



Rovaniemi

Accommodation and Travel Stats

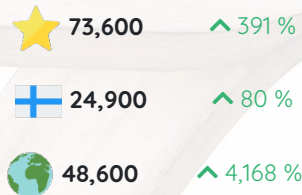
📅 March 2022

Rovaniemi: Tourism In A Nutshell

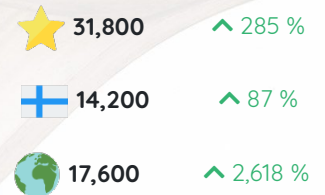
Registered accommodation. All changes are relative to the same period a year ago.



Bed Nights



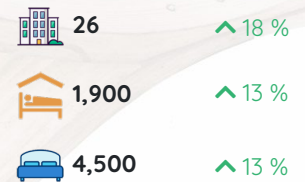
Visitors



Accommodation Sales



Capacity

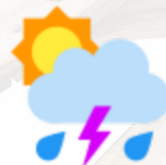


Average prices:

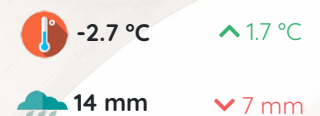
Night	84.10 €	^ 20.50 €
Room	164.00 €	^ 45.60 €
RevPAR	110.00 €	^ 89.10 €



Utilization



Weather



Registered Bed Nights Increased 390 Percent

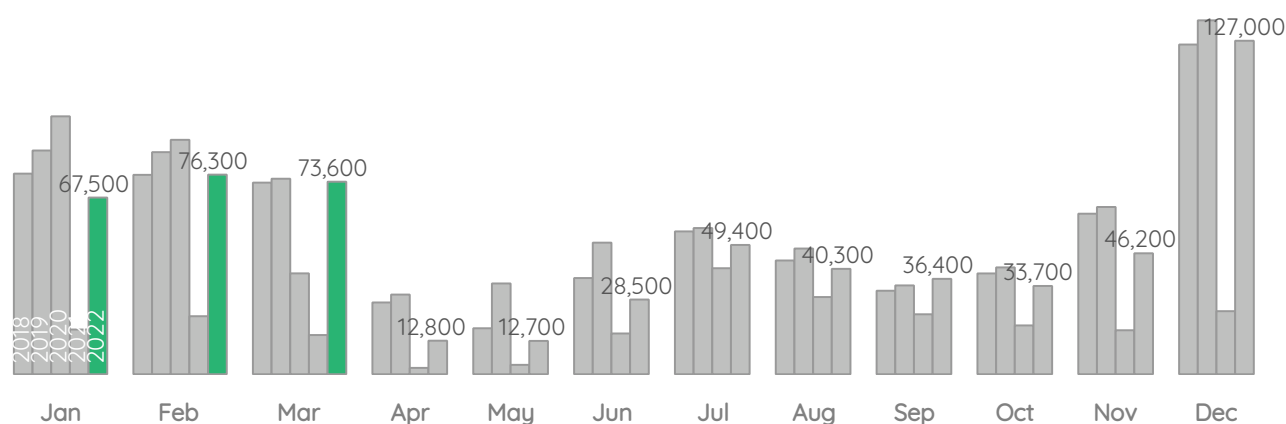
In March 2022, 73,600 registered bed nights were recorded in Rovaniemi (+391.1 %), of which 24,900 nights were spent by domestic visitors and 48,600 nights by foreigners. Registered domestic bed nights increased 80 percent and registered foreign bed nights increased 4,200 percent. In total, registered bed nights increased 390 percent from last year's March.

59,800 nights (+450.7 %) were spend by leisure visitors and 13,800 nights (+234.0 %) by business visitors.

Between January and March, 63,500 registered bed nights (+36.1 %) were recorded for domestic visitors and 154,000 (+1,925.0 %) for foreigners in Rovaniemi, in total 217,000 (+300.7 %) 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

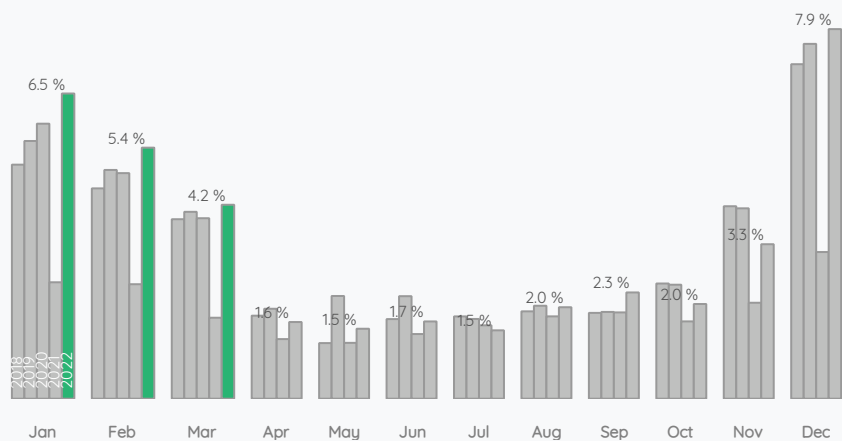
	March 2022			Jan-March 2022		
	Amount	Change	Share	Amount	Change	Share
Total	73,600	391.1 % !	100.0 %	217,000	300.7 % !	100.0 %
Foreign	48,600	4,167.9 % !	66.1 %	154,000	1,925.0 % !	70.8 %
Finland	24,900	80.3 % !	33.9 %	63,500	36.1 % !	29.2 %
Israel	17,500		23.8 %	25,400		11.7 %
France	6,500	6,671.9 % !	8.8 %	30,800	3,904.9 % !	14.2 %
Germany	5,000	836.1 % !	6.8 %	19,600	626.9 % !	9.0 %
Netherlands	2,500	8,988.9 % !	3.3 %	7,500	10,522.5 % !	3.5 %
Italy	2,200	4,395.9 % !	3.0 %	8,200	1,314.4 % !	3.8 %
Spain	1,800	3,534.0 % !	2.5 %	7,900	3,274.2 % !	3.6 %
Belgium	1,700	9,958.8 % !	2.3 %	6,200	7,791.0 % !	2.8 %
United Kingdom	1,600	9,968.8 % !	2.2 %	6,900	1,854.5 % !	3.2 %
United States	1,200	6,776.5 % !	1.6 %	4,400	6,420.6 % !	2.0 %
India	810	5,700.0 % !	1.1 %	1,400	2,216.1 %	0.7 %
Switzerland	790	13,116.7 % !	1.1 %	3,300	11,632.1 % !	1.5 %
Denmark	410		0.6 %	1,500	5,828.0 %	0.7 %
China	400	3,275.0 %	0.6 %	1,300	2,267.9 %	0.6 %
Singapore	340		0.5 %	1,800	43,875.0 %	0.8 %
Austria	310	10,133.3 %	0.4 %	1,100	5,018.2 %	0.5 %
Brazil	250	1,487.5 %	0.3 %	1,000	6,181.2 %	0.5 %
Sweden	250	1,000.0 %	0.3 %	870	152.5 %	0.4 %

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

Market Share 4.2 Percent

Total of 1.8 million registered bed nights (+105.0 %) were recorded in the whole country, of which 1.4 million nights (+70.7 %) were spent by domestic visitors and 377,000 nights (+699.7 %) by foreigners.

The market share of Rovaniemi out of total registered bed nights was 4.2 % (+2.4 percentage points), out of domestic bed nights 1.8 % and foreign bed nights 12.9 %.



31,800 Tourists Arrived To Registered Accommodation

Arrivals to registered accommodation increased 280 percent compared to earlier year. Of all registered arrivals, 44.7 percent were domestic, and 55.3 percent were from foreign countries.

During March, domestic visitors stayed in registered accommodation in Rovaniemi on average 1.8 nights (-0.06) and foreigners 2.8 nights (+1.0).

	March 2022 Amount	Change	Share	Jan- March 2022 Amount	Change	Share
Total	31,800	284.9 % !	100.0 %	88,600	227.7 % !	100.0 %
Foreign	17,600	2,618.3 % !	55.3 %	54,700	1,694.3 % !	61.8 %
Finland	14,200	86.7 % !	44.7 %	33,800	41.2 % !	38.2 %
Israel	5,300		16.6 %	7,900		9.0 %
France	1,900	3,486.8 % !	6.0 %	8,400	3,076.3 % !	9.5 %
Germany	1,700	376.0 % !	5.5 %	7,500	488.6 % !	8.5 %
Italy	950	3,858.3 % !	3.0 %	3,400	2,103.9 % !	3.9 %
Spain	860	2,300.0 % !	2.7 %	3,000	4,149.3 % !	3.4 %
Netherlands	800	8,844.4 % !	2.5 %	2,300	8,533.3 % !	2.6 %
United Kingdom	740	7,340.0 % !	2.3 %	2,800	1,702.5 % !	3.2 %
United States	590	5,272.7 % !	1.9 %	1,900	6,183.9 % !	2.2 %
Belgium	430	6,100.0 % !	1.4 %	1,800	4,748.6 % !	2.0 %
Switzerland	370	6,016.7 % !	1.2 %	1,300	4,837.0 % !	1.5 %
India	360	4,337.5 % !	1.1 %	610	1,930.0 %	0.7 %
Denmark	220		0.7 %	610	5,481.8 %	0.7 %
China	220	2,070.0 %	0.7 %	660	2,253.6 %	0.7 %
Singapore	162		0.5 %	860	43,100.0 %	1.0 %
Norway	155	2,114.3 %	0.5 %	310	554.2 %	0.4 %
Sweden	153	1,600.0 %	0.5 %	440	253.2 %	0.5 %
Austria	140	6,900.0 %	0.4 %	480	2,925.0 %	0.5 %

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



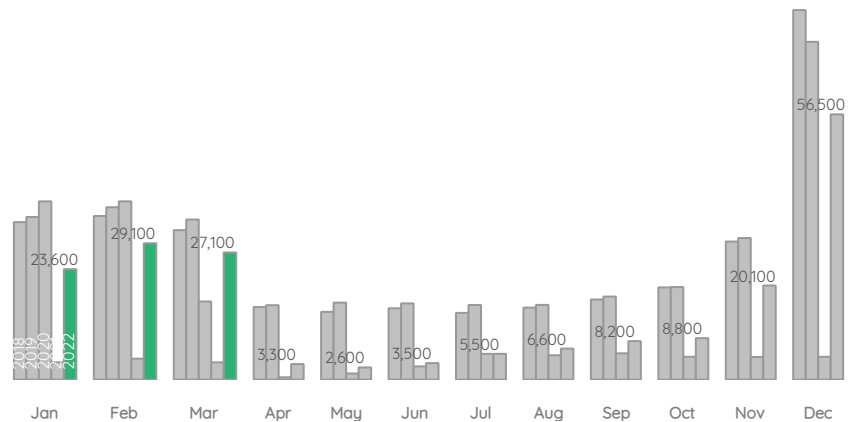
27,100 Air Travelers

The airport received a total of 27,100 passengers, which means air passenger arrivals increased 630 percent.

Of local passengers, 24.9 % arrived from abroad, thus the share of domestic passengers was 75.1 %.

In addition, there were 30,700 passengers departing the airport (+696.5 %), therefore the total number of trips via the airport was 57,800 (+665.6 %).

Arriving Passengers (Excl. Transfers)



Arriving Passengers From

	March 2022		Jan-March 2022	
	Amount	Change	Amount	Change
Total	27,100	633.2 % !	79,700	571.5 % !
Finland	20,300	466.2 % !	56,400	382.8 % !
Foreign	6,800	6,401.0 % !	23,300	12,239.2 % !

! = change at least 10 %

Departing Passengers To

	March 2022		Jan-March 2022	
	Amount	Change	Amount	Change
Total	30,700	696.5 % !	87,500	604.9 % !
Finland	22,600	499.5 % !	61,300	401.5 % !
Foreign	8,100	8,943.3 % !	26,100	14,581.5 % !

! = change at least 10 %



Accommodation Sales 7.2 Million Euro

Total accommodation sales in March were 7.2 million euro (+5.8 million). The share of Airbnb and Vrbo was 14.5 percent. Therefore, registered accommodation sales were 6.2 million euro (+5.2 million) and non-registered sales 1.0 million euro (+614,000).

Total January-March sales were 24.5 million euro and they increased 19.4 million euro from the previous year.

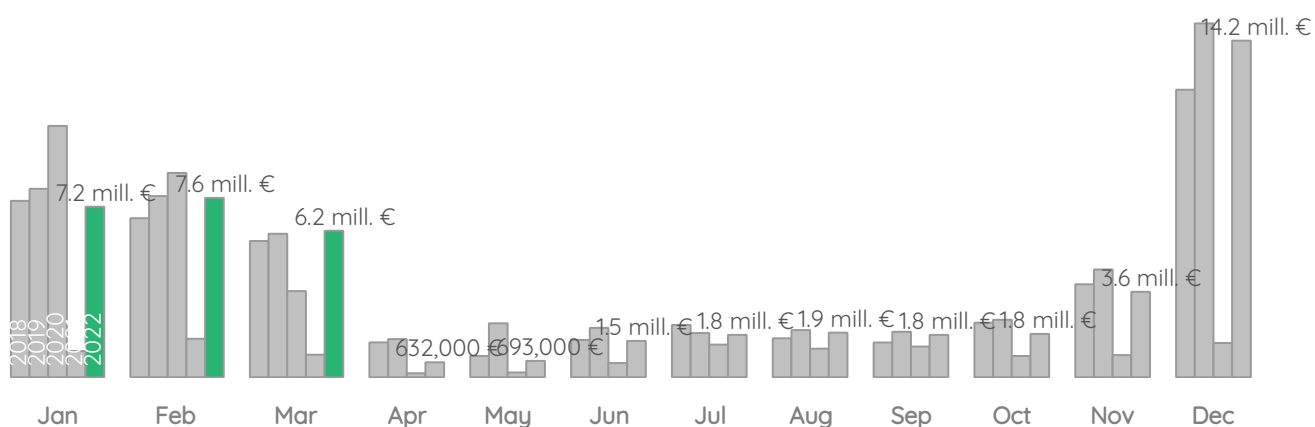
Average Prices

	March 2022 Amount	Change	Jan-March 2022 Amount	Change
Adr (Registered)	164 €	38.5 % !	190 €	53.3 % !
Adr (Non-Registered)	146 €	10.2 % !	165 €	13.6 % !
Revpar (Registered)	110 €	425.0 % !	123 €	355.6 % !
Revpar (Non-Registered)	92 €	61.2 % !	103 €	65.7 % !
Bed Night (Registered)	84 €	32.3 % !	96 €	41.9 % !

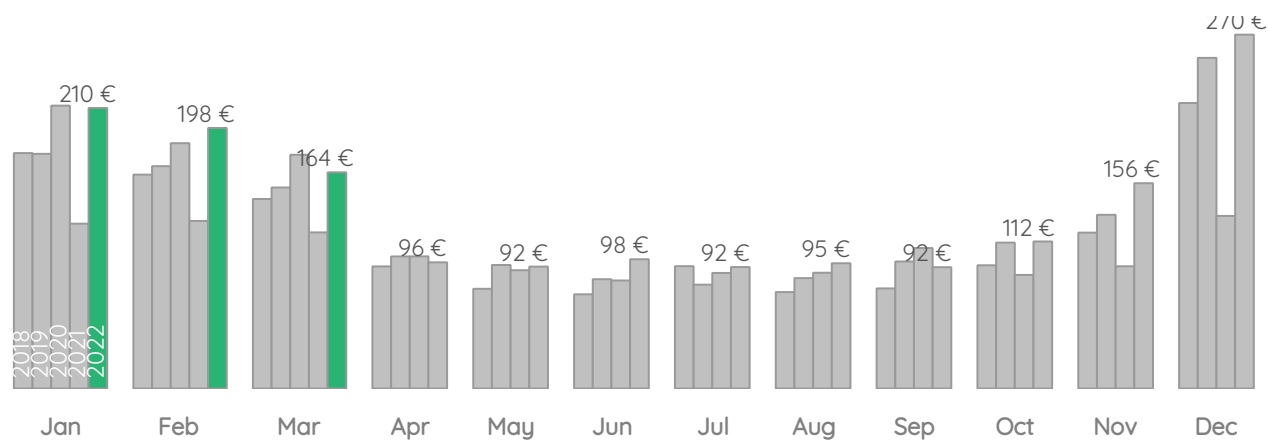
! = change at least 10 %

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

Registered Accommodation Sales



Average Registered Room Price (Adr)



Capacity & Utilization

Registered Accommodation

26 accommodation establishments (+4)
1,900 rooms (+210)
4,500 beds (+530)

Room utilization 67.1 % (+49)
Unsold rooms 610

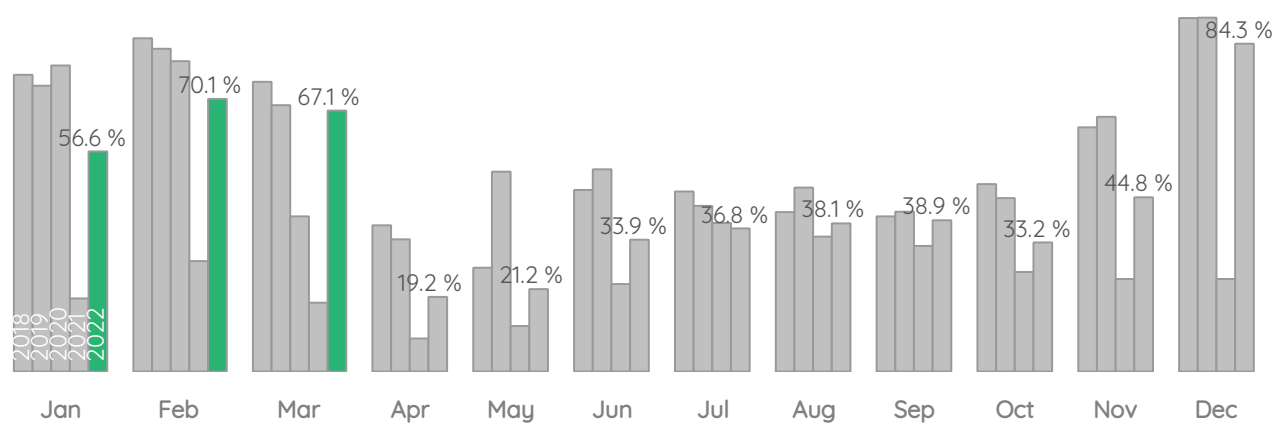
Airbnb and Vrbo

560 accommodation establishments (+16)
500 apartments (+24)
950 rooms (+24)

Apartment utilization 63.1 % (+20)
Unsold apartments 187

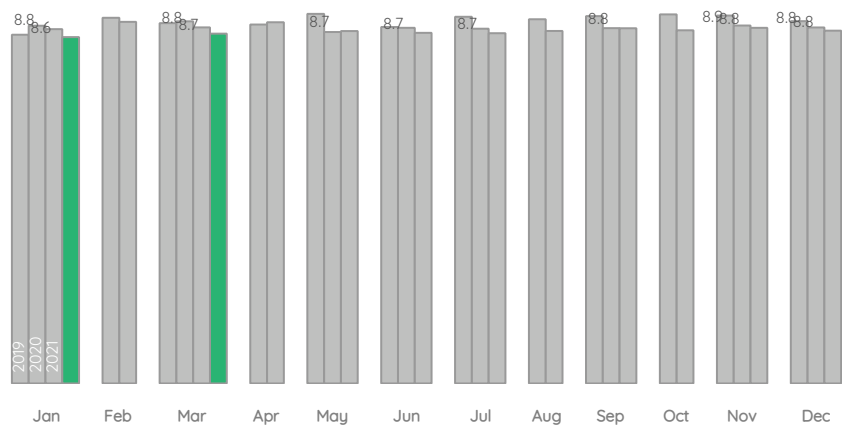


Registered Room Utilization For Establishments



Accommodation Customer Satisfaction

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



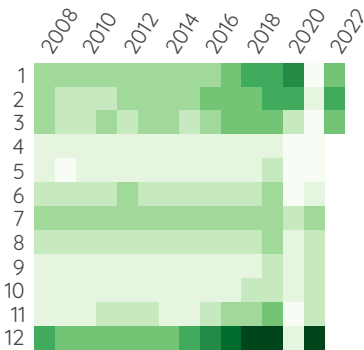
Accommodation Customer Satisfaction By Nationalities

	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 %		

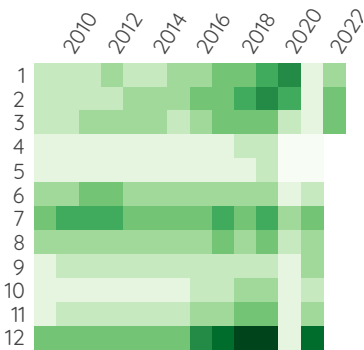
! = change at least 10 %

Key Indicators

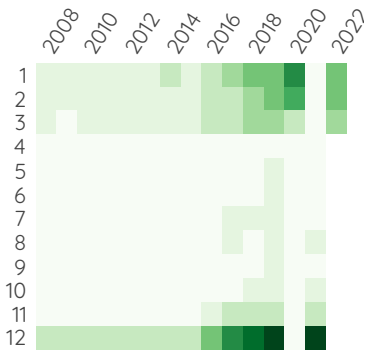
Bed Nights



Arrivals



Sales



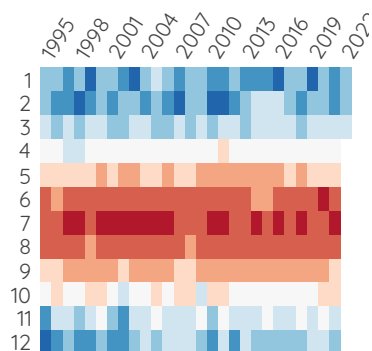
Travel key indicators: the darker the square the larger the value.

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.

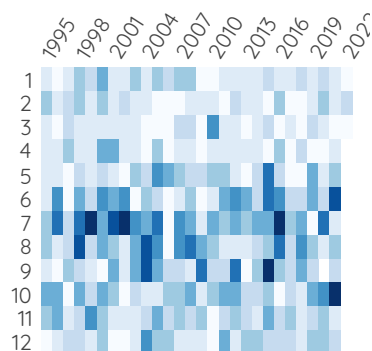
It is important to notice that the largest values (darkest squares) are not necessarily during the same months between different stats as this might reveal interesting details about travel and accommodation trends.



Temperature



Rainfall



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

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