

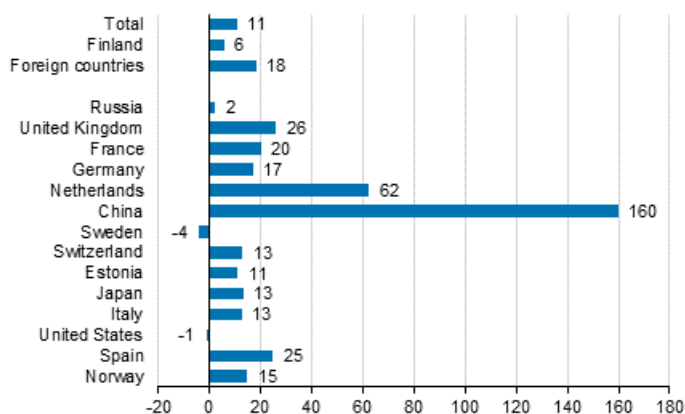
Accommodation statistics

2017, January

Nights spent by foreign tourists in Finland grew strongly by 18.3 per cent in January 2017

Overnight stays by foreign tourists increased heavily by 18.3 per cent at Finnish accommodation establishments from last year and good 615,000 nights were recorded for them in January 2017. The number of nights spent by resident tourists grew by 5.7 per cent and totalled nearly 827,000. A total of good 1.4 million overnight stays were recorded at Finnish accommodation establishments in January 2017, which was 10.7 per cent more than in January 2016. 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 2017/2016, %



Strong growth in overnight stays by Asians at accommodation establishments in Lapland

The number of recorded nights spent by foreign tourists at accommodation establishments in Lapland was nearly 236,000, which was 40.9 per cent more than in January 2016. Overnight stays by tourists from Asia increased by as much as 125.0 per cent in Lapland and nearly 44,000 nights were recorded for them in January 2017. Overnight stays by Chinese tourists among Asians in Lapland was nearly 16,000. Around 34,000 to 35,000 overnight stays were recorded for British and French tourists. Overnight stays by British visitors increased by 49.6 per cent and those by French visitors by 23.9 per cent year-on-year.

Accommodation establishments recorded nearly 22,000 overnight stays for visitors from both Russia and the Netherlands. Overnight stays by Dutch tourists increased by as much as 60.7 per cent while those by Russian tourists decreased by 9.5 per cent compared with January 2016.

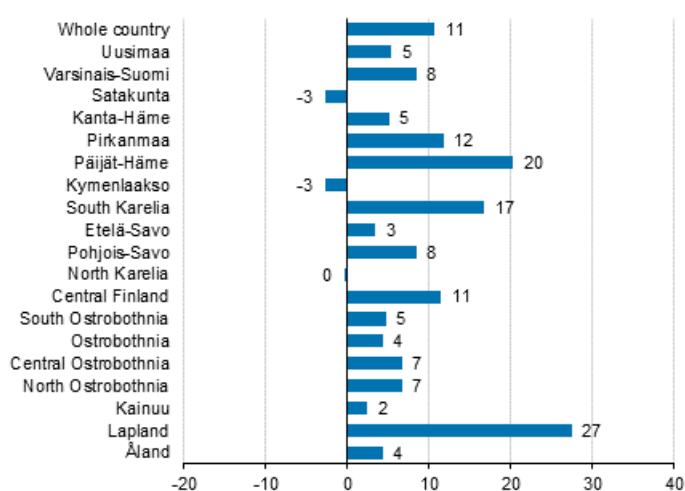
For the whole country, Russians were by far the largest group of foreign tourists in January

January has typically been the most popular month for Russian visitors measured by overnight stays at accommodation establishments. This trend continued in 2017 and they were still by far the biggest group of foreign tourists with 155,000 overnight stays. Overnight stays by Russian visitors increased by 2.2 per cent from the previous year, and their share in the total number of overnight stays by foreign visitors was 25 per cent in January 2017. British tourists came second with good 61,000 overnight stays. The number was as much as 26.2 per cent higher than in the year before. French and German visitors came third. Accommodation establishments recorded around 41,000 to 42,000 overnight stays for them. Overnight stays by French visitors increased by one-fifth and those by German visitors by 17.0 per cent year-on-year. Overnight stays by Dutch tourists increased by a whopping 62.3 per cent and nearly 35,000 nights spent were recorded for them in January 2017, which made them the fifth largest group of tourists.

However, the biggest growth percentage came from China; as much as 159.7 per cent. Finnish accommodation establishments recorded good 28,000 overnight stays for Chinese visitors in January 2017. Overnight stays recorded for Japanese visitors numbered nearly 16,000, which was 13.4 per cent more than in January 2016. All in all, overnight stays by Asian visitors at accommodation establishments rose to 81,500. The number was 72.0 per cent higher than one year previously. Nights spent at Finnish accommodation establishments by visitors from all the most important countries of inbound tourism to Finland increased heavily in January 2017, with the exception of Sweden and the United States.

Examined by region, overnight stays increased in January most in Lapland, up by 27.4 per cent. Overnight stays increased by one-fifth in Päijät-Häme and by 16.7 per cent in South Karelia. The regions of Uusimaa and Central Finland saw a growth of 11 to 12 per cent. By contrast, the total number of overnight stays decreased by three per cent in both Satakunta and Kymenlaakso. Overnight stays in North Karelia remained at last year's level. In the whole country, overnight stays increased by 10.7 per cent from January 2016.

Change in overnight stays in January by region 2017/2016, %



Overnight stays at hotels increased by 9.7 per cent

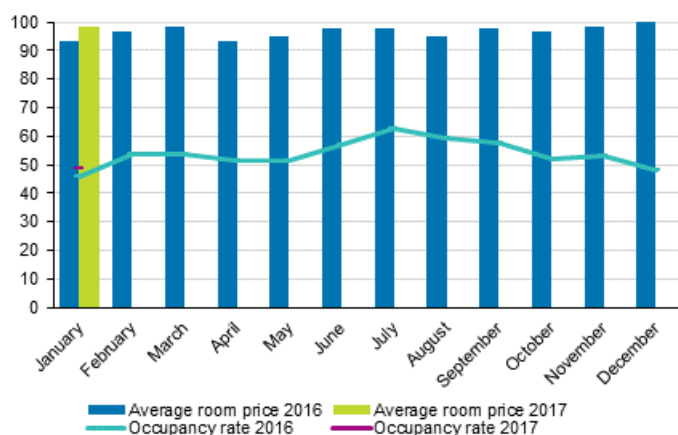
In January 2017, the total number of nights spent in hotels was good 1.2 million, which was 9.7 per cent more than twelve months earlier. Overnight stays by foreign tourists increased by 17.4 per cent and hotels

recorded a total of 520,000 of them. Recorded nights spent by resident tourists in hotels numbered nearly 715,000. The number was 4.7 per cent higher than in January 2016.

The occupancy rate of hotel rooms was 48.7 per cent in January. One year earlier, it was 45.9 per cent. Examined by region, the highest hotel room occupancy rates were recorded in Lapland, 64.6 per cent, and Uusimaa, 55.0 per cent. In Rovaniemi, the hotel room occupancy rate rose to 82.1 per cent and in Kittilä to 78.1 per cent. In Vantaa, the occupancy rate of hotel rooms was measured to be 66.5 per cent. The hotel room occupancy rate in Helsinki was 56.7 per cent.

In January 2017, the realised average price of a hotel room was EUR 98.15 per day for the whole country. Twelve months previously, it was EUR 93.11.

Hotel room occupancy rate and the monthly average price



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Appendix tables

Appendix table 1.1. Capacity and its utilization, January 2017

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	1,046	59,025	45.5	2.9	55.73
Mainland Finland	1,020	58,167	46.0	3.0	55.73
Uusimaa	143	15,472	54.2	-3.4	67.70
Varsinais-Suomi	62	3,455	46.8	7.4	53.91
Satakunta	36	1,338	33.9	2.6	63.00
Kanta-Häme	27	1,483	29.2	-0.8	50.36
Pirkanmaa	65	4,286	41.2	4.0	55.12
Päijät-Häme	33	1,731	39.9	4.8	50.31
Kymenlaakso	24	972	32.2	-1.4	62.42
South Karelia	33	1,756	41.0	4.5	46.78
Etelä-Savo	69	2,030	32.6	1.8	40.81
Pohjois-Savo	47	2,619	37.5	2.8	50.33
North Karelia	47	1,350	35.7	2.2	60.48
Central Finland	49	2,974	44.6	4.6	48.10
South Ostrobothnia	45	1,688	32.4	0.0	46.51
Ostrobothnia	28	1,356	35.2	1.6	66.10
Central Ostrobothnia	14	530	33.4	4.7	60.20
North Ostrobothnia	95	4,576	40.3	2.2	41.15
Kainuu	37	2,170	40.3	5.0	27.38
Lapland	166	8,381	59.2	11.4	57.41
Åland	26	858	14.1	-2.0	¹⁾ ..

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

Appendix table 2.1. Nights spent in all establishments, January 2017

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	1,442,236	10.7	826,838	5.7	615,398	18.3
Mainland Finland	1,436,311	10.7	823,760	5.7	612,551	18.3
Uusimaa	393,821	5.4	213,883	7.0	179,938	3.5
Varsinais-Suomi	66,837	8.4	52,866	7.6	13,971	11.5
Satakunta	18,759	-2.7	14,367	-6.0	4,392	10.2
Kanta-Häme	20,298	5.1	17,618	10.2	2,680	-19.5
Pirkanmaa	90,431	11.7	78,948	14.8	11,483	-5.8
Päijät-Häme	39,795	20.3	30,662	13.4	9,133	51.2
Kymenlaakso	14,185	-2.7	9,590	-10.0	4,595	16.8
South Karelia	47,760	16.7	20,603	3.0	27,157	29.8
Etelä-Savo	36,070	3.4	23,273	-0.6	12,797	11.6
Pohjois-Savo	56,676	8.4	44,008	9.3	12,668	5.6
North Karelia	22,905	-0.3	17,695	3.9	5,210	-12.3
Central Finland	73,502	11.4	55,302	10.0	18,200	15.8
South Ostrobothnia	27,610	4.7	26,057	7.4	1,553	-25.6
Ostrobothnia	20,249	4.3	15,681	-0.5	4,568	24.9
Central Ostrobothnia	7,862	6.6	7,178	7.0	684	3.2
North Ostrobothnia	120,262	6.6	71,408	0.3	48,854	17.4
Kainuu	71,581	2.4	52,521	6.4	19,060	-7.1
Lapland	307,708	27.4	72,100	-3.0	235,608	40.9
Åland	5,925	4.3	3,078	0.6	2,847	8.5

Appendix table 3.1. Hotel capacity and capacity utilization, January 2017

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	603	50,820	48.7	2.8	98.15	47.77
Mainland Finland	593	50,206	49.1	3.0	98.18	48.17
Uusimaa	115	15,005	55.0	-3.6	104.42	57.38
Espoo	10	1,102	44.4	-5.1	91.82	40.79
Helsinki	58	9,417	56.7	-5.6	108.59	61.54
Vantaa	12	2,438	66.5	-2.1	101.33	67.38
Varsinais-Suomi	37	2,743	50.2	8.8	82.78	41.58
Turku	19	1,894	48.7	3.1	83.75	40.75
Satakunta	23	1,090	39.8	2.9	87.07	34.68
Pori	8	601	34.9	1.7	85.45	29.81
Kanta-Häme	16	1,335	31.4	-2.1	77.52	24.31
Hämeenlinna	7	695	32.9	-3.6	85.93	28.30
Pirkanmaa	41	3,776	42.4	3.8	95.07	40.32
Tampere	24	2,869	47.5	4.5	96.19	45.73
Päijät-Häme	13	1,569	42.4	5.1	88.33	37.41
Lahti	6	770	54.2	8.8	85.05	46.12
Kymenlaakso	13	771	37.9	-0.4	92.45	35.08
Kouvola	5	395	37.1	2.1	86.91	32.21
South Karelia	16	1,400	44.2	4.8	102.58	45.32
Lappeenranta	7	794	53.7	9.6	98.07	52.66
Etelä-Savo	26	1,448	37.9	1.5	72.64	27.56
Mikkeli	7	507	43.7	0.6	80.77	35.32
Pohjois-Savo	28	2,339	39.2	2.7	89.62	35.12
Kuopio	15	1,398	46.1	3.8	93.26	42.95
North Karelia	22	1,128	38.8	1.5	89.62	34.75
Joensuu	6	538	55.9	7.8	90.81	50.77
Central Finland	27	2,623	47.4	4.2	86.00	40.81
Jyväskylä	11	1,286	51.2	1.7	91.69	46.92
South Ostrobothnia	24	1,404	37.5	1.2	75.84	28.41
Seinäjoki	7	547	48.5	6.5	90.04	43.63
Ostrobothnia	21	1,247	37.9	2.6	91.65	34.76
Vaasa	8	810	44.5	1.4	93.88	41.79
Central Ostrobothnia	9	474	36.3	6.3	86.26	31.31
Kokkola	5	361	40.6	7.4	91.72	37.22
North Ostrobothnia	48	3,354	45.3	3.0	87.06	39.48
Kuusamo	12	793	45.4	2.2	81.56	37.06
Oulu	10	1,438	54.0	5.9	95.39	51.55
Kainuu	18	1,762	43.8	6.9	62.80	27.53
Kajaani	6	414	38.7	10.9	78.46	30.34
Sotkamo	6	1,125	49.6	6.8	59.74	29.66
Lapland	96	6,738	64.6	12.4	118.86	76.82
Rovaniemi	17	1,503	82.1	11.2	143.38	117.67
Åland	10	614	16.3	-3.4
Maarianhamina	6	425	23.1	-6.8

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 spent in hotels, January 2017

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	1,234,892	9.7	714,862	4.7	520,030	17.4
Mainland Finland	1,230,159	9.8	712,403	4.8	517,756	17.5
Uusimaa	377,373	3.8	203,932	5.0	173,441	2.5
Espoo	18,801	-21.0	11,223	-21.8	7,578	-19.8
Helsinki	247,968	4.8	117,708	5.1	130,260	4.5
Vantaa	75,388	6.8	47,642	10.1	27,746	1.5
Varsinais-Suomi	57,510	9.4	47,273	7.6	10,237	18.7
Turku	40,231	7.7	32,352	5.4	7,879	18.1
Satakunta	16,522	1.7	12,355	-5.0	4,167	28.8
Pori	8,334	-2.4	6,841	-1.7	1,493	-5.5
Kanta-Häme	18,738	3.8	16,323	7.9	2,415	-17.4
Hämeenlinna	10,344	3.8	8,823	6.5	1,521	-9.6
Pirkanmaa	77,207	10.0	67,285	13.4	9,922	-8.5
Tampere	63,249	11.6	54,666	15.9	8,583	-9.5
Päijät-Häme	36,282	16.8	27,894	9.4	8,388	50.7
Lahti	20,160	19.7	14,379	11.2	5,781	48.0
Kymenlaakso	11,168	2.5	7,738	-7.3	3,430	34.7
Kouvola	5,964	-0.6	4,609	-4.7	1,355	16.7
South Karelia	39,695	18.7	17,461	1.6	22,234	36.7
Lappeenranta	25,658	25.1	13,665	6.7	11,993	55.5
Etelä-Savo	25,285	-1.1	19,500	-2.2	5,785	2.7
Mikkeli	11,231	-1.8	8,342	-4.6	2,889	7.5
Pohjois-Savo	50,377	7.4	40,714	8.0	9,663	4.9
Kuopio	36,486	6.6	29,397	7.1	7,089	4.7
North Karelia	18,835	-4.8	15,852	0.8	2,983	-26.4
Joensuu	10,989	2.9	9,028	7.8	1,961	-14.8
Central Finland	67,351	8.4	51,374	8.5	15,977	8.2
Jyväskylä	29,204	-4.3	23,378	-6.2	5,826	4.2
South Ostrobothnia	25,696	4.7	24,456	7.9	1,240	-34.6
Seinäjoki	10,817	4.3	10,177	9.3	640	-39.6
Ostrobothnia	18,649	3.6	14,379	0.2	4,270	16.7
Vaasa	14,529	8.3	11,322	9.8	3,207	3.2
Central Ostrobothnia	7,250	15.6	6,664	12.6	586	65.5
Kokkola	5,948	15.6	5,470	14.0	478	37.4
North Ostrobothnia	82,219	3.4	52,141	1.6	30,078	6.8
Kuusamo	27,653	3.1	10,737	-2.8	16,916	7.2
Oulu	36,787	8.2	29,306	4.2	7,481	27.1
Kainuu	56,326	6.5	41,967	9.7	14,359	-1.9
Kajaani	6,874	36.4	5,844	37.8	1,030	28.9
Sotkamo	46,605	4.7	34,935	7.9	11,670	-3.8
Lapland	243,676	28.8	45,095	-9.9	198,581	42.7
Rovaniemi	69,869	22.8	13,998	-11.5	55,871	36.0
Åland	4,733	-1.4	2,459	-5.2	2,274	3.1
Maarianhamina	4,605	5.6	2,423	-2.2	2,182	15.9

Appendix table 5.1. Visitor arrivals and nights spent by country of residence, January 2017

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	729,488	1,442,236	10.7	1,234,892	9.7
Finland	489,717	826,838	5.7	714,862	4.7
Foreign countries	239,771	615,398	18.3	520,030	17.4
Sweden	15,167	24,352	-3.9	22,943	-7.6
Germany	13,531	40,766	17.0	37,784	16.1
Russia	52,119	155,164	2.2	116,721	5.1
United Kingdom	17,930	61,298	26.2	49,706	26.2
United States	5,571	11,793	-0.9	11,493	-1.6
Norway	4,223	8,051	14.7	7,677	17.5
Netherlands	8,760	34,611	62.3	25,099	50.3
Italy	5,419	13,013	12.7	11,858	14.3
France	10,365	42,437	20.1	40,489	18.5
Japan	8,789	15,640	13.4	15,272	13.1
Estonia	6,763	15,736	11.0	12,098	11.8
Switzerland	4,690	17,591	12.8	10,075	1.3
Spain	3,600	10,157	24.9	9,168	24.8
China	18,604	28,237	159.7	26,589	152.4

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