



Rovaniemi

Accommodation and Travel Stats

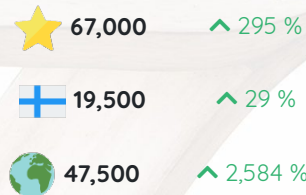
📅 January 2022

Rovaniemi: Tourism In A Nutshell

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



Bed Nights

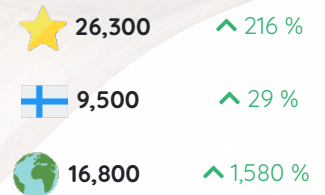


Top 3:

France	10,600	^ 6,467 %
Germany	6,600	^ 1,091 %
Italy	3,900	^ 18,524 %



Visitors

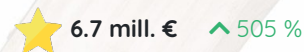


Top 3:

Germany	3,000	^ 480 %
France	2,900	^ 5,377 %
Italy	1,500	^ 9,075 %



Accommodation Sales



Average prices:

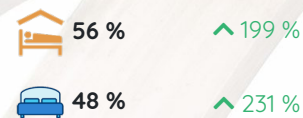
Night	99.30 €	^ 34.40 €
Room	197.50 €	^ 72.70 €
RevPAR	111.20 €	^ 87.70 €



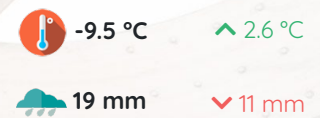
Capacity



Utilization



Weather



Registered Bed Nights Increased 300 Percent

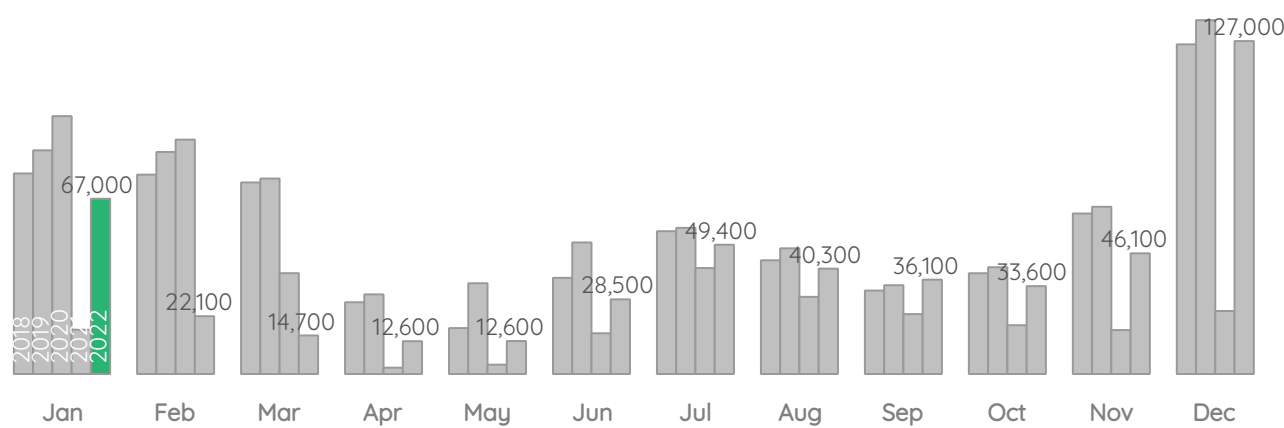
In January 2022, 67,000 registered bed nights were recorded in Rovaniemi (+295.2 %), of which 19,500 nights were spent by domestic visitors and 47,500 nights by foreigners. Registered domestic bed nights increased 29 percent and registered foreign bed nights increased 2,600 percent. In total, registered bed nights increased 300 percent from last year's January.

Most foreign registered bed nights were recorded for travelers from France (10,600 nights).

56,100 nights (+387.8 %) were spend by leisure visitors and 10,800 nights (+99.5 %) by business visitors.

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

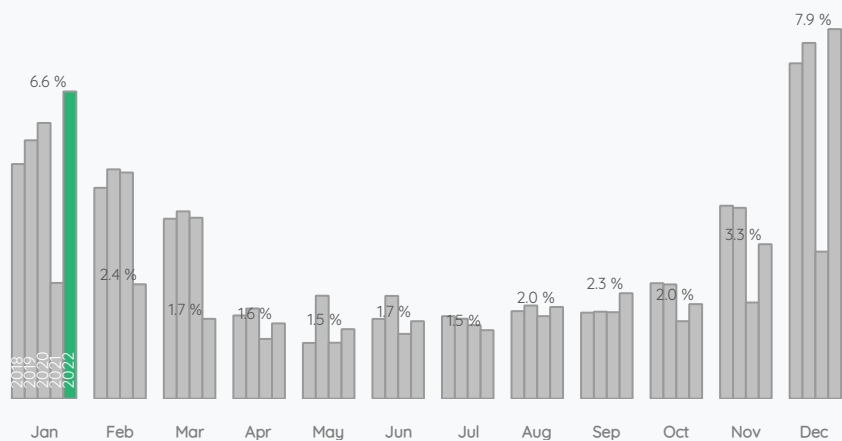
	January 2022 Amount	Change	Share
Total	67,000	295.2 % !	100.0 %
Foreign	47,500	2,584.4 % !	70.9 %
Finland	19,500	28.5 % !	29.1 %
France	10,600	6,467.1 % !	15.8 %
Germany	6,600	1,091.1 % !	9.8 %
Italy	3,900	18,523.8 % !	5.8 %
Spain	3,100	38,600.0 % !	4.6 %
Netherlands	2,400	14,906.2 % !	3.6 %
United Kingdom	2,000	4,951.3 % !	2.9 %
Belgium	1,900		2.9 %
United States	1,600	4,558.8 % !	2.4 %
Ukraine	1,400	15,166.7 % !	2.1 %
Singapore	1,200	28,675.0 % !	1.7 %
Switzerland	1,100	8,530.8 % !	1.7 %
Poland	930	1,500.0 % !	1.4 %
Turkey	910	15,066.7 % !	1.4 %
Russia	690	391.4 % !	1.0 %
Estonia	600	296.7 %	0.9 %
Greece	540	17,900.0 %	0.8 %
Lithuania	510	4,183.3 %	0.8 %

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

Market Share 6.6 Percent

Total of 1.0 million registered bed nights (+48.9 %) were recorded in the whole country, of which 686,000 nights (+8.5 %) were spent by domestic visitors and 333,000 nights (+541.3 %) by foreigners.

The market share of Rovaniemi out of total registered bed nights was 6.6 % (+4.1 percentage points), out of domestic bed nights 2.8 % and foreign bed nights 14.2 %.



26,300 Tourists Arrived To Registered Accommodation

Arrivals to registered accommodation increased 220 percent compared to earlier year. Of all registered arrivals, 36.1 percent were domestic, and 63.9 percent were from foreign countries.

During January, domestic visitors stayed in registered accommodation in Rovaniemi on average 2.1 nights (-0.01) and foreigners 2.8 nights (+1.1).

	January 2022 Amount	Change	Share
Total	26,300	215.7 % !	100.0 %
Foreign	16,800	1,579.6 % !	63.9 %
Finland	9,500	29.5 % !	36.1 %
Germany	3,000	479.6 % !	11.6 %
France	2,900	5,377.4 % !	11.0 %
Italy	1,500	9,075.0 % !	5.6 %
Spain	1,000	16,966.7 % !	3.9 %
United Kingdom	700	3,988.2 % !	2.6 %
Netherlands	680	16,850.0 % !	2.6 %
United States	620	4,653.8 % !	2.4 %
Singapore	590	29,500.0 % !	2.3 %
Belgium	530		2.0 %
Switzerland	420	3,408.3 % !	1.6 %
Turkey	410	10,075.0 % !	1.5 %
Poland	330	1,048.3 % !	1.3 %
Ukraine	290	9,533.3 % !	1.1 %
Estonia	280	272.4 % !	1.1 %
China	250	2,722.2 %	1.0 %
Greece	210	21,300.0 %	0.8 %
Denmark	200	9,950.0 %	0.8 %

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

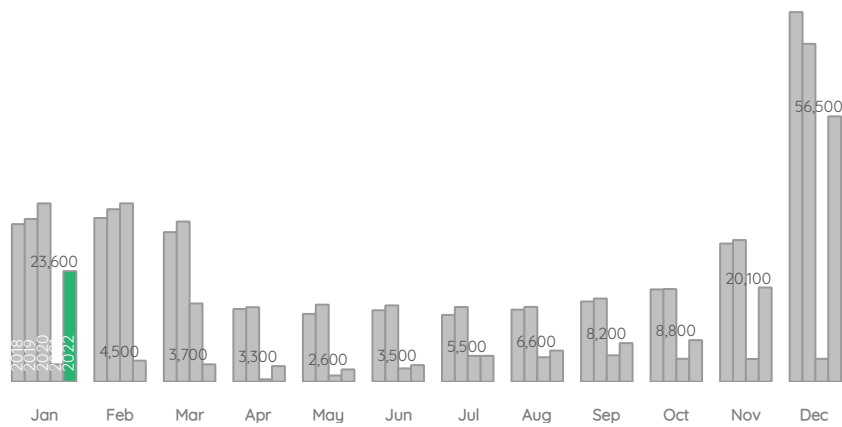
23,600 Air Travelers

The airport received a total of 23,600 passengers, which means air passenger arrivals increased 540 percent.

Of local passengers, 31.0 % arrived from abroad, thus the share of domestic passengers was 69.0 %.

In addition, there were 28,900 passengers departing the airport (+567.0 %), therefore the total number of trips via the airport was 52,400 (+553.4 %).

Arriving Passengers (Excl. Transfers)



Arriving Passengers From

	January 2022	
	Amount	Change
Total	23,600	537.5 % !
Finland	16,300	342.2 % !
Foreign	7,300	42,788.2 % !

! = change at least 10 %

Departing Passengers To

	January 2022	
	Amount	Change
Total	28,900	567.0 % !
Finland	19,800	362.1 % !
Foreign	9,100	18,835.4 % !

! = change at least 10 %



Accommodation Sales 8.0 Million Euro

Total accommodation sales in January were 8.0 million euro (+6.4 million). The share of Airbnb and Vrbo was 16.9 percent. Therefore, registered accommodation sales were 6.7 million euro (+5.6 million) and non-registered sales 1.4 million euro (+871,000).

Average Prices

January 2022		
	Amount	Change
Adr (Registered)	197 €	58.3 % !
Adr (Non-Registered)	192 €	19.0 % !
Revpar (Registered)	111 €	374.1 % !
Revpar (Non-Registered)	106 €	67.5 % !
Bed Night (Registered)	99 €	53.0 % !

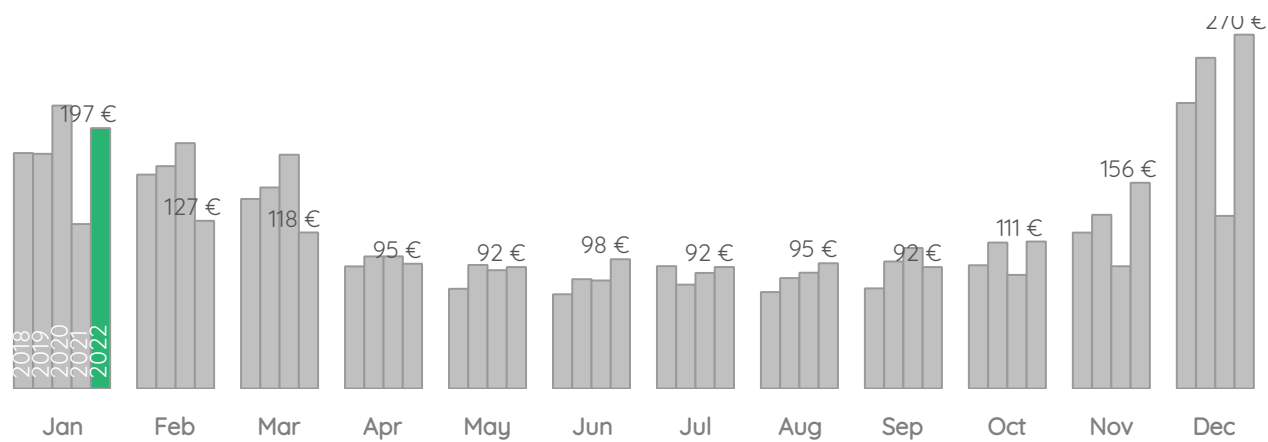
! = change at least 10 %

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 (+6)
1,900 rooms (+300)
4,500 beds (+720)

Room utilization 56.3 % (+38)
Unsold rooms 810
Bed utilization 48.3 % (+34)

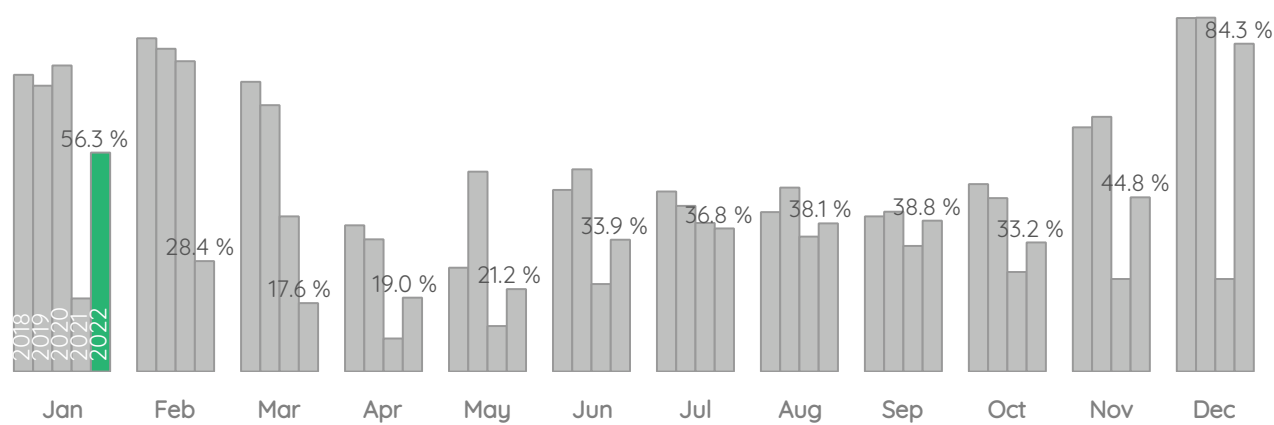
Airbnb and Vrbo

630 accommodation
establishments (+51)
560 apartments (+55)
1,100 rooms (+100)

Apartment utilization 55.3 %
(+16)
Unsold apartments 250

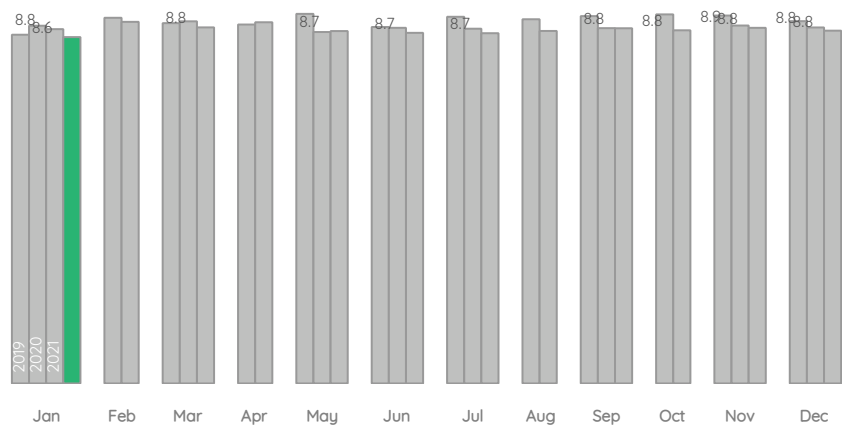


Registered Room Utilization For Establishments



Accommodation Customer Satisfaction

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



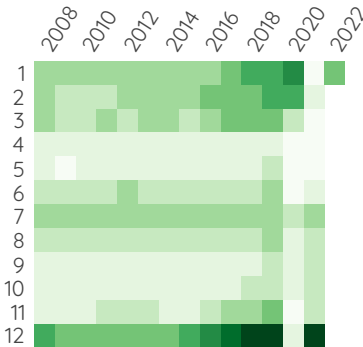
Accommodation Customer Satisfaction By Nationalities

	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	

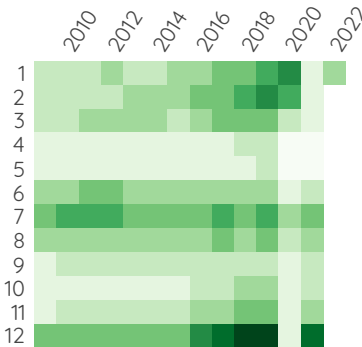
! = change at least 10 %

Key Indicators

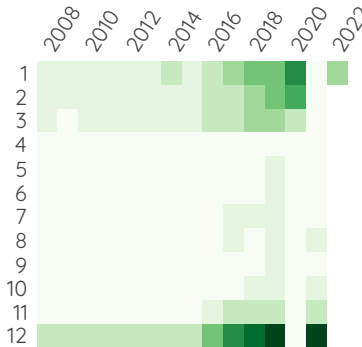
Bed Nights



Arrivals



Sales



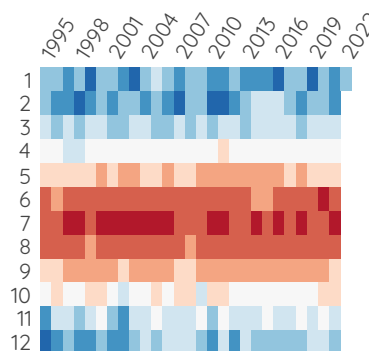
Travel key indicators: the darker the square the larger the value.

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.

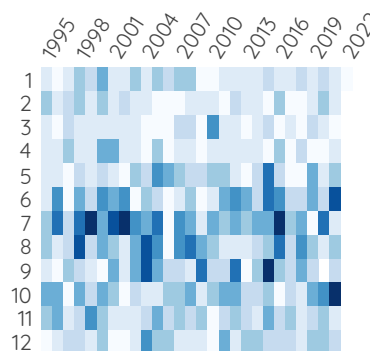
It is important to notice that the largest values (darkest squares) are not necessarily during the same months between different stats as this might reveal interesting details about travel and accommodation trends.



Temperature



Rainfall



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

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