

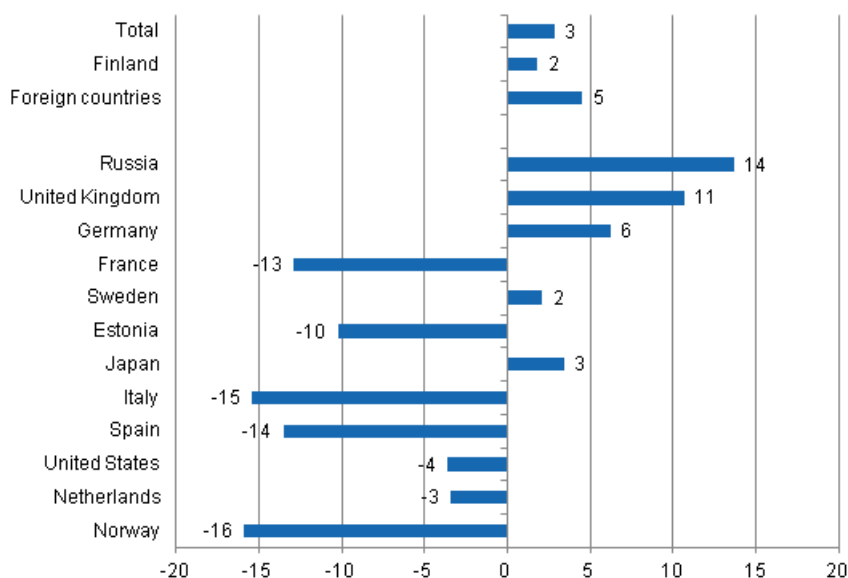
# Accommodation statistics

2012, December

## Nights spent by foreign tourists in Finland up by 4.5 per cent in December 2012

The number of recorded nights spent by foreign tourists at Finnish accommodation establishments in December 2012 was 525,000, which was 4.5 per cent more than in December 2011. The number of nights spent by resident tourists went up by 1.8 per cent and totalled 818,000 in December 2012. The total number of overnight stays increased by 2.8 per cent from the year before. Accommodation establishments recorded a total of 1.3 million of them in December 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 20 beds or caravan pitches with electricity connection, and youth hostels.

### Change in overnight stays in December 2012/2011, %

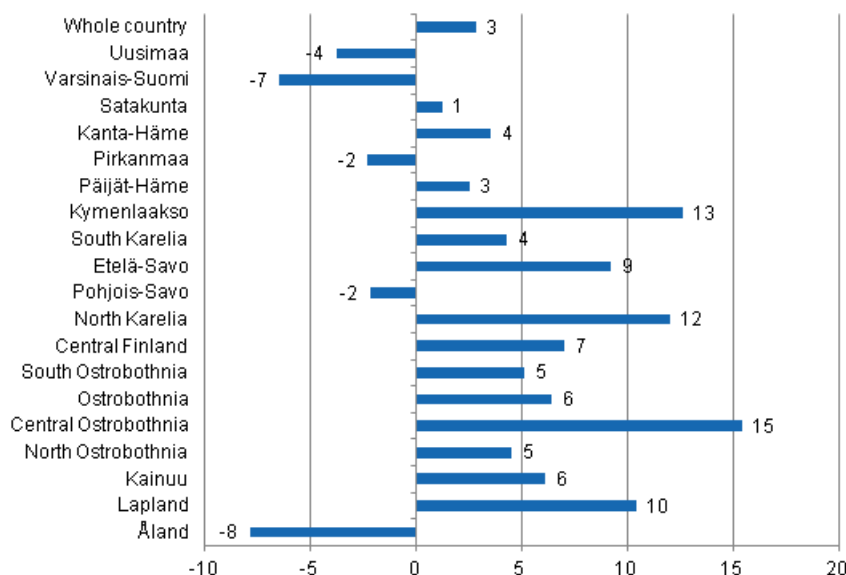


Russians and Brits were the largest groups of foreign tourists in December 2012. Accommodation establishments recorded 160,000 overnight stays for Russian tourists and good 114,000 overnight stays for British tourists. The number of nights spent by Russian tourists was 13.7 per cent up and that of nights

spent by British tourists 10.7 per cent up on December 2011. Visitors from Germany came third with 26,000 nights spent, which was 6.2 per cent up year-on-year. Swedish and Japanese tourists overnight stays increased by 2-3 per cent compared to December 2011. By contrast, nights spent in Finland by visitors from the other most important inbound tourism countries decreased from the year before. The biggest drops were seen in overnight stays by Norwegians, 15.9 per cent and by Italians, 15.4 per cent. Overnight stays by Spanish visitors decreased by 13.5 per cent, and those by visitors from France by 12.9 per cent compared to 2011. Accommodation establishments recorded 10.2 per cent less overnight stays by Estonian visitors compared to December 2011.

By region, the total number of overnight stays increased most in December 2012 in Central Ostrobothnia, up by 15.4 per cent. In Kymenlaakso, overnight stays grew by 12.6 per cent, in North Karelia by 12.0 per cent and in Lapland by 10.4 per cent. Overnight stays decreased most in Åland, 7.9 per cent down, and in Varsinais-Suomi, 6.5 per cent down. Overnight stays in the whole country increased by 2.8 per cent from last year.

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



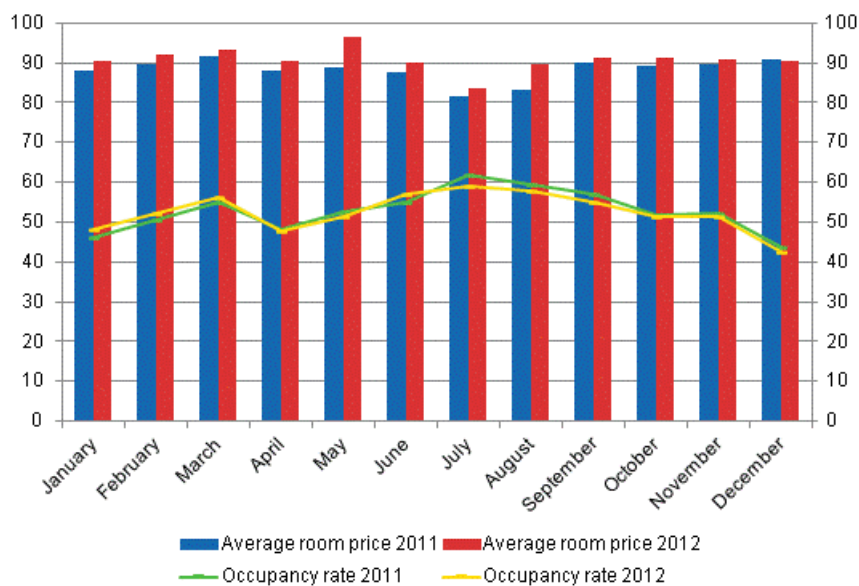
### Overnight stays in hotels increased by 1.2 per cent in December 2012

In December 2012, the total number of nights spent in hotels was just under 1.2 million, which was 1.2 per cent higher than twelve months earlier. Overnight stays by foreign tourists increased by 3.8 per cent and accommodation establishments recorded a total of good 456,000 of them. Recorded nights spent by resident tourists in hotels numbered 699,000. The number was 0.4 per cent lower than in December 2011.

The occupancy rate of hotel rooms was 42.3 per cent in December. One year earlier, it was 43.6 per cent. Examined by region, the highest hotel room occupancy rates were recorded in Lapland, 56.7 per cent, and Uusimaa, 49.6 per cent. In Rovaniemi, the hotel room occupancy rate was 78.2 per cent and in Vantaa 62.9 per cent. Hotel room occupancy rate in Helsinki was 52.6 per cent.

In December, the realised average price of a hotel room was EUR 90.54 per day for the whole country. Twelve months previously it was EUR 90.93.

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

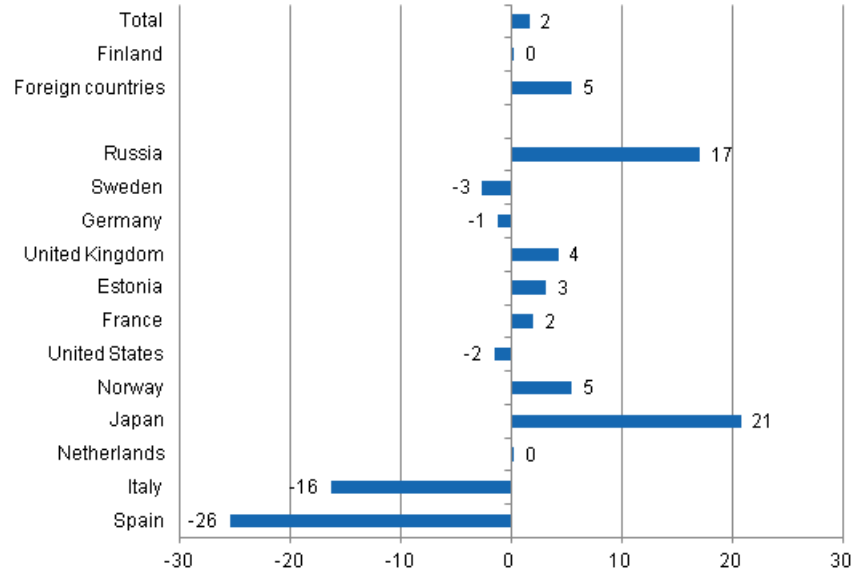


### *Total number of nights spent at all accommodation establishments went up by 1.6 per cent in January to December 2012*

In 2012, the number of nights spent at accommodation establishments in Finland totalled a record 20 million, which was 1.6 per cent up on the year before. Overnight stays by foreign tourists increased by 5.4 per cent and accommodation establishments recorded a total of 5.8 million of them. Overnight stays by resident tourists numbered 14.5 million, which was almost the same as in 2011.

Accommodation establishments recorded 1.5 million overnight stays for Russians and, as usual, they were by far the largest group of foreign visitors in 2012. At 17.1 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. Overnight stays by Swedish visitors decreased by 2.7 per cent, and those by visitors from Germany by 1.2 per cent compared to 2011. By contrast, the numbers of overnight stays by visitors from Great Britain increased and was 405,000, which was 4.2 per cent more than in January-December 2011. Estonian visitors spent 235,000 nights, which was 3.1 per cent up on twelve months earlier. The number of nights spent by visitors from France rose to nearly 218,000, which was 2.0 per cent up on January-December 2011. However, among the most important countries of inbound tourism into Finland, overnight stays of visitors from Japan increased most, or by 20.8 per cent, and 177,000 overnight stays were recorded for them. In 2012, the biggest decreases in overnight stays were seen for visitors from Spain, down by 25.5 per cent, and Italy, down by 16.4 per cent.

**Change in overnight stays in January-December 2012/2011, %**



# Contents

## Tables

### Appendix tables

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

## Appendix tables

**Appendix table 1. Capacity and its utilization, December 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	1 045	58 426	39,8	-1,5	47,79
Mainland Finland	1 019	57 505	40,3	-1,5	47,74
Uusimaa	141	14 643	49,0	-2,5	61,46
Helsinki	59	8 570	52,4	-3,3	62,82
Varsinais-Suomi	60	3 649	36,6	-1,4	47,03
Turku	23	2 211	41,1	-0,1	46,84
Satakunta	36	1 511	26,8	-2,6	48,94
Pori	12	836	31,7	-1,5	41,63
Kanta-Häme	29	1 431	27,7	-0,8	46,95
Hämeenlinna	12	777	29,5	-1,3	50,57
Pirkanmaa	66	4 343	34,3	-5,9	49,23
Tampere	26	2 875	39,9	-8,4	52,06
Päijät-Häme	32	1 910	32,1	0,7	41,38
Lahti	10	638	40,2	7,0	50,41
Kymenlaakso	23	1 143	24,6	-1,0	47,73
Kouvola	8	539	25,0	-1,1	44,47
South Karelia	33	1 700	42,2	-3,1	46,57
Lappeenranta	13	925	47,9	-1,3	45,76
Etelä-Savo	69	2 127	26,8	-1,0	39,49
Mikkeli	13	593	33,8	-2,9	46,29
Pohjois-Savo	46	2 605	34,6	-3,8	42,93
Kuopio	16	1 270	39,5	-8,1	47,29
North Karelia	49	1 561	30,7	2,1	43,36
Joensuu	11	730	37,4	1,3	48,58
Central Finland	47	2 996	35,5	-1,0	39,67
Jyväskylä	13	1 475	33,5	-6,4	52,51
South Ostrobothnia	42	1 712	30,3	-3,3	41,44
Seinäjoki	9	560	38,8	-3,3	52,82
Ostrobothnia	28	1 241	34,4	0,6	53,21
Vaasa	8	776	42,3	1,6	56,42
Central Ostrobothnia	14	543	26,6	-0,6	53,29
Kokkola	7	386	32,3	-1,9	55,56
North Ostrobothnia	94	4 265	38,8	-1,5	37,63
Oulu	12	1 583	48,0	-2,1	48,08
Kainuu	38	2 133	38,3	0,8	37,76
Kajaani	7	452	26,7	4,6	48,71
Lapland	172	7 992	51,9	2,3	41,93
Rovaniemi	17	1 377	75,5	-1,4	51,52
Åland	26	921	13,9	-1,0	.
Maarianhamina	9	500	19,9	-0,5	.

**Appendix table 2. Nights spend in all establishments, December 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	1 343 611	2,8	818 398	1,8	525 213	4,5
Mainland Finland	1 338 249	2,9	815 860	1,8	522 389	4,6
Uusimaa	322 332	-3,8	174 837	-4,4	147 495	-3,1
Helsinki	210 721	-6,1	98 068	-8,5	112 653	-4,0
Varsinais-Suomi	63 166	-6,5	53 946	-7,5	9 220	-0,4
Turku	41 674	-2,1	34 670	-4,5	7 004	11,7
Satakunta	16 903	1,2	14 089	5,7	2 814	-16,6
Pori	10 784	15,5	9 336	13,9	1 448	27,1
Kanta-Häme	21 248	3,5	19 221	8,8	2 027	-28,9
Hämeenlinna	11 512	-8,7	10 324	-0,1	1 188	-48,0
Pirkanmaa	79 352	-2,3	71 291	2,1	8 061	-29,4
Tampere	52 445	-5,3	45 814	-1,2	6 631	-26,5
Päijät-Häme	36 078	2,5	29 014	5,0	7 064	-6,3
Lahti	10 478	-2,9	7 394	1,3	3 084	-11,9
Kymenlaakso	14 688	12,6	9 249	6,7	5 439	24,2
Kouvola	6 674	1,6	5 155	-2,0	1 519	15,8
South Karelia	44 560	4,3	19 628	-2,7	24 932	10,5
Lappeenranta	26 468	12,2	13 733	-3,6	12 735	36,3
Etelä-Savo	33 815	9,2	23 702	-4,0	10 113	61,2
Mikkeli	11 159	9,1	7 671	-3,3	3 488	52,0
Pohjois-Savo	51 332	-2,2	41 990	-3,8	9 342	5,5
Kuopio	25 885	2,7	21 257	0,4	4 628	15,2
North Karelia	27 624	12,0	20 363	6,3	7 261	32,3
Joensuu	13 267	3,6	9 921	-4,1	3 346	35,5
Central Finland	77 949	7,0	58 495	6,6	19 454	8,3
Jyväskylä	23 556	2,5	19 735	4,5	3 821	-6,9
South Ostrobothnia	29 603	5,1	28 445	5,3	1 158	-0,9
Seinäjoki	8 864	-10,6	8 274	-10,9	590	-5,0
Ostrobothnia	19 591	6,4	16 312	11,4	3 279	-13,0
Vaasa	14 272	10,2	11 631	17,8	2 641	-14,0
Central Ostrobothnia	7 464	15,4	7 012	17,5	452	-9,4
Kokkola	5 427	8,1	5 082	9,2	345	-6,0
North Ostrobothnia	114 339	4,5	81 500	2,3	32 839	10,5
Oulu	37 785	1,2	30 730	1,9	7 055	-1,7
Kainuu	72 151	6,1	56 295	5,6	15 856	8,0
Kajaani	5 535	16,9	4 731	18,5	804	8,6
Lapland	306 054	10,4	90 471	13,0	215 583	9,3
Rovaniemi	73 809	-1,7	14 752	-0,7	59 057	-2,0
Åland	5 362	-7,9	2 538	12,0	2 824	-20,6
Maarianhamina	3 990	-6,0	1 852	-8,0	2 138	-4,2

**Appendix table 3. Hotel capacity and capacity utilization, December 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	633	50 979	42,3	-1,3	90,54	38,27
Mainland Finland	620	50 228	42,7	-1,2	90,56	38,64
Uusimaa	117	14 272	49,6	-2,2	96,55	47,91
Helsinki	53	8 452	52,6	-3,2	99,05	52,08
Varsinais-Suomi	35	3 105	40,3	-0,2	77,65	31,30
Turku	18	2 052	42,6	0,8	79,94	34,05
Satakunta	24	1 244	29,5	-4,6	78,12	23,08
Pori	9	733	32,5	-3,5	71,77	23,35
Kanta-Häme	18	1 264	29,4	-0,9	83,29	24,50
Hämeenlinna	8	728	29,6	-1,3	86,41	25,59
Pirkanmaa	43	3 804	35,1	-6,9	86,27	30,26
Tampere	24	2 751	38,5	-8,8	85,82	33,04
Päijät-Häme	17	1 740	33,4	1,1	73,87	24,66
Lahti	7	600	40,8	8,1	78,13	31,86
Kymenlaakso	15	934	28,1	-0,9	82,90	23,29
Kouvola	5	419	30,7	-1,8	80,01	24,56
South Karelia	17	1 342	46,5	-3,5	95,93	44,60
Lappeenranta	7	712	52,9	-2,0	87,37	46,17
Etelä-Savo	28	1 585	29,3	-2,0	75,69	22,17
Mikkeli	7	514	35,1	-2,8	87,74	30,83
Pohjois-Savo	28	2 297	36,4	-2,7	81,70	29,74
Kuopio	10	1 100	42,2	-5,8	84,22	35,58
North Karelia	24	1 306	34,2	2,6	79,05	27,05
Joensuu	9	707	37,4	0,9	76,09	28,43
Central Finland	28	2 667	37,4	-1,1	100,83	37,73
Jyväskylä	10	1 372	35,0	-7,0	86,30	30,17
South Ostrobothnia	26	1 459	35,5	-3,1	76,25	27,07
Seinäjoki	8	560	38,8	-3,3	76,30	29,61
Ostrobothnia	22	1 193	35,3	0,6	81,83	28,91
Vaasa	8	776	42,3	1,6	83,27	35,19
Central Ostrobothnia	10	496	27,7	-0,3	82,04	22,75
Kokkola	5	358	33,2	-1,6	83,91	27,86
North Ostrobothnia	48	3 436	40,2	-1,2	78,32	31,48
Oulu	11	1 555	48,0	-2,0	78,33	37,59
Kainuu	22	1 762	42,4	2,1	79,76	33,84
Kajaani	6	405	29,9	5,3	76,22	22,78
Lapland	98	6 322	56,7	3,8	99,55	56,45
Rovaniemi	12	1 240	78,2	1,7	115,95	90,71
Åland	13	751	15,6	-2,8	.	.
Maarianhamina	6	442	21,9	-2,1	.	.

1) RevPar = Average accommodation sales revenue per available room. Calculation formula. RevPar = Average room price \* Occupancy rate.



**Appendix table 4. Nights spend in hotels, December 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	1 155 813	1,2	699 278	-0,4	456 535	3,8
Mainland Finland	1 151 162	1,2	697 077	-0,4	454 085	3,8
Uusimaa	310 784	-3,1	167 931	-4,7	142 853	-1,2
Helsinki	201 858	-5,1	93 298	-8,5	108 560	-2,0
Varsinais-Suomi	59 291	-4,2	50 794	-5,2	8 497	1,8
Turku	40 587	-2,8	34 091	-4,9	6 496	9,7
Satakunta	14 538	2,2	12 201	8,7	2 337	-21,9
Pori	9 365	21,3	8 348	22,2	1 017	14,7
Kanta-Häme	18 382	3,7	16 441	9,9	1 941	-30,1
Hämeenlinna	10 418	-11,0	9 256	-1,8	1 162	-49,1
Pirkanmaa	65 714	-2,3	58 791	1,6	6 923	-26,3
Tampere	48 705	-3,1	42 621	1,3	6 084	-25,7
Päijät-Häme	29 752	0,8	23 385	2,1	6 367	-3,6
Lahti	9 845	-1,0	7 036	0,0	2 809	-3,5
Kymenlaakso	11 727	2,9	7 188	-2,9	4 539	13,5
Kouvola	5 426	-5,2	4 029	-8,7	1 397	6,9
South Karelia	37 107	-7,6	16 422	-11,5	20 685	-4,2
Lappeenranta	21 158	-1,9	11 786	-10,0	9 372	10,7
Etelä-Savo	24 063	-5,7	19 522	-10,6	4 541	23,5
Mikkeli	9 495	0,2	7 012	-7,2	2 483	29,2
Pohjois-Savo	45 166	-4,9	38 306	-4,9	6 860	-5,3
Kuopio	22 766	0,3	19 351	0,2	3 415	0,7
North Karelia	24 248	5,3	18 439	2,1	5 809	17,1
Joensuu	12 565	-1,8	9 432	-8,6	3 133	27,1
Central Finland	72 458	5,8	53 688	5,7	18 770	6,2
Jyväskylä	23 090	1,5	19 271	2,8	3 819	-4,6
South Ostrobothnia	27 477	6,5	26 526	7,4	951	-15,4
Seinäjoki	8 451	-10,8	7 861	-11,2	590	-5,0
Ostrobothnia	17 779	4,8	14 542	10,2	3 237	-14,1
Vaasa	14 272	10,2	11 631	17,8	2 641	-14,0
Central Ostrobothnia	5 922	4,1	5 520	4,6	402	-2,4
Kokkola	4 896	2,3	4 559	1,2	337	20,4
North Ostrobothnia	80 101	2,2	57 988	-0,8	22 113	11,0
Oulu	34 862	0,3	29 083	1,5	5 779	-5,4
Kainuu	59 208	12,6	47 203	6,8	12 005	42,7
Kajaani	5 504	17,4	4 700	19,0	804	8,6
Lapland	247 445	7,3	62 190	2,6	185 255	8,9
Rovaniemi	66 543	1,1	13 894	6,3	52 649	-0,2
Åland	4 651	3,8	2 201	11,3	2 450	-2,2
Maarianhamina	3 804	-4,4	1 758	-4,6	2 046	-4,3

**Appendix table 5. Visitor arrivals and nights spend by country of residence, December 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	675 004	1 343 611	2,8	1 155 813	1,2
Finland	452 138	818 398	1,8	699 278	-0,4
Foreign countries	222 866	525 213	4,5	456 535	3,8
Sweden	13 321	20 587	2,1	19 745	6,0
Germany	9 736	26 227	6,2	23 271	3,2
Russia	75 259	160 078	13,7	129 788	8,7
United Kingdom	35 437	114 474	10,7	99 542	11,2
United States	3 872	8 482	-3,6	8 306	-1,4
Norway	3 585	6 732	-15,9	6 350	-14,6
Netherlands	3 450	8 397	-3,4	6 863	-4,3
Italy	4 745	13 746	-15,4	12 637	-14,4
France	7 551	23 207	-12,9	21 099	-11,7
Japan	8 903	17 715	3,4	17 130	3,3
Estonia	7 127	17 765	-10,2	13 216	-0,9
Spain	4 286	12 593	-13,5	11 216	-12,9

**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	20 317 132	1,6	14 513 176	0,2	5 803 956	5,4
January	1 402 874	6,6	786 382	1,1	616 492	14,7
February	1 458 832	8,7	1 027 526	3,6	431 306	23,0
March	1 739 878	3,9	1 289 438	2,8	450 440	7,4
April	1 395 247	-0,2	1 076 684	-1,6	318 563	5,2
May	1 340 572	0,8	952 491	-1,4	388 081	6,9
June	2 130 407	4,9	1 575 623	4,7	554 784	5,7
July	3 025 894	-3,5	2 293 456	-4,2	732 438	-1,3
August	2 216 899	0,7	1 513 544	1,6	703 355	-1,2
September	1 555 183	-1,0	1 152 688	-1,5	402 495	0,7
October	1 396 297	-0,1	1 071 497	-1,2	324 800	3,5
November	1 311 438	2,1	955 449	0,9	355 989	5,3
December	1 343 611	2,8	818 398	1,8	525 213	4,5

---

Suomen virallinen tilasto  
Finlands officiella statistik  
Official Statistics of Finland

Transport and Tourism 2013

### Inquiries

Marjut Tuominen 09 1734 3556

Ossi Nurmi 09 1734 2984

Director in charge:

Hannele Orjala

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

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

Source: Accommodation Statistics. Statistics Finland