

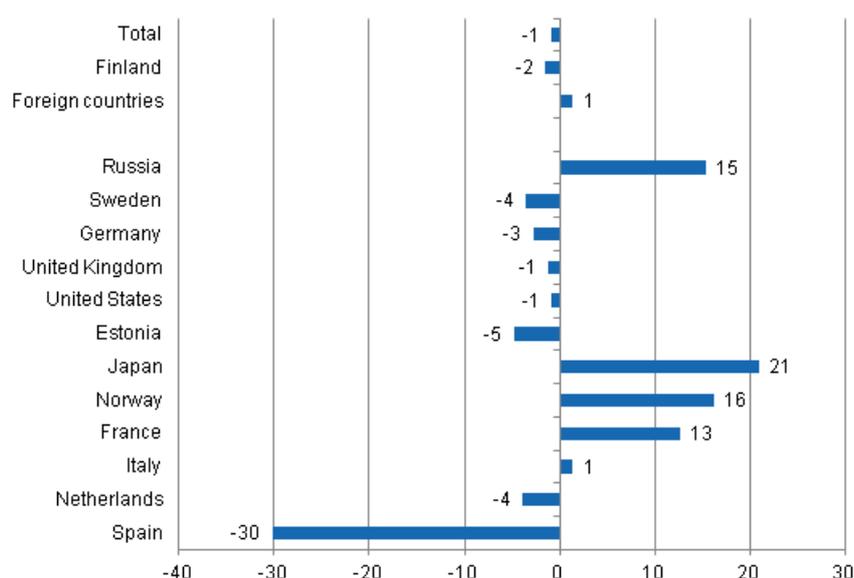
# Accommodation statistics

2012 September

## Nights spent by foreign tourists in Finland up by 1.3 per cent in September 2012

The number of recorded nights spent by foreign tourists at Finnish accommodation establishments in September 2012 was 405,000, which was 1.3 per cent higher than one year earlier. In contrast, the number of nights spent by resident tourists at accommodation establishments went down by 1.5 per cent and totalled close on 1.2 million in September 2012. The total number of nights spent decreased by 0.8 per cent and altogether nearly 1.6 million overnight stays were recorded at accommodation establishments. 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, and youth hostels.

Change in overnight stays in September 2012/2011, %

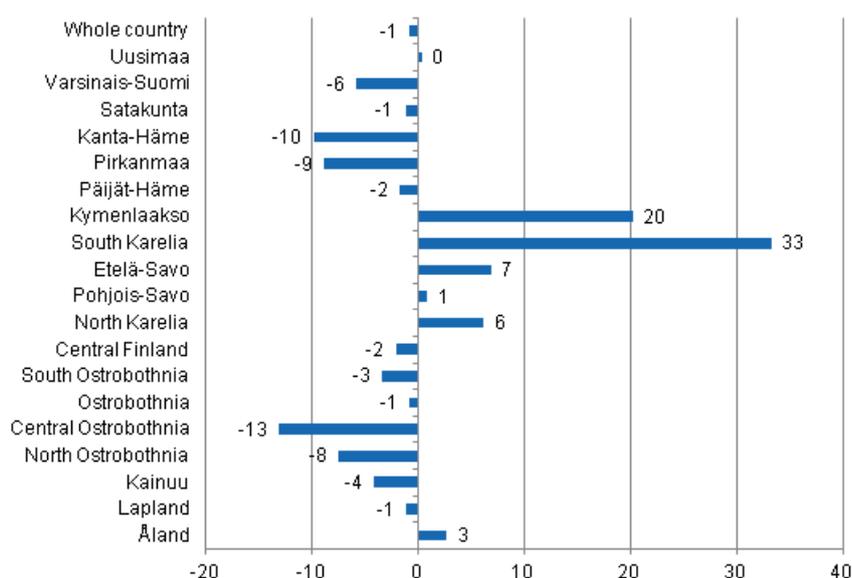


Once again, Russians made up the largest group of foreign tourists in September 2012. Finnish accommodation establishments recorded 74,000 overnight stays for them, which was 15.3 per cent more

than one year before. Visitors from Germany and Sweden came next, even though overnight stays for both of them decreased from one year back. Swedish visitors spent 44,000 nights, and the reduction from September 2011 was 3.5 per cent. Nearly 36,000 nights spent were recorded for German visitors, which was 2.8 per cent fewer than twelve months earlier. British and American visitors both spent nearly 21,000 nights each, and the amount decreased by one per cent for both groups from the previous year. The biggest growth was seen in overnight stays by Japanese visitors whose nights spent increased by 20.9 per cent. Overnight stays by Norwegian visitors increased by 16.3 per cent, and those by visitors from France by 12.8 per cent. The biggest drop was recorded for overnight stays by Spanish visitors that decreased by 30.2 per cent compared to twelve months earlier.

By region, the total number of overnight stays increased most in South Karelia, up by 33.2 per cent in September. In Kymenlaakso, overnight stays grew by 20.2 per cent, in Etelä-Savo by 6.8 per cent and in North Karelia by 6.1 per cent. In Åland, 2.6 per cent more overnight stays were recorded than in September 2011. Nights spent decreased most in Central Ostrobothnia, 13.1 per cent down, and in Kanta-Häme, 9.8 per cent down. Overnight stays in the whole country dropped by 0.8 per cent from last year.

### Change in overnight stays in September by region 2012 / 2011, %



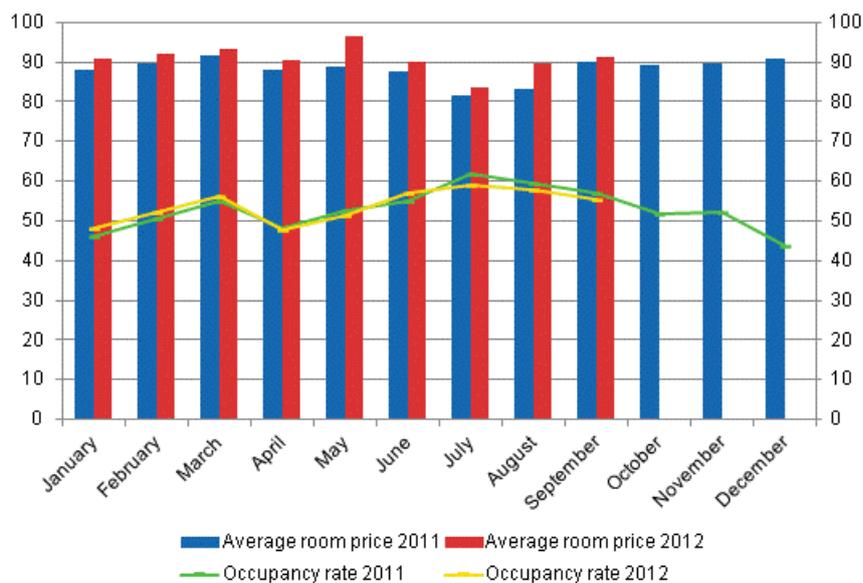
### Nights spent in hotels decreased by 0.5 per cent in September 2012

In September 2012, the total number of nights spent in hotels was 1.3 million, which was 0.5 per cent lower than twelve months earlier. Overnight stays by foreign tourists increased by 2.2 per cent and accommodation establishments recorded a total of nearly 348,000 of them. Recorded nights spent by resident tourists in hotels numbered 956,000. The number was 1.4 per cent lower than in September 2011.

The occupancy rate of hotel rooms was 55.2 per cent in September. One year earlier, it was 56.9 per cent. Among the regions, the highest occupancy rates of hotel rooms were measured in Uusimaa, 71.1 per cent, and South Karelia, 61.8 per cent. In Lappeenranta, the hotel room occupancy rate was 70.7 per cent and in Vantaa 73.1 per cent. Hotel room occupancy rate in Helsinki was 78.4 per cent.

In September, the realised average price of a hotel room was EUR 91.35 per day for the whole country. Twelve months previously it was EUR 90.19.

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

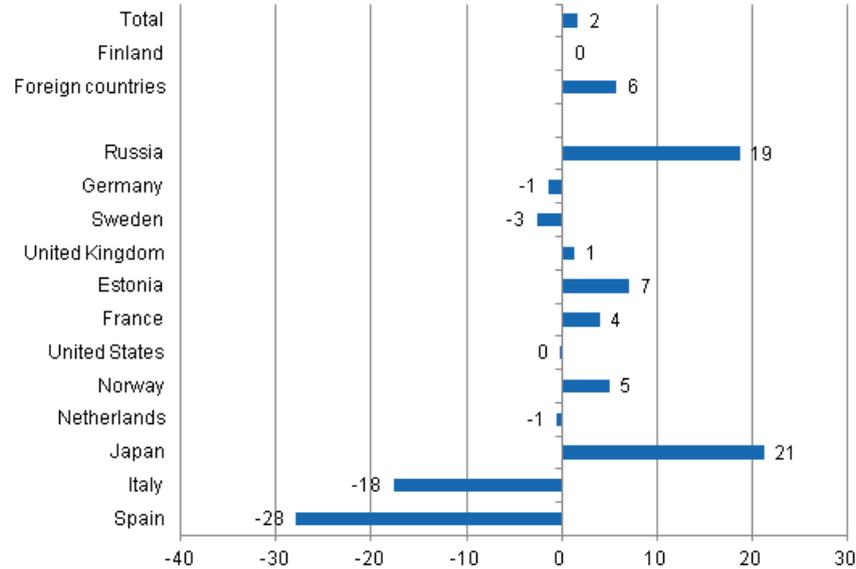


### *Total number of nights spent at all accommodation establishments went up by 1.7 per cent in the January to September 2012 period*

Over the January-September period of 2012, the number of nights spent at accommodation establishments in Finland totalled 16.3 million, which was 1.7 per cent more than in the same period of last year. Overnight stays by foreign tourists went up by 5.8 per cent and accommodation establishments recorded a total of 4.6 million of them. Overnight stays by resident tourists numbered 11.7 million, which was almost the same as in January-September 2011.

Overnight stays recorded at Finnish accommodation establishments for Russian visitors in January-September numbered nearly 1.2 million, which was 18.8 per cent up on the same period one year earlier. German and Swedish visitors came next. Overnight stays by German visitors decreased by 1.3 per cent and numbered 458,000. Nights spent by visitors from Sweden at Finnish accommodation establishments numbered 451,000, which was 2.6 per cent down on the same period twelve months earlier. Overnight stays recorded for British visitors numbered 254,000, which was 1.3 per cent more than in January-September 2011. Estonian visitors spent 183,000 nights, which was 7.1 per cent up on twelve months earlier. The number of nights spent by visitors from France rose to nearly 177,000, which was 4.0 per cent up on January-September 2011. However, the biggest increase of 21.3 per cent was recorded in overnight stays by Japanese visitors, who spent 133,000 nights at Finnish accommodation establishments. The biggest decreases in overnight stays in January-September were seen for visitors from Spain, down by 27.9 per cent, and Italy, down by 17.7 per cent.

**Change in overnight stays in January-September 2012/2011, %**



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## Appendix tables

**Appendix table 1. Capacity and its utilization, September 2012**

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	1 166	61 055	50,7	-1,9	56,19
Mainland Finland	1 102	59 534	51,2	-2,0	56,20
Uusimaa	143	14 678	70,2	-1,3	73,35
Helsinki	59	8 558	78,2	-1,5	77,40
Varsinais-Suomi	77	3 959	45,3	-5,0	49,97
Turku	23	2 210	51,6	-5,9	52,86
Satakunta	40	1 609	37,8	-3,7	50,20
Pori	12	840	43,0	0,8	45,03
Kanta-Häme	30	1 497	39,9	-6,5	51,86
Hämeenlinna	13	824	46,4	-4,1	55,16
Pirkanmaa	71	4 692	49,3	-7,0	61,81
Tampere	29	3 107	57,5	-8,5	69,84
Päijät-Häme	32	1 895	47,4	1,4	51,23
Lahti	10	639	59,9	11,4	59,98
Kymenlaakso	24	1 168	49,3	9,7	47,81
Kouvola	10	574	54,1	17,4	46,25
South Karelia	36	1 928	53,7	-5,2	48,71
Lappeenranta	14	981	59,5	-13,5	52,47
Etelä-Savo	60	2 210	36,7	0,0	38,92
Mikkeli	10	583	46,7	-3,2	42,72
Pohjois-Savo	49	2 600	48,5	-1,2	50,43
Kuopio	16	1 178	60,5	-3,3	56,52
North Karelia	51	1 707	40,4	0,1	41,86
Joensuu	11	751	52,0	0,3	49,14
Central Finland	51	2 991	48,9	-1,5	49,60
Jyväskylä	14	1 483	55,0	-10,0	62,13
South Ostrobothnia	45	1 820	43,3	-6,0	43,22
Seinäjoki	9	611	52,6	-3,5	56,38
Ostrobothnia	33	1 377	46,6	-2,5	60,39
Vaasa	8	794	54,2	-4,0	66,53
Central Ostrobothnia	17	578	46,7	-0,5	56,16
Kokkola	7	388	59,6	3,3	60,02
North Ostrobothnia	98	4 334	44,6	-4,6	46,83
Oulu	12	1 595	61,5	-7,6	61,16
Kainuu	48	2 160	44,3	1,7	37,91
Kajaani	7	446	45,4	10,8	57,91
Lapland	197	8 331	42,2	0,2	39,93
Rovaniemi	19	1 366	41,6	5,5	42,07
Åland	64	1 521	31,6	1,0	.
Maarianhamina	12	620	48,6	3,0	.

**Appendix table 2. Nights spend in all establishments, September 2012**

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	1 557 943	-0,8	1 152 808	-1,5	405 135	1,3
Mainland Finland	1 525 313	-0,8	1 140 846	-1,5	384 467	1,2
Uusimaa	452 058	0,3	236 847	0,1	215 211	0,5
Helsinki	294 243	-0,4	124 960	-2,2	169 283	1,0
Varsinais-Suomi	87 111	-5,8	70 746	-5,0	16 365	-9,3
Turku	52 400	-8,4	41 136	-7,5	11 264	-11,4
Satakunta	28 902	-1,2	24 530	4,0	4 372	-22,8
Pori	17 154	21,3	15 380	28,0	1 774	-16,3
Kanta-Häme	31 225	-9,8	27 256	-10,6	3 969	-3,9
Hämeenlinna	18 692	-9,8	15 926	-11,6	2 766	1,9
Pirkanmaa	111 664	-8,9	92 093	-2,0	19 571	-31,4
Tampere	78 641	2,0	62 149	2,7	16 492	-0,5
Päijät-Häme	48 702	-1,7	43 005	-1,2	5 697	-5,2
Lahti	16 449	1,7	12 303	3,9	4 146	-4,2
Kymenlaakso	31 097	20,2	20 117	17,4	10 980	25,7
Kouvola	14 809	46,0	11 783	40,5	3 026	72,4
South Karelia	56 750	33,2	31 579	28,1	25 171	40,2
Lappeenranta	29 166	47,2	20 227	44,4	8 939	54,0
Etelä-Savo	46 943	6,8	35 014	0,5	11 929	30,5
Mikkeli	14 095	10,5	9 529	-6,8	4 566	80,6
Pohjois-Savo	64 853	0,8	57 576	-2,2	7 277	33,9
Kuopio	33 941	12,7	29 421	7,7	4 520	61,7
North Karelia	39 838	6,1	34 780	3,8	5 058	25,2
Joensuu	18 687	10,8	15 814	12,3	2 873	3,0
Central Finland	69 809	-2,1	62 407	-1,3	7 402	-7,9
Jyväskylä	35 621	-4,2	30 485	-4,0	5 136	-5,5
South Ostrobothnia	47 955	-3,4	42 423	-3,6	5 532	-2,3
Seinäjoki	16 152	-3,3	15 264	-1,4	888	-27,8
Ostrobothnia	26 673	-0,8	20 849	2,8	5 824	-11,8
Vaasa	16 913	-4,3	12 361	2,4	4 552	-18,6
Central Ostrobothnia	12 084	-13,1	10 658	-16,7	1 426	29,0
Kokkola	9 048	-3,6	7 993	-7,1	1 055	33,7
North Ostrobothnia	107 174	-7,5	96 375	-5,5	10 799	-21,8
Oulu	44 556	-3,6	36 052	-7,2	8 504	15,4
Kainuu	62 991	-4,2	58 799	-3,6	4 192	-11,5
Kajaani	8 361	9,5	7 501	5,5	860	63,8
Lapland	199 484	-1,1	175 792	-4,1	23 692	29,5
Rovaniemi	26 167	0,2	17 708	-7,6	8 459	21,4
Åland	32 630	2,6	11 962	-0,4	20 668	4,5
Maarianhamina	15 697	2,3	7 335	4,4	8 362	0,4

**Appendix table 3. Hotel capacity and capacity utilization, September 2012**

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 %)	<sup>1)</sup> RevPAR, euros (Vat inc. 9 %)
Whole country	645	51 157	55,2	-1,7	91,35	50,38
Mainland Finland	629	50 340	55,3	-1,8	91,28	50,50
Uusimaa	117	14 261	71,1	-1,3	105,69	75,17
Helsinki	53	8 440	78,4	-1,8	111,61	87,49
Varsinais-Suomi	38	3 173	49,8	-4,4	81,02	40,36
Turku	18	2 051	53,4	-5,0	81,97	43,76
Satakunta	25	1 273	43,2	-5,4	78,00	33,69
Pori	9	733	46,5	-0,2	71,39	33,22
Kanta-Häme	18	1 274	43,2	-7,0	87,41	37,74
Hämeenlinna	8	737	49,2	-4,2	92,87	45,68
Pirkanmaa	43	3 898	53,0	-8,3	98,53	52,19
Tampere	24	2 827	58,8	-8,8	103,61	60,95
Päijät-Häme	16	1 655	49,4	2,0	82,32	40,65
Lahti	7	601	61,0	12,2	84,53	51,57
Kymenlaakso	16	950	51,6	9,1	83,56	43,15
Kouvola	6	435	57,8	17,2	81,54	47,16
South Karelia	19	1 438	61,8	-3,4	95,10	58,73
Lappeenranta	7	717	70,7	-10,8	91,78	64,86
Etelä-Savo	27	1 588	40,8	-2,0	73,89	30,14
Mikkeli	6	503	46,6	-4,9	78,52	36,57
Pohjois-Savo	28	2 267	51,1	-1,4	85,73	43,82
Kuopio	10	1 080	61,4	-3,9	92,07	56,50
North Karelia	24	1 323	45,3	-1,3	75,17	34,03
Joensuu	9	720	51,9	-0,3	75,31	39,08
Central Finland	28	2 633	52,3	-1,2	77,96	40,77
Jyväskylä	10	1 375	56,7	-12,3	91,18	51,73
South Ostrobothnia	26	1 481	49,9	-3,7	73,29	36,59
Seinäjoki	8	611	52,6	-3,5	79,53	41,80
Ostrobothnia	22	1 214	51,3	-1,6	83,64	42,91
Vaasa	8	794	54,2	-4,0	87,11	47,24
Central Ostrobothnia	10	498	48,8	-2,8	75,19	36,72
Kokkola	5	360	60,1	2,7	77,07	46,36
North Ostrobothnia	49	3 416	49,2	-3,9	80,76	39,72
Oulu	11	1 555	62,0	-7,5	86,75	53,82
Kainuu	23	1 670	50,5	2,7	69,51	35,09
Kajaani	6	399	49,2	12,9	80,85	39,80
Lapland	100	6 328	45,0	1,0	76,61	34,45
Rovaniemi	12	1 224	40,5	3,7	68,56	27,74
Åland	16	817	44,6	1,1	.	.
Maarianhamina	7	501	55,7	3,2	.	.

1) RevPar = Average accommodation sales revenue per available room. Calculation formula. RevPar = Average room price \* Occupancy rate.

**Appendix table 4. Nights spend in hotels, September 2012**

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	1 303 979	-0,5	956 161	-1,4	347 818	2,2
Mainland Finland	1 286 268	-0,5	948 695	-1,4	337 573	2,0
Uusimaa	431 806	0,7	225 066	0,6	206 740	0,7
Helsinki	281 244	0,1	119 691	-1,3	161 553	1,2
Varsinais-Suomi	73 028	-7,5	59 615	-5,7	13 413	-14,7
Turku	50 255	-8,6	40 147	-7,9	10 108	-11,5
Satakunta	23 333	-0,4	19 349	6,7	3 984	-24,9
Pori	15 150	23,2	13 489	32,3	1 661	-20,8
Kanta-Häme	26 028	-8,8	22 165	-11,0	3 863	6,3
Hämeenlinna	16 384	-8,7	13 642	-10,9	2 742	4,7
Pirkanmaa	92 465	-2,1	76 462	-2,0	16 003	-2,5
Tampere	72 118	3,5	57 627	3,8	14 491	2,5
Päijät-Häme	40 349	-2,3	35 590	-1,1	4 759	-10,2
Lahti	15 333	0,4	11 519	3,9	3 814	-8,8
Kymenlaakso	22 777	32,3	13 680	19,5	9 097	57,8
Kouvola	10 630	44,3	8 307	44,3	2 323	43,9
South Karelia	47 139	20,5	27 443	24,7	19 696	15,2
Lappeenranta	24 944	39,4	17 427	37,2	7 517	44,9
Etelä-Savo	31 445	-3,6	27 057	-3,0	4 388	-6,7
Mikkeli	10 880	-5,3	8 717	-7,9	2 163	7,0
Pohjois-Savo	55 761	0,3	50 805	-1,6	4 956	25,6
Kuopio	29 600	9,7	26 337	7,5	3 263	31,5
North Karelia	30 262	1,6	26 421	-0,1	3 841	14,6
Joensuu	16 953	1,0	14 195	1,3	2 758	-0,3
Central Finland	63 051	-0,4	56 068	0,3	6 983	-5,6
Jyväskylä	34 109	-3,5	29 065	-2,8	5 044	-7,0
South Ostrobothnia	37 207	-2,2	33 971	-6,0	3 236	70,2
Seinäjoki	13 589	-4,2	12 701	-2,0	888	-27,8
Ostrobothnia	24 650	-0,9	18 828	2,9	5 822	-11,5
Vaasa	16 913	-4,3	12 361	2,4	4 552	-18,6
Central Ostrobothnia	9 404	-14,7	8 564	-15,0	840	-12,0
Kokkola	8 116	-3,3	7 357	-5,0	759	17,7
North Ostrobothnia	78 834	-6,7	69 872	-7,4	8 962	-1,1
Oulu	40 778	-3,8	33 361	-7,4	7 417	16,5
Kainuu	51 628	1,9	48 451	2,3	3 177	-4,1
Kajaani	8 075	12,2	7 226	8,2	849	63,6
Lapland	147 101	-2,5	129 288	-4,8	17 813	17,9
Rovaniemi	23 201	4,6	15 531	-0,7	7 670	17,4
Åland	17 711	4,5	7 466	0,5	10 245	7,5
Maarianhamina	13 289	2,7	6 103	5,5	7 186	0,5

**Appendix table 5. Visitor arrivals and nights spend by country of residence, September 2012**

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	848 393	1 557 943	-0,8	1 303 979	-0,5
Finland	637 785	1 152 808	-1,5	956 161	-1,4
Foreign countries	210 608	405 135	1,3	347 818	2,2
Sweden	25 994	44 051	-3,5	35 721	-4,5
Germany	17 528	35 878	-2,8	30 239	-4,9
Russia	46 485	74 131	15,3	61 992	11,1
United Kingdom	10 538	20 951	-1,2	20 179	-2,1
United States	10 463	20 700	-0,8	20 313	-1,2
Norway	7 200	13 602	16,3	11 519	7,3
Netherlands	4 317	8 133	-3,9	7 371	-5,7
Italy	3 932	9 096	1,3	8 051	-0,2
France	4 806	9 477	12,7	8 476	9,9
Japan	9 249	17 353	20,9	16 603	21,7
Estonia	7 312	17 501	-4,8	12 448	3,9
Spain	3 059	6 075	-30,2	5 440	-32,9

**Appendix table 6. Nights spend in all establishments, 2012**

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	16 277 298	1,7	11 672 248	0,2	4 605 050	5,8
January	1 403 358	6,7	786 334	1,1	617 024	14,7
February	1 459 108	8,7	1 027 822	3,6	431 286	23,0
March	1 741 364	4,0	1 291 879	3,0	449 485	7,2
April	1 394 717	-0,2	1 076 235	-1,7	318 482	5,1
May	1 341 069	0,9	952 630	-1,4	388 439	7,0
June	2 137 612	5,3	1 578 727	4,9	558 885	6,5
July	3 022 853	-3,6	2 292 048	-4,3	730 805	-1,6
August	2 219 274	0,8	1 513 765	1,6	705 509	-0,9
September	1 557 943	-0,8	1 152 808	-1,5	405 135	1,3

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Transport and Tourism 2012

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Source: Accommodation Statistics. Statistics Finland