

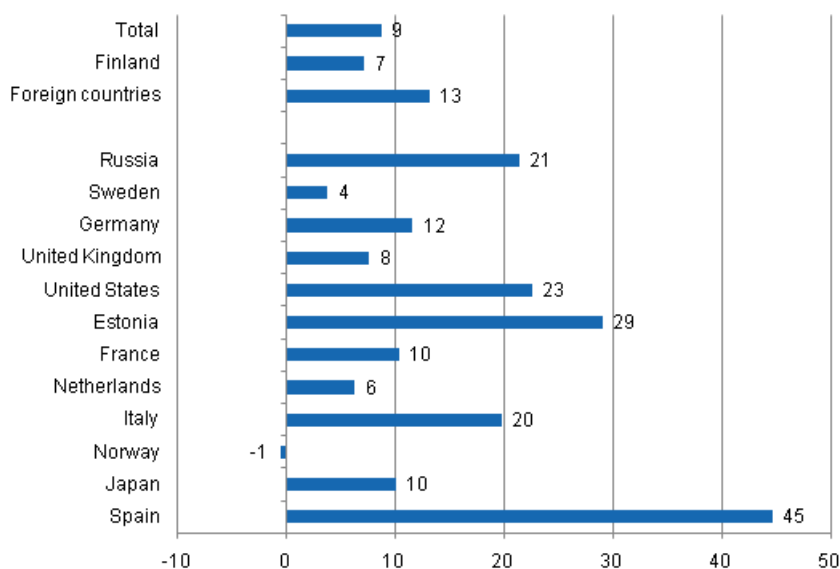
# Accommodation statistics

2011, May

## Nights spent by foreign tourists in Finland up by 13 per cent in May

The number of recorded nights spent by foreign tourists at Finnish accommodation establishments in May 2011 was 365,000, which is 13 per cent more than in May 2010. The total number of overnight stays increased by nearly nine per cent from last year and altogether 1.3 million overnight stays were recorded at accommodation establishments. The number of nights spent by resident tourist increased by seven per cent and totalled 956,000 in May 2011. 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 May 2011/2010, %

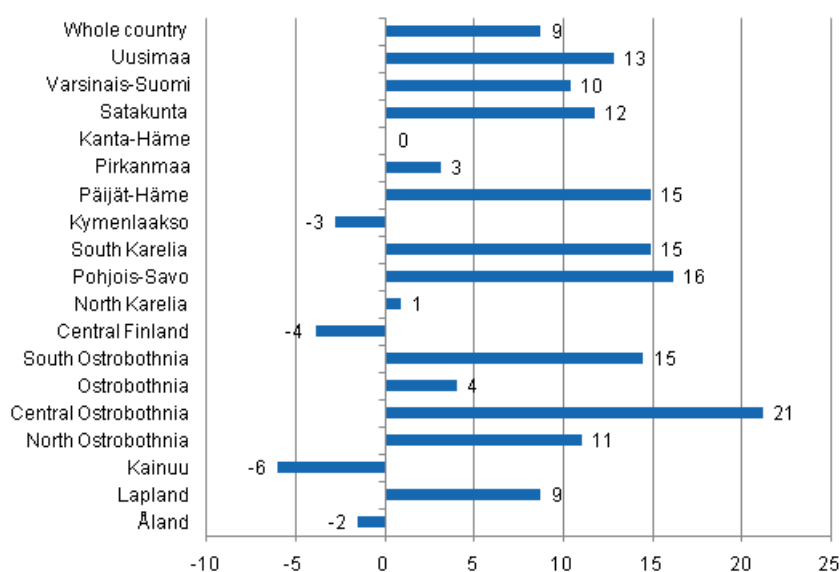


Russians were the largest group of foreign tourists in May with good 67,000 overnight stays. The number of nights recorded for them at Finnish accommodation establishments was 21 per cent higher than one year earlier. Visitors from Sweden came next with 46,000 nights spent, which was four per cent up on

May 2010. The third largest group were German tourists for whom accommodation establishment recorded 34,000 nights spent. The number was 12 per cent higher than one year previously. Nights spent by visitors from almost all the most important countries of inbound tourism to Finland increased in May. Besides for Russian visitors, significant growths were also recorded in the nights spent by visitors from Spain; up by 45 per cent, and Estonia for whom 29 per cent more overnight stays were recorded than in May 2010. Norwegian visitors were the only group for which the number of overnight stays fell slightly in May. Nevertheless, they spent nearly as many nights at accommodation establishment as one year earlier.

By region, the total number of overnight stays increased most in Central Ostrobothnia, up by 21 per cent, and Pohjois-Savo, up by 16 per cent. Numbers of nights spent in Päijät-Häme, South Karelia and South Ostrobothnia were all up by 15 per cent year-on-year. Overnight stays decreased most in Kainuu, six per cent down, and in Central Finland, four per cent down.

### Change in overnight stays in May by region 2011 / 2010, %



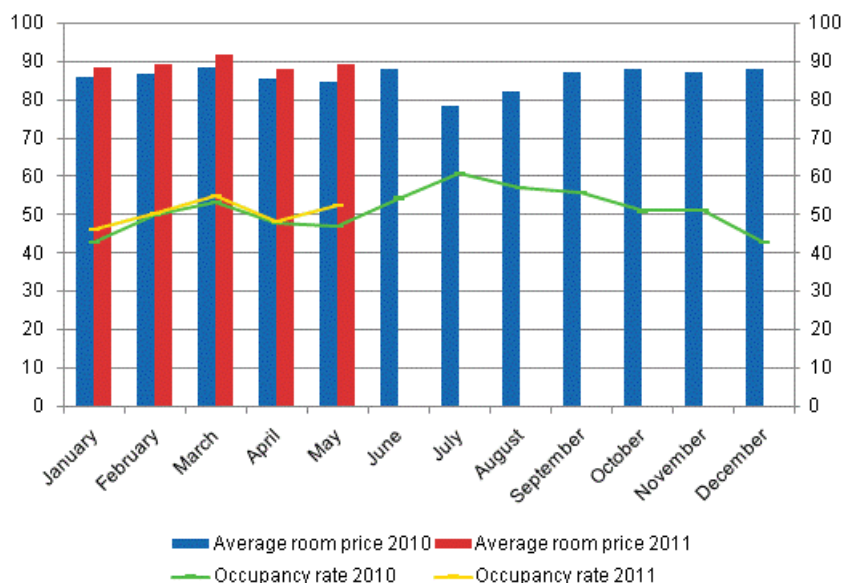
### Overnight stays in hotels increased by 10 per cent in May

The total number of nights spent in hotels rose to 1.1 million, which was 10 per cent up on the year before. Compared with May 2010, the number of nights spent by foreign tourists increased by 15.5 per cent and that of nights spent by resident tourists by good eight per cent.

The occupancy rate of hotel rooms was 52.4 per cent in May. One year earlier it was 46.9 per cent. Among the regions, the highest occupancy rates of hotel rooms were measured in Uusimaa, 69.4 per cent, and Varsinais-Suomi, 61.6 per cent. In Helsinki, the occupancy rate of hotel rooms was 74.3 per cent.

In May, the realised average price of a hotel room was EUR 89.16 per day for the whole country. Twelve months previously it was EUR 84.68.

### Hotel room occupancy rate and the monthly average price

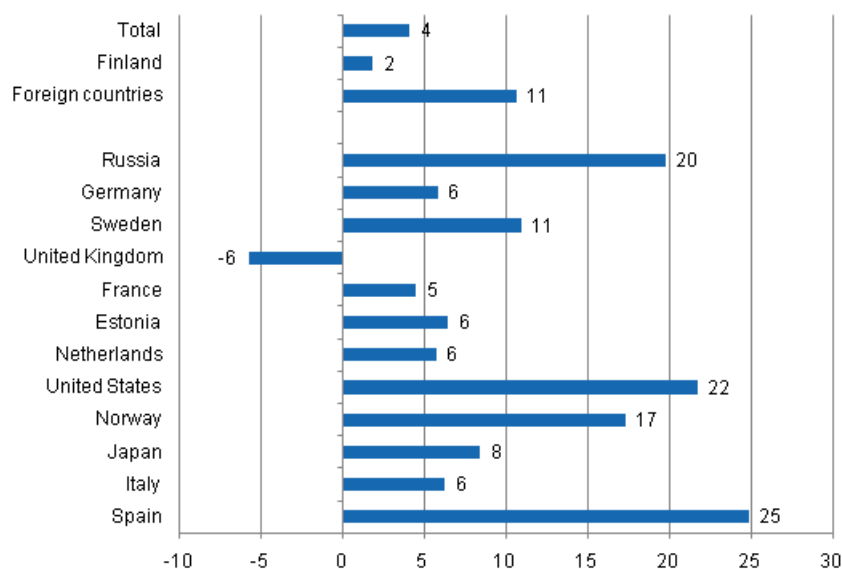


### Total number of nights spent at all accommodation establishments went up by four per cent in the January to May 2011 period

During the January to May period, the number of nights spent at accommodation establishments in Finland totalled seven million, which was four per cent up on the respective time period of last year. Overnight stays by foreign tourists increased by nearly 11 per cent and accommodation establishments recorded a total of two million of them. Overnight stays by resident tourists numbered five million, which was two per cent more than in the same time period last year.

Among the most important countries of inbound tourism to Finland, overnight stays by Spanish visitors increased most, or by 25 per cent, in the January to May period. The number of nights spent by tourists from the USA went up by 22 per cent and that of nights spent by Russian tourists by one-fifth from last year. Accommodation establishments recorded 17 per cent more overnight stays for Norwegian visitors and 11 per cent more overnight stays for visitors from Sweden. By contrast, overnight stays of visitors from the UK decreased by six per cent from the respective time period of last year.

### Change in overnight stays in January-May 2011/2010, %



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## *Appendix tables*

**Appendix table 1. Capacity and its utilization, May 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	1 065	56 916	47,8	4,7	57,85
Mainland Finland	997	55 400	48,2	4,8	58,03
Uusimaa	138	14 298	68,3	6,3	70,60
Helsinki	59	8 478	73,8	4,3	73,86
Varsinais-Suomi	71	3 667	56,3	8,7	54,13
Turku	22	2 025	67,5	13,0	57,10
Satakunta	37	1 459	50,5	7,9	60,23
Pori	9	678	52,3	5,3	57,38
Kanta-Häme	30	1 454	42,8	0,6	52,00
Hämeenlinna	13	805	46,7	3,3	56,04
Pirkanmaa	70	4 132	51,2	3,5	51,36
Tampere	25	2 497	62,7	4,3	58,72
Päijät-Häme	31	2 025	43,7	8,1	48,65
Lahti	10	761	51,7	18,2	56,73
Kymenlaakso	24	1 155	42,5	1,8	52,85
Kouvola	10	568	39,3	-0,4	43,00
South Karelia	30	1 427	53,9	9,0	53,00
Lappeenranta	10	614	61,3	6,0	54,50
Etelä-Savo	58	1 929	37,7	6,2	45,19
Mikkeli	7	537	52,6	6,4	52,16
Pohjois-Savo	44	2 572	48,4	9,2	52,50
Kuopio	13	1 106	62,7	11,7	57,87
North Karelia	47	1 703	33,3	2,3	44,88
Joensuu	11	759	44,6	4,2	56,03
Central Finland	54	3 054	40,5	1,2	50,14
Jyväskylä	14	1 412	54,1	8,2	66,10
South Ostrobothnia	40	1 646	45,6	6,7	42,46
Seinäjoki	9	535	64,2	15,2	56,44
Ostrobothnia	33	1 474	43,9	3,8	58,99
Vaasa	11	908	49,6	5,4	64,06
Central Ostrobothnia	18	596	44,6	3,8	52,79
Kokkola	9	411	56,5	6,5	55,29
North Ostrobothnia	86	4 082	39,3	2,5	51,77
Oulu	11	1 449	65,1	6,6	60,77
Kainuu	40	2 055	30,6	-0,6	40,02
Kajaani	9	500	31,6	0,1	53,30
Lapland	146	6 672	18,5	1,0	42,40
Rovaniemi	18	1 360	31,5	2,7	41,82
Åland	68	1 516	35,9	1,3	.
Maarianhamina	13	649	52,7	3,1	.

**Appendix table 2. Nights spend in all establishments, May 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	1 321 068	8,7	956 346	7,1	364 722	13,1
Mainland Finland	1 282 721	9,1	939 684	7,4	343 037	13,9
Uusimaa	443 080	12,8	241 829	11,9	201 251	13,8
Helsinki	282 339	7,4	128 426	8,6	153 913	6,3
Varsinais-Suomi	99 599	10,4	79 763	12,0	19 836	4,3
Turku	62 231	15,7	47 518	17,3	14 713	10,8
Satakunta	33 395	11,8	25 839	11,8	7 556	12,0
Pori	15 439	4,8	12 557	6,4	2 882	-1,5
Kanta-Häme	33 565	0,1	30 481	-1,4	3 084	18,8
Hämeenlinna	19 823	0,5	17 777	-2,5	2 046	37,3
Pirkanmaa	110 297	3,1	91 073	0,5	19 224	18,0
Tampere	74 110	3,2	58 288	-0,4	15 822	19,4
Päijät-Häme	50 229	14,9	44 261	14,5	5 968	17,6
Lahti	17 665	35,8	13 073	33,9	4 592	41,8
Kymenlaakso	26 094	-2,8	19 699	-11,8	6 395	41,4
Kouvola	11 540	-10,3	9 916	-14,0	1 624	21,3
South Karelia	38 861	14,9	20 412	24,0	18 449	6,3
Lappeenranta	17 085	1,7	10 700	10,2	6 385	-9,9
Etelä-Savo	37 597	13,6	30 474	14,7	7 123	9,0
Mikkeli	13 327	17,9	11 422	17,6	1 905	19,2
Pohjois-Savo	58 221	16,2	52 988	16,3	5 233	15,0
Kuopio	32 783	21,4	29 902	24,4	2 881	-2,8
North Karelia	28 854	0,9	25 317	-3,4	3 537	48,1
Joensuu	14 764	7,5	12 265	1,2	2 499	54,3
Central Finland	61 449	-3,9	54 118	-7,0	7 331	27,5
Jyväskylä	31 836	8,2	26 854	5,3	4 982	27,4
South Ostrobothnia	47 140	14,5	45 062	16,4	2 078	-15,4
Seinäjoki	17 043	23,7	15 642	24,4	1 401	16,4
Ostrobothnia	27 541	4,0	21 310	-3,5	6 231	41,8
Vaasa	18 058	-0,5	12 891	-12,2	5 167	48,9
Central Ostrobothnia	13 227	21,2	11 915	27,2	1 312	-15,1
Kokkola	10 036	22,6	8 940	31,1	1 096	-20,1
North Ostrobothnia	80 525	11,0	68 248	9,9	12 277	17,9
Oulu	44 306	12,1	36 027	11,8	8 279	13,4
Kainuu	39 743	-6,0	36 746	-6,0	2 997	-5,4
Kajaani	6 688	3,4	6 153	8,2	535	-31,6
Lapland	53 304	8,7	40 149	6,7	13 155	15,1
Rovaniemi	21 836	20,4	15 005	16,0	6 831	31,1
Åland	38 347	-1,5	16 662	-5,5	21 685	1,9
Maarianhamina	19 158	0,7	10 443	-1,3	8 715	3,1

**Appendix table 3. Hotel capacity and capacity utilization, May 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 %)	<sup>1)</sup> RevPAR, euros (Vat inc. 9 %)
Whole country	614	48 462	52,4	5,5	89,16	46,71
Mainland Finland	598	47 673	52,5	5,5	89,10	46,75
Uusimaa	112	13 831	69,4	6,7	101,6	70,55
Helsinki	52	8 302	74,3	4,8	105,3	78,25
Varsinais-Suomi	38	3 032	61,6	10,5	83,25	51,28
Turku	18	1 940	68,5	13,5	84,86	58,16
Satakunta	23	1 129	59,7	9,2	83,39	49,77
Pori	7	585	57,1	6,1	79,54	45,38
Kanta-Häme	18	1 243	44,4	0,2	88,65	39,38
Hämeenlinna	9	747	47,6	3,3	95,91	45,62
Pirkanmaa	41	3 321	54,8	3,6	86,04	47,12
Tampere	20	2 220	63,8	5,0	90,19	57,53
Päijät-Häme	18	1 836	45,7	8,8	78,52	35,88
Lahti	8	732	51,4	17,8	81,69	42,01
Kymenlaakso	15	946	45,1	2,2	85,09	38,40
Kouvola	6	435	42,4	-0,3	77,78	32,98
South Karelia	17	1 206	58,6	9,5	88,36	51,75
Lappeenranta	6	501	68,2	7,7	84,62	57,73
Etelä-Savo	28	1 401	45,0	8,5	71,97	32,42
Mikkeli	5	455	60,5	12,3	77,69	47,03
Pohjois-Savo	28	2 231	53,4	10,9	82,69	44,17
Kuopio	8	956	69,4	13,8	88,24	61,23
North Karelia	24	1 342	38,0	2,9	73,23	27,85
Joensuu	10	749	45,0	4,2	78,20	35,21
Central Finland	31	2 696	43,5	1,7	84,05	36,56
Jyväskylä	11	1 331	56,4	8,3	92,49	52,16
South Ostrobothnia	22	1 340	53,2	9,1	71,75	38,18
Seinäjoki	8	535	64,2	15,2	77,13	49,51
Ostrobothnia	23	1 306	47,4	5,1	80,65	38,25
Vaasa	10	877	50,0	5,5	84,83	42,44
Central Ostrobothnia	10	506	49,3	3,6	75,25	37,11
Kokkola	5	362	60,2	6,0	76,06	45,79
North Ostrobothnia	48	3 313	43,9	3,1	79,73	34,98
Oulu	10	1 421	64,9	6,8	85,94	55,80
Kainuu	21	1 618	35,8	-0,8	65,11	23,33
Kajaani	7	453	34,2	0,4	74,16	25,38
Lapland	81	5 376	20,2	1,4	68,07	13,76
Rovaniemi	12	1 244	31,9	2,9	68,52	21,86
Åland	16	789	47,8	3,6	.	.
Maarianhamina	7	517	57,2	3,9	.	.

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, May 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	1 137 862	10,4	810 931	8,4	326 931	15,5
Mainland Finland	1 117 595	10,5	801 046	8,6	316 549	15,6
Uusimaa	417 586	14,2	224 007	13,1	193 579	15,4
Helsinki	267 311	8,5	120 056	9,1	147 255	8,0
Varsinais-Suomi	85 162	13,0	68 392	15,4	16 770	3,9
Turku	59 683	16,7	46 225	18,1	13 458	12,1
Satakunta	26 433	16,1	19 078	17,2	7 355	13,4
Pori	12 988	10,1	10 133	13,1	2 855	0,8
Kanta-Häme	26 668	0,6	23 703	-1,3	2 965	19,7
Hämeenlinna	16 698	0,5	14 652	-3,1	2 046	37,3
Pirkanmaa	87 304	1,1	71 439	-2,2	15 865	18,7
Tampere	65 601	1,5	51 444	-2,5	14 157	19,7
Päijät-Häme	42 832	18,0	37 579	18,0	5 253	18,7
Lahti	16 629	37,8	12 366	36,9	4 263	40,6
Kymenlaakso	18 755	5,2	13 557	-4,7	5 198	43,8
Kouvola	8 176	0,1	6 828	-3,0	1 348	19,3
South Karelia	35 729	15,4	17 991	25,5	17 738	6,8
Lappeenranta	15 848	4,8	9 930	15,9	5 918	-9,6
Etelä-Savo	29 378	26,1	25 315	25,8	4 063	27,9
Mikkeli	12 548	23,2	10 823	23,6	1 725	20,8
Pohjois-Savo	53 662	16,1	49 265	15,9	4 397	17,9
Kuopio	30 065	23,0	27 456	25,9	2 609	-1,0
North Karelia	24 637	3,6	21 707	-0,8	2 930	54,9
Joensuu	14 706	7,5	12 212	1,2	2 494	54,4
Central Finland	57 723	-1,8	50 580	-5,5	7 143	36,5
Jyväskylä	31 355	8,5	26 373	5,5	4 982	27,4
South Ostrobothnia	34 517	16,0	32 485	17,5	2 032	-4,0
Seinäjoki	14 548	38,3	13 147	41,1	1 401	16,4
Ostrobothnia	25 162	2,3	19 033	-6,3	6 129	42,7
Vaasa	17 858	-0,5	12 748	-12,3	5 110	49,7
Central Ostrobothnia	10 494	9,8	9 377	14,9	1 117	-19,6
Kokkola	8 833	15,5	7 889	23,3	944	-24,6
North Ostrobothnia	64 847	10,7	54 615	9,8	10 232	15,6
Oulu	40 184	12,9	33 027	13,5	7 157	10,0
Kainuu	35 080	-6,8	32 459	-6,3	2 621	-11,8
Kajaani	6 544	4,4	6 017	9,5	527	-31,9
Lapland	41 626	11,0	30 464	8,0	11 162	20,1
Rovaniemi	19 053	26,0	12 859	20,3	6 194	39,7
Åland	20 267	3,8	9 885	-3,4	10 382	11,8
Maarianhamina	15 006	0,9	8 039	-1,6	6 967	4,0

**Appendix table 5. Visitor arrivals and nights spend by country of residence, May 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	745 502	1 321 068	8,7	1 137 862	10,4
Finland	564 080	956 346	7,1	810 931	8,4
Foreign countries	181 422	364 722	13,1	326 931	15,5
Sweden	26 913	46 222	3,8	38 072	8,3
Germany	16 081	33 956	11,6	30 474	12,7
Russia	38 405	67 450	21,4	59 868	23,0
United Kingdom	10 917	22 541	7,6	21 789	7,9
United States	8 146	19 394	22,6	18 870	25,2
Norway	5 471	9 791	-0,6	8 935	-1,0
Netherlands	4 897	10 074	6,2	8 820	9,7
Italy	3 642	9 799	19,8	9 404	23,9
France	5 224	11 361	10,3	10 099	11,1
Japan	4 412	8 203	10,0	8 041	12,4
Estonia	6 198	15 702	29,1	11 159	35,3
Spain	3 225	7 654	44,6	7 269	47,9

**Appendix table 6. Nights spend in all establishments, 2011**

Month	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, %
Total	7 043 074	4,1	5 068 118	1,8	1 974 956	10,6
January	1 312 256	7,7	774 213	6,4	538 043	9,5
February	1 339 634	1,1	989 786	1,0	349 848	1,5
March	1 672 750	2,9	1 253 962	0,2	418 788	11,9
April	1 397 366	1,1	1 093 811	-3,1	303 555	19,7
May	1 321 068	8,7	956 346	7,1	364 722	13,1

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Transport and Tourism 2011

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Source: Accommodation Statistics 2011. Statistics Finland