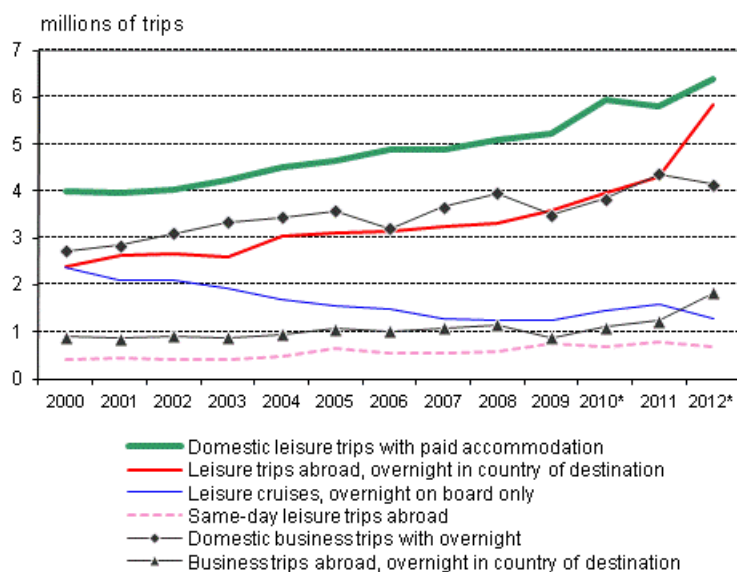


Finnish Travel 2012

Finnish travel abroad increased in 2012

In 2012, Finns made 7.8 million different leisure trips abroad. The number increased by 17 per cent from 2011. The number of domestic leisure trips with paid accommodation also grew compared to the previous year, being nearly 6.4 million. The increase from the year 2011 was ten per cent. Business trips in Finland decreased slightly but the number of business trips abroad continued to grow after the drop in 2009.

Finnish travel 2000–2012



*The data collection methods of the survey were changed in 2010 and 2012. Figures prior to the break in the time series are not fully comparable with newer ones.

Trips abroad

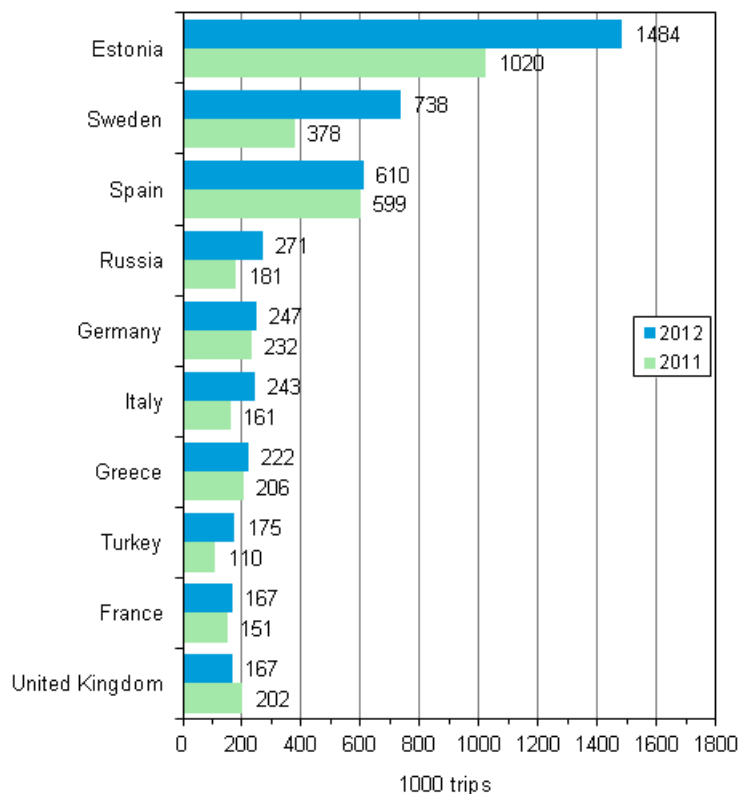
In 2012, leisure trips abroad with at least one overnight stay in the destination country numbered 5,836,000. Estonia was again clearly the most popular destination. One trip in four, or a total of nearly 1.5 million trips, were headed to Estonia. The second highest number of trips was made to Sweden and the third highest to Spain. In all, 738,000 trips were made to Sweden and 610,000 to Spain.

In absolute numbers, the trips made to Estonia grew most, by 464,000 trips. In 2012, other neighbouring countries and areas also attracted Finnish tourists, as trips to the Nordic countries, Russia and the Baltic states increased in total by more than one million from 2011.

A total of 1,442,000 trips were made to destinations in Southern Europe, the Eastern Mediterranean and the Canary Islands, with Spain, Italy and Greece being the most popular destinations. A total of 314,000 trips were made to Continental Spain and the Balearic Islands, 296,000 to the Canary Islands, 243,000 to Italy, and 222,000 to Greece. Usually the trips to Southern Europe are long but shorter trips are also made to Italy. Of the trips to Italy, 16 per cent lasted fewer than four nights. The most popular destinations in Eastern and Western Europe were Germany, France and the United Kingdom.

Many trips were also made to long-distance destinations. Fifty-two per cent more trips were made to Asia and Oceania than one year earlier. A total of 146,000 trips were made to Thailand, which is a favourite destination for Finns. The American continent also lured Finns; 74 per cent more trips were taken there than in the year before. Of these, 99,000 were headed to the United States. A total of 89,000 leisure trips were made to Africa.

Finnish residents' favourite destination countries for leisure trips with overnight stays in 2012 and compared with 2011



In addition to the leisure trips involving staying overnight in the destination country, Finnish residents made nearly 1.3 leisure cruises in 2012. The number is 21 per cent lower than in 2011. Cruises are trips that only include staying overnight on board; visits can be made ashore but without overnight stays there. Two out of three leisure cruises, or 833,000, were made to Sweden. A total of 413,000 leisure cruises were headed to Estonia.

During 2012, Finnish residents also made 700,000 same-day leisure trips abroad (incl. same-day cruises). The number of same-day trips abroad went down by 13 per cent from the previous year. A total of 428,000 same-day trips were made to Estonia, all by sea and 137,000 same-day trips to Sweden of which by far the most by car.

The number of cruises and same-day trips to Sweden and Estonia decreased from 2011, but correspondingly the number of overnight leisure trips increased considerably. When we include all types of leisure trips made to Sweden and Estonia, their number increased by five per cent for Sweden and by 11 per cent for Estonia. Part of this is caused by a change in the data collection.

In 2012, business and professional trips abroad involving overnighting in the destination country numbered 1.8 million. The number of business trips abroad grew by 48 per cent from 2011. The highest numbers of business trips abroad with overnight stays were made to Sweden, Germany, Estonia and Russia. The number of business trips was 318,000 to Sweden, 239,000 to Germany, 201,000 to Estonia, and 125,000 to Russia. The business trips to Germany more than doubled. The business trips to Sweden increased by 37 per cent and those to Estonia by 34 per cent.

Work-related same-day trips made during 2012 numbered 224,000, or 39 per cent more than in 2011. A total of 115,000 work-related cruises were made abroad, which is 18 per cent fewer than in the year before.

Trips in Finland

In 2012, some 6.4 million leisure trips were made in Finland during which paid accommodation services, such as hotels, camping sites or rented cottages were used at least once. The number was up by ten per cent, or 564,000 trips, from the year before.

The most popular destination regions for the trips involving paid accommodation were Uusimaa, Pirkanmaa, Lapland, North Ostrobothnia and Varsinais-Suomi. The trips to Uusimaa numbered 1,187,000, or 19 per cent of all trips with paid accommodation. Approximately every tenth trip was made to Pirkanmaa, Lapland, North Ostrobothnia and Varsinais-Suomi. These five regions covered nearly 60 per cent of the demand for paid accommodation.

The number of nights spent during leisure trips involving paid accommodation totalled 17.5 million, which was 14 per cent up from 2011. Nearly 60 per cent of overnight stays took place in hotels, holiday villages and camping sites and good one-quarter in rented cottages. Compared with the year before, nights spent in hotels, holiday villages and camping sites decreased by two per cent, whereas nights spent in rented cottages increased by 24 per cent.

In addition, 20.4 million overnight trips were made in Finland to free accommodation, i.e. to own free-time residences or to relatives or friends. The number of these trips decreased by 20 per cent from the year before. Of the trips to free accommodation, 3.4 million were made to Uusimaa, 2.1 million to Pirkanmaa, 1.7 million to Varsinais-Suomi, and 1.6 million to North Ostrobothnia.

A total of 4.1 million business trips with overnight stays were made in Finland in 2012. This was five per cent fewer than in 2011.

Reservation of accommodation and means of travel for leisure trips

It is common to use the Internet to make reservations for accommodation and means of travel for leisure trips. Seventy-three per cent of those that reserved tickets and 61 per cent of those that reserved accommodation made the reservation through the Internet.

For leisure trips with paid accommodation in Finland, 55 per cent of the accommodation was reserved through the Internet. Nearly all tickets for domestic flights and three out of four domestic train tickets were reserved on the Internet.

Three out of four tourists reserved their accommodation for leisure trips abroad on the Internet. Eighty-eight per cent who flew abroad on leisure trips reserved their ticket through the Internet. For boat trips, the corresponding figure was 65 per cent.

Leisure package tours

Even though independent travel has increased considerably in the era of the Internet, travel agencies' package tours still have their fans. Of leisure trips abroad which included at least one overnight stay in the destination country, 36 per cent were package tours bought from travel agencies.

Among the most popular destinations, most package tours were made to Greece; 92 per cent of leisure trips made to Greece were package tours. A lot of package tours were also made to the Canary Islands (80%) and Turkey (72%). Of the nearly 1.5 million trips to Estonia which included at least one overnight stay in the destination country, 46 per cent were package tours.

Package tours are not as popular in domestic travel as they are when travelling abroad. Of the 6.4 million domestic trips including paid accommodation, only four per cent were package tours including travel and accommodation.

Persons having travelled

The number of persons having travelled has increased slightly over the past years. During 2012, 4 million, or 92 per cent of Finnish residents aged 15 to 84, made at least one leisure trip that included an overnight stay. Included are all domestic and outbound leisure trips, as well as trips to free-time residences and visits to friends and relatives. As many as 96 per cent of those living in the Helsinki region made some leisure trip with an overnight stay. The level of education also had an impact on how actively people travel, because 96 per cent of those with higher education made a leisure trip with an overnight stay. Eight per cent of the population did not make any leisure trips with overnight stays outside their usual environment during 2012.

In 2012, some 2.2 million Finnish residents aged 15 to 84 made at least one leisure trip in Finland with paid accommodation. This is 50 per cent of all those belonging to the age group. Nearly as many, or 49 per cent of all those belonging to the age group made at least one leisure trip abroad which involved staying overnight in the destination country.

Nearly every fourth Finnish resident aged 15 to 84, or 970,000 persons, made a business trip in Finland which involved staying overnight or a business trip abroad during which a night was spent in the destination country.

In the 2012 survey, respondents were also asked why they had not travelled. Of Finnish residents who had not travelled, 37 per cent said they did not like to travel, 22 per cent did not travel for economic reasons, and 20 per cent said that health issues prevented them from travelling.

Data collection

The data concerning travel derive from Statistics Finland's monthly Finnish Travel sample survey. In all, 17,205 persons aged 15 to 84 permanently resident in Finland were interviewed for the numbers of trips.

The number of persons who had travelled during the year was collected with an additional survey carried out in connection with the December interview survey concerning travel. The data describing 2012 are based on 1,441 interviews.

Additional tables are found in the Px-Web database at:
http://pxweb2.stat.fi/database/StatFin/lii/smat/smat_en.asp

Changes

Small changes have been made to the 2012 data published every four months as a result of recalculation. This release contains the revised figures.

In 2012, the population of the survey was extended by including the age group 75 to 84. At the same time, the weighting coefficients and the interview questionnaire were renewed. Therefore, data for 2012 are not fully comparable with those for earlier years. Further information about the changes can be found in the revision notification at:

http://tilastokeskus.fi/til/smat/smat_2012-02-03_uut_001_en.html

Data on 2010 and 2011 are not fully comparable with those on earlier years due to the revised data collection method.

The sums in the tables do not always amount to the totals shown because of rounding.

[..] Data not available or too uncertain for presentation.

[] No observations in the survey.

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Appendix tables

Appendix table 1. Trips by Finnish residents aged 15 to 84 by month in 2012

				Total	Trips by month of ending												
					Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	
				1,000 trips													
Trips, total				40,893	2,461	2,846	3,211	3,362	3,405	4,083	4,818	4,177	3,078	3,095	3,230	3,127	
Lei- sure	Domestic	Total	Total	26,771	1,551	1,650	1,981	2,011	2,052	2,943	3,643	3,108	2,015	1,892	1,867	2,058	
			1-3 nights	21,483	1,304	1,381	1,548	1,573	1,752	2,372	2,652	2,441	1,722	1,583	1,663	1,492	
			4 or more nights	5,288	247	270	433	439	300	571	991	667	292	309	204	566	
		Paid accommodation	Total	6,380	310	415	602	485	401	598	1,104	767	521	346	422	410	
			1-3 nights	5,064	256	335	420	361	354	477	831	609	436	275	384	325	
			4 or more nights	1,316	54	79	182	124	..	122	272	158	85	71	..	85	
		Free accommodation	Total	20,391	1,241	1,236	1,378	1,527	1,651	2,345	2,539	2,341	1,494	1,546	1,445	1,648	
			1-3 nights	16,419	1,048	1,046	1,128	1,212	1,398	1,896	1,821	1,832	1,287	1,308	1,279	1,167	
			4 or more nights	3,972	193	190	251	315	254	449	718	510	208	238	166	481	
	Abroad	Total	Total	7,804	454	533	539	694	740	709	1,014	649	548	615	659	652	
			Same-day visits	700	..	53	61	..	61	80	65	74	74	82	
			1-3 nights	3,576	194	256	218	378	326	332	398	318	272	284	347	253	
			4 or more nights	3,528	231	224	260	282	353	297	550	290	230	257	237	316	
		Overnight stay in destination country	Total	5,836	341	363	379	525	557	538	844	517	400	424	446	502	
			1-3 nights	2,308	109	139	119	243	204	241	294	227	171	167	209	185	
			4 or more nights	3,528	231	224	260	282	353	297	550	290	230	257	237	316	
		Cruises	Total	1,268	84	117	100	135	123	91	105	91	101	117	138	67	
		Same-day visits	Total	700	..	53	61	..	61	80	65	74	74	82	
Busi- ness	Domestic	Total	Total	4,144	259	432	465	389	389	288	98	291	383	377	514	259	
			1-3 nights	3,768	237	417	423	364	363	273	50	259	339	338	460	245	
			4 or more nights	375	54	..	
	Abroad	Total	Total	2,174	197	231	227	268	224	143	63	130	132	212	190	159	
			Same-day visits	224	
			1-3 nights	1,349	141	162	118	161	136	95	75	130	150	107	
			4 or more nights	602	89	80	54	75	78	
		Overnight stay in destination country	Total	1,836	157	178	200	232	184	117	63	108	111	193	162	132	
			1-3 nights	1,237	121	136	115	152	130	86	75	115	131	107	
			4 or more nights	598	85	80	54	75	78	
		Cruises	Total	115	
		Same-day visits	Total	224	

Symbols: [...] Data not available or too uncertain for presentation. [] No observations in the survey.

Appendix table 2. Leisure trips abroad (overnight in destination country) by most popular destinations in 2012

		Total	Duration of trip		
			1-3 nights	4 or more nights	Average duration
		1,000 trips			
Trips, total		5,836	2,308	3,528	7,1
Nordic countries	Total	1,001	572	429	4,4
	Denmark	131	80	51	3,8
	Norway	122	..	88	6,1
	Sweden	738	452	287	4,2
Russia and Baltic countries	Total	1,856	1,379	477	3,1
	Estonia	1,484	1,156	328	2,8
	Latvia	75	4,4
	Russian Federation	271	171	100	4,2
Western and Eastern Europe	Total	992	282	709	6,9
	Austria	74	..	61	6,0
	France	167	56	111	6,0
	Germany	247	69	179	5,8
	Hungary	58	10,1
	Netherlands	60	7,9
	Poland	85	8,0
	United Kingdom	167	73	94	5,1
Southern Europe and East Mediterranean countries	Total	1,442	75	1,367	9,9
	Spain (without Canary Islands)	314	..	285	10,1
	Canary Islands	296		296	13,8
	Croatia	50		50	7,6
	Greece	222		222	9,8
	Italy	243	..	204	6,4
	Portugal	60		60	11,3
	Turkey	175	..	172	8,2
America	Total	171		171	18,5
	United States	99		99	13,9
Africa	Total	89		89	11,5
Asia and Oceania	Total	286		286	22,0
	Thailand	146		146	14,9

Symbols: [..] Data not available or too uncertain for presentation. [] No observations in the survey.

Appendix table 3. Business trips abroad by destination country in 2012

Destination country		Total	Overnight in destination country	Cruises, overnight on board only	Same-day visits
		1,000 trips			
Trips, total		2,174	1,836	115	224
Nordic countries	Total	658	466	64	128
	Denmark	116	97		..
	Norway	60	51		..
	Sweden	482	318	64	100
Russia and Baltic countries	Total	458	364	51	..
	Estonia	288	201	51	..
	Russian Federation	132	125		..
Western and Eastern Europe	Total	689	637		53
	Belgium	67
	France	70	63		..
	Germany	253	239		..
	Netherlands	66	59		..
	United Kingdom	100	96		..
Southern Europe and East Mediterranean countries	Total	141	141		
	Spain	65	65		
America	Total	79	79		
Africa	Total		
Asia and Oceania	Total	123	123		
	China	56	56		

Symbols: [..] Data not available or too uncertain for presentation. [] No observations in the survey.

Quality description: Finnish Travel 2012

Relevance of statistical information

The Finnish Travel Survey contains information on trips made by Finnish residents and on the number of persons having travelled during the year. The survey describes trips in Finland and abroad including overnight stay and same-day trips abroad.

The data from the survey are used for monitoring domestic travel and trips abroad made by Finnish residents. The data are intended particularly for the use of central government, tourism enterprises and organisations and researchers. Within central government, the data are mainly used for the balance of payment calculations of the Bank of Finland. The data from the survey are also reported to Eurostat, the Statistical Office of the European Communities in accordance with the Regulation on tourism statistics (EU) No 692/2011.

Statistics Finland collects the data for the statistics with a sample-based telephone interview survey. The survey persons represent the population aged 15 to 84 permanently resident in Finland.

The data are collected on voluntary basis. Survey data on individual persons must be kept confidential by virtue of the Statistics Act (280/2004, Section 12).

The concept of usual environment is essentially connected to the definition of tourism. According to the World Tourism Organisation (WTO), tourism means the activity of persons travelling to and staying in places outside their usual environment for not more than one consecutive year.

Statistics Finland's classifications of municipalities and countries for the statistical reference year are used for classifying destinations of trips.

Methodological description of the survey

The Finnish Travel Survey comprises two parts. The monthly survey collects information on trips made by Finnish residents, their numbers and characteristics. A so-called annual survey is made once a year to establish the number of persons who have travelled during the survey year.

The survey is a sample-based telephone interview survey where computer-assisted interview questionnaires are used. The interviews for the Finnish Travel Survey are conducted centrally from Statistics Finland's computer-assisted telephone interview centre, the CATI Centre. The data are collected between the February of the survey year and the January of the year following the survey year. The interviews are conducted immediately after the end of the month, during two to three weeks.

The data for the annual survey concerning persons having travelled are collected in the January of the year following the survey year. Previously, Statistics Finland's field interviewers conducted the telephone interviews for the annual survey around the country. From the statistical reference year 2012 onwards, the annual part of the survey was combined as part of the monthly interview made at the CATI Centre.

In each partial survey, the population comprises people aged 15 to 84 permanently resident in Finland according to the Population Information System. However, persons permanently living in institutions are excluded from the survey. The samples are drawn with systematic sampling, and they represent the population comprehensively with respect to age, gender, area of residence and native language.

Since 2012, the total annual sample size of the Finnish Travel Survey is approximately 28,200 persons. The data concerning the statistical reference year are obtained with 12 separate samples. From 2012, the sample size is 2,350 persons per month, while before that it was 2,200 persons. The same sample is also used for the data collection of the monthly Consumer Survey. In the interviews, target persons are asked about trips that had ended during the month preceding the interview month.

In connection with the January interviews, questions are also made concerning travelling in the preceding year. In the annual survey the responses to the questions made are of the form yes/no. In the interviews several groups of trips are examined, and the target persons are asked whether they had made trips of that group during the reference year.

The response data are expanded to the whole population with weighting coefficients. From 2012 onwards, the weighting coefficient for each month is expanded to the number of population of the month (preliminary data on population structure). The strata used are the respondent's age group, gender and area of residence (major region). Prior to 2012, only gender was used as the stratum.

Correctness and accuracy of data

The data content of the Finnish Travel Survey was extended particularly in the years 1995 to 1997 to correspond to the requirements of the EU directive on tourism statistics (95/57/EC). In 1996, same-day trips abroad were included in the survey in addition to trips with overnight stay, so in its present extent the survey presents a fairly comprehensive picture of travelling by Finnish residents. Only same-day trips in Finland are still excluded from the survey.

After the questionnaire reform of 2012, the respondent no longer decides the type of trip her/himself, but it is deduced from the responses given. All modes of overnight stays used during a trip are included in the questions, in order to ensure that trips with paid accommodation automatically get grouped correctly. This reduces errors and enables more accurate compilation of statistics.

The non-response rate for the Finnish Travel Survey is on the annual level 36 per cent, on average. Non-response is one of the main sources of errors, as the size of non-response has an immediate effect on the size of the weighting coefficients. The larger the non-response rate, the greater the weighting coefficients.

Random variation caused by sampling is described by means of confidence intervals calculated for the annual estimates of trips and persons having travelled.

Table 1. Confidence Limits in Finnish Travel Survey by type of trip in year 2012

Type of trip	N	Sum	Standard deviation	95% Confidence Limit for Sum	
				Lower	Upper
		1,000 trips			
Domestic leisure trips with paid accommodation	2,049	6,380	130	6,166	6,595
Domestic leisure trips with free accommodation	6,413	20,391	179	20,097	20,685
Domestic business and professional trips	1,299	4,144	108	3,966	4,321
Same-day leisure trips abroad	223	700	47	623	777
Leisure cruises abroad	406	1,268	63	1,165	1,371
Leisure trips abroad, overnight in country of destination	1,862	5,836	126	5,628	6,043
Business and professional trips abroad	680	2,174	80	2,043	2,306

The results are presented at the accuracy of one thousand. Prior to 2012, figures below 10,000 were not published, but they were entered as uncertain data. Starting from 2012, figures under 50,000 are entered as uncertain data.

Timeliness and promptness of published data

Until 2011, data on the numbers of trips were published monthly four to five weeks from the end of the statistical reference month. From 2012 on, the data are released at four-month intervals four to seven weeks from the end of the period.

Annual data are published on the website of the Finnish Travel Survey one to four months after the end of the year.

Accessibility and transparency/clarity of data

The data are published only on Statistics Finland's website. The annual Finnish Travel publication was produced as a printed copy until the statistical year 2008.

Annual data on trips are available by group of trips and destination area in the database service on the Internet. The time series by group of trips start from 1991 and by destination area from 2000.

Comparability of statistics

The Finnish Travel Survey has been made regularly since 1991. From 1991 to 1994, Statistics Finland produced the Travel Survey on assignment of the Finnish Tourist Board. These years are mutually comparable, because uniform methods were used. In 1995, the survey was transferred completely to Statistics Finland. The content and methodological changes started in the same year had an effect on the comparability of data between 1995 and 1999. The data content and the calculation and data collection methods of the Travel Survey remained unchanged from 2000 to 2009. Due to changes made to the data collection in 2010 and 2012, the figures are not fully comparable with previous years.

Starting from the beginning of 2000, the survey has been made centrally together with the Consumer Survey. Prior to this, the data for the survey were collected in connection with those for Statistics Finland's Labour Force Survey, quarterly between 1996 and 1999 and before that three times a year.

In 2000, the maximum length of a trip changed from 90 to 365 days according to the guidelines of the World Tourism Organization (WTO). The fact that starting from the statistical reference year 2000, target persons have been asked about trips that ended during the survey period instead of trips that started, has also weakened the comparability of the data somewhat.

The data collection was changed in 2010 so that the survey period of the interview month was shortened from two months to one month, that is, the inquiry concerns only trips that ended during the month immediately before the interview month, instead of the two previous months as before. Previously, final data on the numbers of trips in each month were obtained as an average for two samples, after the change, the figures are based on one sample.

From 2012 onwards, the statistics on tourism are compiled in accordance with the Regulation of the European Parliament and of the Council (EU) No 692/2011. At the same time, the population was extended from people aged 15 to 74 to those aged 15 to 84, more accurate weighting coefficients were introduced and significant changes were made to the interview questionnaire. On account of the revision, the data are not fully comparable with previous years. The extension of the age group increased the numbers of trips by one to three per cent at the main level. The revision of the weighting coefficients increased the numbers of trips by another one to three per cent at the main level. It is difficult to define the effect of changed questions on the results obtained. The deduction of the type of trip from the responses given (instead of the respondent's own classification) has moved part of the trips to another group. The revised instructions aim to lower the amount of travelling belonging to the usual environment in the statistics.

Data on persons having travelled are comparable between different years. The annual survey on persons having travelled was made in connection with the Labour Force Survey between 1991 and 2011 and after that as annexed to the monthly survey.

Coherence and consistency/uniformity

The **Finnish Travel Survey** compiles statistics on the demand for tourism. The supply of tourism in Finland is described in Statistics Finland's monthly and annually published **Accommodation statistics**. They contain data on the accommodation capacity of hotels and its use and overnight stays at accommodation establishments broken down by the travellers' country of residence.

In turn, the **Border Interview Survey** establishes the number of foreigners visiting Finland, their motives for coming to Finland and their use of money while in Finland. The reports of the Border Interview Survey are available on the website of the Finnish Tourist Board. The Border Interview Survey is a joint project of the Finnish Tourist Board and Statistics Finland.

Statistics on passenger transport between Finland and other countries are compiled on sea transport by the **Finnish Transport Agency** and on air transport by **Finavia**. However, these statistics do not report the country of residence of the travellers. The **Association of Finnish Travel Agents (AFTA)** publishes

yearly on its website statistics on leisure package tours made by air and their market shares, which provide information about the number of trips bought through travel agencies by country of destination.

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