

# Flows in Finland

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## Abstracts

While overall growth in inbound arrivals into Finland in 2017 was relatively modest, arrivals from a number of individual source markets increased strongly. In particular, Finland continued to gain popularity as a travel destination among visitors from China. Growth in arrivals from other major non-European source markets such as Japan and the US also exceeded the average. Arrivals from Asian source markets were bolstered by factors such as continuous improvements in direct flight connections to...

Euromonitor International's Flows in Finland report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest market size data 2012-2016, allowing you to identify the sectors driving growth. It identifies the leading companies and offers strategic analysis of key factors influencing the market - be they new legislative, technology or pricing issues. Background information on disposable income, annual leave and holiday taking habits is also included. Forecasts to 2021 illustrate how the market is set to change.

**Product coverage:** Domestic Trips, Inbound Arrivals, Outbound Departures.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

### Why buy this report?

Get a detailed picture of the Flows market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

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Executive Summary

Finnish Travel Market Develops Positively in Most Respects in 2017

Digital Bookings Increasingly the Norm in Many Travel Categories

Price Competition Among Domestic Travel Operators Intensifies

Services Combining Different Modes of Land Transport Are Launched

Outlook for Travel in Finland Remains Broadly Favourable

SWOT

Summary 1 Destination Finland: SWOT

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