

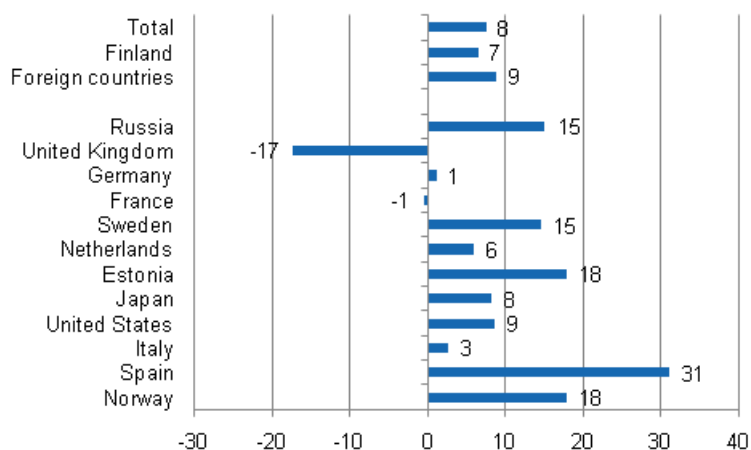
Accommodation statistics

2011, January

Nights spent by foreign tourists in Finland increased by 9 per cent in January

The number of recorded nights spent by foreign tourists at Finnish accommodation establishments in January 2011 was 535,000, which is nine per cent more than in January 2010. The total number of overnight stays decreased by 7.5 per cent from last year and altogether 1.3 million overnight stays were recorded at accommodation establishments. Overnight stays by domestic tourists numbered 775,000, with a growth of 6.5 per cent from last year's January. These figures are preliminary data from Statistics Finland's statistics on accommodation establishments and they have been collected from accommodation establishments with at least 10 rooms, cottages, or caravan pitches with electricity connection, and youth hostels.

Change in overnight stays in January 2011/2010, %

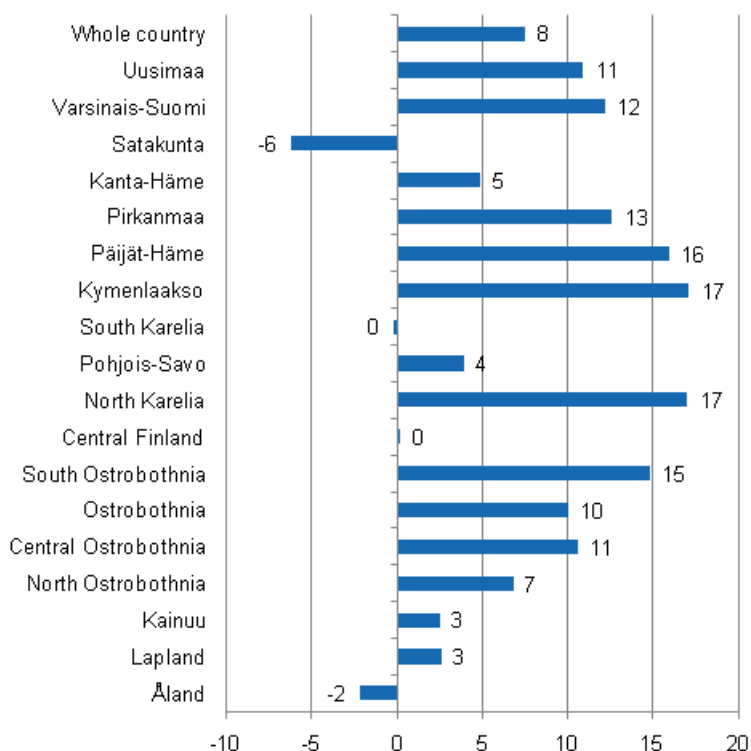


As usual, Russians were by far the largest group of foreign tourists in January and 271,000 overnight stays at accommodation establishments were recorded for them, which is nearly 51 per cent of the total number of overnight stays by foreign visitors. Overnight stays by Russian visitors increased by 15 per cent from the previous year, which also greatly contributed to the fact that the total number of overnight stays by foreign visitors grew significantly in January. Visitors from the United Kingdom came next with 34,000 nights spent, although the number of overnight stays by them was 17 per cent down on the year before.

Germans were in the third position with 28,500 overnights, with a growth of one per cent from the previous year. Nights spent by visitors from almost all the most important countries of inbound tourism to Finland increased in January. Overnight stays by Spanish visitors showed the biggest growth; up by 31 per cent, as did overnights by Norwegians and Estonians, for both of whom 18 per cent more overnight stays were recorded than in January 2010.

By region, the total number of overnight stays increased most in the regions of Kymenlaakso and North Karelia, both up by 17 per cent. The number of overnight stays recorded in Päijät-Häme grew by 16 per cent and in South Ostrobothnia by 15 per cent from the year before. Overnight stays diminished only in the regions of Satakunta and Åland.

Change in overnight stays in January by region 2011 / 2010, %



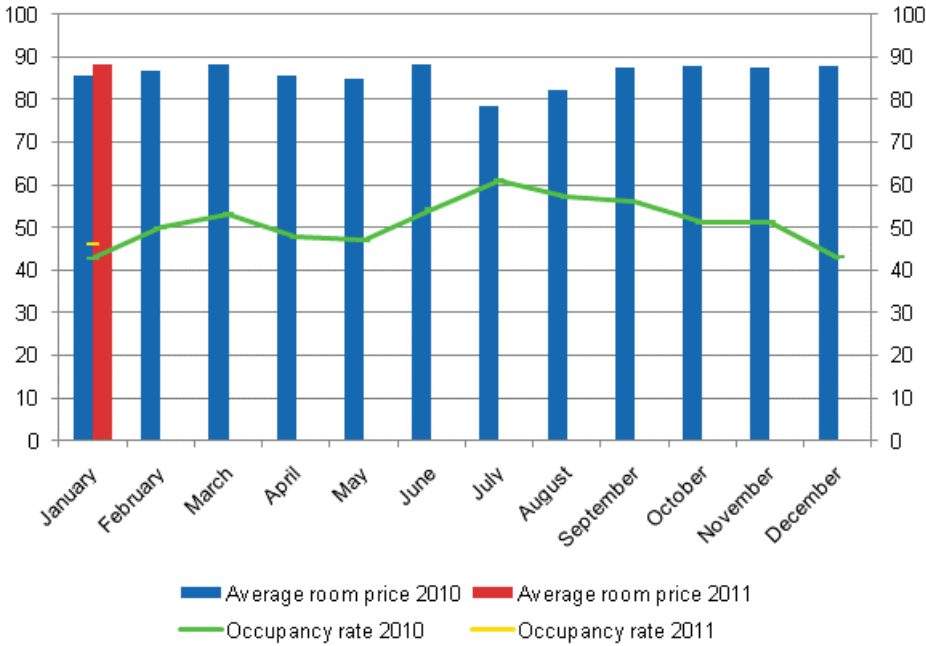
Overnight stays in hotels increased by 9 per cent in January

The total number of nights spent in hotels rose to nearly 1.2 million, which was nine per cent up on the year before. Compared with January 2010, the number of nights spent by foreign tourists increased by 10 per cent and that of nights spent by domestic tourists by seven per cent.

The occupancy rate of hotel rooms was 46.1 per cent in January. One year before it was 42.8 per cent. Of the regions, the occupancy rates of hotel rooms were highest in the region of Uusimaa, 56.2 per cent and in South Karelia, 50.2 per cent. The occupancy rate of hotel rooms in Helsinki was 60.5 per cent.

In January the realised average price of a hotel room was EUR 88.23 per day for the whole country. One year before it was EUR 85.50.

Hotel room occupancy rate and the monthly average price



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Appendix tables

Appendix table 1. Capacity and its utilization, January 2011

Region / municipality	Number of establishments	Number of bedrooms	Occupancy rate of bedrooms %	Change of the occupancy rate compared to previous year, %-units	Average price of nights spend, in euros (incl. VAT 9 %)
Whole country	945	54 530	43,8	2,9	50,20
Mainland Finland	922	53 813	44,1	2,9	50,19
Uusimaa	130	14 077	55,8	2,6	62,88
Helsinki	58	8 466	60,3	4,4	64,39
Varsinais-Suomi	55	3 403	40,7	7,2	50,93
Turku	21	2 012	45,9	9,3	51,12
Satakunta	34	1 342	33,9	-1,9	56,67
Pori	9	621	38,5	-4,5	50,10
Kanta-Häme	27	1 312	33,6	3,4	51,68
Hämeenlinna	11	756	32,1	1,2	59,23
Pirkanmaa	61	3 776	45,7	6,1	48,60
Tampere	23	2 369	52,5	5,3	56,00
Päijät-Häme	28	1 849	37,3	2,7	44,36
Lahti	9	677	43,0	5,6	51,15
Kymenlaakso	21	1 120	33,0	5,6	48,37
Kouvola	9	559	31,9	4,4	40,45
South Karelia	26	1 318	46,1	0,2	50,23
Lappeenranta	9	564	53,6	0,5	49,42
Etelä-Savo	52	1 716	30,9	3,1	37,60
Mikkeli	7	500	45,3	2,2	39,79
Pohjois-Savo	42	2 381	48,6	2,5	39,40
Kuopio	13	982	57,9	1,5	46,21
North Karelia	40	1 568	31,1	1,6	42,02
Joensuu	11	759	34,9	-3,2	48,98
Central Finland	48	2 849	43,8	-0,6	37,66
Jyväskylä	12	1 307	51,3	2,2	51,54
South Ostrobothnia	35	1 482	37,9	0,8	37,30
Seinäjoki	9	534	45,2	-1,0	52,52
Ostrobothnia	28	1 350	32,8	4,2	54,75
Vaasa	10	877	38,3	5,7	57,30
Central Ostrobothnia	15	564	36,0	2,6	45,61
Kokkola	7	389	40,0	5,1	52,91
North Ostrobothnia	83	3 999	38,0	3,1	45,21
Oulu	11	1 450	48,7	5,9	53,09
Kainuu	39	2 009	43,7	3,1	38,84
Kajaani	9	500	34,5	6,0	45,89
Lapland	158	7 698	41,2	1,3	46,19
Rovaniemi	18	1 351	66,8	0,1	51,75
Åland	23	717	15,5	-0,3	.
Maarianhamina	8	425	20,2	-1,1	.

Appendix table 2. Nights spend in all establishments, January 2011

Region / municipality	Nights spend, total	Change of nights spend, total, %	Nights spend, residents	Change of nights spend, residents, %	Nights spend, non-residents	Change of nights spend, non-residents, %
Whole country	1 310 168	7,5	774 978	6,5	535 190	8,9
Mainland Finland	1 304 730	7,5	772 664	6,6	532 066	8,9
Uusimaa	355 333	10,9	184 434	12,3	170 899	9,5
Helsinki	233 027	8,9	102 017	8,8	131 010	9,1
Varsinais-Suomi	62 936	12,2	49 066	9,3	13 870	23,5
Turku	40 949	13,0	31 395	11,2	9 554	19,2
Satakunta	18 076	-6,2	13 700	-7,2	4 376	-3,3
Pori	9 578	-16,6	7 635	-13,7	1 943	-26,4
Kanta-Häme	23 870	4,9	19 874	3,5	3 996	12,6
Hämeenlinna	12 572	-1,8	10 286	-3,5	2 286	7,1
Pirkanmaa	94 537	12,6	78 927	14,3	15 610	4,8
Tampere	60 843	20,3	50 325	21,8	10 518	13,7
Päijät-Häme	42 195	15,9	33 947	17,3	8 248	10,3
Lahti	13 905	6,3	9 697	14,4	4 208	-8,6
Kymenlaakso	18 904	17,1	10 690	6,6	8 214	34,2
Kouvola	9 511	15,8	6 333	6,6	3 178	39,6
South Karelia	36 739	-0,2	11 376	-20,7	25 363	12,9
Lappeenranta	16 051	4,8	7 045	-12,9	9 006	24,7
Etelä-Savo	31 851	12,9	17 374	8,2	14 477	19,0
Mikkeli	12 792	7,4	7 810	1,6	4 982	18,1
Pohjois-Savo	72 570	3,9	45 865	-3,8	26 705	20,3
Kuopio	29 740	-1,3	21 010	-4,5	8 730	7,2
North Karelia	27 615	17,0	17 845	20,5	9 770	11,1
Joensuu	12 599	14,2	9 190	19,9	3 409	1,3
Central Finland	88 425	0,2	59 718	-2,0	28 707	5,1
Jyväskylä	32 583	5,2	25 447	-0,3	7 136	30,8
South Ostrobothnia	32 555	14,8	30 308	13,8	2 247	30,3
Seinäjoki	10 875	8,0	10 142	10,5	733	-17,6
Ostrobothnia	19 693	10,0	15 960	15,0	3 733	-7,3
Vaasa	14 749	14,1	11 792	16,4	2 957	5,6
Central Ostrobothnia	9 688	10,6	8 770	11,3	918	3,8
Kokkola	6 860	23,4	6 055	25,5	805	9,1
North Ostrobothnia	95 527	6,8	62 608	8,5	32 919	3,8
Oulu	34 549	9,5	27 130	9,6	7 419	8,9
Kainuu	72 717	2,5	44 939	0,4	27 778	6,1
Kajaani	8 178	19,8	6 277	14,3	1 901	42,2
Lapland	201 499	2,6	67 263	-3,0	134 236	5,7
Rovaniemi	55 345	1,7	15 478	-9,5	39 867	6,8
Åland	5 438	-2,2	2 314	-7,6	3 124	2,1
Maarianhamina	3 713	7,5	1 812	-4,8	1 901	22,6

Appendix table 3. Hotel capacity and capacity utilization, January 2011

Region / municipality	Number of establishments	Number of bedrooms	Occupancy rate of bedrooms %	Change of the occupancy rate compared to previous year, %-units	Room price, euros (Vat inc. 9 %)	RevPar ¹⁾
Whole country	615	48 347	46,1	3,3	88,23	40,65
Mainland Finland	605	47 832	46,3	3,3	88,23	40,87
Uusimaa	111	13 721	56,2	2,7	94,14	52,93
Helsinki	52	8 304	60,5	4,5	96,47	58,35
Varsinais-Suomi	36	3 011	43,3	8,5	77,85	33,74
Turku	18	1 944	46,6	9,7	79,67	37,11
Satakunta	23	1 137	38,4	-1,1	80,38	30,89
Pori	7	584	39,5	-5,7	75,82	29,96
Kanta-Häme	17	1 162	36,4	4,2	87,79	31,97
Hämeenlinna	8	714	33,6	1,3	98,03	32,91
Pirkanmaa	40	3 247	47,6	7,4	85,33	40,60
Tampere	20	2 217	52,1	5,5	87,99	45,81
Päijät-Häme	16	1 701	39,4	2,8	77,97	30,72
Lahti	7	648	43,5	6,2	79,77	34,73
Kymenlaakso	15	946	36,0	6,9	81,31	29,29
Kouvola	6	435	37,6	6,6	72,22	27,13
South Karelia	17	1 171	50,2	0,5	97,95	49,16
Lappeenranta	6	506	58,1	0,9	85,12	49,48
Etelä-Savo	27	1 356	33,1	2,1	71,16	23,57
Mikkeli	5	455	45,5	-0,2	74,94	34,08
Pohjois-Savo	28	2 179	49,1	2,2	79,67	39,14
Kuopio	8	904	58,0	1,4	81,31	47,15
North Karelia	24	1 363	33,9	1,2	75,86	25,75
Joensuu	10	749	35,3	-3,7	74,93	26,43
Central Finland	30	2 551	45,4	-0,7	89,31	40,54
Jyväskylä	10	1 231	53,1	2,0	82,82	44,01
South Ostrobothnia	21	1 245	42,8	0,8	69,57	29,77
Seinäjoki	8	534	45,2	-1,0	74,33	33,60
Ostrobothnia	23	1 296	33,8	4,6	78,05	26,37
Vaasa	10	877	38,3	5,7	81,18	31,12
Central Ostrobothnia	10	505	38,1	4,3	67,22	25,61
Kokkola	5	361	40,4	3,5	75,69	30,55
North Ostrobothnia	48	3 278	39,9	3,8	84,07	33,54
Oulu	10	1 422	49,0	6,2	80,68	39,54
Kainuu	22	1 644	46,7	3,4	82,14	38,33
Kajaani	7	453	37,6	7,7	71,63	26,91
Lapland	97	6 319	43,6	1,7	96,78	42,20
Rovaniemi	12	1 209	68,8	-0,5	107,8	74,15
Åland	10	515	20,3	1,1	.	.
Maarianhamina	5	362	22,9	-1,2	.	.

1) RevPar = Average revenue per available room, equivalent to the accommodation revenue of an establishment divided by the available room capacity

Appendix table 4. Nights spend in hotels, January 2011

Region / municipality	Nights spend, total	Change of nights spend, total, %	Nights spend, residents	Change of nights spend, residents, %	Nights spend, non-residents	Change of nights spend, non-residents, %
Whole country	1 148 969	8,6	683 462	7,3	465 507	10,4
Mainland Finland	1 144 836	8,6	681 604	7,4	463 232	10,5
Uusimaa	342 339	10,9	178 094	12,0	164 245	9,8
Helsinki	222 540	9,2	97 494	8,4	125 046	9,8
Varsinais-Suomi	58 991	14,3	46 175	11,3	12 816	26,7
Turku	39 709	13,5	30 867	11,0	8 842	23,2
Satakunta	16 142	5,6	11 866	7,8	4 276	0,1
Pori	8 246	-1,4	6 322	8,8	1 924	-24,5
Kanta-Häme	21 671	6,7	17 902	4,5	3 769	18,3
Hämeenlinna	12 169	-2,0	9 883	-3,9	2 286	7,1
Pirkanmaa	77 658	15,5	64 885	18,1	12 773	3,9
Tampere	55 508	18,7	46 338	21,5	9 170	6,0
Päijät-Häme	37 202	17,8	29 779	19,2	7 423	12,4
Lahti	13 451	5,9	9 437	13,8	4 014	-9,0
Kymenlaakso	16 008	23,1	9 281	9,5	6 727	48,5
Kouvola	7 778	23,9	5 331	10,5	2 447	68,3
South Karelia	35 666	0,1	10 805	-21,3	24 861	13,4
Lappeenranta	15 691	5,1	6 902	-12,7	8 789	25,2
Etelä-Savo	24 368	15,6	15 423	13,9	8 945	18,7
Mikkeli	11 537	4,5	7 548	1,5	3 989	10,6
Pohjois-Savo	63 869	0,7	42 942	-5,1	20 927	15,2
Kuopio	27 163	-2,5	19 677	-5,1	7 486	5,2
North Karelia	25 338	16,8	16 506	22,3	8 832	7,8
Joensuu	12 567	14,5	9 165	20,1	3 402	1,7
Central Finland	82 060	0,9	55 918	-2,6	26 142	9,3
Jyväskylä	32 227	5,7	25 091	0,2	7 136	30,8
South Ostrobothnia	29 583	12,3	27 831	12,0	1 752	15,9
Seinäjoki	10 495	7,2	9 762	9,6	733	-17,6
Ostrobothnia	18 826	13,5	15 093	16,6	3 733	2,6
Vaasa	14 749	14,1	11 792	16,4	2 957	5,6
Central Ostrobothnia	8 391	14,6	7 663	14,5	728	15,4
Kokkola	6 047	16,2	5 432	16,3	615	14,7
North Ostrobothnia	71 331	7,0	47 848	9,1	23 483	3,0
Oulu	32 342	10,1	25 557	10,6	6 785	8,0
Kainuu	56 442	2,9	33 748	-4,4	22 694	16,2
Kajaani	8 068	22,8	6 182	15,2	1 886	56,9
Lapland	158 951	4,9	49 845	-1,5	109 106	8,1
Rovaniemi	49 536	1,3	13 333	-10,7	36 203	6,6
Åland	4 133	-5,4	1 858	-10,3	2 275	-1,0
Maarianhamina	3 485	5,5	1 650	-8,2	1 835	21,8

Appendix table 5. Visitor arrivals and nights spend by country of residence, January 2011

Country of residence	Visitor arrivals in all accommodation establishments	Nights spend in all accommodation establishments	Change of nights spend in all accommodation establishments, %	Nights spend in hotels	Change of nights spend in hotels, %
Total	653 588	1 310 168	7,5	1 148 969	8,6
Finland	453 326	774 978	6,5	683 462	7,3
Foreign countries	200 262	535 190	8,9	465 507	10,4
Sweden	14 232	22 485	14,5	21 448	14,1
Germany	10 516	28 552	1,1	26 502	1,7
Russia	92 771	271 374	15,1	231 453	17,9
United Kingdom	11 603	34 075	-17,3	26 309	-18,3
United States	3 790	9 487	8,6	9 207	7,8
Norway	3 646	6 549	17,9	6 200	18,6
Netherlands	5 660	17 745	6,0	14 872	13,9
Italy	3 456	9 336	2,7	8 369	3,9
France	7 629	25 720	-0,5	24 023	-0,4
Japan	4 930	9 516	8,2	9 312	8,1
Estonia	6 452	17 513	17,9	12 919	11,4
Spain	2 343	6 595	31,0	6 318	35,6

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Transport and Tourism 2011

Inquiries

Marjut Tuominen (09) 1734 3556

Merja Rönkä (09) 1734 3209

Director in charge:

Hannele Orjala

liikenne.matkailu@stat.fi

www.stat.fi

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