



Rovaniemi

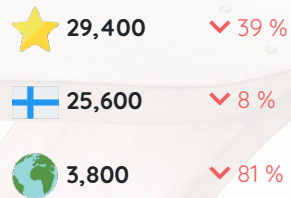
Accommodation and Travel Stats

📅 August 2020

Rovaniemi: Tourism In A Nutshell



Bed Nights

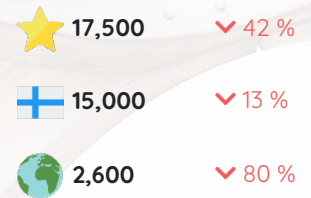


Top 3:

Norway	1,000	▼ 26 %
Germany	1,000	▼ 61 %
Estonia	320	▲ 150 %



Visitors

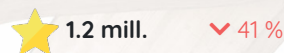


Top 3:

Norway	760	▼ 22 %
Germany	690	▼ 64 %
Estonia	250	▲ 183 %

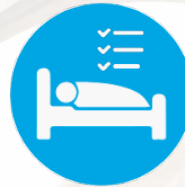


Accommodation Sales

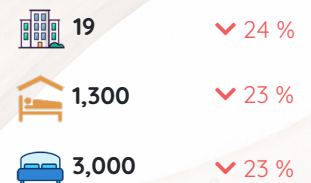


Average prices:

Night	40.20 €	▼ 1.30 €
Room	85.70 €	▲ 1.90 €
RevPAR	29.50 €	▼ 10.10 €



Capacity



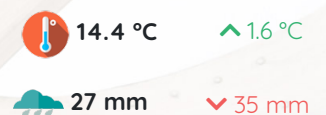
Tax Free (January)



Russia	▼ 19 %
China	▲ 62 %
Japan	▲ 99 %

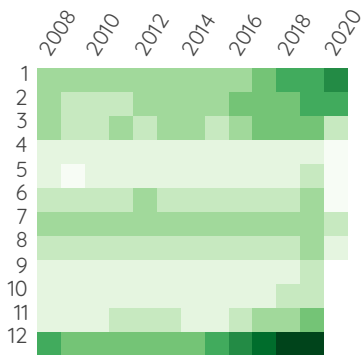


Weather

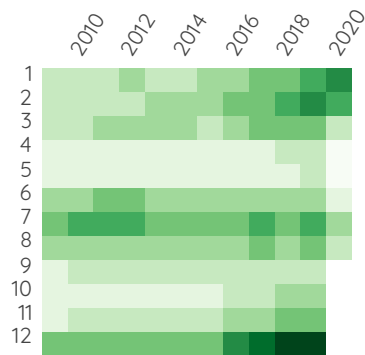


Key Indicators

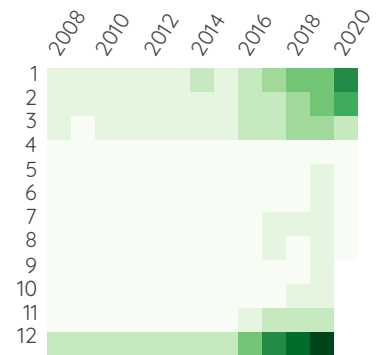
Bed Nights



Arrivals



Sales

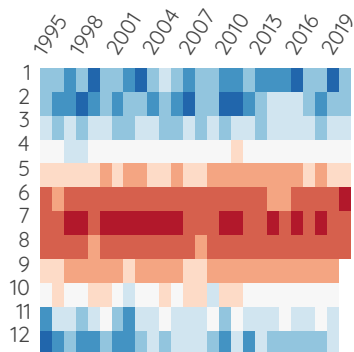


Travel key indicators: the darker the square the larger the value.

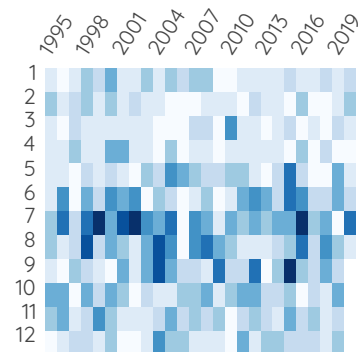
Dark squares in the middle (vertically) mean the main season is in the summer. Dark squares on the top and the bottom mean the main season is in the winter. Gradually darkening squares from left to right signify growth over the years.

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



29,400 Registered Bed Nights

In August 2020, 29,400 bed nights were recorded in Rovaniemi (-38.8 %), of which 25,600 nights were spent by domestic visitors and 3,800 nights by foreigners. Domestic bed nights decreased eight percent and foreign bed nights decreased 81 percent. In total, bed nights decreased 39 percent from last year's August.

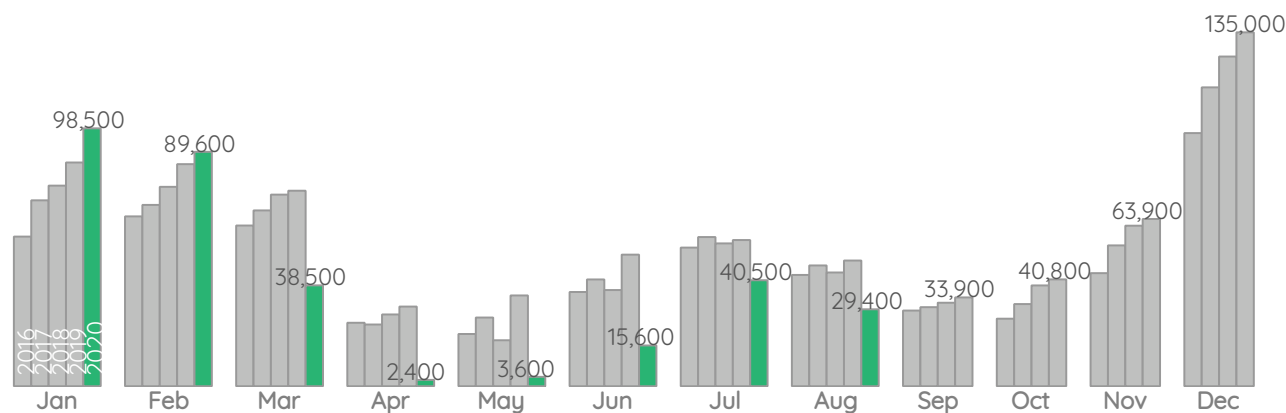
Most foreign bed nights were recorded for travelers from Norway (1,000 nights).

21,300 nights (-40.3 %) were spend by leisure visitors and 8,100 nights (-34.5 %) by business visitors.

Between January and August, 125,000 bed nights (-25.3 %) were recorded for domestic visitors and 193,000 (-35.0 %) for foreigners in Rovaniemi, in total 318,000 (-31.5 %) 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

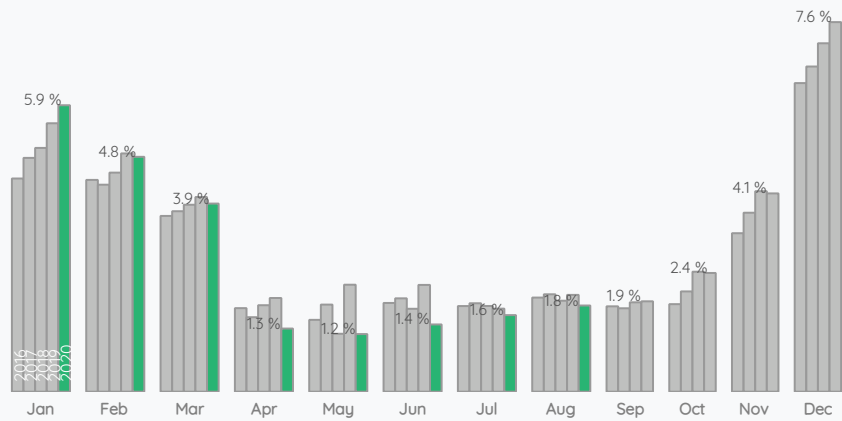
	August 2020			Jan-August 2020		
	Amount	Change	Share	Amount	Change	Share
Total	29,400	-38.8 % !	100.0 %	318,000	-31.5 % !	100.0 %
Finland	25,600	-7.6 %	87.1 %	125,000	-25.3 % !	39.3 %
Foreign	3,800	-81.4 % !	12.9 %	193,000	-35.0 % !	60.7 %
Norway	1,000	-26.2 % !	3.5 %	6,100	-42.1 % !	1.9 %
Germany	1,000	-61.3 % !	3.5 %	15,700	-37.7 % !	4.9 %
Estonia	320	150.0 % !	1.1 %	1,400	28.1 %	0.5 %
Italy	250	-88.8 %	0.9 %	6,600	-36.8 % !	2.1 %
Netherlands	187	-85.0 %	0.6 %	4,400	-38.8 % !	1.4 %
Latvia	126	350.0 %	0.4 %	580	-48.7 %	0.2 %
Sweden	121	-80.9 %	0.4 %	1,300	-80.3 %	0.4 %
Lithuania	110	42.9 %	0.4 %	450	-34.8 %	0.1 %
Switzerland	94	-86.0 %	0.3 %	2,600	-55.2 %	0.8 %
United Kingdom	69	-79.6 %	0.2 %	10,500	-10.6 % !	3.3 %
Belgium	65	-61.5 %	0.2 %	2,600	-35.1 %	0.8 %
Denmark	62	-48.8 %	0.2 %	1,100	-80.4 %	0.3 %
Poland	49	-91.6 %	0.2 %	1,600	-45.1 %	0.5 %
France	40	-95.7 %	0.1 %	24,100	-19.3 % !	7.6 %
Hungary	35	-72.0 %	0.1 %	450	-43.2 %	0.1 %
Slovakia	32	3.2 %	0.1 %	147	-38.0 %	0.0 %
Spain	23	-98.8 %	0.1 %	5,700	-54.5 % !	1.8 %

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

Market Share 1.8 Percent

Total of 1.7 million bed nights (-31.3 %) were recorded in the whole country, of which 1.5 million nights (-6.9 %) were spent by domestic visitors and 144,000 nights (-81.6 %) by foreigners.

The market share of Rovaniemi out of total bed nights was 1.8 % (-0.2 percentage points), out of domestic bed nights 1.7 % and foreign bed nights 2.6 %.



17,500 Tourists Arrived To Accommodation

Arrivals to registered accommodation decreased 42 percent compared to earlier year. Of all arrivals, 85.3 percent were domestic, and 14.7 percent were from foreign countries.

During August, domestic visitors stayed in registered accommodation in Rovaniemi on average 1.7 nights (+0.09) and foreigners 1.5 nights (-0.09).

	August 2020			Jan-August 2020		
	Amount	Change	Share	Amount	Change	Share
Total	17,500	-41.8 % !	100.0 %	154,000	-35.2 % !	100.0 %
Finland	15,000	-12.5 % !	85.3 %	72,100	-25.8 % !	46.7 %
Foreign	2,600	-80.2 % !	14.7 %	82,200	-41.7 % !	53.3 %
Norway	760	-22.2 % !	4.3 %	3,700	-42.3 % !	2.4 %
Germany	690	-63.9 % !	3.9 %	7,200	-55.0 % !	4.7 %
Estonia	250	183.1 % !	1.4 %	830	38.2 %	0.5 %
Italy	141	-90.4 %	0.8 %	2,700	-46.9 % !	1.7 %
Latvia	104	511.8 %	0.6 %	300	-11.3 %	0.2 %
Lithuania	100	81.8 %	0.6 %	240	-18.2 %	0.2 %
Netherlands	98	-88.6 %	0.6 %	1,400	-64.5 %	0.9 %
Sweden	75	-83.4 %	0.4 %	680	-81.5 %	0.4 %
Switzerland	50	-89.4 %	0.3 %	1,200	-66.0 %	0.8 %
Denmark	45	-47.1 %	0.3 %	490	-75.1 %	0.3 %
Poland	34	-91.2 %	0.2 %	620	-66.8 %	0.4 %
Belgium	33	-66.3 %	0.2 %	890	-45.4 %	0.6 %
France	30	-93.9 %	0.2 %	6,400	-33.0 % !	4.2 %
United Kingdom	26	-88.0 %	0.1 %	3,500	-33.6 % !	2.2 %
Hungary	20	-77.3 %	0.1 %	176	-49.7 %	0.1 %
Austria	14	-91.2 %	0.1 %	320	-72.6 %	0.2 %
Slovakia	14	-39.1 %	0.1 %	71	-36.0 %	0.0 %

! = 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.

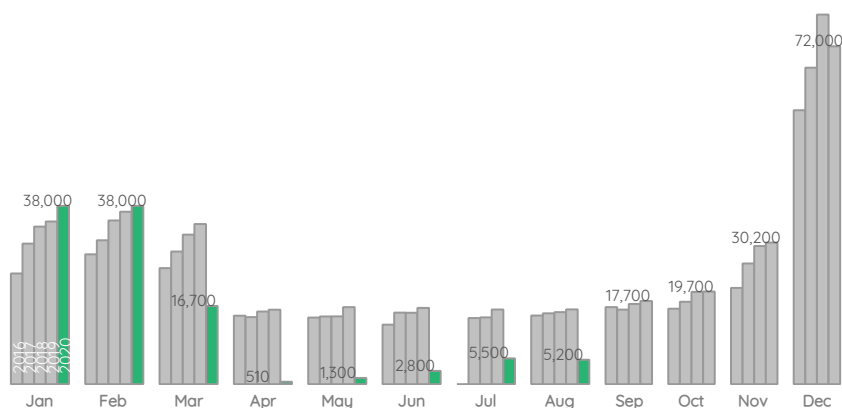
5,200 Air Travelers

The airport received a total of 5,200 passengers, which means air passenger arrivals decreased 67 percent.

Of local passengers, 0.2 % arrived from abroad, thus the share of domestic passengers was 99.8 %.

In addition, there were 5,700 passengers departing the airport (-65.9 %), therefore the total number of trips via the airport was 10,900 (-66.6 %).

Arriving Passengers (Excl. Transfers)



Arriving Passengers From

	August 2020		Jan-August 2020	
	Amount	Change	Amount	Change
Total	5,200	-67.3 % !	108,000	-41.9 % !
Finland	5,200	-67.0 % !	85,300	-47.4 % !
Foreign	8	-95.3 % !	22,700	-4.6 %

! = change at least 10 %

Departing Passengers To

	August 2020		Jan-August 2020	
	Amount	Change	Amount	Change
Total	5,700	-65.9 % !	120,000	-39.9 % !
Finland	5,700	-65.5 % !	94,400	-45.3 % !
Foreign	8	-96.2 % !	25,800	-6.6 %

! = change at least 10 %

Accommodation Sales 1.8 Million Euro

Total accommodation sales in August were 1.8 million euro (-945,000). The share of Airbnb and HomeAway was 24.9 percent. Therefore, registered accommodation sales were 1.2 million euro (-811,000) and non-registered sales 451,000 euro (-310,000).

Total January-August sales were 33.7 million euro and they decreased 3.7 million euro from the previous year.

Average Prices

	August 2020 Amount	Change	Jan- August 2020 Amount	Change
Adr (Non-Registered)	120 €	-9.0 %	142 €	12.4 % !
Adr (Registered)	86 €	2.3 %	165 €	27.3 % !
Revpar (Non-Registered)	59 €	-12.5 % !	74 €	16.8 % !
Bed Night (Registered)	40 €	-3.1 %	82 €	20.4 % !
Revpar (Registered)	29 €	-25.6 % !	78 €	4.4 %

! = change at least 10 %

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

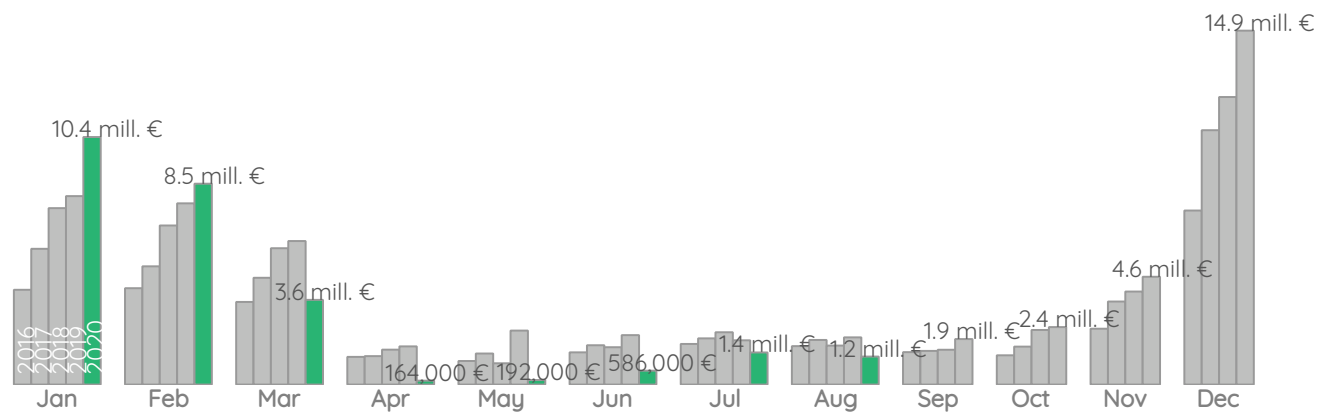
Tax Free Sales +6.7 % (January)

Tax free sales increased seven percent from the previous year.

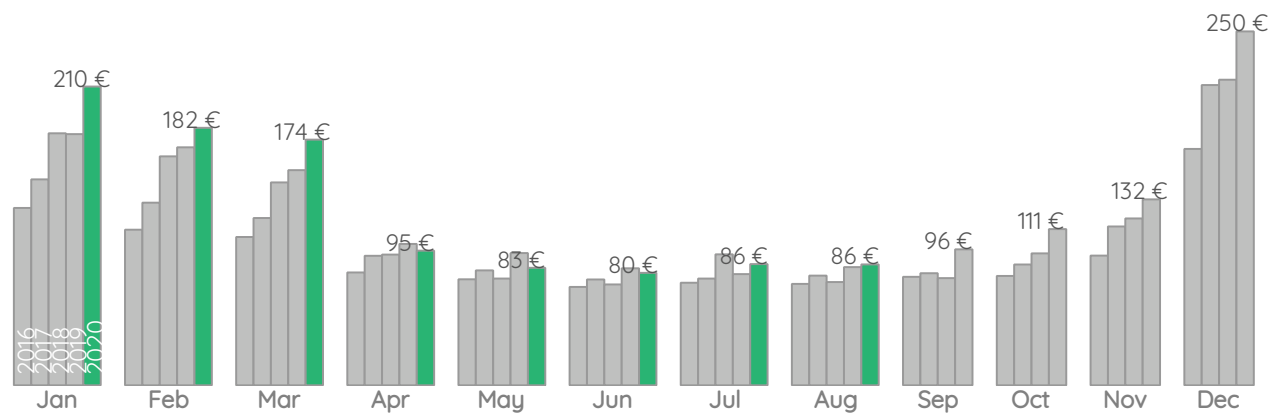
(Russians -18.6 %, Chinese +62.5 %, Japanese +98.5 %)



Registered Accommodation Sales



Average Registered Room Price (Adr)



Capacity & Utilization

Registered Accommodation

19 accommodation
establishments (-6)
1,300 rooms (-390)
3,000 beds (-920)

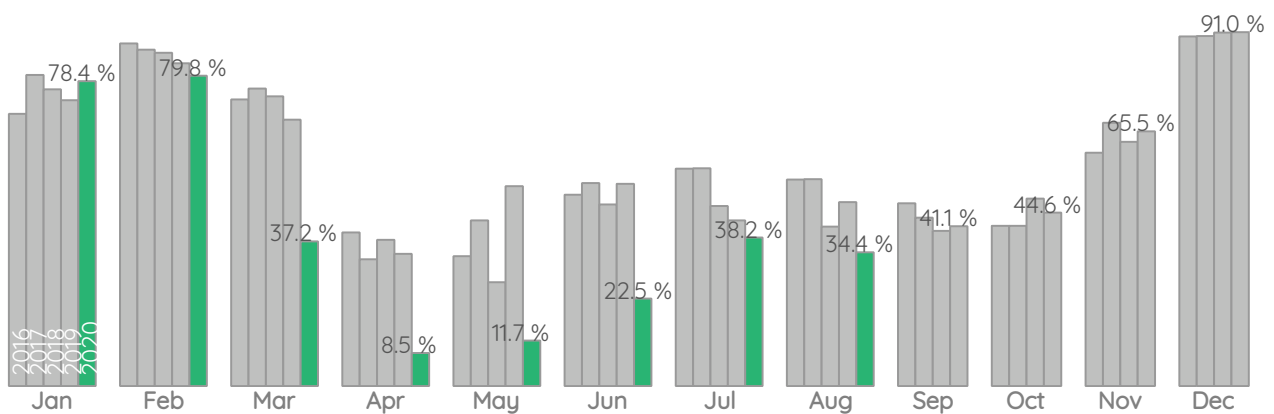
Room utilization 34.4 % (-13)
Unsold rooms 840

Airbnb and HomeAway

550 accommodation
establishments (-79)
490 apartments (-48)
890 rooms (-172)

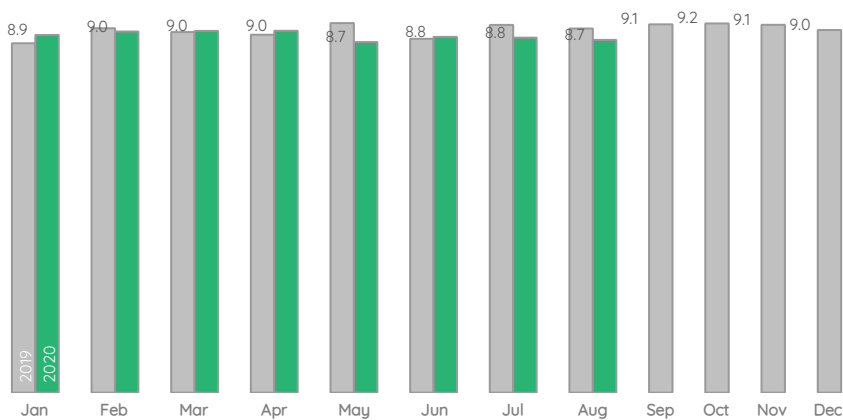
Apartment utilization 49.5 %
(-2.0)
Unsold apartments 250

Registered Room Utilization For Establishments



Hotel Customer Satisfaction

Average customer satisfaction score on Booking.com given by hotel customers in August was 8.75/10 (-0.28).



Hotel Customer Satisfaction By Nationalities

	August 2020 Amount	Change	Jan-August 2020 Amount	Change
China	10			
Cyprus	10			
Israel	10			
Sweden	10			
Poland	9.8			
Estonia	9.5			
Bulgaria	9.0			
Canada	9.0			
Romania	9.0			
Slovakia	9.0			
Switzerland	9.0			
Latvia	8.8			
Finland	8.8	-1.8 %	8.8	-0.3 %
Netherlands	8.8			
Total	8.7	-3.1 %	8.9	-0.7 %
Foreign	8.6			
Norway	8.5	4.6 %		
Germany	8.0	-11.3 % !		
Spain	8.0	-10.2 % !		
United Kingdom	8.0			

! = change at least 10 %

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

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