

Helsinki 31 January 2016

HBB



Dear Friend of the Helsinki Bed and Breakfast

The year 2016 may leave many of us with contradictory feelings concerning global and local safety as well as nature. In this respect we Finns must admit that we may be fortunate to live in this country.

As usual, happiness is only doubled when shared, and in this respect our honoured Guests have been immeasurably valuable. It has been a great pleasure, not only to serve the visitors to our best, but to share the good things in our everyday life. Based on the feedback received we have succeeded¹.



Media

In 2016 Helsinki and Finland have received an abnormal abundance of positive visibility in the international media. First the country was selected as the 2nd safest in the world by Mercer.com², then as the safest one by the World Economic Forum³. In the autumn Finland was assessed to have the best quality of life⁴ and Helsinki to be the 3rd best city to live in⁵. Someone also made a 54-second video⁶ on the superiority of the country – but this is something we Finns probably take with humour.

In November the city got the honour of perhaps the greatest tourism poster ever made – no wonder why⁷.

Well-being is an increasing trend in tourism and here the potential of Finland has been noted⁸. The trend is well supported by Visit Finland in its Relax programme⁹.

Travel web sites have also been active in writing about the country. We were pleased to find our country as the 3rd in the Top Countries' list of the Lonely Planet (*Ten destinations you cannot afford to miss*)¹⁰. Financial Times agreed and pointed out



1) http://en.hbb.fi/shared/docs/Feedback_from_Guests.pdf

2) <http://www.goodnewsfinland.com/helsinki-2nd-safest-city-in-the-world/>

3) <http://reports.weforum.org/travel-and-tourism-competitiveness-report-2015/>

4) <http://www.independent.co.uk/life-style/the-19-countries-with-the-highest-standard-of-life-a7376846.html>

5) <http://www.metropolismag.com/September-2016/The-Best-Cities-to-Live-In>

6) <https://www.youtube.com/watch?v=bW6J7fr3azk>

7) <http://www.telegraph.co.uk/travel/destinations/europe/finland/helsinki/articles/helsinki-welcomes-winter-visitors-with-badass-sign/>

8) <http://www.standard.co.uk/lifestyle/london-life/forget-denmark-and-hygge-finland-is-the-new-nordic-hotspot-for-wellbeing-a3417926.html>

9) <http://www.visitfinland.com/finrelax/>

10) <http://www.lonelyplanet.com/best-in-travel/countries>

quite right that *tourism is no longer restricted to the summer*¹¹. Liz, a young travel blogger suffering from an incurable wanderlust hits the point in her Helsinki story titled *10 things that surprised me in Helsinki*¹².

Our German speaking guests may have noted an interesting view to the Helsinki lifestyle by Lara Hagen¹³ while all of you who know the Italian language must enjoy the interview of Tiziano, a frequent visitor to *Terra dei Mille Laghi*¹⁴. Travellers from Japan are more and more frequent and they have been well informed e.g. by Asahi Shimbun¹⁵ and MySuomi¹⁶.

Cooperation

All the hosts of the Helsinki Bed and Breakfast want to offer you more than just the accommodation. However, because none of them is a professional tourist guide we continuously cooperate with interesting operators in the field in order to satisfy the needs of our guests.

One of the latest partners is Green Cap Tours that arrange guided walks and tours in and around the city, some of them free of charge¹⁷.

We naturally continue working together with our old partners including the communities of the Capital area, i.e. Visithelsinki, Visitvantaa, and Visitespoo. In 2016 it has become popular among visitors to keep the holiday home in the Capital area but to make day-trips to any of the several interesting locations nearby, as shown e.g. at <http://www.visithelsinki.fi/en/see-and-experience/daytrips-from-helsinki>. Moreover, we keep on helping people in their travel design wherever they wish to go in the country or even in the neighbouring countries. We are happy to share our existing experience and prefer to do it in a personal way.

This is where we particularly strongly feel that it matters for a visitor if they are served by someone who has the local knowledge. Therefore, the tag #supportlocalbusiness is worth its positive reputation.



Statistics

As before, most of our guests arrive in summer (*Fig.1*) due to the holidays on this hemisphere. More often than before the South and Central European tourists are heading north during their winter holidays, either to visit Helsinki or to continue up to

11) <https://www.ft.com/content/656140f2-c6de-11e6-8f29-9445cac8966f>

12) <http://youngadventuress.com/2016/05/helsinki-travel-tips.html>

13) <http://derstandard.at/2000047858249/Der-Stadtverwandler-von-Helsinki-Nur-nicht-um-Erlaubnis-fragen?ref=article>

14) <http://cento27001.blogspot.fi/2016/06/interview-helsinki.html>

15) http://www.asahi.com/and_travel/articles/SDI2016121244901.html

16) <http://mysuomi.fi/>

17) http://greencaptours.com/experience/free_walking_tour/

Lapland, too. The increase of Asian visitors has been delightful, and we have been pleased to host our first guests from Hong Kong and Malaysia, the latter stating their motivation to travel as follows: "In our country, the temperature will be at 30-35C throughout the year, therefore I need to have a short winter holiday to stay away from the heat."

In addition, it has been great to find out that more and more people on their business trips have chosen a homestay – and enjoyed it.

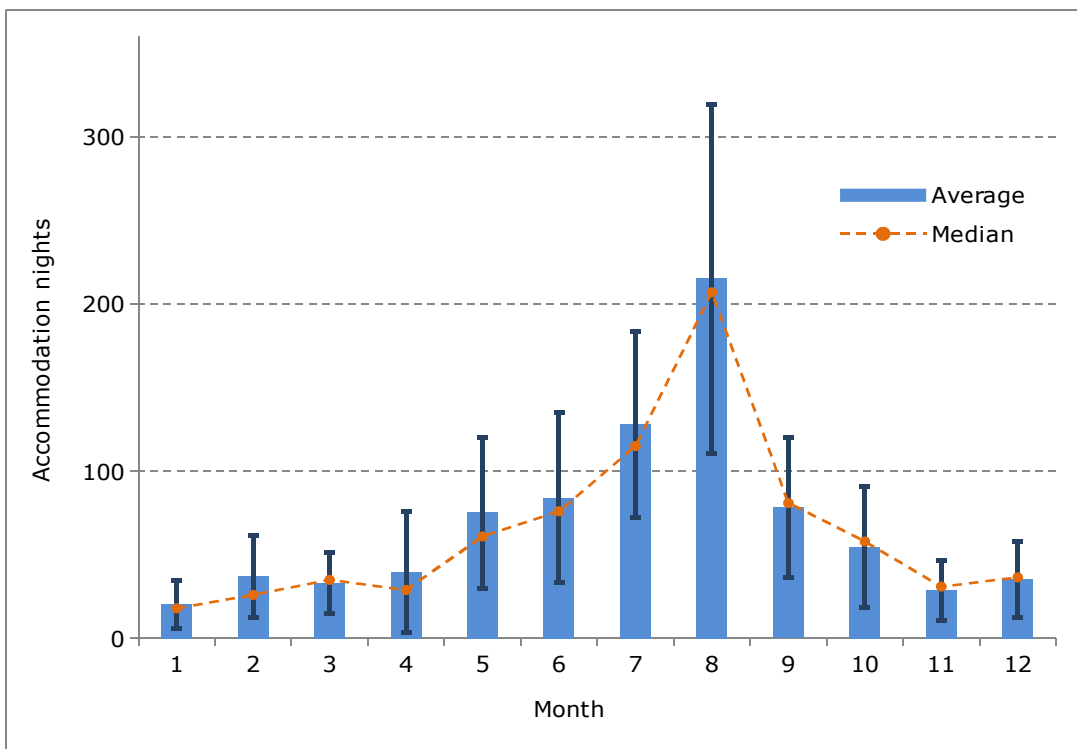


Figure 1. The share of the accommodation nights between months in 2007-2016.

Helsinki Bed and Breakfast wishes you
Health, Success, Love, Peace, and Happiness in 2017.



Kind regards Tapani Koskela
Helsinki Bed and Breakfast

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