

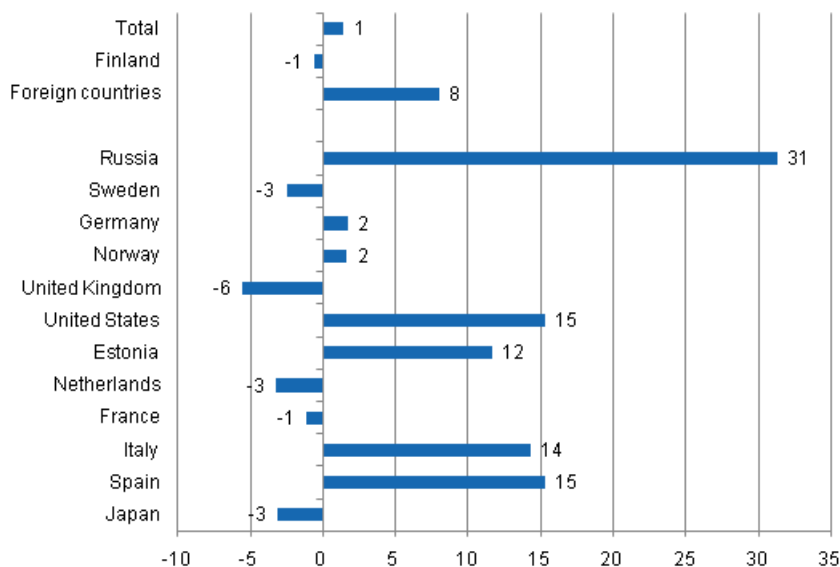
Accommodation statistics

2011, July

Nights spent by foreign tourists in Finland increased by 8 per cent in July

The number of recorded nights spent by foreign tourists at Finnish accommodation establishments in July 2011 was 741,000, which was eight per cent higher than in July 2010. The total number of overnight stays increased by one per cent from last year and altogether 3.1 million overnight stays were recorded at accommodation establishments. By contrast, the number of nights spent by resident tourists decreased by one per cent and totalled 2.4 million in July 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 July 2011/2010, %

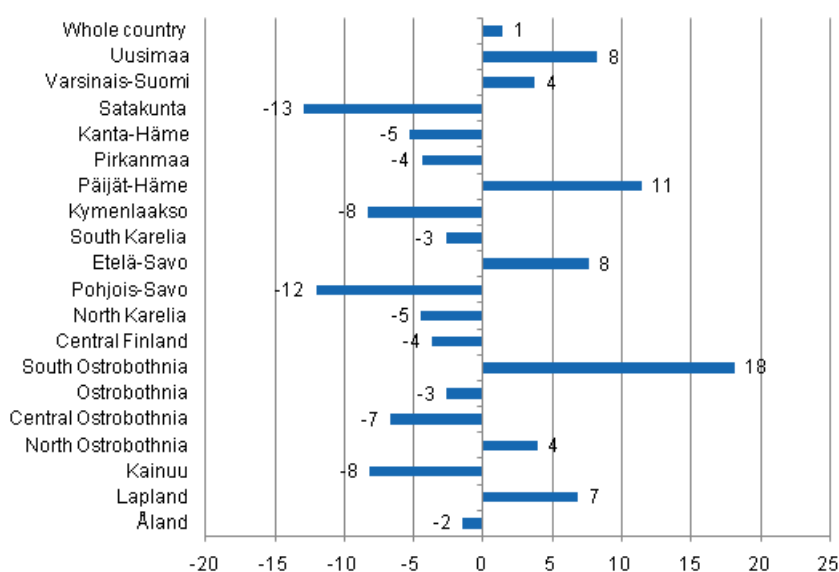


As for the whole of the current year, Russians were the largest group of foreign tourists in July with 141,000 overnight stays. The number of nights recorded for them at Finnish accommodation establishments was 31 per cent higher than one year earlier. Visitors from Sweden came next with 116,000 nights spent.

However, the number was three per cent down on July 2010. The third largest group were German tourists for whom accommodation establishments recorded 92,000 overnight stays, which was two per cent more than one year earlier. Besides for Russian visitors, strong growths were also recorded in the nights spent by visitors from Spain and the U.S., both of which were 15 per cent up on July 2010. Overnight stays of Italian tourists increased by 14 per cent and those of visitors from Estonia by 12 per cent from the year before. By contrast, overnight stays of British visitors at accommodation establishments decreased by six per cent, and those of Dutch and Japanese visitors both by three per cent from July last year.

By region, the total number of overnight stays increased most in the regions of South Ostrobothnia, up by 18 per cent, and Päijät-Häme, up by 11 per cent. In Uusimaa and Etelä-Savo, recorded overnight stays increased by eight per cent and in Lapland by seven per cent from the year before. Overnight stays in Varsinais-Suomi and North Ostrobothnia increased by four per cent. Overnight stays decreased most in Satakunta, by 13 per cent, and in Pohjois-Savo, by 12 per cent.

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



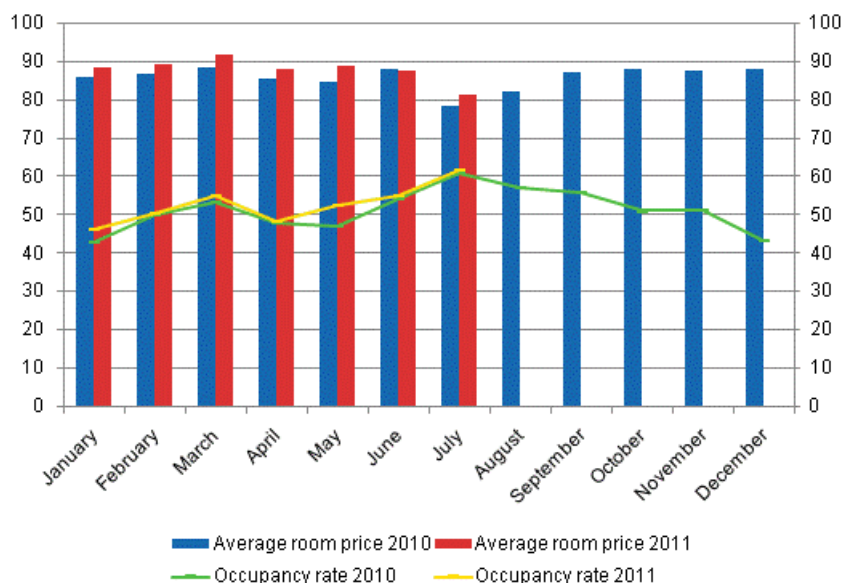
Overnight stays in hotels increased by three per cent in July

The total number of nights spent in hotels rose to 2 million in July, which was three per cent up on the year before. Compared with July 2010, the number of nights spent by foreign tourists increased by nine per cent while that of nights spent by domestic tourists was almost unchanged.

The occupancy rate of hotel rooms was 61.5 per cent in July. One year earlier it was 59.9 per cent. Among the regions, the highest occupancy rates of hotel rooms were measured in South Karelia ,79.3 per cent, and Åland, 78.2 per cent. In Lappeenranta, the hotel room occupancy rate was 89.4 per cent and in Mariehamn 84.5 per cent. Hotel room occupancy rate in Helsinki was 73.4 per cent.

In July, the realised average price of a hotel room was EUR 81.41 per day for the whole country. Twelve months previously it was EUR 78.42.

Hotel room occupancy rate and the monthly average price

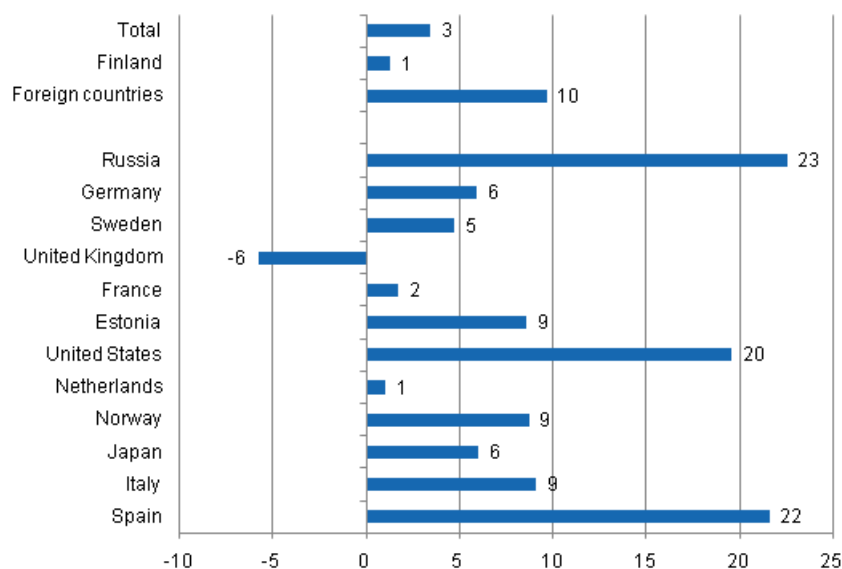


Total number of nights spent at all accommodation establishments went up by three per cent in the January to July period of 2011

From January to July, the number of nights spent at accommodation establishments in Finland totalled 12.2 million, which was three 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 3.2 million of them. Overnight stays by resident tourists numbered nearly nine million, which was one per cent more than in the same time period last year.

Among the most important countries of inbound tourism to Finland, overnight stays by Russian visitors increased most, or by 23 per cent, in the January to July period. Overnight stays by Spanish tourists went up by 22 per cent and those by visitors from the United States by one-fifth from the same time period of 2010. Accommodation establishments recorded a 9 per cent year-on-year growth in overnight stays by visitors from Estonia, Norway and Italy alike. By contrast, nights spent by tourists from Britain decreased by six per cent from the previous year's respective time period.

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



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Appendix tables

Appendix table 1. Capacity and its utilization, July 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	1 278	64 002	58,8	0,2	33,07
Mainland Finland	1 204	62 432	58,5	0,3	33,19
Uusimaa	146	14 668	64,7	1,6	38,67
Helsinki	61	8 633	73,5	2,8	40,44
Varsinais-Suomi	84	4 187	70,7	1,2	33,03
Turku	25	2 284	82,0	-1,3	35,07
Satakunta	42	1 666	62,6	0,2	32,29
Pori	12	751	73,0	-5,7	30,53
Kanta-Häme	31	1 540	46,1	-3,7	36,09
Hämeenlinna	14	886	47,2	-3,4	37,27
Pirkanmaa	78	4 380	66,3	-1,6	33,61
Tampere	27	2 619	71,0	-4,3	36,11
Päijät-Häme	35	2 077	51,1	7,0	34,18
Lahti	12	792	51,6	9,6	40,45
Kymenlaakso	26	1 203	53,2	-10,6	31,54
Kouvola	11	584	55,3	-16,0	25,47
South Karelia	38	1 775	72,3	-0,1	38,64
Lappeenranta	11	698	82,5	-1,7	37,24
Etelä-Savo	82	3 176	63,9	1,4	34,69
Mikkeli	10	713	70,6	-3,3	42,57
Pohjois-Savo	55	2 681	61,4	-7,5	32,20
Kuopio	16	1 141	78,0	-7,6	32,45
North Karelia	60	2 046	53,1	-3,8	29,64
Joensuu	15	867	59,0	-6,7	36,89
Central Finland	72	3 643	55,0	-0,8	33,46
Jyväskylä	17	1 525	68,6	4,6	48,73
South Ostrobothnia	49	2 079	57,5	5,2	30,20
Seinäjoki	10	615	64,5	6,0	44,93
Ostrobothnia	39	1 636	62,2	5,1	28,11
Vaasa	11	925	75,9	4,5	30,27
Central Ostrobothnia	25	681	62,0	9,9	40,93
Kokkola	13	468	70,3	14,8	45,53
North Ostrobothnia	105	4 915	54,0	0,1	26,11
Oulu	12	1 669	72,5	0,3	37,50
Kainuu	52	2 288	57,5	-2,5	28,20
Kajaani	9	499	45,1	-4,1	35,96
Lapland	185	7 791	39,1	1,4	27,34
Rovaniemi	20	1 397	51,8	1,0	29,16
Åland	74	1 570	70,4	-3,8	.
Maarianhamina	15	694	82,1	-5,4	.

Appendix table 2. Nights spend in all establishments, July 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	3 108 884	1,4	2 368 053	-0,6	740 831	8,0
Mainland Finland	2 978 531	1,5	2 319 077	-0,5	659 454	9,0
Uusimaa	611 879	8,2	347 783	8,3	264 096	8,1
Helsinki	399 861	4,4	190 462	7,5	209 399	1,7
Varsinais-Suomi	251 899	3,7	209 830	2,7	42 069	9,2
Turku	153 370	4,9	126 467	5,2	26 903	3,6
Satakunta	107 952	-12,9	99 791	-14,3	8 161	8,4
Pori	62 530	-21,4	59 469	-22,4	3 061	4,1
Kanta-Häme	53 169	-5,3	48 478	-6,3	4 691	6,3
Hämeenlinna	28 644	-4,7	26 761	-2,3	1 883	-29,0
Pirkanmaa	236 251	-4,4	210 126	-4,5	26 125	-3,9
Tampere	136 828	-4,6	118 965	-3,5	17 863	-11,0
Päijät-Häme	82 439	11,4	68 280	6,0	14 159	48,2
Lahti	25 276	20,4	19 783	15,4	5 493	42,5
Kymenlaakso	61 067	-8,3	49 654	-12,3	11 413	14,3
Kouvola	30 409	-8,6	26 035	-11,0	4 374	8,9
South Karelia	91 982	-2,7	56 840	-9,1	35 142	9,6
Lappeenranta	39 504	-2,6	29 114	-3,5	10 390	0,1
Etelä-Savo	187 037	7,6	154 158	8,0	32 879	6,0
Mikkeli	46 262	5,5	39 934	2,8	6 328	26,5
Pohjois-Savo	129 957	-12,0	110 425	-16,0	19 532	20,6
Kuopio	73 240	-17,4	63 157	-19,9	10 083	3,3
North Karelia	93 012	-4,5	82 335	-6,7	10 677	17,1
Joensuu	32 618	-10,0	28 697	-13,1	3 921	21,2
Central Finland	160 881	-3,7	131 943	-5,2	28 938	3,9
Jyväskylä	62 769	2,5	46 203	-0,9	16 566	13,5
South Ostrobothnia	146 858	18,1	143 296	18,3	3 562	9,9
Seinäjoki	39 078	24,9	37 966	25,9	1 112	-1,0
Ostrobothnia	94 438	-2,6	81 331	-4,6	13 107	12,2
Vaasa	64 988	-8,5	55 954	-11,5	9 034	16,6
Central Ostrobothnia	33 523	-6,7	31 735	-5,4	1 788	-25,5
Kokkola	22 890	5,5	21 691	8,3	1 199	-27,9
North Ostrobothnia	272 451	3,9	227 076	1,8	45 375	15,8
Oulu	92 793	-0,5	62 817	-6,7	29 976	15,4
Kainuu	118 119	-8,2	106 459	-10,7	11 660	22,7
Kajaani	12 186	-13,8	10 988	-14,4	1 198	-7,8
Lapland	245 617	6,8	159 537	7,1	86 080	6,2
Rovaniemi	57 689	5,0	29 758	1,5	27 931	9,0
Åland	130 353	-1,5	48 976	-4,8	81 377	0,6
Maarianhamina	50 122	-3,2	25 052	-5,7	25 070	-0,7

Appendix table 3. Hotel capacity and capacity utilization, July 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	647	51 160	61,5	0,6	81,41	50,09
Mainland Finland	630	50 354	61,3	0,7	81,23	49,76
Uusimaa	109	13 892	65,3	1,9	76,79	50,15
Helsinki	52	8 429	73,4	2,6	78,15	57,34
Varsinais-Suomi	40	3 270	76,7	0,5	88,63	67,95
Turku	19	2 148	82,7	-1,7	91,16	75,37
Satakunta	25	1 285	64,3	0,8	92,94	59,76
Pori	8	635	71,3	-6,6	100,9	71,93
Kanta-Häme	18	1 258	48,2	-2,7	82,52	39,78
Hämeenlinna	9	761	50,7	-1,6	88,69	44,99
Pirkanmaa	43	3 408	67,8	-2,4	84,94	57,61
Tampere	21	2 320	70,9	-5,4	86,47	61,27
Päijät-Häme	19	1 832	51,4	8,0	74,14	38,10
Lahti	9	761	51,4	10,0	71,55	36,78
Kymenlaakso	16	976	50,4	-13,1	83,31	41,99
Kouvola	6	441	50,5	-21,6	77,09	38,91
South Karelia	20	1 366	79,3	-0,6	91,83	72,81
Lappeenranta	7	585	89,4	-1,2	83,28	74,44
Etelä-Savo	40	2 332	65,1	-0,0	98,48	64,09
Mikkeli	7	608	69,5	-3,2	93,28	64,87
Pohjois-Savo	28	2 167	64,4	-8,0	83,14	53,51
Kuopio	8	951	79,3	-8,5	88,47	70,14
North Karelia	25	1 456	58,2	-5,8	81,10	47,17
Joensuu	11	825	59,0	-7,4	73,45	43,37
Central Finland	32	2 785	61,8	0,7	85,04	52,52
Jyväskylä	11	1 401	71,1	4,6	89,88	63,88
South Ostrobothnia	23	1 585	64,1	5,4	90,12	57,77
Seinäjoki	8	596	64,3	6,3	86,00	55,32
Ostrobothnia	23	1 290	70,1	9,1	81,59	57,20
Vaasa	10	894	75,2	4,6	85,76	64,45
Central Ostrobothnia	10	506	68,1	10,6	99,27	67,64
Kokkola	5	367	79,0	15,1	104,4	82,46
North Ostrobothnia	48	3 379	57,7	0,0	77,60	44,76
Oulu	10	1 422	76,7	-0,2	74,61	57,24
Kainuu	22	1 678	60,2	-2,3	71,72	43,20
Kajaani	7	452	49,7	-4,2	66,29	32,94
Lapland	89	5 889	39,0	2,9	64,20	25,01
Rovaniemi	12	1 249	50,8	1,9	62,18	31,57
Åland	17	806	78,2	-3,7	.	.
Maarianhamina	8	545	84,5	-5,2	.	.

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, July 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	1 998 136	2,6	1 474 121	0,3	524 015	9,4
Mainland Finland	1 952 536	2,8	1 451 749	0,5	500 787	10,1
Uusimaa	533 821	8,6	291 756	10,0	242 065	7,0
Helsinki	367 367	4,3	172 829	8,1	194 538	1,2
Varsinais-Suomi	167 208	3,9	136 738	3,4	30 470	6,4
Turku	120 497	5,8	98 800	6,4	21 697	3,3
Satakunta	47 217	1,0	41 556	0,6	5 661	4,2
Pori	27 092	-3,7	24 895	-3,5	2 197	-6,0
Kanta-Häme	37 522	-6,2	34 005	-7,5	3 517	9,0
Hämeenlinna	23 441	-5,3	21 817	-2,5	1 624	-32,2
Pirkanmaa	155 256	-7,3	138 629	-7,7	16 627	-4,1
Tampere	110 136	-5,7	97 041	-4,5	13 095	-13,9
Päijät-Häme	56 959	15,3	46 945	7,8	10 014	71,7
Lahti	21 401	25,8	17 290	22,3	4 111	42,7
Kymenlaakso	29 745	-14,3	24 104	-18,3	5 641	8,4
Kouvola	14 237	-15,2	12 437	-16,6	1 800	-4,1
South Karelia	68 281	1,0	39 498	-6,4	28 783	13,2
Lappeenranta	31 529	0,5	22 510	-3,1	9 019	10,9
Etelä-Savo	91 825	10,1	74 355	7,1	17 470	25,2
Mikkeli	26 692	5,8	21 407	1,4	5 285	28,7
Pohjois-Savo	88 647	-11,7	74 791	-16,5	13 856	28,3
Kuopio	45 784	-13,1	38 969	-15,7	6 815	6,1
North Karelia	51 154	-7,8	45 793	-10,8	5 361	29,6
Joensuu	25 674	-9,8	22 381	-14,1	3 293	36,0
Central Finland	119 987	-6,2	94 721	-9,1	25 266	6,6
Jyväskylä	58 390	-2,4	42 326	-6,6	16 064	11,0
South Ostrobothnia	81 641	19,1	79 829	19,2	1 812	16,0
Seinäjoki	22 749	31,4	21 868	33,5	881	-6,3
Ostrobothnia	58 766	-6,8	50 324	-10,1	8 442	18,8
Vaasa	47 823	-11,1	41 029	-15,1	6 794	23,3
Central Ostrobothnia	18 834	2,0	17 554	5,5	1 280	-29,9
Kokkola	15 400	2,3	14 584	5,1	816	-30,5
North Ostrobothnia	123 620	5,3	102 030	1,6	21 590	27,4
Oulu	66 384	0,8	49 500	-5,9	16 884	27,6
Kainuu	76 001	-0,3	69 325	-1,3	6 676	12,3
Kajaani	11 766	-13,8	10 603	-14,6	1 163	-5,8
Lapland	146 052	11,6	89 796	13,2	56 256	9,0
Rovaniemi	40 184	9,1	20 517	5,2	19 667	13,6
Åland	45 600	-5,4	22 372	-7,5	23 228	-3,3
Maarianhamina	30 995	-4,1	17 029	-6,4	13 966	-1,2

Appendix table 5. Visitor arrivals and nights spend by country of residence, July 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	1 726 563	3 108 884	1,4	1 998 136	2,6
Finland	1 349 864	2 368 053	-0,6	1 474 121	0,3
Foreign countries	376 699	740 831	8,0	524 015	9,4
Sweden	54 288	116 000	-2,5	57 921	-6,5
Germany	55 252	91 971	1,7	63 487	6,2
Russia	65 560	141 321	31,3	108 322	33,4
United Kingdom	11 767	26 879	-5,5	24 371	-5,5
United States	12 452	26 167	15,3	24 579	16,4
Norway	20 525	46 571	1,6	22 666	2,0
Netherlands	11 257	21 731	-3,2	12 432	-5,9
Italy	10 899	19 495	14,3	16 181	13,5
France	10 793	20 511	-1,1	14 527	1,0
Japan	7 788	13 846	-3,1	13 140	-4,7
Estonia	12 686	25 805	11,7	14 154	15,2
Spain	9 700	18 409	15,3	15 383	15,9

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	12 180 640	3,4	8 948 246	1,3	3 232 394	9,7
January	1 314 931	7,9	776 880	6,8	538 051	9,5
February	1 341 017	1,2	991 202	1,2	349 815	1,5
March	1 673 952	2,9	1 255 265	0,3	418 687	11,8
April	1 398 059	1,1	1 094 871	-3,0	303 188	19,6
May	1 325 303	9,1	960 765	7,6	364 538	13,1
June	2 018 494	3,7	1 501 210	2,0	517 284	8,9
July	3 108 884	1,4	2 368 053	-0,6	740 831	8,0

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