

# ***Region of Keski Suomi***

## **General Market-Data**

**1) How many holidays are spend each year in your region:** 997 400 nights (2005)

**How many holidays are spent by tourists from your own country** 837 600 nights

**How many holidays are spent by tourists from foreign countries:** 159 800 nights

**2) The most important nationality that visit your region is:** Russia, Germany, Estonia

**3) How many tourists visit your region each year:** .521 200

**Is that increasing / neutral / decreasing? \*** incresasing.....

**6) Holiday-length of an average holiday in your Region (in nights):**from Russia 2,3 nights, from Germany 6,1 nights and from Estonia 4,0 nights .....

**7) Holiday-spending of an average holiday in Euros:** Russian 235 Euros/holiday, German 321 Euros and Estonian 99 Euros/holiday .....

**Is that increasing / neutral / decreasing ?\*** slightly increasing

**8) What is the average age of tourists who visit your region:** .35-55.....

**9) How many % of travelling in your region is related to tourism:** ..64%.....

**10) How many % of travelling in your region is related to business:** 34%.....

**11) How many firms have their main activity in tourism:** ..660 (accommodation & restaurants)

**12) How many people work in the tourist industry (in FTE):** 2496 (accommodation & restaurants)

**13) Did this change over the last 3 years:** increased

**14) How many hotels are located in your region:** 61

**15) How many hotel beds has your region:** .8370

**16) Is the number of hotels increasing / neutral / decreasing?** neutral

**17) Does your region have an accepted classification-system for hotels?** No \*

**18) How many bungalow parcs (or cottage villages) has your region:** .....650

- 19) **How many holiday bungalows has your region:** total 33 000
- 20) **Is the number of bungalows parks increasing / neutral / decreasing?**  
Increasing
- 21) **Does your region have an accepted classification-system for bungalow parcs?**  
Yes
- 22) **How many camping sites has your region:** .20
- 23) **Is the number of camping sites increasing / neutral / decreasing?** Neutral
- 24) **Does your region have an accepted classification-system for campingsites?**  
Yes
- 25) **How many leisure harbours has your region:** 15
- 26) **How many spots for leisure boats has your region:** 38
- 27) **Is the number of leisure harbours increasing/neutral/decreasing?** Increasing
- 28) **Does your region have an accepted classification-system for leisure harbours?**  
Yes