



Rovaniemi

Accommodation and Travel Stats

📅 November 2022

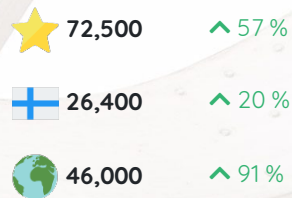
Rovaniemi: Tourism In A Nutshell

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

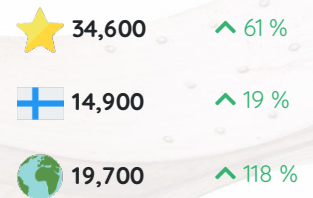




Bed Nights



Visitors



Top 3:

United Kingdom	7,100	^ 112 %
Spain	4,200	^ 45 %
Ireland	4,200	^ 936 %

Top 3:

United Kingdom	3,000	^ 162 %
Spain	1,500	^ 65 %
Germany	1,400	^ 42 %



Accommodation Sales



Average prices:

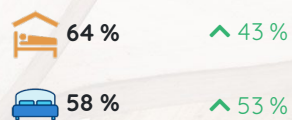
Night	83.30 €	^ 5.20 €
Room	181.20 €	^ 25.50 €
RevPAR	116.00 €	^ 46.20 €



Capacity



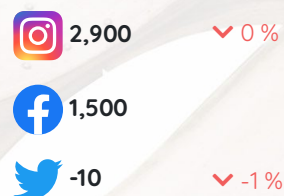
Utilization



Weather



Gained Followers



104,000 Bed Nights In Paid Accommodation

Total of 104,000 bed nights (+63.4 %) were recorded in paid accommodation in Rovaniemi in November 2022. This figure includes bed nights at registered establishments as well as at AirBnB and Vrbo. The share of registered bed nights was 70 % and non-registered 30 %.

Between January and November, the number of paid bed nights was 756,000 (+69.3 %). 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 57 Percent

In November 2022, 72,500 registered bed nights were recorded in Rovaniemi (+56.8 %), of which 26,400 nights were spent by domestic visitors and 46,000 nights by foreigners. Registered domestic bed nights increased 20 percent and registered foreign bed nights increased 91 percent. In total, registered bed nights increased 57 percent from last year's November.

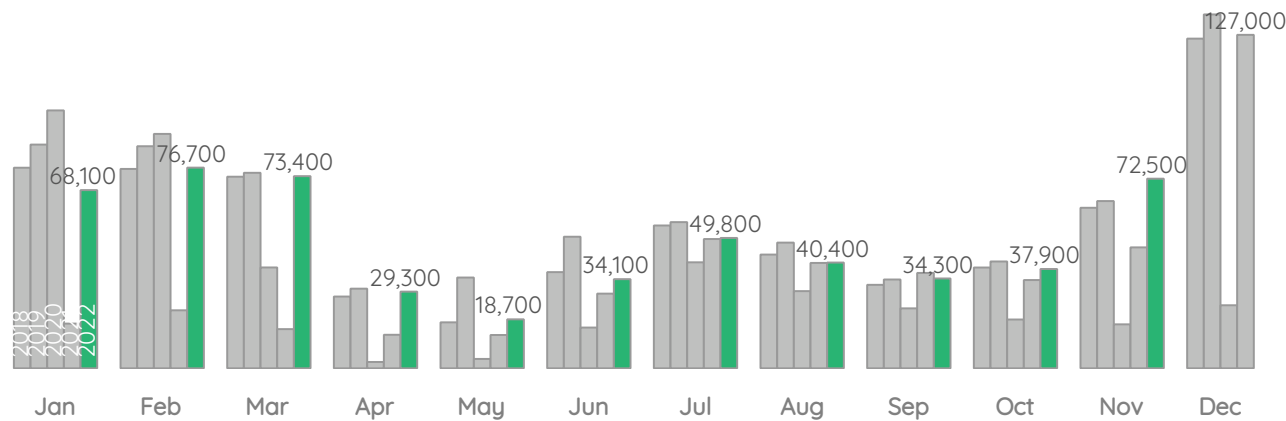
Most foreign registered bed nights were recorded for travelers from United Kingdom (7,100 nights).

56,700 nights (+63.3 %) were spend by leisure visitors and 15,700 nights (+37.2 %) by business visitors.

Between January and November, 250,000 registered bed nights (+1.5 %) were recorded for domestic visitors and 285,000 (+321.0 %) for foreigners in Rovaniemi, in total 535,000 (+70.2 %) 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

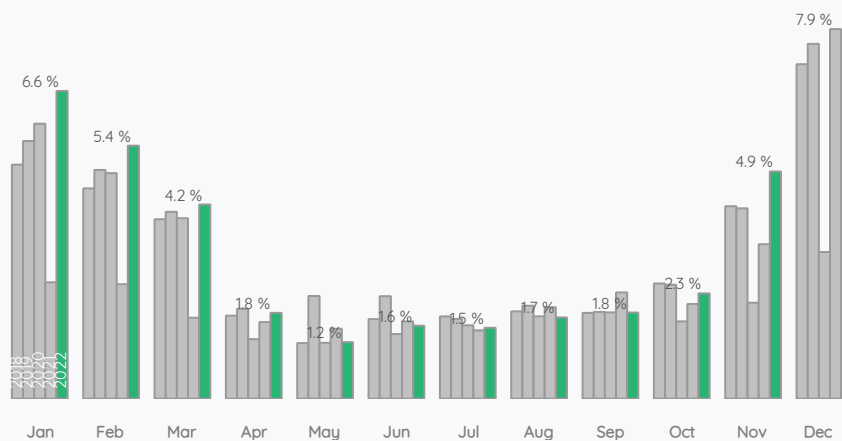
	November 2022			Jan-November 2022		
	Amount	Change	Share	Amount	Change	Share
Total	72,500	56.8 % !	100.0 %	535,000	70.2 % !	100.0 %
Foreign	46,000	90.8 % !	63.5 %	285,000	321.0 % !	53.2 %
Finland	26,400	19.7 % !	36.5 %	250,000	1.5 %	46.8 %
United Kingdom	7,100	111.6 % !	9.8 %	17,600	290.0 % !	3.3 %
Spain	4,200	44.8 % !	5.8 %	16,800	269.3 % !	3.1 %
Ireland	4,200	936.3 % !	5.8 %	5,400	992.3 % !	1.0 %
Germany	3,800	33.2 % !	5.3 %	37,900	139.7 % !	7.1 %
France	3,100	27.8 % !	4.2 %	38,100	727.3 % !	7.1 %
United States	2,500	101.7 % !	3.5 %	10,800	192.6 % !	2.0 %
Italy	2,000	-0.8 %	2.8 %	14,200	229.5 % !	2.6 %
Singapore	1,700	3,654.3 % !	2.4 %	4,000	6,084.6 %	0.8 %
Poland	1,200	64.7 % !	1.6 %	5,700	136.3 % !	1.1 %
Romania	1,100	276.4 % !	1.6 %	2,300	266.0 %	0.4 %
Sweden	950	55.3 % !	1.3 %	6,600	110.4 % !	1.2 %
Belgium	910	61.7 % !	1.3 %	8,700	719.3 % !	1.6 %
China	900	562.5 % !	1.2 %	3,000	788.8 %	0.6 %
Norway	900	61.9 % !	1.2 %	12,400	157.4 % !	2.3 %
Switzerland	720	39.5 %	1.0 %	7,600	310.8 % !	1.4 %
Austria	600	12.3 %	0.8 %	3,400	183.6 %	0.6 %
Denmark	590	110.0 %	0.8 %	4,300	428.1 %	0.8 %

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

Market Share 4.9 Percent

Total of 1.5 million registered bed nights (+6.6 %) were recorded in the whole country, of which 1.1 million nights (+0.4 %) were spent by domestic visitors and 366,000 nights (+31.4 %) by foreigners.

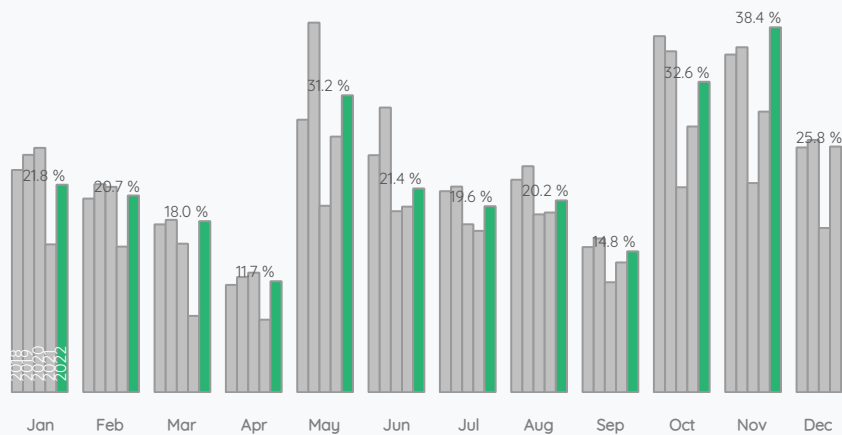
The market share of Rovaniemi out of total registered bed nights was 4.9 % (+1.6 percentage points), out of domestic bed nights 2.4 % and foreign bed nights 12.6 %.



Market Share In Lapland 38.4 Percent

Total of 189,000 registered bed nights (+20.6 %) were recorded in Lapland, of which 88,800 nights (-0.5 %) were spent by domestic visitors and 100,000 nights (+48.5 %) by foreigners.

The market share of Rovaniemi out of total registered bed nights in Lapland was 38.4 %, out of domestic bed nights 29.8 % and foreign bed nights 46.0 %.



34,600 Tourists Arrived To Registered Accommodation

Arrivals to registered accommodation increased 61 percent compared to earlier year. Of all registered arrivals, 43.1 percent were domestic, and 56.9 percent were from foreign countries.

During November, domestic visitors stayed in registered accommodation in Rovaniemi on average 1.8 nights (+0.0) and foreigners 2.3 nights (-0.33).

	November 2022			Jan-November 2022		
	Amount	Change	Share	Amount	Change	Share
Total	34,600	60.7 % !	100.0 %	273,000	58.2 % !	100.0 %
Foreign	19,700	117.8 % !	56.9 %	125,000	283.3 % !	45.9 %
Finland	14,900	19.4 % !	43.1 %	148,000	5.7 %	54.1 %
United Kingdom	3,000	162.4 % !	8.7 %	7,700	366.3 % !	2.8 %
Spain	1,500	64.6 % !	4.4 %	7,500	308.4 % !	2.7 %
Germany	1,400	42.0 % !	4.2 %	17,800	79.1 % !	6.5 %
Ireland	1,400	788.2 % !	4.1 %	1,900	822.8 %	0.7 %
France	1,200	38.0 % !	3.4 %	11,700	555.1 % !	4.3 %
United States	1,100	96.8 % !	3.2 %	5,100	350.1 % !	1.9 %
Singapore	1,000	5,257.9 % !	2.9 %	2,100	7,492.9 %	0.8 %
Italy	890	17.7 % !	2.6 %	7,100	260.5 % !	2.6 %
Romania	570	360.2 % !	1.6 %	1,100	278.0 %	0.4 %
China	530	574.4 % !	1.5 %	1,600	776.9 %	0.6 %
Poland	510	75.7 % !	1.5 %	3,200	169.1 % !	1.2 %
Sweden	490	67.9 % !	1.4 %	3,700	101.9 % !	1.4 %
Norway	480	51.7 % !	1.4 %	8,000	190.4 % !	2.9 %
Belgium	310	52.4 %	0.9 %	2,700	494.8 %	1.0 %
Denmark	290	189.0 %	0.8 %	2,300	568.8 %	0.8 %
India	280	297.2 %	0.8 %	1,700	897.0 %	0.6 %
Malaysia	280	378.0 %	0.8 %	570	837.7 %	0.2 %

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

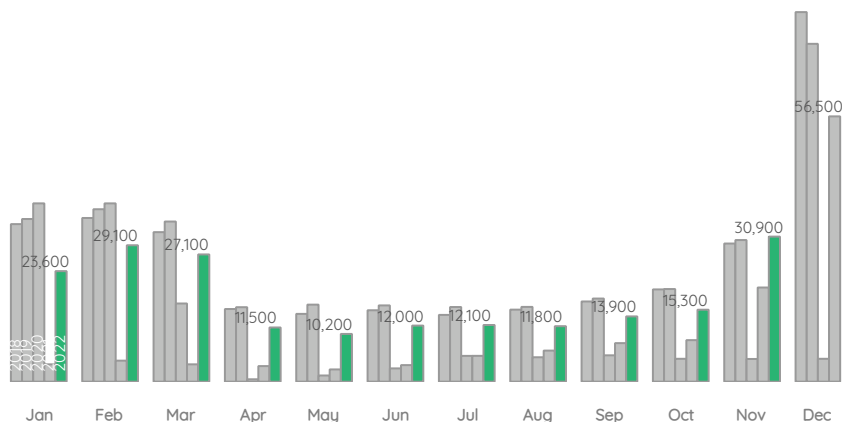
30,900 Air Travelers

The airport received a total of 30,900 passengers, which means air passenger arrivals increased 54 percent.

Of local passengers, 31.4 % arrived from abroad, thus the share of domestic passengers was 68.6 %.

In addition, there were 28,500 passengers departing the airport (+53.0 %), therefore the total number of trips via the airport was 59,400 (+53.6 %).

Arriving Passengers (Excl. Transfers)



Arriving Passengers From

	November 2022		Jan-November 2022	
	Amount	Change	Amount	Change
Total	30,900	54.1 % !	197,000	179.7 % !
Finland	21,200	14.3 % !	162,000	136.7 % !
Foreign	9,700	545.6 % !	35,100	1,646.0 % !

! = change at least 10 %

Departing Passengers To

	November 2022		Jan-November 2022	
	Amount	Change	Amount	Change
Total	28,500	53.0 % !	205,000	187.7 % !
Finland	20,500	17.1 % !	169,000	142.3 % !
Foreign	8,000	629.6 % !	35,900	2,331.5 % !

! = change at least 10 %

Accommodation Sales 7.6 Million Euro

Total accommodation sales in November were 7.6 million euro (+3.3 million). The share of Airbnb and Vrbo was 20.7 percent. Therefore, registered accommodation sales were 6.0 million euro (+2.4 million) and non-registered sales 1.6 million euro (+879,000).

Total January-November sales were 48.5 million euro and they increased 26.4 million euro from the previous year.

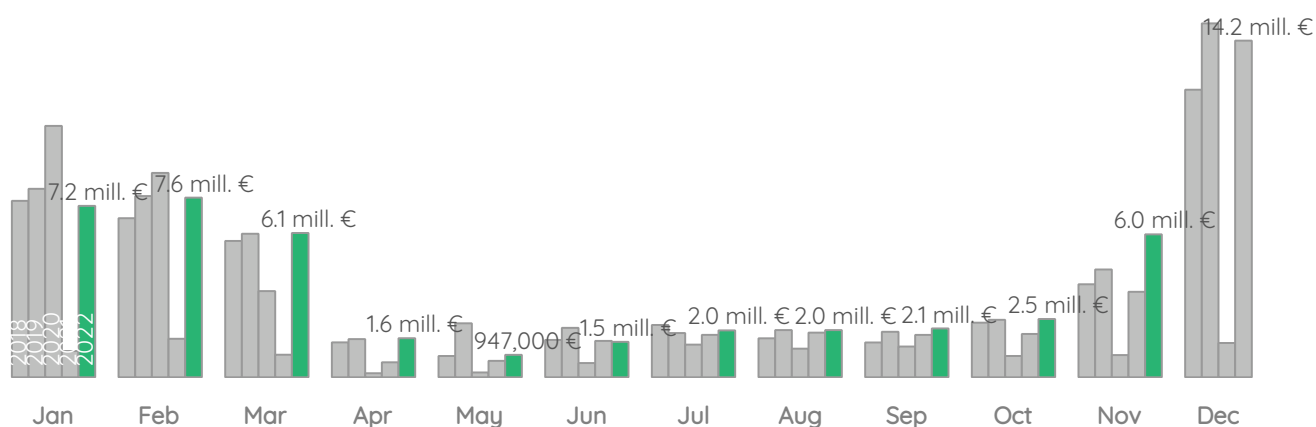
Average Prices

	November 2022	Change	Jan-November 2022	Change
Amount			Amount	
Adr (Non-Registered)	195 €	28.3 % !	155 €	16.5 % !
Adr (Registered)	181 €	16.4 % !	151 €	36.1 % !
Revpar (Registered)	116 €	66.2 % !	70 €	105.7 % !
Revpar (Non-Registered)	115 €	48.6 % !	85 €	40.5 % !
Bed Night (Registered)	83 €	6.6 %	74 €	33.1 % !

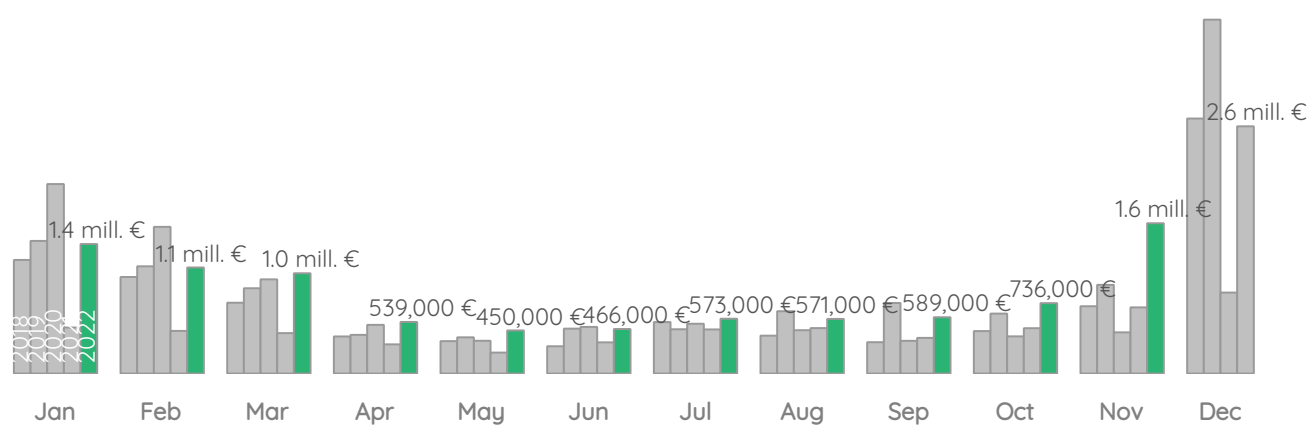
! = change at least 10 %

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

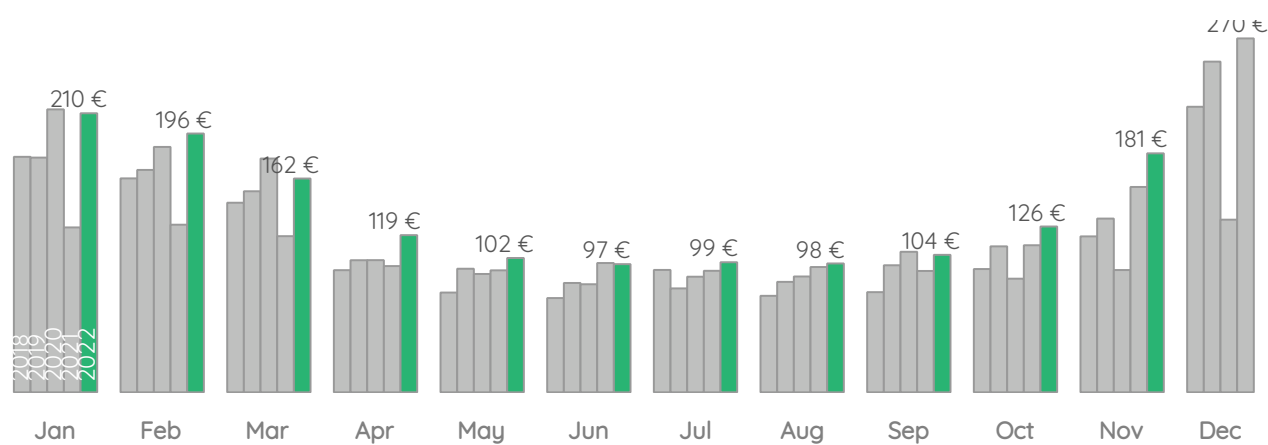
Registered Accommodation Sales



Non-Registered Accommodation Sales



Average Registered Room Price (Adr)



Capacity & Utilization

Registered Accommodation

25 accommodation
establishments (+1)
1,700 rooms (+30)
4,200 beds (+93)

Room utilization 64.0 % (+19)

Unsold rooms 630

Bed utilization 57.8 % (+20)

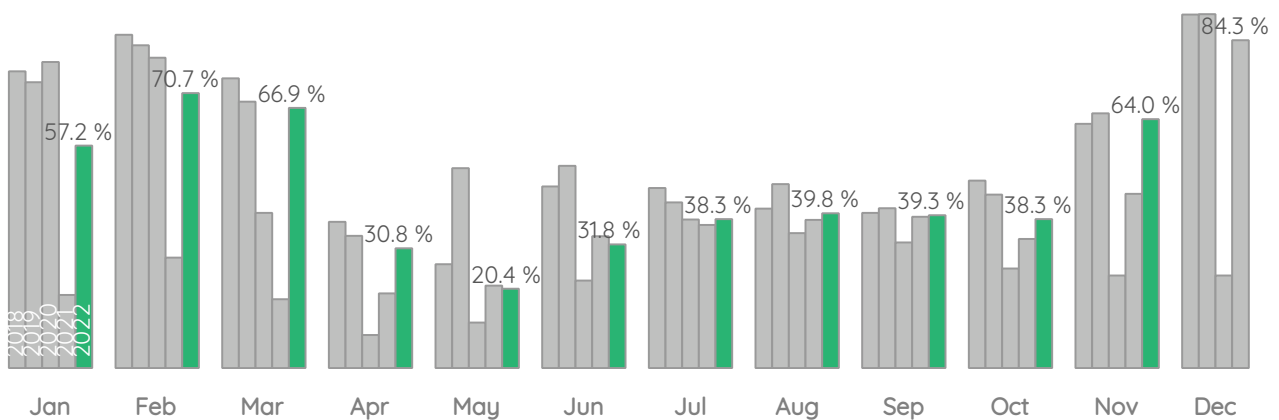
Airbnb and Vrbo

700 accommodation
establishments (+193)
600 apartments (+153)
1,200 rooms (+310)

Apartment utilization 58.9 %
(+8.0)

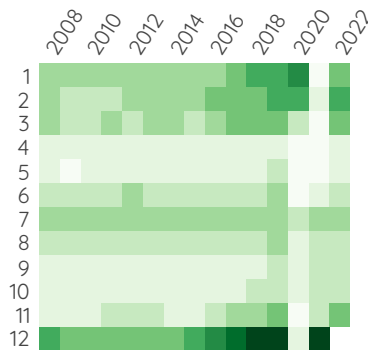
Unsold apartments 250

Registered Room Utilization For Establishments

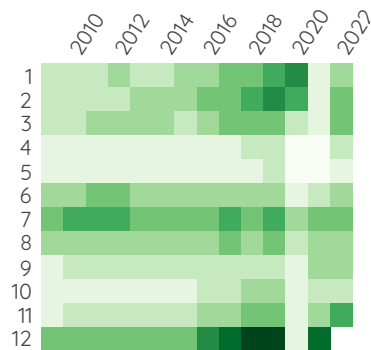


Key Indicators

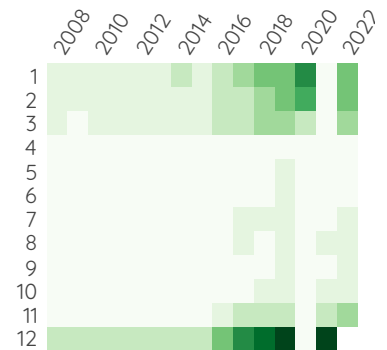
Bed Nights



Arrivals



Sales

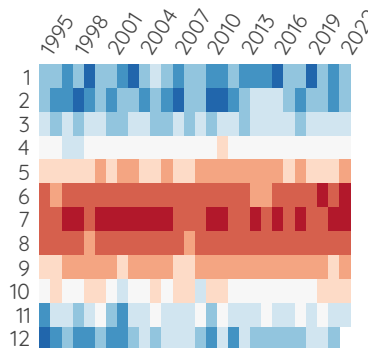


Travel key indicators: the darker the square the larger the value.

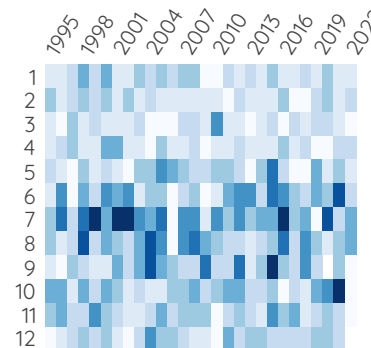
Dark squares in the middle (vertically) mean the main season is in the summer. Dark squares on the top and the bottom mean the main season is in the winter. Gradually darkening squares from left to right signify growth over the years.

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, Finavia, Finnish Meteorological Institute, Meteostat, Socialblade, Statistics Finland, Tak Research

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