

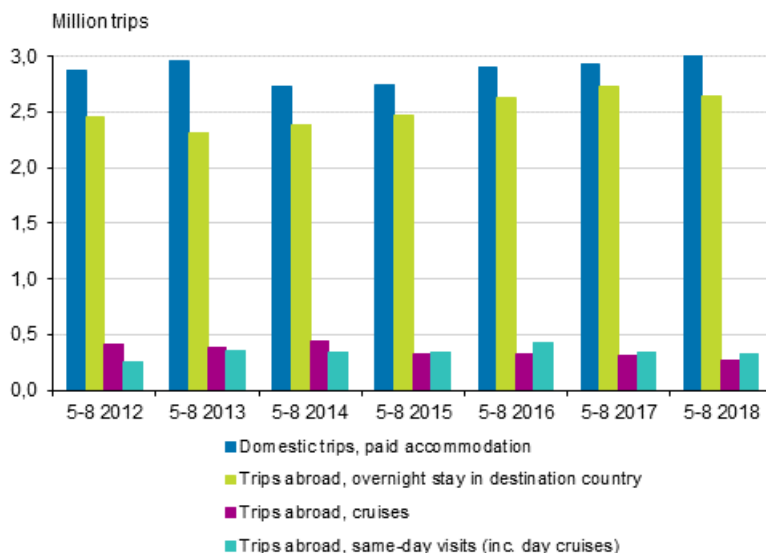
Finnish Travel

2018, Summer (1 May to 31 Aug 2018)

Finns travelled in Finland and to the Mediterranean in the summer of 2018

According to Statistics Finland’s preliminary data, the number of leisure trips made by Finnish residents remained unchanged in May to August 2018 compared with the previous year. However, the beautiful summer made Finns travel again in Finland and domestic travel increased from the previous year. Finnish residents also travelled more than in the year before to Southern Europe. On the other hand, fewer trips with overnight stay were made to Estonia than in the previous summer.

Leisure trips in May to August 2012 to 2018* (excl. domestic same-day trips and trips with free accommodation)



In the second four months of 2018, Finnish residents aged 15 to 84 made 22.1 million trips, when 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 and in Finland.

Altogether 11.3 million domestic leisure trips with overnight stay were made in the May to August period. In all, 8.2 million of them were trips with free accommodation, which was approximately the same as in May to August 2017. Leisure trips with overnight stay at paid accommodation numbered 3.1 million and their most popular destinations were Pirkanmaa, Uusimaa, Varsinais-Suomi and Pohjois-Pohjanmaa. For the first time, Uusimaa had to share its top position as the region of travel in summer with Pirkanmaa. The number of domestic trips with paid accommodation was higher than in May to August of the previous year.

The number of same-day leisure trips in Finland was 4.6 million and Uusimaa, Pirkanmaa and Varsinais-Suomi were the most popular destination regions for same-day trips.

As expected, July was the most popular month for travelling in Finland in the summer season, because at that time 1.1 million domestic trips with paid accommodation and 2.7 million trips with free accommodation were made. Of these trips made in July, 10 per cent were made to Uusimaa.

A total of 3.2 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 2.6 million leisure trips abroad included overnight stay in the destination country. The number of cruises with overnight stay on board only was 0.3 million. Nearly all cruises were made to Sweden or Estonia. In May to August, 0.3 million same-day trips abroad were also made. Of these, nearly one-half were day cruises to Estonia.

In summer, leisure trips were made mostly by air or by boat. The number of trips by sea was 1.2 million and that of trips by air was 1.5 million. A total of 0.4 million trips were made by car outside the borders of Finland.

July was also the most popular month for travelling abroad during summer. However, trips with overnight stay in the destination country decreased compared to July 2017.

The number of leisure trips to Estonia decreased from the previous summer. Trips with overnight stay in the destination country to our southern neighbour numbered 550,000, overnight cruises and same-day cruises numbered 220,000 in total.

Leisure trips to Sweden also decreased slightly from the previous summer. The number of trips with overnight stay in the destination country made to our western neighbour in the summer season was 310,000 and overnight cruises 200,000.

The number of leisure trips to Russia remained on level with the previous year, despite the FIFA World Cup.

Leisure trips made to Central Europe decreased from the previous summer. The number of trips to western Central Europe amounted to 340,000, of which 110,000 were trips to Germany. The number of trips to eastern Central Europe amounted to 160,000.

Trips to the heat in Southern Europe were also made even though the weather was hot in the whole country during the summer. A total of 660,000 summer trips were made to northern Mediterranean countries, which was even higher than the record number of 610,000 trips made the year before. Of the favourite Mediterranean countries, Spain and Greece lost some of their popularity, whereas the number of trips to Italy increased when compared to the corresponding period the year before.

Trips with overnight stay in the destination country fell in total slightly from last year's May to August period. Of these trips with overnight stay in the destination country almost one quarter were package tours.

However, package tours are not more popular in summer than in any other time of the year. Twenty-six per cent of trips to Estonia with overnight stay in the destination country were package tours. Seventy-three per cent of trips made to Greece were package tours. On the other hand, only a small part of the trips to

Spain and Italy were package tours. Around 21 per cent of trips to Spain and 17 per cent of those to Italy were package tours.

Although more than one-half of overnight stays abroad in May to August were spent in hotels, people also stay with friends and relatives particularly in summer, because one in seven of leisure trip nights spent abroad were with friends and relatives. Also, renting an apartment from abroad for the duration of the trip has slowly increased in popularity, as every tenth night during a leisure trip was spent in a rental dwelling.

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

In addition to leisure trips, 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 0.9 million. Business trips both in Finland and abroad increased from the corresponding period last year.

These data derive from Statistics Finland's Finnish Travel survey for which altogether 4,401 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 2018*

Type of trip			May	June	July	August	May-August, total	Year-on-year change, % 5-8/2018* - 5-8/2017
			1,000 trips					
Trips, total			4,820	5,250	6,540	5,470	22,090	..
Leisure	Domestic	Total ¹⁾	3,040	3,670	5,160	4,090	15,950	..
		Paid accommodation	530	650	1,100	810	3,080	5
		Free accommodation	1,520	2,000	2,660	2,060	8,240	-2
		Same-day trips	990	1,020	1,400	1,220	4,630	..
	Abroad	Total ²⁾	720	810	930	780	3,240	-4
		Overnight stay in destination country	580	630	770	650	2,630	-3
		Cruises	..	100	280	-10
		Same-day visits (inc. day cruises)	100	320	-4
Business	Domestic	Trips with overnight stay	370	200	180	220	970	2
		Same-day trips	360	330	180	180	1,060	..
	Abroad	Total ²⁾	330	240	..	200	870	40

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 trips with overnight stay and same-day trips

2) 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 2012-2018*

Type of trip			May-August						
			2012	2013	2014	2015	2016	2017	2018*
Trips, total			16,480	16,150	15,880	15,390	16,190	16,240	16,00
Leisure	Domestic	Total ¹⁾	11,750	11,500	11,180	10,650	11,300	11,310	11,320
		Paid accommodation	2,870	2,960	2,720	2,750	2,900	2,920	3,080
		Free accommodation	8,880	8,540	8,450	7,900	8,400	8,380	8,240
	Abroad	Total ²⁾	3,110	3,040	3,170	3,130	3,380	3,370	3,240
		Overnight stay in destination country	2,460	2,310	2,390	2,470	2,630	2,720	2,630
		Cruises	410	380	440	320	330	320	280
		Same-day visits (inc. day cruises)	250	350	340	340	420	340	320
Business	Domestic	Trips with overnight stay	1,070	1,140	1,000	1,020	980	950	970
	Abroad	Total ²⁾	560	470	520	580	520	620	870

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1) Not including domestic same-day trips

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

Appendix table 2.1 Domestic leisure trips with overnight stay by destination region, in May to August 2016-2018*

Destination region	Trips with paid accommodation			Trips with free accommodation			Domestic leisure trips, total		
	5-8/2016	5-8/2017	5-8/2018*	5-8/2016	5-8/2017	5-8/2018*	5-8/2016	5-8/2017	5-8/2018*
	1,000 trips			1,000 trips			1,000 trips		
Trips, total	2,900	2,920	3,080	8,400	8,380	8,240	11,300	11,310	11,320
Uusimaa	480	550	420	1,120	1,320	1,190	1,600	1,860	1,610
Varsinais-Suomi	240	270	350	650	720	700	890	990	1,050
Satakunta	..	150	110	280	310	360	370	460	470
Kanta-Häme	240	320	210	310	410	300
Pirkanmaa	280	380	420	870	840	740	1,160	1,220	1,160
Päijät-Häme	110	460	340	340	570	430	400
Kymenlaakso	100	320	310	350	390	390	460
South Karelia	240	240	250	330	310	340
Etelä-Savo	180	170	150	600	630	630	780	800	770
Pohjois-Savo	150	140	150	490	520	560	640	650	710
North Karelia	..	110	..	340	360	240	420	470	310
Central Finland	220	110	220	700	610	680	910	730	900
South Ostrobothnia	140	150	140	450	310	420	590	460	560
Ostrobothnia	160	190	160	170	250	180
Central Ostrobothnia	100	110	..	120	140	110
North Ostrobothnia	270	190	280	700	610	710	980	800	990
Kainuu	120	180	210	170	300	300	230
Lapland	200	170	240	450	340	440	650	510	680
Åland	100	110	..

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Appendix table 2.2 Domestic trips by destination region in May to August 2018*

Destination region	Trips with paid accommodation	Trips with free accommodation	Same-day trips	Domestic leisure trips, total	Business trips with overnight stay	Same-day business trips	Domestic business trips, total
	5-8/2018*	5-8/2018*	5-8/2018*	5-8/2018*	5-8/2018*	5-8/2018*	5-8/2018*
1,000 trips							
Trips, total	3,080	8,240	4,630	15,950	970	1,060	2,020
Uusimaa	420	1 190	950	2,560	300	280	580
Varsinais-Suomi	350	700	560	1,610	..	140	240
Satakunta	110	360	230	700
Kanta-Häme	..	210	110	410
Pirkanmaa	420	740	610	1,770	..	120	190
Päijät-Häme	..	340	200	600
Kymenlaakso	100	350	140	590
South Karelia	..	250	150	490
Etelä-Savo	150	630	190	960
Pohjois-Savo	150	560	270	970
North Karelia	..	240	110	420
Central Finland	220	680	240	1,140	140
South Ostrobothnia	140	420	270	830
Ostrobothnia	..	160	140	320
Central Ostrobothnia	180
North Ostrobothnia	280	710	250	1,240	160
Kainuu	..	170	..	290
Lapland	240	440	..	770
Åland	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 with overnight stay in May to August 2016-2018*

Means of transport	Leisure			Business		
	5-8/2016	5-8/2017	5-8/2018*	5-8/2016	5-8/2017	5-8/2018*
	1,000 trips			1,000 trips		
Trips, total	11,300	11,310	11,320	980	950	970
Passenger car	9,240	9,160	9,060	650	630	630
Coach	740	870	750
Train	890	990	1,020	200	140	180
Aeroplane	120	100
Other	340	230	380

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Appendix table 4. Leisure trips abroad (overnight in destination country) by destination in May to August 2016-2018*

		5-8/2016		5-8/2017		5-8/2018*	
		1,000 trips	Share, %	1,000 trips	Share, %	1,000 trips	Share, %
Trips total		2,630	100	2,720	100	2,630	100
Nordic countries	Total	550	21	590	22	550	21
	Norway	100	4	110	4	160	6
	Sweden	380	14	380	14	310	12
Russia and Baltic countries	Total	930	35	820	30	750	28
	Estonia	740	28	640	24	550	21
	Russian Federation	130	5	120	4	120	4
Western and Eastern Europe	Total	510	19	550	20	500	19
	Western Central Europe	310	12	330	12	340	13
	Eastern Central Europe	190	7	210	8	160	6
	Germany	110	4
	United Kingdom	100	4	110	4
Southern Europe and East Mediterranean countries	Total	550	21	680	25	710	27
	Northern Mediterranean countries total	520	20	610	23	660	25
	Spain (without Canary Islands)	140	6	200	7	160	6
	Greece	120	5	160	6	150	6
	Italy	110	4	110	4	130	5
America	Total
Africa	Total
Asia and Oceania	Total

Northern Mediterranean countries: Continental Spain and the Balearic Islands, Monaco, Italy, Malta, Slovenia, Croatia, Bosnia and Herzegovina, Montenegro, Albania, Greece, Turkey and Cyprus.

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 2016-2018*¹⁾

Destination		Reason for trip abroad					
		5-8/2016		5-8/2017		5-8/2018*	
		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	
Trips, total		3,380	520	3,370	620	3,240	870
Nordic countries	Total	840	140	860	220	870	320
	Norway	110	..	130	..	180	..
	Sweden	650	100	630	130	610	220
Russia and Baltic countries	Total	1,390	140	1,210	110	1,030	140
	Estonia	1,080	100	990	..	780	..
	Russian Federation	240	..	150	..	170	..
Western and Eastern Europe	Total	510	130	550	210	500	240
	Germany	110	..
	United Kingdom	100	..	110
Southern Europe and East Mediterranean countries	Total	550	..	680	..	710	..
	Spain (without Canary Islands)	140	..	200	..	160	..
	Greece	120	..	160	..	150	..
	Italy	110	..	110	..	130	..
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 2016-2018*

Type of trip		Estonia			Sweden		
		Trips 5-8/2016	Trips 5-8/2017	Trips 5-8/2018*	Trips 5-8/2016	Trips 5-8/2017	Trips 5-8/2018*
		1,000 trips			1,000 trips		
Trips, total¹⁾		1,180	1,060	860	750	760	830
Leisure	Total ¹⁾	1,080	990	780	650	630	610
	Overnight stay in destination country	740	640	550	380	380	310
	Cruises	130	130	..	190	190	200
	Same-day visits (inc. day cruises)	210	230	140	110
Business	Total ¹⁾	100	100	130	220

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 5-8/2016	Trips 5-8/2017	Trips 5-8/2018*	Trips 5-8/2016	Trips 5-8/2017	Trips 5-8/2018*
		1,000 trips			1,000 trips		
Trips, total¹⁾		1,180	1,060	860	650	760	830
Leisure	Total ¹⁾	1,080	990	780	480	630	610
	Visiting friends or relatives	170	130
	Holiday	970	860	650	340	390	430
	Other personal reason
Business	Total ¹⁾	100	170	130	220

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

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 both trips with overnight stay and same-day trips in Finland and 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. Domestic same-day trips were added to the survey from the beginning of 2018.

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 2017

Type of trip	N	Sum	Standard deviation	95% Confidence Limit for Sum	
				Lower	Upper
1,000 trips					
Domestic leisure trips with paid accommodation	1,777	6,820	150	6,530	7,120
Domestic leisure trips with free accommodation	4,928	19,560	200	19,170	19,950
Domestic business and professional trips	954	3,780	120	3,550	4,010
Same-day leisure trips abroad (incl. day cruises)	250	950	60	830	1,070
Leisure cruises abroad	282	1,050	60	930	1,180
Leisure trips abroad, overnight in country of destination	1,697	6,250	150	6,230	6,810
Business and professional trips abroad	484	1,960	90	1,790	2,130

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 six to seven 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 months after the end of the year.

Accessibility and transparency/clarity of data

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

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

Comparability of statistics

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

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

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

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

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

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

Coherence and consistency/uniformity

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

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

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

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