

# Tourism statistics of Helsinki in a nutshell

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# Bednights

In 2017 bednights in Helsinki broke all the previous records. The numbers of 2018 show that Helsinki has managed to maintain the new level.

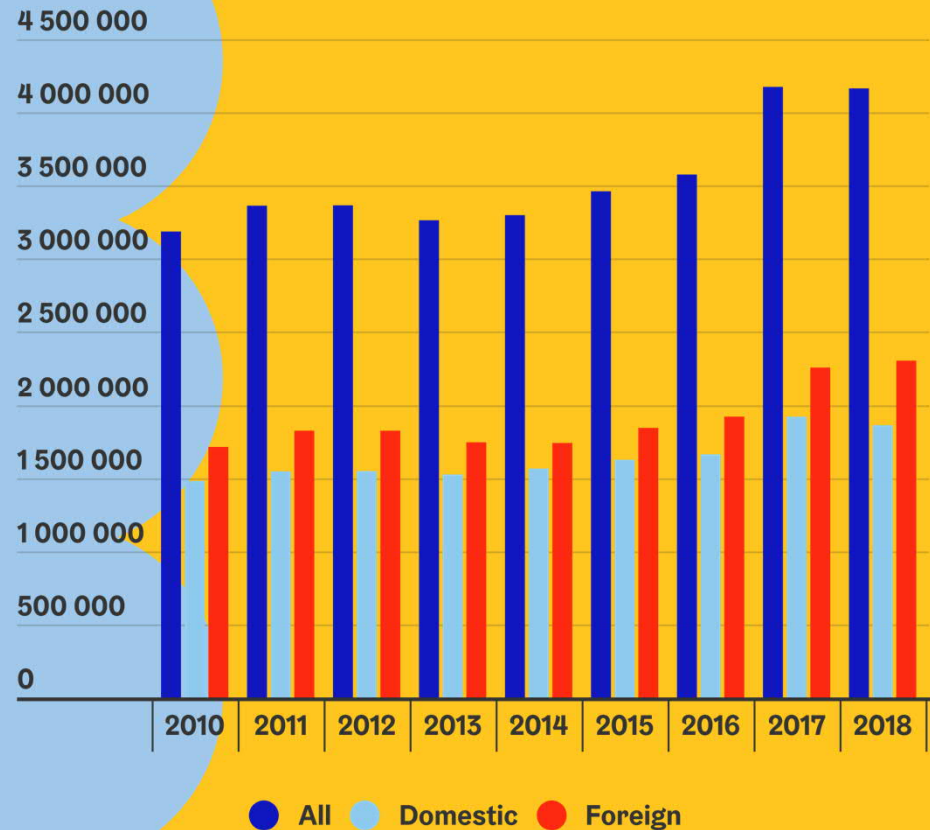
In 2018 domestic bednights decreased by 3% and foreign increased by 2%.

The share of domestic bednights has been recently at least 45%.

Current year 2019 continues on the same path. By the end of March domestic bednights have increased by 12% but at the same time, foreign bednights have decreased by 3%. Overall bednights have increased by 4% and total numbers have reached again the all time record.

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Bednights in Helsinki in 2010-2018.



Source: Statistics Finland

# Top 10 countries

The change of demand by Russian tourists has been the most remarkable change occurred in this decade.

China and Japan have increased remarkably although in 2018 bednights from these countries decreased. United States keeps on growing.

The most important influencing factors:

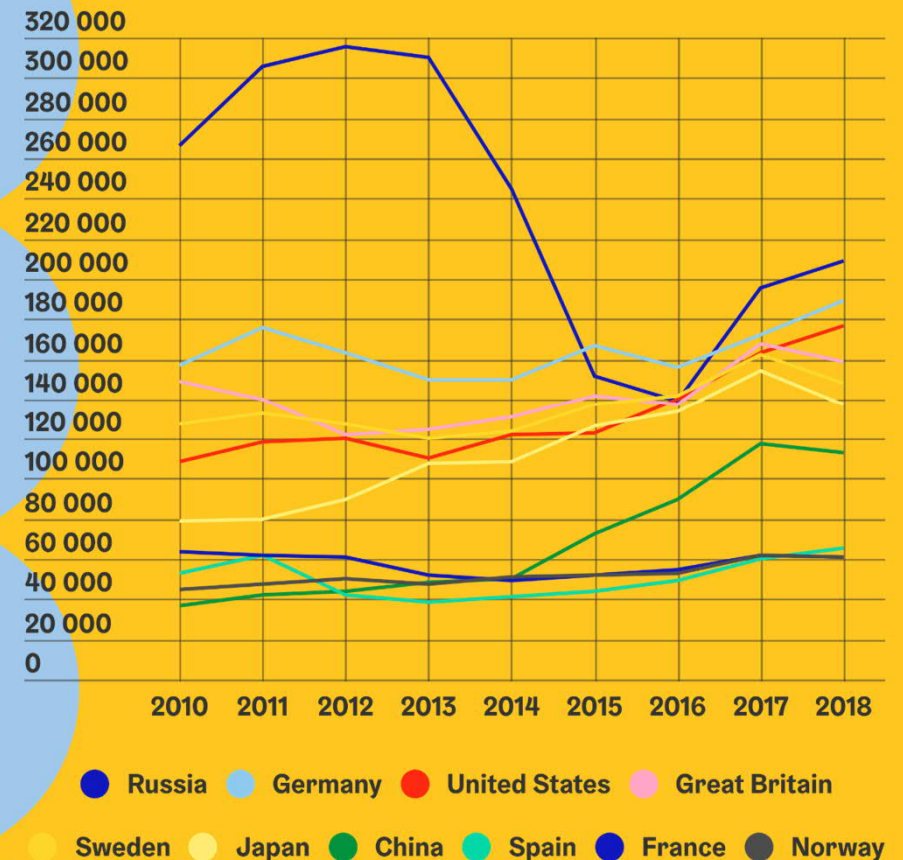
Russia: economic situation, currency

China and USA: Demand of tourism increases in general regardless of the destination. New routes form China.

Japan: Saturation?

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Top 10 countries by bednights in Helsinki in 2010-2018



Source: Statistics Finland

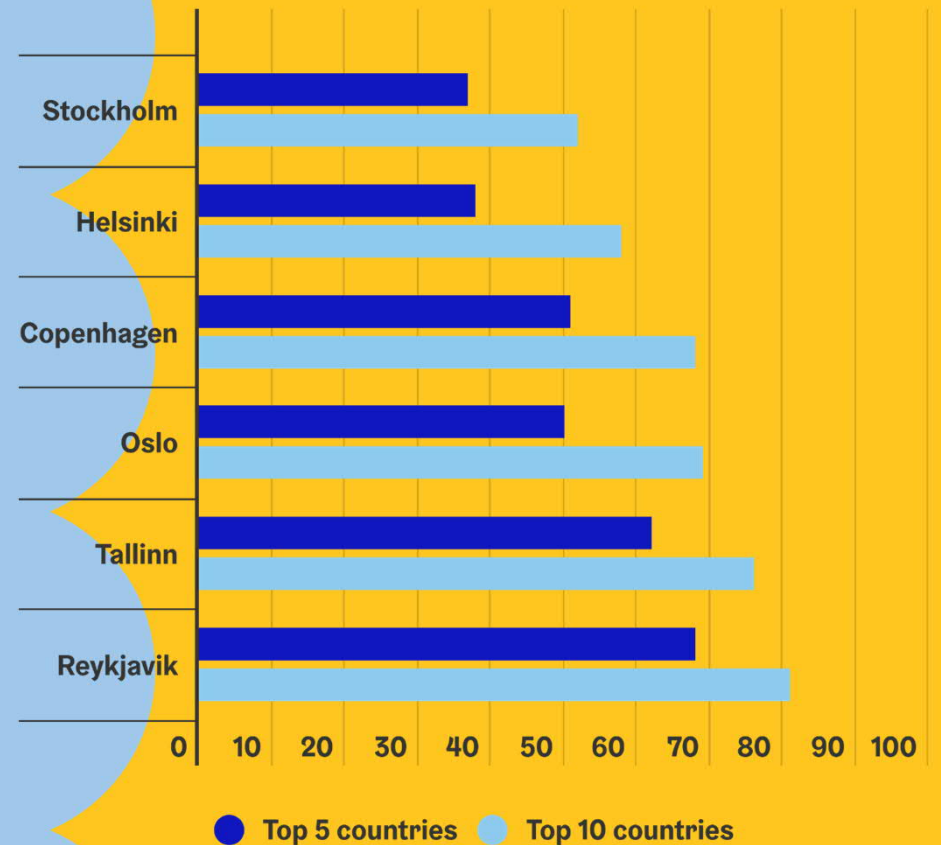
# Economic sustainability

Measuring sustainability is a tricky task. This is one suggestion of how one dimension of economic sustainability could be measured.

The share of the top countries is relatively small in Helsinki. Amongst the Nordic capitals, only in Stockholm this share is smaller than in Helsinki.

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Share of foreign bednights generated by top 5 and top 10 countries in Nordic capitals in 2017.



Source: Statistics Finland and TourMIS

# Room occupancy rates

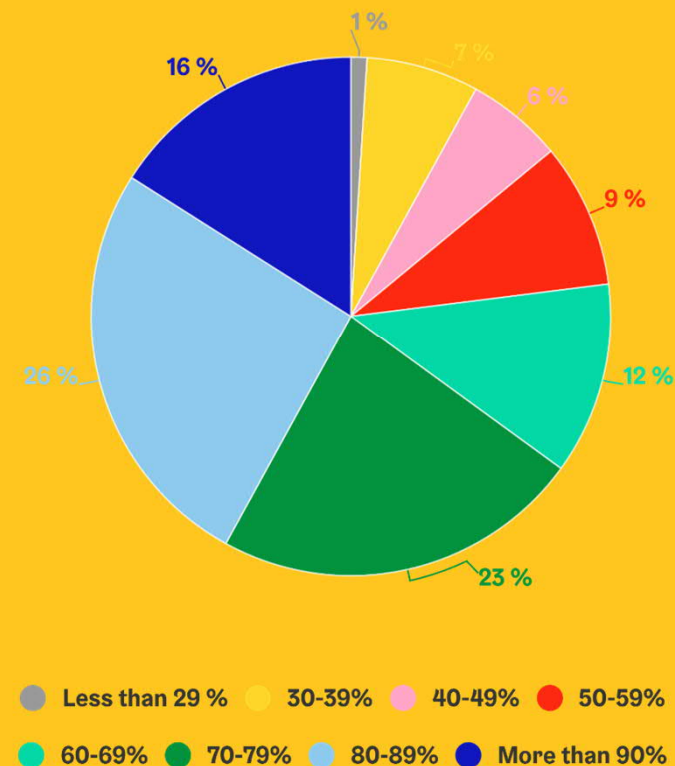
Like in all the Nordic capitals, hotels are full in Helsinki. In summer, the room occupancy is generally more than 80%; in August almost 90%. In winter the room occupancy is more than 65% which is remarkably high for low season.

The share of nights with the room occupancy rate more than 90% was 16% in 2018; the share of nights with occupancy more than 80% was 42%.

The importance of the alternative modes of accommodation has increased. Airbnb and others constitute now more than 20% of the accommodation capacity in Helsinki. Despite this, the room occupancy rates have remained high.

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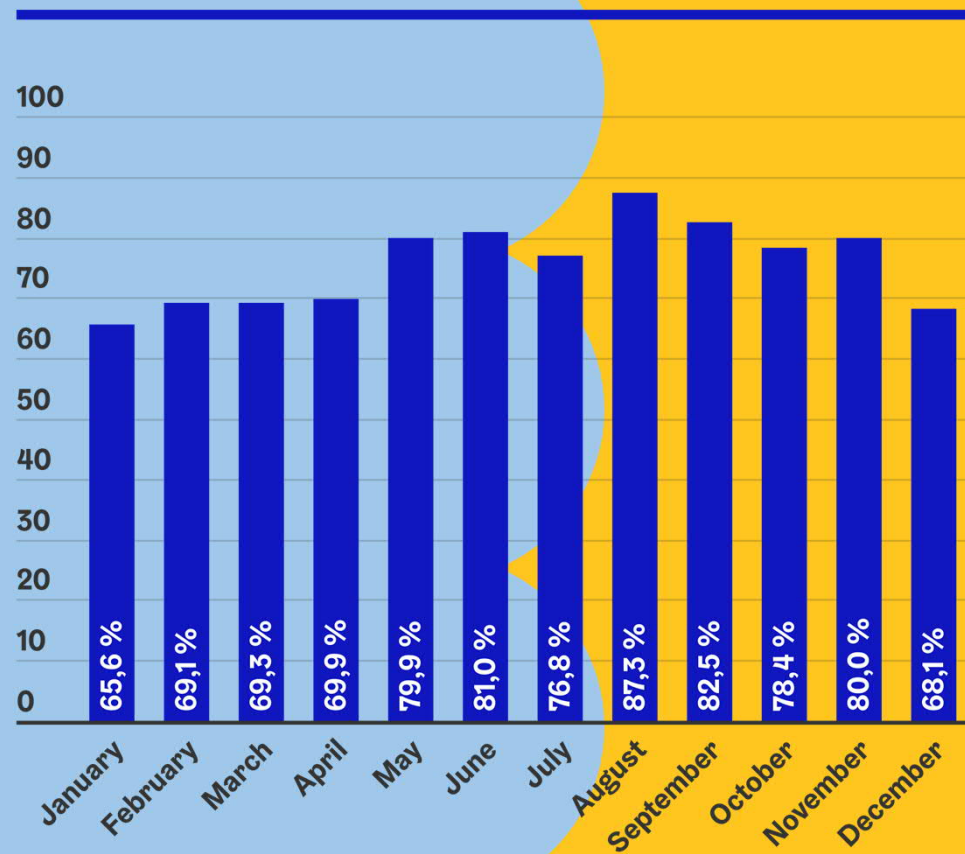
Room occupancy rates in Helsinki in 2018. Daily rates grouped together.



Source: Benchmarking Alliance

# Room occupancy rates

Monthly room occupancy rates (%) in Helsinki in 2018.



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Source: Statistics Helsinki

# The six biggest cities

The share of the six biggest cities of Finland of all the foreign bednights is about 50%. The share of Helsinki is about one third.

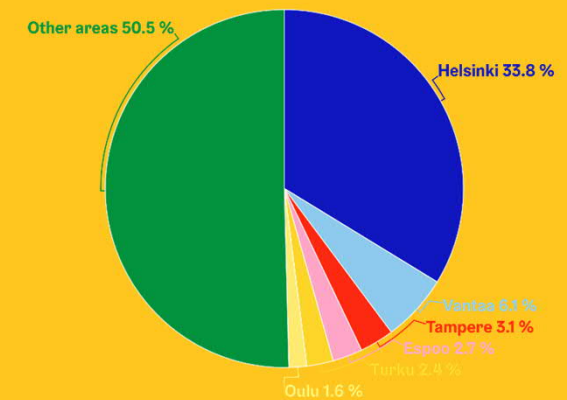
Of the domestic bednights, the share of the six biggest cities is about on third. The share of Helsinki is 12%.

Foreign tourism concentrates strongly to the cities and Lapland.

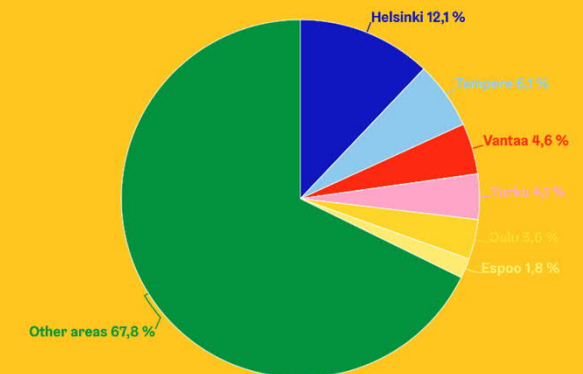
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Share of the six biggest cities of all registered bednights in 2018.

Foreign bednights



Domestic bednights



# International scheduled flights

The amount of passengers at Helsinki Airport has increased during the past years and keeps on increasing.

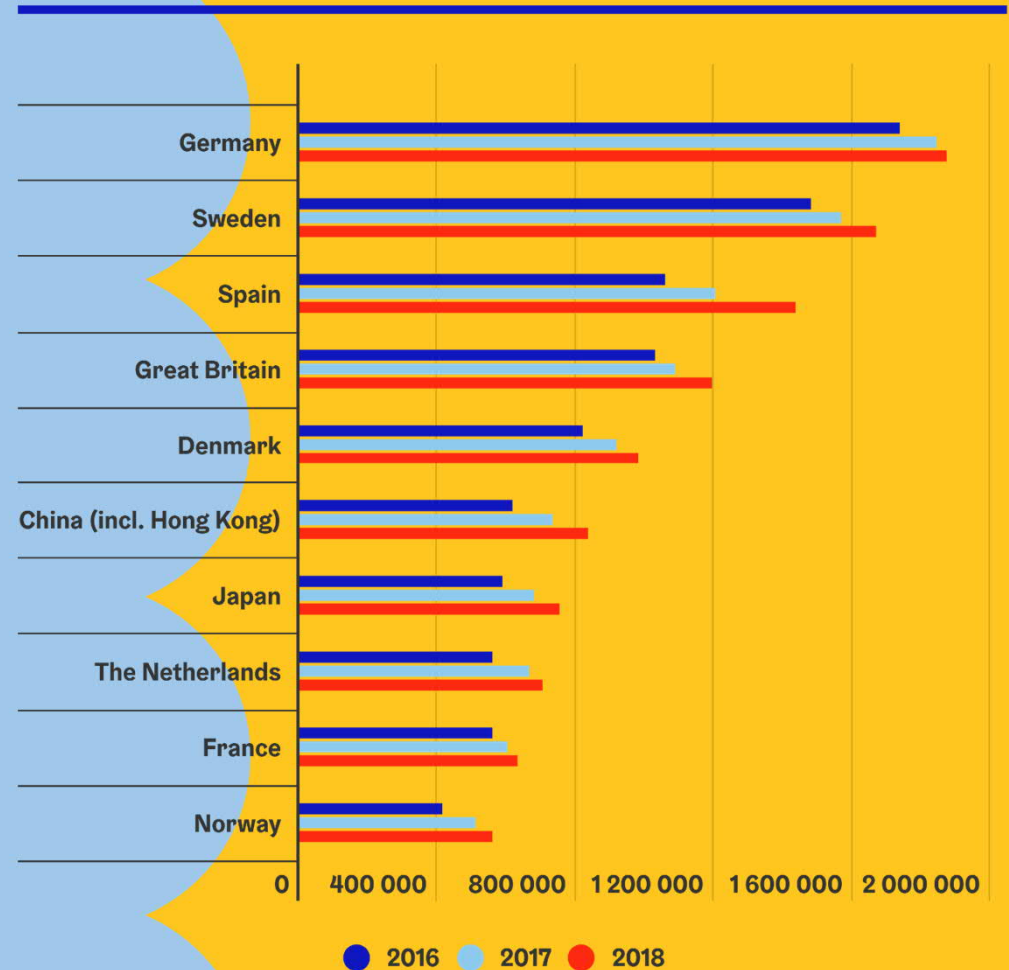
Some reasons behind the growth:

- New investments at the airport
- New routes
- Strategic position of Helsinki between Asia and Europe
- Increased tourism

There were almost 21 million passengers at Helsinki Airport in 2018. The most remarkable increase occurred amongst transit passengers.

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Passengers on international scheduled flights at Helsinki Airport in 2015-2018. Top 10 countries.



Source: Finavia