

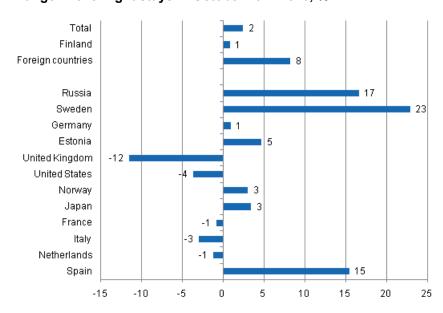
Accommodation statistics

2011, October

Nights spent by foreign tourists in Finland up by 8 per cent in October

The number of recorded nights spent by non-resident tourists at Finnish accommodation establishments in October 2011 was 313,000, which was 8 per cent up on October 2010. The total number of overnight stays increased by 2 per cent from last year and accommodation establishments recorded altogether 1.4 million of them. The number of nights spent by resident tourists went up by one per cent and totalled 1.1 million in October 2011. These figures are preliminary data from Statistics Finland's statistics on accommodation establishments and they have been collected from accommodation establishments with at least 10 rooms, cottages, or caravan pitches with electricity connection, and youth hostels.

Change in overnight stays in October 2011/2010, %

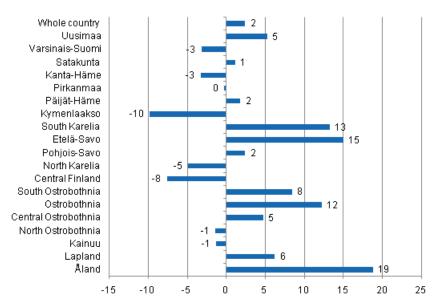


Russians continued to be the largest group of foreign tourists also in October with their 65,000 overnight stays. The number of nights recorded for them at Finnish accommodation establishments was 17 per cent higher than one year earlier. Swedes were next with 36,000 nights spent. The number was 23 per cent

higher than in October 2010. Visitors from Germany came third with 26,000 nights spent, which was one per cent up year-on-year. Compared with October 2010, the number of nights spent by Spanish tourists was 15 per cent up and that of nights spent by Estonian tourists 5 per cent up. Overnight stays by visitors from Norway and Japan both increased by 3 per cent. By contrast, overnight stays at accommodation establishments by British tourists fell by 11.5 per cent and those by visitors from the USA by 4 per cent from last year.

By region, the total number of overnight stays increased most in the regions of Åland, up by 19 per cent, and Etelä-Savo, up by 15 per cent. In South Karelia, recorded overnight stays went up by 13 per cent and in Ostrobothnia by 12 per cent from the year before. Overnight stays increased by 8 per cent in South Ostrobothnia and by 6 per cent in Lapland. Five per cent growth was achieved in Uusimaa and Central Ostrobothnia. Overnight stays decreased most in Kymenlaakso, 10 per cent down, and in Central Finland, 8 per cent down. In the whole country, overnight stays increased by 2 per cent from October 2010.

Change in overnight stays in October by region 2011 / 2010, %



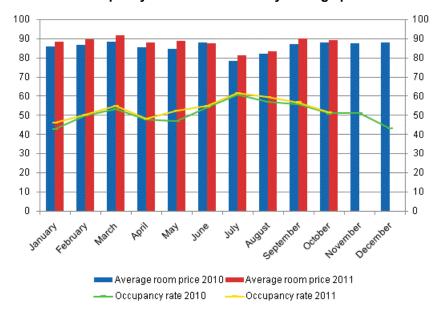
Overnight stays in hotels increased by 2 per cent in October

The total number of nights spent in hotels rose to 1.2 million in October, which was 2 per cent up on the year before. Overnight stays by foreign tourists increased by eight per cent and hotels recorded a total of 290,000 million of them. Recorded nights spent by resident tourists in hotels numbered just under 960,000. This was one per cent up on the year before.

The occupancy rate of hotel rooms was 51.7 per cent in October. One year earlier it was 51.0 per cent. Among the regions, the highest occupancy rates of hotel rooms were measured in Uusimaa, 67.4 per cent, and Pirkanmaa, 63.3 per cent. In Vantaa, the hotel room occupancy rate was 72.8 per cent and in Tampere 69.1 per cent. Hotel room occupancy rate in Helsinki was 73.6 per cent.

In October, the realised average price of a hotel room was EUR 89.40 per day for the whole country. Twelve months previously it was EUR 87.78.

Hotel room occupancy rate and the monthly average price

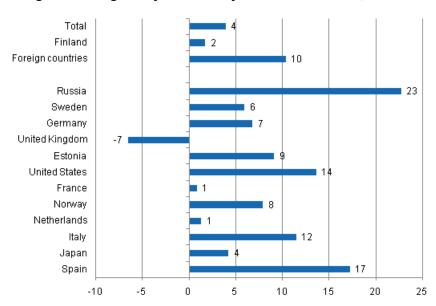


Total number of nights spent at all accommodation establishments went up by 4 per cent in the January to October 2011 period

Between January and October, the number of nights spent at accommodation establishments in Finland totalled 17 million, which was 4 per cent up on the respective time period of last year. Overnight stays by foreign tourists increased by 10 per cent and accommodation establishments recorded a total of 4.7 million of them. Overnight stays by resident tourists numbered 12.7 million, which was 2 per cent more than in the same time period last year.

Among the most important countries of inbound tourism to Finland, overnight stays by visitors from Russia increased most, or by 23 per cent, in the January to October period. Overnight stays by Spanish tourists went up by 17 per cent and those by visitors from the United States by 14 per cent year-on-year. Recorded nights spent by Italian tourists increased by 11.5 per cent and those by Estonian tourists by 9 per cent from the respective time period of the year before. Overnight stays by Norwegian tourists increased by 8 per cent and those by German tourists by 7 per cent. By contrast, nights spent at accommodation establishments by tourists from Britain have been decreasing almost throughout the January-October period of the current year, the further drop now amounting to 6.5 per cent.

Change in overnight stays in January-October 2011/2010, %



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Appendix table 1. Capacity and its utilization, October 2011

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	993	56 162	48,1	0,5	54,68
Mainland Finland	952	55 036	48,6	0,4	54,69
Uusimaa	136	14 440	66,7	1,2	67,91
Helsinki	59	8 487	73,2	2,0	71,48
Varsinais-Suomi	63	3 722	48,8	-5,3	48,94
Turku	23	2 172	54,9	-9,3	50,15
Satakunta	36	1 457	39,6	-0,7	53,82
Pori	10	726	41,7	-0,7	47,58
Kanta-Häme	27	1 379	39,4	-0,9	49,25
Hämeenlinna	11	774	46,0	-3,5	53,85
Pirkanmaa	65	3 944	59,9	-0,2	51,14
Tampere	24	2 470	69,6	-0,4	57,14
Päijät-Häme	29	1 910	41,0	2,4	47,49
Lahti	10	736	46,7	6,0	55,61
Kymenlaakso	21	1 116	38,2	-4,0	49,22
Kouvola	9	555	34,1	-3,1	44,96
South Karelia	28	1 389	53,3	5,2	53,55
Lappeenranta	9	562	67,6	6,8	55,50
Etelä-Savo	55	2 032	34,1	1,7	42,46
Mikkeli	7	533	47,7	-0,5	50,58
Pohjois-Savo	44	2 404	51,5	5,0	45,55
Kuopio	13	1 004	65,5	6,9	52,37
North Karelia	41	1 579	36,4	-1,2	44,51
Joensuu	11	760	45,1	-0,4	53,60
Central Finland	47	2 811	45,8	-3,4	48,41
Jyväskylä	13	1 308	60,6	-3,8	63,86
South Ostrobothnia	39	1 701	47,3	-0,9	42,21
Seinäjoki	9	615	54,9	-7,3	58,16
Ostrobothnia	31	1 388	49,2	6,2	54,59
Vaasa	10	856	53,4	7,6	58,57
Central Ostrobothnia	15	553	48,4	1,9	52,08
Kokkola	7	395	55,8	3,7	57,57
North Ostrobothnia	85	4 116	40,7	0,3	45,27
Oulu	11	1 451	63,6	2,0	54,68
Kainuu	41	2 099	43,4	-2,5	34,57
Kajaani	9	496	30,6	-2,7	56,35
Lapland	149	6 996		1,9	
Rovaniemi	17	1 388	28,6	-2,0	
Åland	41	1 126	20,6	2,2	
Maarianhamina	11	547	30,7	4,4	

Appendix table 2. Nights spend in all establishments, October 2011

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	1 396 328	2,4	1 083 313	0,8	313 015	8,2
Mainland Finland	1 382 121	2,2	1 076 883	0,7	305 238	7,9
Uusimaa	446 940	5,2	261 019	2,0	185 921	9,9
Helsinki	289 058	4,5	145 631	1,5	143 427	7,8
Varsinais-Suomi	95 686	-3,2	82 581	-2,7	13 105	-6,1
Turku	61 035	-7,0	51 818	-5,4	9 217	-15,2
Satakunta	26 607	1,1	21 724	1,6	4 883	-1,0
Pori	14 432	5,0	12 688	9,9	1 744	-20,9
Kanta-Häme	30 008	-3,3	27 014	-3,1	2 994	-5,0
Hämeenlinna	19 240	-7,4	17 071	-7,1	2 169	-9,7
Pirkanmaa	130 405	-0,3	115 829	1,2	14 576	-10,2
Tampere	86 192	1,7	74 120	4,2	12 072	-11,2
Päijät-Häme	45 870	1,8	40 402	0,8	5 468	9,8
Lahti	15 682	2,6	12 126	3,4	3 556	-0,0
Kymenlaakso	21 996	-9,8	17 187	-12,9	4 809	3,3
Kouvola	9 618	-14,5	8 442	-15,9	1 176	-2,4
South Karelia	39 447	13,3	22 486	12,2	16 961	14,8
Lappeenranta	18 101	9,9	12 493	13,4	5 608	2,8
Etelä-Savo	36 424	15,0	30 676	12,6	5 748	29,9
Mikkeli	12 355	2,6	10 649	1,0	1 706	13,9
Pohjois-Savo	67 496	2,4	62 947	1,8	4 549	12,2
Kuopio	33 145	4,4	31 067	4,5	2 078	2,3
North Karelia	30 756	-4,9	27 667	-5,0	3 089	-4,2
Joensuu	14 886	-1,1	12 918	-1,1	1 968	-0,6
Central Finland	68 821	-7,6	63 103	-7,7	5 718	-6,6
Jyväskylä	37 303	-5,8	32 985	-6,7	4 318	1,1
South Ostrobothnia	46 898	8,4	44 747	6,4	2 151	79,1
Seinäjoki	15 486	4,4	14 516	2,7	970	38,8
Ostrobothnia	32 234	12,2	26 846	10,7	5 388	20,5
Vaasa	20 831	6,1	16 449	2,1	4 382	24,5
Central Ostrobothnia	12 748	4,7	11 751	7,7	997	-20,9
Kokkola	9 321	11,5	8 524	16,4	797	-22,8
North Ostrobothnia	96 858	-1,4	84 856	-1,3	12 002	-1,6
Oulu	46 534	-0,8	39 853	0,9		-9,8
Kainuu	74 378	-1,3	70 666	-2,1	3 712	16,8
Kajaani	6 640	-11,9	6 108	-14,0	532	21,7
Lapland	78 549	6,2	65 382	3,8		20,3
Rovaniemi	21 166	-2,0	15 046		6 120	17,3
Åland	14 207	18,8	6 430	14,7	7 777	22,4
Maarianhamina	8 651	15,5				

Appendix table 3. Hotel capacity and capacity utilization, October 2011

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 %)	¹⁾ RevPAR, euros (Vat inc. 9 %)
Whole country	615	49 130	51,7	0,7	89,40	46,21
Mainland Finland	602	48 419	52,1	0,7	89,38	46,54
Uusimaa	113	14 048	67,4	1,5	101,0	68,08
Helsinki	52	8 318	73,6	2,4	105,6	77,76
Varsinais-Suomi	38	3 156	52,1	-5,5	81,93	42,66
Turku	19	2 074	55,8	-9,3	83,66	46,68
Satakunta	23	1 172	45,7	-0,7	80,63	36,85
Pori	7	623	45,9	-0,3	75,31	34,57
Kanta-Häme	17	1 219	42,5	-1,2	87,89	37,33
Hämeenlinna	8	732	47,4	-3,8	93,60	44,38
Pirkanmaa	41	3 348	63,3	-1,1	91,38	57,84
Tampere	21	2 318	69,1	-0,5	92,38	63,86
Päijät-Häme	17	1 764	42,8	3,0	77,84	33,35
Lahti	8	713	46,6	6,0	81,69	38,11
Kymenlaakso	15	946	41,5	-4,4	80,11	33,23
Kouvola	6	435	39,3	-2,6	76,33	29,99
South Karelia	17	1 209	58,2	6,5	93,19	54,27
Lappeenranta	6	504	72,7	6,6	85,49	62,12
Etelä-Savo	29	1 564	38,7	2,5	71,49	27,65
Mikkeli	5	487	49,5	-1,4	77,40	38,28
Pohjois-Savo	28	2 188	53,6	5,3	79,95	42,86
Kuopio	8	926	66,6	7,1	85,40	56,88
North Karelia	24	1 346	39,7	-1,0	75,17	29,85
Joensuu	10	750	45,5	-0,4	75,53	34,34
Central Finland	27	2 482	48,8	-3,9	83,11	40,53
Jyväskylä	9	1 202	64,6	-3,0	96,63	62,42
South Ostrobothnia	23	1 441	52,7	-1,5	75,71	39,94
Seinäjoki	8	615	54,9	-7,3	80,04	43,94
Ostrobothnia	23	1 285	51,0	6,6	83,36	42,54
Vaasa	10	856	53,4	7,6	86,06	45,98
Central Ostrobothnia	10	494	51,1	4,2	74,96	38,34
Kokkola	5	367	56,4	3,5	78,75	44,43
North Ostrobothnia	49	3 350	43,6	0,1	80,01	34,90
Oulu	10	1 423	63,5	2,0	84,52	53,64
Kainuu	22	1 667	50,3	-1,9	72,84	36,67
Kajaani	7	449	33,4	-2,9	79,86	26,70
Lapland	86	5 740	24,4	2,2	74,77	18,27
Rovaniemi	12	1 251	29,2	-2,7	70,02	20,41
Åland	13	711	26,3	2,4		-
Maarianhamina	7	483	34,1	5,1		

¹⁾ RevPar = Average revenue per available room, equivalent to the accommodation revenue of an establishment divided by the available room capacity.

Appendix table 4. Nights spend in hotels, October 2011

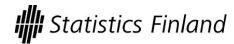
Region / municipality	Nights spend, total	Change of nights spend, total, %	Nights spend, residents	Change of nights spend, residents, %	Nights spend, non-residents	Change of nights spend, non-residents, %
Whole country	1 248 094	2,4	958 458	0,7	289 636	8,3
Mainland Finland	1 238 094	2,3	953 343	0,7	284 751	8,1
Uusimaa	428 388	5,3	250 295	1,9	178 093	10,5
Helsinki	275 526	4,8	138 897	1,3	136 629	8,5
Varsinais-Suomi	83 850	-5,5	72 228	-4,9	11 622	-8,6
Turku	59 085	-7,8	50 629	-6,2	8 456	-16,1
Satakunta	22 925	2,3	18 325	3,8	4 600	-3,2
Pori	12 825	10,0	11 194	16,7	1 631	-21,1
Kanta-Häme	26 868	-4,1	24 056	-3,9	2 812	-5,7
Hämeenlinna	17 944	-8,1	15 775	-7,8	2 169	-9,7
Pirkanmaa	112 988	-0,3	100 685	1,1	12 303	-10,3
Tampere	79 571	1,9	68 603	4,2	10 968	-10,1
Päijät-Häme	41 125	2,6	36 132	1,5	4 993	11,3
Lahti	15 094	3,2	11 720	4,2	3 374	-0,1
Kymenlaakso	17 806	-9,8	13 296	-14,0	4 510	5,5
Kouvola	7 665	-7,0	6 510	-9,1	1 155	7,0
South Karelia	37 936	14,2	21 284	13,3	16 652	15,5
Lappeenranta	17 644	9,1	12 151	12,1	5 493	3,1
Etelä-Savo	30 010	18,6	25 503	16,0	4 507	35,6
Mikkeli	11 324	0,1	9 951	0,2	1 373	-0,4
Pohjois-Savo	61 869	2,2	58 164	1,6	3 705	12,6
Kuopio	30 010	4,5	28 073	4,2	1 937	7,7
North Karelia	27 085	-4,7	24 470	-3,7	2 615	-12,8
Joensuu	14 812	-1,1	12 865	-1,1	1 947	-0,6
Central Finland	62 755	-7,9	57 368	-8,1	5 387	-6,7
Jyväskylä	36 362	-7,2	32 234	-7,6	4 128	-3,4
South Ostrobothnia	40 723	8,3	39 104	7,0	1 619	51,2
Seinäjoki	14 403	3,9	13 433	2,1	970	38,8
Ostrobothnia	29 456	8,9	24 120	6,8	5 336	19,3
Vaasa	20 831	6,1	16 449	2,1	4 382	24,5
Central Ostrobothnia	10 809	4,3	9 976	5,9	833	-12,2
Kokkola	8 394	7,2	7 758	9,1	636	-11,8
North Ostrobothnia	76 012	-1,5	66 126	-0,8	9 886	-5,7
Oulu	42 944	-0,2	37 144	0,9	5 800	-6,9
Kainuu	63 312	-2,0	59 884	-2,9	3 428	17,8
Kajaani	6 555	-11,5	6 023	-13,6	532	21,7
Lapland	64 177	9,4	52 327	6,5	11 850	23,8
Rovaniemi	18 357	-4,1	12 654	-12,6	5 703	22,2
Åland	10 000	14,3	5 115	9,7	4 885	19,5
Maarianhamina	8 450	16,0	4 727	11,1	3 723	22,7

Appendix table 5. Visitor arrivals and nights spend by country of residence, October 2011

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	786 543	1 396 328	2,4	1 248 094	2,4
Finland	621 670	1 083 313	0,8	958 458	0,7
Foreign countries	164 873	313 015	8,2	289 636	8,3
Sweden	23 110	35 681	22,9	33 714	23,4
Germany	11 854	25 742	0,9	23 640	3,1
Russia	39 220	64 753	16,6	59 819	15,1
United Kingdom	8 690	16 849	-11,5	16 427	-11,4
United States	6 753	14 951	-3,7	14 682	-2,2
Norway	5 385	9 527	3,0	9 057	1,7
Netherlands	3 658	6 579	-1,2	6 250	-1,6
Italy	3 200	7 268	-3,0	6 805	2,7
France	4 013	8 724	-0,8	8 072	2,5
Japan	4 768	8 898	3,4	8 674	4,5
Estonia	7 188	17 471	4,7	12 625	6,4
Spain	2 749	6 432	15,4	5 947	14,3

Appendix table 6. Nights spend in all establishments, 2011

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	17 387 196	3,9	12 721 254	1,7	4 665 942	10,4
January	1 314 800	7,9	777 122	6,8	537 678	9,4
February	1 340 786	1,2	990 973	1,1	349 813	1,5
March	1 673 793	2,9	1 255 071	0,3	418 722	11,9
April	1 397 066	1,1	1 094 310	-3,1	302 756	19,4
May	1 330 554	9,5	965 851	8,2	364 703	13,1
June	2 027 627	4,1	1 504 533	2,2	523 094	10,1
July	3 136 449	2,3	2 393 166	0,5	743 283	8,4
August	2 199 647	5,1	1 486 169	1,6	713 478	13,2
September	1 570 146	4,5	1 170 746	2,6	399 400	10,5
October	1 396 328	2,4	1 083 313	0,8	313 015	8,2



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Source: Accommodation Statistics 2011. Statistics Finland