



SUMMARY

Registered overnight stays up 6 per cent in Rovaniemi

In February 2017, 68 900 overnight stays were registered in Rovaniemi, of which Finns accounted for 12 500 and foreigners 56 400 nights. In total, overnight stays were up 6 per cent compared to February 2016. The number of overnight stays by Finnish residents were down by 15 per cent, but overnight stays by foreigners were up 13 per cent from a year earlier.

Registered accommodation facilities received 31 700 travellers, which was 3 per cent more than a year earlier. Finns accounted for 7 600 (- 10 %) and foreigners 24 100 (+ 9 %).

Accommodation turnover with VAT rose 22 per cent, and it was EUR 4.95 million. Of overnight stays, 54 100 were for leisure and 14 900 for business purposes.

Growth in tax free shopping and flight passengers

The number of arriving flight passengers was 30 700, which was 11 per cent more than in February 2016. Domestic flights brought 22 500 (+2 %) and international flights 8 200 (+46 %) passengers. Tax free shopping increased by 47 per cent in Rovaniemi from a year earlier.

Registered overnight stays up 13 per cent in Lapland

In February 2017, 345 000 overnight stays were registered in Lapland, of which Finns accounted for 103 000 and foreigners 242 000 nights. In total, overnight stays were up 13 per cent compared to February 2016. The number of overnight stays by Finnish residents was 4 per cent lower but by foreigners 23 per cent higher from a year earlier.

Registered accommodation facilities received 114 000 travellers, which was 10 per cent more than a year earlier. Finns accounted for 36 300 (- 8 %) and foreigners 77 400 (+ 20 %).

Accommodation turnover (VAT included) in Lapland rose 22 per cent and it was EUR 19.3 million. Of overnight stays, 277 000 were for leisure and 68 000 for business purposes.



UP IN FEBRUARY

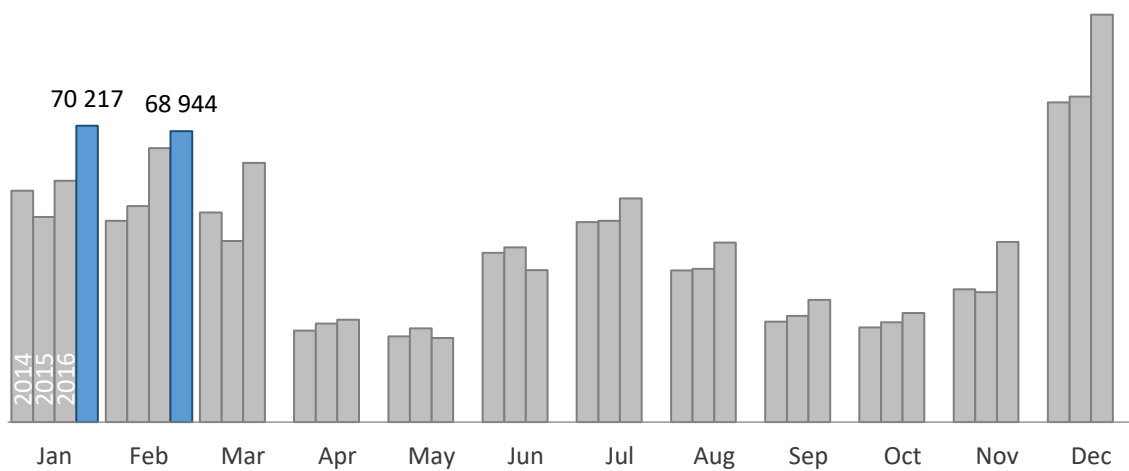
- ❖ Singapore overnight stays +139 %
- ❖ China overnight stays +49 %
- ❖ Israel overnight stays +13 %
- ❖ Accommodation turnover +22 %

DOWN IN FEBRUARY

- ❖ Domestic overnight stays -15 %
- ❖ Germany overnight stays -10 %



Overnight stays in Rovaniemi per month



KEY FIGURES IN ROVANIEMI

| Overnight stays | February 2017 | change (2016) | Jan-Feb 2017 | change (2016) |
|-------------------|---------------|---------------|--------------|---------------|
| Total | 68 944 | 6,2 % | 139 068 | 13,9 % |
| Foreign countries | 56 400 | 12,6 % | 112 526 | 23,3 % |
| Asia | 32 185 | 21,4 % | 53 551 | 51,2 % |
| Europe | 21 929 | -0,5 % | 53 999 | 3,7 % |
| EU-28 | 19 783 | -2,1 % | 42 293 | 4,5 % |
| Israel | 14 266 | 13,3 % | 14 383 | 13,0 % |
| Finland | 12 544 | -15,3 % | 26 542 | -13,8 % |
| France | 6 941 | 3,3 % | 13 599 | 0,4 % |
| China | 6 424 | 89,3 % | 13 721 | 147,9 % |
| Germany | 4 044 | -10,4 % | 7 751 | 1,5 % |
| Japan | 3 541 | -3,6 % | 6 780 | 21,3 % |
| UK | 2 750 | 42,7 % | 5 113 | 43,0 % |
| Singapore | 1 828 | 139,0 % | 3 808 | 195,9 % |
| Spain | 1 413 | -16,9 % | 4 076 | 15,0 % |
| Turkey | 1 362 | -18,4 % | 3 978 | 32,0 % |
| Hongkong | 1 312 | -27,5 % | 3 574 | 35,2 % |
| Taiwan | 1 194 | 2,1 % | 2 384 | 24,1 % |
| N-, C-, S-America | 1 096 | 42,7 % | 2 117 | 13,1 % |
| Switzerland | 1 046 | 14,7 % | 1 882 | 13,8 % |
| Italy | 1 036 | -2,2 % | 4 197 | 0,5 % |
| Belgium | 887 | -12,1 % | 1 893 | 22,0 % |
| Scandinavia | 839 | 17,7 % | 1 579 | 1,8 % |

| Arrivals | February 2017 | change (2016) | Jan-Feb 2017 | change (2016) |
|-------------------|---------------|---------------|--------------|---------------|
| Total | 31 724 | 3,5 % | 63 457 | 13,1 % |
| Foreign countries | 24 149 | 8,6 % | 47 933 | 23,0 % |
| Asia | 15 186 | 33,4 % | 27 014 | 66,0 % |
| Europe | 7 843 | -22,6 % | 18 594 | -11,2 % |
| Finland | 7 575 | -10,1 % | 15 524 | -9,2 % |
| EU-28 | 6 870 | -25,6 % | 14 707 | -15,3 % |
| Israel | 4 486 | 29,6 % | 4 544 | 29,3 % |
| China | 4 044 | 87,5 % | 8 410 | 145,4 % |
| France | 2 046 | -52,5 % | 3 942 | -49,9 % |
| Japan | 2 025 | 5,5 % | 3 732 | 23,2 % |
| UK | 1 259 | 81,4 % | 2 443 | 73,5 % |
| Singapore | 1 250 | 204,9 % | 2 439 | 236,4 % |
| Germany | 1 167 | -6,4 % | 2 458 | 21,3 % |
| Hongkong | 834 | -27,7 % | 2 165 | 34,7 % |
| Taiwan | 732 | -19,5 % | 1 483 | -1,0 % |

| | | | | |
|-------------------|-----|---------|-------|---------|
| N-, C-, S-America | 532 | 52,4 % | 978 | 15,6 % |
| Switzerland | 508 | 13,6 % | 879 | 19,1 % |
| Spain | 499 | -24,7 % | 1 278 | 2,5 % |
| Italy | 487 | 12,2 % | 1 601 | 13,4 % |
| Turkey | 461 | -31,8 % | 1 610 | 36,9 % |
| Malaysia | 421 | 259,8 % | 558 | 262,3 % |
| Scandinavia | 413 | 0,0 % | 779 | -7,0 % |

| Capacity | February 2017 | change (2016) | Jan-Feb 2017 | change (2016) |
|---------------|---------------|---------------|--------------|---------------|
| Accommodation | 19 | 18.8 % | 19 | 18.8 % |
| Rooms | 1 529 | 7.4 % | 1 529 | 7.4 % |
| Beds | 3 442 | 8.2 % | 3 451 | 8.6 % |

| Occupancy rate | February 2017 | change (2016) | Jan-Feb 2017 | change (2016) |
|----------------|---------------|---------------|--------------|---------------|
| Rooms | 87.8 % | -0.3 %-point | 84.0 | +5 %-point |

| Price incl. VAT | February 2017 EUR | change (2016) | Jan-Feb 2017 | change (2016) |
|-----------------|----------------------|---------------|--------------|---------------|
| Overnight stay | 71.80 | 14.6 % | 76.52 | 15.9 % |

| Accommodation turnover incl. VAT | February 2017 EUR | change (2016) | Jan-Feb 2017 | change (2016) |
|----------------------------------|----------------------|---------------|--------------|---------------|
| Total | 4 950 179 | 21.7 % | 10 641 443 | 32.0 % |

| Duration | February 2017 | change (2016) | Jan-Feb 2017 | change (2016) |
|------------|---------------|---------------|--------------|---------------|
| Total | 2.17 | 2.4 % | 2.19 | 0.5 % |
| Finland | 1.66 | -5.7 % | 1.71 | -5.0 % |
| Foreigners | 2.34 | 4.0 % | 2.35 | 0.4 % |

| RevPAR | February 2017 | change (2016) | Jan-Feb 2017 | change (2016) |
|-----------|---------------|---------------|--------------|---------------|
| Finland | 52.14 € | 8.7 % | 48.25 € | 10.3 |
| Helsinki | 67.40 € | 2.3 % | 64.46 € | -1.3 % |
| Lapland | 81.02 € | 22.3 % | 75.30 € | 27.6 % |
| Rovaniemi | n/a | | n/a | |

| Purpose | February 2017 | change (2016) | Jan-Feb 2017 | change (2016) |
|----------|---------------|---------------|--------------|---------------|
| Leisure | 54 052 | 9.2 % | 111 133 | 16.1 % |
| Business | 14 892 | -3.2 % | 27 935 | 6.0 % |

| Tax free sales in Rovaniemi | February 2017 | change (2016) | Jan-Feb 2017 | change (2016) |
|-----------------------------|---------------|---------------|--------------|---------------|
| Total | | 47.0 % | | 49.1 % |
| Russia | | 34.1 % | | 49.8 % |
| Japan | | -6.9 % | | 4.3 % |
| China | | 130.6 % | | 91.8 % |

| Passenger arrivals/all airports | February 2017 | change (2016) | Jan-Feb 2017 | change (2016) |
|---------------------------------|---------------|---------------|--------------|---------------|
| Total | 833 668 | 4.2 % | 1 680 317 | 7.3 % |
| Domestic | 266 750 | 1.1 % | 515 629 | 6.5 % |
| International | 566 918 | 5.8 % | 1 164 688 | 7.7 % |

| Passenger arrivals/Rovaniemi Airport | February 2017 | change (2016) | Jan-Feb 2017 | change (2016) |
|--------------------------------------|---------------|---------------|--------------|---------------|
| Total | 30 660 | 10.8 % | 60 605 | 18.2 % |
| Domestic | 22 489 | 2.0 % | 45 697 | 8.5 % |
| International | 8 171 | 45.7 % | 14 908 | 63.3 % |

COMPARISON WITH SELECTED AREAS (OVERNIGHT STAYS)

| | total | | | Finland | | | foreign countries | | |
|----------------|-----------|-----------|--------|-----------|-----------|---------|-------------------|----------|---------|
| | Feb 2016 | Feb 2017 | change | Feb 2016 | Feb 2017 | change | Feb 2016 | Feb 2017 | change |
| Finland | 1 488 419 | 1 585 928 | 6.6 % | 1 027 235 | 1 043 036 | 1.5 % | 461 184 | 542 892 | 17.7 % |
| Helsinki | 217 606 | 246 862 | 13.4 % | 113 049 | 132 016 | 16.8 % | 104 557 | 114 846 | 9.8 % |
| Kuusamo | 64 185 | 69 270 | 7.9 % | 51 400 | 52 746 | 2.6 % | 12 785 | 16 524 | 29.2 % |
| Sotkamo | 69 592 | 64 561 | -7.2 % | 63 813 | 62 607 | -1.9 % | 5 779 | 1 954 | -66.2 % |
| Lapland | 304 405 | 345 097 | 13.4 % | 107 742 | 102 894 | -4.5 % | 196 663 | 242 203 | 23.2 % |
| Kittilä | 70 842 | 75 687 | 6.8 % | 27 540 | 25 278 | -8.2 % | 43 302 | 50 409 | 16.4 % |
| Kolari | 45 823 | 53 869 | 17.6 % | 20 196 | 17 790 | -11.9 % | 25 627 | 36 079 | 40.8 % |
| Rovaniemi | 64 894 | 68 944 | 6.2 % | 14 805 | 12 544 | -15.3 % | 50 089 | 56 400 | 12.6 % |
| Saariselkä | 34 122 | 43 058 | 26.2 % | 12 287 | 11 406 | -7.2 % | 21 835 | 31 652 | 45.0 % |
| Pyhä-Luosto | 18 315 | 20 372 | 11.2 % | 7 573 | 10 302 | 36.0 % | 10 742 | 10 070 | -6.3 % |

| | total | | | Finland | | | foreign countries | | |
|----------------|--------------|--------------|--------|--------------|--------------|---------|-------------------|--------------|---------|
| | Jan-Feb 2016 | Jan-Feb 2017 | change | Jan-Feb 2016 | Jan-Feb 2017 | change | Jan-Feb 2016 | Jan-Feb 2017 | change |
| Finland | 2 791 032 | 3 029 715 | 8.6 % | 1 809 612 | 1 871 016 | 3.4 % | 981 420 | 1 158 699 | 18.1 % |
| Helsinki | 461 398 | 503 889 | 9.2 % | 228 922 | 254 811 | 11.3 % | 232 476 | 249 078 | 7.1 % |
| Kuusamo | 112 993 | 123 871 | 9.6 % | 72 882 | 74 741 | 2.6 % | 40 111 | 49 130 | 22.5 % |
| Sotkamo | 117 570 | 115 080 | -2.1 % | 97 981 | 99 829 | 1.9 % | 19 589 | 15 251 | -22.1 % |
| Lapland | 545 948 | 653 665 | 19.7 % | 182 087 | 174 794 | -4.0 % | 363 861 | 478 871 | 31.6 % |
| Kittilä | 132 268 | 143 477 | 8.5 % | 45 951 | 40 100 | -12.7 % | 86 317 | 103 377 | 19.8 % |
| Kolari | 79 851 | 96 529 | 20.9 % | 30 314 | 26 049 | -14.1 % | 49 537 | 70 480 | 42.3 % |
| Rovaniemi | 122 065 | 139 068 | 13.9 % | 30 783 | 26 542 | -13.8 % | 91 282 | 112 526 | 23.3 % |
| Saariselkä | 56 552 | 85 189 | 50.6 % | 19 230 | 20 274 | 5.4 % | 37 322 | 64 915 | 73.9 % |
| Pyhä-Luosto | 30 927 | 36 146 | 16.9 % | 12 990 | 17 557 | 35.2 % | 17 937 | 18 589 | 3.6 % |

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