

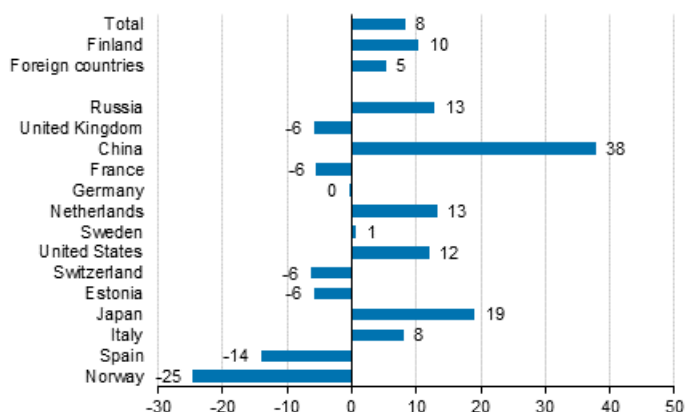
# Accommodation statistics

2020, January

## Nights spent by residents increased by 10 per cent in January 2020

Overnight stays by resident tourists at Finnish accommodation establishments increased by 10.4 per cent from last year and 0.95 million nights were recorded for them in January 2020. Overnight stays by foreign tourists increased by 5.3 per cent and 0.71 million overnight stays were recorded for non-resident tourists. Finnish accommodation establishments recorded a total of 1.66 million overnight stays, which was 8.2 per cent more than one year before. 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 2020/2019, %



## Overnight stays by Britons decreased by 6 per cent in January 2020

Among the most important countries of inbound tourism to Finland, overnight stays by Russians increased most in absolute numbers, by 18,600 nights. This was 12.8 per cent higher than in the year before. The biggest drop was seen in overnight stays by Britons, down by 3,800 nights. Their overnight stays were 5.8 per cent down on January 2019.

The biggest group of non-resident tourists were Russians with 164,700 overnight stays. The second largest group was Britons with 61,300 overnight stays. The third largest group was Chinese tourists with 53,200

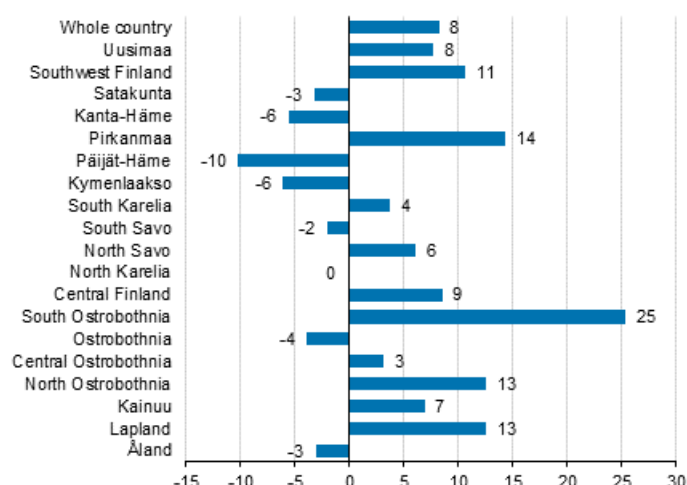
overnight stays, and fourth were French with 53,000 overnight stays. The fifth largest group was Germans (46,200 nights), sixth was Dutch tourists (44,200 nights), seventh Swedes (24,900 nights) and eight U.S. tourists (18,800 nights).

## In Lapland, overnight stays by non-resident tourists increased by ten per cent in January 2020

Examined by region, overnight stays increased most in relative terms in South Ostrobothnia, by 25.3 per cent, and second most in Pirkanmaa, by 14.3 per cent. By contrast, the overall number of overnight stays declined most in relative terms in Päijät-Häme, by 10.2 per cent and second most in Kymenlaakso, by 6.1 per cent.

Accommodation establishments in Uusimaa recorded 219,000 overnight stays by non-resident tourists and accommodation establishments in Lapland 295,000. Overnight stays by non-resident tourists increased by 5.1 per cent in Uusimaa. In Lapland, overnight stays by non-resident tourists increased by 10.3 per cent from one year ago. The share of Uusimaa in all overnight stays by foreign visitors was 31 per cent and that of Lapland 41 per cent.

### Change in overnight stays in January by region 2020/2019,%



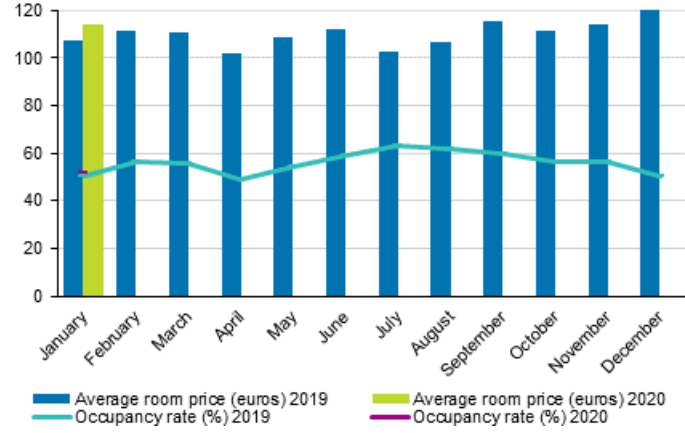
## Overnight stays in hotels increased by 9 per cent in January 2020

The total number of nights spent in hotels was 1.43 million, which was 8.5 per cent more than twelve months earlier. Overnight stays by foreign tourists increased by 5.5 per cent and hotels recorded a total of 602,000 overnight stays for them. Recorded nights spent by resident tourists in hotels numbered 0.83 million. The number was 10.7 per cent higher than in January 2019.

Among the regions, the highest occupancy rates of hotel rooms were measured in Lapland, 64.0 per cent, and in Uusimaa, 60.1 per cent. In Helsinki, the hotel room occupancy rate was 65.9 per cent, 57.8 per cent in Tampere, 54.3 per cent in Turku, 69.0 per cent in Oulu and 79.1 per cent in Rovaniemi.

In January 2020, the realised average price of a hotel room was EUR 114.28 per day for the whole country. Twelve months earlier, it was EUR 107.64. There was a total of 54,169 hotel rooms available in Finland, which was 918 more than in January 2019.

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



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# Appendix tables

**Appendix table 1.1. Capacity and its utilization, January 2020**

| 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        | 1,096                    | 62,991             | 48.9                          | 1.8   | 64.54  |
| Mainland Finland     | 1,068                    | 62,041             | 49.3                          | 1.8   | 64.58  |
| Uusimaa              | 165                      | 17,642             | 59.8                          | 1.1   | 69.06  |
| Southwest Finland    | 62                       | 3,284              | 44.3                          | 6.8   | 61.23  |
| Satakunta            | 39                       | 1,376              | 30.4                          | -1.9  | 67.08  |
| Kanta-Häme           | 26                       | 1,464              | 29.9                          | -1.1  | 50.86  |
| Pirkanmaa            | 67                       | 4,545              | 49.2                          | 4.9   | 62.17  |
| Päijät-Häme          | 32                       | 1,890              | 38.5                          | -9.0  | 52.36  |
| Kymenlaakso          | 26                       | 918                | 34.6                          | 3.1   | 66.74  |
| South Karelia        | 31                       | 1,817              | 41.7                          | -0.5  | 51.87  |
| South Savo           | 73                       | 2,009              | 32.6                          | 0.4   | 53.00  |
| North Savo           | 45                       | 2,522              | 41.9                          | 0.3   | 57.13  |
| North Karelia        | 45                       | 1,409              | 37.3                          | -2.8  | 58.74  |
| Central Finland      | 48                       | 3,078              | 40.3                          | -1.5  | 48.62  |
| South Ostrobothnia   | 43                       | 1,746              | 36.4                          | 2.5   | 52.15  |
| Ostrobothnia         | 26                       | 1,471              | 32.4                          | -2.7  | 67.44  |
| Central Ostrobothnia | 16                       | 546                | 34.7                          | 3.6   | 75.31  |
| North Ostrobothnia   | 100                      | 4,554              | 44.6                          | 3.7   | 49.35  |
| Kainuu               | 36                       | 2,096              | 48.5                          | 5.9   | 46.36  |
| Lapland              | 188                      | 9,674              | 60.3                          | 3.3   | 77.57  |
| Åland                | 28                       | 950                | 15.2                          | -0.5  | .  |

**Appendix table 2.1. Nights spent in all establishments, January 2020**

| 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        | 1,664,226           | 8.2                              | 953,570                 | 10.4                                 | 710,656                     | 5.3                                      |
| Mainland Finland     | 1,657,553           | 8.2                              | 950,008                 | 10.6                                 | 707,545                     | 5.2                                      |
| Uusimaa              | 491,707             | 7.7                              | 273,112                 | 9.8                                  | 218,595                     | 5.1                                      |
| Southwest Finland    | 64,191              | 10.6                             | 53,876                  | 12.8                                 | 10,315                      | 0.5                                      |
| Satakunta            | 17,249              | -3.2                             | 14,435                  | -1.6                                 | 2,814                       | -10.6                                    |
| Kanta-Häme           | 22,994              | -5.6                             | 21,240                  | -1.6                                 | 1,754                       | -36.8                                    |
| Pirkanmaa            | 106,737             | 14.3                             | 90,316                  | 15.1                                 | 16,421                      | 10.3                                     |
| Päijät-Häme          | 39,972              | -10.2                            | 31,667                  | 2.9                                  | 8,305                       | -39.5                                    |
| Kymenlaakso          | 15,087              | -6.1                             | 9,870                   | -9.4                                 | 5,217                       | 1.1                                      |
| South Karelia        | 49,708              | 3.7                              | 21,841                  | -9.3                                 | 27,867                      | 16.9                                     |
| South Savo           | 34,288              | -2.1                             | 22,968                  | -3.1                                 | 11,320                      | 0.2                                      |
| North Savo           | 57,999              | 6.1                              | 44,915                  | 5.6                                  | 13,084                      | 7.9                                      |
| North Karelia        | 25,850              | -0.1                             | 19,607                  | 3.7                                  | 6,243                       | -10.4                                    |
| Central Finland      | 72,315              | 8.5                              | 56,531                  | 8.1                                  | 15,784                      | 9.9                                      |
| South Ostrobothnia   | 33,362              | 25.3                             | 31,346                  | 28.0                                 | 2,016                       | -5.9                                     |
| Ostrobothnia         | 20,080              | -3.9                             | 16,315                  | -5.4                                 | 3,765                       | 3.2                                      |
| Central Ostrobothnia | 7,648               | 3.1                              | 6,738                   | 3.3                                  | 910                         | 2.0                                      |
| North Ostrobothnia   | 135,556             | 12.5                             | 85,522                  | 20.1                                 | 50,034                      | 1.5                                      |
| Kainuu               | 80,210              | 6.9                              | 61,671                  | 18.1                                 | 18,539                      | -18.6                                    |
| Lapland              | 382,600             | 12.5                             | 88,038                  | 20.7                                 | 294,562                     | 10.3                                     |
| Åland                | 6,673               | -3.1                             | 3,562                   | -18.3                                | 3,111                       | 23.2                                     |

**Appendix table 3.1. Hotel capacity and capacity utilization, January 2020**

| Region / municipality | Number of establishments | Number of bedrooms | Occupancy rate of bedrooms, % | Change compared to previous year, %-units | Room price, euros (incl. VAT 10 %) | RevPAR, euros (incl. VAT 10 %) |
|-----------------------|--------------------------|--------------------|-------------------------------|---|------------------------------------|--------------------------------|
| Whole country         | 641                      | 54,169             | 51.5                          | 1.3                                       | 114.28                             | 58.80                          |
| Mainland Finland      | 629                      | 53,463             | 51.8                          | 1.3                                       | 114.40                             | 59.29                          |
| Uusimaa               | 126                      | 16,383             | 60.1                          | -0.6                                      | 111.04                             | 66.71                          |
| Espoo                 | 12                       | 1,313              | 53.2                          | -0.2                                      | 91.83                              | 48.84                          |
| Helsinki              | 61                       | 9,801              | 65.9                          | 0.1                                       | 115.08                             | 75.79                          |
| Vantaa                | 14                       | 2,883              | 61.5                          | -5.2                                      | 111.97                             | 68.91                          |
| Southwest Finland     | 38                       | 2,728              | 48.8                          | 8.0                                       | 94.55                              | 46.12                          |
| Turku                 | 19                       | 1,791              | 54.3                          | 8.5                                       | 95.02                              | 51.59                          |
| Satakunta             | 25                       | 1,148              | 35.0                          | -2.7                                      | 91.19                              | 31.88                          |
| Pori                  | 9                        | 595                | 36.9                          | -1.5                                      | 89.25                              | 32.95                          |
| Kanta-Häme            | 17                       | 1,322              | 31.9                          | -0.3                                      | 89.30                              | 28.53                          |
| Hämeenlinna           | 7                        | 645                | 39.5                          | 5.2                                       | 89.95                              | 35.51                          |
| Pirkanmaa             | 43                       | 4,037              | 52.2                          | 5.9                                       | 99.89                              | 52.12                          |
| Tampere               | 27                       | 3,319              | 57.8                          | 7.2                                       | 102.01                             | 58.93                          |
| Päijät-Häme           | 15                       | 1,754              | 40.1                          | -9.7                                      | 88.45                              | 35.43                          |
| Lahti                 | 7                        | 901                | 47.1                          | -8.5                                      | 91.67                              | 43.16                          |
| Kymenlaakso           | 15                       | 749                | 40.0                          | 6.3                                       | 100.22                             | 40.10                          |
| Kouvola               | 7                        | 301                | 44.4                          | 9.0                                       | 100.38                             | 44.55                          |
| South Karelia         | 14                       | 1,471              | 44.2                          | -0.1                                      | 110.57                             | 48.87                          |
| Lappeenranta          | 7                        | 891                | 48.4                          | 0.4                                       | 104.82                             | 50.78                          |
| South Savo            | 27                       | 1,463              | 37.1                          | 2.2                                       | 93.79                              | 34.82                          |
| Mikkeli               | 8                        | 517                | 43.9                          | 2.9                                       | 89.58                              | 39.30                          |
| North Savo            | 27                       | 2,322              | 42.6                          | 0.4                                       | 98.57                              | 41.95                          |
| Kuopio                | 13                       | 1,375              | 48.1                          | -3.7                                      | 105.83                             | 50.90                          |
| North Karelia         | 20                       | 1,167              | 40.4                          | -3.1                                      | 92.01                              | 37.15                          |
| Joensuu               | 7                        | 632                | 50.1                          | -3.7                                      | 93.70                              | 46.93                          |
| Central Finland       | 24                       | 2,630              | 41.8                          | -2.3                                      | 96.63                              | 40.42                          |
| Jyväskylä             | 13                       | 1,452              | 46.9                          | -4.7                                      | 97.74                              | 45.88                          |
| South Ostrobothnia    | 25                       | 1,556              | 39.6                          | 2.1                                       | 85.04                              | 33.70                          |
| Seinäjoki             | 6                        | 622                | 46.9                          | 5.3                                       | 97.98                              | 45.94                          |
| Ostrobothnia          | 22                       | 1,427              | 33.3                          | -4.2                                      | 92.81                              | 30.91                          |
| Vaasa                 | 9                        | 984                | 37.2                          | -7.1                                      | 93.09                              | 34.65                          |
| Central Ostrobothnia  | 10                       | 479                | 37.0                          | 4.1                                       | 100.95                             | 37.40                          |
| Kokkola               | 5                        | 350                | 41.7                          | 2.4                                       | 98.84                              | 41.26                          |
| North Ostrobothnia    | 52                       | 3,288              | 51.4                          | 4.7                                       | 101.45                             | 52.11                          |
| Kuusamo               | 14                       | 850                | 50.8                          | -0.2                                      | 112.08                             | 56.97                          |
| Oulu                  | 9                        | 1,244              | 69.0                          | 12.1                                      | 102.24                             | 70.55                          |
| Kainuu                | 20                       | 1,832              | 51.2                          | 2.8                                       | 89.59                              | 45.83                          |
| Kajaani               | 6                        | 412                | 41.7                          | 3.2                                       | 88.65                              | 36.98                          |
| Sotkamo               | 6                        | 1,148              | 61.4                          | 4.3                                       | 92.55                              | 56.85                          |
| Lapland               | 109                      | 7,707              | 64.0                          | 3.3                                       | 168.40                             | 107.79                         |
| Rovaniemi             | 22                       | 1,846              | 79.1                          | 4.8                                       | 212.90                             | 168.38                         |
| Åland                 | 12                       | 706                | 20.2                          | -0.2                                      | .                                  | .                              |
| Maarianhamina         | 6                        | 469                | 30.0                          | 1.0                                       | .                                  | .                              |

**Appendix table 4.1. Nights spent in hotels, January 2020**

| 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         | 1,427,900           | 8.5                              | 825,936                 | 10.7                                 | 601,964                     | 5.5                                      |
| Mainland Finland      | 1,421,697           | 8.5                              | 822,639                 | 10.9                                 | 599,058                     | 5.5                                      |
| Uusimaa               | 448,936             | 7.0                              | 244,646                 | 8.2                                  | 204,290                     | 5.5                                      |
| Espoo                 | 27,903              | 1.8                              | 15,700                  | -3.8                                 | 12,203                      | 10.0                                     |
| Helsinki              | 301,349             | 9.9                              | 146,261                 | 11.9                                 | 155,088                     | 8.0                                      |
| Vantaa                | 79,991              | 1.0                              | 50,760                  | 1.0                                  | 29,231                      | 1.1                                      |
| Southwest Finland     | 59,536              | 11.3                             | 50,033                  | 14.2                                 | 9,503                       | -1.9                                     |
| Turku                 | 44,256              | 9.3                              | 36,771                  | 14.4                                 | 7,485                       | -10.3                                    |
| Satakunta             | 15,883              | 0.9                              | 13,289                  | 1.3                                  | 2,594                       | -0.8                                     |
| Pori                  | 8,819               | 0.1                              | 7,447                   | -1.2                                 | 1,372                       | 7.8                                      |
| Kanta-Häme            | 21,708              | -4.7                             | 20,006                  | -0.4                                 | 1,702                       | -37.0                                    |
| Hämeenlinna           | 10,898              | -1.9                             | 9,920                   | 1.5                                  | 978                         | -26.6                                    |
| Pirkanmaa             | 94,633              | 15.9                             | 79,488                  | 16.6                                 | 15,145                      | 12.1                                     |
| Tampere               | 84,646              | 26.1                             | 71,250                  | 28.9                                 | 13,396                      | 13.1                                     |
| Päijät-Häme           | 36,255              | -12.1                            | 28,515                  | 1.3                                  | 7,740                       | -41.0                                    |
| Lahti                 | 20,461              | -14.2                            | 14,752                  | -7.3                                 | 5,709                       | -28.2                                    |
| Kymenlaakso           | 12,525              | -5.0                             | 8,409                   | -6.8                                 | 4,116                       | -1.2                                     |
| Kouvola               | 5,518               | -18.4                            | 4,411                   | -21.6                                | 1,107                       | -3.1                                     |
| South Karelia         | 41,759              | 3.7                              | 18,841                  | -8.8                                 | 22,918                      | 16.9                                     |
| Lappeenranta          | 24,038              | -2.9                             | 13,677                  | -9.8                                 | 10,361                      | 8.1                                      |
| South Savo            | 24,346              | -0.4                             | 18,954                  | -2.0                                 | 5,392                       | 5.4                                      |
| Mikkeli               | 10,507              | 8.7                              | 8,239                   | 13.6                                 | 2,268                       | -6.1                                     |
| North Savo            | 51,710              | 7.4                              | 41,893                  | 7.3                                  | 9,817                       | 7.4                                      |
| Kuopio                | 35,999              | 4.6                              | 29,514                  | 8.2                                  | 6,485                       | -9.2                                     |
| North Karelia         | 21,524              | -2.5                             | 17,554                  | 2.3                                  | 3,970                       | -19.3                                    |
| Joensuu               | 12,075              | -1.5                             | 9,897                   | 0.2                                  | 2,178                       | -8.6                                     |
| Central Finland       | 65,868              | 8.3                              | 50,753                  | 7.6                                  | 15,115                      | 11.1                                     |
| Jyväskylä             | 31,498              | 2.4                              | 26,971                  | 3.6                                  | 4,527                       | -4.3                                     |
| South Ostrobothnia    | 30,708              | 22.7                             | 29,216                  | 24.9                                 | 1,492                       | -9.0                                     |
| Seinäjoki             | 12,144              | 9.4                              | 11,416                  | 10.3                                 | 728                         | -2.2                                     |
| Ostrobothnia          | 19,152              | -0.8                             | 15,387                  | -1.8                                 | 3,765                       | 3.7                                      |
| Vaasa                 | 15,097              | -0.4                             | 12,385                  | 1.9                                  | 2,712                       | -9.8                                     |
| Central Ostrobothnia  | 6,785               | 7.9                              | 6,041                   | 7.7                                  | 744                         | 9.6                                      |
| Kokkola               | 5,471               | 1.1                              | 4,904                   | -0.4                                 | 567                         | 16.0                                     |
| North Ostrobothnia    | 97,260              | 13.1                             | 63,915                  | 18.7                                 | 33,345                      | 3.7                                      |
| Kuusamo               | 36,699              | 22.9                             | 17,363                  | 51.0                                 | 19,336                      | 5.4                                      |
| Oulu                  | 41,070              | 6.6                              | 32,399                  | 9.3                                  | 8,671                       | -2.4                                     |
| Kainuu                | 71,432              | 10.1                             | 55,548                  | 18.4                                 | 15,884                      | -11.7                                    |
| Kajaani               | 7,698               | 15.1                             | 6,735                   | 15.0                                 | 963                         | 15.6                                     |
| Sotkamo               | 61,363              | 9.3                              | 47,394                  | 18.4                                 | 13,969                      | -13.4                                    |
| Lapland               | 301,677             | 13.9                             | 60,151                  | 34.8                                 | 241,526                     | 9.7                                      |
| Rovaniemi             | 94,176              | 14.7                             | 17,608                  | 33.4                                 | 76,568                      | 11.1                                     |
| Åland                 | 6,203               | -2.8                             | 3,297                   | -19.1                                | 2,906                       | 26.1                                     |
| Maarianhamina         | 5,874               | -2.2                             | 3,053                   | -24.5                                | 2,821                       | 43.8                                     |



**Appendix table 5.1. Visitor arrivals and nights spent by country of residence, January 2020**

| 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                | 845,337  | 1,664,226  | 8.2   | 1,427,900              | 8.5                                 |
| Finland              | 559,174  | 953,570  | 10.4  | 825,936                | 10.7                                |
| Foreign countries    | 286,163  | 710,656  | 5.3   | 601,964                | 5.5                                 |
| Sweden               | 15,531   | 24,948   | 0.7   | 24,145                 | 2.2                                 |
| Germany              | 17,826   | 46,158   | -0.4  | 40,353                 | -1.1                                |
| Russia               | 61,237   | 164,702  | 12.8  | 130,354                | 16.1                                |
| United Kingdom       | 17,816   | 61,272   | -5.8  | 47,040                 | -3.9                                |
| United States        | 9,191  | 18,800   | 12.0  | 17,749                 | 11.1                                |
| Norway               | 4,365  | 6,994  | -24.6   | 6,432                  | -25.6                               |
| Netherlands          | 10,773   | 44,166   | 13.2  | 33,252                 | 15.8                                |
| Italy                | 6,288  | 15,162   | 8.0   | 13,383                 | 5.8                                 |
| France               | 12,632   | 52,994   | -5.5  | 49,431                 | -5.6                                |
| Japan                | 8,870  | 16,925   | 19.1  | 16,294                 | 18.8                                |
| Estonia              | 7,461  | 17,105   | -5.8  | 12,086                 | -14.3                               |
| Switzerland          | 4,661  | 17,884   | -6.3  | 9,624                  | -5.5                                |
| Spain                | 4,330  | 11,444   | -14.1   | 10,348                 | -12.8                               |
| China                | 32,268   | 53,157   | 37.8  | 50,658                 | 36.7                                |

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Source: Accommodation Statistics. Statistics Finland