

EUROPE POPULAR AMONG FINNS – TOP 10 DESTINATIONS FOR 2015

European travel destinations continue to be in high demand among Finnish travelers. Last year nearly 530,000 travel package trips were made, and Europe's proportion of all package trips was nearly 70%.

Enduring favorites among **European destinations** include Spain (almost 43% of Europe's packages) and Greece. A total of some 226,000 trips were made to Spain, most of which – some 194,000 trips – were made to the Canary Islands. Greece also continued to hold on to its popularity among travelers in 2015, with some 160,000 travel packages bought to Greek locations. The total number of journeys made to **the Middle East and Northern Africa** was at nearly 135,000. Turkey continued to be a top destination with some 105,000 visitors last year. Along with Greece, Turkey is an extremely popular summertime destination for Finns. More than 78% of the area's trips were to Turkey, while second place was held by the United Arab Emirates at some 12,000 trips. **Long-distance locations** drew some 94,000 travel packages in 2015, of which 54% were for Thailand.

Boat cruises were also represented as a popular mode of travel in areas such as the Mediterranean Sea and the Caribbean. Cruises in European waters held some 8,600 Finnish travelers and 3,100 Finns in long-distance locations.

The total number of trips included in the statistics here shown for 2015 was some 754,700. The figure is down from the year previously by some 14%. But travel agents included in the figures only saw their turnover shrink by just under 9%, which indicates an upturn in the business profitability of travel agents. The challenging financial straits of Finnish travelers had clearly been taken into account in advance in terms of the supply of ready package trips.

Top 10 list for 2015

1. Spain/Canary Islands/Balearic Islands: 225,942 travelers
2. Greece: 156,270 travelers
3. Turkey: 105,611 travelers
4. Thailand: 50,640 travelers
5. Italy: 22,891 travelers
6. Portugal/Madeira/Azores: 19,217 travelers
7. Cyprus: 15,383 travelers
8. Croatia: 12,786 travelers
9. UAE: 11,983 travelers
10. Austria: 11,685 travelers

On the statistics

AFTA and its predecessor SMY have gathered statistics on package trips since as early as 1965. The travel industry has changed considerably since those times. Package deals have changed their form over the years and traditional travel packs are more and more frequently joined by flight+hotel or similar arrangements that are ordered online. These are also considered travel packages. Travelers increasingly also tailor their own trips according to their own desires. These trips are not included in the statistics on travel packages as yet. This will change by the year 2018 at latest, when new legislation on travel packages will add other travel types to the statistics as well.

A majority of the figures are based on the sales of travel packages¹ that are produced serially. For this reason popular European city destinations, for instance, are not represented in the correct proportion in the statistics.

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¹ * Herein a travel package is defined as a travel plan ensemble abroad coordinated by a travel agent, lasting for at least 2 days and including at least the relevant flights and accommodations. The travel package concept defined by the Package Travel Act is broader than the one used here. The statistics do not, therefore, include all those trip types that are included in the Act. Figures also do not include services for accommodations and transportation alone.