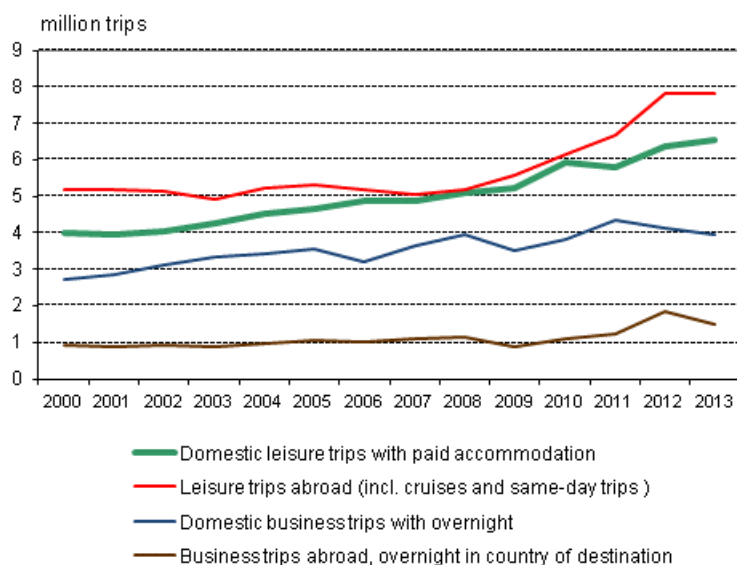


# Finnish Travel 2013

## Finns' travel to Central Europe increased in 2013

According to Statistics Finland's survey, Finns made 7.8 million different leisure trips abroad in 2013. Trips to Central Europe increased their popularity. The number of domestic leisure trips with paid accommodation numbered nearly 6.6 million. The destination of one million of these trips was Lapland and Kainuu. Business trips both in Finland and abroad decreased from the previous year.

### Finnish travel 2000 to 2013



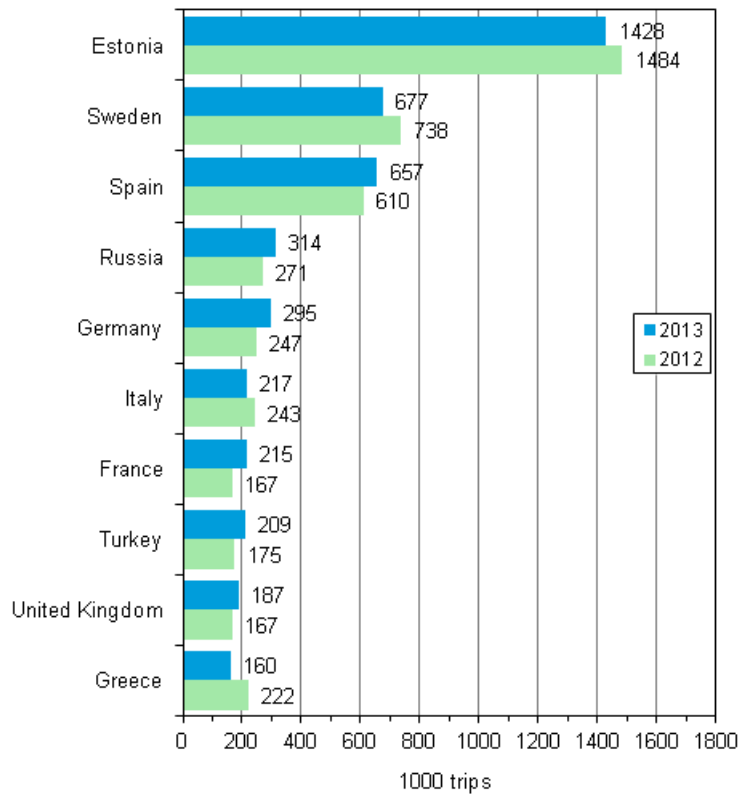
The data collection methods of the survey were changed in 2010 and 2012. Figures prior to the break in the time series are not fully comparable with newer ones.

Finnish residents' leisure trips abroad did not change in absolute numbers in 2013. As expected, Estonia maintained its leading position as the destination for Finns. Both day and overnight cruises to Estonia increased but trips with overnight stay in the destination country decreased. The development was also similar for Sweden. Of same-day trips to Sweden, nearly one-quarter were day cruises.

Spain maintained its position as the third most popular destination for Finns. Trips to the Canary Islands decreased slightly but trips to Continental Spain increased by 21 per cent from the year before.

Finns travelled eagerly to Central Europe, in particular to Germany, France and Great Britain. Our neighbouring country Russia increased its popularity as a travel destination for Finns. The number of trips heading outside Europe decreased. The number of trips to Thailand fell by 11 per cent from the previous year.

**Finnish residents' favourite destination countries for leisure trips with overnight stay the destination in 2013 and 2012**



Three per cent more domestic trips with paid accommodation were made than one year earlier. The destination of one in six of these trips was Uusimaa and one in nine was Pirkanmaa or Lapland. Compared with the previous year, nights spent at hotels decreased slightly but nights spent at camp sites and rented cottages increased considerably.

The most popular destination for trips with free accommodation was Uusimaa. Numerous trips were also made to Pirkanmaa, Varsinais-Suomi and North Ostrobothnia.

The number of business trips both in Finland and abroad decreased from the previous year.

Leisure trips of an average Finn in 2013:

- 1.5 domestic leisure trips with paid accommodation,
- 1.3 trips abroad that included overnight stay in the country of destination,
- 0.5 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, 16,934 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 describing 2013 are based on 1,312 interviews.

Additional tables are found in the Px-Web database at:

[http://pxweb2.stat.fi/database/StatFin/lii/smat/smat\\_en.asp](http://pxweb2.stat.fi/database/StatFin/lii/smat/smat_en.asp)

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## ***1. Neighbouring countries long-standing favourites for Finns***

In 2013, Finns made 7,812,000 leisure trips abroad, which is roughly the same number as in 2012. Trips with overnight stay in the destination country fell in total by two per cent from the year before. Same-day trips and day cruises in turn increased by 18 per cent from 2012. The number of cruises with overnight stay on board remained at the same level as in 2012.

Nothing seems to be able to shake Estonia's top position as the favourite destination for Finns. In 2013, 2,404,000 leisure trips were made to Estonia, which represented 31 per cent of all leisure trips. Trips to Estonia that included overnight stay in the country of destination decreased by four per cent but day cruises increased by nearly 30 per cent. The number of overnight cruises went up by three per cent. The most popular times to travel to Estonia are the summer months and December.

Sweden was the second most popular travel destination for Finns with 1,669,000 leisure trips. The number of trips to Sweden fell by two per cent from the previous year. Trips that included overnight stay in Sweden decreased by eight per cent and cruises by close on two per cent. By contrast, same-day trips and day cruises increased by 25 per cent.

The pull of the neighbouring countries is strong among Finns as Russia is the fourth most popular destination country. In 2013, 417,000 different types of leisure trips were made to Russia. Trips that included overnight stay in Russia went up by 16 per cent but same-day trips contracted by 26 per cent. Trips to Sweden, Estonia and Russia covered nearly 60 per cent of all leisure trips.

## ***2. Central Europe increased its popularity***

Spain is a constant favourite of Finns and the third most popular destination for leisure trips in 2013. Altogether, 279,000 trips were made to the Canary Islands and 378,000 to the Balearic Islands and Continental Spain. Trips to the Canary Islands are mainly taken during the winter season but Continental Spain attracts Finnish travellers throughout the year. The pull of Continental Spain is growing year after year, and in 2013 the number of these trips grew by 21 per cent.

Northern Mediterranean countries also attracted Finns as in 2013 the number of trips to these countries went up by two per cent. In total, more than one million leisure trips were made to the European side of the Mediterranean. Spain, Italy and Turkey were the most popular destinations in this area. Finns travelled to these countries around the year even though the main time for travelling to the Mediterranean region is from spring to autumn. The popularity of Greece dropped a little from its top levels, but trips to Croatia increased once again, as they have for several years.

Usually the trips to Southern Europe are long but shorter trips are also made to Italy. Of the trips to Italy, 16 per cent lasted fewer than four nights.

Finns travelled to the Central European countries Germany, France and Great Britain even more eagerly than before. A total of nearly 700,000 leisure trips were made to these countries. The number of trips grew by good 100,000, i.e. by 20 per cent from 2012.

Long-distance destinations lost popularity in 2013. Around 20 per cent fewer trips were made to Africa and the American continent than in 2012. Seven per cent fewer trips were made to Asia and Oceania. The number of trips to Thailand, a favourite of Finns, fell by 11 per cent from the previous year.

### 3. Taking a boat abroad

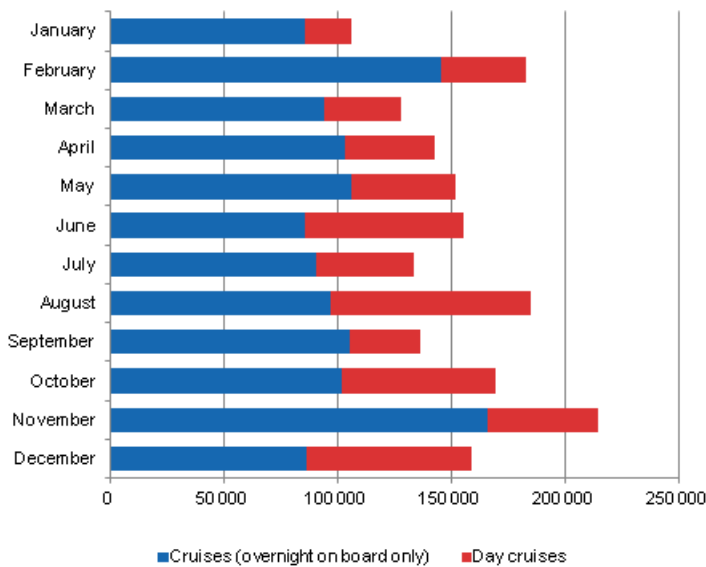
Altogether 3,662,000 trips were made abroad on board boats in 2013, which was one per cent more than in 2012. Of all leisure trips abroad, 47 per cent were made on boats. Of the trips made by boat, 98 per cent were made to Estonia or Sweden. The remainder of the boat trips were mainly made to Russia.

In 2013, Finns made 1,799,000 trips with overnight stay in the destination country where a boat was used as the means of travel. A total of 1,266,000 overnight cruises and 597,000 day cruises were made. The number of overnight cruises remained unchanged but the number of day cruises increased by 31 per cent from the year before.

Of the leisure trips made to Estonia, 99 per cent were made by boat. Of the leisure trips made to Sweden, 73 per cent were made by boat, ten per cent by air and 16 per cent by passenger car.

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

**Number of cruises by month 2013**



## ***4. Lapland and Kainuu the risers of domestic paid leisure trips***

In 2013, some 6.6 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 number was up by three per cent, or 173,000 trips, from the year before.

The most popular destination regions for the trips involving paid accommodation were Uusimaa, Pirkanmaa, Lapland, North Ostrobothnia and Varsinais-Suomi. These five regions covered nearly 60 per cent of the demand for paid accommodation.

The trips to Uusimaa numbered 1,148,000, or 18 per cent of all trips with paid accommodation. Good 11 per cent of the trips were headed to Pirkanmaa and Lapland. Trips to Kainuu and Lapland increased by nearly 20 per cent from 2012.

Lapland attracts travellers throughout the year. The most popular time to travel to Lapland was in March to enjoy spring skiing. When travelling to other parts of Finland, July was the most popular month. Altogether, 40 per cent of trips with paid accommodation were made during the summer months.

The number of nights spent during domestic leisure trips in paid accommodation totalled 16.5 million, which was six per cent more than in 2012. Compared to the year before, nights spent at hotels dropped by four per cent. By contrast, nights spent at camping sites increased by 51 per cent and nights spent at rented cottages grew by 23 per cent.



## ***5. Free accommodation in Uusimaa***

A total of 20 million overnight 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 decreased by two per cent, or 417,000 trips, from the year before.

Of the trips with free accommodation, 3.0 million were made to Uusimaa, 1.9 million to Pirkanmaa, 1.7 million to Varsinais-Suomi, and 1.6 million to North Ostrobothnia. The high season for trips with free accommodation was also the summer months.

## ***6. Number of business trips decreased from 2012***

In 2013, business and professional trips abroad involving overnighiting in the destination country numbered 1.5 million. The number of business trips abroad fell by 19 per cent from 2012. The highest numbers of business trips abroad with overnight stay were made to Sweden, Germany, Estonia and Great Britain. The number of business trips was 253,000 to Sweden, 188,000 to Germany, 137,000 to Estonia, and 129,000 to Great Britain. Of these four countries, only the number of business trips to Great Britain increased from the year before.

Work-related same-day trips abroad made during 2013 numbered 137,000, or 39 per cent fewer than in 2012. A total of 98,000 work-related cruises were made abroad, which is 15 per cent fewer than in the year before.

A total of four million business trips with overnight stay were made in Finland in 2013. This was five per cent fewer than in 2012.

## ***7. Accommodation and tickets for leisure trips are mainly booked online***

The Internet seems to have established its position in making reservations for accommodation and means of travel for leisure trips. Of those that booked their ticket or accommodation in advance, a majority had made the reservation online.

For leisure trips with paid accommodation in Finland, 56 per cent of the accommodation was reserved through the Internet. Nine out of ten domestic flights were reserved online and as many as eight out of ten train journeys.

Seventy-eight per cent reserved their accommodation for leisure trips abroad on the Internet. Eighty-nine per cent of persons that flew on leisure trips abroad booked their tickets online. For boat trips, the corresponding figure was 65 per cent.

Of cruises with overnight stay on board, 62 per cent were reserved on the Internet.

All travellers do not know how their trips have been booked. About five per cent of the respondents did not know whether the trip had been reserved via the Internet or not.

## ***8. Leisure package tours maintain their popularity***

Even though independent travel has become considerably easier in the era of the Internet, package tours have not become history. Of leisure trips abroad which included at least one overnight stay in the destination country, 33 per cent were package tours.

The most popular destination for package tours in 2013 was Greece; 92 per cent of leisure trips made to Greece were package tours. Of trips to the Canary Islands, 81 per cent were package tours and of trips made to Turkey, 69 per cent were package tours. Of the 1.4 million trips to Estonia, which included at least one overnight stay in the destination country, 47 per cent were package tours.

The popularity of package tours is comparable with the age of the traveller. Of trips made by those aged 25 to 44 including overnight stays in the country of destination, slightly over 20 per cent were package tours, while for those aged 65 to 84 almost 50 per cent were package tours.

Package tours are not as popular in domestic travel as they are when travelling abroad. Of the 6.6 million domestic trips including paid accommodation, only three per cent were package tours. When package tours are made domestically, they are usually destined to Lapland.

A package tour includes at least the trips and accommodation. The package may also include meals, admission tickets, excursions, programme services, treatments, etc.

## 9. Travelling has changed a lot in ten years

A decade ago, 4.2 million domestic leisure trips with paid accommodation were made while in 2013 the corresponding number was 5.6 million. In ten years, the number of trips has increased by one-third.

A decade ago, the number of trips abroad with overnight stay in the destination country was 2.6 million. In 2013, the corresponding number of trips was 5.0 million. In ten years, the number of trips have nearly doubled.

By contrast, domestic overnight trips with free accommodation and overnight cruises to Sweden and 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 2003 were aged 25 to 44 in 2013. In these age groups the number of trips with overnight stay in paid accommodation both in Finland and abroad have increased exponentially .

Those who were aged 55 to 64 a decade ago reached retirement age by 2013 and increased their trips abroad with overnight stay by good one-third. Persons belonging to the oldest age group have decreased travelling in the past decade .

**Table 1. Leisure trips with overnight stay by group of trips and age in 2003 and 2013, 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
Year				
Age group	<b>2003</b>	<b>2003</b>	<b>2003</b>	<b>2003</b>
15 to 24	572,000	4,571,000	303,000	328,000
25 to 34	656,000	4 552,000	410,000	290,000
35 to 44	1,054,000	3,468,000	481,000	339,000
45 to 54	1,047,000	3,496,000	626,000	357,000
55 to 64	642,000	2,927,000	549,000	342,000
65 to 74	274,000	1,293,000	232,000	259,000
<b>15 to 74 trips total</b>	<b>4,245,000</b>	<b>20,307,000</b>	<b>2,601,000</b>	<b>1,915,000</b>
Year				
Age group	<b>2013</b>	<b>2013</b>	<b>2013</b>	<b>2013</b>
25 to 34	1,131,000	4,311,000	1,004,000	167,000
35 to 44	1,345,000	2,886 000	953,000	195,000
45 to 54	1,387,000	2,930,000	1 130 000	168,000
55 to 64	991,000	2,992,000	1 017 000	230,000
65 to 74	622,000	1,924,000	749 000	254,000
75 to 84	174,000	67,1000	136 000	65,000
<b>25 to 84 trips total</b>	<b>5,648,000</b>	<b>15,714,000</b>	<b>4,989,000</b>	<b>1,078,000</b>
Change (2003/2013), %				
Age group	<b>2003 to 2013</b>	<b>2003 to 2013</b>	<b>2003 to 2013</b>	<b>2003 to 2013</b>
25 to 34	98	-6	231	-49
35 to 44	105	-37	132	-33
45 to 54	32	-16	135	-50
55 to 64	-5	-14	62	-36
65 to 74	-3	-34	36	-26
75 to 84	-37	-48	-41	-75
<b>25 to 84 total</b>	<b>33</b>	<b>-23</b>	<b>92</b>	<b>-44</b>

## ***10. Ninety-one per cent of Finns made at least one trip in 2013***

The numbers of persons who have travelled have remained stable over the past years. During 2013, four million, or 91 per cent of Finnish residents aged 15 to 84, made at least one leisure trip that included an overnight stay. 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 96 per cent of those with higher education made a leisure trip with an overnight stay. The most eager travellers were persons aged between 25 and 34, as 98 per cent of them made a leisure trip with an overnight stay. Nine per cent of the population did not make any leisure trips with overnight stays outside their usual environment during 2013.

In 2013, around 2.2 million Finnish residents aged 15 to 84 made at least one leisure trip in Finland with paid accommodation. This is 49 per cent of all those belonging to the age group. Slightly more, or 51 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.

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

Respondents were also asked why they had not travelled. Of Finnish residents who had not travelled, 35 per cent said they did not like to travel, 21 per cent said that health issues prevented them from travelling and 16 per cent did not travel for economic reasons.

# Appendix tables

**Appendix table 1. Overnight stay trips by Finnish residents in 2005 to 2013**

Type of trip				2005	2006	2007	2008	2009	2010 <sup>1)</sup>	2011	2012 <sup>1)</sup>	2013		
				1,000 trips										
<b>Trips, total</b>				<b>36,832</b>	<b>34,001</b>	<b>36,381</b>	<b>36,943</b>	<b>36,847</b>	<b>41,164</b>	<b>42,835</b>	<b>39,969</b>	<b>39,042</b>		
Leisure	Domestic	Total	Total	27,360	25,043	26,973	27,137	27,523	30,694	31,199	26,771	26,528		
			1-3 nights	22,878	20,467	22,364	22,542	22,525	25,239	25,563	21,483	21,220		
			4 or more nights	4,483	4,576	4,611	4,596	4,998	5,455	5,636	5,288	5,308		
		Paid accommodation <sup>2)</sup>	Total	4,637	4,873	4,869	5,080	5,228	5,926	5,816	6,380	6,553		
			1-3 nights	3,550	3,714	3,784	3,927	3,964	4,705	4,522	5,064	5,179		
			4 or more nights	1,087	1,159	1,086	1,153	1,264	1,221	1,294	1,316	1,374		
		Free accommodation	Total	22,723	20,170	22,104	22,057	22,295	24,768	25,383	20,391	19,974		
			1-3 nights	19,328	16,753	18,580	18,615	18,561	20,534	21,041	16,419	16,040		
			4 or more nights	3,396	3,417	3,525	3,443	3,734	4,234	4,342	3,972	3,934		
	Abroad	Total	Total	4,682	4,616	4,512	4,591	4,858	5,431	5,890	7,104	6,986		
			1-3 nights	2,721	2,572	2,424	2,398	2,541	2,947	3,197	3,576	3,601		
			4 or more nights	1,961	2,044	2,088	2,193	2,317	2,484	2,694	3,528	3,385		
		Overnight stay in destination country	Total	3,112	3,147	3,230	3,328	3,596	3,974	4,293	5,836	5,719		
			1-3 nights	1,151	1,103	1,142	1,135	1,279	1,490	1,600	2,308	2,335		
			4 or more nights	1,961	2,044	2,088	2,193	2,317	2,484	2,694	3,528	3,385		
		Cruises	Total	1,570	1,469	1,282	1,263	1,262	1,457	1,597	1,268	1,266		
		Business	Domestic	Total	Total	3,571	3,202	3,659	3,953	3,492	3,837	4,362	4,144	3,952
					1-3 nights	3,248	2,887	3,323	3,599	3,168	3,485	3,945	3,768	3,688
4 or more nights	323				315	336	354	324	351	417	375	264		
Abroad	Total			1,219	1,140	1,237	1,262	974	1,202	1,384	1,951	1,577		
	1-3 nights			892	792	855	898	657	860	981	1,349	1,094		
	4 or more nights			327	348	382	365	318	342	402	602	482		

Symbols: [...] Data not available or too uncertain for presentation. [ ] No observations in the survey.  
The sums in the tables do not always amount to the totals shown because of rounding.

1) Data on 2010 and 2012 are not fully comparable with those on earlier years due to the revised data collection method.

2) 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 2013**

Destination		Duration of trip		Total	Average duration
		1-3 nights	4 or more nights		
		1,000 trips			Nights
<b>Trips, total</b>		<b>2,335</b>	<b>3,385</b>	<b>5,719</b>	<b>7,1</b>
<b>Nordic countries</b>	<b>Total</b>	<b>502</b>	<b>365</b>	<b>867</b>	<b>4,4</b>
	Denmark	..	62	93	7,2
	Norway	..	64	91	5,1
	Sweden	444	233	677	3,9
<b>Russia and Baltic countries</b>	<b>Total</b>	<b>1,404</b>	<b>419</b>	<b>1,824</b>	<b>3,0</b>
	Estonia	1,137	292	1,428	2,9
	Latvia	..	..	55	4,1
	Russian Federation	230	84	314	3,0
<b>Western and Eastern Europe</b>	<b>Total</b>	<b>347</b>	<b>751</b>	<b>1,098</b>	<b>7,1</b>
	Austria	..	..	53	5,8
	France	56	158	215	7,3
	Germany	111	184	295	7,2
	Hungary	..	..	64	4,9
	Netherlands	..	..	64	11,1
	United Kingdom	60	127	187	6,8
<b>Southern Europe and East Mediterranean countries</b>	<b>Total</b>	<b>81</b>	<b>1,374</b>	<b>1,455</b>	<b>10,0</b>
	Spain (without Canary Islands)	..	352	378	11,2
	Canary Islands		279	279	11,8
	Croatia	..	64	67	10,3
	Greece		160	160	8,2
	Italy	..	181	217	6,7
	Portugal		70	70	9,7
	Turkey	..	199	209	10,8
<b>America</b>	<b>Total</b>		<b>138</b>	<b>138</b>	<b>15,8</b>
	United States		82	82	17,9
<b>Africa</b>	<b>Total</b>		<b>71</b>	<b>71</b>	<b>13,1</b>
<b>Asia and Oceania</b>	<b>Total</b>		<b>267</b>	<b>267</b>	<b>23,9</b>
	Thailand		130	130	23,4

Symbols: [..] Data not available or too uncertain for presentation. [ ] No observations in the survey.  
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 2013**

Destination		Total	Overnight in destination country	Cruises, overnight on board only	Same-day visits (incl. day cruises)
		1,000 trips			
<b>Trips, total</b>		<b>1,714</b>	<b>1,479</b>	<b>98</b>	<b>137</b>
<b>Nordic countries</b>	<b>Total</b>	<b>549</b>	<b>411</b>	<b>64</b>	<b>74</b>
	Denmark	107	91		..
	Norway	64	64		
	Sweden	376	253	64	58
<b>Russia and Baltic countries</b>	<b>Total</b>	<b>295</b>	<b>222</b>	..	..
	Estonia	204	137	..	..
	Russian Federation	63	57	..	..
<b>Western and Eastern Europe</b>	<b>Total</b>	<b>597</b>	<b>574</b>		..
	Belgium	74	70		..
	Germany	196	188		..
	United Kingdom	138	129		..
<b>Southern Europe and East Mediterranean countries</b>	<b>Total</b>	<b>109</b>	<b>109</b>		
<b>America</b>	<b>Total</b>	<b>81</b>	<b>81</b>		
<b>Africa</b>	<b>Total</b>	..	..		
<b>Asia and Oceania</b>	<b>Total</b>	<b>72</b>	<b>72</b>		

Symbols: [..] Data not available or too uncertain for presentation. [ ] No observations in the survey.  
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 2013 and its change**

Destination		Leisure trips					Business trips	
		Visiting friends or relatives	Holiday	Other personal reason	Leisure trips, total	Year-on-year change (2012/2013)	Business trips, total	Year-on-year change (2012/2013)
		1,000 trips				%	1,000 trips	%
<b>Trips, total</b>		<b>838</b>	<b>6,428</b>	<b>547</b>	<b>7,812</b>	<b>0,1</b>	<b>1,714</b>	<b>-21,2</b>
<b>Nordic countries</b>	<b>Total</b>	<b>269</b>	<b>1,473</b>	<b>136</b>	<b>1,878</b>	<b>-5,6</b>	<b>549</b>	<b>-16,5</b>
	Denmark	..	74	..	93	-29,2	107	-7,4
	Norway	..	101	..	111	-20,9	64	6,1
	Sweden	247	1,292	130	1,669	-2,3	376	-22,1
<b>Russia and Baltic countries</b>	<b>Total</b>	<b>291</b>	<b>2,386</b>	<b>229</b>	<b>2,905</b>	<b>2,5</b>	<b>295</b>	<b>-35,5</b>
	Estonia	175	2,103	126	2,404	3,4	204	-29,3
	Latvia	..	..	..	55	-25,7	..	..
	Russian Federation	104	220	93	417	2,3	63	-51,9
<b>Western and Eastern Europe</b>	<b>Total</b>	<b>181</b>	<b>817</b>	<b>100</b>	<b>1,098</b>	<b>10,7</b>	<b>597</b>	<b>-13,3</b>
	Austria	..	..	..	53	-28,1	..	..
	Belgium	..	..	..	..	..	74	10,0
	Czech Republic	..	51	..	56	22,7	..	..
	France	..	156	..	215	28,5	..	..
	Germany	..	216	..	295	19,2	196	-22,6
	Hungary	..	55	..	64	9,5	..	..
	Netherlands	..	50	..	64	6,1	..	..
	United Kingdom	..	133	..	187	12,2	138	38,8
<b>Southern Europe and East Mediterranean countries</b>	<b>Total</b>	<b>..</b>	<b>1,368</b>	<b>58</b>	<b>1,455</b>	<b>0,7</b>	<b>109</b>	<b>-22,8</b>
	Spain (without Canary Islands)	..	351	..	378	20,6	..	..
	Canary Islands	..	273	..	279	-5,9	..	..
	Croatia	..	64	..	67	36,0	..	..
	Greece	..	156	..	160	-27,7	..	..
	Italy	..	197	..	217	-11,7	..	..
	Portugal	..	67	..	70	16,2	..	..
	Turkey	..	197	..	209	19,2	..	..
<b>America</b>	<b>Total</b>	<b>..</b>	<b>112</b>	<b>..</b>	<b>138</b>	<b>-19,2</b>	<b>81</b>	<b>2,1</b>
	United States	..	67	..	82	-16,7	..	..
<b>Africa</b>	<b>Total</b>	<b>..</b>	<b>..</b>	<b>..</b>	<b>71</b>	<b>-20,0</b>	<b>..</b>	<b>..</b>
<b>Asia and Oceania</b>	<b>Total</b>	<b>..</b>	<b>227</b>	<b>..</b>	<b>267</b>	<b>-6,6</b>	<b>72</b>	<b>-41,7</b>
	Thailand	..	124	..	130	-10,6	..	..

Symbols: [..] Data not available or too uncertain for presentation. [ ] No observations in the survey.  
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 2013**

Type of trip			Means of booking the transport			Booked transport
			Via Internet	By other means	Unknown	Total
			Share, %	Share, %	Share, %	1,000 trips
<b>Trips, total</b>			<b>73</b>	<b>19</b>	<b>8</b>	<b>12,403</b>
Leisure	Domestic	Total	72	24	4	2,904
		Airplane or helicopter	90	4	6	386
		Boat, ferry	56	32	12	80
		Train	78	21	1	1,891
		Bus or coach	43	46	11	510
	Abroad	Total	76	19	6	6,934
		Airplane or helicopter	89	9	2	3,251
		Boat, ferry	65	27	8	3,502
Business	Domestic	Total	73	12	15	1,004
		Airplane or helicopter	81	5	14	298
		Train	83	9	8	528
		Bus or coach	25	33	42	157
	Abroad	Total	64	16	21	1,560
		Airplane or helicopter	65	16	19	1,260
		Boat, ferry	57	13	30	273

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

**Appendix table 6. Bookings of accommodation via internet in 2013**

Type of trip		Booking of accommodation			Booked accommodation
		Via Internet	By other means	Unknown	Total
		Share, %	Share, %	Share, %	1,000 trips
<b>Trips, total</b>		<b>62</b>	<b>29</b>	<b>9</b>	<b>15,451</b>
Leisure	Cruises abroad, overnights on board	62	30	8	1,204
	Domestic leisure trips in paid accommodation	56	37	7	5,763
	Leisure trips abroad, overnight stay in destination country	78	19	4	4,278
Business	Abroad	62	16	22	1,365
	Domestic	51	33	15	2,841

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

# *Quality description: Finnish Travel 2013*

## *Relevance of statistical information*

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

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

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

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

The concept of usual environment is essentially connected to the definition of tourism. According to the World Tourism Organisation (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 39 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 in Finnish Travel Survey by type of trip in year 2013**

Type of trip	N	Sum	Standard deviation	95% Confidence Limit for Sum	
				Lower	Upper
		1,000 trips			
Domestic leisure trips with paid accommodation	2,067	6,553	133	6,293	6,814
Domestic leisure trips with free accommodation	6,175	19,974	178	19,624	20,324
Domestic business and professional trips	1,221	3,952	106	3,744	4,159
Same-day leisure trips abroad (incl. day cruises)	263	826	51	727	926
Leisure cruises abroad	411	1,266	62	1,145	1,388
Leisure trips abroad, overnight in country of destination	1,802	5,719	126	5,473	5,966
Business and professional trips abroad	515	1,714	74	1,570	1,858

The results are presented at the accuracy of one thousand. Prior to 2012, figures below 10,000 were not published, but they were entered as uncertain data. Starting from 2012, figures under 50,000 are entered as uncertain data.

### ***Timeliness and promptness of published data***

Until 2011, data on the numbers of trips were published monthly four to five weeks from the end of the statistical reference month. From 2012 on, the data are released at four-month intervals four to seven weeks from the end of the period.

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

### ***Accessibility and transparency/clarity of data***

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

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

### ***Comparability of statistics***

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

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

In 2000, the maximum length of a trip changed from 90 to 365 days according to the guidelines of the World Tourism Organization (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.

In turn, the **Border Interview Survey** establishes the number of foreigners visiting Finland, their motives for coming to Finland and their use of money while in Finland. The reports of the Border Interview Survey are available on the website of the Finnish Tourist Board. The Border Interview Survey is a joint project of the Finnish Tourist Board and Statistics Finland.

Statistics on passenger transport between Finland and other countries are compiled on sea transport by the **Finnish Transport Agency** and on air transport by **Finavia**. However, these statistics do not report the country of residence of the travellers. The **Association of Finnish Travel Agents (AFTA)** publishes

yearly on its website statistics on leisure package tours made by air and their market shares, which provide information about the number of trips bought through travel agencies by country of destination.

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Suomen virallinen tilasto  
Finlands officiella statistik  
Official Statistics of Finland

Transport and Tourism 2014

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Source: Finnish Travel, Statistics Finland