



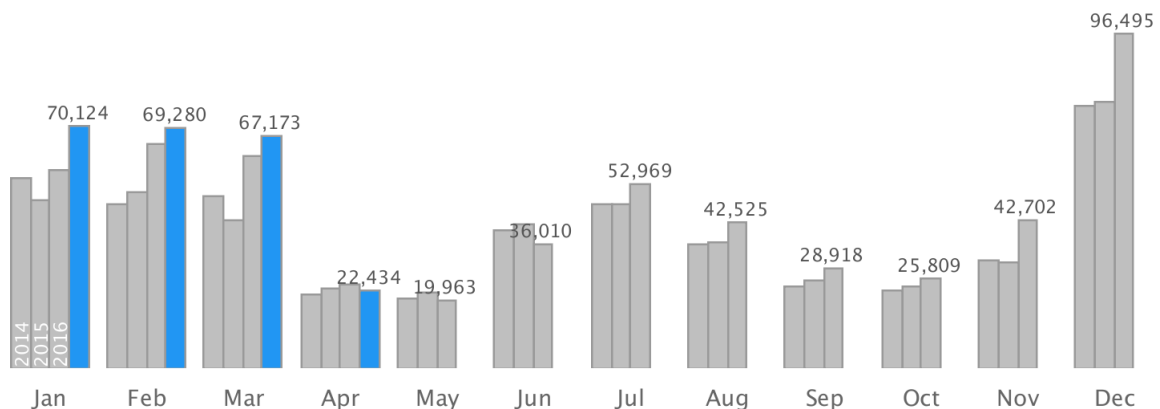
ROVANIEMI TRAVEL KEY FIGURES

April 2017

Registered overnight stays decreased seven percent in Rovaniemi

In April 2017, 22,400 overnight stays were registered in Rovaniemi, of which Finns accounted for 13,200 (-17 %) and foreign residents 9,300 (+10 %). In total, overnight stays decreased seven percent compared to april last year. The highest number of foreign visitors in Rovaniemi was for the Spaniards: 1,400 overnight stays.

Bednights in Rovaniemi



Overnight stays by country of residence

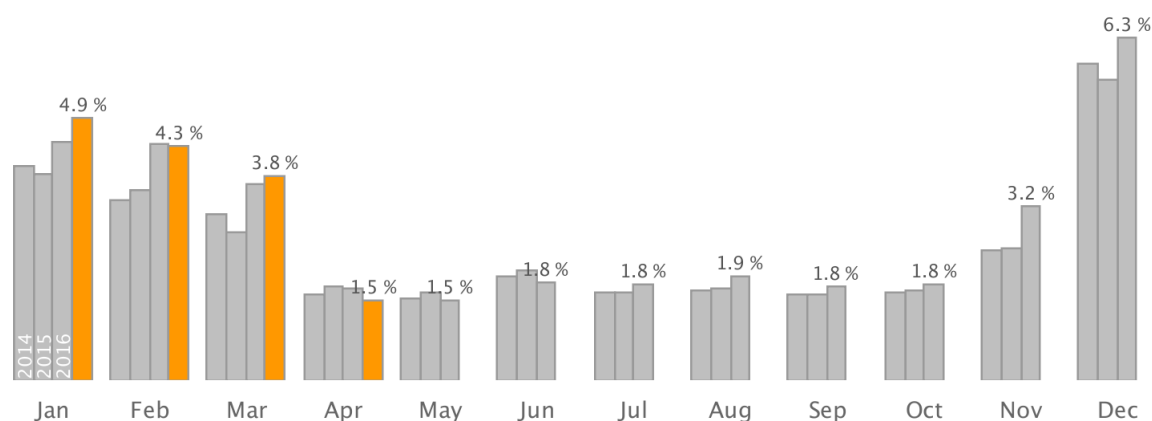
	APRIL Amount	Change	Share	JAN-APRIL Amount	Change	Share
All	22,400	-7.5 %	100.0 %	229,000	10.2 %	100.0 %
Finland	13,200	-17.0 %	58.7 %	56,400	-12.3 %	24.6 %
Foreign	9,300	10.4 %	41.3 %	173,000	20.4 %	75.4 %
Spain	1,400	63.9 %	6.0 %	6,700	-23.7 %	2.9 %
China	1,100	51.1 %	4.9 %	22,600	93.8 %	9.9 %
Britain	520	90.1 %	2.3 %	6,900	48.0 %	3.0 %
Russia	500	60.5 %	2.2 %	10,200	6.2 %	4.5 %
Norway	460	-43.4 %	2.1 %	1,800	7.3 %	0.8 %
Germany	440	-57.2 %	2.0 %	10,600	-8.4 %	4.6 %
Israel	370	12.7 %	1.7 %	33,500	16.4 %	14.6 %
France	360	-19.5 %	1.6 %	18,400	3.8 %	8.1 %
United States	250	55.9 %	1.1 %	2,800	67.7 %	1.2 %
Sweden	250	16.4 %	1.1 %	1,600	14.9 %	0.7 %
Australia	210	44.1 %	0.9 %	2,300	75.1 %	1.0 %
Italy	190	4.5 %	0.8 %	5,600	7.5 %	2.4 %
India	150	-27.8 %	0.7 %	1,800	-2.1 %	0.8 %
Singapore	120	161.4 %	0.5 %	5,200	145.8 %	2.3 %
Belgium	110	-50.0 %	0.5 %	2,900	18.8 %	1.2 %
Japan	110	22.1 %	0.5 %	9,500	21.5 %	4.2 %
Taiwan	99	16.5 %	0.4 %	3,300	19.7 %	1.4 %
Switzerland	97	-33.6 %	0.4 %	2,700	9.9 %	1.2 %
Poland	82	228.0 %	0.4 %	800	12.4 %	0.3 %
Netherlands	46	-79.8 %	0.2 %	1,900	-35.5 %	0.8 %
Turkey	30	-30.2 %	0.1 %	4,300	27.7 %	1.9 %
Ireland	26	36.8 %	0.1 %	240	29.6 %	0.1 %

(China also includes visitors from Hong Kong)

Market share 1.5 per cent

In Finland, the number of registered overnight stays was 1.50 million (+7 %), of which Finnish residents accounted for 1.16 million (+4 %). 345,000 (+15 %) were registered for those living abroad. Rovaniemi's market share of all overnight stays in Finland was 1.5 % (-0.2 percentage points), of overnight stays by Finnish residents 1.1 % and those by foreigners 2.7 %.

Market share of bednights



In comparison with overnight stays in April, Rovaniemi was number fifteen among Finnish tourism areas.

Overnight stays in selected tourism areas

	APRIL Amount	Change	Share	JAN-APRIL Amount	Change	Share
Finland	1,500,000	6.7 %	100.0 %	6,310,000	7.0 %	100.0 %
Helsinki	283,000	14.4 %	18.8 %	1,080,000	14.3 %	17.2 %
Tampere	78,300	-4.7 %	5.2 %	302,000	3.7 %	4.8 %
Vantaa	69,300	1.6 %	4.6 %	288,000	1.8 %	4.6 %
Kittilä	65,700	16.6 %	4.4 %	289,000	6.2 %	4.6 %
Kuusamo	63,300	23.4 %	4.2 %	268,000	9.4 %	4.2 %
Turku	57,600	3.3 %	3.8 %	203,000	7.0 %	3.2 %
Sotkamo	51,900	19.7 %	3.5 %	251,000	-0.3 %	4.0 %
Kolari	44,600	18.3 %	3.0 %	210,000	10.4 %	3.3 %
Oulu	41,900	-5.9 %	2.8 %	176,000	2.0 %	2.8 %
Kuopio	36,000	-2.1 %	2.4 %	182,000	0.1 %	2.9 %
Rovaniemi	22,400	-7.5 %	1.5 %	229,000	10.2 %	3.6 %

Of overnight stays in April, 13,500 (-4 %) were for leisure time travellers and 8,900 (-12 %) for business travellers.

In April, Finnish residents stayed in registered accommodation facilities in Rovaniemi 1.5 overnight stays (-0.1 overnight stays) and foreigners 2.0 overnight stays on average (-0.1 overnight stays).

Accommodation facilities received 13,300 travellers

Arrivals in Rovaniemi registered accommodation facilities decreased four percent compared to the same month last year. Of the travellers who stayed overnight, 65.6 % were Finnish residents and 34.4 % foreigners.

Arrivals in Rovaniemi accommodation facilities

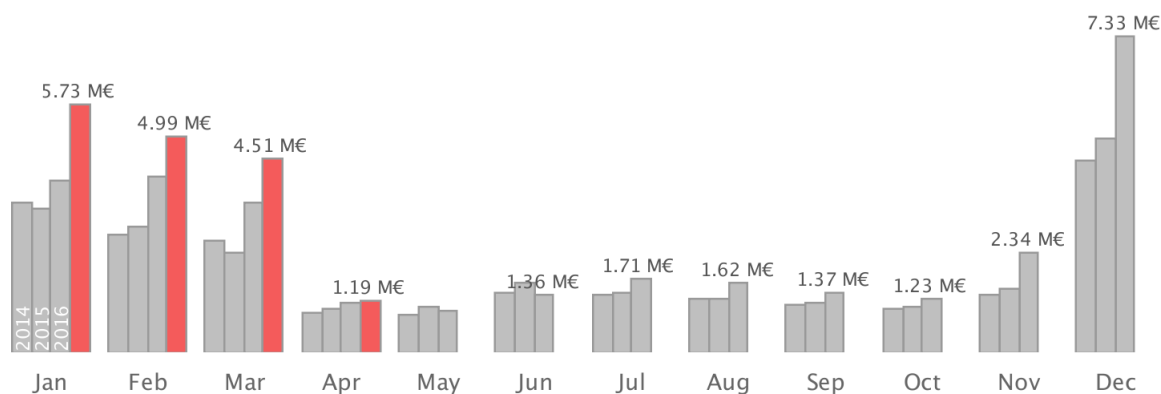
	APRIL Amount	Change	JAN-APRIL Amount	Change
All	13,300	-4.1 %	106,000	11.2 %
Finland	8,700	-12.0 %	34,000	-9.0 %
Foreign	4,600	15.7 %	72,100	24.2 %

Accommodation turnover 1.19 million euro

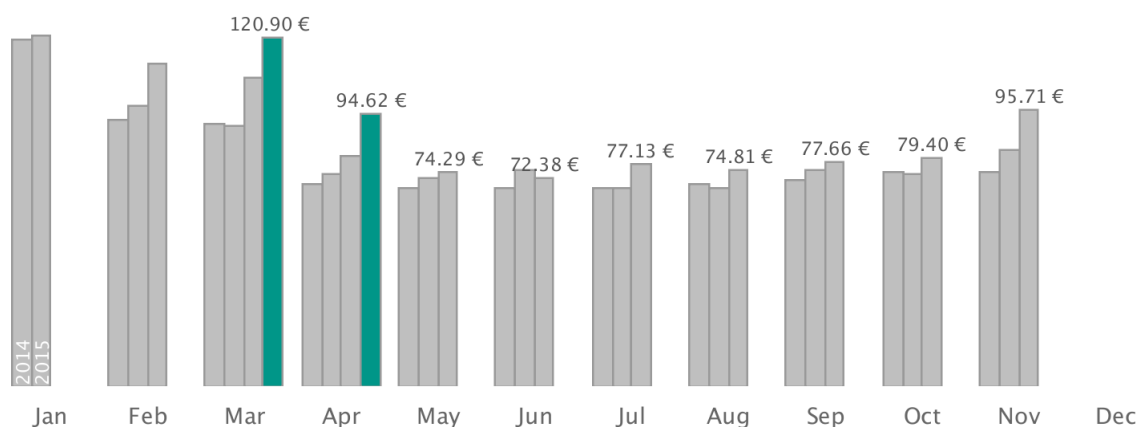
In total, the turnover (with VAT) in registered accommodation facilities April was 1.19 million euro, when a year earlier it was 1.17 million euro. The average price per room was 94.6 euro (+14 euro) and occupancy rate 34.1 % (-5 percentage point).

Tax free -sales increased 54 percent (Russia +56 %, China -10 %).

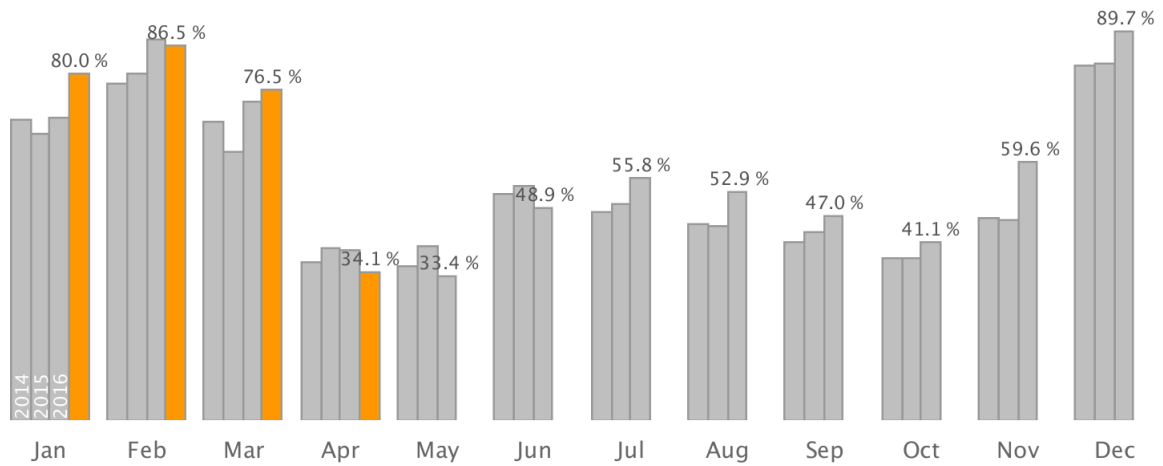
Accommodation turnover (million EUR)



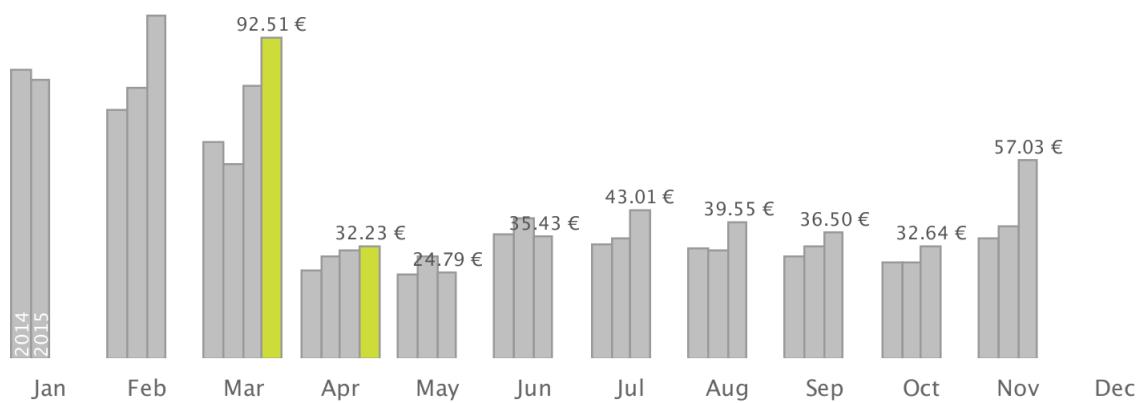
Average room price EUR



Occupancy rate



RevPAR EUR



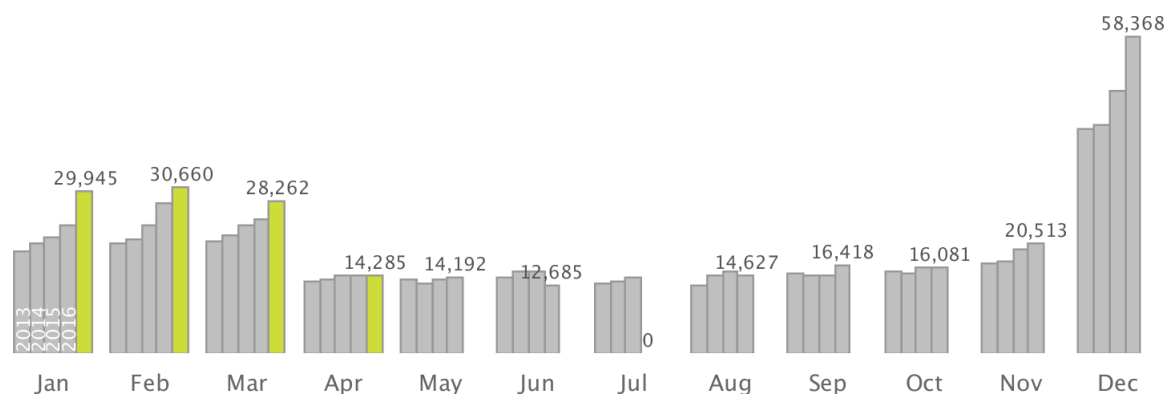
RevPAR (revenue per available room).

Formula: $RevPAR = \text{average room price} * \text{room occupancy rate}$.

14,300 flight passengers arrivals

Rovaniemi Airport received 14,300 passengers, of which 1.4 % came with direct flights from abroad and 98.6 % with domestic flights. In total, the arrivals decreased two percent.

Passenger arrivals at Rovaniemi Airport



Passenger arrivals at Rovaniemi Airport

	APRIL Amount	Change	JAN-APRIL Amount	Change
All	14,300	-2.1 %	103,000	13.9 %
Domestic	14,100	-2.5 %	82,000	6.1 %
International	200	38.8 %	21,100	59.2 %

Sources: Statistics Finland, Global Blue, Finavia

Compiled by: Tutkimus- ja Analysointikeskus TAK Oy (Research and Analysis Centre TAK)

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