



Association of Finnish Travel Industry

**Air based package holidays abroad in 2019 and 2018  
(including tailor made packages and long haul cruises with/without flights)**

	2019	2018	Difference 2019/2018 %
<b>EUROPE</b>	<b>683 531</b>	<b>684 999</b>	<b>-0,2 %</b>
Greece	239 448	232 626	2,9 %
All Spain	233 054	253 669	-8,1 %
<i>Canary Islands</i>	193 053	208 359	-7,3 %
<i>The Balearic Islands</i>	20 932	26 313	-20,4 %
<i>Rest of Spain</i>	19 069	18 997	0,4 %
Italy	32 744	29 198	12,1 %
Croatia	25 197	28 719	-12,3 %
All Portugal	24 533	27 338	-10,3 %
<i>Madeira</i>	18 194	21 473	-15,3 %
<i>Rest of Portugal incl. the Azores</i>	6 339	5 865	8,1 %
Cyprus	18 786	17 763	5,8 %
Bulgaria	15 320	19 178	-20,1 %
Austria	14 092	12 489	12,8 %
Germany	7 367	5 044	46,1 %
United Kingdom	6 551	5 636	16,2 %
Poland	6 533	3 396	92,4 %
France	5 670	6 042	-6,2 %
Czech Republic	5 377	5 005	7,4 %
Hungary	3 838	3 903	-1,7 %
Albania	3 557	1 844	92,9 %
Latvia	3 119	2 375	31,3 %
Denmark	2 934	3 345	-12,3 %
Montenegro	2 751	4 265	-35,5 %
Malta	2 552	3 981	-35,9 %
Iceland	2 248	2 317	-3,0 %
Netherlands	2 173	1 622	34,0 %
Ireland	1 622	1 573	3,1 %
Lithuania	1 309	761	72,0 %
Slovenia	1 045	885	18,1 %
Switzerland	862	567	52,0 %
Sweden	691	720	-4,0 %
Belgium	678	*	
Norway	532	*	
Rest of Europe	13 848	4 232	227,2 %
<b>Long distance cruises: Europe, the Mediterranean, the Baltic Sea, the Norwegian coast, the North Atlantic (Europe)</b>	<b>5 100</b>	<b>6 506</b>	<b>-21,6 %</b>
<b>MIDDLE EAST AND NORTH AFRICA</b>	<b>112 420</b>	<b>96 003</b>	<b>17,1 %</b>
Turkey	69 641	66 644	4,5 %
Egypt	15 864	4 591	245,5 %
United Arab Emirates	14 789	16 498	-10,4 %
Israel	5 167	4 150	24,5 %
Tunisia	3 903	2 145	82,0 %
Morocco	1 123	523	114,7 %
Rest of Middle East and North Africa	1 933	1 452	33,1 %

<b>LONG HAUL DESTINATIONS</b>	<b>85 705</b>	<b>95 128</b>	<b>-9,9 %</b>
Mexico	4 108	5 625	-27,0 %
Dominican Republic	2 872	3 065	-6,3 %
Cuba	2 236	2 012	11,1 %
Rest of Caribbean and Central America	591	438	34,9 %
Thailand	37 700	44 319	-14,9 %
Vietnam	4 382	5 728	-23,5 %
Indonesia	1 229	1 655	-25,7 %
Rest of South-East Asia	2 063	1 253	64,6 %
Cape Verde	10 036	8 795	14,1 %
Gambia	3 985	4 085	-2,4 %
USA	2 712	1 990	36,3 %
Maldives	1 786	1 793	-0,4 %
India	1 748	2 470	-29,2 %
Mauritius	1 627	3 619	-55,0 %
Japan	867	536	61,8 %
China	813	709	14,7 %
Sri Lanka	642	2 133	-69,9 %
South Africa	553	591	-6,4 %
Other long haul destinations	2 729	2 661	2,6 %
<b>Long haul cruises: North America, Alaska, Hawaii, California and the Mexico's Pacific Ocean side coast, North Atlantic (America)</b>	<b>1 506</b>	<b>631</b>	<b>138,7 %</b>
<b>Long haul cruises: The Caribbean and Bahamas, South America, the Antarctica, Panama Canal and Central America</b>	<b>950</b>	<b>983</b>	<b>-3,4 %</b>
<b>Long haul cruises: Africa, Middle East, Indian Ocean, Southeast Asia, East Asia</b>	<b>476</b>	<b>546</b>	<b>-12,8 %</b>
<b>Long haul cruises: Oceania and Pacific Ocean</b>	<b>94</b>	<b>82</b>	<b>14,6 %</b>
<b>TOTAL ALL DESTINATIONS</b>	<b>881 656</b>	<b>876 130</b>	<b>0,6 %</b>

**Participating tour operators 2019:** Adrian Matkat, Allied Travel Consultants Oy, Apollomatkat, Aurinkomatkat Oy (Aurinkomatkat, Finnair Holidays), Bussi-Manninen Oy, Golf Tailors Oy, Helin Matkatoimisto Oy, HTE-Tours Oy, Ikaalisten Matkatoimisto Oy, Ingves & Svanbäck Ab Oy, Kokkolan Matkatoimisto Oy, Kon-Tiki Tours, Kouvola Matkatoimisto Oy, Kristina Cruises Oy, Lakeuden Matkat Oy/Matkapörssi, Lomalinja Oy, Matka Mäkelä Oy, Matkapojat Oy, Matkatoimisto Aventura, Matkatoimisto Detur Finland Oy, Matkatoimisto You Travel Oy, Matkavekka, OK-Matkat Oy Ltd, Olympia Kaukomatkat, Oy Jalo Ab, Oy Tjäreborg Ab, Pamplemousse Oy, Ski Unlimited Oy Ltd, STS Alppimatkat, Suomen Matka-Agentit Oy, Suunnistusmatkat Oy, Tabi Unelmamatkat, Toiviomatkat Oy, Travel Specialist Group Oy, TravelOn Matkat Oy, TUI Nordic in Finland, Vetikko Travel and White House EG

**Participating tour operators 2018:** Adrian Matkat, Allied Travel Consultants Oy, Apollomatkat, Aurinkomatkat Oy (Aurinkomatkat, Finnair Holidays), Lakeuden Matkat Oy/Easyloma, Golf Tailors Oy, Helin Matkatoimisto Oy, HTE-Tours Oy, Ikaalisten Matkatoimisto Oy, Ingves & Svanbäck Ab Oy, Kokkolan Matkatoimisto Oy, Kon-Tiki Tours, Kristina Cruises Oy, Lomalinja Oy, Matka Mäkelä Oy, Matkapojat Oy, Matkatoimisto Detur Finland Oy, Matkatoimisto You Travel Oy, Primera Holidays Oy/Matkavekka, OK-Matkat Oy Ltd, Olympia Kaukomatkat, Oy Jalo Ab, Pamplemousse Oy, pH Vetikko Oy/Vetikko Travel, Ski Unlimited Oy Ltd, STS Alppimatkat, Tabi Unelmamatkat, Oy Tjäreborg Ab, Toiviomatkat Oy, Travel Specialist Group Oy, TravelOn Matkat Oy, TUI Nordic in Finland and White House EG



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<b>Position</b> <b>2019</b>		<b>Passengers</b>	<b>Position</b> <b>2018</b>
1.	Greece	239 448	2.
2.	Spain	233 054	1.
3.	Turkey	69 641	3.
4.	Thailand	37 000	4.
5.	Italy	32 744	5.
6.	Croatia	25 197	6.
7.	Portugal	24 533	7.
8.	Cyprus	18 786	9.
9.	Egypt	15 864	16.
10.	Bulgaria	15 320	8.
	Other destinations	170 069	
	<b>TOTAL ALL DESTINATIONS</b>	<b>881 656</b>	



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## Finnish package tour operators market shares based in passenger amounts in 2019 and 2018

	Passengers in 2019	Percentage of all holidays	Passengers in 2018	Percentage of all holidays
Aurinkomatkat Oy (Aurinkomatkat, Finnair Holidays)	260 346	29,5 %	238 600	27,2 %
TUI Nordic in Finland	221 677	25,1 %	237 270	27,1 %
Oy Tjäreborg Ab	175 604	19,9 %	179 531	20,5 %
Apollomatkat	74 873	8,5 %	81 388	9,3 %
Matkatoimisto Detur Finland Oy	41 170	4,7 %	39 384	4,5 %
Matkavekka	31 300	3,6 %	31 081	3,5 %
STS Alppimatkat	11 320	1,3 %	9 750	1,1 %
Suomen Matka-Agentit Oy ( <i>first time within the statistics</i> )	10 630	1,2 %	*	*
OK-Matkat Oy Ltd	5 100	0,6 %	6 100	0,7 %
Other tour operators	49 636	5,6 %	53 026	6,1 %
<b>TOTAL</b>	<b>881 656</b>	<b>100,0 %</b>	<b>876 130</b>	<b>100,0 %</b>



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### Finnish package tour operators market shares based on turnover in 2019 and 2018

	Turnover 2019 (million €)	Percentage of total turnover	Turnover 2018 (million €)	Percentage of total turnover
Aurinkomatkat Oy (Aurinkomatkat, Finnair Holidays)	220,0 €	29,1 %	212,0 €	27,2 %
TUI Nordic in Finland	194,7 €	25,8 %	220,9 €	28,4 %
Oy Tjäreborg Ab	141,0 €	18,7 %	144,0 €	18,5 %
Apollomatkat	52,0 €	6,9 %	56,6 €	7,3 %
Matkatoimisto Detur Finland Oy	25,1 €	3,3 %	22,9 €	2,9 %
Matkavekka	22,5 €	3,0 %	23,5 €	3,0 %
STS Alppimatkat	12,3 €	1,6 %	11,2 €	1,4 %
Suomen Matka-Agentit Oy ( <i>first time within the statistics</i> )	7,1 €	0,9 %	*	*
Allied Travel Consultants Oy	6,4 €	0,8 %	6,0 €	0,8 %
Other tour operators	74,4 €	9,8 %	81,4 €	10,5 %
<b>TOTAL</b>	<b>755,6 €</b>	<b>100,0 %</b>	<b>778,5 €</b>	<b>100,0 %</b>