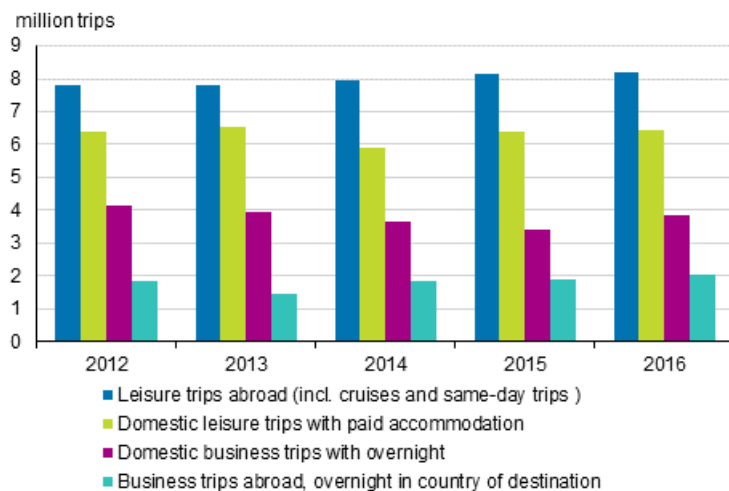


Finnish Travel 2016

Finns' travel to Sweden and Spain increased in 2016

According to Statistics Finland's survey, Finnish residents made good eight million different leisure trips abroad in 2016. Trips to the Nordic countries, Eastern Europe and the American continent increased their popularity. Western Europe and Asia lost some of their appeal among Finnish tourists. Among Southern European countries, western Mediterranean countries gained and eastern Mediterranean countries lost in popularity. The number of domestic leisure trips was 26 million. Business trips both in Finland and abroad increased from the previous year.

Finnish residents' travel in 2012 to 2016 (excl. domestic leisure trips with free accommodation)



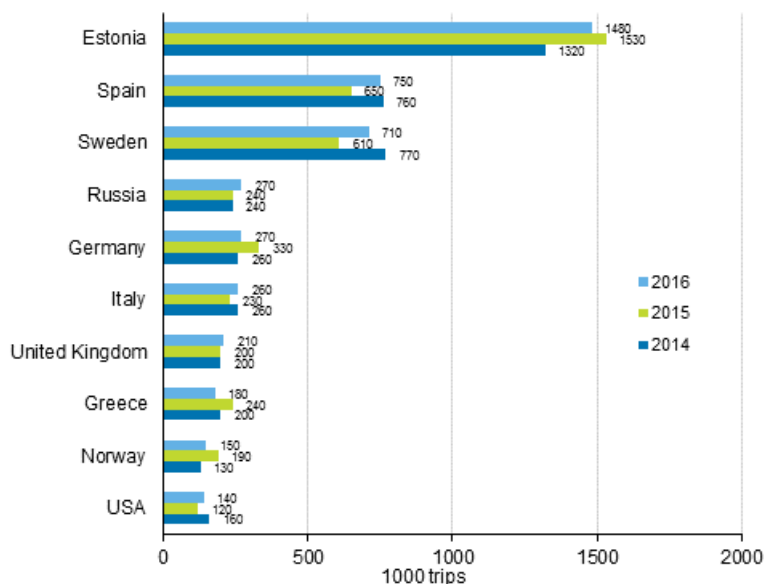
Finnish residents' leisure trips abroad remained on level with 2015 in 2016. Slightly fewer trips than in 2015 were made to Estonia in 2016, but it maintained its unswerving top position as a travel destination for Finns. Overnight cruises to Estonia increased but day cruises diminished.

Leisure trips to Sweden increased from the year before. Trips to Russia also grew after a couple of years' decline.

Of conventional favourites, Germany and France lost in popularity while trips to Italy, Continental Spain and the Canary Islands increased.

The number of trips heading outside Europe increased to the American continent. Seventy per cent of these trips were headed to the United States. In contrast, Asia lost some of its popularity as a leisure destination for Finns.

Finnish residents' most popular destinations for leisure trips with overnight stay in the destination country in 2016, 2015 and 2014



The number of domestic trips with paid accommodation remained at the same level as in the previous year. In turn, trips lasting at least four nights increased from the previous year. 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, North Ostrobothnia and Lapland. The most popular towns were Helsinki, Tampere and Turku.

Compared with the previous year, nights spent at hotels and rented cottages remained roughly at the same level.

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 and Varsinais-Suomi.

The number of business trips both in Finland and abroad increased from the previous year.

Leisure trips of an average Finn in 2016:

- 1.4 domestic leisure trips with paid accommodation,
- 1.4 trips abroad that included overnight stay in the country of destination,
- 0.5 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, 14,620 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 2016 are based on 1,212 interviews.

Additional tables are found in the PX Web database at:

http://pxnet2.stat.fi/PXWeb/pxweb/en/StatFin/StatFin__lii__smat/?tablelist=true

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Quality description: Finnish Travel 2016

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1. Trips abroad

1.1. Estonia and Sweden continue as favourites for Finns

In 2016, Finns made 8.2 million leisure trips abroad. The number of trips with overnight stay in the country of destination was 6.1 million. Of them, 3.6 million were trips with at least four nights in the country of destination and 2.5 million were short trips with one to three nights. Cruises with overnight stays on board numbered good 1.1 million. The number of day trips abroad was slightly under one million. Of them, good half a million were day cruises to Estonia and 0.1 million to Sweden.

In 2016, 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 mostly in July, when the number of leisure trips to our southern neighbour rose to nearly 300,000. May and August were also popular months for travelling.

Sweden was the second most popular travel destination for Finns in our neighbouring areas with 1.7 million leisure trips. The favourite time to travel to Sweden was also in July. August and November were the second most popular months for travelling. In addition to leisure trips, Finns also travel to Sweden to meet relatives and friends. In 2016, these types of trips covered around 18 per cent of trips to Sweden.

Among the Nordic countries, Denmark also increased its popularity as a destination for Finns in 2016. Norway lost some of its popularity from the previous year.

A change occurred in travel to Russia in 2014, when the number of trips to our eastern neighbour declined considerably. However, travelling recovered in 2016, although the number of trips did not yet reach the level of 2013. Of leisure trips to Russia, 23 per cent were trips to meet relatives and friends in 2016.

1.2. Direction of travel in Central Europe shifted from west to east

Finnish residents have travelled to Central Europe usually more and more every year. However, the favourites Germany and France lost Finnish tourists in 2016. The number of trips to the United Kingdom increased slightly. In Eastern Europe both the Czech Republic and Poland continued their popularity among Finns, which had started in the previous year.

In total, 1.1 million leisure trips were made to the Mediterranean in Europe in 2016. In northern Mediterranean countries, the direction of Finnish tourists was clear. Compared with the year before, Finns moved from eastern Mediterranean to western coasts. Finns' summer favourites, Greece and Turkey, both lost tourists. The number of trips in Turkey decreased by around one half from the previous year.

Spain is a long-time favourite of Finns, and it has been the third most popular destination for leisure trips for years. The year 2016 was no exception. Trips to Continental Spain, the Balearic Islands and the Canary Islands grew from the year before.

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.

Another favourite Northern Mediterranean country was Italy. Italy and Continental Spain covered nearly 60 per cent of the 1.1 million leisure trips to the Mediterranean.

The American continent became more popular in 2016 and there particularly the United States, where nearly 70 per cent of trips over the Atlantic were headed. By contrast, Asia's popularity was waning. However, the number of trips to the usual favourite Asian country, Thailand, went up.

1.3. Taking a boat abroad

Altogether 3.7 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, 45 per cent were made on boats. Of the trips made by boat, 99 per cent were made to Estonia or Sweden.

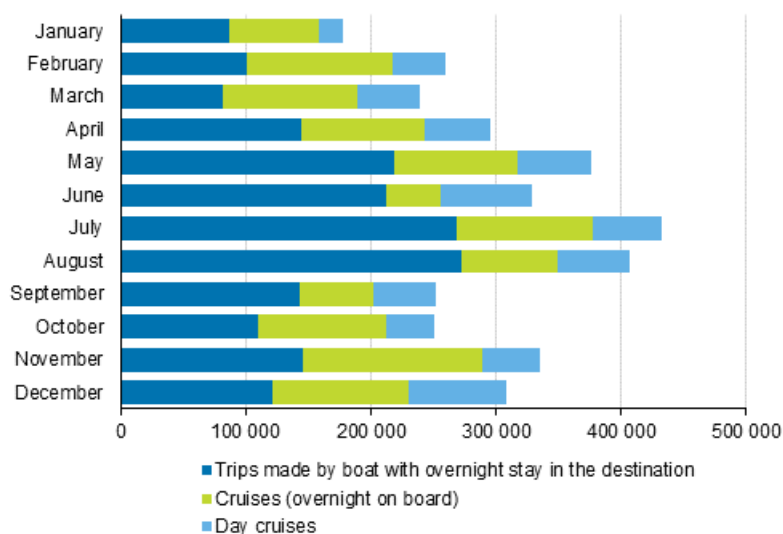
In 2016, Finns made 1.9 million trips with overnight stay in the destination country where a boat was used as the means of travel. Compared with 2015, the number of these trips grew somewhat. A total of 1.1 million overnight cruises and 0.6 million day cruises were made.

Of the leisure trips made to Estonia, 99 per cent were made by boat. Of the leisure trips made to Sweden, 74 per cent were made by boat, 10 per cent by air, and 16 per cent by passenger car.

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

Nearly every third had their own car when travelling to Estonia and every fifth when going to Sweden. In Estonia, every ninth travelled with their travelling package tour bus.

Number of leisure trips abroad made by boat by month in 2016



1.4. Number of business trips abroad went up from the previous year

In 2016, business and professional trips abroad involving overnighiting in the destination country numbered 1.8 million. The highest numbers of business trips abroad with overnight stays were made to Sweden, Estonia and Germany. Business trips to Sweden numbered 340,000 while 250,000 of them were made to Estonia and 200,000 to Germany.

During 2016, a total of 180,000 work-related day trips abroad were made. In addition, 100,000 work-related cruises abroad were made.

2. Domestic trips

2.1. Number of domestic leisure trips with paid accommodation remained on level with the previous year

In 2016, some 6.4 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 was on level with the previous year.

Examined by age group, pension-age Finns increased their travel in hotels and rented cottages in Finland. Among persons aged under 35, trips in Finland were less popular than in the year before.

Finns' favourite holiday destinations in Finland were Uusimaa, Pirkanmaa and North Ostrobothnia. Trips to Uusimaa numbered nearly 1.2 million, or 18 per cent of all trips with paid accommodation. Ten per cent of trips were headed to Pirkanmaa and nine per cent to North Ostrobothnia.

The number of leisure trips to Lapland was unchanged in 2016 from the year before. 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. Eighteen per cent of trips with paid accommodation in Finland were made in July.

Domestic tourists were interested in big towns, because 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. Bus travel decreased from the previous year, but more domestic travellers took a train or an airplane than one year earlier.

The number of nights spent during domestic leisure trips involving paid accommodation totalled 15.5 million, which was slightly more than in 2015. Of overnight stays, 66 per cent took place in hotels, holiday villages and camping sites, and 34 per cent in rented cottages.

2.2. Trips with free accommodation to big towns

Good 19 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, three million were made to Uusimaa, and 45 per cent of them to Helsinki. In all, two million trips with free accommodation were made to Pirkanmaa and 47 per cent of them to Tampere. A total of 1.5 million trips were made to Varsinais-Suomi and 44 per cent of them to Turku. Trips with free accommodation to North Ostrobothnia numbered 1.8 million.

The high season for trips with free accommodation was the summer months, as good one-third of trips with free accommodation in 2016 were made in June to August.

2.3. Domestic business trips increased

A total of 3.9 million business trips with overnight stay were made in Finland in 2016. More domestic business trips were made than in 2015.

Domestic business trips were typically very short. Fifty-five per cent of the trips lasted only for one night and 34 per cent for two to three nights.

Domestic business trips were usually made by passenger car, as 64 per cent of the trips were made driving one's car. Twenty-two 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 2016.

For leisure trips with paid accommodation in Finland, 68 per cent of the accommodation was reserved through the Internet. Ninety-seven per cent of domestic flights and 90 per cent of train journeys were reserved online.

Eighty-five 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 76 per cent.

Of cruises with overnight stay on board, 75 per cent were reserved on the Internet.

3.2. Nearly one-third of leisure trips package tours

Even though independent travel has become considerably easier in the age of the Internet, package tours have not become history. Of leisure trips abroad including at least one overnight stay in the destination country, 29 per cent were package tours. In 2016, altogether 1.7 million package tours were made abroad, which is slightly lower than one year earlier.

In 2016, the most popular package tour destinations were Greece, the Canary Islands and Turkey. Of trips made to Greece, 78 per cent were package tours and of trips made to Turkey, 74 per cent. People also favour package tours when travelling to the Canary Islands as 74 per cent of the trips there are package tours. Only 18 per cent of the trips to Continental Spain or the Balearic Islands 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 is clearly comparable with the age of the traveller. Of trips made by those aged 25 to 44 including overnight stays in the country of destination, 19 per cent were package tours, for those aged 45 to 64, altogether 34 per cent were package tours, and for those aged 65 to 84, a total of 45 per cent were package tours.

Package tours are not as popular in domestic travel as they are when travelling abroad. Of the 6.4 million domestic trips including paid accommodation, only three per cent were package tours. Twelve per cent trips made to Uusimaa and Lapland were package tours. Seven per cent of trips made to Pirkanmaa 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 2006, Finns aged between 15 and 74 made 4.9 million domestic leisure trips with paid accommodation and one decade later in 2016, the corresponding number of trips when they were ten years older, 25 to 84, was 5.6 million. The number of trips has increased by 16 per cent in ten years.

A decade ago, Finns aged 15 to 74 made 3.1 million trips abroad with overnight stay in the destination country. In 2016, the corresponding number of trips for persons aged 25 to 84 was nearly 5.4 million. The number of trips abroad has increased by 70 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 2006, were aged 25 to 44 in 2016. In these age groups, the numbers of trips with overnight stay both in Finland and abroad have increased exponentially.

Those, who were aged 55 to 64 a decade ago, reached retirement age by 2016. 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 six per cent over a 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 2006 and 2016, 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 2006	Trips in 2006			
15 to 24	630,000	4,400,000	390,000	230,000
25 to 34	770,000	4,120,000	550,000	210,000
35 to 44	1,250,000	3,530,000	580,000	270,000
45 to 54	1,080,000	3,350,000	650,000	300,000
55 to 64	780,000	3,160,000	650,000	270,000
65 to 74	350,000	1,610,000	340,000	200,000
15 to 74 trips total	4,870,000	20,170,000	3,150,000	1,470,000
Age group 2016	Trips in 2016			
25 to 34	950,000	4,190,000	1,050,000	150,000
35 to 44	1,290,000	2,890,000	1,060,000	190,000
45 to 54	1,290,000	2,640,000	1,120,000	160,000
55 to 64	1,140,000	2,740,000	1,130,000	200,000
65 to 74	730,000	2,490,000	790,000	190,000
75 to 84	220,000	710,000	200,000	..
25 to 84 trips total	5,630,000	15,660,000	5,360,000	970,000
Age group 2016	Change (2006/2016), %			
25 to 34	51	-5	168	-35
35 to 44	67	-30	94	-6
45 to 54	3	-25	96	-40
55 to 64	5	-18	74	-33
65 to 74	-6	-21	22	-31
75 to 84	-36	-56	-39	..
25 to 84 total	16	-22	70	-34

5. Ninety-one per cent of Finns made at least one trip in 2016

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 2016. 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 95 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 98 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 97 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 2016.

In 2016, around 2.2 million Finnish residents aged 15 to 84 made at least one leisure trip in Finland with paid accommodation. This is 51 per cent of all those belonging to the age group. More or less the same number, or 52 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, one third said they did not like to travel, good one quarter said that medical reasons prevented them from travelling, and 14 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 four years.

Appendix tables

Appendix table 1. Overnight stay trips by Finnish residents in 2012 to 2016

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

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 2016

Destination		Total	Average duration
		1,000 trips	Nights
Trips, total		6,100	6,6
Nordic countries	Total	970	3,8
	Denmark	100	4,6
	Norway	150	4,8
	Sweden	710	3,4
Russia and Baltic countries	Total	1,850	2,7
	Estonia	1,480	2,6
	Russian Federation	270	2,7
Western and Eastern Europe	Total	1,180	5,9
	Czech Republic	100	4,3
	France	100	8,6
	Germany	270	5,3
	Poland	110	3,9
	United Kingdom	210	5,6
Southern Europe and East Mediterranean countries	Total	1,520	9,7
	Spain (without Canary Islands)	420	11,4
	Spanish Canary Islands	320	9,8
	Greece	180	10,9
	Italy	260	6,1
	Turkey	100	10,1
America	Total	210	14,7
	United States	140	14,8
Africa	Total
Asia and Oceania	Total	310	18,3
	Thailand	130	19,3
Trips with overnights in 1 country		5,640	6,6
Trips with overnights in 2 or more countries (excluding Finland)		470	14,9

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 2016

Destination		Total	Overnight in destination country	Cruises and same-day visits
		1,000 trips		
Trips, total		2,060	1,780	280
Nordic countries	Total	610	490	120
	Norway	100
	Sweden	440	340	100
Russia and Baltic countries	Total	530	390	150
	Estonia	360	250	110
	Russian Federation	150	120	..
Western and Eastern Europe	Total	580	570	..
	Germany	210	200	..
Southern Europe and East Mediterranean countries	Total	160	160	..
America	Total
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 2016 and its change

Destination		Leisure trips					Business trips	
		Visiting friends or relatives	Holiday	Other personal reason	Leisure trips, total	Year-on-year change (2015/2016)	Business trips, total	Year-on-year change (2015/2016)
		1,000 trips				%	1,000 trips	%
Trips, total		1,060	6,590	580	8,220	1	2,060	9
Nordic countries	Total	370	1,440	170	1,980	10	610	15
	Denmark	100	15
	Norway	..	110	..	160	-24	100	85
	Sweden	300	1,240	160	1,690	14	440	12
Russia and Baltic countries	Total	260	2,430	260	2,950	1	530	39
	Estonia	150	2,080	150	2,390	-4	360	37
	Russian Federation	110	260	100	460	27	150	103
Western and Eastern Europe	Total	210	910	..	1,190	-5	580	-6
	Czech Republic	..	100	..	100	14
	France	100	-44
	Germany	..	200	..	280	-15	210	-11
	Poland	..	100	..	110	28
	United Kingdom	..	130	..	210	4
Southern Europe and East Mediterranean countries	Total	..	1,390	..	1,520	-4	160	11
	Spain (without Canary Islands)	..	370	..	420	12
	Canary Islands	..	320	..	320	18
	Greece	..	170	..	180	-22
	Italy	..	230	..	260	13
	Turkey	..	100	..	100	-55
America	Total	..	140	..	210	17
	United States	..	100	..	140	22
Africa	Total
Asia and Oceania	Total	..	230	..	310	-20
	Thailand	..	120	..	130	5

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 2016

Type of trip		Means of booking the transport			Booked transport	
		Via Internet	By other means	Unknown	Total	
		Share, % ¹⁾			1,000 trips	
Trips, total		84	10	6	14,710	
Leisure	Domestic	Total	88	9	2	4,140
		Airplane or helicopter	97	2	1	350
		Boat, ferry	65	15	6	140
		Train	90	9	2	2,120
		Bus or coach	87	10	3	1,490
	Abroad	Total	84	11	5	7,310
		Airplane or helicopter	93	5	2	3,560
		Boat, ferry	76	16	8	3,630
		Train	82	18
		Bus or coach	33	55	12	..
Business	Domestic	Total	85	7	8	1,340
		Airplane or helicopter	87	3	9	370
		Train	90	5	5	800
		Bus or coach	60	21	18	150
	Abroad	Total	72	12	16	1,920
		Airplane or helicopter	76	10	15	1,460
		Boat, ferry	57	20	23	400

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 2016

Type of trip		Booking of accommodation			Booked accommodation
		Via Internet	By other means	Unknown	Total
		Share, % ¹⁾			1,000 trips
Trips, total		73	19	8	16,290
Leisure	Domestic leisure trips in paid accommodation	68	26	5	5,880
	Cruises abroad, overnights on board	75	15	10	1,120
	Leisure trips abroad, overnight stay in destination country	85	12	3	4,650
Business	Domestic	67	21	12	2,990
	Abroad	66	15	19	1,650

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 2016

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 2016

Type of trip	N	Sum	Standard deviation	95% Confidence Limit for Sum	
				Lower	Upper
		1,000 trips			
Domestic leisure trips with paid accommodation	1,728	6,420	140	6,140	6,700
Domestic leisure trips with free accommodation	5,085	19,510	200	19,130	19,890
Domestic business and professional trips	999	3,860	120	3,640	4,090
Same-day leisure trips abroad (incl. day cruises)	274	980	60	860	1,090
Leisure cruises abroad	309	1,140	60	1,010	1,260
Leisure trips abroad, overnight in country of destination	1,625	6,100	140	5,820	6,380
Business and professional trips abroad	535	21,060	90	1,890	2,230

Table 2. Confidence Limits of persons by travelling activity in year 2016

Travelling activity	N	Sum	Standard deviation	95% Confidence Limit for Sum	
				Lower	Upper
		1,000 persons			
Didn't make leisure trips with overnight stay	115	380	33	310	440
Made leisure trips with overnight stay	1,095	4,080	33	4,010	4,150
Made domestic leisure trips with paid accommodation	607	2,290	63	2,160	2,410
Made same-day leisure trips abroad (incl. day cruises)	276	1,040	55	940	1,150
Made leisure cruises abroad	293	1,110	56	1,000	1,220
Made leisure trips abroad with paid accommodation, overnight in country of destination	615	2,310	63	2,180	2,430
Made business and professional trips, domestic and abroad	277	1,080	54	970	1,190

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 four to five 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 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.

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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