


REVIEW ANALYSIS: OVERVIEW OF FINNISH TOURISM SECTOR



This report covers the review analysis of Finnish tourism in the period from January 2002 to February 2016.

It is assumed that the more reviews a location has, the more visitors it has.

The report is divided into 2 parts: tourism analysis and rating analysis

PART 2: RATING ANALYSIS

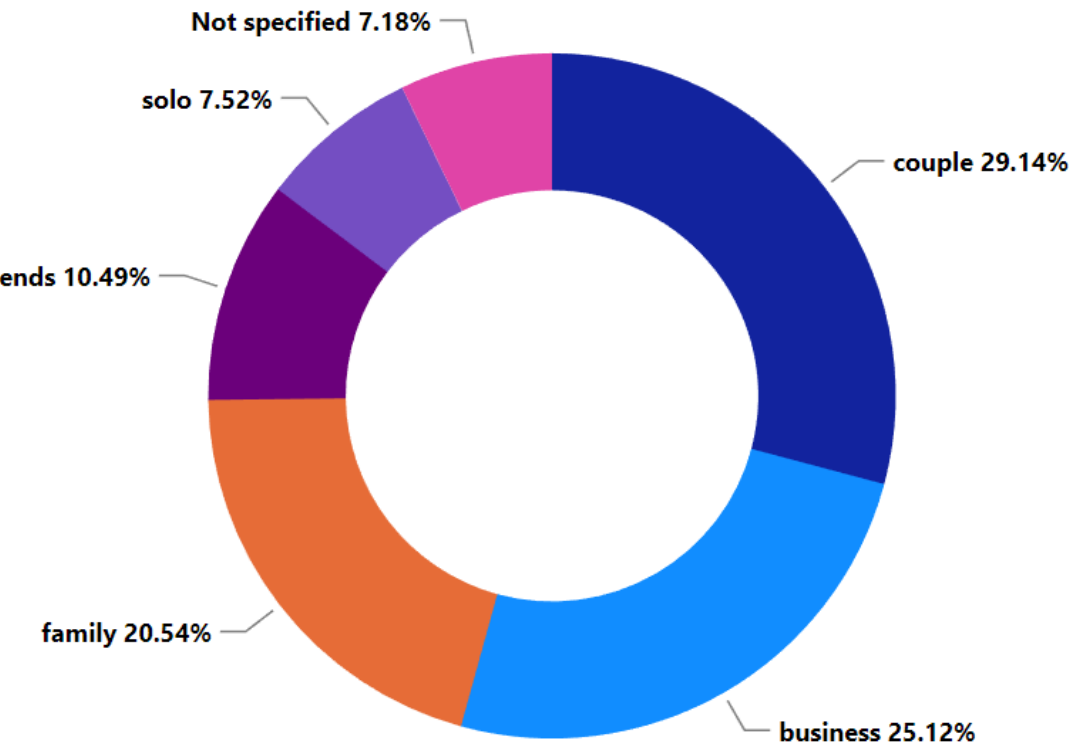
Total visited cities
134
Total visited hotels
431



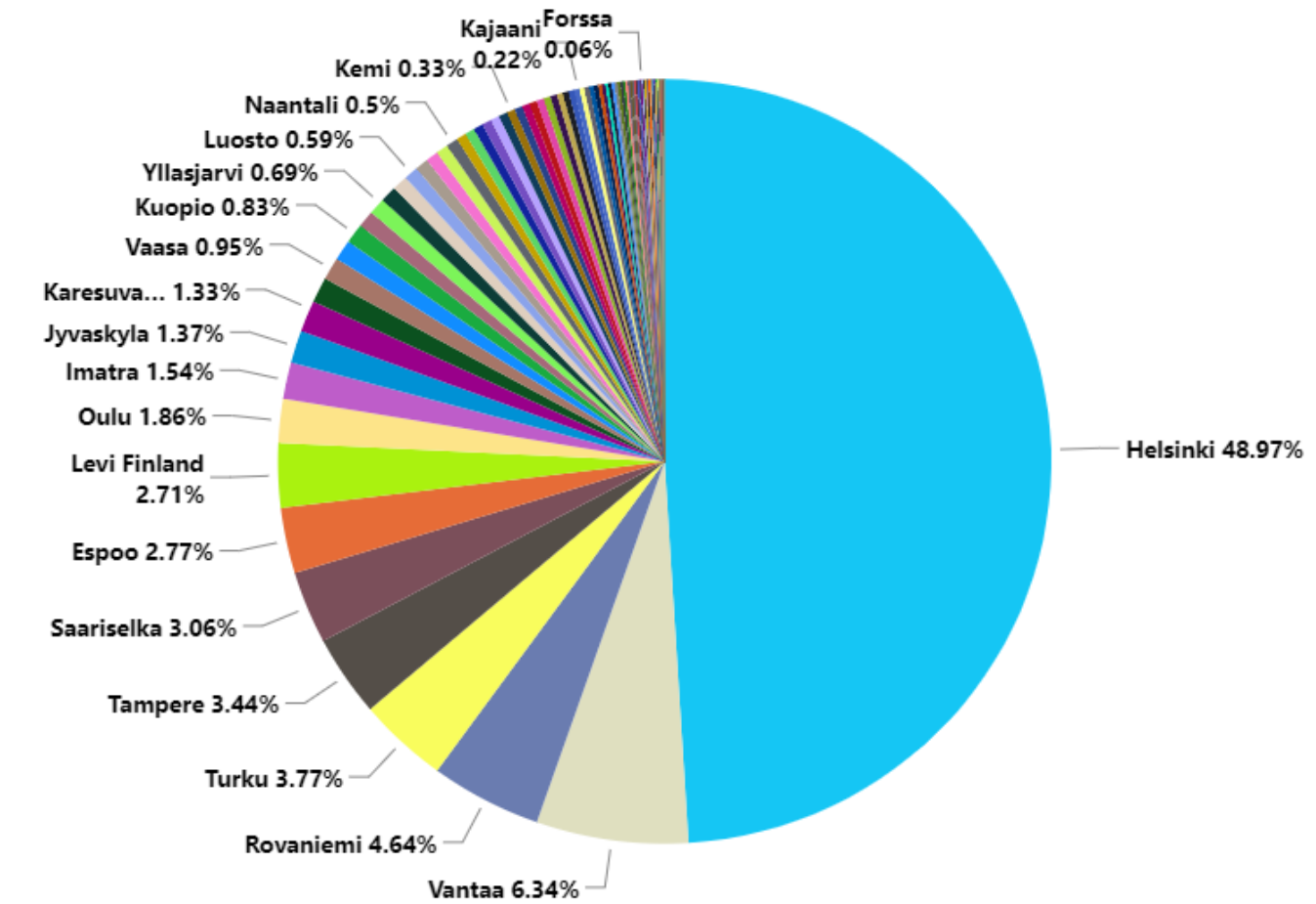
There are totally 132 visited cities and 431 visited hotels in the reviews. Helsinki has the most reviews among all tourism cities in Finland.

Among the reasons for visiting Finland, couple accounts for the highest proportion with 29.14%, business accounts the second highest proportion with 25.12%, and family accounts the third highest proportion of Finnish tourism in the period 2002-2016.

REASONS FOR VISITING FINLAND

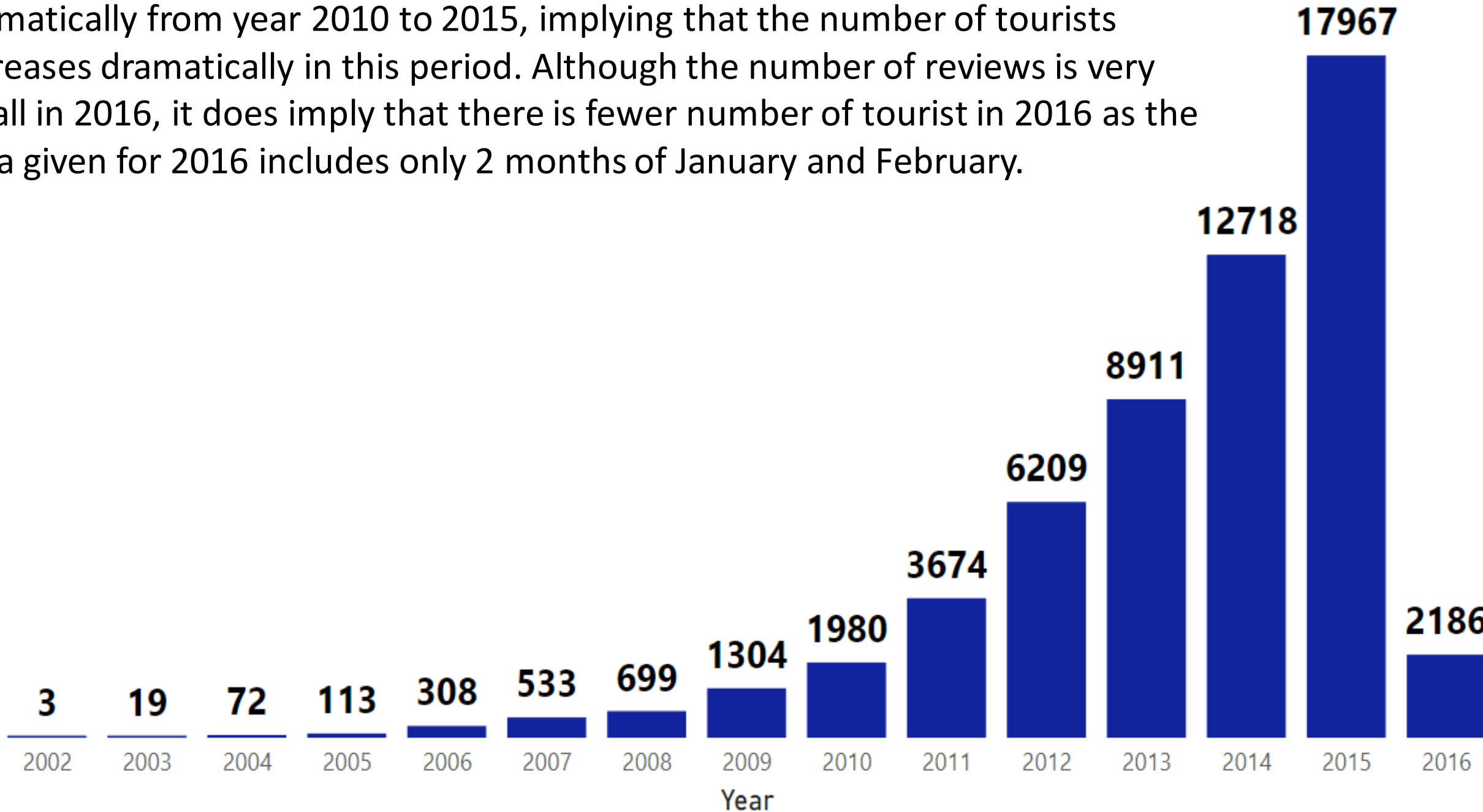


Helsinki is the most visited cities among tourism cities as it is mentioned the most in the reviews. The next most visited cities are Vantaa, Rovaniemi, Turku and Tampere.

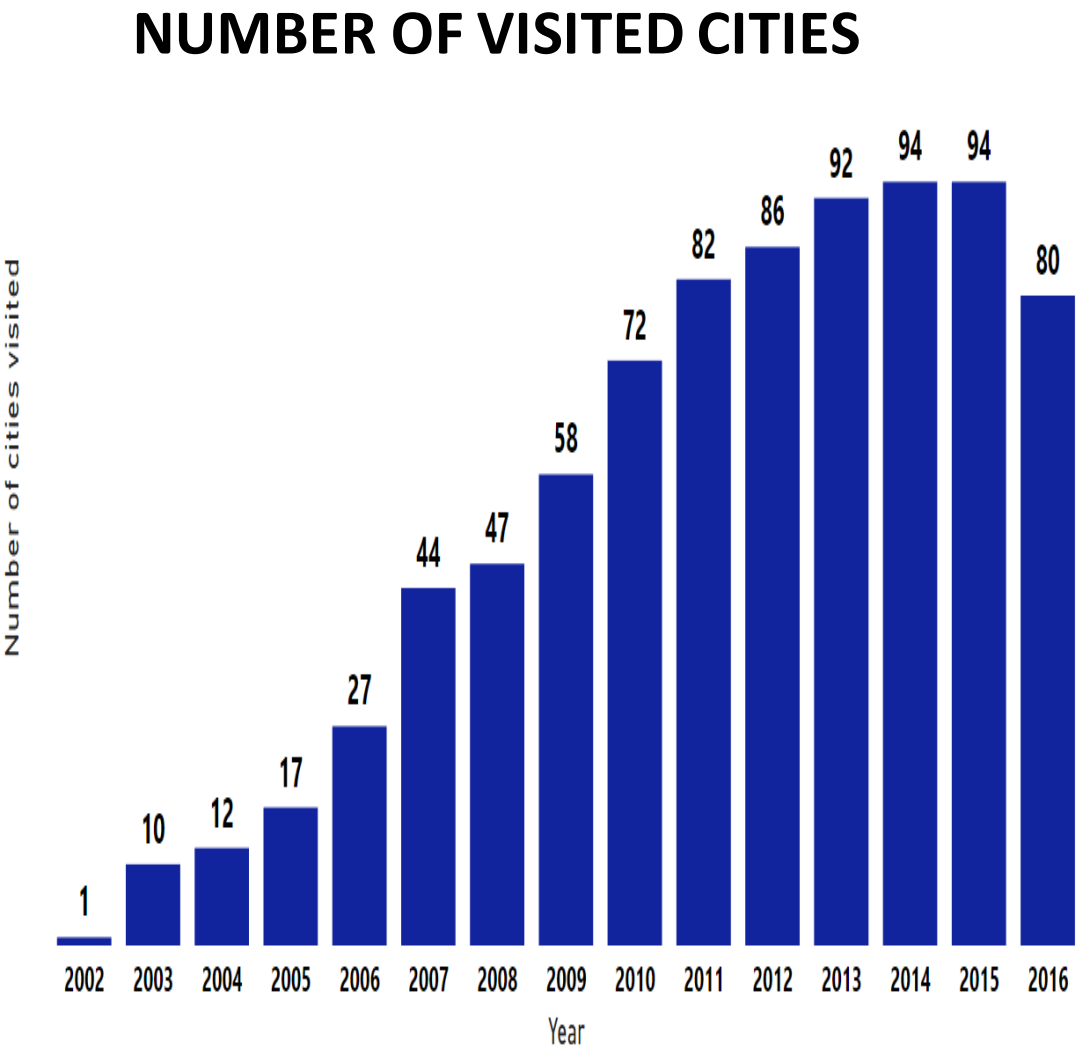


The number of reviews grows as time goes by, and the number of reviews grows dramatically from year 2010 to 2015, implying that the number of tourists increases dramatically in this period. Although the number of reviews is very small in 2016, it does imply that there is fewer number of tourist in 2016 as the data given for 2016 includes only 2 months of January and February.

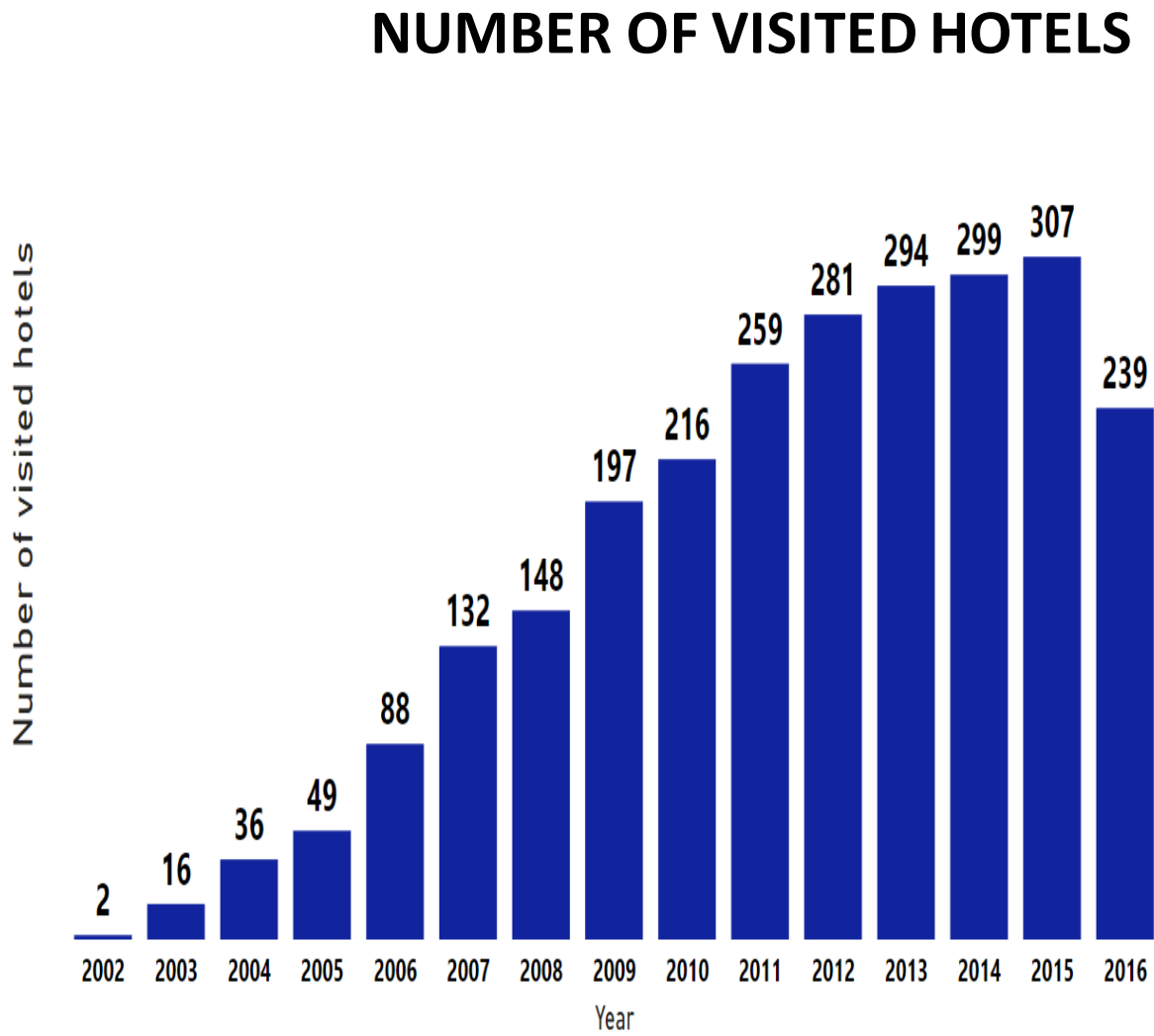
Number of reviews



As time goes by, more and more cities are mentioned in the reviews, meaning that tourists get to know and visited more places in Finland. It is noticeable that 80 cities are visited in 2 months of 2016.

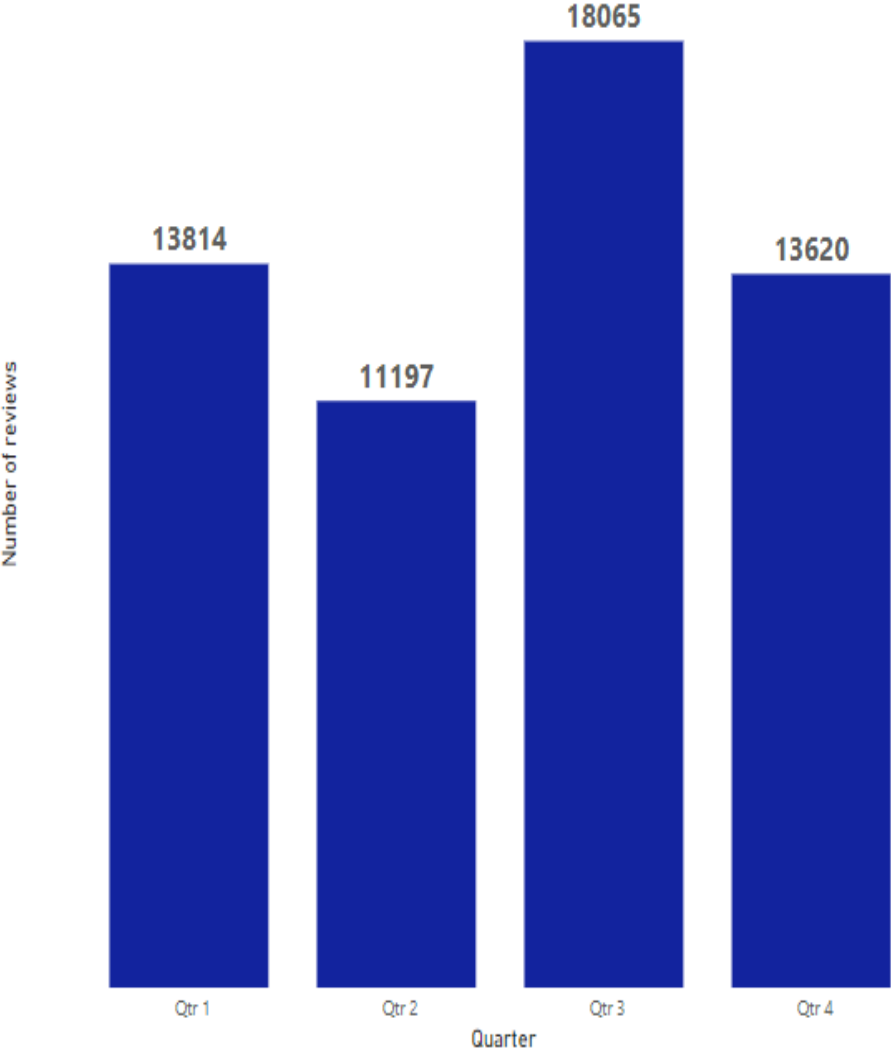


More and more hotels are visited as time goes by.

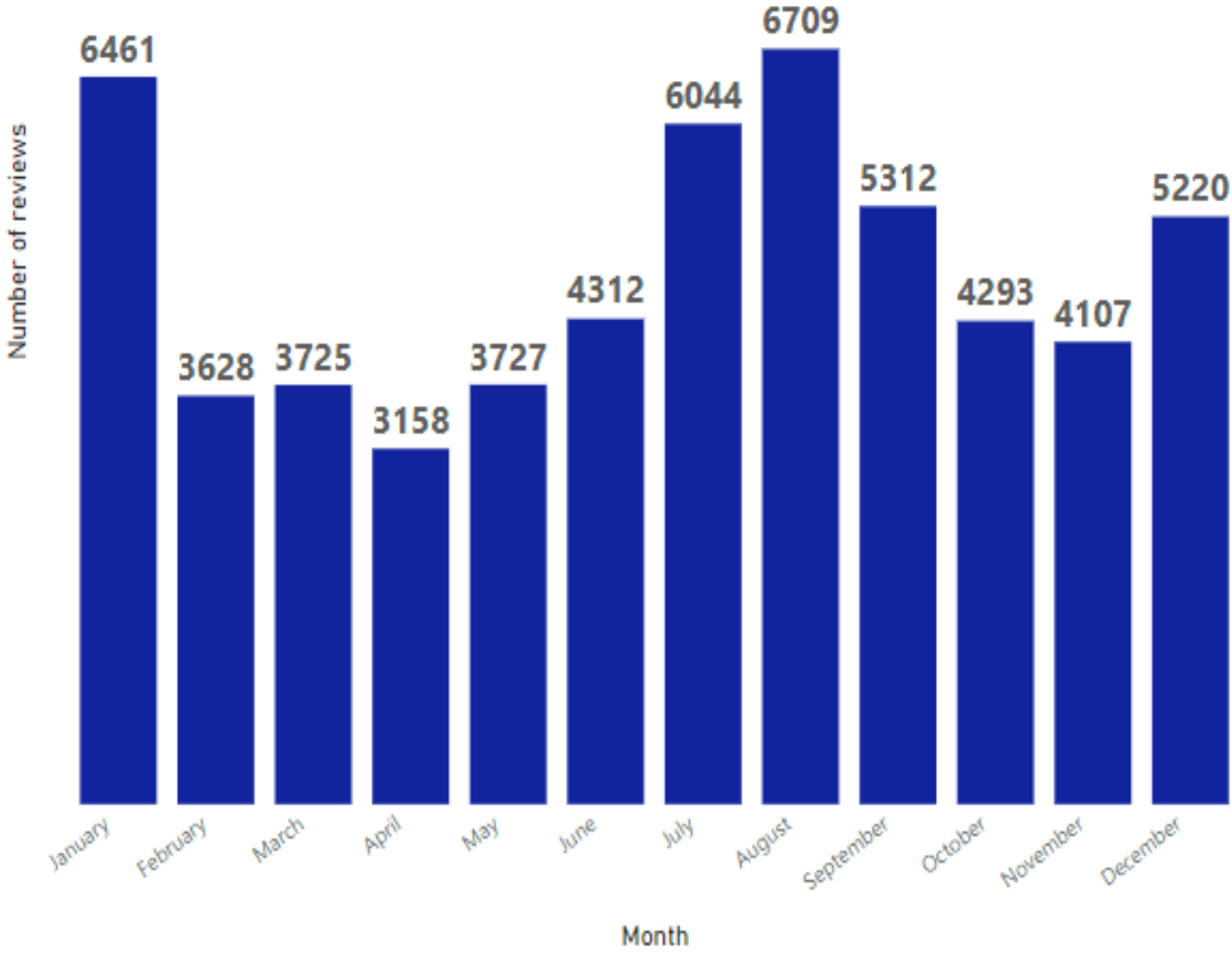


Below are 2 graphs indicating the number of reviews by quarter and month. The reviews is highest in quarter 3 and in month of July, August, September, and January, indicating that the number of visitors is high during those periods.

NUMBER OF REVIEWS QUATERLY



NUMBER OF REVIEWS MONTHLY



PART 2: RATING ANALYSIS

CITIES HAVING LOWEST AND HIGHEST AVERAGE LOCATION RATING

20 CITIES HAVING HIGHEST MEAN LOCATION RATING

city	Average of location_rating
Nellim	4.88
Loviisa	4.85
Geta Aland Island	4.80
Muonio	4.79
Koli National Park	4.78
Puumala	4.78
Kalajoki	4.76
Nagu	4.74
Rukatunturi	4.73
Iso Syote	4.73
Hanko	4.73
Pyhatunturi	4.64
Kilpisjarvi	4.64
Lappeenranta	4.60
Karesuvanto	4.60
Levi Finland	4.59
Savonlinna	4.57
Inari	4.57
Tahkovuori	4.55
Yllasjarvi	4.55

20 CITIES HAVING LOWEST MEAN LOCATION RATING

city	Average of location_rating
Kuusamo	3.97
Hyvinkaa	3.93
Siilinjärvi	3.91
Varkaus	3.89
Uusikaupunki	3.89
Tuuri	3.83
Tomio	3.80
Tyrvanto	3.80
Laukaa	3.73
Karhula	3.63
Kirkkonummi	3.57
Leppavirta	3.54
Mantsala	3.50
Nokia	3.43
Siuntio	3.40
Kempele	3.33
Mustasaari	3.26
Haukipudas	3.20
Ikaalinen	3.18
Sastamala	2.70

HOTELS HAVING HIGHEST AND LOWEST AVERAGE OVERALL RATING

20 HOTELS HAVING HIGHEST MEAN OVERALL RATING

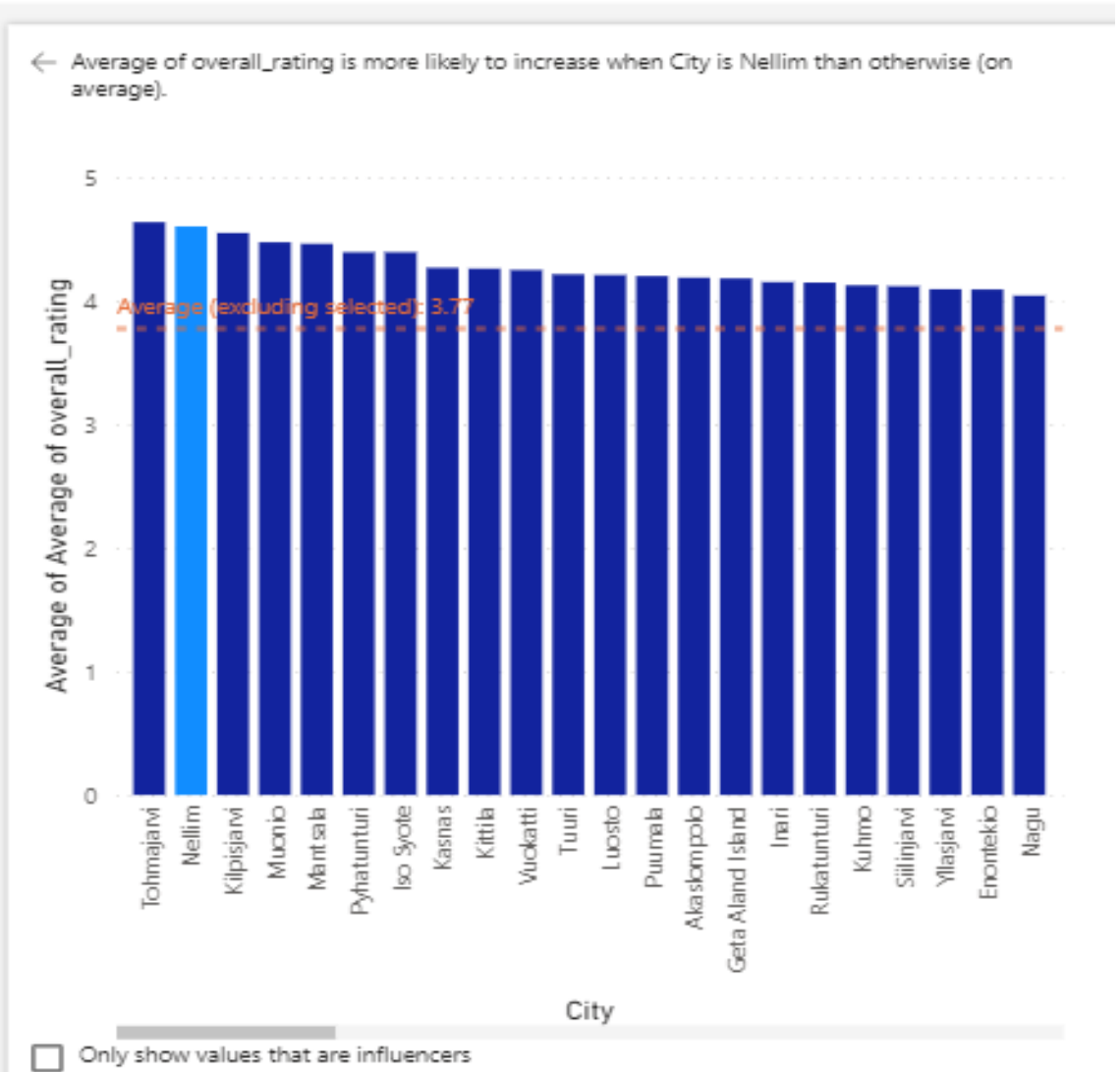
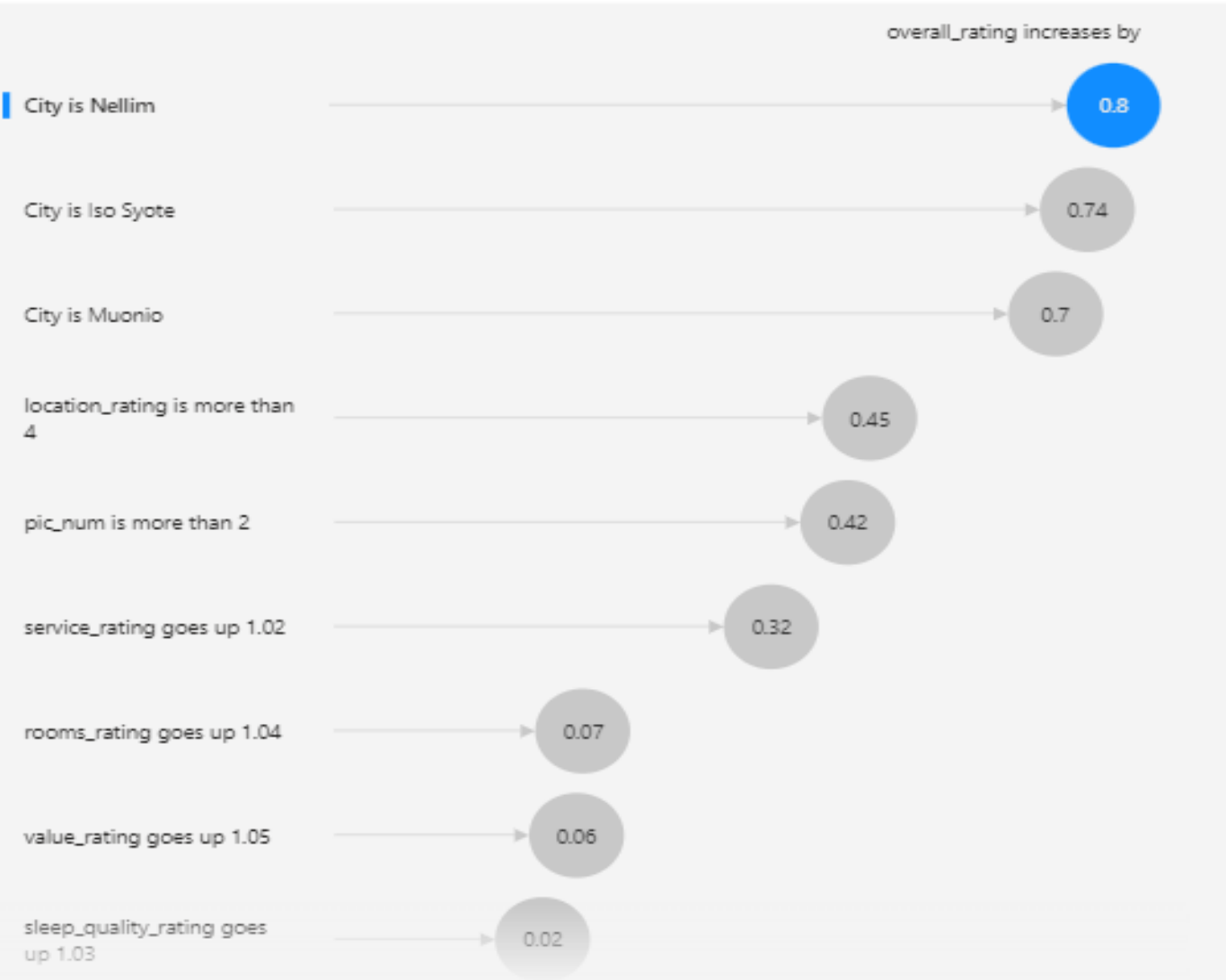
hotel_name	city	Average of overall_rating
Hotel Seita	Akaslompolo	4.79
Arctic Light Hotel	Rovaniemi	4.75
BEST WESTERN Apartments Levi Gold	Levi Finland	4.75
Hotel Pariisin Ville	Porvoo	4.72
Fabian Hotel	Helsinki	4.71
Hotel Indigo Helsinki - Boulevard	Helsinki	4.70
Lapland Hotel Oulu	Oulu	4.69
Ski-Inn Ruka Suites	Kuusamo	4.68
Nellim Wilderness Hotel	Nellim	4.67
Ski-Inn RukaVillage Hotel & Apartments	Rukatunturi	4.67
Hotelli Joki	Tohmajarvi	4.64
Solo Sokos Hotel Paviljonki	Jyvaskyla	4.63
Golden Crown Levin Iglut Levi Igloos	Levi Finland	4.62
Lapland Hotel Pallas	Muonio	4.59
Tundrea Holiday Resort	Kilpisjarvi	4.58
Santa Claus Holiday Village	Rovaniemi	4.57
Hotel YllasHumina	Akaslompolo	4.56
Hotel Luosto	Luosto	4.54
Hotel Haven	Helsinki	4.53
Hotel Lilla Roberts	Helsinki	4.51

20 HOTELS HAVING LOWEST MEAN OVERALL RATING

hotel_name	city	Average of overall_rating
Rantasipi Tropiclandia Spa and Resort	Vaasa	3.05
Original Sokos Hotel Valjus	Kajaani	3.04
Cumulus Pori Hotel	Pori	3.03
Himos Hotelli	Jamsa	3.00
Hotel Seurahuone	Kokkola	3.00
Hotel Sparre	Porvoo	3.00
Seurahovi Hotel	Porvoo	2.96
Original Sokos Hotel Vaakuna Hameenlinna	Haameenlinna	2.96
Stadshotellet	Pietarsaari	2.92
Ikaalinen Spa	Ikaalinen	2.86
Cumulus Kuopio Hotel	Kuopio	2.84
Park Hotel Tornio	Tornio	2.79
Hotel Leikari	Karhula	2.71
VuoriHotelli	Sastamala	2.69
Hotel Adlon	Mariehamn	2.65
Hotel Sodankyla	Sodankyla	2.62
Hotel Avion	Helsinki	2.57
Hotel Musta Kissa	Lahti	2.55
Hotel Kiannon Kuohut	Suomussalmi	2.50
Spa Hotel Kuntoranta	Varkaus	2.36

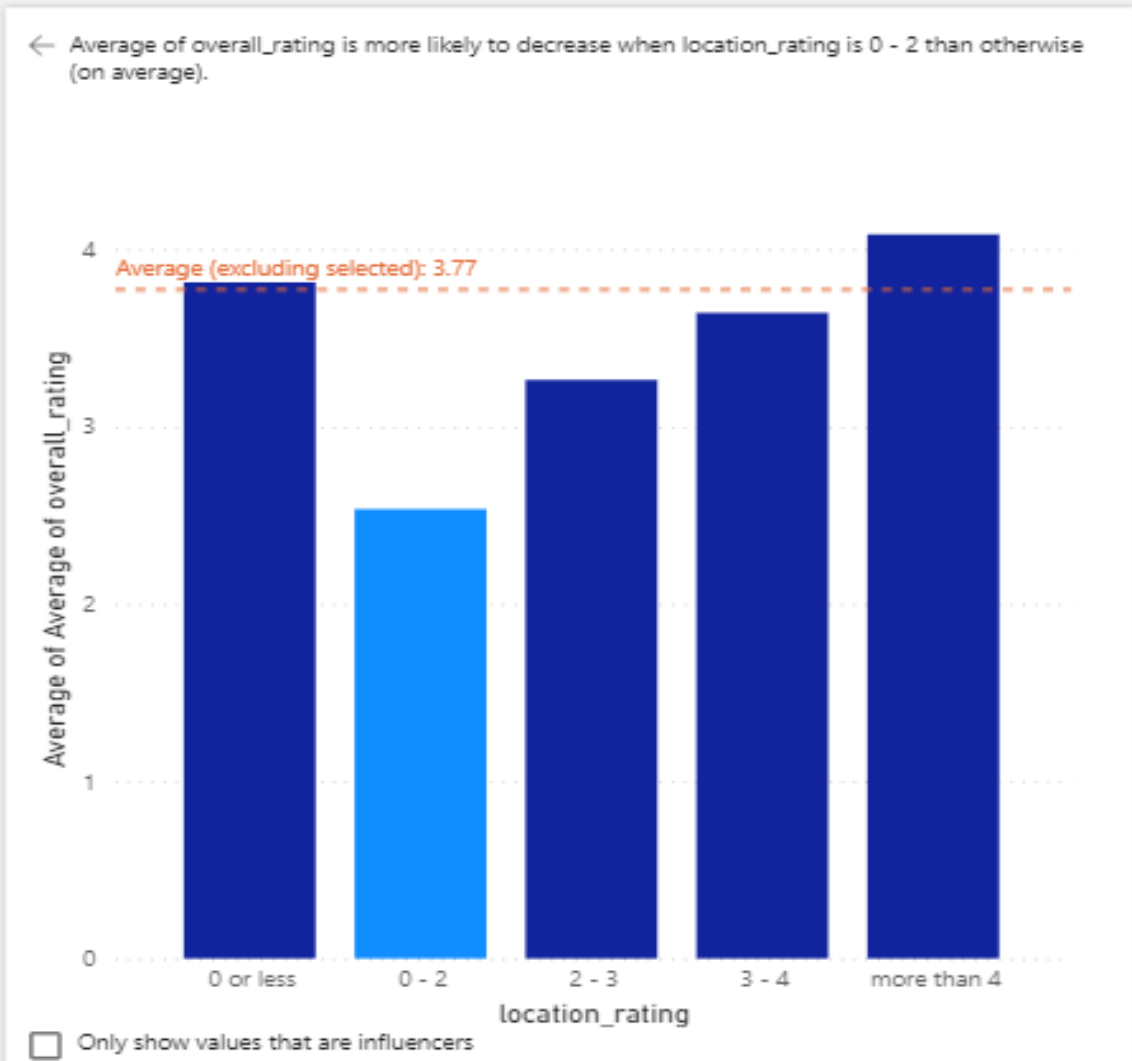
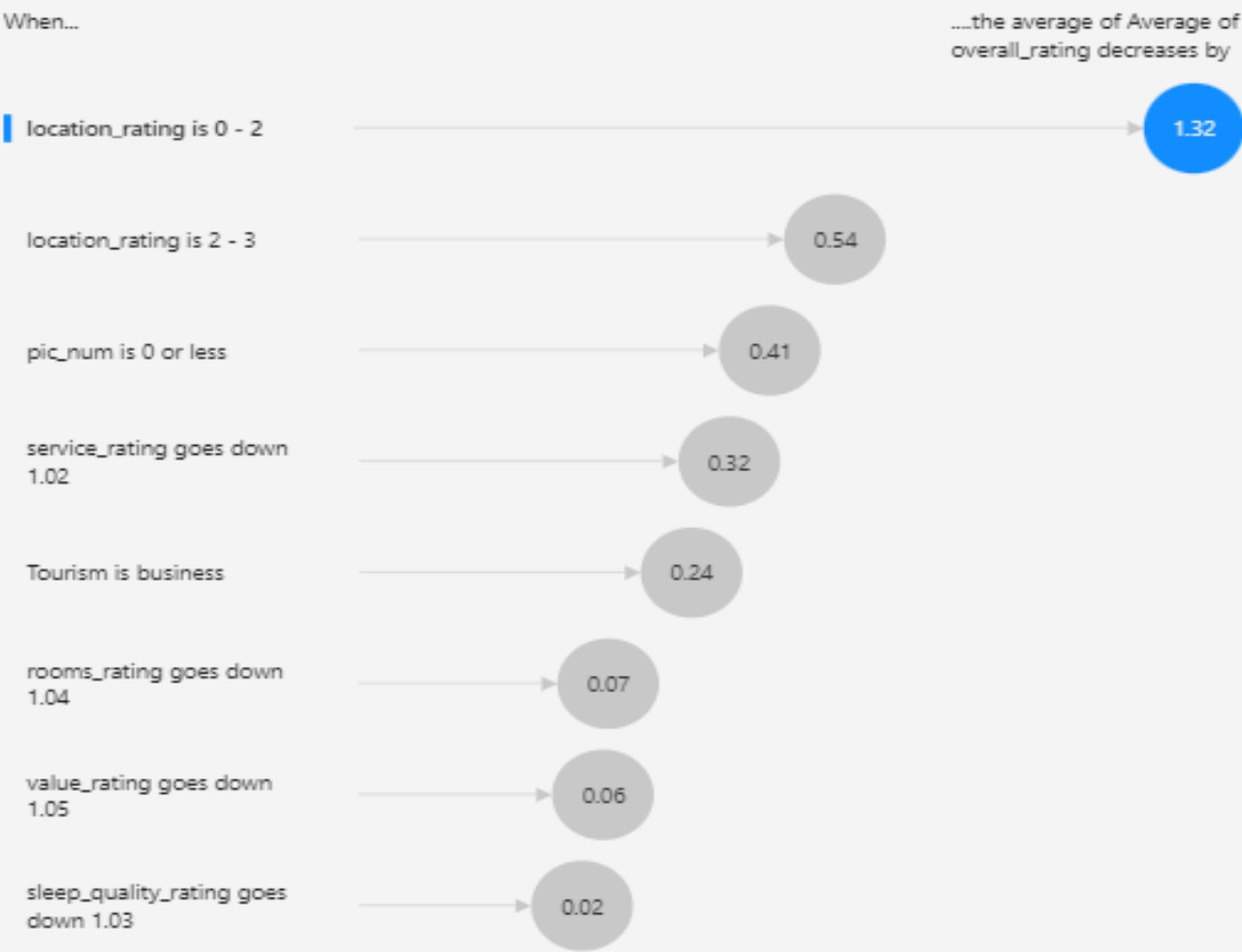
FACTORS AFFECT THE INCREASE OF AVERAGE OVERALL RATING

What influences Average of overall_rating to Increase ?



FACTORS AFFECT THE DECREASE OF AVERAGE OVERALL RATING

What influences Average of overall_rating to Decrease ?



CONCLUSION

In the period 2002-2015, the number of reviews and visitors increase.

Helsinki has the most reviews and visitors among the cities of Finland.

Most of tourists come to Finland for 3 reasons: couple, business, and family.

Most tourists visit Finland in January, July, August, and September.

Location rating affects average overall rating strongly. When location rating is 0-2, average overall rating decreases by 1.32, and when location rating is more than 4, average overall rating increases by 0.45.