



# Rovaniemi

## Accommodation and Travel Stats

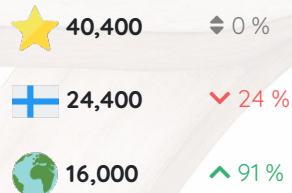
📅 August 2022

# Rovaniemi: Tourism In A Nutshell

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



## Bed Nights

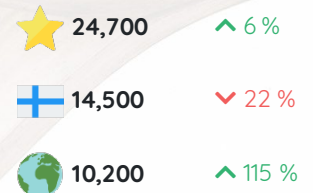


### Top 3:

Germany	2,600	⬆ 56 %
Norway	2,100	⬆ 161 %
Italy	1,600	⬆ 108 %



## Visitors

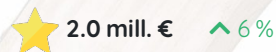


### Top 3:

Germany	1,600	⬆ 53 %
Norway	1,300	⬆ 165 %
Italy	1,200	⬆ 121 %



## Accommodation Sales

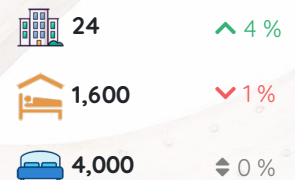


### Average prices:

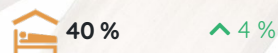
Night	49.30 €	⬆ 2.50 €
Room	97.70 €	⬆ 2.70 €
RevPAR	38.90 €	⬆ 2.70 €



## Capacity



## Utilization



## Weather



# 40,400 Registered Bed Nights

In August 2022, 40,400 registered bed nights were recorded in Rovaniemi (+0.4 %), of which 24,400 nights were spent by domestic visitors and 16,000 nights by foreigners. Registered domestic bed nights decreased 24 percent and registered foreign bed nights increased 91 percent. In total, registered bed nights increased less than one percent from last year's August.

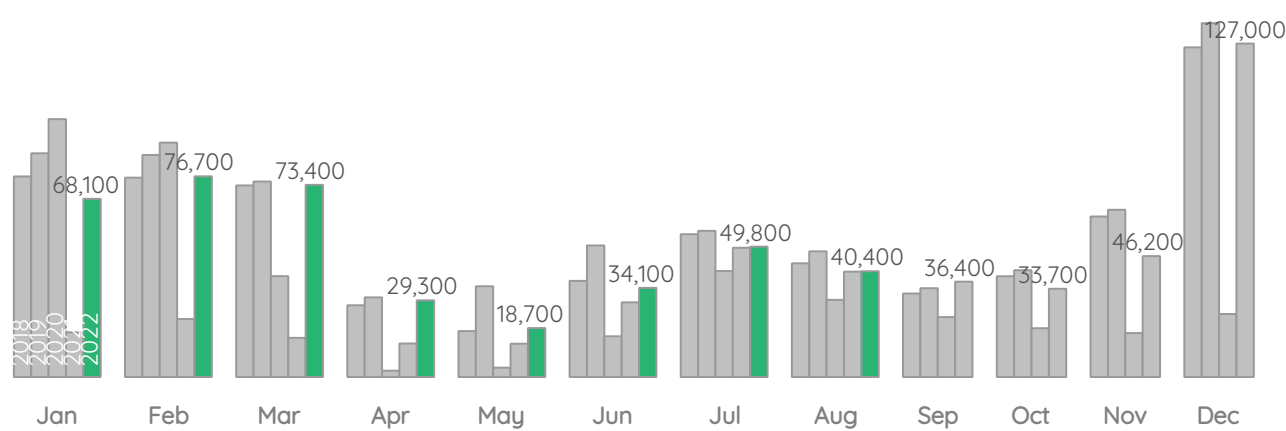
Most foreign registered bed nights were recorded for travelers from Germany (2,600 nights).

29,500 nights (-2.3 %) were spend by leisure visitors and 11,000 nights (+8.4 %) by business visitors.

Between January and August, 175,000 registered bed nights (+3.8 %) were recorded for domestic visitors and 215,000 (+640.5 %) for foreigners in Rovaniemi, in total 390,000 (+97.2 %) 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

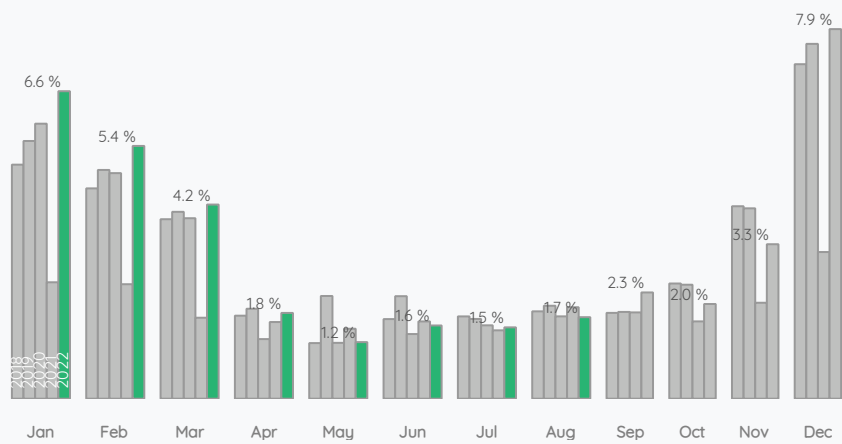
	August 2022			Jan-August 2022		
	Amount	Change	Share	Amount	Change	Share
<b>Total</b>	40,400	0.4 %	100.0 %	390,000	97.2 % !	100.0 %
<b>Finland</b>	24,400	-23.6 % !	60.3 %	175,000	3.8 %	44.9 %
<b>Foreign</b>	16,000	91.4 % !	39.7 %	215,000	640.5 % !	55.1 %
<b>Germany</b>	2,600	55.7 % !	6.4 %	30,500	197.3 % !	7.8 %
<b>Norway</b>	2,100	160.7 % !	5.3 %	10,200	257.4 % !	2.6 %
<b>Italy</b>	1,600	108.1 % !	4.0 %	11,200	595.6 % !	2.9 %
<b>Netherlands</b>	1,500	177.0 % !	3.6 %	12,100	1,346.1 % !	3.1 %
<b>Spain</b>	1,400	530.8 % !	3.5 %	11,300	1,133.5 % !	2.9 %
<b>Sweden</b>	860	-10.1 % !	2.1 %	4,000	111.1 % !	1.0 %
<b>Poland</b>	660	14.4 % !	1.6 %	4,300	234.2 % !	1.1 %
<b>United States</b>	640	7.9 %	1.6 %	6,600	301.6 % !	1.7 %
<b>France</b>	620	84.8 % !	1.5 %	33,900	2,365.9 % !	8.7 %
<b>Switzerland</b>	540	50.6 % !	1.3 %	6,100	743.7 % !	1.6 %
<b>Austria</b>	310	6.2 %	0.8 %	2,400	434.7 %	0.6 %
<b>United Kingdom</b>	300	107.0 %	0.7 %	9,100	1,452.7 % !	2.3 %
<b>Czech Republic</b>	270	857.1 %	0.7 %	880	229.2 %	0.2 %
<b>Estonia</b>	250	118.3 %	0.6 %	1,800	166.0 %	0.5 %
<b>Russia</b>	220	1,211.8 %	0.6 %	1,400	332.2 %	0.4 %
<b>Belgium</b>	145	62.9 %	0.4 %	7,600	2,968.1 % !	1.9 %
<b>India</b>	134	930.8 %	0.3 %	2,000	1,218.4 %	0.5 %

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

# Market Share 1.7 Percent

Total of 2.3 million registered bed nights (+12.6 %) were recorded in the whole country, of which 1.8 million nights (-2.2 %) were spent by domestic visitors and 560,000 nights (+114.2 %) by foreigners.

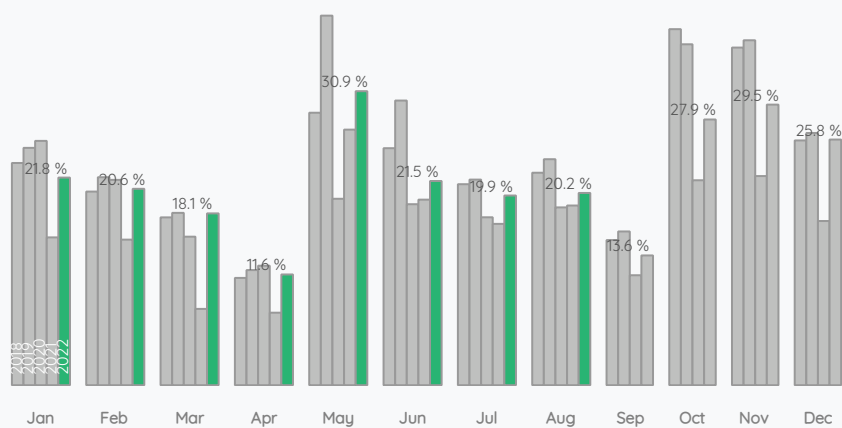
The market share of Rovaniemi out of total registered bed nights was 1.7 % (-0.2 percentage points), out of domestic bed nights 1.4 % and foreign bed nights 2.9 %.



# Market Share In Lapland 20.2 Percent

Total of 200,000 registered bed nights (-6.2 %) were recorded in Lapland, of which 148,000 nights (-20.1 %) were spent by domestic visitors and 51,500 nights (+88.4 %) by foreigners.

The market share of Rovaniemi out of total registered bed nights in Lapland was 20.2 %, out of domestic bed nights 16.4 % and foreign bed nights 31.2 %.



## 24,700 Tourists Arrived To Registered Accommodation

Arrivals to registered accommodation increased six percent compared to earlier year. Of all registered arrivals, 58.7 percent were domestic, and 41.3 percent were from foreign countries.

During August, domestic visitors stayed in registered accommodation in Rovaniemi on average 1.7 nights (-0.04) and foreigners 1.6 nights (-0.19).

	August 2022 Amount	Change	Share	Jan- August 2022 Amount	Change	Share
<b>Total</b>	24,700	6.3 %	100.0 %	197,000	75.0 % !	100.0 %
<b>Finland</b>	14,500	-21.6 % !	58.7 %	103,000	8.3 %	52.5 %
<b>Foreign</b>	10,200	114.8 % !	41.3 %	93,500	445.0 % !	47.5 %
<b>Germany</b>	1,600	52.5 % !	6.5 %	14,600	92.8 % !	7.4 %
<b>Norway</b>	1,300	165.3 % !	5.3 %	6,900	291.6 % !	3.5 %
<b>Italy</b>	1,200	121.0 % !	5.0 %	5,700	554.5 % !	2.9 %
<b>Spain</b>	960	695.9 % !	3.9 %	5,300	800.7 % !	2.7 %
<b>Netherlands</b>	830	201.8 % !	3.4 %	5,000	987.3 % !	2.5 %
<b>Sweden</b>	520	-5.0 %	2.1 %	2,500	122.3 % !	1.2 %
<b>Poland</b>	500	31.4 % !	2.0 %	2,500	252.7 % !	1.3 %
<b>France</b>	380	110.7 % !	1.5 %	10,000	1,595.9 % !	5.1 %
<b>United States</b>	360	298.9 % !	1.5 %	3,200	1,149.0 % !	1.6 %
<b>Switzerland</b>	350	68.3 % !	1.4 %	3,200	607.8 % !	1.6 %
<b>United Kingdom</b>	188	189.2 %	0.8 %	4,100	1,314.3 % !	2.1 %
<b>Russia</b>	174	1,060.0 %	0.7 %	590	300.0 %	0.3 %
<b>Austria</b>	160	16.8 %	0.6 %	1,200	433.2 %	0.6 %
<b>Czech Republic</b>	136	403.7 %	0.5 %	510	423.5 %	0.3 %
<b>South Africa</b>	121	181.4 %	0.5 %	220	241.3 %	0.1 %
<b>Estonia</b>	111	16.8 %	0.4 %	970	161.9 %	0.5 %
<b>Belgium</b>	94	84.3 %	0.4 %	2,300	1,564.2 % !	1.2 %

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



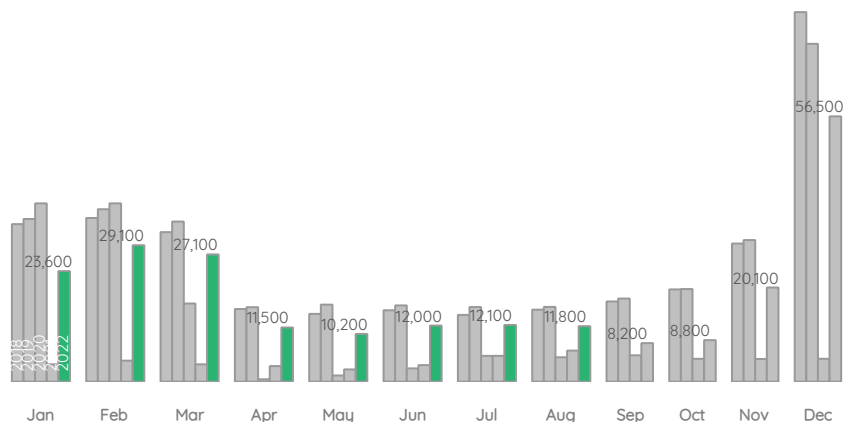
# 11,800 Air Travelers

The airport received a total of 11,800 passengers, which means air passenger arrivals increased 79 percent.

Of local passengers, 3.3 % arrived from abroad, thus the share of domestic passengers was 96.7 %.

In addition, there were 12,300 passengers departing the airport (+81.4 %), therefore the total number of trips via the airport was 24,100 (+80.0 %).

## Arriving Passengers (Excl. Transfers)



## Arriving Passengers From

	August 2022		Jan-August 2022	
	Amount	Change	Amount	Change
<b>Total</b>	11,800	78.5 % !	137,000	310.3 % !
<b>Finland</b>	11,400	75.4 % !	113,000	242.2 % !
<b>Foreign</b>	390	279.6 % !	24,500	4,873.6 % !

! = change at least 10 %

## Departing Passengers To

	August 2022		Jan-August 2022	
	Amount	Change	Amount	Change
<b>Total</b>	12,300	81.4 % !	147,000	325.0 % !
<b>Finland</b>	11,900	77.7 % !	120,000	249.8 % !
<b>Foreign</b>	460	296.5 % !	27,100	8,420.4 % !

! = change at least 10 %



## Accommodation Sales 2.7 Million Euro

Total accommodation sales in August were 2.7 million euro (+291,000). The share of Airbnb and Vrbo was 24.9 percent. Therefore, registered accommodation sales were 2.0 million euro (+107,000) and non-registered sales 661,000 euro (+184,000).

Total January-August sales were 35.2 million euro and they increased 21.8 million euro from the previous year.

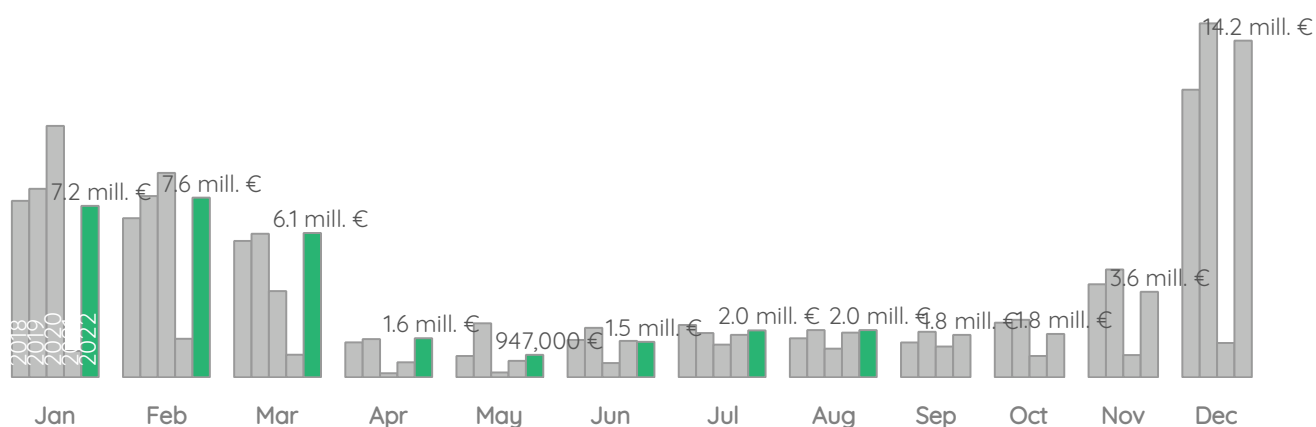
## Average Prices

	August 2022	Change	Jan-August 2022	Change
Amount			Amount	
Adr (Non-Registered)	129 €	0.3 %	148 €	12.0 % !
Adr (Registered)	98 €	2.8 %	153 €	47.0 % !
Revpar (Non-Registered)	76 €	30.6 % !	83 €	45.0 % !
Bed Night (Registered)	49 €	5.3 %	74 €	43.7 % !
Revpar (Registered)	39 €	7.4 %	70 €	148.1 % !

! = change at least 10 %

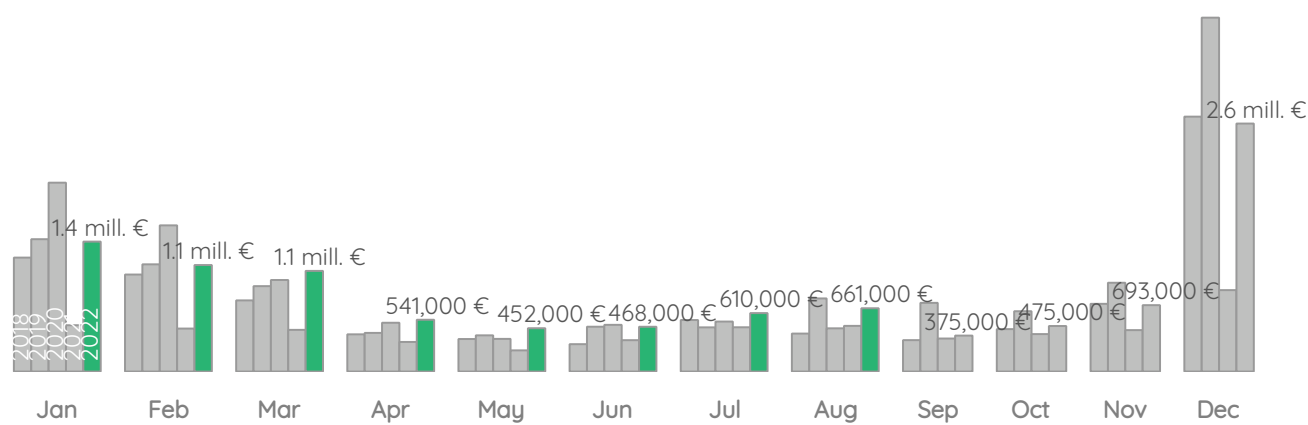
adr=average daily rate, revpar=revenue per available room (adr \* utilization), bed night=accommodation sales per bed nights

## Registered Accommodation Sales

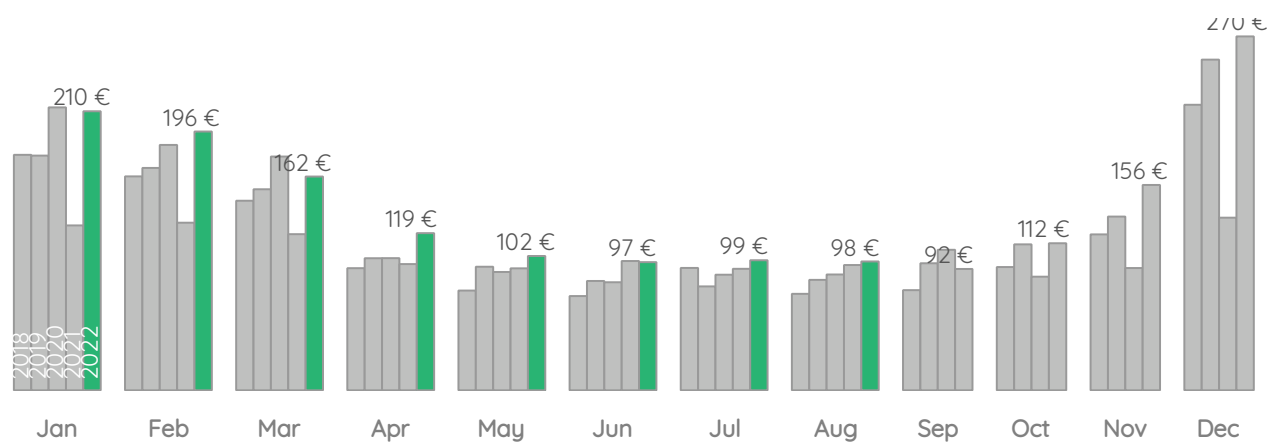




Non-Registered Accommodation Sales



Average Registered Room Price (Adr)



## Capacity & Utilization

### Registered Accommodation

24 accommodation  
establishments (+1)  
1,600 rooms (-23)  
4,000 beds (-11)

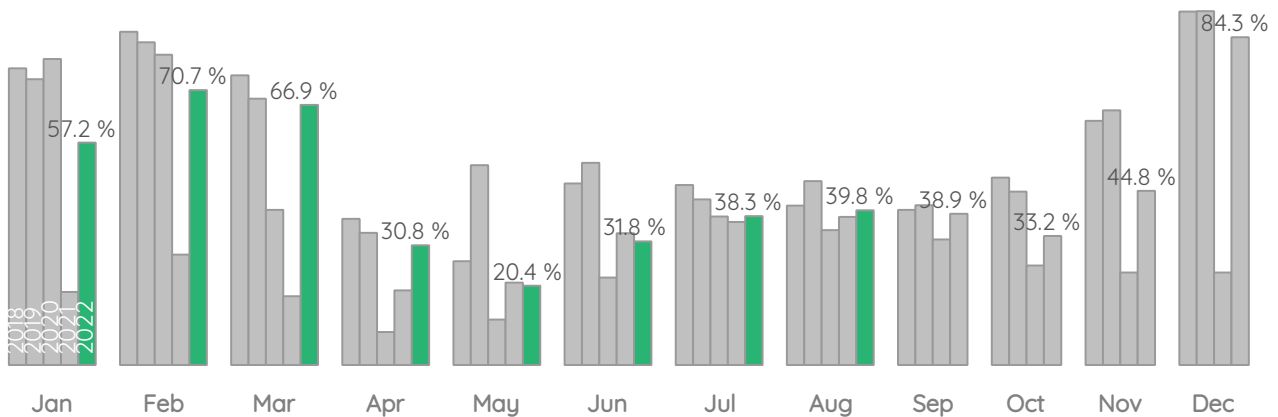
Room utilization 39.8 % (+1.7)  
Unsold rooms 980

### Airbnb and Vrbo

530 accommodation  
establishments (+45)  
470 apartments (+45)  
900 rooms (+74)

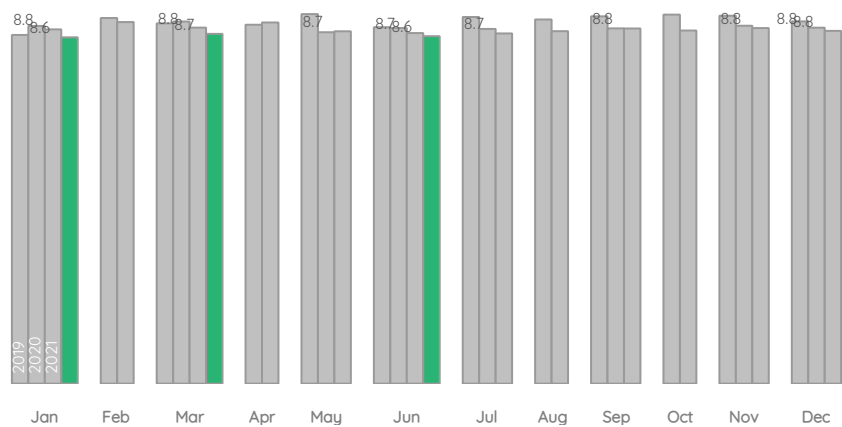
Apartment utilization 58.5 %  
(+14)  
Unsold apartments 197

### Registered Room Utilization For Establishments



# Accommodation Customer Satisfaction (June)

Average customer satisfaction score on Booking.com given by accommodation customers in June was 8.62/10 (-0.08).



## Accommodation Customer Satisfaction By Nationalities

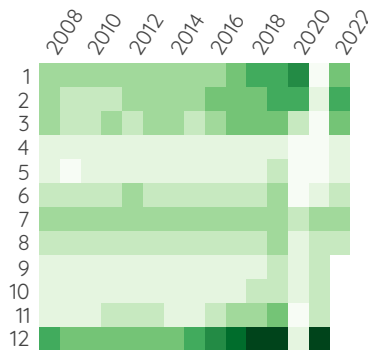
	June 2022 Amount	Change	Jan-June 2022 Amount	Change
Netherlands	8.7			
Foreign	8.6	-1.2 %		
Total	8.6	-0.9 %		
Finland	8.6	-1.0 %		
Germany	8.6			

! = change at least 10 %

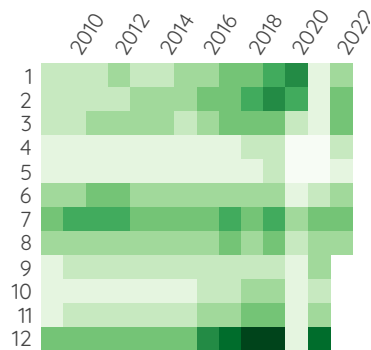


## Key Indicators

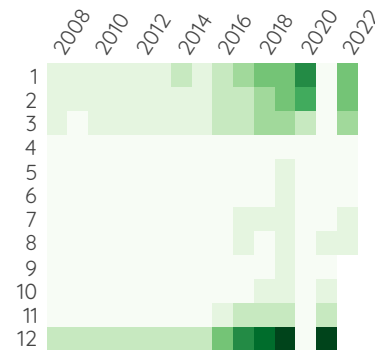
### Bed Nights



### Arrivals



### Sales

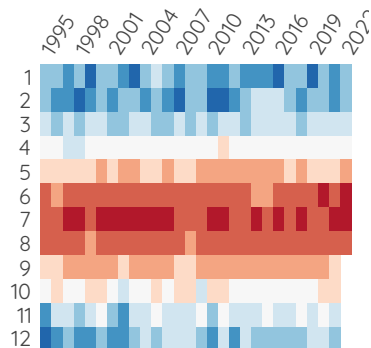


Travel key indicators: the darker the square the larger the value.

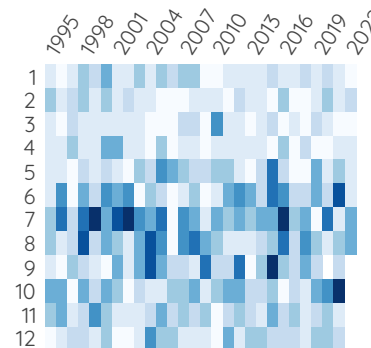
Dark squares in the middle (vertically) mean the main season is in the summer. Dark squares on the top and the bottom mean the main season is in the winter. Gradually darkening squares from left to right signify growth over the years.

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, Socialblade, Statistics Finland, Tak Research

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