

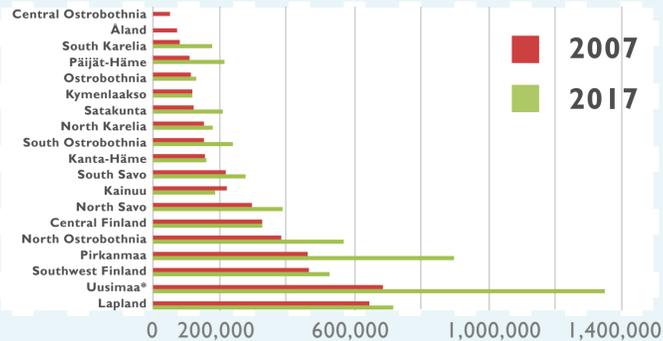
Domestic tourism in Finland



It has been estimated that in 2016 Finnish travelers spent approximately €10.2 billion on domestic tourism. A total of €13.8 billion was spent on travelling in Finland that year, which means that the amount of money Finns spent on domestic tourism is a lot greater than the money coming from abroad. (Mara 2019.) Domestic tourism is presumably less expensive and eco-friendlier than for example flying to a warmer country. In addition, domestic travel supports the Finnish economy and as domestic

travelling increases it will inevitably create new jobs in Finland. This viewpoint got us interested in researching this topic further. Our aim was to find out what domestic travelling was like in Finland especially in the year 2017 and how it has changed along the way. We research this subject through three research questions: who travelled most in Finland in 2017, from and to where were most travel directed and how has domestic travelling developed during the past 20 years?

Development of trips with overnight stay



Domestic tourism has increased especially in the regions of Uusimaa, Pirkanmaa, North Ostrobothnia, Päijät-Häme and South Karelia. Kainuu, on the other hand, is the only region where tourism has decreased in ten years. Data for Central Ostrobothnia and Åland are not available. *Eastern Uusimaa and Uusimaa municipal merger in 2011. For comparison, 2007 data of Eastern Uusimaa is combined with Uusimaa. Source: Statistics Finland.

Accommodation on domestic trips

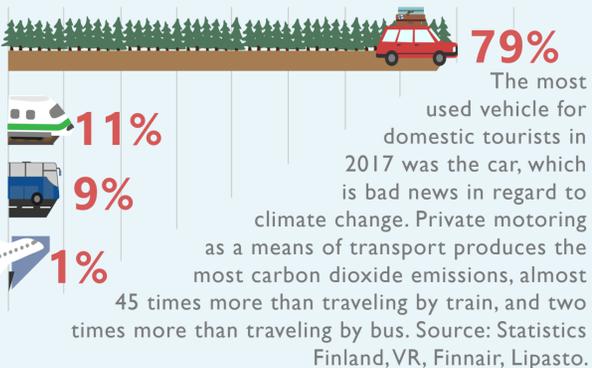


Domestic leisure trips with paid accommodation
 Domestic trips to own free-time residence and visits to friends and relatives

In 2017 only **1/4** of domestic trips included paid accommodation.

In regard to the development of forms of accommodation, domestic tourism has increased by only 590,000 trips in twenty years. Domestic trips to own free-time residence and visits to friends and relatives have decreased while paid accommodation has almost tripled in twenty years. Source: Statistics Finland.

What vehicles were used?



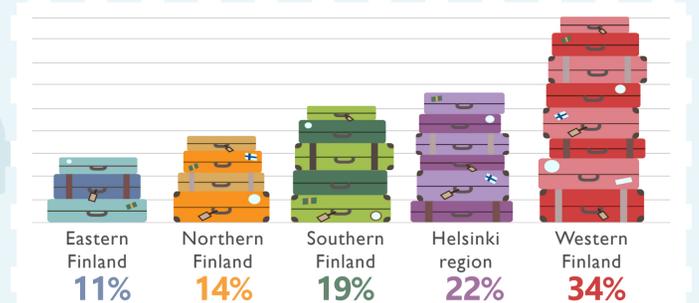
The monthly variation of domestic travelling



The most popular month for domestic tourism in 2017 was July, as 14% of the whole year's domestic tourism took place in that month. The summer holiday season explains the higher amount of domestic trips from the end of May to September. The graph shows that when the trip lasted more than four nights, the tourists chose paid accommodation. When the trip lasted 1-3 nights, the tourists most likely chose free accommodation. Approximately 80% of the domestic trips lasted 1-3 days. Source: Statistics Finland.

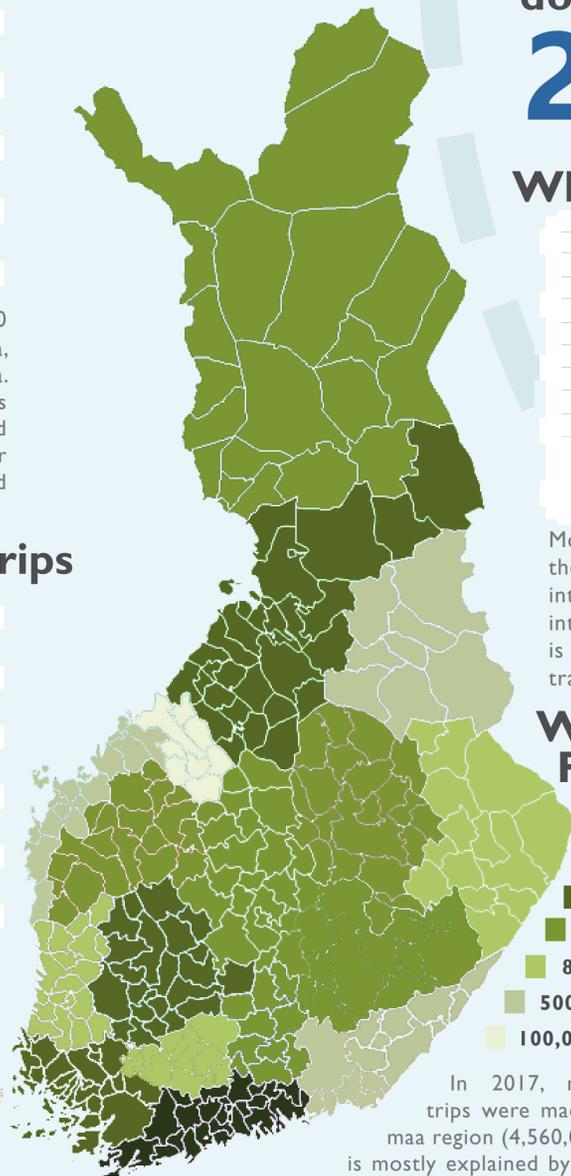
In 2017 the total number of domestic trips in Finland was **26,380,000**

Where did the tourists come from?



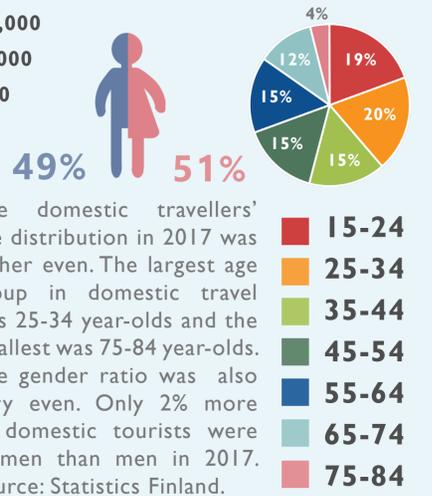
Most domestic travel in 2017 came from Western Finland when the Helsinki region and the rest of Southern Finland are separated into their own regions. When Southern Finland is separated into the Helsinki region and the rest of Southern Finland it is clearly shown that the second largest share of domestic travelers come from the Helsinki region. Source: Statistics Finland.

Where did Finns go on their trips?



In 2017, most domestic trips were made to the Uusimaa region (4,560,000 trips) which is mostly explained by the location of our capital city, Helsinki. After Uusimaa, the three most popular regions Finns traveled to in 2017 were Pirkanmaa (2,860,000 trips), Southwest Finland (2,155,000 trips) and North Ostrobothnia (2,131,000) trips. Least domestic trips were made to Åland and Central Ostrobothnia. Source: Statistics Finland.

Domestic tourists' age and gender



The domestic travellers' age distribution in 2017 was rather even. The largest age group in domestic travel was 25-34 year-olds and the smallest was 75-84 year-olds. The gender ratio was also very even. Only 2% more of domestic tourists were women than men in 2017. Source: Statistics Finland.

Ähtäri Zoo gained 100,000 visitors



in 2018

Ähtäri Zoo welcomed the first ever pandas to Finland in January 2018. As a result the zoo's visitor count went from 175,000 to 275,000 which can be considered a significant amount of growth for a single Finnish travel destination. Source: Ähtäri Zoo.

In the last five years the visitor count of...



...recreational parks has increased by **23%**



...Finnish museums has increased by **20%**



...Finnish festivals has increased by **16%**

Finns are increasingly interested in nature and hiking, which can be partially attributed to the growing health and wellness trends. Cultural destinations, such as Finnish museums and festivals, have also increased their popularity in the past five years. Sources: Metsähallitus, Museum Statistics, Finland Festivals.

DATA ACQUISITION & CONCLUSIONS — We used Statistics Finland's database on leisure tourism of Finnish people as our main material. We consider Statistics Finland's data to be reliable, but changes in the way data is collected over a period of 20 years reduces comparability. Because of rounding, the amounts do not always match perfectly but this does not appear in our figures. There is a lot of material about domestic tourism and it is possible that travel volumes vary between different sources. This can bring some uncertainty to the comparability of the research figures. However, we tried to select as comparable statistics as possible. As the most recent data we used the

statistics for 2017 because in most sources the data for 2018 are only estimates and should be treated with caution. In addition to the data collected by Statistics Finland, we used the website of Ähtäri Zoo, the data collected by Metsähallitus on the attendance to the protection- and hiking areas, the museum statistics of the National Board of Antiquities and Historical Monuments and statistics of Finland Festivals which we consider reliable. Data has been collected by searching for the appropriate variables for the research questions and interpreting the tables. Based on the tables, we constructed different charts. There has been no radical fluctuation in domestic tourism over the past 20 years

but there have been a few notable changes. The results of our research are interesting for those who are interested in tourism in general, for example those who are in tourism industry. They could get the current information on the popularity of different regions, for example the amounts of tourists and popular times for travelling. They can plan their own activities and marketing better based on these findings. Our research could raise new research questions, for example why most of the tourists are travelling from Western Finland or is there correlation with the increase in paid overnight stays to the number of visitors to museums, recreation areas and festivals.

SOURCES — http://www.festivals.fi/tilasto/festivaalien-kayntimaarat-2018/#:~:XHbQh_Zul2
<https://www.finnair.com/fi/emiissions-calculator>
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