

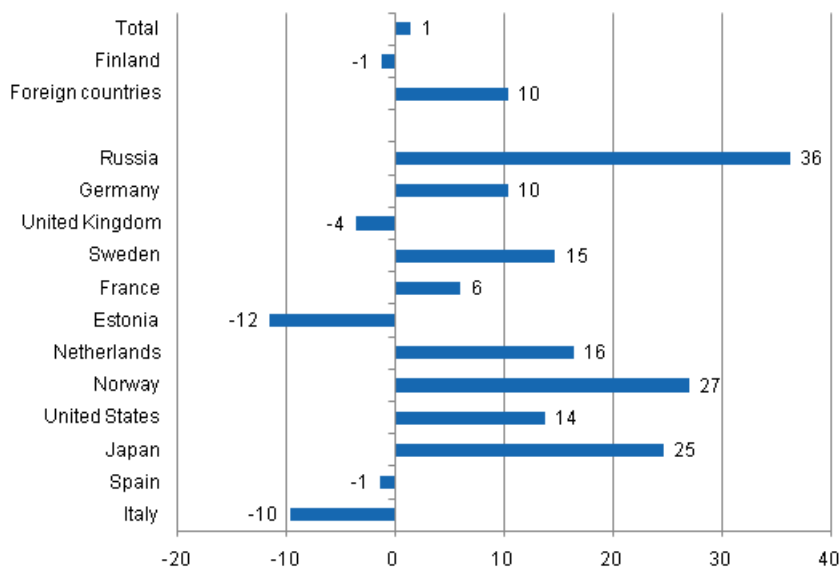
# Accommodation statistics

2011, March

## Nights spent by foreign tourists in Finland up by 10 per cent in March

The number of recorded nights spent by foreign tourists at Finnish accommodation establishments in March 2011 was 413,000, which is 10 per cent more than in March 2010. The total number of overnight stays increased by one per cent from last year and altogether 1.6 million overnight stays were recorded at accommodation establishments. Overnight stays by domestic tourists numbered 1.2 million, which was one per cent down on last year's March. 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 March 2011/2010, %

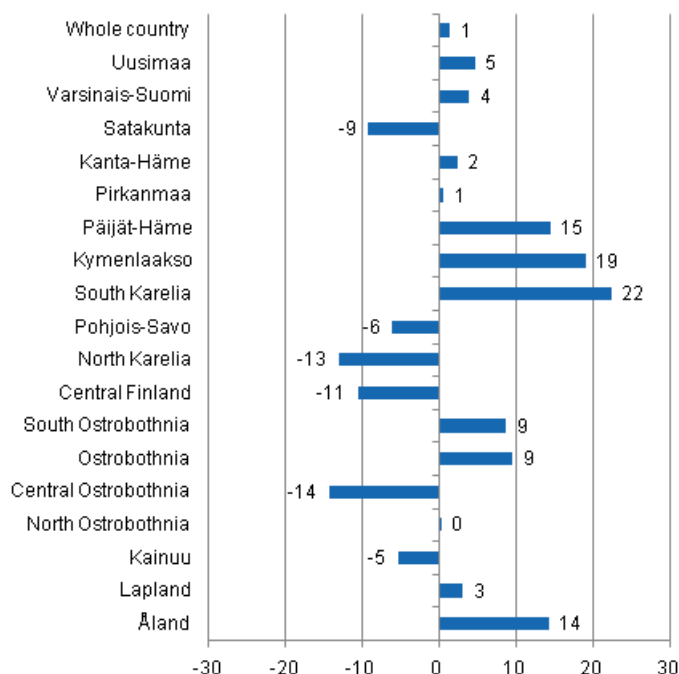


Russians were the largest group of visitors in March with 94,000 overnight stays. The number of nights recorded for them at Finnish accommodation establishments was 36 per cent higher than one year earlier. Germans came next with 45,000 nights spent, with an increase of 10 per cent from the previous year.

Swedish and British tourists came third, each with nearly 32,000 recorded nights spent at accommodation establishments. Overnight stays of Swedish visitors increased by 15 per cent whereas those of visitors from Britain decreased by four per cent from March last year. Nights spent by visitors from almost all the most important countries of inbound tourism to Finland increased in March. Besides for Russian visitors, significant growths were also recorded in the nights spent by visitors from Norway; up by 27 per cent, and Japan for whom nearly one-quarter more overnight stays were recorded than in March 2010. In addition to British visitors, Italian and Estonian visitors were the other group for which a drop in overnight stays was recorded in March. The nights they spent at accommodation establishments decreased by 10-12 per cent from the year before.

By region, the total number of overnight stays increased most in the regions of South Karelia, up by 22 per cent, and Kymenlaakso, up by 19 per cent. In Päijät-Häme, recorded overnight stays went up by 14.5 per cent and in Åland by 14 per cent from the year before. Nights spent decreased most in Central Ostrobothnia, 14 per cent down, and in North Karelia, 13 per cent down.

### Change in overnight stays in March by region 2011 / 2010, %



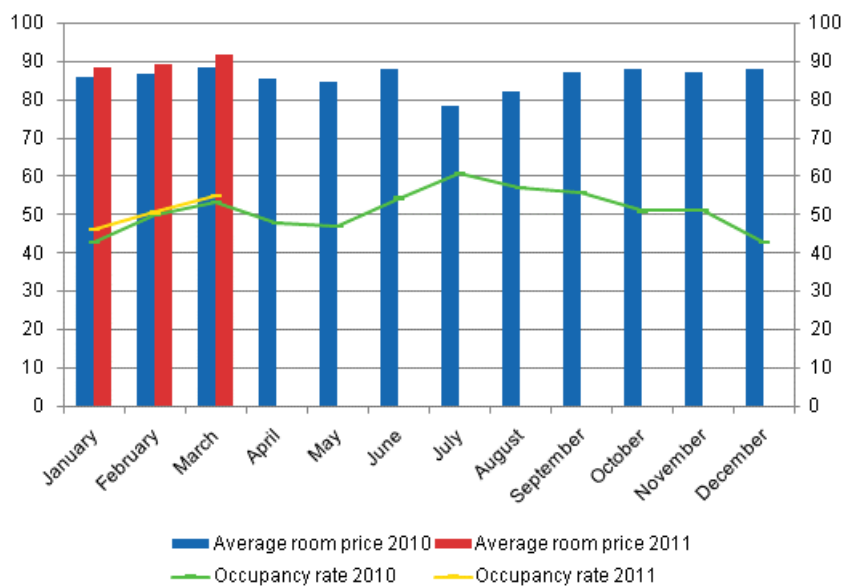
### Overnight stays in hotels increased by 2.5 per cent in March

The total number of nights spent in hotels rose to 1.4 million, which was 2.5 per cent up on the year before. Compared with March 2010, the number of nights spent by foreign tourists increased by 13 per cent whereas that of domestic tourists decreased by one per cent.

The occupancy rate of hotel rooms was 54.8 per cent in March. One year earlier, it was 53.2 per cent. Examined by region, the highest hotel room occupancy rates were recorded in the regions of Kainuu, 63.0 per cent, and Lapland, 62.6 per cent. In Sotkamo, the hotel room occupancy rate was 78.0 per cent and in Kittilä 76.5 per cent. The occupancy rate of hotel rooms in Helsinki was 62.5 per cent.

In March the realised average price of a hotel room was EUR 91.78 per day for the whole country. Twelve months previously it was EUR 87.65.

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

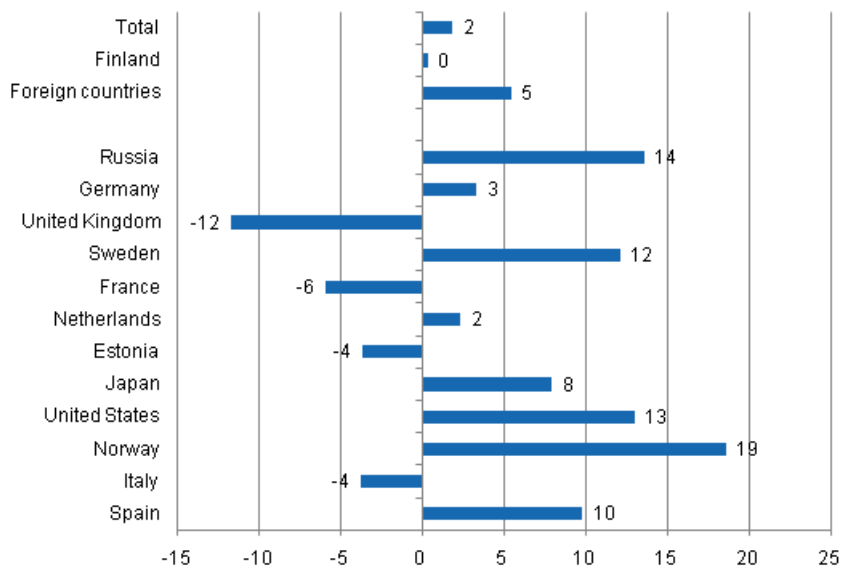


### *Total number of nights spent at all accommodation establishments went up by two per cent in the January to March period*

During the January to March period, the number of nights spent at accommodation establishments in Finland totalled 4.2 million, which was two per cent up on the respective time period of the previous year. Overnight stays by foreign tourists increased by five per cent and their total recorded number was nearly 1.3 million. Overnight stays by domestic tourists numbered just under 3 million, which was roughly the same as in the same time period last year.

Among the most important countries of inbound tourism to Finland, overnight stays by Norwegian visitors increased most, or by 19 per cent, during the January to March period. The year-on-year growth in the number of overnight stays by tourists from both the USA and Russia amounted to between 13 and 14 per cent. Twelve per cent growth was recorded by accommodation establishments in the number of nights spent by visitors from Sweden. By contrast, British visitors spent 12 per cent fewer nights than last year. Overnight stays by visitors from France decreased by six per cent from the respective time period of last year.

### Förändring i övernattningar i januari-mars 2011/2010, %



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## *Appendix tables*

**Appendix table 1. Capacity and its utilization, March 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	962	55 632	52,4	1,3	52,41
Mainland Finland	936	54 762	52,8	1,2	52,41
Uusimaa	132	14 082	59,0	0,5	69,17
Helsinki	59	8 486	62,0	-1,0	72,52
Varsinais-Suomi	53	3 350	46,8	3,0	50,59
Turku	21	2 012	51,0	1,4	50,15
Satakunta	34	1 402	40,7	-5,9	55,12
Pori	9	677	42,8	-15,1	48,17
Kanta-Häme	27	1 350	37,9	1,8	51,75
Hämeenlinna	11	756	42,8	3,5	57,09
Pirkanmaa	63	3 875	54,5	3,2	51,10
Tampere	23	2 369	62,7	2,7	59,49
Päijät-Häme	29	1 940	45,3	1,8	50,07
Lahti	10	767	52,9	4,3	59,42
Kymenlaakso	21	1 104	37,2	6,9	53,24
Kouvola	9	555	36,0	3,8	47,60
South Karelia	26	1 312	50,0	7,4	50,26
Lappeenranta	9	559	54,8	6,6	53,77
Etelä-Savo	53	1 768	34,4	1,4	41,43
Mikkeli	7	496	50,6	6,7	47,59
Pohjois-Savo	41	2 388	57,8	-0,9	45,63
Kuopio	13	1 022	63,8	-4,1	52,51
North Karelia	39	1 552	41,0	-5,6	47,86
Joensuu	11	759	49,4	-14,0	55,21
Central Finland	48	2 849	50,9	-1,9	39,87
Jyväskylä	12	1 307	60,4	0,6	57,08
South Ostrobothnia	35	1 557	45,6	1,6	39,62
Seinäjoki	9	534	54,4	2,5	59,47
Ostrobothnia	28	1 360	42,2	5,4	58,36
Vaasa	10	877	47,4	6,7	59,71
Central Ostrobothnia	15	566	40,0	-6,3	49,94
Kokkola	7	391	48,3	-6,4	55,08
North Ostrobothnia	84	4 044	54,9	1,1	44,09
Oulu	11	1 450	63,5	-0,9	50,35
Kainuu	39	2 019	59,8	0,2	35,54
Kajaani	9	500	38,3	4,1	45,33
Lapland	169	8 244	59,5	2,9	48,86
Rovaniemi	17	1 375	66,5	10,0	45,84
Åland	26	870	21,5	2,0	.
Maarianhamina	10	578	25,7	0,1	.

**Appendix table 2. Nights spend in all establishments, March 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	1 649 494	1,4	1 236 661	-1,2	412 833	10,3
Mainland Finland	1 639 621	1,4	1 232 758	-1,3	406 863	10,3
Uusimaa	368 335	4,6	212 130	3,0	156 205	6,9
Helsinki	233 062	2,2	113 534	1,7	119 528	2,6
Varsinais-Suomi	77 788	3,9	64 524	1,9	13 264	14,7
Turku	50 625	1,2	41 431	-0,2	9 194	8,1
Satakunta	26 210	-9,3	20 532	-6,6	5 678	-17,9
Pori	13 851	-21,8	11 758	-13,7	2 093	-48,9
Kanta-Häme	26 735	2,3	24 179	-1,7	2 556	66,8
Hämeenlinna	16 275	2,7	14 358	-2,3	1 917	67,4
Pirkanmaa	114 410	0,5	99 159	-1,1	15 251	12,8
Tampere	70 747	2,2	58 306	0,5	12 441	10,9
Päijät-Häme	51 739	14,5	42 570	13,9	9 169	17,3
Lahti	18 398	7,6	11 968	4,7	6 430	13,4
Kymenlaakso	19 448	19,0	14 103	12,6	5 345	40,0
Kouvola	9 663	8,9	7 986	5,8	1 677	26,7
South Karelia	37 646	22,4	17 228	12,1	20 418	32,6
Lappeenranta	14 663	17,4	8 211	4,3	6 452	39,8
Etelä-Savo	32 279	13,1	27 267	9,2	5 012	40,1
Mikkeli	12 168	11,7	10 221	10,8	1 947	16,4
Pohjois-Savo	82 544	-6,1	73 902	-7,9	8 642	12,7
Kuopio	33 858	-2,5	30 939	-1,1	2 919	-14,7
North Karelia	34 252	-13,1	29 421	-9,8	4 831	-29,0
Joensuu	17 170	-11,5	13 782	-3,9	3 388	-33,0
Central Finland	103 934	-10,6	86 553	-11,9	17 381	-3,2
Jyväskylä	37 610	-2,1	32 278	-6,2	5 332	32,8
South Ostrobothnia	42 410	8,7	40 807	8,6	1 603	13,0
Seinäjoki	12 389	1,9	11 458	2,0	931	0,3
Ostrobothnia	25 433	9,4	20 748	10,4	4 685	5,1
Vaasa	18 410	10,5	14 596	13,5	3 814	0,6
Central Ostrobothnia	10 713	-14,4	10 042	-9,3	671	-53,5
Kokkola	8 132	-12,5	7 491	-5,8	641	-52,2
North Ostrobothnia	149 994	0,1	127 002	-2,0	22 992	13,4
Oulu	49 063	-1,9	41 762	-1,7	7 301	-3,2
Kainuu	113 946	-5,4	108 801	-6,4	5 145	25,0
Kajaani	9 320	14,1	8 557	10,7	763	74,2
Lapland	321 805	3,0	213 790	-1,9	108 015	14,4
Rovaniemi	50 877	21,4	20 180	8,0	30 697	32,2
Åland	9 873	14,3	3 903	29,7	5 970	6,0
Maarianhamina	7 763	32,9	3 306	29,8	4 457	35,3



**Appendix table 3. Hotel capacity and capacity utilization, March 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 %)	<sup>1)</sup> RevPAR, euros (Vat inc. 9 %)
Whole country	619	49 017	54,8	1,7	91,78	50,33
Mainland Finland	608	48 386	55,2	1,6	91,79	50,63
Uusimaa	111	13 711	59,8	1,0	98,46	58,91
Helsinki	52	8 310	62,5	-0,4	102,3	63,98
Varsinais-Suomi	35	2 976	49,1	3,1	78,14	38,40
Turku	18	1 944	51,9	1,7	79,58	41,28
Satakunta	22	1 129	45,9	-6,2	82,64	37,96
Pori	7	585	44,3	-17,8	80,04	35,49
Kanta-Häme	17	1 200	40,4	1,7	84,60	34,17
Hämeenlinna	8	714	44,6	4,1	91,66	40,83
Pirkanmaa	40	3 301	56,6	3,8	88,35	49,99
Tampere	20	2 217	61,9	3,1	90,49	56,01
Päijät-Häme	17	1 792	47,7	1,8	82,89	39,55
Lahti	8	738	53,6	4,7	87,80	47,03
Kymenlaakso	15	934	42,4	8,0	79,89	33,86
Kouvola	6	435	44,2	5,2	75,00	33,16
South Karelia	17	1 165	53,6	7,4	94,30	50,56
Lappeenranta	6	501	59,4	6,7	83,67	49,74
Etelä-Savo	27	1 400	38,7	1,2	69,68	26,94
Mikkeli	5	455	52,1	5,4	75,78	39,50
Pohjois-Savo	27	2 189	59,3	-0,1	86,39	51,20
Kuopio	8	944	64,8	-3,4	89,16	57,81
North Karelia	24	1 353	45,0	-7,2	83,85	37,71
Joensuu	10	749	49,8	-14,3	81,13	40,39
Central Finland	30	2 551	53,9	-1,4	93,29	50,28
Jyväskylä	10	1 231	63,2	1,5	88,28	55,83
South Ostrobothnia	22	1 328	50,8	1,9	74,56	37,87
Seinäjoki	8	534	54,4	2,5	77,67	42,28
Ostrobothnia	23	1 306	43,3	5,2	82,25	35,57
Vaasa	10	877	47,4	6,7	85,26	40,44
Central Ostrobothnia	10	507	42,3	-8,0	73,56	31,09
Kokkola	5	363	49,6	-9,8	77,96	38,68
North Ostrobothnia	49	3 327	55,7	0,6	89,75	49,99
Oulu	10	1 422	63,6	-0,9	83,08	52,82
Kainuu	21	1 645	63,0	0,4	83,01	52,30
Kajaani	7	453	41,2	5,1	71,33	29,38
Lapland	101	6 572	62,6	4,7	101,0	63,25
Rovaniemi	12	1 239	68,5	11,2	83,03	56,87
Åland	11	631	26,8	4,3	.	.
Maarianhamina	7	515	28,4	1,4	.	.

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, March 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	1 405 347	2,5	1 030 642	-1,0	374 705	13,3
Mainland Finland	1 397 058	2,4	1 027 319	-1,0	369 739	13,2
Uusimaa	355 194	5,2	204 336	2,8	150 858	8,8
Helsinki	223 002	3,3	108 167	1,4	114 835	5,1
Varsinais-Suomi	71 571	3,1	58 977	0,5	12 594	17,5
Turku	49 511	2,0	40 860	0,0	8 651	12,1
Satakunta	20 998	-11,3	15 627	-8,2	5 371	-19,4
Pori	10 211	-27,5	8 170	-18,6	2 041	-49,5
Kanta-Häme	23 866	2,1	21 366	-2,2	2 500	65,0
Hämeenlinna	15 386	3,4	13 469	-2,0	1 917	67,4
Pirkanmaa	93 898	0,2	80 190	-2,0	13 708	15,4
Tampere	64 026	1,0	52 644	-0,4	11 382	8,1
Päijät-Häme	45 446	17,2	36 604	17,3	8 842	16,7
Lahti	17 913	7,0	11 631	4,2	6 282	12,6
Kymenlaakso	17 199	19,7	12 268	13,7	4 931	38,0
Kouvola	8 305	11,6	6 754	8,8	1 551	25,1
South Karelia	36 121	21,5	15 948	9,1	20 173	33,6
Lappeenranta	14 278	16,4	7 947	1,7	6 331	42,3
Etelä-Savo	26 769	16,0	23 097	11,5	3 672	55,1
Mikkeli	11 424	11,4	9 722	9,0	1 702	27,7
Pohjois-Savo	73 779	-5,2	67 052	-7,3	6 727	23,0
Kuopio	30 970	-3,7	28 362	-2,2	2 608	-17,4
North Karelia	31 536	-12,6	27 036	-8,5	4 500	-31,3
Joensuu	17 102	-11,6	13 731	-4,0	3 371	-33,1
Central Finland	96 590	-10,5	80 279	-12,3	16 311	-0,5
Jyväskylä	37 288	-1,8	31 956	-5,9	5 332	32,8
South Ostrobothnia	38 749	10,9	37 218	10,7	1 531	17,0
Seinäjoki	11 714	1,6	10 783	1,7	931	0,3
Ostrobothnia	24 604	10,9	19 941	12,4	4 663	5,1
Vaasa	18 410	10,5	14 596	13,5	3 814	0,6
Central Ostrobothnia	9 413	-15,1	8 952	-8,5	461	-64,8
Kokkola	7 622	-16,1	7 162	-8,2	460	-64,3
North Ostrobothnia	110 434	1,5	92 163	-0,3	18 271	12,0
Oulu	46 252	-2,1	39 797	-0,6	6 455	-10,2
Kainuu	78 195	-7,9	74 382	-9,1	3 813	22,9
Kajaani	9 133	15,7	8 370	12,3	763	74,2
Lapland	242 696	6,8	151 883	-1,2	90 813	23,5
Rovaniemi	45 482	23,1	18 124	3,4	27 358	41,0
Åland	8 289	21,1	3 323	29,8	4 966	15,8
Maarianhamina	7 525	34,0	3 154	32,9	4 371	34,7

**Appendix table 5. Visitor arrivals and nights spend by country of residence, March 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	804 596	1 649 494	1,4	1 405 347	2,5
Finland	628 253	1 236 661	-1,2	1 030 642	-1,0
Foreign countries	176 343	412 833	10,3	374 705	13,3
Sweden	19 153	31 565	14,7	29 681	17,1
Germany	15 574	44 577	10,3	41 577	14,0
Russia	47 195	93 913	36,3	84 349	38,2
United Kingdom	11 192	31 693	-3,6	27 548	-1,0
United States	5 014	12 824	13,7	12 499	14,0
Norway	6 445	13 744	27,0	10 912	36,3
Netherlands	5 694	19 547	16,4	16 460	14,2
Italy	3 132	7 972	-9,7	7 465	-8,1
France	7 379	25 522	6,0	22 776	7,9
Japan	6 411	12 529	24,7	12 137	24,9
Estonia	6 583	19 810	-11,5	16 101	-5,2
Spain	3 411	9 215	-1,4	8 358	4,8

**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	4 244 916	1,8	2 969 114	0,3	1 275 802	5,4
January	1 275 850	4,7	756 121	3,9	519 729	5,8
February	1 319 572	-0,4	976 332	-0,4	343 240	-0,4
March	1 649 494	1,4	1 236 661	-1,2	412 833	10,3

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Transport and Tourism 2011

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Source: Accommodation Statistics 2011, Statistics Finland