



# Rovaniemi

## Accommodation and Travel Stats

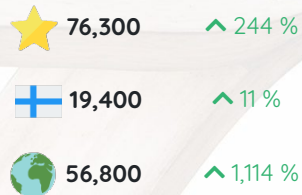
📅 February 2022

# Rovaniemi: Tourism In A Nutshell

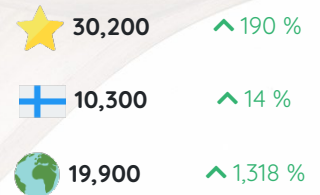
Registered accommodation. All changes are relative to the same period a year ago.



## Bed Nights



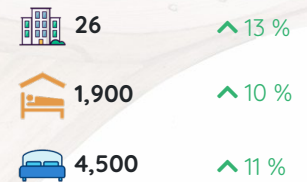
## Visitors



## Accommodation Sales



## Capacity

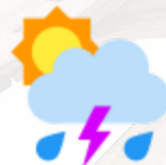
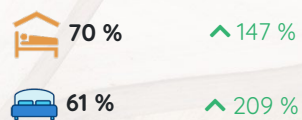


### Average prices:

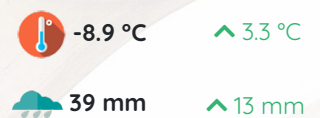
Night	99.30 €	^ 26.00 €
Room	197.60 €	^ 70.50 €
RevPAR	138.50 €	^ 102.40 €



## Utilization



## Weather



# 103,000 Bed Nights In Paid Accommodation

Total of 103,000 bed nights (+203.7 %) were recorded in paid accommodation in Rovaniemi in February 2022. This figure includes bed nights at registered establishments as well as at AirBnB and Vrbo. The share of registered bed nights was 74 % and non-registered 26 %.

Between January and February, the number of paid bed nights was 197,000 (+215.7 %). Share of registered was 73 % and non-registered 27 %.

*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 240 Percent

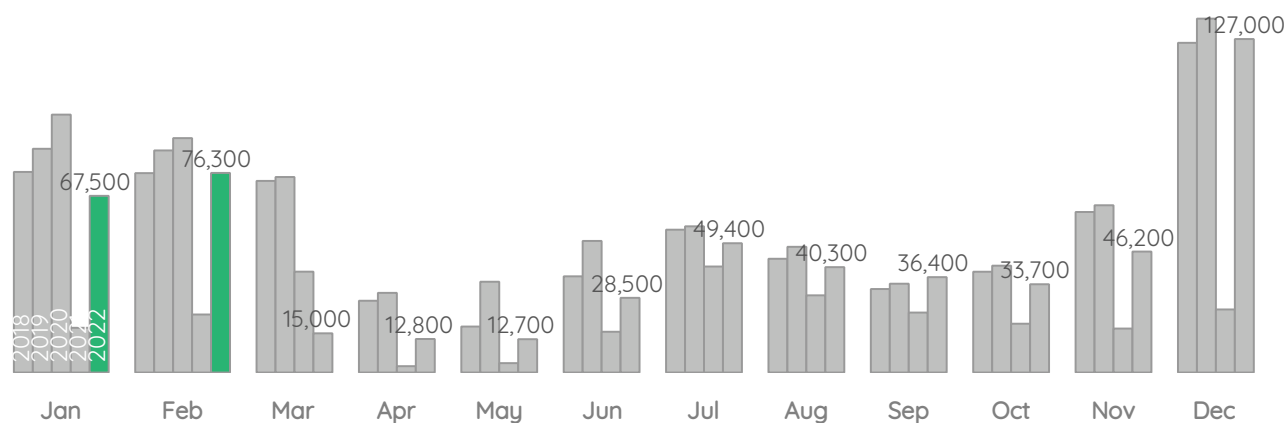
In February 2022, 76,300 registered bed nights were recorded in Rovaniemi (+244.0 %), of which 19,400 nights were spent by domestic visitors and 56,800 nights by foreigners. Registered domestic bed nights increased 11 percent and registered foreign bed nights increased 1,100 percent. In total, registered bed nights increased 240 percent from last year's February.

64,200 nights (+387.6 %) were spend by leisure visitors and 12,000 nights (+33.9 %) by business visitors.

Between January and February, 38,600 registered bed nights (+18.3 %) were recorded for domestic visitors and 105,000 (+1,531.4 %) for foreigners in Rovaniemi, in total 144,000 (+266.2 %) 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

	February 2022			Jan-February 2022		
	Amount	Change	Share	Amount	Change	Share
<b>Total</b>	76,300	244.0 % !	100.0 %	144,000	266.2 % !	100.0 %
<b>Foreign</b>	56,800	1,114.4 % !	74.5 %	105,000	1,531.4 % !	73.2 %
<b>Finland</b>	19,400	11.4 % !	25.5 %	38,600	18.3 % !	26.8 %
<b>France</b>	13,700	2,577.1 % !	18.0 %	24,300	3,510.3 % !	16.9 %
<b>Germany</b>	8,300	414.3 % !	10.9 %	14,600	575.3 % !	10.2 %
<b>Israel</b>	7,700		10.1 %	7,800		5.4 %
<b>United Kingdom</b>	3,100	926.8 % !	4.0 %	5,300	1,470.4 % !	3.7 %
<b>Spain</b>	2,900	1,558.3 % !	3.8 %	6,000	3,203.3 % !	4.2 %
<b>Netherlands</b>	2,700	9,389.3 % !	3.5 %	5,100	11,463.6 % !	3.5 %
<b>Belgium</b>	2,500	3,957.4 % !	3.2 %	4,400	7,186.9 % !	3.1 %
<b>Italy</b>	2,000	294.1 % !	2.6 %	6,000	1,028.9 % !	4.2 %
<b>United States</b>	1,600	9,352.9 % !	2.1 %	3,300	6,302.0 % !	2.3 %
<b>Switzerland</b>	1,300	14,811.1 % !	1.8 %	2,500	11,227.3 % !	1.7 %
<b>Poland</b>	910	571.3 % !	1.2 %	1,900	872.7 % !	1.3 %
<b>Turkey</b>	810	1,428.3 % !	1.1 %	1,800	2,908.5 % !	1.2 %
<b>Luxembourg</b>	690		0.9 %	720	7,060.0 %	0.5 %
<b>Denmark</b>	650	3,305.3 %	0.8 %	1,100	4,196.0 %	0.7 %
<b>Austria</b>	520	4,600.0 %	0.7 %	820	7,345.5 %	0.6 %
<b>India</b>	510		0.7 %	620	1,200.0 %	0.4 %
<b>China</b>	420	1,511.5 %	0.5 %	920	1,993.2 %	0.6 %

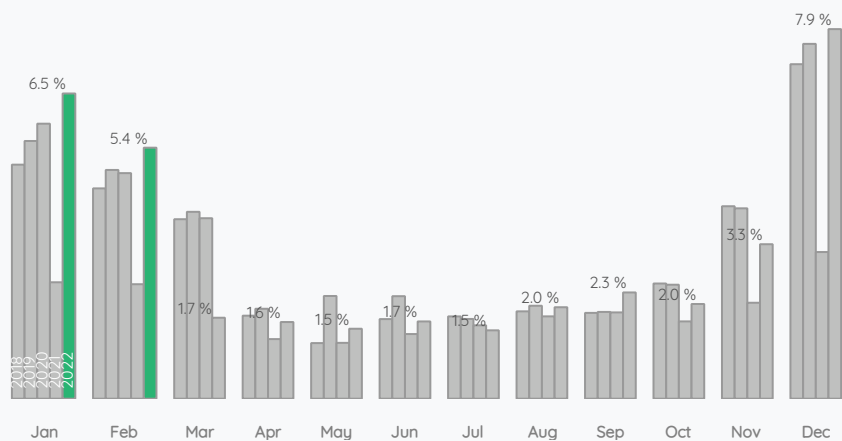
! = change at least 10 % and share at least 1 %



# Market Share 5.4 Percent

Total of 1.4 million registered bed nights (+56.9 %) were recorded in the whole country, of which 1.0 million nights (+22.7 %) were spent by domestic visitors and 380,000 nights (+548.5 %) by foreigners.

The market share of Rovaniemi out of total registered bed nights was 5.4 % (+2.9 percentage points), out of domestic bed nights 1.9 % and foreign bed nights 14.9 %.



## 30,200 Tourists Arrived To Registered Accommodation

Arrivals to registered accommodation increased 190 percent compared to earlier year. Of all registered arrivals, 34.1 percent were domestic, and 65.9 percent were from foreign countries.

During February, domestic visitors stayed in registered accommodation in Rovaniemi on average 1.9 nights (-0.05) and foreigners 2.9 nights (-0.48).

	February 2022			Jan-February 2022		
	Amount	Change	Share	Amount	Change	Share
<b>Total</b>	30,200	190.0 % !	100.0 %	56,800	202.6 % !	100.0 %
<b>Foreign</b>	19,900	1,318.0 % !	65.9 %	37,100	1,445.9 % !	65.4 %
<b>Finland</b>	10,300	14.3 % !	34.1 %	19,600	20.0 % !	34.6 %
<b>France</b>	3,600	2,165.0 % !	12.0 %	6,500	2,974.2 % !	11.5 %
<b>Germany</b>	2,800	616.2 % !	9.3 %	5,800	533.7 % !	10.2 %
<b>Israel</b>	2,600		8.6 %	2,700		4.7 %
<b>United Kingdom</b>	1,300	873.1 % !	4.2 %	2,100	1,319.0 % !	3.7 %
<b>Spain</b>	1,100	3,686.2 % !	3.6 %	2,200	6,051.4 % !	3.8 %
<b>Italy</b>	980	747.8 % !	3.2 %	2,500	1,782.4 % !	4.3 %
<b>Netherlands</b>	840	5,907.1 % !	2.8 %	1,500	8,377.8 % !	2.7 %
<b>Belgium</b>	820	2,633.3 % !	2.7 %	1,400	4,433.3 % !	2.4 %
<b>United States</b>	710	10,000.0 % !	2.3 %	1,400	6,685.0 % !	2.4 %
<b>Switzerland</b>	540	5,844.4 % !	1.8 %	970	4,500.0 % !	1.7 %
<b>Turkey</b>	400	1,709.1 % !	1.3 %	820	3,069.2 % !	1.5 %
<b>Poland</b>	340	784.6 % !	1.1 %	690	920.6 % !	1.2 %
<b>Austria</b>	220	1,471.4 %	0.7 %	340	2,357.1 %	0.6 %
<b>Luxembourg</b>	210		0.7 %	220	3,550.0 %	0.4 %
<b>Denmark</b>	196	2,077.8 %	0.6 %	390	3,463.6 %	0.7 %
<b>India</b>	195		0.6 %	250	1,054.5 %	0.4 %
<b>China</b>	186	1,966.7 %	0.6 %	440	2,355.6 %	0.8 %

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

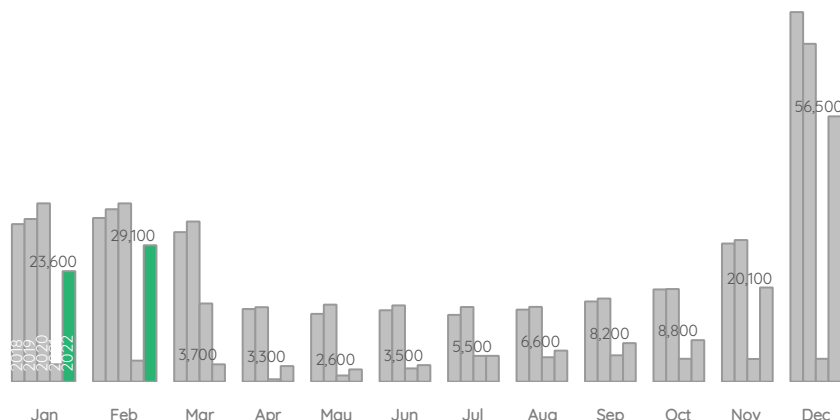
## 29,100 Air Travelers

The airport received a total of 29,100 passengers, which means air passenger arrivals increased 550 percent.

Of local passengers, 31.9 % arrived from abroad, thus the share of domestic passengers was 68.1 %.

In addition, there were 27,900 passengers departing the airport (+560.2 %), therefore the total number of trips via the airport was 56,900 (+554.2 %).

### Arriving Passengers (Excl. Transfers)



### Arriving Passengers From

	February 2022		Jan-February 2022	
	Amount	Change	Amount	Change
<b>Total</b>	29,100	548.6 % !	52,600	543.6 % !
<b>Finland</b>	19,800	348.6 % !	36,100	345.7 % !
<b>Foreign</b>	9,300	13,530.9 % !	16,600	19,382.4 % !

! = change at least 10 %

### Departing Passengers To

	February 2022		Jan-February 2022	
	Amount	Change	Amount	Change
<b>Total</b>	27,900	560.2 % !	56,700	563.6 % !
<b>Finland</b>	19,000	353.5 % !	38,700	357.9 % !
<b>Foreign</b>	8,900	22,162.5 % !	18,000	20,347.7 % !

! = change at least 10 %



## Accommodation Sales 8.7 Million Euro

Total accommodation sales in February were 8.7 million euro (+6.6 million). The share of Airbnb and Vrbo was 12.8 percent. Therefore, registered accommodation sales were 7.6 million euro (+5.9 million) and non-registered sales 1.1 million euro (+661,000).

Total January-February sales were 17.2 million euro and they increased 13.6 million euro from the previous year.

## Average Prices

	February 2022		Jan-February 2022	
	Amount	Change	Amount	Change
<b>Adr (Registered)</b>	198 €	55.5 % !	200 €	61.8 % !
<b>Adr (Non-Registered)</b>	157 €	9.8 %	174 €	14.9 % !
<b>Revpar (Registered)</b>	139 €	283.7 % !	129 €	330.8 % !
<b>Revpar (Non-Registered)</b>	110 €	67.5 % !	108 €	67.3 % !
<b>Bed Night (Registered)</b>	99 €	35.5 % !	103 €	47.6 % !

! = change at least 10 %

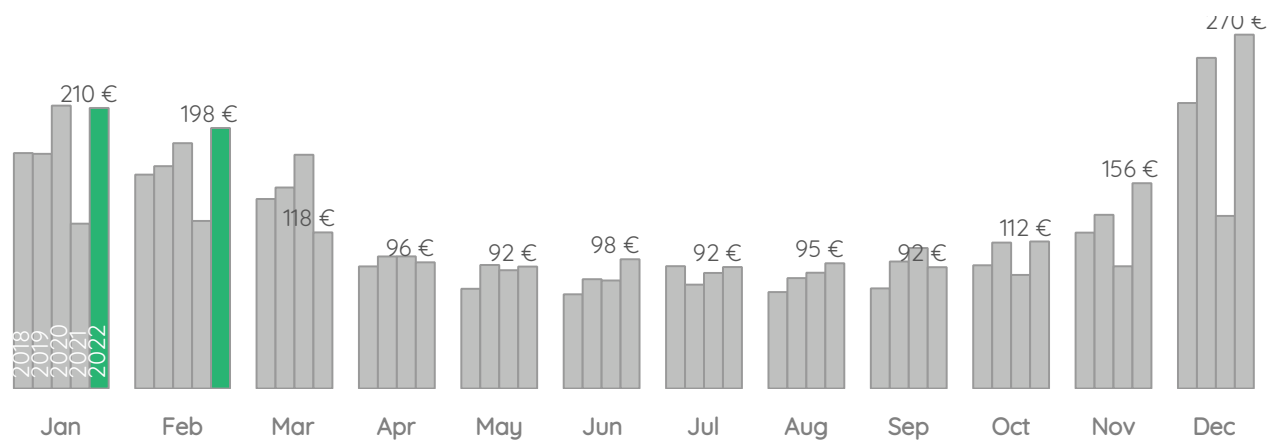
adr=average daily rate, revpar=revenue per available room (adr \* utilization), bed night=accommodation sales per bed nights

## Registered Accommodation Sales





Average Registered Room Price (Adr)



Capacity & Utilization

Registered Accommodation

26 accommodation  
establishments (+3)  
1,900 rooms (+169)  
4,500 beds (+440)

Room utilization 70.1 % (+42)  
Unsold rooms 560  
Bed utilization 60.9 % (+41)

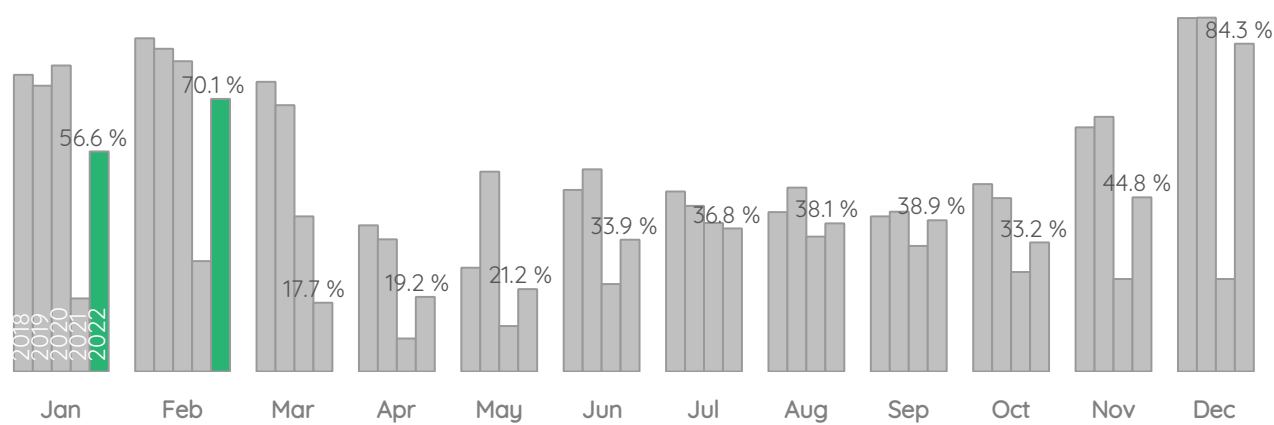
Airbnb and Vrbo

570 accommodation  
establishments (+37)  
510 apartments (+41)  
960 rooms (+42)

Apartment utilization 69.9 %  
(+24)  
Unsold apartments 153

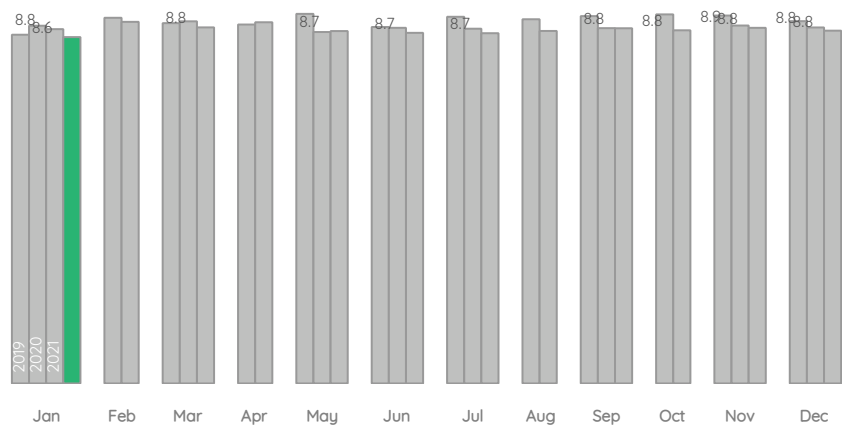


Registered Room Utilization For Establishments



Accommodation Customer Satisfaction (January)

Average customer satisfaction score on Booking.com given by accommodation customers in January was 8.59/10 (-0.2).



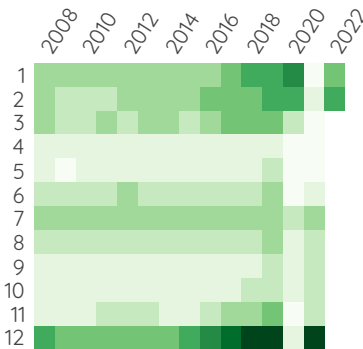
# Accommodation Customer Satisfaction By Nationalities

	January 2022 Amount	Change
Ukraine	9.5	
United States	9.3	
Estonia	9.2	
United Kingdom	8.9	
Poland	8.8	
Germany	8.7	
Netherlands	8.6	
Foreign	8.6	-2.2 %
France	8.6	
Total	8.6	-2.2 %
Spain	8.5	
Italy	8.5	
Belgium	8.5	
Finland	8.3	-5.4 %
Switzerland	8.1	

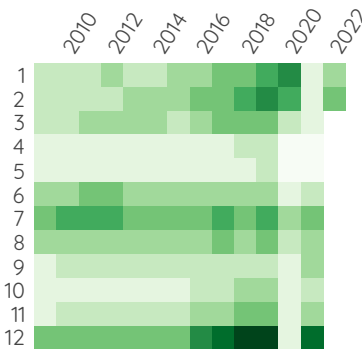
! = change at least 10 %

## Key Indicators

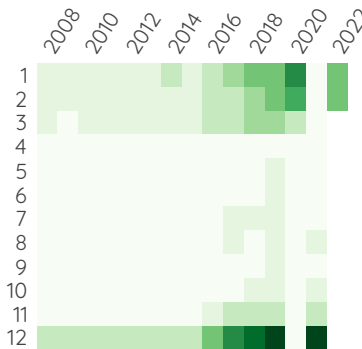
Bed Nights



Arrivals



Sales



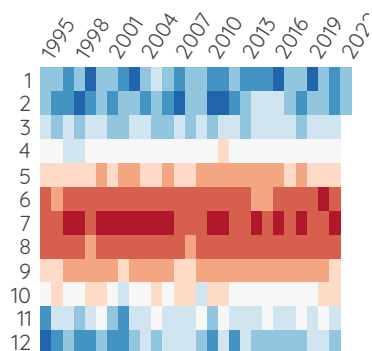
Travel key indicators: the darker the square the larger the value.

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.

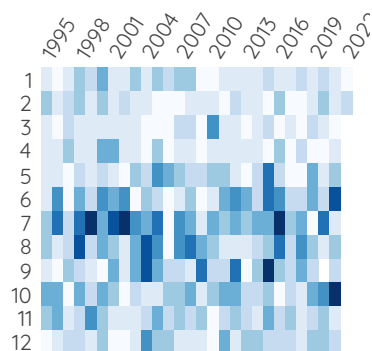
It is important to notice that the largest values (darkest squares) are not necessarily during the same months between different stats as this might reveal interesting details about travel and accommodation trends.



### Temperature



### Rainfall



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

Rovaniemen kaupunki  
Elinkeinopalvelut  
PL 8216  
96101 Rovaniemi  
(016) 3221 , kirjaamo@rovaniemi.fi , rovaniemi.fi

