



# Rovaniemi

## Accommodation and Travel Stats

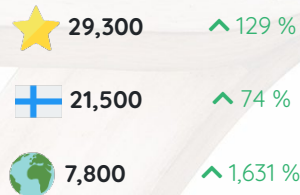
📅 April 2022

# Rovaniemi: Tourism In A Nutshell

Registered accommodation. All changes are relative to the same period a year ago.



## Bed Nights

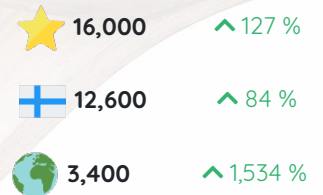


### Top 3:

United Kingdom	740	▲ 4,259 %
Germany	690	▲ 2,896 %
Spain	660	▲ 4,019 %



## Visitors

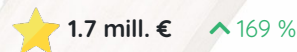


### Top 3:

United Kingdom	300	▲ 1,887 %
Spain	280	▲ 4,500 %
Germany	270	▲ 2,933 %



## Accommodation Sales

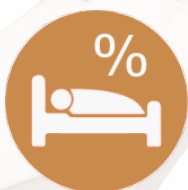
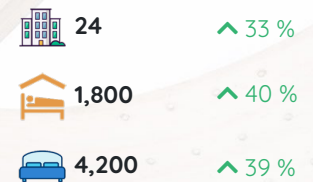


### Average prices:

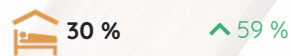
Night	58.10 €	▲ 8.80 €
Room	117.40 €	▲ 21.70 €
RevPAR	35.80 €	▲ 17.40 €



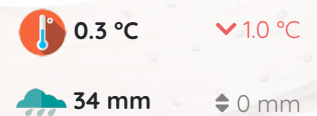
## Capacity



## Utilization



## Weather



# 44,000 Bed Nights In Paid Accommodation

Total of 44,000 bed nights (+98.8 %) were recorded in paid accommodation in Rovaniemi in April 2022. This figure includes bed nights at registered establishments as well as at AirBnB and Vrbo. The share of registered bed nights was 67 % and non-registered 33 %.

Between January and April, the number of paid bed nights was 343,000 (+206.2 %). Share of registered was 72 % and non-registered 28 %.

*Registered bed nights statistics include stats for registered accommodations: hotels, motels, guest houses, hostels, holiday villages and campsites. Establishments with fewer than 20 beds or caravan lots with an electrical connection point are excluded. Non-registered bed nights statistics include bed nights from AirBnB and Vrbo.*

## Registered Bed Nights Increased 129 Percent

In April 2022, 29,300 registered bed nights were recorded in Rovaniemi (+128.6 %), of which 21,500 nights were spent by domestic visitors and 7,800 nights by foreigners. Registered domestic bed nights increased 74 percent and registered foreign bed nights increased 1,600 percent. In total, registered bed nights increased 129 percent from last year's April.

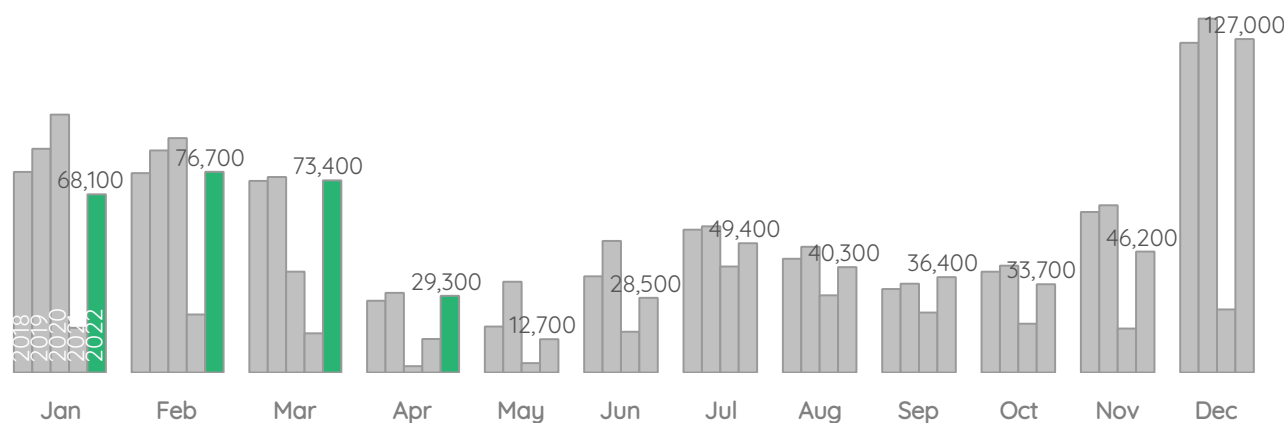
Most foreign registered bed nights were recorded for travelers from United Kingdom (740 nights).

21,500 nights (+132.4 %) were spend by leisure visitors and 7,800 nights (+118.7 %) by business visitors.

Between January and April, 84,700 registered bed nights (+43.5 %) were recorded for domestic visitors and 163,000 (+1,922.6 %) for foreigners in Rovaniemi, in total 247,000 (+269.1 %) registered nights.

*Registered bed nights statistics include stats for registered accommodations: hotels, motels, guest houses, hostels, holiday villages and campsites. Establishments with fewer than 20 beds or caravan lots with an electrical connection point are excluded.*

### Registered Bed Nights



## Registered Bed Nights By Country Of Arrival

	April 2022 Amount	Change	Share	Jan-April 2022 Amount	Change	Share
<b>Total</b>	29,300	128.6 % !	100.0 %	247,000	269.1 % !	100.0 %
<b>Finland</b>	21,500	73.5 % !	73.2 %	84,700	43.5 % !	34.2 %
<b>Foreign</b>	7,800	1,631.3 % !	26.8 %	163,000	1,922.6 % !	65.8 %
<b>United Kingdom</b>	740	4,258.8 % !	2.5 %	7,700	1,970.6 % !	3.1 %
<b>Germany</b>	690	2,895.7 % !	2.4 %	20,300	646.5 % !	8.2 %
<b>Spain</b>	660	4,018.8 % !	2.2 %	8,500	3,314.1 % !	3.4 %
<b>France</b>	560	517.6 % !	1.9 %	31,800	3,598.6 % !	12.9 %
<b>Norway</b>	460	1,004.8 % !	1.6 %	940	404.3 %	0.4 %
<b>Netherlands</b>	400	20,050.0 % !	1.4 %	8,100	11,017.8 % !	3.3 %
<b>Israel</b>	370		1.3 %	25,700		10.4 %
<b>Sweden</b>	350	532.1 % !	1.2 %	1,200	205.8 %	0.5 %
<b>Belgium</b>	340	3,000.0 % !	1.2 %	7,100	7,896.6 % !	2.9 %
<b>Italy</b>	310	1,327.3 % !	1.1 %	8,300	1,290.3 % !	3.4 %
<b>United States</b>	280		0.9 %	4,700	6,826.5 % !	1.9 %
<b>China</b>	210	2,188.9 %	0.7 %	1,500	2,263.1 %	0.6 %
<b>Denmark</b>	200		0.7 %	1,700	6,636.0 %	0.7 %
<b>India</b>	174	1,833.3 %	0.6 %	1,600	2,173.2 %	0.7 %
<b>Switzerland</b>	156		0.5 %	3,500	12,332.1 % !	1.4 %
<b>Thailand</b>	140		0.5 %	540	54,000.0 %	0.2 %
<b>Greece</b>	133	2,116.7 %	0.5 %	830	7,409.1 %	0.3 %

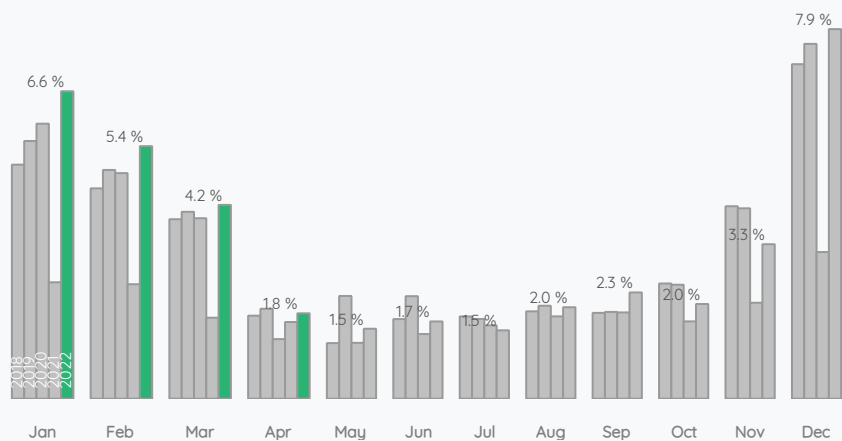
! = change at least 10 % and share at least 1 %



# Market Share 1.8 Percent

Total of 1.6 million registered bed nights (+105.3 %) were recorded in the whole country, of which 1.4 million nights (+90.0 %) were spent by domestic visitors and 220,000 nights (+315.1 %) by foreigners.

The market share of Rovaniemi out of total registered bed nights was 1.8 % (+0.2 percentage points), out of domestic bed nights 1.6 % and foreign bed nights 3.6 %.



## 16,000 Tourists Arrived To Registered Accommodation

Arrivals to registered accommodation increased 127 percent compared to earlier year. Of all registered arrivals, 78.9 percent were domestic, and 21.1 percent were from foreign countries.

During April, domestic visitors stayed in registered accommodation in Rovaniemi on average 1.7 nights (-0.1) and foreigners 2.3 nights (+0.13).

	April 2022			Jan-April 2022		
	Amount	Change	Share	Amount	Change	Share
<b>Total</b>	16,000	126.5 % !	100.0 %	104,000	206.2 % !	100.0 %
<b>Finland</b>	12,600	84.2 % !	78.9 %	46,300	50.3 % !	44.4 %
<b>Foreign</b>	3,400	1,534.0 % !	21.1 %	58,000	1,682.2 % !	55.6 %
<b>United Kingdom</b>	300	1,886.7 % !	1.9 %	3,100	1,719.8 % !	3.0 %
<b>Spain</b>	280	4,500.0 % !	1.7 %	3,300	4,123.4 % !	3.1 %
<b>Germany</b>	270	2,933.3 % !	1.7 %	7,800	503.3 % !	7.5 %
<b>Norway</b>	240	1,042.9 % !	1.5 %	550	697.1 %	0.5 %
<b>France</b>	176	551.9 % !	1.1 %	8,600	2,847.4 % !	8.3 %
<b>Italy</b>	153	920.0 %	1.0 %	3,500	1,947.1 % !	3.3 %
<b>Sweden</b>	152	375.0 %	1.0 %	590	278.2 %	0.6 %
<b>United States</b>	148		0.9 %	2,100	6,658.1 % !	2.0 %
<b>Israel</b>	134		0.8 %	8,100		7.7 %
<b>China</b>	123	4,000.0 %	0.8 %	780	2,429.0 %	0.8 %
<b>Belgium</b>	107	1,237.5 %	0.7 %	2,000	4,315.6 % !	1.9 %
<b>India</b>	106	1,666.7 %	0.7 %	720	1,891.7 %	0.7 %
<b>Netherlands</b>	99	4,850.0 %	0.6 %	2,400	8,282.8 % !	2.3 %
<b>Thailand</b>	92		0.6 %	310	30,700.0 %	0.3 %
<b>Ukraine</b>	67	6,600.0 %	0.4 %	380	9,450.0 %	0.4 %
<b>Switzerland</b>	64		0.4 %	1,400	5,088.9 % !	1.3 %
<b>Singapore</b>	53		0.3 %	920	45,850.0 %	0.9 %

! = change at least 10 % and share at least 1 %



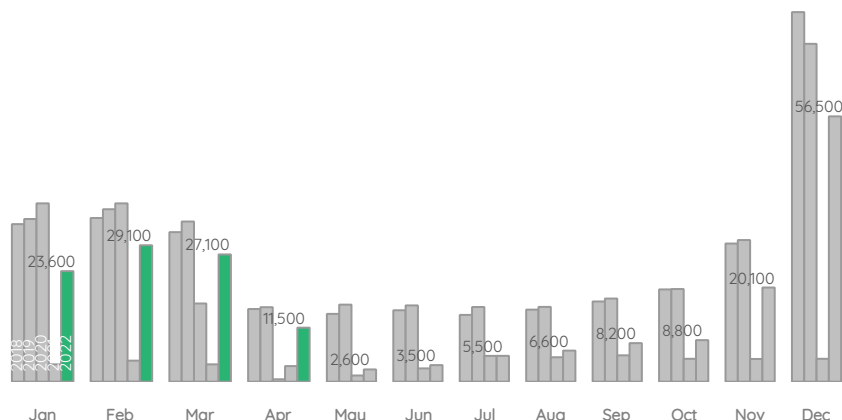
## 11,500 Air Travelers

The airport received a total of 11,500 passengers, which means air passenger arrivals increased 250 percent.

Of local passengers, 0.2 % arrived from abroad, thus the share of domestic passengers was 99.8 %.

In addition, there were 13,200 passengers departing the airport (+232.9 %), therefore the total number of trips via the airport was 24,700 (+239.0 %).

### Arriving Passengers (Excl. Transfers)



### Arriving Passengers From

	April 2022		Jan-April 2022	
	Amount	Change	Amount	Change
<b>Total</b>	11,500	246.4 % !	91,200	500.5 % !
<b>Finland</b>	11,500	245.6 % !	67,900	352.4 % !
<b>Foreign</b>	26		23,400	12,258.7 % !

! = change at least 10 %

### Departing Passengers To

	April 2022		Jan-April 2022	
	Amount	Change	Amount	Change
<b>Total</b>	13,200	232.9 % !	101,000	515.1 % !
<b>Finland</b>	12,900	226.3 % !	74,200	358.7 % !
<b>Foreign</b>	260		26,400	14,727.5 % !

! = change at least 10 %

## Accommodation Sales 2.2 Million Euro

Total accommodation sales in April were 2.2 million euro (+1.3 million). The share of Airbnb and Vrbo was 24.1 percent. Therefore, registered accommodation sales were 1.7 million euro (+1.1 million) and non-registered sales 540,000 euro (+231,000).

Total January-April sales were 26.7 million euro and they increased 20.7 million euro from the previous year.

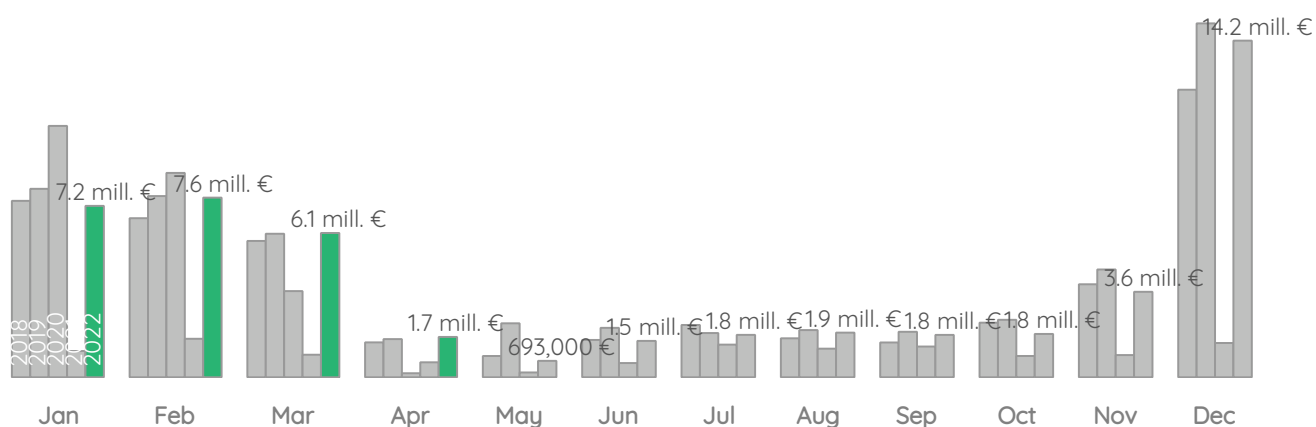
## Average Prices

	April 2022	Change	Jan-April 2022	Change
Amount			Amount	
<b>Adr (Non-Registered)</b>	140 €	11.9 % !	161 €	14.3 % !
<b>Adr (Registered)</b>	117 €	22.7 % !	180 €	51.2 % !
<b>Revpar (Non-Registered)</b>	61 €	30.5 % !	94 €	61.0 % !
<b>Bed Night (Registered)</b>	58 €	17.8 % !	91 €	41.9 % !
<b>Revpar (Registered)</b>	36 €	94.9 % !	102 €	303.7 % !

! = change at least 10 %

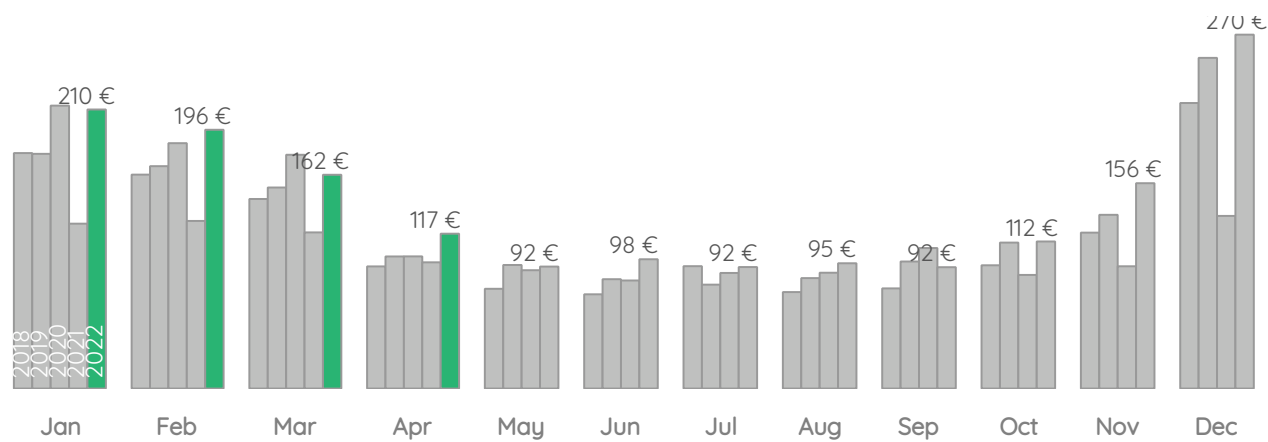
adr=average daily rate, revpar=revenue per available room (adr \* utilization), bed night=accommodation sales per bed nights

## Registered Accommodation Sales





Average Registered Room Price (Adr)



Capacity & Utilization

Registered Accommodation

24 accommodation  
establishments (+6)  
1,800 rooms (+500)  
4,200 beds (+1,200)

Room utilization 30.5 % (+11)  
Unsold rooms 1,200

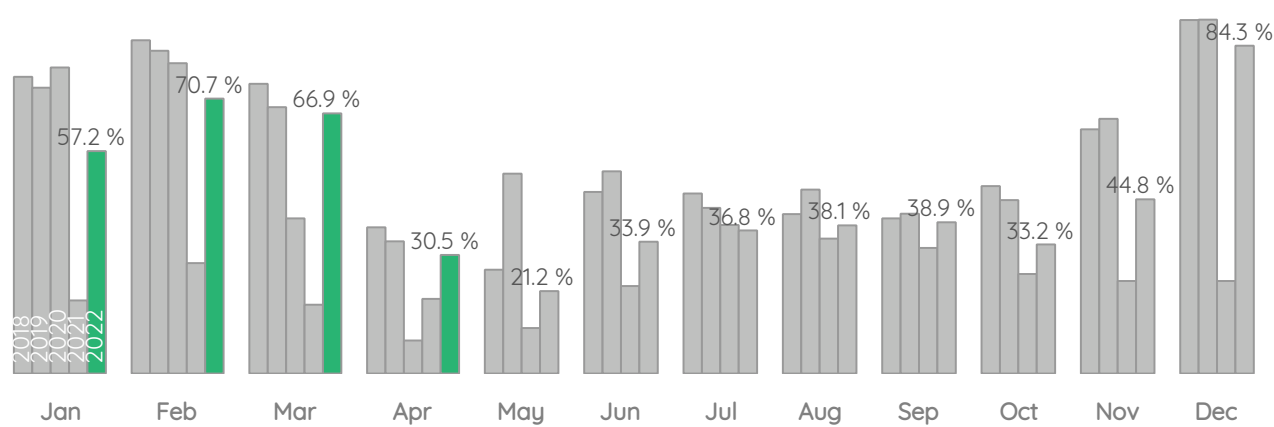
Airbnb and Vrbo

520 accommodation  
establishments (-20)  
460 apartments (-10)  
880 rooms (-32)

Apartment utilization 43.5 %  
(+6.2)  
Unsold apartments 260

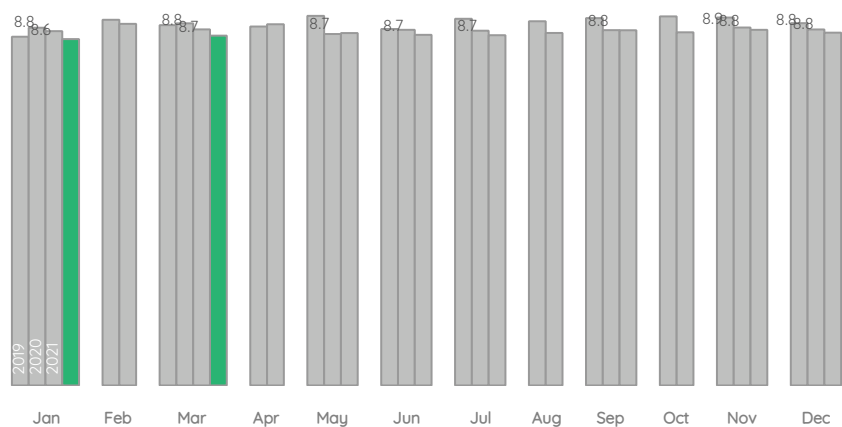


Registered Room Utilization For Establishments



Accommodation Customer Satisfaction (March)

Average customer satisfaction score on Booking.com given by accommodation customers in March was 8.68/10 (-0.16).



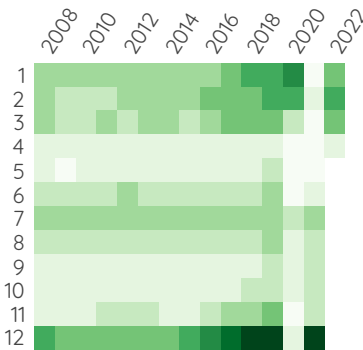
## Accommodation Customer Satisfaction By Nationalities

	March 2022 Amount	Change	Jan-March 2022 Amount	Change
Switzerland	9.0			
Israel	8.9			
Italy	8.9			
Spain	8.9			
United Kingdom	8.8			
France	8.8			
Poland	8.8			
Foreign	8.8	-0.7 %		
Germany	8.7			
Total	8.7	-1.8 %		
Belgium	8.6			
Netherlands	8.4			
Finland	8.4	-5.4 %		

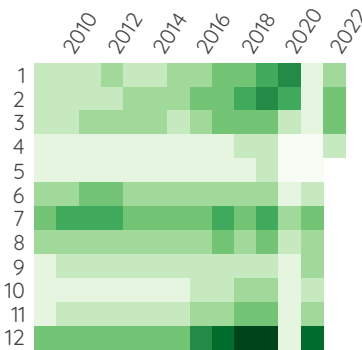
! = change at least 10 %

## Key Indicators

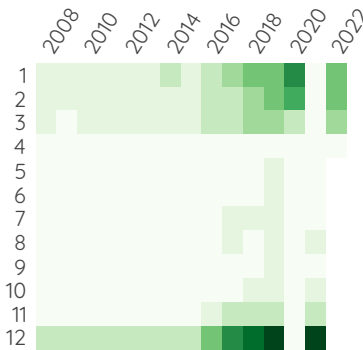
Bed Nights



Arrivals



Sales

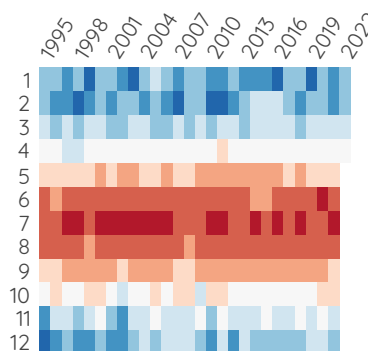


Travel key indicators: the darker the square the larger the value.

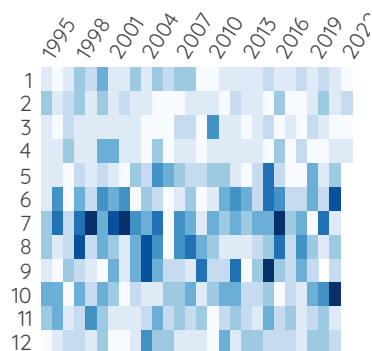
Dark squares in the middle (vertically) mean the main season is in the summer. Dark squares on the top and the bottom mean the main season is in the winter. Gradually darkening squares from left to right signify growth over the years.

It is important to notice that the largest values (darkest squares) are not necessarily during the same months between different stats as this might reveal interesting details about travel and accommodation trends.

### Temperature



### Rainfall



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**Sources:** Airdna, Booking.Com, Business Finland, Finavia, Finnish Meteorological Institute, Statistics Finland, Tak Research

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