



**Visit Finland**

# Baltic Sea Tourism Forum

---

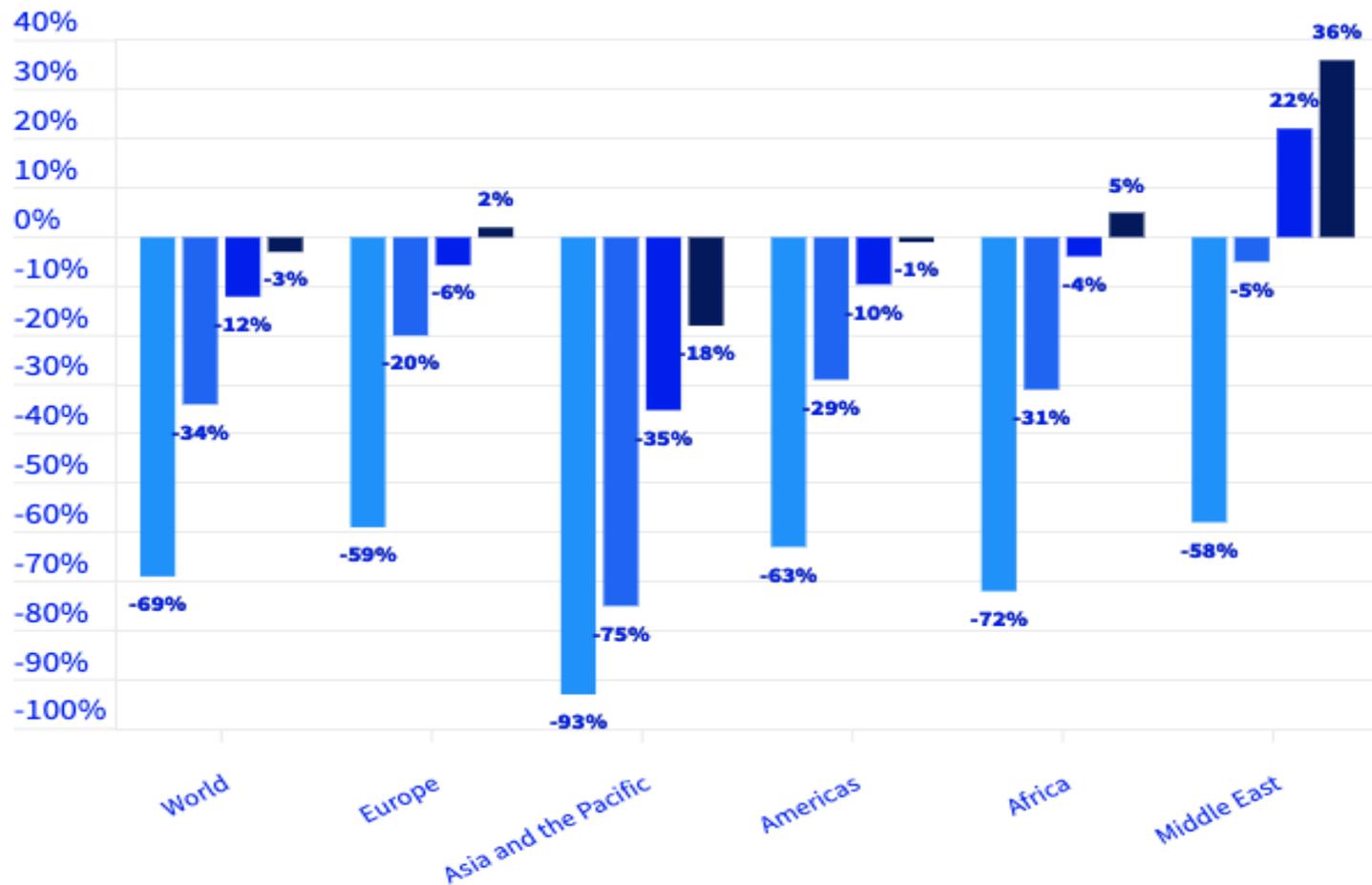
5.6.2024

Kristiina Hietasaari



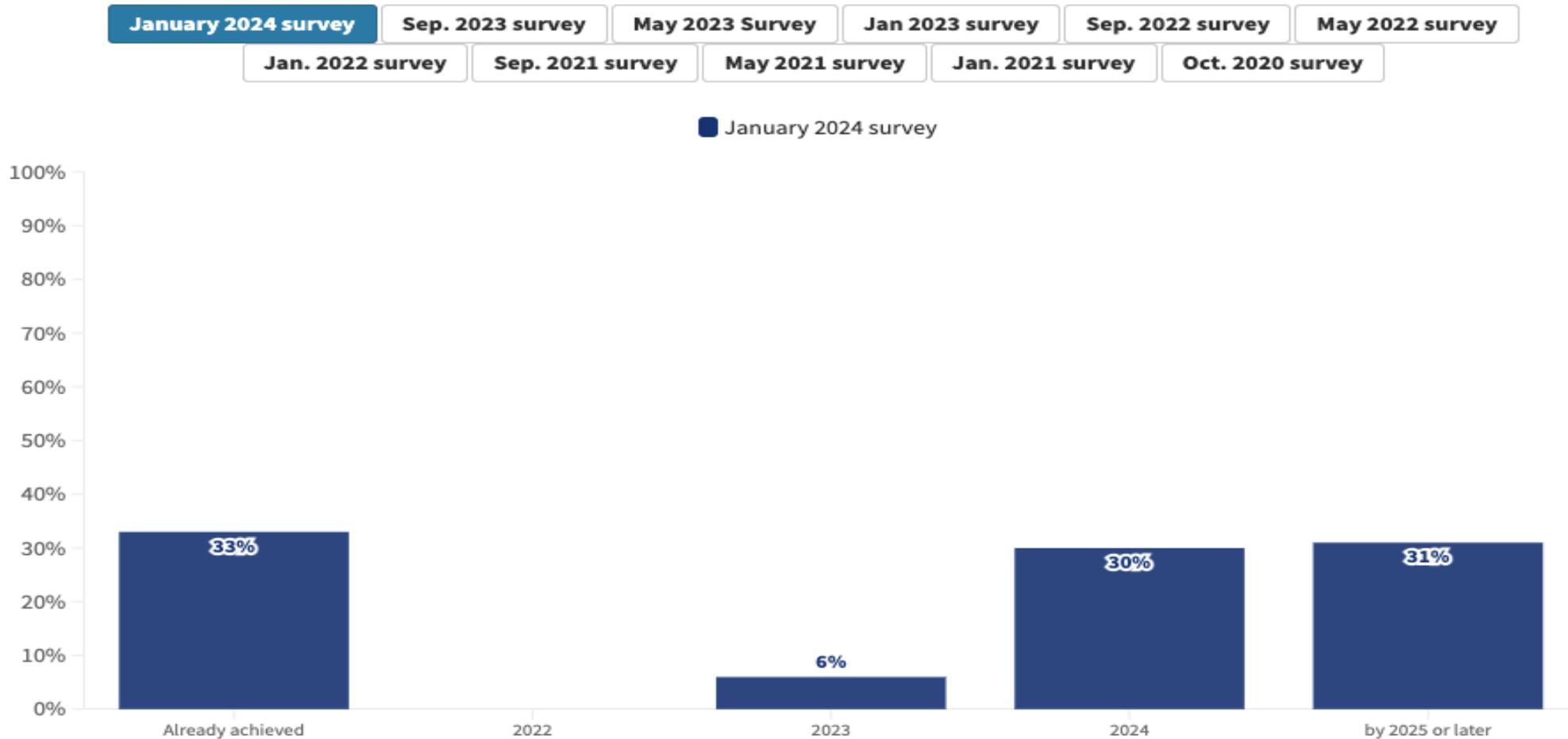
# International Tourist Arrivals, World and Regions

2021 2022 2023 2024\*



Source: UN Tourism | World Tourism Organization © • % change over 2019 | \*Preliminary figures  
Data as collected by UN Tourism, May 2024. Published: 21/05/2024

# When do you expect international tourism to return to pre-pandemic 2019 levels in your country?

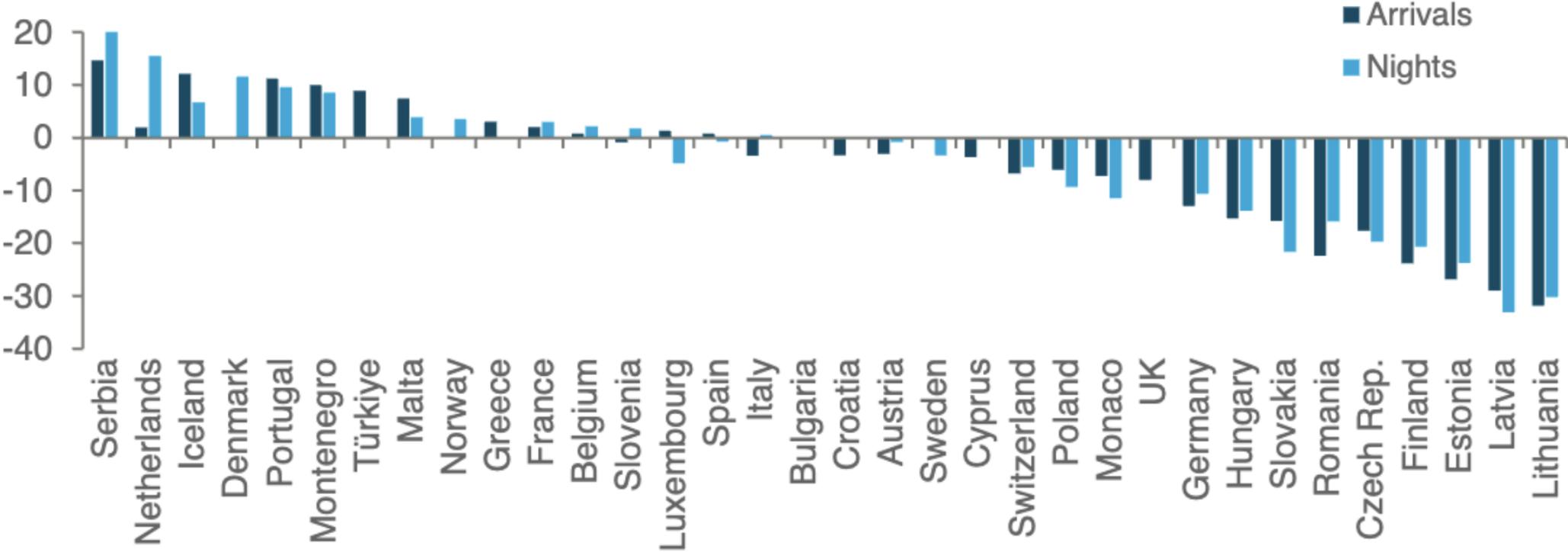


UN Tourism conducted a global survey among its UN Tourism Panel of Tourism Experts on the impact of COVID-19 on tourism and the expected time of recovery. Data as collected by UN Tourism, September 2023. Published: 19/09/2023

# Arrivals and overnights in Europe

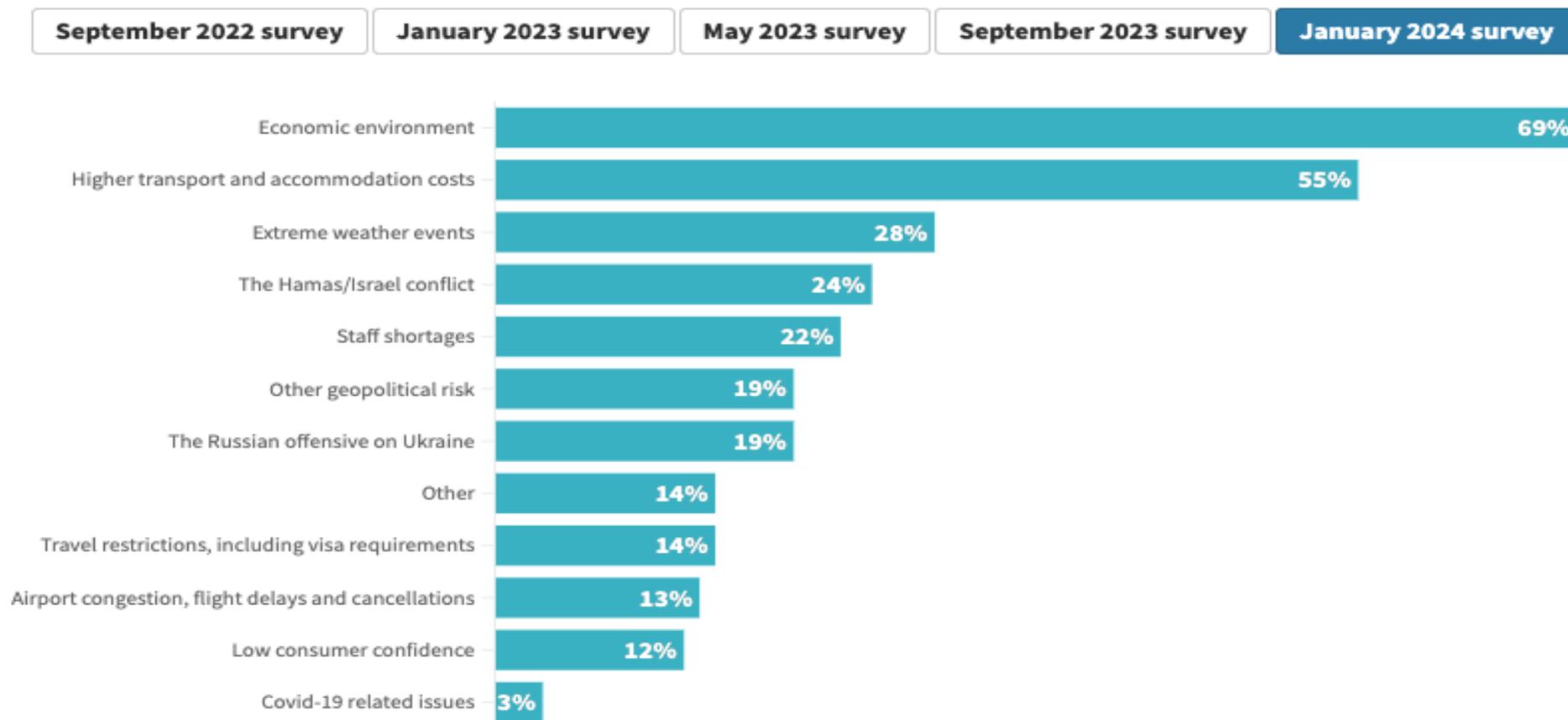
## Foreign Visits and Overnights to Select Destinations

2023 year-to-date\*, % change relative to 2019 levels



Source: TourMIS\* \*date varies (Jan-Dec) by destination

# What are the main factors weighing on the recovery of international tourism?



UN Tourism conducted a global survey among its UN Tourism Panel of Tourism Experts on the impact of COVID-19 on tourism and the expected time of recovery. Data as collected by UN Tourism, December 2023. Published: 19/01/2023

# 2024 Travel Trends

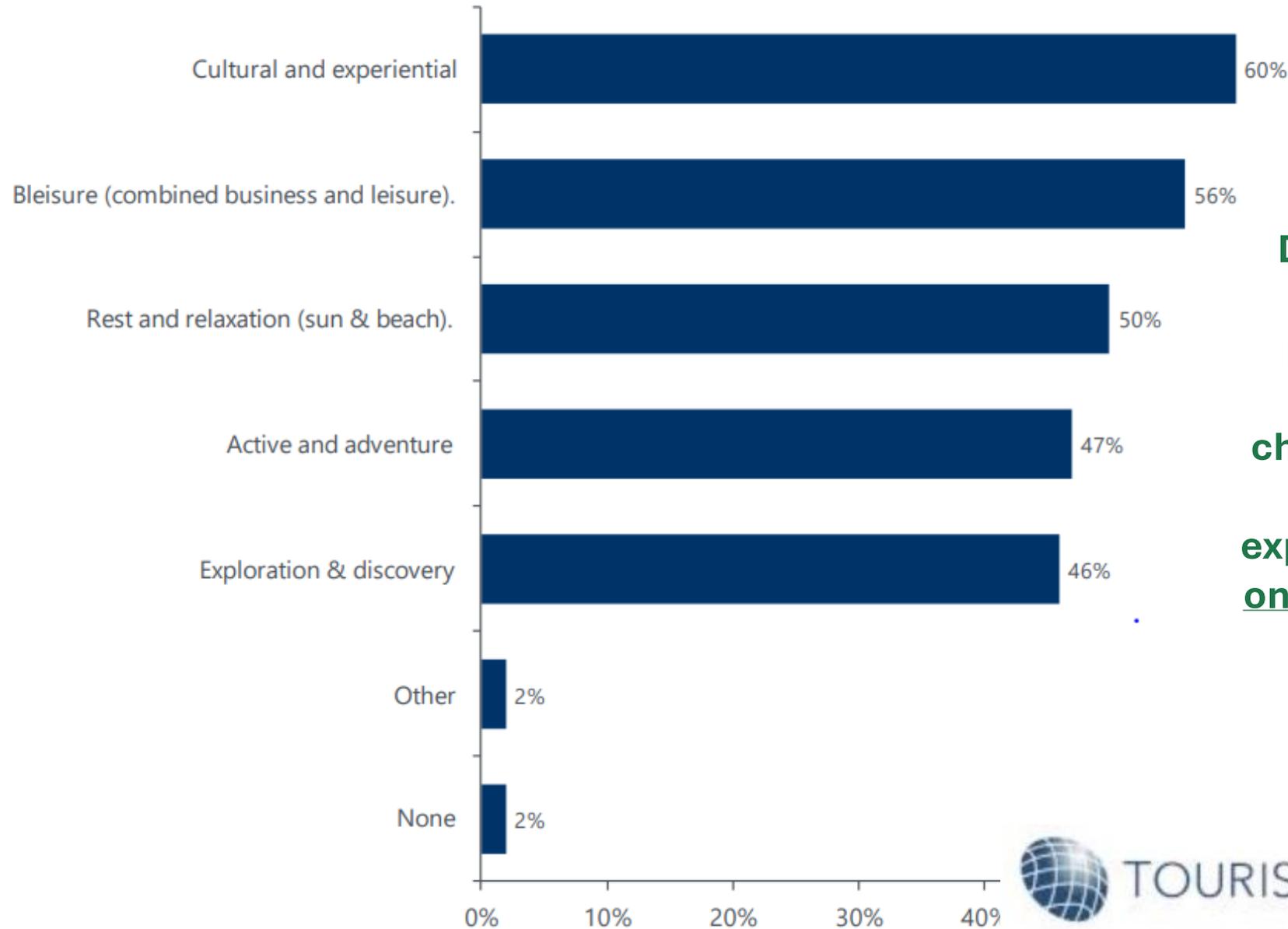
- Authenticity
- Culture and Experiences
- "Alternate" destinations
- Coolcationing
- AI



Travel Industry Monitor

# Chart 7: What will be the most popular type of travel in 2024?

What will be the most popular type of leisure travel in 2024?

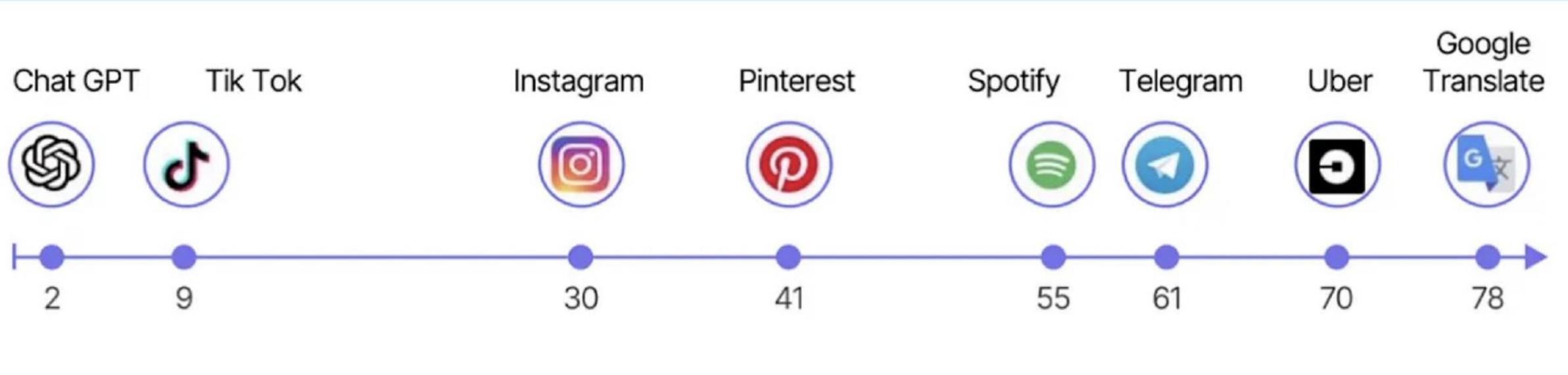


**Destinations are increasingly promoting their unique characteristics and authentic experiences that are only possible in that place**



# Chat GPT is the fastest-ever growing app:

it took only 2 months to reach 100 million users



**The end of deteriorating.  
The era of regenerating.**

Discussion topic: Climate action plan for the tourism sector (is it under development)?



**20**  
OBJECTIVES

**163**  
ACTIONS

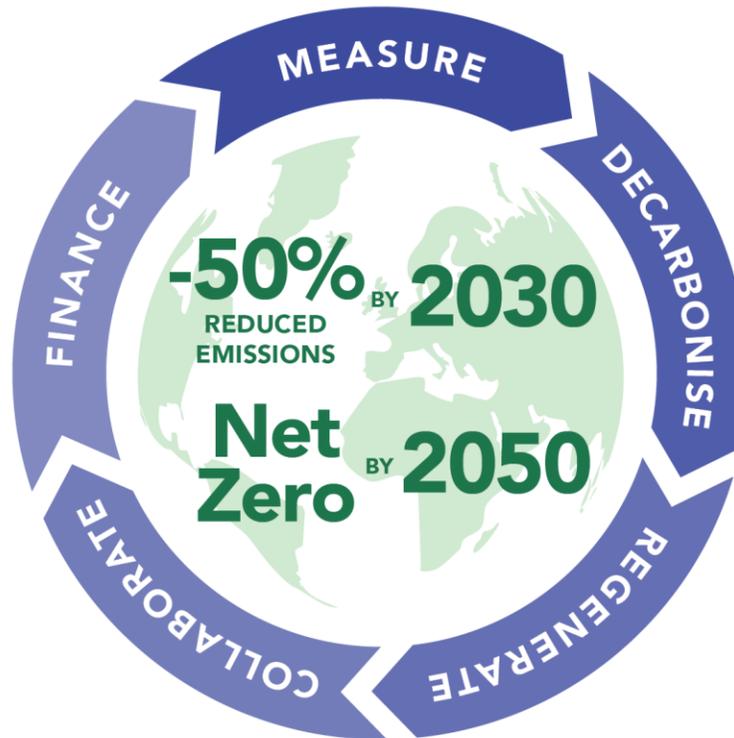
**5** PATHWAYS

**4** FOCUS AREAS

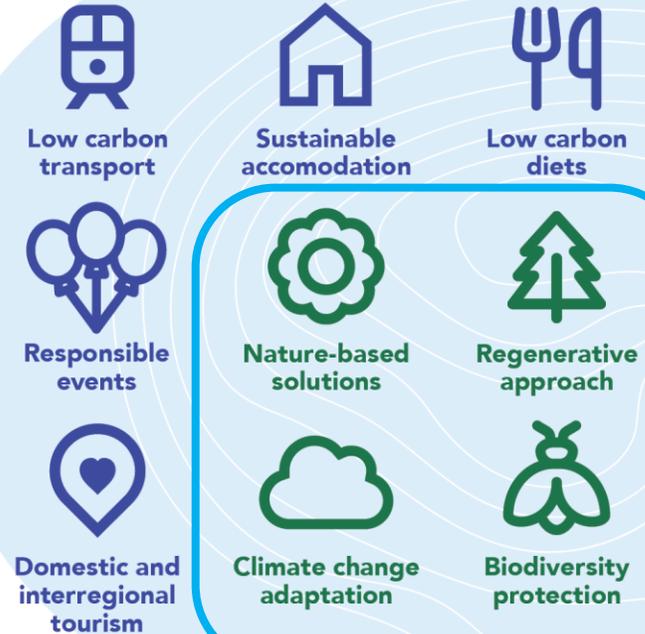
**67** FINNISH SIGNATORIES



- Organizational capacity
- National guidance
- International alignment
- Industry support



EXAMPLES OF 20 OBJECTIVES:



# Climate Action Plan 2023

