



Euromonitor
International

Travel in Finland

September 2026

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KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

INDUSTRY PERFORMANCE

Aurinkomatkat and Tjäreborg attract demand with tailored holiday options
Finnair and European destinations lead sales as booking grows dynamically
Visit Finland captures visitor insights to improve experience and retention
Chart 1 Travel Sales by Category: Value 2026

WHAT'S NEXT?

AI adoption and changing demographics to reshape travel planning and demand
Individualism, wellness and rising diversity to drive new business models
Chart 1 Forecast Travel Sales by Category: Value 2026-2031

COMPETITIVE LANDSCAPE

Top companies maintain lead through loyalty and strong branding
Global airlines expand Helsinki routes and intensify competition
M&A activity reshapes the competitive landscape

PRODUCTS

Digital platforms build granular filtering and comparison tools
Border survey matures into a structured feedback product
Airlines deploy dynamic route planning as a responsive product feature

ECONOMIC CONTEXT

Chart 1 Real GDP Growth 2021-2031
Chart 2 Inflation 2021-2031

CONSUMER CONTEXT

Chart 1 Population 2021-2031
Chart 2 Population by Generation 2026
Chart 3 Consumer Expenditure 2021-2031

COUNTRY REPORTS DISCLAIMER

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