

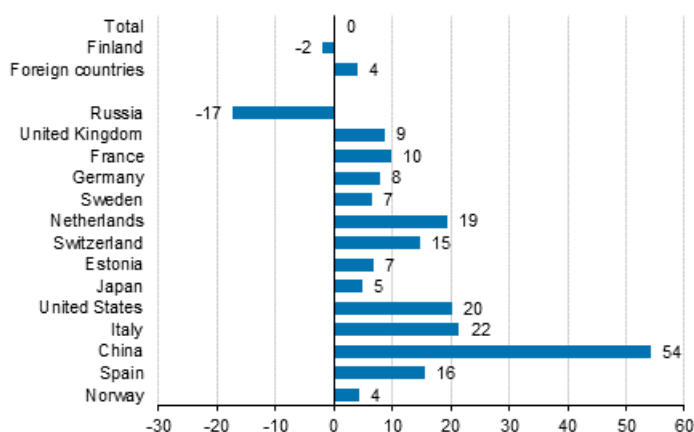
Accommodation statistics

2016, January

Nights spent by foreign tourists in Finland grew by 4.1 per cent in January 2016

Overnight stays by foreign tourists increased by 4.1 per cent at Finnish accommodation establishments from last year and nearly 510,000 nights were recorded for them in January 2016. In contrast, the number of nights spent by resident tourists decreased by 2.0 per cent and they spent 771,000 nights at accommodation establishments. In total, Finnish accommodation establishments recorded nearly 1.3 million overnight stays in January 2016, which was nearly the same as one year before, growing by just 0.4 per cent from January 2015. 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.

Change in overnight stays in January 2016/2015, %



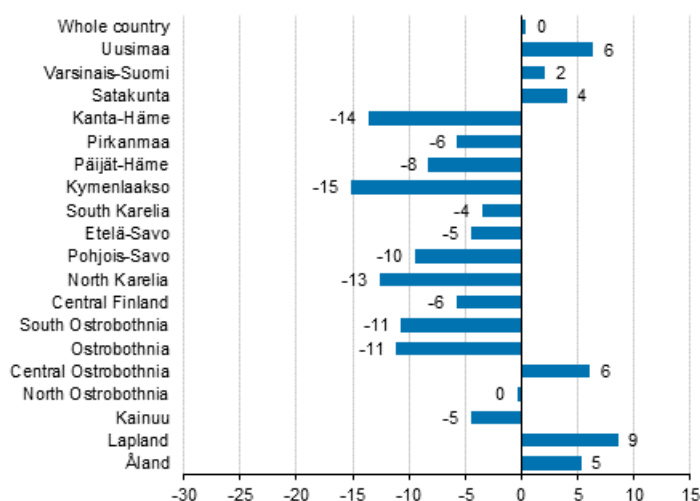
As usual, January was the most popular month for Russian visitors measured by overnight stays at accommodation establishments. They were still, by far, the largest group of foreign tourists with close on 148,000 overnight stays, even though the number still declined by 17.3 per cent from the year before. Russian visitors accounted for 29 per cent of all overnight stays by foreign visitors in January 2016. British visitors came next with 48,000 overnight stays. The number was 8.8 per cent higher than one year previously. French and German visitors came third. Nearly 35,000 overnight stays were recorded at

accommodation establishments for each of them. Overnight stays by French visitors increased by 9.9 per cent and those by German visitors by 8.0 per cent year-on-year.

Swedish visitors had close on 25,000 overnight stays, which was 6.5 per cent more than in January 2015. Overnight stays by Dutch tourists increased by 19.4 per cent and accommodation establishments recorded 21,500 of them. A growth of around one-fifth was also attained by visitors from Italy and the United States. Accommodation establishments recorded 11,000 to 12,000 overnight stays for them. The biggest growth percentage came from China, 54.3 per cent and good 10,000 nights were recorded for them in January 2016.

Examined by region, overnight stays increased in January most in Lapland, up by 8.6 per cent. The regions of Uusimaa and Central Ostrobothnia saw a growth of six per cent. By contrast, the total number of overnight stays decreased most in Kymenlaakso, by 15.2 per cent, and in Kanta-Häme, by 13.6 per cent. In North Karelia, overnight stays contracted by 12.6 per cent. Overnight stays in both South Ostrobothnia and Ostrobothnia decreased by around 11 per cent compared with January 2015. Overnight stays in the whole country remained on level with the previous year.

Change in overnight stays in January by region 2016/2015, %



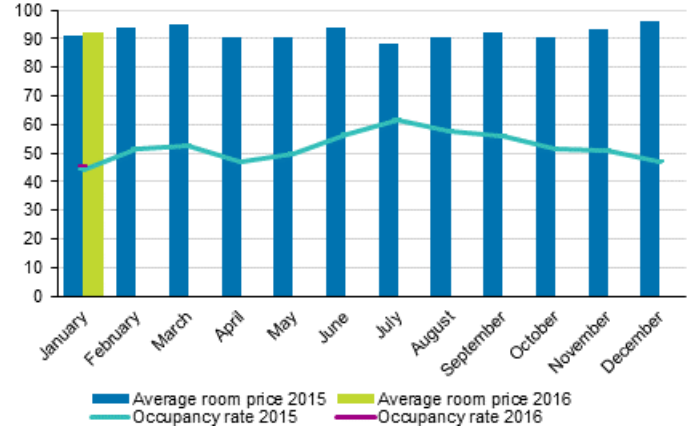
Overnight stays at hotels increased by 0.5 per cent

In January 2016, the total number of nights spent in hotels was 1.1 million, which was 0.5 per cent more than twelve months earlier. Overnight stays by foreign tourists increased by 5.8 per cent and hotels recorded a total of nearly 434,000 of them. Recorded nights spent by resident tourists in hotels numbered 679,000. The number was 2.6 per cent lower than in January 2015.

The occupancy rate of hotel rooms was 45.5 per cent in January. One year earlier, it was 44.4 per cent. Among the regions, the highest occupancy rates of hotel rooms were measured in Uusimaa, 58.6 per cent, and Lapland, 51.3 per cent. Hotel room occupancy rate in Vantaa was 68.6 per cent. In Kittilä, the hotel room occupancy rate rose to 69.2 per cent and in Rovaniemi to 66.6 per cent. Hotel room occupancy rate in Helsinki was 62.4 per cent.

In January 2016, the realised average price of a hotel room was EUR 92.40 per day for the whole country. Twelve months previously, it was EUR 91.07.

Hotel room occupancy rate and the monthly average price



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Appendix tables

Appendix table 1.1. Capacity and its utilization, January 2016

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 spent, in euros (incl. VAT 10 %)
Whole country	1,048	57,263	42.4	1.1	53.47
Mainland Finland	1,023	56,426	42.7	1.2	53.46
Uusimaa	136	14,333	57.6	5.6	65.97
Varsinais-Suomi	61	3,354	39.1	2.7	51.73
Satakunta	38	1,395	31.0	-0.7	54.33
Kanta-Häme	30	1,476	29.8	-1.1	48.79
Pirkanmaa	66	4,332	37.0	-1.9	53.03
Päijät-Häme	33	1,743	36.1	1.9	48.88
Kymenlaakso	27	1,063	31.8	-1.3	55.66
South Karelia	30	1,623	37.0	-1.2	44.34
Etelä-Savo	77	2,178	28.9	-0.7	38.37
Pohjois-Savo	49	2,556	34.7	-3.7	48.48
North Karelia	47	1,422	31.9	-3.0	51.25
Central Finland	45	3,009	40.4	-1.1	47.67
South Ostrobothnia	44	1,653	32.2	-4.2	44.24
Ostrobothnia	27	1,232	34.2	-3.8	63.60
Central Ostrobothnia	14	532	29.1	-2.5	55.73
North Ostrobothnia	99	4,371	38.5	-0.0	42.97
Kainuu	39	2,204	35.2	-2.8	29.51
Lapland	161	7,950	46.6	2.7	51.52
Åland	25	837	14.3	-0.4	¹⁾ ..

1) [...] Data too uncertain for presentation.

Appendix table 2.1. Nights spent in all establishments, January 2016

Region	Nights spent, total	Change of nights spent, total, %	Nights spent, residents	Change of nights spent, residents, %	Nights spent, non-residents	Change of nights spent, non-residents, %
Whole country	1,280,887	0.4	771,374	-2.0	509,513	4.1
Mainland Finland	1,275,793	0.3	768,536	-2.1	507,257	4.2
Uusimaa	374,312	6.4	200,652	-0.2	173,660	15.2
Varsinais-Suomi	60,729	2.1	48,794	0.1	11,935	11.0
Satakunta	19,245	4.0	15,217	9.6	4,028	-12.7
Kanta-Häme	19,395	-13.6	15,967	-18.3	3,428	18.9
Pirkanmaa	80,842	-5.7	68,655	-7.4	12,187	5.6
Päijät-Häme	33,898	-8.3	28,410	-3.5	5,488	-27.0
Kymenlaakso	14,819	-15.2	10,643	2.0	4,176	-40.7
South Karelia	39,525	-3.5	19,069	5.0	20,456	-10.3
Etelä-Savo	35,059	-4.5	23,732	-4.0	11,327	-5.4
Pohjois-Savo	49,478	-9.5	37,695	-5.7	11,783	-20.0
North Karelia	23,029	-12.6	16,989	-7.9	6,040	-23.6
Central Finland	65,775	-5.8	49,869	-2.0	15,906	-15.9
South Ostrobothnia	27,011	-10.7	24,542	-13.6	2,469	32.0
Ostrobothnia	19,389	-11.1	15,731	-7.6	3,658	-23.6
Central Ostrobothnia	7,686	6.1	6,904	4.9	782	18.8
North Ostrobothnia	106,542	-0.4	66,682	-0.7	39,860	0.2
Kainuu	69,711	-4.5	49,232	-7.4	20,479	3.2
Lapland	229,348	8.6	69,753	10.7	159,595	7.7
Åland	5,094	5.3	2,838	33.8	2,256	-16.9

Appendix table 3.1. Hotel capacity and capacity utilization, January 2016

Region / municipality	Number of establishments	Number of bedrooms	Occupancy rate of bedrooms, %	Change compared to previous year, %-units	Room price, euros (incl. VAT 10 %)	¹⁾ RevPAR, euros (incl. VAT 10 %)
Whole country	594	49,408	45.5	1.1	92.40	42.05
Mainland Finland	584	48,795	45.8	1.1	92.40	42.30
Uusimaa	109	13,963	58.6	5.3	98.18	57.51
Espoo	11	1,167	49.6	1.9	74.36	36.87
Helsinki	52	8,491	62.4	5.5	102.75	64.15
Vantaa	11	2,237	68.6	8.2	96.22	66.01
Varsinais-Suomi	37	2,672	41.1	1.4	83.89	34.47
Turku	18	1,767	45.6	6.5	84.75	38.64
Satakunta	24	1,117	36.5	-1.7	79.39	28.94
Pori	9	646	33.2	-6.0	81.13	26.91
Kanta-Häme	18	1,288	33.3	-1.4	75.68	25.17
Hämeenlinna	8	666	36.5	5.5	83.54	30.52
Pirkanmaa	41	3,806	38.3	-2.4	91.49	35.06
Tampere	24	2,884	42.9	0.6	92.39	39.63
Päijät-Häme	13	1,583	38.0	1.9	82.35	31.25
Lahti	6	770	45.4	2.8	80.63	36.62
Kymenlaakso	14	797	38.2	1.3	89.88	34.33
Kouvola	5	394	35.0	2.0	82.70	28.93
South Karelia	13	1,252	40.1	-0.2	95.26	38.18
Lappeenranta	8	815	44.1	-4.4	83.58	36.88
Etelä-Savo	28	1,537	33.8	0.6	68.80	23.28
Mikkeli	8	545	43.2	3.4	72.91	31.47
Pohjois-Savo	29	2,269	36.2	-2.9	86.42	31.27
Kuopio	16	1,379	42.0	-4.8	87.84	36.88
North Karelia	21	1,187	34.9	-3.3	82.22	28.68
Joensuu	6	601	41.8	-5.2	84.41	35.27
Central Finland	26	2,696	43.2	-1.0	84.04	36.33
Jyväskylä	11	1,358	49.5	4.3	89.52	44.33
South Ostrobothnia	23	1,441	35.8	-6.1	69.62	24.94
Seinäjoki	7	607	41.9	-4.6	77.78	32.63
Ostrobothnia	21	1,184	35.3	-5.1	89.98	31.80
Vaasa	8	751	43.1	-3.2	92.99	40.05
Central Ostrobothnia	9	474	30.0	-3.0	82.06	24.62
Kokkola	5	361	33.2	-2.5	86.34	28.65
North Ostrobothnia	50	3,414	42.1	-0.2	85.84	36.13
Kuusamo	11	794	42.0	-1.0	89.65	37.67
Oulu	11	1,475	48.2	-3.7	87.72	42.27
Kainuu	19	1,797	37.1	-2.4	73.82	27.37
Kajaani	6	414	27.8	-4.2	80.38	22.32
Sotkamo	6	1,137	42.8	-3.0	75.45	32.32
Lapland	89	6,318	51.3	2.3	106.36	54.53
Rovaniemi	13	1,324	66.6	-0.9	120.05	79.91
Åland	10	613	19.7	0.2
Maarianhamina	5	404	29.9	2.5

1) RevPar = Average accommodation sales revenue per available room. Calculation formula: RevPar = Average room price * Occupancy rate. [...] Data too uncertain for presentation.

Appendix table 4.1. Nights spent in hotels, January 2016

Region / municipality	Nights spent, total	Change of nights spent, total, %	Nights spent, residents	Change of nights spent, residents, %	Nights spent, non-residents	Change of nights spent, non-residents, %
Whole country	1,112,822	0.5	678,955	-2.6	433,867	5.8
Mainland Finland	1,108,022	0.5	676,360	-2.7	431,662	5.9
Uusimaa	364,020	7.5	194,801	0.4	169,219	17.2
Espoo	23,814	-11.1	14,359	-15.3	9,455	-3.9
Helsinki	237,103	10.3	112,579	2.5	124,524	18.4
Vantaa	70,613	13.5	43,269	10.3	27,344	18.9
Varsinais-Suomi	52,283	-4.6	43,776	-2.8	8,507	-12.7
Turku	37,372	3.8	30,700	3.2	6,672	6.6
Satakunta	16,155	-3.7	12,905	1.0	3,250	-18.7
Pori	8,539	-14.8	6,959	-6.5	1,580	-38.7
Kanta-Häme	18,079	-11.0	15,145	-15.1	2,934	18.4
Hämeenlinna	9,963	-8.1	8,281	-13.1	1,682	28.0
Pirkanmaa	70,017	-5.7	59,168	-7.4	10,849	4.9
Tampere	56,557	-3.2	47,073	-4.7	9,484	4.8
Päijät-Häme	31,538	-6.9	26,618	-4.7	4,920	-17.1
Lahti	16,836	-2.4	12,931	-0.5	3,905	-8.3
Kymenlaakso	11,398	-15.8	8,644	0.5	2,754	-44.2
Kouvola	5,997	-7.1	4,836	0.6	1,161	-29.6
South Karelia	32,004	-2.6	16,311	0.6	15,693	-5.6
Lappeenranta	20,514	-0.0	12,801	-1.6	7,713	2.6
Etelä-Savo	25,843	0.0	20,185	-2.7	5,658	11.1
Mikkeli	11,433	5.2	8,746	5.1	2,687	5.5
Pohjois-Savo	43,573	-9.8	35,092	-5.5	8,481	-24.0
Kuopio	30,829	-14.6	24,797	-10.6	6,032	-27.8
North Karelia	19,911	-12.6	15,737	-6.7	4,174	-29.2
Joensuu	10,677	-11.0	8,375	-7.6	2,302	-21.8
Central Finland	62,108	-3.3	47,345	-0.4	14,763	-11.6
Jyväskylä	30,516	5.3	24,923	4.8	5,593	7.3
South Ostrobothnia	24,526	-11.6	22,675	-14.7	1,851	58.7
Seinäjoki	10,372	-8.2	9,313	-11.3	1,059	30.9
Ostrobothnia	18,009	-8.7	14,351	-4.0	3,658	-23.4
Vaasa	13,421	-7.6	10,312	0.1	3,109	-26.5
Central Ostrobothnia	6,273	-2.3	5,919	-0.6	354	-24.2
Kokkola	5,145	2.4	4,797	4.3	348	-18.1
North Ostrobothnia	78,920	-0.1	51,339	-3.3	27,581	6.6
Kuusamo	26,239	0.7	11,049	-8.9	15,190	9.0
Oulu	34,005	-8.7	28,119	-5.5	5,886	-21.4
Kainuu	52,764	-5.3	38,123	-5.4	14,641	-5.1
Kajaani	5,039	-13.0	4,240	-14.2	799	-6.1
Sotkamo	44,505	-5.5	32,379	-5.4	12,126	-5.8
Lapland	180,601	7.5	48,226	6.7	132,375	7.8
Rovaniemi	48,997	0.9	14,088	4.1	34,909	-0.4
Åland	4,800	15.7	2,595	32.4	2,205	0.7
Maarianhamina	4,360	26.6	2,477	37.7	1,883	14.4

Appendix table 5.1. Visitor arrivals and nights spent by country of residence, January 2016

Country of residence	Visitor arrivals in all accommodation establishments	Nights spent in all accommodation establishments	Change of nights spent in all accommodation establishments, %	Nights spent in hotels	Change of nights spent in hotels, %
Total	654,774	1,280,887	0.4	1,112,822	0.5
Finland	454,714	771,374	-2.0	678,955	-2.6
Foreign countries	200,060	509,513	4.1	433,867	5.8
Sweden	15,177	24,812	6.5	24,438	8.3
Germany	13,453	34,391	8.0	31,651	8.9
Russia	48,330	147,920	-17.3	108,448	-18.4
United Kingdom	16,002	48,158	8.8	39,108	8.4
United States	5,334	11,764	20.4	11,521	21.0
Norway	3,884	6,880	4.3	6,525	4.9
Netherlands	6,554	21,516	19.4	16,840	18.0
Italy	4,670	11,144	21.5	9,927	16.8
France	10,965	34,972	9.9	33,826	12.0
Japan	7,629	13,758	4.9	13,469	5.1
Estonia	5,986	14,212	6.8	10,775	-1.2
Switzerland	4,616	15,373	14.9	9,661	27.5
Spain	2,826	7,611	15.7	6,886	11.4
China	6,378	10,365	54.3	10,032	53.8

Inquiries

Marjut Tuominen 029 551 3556

Ossi Nurmi 029 551 2984

Director in charge:

Mari Ylä-Jarkko

liikenne.matkailu@stat.fi

www.stat.fi

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