

8th January 2015

**ASSOCIATION OF FINNISH TRAVEL AGENTS**Vilhonkatu 4 B  
00100 HELSINKI**RESERVATION HABITS FOR HOLIDAYS ARE CHANGING BUT FINNISH PEOPLE STILL VALUE PACKAGE HOLIDAYS**

The Association of Finnish Travel agents have compiled statistics of package holidays since the year 1965. The operational environment and selling techniques for holidays have significantly changed through the years. The number of package holidays that are based on serial production decrease year by year, even though no equivalent change can be seen in the amount of travel in total. The bulk of the numbers included in these statistics is based on the sales of serial produced package holidays.\* For this reason e.g. popular European city break destinations are not represented in the statistics in correct proportions. But concerning traditional beach resorts, the new statistics are comparable with the statistics that have been compiled in previous years.

According to the new statistics the number of air based package holidays has decreased a scant 6% compared to last year, the number of passengers being 883,041.

Europe has been a popular destination for Finnish people as in previous years. The number of passengers stays approximately the same year after year. Last year the number of package holidays to Europe decreased slightly by 4% compared to 2013. Over 626,000 Finns had package holidays in the Mediterranean countries and other European destinations last year. Europe's percentage of all package holidays was almost 71% in 2014.

Spain (a good 45 % of all package holidays in Europe) and Greece have remained the most popular destinations in **Europe**. The percentage of holidays to Spain decreased about 3% in comparison to 2013. A total of 284,000 package holidays were made to Spain, the majority of which, over 239,000 holidays, to the Canary Islands. In 2014, holidays to the Canary Islands decreased 5% from the previous year. An other important destination among those in the area is Greece, as in previous years. Holidays in Greece increased last year over 6 % compared to the year before. The number of passengers to Greece was almost 184,000 in 2014. The total amount of holidays to the **Middle-East and North-Africa** decreased over 17 % compared to the previous year. About 150,000 holidays were made to the area. The numbers of passengers to Turkey took a fall for the first time in years, the decrease being 5,6 %. Still, even last year, there were almost 121,000 travellers to Turkey. Turkey is a very popular summer destination along with Greece. Over 81 % of holidays in the area were made to Turkey. Egypt has been the second most appealing destination in the area for many years, but only about 3,500 Finns travelled to Egypt in 2014, the decrease being 83,5 %. Only a few of the Finnish tour operators kept the destination in their production since the crises in the area still continued. The sales for holidays in **long haul destinations** were nearly on the same level as the year before. Thailand's percentage of long haul holidays is the most significant as in previous years (about 52 % of holidays in the area) although the amount of holidays there (nearly 56,000) decreased slightly from the year before, with 3 %. The total number of passengers to long haul destinations was almost 107,000.

Finnish people have found longer cruises as a form of travel. Popular cruise destinations among the Finnish are cruises along the Mediterranean and the Caribbean Seas. According to these statistics, last year nearly 8,700 Finnish passengers travelled in Europe, and over 5000 passengers in long haul destinations.

**Top Ten – list for 2014**

1. Spain/Canary Islands/Balearics: 284 896 travellers
2. Greece: 183 707 travellers
3. Turkey: 120 975 travellers
4. Thailand: 55 747 travellers
5. Portugal/Madeira/Azores: 25 223 travellers
6. Italy: 21 109 travellers
7. Cyprus: 20 556 travellers



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8. Bulgaria: 13 653 travellers
9. Austria: 13 040 travellers
10. United Arab Emirates: 9 225 travellers

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Appendices:

- Air based package holidays from Finland in 2014 and 2013, including market shares based on passenger volume and revenue