



Rovaniemi

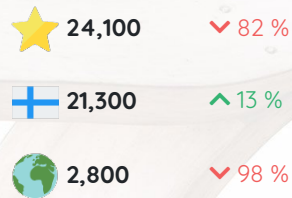
Accommodation and Travel Stats

📅 December 2020

Rovaniemi: Tourism In A Nutshell



Bed Nights

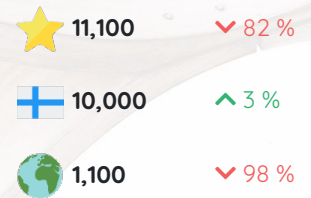


Top 3:

Germany	360	▼ 87 %
Estonia	174	▼ 72 %
United Kingdom	147	▼ 99 %



Visitors

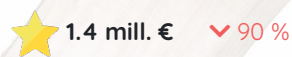


Top 3:

Germany	145	▼ 86 %
Estonia	83	▼ 72 %
United Kingdom	60	▼ 99 %



Accommodation Sales

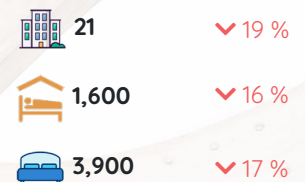


Average prices:

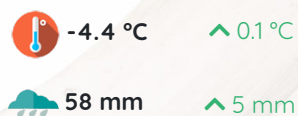
Night	60.10 €	▼ 50.40 €
Room	131.00 €	▼ 119.80 €
RevPAR	30.90 €	▼ 197.30 €



Capacity

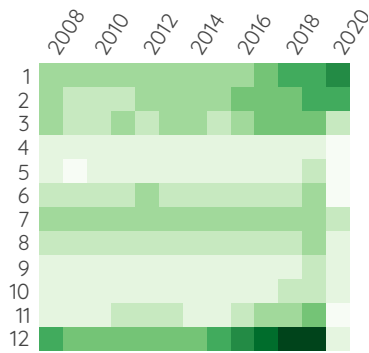


Weather

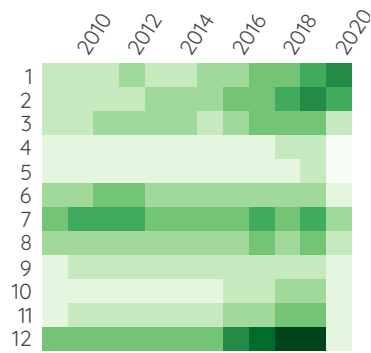


Key Indicators

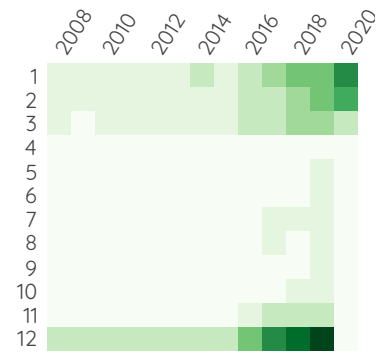
Bed Nights



Arrivals



Sales

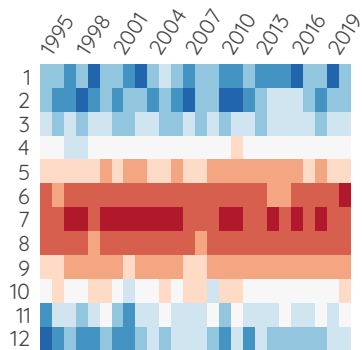


Travel key indicators: the darker the square the larger the value.

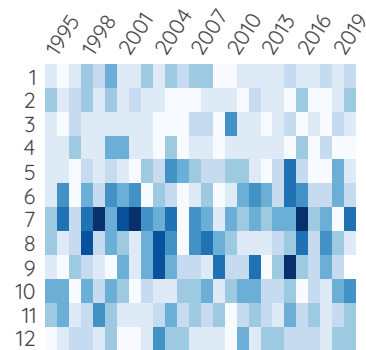
Dark squares in the middle (vertically) mean the main season is in the summer. Dark squares on the top and the bottom mean the main season is in the winter. Gradually darkening squares from left to right signify growth over the years.

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



24,100 Registered Bed Nights

In December 2020, 24,100 bed nights were recorded in Rovaniemi (-82.2 %), of which 21,300 nights were spent by domestic visitors and 2,800 nights by foreigners. Domestic bed nights increased 13 percent and foreign bed nights decreased 98 percent. In total, bed nights decreased 82 percent from last year's December.

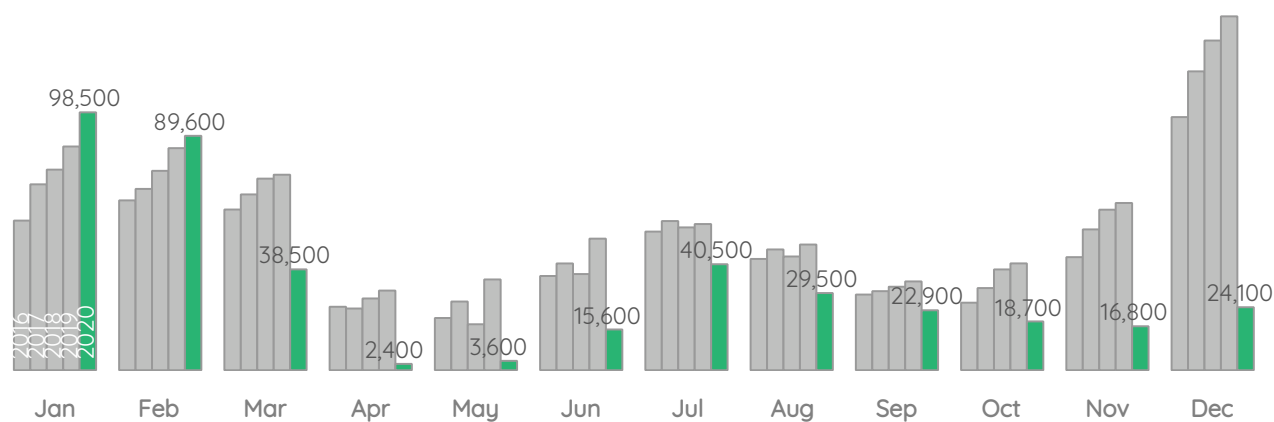
Most foreign bed nights were recorded for travelers from Germany (360 nights).

18,300 nights (-84.8 %) were spend by leisure visitors and 5,700 nights (-61.1 %) by business visitors.

Between January and December, 201,000 bed nights (-22.6 %) were recorded for domestic visitors and 200,000 (-58.2 %) for foreigners in Rovaniemi, in total 401,000 (-45.7 %) 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

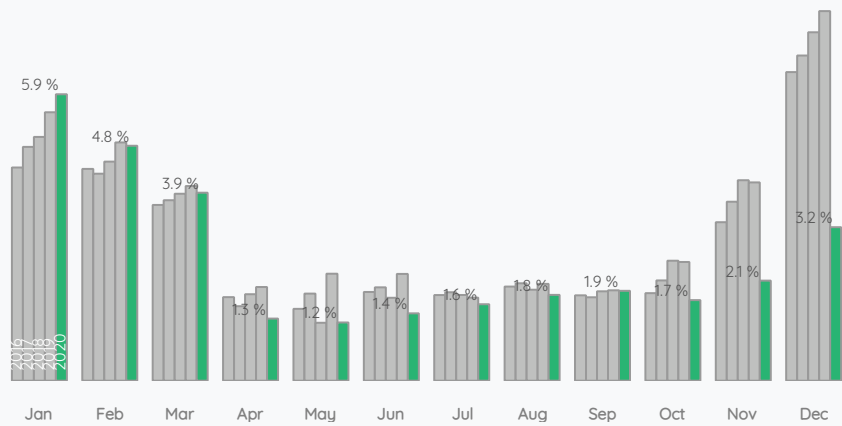
	December 2020			Jan-December 2020		
	Amount	Change	Share	Amount	Change	Share
Total	24,100	-82.2 % !	100.0 %	401,000	-45.7 % !	100.0 %
Finland	21,300	13.1 % !	88.4 %	201,000	-22.6 % !	50.1 %
Foreign	2,800	-97.6 % !	11.6 %	200,000	-58.2 % !	49.9 %
Germany	360	-87.1 % !	1.5 %	16,500	-48.7 % !	4.1 %
Estonia	174	-72.2 %	0.7 %	1,900	-10.3 %	0.5 %
United Kingdom	147	-99.3 %	0.6 %	10,900	-71.2 % !	2.7 %
Sweden	137	-72.4 %	0.6 %	2,300	-74.4 %	0.6 %
Poland	128	-87.2 %	0.5 %	2,000	-56.3 %	0.5 %
Russia	126	-95.9 %	0.5 %	12,400	-44.4 % !	3.1 %
India	103	-95.0 %	0.4 %	4,800	-46.0 % !	1.2 %
Spain	94	-99.0 %	0.4 %	5,900	-77.3 % !	1.5 %
France	86	-99.0 %	0.4 %	24,300	-40.9 % !	6.1 %
Japan	86	-96.9 %	0.4 %	6,900	-56.6 % !	1.7 %
Belgium	86	-87.9 %	0.4 %	2,700	-48.0 %	0.7 %
China	82	-99.2 %	0.3 %	23,200	-58.6 % !	5.8 %
United States	74	-97.4 %	0.3 %	4,500	-76.8 % !	1.1 %
Portugal	69	-91.6 %	0.3 %	730	-62.9 %	0.2 %
Netherlands	65	-90.7 %	0.3 %	4,500	-48.6 % !	1.1 %
Italy	63	-99.1 %	0.3 %	6,900	-67.7 % !	1.7 %
Czech Republic	57	-73.1 %	0.2 %	970	-19.6 %	0.2 %

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

Market Share 3.2 Percent

Total of 762,000 bed nights (-57.1 %) were recorded in the whole country, of which 697,000 nights (-29.4 %) were spent by domestic visitors and 64,500 nights (-91.8 %) by foreigners.

The market share of Rovaniemi out of total bed nights was 3.2 % (-4.4 percentage points), out of domestic bed nights 3.1 % and foreign bed nights 4.3 %.



11,100 Tourists Arrived To Accommodation

Arrivals to registered accommodation decreased 82 percent compared to earlier year. Of all arrivals, 89.8 percent were domestic, and 10.2 percent were from foreign countries.

During December, domestic visitors stayed in registered accommodation in Rovaniemi on average 2.1 nights (+0.2) and foreigners 2.5 nights (+0.21).

	December 2020			Jan-December 2020		
	Amount	Change	Share	Amount	Change	Share
Total	11,100	-81.8 % !	100.0 %	198,000	-47.0 % !	100.0 %
Finland	10,000	2.5 %	89.8 %	113,000	-24.1 % !	57.1 %
Foreign	1,100	-97.8 % !	10.2 %	84,900	-62.1 % !	42.9 %
Germany	145	-86.3 % !	1.3 %	7,600	-59.9 % !	3.8 %
Estonia	83	-72.1 %	0.7 %	1,000	-6.8 %	0.5 %
United Kingdom	60	-99.2 %	0.5 %	3,600	-75.2 % !	1.8 %
Sweden	53	-80.2 %	0.5 %	990	-80.1 %	0.5 %
United States	43	-96.6 %	0.4 %	2,000	-69.5 % !	1.0 %
Poland	41	-89.6 %	0.4 %	690	-72.8 %	0.3 %
France	40	-98.7 %	0.4 %	6,500	-51.5 % !	3.3 %
India	40	-95.5 %	0.4 %	2,200	-46.2 % !	1.1 %
Russia	39	-96.9 %	0.4 %	4,100	-55.3 % !	2.1 %
Spain	39	-98.6 %	0.4 %	1,900	-78.9 %	1.0 %
Belgium	33	-87.9 %	0.3 %	940	-56.0 %	0.5 %
China	32	-99.5 %	0.3 %	13,900	-58.6 % !	7.0 %
Italy	29	-98.9 %	0.3 %	2,800	-68.1 % !	1.4 %
Japan	27	-98.3 %	0.2 %	3,700	-60.1 % !	1.9 %
Turkey	26	-93.4 %	0.2 %	2,300	-6.5 %	1.2 %
Czech Republic	25	-78.6 %	0.2 %	166	-75.3 %	0.1 %
Latvia	22	-82.0 %	0.2 %	370	-27.1 %	0.2 %

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



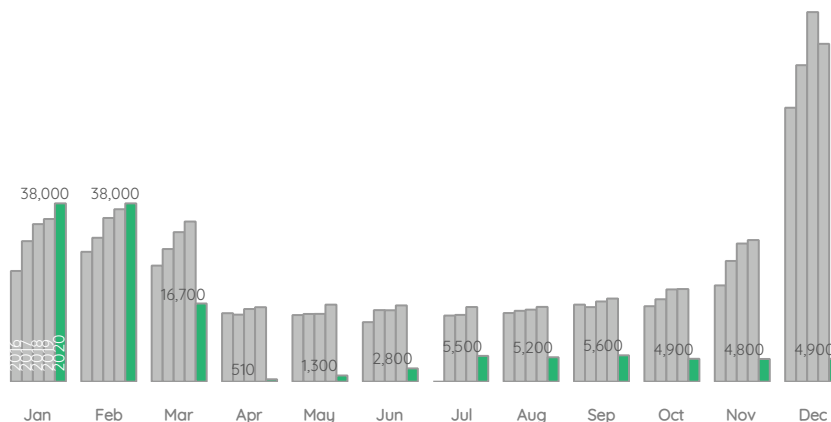
4,900 Air Travelers

The airport received a total of 4,900 passengers, which means air passenger arrivals decreased 93 percent.

Of local passengers, 0.8 % arrived from abroad, thus the share of domestic passengers was 99.2 %.

In addition, there were 4,300 passengers departing the airport (-93.8 %), therefore the total number of trips via the airport was 9,100 (-93.5 %).

Arriving Passengers (Excl. Transfers)



Arriving Passengers From

	December 2020		Jan-December 2020	
	Amount	Change	Amount	Change
Total	4,900	-93.2 % !	128,000	-60.6 % !
Finland	4,800	-88.1 % !	105,000	-60.3 % !
Foreign	40	-99.9 % !	22,800	-61.8 % !

! = change at least 10 %

Departing Passengers To

	December 2020		Jan-December 2020	
	Amount	Change	Amount	Change
Total	4,300	-93.8 % !	140,000	-58.2 % !
Finland	4,200	-89.4 % !	114,000	-58.6 % !
Foreign	19	-99.9 % !	26,100	-56.4 % !

! = change at least 10 %

Accommodation Sales 2.6 Million Euro

Total accommodation sales in December were 2.6 million euro (-16.8 million). The share of Airbnb and Vrbo was 27.2 percent. Therefore, registered accommodation sales were 1.4 million euro (-13.5 million) and non-registered sales 718,000 euro (-2.9 million).

Total January-December sales were 41.1 million euro and they decreased 26.8 million euro from the previous year.

Average Prices

	December 2020		Jan-December 2020	
	Amount	Change	Amount	Change
Adr (Non-Registered)	179 €	-30.4 % !	137 €	-10.1 % !
Adr (Registered)	131 €	-47.8 % !	154 €	6.4 %
Revpar (Non-Registered)	75 €	-56.4 % !	64 €	-18.1 % !
Bed Night (Registered)	60 €	-45.6 % !	77 €	3.3 %
Revpar (Registered)	31 €	-86.5 % !	61 €	-27.7 % !

! = change at least 10 %

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

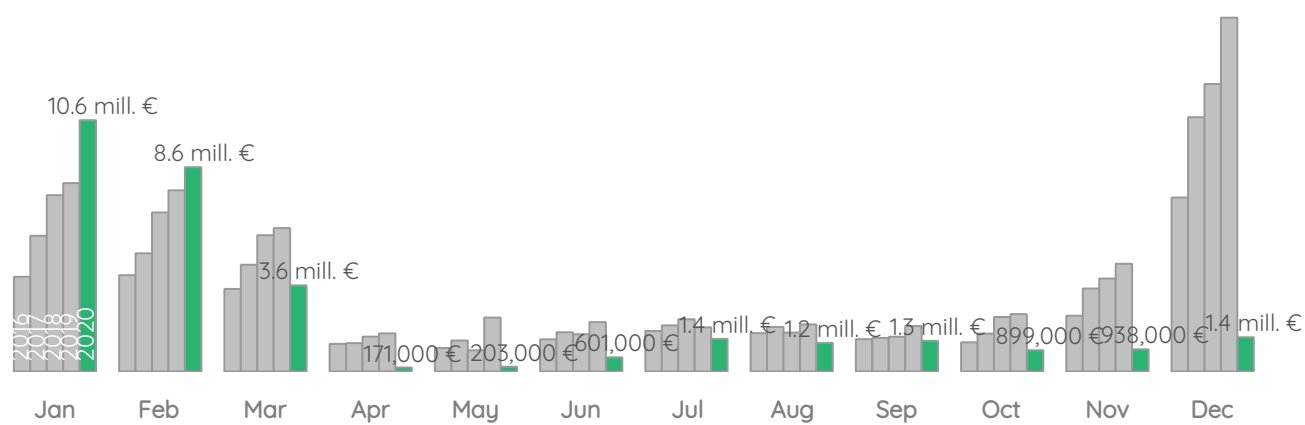
Tax Free Sales +6.7 % (January)

Tax free sales increased seven percent from the previous year.

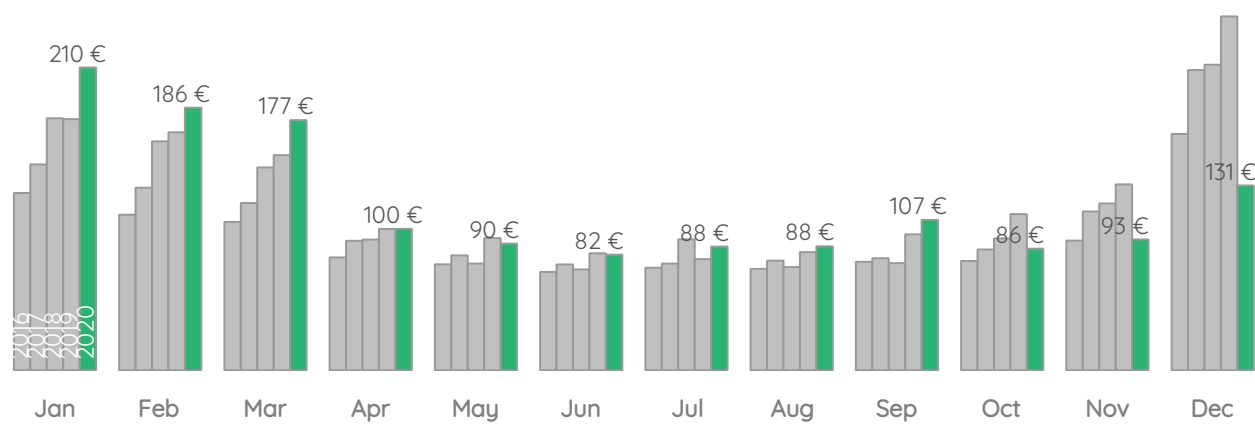
(Russians -18.6 %, Chinese +62.5 %, Japanese +98.5 %)



Registered Accommodation Sales



Average Registered Room Price (Adr)



Capacity & Utilization

Registered Accommodation

21 accommodation
establishments (-5)
1,600 rooms (-320)
3,900 beds (-830)

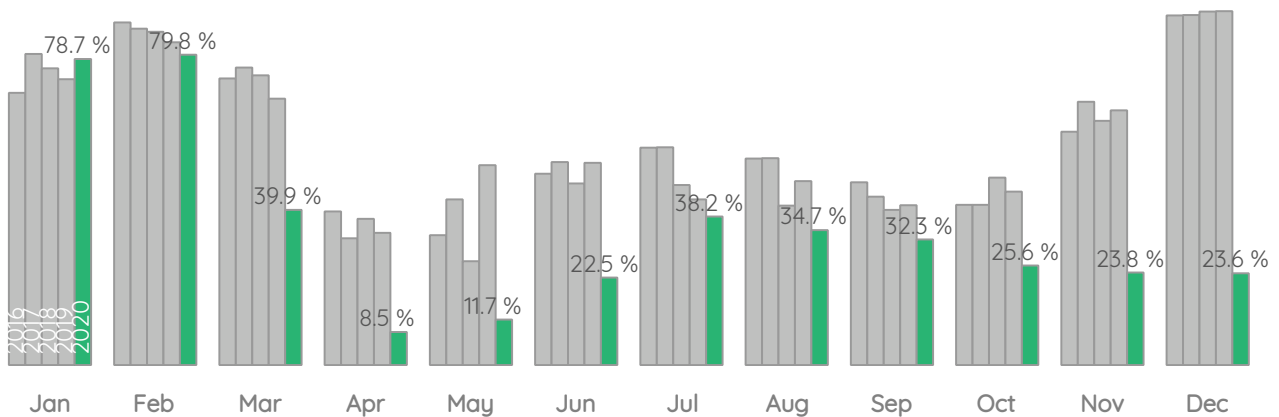
Room utilization 23.6 % (-67)
Unsold rooms 1,200

Airbnb and Vrbo

590 accommodation
establishments (-380)
520 apartments (-320)
970 rooms (-660)

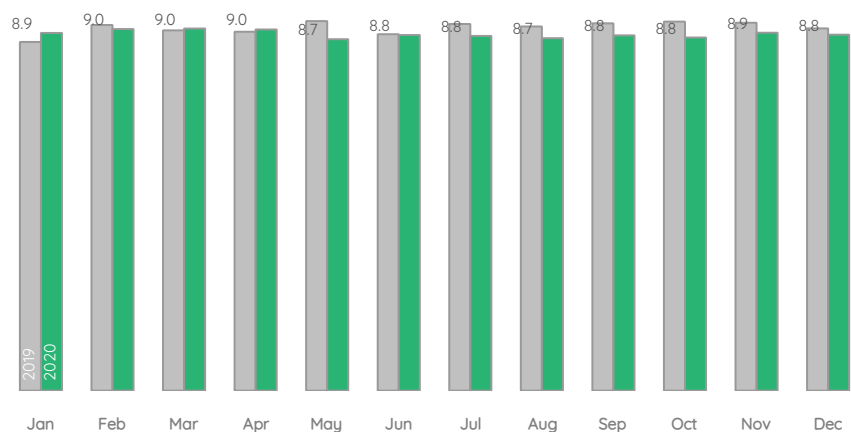
Apartment utilization 41.9 %
(-25)
Unsold apartments 300

Registered Room Utilization For Establishments



Hotel Customer Satisfaction

Average customer satisfaction score on Booking.com given by hotel customers in December was 8.83/10 (-0.16).



Hotel Customer Satisfaction By Nationalities

	December 2020		Jan-December 2020	
	Amount	Change	Amount	Change
Total	8.8	-1.7 %	8.9	-1.3 %
Finland	8.8	0.6 %	8.8	-0.7 %

! = change at least 10 %

Share this report



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

