



TRAVEL & TOURISM REPORT

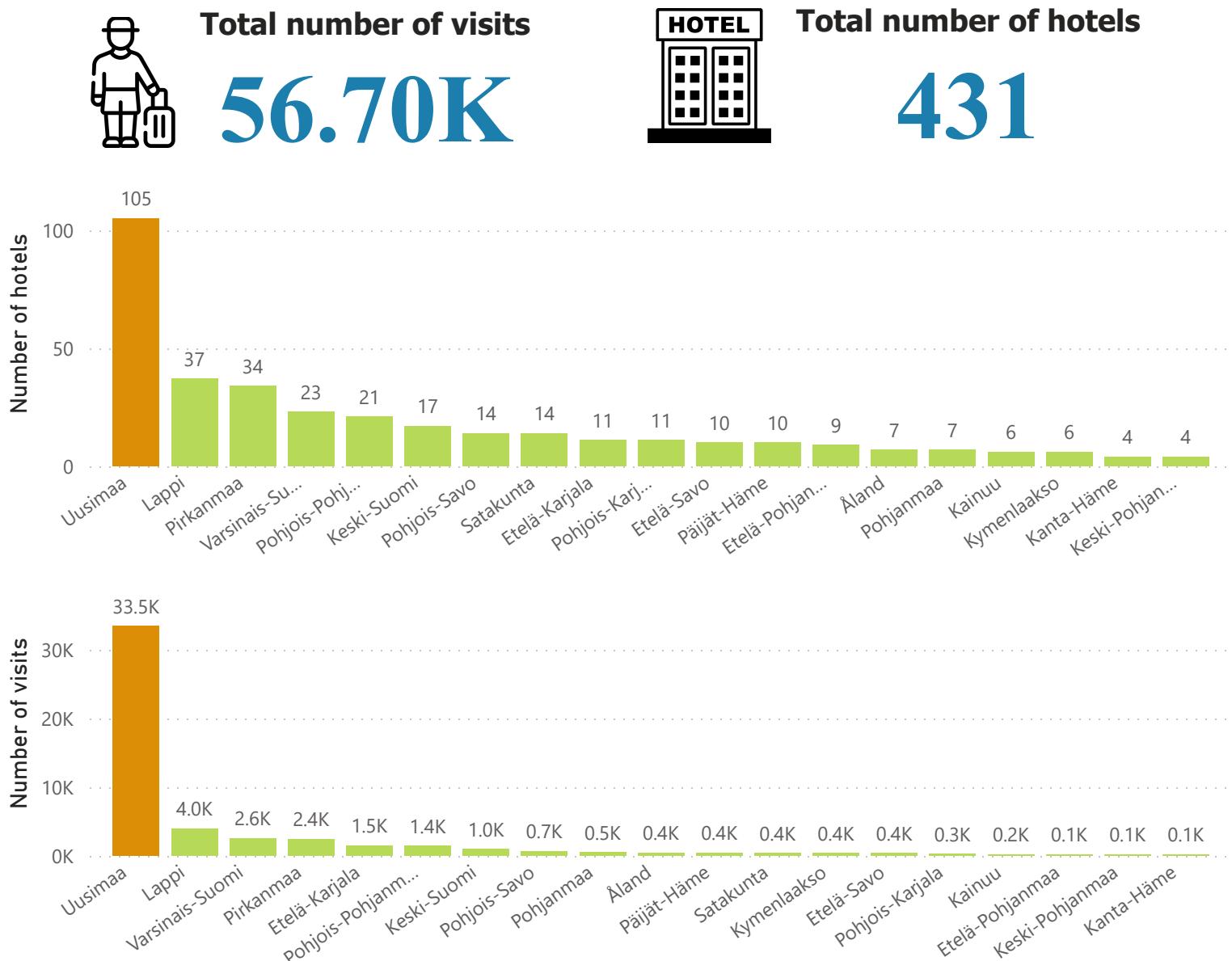
Uusimaa Region

Overall summary of the entire Finland

Key overviews:

- This is a business report, made for the Travel & Tourism Administration of the Uusimaa region.
- The Uusimaa region consists of 27 cities, however, not all of them have hotels.
- The Uusimaa region leads the country in the number of hotels as well as the volume of tourists.
- There are a total of 431 hotels across the entire Finland, 24.36% (105) of which are located in the Uusimaa region.
- From 2002 to 2016, Finland received a total of approximately 56.7K checkins in hotels across the country. Approximately 59.08% (33.5K) visitors (groups) came to Uusimaa.
- Other popular destination regions including Lappi (37 hotels and 4000 visits), Pirkanmaa/Tampere (34 hotels and 2600 visits), and Varsinais Suomi/Turku (23 hotels and 2600 visits).

* Assumption: all visitors who stayed at any hotel did leave a review.



Hospitality & Tourism in Uusimaa is rising!

4.05 + 105%

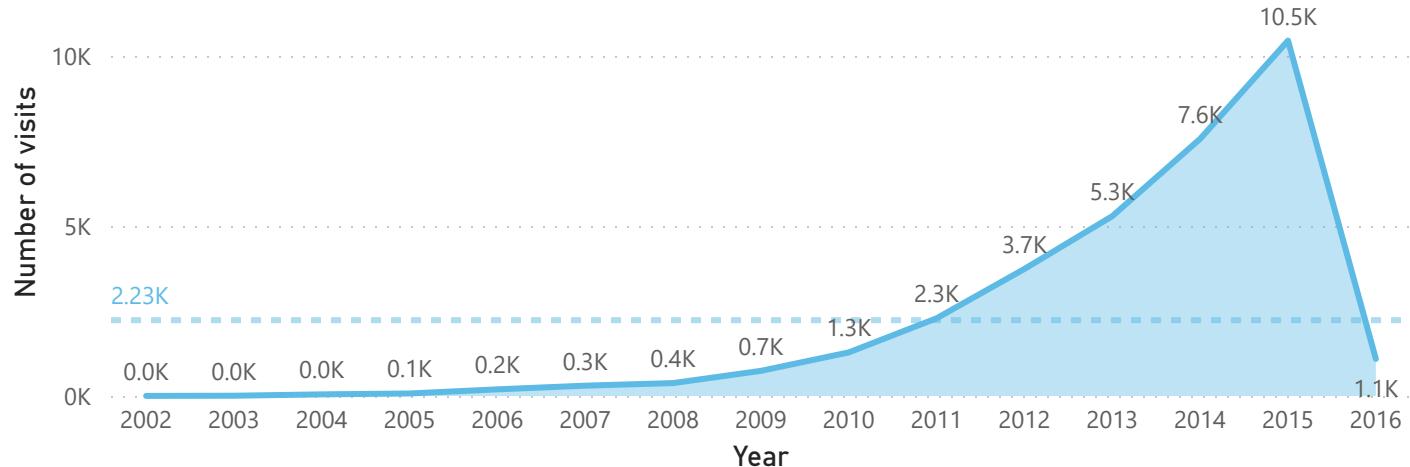
**average overall rating
across all hotels**

**average annual growth in
number of visits**

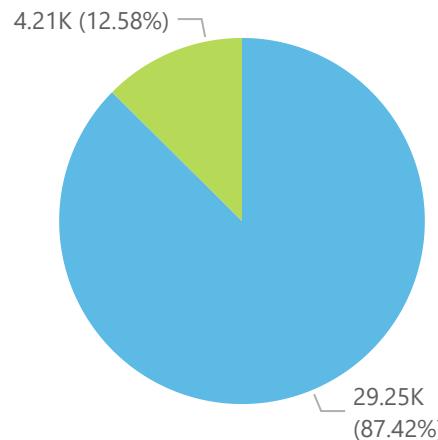
Key insights:

- The Uusimaa region witnessed sluggish growth in tourist visits during 2000-2009. However, the situation dramatically improved from 2010 onwards, reaching a peak of 10.5K visits in 2015.
- The **mean** number of visits across the entire 14-year period is 2.23K visits.
- The seasonal distribution is relatively **equal** throughout the year, with Summer (Quarter 3) being the peak travel season, with 1 in every 3 check-ins took place in the Summer.
- Most visitors (87.42%) left their reviews via computers and other devices instead of mobile.
- The average annual growth is 105% from 2002 to 2016, with exceptionally strong growth exhibited between 2009-2015.

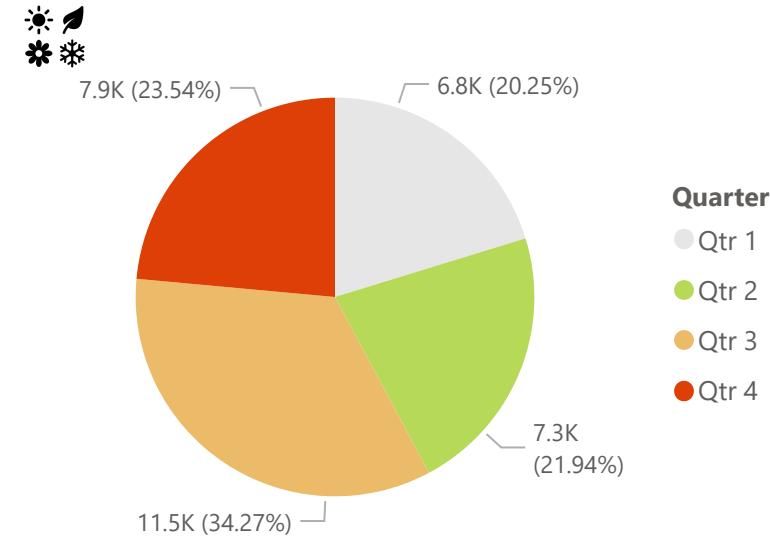
Annual total visits from 2002-2016



mobile N Y

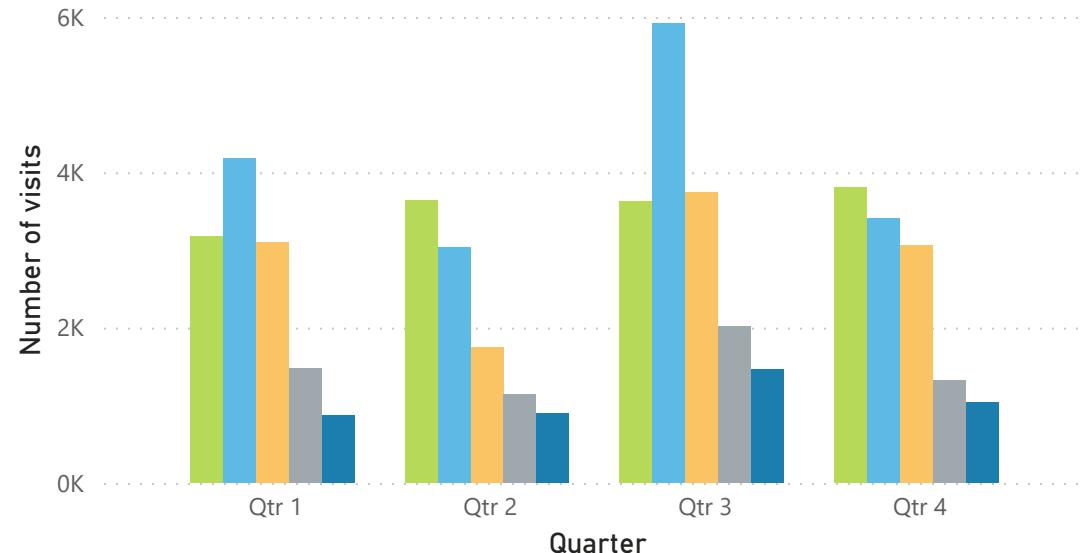


Which season/quarter did visitors check in?

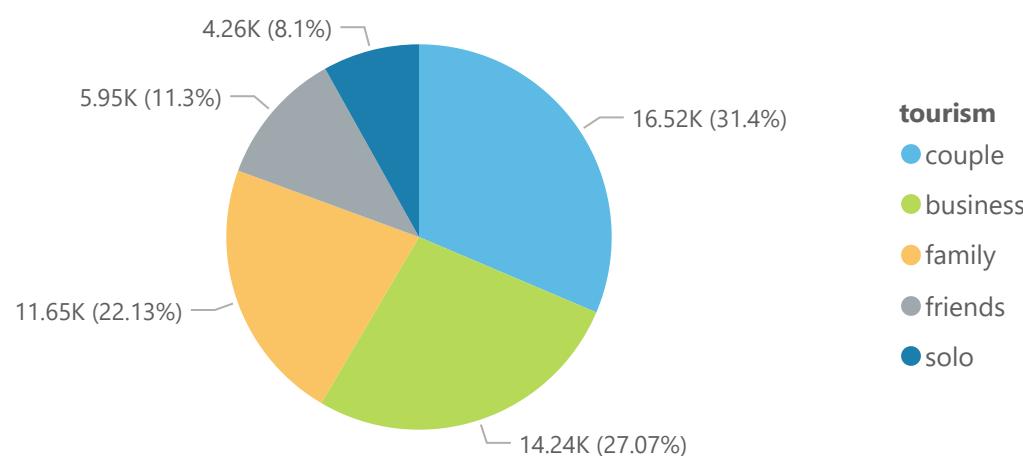


Uusimaa is couple, business and family-friendly!

Number of visits by quarter (season)

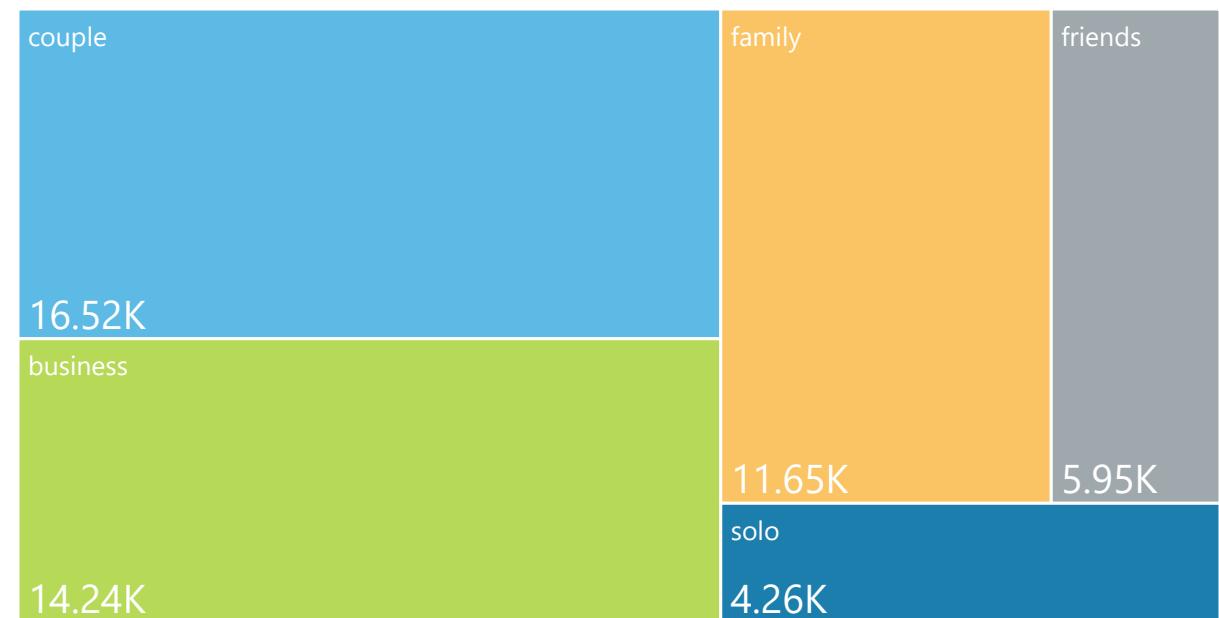


Number of visits by tourism purpose



Key overviews:

- Uusimaa region seems to be most popular with **couples**, with almost 1 out of every 3 visitor groups being couple. This is then followed by **business** travel (27.07%) and **family** (22.13%).
- Traveling with **friends** or **solo**-traveling don't seem to be very popular, accounting for only 11.3% and 8.1% respectively.
- Winter and Summer attracts more **couple** travel while **business** travel remains quite stable throughout the year. Interestingly, **families** tend to avoid Spring travel to Uusima.

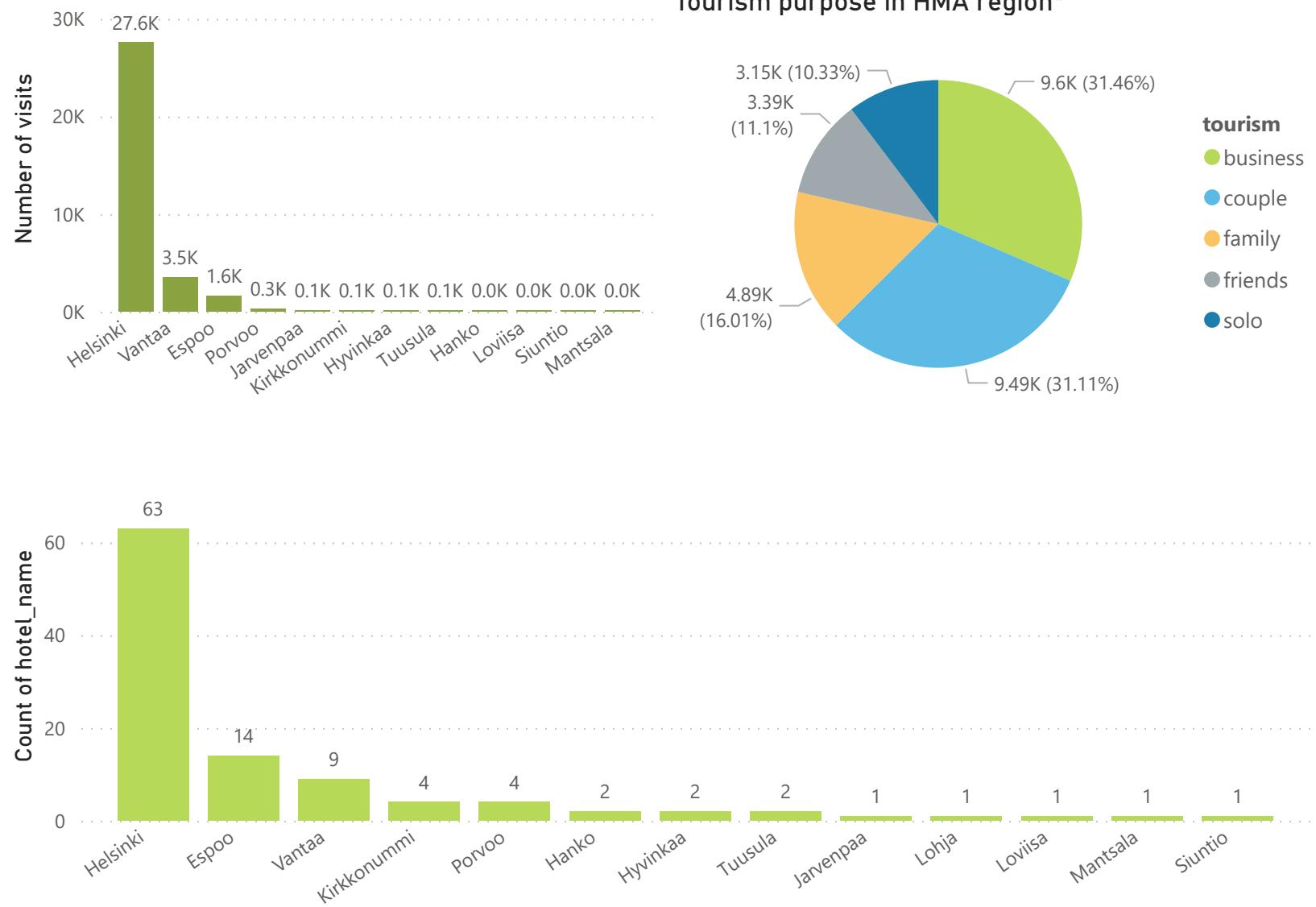


Helsinki Metropolitan Area leads the way.

Key overviews:

- Interestingly, the capital city Helsinki has 60% of the hotels in the entire Uusimaa region and yet received 82.39% of visits.
- The Helsinki Metropolitan Area (HMA) (Helsinki, Vantaa, Espoo) has over 81% of the hotels in the entire Uusimaa region and received over 97% of visits.
- Consistently with the country-wide analysis in page 1, the HMA region is more popular with business, couple, and family travel than friends and solo.

* Reviews with undefined tourism purpose are filtered off the pie chart



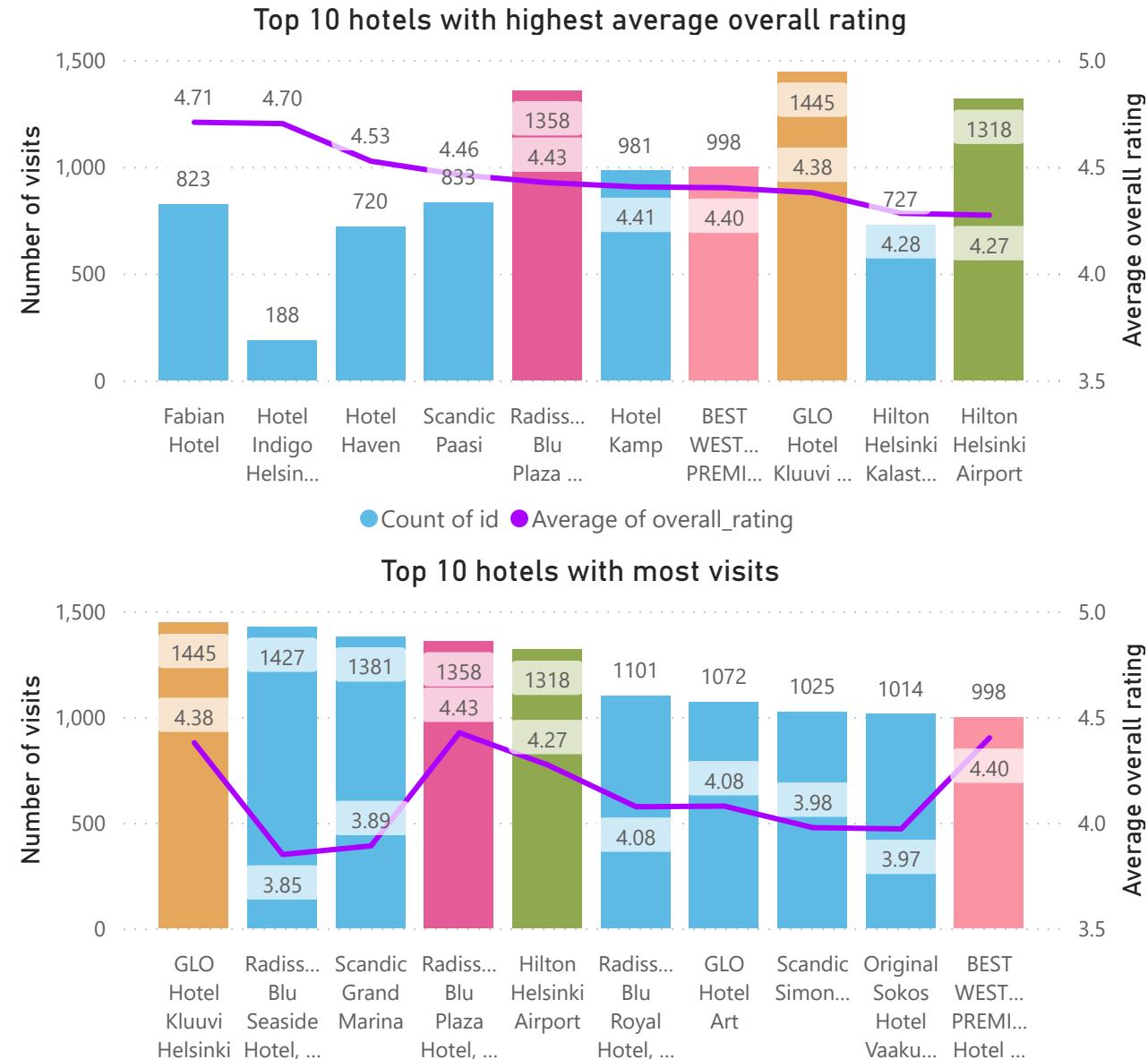
Most visited vs highest overall ratings

Key insights:

- Interestingly, the hotels with the highest number of visits are not always those with highest overall rating. It is understandable since big hotels might encounter difficulties maximizing on overall ratings due to the large volume of guests. However, some key winners who excel in both attracting large guest volume and maintaining high average rating scores include GLO Kluuvi (in Orange), Radisson Blu Plaza (in Pink), Hilton Airport (in Green) and Best Western Premier (in Light Red).*
- Contenders with some of the highest visits include Radisson Blu Seaside, Scandic Grand Marina, Radisson Blu Royal, GLO Hotel Art, Scandic Simonkenta and Original Sokos.
- Contenders with some of the highest average rating** include Fabian Hotel, Hotel Indigo, Hotel Haven, Hotel Kamp, and Hilton Kalasatama.

* Hotels in color rather than blue are those that appear in both list: most visit count and highest average overall rating.

** The list of hotels with highest average overall rating excludes those with less than 100 visits.



Where urban culture meets Nordic nature

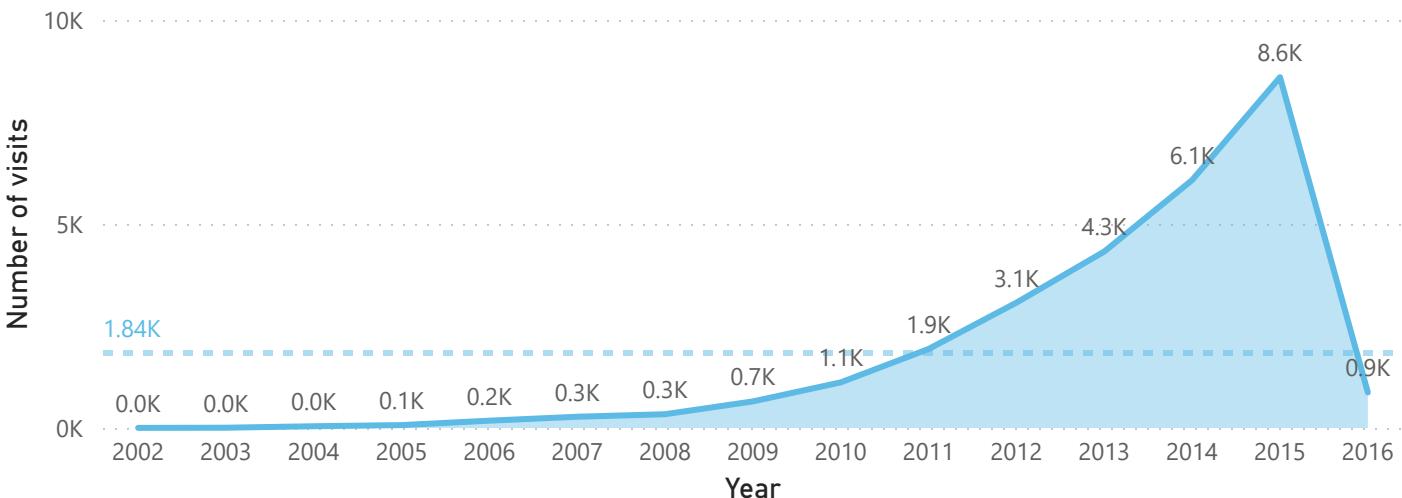
4.08 27.6K

**average overall rating
across all hotels**

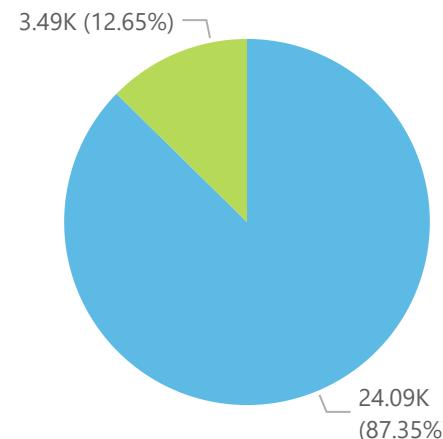
**total number of
visits**

Key insights:

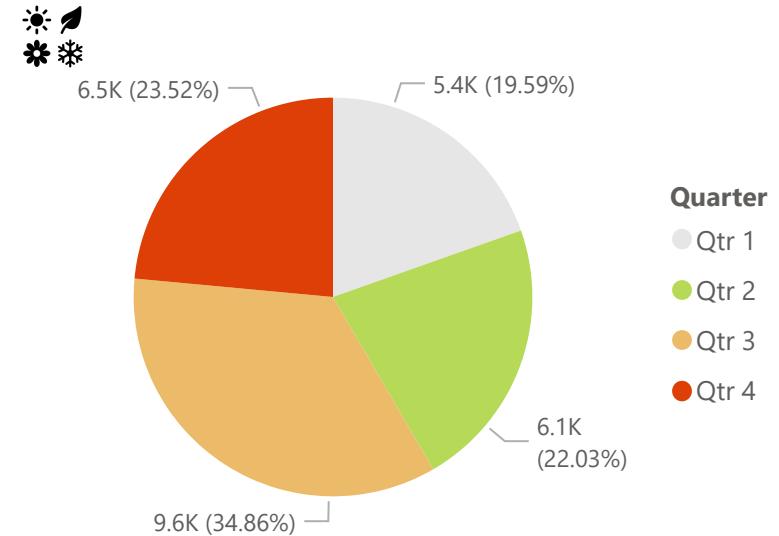
- Helsinki witnessed sluggish growth in tourist visits during 2000-2009. However, the situation dramatically improved from 2010 onwards, reaching a peak of 8.6K visits in 2015.
- The **mean** number of visits across the entire 14-year period is 1.84K visits/year.
- Summer (Quarter 3) is the peak travel season, with over 1 in every 3 check-ins took place in the Summer. Winter (quarter 1) is the least popular travel season.
- Most visitors (87.35%) left their reviews via computers and other devices instead of mobile.
- With 27.6K visits, hotels in Helsinki maintains a relatively high average rating score of 4.08/5.0.



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Which season/quarter did visitors check in?



Innovation by Nature

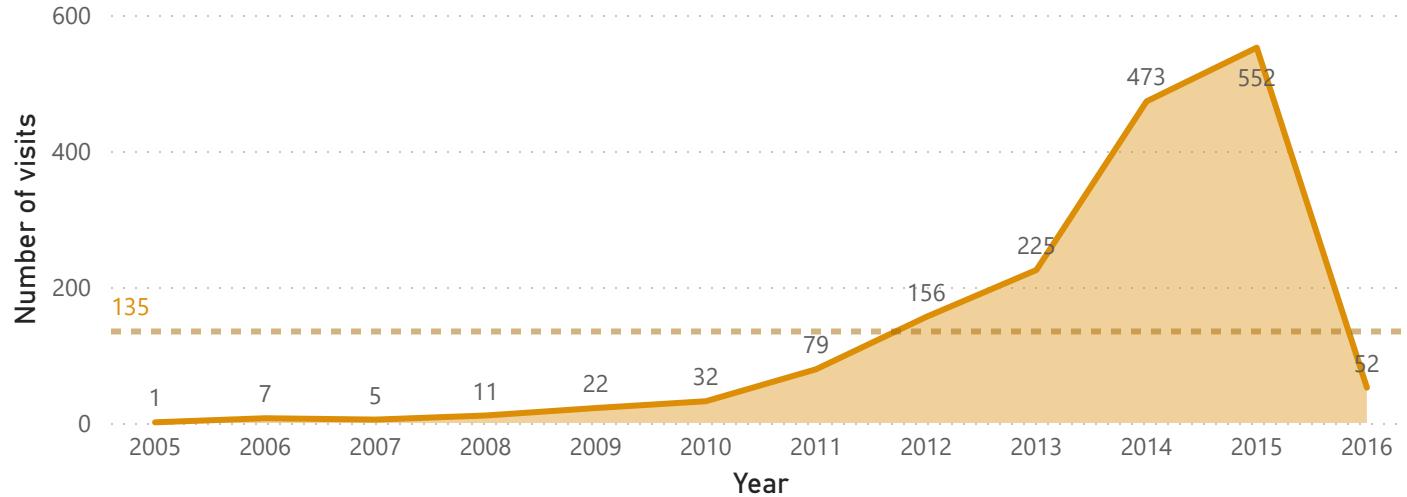
4.01 **1.6K**

**average overall rating
across all hotels**

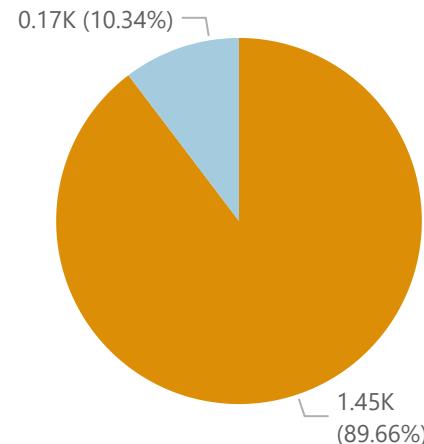
**total number of
visits**

Key insights:

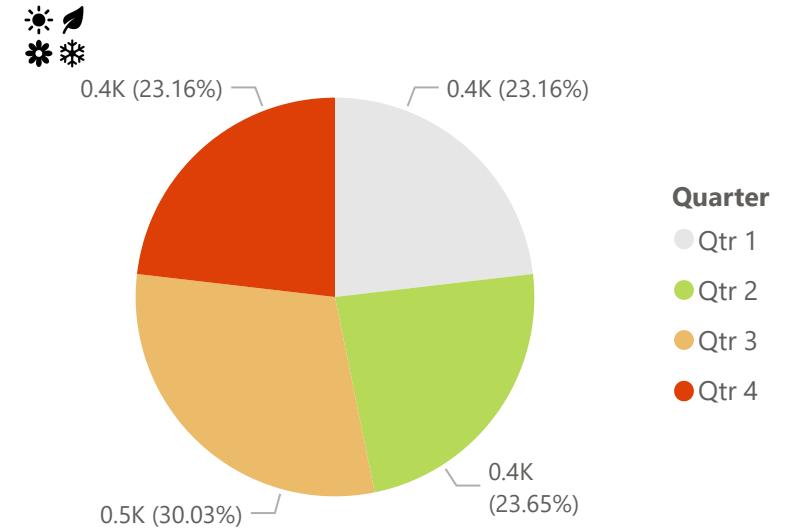
- Espoo witnessed sluggish growth in tourist visits during 2000-2010. However, the situation improved from 2011 onwards, reaching a peak of 552 visits in 2015.
- The **mean** number of visits across the entire 14-year period is 135 visits/year.
- The seasonal distribution is relatively **equal** throughout the year, with Summer (Quarter 3) being a slightly more popular travel season.
- Most visitors (almost 90%) left their reviews via computers and other devices instead of mobile.
- With 1.6K visits, hotels in Espoo maintains an average rating score of 4.01/5.0.



mobile ● N ● Y



Which season/quarter did visitors check in?





Vantaa

Gateway to Finnish hospitality

3.83

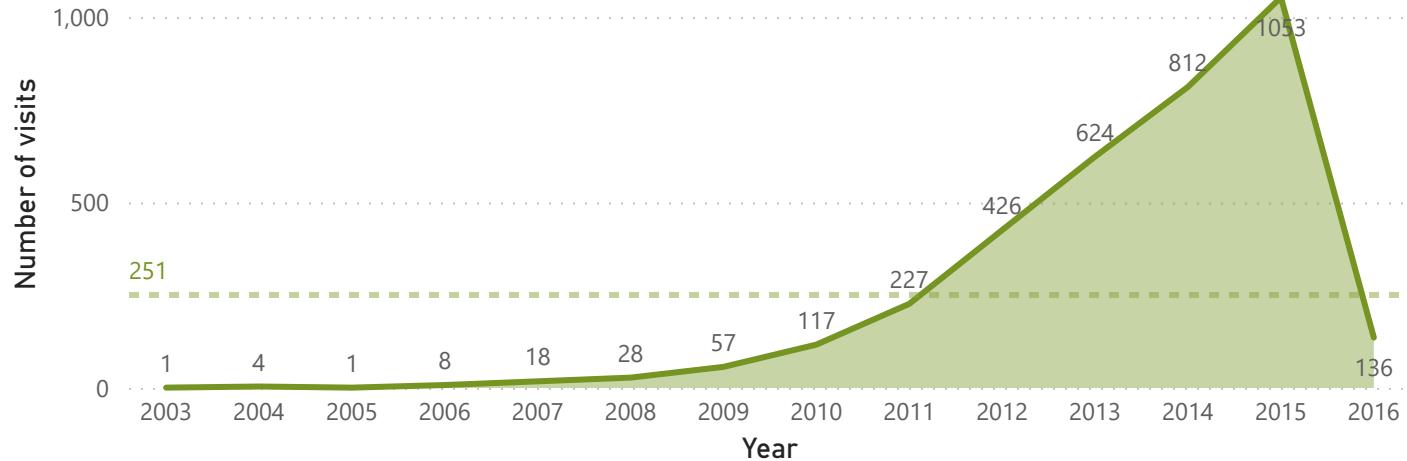
average overall rating
across all hotels

3.5K

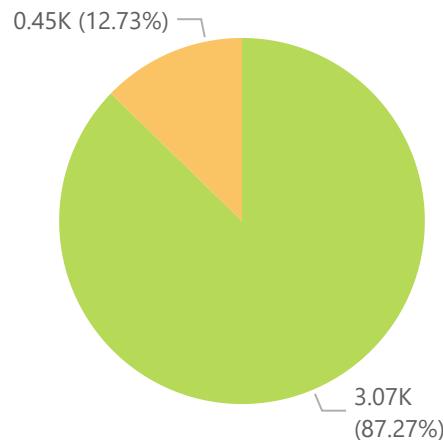
total number of
visits

Key insights:

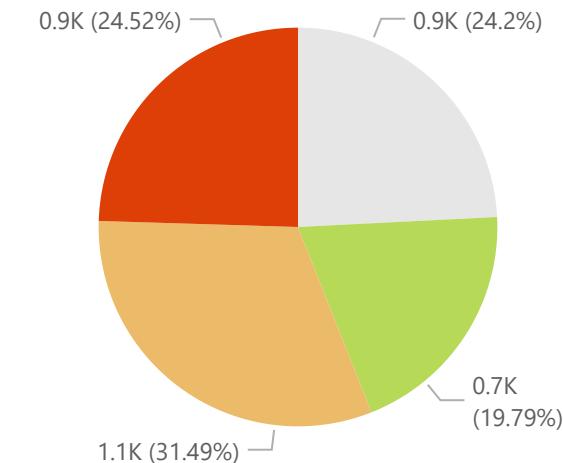
- Vantaa witnessed sluggish growth in tourist visits during 2000-2010. However, the situation improved from 2011 onwards, reaching a peak of 1053 visits in 2015.
- The **mean** number of visits across the entire 14-year period is 251 visits/year.
- Summer (Quarter 3) is the peak travel season, accounting for over 31%. Interestingly, Spring (Quarter 2) is the least popular travel season.
- Most visitors (over 87%) left their reviews via computers and other devices instead of mobile.
- With 3.5K visits, hotels in Espoo maintains an average rating score of 3.83/5.0 + which lower than both Helsinki and Espoo.



mobile ● N ○ Y



Which season/quarter did visitors check in?

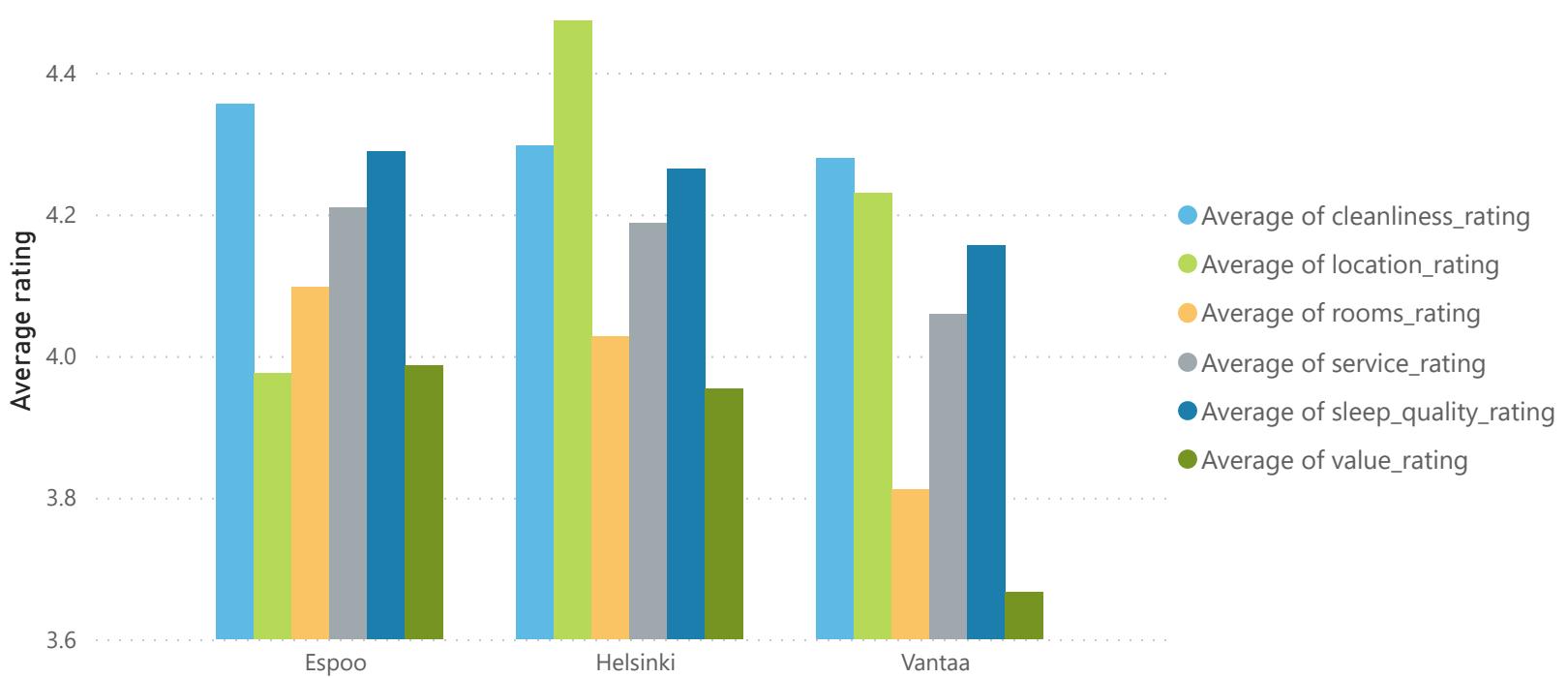


Quarter
● Qtr 1
● Qtr 2
● Qtr 3
● Qtr 4

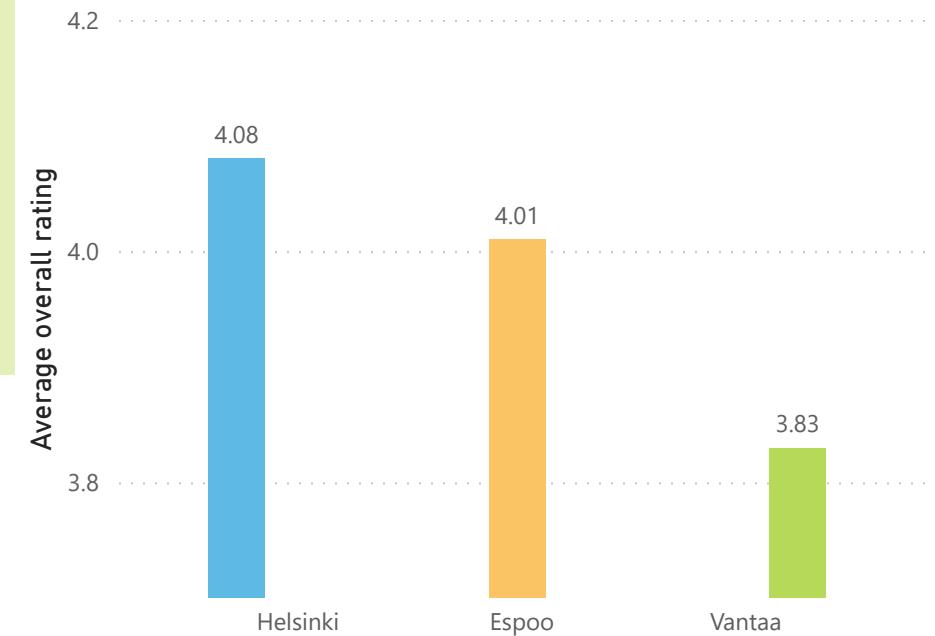
Evaluation of average ratings across criteria

Key insights:

- Interestingly, Espoo champions in the average ratings of various criteria including cleanliness, sleep quality, service, room quality and value. However, Espoo received the lowest number of visits.
- Helsinki ranks the highest in average ratings for only 1 criterion which is location. However, as mentioned, Helsinki received the highest number of visits.
- Vantaa has the lowest average ratings in all criteria.



Average overall rating between Helsinki, Espoo, and Vantaa



Total number of visits



Recommendations

- Encourage the development of more hotels in regions outside of Helsinki Metropolitan Area:** The Uusimaa region has a high number of hotels, but most of them are concentrated in the Helsinki Metropolitan Area. Encouraging the development of more hotels in other regions could help to spread the benefits of tourism more evenly across the region.
- Focus on promoting Uusimaa as a couple and family travel destination:** The report indicates that Uusimaa is most popular with couples and families, so tourism promotion efforts could be targeted towards these groups. Highlighting attractions and activities that are particularly appealing to couples and families could help to attract more of these types of travelers to the region.
- Encourage more mobile reviews:** While most visitors left their reviews via computers and other devices, encouraging more mobile reviews could help to increase the number of reviews overall. This could be done by making it easier for visitors to leave reviews using their mobile devices, or by offering incentives for leaving reviews on mobile platforms.
- Focus on improving overall rating scores for hotels:** The report indicates that some of the hotels with the highest visit counts do not have the highest overall rating scores. Encouraging hotels to focus on improving their overall rating scores could help to ensure that visitors have a positive experience and are more likely to recommend Uusimaa to others.
- Consider offering incentives for travel during off-peak seasons:** While Summer is the peak travel season in Uusimaa, offering incentives for travel during off-peak seasons could help to encourage more visitors to travel to the region at other times of the year. This could help to spread out the benefits of tourism more evenly across the year, and reduce congestion during peak travel periods.

An aerial photograph of a large body of water, likely a lake or coastal area, featuring numerous small, densely forested islands. The water is a deep blue, and the sky above is a clear, pale blue with a few wispy clouds. In the center of the image, the words "THANK YOU" are printed in a large, bold, white sans-serif font.

THANK YOU