

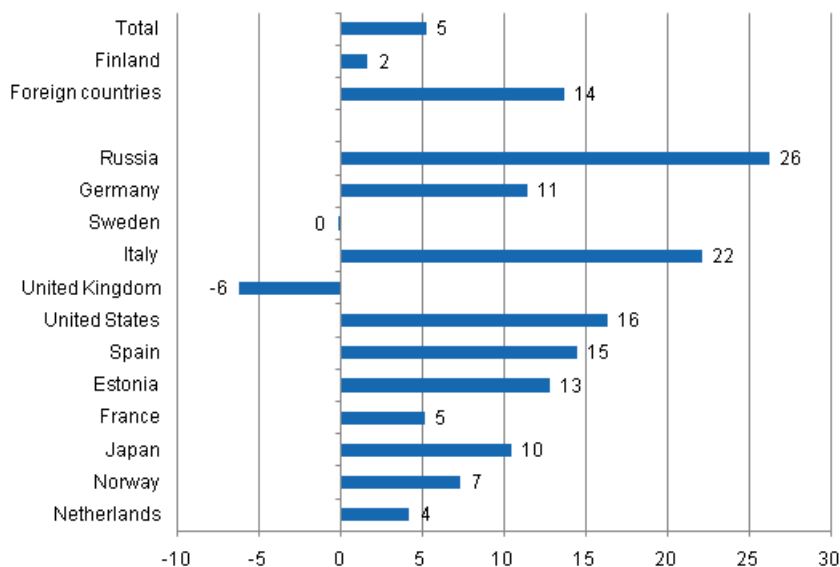
Accommodation statistics

2011 August

Nights spent by foreign tourists in Finland increased by 14 per cent in August

The number of recorded nights spent by foreign tourists at Finnish accommodation establishments in August 2011 was 716,000, which was 14 per cent higher than in August 2010. The total number of overnight stays increased by five per cent from last year and altogether 2.2 million overnight stays were recorded at accommodation establishments. The number of nights spent by resident tourists went up by two per cent and totalled 1.5 million in August 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 August 2011/2010, %

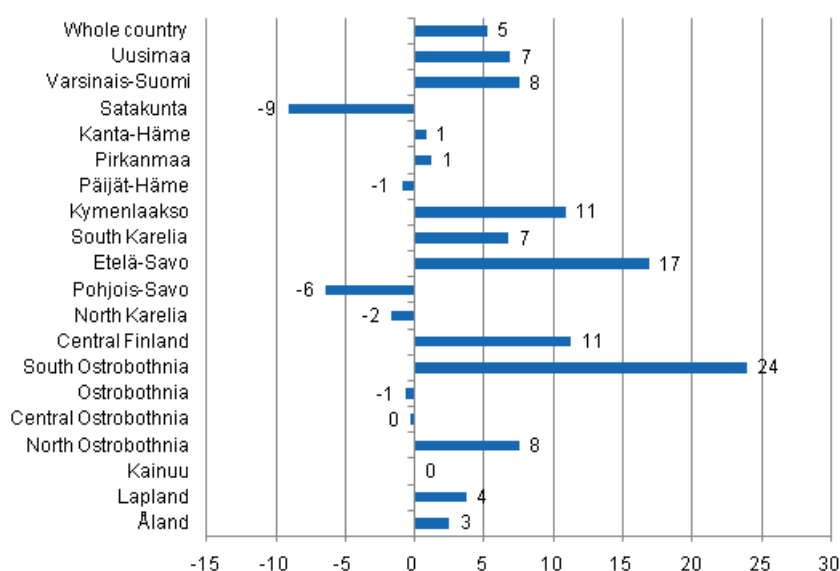


Russians were by far the largest group of foreign tourists in August with their 139,000 overnight stays. The number of nights recorded for them at Finnish accommodation establishments was 26 per cent higher than one year earlier. Germans were next with 93,000 nights spent. The number was 11 per cent higher

than in August 2010. Visitors from Sweden came third with 78,000 nights spent, which was almost the same number as one year earlier. Tourism from Italy also showed strong growth. Overnight stays recorded for Italian visitors numbered 41,000, which was 22 per cent more than in August 2010. Nights spent at Finnish accommodation establishments by visitors from the USA have been increasing throughout the current year and the same trend continued through August. The number of nights recorded for them at Finnish accommodation establishments was 16 per cent up year-on-year. Spanish tourists spent 15 per cent and Japanese tourists 10 per cent more nights in Finland than one year before. By contrast, British tourists spent six per cent fewer nights at accommodation establishments than last year.

By region, the total number of overnight stays increased most in the regions of South Ostrobothnia, up by 24 per cent, and Etelä-Savo, up by 17 per cent. The number of recorded overnight stays went up by 11 per cent in Central Finland and Kymenlaakso, and by eight per cent in North Ostrobothnia and Varsinais-Suomi from the year before. Seven per cent growth was seen in Uusimaa and South Karelia. Overnight stays decreased most in Satakunta, by nine per cent, and in Pohjois-Savo, by six per cent. In the whole country, overnight stays increased by five per cent from August 2010.

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



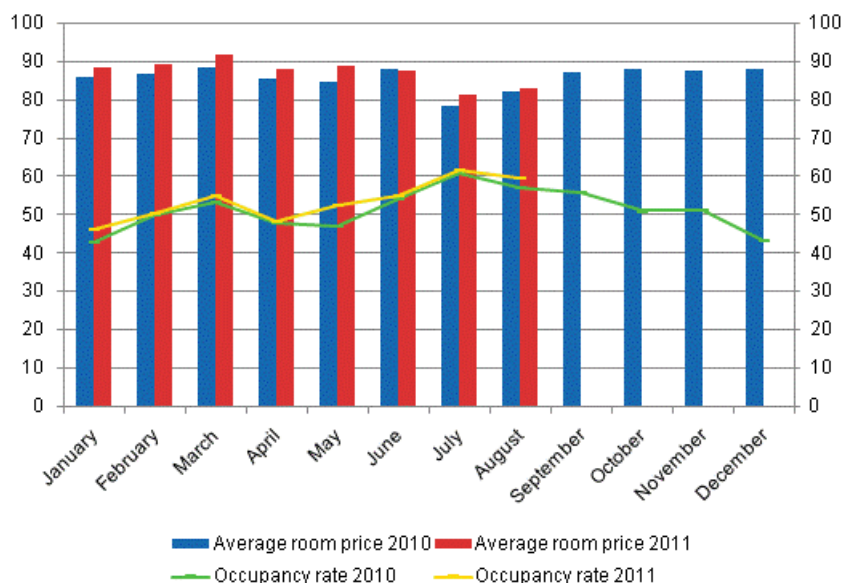
Overnight stays in hotels increased by six per cent in August.

The total number of nights spent in hotels rose to 1.6 million in August, which was six per cent up on the year before. Overnight stays by foreign tourists increased by 13 per cent and accommodation establishments recorded a total of 550,000 million of them. Recorded nights spent by resident tourists in hotels numbered 1.1 million. The number was two per cent higher than one year previously.

The occupancy rate of hotel rooms was 59.6 per cent in August. One year earlier it was 57.1 per cent. Among the regions, the highest occupancy rates of hotel rooms were measured in Uusimaa, 77.5 per cent and South Karelia, 70.7 per cent. In Lappeenranta, the hotel room occupancy rate was 80.0 per cent and in Mariehamn 78.8 per cent. Hotel room occupancy rate in Helsinki was 86.3 per cent.

In August, the realised average price of a hotel room was EUR 82.94 per day for the whole country. Twelve months previously it was EUR 82.35.

Hotel room occupancy rate and the monthly average price

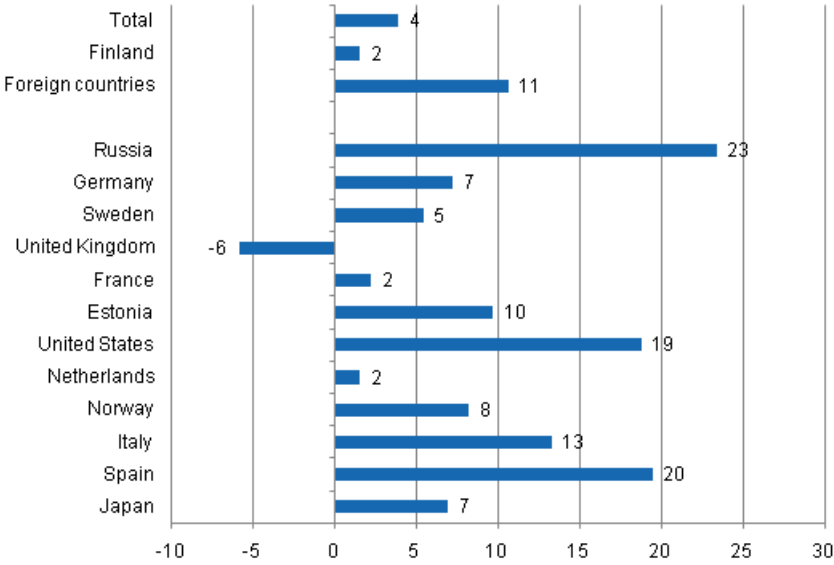


Total number of nights spent at all accommodation establishments increased by four per cent in the January to August period of 2011.

Between January and August, the number of nights spent at accommodation establishments in Finland totalled 14.5 million, which was four per cent up on the respective time period of last year. Overnight stays by foreign tourists increased by 11 per cent and accommodation establishments recorded a total of 4 million of them. Overnight stays by resident tourists numbered 10.5 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 Russian visitors increased most, or by 23 per cent, in the January to August period. Overnight stays by Spanish tourists went up by one-fifth and those by visitors from the United States by almost equally much. The number of nights recorded for them at Finnish accommodation establishments was 19 per cent higher than in the respective time period one year earlier. Overnight stays by Italian tourists increased by 13 per cent and those by Estonian tourists by 10 per cent year-on-year. By contrast, nights spent by tourists from Britain have been decreasing almost throughout the current year and over the January to August period the drop amounted to six per cent.

Change in overnight stays in January-August 2011/2010, %



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Appendix tables

Appendix table 1. Capacity and its utilization, August 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	1 282	64 367	54,4	1,7	42,48
Mainland Finland	1 208	62 781	54,4	1,8	42,61
Uusimaa	151	14 960	75,9	4,0	54,25
Helsinki	62	8 753	85,6	4,1	56,77
Varsinais-Suomi	84	4 174	63,0	3,6	42,77
Turku	26	2 314	74,3	2,0	45,42
Satakunta	41	1 650	47,5	-3,7	40,08
Pori	11	749	51,1	-6,6	38,86
Kanta-Häme	31	1 502	50,3	0,0	44,93
Hämeenlinna	14	848	53,2	-0,8	48,98
Pirkanmaa	77	4 393	57,1	1,0	40,97
Tampere	27	2 618	65,5	0,7	45,69
Päijät-Häme	34	2 059	48,4	4,0	41,71
Lahti	12	792	49,2	6,8	48,81
Kymenlaakso	25	1 181	56,9	1,3	39,31
Kouvola	11	586	49,5	-9,4	35,10
South Karelia	38	1 770	61,7	4,6	43,64
Lappeenranta	11	701	72,3	3,0	46,15
Etelä-Savo	81	3 689	37,6	-5,0	33,18
Mikkeli	10	1 429	27,9	-25,4	43,14
Pohjois-Savo	55	2 702	52,2	-3,8	39,03
Kuopio	16	1 141	64,0	-9,0	41,89
North Karelia	59	2 007	39,2	-0,4	33,65
Joensuu	14	844	46,1	0,4	44,89
Central Finland	70	3 461	50,1	2,3	35,77
Jyväskylä	17	1 526	60,5	-0,8	53,74
South Ostrobothnia	49	2 018	49,0	9,5	35,35
Seinäjoki	10	617	57,7	7,6	49,21
Ostrobothnia	39	1 594	48,1	3,5	41,63
Vaasa	11	900	56,7	6,1	46,39
Central Ostrobothnia	25	681	48,1	6,2	51,21
Kokkola	13	468	60,3	12,0	54,98
North Ostrobothnia	101	4 571	45,0	4,1	30,89
Oulu	11	1 492	65,0	5,0	49,43
Kainuu	53	2 276	46,0	-0,4	31,67
Kajaani	9	493	39,8	1,2	44,18
Lapland	195	8 093	34,8	0,2	31,38
Rovaniemi	20	1 396	47,9	2,9	32,99
Åland	74	1 586	53,4	-2,0	.
Maarianhamina	15	686	72,1	2,6	.

Appendix table 2. Nights spend in all establishments, August 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	2 202 225	5,2	1 485 739	1,6	716 486	13,7
Mainland Finland	2 119 760	5,3	1 458 763	1,8	660 997	14,1
Uusimaa	588 009	6,9	278 550	1,5	309 459	12,3
Helsinki	389 159	3,4	145 728	-4,1	243 431	8,5
Varsinais-Suomi	167 124	7,5	129 076	9,1	38 048	2,5
Turku	100 618	11,2	74 534	17,9	26 084	-4,4
Satakunta	50 744	-9,1	43 291	-10,6	7 453	1,1
Pori	25 808	-13,9	22 782	-15,0	3 026	-4,6
Kanta-Häme	45 588	0,8	39 570	6,6	6 018	-25,9
Hämeenlinna	24 997	-1,3	21 653	6,8	3 344	-34,0
Pirkanmaa	157 980	1,2	122 564	-3,5	35 416	21,6
Tampere	99 206	0,4	72 768	-3,9	26 438	14,6
Päijät-Häme	64 648	-0,9	52 767	1,5	11 881	-10,3
Lahti	19 950	2,7	14 175	8,2	5 775	-8,8
Kymenlaakso	49 481	10,9	30 291	-9,0	19 190	69,4
Kouvola	19 080	-5,2	15 620	-8,4	3 460	13,0
South Karelia	67 279	6,8	31 939	-2,3	35 340	16,6
Lappeenranta	27 292	-1,9	17 568	-6,9	9 724	8,7
Etelä-Savo	98 847	16,9	65 526	3,8	33 321	55,1
Mikkeli	26 038	12,0	19 032	0,5	7 006	62,5
Pohjois-Savo	90 070	-6,4	75 858	-8,8	14 212	9,0
Kuopio	44 389	-22,5	37 631	-24,0	6 758	-12,6
North Karelia	53 306	-1,7	42 634	-7,6	10 672	31,8
Joensuu	19 926	-1,8	16 456	-4,3	3 470	12,6
Central Finland	114 077	11,3	88 178	7,9	25 899	24,9
Jyväskylä	46 365	0,5	35 571	0,7	10 794	-0,0
South Ostrobothnia	79 692	23,9	76 103	22,9	3 589	49,7
Seinäjoki	23 573	26,0	22 084	25,6	1 489	32,0
Ostrobothnia	45 010	-0,6	35 653	-0,5	9 357	-1,0
Vaasa	28 896	3,3	21 951	5,5	6 945	-3,1
Central Ostrobothnia	21 085	-0,3	19 397	2,8	1 688	-25,8
Kokkola	15 842	4,0	14 381	9,0	1 461	-28,4
North Ostrobothnia	163 399	7,5	140 488	6,8	22 911	11,8
Oulu	55 121	3,4	41 228	0,2	13 893	14,4
Kainuu	77 513	0,0	63 446	-4,5	14 067	27,2
Kajaani	8 758	-6,4	7 888	-7,8	870	8,9
Lapland	185 908	3,7	123 432	1,6	62 476	7,9
Rovaniemi	41 891	7,0	20 928	-2,3	20 963	18,2
Åland	82 465	2,5	26 976	-7,8	55 489	8,5
Maarianhamina	36 075	0,5	16 036	-3,8	20 039	4,3

Appendix table 3. Hotel capacity and capacity utilization, August 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 %)	¹⁾ RevPAR, euros (Vat inc. 9 %)
Whole country	654	51 418	59,6	2,5	82,94	49,43
Mainland Finland	637	50 600	59,5	2,6	82,81	49,29
Uusimaa	114	14 206	77,5	4,5	88,96	68,92
Helsinki	53	8 550	86,3	4,5	92,18	79,55
Varsinais-Suomi	40	3 270	68,8	3,4	86,77	59,74
Turku	19	2 148	74,7	1,7	87,59	65,40
Satakunta	25	1 283	49,6	-5,3	82,30	40,81
Pori	8	633	52,9	-7,0	83,66	44,22
Kanta-Häme	18	1 260	52,2	-0,2	85,61	44,71
Hämeenlinna	9	763	54,4	-2,3	91,55	49,84
Pirkanmaa	42	3 421	60,7	0,2	83,16	50,51
Tampere	21	2 319	66,2	-0,3	86,31	57,14
Päijät-Häme	18	1 814	50,4	5,1	77,24	38,94
Lahti	9	761	49,2	6,7	76,86	37,80
Kymenlaakso	15	952	59,3	-0,5	78,54	46,55
Kouvola	6	441	51,1	-15,8	77,03	39,37
South Karelia	20	1 369	70,7	6,0	92,27	65,22
Lappeenranta	7	588	80,0	4,8	83,89	67,08
Etelä-Savo	39	2 120	49,5	2,7	75,11	37,14
Mikkeli	7	608	58,9	2,7	83,44	49,17
Pohjois-Savo	28	2 185	56,1	-4,0	80,72	45,27
Kuopio	8	951	67,0	-10,3	86,40	57,90
North Karelia	25	1 460	42,8	-1,8	77,09	32,97
Joensuu	11	825	46,3	0,5	73,93	34,20
Central Finland	31	2 759	55,7	2,3	76,39	42,58
Jyväskylä	11	1 401	63,7	-1,0	84,78	54,04
South Ostrobothnia	23	1 551	55,8	9,4	78,28	43,68
Seinäjoki	8	598	58,4	7,6	76,48	44,64
Ostrobothnia	23	1 260	55,1	5,8	81,70	45,05
Vaasa	10	869	56,6	5,7	85,82	48,61
Central Ostrobothnia	10	506	57,2	8,0	94,24	53,91
Kokkola	5	367	68,9	13,9	98,41	67,83
North Ostrobothnia	48	3 355	48,9	4,0	76,29	37,33
Oulu	10	1 423	65,2	5,2	78,96	51,47
Kainuu	22	1 674	52,3	-0,3	65,71	34,34
Kajaani	7	446	43,2	1,5	71,70	30,97
Lapland	96	6 155	35,6	1,1	64,66	23,00
Rovaniemi	12	1 248	48,9	5,0	63,74	31,14
Åland	17	818	65,0	-5,8	.	.
Maarianhamina	8	545	78,8	3,6	.	.

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, August 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	1 622 402	5,7	1 072 927	2,2	549 475	13,3
Mainland Finland	1 586 751	5,8	1 059 175	2,4	527 576	13,4
Uusimaa	539 606	7,6	249 737	1,5	289 869	13,6
Helsinki	365 040	4,1	136 443	-4,2	228 597	9,8
Varsinais-Suomi	123 350	9,8	95 462	13,3	27 888	-0,7
Turku	87 464	10,2	67 152	17,0	20 312	-7,7
Satakunta	28 777	-8,0	22 984	-9,8	5 793	-0,1
Pori	16 273	-5,9	13 788	-5,4	2 485	-8,9
Kanta-Häme	35 661	1,7	30 989	9,8	4 672	-31,6
Hämeenlinna	21 873	-1,8	18 766	7,5	3 107	-35,6
Pirkanmaa	113 131	-1,5	89 162	-5,6	23 969	18,1
Tampere	82 331	-0,8	62 743	-3,4	19 588	8,4
Päijät-Häme	50 004	5,0	40 875	8,4	9 129	-8,0
Lahti	17 723	3,9	12 806	8,9	4 917	-7,2
Kymenlaakso	29 375	11,7	16 961	-13,6	12 414	86,1
Kouvola	11 539	-7,4	9 315	-9,5	2 224	2,3
South Karelia	56 817	12,7	26 435	4,8	30 382	20,6
Lappeenranta	23 865	4,8	15 366	-3,9	8 499	25,3
Etelä-Savo	54 777	14,4	41 459	6,3	13 318	49,9
Mikkeli	19 344	9,1	14 511	4,6	4 833	25,4
Pohjois-Savo	67 638	-7,2	58 750	-8,1	8 888	-0,9
Kuopio	32 676	-17,7	28 264	-17,6	4 412	-18,6
North Karelia	33 731	-5,4	29 202	-5,2	4 529	-6,4
Joensuu	18 835	3,0	15 811	1,1	3 024	13,8
Central Finland	88 976	5,2	69 123	3,7	19 853	11,1
Jyväskylä	41 483	-8,1	30 820	-10,3	10 663	-0,9
South Ostrobothnia	52 714	31,6	50 035	31,0	2 679	44,9
Seinäjoki	16 814	35,1	15 446	36,0	1 368	25,7
Ostrobothnia	34 151	1,0	26 320	1,7	7 831	-1,4
Vaasa	25 877	3,7	19 496	6,2	6 381	-3,3
Central Ostrobothnia	13 410	5,3	12 618	9,7	792	-35,8
Kokkola	11 441	14,9	10 822	21,0	619	-39,0
North Ostrobothnia	85 555	6,8	71 634	3,6	13 921	26,6
Oulu	45 928	4,9	35 747	0,7	10 181	22,8
Kainuu	57 596	-0,5	48 236	-4,7	9 360	28,5
Kajaani	8 076	-7,5	7 280	-8,9	796	7,7
Lapland	121 482	6,1	79 193	2,7	42 289	12,9
Rovaniemi	32 919	14,2	16 607	4,1	16 312	26,8
Åland	35 651	-0,9	13 752	-15,3	21 899	10,9
Maarianhamina	23 516	1,0	11 070	-5,1	12 446	7,1

Appendix table 5. Visitor arrivals and nights spend by country of residence, August 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	1 197 669	2 202 225	5,2	1 622 402	5,7
Finland	843 242	1 485 739	1,6	1 072 927	2,2
Foreign countries	354 427	716 486	13,7	549 475	13,3
Sweden	38 118	77 760	-0,2	49 919	-3,0
Germany	54 227	93 392	11,4	68 427	14,6
Russia	67 600	138 612	26,2	109 493	28,4
United Kingdom	13 865	29 617	-6,2	26 983	-7,4
United States	13 304	28 155	16,3	27 224	19,3
Norway	10 304	19 876	7,3	14 215	9,0
Netherlands	8 588	17 293	4,2	11 336	2,2
Italy	21 559	41 035	22,1	32 126	20,7
France	10 997	22 317	5,1	15 621	8,6
Japan	10 571	20 095	10,4	19 511	11,1
Estonia	11 580	24 436	12,8	14 191	6,2
Spain	12 739	26 229	14,5	22 002	16,3

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	14 410 754	3,9	10 453 642	1,5	3 957 112	10,6
January	1 314 805	7,9	776 968	6,8	537 837	9,5
February	1 341 017	1,2	991 202	1,2	349 815	1,5
March	1 673 952	2,9	1 255 265	0,3	418 687	11,8
April	1 397 504	1,1	1 094 513	-3,0	302 991	19,5
May	1 330 649	9,5	965 268	8,1	365 381	13,3
June	2 025 729	4,0	1 503 462	2,1	522 267	9,9
July	3 124 873	1,9	2 381 225	-0,0	743 648	8,5
August	2 202 225	5,2	1 485 739	1,6	716 486	13,7

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Transport and Tourism 2011

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