

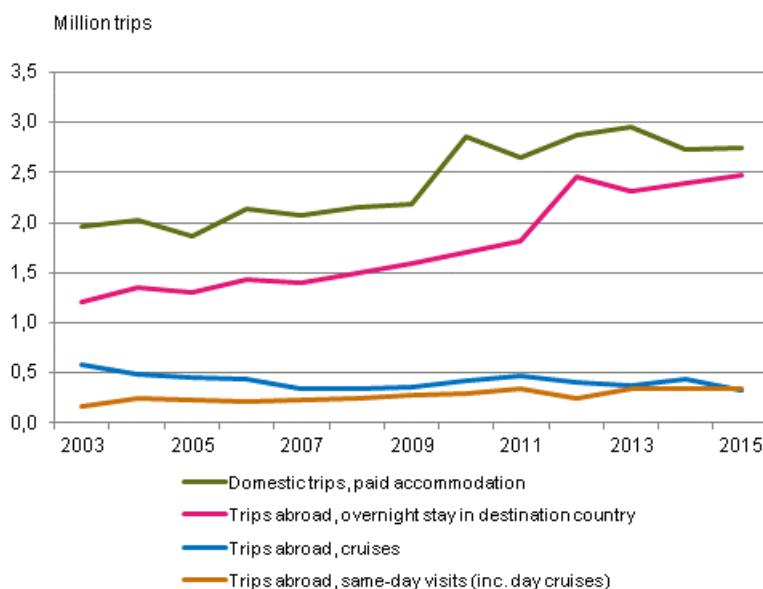
# Finnish Travel

2015, Summer (1 May to 31 Aug 2015)

## Finns travelled in Finland as well as to Central Europe in the cool summer of 2015

According to Statistics Finland's preliminary data, Finnish residents travelled eagerly to Central Europe in May to August 2015, and 20 per cent more trips were headed there than in the year before. Among Mediterranean countries, Greece and Turkey increased their appeal. The number of trips made to Estonia also grew from the year before. Slightly more trips with paid accommodation were made in Finland than in the corresponding period of the previous year.

### Finns' leisure trips in May to August 2003 to 2015\*



In the second four months of 2015, Finnish residents aged 15 to 84 made around 15 million trips when domestic and foreign leisure trips, as well as business and professional trips are included. In addition to trips with overnight stays, same-day trips abroad are also included in the number of trips.

Nearly 11 million domestic leisure trips with overnight stay were made in the May to August period. Eight million of them were trips with free accommodation, which is six per cent lower than in May to August 2014.

Leisure trips with overnight stay at paid accommodation numbered 2.7 million and the most popular destinations were in Uusimaa, Varsinais-Suomi and Pirkanmaa. Uusimaa lost its popularity from last year, but still retained its top position as the region of travelling in summer months. In all, the number of trips with paid accommodation in Finland was only slightly higher than in May to August of the previous year.

At paid accommodation, a tourist stays at a rented cottage, hotel or campsite, for example. In these leisure trips overnight stays were mainly in hotels. The number of hotel stays was 3.7 million, which is more than one-half of paid accommodation. A rented cottage is also popular in summer time and overnight stays at rented cottages in these trips numbered 1.8 million, which is good one-quarter of overnight stays at paid accommodation.

July is conventionally the most popular month for travelling in summer months. Then there were nearly one million trips in Finland with overnight stays at paid accommodation. However, July 2015 was quite weak from the viewpoint of the domestic tourism business. The number of trips with paid accommodation made in July last remained under one million in 2009.

In all, 3.1 million leisure trips were made abroad in May to August. The figure includes trips with overnight stay in the destination country, cruises and same-day trips. Of the leisure trips abroad, 2,471,000 were trips with overnight stay in the destination country and 320,000 were cruises with overnight stay on board only. Nearly all cruises were made to Sweden or Estonia. In May to August, 344,000 same-day trips were made abroad, of which nearly two-thirds were same-day cruises to Estonia.

In summer, leisure trips were made mostly by boat or air. The number of trips by sea was 1.4 million as was that of trips by air.

Leisure trips to Estonia increased from summer 2014. Trips with overnight stay in the destination country headed to our southern neighbour numbered 644,000, overnight cruises 123,000 and same-day cruises 222,000. Cruises with overnight stay on board decreased from the corresponding period of last year, but trips including overnight stay in the country of destination and same-day cruises increased.

Leisure trips to Sweden decreased from summer 2014. The number of trips with overnight stay in the destination country headed to our western neighbour was 284,000, overnight cruises 194,000 and same-day trips 66,000.

Leisure trips to Russia increased in total by three per cent after the dip in summer 2014. Trips with overnight stay in the destination country to Russia increased, but the numbers of same-day trips decreased from the corresponding period of last year.

The favourite destination for Western and Central Europe was Germany, to which trips made grew by as much as 52 per cent. France also increased its popularity among Finnish tourists.

The summer in Finland was cool and Finns could only dream of a heat wave in the middle of the summer. Many Finns, however, made their dreams of hot weather true by making a holiday trip to southern Europe. A total of 589,000 trips were made to northern Mediterranean countries, which figure was still slightly lower than in May to August 2014.

Slightly more trips were made to Greece than in the previous summer season and their number went up by four per cent. Spain, Italy and Turkey remained other favourite Mediterranean countries. Trips to Spain and Italy dropped in number but those to Turkey increased by 30 per cent.

Package tours are not more popular in summer than in any other time of the year. Thirty-five per cent of trips to Estonia with overnight stay in the destination country were package tours. Of trips made to Greece, 89 per cent were package tours and of trips made to Turkey, 55 per cent. Only a small part of the trips to Spain and Italy were package tours. Around 20 per cent of trips to Spain and just nine per cent of those to Italy were package tours.

Trips with overnight stay in the destination country rose in total by three per cent from last year's May to August period.

Although over one-half of holiday nights abroad were spent in hotels, overnight stays at friends and relatives increase particularly in summer, because one-quarter of holiday nights spent abroad were at friends and relatives.

July was also the most popular month for travelling abroad, as then the number of trips abroad with overnight stay in the destination country was 789,000. In the most popular holiday month, still three per cent fewer trips with overnight stay in the destination country were made than twelve months earlier.

In addition to leisure trips, one million domestic business or professional trips were made in Finland. Business or professional trips abroad (inclusive of trips with overnight stay in the destination country, cruises and same-day trips) numbered 0.6 million. Business trips both in Finland and abroad increased, in Finland by two per cent and abroad by 11 per cent from the corresponding period last year.

These data derive from Statistics Finland's Finnish Travel survey for which altogether 5,106 Finnish residents aged 15 to 84 were interviewed in June, July, August and September. 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 May to August in 2015\***

Type of trip			May	June	July	August	May-August, total	Year-on-year change, % 5-8/2015* - 5-8/2014
			1,000 trips					
<b>Trips, total</b>			<b>3,337</b>	<b>3,903</b>	<b>4,436</b>	<b>3,715</b>	<b>15,391</b>	<b>-3</b>
Leisure	Domestic	Total	1,962	2,715	3,326	2,650	10,653	-5
		Paid accommodation	389	628	978	753	2,748	1
		Free accommodation	1,573	2,086	2,348	1,897	7,905	-6
	Abroad	Total <sup>1)</sup>	778	775	966	616	3,135	-1
		Overnight stay in destination country	589	612	789	481	2,471	3
		Cruises	87	92	70	71	320	-27
		Same-day visits (inc. day cruises)	102	72	107	64	344	0
Business	Domestic	Total	390	248	87	299	1,024	2
	Abroad	Total <sup>1)</sup>	207	165	58	150	579	11

Symbols: [...] data not available or too uncertain for presentation, or subject to secrecy, [\*] 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 May to August in 2015\***

Destination region	Trips with paid accommodation		Trips with free accommodation		Domestic leisure trips, total	
	Trips 5-8/2015*		Trips 5-8/2015*		Trips 5-8/2015*	
	1,000 trips	Share, %	1,000 trips	Share, %	1,000 trips	Share, %
<b>Trips, total</b>	<b>2,748</b>	<b>100</b>	<b>7,905</b>	<b>100</b>	<b>10,653</b>	<b>100</b>
Uusimaa	484	18	990	13	1,474	14
Varsinais-Suomi	337	12	668	8	1,005	9
Satakunta	56	2	297	4	352	3
Kanta-Häme	60	2	216	3	276	3
Pirkanmaa	276	10	900	11	1,176	11
Päijät-Häme	62	2	387	5	449	4
Kymenlaakso	..	..	251	3	289	3
South Karelia	66	2	247	3	313	3
Etelä-Savo	169	6	504	6	672	6
Pohjois-Savo	186	7	503	6	689	6
North Karelia	99	4	221	3	320	3
Central Finland	167	6	705	9	872	8
South Ostrobothnia	143	5	310	4	453	4
Ostrobothnia	74	3	232	3	306	3
Central Ostrobothnia	..	..	95	1	120	1
North Ostrobothnia	200	7	705	9	905	8
Kainuu	94	3	185	2	279	3
Lapland	163	6	466	6	629	6
Åland	..	..	..	..	73	1

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**Appendix table 3. Means of transport used on domestic trips in May to August in 2015\***

Means of transport	Leisure		Business	
	Trips 5-8/2015*		Trips 5-8/2015*	
	1,000 trips	Share, %	1,000 trips	Share, %
<b>Trips, total</b>	<b>10,653</b>	<b>100</b>	<b>1,024</b>	<b>100</b>
Passenger car	8,826	83	673	66
Coach	595	6	65	6
Train	856	8	191	19
Aeroplane	99	1	89	9
Other	277	3	..	..

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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.

**Appendix table 4. Leisure trips abroad (overnight in destination country) by destination in May to August in 2015\* and 2014**

Leisure trips abroad with overnight in destination country		May-August			
		2015*		2014	
		1,000 trips	Share, %	1,000 trips	Share, %
<b>Trips total</b>		<b>2,471</b>	<b>100</b>	<b>2,389</b>	<b>100</b>
Nordic countries	Total	453	18	522	22
	Norway	120	5	86	4
	Sweden	284	12	396	17
Russia and Baltic countries	Total	771	31	696	29
	Estonia	644	26	574	24
	Russian Federation	100	4	85	4
Western and Eastern Europe	Total	516	21	429	18
	France	95	4	82	3
	Germany	128	5	85	4
	United Kingdom	82	3	101	4
Southern Europe and East Mediterranean countries	Total	627	25	660	28
	Spain (without Canary Islands)	156	6	174	7
	Greece	143	6	137	6
	Italy	117	5	137	6
	Turkey	107	4	83	3
America	Total	..	..	56	2
Africa	Total	..	..	..	..
Asia and Oceania	Total	..	..	..	..

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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.

**Appendix table 5. Trips abroad by reason and destination in May to August in 2015\*<sup>1)</sup>**

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				
<b>Trips, total</b>		<b>380</b>	<b>2,580</b>	<b>175</b>	<b>3,135</b>	<b>579</b>
Nordic countries	Total	96	604	..	722	175
	Norway	..	129	..	129	..
	Sweden	87	434	..	544	108
Russia and Baltic countries	Total	87	986	92	1,166	121
	Estonia	54	866	69	989	72
	Russian Federation	..	104	..	150	..
Western and Eastern Europe	Total	71	415	..	516	178
	France	..	84	..	95	..
	Germany	..	105	..	128	58
	United Kingdom	..	69	..	82	..
Southern Europe and East Mediterranean countries	Total	67	530	..	627	..
	Spain (without Canary Islands)	..	120	..	156	..
	Greece	..	128	..	143	..
	Italy	..	101	..	117	..
	Turkey	..	102	..	107	..
America	Total	..	..	..	..	..
Africa	Total	..	..	..	..	..
Asia and Oceania	Total	..	..	..	..	..

Symbols: [...] data not available or too uncertain for presentation, or subject to secrecy, [\*] 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 May to August in 2015\* and 2014**

Type of trip		Estonia			Sweden		
		Trips 5-8/2015*	Trips 5-8/2014	Year-on-year change, %	Trips 5-8/2015*	Trips 5-8/2014	Year-on-year change, %
		1,000 trips		5-8/2015* - 5-8/2014	1,000 trips		5-8/2015* - 5-8/2014
<b>Trips, total<sup>1)</sup></b>		<b>1,060</b>	<b>1,038</b>	<b>2</b>	<b>651</b>	<b>850</b>	<b>-23</b>
Leisure	Total <sup>1)</sup>	989	960	3	544	722	-25
	Overnight stay in destination country	644	574	12	284	396	-28
	Cruises	123	177	-31	194	259	-25
	Same-day visits (inc. day cruises)	222	209	6	66	68	-3
Business	Total <sup>1)</sup>	72	78	-9	108	127	-15

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



# Quality description: Finnish Travel 2015

## 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

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, preliminary 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.

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