

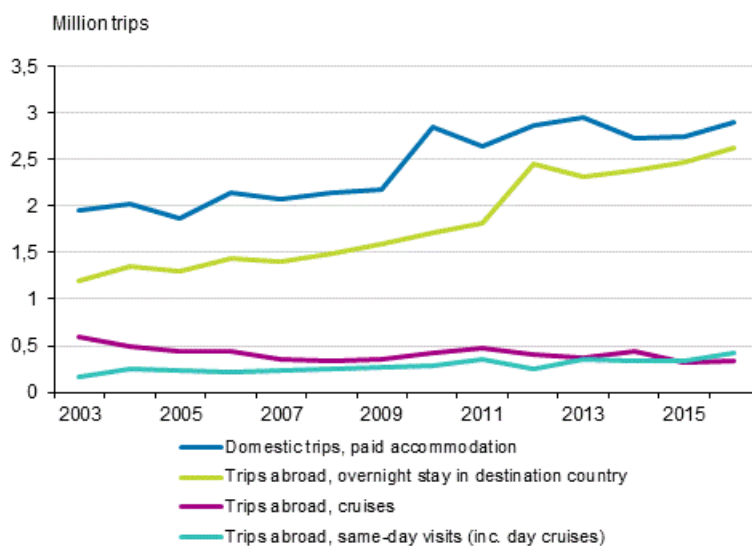
Finnish Travel

2016, Summer (1 May to 31 Aug 2016)

Finns travelled in Finland and neighbouring countries in the summer of 2016

According to Statistics Finland's preliminary data, Finnish residents travelled eagerly to both Estonia and Sweden in May to August 2016. The number of trips made to Great Britain and Croatia also grew from the year before. The number of trips to Turkey absolutely plummeted. Russia regained its allure and after a couple of quieter years travel to the eastern neighbour returned to normal levels. More trips with paid accommodation were made in Finland than in the corresponding period of the previous year.

Finns' leisure trips in May to August 2003 to 2016*



In the second four months of 2016, Finnish residents aged 15 to 84 made around 16 million trips when domestic and foreign leisure trips, as well as business and professional trips are included. In addition to trips with overnight stays, same-day trips abroad are also included in the number of trips.

Eleven million domestic leisure trips with overnight stay were made in the May to August period. Eight million of them were trips with free accommodation, which is the same as in May to August 2015.

Leisure trips with overnight stay at paid accommodation numbered 2.9 million and their most population destinations were Uusimaa, Pirkanmaa and North Ostrobothnia. Uusimaa kept its top position as the region of travel in summer. In all, the number of domestic trips with paid accommodation was six per cent higher than in May to August of the previous year.

In all, 3.4 million leisure trips were made abroad in May to August. The figure includes trips with overnight stay in the destination country, cruises and same-day trips. Of the leisure trips abroad, 2,633,000 were trips with overnight stay in the destination country and 329,000 were cruises with overnight stay on board only. Nearly all cruises were made to Sweden or Estonia. In May to August, 419,000 same-day trips were made abroad, of which one-half were same-day cruises to Estonia.

In summer, leisure trips were made mostly by boat or air. The number of trips by sea was 1.5 million and that of trips by air was 1.3 million.

Leisure trips to Estonia increased from summer 2015. Trips with overnight stay in the destination country to our southern neighbour numbered 739,000, overnight cruises 135,000 and same-day cruises 206,000. Same-day cruises decreased from the corresponding period of last year, but trips including overnight stay in the country of destination and cruises with overnight stay on board increased.

Leisure trips to Sweden also increased from summer 2015. The number of trips with overnight stay in the destination country headed to our western neighbour was 377,000, overnight cruises 192,000 and same-day trips 85,000.

Leisure trips to Russia rose to their previous level after a dip in 2014 to 2015. Trips to Russia that included overnight stay in the country of destination went up by 28 per cent and that of same-day trips by as much as 143 per cent from the corresponding period in 2015.

Leisure trips to western Central Europe decreased. Finns' favourites, France and Germany, lost in popularity. By contrast, Great Britain increased its popularity among Finnish travellers.

Unlike the west, eastern Central Europe interested Finnish travellers more in summer than one year ago. The number of leisure trips to the Czech Republic and particularly to Poland increased.

Finns also travelled from the varying Finnish summer weather to destinations in Southern Europe with better chances for sunshine. A total of 521,000 trips were made to northern Mediterranean countries, which figure was still lower than in May to August 2015.

Clearly more trips were made to Croatia than in the summer of 2015 and the number of trips there nearly doubled.

The number of trips to other Mediterranean favourites, Spain, Italy and Greece, decreased from the corresponding period in 2015. The number of trips to Turkey plummeted and fewer than one-half of trips were made this year compared to summer 2015.

Outside Europe, the United States increased its popularity and the number of trips increased by 65 per cent.

Trips with overnight stay in the destination country rose in total by seven per cent from last year's May to August period.

Package tours are not more popular in summer than in any other time of the year. Thirty-seven per cent of trips to Estonia with overnight stay in the destination country were package tours. Of trips made to Greece, 83 per cent were package tours and of trips made to Croatia, 46 per cent. Only part of the trips to

Spain and Italy were package tours. Around 15 per cent of trips to Spain and 25 per cent of those to Italy were package tours.

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

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

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 0.5 million. Domestic business trips went down by four per cent and business trips abroad by 10 per cent from last year.

These data derive from Statistics Finland's Finnish Travel survey for which altogether 4,747 Finnish residents aged 15 to 84 were interviewed in June, July, August and September. Until 2011, data were collected from those aged 15 to 74.

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Appendix tables

Appendix table 1. Trips of Finnish residents and changes in them in May to August 2016*

Type of trip			May	June	July	August	May-August, total	Year-on-year change, % 5-8/2016* - 5-8/2015
			1,000 trips					
Trips, total			3,389	3,904	4,882	4,011	16,185	5
Leisure	Domestic	Total	1,929	2,716	3,751	2,903	11,299	6
		Paid accommodation	460	581	1,153	705	2,899	6
		Free accommodation	1,469	2,134	2,598	2,199	8,399	6
	Abroad	Total ¹⁾	825	780	1,003	773	3,381	8
		Overnight stay in destination country	634	635	783	582	2,633	7
		Cruises	99	..	110	77	329	3
		Same-day visits (inc. day cruises)	93	102	111	113	419	22
Business	Domestic	Total	419	236	112	217	983	-4
	Abroad	Total ¹⁾	216	172	..	118	522	-10

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.

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

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

Appendix table 2. Domestic leisure trips by destination region in May to August 2016*

Destination region	Trips with paid accommodation		Trips with free accommodation		Domestic leisure trips, total	
	Trips 5-8/2016*		Trips 5-8/2016*		Trips 5-8/2016*	
	1,000 trips	Share, %	1,000 trips	Share, %	1,000 trips	Share, %
Trips, total	2,899	100	8,399	100	11,299	100
Uusimaa	480	17	1,125	13	1,604	14
Varsinais-Suomi	236	8	655	8	891	8
Satakunta	86	3	284	3	370	3
Kanta-Häme	76	3	238	3	314	3
Pirkanmaa	285	10	874	10	1,159	10
Päijät-Häme	109	4	461	5	570	5
Kymenlaakso	71	2	316	4	387	3
South Karelia	91	3	240	3	331	3
Etelä-Savo	176	6	600	7	775	7
Pohjois-Savo	153	5	492	6	644	6
North Karelia	85	3	339	4	424	4
Central Finland	216	7	699	8	915	8
South Ostrobothnia	138	5	451	5	589	5
Ostrobothnia	155	2	175	2
Central Ostrobothnia	97	1	124	1
North Ostrobothnia	275	9	700	8	975	9
Kainuu	123	4	180	2	303	3
Lapland	201	7	452	5	653	6
Åland	53	2	95	1

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

Appendix table 3. Means of transport used on domestic trips in May to August 2016*

Means of transport	Leisure		Business	
	Trips 5-8/2016*		Trips 5-8/2016*	
	1,000 trips	Share, %	1,000 trips	Share, %
Trips, total	11,299	100	983	100
Passenger car	9,266	82	653	66
Coach	747	7
Train	888	8	195	20
Aeroplane	81	1	77	8
Other	317	3

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

Appendix table 4. Leisure trips abroad (overnight in destination country) by destination in May to August 2016* and 2015

Leisure trips abroad with overnight in destination country		May-August			
		2016*		2015	
		1,000 trips	Share, %	1,000 trips	Share, %
Trips total		2,633	100	2,471	100
Nordic countries	Total	552	21	453	18
	Denmark	63	2
	Norway	96	4	120	5
	Sweden	377	14	284	12
Russia and Baltic countries	Total	926	35	771	31
	Estonia	739	28	644	26
	Russian Federation	127	5	100	4
Western and Eastern Europe	Total	505	19	516	21
	Czech Republic	55	2
	Germany	83	3	128	5
	Poland	65	2
	United Kingdom	97	4	82	3
Southern Europe and East Mediterranean countries	Total	551	21	627	25
	Spain (without Canary Islands)	145	6	156	6
	Croatia	52	2
	Greece	123	5	143	6
	Italy	108	4	117	5
America	Total	59	2
	United States	51	2
Africa	Total
Asia and Oceania	Total

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Appendix table 5. Trips abroad by reason and destination in May to August 2016*¹⁾

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				
Trips, total		385	2,786	210	3,381	522
Nordic countries	Total	152	638	..	839	144
	Denmark	63	..
	Norway	..	78	..	107	..
	Sweden	113	497	..	653	98
Russia and Baltic countries	Total	107	1,173	108	1,387	142
	Estonia	66	969	..	1,080	105
	Russian Federation	..	144	59	244	..
Western and Eastern Europe	Total	63	417	..	505	130
	Czech Republic	..	55	..	55	..
	Germany	..	58	..	83	50
	Poland	..	65	..	65	..
	United Kingdom	..	64	..	97	..
Southern Europe and East Mediterranean countries	Total	..	512	..	551	64
	Spain (without Canary Islands)	..	131	..	145	..
	Croatia	52	..
	Greece	..	114	..	123	..
	Italy	..	104	..	108	..
America	Total	59	..
	United States	51	..
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.

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

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

Appendix table 6. Trips to Sweden and Estonia in May to August 2016* and 2015

Type of trip		Estonia			Sweden		
		Trips 5-8/2016*	Trips 5-8/2015	Year-on-year change, % 5-8/2016* - 5-8/2015	Trips 5-8/2016*	Trips 5-8/2015	Year-on-year change, % 5-8/2016* - 5-8/2015
		1,000 trips			1,000 trips		
Trips, total¹⁾		1,184	1,060	12	751	651	15
Leisure	Total ¹⁾	1,080	989	9	653	544	20
	Overnight stay in destination country	739	644	15	377	284	33
	Cruises	135	123	10	192	194	-1
	Same-day visits (inc. day cruises)	206	222	-7	85	66	29
Business	Total ¹⁾	105	72	47	98	108	-9

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.

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

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

Quality description: Finnish Travel 2016

Relevance of statistical information

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

The data from the survey are used for monitoring domestic travel and trips abroad made by Finnish residents. The data are intended particularly for the use of central government, tourism enterprises and organisations and researchers. Within central government, the data are mainly used for the balance of payment calculations. The data from the survey are also reported to Eurostat, the Statistical Office of the European Communities in accordance with the Regulation on tourism statistics (EU) No 692/2011.

Statistics Finland collects the data for the statistics with a sample-based telephone interview survey. The survey persons represent the population aged 15 to 84 permanently resident in Finland.

The data are collected on voluntary basis. Survey data on individual persons must be kept confidential by virtue of the Statistics Act (280/2004, Section 12).

The concept of usual environment is essentially connected to the definition of tourism. According to the World Tourism Organisation (UNWTO), tourism means the activity of persons travelling to and staying in places outside their usual environment for not more than one consecutive year.

Statistics Finland's classifications of municipalities and countries for the statistical reference year are used for classifying destinations of trips.

Methodological description of the survey

The Finnish Travel Survey comprises two parts. The monthly survey collects information on trips made by Finnish residents, their numbers and characteristics. A so-called annual survey is made once a year to establish the number of persons who have travelled during the survey year.

The survey is a sample-based telephone interview survey where computer-assisted interview questionnaires are used. The interviews for the Finnish Travel Survey are conducted centrally from Statistics Finland's computer-assisted telephone interview centre, the CATI Centre. The data are collected between the February of the survey year and the January of the year following the survey year. The interviews are conducted immediately after the end of the month, during two to three weeks.

The data for the annual survey concerning persons having travelled are collected in the January of the year following the survey year. Previously, Statistics Finland's field interviewers conducted the telephone interviews for the annual survey around the country. From the statistical reference year 2012 onwards, the annual part of the survey was combined as part of the monthly interview made at the CATI Centre.

In each partial survey, the population comprises people aged 15 to 84 permanently resident in Finland according to the Population Information System. However, persons permanently living in institutions are excluded from the survey. The samples are drawn with systematic sampling, and they represent the population comprehensively with respect to age, gender, area of residence and native language.

Since 2012, the total annual sample size of the Finnish Travel Survey is approximately 28,200 persons. The data concerning the statistical reference year are obtained with 12 separate samples. From 2012, the sample size is 2,350 persons per month, while before that it was 2,200 persons. The same sample is also used for the data collection of the monthly Consumer Survey. In the interviews, target persons are asked about trips that had ended during the month preceding the interview month.

In connection with the January interviews, questions are also made concerning travelling in the preceding year. In the annual survey the responses to the questions made are of the form yes/no. In the interviews several groups of trips are examined, and the target persons are asked whether they had made trips of that group during the reference year.

The response data are expanded to the whole population with weighting coefficients. From 2012 onwards, the weighting coefficient for each month is expanded to the number of population of the month (preliminary data on population structure). The strata used are the respondent's age group, gender and area of residence (major region). Prior to 2012, only gender was used as the stratum.

Correctness and accuracy of data

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

After the questionnaire reform of 2012, the respondent no longer decides the type of trip her/himself, but it is deduced from the responses given. All modes of overnight stays used during a trip are included in the questions, in order to ensure that trips with paid accommodation automatically get grouped correctly. This reduces errors and enables more accurate compilation of statistics.

The non-response rate for the Finnish Travel Survey is on the annual level 45 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 2015

Type of trip	N	Sum	Standard deviation	95% Confidence Limit for Sum	
				Lower	Upper
		1,000 trips			
Domestic leisure trips with paid accommodation	1,808	6,372	139	6,100	6,645
Domestic leisure trips with free accommodation	5,362	19,349	187	18,983	19,715
Domestic business and professional trips	963	3,435	104	3,230	3,639
Same-day leisure trips abroad (incl. day cruises)	256	889	56	781	998
Leisure cruises abroad	313	1,091	62	970	1,212
Leisure trips abroad, overnight in country of destination	1,738	6,156	137	5,889	6,424
Business and professional trips abroad	516	1,886	80	1,729	2,043

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

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

Accessibility and transparency/clarity of data

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

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

Comparability of statistics

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

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

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

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

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

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

Coherence and consistency/uniformity

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

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

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

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