	+62%
Japan	+110%	+36%

