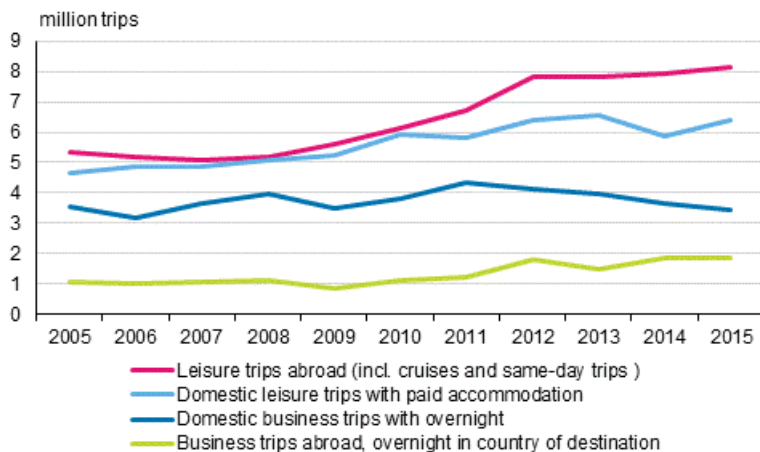


# Finnish Travel 2015

## Finns' travel to Central Europe increased in 2015

According to Statistics Finland's survey, Finns made 8.1 million different leisure trips abroad in 2015. Trips to Central Europe and Asia increased their popularity. The number of domestic leisure trips with paid accommodation numbered 6.4 million. The destination of 1.2 million of them was Uusimaa and that of 0.6 million North Ostrobothnia. Business travel in Finland decreased slightly but business trips abroad were roughly on level with the previous year.

### Finnish travel in 2005 to 2015



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

Finnish residents' leisure trips abroad increased in 2015. More trips than in 2014 were made to Estonia and it maintained its insurmountable top position as a travel destination for Finns. Overnight cruises to Estonia decreased, while same-day cruises and trips with overnight stay in the destination country increased.

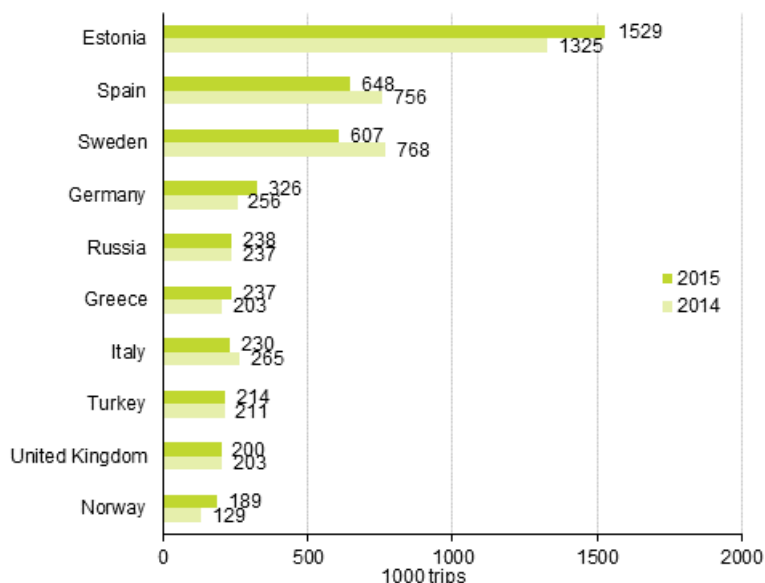
The development for Sweden was reversed. Overnight cruises to Sweden increased, while same-day trips and trips with overnight stay in the destination country decreased. Good one-fifth of same-day trips to Sweden were same-day cruises. Among other Nordic countries, Denmark and particularly Norway also increased their popularity among Finnish residents.

Trips to Russia with overnight stay in the destination country remained on level with the year before, but the number of same-day trips went down considerably from one year back.

Trips to Spain and especially to the Canary Islands diminished. In contrast, Finns travelled more and more to Greece and Portugal. Germany also increased its popularity for Finns. In addition to Germany, interesting destinations in Western and Eastern Europe were the Czech Republic, Poland, Switzerland and France.

The number of trips heading outside Europe increased in Asia. Fewer trips than in the year before were made to the favourite destination in Asia, Thailand, but the United Arab Emirates became more popular.

**Finnish residents' most popular destinations for leisure trips with overnight stay in the destination country in 2015 and 2014**



Eight per cent more domestic trips with paid accommodation were made than one year earlier. One-fifth of these trips were made to the region of Uusimaa.

Lapland lost popularity, but trips to North Ostrobothnia increased by 12 per cent. Compared with the previous year, nights spent at hotels increased by ten per cent and nights spent at rented cottages by three 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.

The number of business trips in Finland decreased slightly but business travel abroad was roughly on level with the previous year.

Leisure trips of an average Finn in 2015:

- 1.4 domestic leisure trips with paid accommodation,
- 1.4 trips abroad that included overnight stay in the country of destination,
- 0.4 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, 15,353 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 2015 are based on 1,235 interviews.

Additional tables are found in the [StatFin](#) database.

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# 1. Trips abroad

## 1.1. Norway became a new favourite for Finns

In 2015, Finns made 8,137,000 leisure trips abroad, which is three per cent more than in 2014. Trips with overnight stay in the destination country grew in total by five per cent from the year before. The number of trips with at least four nights spent in the destination country remained at the same level, while short trips with one to three nights spent in the destination country increased by ten per cent.

Same-day cruises increased by four per cent from the previous year. Same-day trips mainly by car to the neighbouring countries went down by 11 per cent from the year before. The number of cruises with overnight stay on board decreased by five per cent from the previous year.

In 2015, a total of 2,480,000 leisure trips were made to Estonia, which represented 30 per cent of all leisure trips. Trips to Estonia that included overnight stay in the country of destination increased by 15 per cent and day cruises by 14 per cent. By contrast, the number of overnight cruises went down by 21 per cent. Trips were made to Estonia mostly in July, when the number of leisure trips to our southern neighbour rose to over 300,000.

Sweden was the second most popular travel destination for Finns in our neighbouring areas with 1,480,000 leisure trips. The number of overnight cruises to Sweden increased by five per cent, but trips with overnight stay in the destination country decreased by 21 per cent and same-day trips by 25 per cent. The favourite time to travel to Sweden was in April and in July.

In addition to leisure trips, Finns also travel to Sweden to meet relatives and friends. In 2015, these types of trips covered around 15 per cent of trips to Sweden.

Among the Nordic countries Norway and Denmark also increased their popularity as destinations for Finns in 2015. As many as 209,000 leisure trips were made to Norway and 91,000 to Denmark. Trips to Norway that included overnight stay in the country of destination increased by 47 per cent and trips to Denmark by 41 per cent.

A change took place in travel to Russia already in 2014, because leisure trips with overnight stay in the destination country decreased by 25 per cent from the previous year. In 2015, the decrease halted and the number of trips remained the same as in 2014. In contrast, same-day trips went down during 2015 and 25 per cent fewer of them were made than one year earlier. Of leisure trips to Russia, 23 per cent were trips to meet relatives and friends.

## 1.2. Central Europe enticed Finnish tourists

Central Europe increased its popularity in 2015 and the number of trips there went up by 17 per cent. Germany became the most popular country in the area and the number of trips headed there was 326,000. Trips to Great Britain were on level with the year before. In contrast, the Czech Republic, Poland, Switzerland and France took a bigger bite of Finnish tourists than in the year before.

Spain is a long-time favourite of Finns, and it has been the third most popular destination for leisure trips for years as was also the case in 2015. However, the number of trips to Spain declined from 2014. A total of 273,000 trips were made to the Canary Islands, which is 21 per cent fewer than in the previous year. In all, 375,000 trips were headed to Continental Spain and the Balearic Islands, which is eight per cent down on the year before.

Trips to the Canary Islands are mainly taken during the winter season but Continental Spain attracts Finnish travellers throughout the year. For a long time, the number of trips made to the Canary Islands and Continental Spain remained more or less the same per year, but since 2012, trips to Continental Spain have outstripped those made to the Canary Islands.

Other northern Mediterranean countries also attracted Finnish residents. In total, 1.2 million leisure trips were made to the Mediterranean in Europe in 2015.

Of Mediterranean countries, Turkey and Greece are also among the ten most popular holiday destinations for Finns. Trips are made to these two countries mainly from spring to autumn and most trips to Turkey and Greece are conventional package tours. The number of trips to Greece increased by 17 per cent from the year before, but trips to Turkey were unchanged from the previous year.

Of southern European countries, Portugal increased its popularity a great deal, and the number of trips there grew by as much as 46 per cent.

Asia's popularity grew in 2015, and 39 per cent more trips were made there than one year earlier. However, the number of trips to the usual favourite country, Thailand, went down by eight per cent. In turn, the number of trips to the United Arab Emirates grew considerably.

The American continent is also falling in popularity. The United States, which was growing strongly in 2014, now lost travellers, and the number of trips there went down by 24 per cent.

### 1.3. Taking a boat abroad

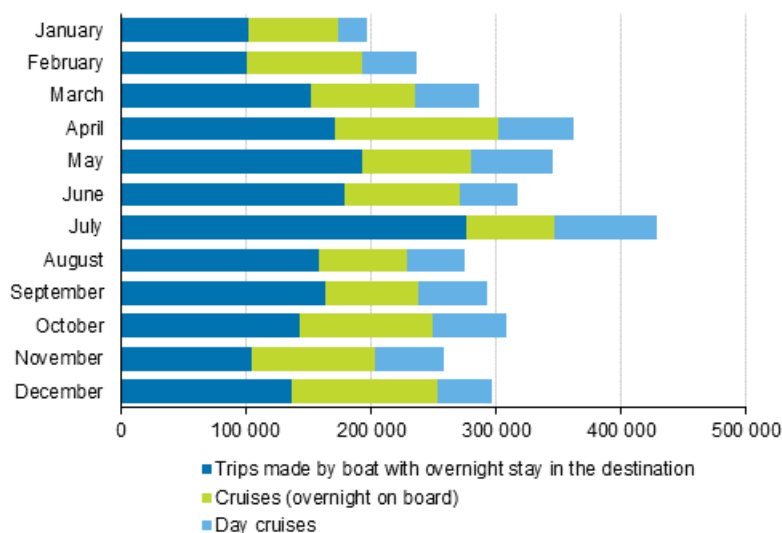
Altogether 3,604,000 various leisure trips were made abroad by boat last year, which is more or less the same as one year before. Of all leisure trips abroad, 44 per cent were made on boats. Of the trips made by boat, 98 per cent were made to Estonia or Sweden.

In 2015, Finns made 1,887,000 trips with overnight stay in the destination country where a boat was used as the means of travel. Compared with 2014, the number of these trips grew by five per cent. A total of 1,091,000 overnight cruises and 627,000 day cruises were made. The number of overnight cruises decreased by five per cent but day cruises increased by four per cent 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, 63 per cent were made by boat, 24 per cent by air, and 12 per cent by passenger car.

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

**Number of leisure trips abroad made by boat by month in 2015**



### 1.4. Number of business trips abroad went up by slightly from the previous year

In 2015, business and professional trips abroad involving overnighing in the destination country numbered 1.6 million. The number of these business trips was on level with 2014. Most business trips abroad with overnight stay were made to Sweden, Estonia, Germany and Great Britain. The number of business trips was 251,000 to Sweden, 195,000 to Estonia, 211,000 to Germany, and 104,000 to Great Britain.

Work-related same-day trips abroad made during 2015 numbered 229,000, or 47 per cent more than in 2014. A total of 62,000 work-related cruises were made abroad, which is 44 per cent fewer than in the year before.

## 2. Domestic trips

### 2.1. Domestic trips including paid accommodation increased from the previous year

In 2015, some 6.4 million leisure trips were made in Finland during which paid accommodation services, such as hotels, camping sites or rented cottages, were used at least once. The number was up by eight per cent, or 481,000 trips, from the year before.

Examined by age group, Finns approaching retirement age travelled most eagerly in domestic hotels and rented cottages, because they increased their trips with paid accommodation by 26 per cent during 2015.

Finns' favourite holiday destinations in Finland were Uusimaa, Pirkanmaa and North Ostrobothnia. Trips to Uusimaa numbered 1.2 million, or 19 per cent of all trips with paid accommodation. Eleven per cent of trips were headed to Pirkanmaa and ten per cent to North Ostrobothnia. Fewer trips were made to Lapland than one year before.

However, Lapland attracted tourists around the year and the most popular time to travel there was in March to April to enjoy spring skiing. When travelling in the rest of Finland, the most popular times were February and summer months. Fifteen per cent of trips with paid accommodation in Finland were made in July.

Big towns interested Finnish travellers, as 904,000 trips were headed to Helsinki, 530,000 to Tampere, and 410,000 to Turku.

In Finland, passenger cars were the most usual means of travel as nearly 80 per cent of trips were made with passenger cars. Travelling by bus was slightly more popular than in the year before. Train and airplane as means of travel were as popular as one year earlier.

The number of nights spent during domestic leisure trips involving paid accommodation totalled 15.2 million, which was five per cent more than in 2014. Of overnight stays, 64 per cent took place in hotels, holiday villages and camping sites, and 34 per cent in rented cottages. Compared with the previous year, nights spent at hotels increased by ten per cent and nights spent at rented cottages by three per cent. In contrast, nights spent at camping sites dropped by 14 per cent.

### 2.2. Trips with free accommodation to big towns

Around 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 remained almost at the same level as in the previous year.

Of the trips with free accommodation, 3.3 million were made to Uusimaa, and 45 per cent of these to Helsinki. In all, 2.0 million of trips with free accommodation were made to Pirkanmaa and 49 per cent of these to Tampere. A total of 1.7 million trips were made to Varsinais-Suomi and 37 per cent of them to Turku. Trips with free accommodation to North Ostrobothnia numbered 1.6 million.

The high season for trips with free accommodation was also the summer months, as one-third of trips with free accommodation in 2015 were made in June to August.

### 2.3. Domestic business trips diminished

A total of 3.4 million business trips with overnight stays were made in Finland in 2015. Six per cent fewer domestic business trips were made than in 2014.

Domestic business trips are typically very short. Fifty-nine per cent of the trips only last for one night and 33 per cent for two to three nights.

Domestic business trips are usually made by passenger car, as 62 per cent of the trips are made driving one's car. Nineteen per cent of business trips are made by train and 11 per cent by plane.



## 3. Travel reservations

### 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, the majority had made the reservation online.

For leisure trips with paid accommodation in Finland, 65 per cent of the accommodation was reserved through the Internet. Ninety-seven per cent of domestic flights and 86 per cent of train journeys were reserved online.

Eighty-two 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 74 per cent.

Of cruises with overnight stay on board, 72 per cent were reserved on the Internet.

### 3.2. Nearly one-third of leisure trips 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, 29 per cent were package tours. In 2015, altogether 1.8 million package tours were made abroad, which is six per cent lower than one year earlier.

In 2015, the most popular package tour destinations were Greece, the Canary Islands and Turkey. Of trips made to Greece, 86 per cent were package tours and of trips made to Turkey, 68 per cent. People also favour package tours when travelling to the Canary Islands since as many as 80 per cent of the trips there were package tours. Only 17 per cent of the trips to Continental Spain or the Balearic Islands were package tours.

Of the 1.5 million leisure trips to Estonia, which included at least one overnight stay in the destination country, 41 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, 18 per cent were package tours, for those aged 45 to 64 altogether 35 per cent were package tours, and for those aged 65 to 84 a total of 48 per cent were package tours.

Package tours are not as popular in domestic travel as they are when travelling abroad. Of the 6.4 million domestic trips including paid accommodation, only 3.4 per cent were package tours. Fourteen per cent of trips to Uusimaa, thirteen per cent to Lapland and eight per cent to Pirkanmaa 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. Numbers of trips have changed much in ten years

In 2005, Finns aged between 15 and 74 made 4.6 million domestic leisure trips with paid accommodation and one decade later in 2015, the corresponding number of trips for persons aged 25 to 84 was 5.5 million. In ten years, the number of trips has gone up by nearly one-fifth.

A decade ago, Finns aged 15 to 74 made 3.1 million trips abroad with overnight stay in the destination country. In 2015, the corresponding number of trips for persons aged 25 to 84 was 5.4 million. The number of trips has increased by 75 per cent in ten years.

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 2005, were aged 25 to 44 in 2015. In these age groups, the numbers of trips with overnight stay both in Finland and abroad have increased exponentially.

Those, who were aged 55 to 64 a decade ago, reached retirement age by 2015. This age group increased their trips abroad with overnight stay by one quarter. For this age group, domestic trips with paid accommodation decreased by 15 per cent 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 2005 and 2015, 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 2005	<b>Trips in 2005</b>			
15 to 24	538,000	4,697,000	413,000	253,000
25 to 34	761,000	4,853,000	489,000	224,000
35 to 44	1,069,000	3,897,000	589,000	298,000
45 to 54	1,109,000	3,796,000	641,000	285,000
55 to 64	804,000	3,816,000	657,000	347,000
65 to 74	356,000	1,664,000	324,000	163,000
<b>15 to 74 trips total</b>	<b>4,637,000</b>	<b>22,723,000</b>	<b>3,112,000</b>	<b>1,570,000</b>
Age group 2015	<b>Trips in 2015</b>			
25 to 34	995,000	4,078,000	1,038,000	180,000
35 to 44	1,288,000	2,642,000	1,104,000	184,000
45 to 54	1,266,000	2,617,000	1,216,000	154,000
55 to 64	1,066,000	3,029,000	1,106,000	141,000
65 to 74	682,000	2,332,000	815,000	215,000
75 to 84	197,000	724,000	160,000	77,000
<b>25 to 84 trips total</b>	<b>5,495,000</b>	<b>15,422,000</b>	<b>5,439,000</b>	<b>952,000</b>
Age group 2015	<b>Change (2005/2015), %</b>			
25 to 34	85	-13	151	-29
35 to 44	69	-46	126	-18
45 to 54	18	-33	107	-48
55 to 64	-4	-20	72	-50
65 to 74	-15	-39	24	-38
75 to 84	-45	-56	-51	-53
<b>25 to 84 total</b>	<b>18</b>	<b>-32</b>	<b>75</b>	<b>-39</b>

## 5. Ninety-one per cent of Finns made at least one trip in 2015

During 2015, 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 96 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 2015.

In 2015, around 2.3 million Finnish residents aged 15 to 84 made at least one leisure trip in Finland with paid accommodation. This is 52 per cent of all those belonging to the age group. Equally many, or 52 per cent of all those belonging to the age group also made at least one leisure trip abroad, which involved staying overnight in the destination country.

A 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, 35 per cent said they did not like to travel, 32 per cent said that medical reasons prevented them from travelling, and 16 per cent did not travel for economic reasons. Among the survey respondents, the economic situation as the reason for giving up leisure trips has remained almost unchanged in the past three years.

# Appendix tables

**Appendix table 1. Overnight stay trips by Finnish residents in 2005 to 2015**

Type of trip				2005	2008	2009	2010 <sup>1)</sup>	2011	2012 <sup>1)</sup>	2013	2014	2015		
				1,000 trips										
<b>Trips, total</b>				<b>36,832</b>	<b>36,943</b>	<b>36,847</b>	<b>41,164</b>	<b>42,835</b>	<b>39,969</b>	<b>39,042</b>	<b>37,574</b>	<b>38,060</b>		
Leisure	Domestic	Total	Total	27,360	27,137	27,523	30,694	31,199	26,771	26,528	25,209	25,721		
			1-3 nights	22,878	22,542	22,525	25,239	25,563	21,483	21,220	20,070	20,501		
			4 or more nights	4,483	4,596	4,998	5,455	5,636	5,288	5,308	5,139	5,221		
		Paid accommodation	Total	4,637	5,080	5,228	5,926	5,816	6,380	6,553	5,892	6,372		
			1-3 nights	3,550	3,927	3,964	4,705	4,522	5,064	5,179	4,688	5,098		
			4 or more nights	1,087	1,153	1,264	1,221	1,294	1,316	1,374	1,204	1,274		
		Free accommodation	Total	22,723	22,057	22,295	24,768	25,383	20,391	19,974	19,317	19,349		
			1-3 nights	19,328	18,615	18,561	20,534	21,041	16,419	16,040	15,382	15,402		
			4 or more nights	3,396	3,443	3,734	4,234	4,342	3,972	3,934	3,935	3,947		
	Abroad	Total	Total	4,682	4,591	4,858	5,431	5,890	7,104	6,986	7,031	7,247		
			1-3 nights	2,721	2,398	2,541	2,947	3,197	3,576	3,601	3,429	3,603		
			4 or more nights	1,961	2,193	2,317	2,484	2,694	3,528	3,385	3,601	3,645		
		Overnight stay in destination country	Total	3,112	3,328	3,596	3,974	4,293	5,836	5,719	5,881	6,156		
			1-3 nights	1,151	1,135	1,279	1,490	1,600	2,308	2,335	2,280	2,512		
			4 or more nights	1,961	2,193	2,317	2,484	2,694	3,528	3,385	3,601	3,645		
		Cruises	Total	1,570	1,263	1,262	1,457	1,597	1,268	1,266	1,150	1,091		
		Business	Domestic	Total	Total	3,571	3,953	3,492	3,837	4,362	4,144	3,952	3,636	3,435
					1-3 nights	3,248	3,599	3,168	3,485	3,945	3,768	3,688	3,334	3,141
4 or more nights	323				354	324	351	417	375	264	302	294		
Abroad	Total			1,219	1,262	974	1,202	1,384	1,951	1,577	1,698	1,657		
	1-3 nights			892	898	657	860	981	1,349	1,094	1,223	1,097		
	4 or more nights			327	365	318	342	402	602	482	475	560		

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 2015**

Destination		Duration of trip		Total	Average duration
		1-3 nights	4 or more nights		
		1,000 trips		Nights	
<b>Trips, total</b>		<b>2,512</b>	<b>3,645</b>	<b>6,156</b>	<b>6,6</b>
<b>Nordic countries</b>	<b>Total</b>	<b>538</b>	<b>356</b>	<b>893</b>	<b>4,0</b>
	Denmark	..	..	86	3,8
	Norway	67	122	189	6,2
	Sweden	422	185	607	3,3
<b>Russia and Baltic countries</b>	<b>Total</b>	<b>1,507</b>	<b>328</b>	<b>1,834</b>	<b>2,8</b>
	Estonia	1,268	261	1,529	2,8
	Russian Federation	188	..	238	2,8
<b>Western and Eastern Europe</b>	<b>Total</b>	<b>398</b>	<b>853</b>	<b>1,251</b>	<b>6,0</b>
	Austria	..	..	55	6,6
	Czech Republic	..	53	90	4,0
	France	..	148	181	8,1
	Germany	129	197	326	6,1
	Hungary	..	54	82	5,7
	Netherlands	..	..	72	5,4
	Poland	..	62	89	4,8
	Switzerland	..	..	61	5,9
	United Kingdom	73	127	200	5,5
<b>Southern Europe and East Mediterranean countries</b>	<b>Total</b>	<b>61</b>	<b>1,515</b>	<b>1,576</b>	<b>9,7</b>
	Spain (without Canary Islands)	..	353	375	12,4
	Spanish Canary Islands	..	270	273	9,9
	Croatia	..	..	54	6,4
	Greece	..	234	237	8,6
	Italy	..	211	230	7,7
	Portugal	..	101	104	8,7
	Turkey	..	214	214	8,5
<b>America</b>	<b>Total</b>	<b>..</b>	<b>180</b>	<b>180</b>	<b>16,5</b>
	United States	..	119	119	13,8
<b>Africa</b>	<b>Total</b>	<b>..</b>	<b>..</b>	<b>..</b>	<b>..</b>
<b>Asia and Oceania</b>	<b>Total</b>	<b>..</b>	<b>380</b>	<b>384</b>	<b>15,2</b>
	Thailand	..	125	125	15,6
	United Arab Emirates	..	96	99	9,4
<b>Trips with overnights in 1 country</b>		<b>2,486</b>	<b>3,272</b>	<b>5,758</b>	<b>6,1</b>
<b>Trips with overnights in 2 or more countries (excluding Finland)</b>		<b>..</b>	<b>372</b>	<b>398</b>	<b>14,2</b>

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 2015**

Destination		Total	Overnight in destination country	Cruises, overnight on board only	Same-day visits (incl. day cruises)
		1,000 trips			
<b>Trips, total</b>		<b>1,886</b>	<b>1,595</b>	<b>62</b>	<b>229</b>
<b>Nordic countries</b>	<b>Total</b>	<b>532</b>	<b>360</b>	<b>..</b>	<b>124</b>
	Denmark	79	56	..	..
	Norway	56	..	..	..
	Sweden	393	251	..	94
<b>Russia and Baltic countries</b>	<b>Total</b>	<b>381</b>	<b>298</b>	<b>..</b>	<b>69</b>
	Estonia	262	195	..	53
	Russian Federation	71	71	..	..
<b>Western and Eastern Europe</b>	<b>Total</b>	<b>622</b>	<b>586</b>	<b>..</b>	<b>..</b>
	France	62	62	..	..
	Germany	236	211	..	..
	United Kingdom	108	104	..	..
<b>Southern Europe and East Mediterranean countries</b>	<b>Total</b>	<b>148</b>	<b>148</b>	<b>..</b>	<b>..</b>
<b>America</b>	<b>Total</b>	<b>98</b>	<b>98</b>	<b>..</b>	<b>..</b>
	United States	61	61	..	..
<b>Africa</b>	<b>Total</b>	<b>..</b>	<b>..</b>	<b>..</b>	<b>..</b>
<b>Asia and Oceania</b>	<b>Total</b>	<b>94</b>	<b>94</b>	<b>..</b>	<b>..</b>

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 2015 and its change**

Destination		Leisure trips					Business trips	
		Visiting friends or relatives	Holiday	Other personal reason	Leisure trips, total	Year-on-year change (2014/2015)	Business trips, total	Year-on-year change (2014/2015)
		1,000 trips				%	1,000 trips	%
<b>Trips, total</b>		<b>996</b>	<b>6,643</b>	<b>497</b>	<b>8,137</b>	<b>2,6</b>	<b>1,886</b>	<b>1,7</b>
<b>Nordic countries</b>	<b>Total</b>	<b>262</b>	<b>1,435</b>	<b>96</b>	<b>1,793</b>	<b>-5,2</b>	<b>532</b>	<b>-12,1</b>
	Denmark	..	73	..	91	49,8	79	-26,7
	Norway	..	188	..	209	38,4	56	71,0
	Sweden	227	1,168	85	1,480	-10,7	393	-13,3
<b>Russia and Baltic countries</b>	<b>Total</b>	<b>250</b>	<b>2,417</b>	<b>244</b>	<b>2,912</b>	<b>5,0</b>	<b>381</b>	<b>-4,0</b>
	Estonia	164	2,144	173	2,480	8,0	262	-5,9
	Latvia	..	..	..	50	6,8	..	..
	Russian Federation	82	219	60	361	-8,6	71	-12,3
<b>Western and Eastern Europe</b>	<b>Total</b>	<b>220</b>	<b>948</b>	<b>84</b>	<b>1,251</b>	<b>17,3</b>	<b>622</b>	<b>10,7</b>
	Austria	..	..	..	55	-1,1	..	..
	Czech Republic	..	82	..	90	51,1	..	..
	France	..	155	..	181	10,6	62	4,0
	Germany	61	235	..	326	27,3	236	40,1
	Hungary	..	68	..	82	-14,8	..	..
	Netherlands	..	..	..	72	150,3	..	..
	Poland	..	78	..	89	15,7	..	..
	Switzerland	..	..	..	61	12,8	..	..
	United Kingdom	..	155	..	200	-1,1	108	-2,8
<b>Southern Europe and East Mediterranean countries</b>	<b>Total</b>	<b>126</b>	<b>1,388</b>	<b>67</b>	<b>1,580</b>	<b>-3,7</b>	<b>148</b>	<b>8,3</b>
	Spain (without Canary Islands)	..	310	..	375	-8,2	..	..
	Canary Islands	..	253	..	273	-21,3	..	..
	Croatia	..	..	..	54	-21,0	..	..
	Greece	..	222	..	237	16,5	..	..
	Italy	..	199	..	234	-11,5	..	..
	Portugal	..	82	..	104	45,7	..	..
	Turkey	..	208	..	214	1,2	..	..
<b>America</b>	<b>Total</b>	<b>55</b>	<b>125</b>	<b>..</b>	<b>180</b>	<b>-15,5</b>	<b>98</b>	<b>11,2</b>
	United States	..	73	..	119	-24,1	61	-15,8
<b>Africa</b>	<b>Total</b>	<b>..</b>	<b>..</b>	<b>..</b>	<b>..</b>	<b>..</b>	<b>..</b>	<b>..</b>
<b>Asia and Oceania</b>	<b>Total</b>	<b>69</b>	<b>307</b>	<b>..</b>	<b>384</b>	<b>38,8</b>	<b>94</b>	<b>56,4</b>
	Thailand	..	117	..	125	-8,1	..	..
	United Arab Emirates	..	87	..	99	427,9	..	..

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 2015**

Type of trip		Means of booking the transport			Booked transport	
		Via Internet	By other means	Unknown	Total	
		Share, % <sup>1)</sup>			1,000 trips	
<b>Trips, total</b>		<b>80</b>	<b>13</b>	<b>7</b>	<b>13,973</b>	
Leisure	Domestic	Total	83	14	3	3,680
		Airplane or helicopter	97	2	1	325
		Boat, ferry	69	16	15	63
		Train	86	13	1	1,928
		Bus or coach	79	17	4	1,309
	Abroad	Total	82	13	5	7,353
		Airplane or helicopter	91	6	2	3,707
		Boat, ferry	74	18	9	3,513
		Train	74	26	..	60
		Bus or coach	26	74	..	70
Business	Domestic	Total	75	11	14	1,161
		Airplane or helicopter	79	5	16	353
		Train	83	9	8	595
		Bus or coach	38	30	32	176
	Abroad	Total	69	12	19	1,779
		Airplane or helicopter	70	13	17	1,422
		Boat, ferry	66	11	23	314

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 2015**

Type of trip		Booking of accommodation			Booked accommodation
		Via Internet	By other means	Unknown	Total
		Share, % <sup>1)</sup>			1,000 trips
<b>Trips, total</b>		<b>69</b>	<b>23</b>	<b>9</b>	<b>15,855</b>
Leisure	Domestic leisure trips in paid accommodation	65	29	6	5,946
	Cruises abroad, overnights on board	72	19	10	1,049
	Leisure trips abroad, overnight stay in destination country	82	14	4	4,638
Business	Domestic	53	30	17	2,713
	Abroad	66	15	19	1,510

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 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 45 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 2015**

Type of trip	N	Sum	Standard deviation	95% Confidence Limit for Sum	
				Lower	Upper
1,000 trips					
Domestic leisure trips with paid accommodation	1,808	6,372	139	6,100	6,645
Domestic leisure trips with free accommodation	5,362	19,349	187	18,983	19,715
Domestic business and professional trips	963	3,435	104	3,230	3,639
Same-day leisure trips abroad (incl. day cruises)	256	889	56	781	998
Leisure cruises abroad	313	1,091	62	970	1,212
Leisure trips abroad, overnight in country of destination	1,738	6,156	137	5,889	6,424
Business and professional trips abroad	516	1,886	80	1,729	2,043

**Table 2. Confidence Limits of persons by travelling activity in year 2015**

Travelling activity	N	Sum	Standard deviation	95% Confidence Limit for Sum	
				Lower	Upper
1,000 persons					
Did't make leisure trips with overnight stay	129	416	34	349	483
Made leisure trips with overnight stay	1,106	4,036	34	3,969	4,103
Made domestic leisure trips with paid accommodation	624	2,304	62	2,182	2,425
Made same-day leisure trips abroad (incl. day cruises)	297	1,123	55	1,015	1,231
Made leisure cruises abroad	326	1,226	57	1,115	1,337
Made leisure trips abroad with paid accommodation, overnight in country of destination	631	2,335	62	2,214	2,457
Made business and professional trips, domestic and abroad	278	1,053	51	952	1,154

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.

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Source: Finnish Travel, Statistics Finland