

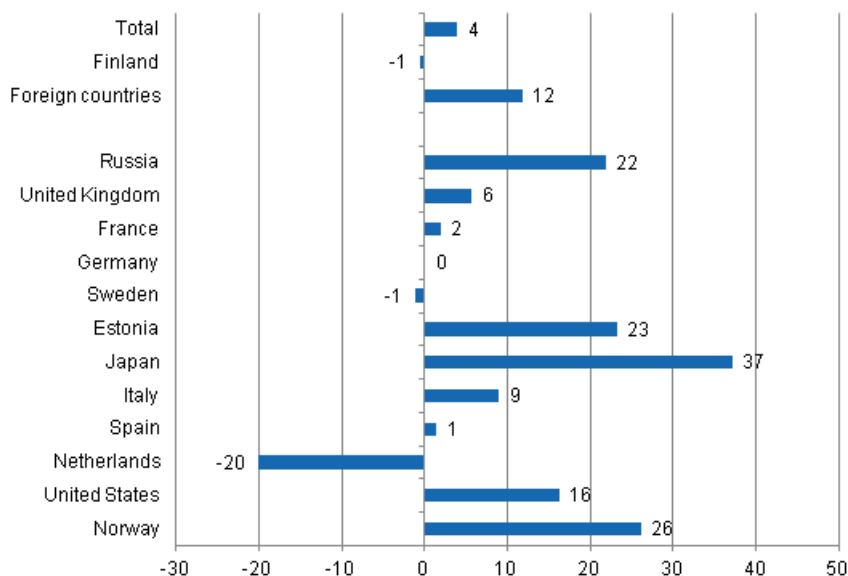
Accommodation statistics

2011, December

Nights spent by foreign tourists in Finland up by 12 per cent in December 2011

The number of recorded nights spent by foreign tourists at Finnish accommodation establishments in December 2011 was 504,000, which was 12 per cent more than in December 2010. The total number of nights spent increased by four per cent from the previous year and altogether 1.3 million overnight stays were recorded at accommodation establishments. The number of nights spent by resident tourists decreased by just under one per cent and totalled 802,000 in December 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 December 2011/2010, %

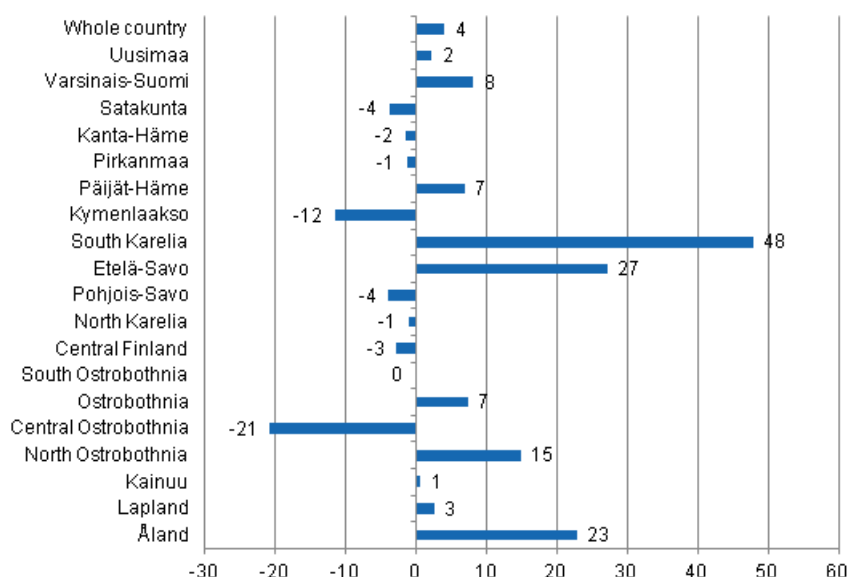


Russians and Britons were the largest groups of foreign tourists in December 2011. Accommodation establishments recorded nearly 141,000 overnight stays for Russian tourists and 104,000 overnight stays for British tourists. The number of nights spent by Russian tourists was 22 per cent up and that of nights

spent by British tourists six per cent up on December 2010. Visitors from France came third with 27,000 nights spent, which was two per cent up year-on-year. However, overnight stays by visitors from Japan increased most, or by 37 per cent, and 17,000 of them were recorded at accommodation establishments in December 2011. Compared with December 2010, the number of nights spent by Norwegian tourists was 26 per cent up and that of nights spent by Estonian tourists 23 per cent up. By contrast, nights spent by Dutch tourists at accommodation establishments fell by as much as one-fifth. When examining the other most important countries of inbound tourism to Finland, the only other one for which a reduction in overnight stays was recorded was Sweden, as visitors from there spent one per cent fewer nights in Finland than in December 2010.

By region, the total number of overnight stays increased most in December 2011 in the regions of South Karelia, up by 48 per cent, and Etelä-Savo, up by 27 per cent. The number of recorded overnight stays grew by 23 per cent in Åland and by 15 per cent in North Ostrobothnia from December 2010. In Varsinais-Suomi overnight stays increased by eight per cent and in both Päijät-Häme and Ostrobothnia by seven per cent. In Lapland, the number of recorded overnight stays was three per cent up year-on-year. Nights spent decreased most in Central Ostrobothnia, 21 per cent down, and in Kymenlaakso, 12 per cent down. In the whole country, overnight stays increased by four per cent from December 2010.

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



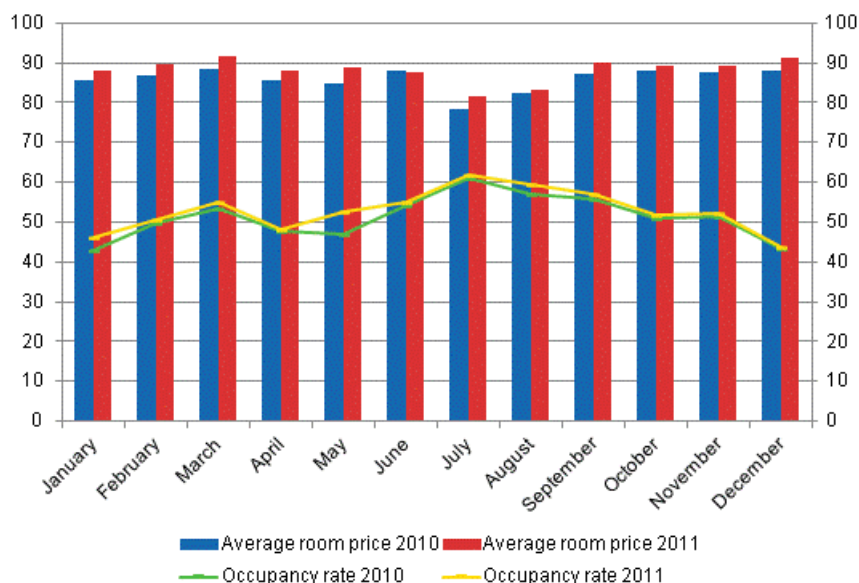
Overnight stays in hotels increased by four per cent in December 2011

The total number of nights spent in hotels rose to 1.1 million in December 2011, which was four per cent up on the year before. Overnight stays by foreign tourists increased by 11 per cent and accommodation establishments recorded a total of 441,000 of them. Recorded nights spent by resident tourists in hotels numbered 700,000. The number was just under one per cent higher than in December 2010.

The occupancy rate of hotel rooms was 43.5 per cent in December 2011. One year earlier it was 43.1 per cent. Examined by region, the highest hotel room occupancy rates were recorded in Lapland, 52.8 per cent, and Uusimaa, 51.8 per cent. In Rovaniemi the hotel room occupancy rate was 76.5 per cent and in Helsinki 55.7 per cent.

In December the realised average price of a hotel room was EUR 91.36 per day for the whole country. Twelve months previously it was EUR 87.88.

Hotel room occupancy rate and the monthly average price

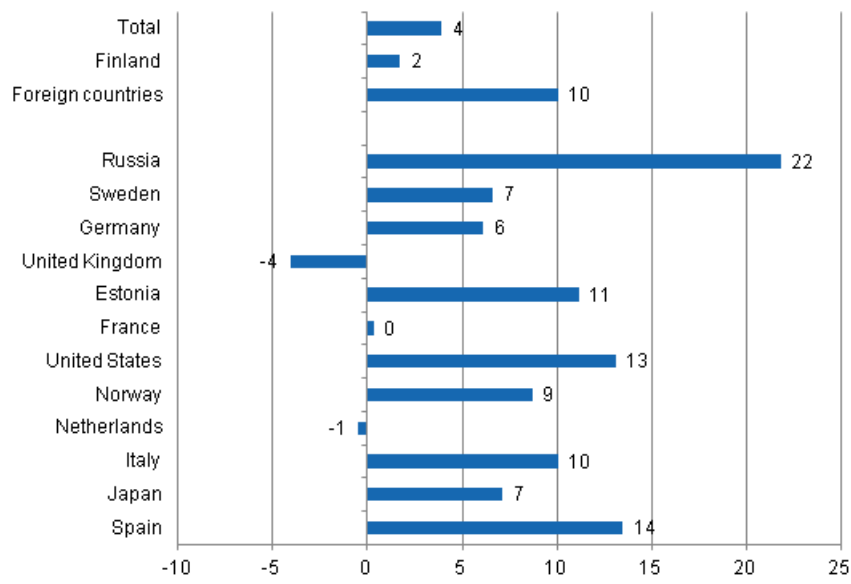


Total number of nights spent at all accommodation establishments went up by four per cent in January to December 2011

In 2011, the number of nights spent at accommodation establishments in Finland totalled close on 20 million, which was four per cent up on the year before. Overnight stays by foreign tourists increased by 10 per cent and accommodation establishments recorded a total of 5.5 million of them. Overnight stays by resident tourists numbered 14.5 million, which was two per cent more than in January to December 2010.

Nearly 1.3 million nights spent at Finnish accommodation establishments were recorded for Russians and, as usual, they were by far the largest group of foreign visitors in 2011. At 22 per cent, the increase in their overnight stays was the largest in January to December. Visitors from Germany and Sweden came next with good 500,000 recorded overnight stays each. This was 6-7 per cent more than in the year before. Britons were next with 390,000 nights spent, even though the number fell by four per cent from the previous year. Over 200,000 overnight stays were recorded for visitors from Estonia, France and the United States. The number of nights spent by visitors from the United States grew by 13 per cent and that of visitors from Estonia by 11 per cent while the number of overnight stays by French visitors was on level with the previous year. Nights spent at Finnish accommodation establishments by visitors from almost all the most important countries of inbound tourism to Finland increased in 2011.

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



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Appendix tables

Appendix table 1. Capacity and its utilization, December 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	958	56 096	41,2	0,1	48,78
Mainland Finland	932	55 250	41,6	0,2	48,77
Uusimaa	134	14 427	51,5	-0,5	59,95
Helsinki	59	8 478	55,7	-0,2	60,02
Varsinais-Suomi	57	3 576	37,6	-0,9	49,13
Turku	22	2 145	41,3	-1,0	47,03
Satakunta	35	1 378	29,5	-3,1	52,74
Pori	10	670	33,2	-5,1	44,42
Kanta-Häme	27	1 367	28,5	-1,1	47,59
Hämeenlinna	11	775	30,8	-0,1	49,78
Pirkanmaa	64	3 922	40,2	-0,8	52,38
Tampere	24	2 469	48,3	0,1	54,64
Päijät-Häme	28	1 880	31,4	2,1	42,97
Lahti	10	711	33,2	1,9	52,04
Kymenlaakso	18	1 040	25,7	-2,5	48,67
Kouvola	8	531	26,3	-0,0	45,82
South Karelia	29	1 595	45,3	5,5	47,20
Lappeenranta	12	842	49,2	2,2	42,82
Etelä-Savo	54	1 992	27,8	1,2	44,13
Mikkeli	7	531	36,6	0,6	48,00
Pohjois-Savo	43	2 464	37,2	-2,7	42,38
Kuopio	13	1 072	44,3	-5,2	47,11
North Karelia	40	1 559	28,6	-1,1	42,62
Joensuu	11	760	36,1	0,2	47,94
Central Finland	46	2 789	36,5	-0,2	38,53
Jyväskylä	13	1 305	39,9	-0,5	53,62
South Ostrobothnia	36	1 576	33,6	-0,4	42,53
Seinäjoki	9	578	42,1	1,5	50,73
Ostrobothnia	26	1 234	33,9	4,0	55,81
Vaasa	8	772	40,7	7,5	59,01
Central Ostrobothnia	14	553	27,1	-0,6	57,69
Kokkola	7	395	34,3	1,9	61,47
North Ostrobothnia	85	4 066	40,3	4,1	41,04
Oulu	11	1 446	50,0	5,4	48,28
Kainuu	37	2 023	37,6	-2,8	34,71
Kajaani	8	492	22,1	-3,7	46,44
Lapland	159	7 809	49,4	1,3	43,55
Rovaniemi	17	1 383	76,9	2,8	50,21
Åland	26	846	14,9	-0,2	.
Maarianhamina	9	504	20,4	1,0	.

Appendix table 2. Nights spend in all establishments, December 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	1 305 930	3,9	801 848	-0,6	504 082	11,8
Mainland Finland	1 300 106	3,8	799 581	-0,6	500 525	11,7
Uusimaa	335 238	2,2	183 102	-1,1	152 136	6,5
Helsinki	224 433	4,1	107 120	0,8	117 313	7,3
Varsinais-Suomi	67 250	8,1	57 828	9,0	9 422	2,8
Turku	42 579	5,9	36 310	6,2	6 269	4,1
Satakunta	16 707	-3,9	13 334	-1,7	3 373	-11,6
Pori	9 338	-5,4	8 199	0,2	1 139	-32,7
Kanta-Häme	20 522	-1,6	17 672	-6,8	2 850	50,8
Hämeenlinna	12 614	2,3	10 330	-7,3	2 284	92,1
Pirkanmaa	81 220	-1,4	69 799	-3,5	11 421	13,4
Tampere	55 380	7,2	46 354	5,7	9 026	16,1
Päijät-Häme	35 182	6,8	27 645	-0,8	7 537	48,6
Lahti	10 796	14,8	7 297	-3,1	3 499	86,4
Kymenlaakso	12 995	-11,6	8 617	-21,3	4 378	16,3
Kouvola	6 519	-11,4	5 207	-18,4	1 312	34,4
South Karelia	42 739	47,9	20 169	60,7	22 570	38,2
Lappeenranta	23 588	83,1	14 243	100,5	9 345	61,6
Etelä-Savo	30 961	27,1	24 689	31,0	6 272	14,0
Mikkeli	10 224	16,2	7 930	12,1	2 294	33,2
Pohjois-Savo	52 486	-4,0	43 631	-5,8	8 855	6,4
Kuopio	25 194	4,0	21 176	1,9	4 018	16,6
North Karelia	24 662	-1,1	19 164	-8,2	5 498	35,6
Joensuu	12 812	1,5	10 343	-2,4	2 469	21,9
Central Finland	72 854	-2,8	54 889	-4,9	17 965	4,1
Jyväskylä	22 990	1,2	18 888	-2,2	4 102	20,4
South Ostrobothnia	28 527	-0,2	27 358	-0,8	1 169	16,3
Seinäjoki	9 911	8,4	9 290	9,8	621	-9,1
Ostrobothnia	18 479	7,3	14 495	4,0	3 984	21,1
Vaasa	12 947	8,8	9 877	4,2	3 070	27,0
Central Ostrobothnia	6 466	-20,8	5 967	-21,5	499	-11,5
Kokkola	5 022	-10,6	4 655	-9,9	367	-18,4
North Ostrobothnia	109 398	14,8	79 672	7,6	29 726	39,5
Oulu	37 327	12,9	30 153	11,1	7 174	21,2
Kainuu	68 214	0,5	53 528	-4,0	14 686	21,7
Kajaani	4 733	-10,2	3 993	-13,4	740	12,6
Lapland	276 206	2,5	78 022	-10,8	198 184	8,9
Rovaniemi	75 097	3,2	14 860	-16,4	60 237	9,6
Åland	5 824	22,9	2 267	18,3	3 557	26,0
Maarianhamina	4 245	46,7	2 014	41,6	2 231	51,6

Appendix table 3. Hotel capacity and capacity utilization, December 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	620	49 353	43,5	0,4	91,36	39,74
Mainland Finland	608	48 729	43,8	0,5	91,37	40,00
Uusimaa	113	14 035	51,8	-0,5	95,92	49,73
Helsinki	52	8 302	55,7	-0,1	97,76	54,50
Varsinais-Suomi	37	3 101	39,8	-0,1	86,25	34,35
Turku	19	2 077	41,8	-0,9	80,22	33,56
Satakunta	23	1 108	34,2	-2,8	80,87	27,63
Pori	7	567	36,1	-3,4	74,76	26,97
Kanta-Häme	17	1 207	30,3	-1,3	83,56	25,35
Hämeenlinna	8	733	30,9	-0,4	89,31	27,58
Pirkanmaa	41	3 345	42,0	-1,1	88,27	37,07
Tampere	21	2 317	47,3	-0,6	88,45	41,85
Päijät-Häme	17	1 744	32,2	1,7	75,11	24,22
Lahti	8	688	32,6	0,9	78,19	25,52
Kymenlaakso	13	878	29,0	-3,0	76,68	22,21
Kouvola	5	407	32,5	1,0	72,73	23,67
South Karelia	18	1 373	50,0	6,4	93,68	46,85
Lappeenranta	7	709	54,9	3,2	83,41	45,76
Etelä-Savo	28	1 536	31,3	1,8	80,54	25,23
Mikkeli	5	486	38,0	0,9	83,77	31,82
Pohjois-Savo	28	2 189	39,0	-1,9	81,11	31,62
Kuopio	8	921	48,1	-2,9	82,48	39,67
North Karelia	24	1 361	31,6	-1,5	76,30	24,12
Joensuu	10	750	36,5	0,2	73,37	26,77
Central Finland	27	2 479	38,5	0,3	96,18	37,04
Jyväskylä	9	1 199	42,0	-0,0	85,14	35,77
South Ostrobothnia	22	1 335	38,6	0,8	75,36	29,06
Seinäjoki	8	578	42,1	1,5	74,29	31,26
Ostrobothnia	21	1 189	34,9	4,5	81,44	28,40
Vaasa	8	772	40,7	7,5	82,65	33,63
Central Ostrobothnia	10	505	28,1	-1,9	80,86	22,70
Kokkola	5	367	34,8	0,4	81,18	28,28
North Ostrobothnia	49	3 301	41,4	4,4	84,60	34,98
Oulu	10	1 418	49,9	5,2	80,05	39,98
Kainuu	21	1 641	40,3	-2,9	79,81	32,19
Kajaani	7	445	24,6	-4,0	73,67	18,09
Lapland	99	6 402	52,8	3,0	102,0	53,83
Rovaniemi	12	1 246	76,5	2,2	116,2	88,90
Åland	12	624	18,4	0,7	.	.
Maarianhamina	6	416	24,0	2,5	.	.

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, December 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	1 140 590	4,3	699 669	0,6	440 921	10,7
Mainland Finland	1 136 108	4,2	697 692	0,5	438 416	10,5
Uusimaa	320 702	1,4	176 183	-1,7	144 519	5,5
Helsinki	212 756	3,5	101 946	0,4	110 810	6,5
Varsinais-Suomi	61 183	8,0	52 876	8,9	8 307	3,0
Turku	41 769	6,3	35 850	6,2	5 919	7,1
Satakunta	14 221	-2,5	11 229	2,1	2 992	-16,6
Pori	7 720	-4,1	6 833	6,1	887	-44,7
Kanta-Häme	17 733	-1,1	14 958	-7,2	2 775	53,0
Hämeenlinna	11 705	2,5	9 421	-8,0	2 284	92,1
Pirkanmaa	67 273	1,0	57 878	-0,3	9 395	10,0
Tampere	50 246	6,3	42 056	5,0	8 190	14,0
Päijät-Häme	29 518	5,8	22 910	-1,4	6 608	41,4
Lahti	9 946	9,2	7 036	-3,7	2 910	61,7
Kymenlaakso	11 402	-9,3	7 404	-19,6	3 998	18,7
Kouvola	5 722	-2,0	4 415	-11,7	1 307	55,6
South Karelia	40 138	43,3	18 546	55,6	21 592	34,2
Lappeenranta	21 565	70,2	13 098	85,8	8 467	50,7
Etelä-Savo	25 519	34,9	21 843	36,8	3 676	24,5
Mikkeli	9 479	16,6	7 557	11,2	1 922	44,2
Pohjois-Savo	47 505	-3,0	40 262	-5,2	7 243	11,4
Kuopio	22 695	3,8	19 303	1,0	3 392	23,8
North Karelia	23 021	-1,3	18 060	-8,6	4 961	38,8
Joensuu	12 789	1,5	10 324	-2,4	2 465	21,9
Central Finland	68 484	-2,1	50 802	-4,3	17 682	5,0
Jyväskylä	22 739	0,2	18 737	-2,9	4 002	17,5
South Ostrobothnia	25 812	-1,2	24 688	-1,8	1 124	15,4
Seinäjoki	9 474	6,6	8 853	7,9	621	-9,1
Ostrobothnia	17 025	6,3	13 041	2,4	3 984	21,1
Vaasa	12 947	8,8	9 877	4,2	3 070	27,0
Central Ostrobothnia	5 691	-16,3	5 279	-17,5	412	4,6
Kokkola	4 787	-10,8	4 507	-9,8	280	-24,9
North Ostrobothnia	78 389	12,9	58 464	9,4	19 925	24,6
Oulu	34 756	13,5	28 650	12,1	6 106	20,3
Kainuu	52 605	0,5	44 194	-1,6	8 411	13,7
Kajaani	4 690	-9,9	3 950	-13,4	740	14,7
Lapland	229 887	5,3	59 075	-6,0	170 812	9,8
Rovaniemi	65 806	2,9	13 072	-15,6	52 734	8,8
Åland	4 482	34,6	1 977	22,5	2 505	46,0
Maarianhamina	3 981	45,9	1 842	36,8	2 139	54,8

Appendix table 5. Visitor arrivals and nights spend by country of residence, December 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	669 447	1 305 930	3,9	1 140 590	4,3
Finland	455 349	801 848	-0,6	699 669	0,6
Foreign countries	214 098	504 082	11,8	440 921	10,7
Sweden	12 595	20 190	-1,2	18 657	-2,5
Germany	9 860	24 764	0,0	22 601	-0,7
Russia	69 002	140 526	21,8	119 090	20,3
United Kingdom	32 401	104 337	5,7	90 486	5,9
United States	3 759	8 810	16,2	8 428	17,3
Norway	4 125	7 994	26,2	7 419	21,4
Netherlands	3 401	8 965	-20,1	7 420	-18,8
Italy	5 940	16 254	8,9	14 776	8,7
France	8 280	27 077	1,9	24 277	0,7
Japan	8 322	17 136	37,2	16 583	37,0
Estonia	7 929	20 112	23,3	13 531	14,7
Spain	4 808	13 663	1,4	11 977	-1,7

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	19 990 515	3,9	14 479 741	1,7	5 510 774	10,1
January	1 315 601	7,9	777 836	6,9	537 765	9,4
February	1 342 578	1,4	991 992	1,2	350 586	1,7
March	1 674 994	3,0	1 255 743	0,3	419 251	12,0
April	1 397 732	1,1	1 094 773	-3,0	302 959	19,5
May	1 329 564	9,4	966 269	8,3	363 295	12,7
June	2 030 332	4,3	1 505 488	2,3	524 844	10,5
July	3 137 690	2,3	2 393 786	0,5	743 904	8,5
August	2 201 318	5,2	1 489 462	1,8	711 856	12,9
September	1 570 141	4,5	1 170 341	2,6	399 800	10,6
October	1 398 378	2,5	1 084 640	0,9	313 738	8,5
November	1 286 257	3,0	947 563	2,6	338 694	3,9
December	1 305 930	3,9	801 848	-0,6	504 082	11,8

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