

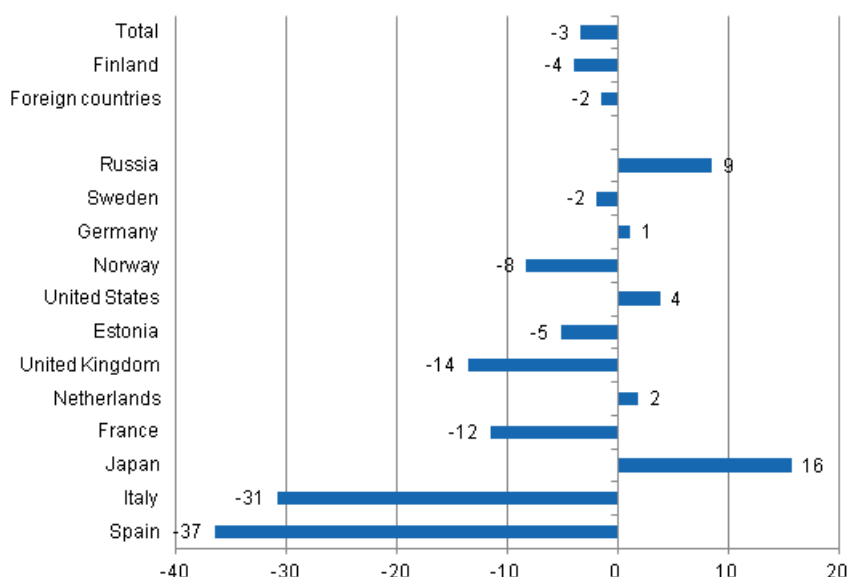
Accommodation statistics

2012, July

Nights spent by resident tourists decreased by 4 per cent in July 2012

The number of recorded nights spent by resident tourists at Finnish accommodation establishments in July 2012 was nearly 2.3 million, which was four per cent lower than in July 2011. At the same time, the number of nights spent by foreign tourists at accommodation establishments was over 730,000, which was 1.5 per cent lower than one year earlier. The total number of overnight stays decreased by 3.4 per cent from July 2011. Accommodation establishments recorded over 3.0 million of them. 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 July 2012/2011, %

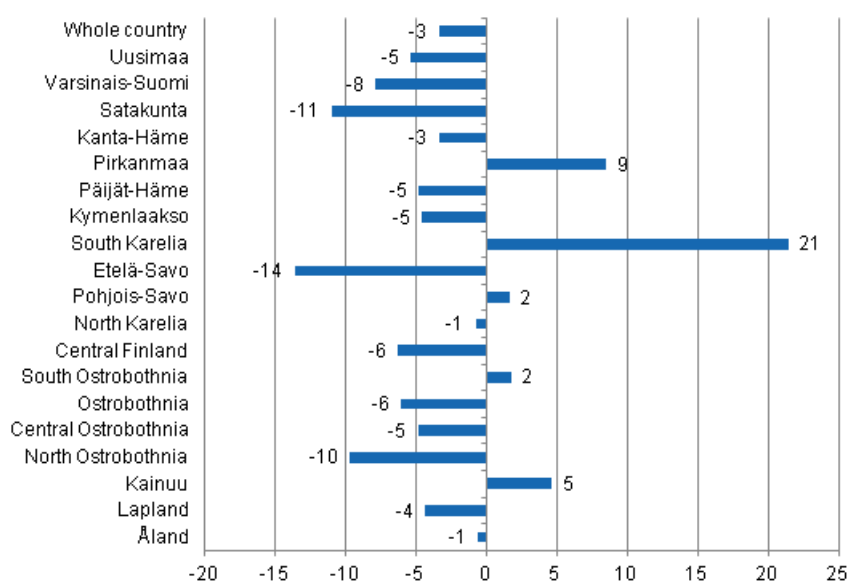


Accommodation establishments recorded 155,000 overnight stays for Russian tourists, and they were still the largest group of foreigners at accommodation establishments in July 2012. Overnight stays of Russian

tourists went up by close on nine per cent from last year's July. Swedes were next with 117,000 nights spent. Overnight stays by Swedish visitors fell by two per cent. The third largest group of visitors was Germans with 93,000 overnight stays. The number of their overnight stays grew by one per cent from one year ago. Travelling grew most in July from Japan, up by 16 per cent. Japanese tourists spent 16,000 nights at Finnish accommodation establishments. In July overnight stays decreased most by Spanish tourists, by 37 per cent, and by Italians, by 31 per cent. British and French tourists' overnights also decreased by 12 to 14 per cent compared with July 2011.

Examined by region, the total number of overnight stays in July 2012 increased most in South Karelia, by 21.4 per cent, in Pirkanmaa, by 8.5 per cent and in Kainuu, by 4.6 per cent from one year back. Overnight stays decreased most in Etelä-Savo, by 13.6 per cent, in Satakunta, by 11.0 per cent and in North Ostrobothnia, by 9.7 per cent.

Change in overnight stays in July by region 2012 / 2011, %



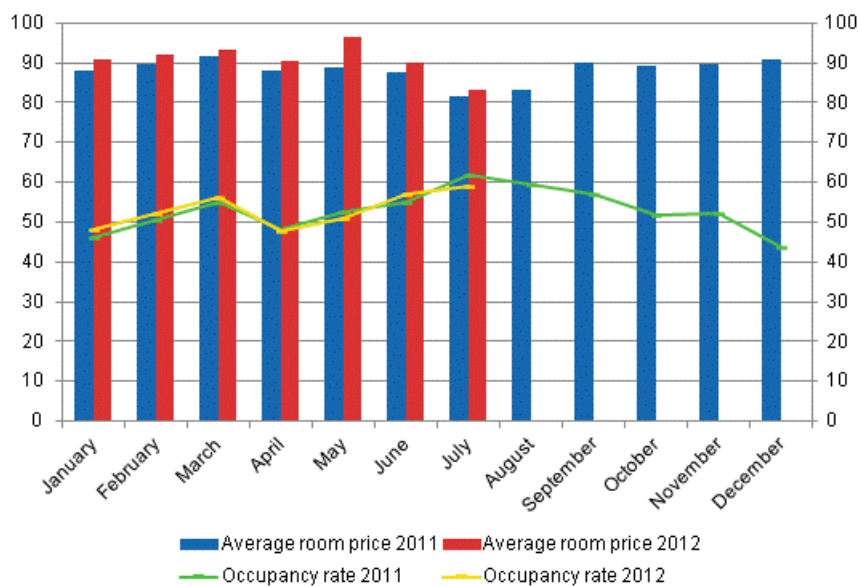
Nights spent in hotels decreased by 2 per cent in July 2012

The total number of nights spent in hotels in July was nearly two million, which was 1.7 per cent lower than twelve months previously. Foreign tourists spent over 510,000 nights at hotels and resident tourists nearly 1.5 million nights. For both groups overnight stays diminished by 1.7 per cent from July 2011.

The occupancy rate of hotel rooms was 59.0 per cent in July. One year earlier, it was 61.7 per cent. Among the regions, the highest occupancy rates of hotel rooms were measured in South Karelia, 77.9 per cent, and Varsinais-Suomi, 73.5 per cent. Hotel room occupancy rate in Helsinki was 70.8 per cent.

In July, the realised average price of a hotel room was EUR 83.22 per day for the whole country. Twelve months previously it was EUR 81.36.

Hotel room occupancy rate and the monthly average price

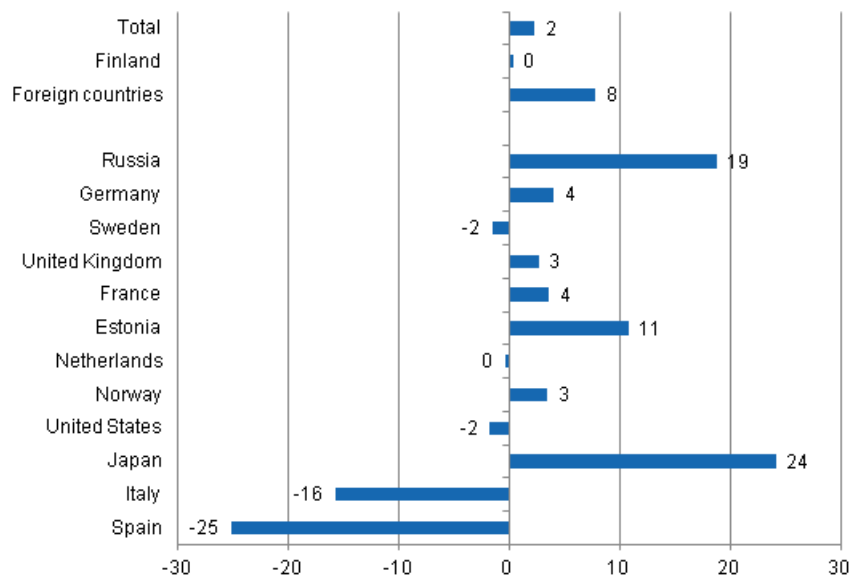


A total of 12.5 million nights spent in the January to July period

During the January to July period, the number of nights spent by tourists at accommodation establishments totalled 12.5 million, which was 2.3 per cent more than in the respective period of the previous year. Overnight stays by resident tourists remained on level with the previous year and accommodation establishments recorded a total of nine million of them. The number of recorded nights spent by foreign tourists at Finnish accommodation establishments was 3.5 million, which was 7.8 per cent more than in January to July 2011.

Russians were by far the biggest group of foreigners in the January to July period of 2012 with 929,000 nights spent. Overnight stays of Russian tourists went up by 19 per cent from the respective period of the previous year. The next biggest groups were Germans with 348,000 overnight stays and Swedes with 336,000 stays. Compared with January to July 2011, the number of nights spent by visitors from Germany was four per cent up and that of nights spent by visitors from Sweden two per cent down. By contrast, overnight stays of Japanese tourists increased by 24 per cent and those of Estonians by 11 per cent. Over the January to July period, 90,000 nights were recorded for Japanese tourists and 142,000 nights for Estonians. Overnight stays by British, French and Norwegian tourists also went up by three to four per cent from one year back. The number of overnight stays decreased most by Spanish tourists, down by 25 per cent and by Italian tourists, down by 16 per cent compared with the respective period of last year.

Change in overnight stays in January-July 2012/2011, %



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Appendix tables

Appendix table 1. Capacity and its utilization, July 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	1 340	66 289	56,2	-2,8	33,79
Mainland Finland	1 267	64 670	55,8	-2,8	33,92
Uusimaa	152	14 929	63,3	-1,4	42,34
Helsinki	60	8 697	70,8	-2,4	45,02
Varsinais-Suomi	88	4 277	66,8	-3,5	33,47
Turku	25	2 281	79,4	-2,2	36,59
Satakunta	46	1 746	57,5	-5,1	35,36
Pori	15	843	67,2	-5,8	36,49
Kanta-Häme	32	1 579	43,6	-2,5	34,78
Hämeenlinna	14	875	46,9	-1,1	35,03
Pirkanmaa	81	4 978	64,4	-1,6	35,63
Tampere	30	3 137	70,7	-0,3	38,26
Päijät-Häme	35	2 079	48,0	-3,6	31,57
Lahti	12	796	42,5	-9,1	39,50
Kymenlaakso	28	1 233	54,2	1,5	33,82
Kouvola	11	584	56,4	2,0	27,45
South Karelia	41	2 148	70,5	-1,8	38,64
Lappeenranta	15	1 055	78,1	-4,4	40,84
Etelä-Savo	83	3 311	59,0	-6,8	33,46
Mikkeli	12	738	61,8	-8,8	38,21
Pohjois-Savo	56	2 801	60,2	-1,4	31,65
Kuopio	18	1 304	71,9	-6,1	33,62
North Karelia	65	2 034	52,3	-0,3	29,86
Joensuu	15	860	53,1	-6,2	42,64
Central Finland	69	3 697	48,2	-7,0	30,31
Jyväskylä	18	1 708	47,8	-21,2	39,69
South Ostrobothnia	52	2 149	59,2	0,5	31,26
Seinäjoki	10	637	66,7	-0,2	46,81
Ostrobothnia	41	1 584	55,2	-7,7	24,01
Vaasa	9	840	70,1	-5,7	28,60
Central Ostrobothnia	24	709	46,9	-14,2	29,68
Kokkola	12	488	50,7	-20,2	30,75
North Ostrobothnia	113	5 009	49,1	-4,9	26,59
Oulu	13	1 802	61,2	-11,3	38,57
Kainuu	55	2 254	57,8	0,7	30,57
Kajaani	8	427	54,2	9,2	37,68
Lapland	206	8 153	36,1	-3,0	27,73
Rovaniemi	20	1 375	48,5	-3,2	27,13
Åland	73	1 619	70,9	-0,8	.
Maarianhamina	14	672	85,0	2,2	.

Appendix table 2. Nights spend in all establishments, July 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	3 029 070	-3,4	2 297 497	-4,0	731 573	-1,5
Mainland Finland	2 896 644	-3,6	2 250 553	-4,1	646 091	-1,8
Uusimaa	579 609	-5,4	322 598	-7,6	257 011	-2,4
Helsinki	378 090	-5,4	177 602	-7,2	200 488	-3,7
Varsinais-Suomi	237 218	-7,9	196 408	-8,7	40 810	-3,8
Turku	138 006	-10,5	110 628	-12,9	27 378	0,9
Satakunta	96 017	-11,0	89 628	-10,0	6 389	-22,2
Pori	54 606	-12,7	51 881	-12,8	2 725	-11,0
Kanta-Häme	53 704	-3,4	47 496	-6,2	6 208	25,8
Hämeenlinna	29 936	-3,2	26 129	-9,5	3 807	87,6
Pirkanmaa	255 544	8,5	227 550	8,4	27 994	8,9
Tampere	154 209	12,7	134 738	13,3	19 471	9,0
Päijät-Häme	78 501	-4,8	64 256	-6,6	14 245	4,4
Lahti	21 184	-16,2	16 086	-18,7	5 098	-7,2
Kymenlaakso	57 981	-4,6	45 424	-8,1	12 557	10,6
Kouvola	28 281	-6,1	23 553	-8,7	4 728	9,5
South Karelia	111 982	21,4	68 289	19,2	43 693	24,9
Lappeenranta	57 896	46,6	42 143	44,8	15 753	51,6
Etelä-Savo	168 618	-13,6	137 466	-15,1	31 152	-6,1
Mikkeli	32 882	-28,9	26 924	-32,6	5 958	-5,8
Pohjois-Savo	135 032	1,6	114 324	1,6	20 708	1,5
Kuopio	74 501	1,7	64 031	1,4	10 470	3,8
North Karelia	90 343	-0,8	77 114	-5,0	13 229	33,0
Joensuu	28 146	-13,7	24 268	-15,4	3 878	-1,1
Central Finland	151 022	-6,3	131 614	-1,7	19 408	-29,2
Jyväskylä	52 503	-16,1	42 953	-10,1	9 550	-35,4
South Ostrobothnia	150 127	1,7	146 134	1,6	3 993	3,6
Seinäjoki	37 487	-7,1	36 696	-6,5	791	-28,9
Ostrobothnia	94 807	-6,1	83 073	-5,5	11 734	-10,2
Vaasa	56 338	-13,3	48 147	-14,0	8 191	-9,3
Central Ostrobothnia	32 046	-4,9	29 053	-8,9	2 993	64,5
Kokkola	20 019	-14,8	17 755	-20,4	2 264	88,8
North Ostrobothnia	247 009	-9,7	207 176	-9,0	39 833	-13,6
Oulu	84 858	-8,6	59 247	-5,7	25 611	-14,6
Kainuu	122 651	4,6	110 097	4,2	12 554	7,9
Kajaani	13 410	10,0	12 087	10,0	1 323	10,4
Lapland	234 433	-4,4	152 853	-4,2	81 580	-4,6
Rovaniemi	52 024	-9,8	26 467	-11,1	25 557	-8,5
Åland	132 426	-0,6	46 944	-3,1	85 482	0,9
Maarianhamina	48 853	-1,2	23 551	-3,9	25 302	1,6

Appendix table 3. Hotel capacity and capacity utilization, July 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 %)	¹⁾ RevPAR, euros (Vat inc. 9 %)
Whole country	664	52 679	59,0	-2,7	83,22	49,12
Mainland Finland	647	51 827	58,7	-2,7	83,05	48,78
Uusimaa	115	14 259	63,8	-1,6	80,89	51,58
Helsinki	52	8 550	70,8	-2,6	84,65	59,92
Varsinais-Suomi	39	3 217	73,5	-3,2	88,89	65,30
Turku	18	2 089	80,3	-2,4	91,18	73,20
Satakunta	27	1 362	57,0	-7,2	95,43	54,40
Pori	10	717	64,8	-6,5	105,55	68,42
Kanta-Häme	18	1 275	46,3	-3,0	78,46	36,29
Hämeenlinna	8	728	51,7	-1,0	82,92	42,89
Pirkanmaa	46	3 998	66,5	-1,3	89,64	59,66
Tampere	24	2 829	70,8	-0,1	90,73	64,21
Päijät-Häme	17	1 800	48,4	-3,0	73,57	35,59
Lahti	8	749	42,8	-8,6	71,29	30,51
Kymenlaakso	17	992	53,3	2,9	81,54	43,44
Kouvola	6	441	55,6	5,1	73,98	41,14
South Karelia	21	1 569	77,9	-1,7	95,10	74,04
Lappeenranta	8	796	84,7	-4,7	92,03	77,93
Etelä-Savo	39	2 414	61,2	-6,5	104,66	64,02
Mikkeli	8	619	64,8	-4,7	100,45	65,11
Pohjois-Savo	28	2 250	62,3	-1,7	81,91	51,07
Kuopio	10	1 090	72,6	-6,6	88,17	64,05
North Karelia	26	1 440	55,5	-2,7	83,91	46,54
Joensuu	11	820	52,7	-6,3	78,32	41,30
Central Finland	31	2 873	53,6	-8,4	83,26	44,60
Jyväskylä	12	1 586	50,0	-21,5	81,77	40,87
South Ostrobothnia	27	1 617	66,7	1,8	82,21	54,85
Seinäjoki	8	618	66,3	-0,4	88,43	58,58
Ostrobothnia	23	1 245	62,1	-9,1	85,66	53,16
Vaasa	8	809	69,4	-5,7	89,21	61,93
Central Ostrobothnia	10	543	48,7	-17,7	77,61	37,84
Kokkola	5	399	52,3	-26,6	75,21	39,37
North Ostrobothnia	48	3 435	52,6	-5,0	78,42	41,25
Oulu	11	1 555	63,4	-13,3	77,32	49,06
Kainuu	22	1 631	63,4	3,3	74,87	47,47
Kajaani	6	380	53,6	3,9	73,03	39,14
Lapland	93	5 907	36,4	-2,6	65,24	23,72
Rovaniemi	12	1 227	47,7	-3,1	62,46	29,79
Åland	17	852	76,1	-2,0	.	.
Maarianhamina	8	529	87,2	2,8	.	.

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

Appendix table 4. Nights spend in hotels, July 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	1 969 463	-1,7	1 455 953	-1,7	513 510	-1,7
Mainland Finland	1 923 767	-1,7	1 435 603	-1,7	488 164	-1,8
Uusimaa	516 416	-3,3	275 868	-5,5	240 548	-0,7
Helsinki	350 061	-4,7	161 194	-6,7	188 867	-2,9
Varsinais-Suomi	157 031	-6,1	128 955	-5,7	28 076	-7,9
Turku	112 624	-6,5	91 919	-7,0	20 705	-4,6
Satakunta	44 920	-4,7	41 019	-0,9	3 901	-31,7
Pori	27 023	-0,2	25 049	0,6	1 974	-10,2
Kanta-Häme	35 605	-4,9	30 814	-9,2	4 791	36,2
Hämeenlinna	22 416	-4,1	19 014	-12,6	3 402	109,5
Pirkanmaa	179 559	15,7	161 472	16,5	18 087	8,8
Tampere	128 985	17,1	114 462	18,0	14 523	10,9
Päijät-Häme	53 430	-6,2	42 864	-8,7	10 566	5,5
Lahti	17 863	-16,5	13 830	-20,0	4 033	-1,9
Kymenlaakso	30 807	3,6	23 467	-2,6	7 340	30,1
Kouvola	14 435	1,4	12 109	-2,6	2 326	29,2
South Karelia	79 947	15,2	47 049	15,9	32 898	14,2
Lappeenranta	42 615	35,2	31 795	41,2	10 820	20,0
Etelä-Savo	89 097	-4,8	74 090	-3,8	15 007	-9,2
Mikkeli	24 699	-7,5	19 582	-8,5	5 117	-3,2
Pohjois-Savo	91 772	3,9	78 338	4,6	13 434	-0,0
Kuopio	48 502	5,9	41 715	7,0	6 787	-0,4
North Karelia	49 493	-3,2	43 167	-5,7	6 326	18,0
Joensuu	23 228	-9,5	19 990	-10,7	3 238	-1,7
Central Finland	115 903	-4,0	100 360	2,6	15 543	-32,2
Jyväskylä	49 073	-17,0	40 460	-10,9	8 613	-37,2
South Ostrobothnia	82 924	0,1	81 313	0,4	1 611	-9,1
Seinäjoki	23 750	-1,2	23 115	-0,2	635	-28,0
Ostrobothnia	51 655	-12,7	43 319	-14,6	8 336	-1,5
Vaasa	41 303	-13,6	34 709	-15,4	6 594	-2,9
Central Ostrobothnia	15 896	-13,6	13 971	-18,3	1 925	46,7
Kokkola	12 287	-20,2	10 706	-26,6	1 581	93,8
North Ostrobothnia	113 903	-7,9	95 217	-6,7	18 686	-13,5
Oulu	60 878	-8,3	46 210	-6,6	14 668	-13,1
Kainuu	80 672	6,2	72 696	5,0	7 976	19,5
Kajaani	11 020	-6,3	9 888	-6,7	1 132	-2,7
Lapland	134 737	-7,7	81 624	-9,5	53 113	-4,8
Rovaniemi	36 046	-10,3	18 181	-11,4	17 865	-9,2
Åland	45 696	-1,7	20 350	-4,0	25 346	0,3
Maarianhamina	30 502	-1,6	16 109	-5,4	14 393	3,1

Appendix table 5. Visitor arrivals and nights spend by country of residence, July 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	1 676 489	3 029 070	-3,4	1 969 463	-1,7
Finland	1 295 776	2 297 497	-4,0	1 455 953	-1,7
Foreign countries	380 713	731 573	-1,5	513 510	-1,7
Sweden	53 587	116 830	-1,9	56 936	-3,7
Germany	57 875	93 068	1,1	64 863	2,8
Russia	73 731	154 845	8,5	117 001	8,0
United Kingdom	10 971	22 881	-13,6	20 476	-14,2
United States	13 132	26 999	3,8	25 532	3,8
Norway	19 918	42 082	-8,3	22 122	0,7
Netherlands	11 754	22 296	1,8	12 849	3,8
Italy	7 713	13 267	-30,9	10 919	-31,4
France	9 684	18 047	-11,6	12 481	-14,3
Japan	9 371	16 001	15,8	15 511	18,3
Estonia	12 620	25 309	-5,2	14 407	-0,0
Spain	6 589	11 624	-36,5	9 105	-40,1

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	12 508 816	2,3	9 014 008	0,3	3 494 808	7,8
January	1 402 138	6,6	785 626	1,0	616 512	14,7
February	1 459 449	8,7	1 027 963	3,6	431 486	23,1
March	1 742 120	4,1	1 292 465	3,0	449 655	7,3
April	1 394 146	-0,3	1 076 270	-1,7	317 876	4,9
May	1 340 316	0,8	952 059	-1,5	388 257	6,9
June	2 141 577	5,5	1 582 128	5,1	559 449	6,6
July	3 029 070	-3,4	2 297 497	-4,0	731 573	-1,5

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