



Rovaniemi

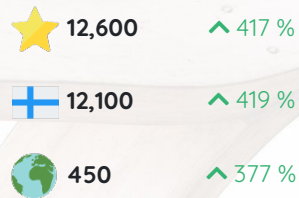
Accommodation and Travel Stats

📅 April 2021

Rovaniemi: Tourism In A Nutshell



Bed Nights

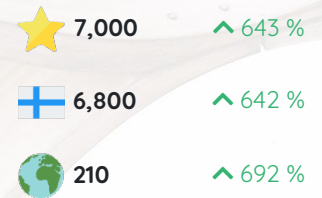


Top 3:

France	91
Sweden	56
Portugal	54



Visitors

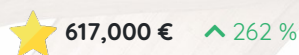


Top 3:

Sweden	32
France	27
Norway	21
	↗ 950 %

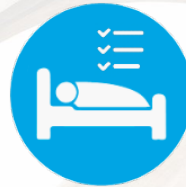


Accommodation Sales

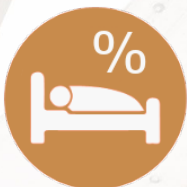
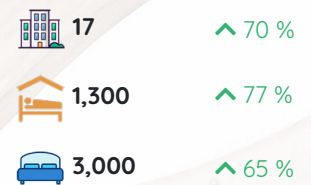


Average prices:

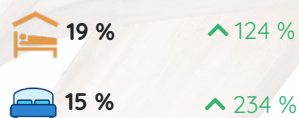
Night	49.10 €	↘ 21.10 €
Room	94.60 €	↘ 5.60 €
RevPAR	18.00 €	↗ 9.50 €



Capacity



Utilization

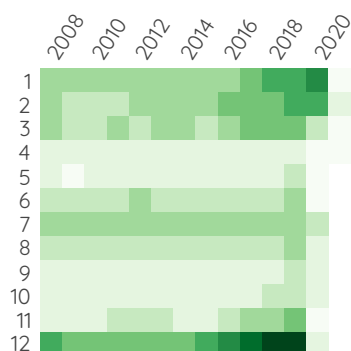


Weather

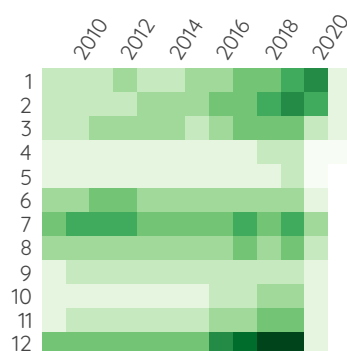


Key Indicators

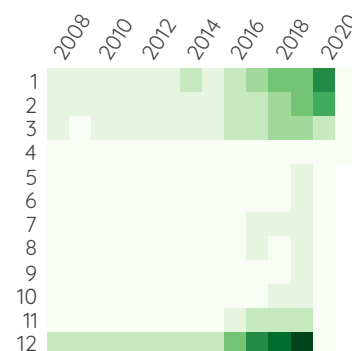
Bed Nights



Arrivals



Sales

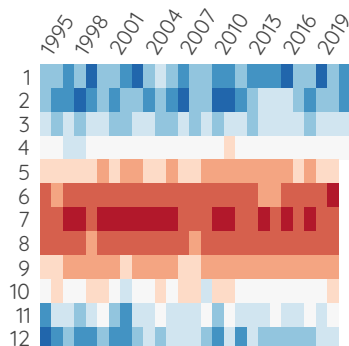


Travel key indicators: the darker the square the larger the value.

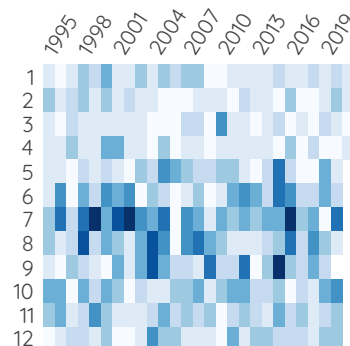
Dark squares in the middle (vertically) mean the main season is in the summer. Dark squares on the top and the bottom mean the main season is in the winter. Gradually darkening squares from left to right signify growth over the years.

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 and accommodation trends.

Temperature



Rainfall



Registered Bed Nights Increased 420 Percent

In April 2021, 12,600 bed nights were recorded in Rovaniemi (+417.1 %), of which 12,100 nights were spent by domestic visitors and 450 nights by foreigners. Domestic bed nights increased 420 percent and foreign bed nights increased 380 percent. In total, bed nights increased 420 percent from last year's April.

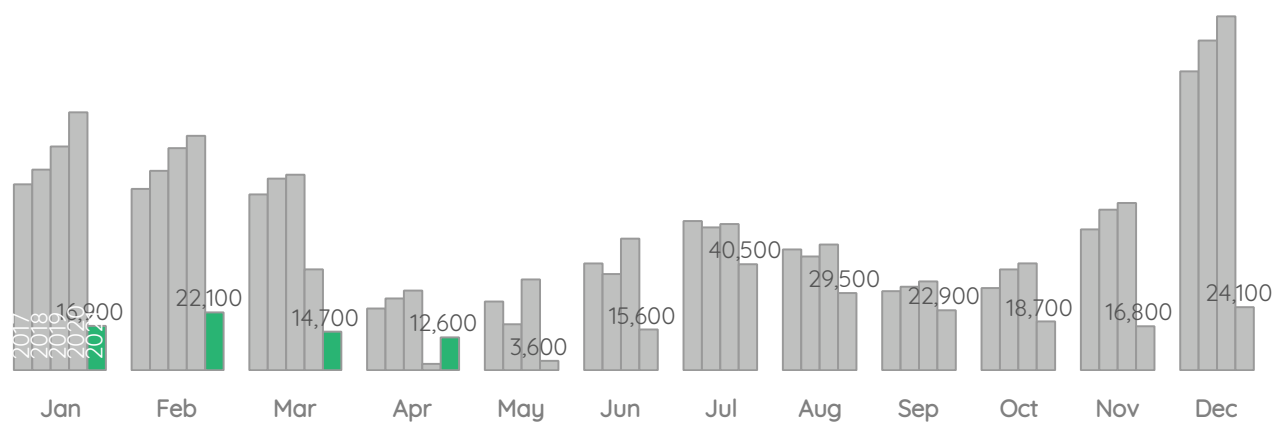
Most foreign bed nights were recorded for travelers from France (91 nights).

9,000 nights (+808.8 %) were spend by leisure visitors and 3,600 nights (+147.2 %) by business visitors.

Between January and April, 58,300 bed nights (+25.0 %) were recorded for domestic visitors and 8,000 (-95.6 %) for foreigners in Rovaniemi, in total 66,300 (-71.0 %) 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

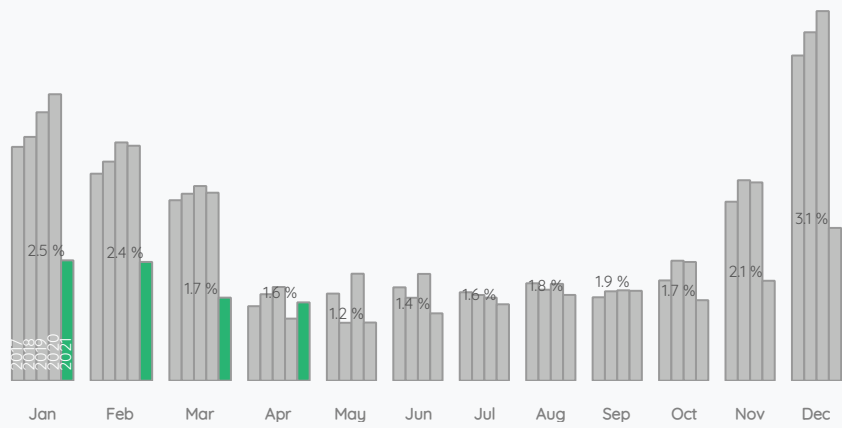
	April 2021 Amount	Change	Share	Jan-April 2021 Amount	Change	Share
Total	12,600	417.1 % !	100.0 %	66,300	-71.0 % !	100.0 %
Finland	12,100	418.8 % !	96.4 %	58,300	25.0 % !	87.9 %
Foreign	450	376.8 % !	3.6 %	8,000	-95.6 % !	12.1 %
France	91		0.7 %	860	-96.4 % !	1.3 %
Sweden	56		0.4 %	400	-61.3 %	0.6 %
Portugal	54		0.4 %	100	-84.7 %	0.2 %
Norway	42	950.0 %	0.3 %	187	-61.3 %	0.3 %
Estonia	24	-42.9 %	0.2 %	380	-54.3 %	0.6 %
Germany	23	475.0 %	0.2 %	2,700	-80.7 % !	4.1 %
Italy	22		0.2 %	600	-90.6 %	0.9 %
United Kingdom	17	325.0 %	0.1 %	370	-96.4 %	0.6 %
Spain	16		0.1 %	250	-95.6 %	0.4 %
Austria	12		0.1 %	26	-96.5 %	0.0 %
Belgium	11		0.1 %	89	-96.4 %	0.1 %
India	9		0.1 %	71	-98.5 %	0.1 %
China	9		0.1 %	65	-99.7 %	0.1 %
Czech Republic	8	300.0 %	0.1 %	169	-37.9 %	0.3 %
Slovakia	6		0.0 %	95	-8.7 %	0.1 %
South Korea	6		0.0 %	33	-96.2 %	0.0 %
Greece	6		0.0 %	11	-98.4 %	0.0 %

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

Market Share 1.6 Percent

Total of 779,000 bed nights (+309.9 %) were recorded in the whole country, of which 726,000 nights (+319.3 %) were spent by domestic visitors and 52,500 nights (+212.4 %) by foreigners.

The market share of Rovaniemi out of total bed nights was 1.6 % (+0.3 percentage points), out of domestic bed nights 1.7 % and foreign bed nights 0.9 %.



7,000 Tourists Arrived To Accommodation

Arrivals to registered accommodation increased 640 percent compared to earlier year. Of all arrivals, 97.1 percent were domestic, and 2.9 percent were from foreign countries.

During April, domestic visitors stayed in registered accommodation in Rovaniemi on average 1.8 nights (-0.77) and foreigners 2.2 nights (-1.5).

	April 2021			Jan-April 2021		
	Amount	Change	Share	Amount	Change	Share
Total	7,000	643.1 % !	100.0 %	33,900	-66.6 % !	100.0 %
Finland	6,800	641.7 % !	97.1 %	30,600	18.8 % !	90.4 %
Foreign	210	692.3 % !	2.9 %	3,300	-95.7 % !	9.6 %
Sweden	32		0.5 %	156	-69.3 %	0.5 %
France	27		0.4 %	290	-95.4 %	0.9 %
Norway	21	950.0 %	0.3 %	69	-77.7 %	0.2 %
United Kingdom	15	275.0 %	0.2 %	172	-94.9 %	0.5 %
Italy	15		0.2 %	170	-93.2 %	0.5 %
Estonia	12	50.0 %	0.2 %	133	-62.1 %	0.4 %
Portugal	10		0.1 %	37	-87.2 %	0.1 %
Germany	9	350.0 %	0.1 %	1,300	-79.1 % !	3.8 %
Belgium	8		0.1 %	45	-94.6 %	0.1 %
Spain	6		0.1 %	77	-95.7 %	0.2 %
India	6		0.1 %	36	-98.4 %	0.1 %
Czech Republic	5	150.0 %	0.1 %	29	-69.8 %	0.1 %
Russia	4	300.0 %	0.1 %	88	-97.8 %	0.3 %
Austria	4		0.1 %	16	-94.5 %	0.0 %
Greece	4		0.1 %	7	-97.0 %	0.0 %
China	3		0.0 %	31	-99.8 %	0.1 %
Netherlands	2	100.0 %	0.0 %	29	-97.8 %	0.1 %

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



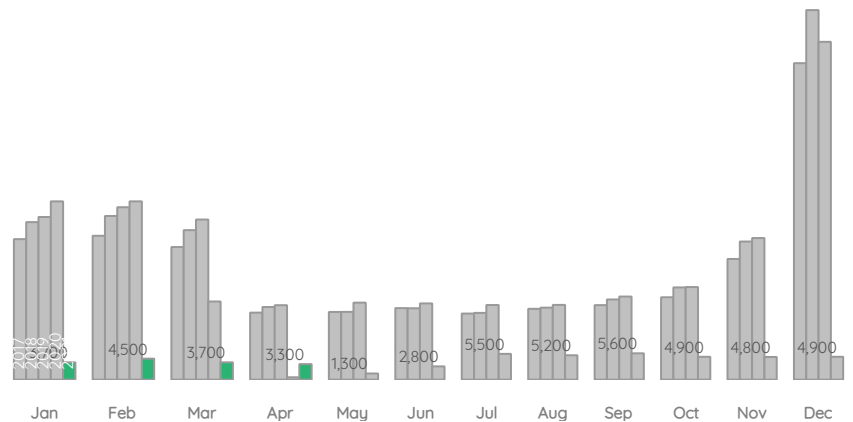
3,300 Air Travelers

The airport received a total of 3,300 passengers, which means air passenger arrivals increased 550 percent.

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

In addition, there were 4,000 passengers departing the airport (+429.6 %), therefore the total number of trips via the airport was 7,300 (+478.6 %).

Arriving Passengers (Excl. Transfers)



Arriving Passengers From

	April 2021 Amount	Change	Jan-April 2021 Amount	Change
Total	3,300	550.1 % !	15,200	-83.7 % !
Finland	3,300	550.1 % !	15,000	-78.7 % !
Foreign	0		189	-99.2 % !

! = change at least 10 %

Departing Passengers To

	April 2021 Amount	Change	Jan-April 2021 Amount	Change
Total	4,000	429.6 % !	16,400	-84.4 % !
Finland	4,000	429.6 % !	16,200	-79.6 % !
Foreign	0		178	-99.3 % !

! = change at least 10 %



Accommodation Sales 925,000 Euro

Total accommodation sales in April were 925,000 euro (+245,000). The share of Airbnb and Vrbo was 33.3 percent. Therefore, registered accommodation sales were 617,000 euro (+446,000) and non-registered sales 308,000 euro (-201,000).

Total January-April sales were 6.1 million euro and they decreased 21.9 million euro from the previous year.

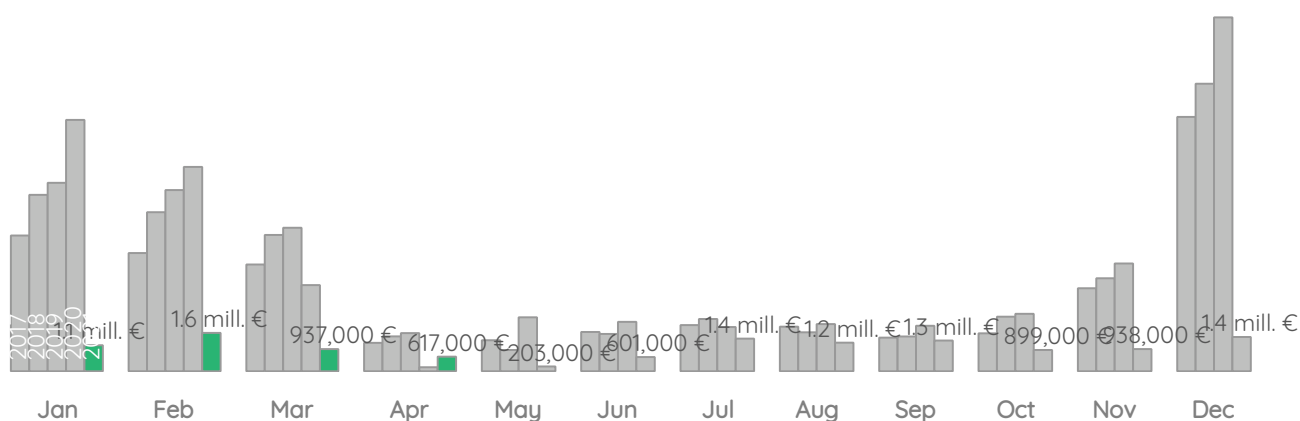
Average Prices

	April 2021	Change	Jan-April 2021	Change
Amount			Amount	
Adr (Non-Registered)	125 €	-14.8 %	141 €	-5.2 %
Adr (Registered)	95 €	-5.6 %	119 €	-38.9 %
Bed Night (Registered)	49 €	-30.1 %	64 €	-36.0 %
Revpar (Non-Registered)	47 €	-29.0 %	58 €	-28.9 %
Revpar (Registered)	18 €	111.0 %	25 €	-78.4 %

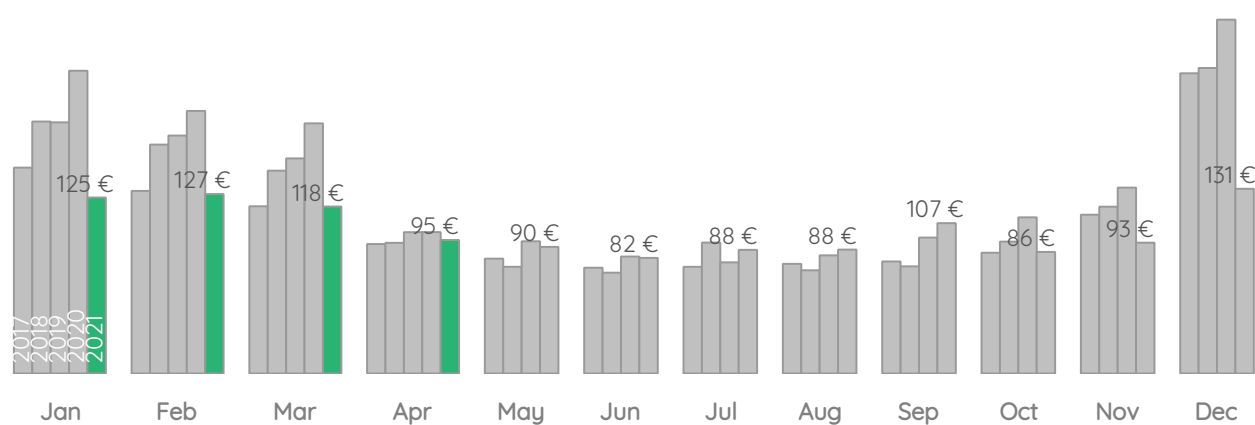
! = change at least 10 %

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

Registered Accommodation Sales



Average Registered Room Price (Adr)



Capacity & Utilization

Registered Accommodation

17 accommodation establishments (+7)
1,300 rooms (+550)
3,000 beds (+1,200)

Room utilization 19.0 % (+10)
Unsold rooms 1,000
Bed utilization 14.7 % (+10)

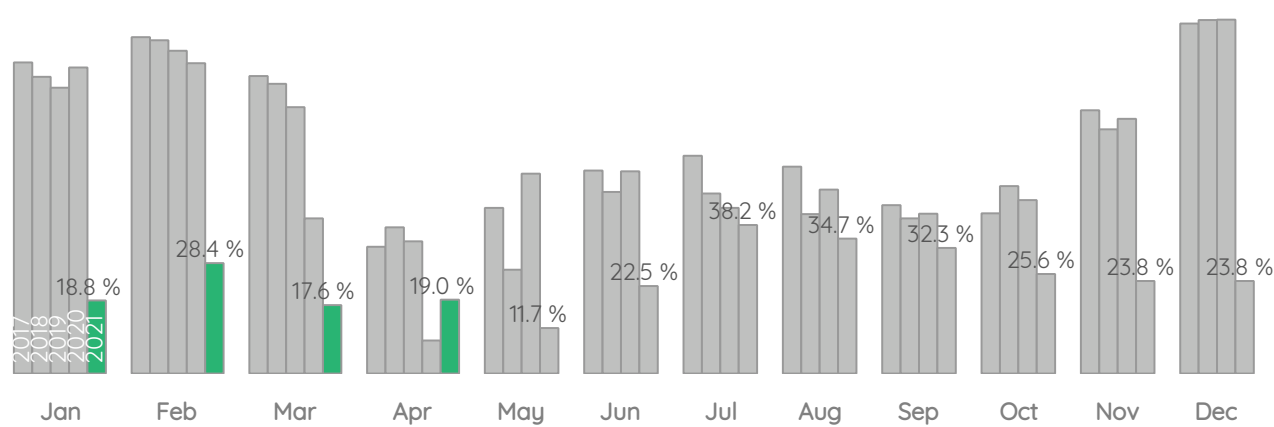
Airbnb and Vrbo

540 accommodation establishments (-200)
470 apartments (-171)
910 rooms (-340)

Apartment utilization 37.2 % (-7.4)
Unsold apartments 300

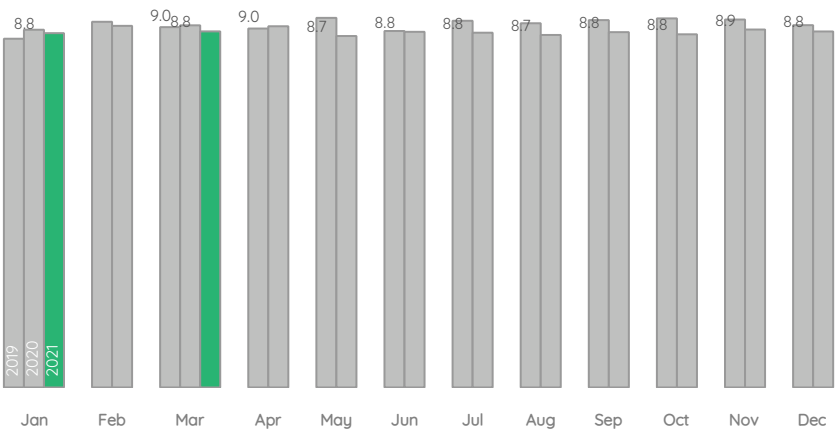


Registered Room Utilization For Establishments



Hotel Customer Satisfaction (March)

Average customer satisfaction score on Booking.com given by hotel customers in March was 8.84/10 (-0.15).



Hotel Customer Satisfaction By Nationalities

	March 2021 Amount	Change	Jan-March 2021 Amount	Change
Foreign	8.8	-2.1 %		
Total	8.8	-1.7 %		
Finland	8.8	0.0 %		

! = change at least 10 %

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

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