

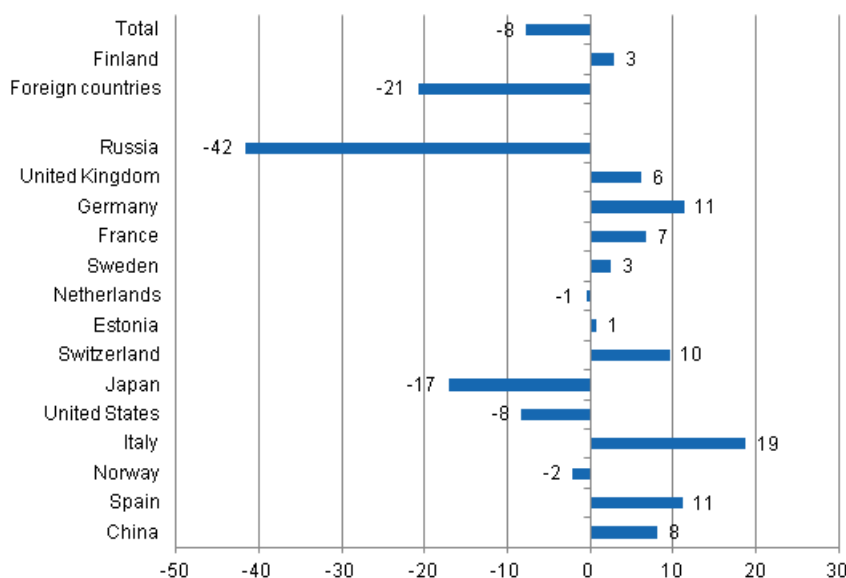
Accommodation statistics

2015, January

Steep drop in overnight stays by foreign tourists in January 2015

Overnight stays by foreign tourists declined by as much as 20.8 per cent at Finnish accommodation establishments from last year and amounted to 489,000 in January 2015. In contrast, the number of nights spent by resident tourists increased by 2.9 per cent from the previous year and they overnighted 788,000 times at accommodation establishments. A total of nearly 1.3 million overnight stays were recorded at Finnish accommodation establishments in January 2015, which is 7.7 per cent fewer than in January 2014. 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 January 2015/2014, %



As usual, January was the most popular month for Russian visitors measured by overnight stays at accommodation establishments. They were still by far the largest group of foreign tourists with 181,000

overnight stays, even though the amount plummeted by 41.7 per cent from January 2014. Russian visitors accounted for 37 per cent of all overnight stays by foreign visitors in January, which greatly contributed to the fact that the total number of overnight stays by foreign visitors declined by almost 21 per cent in January. In January 2014, Russian visitors accounted for 50 per cent of all overnight stays by foreign visitors.

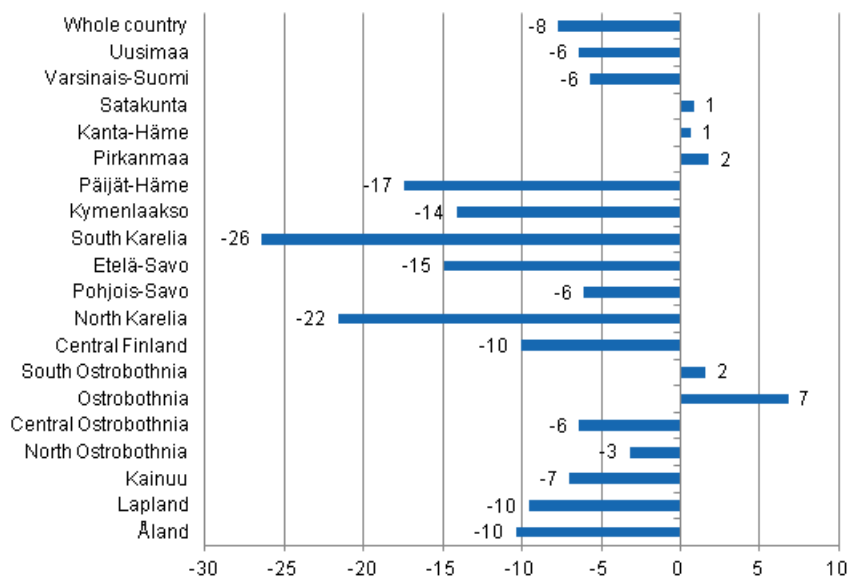
Brits came next with 44,000 overnight stays. The number was 6.2 per cent higher than one year previously. French and German visitors came third. Accommodation establishments recorded 31,000 to 32,000 overnight stays for them. Overnight stays by French visitors increased by 6.7 per cent and those by German visitors by 11.3 per cent year-on-year.

Overnight stays by Swedish tourists numbered 23,000, which was 2.5 per cent more than in January 2014. By contrast, overnight stays recorded for Dutch visitors decreased by 0.5 per cent and totalled 18,000. The biggest growth percentages came from Italy and Spain, even though overnight stays by both groups amounted to under 10,000. The number of nights spent by Italian tourists was 18.8 per cent up and nights spent by Spanish tourists was 11.2 per cent up on January 2014.

Examined by region, overnight stays decreased in nearly all regions in January, or increased only marginally apart from the seven per cent growth in Ostrobothnia. The total number of overnight stays decreased most in the regions of South Karelia, by 26.4 per cent, and North Karelia, by nearly 22 per cent. In Päijät-Häme, overnight stays contracted by 17.4 per cent. In Kymenlaakso and South Savo, overnight stays decreased by 14 to 15 per cent.

Overnight stays in the whole country dropped by 7.7 per cent from last year.

Change in overnight stays in January by region 2015/2014, %



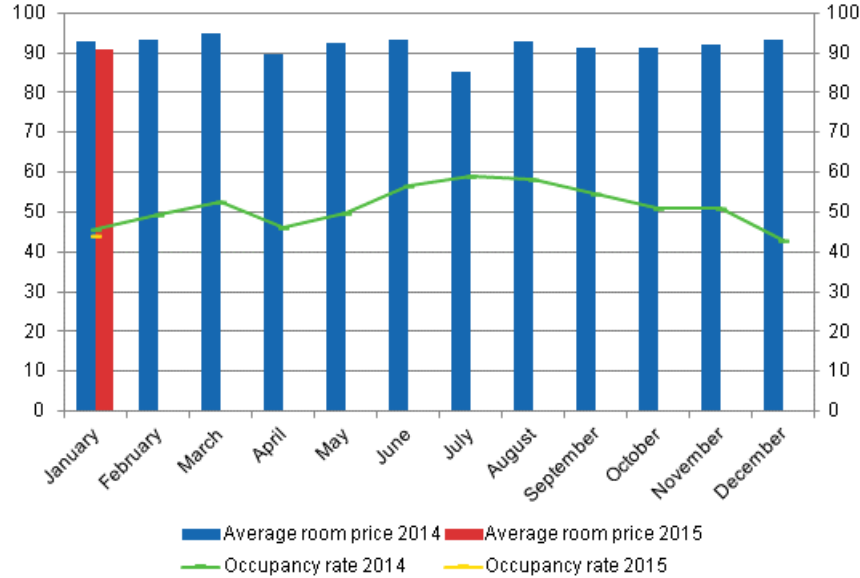
Overnight stays at hotels fell by 6.7 per cent

In January 2015, the total number of nights spent in hotels was 1.1 million, which was 6.7 per cent lower than twelve months earlier. Overnight stays by foreign tourists decreased by good one-fifth and hotels recorded a total of 412,000 of them. Recorded nights spent by resident tourists in hotels numbered 697,500. The number was 5.1 per cent higher than in January 2014.

The occupancy rate of hotel rooms was 44.2 per cent in January. One year earlier, it was 45.8 per cent. Among the regions, the highest occupancy rates of hotel rooms were measured in Uusimaa, 53.2 per cent, and Lapland, 48.7 per cent. In Vantaa, the hotel room occupancy rate was 60.5 per cent and in Rovaniemi 67.5 per cent. Hotel room occupancy rate in Helsinki was 57.0 per cent.

In January 2015, the realised average price of a hotel room was EUR 91.02 per day for the whole country. Twelve months previously, it was EUR 93.01.

Hotel room occupancy rate and the monthly average price



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Appendix tables

Appendix table 1.1. Capacity and its utilization, January 2015

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 spend, in euros (incl. VAT 10 %)
Whole country	1,071	57,956	41.1	-2.0	53.71
Mainland Finland	1,048	57,226	41.4	-2.0	53.73
Uusimaa	137	14,676	52.1	-3.8	64.71
Varsinais-Suomi	59	3,521	36.3	-2.6	52.35
Satakunta	39	1,416	31.4	1.3	59.47
Kanta-Häme	31	1,426	31.4	2.1	49.12
Pirkanmaa	71	4,427	38.3	1.2	53.75
Päijät-Häme	35	1,893	34.7	-2.8	44.36
Kymenlaakso	29	1,171	33.2	-3.6	54.75
South Karelia	35	1,667	37.4	-10.8	50.78
Etelä-Savo	80	2,233	29.7	-3.9	42.08
Pohjois-Savo	51	2,576	37.8	-2.2	46.69
North Karelia	47	1,427	35.0	-3.1	49.36
Central Finland	47	3,056	40.8	-2.0	46.12
South Ostrobothnia	45	1,694	35.5	3.4	41.05
Ostrobothnia	29	1,291	39.2	3.9	58.13
Central Ostrobothnia	14	531	31.6	-1.8	58.18
North Ostrobothnia	95	4,331	38.8	-0.6	43.10
Kainuu	41	2,159	38.0	-2.0	39.73
Lapland	163	7,731	43.5	-1.8	52.06
Åland	23	730	15.2	0.4	¹⁾ ..

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

Appendix table 2.1. Nights spend in all establishments, January 2015

Region	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	1,277,704	-7.7	788,491	2.9	489,213	-20.8
Mainland Finland	1,272,531	-7.7	785,911	2.9	486,620	-20.9
Uusimaa	349,943	-6.4	200,157	8.0	149,786	-20.5
Varsinais-Suomi	59,521	-5.7	48,776	-2.5	10,745	-17.9
Satakunta	18,302	0.9	13,701	-2.6	4,601	13.1
Kanta-Häme	22,139	0.7	19,257	6.8	2,882	-27.0
Pirkanmaa	86,149	1.8	74,519	8.0	11,630	-25.6
Päijät-Häme	37,023	-17.4	29,429	-10.2	7,594	-37.1
Kymenlaakso	18,234	-14.1	10,709	0.7	7,525	-29.0
South Karelia	40,166	-26.4	17,986	17.5	22,180	-43.5
Etelä-Savo	36,920	-14.9	24,750	5.7	12,170	-39.1
Pohjois-Savo	54,921	-6.1	40,042	5.9	14,879	-28.0
North Karelia	26,204	-21.6	18,187	-7.8	8,017	-41.5
Central Finland	71,555	-10.1	52,503	-0.3	19,052	-29.3
South Ostrobothnia	30,344	1.6	28,494	4.0	1,850	-24.4
Ostrobothnia	21,678	6.8	16,888	6.7	4,790	7.4
Central Ostrobothnia	7,259	-6.4	6,587	-5.8	672	-11.3
North Ostrobothnia	106,655	-3.2	67,021	3.6	39,634	-12.8
Kainuu	75,902	-7.0	55,887	4.1	20,015	-28.4
Lapland	209,616	-9.6	61,018	-8.0	148,598	-10.2
Åland	5,173	-10.4	2,580	-14.3	2,593	-6.1

Appendix table 3.1. Hotel capacity and capacity utilization, January 2015

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	609	50,246	44.2	-1.6	91.02	40.19
Mainland Finland	600	49,728	44.4	-1.7	91.03	40.42
Uusimaa	111	14,191	53.2	-3.2	96.91	51.57
Espoo	11	1,196	47.3	-2.4	81.11	38.39
Helsinki	51	8,413	57.0	-3.1	100.64	57.34
Vantaa	11	2,235	60.5	-6.9	99.73	60.34
Varsinais-Suomi	36	2,933	39.7	-2.1	80.78	32.03
Turku	18	2,034	39.0	-4.3	84.08	32.78
Satakunta	24	1,105	37.7	2.4	80.57	30.39
Pori	9	636	39.2	1.0	78.81	30.91
Kanta-Häme	18	1,251	34.5	2.9	77.63	26.75
Hämeenlinna	8	744	30.6	-2.6	86.75	26.57
Pirkanmaa	43	3,905	39.9	1.7	89.70	35.75
Tampere	25	2,988	42.3	1.3	91.87	38.85
Päijät-Häme	14	1,709	36.5	-2.5	76.23	27.84
Lahti	5	629	37.9	-3.4	82.56	31.32
Kymenlaakso	16	935	36.8	-0.9	84.67	31.18
Kouvola	6	427	33.0	-4.3	78.82	26.00
South Karelia	17	1,334	40.1	-14.4	97.11	38.93
Lappeenranta	8	750	48.5	-1.2	82.34	39.96
Etelä-Savo	27	1,549	33.2	-2.8	69.80	23.20
Mikkeli	8	557	39.7	-1.8	73.68	29.28
Pohjois-Savo	31	2,353	38.4	-2.7	83.13	31.94
Kuopio	16	1,421	46.8	0.2	84.09	39.36
North Karelia	22	1,203	38.3	-3.4	81.43	31.18
Joensuu	7	611	47.0	-2.2	82.22	38.67
Central Finland	28	2,748	43.1	-1.5	85.99	37.09
Jyväskylä	11	1,363	45.2	-2.2	90.08	40.72
South Ostrobothnia	23	1,461	40.9	3.3	71.95	29.43
Seinäjoki	6	551	46.6	-0.4	82.04	38.23
Ostrobothnia	22	1,235	40.5	4.1	79.45	32.15
Vaasa	8	794	46.2	2.4	82.12	37.97
Central Ostrobothnia	9	477	32.8	-2.1	80.49	26.40
Kokkola	5	360	35.6	-4.0	84.69	30.19
North Ostrobothnia	48	3,402	42.1	-0.0	82.80	34.87
Kuusamo	11	774	42.2	-2.3	93.22	39.37
Oulu	12	1,540	51.9	2.8	82.70	42.89
Kainuu	20	1,762	40.0	-4.3	80.53	32.23
Kajaani	6	409	31.7	2.6	78.23	24.80
Sotkamo	6	1,108	46.7	-6.9	88.28	41.22
Lapland	91	6,175	48.7	-1.1	106.56	51.92
Rovaniemi	13	1,308	67.5	-4.6	121.48	81.94
Åland	9	518	19.5	1.8
Maarianhamina	4	309	27.4	3.2

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 spend in hotels, January 2015

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	1,109,182	-6.7	697,537	5.1	411,645	-21.6
Mainland Finland	1,105,033	-6.7	695,577	5.2	409,456	-21.6
Uusimaa	337,599	-5.7	193,292	9.2	144,307	-20.3
Espoo	25,788	-5.4	15,970	26.8	9,818	-33.1
Helsinki	214,933	-5.7	109,801	12.0	105,132	-19.0
Vantaa	62,201	-7.9	39,212	-3.2	22,989	-15.0
Varsinais-Suomi	54,559	-5.1	44,969	-2.0	9,590	-17.2
Turku	35,975	-8.4	29,770	-4.0	6,205	-24.9
Satakunta	16,572	4.1	12,588	-0.4	3,984	21.7
Pori	10,021	5.7	7,443	-2.9	2,578	42.0
Kanta-Häme	20,314	1.7	17,836	8.3	2,478	-29.4
Hämeenlinna	10,838	-9.1	9,524	-3.3	1,314	-36.8
Pirkanmaa	74,568	4.9	64,196	10.8	10,372	-21.2
Tampere	58,395	7.4	49,344	13.6	9,051	-17.3
Päijät-Häme	33,868	-10.8	27,934	-0.5	5,934	-40.0
Lahti	10,681	-14.6	7,707	-4.7	2,974	-32.6
Kymenlaakso	13,541	-21.0	8,604	-6.9	4,937	-37.5
Kouvola	6,456	-18.0	4,808	2.2	1,648	-47.9
South Karelia	32,854	-28.0	16,195	23.5	16,659	-48.8
Lappeenranta	20,524	-20.2	13,006	23.5	7,518	-50.6
Etelä-Savo	25,639	-9.9	20,548	2.9	5,091	-40.1
Mikkeli	10,871	-6.9	8,323	15.6	2,548	-43.1
Pohjois-Savo	48,391	-6.4	37,378	6.7	11,013	-34.0
Kuopio	35,821	0.2	27,667	17.4	8,154	-33.1
North Karelia	22,721	-17.1	16,652	-1.0	6,069	-42.7
Joensuu	12,003	-14.0	9,060	-4.4	2,943	-34.3
Central Finland	66,325	-10.5	49,284	0.5	17,041	-32.1
Jyväskylä	28,987	-5.6	23,773	1.2	5,214	-27.6
South Ostrobothnia	27,878	3.3	26,690	4.5	1,188	-17.8
Seinäjoki	11,303	7.9	10,494	7.5	809	12.2
Ostrobothnia	19,732	7.1	14,954	6.4	4,778	9.6
Vaasa	14,526	-2.6	10,298	-8.6	4,228	15.9
Central Ostrobothnia	6,438	-7.3	5,957	-7.0	481	-10.9
Kokkola	5,026	-5.2	4,601	-5.8	425	1.4
North Ostrobothnia	78,325	-5.2	52,661	2.9	25,664	-18.4
Kuusamo	25,620	-7.5	11,896	21.7	13,724	-23.5
Oulu	37,236	0.0	29,745	5.2	7,491	-16.4
Kainuu	56,468	-5.5	40,890	12.2	15,578	-33.2
Kajaani	5,772	2.3	4,922	10.2	850	-27.8
Sotkamo	47,632	-5.4	34,604	14.8	13,028	-35.5
Lapland	169,241	-8.0	44,949	-3.0	124,292	-9.7
Rovaniemi	48,576	-3.4	13,528	16.1	35,048	-9.3
Åland	4,149	-13.0	1,960	-15.8	2,189	-10.4
Maarianhamina	3,445	-16.1	1,799	-19.5	1,646	-12.2

Appendix table 5.1. Visitor arrivals and nights spend by country of residence, January 2015

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	649,171	1,277,704	-7.7	1,109,182	-6.7
Finland	464,293	788,491	2.9	697,537	5.1
Foreign countries	184,878	489,213	-20.8	411,645	-21.6
Sweden	14,492	23,179	2.5	22,622	2.6
Germany	12,723	32,064	11.3	29,361	9.2
Russia	58,152	181,062	-41.7	134,347	-45.6
United Kingdom	13,478	44,184	6.2	36,216	4.0
United States	4,505	9,782	-8.3	9,541	-7.2
Norway	3,693	6,665	-2.2	6,263	-4.4
Netherlands	5,666	18,106	-0.5	14,354	3.8
Italy	3,699	9,014	18.8	8,327	18.5
France	9,881	30,945	6.7	30,158	10.0
Japan	7,026	13,061	-17.1	12,775	-16.6
Estonia	5,661	13,472	0.7	10,852	-0.9
Switzerland	3,732	13,292	9.6	7,575	1.7
Spain	2,414	6,639	11.2	6,248	11.6
China	3,463	6,551	8.1	6,418	15.1

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