



## Aviation is crucial for Finland

Markus Suomi, CEO  
15.01.2014





**EXPORT**  
FINLAND



**INVEST**  
IN FINLAND



**VISIT**  
FINLAND

# No flight connections - No investments



- Aviation is crucial in all three functions of Finpro
- Recently conducted study in 40 countries shows that 82% of international companies will not invest in areas which suffer from inadequate flight connections
- For tourism, flight connections are a *condition sine qua non* – a must
- Growth of aviation in Finland is not self-explanatory



**EXPORT**  
FINLAND



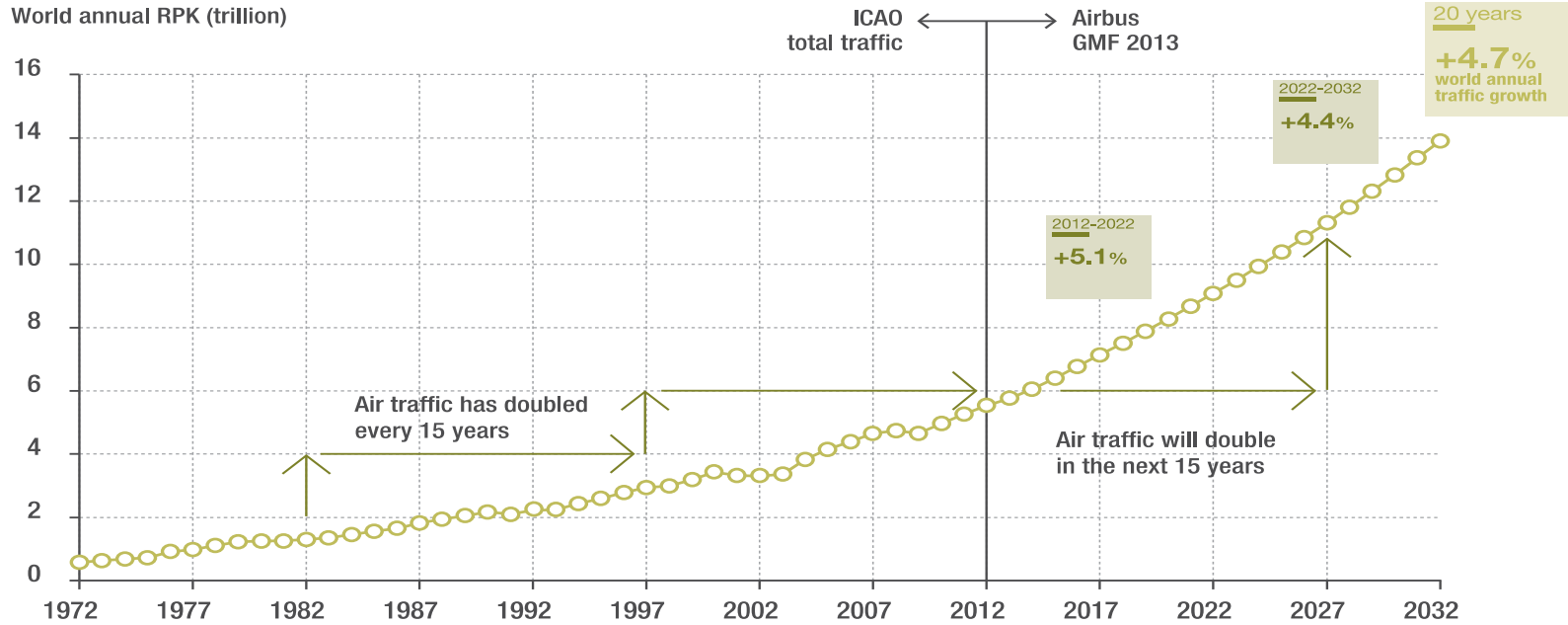
**INVEST**  
IN FINLAND



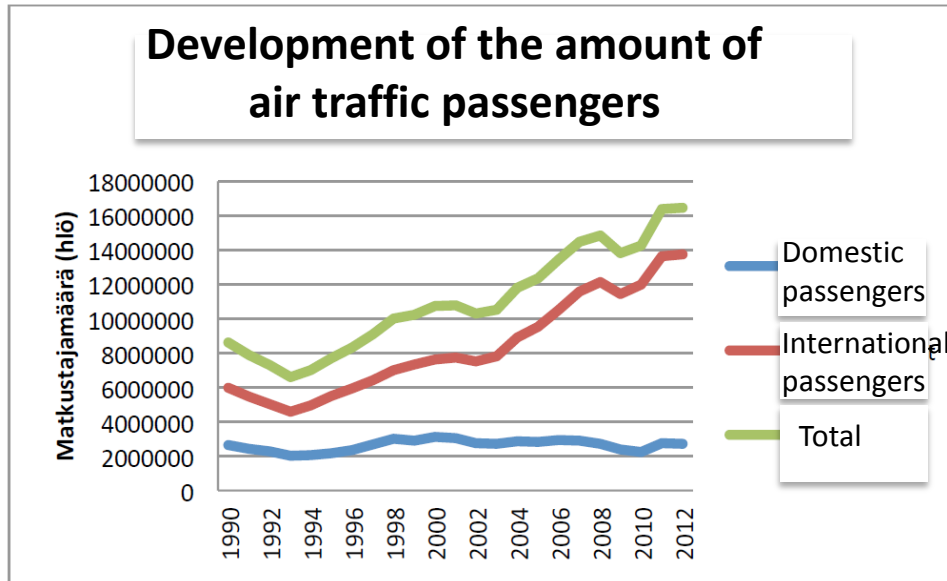
**VISIT**  
FINLAND

# TRAFFIC WILL DOUBLE IN THE NEXT 15 YEARS

Source: ICAO, Airbus



© Airbus



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# Big potential in Asian economies



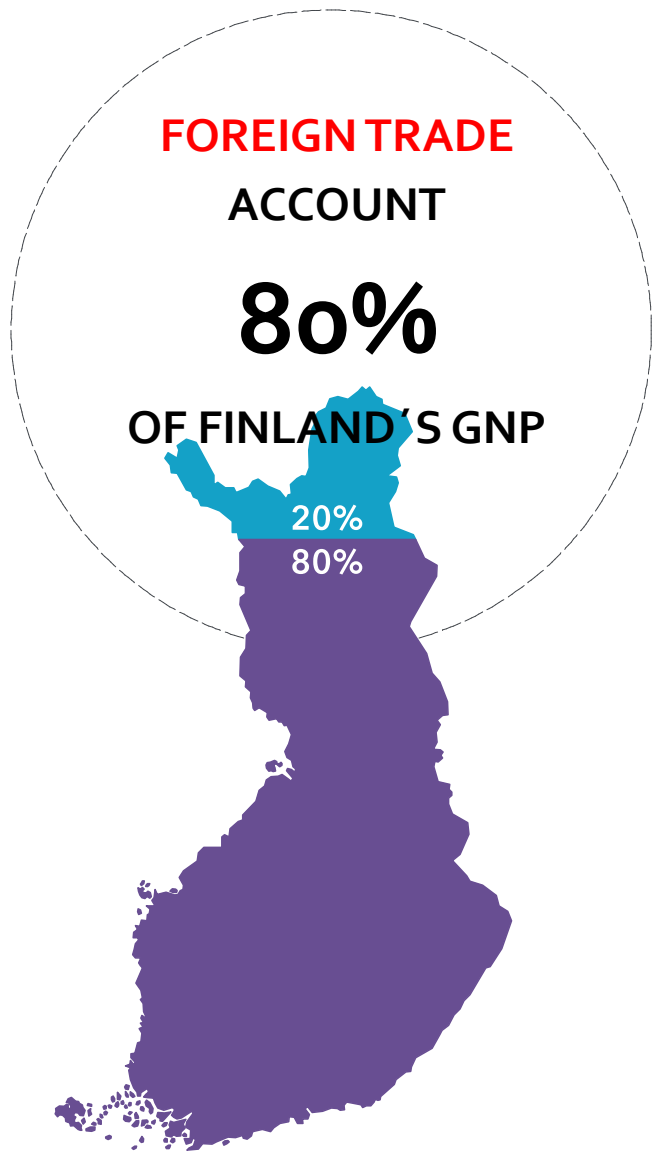
- Economy develops positively still in China, Africa is on its way, US is propelling again and e.g. Brazil might start climbing – all these are reachable only by air
- Our national carrier Finnair focuses on Asia, which is important for us all and in particular of course for tourism

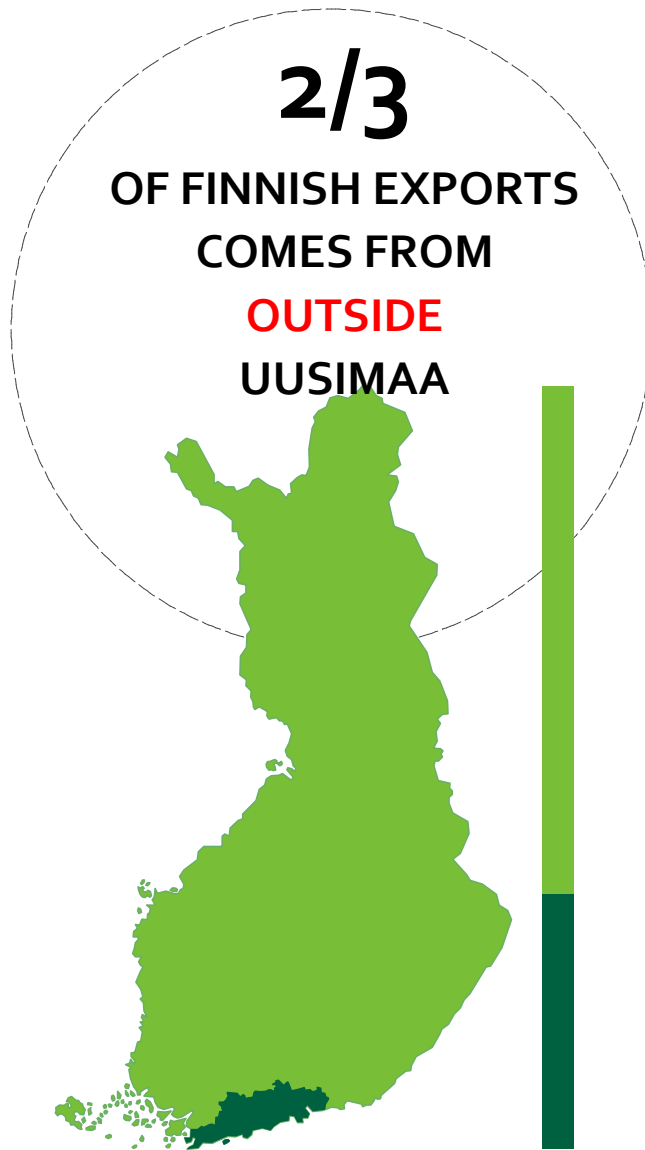


# Domestic flight network vital



- Finland is geographically a large country, about the same size as Italy, larger than Great Britain
- A sufficient domestic flight network is extremely important





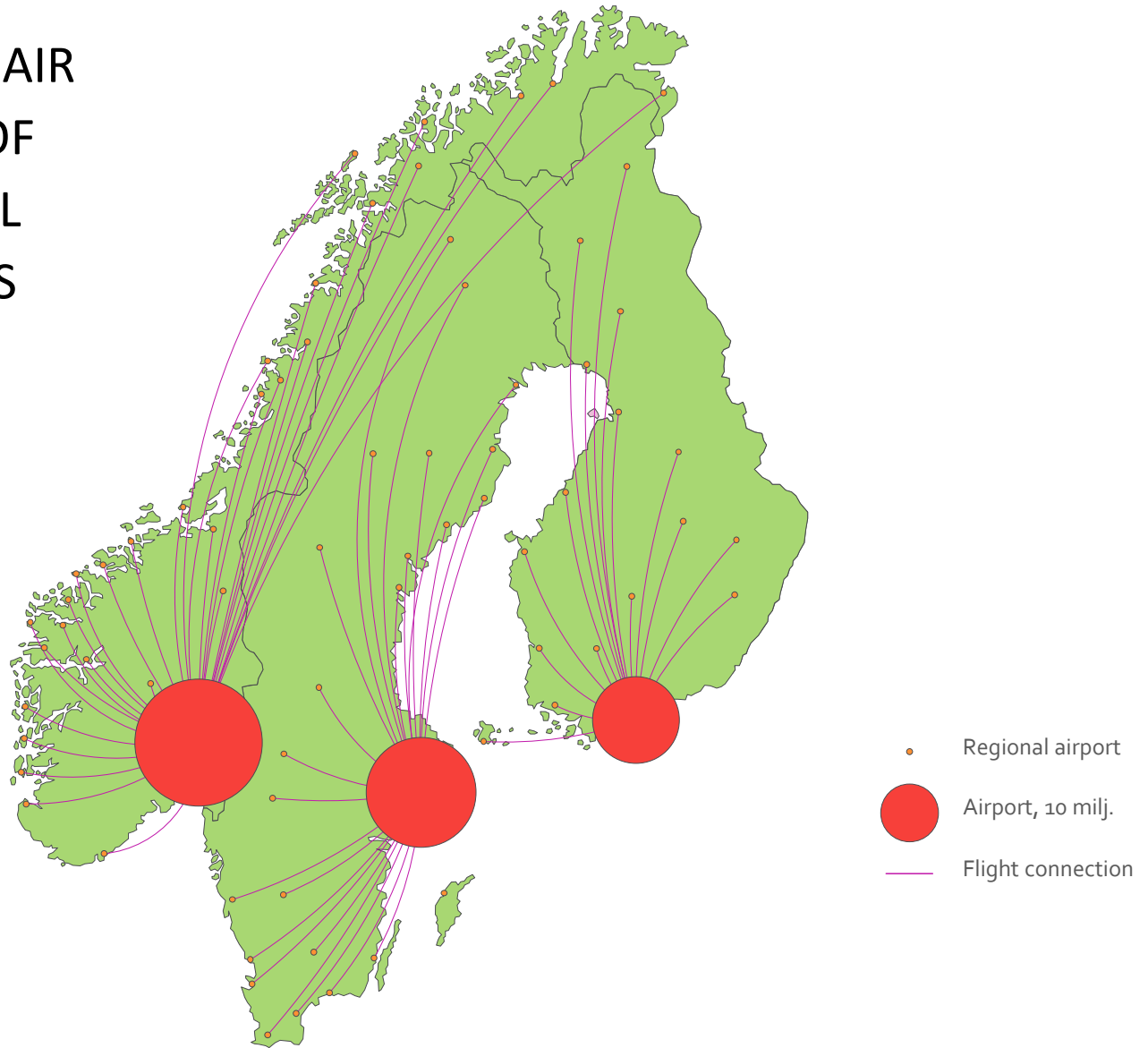


# Future development calls for strong decisions

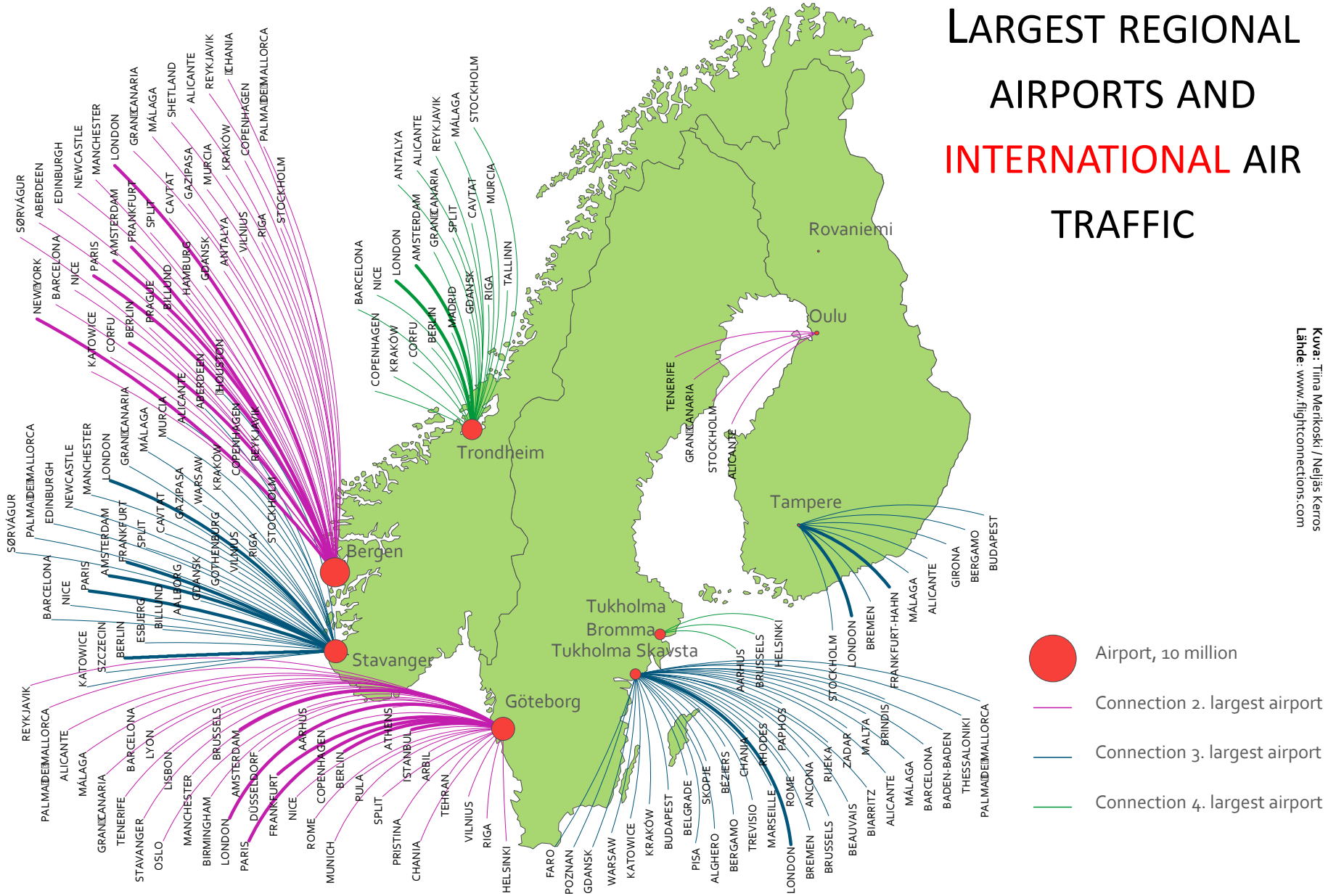


- The New Aviation Traffic Strategy could have laid good ground for appropriate levels and targets of future developments of aviation to, from and within Finland
- Very careful in its views and recommendations, however -> considering the time and effort invested in it, the outcome could have been stronger
- Question of Regional airports is a tricky one
  - On micro level often loss-giving
  - On regional or national level – different situation

# DOMESTIC AIR TRAFFIC OF PRINCIPAL AIRPORTS



# LARGEST REGIONAL AIRPORTS AND INTERNATIONAL AIR TRAFFIC



Kuva: Tina Merikoski / Neljäs kerros  
Lähde: [www.flightconnections.com](http://www.flightconnections.com)

# Regional airports offer new possibilities for growth



- For all units of Finpro it would be good to have more direct international flights also to other airports than Helsinki-Vantaa
- Oulu – Luuleå – Tromssa – Export
- Charters to Kittilä, Rovaniemi – Ivalo -Tourism

# Rail traffic as an option



- Rail is an attractive alternative for flights in many countries
- Bullet trains are a serious alternative, in particular when the travel time is three hours or less
- No security inspections, no lining up, no limitations regarding the contents or weight of your carry-on luggage, more space to move around onboard, you may arrive 3 minutes prior to the departure, trains often ride center to center, thus no local commuting time needed
- Rail & air can support each other
- Rail connection Helsinki-Vantaa
- Smooth "chains" e.g. Train – air-bus important

## Flying Budget

India is the cheapest country to fly 100 kilometers, on average

Finland	\$138.90
Switzerland	125.07
Lithuania	116.72
Austria	91.78
Estonia	79.68
Czech Republic	77.40
Denmark	68.28
Iceland	65.80
Georgia	58.90
Japan	56.39
Slovakia	51.54
Brazil	44.92
Egypt	41.17
South Korea	40.73
Colombia	38.44
Romania	36.99
Norway	35.15
Canada	31.78
U.K.	30.45
Portugal	29.45
Greece	26.53
Croatia	26.07
Argentina	24.74
Netherlands	24.63
Ukraine	24.51
Ireland	24.47
Germany	23.93
Sweden	23.69
Bulgaria	21.21
Mexico	20.35
France	20.30
China	20.06
Thailand	19.50
Poland	18.32
Russia	16.86
Italy	16.75
Turkey	15.95
U.S.	13.89
Spain	13.21
Australia	12.20
South Africa	11.63
Malaysia	11.43
<b>India</b>	<b>10.36</b>

# Flying in Finland is most expensive in the world

TALOUS 27.8.2014 20:32

Heidi Lämsä HELSINGIN SANOMAT

Yritykselle Matkatoimisto Charter Bonus-ohjelma Minun matkani Kirjautu sisään
Suomi (Suomeksi) ▼

Lento Hotelli Auto Lento+hotelli Huoneistot Matkakohteet nMagazine Matkapalvelut Flight status Asiakaspalvelu Norwegianista

### Lennot lähtökaupungista Lontoo-Gatwick kohdekaupunkiin Tromssa.

Näytä lähtevät lennot

Valitse asianmukainen lähtö- ja paluupäivä sekä paluukaupunki ja "Näytä lähtevät lennot".

Mistä Lontoo-Gatwick (LGW)  Menopaluu Meno joulukuun 2014 Aikuisia 1 Lapsia (2-11) 0 Valuutta EUR

Mihin Tromssa (TOS)  Näytä vain suora Paluu joulukuun 2014 Sylilapsia 0

**MENO : Lontoo-Gatwick - Tromssa** joulukuun 2014

	ma	ti	ke	to	pe	la	su
49	115,00	123,40	123,40	129,60	96,10	129,60	190,50
50	102,40	123,40	123,40	129,60	83,40	129,60	190,50
51	102,40	123,40	228,60	234,80	83,40	234,80	295,70
52	102,40	234,80			190,80		382,40
1	228,60	382,40	31				

<< Näytä edellinen kuukausi      Näytä seuraava kuukausi >>

**PALUU : Tromssa - Lontoo-Gatwick** joulukuun 2014

	ma	ti	ke	to	pe	la	su
49	83,20	142,20	148,10	179,60	63,00	173,70	129,50
50	83,20	142,20	148,10	179,60	63,00	173,70	129,50
51	83,20	142,20	247,40	278,90	133,70	329,40	234,70
52	106,20	329,40			63,00	304,20	234,70
1	83,20	247,40	31				

<< Näytä edellinen kuukausi      Näytä seuraava kuukausi >>

# Conclusion



- Aviation will definitely grow, as the world gets smaller
- Safest, fastest way to move around
- Take home:
  - Sufficient domestic network of flights
  - International flights to several Finnish airports

# Thank You!





# Growth for Finland



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