



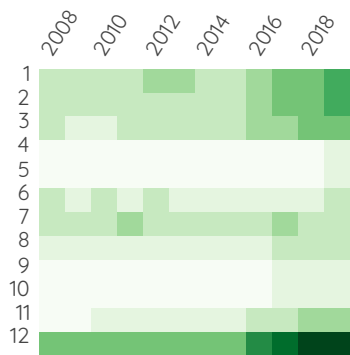
Rovaniemi

Accommodation and Travel Stats

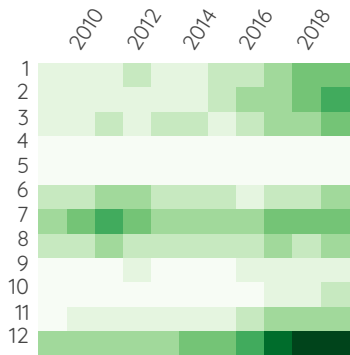
📅 December 2019

Key Indicators

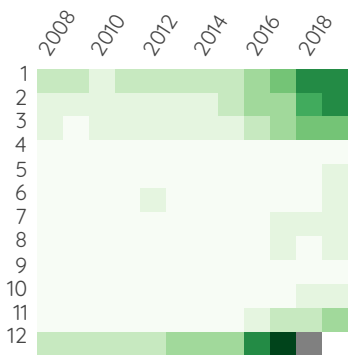
Bed Nights



Arrivals



Sales



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

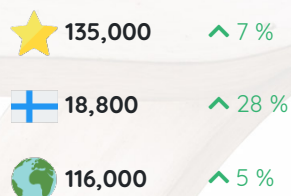
Dark squares in the middle (vertically) mean the main season is in the summer. Dark squares on the top and the bottom mean the main season is in the winter. Gradually darkening squares from left to right signify growth over the years.

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.

Rovaniemi: Tourism In A Nutshell



Bed Nights

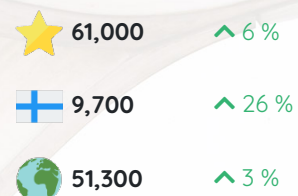


Top 3:

United Kingdom	21,800	↘ 12 %
Spain	9,800	↗ 17 %
France	9,000	↗ 24 %

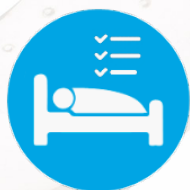


Visitors



Top 3:

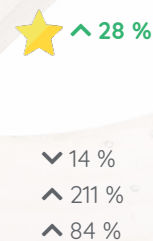
United Kingdom	7,800	↘ 16 %
Ireland	4,600	↗ 20 %
Singapore	4,400	↘ 22 %



Capacity



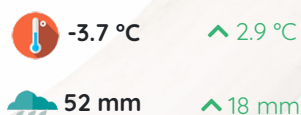
Tax Free



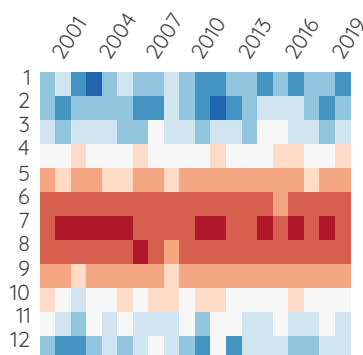
Russia
China
Japan



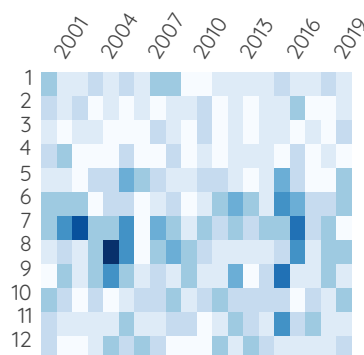
Weather



Temperature



Rainfall



Registered Bed Nights Increased Seven Percent

In December 2019, 135,000 bed nights were recorded in Rovaniemi (+7.3 %), of which 18,800 nights were spent by domestic visitors and 116,000 nights by foreigners. Domestic bed nights increased 28 percent and foreign bed nights increased five percent. In total, bed nights increased seven percent from last year's December.

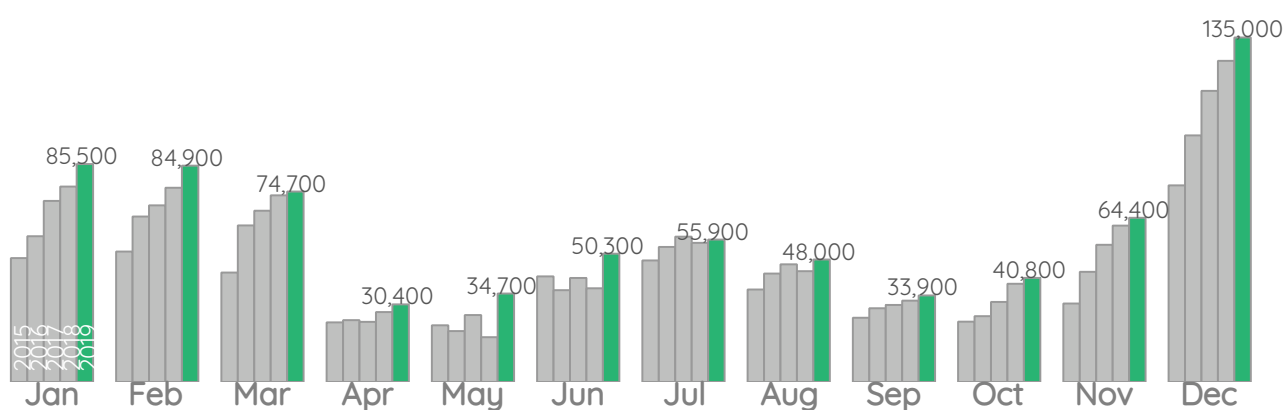
Most foreign bed nights were recorded for travelers from United Kingdom (21,800 nights).

120,000 nights (+13.0 %) were spend by leisure visitors and 14,900 nights (-23.9 %) by business visitors.

Between January and December, 259,000 bed nights (+17.9 %) were recorded for domestic visitors and 479,000 (+8.1 %) for foreigners in Rovaniemi, in total 739,000 (+11.3 %) 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

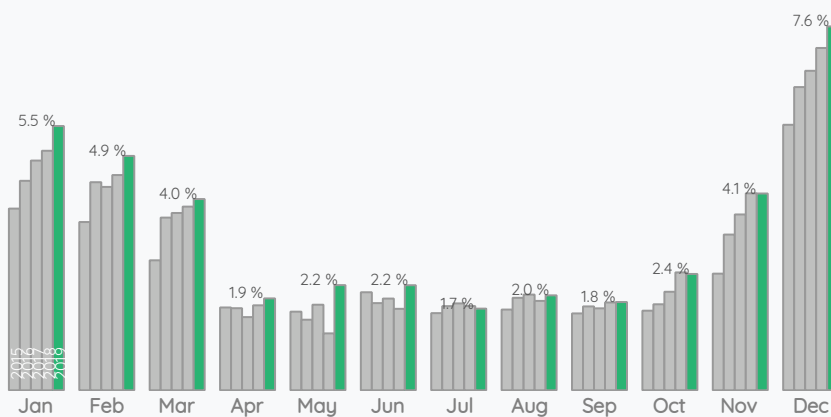
	December 2019 Amount	Change	Share	Jan-December 2019 Amount	Change	Share
Total	135,000	7.3 %	100.0 %	739,000	11.3 % !	100.0 %
Foreign	116,000	4.5 %	86.1 %	479,000	8.1 %	64.9 %
Europe	72,500	1.4 %	53.7 %	268,000	9.0 %	36.2 %
EU-28	67,800	1.8 %	50.2 %	222,000	8.8 %	30.1 %
Asia	32,500	14.6 % !	24.0 %	164,000	11.5 % !	22.2 %
United Kingdom	21,800	-11.9 % !	16.1 %	37,600	-4.4 %	5.1 %
Finland	18,800	28.0 % !	13.9 %	259,000	17.9 % !	35.1 %
Spain	9,800	17.1 % !	7.3 %	25,900	2.6 %	3.5 %
France	9,000	23.6 % !	6.7 %	41,200	24.2 % !	5.6 %
Singapore	7,800	-10.2 % !	5.8 %	14,600	-8.6 %	2.0 %
Italy	7,200	2.6 %	5.3 %	21,300	14.6 % !	2.9 %
Ireland	7,000	0.6 %	5.2 %	8,200	-5.3 %	1.1 %
China	6,800	22.2 % !	5.1 %	44,400	16.8 % !	6.0 %
Oceania	6,200	0.7 %	4.6 %	16,400	4.2 %	2.2 %
Australia	5,800	-1.2 %	4.3 %	15,600	2.4 %	2.1 %

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

Market Share 7.6 Percent

Total of 1.8 million bed nights (+0.9 %) were recorded in the whole country, of which 986,000 nights (+2.0 %) were spent by domestic visitors and 787,000 nights (-0.4 %) by foreigners.

The market share of Rovaniemi out of total bed nights was 7.6 % (+0.5 percentage points), out of domestic bed nights 1.9 % and foreign bed nights 14.8 %.



61,000 Tourists Arrived To Accommodation

Arrivals to registered accommodation increased six percent compared to earlier year. Of all arrivals, 15.9 percent were domestic, and 84.1 percent were from foreign countries.

During December, domestic visitors stayed in registered accommodation in Rovaniemi on average 1.9 nights (+0.02) and foreigners 2.3 nights (+0.03).

	December 2019 Amount	Change	Share	Jan- December 2019 Amount	Change	Share
Total	61,000	6.1 %	100.0 %	373,000	8.8 %	100.0 %
Foreign	51,300	3.0 %	84.1 %	225,000	7.1 %	60.1 %
Europe	28,200	0.1 %	46.2 %	119,000	10.9 % !	31.8 %
Eu-28	26,200	0.4 %	42.9 %	96,400	10.3 % !	25.8 %
Asia	18,600	11.3 % !	30.4 %	85,600	11.0 % !	22.9 %
Finland	9,700	26.5 % !	15.9 %	149,000	11.4 % !	39.9 %
United Kingdom	7,800	-16.4 % !	12.8 %	14,700	-8.8 %	3.9 %
Ireland	4,600	20.2 % !	7.6 %	5,100	14.8 % !	1.4 %
Singapore	4,400	-21.9 % !	7.1 %	8,300	-17.1 % !	2.2 %
China	4,000	14.4 % !	6.6 %	25,500	5.2 %	6.8 %
France	3,000	19.6 % !	5.0 %	13,400	24.3 % !	3.6 %
Spain	2,900	12.3 % !	4.7 %	9,100	2.1 %	2.4 %
Hong Kong	2,600	72.8 % !	4.3 %	8,300	15.2 % !	2.2 %
Italy	2,500	-0.6 %	4.1 %	8,900	15.6 % !	2.4 %
Oceania	2,300	-7.0 %	3.8 %	7,200	-0.1 %	1.9 %

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



910 International Congress Guests In 2018

The number of international congress quests decreased 46 percent from the previous year.

There was a total of 7.0 congresses organized (-2.0) in 2018.

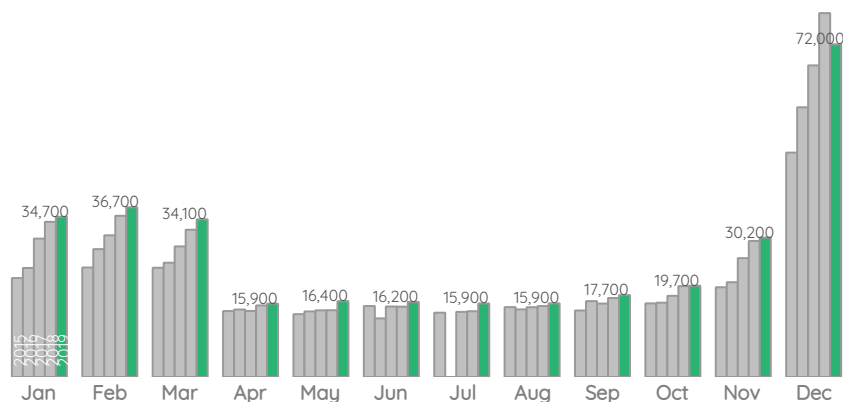
72,000 Air Travelers

The airport received a total of 72,000 passengers, which means air passenger arrivals decreased nine percent.

Of local passengers, 43.4 % arrived from abroad, thus the share of domestic passengers was 56.6 %.

In addition, there were 68,200 passengers departing the airport (-10.4 %), therefore the total number of trips via the airport was 140,000.

Arriving Passengers (Excl. Transfers)



Arriving Passengers From

	December 2019 Amount	Change	Jan-December 2019 Amount	Change
Total	72,000	-8.6 %	326,000	1.7 %
Finland	40,700	2.4 %	266,000	4.6 %
Foreign	31,300	-19.8 % !	59,700	-9.3 %

! = change at least 10 %

Departing Passengers To

	December 2019 Amount	Change	Jan-December 2019 Amount	Change
Total	68,200	-10.4 % !	335,000	3.2 %
Finland	40,200	1.5 %	275,000	6.6 %
Foreign	28,000	-23.2 % !	59,800	-9.9 %

! = change at least 10 %

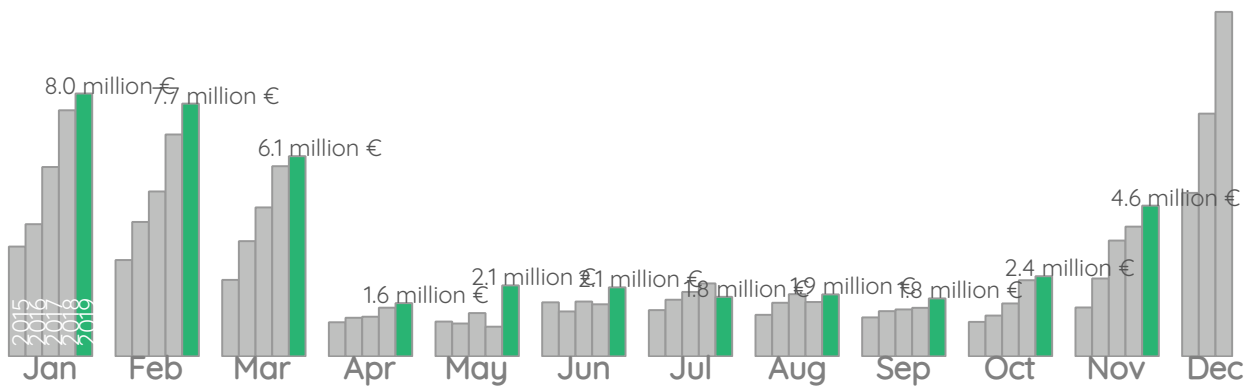
International = International cruise ships

Tax Free Sales +28.0 %

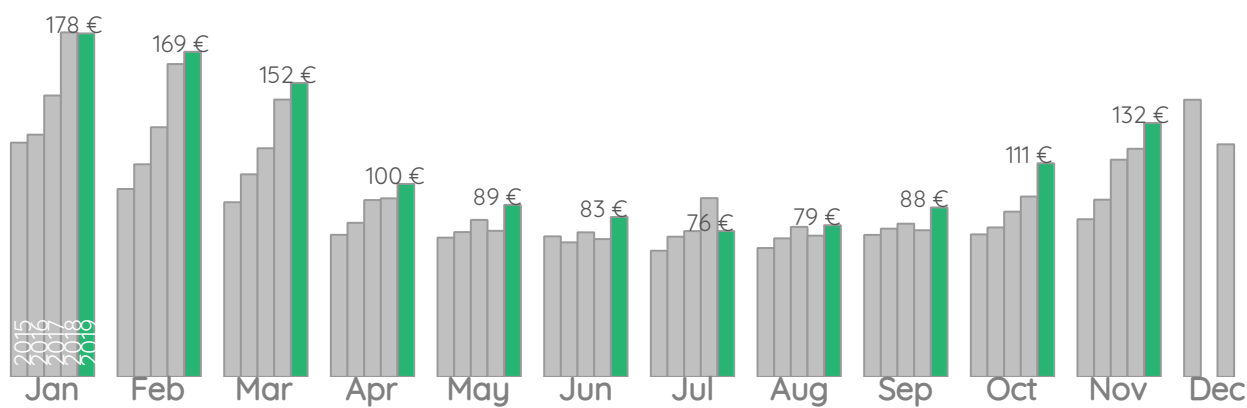
Tax free sales increased 28 percent from the previous year.

(Russians -13.6 %, Chinese +210.6 %, Japanese +83.7 %)

Registered Accommodation Sales



Average Registered Room Price (Adr)



Capacity & Utilization

Registered Accommodation

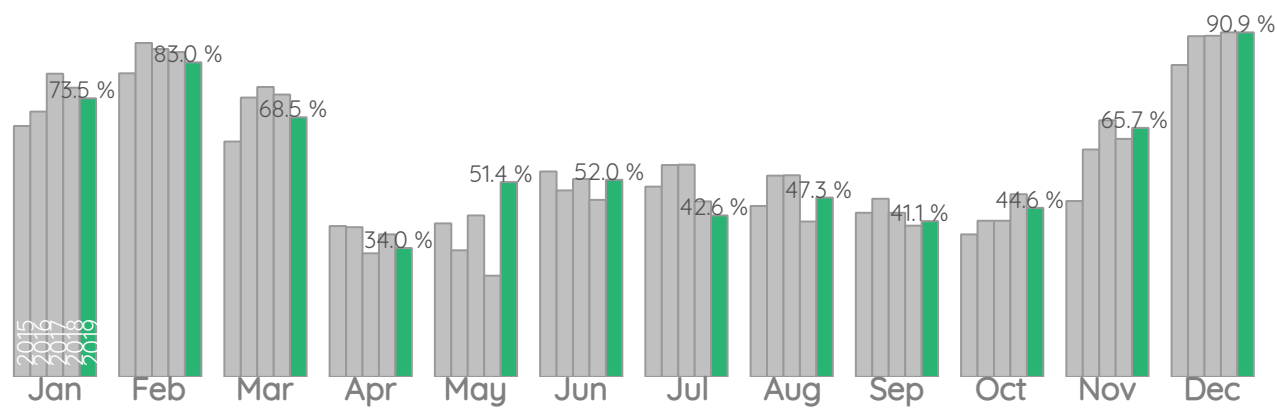
26 accommodation
establishments (+0)
1,900 rooms (+77)
4,700 beds (+105)

Room utilization 90.9 % (+0.0)
Unsold rooms 177

Airbnb

860 apartments (+148)
121 private rooms (-3)
24 shared rooms (+1)

Registered Room Utilization



Sources: Airdna, Business Finland, Finavia, Finnish Meteorological Institute, Global Blue, Statistics Finland

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