

USA market update webinar

May 26, 2026 - Tarja Koivisto

I wish I
was in
Finland

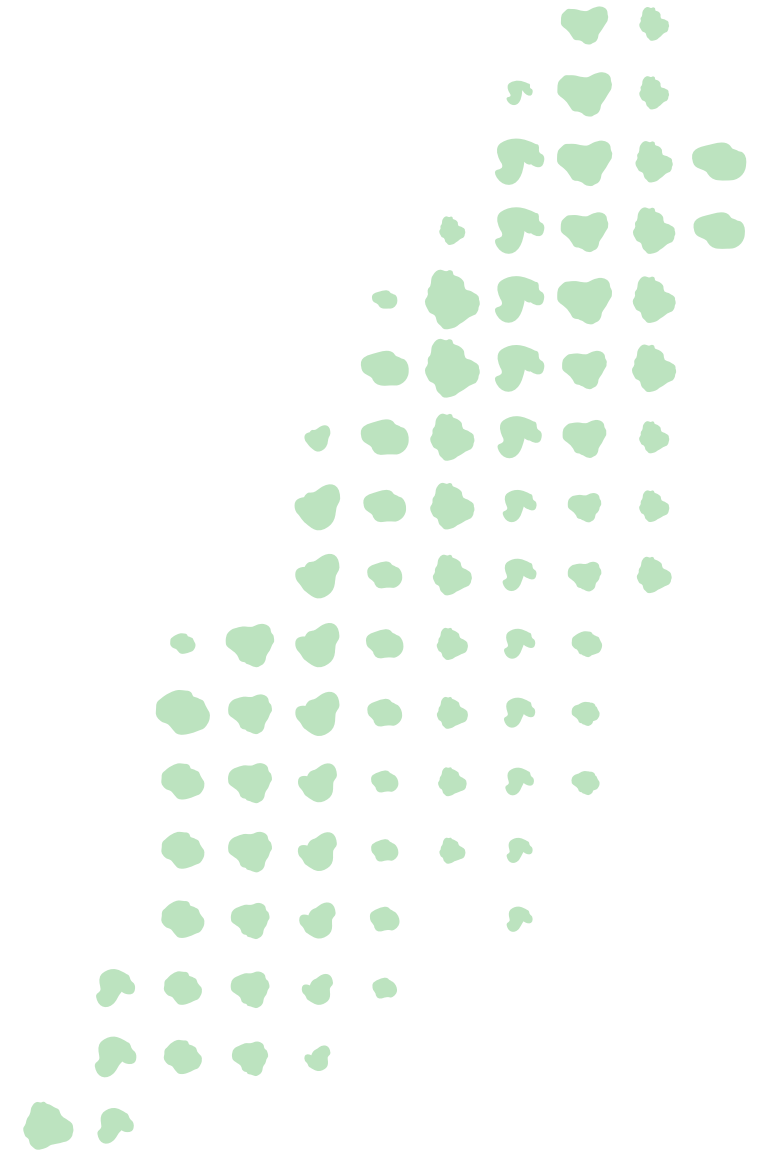
I wish I
was in
Finland

 Visit Finland

 Visit Finland

Agenda

- **Welcome**
- **USA market overview**
- **Market insights**
 - USA 2025 statistics
 - Winter season DEC25 – FEB26
 - Summer outlook
- **Industry update and consumer trends**
- **2027 planning**



USA market overview

US Outbound Travel

- **The outbound recovery is real but narrow** · After nine consecutive months of year-over-year decline, overseas departures from the US registered a modest positive reading in February 2026.
- **Inflation re-accelerated just as the quarter closed** · **A sharp rise in the Consumer Price Index** in March — three times the prior month's rate — introduces new uncertainty about consumer purchasing power heading into the traditional booking season for summer international travel.
- **US trade policies** are adding an estimated \$700 per year in costs to the average American household. This is not a travel tax, but it functions like one — reducing the discretionary income that would otherwise fund international leisure trips.
- **Geopolitical disruption** is creating operational and psychological drag on travel · Middle East airspace closures forced widespread long-haul rerouting throughout Q1, increasing costs for carriers and introducing scheduling unpredictability.
- **Income polarization is reshaping who travels internationally** · The gap between high-income and middle-income wage growth is at its widest since 2015. High earners are entering the summer travel season with meaningfully more spending power than the rest of the population, reinforcing a two-speed travel market that suppliers must plan around.

Key Forces Shaping U.S. International Travel Demand



In 2026, the US remains the world's largest economy

Leisure Travel Projected to TRIPLE in size by 2040



Source: BCG Study (Boston Consulting Group) 2025

Internova
FOCUS ON
DESTINATION MARKETING

HNW Households are Growing Like Crazy



\$1M

HNW
\$1M+ Liquid
Assets



+50M

+50M HNW Households
Past 2 Years

+2M Per Month



40%

US = 40% World's HNW &
UHNW Households

More than Next 7 Countries
COMBINED



1,000

1,000 New Millionaires
Per DAY in the US

By 2028 . . .
162K with \$10M+ Assets
7K with \$100M+ Assets

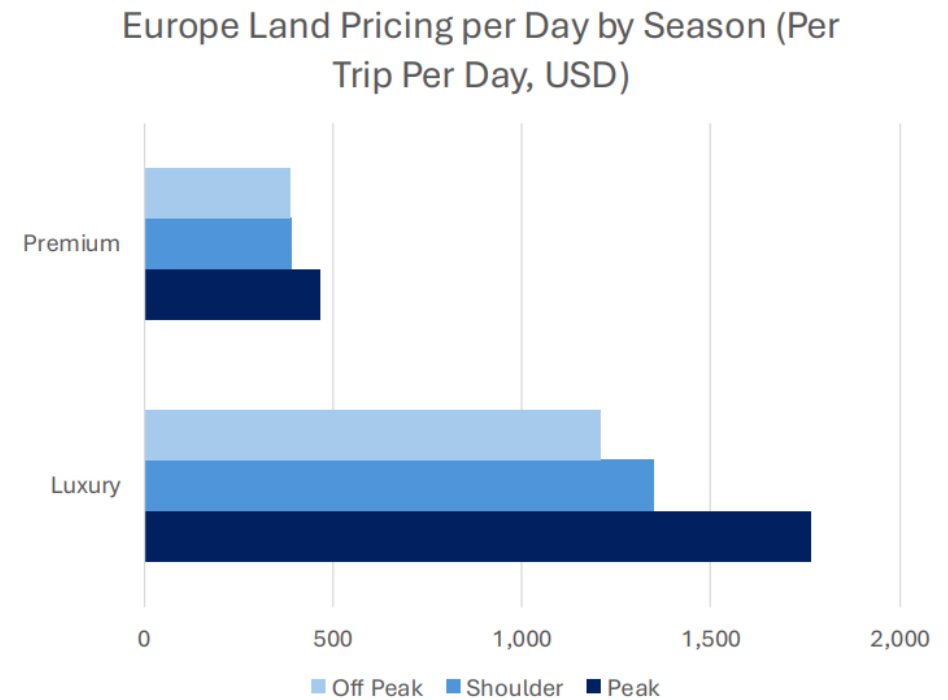
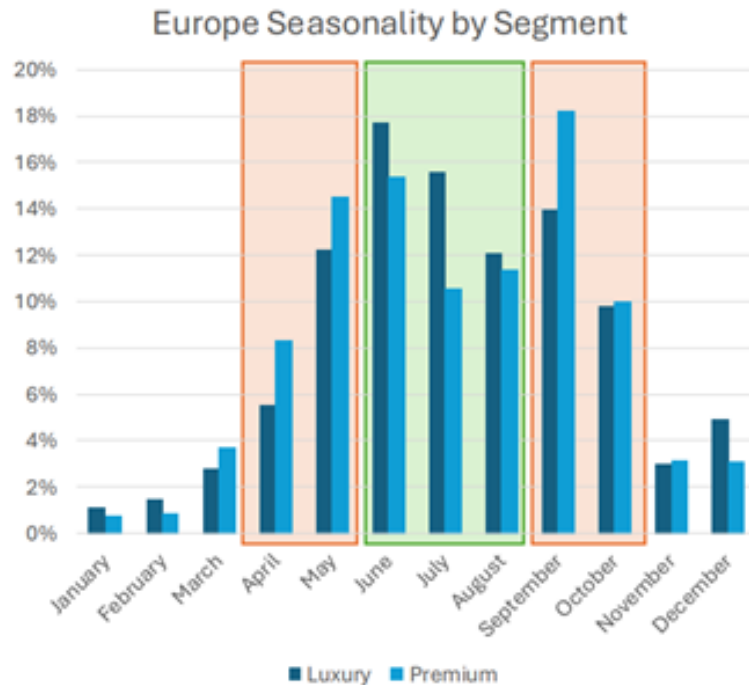
Source: UBS Global Wealth Report 2025

Internova
FOCUS ON
DESTINATION MARKETING

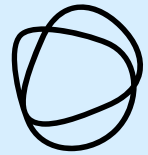
Few picks from FOCUS 2026 – Destination Marketing Day on 17th March by Internova Travel Group

SEASONALITY: Luxury travelers are less likely to visit outside of peak season, premium travel tends to be more distributed throughout the year

Pricing for luxury travel has much more variability –



Market insights



Visit Finland

US – market insights

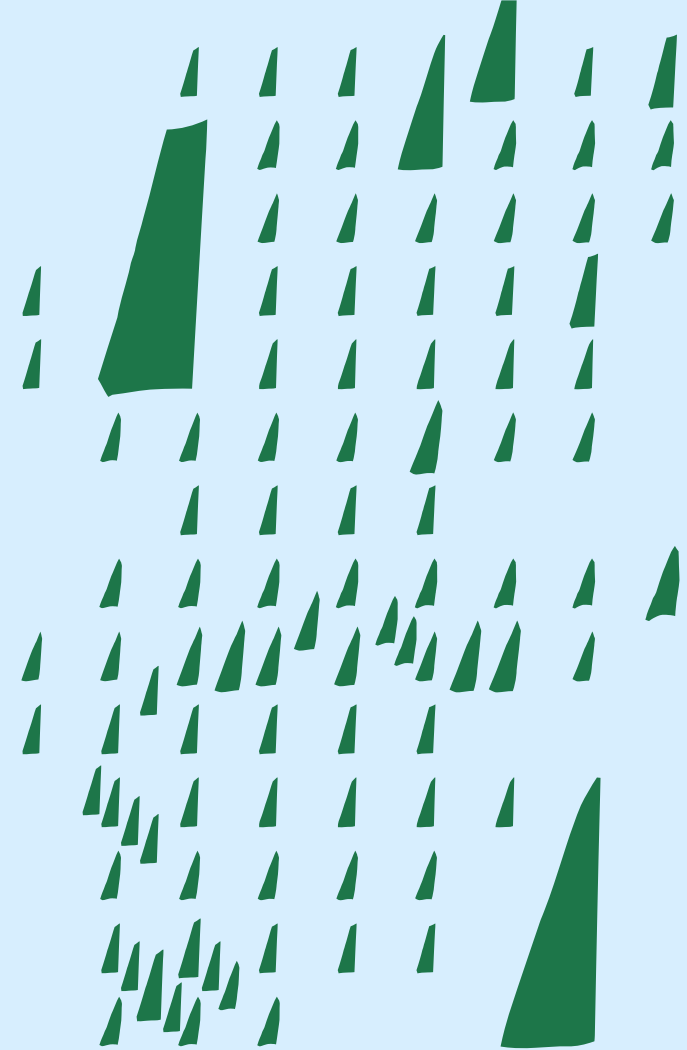
Year 2025 & Winter high season 2026

Outlook for the summer 2026


Border survey

US trips to Finland

Year 2025

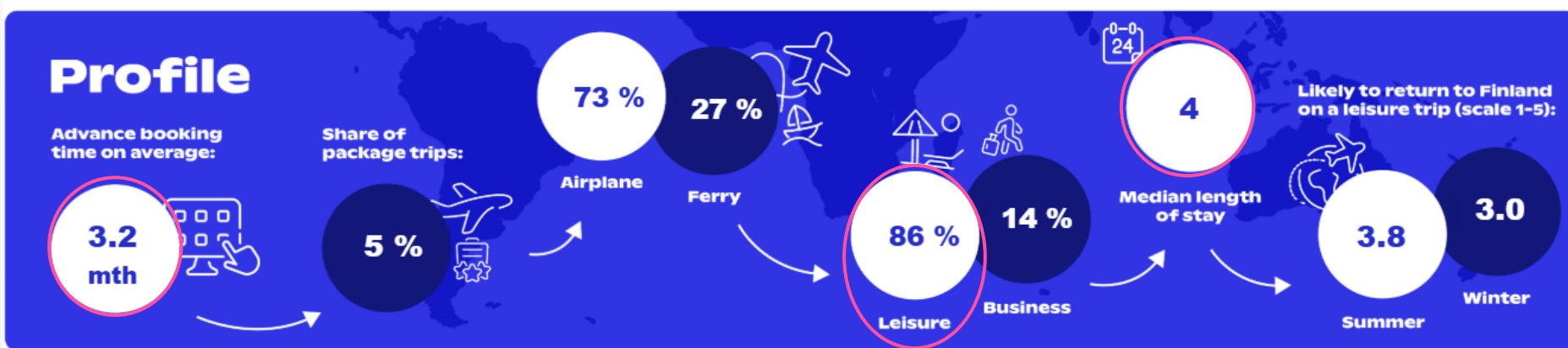
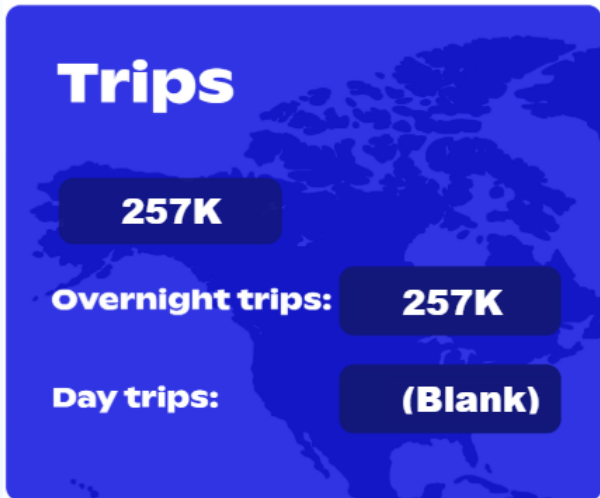


All US travellers to Finland Year 2025


 Border Survey
Matkailijamittari
 Visit Finland

Year: 2025 | Quarter: All | Month: All | Latest 12 months: All | Start / End date: 01/2025 - 12/2025

Departure region: All | **Departure Countr...: United States** | Travel Destinations: All | Travel Type: All | Travel Purpose: All



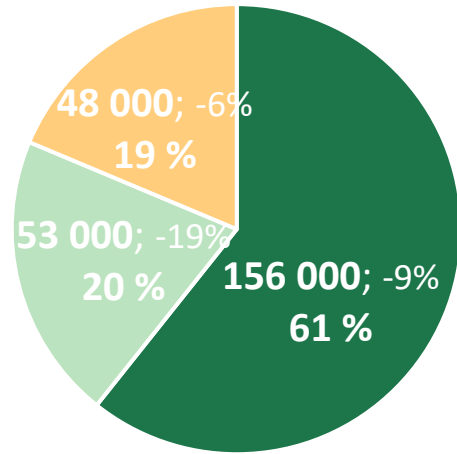
Country	Trips	YoY
Estonia	773,000	-3%
Germany	489,000	+6%
Sweden	468,000	-6%
UK	451,000	+17%
USA	257,000	-10%
France	253,000	-1%
Spain	204,000	+2%
Italy	195,000	+2%
Netherlands	161,000	+30%
Poland	135,000	+14%
Japan	129,000	+75%
China	106,000	+1%

Country	Spend M€	YoY
Germany	369	-2%
Estonia	310	-6%
UK	306	+12%
France	260	+3%
USA	227	-27%
Sweden	182	-5%
Spain	176	+14%
Italy	137	-9%
Netherlands	132	+20%
China	120	-22%
Japan	98	+61%

US trips & spending by purpose & main destination 2025

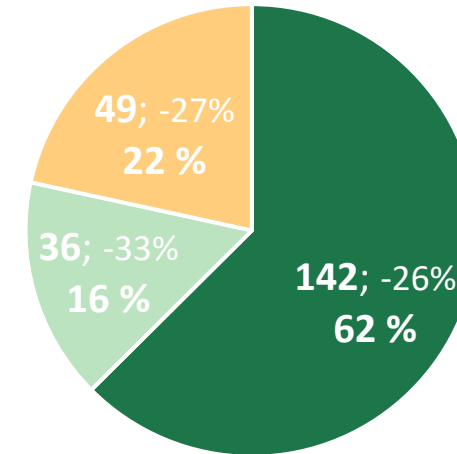
USA: Trips to Finland

■ Vacation/recreation ■ Visiting friends/relatives ■ Business, Study



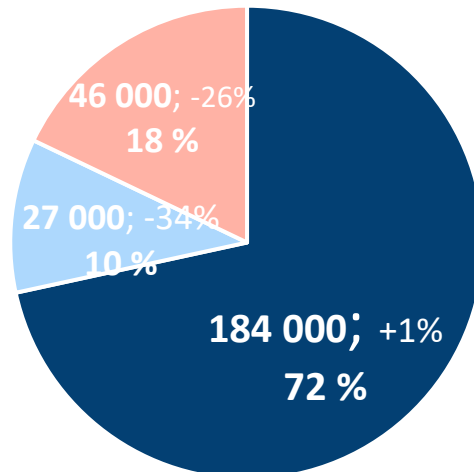
USA: Spending in Finland, M€

■ Vacation/recreation ■ Visiting friends/relatives ■ Business, Study



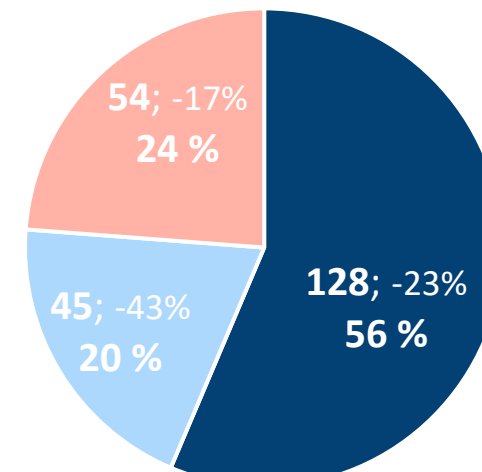
USA: Trips to Finland

■ Helsinki & Uusimaa ■ Lapland ■ Other



USA: Spending in Finland, M€

■ Helsinki & Uusimaa ■ Lapland ■ Other



Vacation/recreation travellers to Finland - Year 2025

Country	Trips	YoY
Germany	297K	+19%
UK	283K	+31%
Estonia	251K	+17%
France	173K	+10%
Sweden	158K	-6%
USA	156K	-9%
Spain	122K	+30%
Italy	122K	-2%
Japan	112K	+77%
Netherlands	88K	+14%
China	75K	+14%
Poland	72K	+47%

Country	Spend M€	YoY
Germany	246	+15%
UK	217	+30%
France	188	+12%
USA	142	-26%
Spain	99	+36%
Netherlands	92	+18%
Italy	85	-10%
Japan	83	+60%
Estonia	82	+16%
China	70	-12%
Sweden	62	-10%
Switzerland	61	+18%

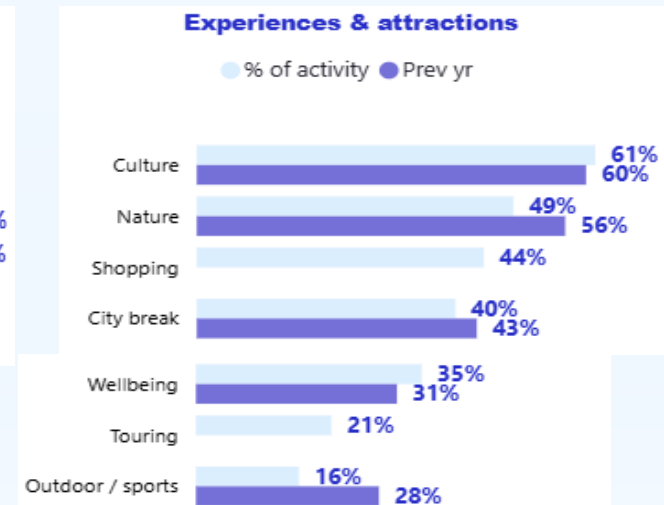
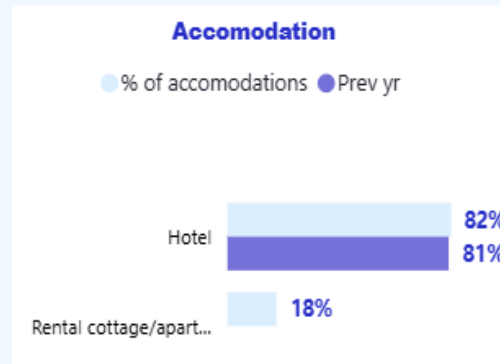
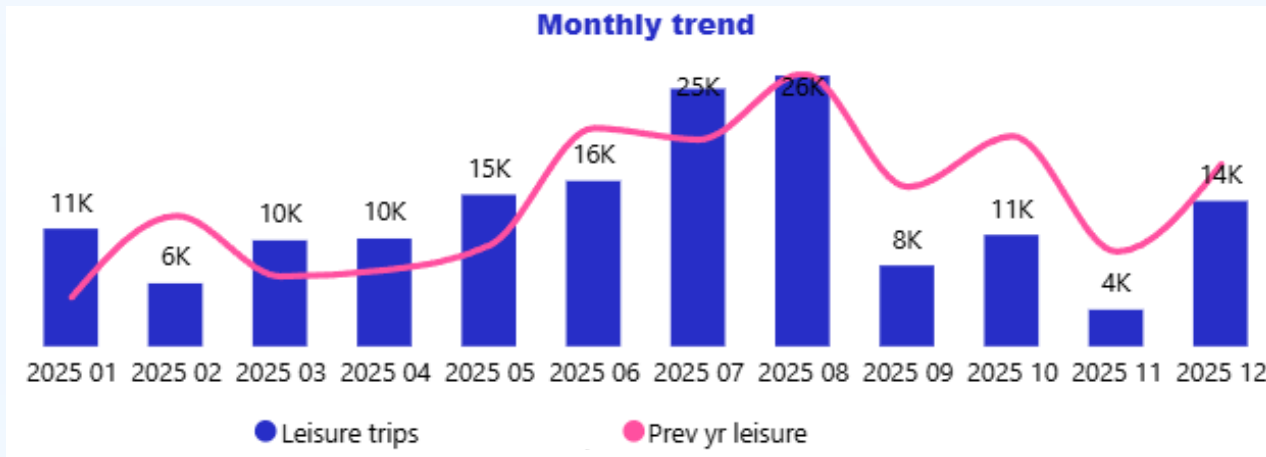
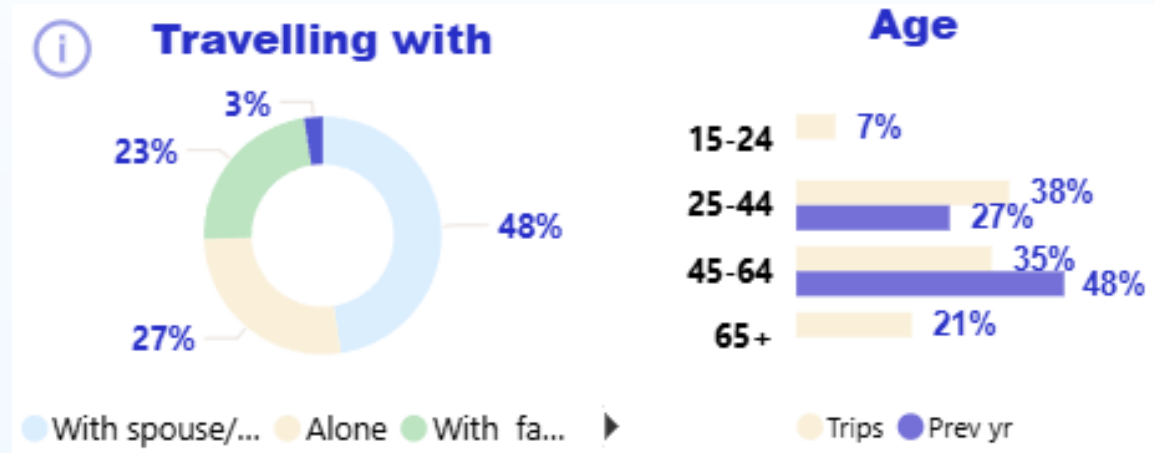
Country	Spend/trip €	YoY
Switzerland	1,141	0%
Austria	1,127	+46%
Singapore	1,087	+7%
France	1,087	+1%
Netherlands	1,036	+20%
Canada	965	N/A
Australia	946	-23%
China	936	-23%
Belgium	923	+10%
USA	915	-18%
Brazil	874	N/A
India	873	N/A
Germany	829	-4%
Spain	809	+5%
UK	767	-1%
Japan	741	-9%
South Korea	732	-8%

Country	Spend/day €	YoY
Singapore	195	-7%
Canada	179	N/A
China	173	-7%
Japan	173	-4%
Ireland	171	-1%
UK	168	+4%
Austria	168	+31%
Spain	165	+27%
Brazil	155	N/A
Australia	152	-19%
Switzerland	152	0%
France	150	+7%
Netherlands	141	+8%
Italy	135	-13%
USA	134	-13%
Belgium	128	+42%
Germany	124	-10%

US holiday travel to Finland has decreased compared to 2024. Similarly, the **overall expenditure** of US tourists has dropped.

US vacation/recreation travellers to Finland - Year 2025

- In early 2025, holiday travel from the USA to Finland increased over the same period the year before, but it experienced a clear drop towards the end of 2025.
- Almost half of the holidaymakers travelled with their partner.
- US holiday visitors tend to prefer hotel accommodations when visiting Finland.
- Cultural and nature-related experiences were the most favoured activities during holidays.



Family Travel Decisions: How Much Say Do Kids Have? 😊

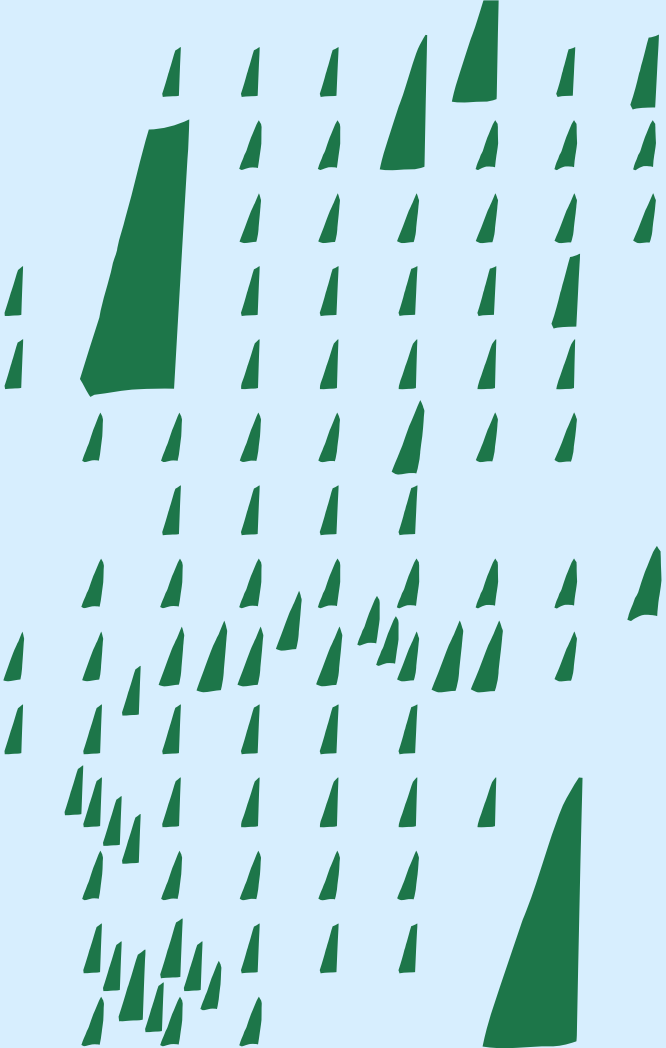
- Signature Travel Network launched '**Ready.Set.GO!**', a unique children's travel magazine aimed at **engaging young readers in vacation planning**.
- The magazine fills a gap in the market, offering content that speaks directly to children, **encouraging family travel inspiration and interactive learning**.
- It includes activities, fold-out maps, stickers, quizzes, and choose-your-own-adventure storytelling to **engage children** and promote conversation with Signature travel advisors.
- This initiative supports Signature's approach to develop resources in response to member needs, **promoting personalized, high-value travel experiences**.

- **Signature Travel Network**

431 Retail Travel locations in the US and 176 international. More than \$11 billion in annual travel sales from 15,000+ Professional Travel Advisors.



US registered overnights in Finland



Main source markets in 2025

494,000 US

registered overnight stays in 2025
+11% compared to 2024
(+60% compared to 2019)

The number of US-registered overnight stays in Finland exceeded pre-pandemic levels as early as 2023, thanks to enhanced flight connections. This robust growth in US overnight stays has persisted since then.

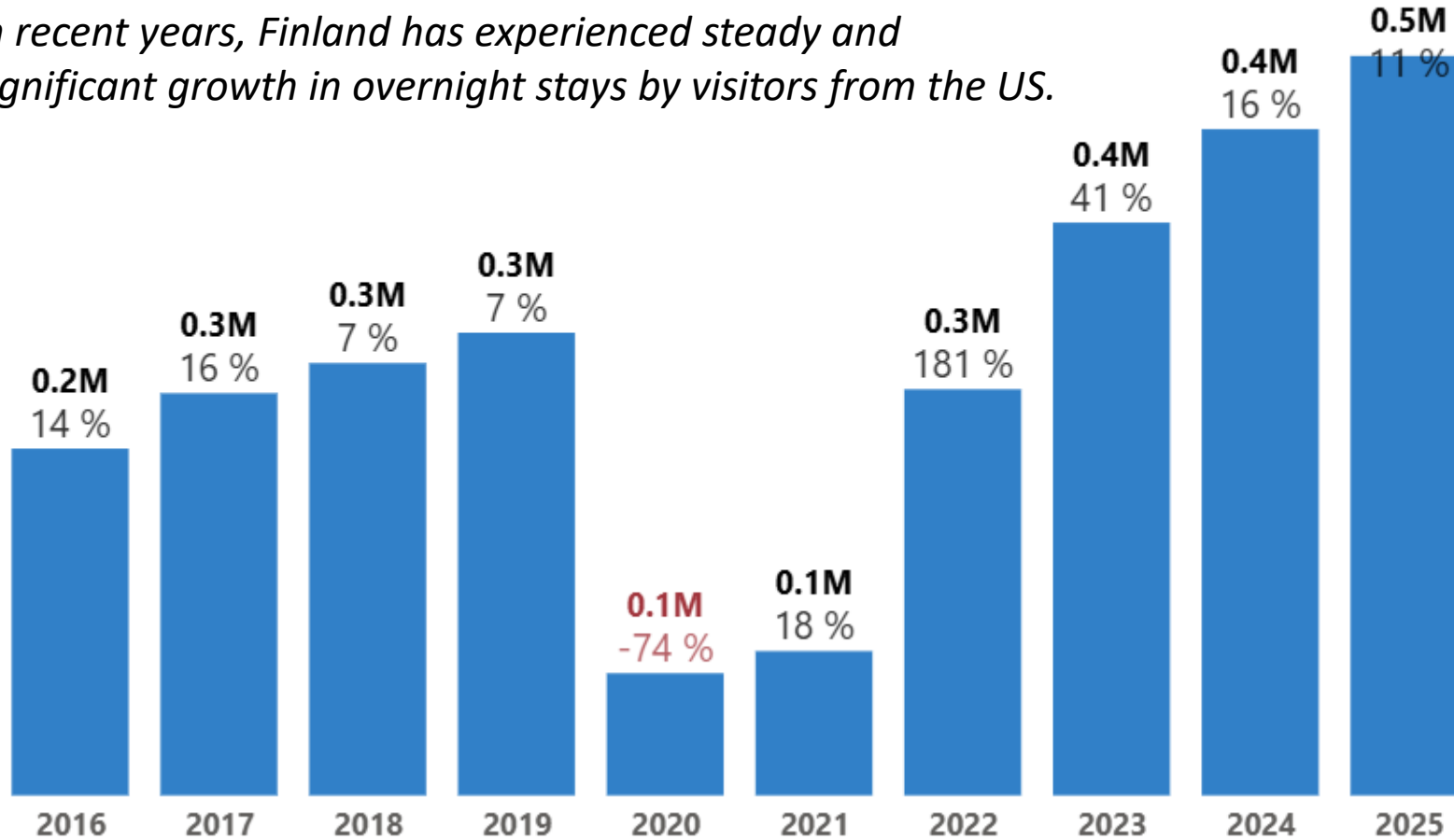


US overnights in Finland 2016-2025

NO. OF OVERNIGHTS IN FINLAND AND YoY CHANGE %

UNITED STATES

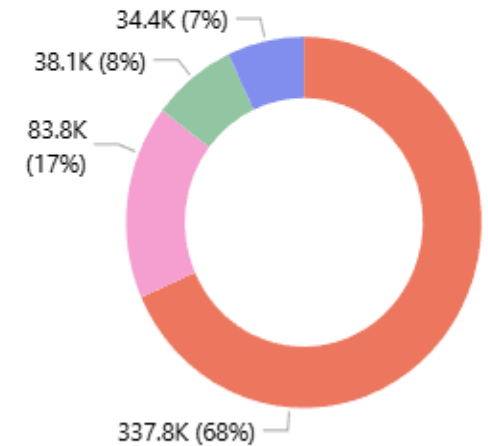
In recent years, Finland has experienced steady and significant growth in overnight stays by visitors from the US.



OVERNIGHTS IN MAIN REGIONS

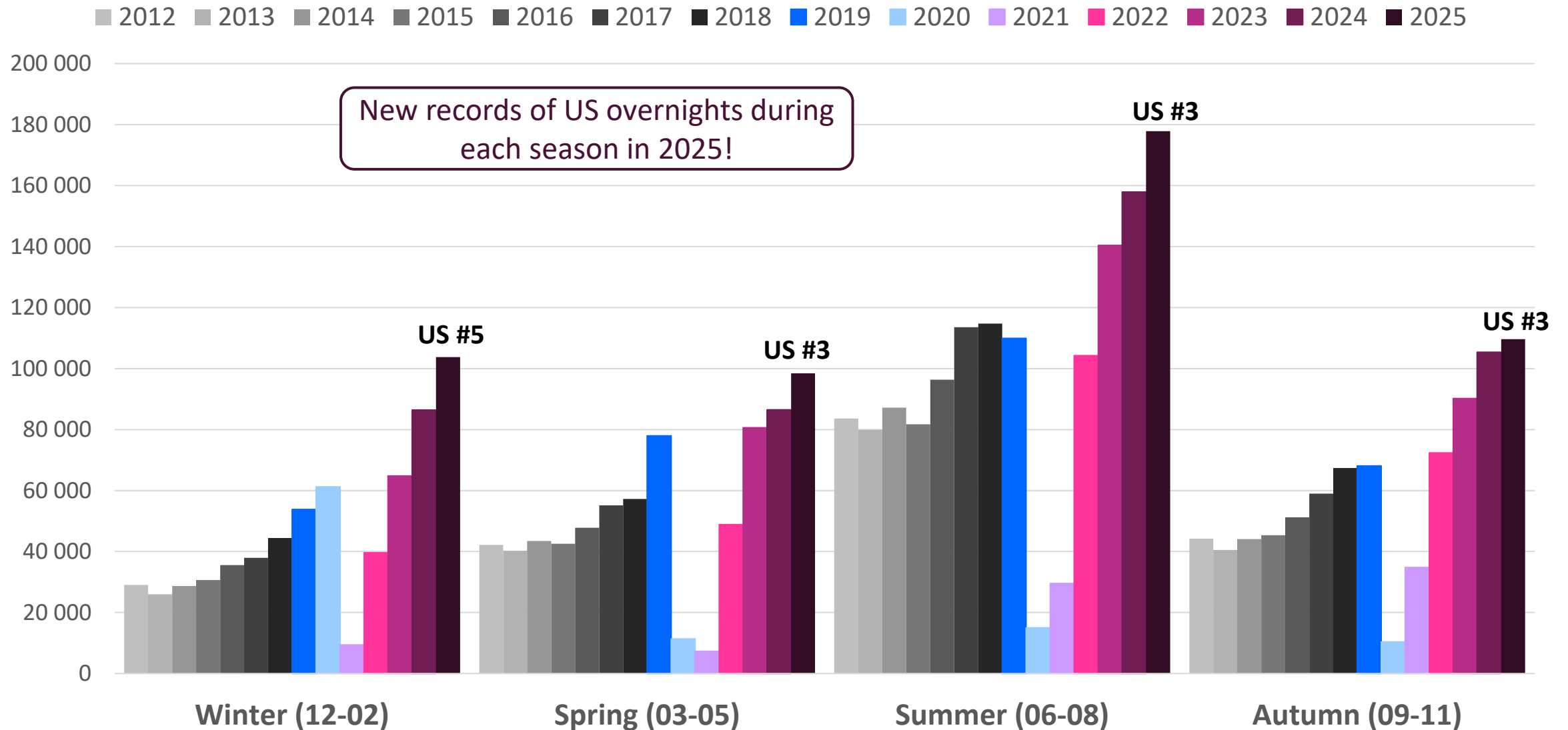
UNITED STATES - Year 2025

● HELSINKI ... ● LAPLAND ... ● LAKELAND ● COAST & ...



In Helsinki, the US stands out as the largest source market. In addition to the growth seen in Helsinki, the Lapland region is also steadily gaining popularity among visitors from the US.

US – Seasonal Overnights in Finland 2012-2025

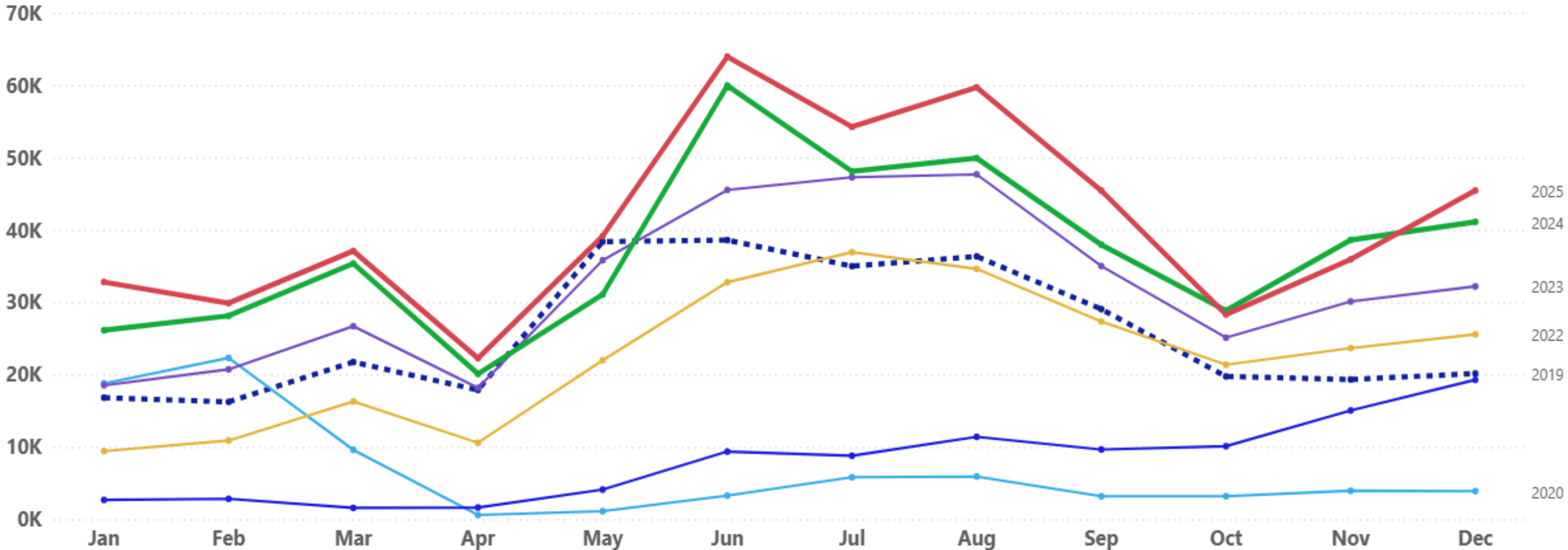


US monthly overnights in Finland 2019 – 2025

NO. OVERNIGHTS IN FINLAND BY MONTH

UNITED STATES

● 2019 ● 2020 ● 2021 ● 2022 ● 2023 ● 2024 ● 2025



Overnights in high summer season 2025

And change compared to summer 2024 & pre-pandemic

2.1M foreign overnights

(+13% vs. summer 2024 & -5% vs. summer 2019)

- **1.3M** from EU-27 + UK (+14% & +10%)
- **252,500** from Asia (+27% & -27%)
- **236,100** from America (+16% & +48%)

US overnights / summer 2025

Growth especially in Rovaniemi Lapland

C&A 7 400; +16%

4%

Growth especially in
Turku, Oulu, and Vaasa

15 600; +27%

9%

Lakeland

18 500; +39%

10%

Growth especially in
Tampere, Savonlinna region,
and Kuopio

Hki region

136 300; +8%

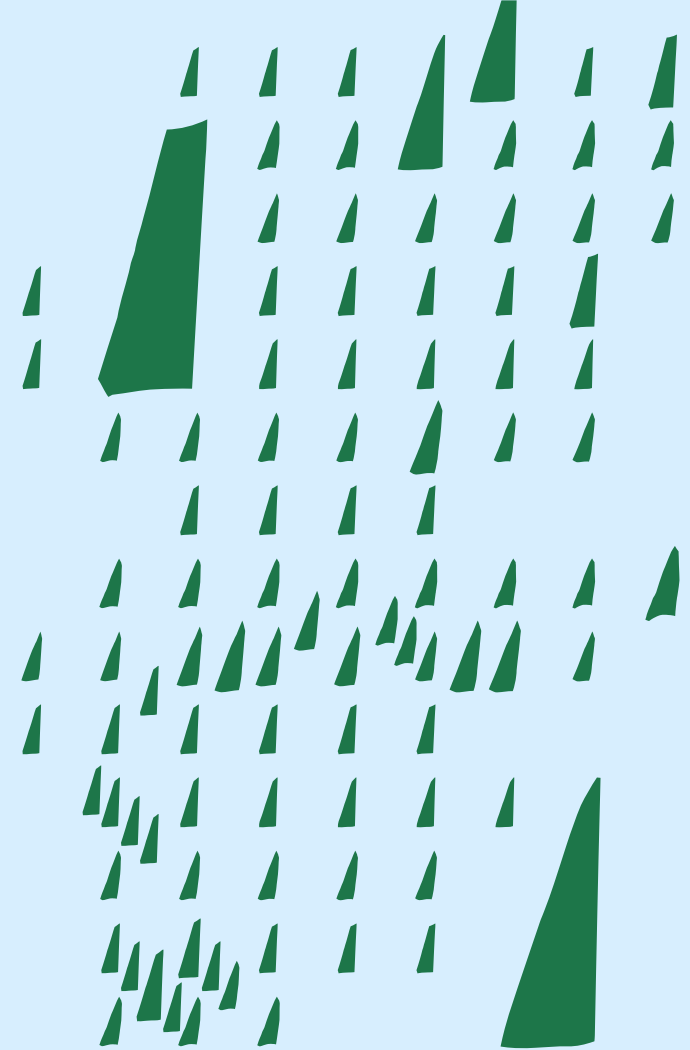
77%

Growth
in Helsinki,
Vantaa, and
Espoo

	Jun-Aug 2019	Jun-Aug 2024	Jun-Aug 2025	2025 vs. 2019	2025 vs. 2024
Germany	270 300	251 500	285 500	+5 %	+14 %
Sweden	255 200	242 300	243 800	-5 %	+1 %
USA	109 900	157 900	177 800	+62 %	+13 %
UK	90 800	87 700	111 000	+22 %	+27 %
Italy	68 200	65 600	86 300	+27 %	+32 %
Norway	73 400	76 800	76 000	+4 %	-1 %
France	64 100	61 400	73 000	+14 %	+19 %
Switzerland	64 400	65 200	72 700	+13 %	+12 %
Netherlands	62 300	59 500	67 900	+9 %	+14 %
China & Hong Kong	133 300	47 400	67 600	-49 %	+43 %
Estonia	69 400	59 400	66 000	-5 %	+11 %
Japan	73 100	46 300	63 600	-13 %	+37 %
Spain	56 600	54 800	61 200	+8 %	+12 %
Poland	31 400	38 300	46 100	+47 %	+20 %
Denmark	37 700	36 400	40 000	+6 %	+10 %
Austria	27 900	28 900	34 500	+24 %	+19 %
Australia	27 600	25 800	29 400	+6 %	+14 %
Belgium	21 500	23 400	25 200	+17 %	+8 %
Canada	17 700	19 000	25 100	+42 %	+32 %
India	27 200	19 600	22 600	-17 %	+15 %



Winter season DEC25 – FEB26



Foreign overnights in winter high season 2025-2026

And change compared to winters 2024-2025 & (2018-2019)

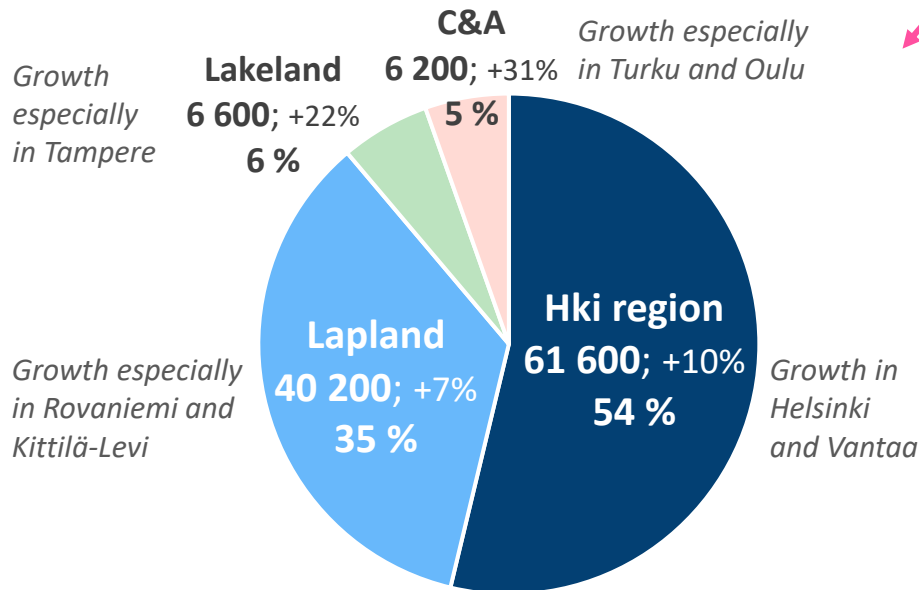
High winter season (12-02)

2.5M foreign overnights

+7% vs. winter 2025 (+18% vs. winter 2019)

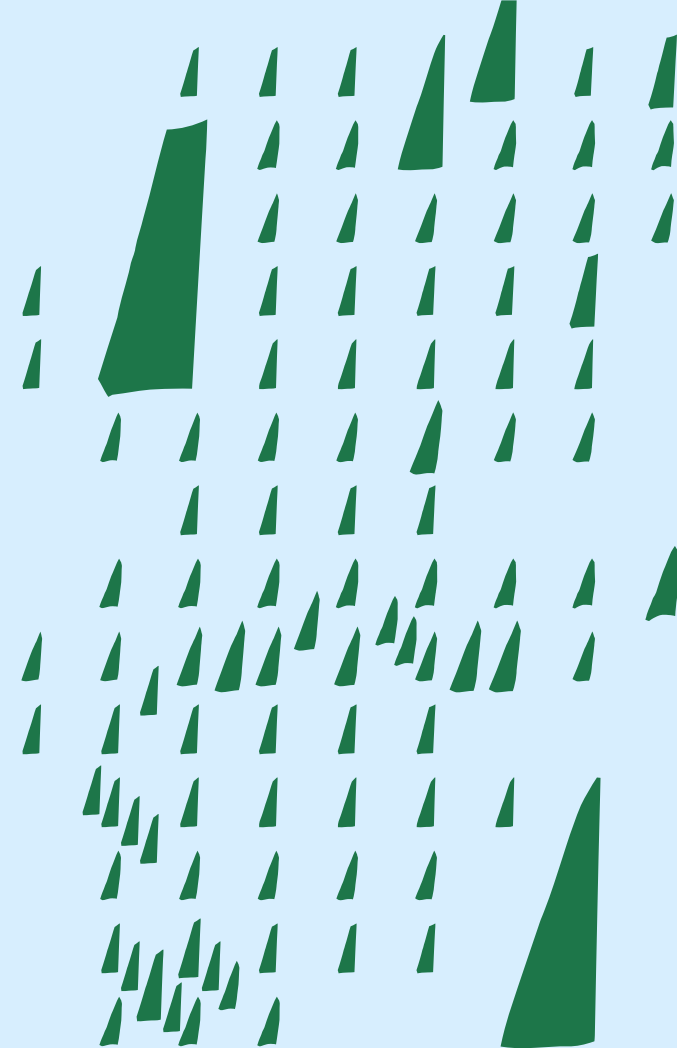
- **1.6M** from EU-27 + UK / **+7%** (+37%)
- **389,000** from Asia / **+9%** (+14%)
- **171,000** from America / **+17%** (+135%)

US overnights / winter 2025-2026



	winter 2019	winter 2025	winter 2026	winter 2026 vs. 2019	winter 2026 vs. 2025
UK	334 900	379 900	404 900	+21 %	+7 %
Germany	151 300	199 400	232 100	+53 %	+16 %
France	161 700	234 000	206 200	+28 %	-12 %
Netherlands	106 700	149 300	142 900	+34 %	-4 %
USA	53 800	103 800	114 700	+113 %	+10 %
China & Hong Kong	139 700	79 500	89 800	-36 %	+13 %
Italy	42 900	74 800	84 000	+96 %	+12 %
Spain	59 400	73 900	82 900	+40 %	+12 %
Australia	32 600	61 200	81 000	+148 %	+33 %
Sweden	75 100	68 500	76 200	+2 %	+11 %
Switzerland	51 800	68 700	70 200	+36 %	+2 %
Belgium	30 300	51 600	61 800	+104 %	+20 %
Japan	49 900	44 600	54 800	+10 %	+23 %
Estonia	58 200	47 200	54 200	-7 %	+14 %
Singapore	35 300	58 400	49 700	+41 %	-15 %
Taiwan	11 000	24 800	38 500	+252 %	+55 %
Ireland	14 900	32 700	37 400	+151 %	+14 %
India	19 000	37 500	36 600	+92 %	-3 %
Poland	21 900	31 900	33 600	+53 %	+5 %
Denmark	21 200	27 000	33 100	+56 %	+23 %

US overnights in the Nordic countries

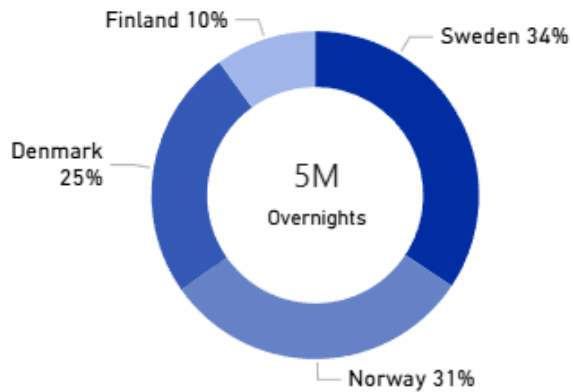


US registered overnights in the Nordics

Select year for shares

Share of overnights

WHOLE COUNTRY Foreign United States 1.1.2025-31...

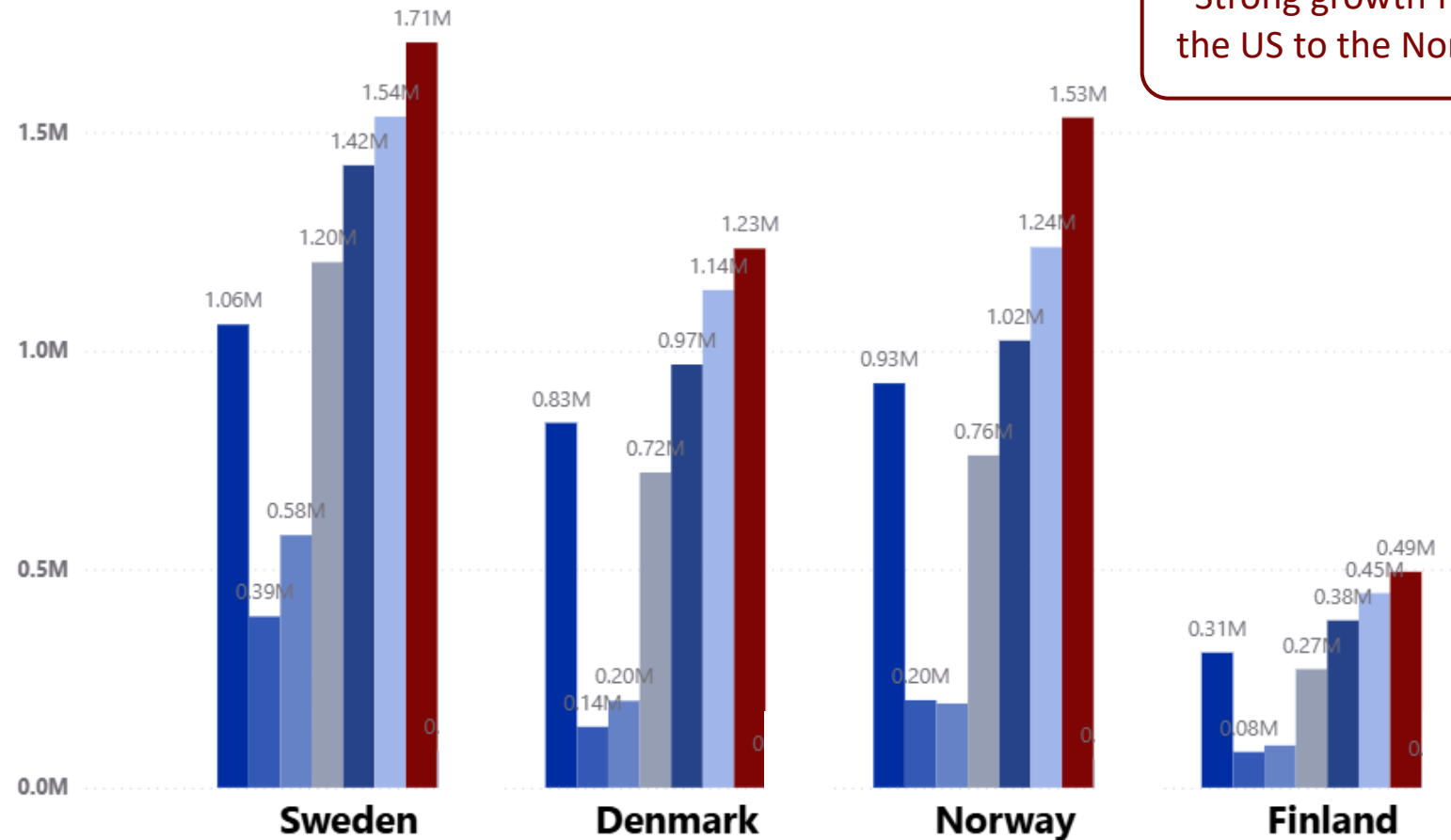


Year	Overnights	YoY change %
2025	4,966,910	14 %
2024	4,356,723	15 %
2023	3,798,700	29 %
2022	2,955,635	177 %
2021	1,065,450	31 %
2020	812,742	-74 %
2019	3,129,344	15 %

Overnights in the Nordic countries

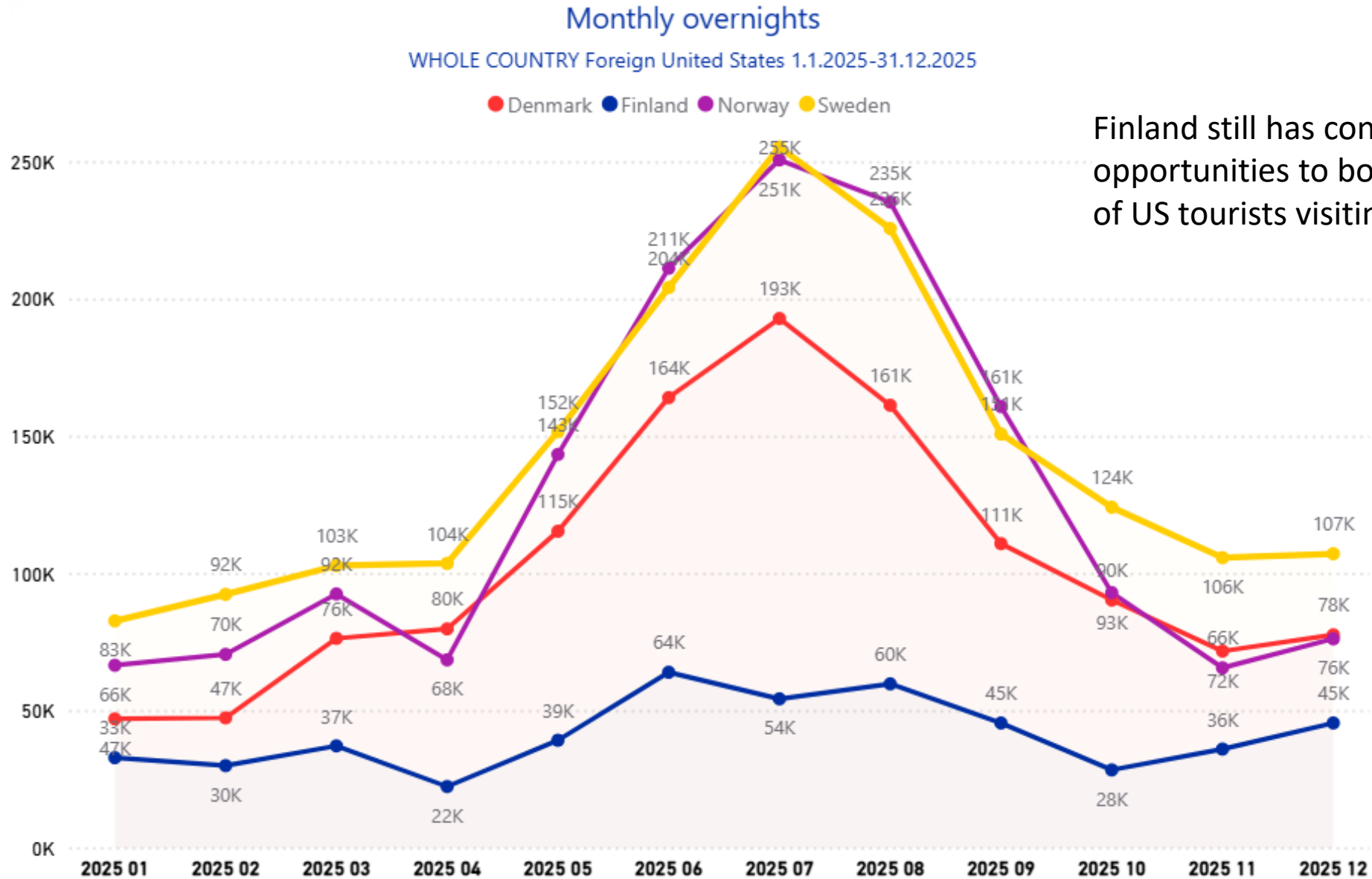
WHOLE COUNTRY Foreign United States

● 2019 ● 2020 ● 2021 ● 2022 ● 2023 ● 2024 ● 2025



Strong growth from the US to the Nordics.

US monthly overnights in the Nordics in 2025



Finland still has considerable opportunities to boost the number of US tourists visiting the country.

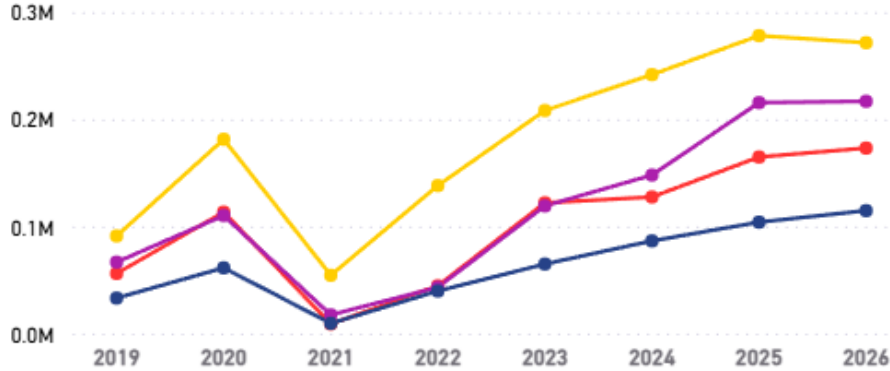
Winter & summer high seasons: US registered overnights in the Nordics



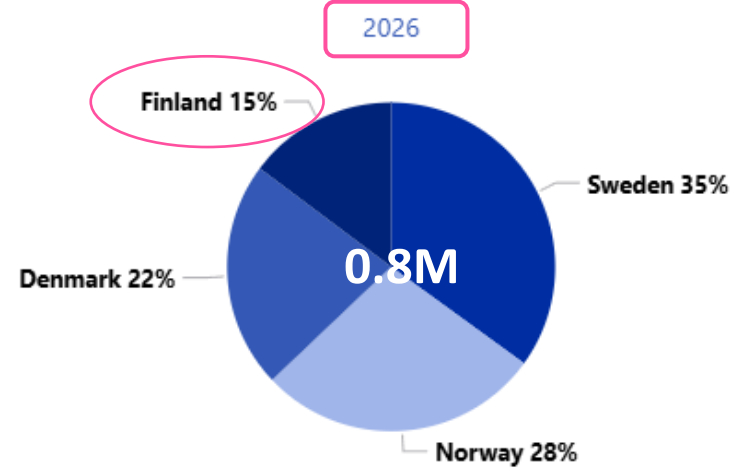
Winter (Dec-Feb)

WHOLE COUNTRY Foreign United States

Sweden Denmark Norway Finland

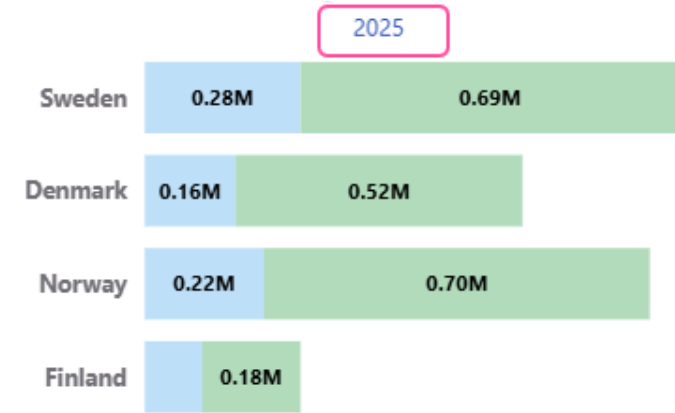


Share of overnights - winter (Dec-Feb)



Overnights in winter & summer

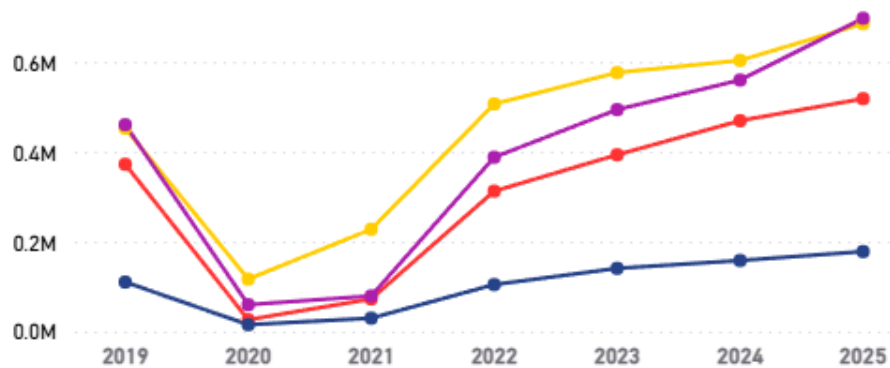
WHOLE COUNTRY Foreign United States



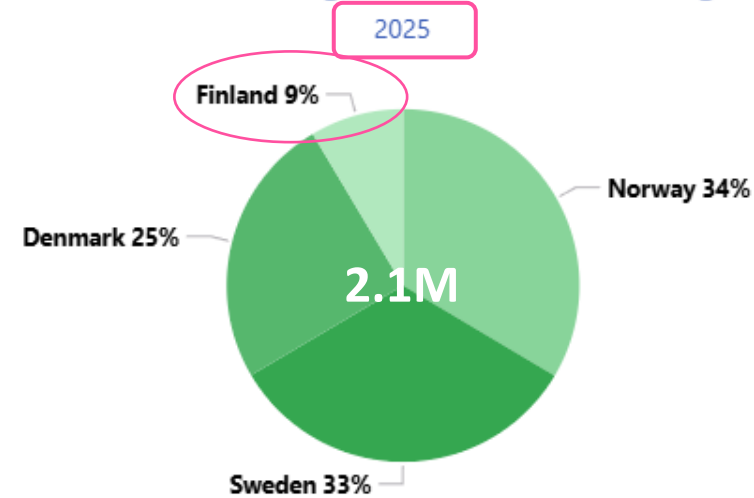
Summer (Jun-Aug)

WHOLE COUNTRY Foreign United States

Sweden Denmark Norway Finland

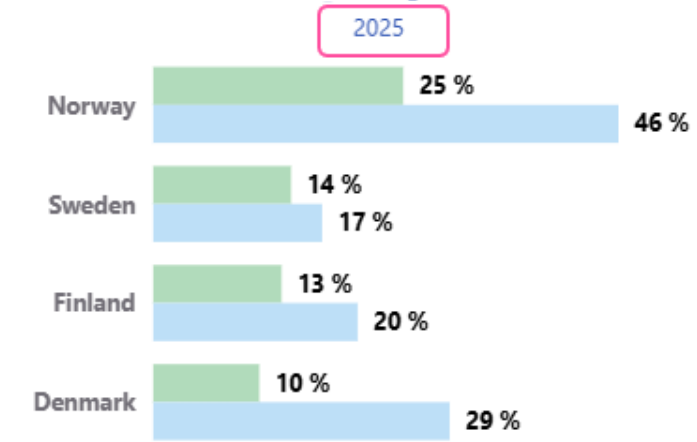


Share of overnights - summer (Jun-Aug)

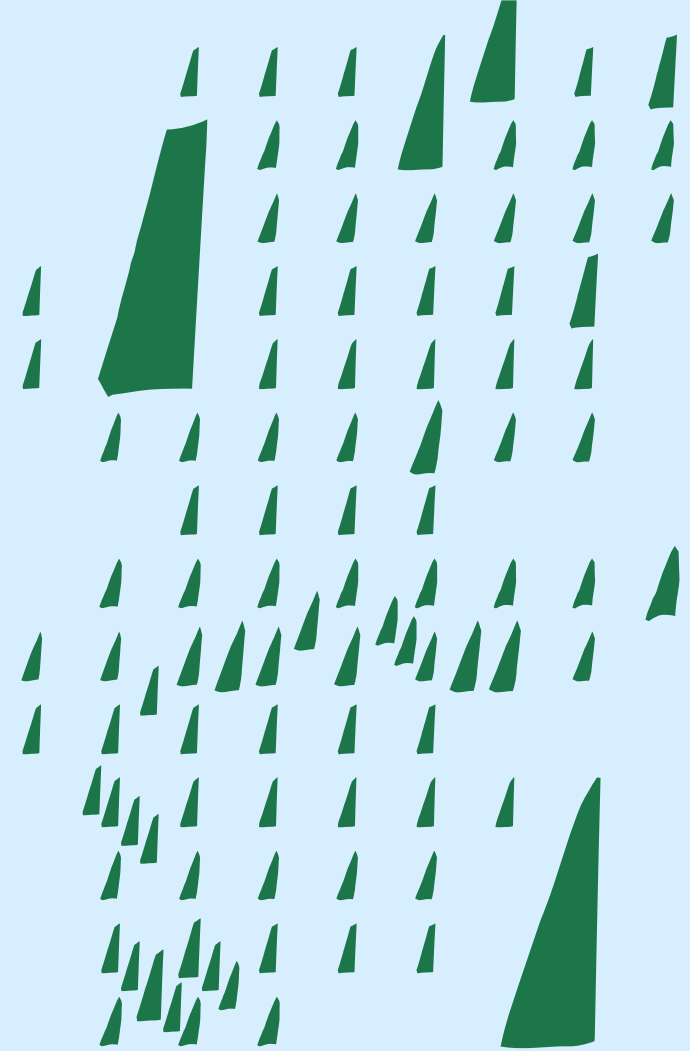


YoY change in seasonal overnights %

WHOLE COUNTRY Foreign United States



Summer outlook





Amadeus/ForwardKeys

**Seat capacity &
forecast for
Flight arrivals during
May-Sep 2026**

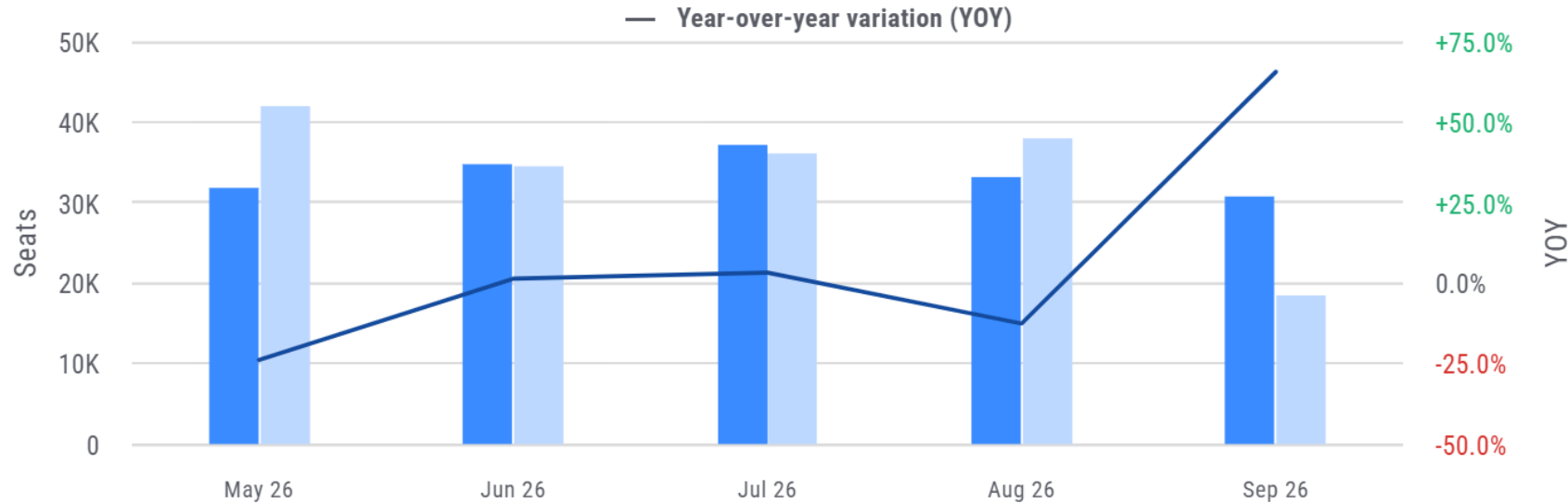
Seat capacity from USA to Finland in May – Sep 2026

Comparison to previous year

■ Current period
■ Previous year

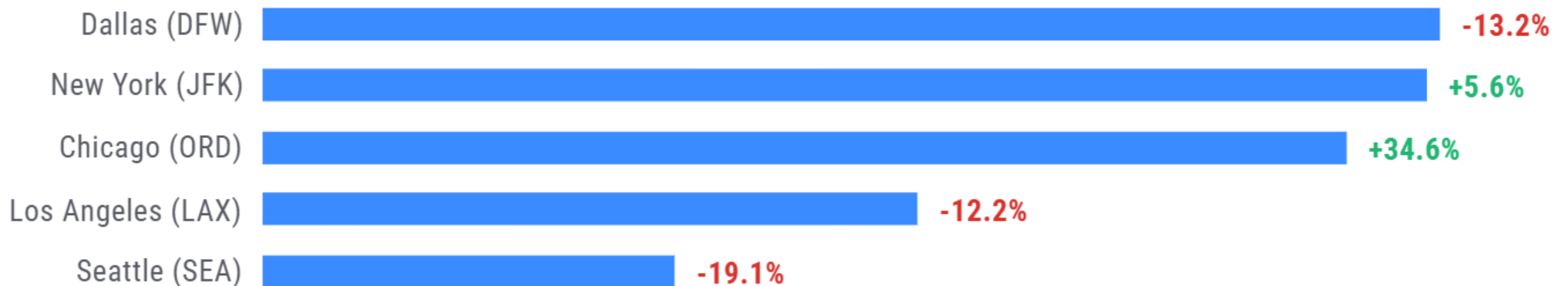
167,029
seats
-0.6% vs. Previous year

27
weekly flights on average
+1 vs. Previous year



The number of seats available from the **USA to Finland** is declining in May and August, but clearly increasing in September compared to last year.

Seat capacity especially from Chicago is increasing as Finnair will operate the route until the end of October.

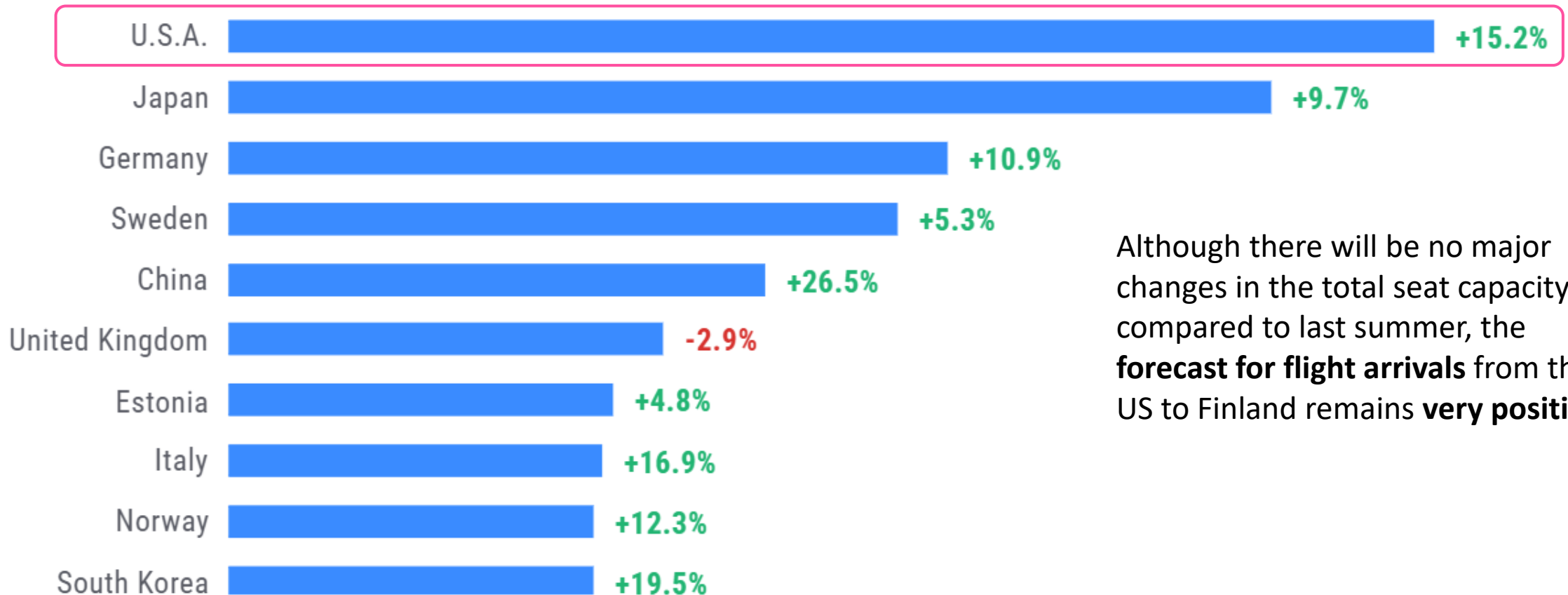


Forecast of Flight arrivals to Finland in May – Sep 2026

Comparison to previous year

888,208 tourist arrivals

+10.6% YOY



Although there will be no major changes in the total seat capacity compared to last summer, the **forecast for flight arrivals** from the US to Finland remains **very positive**.

Industry update and consumer trends

Who's Who in the Travel Advisor World

CONSORTIA:

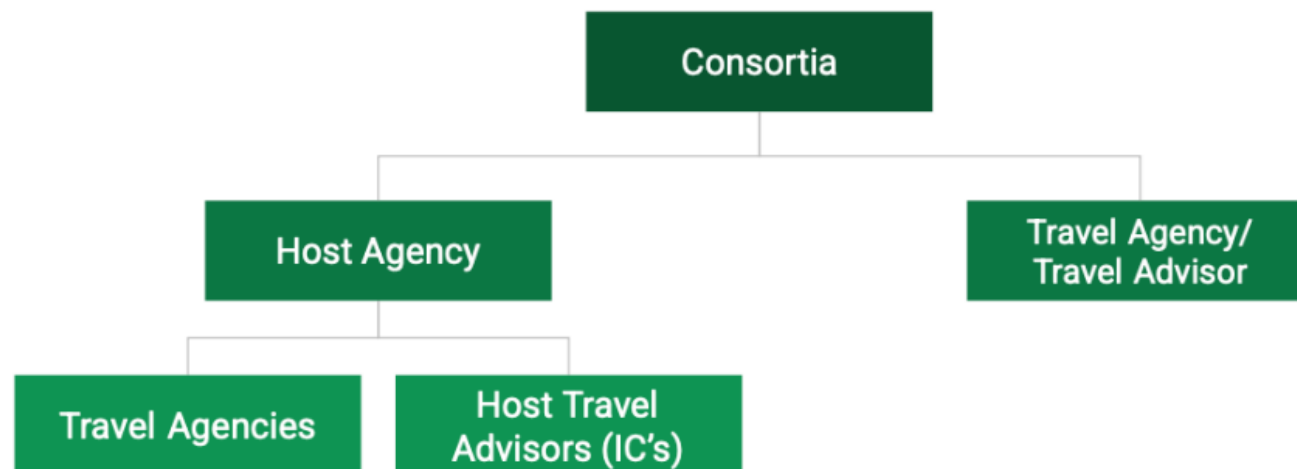
Marketing + Buying power

HOST AGENCIES:

Provide tools, tech, training

TRAVEL ADVISORS:

Front-line sellers + storytellers



One advisor often represents an entire network behind them.

ADVISORS NEED: ready-to-use itineraries → make it simple. FAMs Advisors crave destination training they can use with clients

→83% of leisure advisors are hosted

- DMO → Host Agency → Advisors → Travelers
- One partnership = hundreds of advisors
- Scalable & relationship-driven distribution



ADVISORS NEED: ready-to-use itineraries → make it simple. FAMs Advisors crave destination training they can use with clients

The Evolving Role of Travel Advisors

- Advisors do more than book trips: they guide decisions, build trust, and design personal, high-value experiences.
- Travelers now ask: *Where should I go? Who benefits? How can I travel responsibly without losing comfort or quality?*
- Concepts like sustainability, overtourism, community and regenerative travel are confusing for many travelers.
- Advisors sit on the front lines of meaningful travel, helping clients align trips with their values and understand their impact.
- By steering spending to local businesses, community-led experiences and conservation efforts, advisors help protect the places travelers love.
- Organizations like Tourism Cares see advisors as key to shaping the future of responsible travel.





Consumer Trends and Behavior

- **2026 bookings and spend are rising, with Europe remaining the top destination** (Italy, Greece, U.K. leading).
- High demand for Mediterranean cruises and Danube river sailings.
- Travelers are spending more on **immersive experiences, longer stays, upgraded cabins, and premium flights** rather than just luxury hotel rooms.
- Growing interest in **unique itineraries, cultural immersion, and less-crowded alternatives** to traditional hotspots.
- Strong growth in **solo and small-group travel**—especially women-only and solo-friendly departures in Europe.
- **Women are driving adventure travel growth**, leading to higher engagement, repeat bookings, and more confident first-time adventure clients.

(Source: Travel Experts Advisors – 2026 Bookings & Spend)

Consumer Trends and Behavior

- **Culinary experiences** are a major driver for U.S. travelers, especially in choosing European destinations.
- The World Food Travel Association reports that many leisure travelers plan trips around food, with North Americans a leading segment.
- Italy, France, Spain, and Greece are top choices due to strong culinary reputations.

- **AI is rapidly reshaping trip planning:** U.S. leisure traveler AI usage rose from 43% (late 2025) to 56% in the past year (Phocuswright).
- 33% now use generative AI tools (e.g., ChatGPT, Gemini) for trip research.
- Travelers still verify AI results: only 8% rely solely on AI, while 51% click through to source sites, sustaining strong traffic for Google and OTAs.

→ **What do Americans want from travel?**
Discovery, challenge, and depth — in that order.



What Tour Operators Are Saying

Finland and Nordic travel performance

Nordics Doing Well

Nordics outperforming some other European destinations.



Finland Feels Different



Emotionally different destination.

Winter Demand Strong



- Lapland demand very strong
- Families booking earlier.

Summer Bookings Rebounded



- Recovery, but gas price uncertainty.

+30% vs 2025

Top Performer

Finland ranked 5th of 69 programs.



Customer Appeal

- Cultural immersion
- Genuine interaction
- Learn about Finnish culture
- Husky safaris, sauna experiences.

- We have seen some decline in other destinations in Europe, so it's really great to see that **the Nordics are doing so well for us.**
- Interest in the Nordics continues to grow strongly, especially for **experiential and nature-focused travel.** • Finland stands out as a very unique destination compared to other European countries because it offers something emotionally different — Northern Lights, Lapland, saunas, snow experiences, wildlife, and the feeling of “escaping the world.” • **Winter demand for Lapland is extremely strong. Clients are booking much earlier now, especially families.** •
- In general, sales remain strong to Europe for this summer. We saw a sharp decline in bookings during the first three weeks of the war with Iran but have rebounded since then. **Our bookings are very reactive to what is going on in the world,** and it remains to be seen how rising gas prices will impact the remainder of this year.
- **Finland ranked 5th out of the 69 programs** we offered our clients in terms of numbers traveled (keep in mind that about ten of those 69 are one offs). Considering that 3 of the top 5 selling programs are cruises where we have higher volume departures, this is remarkable!
- Our most loyal customers seek **cultural immersion and genuine interaction and opportunities to learn from peoples from other cultures.** Though the husky safaris and sauna experiences always rank very high, I can't tell you the number of times I've read in our travelers' surveys how delighted they were to learn so much about Finnish culture and way of life.
- This year so far we already **sold Finland 30% more** compared to 2025.

What Tour Operators Are Advising

- Continue increasing visibility and **education for travel advisors** in the U.S. market.
- More direct partnerships, **fam trips**, and **destination training** would help significantly.
- Continue positioning Finland around authentic lifestyle experiences, wellbeing, nature and exclusivity rather than only seasonal “winter” travel
- Continue **strengthening direct trade education** and **easy-to-sell itinerary/product examples** for advisors and operators

Growing Finland Travel in the U.S. Advisor Market



Increase visibility in the U.S. market

Educate & engage travel advisors



Build direct partnerships

- Partnerships
- Fam Trips
- Destination Training

Broaden Finland positioning



Authentic Lifestyle



Wellbeing



Nature



Exclusivity



Beyond Winter Travel

Make it easy to sell



- Direct trade education
- Itinerary & product examples

Outlook for the US Travel Market (2026)

Market expected to remain strong

- Key drivers:
 - Solid economy
 - Large share of remote/hybrid workers
 - Growth in experience-driven and multi-generational trips
- Traveler priorities:
 - Safety
 - Value for money
 - Flexible booking conditions
- Emerging preferences:
 - Authentic local experiences
 - Sustainable travel options
 - Lesser-known destinations to avoid overtourism
- Channels shaping decisions:
 - Digital platforms and social media
 - Influencers
 - AI-driven trip planning and recommendations



2027 planning

Activity plan 2027

Sales Events

- Visit Finland Roadshow (April)
- Nordic Roadshow – not yet confirmed (Sep-Oct)

Sales Events with VF Representation

- Travel Relations Virtual Roadshow , Adventure (VF Participation)
- 2 Boost Nordic Roadshow (VF participation / Luxury Leisure)
- USTOA conference and marketplace (December)

Joint Promotions - 2-4 with selected TOs

Trade Activation - Partnership Marketing with 2-3 selected host agencies

FAMs

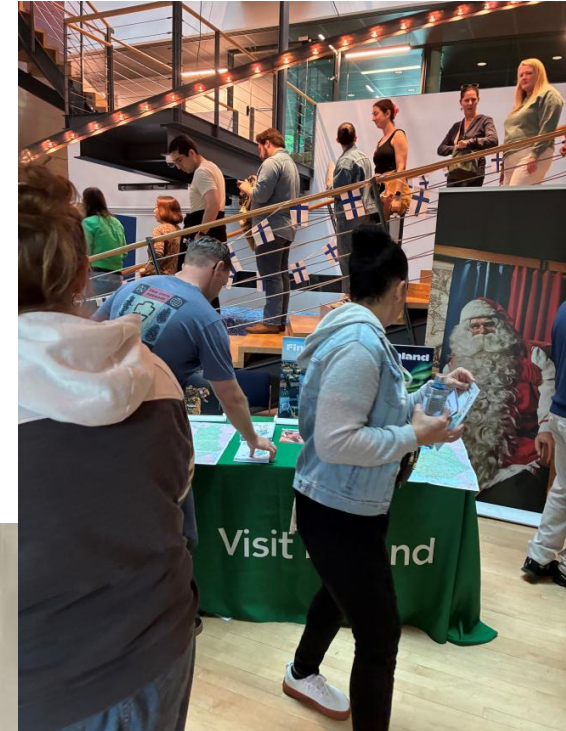
MATKA

Supporting Boost Nordic FAMs (Advisors)



Other activities

- Team Finland work and Country branding



Nordic Cooperation

The Nordics is a collaboration between the tourism boards of Denmark, Sweden, Norway, Finland, Greenland, The Faroe Islands, and Iceland in the US. The project is co-funded by the EU, The European Travel Commission and The Nordic Council of Ministers. The collaboration is focusing on sustainable tourism into the region from the US and the brand message is “Human, Nature, Moments – In the Nordics”. The target group is the high-spending, FIT travelers (including small groups), who wishes to engage with the local destination.

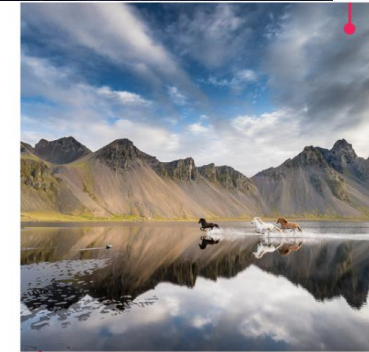
The Nordics campaign is holistic, complex, and vast in its size, as it includes **both press/PR, B2C, tour operator co-ops, a Nordic roadshow, travel advisor activation** and more. The Roadshow alone is a vast event with 7 countries with individual suppliers, visiting 3 US cities.



Denmark



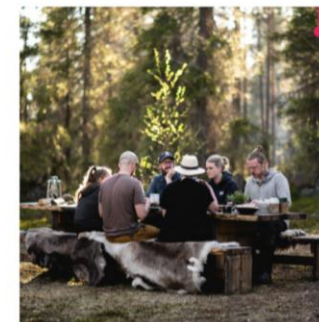
Finland



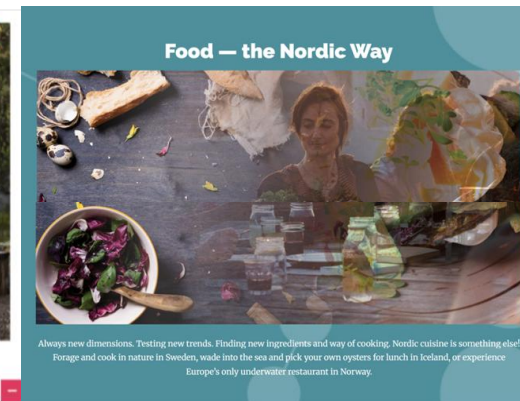
Iceland



Norway



Sweden



USA

USA Roadshow 23-26 March, 2026 20 Finnish Suppliers

Los Angeles – 80 registrations, 50 attendees

Dallas – 60 registrations, 40 attendees

Boston – 62 registrations, 41 attendees

KEY TAKEAWAYS

- Registrations exceeded ~50 target across all cities
- Los Angeles & Dallas reached full capacity early
- Strong demand confirmed across all markets
- High-quality advisor audience from premium networks
- Virtuoso ~28+ advisors (largest segment)
- Signature Travel Network strong representation
- Travel Leaders / Internova consistent participation
- Multi-network affiliations increase advisor value



USA

Boost Nordics Roadshow in Atlanta, Charlotte, Raleigh, Durham May 4-8,2026

A mix of evening and breakfast workshops – in total:6 workshops.

1:1 meetings with 79 advisors.
The quality of advisors, again, really good with already a little bit of knowledge of Finland and wanted to learn more so that they can comfortably sell Finland to their clients.

We were 5 suppliers; Viking Line, SAS, All Nordics, Stockholm Stadshotell, Visit Finland



USA

EU open House event in DC May09,2026

Approx 3000 visitors between 10am-4pm
Maps and Handbooks of Finland were very popular. Also many visitors wanted to know where they can buy IWIW bag 😊

