



SUOMEN MATKATOIMISTOALAN LIITTO RY

Vilhonkatu 4 B
00100 HELSINKI

AIR BASED PACKAGE HOLIDAYS ABROAD IN THE WINTER 2016-2017

Attached you will find the statistics on air based package holidays from Finland by country of destination. The statistics, compiled by the Association of Finnish Travel Agents – SMAL /AFTA, are based on the supply on package holidays for the winter season 1.10.2016-30.4.2017. The data, collected from the Finnish tour operators, are based on serial-produced air based package holidays. According to the statistics the total amount of these holidays is nearly 380 000.

The most popular holiday destinations for Finns can be found in **Europe** with approximately 256 000 package holidays available this winter. Year after year the Canary Islands remain the most attracting ones among the destinations. Of all the serial-produced winter holidays to Europe, nearly 87 % are directed to the Canary Islands. The second most attractive European location is Madeira, with almost 12 000 package holidays.

Due to political instabilities, the **Middle Eastern and North African** destinations have suffered from loss of tourists for several consecutive years. The amount of holidays has settled to approximately 20 000, out of which some 66 per cent (13 000 holidays) are to the United Arab Emirates.

From the **long-haul destinations, Southeast Asia** and in particular Thailand is the most popular with almost 52 000 package holidays. Amongst the **Caribbean and Central American** destinations Mexico with 6 000 holidays, Cuba and Dominican Republic with 4 600 holidays are the most interesting ones. When it comes to the **other long-haul destinations** Kap Verde keeps its top position with over 4 600 holidays.

During the winter season most of the travelers look for the warm and sunny weather. This is also the reason for travelling to those who choose to spend their holiday on a cruise. Long cruises indeed keep on increasing their popularity among the Finns. More and more travelers want to spend time on their winter holiday also in different activities, for example skiing, and there is a wide range of destinations where this is possible. A good example is Austria with over 7 500 holidays for the coming winter.

List of Top Ten Destinations for Winter 2016-2017

1. Spain/Canary Islands (222 496)
2. Thailand (51 652)
3. United Arab Emirates (13 057)
4. Portugal/Madeira/Azores (12 106)
5. Austria (7 536)
6. Mexico (6 010)
7. Cuba (4 683)
8. Kap Verde (4 645)
9. Dominican Republic (4 586)
10. Italy (3 752)

More information from the tour operators mentioned in the attachment.

Attachment: Air based package holidays from Finland based on supply – winter season 1.10.2016 -30.4.2017

Statistics for the supply of package holidays are collected twice a year. The data are collected only from holidays which are in serial production. Serial production in this context means the production of package holidays which have fixed departure dates and are marketed publicly. These statistics do not include the so-called tailor-made package tour production.