



# Tourism Flows in Finland

September 2024

Table of Contents

## KEY DATA FINDINGS

### 2024 DEVELOPMENTS

Tourism in Finland remains disrupted by Russia's war in Ukraine but Western markets help support an ongoing recovery in inbound flows  
Outbound travel remains buoyant despite economic pressures

### PROSPECTS AND OPPORTUNITIES

Inbound flows expected to see a full recovery thanks to an increased focus on Western markets  
Domestic and outbound travel expected to compete for customers

## CATEGORY DATA

Table 1 - Inbound Arrivals: Number of Trips 2019-2024

Table 2 - Inbound Arrivals by Country: Number of Trips 2019-2024

Table 3 - Inbound City Arrivals 2019-2024

Table 4 - Inbound Tourism Spending: Value 2019-2024

Table 5 - Forecast Inbound Arrivals: Number of Trips 2024-2029

Table 6 - Forecast Inbound Arrivals by Country: Number of Trips 2024-2029

Table 7 - Forecast Inbound Tourism Spending: Value 2024-2029

Table 8 - Domestic Tourism by Destination: Number of Trips 2019-2024

Table 9 - Domestic Spending: Value 2019-2024

Table 10 - Forecast Domestic Tourism by Destination: Number of Trips 2024-2029

Table 11 - Forecast Domestic Spending: Value 2024-2029

Table 12 - Outbound Departures: Number of Trips 2019-2024

Table 13 - Outbound Departures by Destination: Number of Trips 2019-2024

Table 14 - Outbound Tourism Spending: Value 2019-2024

Table 15 - Forecast Outbound Departures: Number of Trips 2024-2029

Table 16 - Forecast Outbound Departures by Destination: Number of Trips 2024-2029

Table 17 - Forecast Outbound Spending: Value 2024-2029

## Travel in Finland - Industry Overview

## EXECUTIVE SUMMARY

Travel in 2024

Airlines: Key trends

Hotels: Key trends

Booking: Key trends

What next for travel?

## MARKET DATA

Table 18 - Surface Travel Modes Sales: Value 2019-2024

Table 19 - Surface Travel Modes Online Sales: Value 2019-2024

Table 20 - Forecast Surface Travel Modes Sales: Value 2024-2029

Table 21 - Forecast Surface Travel Modes Online Sales: Value 2024-2029

Table 22 - In-Destination Spending: Value 2019-2024

Table 23 - Forecast In-Destination Spending: Value 2024-2029

## DISCLAIMER

## SOURCES

Summary 1 - Research Sources

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/tourism-flows-in-finland/report](https://www.euromonitor.com/tourism-flows-in-finland/report).