

Shortlist regions with accommodation demand that fits your plan.

Decision brief · 2026-09-25

Region-by-region demand, growth, guest mix and capacity indicators with validation tasks.
PUBLIC SAMPLE: limited public-source evidence

What completion looks like

A documented regional shortlist with the next site-level validation task.

Evidence still required

Occupancy, room rates, seasonality, new supply and the competitive set of a specific site.

Validate property-level demand: 3

Fastest recent growth in nights: Helsinki-Uusimaa (+7.5 %).

First records to review

All actions are in the workbook, CSV and offline workspace. The order is an operational review queue, not a profitability or win-probability forecast.

Helsinki-Uusimaa (FI1B)

Validate property-level demand

Nights 7,319,289 (2025); +7.5 % vs previous year; foreign share 45.6 %; average stay 1.67; bed-places 48,895 (2025).

Compare with the competitive set, seasonality and pipeline of new rooms in the micro-location before an investment or sales decision.

Occupancy, ADR and RevPAR, seasonality, new supply and the specific segment you serve.

<https://ec.europa.eu/eurostat/about-us/policies/copyright>

Stockholm (SE11)

Validate property-level demand

Nights 15,753,490 (2025); +2.9 % vs previous year; foreign share 35.9 %; average stay 1.82; bed-places 102,331 (2025).

Compare with the competitive set, seasonality and pipeline of new rooms in the micro-location before an investment or sales decision.

Occupancy, ADR and RevPAR, seasonality, new supply and the specific segment you serve.

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Etelä-Suomi (FI1C)

Validate property-level demand

Nights 3,246,871 (2025); +3.8 % vs previous year; foreign share 11.3 %; average stay 1.71; bed-places 40,857 (2025).

Compare with the competitive set, seasonality and pipeline of new rooms in the micro-location before an investment or sales decision.

Occupancy, ADR and RevPAR, seasonality, new supply and the specific segment you serve.

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Use your decision workspace

Open decision-workspace.html from the ZIP in your browser. Assign actions, record evidence and export a backup. Client-entered status does not change source verification. No messages, registrations or bids are sent by this tool.