



# SUMMARY

## **Registered overnight stays up 23 per cent in Rovaniemi**

In January 2017, 70 200 overnight stays were registered in Rovaniemi, of which Finns accounted for 14 100 and foreigners 56 100 nights. In total, overnight stays were up 23 per cent compared to January 2016. The number of overnight stays by Finnish residents were down by 12 per cent, but overnight stays by foreigners were up 36 per cent from a year earlier.

Registered accommodation facilities received 31 800 travellers, which was 25 per cent more than a year earlier. Finns accounted for 8 000 (- 8 %) and foreigners 23 800 (+42 %).

Accommodation turnover with VAT rose 43 per cent, and it was EUR 5.7 million. Of overnight stays, 57 100 were for leisure and 13 100 for business purposes.

## **Growth in tax free shopping and flight passengers**

The number in arriving flight passengers was 29 900, which was 27 per cent more than in January 2016. Domestic flights brought 23 200 (+16 %) and international flights 6 700 (+91 %) passengers. Tax free shopping increased by 51 per cent in Rovaniemi from a year earlier.

## **Registered overnight stays up 27 per cent in Lapland**

In January 2017, 308 000 overnight stays were registered in Lapland, of which Finns accounted for 72 100 and foreigners 236 000 nights. In total, overnight stays were up 27 per cent compared to January 2016. The number of overnight stays by Finnish residents was 3 per cent lower but by foreigners 41 per cent higher from a year earlier.

Registered accommodation facilities received 97 800 travellers, which was 27 per cent more than a year earlier. Finns accounted for 25 800 (- 4 %) and foreigners 72 000 (+ 43 %).

Accommodation turnover (VAT included) in Lapland rose 39 per cent and it was EUR 17.7 million. Of overnight stays, 250 000 were for leisure and 57 800 for business purposes.



### UP IN JANUARY

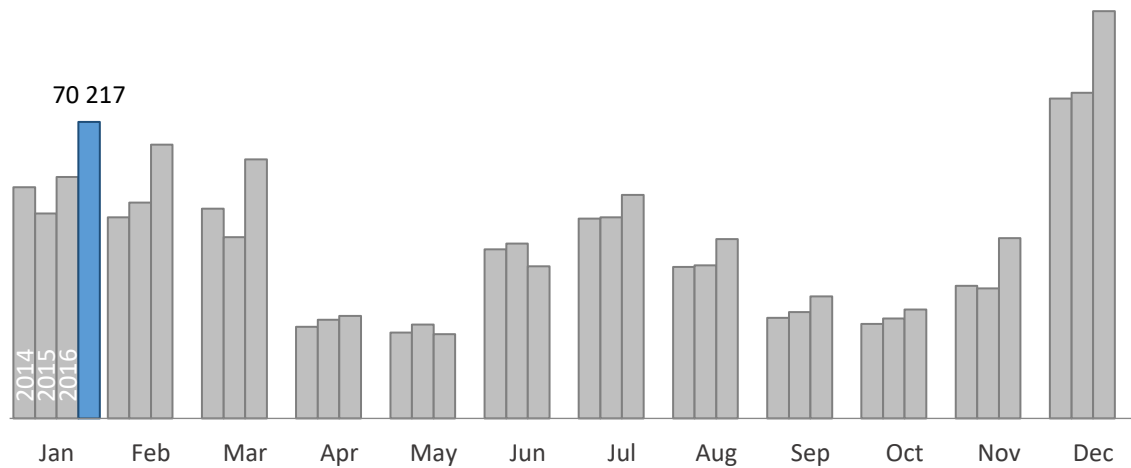
- ❖ Singapore overnight stays +279 %
- ❖ China overnight stays +241 %
- ❖ Hong Kong overnight stays +171 %
- ❖ Accommodation turnover +43 %

### DOWN IN JANUARY

- ❖ Domestic overnight stays -12 %



Overnight stays in Rovaniemi per month



### KEY FIGURES IN ROVANIEMI

Overnight stays	January 2017	change (2016)
Total	70 217	22.8 %
Foreign countries	56 149	36.3 %
Europe	32 093	6.8 %
EU-28	22 503	11.1 %
Asia	21 366	139.9 %
Finland	14 068	-12.0 %
Russia	7 801	-5.4 %
China	7 297	240.8 %
France	6 652	-2.6 %
Germany	3 683	17.9 %
Japan	3 239	69.2 %
Italy	3 159	1.3 %
Spain	2 663	44.4 %
Turkey	2 616	94.6 %
UK	2 365	43.4 %
Hongkong	2 262	171.2 %
Singapore	1 980	279.3 %
Taiwan	1 190	58.5 %
America (north, central,south)	1 021	-7.5 %
Belgium	1 006	85.3 %
Oceania	971	40.7 %
Israel	117	-14.6 %

Arrivals	January 2017	change (2016)
Total	31 776	24.9 %
Foreign countries	23 792	42.0 %
Asia	11 827	141.9 %
Europe	10 760	-0.5 %
Finland	7 984	-8.0 %
EU-28	7 831	-3.7 %
China	4 365	243.7 %
Russia	2 255	6.0 %
France	1 890	-47.0 %
Japan	1 707	53.6 %
Hongkong	1 331	193.2 %
Germany	1 285	64.7 %
Singapore	1 189	277.5 %
UK	1 185	66.0 %
Turkey	1 149	129.8 %

Italy	1 111	13.6 %
Spain	779	33.4 %
Taiwan	751	27.5 %
India	468	236.7 %
America (north,central,south)	446	-10.3 %
Oceania	424	32.9 %
Israel	58	13.7 %

Capacity	January 2017	change (2016)
Accommodation	19	18.8 %
Rooms	1 529	7.4 %
Beds	3 460	8.9 %

Occupancy rate	January 2017	change (2016)
Rooms	80.9 %	+11.0 %-point

Price incl. VAT	January 2017 EUR	change (2016)
Overnight stay	81.13	16.2 %

Accommodation turnover incl. VAT	January 2017 EUR	change (2016)
Total	5 696 705	42.7 %

Duration	January 2017	change (2016)
Total	2,21	-1.8 %
Finland	1,76	-4.3 %
Foreigners	2,36	-4.1 %

RevPAR	January 2017	change (2016)
Finland	44,27 €	12.1 %
Helsinki	61,49 €	-5.0 %
Lapland	69,61 €	34.8 %
Rovaniemi	n/a	

Purpose	January 2017	change (2016)
Leisure	57 086	23.6 %
Business	13 131	19.6 %

Tax free sales in Rovaniemi	January 2017	change (2016)
Total		51.0 %
Russia		63.0 %
Japan		22.1 %
China		45.7 %

Passenger arrivals/all airports	January 2017	change (2016)
Total	846 649	10.5 %
Domestic	248 879	13.0 %
International	597 770	9.5 %

Passenger arrivals/Rovaniemi Airport	January 2017	change (2016)
Total	29 945	27.0 %
Domestic	23 208	15.6 %
International	6 737	91.4 %

## COMPARISON WITH SELECTED AREAS (OVERNIGHT STAYS)

	total			Finland			foreign countries		
	Jan 2016	Jan 2017	change	Jan 2016	Jan 2017	change	Jan 2016	Jan 2017	change
<b>Finland</b>	1 302 613	1 442 236	10.7 %	782 377	826 838	5.7 %	520 236	615 398	18.3 %
Helsinki	243 792	256 789	5.3 %	115 873	121 880	5.2 %	127 919	134 909	5.5 %
Kuusamo	48 808	54 601	11.9 %	21 482	21 995	2.4 %	27 326	32 606	19.3 %
Sotkamo	47 978	50 519	5.3 %	34 168	37 222	8.9 %	13 810	13 297	-3.7 %
<b>Lapland</b>	241 543	307 708	27.4 %	74 345	72 100	-3.0 %	167 198	235 608	40.9 %
Kittilä	61 426	67 790	10.4 %	18 411	14 822	-19.5 %	43 015	52 968	23.1 %
Kolari	34 028	42 660	25.4 %	10 118	8 259	-18.4 %	23 910	34 401	43.9 %
Rovaniemi	57 171	70 217	22.8 %	15 978	14 068	-12.0 %	41 193	56 149	36.3 %
Saariselkä	22 430	40 996	82.8 %	6 943	8 866	27.7 %	15 487	32 130	107.5 %
Pyhä-Luosto	12 612	15 774	25.1 %	5 417	7 255	33.9 %	7 195	8 519	18.4 %

## 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