

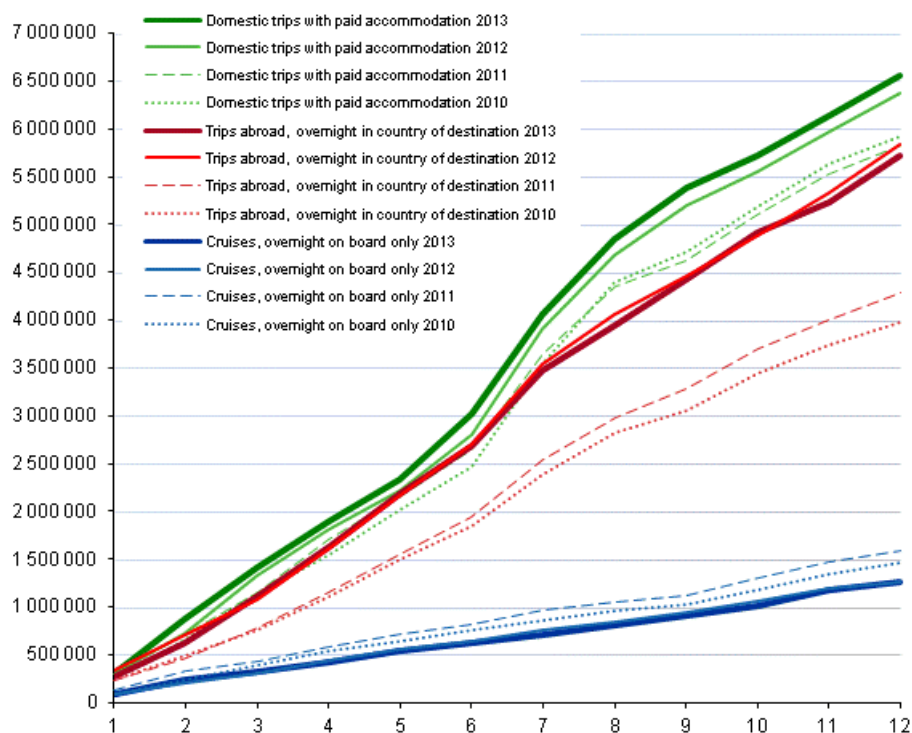
Finnish Travel

2013, Autumn (1 Sep to 31 Dec 2013)

Cruises to Estonia and Sweden popular among Finns in September to December 2013

According to Statistics Finland's preliminary data, Finnish residents made the same number of domestic leisure trips with paid accommodation and leisure trips abroad with overnight stays in the destination country in late 2013 as in the year before. However, overnight cruises to Sweden and day cruises to Estonia increased from the corresponding period of the previous year by 17 and 16 per cent, respectively. Trips to the Canary Islands in Spain grew by good five per cent.

Finns' leisure trips, cumulative accumulation monthly 2010-2013*



In the last third of 2013, Finnish residents aged 15 to 84 made more than 12 million trips when all domestic and foreign leisure trips, as well as business and professional trips are included. In addition to trips with overnight stay, the number also includes same-day trips abroad.

Around 7.7 million domestic leisure trips with overnight stay were made in the September to December period. Of these, six million were trips with free accommodation. Trips with overnight stay at paid accommodation numbered 1.7 million, and their most popular destinations were located in Uusimaa, Pirkanmaa and Lapland. The number of trips with paid accommodation recorded in the statistics was 0.2 per cent higher than in September to December of the previous year.

September was the most popular month for domestic travelling towards the end of 2013 as then good half a million tips with paid overnight stay were made.

Inclusive of trips with overnight stay in the destination country, cruises and same-day trips, leisure trips abroad numbered 2.5 million in the September to December period.

The neighbouring countries of Estonia and Sweden attract Finnish leisure travellers irrespective of the season. In the last four months of the year, 813,000 trips were made to Estonia, which was eight per cent more than one year earlier. Of these, close on 60 per cent were trips with overnight stay in the destination country, one-quarter were day cruises and one-fifth cruises with overnight stay on board. December was the most popular month of the period to visit Estonia.

During the autumn months, 560,000 leisure trips were made to Sweden, which was ten per cent more than in the corresponding period in 2012. More than one-half of these trips were cruises with only overnight stay on board and good one-third were trips with overnight stay in the destination country. One in ten of the trips were same-day trips. The most favoured month for travelling to Sweden in late 2013 was October.

Spain is a long-standing favourite for Finns during autumn months as well, and 6.6 per cent more trips were made to Spain than in the corresponding period in 2012. Of the trips to Spain, 125,000 were to the Canary Islands and 105,000 to Continental Spain and the Balearic Islands. December was the most popular of the four months to travel both to the Canary Islands and to Continental Spain.

Altogether, 95,000 trips were made to Turkey, which was 32 per cent more than one year earlier. A total of 92,000 leisure trips with overnight stay in the destination country were made to Russia, i.e. 20 per cent fewer than in the corresponding period in 2012.

If we only examine leisure trips with overnight stay in the destination country, the same number of trips were made as in September to December 2012, or 1.8 million. October was also by a whisker the most popular month for travelling abroad, as then the number of trips abroad with overnight stay in the destination country was 488,000.

In addition to leisure trips, 1.4 million domestic business or professional trips were made. Business or professional trips abroad (inclusive of trips with overnight stay in the destination country, cruises and same-day trips) numbered 0.7 million. The number of business trips in Finland decreased by six per cent, but the number of business trips abroad remained on a par with last year.

These data derive from Statistics Finland's Finnish Travel survey, for which altogether 5,566 Finnish residents aged 15 to 84 were interviewed in October, November and December 2013 and in January 2014. Until 2011, data were collected from those aged 15 to 74.

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Appendix tables

Appendix table 1. Trips of Finnish residents and changes in them in September-December 2013*

			September	October	November	December	September-December, total	Year-on-year change, % 9-12/2013* - 9-12/2012
			1,000 trips					
Trips, total			3,258	3,207	2,925	2,898	12,288	-1,9
Leisure	Domestic	Total	2,071	1,885	1,763	1,941	7,661	-2,2
		Paid accommodation	526	339	416	422	1,703	0,2
		Free accommodation	1,546	1,546	1,347	1,520	5,958	-2,9
	Abroad	Total ¹⁾	618	671	560	652	2,501	1,1
		Overnight stay in destination country	479	488	325	481	1,773	0,1
		Cruises	106	102	166	86	460	8,6
		Same-day visits (inc. day cruises)	..	81	69	84	267	-3,6
Business	Domestic	Total	362	420	452	200	1,433	-6,4
	Abroad	Total ¹⁾	207	232	149	105	694	0,1

Symbols: [...] data too uncertain for presentation, [] no observations in the survey, [*] preliminary data.

In some tables the sums do not amount to the totals shown because of rounding.

From 2012 onwards the figures are not fully comparable with those on earlier years due to the revised data collection method.

1) Includes same-day trips, cruises and trips with overnight stay in destination country

Appendix table 2. Domestic leisure trips by destination region in September-December 2013*

Destination region	Trips with paid accommodation		Trips with free accommodation		Domestic leisure trips, total	
	Trips 9-12/2013*		Trips 9-12/2013*		Trips 9-12/2013*	
	1,000 trips	Share, %	1,000 trips	Share, %	1,000 trips	Share, %
Trips, total	1,703	100	5,958	100	7,661	100
Uusimaa	317	19	914	15	1,231	16
Varsinais-Suomi	141	8	557	9	698	9
Satakunta	..		198	3	227	3
Kanta-Häme	61	4	181	3	242	3
Pirkanmaa	195	11	534	9	729	10
Päijät-Häme	..		269	5	294	4
Kymenlaakso	..		188	3	202	3
South Karelia	51	3	265	4	317	4
Etelä-Savo	57	3	354	6	411	5
Pohjois-Savo	108	6	417	7	524	7
North Karelia	53	3	243	4	296	4
Central Finland	78	5	418	7	496	6
South Ostrobothnia	51	3	254	4	305	4
Ostrobothnia	..		128	2	175	2
Central Ostrobothnia	..		63	1	74	1
North Ostrobothnia	162	10	487	8	650	8
Kainuu	115	7	118	2	234	3
Lapland	177	10	353	6	529	7
Åland	

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Appendix table 3. Means of transport used on domestic trips in September-December 2013*

Means of transport	Leisure		Business	
	Trips 9-12/2013*		Trips 9-12/2013*	
	1,000 trips	Share, %	1,000 trips	Share, %
Trips, total	7,661	100	1,458	100
Passenger car	6,101	80	947	65
Coach	449	6	90	6
Train	951	12	271	19
Aeroplane	121	2	130	9
Other	

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Appendix table 4. Leisure trips abroad (overnight in destination country) by destination in September-December 2013* and 2012

Leisure trips abroad with overnight in destination country	September-December			
	2013*		2012 ¹⁾	
	1,000 trips	Share, %	1,000 trips	Share, %
Trips total	1,773	100	1,772	100
Nordic countries	225	13	279	16
Sweden	204	12	211	12
Russia and Baltic countries	570	32	569	32
Estonia	463	26	432	24
Russian Federation	92	5	116	7
Western and Eastern Europe	335	19	283	16
France	66	4	61	3
Germany	79	4	93	5
United Kingdom	72	4	..	
Southern Europe and East Mediterranean countries	540	30	494	28
Spain (without Canary Islands)	105	6	97	5
Spanish Canary Islands	125	7	118	7
Greece	51	3	70	4
Italy	72	4	82	5
Turkey	95	5	72	4
America	
Africa	
Asia and Oceania	82	5	84	5

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From 2012 onwards the figures are not fully comparable with those on earlier years due to the revised data collection method.

1) Revised data

Appendix table 5. Trips abroad by reason and destination in September-December 2013*¹⁾

Destination	Reason for trip abroad				
	Leisure trips				Business trips
	Visiting friends or relatives	Holiday	Other personal reason	Leisure trips, total	Business trips, total
	1,000 trips				
Trips, total	298	2,051	152	2,501	694
Nordic countries	90	454	..	581	242
	Denmark	50
	Sweden	88	435	..	168
Russia and Baltic countries	..	506	..	540	..
	Estonia	60	705	..	65
	Russian Federation	113	..
Western and Eastern Europe	57	253	..	335	252
	France	..	50	66	..
	Germany	..	60	79	87
	United Kingdom	..	55	72	55
Southern Europe and East Mediterranean countries	..	506	..	540	..
	Spain (without Canary Islands)	..	94	105	..
	Spanish Canary Islands	..	119	125	..
	Greece	..	51	51	..
	Italy	..	67	72	..
	Turkey	..	87	95	..
America
Africa
Asia and Oceania	..	65	..	82	..

Symbols: [...] data too uncertain for presentation, [] no observations in the survey, [*] preliminary data.

In some tables the sums do not amount to the totals shown because of rounding.

From 2012 onwards the figures are not fully comparable with those on earlier years due to the revised data collection method.

1) Includes same-day trips, cruises and trips with overnight stay in destination country.

Appendix table 6. Trips to Sweden and Estonia in September-December 2013* and 2012

		Estonia			Sweden		
		Trips 9-12/2013*	Trips 9-12/2012 ²⁾	Year-on-year change, % 9-12/2013* - 9-12/2012	Trips 9-12/2013*	Trips 9-12/2012 ²⁾	Year-on-year change, % 9-12/2013* - 9-12/2012
		1,000 trips			1,000 trips		
Trips, total		878	850	3	728	630	16
Leisure	Total ¹⁾	813	753	8	560	510	10
	Overnight stay in destination country	463	432	7	204	211	-3
	Cruises	158	156	2	299	257	17
	Same-day visits (inc. day cruises)	192	165	16	57
Business	Total	65	97	-33	168	120	40

Symbols: [...] data too uncertain for presentation, [] no observations in the survey, [*] preliminary data.

In some tables the sums do not amount to the totals shown because of rounding.

From 2012 onwards the figures are not fully comparable with those on earlier years due to the revised data collection method.

1) Includes same-day trips, cruises and trips with overnight stay in destination country

2) Revised data

Quality description: Finnish Travel 2013

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.

Suomen virallinen tilasto
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Transport and Tourism 2014

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