



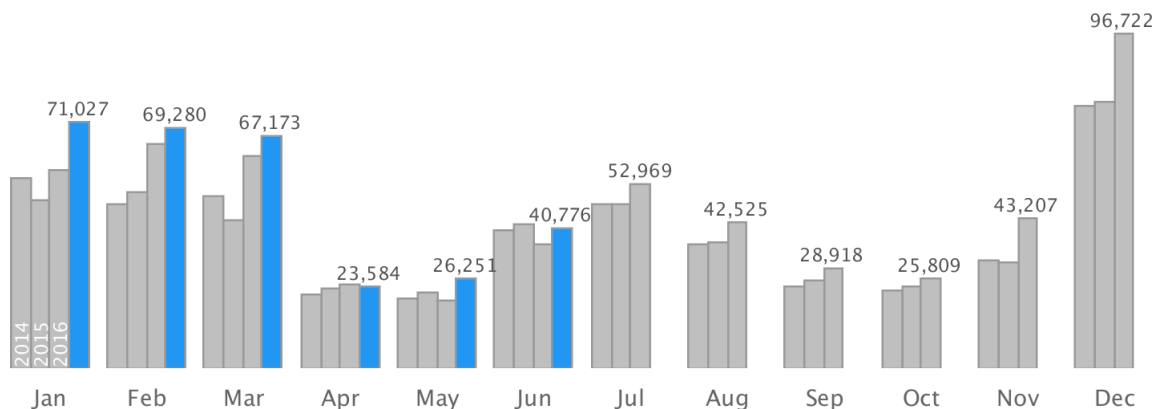
ROVANIEMI TRAVEL KEY FIGURES

June 2017

Registered overnight stays increased 13 percent in Rovaniemi

In June 2017, 40,800 overnight stays were registered in Rovaniemi, of which Finns accounted for 19,600 (-5 %) and foreign residents 21,200 (+38 %). In total, overnight stays increased 13 percent compared to June last year. The highest number of foreign visitors in Rovaniemi was for the Germans: 6,200 overnight stays.

Bednights in Rovaniemi



Overnight stays by country of residence

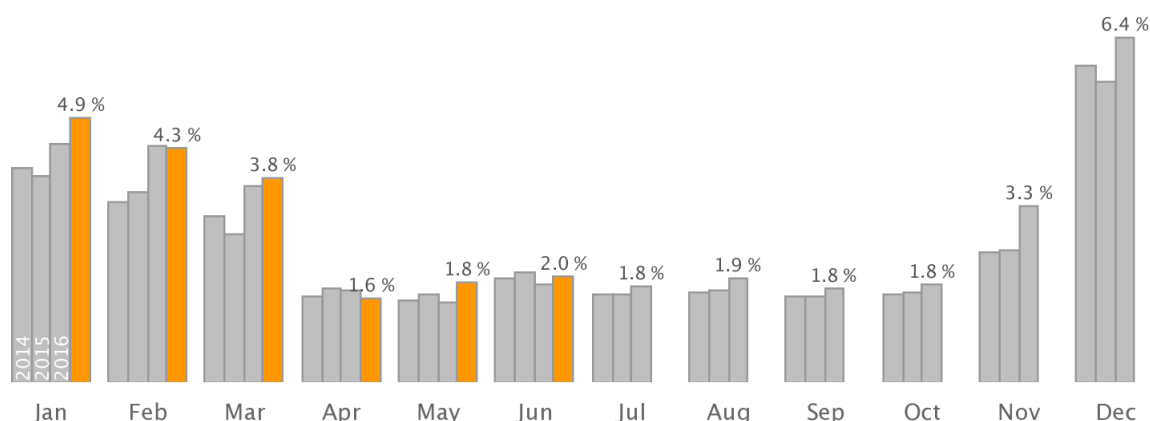
	JUNE Amount	Change	Share	JAN-JUNE Amount	Change	Share
All	40,800	13.2 %	100.0 %	298,000	13.0 %	100.0 %
Foreign	21,200	37.8 %	52.0 %	207,000	26.2 %	69.5 %
Finland	19,600	-5.1 %	48.0 %	90,900	-8.7 %	30.5 %
Germany	6,200	71.1 %	15.3 %	17,500	12.2 %	5.9 %
Norway	1,400	2.4 %	3.4 %	3,700	-0.1 %	1.2 %
Netherlands	1,200	37.0 %	3.1 %	3,300	-17.1 %	1.1 %
India	1,100	172.9 %	2.8 %	3,300	37.4 %	1.1 %
France	1,100	165.6 %	2.8 %	22,100	21.2 %	7.4 %
United States	1,100	41.2 %	2.6 %	6,200	114.7 %	2.1 %
Switzerland	1,000	1.7 %	2.5 %	3,800	6.0 %	1.3 %
Australia	960	34.8 %	2.4 %	3,900	53.3 %	1.3 %
Sweden	830	18.2 %	2.0 %	2,700	13.2 %	0.9 %
Britain	800	73.5 %	2.0 %	9,100	69.9 %	3.0 %
Russia	680	64.7 %	1.7 %	11,600	9.4 %	3.9 %
China	600	-14.4 %	1.5 %	23,700	87.5 %	8.0 %
Taiwan	410	64.1 %	1.0 %	3,800	24.4 %	1.3 %
Spain	400	19.2 %	1.0 %	7,200	-21.8 %	2.4 %
Poland	380	16.1 %	0.9 %	1,200	13.1 %	0.4 %
Italy	320	-31.3 %	0.8 %	6,000	3.4 %	2.0 %
Japan	200	26.7 %	0.5 %	9,800	21.3 %	3.3 %
Belgium	150	-43.4 %	0.4 %	3,100	11.8 %	1.0 %
Singapore	57	14.0 %	0.1 %	5,300	143.7 %	1.8 %
Israel	33	73.7 %	0.1 %	33,600	16.2 %	11.3 %
Turkey	12	-40.0 %	0.0 %	4,400	27.9 %	1.5 %
Ireland	12	-20.0 %	0.0 %	260	23.0 %	0.1 %

(China also includes visitors from Hong Kong)

Market share 2.0 per cent

In Finland, the number of registered overnight stays was 2.08 million (+5 %), of which Finnish residents accounted for 1.48 million (+3 %). 602,000 (+12 %) were registered for those living abroad. Rovaniemi's market share of all overnight stays in Finland was 2.0 % (+0.1 percentage points), of overnight stays by Finnish residents 1.3 % and those by foreigners 3.5 %.

Market share of bednights



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

Overnight stays in selected tourism areas

	JUNE Amount	Change	Share	JAN-JUNE Amount	Change	Share
Finland	2,080,000	5.5 %	100.0 %	9,840,000	6.8 %	100.0 %
Helsinki	375,000	6.0 %	18.1 %	1,810,000	13.1 %	18.4 %
Tampere	101,000	6.3 %	4.9 %	490,000	5.4 %	5.0 %
Vantaa	84,200	3.9 %	4.1 %	457,000	4.7 %	4.6 %
Turku	76,800	-0.3 %	3.7 %	342,000	4.7 %	3.5 %
Sotkamo	56,500	10.2 %	2.7 %	338,000	1.6 %	3.4 %
Kuopio	52,700	-2.7 %	2.5 %	265,000	-1.4 %	2.7 %
Oulu	51,600	5.1 %	2.5 %	273,000	3.4 %	2.8 %
Kalajoki	47,100	13.7 %	2.3 %	82,900	1.1 %	0.8 %
Jyväskylä	46,700	9.7 %	2.2 %	217,000	4.2 %	2.2 %
Lappeenranta	44,300	19.7 %	2.1 %	198,000	14.3 %	2.0 %
Rovaniemi	40,800	13.2 %	2.0 %	298,000	13.0 %	3.0 %

Of overnight stays in June, 31,800 (+21 %) were for leisure time travellers and 9,000 (-8 %) for business travellers.

In June, Finnish residents stayed in registered accommodation facilities in Rovaniemi 1.6 overnight stays (-0.3 overnight stays) and foreigners 1.5 overnight stays on average (+0.0 overnight stays).

Accommodation facilities received 26,800 travellers

Arrivals in Rovaniemi registered accommodation facilities increased 26 percent compared to the same month last year. Of the travellers who stayed overnight, 46.1 % were Finnish residents and 53.9 % foreigners.

Arrivals in Rovaniemi accommodation facilities

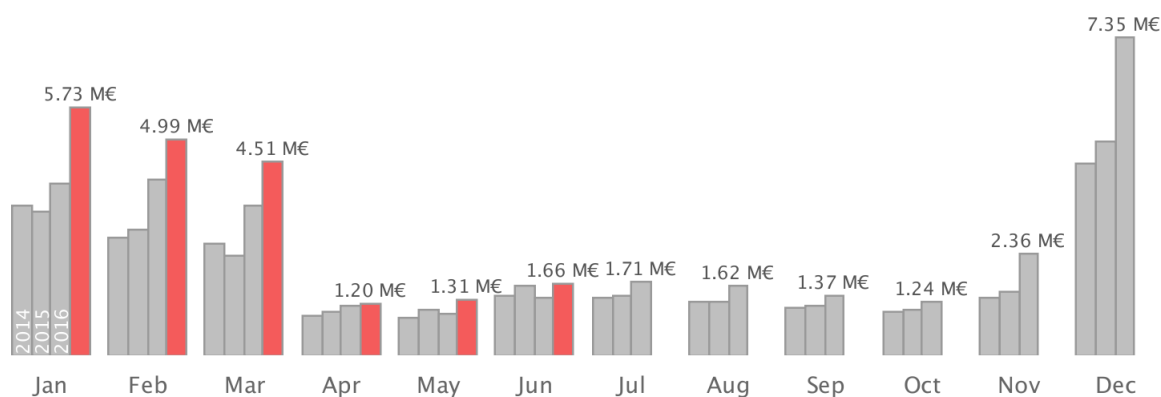
	JUNE Amount	Change	JAN-JUNE Amount	Change
All	26,800	25.7 %	145,000	12.6 %
Foreign	14,400	36.4 %	91,000	26.9 %
Finland	12,400	15.1 %	54,400	-5.2 %

Accommodation turnover 1.66 million euro

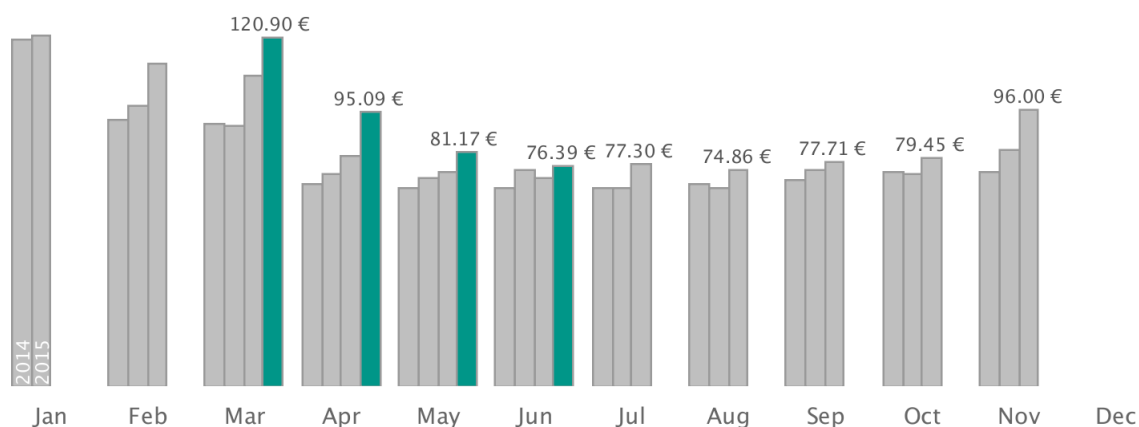
In total, the turnover (with VAT) in registered accommodation facilities June was 1.66 million euro, when a year earlier it was 1.36 million euro. The average price per room was 76.4 euro (+4 euro) and occupancy rate 52.2 % (+3 percentage point).

Tax free -sales increased 98 percent (Russia +134 %, China -20 %).

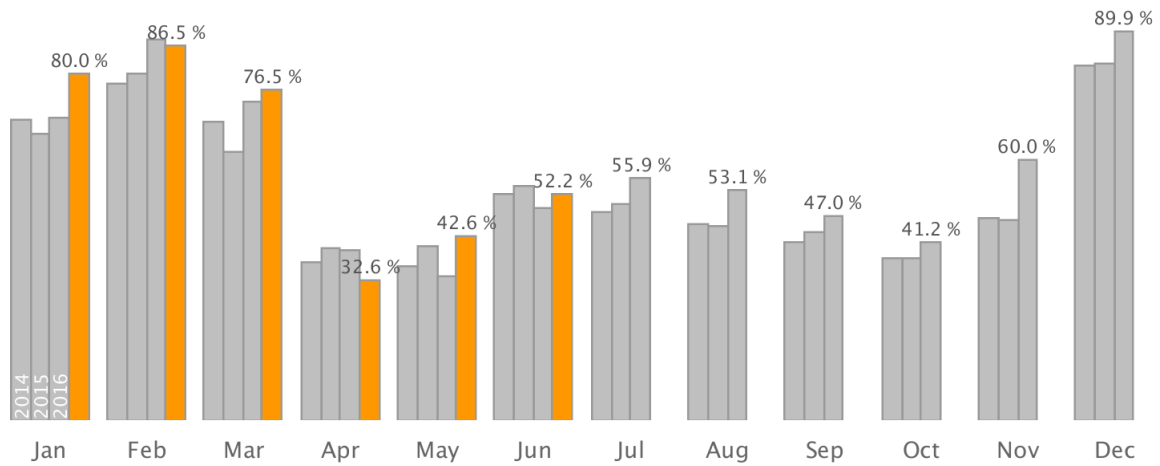
Accommodation turnover (million EUR)



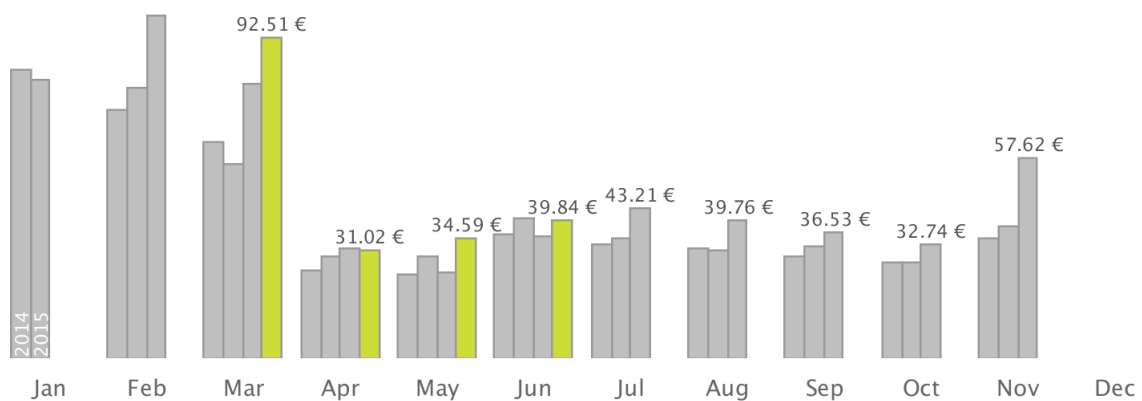
Average room price EUR



Occupancy rate



RevPAR EUR



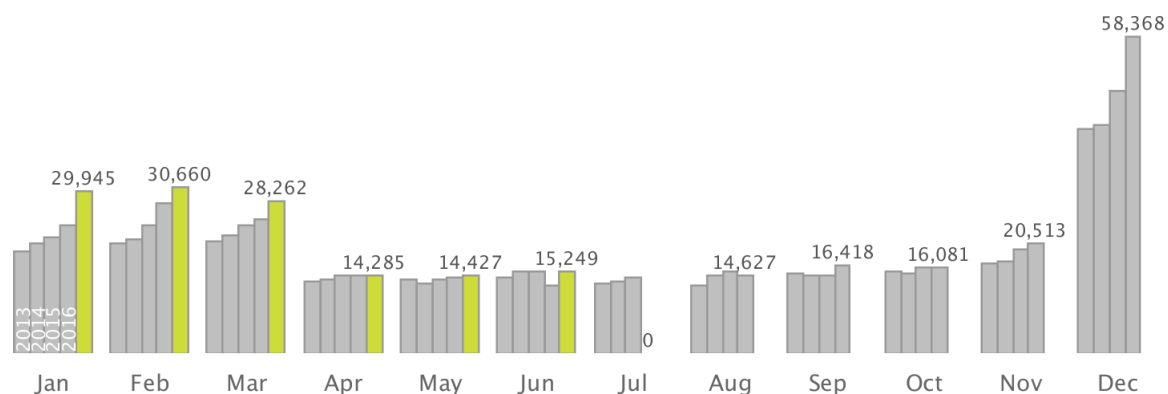
RevPAR (revenue per available room).

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

15,200 flight passengers arrivals

Rovaniemi Airport received 15,200 passengers, of which 2.5 % came with direct flights from abroad and 97.5 % with domestic flights. Foreign travelers also arrive with domestic flights via Helsinki Airport. In total, the arrivals increased 20 percent.

Passenger arrivals at Rovaniemi Airport



Passenger arrivals at Rovaniemi Airport

	JUNE Amount	Change	JAN-JUNE Amount	Change
All	15,200	20.2 %	133,000	13.1 %
Domestic	14,900	17.4 %	111,000	6.8 %
International	380	2,426.7 %	21,800	61.1 %

Sources: Statistics Finland, Global Blue, Finavia

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

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