

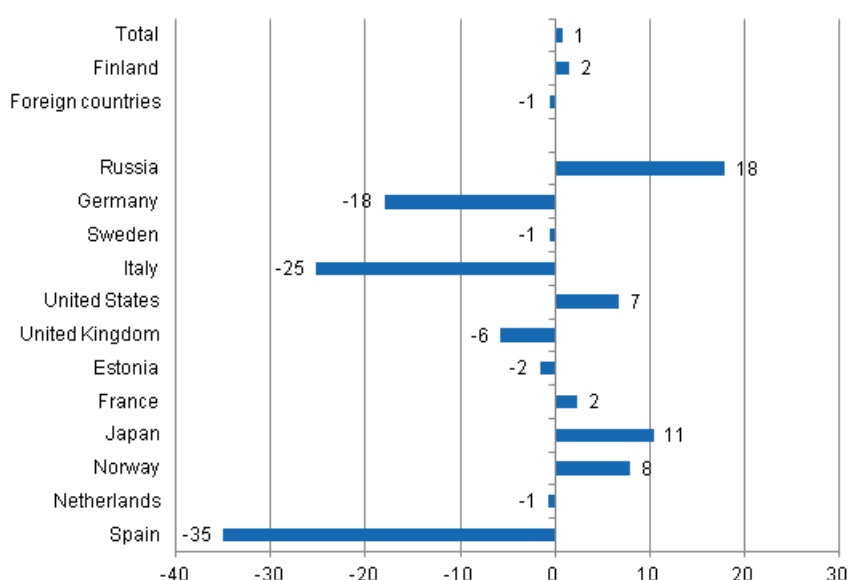
Accommodation statistics

2012, August

Nights spent by resident tourists increased by 1.5 per cent in August 2012

The number of recorded nights spent by resident tourists at Finnish accommodation establishments in August 2012 was 1.5 million, which is 1.5 per cent higher than one year earlier. By contrast, the number of nights spent by foreign tourists at accommodation establishments decreased by 0.6 per cent and totalled just under 708,000 in August 2012. The total number of nights spent increased by 0.8 per cent and altogether good 2.2 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 August 2012/2011, %

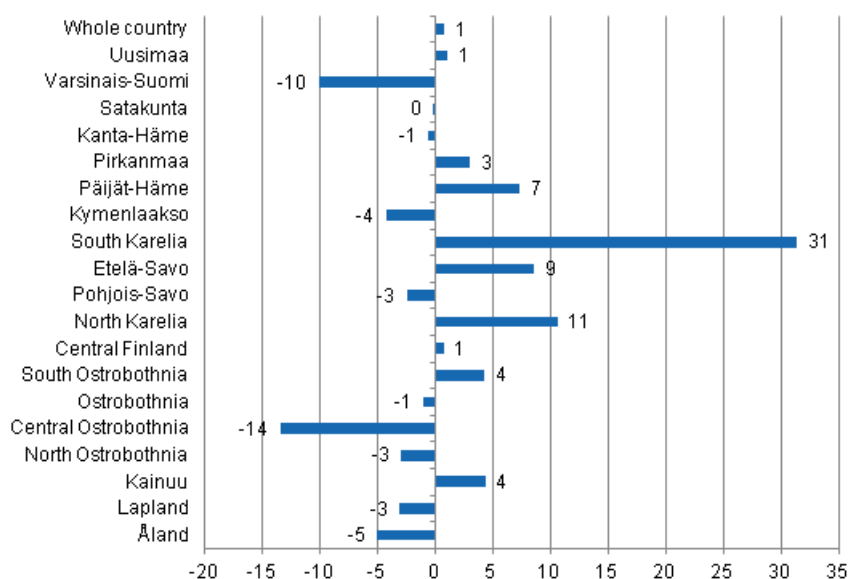


The growth in the number of nights spent by Russian visitors continued in August 2012. Good 162,000 overnight stays were recorded for them at Finnish accommodation establishments, which was 18.0 per

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. German visitors spent nearly 76,000 nights, and the reduction from August 2011 was 18.0 per cent. By contrast, overnight stays by visitors from Sweden only decreased slightly, or by 0.6 per cent, and good 75,000 nights spent were recorded for them in August 2012. The next biggest growth after Russians was seen in overnight stays by Japanese visitors whose nights spent increased by 10.5 per cent. Overnight stays by Norwegian visitors increased by 7.9 per cent and those by visitors from the USA by 6.8 per cent. French visitors spent 2.4 per cent more nights at Finnish accommodation establishments than one year earlier. The Mediterranean countries accounted for the biggest decreases in overnight stays. Overnight stays recorded for Spanish visitors decreased by 35.0 per cent and those for Italian visitors by 25.2 per cent from the year before. Smaller changes took place in the nights spent by visitors from the other most important countries of inbound tourism to Finland.

By region, the total number of overnight stays increased most in South Karelia, up by 31.4 per cent in August. In North Karelia, overnight stays increased by 10.6 per cent, in Etelä-Savo by 8.5 per cent and in Päijät-Häme by 7.3 per cent. In South Ostrobothnia and Kainuu the number of recorded overnight stays was 4 per cent up on August 2011. Nights spent decreased most in Central Ostrobothnia, 13.5 per cent down, and in Varsinais-Suomi, 10.1 per cent down. Overnight stays in the whole country increased by 0.8 per cent from last year.

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



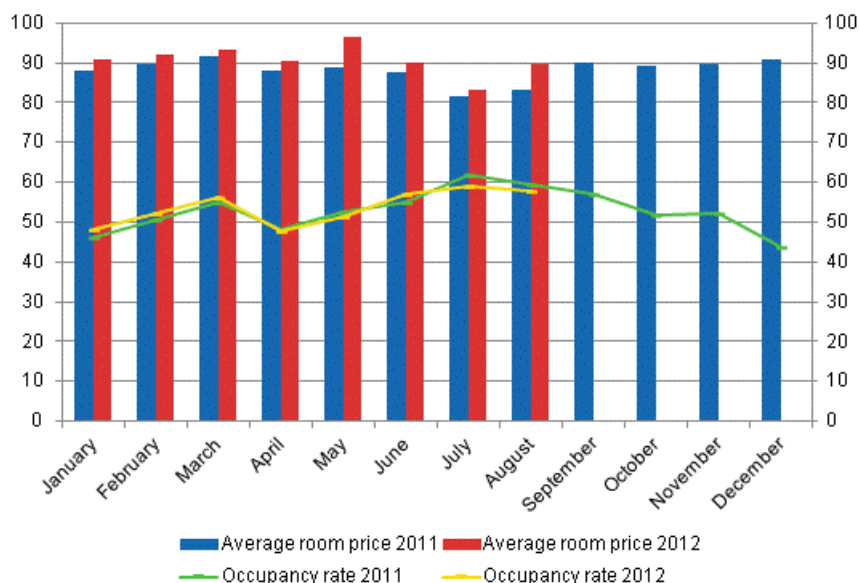
Nights spent in hotels increased by 0.5 per cent in August 2012

In August 2012, the total number of nights spent in hotels was good 1.6 million, which was 0.5 per cent higher than twelve months earlier. Overnight stays by resident tourists increased by 1.6 per cent and hotels recorded nearly 1.1 million of them. Recorded nights spent by foreign tourists in hotels numbered just under 539,000. The number was 1.5 per cent lower than in August 2011.

The occupancy rate of hotel rooms was 57.9 per cent in August. One year earlier, it was 59.6 per cent. Among the regions, the highest occupancy rates of hotel rooms were measured in Uusimaa, 76.0 per cent, and South Karelia, 69.8 per cent. In Lappeenranta, the hotel room occupancy rate was 76.5 per cent and in Espoo 72.9 per cent. Hotel room occupancy rate in Helsinki was 85.2 per cent.

In August, the realised average price of a hotel room was EUR 89.59 per day for the whole country. Twelve months previously it was EUR 83.16.

Hotel room occupancy rate and the monthly average price

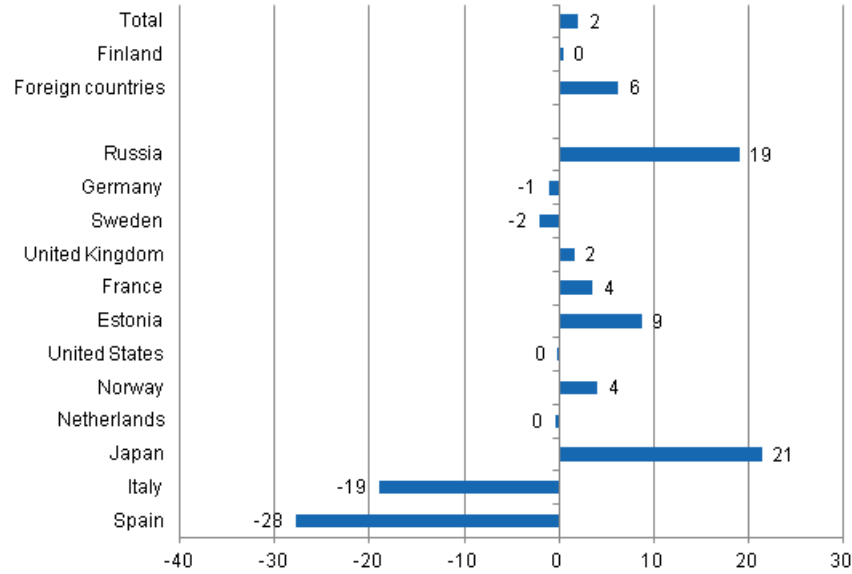


Total number of nights spent at all accommodation establishments grew by two per cent in January-August 2012

Over the January-August period of 2012, the number of nights spent at accommodation establishments in Finland totalled 14.7 million, which was two per cent higher than in the same period of last year. Overnight stays by foreign tourists went up by 6.3 per cent and accommodation establishments recorded a total of 4.2 million of them. Overnight stays by resident tourists numbered 10.5 million, which was almost the same as in January-August 2011.

Overnight stays recorded at Finnish accommodation establishments for Russian visitors in January-August numbered nearly 1.1 million, which was 19.1 per cent up on the same period one year earlier. German and Swedish visitors came next. Overnight stays by German visitors decreased by 1.1 per cent and numbered 423,000. Night spent by visitors from Sweden at Finnish accommodation establishments numbered nearly 409,000, which was 2.1 per cent down on the same period twelve months earlier. Overnight stays recorded for British visitors numbered 233,000, which was 1.6 per cent more than in January-August 2011. French visitors spent 167,000 nights, which was 3.5 per cent up on twelve months earlier. The number of nights spent by Estonian visitors rose to 166,000, which was 8.7 per cent up on January-August 2011. However, the biggest increase of 21.4 per cent was recorded in overnight stays by Japanese visitors, who spent just under 116,000 nights at Finnish accommodation establishments. The biggest decreases in overnight stays in January-August were seen for visitors from Spain, down by 27.8 per cent, and Italy, down by 19.0 per cent.

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



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Appendix tables

Appendix table 1. Capacity and its utilization, August 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	1 337	65 794	53,3	-1,6	45,48
Mainland Finland	1 264	64 167	53,4	-1,6	45,61
Uusimaa	155	15 278	74,8	-0,5	60,67
Helsinki	61	8 923	84,9	-0,7	66,18
Varsinais-Suomi	88	4 254	56,3	-6,0	43,93
Turku	25	2 278	67,4	-6,9	48,28
Satakunta	45	1 751	45,1	-2,5	39,07
Pori	14	842	52,1	0,7	37,31
Kanta-Häme	32	1 542	47,1	-3,5	42,99
Hämeenlinna	14	838	50,6	-4,3	45,80
Pirkanmaa	79	4 884	53,7	-3,3	46,37
Tampere	29	3 109	61,4	-4,1	51,74
Päijät-Häme	35	2 089	49,3	0,9	43,41
Lahti	12	803	50,7	1,2	52,83
Kymenlaakso	28	1 234	60,8	3,5	40,40
Kouvola	11	586	59,4	9,1	36,34
South Karelia	41	2 141	62,4	1,0	40,76
Lappeenranta	15	1 055	68,1	-4,2	45,30
Etelä-Savo	82	3 038	46,9	-1,5	30,92
Mikkeli	13	700	54,9	-2,0	32,19
Pohjois-Savo	55	2 817	48,3	-3,9	42,06
Kuopio	18	1 296	60,3	-3,7	46,14
North Karelia	64	1 986	44,3	5,1	34,99
Joensuu	14	830	52,0	5,9	44,62
Central Finland	67	3 502	50,5	0,5	44,38
Jyväskylä	18	1 696	56,8	-3,5	66,90
South Ostrobothnia	52	2 140	45,3	-4,8	35,96
Seinäjoki	10	637	57,1	-0,6	48,70
Ostrobothnia	41	1 594	49,0	0,9	41,69
Vaasa	9	840	60,0	4,0	48,65
Central Ostrobothnia	23	661	43,2	-5,0	43,23
Kokkola	12	453	53,5	-6,7	45,63
North Ostrobothnia	110	4 722	40,9	-4,0	31,50
Oulu	12	1 624	61,6	-3,4	51,53
Kainuu	55	2 273	46,4	0,4	35,39
Kajaani	8	454	42,2	2,7	46,51
Lapland	212	8 261	32,6	-2,2	32,18
Rovaniemi	20	1 375	43,7	-4,2	35,36
Åland	73	1 627	50,9	-4,9	.
Maarianhamina	14	659	70,8	-3,3	.

Appendix table 2. Nights spend in all establishments, August 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	2 219 601	0,8	1 512 014	1,5	707 587	-0,6
Mainland Finland	2 145 283	1,0	1 488 604	1,7	656 679	-0,3
Uusimaa	593 594	1,0	282 929	1,9	310 665	0,2
Helsinki	387 653	-0,4	145 858	0,2	241 795	-0,7
Varsinais-Suomi	151 565	-10,1	114 404	-12,5	37 161	-1,7
Turku	89 999	-10,6	63 339	-15,0	26 660	2,2
Satakunta	50 634	-0,2	43 361	0,2	7 273	-2,4
Pori	27 663	7,2	24 339	6,8	3 324	9,8
Kanta-Häme	46 443	-0,6	40 993	0,8	5 450	-9,9
Hämeenlinna	25 057	-5,2	21 980	-4,2	3 077	-11,9
Pirkanmaa	162 556	3,0	131 870	7,9	30 686	-13,6
Tampere	106 931	7,8	83 779	15,1	23 152	-12,4
Päijät-Häme	69 183	7,3	55 987	6,4	13 196	11,4
Lahti	21 365	7,1	15 781	11,3	5 584	-3,3
Kymenlaakso	47 599	-4,3	32 808	7,7	14 791	-23,1
Kouvola	21 841	13,1	17 329	9,7	4 512	28,4
South Karelia	87 285	31,4	40 336	28,9	46 949	33,7
Lappeenranta	43 256	58,5	26 352	50,0	16 904	73,8
Etelä-Savo	107 489	8,5	72 509	7,5	34 980	10,4
Mikkeli	30 299	16,4	20 424	7,3	9 875	41,0
Pohjois-Savo	86 933	-2,5	71 951	-4,5	14 982	8,4
Kuopio	48 993	10,4	40 874	8,6	8 119	20,1
North Karelia	58 957	10,6	45 354	6,4	13 603	27,5
Joensuu	22 761	14,2	17 974	9,2	4 787	38,0
Central Finland	114 419	0,7	92 559	5,3	21 860	-15,2
Jyväskylä	44 872	-2,4	34 895	-0,8	9 977	-7,6
South Ostrobothnia	82 879	4,2	79 958	5,2	2 921	-16,1
Seinäjoki	24 455	3,7	23 544	6,6	911	-38,8
Ostrobothnia	47 607	-1,0	38 909	0,1	8 698	-5,4
Vaasa	28 103	-2,7	21 743	-0,9	6 360	-8,4
Central Ostrobothnia	18 233	-13,5	16 802	-13,4	1 431	-15,2
Kokkola	13 400	-15,4	12 147	-15,5	1 253	-14,2
North Ostrobothnia	158 781	-3,0	137 529	-2,3	21 252	-7,4
Oulu	56 186	1,9	42 900	4,1	13 286	-4,4
Kainuu	81 191	4,3	65 539	2,7	15 652	11,4
Kajaani	9 656	10,1	8 696	10,0	960	11,2
Lapland	179 935	-3,1	124 806	1,2	55 129	-11,7
Rovaniemi	38 136	-9,0	20 998	0,3	17 138	-18,2
Åland	74 318	-5,1	23 410	-7,3	50 908	-4,1
Maarianhamina	30 121	-7,5	12 840	-12,1	17 281	-3,8

Appendix table 3. Hotel capacity and capacity utilization, August 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	669	52 923	57,9	-1,7	89,59	51,87
Mainland Finland	652	52 066	57,8	-1,6	89,50	51,77
Uusimaa	119	14 656	76,0	-0,9	99,65	75,72
Helsinki	54	8 793	85,2	-1,1	106,50	90,77
Varsinais-Suomi	39	3 229	62,7	-6,2	85,57	53,62
Turku	18	2 086	68,9	-5,8	86,65	59,67
Satakunta	27	1 352	46,1	-3,5	80,35	37,04
Pori	10	716	52,3	-0,6	79,28	41,43
Kanta-Häme	18	1 275	49,2	-4,1	83,55	41,08
Hämeenlinna	8	728	52,6	-3,8	87,10	45,84
Pirkanmaa	45	3 952	56,8	-3,9	91,17	51,80
Tampere	24	2 829	61,8	-4,4	94,82	58,58
Päijät-Häme	17	1 810	51,9	1,4	85,17	44,21
Lahti	8	756	51,0	1,5	85,85	43,82
Kymenlaakso	17	992	63,2	3,9	76,41	48,29
Kouvola	6	441	60,0	8,9	79,10	47,44
South Karelia	21	1 563	69,8	-0,6	93,67	65,35
Lappeenranta	8	796	76,5	-3,5	88,91	68,01
Etelä-Savo	37	2 157	47,8	-3,7	82,46	39,38
Mikkeli	8	603	52,9	-6,0	86,61	45,83
Pohjois-Savo	28	2 277	51,4	-4,9	85,42	43,88
Kuopio	10	1 090	62,2	-4,8	94,35	58,67
North Karelia	25	1 411	47,6	4,9	76,67	36,51
Joensuu	10	790	52,0	5,7	72,39	37,63
Central Finland	31	2 844	55,0	-0,6	95,83	52,74
Jyväskylä	12	1 574	57,7	-6,0	105,12	60,67
South Ostrobothnia	27	1 612	53,2	-2,8	75,99	40,46
Seinäjoki	8	618	57,9	-0,4	76,27	44,18
Ostrobothnia	23	1 241	56,9	1,8	85,65	48,76
Vaasa	8	809	60,8	4,2	87,64	53,29
Central Ostrobothnia	10	505	49,5	-7,8	77,48	38,39
Kokkola	5	361	60,1	-8,8	79,17	47,59
North Ostrobothnia	48	3 448	46,8	-2,2	78,29	36,61
Oulu	11	1 555	61,5	-3,7	82,80	50,92
Kainuu	22	1 648	53,5	1,3	74,55	39,85
Kajaani	6	407	45,7	2,8	75,68	34,57
Lapland	98	6 094	33,2	-2,4	66,80	22,15
Rovaniemi	12	1 227	43,9	-5,0	65,69	28,81
Åland	17	857	61,2	-7,3	.	.
Maarianhamina	8	529	74,0	-4,8	.	.

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

Appendix table 4. Nights spend in hotels, August 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	1 629 102	0,5	1 090 261	1,6	538 841	-1,5
Mainland Finland	1 596 940	0,7	1 077 993	1,7	518 947	-1,4
Uusimaa	546 426	1,5	255 357	2,7	291 069	0,4
Helsinki	365 241	0,1	137 867	1,0	227 374	-0,5
Varsinais-Suomi	111 035	-10,0	83 353	-12,7	27 682	-0,7
Turku	77 813	-11,0	56 682	-15,6	21 131	4,0
Satakunta	28 856	0,3	23 272	1,3	5 584	-3,6
Pori	17 383	6,8	14 677	6,4	2 706	8,9
Kanta-Häme	34 541	-2,3	30 058	-2,3	4 483	-2,6
Hämeenlinna	20 278	-7,0	17 435	-6,8	2 843	-8,5
Pirkanmaa	124 328	9,9	102 057	14,5	22 271	-7,1
Tampere	93 651	13,7	74 834	19,3	18 817	-3,9
Päijät-Häme	52 651	5,3	42 718	4,5	9 933	8,8
Lahti	18 756	5,8	14 362	12,2	4 394	-10,6
Kymenlaakso	29 536	0,5	19 428	14,5	10 108	-18,6
Kouvola	13 110	13,6	10 104	8,5	3 006	35,2
South Karelia	66 486	18,5	30 807	20,1	35 679	17,2
Lappeenranta	34 035	42,6	21 688	41,1	12 347	45,3
Etelä-Savo	53 520	-4,1	42 180	-3,5	11 340	-6,1
Mikkeli	17 332	-10,4	12 899	-11,1	4 433	-8,3
Pohjois-Savo	64 160	-5,1	54 854	-6,6	9 306	4,7
Kuopio	36 521	11,8	30 908	9,4	5 613	27,2
North Karelia	36 554	8,4	30 599	4,8	5 955	31,5
Joensuu	19 624	4,2	15 844	0,2	3 780	25,0
Central Finland	94 403	6,1	75 919	9,9	18 484	-6,9
Jyväskylä	41 860	0,9	32 126	4,2	9 734	-8,7
South Ostrobothnia	52 396	-0,9	50 912	1,4	1 484	-44,1
Seinäjoki	17 377	3,3	16 638	7,7	739	-46,0
Ostrobothnia	34 094	-0,2	26 620	1,1	7 474	-4,6
Vaasa	25 084	-3,1	19 288	-1,1	5 796	-9,2
Central Ostrobothnia	11 621	-13,3	10 776	-14,6	845	6,7
Kokkola	9 816	-14,2	9 071	-16,2	745	20,4
North Ostrobothnia	83 721	-2,1	70 007	-2,3	13 714	-1,5
Oulu	47 537	3,5	37 112	3,8	10 425	2,4
Kainuu	61 114	5,4	50 768	4,4	10 346	10,7
Kajaani	9 089	12,4	8 157	11,7	932	18,1
Lapland	111 498	-8,1	78 308	-0,9	33 190	-21,4
Rovaniemi	29 192	-11,3	16 781	1,0	12 411	-23,9
Åland	32 162	-5,9	12 268	-9,6	19 894	-3,5
Maarianhamina	21 517	-8,5	9 426	-14,9	12 091	-2,9

Appendix table 5. Visitor arrivals and nights spend by country of residence, August 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	1 215 938	2 219 601	0,8	1 629 102	0,5
Finland	864 600	1 512 014	1,5	1 090 261	1,6
Foreign countries	351 338	707 587	-0,6	538 841	-1,5
Sweden	39 406	75 555	-0,6	50 105	3,1
Germany	40 556	75 935	-18,0	51 913	-24,0
Russia	78 538	162 522	18,0	120 289	10,6
United Kingdom	13 627	27 821	-5,8	25 300	-6,2
United States	13 884	30 105	6,8	29 258	7,5
Norway	10 974	21 337	7,9	15 443	8,4
Netherlands	8 797	17 066	-0,7	11 710	3,2
Italy	16 077	30 609	-25,2	24 567	-23,4
France	11 131	22 859	2,4	16 819	7,9
Japan	11 770	22 232	10,5	21 499	10,3
Estonia	11 248	23 590	-1,6	15 581	9,8
Spain	8 786	17 013	-35,0	13 895	-36,7

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	14 723 018	2,0	10 520 451	0,4	4 202 567	6,3
January	1 402 595	6,6	785 655	1,0	616 940	14,7
February	1 459 450	8,7	1 028 044	3,6	431 406	23,1
March	1 742 145	4,1	1 292 502	3,0	449 643	7,2
April	1 394 849	-0,2	1 076 262	-1,7	318 587	5,2
May	1 341 393	0,9	952 865	-1,4	388 528	7,0
June	2 136 949	5,3	1 579 030	4,9	557 919	6,3
July	3 026 036	-3,5	2 294 079	-4,2	731 957	-1,4
August	2 219 601	0,8	1 512 014	1,5	707 587	-0,6

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