

Accommodation statistics

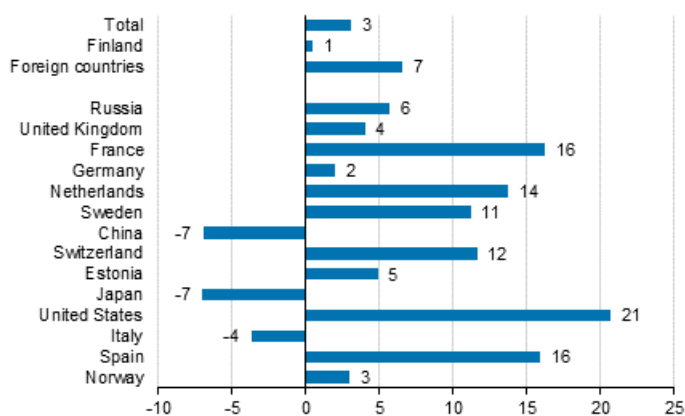
2018, January

Nights spent by foreign tourists in Finland grew by 6.6 per cent in January 2018

Corrected on 8 March 2018. The corrected number is indicated in red.

Overnight stays by foreign tourists increased by 6.6 per cent at Finnish accommodation establishments from last year and nearly 670,000 nights were recorded for them in January 2018. Overnight stays by domestic tourists were nearly on level with the previous year, up by just 0.5 per cent. A total of 853,000 overnight stays were recorded for them. Good 1.5 million overnight stays were recorded at Finnish accommodation establishments in January 2018, which was 3.1 per cent more than one year earlier. 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 2018/2017, %



The target group of the accommodation statistics has been reviewed and a few accommodation establishments operating in the industries of hotels and hostels were added to it starting from data concerning January 2017. The effect of the review is around 2.5 per cent of the total number of overnight stays from 2017 onwards. Because of the review, the data starting from 2017 are not fully comparable with those for earlier years. The data for January 2018 are comparable with the data for January 2017.

Accommodation establishments in Lapland and Uusimaa collected 70 per cent of overnight stays by foreign tourists in January 2018.

The number of recorded nights spent by foreign tourists at accommodation establishments in Lapland was nearly 254,000 and in Uusimaa close on 215,000. In January 2018, overnight stays by foreign tourists increased by 5.9 per cent in Lapland and by 13.6 per cent in Uusimaa. The number of overnight stays recorded for visitors from Asian countries were almost equal in both regions; 37,000 to 38,000 nights. In Lapland, overnight stays by Asians turned to a decline of 13.8 per cent, while in Uusimaa, overnight stays by Asians grew by 11.1 per cent. In addition to Asians, nearly as many overnight stays were recorded for French and British visitors. Overnight stays by French visitors increased by 15.5 per cent and those by British visitors by 6.0 per cent from last year. The number of overnight stays recorded in Uusimaa was highest for Russians, good 44,000 nights, growing by as much as 23.3 per cent. In addition to Russian and Asian visitors, overnight stays were recorded in Uusimaa third most for Swedish tourists. Swedes stayed 15,500 nights and their overnight stays increased by 12.5 per cent year-on-year.

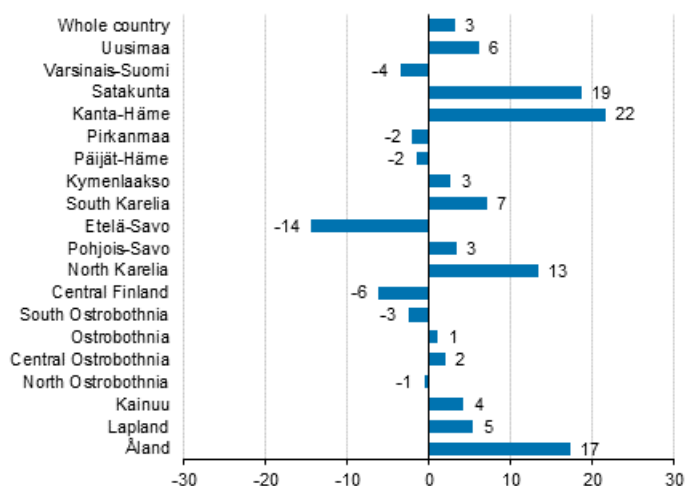
Russians were by far the largest group of foreign tourists in the whole country in January

January has typically been the most popular month for Russian visitors measured by overnight stays at accommodation establishments. This trend continued in 2018 and they were still by far the biggest group of foreign tourists with 164,000 overnight stays. Overnight stays by Russian visitors increased by 5.7 per cent from last year and their share of all overnight stays by foreign tourists was 24.5 per cent in January 2018. British tourists came second with almost 65,000 recorded overnight stays. The number was 4.0 per cent higher than one year previously. French, German and Dutch visitors came next. Good 49,000 nights were recorded for French visitors, which was 16.2 per cent more than in January 2017. Accommodation establishments recorded around 42,000 overnight stays for both German and Dutch visitors. Overnight stays by Germans increased by 2.0 per cent and those by Dutch visitors by 13.7 per cent year-on-year.

The next largest groups were Swedish and Chinese visitors with about 27,000 overnight stays each. Overnight stays of Swedes went up by 11.2 per cent, whereas the prolonged growth of overnight stays by Chinese visitors turned to a decline of 6.9 per cent. In addition to Chinese visitors, overnight stays among the most important countries of inbound tourism to Finland also decreased for Japanese tourists by 7.0 per cent from last year and for Italian visitors by 3.7 per cent. The biggest growth percentage came from the United States in January; 20.7 per cent. Good 14,000 overnight stays were recorded for them at Finnish accommodation establishments in January 2018.

Examined by region, overnight stays increased in January most in Kanta-Häme, 21.5 per cent. Overnight stays in Satakunta increased by 18.6 per cent and in Åland by 17.2 per cent. A growth rate of 13.3 per cent was recorded in North Karelia. In contrast, the total number of overnight stays decreased most in Etelä-Savo, by 14.4 per cent, and in Central Finland, by 6.2 per cent. In the whole country, overnight stays increased by 3.1 per cent from January 2017.

Change in overnight stays in January by region 2018/2017, %



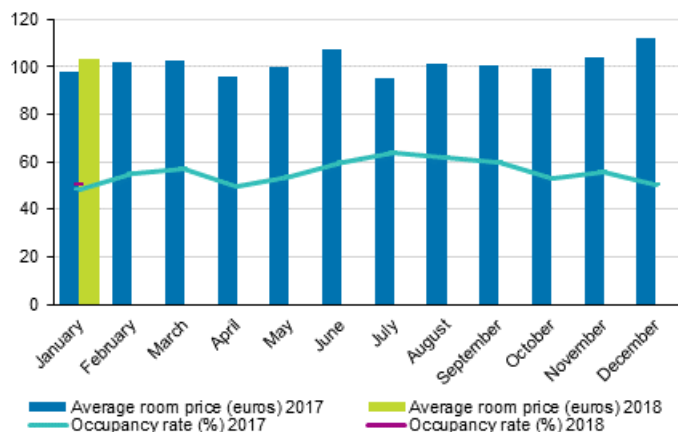
Overnight stays at hotels increased by 2.9 per cent

In January 2018, the total number of nights spent at hotels was close on 1.3 million, which was 2.9 per cent more than twelve months earlier. Overnight stays by non-resident tourists increased by 5.9 per cent and hotels recorded a total of 561,000 of them. Recorded nights spent by resident tourists in hotels numbered 737,500. The number was 0.7 per cent higher than in January 2017.

The occupancy rate of hotel rooms was 50.0 per cent in January. One year earlier, it was 48.5 per cent. Among the regions, the highest occupancy rates of hotel rooms were measured in Uusimaa, 60.8 per cent, and Lapland, 60.0 per cent. In Rovaniemi, the hotel room occupancy rate rose to 76.6 per cent and in Kittilä to 74.8 per cent. In Vantaa, the occupancy rate of hotel rooms was measured to be 69.8 per cent. The hotel room occupancy rate in Helsinki was 64.8 per cent.

In January 2018, the realised average price of a hotel room was EUR 103.64 per day for the whole country. Twelve months previously, it was EUR 97.72.

Hotel room occupancy rate and the monthly average price



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Appendix tables

Appendix table 1.1. Capacity and its utilization, January 2018

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	1,075	61,037	47.0	1.5	58.88
Mainland Finland	1,048	60,163	47.5	1.4	58.88
Uusimaa	159	16,270	59.8	4.2	67.94
Varsinais-Suomi	64	3,463	42.1	-1.0	57.52
Satakunta	38	1,349	39.5	6.4	59.14
Kanta-Häme	25	1,273	36.7	7.5	47.38
Pirkanmaa	66	4,475	41.3	0.1	55.94
Päijät-Häme	32	1,888	40.8	1.2	51.28
Kymenlaakso	24	988	31.6	-0.6	63.54
South Karelia	30	1,830	41.9	4.0	48.96
Etelä-Savo	70	1,931	33.7	2.8	43.21
Pohjois-Savo	45	2,530	40.2	1.3	52.24
North Karelia	46	1,401	38.2	1.3	58.47
Central Finland	48	3,087	41.8	-2.9	52.42
South Ostrobothnia	45	1,791	31.7	-1.3	47.44
Ostrobothnia	26	1,311	36.1	0.0	69.44
Central Ostrobothnia	16	559	34.0	0.5	65.73
North Ostrobothnia	98	4,797	40.6	1.1	45.00
Kainuu	38	2,215	40.6	1.0	26.21
Lapland	178	9,005	56.3	-2.3	66.38
Åland	27	874	16.3	2.7	1) ..

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

Appendix table 2.1. Nights spent in all establishments, January 2018

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	1,522,411	3.1	853,212	0.5	669,199	6.6
Mainland Finland	1,515,932	3.0	850,011	0.4	665,921	6.6
Uusimaa	444,431	6.0	229,731	-0.2	214,700	13.6
Varsinais-Suomi	65,293	-3.5	51,286	-3.8	14,007	-2.5
Satakunta	22,095	18.6	17,978	25.4	4,117	-4.2
Kanta-Häme	24,557	21.5	21,416	22.1	3,141	17.4
Pirkanmaa	89,643	-2.1	74,359	-7.3	15,284	34.8
Päijät-Häme	41,881	-1.6	33,026	0.3	8,855	-8.1
Kymenlaakso	14,559	2.6	9,815	2.3	4,744	3.2
South Karelia	49,044	7.0	22,718	13.4	26,326	2.1
Etelä-Savo	31,862	-14.4	20,605	-15.1	11,257	-12.9
Pohjois-Savo	59,265	3.3	45,575	2.3	13,690	6.8
North Karelia	25,670	13.3	19,316	9.9	6,354	25.1
Central Finland	69,626	-6.2	52,667	-5.4	16,959	-8.5

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, %
South Ostrobothnia	26,852	-2.6	25,182	-3.2	1,670	8.0
Ostrobothnia	20,723	1.0	16,353	2.1	4,370	-2.9
Central Ostrobothnia	8,026	1.9	7,229	0.6	797	16.5
North Ostrobothnia	121,689	-0.6	76,432	4.2	45,257	-7.8
Kainuu	73,411	4.2	52,880	1.1	20,531	13.1
Lapland	327,305	5.3	73,443	3.2	253,862	5.9
Åland	6,479	17.2	3,201	18.0	3,278	16.4

Appendix table 3.1. Hotel capacity and capacity utilization, January 2018

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	620	52,102	50.0	1.5	103.64	51.87
Mainland Finland	609	51,472	50.4	1.4	103.65	52.24
Uusimaa	123	15,107	60.8	4.3	104.42	63.47
Espoo	12	1,282	54.8	9.8	84.39	46.26
Helsinki	61	9,207	64.8	5.5	108.29	70.14
Vantaa	12	2,356	69.8	3.3	106.64	74.39
Varsinais-Suomi	37	2,827	46.3	0.7	88.74	41.08
Turku	18	1,928	50.4	1.7	91.48	46.07
Satakunta	23	1,047	44.7	5.7	82.99	37.08
Pori	8	586	44.5	9.6	83.90	37.34
Kanta-Häme	16	1,143	38.9	7.6	84.51	32.90
Hämeenlinna	7	658	32.7	-0.3	84.16	27.50
Pirkanmaa	42	3,970	42.8	0.6	92.45	39.59
Tampere	25	3,041	48.0	1.0	93.38	44.79
Päijät-Häme	14	1,727	42.5	0.5	84.62	35.99
Lahti	7	898	50.2	-2.3	83.55	41.94
Kymenlaakso	13	799	36.7	-1.2	89.29	32.77
Kouvola	5	395	38.6	1.6	85.32	32.96
South Karelia	13	1,496	44.0	3.6	108.51	47.71
Lappeenranta	7	947	48.3	2.9	100.40	48.45
Etelä-Savo	26	1,409	38.1	2.1	74.00	28.22
Mikkeli	8	538	41.4	-2.8	81.96	33.96
Pohjois-Savo	27	2,321	40.6	1.2	91.70	37.27
Kuopio	14	1,372	45.9	-0.2	95.58	43.84
North Karelia	21	1,175	41.5	1.2	89.56	37.19
Joensuu	6	601	56.5	0.5	87.01	49.12
Central Finland	26	2,693	44.6	-2.9	93.90	41.84
Jyväskylä	11	1,347	54.7	3.5	96.67	52.88
South Ostrobothnia	26	1,524	36.7	-0.3	72.75	26.72
Seinäjoki	7	566	45.8	1.0	91.10	41.72
Ostrobothnia	20	1,210	39.0	0.2	99.05	38.58
Vaasa	7	784	44.6	0.1	103.29	46.04
Central Ostrobothnia	10	494	36.3	0.0	88.24	32.04
Kokkola	5	359	41.6	1.1	94.45	39.33
North Ostrobothnia	50	3,533	45.1	0.9	92.01	41.46
Kuusamo	12	791	43.7	-0.5	94.39	41.21
Oulu	11	1,545	55.0	2.0	92.06	50.59
Kainuu	18	1,752	46.3	2.9	60.79	28.13
Kajaani	6	414	34.7	-4.0	85.30	29.56
Sotkamo	6	1,132	53.5	4.1	54.96	29.39
Lapland	104	7,245	60.0	-4.0	146.47	87.84
Rovaniemi	20	1,690	76.6	-4.6	181.47	139.04
Åland	11	630	20.2	3.9
Maarianhamina	6	421	22.4	-0.7

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 2018

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	1,298,694	2.9	737,510	0.7	561,184	5.9
Mainland Finland	1,293,268	2.8	734,727	0.7	558,541	5.8
Uusimaa	410,212	3.9	211,474	-1.7	198,738	10.5
Espoo	28,016	30.3	15,320	18.3	12,696	48.3
Helsinki	268,700	2.9	120,884	-4.0	147,816	9.4
Vantaa	74,642	-2.2	45,967	-5.1	28,675	2.6
Varsinais-Suomi	59,396	3.3	47,360	0.2	12,036	17.6
Turku	43,202	7.4	34,807	7.6	8,395	6.5
Satakunta	17,531	7.3	14,273	16.4	3,258	-20.2
Pori	10,167	22.0	8,520	24.5	1,647	10.3
Kanta-Häme	22,513	20.7	19,674	21.2	2,839	17.8
Hämeenlinna	9,717	-6.1	8,306	-5.9	1,411	-7.2
Pirkanmaa	77,753	-1.0	63,862	-6.7	13,891	38.2
Tampere	64,097	-0.8	52,055	-6.8	12,042	37.9
Päijät-Häme	37,906	-2.7	30,017	0.0	7,889	-12.1
Lahti	20,958	-9.4	14,368	-14.2	6,590	3.0
Kymenlaakso	12,605	12.9	9,009	16.4	3,596	4.8
Kouvola	6,589	10.5	5,214	13.1	1,375	1.5
South Karelia	42,396	6.5	19,905	13.1	22,491	1.3
Lappeenranta	26,781	3.4	15,901	13.7	10,880	-8.6
Etelä-Savo	22,665	-13.3	17,995	-11.7	4,670	-19.2
Mikkeli	10,081	-11.2	8,097	-4.6	1,984	-30.8
Pohjois-Savo	52,250	3.5	42,148	3.0	10,102	5.9
Kuopio	35,842	-1.8	28,371	-3.5	7,471	5.4
North Karelia	21,352	13.8	17,382	10.0	3,970	34.7
Joensuu	12,652	15.1	10,134	12.3	2,518	28.4
Central Finland	64,454	-4.2	48,586	-5.3	15,868	-0.7
Jyväskylä	32,028	9.7	25,981	11.1	6,047	3.8
South Ostrobothnia	25,255	-1.7	23,782	-2.8	1,473	18.8
Seinäjoki	10,252	-5.2	9,464	-7.0	788	23.1
Ostrobothnia	19,427	1.9	15,081	2.5	4,346	-0.1
Vaasa	15,067	3.7	11,944	5.5	3,123	-2.6
Central Ostrobothnia	7,127	-1.7	6,466	-3.0	661	12.8
Kokkola	5,756	-3.2	5,195	-5.0	561	17.4
North Ostrobothnia	84,023	-0.5	55,928	3.5	28,095	-7.5
Kuusamo	25,485	-6.9	10,745	-0.5	14,740	-11.1
Oulu	40,441	4.5	32,588	5.9	7,853	-1.1
Kainuu	61,570	11.1	45,597	9.0	15,973	17.5
Kajaani	6,131	-10.8	5,178	-11.4	953	-7.5
Sotkamo	51,681	10.9	38,723	10.6	12,958	11.8
Lapland	254,833	3.1	46,188	2.6	208,645	3.2
Rovaniemi	75,864	7.2	12,122	-14.6	63,742	12.7
Åland	5,426	14.6	2,783	13.2	2,643	16.2
Maarianhamina	4,282	-7.0	2,222	-8.3	2,060	-5.6

Appendix table 5.1. Visitor arrivals and nights spent by country of residence, January 2018

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	764,457	1,522,411	3.1	1,298,694	2.9
Finland	503,180	853,212	0.5	737,510	0.7
Foreign countries	261,277	669,199	6.6	561,184	5.9
Sweden	17,520	27,508	11.2	26,487	11.6
Germany	15,109	42,545	2.0	38,265	-0.7
Russia	57,167	164,034	5.7	126,925	7.3
United Kingdom	18,890	64,755	4.0	49,771	-2.7
United States	7,304	14,469	20.7	13,933	18.9
Norway	5,015	8,608	3.0	7,990	0.2
Netherlands	10,779	41,587	13.7	29,931	12.3
Italy	5,481	12,945	-3.7	11,246	-7.7
France	11,493	49,337	16.2	46,016	15.2
Japan	8,279	15,092	-7.0	14,659	-7.5
Estonia	7,751	18,405	4.9	14,340	11.6
Switzerland	5,288	19,714	11.6	11,447	13.0
Spain	3,915	12,115	15.9	9,878	4.6
China	16,794	26,808	-6.9	25,018	-8.1

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Source: Accommodation Statistics. Statistics Finland