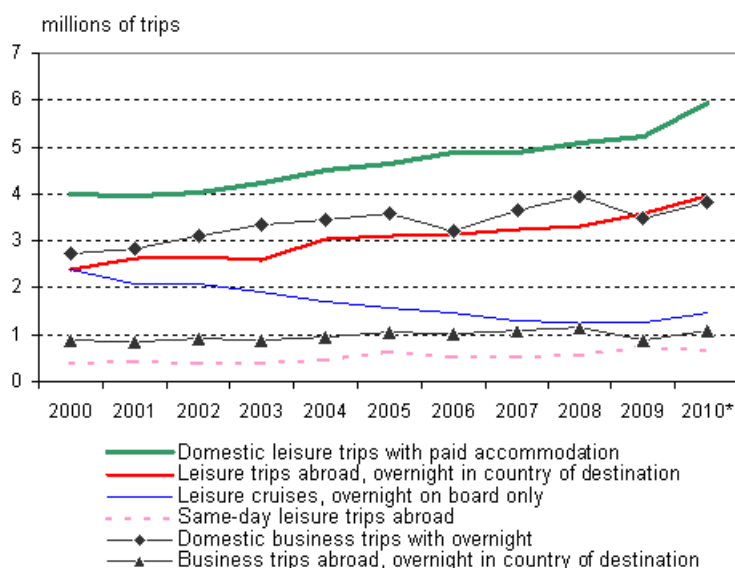


Finnish Travel 2010

Finnish travel increased in 2010

In 2010, Finnish residents made nearly four million leisure trips abroad which involved staying overnight in the destination country. The number increased by 11 per cent from 2009. More leisure trips with paid accommodation were also made in Finland than in the year before and their number went up by 13 per cent to around six million. Business trips in Finland and abroad recovered to the 2008 level after the slight downturn in 2009. These data derive from Statistics Finland's Finnish Travel Survey for which 16,659 people aged 15 to 74 permanently resident in Finland were interviewed.

Figure 1. Finnish travel 2000–2010



* Data on 2010 are not fully comparable with those on earlier years due to revised data collection method.

Trips abroad

In 2010, leisure trips abroad with at least one overnight stay in the destination country numbered 3,974,000. Estonia was clearly the most popular destination. Approximately one trip in five, or a total of 0.9 million trips, were headed to Estonia. The second highest number of trips was made to Sweden and the third

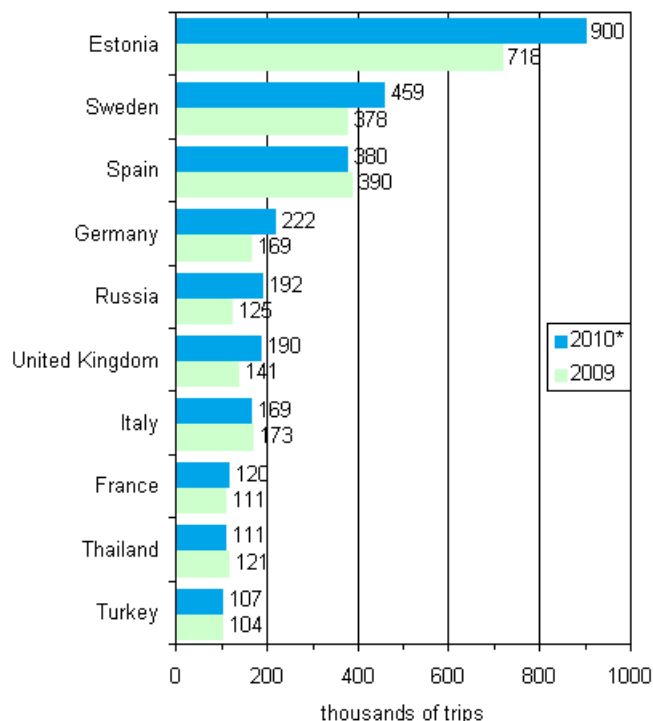
highest to Spain. In all, 459,000 trips were made to Sweden and 380,000 to Spain. Around one-half of the trips to Spain were headed to the Canary Islands. Trips to Estonia increased by 182,000 from 2009, or by most in terms of absolute numbers. Trips to Sweden, in turn, rose by the second highest number of 81,000. Spain has remained a stable favourite since 2006. Among the top ten destination countries, the popularity of Russia, Germany and the UK also went up. Of the traditional favourite southern holiday destinations of Finnish residents, the popularity of Portugal went up while that of Greece fell. Trips were made to Turkey and Egypt in much the same way as in the previous year.

Altogether around ten per cent fewer leisure trips were made to long-distance destinations in 2010 than in the year before. Trips to Thailand numbered 111,000, and decreased by some eight per cent from 2009. About as many trips were made to the American continent as to Thailand. More than one-half, or 57,000, of them were made to the United States. Tourism to the United States decreased by about one-third from the previous year. The third most popular long-distance destination was Australia with 20,000 trips.

In addition to the leisure trips involving staying overnight in the destination country, Finnish residents made around 1.5 million leisure cruises in 2010. This is 15 per cent more than in 2009. Cruises are trips that only include staying overnight on board; visits can be made ashore but without overnight stays there. The destination of around 70 per cent, or around one million, of the leisure cruises was Sweden. A total of 443,000 leisure cruises were made to Estonia.

During 2010, Finnish residents also made 698,000 same-day leisure trips abroad (incl. same-day cruises). The number of outbound same-day trips fell by some six per cent from the previous year. A total of 480,000 same-day trips were made to Estonia and 140,000 to Sweden.

Figure 2. Finnish residents' favourite destination countries for leisure trips with overnight stays in 2010 and compared with 2009



* Data on 2010 are not fully comparable with those on earlier years due to revised data collection method.

In 2010, business and professional trips abroad involving overnighting in the destination country numbered 1.1 million. The number of business trips abroad grew by 26 per cent from 2009. The highest numbers of

business trips abroad with overnight stays were made to Sweden, Germany and Estonia. Business trips to Sweden numbered 200,000 while 143,000 of them were made to Germany and 109,000 to Estonia. Business trips to Sweden increased by one-fifth and those to Estonia by 16 per cent. Business trips to Germany grew 1.5-fold.

Work-related same-day trips made during 2010 numbered 154,000, or one-quarter more than in 2009. As in the previous year, around 100,000 work-related cruises were also made abroad.

Trips in Finland

In 2010, 5.9 million leisure trips were made in Finland during which paid accommodation services, such as hotels, camping sites or rented cottages were used. The number grew by 13 per cent, or by 700,000 trips, from 2009.

The most popular destination regions for the trips involving paid accommodation were Uusimaa, Lapland and Pirkanmaa. Trips to Uusimaa numbered 865,000, or 15 per cent of all trips with paid accommodation. Slightly more than one in ten of the trips were headed to Lapland, and the same proportion to Pirkanmaa.

The number of nights spent during the leisure trips involving paid accommodation totalled 15.7 million. The number grew by six per cent from 2009. One-half of the overnight stays were spent in hotels and one-quarter in rented cottages.

In addition, 5.6 million overnight trips were made in Finland to own free-time residences and 19.1 million overnight visiting trips to relatives or friends. The trips to free-time residences grew by four per cent and the trips to visit relatives or friends by 13 per cent from 2009.

In 2010, clearly the highest number of the trips to free-time residences was made to South Savo and the second highest to Varsinais-Suomi. Such trips numbered 670,000 to South Savo and 0.5 million to Varsinais-Suomi. Of the trips to visit friends or relatives, 3.1 million were headed to Uusimaa and 2.1 million to Pirkanmaa.

A total of 3.8 million business trips with overnight stays were made in Finland in 2010. Domestic business trips increased by 10 per cent from 2009.

Persons having travelled

The data on persons having travelled were obtained by an inquiry made in connection with the Labour Force Survey. The inquiry is very concise and in addition to personal background information, it only includes questions on whether the target person has made certain types of trips during the survey year. The data describing 2010 are based on 1,709 interviews. The number of persons having travelled has remained fairly stable from one year to the next.

During 2010, 3.6 million, or 88 per cent, of Finnish residents aged 15 to 74 made at least one trip that included an overnight stay. Included are all domestic and outbound trips, as well as trips to free-time residences, visits to friends and relatives, and business trips.

During 2010, 1.9 million Finnish residents aged 15 to 74 made at least one leisure trip in Finland with paid accommodation. This is 47 per cent of all those belonging to this age group. Nearly as many made at least one leisure trip abroad which involved staying overnight in the destination country.

Slightly more than every fifth Finnish resident aged 15 to 74, or nearly 0.9 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.

Notes to the appendix tables

[..] Data not available or too uncertain for presentation.

[] No observations in the survey.

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

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Appendix tables

Appendix table 1. Overnight trips by Finnish residents aged 15 to 74 in 2005–2010

	Thousands of trips					
	2005	2006	2007	2008	2009	2010 ¹⁾
TRIPS TOTAL	36 832	34 001	36 382	36 945	36 847	41 164
Leisure trips	32 042	29 659	31 486	31 729	32 381	36 125
Business and professional trips	4 790	4 342	4 896	5 216	4 466	5 039
DOMESTIC TRIPS	30 931	28 245	30 633	31 091	31 015	34 531
Domestic leisure trips	27 360	25 043	26 974	27 138	27 523	30 694
Domestic leisure trips with paid accommodation	4 637	4 873	4 869	5 080	5 228	5 926
Short trips, 1–3 nights	3 550	3 714	3 784	3 927	3 964	4 705
Long trips, 4 or more nights	1 087	1 159	1 086	1 153	1 264	1 221
Trips to own free-time residence and visits to friends and relatives	22 723	20 170	22 104	22 057	22 295	24 768
Short trips, 1–3 nights	19 328	16 753	18 580	18 615	18 561	20 534
Long trips, 4 or more nights	3 396	3 417	3 525	3 443	3 734	4 234
Domestic business and professional trips	3 571	3 202	3 659	3 953	3 492	3 837
OUTBOUND TRIPS	5 902	5 756	5 749	5 854	5 832	6 633
Leisure trips abroad, overnight in country of destination	3 112	3 147	3 230	3 328	3 596	3 974
Short trips, 1–3 nights	1 151	1 103	1 142	1 135	1 279	1 490
Long trips, 4 or more nights	1 961	2 044	2 088	2 193	2 317	2 484
Business and professional trips abroad, overnight in country of destination	1 062	1 017	1 090	1 146	877	1 106
Cruises, overnight on board only	1 728	1 592	1 429	1 379	1 359	1 553
Leisure cruises	1 570	1 469	1 282	1 263	1 262	1 457
Business and professional cruises	157	123	147	116	97	96

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

Appendix table 2. Finnish residents' leisure and business trips abroad with at least one overnight stay in the destination country in 2005 and 2010 ¹⁾

Destination area	Overnight leisure trips abroad		Overnight business and professional trips abroad	
	2005	2010	2005	2010
TRIPS TOTAL	3 112 000	3 974 000	1 062 000	1 106 000
Scandinavian countries	415 000	584 000	247 000	254 000
Russia and the Baltic countries	1 043 000	1 175 000	291 000	176 000
Southern Europe and the Canary Islands	666 000	769 000	76 000	91 000
East Mediterranean countries ²⁾	85 000	155 000
Western Europe	415 000	717 000	290 000	413 000
Central and East Europe	198 000	168 000	57 000	38 000
Africa	68 000	92 000	..	15 000
Asia and Oceania	119 000	203 000	40 000	85 000
America	103 000	111 000	49 000	26 000

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

2) Incl. Turkey, Cyprus and Israel.

Appendix table 3. Finnish residents' trips abroad by destination country in 2010

	Leisure trips				Business and professional trips				Trips total
	Same-day visits	Cruises, overnight on board only	Overnight in destination country	All leisure trips	Same-day visits	Cruises, overnight on board only	Overnight in destination country	All business and professional trips	
TRIPS TOTAL	698 000	1 457 000	3 974 000	6 129 000	154 000	96 000	1 106 000	1 356 000	7 485 000
Estonia	480 000	443 000	900 000	1 822 000	50 000	26 000	109 000	185 000	2 008 000
Sweden	140 000	1 006 000	459 000	1 605 000	53 000	61 000	201 000	316 000	1 921 000
Spain			380 000	380 000			44 000	44 000	424 000
Germany			222 000	222 000	..		143 000	148 000	371 000
Russia	71 000	..	192 000	272 000	50 000	65 000	337 000
United Kingdom			190 000	190 000			85 000	85 000	275 000
Italy			169 000	169 000			38 000	38 000	207 000
France	..		120 000	124 000			58 000	58 000	182 000
Thailand			111 000	111 000			120 000
Norway	..		84 000	87 000	12 000		12 000	24 000	111 000
Turkey			107 000	107 000			110 000
Greece			104 000	104 000			104 000
Portugal			86 000	86 000			88 000
USA			57 000	57 000			21 000	21 000	78 000
Denmark			35 000	35 000	..		33 000	38 000	74 000
Austria			52 000	52 000			21 000	21 000	73 000
Netherlands			39 000	39 000			35 000	35 000	73 000
Switzerland			53 000	53 000			20 000	20 000	72 000
Latvia			56 000	56 000	14 000	70 000
Belgium			24 000	24 000	..		41 000	43 000	67 000
Poland			44 000	44 000	..		15 000	21 000	64 000
Hungary			53 000	53 000			62 000
China			11 000	11 000			47 000	47 000	58 000
Egypt			54 000	54 000			54 000
Czech Republic			40 000	40 000			43 000
Lithuania			27 000	27 000	..		12 000	14 000	41 000
Israel			27 000	27 000			30 000
Ireland			18 000	18 000			27 000
Australia			20 000	20 000			23 000
Cyprus			21 000	21 000			21 000
United Arab Emirates			20 000	20 000			20 000
Bulgaria			17 000	17 000			20 000
Malta			15 000	15 000			18 000
Mexico			17 000	17 000			17 000
India			17 000
Japan			15 000
Iceland			15 000
Croatia			12 000	12 000			12 000
Tunisia			12 000	12 000			12 000
Ukraine			12 000

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