



Air-based package holidays in 2024

Compiled by Association of 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 travel¹ 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, although there was a slight decrease of 2.2% 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.

¹ 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



Air-based package holidays abroad in 2024
(including tailor made packages and long haul cruises with/without flights)

Association of Finnish Travel Industry | Compiled 10.1.2025

	2024	2023	Change 2024/2023
EUROPE, MIDDLE EAST and NORTH-AFRICA TOTAL	650 203	609 197	6,7 %
Greece	224 125	208 723	7,4 %
Spain	186 891	180 882	3,3 %
<i>Canary Islands</i>	148 808	146 320	1,7 %
<i>The Balearic Islands</i>	18 273	15 934	14,7 %
<i>Rest of Spain</i>	19 810	18 628	6,3 %
Türkiye	54 398	55 820	-2,5 %
Cyprus	35 914	26 357	36,3 %
Italy	24 545	24 841	-1,2 %
Portugal	19 319	19 108	1,1 %
<i>Madeira</i>	15 796	15 654	0,9 %
<i>Portugal including the Azores</i>	3 523	3 454	2,0 %
Croatia	12 200	13 439	-9,2 %
Bulgaria	9 399	5 600	67,8 %
Austria	8 551	8 490	0,7 %
Egypt	8 298	5 595	48,3 %
France	6 910	5 985	15,5 %
United Kingdom	5 792	6 072	-4,6 %
Poland	4 507	2 174	107,3 %
Czech Republic	4 396	3 287	33,7 %
Germany	3 768	4 820	-21,8 %
United Arab Emirates	3 601	3 648	-1,3 %
Latvia	3 287	3 891	-15,5 %
Sweden	2 909	829	250,9 %
Denmark	1 549	1 826	-15,2 %
Netherlands	1 484	1 826	-18,7 %
Hungary	1 306	1 481	-11,8 %
Ireland	1 297	1 068	21,4 %
Iceland	1 061	2 003	-47,0 %
Lithuania	946	1 226	-22,8 %
Switzerland	703	632	11,2 %
Montenegro	695	*	*
Malta	679	703	-3,4 %
Morocco	544	*	*
Albania	541	*	*
Norway	521	*	*
Other countries	12 936	11 773	9,9 %
 Long distance cruises: Europe, the Mediterranean, the Baltic Sea, the Norwegian coast, the North Atlantic (Europe)	 7 131	 7 098	 0,5 %

LONG HAUL DESTINATIONS TOTAL	50 285	50 326	-0,1 %
Thailand	23 842	24 425	-2,4 %
Cape Verde	8 429	9 127	-7,6 %
Mexico	3 088	3 080	0,3 %
USA	1 861	2 027	-8,2 %
Mauritius	1 609	1 325	21,4 %
Maldives	1 507	1 465	2,9 %
Indonesia	813	634	28,2 %
Tanzania	543	*	*
Sri Lanka	500	*	*
Other countries	5 140	4 947	3,9 %
Long haul cruises	2 953	3 296	-10,4 %
TOTAL	700 488	659 523	6,2 %

Participating tour operators 2024: Aarrematkat Oy, Adrian Matkat Oy, Allied Travel Oy, Aurinkomatkat Oy, Aventours Oy/Aventura Holidays, Axtours.ax ab, DERTOUR Nordic AB filial i Finland (Apollomatkat), Dive Travel Finland Oy, Elämys Group, Golf Tailors Oy, Helin Matkatoimisto Oy, HTE-Tours Oy, Ikaalisten Matkatoimisto Oy, Ingsva Resor-Matkat Ab Oy, Kon-Tiki Tours Oy, Koonono Matkat Oy, Kouvolan Matkatoimisto Oy, Kristina Cruises Oy, Kymenmatkat Oy, Lakeuden Matkat Oy, Lomalinja Oy Holiday Tours Ltd, Longitours Oy, MatkaMainio Oy, Matkapojat Oy, Matkatoimisto Farmimatkat Oy, Matkatoimisto You Travel Oy, Mixx Travel, Olympia Kaukomatkatoimisto, Oy Pelimatkat Finland, Pamplemousse Oy, Pohjanmaan Matkatoimisto Oy, Pohjolan Matka/Pohjolan Turistiauto Oy, SoileTours Oy, STS Alppimatkat, Suunnistusmatkat Oy, Oy Tjäreborg Ab, Toiviomatkat Oy, Travel Specialist Group Oy, Travelon Matkat Oy, TUI Finland Oy (incl. Nazar Nordic), White House EG and Wiimax Oy

Participated tour operators 2023: Aarrematkat Oy, Adrian Matkat Oy, Allied Travel Consultants Oy, Apollomatkat, Aurinkomatkat Oy, Aventours Oy, CWT Finland Oy, Dive Travel Finland Oy, Elämys Group, Golf Tailors Oy, Helin Matkatoimisto Oy, HTE-Tours Oy, Ikaalisten Matkatoimisto Oy, Ingsva Resor-Matkat Ab Oy, Kankaanpään Matkatoimisto Oy – Satalomat, Kokkolan Matkatoimisto Oy, Kon-Tiki Tours Oy, Koonono Matkat Oy, Kristina Cruises Oy, Kymenmatkat Oy, Lomalinja Oy Holiday Tours Ltd, Longitours Oy, Matka Mäkelä Oy, Matkapojat Oy, Matkapörssi, Matkatoimisto Farmimatkat Oy, Matkatoimisto You Travel Oy, Mixx Travel, Olympia Kaukomatkatoimisto, Oy Pelimatkat Finland, Oy Tjäreborg Ab, Pamplemousse Oy, Pohjolan Matka/Pohjolan Turistiauto Oy, SoileTours Oy Ltd, STS Alppimatkat, Suunnistusmatkat Oy, Toiviomatkat Oy, Travel Specialist Group Oy, Travelon Matkat Oy, TUI Finland Oy Ab (incl. Nazar Nordic) and White House EG



Association of Finnish Travel Industry

Market shares of Finnish package tour operators based on turnover in 2024 and 2023

Data described in this summary relate to the statistics on package travel

	Turnover 2024 (million €)	Percentage of total turnover		Turnover 2023* (million €)	Percentage of total turnover
Aurinkomatkat Oy	243,8 €	33,0 %	Aurinkomatkat Oy	241,5 €	34,7 %
TUI Finland Oy (incl. Nazar Nordic)	190,5 €	25,8 %	TUI Finland Oy Ab (incl. Nazar Nordic)	172,9 €	24,9 %
Oy Tjäreborg Ab	121,7 €	16,5 %	Oy Tjäreborg Ab	106,8 €	15,4 %
Apollomatkat	54,6 €	7,4 %	Apollomatkat	49,1 €	7,1 %
STS Alppimatkat	11,3 €	1,5 %	Elämys Group	12,4 €	1,8 %
Olympia Kaukomatkatoimisto	10,5 €	1,4 %	STS Alppimatkat	12,0 €	1,7 %
Aventours Oy/Aventura Holidays	9,6 €	1,3 %	Olympia Kaukomatkatoimisto	10,5 €	1,5 %
Helin Matkatoimisto Oy	9,5 €	1,3 %	Mixx Travel	9,8 €	1,4 %
Elämys Group	9,5 €	1,3 %	Matkapojat Oy	8,5 €	1,2 %
Travelon Matkat oy	8,9 €	1,2 %	Helin Matkatoimisto Oy	8,4 €	1,2 %
Others	68,6 €	9,3 %	Others	63,3 €	9,1 %
Total	738,5 €	100,0 %	Total	695,1 €	100,0 %

* data updated from previous year



Association of Finnish Travel Industry

Market shares of Finnish package tour operators based on amounts of passengers in 2024 and 2023

Data described in this summary relate to the statistics on package travel

	Passengers in 2024	Percentage of all holidays		Passengers in * 2023	Percentage of all holidays
Aurinkomatkat Oy	232 110	33,1 %	Aurinkomatkat Oy	229 850	34,9 %
TUI Finland Oy Ab (ml. Nazar Nordic)	190 283	27,2 %	TUI Finland Oy Ab (ml. Nazar Nordic)	163 496	24,8 %
Oy Tjäreborg Ab	124 602	17,8 %	Oy Tjäreborg Ab	120 659	18,3 %
Apollomatkat	65 908	9,4 %	Apollomatkat	57 443	8,7 %
Matkaporjat Oy	8 961	1,3 %	Mixx Travel	11 600	1,8 %
Aventours Oy/Aventura Holidays	8 711	1,2 %	Elämys Group	8 712	1,3 %
Mixx Travel	8 500	1,2 %	Matkaporjat Oy	8 276	1,3 %
STS Alppimatkat	8 000	1,1 %	Aventours Oy/Aventura Holidays	7 990	1,2 %
Elämys Group	6 935	1,0 %	STS Alppimatkat	7 500	1,1 %
Travelon Matkat oy	5 000	0,7 %	Ikaalisten Matkatoimisto Oy	4 316	0,7 %
Others	41 478	5,9 %	Others	39 681	6,0 %
Total	700 488	100,0 %	Total	659 523	100,0 %

* data updated from previous year