



# HBB

Helsinki 30 December 2017

Dear Friend of Helsinki Bed and Breakfast

During the year 2017 Finland has celebrated its centennial of independence which has materialized in a great number of cultural, sports, and other events. Many of our guests have had the opportunity to enjoy the richness of arts in concerts and exhibitions, many which will continue in 2018.

It has been a pleasure to realize the sincere interest of our guests in our culture, in the unique nature, and in the Finnish every-day life style. It has been an eye-opening experience to understand how exotic our very ordinary things can be for someone else.

## Feedback

Feedback from our guests is crucial for maintaining my motivation to keep on running the activity of Helsinki Bed and Breakfast. Most of the feedback is always written in the the hosts' guestbooks, of course, but I also keep on receiving direct comments by email or facebook. The feedback during the year 2017 has probably been more abundant than ever before. You can find a good collection of comments on the web<sup>1</sup> while below you can read a few examples:

*Thank you again for everything. You have been amazing!*  
Erin (US)

*Hi Tapani, I had a great time at Johanna's, shame it was so short.*  
Tracy (UK)

*Your service is still the best.*  
Yin (HK)

*And thank you for your quick responses, it is nice to have a live person on the other end ...  
... Thank you so much for your superb explanations, they were very helpful.*  
Irina (CA)

*De todas formas quiero que sepas que estamos muy contentos y emocionados con la información que nos enviaste, eres increíble! Muchas gracias de verdad.*  
Jairo (CO)

*I have to say that booking through your service was a great experience and have very fond memories from our trip!*  
Erin (CA)

*... I like it that you put so much heart into your product.*  
Tino (DE)

Dear Tapani  
Thank you so much for  
the wonderful stay!  
Hopefully till a next time!  
Best regards, [signature]

1) [http://en.hbb.fi/shared/docs/Feedback\\_from\\_Guests.pdf](http://en.hbb.fi/shared/docs/Feedback_from_Guests.pdf)

Not all feedback is positive. For the first time during the ten years of this activity a guest wanted to change the place they boarded at first. This was agreed on, of course, in both of the two cases. However, when things start to go wrong, sometimes they keep on doing so especially when communication is lost. This occurred when a guest in a high position let their secretary partly take care of the booking, and it soon became unclear who is discussing with whom and what. Sad to tell but it all ended in an email saying “... we will conclude our first and last experience with your agency”. – It was a hard but a good lesson for me on how accurate one must be in communicating by email in a language foreign to both parties and how important it is to avoid discussing one’s reservation with more than one person at a time.

### Helsinki boom

The city attracted more visitors in 2017 than ever before and the number of accommodation nights increased by +12% in Helsinki as a whole. This figure is largely due to the tourists from Russia and China who for one reason or the other seldom choose a homestay but stay in hotels. Therefore, it is particularly joyful that the number of nights booked at HBB has increased, too, thanks to visitors from all over the world.

Domestic travellers chose more often than before a homestay organized by a reliable Finnish agency and their number has increased by nearly 40% per annum during the last three years. Our faithful German guests arrived as usual and new ones followed them with an increase of +27% in 2017. It was also delightful to see how the Americans doubled their bookings at HBB while the Dutch and the Spanish tripled. The number of Japanese guests slightly decreased after the record breaking year 2016 but remained well on a moderate level. The same was true with our French, Italian, and Belgian guests (Fig.1). More distant travellers arrived as far as from Argentina, Colombia, and Canada. During the whole period of ten years of activity HBB has had the pleasure of serving visitors from 57 countries.

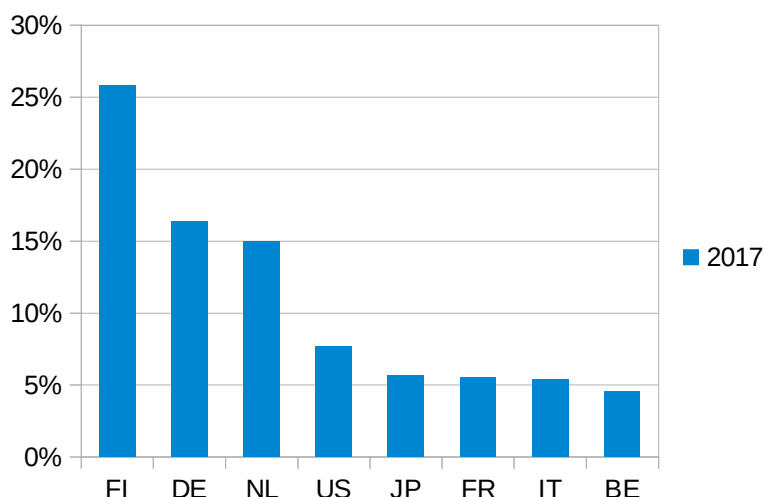


Figure 1. The share of accommodation nights among the eight most active nationalities in 2017.

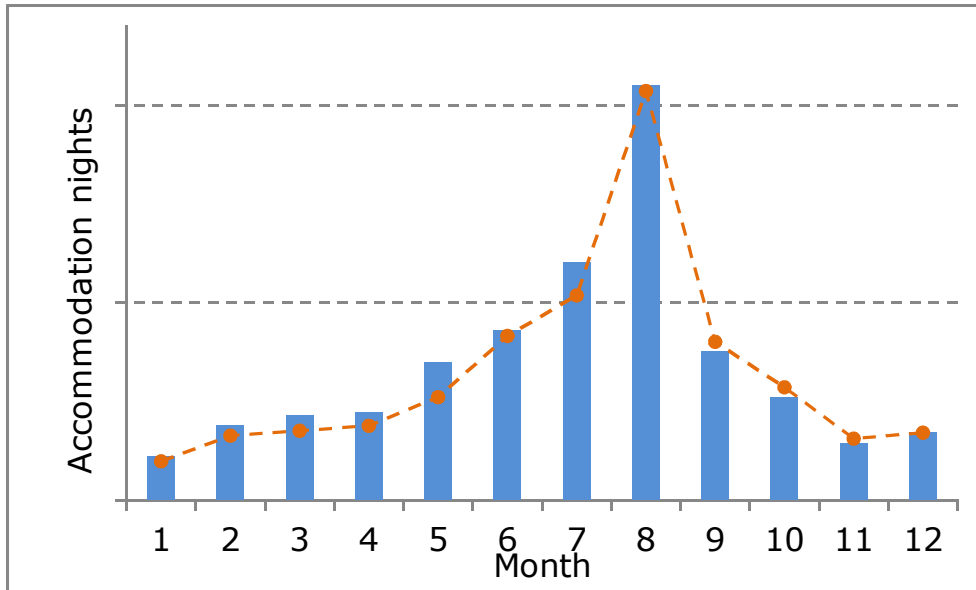


Figure 2. The share of the *accommodation* nights between months in 2007-2017.

As before, most of our guests arrived in summer (*Fig.2*) due to the holidays on this hemisphere. More often than before South and Central European tourists are also heading north during their winter holidays either to visit Helsinki only or to continue up to Lapland.

People usually book at HBB for their holiday visits in Finland but frequently for their business trips, too.

In the beginning of the new calendar year Helsinki Bed and Breakfast wishes you Health, Success, Love, Peace, and Happiness in 2018.

Sincerely Yours  
 Tapani Koskela  
 Helsinki Bed and Breakfast



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