



Visit Finland

# VF monthly follow up

June 2024



# Summary

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

### Border survey latest 12 months (Jul 2023 – Jun 2024)

- Foreign visitors made **4.8 million trips** to Finland during the **latest 12 months** (July 2023 – June 2024) and they **spent nearly 4.0 billion euros in Finland**. **Median length of stay** was **4 nights** and **73%** of the visitors were travelling for **leisure purposes**.
  - **Slightly over 60% of the leisure travellers** came to Finland for **vacation/recreation** and nearly a third were visiting friends or relatives.
  - **Vacation/recreation travellers** made **2.1 million trips** to Finland (**44%** of all trips) and **spent 1,719 million euros** in Finland (**44%** of total spending of all foreign visitors).

### Registered overnights in Finland (Jan-Jun 2024 & June 2024)

- Number of registered **foreign overnights** in **Jan-Jun 2024** were **9% above** the figures of previous year, but still *11% below pre-pandemic*. The biggest source markets were **Germany, France, UK, Sweden, USA, and the Netherlands**.
- During **June 2024**, registered foreign overnights **increased by 13%** compared to June 2023 but stayed *16% below June 2019*. **Sweden, Germany, and USA** were the biggest source markets and **Helsinki region** was the most popular region for the stays.

### Overnights in short-term rentals in 2023 and monthly trend for Q1/2024

- The importance of **short-term rentals via international platforms** has clearly **increased** during the latest years. In **2023**, foreign overnights in **short-term rentals** added up to **2.0 million**, so the total number of foreign paid overnights was **7.8 million**. The **share of foreign overnights in short-term rentals** was already **26%** in 2023, while the share was 23% in 2022 and 21% in 2019.
- The use of short-term rentals has increased **especially in Lapland**, and the **share** of short-term rentals grew from 22% in 2022 to **27%** in 2023. **The year-on-year growth rate** with overnights in short-term rentals **in Lapland was 62%**, and in **Rovaniemi** as high as **74%**.

# Summary

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

### Registered overnights in the Nordics Jan-Jun 2024 & June 2024

- **Total number of registered foreign overnights** during Jan-Jun 2024 was **21.4 million**, which was **9%** more than same period last year and **7% more than in 2019**.
  - Compared to last year, overnights have increased to each Nordic country, except Iceland. However, *Finland is the only Nordic country where overnights for Jan-Jun haven't reached the pre-pandemic level. Finland's share of foreign overnights has decreased from 16% in H1/2019 to 14% in H1/2024.*
- In **June 2024**, foreign overnights were highest in **Sweden** (1.9M, YoY +9%), **Denmark** (1.7M, YoY +3%), and **Norway** (1.4M, YoY +1%). **Finland**, with 0.5M foreign overnights, had **the highest relative growth (+13%) compared to previous June**.

### Flight capacity and bookings for summer season (Jun-Aug) and first outlook for autumn

- Flight **capacity** as well as **bookings** for the **summer season have increased to Finland, Sweden, and Norway compared to the previous summer**. However, *Norway is the only one of these neighbouring countries which has nearly reached the pre-pandemic level.*
- The first **outlook for the autumn months (Sep-Nov)** indicates that the winter season in Lapland keeps its popularity as the **growth rate of the bookings clearly increases towards November**.

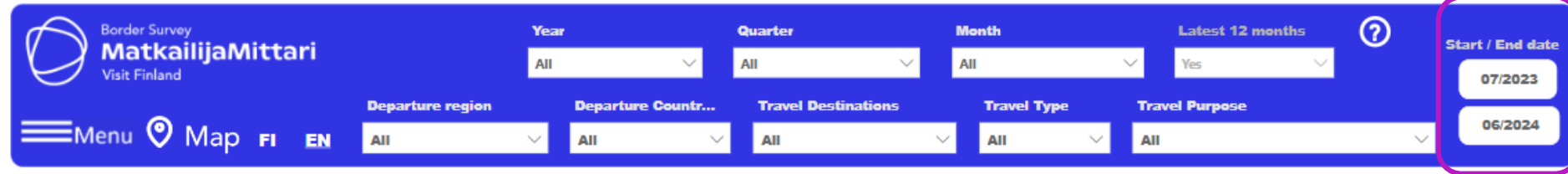
### Travel related searches regarding Finland Q2/2024

- **Travel related searches continued increasing** also during Q2/2024. The number of international searches totalled to **1.8 million** which was **15%** more than Q2/2023.
  - Biggest markets by number of searches were **USA, Japan, and Germany**, and USA and Japan had both double-digit growths compared to previous year.
  - Beside general information as Tourism, Travel, and Places to visit, search volumes increased also on **Hotels, Northern lights, Holiday packages, Santa Claus, and Glass cabins**.

# Border Survey / Latest 12 months (July 2023 – June 2024)

## Foreign visitors in Finland

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



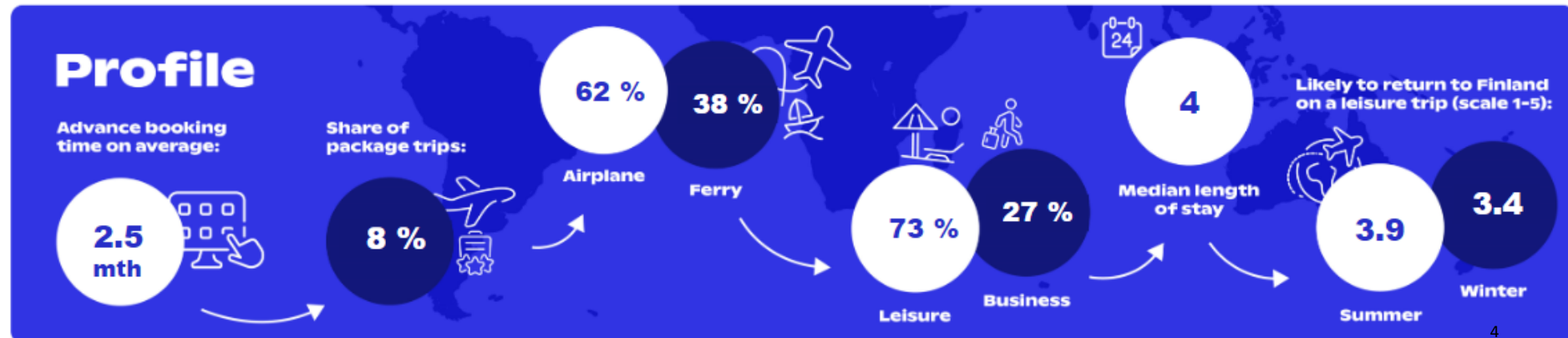
### Personal/leisure trips 3,467K

- 61% vacation/recreation
- 32% visiting friends/relatives
- 3% study



### Work related trips 1,293K

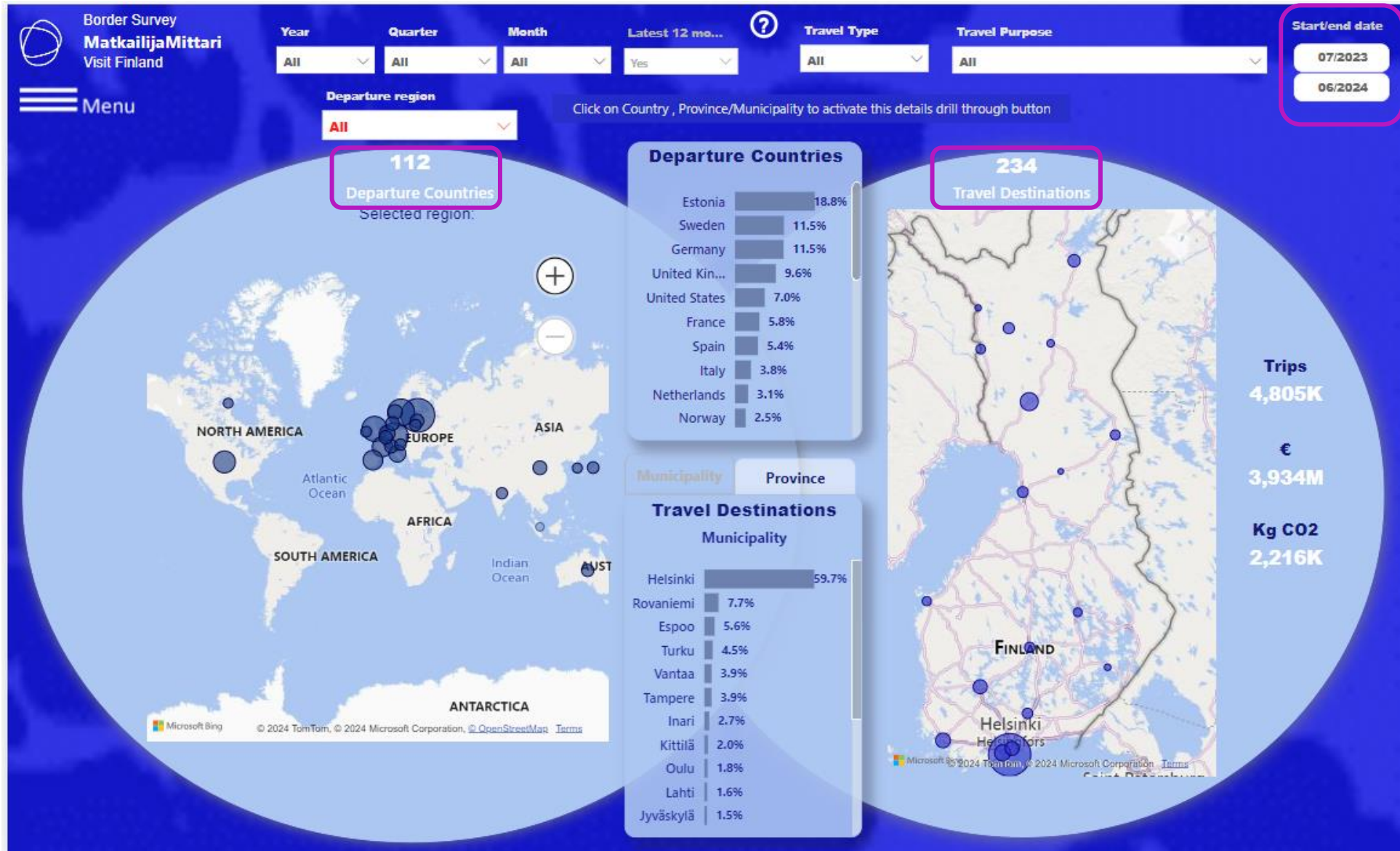
- 33% work performed in FI (for a Finnish employer)
- 29% meeting/work trip (non-Finnish employer)
- 17% conference, congress, fair



# Border Survey / Latest 12 months (July 2023 – June 2024)

Foreign visitors in Finland

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



# Vacation/recreation travellers – Latest 12 months (July 2023 – June 2024)

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

During the latest 12 months of Jun 2023-Jul 2024, **vacation/recreation travellers** made **2.1 million trips** to Finland and **spent 1,719 million euros** in Finland.

**Total spending** was highest in **Dec 2023** and in **Aug 2023**. Over 150 million total spend was reached also in Jan, Feb, and Mar 2024.

**German, British, US, and French** vacation/recreation travellers had the biggest total spend.

**Median length of stay** was highest during Q1/2024.



# 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

**512,500**

+13% (-16%)

Jun/24 foreign overnights in FIN



**134,900**

+12% (-22%)

Jul/24 int'l flight arrivals to FIN



**108,800**

+4% (-20%)

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



**926,800**

+14% (-17%)

Jul/24 flight seat capacity to FIN



**925,800**

+12% (-18%)

Aug/24 outlook for seat capacity to FIN



Several months' view

**2.9M**

+9% (-11%)

01-06/24 foreign overnights in FIN



**671,200**

+11% (-19%)

02-07/24 (6 mths) arrivals to FIN



**245,600**

+16% (-1%)

08/24 – 01/25 (6 mths) outlook for flight bookings to FIN



**5.1M**

+11% (-19%)

02-07/24 (6 mths) flight seat capacity to FIN



**5.3M**

+11% (-15%)

08/24 – 01/25 (6 mths) outlook for seat capacity to FIN



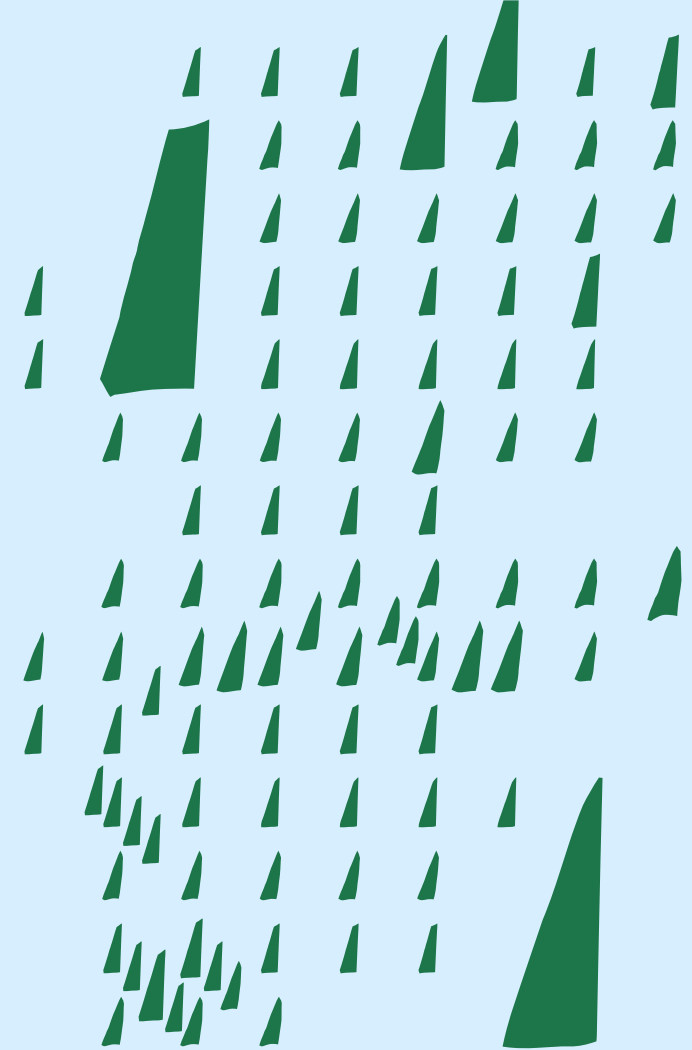
# Registered overnights

- January – June 2024

- Foreign overnights increased by **9%** compared to previous year but remained 11% below the numbers of 2019. The biggest source markets were **Germany, France, UK, Sweden, USA, and the Netherlands.**
- Total accommodation revenue increased by **3%** as the foreign revenue increased by **15%** compared to Jan-Jun 2023 (domestic revenue -2%).

- June 2024

- Foreign overnights: **512,500** (+13% vs. 06/2023 & -16% vs. 06/2019)
- Foreign excl. Russia: **510,900** (+13% vs. 06/2023 & -8% vs. 06/2019)
- Top source markets: **Sweden, Germany, USA**
- Main destinations:  
**Helsinki region, Turku, Mariehamn, Tampere**





# Registered overnights Jan-Jun 2024

	Jan-Jun 2024	Change-% vs. Jan-Jun 2023	Change-% vs. Jan-Jun 2019
<b>Total</b>	<b>10.6M</b>	<b>0%</b>	<b>0%</b>
<b>Domestic</b>	<b>7.7M</b>	<b>-3%</b>	<b>+5%</b>
<b>Foreign, total</b>	<b>2.9M</b>	<b>+9%</b>	<b>-11%</b>
<b>Foreign excl. Russia</b>	<b>2.9M</b>	<b>+10%</b>	<b>+1%</b>
<b>Scandinavia</b>	<b>349,200</b>	<b>+6%</b>	<b>-7%</b>
<b>EU-27 + UK</b>	<b>1.9M</b>	<b>+6%</b>	<b>+8%</b>
<b>America</b>	<b>259,300</b>	<b>+19%</b>	<b>+29%</b>
<b>Asia</b>	<b>362,800</b>	<b>+33%</b>	<b>-32%</b>

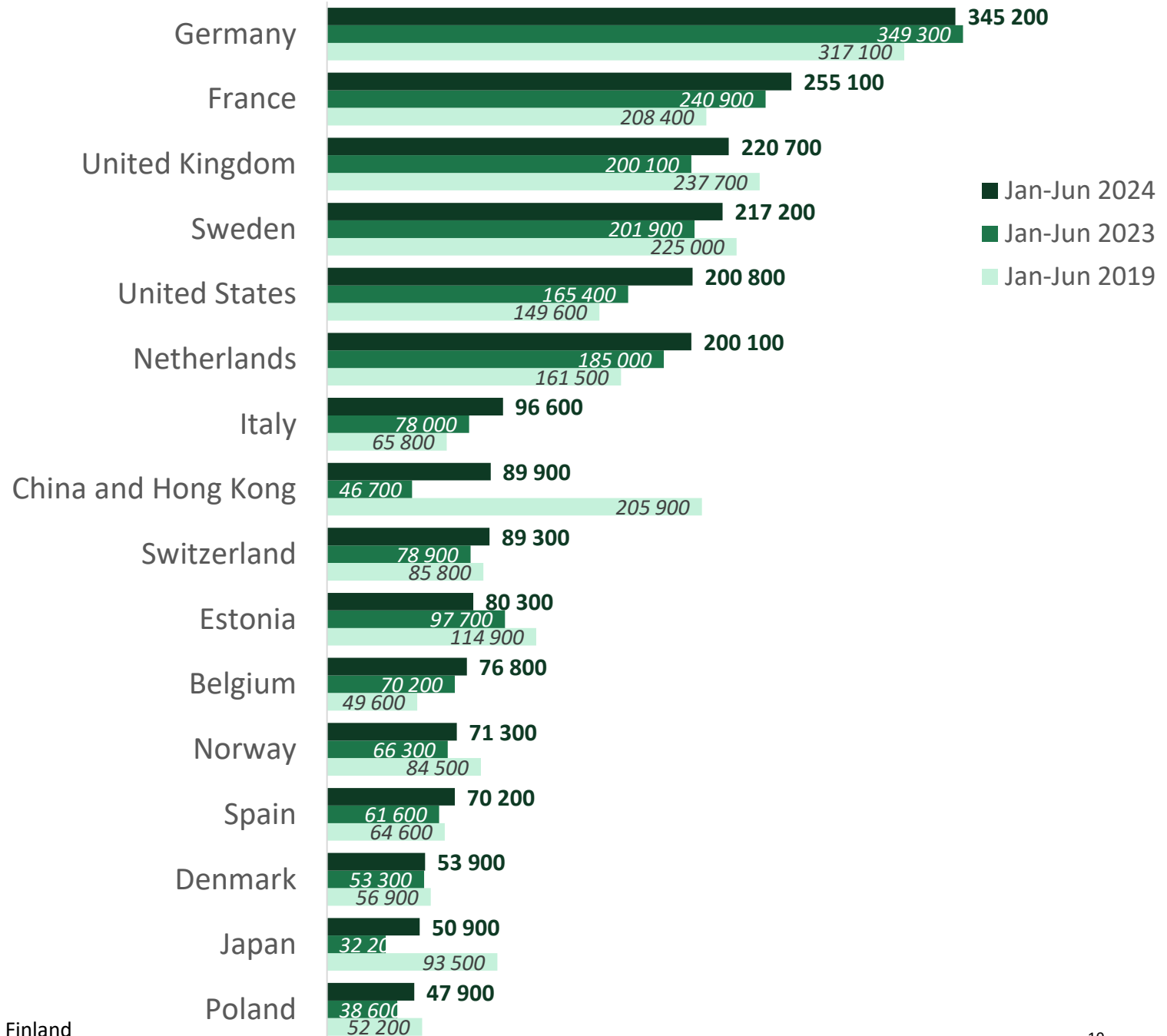


# Top16 origin countries

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

During the first half of 2024, number of overnights exceeded both previous year and 2019 figures from these biggest source markets:

- **France**
- **USA**
- **Netherlands**
- Italy
- Switzerland
- Belgium
- Spain





# Registered overnights & Accommodation revenue



Year

- 2018
- 2019
- 2020
- 2021
- 2022
- 2023
- Latest

Year month

- Jan
- Feb
- Mar
- Apr
- May
- Jun

Overnights 10.6M TOTAL overnights	YoY change % 0 YoY change %	Foreign 2.9M Overnights	YoY change % 9.4 Foreign	Domestic 7.7M Overnights	YoY change % -3 Domestic	Revenue 731.1M TOTAL revenue	YoY change % 3 YoY change %
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View Main regions, Regions by

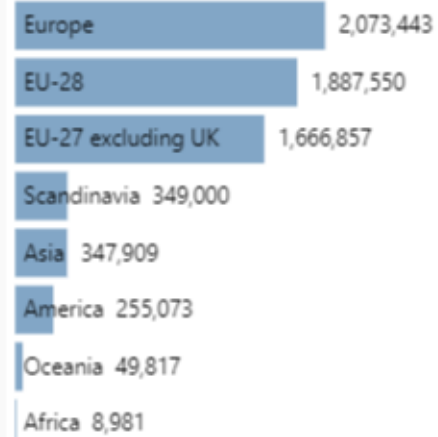
Domestic Foreign

VIEW REVENUE DETAILS

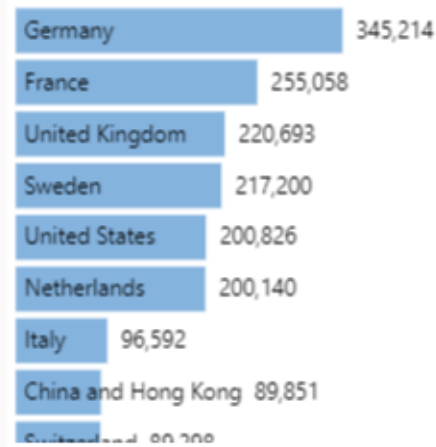
VIEW OVERNIGHT DETAILS

### REGIONAL OVERNIGHTS

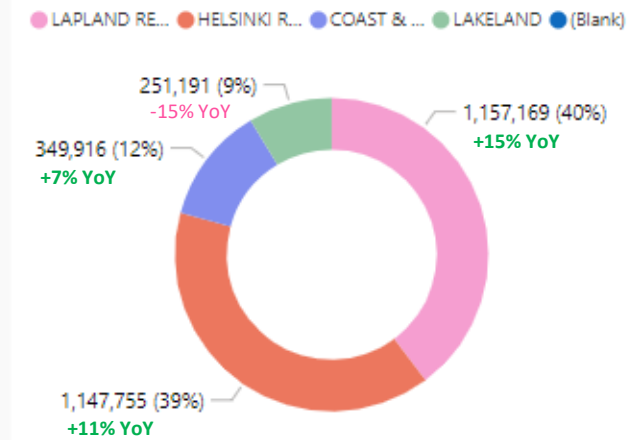
OVERNIGHTS FOREIGN REGION 2024, 202401-202406



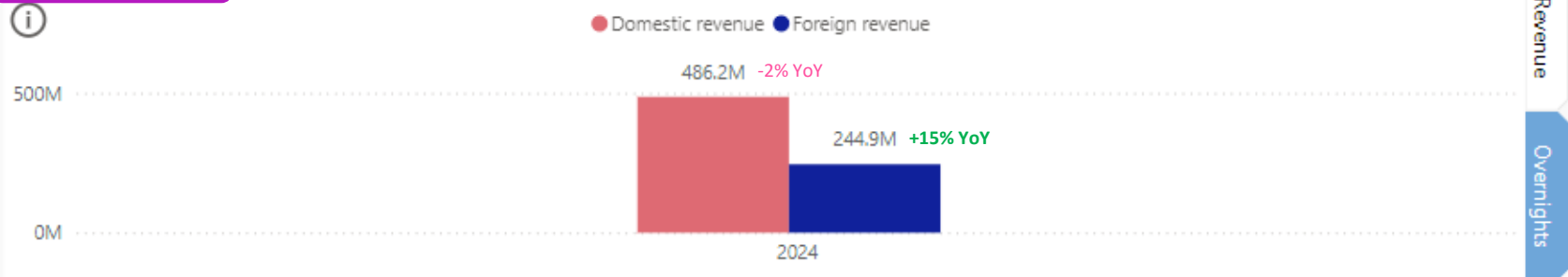
OVERNIGHTS BY COUNTRY YEAR 2024, 202401-202406



OVERNIGHTS IN MAIN REGIONS YEAR 2024, 202401-202406



### REVENUE 2024



Sources: Statistics Service Rudolf, Statistics Finland



Year

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

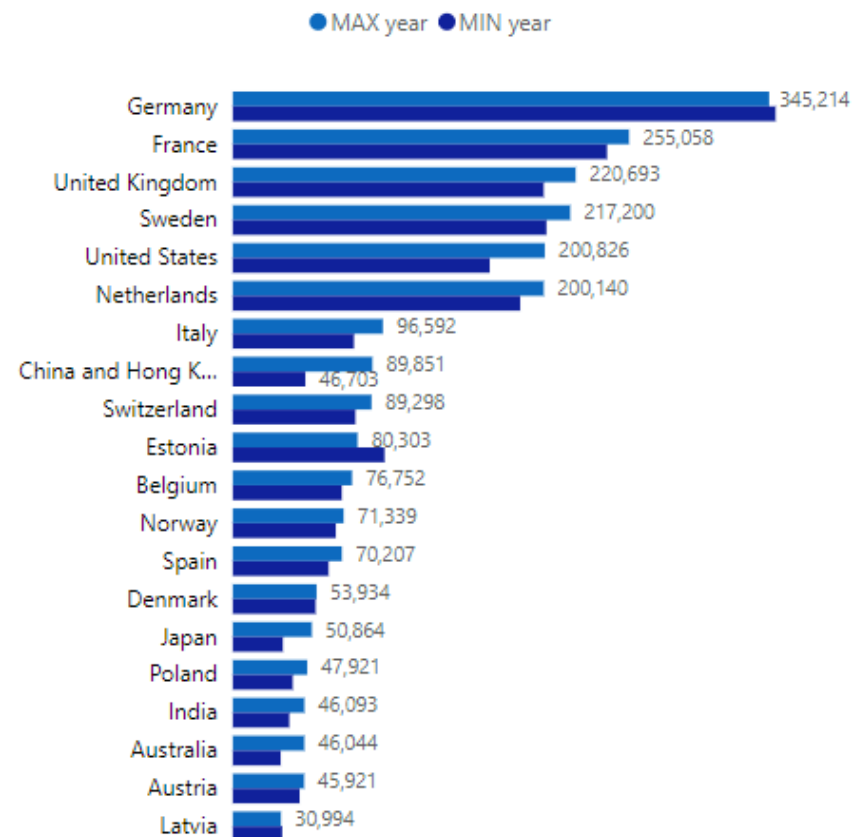
REGION VIEW

FOREIGN REGION VIEW

FOREIGN OVERNIGHTS 2024 compared to 2023 months 1-6

Main area	2024	2023	Change %
	MAX year	MIN year	
<b>LAPLAND REGION</b>	<b>1,157,169</b>	<b>1,006,159</b>	<b>15.0</b>
<b>HELSINKI REGION</b>	<b>1,147,755</b>	<b>1,030,955</b>	<b>11.3</b>
<b>COAST &amp; ARCHIPELAGO</b>	<b>349,916</b>	<b>326,433</b>	<b>7.2</b>
North Ostrobothnia (excl. Kuusamo)	78,101	67,125	16.4
Åland	70,678	68,805	2.7
Southwest Finland	70,379	64,595	9.0
Uusimaa 2 (excl. Helsinki Metropolitan Area)	41,150	40,478	1.7
Satakunta	30,814	24,163	27.5
Ostrobothnia	28,088	30,815	-8.8
South Ostrobothnia	12,907	12,134	6.4
Kymenlaakso	11,616	11,783	-1.4
Central Ostrobothnia	6,183	6,535	-5.4
<b>LAKELAND</b>	<b>251,191</b>	<b>293,949</b>	<b>-14.5</b>
Pirkanmaa	80,007	105,555	-24.2
Central Finland	48,597	53,142	-8.6
Päijät-Häme	27,337	37,164	-26.4
North Savo	22,079	23,431	-5.8
Kainuu	18,162	19,077	-4.8
South Savo	18,114	16,413	10.4
North Karelia	16,422	14,701	11.7
South Karelia	12,310	13,001	-5.3
Kanta-Häme	8,163	11,465	-28.8
<b>Total</b>	<b>2,906,031</b>	<b>2,657,496</b>	<b>9.4</b>

OVERNIGHTS 2024 compared to 2023 months 1-6



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

- Helsinki (+15%)
- Rovaniemi (+9%)
- Inari-Saariselkä (+20%)
- Kittilä-Levi (+12%)
- Vantaa (+8%)
- Kolari-Ylläs (+4%)
- Kuusamo-Ruka (+37%)
- Sodankylä (+27%)
- Tampere (-26%)

# Foreign registered overnights in June 2024

## June 2024

**512,500** total foreign overnights; **+13%** vs. 06/2023, **(-16%** vs. 06/2019)

**510,900** foreign excl. Russia; **+13%**, **(-8%**)

**298,000** EU+UK; **+7%**, **(-8%**)

**93,700** Scandinavia; **+18%**, **(0%**)

**73,600** America; **+23%**, **(+39%**)

**57,800** Asia; **+38%**, **(-40%**)

### Top destinations

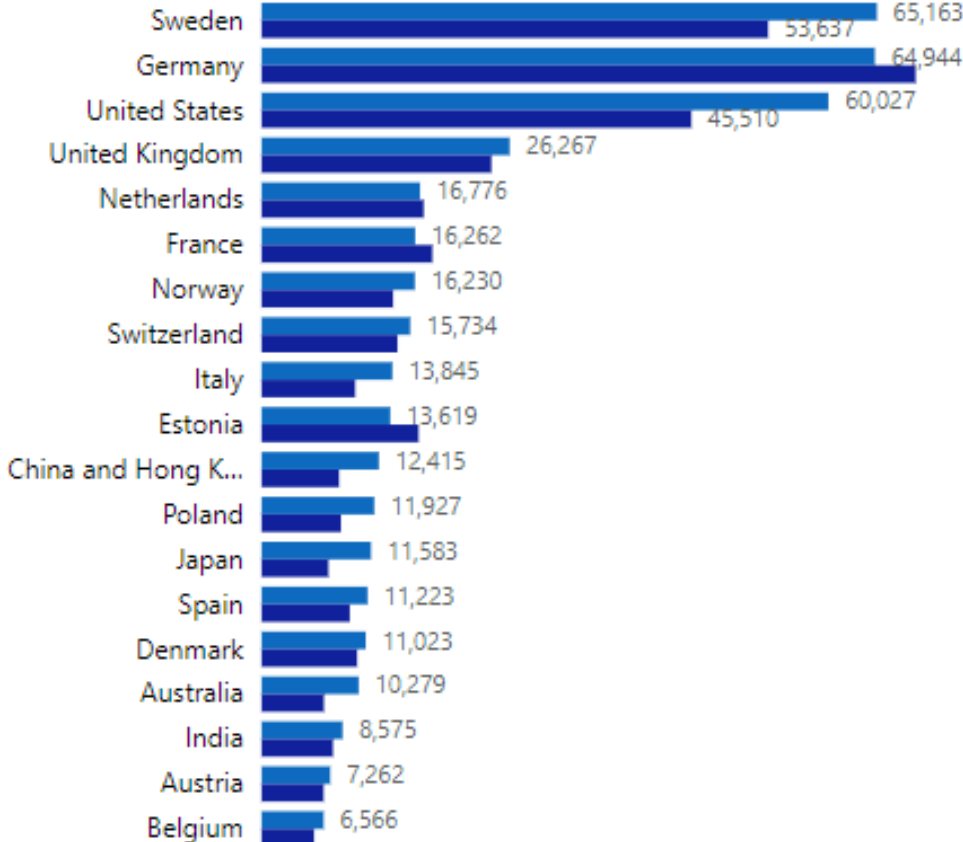
total foreign; vs. 06/2023, (vs. 06/2019)

- **Helsinki**; +31%, **(-2%**)
- Vantaa; +26%, **(-24%**)
- Espoo; +17%, **(-15%**)
- Turku; +14%, **(-8%**)
- Mariehamn; +36%, **(+32%**)
- Tampere; **-41%**; **(-23%**)

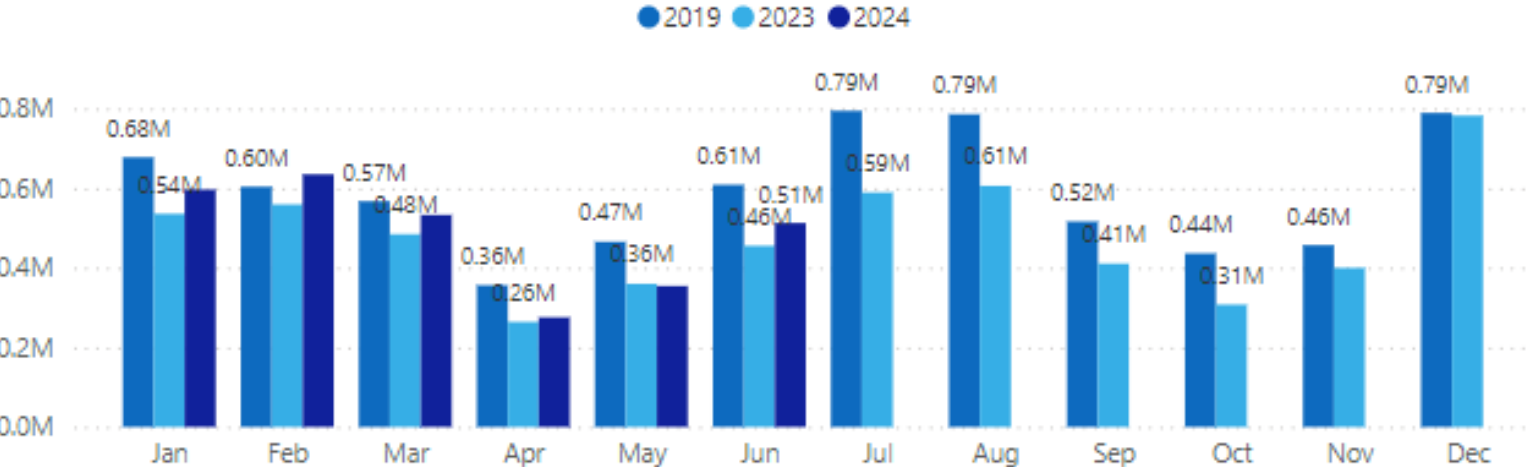
### Top source markets, total foreign; vs. 06/2023

OVERNIGHTS 2024 compared to 2023 months 6-6

● MAX year ● MIN year

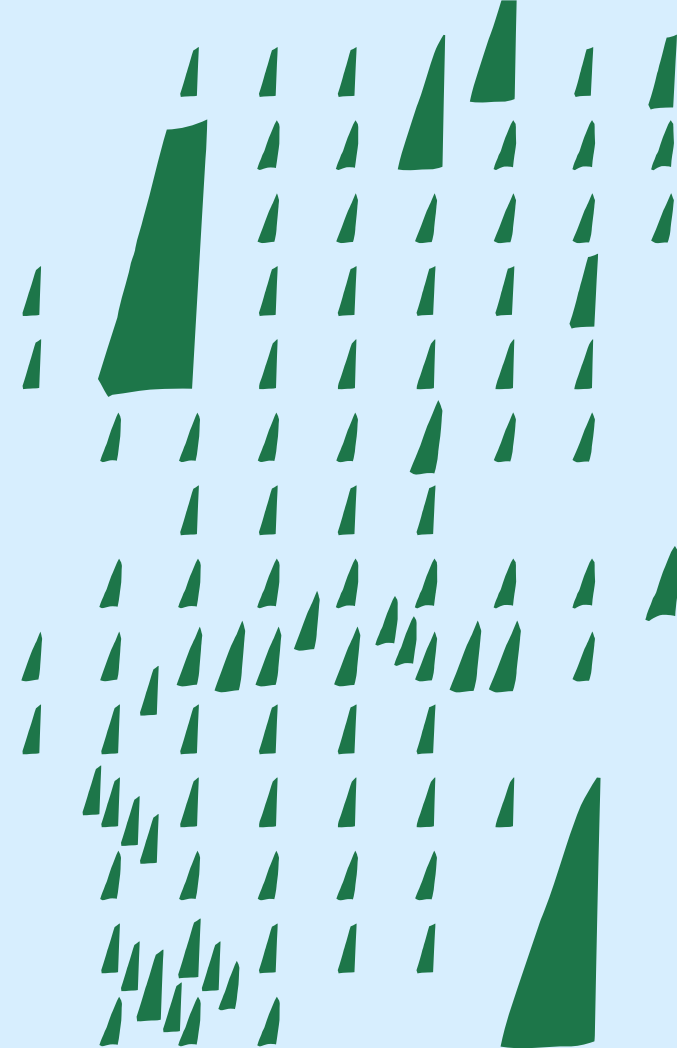


### FOREIGN OVERNIGHTS



# Overnights in short-term rentals

- The importance of **short-term rentals via international platforms** has clearly increased during the latest years.
- In **2023**, **foreign overnights** in short-term rentals added up to **2.0 million**, so the total number of foreign paid overnights was **7.8 million**.
- The share of foreign overnights in short-term rentals was already **26% in 2023**, while the share was 23% in 2022 and 21% in 2019.
  - **Germany** was clearly the biggest market in both registered and short-term rentals overnights.
  - Beside Germany, the **share of overnights in short-term rentals** in Finland was **30% or more** also for the **French, Estonian, Spanish, Italian, Polish, and Australian** visitors.
  - The use of short-term rentals has increased **especially in Lapland**, and the share of short-term rentals grew from 22% in 2022 to **27% in 2023**.
  - The **year-on-year growth rate** with overnights in **short-term rentals** in **Lapland** was **62%**, and in **Rovaniemi** as high as **74%**.
- Number of **foreign overnights in short-term rentals increased** also with big steps during **the first quarter this year**. The growth rate was 50% in January, 58% in February, and 61% in March compared to 2023.



# Registered and short-term rentals overnights in Finland - Year 2023

The importance of **short-term rentals via international platforms** has clearly increased during the latest years.

In 2023, foreign overnights in short-term rentals added up to **2.0 million**, so the total number of foreign paid overnights was **7.8 million**.

The share of foreign overnights in short-term rentals was already **26%** in 2023, while the share was 23% in 2022 and 21% in 2019.

Total overnights	2023	2022	2019	2023 vs. 2022	2023 vs. 2019
<b>Foreign</b>	<b>7.8M</b>	6.5M	8.9M	<b>+21%</b>	<b>-12%</b>
Foreign excl. Russia	<b>7.7M</b>	6.3M	7.7M	<b>+23%</b>	+1%
<b>EU-27</b>	<b>4.5M</b>	3.9M	4.0M	<b>+16%</b>	+13%
<b>Scandinavia</b>	<b>947,000</b>	860,000	992,000	<b>+10%</b>	<b>-5%</b>
<b>Asia</b>	<b>798,000</b>	495,000	1.4M	<b>+61%</b>	<b>-43%</b>
<b>America</b>	<b>681,000</b>	493,000	575,000	<b>+38%</b>	+19%

Registered overnights	2023	2022	2019	2023 vs. 2022	2023 vs. 2019
<b>Foreign</b>	<b>5.8M</b>	5.0M	7.1M	<b>+16%</b>	<b>-18%</b>
Foreign excl. Russia	<b>5.7M</b>	4.8M	6.2M	<b>+18%</b>	<b>-8%</b>
<b>EU-27</b>	<b>3.2M</b>	2.9M	3.2M	<b>+10%</b>	0%
<b>Scandinavia</b>	<b>790,000</b>	741,000	883,000	<b>+7%</b>	<b>-10%</b>
<b>Asia</b>	<b>648,000</b>	418,000	1.2M	<b>+55%</b>	<b>-47%</b>
<b>America</b>	<b>507,000</b>	362,000	437,000	<b>+40%</b>	+16%

Short-term rentals, nights	2023	2022	2019	2023 vs. 2022	2023 vs. 2019
<b>Foreign</b>	<b>2.0M</b>	1.5M	1.8M	<b>+37%</b>	+11%
Foreign excl. Russia	<b>2.0M</b>	1.5M	1.4M	<b>+40%</b>	+44%
<b>EU-27</b>	<b>1.3M</b>	1.0M	0.8M	<b>+34%</b>	+64%
<b>Scandinavia</b>	<b>157,000</b>	119,000	110,000	<b>+32%</b>	+43%
<b>Asia</b>	<b>150,000</b>	77,000	181,000	<b>+95%</b>	<b>-17%</b>
<b>America</b>	<b>175,000</b>	131,000	137,000	<b>+33%</b>	+27%

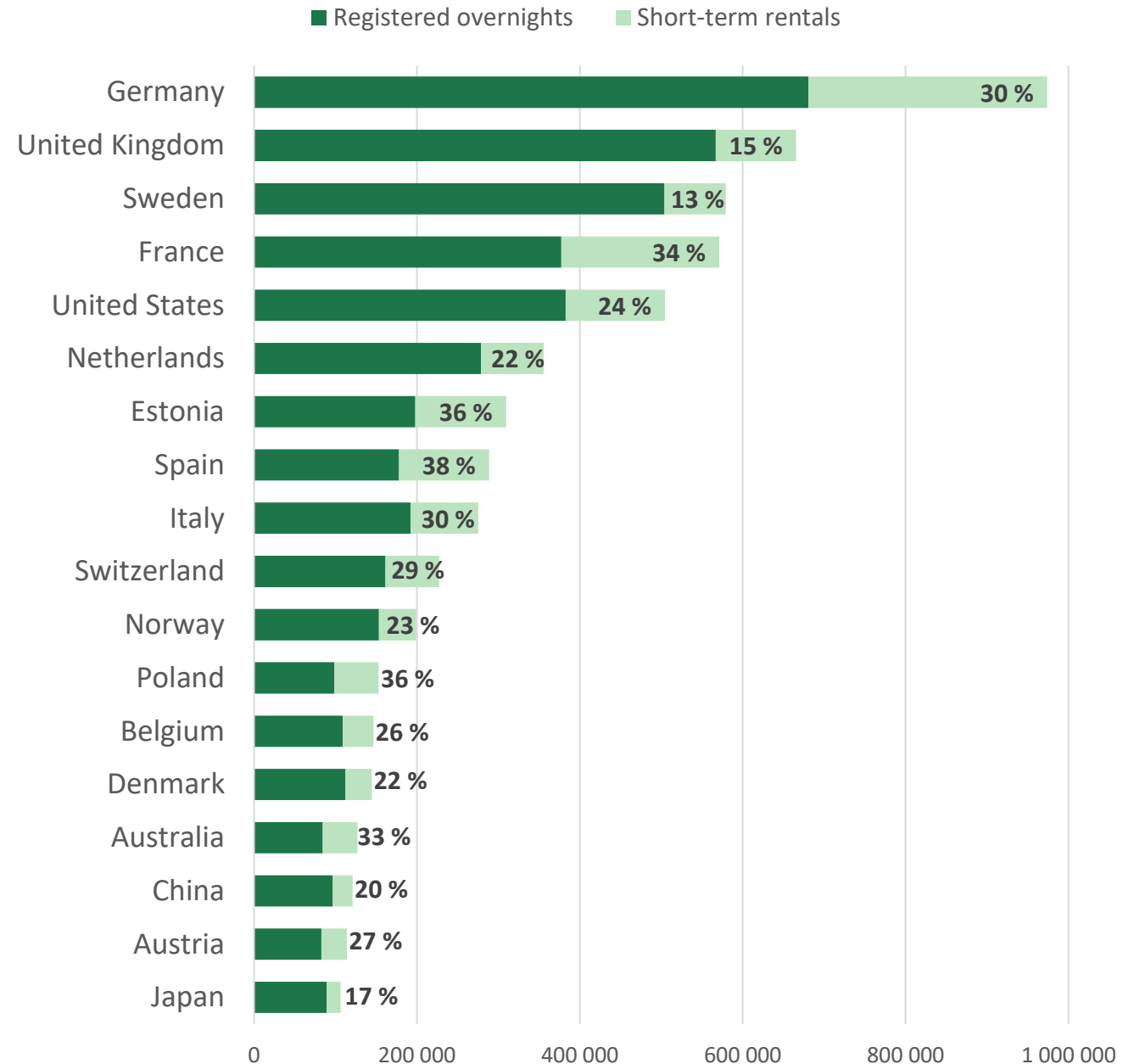
# Registered and short-term rentals overnights in Finland Year 2023

When looking at the main source markets in 2023, **Germany** was clearly the biggest market in both registered and short-term rentals overnights. The share of Germany's short-term rentals has clearly increased compared to both 2022 and to 2019.

Beside Germany, the share of overnights in short-term rentals in Finland was **30% or more** also for the **French, Estonian, Spanish, Italian, Polish, and Australian** visitors.

If we compare the total number of overnights (registered + short-term rentals) in 2023 to pre-pandemic in 2019, **the biggest relative growth** among the main source markets was in **Belgium (+25%), France (+24%), USA (+24%), Italy (+20%), and Austria (+20%)**.

Registered and short-term rentals overnights in Finland - 2023





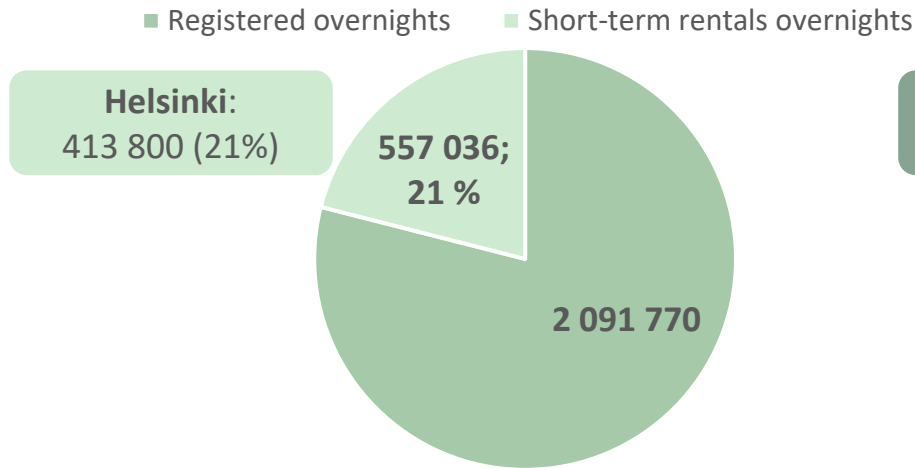
# Registered and short-term rentals foreign overnights in Uusimaa & Lapland 2022-2023

The use of short-term rentals has increased especially in **Lapland**, and the share of short-term rentals grew from 22% in 2022 to **27% in 2023**.

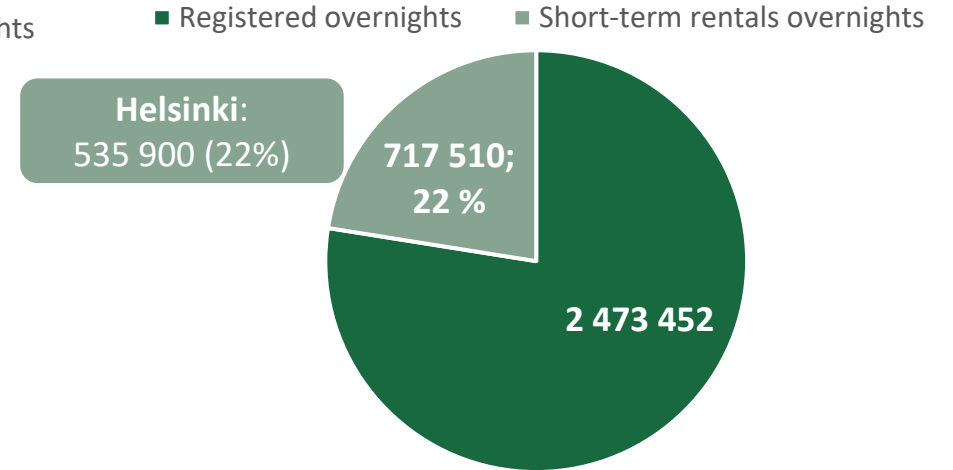
The **year-on-year growth rate** with overnights in **short-term rentals in Lapland** was **62%**, and in **Rovaniemi** as high as **74%**.

**Total number of foreign overnights** increased in **Lapland** by **31%** and in **Uusimaa** by **20%** in 2023 compared to 2022.

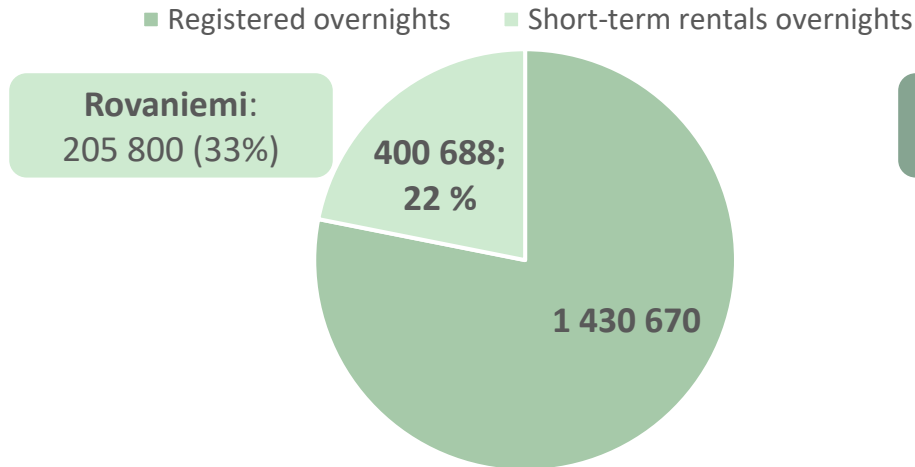
Uusimaa, foreign overnights in 2022



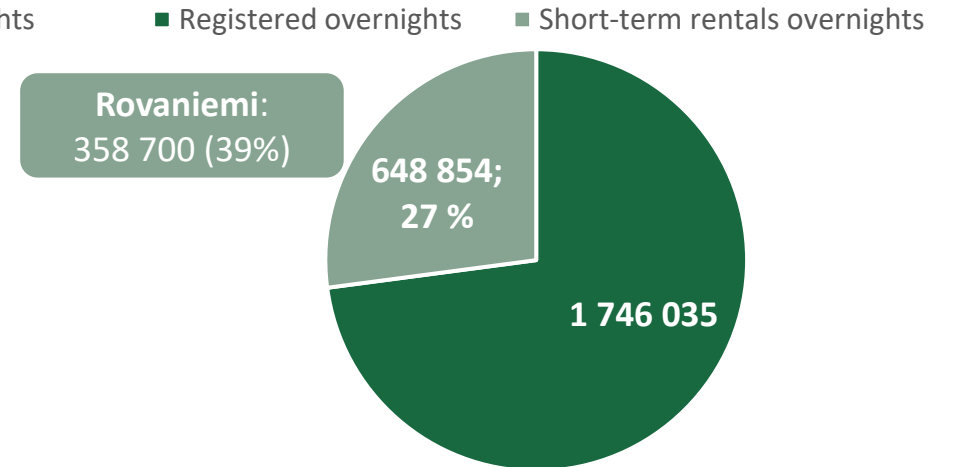
Uusimaa, foreign overnights in 2023



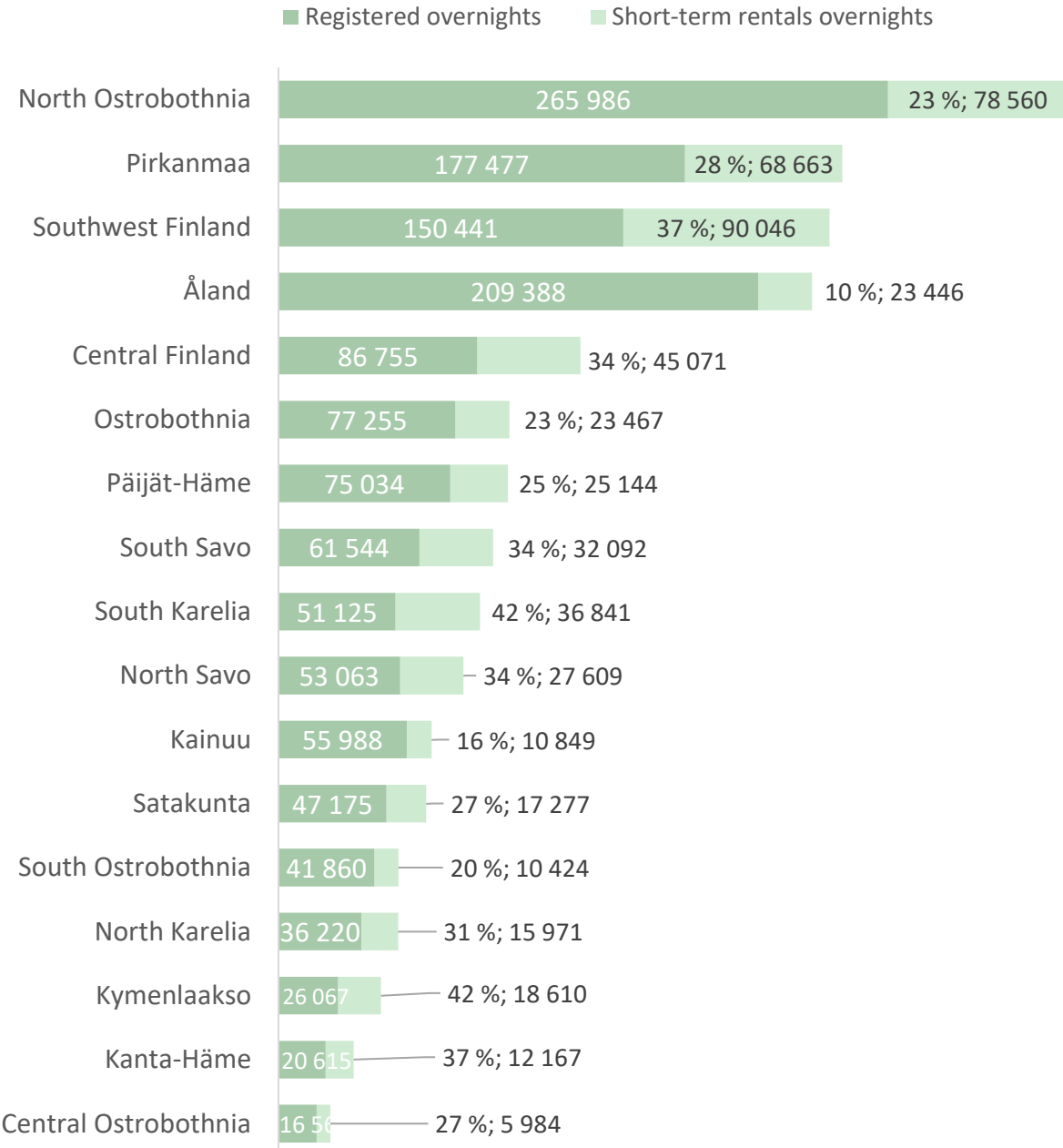
Lapland, foreign overnights in 2022



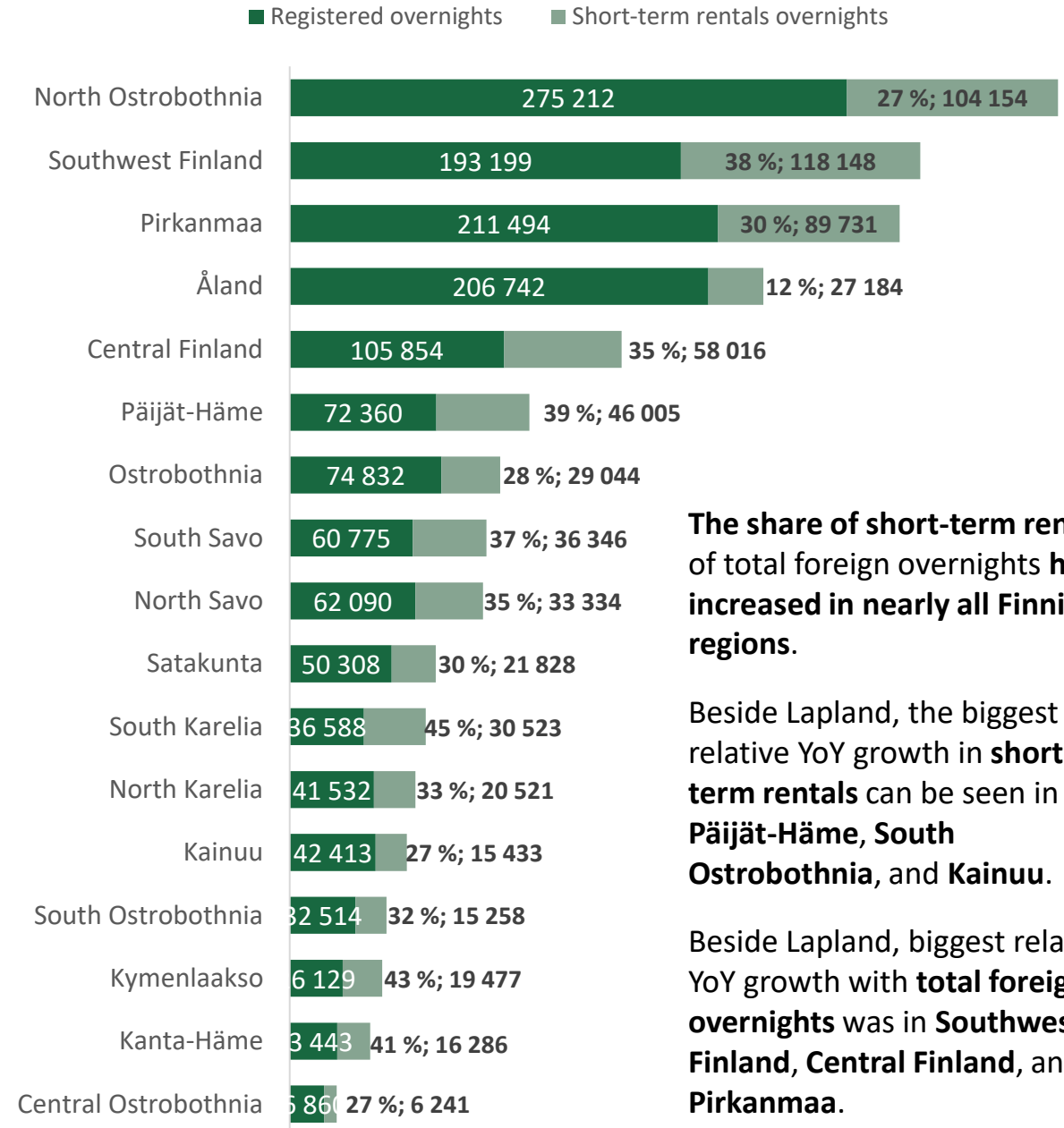
Lapland, foreign overnights in 2023



## Foreign overnights in other Finnish regions - Year 2022



## Foreign overnights in other Finnish regions - Year 2023



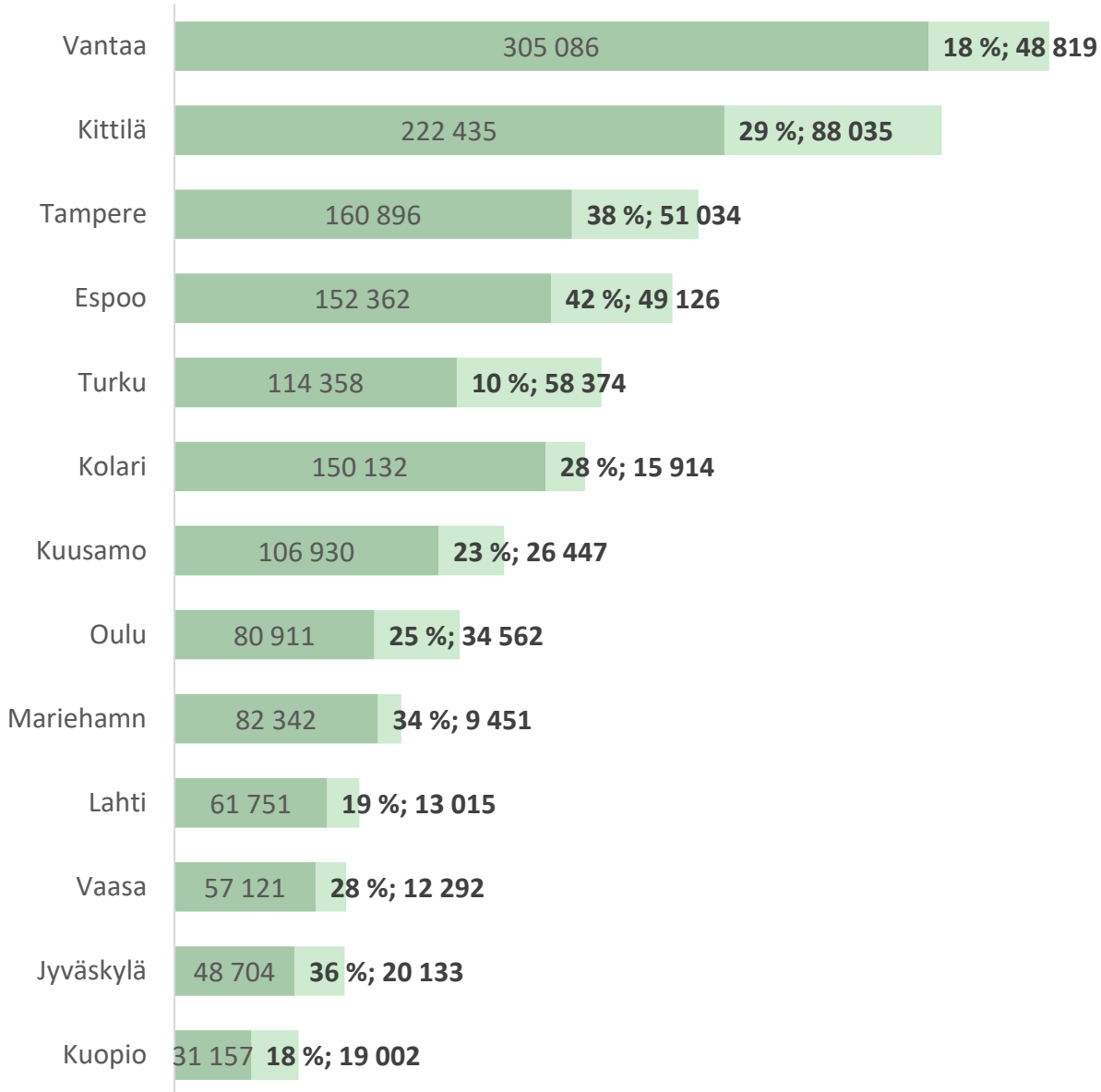
The share of short-term rentals of total foreign overnights has increased in nearly all Finnish regions.

Beside Lapland, the biggest relative YoY growth in short term rentals can be seen in Päijät-Häme, South Ostrobothnia, and Kainuu.

Beside Lapland, biggest relative YoY growth with total foreign overnights was in Southwest Finland, Central Finland, and Pirkanmaa.

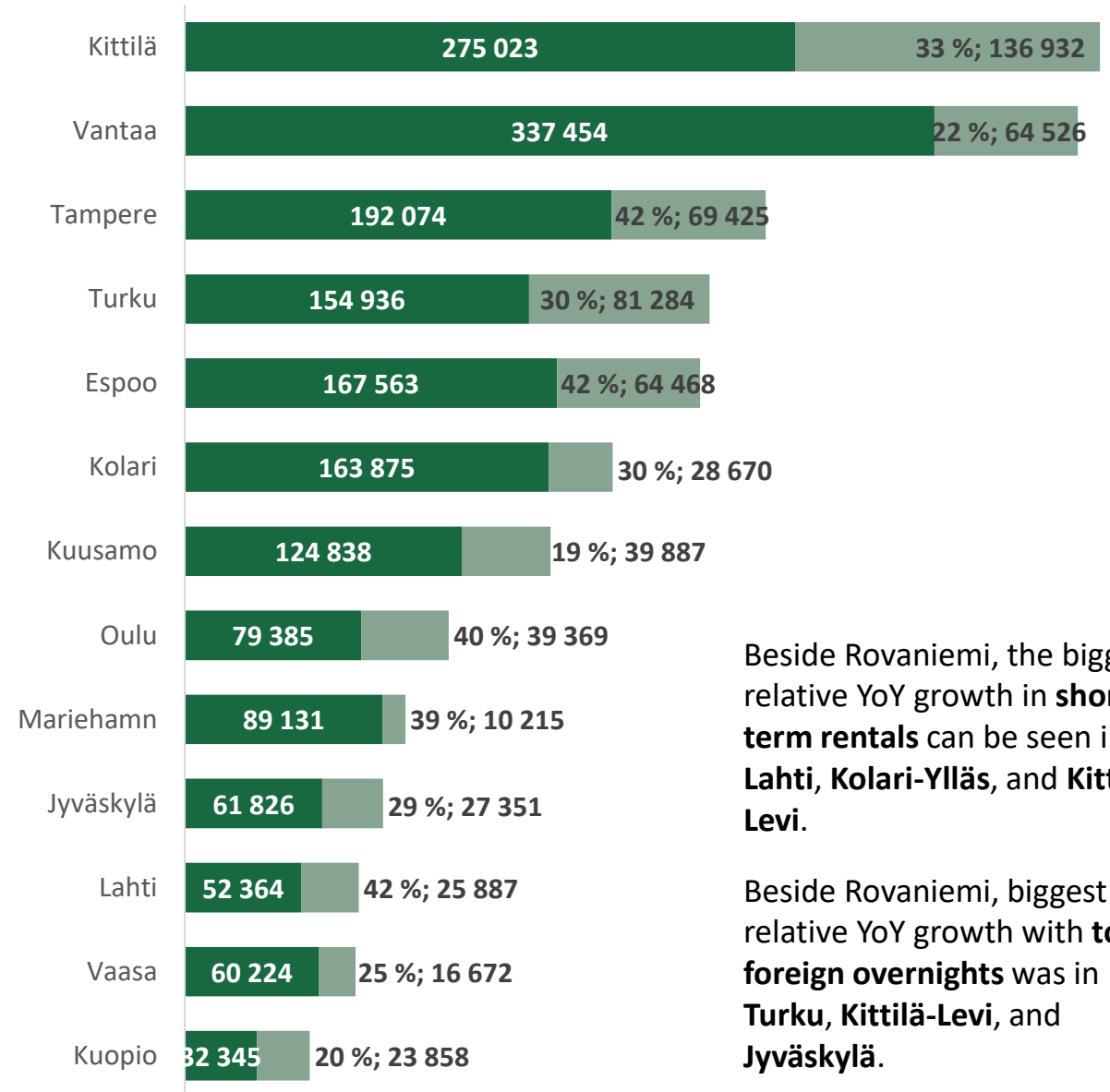
## Foreign overnights in some other Finnish municipalities - 2022

Registered overnights Short-term rentals overnights



## Foreign overnights in some other Finnish municipalities - 2023

Registered overnights Short-term rentals overnights



Beside Rovaniemi, the biggest relative YoY growth in **short term rentals** can be seen in **Lahti, Kolari-Ylläs, and Kittilä-Levi.**

Beside Rovaniemi, biggest relative YoY growth with **total foreign overnights** was in **Turku, Kittilä-Levi, and Jyväskylä.**

# Monthly foreign overnights in short-term rentals

(Airbnb, Booking.com, Tripadvisor, and Expedia Group)

## Number of foreign overnights in short-term rentals

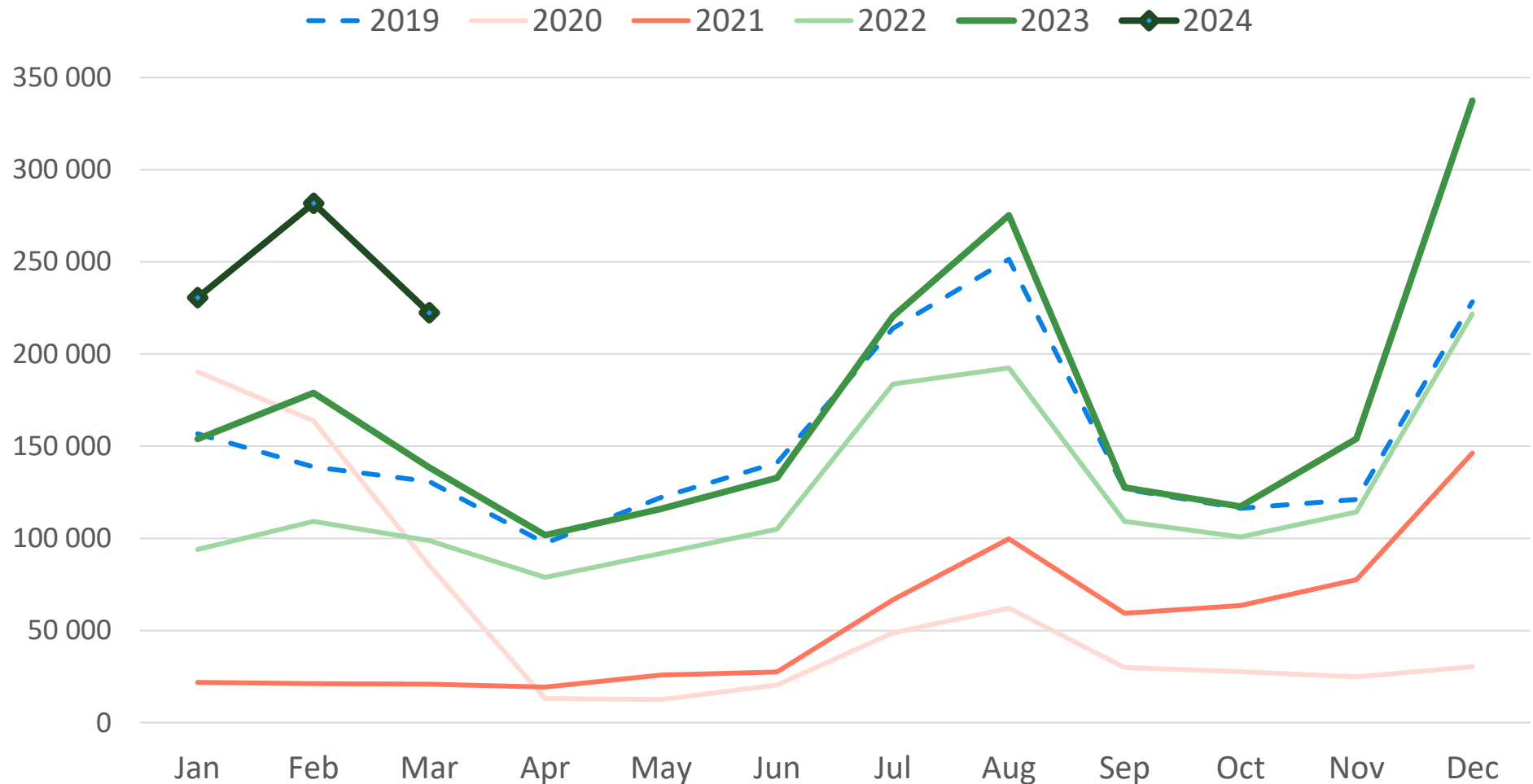
increased with big steps during the first quarter this year.

The growth rate was **50%** in January, **58%** in February, and **61%** in March compared to 2023.

This shows that the **growth in winter tourism in Lapland** has continued even stronger than the registered overnights statistics has earlier indicated.

*Next data update on will be on the 3<sup>rd</sup> of October.*

Short-term rentals (via int'l platforms): Foreign overnights in Finland

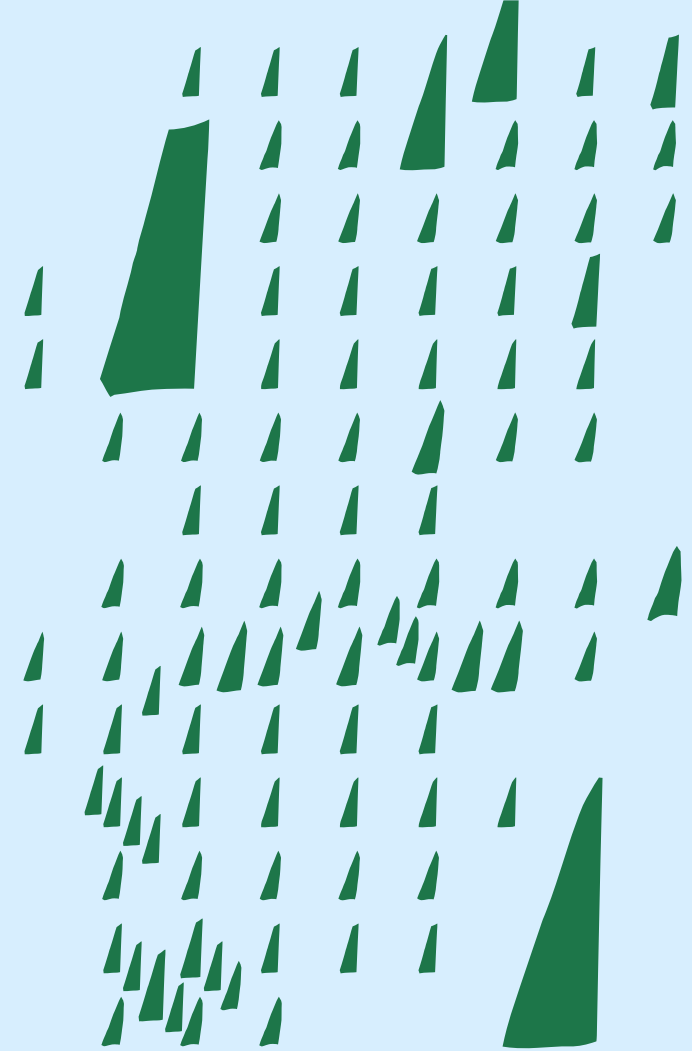
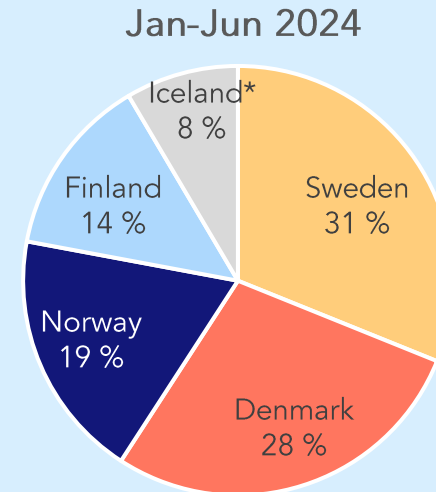


# Registered overnights in the Nordics

- **Total number** of foreign overnights during **Jan-Jun 2024** was **21.4 million**, which was **9% more** than same period last year and 7% more than in 2019.
  - Compared to last year, overnights have increased to each Nordic country, except Iceland.
  - However, Finland is the only Nordic country where overnights for Jan-Jun haven't reached the pre-pandemic level.
  - Finland's share of overnights has decreased from 16% in H1/2019 to 14% in H1/2024.

Overnights, millions	Jan-Jun 2019	Jan-Jun 2023	Jan-Jun 2024	Change 2024 vs. 2019	Change 2024 vs. 2023
Sweden	6,3	5,9	6,7	6 %	13 %
Denmark	5,0	5,6	6,0	20 %	7 %
Norway	3,7	3,6	4,0	9 %	11 %
Finland	3,3	2,7	2,9	-11 %	9 %
Iceland*	1,8	1,9	1,8	1 %	-7 %
<b>Nordics, total</b>	<b>20,1</b>	<b>19,7</b>	<b>21,4</b>	<b>7 %</b>	<b>9 %</b>

\*) incl. hotels only



## June 2024

- Number of foreign overnights in June were highest in **Sweden** (1.9M, YoY +9%), **Denmark** (1.7M, YoY +3%), and **Norway** (1.4M, YoY +1%). **Finland**, with 0.5M foreign overnights, had the **highest relative growth (+13%) compared to previous June**. Iceland was the only Nordic country where foreign overnights decreased from June 2023 (0.4M, YoY -8%).

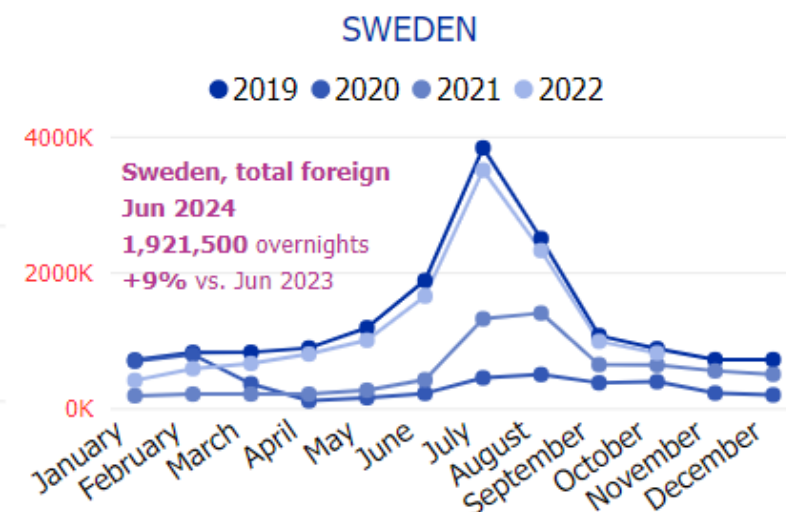
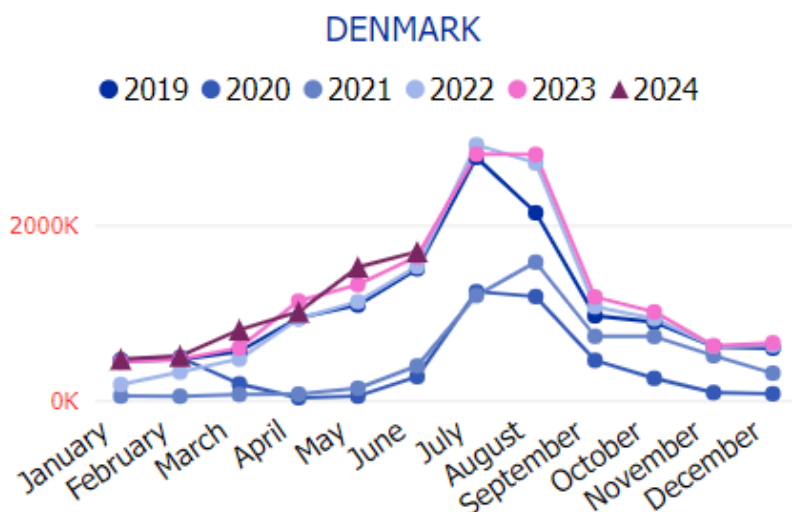
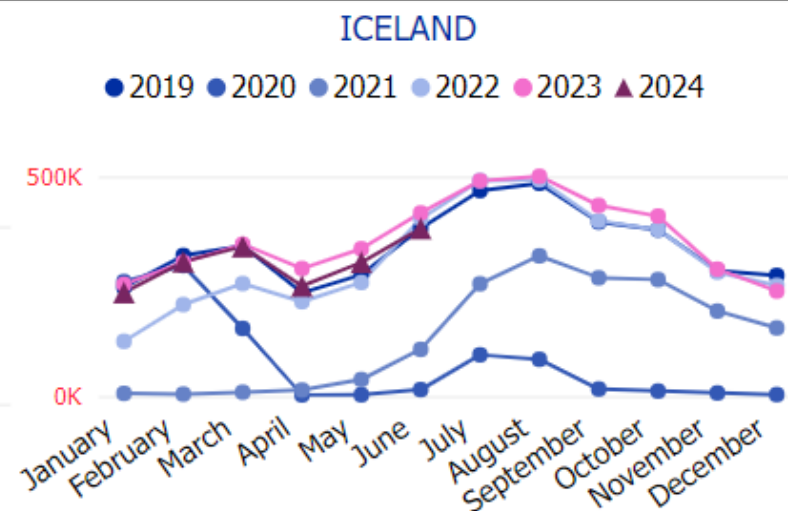
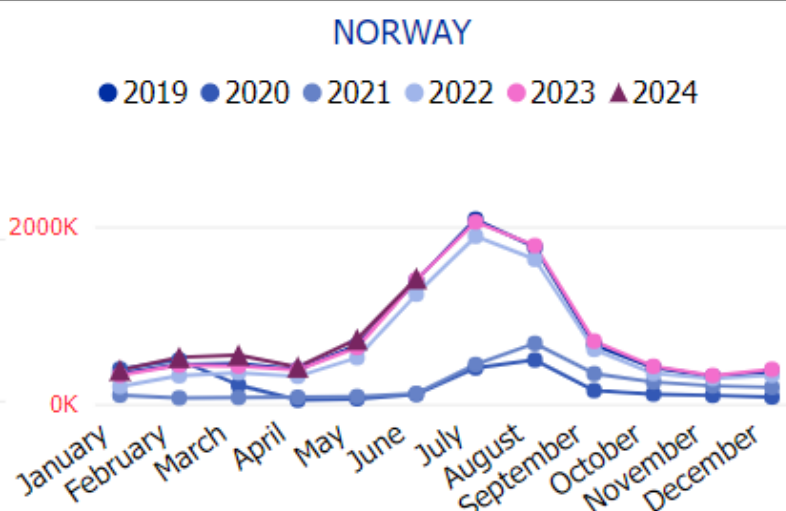
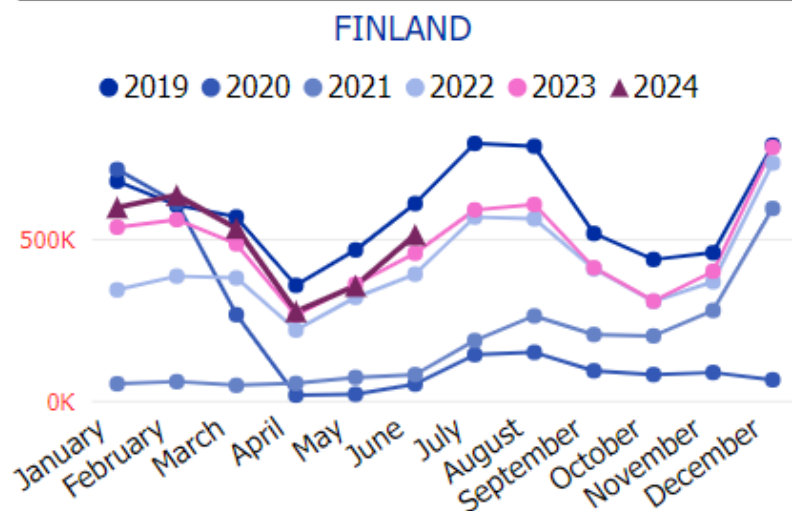
# NORDIC COMPARISON OF OVERNIGHTS BY A TARGET MARKET

Nationality  
Foreign

Year  
2024

Month  
June

VISIT FINLAND



The latest available figures in report format for Sweden are until Oct-2022.

## Foreign overnights - Cumulative Jan-Jun

Overnights, millions	Jan-Jun 2019	Jan-Jun 2023	Jan-Jun 2024	Change 2024 vs. 2019	Change 2024 vs. 2023
Sweden	6,3	5,9	6,7	6 %	13 %
Denmark	5,0	5,6	6,0	20 %	7 %
Norway	3,7	3,6	4,0	9 %	11 %
Finland	3,3	2,7	2,9	-11 %	9 %
Iceland*	1,8	1,9	1,8	1 %	-7 %
<b>Total</b>	<b>20,1</b>	<b>19,7</b>	<b>21,4</b>	<b>7 %</b>	<b>9 %</b>

Monthly overnight statistics for Iceland include hotels only.

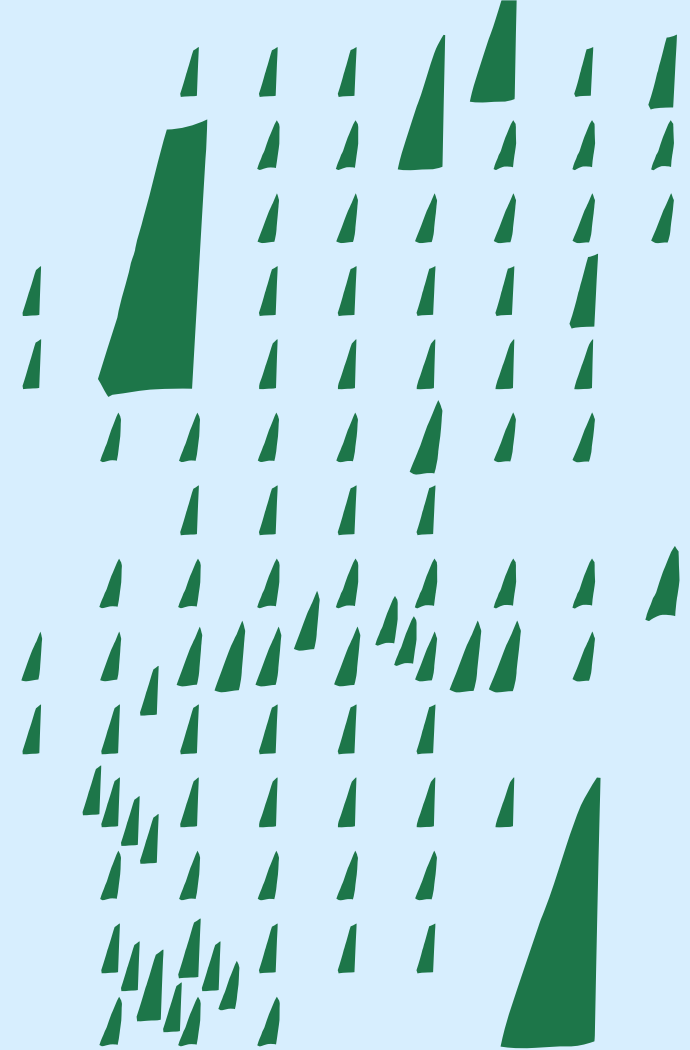
Sources: Rudolf Data Base, Statistics Denmark, Statistics Finland, Statistics Iceland, Statistics Norway, Statistics Sweden

# Flight capacity and bookings for Jun-Aug 2024

- **Flight capacity** as well as **bookings** for the **summer season** have **increased** to Finland, Sweden, and Norway **compared to previous summer**. However, **Norway** is the only one of these neighbouring countries which **has nearly reached the pre-pandemic level**.
- When focusing on bookings from the target markets to **Finland**, **summer bookings** from **USA, the Netherlands, and Spain** have exceeded the 2019 levels.

## Outlook on flight bookings for autumn 2024 (Sep-Nov)

- When looking at the **bookings to Finland for Sep-Nov 2024**, the **growth rate is increasing towards the end of these autumn months**, which indicates that the popularity of Lapland in winter will continue.
- Same phenomena can be seen in a smaller scale also in Norway, but not in Sweden.



# Seat capacity & flight bookings worldwide for Jun-Aug 2024

**Seat capacity** has increased the most to **Finland** compared to **previous summer**, but the **bookings of foreign visitors** for summer months have not increased as well as in Norway and Sweden.

**Norway** has reached the **pre-pandemic level** both with flight seat capacity and summer bookings, while Finland and Sweden still have a way to go.

## Seat capacity on direct flights

Jun-Aug/2024 compared to previous year (& pre-pandemic)



Database update 14-Aug



**+12%** (-18%)



**+3%** (-14%)



**+7%** ( 0%)

## Flight bookings (direct & non-direct flights)

Jun-Aug/2024 compared to previous year (& pre-pandemic)



Database update 11-Aug



**+9%** (-23%)



**+12%** (-16%)



**+16%** ( -1%)



# Seat capacity & flight bookings from selected European markets\* and USA

\*) Germany, Switzerland, Austria, Netherlands, Belgium, UK, France, Spain, Italy

When looking at the main European source markets and USA, Norway is clearly growing both with flight capacity as well as with summer bookings compared to previous summer and summer 2019.

Finland and Sweden remain behind the pre-pandemic levels.

## Seat capacity on direct flights

Jun-Aug/2024 compared to previous year (& pre-pandemic)



Database update 14-Aug



+8% (-9%)



+4% (-13%)



+8% (+7%)

## Flight bookings (direct & non-direct flights)

Jun-Aug/2024 compared to previous year (& pre-pandemic)



Database update 11-Aug



+3% (-11%)



+8% (-9%)



+15% (+13%)

# Direct int'l flights to Finland June – August 2024

and change in seat capacity compared to 2023 (& pre-pandemic)

**USA**  
 23 avg. weekly flights  
 (Share; %YoY & %YoYPP)  
**(3%; +8% & +6%)**

**Asia**  
 75 avg. weekly flights  
 (Share; %YoY & %YoYPP)  
**(10%; +5% & -44%)**

**Europe**  
 1,228 avg. weekly flights  
 (Share; %YoY & %YoYPP)  
**(87%; +13% & -13%)**

**Total seat capacity to Finland  
 for June – August 2024  
 2.8 M  
 +12% vs. 2023 & -18% vs. 2019**

From	To	Average weekly frequency
Tokyo (HND)	HEL	12
Seoul (ICN)	HEL	7
Bangkok (BKK)	HEL	7
Singapore (SIN)	HEL	7
Doha (DOH)	HEL	7
Shanghai (PVG)	HEL	7
Delhi (DEL)	HEL	7
Hong Kong (HKG)	HEL	6-7
Tokyo (NRT)	HEL	5-6
Osaka (KIX)	HEL	5
Nagoya (NGO)	HEL	2
Zhengzhou (CGO)	HEL	1

From	To	Avg. weekly frequency
New York (JFK)	HEL	7
Dallas (DFW)	HEL	6
Chicago (ORD)	HEL	5
Los Angeles (LAX)	HEL	3
Seattle (SEA)	HEL	3

# Follow up on flight bookings\* to Finland for June - August 2024

compared to **summer 2023** & (summer pre-pandemic)

- Bookings from **USA, the Netherlands, and Spain** to Finland for summer months have reached the pre-pandemic level

\*Bookings for Jun-Aug → 24.3. → 14.4. → 12.5. → 30.6. → 4.8.

Total int'l  
2024 vs. 2023 & (2019)



**369,300**

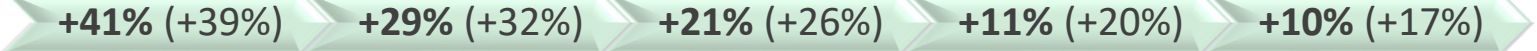
No. of bookings\*

Germany



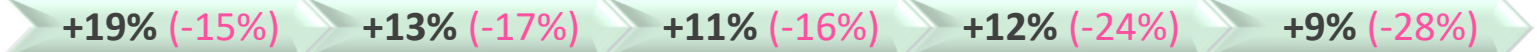
**52,600**

USA



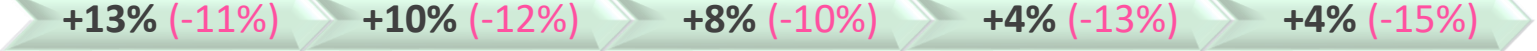
**36,900**

UK



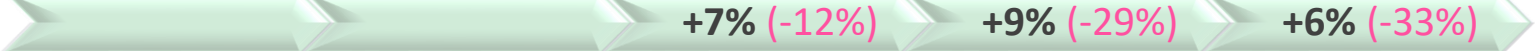
**29,000**

Switzerland



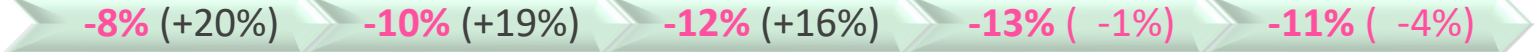
**18,500**

Sweden



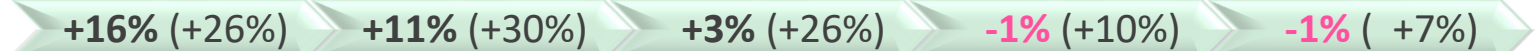
**17,200**

France



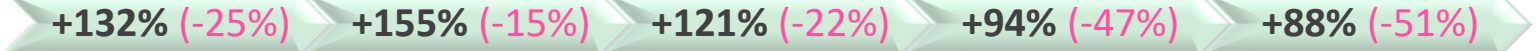
**16,700**

Netherlands



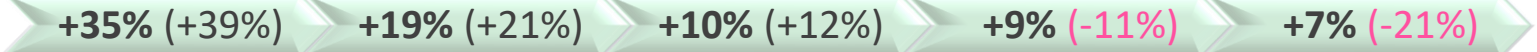
**16,600**

Japan



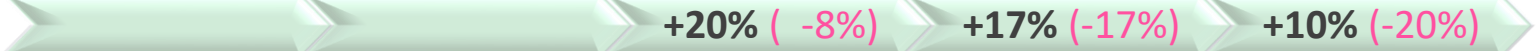
**15,800**

Italy



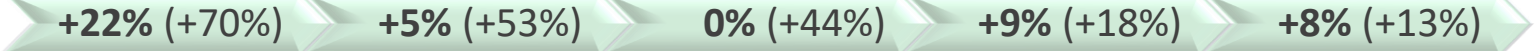
**13,900**

Denmark



**12,600**

Spain



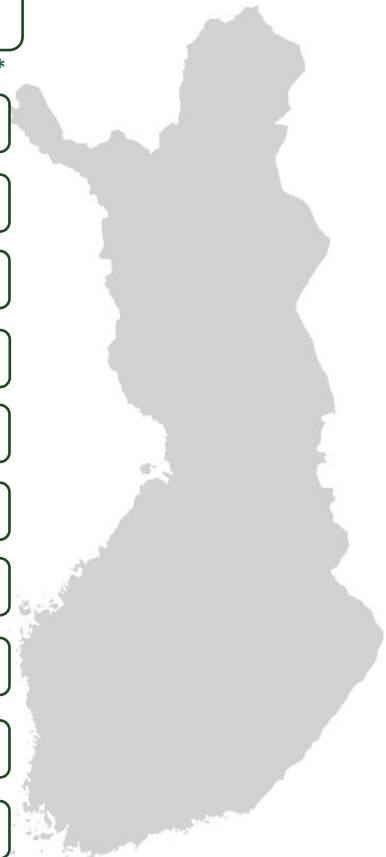
**12,100**

South Korea



**11,600**

June - August



Please note! **Ryanair** and **EasyJet** bookings are not included in the booking data.

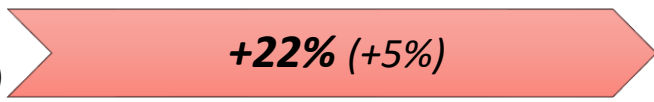
\*) Bookings including at least one night in Finland.

# Follow up on flight bookings\* to Finland for September - November 2024

compared to 2023 & (pre-pandemic)

\*Bookings for Sep-Nov → 4.8.

Total int'l  
2024 vs. 2023 & (2019)



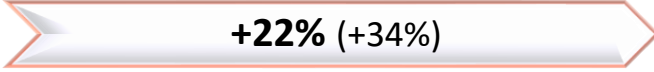
**82,200**

No. of bookings\*

Sep - Nov

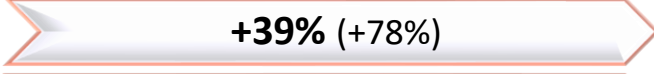


Germany



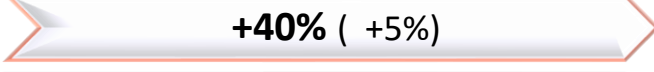
**12,100**

USA



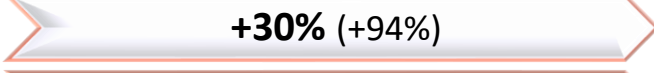
**10,300**

UK



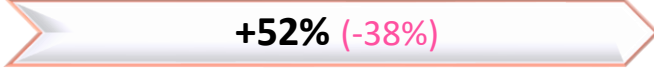
**6,900**

Spain



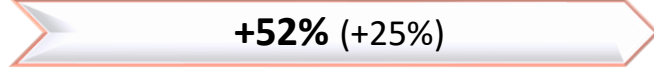
**4,100**

Japan



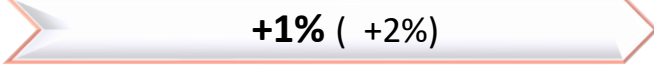
**3,800**

Australia



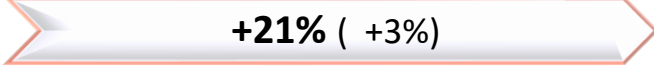
**3,500**

France



**3,400**

Switzerland



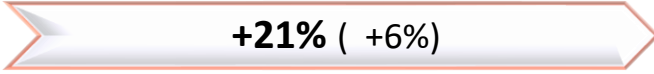
**3,000**

Netherlands



**2,800**

Italy



**2,700**

Sweden



**2,500**

Denmark



**2,200**

Please note! **Ryanair** and **EasyJet** bookings are not included in the booking data.

This has a big impact especially on bookings from the **UK** when comparing to 2019.

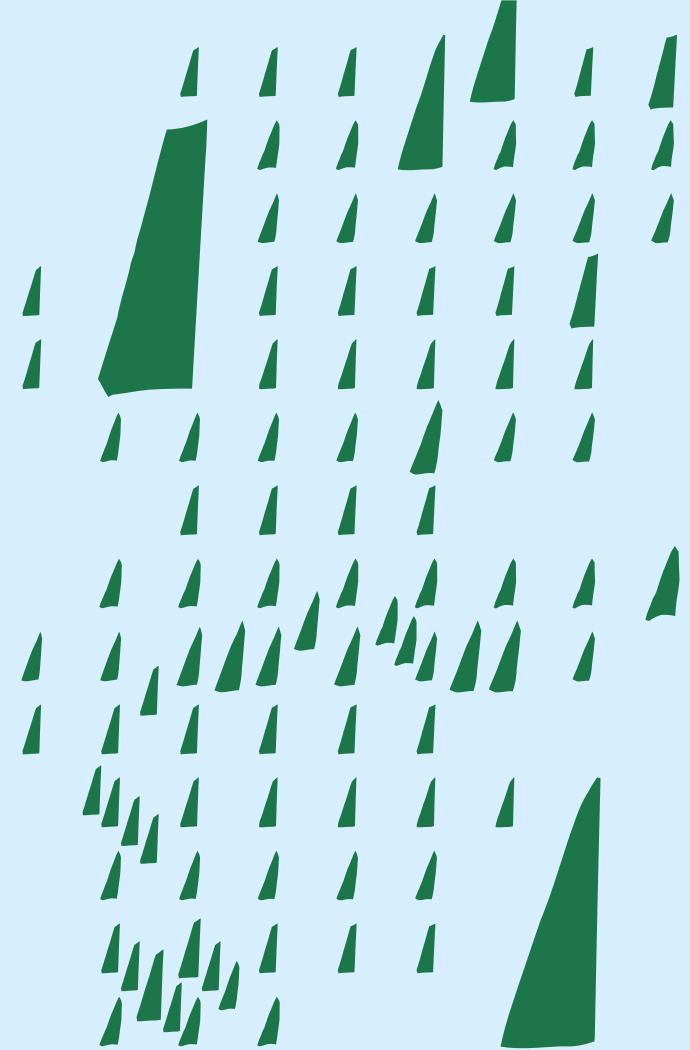
- When looking at the **bookings to Finland for Sep-Nov 2024**, the growth rate is increasing towards the end of these autumn months, which **indicates that the popularity of Lapland in winter will continue.**
- As the availability for the most popular winter months might be already limited in the Finnish Lapland, winter travel seems to continue spreading for a longer period of time.
- Same phenomena can be seen in a smaller scale also in Norway, but not in Sweden.

\*) Bookings including at least one night in Finland.

# Travel related searches

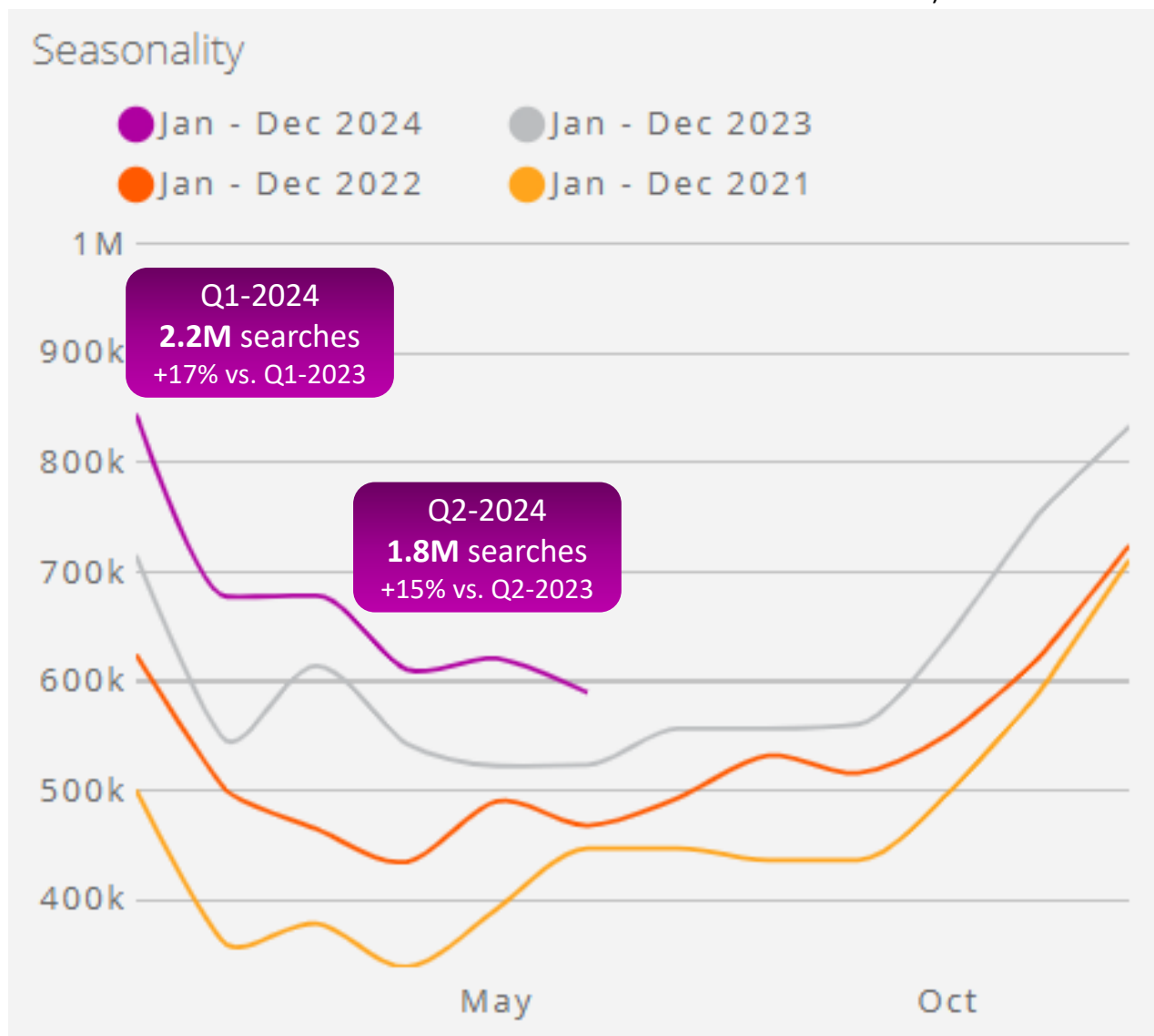
## Digital Demand Q2/2024

- Travel related searches continued increasing also during Q2/2024. The number of international searches totalled to **1.8 million** which was **15% more than Q2/2023**.
- Biggest markets by number of searches were **USA, Japan, and Germany**, and USA and Japan had both double-digit growth compared to previous year.
- Beside general information as Tourism, Travel, and Places to visit, search volumes increased also on **Hotels, Northern lights, Holiday packages, Santa Claus, and Glass cabins**.



# Int'l searches\* Q1-Q2 2024

\*) excl. Russia



## Q2-2024 Country ranking

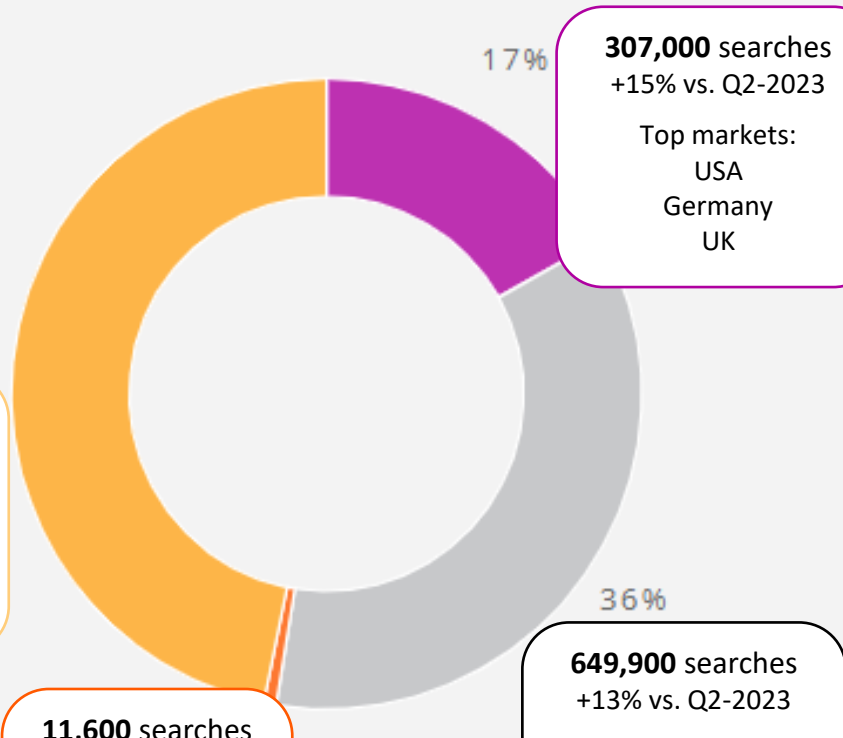
	Country	Searches	Growth	
1	United States	178,840	21.9%	↑
2	Japan	174,100	15.4%	↑
3	Germany	145,960	2.0%	↑
4	United Kingdom	95,570	18.4%	↑
5	Italy	72,690	0.7%	
6	France	66,180	-5.6%	
7	India	64,330	22.7%	↑
8	Spain	52,880	-0.3%	
9	Sweden	49,220	-16.4%	
10	Canada	41,490	20.4%	↑
11	Estonia	39,450	-21.9%	
12	Australia	37,390	0.1%	
13	Netherlands	34,340	-5.5%	
14	Switzerland	33,270	2.5%	↑
15	Austria	22,280	-0.1%	
16	China	22,121	-7.4%	
17	South Korea	18,760	-2.3%	
18	Belgium	18,590	-1.9%	

# Int'l searches\*: Most searched topics during Q2-2024

\*) excl. Russia

## Brandtag Family Distribution

- Accommodation
- Happiness
- Generic Information
- Touristic Activities



## Micro - Brandtags Popularity

- 2Q-2024
- 2Q-2023
- 2Q-2022

