



Rovaniemi

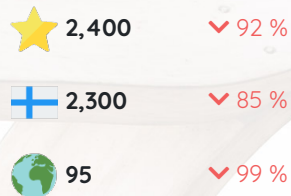
Accommodation and Travel Stats

📅 April 2020

Rovaniemi: Tourism In A Nutshell



Bed Nights

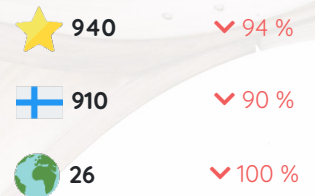


Top 3:

Estonia	42	▲ 83 %
Croatia	30	
United Kingdom	4.0	▼ 99 %



Visitors

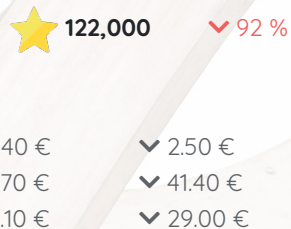


Top 3:

Estonia	8.0	▼ 53 %
United Kingdom	4.0	▼ 98 %
Czech Republic	2.0	▼ 89 %



Accommodation Sales

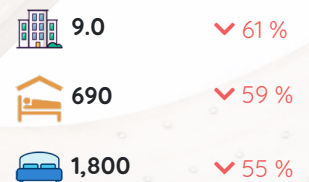


Average prices:

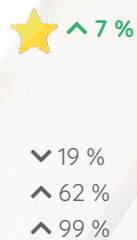
Night	50.40 €	▼ 2.50 €
Room	58.70 €	▼ 41.40 €
RevPAR	5.10 €	▼ 29.00 €



Capacity



Tax Free (January)



Russia
China
Japan

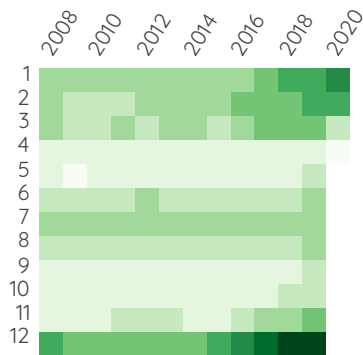


Weather

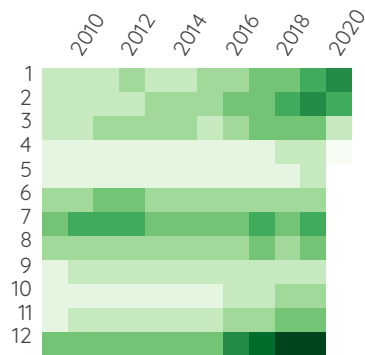


Key Indicators

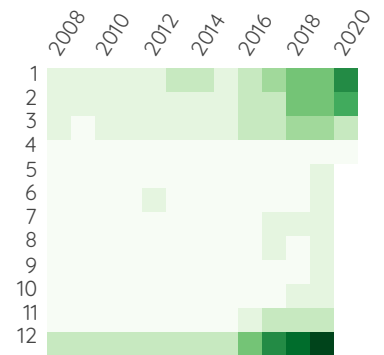
Bed Nights



Arrivals



Sales

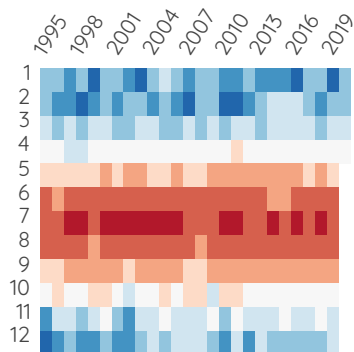


Travel key indicators: the darker the square the larger the value.

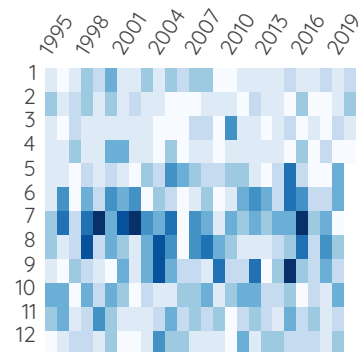
Dark squares in the middle (vertically) mean the main season is in the summer. Dark squares on the top and the bottom mean the main season is in the winter. Gradually darkening squares from left to right signify growth over the years.

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 trends.

Temperature



Rainfall



2,400 Registered Bed Nights

In April 2020, 2,400 bed nights were recorded in Rovaniemi (-92.0 %), of which 2,300 nights were spent by domestic visitors and 95 nights by foreigners. Domestic bed nights decreased 85 percent and foreign bed nights decreased 99 percent. In total, bed nights decreased 92 percent from last year's April.

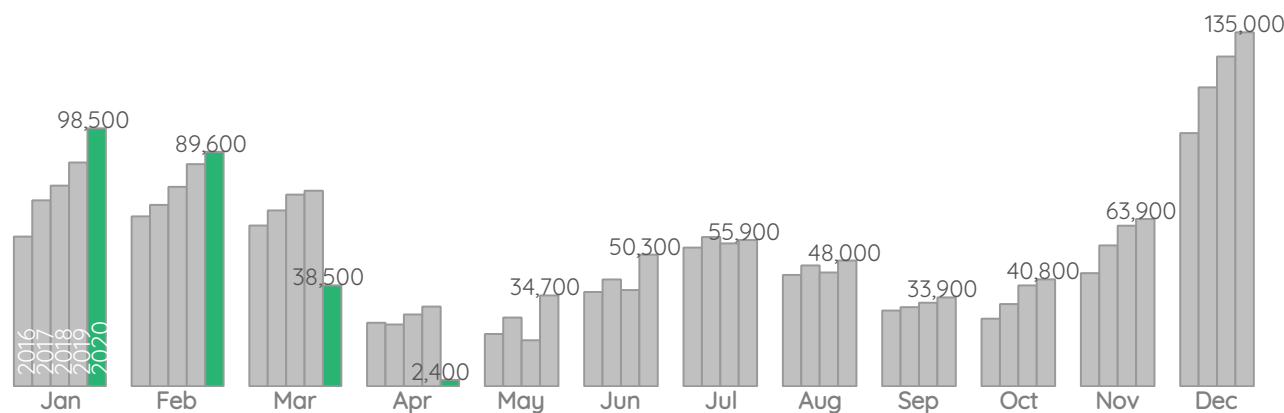
Most foreign bed nights were recorded for travelers from Estonia (42 nights).

990 nights (-95.3 %) were spend by leisure visitors and 1,400 nights (-84.7 %) by business visitors.

Between January and April, 46,600 bed nights (-23.0 %) were recorded for domestic visitors and 182,000 (-15.1 %) for foreigners in Rovaniemi, in total 229,000 (-16.8 %) 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



Bed Nights By Country Of Arrival

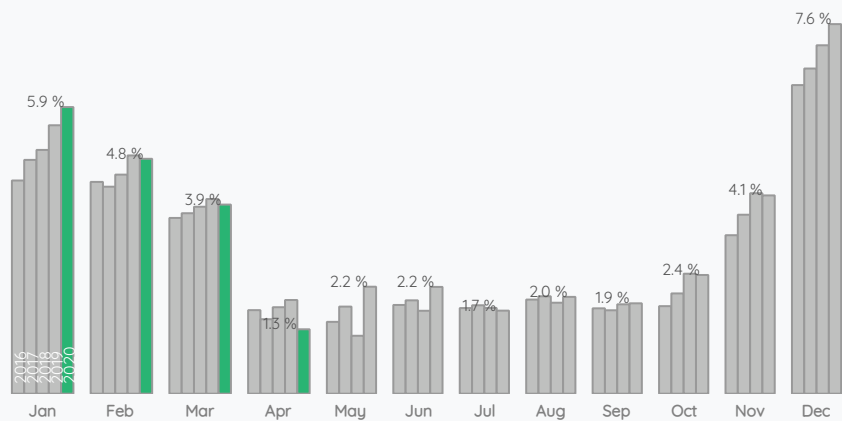
	April 2020 Amount	Change	Share	Jan-April 2020 Amount	Change	Share
Total	2,400	-92.0 % !	100.0 %	229,000	-16.8 % !	100.0 %
Finland	2,300	-84.9 % !	96.1 %	46,600	-23.0 % !	20.4 %
Foreign	95	-99.4 % !	3.9 %	182,000	-15.1 % !	79.6 %
Estonia	42	82.6 % !	1.7 %	830	22.6 %	0.4 %
Croatia	30		1.2 %	112	154.5 %	0.0 %
Norway	4	-99.5 %	0.2 %	480	-74.3 %	0.2 %
Germany	4	-99.4 %	0.2 %	14,100	-5.0 %	6.1 %
United Kingdom	4	-99.2 %	0.2 %	10,400	3.1 %	4.5 %
Turkey	2	-85.7 %	0.1 %	5,100	35.6 % !	2.2 %
Czech Republic	2	-92.3 %	0.1 %	270	-24.4 %	0.1 %
Slovenia	2	-75.0 %	0.1 %	64	6.7 %	0.0 %
Malaysia	1	-99.3 %	0.0 %	1,700	-28.3 %	0.7 %
Russia	1	-99.7 %	0.0 %	12,100	6.2 %	5.3 %
Netherlands	1	-99.4 %	0.0 %	4,100	49.7 % !	1.8 %
Spain	0	-100.0 %	0.0 %	5,700	-35.4 % !	2.5 %
China	0	-100.0 %	0.0 %	18,200	-34.4 % !	8.0 %
Mexico	0	-100.0 %	0.0 %	420	25.1 %	0.2 %
Canada	0	-100.0 %	0.0 %	420	40.1 %	0.2 %
Hungary	0	-100.0 %	0.0 %	410	-17.4 %	0.2 %
Latvia	0	-100.0 %	0.0 %	390	-60.1 %	0.2 %

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

Market Share 1.3 Percent

Total of 183,000 bed nights (-88.4 %) were recorded in the whole country, of which 166,000 nights (-86.4 %) were spent by domestic visitors and 17,000 nights (-95.2 %) by foreigners.

The market share of Rovaniemi out of total bed nights was 1.3 % (-0.6 percentage points), out of domestic bed nights 1.4 % and foreign bed nights 0.6 %.



940 Tourists Arrived To Accommodation

Arrivals to registered accommodation decreased 94 percent compared to earlier year. Of all arrivals, 97.2 percent were domestic, and 2.8 percent were from foreign countries.

During April, domestic visitors stayed in registered accommodation in Rovaniemi on average 2.5 nights (+0.88) and foreigners 3.7 nights (+1.2).

	April 2020			Jan-April 2020		
	Amount	Change	Share	Amount	Change	Share
Total	940	-93.9 % !	100.0 %	101,000	-21.7 % !	100.0 %
Finland	910	-90.1 % !	97.2 %	25,800	-26.7 % !	25.4 %
Foreign	26	-99.6 % !	2.8 %	75,600	-19.9 % !	74.6 %
Estonia	8	-52.9 %	0.9 %	350	18.2 %	0.3 %
United Kingdom	4	-97.9 %	0.4 %	3,400	-18.6 % !	3.4 %
Czech Republic	2	-89.5 %	0.2 %	96	-50.5 %	0.1 %
Norway	2	-99.5 %	0.2 %	310	-66.3 %	0.3 %
Germany	2	-99.1 %	0.2 %	6,200	-27.7 % !	6.1 %
Slovenia	2	-75.0 %	0.2 %	31	6.9 %	0.0 %
Russia	1	-99.6 %	0.1 %	4,000	3.5 %	4.0 %
Malaysia	1	-98.6 %	0.1 %	990	-26.6 %	1.0 %
Turkey	1	-83.3 %	0.1 %	2,300	20.6 % !	2.2 %
Croatia	1		0.1 %	35	94.4 %	0.0 %
Netherlands	1	-98.6 %	0.1 %	1,300	12.8 % !	1.3 %
Austria	0	-100.0 %	0.0 %	290	-30.1 %	0.3 %
Portugal	0	-100.0 %	0.0 %	290	39.8 %	0.3 %
Greece	0	-100.0 %	0.0 %	230	0.0 %	0.2 %
Canada	0	-100.0 %	0.0 %	210	55.2 %	0.2 %
Mexico	0		0.0 %	200	29.7 %	0.2 %
Ireland	0	-100.0 %	0.0 %	169	49.6 %	0.2 %

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

2,400 International Congress Guests In 2019

The number of international congress quests increased 160 percent from the previous year.

There was a total of 12 congresses organized (+5.0) in 2019.

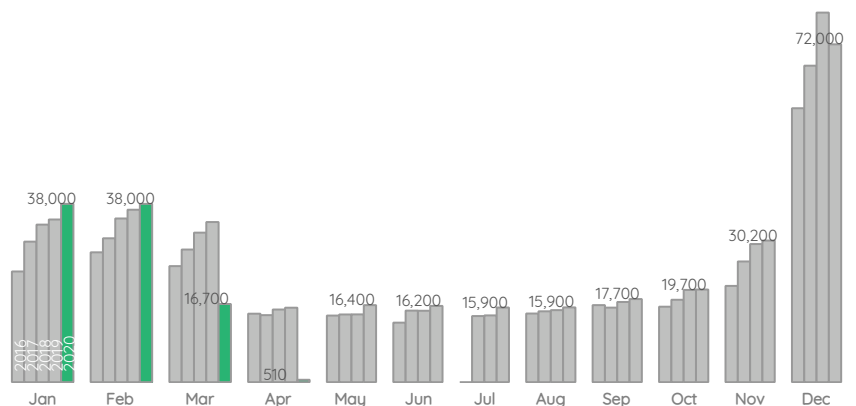
510 Air Travelers

The airport received a total of 510 passengers, which means air passenger arrivals decreased 97 percent.

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

In addition, there were 530 passengers departing the airport (-97.0 %), therefore the total number of trips via the airport was 1,000 (-96.9 %).

Arriving Passengers (Excl. Transfers)



Arriving Passengers From

	April 2020 Amount	Change	Jan-April 2020 Amount	Change
Total	510	-96.8 % !	93,200	-23.3 % !
Finland	510	-96.7 % !	70,500	-28.8 % !
Foreign	0	-100.0 % !	22,700	1.1 %

! = change at least 10 %

Departing Passengers To

	April 2020 Amount	Change	Jan-April 2020 Amount	Change
Total	530	-97.0 % !	105,000	-22.8 % !
Finland	530	-96.9 % !	79,100	-27.8 % !
Foreign	0	-100.0 % !	25,800	-2.0 %

! = change at least 10 %

Average Prices

	April 2020 Amount	Change	Jan-April 2020 Amount	Change
Adr (Non-Registered)	147 €	38.7 % !	152 €	11.2 % !
Revpar (Non-Registered)	73 €	63.3 % !	89 €	24.9 % !
Adr (Registered)	59 €	-41.4 % !	191 €	20.0 % !
Bed Night (Registered)	50 €	-4.8 %	99 €	16.9 % !
Revpar (Registered)	5.1 €	-85.0 % !	113 €	8.5 %

! = change at least 10 %

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

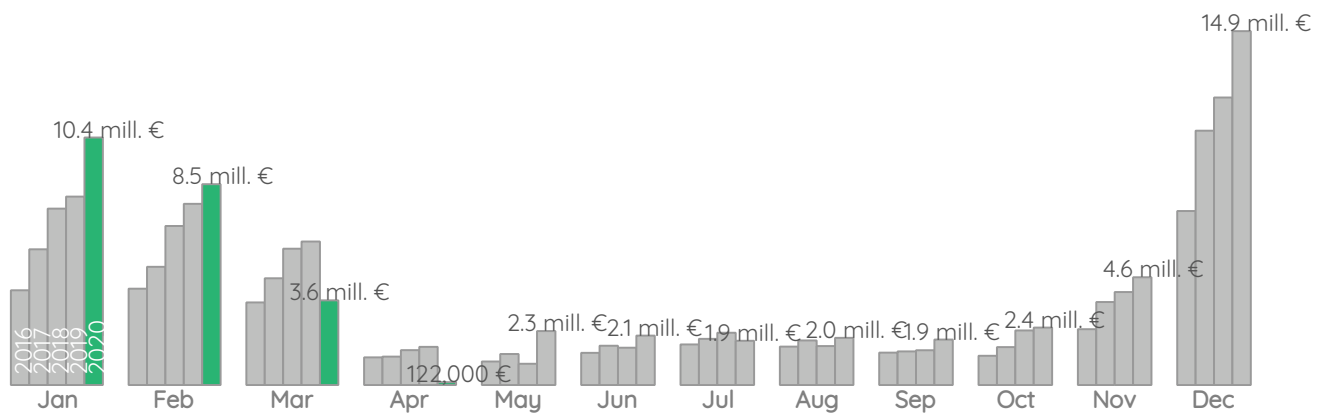


Tax Free Sales +6.7 % (January)

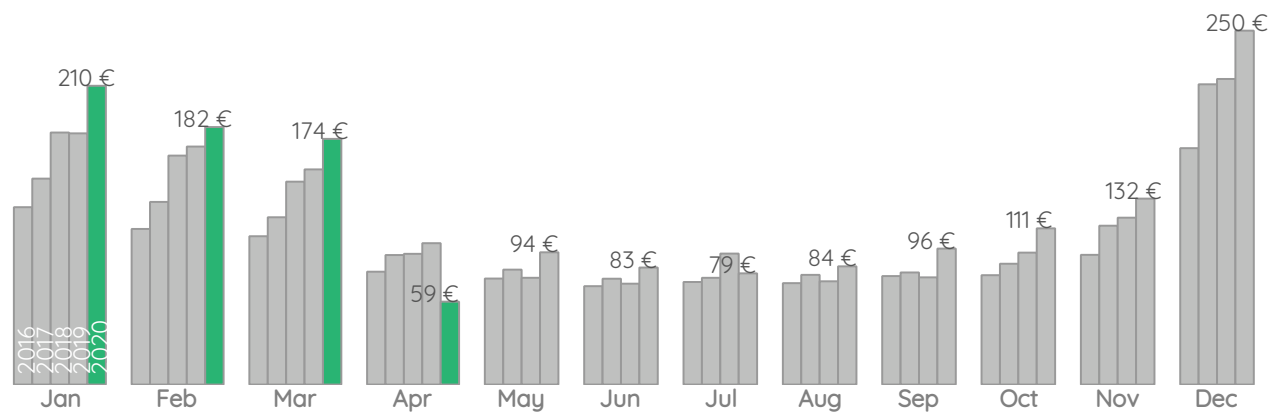
Tax free sales increased seven percent from the previous year.

(Russians -18.6 %, Chinese +62.5 %, Japanese +98.5 %)

Registered Accommodation Sales



Average Registered Room Price (Adr)



Capacity & Utilization

Registered Accommodation

9.0 accommodation
establishments (-14)
690 rooms (-1,000)
1,800 beds (-2,200)

Room utilization 8.7 % (-25)
Unsold rooms 630

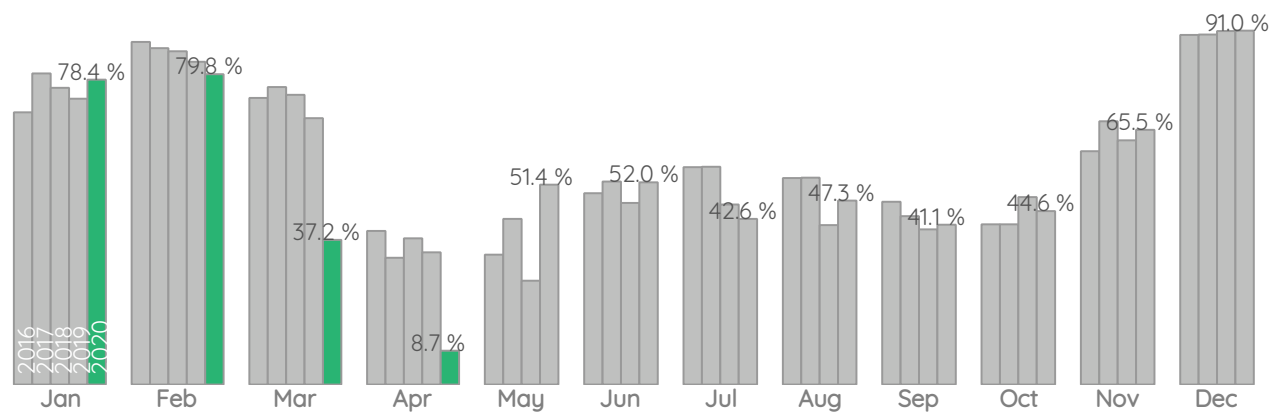
Airbnb and HomeAway

750 accommodation
establishments (-10)
650 apartments (+18)
1,200 rooms (+9)

Apartment utilization 49.5 %
(+7.5)
Unsold apartments 330

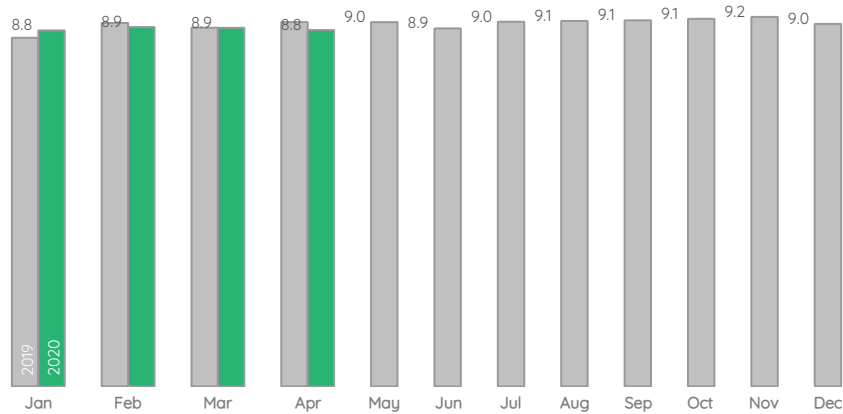


Registered Room Utilization



Hotel Customer Satisfaction

Average customer satisfaction score on Booking.com given by hotel customers in April was 8.83/10 (-0.2).



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

Rovaniemen kaupunki
Elinkeinopalvelut
PL 8216
96101 Rovaniemi
(016) 3221, kirjaamo@rovaniemi.fi, rovaniemi.fi

