



# ROVANIEMI TRAVEL KEY FIGURES

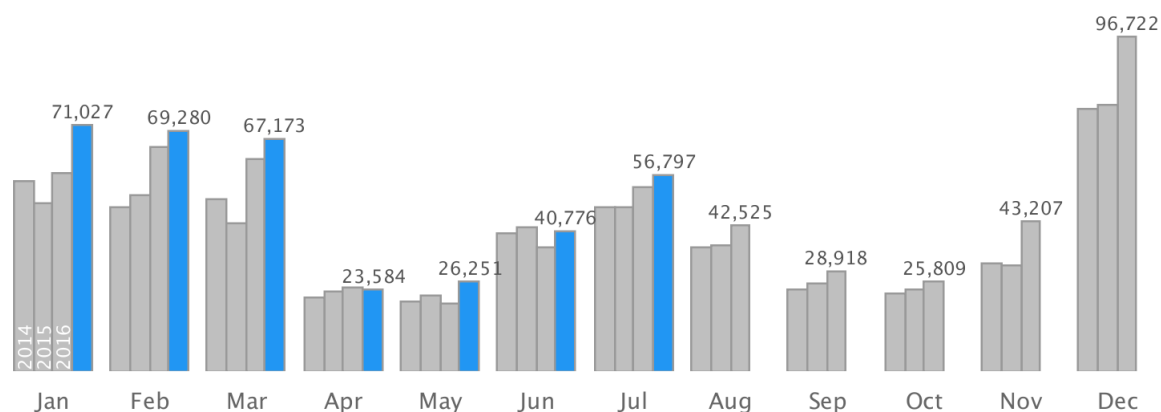
## July 2017

### Registered overnight stays increased seven percent in Rovaniemi

In July 2017, 56,800 overnight stays were registered in Rovaniemi, of which Finns accounted for 28,300 (-8 %) and foreign residents 28,500 (+28 %). In total, overnight stays increased seven percent compared to July last year. The highest number of foreign visitors in Rovaniemi was for the Germans: 4,600 overnight stays.

Between Jan-July this year, the number of registered overnight stays for domestic visitors in Rovaniemi was 119,000 (-9 %) and 236,000 (+26 %) for those by foreign visitors, in total 355,000 (+12 %) overnight stays so far.

## Bednights in Rovaniemi



### Overnight stays by country of residence

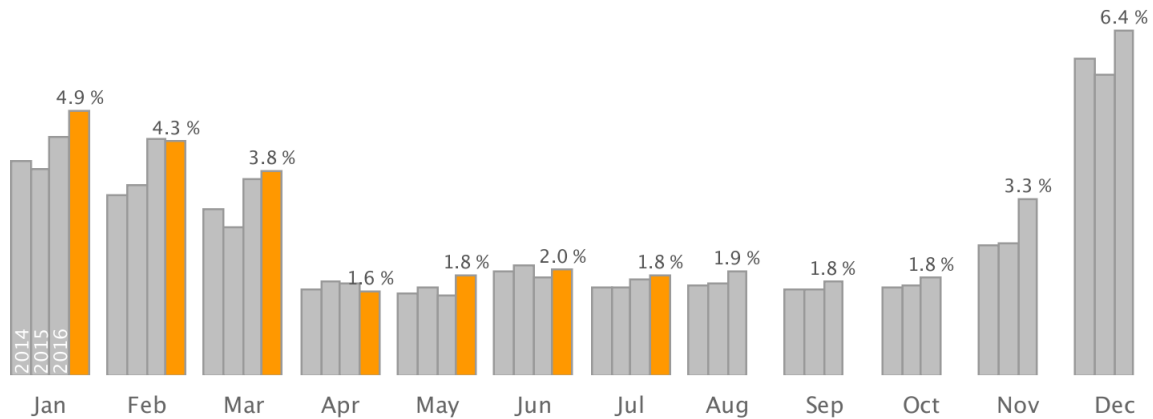
	JULY Amount	Change	Share	JAN-JULY Amount	Change	Share
All	56,800	7.2 %	100.0 %	355,000	12.1 %	100.0 %
Foreign	28,500	28.2 %	50.2 %	236,000	26.4 %	66.4 %
Finland	28,300	-7.9 %	49.8 %	119,000	-8.5 %	33.6 %
Germany	4,600	51.1 %	8.1 %	22,100	18.6 %	6.2 %
Norway	4,500	-4.4 %	7.8 %	8,100	-2.5 %	2.3 %
China	1,800	158.1 %	3.1 %	25,500	91.2 %	7.2 %
Netherlands	1,600	42.7 %	2.8 %	5,000	-4.0 %	1.4 %
Switzerland	1,600	8.0 %	2.7 %	5,400	6.6 %	1.5 %
Sweden	1,500	-13.6 %	2.6 %	4,200	1.9 %	1.2 %
Italy	1,100	33.5 %	2.0 %	7,100	7.3 %	2.0 %
Russia	1,100	-26.4 %	2.0 %	12,700	5.0 %	3.6 %
Australia	1,000	61.4 %	1.8 %	4,900	54.9 %	1.4 %
Spain	970	10.4 %	1.7 %	8,200	-19.0 %	2.3 %
Poland	850	-16.8 %	1.5 %	2,100	-1.4 %	0.6 %
United States	780	29.9 %	1.4 %	7,000	100.2 %	2.0 %
India	720	1,113.6 %	1.3 %	4,000	63.5 %	1.1 %
France	640	3.4 %	1.1 %	22,800	20.6 %	6.4 %
Taiwan	430	229.8 %	0.8 %	4,300	32.8 %	1.2 %
Belgium	420	36.7 %	0.7 %	3,500	14.3 %	1.0 %
Britain	360	-19.7 %	0.6 %	9,400	63.0 %	2.7 %
Japan	210	-19.9 %	0.4 %	10,000	20.1 %	2.8 %
Israel	57	67.6 %	0.1 %	33,600	16.2 %	9.5 %
Singapore	51	131.8 %	0.1 %	5,400	143.6 %	1.5 %
Ireland	12	-86.5 %	0.0 %	270	-9.7 %	0.1 %
Turkey	6	-53.8 %	0.0 %	4,400	27.6 %	1.2 %

(China also includes visitors from Hong Kong)

# Market share 1.8 per cent

In Finland, the number of registered overnight stays was 3.07 million (+2 %), of which Finnish residents accounted for 2.27 million (-1 %). 802,000 (+12 %) were registered for those living abroad. Rovaniemi´s market share of all overnight stays in Finland was 1.8 % (+0.1 percentage points), of overnight stays by Finnish residents 1.2 % and those by foreigners 3.6 %.

## Market share of bednights



In comparison with overnight stays in July, Rovaniemi was number twelve among Finnish tourism areas.

### Overnight stays in selected tourism areas

	JULY Amount	Change	Share	JAN-JULY Amount	Change	Share
Finland	3,070,000	2.3 %	100.0 %	12,900,000	5.6 %	100.0 %
Helsinki	458,000	8.2 %	14.9 %	2,280,000	12.3 %	17.6 %
Tampere	151,000	6.0 %	4.9 %	641,000	5.5 %	5.0 %
Turku	143,000	4.7 %	4.6 %	485,000	4.7 %	3.8 %
Vantaa	89,700	-1.0 %	2.9 %	547,000	3.7 %	4.2 %
Oulu	81,800	2.9 %	2.7 %	355,000	3.3 %	2.8 %
Kalajoki	79,900	2.2 %	2.6 %	163,000	1.6 %	1.3 %
Kuopio	79,300	-1.3 %	2.6 %	345,000	-1.4 %	2.7 %
Savonlinna	77,300	2.1 %	2.5 %	199,000	6.8 %	1.5 %
Sotkamo	72,600	5.6 %	2.4 %	411,000	2.3 %	3.2 %
Lappeenranta	68,400	-3.2 %	2.2 %	267,000	9.3 %	2.1 %
<b>Rovaniemi</b>	<b>56,800</b>	<b>7.2 %</b>	<b>1.8 %</b>	<b>355,000</b>	<b>12.1 %</b>	<b>2.7 %</b>

Of overnight stays in July, 48,400 (+4 %) were for leisure time travellers and 8,300 (+34 %) for business travellers.

In July, Finnish residents stayed in registered accommodation facilities in Rovaniemi 1.6 overnight stays (-0.2 overnight stays) and foreigners 1.5 overnight stays on average (-0.0 overnight stays).

## Accommodation facilities received 36,700 travellers

Arrivals in Rovaniemi registered accommodation facilities increased 14 percent compared to the same month last year. Of the travellers who stayed overnight, 48.9 % were Finnish residents and 51.1 % foreigners.

Arrivals in Rovaniemi accommodation facilities

	<b>JULY Amount</b>	<b>Change</b>	<b>JAN-JULY Amount</b>	<b>Change</b>
All	36,700	13.7 %	182,000	12.8 %
Foreign	18,800	29.1 %	110,000	27.3 %
Finland	18,000	1.1 %	72,300	-3.7 %

## Accommodation turnover 1.94 million euro

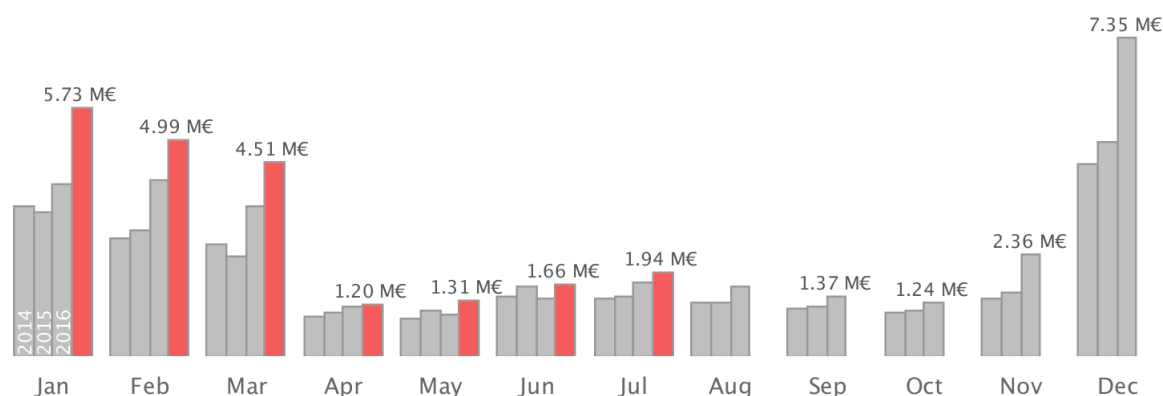
In total, the turnover (with VAT) in registered accommodation facilities July was 1.94 million euro, when a year earlier it was 1.71 million euro. The average price per room was 80.7 euro (+3 euro) and occupancy rate 55.7 % (-0.2 percentage point).

Tax free -sales increased 60 percent (Russia +68 %, China -34 %).

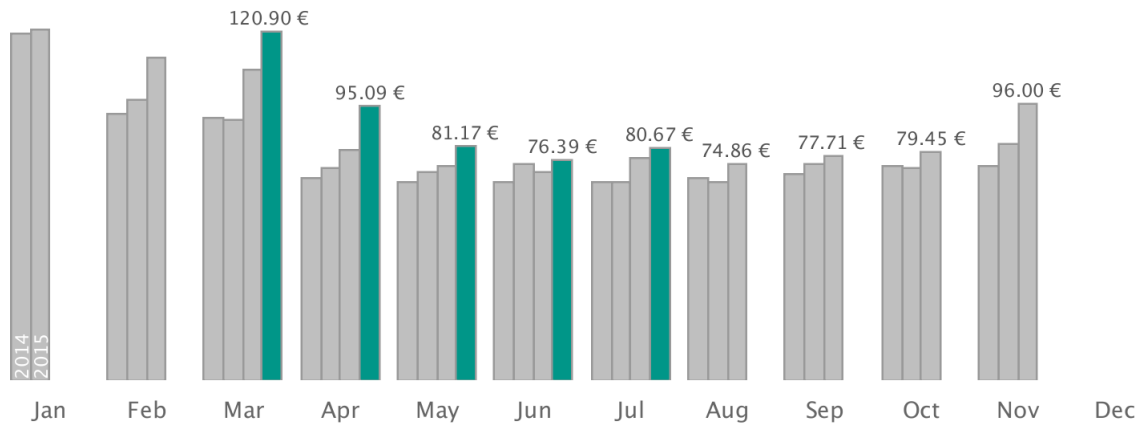
Accommodation sales in total, room price AVG, occupation rate and RevPAR

	<b>Sales €</b>	<b>Average room price €</b>	<b>Occupation rate %</b>	<b>RevPAR €</b>
01-07 2013	13,400,000	81.60	53.95	46.18
01-07 2014	13,300,000	83.20	55.95	48.67
01-07 2015	13,700,000	85.86	56.46	50.18
01-07 2016	16,800,000		59.19	
01-07 2017	21,300,000	114.20	62.06	71.13

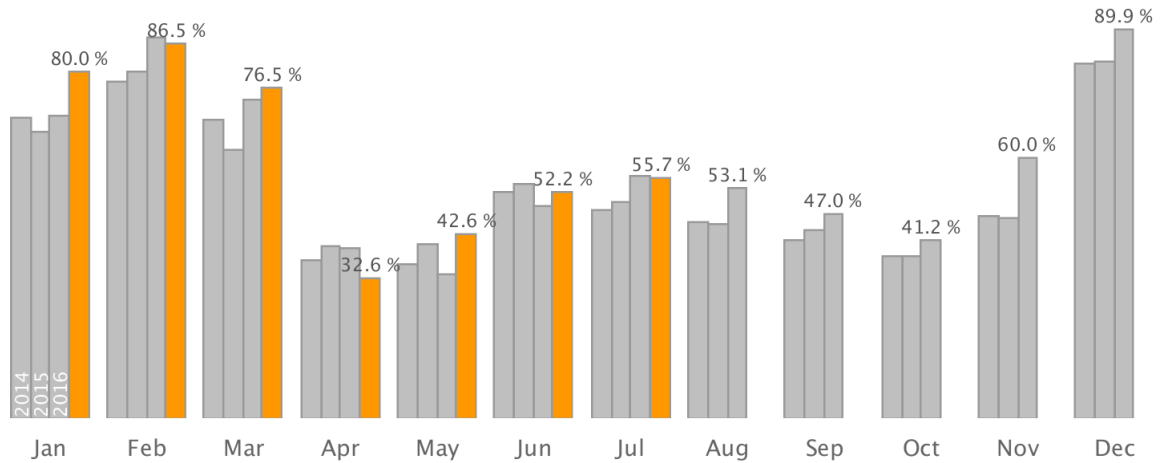
## Accommodation turnover (million EUR)



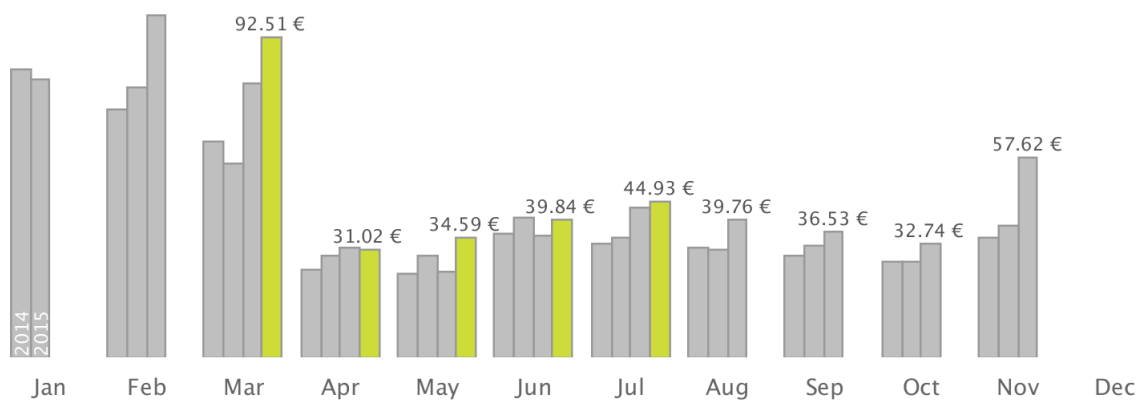
## Average room price EUR



## Occupancy rate



## RevPAR EUR



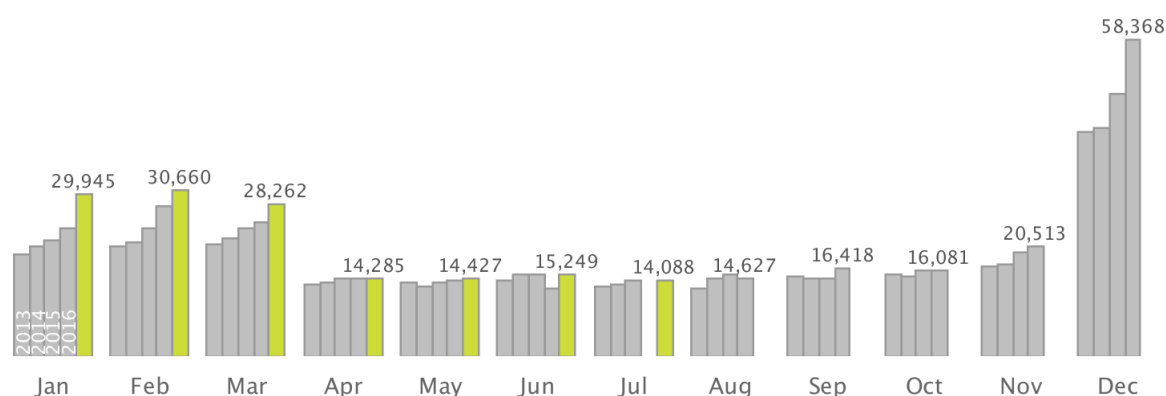
RevPAR (revenue per available room).

Formula: RevPAR = average room price \* room occupancy rate.

## 14,100 flight passengers arrivals

Rovaniemi Airport received 14,100 passengers, of which 2.1 % came with direct flights from abroad and 97.9 % with domestic flights. Foreign travelers also arrive with domestic flights via Helsinki Airport. In total, the arrivals increased a little bit.

### Passenger arrivals at Rovaniemi Airport



### Passenger arrivals at Rovaniemi Airport

	JULY Amount	Change	JAN-JULY Amount	Change
All	14,100	-	147,000	25.1 %
Domestic	13,800	-	125,000	20.1 %
International	300	-	22,100	63.3 %

Sources: Statistics Finland, Global Blue, Finavia

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

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