

A photograph of the Helsinki Cathedral at night. The cathedral is a large, white, neoclassical building with a prominent central dome and two smaller side domes. It is illuminated by warm lights, and its reflection is visible in the water in the foreground. The sky is a deep blue. In the foreground, there are several street lamps and a statue of a man on a pedestal. The text "OVERVIEW OF FINNISH TOURISM SECTOR" is overlaid in large, white, bold, sans-serif capital letters across the middle of the image.

OVERVIEW OF FINNISH TOURISM SECTOR

Ha Pham

Finnish Hospitality Sector 2010 - 2016

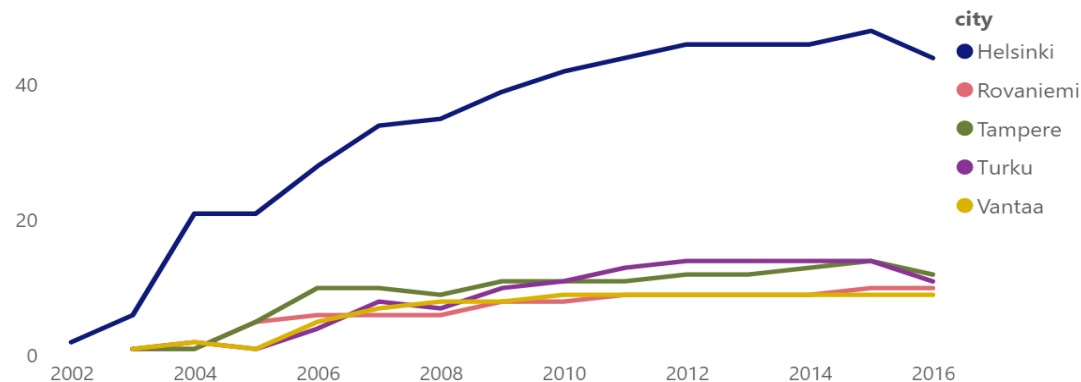


421 hotels in 2016

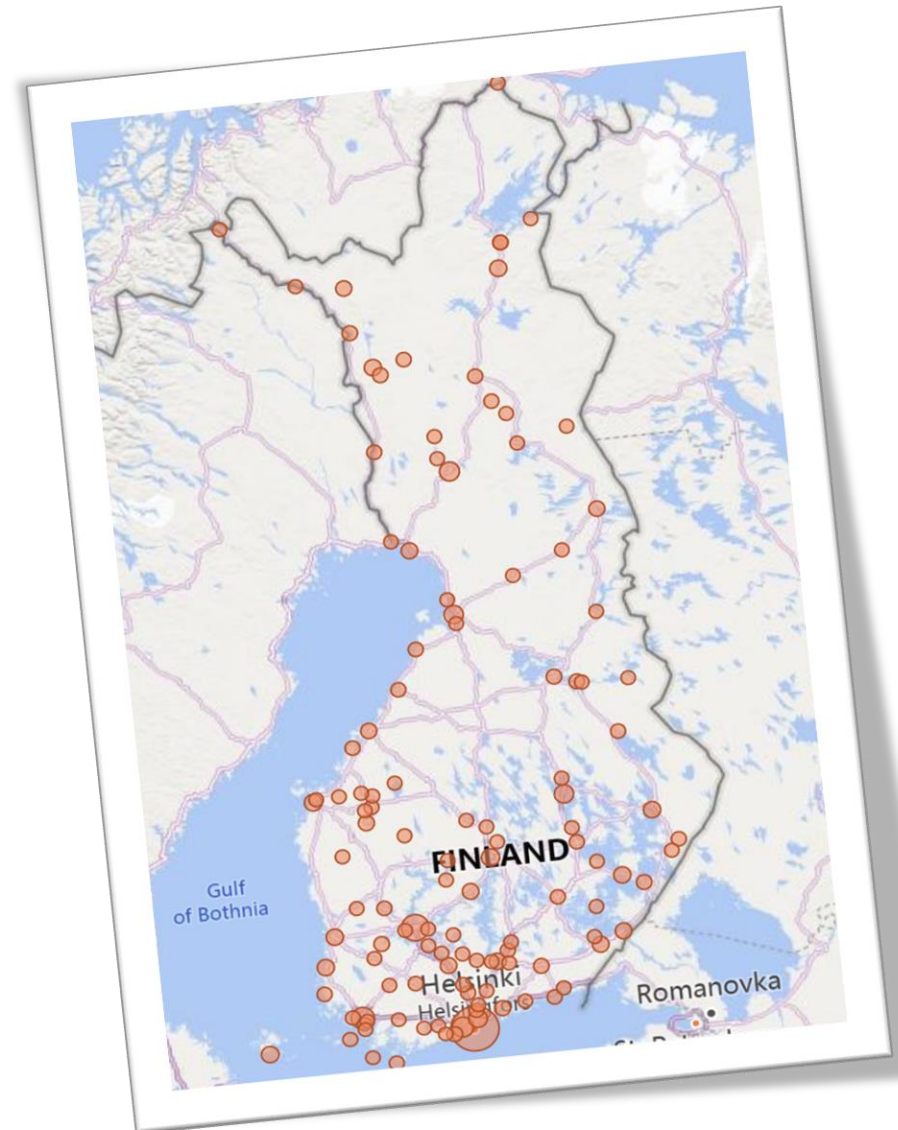
That has at least 10 reviews on TripAdvisor

- The hospitality in Finland has been continued expansion over 14 years from 2002 to 2016.
- Most of the hotels are in the South and along the Southeast coast border of Finland, especially in the capital area.
- In the North, there are a few places for tourism visiting. However, in Rovaniemi, there are higher quantity of hotels than nearby area - up to 11 places, due to the popularity of city for Santa Clause hometown, Aurora hunting and high-quality skiing resorts.

The number of hotels reaches its peak in 2015



Top 5 cities with the highest number of hotels 2002 - 2016

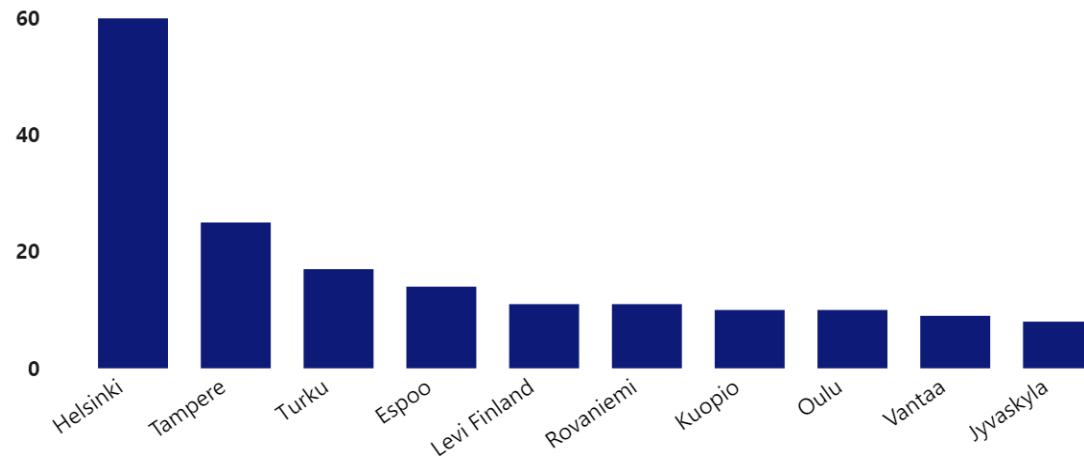


Top 10 cities by number of reviews

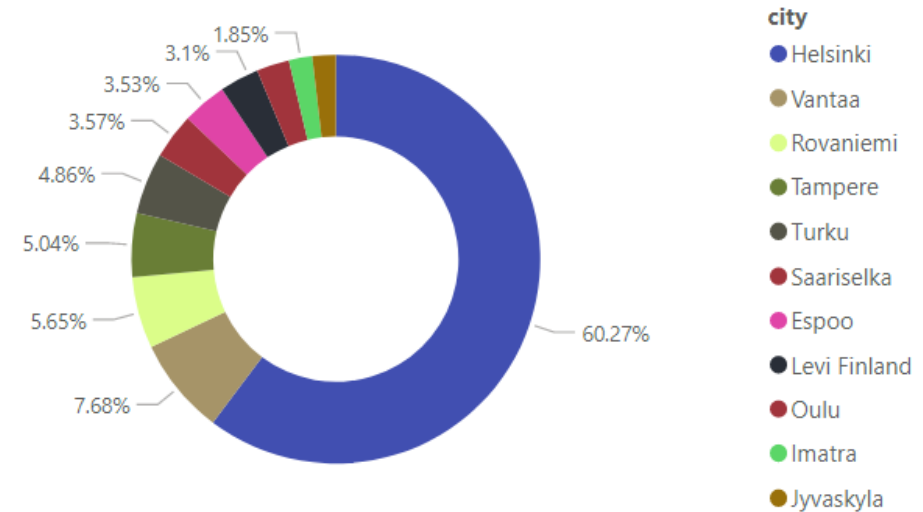
Travelling to Finland as a couple and as family

Helsinki – the capital of Finland – accounts for **over 60%** of the hotels

- Helsinki as the capital of Finland has the highest number of hotels in every year followed by Tampere, Turku, and Espoo.
- In the North, there are a few places for tourism visiting. However, in Rovaniemi, there are higher quantity of hotels than nearby area - up to 11 places, due to the popularity of city for Santa Clause hometown, Aurora hunting and high-quality skiing resorts.



Top 10 cities with the highest number of hotels



Top 10 cities with the highest number of reviews

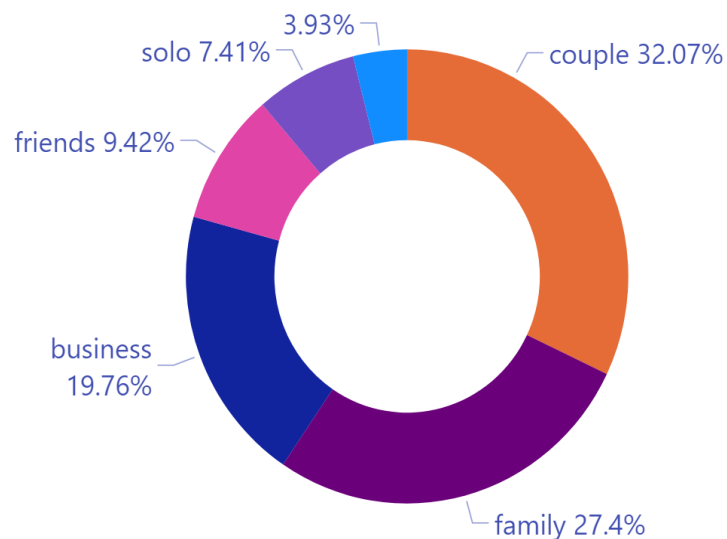
Tampere & Turku has **higher number** of hotels due to its **unique history**

- In general, cities with high number of hotels also receive huge number of reviews in TripAdvisor. Especially, Helsinki - the capital of Finland has significant large amount of both hotels (63 hotels) and reviews.
- Though Tampere and Turku do not belong to the capital area, they have higher number of hotels than some in the capital area, such as Vantaa or Espoo.

Type of trips travelers specified

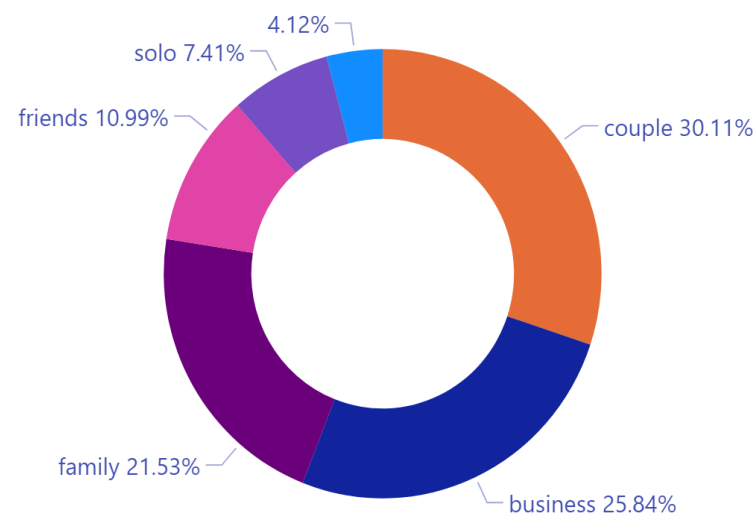
Travelling to Finland as a couple and as family

In 2016, most travelers came to Finland **as a couple**, but the second largest type of trips was **family category**. **Business category** replaced family in the third place.



Type of trips that travelers specified, 2016

In 2015, most travelers came to Finland **as a couple**, following **business category**. Family category was in the third place when it comes to the type of trips travelers came to Finland for.

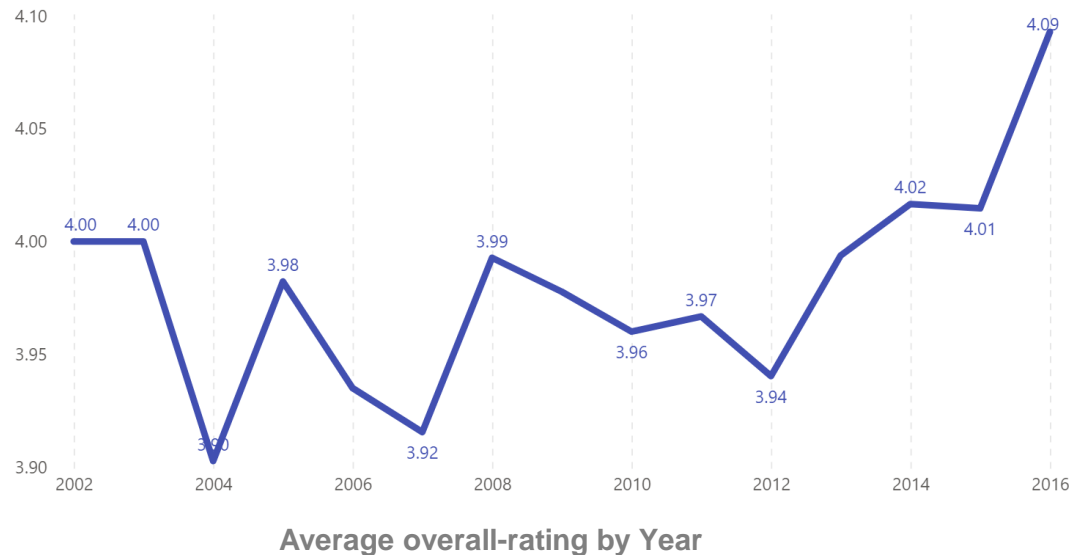


Type of trips that travelers specified, 2015

Overall-rating by travelers on TripAdvisor

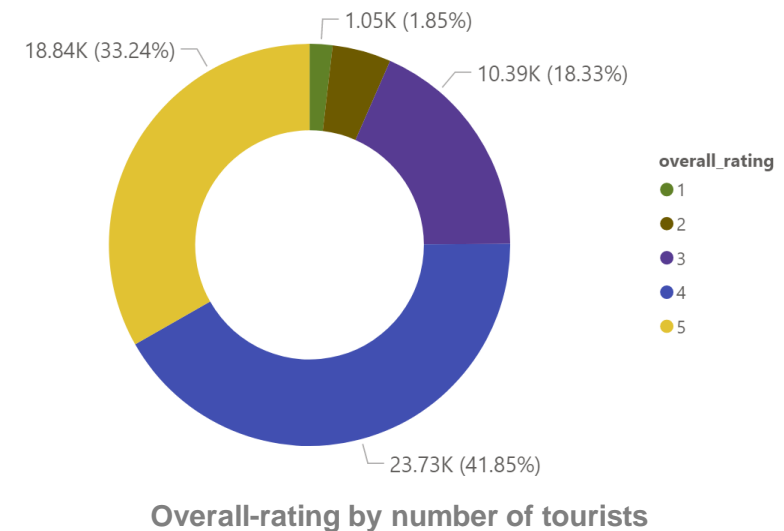
56.70K reviewers on TripAdvisor

The **overall rating** has kept **increasing** since **2013**. The services in the hotels seemed to improve.



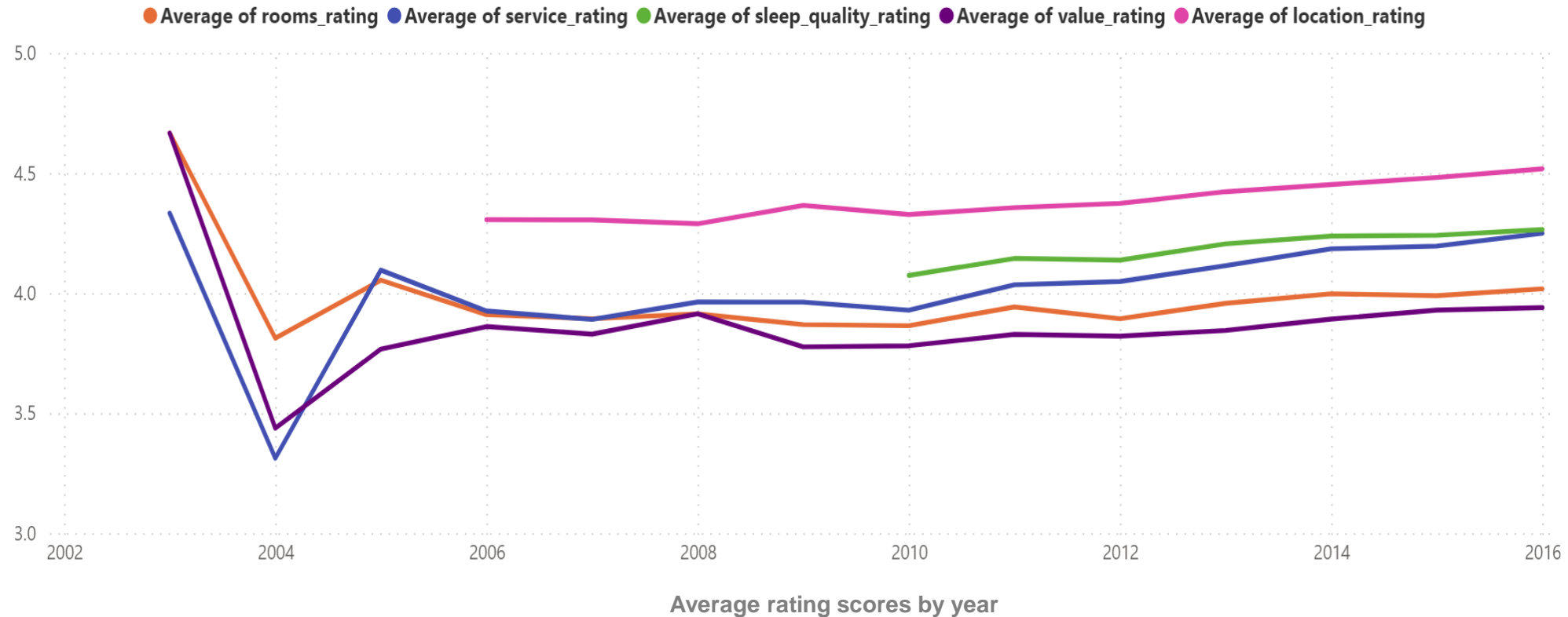
- The overall rating scores had tendency of increase since 2013 that the overall rating was always over 4.0 out of 5.
- One of the reason can be that the overall quality of Finnish hotels were significantly improving throughout the time

Over 40% of the review received the overall-rating of 4 and over one third gave the score of 5.



- There are 56.70K tourists had given reviews in TripAdvisor, throughout 12 years from 2004 to 2016.
- In general, the hotels in Finland received a good review from visitors (more than 3).

Types of ratings on TripAdvisor



- There are 7 types of rating recorded in TripAdvisor, which are overall, value, location, service, rooms, cleanliness and finally sleep quality.
- Among those, average of location, cleanliness and sleep quality ratings were always over 4.0, while totally opposite, overall, value, service, and rooms rating were mainly around 3.5 - 4.0 range of score.
- In general, all types of rating seems like have similar trends of increase since 2004.
- There were slowly small improvements since 2012. Since it seems like hotels had been welcoming more and more visitors, and number of reviews had been increasing.