

Dear Friend of Helsinki Bed and Breakfast (HBB)



**HBB**

We at HBB welcome the New Year 2020 and the New Decade with positive expectations. We know that the world as a whole is facing challenges, both of environmental and of human nature, that are not small. We do not ignore them but, rather, bring our own small contribution to the welfare of mankind. This must not mean saying hypocritical words but promoting sustainable and responsible travelling and understanding between people.



### **Sustainability**

The genuine home accommodation activity obeys the norms and rules of the local hosts' normal life. Every home in Helsinki is equipped with facilities for an effective recycling of waste and the inhabitants are motivated to use them. Saving energy has already been promoted for decades which has had a positive influence both on people's habits and on house technology. More and more people choose to purchase their electricity from renewable sources, and locally produced food is a strong trend in the entire country. All our guests are carefully instructed how to use the public transport during their visit. – All these examples may sound little but we believe that, when sufficiently many people contribute a little, all that sums up to something significant.

### **Responsibility**

As a small, low-profit, local business serving its customers with tailor's passion and offering a face-to-face contact with the locals HBB probably fulfils most of the general criteria of responsible travelling. Instead of excessive material luxury we believe that it is more important for our guests to get an experience.

Every home in our network is also used as the home, permanent or occasional, of the host. This means on one hand that none of us is ever making their living on your innocent will to visit our country and on the other hand that your visit has no undesirable effect on the local house rents.



*Figure 1. Winter joy in January 2019 at Helsinki.*

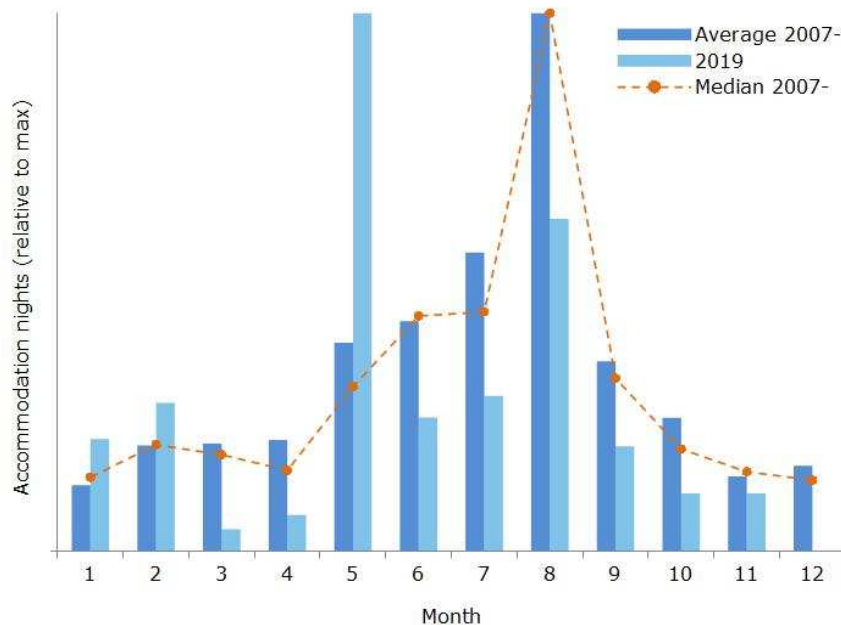
## Feedback

As before the feedback from our guests has been positive which is crucial for maintaining our motivation to keep on running this activity. Thank you so much! ❤️ Please, feel free to read more at <http://en.hbb.fi/faq.html#k20>.

Besides the accommodation itself and our service, visitors have often commented on the richness of Finnish food, the public traffic connections, the general safety and cleanness as well as the ease of access to nature even in the city. We have had the pleasure of helping our guests to find places of their interest. This also includes, of course, the wide choice of cultural attractions and events of the city or, whenever possible, the entire country.

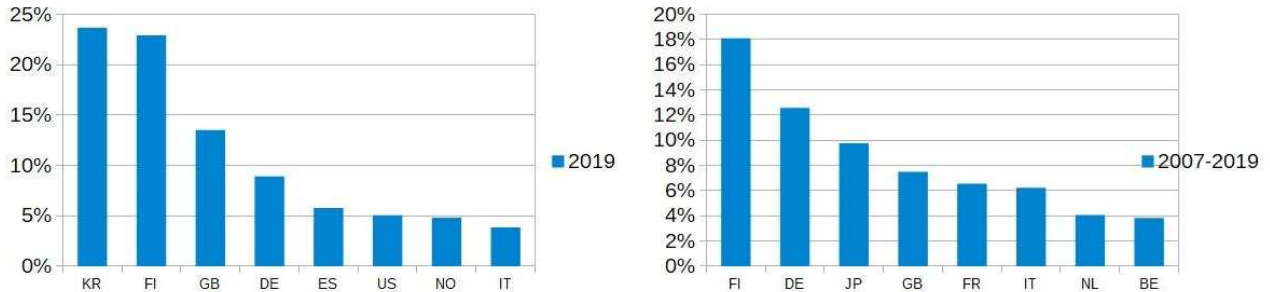
## Travelling in numbers

The positive trend in the total number of visitors to the Helsinki Capital area has continued in 2019. The city has also attracted more and more people outside the peak season, i.e. June and August. During the most popular weeks visitors have found it hard to find any accommodation within a reasonable distance from the city. In many cases HBB has been able to help those who cannot afford to pay doubled hotel prices and those who wish more privacy than a 12-bed dorm in a hostel. However, the old rule applies: it is wise to book in time (<http://en.hbb.fi/book.html>).



*Figure 2. The share of the accommodation nights per month in 2007-2019 and in 2019. Most of our guests arrive on their holidays in August but travelling outside the peak season is increasing. Moreover, participants in conferences and cultural events tend to favour HBB.*

In 2019 HBB had the pleasure of serving visitors from 14 countries while during the entire twelve years of activity the number is as high as 57 (cf. below).



*Figure 3. The share of accommodation nights among the eight most active nationalities was a bit different in 2019 (left) than on long term (right) with a notable increase of the Asian as well as American and Norwegian visitors. In total we had visitors from 14 countries during the year – or as many as 57 since the beginning twelve years ago.*

To conclude, in the beginning of the new year the network of Helsinki Bed and Breakfast wishes you

**Health, Success, Love, Peace, and Happiness in 2020. Hope to see you soon again!**

Sincerely Yours  
Tapani Koskela  
Helsinki Bed and Breakfast



#supportlocalbusiness