



Rovaniemi

Accommodation and Travel Stats

📅 July 2022

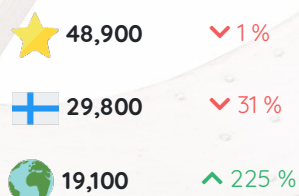
Rovaniemi: Tourism In A Nutshell

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

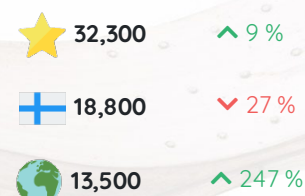




Bed Nights



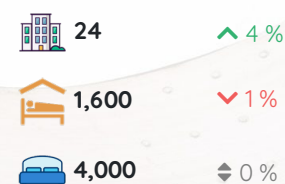
Visitors



Accommodation Sales



Capacity



Average prices:

Night	40.40 €	▲ 4.20 €
Room	98.60 €	▲ 6.40 €
RevPAR	37.50 €	▲ 3.50 €



Utilization



Weather



Social Media Followers



Change is compared to the previous month

67,500 Bed Nights In Paid Accommodation

Total of 67,500 bed nights (+6.0 %) were recorded in paid accommodation in Rovaniemi in July 2022. This figure includes bed nights at registered establishments as well as at AirBnB and Vrbo. The share of registered bed nights was 72 % and non-registered 28 %.

Between January and July, the number of paid bed nights was 489,000 (+109.5 %). Share of registered was 71 % and non-registered 29 %.

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.

48,900 Registered Bed Nights

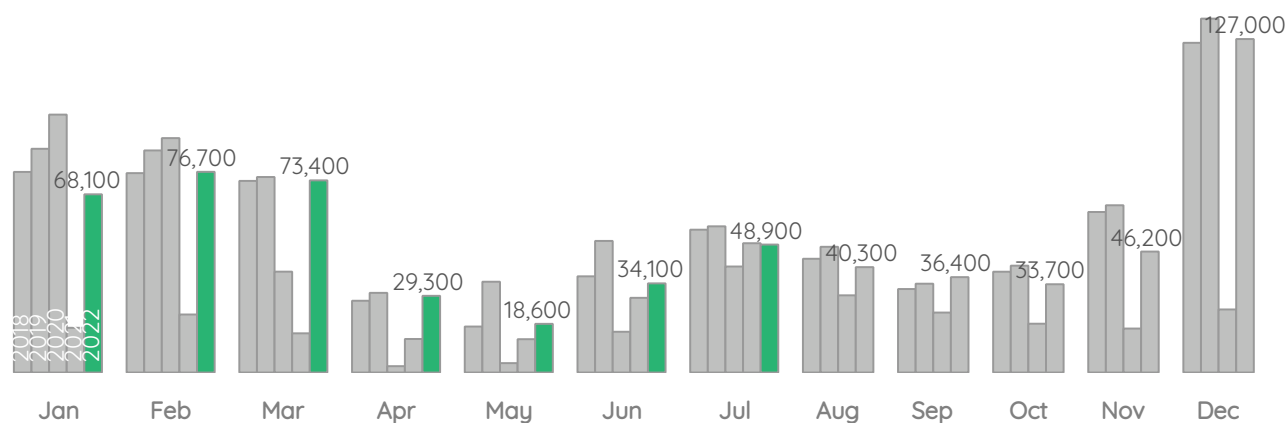
In July 2022, 48,900 registered bed nights were recorded in Rovaniemi (-1.0 %), of which 29,800 nights were spent by domestic visitors and 19,100 nights by foreigners. Registered domestic bed nights decreased 31 percent and registered foreign bed nights increased 220 percent. In total, registered bed nights decreased one percent from last year's July.

41,000 nights (-4.7 %) were spend by leisure visitors and 7,900 nights (+23.3 %) by business visitors.

Between January and July, 151,000 registered bed nights (+10.1 %) were recorded for domestic visitors and 198,000 (+859.3 %) for foreigners in Rovaniemi, in total 349,000 (+121.3 %) 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

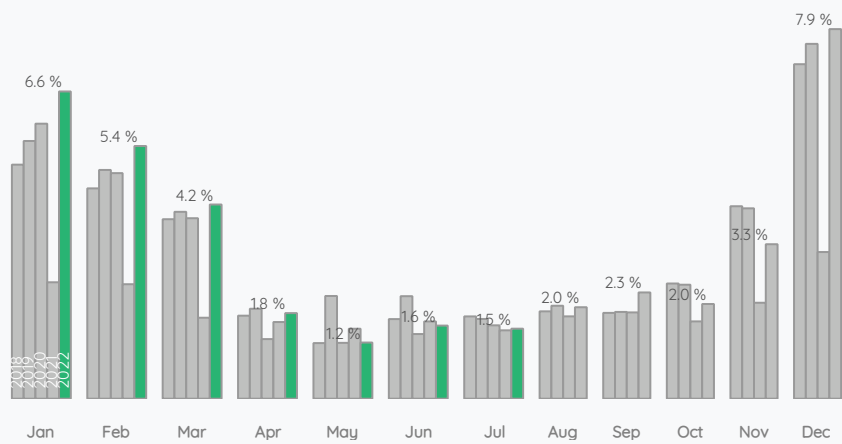
	July 2022			Jan-July 2022		
	Amount	Change	Share	Amount	Change	Share
Total	48,900	-1.0 %	100.0 %	349,000	121.3 % !	100.0 %
Finland	29,800	-31.5 % !	61.0 %	151,000	10.1 % !	43.2 %
Foreign	19,100	225.0 % !	39.0 %	198,000	859.3 % !	56.8 %
Norway	5,300	223.8 % !	10.8 %	8,000	292.5 % !	2.3 %
Germany	3,000	155.5 % !	6.0 %	27,600	220.6 % !	7.9 %
Netherlands	1,300	503.7 % !	2.7 %	10,600	3,306.5 % !	3.0 %
Sweden	1,200	238.1 % !	2.4 %	3,100	230.0 %	0.9 %
Switzerland	990	218.7 % !	2.0 %	5,500	1,414.2 % !	1.6 %
Spain	900	115.1 % !	1.8 %	9,900	1,330.3 % !	2.8 %
Italy	850	318.6 % !	1.7 %	9,600	1,043.8 % !	2.7 %
Poland	840	167.1 % !	1.7 %	3,600	411.7 % !	1.0 %
France	660	397.7 % !	1.3 %	33,200	3,101.2 % !	9.5 %
Denmark	520	881.1 % !	1.1 %	2,900	2,908.2 %	0.8 %
United States	480	919.1 %	1.0 %	6,000	464.2 % !	1.7 %
Austria	350	308.1 %	0.7 %	2,000	1,238.0 %	0.6 %
Estonia	280	170.5 %	0.6 %	1,600	175.3 %	0.5 %
Czech Republic	159	148.4 %	0.3 %	610	156.1 %	0.2 %
Belgium	158	146.9 %	0.3 %	7,500	4,594.3 % !	2.1 %
Hungary	146	758.8 %	0.3 %	1,000	1,159.3 %	0.3 %
United Kingdom	144	171.7 %	0.3 %	8,800	1,884.4 % !	2.5 %

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

Market Share 1.5 Percent

Total of 3.3 million registered bed nights (-3.4 %) were recorded in the whole country, of which 2.7 million nights (-15.6 %) were spent by domestic visitors and 567,000 nights (+205.9 %) by foreigners.

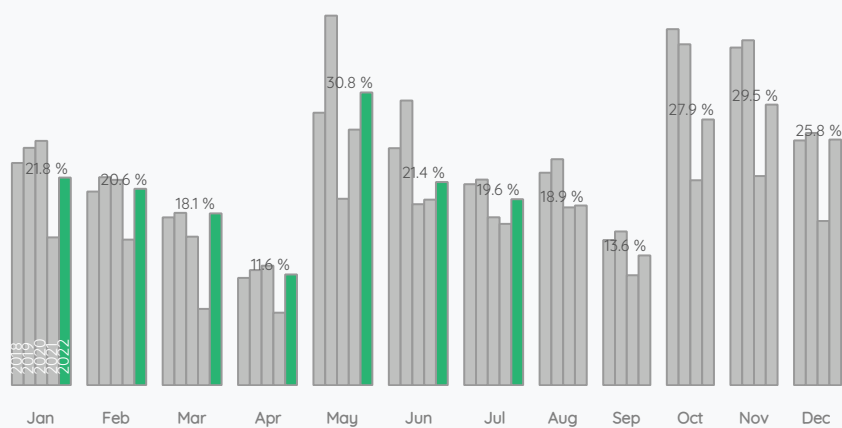
The market share of Rovaniemi out of total registered bed nights was 1.5 % (0.0 percentage points), out of domestic bed nights 1.1 % and foreign bed nights 3.4 %.



Market Share In Lapland 19.6 Percent

Total of 250,000 registered bed nights (-14.2 %) were recorded in Lapland, of which 188,000 nights (-31.2 %) were spent by domestic visitors and 61,500 nights (+256.5 %) by foreigners.

The market share of Rovaniemi out of total registered bed nights in Lapland was 19.6 %, out of domestic bed nights 15.8 % and foreign bed nights 31.0 %.



32,300 Tourists Arrived To Registered Accommodation

Arrivals to registered accommodation increased nine percent compared to earlier year. Of all registered arrivals, 58.1 percent were domestic, and 41.9 percent were from foreign countries.

During July, domestic visitors stayed in registered accommodation in Rovaniemi on average 1.6 nights (-0.1) and foreigners 1.4 nights (-0.1).

	July 2022 Amount	Change	Share	Jan- July 2022 Amount	Change	Share
Total	32,300	8.9 %	100.0 %	171,000	91.8 % !	100.0 %
Finland	18,800	-27.2 % !	58.1 %	88,300	15.1 % !	51.7 %
Foreign	13,500	246.9 % !	41.9 %	82,700	566.6 % !	48.3 %
Norway	4,000	268.1 % !	12.3 %	5,500	336.3 % !	3.2 %
Germany	2,000	168.2 % !	6.2 %	12,800	95.6 % !	7.5 %
Netherlands	830	511.0 % !	2.6 %	4,100	2,149.2 % !	2.4 %
Sweden	810	257.0 % !	2.5 %	1,900	242.0 % !	1.1 %
Italy	730	445.5 % !	2.3 %	4,500	1,296.2 % !	2.6 %
Spain	680	84.3 % !	2.1 %	4,400	826.8 % !	2.5 %
Poland	670	174.5 % !	2.1 %	2,000	502.8 % !	1.2 %
Switzerland	620	216.3 % !	1.9 %	2,800	1,057.5 % !	1.6 %
France	440	374.2 % !	1.4 %	9,600	2,228.0 % !	5.6 %
United States	320	1,057.1 % !	1.0 %	2,800	1,621.0 % !	1.6 %
Denmark	320	935.5 %	1.0 %	1,600	3,112.0 %	0.9 %
Austria	260	403.9 %	0.8 %	1,000	1,025.0 %	0.6 %
Estonia	167	111.4 %	0.5 %	860	211.3 %	0.5 %
Hungary	128	884.6 %	0.4 %	460	1,040.0 %	0.3 %
Czech Republic	111	184.6 %	0.3 %	380	432.4 %	0.2 %
Romania	102	410.0 %	0.3 %	440	1,108.3 %	0.3 %
Belgium	89	147.2 %	0.3 %	2,200	2,441.9 % !	1.3 %

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



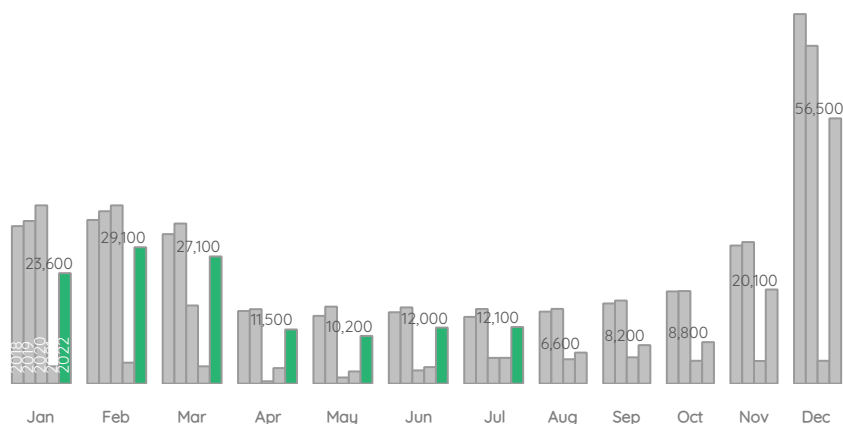
12,100 Air Travelers

The airport received a total of 12,100 passengers, which means air passenger arrivals increased 119 percent.

Of local passengers, 2.5 % arrived from abroad, thus the share of domestic passengers was 97.5 %.

In addition, there were 12,000 passengers departing the airport (+120.3 %), therefore the total number of trips via the airport was 24,100 (+119.8 %).

Arriving Passengers (Excl. Transfers)



Arriving Passengers From

	July 2022		Jan-July 2022	
	Amount	Change	Amount	Change
Total	12,100	119.3 % !	125,000	367.5 % !
Finland	11,800	114.3 % !	101,000	283.4 % !
Foreign	300	2,416.7 % !	24,100	6,090.0 % !

! = change at least 10 %

Departing Passengers To

	July 2022		Jan-July 2022	
	Amount	Change	Amount	Change
Total	12,000	120.3 % !	135,000	384.5 % !
Finland	11,800	117.1 % !	108,000	291.4 % !
Foreign	230	841.7 % !	26,600	13,022.7 % !

! = change at least 10 %

Accommodation Sales 2.6 Million Euro

Total accommodation sales in July were 2.6 million euro (+333,000). The share of Airbnb and Vrbo was 23.6 percent. Therefore, registered accommodation sales were 2.0 million euro (+185,000) and non-registered sales 610,000 euro (+148,000).

Total January-July sales were 32.6 million euro and they increased 21.5 million euro from the previous year.

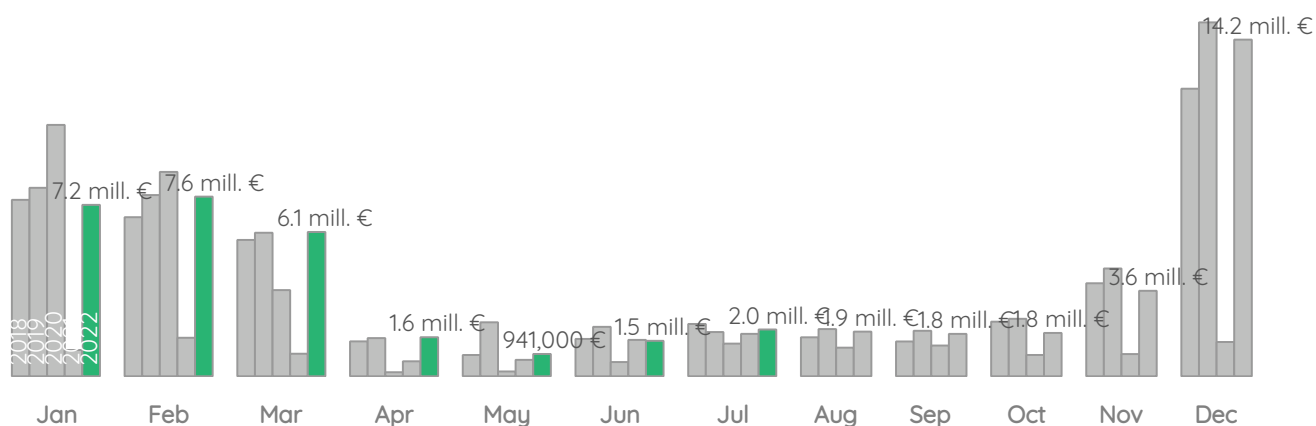
Average Prices

	July 2022 Amount	Change	Jan-July 2022 Amount	Change
Adr (Non-Registered)	126 €	4.2 %	151 €	13.5 % !
Adr (Registered)	99 €	7.0 %	160 €	50.3 % !
Revpar (Non-Registered)	72 €	5.1 %	84 €	47.1 % !
Bed Night (Registered)	40 €	11.5 % !	77 €	46.2 % !
Revpar (Registered)	37 €	10.5 % !	74 €	174.9 % !

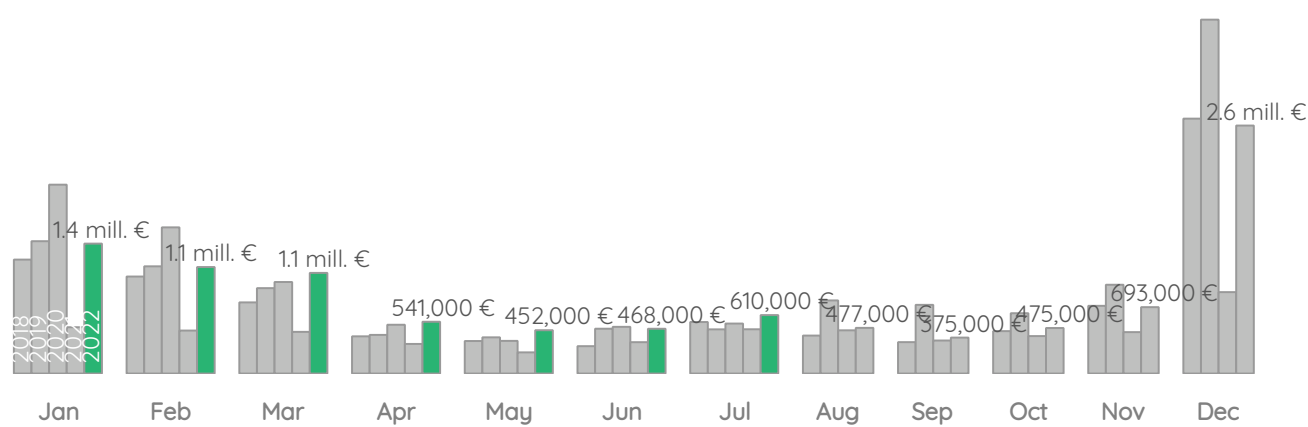
! = change at least 10 %

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

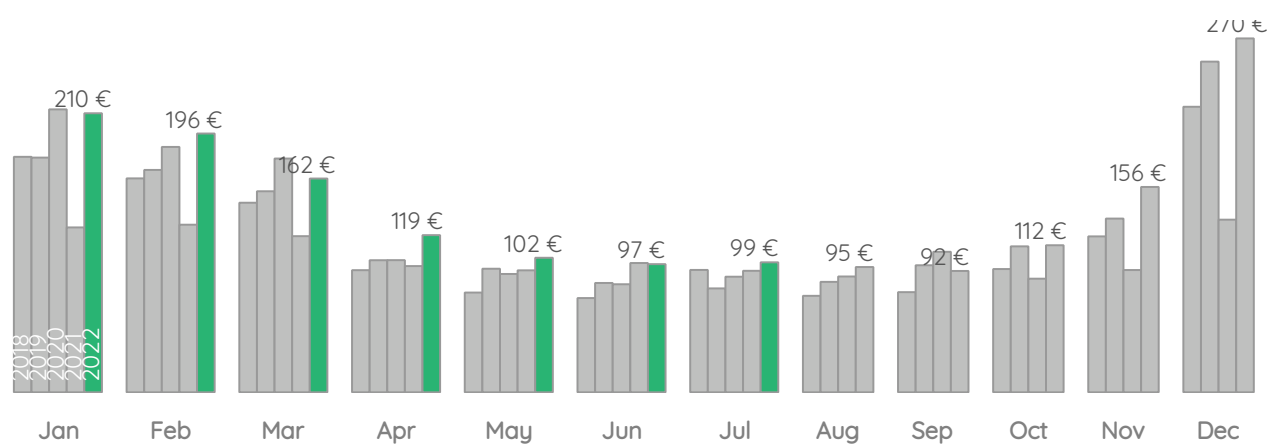
Registered Accommodation Sales



Non-Registered Accommodation Sales



Average Registered Room Price (Adr)



Capacity & Utilization

Registered Accommodation

24 accommodation
establishments (+1)
1,600 rooms (-12)
4,000 beds (+7)

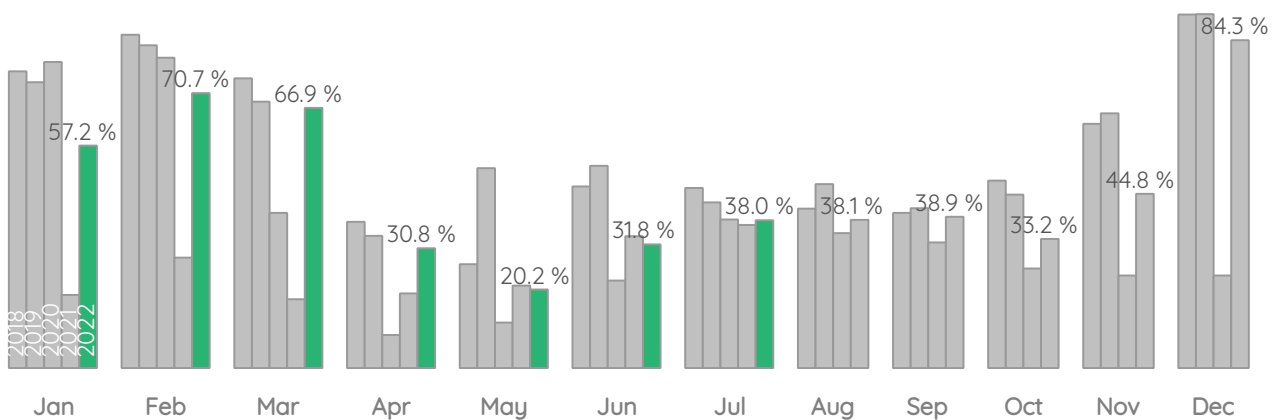
Room utilization 38.0 % (+1.2)
Unsold rooms 1,000

Airbnb and Vrbo

520 accommodation
establishments (+59)
460 apartments (+54)
890 rooms (+110)

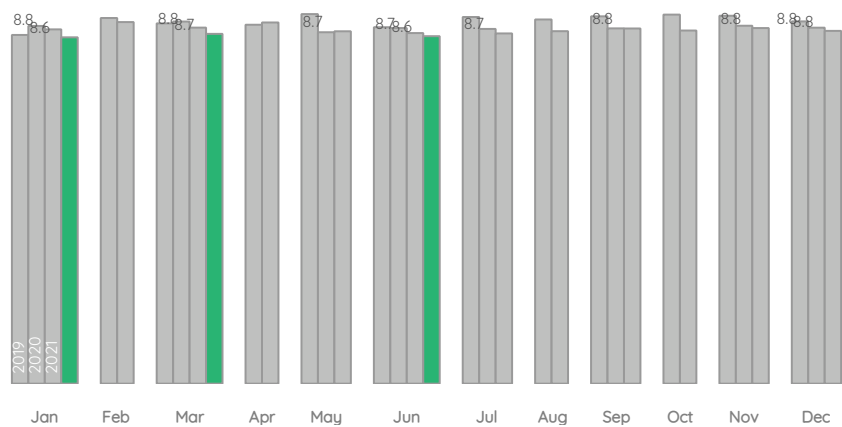
Apartment utilization 57.0 %
(+0.46)
Unsold apartments 198

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

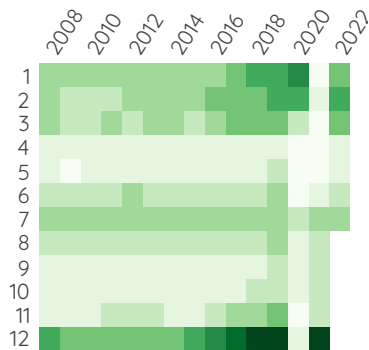
	June 2022 Amount	Change	Jan-June 2022 Amount	Change
Netherlands	8.7			
Foreign	8.6	-1.2 %		
Total	8.6	-0.9 %		
Finland	8.6	-1.0 %		
Germany	8.6			

! = change at least 10 %

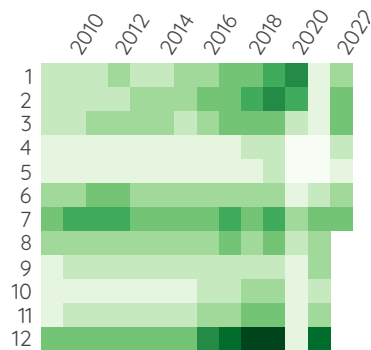


Key Indicators

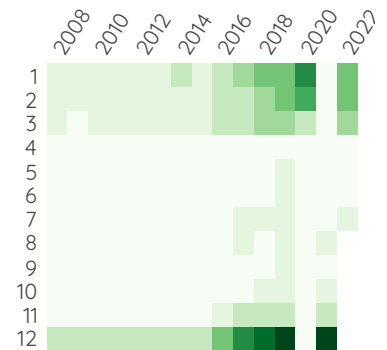
Bed Nights



Arrivals



Sales

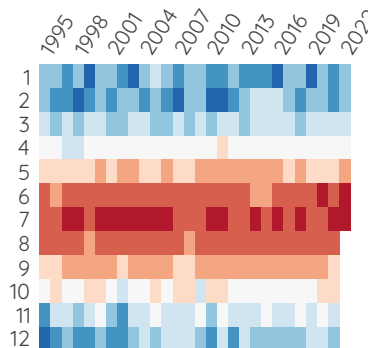


Travel key indicators: the darker the square the larger the value.

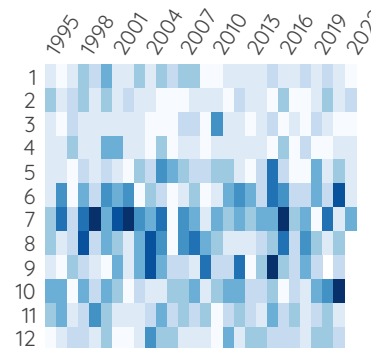
Dark squares in the middle (vertically) mean the main season is in the summer. Dark squares on the top and the bottom mean the main season is in the winter. Gradually darkening squares from left to right signify growth over the years.

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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