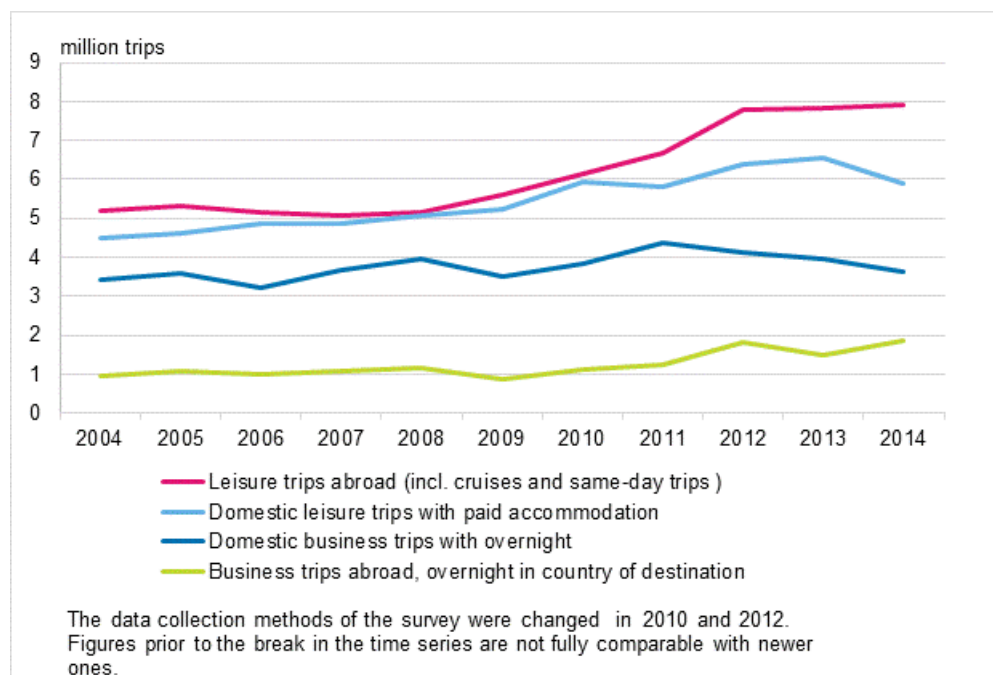


Finnish Travel 2014

Finns' travel to Southern Europe increased in 2014

According to Statistics Finland's survey, Finns made 7.9 million different leisure trips abroad in 2014. Trips to Southern Europe increased their popularity. The number of domestic leisure trips with paid accommodation numbered nearly six million. The destination of 1.1 million of them was Uusimaa and that of 0.7 million Lapland. Business trips in Finland decreased but the number of business trips abroad grew.

Finnish travel in 2004 to 2014



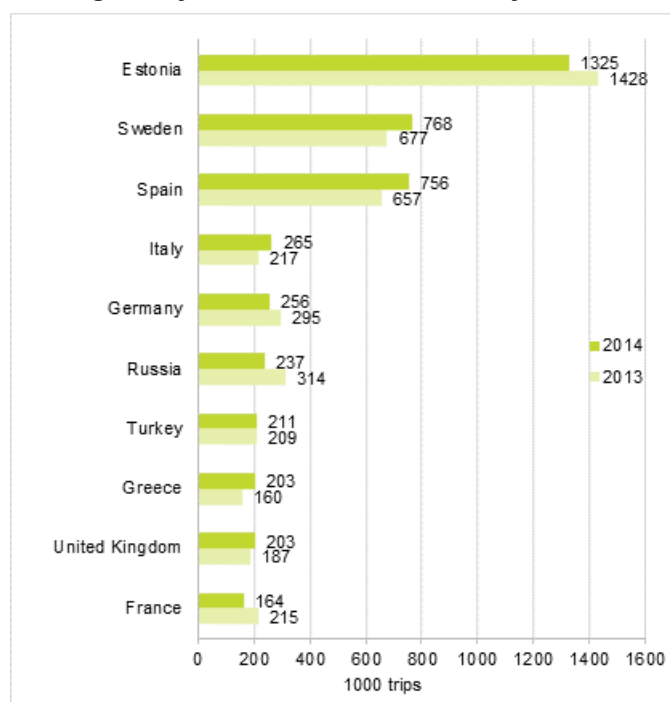
Finnish residents' leisure trips abroad increased slightly in 2014. Fewer trips than in 2013 were made to Estonia, but it maintained its insurmountable top position as a travel destination for Finns. Overnight cruises to Estonia increased, but day cruises and trips with overnight stay in the destination country decreased. The development for Sweden was reversed. Overnight cruises to Sweden decreased, while same-day trips and trips with overnight stay in the destination country increased. Of same-day trips to Sweden, a good one-third were day cruises.

Trips to Spain and especially to the Canary Islands increased. Finns also travelled more and more to Italy and Greece. France and Germany lost in popularity.

Trips with overnight stay to Russia decreased by 25 per cent. In terms of same-day trips, the development was totally reversed and they increased heavily as the year drew to a close.

The number of trips heading outside Europe increased, and the United States became the favourite.

Finnish residents' most popular destinations for leisure trips with overnight stay in the destination country in 2014 and 2013



Ten per cent fewer domestic trips with paid accommodation were made than one year earlier. The destination of one in five of these trips was Uusimaa and one in six was Lapland. Compared with the previous year, nights spent at hotels decreased by six per cent and nights spent at rented cottages by 14 per cent.

The most popular destination for trips with free accommodation was also Uusimaa. The next most popular destinations with free accommodation were Pirkanmaa, Varsinais-Suomi and North Ostrobothnia.

Business trips in Finland decreased but the number of business trips abroad grew from the year before.

Leisure trips of an average Finn in 2014:

- 1.3 domestic leisure trips with paid accommodation,
- 1.3 trips abroad that included overnight stay in the country of destination,
- 0.5 same-day trips abroad or cruises to neighbouring areas.

Data collection

The data concerning travel derive from Statistics Finland's monthly Finnish Travel sample survey. In all, 15,472 persons aged 15 to 84 permanently resident in Finland were interviewed for the numbers of trips.

The numbers of persons who had travelled during the year were collected with an additional survey carried out in connection with the December interview concerning travelling. The data describing 2014 are based on 1,264 interviews.

Additional tables are found in the PX Web database at:

http://pxweb2.stat.fi/database/StatFin/lii/smat/smat_en.asp

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1. Trips abroad

1.1. Estonia and Sweden long-standing favourites for Finns

In 2014, Finns made 7,929,000 leisure trips abroad, which is 1.5 per cent more than in 2013. Trips with overnight stay in the destination country grew in total by 2.8 per cent from the year before. The number of trips with at least four nights spent in the destination country increased by 6.4 per cent, while trips with one to three nights spent in the destination country decreased by 2.3 per cent.

Same-day trips and day cruises increased by 8.5 per cent. By contrast, the number of cruises with overnight stay on board decreased by 9.2 per cent from the year before.

In 2014, 2,297,000 leisure trips were made to Estonia, which represented 29 per cent of all leisure trips. Trips to Estonia that included overnight stay in the country of destination decreased by seven per cent and day cruises by five per cent. By contrast, the number of overnight cruises went up by six per cent. The most popular times to travel to Estonia was in May and in July to August.

Sweden was the second most popular travel destination for Finns with 1,658,000 leisure trips. The number of overnight cruises to Sweden decreased by 15 per cent but trips with overnight stay in the destination country increased by 13 per cent and same-day trips by 14 per cent. Of same-day trips to Sweden, 38 per cent were day cruises. The favourite time to travel to Sweden was in May to July.

In addition to holiday trips, Finns also travel to Sweden to meet relatives and friends. In 2014, these types of trips increased by 42 per cent and already covered as much as a good one-fifth of leisure trips to Sweden.

The lure of the neighbouring countries among Finnish tourists has been strong for a long time. Trips to Sweden, Estonia and Russia covered 55 per cent of all leisure trips made abroad in 2014.

There was, however, a change in terms of travel to Russia in 2014. Leisure trips with overnight stay in the destination country decreased by 25 per cent from 2013. By contrast, same-day trips increased at an accelerating pace over the year and they totalled 83 per cent more than in the year before.

1.2. Southern Europe increased its popularity

Spain is a long-standing favourite of Finns, and has been the third most popular destination for leisure trips for years as was also the case in 2014. Altogether 347,000 trips were made to the Canary Islands and 409,000 trips to Continental Spain and the Balearic Islands. Trips to the Canary Islands are mainly taken during the winter season but Continental Spain attracts Finnish travellers throughout the year. The number of trips made to Continental Spain exceeded the number of trips to the Canary Islands in 2012. The pull of Continental Spain is growing year after year, and in 2014 the number of these trips grew by eight per cent from the year before.

Other northern Mediterranean countries also attracted Finns as in 2014 the number of trips to these countries went up by ten per cent. In total, 1.2 million leisure trips were made to the northern coast of the Mediterranean. Italy was the fourth most popular travel destination for leisure trips with overnight stay in the destination country. Usually, the trips to Southern Europe are long but shorter trips are also made to Italy. Of the trips to Italy, 15 per cent lasted fewer than four nights.

Turkey and Greece also belong to the ten most popular travel destinations for Finns. People travel to Turkey and Greece mainly from spring to autumn. The number of trips to Greece increased by 27 per cent after the dip in the previous year.

Central Europe lost some of its popularity in 2014. Fewer trips were made to Germany and France than in the year before. By contrast, clearly more trips were made to Poland and Hungary than in 2013.

Long-distance destinations increased their popularity in 2014. Three per cent more trips were made to Asia and Oceania and the number of trips to Thailand increased by four per cent. Finns were particularly interested in the American continent, trips to the continent increased by 54 per cent. The favourite destination was the USA and trips there almost doubled.

1.3. Taking a boat abroad

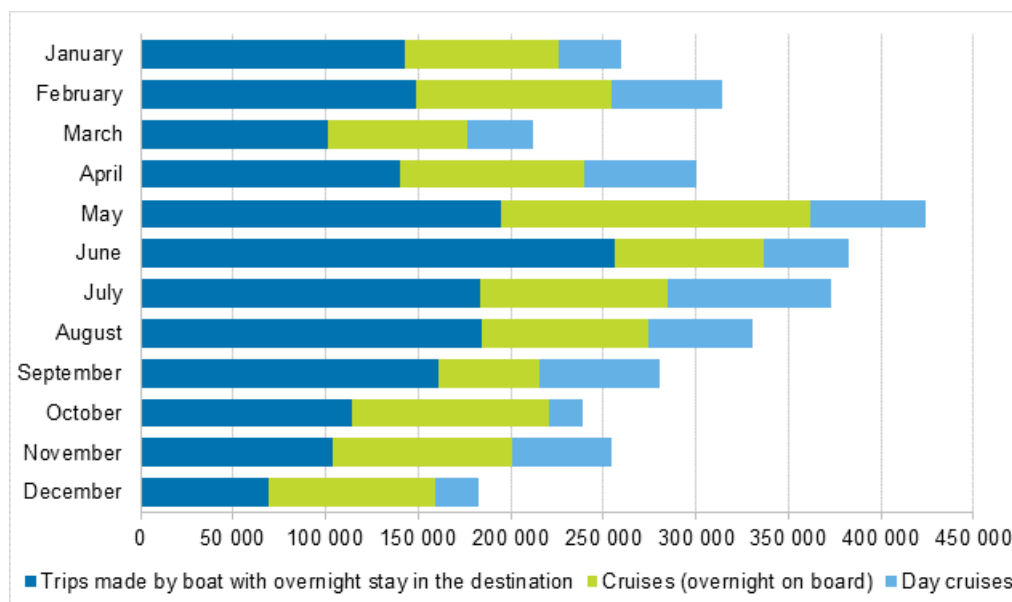
Altogether 3,553,000 various trips were made abroad on board boats in 2014, which was three per cent fewer than in 2013. Of all leisure trips abroad, 45 per cent were made on boats. Of the trips made by boat, 99 per cent were made to Estonia or Sweden.

In 2014, Finns made 1,801,000 trips with overnight stay in the destination country where a boat was used as the means of travel. Compared with 2013, the number of these trips has remained unchanged. A total of 1,150,000 overnight cruises and 602,000 day cruises were made. The number of overnight cruises decreased by nine per cent but day cruises increased marginally from the previous year.

Of the leisure trips made to Estonia, 99 per cent were made by boat. Of the leisure trips made to Sweden, 61 per cent were made by boat, 26 per cent by air, and 11 per cent by passenger car.

Finns took overnight cruises most in May and on day cruises in July. When one or several nights were spent in the destination country the trip was usually made in July.

Number of leisure trips abroad made by boat by month in 2014



1.4. Business trips abroad increased from the year before

In 2014, business and professional trips abroad involving overnighiting in the destination country numbered 1.6 million. The number of these business trips abroad grew by seven per cent from 2013. Most business trips abroad with overnight stay were made to Sweden, Germany, Estonia and Great Britain. The number of business trips was 303,000 to Sweden, 196,000 to Estonia, 166,000 to Germany, and 108,000 to Great Britain.

Work-related same-day trips abroad made during 2014 numbered 156,000, or 14 per cent more than in 2013. A total of 110,000 work-related cruises were made abroad, which is 13 per cent more than in the year before.

2. Domestic trips

2.1. Domestic trips including paid accommodation took a hit

In 2014, some 5.9 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 down by ten per cent, or 661,000 trips, from the year before.

The favourite domestic destinations for Finns, Uusimaa, Lapland and Pirkanmaa had to settle for fewer trips in 2014 than in 2013. Trips to Uusimaa numbered 1.1 million, or 19 per cent of all trips with paid accommodation. Twelve per cent of the trips were made to Lapland and ten per cent to Pirkanmaa.

Lapland attracts tourists around the year but the most popular time to travel there was in March to enjoy spring skiing. When travelling to other parts of Finland, the summer months were most popular period. Altogether, 17 per cent of trips with paid accommodation were made in July.

The number of nights spent during domestic leisure trips involving paid accommodation totalled 14.5 million, which was 12 per cent less than in 2013. Of overnight stays, 64 per cent took place in hotels, holiday villages and camping sites, and 35 per cent in rented cottages. Compared with the previous year, nights spent at hotels decreased by six per cent, nights spent at camp sites by 22 per cent, and nights spent at rented cottages by 14 per cent.

2.2. Free accommodation in Uusimaa

A total of 19 million overnight trips with free accommodation were made in Finland, i.e. to own free-time residences or to relatives or friends. The number of these trips decreased by three per cent, or 653,000 trips, from the year before.

Of the trips with free accommodation, 3.0 million were made to Uusimaa, and 43 per cent of these to Helsinki. In all, 1.9 million of trips with free accommodation were made to Pirkanmaa and 46 per cent of these to Tampere. A total of 1.6 million trips were made to Varsinais-Suomi, 1.5 million to North Ostrobothnia and Central Finland.

The high season for trips with free accommodation was also the summer months, as 35 per cent of trips with free accommodation in 2014 were made in June to August.

2.3. Domestic business trips

A total of 3.6 million business trips with overnight stays were made in Finland in 2014. Eight per cent fewer domestic business trips were made than in 2013.

Domestic business trips are typically very short. Sixty per cent of the trips only last for one night and 31 per cent for two to three nights.

Domestic business trips are usually made by passenger car, as 65 per cent of the trips are made driving one's car. Twenty per cent of business trips are made by train and nine per cent by plane.

3. Booking of leisure trips

3.1. Accommodation and tickets for leisure trips are mainly booked online

The Internet seems to have established its position in making reservations for accommodation and means of travel for leisure trips. Of those that booked their ticket or accommodation in advance, a majority had made the reservation online.

For leisure trips with paid accommodation in Finland, 53 per cent of the accommodation was reserved through the Internet. Ninety-five per cent of domestic flights and 84 per cent of train journeys were reserved online.

Seventy-six per cent reserved their accommodation for leisure trips abroad on the Internet. Ninety-one per cent of persons that flew on leisure trips abroad booked their tickets online. For boat trips, the corresponding figure was 70 per cent.

Of cruises with overnight stay on board, 62 per cent were reserved on the Internet.

3.2. One-third of leisure trips were package tours

Even though independent travel has become considerably easier in the age of the Internet, package tours have not become history. Of leisure trips abroad including at least one overnight stay in the destination country, 33 per cent were package tours. In 2014, altogether 1.9 million package tours were made abroad, which is two per cent more than one year earlier.

The most popular package tour destinations in 2014 were Turkey and Greece. Of trips made to Turkey, 84 per cent were package tours and of trips made to Greece, 81 per cent. People also favour package tours when travelling to the Canary Islands as 74 per cent of the trips there are package tours. Only 16 per cent of the trips to Continental Spain or the Balearic Islands were package tours.

Of the 1.3 million leisure trips to Estonia, which included at least one overnight stay in the destination country, 44 per cent were package tours.

The popularity of package tours is clearly comparable with the age of the traveller. Of trips made by those aged 25 to 44 including overnight stays in the country of destination, 26 per cent were package tours, for those aged 45 to 64 altogether 37 per cent were package tours, and for those aged 65 to 84 a total of 50 per cent were package tours.

Persons living in South Ostrobothnia favour package tours as of the leisure trips they made abroad with at least one overnight stay in the destination country, 64 per cent were package tours. Over one-half of trips made by people from Kainuu, Central Ostrobothnia and Päijät-Häme were package tours.

Package tours are not as popular in domestic travel as they are when travelling abroad. Of the 5.9 million domestic trips including paid accommodation, only four per cent were package tours. One in ten trips made to Uusimaa, Pirkanmaa and Lapland were package tours.

The price of a package tour includes at least the trips and accommodation. The package may also include meals, admission tickets, excursions, programme services, treatments, etc.

4. The volume of trips has changed a lot in ten years

In 2004, Finns aged between 15 and 74 made 4.5 million domestic leisure trips with paid accommodation and one decade later in 2014, the corresponding number of trips for persons aged 25 to 84 was 5.9 million. In ten years, the number of trips has increased by one-third.

A decade ago, Finns aged 15 to 74 made 3.0 million trips abroad with overnight stay in the destination country. In 2014, the corresponding number of trips for persons aged 25 to 84 was 5.9 million. In ten years, the number of trips has nearly doubled.

By contrast, domestic overnight trips with free accommodation and overnight cruises to Sweden and Estonia have lost some of their popularity during the decade.

The differences compared to the situation ten years ago become emphasised when viewing the number of trips by age group. Those who were aged 15 to 34 in 2004, were aged 25 to 44 in 2014. In these age groups, the numbers of trips with overnight stay in paid accommodation both in Finland and abroad have increased.

Those, who were aged 55 to 64 a decade ago, reached retirement age by 2014. This age group increased their trips abroad with overnight stay by one-third. For this age group, domestic trips with paid accommodation decreased by almost one-quarter over a decade. Persons belonging to the oldest age group have decreased all types of leisure travel over the past ten years.

Table 1. Leisure trips with overnight stay by group of trips and age in 2004 and 2014, and the change in these

Age	Trips in Finland		Trips abroad	
	Paid accommodation	Free accommodation	Overnight stay in destination country	Cruises with overnight stay on board only
Age group 2004	Trips in 2004			
15 to 24	512,000	4,340,000	383,000	269,000
25 to 34	713,000	4,539,000	471,000	239,000
35 to 44	1,177,000	3,803,000	577,000	304,000
45 to 54	1,063,000	3,610,000	647,000	309,000
55 to 64	720,000	3,198,000	630,000	300,000
65 to 74	320,000	1,641,000	314,000	272,000
15 to 74 trips total	4,505,000	21,131,000	3,022,000	1,693,000
Age group 2014	Trips in 2014			
25 to 34	938,000	4,206,000	986,000	199,000
35 to 44	1,075,000	2,894,000	1,023,000	180,000
45 to 54	1,165,000	2,467,000	1,121,000	145,000
55 to 64	1,122,000	2,905,000	994,000	182,000
65 to 74	557,000	2,056,000	841,000	180,000
75 to 84	141,000	683,000	140,000	78,000
25 to 84 trips total	5,892,000	19,321,000	5,882,000	1,050,000
Age group 2014	Change (2004/2014), %			
25 to 34	83	-3	157	-26
35 to 44	51	-36	117	-25
45 to 54	-1	-35	94	-52
55 to 64	6	-20	54	-41
65 to 74	-23	-36	33	-40
75 to 84	-56	-58	-55	-71
25 to 84 total	31	-9	95	-32

5. Ninety-one per cent of Finns made at least one trip in 2014

During 2014, four million, or 91 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 94 per cent of those with higher education made a leisure trip with an overnight stay. Examined by age group, the most eager travellers were persons aged under 45, as 96 per cent of them made a leisure trip with an overnight stay. Nine per cent of the population did not make any leisure trips with overnight stays outside their usual environment during 2014.

In 2014, around 2.3 million Finnish residents aged 15 to 84 made at least one leisure trip in Finland with paid accommodation. This is 51 per cent of all those belonging to the age group. Slightly fewer, or 48 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.

Little fewer than every fourth Finnish resident aged 15 to 84, or one million 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.

Respondents were also asked the reason for not having travelled. Of Finnish residents who had not travelled, 38 per cent said they did not like to travel, 25 per cent said that medical reasons prevented them from travelling, and 15 per cent did not travel for economic reasons. The economic situation as the reason for giving up leisure trips has decreased in the past years among the respondents of the inquiry.

Appendix tables

Appendix table 1. Overnight stay trips by Finnish residents in 2005 to 2014

Type of trip				2005	2008	2009	2010 ¹⁾	2011	2012 ¹⁾	2013	2014
				1,000 trips							
Trips, total				36,832	36,943	36,847	41,164	42,835	39,969	39,042	37,581
Leisure	Domestic	Total	Total	27,360	27,137	27,523	30,694	31,199	26,771	26,528	25,213
			1-3 nights	22,878	22,542	22,525	25, 239	25,563	21,483	21,220	20,074
			4 or more nights	4,483	4,596	4,998	5,455	5,636	5,288	5,308	5,139
		Paid accommodation	Total	4,637	5,080	5,228	5,926	5,816	6,380	6,553	5,892
			1-3 nights	3,550	3,927	3,964	4,705	4,522	5,064	5,179	4,689
			4 or more nights	1,087	1,153	1,264	1,221	1,294	1,316	1,374	1,204
		Free accommodation	Total	22,723	22,057	22,295	24,768	25,383	20,391	19,974	19,321
			1-3 nights	19,328	18,615	18,561	20,534	21,041	16,419	16,040	15,385
			4 or more nights	3,396	3,443	3,734	4,234	4,342	3,972	3,934	3,936
	Abroad	Total	Total	4,682	4,591	4,858	5,431	5,890	7,104	6,986	7,033
			1-3 nights	2,721	2,398	2,541	2,947	3,197	3,576	3,601	3,430
			4 or more nights	1,961	2,193	2,317	2,484	2,694	3,528	3,385	3,602
		Overnight stay in destination country	Total	3,112	3,328	3,596	3,974	4,293	5,836	5,719	5,882
			1-3 nights	1,151	1,135	1,279	1,490	1,600	2,308	2,335	2,280
			4 or more nights	1,961	2,193	2,317	2,484	2,694	3,528	3,385	3,602
		Cruises	Total	1,570	1,263	1,262	1,457	1,597	1,268	1,266	1,150
Business	Domestic	Total	Total	3,571	3,953	3,492	3,837	4,362	4,144	3, 952	3,637
			1-3 nights	3,248	3,599	3,168	3,485	3,945	3,768	3,688	3,335
			4 or more nights	323	354	324	351	417	375	264	302
	Abroad	Total	Total	1,219	1,262	974	1,202	1,384	1,951	1,577	1,809
			1-3 nights	892	898	657	860	981	1,349	1,094	1,333
			4 or more nights	327	365	318	342	402	602	482	475

Symbols: [...] Data not available or too uncertain for presentation, or subject to secrecy.

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

1) Data on 2010 and 2012 are not fully comparable with those on earlier years due to the revised data collection method.

2) Trips with paid accommodation include at least one overnight stay in a hotel, holiday village, campsite, rented cottage or other paid accommodation.

Appendix table 2. Leisure trips abroad (overnight in destination country) by most popular destinations in 2014

Destination		Duration of trip		Total	Average duration
		1-3 nights	4 or more nights		
		1,000 trips			Nights
Trips, total		2,280	3,602	5,882	6,8
Nordic countries	Total	601	379	980	3,6
	Denmark	61	3,6
	Norway	57	71	129	4,9
	Sweden	509	259	768	3,4
Russia and Baltic countries	Total	1,270	369	1,639	2,9
	Estonia	1,068	257	1,325	2,7
	Russian Federation	175	61	237	3,1
Western and Eastern Europe	Total	336	731	1,067	6,1
	Austria	..	52	55	6,2
	Czech Republic	60	4,1
	France	..	141	164	9,0
	Germany	93	163	256	6,0
	Hungary	..	50	97	4,6
	Poland	77	4,1
	Switzerland	..	51	54	7,4
	United Kingdom	70	132	203	5,8
Southern Europe and East Mediterranean countries	Total	70	1,571	1,641	9,2
	Spain (without Canary Islands)	..	395	409	11,7
	Canary Islands	..	344	347	9,2
	Croatia	..	65	69	8,1
	Greece	..	203	203	7,9
	Italy	..	225	265	6,9
	Portugal	..	72	72	9,1
	Turkey	..	201	211	8,4
America	Total	..	212	212	13,4
	United States	..	156	156	13,0
Africa	Total	..	67	67	15,6
Asia and Oceania	Total	..	273	276	23,7
	Thailand	..	136	136	22,2

Symbols: [...] Data not available or too uncertain for presentation, or subject to secrecy.
The sums in the tables do not always amount to the totals shown because of rounding.

Appendix table 3. Business trips abroad by destination country in 2014

Destination		Total	Overnight in destination country	Cruises, overnight on board only	Same-day visits (incl. day cruises)
		1,000 trips			
Trips, total		1,854	1,588	110	156
Nordic countries	Total	605	440	69	96
	Denmark	108	94
	Sweden	453	303	69	81
Russia and Baltic countries	Total	397	306	..	50
	Estonia	278	196
	Russian Federation	82	73
Western and Eastern Europe	Total	597	574		..
	Belgium	51	51
	France	60	60
	Germany	169	166
	Netherlands	61	61
	United Kingdom	111	108
Southern Europe and East Mediterranean countries	Total	137	137
	Italy	66	66
America	Total	88	88
	United States	73	73
Africa	Total
Asia and Oceania	Total	60	60

Symbols: [...] Data not available or too uncertain for presentation, or subject to secrecy.
The sums in the tables do not always amount to the totals shown because of rounding.

Appendix table 4. Trips abroad by cause and destination in 2014 and its change

Destination		Leisure trips					Business trips	
		Visiting friends or relatives	Holiday	Other personal reason	Leisure trips, total	Year-on-year change (2013/2014)	Business trips, total	Year-on-year change (2013/2014)
		1,000 trips				%	1,000 trips	%
Trips, total		1,044	6,354	531	7,929	1,5	1,854	8,2
Nordic countries	Total	377	1,357	158	1,892	0,7	605	10,3
	Denmark	61	-34,4	108	1,2
	Norway	..	125	..	151	36,6
	Sweden	351	1 173	134	1 658	-0,7	453	20,7
Russia and Baltic countries	Total	257	2,284	232	2,773	-4,5	397	34,5
	Estonia	141	2,055	100	2,297	-4,4	278	36,3
	Russian Federation	108	170	117	395	-5,4	82	28,9
Western and Eastern Europe	Total	194	804	69	1,067	-2,8	562	-5,9
	Austria	..	52	..	55	4,5
	Belgium	51	-30,1
	Czech Republic	60	5,9
	France	..	139	..	164	-23,5	60	42,4
	Germany	61	170	..	256	-13,3	169	-14,0
	Hungary	..	80	..	97	52,1
	Netherlands	61	23,9
	Poland	..	62	..	77	58,3
	Switzerland	54	39,6
	United Kingdom	..	167	..	203	8,4	111	-19,9
	Southern Europe and East Mediterranean countries	Total	119	1,475	..	1,641	12,8	137
Spain (without Canary Islands)		61	326	..	409	8,1
Canary Islands		..	341	..	347	24,5
Croatia		..	66	..	69	2,1
Greece		..	187	..	203	27,0
Italy		..	230	..	265	21,8	66	50,0
Portugal		..	72	..	72	2,4
Turkey		..	199	..	211	1,2
America	Total	..	152	..	212	54,2	88	8,5
	United States	..	114	..	156	90,7	73	56,8
Africa	Total	..	57	..	67	-5,3
Asia and Oceania	Total	..	225	..	276	3,4	60	-16,3
	Thailand	..	129	..	136	3,4

Symbols: [...] Data not available or too uncertain for presentation, or subject to secrecy.
The sums in the tables do not always amount to the totals shown because of rounding.

Appendix table 5. Bookings of transportation via internet in 2014

Type of trip			Means of booking the transport			Booked transport
			Via Internet	By other means	Unknown	Total
			Share, % ¹⁾			1,000 trips
Trips, total			77	14	9	12,916
Leisure	Domestic	Total	79	16	5	3,116
		Airplane or helicopter	95	4	2	325
		Boat, ferry	82	18	..	73
		Train	84	14	2	1,938
		Bus or coach	61	23	16	751
	Abroad	Total	80	14	6	7,037
		Airplane or helicopter	91	6	3	3,531
		Boat, ferry	70	20	10	3,363
		Bus or coach	35	53	12	93
Business	Domestic	Total	73	11	17	1,032
		Airplane or helicopter	59	11	30	322
		Train	86	8	6	592
		Bus or coach	45	20	35	85
	Abroad	Total	66	14	20	1,731
		Airplane or helicopter	71	10	19	1,315
		Boat, ferry	48	27	25	378

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

1) Trips that include a reservation made for means of transport; including domestic trips in paid or free accommodation, and same-day trips abroad, cruises and trips with overnight stay in the destination country.

Appendix table 6. Bookings of accommodation via internet in 2014

Type of trip		Booking of accommodation			Booked accommodation
		Via Internet	By other means	Unknown	Total
		Share, % ¹⁾			1,000 trips
Trips, total		67	23	10	14,768
Leisure	Cruises abroad, overnights on board	61	32	7	5,135
	Domestic leisure trips in paid accommodation	67	22	11	1,064
	Leisure trips abroad, overnight stay in destination country	81	15	4	4,402
Business	Abroad	57	25	18	2,683
	Domestic	63	14	23	1,484

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

1) Trips with paid accommodation and cruises that have been booked in advance.

Quality description: Finnish Travel 2014

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. 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 (UNWTO), 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 40 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 of trips by type of trip in year 2014

Type of trip	N	Sum	Standard deviation	95% Confidence Limit for Sum	
				Lower	Upper
		1,000 trips			
Domestic leisure trips with paid accommodation	1,676	5,892	134	5,630	6,155
Domestic leisure trips with free accommodation	5,389	19,321	186	18,957	19,685
Domestic business and professional trips	1,013	3,637	108	3,425	3,848
Same-day leisure trips abroad (incl. day cruises)	261	896	55	788	1,005
Leisure cruises abroad	332	1,150	63	1,027	1,273
Leisure trips abroad, overnight in country of destination	1,664	5,882	134	5,620	6,145
Business and professional trips abroad	510	1,854	79	1,699	2,010

Table 2. Confidence Limits of persons by travelling activity in year 2014

Travelling activity	N	Sum	Standard deviation	95% Confidence Limit for Sum	
				Lower	Upper
		1,000 persons			
Didn't make leisure trips with overnight stay	122	411	34	345	477
Made leisure trips with overnight stay	1,142	4,032	34	3,966	4,098
Made domestic leisure trips with paid accommodation	640	2,278	61	2,159	2,397
Made same-day leisure trips abroad (incl. day cruises)	297	1,047	52	945	1,149
Made leisure cruises abroad	313	1,107	53	1 003	1,210
Made leisure trips abroad with paid accommodation, overnight in country of destination	597	2,115	62	1 994	2,236
Made business and professional trips, domestic and abroad	277	1,009	51	909	1,109

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 preliminary 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 three 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 (UNWTO). 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.

Tourism Satellite Account (TSA) is a statistical system where the economic impacts of tourism are described in a versatile and comprehensive manner. Tourism accounts are published on the webpage of **Visit Finland's** Statistics Service Rudolf.

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.

Inquiries

Mervi Härkönen 029 551 3254

Taru Tamminen 029 551 2243

Director in charge:

Hannele Orjala

liikenne.matkailu@stat.fi

www.stat.fi

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