

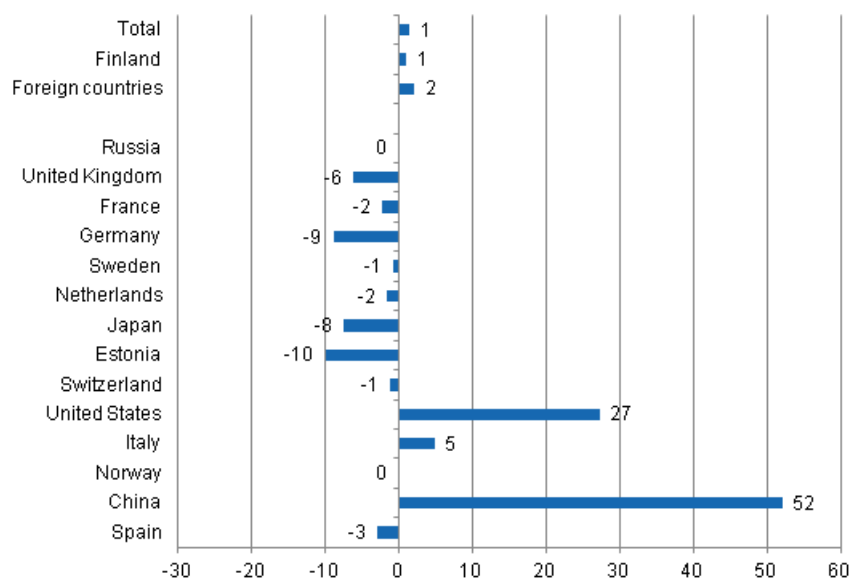
# Accommodation statistics

2014, January

## Nights spent by foreign tourists in Finland up by 2 per cent in January 2014

Overnight stays by foreign tourists increased by 2.0 per cent and they spent close on 621,000 nights at Finnish accommodation establishments in January 2014. The number of nights spent by resident tourists grew by 0.9 per cent and totalled nearly 760,000. A total of nearly 1.4 million overnight stays were recorded at Finnish accommodation establishments in January 2014, which is 1.4 per cent more than in January 2013. 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 January 2014/2013, %

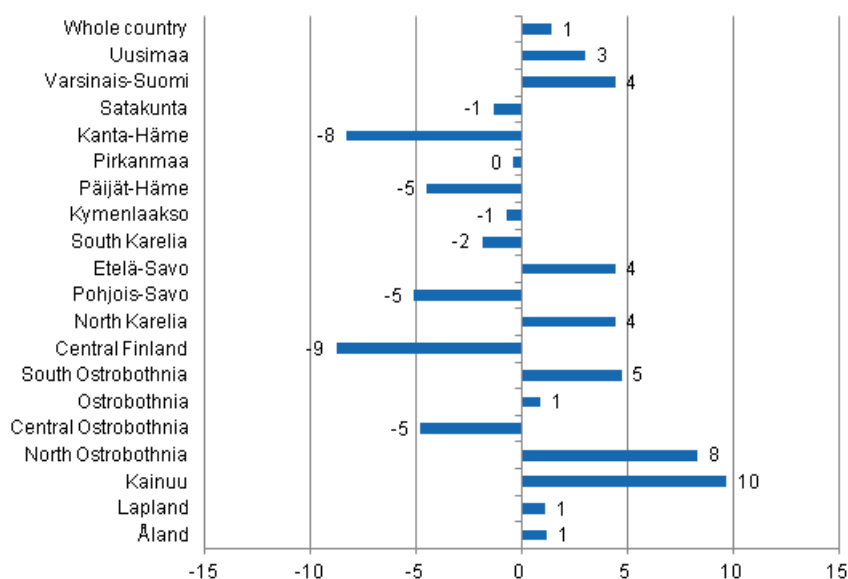


Russians were by far the largest group of foreign tourists in January 2014 with their 312,000 overnight stays. The number was nearly the same as in January 2013. However, Russian visitors accounted for 50.3 per cent of all overnight stays by foreign visitors. British tourists came next with 42,000 nights spent,

which was 6.2 per cent down on January 2013. French and German visitors came third. Around 29,000 overnight stays were recorded for both groups. Overnight stays by French visitors decreased by 2.3 per cent, and those by visitors from Germany by 8.9 per cent compared to the previous year. Overnight stays by Swedish tourists numbered close on 23,000 million, which was 0.8 per cent fewer than in January 2013. The largest growth percentages came from far-off countries. Overnight stays by Chinese tourists increased by 52.1 per cent and those by American tourists by 27.3 per cent.

By region, the total number of overnight stays increased most in January in Kainuu, up by 9.7 per cent. The number of overnight stays grew by 8.3 per cent in North Ostrobothnia and by 4.7 per cent in South Ostrobothnia. In Varsinais-Suomi, Etelä-Savo and North Karelia increased by four per cent. Nights spent decreased most in Central Finland, 8.8 per cent down, and in Kanta-Häme, 8.3 per cent down. Overnight stays in the whole country increased by 1.4 per cent from last year.

### Change in overnight stays in January by region 2014 / 2013, %



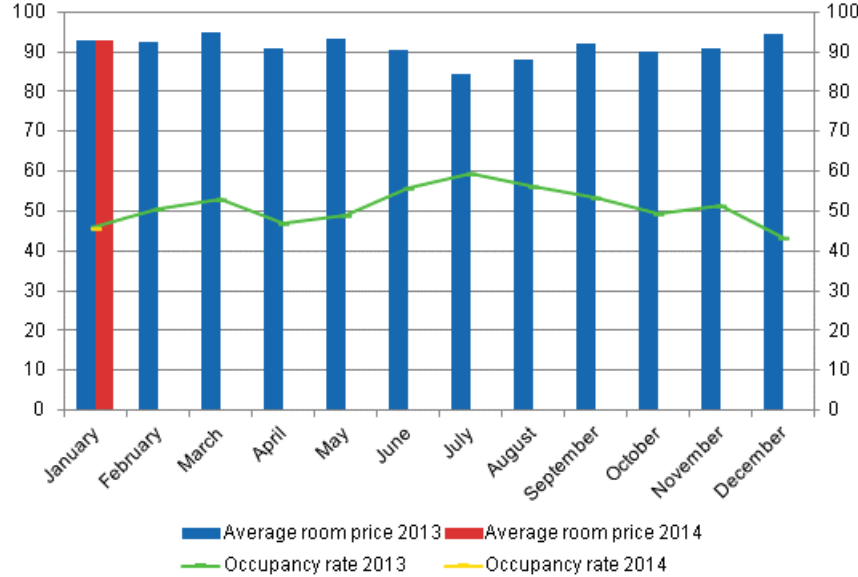
### Overnight stays at hotels remained at last year's level

The total number of nights spent in hotels was close on 1.2 million in January 2014, which was almost the same as one year before. Overnight stays by foreign tourists increased by 1.1 per cent and hotels recorded a total of 526,000 of them. Recorded nights spent by resident tourists in hotels numbered 662,000. The number was 0.7 per cent lower than in January 2013.

The occupancy rate of hotel rooms was 45.7 per cent in January. One year earlier, it was 46.0 per cent. Among the regions, the highest occupancy rates of hotel rooms were measured in Uusimaa, 56.3 per cent, and South Karelia, 53.4 per cent. In Vantaa, the hotel room occupancy rate was 67.4 per cent and in Imatra 65.7 per cent. Hotel room occupancy rate in Helsinki was 59.9 per cent.

In January 2014, the realised average price of a hotel room was EUR 92.67 per day for the whole country. One year earlier, it was nearly the same at EUR 92.73.

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



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## Appendix tables

**Appendix table 1.1. Capacity and its utilization, January 2014**

Region	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 10 %)
Whole country	1,082	58,781	42.8	-0.1	53.85
Mainland Finland	1,059	58,029	43.2	-0.1	53.86
Uusimaa	140	14,784	55.7	0.4	65.55
Varsinais-Suomi	59	3,626	37.2	1.9	52.34
Satakunta	40	1,552	29.5	-2.7	56.92
Kanta-Häme	29	1,357	29.5	-0.1	48.89
Pirkanmaa	69	4,375	36.8	-0.8	53.23
Päijät-Häme	34	2,000	37.6	-3.1	45.88
Kymenlaakso	28	1,166	33.4	-0.7	49.79
South Karelia	35	1,699	49.6	-0.4	51.51
Etelä-Savo	76	2,175	33.0	-0.4	38.37
Pohjois-Savo	50	2,585	40.0	-2.3	47.35
North Karelia	49	1,454	38.2	2.0	46.13
Central Finland	46	3,088	42.5	-0.0	46.12
South Ostrobothnia	49	1,730	31.1	-3.3	41.90
Ostrobothnia	29	1,299	34.8	-4.4	59.30
Central Ostrobothnia	14	544	33.3	0.9	56.66
North Ostrobothnia	95	4,257	39.6	3.1	44.76
Kainuu	43	2,216	38.7	0.2	42.24
Lapland	174	8,122	45.5	-0.8	51.84
Åland	23	752	14.9	0.5	..

**Appendix table 2.1. Nights spend in all establishments, January 2014**

Region	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	1,380,417	1.4	759,765	0.9	620,652	2.0
Mainland Finland	1,374,438	1.4	756,628	0.9	617,810	2.0
Uusimaa	374,745	3.0	185,556	-0.4	189,189	6.6
Varsinais-Suomi	62,969	4.4	49,843	3.8	13,126	6.5
Satakunta	18,175	-1.3	14,097	-0.0	4,078	-5.6
Kanta-Häme	21,115	-8.3	17,064	-0.8	4,051	-30.2
Pirkanmaa	85,009	-0.4	69,171	1.7	15,838	-8.6
Päijät-Häme	44,845	-4.5	32,763	-8.1	12,082	6.9
Kymenlaakso	21,381	-0.7	10,780	-3.0	10,601	1.6
South Karelia	54,088	-1.9	15,270	-12.3	38,818	3.0
Etelä-Savo	42,542	4.4	22,863	1.1	19,679	8.4
Pohjois-Savo	59,094	-5.1	37,977	-5.3	21,117	-4.8
North Karelia	33,428	4.4	19,728	6.3	13,700	1.9
Central Finland	79,866	-8.8	52,776	-13.3	27,090	1.4
South Ostrobothnia	30,058	4.7	27,610	4.6	2,448	5.1
Ostrobothnia	20,259	0.9	15,782	-0.7	4,477	7.0
Central Ostrobothnia	7,753	-4.8	6,995	-4.9	758	-3.9
North Ostrobothnia	109,837	8.3	64,382	9.9	45,455	6.0
Kainuu	75,727	9.7	47,057	10.0	28,670	9.3
Lapland	233,547	1.1	66,914	13.0	166,633	-3.0
Åland	5,979	1.2	3,137	6.3	2,842	-3.8

**Appendix table 3.1. Hotel capacity and capacity utilization, January 2014**

Region / municipality	Number of establishments	Number of bedrooms	Occupancy rate of bedrooms, %	Change compared to previous year, %-units	Room price, euros (incl. VAT 10 %)	<sup>1)</sup> RevPAR, euros (incl. VAT 10 %)
Whole country	621	50,972	45.7	-0.3	92.67	42.31
Mainland Finland	611	50,422	46.0	-0.3	92.68	42.60
Uusimaa	114	14,377	56.3	0.3	97.69	54.97
Espoo	11	1,189	49.8	-0.6	81.16	40.38
Helsinki	54	8,625	59.9	0.3	100.86	60.40
Vantaa	11	2,183	67.4	-0.0	100.67	67.83
Varsinais-Suomi	36	3,117	39.6	1.1	80.30	31.76
Turku	18	2,058	43.3	1.0	82.33	35.63
Satakunta	24	1,248	34.5	-1.9	81.73	28.21
Pori	9	705	38.2	0.8	78.10	29.86
Kanta-Häme	17	1,195	31.8	0.5	83.10	26.39
Hämeenlinna	8	728	33.3	-0.2	87.64	29.16
Pirkanmaa	42	3,833	37.8	-0.5	86.96	32.87
Tampere	24	2,828	40.9	-2.3	88.95	36.40
Päijät-Häme	16	1,821	39.0	-4.0	79.56	31.02
Lahti	6	700	41.3	-8.9	82.12	33.91
Kymenlaakso	17	963	36.8	-1.4	84.91	31.21
Kouvola	6	427	37.3	-2.8	81.38	30.38
South Karelia	17	1,319	53.4	-1.4	93.72	50.01
Lappeenranta	7	743	49.8	-13.2	94.54	47.05
Etelä-Savo	27	1,564	35.7	-1.4	70.84	25.27
Mikkeli	8	559	41.6	-1.9	78.09	32.47
Pohjois-Savo	30	2,336	41.4	-2.5	85.98	35.55
Kuopio	15	1,410	46.9	-3.4	89.11	41.79
North Karelia	22	1,205	41.8	1.4	84.64	35.37
Joensuu	7	610	49.3	4.9	84.33	41.54
Central Finland	27	2,760	44.7	-0.1	92.79	41.46
Jyväskylä	10	1,376	47.4	-1.9	93.34	44.24
South Ostrobothnia	26	1,397	37.4	-3.1	74.06	27.70
Seinäjoki	8	574	47.0	2.6	78.66	36.99
Ostrobothnia	22	1,227	36.4	-4.1	85.55	31.11
Vaasa	8	804	43.8	-0.0	87.76	38.45
Central Ostrobothnia	10	496	34.9	1.4	73.58	25.66
Kokkola	5	358	39.7	3.7	78.59	31.19
North Ostrobothnia	47	3,426	42.2	3.8	89.31	37.68
Kuusamo	11	761	44.5	4.6	109.66	48.78
Oulu	12	1,595	49.0	4.7	85.32	41.81
Kainuu	20	1,744	44.3	1.3	89.56	39.69
Kajaani	6	409	29.1	-3.4	80.92	23.53
Sotkamo	6	1,084	53.6	2.8	100.30	53.78
Lapland	97	6,394	50.2	-2.0	105.93	53.14
Rovaniemi	12	1,236	72.5	-0.3	118.10	85.67
Åland	10	550	17.7	0.5	..	..
Maarianhamina	5	363	24.2	-1.7	..	..

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

**Appendix table 4.1. Nights spend in hotels, January 2014**

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	1,188,507	0.1	662,457	-0.7	526,050	1.1
Mainland Finland	1,183,736	0.1	660,129	-0.7	523,607	1.0
Uusimaa	358,996	1.9	177,180	-1.3	181,816	5.3
Espoo	27,267	6.6	12,591	-2.9	14,676	16.4
Helsinki	228,749	3.2	98,229	1.6	130,520	4.4
Vantaa	67,563	3.2	40,504	-2.2	27,059	12.4
Varsinais-Suomi	57,332	3.7	45,700	3.6	11,632	4.1
Turku	39,265	-0.3	31,001	0.7	8,264	-4.1
Satakunta	15,958	0.3	12,675	2.6	3,283	-7.9
Pori	9,484	5.3	7,668	7.1	1,816	-1.6
Kanta-Häme	19,071	-4.3	15,459	3.8	3,612	-28.2
Hämeenlinna	11,925	1.0	9,845	11.0	2,080	-29.2
Pirkanmaa	70,116	1.7	57,478	3.7	12,638	-6.4
Tampere	53,362	1.2	42,942	2.5	10,420	-3.9
Päijät-Häme	37,975	-6.1	28,085	-9.7	9,890	5.9
Lahti	12,502	-9.4	8,088	-12.8	4,414	-2.5
Kymenlaakso	17,205	0.1	9,301	-2.1	7,904	2.9
Kouvola	7,870	-3.1	4,705	-13.4	3,165	17.8
South Karelia	45,179	-4.2	13,079	-16.4	32,100	1.8
Lappeenranta	25,732	1.1	10,528	-11.1	15,204	11.8
Etelä-Savo	28,229	-4.0	19,719	-2.5	8,510	-7.3
Mikkeli	11,675	-8.8	7,200	-8.0	4,475	-10.1
Pohjois-Savo	52,172	-5.6	35,401	-5.6	16,771	-5.6
Kuopio	36,223	-6.3	23,938	-9.7	12,285	1.1
North Karelia	27,409	-1.0	16,816	-0.8	10,593	-1.2
Joensuu	13,957	-0.9	9,476	-2.7	4,481	3.1
Central Finland	74,188	-8.6	49,093	-13.2	25,095	2.0
Jyväskylä	30,695	-6.2	23,489	-7.4	7,206	-2.1
South Ostrobothnia	27,016	0.8	25,571	1.7	1,445	-12.5
Seinäjoki	10,479	8.6	9,758	10.8	721	-14.5
Ostrobothnia	18,419	-2.2	14,060	-4.3	4,359	5.0
Vaasa	14,910	7.2	11,263	3.4	3,647	21.2
Central Ostrobothnia	6,946	-4.4	6,406	-5.4	540	8.2
Kokkola	5,301	1.4	4,882	1.5	419	0.5
North Ostrobothnia	82,556	14.4	51,120	15.1	31,436	13.3
Kuusamo	27,712	16.3	9,778	1.6	17,934	26.2
Oulu	37,230	17.8	28,269	19.0	8,961	14.2
Kainuu	59,785	4.2	36,451	3.2	23,334	5.8
Kajaani	5,643	-5.6	4,465	-2.2	1,178	-16.5
Sotkamo	50,340	7.4	30,152	6.1	20,188	9.3
Lapland	185,184	-2.6	46,535	4.4	138,649	-4.7
Rovaniemi	50,912	-3.1	11,704	4.4	39,208	-5.2
Åland	4,771	13.8	2,328	4.5	2,443	24.3
Maarianhamina	4,108	17.8	2,234	11.0	1,874	27.1



**Appendix table 5.1. Visitor arrivals and nights spend by country of residence, January 2014**

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	676,275	1,380,417	1.4	1,188,507	0.1
Finland	438,771	759,765	0.9	662,457	-0.7
Foreign countries	237,504	620,652	2.0	526,050	1.1
Sweden	14,603	22,708	-0.8	22,091	1.6
Germany	11,239	28,887	-8.9	26,909	-9.4
Russia	108,727	311,914	-0.1	247,224	-2.8
United Kingdom	13,776	42,143	-6.2	35,363	-4.3
United States	4,278	10,678	27.3	10,282	25.4
Norway	3,755	6,850	-0.1	6,581	-0.9
Netherlands	5,935	18,209	-1.6	13,848	-8.4
Italy	3,234	7,620	4.8	7,049	7.3
France	8,133	29,052	-2.3	27,405	-3.5
Japan	8,023	15,768	-7.5	15,334	-7.2
Estonia	5,529	13,497	-10.0	10,998	-10.8
Switzerland	3,155	12,132	-1.2	7,450	-6.1
Spain	2,566	5,983	-3.0	5,604	18.9
China	3,919	6,087	52.1	5,592	50.3

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