

Booking in Finland

September 2024

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Booking in Finland - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Booking sales under pressure due to struggling economy as online sales continue to cannibalise offline sales Business travel continues on the path to recovery but faces obstacles

PROSPECTS AND OPPORTUNITIES

Traditional booking habits remain but new trends continue to evolve The battle between direct bookings and travel intermediaries likely to intensify over the forecast period

CATEGORY DATA

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DISCLAIMER

SOURCES

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