



ASSOCIATION OF THE FINNISH TRAVEL INDUSTRY  
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## Number of air-based packages exceeded 700 000 in 2024 - Greece continues to be the most popular destination for Finns

*Although the travel world is being shaken by economic uncertainty, extreme weather events and political uncertainty and conflict, leisure travel is still the highlight of the year for many Finns. In terms of numbers, package travel sales remain on a clear upward trend.*

The Association of Finnish Travel Industry (SMAL) has compiled the traditional package travel<sup>1</sup> statistics, featuring air-based package travel from Finland to international destinations in 2024 sold by its member companies. In total, around 700 500 packages were sold, which represents an increase of around 3% compared to 2023. In 2024, the combined turnover of tour operators organizing air-based package travel was EUR 738.5 million, an increase of 6.2% compared to the previous year.

In 2024, more than 650 000 packages were to destinations in **Europe, the Middle East and North Africa**. **Greece** has held the number one spot as the most popular destination for Finns for some years now, and the figures for 2024 prove the same. Nearly 225 000 packages were made to Greece, an increase of 7.4% compared to the previous year. The second favorite destination for Finns was **Spain**, where almost 187 000 packages were made. This represents an increase of 3.3% on the previous year. The vast majority of these packages, almost 149 000, were to the Canary Islands. The third favorite destination for Finns is **Türkiye**, with almost 54 500 packages. Among North African destinations, **Egypt** has been making a strong comeback for the past couple of years and its popularity continues to grow. In 2024, around 8 300 packages were made there. In the Middle East, **the UAE** is the most popular destination, with around 3 600 packages, although there was a slight decline in the figures compared to the previous year.

The number of packages to **long haul destinations** remained close to the previous year's level, with around 50 300 packages made to the region. **Thailand** has traditionally been a high-volume winter destination and is the most popular of the long haul destinations with almost 24 000 packages. **Cape Verde**, with just over 8 500 packages, is the second most popular long haul destination.

In the statistics, it is also interesting to follow the destinations that have managed to increase their popularity. The numbers of these destinations are not at the top end of the scale, but the interest of Finnish travelers is clearly on the increase. One such destination is **Cyprus**, which has been on a boom for several years now. In 2024, almost 36,000 packages were already made to the destination. Another destination is **Bulgaria**, which also made it into the *top ten* list with around 9 400 packages. In addition, **Poland**, with around 4 500 packages, is a destination to keep an eye on in the future.

The number of **long international cruises**, around 10 000, is almost at the same level as the previous year. In Europe, cruises are carried out in the Mediterranean, the Baltic Sea, the Norwegian coast and the North Atlantic. There was a slight increase in the number of these cruises, at just over 7 100 voyages. As regards long haul destinations, the Caribbean and the Bahamas, South America, Antarctica, the Panama Canal and Central America are the most familiar cruise destinations for Finns, although many exotic destinations are also popular. The number of cruises to long haul destinations was around 2 900. It should be noted, however, that the above figures are provided by the tour operators and do not include the so-called 'self-booked' cruises booked by individual passengers.

<sup>1</sup> Herein a travel package is defined as a combination of international travel services coordinated by a tour operator, lasting for at least 2 days and including at least flights and accommodation. 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 accommodation and transportation alone.



### **Top ten list for 2024**

Order in 2024	Order in 2023	Number of passengers
1. Greece	(1.)	224 125
2. Spain	(2.)	186 891
3. Türkiye	(3.)	54 398
4. Cyprus	(4.)	35 914
5. Italy	(5.)	24 545
6. Thailand	(6.)	23 842
7. Portugal	(7.)	19 319
8. Croatia	(8.)	12 200
9. Bulgaria	(*)	9 399
10. Austria	(10.)	8 551

### **On the statistics**

SMAL and its predecessor SMY have compiled statistics on package travel since 1965. The travel industry has changed considerably since those times. The package travel concept has changed forms over the years and traditional package travel holidays are more and more frequently joined by flight+hotel or similar arrangements that are booked online. These are also considered package travel. Travelers increasingly also book their own tailor-made trips according to their own desires. These trips are now more often included in the statistics on package travel as well, since 2018 legislation on package travel added other types of travel to the statistics as well. A majority of the figures are based on the sales of package travel holidays that are produced on a serial basis. For this reason, popular European city destinations, for instance, are not represented in the correct proportion in the statistics.

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Annex: Air-based package holidays in 2024