



Rovaniemi

Accommodation and Travel Stats

📅 October 2022

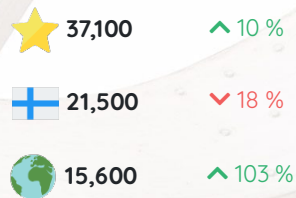
Rovaniemi: Tourism In A Nutshell

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

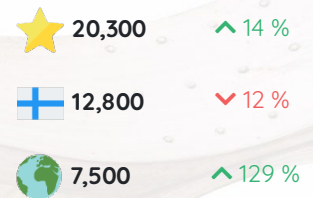




Bed Nights



Visitors



Top 3:

Germany	2,200	▲ 67 %
Sweden	1,300	▲ 331 %
United Kingdom	1,100	▲ 253 %

Top 3:

Germany	940	▲ 66 %
Sweden	510	▲ 207 %
Thailand	490	▲ 24,500 %



Accommodation Sales

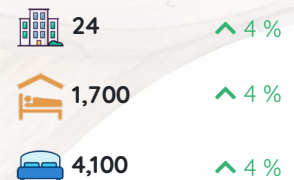


Average prices:

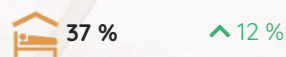
Night	62.80 €	▲ 8.60 €
Room	121.70 €	▲ 10.10 €
RevPAR	45.40 €	▲ 8.40 €



Capacity



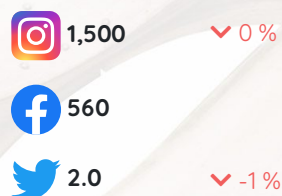
Utilization



Weather



Gained Followers



58,300 Bed Nights In Paid Accommodation

Total of 58,300 bed nights (+22.4 %) were recorded in paid accommodation in Rovaniemi in October 2022. This figure includes bed nights at registered establishments as well as at AirBnB and Vrbo. The share of registered bed nights was 64 % and non-registered 36 %.

Between January and October, the number of paid bed nights was 661,000 (+72.1 %). Share of registered was 70 % and non-registered 30 %.

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 10 Percent

In October 2022, 37,100 registered bed nights were recorded in Rovaniemi (+10.0 %), of which 21,500 nights were spent by domestic visitors and 15,600 nights by foreigners. Registered domestic bed nights decreased 18 percent and registered foreign bed nights increased 103 percent. In total, registered bed nights increased 10 percent from last year's October.

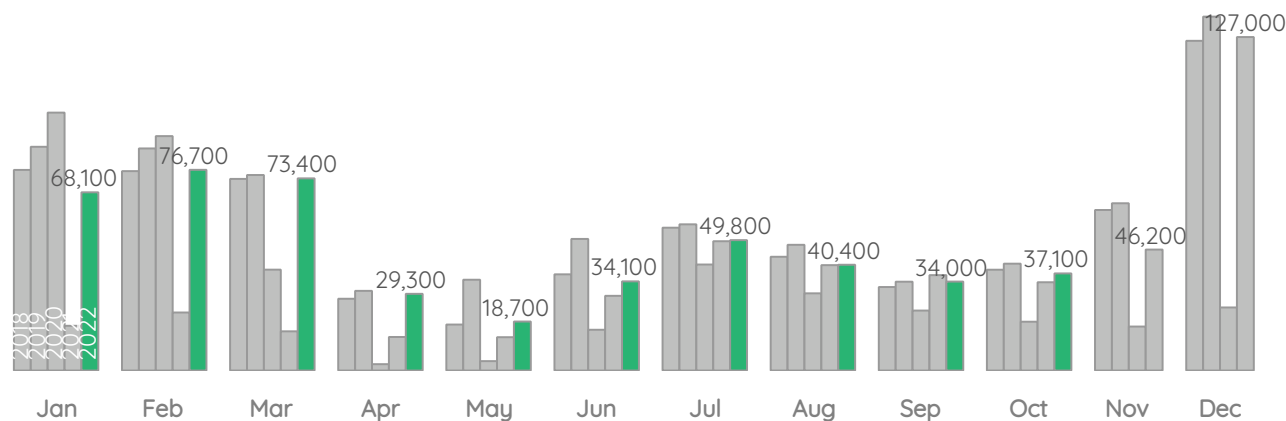
Most foreign registered bed nights were recorded for travelers from Germany (2,200 nights).

25,900 nights (+10.2 %) were spend by leisure visitors and 11,200 nights (+9.6 %) by business visitors.

Between January and October, 223,000 registered bed nights (-0.7 %) were recorded for domestic visitors and 238,000 (+447.4 %) for foreigners in Rovaniemi, in total 462,000 (+72.1 %) 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

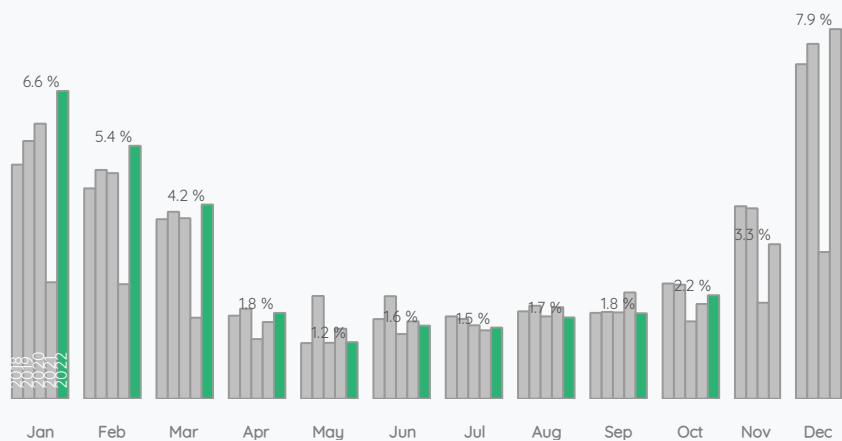
	October 2022			Jan-October 2022		
	Amount	Change	Share	Amount	Change	Share
Total	37,100	10.0 % !	100.0 %	462,000	72.1 % !	100.0 %
Finland	21,500	-17.5 % !	57.9 %	223,000	-0.7 %	48.3 %
Foreign	15,600	103.0 % !	42.1 %	238,000	447.4 % !	51.7 %
Germany	2,200	66.6 % !	6.0 %	34,100	163.6 % !	7.4 %
Sweden	1,300	330.9 % !	3.5 %	5,700	122.8 % !	1.2 %
United Kingdom	1,100	252.6 % !	2.9 %	10,500	798.5 % !	2.3 %
United States	890	130.2 % !	2.4 %	8,200	236.6 % !	1.8 %
Thailand	880	43,900.0 % !	2.4 %	1,600	12,307.7 %	0.3 %
France	860	47.1 % !	2.3 %	35,000	1,477.1 % !	7.6 %
Spain	790	48.2 % !	2.1 %	12,600	669.2 % !	2.7 %
Norway	680	-22.7 % !	1.8 %	11,500	169.4 % !	2.5 %
Italy	660	72.3 % !	1.8 %	12,100	437.9 % !	2.6 %
India	630	1,472.5 % !	1.7 %	2,800	1,207.6 %	0.6 %
Denmark	550	156.5 % !	1.5 %	3,700	593.3 %	0.8 %
Switzerland	390	30.6 % !	1.1 %	6,900	415.1 % !	1.5 %
China	300	619.5 %	0.8 %	2,100	930.7 %	0.5 %
Japan	260	267.6 %	0.7 %	720	455.0 %	0.2 %
Austria	250	56.8 %	0.7 %	2,800	320.0 %	0.6 %
Ireland	240	1,019.0 %	0.6 %	1,200	1,244.9 %	0.3 %
Netherlands	230	7.0 %	0.6 %	12,700	784.3 % !	2.8 %

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

Market Share 2.2 Percent

Total of 1.7 million registered bed nights (+0.7 %) were recorded in the whole country, of which 1.4 million nights (-6.4 %) were spent by domestic visitors and 305,000 nights (+52.6 %) by foreigners.

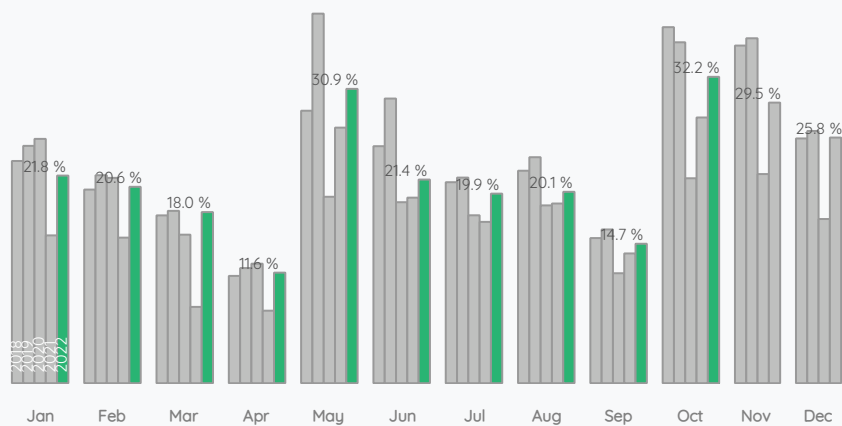
The market share of Rovaniemi out of total registered bed nights was 2.2 % (+0.2 percentage points), out of domestic bed nights 1.6 % and foreign bed nights 5.1 %.



Market Share In Lapland 32.2 Percent

Total of 115,000 registered bed nights (-4.6 %) were recorded in Lapland, of which 86,600 nights (-15.9 %) were spent by domestic visitors and 28,600 nights (+61.2 %) by foreigners.

The market share of Rovaniemi out of total registered bed nights in Lapland was 32.2 %, out of domestic bed nights 24.8 % and foreign bed nights 54.7 %.



20,300 Tourists Arrived To Registered Accommodation

Arrivals to registered accommodation increased 14 percent compared to earlier year. Of all registered arrivals, 63.0 percent were domestic, and 37.0 percent were from foreign countries.

During October, domestic visitors stayed in registered accommodation in Rovaniemi on average 1.7 nights (-0.12) and foreigners 2.1 nights (-0.26).

	October 2022 Amount	Change	Share	Jan- October 2022 Amount	Change	Share
Total	20,300	14.3 % !	100.0 %	238,000	57.3 % !	100.0 %
Finland	12,800	-11.6 % !	63.0 %	133,000	3.9 %	55.7 %
Foreign	7,500	128.7 % !	37.0 %	105,000	345.3 % !	44.3 %
Germany	940	65.7 % !	4.7 %	16,300	83.4 % !	6.9 %
Sweden	510	206.6 % !	2.5 %	3,200	107.3 % !	1.3 %
Thailand	490	24,500.0 % !	2.4 %	940	10,322.2 %	0.4 %
United States	460	116.8 % !	2.3 %	4,000	591.5 % !	1.7 %
United Kingdom	450	272.1 % !	2.2 %	4,700	822.5 % !	2.0 %
France	400	74.0 % !	2.0 %	10,600	1,010.1 % !	4.4 %
India	340	1,454.5 % !	1.7 %	1,300	1,287.4 %	0.6 %
Spain	340	57.5 % !	1.7 %	6,000	554.8 % !	2.5 %
Norway	330	-25.6 % !	1.6 %	7,600	207.7 % !	3.2 %
Italy	290	89.6 % !	1.4 %	6,200	413.2 % !	2.6 %
Denmark	260	233.3 % !	1.3 %	2,000	721.5 %	0.8 %
China	164	645.5 %	0.8 %	1,100	914.8 %	0.5 %
Switzerland	156	47.2 %	0.8 %	3,600	372.8 % !	1.5 %
Ireland	125	941.7 %	0.6 %	470	944.4 %	0.2 %
Japan	125	190.7 %	0.6 %	360	365.4 %	0.2 %
Netherlands	119	50.6 %	0.6 %	5,300	596.5 % !	2.2 %
Russia	111	270.0 %	0.5 %	850	280.3 %	0.4 %

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

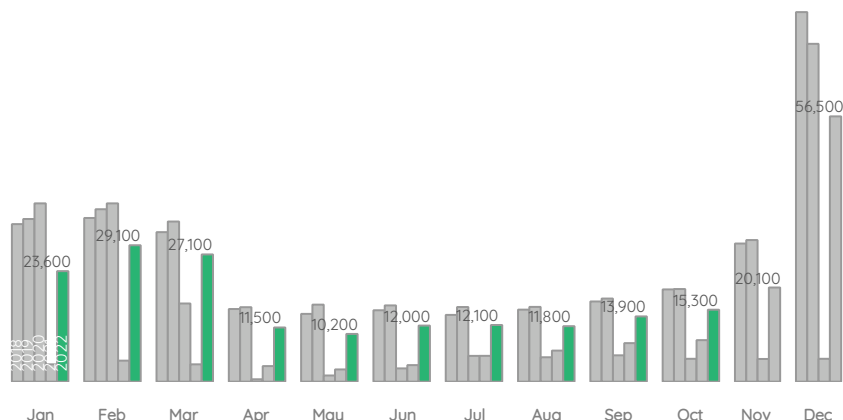
15,300 Air Travelers

The airport received a total of 15,300 passengers, which means air passenger arrivals increased 73 percent.

Of local passengers, 4.8 % arrived from abroad, thus the share of domestic passengers was 95.2 %.

In addition, there were 14,700 passengers departing the airport (+58.9 %), therefore the total number of trips via the airport was 30,000 (+65.9 %).

Arriving Passengers (Excl. Transfers)



Arriving Passengers From

	October 2022		Jan-October 2022	
	Amount	Change	Amount	Change
Total	15,300	73.2 % !	167,000	229.6 % !
Finland	14,600	65.2 % !	141,000	182.1 % !
Foreign	740	4,027.8 % !	25,400	4,886.7 % !

! = change at least 10 %

Departing Passengers To

	October 2022		Jan-October 2022	
	Amount	Change	Amount	Change
Total	14,700	58.9 % !	176,000	235.5 % !
Finland	14,400	55.9 % !	148,000	184.4 % !
Foreign	300	1,550.0 % !	27,900	7,183.8 % !

! = change at least 10 %

Accommodation Sales 3.3 Million Euro

Total accommodation sales in October were 3.3 million euro (+948,000). The share of Airbnb and Vrbo was 28.4 percent. Therefore, registered accommodation sales were 2.3 million euro (+501,000) and non-registered sales 923,000 euro (+447,000).

Total January-October sales were 41.2 million euro and they increased 23.4 million euro from the previous year.

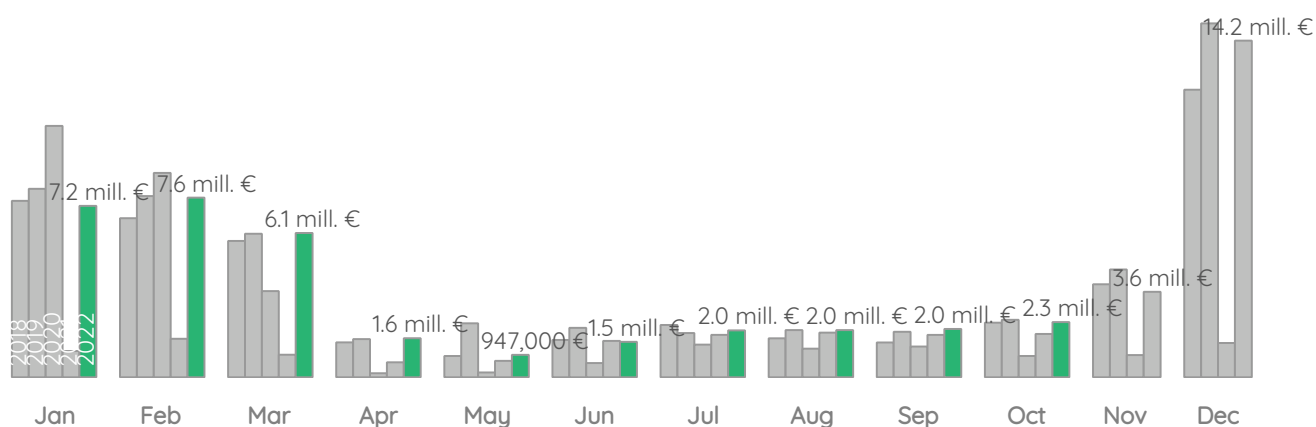
Average Prices

	October 2022		Jan- October 2022	
	Amount	Change	Amount	Change
Adr (Non-Registered)	166 €	26.7 % !	150 €	14.9 % !
Adr (Registered)	122 €	9.1 %	146 €	41.5 % !
Revpar (Non-Registered)	85 €	37.2 % !	82 €	42.5 % !
Bed Night (Registered)	63 €	15.8 % !	72 €	40.0 % !
Revpar (Registered)	45 €	22.5 % !	65 €	115.7 % !

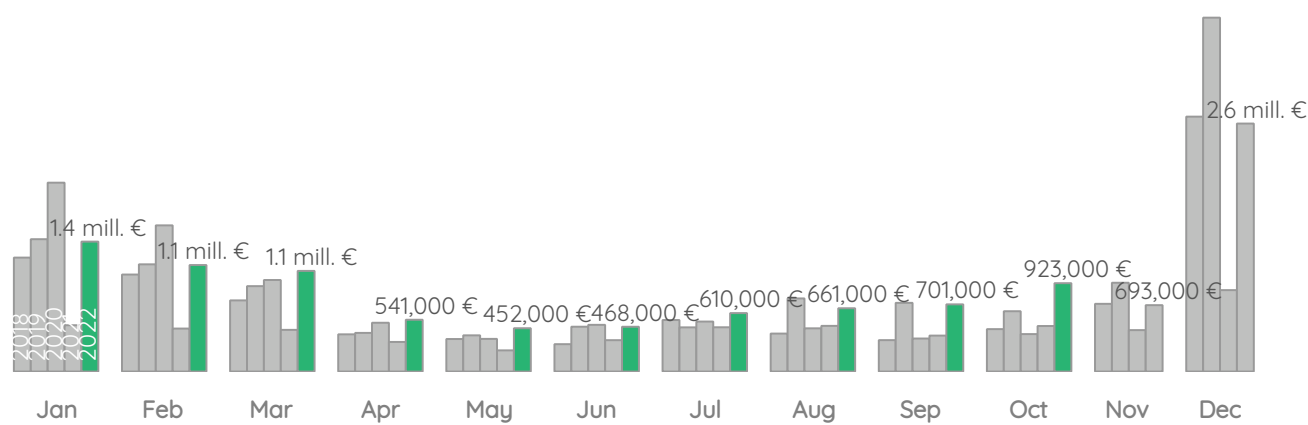
! = change at least 10 %

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

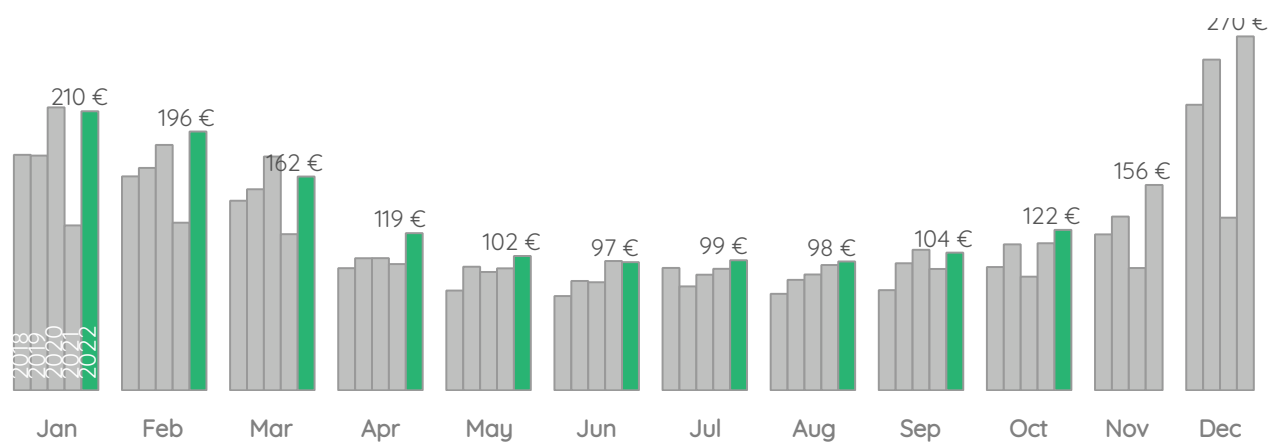
Registered Accommodation Sales



Non-Registered Accommodation Sales



Average Registered Room Price (Adr)



Capacity & Utilization

Registered Accommodation

24 accommodation
establishments (+1)
1,700 rooms (+58)
4,100 beds (+142)

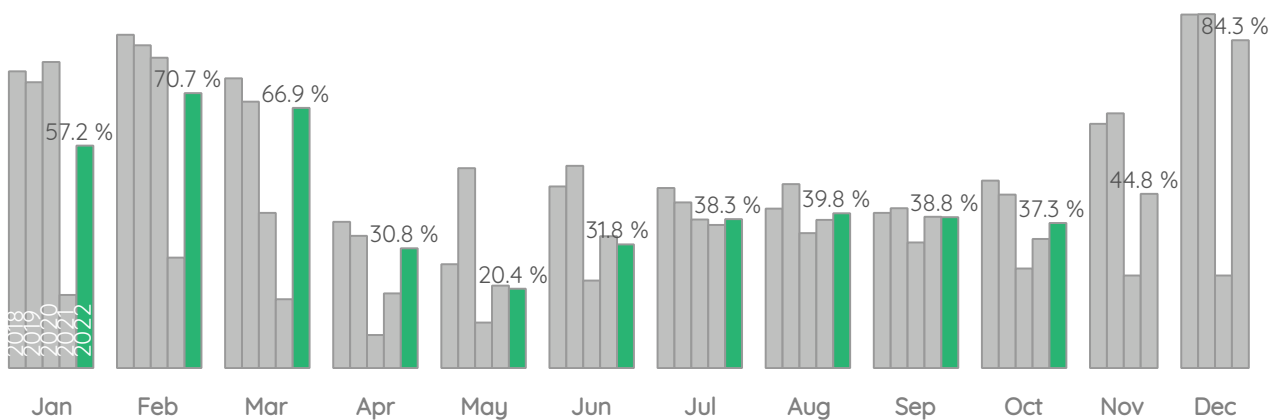
Room utilization 37.3 % (+4.1)
Unsold rooms 1,100

Airbnb and Vrbo

590 accommodation
establishments (+141)
520 apartments (+130)
1,000 rooms (+280)

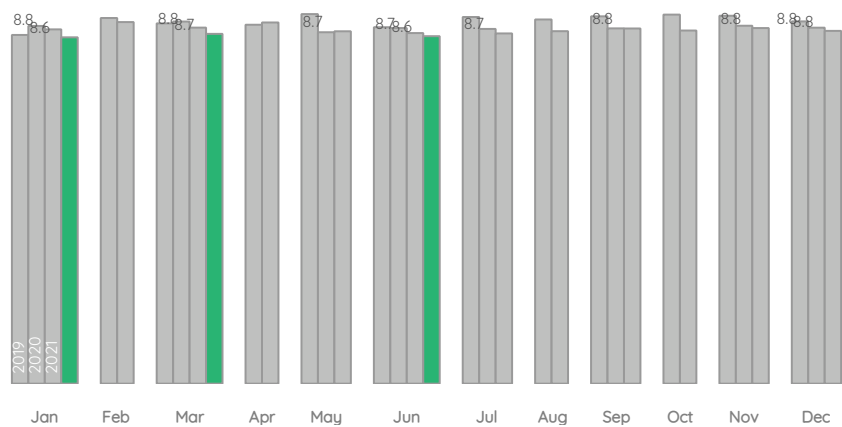
Apartment utilization 51.4 %
(+3.9)
Unsold apartments 250

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

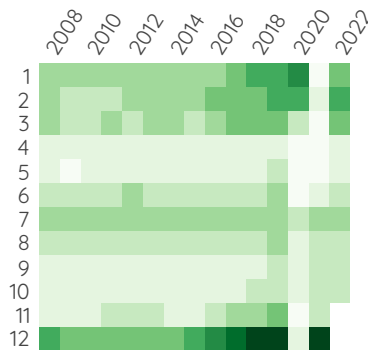
	June 2022 Amount	Change	Jan-June 2022 Amount	Change
Netherlands	8.7			
Foreign	8.6	-1.2 %		
Total	8.6	-0.9 %		
Finland	8.6	-1.0 %		
Germany	8.6			

! = change at least 10 %

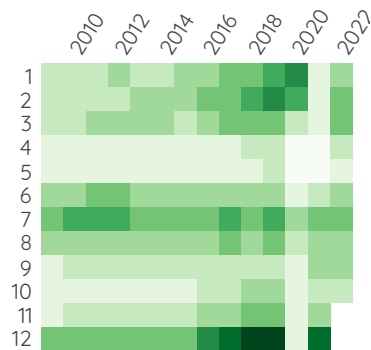


Key Indicators

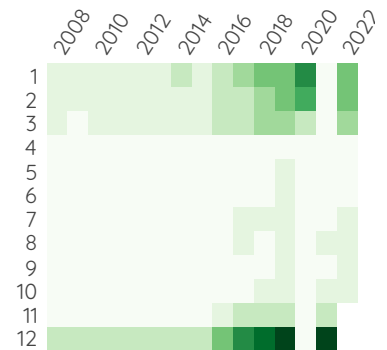
Bed Nights



Arrivals



Sales

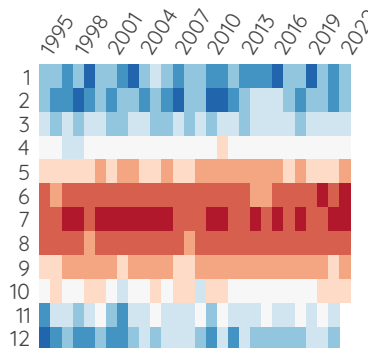


Travel key indicators: the darker the square the larger the value.

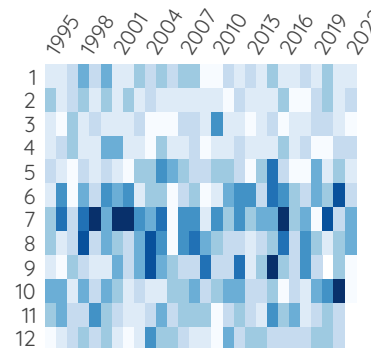
Dark squares in the middle (vertically) mean the main season is in the summer. Dark squares on the top and the bottom mean the main season is in the winter. Gradually darkening squares from left to right signify growth over the years.

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

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