

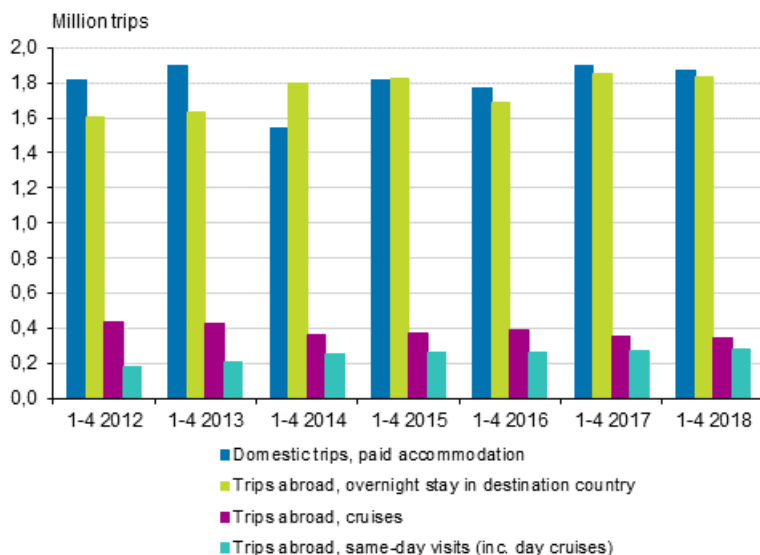
Finnish Travel

2018, Spring (1 Jan to 30 Apr 2018)

Finnish residents' trips to Southern Europe increased in January to April 2018

According to Statistics Finland's preliminary data, leisure trips abroad remained at the same level when compared to the corresponding period last year. Increasingly more of the Finns who travelled abroad in the first four months of the year made trips to familiar travel destinations in the Mediterranean or Sweden. Finnish residents travelled in Finland slightly less in the first four months of 2018 than in last year's spring. In contrast, destinations in the north increased their popularity.

Leisure trips in January to April 2012 to 2018* (excl. domestic same-day trips and trips with free accommodation)



In the first four months of 2018, Finnish residents aged 15 to 84 made 15.8 million trips when all domestic and foreign leisure trips, as well as business and professional trips are included. In addition to trips with overnight stay, the number also includes same-day trips abroad and in Finland.

Altogether, 6.6 million domestic leisure trips with overnight stay were made in the January to April period. Of these, 4.7 million were trips with free accommodation. Trips with overnight stay at paid accommodation numbered 1.9 million and their most popular destinations were located in Uusimaa, North Ostrobothnia, Lapland and Pirkanmaa. The numbers of trips to North Ostrobothnia increased slightly from the corresponding period of the previous year.

The number of same-day leisure trips in Finland was 3.6 million and that of same-day business trips 1.4 million. Uusimaa, Pirkanmaa and Varsinais-Suomi were the most popular destination regions for same-day trips.

March was the most popular month for travelling in Finland in the early part of the year, as then 0.6 million domestic trips with paid accommodation, 1.4 million trips with free accommodation and 0.9 million same-day trips were made.

Inclusive of trips with overnight stay in the destination country, cruises and same-day trips, leisure trips abroad numbered 2.5 million in the January to April period. A total of 1.8 million leisure trips abroad included overnight stay in the destination country. In January to April, 0.4 million cruises with overnight stay on board only were made. In the early part of the year, 0.3 million same-day trips abroad were made. Of these, nearly one-half were day cruises to Estonia.

During the first four months of the year, leisure trips to our neighbouring countries numbered 560,000 to Estonia and 500,000 to Sweden. Trips to Sweden with overnight stay in the destination country and same-day trips increased from one year ago. Cruises to Sweden remained roughly on level with last year's spring.

In the early part of 2018, overnight cruises to Estonia remained at the same level, and trips with overnight stay in the destination country and same-day trips fell slightly from the previous year. Despite this, Estonia is still the number one favourite for Finns all the year round.

In the early part of the year, 340,000 trips were headed to Spain, of which 55 per cent to the Canary Islands. In the first four months of the year, 150,000 trips were made to Continental Spain and the Balearic Islands and the number of trips grew by 29 per cent. March was the most popular of the four months to travel to the Canary Islands and April to Continental Spain.

When examining only trips with overnight stay in the destination country, roughly the same number of such trips were made as in last year's January to April period. April was the most popular month for these trips in the early part of the year, as then the number of trips abroad with overnight stay in the destination country was 570,000. Of the trips with overnight stay in the destination country, 16 per cent were headed to Estonia, similarly 16 per cent to the northern coast of the Mediterranean, and 10 per cent to the Canary Islands.

In addition to leisure trips, 1.1 million business and professional trips with overnight stay and 1.4 million business and professional trips lasting only one day were made in Finland. Business and professional trips abroad (inclusive of trips with overnight stay in the destination country, cruises and same-day trips) numbered 0.7 million. Domestic business trips decreased but business trips abroad increased from last year's corresponding period.

These data derive from Statistics Finland's Finnish Travel survey for which altogether 4,518 persons aged 15 to 84 were interviewed in February, March, April and May.

Contents

Tables

Appendix tables

Appendix table 1.1. Trips of Finnish residents and changes in them in January to April 2018*	4
Appendix table 1.2. Trips of Finnish residents in January to April 2012-2018*	4
Appendix table 2.1 Domestic leisure trips with overnight stay by destination region, in January to April 2016-2018*	5
Appendix table 2.2 Domestic trips by destination region in January to April 2018*	6
Appendix table 3. Means of transport used on domestic trips with overnight stay in January to April 2016-2018* ..	6
Appendix table 4. Leisure trips abroad (overnight in destination country) by destination in January to April 2016-2018*	7
Appendix table 5. Trips abroad by type of trip and destination in January to April 2016-2018*	8
Appendix table 6.1. Trips to Sweden and Estonia by type of trip in January to April 2016-2018*	8
Appendix table 6.2. Trips to Sweden and Estonia by reason in January to April 2016-2018*	9
Quality description: Finnish Travel	10

Appendix tables

Appendix table 1.1. Trips of Finnish residents and changes in them in January to April 2018*

Type of trip			January	February	March	April	January-April, total	Year-on-year change, % 1-4/2018* - 1-4/2017
			1,000 trips					
Trips, total			3,540	3,520	4,460	4,260	15,770	..
Leisure	Domestic	Total ¹⁾	2,310	2,280	2,940	2,640	10,170	..
		Paid accommodation	290	510	630	450	1,870	-1
		Free accommodation	1,090	940	1,390	1,270	4,700	-12
		Same-day trips	930	830	920	920	3,590	..
	Abroad	Total ²⁾	450	520	710	780	2,460	0
		Overnight stay in destination country	370	350	540	570	1,840	-1
		Cruises	..	120	350	-2
		Same-day trips (inc. day cruises)	130	280	5
Business	Domestic	Trips with overnight stay	320	200	300	320	1,140	-17
		Same-day trips	340	370	380	250	1,350	..
	Abroad	Total ²⁾	120	150	140	250	660	8

Symbols: [...] data not available or too uncertain for presentation, or subject to secrecy, [*] preliminary data. In some tables the sums do not amount to the totals shown because of rounding.

1) Includes trips with overnight stay and same-day trips

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

Appendix table 1.2. Trips of Finnish residents in January to April 2012-2018*

Type of trip			January-April						2018*
			2012	2013	2014	2015	2016	2017	
			1,000 trips						
Trips, total			11,880	11,560	10,610	11,430	11,100	11,680	10,830
Leisure	Domestic	Total ¹⁾	7,190	7,370	6,410	7,300	6,850	7,240	6,580
		Paid accommodation	1,810	1,900	1,540	1,820	1,770	1,900	1,870
		Free accommodation	5,380	5,470	4,860	5,480	5,080	5,350	4,700
	Abroad	Total ²⁾	2,220	2,270	2,410	2,460	2,340	2,470	2,460
		Overnight stay in destination country	1,610	1,640	1,790	1,820	1,690	1,850	1,840
		Cruises	440	430	360	370	390	350	350
		Same-day trips (inc. day cruises)	180	210	250	260	260	270	280
Business	Domestic	Total	1,550	1,370	1,180	1,060	1,240	1,360	1,140
	Abroad	Total ²⁾	920	550	620	610	670	610	660

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1) Not including domestic same-day trips

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

Appendix table 2.1 Domestic leisure trips with overnight stay by destination region, in January to April 2016-2018*

Destination region	Trips with paid accommodation			Trips with free accommodation			Domestic leisure trips, total		
	1-4/2016	1-4/2017	1-4/2018*	1-4/2016	1-4/2017	1-4/2018*	1-4/2016	1-4/2017	1-4/2018*
	1,000 trips			1,000 trips			1,000 trips		
Trips, total	1,770	1,900	1,870	5,080	5,350	4,700	6,850	7,240	6,580
Uusimaa	310	330	370	800	820	850	1,110	1,150	1,210
Varsinais-Suomi	120	100	100	380	330	330	500	430	430
Satakunta	200	190	150	220	210	210
Kanta-Häme	180	190	110	230	210	140
Pirkanmaa	190	270	200	550	600	460	740	870	660
Päijät-Häme	190	250	130	230	320	210
Kymenlaakso	160	150	..	170	170	..
South Karelia	160	150	110	220	180	160
Etelä-Savo	230	300	240	260	350	280
Pohjois-Savo	150	140	..	350	370	310	500	510	400
North Karelia	100	190	170	190	250	190	240
Central Finland	110	120	..	320	390	330	430	510	430
South Ostrobothnia	200	240	180	260	290	220
Ostrobothnia	110	110	140	150	140	160
Central Ostrobothnia
North Ostrobothnia	240	220	220	520	460	490	760	680	710
Kainuu	120	110	120	110	170	200	220
Lapland	210	320	310	350	440	400	570	760	710
Åland

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Appendix table 2.2 Domestic trips by destination region in January to April 2018*

Destination region	Trips with paid accommodation	Trips with free accommodation	Same-day trips	Domestic leisure trips, total	Business trips with overnight stay	Same-day business trips	Domestic business trips, total
	1-4/2018*	1-4/2018*	1-4/2018*	1-4/2018*	1-4/2018*	1-4/2018*	1-4/2018*
	1,000 trips						
Trips, total	1,870	4,700	3,590	10,170	1,140	1,350	2,490
Uusimaa	370	850	700	1,920	370	410	780
Varsinais-Suomi	100	3301	380	810	..	130	210
Satakunta	..	150	190	390
Kanta-Häme	..	110	160	310
Pirkanmaa	200	460	410	1,070	110	120	230
Päijät-Häme	..	130	170	370
Kymenlaakso	150	240
South Karelia	..	110	100	260
Etelä-Savo	..	240	..	370
Pohjois-Savo	..	310	240	640	140
North Karelia	100	190	120	360
Central Finland	..	330	150	580	100	100	200
South Ostrobothnia	..	180	170	380
Ostrobothnia	..	140	..	210
Central Ostrobothnia	130
North Ostrobothnia	220	490	240	960	140
Kainuu	120	110	120	340
Lapland	310	400	..	790	120
Åland

Symbols: [...] data not available or too uncertain for presentation, or subject to secrecy, [*] preliminary data. In some tables the sums do not amount to the totals shown because of rounding.

Appendix table 3. Means of transport used on domestic trips with overnight stay in January to April 2016-2018*

Means of transport	Leisure (with overnight stay)			Business (with overnight stay)		
	1-4/2016	1-4/2017	1-4/2018*	1-4/2016	1-4/2017	1-4/2018*
	1,000 trips			1,000 trips		
Trips, total	6,850	7,240	6,580	1,240	1,360	1,140
Passenger car	5,330	5,500	4,910	760	870	700
Coach	580	650	500	..	110	..
Train	740	880	940	270	220	280
Aeroplane	150	150	190	150	160	..
Other

Symbols: [...] data not available or too uncertain for presentation, or subject to secrecy, [*] preliminary data. In some tables the sums do not amount to the totals shown because of rounding.

Appendix table 4. Leisure trips abroad (overnight in destination country) by destination in January to April 2016-2018*

Destination		1-4/2016		1-4/2017		1-4/2018*	
		1,000 trips	Share, %	1,000 trips	Share, %	1,000 trips	Share, %
Trips total		1,690	100	1,850	100	1,840	100
Nordic countries	Total	210	13	190	10	210	11
	Sweden	160	9	150	8	180	10
Russia and Baltic countries	Total	400	24	500	27	410	22
	Estonia	310	19	370	20	300	16
Western and Eastern Europe	Total	300	18	420	23	370	20
	Western Europe	240	15	260	19	290	16
	Eastern Europe
Southern Europe and East Mediterranean countries	Total	450	27	470	26	510	28
	Northern Mediterranean countries total	260	15	220	12	290	16
	Spain (without Canary Islands)	150	9	120	6	150	8
	Spanish Canary Islands	180	10	210	11	190	10
America	Total
Africa	Total
Asia and Oceania	Total	190	11	180	10	230	13
	Thailand	100	6

Northern Mediterranean countries: Continental Spain and the Balearic Islands, Monaco, Italy, Malta, Slovenia, Croatia, Bosnia and Herzegovina, Montenegro, Albania, Greece, Turkey and Cyprus.

Symbols: [..] data not available or too uncertain for presentation, or subject to secrecy, [*] preliminary data.

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

Appendix table 5. Trips abroad by type of trip and destination in January to April 2016-2018*¹⁾

Destination		Reason for trip abroad					
		1-4/2016		1-4/2017		1-4/2018*	
		Leisure trips, total	Business trips, total	Leisure trips, total	Business trips, total	Leisure trips, total	Business trips, total
		1,000 trips		1,000 trips		1,000 trips	
Trips, total		2,340	670	2,470	610	2,460	660
Nordic countries	Total	540	240	500	200	530	250
	Sweden	480	170	470	110	500	180
Russia and Baltic countries	Total	720	190	800	110	710	..
	Estonia	590	110	640	..	560	..
	Russian Federation	110	..	120	..	120	..
Western and Eastern Europe	Total	310	150	420	220	370	200
Southern Europe and East Mediterranean countries	Total	450	..	470	..	510	..
	Spain (without Canary Islands)	150	..	120	..	150	..
	Spanish Canary Islands	180	..	210	..	190	..
America	Total
Africa	Total
Asia and Oceania	Total	190	..	180	..	230	..
	Thailand	100

Symbols: [...] data not available or too uncertain for presentation, or subject to secrecy, [*] preliminary data. In some tables the sums do not amount to the totals shown because of rounding.

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

Appendix table 6.1. Trips to Sweden and Estonia by type of trip in January to April 2016-2018*

Type of trip		Estonia			Sweden		
		Trips 1-4/2016	Trips 1-4/2017	Trips 1-4/2018*	Trips 1-4/2016	Trips 1-4/2017	Trips 1-4/2018*
		1,000 trips			1,000 trips		
		Trips, total¹⁾		700	730	600	650
Leisure	Total ¹⁾	590	640	560	480	470	500
	Overnight stay in destination country	310	370	300	160	150	180
	Cruises	140	130	130	250	210	210
	Same-day trips (inc. day cruises)	140	140	120	..	100	120
Business	Total ¹⁾	110	170	110	180

Symbols: [...] data not available or too uncertain for presentation, or subject to secrecy, [*] preliminary data. In some tables the sums do not amount to the totals shown because of rounding.

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

Appendix table 6.2. Trips to Sweden and Estonia by reason in January to April 2016-2018*

Reason of trip		Estonia			Sweden		
		Trips 1-4/2016	Trips 1-4/2017	Trips 1-4/2018*	Trips 1-4/2016	Trips 1-4/2017	Trips 1-4/2018*
		1,000 trips			1,000 trips		
Trips, total¹⁾		700	730	600	650	570	680
Leisure	Total ¹⁾	590	640	560	480	470	500
	Visiting friends or relatives
	Holiday	510	550	470	340	360	390
	Other personal reason
Business	Total ¹⁾	110	170	110	180

Symbols: [...] data not available or too uncertain for presentation, or subject to secrecy, [*] preliminary data.
In some tables the sums do not amount to the totals shown because of rounding.

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

Quality description: Finnish Travel

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 both trips with overnight stay and same-day trips in Finland and 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. Domestic same-day trips were added to the survey from the beginning of 2018.

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

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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