

Small traffic growth offers cause for caution rather than celebration

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“The faint glimmer of a recovery is no more than that. Ticket prices are still low, so emerging growth has brought no significant financial boost yet,” says Finnair’s SVP Communications Christer Haglund.



Christer Haglund was responding to the latest Finnair traffic figures released earlier this week. Finnair’s scheduled traffic grew in February by just over 2 per cent, measured in passenger kilometres, and nearly 3 per cent more passengers were carried on scheduled flights than in February the previous year. Traffic overall declined, however, by more than 9 per cent, mainly due to trends in leisure traffic. In traffic overall, passenger numbers fell by 4 per cent.

A small pick-up was perceptible in Asian and European traffic. Asian traffic grew by more than 3 per cent and European traffic by more than 5 per cent. Business travel also increased outside Finland.

“There *is* good news,” says Haglund. “We are all the time getting more customers in business travel and in the international market, even if it’s at unfavourable prices. Just as in the Olympics, we are in tough international competition and we have to make our way in the conditions that prevail in the market. There is no alternative.”

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