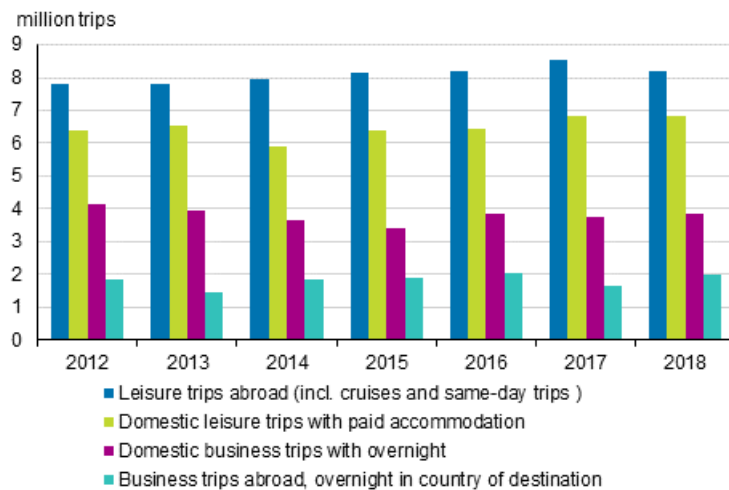


Finnish Travel 2018

Finnish residents' travel to Southern Europe increased in 2018

According to Statistics Finland's survey, Finnish residents made 8.2 million different leisure trips abroad in 2018. Finnish residents' travel to Estonia decreased clearly, but Southern Europe increased its popularity as a leisure destination. The number of various domestic leisure trips was 38 million. Domestic business trips decreased, but the number of business trips abroad grew.

Finnish residents' travel in 2012 to 2018 (excl. domestic leisure trips with free accommodation)

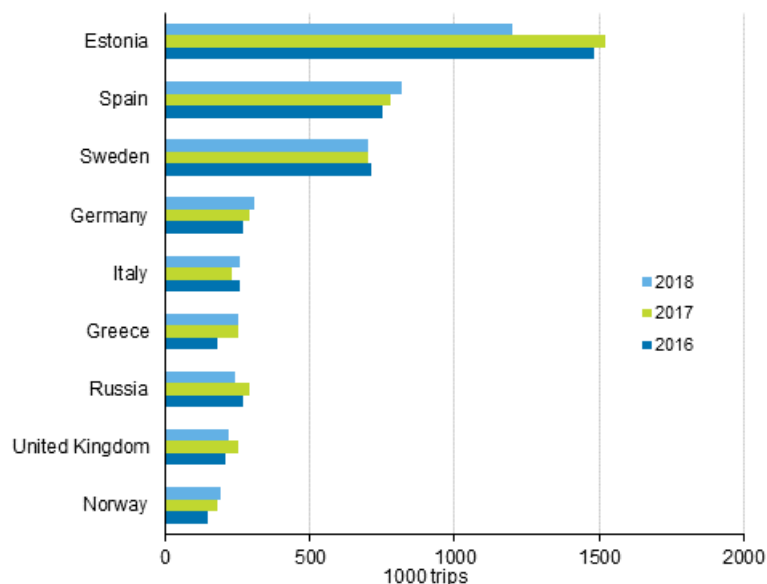


Finnish residents' leisure trips abroad decreased slightly from the year before. The biggest reason for the fall was Estonia to which considerably fewer trips were made in 2018 than in the year before. Despite the strong decrease in travel, it retained its unswerving top position as a travel destination for Finns. Leisure trips to our western neighbour Sweden remained on level with the previous year, but trips to our eastern neighbour Russia decreased from the year before.

Among customary Southern European favourites, Italy and Croatia increased their appeal.

The number of trips heading outside Europe increased slightly. More tourists than before headed to the American continent and Asia and particularly the favourite Asian country, Thailand, received more Finnish tourists than in the previous year.

Finnish residents' most popular destinations for leisure trips with overnight stay in the destination country in 2018, 2017 and 2016



The number of domestic trips with paid accommodation remained on level with the previous year. Nearly seven million of these trips were made in 2018. Short trips lasting under four nights decreased, but the number of trips with at least four nights increased from the previous year. As expected, summer months were the most popular time to travel in Finland.

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

Compared with the previous year, nights spent at hotels and rented cottages increased somewhat from the previous year.

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

The most popular destination regions for day trips in Finland were Uusimaa, Pirkanmaa and Southwest Finland. The most popular towns were Helsinki, Tampere and Turku.

The number of business trips in Finland decreased and abroad increased compared with the previous year.

Leisure trips of an average Finn in 2018:

- 1.5 domestic leisure trips with paid accommodation,
- 2.7 domestic same-day trips,
- 1.4 trips abroad with overnight stay in the country of destination,
- 0.4 same-day trips abroad or cruises to neighbouring areas.

Data collection

The data concerning travel derive from Statistics Finland's monthly Finnish Travel sample survey. In all, 13,539 persons aged 15 to 84 permanently resident in Finland were interviewed for the numbers of trips.

The numbers of persons who had travelled during the year were collected with an additional survey carried out in connection with the December interview concerning travelling. The data for the annual survey of 2018 are based on 1,146 interviews.

Additional tables are found in the PX Web database at:

http://pxnet2.stat.fi/PXWeb/pxweb/en/StatFin/StatFin_lii_smat

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1. Trips abroad

1.1. Travel to Estonia dropped drastically

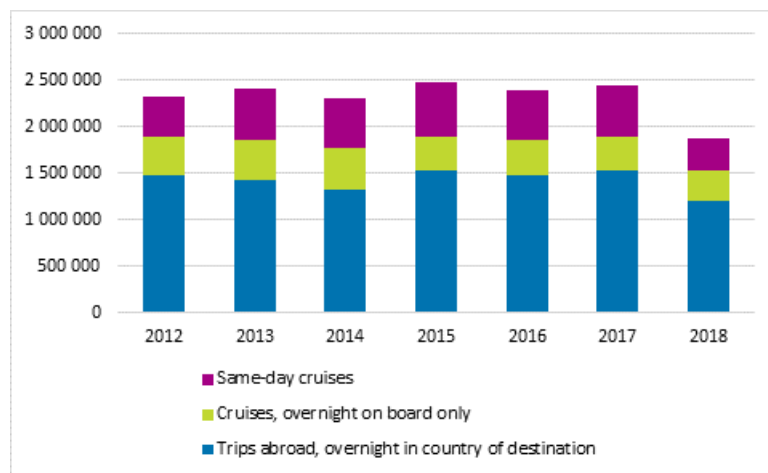
In 2018, Finns made 8.2 million leisure trips abroad. The number of trips with overnight stay in the country of destination was 6.4 million. Of them, 4.2 million were trips with at least four nights in the country of destination and 2.3 million were short trips with one to three nights. Cruises with overnight stay on board numbered around one million. The number of day trips abroad was under one million. Of them, around 0.4 million were day cruises to Estonia and 0.1 million to Sweden.

In 2018, a total of 1.9 million leisure trips were made to Estonia, which represented 23 per cent of all leisure trips. The number of leisure trips to Estonia decreased heavily for the first time, because around one-fifth fewer trips were made to Estonia than in the year before. Trips were made to Estonia mostly in July, when the number of leisure trips to our southern neighbour rose to 230,000. June and April were also popular months for travelling.

Sweden was the second most popular travel destination for Finns in our neighbouring areas with 1.6 million leisure trips. Trips to Sweden were preferably made in July. October, June and August were the second most popular months for travelling. In addition to leisure trips, Finns also travel to Sweden to meet relatives and friends. In 2018, these types of trips covered around 20 per cent of leisure trips to Sweden.

A change occurred in travel to Russia in 2014, as the number of trips to our eastern neighbour declined considerably. Although travelling has recovered slightly in recent years, the numbers of trips have not, however, reached the level of 2013. In 2018, a total of 0.4 million leisure trips were made to Russia. Of these trips, 31 per cent were trips to meet relatives and friends.

Leisure trips to Estonia in 2012 to 2018



1.2. Travelling to Southern Europe increased despite the hot summer

Finnish residents have travelled to Central Europe usually more and more every year. In 2018, Finnish residents made 1.3 leisure trips to Eastern and Western Europe, which is somewhat lower than one year earlier. However, trips appeared to centre on old favourite countries.

In total, 1.3 million leisure trips were made to the Mediterranean in Europe in 2018.

Spain is a long-time favourite of Finns, and it has been the third most popular destination for leisure trips for years. Trips to the Canary Islands increased from the previous years, the popularity of Continental Spain remained at the same level as in 2017.

Trips to the Canary Islands are mainly taken during the winter season but Continental Spain attracts Finnish travellers throughout the year. For a long time, the number of trips made to the Canary Islands and

Continental Spain was more or less the same per year, but since 2012, trips to Continental Spain have outstripped those made to the Canary Islands.

Other popular northern Mediterranean countries were Italy, Greece and Croatia. Trips to Turkey also grew after a few of years' decline.

The popularity of long-distance travel rose slightly in 2018 and the number of trips to Asia grew.

1.3. Good one third of trips abroad are made on a boat

Last year 3.0 million various leisure trips were made abroad by boat, which is 18 per cent lower than one year before. Of all leisure trips abroad, 37 per cent were made on boats. Of the trips made by boat, 99 per cent were made to Estonia or Sweden.

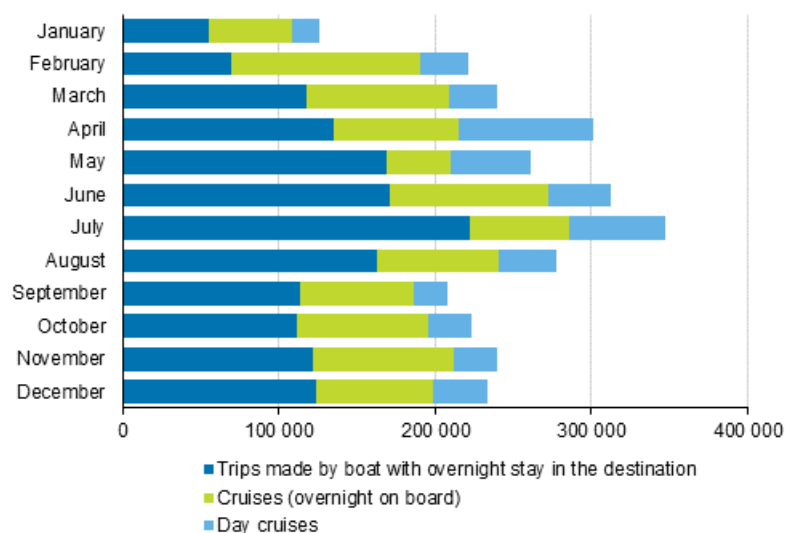
In 2018, Finns made 1.6 million trips with overnight stay in the destination country where a boat was used as the means of travel. Compared with 2017, the number of these trips declined considerably. One million overnight cruises and 0.5 million day cruises were made. The number of cruises also decreased from the previous year. The number of trips to Estonia contracted by one fifth from the previous year and this decrease in trips to Estonia was directly visible as a fall in leisure trips abroad made by boat.

Of the leisure trips made to Estonia, 98 per cent were made by boat. Of the leisure trips made to Sweden, 68 per cent were made by boat, 11 per cent by air, and 19 per cent by passenger car.

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

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

Number of leisure trips abroad made by boat by month in 2018



1.4. Number of business trips abroad went up from the previous year

In 2018, business and professional trips abroad involving overnighting in the destination country numbered 2.1 million. The highest numbers of business trips abroad with overnight stays were made to Sweden, Germany and Estonia. Business trips to Sweden numbered 390,000 while 190,000 of them were made to Germany and 130,000 to Estonia.

During 2018, a total of 240,000 work-related day trips abroad were made.

2. Domestic trips

2.1. Number of domestic leisure trips with paid accommodation remained on level with the previous year

In 2018, some 6.8 million leisure trips were made in Finland during which paid accommodation services, such as hotels, camping sites or rented cottages, were used at least once. The total number remained at the same level as in the previous year. However, the length of trips changed. The number of short trips with one to three nights decreased, but the number of trips with at least four nights increased.

Examined by age group, persons aged 25 to 44 increased their domestic trips, while those aged over 45 decreased their travelling in the home country.

Finns' favourite holiday destinations in Finland were Uusimaa, Pirkanmaa and Lapland. Trips to Uusimaa numbered 1.2 million, or 18 per cent of all trips with paid accommodation. Twelve per cent of trips were headed to Pirkanmaa and Lapland.

More leisure trips were made to Lapland in 2018 than in the year before. Lapland attracted tourists around the year but the most popular time to travel there was in March to enjoy spring skiing. July was also a popular time in Lapland. When travelling in the rest of Finland, the most popular times for travelling were the summer months. Sixteen per cent of trips with paid accommodation in Finland were made in July.

Domestic tourists were interested in big towns, because more than three out of four trips to Uusimaa were made to Helsinki. Of trips to Pirkanmaa, more than four out of five were headed to Tampere and of trips to Southwest Finland, nearly two out of three to Turku.

In Finland, passenger cars were the most usual means of transport as nearly 80 per cent of trips were made with passenger cars. Travelling by train increased from the previous year. Travel by other public transport, such as bus or plane, decreased.

The number of nights spent during domestic leisure trips involving paid accommodation totalled 17.2 million, which was more than in 2017. Of overnight stays, 63 per cent took place in hotels, holiday villages and camping sites, and 36 per cent in rented cottages or Airbnb.

2.2. Trips with free accommodation to big towns

Nineteen million overnight leisure trips with free accommodation were made in Finland, i.e. to own free-time residences or to relatives or friends. The number of these trips with free accommodation decreased slightly the previous year.

Of the trips with free accommodation, good three million were made to Uusimaa, and one-half of them to Helsinki. 1.7 million trips with free accommodation were made to Pirkanmaa and one-half of them to Tampere. A total of 1.5 million trips were made to Southwest Finland and four of ten to Turku. Trips with free accommodation to North Ostrobothnia numbered 1.7 million.

The high season for trips with free accommodation was the summer months, as good one-third of trips with free accommodation were made in June to August in 2018.

2.3. Domestic day trips

A total of 12.2 million day trips were made in Finland in 2018. The most popular destination regions for day trips were Uusimaa, Pirkanmaa and Southwest Finland. Every second day trip to Uusimaa was headed to Helsinki. Of trips to Pirkanmaa, 58 per cent went to Tampere and 46 per cent of trips to Southwest Finland to Turku.

2.4. Factors influencing the selection of the domestic travel destination

Domestic leisure trips in which holiday was given as the reason numbered 17.1 million in 2018. Of them, 5.5 million were day trips, 5.3 million trips with paid overnight stay and 6.3 million trips with free accommodation.

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

One's own well-being and cultural services had an effect on selecting the travel destination for one-fifth of domestic trips. In trips with paid accommodation, cultural services had an effect on the selection of the travel destination for every third tourist.

Culture or shopping had mostly an effect on day trips made for leisure.

2.5. Domestic business trips

A total of 3.5 million business trips with overnight stay and 3.9 million same-day business trips were made in Finland in 2018. Fewer domestic business trips with overnight stay were made than in 2017.

Domestic business trips were typically very short. Fifty-four per cent of the trips lasted only for one day and 26 per cent for only one night.

Domestic business trips were usually made by one's car, as 67 per cent of the trips were made by passenger car. Nineteen per cent of business trips were made by train and eight per cent by airplane.

3. Travel reservations

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

The Internet has already years ago established its position in making reservations for accommodation and means of travel for leisure trips. Of those who booked their ticket or accommodation in advance, the majority had made the reservation online in 2018.

For leisure trips with paid accommodation in Finland, 74 per cent of the accommodation was reserved through the Internet. Ninety-one per cent of domestic flights and 70 per cent of train journeys were reserved online.

Eighty-eight per cent reserved their accommodation for leisure trips abroad on the Internet. Ninety-four per cent of persons that flew on leisure trips abroad booked their tickets online. For boat trips, the corresponding figure was 82 per cent.

Of cruises with overnight stay on board, 79 per cent were reserved in advance on the Internet.

3.2. One-quarter of leisure trips were package tours

Even though independent travel has become considerably easier as the Internet has revolutionised the way in which trips are booked, package tours are not past history. Of leisure trips abroad including at least one overnight stay in the destination country, 26 per cent were package tours. In 2018, almost 1.7 million package tours were made abroad, which is unchanged from one year earlier.

In 2018, the most popular package tour destinations were Greece, the Canary Islands and Turkey. Of trips made to Greece, 74 per cent were package tours. People also favour package tours when travelling to the Canary Islands as 76 per cent of the trips there were package tours. In turn, only 20 per cent of the trips to Continental Spain or the Balearic Islands were package tours. Fifty-eight per cent of the trips to Turkey were package tours.

Of the 1.2 million leisure trips to Estonia, which included at least one overnight stay in the destination country, 32 per cent were package tours.

The popularity of package tours grows along with the age of the traveller. Of trips made by those aged 25 to 44 including overnight stays in the country of destination, 18 per cent were package tours, for those aged 45 to 64 altogether 28 per cent were package tours, and for those aged 65 to 84 a total of 41 per cent were package tours.

Package tours are not as popular in domestic travel as they are when travelling abroad. Of the 6.8 million domestic trips including paid accommodation, only three per cent were package tours. Of trips to Lapland, 14 per cent were package tours and of trips made to Uusimaa, eight per cent were package tours. Seven per cent of trips to Pirkanmaa and six per cent of trips to North Ostrobothnia were package tours.

The price of a package tour includes at least the travel and accommodation. The package may also include meals, admission tickets, excursions, programme services, treatments, etc.

4. Numbers of trips have changed much in ten years

In 2008, Finns aged between 15 and 74 made 5.1 million domestic leisure trips with paid accommodation and one decade later in 2018, the corresponding number of trips when they were ten years older, 25 to 84, was 6.0 million. The number of trips has increased by 19 per cent in ten years.

A decade ago, Finns aged 15 to 74 made 3.2 million trips abroad with overnight stay in the destination country. In 2018, the corresponding number of trips for persons aged 25 to 84 was 5.6 million. The number of trips abroad has increased by 69 per cent in ten years.

By contrast, domestic trips with free accommodation and overnight cruises to Sweden or Estonia have lost some of their popularity during the decade.

The differences compared to the situation ten years ago become emphasised when viewing the number of trips by age group. Those who were aged 15 to 34 in 2008, were aged 25 to 44 in 2018. In these age groups, the numbers of trips with overnight stay both in Finland and abroad have increased exponentially.

Those, who were aged 55 to 64 a decade ago, reached retirement age by 2018. This age group increased their trips abroad with overnight stay in the country of destination by one fifth. By contrast, domestic trips with paid accommodation decreased for this age group by 24 per cent over a decade. Persons belonging to the oldest age group have decreased all types of leisure travel over the past ten years.

Table 1. Leisure trips with overnight stay by group of trips and age in 2008 and 2018, and the change in these

Age	Trips in Finland		Trips abroad	
	Paid accommodation	Free accommodation	Overnight stay in destination country	Cruises with overnight stay on board only
Age group 2007	Trips in 2008			
15 to 24	580,000	4,680,000	420,000	240,000
25 to 34	840,000	4,470,000	550,000	230,000
35 to 44	1,110,000	3,520,000	590,000	190,000
45 to 54	1,230,000	3,650,000	720,000	220,000
55 to 64	970,000	3,780,000	700,000	250,000
65 to 74	350,000	1,950,000	360,000	140,000
15 to 74 trips total	5,080,000	22,060,000	3,230,000	1,260,000
Age group 2018	Trips in 2018			
25 to 34	1,060,000	3,730,000	1,210,000	100,000
35 to 44	1,450,000	2,800,000	1,120,000	190,000
45 to 54	1,210,000	2,510,000	1,160,000	150,000
55 to 64	1,280,000	3,030,000	1,100,000	130,000
65 to 74	740,000	2,360,000	840,000	180,000
75 to 84	190,000	800,000	210,000	..
25 to 84 trips total	6,030,000	15,240,000	5,630,000	810,000
Age group 2018	Change (2008/2018), %			
25 to 34	99	-20	192	-57
35 to 44	73	-37	103	-18
45 to 54	9	-29	98	-21
55 to 64	4	-17	52	-41
65 to 74	-24	-38	20	-26
75 to 84	-44	-59	-42	..
25 to 84 total	19	-31	69	-36

5. Ninety-one per cent of Finns made at least one trip in 2018

In all, 4.1 million, or 91 per cent of Finnish residents aged 15 to 84, made at least one leisure trip that included an overnight stay in 2018. Included are all domestic and outbound leisure trips, as well as trips to free-time residences and visits to friends and relatives.

As many as 95 per cent of those living in the Helsinki region made some leisure trip with an overnight stay. The level of education also had an impact on how actively people travel, because 97 per cent of those with higher education made a leisure trip with an overnight stay. Examined by age group, the most eager travellers were persons aged under 45, as 96 per cent of them made a leisure trip with an overnight stay. Families with children also made more trips than others, because 96 per cent of families made a leisure trip with overnight stay. Nine per cent of the population did not make any leisure trips with overnight stays outside their usual environment during 2018.

In 2018, around 2.3 million Finnish residents aged 15 to 84 made at least one leisure trip in Finland with paid accommodation. This is 52 per cent of all those belonging to the age group. Equally many, or 52 per cent of all those belonging to the age group made at least one leisure trip abroad, which involved staying overnight in the destination country.

Every fourth Finnish resident aged 15 to 84, or one million persons, made a business trip in Finland which involved staying overnight or a business trip abroad during which a night was spent in the destination country.

Respondents were also asked the reason for not having travelled. Of Finnish residents who had not travelled, close on one third said they did not like to travel, close on one-third said that medical reasons prevented them from travelling, and 19 per cent did not travel for economic reasons. Among the survey respondents, the economic situation as the reason for giving up leisure trips has increased only a little in the past six years.

Appendix tables

Appendix table 1. Overnight stay trips by Finnish residents in 2012 to 2018

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

Symbols: [...] Data not available or too uncertain for presentation, or subject to secrecy.
The sums in the tables do not always amount to the totals shown because of rounding.

1) Trips with paid accommodation include at least one overnight stay in a hotel, holiday village, campsite, rented cottage or other paid accommodation.

Appendix table 2. Leisure trips abroad (overnight in destination country) by most popular destinations in 2012 to 2018

Destination		Total							Average duration
		2012	2013	2014	2015	2016	2017	2018	2018
		1,000 trips							Nights
Trips, total		5,840	5,720	5,880	6,160	6,100	6,520	6,440	7,0
Nordic countries	Total	1,000	870	980	890	970	1,030	1,030	4,1
	Denmark	130	100	130	130	4,4
	Norway	120	..	130	190	150	180	190	5,8
	Sweden	740	680	770	610	710	700	700	3,5
Russia and Baltic countries	Total	1,856	1,824	1,639	1,830	1,850	1,950	1,600	3,0
	Estonia	1,480	1,430	1,320	1,530	1,480	1,520	1,200	2,7
	Latvia	120	140	3,2
	Russian Federation	270	310	240	240	270	290	240	4,5
Western and Eastern Europe	Total	990	1,100	1,070	1,250	1,180	1,360	1,300	5,5
	Czech Republic	100	130
	France	170	210	160	180	100	130	140	8,4
	Germany	250	300	260	330	270	290	310	4,9
	Poland	110	120	130	5,2
	United Kingdom	170	190	200	200	210	250	220	5,0
Southern Europe and East Mediterranean countries	Total	1,440	1,460	1,640	1,580	1,520	1,640	1,890	9,8
	Spain (without Canary Islands)	310	380	410	380	420	470	470	12,4
	Spanish Canary Islands	300	280	350	270	320	310	350	11,6
	Greece	220	160	200	240	180	250	250	7,6
	Croatia	120	140	7,4
	Italy	240	220	260	230	260	230	260	7,9
	Portugal	100	100	7,5
	Turkey	180	210	210	210	100	..	160	9,2
America	Total	170	140	210	180	210	160	170	13,7
	United States	100	..	160	120	140	100	130	13,7
Africa	Total
Asia and Oceania	Total	290	270	280	380	310	330	390	20,3
	Thailand	150	130	140	120	130	100	130	17,1
	United Arab Emirates	100
Trips with overnights in 1 country		5,420	5,250	5,460	5,760	5,640	5,940	5,890	6,3
Trips with overnights in 2 or more countries (excluding Finland)		420	470	420	400	470	580	550	14,4

Symbols: [...] Data not available or too uncertain for presentation, or subject to secrecy.
The sums in the tables do not always amount to the totals shown because of rounding.

Appendix table 3. Business trips abroad by destination country in 2016 to 2018

Destination		Total			Overnight in destination country			Cruises, overnight on board only			Same-day visits (incl. day cruises)		
		2016	2017	2018	2016	2017	2018	2016	2017	2018	2016	2017	2018
		1,000 trips											
Trips, total		2,060	1,960	2,300	1,780	1,680	1,980	100	180	200	240
Nordic countries	Total	610	620	830	490	460	600	110	170
	Denmark	..	150	130
	Norway	100	100
	Sweden	440	370	..	340	260	390	110
Russia and Baltic countries	Total	530	350	320	390	220	240
	Estonia	360	250	190	250	140	130
	Russian Federation	150	120
Western and Eastern Europe	Total	580	730	660	570	730	660
	Germany	210	240	190	200	240	190
	United Kingdom	100	100
Southern Europe and East Mediterranean countries	Total	160	110	240	160	110	240
America	Total	..	100	120	..	100	120
	United States	100	100
Africa	Total
Asia and Oceania	Total

Symbols: [..] Data not available or too uncertain for presentation, or subject to secrecy.
The sums in the tables do not always amount to the totals shown because of rounding.

Appendix table 4. Trips abroad by cause and destination in 2018 and its change

Destination		Leisure trips					Business trips	
		Visiting friends or relatives	Holiday	Other personal reason	Leisure trips, total	Year-on-year change (2017/2018)	Business trips, total	Year-on-year change (2017/2018)
		1,000 trips				%	1,000 trips	%
Trips, total		1,100	6,560	510	8,180	-4	2,300	17
Nordic countries	Total	380	1,400	160	1,950	-2	830	34
	Denmark	130	-5	120	-21
	Norway	..	160	..	200	-6	130	40
	Sweden	330	1,130	150	1,610	-1	570	53
Russia and Baltic countries	Total	280	1,910	230	2,20	-19	320	6
	Estonia	160	1 610	120	1,890	-23	190	-24
	Latvia	..	130	..	140	19
	Russian Federation	110	150	110	370	-10
Western and Eastern Europe	Total	220	1,020	..	1,300	-4	660	-10
	Austria	120	32
	France	..	120	..	140	4
	Germany	..	240	..	310	6	190	-18
	Poland	..	120	..	130	8
	United Kingdom	..	170	..	220	-10	100	13
Southern Europe and East Mediterranean countries	Total	130	1 700	..	1 890	15	240	122
	Spain (without Canary Islands)	..	390	..	470	1
	Canary Islands	..	340	..	350	11
	Croatia	..	130	..	140	12
	Greece	..	240	..	250	1
	Italy	..	230	..	260	16	100	270
	Portugal	..	100	..	100	12
	Turkey	..	150	..	160	242
America	Total	..	140	..	170	4	120	27
	United States	..	110	..	130	24	100	68
Africa	Total
Asia and Oceania	Total	..	320	..	390	23	120	86
	Thailand	..	130	..	130	34

Symbols: [..] Data not available or too uncertain for presentation, or subject to secrecy. The sums in the tables do not always amount to the totals shown because of rounding.

Appendix table 5. Bookings of transportation via internet in 2018

Type of trip			Means of booking the transport			Booked transport
			Via Internet	By other means	Unknown	Total
			Share, % ¹⁾			1,000 trips
Trips, total			83	7	10	16,470
Leisure	Domestic	Total	89	8	3	4,820
		Airplane or helicopter	91	7	2	410
		Boat, ferry	99	1	..	120
		Train	70	21	9	2,890
		Bus or coach	93	6	..	1,350
	Abroad	Total	88	8	4	7,260
		Airplane or helicopter	94	5	1	4,160
		Boat, ferry	82	11	7	2,920
Business	Domestic	Total	53	4	43	2,200
		Airplane or helicopter	59	2	40	530
		Train	59	1	40	1,250
		Bus or coach	29	14	56	340
	Abroad	Total	80	8	12	2,180
			Airplane or helicopter	83	7	10
		Boat, ferry	70	7	23	360

The sums in the tables do not always amount to the totals shown because of rounding.

1) Trips that include a reservation made for means of transport; including domestic trips in paid or free accommodation, and same-day trips abroad, cruises and trips with overnight stay in the destination country.

Appendix table 6. Bookings of accommodation via internet in 2018

Type of trip		Booking of accommodation			Booked accommodation
		Via Internet	By other means	Unknown	Total
		Share, % ¹⁾			1,000 trips
Trips, total		78	16	7	16,380
Leisure	Domestic leisure trips in paid accommodation	74	21	5	6,240
	Cruises abroad, overnights on board	79	13	7	920
	Leisure trips abroad, overnight stay in destination country	88	10	3	4,620
Business	Domestic	71	18	11	2,680
	Abroad	74	11	15	1,910

The sums in the tables do not always amount to the totals shown because of rounding.

1) Trips with paid accommodation and cruises that have been booked in advance.

Quality description: Finnish Travel 2018

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 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 2018

Type of trip	N	Sum	Standard deviation	95% Confidence Limit for Sum	
				Lower	Upper
1,000 trips					
Domestic leisure trips with paid accommodation	1,678	6,830	160	6,510	7,140
Domestic leisure trips with free accommodation	4,514	18,850	240	18,380	19,320
Domestic same-day leisure trips	3,162	12,220	200	11,830	12,610
Domestic business and professional trips	1,784	7,380	170	7,060	7,710
Same-day leisure trips abroad (incl. day cruises)	194	790	60	680	900
Leisure cruises abroad	241	950	60	830	1,070
Leisure trips abroad, overnight in country of destination	1,576	6,440	160	6,130	6,750
Business and professional trips abroad	542	2,300	100	2,110	2,490

Table 2. Confidence Limits of persons by travelling activity in year 2018

Travelling activity	N	Sum	Standard deviation	95% Confidence Limit for Sum	
				Lower	Upper
1,000 persons					
Didn't make leisure trips with overnight stay	114	400	35	330	470
Made leisure trips with overnight stay	1,032	4,090	35	4,020	4,160
Made domestic leisure trips with paid accommodation	584	2,340	66	2,210	2,470
Made same-day leisure trips abroad (incl. day cruises)	233	950	55	840	1,050
Made leisure cruises abroad	246	990	56	880	1,110
Made leisure trips abroad with paid accommodation, overnight in country of destination	585	2,350	65	2,220	2,480
Made business and professional trips, domestic and abroad	273	1,110	54	1,000	1,220

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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