

MATKA TRAVEL FAIR 2025



→ Travel industry's most important meeting place

→ Helsinki Expo and Convention Centre

Matka Travel Fair, held in Helsinki, is Northern Europe's largest annual travel fair and gathers travel professionals, suppliers and buyers from the Nordics, Baltics and beyond.

The event kicks off with Matka Workshop Day, an international buying event with pre-scheduled meetings. It includes Meet The World, a major forum for global service providers and clients, and Meet Finland, connecting domestic services with international tour operators.

Day two, Matka Trade Day, provides a premium setting for over 15,000 professionals to network, with seminars and discussions on travel business topics and trends. Notably, 41% of the scene programs on professionals' day was held in English, offering a dedicated track for international visitors.

Over the weekend, the fair transforms into a B2C exhibition, attracting enthusiastic and experienced travelers eager to explore global destinations, cultural experiences, and activities at the Helsinki Expo and Convention Centre.

Matka Travel Fair 2025

- 850 exhibitors from nearly 70 countries
- 56,000 visitors
- 15,500 trade professionals
- 521 media representatives
- 220 travel influencers

Among the visiting travel trade professionals, 56% hold decision-making roles, while 24% are executives or top leaders in their companies

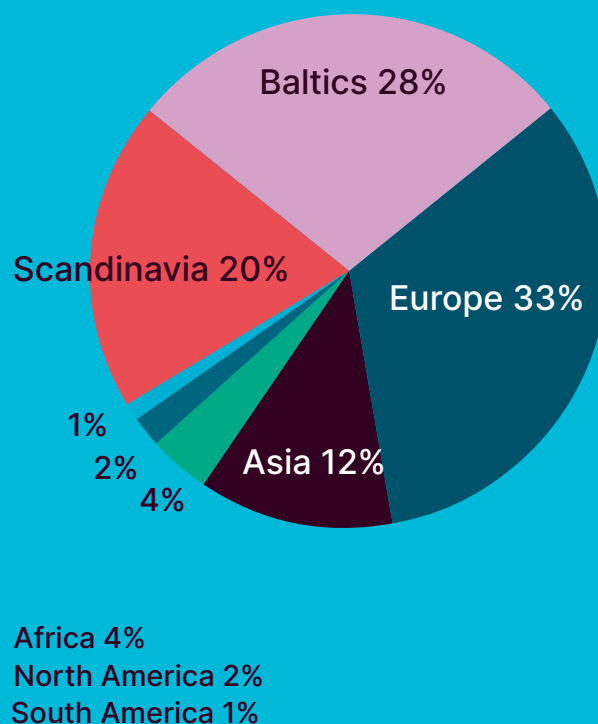
Profiles of Key Travel Industry Stakeholders

Travel agencies and tour operators, DMC's and DMO's, cruise lines, travel tech as well as other companies in the travel industry.

Corporate Travel Buyers & Decision-Makers: HR leaders, and finance executives responsible for corporate travel management across various industries.

Business Event Organizers: Professionals involved in planning and coordinating meetings, conferences, and corporate events across different sectors.

Country origin of the international visitors of Matka Travel Fair 2025 excluding the exhibitors



Matka Workshop Day 15 January

- Meet the World – nearly 50 suppliers from 24 countries
- Meet Finland – nearly 200 suppliers
- 685 attendees in total, of which 44% international visitors
- 258 validated travel trade buyers
- 4000 accepted prescheduled meetings