

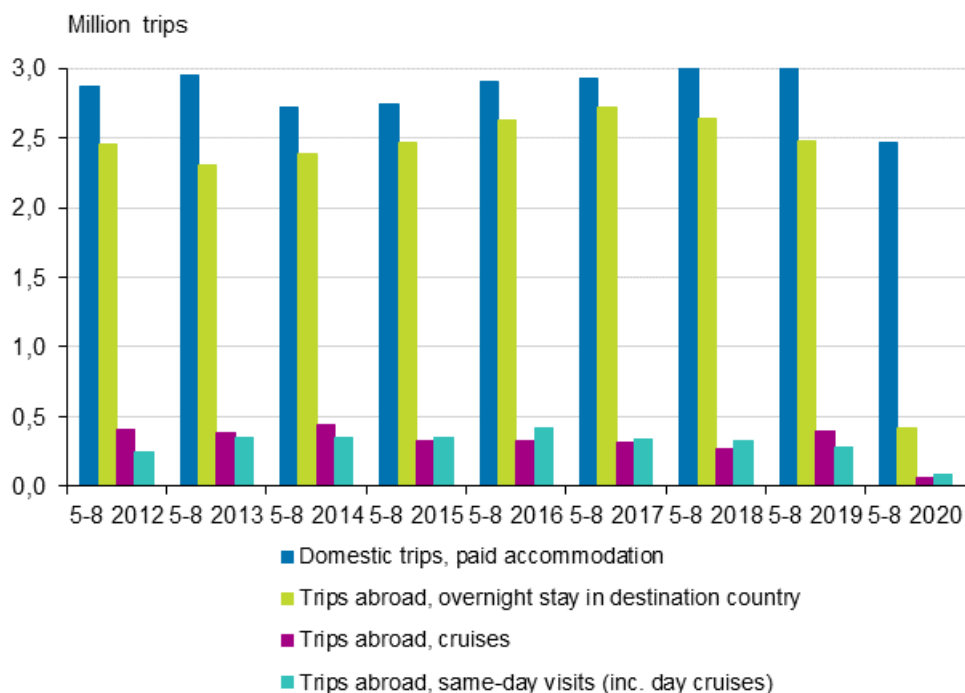
Finnish Travel

2020, Summer (1 May to 31 Aug 2020)

Finnish residents' travel centred on home country in summer 2020

According to Statistics Finland's preliminary data, summer tourism in the travel year 2020 focused on domestic tourism, while at the same time the numbers of passengers at airports and ports were only a fraction of the year before due to the coronavirus situation. In May to August, the number of trips abroad by air was 95 per cent lower and that of trips by ship 70 per cent fewer than one year ago. During May to August 2020, Finnish residents made 9.7 million domestic leisure trips with overnight stay and 0.6 million leisure trips abroad, of which 0.4 million were trips with overnight stay in the destination country.

Leisure trips in May to August 2012 to 2020* (excl. domestic same-day trips and trips with free accommodation)



In the second four months of 2020, Finnish residents aged 15 to 84 made 10.8 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.

In addition, the inquiry concerning trips in April to August asked about trips for April to December that had been reserved before the restrictions set due to the pandemic in mid-March. Under one in five respondents had made such foreign travel reservations and they estimated that around one-half of them were either cancelled or postponed to a later date due to the coronavirus situation.

Correspondingly, around one in eight of the respondents had reservations for domestic trips with paid accommodation, and clearly over one-half of these trips were estimated to be made as planned. Altogether 1.8 million trips abroad and one million domestic trips with paid accommodation, for which reservations had been made before the restrictions set in March due to the pandemic, were cancelled or postponed in the April to December period for Finnish residents. Around one-half of the trips cancelled or postponed were scheduled for April to May, 35 per cent for June to August and 15 per cent for September to December.

Altogether 9.7 million domestic leisure trips with overnight stay were made in the May to August period. In all, 7.2 million of them were trips with free accommodation, which is slightly fewer than in May to August last year. Leisure trips with overnight stay at paid accommodation numbered 2.5 million and their most popular destinations were Uusimaa, North Ostrobothnia and Lapland. In the corona summer, travel destinations in Northern Finland attracted more than those in Pirkanmaa and Southwest Finland in Southern Finland. The number of trips with paid accommodation was one fifth lower than in May to August of the previous year.

July was the most popular month for travelling in the summer season, as then 1.1 million domestic trips with paid accommodation and 2.2 million trips with free accommodation were made. Of the trips made in July with paid accommodation, 12 per cent were made to Uusimaa and 11 per cent to Lapland.

In the corona summer, cottage holidays were extremely popular. Overnight stays at both own and rented cottages increased nearly one-and-a-half times compared with the previous year.

By contrast, hotel holidays in Finland were not that popular, as around one third fewer nights were spent at hotels than in the previous summer.

In all, 560,000 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. This is just under one-fifth of the number in the corresponding period of the previous year.

A total of 410,000 leisure trips abroad included overnight stay in the destination country. The number of such trips was for the first time the same in July and August.

Flights were available only limitedly to the majority of European countries. By contrast, shipping companies operated almost normally, so many trips planned to the south in the summer turned into trips to our southern neighbour Estonia. One half of all leisure trips abroad that included overnight stays in the destination country were made to Estonia. Despite this, the number of trips to Estonia was just around one half compared to the previous year.

In addition to leisure trips, half a million domestic business or professional trips were made in Finland. Business trips in Finland dropped by one half from the corresponding period of last year.

These data derive from Statistics Finland's Finnish Travel survey for which data were collected from altogether 5,228 residents aged 15 to 84 on the web or alternatively as a telephone interview 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 2020*

Type of trip			May	June	July	August	May-August, total	Year-on-year change, % 5-8/2020* - 5-8 /2019
			1,000 trips					
Trips, total			1,490	2,650	3,670	2,960	10,770	-32
Leisure	Domestic	Total	1,280	2,500	3,330	2,540	9,660	-14
		Paid accommodation	110	390	1,090	870	2,460	-20
		Free accommodation	1,170	2,110	2,250	1,670	7,200	-11
	Abroad	Total	260	220	560	-82
		Overnight stay in destination country	180	180	410	-83
		Cruises
		Same-day trips (inc. day cruises)
Business	Domestic	Trips with overnight stay	170	190	490	-51
	Abroad	Total ¹⁾

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 1.2. Trips of Finnish residents in May to August 2012-2020*

Type of trip			May-August								
			2012	2013	2014	2015	2016	2017	2018	2019	2020*
			1,000 trips								
Trips, total			16,480	16,150	15,880	15,390	16,190	16,240	16,400	15,920	10,770
Leisure	Domestic	Total	11,750	11,500	11,180	10,650	11,300	11,310	11,320	11,200	9,660
		Paid accommodation	2,870	2,960	2,720	2,750	2,900	2,920	3,080	3,080	2,460
		Free accommodation	8,880	8,540	8,450	7,900	8,400	8,380	8,240	8,120	7,200
	Abroad	Total ¹⁾	3,110	3,040	3,170	3,130	3,380	3,370	3,240	3,140	560
		Overnight stay in destination country	2,460	2,310	2,390	2,470	2,630	2,720	2,630	2,470	410
		Cruises	400	380	440	320	330	320	280	390	..
		Same-day trips (inc. day cruises)	250	350	340	340	420	340	320	280	..
Business	Domestic	Total	1,070	1,140	1,000	1,020	980	950	970	1,010	490
	Abroad	Total ¹⁾	560	470	520	580	520	620	870	570	..

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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 2. Domestic leisure trips by destination region, in May to August 2020*

Destination region	5-8/2020*					
	Trips with paid accommodation		Trips with free accommodation		Domestic leisure trips, total	
	1,000 trips	Share, %	1,000 trips	Share, %	1,000 trips	Share, %
Trips, total	2,460	100	7,200	100	9,660	100
Uusimaa	310	13	960	13	1,270	13
Varsinais-Suomi	210	8	790	11	1,000	10
Satakunta	120	5	260	4	390	4
Kanta-Häme	..	3	310	4	390	4
Pirkanmaa	130	5	580	8	710	7
Päijät-Häme	380	5	460	5
Kymenlaakso	250	4	300	3
South Karelia	100	4	240	3	350	4
Etelä-Savo	140	6	650	9	790	8
Pohjois-Savo	170	7	370	5	540	6
North Karelia	160	7	290	4	460	5
Central Finland	130	5	560	8	690	7
South Ostrobothnia	100	4	270	4	370	4
Ostrobothnia	150	2	170	2
Central Ostrobothnia
North Ostrobothnia	260	10	470	7	730	8
Kainuu	240	3	320	3
Lapland	240	10	320	4	560	6
Åland	100	1

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Appendix table 3. Means of transport used on domestic trips in May to August 2020*

Means of transport	5-8/2020*			
	Leisure		Business	
	1,000 trips	Share, %	1,000 trips	Share, %
Trips, total	9,660	100	490	100
Passenger car	8,480	88	350	72
Coach	190	2
Train	630	6
Aeroplane
Other	330	3

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Appendix table 4. Leisure trips abroad (overnight in destination country) by destination in May to August 2019-2020*

Destination		5-8/2020*		5-8/2019	
		1,000 trips	Share, %	1,000 trips	Share, %
Trips total		410	100	2,470	100
Nordic countries	Total	520	21
	Norway	130	5
	Sweden	320	13
Russia and Baltic countries	Total	250	60	600	24
	Estonia	210	50	420	17
	Russian Federation	100	4
Western and Eastern Europe	Total	510	21
	Germany	130	5
Southern Europe and East Mediterranean countries	Total	710	28
	Spain (without Canary Islands)	160	6
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.

Appendix table 5. Trips abroad by type of trip and destination in May to August 2020* 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		..	430	..	560	..
Nordic countries	Total	..	100	..	120	..
Russia and Baltic countries	Total	..	290	..	370	..
	Estonia	..	240	..	310	..
Western and Eastern Europe	Total
Southern Europe and East Mediterranean countries	Total
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. Trips to Sweden and Estonia by type of trip in May to August 2019-2020*

Type of trip		Estonia			Sweden		
		Trips 5-8/2020*	Trips 5-8/2019	Year-on-year change, % 5-8/2020* - 5-8/2019	Trips 5-8/2020*	Trips 5-8/2019	Year-on-year change, % 5-8/2020* - 5-8/2019
		1,000 trips			1,000 trips		
Trips, total¹⁾		310	750	-58	..	760	..
Leisure	Total ¹⁾	310	700	-56	..	670	..
	Overnight stay in destination country	210	420	-51	..	320	..
	Cruises	..	130	250	..
	Same-day trips (inc. day cruises)	..	140	100	..
Business	Total ¹⁾

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 7. Views on booked trips taking place in April to December 2020¹⁾

	Persons	Share of persons
	Number	%
Persons aged 15 - 84 in total	4,443,520	100
Domestic trips in paid accommodation		
No trip reservations	3,881,851	87
Trip(s) will take place within the planned schedule	322,354	7
Trip(s) will be cancelled or postponed	239,315	5
Trips abroad		
No trip reservations	3,631,738	82
Trip(s) will take place within the planned schedule	419,593	9
Trip(s) will be cancelled or postponed	392,189	9

1) Concerns only trips that were booked before travel restrictions were set in place in mid-March due to the pandemic.

Appendix table 8. Trips cancelled or postponed in April to December 2020 due to the pandemic¹⁾

	Domestic trips in paid accommodation	Trips abroad
	1,000 trips	1,000 trips
Trips total	990	1,850
April	350	510
May	200	440
June	160	300
July	100	130
August	80	130
September	40	90
October	20	90
November	20	40
December	20	40

1) Concerns only trips that were booked before travel restrictions were set in place in mid-March due to the pandemic

Quality description: Finnish Travel 2020

Relevance of statistical information

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

The data of the statistics 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 statistics are also reported to Eurostat, the Statistical Office of the European Communities in accordance with the Regulation on European statistics on tourism (EU) No 692/2011.

Statistics Finland collects the data of the statistics as a so-called mixed-mode data collection, that is, with a self-filled web questionnaire or alternatively as a telephone interview. 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 Organization (UNWTO), tourism comprises the activities 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 statistics

The data for the statistics are collected with an inquiry consisting of two parts. The monthly inquiry collects data on trips made by Finnish residents during the past three months, their numbers and characteristics. In 2019, data were exceptionally collected about trips during three previous months.

In addition to the last monthly inquiry of the year, a so-called annual inquiry is made, where yes/no questions are used to establish the numbers of persons having made different types of trips during the statistical reference year.

The data collection is a sample-based inquiry conducted with a web questionnaire or alternatively as a telephone interview. The target persons are primarily asked to respond to the inquiry with a web questionnaire. If data are not obtained, the statistical interviewer will contact the target person by telephone. The data are collected between the February of the statistical reference year and the January of the year following it. The data for each monthly inquiry are collected during the following month. The data for the annual inquiry on persons having travelled are collected in connection with the last monthly inquiry of the year.

The population of the statistics 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 population. The samples are drawn with systematic sampling, and they represent the population comprehensively with respect to age, sex, area of residence and native language. Working-age people (aged 25 to 64) are drawn to the sample slightly more often than young people (aged 15 to 24) and pensioners (aged 65 to 84) because the highest number of trips is made by working-age people.

The sample size of the inquiry is 28,200 persons per year, that is, 2,350 persons per month. In 2019, the sample size was 16,000 persons per year. Until 2012, the same sample was also used in the data collection of the monthly statistics on consumer confidence.

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 population of the month (preliminary data on

population structure). The strata used are the respondent's age group, sex and area of residence (major region). Before 2012, only sex was used as the stratum.

Correctness and accuracy of data

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

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 survey is on the annual level 49 per cent. 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 intervals of numbers of trips by type of trip in 2019

Type of trip	N	Sum	Standard deviation	95% Confidence Limit for Sum	
				Lower	Upper
1,000 trips					
Domestic leisure trips with paid accommodation	1,753	7,300	170	7,000	7,630
Domestic leisure trips with free accommodation	4,136	18,430	250	17,940	18,910
Domestic business and professional trips	614	3,590	140	3,310	3,870
Same-day leisure trips abroad (incl. day cruises)	241	790	50	680	890
Leisure cruises abroad	262	1,110	70	960	1 230
Leisure trips abroad, overnight in country of destination	1,963	6,260	140	5,990	6,520
Business and professional trips abroad	422	2,300	110	2,070	2,520

Table 2. Confidence intervals of numbers of persons by travelling activity in 2019

Travelling activity	N	Sum	Standard deviation	95% Confidence Limit for Sum	
				Lower	Upper
1,000 persons					
Didn't make leisure trips with overnight stay	251	770	40	680	850
Made leisure trips with overnight stay	1,217	3,730	40	3,650	3,820
Made domestic leisure trips with paid accommodation	644	1,960	60	1,850	2,080
Made same-day leisure trips abroad (incl. day cruises)	327	1,010	50	910	1,100
Made leisure cruises abroad	275	850	50	760	930
Made leisure trips abroad with paid accommodation, overnight in country of destination	734	2,220	60	2,110	2,340
Made business and professional trips, domestic and abroad	293	890	40	800	980

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 were 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, preliminary data are released at four-month intervals six to seven weeks from the end of the period, but preliminary data for 2020 are exceptionally released four months from the end of the period.

Annual data are published on the website of the statistics on Finnish Travel around six months after the end of the year.

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 Statistics Finland's StatFin database. The time series by group of trips start from 1991 and by destination area from 2000.

Comparability of statistics

The statistics have been made regularly since 1991. From 1991 to 1994, Statistics Finland produced the statistics on assignment of the Finnish Tourist Board. These years are mutually comparable, because uniform methods were used. In 1995, the statistics were transferred completely to Statistics Finland. The content and methodological changes started in the same year have had an effect on the comparability of data between 1995 and 1999. The data content and the calculation and data collection methods 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 every month together with the Consumer Survey (now Consumer Confidence). Prior to this, the data 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 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 sums by group of trips by two to five per cent. The specification of the *weighting coefficient* increased the sums by group of trips by two to three per cent. 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.

In the 2019 survey, the reference period of the monthly survey was extended from one month to three previous months. The aim of the change was to obtain more travel observations from each respondent

than before. At the same time, however, fewer trips were obtained by month. This is assumed to be because either not all trips during three months were remembered to be reported or their reporting was felt too heavy especially for those who travelled much. This sub-reporting concerned especially short trips, business trips, and various trips made with guest and other free accommodation.

In order to maintain the comparability of the annual numbers of trips, the weight coefficients of trips were raised by type of trip and for trips abroad by country-specific coefficients. Source data outside the statistics describing annual level change were used to determine these inflating coefficients. Statistics Finland's accommodation statistics were used especially for trips with paid accommodation in Finland. For Finnish residents' trips abroad, statistical data based on data on telecommunications operators were used on visits by destination country, statistics on package tours of the Association of Finnish Travel Agents, passenger statistics on sea transport, and for Estonian tourism, statistics on the number of passengers published by the Port of Tallinn.

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 Finnish Travel Survey.

Coherence and consistency/uniformity

Finnish travel 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**. The statistics contain data on the accommodation capacity of hotels and its use and overnight stays at accommodation establishments broken down by the visitors' country of residence.

Tourism satellite account (TSA) is a statistical system in which the economic effects of tourism are described in a versatile and comprehensive manner. The figures for tourism accounts are published on the web pages of **Visit Finland's** statistical service Rudolf.

Statistics on passenger transport between Finland and foreign countries are compiled in Statistics Finland's statistics on international sea transport and air transport. However, these statistics do not report the country of residence of the passengers. 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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Source: Finnish Travel, Statistics Finland