



# Rovaniemi

## Accommodation and Travel Stats

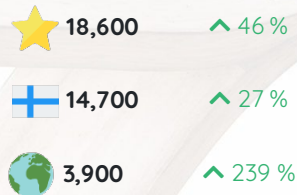
📅 May 2022

# Rovaniemi: Tourism In A Nutshell

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



## Bed Nights

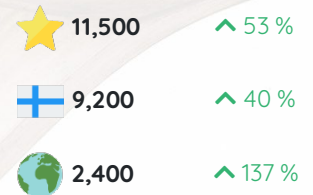


### Top 3:

Germany	770	▼ 4 %
Norway	660	▲ 1,552 %
United States	340	▲ 4,800 %



## Visitors



### Top 3:

Germany	490	▼ 37 %
Norway	410	▲ 1,612 %
Netherlands	178	



## Accommodation Sales

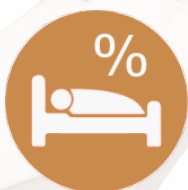
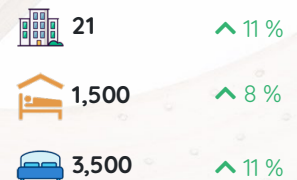


### Average prices:

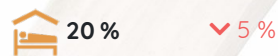
Night	50.60 €	▼ 3.80 €
Room	102.00 €	▲ 9.50 €
RevPAR	20.60 €	▲ 1.00 €



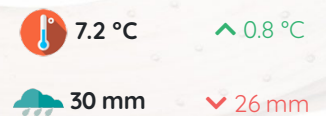
## Capacity



## Utilization



## Weather



# 30,800 Bed Nights In Paid Accommodation

Total of 30,800 bed nights (+55.6 %) were recorded in paid accommodation in Rovaniemi in May 2022. This figure includes bed nights at registered establishments as well as at AirBnB and Vrbo. The share of registered bed nights was 60 % and non-registered 40 %.

Between January and May, the number of paid bed nights was 374,000 (+183.6 %). 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.*

## Registered Bed Nights Increased 46 Percent

In May 2022, 18,600 registered bed nights were recorded in Rovaniemi (+46.0 %), of which 14,700 nights were spent by domestic visitors and 3,900 nights by foreigners. Registered domestic bed nights increased 27 percent and registered foreign bed nights increased 240 percent. In total, registered bed nights increased 46 percent from last year's May.

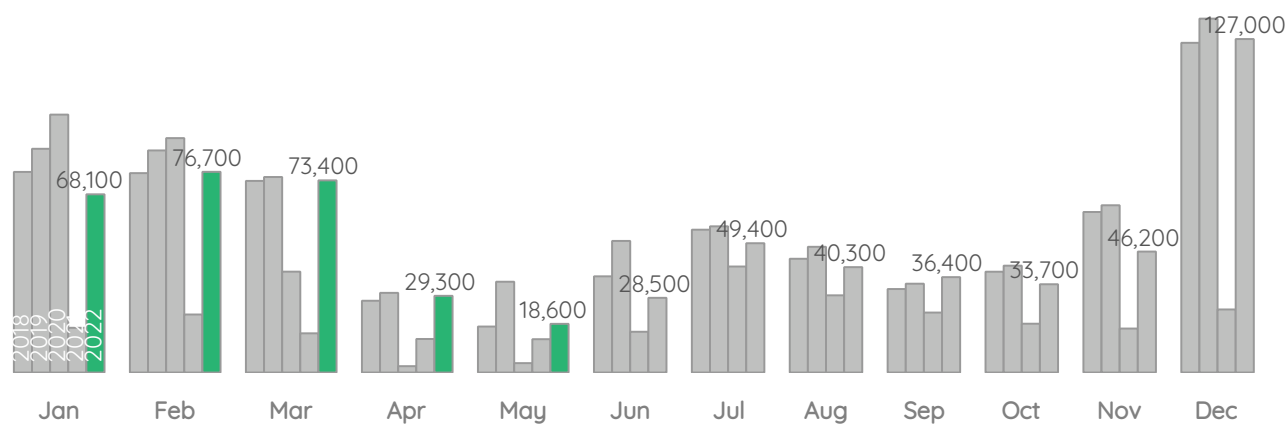
Most foreign registered bed nights were recorded for travelers from Germany (770 nights).

10,200 nights (+38.2 %) were spend by leisure visitors and 8,400 nights (+56.7 %) by business visitors.

Between January and May, 99,400 registered bed nights (+40.8 %) were recorded for domestic visitors and 167,000 (+1,713.4 %) for foreigners in Rovaniemi, in total 266,000 (+233.5 %) 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

	May 2022 Amount	Change	Share	Jan-May 2022 Amount	Change	Share
<b>Total</b>	18,600	46.0 % !	100.0 %	266,000	233.5 % !	100.0 %
<b>Finland</b>	14,700	27.1 % !	79.2 %	99,400	40.8 % !	37.4 %
<b>Foreign</b>	3,900	238.7 % !	20.8 %	167,000	1,713.4 % !	62.6 %
<b>Germany</b>	770	-4.0 %	4.2 %	21,100	498.1 % !	7.9 %
<b>Norway</b>	660	1,552.5 % !	3.6 %	1,600	606.6 %	0.6 %
<b>United States</b>	340	4,800.0 % !	1.8 %	5,100	6,637.3 % !	1.9 %
<b>Netherlands</b>	290		1.6 %	8,400	11,417.8 % !	3.2 %
<b>Switzerland</b>	220	5,500.0 % !	1.2 %	3,700	11,478.1 % !	1.4 %
<b>France</b>	200	4,975.0 % !	1.1 %	32,000	3,605.0 % !	12.0 %
<b>Sweden</b>	160	56.9 %	0.9 %	1,400	175.4 %	0.5 %
<b>Austria</b>	155		0.8 %	1,400	4,055.9 %	0.5 %
<b>Poland</b>	126	270.6 %	0.7 %	2,300	625.5 %	0.9 %
<b>Denmark</b>	96		0.5 %	1,800	7,020.0 %	0.7 %
<b>United Kingdom</b>	76	2,433.3 %	0.4 %	7,800	1,974.3 % !	2.9 %
<b>Spain</b>	67	294.1 %	0.4 %	8,600	3,121.1 % !	3.2 %
<b>Italy</b>	59	2,850.0 %	0.3 %	8,400	1,295.5 % !	3.2 %
<b>Thailand</b>	59	2,850.0 %	0.3 %	600	19,900.0 %	0.2 %
<b>Israel</b>	58		0.3 %	25,800		9.7 %
<b>India</b>	44	22.2 %	0.2 %	1,700	1,449.5 %	0.6 %
<b>Canada</b>	41	4,000.0 %	0.2 %	300	2,940.0 %	0.1 %

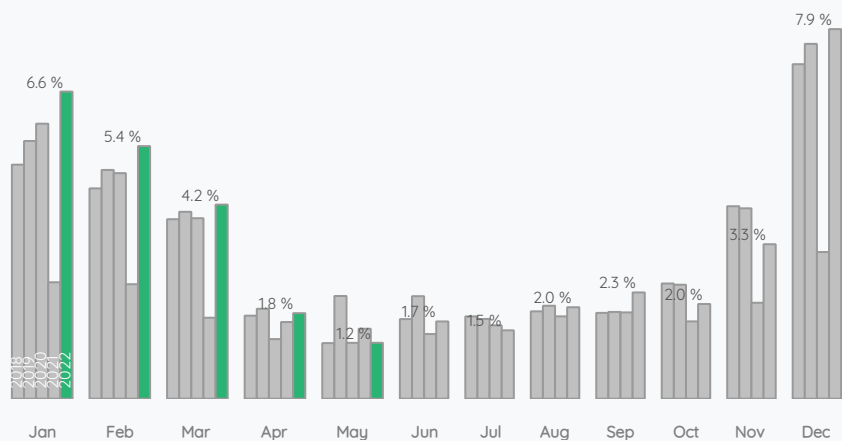
! = change at least 10 % and share at least 1 %



## Market Share 1.2 Percent

Total of 1.6 million registered bed nights (+82.8 %) were recorded in the whole country, of which 1.2 million nights (+58.1 %) were spent by domestic visitors and 323,000 nights (+350.5 %) by foreigners.

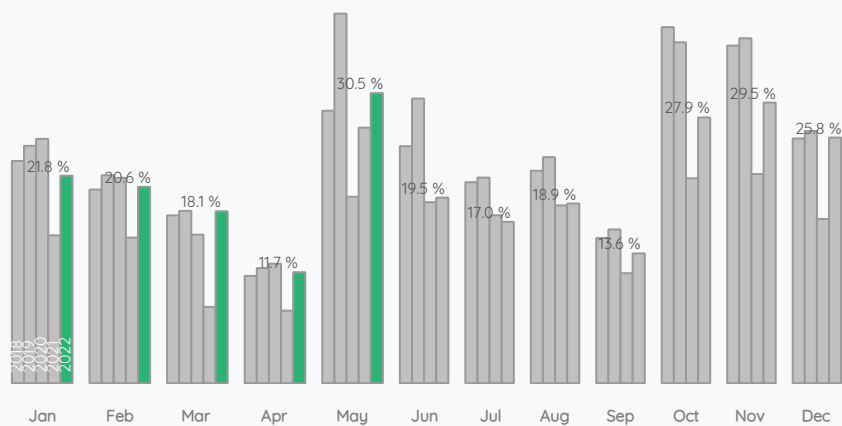
The market share of Rovaniemi out of total registered bed nights was 1.2 % (-0.3 percentage points), out of domestic bed nights 1.2 % and foreign bed nights 1.2 %.



## Market Share In Lapland 30.5 Percent

Total of 61,000 registered bed nights (+28.7 %) were recorded in Lapland, of which 50,700 nights (+13.5 %) were spent by domestic visitors and 10,300 nights (+276.5 %) by foreigners.

The market share of Rovaniemi out of total registered bed nights in Lapland was 30.5 %, out of domestic bed nights 29.1 % and foreign bed nights 37.5 %.



## 11,500 Tourists Arrived To Registered Accommodation

Arrivals to registered accommodation increased 53 percent compared to earlier year. Of all registered arrivals, 79.3 percent were domestic, and 20.7 percent were from foreign countries.

During May, domestic visitors stayed in registered accommodation in Rovaniemi on average 1.6 nights (-0.16) and foreigners 1.6 nights (+0.49).

	May 2022 Amount	Change	Share	Jan- May 2022 Amount	Change	Share
<b>Total</b>	11,500	52.8 % !	100.0 %	116,000	178.3 % !	100.0 %
<b>Finland</b>	9,200	39.8 % !	79.3 %	55,500	48.5 % !	47.9 %
<b>Foreign</b>	2,400	137.3 % !	20.7 %	60,400	1,317.7 % !	52.1 %
<b>Germany</b>	490	-37.3 % !	4.2 %	8,300	299.8 % !	7.1 %
<b>Norway</b>	410	1,612.5 % !	3.6 %	960	933.3 %	0.8 %
<b>Netherlands</b>	178		1.5 %	2,600	8,896.6 % !	2.3 %
<b>France</b>	155	3,775.0 % !	1.3 %	8,800	2,859.9 % !	7.6 %
<b>Switzerland</b>	155	7,650.0 % !	1.3 %	1,600	5,265.5 % !	1.3 %
<b>United States</b>	154	5,033.3 % !	1.3 %	2,200	6,514.7 % !	1.9 %
<b>Sweden</b>	120	25.0 % !	1.0 %	710	181.7 %	0.6 %
<b>Poland</b>	97	2,325.0 %	0.8 %	920	1,053.8 %	0.8 %
<b>Denmark</b>	74		0.6 %	720	6,472.7 %	0.6 %
<b>Austria</b>	64		0.6 %	590	2,860.0 %	0.5 %
<b>United Kingdom</b>	49	1,533.3 %	0.4 %	3,200	1,716.6 % !	2.7 %
<b>Italy</b>	42	2,000.0 %	0.4 %	3,500	1,947.7 % !	3.0 %
<b>Spain</b>	36	125.0 %	0.3 %	3,300	3,435.5 % !	2.8 %
<b>India</b>	26	225.0 %	0.2 %	740	1,588.6 %	0.6 %
<b>Canada</b>	24	2,300.0 %	0.2 %	152	2,433.3 %	0.1 %
<b>Thailand</b>	23	1,050.0 %	0.2 %	330	10,933.3 %	0.3 %
<b>Belgium</b>	20	1,900.0 %	0.2 %	2,000	4,263.0 % !	1.7 %

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

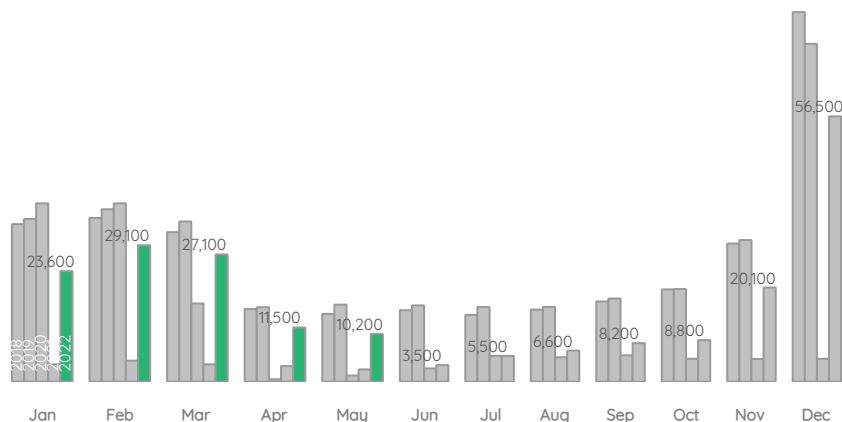
## 10,200 Air Travelers

The airport received a total of 10,200 passengers, which means air passenger arrivals increased 290 percent.

Of local passengers, 0.0 % arrived from abroad, thus the share of domestic passengers was 100.0 %.

In addition, there were 10,600 passengers departing the airport (+312.2 %), therefore the total number of trips via the airport was 20,800 (+301.0 %).

### Arriving Passengers (Excl. Transfers)



### Arriving Passengers From

	May 2022		Jan-May 2022	
	Amount	Change	Amount	Change
<b>Total</b>	10,200	289.8 % !	101,000	469.9 % !
<b>Finland</b>	10,200	318.6 % !	78,100	347.9 % !
<b>Foreign</b>	0	-100.0 % !	23,400	6,247.3 % !

! = change at least 10 %

### Departing Passengers To

	May 2022		Jan-May 2022	
	Amount	Change	Amount	Change
<b>Total</b>	10,600	312.2 % !	111,000	487.0 % !
<b>Finland</b>	10,600	312.2 % !	84,900	352.3 % !
<b>Foreign</b>	5	400.0 % !	26,300	14,601.7 % !

! = change at least 10 %

## Accommodation Sales 1.4 Million Euro

Total accommodation sales in May were 1.4 million euro (+479,000). The share of Airbnb and Vrbo was 32.4 percent. Therefore, registered accommodation sales were 941,000 euro (+248,000) and non-registered sales 452,000 euro (+231,000).

Total January-May sales were 28.0 million euro and they increased 21.1 million euro from the previous year.

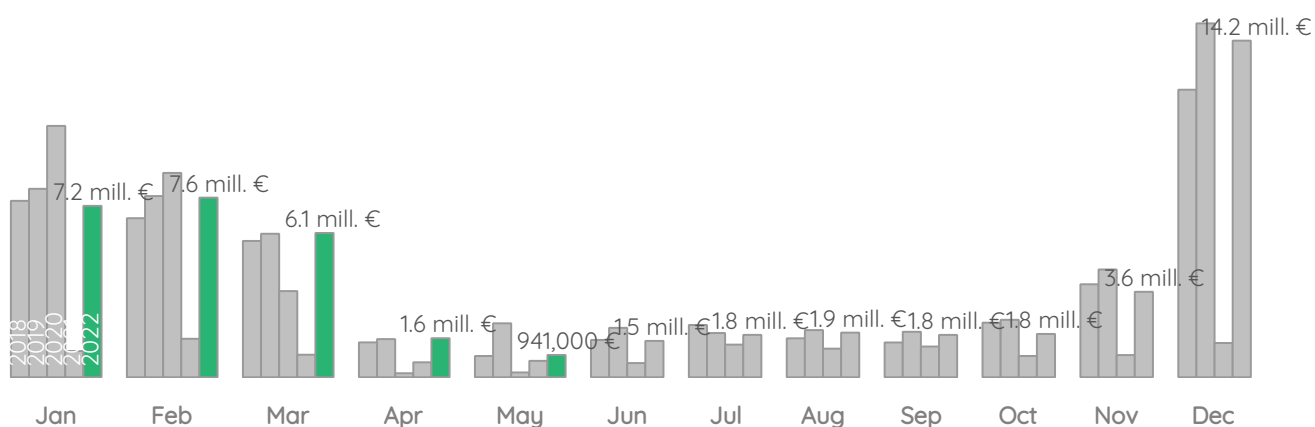
## Average Prices

	May 2022	Change	Jan-May 2022	Change
Amount			Amount	
<b>Adr (Non-Registered)</b>	141 €	20.3 % !	159 €	15.3 % !
<b>Adr (Registered)</b>	102 €	10.3 % !	175 €	53.4 % !
<b>Revpar (Non-Registered)</b>	58 €	45.6 % !	89 €	59.8 % !
<b>Bed Night (Registered)</b>	51 €	-7.0 %	88 €	40.6 % !
<b>Revpar (Registered)</b>	21 €	5.1 %	89 €	266.9 % !

! = change at least 10 %

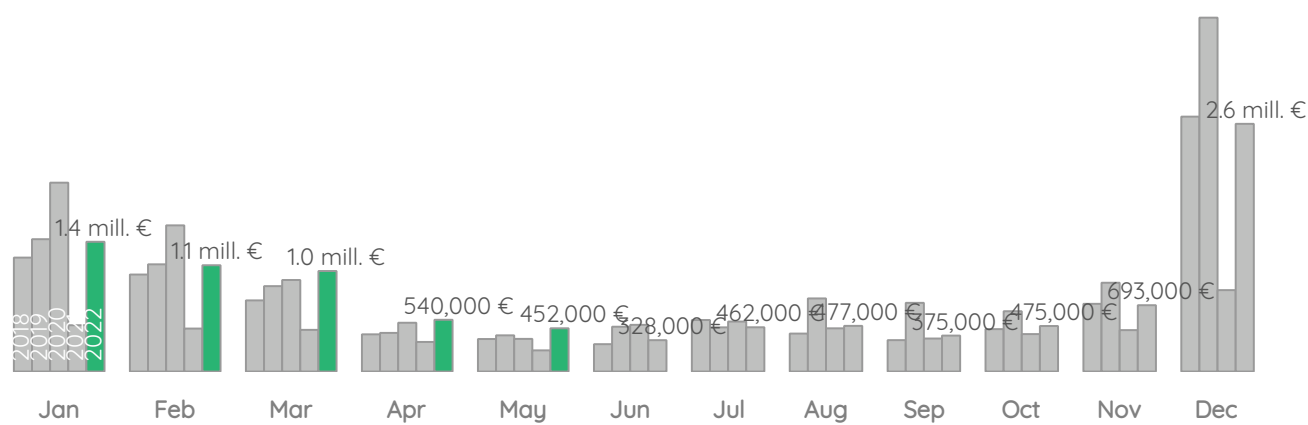
adr=average daily rate, revpar=revenue per available room (adr \* utilization), bed night=accommodation sales per bed nights

## Registered Accommodation Sales

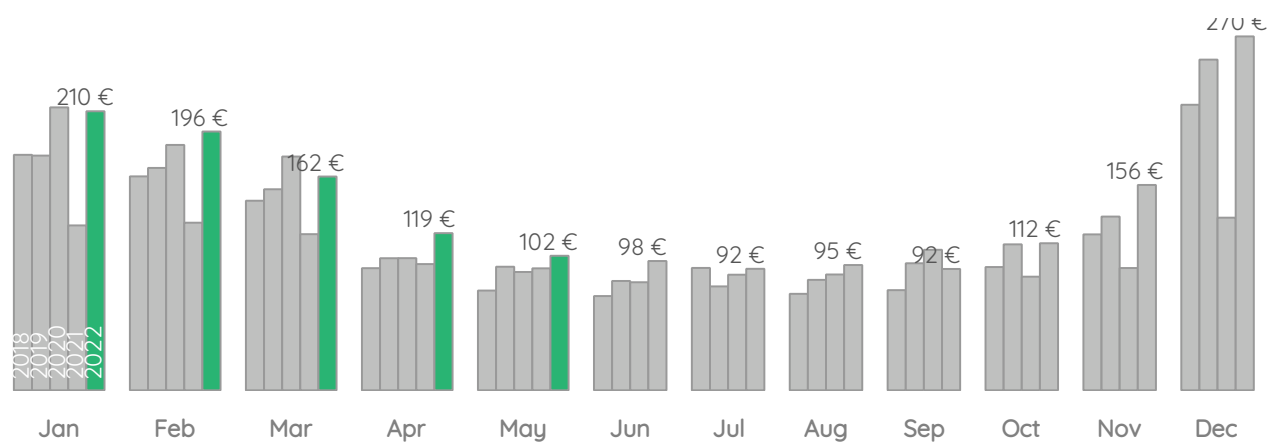




Non-Registered Accommodation Sales



Average Registered Room Price (Adr)



## Capacity & Utilization

### Registered Accommodation

21 accommodation  
establishments (+2)  
1,500 rooms (+112)  
3,500 beds (+350)

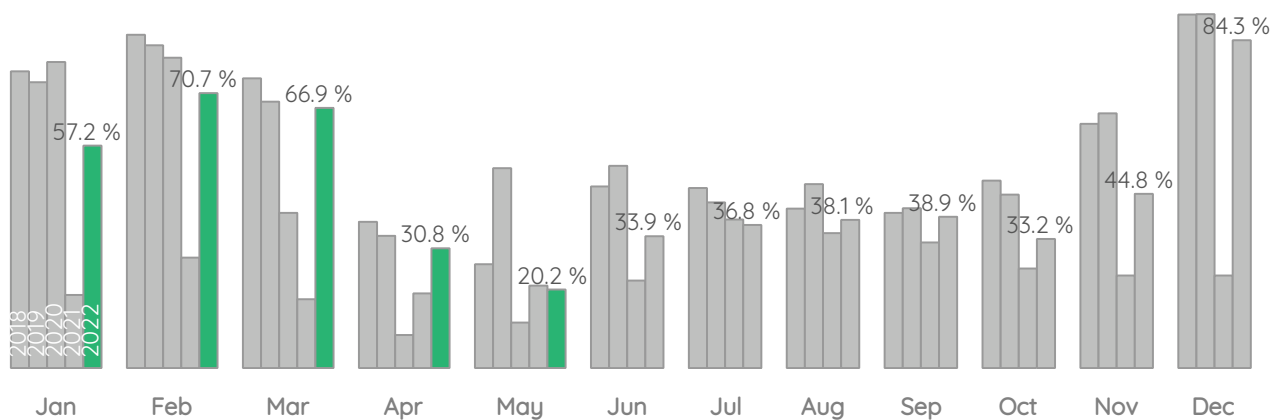
Room utilization 20.2 % (-1.0)  
Unsold rooms 1,200

### Airbnb and Vrbo

510 accommodation  
establishments (-6)  
450 apartments (-2)  
850 rooms (+17)

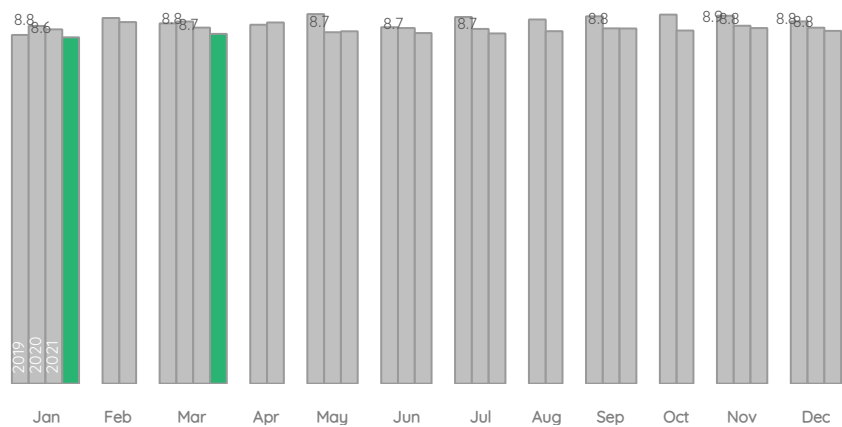
Apartment utilization 41.5 %  
(+7.2)  
Unsold apartments 260

### Registered Room Utilization For Establishments



# Accommodation Customer Satisfaction (March)

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



## Accommodation Customer Satisfaction By Nationalities

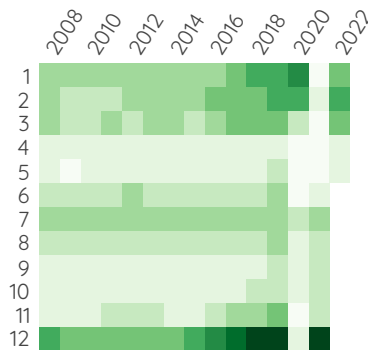
	March 2022 Amount	Change	Jan-March 2022 Amount	Change
Switzerland	9.0			
Israel	8.9			
Italy	8.9			
Spain	8.9			
United Kingdom	8.8			
France	8.8			
Poland	8.8			
Foreign	8.8	-0.7 %		
Germany	8.7			
Total	8.7	-1.8 %		
Belgium	8.6			
Netherlands	8.4			
Finland	8.4	-5.4 %		

! = change at least 10 %

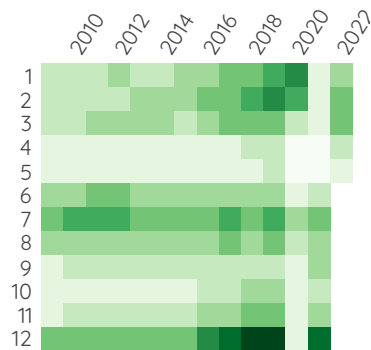


## Key Indicators

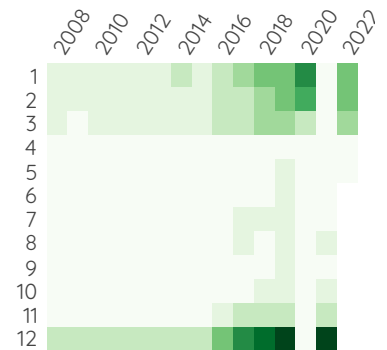
### Bed Nights



### Arrivals



### Sales

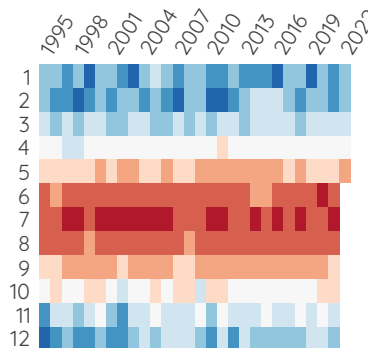


Travel key indicators: the darker the square the larger the value.

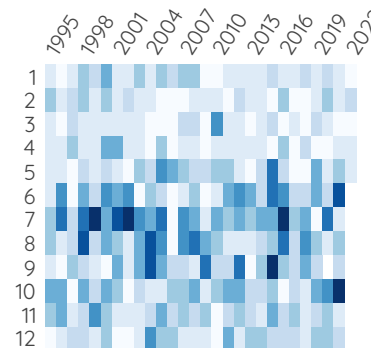
Dark squares in the middle (vertically) mean the main season is in the summer. Dark squares on the top and the bottom mean the main season is in the winter. Gradually darkening squares from left to right signify growth over the years.

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

Rovaniemen kaupunki

Elinkeinopalvelut

PL 8216

96101 Rovaniemi

(016) 3221 , kirjaamo@rovaniemi.fi , rovaniemi.fi

