



Rovaniemi

Accommodation and Travel Stats

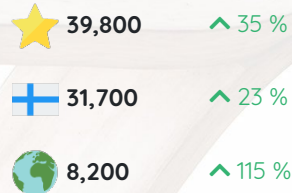
📅 August 2021

Rovaniemi: Tourism In A Nutshell

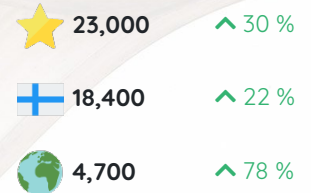
Registered accommodation. All changes are relative to the same period a year ago.



Bed Nights



Visitors



Accommodation Sales

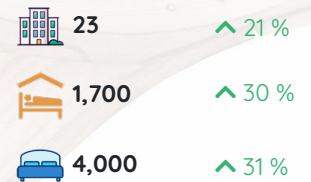


Average prices:

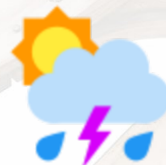
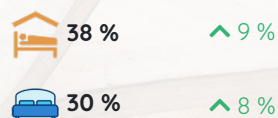
Night	46.70 €	^ 5.70 €
Room	94.70 €	^ 6.90 €
RevPAR	35.70 €	^ 5.20 €



Capacity



Utilization



Weather



53,700 Bed Nights In Paid Accommodation

Total of 53,700 bed nights (+22.9 %) were recorded in paid accommodation in Rovaniemi in August 2021. This figure includes bed nights at registered establishments as well as at AirBnB and Vrbo. The share of registered bed nights was 74 % and non-registered 26 %.

Between January and August, the number of paid bed nights was 287,000 (-43.0 %). Share of registered was 69 % and non-registered 31 %.

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 35 Percent

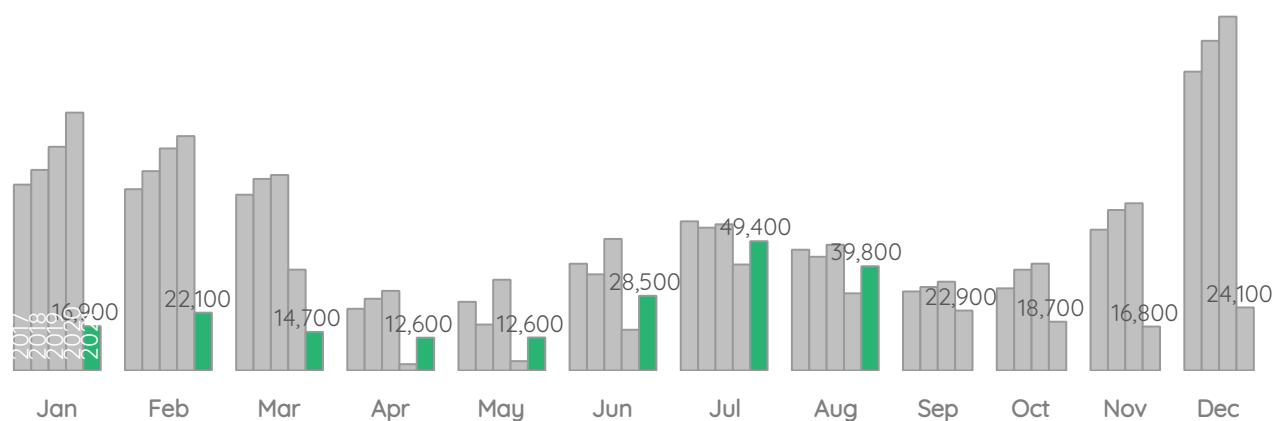
In August 2021, 39,800 registered bed nights were recorded in Rovaniemi (+35.1 %), of which 31,700 nights were spent by domestic visitors and 8,200 nights by foreigners. Registered domestic bed nights increased 23 percent and registered foreign bed nights increased 115 percent. In total, registered bed nights increased 35 percent from last year's August.

29,800 nights (+39.4 %) were spend by leisure visitors and 10,000 nights (+23.8 %) by business visitors.

Between January and August, 168,000 registered bed nights (+34.2 %) were recorded for domestic visitors and 28,800 (-85.1 %) for foreigners in Rovaniemi, in total 197,000 (-38.2 %) 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

	August 2021			Jan-August 2021		
	Amount	Change	Share	Amount	Change	Share
Total	39,800	35.1 % !	100.0 %	197,000	-38.2 % !	100.0 %
Finland	31,700	23.3 % !	79.4 %	168,000	34.2 % !	85.3 %
Foreign	8,200	114.6 % !	20.6 %	28,800	-85.1 % !	14.7 %
Germany	1,700	60.2 % !	4.2 %	10,300	-34.5 % !	5.2 %
Sweden	860	610.7 % !	2.2 %	1,800	39.7 %	0.9 %
Norway	830	-20.3 % !	2.1 %	2,900	-53.0 % !	1.5 %
Italy	730	180.0 % !	1.8 %	1,600	-76.5 %	0.8 %
United States	590	3,188.9 % !	1.5 %	1,700	-62.1 %	0.8 %
Poland	560	1,049.0 % !	1.4 %	1,300	-22.8 %	0.6 %
Netherlands	520	175.8 % !	1.3 %	830	-80.9 %	0.4 %
Switzerland	360	265.3 %	0.9 %	720	-72.6 %	0.4 %
France	340	737.5 %	0.8 %	1,400	-94.3 %	0.7 %
Austria	290	1,978.6 %	0.7 %	430	-44.8 %	0.2 %
Spain	220	878.3 %	0.6 %	920	-84.0 %	0.5 %
United Kingdom	139	101.4 %	0.3 %	580	-94.5 %	0.3 %
Romania	119	3,866.7 %	0.3 %	170	-15.4 %	0.1 %
Estonia	115	-63.0 %	0.3 %	690	-52.1 %	0.3 %
Denmark	106	68.3 %	0.3 %	200	-80.9 %	0.1 %
Belgium	89	36.9 %	0.2 %	250	-90.3 %	0.1 %
Portugal	72		0.2 %	200	-68.7 %	0.1 %

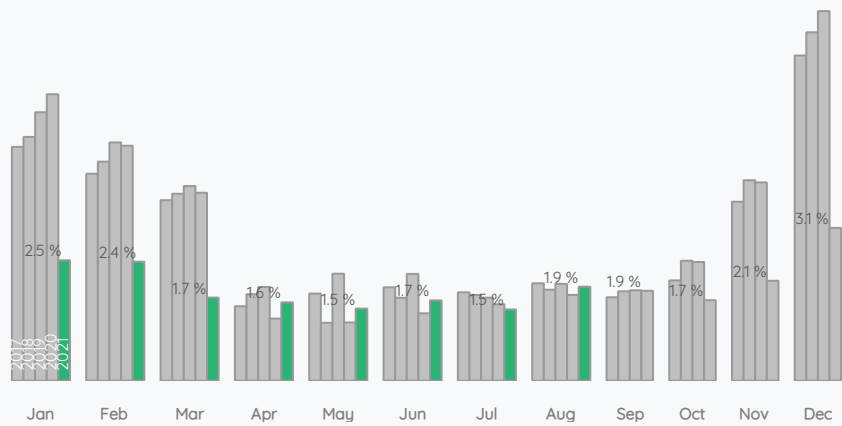
! = change at least 10 % and share at least 1 %



Market Share 1.9 Percent

Total of 2.1 million registered bed nights (+23.3 %) were recorded in the whole country, of which 1.8 million nights (+18.0 %) were spent by domestic visitors and 265,000 nights (+77.6 %) by foreigners.

The market share of Rovaniemi out of total registered bed nights was 1.9 % (+0.2 percentage points), out of domestic bed nights 1.8 % and foreign bed nights 3.1 %.



23,000 Tourists Arrived To Registered Accommodation

Arrivals to registered accommodation increased 30 percent compared to earlier year. Of all registered arrivals, 79.8 percent were domestic, and 20.2 percent were from foreign countries.

During August, domestic visitors stayed in registered accommodation in Rovaniemi on average 1.7 nights (+0.02) and foreigners 1.8 nights (+0.3).

	August 2021 Amount	Change	Share	Jan- August 2021 Amount	Change	Share
Total	23,000	30.4 % !	100.0 %	112,000	-27.5 % !	100.0 %
Finland	18,400	22.1 % !	79.8 %	94,900	31.4 % !	84.8 %
Foreign	4,700	78.0 % !	20.2 %	17,000	-79.3 % !	15.2 %
Germany	1,100	49.1 % !	4.6 %	7,600	5.2 %	6.8 %
Sweden	520	588.0 % !	2.2 %	1,100	58.1 %	1.0 %
Italy	520	245.6 % !	2.2 %	840	-68.8 %	0.7 %
Norway	500	-34.0 % !	2.2 %	1,800	-52.8 % !	1.6 %
Poland	370	979.4 % !	1.6 %	690	12.1 %	0.6 %
Netherlands	270	171.3 % !	1.2 %	460	-68.5 %	0.4 %
Switzerland	210	300.0 %	0.9 %	450	-61.5 %	0.4 %
France	179	496.7 %	0.8 %	590	-90.8 %	0.5 %
Austria	137	878.6 %	0.6 %	220	-29.7 %	0.2 %
Spain	119	981.8 %	0.5 %	590	-68.0 %	0.5 %
Estonia	95	-61.7 %	0.4 %	370	-55.2 %	0.3 %
United States	91	600.0 %	0.4 %	250	-87.1 %	0.2 %
Denmark	73	58.7 %	0.3 %	123	-74.9 %	0.1 %
Romania	64	2,033.3 %	0.3 %	100	31.6 %	0.1 %
United Kingdom	62	138.5 %	0.3 %	280	-91.8 %	0.3 %
Portugal	55		0.2 %	120	-58.6 %	0.1 %
Belgium	51	54.5 %	0.2 %	137	-84.6 %	0.1 %

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



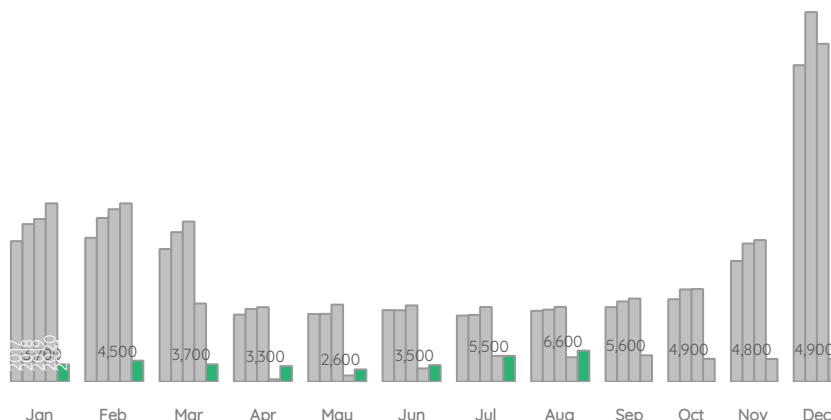
6,600 Air Travelers

The airport received a total of 6,600 passengers, which means air passenger arrivals increased 27 percent.

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

In addition, there were 6,800 passengers departing the airport (+18.5 %), therefore the total number of trips via the airport was 13,400 (+22.7 %).

Arriving Passengers (Excl. Transfers)



Arriving Passengers From

	August 2021		Jan-August 2021	
	Amount	Change	Amount	Change
Total	6,600	27.2 % !	33,500	-69.0 % !
Finland	6,500	25.4 % !	33,000	-61.3 % !
Foreign	103	1,187.5 % !	490	-97.8 % !

! = change at least 10 %

Departing Passengers To

	August 2021		Jan-August 2021	
	Amount	Change	Amount	Change
Total	6,800	18.5 % !	34,600	-71.3 % !
Finland	6,700	16.7 % !	34,200	-63.7 % !
Foreign	115	1,337.5 % !	320	-98.8 % !

! = change at least 10 %



Accommodation Sales 2.3 Million Euro

Total accommodation sales in August were 2.3 million euro (+678,000). The share of Airbnb and Vrbo was 20.4 percent. Therefore, registered accommodation sales were 1.9 million euro (+653,000) and non-registered sales 476,000 euro (+24,600).

Total January-August sales were 13.3 million euro and they decreased 19.9 million euro from the previous year.

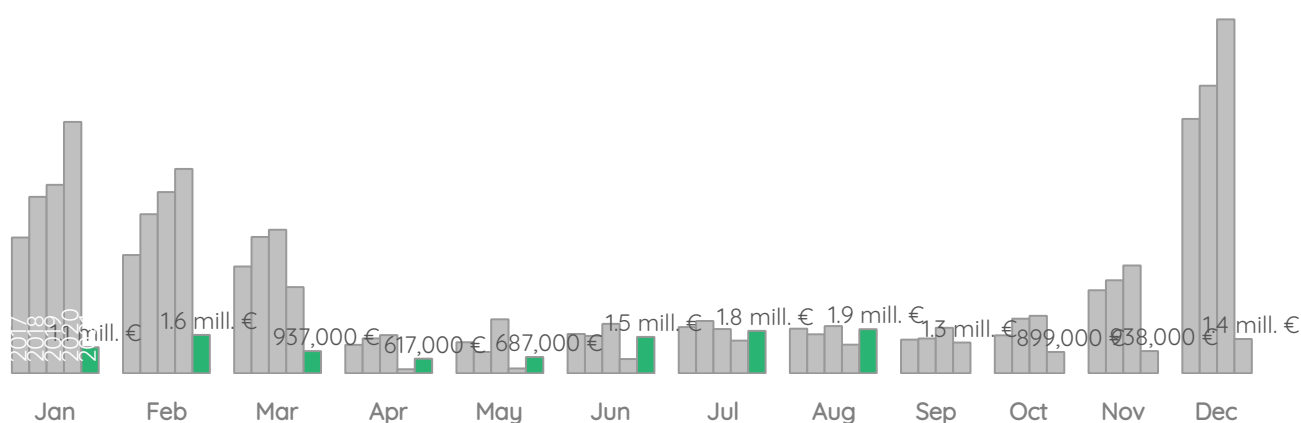
Average Prices

	August 2021		Jan-August 2021	
	Amount	Change	Amount	Change
Adr (Non-Registered)	130 €	8.3 %	133 €	-6.4 %
Adr (Registered)	95 €	7.9 %	104 €	-38.2 % !
Revpar (Non-Registered)	58 €	-2.2 %	57 €	-22.9 % !
Bed Night (Registered)	47 €	14.0 % !	52 €	-37.9 % !
Revpar (Registered)	36 €	17.2 % !	28 €	-64.9 % !

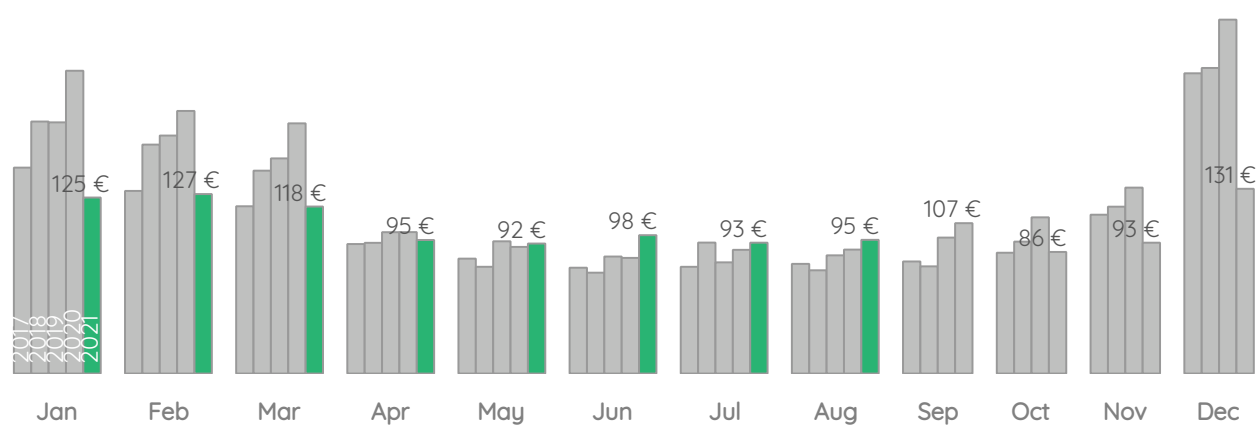
! = change at least 10 %

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

23 accommodation establishments (+4)
1,700 rooms (+380)
4,000 beds (+940)

Room utilization 37.7 % (+3.0)
Unsold rooms 1,000
Bed utilization 29.7 % (+2.2)

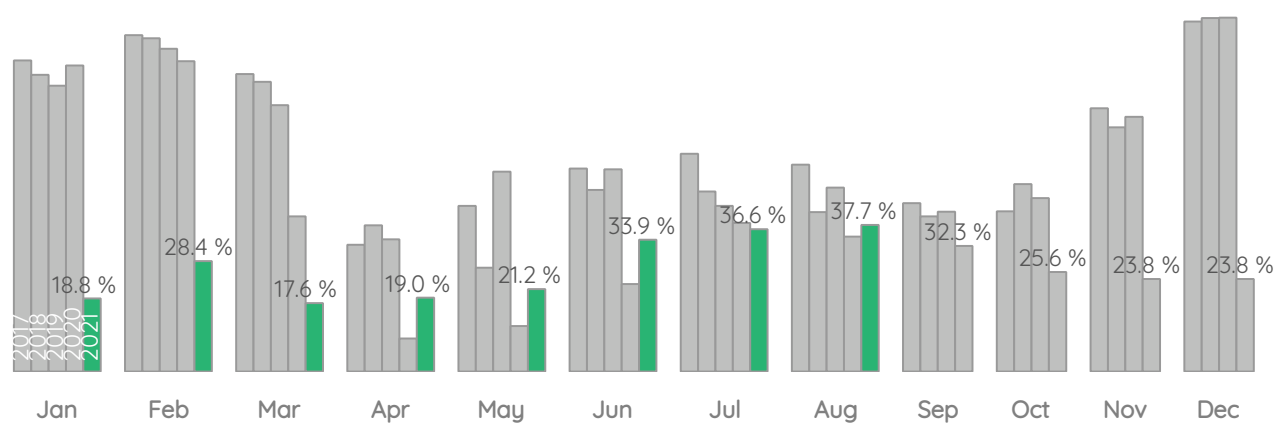
Airbnb and Vrbo

490 accommodation establishments (-55)
430 apartments (-55)
820 rooms (-65)

Apartment utilization 44.7 % (-4.8)
Unsold apartments 240

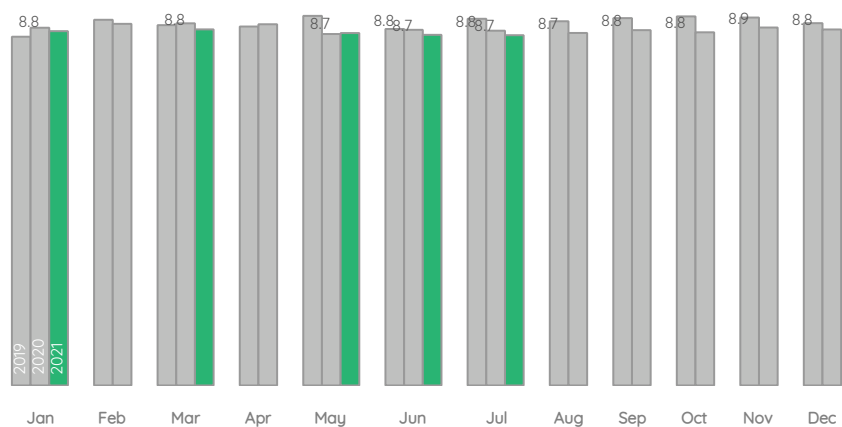


Registered Room Utilization For Establishments



Accommodation Customer Satisfaction (July)

Average customer satisfaction score on Booking.com given by accommodation customers in July was 8.69/10 (-0.11).



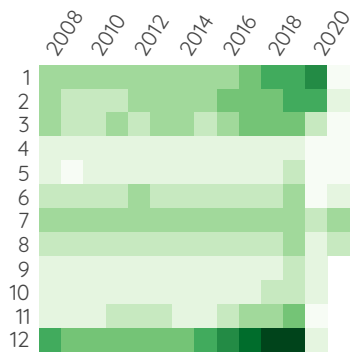
Accommodation Customer Satisfaction By Nationalities

	July 2021 Amount	Change	Jan-July 2021 Amount	Change
Finland	8.7	-1.2 %		
Total	8.7	-1.3 %		

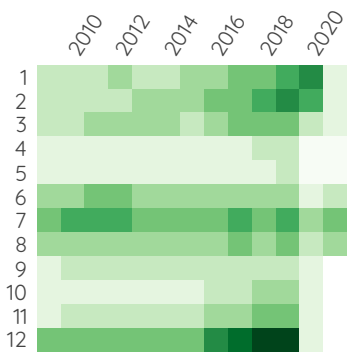
! = change at least 10 %

Key Indicators

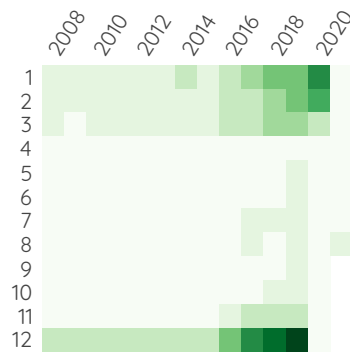
Bed Nights



Arrivals



Sales

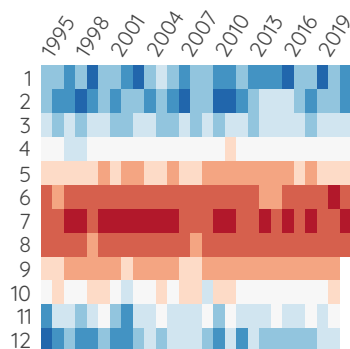


Travel key indicators: the darker the square the larger the value.

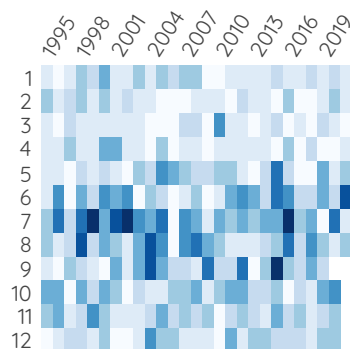
Dark squares in the middle (vertically) mean the main season is in the summer. Dark squares on the top and the bottom mean the main season is in the winter. Gradually darkening squares from left to right signify growth over the years.

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, Business Finland, Finavia, Finnish Meteorological Institute, Statistics Finland, Tak Research

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