

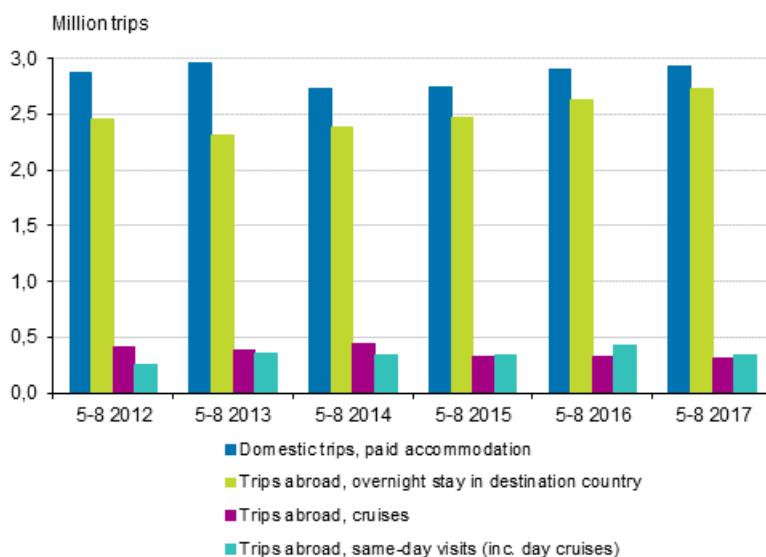
# Finnish Travel

2017, Summer (1 May to 31 Aug 2017)

## Finns travelled in the home country as well as to Southern Europe in the summer of 2017

According to Statistics Finland's preliminary data, the number of trips made by Finnish residents remained unchanged in May to August 2017 compared with the previous year in both Finland and abroad. However, particularly in July, Finnish residents travelled to Southern Europe more than one year ago. On the other hand, the number of trips with overnight stay to Estonia was lower than in the previous summer.

### Finns' leisure trips by type of trip in May to August 2012 to 2017\* (excl. domestic trips with free accommodation)



In the second four months of 2017, Finnish residents aged 15 to 84 made 16.2 million trips when domestic and foreign leisure trips, as well as business and professional trips are included. In addition to trips with overnight stay, same-day trips abroad are also included in the number of trips.

Altogether 11.3 million domestic leisure trips with overnight stay were made in the May to August period. In all, 8.4 million of them were trips with free accommodation, which is the same as in May to August

2016. Leisure trips with overnight stay at paid accommodation numbered 2.9 million and their most population destinations were Uusimaa, Pirkanmaa and Varsinais-Suomi. Uusimaa kept its top position as the region of travel in summer. The number of domestic trips with paid accommodation was equal to that in May to August of the previous year.

As expected, July was the most popular month for travelling in Finland in the summer season, as then, 1.1 million domestic trips with paid accommodation and 2.6 million trips with free accommodation were made. Seventeen per cent of these trips made in July were headed to Uusimaa.

In all, 3.4 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. A total of 2.7 million leisure trips abroad included overnight stay in the destination country. In all, 0.3 million cruises with overnight stay on board only were made. Nearly all cruises were made to Sweden or Estonia. In May to August, 0.3 million same-day leisure trips were also made. Two-thirds of them were same-day cruises to Estonia.

In summer, leisure trips were made mostly by air or boat. The number of trips by sea was 1.4 million and that of trips by air was 1.5 million. A total of 0.3 million trips were made by car outside the borders of Finland.

July was also the most popular month for travelling abroad during summer. Trips with overnight stay in the destination country grew in total by 20 per cent from July 2016. Trips to Southern Europe increased by over 60 per cent compared with last year's July. An all-time record number of trips were made to the beaches of the Mediterranean in this year's July, 230,000.

Leisure trips to Estonia decreased from summer 2016. Trips with overnight stay in the destination country to our southern neighbour numbered 640,000, overnight cruises 130,000 and same-day cruises 230,000. Same-day cruises increased from the corresponding period last year, while overnight cruises remained unchanged and trips including overnight stay in the destination country went down.

Leisure trips to Sweden also decreased slightly from summer 2016. The number of trips with overnight stay in the destination country to our western neighbour was 380,000 and overnight cruises 190,000 in summer.

Leisure trips to Russia also declined from the corresponding period of the previous year.

Leisure trips made to Central Europe increased. The number of trips made to western Central Europe was 330,000, of which 110,000 headed to the United Kingdom. The number of trips made to eastern Central Europe was 210,000.

From last summer's cool and often rainy weather in Finland, trips were also made to Southern European destinations with more likely sunshine. A total of 610,000 trips were made to record hot northern Mediterranean countries, which figure was considerably higher than in May to August 2016. The number of trips to Mediterranean favourites, Spain, Italy and Greece, increased by over 20 per cent from the corresponding period in 2016.

Trips with overnight stay in the destination country rose in total slightly more than in last year's May to August period. One-quarter of these trips with overnight stay in the destination country were package tours.

Package tours are no more popular in summer than in any other time of the year. Forty per cent of trips to Estonia with overnight stay in the destination country were package tours. Of trips made to Greece, 81 per cent were package tours. In contrast, only a small part of the trips to Spain and Italy were package tours. Twelve per cent of trips to Spain and 25 per cent of those to Italy were package tours.

Although two in three holiday nights abroad were spent in hotels, people also stay with friends and relatives particularly in summer, because one in six holiday nights spent abroad were at friends and relatives.

Leisure travel is clearly livelier in the summer season than in other times of the year. Considerably more domestic trips with paid accommodation are made during summer, as well as domestic overnight trips with free accommodation. When travelling abroad, the number of trips with overnight stay in the destination country also increased but no peak is visible in the number of cruises and same-day trips during summer, as they are popular all year round.

In addition to leisure trips, close to one 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 0.6 million. Domestic business trips went down, but business trips abroad increased from the corresponding period last year.

These data derive from Statistics Finland's Finnish Travel survey for which altogether 4,709 Finnish residents aged 15 to 84 were interviewed in June, July, August and September.

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**Appendix table 1.1. Trips of Finnish residents and changes in them in May to August 2017\***

Type of trip			May	June	July	August	May-August, total	Year-on-year change, % 5-8/2017* - 5-8/2016
			1,000 trips					
<b>Trips, total</b>			<b>3,390</b>	<b>4,130</b>	<b>4,960</b>	<b>3,760</b>	<b>16,240</b>	<b>0</b>
Leisure	Domestic	Total	2,090	2,830	3,650	2,730	11,310	0
		Paid accommodation	460	630	1,090	740	2,920	1
		Free accommodation	1,630	2,200	2,560	1,990	8,380	0
	Abroad	Total <sup>1)</sup>	740	860	1,080	690	3,370	0
		Overnight stay in destination country	560	630	940	590	2,720	3
		Cruises	..	120	..	..	320	-4
		Same-day visits (inc. day cruises)	..	110	..	..	340	-20
Business	Domestic	Total	340	250	150	200	950	-4
	Abroad	Total <sup>1)</sup>	220	190	..	140	620	18

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.

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

**Appendix table 1.2. Trips of Finnish residents in May to August 2012-2017\***

Type of trip			May-August					
			2012	2013	2014	2015	2016	2017*
			1,000 trips					
<b>Trips, total</b>			<b>16,480</b>	<b>16,150</b>	<b>15,880</b>	<b>15,390</b>	<b>16,190</b>	<b>16,240</b>
Leisure	Domestic	Total	11,750	11,500	11,180	10,650	11,300	11,310
		Paid accommodation	2,870	2,960	2,720	2,750	2,900	2,920
		Free accommodation	8,880	8,540	8,450	7,900	8,400	8,380
	Abroad	Total <sup>1)</sup>	3,110	3,040	3,170	3,130	3,380	3,370
		Overnight stay in destination country	2,460	2,310	2,390	2,470	2,630	2,720
		Cruises	410	380	440	320	330	320
		Same-day visits (inc. day cruises)	250	350	340	340	420	340
Business	Domestic	Total	1,070	1,140	1,000	1,020	980	950
	Abroad	Total <sup>1)</sup>	560	470	520	580	520	620

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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 2015-2017\***

Destination region	Trips with paid accommodation			Trips with free accommodation			Domestic leisure trips, total		
	5-8/2015	5-8/2016	5-8/2017*	5-8/2015	5-8/2016	5-8/2017*	5-8/2015	5-8/2016	5-8/2017*
	1,000 trips			1,000 trips			1,000 trips		
<b>Trips, total</b>	<b>2,750</b>	<b>2,900</b>	<b>2,920</b>	<b>7,900</b>	<b>8,400</b>	<b>8,380</b>	<b>10,650</b>	<b>11,300</b>	<b>11,310</b>
Uusimaa	480	480	550	990	1,120	1,320	1,470	1,600	1,860
Varsinais-Suomi	340	240	270	670	650	720	1,010	890	990
Satakunta	..	..	150	300	280	310	350	370	460
Kanta-Häme	..	..	..	220	240	320	280	310	410
Pirkanmaa	280	280	380	900	870	840	1,180	1,160	1,220
Päijät-Häme	..	110	..	390	460	340	450	570	430
Kymenlaakso	..	..	..	250	320	310	290	390	390
South Karelia	..	..	..	250	240	240	310	330	310
Etelä-Savo	170	180	170	500	600	630	670	780	800
Pohjois-Savo	190	150	140	500	490	520	690	640	650
North Karelia	100	..	110	220	340	360	320	420	470
Central Finland	170	220	110	700	700	610	870	910	730
South Ostrobothnia	140	140	150	310	450	310	450	590	460
Ostrobothnia	..	..	..	230	160	190	310	170	250
Central Ostrobothnia	..	..	..	100	100	110	120	120	140
North Ostrobothnia	200	270	190	700	700	610	910	980	800
Kainuu	..	120	..	190	180	210	280	300	300
Lapland	160	200	170	470	450	340	630	650	510
Åland	..	..	..	..	..	..	..	100	110

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.

**Appendix table 3. Means of transport used on domestic trips in May to August 2015-2017\***

Means of transport	Leisure			Business		
	5-8/2015	5-8/2016	5-8/2017*	5-8/2015	5-8/2016	5-8/2017*
	1,000 trips			1,000 trips		
<b>Trips, total</b>	<b>10,650</b>	<b>11,300</b>	<b>11,310</b>	<b>1,020</b>	<b>980</b>	<b>950</b>
Passenger car	8,830	9,240	9,160	670	650	630
Coach	590	740	870	..	..	..
Train	960	890	990	190	200	140
Aeroplane	100	..	..	..	..	..
Other	280	340	230	..	..	..

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.

**Appendix table 4. Leisure trips abroad (overnight in destination country) by destination in May to August 2015-2017\***

		5-8/2015		5-8/2016		5-8/2017*	
		1,000 trips	Share, %	1,000 trips	Share, %	1,000 trips	Share, %
<b>Trips total</b>		<b>2,470</b>	<b>100</b>	<b>2,630</b>	<b>100</b>	<b>2,720</b>	<b>100</b>
Nordic countries	Total	450	18	550	21	590	22
	Norway	120	5	100	4	110	4
	Sweden	280	12	380	14	380	14
Russia and Baltic countries	Total	770	31	930	35	820	30
	Estonia	640	26	740	28	640	24
	Russian Federation	100	4	130	5	120	4
Western and Eastern Europe	Total	520	21	510	19	550	20
	Western Central Europe	390	16	310	12	330	12
	Eastern Central Europe	130	5	190	7	210	8
	United Kingdom	..	..	100	4	110	4
Southern Europe and East Mediterranean countries	Total	630	25	550	21	680	25
	Spain (without Canary Islands)	160	6	140	6	200	7
	Greece	140	6	120	5	160	6
	Italy	120	5	110	4	110	4
	Turkey	110	4	..	..	..	..
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.

**Appendix table 5. Trips abroad by type of trip and destination in May to August 2015-2017\*<sup>1)</sup>**

Destination		Reason for trip abroad					
		5-8/2015		5-8/2016		5-8/2017*	
		Leisure trips, total	Business trips, total	Leisure trips, total	Business trips, total	Leisure trips, total	Business trips, total
		1,000 trips		1,000 trips		1,000 trips	
<b>Trips, total</b>		<b>3,130</b>	<b>580</b>	<b>3,380</b>	<b>520</b>	<b>3,370</b>	<b>620</b>
Nordic countries	Total	720	180	840	140	860	220
	Norway	130	..	110	..	130	..
	Sweden	540	110	650	100	630	130
Russia and Baltic countries	Total	1,170	120	1,390	140	1,210	110
	Estonia	990	..	1,080	100	990	..
	Russian Federation	150	..	240	..	150	..
Western and Eastern Europe	Total	520	180	510	130	550	210
	France	100	..	..	..	..	..
	Germany	130	..	..	..	..	..
	United Kingdom	..	..	100	..	110	..
Southern Europe and East Mediterranean countries	Total	630	..	550	..	680	..
	Spain (without Canary Islands)	160	..	140	..	200	..
	Greece	140	..	120	..	160	..
	Italy	120	..	110	..	110	..
	Turkey	110	..	..	..	..	..
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.

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

**Appendix table 6.1. Trips to Sweden and Estonia by type of trip in May to August 2015-2017\***

Type of trip		Estonia			Sweden		
		Trips 5-8/2015	Trips 5-8/2016	Trips 5-8/2017*	Trips 5-8/2015	Trips 5-8/2016	Trips 5-8/2017*
		1,000 trips			1,000 trips		
<b>Trips, total<sup>1)</sup></b>		<b>1,060</b>	<b>1,180</b>	<b>1,060</b>	<b>650</b>	<b>750</b>	<b>760</b>
Leisure	Total <sup>1)</sup>	990	1,080	990	540	650	630
	Overnight stay in destination country	640	740	640	280	380	380
	Cruises	120	130	130	190	190	190
	Same-day visits (inc. day cruises)	220	210	230	..	..	..
Business	Total <sup>1)</sup>	..	100	..	110	100	130

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.

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



**Appendix table 6.2. Trips to Sweden and Estonia by reason in May to August 2015-2017\***

Reason of trip		Estonia			Sweden		
		Trips 5-8/2015	Trips 5-8/2016	Trips 5-8/2017*	Trips 5-8/2015	Trips 5-8/2016	Trips 5-8/2017*
		1,000 trips			1,000 trips		
<b>Trips, total<sup>1)</sup></b>		<b>1 060</b>	<b>1 180</b>	<b>1,060</b>	<b>590</b>	<b>650</b>	<b>760</b>
Leisure	Total <sup>1)</sup>	990	1 080	990	470	480	630
	Visiting friends or relatives	..	..	..	..	..	170
	Holiday	870	970	860	370	340	390
	Other personal reason	..	..	..	..	..	..
Business	Total <sup>1)</sup>	..	100	..	130	170	130

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.

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

# Quality description: Finnish Travel 2016

## 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 48 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 2016**

Type of trip	N	Sum	Standard deviation	95% Confidence Limit for Sum	
				Lower	Upper
		1,000 trips			
Domestic leisure trips with paid accommodation	1,728	6,420	140	6,140	6,700
Domestic leisure trips with free accommodation	5,085	19,510	200	19,130	19,890
Domestic business and professional trips	999	3,860	120	3,640	4,090
Same-day leisure trips abroad (incl. day cruises)	274	980	60	860	1,090
Leisure cruises abroad	309	1,140	60	1,010	1,260
Leisure trips abroad, overnight in country of destination	1,625	6,100	140	5,820	6,380
Business and professional trips abroad	535	21,060	90	1,890	2,230

The results are presented at the accuracy of ten thousand. Prior to 2012, figures below 10,000 were not published, but they were entered as uncertain data. From 2012 to 2015, figures under 50,000 are entered as uncertain data. Starting from 2016, figures under 100,000 are entered as uncertain data.

## Timeliness and promptness of published data

Until 2011, data on the numbers of trips were published monthly four to five weeks from the end of the statistical reference month. From 2012 on, the preliminary data are released at four-month intervals four to seven weeks from the end of the period.

Annual data are published on the website of the Finnish Travel Survey three to four months after the end of the year.

## Accessibility and transparency/clarity of data

The data are published only on Statistics Finland's website. The annual Finnish Travel publication was produced as a printed copy until the statistical year 2008.

Annual data on trips are available by group of trips and destination area in the database service on the Internet. The time series by group of trips start from 1991 and by destination area from 2000.

## Comparability of statistics

The Finnish Travel Survey has been made regularly since 1991. From 1991 to 1994, Statistics Finland produced the Travel Survey on assignment of the Finnish Tourist Board. These years are mutually comparable, because uniform methods were used. In 1995, the survey was transferred completely to Statistics Finland. The content and methodological changes started in the same year had an effect on the comparability of data between 1995 and 1999. The data content and the calculation and data collection methods of the Travel Survey remained unchanged from 2000 to 2009. Due to changes made to the data collection in 2010 and 2012, the figures are not fully comparable with previous years.

Starting from the beginning of 2000, the survey has been made centrally together with the Consumer Survey. Prior to this, the data for the survey were collected in connection with those for Statistics Finland's Labour Force Survey, quarterly between 1996 and 1999 and before that three times a year.

In 2000, the maximum length of a trip changed from 90 to 365 days according to the guidelines of the World Tourism Organization (UNWTO). The fact that starting from the statistical reference year 2000, target persons have been asked about trips that ended during the survey period instead of trips that started, has also weakened the comparability of the data somewhat.

The data collection was changed in 2010 so that the survey period of the interview month was shortened from two months to one month, that is, the inquiry concerns only trips that ended during the month immediately before the interview month, instead of the two previous months as before. Previously, final data on the numbers of trips in each month were obtained as an average for two samples, after the change, the figures are based on one sample.

From 2012 onwards, the statistics on tourism are compiled in accordance with the Regulation of the European Parliament and of the Council (EU) No 692/2011. At the same time, the population was extended from people aged 15 to 74 to those aged 15 to 84, more accurate weighting coefficients were introduced and significant changes were made to the interview questionnaire. On account of the revision, the data are not fully comparable with previous years. The extension of the age group increased the numbers of trips by one to three per cent at the main level. The revision of the weighting coefficients increased the numbers of trips by another one to three per cent at the main level. It is difficult to define the effect of changed questions on the results obtained. The deduction of the type of trip from the responses given (instead of the respondent's own classification) has moved part of the trips to another group. The revised instructions aim to lower the amount of travelling belonging to the usual environment in the statistics.

Data on persons having travelled are comparable between different years. The annual survey on persons having travelled was made in connection with the Labour Force Survey between 1991 and 2011 and after that as annexed to the monthly survey.

## Coherence and consistency/uniformity

The **Finnish Travel Survey** compiles statistics on the demand for tourism. The supply of tourism in Finland is described in Statistics Finland's monthly and annually published **Accommodation statistics**. They contain data on the accommodation capacity of hotels and its use and overnight stays at accommodation establishments broken down by the travellers' country of residence.

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

Statistics on passenger transport between Finland and other countries are compiled on sea transport by the **Finnish Transport Agency** and on air transport by **Finavia**. However, these statistics do not report the country of residence of the travellers. The **Association of Finnish Travel Agents (AFTA)** publishes yearly on its website statistics on leisure package tours made by air and their market shares, which provide information about the number of trips bought through travel agencies by country of destination.

### Inquiries

Taru Tamminen 029 551 2243

Teemu Okkonen 029 551 2634

Director in charge:

Sami Saarikivi

[liikenne.matkailu@stat.fi](mailto:liikenne.matkailu@stat.fi)

[www.stat.fi](http://www.stat.fi)

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