



SUMMARY

Registered overnight stays up 25 per cent in Rovaniemi

In December 2016, 96 500 overnight stays were registered in Rovaniemi, of which Finns accounted for 12 800 and foreigners 83 700 nights. In total, overnight stays were up 25.1 per cent compared to December 2015. The number of overnight stays by Finnish residents were down by 4.1 per cent, but overnight stays by foreigners were up 31.2 per cent from a year earlier.

Registered accommodation facilities received 42000 travellers, which was 25.7 per cent more than a year earlier. Finns accounted for 7 600 (+0.3 %) and foreigners 35 000 (+33.1 %).

Accommodation turnover with VAT rose 48.2 per cent, and it was EUR 7.33 million. Of overnight stays, 89 000 were for leisure and 7 700 for business purposes. The average price of an overnight stay in December was EUR 76.0 (+18.4 %).

Growth in tax free shopping and flight passengers

The number in arriving flight passengers was 58 000, which was 22 per cent more than in December 2015. Domestic flights brought 28 000 (+8.5 %) and international flights 30 000 (+33.8 %) passengers. Tax free shopping increased by 12.6 per cent in Rovaniemi from a year earlier.

Registered overnight stays up 20 per cent in Lapland

In December 2016, 422 000 overnight stays were registered in Lapland, of which Finns accounted for 86 000 and foreigners 366 000 nights. In total, overnight stays were up 20.6 per cent compared to December 2015. The number of overnight stays by Finnish residents was 1.9 per cent and by foreigners 26.5 per cent higher from a year earlier.

Registered accommodation facilities received 149 000 travellers, which was 26.4 per cent more than a year earlier. Finns accounted for 29 000 (+ 1.2 %) and foreigners 120 000 (+ 34.6 %).

Accommodation turnover (VAT included) in Lapland rose 27.8 per cent and it was EUR 21.8 million. Of overnight stays, 367 000 were for leisure and 55 000 for business purposes. The average price of an overnight stay in December was 51.5 euros (+5.9 %).



UP IN DECEMBER

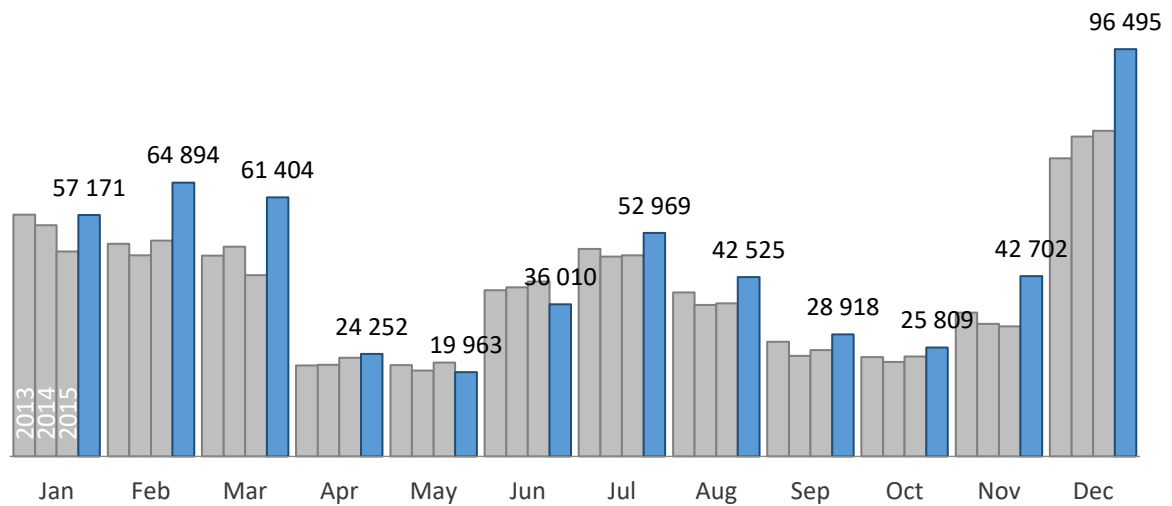
- ❖ Overnight stays +25.1 %
- ❖ Foreigner overnight stays +31.2 %
- ❖ Singapore overnight stays +73.5 %
- ❖ Accommodation turnover +48.2 %

DOWN IN DECEMBER

- ❖ Domestic overnight stays -4.1 %



Overnight stays in Rovaniemi per month



KEY FIGURES IN ROVANIEMI

Overnight stays	December 2016	change (2015)	January-December	change (2015)
Total	96 495	25.1 %	553 112	17.6 %
Finland	12 763	-4.1 %	225 249	6.1 %
Foreign countries	83 732	31.2 %	327 863	27.0 %
Europe	54 907	24.3 %	197 909	13.7 %
EU-28	50 891	25.2 %	158 580	20.8 %
Asia	23 399	48.3 %	106 522	61.3 %
UK	19 391	29.1 %	27 921	28.4 %
Singapore	7 887	73.5 %	11 613	94.8 %
France	7 295	32.5 %	27 641	15.4 %
Italy	7 060	18.0 %	18 049	26.7 %
Spain	5 434	65.2 %	18 593	93.3 %
Ireland	4 238	36.8 %	4 868	46.9 %
China	3 923	75.4 %	17 505	124.3 %
Japan	2 974	0.6 %	17 255	13.7 %
Russia	2 915	13.0 %	17 282	-22.2 %
Oceania	2 700	53.3 %	7 562	27.3 %
Australia	2 553	49.2 %	7 150	25.5 %
Hongkong	2 438	10.1 %	8 690	53.8 %
Indonesia	1 873	215.9 %	2 322	198.8 %
America (North, Central, South)	1 703	66.0 %	9 925	33.9 %
Germany	1 614	-4.4 %	24 724	2.5 %
Israel	53	-85.1 %	29 140	63.3 %

Arrivals	December 2016	change (2015)	January-December	change (2015)
Total	42 181	25.7 %	284 980	14.4 %
Finland	7 577	0.3 %	131 909	4.6 %
Foreign countries	34 604	33.1 %	153 071	24.4 %
Europe	19 912	21.4 %	91 052	9.8 %
EU-28	18 366	23.2 %	71 667	16.0 %
Asia	12 356	54.8 %	50 543	63.2 %
UK	6 548	37.2 %	10 339	25.8 %
Singapore	3 894	69.0 %	5 961	98.0 %
France	2 364	15.8 %	13 112	10.7 %
Italy	2 362	8.2 %	7 665	31.5 %
China	2 279	85.4 %	10 704	140.3 %
Ireland	2 267	57.5 %	2 535	65.4 %
Spain	1 765	42.8 %	6 576	68.9 %
Japan	1 604	9.0 %	9 316	11.9 %

Hongkong	1 581	35.4 %	5 275	63.9 %
Russia	1 067	-1.4 %	6 375	-26.5 %
Indonesia	1 023	213.8 %	1 303	197.5 %
Oceania	994	62.2 %	3 415	25.0 %
Australia	947	59.4 %	3 230	24.2 %
America (North, Central, South)	762	76.4 %	4 778	41.0 %
Germany	673	-15.1 %	12 137	-3.8 %
Israel	23	-85.1 %	7 329	47.7 %

Capacity	December 2016	change (2015)	January-December	change (2015)
Accommodation	18	20.0 %	17	5.9 %
Rooms	1 501	11.3 %	1 361	2.9 %
Beds	3 406	13.8 %	3 053	0.0 %

Occupancy rate	December 2016	change (2015)	January-December	change (2015)
Rooms	89,7 %	6.8 %-point	59,1 %	4.9 %-point

Price incl. VAT	December 2016 EUR	change (2015)	January-December EUR	change (2015)
Overnight stay	75,98	18.4 %	55,41	10.5 %

Accommodation turnover incl. VAT	December 2016 EUR	change (2015)	January-December EUR	change (2015)
Total	7 331 690	48.2 %	30 648 914	30.0 %
Finland (estimate)	969 733	13.5 %	11 091 550	13.3 %
Foreigners (estimate)	6 361 957	55.4 %	19 557 364	41.8 %

Duration	December 2016	change (2015)	January-December	change (2015)
Total	2,29	-0.4 %	1,94	2.9 %
Finland	1,68	-4.5 %	1,71	1.4 %
Foreigners	2,42	-1.2 %	2,14	2.2 %

RevPAR	December 2016	change (2015)	January-December	change (2015)
Finland	45,01 €	8.9 %	47,36 €	7.6 %
Helsinki	63,12 €	-0.6 %	80,89 €	10.0 %
Lapland	n/a		n/a	
Rovaniemi	n/a		n/a	

Purpose	December 2016	change (2015)	January-December	change (2015)
Leisure	88 775	30.7 %	417 530	27.1 %
Business	7 720	-15.9 %	135 582	-4.2 %

Tax free sales in Rovaniemi	December 2016	change (2015)	January-December	change (2015)
Total		12.6 %		-25.3 %
Russia		18.5 %		-35.3 %
Japan		0.5 %		
China		-11.1 %		34.1 %

Passenger arrivals/all airports	December 2016	change (2015)	January-December	change (2015)
Total	914 898	9.4 %	10 373 439	3.4 %
Domestic	254 513	3.8 %	2 682 593	3.2 %
International	660 385	11.7 %	7 690 846	3.5 %

Passenger arrivals/Rovaniemi Airport	December 2016	change (2015)	January-December	change (2015)
Total	58 368	20.2 %	243 461	1.7 %
Domestic	28 344	8.5 %	198 060	-2.1 %
International	30 024	33.8 %	45 401	22.9 %

COMPARISON WITH SELECTED AREAS (OVERNIGHT STAYS)

	total			Finland			foreign countries		
	Dec 2015	Dec 2016	change	Dec 2015	Dec 2016	change	Dec 2015	Dec 2016	change
Finland	1 386 289	1 519 211	9.6 %	831 614	866 832	4.2 %	554 675	652 379	17.6 %
Helsinki	258 855	264 627	2.2 %	122 160	122 545	0.3 %	136 695	142 082	3.9 %
Kuusamo	57 210	62 018	8.4 %	38 360	37 611	-2.0 %	18 850	24 407	29.5 %
Sotkamo	48 128	53 296	10.7 %	43 158	45 995	6.6 %	4 970	7 301	46.9 %
Lapland	350 108	422 212	20.6 %	84 369	85 996	1.9 %	265 739	336 216	26.5 %
Kittilä	73 917	89 252	20.7 %	17 731	18 537	4.5 %	56 186	70 715	25.9 %
Kolari	48 957	50 761	3.7 %	15 949	13 533	-15.1 %	33 008	37 228	12.8 %
Rovaniemi	77 118	96 495	25.1 %	13 312	12 763	-4.1 %	63 806	83 732	31.2 %
Saariselkä	54 966	73 366	33.5 %	10 065	10 949	8.8 %	44 901	62 417	39.0 %
Pyhä-Luosto	20 484	26 886	31.3 %	5 841	7 827	34.0 %	14 643	19 059	30.2 %

	total			Finland			foreign countries		
	Jan-Dec 2015	Jan-Dec 2016	change	Jan-Dec 2015	Jan-Dec 2016	change	Jan-Dec 2015	Jan-Dec 2016	change
Finland	19 738 123	20 371 063	3.2 %	14 227 773	14604 069	2.6 %	5 510 350	5 766 994	4.7 %
Helsinki	3 461 958	3 576 804	3.3 %	1 621 687	1 659 767	2.3 %	1 840 271	1 917 037	4.2 %
Kuusamo	482 713	546 295	13.2 %	382 010	432 188	13.1 %	100 703	114 107	13.3 %
Sotkamo	648 582	647 294	-0.2 %	606 191	599 285	-1.1 %	42 391	48 009	13.3 %
Lapland	2 356 847	2 665 623	13.1 %	1 330 059	1 454 253	9.3 %	1 026 788	1 211 370	18.0 %
Kittilä	454 766	542 750	19.3 %	250 870	304 849	21.5 %	203 896	237 901	16.7 %
Kolari	264 656	294 732	11.4 %	177 091	179 034	1.1 %	87 565	115 698	32.1 %
Rovaniemi	470 382	553 112	17.6 %	212 239	225 249	6.1 %	258 143	327 863	27.0 %
Saariselkä	300 098	341 107	13.7 %	162 544	171 459	5.5 %	137 554	169 648	23.3 %
Pyhä-Luosto	122 056	141 632	16.0 %	69 589	82 680	18.8 %	52 467	58 952	12.4 %

ABOUT STATISTICS

Overnight stays, arrivals, capacity, usage rate, prices, accommodation turnover, purpose and RevPAR

- ❖ Statistics from registered accommodations (*at least 20 beds or caravan spots with electricity*)
- ❖ Source: Statistics Finland

Tax free

- ❖ Source: Global Blue

Flight passengers

- ❖ Source: Finavia