



The Development of Tourism in Helsinki in 2001

Over 2.5 million nights of accommodation in 2001

Registered nights of accommodation totalled nearly 2.54 million in 2001, down about 50,000 or 2.0% from the year before. The figure was 2.59 million in 2000, when Helsinki was one of the European Cities of Culture, and 2.40 million in 1999. Nights of accommodation still showed a clear increase in January-February but were below the previous year's level every month after that. The sharpest drop was in October-December, after the terrorist strikes in New York on 11 September.

Foreigners account for 60 % of overnights

International visitors accounted for 59.7% of registered nights of accommodation in Helsinki in 2001. This was two percentage points higher than the year before. In August 2001 foreigners accounted for 73 % of overnight stays. Domestic overnights were higher than foreign overnights only in November. Domestic overnights were below the previous year's level every month in 2001, with the sharpest drops being recorded in March and April. The drop for the year as a whole was 5.8%. On the other hand, foreigners' overnights rose in January-April and in July-August and the figure for the year as a whole was up 0.7% over the year before (see Figure 2).

Nights of accommodation during the summer season (May-September) declined by 24,000 or 1.9% compared with the year before. Nights of accommodation during the winter season (October-April) showed an increase of over 40,000 or 3.2% and exceeded the figure for the summer season for the first time. In the summer season Helsinki's share of all overnights in Finland (15.4%) fell slightly compared with the previous year, while the figure in the winter season (17.2%) showed an increase (see Table 1).

FIGURE 1. Overnights in Helsinki by month in 1999 - 2001

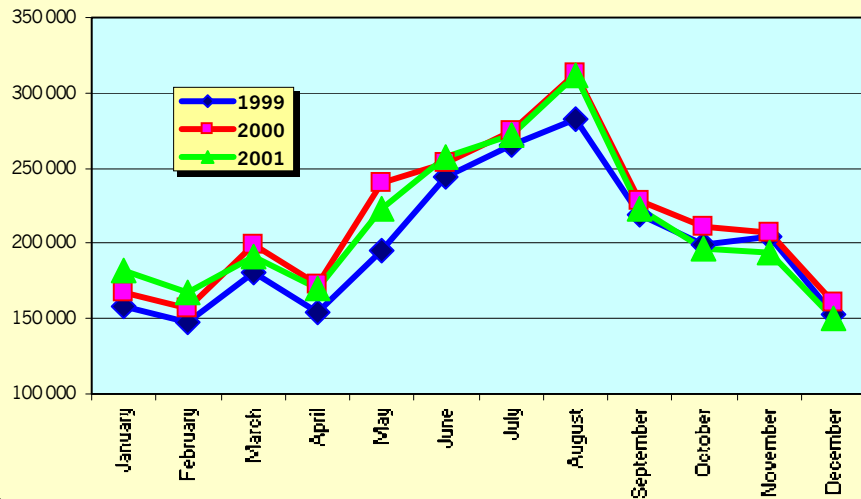


FIGURE 2. Finnish and foreign overnights in Helsinki by month in 2001

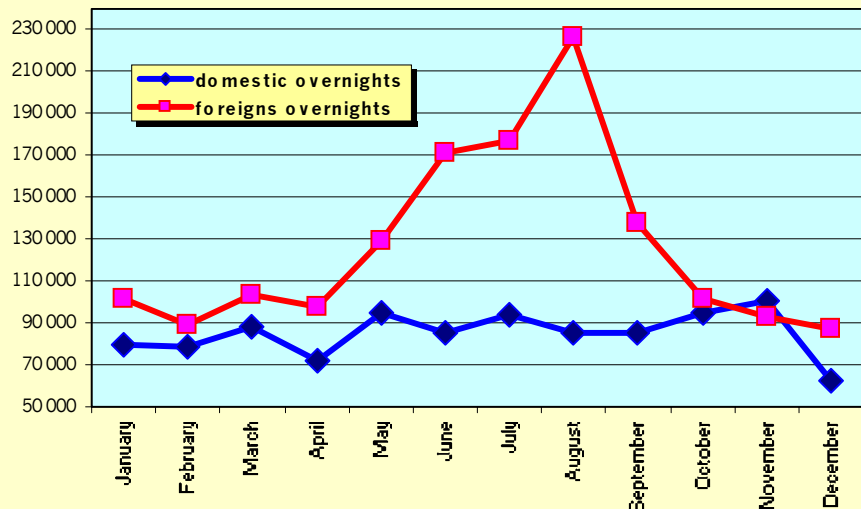


TABLE 1. Overnights in the accommodation facilities in Helsinki in 1996-2001 and the market share of all Finland overnights

	overnights	as % of all Finland	abs. change on previous year	% change on previous year
v. 1996	2 047 985	14.6 %	133 179	7.0 %
v. 1997	2 224 931	14.9 %	176 946	8.6 %
v. 1998	2 267 518	14.8 %	42 587	1.9 %
v. 1999	2 403 635	15.4 %	136 117	6.0 %
v. 2000	2 589 044	16.1 %	185 409	7.7 %
v. 2001	2 537 360	15,8 %	-51 684	- 2.0 %
Summer 1997 (May-September)	1 148 929	14.0 %	101 610	9.7 %
Summer 1998 (May-September)	1 147 086	13.8 %	-1 843	-0.2 %
Summer 1999 (May-September)	1 207 152	14.4 %	60 066	5.2 %
Summer 2000 (May-September)	1 308 438	15.4 %	101 286	8.4 %
Winter 1996-97 (October-April)	1 287 105	15.0 %	-24 332	-1.9 %
Winter 1997-98 (October-April)	1 059 649	16.2 %	123 811	13.2 %
Winter 1998-99 (October-April)	1 097 209	15.8 %	37 560	3.5 %
Winter 1999-00 (October-April)	1 155 123	16.2 %	57 914	5.3 %
Talvi 1999-00 (loka-huhti)	1 251 936	17.0 %	96 813	8.4 %
Talvi 2000-01 (loka-huhti)	1 291 839	17.2 %	40 063	3.2 %

Over 60% of American overnights in Helsinki

In 2001 Helsinki's share of foreigners' overnights in Finland was highest for visitors from the United States (61.1%). This figure was up from 59.3% the year before. Helsinki also accounted for over half of Japanese overnights (51.6%), although this share was down slightly compared with the year before. Helsinki's share of Spanish and British overnights was almost half (See Figure 3).

Large increase in Russian overnights

Registered nights of accommodation in 2001 were 2.0% lower than in 2000, owing to a 5.8% drop in domestic travel. Foreigners' overnights rose by 0.7%.

Among foreigners the largest number of stays was recorded for visitors from Britain, followed by Russia, Sweden, the United States and Germany. Russian overnights showed the largest growth, up 12%. The increase for visitors from Germany was 8% and slight growth was also recorded for visitors from Britain and the United States. Other significant growth markets were Norway, the Netherlands, Spain and China. The largest drops were recorded for visitors from Japan, France, Austria and South Korea.

Domestic overnights fell more in Helsinki than in Finland as a whole in 2001, and the increase in foreigners' overnights was likewise slightly lower than the average for the nation. The figures for German, Norwegian and Chinese visitors increased faster in Helsinki than elsewhere, but the figures for Japanese and French visitors declined in Helsinki while they increased in Finland as a whole (see Table 2).

FIGURE 3. Foreign overnights in the accommodation facilities in Helsinki by country of residence in 2000 and 2001 and the market share of all overnights in Finland

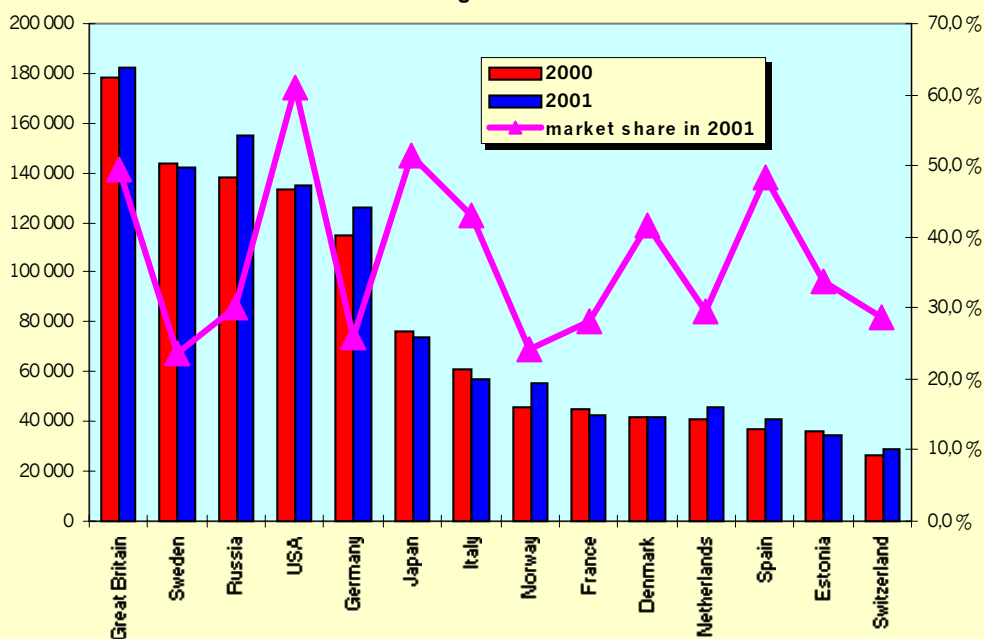


TABLE 2. Overnights in Helsinki accommodation facilities and % change on previous year in Helsinki and all Finland

HELSINKI	HELSINKI			WHOLE COUNTRY
	I-XII/2000	I-XII/2001	Change 00>01, %	Change 00>01, %
Total	2 589 044	2 537 360	-2.0 %	0.1 %
Foreign	1 504 502	1 515 590	0.7 %	1.7 %
Finnish	1 084 542	1 021 770	-5.8 %	-0.4 %
Great Britain	179 946	182 480	1.4 %	1.2 %
Russia	138 618	155 281	12.0 %	14.0 %
Sweden	145 362	142 568	-1.9 %	-6.3 %
USA	134 140	134 702	0.4 %	-2.4 %
Germany	117 077	126 446	8.0 %	1.9 %
Japan	77 489	74 012	-4.5 %	0.9 %
Italy	61 593	57 363	-6.9 %	-5.3 %
Norway	45 865	55 721	21.5 %	13.9 %
Netherlands	41 880	46 097	10.1 %	3.5 %
France	45 616	42 333	-7.2 %	7.2 %
Denmark	42 535	41 660	-2.1 %	-3.2 %
Spain	36 900	40 642	10.1 %	6.9 %
Estonia	36 268	34 792	-4.1 %	-6.9 %
China	19 481	32 860	68.7 %	36.5 %
Switzerland	27 010	29 110	7.8 %	12.4 %
Belgium	16 162	16 404	1.5 %	2.3 %
Canada	11 582	13 224	14.2 %	9.1 %
Austria	16 406	12 683	-22.7 %	5.9 %
Australia	10 266	11 982	16.7 %	12.5 %
Ireland	8 658	10 693	23.5 %	37.1 %
Poland	12 902	10 546	-18.3 %	-7.8 %
Hungary	9 888	9 096	-8.0 %	-10.2 %
Greece	10 900	8 368	-23.2 %	-29.0 %
Latvia	9 884	7 776	-21.3 %	1.4 %
South Korea	10 688	6 713	-37.2 %	-21.1 %
Israel	7 606	6 479	-14.8 %	-12.1 %
India	8 198	6 431	-21.6 %	0.4 %
Portugal	6 181	6 059	-2.0 %	16.2 %
Czech Republik	6 635	5 511	-16.9 %	22.8 %
Lithuania	5 216	4 722	-9.5 %	-2.2 %
Turkey	4 911	3 842	-21.8 %	-19.1 %
Iceland	3 764	3 502	-7.0 %	1.6 %
Taiwan	2 850	3 263	14.5 %	-0.9 %
Brasilia	3 046	2 707	-11.1 %	0.9 %
New Zealand	2 006	1 987	-0.9 %	1.8 %
Other countries	186 973	167 535	-10.4 %	-6.1 %

Accommodation capacity still rising

Registered accommodation capacity in Helsinki averaged 14,166 beds in 2001, up from 13,819 beds the year before. The number of rooms rose by over one hundred and averaged 7,391, up from 7,256 in 2000.

Hotels accounted for nearly 95% of total accommodation capacity (13,416 beds). Helsinki's 45 hotels had an average of 7,104 rooms in use in 2001.

Occupancy rate nearly 66.5%

Growth in capacity together with the decline in nights of accommodation led to a slight drop in the occupancy rate in Helsinki in 2001. The average occupancy rate was 66.5%, compared with 68.3% in 2000. In August 2001 the occupancy rate reached as high as 83.5%. Even in December, which has traditionally been the slowest month, the occupancy rate remained above 50%.

The average price of accommodation in Helsinki was €68.70 in 2001. The corresponding figure the year before was €66.10. The average price reached an all-time high of €78.00 in September 2001. The lowest average price (€45.80) was recorded in July (See Figure 4).

Accommodation sales in Helsinki totalled €174 million in 2001. This was €3.4 million higher than the figure in 2000. Accommodation sales were highest in August (€18.1 million) and June (€17.9 million) and lowest in December (€9.7 million).

Decline in both business and leisure travel

Domestic leisure travel showed the sharpest drop in 2001. Business travel also fell as a whole, but international leisure travel rose by over 8% compared with the previous year. Growth was strongest during the summer and in March. International leisure travel fell sharply in October, immediately after the terrorist attack in New York, but began recovering in November. Domestic leisure travel was down from the previous year every month except December.

In 2001 nights of accommodation in Helsinki were broken down as follows: leisure travel 38%, business travel 51%, other 11%. (See Figure 5)

FIGURE 4. Mean price (EUR) per night and room occupancy rate (%) in accommodation facilities of Helsinki, I/1999-XII/2001

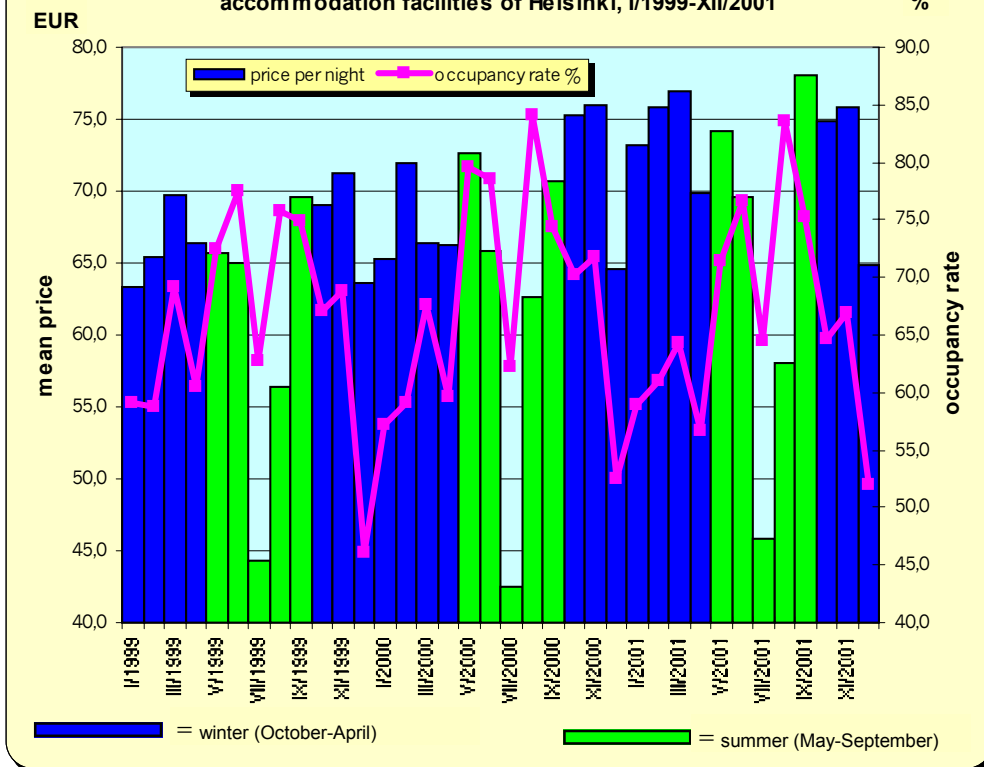
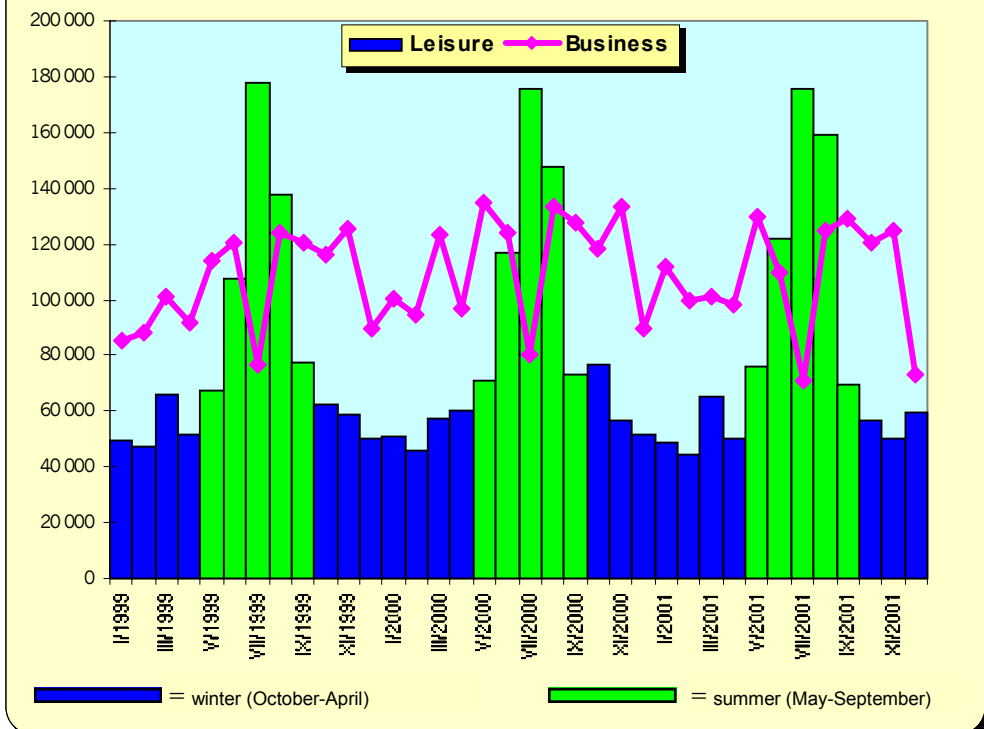


FIGURE 5. Total nights spent in accommodation facilities by purpose of visit, I/1999-XII/2001



Off year for international congresses

A total of 89 international congresses were held in Helsinki in 2001. This was clearly less than the figure in 2000 (108). Congresses were also smaller than the year before, with the number of participants (20,680) falling by nearly 10,000. Helsinki's share of congress visitors in Finland fell to slightly over 37% from over 50% the year before.

Air traffic unchanged in 2001

The number of international passengers at the Helsinki airport amounted to slightly over 10 million in 2001, up 0.3% from the previous year. International air traffic (7 million passengers) grew by about 1% while domestic air traffic (3 million passengers) declined by slightly over 1%. Air traffic rose clearly in January-August but turned down sharply after the terrorist attacks in September. The strongest growth was in June (up 6.7%) and the sharpest drop was in December (down 12.6%) (see Figure 6).

Ship traffic down 3%

The total number of passengers in international ship traffic at the Port of Helsinki amounted to 8.98 million in 2001. This was 2.9% lower than in 2000 (9.25 million). The number of passengers came to 6.0 million on services to and from Estonia (down 3.2%) and 2.6 million on services to and from Sweden (down 2.6) in 2001. Traffic declined clearly in the early part of the year but rose to the previous year's level in July. In September and December the figure was higher than the year before. The number of passengers on services to and from Sweden turned up in July and showed clear growth in September-December. Traffic to and from Estonia was down every month of the year except for August and September, however (see Figure 7).

Record number of visitors to the City Tourist Information

The number of persons visiting the City Tourist Information at Pohjoisesplanadi 19 reached a record of 326,000 in 2001. This was 8% higher than the year before. In August the City Tourist Bureau set a new record for the number of visitors in a month, which climbed to 66,400. July's figure of 64,900 was also considerably higher than the year before (see Figure 8).

Over 20,000 customers were served by phone and over 4,500 enquiries were answered by post, fax and e-mail. Helsinki Helps assisted over 103,000 customers in the city centre during the summer. All in all the City Tourist Bureau provided information on Helsinki to more than 453,000 customers.

The City Tourist Information's opening hours were extended at the beginning of May to include an additional 11 hours a week. A new feature was opening hours on Sunday in the winter.

FIGURE 6. Passenger air traffic at Helsinki-Vantaa Airport in 2000-2001

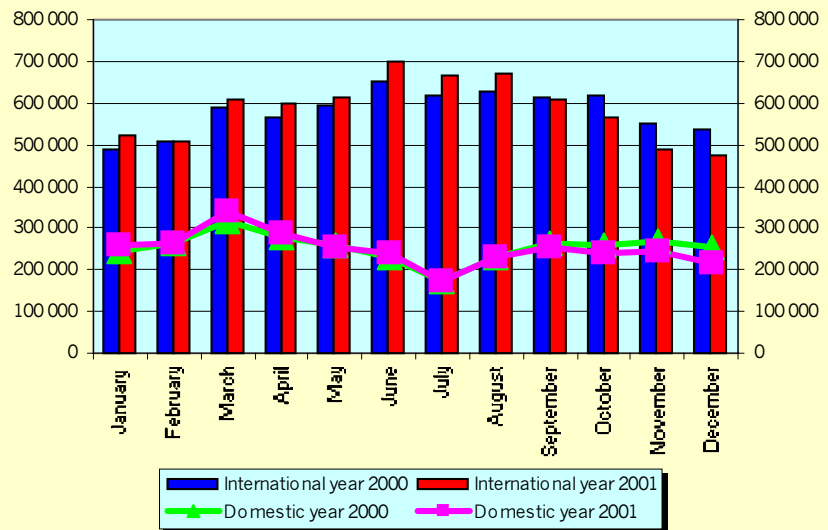


FIGURE 7. Passenger traffic (arrivals and departures) at the ports of Helsinki in 2000-2001

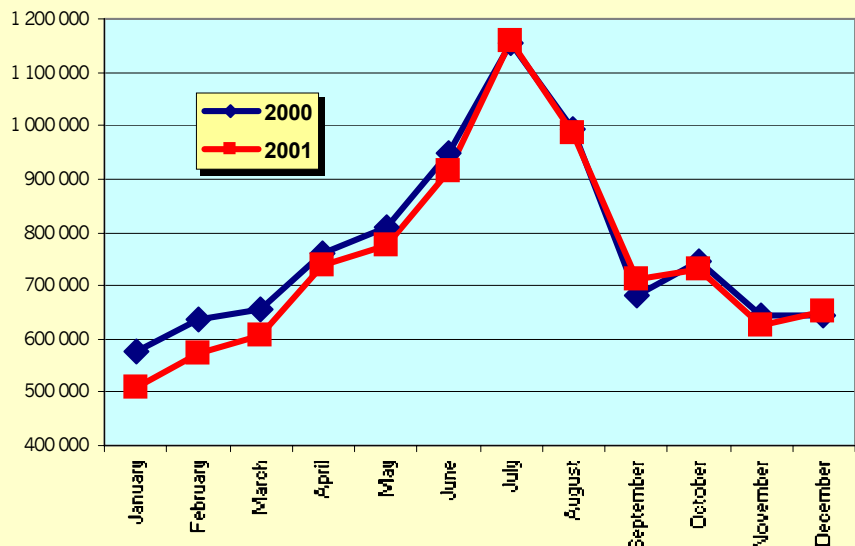
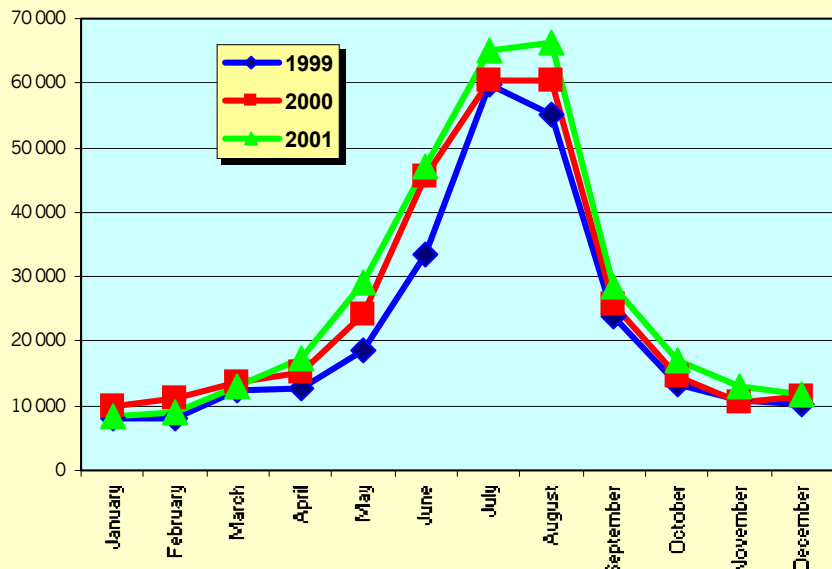


FIGURE 8. Visitors to the Helsinki City Tourist Information in 1999 - 2001



Sixth most popular cruise port in Europe

According to Cruise Europe News, Helsinki was the sixth most popular cruise stop in Europe in 2001. The top three cities were St. Petersburg, Copenhagen and Lisbon. In 2001 Helsinki received 190 visiting cruises with a total of 148,000 passengers, compared with 204 cruises in 2000.

Over a million visitors at Linnanmäki Amusement Park

Linnanmäki Amusement Park remained the most popular attraction in Helsinki and had 1.05 million visitors in 2001. This was nearly the same as in 2000. The second most popular attraction was Suomenlinna fortress with 650,000 visitors, followed by the Temppeliaukio Church with 517,000 visitors. The Helsinki Zoo's popularity declined slightly but it still attracted over half a million visitors.

The National Museum of Finland, now open for the whole year after renovation, had the biggest rise in popularity among museums, attracting 140,000 visitors. The Year of Culture in 2000 clearly increased the number of people visiting many attractions. In 2001 figures tended to return to normal, causing decreases in the number of visitors in many cases.

TABLE 3. Visitors to main Helsinki attractions in 2000 and 2001

	2000	2001	Change, %
Linnanmäki Amusement Park	1 055 532	1 049 747	-0.5 %
Suomenlinna	671 805	646 369	-3.8 %
Temppeliaukio Church	495 120	516 574	4.3 %
Helsinki Zoo	557 697	505 800	-9.3 %
Uspenski Cathedral	450 400	451 600	0.3 %
Helsinki Festival	321 872	289 245	-10.1 %
National Gallery, Ateneum	249 967	143 390	-47.4 %
Helsinki Cathedral	216 917	255 407	17.7 %
Casino RAY	229 004	230 452	0.6 %
Museum of Contemporary Art, Kiasma	263 008	227 477	-13.5 %
Post Office Museum	169 475	188 118	11.0 %
City Art Museum / Tennispalatsi	147 236	154 889	5.2 %
National Museum of Finland	114 199	139 828	22.4 %
Linnanmäki Museum	117 640	132 898	13.0 %
Winter Garden	114 317	107 568	-5.9 %
Museum of Natural History (Zoological Museum)	83 927	72 059	-14.1 %
Helsinki Cathedral crypt	105 494	66 701	-36.8 %
Museum of Art and Design	59 114	62 748	6.1 %
Seurasaaari Open-Air Museum	51 683	55 950	8.3 %
Amos Anderson Art Museum	52 420	50 273	-4.1 %
University of Helsinki Botanical Gardens	58 226	40 100	-31.1 %
Olympic Stadium	35 606	35 667	0.2 %
Submarine Vesikko / Military Museum	25 101	29 510	17.6 %
Helsinki City Art Museum / Meilahti	39 457	28 673	-27.3 %
Museum of Finnish Architecture	24 600	25 600	4.1 %
Finnish Sports Museum	20 453	20 137	-1.5 %
Urho Kekkonen Museum Tamminiemi	22 956	19 528	-14.9 %
Military Museum	24 153	17 908	-25.9 %
Technical Museum	14 400	16 038	11.4 %
Sederholm House / Helsinki City Museum	13 587	14 778	8.8 %
Tuomarinkylä Museum & Children's Museum / Helsinki City Museum	13 892	13 526	-2.6 %
Finnish Museum of Photography	21 137	13 454	-36.3 %
Tram Museum / Helsinki City Museum	14 358	12 060	-16.0 %
Ehrensvärd Museum	..	11 362	..
Finlandia Hall / infoshop	24 330	11 128	-54.3 %
Helsinki City Museum	10 908	10 836	-0.7 %
Manege / Military Museum	11 355	10 356	-8.8 %

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