



Visit Finland

# VF monthly follow up

Jan-Feb & winter season 2025

# Summary

## Travel to Finland and to the Nordics compared to previous year and pre-pandemic

### Border survey latest 12 months (Mar 2024 – Feb 2025) & winter season (Dec 2024 – Feb 2025)

- Foreign visitors made **4.9 million trips** to Finland during the **latest 12 months**, and they **spent 3.8 billion euros in Finland**. **Median length of stay** was **4 nights** and **74%** of the visitors were travelling for **leisure purposes**.
- In **winter high season 2025**, the **total number of trips** to Finland **increased by 7%** compared to the previous winter, and the **total spend** in Finland **increased by 15%**.
  - When looking only at the **vacation/recreation travellers** the growth was even stronger – **23% more trips** and **28% higher total spend**. The average advance booking time for the winter holiday trips was slightly shorter than a year before, and the share of package trips was smaller than during the previous winter.
  - **UK, France** and **Germany** were the biggest source markets by the number of **holiday trips and total spending**. **Holiday makers** from **Australia, France, Spain, and USA** were the **biggest spenders per trip**.

### Registered overnights in Finland Jan-Feb 2025 & winter season (Dec 2024 – Feb 2025)

- Number of registered **foreign overnights** in **Jan-Feb 2025** was **10% above** the figures of previous year, *and 6% above pre-pandemic level*. The biggest source markets were **France, Germany, UK, and the Netherlands**.
- During **winter high season 2025**, registered foreign overnights **increased by 12%** compared to winter 2024 *and 9% compared to winter 2019*. **UK, France, Germany, and the Netherlands** were the biggest source markets. **Helsinki, Rovaniemi, Kittilä-Levi, Inari-Saariselkä, Kolari-Ylläs, Ruka-Kuusamo, Vantaa, and Sodankylä** were the main destinations.

# Summary

## Travel to Finland and to the Nordics compared to previous year and pre-pandemic

### Registered overnights in the Nordics in Jan-Feb 2025 & winter season (Dec 2024 – Feb 2025)

*As Iceland is currently undergoing revisions in their statistics, their overnight figures are not available at the moment.*

- **In Jan-Feb**, registered overnights increased to each Nordic country compared to the previous year. Relative growth has been strongest to Norway.
- **During the winter high season, 7.9 million** overnights were registered in the Nordic countries excluding Iceland. Overnights **increased by 12%** compared to previous winter.
  - **Finland's market share** among the four countries was **29%**, which means that **Finland is the market leader in winter**.
- Top source markets during the winter season to FI, SE, NO, DK: **UK, Germany, USA, Denmark, and France**.
  - Among the main source markets **Finland is the market leader in winter travel** to the Nordics in **UK, France, the Netherlands, Spain, China, Switzerland, and Australia**.
- On country level, there were nearly **three times more foreign overnights** in the Nordic countries **during the summer high season** than during the winter season. Even though Finland is the market leader during the winter, it has only an **8% share** of the overnights in the **summer season**.
  - However, winter is more popular than summer travel to **Lapland regions in Finland, Norway and Sweden** - there were **0.6 million more foreign overnights** during the **winter season** than during the summer season.

# Summary

## Travel to Finland and to the Nordics compared to previous year and pre-pandemic

### Short-term rentals in Finland during 2024

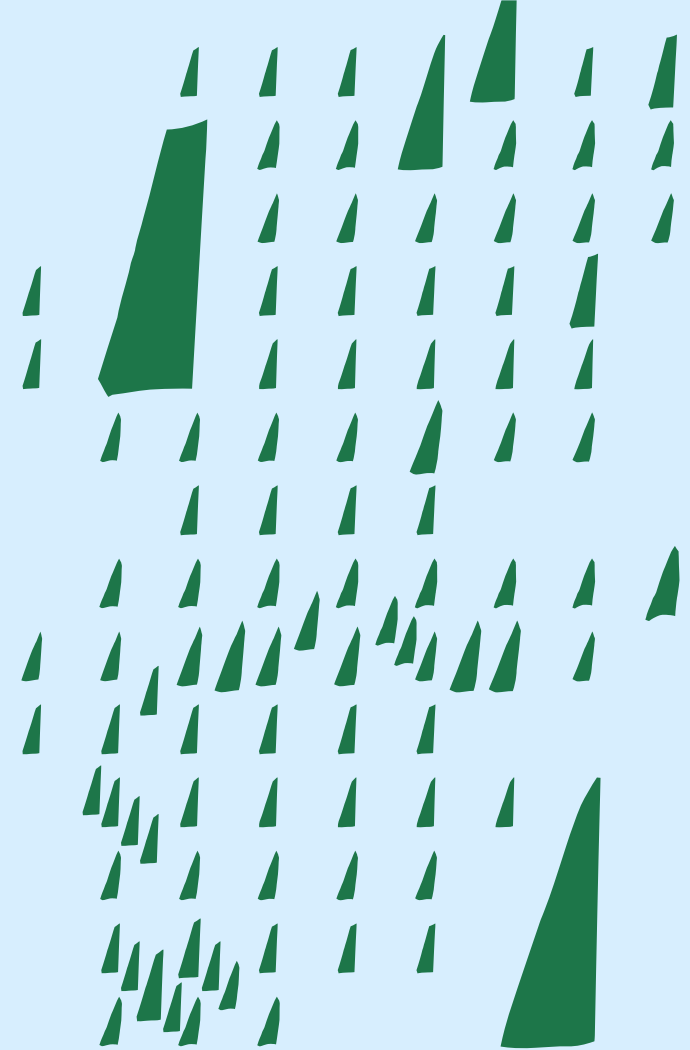
- In **2024**, foreign overnights in **short-term rentals** were **2.7 million**, so the total number of **foreign paid overnights** added up already to **9.1 million**, which was **17% more** than in 2023.
- The share of foreign overnights in short-term rentals was **30% in 2024** (26% in 2023 and 21% in 2019).

### Flight bookings and capacity for the summer months Jun-Aug 2025

- Airline bookings to Finland for the summer are **increasing by 7%** compared to last year. *When comparing to summer 2019, the total int'l bookings are still at a slightly lower level. However, among the main source markets **USA, the Netherlands, France, and Spain** show positive development compared to 2019.*
  - Bookings for the summer months to Norway continue to grow when comparing to both previous year as well as to summer 2019. On the other hand, bookings to Sweden are decreasing compared to previous and 2019 summers.
- Total int'l seat capacity for the summer is **7% above 2024 level**, *but still -12% compared to the pre-pandemic level.*
  - Seat capacity from **Europe** and **Asia** is improving compared to previous summer *but remains below the level of summer 2019.*
  - Seat capacity from **USA** is clearly above both summer 2024 and summer 2019 levels.

# Border Survey

Latest 12 months (Mar/2024 – Feb/2025)

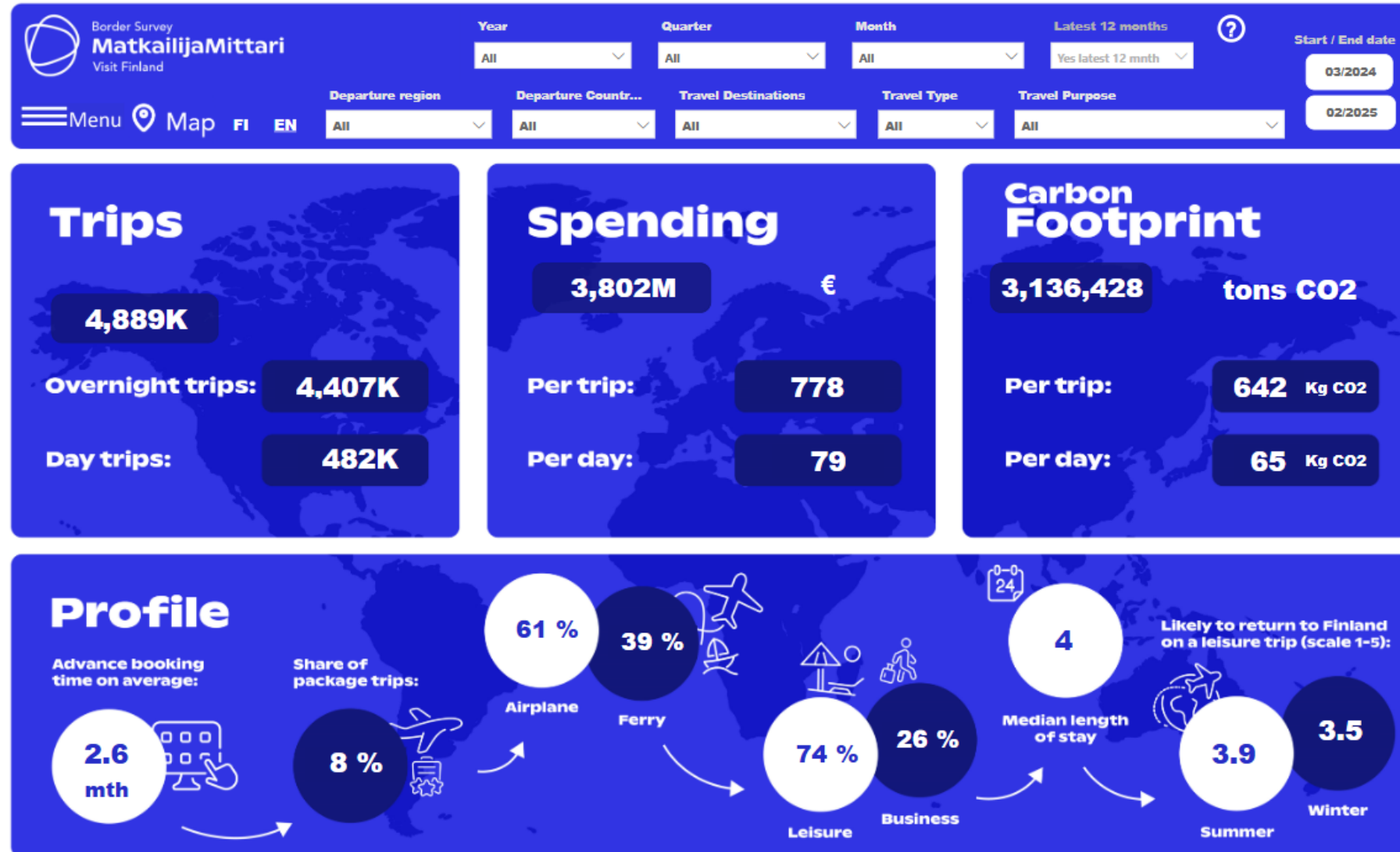


# Border Survey / latest 12 months (Mar/2024 – Feb/2025)

## Foreign visitors in Finland

Mar/2024 – Feb/2025

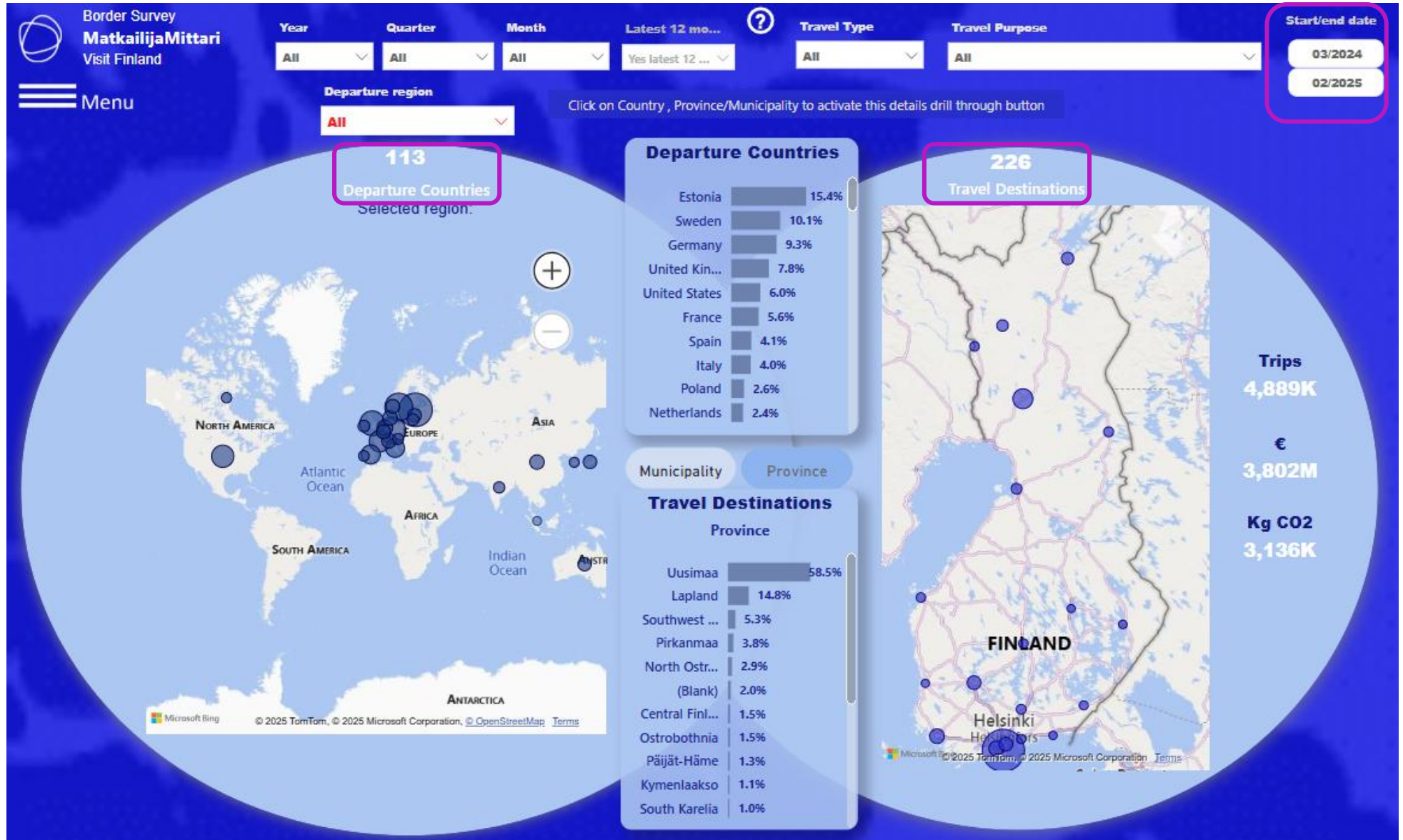
- Nearly **4.9 million** visitors
  - 90% overnight trips
- Spending **3.8 billion€**
  - 778 € / trip
  - 79 € / day
- **74%** travelling for leisure
- Median length of stay **4 nights**



# Border Survey / Latest 12 months (Mar 2024 – Feb 2025)

Foreign visitors in Finland

[Link to the report: Matkailijamittari - Visit Finland](#)



## Top5 source markets for leisure/personal trips

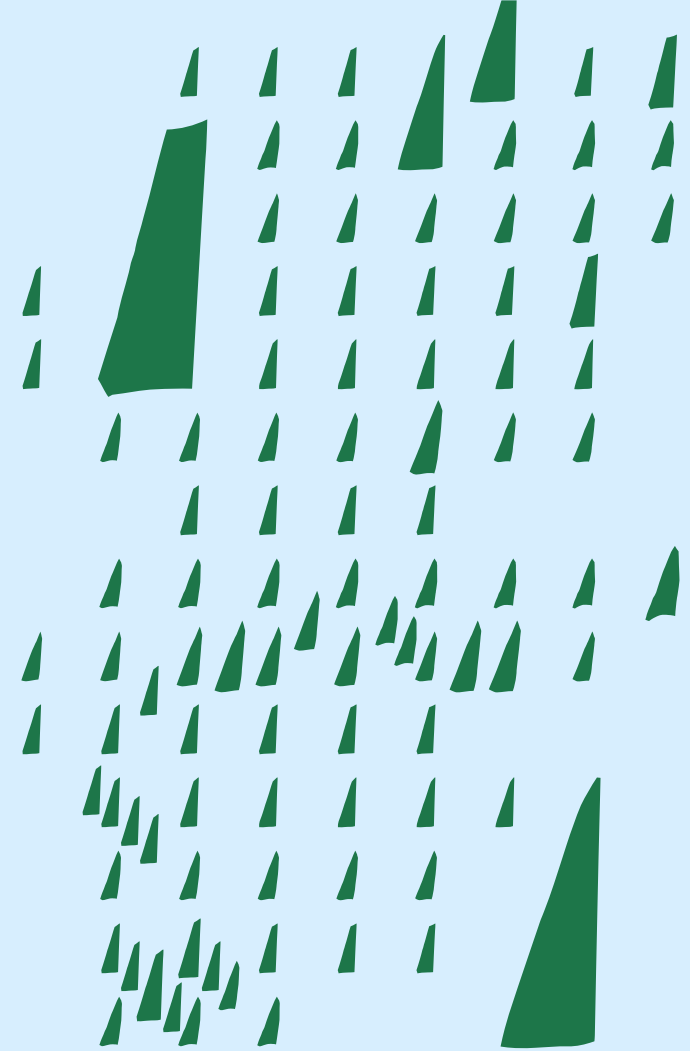
- Estonia
- Germany
- Sweden
- UK
- USA

## Top5 source markets for work related trips

- Estonia
- Sweden
- UK
- Germany
- Poland

# Border Survey

Winter high season 2025 (Dec/2024 – Feb/2025)



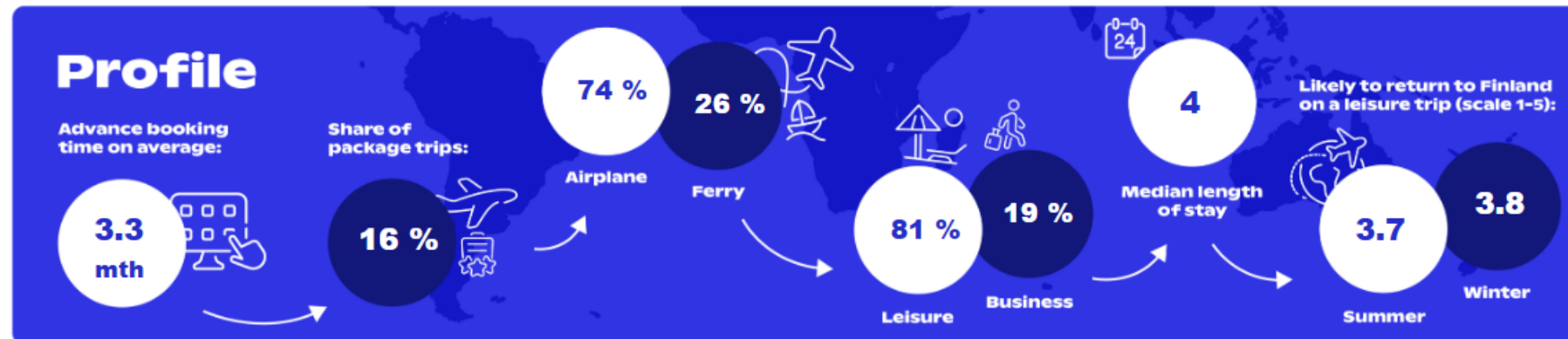
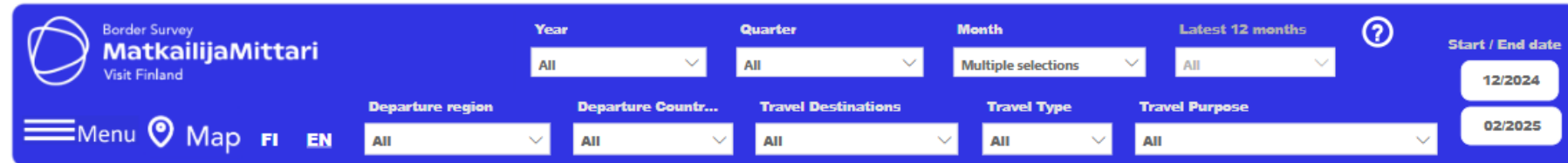


# Winter high season (Dec/2024 – Feb/2025)

All foreign visitors in Finland

## Winter high season 2024-2025

- **Over 1.2 million** visitors
  - 76 000 (7%) more than during previous winter
- Spending **over 1.2 billion€**
  - 160 million (15%) more than during previous winter
- **81%** were travelling for leisure
  - 78% during previous winter
- Median length of stay was **4 nights** (same as year before)



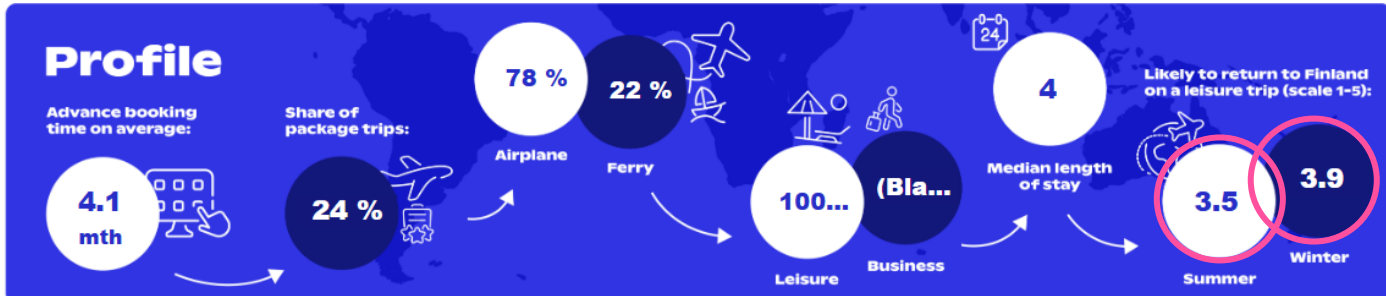
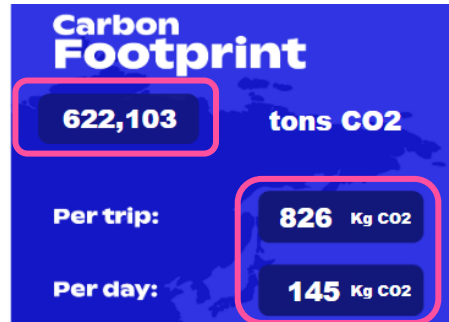
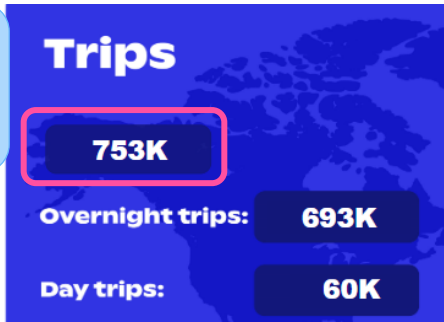
[Link to the report:](#)  
[Matkailijamittari - Visit Finland](#)

# Vacation/recreation travellers during winter high season 2024-2025

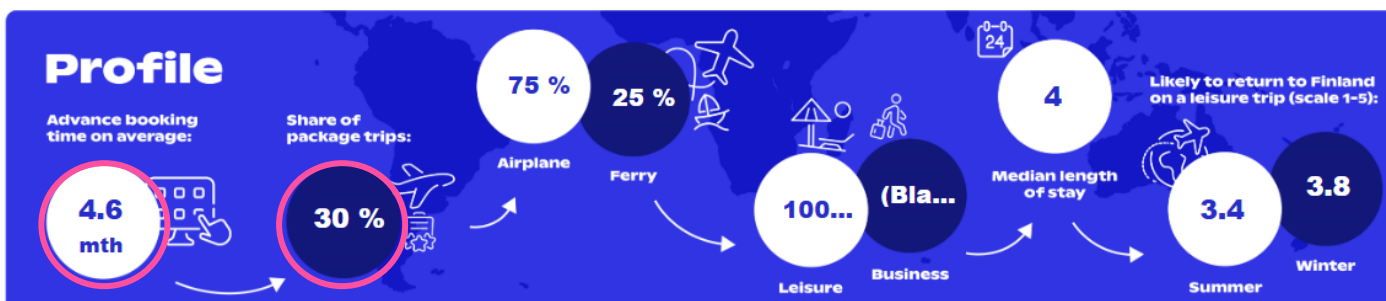
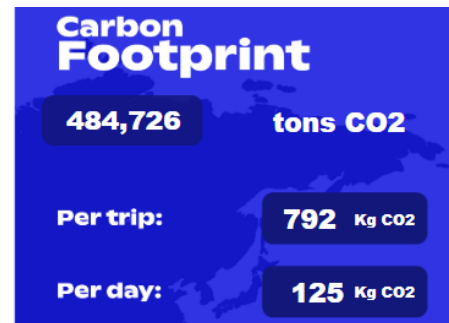
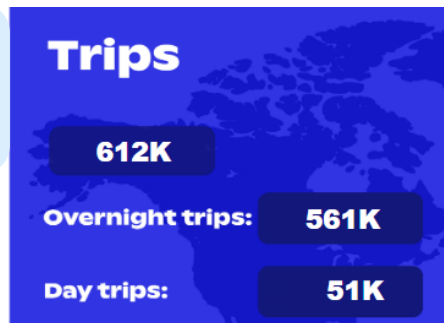
## vs. winter 2023-2024

- There were **753,000 vacation / recreation travellers** visiting Finland during the winter high season. It was **141,000 (23%) more** than during the previous winter.
- Holiday makers also **spent more money** in Finland and the **total spending of 851M€** was **186 M€ (28%) more** than a year before. **Spending per trip** and **spending per day** were both **higher** than during the previous winter.
- **The average advance booking time** for the winter holiday trips was slightly **shorter** than a year before, and the **share of package trips** was **smaller** than during the previous winter.

Winter  
2024-2025  
(Dec-Feb)



Winter  
2023-2024  
(Dec-Feb)



# Vacation travellers by main source markets

## Trips to Finland, total spending and spending per trip

Country	Vacation Trips	Prev yr vac. trips	YoY trips change %
<b>UK</b>	<b>134 800</b>	134 500	0 %
<b>France</b>	<b>87 600</b>	56 800	54 %
<b>Germany</b>	<b>75 500</b>	68 000	11 %
Estonia	39 500	33 700	17 %
Spain	38 600	24 000	61 %
USA	35 000	24 300	44 %
Italy	34 100	28 700	19 %
Netherlands	29 600	27 700	7 %
Australia	22 000	16 800	31 %
Switzerland	19 900	8 200	<b>141 %</b>
Japan	18 300	6 900	<b>163 %</b>
Ireland	16 800	19 800	<b>-15 %</b>

Country	M€ total	Prev yr M€ total	YoY € change %
<b>UK</b>	<b>124,8</b>	123,3	1 %
<b>France</b>	<b>123,8</b>	74,4	66 %
<b>Germany</b>	<b>99,2</b>	69,2	43 %
Spain	54,2	28,3	<b>91 %</b>
USA	49,0	47,4	3 %
Australia	39,3	38,7	2 %
Netherlands	37,8	35,4	7 %
Italy	37,3	26,6	40 %
Switzerland	24,6	10,4	<b>135 %</b>
Japan	18,7	12,0	56 %
Ireland	14,0	15,7	<b>-11 %</b>
Estonia	13,1	17,3	<b>-25 %</b>

Country	€ / trip	Prev yr € / trip	YoY € / trip change %
<b>Australia</b>	<b>1 791</b>	2 305	<b>-22 %</b>
<b>France</b>	<b>1 412</b>	1 311	8 %
<b>Spain</b>	<b>1 403</b>	1 180	19 %
<b>USA</b>	<b>1 402</b>	1 948	<b>-28 %</b>
Germany	1 313	1 017	29 %
Netherlands	1 274	1 275	0 %
Switzerland	1 239	1 267	<b>-2 %</b>
Italy	1 093	926	18 %
Japan	1 024	1 730	<b>-41 %</b>
UK	926	917	1 %
Ireland	832	795	5 %
Estonia	331	515	<b>-36 %</b>

# Foreign registered overnights & flight statistics

Compared to corresponding period in *previous year* (& 2019)

\*) Flight bookings including at least 1 night stay in Finland.

## Registered overnights

## Flight arrivals / bookings\*

## Seat capacity

Monthly view

**690,300**

+9% (+14%)

Feb/25 foreign overnights in FIN



**121,000**

+6% (+1%)

Mar/25 int'l flight arrivals to FIN



**74,000**

+6% (-23%)

Apr/25 outlook for int'l flight bookings to FIN



**859,300**

+11% (-13%)

Mar/25 flight seat capacity to FIN



**894,800**

+8% (-13%)

Apr/25 outlook for seat capacity to FIN



Several months' view

**1.4M**

+10% (+6%)

01-02/25 foreign overnights in FIN



**768,900**

+12% (+2%)

10/24 – 03/25 (6 mths) arrivals to FIN



**652,900**

+8% (-16%)

04-09/25 (6 mths) outlook for flight bookings to FIN



**5.1M**

+10% (-14%)

10/24 – 03/25 (6 mths) flight seat capacity to FIN



**5.8M**

+7% (-12%)

04-09/25 (6 mths) outlook for seat capacity to FIN



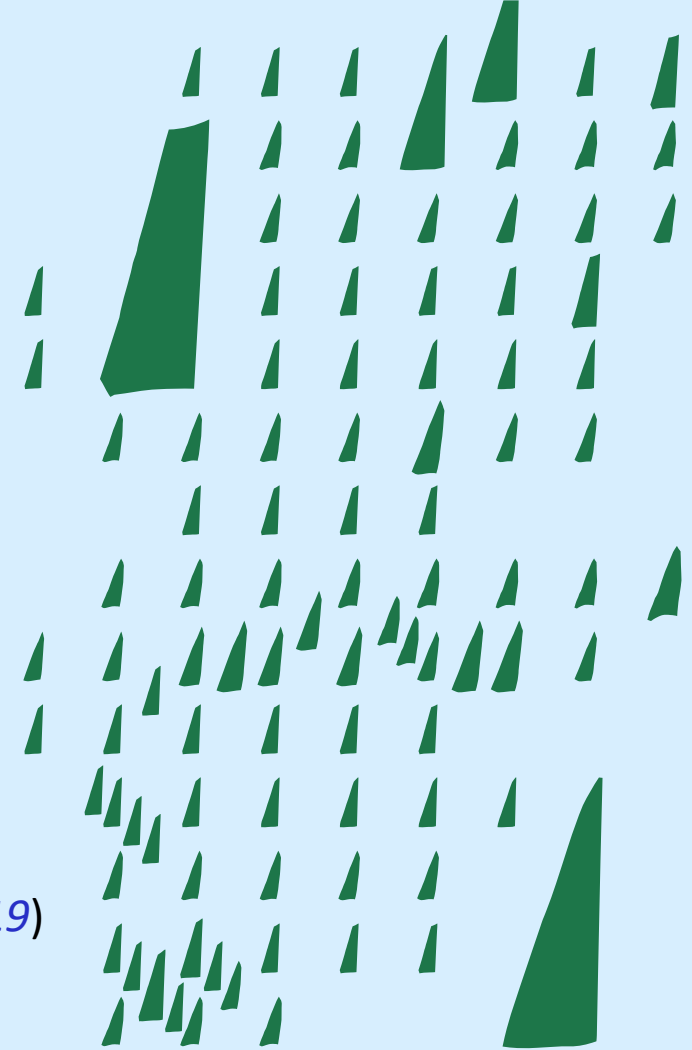
# Registered overnights

- January – February 2025

- Foreign overnights increased by **10%** compared to previous year and they were also 6% above the figures of 2019. The biggest source markets were **France, Germany, UK, and the Netherlands**.
- Total accommodation revenue increased by **8%** as the foreign revenue increased by **19%** compared to Jan-Feb 2024 (domestic revenue -2%), and foreign revenue was as high as 50% of total accommodation revenue.

- Winter high season 2025 (Dec/2024 – Feb/2025)

- Record high number of foreign overnights: **2.3M** (+12% YoY & +9% vs. *winter-2019*)
- Top source markets: **UK, France, Germany, and the Netherlands**
- Main destinations: **Helsinki, Rovaniemi, Kittilä-Levi, Inari-Saariselkä, Kolari-Ylläs, Ruka-Kuusamo, Vantaa, and Sodankylä**



# Registered overnights Jan-Feb 2025

	Jan-Feb 2025	Change-% vs. Jan-Feb 2024	Change-% vs. Jan-Feb 2019
<b>Total</b>	<b>3.4M</b>	<b>+3%</b>	<b>+3%</b>
<b>Domestic</b>	<b>2.0M</b>	<b>-2%</b>	<b>+2%</b>
<b>Foreign, total</b>	<b>1.4M</b>	<b>+10%</b>	<b>+6%</b>
<b>Foreign excl. Russia</b>	<b>1.4M</b>	<b>+10%</b>	<b>+24%</b>
<b>Scandinavia</b>	82,000	<b>+7%</b>	<b>-2%</b>
<b>EU-27 + UK</b>	<b>888,000</b>	<b>+4%</b>	<b>+29%</b>
<b>America</b>	87,300	<b>+21%</b>	<b>+92%</b>
<b>Asia</b>	207,900	<b>+35%</b>	<b>-2%</b>



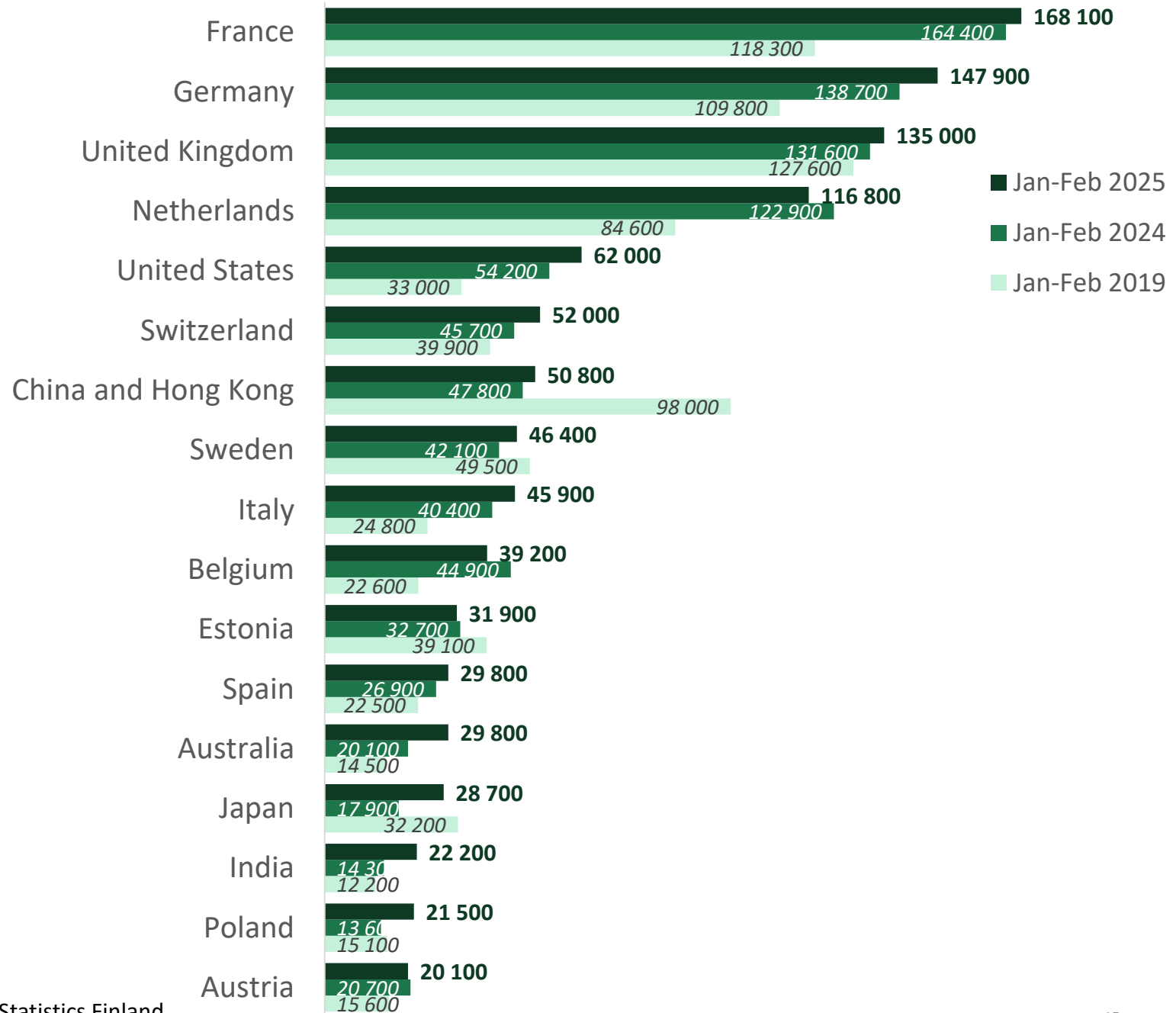
# Main source markets

## Jan-Feb 2025

vs. Jan-Feb 2024 & Jan-Feb 2019

During Jan-Feb 2025, number of overnights exceeded last year's figures in nearly each of the main source markets, except the Netherlands, Belgium, Estonia, and Austria.

When comparing to 2019, overnights still remained below that level in China incl. Hong Kong (-48%), Sweden (-6%), Estonia (-18%), and Japan (-11%).





Year

- 2019
- 2020
- 2021
- 2022
- 2023
- 2024
- Latest**

Year month

- Jan
- Feb

Overnights <b>3.4M</b> TOTAL overnights	YoY change % <b>3</b> YoY change %	<b>Foreign</b> <b>1.4M</b> Overnights	YoY change % <b>10.2</b> Foreign	Domestic <b>2.0M</b> Overnights	YoY change % <b>-2</b> Domestic	Revenue <b>253.5M</b> TOTAL revenue	YoY change % <b>8</b> YoY change %
-----------------------------------------------	------------------------------------------	---------------------------------------------	----------------------------------------	---------------------------------------	---------------------------------------	-------------------------------------------	------------------------------------------

View Main regions, Regions by

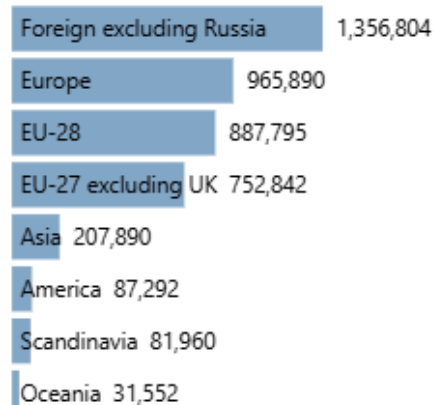
- Domestic
- Foreign**

VIEW REVENUE DETAILS

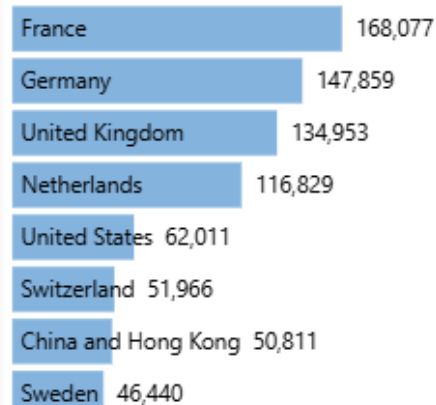
VIEW OVERNIGHT DETAILS

## REGIONAL OVERNIGHTS

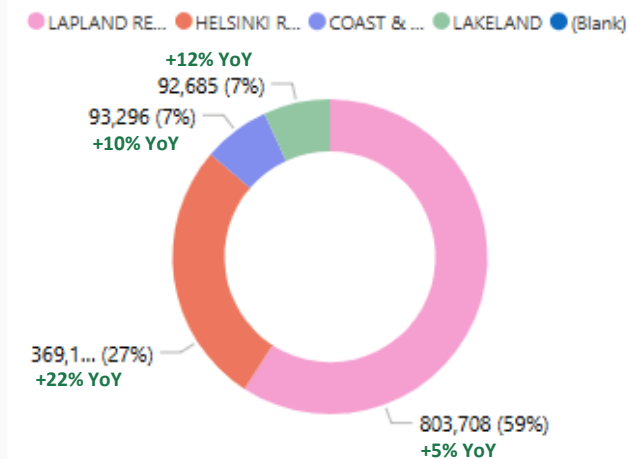
OVERNIGHTS FOREIGN REGION 2025, 202501-202502



OVERNIGHTS BY COUNTRY YEAR 2025, 202501-202502



OVERNIGHTS IN MAIN REGIONS YEAR 2025, 202501-202502



Sources: Statistics Service Rudolf, Statistics Finland

### REVENUE 2025





Year: 2019 2020 2021 2022 2023 **2024** Latest

Year month: Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

Main area: All  
Region: All  
Sub-region: All  
Municipality: All

REVERT TO DEFAULT

The most popular destinations were:

	YoY change
<b>Helsinki</b>	<b>+17%</b>
<b>Rovaniemi</b>	<b>+8%</b>
Kittilä-Levi	+4%
Inari-Saariselkä	+2%
Kolari-Ylläs	-2%
Vantaa	+48%
Kuusamo	+17%
Sodankylä	-8%

From the most popular destinations only Helsinki was below (-3%) the figures of Jan-Feb 2019.

FOREIGN OVERNIGHTS 2025 compared to 2024 months 1-2

Main area	2025 MAX year	2024 MIN year	Change %
<b>LAPLAND REGION</b>	<b>803,708</b>	<b>763,175</b>	<b>5.3</b>
<b>HELSINKI REGION</b>	<b>369,163</b>	<b>301,664</b>	<b>22.4</b>
<b>COAST &amp; ARCHIPELAGO</b>	<b>93,296</b>	<b>84,835</b>	<b>10.0</b>
North Ostrobothnia (excl. Kuusamo)	37,150	31,559	17.7
Southwest Finland	12,987	13,209	-1.7
Uusimaa 2 (excl. Helsinki Metropolitan Area)	12,188	10,007	21.8
Ostrobothnia	8,130	6,096	33.4
Satakunta	7,768	8,380	-7.3
Åland	5,643	7,134	-20.9
South Ostrobothnia	3,858	3,319	16.2
Kymenlaakso	3,836	3,677	4.3
Central Ostrobothnia	1,736	1,454	19.4
<b>LAKELAND</b>	<b>92,685</b>	<b>83,162</b>	<b>11.5</b>
Central Finland	29,521	21,262	38.8
Pirkanmaa	20,517	21,097	-2.7
Kainuu	10,119	8,789	15.1
Päijät-Häme	9,110	7,275	25.2
North Savo	8,153	7,293	11.8
South Karelia	4,137	4,558	-9.2
South Savo	4,057	5,389	-24.7
North Karelia	3,789	4,552	-16.8
Kanta-Häme	3,282	2,947	11.4
<b>Total</b>	<b>1,358,852</b>	<b>1,232,836</b>	<b>10.2</b>

OVERNIGHTS 2025 compared to 2024 months 1-2

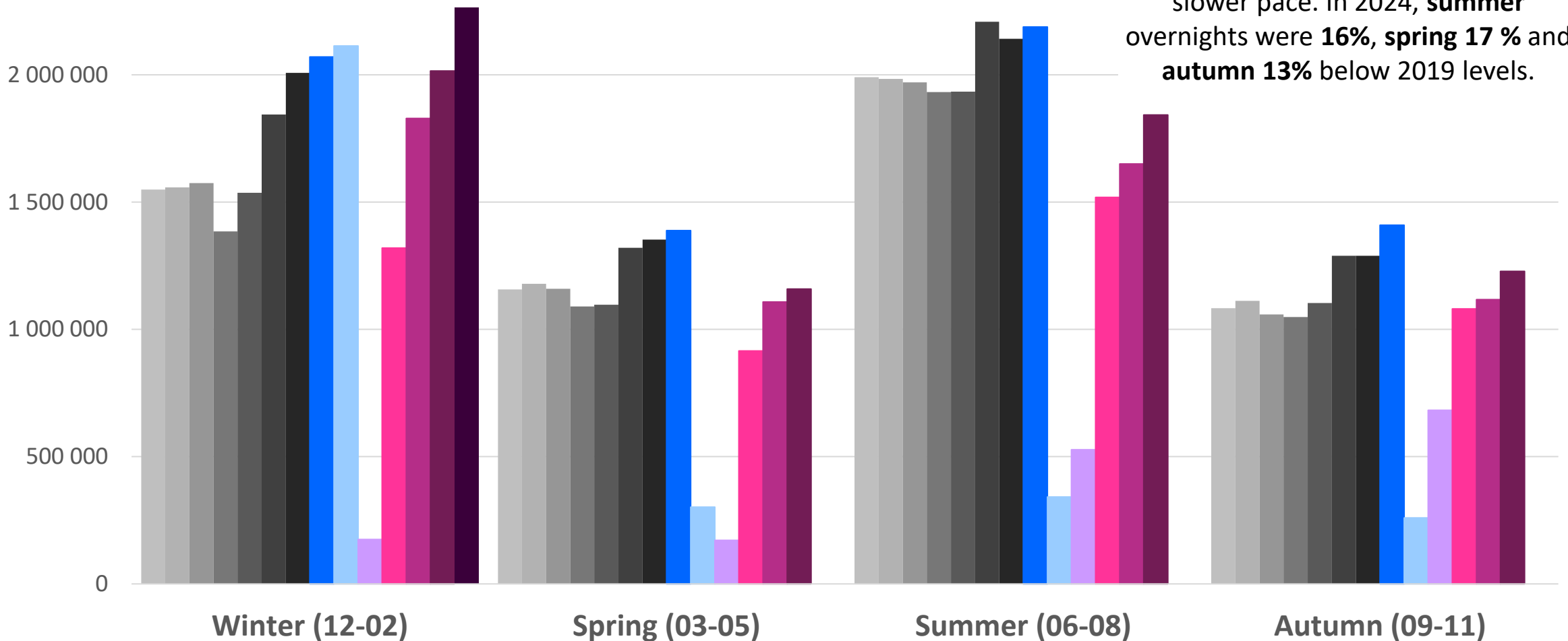


# Foreign overnights by seasons 2012-2025

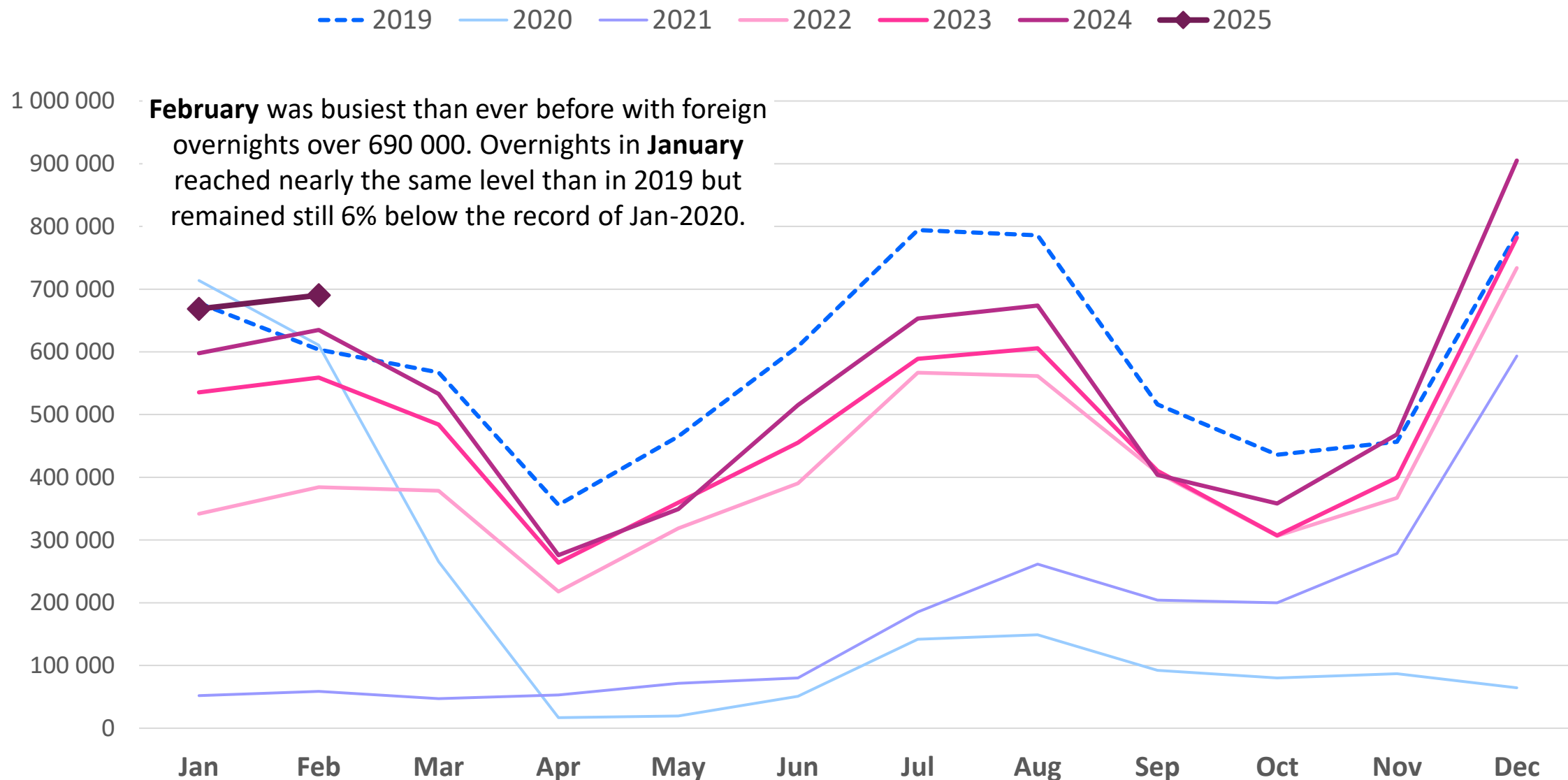
■ 2012 ■ 2013 ■ 2014 ■ 2015 ■ 2016 ■ 2017 ■ 2018 ■ 2019 ■ 2020 ■ 2021 ■ 2022 ■ 2023 ■ 2024 ■ 2025

2 500 000 Winter season recovered fastest with **Lapland** leading the way. This winter season whole **Finland** hit new records with overnights **9%** above 2019 level.

Other seasons are recovering on a slower pace. In 2024, **summer** overnights were **16%**, **spring 17 %** and **autumn 13%** below 2019 levels.



# Foreign monthly overnights 2019-2025



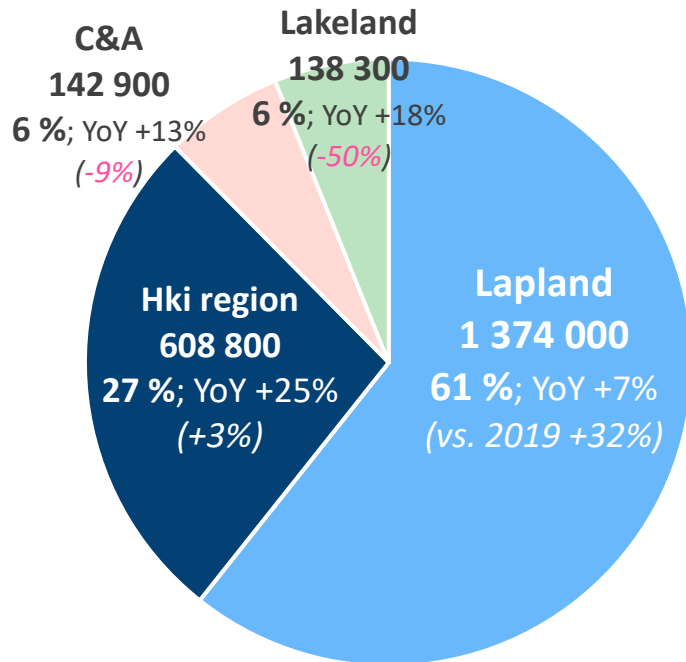
# Foreign overnights in winter high season 2024-2025

And change compared to winters 2023-2024 & (2018-2019)

High winter season (12-02)

**2.3M** foreign overnights  
**+12%** vs. winter 2023-2024  
*(+9% vs. winter 2018-2019)*

- **1.5M** from EU-27 + UK / **+5%** *(+26%)*
- **353,400** from Asia / **+37%** *(+4%)*
- **144,800** from America / **+27%** *(+99%)*



	winter 2019	winter 2024	winter 2025	winter 2025 vs. 2019	winter 2025 vs. 2024
<b>UK</b>	334 900	361 800	<b>375 900</b>	+12 %	<b>+4 %</b>
<b>France</b>	161 700	218 800	<b>224 000</b>	+38 %	<b>+2 %</b>
<b>Germany</b>	151 300	180 700	<b>198 500</b>	+31 %	<b>+10 %</b>
<b>Netherlands</b>	106 700	145 900	<b>144 900</b>	+36 %	<b>-1 %</b>
USA	53 800	86 400	<b>103 100</b>	+92 %	<b>+19 %</b>
China & Hong Kong	139 700	71 600	<b>79 400</b>	<b>-43 %</b>	<b>+11 %</b>
Italy	42 900	68 800	<b>74 800</b>	+75 %	<b>+9 %</b>
Spain	59 400	74 900	<b>73 000</b>	+23 %	<b>-2 %</b>
Switzerland	51 800	58 100	<b>67 800</b>	+31 %	<b>+17 %</b>
Sweden	75 100	63 200	<b>67 400</b>	<b>-10 %</b>	<b>+7 %</b>
Australia	32 600	42 300	<b>60 900</b>	+87 %	<b>+44 %</b>
Singapore	35 300	35 000	<b>56 700</b>	+61 %	<b>+62 %</b>
Belgium	30 300	55 200	<b>50 100</b>	+66 %	<b>-9 %</b>
Estonia	58 200	48 800	<b>47 200</b>	<b>-19 %</b>	<b>-3 %</b>
Japan	49 900	28 000	<b>44 300</b>	<b>-11 %</b>	<b>+58 %</b>
India	19 000	24 300	<b>37 400</b>	+96 %	<b>+54 %</b>

Year: 2019 2020 2021 2022 2023 2024 **Latest**

Season: **Winter** Spring Summer Autumn

Main area: All Region: All Sub-region: All Municipality: All

[REVERT TO DEFAULT](#)

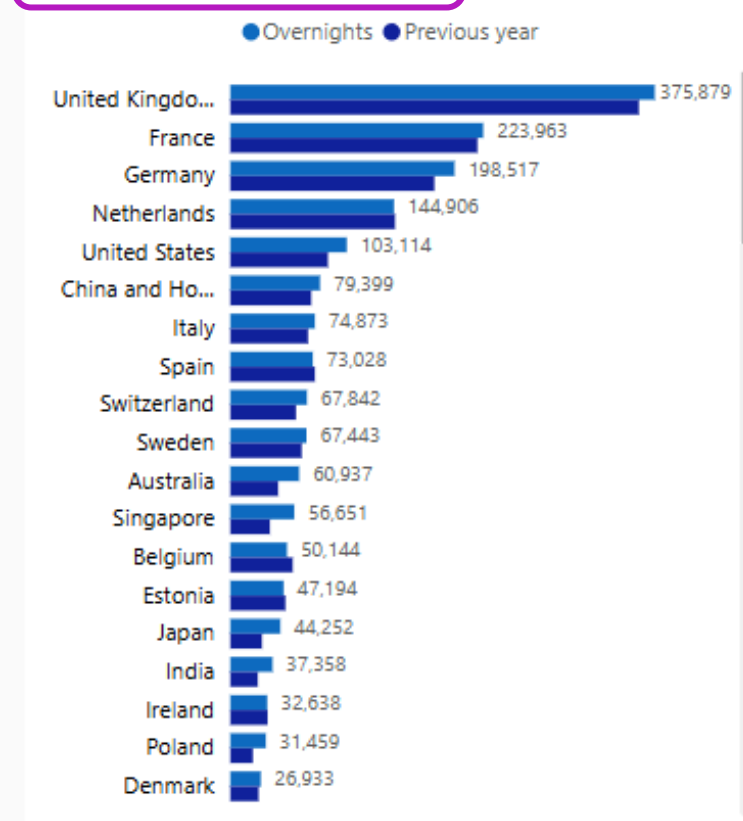
Total Overnights Foreign Overnights Domestic overnights **REVENUE VIEW**

FOREIGN OVERNIGHTS Winter season 2025

Main area	Overnights	Prev. yr. overnights	YoY change %
<b>LAPLAND REGION</b>	<b>1,373,940</b>	<b>1,282,735</b>	<b>7.1</b>
<b>HELSINKI REGION</b>	<b>608,822</b>	<b>488,663</b>	<b>24.6</b>
<b>COAST &amp; ARCHIPELAGO</b>	<b>142,880</b>	<b>126,869</b>	<b>12.6</b>
North Ostrobothnia (excl. Kuusamo)	62,136	51,223	21.3
Uusimaa 2 (excl. Helsinki Metropolitan Area)	18,583	14,737	26.1
Southwest Finland	18,391	19,253	-4.5
Ostrobothnia	11,843	8,689	36.3
Satakunta	10,731	11,120	-3.5
Åland	8,104	10,639	-23.8
South Ostrobothnia	5,409	4,259	27.0
Kymenlaakso	4,996	4,813	3.8
Central Ostrobothnia	2,687	2,136	25.8
<b>LAKELAND</b>	<b>138,257</b>	<b>116,754</b>	<b>18.4</b>
Central Finland	39,200	29,352	33.6
Pirkanmaa	30,243	30,306	-0.2
Kainuu	20,051	14,675	36.6
Päijät-Häme	12,472	9,745	28.0
North Savo	10,496	9,324	12.6
North Karelia	8,684	6,400	35.7
South Savo	6,939	7,387	-6.1
South Karelia	5,375	5,721	-6.0
Kanta-Häme	4,797	3,844	24.8
<b>Total</b>	<b>2,263,899</b>	<b>2,015,021</b>	<b>12.4</b>

Graph view **Data view**

OVERNIGHTS Winter season 2025



Sources: Statistics Service Rudolf, Statistics Finland

The most popular destinations in Lapland during high winter season 24-25 (vs. winter 23-24):

- Rovaniemi (+5%)
- Kittilä-Levi (+9%)
- Inari-Saariselkä (+3%)
- Kolari-Ylläs (-2%)
- Kuusamo-Ruka (+15%)
- Sodankylä (+2%)
- Muonio (-5%)

Foreign overnights grew strongly during the winter months also to Helsinki (+21%), Vantaa (+45%), Oulu region & Syöte (+27%), Jyväskylä region (+35%), and Kainuu (+37%)

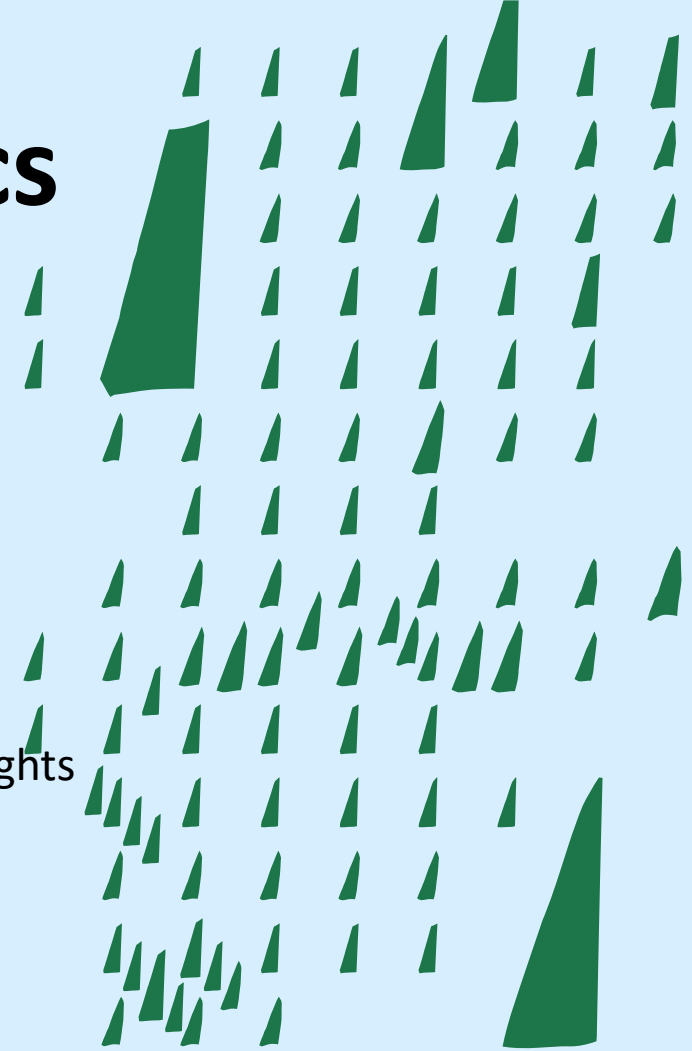
# Registered overnights in the Nordics

- January – February 2025

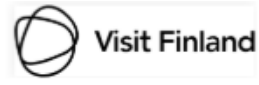
- Registered overnights increased to each Nordic country during Jan-Feb 2025 compared to the previous year. Relative growth has been strongest to Norway.

- Winter high season 2025 (Dec/2024 – Feb/2025)

- There were **7.9 million overnights** in the Nordic countries excluding Iceland (where currently the accommodation statistics are undergoing revisions). Overnights **increased by 12%** compared to previous winter.
  - **Finland's market share** among the four countries was **29%**, which means that Finland is the market leader in winter
- Top source markets during the winter season to FI, SE, NO, DK were:  
**UK, Germany, USA, Denmark, and France**
  - Among the main source markets **Finland is the market leader in winter travel** to the Nordics in **UK, France, the Netherlands, Spain, China, Switzerland, and Australia**



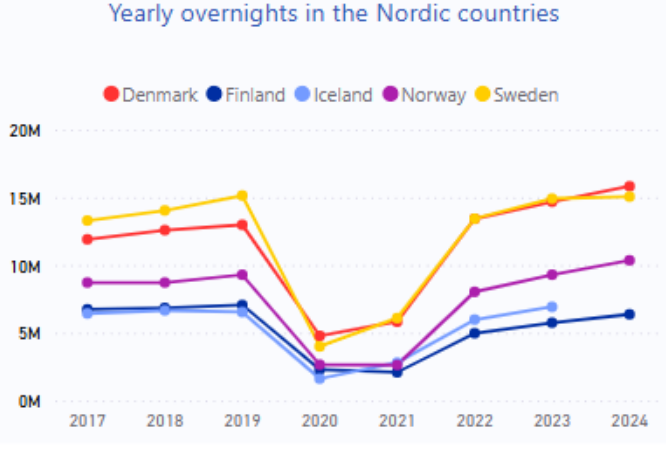
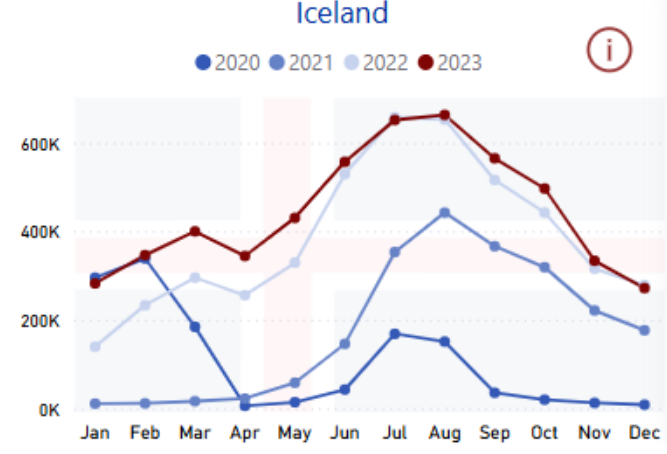
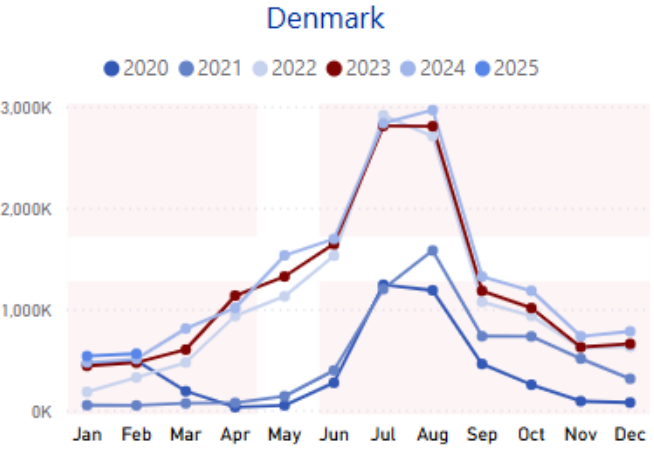
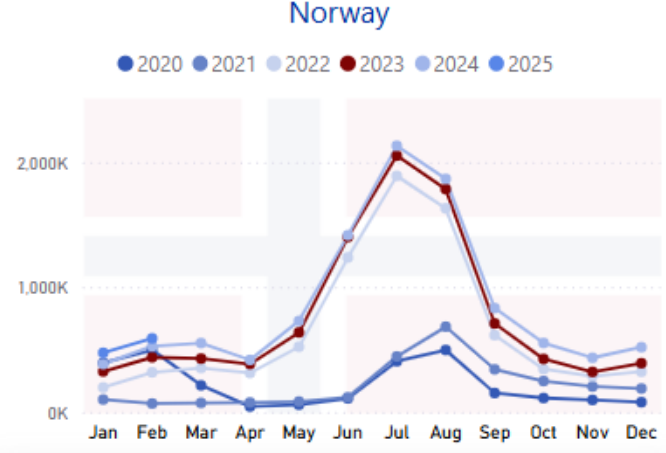
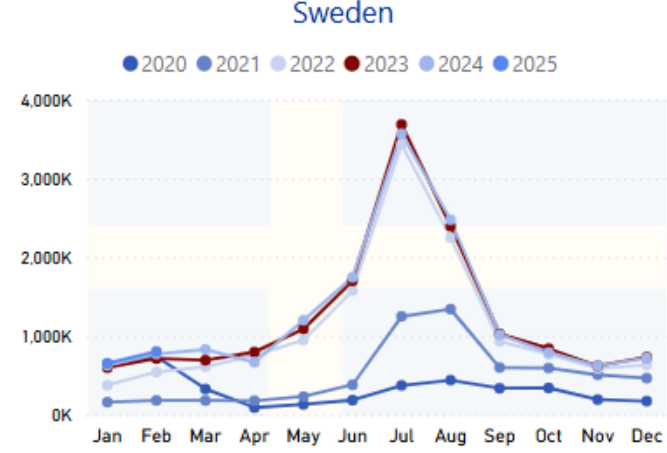
Registered overnights increased to each Nordic country during Jan-Feb 2025 compared to the previous year. Relative growth has been strongest to Norway.



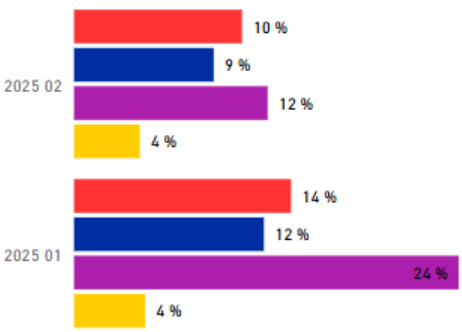
MONTHLY AND YEARLY OVERNIGHTS

Nordic country: All  
 Nordic region: WHOLE COUNTRY  
 Foreign / Domestic: Foreign  
 Country: All

View by year & months | View by years



YoY change %  
 WHOLE COUNTRY Foreign 1.1.2025-28.2.2025  
 ● Denmark ● Finland ● Norway ● Sweden



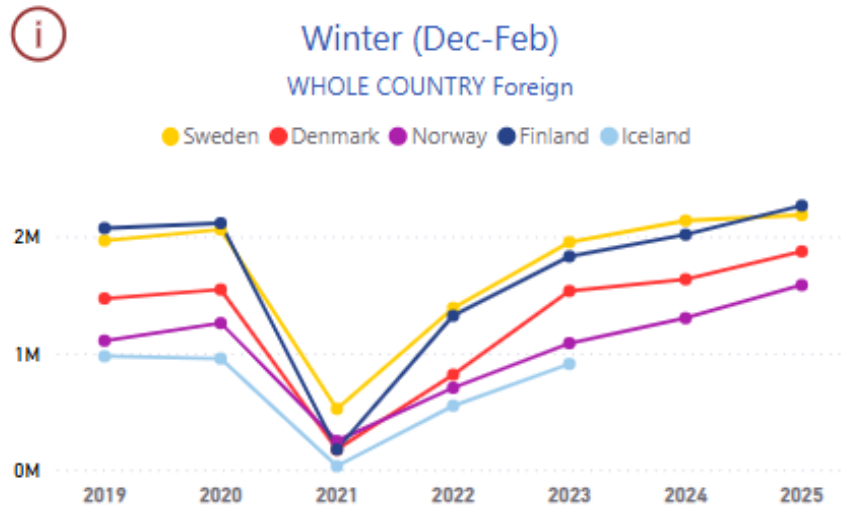
Monthly overnight statistics for Iceland include hotels & guest houses only.

Sources: Visit Finland Rudolf Data Base, Statistics Finland; Statistics Sweden; Statistics Norway; Statistics Denmark; Statistics Iceland

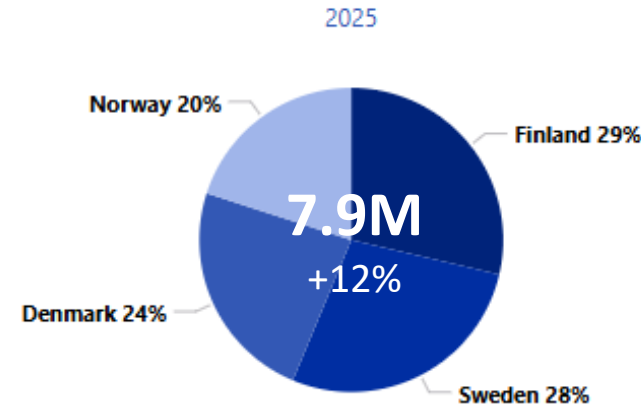


Please note that latest statistics for Iceland are currently not available as they are undergoing revisions.

# Winter 2025 & summer 2024: Foreign overnights in the Nordics

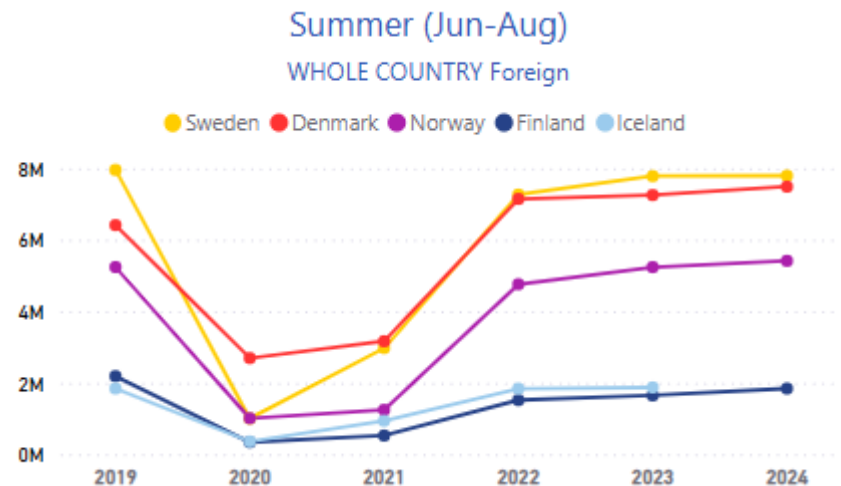


Share of overnights - winter (Dec-Feb)

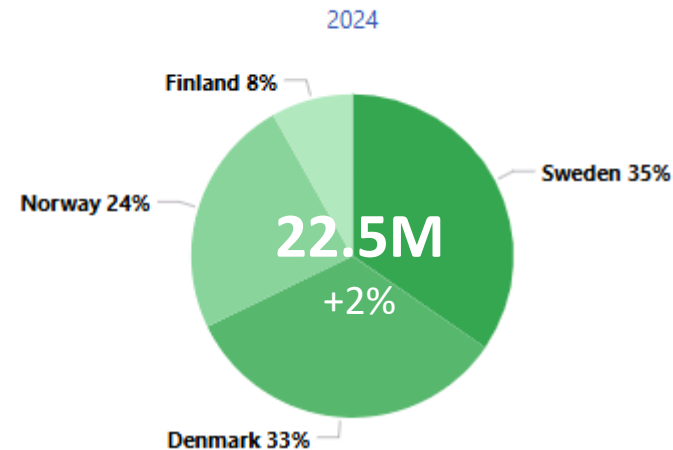


Nordics	Monthly	YoY change %
Finland	2,263,788	12 %
Sweden	2,183,787	2 %
Denmark	1,871,466	15 %
Norway	1,582,525	22 %

On country level, there were **nearly three times more foreign overnights during the summer high season**, when travellers have longer holidays.



Share of overnights - summer (Jun-Aug)

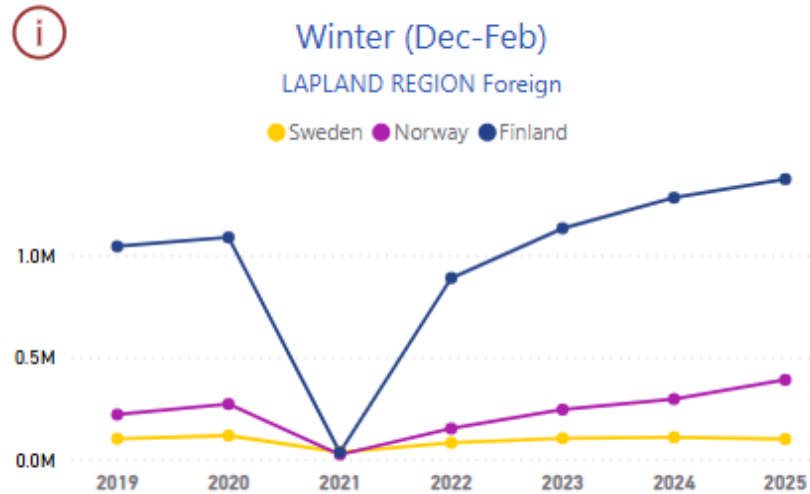


Nordics	Monthly	YoY change %
Sweden	7,794,226	0 %
Denmark	7,487,970	3 %
Norway	5,413,500	3 %
Finland	1,842,307	12 %

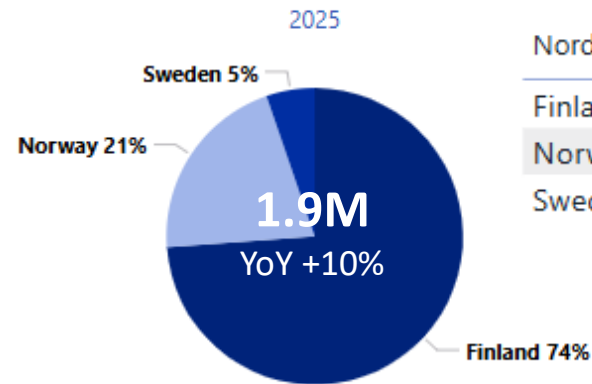
**Finland is the market leader in winter but has only a small market share in summer.**



# Winter 2025 & summer 2024: Foreign overnights in the Lapland regions



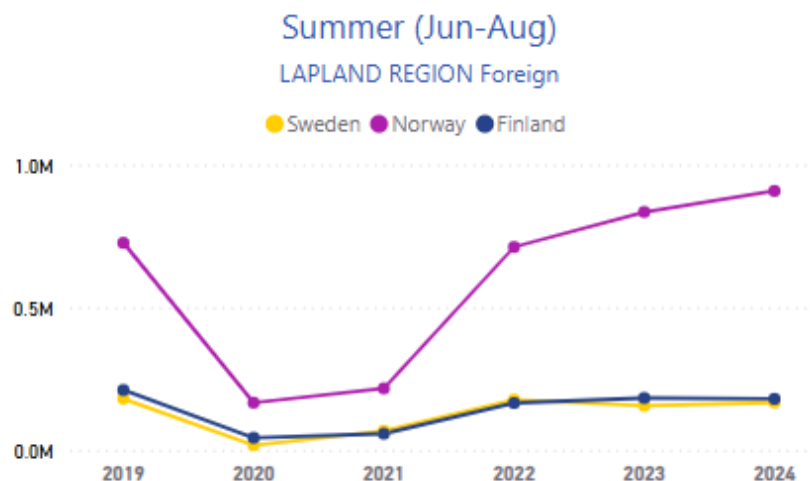
Share of overnights - winter (Dec-Feb)



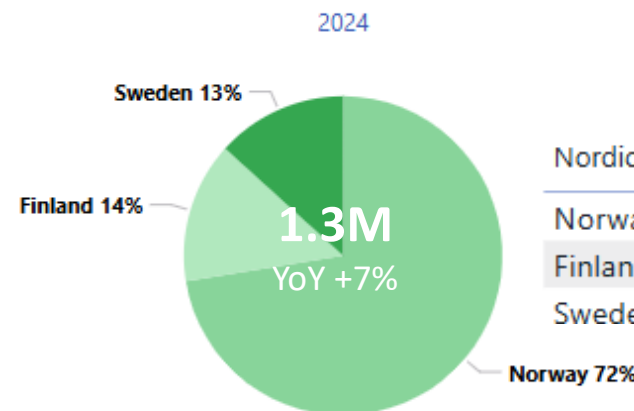
Nordics	Monthly	YoY change %
Finland	1,373,940	7 %
Norway	388,969	32 %
Sweden	98,198	-8 %

**Foreign visitors spent more overnights in Lapland regions in Finland, Norway and Sweden during the winter season than during the summer season.**

**Finland is clearly the market leader in winter, while Norway is leader in summer.**



Share of overnights - summer (Jun-Aug)



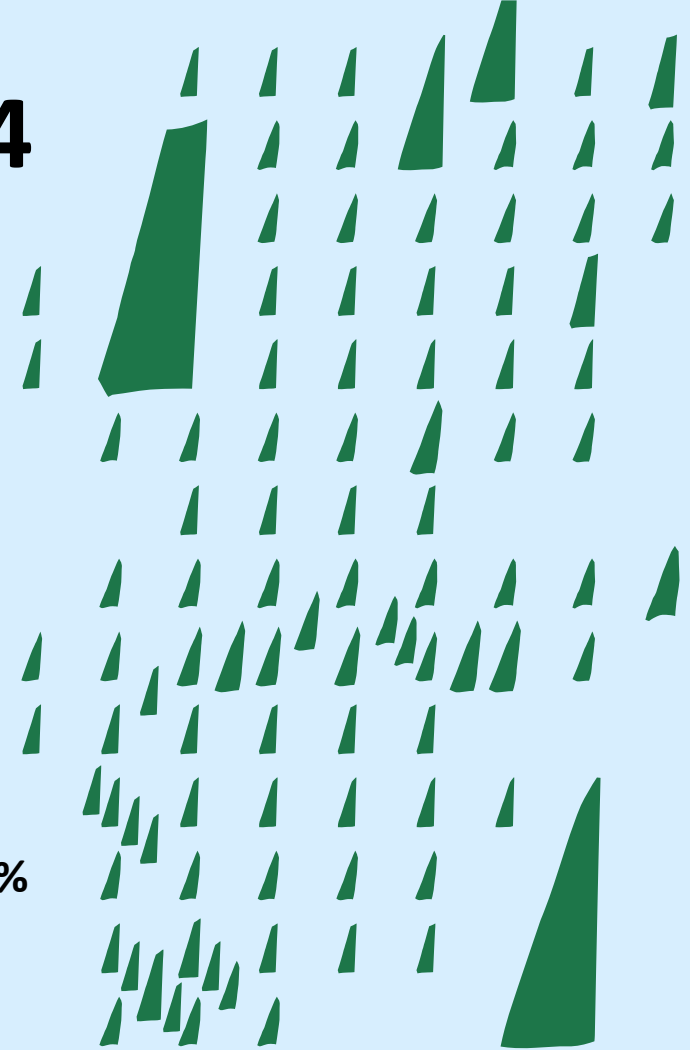
Nordics	Monthly	YoY change %
Norway	907,726	9 %
Finland	179,031	-2 %
Sweden	166,313	7 %

# Overnights in short-term rentals in 2024

*The monthly statistics shows the aggregate level (total – domestic – foreign) of overnights.*

*Yearly statistics for the source markets and destinations in Finland for 2024 will be published in July.*

- In 2024, **total number of overnights** (domestic & foreign) in short term rentals in Finland was **5.4 million** and the overnights **increased by 26%** compared to previous year.
  - Half of the overnights were **booked by foreign visitors**. Their length of stay was clearly longer, and the group size also bigger compared to domestic travellers.
- In addition to the **registered overnights in Finland** last year (**6.4 million**), **foreign visitors** spent over **2.7 million** overnights in **short-term rentals**, which was already **30% of the total number of paid overnights, 9.1 million**.
  - The share of short-term rentals has steadily increased over the latest years, and they concentrate strongly to the months when leisure travel to Finland is most active, meaning winter and summer months.



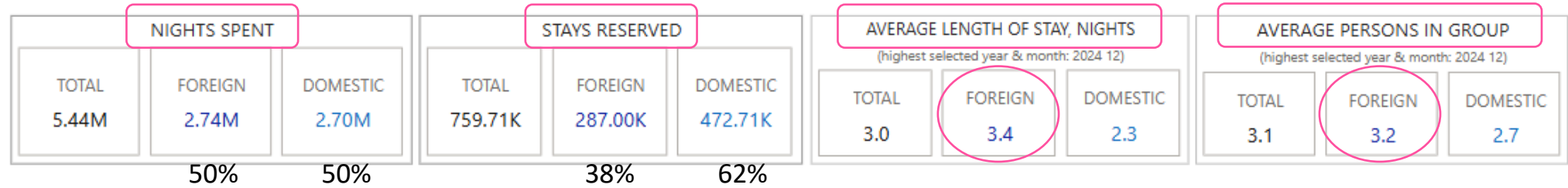
# Short term rentals 2024

Overnights booked via int'l online platforms (Airbnb, Booking, Expedia Group, and Tripadvisor)

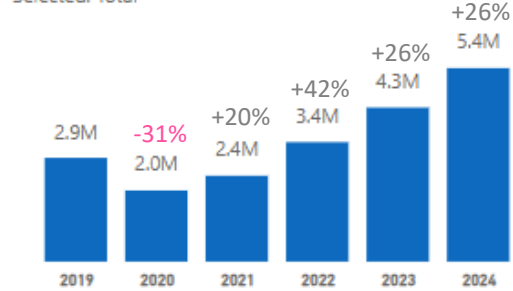
Total number of overnights in short term rentals in Finland in 2024 was **5.4M** and the overnights increased by **26%** compared to previous year.

Half of the overnights were booked by **foreign visitors**. Their length of stay was clearly longer, and the group size also bigger compared to domestic travellers.

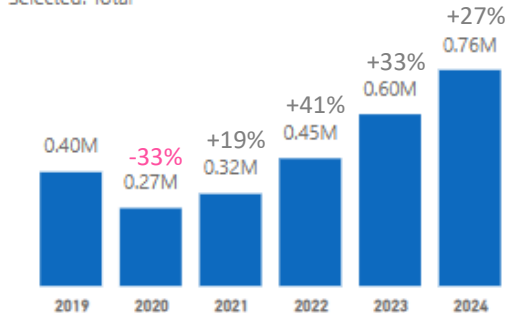
Foreign overnights exceeded the domestic ones during the **winter months** and in **August**.



OVERNIGHTS - 5 years  
Selected: Total



STAYS RESERVED -5 years  
Selected: Total

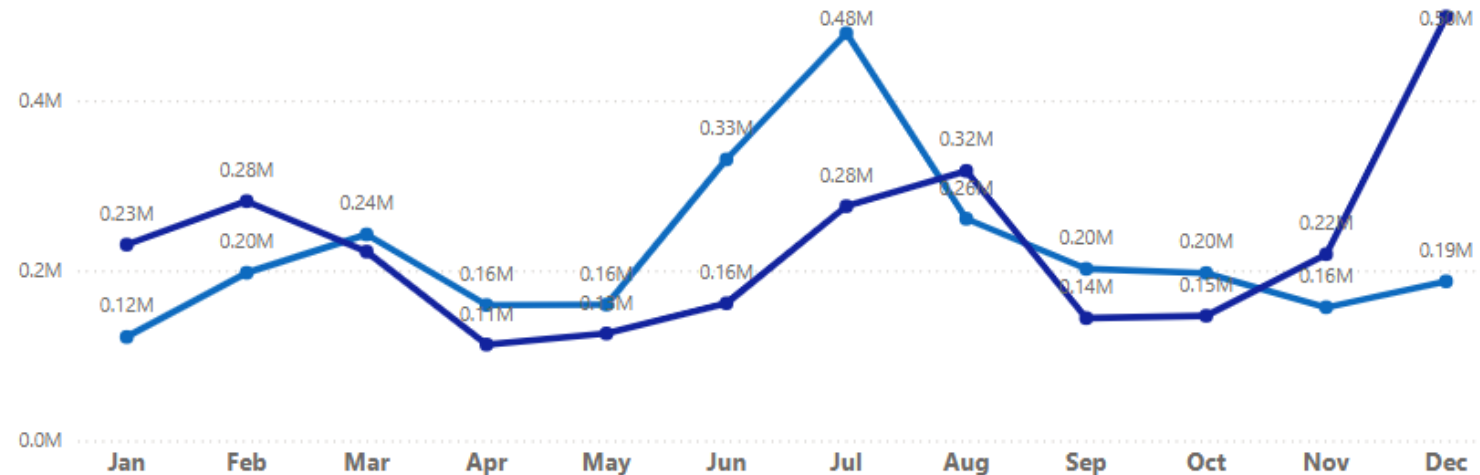


[View total overnights](#)

OVERNIGHTS FOREIGN & DOMESTIC

Selected: 2024

● Nights spent Domestic ● Nights spent Foreign

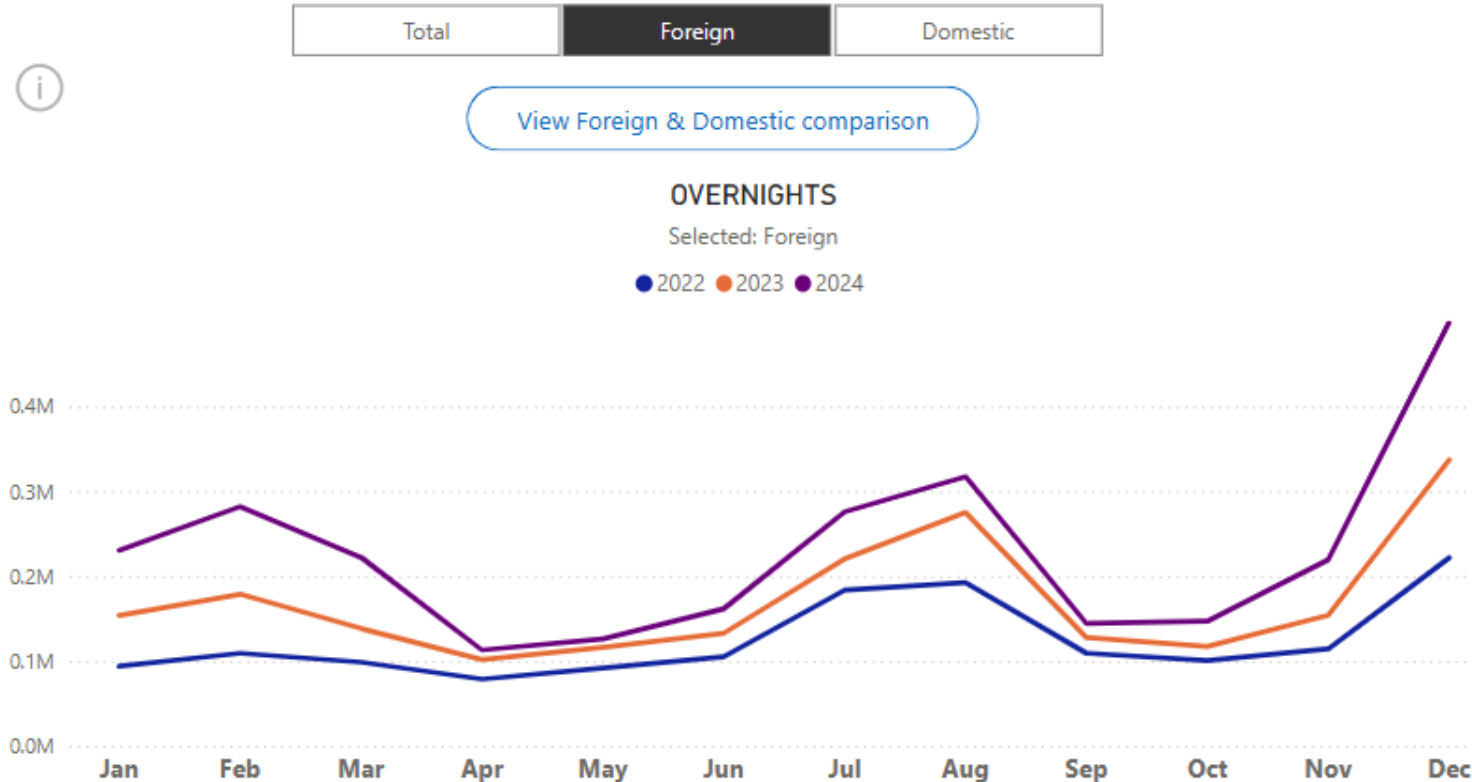
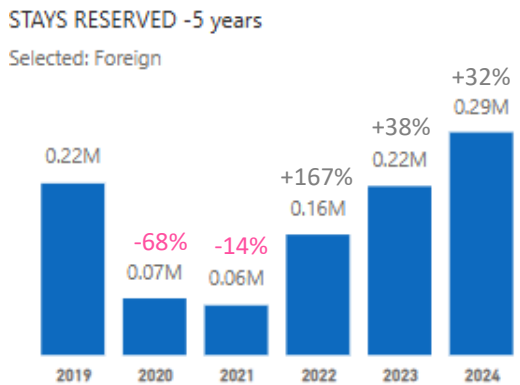
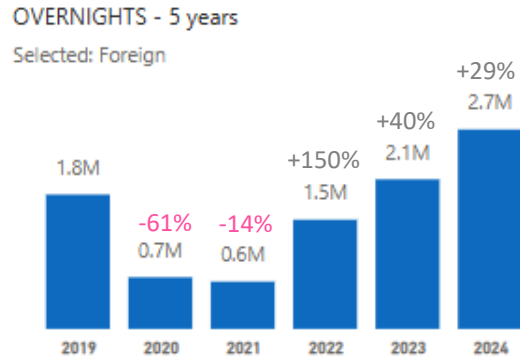


# Foreign overnights in short term rentals

Overnights booked via int'l online platforms (Airbnb, Booking, Expedia Group, and Tripadvisor)

The use of int'l online platforms has been growing strongly during the latest years among foreign visitors.

The **biggest growth** can be seen in foreign overnights during the **winter months** as well as in **July-August**.

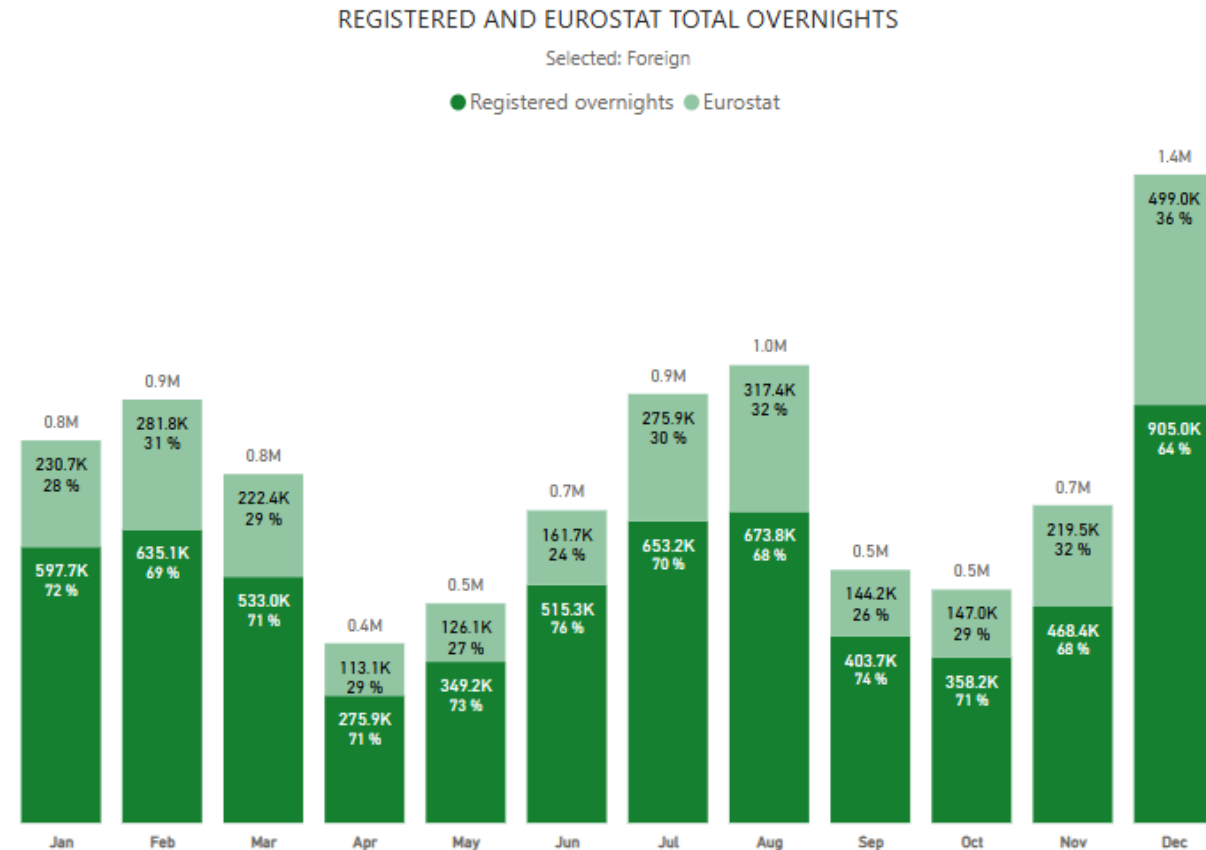
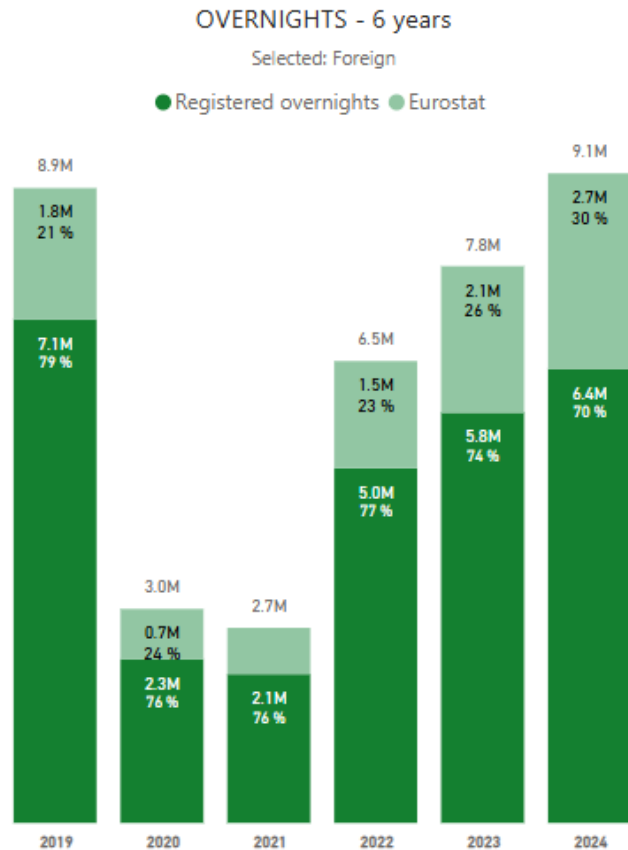
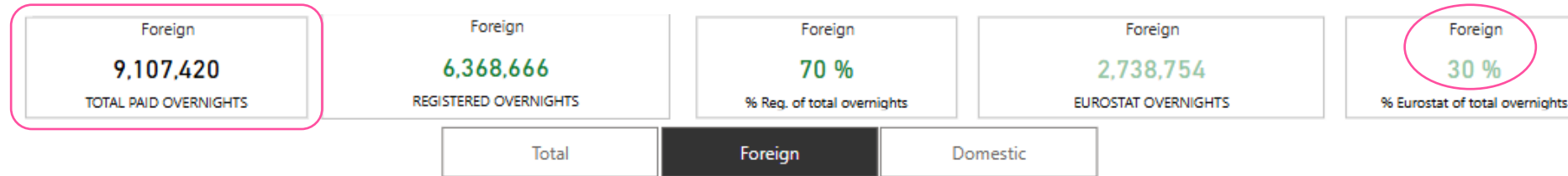


# Foreign total paid overnights in Finland 2024

## Registered overnights and overnights in short-term rentals

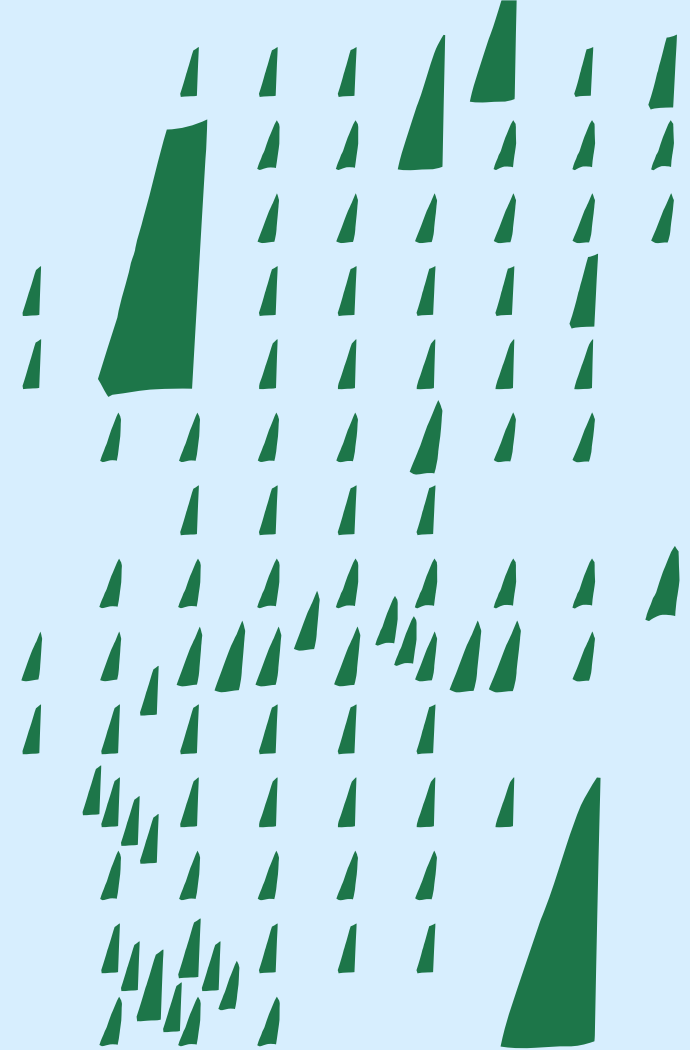
In addition to the **registered overnights** in Finland last year (**6.4 million**), foreign visitors spent over **2.7 million** overnights in **short-term rentals**, which was already **30%** of the total number of foreign paid overnights, **9.1 million**, which was **17% more** than in 2023.

The share of short-term rentals has steadily increased over the latest years, and they **concentrate strongly** to the months when **leisure travel to Finland is most active**, meaning **winter and summer months**.



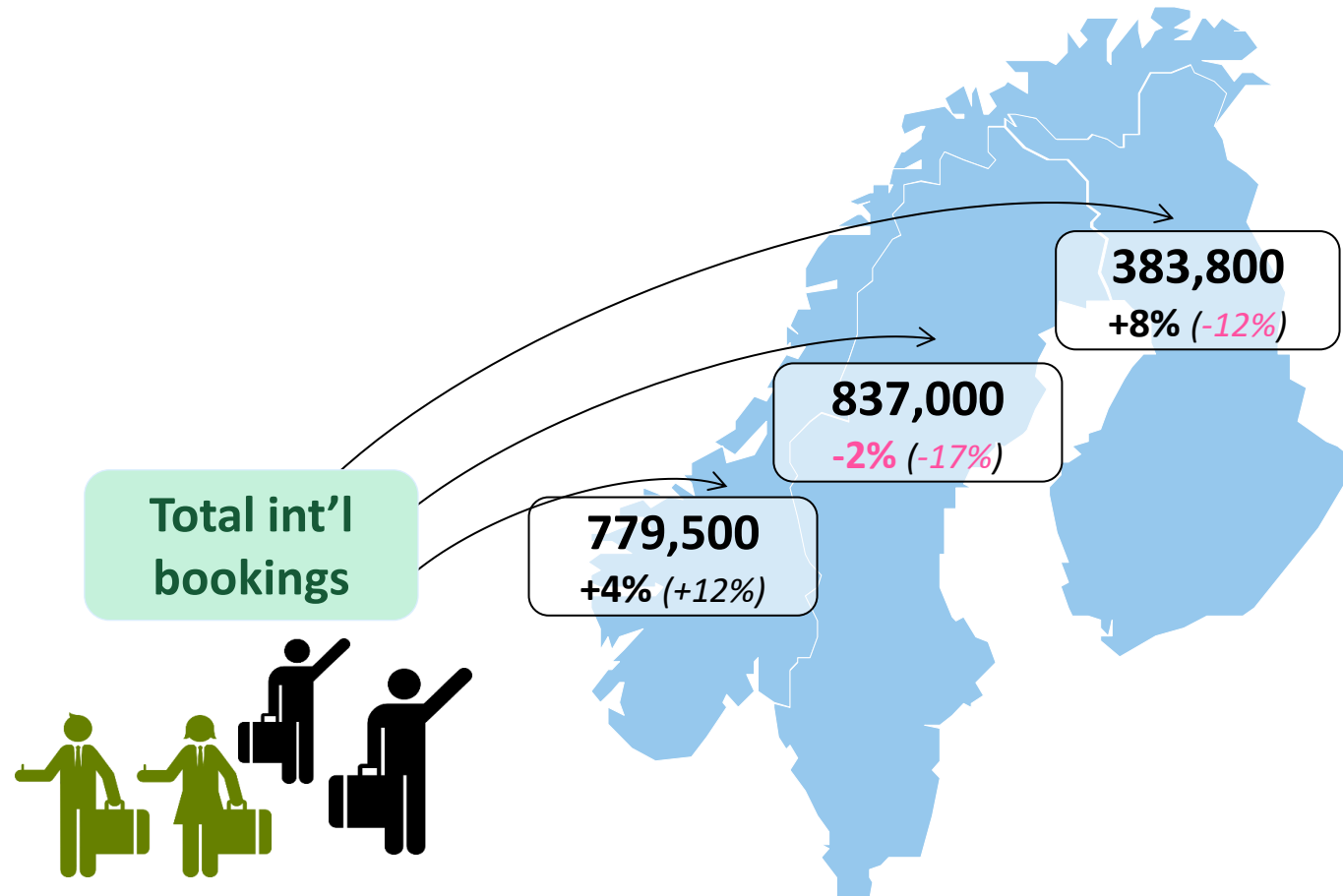
# Flight bookings for Jun-Aug 2025

- Airline bookings to Finland for the **summer months** of June – August are **increasing by 7%** compared to last year. *When comparing to summer 2019, the total int'l bookings are still at a slightly lower level. However, among the main source markets **USA, the Netherlands, France, and Spain** show **positive development** compared to 2019.*
- Bookings for the summer months to **Norway** continue to grow when comparing to both previous year as well as to summer 2019. On the other hand, bookings to Sweden are decreasing compared to previous and 2019 summers.



# Total int'l bookings to FI, SE & NO for Jun-Aug 2025

Comparison to previous summer and pre-pandemic



Database update 30-Mar

# Follow up on flight bookings\* to Finland for June – August 2025

compared to previous year & (pre-pandemic)

\*Bookings for Jun-Aug → 30.3.2025

**Total int'l Jun-Aug 2025**  
YoY & (vs. pre-pandemic) **+8% (-12%)**

Germany	+4% ( -9%)
UK	+27% ( -4%)
USA	+28% (+68%)
Sweden	+4% (-33%)
Netherlands	+10% ( +8%)
Switzerland	+2% (-11%)
France	+2% ( +4%)
Denmark	+10% (-14%)
Italy	0% ( -6%)
Spain	-3% (+24%)
Japan	+16% (-49%)
Poland	-7% (+13%)
Norway	+1% ( -5%)

**383,800**

**Jun - Aug**

No. of bookings\*

**55,700**

**42,700**

**32,900**

21,300

18,300

18,000

17,600

15,700

15,400

11,900

11,000

10,800

10,300

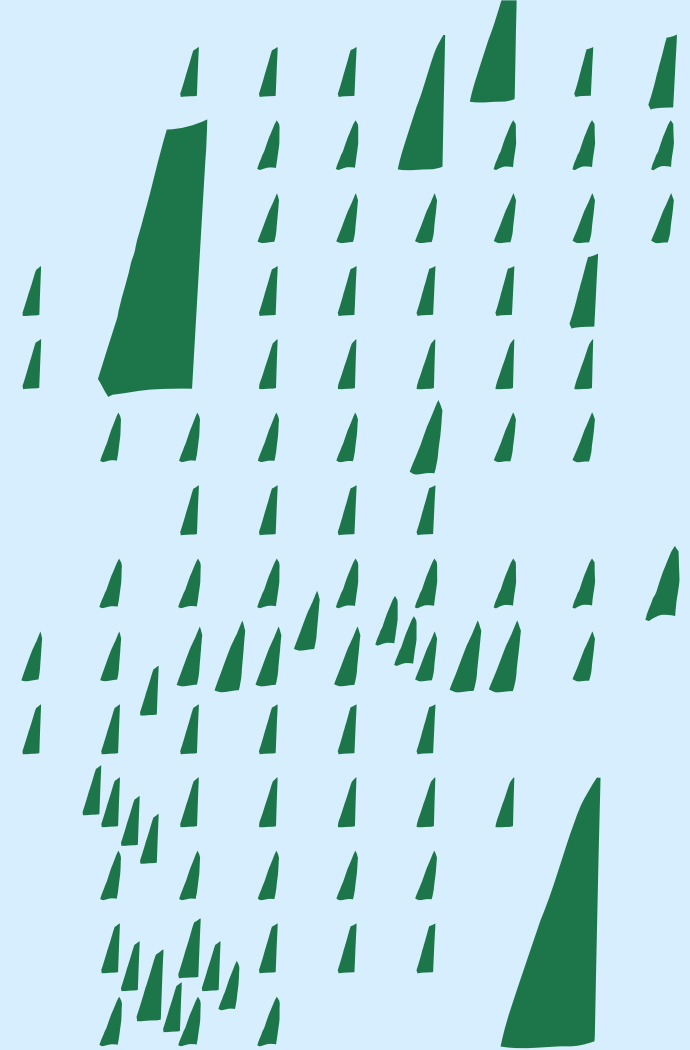




# Seat capacity on int'l flights

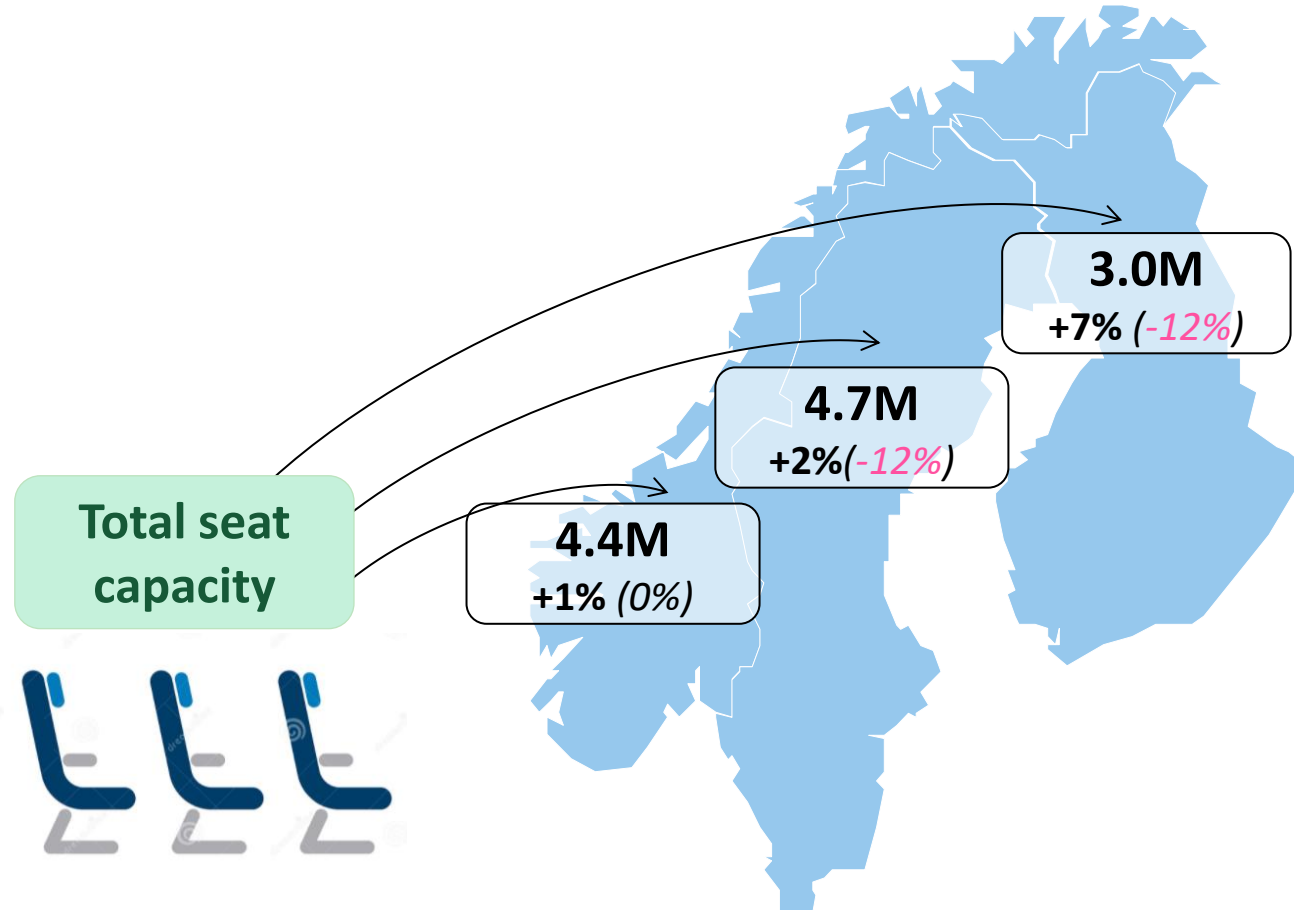
June – August 2025

- **Total int'l seat capacity** for the **summer months** of June – August is **7% above 2024 level**, *but still -12% compared to the pre-pandemic level.*
  - Seat capacity from **Europe** and **Asia** is improving compared to previous summer *but remains below the level of summer 2019.*
  - Seat capacity from **USA** is clearly above both summer 2024 and summer 2019 levels.



# Total Seat capacity to FI, SE & NO for Jun-Aug 2025

Comparison to previous summer and pre-pandemic



Database update 05-Apr

# Direct int'l flights to Finland Jun-Aug 2025

and change in seat capacity compared to previous summer (& pre-pandemic)

**USA**  
 35 avg. weekly flights  
 (Share; %YoY & %YoYPP)  
**(4%; +54% & +60%)**

**Asia**  
 82 avg. weekly flights  
 (Share; %YoY & %YoYPP)  
**(11%; +11% & -38%)**

**Europe**  
 1,253 avg. weekly flights  
 (Share; %YoY & %YoYPP)  
**(85%; +5% & -9%)**

From	To	Average weekly frequency
Tokyo (HND)	HEL	12
Shanghai (PVG)	HEL	8
Seoul (ICN)	HEL	7
Tokyo (NRT)	HEL	7
Osaka (KIX)	HEL	7
Singapore (SIN)	HEL	7
Hong Kong (HKG)	HEL	7
Delhi (DEL)	HEL	7
Doha (DOH)	HEL	7
Bangkok (BKK)	HEL	7
Nagoya (NGO)	HEL	4
Zhengzhou (CGO)	HEL	1

From	To	Avg. weekly frequency
Dallas (DFW)	HEL	11
New York (JFK)	HEL	7
Chicago (ORD)*	HEL	7
Los Angeles (LAX)	HEL	5
Seattle (SEA)**	HEL	5

**Total seat capacity to Finland for Jun-Aug 2025**  
**3.0 M**  
 +7% vs. Jun-Aug 2024 & -12% vs. Jun-Aug 2019

\*) ends by end-Aug  
 \*\*) ends by mid-Aug

# EUROPE to Finland / Jun – Aug 2025

From (selected countries)	Share	Seat capacity compared to 2024	Seat capacity compared to 2019
Germany	12%	+7%	-10%
Sweden	10%	0%	-22%
UK	8%	+28%	-12%
Spain	7%	0%	-17%
Italy	6%	-3%	+26%
Greece	6%	-2%	+16%
Denmark	6%	+10%	-14%
Latvia	5%	+19%	+53%
Netherlands	4%	+12%	+13%
France	4%	+1%	-5%
Poland	4%	-8%	-1%
Norway	4%	-8%	-20%
Turkiye	3%	+8%	+23%
Estonia	3%	+5%	+37%
Switzerland	2%	+1%	-1%
Croatia	2%	+1%	-15%
Belgium	2%	+9%	+16%

Top10 airlines operating  
from Europe to Finland

**+4.7%**  
YOY for selected airlines

