

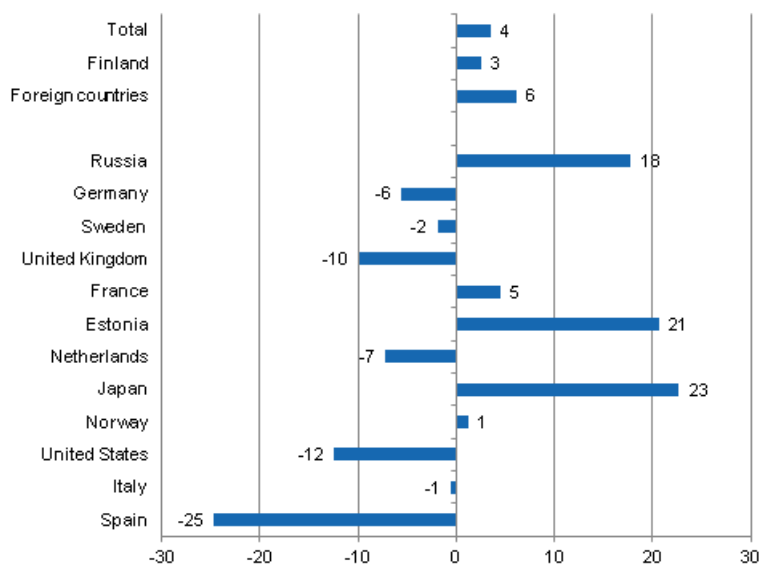
# Accommodation statistics

2012, March

## Nights spent by foreign tourists in Finland up by 6 per cent in March 2012

The number of recorded nights spent by foreign tourists at Finnish accommodation establishments in March 2012 was 445,000, which was six per cent higher than in March 2011. The total number of overnight stays increased by 3.5 per cent from last year and altogether good 1.7 million overnight stays were recorded at accommodation establishments. The number of nights spent by resident tourists went up by three per cent and totalled 1.3 million in March 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 March 2012/2011, %

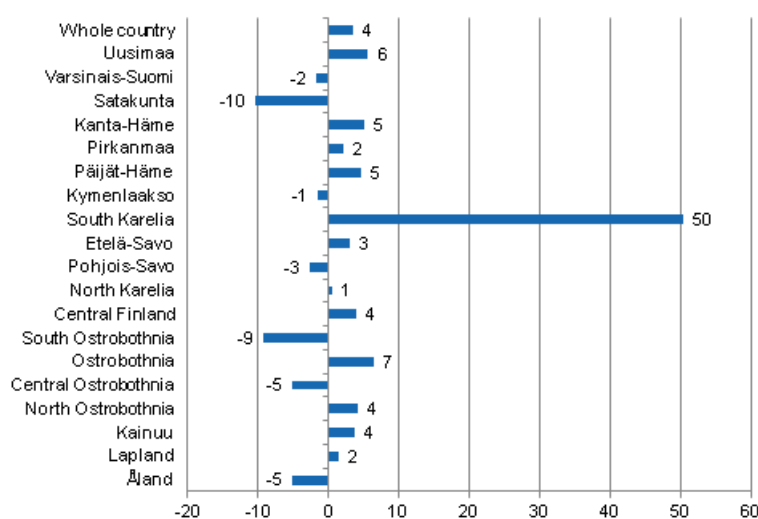


Nights spent at Finnish accommodation establishments by Russian visitors increased by 18 per cent in March and, as usual, they were by far the largest group of foreign visitors with 112,000 overnight stays. German and Swedish visitors came next. Germans spent good 42,000 nights which, however, was still six per cent fewer than twelve months earlier. Overnight stays by Swedish visitors decreased by two per cent

and totalled 32,000 in March 2012. Visitors from Britain were the fourth largest group with 29,000 overnight stays. The number was 10 per cent lower than one year earlier. Nights spent by visitors from the USA decreased by 12 per cent from last year. By contrast, overnight stays recorded for Estonian visitors increased by 21 per cent and totalled 24,000. Nights spent by visitors from Japan also went up again strongly, or by 23 per cent, and accommodation establishments recorded 15,500 of them in March 2012.

By region, the total number of overnight stays increased most in March 2012 in South Karelia, up by 50 per cent. In Ostrobothnia, the number of nights spent grew by seven per cent and in Uusimaa by six per cent. Five per cent more overnight stays than in March 2011 were recorded in both Kanta-Häme and Päijät-Häme. Four per cent growth was also achieved in Central Finland, North Ostrobothnia and Kainuu. Overnight stays decreased most in Satakunta, by 10 per cent, and in South Ostrobothnia, by 9 per cent. In the whole country, overnight stays were four per cent up on March 2011.

### Change in overnight stays in March by region 2012 / 2011, %



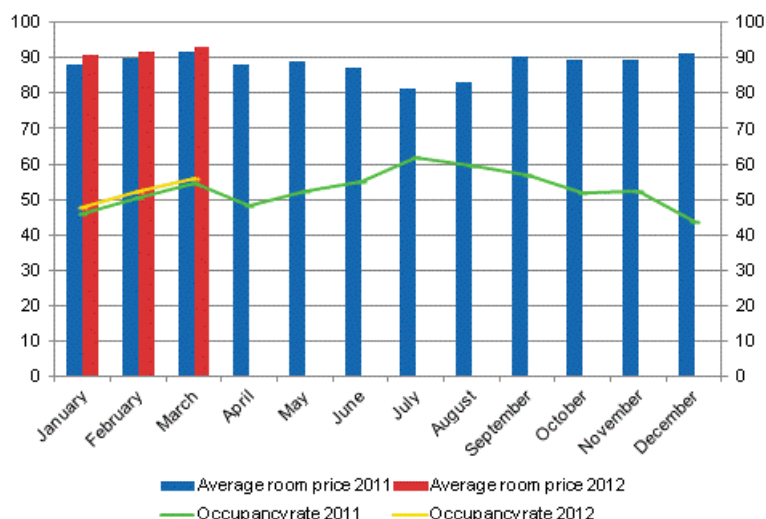
### Nights spent in hotels increased by four per cent in March 2012

In March 2012, the total number of nights spent in hotels rose to nearly 1.5 million, which was four per cent up year-on-year. Overnight stays by foreign tourists increased by 5.5 per cent and hotels recorded a total of 400,000 of them. Recorded nights spent by resident tourists in hotels numbered good one million. The number was 3.5 per cent higher than in March 2011.

The occupancy rate of hotel rooms was 56.1 per cent in March. One year earlier, it was 54.8 per cent. Examined by region, the highest hotel room occupancy rates were recorded in Lapland, 67.9 per cent, and Kainuu, 64.4 per cent. In Kittilä, the hotel room occupancy rate was 85.0 per cent and in Kolari 82.1 per cent. Hotel room occupancy rate in Helsinki was 64.0 per cent.

In March, the realised average price of a hotel room was EUR 92.85 per day for the whole country. Twelve months previously it was EUR 91.76.

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

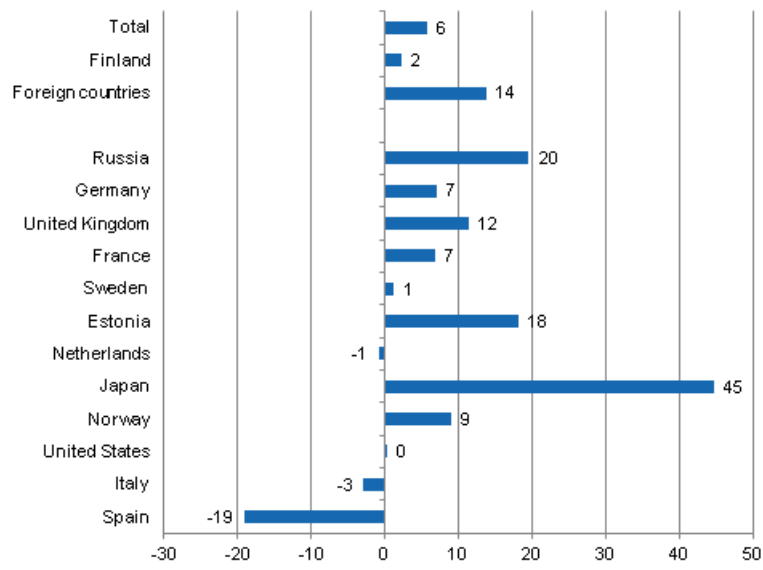


### *Total number of nights spent at all accommodation establishments grew by six per cent in January-March 2012*

Over January-March 2012, the number of nights spent at accommodation establishments in Finland totalled 4.6 million, which was six per cent up on the same period of last year. Overnight stays by foreign tourists went up by 14 per cent and accommodation establishments recorded a total of 1.5 million of them. Overnight stays by resident tourists numbered 3.1 million, which was two per cent more than in January-March 2011.

Overnight stays recorded at accommodation establishments in Finland for Russian visitors in January-March numbered 510,000, which was one-fifth up on the same period one year earlier. German and British visitors came next. Overnight stays by German visitors increased by seven per cent and numbered 117,000. Visitors from Britain spent good 113,000 nights at accommodation establishments. The number was 11.5 per cent up year-on-year. The number of nights spent by visitors from France rose to 88,000, which was seven per cent up on January-March 2011. Over 60,000 overnight stays were recorded for visitors from both Estonia and the Netherlands. Overnight stays by Estonian visitors increased by 18 per cent while those by Dutch visitors remained almost on level with last year. However, the biggest increase of 45 per cent was recorded in overnight stays by Japanese visitors who spent 51,000 nights at accommodation establishments. Nights spent at Finnish accommodation establishments by visitors from almost all the most important countries of inbound tourism to Finland increased in the January-March period of 2012.

### Change in overnight stays in January-March 2012/2011, %



# Contents

## Tables

### Appendix tables

Appendix table 1. Capacity and its utilization, March 2012.....	6
Appendix table 2. Nights spend in all establishments, March 2012.....	7
Appendix table 3. Hotel capacity and capacity utilization, March 2012.....	8
Appendix table 4. Nights spend in hotels, March 2012.....	9
Appendix table 5. Visitor arrivals and nights spend by country of residence, March 2012.....	10
Appendix table 6. Nights spend in all establishments, 2012.....	10

## Appendix tables

**Appendix table 1. Capacity and its utilization, March 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	992	57 047	53,1	0,7	53,19
Mainland Finland	964	56 104	53,6	0,8	53,18
Uusimaa	137	14 457	59,8	0,9	67,01
Helsinki	58	8 472	63,9	2,0	70,21
Varsinais-Suomi	59	3 603	42,9	-3,8	49,31
Turku	22	2 152	47,1	-4,0	49,74
Satakunta	36	1 436	36,0	-4,4	57,31
Pori	11	720	38,4	-4,5	50,47
Kanta-Häme	27	1 366	39,2	1,3	51,49
Hämeenlinna	11	771	43,4	0,6	55,42
Pirkanmaa	65	4 096	54,6	-0,1	55,49
Tampere	25	2 601	64,0	1,3	62,39
Päijät-Häme	28	1 922	47,8	2,5	53,59
Lahti	10	754	55,3	2,3	62,71
Kymenlaakso	20	1 076	35,4	-1,9	50,60
Kouvola	8	539	37,4	2,2	48,72
South Karelia	30	1 665	55,3	4,4	49,56
Lappeenranta	13	903	60,8	4,3	48,90
Etelä-Savo	54	1 984	34,0	-0,9	43,45
Mikkeli	9	570	48,0	-2,6	50,44
Pohjois-Savo	44	2 516	55,3	-2,5	46,66
Kuopio	15	1 140	61,4	-2,6	53,29
North Karelia	41	1 558	40,2	-0,9	47,94
Joensuu	12	781	48,9	-0,5	55,75
Central Finland	45	2 761	55,0	4,2	42,08
Jyväskylä	13	1 308	60,0	-0,4	59,37
South Ostrobothnia	39	1 673	41,6	-4,0	42,68
Seinäjoki	9	618	49,6	-4,2	55,70
Ostrobothnia	25	1 244	50,1	8,3	58,84
Vaasa	8	802	58,5	11,1	61,27
Central Ostrobothnia	14	539	38,6	-2,3	52,97
Kokkola	7	382	44,0	-4,3	58,24
North Ostrobothnia	89	4 075	57,1	2,0	44,87
Oulu	11	1 451	70,4	6,9	52,36
Kainuu	41	2 051	59,6	-0,2	34,75
Kajaani	7	434	39,1	0,8	49,15
Lapland	170	8 082	63,2	3,7	50,94
Rovaniemi	17	1 381	60,7	-5,9	47,23
Åland	28	943	21,0	-0,5	.
Maarianhamina	10	563	26,3	-1,1	.

**Appendix table 2. Nights spend in all establishments, March 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	1 733 103	3,5	1 288 027	2,6	445 076	6,2
Mainland Finland	1 721 754	3,5	1 284 046	2,6	437 708	6,4
Uusimaa	391 233	5,7	228 838	7,3	162 395	3,6
Helsinki	244 358	4,7	125 009	10,0	119 349	-0,4
Varsinais-Suomi	76 586	-1,6	64 588	0,0	11 998	-9,5
Turku	49 025	-3,3	41 017	-1,2	8 008	-12,9
Satakunta	23 621	-10,3	17 987	-12,9	5 634	-0,8
Pori	12 659	-8,6	10 438	-11,2	2 221	6,1
Kanta-Häme	28 121	5,2	23 092	-4,5	5 029	96,8
Hämeenlinna	16 665	2,4	12 684	-11,7	3 981	107,7
Pirkanmaa	117 004	2,2	101 997	2,8	15 007	-1,6
Tampere	77 671	9,8	64 270	10,2	13 401	7,7
Päijät-Häme	54 166	4,7	44 885	5,4	9 281	1,2
Lahti	18 764	2,0	12 721	6,3	6 043	-6,0
Kymenlaakso	19 495	-1,4	13 810	-1,6	5 685	-0,6
Kouvola	10 215	5,7	8 582	7,5	1 633	-2,6
South Karelia	57 291	50,4	30 886	75,7	26 405	28,8
Lappeenranta	33 302	127,5	21 520	162,2	11 782	83,2
Etelä-Savo	35 412	3,0	29 018	-1,0	6 394	26,5
Mikkeli	13 174	8,3	10 972	7,3	2 202	13,1
Pohjois-Savo	80 427	-2,6	71 047	-3,9	9 380	8,5
Kuopio	35 662	5,3	31 730	2,6	3 932	34,7
North Karelia	34 368	0,5	28 918	-1,6	5 450	13,2
Joensuu	17 407	1,6	13 515	-1,7	3 892	15,5
Central Finland	107 952	3,9	89 294	3,3	18 658	7,2
Jyväskylä	37 144	-1,2	30 477	-5,6	6 667	25,0
South Ostrobothnia	38 258	-9,2	36 284	-10,4	1 974	19,2
Seinäjoki	13 825	13,6	12 609	12,1	1 216	31,7
Ostrobothnia	27 831	6,5	21 741	1,4	6 090	29,6
Vaasa	20 581	11,8	15 841	8,5	4 740	24,3
Central Ostrobothnia	10 161	-5,1	9 258	-7,7	903	34,6
Kokkola	7 464	-8,2	6 613	-11,7	851	32,8
North Ostrobothnia	157 578	4,2	134 014	4,5	23 564	3,0
Oulu	51 257	4,5	43 299	3,7	7 958	9,0
Kainuu	121 295	3,8	112 533	0,6	8 762	74,7
Kajaani	7 983	-14,3	7 277	-15,0	706	-7,5
Lapland	340 955	1,5	225 856	0,6	115 099	3,2
Rovaniemi	46 283	-9,4	19 617	0,4	26 666	-15,5
Åland	11 349	-5,1	3 981	2,2	7 368	-8,6
Maarianhamina	7 627	-3,8	3 233	-1,3	4 394	-5,5

**Appendix table 3. Hotel capacity and capacity utilization, March 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 %)	<sup>1)</sup> RevPAR, euros (Vat inc. 9 %)
Whole country	623	49 773	56,1	1,3	92,85	52,10
Mainland Finland	610	49 065	56,6	1,4	92,86	52,54
Uusimaa	114	14 102	60,3	0,6	98,75	59,55
Helsinki	52	8 359	64,0	1,7	102,85	65,83
Varsinais-Suomi	37	3 068	46,1	-3,1	78,32	36,11
Turku	18	2 041	48,6	-3,3	78,46	38,15
Satakunta	23	1 151	41,8	-3,6	83,84	35,08
Pori	8	617	42,3	-2,0	77,51	32,82
Kanta-Häme	17	1 216	42,0	1,6	84,91	35,63
Hämeenlinna	8	729	44,9	0,3	89,20	40,02
Pirkanmaa	42	3 520	57,1	0,3	91,68	52,34
Tampere	22	2 449	63,7	1,8	93,98	59,87
Päijät-Häme	16	1 771	50,0	2,3	88,09	44,07
Lahti	7	716	55,8	2,3	91,40	51,05
Kymenlaakso	14	906	39,7	-2,8	82,41	32,70
Kouvola	5	419	45,0	1,9	81,90	36,85
South Karelia	18	1 386	61,1	6,8	96,57	58,96
Lappeenranta	7	722	68,3	8,8	88,85	60,65
Etelä-Savo	27	1 529	39,2	0,4	71,70	28,09
Mikkeli	6	503	52,3	0,2	77,86	40,72
Pohjois-Savo	28	2 197	59,0	-0,3	83,85	49,49
Kuopio	9	966	68,0	3,0	87,51	59,47
North Karelia	24	1 334	44,3	-0,8	83,66	37,05
Joensuu	10	750	50,8	0,7	82,41	41,83
Central Finland	26	2 441	58,7	4,8	96,60	56,67
Jyväskylä	9	1 202	63,6	0,2	89,75	57,06
South Ostrobothnia	24	1 445	47,3	-3,3	72,43	34,24
Seinäjoki	8	618	49,6	-4,2	76,38	37,90
Ostrobothnia	20	1 199	51,2	8,0	84,24	43,12
Vaasa	8	802	58,5	11,1	86,68	50,72
Central Ostrobothnia	10	492	39,9	-2,4	76,96	30,71
Kokkola	5	354	44,6	-5,0	81,12	36,20
North Ostrobothnia	48	3 264	59,4	3,6	90,41	53,67
Oulu	10	1 423	70,8	7,2	81,61	57,77
Kainuu	23	1 654	64,4	0,7	78,24	50,37
Kajaani	6	387	42,9	1,7	75,77	32,53
Lapland	99	6 390	67,9	5,1	102,81	69,80
Rovaniemi	12	1 244	62,7	-5,9	82,91	51,95
Åland	13	708	22,8	-1,9	.	.
Maarianhamina	7	500	27,9	-0,5	.	.

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, March 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	1 468 728	4,1	1 070 757	3,5	397 971	5,5
Mainland Finland	1 460 573	4,2	1 067 525	3,6	393 048	5,8
Uusimaa	376 430	5,5	220 859	7,5	155 571	2,7
Helsinki	233 670	4,5	120 083	10,8	113 587	-1,4
Varsinais-Suomi	69 131	-3,5	58 416	-1,1	10 715	-14,9
Turku	47 882	-3,4	40 475	-1,1	7 407	-14,4
Satakunta	20 259	-3,5	15 008	-4,0	5 251	-2,2
Pori	10 751	5,3	8 553	4,7	2 198	7,7
Kanta-Häme	25 358	6,3	20 385	-4,6	4 973	98,9
Hämeenlinna	15 725	2,2	11 744	-12,8	3 981	107,7
Pirkanmaa	98 537	5,0	84 876	5,9	13 661	-0,3
Tampere	72 670	13,5	60 097	14,2	12 573	10,5
Päijät-Häme	46 962	3,3	38 467	5,1	8 495	-3,9
Lahti	17 747	-0,9	12 184	4,8	5 563	-11,4
Kymenlaakso	16 916	-3,4	11 892	-2,6	5 024	-5,4
Kouvola	8 814	6,1	7 297	8,0	1 517	-2,2
South Karelia	50 617	38,7	26 311	61,8	24 306	20,0
Lappeenranta	27 790	94,6	17 927	125,6	9 863	55,8
Etelä-Savo	29 219	1,7	24 657	-1,5	4 562	23,4
Mikkeli	12 644	10,7	10 583	8,9	2 061	21,1
Pohjois-Savo	71 066	-3,7	63 515	-5,3	7 551	12,2
Kuopio	32 690	5,6	29 064	2,5	3 626	39,0
North Karelia	30 972	-1,8	25 762	-4,7	5 210	15,8
Joensuu	17 261	0,9	13 369	-2,6	3 892	15,5
Central Finland	98 958	4,7	81 598	3,5	17 360	10,9
Jyväskylä	35 788	0,4	29 271	-5,5	6 517	39,6
South Ostrobothnia	34 895	-9,4	32 938	-11,1	1 957	31,3
Seinäjoki	13 035	13,4	11 819	11,8	1 216	31,7
Ostrobothnia	26 450	7,8	20 382	2,7	6 068	29,7
Vaasa	20 581	11,8	15 841	8,5	4 740	24,3
Central Ostrobothnia	8 713	-7,4	8 085	-9,7	628	36,2
Kokkola	6 741	-11,6	6 165	-13,9	576	25,2
North Ostrobothnia	111 932	1,4	94 546	2,3	17 386	-3,1
Oulu	48 479	4,8	41 044	3,1	7 435	15,2
Kainuu	87 116	10,3	79 955	6,1	7 161	94,7
Kajaani	7 825	-14,3	7 122	-14,9	703	-7,9
Lapland	257 042	4,8	159 873	4,9	97 169	4,7
Rovaniemi	41 016	-10,3	18 225	4,2	22 791	-19,2
Åland	8 155	-10,0	3 232	-4,5	4 923	-13,2
Maarianhamina	6 931	-7,9	2 993	-5,1	3 938	-9,9

**Appendix table 5. Visitor arrivals and nights spend by country of residence, March 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	868 046	1 733 103	3,5	1 468 728	4,1
Finland	666 274	1 288 027	2,6	1 070 757	3,5
Foreign countries	201 772	445 076	6,2	397 971	5,5
Sweden	19 498	32 151	-1,9	29 466	-3,1
Germany	16 686	42 433	-5,6	38 721	-7,4
Russia	56 933	112 164	17,8	95 793	12,5
United Kingdom	12 385	28 947	-9,9	25 885	-4,7
United States	5 102	11 291	-12,4	10 998	-12,5
Norway	6 949	14 810	1,3	12 633	15,6
Netherlands	6 116	18 687	-7,2	15 896	-6,7
Italy	3 236	7 944	-0,5	7 180	-3,3
France	8 100	26 876	4,5	24 682	6,9
Japan	7 909	15 528	22,7	15 016	22,5
Estonia	8 072	23 933	20,6	19 183	20,6
Spain	3 142	7 029	-24,7	6 216	-26,4

**Appendix table 6. Nights spend in all establishments, 2012**

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	4 584 304	5,8	3 095 681	2,3	1 488 623	13,8
January	1 396 760	6,2	783 469	0,7	613 291	14,1
February	1 454 441	8,3	1 024 185	3,3	430 256	22,7
March	1 733 103	3,5	1 288 027	2,6	445 076	6,2

---

Suomen virallinen tilasto  
Finlands officiella statistik  
Official Statistics of Finland

Transport and Tourism 2012

### Inquiries

Merja Rönkä 09 1734 3209

Kari Keränen 09 1734 3208

Director in charge:

Hannele Orjala

[liikenne.matkailu@stat.fi](mailto:liikenne.matkailu@stat.fi)

[www.stat.fi](http://www.stat.fi)

Source: Accommodation Statistics 2012. Statistics Finland