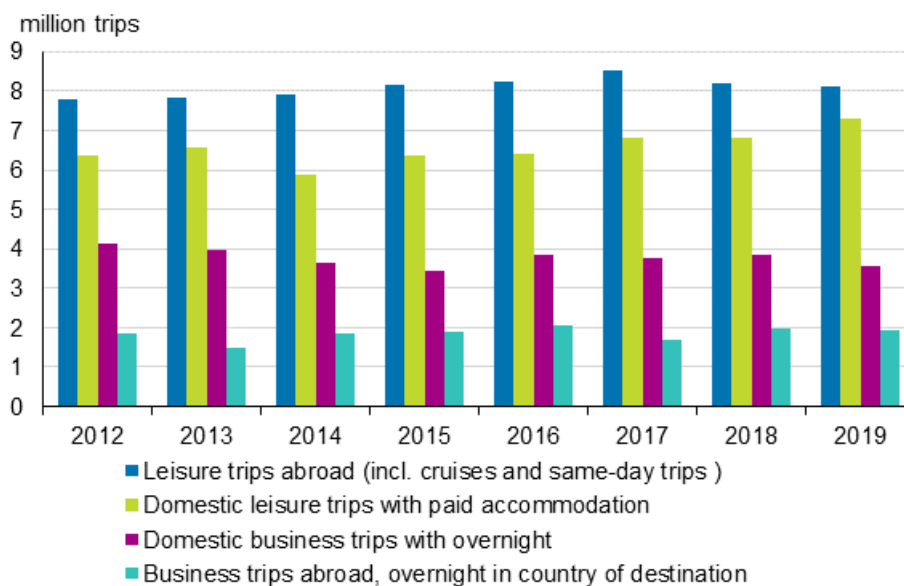


Finnish Travel 2019

Finns' travel to Central Europe increased in 2019

According to Statistics Finland's survey, Finnish residents made 8.1 million different leisure trips abroad in 2019. Finnish residents' travel to Estonia decreased for the second year in a row, but Central Europe increased its popularity as a leisure destination. The number of various domestic leisure trips was 26 million. Business travel in Finland increased slightly but business trips abroad remained on level with the previous year.

Finnish residents' travel in 2012 to 2019 (excl. domestic leisure trips with free accommodation)

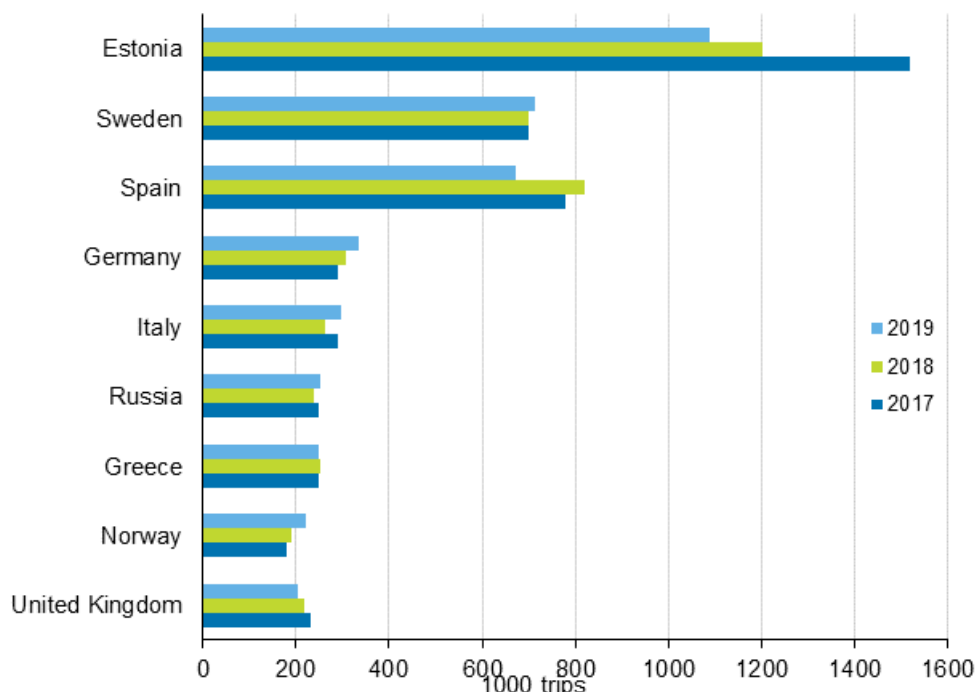


Finnish residents' leisure trips abroad remained in 2019 on level with the previous year. Leisure trips to our southern neighbour Estonia decreased for the second successive year. Slightly more leisure trips were made to our western and eastern neighbours Sweden and Russia than in the year before.

More leisure trips were made to Central Europe than one year earlier. Of the conventional destinations of Southern Europe, Turkey and the Canary Islands in Spain lost some of their popularity.

The number of trips heading outside Europe increased slightly. Despite this, the numbers of trips to the United States and Thailand decreased.

Finnish residents' most popular destinations for leisure trips with overnight stay in the destination country in 2019, 2018 and 2017



The number of domestic trips with paid accommodation grew from the previous year. Good seven million of these trips were made in 2019.

Short trips lasting under four nights increased from the year before, but the number of trips with at least four nights decreased from the previous year. As expected, summer months were the most popular time to travel in Finland.

One-fifth of trips with paid accommodation were made to the region of Uusimaa. The next most popular regions were Pirkanmaa and North Ostrobothnia. The most popular towns were Helsinki, Tampere and Turku.

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

The number of business trips in Finland increased slightly but business trips abroad were on level with the previous year.

Leisure trips of an average Finn in 2019:

- 1.6 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 collection on trips in 2019 was changed so that the period for which trips were requested to be reported was extended to three months. In 2012 to 2018, only trips from the previous month were asked to be reported.

The data concerning travel derive from Statistics Finland's monthly Finnish Travel sample survey. For the numbers of trips, the data were collected with a web questionnaire or interviews from 7,832 persons aged 15 to 84 permanently resident in Finland.

The numbers of persons who had travelled during the year were collected with an additional survey carried out in connection with the December samples concerning travelling. The data of the annual survey for 2019 are based on responses received from 1,471 persons.

Additional tables are found in the PX Web database at:

http://pxnet2.stat.fi/PXWeb/pxweb/en/StatFin/StatFin__lii__smat/?tablelist=true

Contents

1. Trips abroad.....	5
1.1. Tourism to Estonia decreased for the second year	5
1.2. Travel to Central Europe increased	5
1.3. Four out of ten trips abroad are made by boat	5
1.4. Number of business trips abroad remained on level with the previous year	6
2. Domestic trips.....	7
2.1. Number of domestic leisure trips with paid accommodation increased from the previous year	7
2.2. Trips with free accommodation to big towns	7
2.3. Factors influencing the selection of the domestic travel destination	7
2.4. Domestic business trips	8
3. Travel reservations.....	9
3.1. Accommodation and tickets for leisure trips are mainly booked online.....	9
3.2. One-quarter of leisure trips were package tours	9
4. Numbers of trips have changed much in ten years	10
5. Eighty-three per cent of Finns made at least one leisure trip in 2019	11

Tables

Table 1. Leisure trips with overnight stay by group of trips and age in 2009 and 2019, and the change in these	10
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Appendix tables

Appendix table 1. Overnight stay trips by Finnish residents in 2012 to 2019	12
Appendix table 2. Leisure trips abroad (overnight in destination country) by most popular destinations in 2012 to 2019	13
Appendix table 3. Business trips abroad by destination country in 2017 to 2019	14
Appendix table 4. Trips abroad by cause and destination in 2019 and its change	14
Appendix table 5. Bookings of transportation via internet in 2019	16
Appendix table 6. Bookings of accommodation via internet in 2019	16

Figures

Number of leisure trips abroad made by boat by month in 2019.....	6
Quality description: Finnish Travel 2019	17

1. Trips abroad

1.1. Tourism to Estonia decreased for the second year

In 2019, Finns made 8.1 million leisure trips abroad. The number of trips with overnight stay in the country of destination was 6.2 million. Of them, 4.0 million were trips with at least four nights in the country of destination and 2.2 million were short trips with one to three nights. Cruises with overnight stays on board numbered 1.1 million. The number of day trips abroad was 0.8 million. Of them, around 0.4 million were day cruises to Estonia.

In 2019, a total of 1.8 million leisure trips were made to Estonia, which represented 22 per cent of all leisure trips. The number of leisure trips to Estonia decreased for the second year in a row. Trips were made to Estonia mostly in July, when the number of leisure trips to our southern neighbour rose to 230,000. June and December were also popular months for travelling.

Sweden was the second most popular travel destination for Finns in our neighbouring areas with 1.7 million leisure trips. Trips to Sweden were preferably made in July. March and June were the second most popular months for travelling. In addition to leisure trips, Finns also travel to Sweden to meet relatives and friends. In 2019, these types of trips covered 21 per cent of leisure trips to Sweden.

A change occurred in travel to Russia in 2014, as the number of trips to our eastern neighbour declined considerably. Although travelling has recovered slightly in recent years, the numbers of trips have not, however, reached the level of 2013. In 2019, a total of 0.4 million leisure trips were made to Russia. Of these trips, 32 per cent were trips to meet relatives and friends.

1.2. Travel to Central Europe increased

Finnish residents have travelled to Central Europe usually more and more every year. In 2019, Finnish residents made 1.3 million leisure trips to Eastern and Western Europe, which is more than one year earlier. The trips focused on the old favourite countries, Germany, Great Britain and France.

In total, 1.9 million leisure trips were made to Southern Europe and the eastern Mediterranean countries in 2019.

Spain is a long-time favourite of Finns, and it has been the third most popular destination for leisure trips for years. Despite this, trips to the Canary Islands and Continental Spain decreased from 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 numbers of trips made to the Canary Islands and Continental Spain were more or less the same per year, but since 2012, trips to Continental Spain have exceeded those made to the Canary Islands. In 2019, two out of three trips to Spain were made to Continental Spain.

Other popular northern Mediterranean countries were Italy and Greece. Trips to Turkey decreased from the previous year.

The popularity of long-distance travel rose slightly in 2019 and the number of trips to Africa grew. In contrast, the number of trips to Thailand, Finns' favourite country in Asia, decreased.

1.3. Four out of ten trips abroad are made by boat

Last year, 3.1 million different leisure trips were made abroad by boat. Of all leisure trips abroad, 39 per cent were made on boats. Of the trips made by boat, 99 per cent were made to Estonia or Sweden.

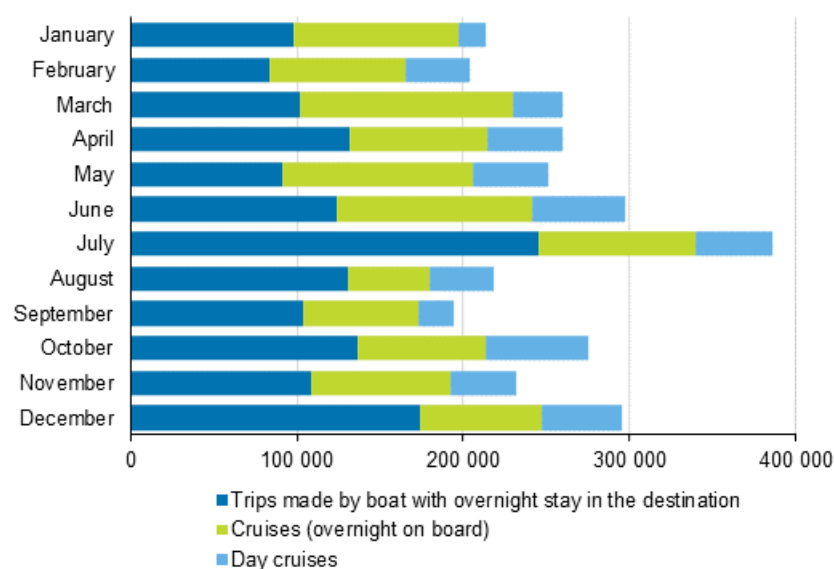
In 2019, Finns made 1.6 million trips with overnight stay in the destination country where a boat was used as the means of travel. Compared with 2013, the number of these trips has remained unchanged from the year before. A total of 1.1 million overnight cruises and 0.5 million day cruises were made. The number of cruises increased from the previous year. The number of trips to Estonia decreased slightly.

Of the leisure trips made to Estonia, 98 per cent were made by boat. Of the leisure trips made to Sweden, 67 per cent were made by boat, 24 per cent by air, and nine per cent by passenger car.

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

Nearly every fourth had their own car when travelling to Estonia and every third when going to Sweden. One in ten went to Estonia with a travelling party's bus.

Number of leisure trips abroad made by boat by month in 2019



1.4. Number of business trips abroad remained on level with the previous year

In 2019, business and professional trips abroad involving overnighiting in the destination country numbered 2.0 million. The highest numbers of business trips abroad with overnight stays were made to Sweden, Germany and Estonia. Business trips to Sweden numbered 270,000 while 260,000 of them were made to Germany and 130,000 to Estonia.

During 2019, a total of 250,000 work-related day trips abroad were made.

2. Domestic trips

2.1. Number of domestic leisure trips with paid accommodation increased from the previous year

In 2019, some 7.3 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 of short trips with one to three nights increased heavily, but the number of trips with at least four nights decreased.

Examined by age group, those aged 65 to 74 and 35 to 44 increased their travelling in Finland most.

Finns' favourite holiday destinations in Finland were Uusimaa, Pirkanmaa and North Ostrobothnia. Trips to Uusimaa numbered 1.5 million, or one-fifth of all trips with paid accommodation. Eleven per cent of trips were headed to Pirkanmaa and 10 per cent to North Ostrobothnia.

Fewer leisure trips were made to Lapland in 2019 than in the year before. Trips to Lapland were most often made in March, but June, August and December were also popular times for travelling to Lapland. When travelling in the rest of Finland, the most popular times for travelling were the summer months. Sixteen per cent of trips with paid accommodation in Finland were made in July.

Domestic tourists were interested in big towns, because good two-thirds of trips to Uusimaa were made to Helsinki. Three out of four trips to Pirkanmaa were headed to Tampere and nearly two out of three trips to Southwest Finland to Turku.

Passenger cars were usually used in Finland, as 72 per cent of trips were made with passenger cars, which was, however, clearly less than in the year before. Travelling by train increased clearly from the previous year. Travel by other public transport, such as bus or plane, also increased slightly.

The number of nights spent during domestic leisure trips involving paid accommodation totalled 17 million, which was slightly lower than in 2018. Of overnight stays, 58 per cent took place in hotels, holiday villages and camping sites, and 39 per cent in rented cottages or Airbnb.

2.2. Trips with free accommodation to big towns

Eighteen million overnight leisure 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 with free accommodation decreased slightly from the previous year.

The most popular destination region for trips with free accommodation was Uusimaa. Nearly one half of the trips to Uusimaa were headed to Helsinki. The next most popular destinations with free accommodation were Pirkanmaa, Southwest Finland and North Ostrobothnia. Nearly one half of trips to Pirkanmaa were made to Tampere as well.

The high season for trips with free accommodation was the summer months, as good one-third of trips with free accommodation were made in June to August in 2019.

2.3. Factors influencing the selection of the domestic travel destination

Domestic leisure trips in which holiday was given as the reason numbered 11.0 million in 2019. Of them, 5.3 million were trips with paid overnight stay and 6.3 million with free accommodation.

In the survey it was possible to mention at most two reasons for selecting the domestic travel destination. The most significant factor influencing the selection of the travel destination was nature, because nearly 60 per cent said it had influenced them in selecting the travel destination. Nature had an effect on selecting the travel destination in three out of four trips with free accommodation, which are such as trips to free-time residences and trips to friends and relatives.

One's own well-being was viewed as the second most important factor, as it affected around 40 per cent of trips. Cultural services had an effect on selecting the travel destination for one-fifth of domestic trips. In trips with paid overnight stay, the emphasis was on cultural and sports activities, which affected the

selection of the destination for 70 per cent of the respondents. Shopping was clearly the least important factor, only five per cent of the respondents said that shopping had an effect on the selection of the travel destination.

2.4. Domestic business trips

A total of 3.6 million business trips with overnight stays were made in Finland in 2019. Slightly more of these domestic business trips were made than in 2018.

Domestic business trips were typically very short. Around one half of the trips lasted only one night.

One-half of domestic business trips were made by car, good one quarter by train and around 10 per cent by aeroplane.

3. Travel reservations

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

The Internet has already years ago established its position in making reservations for accommodation and means of travel for leisure trips. Of those who booked their ticket or accommodation in advance, the majority had made the reservation online in 2019.

For leisure trips with paid accommodation in Finland, 70 per cent of the accommodation was reserved through the Internet. Ninety-two per cent of domestic flights and as many as 94 per cent of train journeys were reserved online.

Eighty-four per cent reserved their accommodation for leisure trips abroad on the Internet. Ninety per cent of persons that flew on leisure trips abroad booked their tickets online. For boat trips, the corresponding figure was 71 per cent.

Of cruises with overnight stay on board, 77 per cent were reserved in advance on the Internet.

3.2. One-quarter of leisure trips were package tours

Even though independent travel has become considerably easier as the Internet has revolutionised the way in which trips are booked, package tours are not past history. Of leisure trips abroad including at least one overnight stay in the destination country, 23 per cent were package tours. In 2019, almost 1.5 million package tours were made abroad, which is slightly fewer than one year earlier.

In 2019, the most popular package tour destinations were Greece, the Canary Islands and Turkey. Of trips made to Greece, 79 per cent were package tours. People also favour package tours when travelling to the Canary Islands as 72 per cent of the trips there were package tours. In turn, only 14 per cent of the trips to Continental Spain or the Balearic Islands were package tours. Sixty-seven per cent of the trips to Turkey were package tours.

Of the 1.1 million leisure trips to Estonia, which included at least one overnight stay in the destination country, 27 per cent were package tours.

The popularity of package tours grows along with the age of the traveller. Of trips made by those aged 25 to 44 including overnight stays in the country of destination, 17 per cent were package tours, for those aged 45 to 64 altogether 28 per cent were package tours, and for those aged 65 to 84 a total of 38 per cent were package tours.

Package tours are not as popular in domestic travel as they are when travelling abroad. Of the 7.3 million domestic trips including paid accommodation, just two per cent were package tours. Three per cent of trips to Lapland and two per cent of trips made to Uusimaa were package tours.

The price of a package tour includes at least the travel 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 2009, Finns aged between 15 and 74 made 5.2 million domestic leisure trips with paid accommodation and one decade later in 2019, the corresponding number of trips when they were ten years older, 25 to 84, was 6.5 million. The number of trips has increased by 24 per cent in ten years.

A decade ago, Finns aged 15 to 74 made 3.6 million trips abroad with overnight stay in the destination country. In 2019, the corresponding number of trips for persons aged 25 to 84 was 5.3 million. The number of trips abroad has increased by 47 per cent in ten years.

By contrast, domestic trips with free accommodation and overnight cruises to Sweden or 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 2009, were aged 25 to 44 in 2019. 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 2019. This age group increased their trips abroad with overnight stay in the country of destination by 11 per cent. By contrast, domestic trips with paid accommodation decreased for this age group by six 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 2009 and 2019, 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 2009	Trips in 2009			
15 to 24	620,000	4,640,000	510,000	230,000
25 to 34	860,000	4,530,000	600,000	180,000
35 to 44	1,170,000	3,450,000	650,000	260,000
45 to 54	1,200,000	3,730,000	730,000	220,000
55 to 64	1,000,000	3,970,000	740,000	240,000
65 to 74	370,000	1,970,000	380,000	130,000
15 to 74 trips total	5,230,000	22,300,000	3,600,000	1,260,000
Age group 2019	Trips in 2019			
25 to 34	1,090,000	3,980,000	1,060,000	200,000
35 to 44	1,650,000	3,180,000	1,050,000	220,000
45 to 54	1,210,000	2,430,000	1,190,000	180,000
55 to 64	1,310,000	2,600,000	980,000	170,000
65 to 74	940,000	2,500,000	820,000	150,000
75 to 84	200,000	670,000	180,000	..
25 to 84 trips total	6,500,000	15,340,000	5,270,000	960,000
Age group 2019	Change (2009/2019), %			
25 to 34	91	-14	109	-16
35 to 44	92	-30	76	24
45 to 54	3	-30	83	-29
55 to 64	9	-30	34	-23
65 to 74	-6	-37	11	-39
75 to 84	-46	-66	-52	..
25 to 84 total	24	-31	47	-24

5. Eighty-three per cent of Finns made at least one leisure trip in 2019

A total of 3.8 million, or 83 per cent of Finnish residents aged 15 to 84, made at least one leisure trip that included an overnight stay during 2019. 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 89 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 90 per cent of those with the highest level of education made a leisure trip with an overnight stay. Examined by age group, tourism was most common for persons aged 15 to 24, as 90 per cent of them made a leisure trip with an overnight stay. Families with children also made more trips than others, because 88 per cent of households of more than two persons made a leisure trip with overnight stay. Seventeen per cent of the population did not make any leisure trips with overnight stays outside their usual environment during 2019.

In 2019, around 2.0 million Finnish residents aged 15 to 84 made at least one leisure trip in Finland with paid accommodation. This is 44 per cent of all those belonging to the age group. At least one leisure trip abroad with overnight stay in the destination country was made by 49 per cent of all persons belonging to this age group.

Every fifth 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, close on one third said they were unwilling to travel, one fifth said that medical reasons prevented them from travelling, and one fifth did not travel for economic reasons. Among the survey respondents, the economic situation as the reason for giving up leisure trips has remained relatively constant in the past six years.

Appendix tables

Appendix table 1. Overnight stay trips by Finnish residents in 2012 to 2019

Type of trip				2012	2013	2014	2015	2016	2017	2018	2019		
				1,000 trips									
Trips, total				39,970	39,040	37,570	38,060	38,910	38,490	38,580	38,670		
Leisure	Domestic	Total	Total	26,770	26,530	25,210	25,720	25,930	26,380	25,680	25,690		
			1-3 nights	21,480	21,220	20,070	20,500	20,640	21,200	20,280	20,600		
			4 or more nights	5,290	5,310	5,140	5,220	5,290	5,190	5,400	5,090		
		Paid accommodation	Total	6,380	6,550	5,890	6,370	6,420	6,820	6,830	7,290		
			1-3 nights	5,060	5,180	4,690	5,100	5,090	5,540	5,330	6,000		
			4 or more nights	1,320	1,370	1,200	1,270	1,330	1,290	1,500	1,290		
		Free accommodation	Total	20,390	19,970	19,320	19,350	19,510	19,560	18,850	18,400		
			1-3 nights	16,420	16,040	15,380	15,400	15,550	15,660	14,950	14,600		
			4 or more nights	3,970	3,930	3,940	3,950	3,960	3,900	3,900	3,800		
	Abroad	Total	Total	7,100	6,990	7,030	7,250	7,240	7,570	7,390	7,340		
			1-3 nights	3,580	3,600	3,430	3,600	3,610	3,830	3,210	3,290		
			4 or more nights	3,530	3,390	3,600	3,650	3,620	3,740	4,180	4,050		
		Overnight stay in destination country	Total	5,840	5,720	5,880	6,160	6,100	6,520	6,440	6,250		
			1-3 nights	2,320	2,340	2,280	2,510	2,490	2,780	2,260	2,210		
			4 or more nights	3,530	3,390	3,600	3,650	3,620	3,740	4,180	4,040		
		Cruises	Total	1,270	1,270	1,150	1,090	1,140	1,050	950	1,090		
		Business	Domestic	Total	Total	4,140	3,950	3,640	3,430	3,860	3,780	3,440	3,580
					1-3 nights	3,770	3,690	3,330	3,140	3,440	3,410	3,050	3,090
4 or more nights	380				260	300	290	420	370	400	490		
Abroad	Total		Total	1,950	1,580	1,700	1,660	1,890	1,760	2,060	2,050		
			1-3 nights	1,350	1,090	1,220	1,100	1,270	1,240	1,440	1,460		
			4 or more nights	600	480	480	560	620	520	620	590		

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) 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 2012 to 2019

Destination		Total								Average duration
		2012	2013	2014	2015	2016	2017	2018	2019	2019
		1,000 trips								Nights
Trips, total		5,840	5,720	5,880	6,160	6,100	6,520	6,440	6,250	7,5
Nordic countries	Total	1,000	870	980	890	970	1,030	1,030	1,070	4,9
	Denmark	130	100	130	130	110	4,9
	Norway	120	..	130	190	150	180	190	220	5,3
	Sweden	740	680	770	610	710	700	700	710	4,7
Russia and Baltic countries	Total	1,856	1,824	1,639	1,830	1,850	1,950	1,600	1,500	3,6
	Estonia	1,480	1,430	1,320	1,530	1,480	1,520	1,200	1,090	3,5
	Latvia	120	140	130	3,8
	Russian Federation	270	310	240	240	270	290	240	250	3,9
Western and Eastern Europe	Total	990	1,100	1,070	1,250	1,180	1,360	1,300	1,340	5,8
	Austria	120
	Czech Republic	100	130
	France	170	210	160	180	100	130	140	160	6,9
	Germany	250	300	260	330	270	290	310	340	6,0
	Poland	110	120	130	160	5,3
	United Kingdom	170	190	200	200	210	250	220	200	6,5
Southern Europe and East Mediterranean countries	Total	1,440	1,460	1,640	1,580	1,520	1,640	1,890	1,730	10,3
	Spain (without Canary Islands)	310	380	410	380	420	470	470	430	11,1
	Spanish Canary Islands	300	280	350	270	320	310	350	250	12,0
	Greece	220	160	200	240	180	250	250	250	8,4
	Croatia	120	140	130	7,2
	Italy	240	220	260	230	260	230	260	300	8,1
	Portugal	100	100	110	9,4
	Turkey	180	210	210	210	100	..	160	130	17,0
America	Total	170	140	210	180	210	160	170	150	13,7
	United States	100	..	160	120	140	100	130	100	12,8
Africa	Total	100	12,8
Asia and Oceania	Total	290	270	280	380	310	330	390	360	17,5
	Thailand	150	130	140	120	130	100	130	120	20,9
	United Arab Emirates	100

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 2017 to 2019

Destination		Total			Overnight in destination country			Cruises, overnight on board only			Same-day visits (incl. day cruises)		
		2017	2018	2019	2017	2018	2019	2017	2018	2019	2017	2018	2019
		1,000 trips											
Trips, total		1,960	2,300	2,290	1,680	1,980	1,950	100	200	240	250
Nordic countries	Total	620	830	610	460	600	460	110	170	120
	Denmark	150	120	130	130	..	120
	Norway	..	130	100
	Sweden	370	570	410	260	390	270	110	110
Russia and Baltic countries	Total	350	320	430	220	240	270	110
	Estonia	250	190	230	140	130	130
Western and Eastern Europe	Total	730	660	720	730	660	700
	Germany	240	190	270	240	190	260
	United Kingdom	..	100	110	..	100	110
Southern Europe and East Mediterranean countries	Total	110	240	260	110	240	260
	Spain (without Canary Islands)	120	120
	Italy	..	100	100
America	Total	100	120	100	100	120	100
	United States	..	100	100
Africa	Total
Asia and Oceania	Total	..	110	140	..	110	140

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 2019 and its change

Destination		Leisure trips					Business trips	
		Visiting friends or relatives	Holiday	Other personal reason	Leisure trips, total	Year-on-year change (2018/2019)	Business trips, total	Year-on-year change (2018/2019)
		1,000 trips				%	1,000 trips	%
Trips, total		1,180	6,400	550	8,130	-1	2,290	0
Nordic countries	Total	390	1,530	180	2,100	8	610	-26
	Denmark	..	100	..	110	-12	130	8
	Norway	..	200	..	240	19
	Sweden	360	1 210	140	1,720	7	410	-28
Russia and Baltic countries	Total	350	1,820	190	2,360	-3	430	34
	Estonia	220	1,490	..	1,800	-5	230	21
	Latvia	..	130	..	140	2
	Russian Federation	120	180	..	390	4
Western and Eastern Europe	Total	240	1 000	100	1 340	3	720	10
	France	..	140	..	160	20
	Germany	..	250	..	340	11	270	40
	Poland	..	150	..	160	27
	United Kingdom	..	130	..	200	-8	110	11
Southern Europe and East Mediterranean countries	Total	130	1,700	..	1,890	15	240	122
	Spain (without Canary Islands)	..	390	..	470	1
	Canary Islands	..	340	..	350	11
	Croatia	..	130	..	130	-7
	Greece	..	240	..	250	-1
	Italy	..	280	..	300	13
	Portugal	..	110	..	110	7
	Turkey	..	120	..	130	-18
America	Total	..	120	..	150	-9	100	-14
	United States	100	-20
Africa	Total	100	49
Asia and Oceania	Total	..	280	..	360	-8	140	21
	Thailand	..	110	..	120	-12

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 2019

Type of trip			Means of booking the transport			Booked transport
			Via Internet	By other means	Unknown	Total
			Share, % ¹⁾			1,000 trips
Trips, total			81	10	8	16,580
Leisure	Domestic	Total	89	8	3	5,640
		Airplane or helicopter	92	5	2	370
		Boat, ferry	71	15	15	110
		Train	94	5	1	3,270
		Bus or coach	83	12	5	1,740
	Abroad	Total	81	10	9	7,260
		Airplane or helicopter	90	8	2	4,020
		Boat, ferry	71	12	17	3,080
	Business	Domestic	Total	71	13	16
Airplane or helicopter			78	10	11	340
Train			80	5	14	880
Bus or coach			46	20	34	160
Abroad		Total	70	14	15	2,190
		Airplane or helicopter	73	15	13	1,800
		Boat, ferry	59	11	30	330

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 2019

Type of trip		Booking of accommodation			Booked accommodation
		Via Internet	By other means	Unknown	Total
		Share, % ¹⁾			1,000 trips
Trips, total		70	19	11	17,060
Leisure	Domestic leisure trips in paid accommodation	70	22	8	6,750
	Cruises abroad, overnights on board	77	12	11	1,060
	Leisure trips abroad, overnight stay in destination country	84	12	4	4,680
Business	Domestic	53	25	23	2,570
	Abroad	58	20	22	1,950

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 2019

Relevance of statistical information

The statistics on Finnish Travel contain information on trips made by Finnish residents and on the number of persons having travelled during the year. The statistics describe trips in Finland and abroad including overnight stay and same-day trips abroad.

The data of the statistics 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 statistics are also reported to Eurostat, the Statistical Office of the European Communities in accordance with the Regulation on European statistics on tourism (EU) No 692/2011.

Statistics Finland collects the data of the statistics as a so-called mixed-mode data collection, that is, with a self-filled web questionnaire or alternatively as a telephone interview. 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 Organization (UNWTO), tourism comprises the activities 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 statistics

The data for the statistics are collected with an inquiry consisting of two parts. The monthly inquiry collects data on trips made by Finnish residents during the past three months, their numbers and characteristics. In 2012 to 2018, data were collected about trips during the previous month.

In addition to the last three monthly inquiries of the year, a so-called annual inquiry is made, where yes/no questions are used to establish the numbers of persons having made different types of trips during the statistical reference year.

The data collection is a sample-based inquiry conducted with a web questionnaire or alternatively as a telephone interview. The target persons are primarily asked to respond to the inquiry with a web questionnaire. If data are not obtained, the statistical interviewer will contact the target person by telephone. The data are collected between the February of the statistical reference year and the March of the year following it. The data for each monthly inquiry are collected during the following month. The data for the annual inquiry on persons having travelled are collected in connection with the last three monthly inquiries of the year.

The population of the statistics 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 population. The samples are drawn with systematic sampling, and they represent the population comprehensively with respect to age, sex, area of residence and native language. Working-age people (aged 25 to 64) are drawn to the sample slightly more often than young people (aged 15 to 24) and pensioners (aged 65 to 84) because the highest number of trips is made by working-age people.

The sample size of the inquiry is 16,000 persons per year, that is, around 1,333 persons per month. In 2012 to 2018, the sample size was 28,200 persons per year. Until 2012, the same sample was also used in the data collection of the monthly statistics on consumer confidence.

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 population of the month (preliminary data on

population structure). The strata used are the respondent's age group, sex and area of residence (major region). Before 2012, only sex was used as the stratum.

The reference period of the monthly survey was extended from one month in 2012 to 2018 to three previous months in the 2019 survey. The aim of the change was to obtain more travel observations from each respondent than before. At the same time, however, fewer trips were obtained by month. This is assumed to be because either not all trips during three months were remembered to be reported or their reporting was felt too heavy especially for those who travelled much. This sub-reporting concerned especially short trips, business trips, and various trips made with guest and other free accommodation.

In order to maintain the comparability of the annual numbers of trips, the weight coefficients of trips were raised by type of trip and for trips abroad by country-specific coefficients. Source data outside the statistics describing annual level change were used to determine these inflating coefficients. Statistics Finland's accommodation statistics were used especially for trips with paid accommodation in Finland. For Finnish residents' trips abroad, statistical data based on data on telecommunications operators were used on visits by destination country, statistics on package tours of the Association of Finnish Travel Agents, passenger statistics on sea transport, and for Estonian tourism, statistics on the number of passengers published by the Port of Tallinn.

Correctness and accuracy of data

The data content of the statistics was extended particularly in the years 1995 to 1997 to correspond to the requirements of the EC Directive on tourism statistics (95/57/EC). In 1996, same-day trips abroad were included in the statistics in addition to trips with overnight stay, so in its present extent the statistics present a fairly comprehensive picture of travelling by Finnish residents. Only same-day trips in Finland are excluded from the statistics.

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 survey is on the annual level 49 per cent. 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 intervals of numbers of trips by type of trip in 2019

Type of trip	N	Sum	Standard deviation	95% Confidence Limit for Sum	
				Lower	Upper
		1,000 trips			
Domestic leisure trips with paid accommodation	1,753	7,300	170	7,000	7,630
Domestic leisure trips with free accommodation	4,136	18,430	250	17,940	18,910
Domestic business and professional trips	614	3,590	140	3,310	3,870
Same-day leisure trips abroad (incl. day cruises)	241	790	50	680	890
Leisure cruises abroad	262	1,110	70	960	1 230
Leisure trips abroad, overnight in country of destination	1,963	6,260	140	5,990	6,520
Business and professional trips abroad	422	2,300	110	2,070	2,520

Table 2. Confidence intervals of numbers of persons by travelling activity in 2019

Travelling activity	N	Sum	Standard deviation	95% Confidence Limit for Sum	
				Lower	Upper
				1,000 persons	
Did't make leisure trips with overnight stay	251	770	40	680	850
Made leisure trips with overnight stay	1,217	3,730	40	3,650	3,820
Made domestic leisure trips with paid accommodation	644	1,960	60	1,850	2,080
Made same-day leisure trips abroad (incl. day cruises)	327	1,010	50	910	1,100
Made leisure cruises abroad	275	850	50	760	930
Made leisure trips abroad with paid accommodation, overnight in country of destination	734	2,220	60	2,110	2,340
Made business and professional trips, domestic and abroad	293	890	40	800	980

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 were 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 six to seven weeks from the end of the statistical reference month. From 2012 on, preliminary data are released at four-month intervals six to seven weeks from the end of the period.

Annual data are published on the website of the statistics on Finnish Travel around six months after the end of the year.

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 Statistics Finland's StatFin database. The time series by group of trips start from 1991 and by destination area from 2000.

Comparability of statistics

The statistics have been made regularly since 1991. From 1991 to 1994, Statistics Finland produced the statistics on assignment of the Finnish Tourist Board. These years are mutually comparable, because uniform methods were used. In 1995, the statistics were transferred completely to Statistics Finland. The content and methodological changes started in the same year have had an effect on the comparability of data between 1995 and 1999. The data content and the calculation and data collection methods 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 every month together with the Consumer Survey (now Consumer Confidence). Prior to this, the data 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 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 sums by group of trips by two to five per cent. The specification of the *weighting coefficient* increased the sums by group of trips by two to three per cent. 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.

The under-reporting of trips caused by the three-month reference period of the 2019 survey has been corrected with the help of inflating coefficients calculated from annual changes in other data for types of trips and destination countries of trips abroad. The data on 2019 describing numbers of trips are therefore comparable with the previous years.

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 Finnish Travel Survey.

Coherence and consistency/uniformity

Finnish travel 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**. The statistics contain data on the accommodation capacity of hotels and its use and overnight stays at accommodation establishments broken down by the visitors' country of residence.

Tourism satellite account (TSA) is a statistical system in which the economic effects of tourism are described in a versatile and comprehensive manner. The figures for tourism accounts are published on the web pages of **Visit Finland's** statistical service Rudolf.

Statistics on passenger transport between Finland and foreign countries are compiled in Statistics Finland's statistics on international sea transport and air transport. However, these statistics do not report the country of residence of the passengers. 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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