



Euromonitor
International

Booking in Finland

September 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Price increases and importance of travel support growth

Leading Booking.com has become a household name

PROSPECTS AND OPPORTUNITIES

Both challenges and opportunities

Battle between direct providers and intermediaries expected to continue

CATEGORY DATA

Table 1 - Booking Sales: Value 2020-2025

Table 2 - Business Travel Sales: Value 2020-2025

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DISCLAIMER

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