

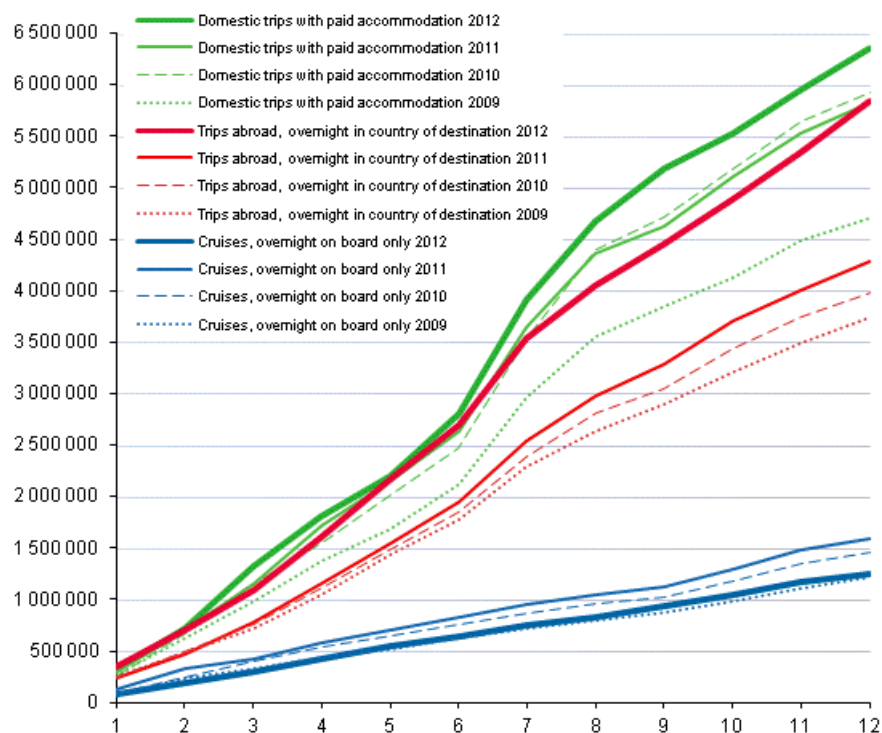
Finnish Travel

Autumn 2012 (1 Sep to 31 Dec 2012)

Finnish residents travelled to the Mediterranean, Estonia and Lapland in September to December 2012

There are no signs of recession in the growing popularity of travelling, for Finnish residents travelled eagerly both in the home country and abroad during the September to December period of 2012. Sixteen per cent more domestic trips with paid accommodation were made than one year earlier. Travel abroad was even slightly livelier, increasing by 17 per cent from the respective period of the year before.

Finns' leisure trips, cumulative accumulation monthly 2009-2012



In the third four months of 2012, Finnish residents aged 15 to 84 made altogether 12 million trips when all domestic and foreign leisure trips, as well as business and professional trips are included. In addition to trips with overnight stay, the number also includes same-day trips abroad.

Altogether 7.8 million domestic leisure trips with overnight stay were made in the September to December period. Of these, 6.1 million were trips to own free-time residence or visits to friends or relatives. Trips with overnight stay at paid accommodation numbered 1.7 million and their most population destinations were located in Uusimaa, Pirkanmaa and Lapland. The number of trips with paid accommodation recorded in the statistics was 16 per cent higher than in September to December of the previous year.

Inclusive of trips with overnight stay in the destination country, cruises and same-day trips, leisure trips abroad numbered 2.5 million in the September to December period. Of the leisure trips abroad, 1,777,000 were trips with overnight stay in the destination country and 409,000 were cruises with overnight stay on board only. The cruises were mostly headed to Sweden and Estonia. Same-day trips abroad numbered 246,000 in September to December.

The neighbouring countries of Estonia and Sweden attract Finnish travellers irrespective of the season. In September to December, 434,000 trips with overnight stay were headed to Estonia and 219,000 to Sweden. Northern Mediterranean countries and the Canary Islands also remained favourite autumn destinations for Finnish residents. In the September to December period, 352,000 trips were made to the Mediterranean, of which 97,000 to Continental Spain and the Balearic Islands, 81,000 to Italy and 72,000 to Turkey. The number of trips made to the Canary Islands was 118,000 in September to December. The number of trips with overnight stay in the destination country recorded in the statistics was 35 per cent higher than in last year's respective time period.

In addition to leisure trips, 1.5 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 691,000.

These data derive from Statistics Finland's Finnish Travel Survey, for which altogether 5,686 Finnish residents aged 15 to 84 were interviewed in October, November and December 2012 and in January 2013. In earlier years, the data were collected from persons aged 15 to 74. The data collection of the survey was revised considerably from the beginning of 2012, so the data are not fully comparable with earlier data.

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.

Contents

Tables

Appendix tables

Appendix table 1. Trips of Finnish residents and changes in them in September-December 2012.....	4
Appendix table 2. Domestic leisure trips by destination region in September-December 2012.....	5
Appendix table 3. Means of transport used on domestic trips in September-December 2012.....	5
Appendix table 4. Leisure trips abroad (overnight in destination country) by destination in September-December 2012	6
Appendix table 5. Trips abroad by destination and reason in September-December 2012.....	6
Appendix table 6. Trips to Sweden and Estonia in September-December 2012 and 2011.....	7
Quality description: Finnish Travel 2012.....	8

Appendix tables

Appendix table 1. Trips of Finnish residents and changes in them in September-December 2012¹⁾

			1,000 trips					Year-on-year change, % 9-12/2012 - 9-12/2011
			September	October	November	December	September- December, total	
All trips, total			3,071	3,079	3,221	3,113	12,483	0
Leisure	Domestic	Total	2,010	1,881	1,863	2,048	7,801	-6
		Paid accommodation	520	344	421	408	1,693	16
		Free accommodation	1,490	1,537	1,442	1,640	6,108	-10
	Abroad	Total ²⁾	546	612	656	648	2,462	17
		Overnight stay in destination country	402	428	447	499	1,777	35
		Cruise	98	110	135	67	409	-25
		Day trip	..	74	74	82	276	12
Business	Domestic	Total	383	375	512	258	1,529	-3
	Abroad	Total ²⁾	132	211	189	159	691	21

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

1) Due to revised data collection method, data on 2012 are not fully comparable with those on earlier years.

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

Appendix table 2. Domestic leisure trips by destination region in September-December 2012

Destination region	Trips with paid accommodation		Trips with free accommodation		Domestic leisure trips, total	
	Trips 9-12/2012	Share	Trips 9-12/2012	Share	Trips 9-12/2012	Share
	1,000 trips	%	1,000 trips	%	1,000 trips	%
Trips, total	1,693	100	6,108	100	7,801	100
Uusimaa	308	18	1,011	17	1,318	17
Varsinais-Suomi	130	8	522	9	652	8
Satakunta	..		255	4	283	4
Kanta-Häme	..		216	4	264	3
Pirkanmaa	245	14	561	9	806	10
Päijät-Häme	..		314	5	360	5
Kymenlaakso	..		189	3	216	3
South Karelia	..		178	3	208	3
Etelä-Savo	59	3	288	5	346	4
Pohjois-Savo	88	5	374	6	462	6
North Karelia	..		258	4	291	4
Central Finland	110	7	398	7	508	7
South Ostrobothnia	79	5	274	4	353	5
Ostrobothnia	..		95	2	128	2
Central Ostrobothnia	..		74	1	103	1
North Ostrobothnia	145	9	529	9	674	9
Kainuu	70	4	197	3	267	3
Lapland	181	11	359	6	539	7
Åland	

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

Appendix table 3. Means of transport used on domestic trips in September-December 2012

	Leisure		Business	
	Trips 9-12/2012	Share	Trips 9-12/2012	Share
	1,000 trips	%	1,000 trips	%
Trips, total	7,801	100	1,529	100
Passenger car	6,138	79	968	63
Coach	383	5	64	4
Train	1,088	14	332	22
Aeroplane	144	2	161	11
Other	

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

Appendix table 4. Leisure trips abroad (overnight in destination country) by destination in September-December 2012

Destination	Leisure trips abroad (overnight in destination country)	
	Trips 9-12/2012	Share
	1,000 trips	%
Trips, total	1,777	100
Nordic countries	287	16
Sweden	219	12
Russia and Baltic countries	570	32
Estonia	434	24
Russian Federation	115	6
Western and Eastern Europe	282	16
France	60	3
Germany	92	5
Southern Europe and East Mediterranean countries	492	28
Canary Islands	118	7
Spain (without Canary Islands)	97	5
Greece	70	4
Italy	81	5
Turkey	72	4
Asia and Oceania	83	5
Africa	..	
America	..	
<i>[..] Data not available or too uncertain for presentation.</i>		

Appendix table 5. Trips abroad by destination and reason in September-December 2012¹⁾

Destination		1,000 trips				
		Reason for trip abroad				
		Leisure				Business
		Visiting friends or relatives	Holiday	Other personal reason	Leisure trips, total	Business trips, total
Trips, total		371	1,981	111	2,462	691
Nordic countries		123	407	..	575	190
	Sweden	110	365	..	507	120
Russia and Baltic countries		138	791	..	968	155
	Estonia	77	646	..	750	97
	Russian Federation	53	132	..	197	51
Western and Eastern Europe		52	215	..	282	231
	France	..	51	..	60	..
	Germany	..	70	..	92	88
Southern Europe and East Mediterranean countries		..	445	..	492	..
	Canary Islands	..	108	..	118	..
	Spain (without Canary Islands)	..	83	..	97	..
	Greece	.	70	.	70	.
	Italy	..	64	..	81	..
	Turkey	..	69	.	72	..
Asia and Oceania		..	73	..	83	..
Africa	
America	
[..] 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 September-December 2012 and 2011¹⁾

		1,000 trips			
		Estonia		Sweden	
		Trips 9-12/2012	Trips 9-12/2011	Trips 9-12/2012	Trips 9-12/2011
All trips, total²⁾		847	799	627	632
Leisure	Total ²⁾	750	687	507	474
	Overnight stay in destination country	434	302	219	88
	Cruises	152	187	246	345
	Day trip	164	199
Business	Total ²⁾	97	111	120	158
[..] Data not available or too uncertain for presentation.					

1) Due to revised data collection method, data on 2012 are not fully comparable with those on earlier years.

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

Quality description: Finnish Travel 2012

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 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 35 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.

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 very 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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