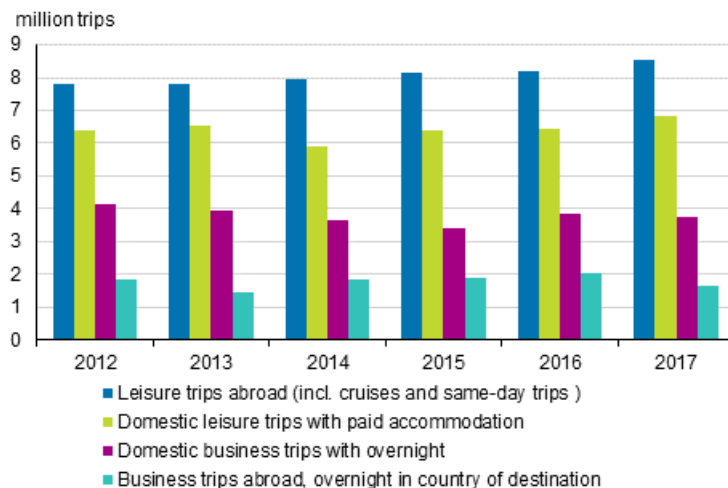


Finnish Travel 2017

Finns' travel to Central and Southern Europe increased in 2017

According to Statistics Finland's survey, Finns made 8.5 million different kinds of leisure trips abroad in 2017. Western and Eastern Europe, as well as Southern Europe increased their popularity as travel destinations among Finns but trips to the American continent fell in popularity. The number of domestic leisure trips was 26 million. Business trips in Finland remained on level with the previous year but business trips abroad decreased from the previous year.

Finnish residents' travel in 2012 to 2017 (excl. domestic leisure trips with free accommodation)

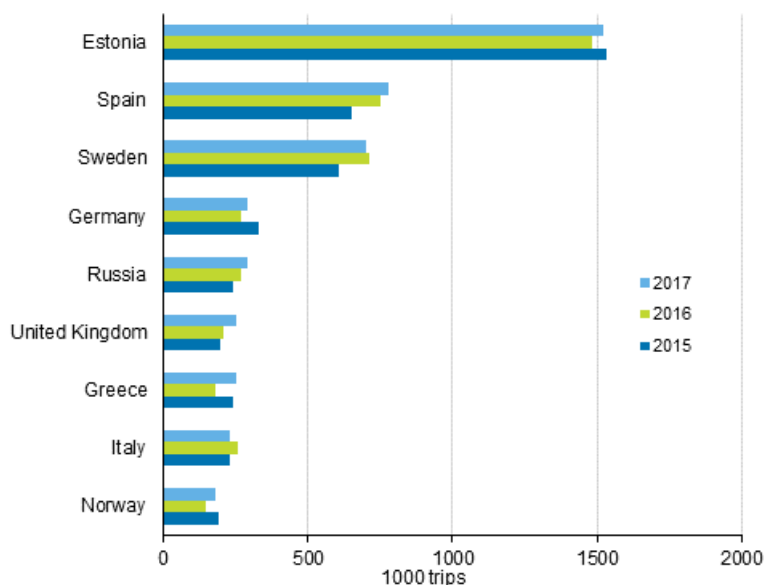


Finnish residents' leisure trips abroad increased in 2017 from the year before. Slightly more trips than in 2016 were made to Estonia in 2017, and it maintained its unwavering top position as a leisure trip destination for Finns. Leisure trips to our western neighbour Sweden decreased slightly from 2016. Trips to our eastern neighbour Russia also diminished from the year before.

Among customary favourites in Central Europe, the United Kingdom and France, as well as Continental Spain and Greece in Southern Europe gained popularity.

The number of trips heading outside Europe decreased.

Finnish residents' most popular destinations for leisure trips with overnight stay in the destination country in 2017, 2016 and 2015



The number of domestic trips with paid accommodation increased from the previous year. In 2017, a total of nearly seven million such trips were made. Short trips lasting under four nights increased, but trips lasting for at least four nights decreased from the year before. 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 slightly.

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

The number of business trips abroad decreased a bit from the previous year and remained roughly at the same level in Finland as in the year before.

Leisure trips of an average Finn in 2017:

- 1.5 domestic leisure trips with paid accommodation,
- 1.5 trips abroad that included 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, 14,282 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 2017 are based on 1,191 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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Quality description: Finnish Travel 2017

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1. Trips abroad

1.1. Estonia and Sweden continue as favourites for Finns

In 2017, Finns made 8.5 million leisure trips abroad. The number of trips with overnight stay in the country of destination was 6.5 million. Of them, 3.7 million were trips with at least four nights in the country of destination and 2.8 million were short trips with one to three nights. Cruises with overnight stays on board numbered around 1.1 million. The number of day trips abroad was slightly under one million. Of them, some 0.6 million were day cruises to Estonia and 0.1 million to Sweden.

In 2017, a total of 2.4 million leisure trips were made to Estonia, which represented 29 per cent of all leisure trips. Trips were made to Estonia most in July, when the number of leisure trips to our southern neighbour rose to 320,000. June and November 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. The most favoured month for travelling to Sweden was June. December and July were the second most popular months for travelling. In addition to leisure trips, Finns also travel to Sweden to meet relatives and friends. In 2017, these types of trips covered around 20 per cent of trips to Sweden.

Among the Nordic countries, Denmark and Norway also increased their popularity as a destination for Finns in 2017.

A change occurred in travel to Russia in 2014, as the number of trips to our eastern neighbour declined considerably. Even though travel has recovered a bit in recent years, the number of trips has not yet reached the level of 2013. A total of 0.4 million leisure trips were made to Russia in 2017. Of these trips, 19 per cent were trips to meet relatives and friends.

1.2. Travel to Central Europe increases year after year

Finnish residents have travelled to Central Europe usually more and more every year. In 2017, Finns made 1.4 million leisure trips to Eastern and Western Europe. The number of trips increased both in the Western European favourites of the United Kingdom, Germany and France and the Eastern European favourites of the Czech Republic and Poland.

In total, 1.2 million leisure trips were made to the Mediterranean in Europe in 2017.

Spain is a long-time favourite of Finns, and it has been the third most popular destination for leisure trips for years. Trips to Continental Spain increased from the previous year. The popularity of the Canary Islands declined somewhat from 2016.

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 favourite northern Mediterranean countries were Italy, Greece and Croatia.

The popularity of long-distance tourism decreased slightly in 2017. The number of trips to the American continent declined.

1.3. Nearly one-half of trips abroad are made on a boat

Altogether 3.6 million various leisure trips were made abroad by boat last year, which is more or less the same as one year before. Of all leisure trips abroad, 43 per cent were made on boats. Of the trips made by boat, 99 per cent were made to Estonia or Sweden.

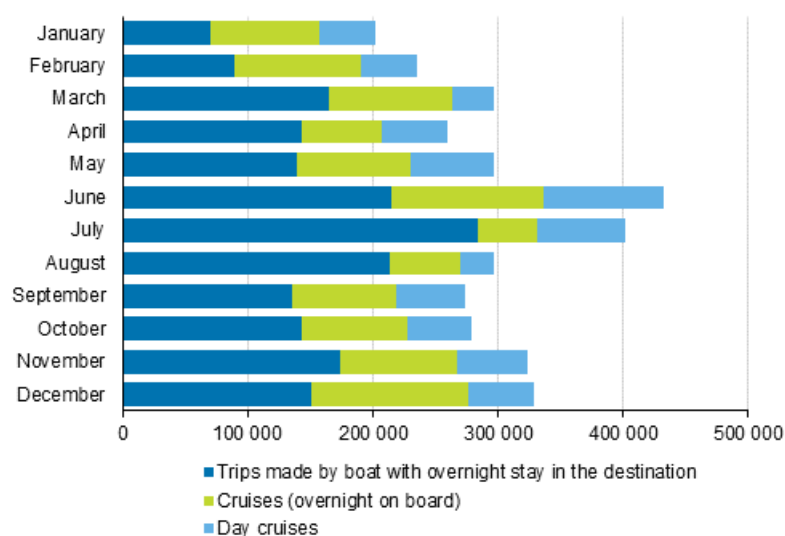
In 2017, Finns made 1.9 million trips with overnight stay in the destination country where a boat was used as the means of travel to the destination country. Compared with the previous year, the number of these trips has remained unchanged. A total of 1.1 million overnight cruises and 0.7 million day cruises were made.

Of the leisure trips made to Estonia, 99 per cent were made by boat. Of the leisure trips made to Sweden, 72 per cent were made by boat, nine per cent by air, and 17 per cent by passenger car.

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

One-in-four had their own car when travelling to Estonia and one-in-five when going to Sweden. In Estonia, every eighth trip was with a travelling party's bus.

Number of leisure trips abroad made by boat by month in 2017



1.4. Number of business trips abroad decreased from the previous year

In 2017, business and professional trips abroad involving overnighting in the destination country numbered 1.7 million. The highest numbers of business trips abroad with overnight stays were made to Sweden, Germany and Estonia. Business trips to Sweden numbered 260,000 while 240,000 of them were made to Germany and 140,000 to Estonia.

During 2017, a total of 200,000 work-related day trips abroad were made.

2. Domestic trips

2.1. Number of domestic leisure trips with paid accommodation increased slightly

In 2017, 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 number grew a little from the year before.

Examined by age group, Finns of all ages increased their travel in hotels and rented cottages in Finland. Among persons aged under 35, the popularity of trips in Finland increased most.

Finns' favourite holiday destinations in Finland were Uusimaa, Pirkanmaa and Lapland. Trips to Uusimaa numbered nearly 1.4 million, or 20 per cent of all trips with paid accommodation. Thirteen per cent of trips were headed to Pirkanmaa and 11 per cent to Lapland.

In 2017, more leisure trips were made to Lapland than one year earlier. Lapland attracted tourists around the year, but the most popular time to travel there was in March to April to enjoy spring skiing and in September during the autumn colours. When travelling in the rest of Finland, the most popular times were summer months. Seventeen per cent of trips with paid accommodation in Finland were made in July.

Domestic tourists were interested in big towns, as almost three out of four trips to Uusimaa were made to Helsinki. Of trips to Pirkanmaa, four out of five were headed to Tampere and of trips to Varsinais-Suomi, nearly two out of three to Turku.

In Finland, passenger cars were the most usual means of travel as nearly 80 per cent of trips were made with passenger cars. Travelling with public transport, like bus, train and plane, increased from the previous year.

The number of nights spent during domestic leisure trips involving paid accommodation totalled 16.4 million, which was slightly more than in 2016. Of overnight stays, 63 per cent took place in hotels, holiday villages and camping sites, and 35 per cent in rented cottages.

2.2. Free accommodation in big towns

Almost 20 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 remained almost at the same level as in the previous year.

Of the trips with free accommodation, good three million were made to Uusimaa, and one-half of them to Helsinki. Two million trips with free accommodation were made to Pirkanmaa and nearly one-half of them to Tampere. A total of 1.6 million trips were made to Varsinais-Suomi and good one-third of them to Turku. Trips with free accommodation to North Ostrobothnia numbered 1.6 million.

The high season for trips with free accommodation was the summer months, as good one-third of trips with free accommodation in 2017 were made in June to August.

2.3. Domestic business trips

A total of 3.8 million business trips with overnight stays were made in Finland in 2017. Roughly the same number of domestic business trips was made as in 2016.

Domestic business trips were typically very short. Fifty-nine per cent of the trips only lasted for one night and 29 per cent for two to three nights.

Domestic business trips were usually made by passenger car, as 62 per cent of the trips were made driving one's car. Eighteen per cent of business trips were made by train and 10 per cent by plane.

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 2017.

For leisure trips with paid accommodation in Finland, 70 per cent of the accommodation was reserved through the Internet. Ninety-seven per cent of domestic flights and 84 per cent of train journeys were reserved online.

Eighty-six per cent reserved their accommodation for leisure trips abroad on the Internet. Ninety-three per cent of persons that flew on leisure trips abroad booked their tickets online. For boat trips, the corresponding figure was 73 per cent.

Of cruises with overnight stay on board, 78 per cent were reserved on the Internet.

3.2. Good one-quarter of leisure trips were package tours

Even though independent travel has become considerably easier in the age of the Internet, package tours are not past history. Of leisure trips abroad including at least one overnight stay in the destination country, 27 per cent were package tours. In 2017, in all 1.7 million package tours were made abroad, which is the same as one year earlier.

In 2017, the most popular package tour destinations were Greece, the Canary Islands and Thailand. Of trips made to Greece, 79 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. By contrast, only 17 per cent of the trips to Continental Spain or the Balearic Islands were package tours. Fifty-eight per cent of trips to Thailand were package tours.

Of the 1.5 million leisure trips to Estonia, which included at least one overnight stay in the destination country, 40 per cent were package tours.

The popularity of package tours increases with the age of the traveller. Of trips made by those aged 25 to 44 including overnight stays in the country of destination, 22 per cent were package tours, for those aged 45 to 64 altogether 26 per cent were package tours, and for those aged 65 to 84 a total of 44 per cent were package tours. Examined by area, persons living in Greater Helsinki made package tours clearly less often than average for the whole country.

Package tours are not as popular in domestic travel as they are when travelling abroad. Only four per cent of the 6.8 million domestic trips including paid accommodation were package tours. Eighteen per cent of trips to Uusimaa were package tours. Of trips made to Pirkanmaa, North Ostrobothnia and Lapland, ten per cent of trips to each region 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 2007, Finns aged between 15 and 74 made 4.9 million domestic leisure trips with paid accommodation and one decade later in 2017, the corresponding number of trips when they were ten years older, 25 to 84, was 5.9 million. The number of trips has increased by 21 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 2017, the corresponding number of trips for persons aged 25 to 84 was 5.7 million. The number of trips abroad has increased by 77 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 2007, were aged 25 to 44 in 2017. In these age groups, the numbers of trips with paid accommodation both in Finland and abroad have increased exponentially.

Those, who were aged 55 to 64 a decade ago, reached retirement age by 2017. This age group increased their trips abroad with overnight stay in the country of destination by good one fifth. For this age group, domestic trips with paid accommodation decreased by 16 per cent over the 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 2007 and 2017, 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 2007			
15 to 24	590,000	4,710,000	410,000	240,000
25 to 34	730,000	4,610,000	520,000	220,000
35 to 44	1,100,000	3,520,000	570,000	210,000
45 to 54	1,230,000	3,690,000	710,000	220,000
55 to 64	890,000	3,870,000	710,000	250,000
65 to 74	320,000	1,710,000	310,000	150,000
15 to 74 trips total	4,870,000	22,100,000	3,230,000	1,280,000
Age group 2017	Trips in 2017			
25 to 34	1,060,000	4,080,000	1,100,000	130,000
35 to 44	1,280,000	2,730,000	1,160,000	240,000
45 to 54	1,330,000	2,720,000	1,220,000	130,000
55 to 64	1,220,000	2,830,000	1,180,000	170,000
65 to 74	750,000	2,270,000	860,000	190,000
75 to 84	250,000	790,000	190,000	..
25 to 84 trips total	5,880,000	15,420,000	5,720,000	920,000
Age group 2017	Change (2007/2017), %			
25 to 34	80	-13	167	-47
35 to 44	75	-41	123	12
45 to 54	21	-23	115	-38
55 to 64	-1	-23	67	-20
65 to 74	-16	-41	21	-26
75 to 84	-23	-54	-37	..
25 to 84 total	21	-30	77	-28

5. Ninety-one per cent of Finns made at least one trip in 2017

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 2017. 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 97 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. Examined by age group, the most eager travellers were persons aged under 45, as 95 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 2017.

In 2017, 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. Slightly more, or 56 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.

A little fewer than 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, good one-quarter said they did not like to travel, good one-fifth said that medical reasons prevented them from travelling, and 17 per cent did not travel for economic reasons. Among the survey respondents, the economic situation as the reason for giving up leisure trips has remained almost unchanged in the past five years.

Appendix tables

Appendix table 1. Overnight stay trips by Finnish residents in 2012 to 2017

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

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 2017

Destination		Total						Average duration
		2012	2013	2014	2015	2016	2017	2017
		1,000 trips						Nights
Trips, total		5,840	5,720	5,880	6,160	6,100	6,520	7,0
Nordic countries	Total	1,000	870	980	890	970	1,030	4,1
	Denmark	130	100	130	3,6
	Norway	120	..	130	190	150	180	5,5
	Sweden	740	680	770	610	710	700	3,8
Russia and Baltic countries	Total	1,856	1,824	1,639	1,830	1,850	1,950	2,9
	Estonia	1,480	1,430	1,320	1,530	1,480	1,520	2,6
	Latvia	120	4,2
	Russian Federation	270	310	240	240	270	290	3,9
Western and Eastern Europe	Total	990	1,100	1,070	1,250	1,180	1,360	6,2
	Czech Republic	100	130	3,8
	France	170	210	160	180	100	130	6,9
	Germany	250	300	260	330	270	290	7,3
	Poland	110	120	6,0
	United Kingdom	170	190	200	200	210	250	4,7
Southern Europe and East Mediterranean countries	Total	1,440	1,460	1,640	1,580	1,520	1,640	10,5
	Spain (without Canary Islands)	310	380	410	380	420	470	12,9
	Spanish Canary Islands	300	280	350	270	320	310	12,9
	Greece	220	160	200	240	180	250	8,6
	Croatia	120	7,4
	Italy	240	220	260	230	260	230	7,3
	Portugal	100
	Turkey	180	210	210	210	100
America	Total	170	140	210	180	210	160	20,0
	United States	100	..	160	120	140	100	17,9
Africa	Total
Asia and Oceania	Total	290	270	280	380	310	330	20,5
	Thailand	150	130	140	120	130	100	19,6
	United Arab Emirates	100
Trips with overnights in 1 country		5,420	5,250	5,460	5,760	5,640	5,940	6,1
Trips with overnights in 2 or more countries (excluding Finland)		420	470	420	400	470	580	16,2

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 2015 to 2017

Destination		Total			Overnight in destination country			Cruises, overnight on board only			Same-day visits (incl. day cruises)		
		2015	2016	2017	2015	2016	2017	2015	2016	2017	2015	2016	2017
		1,000 trips											
Trips, total		1,890	2,060	1,960	1,600	1,780	1,680	..	100	..	230	180	200
Nordic countries	Total	530	610	620	360	490	460	120	..	110
	Denmark	150	130
	Norway	..	100
	Sweden	390	440	370	250	340	260
Russia and Baltic countries	Total	380	530	350	300	390	220
	Estonia	260	360	250	190	250	140
	Russian Federation	..	150	120
Western and Eastern Europe	Total	620	580	730	590	570	730
	Germany	240	210	240	210	200	240
	United Kingdom	110	100
Southern Europe and East Mediterranean countries	Total	150	160	110	150	160	110
America	Total	100	..	100	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 2017 and its change

Destination		Leisure trips					Business trips	
		Visiting friends or relatives	Holiday	Other personal reason	Leisure trips, total	Year-on-year change (2016/2017)	Business trips, total	Year-on-year change (2016/2017)
		1,000 trips				%	1,000 trips	%
Trips, total		1, 190	6,730	610	8,530	4	1,960	-5
Nordic countries	Total	400	1,430	160	1,990	1	620	1
	Denmark	..	100	..	130	28	150	146
	Norway	..	150	..	210	33
	Sweden	320	1,160	130	1,620	-4	370	-15
Russia and Baltic countries	Total	310	2,410	280	3,000	2	350	-35
	Estonia	220	2,060	160	2,450	3	250	-30
	Latvia	120	63
	Russian Federation	..	230	100	410	-11
Western and Eastern Europe	Total	300	990	..	1,360	14	730	25
	Czech Republic	..	120	..	130	22
	France	..	100	..	130	30
	Germany	..	180	..	290	4	240	13
	Poland	..	110	..	120	5
	United Kingdom	..	180	..	250	18
Southern Europe and East Mediterranean countries	Total	..	1,490	..	1,640	8	110	-36
	Spain (without Canary Islands)	..	410	..	470	11
	Canary Islands	..	300	..	310	-4
	Croatia	..	110	..	120	65
	Greece	..	240	..	250	34
	Italy	..	200	..	230	-15
America	Total	..	130	..	160	-23	100	48
	United States	100	-28
Africa	Total
Asia and Oceania	Total	..	250	..	330	3
	Thailand	100	-26

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 2017

Type of trip		Means of booking the transport			Booked transport	
		Via Internet	By other means	Unknown	Total	
		Share, % ¹⁾			1,000 trips	
Trips, total		80	8	5	16,720	
Leisure	Domestic	Total	76	6	2	5,690
		Airplane or helicopter	97	..	2	350
		Boat, ferry	66	2	17	130
		Train	84	6	0	2,840
		Bus or coach	65	8	4	2,310
	Abroad	Total	85	10	4	7,720
		Airplane or helicopter	93	3	2	3,920
		Boat, ferry	78	15	6	3,630
		Train	73	21
		Bus or coach	23	66	3	..
Business	Domestic	Total	74	8	11	1,400
		Airplane or helicopter	72	12	12	400
		Train	83	5	6	700
		Bus or coach	54	9	20	270
	Abroad	Total	75	9	13	1,900
		Airplane or helicopter	79	8	12	1,540
		Boat, ferry	62	12	21	340

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 2017

Type of trip		Booking of accommodation			Booked accommodation
		Via Internet	By other means	Unknown	Total
		Share, % ¹⁾			1,000 trips
Trips, total		74	18	7	16,760
Leisure	Domestic leisure trips in paid accommodation	70	24	6	6,280
	Cruises abroad, overnights on board	78	15	8	1,050
	Leisure trips abroad, overnight stay in destination country	86	11	2	4,900
Business	Domestic	64	22	15	2,940
	Abroad	70	14	16	1,600

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 2017

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 2017

Type of trip	N	Sum	Standard deviation	95% Confidence Limit for Sum	
				Lower	Upper
1,000 trips					
Domestic leisure trips with paid accommodation	1,777	6,820	150	6,530	7,120
Domestic leisure trips with free accommodation	4,928	19,560	200	19,170	19,950
Domestic business and professional trips	954	3,780	120	3,550	4,010
Same-day leisure trips abroad (incl. day cruises)	250	950	60	830	1,070
Leisure cruises abroad	282	1,050	60	930	1,180
Leisure trips abroad, overnight in country of destination	1,697	6,250	150	6,230	6,810
Business and professional trips abroad	484	1,960	90	1,790	2,130

Table 2. Confidence Limits of persons by travelling activity in year 2017

Travelling activity	N	Sum	Standard deviation	95% Confidence Limit for Sum	
				Lower	Upper
1,000 persons					
Didn't make leisure trips with overnight stay	103	370	35	300	440
Made leisure trips with overnight stay	1,082	4,090	36	4,020	4,160
Made domestic leisure trips with paid accommodation	608	2,320	64	2,190	2,440
Made same-day leisure trips abroad (incl. day cruises)	296	1,140	56	1,030	1,250
Made leisure cruises abroad	266	1,040	55	930	1,150
Made leisure trips abroad with paid accommodation, overnight in country of destination	651	2,490	62	2,370	2,610
Made business and professional trips, domestic and abroad	261	1,020	52	910	1,120

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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