

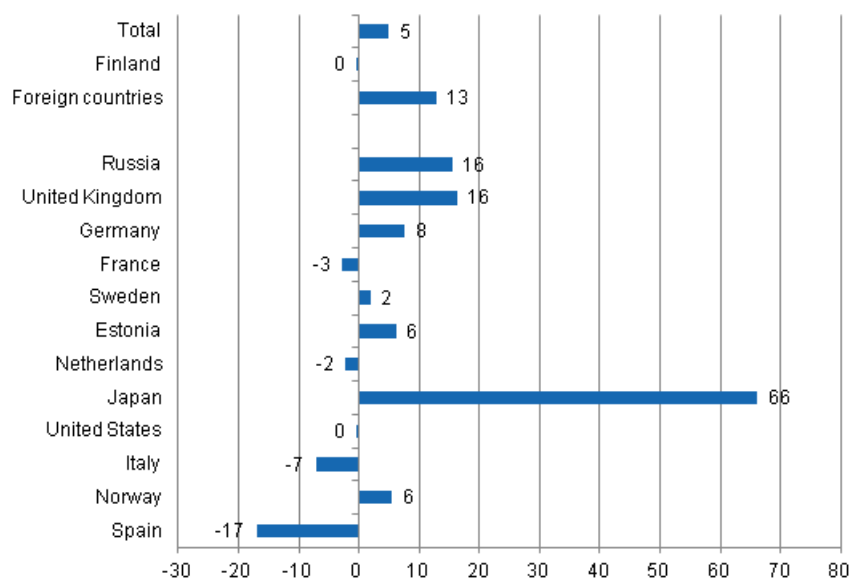
Accommodation statistics

2012, tammikuu

Nights spent by foreign tourists in Finland up by 13 per cent in January 2012

The number of recorded nights spent by foreign tourists at Finnish accommodation establishments in January 2012 was 607,000, which was 13 per cent more than in January 2011. The total number of overnight stays increased by five per cent from last year and altogether 1.4 million overnight stays were recorded at accommodation establishments. The number of nights spent by resident tourists remained on level with the year before, totalling 775,000 in January 2012. 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 2012/2011, %

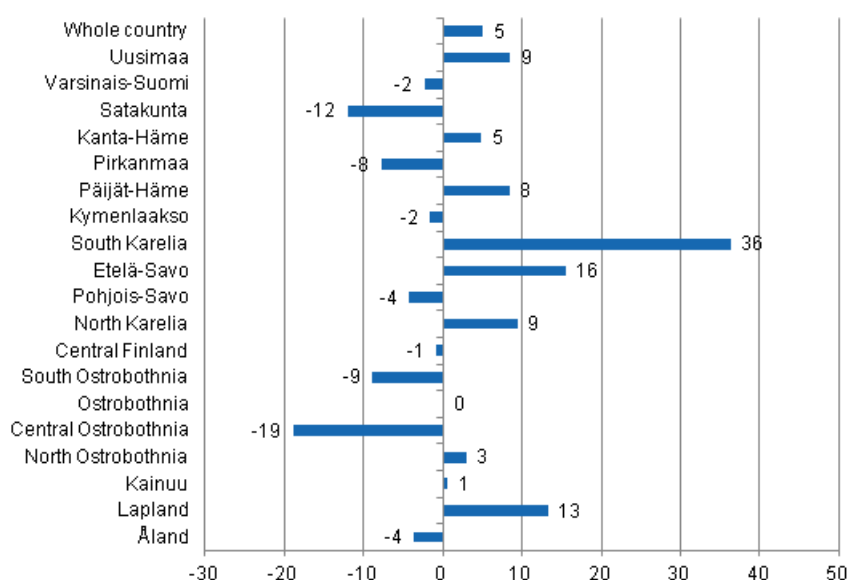


As usual, Russians were by far the largest group of foreign tourists in January 2012. Accommodation establishments recorded 314,000 overnight stays for them. Britons were next with 40,000 recorded nights spent. Both these numbers of overnight stays grew by 16 per cent from January 2011. Visitors from

Germany came third with nearly 31,000 nights spent, which was eight per cent up year-on-year. Overnight stays by Norwegian and Estonian visitors both increased by six per cent. However, overnight stays by visitors from Japan increased most, or by 66 per cent, and almost 16,000 of them were recorded at accommodation establishments in January 2012. By contrast, nights spent by visitors from Spain decreased by 17 per cent and those of visitors from Italy by seven per cent from January of the year before. Smaller changes took place in the nights spent by visitors from the other most important countries of inbound tourism to Finland.

By region, the total number of overnight stays in January 2012 increased most in South Karelia, up by 36 per cent, and Etelä-Savo, up by 16 per cent. In Lapland, recorded overnight stays increased by 13 per cent and in North Karelia and Uusimaa by nine per cent from January 2011. Overnight stays increased by eight per cent in Päijät-Häme. Nights spent decreased most in Central Ostrobothnia, 19 per cent down, and in Satakunta, 12 per cent down. In Pirkanmaa and South Ostrobothnia, the decrease in overnight stays amounted to between eight and nine per cent. In the whole country, overnight stays increased by five per cent from January 2011.

Change in overnight stays in January by region 2012 / 2011, %



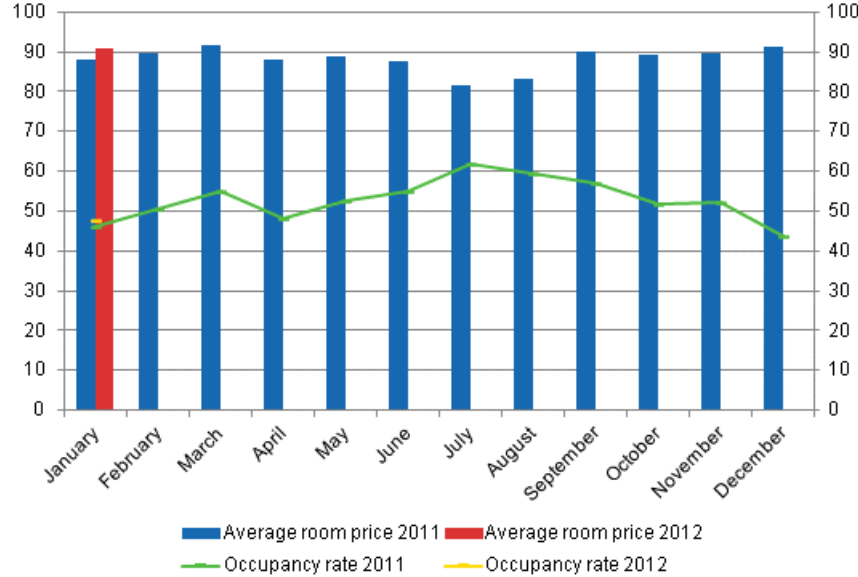
Nights spent in hotels increased by six per cent in January 2012.

The total number of nights spent in hotels rose to 1.2 million in January 2012, which was six per cent up on the year before. Overnight stays by foreign tourists increased by 15 per cent and accommodation establishments recorded a total of 535,000 of them. Recorded nights spent by resident tourists in hotels numbered 683,000. The number was nearly the same as in January 2011.

The occupancy rate of hotel rooms was 47.7 per cent in January. One year earlier, it was 46.1 per cent. Among the regions, the highest occupancy rates of hotel rooms were measured in Uusimaa, 57.6 per cent, and South Karelia, 54.8 per cent. In Lapland, the hotel room occupancy rate was 52.0 per cent. The highest hotel room occupancy rate in towns, or 73.5 per cent, was recorded in Rovaniemi. In Vantaa, the hotel room occupancy rate was 67.8 per cent and in Lappeenranta 61.0 per cent. Hotel room occupancy rate in Helsinki was 60.5 per cent.

In January, the realised average price of a hotel room was EUR 90.87 per day for the whole country. Twelve months previously, it was EUR 88.17.

Hotel room occupancy rate and the monthly average price



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Appendix tables

Appendix table 1. Capacity and its utilization, January 2012

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	949	55 932	44,9	1,1	51,89
Mainland Finland	925	55 160	45,3	1,1	51,88
Uusimaa	134	14 351	57,2	1,5	62,34
Helsinki	58	8 441	60,4	0,2	63,76
Varsinais-Suomi	56	3 590	36,1	-4,7	53,05
Turku	21	2 109	40,6	-5,2	52,05
Satakunta	35	1 393	32,3	-2,0	62,09
Pori	11	689	34,7	-3,7	54,80
Kanta-Häme	27	1 368	35,6	1,2	51,45
Hämeenlinna	11	773	38,6	4,8	55,49
Pirkanmaa	62	3 975	42,8	-3,4	51,77
Tampere	25	2 598	49,5	-3,0	58,66
Päijät-Häme	28	1 884	39,3	2,1	45,51
Lahti	10	715	45,0	2,0	51,36
Kymenlaakso	19	1 060	35,9	2,5	52,63
Kouvola	8	539	37,0	5,0	52,60
South Karelia	28	1 598	51,1	5,0	50,81
Lappeenranta	12	850	56,6	3,0	51,30
Etelä-Savo	50	1 972	31,8	0,4	37,43
Mikkeli	7	533	45,6	0,3	42,37
Pohjois-Savo	43	2 430	46,9	-1,5	43,41
Kuopio	13	1 037	55,3	-2,5	47,19
North Karelia	40	1 570	34,3	3,1	40,88
Joensuu	11	768	41,4	6,3	50,15
Central Finland	46	2 800	45,1	1,2	41,19
Jyväskylä	13	1 307	52,6	1,2	58,53
South Ostrobothnia	36	1 585	36,3	-2,1	41,82
Seinäjoki	9	579	45,2	0,4	54,98
Ostrobothnia	26	1 239	39,3	6,4	60,22
Vaasa	8	772	44,6	6,2	61,29
Central Ostrobothnia	14	538	32,5	-4,1	52,65
Kokkola	7	381	36,9	-3,2	59,91
North Ostrobothnia	85	4 041	39,2	1,0	46,41
Oulu	11	1 451	51,0	2,3	58,04
Kainuu	38	1 980	41,5	-2,4	39,36
Kajaani	7	434	35,5	1,0	50,76
Lapland	158	7 786	47,4	6,0	48,34
Rovaniemi	17	1 379	71,4	4,4	55,76
Åland	24	772	14,5	0,3	.
Maarianhamina	8	425	20,2	1,9	.

Appendix table 2. Nights spend in all establishments, January 2012

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	1 381 770	5,0	774 519	-0,4	607 251	12,9
Mainland Finland	1 376 318	5,1	771 940	-0,5	604 378	13,1
Uusimaa	384 419	8,5	190 680	3,7	193 739	13,7
Helsinki	243 477	4,9	101 756	0,4	141 721	8,4
Varsinais-Suomi	62 509	-2,3	50 609	2,2	11 900	-17,5
Turku	39 821	-2,8	32 207	2,6	7 614	-20,3
Satakunta	17 818	-12,0	13 568	-14,0	4 250	-5,0
Pori	9 561	-15,9	7 669	-18,0	1 892	-6,0
Kanta-Häme	25 568	4,9	18 910	-4,9	6 658	47,8
Hämeenlinna	14 970	12,4	10 207	-4,6	4 763	81,4
Pirkanmaa	88 323	-7,8	71 536	-9,7	16 787	1,5
Tampere	58 211	-4,3	46 567	-7,5	11 644	10,7
Päijät-Häme	44 207	8,4	32 870	1,3	11 337	35,7
Lahti	15 156	9,0	9 047	-6,7	6 109	45,2
Kymenlaakso	18 603	-1,6	11 597	8,5	7 006	-14,7
Kouvola	9 421	-0,9	7 060	11,5	2 361	-25,7
South Karelia	50 400	36,4	17 645	51,8	32 755	29,4
Lappeenranta	28 125	75,2	13 830	96,3	14 295	58,7
Etelä-Savo	39 348	15,5	23 398	14,8	15 950	16,5
Mikkeli	13 833	8,1	7 985	2,2	5 848	17,4
Pohjois-Savo	67 686	-4,2	45 454	0,3	22 232	-12,2
Kuopio	29 926	0,6	20 596	-2,0	9 330	6,9
North Karelia	30 213	9,4	18 208	2,0	12 005	22,9
Joensuu	15 045	19,4	10 889	18,5	4 156	21,9
Central Finland	88 238	-0,8	57 321	-4,7	30 917	7,3
Jyväskylä	32 687	0,3	23 508	-7,6	9 179	28,6
South Ostrobothnia	30 002	-8,9	28 164	-6,2	1 838	-36,7
Seinäjoki	11 484	7,9	10 772	8,6	712	-1,2
Ostrobothnia	20 048	0,1	15 136	-5,9	4 912	24,1
Vaasa	14 447	-2,0	10 909	-7,5	3 538	19,6
Central Ostrobothnia	7 867	-18,9	7 528	-14,1	339	-63,7
Kokkola	5 740	-16,3	5 404	-10,8	336	-58,3
North Ostrobothnia	97 641	2,9	59 673	-4,2	37 968	16,3
Oulu	34 981	1,3	25 920	-4,5	9 061	22,1
Kainuu	72 847	0,6	43 246	-3,2	29 601	6,5
Kajaani	7 285	-10,9	5 426	-13,6	1 859	-2,2
Lapland	230 581	13,4	66 397	-1,1	164 184	20,6
Rovaniemi	59 147	6,9	13 017	-15,9	46 130	15,7
Åland	5 452	-3,7	2 579	21,8	2 873	-19,0
Maarianhamina	3 643	-2,7	1 995	7,4	1 648	-12,6

Appendix table 3. Hotel capacity and capacity utilization, January 2012

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 %)	¹⁾ RevPAR, euros (Vat inc. 9 %)
Whole country	612	49 243	47,7	1,6	90,87	43,34
Mainland Finland	601	48 673	48,0	1,7	90,87	43,66
Uusimaa	113	14 012	57,6	1,5	96,84	55,82
Helsinki	52	8 321	60,5	0,1	99,76	60,39
Varsinais-Suomi	37	3 129	37,9	-5,1	86,80	32,89
Turku	18	2 041	41,0	-5,4	80,65	33,10
Satakunta	23	1 123	38,0	-0,5	88,08	33,50
Pori	8	586	38,7	-0,8	81,33	31,50
Kanta-Häme	17	1 218	38,3	1,4	83,98	32,14
Hämeenlinna	8	731	40,3	4,9	88,34	35,61
Pirkanmaa	42	3 467	44,1	-3,9	86,80	38,27
Tampere	22	2 446	48,9	-3,2	87,47	42,74
Päijät-Häme	16	1 733	41,7	2,5	76,14	31,73
Lahti	7	677	45,9	2,4	78,30	35,97
Kymenlaakso	13	890	40,2	3,7	84,00	33,74
Kouvola	5	419	44,6	7,0	82,09	36,61
South Karelia	18	1 381	54,8	4,4	100,4	55,05
Lappeenranta	7	717	61,0	2,9	94,13	57,42
Etelä-Savo	25	1 500	35,9	2,6	75,22	27,03
Mikkeli	5	486	46,5	1,0	79,31	36,85
Pohjois-Savo	28	2 210	48,2	-1,0	79,84	38,45
Kuopio	8	959	55,5	-2,5	81,62	45,26
North Karelia	24	1 364	37,2	3,1	75,20	28,01
Joensuu	10	750	41,9	6,4	77,10	32,28
Central Finland	27	2 479	48,0	2,7	95,26	45,74
Jyväskylä	9	1 201	56,1	3,2	90,18	50,62
South Ostrobothnia	22	1 344	41,6	-0,9	68,76	28,58
Seinäjoki	8	579	45,2	0,4	75,52	34,10
Ostrobothnia	21	1 194	40,3	6,3	80,16	32,33
Vaasa	8	772	44,6	6,2	83,03	37,00
Central Ostrobothnia	10	491	34,3	-3,6	75,07	25,77
Kokkola	5	353	38,4	-2,0	79,82	30,61
North Ostrobothnia	48	3 278	41,7	1,6	87,37	36,45
Oulu	10	1 423	51,1	2,1	84,77	43,32
Kainuu	21	1 615	46,1	-1,3	83,70	38,55
Kajaani	6	387	39,6	2,1	78,45	31,09
Lapland	96	6 245	52,0	8,1	97,44	50,67
Rovaniemi	12	1 242	73,5	4,8	108,2	79,59
Åland	11	570	17,1	-1,5	.	.
Maarianhamina	5	362	22,9	0,0	.	.

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 2012

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	1 217 717	5,7	682 885	-0,3	534 832	14,6
Mainland Finland	1 213 641	5,8	680 650	-0,4	532 991	14,9
Uusimaa	370 829	8,5	183 379	3,0	187 450	14,5
Helsinki	233 746	5,3	97 338	-0,1	136 408	9,5
Varsinais-Suomi	57 040	-3,8	46 006	-0,8	11 034	-14,4
Turku	38 980	-1,8	31 721	2,8	7 259	-17,9
Satakunta	15 383	-4,9	11 549	-3,0	3 834	-10,3
Pori	8 079	-2,0	6 428	1,7	1 651	-14,2
Kanta-Häme	23 273	5,8	16 756	-6,3	6 517	58,4
Hämeenlinna	14 505	12,3	9 742	-5,4	4 763	81,4
Pirkanmaa	72 278	-7,5	58 529	-10,4	13 749	7,2
Tampere	52 928	-4,6	42 557	-8,2	10 371	13,1
Päijät-Häme	39 235	9,5	28 885	2,1	10 350	37,5
Lahti	14 519	7,9	8 758	-7,2	5 761	43,5
Kymenlaakso	16 759	4,7	10 701	15,3	6 058	-9,9
Kouvola	8 432	8,4	6 520	22,3	1 912	-21,9
South Karelia	46 574	29,8	16 037	45,1	30 537	23,0
Lappeenranta	24 848	58,4	12 612	82,7	12 236	39,2
Etelä-Savo	31 704	18,3	21 376	18,0	10 328	19,1
Mikkeli	12 549	8,8	7 585	0,5	4 964	24,4
Pohjois-Savo	61 033	-4,3	42 213	-1,5	18 820	-10,2
Kuopio	27 117	-0,2	18 970	-3,6	8 147	8,8
North Karelia	27 634	9,1	17 079	3,5	10 555	19,5
Joensuu	14 526	15,6	10 833	18,2	3 693	8,6
Central Finland	82 226	1,7	53 752	-2,5	28 474	10,7
Jyväskylä	31 867	3,1	22 893	-5,3	8 974	33,6
South Ostrobothnia	27 802	-5,3	26 197	-5,1	1 605	-8,4
Seinäjoki	11 096	8,1	10 384	8,8	712	-1,2
Ostrobothnia	19 426	2,3	14 514	-4,9	4 912	31,7
Vaasa	14 447	-2,0	10 909	-7,5	3 538	19,6
Central Ostrobothnia	7 142	-15,1	6 807	-11,2	335	-55,0
Kokkola	5 411	-10,5	5 079	-6,5	332	-46,0
North Ostrobothnia	73 738	3,1	46 439	-3,9	27 299	17,6
Oulu	32 609	0,8	24 481	-4,2	8 128	19,8
Kainuu	56 825	1,5	32 881	-2,7	23 944	8,0
Kajaani	7 242	-10,2	5 383	-12,9	1 859	-1,4
Lapland	184 740	14,7	47 550	-4,4	137 190	23,2
Rovaniemi	53 123	7,2	11 649	-12,6	41 474	14,6
Åland	4 076	-7,8	2 235	20,3	1 841	-28,2
Maarianhamina	3 435	-1,4	1 857	12,5	1 578	-14,0

Appendix table 5. Visitor arrivals and nights spend by country of residence, January 2012

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	677 563	1 381 770	5,0	1 217 717	5,7
Finland	451 782	774 519	-0,4	682 885	-0,3
Foreign countries	225 781	607 251	12,9	534 832	14,6
Sweden	14 381	22 853	1,9	21 828	2,1
Germany	10 817	30 708	7,6	28 916	9,4
Russia	107 271	314 021	15,6	270 140	17,0
United Kingdom	12 823	39 689	16,2	32 840	24,3
United States	3 866	9 457	-0,3	9 230	0,3
Norway	3 722	6 929	5,5	6 719	8,3
Netherlands	5 525	17 717	-2,3	14 981	-2,1
Italy	3 074	8 745	-7,2	7 933	-6,1
France	6 707	25 415	-2,7	24 219	-1,6
Japan	7 531	15 743	66,2	15 413	66,3
Estonia	7 473	19 145	6,1	14 472	12,4
Spain	2 441	5 563	-16,9	5 181	-19,2

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Transport and Tourism 2012

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