

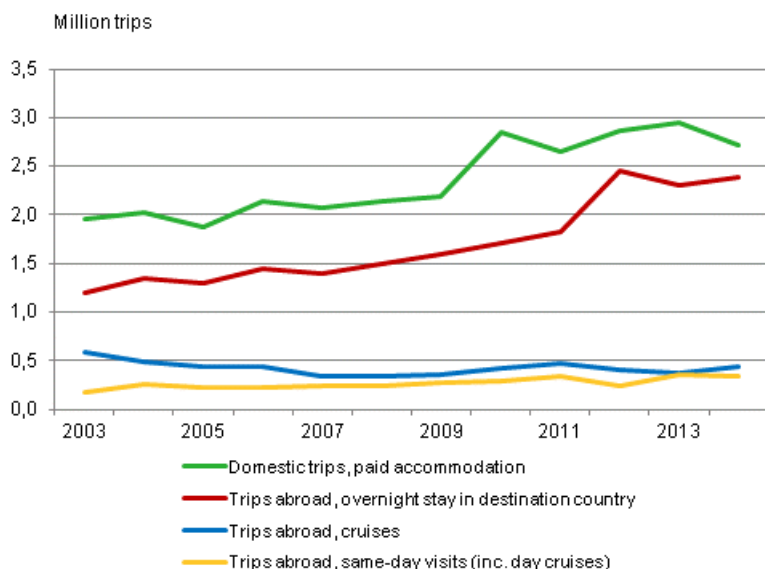
# Finnish Travel

2014, Summer (1 May to 31 Aug 2014)

## Changeable summer weather pushed Finns to travel to Mediterranean countries in May to August 2014

According to Statistics Finland's preliminary data, Finnish residents travelled eagerly to Mediterranean countries in summer months 2014, and 23 per cent more trips were headed there than in the year before. However, the number of trips to Finns' favourite country, Estonia, fell by five per cent. Eight per cent fewer domestic trips with paid accommodation were made. Nevertheless, Varsinais-Suomi and North Ostrobothnia attracted Finnish residents.

### Finns' leisure trips in May to August in 2003-2014\*



In the second four months of 2014, Finnish residents aged 15 to 84 made nearly 16 million trips when all domestic and foreign leisure trips, as well as business and professional trips are included. In addition to trips with overnight stays, same-day trips abroad are also included in the number of trips.

Eleven million domestic leisure trips with overnight stay were made in the May to August period. Of these, 8.5 million were trips with free accommodation. Trips with overnight stay at paid accommodation

numbered 2.7 million and the most population destinations were located in Uusimaa, Varsinais-Suomi and North Ostrobothnia.

Pirkanmaa and Lapland were less popular than in the previous year. In contrast, Varsinais-Suomi and North Ostrobothnia attracted Finnish residents and travelling to Varsinais-Suomi was as much as 24 per cent higher than one year ago. Six per cent more trips were made to North Ostrobothnia than a year earlier. In all, the number of trips with paid accommodation was eight per cent lower than in May to August of the previous year.

As before, July was the most popular month for travelling in the summer months, as more than one million domestic trips with paid accommodation were made at that time. Domestic travelling was, however, three per cent lower than last year, even though the whole of Finland enjoyed a heat wave in July.

A total of 3.2 leisure trips were made abroad in May to August. The figure includes trips with overnight stay in the destination country, cruises and same-day trips. Of the leisure trips abroad, 2,393,000 were trips with overnight stay in the destination country and 435,000 were cruises with overnight stay on board only. Nearly all cruises were made to Sweden or Estonia. In May to August, 345,000 same-day trips were made abroad, of which nearly two-thirds, or 209,000, were same-day cruises to Estonia.

During the summer months, 574,000 trips with overnight stay were headed to our southern neighbour Estonia and 400,000 to our western neighbour Sweden. The number of trips to Estonia went down by 12 per cent, but trips to Sweden increased by as much as 37 per cent from the year before. The number of trips to Russia diminished by 35 per cent.

Great Britain became the favourite travel destination in Western and Central Europe. In contrast, Germany and France lost some of their last year's popularity among Finnish tourists.

Many Finnish residents got scared off by Finland's freezing cold June and during the summer months 23 per cent more trips were made to northern Mediterranean countries than in the year before. Nearly 30 per cent more trips were made to Greece and Turkey. Italy, Continental Spain and the Balearic Islands also received more Finnish tourists than in the year before.

Trips with overnight stay in the destination country rose in total by four per cent from last year's May to August period. July was also the most popular month for travelling abroad, as then the number of trips abroad with overnight stay in the destination country was 818,000. In the most popular holiday month, six per cent more trips with overnight stay in the destination country were made than twelve months earlier.

In addition to leisure trips, one million domestic business or professional trips were made. Business or professional trips abroad (inclusive of trips with overnight stay in the destination country, cruises and same-day trips) numbered 0.5 million. The number of domestic business trips went down, but business trips abroad went up by ten per cent from last year.

These data derive from Statistics Finland's Finnish Travel survey for which altogether 5,119 Finnish residents aged 15 to 84 were interviewed in June, July, August and September. Until 2011, data were collected from those aged 15 to 74.

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**Appendix table 1. Trips of Finnish residents and changes in them in May-August 2014\***

Type of trip			May	June	July	August	May-August, total	Year-on-year change, % 5-8/2014* - 5-8/2013
			1,000 trips					
<b>Trips, total</b>			<b>3,571</b>	<b>3,618</b>	<b>4,955</b>	<b>3,733</b>	<b>15,877</b>	<b>-2</b>
Leisure	Domestic	Total	2,169	2,537	3,727	2,745	11,178	-3
		Paid accommodation	451	532	1,008	733	2,724	-8
		Free accommodation	1,718	2,005	2,719	2,012	8,454	-1
	Abroad	Total <sup>1)</sup>	724	725	1,043	682	3,173	4
		Overnight stay in destination country	475	589	818	511	2,393	4
		Cruises	167	81	97	91	435	15
		Same-day visits (inc. day cruises)	81	56	127	81	345	-2
Business	Domestic	Total	447	208	130	218	1,003	-12
	Abroad	Total <sup>1)</sup>	231	148	55	89	523	10

Symbols: [...] data too uncertain for presentation, [ ] no observations in the survey, [\*] preliminary data.

In some tables the sums do not amount to the totals shown because of rounding.

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

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

**Appendix table 2. Domestic leisure trips by destination region in May-August 2014\***

Destination region	Trips with paid accommodation		Trips with free accommodation		Domestic leisure trips, total	
	Trips 5-8/2014*		Trips 5-8/2014*		Trips 5-8/2014*	
	1,000 trips	Share, %	1,000 trips	Share, %	1,000 trips	Share, %
<b>Trips, total</b>	<b>2,724</b>	<b>100</b>	<b>8,454</b>	<b>100</b>	<b>11,178</b>	<b>100</b>
Uusimaa	514	19	1,242	15	1,756	16
Varsinais-Suomi	304	11	740	9	1,044	9
Satakunta	109	4	320	4	429	4
Kanta-Häme	55	2	340	4	395	4
Pirkanmaa	244	9	845	10	1,089	10
Päijät-Häme	104	4	305	4	409	4
Kymenlaakso	52	2	299	4	351	3
South Karelia	85	3	243	3	328	3
Etelä-Savo	155	6	594	7	748	7
Pohjois-Savo	156	6	580	7	736	7
North Karelia	91	3	361	4	451	4
Central Finland	126	5	615	7	741	7
South Ostrobothnia	86	3	370	4	457	4
Ostrobothnia	74	3	162	2	236	2
Central Ostrobothnia	..	..	102	1	122	1
North Ostrobothnia	246	9	653	8	898	8
Kainuu	70	3	239	3	309	3
Lapland	193	7	426	5	619	6
Åland	..	..	..	..	57	1

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**Appendix table 3. Means of transport used on domestic trips in May-August 2014\***

Means of transport	Leisure		Business	
	Trips 5-8/2014*		Trips 5-8/2014*	
	1,000 trips	Share, %	1,000 trips	Share, %
<b>Trips, total</b>	<b>11,178</b>	<b>100</b>	<b>1,003</b>	<b>100</b>
Passenger car	9,177	82	696	69
Coach	549	5	..	..
Train	996	9	187	19
Aeroplane	117	1	78	8
Other	339	3		

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

**Appendix table 4. Leisure trips abroad (overnight in destination country) by destination in May-August 2014\* and 2013**

Destination		May-August			
		2014*		2013	
		1,000 trips	Share, %	1,000 trips	Share, %
<b>Trips total</b>		<b>2,393</b>	<b>100</b>	<b>2,310</b>	<b>100</b>
Nordic countries	Total	526	22	419	18
	Norway	86	4	66	3
	Sweden	400	17	293	13
Russia and Baltic countries	Total	696	29	823	36
	Estonia	574	24	654	28
	Russian Federation	85	4	131	6
Western and Eastern Europe	Total	429	18	464	20
	France	82	3	94	4
	Germany	85	4	145	6
	United Kingdom	101	4	56	2
Southern Europe and East Mediterranean countries	Total	660	28	516	22
	Spain (without Canary Islands)	174	7	154	7
	Greece	137	6	106	5
	Italy	137	6	103	4
	Turkey	83	3	64	3
America	Total	56	2	..	..
Africa	Total	..	..	..	..
Asia and Oceania	Total	..	..	..	..

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In some tables the sums do not amount to the totals shown because of rounding.

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

**Appendix table 5. Trips abroad by reason and destination in May-August 2014\*<sup>1)</sup>**

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				
<b>Trips, total</b>		<b>442</b>	<b>2,534</b>	<b>197</b>	<b>3,173</b>	<b>523</b>
Nordic countries	Total	170	633	57	860	165
	Norway	..	95		98	..
	Sweden	161	513	..	722	127
Russia and Baltic countries	Total	96	951	95	1,143	120
	Estonia	62	859	..	960	78
	Russian Federation	..	59	52	146	..
Western and Eastern Europe	Total	81	331	..	429	168
	France	..	77		82	..
	Germany	..	56	..	85	55
	United Kingdom	..	76	..	101	..
Southern Europe and East Mediterranean countries	Total	65	578	..	660	..
	Spain (without Canary Islands)	..	150	..	174	
	Greece	..	121	..	137	
	Italy	..	110	..	137	..
	Turkey	..	80		83	..
America	Total	..	..	..	56	..
Africa	Total			..	..	
Asia and Oceania	Total	..	..		..	..

Symbols: [...] data too uncertain for presentation, [] no observations in the survey, [\*] preliminary data.

In some tables the sums do not amount to the totals shown because of rounding.

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

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

**Appendix table 6. Trips to Sweden and Estonia in May-August 2014\* and 2013**

Type of trip		Estonia			Sweden		
		Trips 5-8/2014*	Trips 5-8/2013	Year-on-year change, %	Trips 5-8/2014*	Trips 5-8/2013	Year-on-year change, %
		1,000 trips			1,000 trips		
<b>Trips, total<sup>1)</sup></b>		<b>1,038</b>	<b>1,101</b>	<b>-6</b>	<b>850</b>	<b>673</b>	<b>26</b>
Leisure	Total <sup>1)</sup>	960	1,006	-5	722	599	21
	Overnight stay in destination country	574	654	-12	400	293	37
	Cruises	177	124	43	254	238	7
	Same-day visits (inc. day cruises)	209	228	-8	68	68	0
Business	Total <sup>1)</sup>	78	95	-17	127	74	73

Symbols: [...] data too uncertain for presentation, [] no observations in the survey, [\*] preliminary data.

In some tables the sums do not amount to the totals shown because of rounding.

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

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

# *Quality description: Finnish Travel 2014*

## *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.

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  
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Transport and Tourism 2014

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