

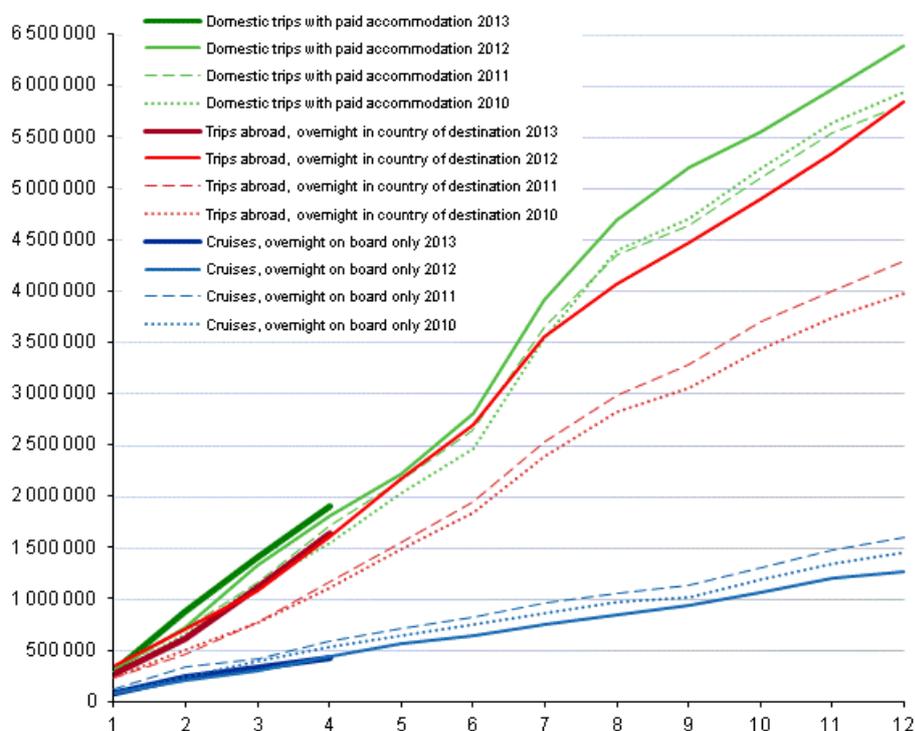
# Finnish Travel

2013, spring (1 Jan to 30 Apr 2013)

## Finnish residents travelled eagerly in the home country in January to April 2013

In the early part of 2013, Finnish residents made plenty of trips both in the home country and abroad. Five per cent more domestic trips with paid accommodation were made than one year earlier and February was the most popular month for travelling. Leisure trips abroad grew by two per cent from the corresponding period of the previous year and Estonia and Spain were the most popular destinations.

### Finns' leisure trips, cumulative accumulation monthly 2010-2013, preliminary data



In the first four months of 2013, Finnish residents aged 15 to 84 made nearly 12 million trips when all domestic and foreign leisure trips, as well as business and professional trips are included. In addition to trips with overnight stay, the number also includes same-day trips abroad.

Around 7.4 million domestic leisure trips with overnight stay were made in the January to April period. Of these, 5.5 million were trips with free accommodation. Trips with overnight stay at paid accommodation numbered 1.9 million and their most population destinations were located in Uusimaa, Lapland and Pirkanmaa. The number of trips with paid accommodation was five per cent higher than in January to April of the previous year. February was the most popular month for travelling in the early part of the year, as then 569,000 domestic trips with paid accommodation were made.

Inclusive of trips with overnight stay in the destination country, cruises and same-day trips, leisure trips abroad numbered 2.3 million in the January to April period. Of the leisure trips abroad, 1,636,000 were trips with overnight stay in the destination country and 428,000 were cruises with overnight stay on board only. The cruises were mostly headed to Sweden and Estonia.

The neighbouring countries of Estonia and Sweden attract Finnish resident tourists irrespective of the time of the year and 311,000 trips with overnight stay in the destination country were made to Estonia and 180,000 to Sweden. In the early part of the year, 267,000 trips were headed to Spain, of which 55 per cent to the Canary Islands. However, Mainland Spain was the winter favourite for Finns, where nearly 30 per cent more trips were made than one year earlier. Trips with overnight stay in the destination country increased in total by two per cent from last year's January to April period. April was the most popular month for travelling in the early part of the year, as then the number of trips abroad with overnight stay in the destination country was 534,000.

In addition to leisure trips, 1.4 million domestic business or professional trips were made. Business or professional trips abroad (inclusive of trips with overnight stay in the destination country, cruises and same-day trips) numbered 545,000. Domestic business trips went down by 11 per cent and business trips abroad by 41 per cent from last year.

These data derive from Statistics Finland's Finnish Travel survey for which altogether 5,718 persons aged 15 to 84 were interviewed in February, March, April and May. Until 2011, data were collected from those aged 15 to 74.

#### **Notes to the appendix tables**

From 2012 onwards the figures are not fully comparable with those on earlier years due to the revised data collection method.

[..] Data not available or too uncertain for presentation.

[ ] No observations in the survey.

In some tables the sums do not amount to the totals shown because of rounding.

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## Appendix tables

**Appendix table 1. Trips of Finnish residents and changes in them in January-April 2013**

			January	February	March	April	January-April, total	Year-on-year change, % 1-4/2013 - 1-4/2012
			1,000 trips					
<b>Trips, total</b>			<b>2,386</b>	<b>2,892</b>	<b>3,066</b>	<b>3,218</b>	<b>11,563</b>	<b>-3</b>
Leisure	Domestic	Total	1,582	1,927	1,966	1,895	7,370	2
		Paid accommodation	302	569	539	485	1,895	5
		Free accommodation	1,280	1,358	1,426	1,410	5,474	2
	Abroad	Total <sup>1)</sup>	404	539	624	707	2,273	2
		Overnight stay in destination country	273	345	485	534	1,636	2
		Cruises	85	145	94	103	428	-2
		Same-day visits	..	..	..	70	209	19
Business	Domestic	Total	316	279	344	435	1,374	-11
	Abroad	Total <sup>1)</sup>	85	148	132	181	545	-41

Symbols: [..] Data not available or too uncertain for presentation. [ ] No observations in the survey.

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

**Appendix table 2. Domestic leisure trips by destination region in January-April 2013**

Destination region	Trips with paid accommodation		Trips with free accommodation		Domestic leisure trips, total	
	Trips 1-4/2013	Share, %	Trips 1-4/2013	Share, %	Trips 1-4/2013	Share, %
	1,000 trips		1,000 trips		1,000 trips	
<b>Trips, total</b>	<b>1,895</b>	<b>100</b>	<b>5,474</b>	<b>100</b>	<b>7,370</b>	<b>100</b>
Uusimaa	297	16	936	17	1,233	17
Varsinais-Suomi	121	6	405	7	526	7
Satakunta	..		223	4	241	3
Kanta-Häme	..		125	2	163	2
Pirkanmaa	235	12	507	9	741	10
Päijät-Häme	67	4	245	4	311	4
Kymenlaakso	..		153	3	184	2
South Karelia	..		130	2	161	2
Etelä-Savo	65	3	224	4	289	4
Pohjois-Savo	135	7	392	7	527	7
North Karelia	..		234	4	279	4
Central Finland	167	9	371	7	538	7
South Ostrobothnia	56	3	201	4	257	3
Ostrobothnia	..		108	2	135	2
Central Ostrobothnia	..		104	2	107	1
North Ostrobothnia	185	10	505	9	690	9
Kainuu	79	4	192	3	270	4
Lapland	288	15	401	7	688	9
Åland	..		..		..	

Symbols: [..] Data not available or too uncertain for presentation. [ ] No observations in the survey.

**Appendix table 3. Means of transport used on domestic trips in January-April 2013**

Means of transport	Leisure		Business	
	Trips 1-4/2013	Share, %	Trips 1-4/2013	Share, %
	1,000 trips		1,000 trips	
<b>Trips, total</b>	<b>7,370</b>	<b>100</b>	<b>1,374</b>	<b>100</b>
Passenger car	5,581	76	866	63
Coach	431	6	79	6
Train	1,153	16	276	20
Aeroplane	170	2	130	9
Other	..		..	

Symbols: [..] Data not available or too uncertain for presentation. [ ] No observations in the survey.

**Appendix table 4. Leisure trips abroad (overnight in destination country) by destination in January-April 2013**

Destination		Trips 1-4/2013	Share, %
		1,000 trips	
<b>Total trips</b>		<b>1 636</b>	<b>100</b>
Nordic countries		223	14
	Sweden	180	11
Russia and Baltic countries		431	26
	Estonia	311	19
	Russian Federation	91	6
Western and Eastern Europe		299	18
	France	54	3
	Germany	71	4
	United Kingdom	59	4
Southern Europe and East Mediterranean countries		398	24
	Canary Islands	147	9
	Spain (without Canary Islands)	119	7
America		89	5
Africa		53	3
Asia and Oceania		142	9
	Thailand	70	4

**Appendix table 5. Trips abroad by reason and destination in January-April 2013<sup>1)</sup>**

Destination	Reason for trip abroad					
	Leisure trips				Business trips	
	Visiting friends or relatives	Holiday	Other personal reason	Leisure trips, total	Business trips, total	
	1,000 trips					
<b>Trips, total</b>	<b>255</b>	<b>1,835</b>	<b>184</b>	<b>2,273</b>	<b>545</b>	
Nordic countries	63	441	..	553	192	
	Sweden	53	415	..	510	134
Russia and Baltic countries	90	579	68	738	67	
	Estonia	52	500	..	585	..
	Russian Federation	..	59	..	122	..
Western and Eastern Europe	66	198	..	299	193	
	France	..	..	..	54	..
	Germany	..	..	..	71	76
	United Kingdom	..	..	..	59	..
Southern Europe and East Mediterranean countries	..	380	..	398	..	
	Canary Islands	..	147	..	147	..
	Spain (without Canary Islands)	..	113	..	119	..
America	..	78	..	89	..	
Africa	..	..	..	53	..	
Asia and Oceania	..	125	..	142	..	
	Thailand	..	70	..	70	..

Symbols: [...] Data not available or too uncertain for presentation. [ ] No observations in the survey.

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

**Appendix table 6. Trips to Sweden and Estonia in January-April 2013 and 2012**

		Estonia		Sweden	
		Trips 1-4/2013	Trips 1-4/2012	Trips 1-4/2013	Trips 1-4/2012
		1,000 trips		1,000 trips	
<b>Trips, total<sup>1)</sup></b>		<b>629</b>	<b>654</b>	<b>644</b>	<b>817</b>
Leisure	Total <sup>1)</sup>	585	532	510	590
	Overnight stay in destination country	311	314	180	236
	Cruises	143	105	283	319
	Same-day visits	131	113	..	..
Business <sup>1)</sup>	Total	..	122	134	227

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

# *Quality description: Finnish Travel 2013*

## *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 of the Bank of Finland. 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 (WTO), 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 36 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 in Finnish Travel Survey by type of trip in year 2012**

Type of trip	N	Sum	Standard deviation	95% Confidence Limit for Sum	
				Lower	Upper
1,000 trips					
Domestic leisure trips with paid accommodation	2,049	6,380	130	6,166	6,595
Domestic leisure trips with free accommodation	6,413	20,391	179	20,097	20,685
Domestic business and professional trips	1,299	4,144	108	3,966	4,321
Same-day leisure trips abroad	223	700	47	623	777
Leisure cruises abroad	406	1,268	63	1,165	1,371
Leisure trips abroad, overnight in country of destination	1,862	5,836	126	5,628	6,043
Business and professional trips abroad	680	2,174	80	2,043	2,306

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 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 one 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 (WTO). 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.

In turn, the **Border Interview Survey** establishes the number of foreigners visiting Finland, their motives for coming to Finland and their use of money while in Finland. The reports of the Border Interview Survey are available on the website of the Finnish Tourist Board. The Border Interview Survey is a joint project of the Finnish Tourist Board and Statistics Finland.

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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Suomen virallinen tilasto  
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Transport and Tourism 2013

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