

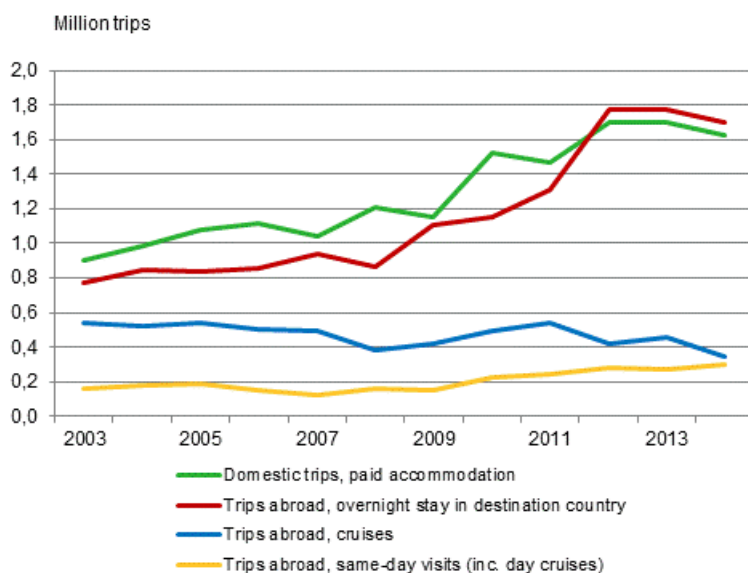
Finnish Travel

2014, Autumn (1 Sep to 31 Dec 2014)

Trips to Spain and day trips to neighbouring countries increased in September to December 2014

According to Statistics Finland's preliminary data, Finnish residents made fewer domestic leisure trips with paid accommodation in late 2014 than in the year before. Overnight cruises to Sweden and Estonia decreased by almost one-quarter from the corresponding period in the year before. By contrast, day trips to Sweden and, in particular, to Russia increased from the previous year. More trips than in the same period in 2013 were also made to Spain but travel to Asian countries decreased.

Finns' leisure trips in September to December 2003 to 2014*



In the last four months of 2014, Finnish residents aged 15 to 84 made more than 12 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.

Altogether, 7.6 million domestic leisure trips with overnight stay were made in the September to December period. Of these, 6.0 million were trips with free accommodation. Trips with overnight stay at paid accommodation numbered 1.6 million and their most popular destinations were located in Uusimaa, Lapland and Pirkanmaa. The number of trips with paid accommodation recorded in the statistics was nearly five per cent fewer than in September to December of the previous year. However, the number of trips to Uusimaa and Lapland increased by over 20 per cent.

The warm and beautiful September was the most popular month for domestic travelling towards the end of 2014, as then good half a million tips with paid overnight stay were made.

Inclusive of trips with overnight stay in the destination country, cruises and same-day trips, leisure trips abroad numbered 2.3 million in the September to December period. November has usually been the month when cruises have been popular. Last autumn, November lost the first place as the month for cruises to October.

Our neighbouring countries of Estonia and Sweden attract Finnish leisure travellers irrespective of the season. In the last four months of the year, only 656,000 trips were, however, made to Estonia, which was 19 per cent fewer than one year earlier. Of these, 58 per cent were trips with overnight stay in the destination country, 23 per cent were day cruises, and 19 per cent were cruises with overnight stay on board. November was the most popular month of the period to visit Estonia.

During the autumn months, 518,000 leisure trips were made to Sweden, which was eight per cent fewer than in the corresponding period in 2013. Of these trips, 43 per cent were cruises with only overnight stay on board and 44 per cent were trips with overnight stay in the destination country. One in seven of the trips were same-day trips. The most favoured month for travelling to Sweden in late 2014 was also November.

A considerable change has taken place in travel to our eastern neighbour Russia during the year. During the autumn months, 31 per cent fewer leisure trips to Russia with overnight stay in the destination country were made than one year ago. Day trips that do not include overnight stay, in turn, nearly tripled in the last four months of the year.

Spain is a long-standing favourite for Finns during the autumn months as well, and five per cent more trips were made to Spain than in the corresponding period in 2013. The destination of 117,000 of these trips was the Canary Islands. Continental Spain has also established its place as a destination for Finnish travel in the last four months of the year, and a total of 124,000 trips were made to Continental Spain and the Balearic Islands in September to December. December was the most popular of the four months to travel to the Canary Islands and October to Continental Spain.

Altogether, 87,000 trips were made to Turkey, which was eight per cent fewer than one year earlier. In Central Europe, Germany increased its popularity and 89,000 trips were made there, which is 13 per cent more than one year earlier.

If we only examine leisure trips with overnight stay in the destination country, fewer trips were made than in September to December 2013, or 1.7 million. October was by a whisker the most popular month for such trips, as then the number of trips abroad with overnight stay in the destination country was 446,000. Almost one-quarter of the trips with overnight stay in the destination country were headed to Estonia, good one-fifth to the northern coast of the Mediterranean, and seven per cent to the Canary Islands.

In addition to leisure trips, 1.5 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 0.7 million. The number of domestic business trips went up by two per cent and that of business trips abroad by three per cent.

These data derive from Statistics Finland's Finnish Travel survey, for which altogether 5,043 Finnish residents aged 15 to 84 were interviewed in October, November and December 2014 and in January 2015. Until 2011, data were collected from those aged 15 to 74.

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Appendix tables

Appendix table 1. Trips of Finnish residents and changes in them in September-December 2014*

Type of trip			September	October	November	December	September-December, total	Year-on-year change, % 9-12/2014* - 9-12/2013
			1,000 trips					
Trips, total			3,102	2,980	3,038	3,029	12,148	-1
Leisure	Domestic	Total	1,966	1,852	1,816	1,994	7,627	0
		Paid accommodation	503	321	412	387	1,624	-5
		Free accommodation	1,463	1,531	1,403	1,606	6,003	1
	Abroad	Total ¹⁾	544	593	654	559	2,350	-6
		Overnight stay in destination country	396	446	438	420	1,700	-4
		Cruises	54	106	97	90	348	-24
		Same-day visits (inc. day cruises)	93	..	119	..	302	13
Business	Domestic	Total	369	338	425	324	1,455	2
	Abroad	Total ¹⁾	223	196	144	153	715	3

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.

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 September-December 2014*

Destination region	Trips with paid accommodation		Trips with free accommodation		Domestic leisure trips, total	
	Trips 9-12/2014*		Trips 9-12/2014*		Trips 9-12/2014*	
	1,000 trips	Share, %	1,000 trips	Share, %	1,000 trips	Share, %
Trips, total	1,624	100	6,003	100	7,627	100
Uusimaa	388	24	953	16	1,340	18
Varsinais-Suomi	125	8	506	8	631	8
Satakunta	272	5	304	4
Kanta-Häme	165	3	190	2
Pirkanmaa	176	11	513	9	689	9
Päijät-Häme	52	3	258	4	311	4
Kymenlaakso	229	4	241	3
South Karelia	156	3	181	2
Etelä-Savo	324	5	372	5
Pohjois-Savo	84	5	405	7	489	6
North Karelia	198	3	245	3
Central Finland	138	8	464	8	602	8
South Ostrobothnia	255	4	282	4
Ostrobothnia	144	2	152	2
Central Ostrobothnia	124	2	127	2
North Ostrobothnia	151	9	494	8	644	8
Kainuu	67	4	156	3	223	3
Lapland	215	13	365	6	580	8
Åland

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Appendix table 3. Means of transport used on domestic trips in September-December 2014*

Means of transport	Leisure		Business	
	Trips 9-12/2014*		Trips 9-12/2014*	
	1,000 trips	Share, %	1,000 trips	Share, %
Trips, total	7,627	100	1,455	100
Passenger car	5,942	78	932	64
Coach	612	8	69	5
Train	942	12	303	21
Aeroplane	100	1	140	10
Other

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Appendix table 4. Leisure trips abroad (overnight in destination country) by destination in September-December 2014* and 2013

Destination		September-December			
		2014*		2013	
		1,000 trips	Share, %	1,000 trips	Share, %
Trips total		1,700	100	1,773	100
Nordic countries	Total	279	16	225	13
	Sweden	230	14	204	12
Russia and Baltic countries	Total	474	28	570	32
	Estonia	383	23	463	26
	Russian Federation	63	4	92	5
Western and Eastern Europe	Total	319	19	335	19
	Germany	89	5	79	4
	United Kingdom	51	3	72	4
Southern Europe and East Mediterranean countries	Total	494	29	540	30
	Spain (without Canary Islands)	124	7	105	6
	Spanish Canary Islands	117	7	125	7
	Greece	52	3	51	3
	Italy	64	4	72	4
	Turkey	87	5	95	5
America	Total	51	3
Africa	Total
Asia and Oceania	Total	60	4	82	5

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Appendix table 5. Trips abroad by reason and destination in September-December 2014*¹⁾

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				
Trips, total		330	1,829	191	2,350	715
Nordic countries	Total	130	378	69	578	225
	Sweden	120	342	56	518	173
Russia and Baltic countries	Total	79	665	81	824	147
	Estonia	..	577	..	656	102
	Russian Federation	..	72	..	138	..
Western and Eastern Europe	Total	62	236	..	319	231
	Germany	..	56	..	89	55
	United Kingdom	51	..
Southern Europe and East Mediterranean countries	Total	..	442	..	494	62
	Spain (without Canary Islands)	..	87	..	124	..
	Spanish Canary Islands	..	117	..	117	..
	Greece	..	52	..	52	..
	Italy	..	62	..	64	..
	Turkey	..	80	..	83	..
America	Total	51	..
Africa	Total
Asia and Oceania	Total	60	..

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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.

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

Appendix table 6. Trips to Sweden and Estonia in September-December 2014* and 2013

Type of trip		Estonia			Sweden		
		Trips 9-12/2014*	Trips 9-12/2013	Year-on-year change, % 9-12/2014* - 9-12/2013	Trips 9-12/2014*	Trips 9-12/2013	Year-on-year change, % 9-12/2014* - 9-12/2013
		1,000 trips			1,000 trips		
Trips, total¹⁾		758	878	-14	691	728	-5
Leisure	Total ¹⁾	656	813	-19	518	560	-7
	Overnight stay in destination country	383	463	-17	230	204	13
	Cruises	122	158	-23	222	299	-26
	Same-day visits (inc. day cruises)	150	192	-22	66	57	17
Business	Total ¹⁾	102	65	57	173	168	3

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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.

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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