

# Finnish Travel

2021, Summer (1 May to 31 Aug 2021)

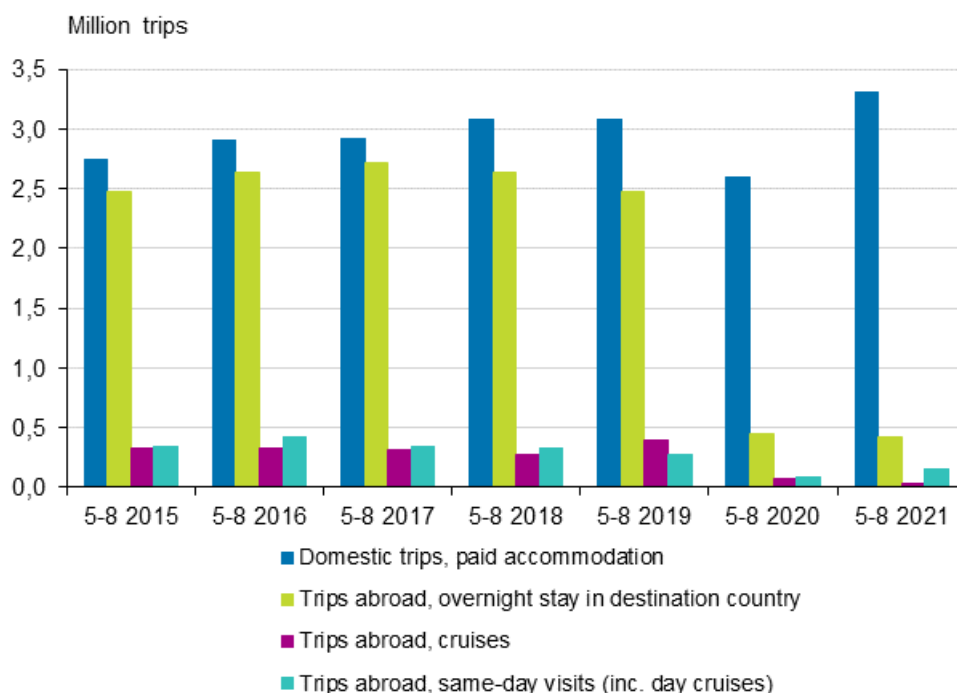
## Domestic trips increased by nearly one third in the hot summer of 2021

According to Statistics Finland’s preliminary data, the number of leisure trips with overnight stay in Finland increased in May to August 2021 by nearly one third from the year before.

The number of international flights started to grow slowly towards the summer, but the number of trips abroad made by air was, however, 90 per cent lower in May to August than two years ago.

During May to August 2021, Finnish residents made 13.2 million domestic leisure trips with overnight stay and 0.6 million leisure trips abroad, of which 0.4 million were trips with overnight stay in the destination country.

### Leisure trips in January to April 2015 to 2021\* (excl. domestic same-day trips and trips with free accommodation)



In the second four months of 2021, Finnish residents aged 15 to 84 made 27.5 million trips, when leisure trips in Finland and abroad, as well as business and professional trips are included. In addition to trips with overnight stay, the number also includes same-day trips in Finland and abroad.

Altogether 13.2 million domestic leisure trips with overnight stay were made in the May to August period. In all, 9.9 million of them were trips with free accommodation, which is about 30 per cent more than in May to August last year. Leisure trips with overnight stay at paid accommodation numbered 3.3 million and their most population destinations were Uusimaa, Pirkanmaa and Southwest Finland. The number of domestic trips with paid accommodation was good one quarter higher than in May to August of the previous year.

July was the most popular month for travelling in the summer season, as then 1.3 million domestic trips with paid accommodation and 3.0 million trips with free accommodation were made. Fourteen per cent of trips with paid accommodation made in July were headed to Uusimaa, nine per cent to Southwest Finland and eight per cent to Pirkanmaa, Central Finland, North Ostrobothnia and Lapland.

Spending time at summer cottages was very popular in the hot summer. Overnight stays at both own and rented cottages increased slightly compared with the top figures in the previous summer. Domestic hotel holidays also increased their popularity by good one third from the summer before.

Finnish residents made 12 million same-day trips abroad in May to August. The most popular regions for day trips in Finland were also Uusimaa, Pirkanmaa and Southwest Finland.

In all, 600,000 leisure trips were made abroad in May to August. The figure includes trips with overnight stay in the destination country, cruises and same-day trips. The number is the same as in the corresponding period of the previous year and over 80 per cent lower than two years ago before the corona crisis.

A total of 420,000 leisure trips abroad included overnight stay in the destination country. One-half of these trips were made to Estonia. The most popular months for travelling were July and August.

Considerably more same-day trips were made to our neighbouring countries than in the summer before, as the number of trips increased by nearly 90 per cent from the previous summer.

In addition to leisure trips, 0.6 million business and professional trips with overnight stay and over one million business and professional trips lasting only one day were made in Finland. Business trips in Finland increased slightly from the corresponding period of the previous year.

These data derive from Statistics Finland's Finnish Travel survey for which data were collected from altogether 4,511 Finnish residents aged 15 to 84 on the web or alternatively as a telephone interview in June, July, August and September.

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# Appendix tables

**Appendix table 1.1. Trips of Finnish residents and changes in them in May to August 2021\***

Type of trip			May	June	July	August	May-August, total	Year-on-year change, % 5-8/2021* - 5-8/2020
			1,000 trips					
<b>Trips, total</b>			<b>5,420</b>	<b>6,970</b>	<b>8,110</b>	<b>6,970</b>	<b>27,500</b>	..
Leisure	Domestic	Total <sup>1)</sup>	4,850	6,180	7,660	6,450	25,140	..
		Paid accommodation	380	680	1,270	960	3,300	27
		Free accommodation	1,810	2,660	2,990	2,430	9,890	30
		Same-day trips	2,670	2,840	3,400	3,050	11,960	..
	Abroad	Total <sup>2)</sup>	..	120	210	220	600	1
		Overnight stay in destination country	..	..	160	130	420	-7
		Cruise	..	..	..	..	..	..
		Same-day visits (inc. day cruises)	..	..	..	..	150	90
Business	Domestic	Total	510	640	220	300	1,670	..
		Trips with overnight stay	170	240	100	100	610	13
		Same-day trips	330	410	120	200	1,060	..
	Abroad	Total <sup>2)</sup>	..	..	..	..	..	..

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 May to August 2015-2021\***

Type of trip			May-August						
			2015	2016	2017	2018	2019	2020	2021*
<b>Trips, total</b>			<b>15,390</b>	<b>16,190</b>	<b>16,240</b>	<b>16,400</b>	<b>15,920</b>	<b>11,390</b>	<b>14,480</b>
Leisure	Domestic	Total <sup>1)</sup>	10,650	11,300	11,310	11,320	11,200	10,190	13,180
		Paid accommodation	2,750	2,900	2,920	3,080	3,080	2,600	3,300
		Free accommodation	7,900	8,400	8,380	8,240	8,120	7,590	9,890
	Abroad	Total <sup>2)</sup>	3,130	3,380	3,370	3,240	3,140	600	600
		Overnight stay in destination country	2,470	2,630	2,720	2,630	2,470	450	420
		Cruises	320	330	320	280	390	..	..
		Same-day trips (inc. day cruises)	340	420	340	320	280	..	150
Business	Domestic	Total	1,020	980	950	970	1,010	530	610
	Abroad	Total <sup>2)</sup>	580	520	620	870	570	..	..

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) Not including domestic same-day trips

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

**Appendix table 2. Domestic leisure trips with overnight stay by destination region, in May to August 2021\***

Destination region	5-8/2021*							
	Trips with paid accommodation		Trips with free accommodation		Same-day trips		Domestic leisure trips, total	
	1,000 trips	Share, %	1,000 trips	Share, %	1,000 trips	Share, %	1,000 trips	Share, %
<b>Trips, total</b>	<b>3,300</b>	<b>100</b>	<b>9,890</b>	<b>100</b>	<b>11,960</b>	<b>100</b>	<b>25,140</b>	<b>100</b>
Uusimaa	480	15	1,420	14	2,560	21	4,460	18
Varsinais-Suomi	320	10	890	9	1,250	10	2,460	10
Satakunta	120	4	420	4	500	4	1,040	4
Kanta-Häme	..	..	490	5	540	5	1,120	4
Pirkanmaa	340	10	1,080	11	1,320	11	2,740	11
Päijät-Häme	..	..	470	5	480	4	1,010	4
Kymenlaakso	..	..	460	5	410	3	920	4
South Karelia	160	5	390	4	300	3	860	3
Etelä-Savo	150	4	800	8	440	4	1,390	6
Pohjois-Savo	140	4	480	5	730	6	1,350	5
North Karelia	150	4	390	4	430	4	960	4
Central Finland	280	8	670	7	610	5	1,570	6
South Ostrobothnia	150	5	290	3	490	4	930	4
Ostrobothnia	..	..	240	2	350	3	680	3
Central Ostrobothnia	..	..	..	..	150	1	250	1
North Ostrobothnia	270	8	540	5	870	7	1,680	7
Kainuu	..	..	260	3	130	1	430	2
Lapland	300	9	420	4	340	3	1,070	4
Åland	..	..	..	..	..	..	240	1

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 May to August 2021\***

Means of transport	5-8/2021*			
	Leisure		Business	
	1,000 trips	Share, %	1,000 trips	Share, %
<b>Trips, total</b>	<b>25,140</b>	<b>100</b>	<b>1,670</b>	<b>100</b>
Passenger car	21,620	86	1,300	78
Coach	740	3	..	..
Train	1,830	7	120	7
Aeroplane	..	..	..	..
Other	880	4	180	11

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 May to August 2019-2021\***

Destination		5-8/2019		5-8/2020		5-8/2021*	
		1,000 trips	Share, %	1,000 trips	Share, %	1,000 trips	Share, %
<b>Trips total</b>		<b>2,470</b>	<b>100</b>	<b>450</b>	<b>100</b>	<b>440</b>	<b>100</b>
Nordic countries	Total	520	21	100	22	..	..
	Norway	130	5	..	..	..	..
	Sweden	320	13	..	..	..	..
Russia and Baltic countries	Total	600	24	310	69	240	55
	Estonia	420	17	270	60	220	49
	Russian Federation	100	4	..	..	..	..
Western and Eastern Europe	Total	510	21	..	..	..	..
	Germany	130	5	..	..	..	..
Southern Europe and East Mediterranean countries	Total	710	28	..	..	..	..
	Spain (without Canary Islands)	160	6	..	..	..	..
	Italy	160	6	..	..	..	..
America	Total	..	..	..	..	..	..
Africa	Total	..	..	..	..	..	..
Asia and Oceania	Total	..	..	..	..	..	..

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 to Sweden and Estonia by type of trip in May to August 2019-2021\***

Type of trip		Estonia			Sweden		
		Trips 5-8/2019	Trips 5-8/2020	Trips 5-8/2021*	Trips 5-8/2019	Trips 5-8/2020	Trips 5-8/2021*
		1,000 trips			1,000 trips		
<b>Trips, total<sup>1)</sup></b>		<b>750</b>	<b>330</b>	<b>310</b>	<b>750</b>	<b>..</b>	<b>120</b>
Leisure	Total <sup>1)</sup>	700	320	310	670	..	..
	Overnight stay in destination country	420	220	220	320	..	..
	Cruises	130	..	..	250	..	..
	Same-day trips (inc. day cruises)	140	..	..	100	..	..
Business	Total <sup>1)</sup>	..	..	..	..	..	..

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 2021

## Relevance of statistical information

The statistics on Finnish Travel contain information on trips made by Finnish residents and on the number of persons having travelled during the year. The statistics describe trips in Finland and abroad including overnight stay and same-day trips abroad.

The data of the statistics 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 statistics are also reported to Eurostat, the Statistical Office of the European Communities in accordance with the Regulation on European statistics on tourism (EU) No 692/2011.

Statistics Finland collects the data of the statistics as a so-called mixed-mode data collection, that is, with a self-filled web questionnaire or alternatively as a telephone interview. 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 Organization (UNWTO), tourism comprises the activities 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 statistics

The data for the statistics are collected with an inquiry consisting of two parts. The monthly inquiry collects data on trips made by Finnish residents during the past three months, their numbers and characteristics. In 2019, data were exceptionally collected about trips during three previous months.

In addition to the last monthly inquiry of the year, a so-called annual inquiry is made, where yes/no questions are used to establish the numbers of persons having made different types of trips during the statistical reference year.

The data collection is a sample-based inquiry conducted with a web questionnaire or alternatively as a telephone interview. The target persons are primarily asked to respond to the inquiry with a web questionnaire. If data are not obtained, the statistical interviewer will contact the target person by telephone. The data are collected between the February of the statistical reference year and the January of the year following it. The data for each monthly inquiry are collected during the following month. The data for the annual inquiry on persons having travelled are collected in connection with the last monthly inquiry of the year.

The population of the statistics 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 population. The samples are drawn with systematic sampling, and they represent the population comprehensively with respect to age, sex, area of residence and native language. Working-age people (aged 25 to 64) are drawn to the sample slightly more often than young people (aged 15 to 24) and pensioners (aged 65 to 84) because the highest number of trips is made by working-age people.

The sample size of the inquiry is 28,200 persons per year, that is, 2,350 persons per month. In 2019, the sample size was 16,000 persons per year. Until 2012, the same sample was also used in the data collection of the monthly statistics on consumer confidence.

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 population of the month (preliminary data on

population structure). The strata used are the respondent's age group, sex and area of residence (major region). Before 2012, only sex was used as the stratum.

## Correctness and accuracy of data

The data content of the statistics was extended particularly in the years 1995 to 1997 to correspond to the requirements of the EC Directive on tourism statistics (95/57/EC). In 1996, same-day trips abroad were included in the statistics in addition to trips with overnight stay, so in its present extent the statistics present a fairly comprehensive picture of travelling by Finnish residents. Only same-day trips in Finland are excluded from the statistics.

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 survey is on the annual level 45 per cent. 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 intervals of numbers of trips by type of trip in 2020**

Type of trip	N	Sum	Standard deviation	95% Confidence Limit for Sum	
				Lower	Upper
1,000 trips					
Domestic leisure trips with paid accommodation	1,555	5,450	130	5,210	5,700
Domestic leisure trips with free accommodation	4,563	15,930	150	15,620	16,230
Domestic business and professional trips	556	1,960	80	1,810	2,120
Same-day leisure trips abroad (incl. day cruises)	93	330	30	260	400
Leisure cruises abroad	87	300	30	240	360
Leisure trips abroad, overnight in country of destination	482	1,660	70	1,510	1,810
Business and professional trips abroad	115	400	40	330	480

**Table 2. Confidence intervals of numbers of persons by travelling activity in 2020**

Travelling activity	N	Sum	Standard deviation	95% Confidence Limit for Sum	
				Lower	Upper
1,000 persons					
Didn't make leisure trips with overnight stay	335	1,270	60	1,160	1,380
Made leisure trips with overnight stay	827	3,140	60	3,030	3,260
Made domestic leisure trips with paid accommodation	422	1,160	60	1,490	1,730
Made same-day leisure trips abroad (incl. day cruises)	327	1,010	50	910	1,100
Made leisure cruises abroad	116	440	40	360	520
Made leisure trips abroad with paid accommodation, overnight in country of destination	55	200	30	150	260
Made business and professional trips, domestic and abroad	117	460	40	380	530



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 were 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, preliminary data are released at four-month intervals six to seven weeks from the end of the period, but preliminary data for 2020 are exceptionally released four months from the end of the period.

Annual data are published on the website of the statistics on Finnish Travel around three months after the end of the year.

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 Statistics Finland's StatFin database. The time series by group of trips start from 1991 and by destination area from 2000.

## Comparability of statistics

The statistics have been made regularly since 1991. From 1991 to 1994, Statistics Finland produced the statistics on assignment of the Finnish Tourist Board. These years are mutually comparable, because uniform methods were used. In 1995, the statistics were transferred completely to Statistics Finland. The content and methodological changes started in the same year have had an effect on the comparability of data between 1995 and 1999. The data content and the calculation and data collection methods 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 every month together with the Consumer Survey (now Consumer Confidence). Prior to this, the data 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 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 sums by group of trips by two to five per cent. The specification of the *weighting coefficient* increased the sums by group of trips by two to three per cent. 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.

In the 2019 survey, the reference period of the monthly survey was extended from one month to three previous months. The aim of the change was to obtain more travel observations from each respondent

than before. At the same time, however, fewer trips were obtained by month. This is assumed to be because either not all trips during three months were remembered to be reported or their reporting was felt too heavy especially for those who travelled much. This sub-reporting concerned especially short trips, business trips, and various trips made with guest and other free accommodation.

In order to maintain the comparability of the annual numbers of trips, the weight coefficients of trips were raised by type of trip and for trips abroad by country-specific coefficients. Source data outside the statistics describing annual level change were used to determine these inflating coefficients. Statistics Finland's accommodation statistics were used especially for trips with paid accommodation in Finland. For Finnish residents' trips abroad, statistical data based on data on telecommunications operators were used on visits by destination country, statistics on package tours of the Association of Finnish Travel Agents, passenger statistics on sea transport, and for Estonian tourism, statistics on the number of passengers published by the Port of Tallinn.

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 Finnish Travel Survey.

## Coherence and consistency/uniformity

**Finnish travel** 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**. The statistics contain data on the accommodation capacity of hotels and its use and overnight stays at accommodation establishments broken down by the visitors' country of residence.

Tourism satellite account (TSA) is a statistical system in which the economic effects of tourism are described in a versatile and comprehensive manner. The figures for tourism accounts are published on the web pages of **Visit Finland's** statistical service Rudolf.

Statistics on passenger transport between Finland and foreign countries are compiled in Statistics Finland's statistics on international sea transport and air transport. However, these statistics do not report the country of residence of the passengers. 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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