



# Rovaniemi

## Accommodation and Travel Stats

📅 September 2022

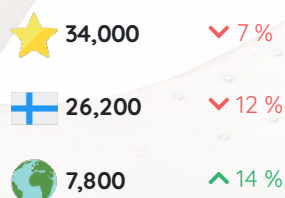
# Rovaniemi: Tourism In A Nutshell

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

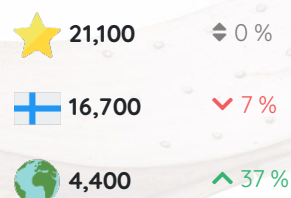




### Bed Nights



### Visitors



#### Top 3:

Germany	1,300	▼ 1 %
United States	670	▲ 69 %
Norway	540	▲ 5 %

#### Top 3:

Germany	770	▲ 2 %
United States	350	▲ 226 %
Norway	320	▲ 31 %



### Accommodation Sales



#### Average prices:

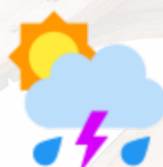
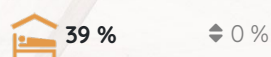
Night	60.00 €	▲ 10.90 €
Room	104.40 €	▲ 12.40 €
RevPAR	40.50 €	▲ 4.70 €



### Capacity



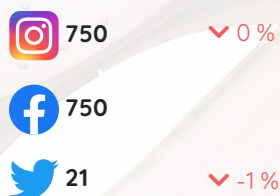
### Utilization



### Weather



### Gained Followers



# 52,300 Bed Nights In Paid Accommodation

Total of 52,300 bed nights (+7.7 %) were recorded in paid accommodation in Rovaniemi in September 2022. This figure includes bed nights at registered establishments as well as at AirBnB and Vrbo. The share of registered bed nights was 65 % and non-registered 35 %.

Between January and September, the number of paid bed nights was 602,000 (+79.1 %). 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.*

## 34,000 Registered Bed Nights

In September 2022, 34,000 registered bed nights were recorded in Rovaniemi (-6.7 %), of which 26,200 nights were spent by domestic visitors and 7,800 nights by foreigners. Registered domestic bed nights decreased 12 percent and registered foreign bed nights increased 14 percent. In total, registered bed nights decreased seven percent from last year's September.

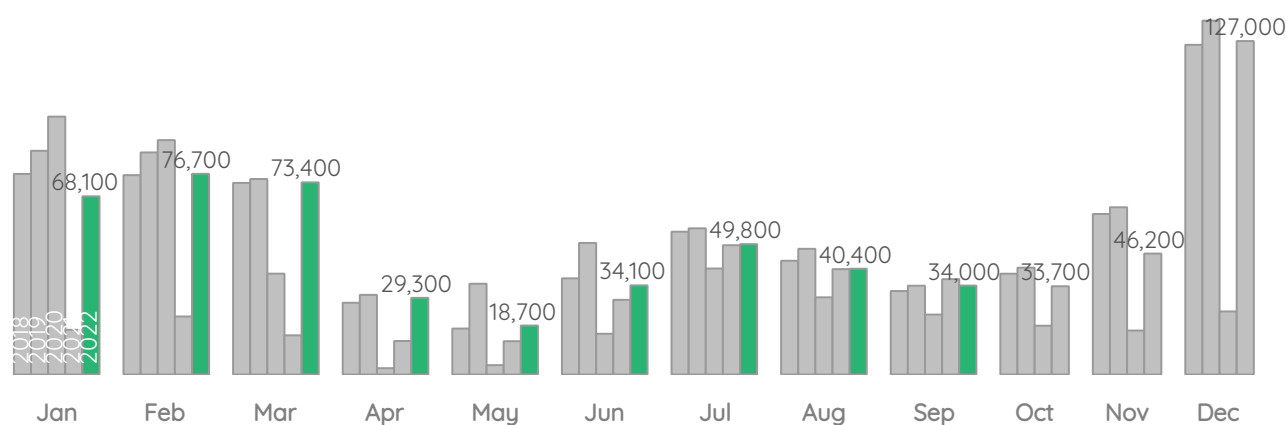
Most foreign registered bed nights were recorded for travelers from Germany (1,300 nights).

22,300 nights (-17.6 %) were spend by leisure visitors and 11,700 nights (+24.9 %) by business visitors.

Between January and September, 202,000 registered bed nights (+1.5 %) were recorded for domestic visitors and 223,000 (+521.3 %) for foreigners in Rovaniemi, in total 424,000 (+81.1 %) 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

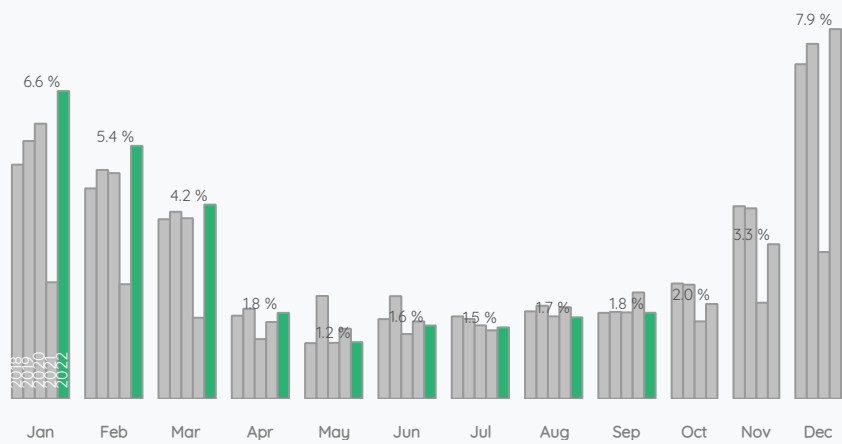
	September 2022			Jan-September 2022		
	Amount	Change	Share	Amount	Change	Share
<b>Total</b>	34,000	-6.7 %	100.0 %	424,000	81.1 % !	100.0 %
<b>Finland</b>	26,200	-11.5 % !	77.1 %	202,000	1.5 %	47.5 %
<b>Foreign</b>	7,800	13.9 % !	22.9 %	223,000	521.3 % !	52.5 %
<b>Germany</b>	1,300	-1.3 %	3.8 %	31,800	174.8 % !	7.5 %
<b>United States</b>	670	68.6 % !	2.0 %	7,300	256.7 % !	1.7 %
<b>Norway</b>	540	5.2 %	1.6 %	10,800	219.0 % !	2.5 %
<b>Spain</b>	420	130.9 % !	1.2 %	11,800	968.7 % !	2.8 %
<b>Switzerland</b>	400	28.6 % !	1.2 %	6,500	527.6 % !	1.5 %
<b>Netherlands</b>	380	-1.0 %	1.1 %	12,500	919.4 % !	2.9 %
<b>Sweden</b>	350	3.5 %	1.0 %	4,400	94.9 % !	1.0 %
<b>United Kingdom</b>	320	16.2 %	1.0 %	9,400	990.5 % !	2.2 %
<b>France</b>	310	15.0 %	0.9 %	34,200	1,984.6 % !	8.1 %
<b>Italy</b>	240	-5.1 %	0.7 %	11,500	513.6 % !	2.7 %
<b>Russia</b>	187	3.3 %	0.6 %	1,600	215.5 %	0.4 %
<b>Denmark</b>	158	39.8 %	0.5 %	3,200	884.4 %	0.7 %
<b>Israel</b>	156	13.0 %	0.5 %	26,100	14,454.2 % !	6.1 %
<b>Austria</b>	156	178.6 %	0.5 %	2,500	405.8 %	0.6 %
<b>Estonia</b>	147	122.7 %	0.4 %	2,000	162.2 %	0.5 %
<b>Poland</b>	133	-61.2 %	0.4 %	4,400	171.6 % !	1.0 %
<b>India</b>	126	563.2 %	0.4 %	2,100	1,145.6 %	0.5 %

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

# Market Share 1.8 Percent

Total of 1.8 million registered bed nights (+15.3 %) were recorded in the whole country, of which 1.4 million nights (+3.7 %) were spent by domestic visitors and 397,000 nights (+94.4 %) by foreigners.

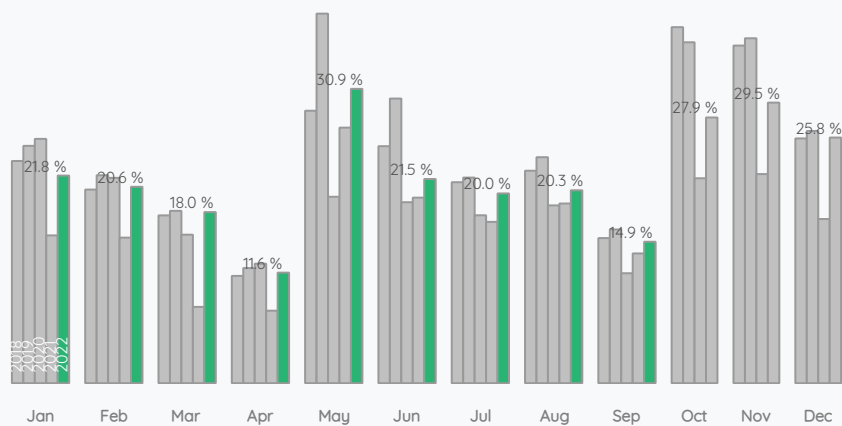
The market share of Rovaniemi out of total registered bed nights was 1.8 % (-0.4 percentage points), out of domestic bed nights 1.8 % and foreign bed nights 2.0 %.



# Market Share In Lapland 14.9 Percent

Total of 229,000 registered bed nights (-14.4 %) were recorded in Lapland, of which 203,000 nights (-17.5 %) were spent by domestic visitors and 25,400 nights (+22.1 %) by foreigners.

The market share of Rovaniemi out of total registered bed nights in Lapland was 14.9 %, out of domestic bed nights 12.9 % and foreign bed nights 30.6 %.



## 21,100 Tourists Arrived To Registered Accommodation

Arrivals to registered accommodation decreased less than one percent compared to earlier year. Of all registered arrivals, 79.0 percent were domestic, and 21.0 percent were from foreign countries.

During September, domestic visitors stayed in registered accommodation in Rovaniemi on average 1.6 nights (-0.08) and foreigners 1.8 nights (-0.35).

	September 2022			Jan-September 2022		
	Amount	Change	Share	Amount	Change	Share
<b>Total</b>	21,100	-0.2 %	100.0 %	218,000	63.1 % !	100.0 %
<b>Finland</b>	16,700	-6.9 %	79.0 %	120,000	5.9 %	55.0 %
<b>Foreign</b>	4,400	36.9 % !	21.0 %	97,900	380.1 % !	45.0 %
<b>Germany</b>	770	1.6 %	3.6 %	15,400	84.6 % !	7.1 %
<b>United States</b>	350	225.9 % !	1.7 %	3,500	872.9 % !	1.6 %
<b>Norway</b>	320	31.1 % !	1.5 %	7,200	259.9 % !	3.3 %
<b>Spain</b>	290	180.8 % !	1.4 %	5,600	707.9 % !	2.6 %
<b>Netherlands</b>	270	16.7 % !	1.3 %	5,200	659.1 % !	2.4 %
<b>Sweden</b>	240	-12.7 % !	1.1 %	2,700	95.4 % !	1.2 %
<b>Switzerland</b>	230	17.1 % !	1.1 %	3,400	426.1 % !	1.6 %
<b>United Kingdom</b>	164	67.3 %	0.8 %	4,200	996.9 % !	1.9 %
<b>Russia</b>	149	223.9 %	0.7 %	740	281.9 %	0.3 %
<b>Italy</b>	126	-25.4 %	0.6 %	5,900	460.8 % !	2.7 %
<b>France</b>	122	-7.6 %	0.6 %	10,200	1,303.6 % !	4.7 %
<b>Denmark</b>	110	168.3 %	0.5 %	1,800	948.2 %	0.8 %
<b>Poland</b>	95	-37.1 %	0.4 %	2,600	201.6 % !	1.2 %
<b>Austria</b>	77	196.2 %	0.4 %	1,300	409.0 %	0.6 %
<b>Israel</b>	55	-11.3 %	0.3 %	8,200	9,332.2 % !	3.8 %
<b>India</b>	51	628.6 %	0.2 %	980	1,237.0 %	0.4 %
<b>Estonia</b>	50	42.9 %	0.2 %	1,000	151.6 %	0.5 %

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



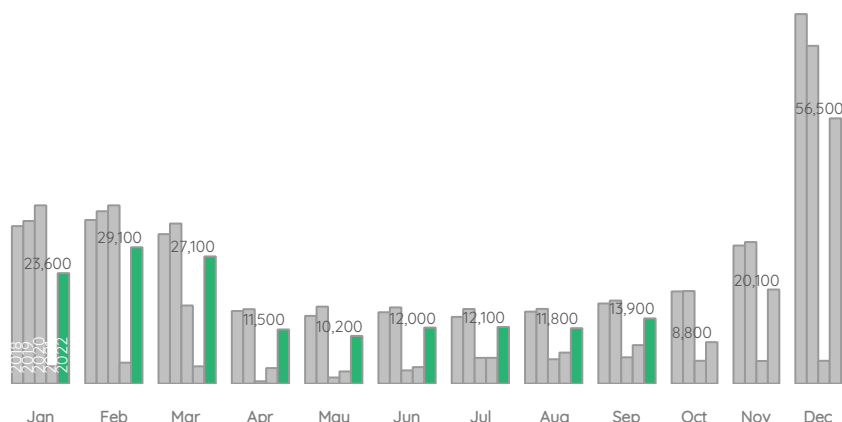
## 13,900 Air Travelers

The airport received a total of 13,900 passengers, which means air passenger arrivals increased 69 percent.

Of local passengers, 1.6 % arrived from abroad, thus the share of domestic passengers was 98.4 %.

In addition, there were 14,500 passengers departing the airport (+67.2 %), therefore the total number of trips via the airport was 28,400 (+68.2 %).

### Arriving Passengers (Excl. Transfers)



### Arriving Passengers From

	September 2022		Jan-September 2022	
	Amount	Change	Amount	Change
<b>Total</b>	13,900	69.3 % !	151,000	262.8 % !
<b>Finland</b>	13,700	66.6 % !	127,000	207.2 % !
<b>Foreign</b>	220		24,700	4,918.1 % !

! = change at least 10 %

### Departing Passengers To

	September 2022		Jan-September 2022	
	Amount	Change	Amount	Change
<b>Total</b>	14,500	67.2 % !	161,000	273.4 % !
<b>Finland</b>	14,000	62.3 % !	134,000	212.1 % !
<b>Foreign</b>	500	974.5 % !	27,600	7,461.6 % !

! = change at least 10 %



## Accommodation Sales 2.7 Million Euro

Total accommodation sales in September were 2.7 million euro (+577,000). The share of Airbnb and Vrbo was 25.6 percent. Therefore, registered accommodation sales were 2.0 million euro (+251,000) and non-registered sales 701,000 euro (+326,000).

Total January-September sales were 38.0 million euro and they increased 22.4 million euro from the previous year.

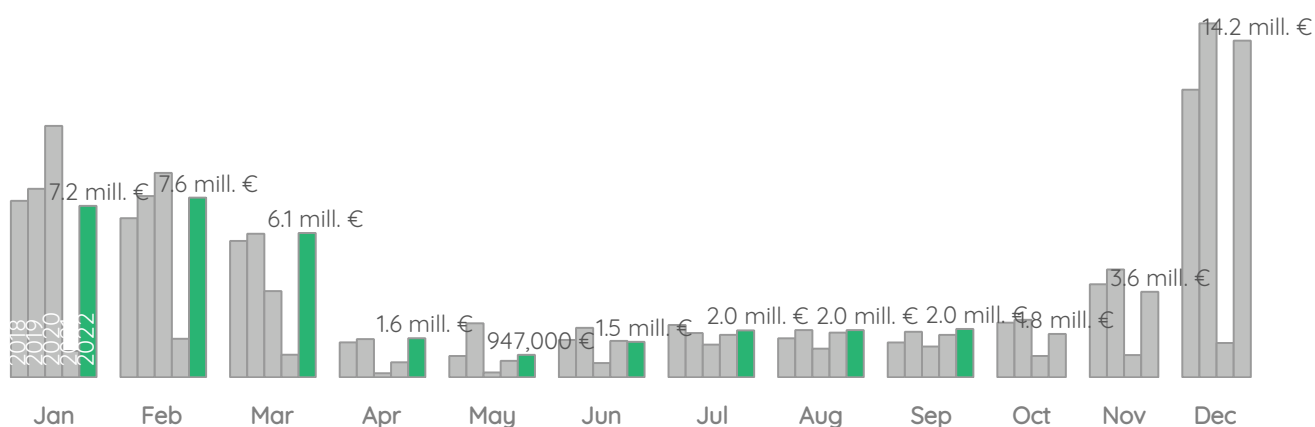
## Average Prices

	September 2022	Change	Jan-September 2022	Change
Amount	Amount		Amount	
Adr (Non-Registered)	146 €	25.8 % !	148 €	13.5 % !
Adr (Registered)	104 €	13.4 % !	148 €	45.2 % !
Revpar (Non-Registered)	78 €	28.4 % !	82 €	43.2 % !
Bed Night (Registered)	60 €	22.3 % !	73 €	42.6 % !
Revpar (Registered)	41 €	13.2 % !	67 €	129.2 % !

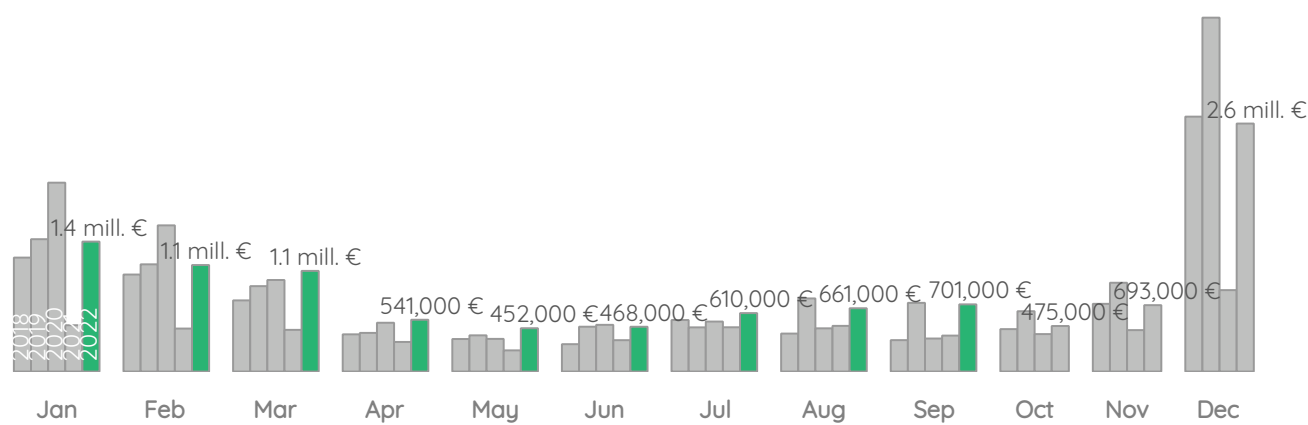
! = change at least 10 %

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

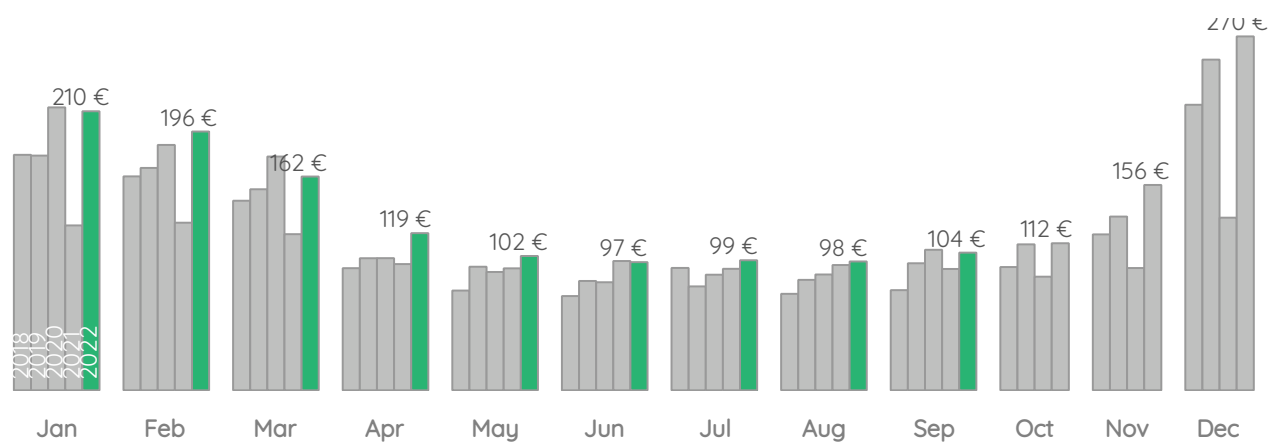
## Registered Accommodation Sales



Non-Registered Accommodation Sales



Average Registered Room Price (Adr)



## Capacity & Utilization

### Registered Accommodation

25 accommodation  
establishments (+1)  
1,700 rooms (+41)  
4,100 beds (+122)

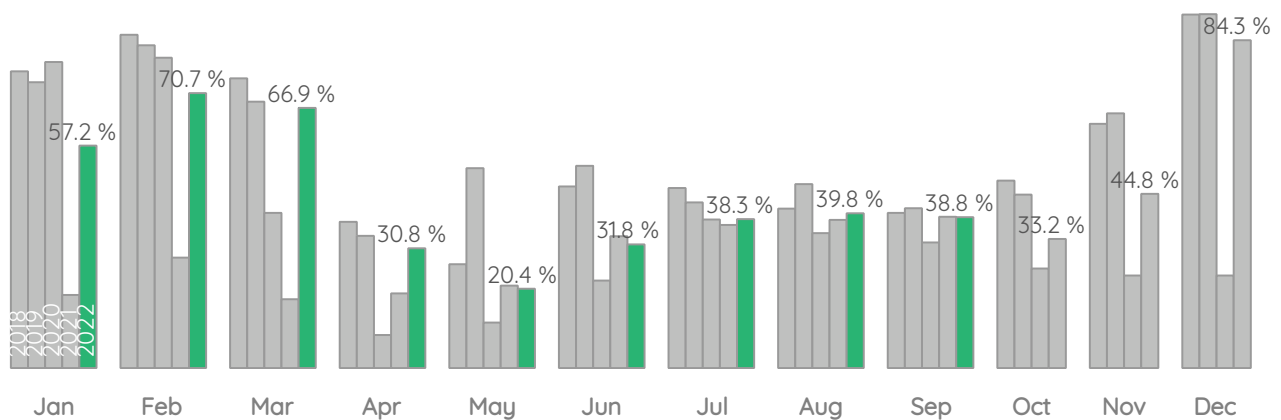
Room utilization 38.8 % (-0.1)  
Unsold rooms 1,000

### Airbnb and Vrbo

550 accommodation  
establishments (+122)  
480 apartments (+100)  
930 rooms (+230)

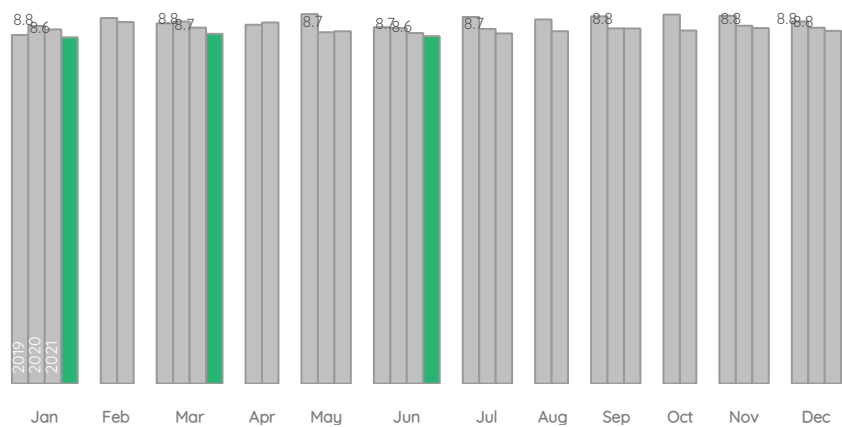
Apartment utilization 53.3 %  
(+1.1)  
Unsold apartments 220

### 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

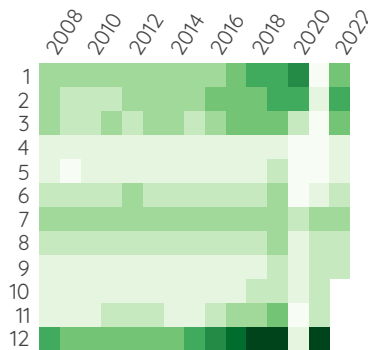
	June 2022 Amount	Change	Jan-June 2022 Amount	Change
Netherlands	8.7			
Foreign	8.6	-1.2 %		
Total	8.6	-0.9 %		
Finland	8.6	-1.0 %		
Germany	8.6			

! = change at least 10 %

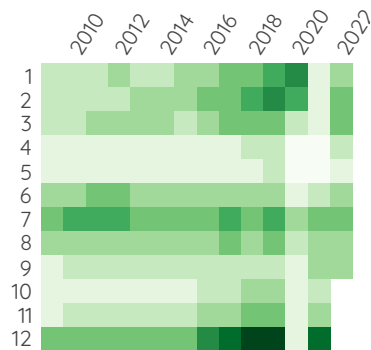


## Key Indicators

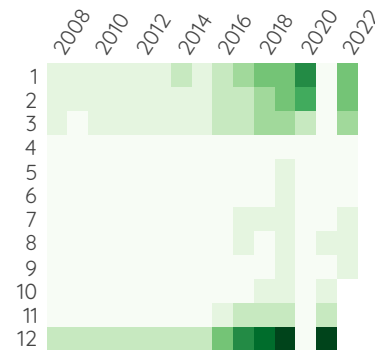
### Bed Nights



### Arrivals



### Sales

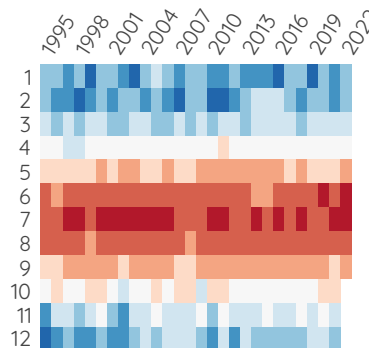


Travel key indicators: the darker the square the larger the value.

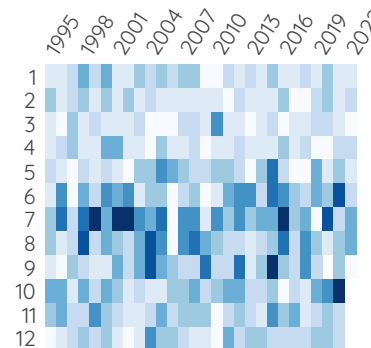
Dark squares in the middle (vertically) mean the main season is in the summer. Dark squares on the top and the bottom mean the main season is in the winter. Gradually darkening squares from left to right signify growth over the years.

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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