

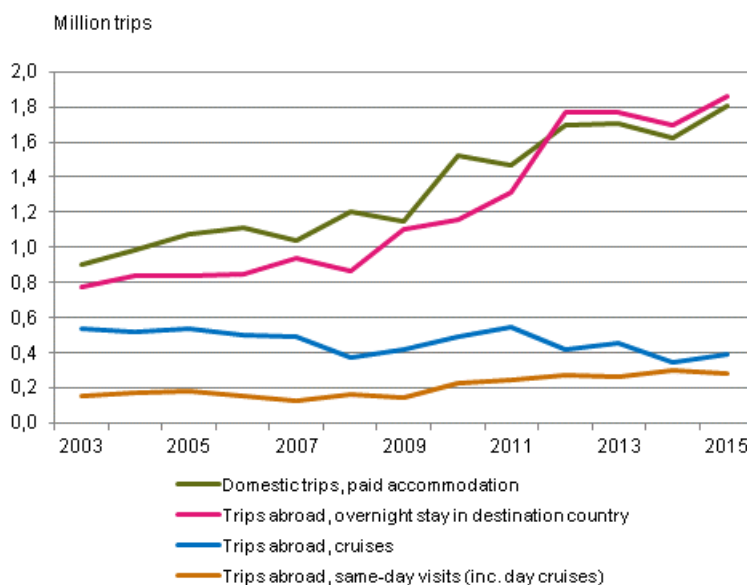
Finnish Travel

2015, autumn (1 Sep to 31 Dec 2015)

Trips to the Mediterranean and Estonia increased in September to December 2015

According to Statistics Finland's preliminary data, Finnish residents made more domestic trips with paid accommodation in late 2015 than in the year before. Cruises to Sweden and same-day cruises to Estonia also increased from the corresponding period of the previous year. In the Mediterranean, Greece particularly increased its popularity, but Turkey did not attract Finnish tourists in the same way as in the previous year. Considerably more Finnish residents travelled to Asia than in the autumn before.

Finns' leisure trips in September to December 2003 to 2015*



In the last four months of 2015, Finnish residents aged 15 to 84 made 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.

Altogether 7.8 million domestic leisure trips with overnight stay were made in the September to December period. Of these, six million were trips with free accommodation. Leisure trips with overnight stay at paid accommodation numbered 1.8 million and their most population destinations were located in Uusimaa, Lapland, Pirkanmaa and North Ostrobothnia.

At paid accommodation, a tourist stays at a rented cottage, hotel or campsite. In these leisure trips, overnight stays were mainly in hotels. The number of hotel stays was 2.5 million, which is 59 per cent of paid accommodation. Rented cottages also popular in the autumn and in the early part of winter. The number of stays at rented cottages was 1.2 million, which is 29 per cent of all paid accommodation.

The number of trips with paid accommodation recorded in the statistics in September to December was 11 per cent higher than in the corresponding period of the previous year. December was the most popular month for domestic travelling towards the end of the year as then 487,000 trips with paid overnight stay were made.

Uusimaa kept its top position as the region of travel. The numbers of trips to Lapland went down from the previous year's autumn season. In contrast, trips to North Ostrobothnia increased by 11 per cent from the corresponding period of the previous year.

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 number of leisure trips abroad went up by eight per cent from the previous year's autumn season. October was the most popular month for overnight and same-day cruises.

Leisure trips to Estonia increased from autumn 2014. Trips with overnight stay in the destination country to our southern neighbour numbered 459,000, overnight cruises 116,000 and same-day cruises 208,000. Trips with stay in the destination country, cruises with overnight stay on board and same-day cruises to Estonia increased. September was the most popular month of the period to visit Estonia.

Leisure trips to Sweden decreased from autumn 2014. The number of trips with overnight stay in the destination country to our western neighbour was 166,000 and overnight cruises 272,000 in September to December. The most favoured month for travelling to Sweden in late 2015 was December.

The total number of leisure trips to Russia continued to contract. Trips with overnight stay in the destination country increased, but the numbers of same-day trips to Russia decreased considerably from the corresponding period of last year.

Spain is a long-standing favourite for Finns during the autumn months as well, and three per cent more trips were made to Spain than in the corresponding period in 2014. The destination of 116,000 of these trips was the Canary Islands. Continental Spain has also established its place as a destination for Finnish travel in the last four months of the year, and a total of 133,000 trips were made to Continental Spain and the Balearic Islands in September to December. December was the most popular of the four months to travel to the Canary Islands and October to Continental Spain.

Altogether, 87,000 trips were made to Greece, which is 66 per cent more than one year earlier. September was clearly the most popular month for travelling to Greece. In all, 72,000 trips were made in the autumn period to Turkey, which is 18 per cent lower than in the same period in the year before.

In Central Europe, Germany increased its popularity. The number of trips made there was 111,000, which is 24 per cent more than in September to December 2014.

Of long-distance destinations, Asia increased its popularity considerably. The number of trips to the American continent also went up from the previous year's autumn.

If we examine only leisure trips with overnight stay in the destination country, ten per cent more trips, or 1.9 million, were made than in September to December 2014. September was the most popular month for these, as then the number of trips abroad with overnight stay in the destination country was 511,000.

One-quarter of the trips with overnight stay in the destination country were headed to Estonia and one-fifth to the northern coast of the Mediterranean.

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 domestic business trips went down by seven per cent and that of business trips abroad by three per cent.

These data derive from Statistics Finland's Finnish Travel survey, for which altogether 5,022 Finnish residents aged 15 to 84 were interviewed in October, November and December 2015 and in January 2016. Until 2011, data were collected from those aged 15 to 74.

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Appendix table 1. Trips of Finnish residents and changes in them in September to December in 2015*

Type of trip			September	October	November	December	September-December, total	Year-on-year change, % 9-12/2015* - 9-12/2014
			1,000 trips					
Trips, total			3,056	2,927	3,020	3,352	12,355	2
Leisure	Domestic	Total	1,951	1,822	1,778	2,220	7,770	2
		Paid accommodation	459	393	466	487	1,806	11
		Free accommodation	1,491	1,429	1,331	1,733	5,965	-1
	Abroad	Total ¹⁾	661	637	613	628	2,539	8
		Overnight stay in destination country	511	445	456	450	1,861	10
		Cruises	74	107	98	116	396	14
		Same-day visits (inc. day cruises)	75	86	60	61	282	-7
Business	Domestic	Total	276	297	437	342	1,352	-7
	Abroad	Total ¹⁾	169	172	192	162	695	-3

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 September to December in 2015*

Destination region	Trips with paid accommodation		Trips with free accommodation		Domestic leisure trips, total	
	Trips 9-12/2015*		Trips 9-12/2015*		Trips 9-12/2015*	
	1,000 trips	Share, %	1,000 trips	Share, %	1,000 trips	Share, %
Trips, total	1,806	100	5,965	100	7,770	100
Uusimaa	427	24	1,133	19	1,560	20
Varsinais-Suomi	150	8	537	9	688	9
Satakunta	257	4	289	4
Kanta-Häme	172	3	204	3
Pirkanmaa	186	10	506	8	693	9
Päijät-Häme	57	3	247	4	304	4
Kymenlaakso	180	3	211	3
South Karelia	68	4	185	3	253	3
Etelä-Savo	283	5	315	4
Pohjois-Savo	83	5	348	6	431	6
North Karelia	62	3	220	4	282	4
Central Finland	133	7	401	7	534	7
South Ostrobothnia	237	4	275	4
Ostrobothnia	166	3	184	2
Central Ostrobothnia	70	1	82	1
North Ostrobothnia	167	9	496	8	663	9
Kainuu	84	5	177	3	260	3
Lapland	188	10	344	6	532	7
Åland

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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.

Appendix table 3. Means of transport used on domestic trips in September to December in 2015*

Means of transport	Leisure		Business	
	Trips 9-12/2015*		Trips 9-12/2015*	
	1,000 trips	Share, %	1,000 trips	Share, %
Trips, total	7,770	100	1,352	100
Passenger car	6,007	77	898	66
Coach	794	10	83	6
Train	805	10	236	17
Aeroplane	106	1	115	9
Other	59	1

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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.

Appendix table 4. Leisure trips abroad (overnight in destination country) by destination in September to December in 2015* and 2014

Leisure trips abroad with overnight in destination country		September-December			
		2015*		2014	
		1,000 trips	Share, %	1,000 trips	Share, %
Trips total		1,861	100	1,699	100
Nordic countries	Total	228	12	278	16
	Sweden	166	9	230	14
Russia and Baltic countries	Total	550	30	473	28
	Estonia	459	25	383	23
	Russian Federation	73	4	63	4
Western and Eastern Europe	Total	352	19	319	19
	Germany	111	6	89	5
	United Kingdom	51	3
Southern Europe and East Mediterranean countries	Total	514	28	494	29
	Spain (without Canary Islands)	133	7	124	7
	Spanish Canary Islands	116	6	117	7
	Greece	87	5	52	3
	Italy	64	4
	Turkey	72	4	87	5
America	Total	59	3	51	3
Africa	Total
Asia and Oceania	Total	144	8	60	4

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Appendix table 5. Trips abroad by reason and destination in September to December in 2015*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		325	2,072	141	2,539	695
Nordic countries	Total	89	417	..	539	203
	Norway	51	..
	Sweden	82	361	..	470	157
Russia and Baltic countries	Total	88	767	56	912	132
	Estonia	62	680	..	783	106
	Russian Federation	..	70	..	108	..
Western and Eastern Europe	Total	84	239	..	352	219
	Germany	..	82	..	111	89
Southern Europe and East Mediterranean countries	Total	..	463	..	518	60
	Spain (without Canary Islands)	..	114	..	133	..
	Spanish Canary Islands	..	104	..	116	..
	Greece	..	87	..	87	..
	Turkey	..	72	..	72	..
America	Total	59	..
Africa	Total
Asia and Oceania	Total	..	128	..	144	..

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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.

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

Appendix table 6. Trips to Sweden and Estonia in September to December in 2015* and 2014

Type of trip		Estonia			Sweden		
		Trips 9-12/2015*	Trips 9-12/2014	Year-on-year change, %	Trips 9-12/2015*	Trips 9-12/2014	Year-on-year change, %
		1,000 trips		9-12/2015* - 9-12/2014	1,000 trips		9-12/2015* - 9-12/2014
Trips, total¹⁾		889	757	17	627	691	-9
Leisure	Total ¹⁾	783	655	20	470	518	-9
	Overnight stay in destination country	459	383	20	166	230	-28
	Cruises	116	122	-5	272	222	23
	Same-day visits (inc. day cruises)	208	150	28	..	66	..
Business	Total ¹⁾	106	102	-9	157	173	-9

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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Source: Finnish Travel, Statistics Finland